



2015 ANNUAL REPORT

waytogo

Program of **DRCOG**

COMMITMENTS

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METROPCS

For four years, Way to Go has represented a regional partnership that embodies the Denver region's reputation for collaborative, forward-thinking approaches to transportation, personal mobility, and growth and development.

A partnership among a nationally regarded regional planning organization (the Denver Regional Council of Governments) and seven transportation management associations (TMAs), Way to Go works to reduce traffic congestion, improve air quality, and make life better for the region's residents. An outgrowth of an organization formerly known as RideArrangers, the partnership continues a 30-year legacy of local governments and nonprofit associations working together to promote better commuting options for employers and individuals.

The Way to Go partnership presents commuters with solutions to save money, experience less stress and save time, so they can focus on the things they enjoy.

Way to Go provides assistance free-of-charge thanks to federal funding earmarked to preserve air quality and reduce congestion. If you're an employer who wants to attract and retain the best employees by offering progressive and friendly commute options, call us at 303-458-7665 or email waytogo@drcog.org.



For the fifth consecutive year, total new annual vehicle miles traveled (VMT) savings increased. In 2015, the savings increased by more than 9 percent, from 12.8 million VMT saved in 2014 to nearly 14 million in 2015.

The MyWayToGo.org site completed its second full year of operation, helping commuters find carpool partners, plan bicycling and walking routes, find public transit routes, and start or join existing vanpools. In 2015, 4,973 work commuters registered at MyWayToGo.org. Similar to the previous year, about 5 percent of all new registrants switched from always driving alone to carpooling at least one day per week after they registered.

- About 2 percent of all new registrants in 2015 switched from driving alone to commuting by bike at least one day per week.
- About 1 percent of all new registrants in 2015 switched from driving alone to walking to work at least one day per week.
- About 4 percent of all new registrants made the switch from driving alone to using public transit at least one day per week.

2015 was another growth year for the Way to Go vanpool program. The average number of vanpools during the year increased by 13 percent, climbing from 101 in 2014 to 114 in 2015. The average number of commuters participating in the vanpool program increased by 8 percent, growing from 595 in 2014 to 643 in 2015.

Once again, the Way to Go Schoolpool program delivered on its growth expectations. The number of enrolled families grew by 6 percent, from 16,882 in 2014 to 17,890 in 2015.

Guaranteed Ride Home (GRH) is a support program designed to alleviate the fear of being stranded at work without transportation in the event of an emergency. It provides a free taxi ride home from work for employees who commute by public transit, carpooling, vanpooling, bicycling or walking and have an emergency arise while they are at work.

The largest group of commuters covered by GRH is employees who have the RTD EcoPass. In 2015, 1,018 employers provided 119,500 commuters with GRH coverage by purchasing the EcoPass for their employees. The number of commuters covered by the GRH grew by 6 percent in 2015. During 2015, GRH provided 3,175 total cab rides to covered employees, with an increase of 29 percent over the total cab rides provided in 2014.

In employer outreach, Way to Go conducted seven baseline commute surveys and developed 18 travel demand management (TDM) action plans or less formal strategies. The surveys and action plans were the product of 56 discovery meetings with employers and 523 prospecting calls. In 2015, Way to Go conducted follow-up surveys with two employers where TDM action plans had been implemented. Results ranged from a 1.9 percent reduction in single-occupant vehicle (SOV) commuting at Lutheran Medical Center to a 6.7 percent reduction in SOV commuting at Unisyn.

Way to Go set the following goals for its advertising and promotional strategy in 2015:

- Increase awareness and understanding of the Way to Go brand.
- Increase the number of registrations at MyWayToGo.org.
- Drive trials of non-SOV commuting to reduce VMT.
- Increase commuter commitments to use non-SOV choices for work commuting.
- Build a favorable culture in the DRCOG region for using non-SOV travel options.

Way to Go planned and implemented several campaigns throughout the year that focused on supporting one or more of these goals. These efforts included a general awareness campaign throughout the year to increase awareness and understanding of the Way to Go brand. The campaign began with a launch of the Way to Go congratulatory series in early 2015.

A survey of the Denver area commuting population conducted by Way to Go in October 2014 found that 57 percent of commuters were aware of commuter help services. Among commuters who were aware of help services, about 1 percent mentioned Way to Go as a service provider (without prompting). In contrast, 5 percent mentioned the former brand name for the program, RideArrangers.



When all the commuters surveyed were asked if they had heard of Way to Go, 16 percent of them answered affirmatively, compared to 39 percent who were aware of the former brand name, RideArrangers. This survey will be conducted again in 2016 and a significant increase in awareness of Way to Go is expected.

Go-Tober was a new employer-targeted campaign for 2015. It contributed to two of the overall promotional strategy goals: Increasing the number of registrations on MyWayToGo.org and driving trials of non-SOV commuting to reduce VMT.

- 25 companies participated in Go-Tober.
- 1,057 commuters participated.
- Participants logged a total of 22,700 commute days by non-SOV travel modes.
- After participating in Go-Tober, 37 percent of the 1,057 commuters who registered and logged trips were motivated to drive alone less often and instead use other transportation options.
- The net result is that 391 commuters logged commute trips during the campaign and drove less often afterward as a result of their participation.
- The participants who were motivated to use transportation options other than driving alone generated a total of 782 one-way commute trips per work day. They achieved a 6 percent reduction in driving alone after participating in Go-Tober, resulting in a total of 40 fewer vehicle trips and 519 fewer vehicle miles traveled each workday.

Bike to Work Day 2015 was planned and implemented with four main goals:

- Generate overall awareness for the event on June 24.
- Encourage registration on the Bike to Work Day website.
- Reach commuters who do not regularly bike to work.
- Educate the general public about the positive effects of biking to work.

Total participation increased by 12 percent over the 29,282 registered and unregistered participants in 2014, reaching a total of 32,805 for 2015. Total participation has grown steadily since 2010.

During the latter half of 2011, DRCOG entered into a memo of understanding with six transportation management associations (TMAs) to collaborate on efforts to reduce vehicle trips and VMT in the Denver region under the Way to Go umbrella brand. With the addition of Smart Commute Metro North, the number of TMA partners has grown to seven:

1. 36 Commuting Solutions
2. Boulder Transportation Connections
3. Downtown Denver Partnership
4. Denver South TMA
5. Northeast Transportation Connections
6. Smart Commute Metro North
7. Transportation Solutions

During 2015, Way to Go supported and collaborated with these partners by:

- Conducting weekly check-in calls with TMAs to stay informed regarding their activities and to provide them with support.
- Conducting monthly meetings with TMA outreach staff to improve prospecting and sales skills, and to cover topics relevant to employer outreach.
- Providing training and ongoing support for using Way to Go customer relationship management software.
- Hosting quarterly meetings with TMAs to discuss opportunities and areas for collaboration.
- Providing Way to Go marketing materials.
- Providing support for local Way to Go campaigns conducted by TMAs.



