



2022 Research Highlights

CE Meeting
September 28, 2022

I-70 Transit Ridership Survey

Goal:

Learn of I-70 transit users' experiences, destinations, motivations, frequency of travel, etc.

- Bustang & Snowstang Riders
- February-April 2022
- Over 2000 completed surveys

Key Findings



Fare **value** was found to be the most impactful motivator for both Bustang and Snowstang



Bustang and Snowstang operational services received **very high ratings** of “Good” and “Excellent”

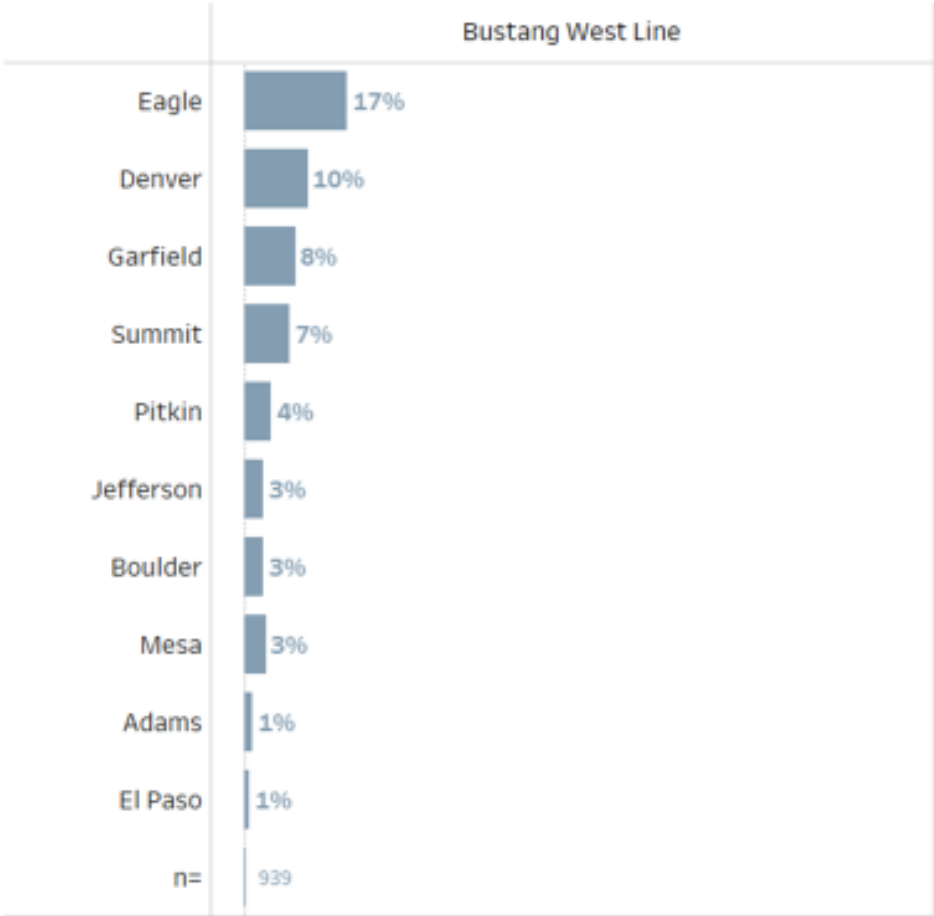


Bustang caters heavily to **recreational trips**.



