

FY 2016 and 2017 DRCOG TDM Pool Application Form

A. GENERAL INFORMATION

Agency Legal Name	36 Commuting Solutions
Address	287 Century Circle, #103
City/State/Zip Code	Louisville, CO 80027
Website	36commutingsolutions.org

Identify and provide contact information for:

Person authorized to enter into contracts		Project manager for proposed activity(ies) <i>Only if different from authorized person (e.g., consultant)</i>	
Name	Audrey DeBarros	Name	
Title	Executive Director	Title	
Address	287 Century Circle, #103	Address	
City, State, ZIP	Louisville, CO 80027	City, State, ZIP	
Phone	303.604.4383	Phone	
Email	audrey@36commutingsolutions.org	Email	

1. Project Title
US 36 Instant Ridesharing Pilot Program

2. Primary Project Type *(select one)*
Indicate which project type is your primary focus and majority of budget (>50%):

Non-infrastructure (marketing, outreach, transit passes, etc.)

Infrastructure (permanently installed, vehicles, bicycle parking, etc.)

Applicant is committed to have a maintenance plan in place for the proposed infrastructure.

3. Project Description *(concise abstract limited to 500 characters)*
With the US 36 Express Lanes, Bikeway and US 36 Bus Rapid Transit arriving, timing is perfect to pilot "instant" ridesharing along US 36. Key elements include:

- US 36 Express Lanes will convert to HOV 3 in 2017.
- "Stations" with access to HOV lanes and signed pick-up and drop-off locations
- Transit and/or bike facilities as a back-up.
- Strong travel demand at trip origin and destination.

4. Project Overview *(limited to 1,500 characters)*
Describe your project and what it is going to do. Do not include background information or justification language.

Instant carpooling is an organic rideshare movement that is successful in regions where there are tolled lanes, as are opening on US 36 by early 2016. There are also additional express lanes planned for the Denver region opening in the next few years. Instant increases rideshare opportunities and decreases overall VMT by providing the opportunity for drivers to immediately (and without advanced scheduling) to fill their empty seats and drive toll free in the US 36 Express Lanes. No payments will be transferred between the driver and the rider. The driver benefits by driving toll-free and the rider benefits by receiving a free ride. Instant rideshare will reduce fuel consumption, emissions and congestion along the US 36 corridor.

5. Project Innovation
Briefly describe any innovative features of the proposed project. *Example: Project elements haven't been implemented in the region.*

Instant carpool is not currently available in the Denver region. It is currently successful in San Francisco, Washington DC, and

FY 2016 and 2017 DRCOG TDM Pool Application Form

Seattle. As an innovative transportation option, instant carpooling offers an easy and efficient way to transport commuters. Light on infrastructure, it uses a previously unharnessed resource (empty seats in a car), and requires little government involvement once implemented.

Advantages to users include:

- Direct trip to destination.
- No parking costs.
- Minimal cost to no additional cost for passenger and driver, to reduced cost for driver.
- Riders can remain anonymous. There is no pressure to socialize with others like there may be in a traditional carpool.
- Variety and flexibility for unusual or varying commute schedules.

A strong marketing and public relations presence would be required to create awareness and set the wheels of this program in motion. Components would include branding, signage, incentives, flyers, print and electronic advertising, public relations, press conferences, social media, banners, bus boards, newsletters, interviews, testimonials, contests.

6. Project Tasks

List and briefly describe (below) the specific key tasks you will complete in order to successfully implement and finish your project. *(Tasks will be referenced in Section F Timeline)*

