OVERVIEW:
36 Commuting Solutions is a nonprofit organization whose mission is to enhance the mobility of commuters along the US 36 corridor. Our public-private coalition consists of 65 private sector members and nine public sector members between Westminster, Boulder and Longmont, and nine individual members.

OUR VISION:
We envision a corridor with a rich blend of state-of-the-art, multi-modal travel options accessible to, and well utilized by, our community.

OUR VALUES:
Service – We are a service organization which advocates on behalf of our members for multi-modal improvements and the funding needed to implement them. Equally important are the services we provide to assist employees in the corridor to use their modal options through marketing, design of service, coordination with service providers such as RTD, local governments and CDOT and travel demand management programs.

Community – We are committed to serving the larger US 36 community by engaging to understand how to design services and programs and to help the community understand and better use travel options.

Integrity – We walk the talk and deliver on our commitments.

Accountability – We hold ourselves accountable in both good and bad times. We are fiscally responsible, honest and forthcoming.

Innovation – We are energized by what’s possible and how we can help implement positive change for the corridor. We are on the leading edge of sustainable transportation solutions founded on our coalition’s shared vision.

“Effective and efficient transportation, particularly in the Northwest corridor, is critical to the University of Colorado’s ability to continue its contributions to our state and to advance the economy, health and culture of Colorado and beyond.”

- UNIVERSITY OF COLORADO PRESIDENT,
BRUCE D. BENSON
Developed a leadership role in educating and marketing transportation services to commuters along the US 36 corridor

COMMUTER PROGRAMS AND PRODUCTS
- Developed partnership with Ames/Granite Joint Venture to implement the US 36 Commuter Incentive Program
- Produced the 2012 US 36 Mobility Report
- Implemented the 36 Prize Riders program, which had 290 participants
- Implemented Arista on the Move program, which had 255 participants
- Implemented US 36 Commuter Incentive Program, which had 166 participants
- Represent RTD at various events in the community

COMMUNITY RESOURCE
- Educated residents on their travel choices at 30 community events, including Broomfield Days, Westminster Faire, Superior Chili Fest, Louisville Street Faire, Xhibit After Hours and many more

BICYCLING
- Updated community bicycling facilities data for the web-based, interactive Bike 36 bike map
- Hosted two Bike to Work Day breakfast stations in Interlocken and Louisville for over 400 bicycle commuters
- Coordinated 16 Bike to Work Day breakfast stations along US 36

2013 BY THE NUMBERS

**ESTIMATED REDUCTION IN VEHICLE MILES TRAVELED (VMT) DUE TO 36 COMMUTING SOLUTIONS ACTIVITIES:**
- 36 PRIZE RIDERS PROGRAM: 248,209
- BIKE TO WORK DAY: 68,405
- CARPOOL: 64,037
- TRANSIT: 4,021,748
- VANPOOL: 11,465
- TOTAL: 801,134

Equivalent to 179 vehicle trips around the Earth's equator or 1,821 trips from Los Angeles to New York City

**OUTREACH AND EDUCATION ACTIVITIES:**
- NO. OF RTD FREE RIDE COUPONS DISTRIBUTED TO ENCOURAGE TRANSIT RIDERSHIP: 500
- NO. OF COMMUNITY EVENTS: 30
- NO. OF TRANSPORTATION FAIRS: 33
- NO. OF EMPLOYEE COMMUTE SURVEYS: 5
- NO. OF US 36 RESIDENTS AND EMPLOYEES REACHED ANNUALLY THROUGH OUTREACH ACTIVITIES: 21,000+
- NO. OF STAFF: 3
- MAKING A DIFFERENCE: PRICELESS

Enhanced employer, business and property owner participation in transportation services/programs and grew membership

EMPLOYER OUTREACH
- Coordinated and hosted 33 transportation fairs and employer lunch-n-learns and participated in 30 community events
- Conducted local business engagement through quarterly Workplace Ambassador Network meetings

MEMBERSHIP GROWTH
- Added 14 new members to the coalition

Served as a collective voice to address transportation issues and bring resources to the corridor

ADVOCACY
- Joined the US 36 Mayors and Commissioners Coalition (MCC) for annual advocacy trip to Washington DC
- Hosted six membership meetings to provide a venue for information sharing and advocacy.
- Hosted the Sixth Annual Legislative Breakfast
- Testified at CDOT, DRCOG and RTD public meetings
- Worked closely with RTD and the MCC to define vehicle options for US 36 BRT
- Took part in Northwest Area Mobility Study (NAMS) to define consensus for transit mobility in the Northwest Region

US 36 FUNDING EFFORTS
- Secured $15 million from DRCOG for US 36 Phase 2
- Secured $200,000 in HPTE grant funding for US 36 Express Lanes TDM programs
- Secured CMAQ grant funding for 2014/2015 TDM programs

ADDRESSING THE FIRST AND FINAL MILE
- Completed the US 36 First and Final Mile Study.

PUBLICITY/VISIBILITY
- Provided press releases, news alerts, interviews and quotes for local and regional newspapers
- Released monthly newsletter with important corridor news and updates
- Grew Facebook following by 41%, from 437 to 738
- Grew Twitter following by 43% from 188 to 331

Facebook.com/36commutingolutions
Twitter.com/36commuting
LinkedIn.com/company/28471037?trk=tyah