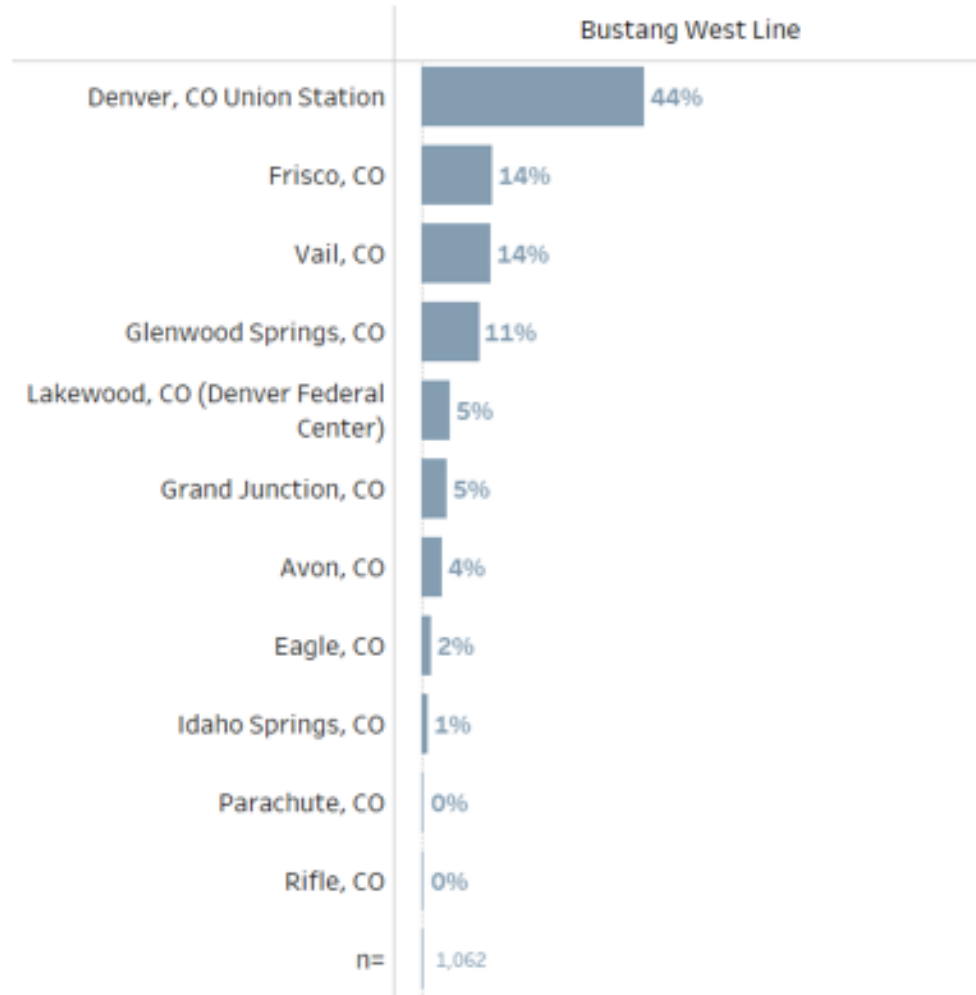
Transit Rider Home Location - Bustang

- This chart represents the top 10 home locations of the Bustang riders.
- Most **Bustang West Line** riders originate from the **Eagle County area**.



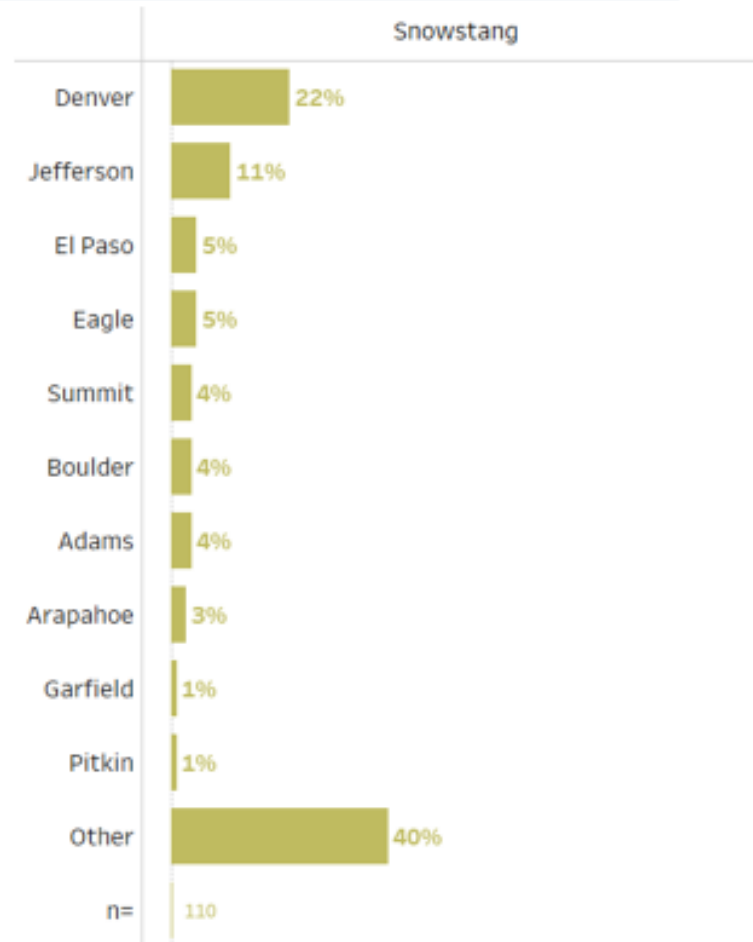
Departure Stop

- A collective 49% of **Bustang West Line** riders are getting off the bus at **Denver Union Station** or at the **Denver Federal Center** (Lakewood).
- 14% are getting off in Frisco, 14% in Vail and 11% in Glenwood Springs.



Transit Rider Home Location - Snowstang

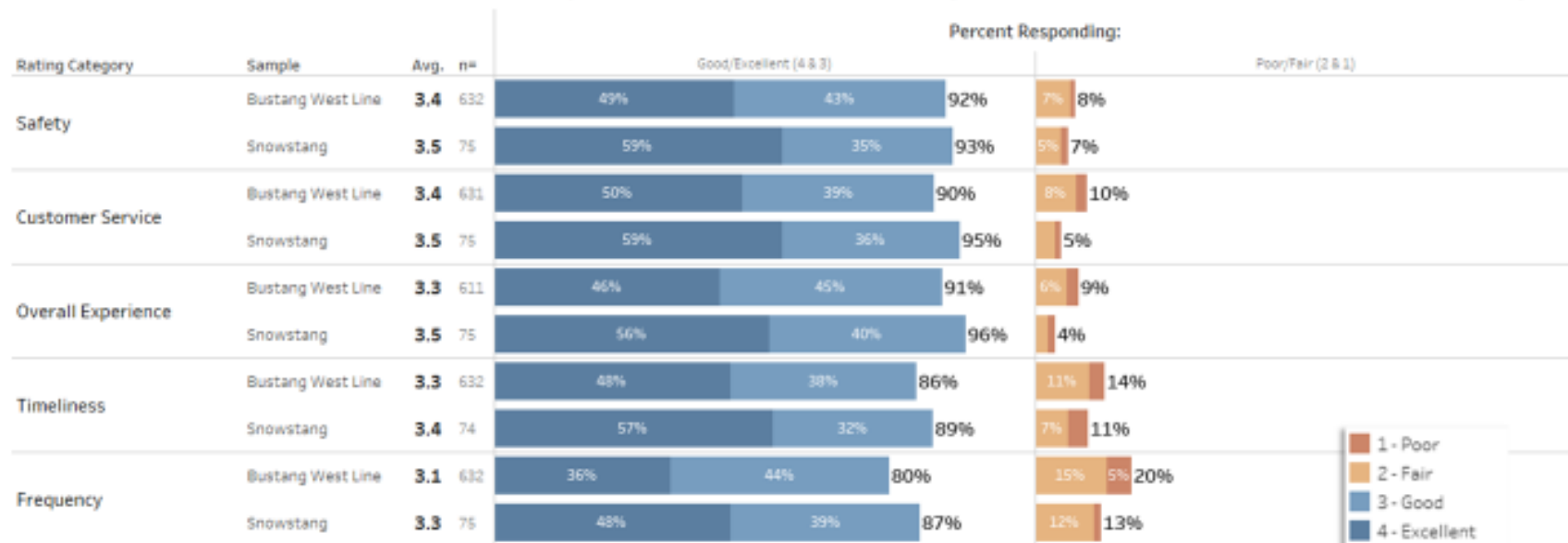
- This chart represents the top 10 home locations of the Snowstang riders
- 22% of **Snowstang** riders live in **Denver** and 11% are from **Jefferson County**.
- Foreign/out of state riders (38%) captured fall into "Other".



