

# TDM Pool Projects - Results Tracking Table

2012-2013 TDM Pool				Annual VMT Reduction	
Project	Project Sponsor	Description	Predicted in Application	Reported Results	
US 36 Transit Incentive Program	36 Commuting Solutions	Transit passes to residents (10 ticket); transit incentive (targets employers)	1,005,869	381,548	
Marketing campaign	B-Cycle (Denver)	Year round marketing campaign, coordination with eGo Carshare	449,114	63,445	
Denver Special Event Bike Parking	Bike Denver	Bike parking service and facilities at special events	287,086	<i>no evaluation provided</i>	
Nederland Monthly Transit Pass Program	Boulder County	Subsidized community-wide transit pass to Neder. residents during ozone season; \$100 reimbursable credit for xpress fare passes	1,176,230	1,245,420	
Diagonal Highway Vehicle Trip Reduction Program	Boulder County	Education and marketing program; promote eco pass, DRCOG services, final mile, bicycling, transit	544,000	457,492	
Community Investment Program	Boulder Transportation Connections (TMO)	Incentive program to use alt. modes; points earned for community investments; \$ for B-cycle station	2,370,000	1,213,500	
Employee Bike Ambassadors	Community Cycles (Boulder)	Work with employers/ees in Boulder to increase bicycling; workshops (how to, maint), tune ups, incentives	856,960	185,955	
Million Mile Challenge	Denver South EDP (TMA)	Subsidize portion of monthly RTD passes; Marketing campaign; ozone season, non-pass holders, cap at 3 month per person	774,000	624,958	
Vehicle Purchase and Marketing Program	eGo-Carshare	15 new vehicles adjacent to B-cycle and transit (Boulder & Denver)	1,740,726	2,605,400	
Northwest Denver Community-based Social Marketing VMT Reduction Program	Groundwork Denver	Community social marketing program; hands-on activities; workshops, clinics, etc.	1,222,500	1,120,000	
NATA Transportation Management Organization (TMO) Start Up	NATA (Thornton)	New TMO	398,775	441,000	
Every Trip Counts	RAQC (Wadsworth Corridor)	Program to reduce VMT/trips along Wadsworth Corridor; individualized and workplace marketing	1,544,255	1,076,990	
Region-wide Marketing of RTD FlexPass Program	RTD	Promotion/marketing of transit passes (Flex Pass)	5,613,750	750,000	
Building an Active Stapleton	Stapleton Area TMA	Try Transit Campaign: 1-month transit passes to 1-25 employees	187,760	1,370,000	
Parker/Leetsdale Corridor Campaign	Transportation Solutions (TMO)	Residential outreach: active transportation	862,826	1,100,000	
2014-2015 TDM Pool				Annual VMT Reduction	
Project	Project Sponsor	Description	Predicted in Application	Reported Results	
US 36 Bus Rapid Transit (BRT) and Transit Incentive Program	36 Commuting Solutions	Program will capitalize on the 2015 implementation of US 36 BRT through implementation of research, marketing and communications, transit incentives, and measurement of program	997,500		
Ride On Auraria	Bike Denver	Marketing and education campaign that will increase bicycling and multi-modal trips among Auraria Campus populations in Denver.	1,474,339		
Boulder B-Cycle's first-, final mile bike sharing campaign	Boulder Bike Sharing	Multimedia marketing & membership campaign focused on relieving commuter congestion into and out of the city of Boulder by encouraging commuters to replace SOV use through increased opportunities to use public transit by providing a last and final mile solution through bike sharing.	936,000		
Trip Tracker Expansion Program for Boulder Valley & St. Vrain Valley School Districts (FHWA Pilot Projects)	Boulder County	Project will expand the Trip Tracker multimodal transportation encouragement and reward program to 15-20 additional elementary and middle schools in Boulder County with an emphasis on low-income families.	1,787,260		
Bus-Bike Shelters/Bikestation: Promotion and Services (Boulder)	Community Cycles (Boulder)	Project will maximize use of Boulder's new bike shelter and Bike Station through a public outreach and promotional campaign to generate awareness, interest, and action by commuters, so that they complete an application for an access key and avail themselves of the routine bike maintenance for users parked at the 14th & Walnut Bike	2,216,188		
Affordable Housing Multi-modal Toolkit (Boulder and Denver)	eGo Carshare	Project will create a "Multi-modal Toolkit" for current SOV residents in select affordable and mixed-income neighborhoods	1,248,478		
Denver's West Line SOV and VMT Reduction Program	Groundwork Denver	Project will take advantage of the recently launched W light rail line, utilizing community-based social marketing and individualized marketing to reduce SOV travel for both commute and non-commute trips.	1,786,608		
Every Trip Counts - Jefferson County	RAQC	Program provides incentives to participants who commit to reduce a minimum of 2 vehicle trips per week during the summer ozone months. Participants used a trip tracking tool, to track their trips and receive information about pollutants reduced through the elimination of vehicle trips.	3,694,067		
North I-25 Managed Lanes Alternative Transportation Options (ALTO) Program	Smart Commute Metro North TMO	Program implements TDM components that will encourage drivers to try alternative commute options, reducing congestion during the construction of the N I-25 Managed Lanes, and improving the overall safety of the corridor.	798,000		
Northeast Connect (Denver)	Stapleton Foundation (TMO)	Project will educate NE Denver residents about the community transportation, shopping and entertainment options they have available to them through the use of hands-on events that encourage people to explore their neighborhoods, to connect to nearby neighborhoods and increase their use of alternative travel options.	581,664		
Personalized Travel Planning Project (South Denver Rail Stations)	Transportation Solutions	This project will implement an innovative Personalized Travel Plan (PTP) approach within a one-mile radius of two light rail stations in Transportation Solutions' service area.	1,484,684		