

Be a part of the progress along US 36.



Commuting Solutions

2015 Annual Review

ABOUT US:

36 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. Be part of the progress along US 36, visit 36commutingsolutions.org.

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 that 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.

“ A great regional transportation system with effective and modern options is critical to our state and to the University of Colorado, helping to ensure that our four geographically distinct campuses remain united in making a difference in our state and beyond. ”

– UNIVERSITY OF COLORADO PRESIDENT,
BRUCE D. BENSON

2015 Coalition Members

Arista Broomfield	HNTB
Boulder County	Hunter Douglas
City of Boulder	Hurth, Sisk & Blakemore
City and County of Broomfield	IBI Group
City of Longmont	Interlocken Owners Association
City of Louisville	Intermountain Public Affairs
City of Westminster	Jacobs Engineering
Town of Superior	Jalisco Intl.
University of Colorado at Boulder	Kaiser Permanente
1STBANK Center	Key Equipment Finance
AMLI Residential	Kiewit
Ball Corporation	Level (3) Communications
Boulder Area Realtor Association	Longmont Area Chamber of Commerce
Boulder Chamber	Louisville Chamber of Commerce
Boulder Community Health	Marriott Westminster
Boulder Economic Council	Metro North Chamber of Commerce
Boulder Tomorrow	Northwest Parkway
Broomfield Chamber of Commerce	Omni Interlocken Resort
Butterfly Pavilion	Patrick A. Quinn, CPA
CDR Associates	Panera Bread
Centennial Valley Business Park	Pearl Izumi
Church Ranch Land Corporation	PlenaryRoads Denver
Colorado Barricade	Ranch Capital
Colorado Business Bank	ReMax of Boulder
Colorado Technology Center	Return Path
Colorado Technology Center Metro District	RES Americas
Downtown Boulder, Inc.	RockSol Consulting Group,
E-470	Rocky Mountain Metropolitan Airport
Elevations Credit Union	Staples
Enterprise Rideshare	Snell & Wilmer
Esri	Superior Chamber of Commerce
Etkin Johnson	Superior Town Center
Exempla Good Samaritan Hospital	SWEEP
Flatiron Improvement District	TenWest at Westmoor
Flatiron Marketplace	WW Reynolds
Flatiron Crossing	Westin Westminster
Mainstreet at Flatiron	Westminster Chamber of Commerce
Driscoll Rose LLC	WhiteWave Foods
Google	Xcel Energy
HDR	
Hofgard Benefits	

2015 Accomplishments

Developed a leadership role in educating and marketing transportation services to commuters along the US 36 corridor

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

COMMUTER PROGRAMS AND SERVICES

- Executed a social marketing campaign to change commute behavior, and provided the following incentives to **409 commuters**:
 - 272 solo drivers** received Regional RTD 10-Ride Ticket Books
 - 119 solo drivers** received up to \$75 for carpooling
 - 18 solo drivers** received \$75 for vanpooling
- Enrolled 25 employers in the MasterEcoPass Pilot Program**, resulting in **919 EcoPasses** distributed to employees
- Produced the 2014 US 36 Mobility Report, tracking how commuters move along the US 36 corridor

COMMUNITY EDUCATION

- Reached residents at **23 community events**, including Broomfield Days, Superior Chilifest, Louisville Street Faire, Westy Fest, Boulder Green Streets Ciclovía
- Collaborated on a promotion video for RTD's new Bus Rapid Transit (BRT) service, the Flatiron Flyer

BICYCLING

- Actively maintained community bicycling facilities data for the web-based, interactive Bike 36 bike map and printed 20,000 copies to foster a local cycling community
- Hosted 2 Bike to Work Day stations in Interlocken and Louisville, serving over 500 cyclists**
- Managed 1 Bike Home station in Westminster
- Recruited 21 businesses** to host Bike to Work Day breakfast stations along US 36
- Coordinated with US 36 local governments to create a unified maintenance agreement for the US 36 Bikeway

EMPLOYER OUTREACH

- Implemented the Way to Go TDM Partnership with the Denver Regional Council of Governments and 6 other Transportation Management Organizations
- Coordinated 39 transportation fairs and employer lunch-n-learns**
- Engaged local business through quarterly Workplace Ambassador Network meetings
- Met with senior staff at member organizations to encourage CEO engagement

We are energized by the possibilities to implement positive change and bring resources to the region

ADVOCACY

- Identified \$497 million** in funding that was used to construct and complete the US 36 Express Lanes Project
- Partnered with the US 36 Mayors & Commissioners Coalition (MCC) for annual advocacy trip to Washington DC
- Hosted 6 membership meetings** to provide a venue for information sharing and advocacy
- Worked closely with the MCC and RTD to advocate for US 36 Bus Rapid Transit (BRT) brand identity, vehicle selection and service plan
- Testified at CDOT, DRCOG and RTD meetings



US 36 FUNDING EFFORTS

- Secured \$450,000 HPTE grant** for US 36 Express Lanes TDM program
- Secured CMAQ grant funding for 2015/2016 TDM programs



US 36 FIRST AND FINAL MILE

- Secured funding to construct and operate 2 shelters at the Sheridan and Broomfield stations
- Secured a \$200,000 grant** to expand wayfinding at 6 RTD stations and along the US 36 Bikeway



PUBLICITY/VISIBILITY

- Grew Twitter following by 28%**, from 444 to 570
- Press releases picked up by The Denver Post, The Daily Camera, Bizwest, Longmont Times Call, Broomfield Enterprise, Channel 9, and many other media channels

- Youtube.com/user/36CommutingSolutions
- Facebook.com/36commutingsolutions
- Twitter.com/36commuting
- LinkedIn.com/company/2847103?trk=tyah

2015 BY THE NUMBERS

NUMBER OF STAFF.....5

ESTIMATED REDUCTION IN VEHICLE MILES TRAVELED (VMT) DUE TO 36 COMMUTING SOLUTIONS ACTIVITIES:

CYCLING.....	304,676
BIKE TO WORK DAY.....	71,292
CARPOOL.....	136,219
TRANSIT.....	5,159,383
VANPOOL.....	1,479,784
TOTAL.....	7,151,355

THE VMT SAVED IS EQUIVALENT TO 30 TRIPS TO THE MOON, 287 VEHICLE TRIPS AROUND THE EARTH'S EQUATOR, OR 2,925 TRIPS FROM LOS ANGELES TO NEW YORK CITY

OUTREACH AND EDUCATION ACTIVITIES:

NO. OF RTD FREE RIDE COUPONS DISTRIBUTED.....	1,500
NO. OF COMMUNITY EVENTS.....	23
NO. OF TRANSPORTATION FAIRS.....	39
NO. OF EMPLOYEE COMMUTE SURVEYS.....	8