Ratings of Bustang/Snowstang

Bustang and Snowstang were very highly rated across all categories. 80% of respondents stated that Bustang/Snowstang were either “good” or “excellent” for all operational services, with 90% stating that the safety, customer service, and overall experience of Bustang/Snowstang were “good” or “excellent”.

Please rate the overall quality of Bustang/Snowstang’s operational service (i.e., timeliness, frequency, safety, customer service).





Final Destinations (beyond Bustang bus stops)

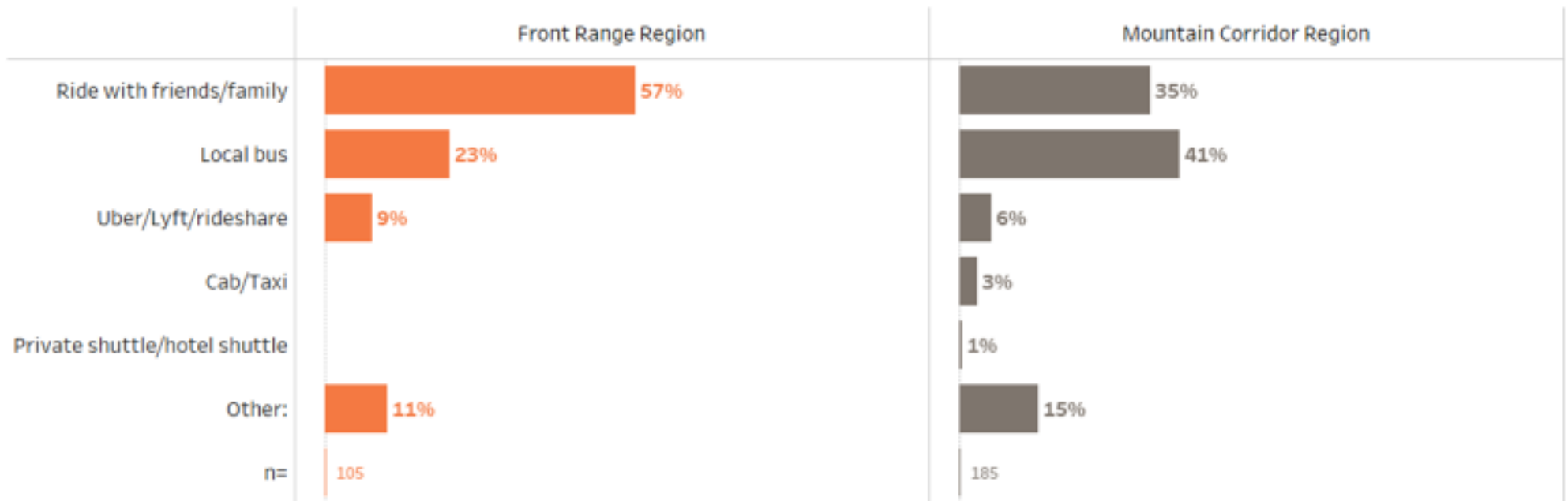
Breckenridge
Aspen
Carbondale
Silverthorne
Copper Mountain
Beaver Creek
Keystone

Mode of Travel to Final Destination - Bustang By Region

A majority of Bustang West Line riders from the **Front Range Region** get to their final destination by riding with friends or family (57%), markedly larger than those from the **Mountain Corridor** (35%).

Mountain Corridor Region Bustang West Line riders use local buses to get to their final destination (41%) more than **Front Range** riders (23%).