Task #	Task	Description
Task 1: <i>(required)</i>	Calculation and Compilation of Project Results.	Establish procedures for obtaining “before and after” travel habit information from participants. Conduct pre- and/or post-surveys or implement routine tracking procedures. <i>(Details of methodology to be provided in Question #18)</i>
Task 2.	Convene regional and stakeholder task force	To define the implementation details. To include: DRCOG, RTD and CDOT
Task 3:	Convene community design group	Solicit the public to participate in a committee that will help to design a program that fits their needs precisely and to create community support
Task 4:	Evaluate program effectiveness on-going	Staff will monitor utilization, encourage riders to fill out survey, share MWTG tool at instant rideshare locations one time each month for duration of program. Staff will collect participant data one week each month.
Task 5:	Marketing	Brand the program to appeal to millennial/target audience.
Task 6:	Promotion	Signage, flyers, print and electronic advertising, public relations, press conferences, social media, banners, bus boards, newsletters, interviews, testimonials, contests.
Task 7:	Partner	Work with My Way to Go to integrate with the MWTG tool to indicate that instant carpooling is available and at what locations they can be found.
Task 8:	Partner	Work with CDOT and RTD to identify appropriate locations for drop-off and pick up and to develop signage for program. Design, manufacture and install drop off and pick up location signage.
Task 9:	Incentive	10-Ride ticket book to support the program, to provide a sense of security and to compliment instant carpooling. Provide financial incentives to drivers who are willing to track their trips with MWTG. Provide free transponders to first 100 program drivers that take survey.
Task 10:	Analysis	Analyze the progress and outcomes of the project at 12 and 24 months.

B. PROJECT TRAITS

7. What is the geographic target area (overall and/or specific sites) for the project? Is there anything unique about this geographic area? *Provide a map of the service area noting specific sites if applicable.*

The US 36 corridor between Boulder and Denver.

8. Non-local government applicants are required to submit a letter of support from the applicable local government (s) where the project is located. Please confirm you have met/corresponded with the local jurisdiction(s) where your project is located and attach the letter of support.

- Yes, I confirm and have **provided letter(s) of support.**
- N/A Applicant is a local government.

FY 2016 and 2017 DRCOG TDM Pool Application Form

<p>9. Who is your target audience? Are there any unique demographic or socioeconomic traits of your target population? Millenials who are regular commuters along the US 36 corridor, ages 25 - 45. This group has been most active in the 36 Commuting Solutions most recent CMAQ campagin to move commuters to bus, carpool and vanpool from drive alone. Millennials stand out when it comes to setting trends especially through social media.</p>	
<p>10. Will you be specifically reaching out to any minority or low-income population groups or areas? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p><i>If yes, please describe.</i></p>	
<p>11. When will you be ready to start the project? Describe any unique logistical aspects of getting the project started and implemented.</p> <p>Planning can begin fall 2015, with implementation scheduled for summer 2016, during the summer ozone season. The planning process will include working with DRCOG, CDOT and RTD to identify and create signage and designated drop off and pick up locations. Marketing, promotional and PR materials will need to be developed prior to rollout of program. Would need to work with MWTG team to add a minor component to the MWTG tool to provide information on this new rideshare option. A pre-survey will also need to be developed prior to project deployment.</p>	
<p>12. Will your project be timed or linked with a major roadway construction project? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>If yes, which project, and describe the linkage? (e.g., promoting non-SOV travel modes during construction period)</i></p> <p>The key elements for success instant rideshare are being developed along the US 36 corridor including:</p> <ul style="list-style-type: none"> • HOV 3+ requirement (2017) • US 36 BRT stations with easy access to HOV lanes or locations near transit access • Transit service (as well as a bikeway) as back-up • Strong travel demand at both the trip origin and destination • Expensive and/or limited parking at destination (especially in Denver and Boulder) 	
<p>13. Transit service relation <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Will your project be timed or linked to a new major transit project?</p> <p><i>If yes, what transit project, and describe the linkage?</i></p> <p>It will be timed to coordinate with the early 2016 opening of US 36 Express Lanes and the introduction of Bus Rapid Transit.</p>	
<p><i>For non-infrastructure projects:</i> Will your project promote or incentivize new or existing transit? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>If yes, please explain.</i></p> <p>Instant ridesharing will promote new and existing transit by highlighting the presence and reliabilty of BRT and other transit as a reliable backup and complementary option to instant ridesharing. It would extend the reach of public transportation with no real infrastructure costs. Offering free 10-ride ticket books will enable commuters to feel secure in their choice to try instant ridesharing without worrying that they don't have a back up plan or another option if they choose to not use the instant ridehshare option on any given day or for any trip.</p>	
<p><i>For infrastructure projects types:</i> Will your project support transit by providing a direct link to transit or by providing multimodal connectivity or support to transit? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><i>If yes, please explain.</i></p>	

FY 2016 and 2017 DRCOG TDM Pool Application Form

14. List any organization that is a **financial** (cash or in-kind) partner with you in this project. Is the partnership currently in place? Please explain. *A letter of commitment must be provided by each financial partner.*

36 Commuting Solutions would like to work with RTD to potentially designate appropriate transit stations for pick-up and drop-off locations in designated areas. It would also be ideal if CDOT and RTD would cross promote instant ridesharing along with their products, specifically transit and the Express Lanes. Also it is envisioned as described below, that this travel option would become a part of the My Way to Go (MWTG) tool and as such would be promoted through MWTG.

