

**FOR IMMEDIATE RELEASE****Media Contact:**

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**Spring 'Ridership Challenge' lets solo commuters sample the Flatiron Flyer**

The campaign will offer free RTD passes to encourage drive-alone commuters to switch to the region's first-ever Bus Rapid Transit service

**LOUISVILLE (April 22, 2022)** - Commuting Solutions—the organization advancing innovative transportation options in Colorado's northwest metro region—has partnered with the [Regional Transportation District \(RTD\)](#) and the Colorado Department of Transportation (CDOT) to launch the Flatiron Flyer Ridership Challenge. This three-month campaign is designed to bolster awareness of the benefits of the Flatiron Flyer, the first-ever Bus Rapid Transit (BRT) service to link Denver's and Boulder's downtowns.

The Flatiron Flyer Ridership Challenge, which kicks off on Earth Day, invites customers from the Boulder/Denver region to skip car traffic for a cleaner, more sustainable transportation option via the Flatiron Flyer. Riders can go wherever they need between the two cities, whether it be for work, school, running errands or a night out on the town.

Public transportation produces significantly lower greenhouse gas emissions per passenger mile than driving individually. Switching to public transportation not only can help reduce greenhouse gases, but also can improve air quality, decrease pollutants in the atmosphere, create healthier communities and much more. By switching from driving a vehicle to riding the Flatiron Flyer, commuters could remove more than 22 pounds of CO<sub>2</sub> from the air with each trip.

**First-Time Flatiron Flyer customers eligible for free RTD Day Pass**

Between April 22 and July 31, Commuting Solutions will provide free RTD Regional/Airport Day Pass tickets to first-time Flatiron Flyer customers. Additionally, all Flatiron Flyer riders during the challenge can enter their trips logged via Denver Regional Council of Government's (DRCOG) My Way to Go commuting platform for a chance to win a \$150 Amazon Gift Card.

"The Flatiron Flyer is the backbone of the northwest metro region's transit network and an important mobility option for our residents, visitors and employees," said Audrey DeBarros, Commuting Solutions' Executive Director. "We are excited to elevate the benefits of riding the service, especially as gas prices continue to escalate and people are looking for more affordable and more sustainable travel options."

The Flatiron Flyer serves the U.S. 36 corridor between Boulder and Denver, with stations along the way in Westminster, Broomfield, Superior and Louisville. The BRT service travels in the U.S. 36 Express Lanes, which reduce travel times and the risk of getting caught in an unexpected

traffic jam. Many of the stops and stations along the Flatiron Flyer routes have Park-n-Ride lots available for customers. At each of the stops, customers can catch Flatiron Flyer service every 15 minutes during the peak hours of 6 a.m. through 6 p.m., and every 30 minutes during nonpeak hours. For additional schedule, station and Park-n-Ride information, [click here](#). Park-n-Ride information, including locations and fees, can be found [here](#).

For more information on how to participate in the Flatiron Flyer Ridership Challenge, visit [www.commutingsolutions.org/flatiron-flyer-rider-challenge](http://www.commutingsolutions.org/flatiron-flyer-rider-challenge). First-time Flatiron Flyer customers interested in claiming a free RTD Regional/Airport day pass can email [info@commutingsolutions.org](mailto:info@commutingsolutions.org) with the subject line "Regional Day Pass."

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## **About Commuting Solutions**

Commuting Solutions is dedicated to delivering innovative transportation options that connect commuters to their workplaces, businesses to their employees, and residents to their communities. Through advocacy for infrastructure and transportation improvements, partnerships and education, we create progressive, flexible transportation solutions. Learn more: [www.commutingsolutions.org](http://www.commutingsolutions.org)

## **About RTD**

The [Regional Transportation District \(RTD\)](#) develops, operates and maintains a public transportation system that meets the transit needs of close to 3 million people within an eight-county service area in the Denver metro region. For more information, visit [rtd-denver.com](http://rtd-denver.com), call 303-299-6000 and follow along on social media: [www.facebook.com/RideRTD](http://www.facebook.com/RideRTD), [@RideRTD](#) on Twitter, [@ridertd](#) on Instagram and [rideRTDco](#) on YouTube. For the most current RTD news, visit the News Stop, at [rtddenver.com/news-stop](http://rtddenver.com/news-stop).

## **About CDOT**

CDOT has approximately 3,000 employees located throughout Colorado and manages more than 23,000 lane miles of highway and 3,429 bridges. CDOT also manages grant partnerships with a range of other agencies, including metropolitan planning organizations, local governments and airports. It also administers Bustang, the state-owned and operated inter-regional express service. Gov. Jared Polis has charged CDOT to further build on the state's multimodal mobility options.