

# 2015 US 36 Mobility Report

## August 2016



**Commuting Solutions**

Be part of the progress along US 36.

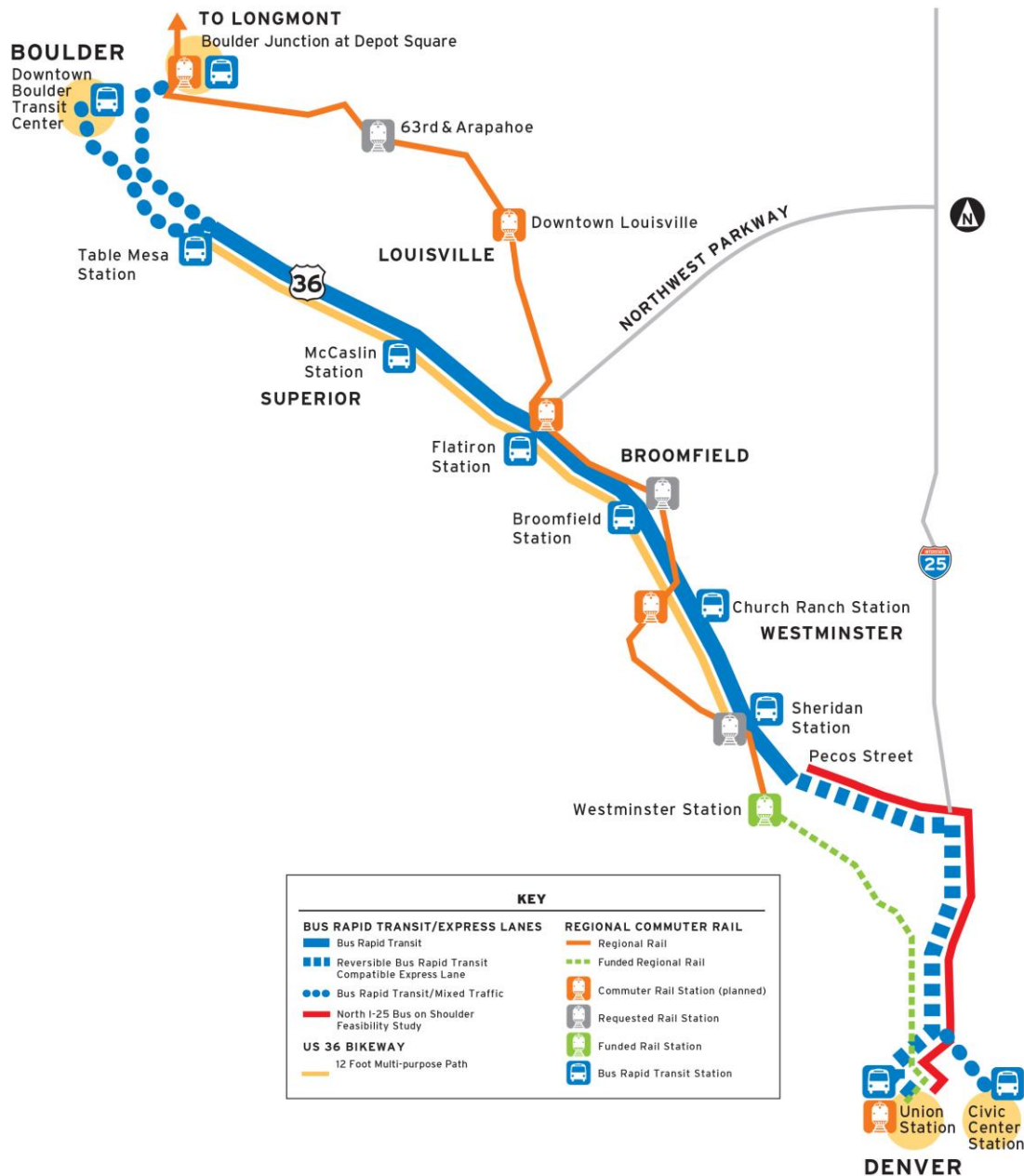
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# I. Executive Summary

This report compares how people traveled the US 36 corridor from 2010 to 2015. Information has been compiled for on all modes of transportation including transit riders, High Occupancy Vehicle (HOV)/ High Occupancy Toll (HOT) drivers (carpoolers and vanpoolers), bicyclists, and solo drivers.

US 36, between I-25 in Adams County and Foothills Parkway in Boulder, is one of the busiest transportation corridors in Colorado. US 36 links major universities, federal laboratories, and retail and employment centers in Boulder, Denver and the cities in between. In addition to commuter traffic, growing residential areas and heavy tourism have increased congestion and travel demand along this corridor.



In June 2015, Phase 1 of the US 36 Express Lanes Project from 88<sup>th</sup> Street in Louisville/Superior to I-25 opened. The US 36 Express Lanes Project rebuilt five bridges, constructed the US 36 Bikeway and added a managed express lane in each direction to facilitate Bus Rapid Transit (BRT) service as well as faster travel for HOV and solo drivers.