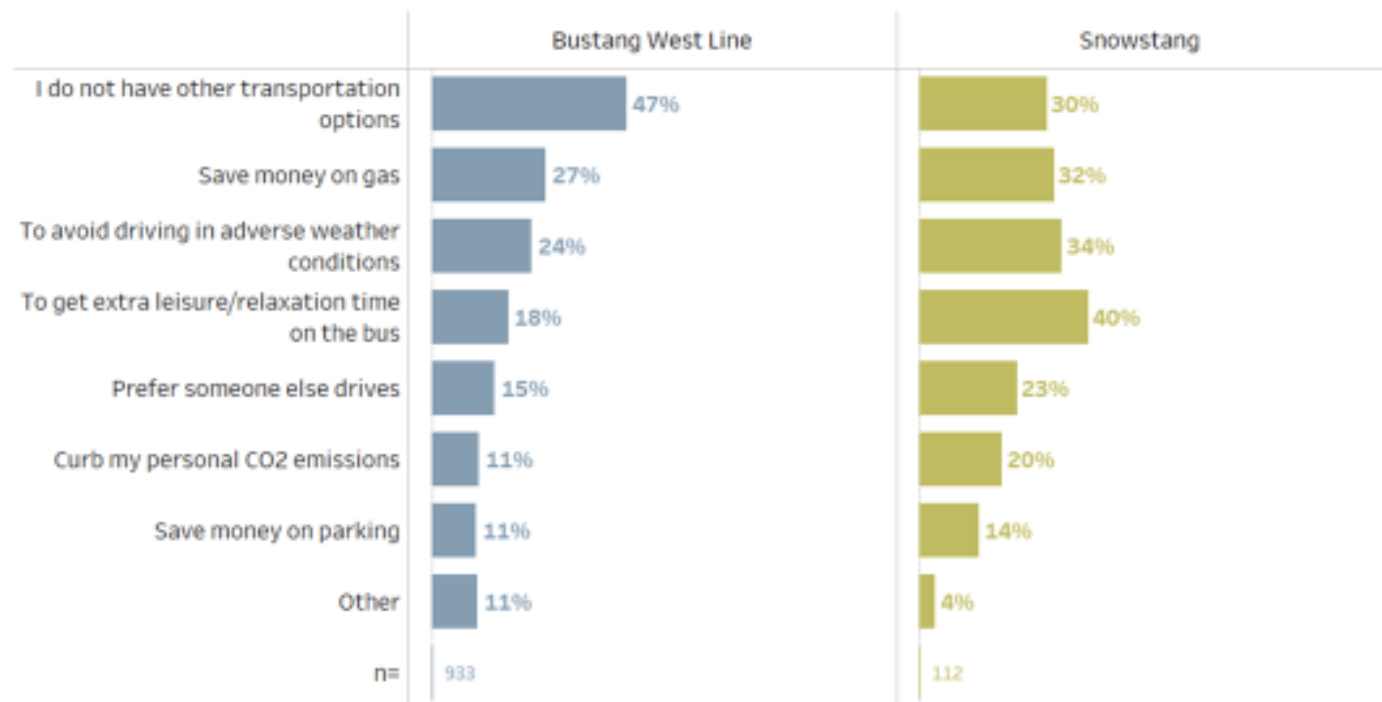
How do you plan on getting to your final destination from the bus stop?



Reasons for Riding

- The top reasons for riding **Bustang West Line** are that the riders did not have other transportation options (47%), to save money on gas (27%), and to avoid driving in adverse weather conditions (24%).
- The top reasons for riding **Snowstang** are to get extra leisure/relaxation time on the bus (40%), to avoid driving in adverse weather conditions (34%) and to save money on gas (32%).

Why did you use Bustang/Snowstang today? Please select your top three reasons:



I-70 User Survey

Goal:

Learn of I-70 users' attitudes towards transit, carpooling, congestion avoidance strategies, etc.

- Over 3,800 online surveys completed
 - RRC & Associates focus group
 - Social: GoI70 & @i70things
 - Mountain Express Lane Users
- Majority were Front Range residents, weekend travelers

Key Findings



A high majority of Front Range region respondents (92%) try to **avoid high congestion times** on I-70.



Congestion on I-70 has directly impacted the **frequency of trips to the mountains** for a majority of respondents (75% Front Range).



Most Bustang users became aware of these buses from the ski resorts (46% Front Range).

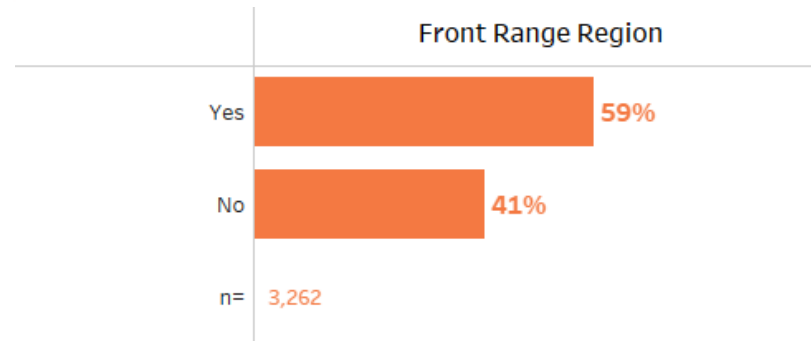


Top motivators for enticing people to ride Bustang/Snowstang were more **pick-up/drop-off locations, more frequent service, and ability to make reservations.**

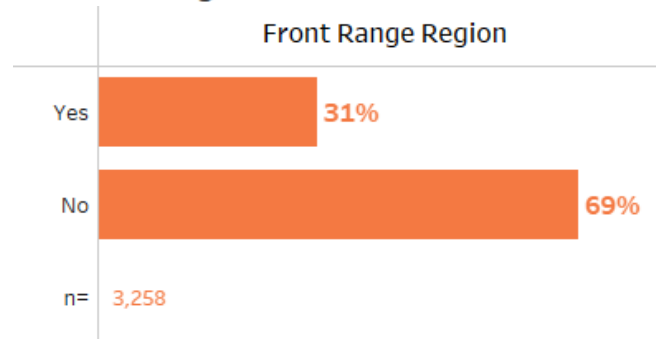


Awareness of Bustang/Snowstang

Have you heard of Bustang West Line bus service that runs along the I-70 Corridor?



