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Commuting Solutions introduces new program, Downtown Superior Modes, to help create sustainable ways of commuting to and from Downtown Superior.

SUPERIOR, Colo. – On July 19, [Commuting Solutions](#) will officially announce the beginning of its new program, [Downtown Superior Modes](#) to help people travel to and from the new residential and retail area sustainably!

Downtown Superior Modes is a program created to reduce vehicle trips to and from Downtown Superior. It assures that the lifestyle of the community is centered around positive travel behaviors that have less of an impact on the environment, US 36 and the surrounding roads.

Commuting Solutions, a transportation advocacy nonprofit located in Louisville, has partnered with Ranch Capital and the Town of Superior to create this new Transportation Demand Management program to inspire commute behavior change among Downtown Superior residents, visitors and employees.

There is an estimated 17,000 people who will be targeted by this program per year. The program will aim to reduce 674,890 trips and more than 5 million vehicle miles of travel annually.

Downtown Superior Modes helps people save time, money and reduce the environmental impacts of driving alone!

As part of the launch of Downtown Superior Modes, Commuting Solutions is also inviting the public to participate in [a survey](#) about their travel behavior to and from Downtown Superior. Information collected will allow Commuting Solutions to learn how best to support further transportation options in the region.

To begin the information gathering portion of the program, Commuting Solutions will be providing to participants who complete a survey, gift cards to Downtown Superior, gas cards and public transportation passes for continuing in the commuting program.

“Downtown Superior Modes is such a great opportunity for Downtown Superior residents and visitors to begin commuting sustainably,” said Commuting Solutions Executive Director Audrey DeBarros. “As a true Transit Oriented Development in the US 36 corridor, transportation integration into the built environment has created a pedestrian placemaking. Downtown



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Superior Modes was created to elevate the importance of transportation integration to this large activity center in the corridor!”

“Downtown Superior values Commuting Solutions’ partnership to identify, implement and encourage the use of innovative transportation options in our region,” said Bill Jencks, Vice President of Real Estate for Ranch Capital. “Our neighborhood is already fortunate to benefit from world class biking, hiking and public transportation options. Enhancing and adding to these modes aligns with Downtown Superior’s mission to promote the long-term sustainability of our region.”

“Having a variety of transit and mobility options for Downtown Superior is key to providing for convenient accessibility for our residents and visitors,” said Superior Mayor Clint Folsom. “The Town of Superior appreciates Commuting Solutions’ expertise in helping to develop forward thinking options for our community.”

Commuting Solutions is also partnering with Way to Go, a program funded through the Denver Regional Council of Governments (DRCOG) to create a one-stop-shop for people to find carpools, vanpools and ways to get to and from work using public transportation, cycling and walking.

To learn more about Downtown Superior Modes, visit commutingsolutions.org/dsmodes or contact Commuting Solutions today!