

EXPANDING COMMUTING OPTIONS TO DENVER INTERNATIONAL AIRPORT (DEN)



THE PROJECT TEAM



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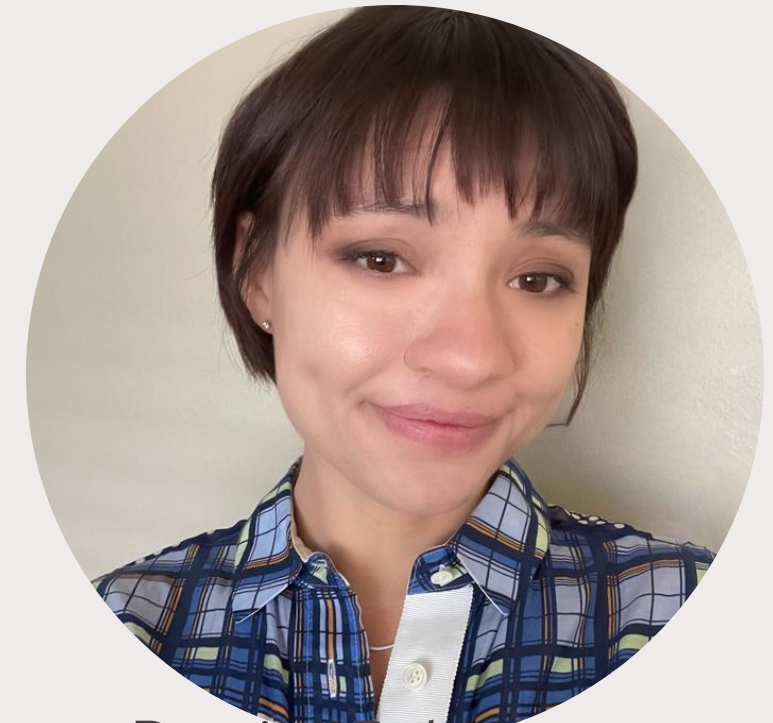
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Allie McGahee



