

## **2012-2013 36 Commuting Solutions New Commuter Programs**

### **U.S. 36 Transit Incentive Program**

May-August 2012 and 2013

Encourage transit ridership by providing a weekly prize drawing

Participants track their work trips via the iCarpool tool

### **Arista Broomfield RTD 10-Ride Ticketbook Giveaway**

Encourage Broomfield residents and employees who live or work at the Arista community adjacent to the Broomfield Park-n-Ride to explore riding transit.

Transit service at this location is the most accessible in the entire U.S. 36 corridor.

### **Transportation Demand Management (TDM) Partnership with DRCOG**

Regional branding and education campaign to reduce solo driving and improve air quality in the Denver region

Partnership with six transportation management organizations

Includes the following TDM services: carpool matching, schoolpool matching, vanpool services, transit use/service, other employer-based programs, promotion of non-motorized modes of transportation and Guaranteed Ride Home

36 Commuting Solutions grant will provide:

\$10,000 for a new employer mini-grant program

Advertising in local newspapers

Sponsorship of local events

Extensive employer education

Create a new U.S. 36 multi-modal video and social media plan

Update and print the BikeLinks 36 bicycle map

Update and print the U.S. 36 Transit Guide

### **TDM in the U.S. 36 Design-Build Project 2012-2015**

TDM will be included in the re-construction project

36 Commuting Solutions will bid to be a sub-consultant to the three construction teams

Further information about the TDM program will be available first quarter 2012