

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

Program Start: September 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, \$75 vanpool, 10-ride RTD ticket book (\$45 value), US 36 RTD Master EcoPass Pilot Program (free passes in 2015, 75% subsidy for returning organizations and free for new organizations in 2016), and personal travel plans for employees and residents of Arista.

Overall Statistics and Program Results

	Participants
Program Goal	833
Current	772*

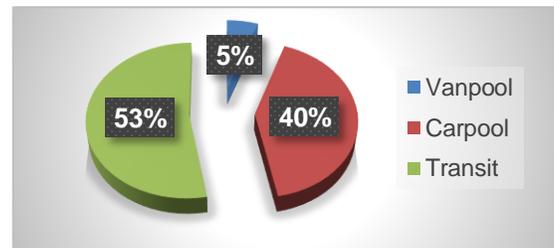
*Received incentive

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

*Registered with DRCOG MWTG rideshare program

Completed Applications		
Vanpool	54	5%
Carpool	419	40%
Transit	533	53%
Total*	1006	

*Completed the application



Pre vs. Post Participant Survey Results

Commute alone weekday before receiving incentive 72%

Commute alone weekday after receiving incentive 45%

Current surveys indicate the program is resulting in a 27 percent reduction in drive alone trips.

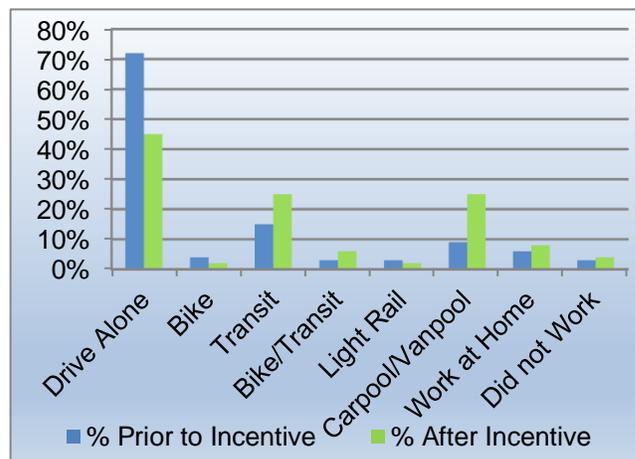
Vanpool Stats
6 New vanpools formed
37 New vanpool riders

Carpool Stats
132 people have received carpool incentives
\$9,105 total incentives distributed to date

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

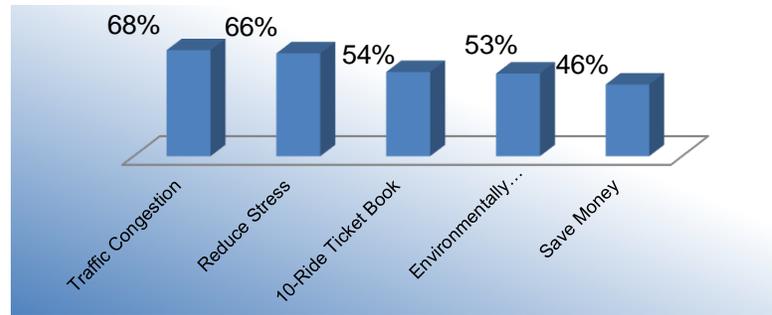
Mode	% Prior to Incentive	% After Incentive
Drive Alone	72%	45%
Bike	4%	2%
Transit	15%	25%
Bike/Transit	3%	6%
Light Rail	3%	2%
Carpool/Vanpool	9%	25%
Work at Home	6%	8%
Did not Work	3%	4%

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	53%
Save Money	46%



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	199
Broomfield	302	199
McCaslin (Louisville)	135	38
McCaslin (Superior)	371	57
Total	920	493



Level 3 Communications Vanpool

2015 Participating Businesses: \$123,100				2016 Participating Businesses: \$86,305			
McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan	McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan
East West Wellness	Banfield Pet Hospital	Aloft Hotel	Double Tree Hotel	Compassion-ate Pain Mgmt	Office Max	Aloft	Dept. of Corrections
Executan	Buffalo Wild Wings	Arista Place	Holtzman Ent.	East West Wellness	Town of Superior	Arista Place	Hampton Inn
Home Depot	Great Clips	Famous Brands	Perkins	Noodles & Co.	Tutti Frutti	Arista Wine & Spirits	Lowes of Westminster
US Bank	Panda Express	Loftea Café	RSA			Colorado Keg House	Residence Inn
	Panera Bread	Return Path	Twinstar			Donnelson Barry	RSA
	Petsmart	Wohnrade Engineering				Famous Brands	
	TJ Maxx					Polish	
	Town of Superior					Protos	
	Tutti Frutti					Return Path	
	Whole Foods					Sustainable Supply	