

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

Program Start: September 2014

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

Incentives: \$75 carpool incentive, \$75 vanpool incentive, 10-ride RTD ticket book (\$45 value), US 36 RTD Master EcoPass Pilot Program (free passes in 2015, 70% subsidy in 2016)

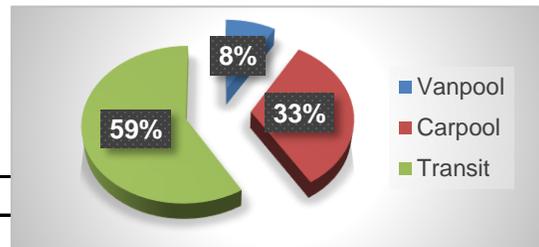
Overall Statistics and Program Results

	Applications	Increase over previous month
Program Goal	833	
Current	700	31

Total includes EcoPass applications

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

Completed Applications		
Vanpool	54	8%
Carpool	205	33%
Transit	369	59%
Total	628	<i>Excludes EcoPass apps</i>



Pre vs. Post Participant Survey Results

Commute alone weekday before receiving incentive 74%

Commute alone weekday after receiving incentive 41%

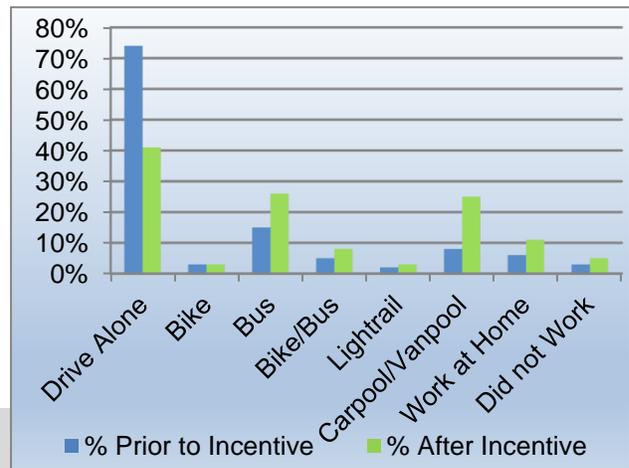
Current surveys indicate the program is resulting in a 33 percent reduction in drive alone trips.

Vanpool Stats	Carpool Stats
6 New vanpools formed	63 people have received carpool incentives
36 New vanpool riders	Total Incentives Distributed to date: \$7,200

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

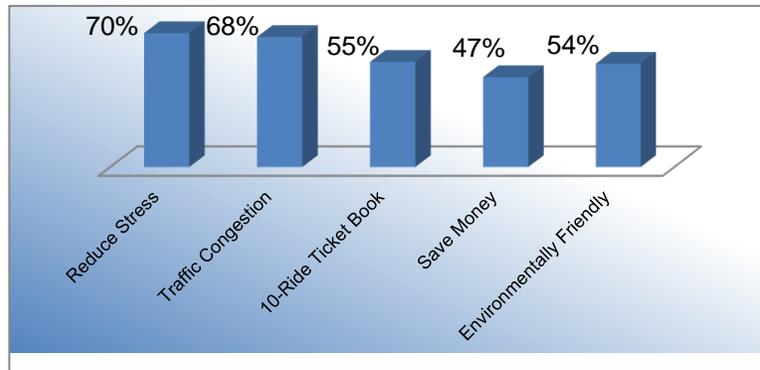
Mode	% Prior to Incentive	% After Incentive
Drive Alone	74%	41%
Bike	3%	3%
Bus	15%	26%
Bike/Bus	5%	8%
Lightrail	2%	3%
Carpool/Vanpool	8%	25%
Work at Home	6%	11%
Did not Work	3%	5%

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



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Top Reason for Participating	
Reduce Stress	70%
Traffic Congestion	68%
10-Ride Ticket Book	55%
Save Money	47%
Environmentally Friendly	54%



US 36 RTD Master EcoPass Pilot Program

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

RTD Station	Passes
Westminster	112
Broomfield	302
McCaslin (Louisville)	135
McCaslin (Superior)	371
Total	920



Level 3 Vanpool

Businesses by Location

McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan
East West Wellness	Banfield Pet Hos.	Aloft	Double Tree
Executan	Buffalo Wild Wings	Arista Place	Holtzman Ent.
Home Depot	Great Clips	Famous Brands	Perkins
US Bank	Panda Express	Loftea Café	RSA
	Panera Bread	Return Path	Twinstar
	Petsmart	Wohnrade Engineering	
	TJ Maxx		
	Town of Superior		
	Whole Foods		

*"Having my EcoPass has made my commute to work much easier! I have always taken the bus to and from work. Having an EcoPass makes everything in my life more affordable. I can just get to work without having to panic if I don't have enough one dollar bills, which is nice! I can't tell you how many times I had been late to work just because I did not have enough change. It's just really nice not to have to worry about it anymore."
—C. Sahagun, Banfield Pet Hospital Employee*