DRCOG operates four commuter services that support the efforts of the Way to Go partnership.

Three of these programs directly reduce vehicle miles traveled (VMT). MyWayToGo.org, the vanpool program and Schoolpool directly reduce vehicle trips and VMT by helping commuters drive their cars less.

The fourth program, Guaranteed Ride Home (GRH), is a support program designed to alleviate the fear of being stranded at work without transportation in the event of an emergency. It provides a free taxi ride home from work for employees who commute by public transit, carpooling, vanpooling, bicycling or walking and have an emergency arise while they are at work. It indirectly reduces VMT by making carpooling, vanpooling, transit, bicycling and walking more attractive transportation options.

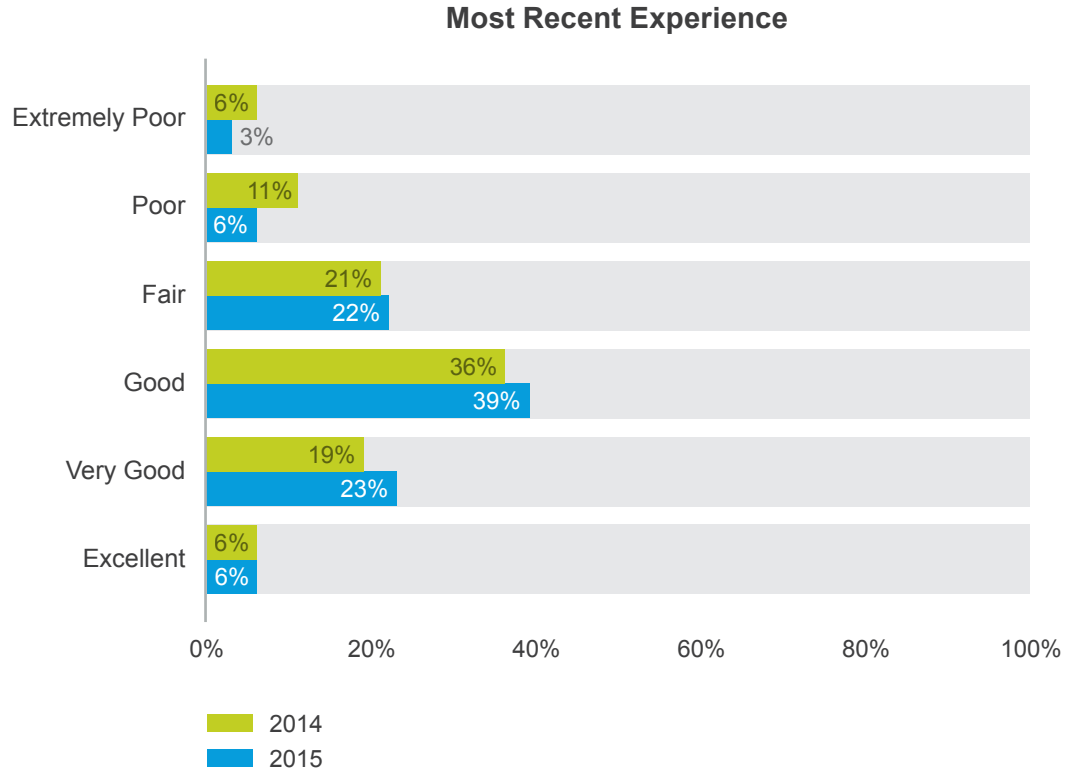
Each of the four programs is discussed in detail in this section. A summary at the end of this report shows the VMT reduction attributable to new participants in all of Way to Go's commuter programs.

MYWAYTOGO.ORG

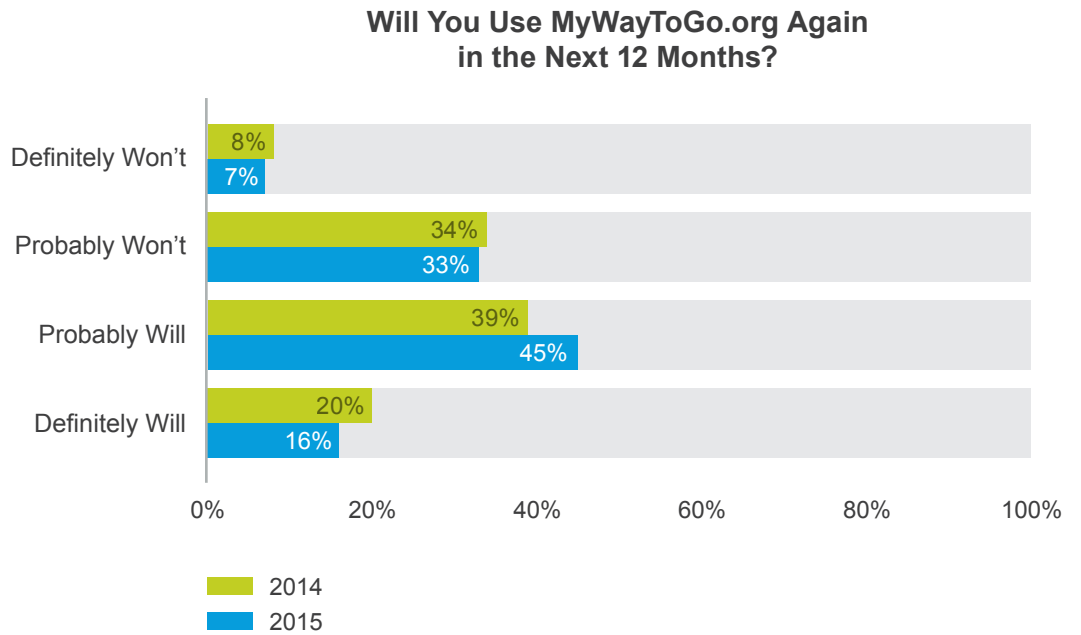
The MyWayToGo.org site reduces vehicle trips and VMT by helping commuters find ways of traveling to work other than driving alone. Commuters can use MyWayToGo.org to find carpool partners, plan bicycle or walking routes and find public transit routes. It can also help commuters start vanpools or join existing ones, but vanpooling is discussed separately in this report (see page 14).