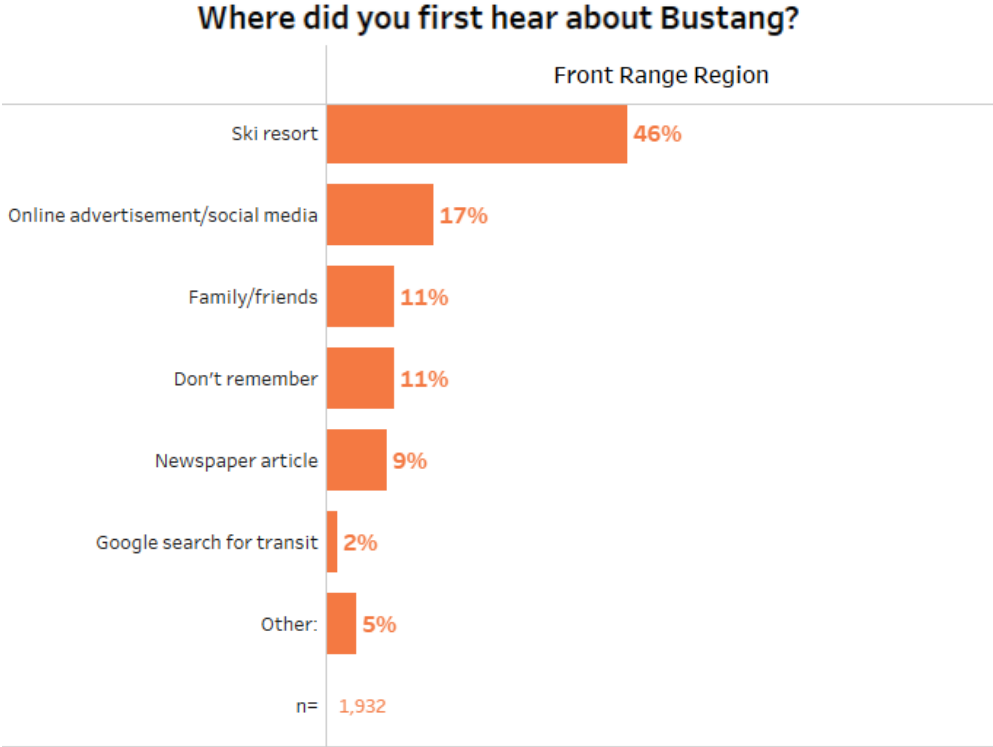
Have you heard of Snowstang?



First Hear of Bustang

Most respondents learned of service from the resorts (46%), social media (17%) and family/friends (11%)

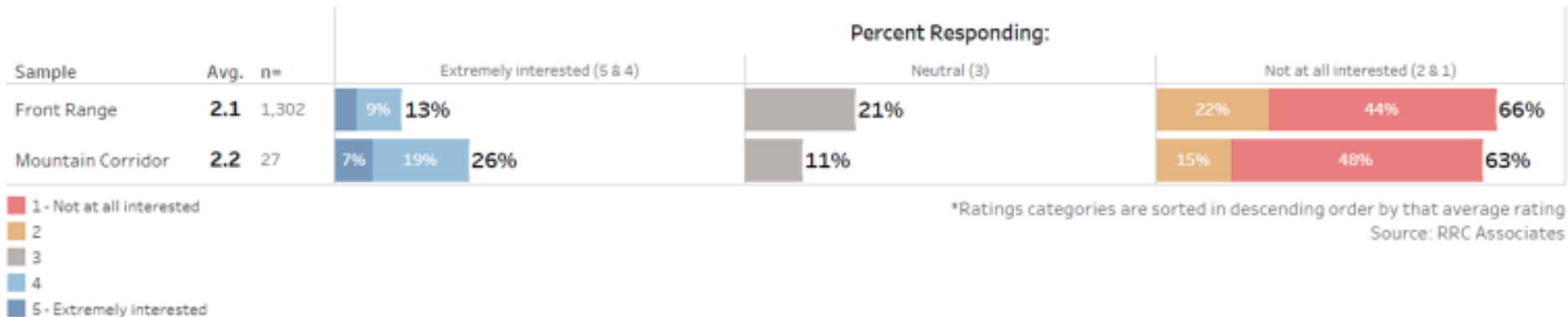
The ski resorts respondents heard about Bustang & Snowstang from were most commonly Arapahoe Basin and Copper Mountain.



Interest in Bustang

A greater proportion of the **Mountain Corridor** respondents were found to be interested in Bustang (26%), around twice as many as those in the **Front Range** (13%).

Bustang is a bus services that travels along selected corridors in Colorado including the I-70 mountain corridor
 Using the scale below, how interested would you be in using this service?
 By "Colorado Front Range and Mountain Corridor"



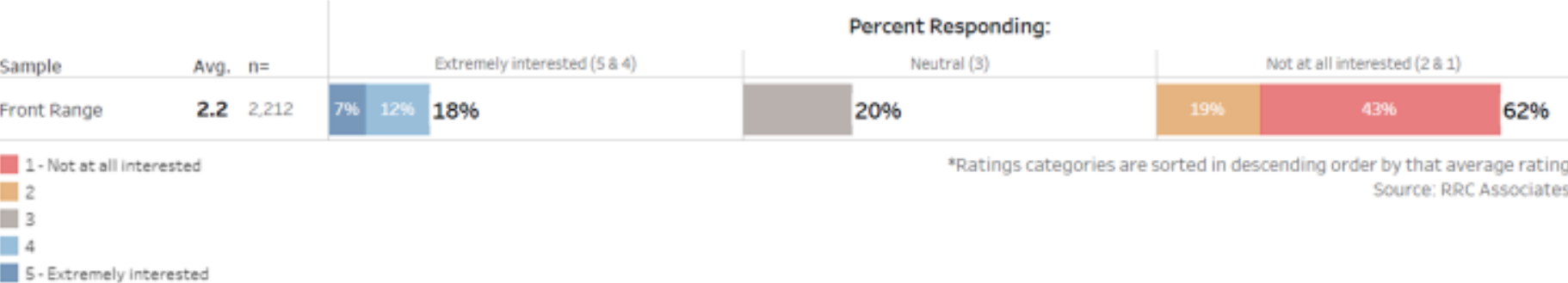
Interest in Snowstang

18% of Front Range respondents are extremely interested in Snowstang.