15. Describe how you will collaborate with (or your project will link to) **Way to Go's** TDM efforts. *(All applicants are required to meet with Way to Go staff to determine potential opportunities to collaborate on projects in some capacity prior to submitting your application.)*

As noted earlier, it would be useful to the users of the MWTG tool to be able to access information about instant carpooling on the MYTG site, just as they now can access information on other options such as bike, transit, rideshare and drive alone. Other cities have exiting models for offering this instant rideshare tool in addition to the tool they provide for "traditional" rideshare.

C. PROJECT BENEFITS – SOV TRIP and VMT REDUCTION POTENTIAL

The CMAQ program supports two important goals of the U.S. Department of Transportation: *improving air quality and relieving congestion.* The TDM Pool is focused on the reduction of SOV trips and associated VMT reduction.

The project review panel will consider the reliability of assumptions listed in Question 16 and the clarity of the justifications. Upon project completion, all project awardees must calculate benefits (trips reduced and VMT reduced) as part of their project evaluations in order to receive final reimbursements for their projects.

Example procedures for tracking project benefits include:

- *Before and after (pre- and post-) surveys of project participants' travel habits*
- *On-going tracking (e.g., web-based) of participant travel habits from the time they join (e.g., My Way to Go tool)*
- *Post- project reporting of RTD transit ridership changes on specific routes.*

If you need assistance, contact DRCOG staff. *Example methodologies to predict benefits will be available on the DRCOG website.*

16. Trip and VMT reduction potential

a) The following project attributes will lead to a **reduction of single occupant vehicle (SOV) trips and vehicle miles of travel (VMT).** *Provide a number and justification for each applicable project attribute listed below (Provide attachments where necessary).*

Project Area Attributes	Amount	Justification	Source of data
1) Residents and employees you expect to reach or contact			
2) Residents and employees you expect to participate (e.g., sign up, register, receive passes, become members, etc.)	4,000 in the first 3 months and approximately 10,000 over the first year.	There is not a great deal of information about instant carpooling. This estimate is based on the assumption that there may be six initial origination locations and it is reasonable to assume that each location will attract approximately 8-10 riders per morning over 225 work days per year.	
3) Current percent of residents driving alone	74 %	Northwest Corridor SCI	

FY 2016 and 2017 DRCOG TDM Pool Application Form

to work		grant	
4) Current percent of workplace employees driving alone to work	83 %	Mode Use (ACS 2008-2015 Year Estimate)	Mode Use (ACS 2008-2015 Year Estimate)
5) Average trip distance of target population currently driving alone (<i>in miles</i>)	12.5	DRCOG number	
6) A. Program will be active:	365 days per year	for 1.5 years	
or B. Facility will be available:	days per year	for years	
7) Other:			
8) Other pertinent information that supports the attributes provided above (<i>past results, unique project team skills, case studies/research based on similar project types, etc.</i>).			

b) (Optional) If desired, you may calculate an **estimate of number trips reduced, and/or the VMT reduced** as a result of this project. The estimates can be for an average day, or for a year. *Provide an explanation of how you calculated the estimates, including formulas and all specific assumptions below, or in an attachment.*

Trip Reduction Estimate:

Approximately 15,000 trips per year will be reduced in the first year by this program.

VMT Reduction Estimate:

P	DA	RT	VMTR Daily	Workdays	VMTR Annually
50	50%	32	800	225	180,000

17. Has your organization been awarded funds in recent DRCOG TDM Pool cycles?

FY 2012/2013 Cycle Project?

Yes No

Project name: 36 Prize Riders

If yes, was the project completed?

Yes No

Are the annualized VMT reduction results reported for this project from the *Result Tracking Table* the best available?