Ethan Greene



Destiny Robertson

TODAY'S TRIP

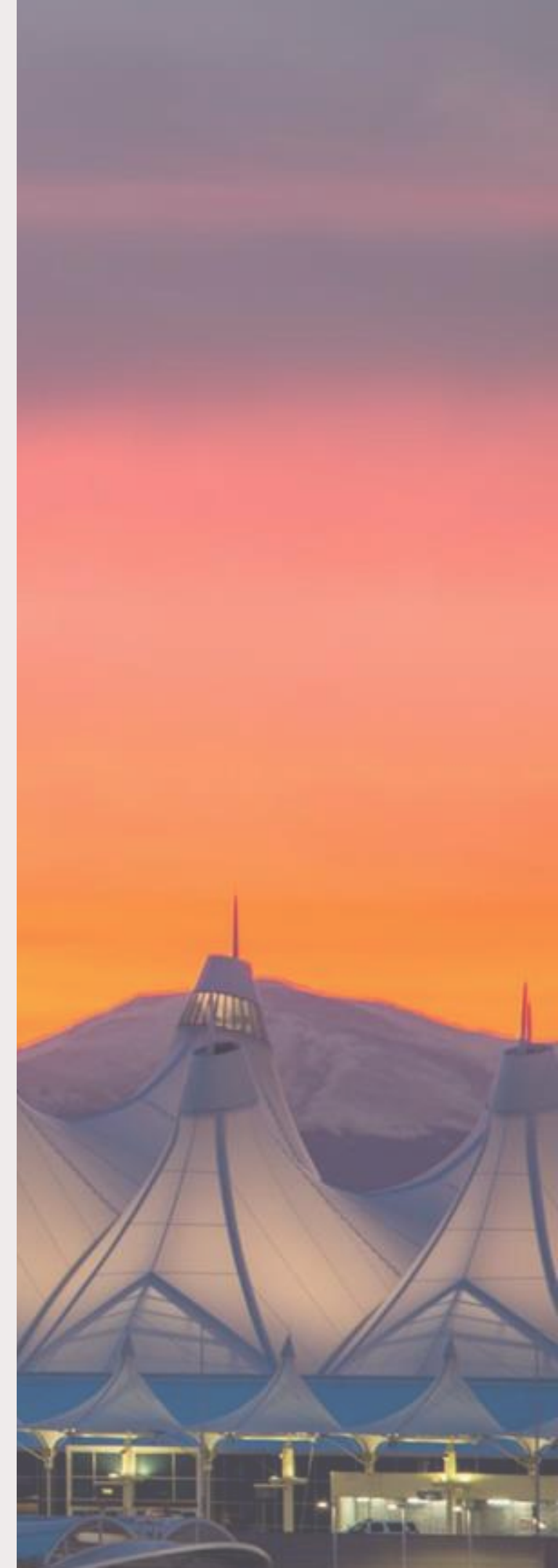
Introduction: The Current Commute

Intervention Buckets

Short-Term Interventions

Long-Term Interventions

The New Commute



INTRODUCTION TO THE CURRENT COMMUTE

WHAT IS THE CURRENT COMMUTE?

To understand the current commute of DEN employees, the Market Identification studied the **2022 Annual Peña Utilization Report**, to determine what times of days are the busiest (peak), a **Staff Survey**, to determine when different cohorts of employees are commuting, and **Census Data**, to understand where there are critical transportation/commute corridors.

Peña Utilization Report Peak Travel Times

Overall peak travel times:

- **Eastbound** peak travel time from 7AM - 3PM (Arriving at DEN)
- **Westbound** peak travel time from 4AM - 12PM (Departing from DEN)