While small proportionally, this percentage represents several hundred respondents that have expressed interest in using Snowstang after receiving information on the services.

Snowstang is a bus service that travels directly from Denver to various Colorado resorts in winter and that is designed particularly for snowsports' enthusiasts. These services are currently available to Loveland Ski Area, Arapahoe Basin, Copper Mountain and Steamboat on selected days

By "Colorado Front Range"



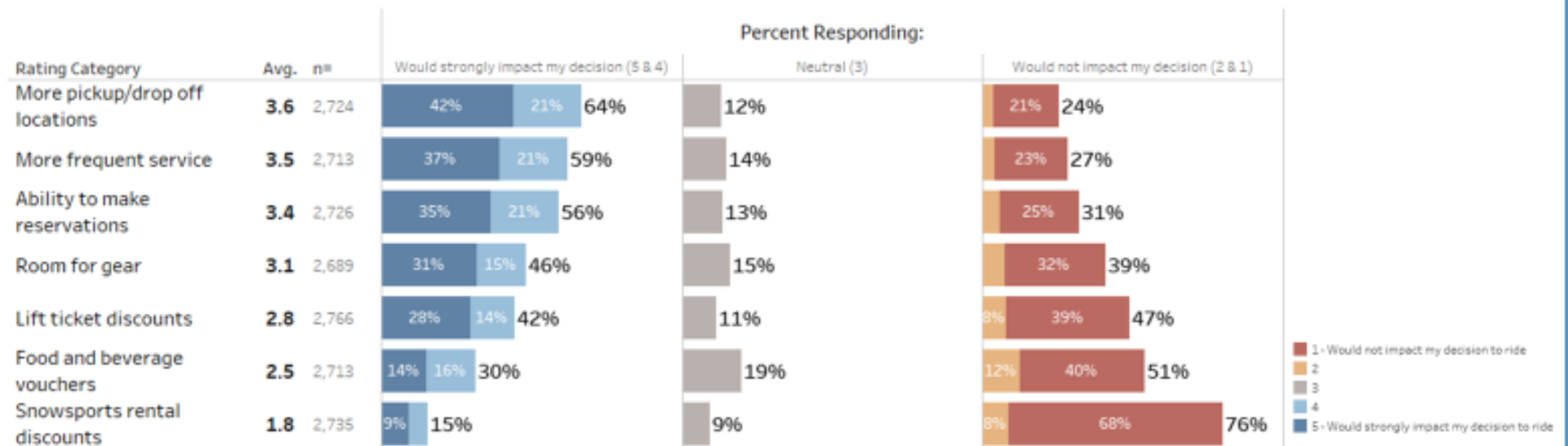
Bustang/Snowstang Top Motivators – Front Range

Bustang/Snowstang possible ridership motivators for the Front Range showed that more pickup/drop off locations (63%), more frequent services (59%), and ability to make reservations (56%) were the greatest motivators.

Similar to the I-70 Transit Ridership Survey, food and beverage vouchers (30%) and snowsports rental discounts (15%) made up the bottom of the motivators list.

How would the following aspects motivate you to take Bustang/Snowstang today or in the future?

