



2009 Annual Review

36commutingsolutions.org

Overview

36 Commuting Solutions is a public-private membership coalition created in 1998 to address traffic congestion and air quality issues along the U.S. 36 corridor. A 501(c)3 nonprofit organization, our members include nearly fifty businesses and seven local governments between Westminster and Boulder and Longmont. Together, we advocate for increased funding and transportation improvements to U.S. 36 and completion of the RTD FasTracks program.

Mission & Goals

Mission Statement: To enhance the mobility of commuters along the U.S. 36 corridor for today and the future.

- To serve as a collective voice to address transportation issues and bring resources to the corridor.
- To increase awareness and use of commute options to driving solo.
- To enhance employer, business and community participation and investment in transportation services.

“This innovative and ground-breaking project would not have been possible without the incredible collaboration between the U.S. 36 coalition, area leaders at all levels, and the many communities along the U.S. 36 corridor. We worked hard, we worked smart, and have transformed the U.S. 36 corridor into a model for forward-thinking, sustainable transportation policy that the country will follow.”

- **Congressman Jared Polis (CO)** in a March 2010 press release about the U.S. 36 transportation plan.

“The regional efforts of the U.S. 36 coalition provide a template for America, an example of creating livable communities.”

- **Congressman James Oberstar (MN)** on a bike tour of the U.S. 36 corridor in August 2008

“Thank you again for giving me the opportunity to participate in the program. I am amazed by the amount of CO2 I reduced by carpooling...I never would have known one person could make such a huge difference in saving the environment.”

-**Gerry P.**, 36 Commuter CASH participant

2009 Coalition Members

Public Sector Members:

- Boulder County
- City of Boulder
- City and County of Broomfield
- City of Longmont
- City of Louisville
- City of Westminster
- Town of Superior
- University of Colorado at Boulder

Private Sector Members:

- Avista Adventist Hospital
- Ball Corporation
- Boulder Area Realtor Association
- Boulder Chamber
- Broomfield Chamber of Commerce
- Broomfield Economic Development Corporation
- CH2M Hill
- Church Ranch Land Co.
- Collins Engineers
- Colorado Business Bank
- Communication Infrastructure Group
- ConocoPhillips
- Courtyard by Marriott
- ESRI
- Faegre & Benson
- Flatiron Crossing
- Gaiam
- Great Western Business Park
- Hunter Douglas
- Interlocken Owners Association
- Jacobs
- Jalisco International
- Kaiser Permanente
- Key Equipment Finance
- Level(3) Communications
- Louisville Chamber of Commerce
- Mainstreet at Flatiron
- McKesson
- MWH Global
- Northwest Parkway LLC
- Omni Interlocken Resort
- Residence Inn by Marriott
- Roche Colorado
- Rocky Mountain Metropolitan Airport
- Sun Microsystems
- Superior Chamber of Commerce
- TenWest at Westmoor Technology Park
- URS Corporation
- Wells Fargo Bank, Broomfield
- Westin Hotel
- WhiteWave Foods
- Xcel Energy

2009 ACCOMPLISHMENTS

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

EXPANDED TRANSIT SERVICE

- Lead the ridership recruitment, marketing efforts and public relations for LYNX, a new Boulder County transit route.

NEW COMMUTER PROGRAMS AND PRODUCTS

- Successfully implemented 36 Commuter CASH, a CMAQ-funded commuter incentive program.
- Created new U.S. 36 Commuter Guide to educate and increase use of U.S. 36 transportation options.

TRANSIT OUTREACH AND EDUCATION

- Worked with RTD staff and board members to conduct customer appreciation events at five U.S. 36 park-n-Rides interacting with approximately 2,000 transit riders.
- Hosted 21 transportation fairs and participated in 26 community events.

COMMUNITY RESOURCE

- Educated residents to their travel choices at multiple community events, including Broomfield Days, Westminster Faire, Superior Old West Chilifest, Louisville Street Faire and Boulder Creekfest.

BICYCLING

- Hosted Bike to Work Day (BTWD) breakfast station at Interlocken East Park for 250 bicycle commuters.
- Updated BikeLinks 36 regional bicycle map.
- Actively promoted BTWD to nearly 50 U.S. 36 corridor businesses.
- Participated in regional BTWD planning committee.

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

EMPLOYER OUTREACH

- Coordinated 21 transportation fairs and lunch-n-learn events for area employers.
- Facilitated the Workplace Ambassador Network (WAN) and hosted four informational and networking meetings.
- Conducted 51 employee commute surveys.
- Enhanced employer commute options program and streamlined toolkit menu of services.

MEMBERSHIP GROWTH

- Added Collins Engineers, Communication Infrastructure Group, ESRI, Jalisco International and University of Colorado at Boulder as coalition members.
- Began new individual membership program.

Served as a collective voice for the U.S. 36 corridor to address transportation issues and bring resources to the corridor.

ADVOCACY

- Joined the U.S. 36 Mayors and Commissioners Coalition (MCC) to meet members of Congress in Washington D.C.
- Held a leadership role and represented members' interests in the U.S. 36 Environmental Impact Statement (EIS) and the Northwest Rail Corridor.
- Served on the Denver Regional Council of Governments' Transportation Advisory Committee.

- Participated in U.S. 36 MCC meetings and pursued partnerships to address issues affecting the corridor.
- Hosted monthly Steering Committee meetings, providing a venue for information sharing and advocacy.
- Hosted two state legislative breakfast meetings.
- Monitored state transportation legislation and supported SB-1 FASTER bill and bicycle safety bill.
- Testified and represented U.S. 36 at CDOT, DRCOG and RTD public meetings.

U.S. 36 FUNDING EFFORTS

- Participated in preparing the U.S. DOT TIGER Discretionary Grant application.
- Launched Help Us Fix U.S. 36 grassroots campaign to raise awareness and win funding for transportation improvements.

PUBLICITY/VISIBILITY

- Provided interviews and quotations for local and regional newspapers.
- Hosted U.S. 36 EIS commemorative breakfast for 250 coalition members, elected officials and partners.

2009 By the Numbers

Estimated reduction in Vehicle Miles Traveled (VMT) due to 36 Commuting Solutions activities:

36 Commuter CASH program.....	71,970
Bike to Work Day.....	18,836
Carpool.....	14,552
Transit.....	28,393
Vanpool.....	10,169
Gallons of fuel saved.....	6,396
Total.....	143,920

Equivalent to **6** trips around the earth's equator and **48** trips from Los Angeles to New York City.

Outreach and education activities:

No. of RTD Free Ride Coupons distributed to encourage transit ridership.....	1,000
Financial incentives awarded to encourage transition from solo driving to commute options.....	\$40,000
No. of community events.....	26
No. of transportation fairs.....	21
No. of employee commute surveys.....	51
No. of U.S. 36 residents and employees reached annually through outreach activities.....	43,000+
No. of staff.....	2
Making a difference.....	Priceless



Commuting Solutions