Image Source: The Denver Post

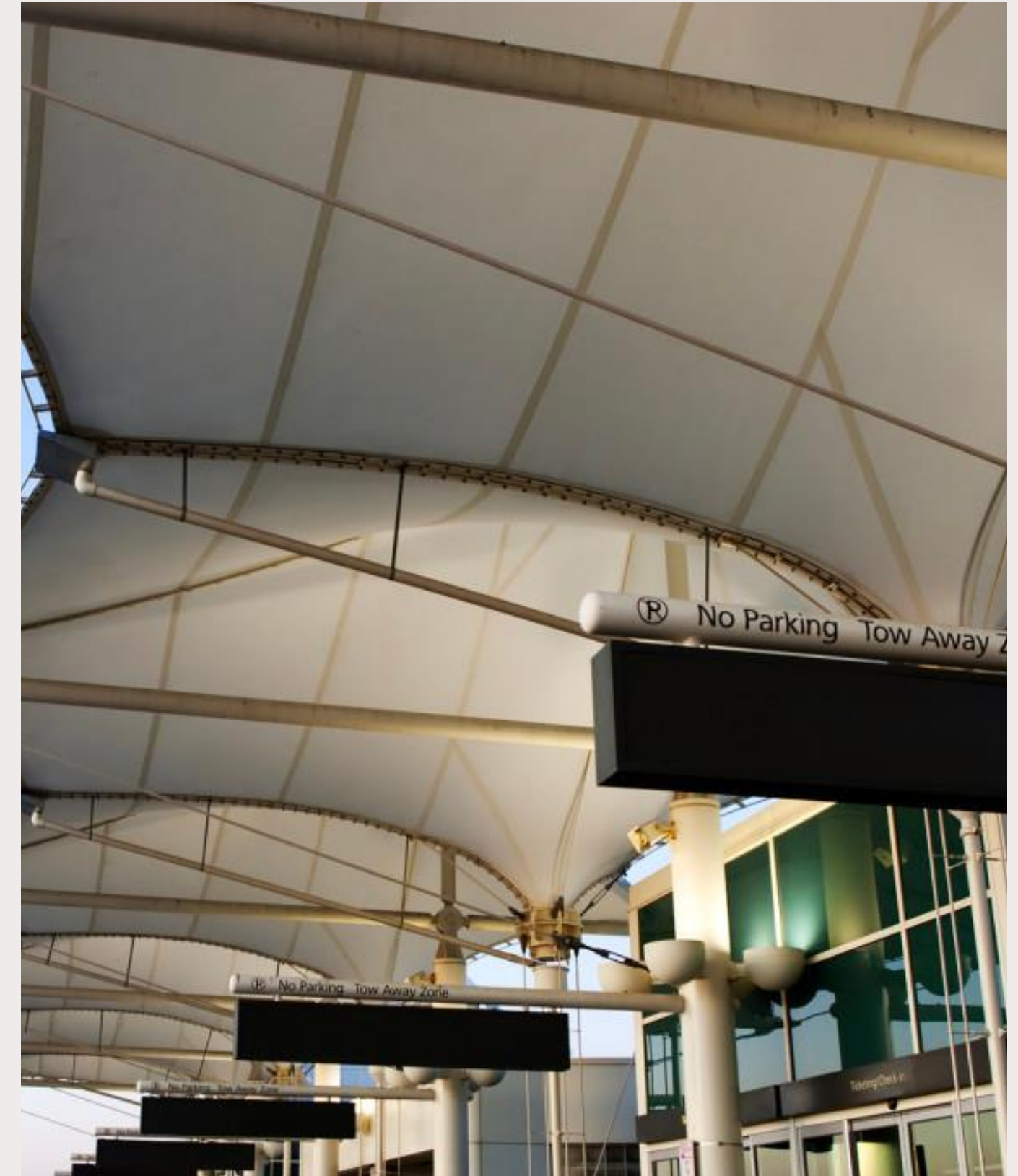
COMMUTING COHORTS

Staff Survey Commuting Cohorts

Peak Eastbound Commuter: Arriving at DEN between 7am-3pm

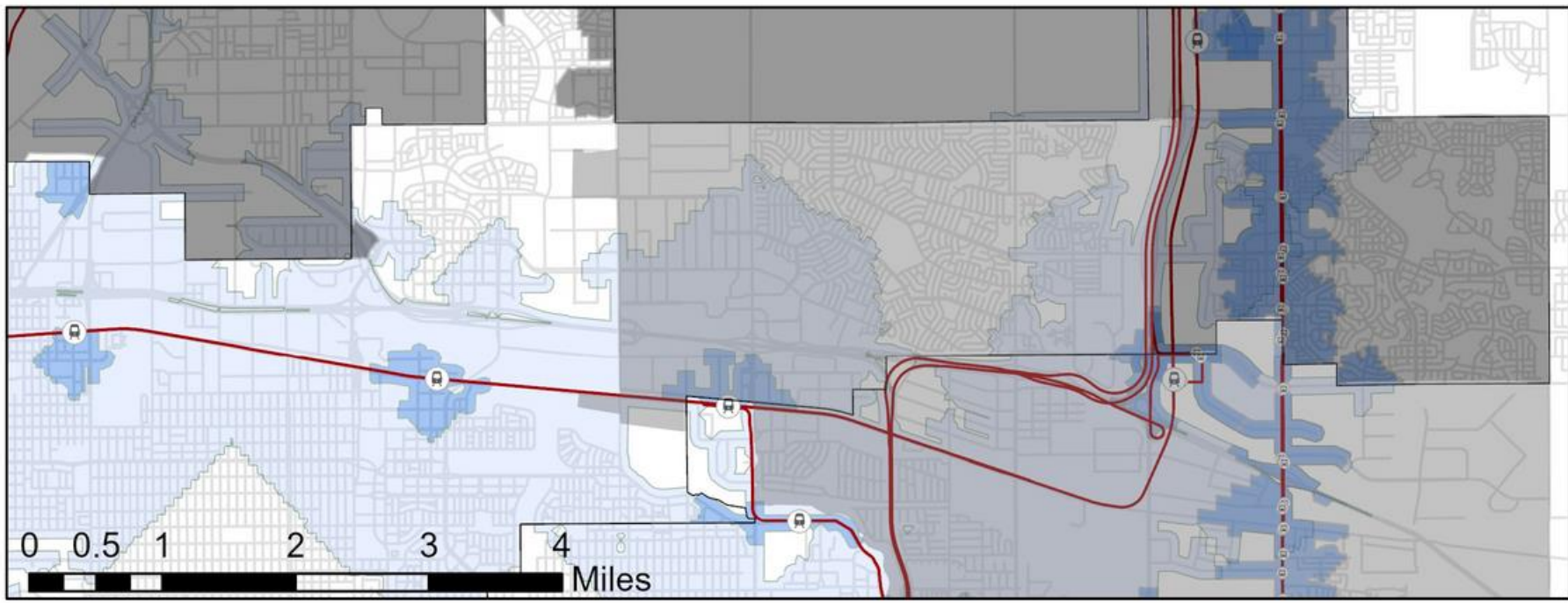
Peak Westbound Commuter: Departing DEN between 4am-12pm