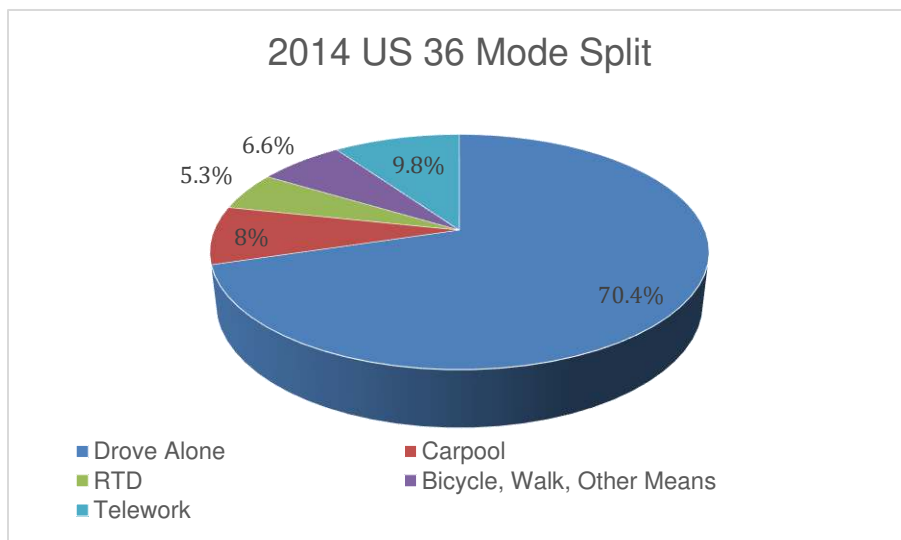
In early 2016, Phase 2, from 88<sup>th</sup> St. in Louisville/Superior to Table Mesa in Boulder, opened.

As more businesses establish offices, residential areas grow and tourism increases, the US 36 Corridor is in the midst of critical change. The transformation of US 36 into a multi-modal corridor reflects the innovative nature of this region and facilitates a resident's ability to access the places they work, play and live.

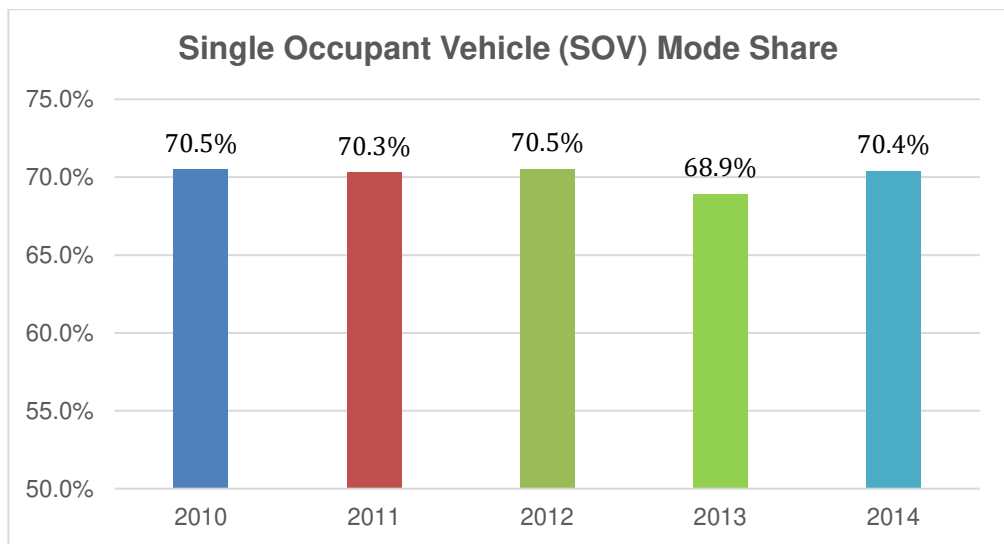
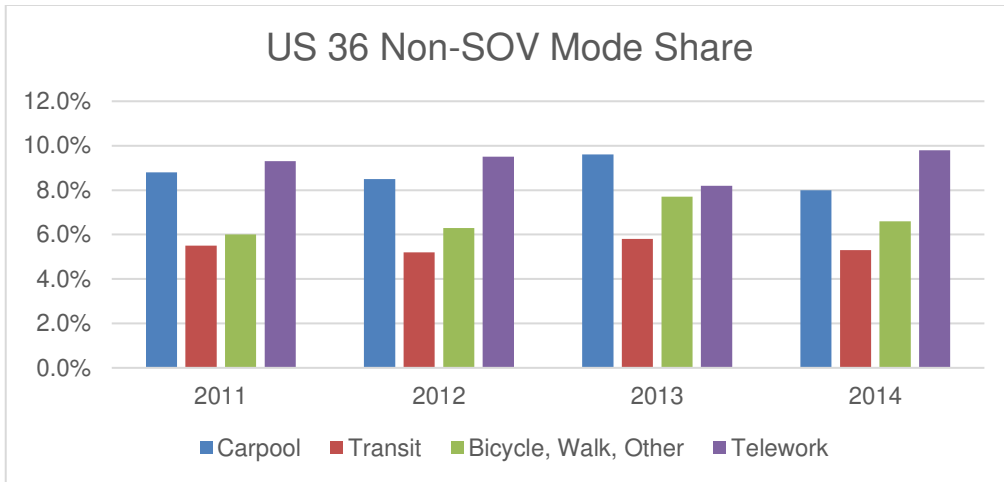
## II. US 36 Transportation Mode Share

This data is taken from the United States Census Bureau's American Community Survey (ACS) data from 2011 to 2014<sup>1</sup>. The following is a summary of the modes used by commuters who reside in Boulder, Louisville, Superior, Broomfield and Westminster:

- 70.4 percent of trips are by solo drivers
- 8 percent of trips are by carpoolers
- 5.3 percent of trips are by transit
- 6.6 percent of commuters are cyclists, pedestrians or "other means"
- 9.8 percent of commuters telework
- Overall, daily traffic volumes are higher on the east end of US 36, with approximately 73,000 more vehicles traveling the east end of the corridor compared to the west end. This reflects higher population and employment on the east end of the corridor.



<sup>1</sup> American Commute Survey Data for 2015 was not available at the time of publication.



**Mode Share– Source Data**

The number of US 36 commuters in the charts above is estimated from ACS data, which also approximates the number of commuters who drive alone, carpool, ride transit, walk, bike, and telework. The census data is supplemented throughout the report by primary source data from the Denver Regional Council of Governments (DRCOG), the North Front Range Metropolitan Planning Organization (NFRMPO), the Colorado Department of Transportation (CDOT), High Performance Transportation Enterprise (HPTE), and the Regional Transportation District (RTD).