In 2015, 4,973 work commuters registered on MyWayToGo.org. Way to Go surveyed these registrants to measure satisfaction with the user experience, commuter loyalty (measured by intent to use or recommend the site), how the site was used, and how using the site changed commute behavior.

User experience ratings improved in 2015. Comparing 2015 to the previous year, fewer users rated the MyWayToGo.org site as **extremely poor** or **poor**, and more users rated the site as **good** or **very good**.

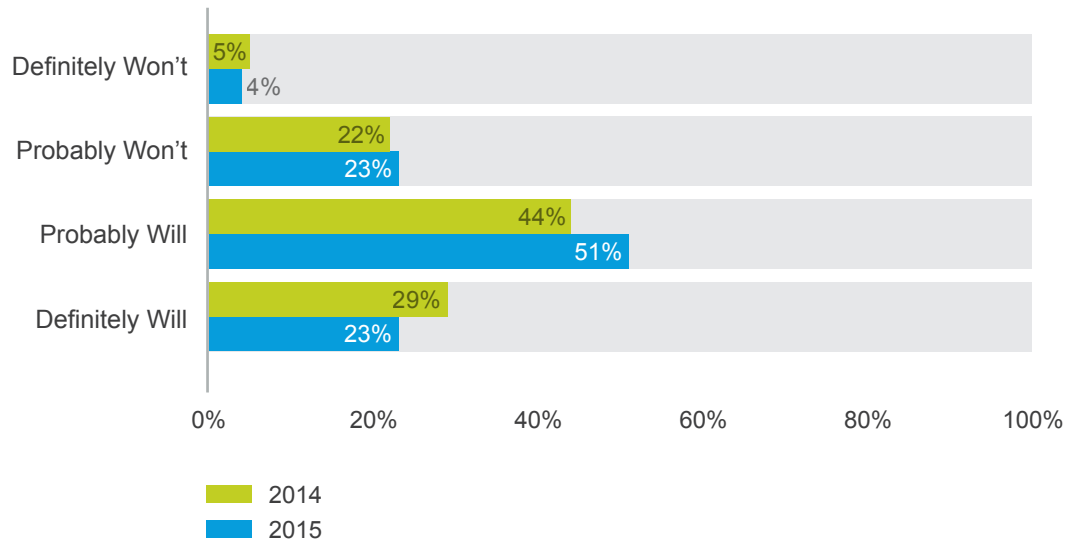


Commuter loyalty was measured in terms of intent to use the site again and intent to recommend. Loyalty seemed to be fairly strong. More than half of the registrants intended to visit the site again in the next 12 months.



Will You Recommend MyWayToGo.org?

Nearly three quarters of registered users said they would recommend MyWayToGo.org to other commuters.



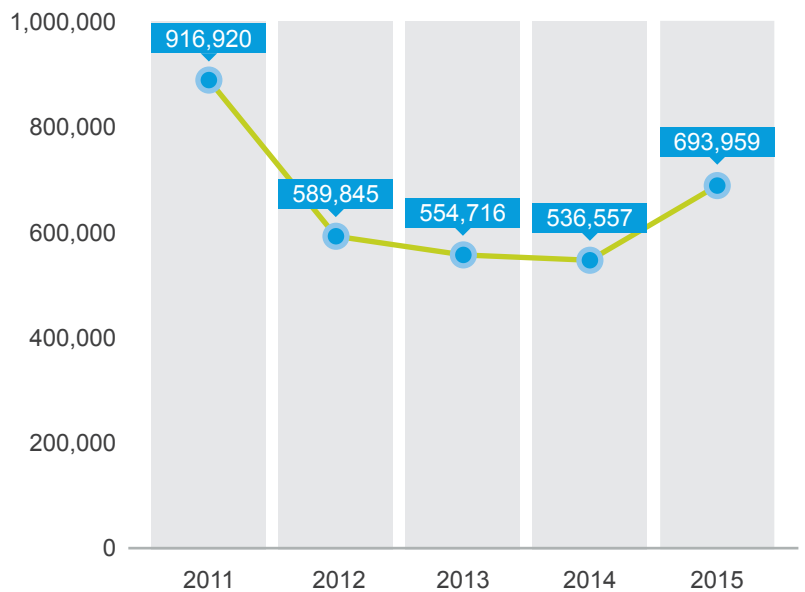
CARPOOL MATCHING



Similar to the previous year, about 5 percent of all new registrants in 2015 switched from always driving alone to carpooling at least one day per week after they registered. These new carpoolers tended to carpool frequently, for more than half of their commute trips. They traveled long distances to work, a little more than 19 miles one way. The average carpool size was 2.3 commuters.

All new registrants who switched from driving alone to carpooling saved an estimated 693,959 VMT in 2015, a 29 percent increase over 2014. The increase was due to a much larger number of new registered users in 2015.

VMT Saved by New Carpool Commuters





About 2 percent of all new registrants in 2015 switched from driving alone to commuting by bike at least one day per week. These new bike commuters pedaled to work an average of 2.6 days per week, commuting nearly 10 miles (9.96), one way, from home to work. They saved 247,259 VMT in 2015.



About 1 percent of all new registrants in 2015 switched from driving alone to walking to work at least one day per week. They walked to work an average of 2.4 days per week, commuting 4 miles, one way, from home to work. They saved 45,831 VMT in 2015.



About 4 percent of all new registrants made the switch from driving alone to using public transit at least one day per week. These new transit commuters skipped driving to work alone an average of 3.5 days per week, commuting 14.6 miles, one way, from home to work. They saved 975,822 VMT in 2015.