Yes No

If no, please provide updated information:

FY 2014/2015 Cycle Project?

Yes No

Project name: US 36 Bus Rapid Transit Education and Incentive Program

Do you believe your project will meet the level of VMT reduction predicted in the original application?

Yes.

Briefly describe progress made on specific implementation tasks:

36 Commuting Solutions is working with RTD staff to educate the public about US 36 BRT through an integrated marketing communications program,. We are also reducing traffic congestion by offering free RTD 10-Ride ticketbooks to US 36 solo drivers during the summer months. Pre and post surveys are being conducted to measure the program effectiveness.

18. Related to Task 1 in Question #6, describe the procedures for how you plan to calculate and compile actual post-project results. (At a minimum, project awardees must conduct a survey, capturing pre- and post-travel habits of project participants to determine results.)

1. Applicants will be required to fill out a registration (survey) to join the program.

FY 2016 and 2017 DRCOG TDM Pool Application Form

2. After 12 months a follow up application will be deployed. These changes in commute choices, distances traveled, number of trips will be used to determine outcome of program such as VMT, SOV and emissions reductions as well as mode choice frequency.
3. One time each month for the duration of the program each instant rideshare location will be monitored to understand patterns and growth of program, to add riders and drivers to the survey database and to offer incentives.
4. Spreadsheets will log whether registrant chose to apply for a regional ten-ride ticket book/transit smartcard and if they went on to register with the My Way to Go program.

FY 2016 and 2017 DRCOG TDM Pool Application Form

D. PROJECT FUNDING REQUEST AND BUDGET

Total federal request must be at least \$80,000 and a maximum of \$300,000. (Note: No more than \$100,000 can be requested for bicycle/pedestrian travelway portion of project.)

1. Budget Overview	2016	2017	Total
A. Enter the CMAQ Federal Funds requested , for each year (tab through columns to generate automated calculations)	\$63,658	\$64,657	\$128,315
B. Required 17.21% Local Match*	\$13,233	\$13,441	\$26,674
C. Total Project Cost (federal plus required local match)	\$76,891	\$78,098	\$154,989

* **How will you make your required local match?** Cash, in-kind, both?

Cash

What percentage of your local match is in-kind? (e.g., 100%, 75%, 25%, 0%)

If you plan to use any in-kind, you must complete an in-kind request form as part of this application.

%

In-kind forms and instructions will be provided at the applicant training.

FY 2016 and 2017 DRCOG TDM Pool Application Form

E. BUDGET DETAILS

Provide a general description and an amount of the expenses you expect to charge to this CMAQ project.

NOTES:

- The table below is a regular Word table (not a locked form). Additional rows may be inserted, if needed.
- **You will need to input and calculate all amounts—this table does not automatically calculate.**
- Reminder: Federal procurement rules must be followed.

Position	Hrly. Rate	# of Hrs.	Total Amt.	(For future use - Do not input in this column)
A. Salaries List each position, hourly rate, and total anticipated hours (<i>over a 2-year period</i>).				
<i>Sample: Administrator</i>	\$50	100	\$5,000	
Planner	\$56.13	600	\$33,678	
Executive Director	\$87.65	80	\$7,012	
Executive Assistant	\$15.38	72	\$1,107	
Communications staff person	\$45.48	400	18,192	
Subtotal			\$59,989	
B. Media Do not list specific media outlets, but provide general descriptions, such as "Fall newspaper campaign".			\$45,000	
Ongoing paid advertising media flights incorporating social media with traditional media.				
C. Incentives				
133 RTD 10-Ride Ticket Books			\$6,000	
100 Transponders			\$1,500	
D. Equipment Specific to implement the project.				
See Consultants				
3 iPads to collect participant data			\$2,000	
E. Production				
Printing, web development, mailings, etc.			\$8,000	
Drop off and pick-up roadway signage along US 36			\$5,000	
F. Consultants List any subcontractors by function rather than name.				
Graphic design for campaign/brand development			\$15,000	
Program Evaluation (Urban Trans)			\$2,500	
G. Costs associated with physical infrastructure or vehicles				
H. Other Please define.				
Stakeholder planning process and materials to promote			\$10,000	

FY 2016 and 2017 DRCOG TDM Pool Application Form

TOTAL	154,989	
(Calculate and enter amount manually - should equal <u>Row C Total</u> in Budget Overview in Section D)		

FY 2016 and 2017 DRCOG TDM Pool Application Form

F. TIMELINE

Complete the timeline below, indicating the months applicable to each task. Your project will begin upon receipt of your contract.