Based on the ACS data there were 245,636 commuters in 2014. Between 2013 and 2014, solo driving increased slightly by 1.5 percent of the total trip mode share. During this time, there were decreases in transit and bicycling, walking and other means of travel. On US 36, non-SOV mode share has changed little between 2011 and 2014. There has been a slight decline in carpooling between 2011 and 2014, which could be partially attributed to falling gas prices.

Considering that only a small percentage of commuters are using transit, carpooling/vanpooling, and biking on the US 36 corridor, their overall impact to reduce Vehicle Miles Traveled (VMT) is significant. Each person using one of these modes results in one fewer vehicle traveling on US 36. Even if the percentage of people using these modes only increases slightly or stagnates in future years, it would contribute to a significant reduction in VMT, traffic congestion and air pollution. A change in this direction will be especially important as growing population and employment along US 36 will increase transportation demand.

Table 1 demonstrates how residents from each community adjacent to US 36 get to work on a daily basis.<sup>2</sup> The ACS data provides an estimate of the mode split in these communities and by virtue of their proximity to US 36. This general mode split is supplemented by primary source data, discussed in greater detail in the rest of the US 36 Mobility Report.

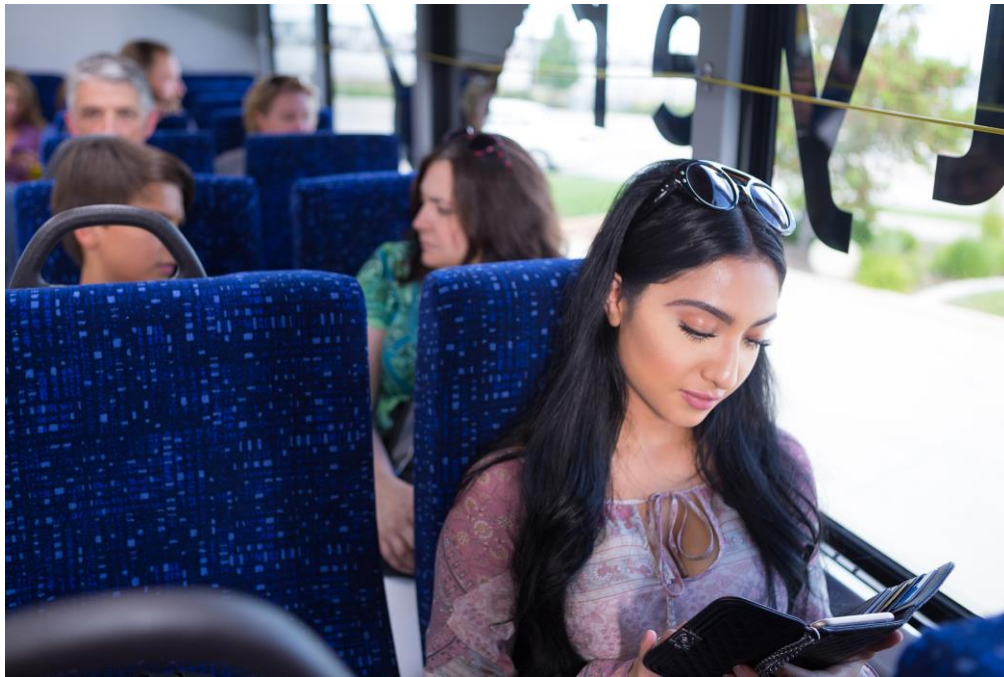
<b>Table 1: 2014 Mode Share by Community</b>						
	Residents (16 years +)	Drove Alone	Carpooler	Transit Riders	Walked or Other*	Telework
<b>Boulder</b>	89,519	28,347	3,286	4,879	11,797	6,207
		<b>52.0%</b>	<b>6.0%</b>	<b>8.9%</b>	<b>21.6%</b>	<b>11.4%</b>
<b>Louisville</b>	15,384	7,478	536	527	380	1,238
		<b>73.6%</b>	<b>5.3%</b>	<b>5.2%</b>	<b>3.7%</b>	<b>12.2%</b>
<b>Superior</b>	9,364	5,027	787	237	156	882
		<b>70.9%</b>	<b>11.1%</b>	<b>3.3%</b>	<b>2.2%</b>	<b>12.4%</b>
<b>Broomfield</b>	45,531	23,493	2,109	1,273	788	2,360
		<b>78.3%</b>	<b>7.0%</b>	<b>4.2%</b>	<b>2.7%</b>	<b>7.9%</b>
<b>Westminster</b>	85,838	43,595	5862	2,632	1576	2,881
		<b>77.1%</b>	<b>10.4%</b>	<b>4.7%</b>	<b>2.8%</b>	<b>5.1%</b>
<b>Total</b>	245,636	107,940	12,580	9,548	14,697	13,568
<b>Corridor Average</b>	100%	<b>70.4%</b>	<b>8.0%</b>	<b>5.3%</b>	<b>6.6%</b>	<b>9.8%</b>

\*Includes bicycling.

<sup>2</sup> The data represents residents and not employees of Boulder, Louisville, Superior, Broomfield, and Westminster. Not all residents of these five communities use US 36 for their daily commutes.

### III. Trip Characteristics by Mode

#### A. Transit Ridership



In the Denver metro region, over 62.1 million trips were taken on RTD buses in 2015. Of these trips, 3.2 million (5 percent of total trips) were on RTD routes serving the US 36 corridor (Table 2). Now that the new US 36 Express Lanes Project has opened and US 36 Bus Rapid Transit service has commenced, there is potential for additional ridership growth in the corridor.