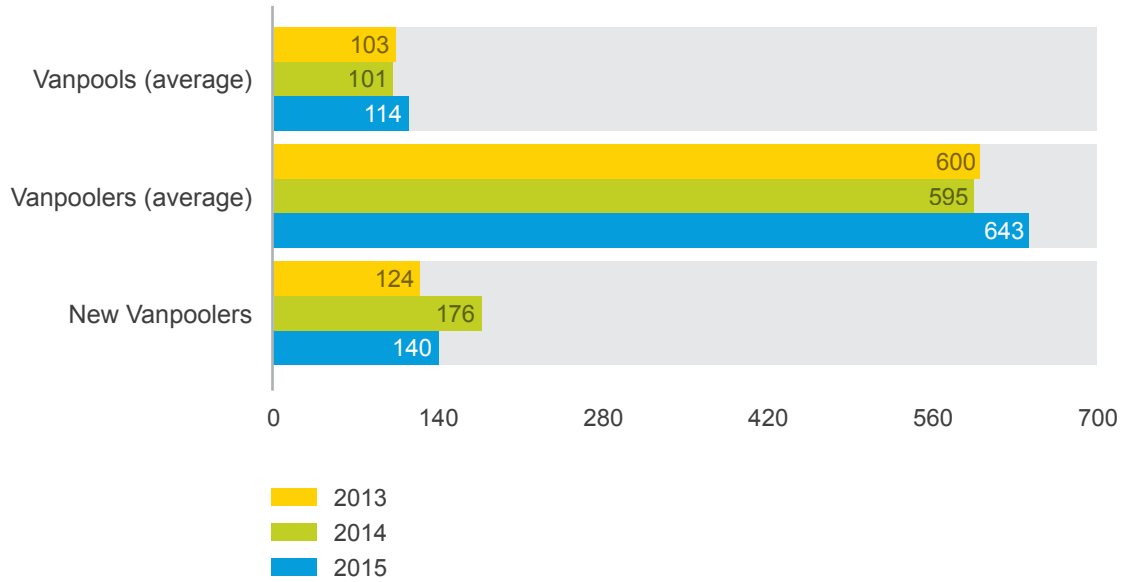
The Way to Go vanpool program is intended to supplement public transportation, serving groups of long-distance commuters who live or work in areas where transit service is not feasible.

The average number of active vanpools per month increased from 101 in 2014 to 114 in 2015, a 13 percent increase. The average number of vanpoolers per month increased from 595 in 2014 to 643, an 8 percent increase.

2015 Vanpool Activity by Month

Month	New Vanpool Starts	Vanpool Terminations	Active Vanpools (end of month)	Total Vanpoolers (end of month)
January	3	1	111	651
February	4	1	114	671
March	2	0	116	665
April	0	2	114	658
May	1	1	114	643
June	1	1	115	643
July	3	2	115	643
August	0	2	113	625
September	2	1	114	621
October	1	1	114	630
November	4	3	115	624
December	4	1	118	642
Totals	25	16	114 (average)	643 (average)

Growth in the Way to Go Vanpool Program

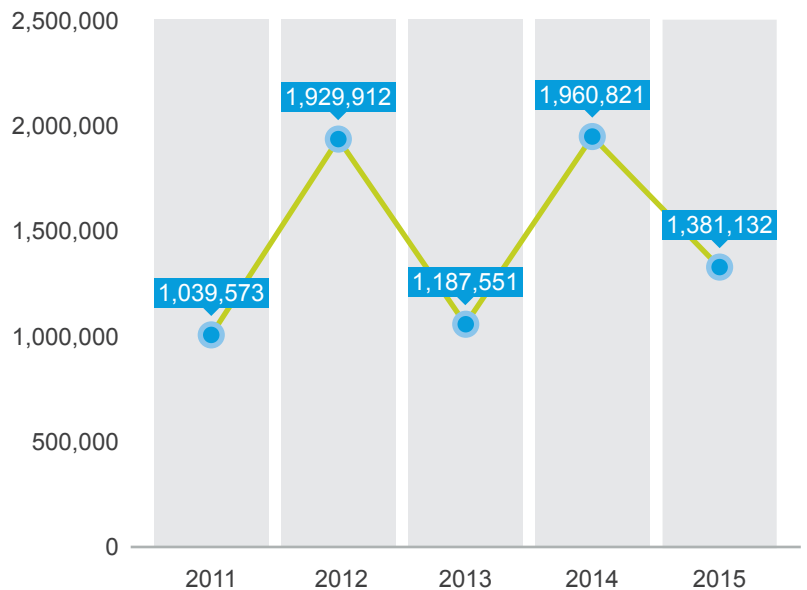


Despite growth in the average numbers of vanpools and vanpoolers, the number of new vanpoolers declined in 2015 compared to 2014. Fewer existing vanpools disbanded in 2015, meaning fewer new vanpoolers came on board as replacements.

Participants in the program tended to vanpool very frequently, more than four days per week on average. They also had long commutes, traveling an average of 41 miles, one way, from home to work. Average vanpooler commute distance declined somewhat from 46 miles on average in 2014 to 41 miles in 2015. The average vanpool size in the Way to Go program in 2015 was 5.9 commuters, including the driver.

All vanpool participants saved an estimated 6.34 million VMT in 2015. Of the 2015 total, new vanpoolers in the program saved about 1.38 million vehicle miles traveled (VMT).

Annual Vehicle Miles of Travel Saved by New Vanpoolers



SCHOOLPOOL

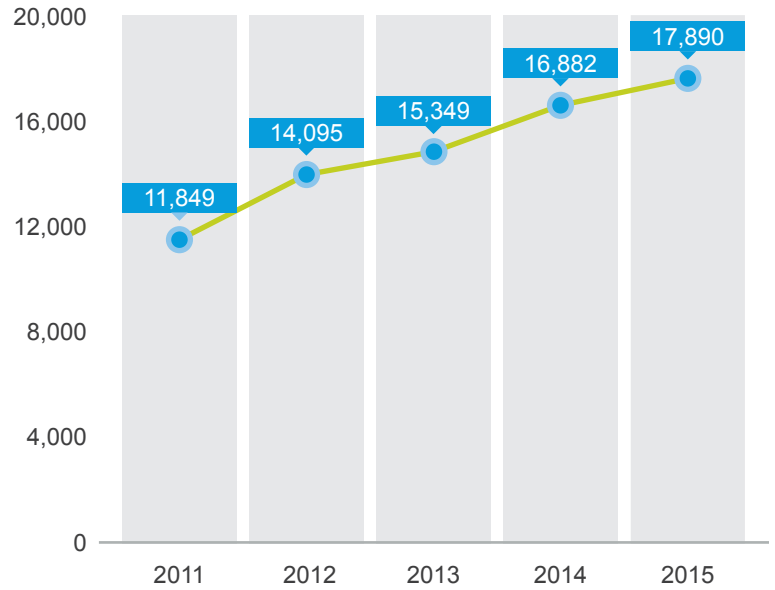


The Way to Go Schoolpool program continues to grow. In 2015, the number of enrolled families grew by 6 percent, resulting in 17,890 total enrolled families.