1. The tasks in the timeline should correspond to those identified in **Question 6** (*Project Overview Details*).
2. Copy each task (from **Question 6**) into the blank text box below the task # (see example).
3. Place an "X" in the applicable month(s) to each task.

(place an 'X' in the applicable month)

	Year 1												Year 2													
	(FY2015)			FY2016									FY2017									(FY2018)				
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Task 1 Calculation and Compilation of Project Results	Task 1												Task 1													
Task 2	Task 2												Task 2													
Task 3	Task 3												Task 3													
Task 4	Task 4												Task 4													
Task 5	Task 5												Task 5													
Task 6	Task 6												Task 6													
Task 7	Task 7												Task 7													
Task 8	Task 8												Task 8													



Introducing the **flatiron flyer**



New RTD service begins early 2016

Connecting Denver, Westminster, Broomfield, Boulder and everywhere in-between

The Flatiron Flyer is RTD's new bus rapid transit service that will give riders a more reliable and convenient commute option. Bus riders can park at one of the 4,200 parking spaces at six convenient Park-n-Rides along US 36 and expect a bus every 4–12 minutes, depending on location. Regular, reliable bus service will get you through traffic with the help of express lanes and smart highway design.

Priority transit lanes: 18 miles of express lanes for buses and HOVs

Smart highway design: US 36 will have overhead signs that display real-time highway conditions, allowing the bus to move into the best lane to avoid traffic.

Bus on shoulder: Safe and wide shoulders were built to give the Flatiron Flyer an alternative lane to use to avoid traffic delays.

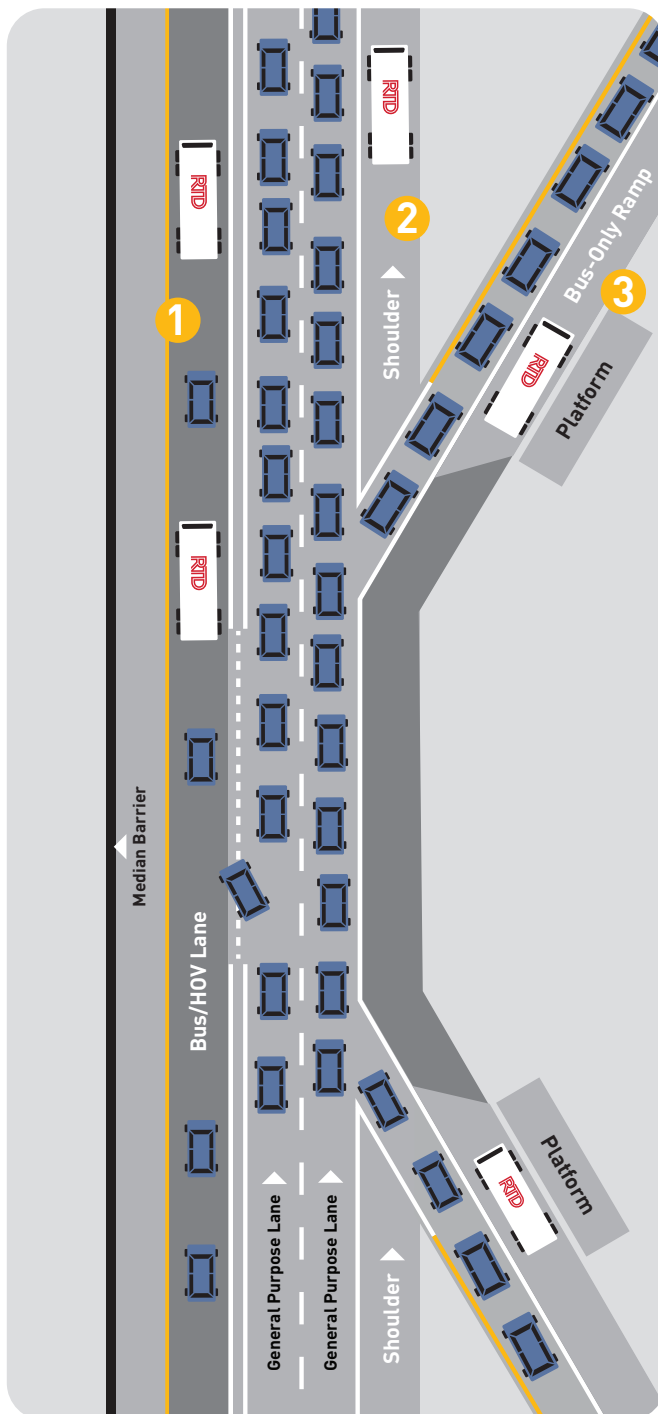
New buses and new stations: You will know when the Flatiron Flyer is pulling into the station by its distinctive design. Additionally, comfortable, new stations with ticket vending machines and electronic information displays will be installed for maximum convenience.