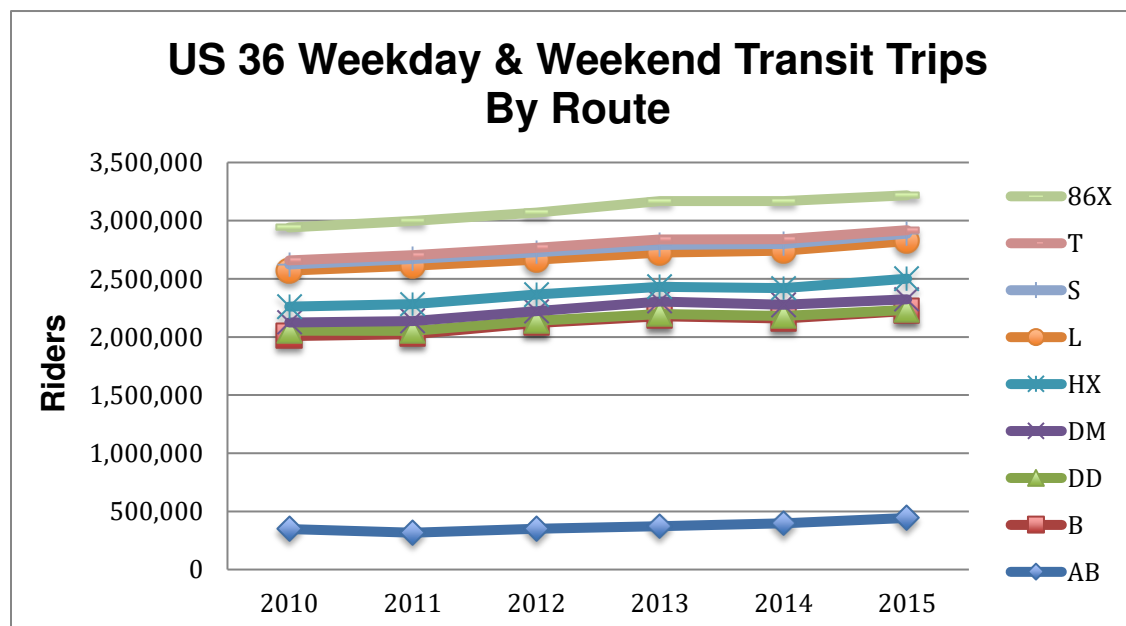


Table 2: 2010 - 2015 US 36 Weekday and Weekend Transit Trips – Total Ridership by Route							
Route	2010	2011	2012	2013	2014	2015	2010-15 % Change
<b>AB</b>	348,756	316,931	350,883	372,505	396,335	443,616	27.20%
<b>B</b>	1,658,519	1,706,586	1,769,616	1,805,813	1,763,509	1,779,387	7.29%
<b>DD*</b>	46,496	28,713	18,521	19,427	20,773	9,857	-78.80%
<b>DM</b>	70,262	83,175	83,016	105,942	95,503	90,923	29.41%
<b>HX</b>	136,778	146,836	142,780	125,919	143,990	177,286	29.62%
<b>L</b>	309,793	329,351	299,373	295,567	320,586	323,045	4.28%
<b>S</b>	52,355	58,560	62,924	65,217	60,111	64,009	22.26%
<b>T</b>	35,201	34,425	40,408	47,002	40,755	29,709	-15.60%
<b>86X</b>	283,355	292,248	302,439	331,994	325,539	300,155	5.93%
<b>Total</b>	2,941,515	2,996,825	3,069,960	3,169,386	3,167,101	3,217,987	9.40%

Source: RTD \*The DD route was discontinued in May 2015.

US 36 corridor routes increased their total ridership by 6.9 percent between 2010 and 2015. Overall weekday RTD ridership has increased 8.1 percent between 2010 and 2015. However several routes did see a decrease in ridership. This is likely due to service changes not mentioned in this report, some of which were conducted in preparation for the beginning of Flatiron Flyer Bus Rapid Transit service in 2016, as well as additional expansions to the FasTracks system opening in 2016.

Table 3: 2010 - 2015 US 36 Weekday Transit Trips – Ridership by Route							
Route	2010	2011	2012	2013	2014	2015	2010-15 % Change
<b>AB</b>	249,267	221,195	259,842	266,581	284,613	322,504	29.38%
<b>B</b>	1,456,253	1,493,047	1,544,516	1,574,384	1,526,077	1,539,696	5.73%
<b>DD</b>	46,496	28,713	18,521	19,427	20,773	9,857	-78.80%
<b>DM</b>	70,262	83,175	83,016	105,942	95,503	90,923	29.41%
<b>HX</b>	136,778	146,836	142,780	125,919	143,990	177,286	29.62%
<b>L</b>	305,454	323,368	293,192	288,213	312,178	315,883	3.41%
<b>S</b>	52,355	58,560	62,924	65,217	60,111	64,009	22.26%
<b>T</b>	35,201	34,425	40,408	47,002	40,755	29,709	-15.60%
<b>86X</b>	283,355	292,248	302,439	331,994	325,539	300,155	5.93%
<b>Total</b>	2,635,421	2,681,567	2,747,638	2,824,679	2,809,539	2,850,022	8.14%



Route	2010	2011	2012	2013	2014	2015	2010-15 % Change
<b>AB</b>	99,489	95,736	91,041	105,924	111,722	121,112	21.73%
<b>B</b>	202,266	213,539	225,100	231,429	237,432	239,691	18.50%
<b>DD</b>	-	-	-	-	-	-	-
<b>DM</b>	-	-	-	-	-	-	-
<b>HX</b>	-	-	-	-	-	-	-
<b>L</b>	4,339	5,983	6,181	7,354	8,408	7,162	65.06%
<b>S</b>	-	-	-	-	-	-	-
<b>T</b>	-	-	-	-	-	-	-
<b>86X</b>	-	-	-	-	-	-	-
<b>Total</b>	306,094	315,258	322,322	344,707	357,562	367,965	20.21%

Source: RTD

Weekend transit ridership has increased by 20.2 percent in the past five years.