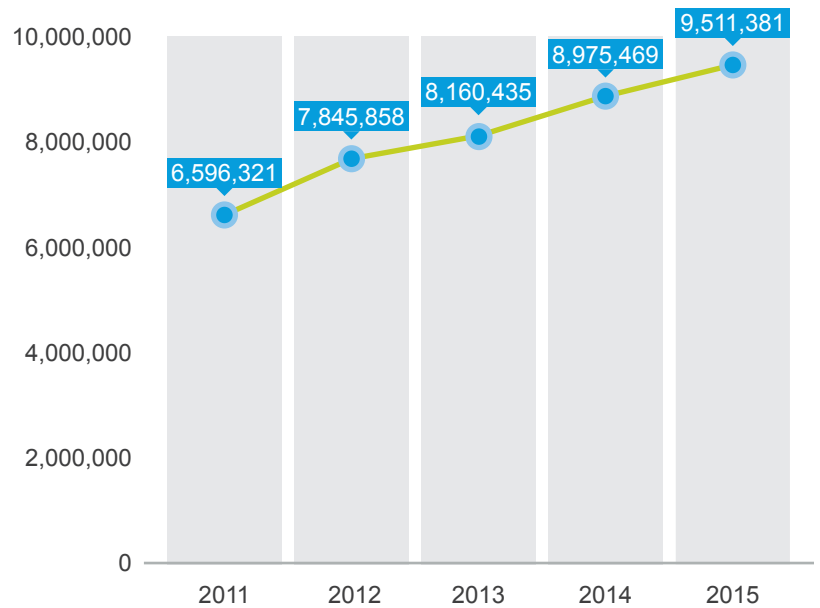
Of the total families enrolled in 2015, 38 percent, or 6,798 formed school carpools. Of the families who formed carpools, 3,875 entered into new carpool arrangements with at least one new family, and the remaining 2,923 maintained carpool arrangements from the previous school year.

All of the 6,798 families who formed school carpools saved an estimated 16.7 million vehicle miles traveled (VMT) in 2015. The 3,875 families who entered into new school carpool arrangements saved a little more than 9.5 million VMT in 2015.

Families Enrolled in Schoolpool



New Schoolpool Vehicle Miles of Travel Savings



GUARANTEED RIDE HOME



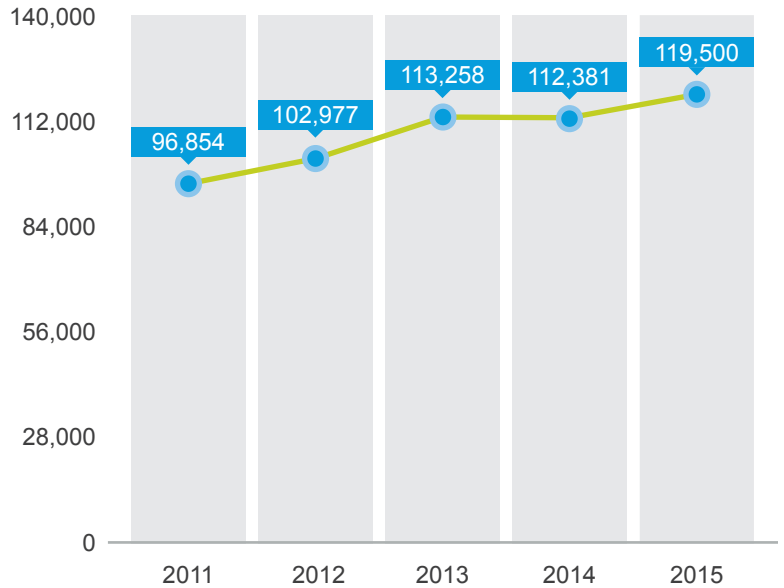
Guaranteed Ride Home (GRH) is a support program designed to alleviate the fear of being stranded at work without transportation in the event of an emergency. It provides a free taxi ride home from work for employees who commute by public transit, carpooling, vanpooling, bicycling or walking and have an emergency arise while they are at work. Typical emergencies might include employee illness, an ill child or unexpected overtime. As a support program, GRH does not directly result in vehicle miles traveled (VMT) savings. It indirectly increases VMT savings by making carpooling, vanpooling, transit, bicycling and walking more attractive transportation options.

GRH is provided as part of the Regional Transportation District EcoPass, an employer-paid transit pass program that covers all of a participating employer's employees. The largest group of commuters covered by GRH is employees who have the EcoPass. In 2015, 1,018 employers provided 119,500 commuters with GRH coverage by purchasing the EcoPass for their employees.

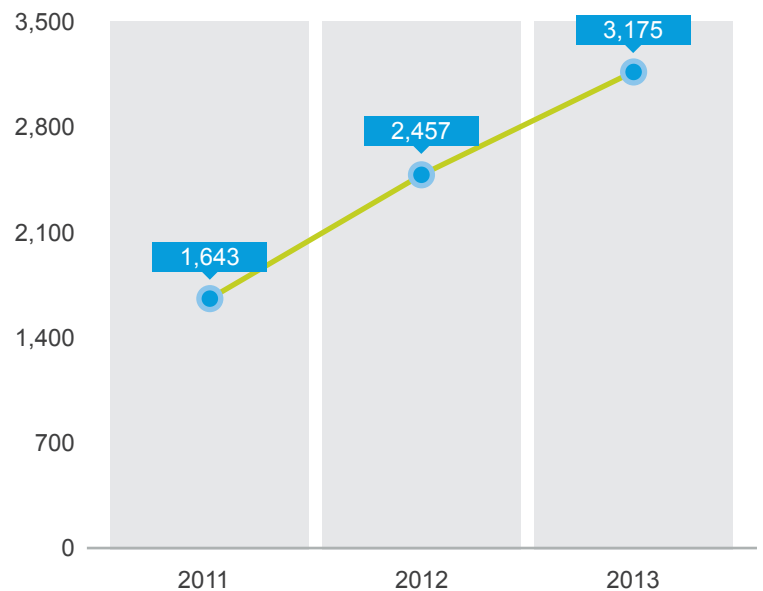
Commuters who participate in the Way to Go vanpool program are covered by GRH at no cost to the participant. At the end of 2015, 642 vanpool commuters were covered by GRH.

During 2015, GRH provided 3,175 cab rides or an average of 265 rides per month to covered employees. The number of rides provided increased by 29 percent over the 2014 total.