Stay on schedule and get through traffic on the Flatiron Flyer

Coming in 2016, a quicker trip on U.S. 36 with new transit lanes

Bus routes that operate on congested roadways are difficult to keep on schedule unless they have some help. We're changing the commute on U.S. 36 by putting your bus in the priority lane, literally. The Flatiron Flyer will give you more frequent bus service and increased reliability with a few helpful changes.



1 Express lanes for a faster trip

The Flatiron Flyer will travel on 18 miles of express lanes between Denver and Boulder. The new express lanes are the result of collaboration between CDOT and RTD and will accommodate HOV 3+ and RTD buses. By keeping the bus out of the general traffic lanes, the Flatiron Flyer will avoid traffic delays and travel more quickly. **Express lanes will result in fast, reliable, and more predictable bus service.**

2 Using the shoulder to avoid delays

The Flatiron Flyer can get around traffic jams by using the shoulder, too. Bus on shoulder is new to Colorado, but is a tried-and-true transit solution. CDOT and RTD collaborated to ensure that the new highway included shoulders built to accommodate the weight and width of buses. **A safe and wide shoulder gives buses an alternative lane to use to avoid traffic delays.**

3 Bus-only exit ramps

Beginning in 2010, bus-only ramps were constructed. These ramps help buses avoid long traffic delays at exit ramps and on ramps. **With bus-only ramps, RTD can get you on and off the highway more quickly.**

Flatiron Flyer

Connecting Denver, Westminster, Broomfield, Boulder and everywhere in-between

The Flatiron Flyer is a new rapid transit service scheduled to launch in early 2016 that will provide reliable, predictable, and comfortable bus service between Denver and Boulder. It's an efficient, quick, and environmentally friendly commute option.

How it works

- Route** The Flatiron Flyer will travel 18 miles between downtown Denver and Boulder, with varying levels of service at six Park-n-Rides along U.S. 36.
- Rapid transit** The Flatiron Flyer will travel in the new express lanes and will also be able to travel on the shoulder to bypass slow-moving traffic, resulting in a quicker trip.
- Frequency** During peak hours, riders can expect a bus every 4–12 minutes and every 15–29 minutes during off-peak hours.
- Stations** The Flatiron Flyer will have enhanced, updated stations at the Park-n-Rides with large, modern shelters, digital bus arrival/departure displays, and self-service ticket vending machines.

