

36 Commuting Solutions | US 36 Congestion Mitigation Program Status Report October 2015

Program Start: October 2014

Program End: December 2016

The US 36 Congestion Mitigation program is reducing congestion pre & post US 36 Express Lanes Project construction utilizing a social marketing campaign, travel incentives and community education.

Incentives: \$75 carpool (includes \$15 transponder rebate), \$75 vanpool, 10-ride RTD ticket book (\$45 value), US 36 RTD Master EcoPass Pilot Program (free passes in 2015, 70% subsidy in 2016), personal travel plans with incentives same as described above, plus the option of a \$50 bike shop gift card.

Overall Statistics and Program Results

	Participants
Program Goal	833
Current	776*

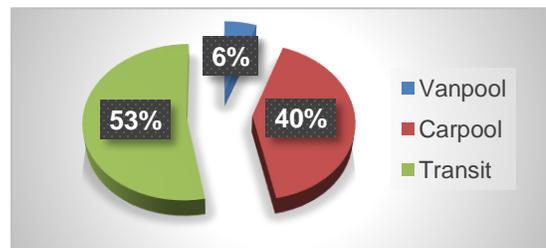
*Received incentive

- 920 employees at 25 businesses have access to RTD EcoPass (\$120,000)
- Six new vanpools started
- 36 new vanpool riders added
- 1026 MWTG applications confirmed*

*Registered with MWTG

Completed Applications		
Vanpool	54	5%
Carpool	405	40%
Transit	519	53%
Total*	978	

*Completed the application (#s decreased as incomplete apps were deleted)



Pre vs. Post Participant Survey Results

Commute alone weekday before receiving incentive 73%

Commute alone weekday after receiving incentive 45%

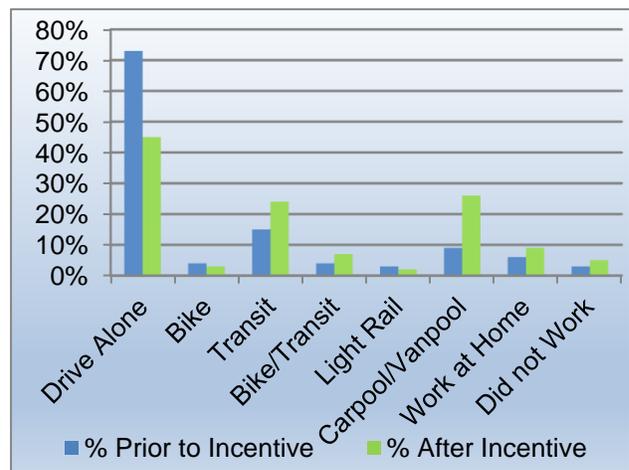
Current surveys indicate the program is resulting in a 28 percent reduction in drive alone trips.

Vanpool Stats	Carpool Stats
6 New vanpools formed	132 people have received carpool incentives
36 New vanpool riders	\$9,105 total incentives distributed to date

Weekday Average Mode Use: Before incentive is received vs. after incentive is received

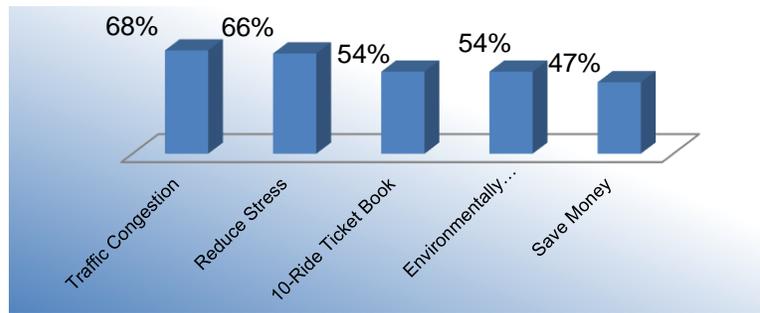
Mode	% Prior to Incentive	% After Incentive
Drive Alone	73%	45%
Bike	4%	3%
Transit	15%	24%
Bike/Transit	4%	7%
Light Rail	3%	2%
Carpool/Vanpool	9%	26%
Work at Home	6%	9%
Did not Work	3%	5%

Drive alone rates decrease; bus, carpool, vanpool increase appreciably after incentive is received.



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Top Reason for Participating	
Traffic Congestion	68%
Reduce Stress	66%
10-Ride Ticket Book	54%
Environmentally Friendly	54%
Save Money	47%



US 36 RTD Master EcoPass Pilot Program

Offering EcoPasses to organizations and their employees who are within 1/4 mile of the Sheridan, Broomfield and McCaslin BRT stations.

RTD Station	2015 Passes	2016 Passes
Sheridan	112	292
Broomfield	302	349
McCaslin (Louisville)	135	38
McCaslin (Superior)	371	57
Total	920	736



Level 3 Communications Vanpool

2015 Participating Businesses: \$123,100				2016 Participating Businesses: \$104,800			
McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan	McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan
East West Wellness	Banfield Pet Hospital	Aloft Hotel	Double Tree Hotel	Compassionate Pain Mgmt	Office Max	Arista Place	Dept. of Corrections
Executan	Buffalo Wild Wings	Arista Place	Holtzman Ent.	East West Wellness	Town of Superior	Arista Wine & Spirits	Double Tree Hotel
Home Depot	Great Clips	Famous Brands	Perkins	Noodles	Tutti Frutti	Colorado Keg House	Hampton Inn
US Bank	Panda Express	Loftea Café	RSA			Donnelson Barry	Lowes of Westminster
	Panera Bread	Return Path	Twinstar			Famous Brands	Perkins
	Petsmart	Wohnrade Engineering				Polish	Residence Inn
	TJ Maxx					Protos	RSA
	Town of Superior					Return Path	
	Tutti Frutti					Sustainable Supply	
	Whole Foods						

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Personal Travel Plan. Just for You. Individualized Marketing Pilot Program for Arista Summer 2015

Provides personal and hard copy of personal travel plans, packet with personalized materials and in-person meeting with 36 Commuting Solutions TDM Program Manager.

	Residents	Employees
Program Goal	100	150
Current Applications	43	142
Current Post Cards	24	0
Travel Plan Provided	26	0



"I got the package, thanks a lot for those items. It's really tempting me to buy a bike and ride to the office and other places."

Sridhar, AMLI Resident (received \$50 gift card to Golden Bear Bikes as incentive)

Resident Mode Share

Mode	IM Initial Survey Prior to Incentive	Initial Incentives Survey
Drive Alone	62%	73%
Bike	6%	4%
Transit	13%	15%
Bike/Bus	3%	4%
Lightrail	1%	3%
Carpool/Vanpool	8%	9%
Work at Home	14%	6%
Did not Work	2%	3%

*Initial drive alone rates are lower for IM group.
Work at home rate for IM group is much higher.*