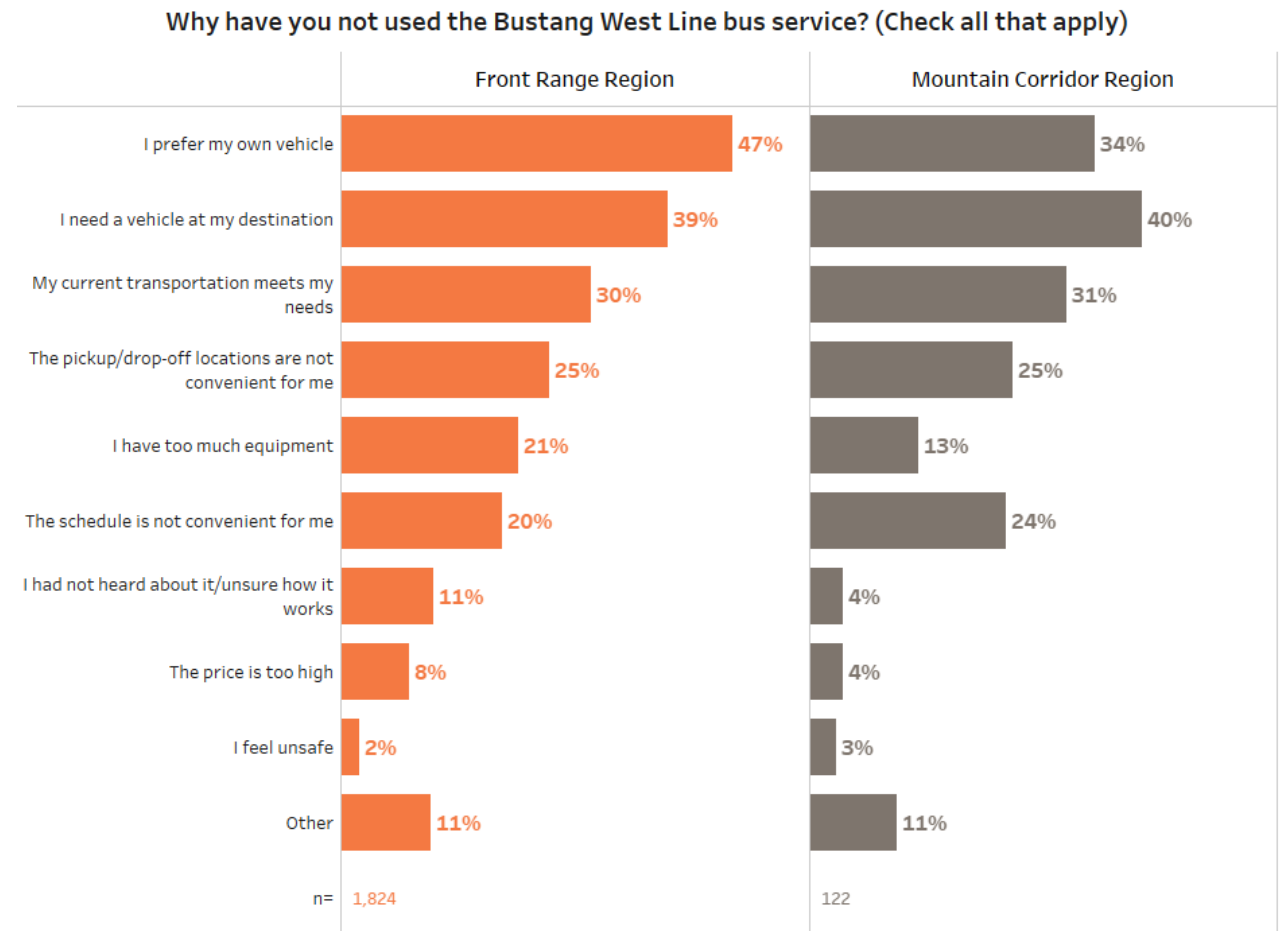
By Front Range



*Ratings categories are sorted in descending order by that average rating
Source: RRC Associates

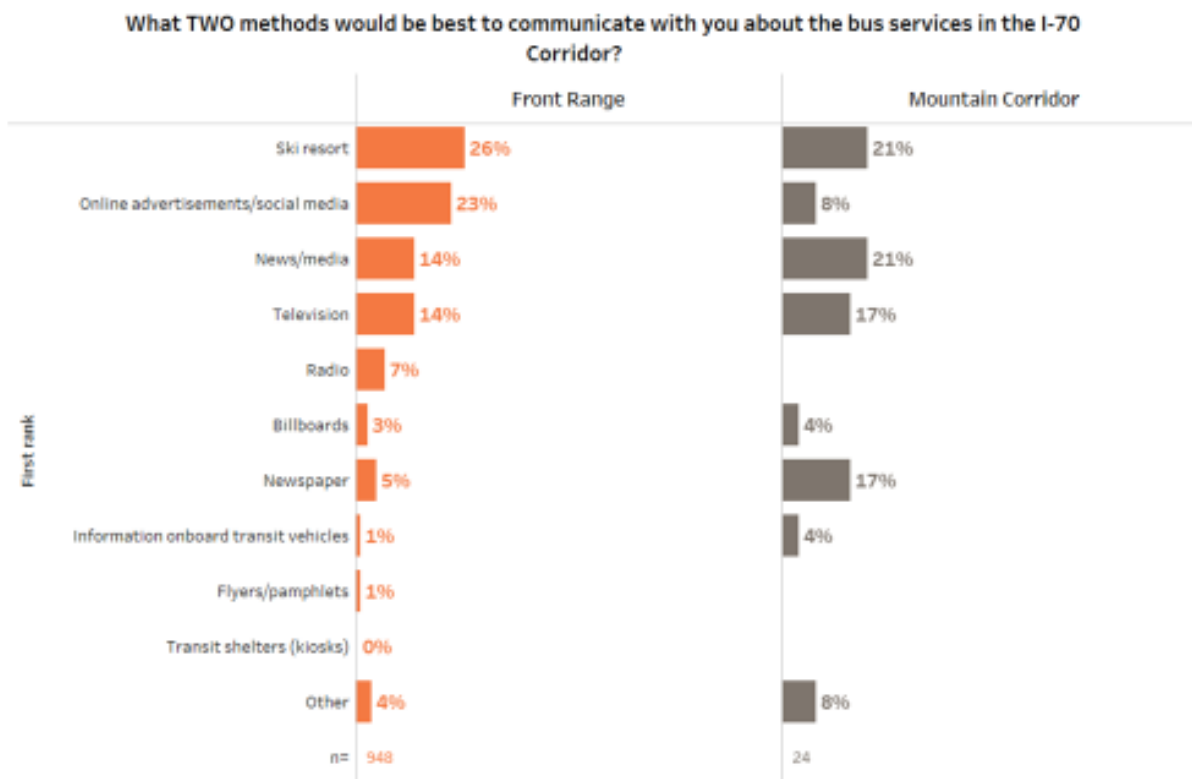
Reasons for Not Using Bustang

- Of those that have heard of Bustang and not previously ridden it, the most common reason for not doing so varied from region to region. With **Front Range** stating that they preferred their own vehicle (47%), need a vehicle at their destination (39%), and already have their current transportation needs met (30%).