EcoPass Commuters Covered by GRH



Number of Cab Rides Provided

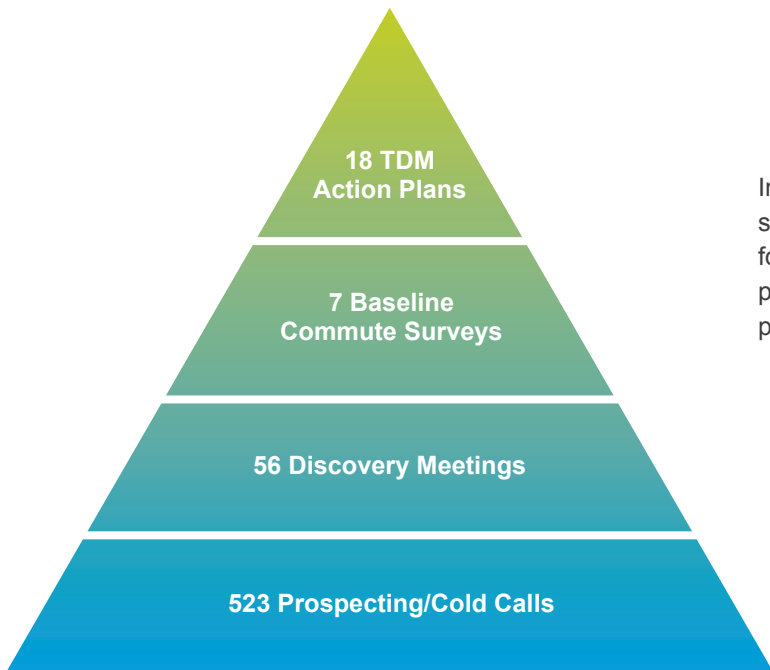
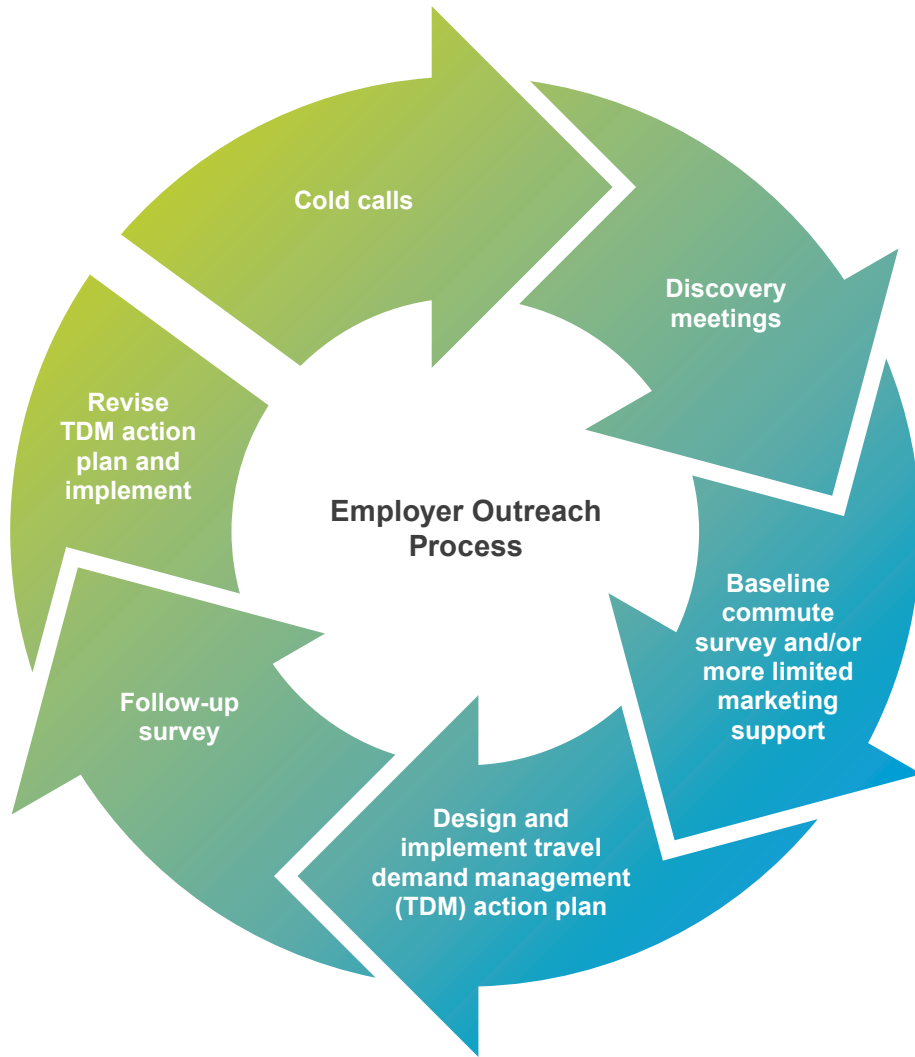




THE EMPLOYER OUTREACH PROCESS

The outreach process begins with cold calls to employers. Under ideal circumstances, it progresses to a baseline survey and travel demand management (TDM) plan, and ends with a follow-up survey and revised TDM plan. Once Way to Go establishes a relationship with an employer, the process becomes one of continual improvement, consisting of annual follow-up surveys and TDM plan revisions. The first baseline surveys at employment sites were conducted in 2013, and the first follow-up surveys were conducted in 2014.

Not all employers that Way to Go assists need or want to go through this extensive, formal process. Many require only limited marketing support in the form of presentations to employees, transportation fairs, marketing materials and other assistance.



In 2015, Way to Go conducted seven baseline commute surveys and developed 18 TDM action plans or less formal strategies. The surveys and action plans were the product of 56 discovery meetings with employers and 523 prospecting calls.

Employer	Baseline SOV Rate	Follow-up SOV Rate	Change in SOV Rate	What Changed
Lutheran Medical Center	94.1%	92.2%	-1.9%	Bicycling, carpooling and transit use increased
Unisyn	89.4%	82.7%	-6.7%	Bicycling and carpooling increased

During 2015, Way to Go conducted follow-up surveys with two employers: Lutheran Medical Center and Unisyn. The table below summarizes the results of working with each employer to reduce single-occupant vehicle (SOV) travel.

INDIVIDUALIZED COMMUTE RECOMMENDATIONS

In addition to providing the information needed to formulate a travel demand management (TDM) action plan, another product of the employee commute survey is a set of custom individualized commute recommendations for each survey participant.

Way to Go sends each survey participant a custom email that provides information on non-SOV modes that the commuter can use, based on the specific characteristics of their commute. The email also contains a link to MyWayToGo.org so that the individual can see all their commute options and compare them.