### Ridership Direction and Stop Utilization

Transit ridership along US 36 routes is directional (below). Most weekday transit riders board and alight at RTD stops either before the US 36 & Sheridan Station in Westminster or after the Table Mesa Station in Boulder. The most utilized transit stops along the US 36 corridor are at the Table Mesa Station, US 36 & Broomfield Station and the US 36 & Sheridan Station.

	Westbound		Eastbound	
	Boardings	Alightings	Boardings	Alightings
<b>Stops Prior to US 36 (Denver)</b>	3,464	1,597	1,433	3,062
<b>Sheridan Station</b>	379	1,081	1,085	401
<b>US 36 &amp; Church Ranch Station</b>	117	178	168	144
<b>US 36 &amp; Broomfield Station</b>	656	487	508	496
<b>US 36 &amp; Flatiron Station</b>	141	195	197	149
<b>US 36 &amp; McCaslin Station</b>	206	496	464	285
<b>Table Mesa Station</b>	176	668	703	160
<b>Stops After US 36 (Boulder)</b>	384	2,881	3,076	505
<b>Total</b>	5,523	7,583	7,634	5,202
<b>Average of Daily Boardings &amp; Alightings</b>	6,553		6,418	
<b>Total within US 36 Park-n-Rides</b>	1,675	3,105	3,125	1,635

Table 6: 2015 Average Daily Boardings					
Route	Weekday	Weekend	Total	Total Operating Days	Daily Boardings
<b>AB</b>	322,504	121,112	443,616	365	1215
<b>B</b>	1,539,696	239,691	1,779,387	365	4875
<b>DD</b>	9,857	-	9,857	91	108
<b>DM</b>	90,923	-	90,923	255	357
<b>HX</b>	177,286	-	177,286	255	695
<b>L</b>	315,883	7,162	323,045	307	1052
<b>S</b>	64,009	-	64,009	255	251
<b>T</b>	29,709	-	29,709	255	117
<b>86X</b>	300,155	-	300,155	255	1177
<b>Total</b>	<b>2,850,022</b>	<b>367,965</b>	<b>3,217,987</b>		<b>9,847</b>

Source: RTD, average daily transit ridership on routes BV/BF/BMX/BX, DD, DM, HX, L/LX/LNX/LSX, S, T, AB, 86X.

Although transit only accounts for a small portion of the daily vehicle trips along US 36, the impact in reducing VMT is significant. The **9,847<sup>3</sup>** daily transit riders resulted in an average VMT reduction of more than **123,087 miles per day**. In total, the **3,217,987 annual transit trips** along US 36 routes resulted in a VMT reduction of more than **40.2 million miles<sup>4</sup>** (Table 7).

Table 7: 2011-2015 US 36 Annual Transit Trips		
Year	Annual RTD Transit Trips	Vehicle Miles Traveled Reduction (VMTR)
<b>2011</b>	2,996,825	37,460,312
<b>2012</b>	3,069,960	38,374,499
<b>2013</b>	3,169,386	39,617,324
<b>2014</b>	3,167,101	39,588,763
<b>2015</b>	3,217,987	40,224,838
<b>% Change 2011-2015</b>	<b>6.87%</b>	<b>6.87%</b>

Source: RTD, 2011-2015

## B. Carpooling and Vanpooling

Based on 2014 ACS data, of the estimated daily commuters using US 36, a likely 12,580, or 8 percent, were carpoolers. Presently regional rideshare databases are the primary source for formal carpooling and vanpooling data. However, this only captures a portion of the actual carpooling that is likely occurring on US 36.

<sup>3</sup> Average daily transit boardings on defined US 36 RTD Routes - BV/BF/BMX/BX, DD, DM, HX, L/LX/LNX/LSX, S, T, AB, 86X

The Way to Go database is managed by DRCOG, and allows Denver metro residents to search for carpool and vanpool matches. SmartTrips, managed by NFRMPO provides a similar service for commuters coming from North Front Range communities.



Although only a small portion of the overall carpooling and vanpooling population is registered in the Way to Go database, these trips result in significant annual Vehicle Miles Traveled Reduction (VMTR). The registered 636 carpools and 46 vanpools resulted in an annual savings of 808,781<sup>5</sup> (Table 8). Vanpooling in the US 36 corridor increased significantly between 2014 and 2015, due in part to increased effort through the US 36 Congestion Mitigation Program to promote vanpooling.

Table 8: 2010-2015 US 36 Annual Carpool Estimates/Vanpoolers												
Rideshare Database Registrants							Vehicle Miles Traveled Reduction (VMTR)					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
<b>Carpool</b>	367	917	722	758	634	636	204,839	511,818	402,980	423,073	353,863	354,980
<b>Vanpool</b>	35	14	17	23	32	46	345,283	138,113	167,709	226,900	315,687	453,801
<b>Total</b>	<b>402</b>	<b>931</b>	<b>739</b>	<b>781</b>	<b>666</b>	<b>682</b>	<b>550,122</b>	<b>649,931</b>	<b>570,689</b>	<b>649,973</b>	<b>669,550</b>	<b>808,781</b>

Source: DRCOG.

### C. US 36/I-25 Express Lanes

In June 2015, an 11-mile portion of the US 36 Express Lanes from Superior/Louisville to Westminster opened. Tolling began in July 2015. This lane facilitates congestion-free travel for Bus Rapid Transit, carpools, vanpools and solo drivers who choose to pay a toll.

US 36 also includes a High Occupancy Vehicle (HOV)/High Occupancy Toll (HOT) lane that connects to the I-25 HOV/HOT lanes. Average monthly traffic on the segment of US 36

<sup>5</sup> Vehicle Miles Traveled Reduction calculated using an average trip distance of 20.9 miles for carpool and 41.3 miles for vanpool, as defined by DRCOG.

connected to I-25 has increased by more than 40,000 vehicles since 2014. This reflects trends in other transportation modes and the increase in regional population.

