US 36 Construction Mitigation Program
Report to the HPTE Board

36 COMMUTING SOLUTIONS
April 19, 2017

36commutingsolutions.org
Agenda

1. US 36 Express Lanes Project
2. TDM Program Overview
3. Social Marketing Campaign
4. Results
5. Lessons Learned
US 36 Express Lanes Project

As the largest construction project in the state, the $497 million US 36 Express Lanes Project created new Express Lanes, the US 36 Bikeway and Bus Rapid Transit (BRT) service from Denver to Boulder, along with other innovative investments. The project began in 2012 and was completed in 2016.

36 Commuting Solutions (36CS) was charged with reducing single occupant work trips along the corridor during and after construction. Grant funding from CDOT, CMAQ and DRCOG supported the development of a comprehensive Travel Demand Program, including Congestion Mitigation Planning and social marketing.

36CS partnered with UrbanTrans and Launch Advertising to implement this three-year TDM Program.
Results

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>Actual</th>
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<tbody>
<tr>
<td>Eco Pass</td>
<td>980</td>
<td>1,653</td>
</tr>
<tr>
<td>Carpool</td>
<td>250</td>
<td>188</td>
</tr>
<tr>
<td>Vanpool</td>
<td>35</td>
<td>58</td>
</tr>
<tr>
<td>Transit Pass</td>
<td>750</td>
<td>738</td>
</tr>
</tbody>
</table>
Participants by Incentive Type (2015-2017)

2,637 total participants

- EcoPass, 1653
- Transit, 738
- Carpool, 188
- Vanpool, 58
Incentive Applications Completed, By Month

Phase 1
Open

Phase 2 &
Bikeway Open

HOV 3

line = website traffic trends

indicates months with paid media
At the onset of the program, we used the Trip Reduction Impacts of Mobility Management Strategies (TRIMMS) model to anticipate VMT reduction. The TRIMMS model said we could expect daily reductions in VMT to be 4,050, yet actual program impacts far surpassed this.

### Actual Versus Anticipated Program Impacts

<table>
<thead>
<tr>
<th></th>
<th>Anticipated Daily VMT Reduced</th>
<th>Actual Daily VMT Reduced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined</td>
<td>4,050</td>
<td>12,500</td>
</tr>
</tbody>
</table>
Vehicle Miles of Travel Reduced

13,000 VMT reduced per weekday.
3,110,000 VMT total
Vehicle Trips Reduced per Year

548 trips reduced per weekday.
3 Million VMT reduced per year

Which is equivalent to…

13 trips to the moon!

or

120 times around the earth!

Distance to the moon is 225,623 miles (at its closest point) to Earth. So 3 million would be equivalent of around 13 trips to the moon, or ~7 round trips. The equator is 24,901 miles long, so 3 million miles would be 120 times around the earth.
Commuter Behavior Change

15% decrease in drive alone rate.

64% increase in transit use
Lessons Learned

TDM works as a construction mitigation strategy and is a valuable investment towards overall public information.

The Program drove people to use the new multimodal services and infrastructure during construction and in the long-term.

A phased social marketing approach allowed for messaging that evolved along with the corridor during construction making it timely and resonate more with the public interest.

Recommend CDOT/HPTE invest in TDM for future projects where multimodal services exist.

addendum: Flight 1, 2 & 3 reports; UT US36 Program Evaluation Memo
Additional Background and Resources
Incentives Available

Commuting solo is an ingrained behavior. Commuters either see it as the convenient choice, aren’t aware of the alternatives, or simply don’t think about it at all. Because behavior change is hard, 36CS encouraged trial of sustainable travel modes by offering incentives to solo commuters.

Upon completion of a short online application, commuters selected the travel mode and incentive. Approximately three months after participating in the program commuters were surveyed to determine how their commutes changed.

Incentives included:

- 10-Ride RTD ticket book.
- $75 subsidy for carpooling or vanpooling (Log travel via MyWayToGo.com to receive payment).
- EcoPass subsidies for to select employers along US 36.
COMMUNICATION OBJECTIVES:
PRIMARY: Entice commuters to make changes in their behavior by promoting incentives for those who try transit, carpooling/vanpooling or other commute options.

SECONDARY: Educate and inform commuters that the construction is not just another highway project; it’s a corridor transformation that will change the way we commute on US 36, including dedicated bikeways, bus rapid transit, express lanes and innovative travel technology.

PRIMARY TARGET AUDIENCE:
› Regular SOV commuters
› US 36 corridor
› Age 18-45 (Millennials + Young Gen X).
› College educated, creative, tech-savvy, environmentally concerned.
› Motivated by saving money and decreasing stress.
Mass Media Outreach & Timing

The marketing campaign focused on high-exposure mass media in a phased, 4-flight approach that reached commuters with relevant messaging at critical and pivotal times during the US 36 Express Lanes Project.