TELEWORK ASSISTANCE

Way to Go provided some telework assistance to two employers during 2015. In June, outreach staff met with managers at Terumo BCT to discuss bolstering the firm's existing telework program. In November, staff assisted Unisyn with designing new telework materials.



ADVERTISING PROMOTIONAL CAMPAIGNS

Way to Go set lofty goals for its advertising and promotional strategy in 2015.

They included:

1. Increase awareness and understanding of the Way to Go brand.
2. Increase the number of registrations on MyWayToGo.org.
3. Drive trials of non-single-occupant vehicle (SOV) commuting to reduce vehicle miles traveled (VMT).
4. Increase commuter commitments to use non-SOV travel modes for work commuting.
5. Build a favorable culture in the region for using non-SOV travel options.

Way to Go planned and implemented several campaigns throughout the year that focused on supporting one or more of these goals.

GENERAL AWARENESS CAMPAIGN

The general awareness campaign was a sustained effort throughout the year to increase awareness and understanding of the Way to Go brand. It began with a launch of the Way to Go congratulatory series in early 2015.

The campaign launch involved identifying and selecting three employer champions of promoting non-SOV commuting to their employees. Campaign organizers celebrated the champions by hosting an onsite event that included a photo booth and free snacks. Each employer champion was also showcased in 24 full bus back advertisements, outdoor advertisements in locations near each employer and digital media advertisements.

After the congratulatory campaign launch, awareness advertising was used throughout year to build the brand. Maintenance efforts included:

- Earned media about Way to Go.
- Out of home billboard and bus back ads.
- Digital radio advertising.
- Broadcast radio advertising.
- Social media posts.

A survey of the Denver area commuting population conducted by Way to Go in October 2014 found that 57 percent of commuters were aware of commuter help services. Among commuters who were aware of help services, about 1 percent mentioned Way to Go as a service provider without prompting. In contrast, 5 percent mentioned the former brand name for the program, RideArrangers.

When all commuters surveyed were asked if they had heard of Way to Go, 16 percent answered affirmatively, compared to 17 percent who were aware of Guaranteed Ride Home, and 39 percent aware of the former brand name, RideArrangers. This survey will be conducted again, in 2016, and a significant increase in awareness of Way to Go is expected.

SMALL AREA CARPOOL/ VANPOOL CAMPAIGNS



Way to Go conducted carpool and vanpool campaigns in two targeted areas (as opposed to region-wide) during 2015: the U.S. 36 corridor and the Denver Tech Center. These campaigns focused on the goal of increasing participants and registrations on MyWayToGo.org.

The U.S. 36 campaign relied on a strategy of digital and non-traditional media. The digital tactics included advertising via Division-D (an advertisement-placement service for news, business and lifestyle content). Non-traditional media included parking lot signage and clings, yard signs and sidewalk chalk.

The Denver Tech Center campaign relied on a mix of digital, social and broadcast media. The digital tactics included advertising via Division-D. Social media included six to eight promotional posts on Facebook. Broadcast media included 50 spots on Colorado Public Radio (90.1).



GO-TOBER

Go-Tober was a new employer-targeted campaign launched in 2015. It contributed to two of the overall promotional strategy goals: Increasing the number of registrations on MyWayToGo.org and driving trials of non-single occupant vehicle (SOV) commuting to reduce vehicle miles traveled (VMT). There were three specific campaign objectives:

1. Achieve participation by 25 employers with at least 100 employees at one location.
2. Obtain commitments from 2,500 work commuters at participating employers to use non-SOV commute modes at least four times (once per week) during October.
3. Replace at least 10,000 SOV commute days with 10,000 commute days by non-SOV modes.

The strategy to accomplish these objectives consisted of:

- **Personal selling or outreach:** Personal recruitment of employer participants by Way to Go outreach staff.
- **Digital media:** Digital advertising to employers through online publications such as Colorado Biz (cobizmag.com), Denver Business Journal (BizJournals.com/Denver), and advertising placements facilitated via Digilant (digilant.com).
- **Print media:** Targeting employers via print advertising in the Denver Business Journal and Boulder Daily Camera.
- **Guerilla marketing tactics:** Nontraditional ways of messaging to and reaching commuters at work to encourage participation. Tactics included signage, posters and emails.
- **Contests:** Competition among participating employers of similar sizes, with digital, print and bus back advertisements congratulating the winners.
- **Prizes and rewards:** Gift cards for commuter participants, as well as surprise reward events at employment sites.

The campaign achieved most of its objectives, but fell short on the number of employee participants:

- 25 companies participated.
- 1,057 commuters participated through their employers and logged commute trips.
- Participants logged a total of 22,700 commute days by non-SOV travel modes.



The campaign had a lasting effect on commuting choices by participants:

- After participating in Go-Tober, 37 percent of the 1,057 commuters who registered and logged trips were motivated to drive alone less often and instead use other transportation options.
- The net result is that 391 commuters logged commute trips during the campaign and drove less often afterward as a result of their participation.
- The participants who were motivated to use transportation options other than driving alone generated a total of 782 one-way commute trips per work day. They achieved a 6 percentage point reduction in driving alone after participating in Go-Tober, resulting in a total of 40 fewer vehicle trips and 519 fewer vehicle miles traveled each work day.

BIKE TO WORK DAY



Bike to Work Day 2015 was planned and implemented with four main goals:

- Generate overall awareness for the event on June 24.
- Encourage registration on the Bike to Work Day website.
- Reach commuters who do not regularly bike to work.
- Educate the general public about the positive effects of biking to work.

A specific campaign objective was to attain 32,000 total participants (including registered and unregistered riders).

The campaign strategy included paid media and public relations, with a media mix that consisted of online, social media and radio advertising.

- Online consisted of digital ads on 9News.com, KDVR.com, CPR.org and distributed via Division-D. Together, these sites delivered 3,571,934 impressions, with a click-through rate of 0.11 percent.
- Social media included Facebook advertisements promoting Bike to Work Day participation that ran for three weeks during June.
- Pandora digital radio delivered 686,336 impressions, with a click-through rate of 0.8 percent.
- Online social media.