When tolling on the US 36 Express Lanes began in July 2015, all vehicles were required to create an Express Toll account and/or purchase a Switchable HOV Pass. This allowed drivers to use the US 36 and I-25 Express Lanes at the posted rate as a solo driver or for free as an HOV. As this is a change from the previous free lane travel, it is possible that HOV lane use will increase as people become accustomed to the new system. Increased HOV lane use could also lead to lowered congestion in the general-purpose lanes and faster travel times for all modes.

<b>Table 9: Average Monthly Traffic Volume* (Includes General Purpose,HOV and Toll Traffic)</b>		
	<b>I-25</b>	<b>US 36</b>
<b>2014</b>	183,409	-----
<b>2015</b>	212,034	537,197

*\*Includes HOV, toll traffic and all other traffic on US 36 and I-25.*

<b>Table 10: Average Monthly Express Toll Volume</b>		
	<b>I-25</b>	<b>US 36</b>
<b>2015</b>	91,347	229,001

<b>Table 11: Average Monthly HOV Volume</b>		
	<b>I-25</b>	<b>US 36</b>
<b>2015</b>	43,892	129,728

*Source: HPTA FY 2015/16 Q2 October – December 2015 Quarterly Report.*

## **D. Bicycling**

The number of bicyclists traveling the US 36 corridor is difficult to measure. Prior to the opening of the US 36 Bikeway, Bike to Work Day registrations were the best way of approximating the number of bicyclists traveling in the US 36 corridor and the resulting Vehicle Miles Travel Reduced (VMTR). For the 2015 report, data was obtained from the new US 36 Bikeway to estimate VMTR from bicycling.



### **Bike to Work Day**

1,977 commuters who work at businesses located in the US 36 corridor registered for Bike to Work Day in 2015 (Table 12)<sup>6</sup>. Please note that in the years before 2013, DRCOG may have

<sup>6</sup> Bike to Work Day participant data may be inconsistent with annual data as it is a special event. Participants may or may not be cycling other days of the year, or conversely, cyclists may not have registered for Bike to Work Day and therefore would not be counted in Bike to Work Day totals.

included registered cyclists who lived or worked in 36 Commuting Solutions zip codes. From 2013 onward, DRCOG used only work zip codes to avoid overlap and double counting between Transportation Management Associations (TMAs).

<b>Table 12: 2010-2015 US 36 Bike to Work Day Participants</b>		
	<b>Bike to Work Day Registered Participants</b>	<b>Vehicle Miles Traveled Reduction (VMTR)</b>
<b>2010</b>	6,647	81,293
<b>2011</b>	7,288	87,620
<b>2012</b>	9,013	108,359
<b>2013</b>	2,809	33,771
<b>2014</b>	3,002	36,092
<b>2015</b>	1,977	23,769

Source: DRCOG Bike to Work Day Registrations & Bicycle VMT Reduction Calculator

### E. US 36 Bikeway

In 2015, the first 11-mile segment of the US 36 Bikeway opened from 88<sup>th</sup> Street in Louisville/Superior to Bradburn Boulevard in Westminster. The remaining seven miles to Boulder opened in March 2016. This 18-mile highway for bicyclists provides a safe, direct route from Boulder to Westminster, and then connects to the Denver trail system.



## US 36 Bikeway Usage

In July 2015, bicycle and pedestrian counters were installed along the first segment of the US 36 Bikeway. Data from CDOT showed that in 2015, on an average day, 153 bicycles traveled along the bikeway, at points located in Broomfield and Westminster. For 2015, the counters only tracked 170 days of travel. Points in the Broomfield portion of the bikeway accounted for an average daily traffic volume of 98 bicyclists. The Westminster portion accounted for an average daily traffic volume of 70 bicyclists. While the bikeway saw more use on Saturdays and Sundays than on any other weekday, weekday usage was not far behind, as seen in Table 13. Although the US 36 Bikeway was designed for bicyclists, there has been some pedestrian use (Table 14).



Table 13: 2015 Annual Average US 36 Bikeway Bicycle Traffic					
Day of Week	Westminster	Broomfield	Louisville/Superior	Boulder	Total
Sunday	74	133	-----	-----	207
Monday	50	90	-----	-----	140
Tuesday	52	90	-----	-----	142
Wednesday	56	90	-----	-----	146
Thursday	49	76	-----	-----	125
Friday	41	82	-----	-----	123
Saturday	66	127	-----	-----	193
<b>Total</b>	<b>388</b>	<b>688</b>	-----	-----	<b>1076</b>

Table 14: 2015 Annual Average US 36 Bikeway Pedestrian Traffic					
Day of Week	Westminster	Broomfield	Louisville/ Superior	Boulder	Total
Sunday	13	17	-----	-----	30
Monday	13	17	-----	-----	30
Tuesday	14	15	-----	-----	29
Wednesday	12	19	-----	-----	31
Thursday	12	13	-----	-----	25
Friday	11	15	-----	-----	26
Saturday	15	17	-----	-----	32
<b>Total</b>	<b>90</b>	<b>113</b>	-----	-----	<b>203</b>

<b>Table 15: Annual Average Weekly US 36 Bikeway Usage</b>	
	<b>2015</b>
<b>Bicycle</b>	1076
<b>Pedestrian</b>	203
<b>Total</b>	<b>1279</b>

Source: CDOT Non-Motorized Monitoring Annual Counter Summary

## F. Solo Drivers

CDOT data indicates that on average, 105,000 vehicles traveled at points along the US 36 corridor each day between Foothills Parkway in Boulder and Federal Boulevard in Westminster. The east end of the corridor carried substantially more vehicles than the west end, with Pecos Street and eastward carrying the most daily vehicle trips at 153,000, accounting for 73,000 more vehicles than the Boulder end (Table 16). These traffic counts also include vehicles in the I-25 Express Lanes, which end near Federal Boulevard in the westbound direction, and begin near Sheridan Boulevard in the eastbound direction. It is important to recognize CDOT's vehicles counters do not exclude carpools, vanpools or transit vehicles commuting on US 36, so not all vehicles counted represent Single Occupant Vehicles (SOVs).