Top Communication Methods – First Ranked

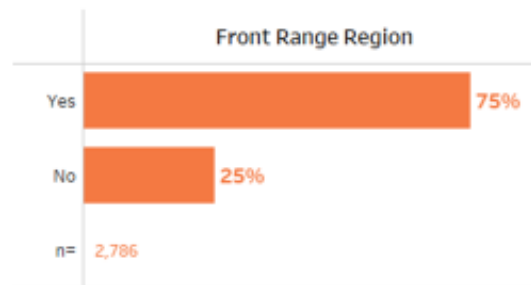
- Respondents across regions stated that the best form of communication about the bus services in the I-70 Corridor would be through ski resorts (26% & 21%, respectively), closely followed by online advertisements and social media for the **Front Range** (23%) and news/media for **Mountain Corridor** (21%).



Reduction of I-70 Travel due to Congestion

I-70 congestion has been experienced firsthand by many respondents, as a majority in both regions claim to have had their skiing/snowboarding season reduced by the congestion. Though the **Front Range** (75%) has felt the consequences of congestion far more than the **Mountain Corridor** (52%).

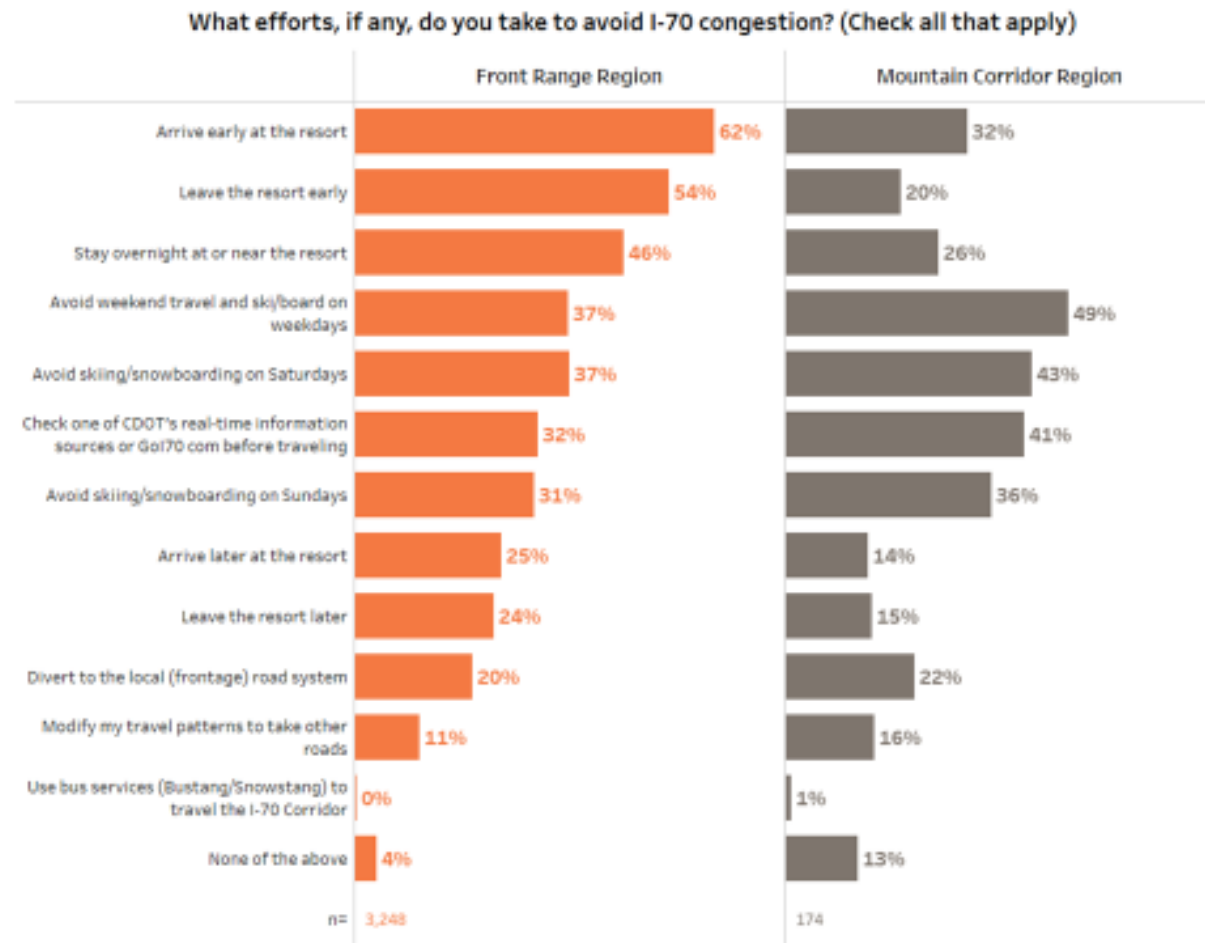
Has the frequency of your skiing/snowboarding been reduced as a function of I-70 congestion in recent seasons?



** Up from 68% in 2019*

Avoiding I-70 Congestion

- These efforts vary by region. The **Front Range region** choose to arrive at resorts earlier (62%), leave resorts later (54%), and stay either at the resort or somewhere nearby overnight (46%).
- The **Mountain Corridor region** avoid congestion by choosing to ski/snowboard on weekdays instead of the weekend (49%), avoid skiing/snowboarding on Saturdays (43%), and use the CDOT's information or GoI70.com before traveling (41%).



2022 Research Highlights

- Data dashboard
- Share results with CTO, CDOT, resorts, etc.
- Utilize to target outreach & messaging