- Flight 1: Sept - Nov 2014 | Kickoff: Curb your frustration
- Flight 2: Jul - Nov 2015 | Phase I Opens: Together we cruise
- Flight 3: Feb - Mar 2016 | Project Completion: Get to work happy
- Flight 3: Dec 2016 - Jan 2017 | HOV 3: Carpoools with three ride free
TDM Campaign Metrics

The following criteria were used to evaluate the success of the campaign:

1. Incentives given away: transit, carpool, vanpool, EcoPass
2. Visits to 36commutingsolutions.org
3. Commuter/Vehicle Miles Traveled data
4. Mass media impressions
Creative & Tactics
Tactics

36CS used a variety of owned, earned and paid tactics to reach the target audience with a compelling and relevant message. The selected tactics varied by flight and were selected to deliver the most cost-efficient reach and impressions across a variety of tactics.

<table>
<thead>
<tr>
<th>DIGITAL</th>
<th>SOCIAL MEDIA</th>
</tr>
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<tbody>
<tr>
<td>‣ Online banner ads</td>
<td>‣ Organic Facebook posts</td>
</tr>
<tr>
<td>‣ Mobile advertising</td>
<td>‣ Facebook advertising</td>
</tr>
<tr>
<td>‣ Retargeted ads</td>
<td></td>
</tr>
<tr>
<td>‣ Pandora radio</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>OUT OF HOME</th>
<th>STAKEHOLDER/PARTNER OUTREACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>‣ Bus kongs</td>
<td>‣ Toolkit of campaign materials for municipal and employee partners to share with their audiences.*</td>
</tr>
<tr>
<td>‣ Arista parking garage banner*</td>
<td></td>
</tr>
<tr>
<td>‣ Yard signs (Arista)*</td>
<td></td>
</tr>
<tr>
<td>‣ 1st Bank Center digital sign*</td>
<td></td>
</tr>
<tr>
<td>‣ CDOT VMS signs*</td>
<td></td>
</tr>
<tr>
<td>‣ Commuter Van magnets</td>
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<table>
<thead>
<tr>
<th>COMMUNITY OUTREACH</th>
<th>MEMBER &amp; EMPLOYER OUTREACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>‣ PR</td>
<td>‣ Events</td>
</tr>
<tr>
<td>‣ Email</td>
<td></td>
</tr>
<tr>
<td>‣ Events</td>
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*36CS leveraged their strong relationships with the community to help extend reach free of charge.
## Paid Media Investment & Impressions

<table>
<thead>
<tr>
<th>Timing</th>
<th>Investment</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>Flight 1: Sept - Nov 2014</td>
<td>$63,520</td>
<td>Digital Display &amp; Mobile: 3,475,972</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Digital (Pandora): 601,859</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Out of Home (Bus): 26,861,440</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social Media: 289,278</td>
</tr>
<tr>
<td>Flight 2: July - Nov 2015</td>
<td>$51,000</td>
<td>Digital Display &amp; Mobile: 5,400,860</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Digital (Pandora): 1,050,342</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Out of Home (Bus): 26,861,440</td>
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<tr>
<td></td>
<td></td>
<td>Social Media: 338,317</td>
</tr>
<tr>
<td>Flight 3: Feb - Mar 2016</td>
<td>$13,500</td>
<td>Digital Display &amp; Mobile: 2,473,484</td>
</tr>
<tr>
<td>Flight 4: Dec 16 - Jan 17</td>
<td>$18,250</td>
<td>Digital Display &amp; Mobile: 3,130,141</td>
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<td></td>
<td></td>
<td>Digital (Pandora): 460,889</td>
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Actual impressions were higher with community partners out of home (no impression data available).
Flight 1: Campaign Kickoff

- Empathized with the frustrations of commuting during construction.
- Benefits of transit and carpooling - more productivity and less stress.
- Cash incentives mean you get paid for your commute.
Flight 2: Phase 1 Opens

- Promoted the benefits of ride-sharing in the new Express Lanes.
- Gave commuters reasons to give it a try - incentives, faster, free & fun!
Flight 3:
US 36 Express Lanes open!

- Reached commuters upon project completion.
- Carpoolers enjoy a free and predictable commute in the new US 36 Express Lanes.
- Save time, stress and get to work happy.
Flight 4: HOV 3 & Incentives Expire

- Carpools with three ride free. HOV 3 starts January 1.
Because of the high visibility of the project, media coverage also extended the reach of the campaign.