**Table 16: 2011-2015, US 36 Average Annual Daily Traffic (AADT) (Eastbound)**

<b>Point Description along US 36</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>% Change 2014-2015</b>
Foothills Pkwy, Boulder	72,000	73,000	74,000	77,000	80,000	3.75%
Interlocken Loop East, Broomfield	73,500	78,000	78,000	71,000	73,000	2.74%
East Flatiron Circle, Broomfield	82,000	82,000	80,000	84,000	87,000	3.45%
104 <sup>th</sup> Avenue, Westminster	86,000	86,500	85,000	89,000	93,000	4.30%
Federal Blvd, Westminster	120,000	124,500	127,000	131,000	144,000	9.03%
East of Pecos Street, Adams County	136,000	139,000	141,000	147,000	153,000	3.92%
<b>Corridor Average</b>	<b>94,917</b>	<b>97,167</b>	<b>97,500</b>	<b>99,833</b>	<b>105,000</b>	<b>4.92%</b>

## IV. Mitigating Congestion

### A. RTD EcoPass

Several congestion mitigation programs are available to US 36 commuters, employers and employees. The **RTD EcoPass** program is an employer-provided transit benefit and EcoPasses are widely available to employees in the district. An RTD EcoPass is an unlimited use annual transit pass offered by employers to employees, to use on RTD’s transit services. With an EcoPass in hand, commuters are nearly seven times more likely to use transit (2005 Downtown Boulder survey).



Analysis of 2015 RTD EcoPass data reveals that Boulder has the greatest percentage of employees with access to an RTD EcoPass. More than 33 percent of Boulder employees had access to an EcoPass (Table 17). This was over twice that of Denver, the jurisdiction with the second highest number of EcoPasses. In Denver, 13 percent of employees had access to an EcoPass. Further, the percentage of employees with access to an EcoPass in suburban cities along US 36 was far lower than Boulder or Denver, with only 1.9 percent of employees in Louisville, 1.7 percent of employees in Superior and less than 1 percent of employees in the remaining jurisdictions. In Superior and Westminster, the only companies providing EcoPasses were participants in the US 36 Master EcoPass Pilot Program (See Section E). These low numbers demonstrate a great opportunity to expand access to transit for organizations along the US 36 corridor, especially with US 36 BRT in place.

**Table 17: 2015 RTD EcoPass Distribution By Jurisdiction**

Jurisdiction	EcoPasses	# of Employees	Percent of Employed Population an EcoPass
Boulder	27,073	99,668	33.40%
Superior	371	7,080	1.70%
Louisville	186	10,508	1.90%
Broomfield	1296	30,073	0.80%
Westminster	1675	57,132	0.30%
Denver	63,180	316,745	13.00%
<b>Total</b>	<b>75,384</b>	<b>475,119</b>	<b>15.87%</b>

Source: RTD

### B. DRCOG TDM Partnership

The DRCOG Transportation Demand Management (TDM) Partnership program, Way to Go, is an alliance of seven Transportation Management Associations (TMAs) to cooperatively promote responsible commute options throughout the region.





2015 was the second year that Way to Go utilized My Way to Go, a regional rideshare database and trip-tracking tool. My Way to Go provides multi-modal trip planning, carpool and vanpool matching and allows registrants to track trips to determine calories burned, money and CO<sub>2</sub> saved.



Over the years, DRCOG and the TMA's efforts have evolved to include promotion of a host of services, all focused on reducing SOV travel. DRCOG and the Way to Go Partnership are well known for organizing Bike to Work Day, the second-largest event of its kind in the nation and for promoting transit

ridership, carpooling, vanpooling, telework and flex-work schedules.

The seven partner organizations working alongside DRCOG under this umbrella brand are 36 Commuting Solutions, Boulder Transportation Connections, Smart Commute Metro North, Denver South TMA, Downtown Denver Partnership, Northeast Transportation Connections and Transportation Solutions. Between 2014 and 2015, VMT were reduced by 9 percent due to the partnership's efforts, from 12.8 million VMT saved in 2014 to nearly 14 million in 2015.

### ***Go-tober Business Challenge***

In October 2015, Way to Go piloted Go-Tober, a month-long business challenge featuring 25 region employers, with the dual goal of encouraging trial of non-single-occupant vehicle (SOV) commuting and increasing registrations on My Way to Go. Go-tober challenged employees at the 25 companies to use a commute option four times during the month of October (once per week). Employees then tracked these trips using My Way to Go. Companies competed against similar-sized businesses to get the largest number of employees to complete all four trips. The winners in each of three size categories received \$15,000 in paid advertising.

During its pilot year, Go-tober aimed to recruit 2,500 participants who completed all four trips (for a total of 10,000 SOV commute trips reduced).

While the campaign achieved most of its objectives, it fell short on the number of participants. Only 1,057 commuters participated, however these commuters logged a total of 22,700 trips by non-SOV modes on My Way to Go. An estimated 519 VMT were saved per workday by participants who reported on follow-up surveys that that Go-tober motivated them to commute more frequently using an option to driving solo.

## C. DRCOG TDM Pool

The TDM Pool program offers grant funding to local non-profits and government entities to reduce SOV trips in the Denver region. This funding pool was established by DRCOG in the [Transportation Improvement Program \(TIP\)](#) to be funded through the federal Congestion Mitigation Air Quality (CMAQ) program. DRCOG staff administers the selection of specific projects to be funded with input from stakeholders.

In 2015, 36 Commuting Solutions worked on one project that was received and committed to during the 2014-2015 grant cycle.