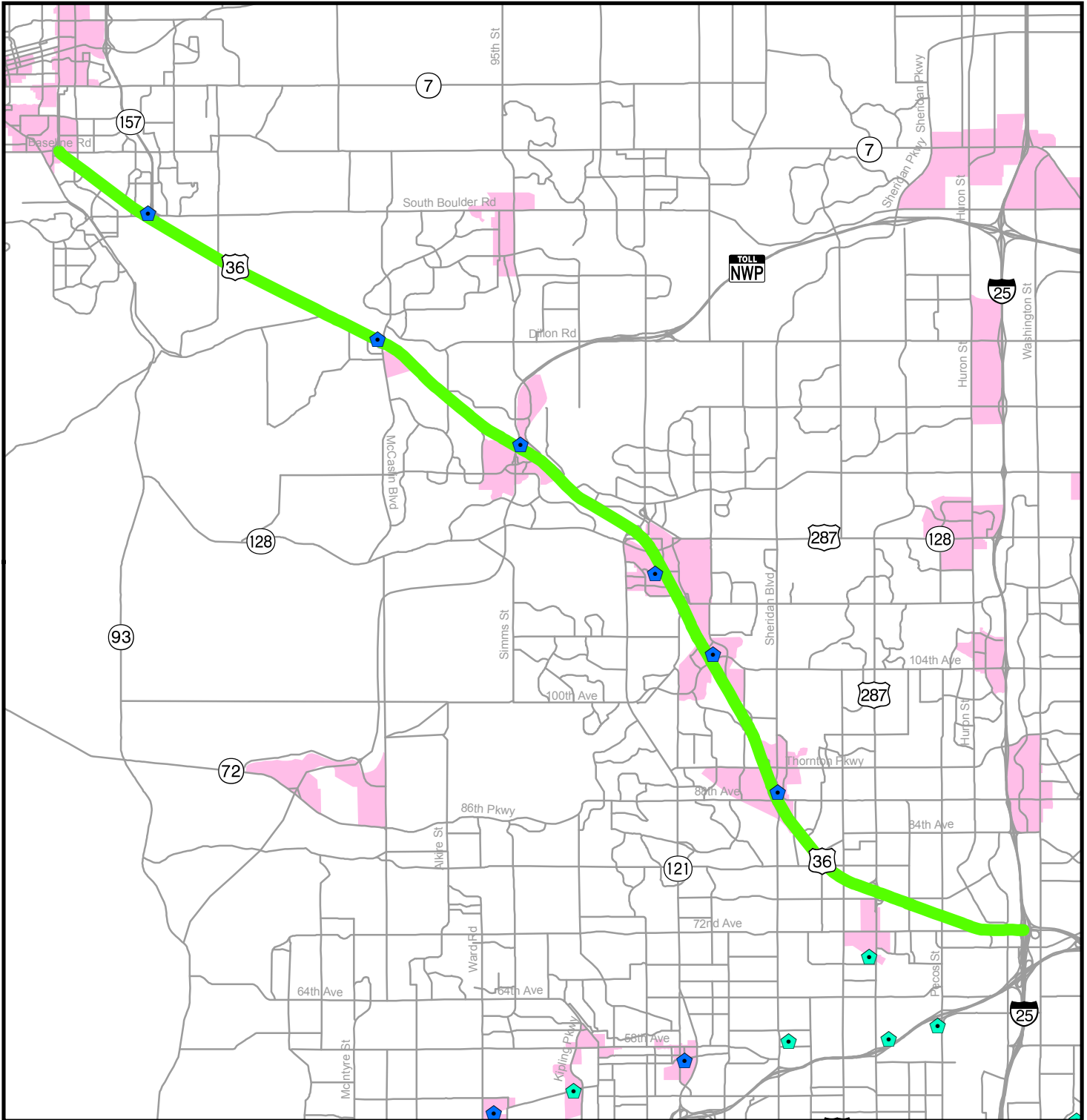
About the vehicles

- Vehicle** 45' MCI D4500 commuter coaches
- Fuel type** Ultra low-sulfur clean diesel
- Luggage compartments** Approximately 750 cubic feet of storage space
- Seating** 57 seats
- Wheelchair accessible** Equipped with a wheelchair lift and two wheelchair securement spaces
- Bike storage** Can carry up to 8 bikes



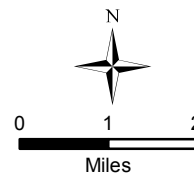


36 Commuting Solutions Projects #6 & #7



LEGEND

- Project Location
- Urban Center Area
- Rapid Transit (Current)
- Rapid Transit (Future)



SOURCE DATA:
Enter all data sources here, included base map information

This data is intended for informational purposes only. DRCOG provides this information on an "as is" basis and makes no guarantee, representation or warranty, either express or implied, that the data will be error free. DRCOG further makes no guarantee, representations or warranties, either express or implied, as to the completeness, accuracy or correctness of the data, or as to merchantability or fitness of the data for a particular use or purpose. DRCOG is not responsible to any user for any costs, expenses, liabilities or damages arising from inconsistencies in its data or from any use of the information.

Projection: State Plane Colorado Central, NAD 83 (feet)