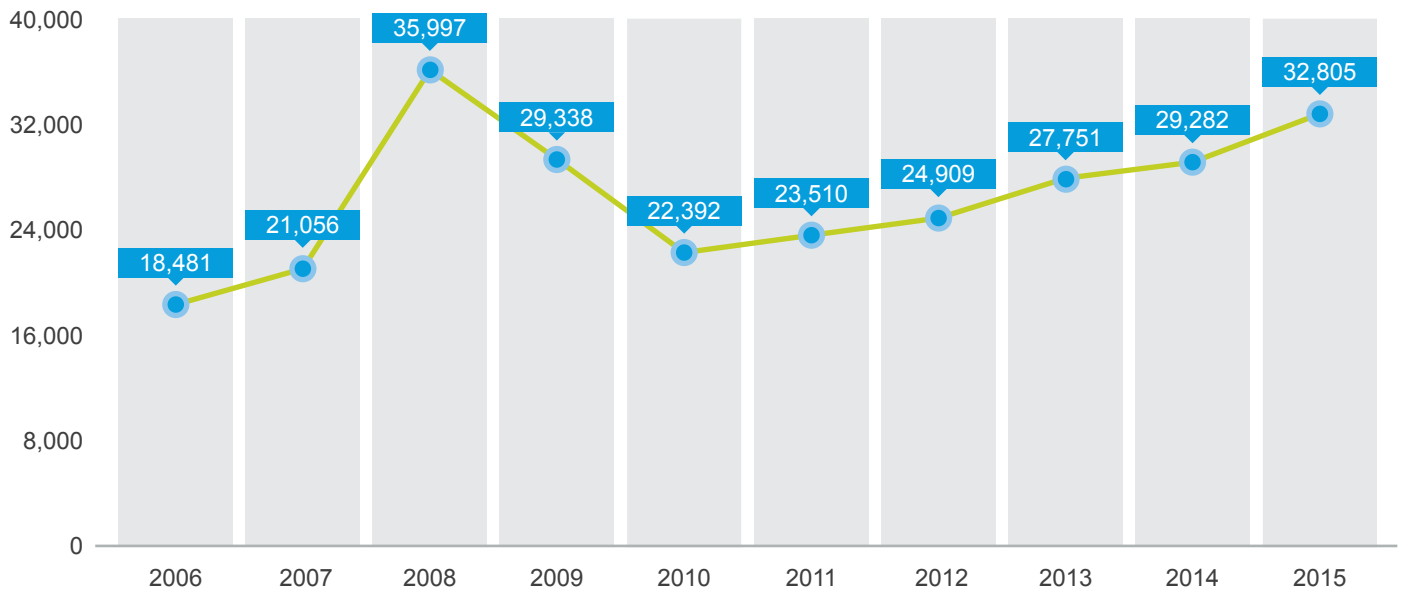
- Broadcast radio sponsorships delivered 1,079,000 gross impressions through 100 promotions on KBCO, 50 promotions on KTCL and an interview on KOA with Susie Wargin. For added value, KBCO and KTCL provided dynamic leads on their station home pages, and included Bike to Work Day information in their newsletters. KBCO and KTCL also hosted breakfast stations on Bike to Work Day.
- Earned media or publicity included 251 media placements resulting in 102,031,375 impressions.

From these efforts, total participation increased by 12 percent over the 29,282 registered and unregistered participants in 2014, reaching a total of 32,805 for 2015. Total participation has grown steadily since 2010.

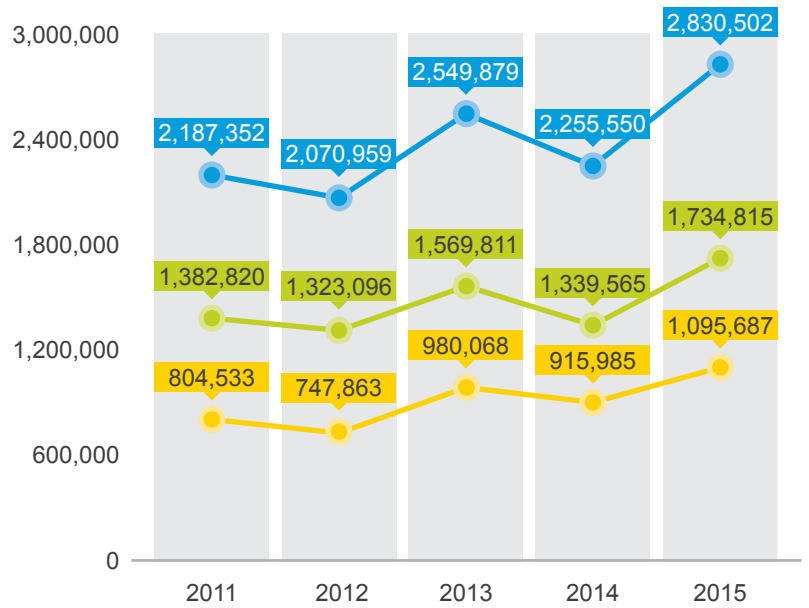
The VMT savings realized from new participants and repeat participants increased as a result of higher participation numbers and a slightly longer average commute distance.



Total Bike to Work Day Participation in the Denver Region



Bike to Work Day Vehicle Miles of Travel Savings



- Total VMT Savings
- Repeat VMT Savings
- New VMT Savings





Since late 2011, the Denver Regional Council of Governments has been a formal partner with six transportation management associations (TMAs) to collaborate on efforts to reduce vehicle trips and vehicle miles traveled (VMT) in the Denver region under the Way to Go brand.

With the addition of Smart Commute Metro North, the partnership has grown to include seven TMAs:

1. 36 Commuting Solutions
2. Boulder Transportation Connections
3. Downtown Denver Partnership
4. Denver South TMA
5. Northeast Transportation Connections
6. Smart Commute Metro North
7. Transportation Solutions

The partners also collaborated with the organizations below in their efforts to promote transportation demand management in the Denver region:

- American Lung Association
- Boulder County
- GoBoulder
- Regional Air Quality Council



New Annual Vehicle Miles of Travel Savings

Program or Service	2011	2012	2013	2014	2015
Carpool matching	916,920	589,845	554,716	536,557	693,959
Bike to Work Day	804,533	747,863	980,068	915,985	1,095,687
Vanpool	1,039,573	1,929,912	1,570,835	1,960,821	1,381,132
Schoolpool	6,596,321	7,845,858	8,160,435	8,975,469	9,511,381
Walk route planning	NA	NA	NA	NA	45,831
Bike route planning	NA	NA	NA	71,292	247,259
Transit route planning	NA	NA	NA	247,650	975,822
Telework	NA	NA	NA	28,896	0
Employer transportation demand management planning and individualized commute planning (not including telework)	NA	NA	NA	48,673	48,000
Totals	9,357,347	11,113,478	11,266,054	12,785,343	13,999,071





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