### ***US 36 Bus Rapid Transit (BRT) Marketing and Incentive Project, January 2014 – January 2016***



BRT is a key component of the US 36 Express Lanes Project. The implementation of US 36 BRT in 2016 will bring high frequency service to the US 36 Corridor. The US 36 BRT Marketing and Incentive Program was designed to capitalize on the 2016 implementation of US 36 BRT by developing an integrated marketing communication strategy to build momentum for opening day

and entice current solo drivers on US 36 to try RTD.

Through the two years of this program, 36 Commuting Solutions will coordinate with RTD to deploy a marketing and communications campaign that includes public education about US 36 BRT service, as well as an incentives program to provide RTD Regional 10-Ride Ticket Books.

Current solo drivers on US 36 can apply for an RTD 10-Ride Ticket Book by filling out a brief survey to determine baseline commute behavior and registering for My Way to Go. If the applicant qualifies, they are mailed a 10-Ride ticket book, then sent a follow-up survey three months after receiving the incentive. Project partners include: RTD, 36 Commuting Solutions, CDOT and DRCOG.

#### **Results (through 2015):**

- 532 commuters received RTD 10-Ride ticket books.

Follow-up surveys to ticket book recipients indicated that in a typical week:

- 44.2 percent of commuters reported taking transit to work, up from 31.8 percent before receiving the incentive.
- 49.5 percent of respondents reported driving solo after receiving the incentive, down 20 percent from pre-survey reports.

## D. US 36 Congestion Mitigation Program

As part of the US 36 Express Lanes Project TDM plan, 36 Commuting Solutions implemented a social marketing and incentives campaign to reduce congestion during construction of the US 36 Express Lanes Project. Phase 2 of this campaign was implemented in 2015 and focused on carpooling and vanpooling in the new US 36 Express Lanes. Applicants who drove alone along US 36 could apply for one of three incentives, \$75 for carpooling (which included a rebate on the Switchable HOV Pass needed to use the Express Lanes for free as a carpooler), \$75 for new vanpoolers or an RTD 10-Ride Ticket Book valued at \$45. Applicants were required to register for My Way to Go in order to qualify for the incentives. My Way to Go contains a trip tracking module to verify that participants are carpooling, as well as to identify potential carpool matches.

This program is active from August 2014 through December 2016. The US 36 Congestion Mitigation Program will measure its success based on feedback from pre- and post-surveys collected from program participants. 36 Commuting Solutions employed a comprehensive marketing and communications strategy to create interest and participation in the program. The project goal is to distribute 833 incentives through the end of December 2016. Project partners include: CDOT, HPTE, DRCOG, Ames/Granite and 36 Commuting Solutions.



### **US 36 Congestion Mitigation Program Results (August 2015 - February 2016):**

Mid-program reports (taken at the end of 2015) show that US 36 Congestion Mitigation Program has reduced an estimated 500 vehicle trips and 12,500 vehicle miles traveled per weekday along the US 36 corridor. Original goals for this point in the program were set at 1,522 vehicle trips reduced and 4,051 vehicle miles traveled reduced. The actual mid-program results show that while there were fewer people participating, the people who are no longer driving alone are the ones with the longest commutes. Follow-up surveys

revealed that prior to receiving the incentive 69 percent of applicants drove solo. After receiving the incentive, only 41 percent of participants drove alone.

### E. US 36 Master EcoPass Pilot Program (MEPP)

During the course of the US 36 Express Lanes Project, 36 Commuting Solutions received funding to pilot a Master EcoPass Program. Employers located within a ¼ mile radius of the US 36 & McCaslin, US 36 & Broomfield or US 36 & Sheridan Stations were eligible for free EcoPasses for their employees for 2015. 36 Commuting Solutions paid 70 percent of employer EcoPass costs for returning organizations and 100 percent for organizations participating for the first time in 2016. A total of 3,815 employees were eligible for free EcoPasses through the MEPP (Table 18). 36 Commuting Solutions recruited 25 businesses to participate in the program beginning in 2015 and provided EcoPasses to 1221 employees.

BRT Station	# Eligible Employees	# Participants
US 36 & McCaslin Park-n-Ride	1450	506
US 36 & Broomfield Park-n-Ride	690	302
US 36 & Westminster Center Park-n-Ride	1675	112
Eligible Employees	3815	920

Source: US 36 Congestion Mitigation Program Status Report July 2015

### V. Conclusion

The *2015 US 36 Mobility Report* helps to identify facts and trends related to transit ridership, carpooling, vanpooling, and bicycling along the corridor. In 2015, US 36 commuters began to enjoy the updated US 36 corridor and experience how the innovative multi-modal corridor influences their travel choices. With the opening of Phase 1 of the US 36 Express Lanes Project and the US 36 Bikeway, the *2015 US 36 Mobility Report* results are beginning to reflect the increased travel options available in the corridor. As the full corridor opens, BRT service begins, the B Line opens, bringing commuter rail from Westminster to Union Station, and active traffic management (ATM) technology is installed, the expectation is for continued increases in multi-modal travel, less congestion and faster travel times for all commuters.

Any questions regarding the information contained in the report can be directed to [info@36commutingsolutions.org](mailto:info@36commutingsolutions.org) or 303-604-4383.

### VI. Appendix – Data

Data used in this report was derived from the 2014 ACS available through the US Census Bureau. Data was drawn from the cities along US 36: Boulder, Louisville, Superior, Broomfield, and Westminster, and is reflected as a corridor average (the numbers for all communities are available in Table 3). The census numbers focused on *commuters* rather than trips. Therefore, two individuals commuting together in one vehicle would count as two trips using census data.

Primary source data was obtained from RTD, CDOT, and DRCOG. This information was used to validate the extrapolations made using census data, and for comparison in the event of a discrepancy. The numbers from regional agencies also allowed this report to estimate the impact to Vehicle Miles Traveled Reductions. CDOT data, which presented the number of vehicle trips along US 36 at different corridor segments counted trips by *vehicle*, not by user, did not differentiate between a vehicle carrying one individual and a transit vehicle or carpool carrying many individuals.