Non-Peak Commuters: All other survey respondents












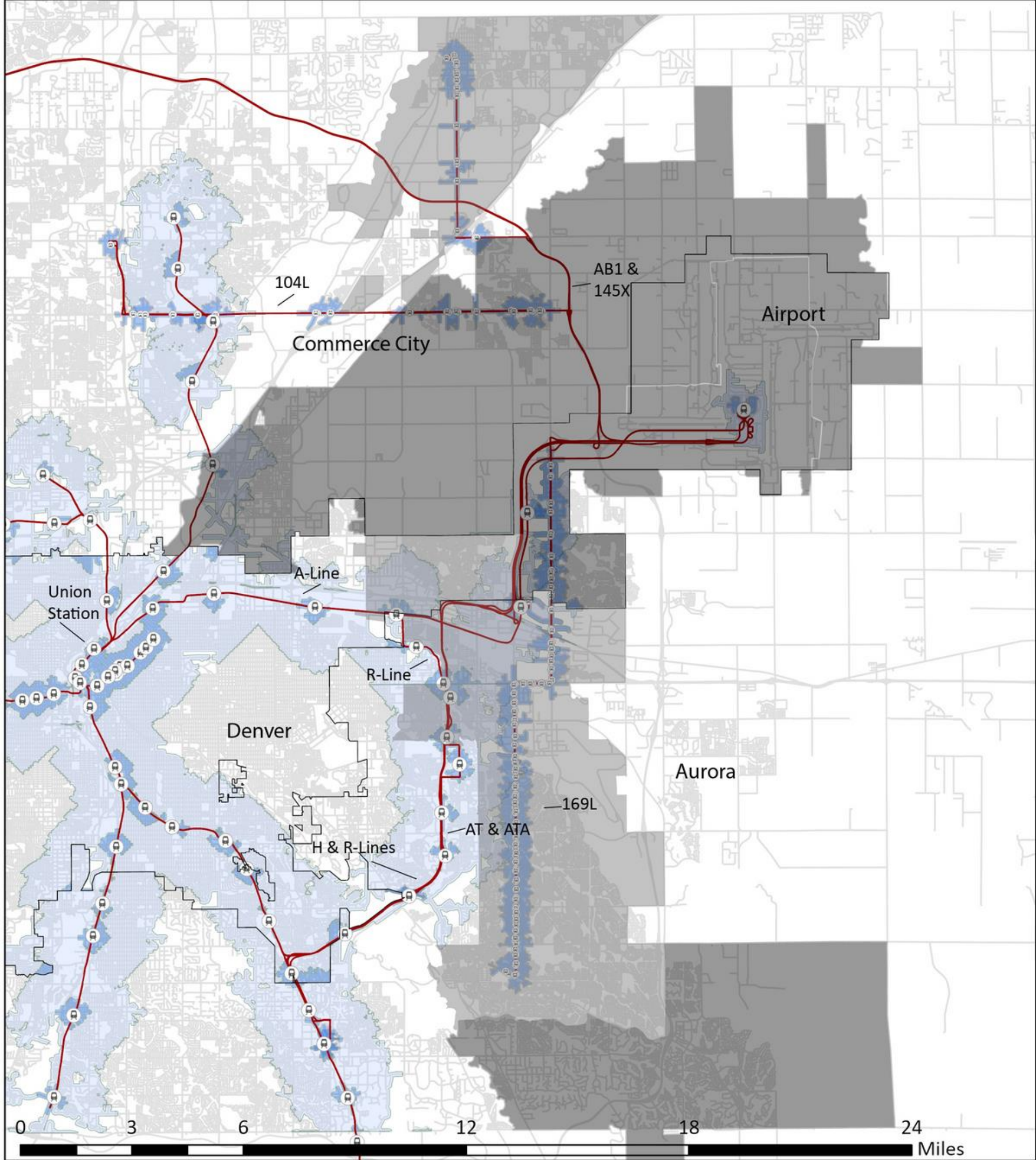
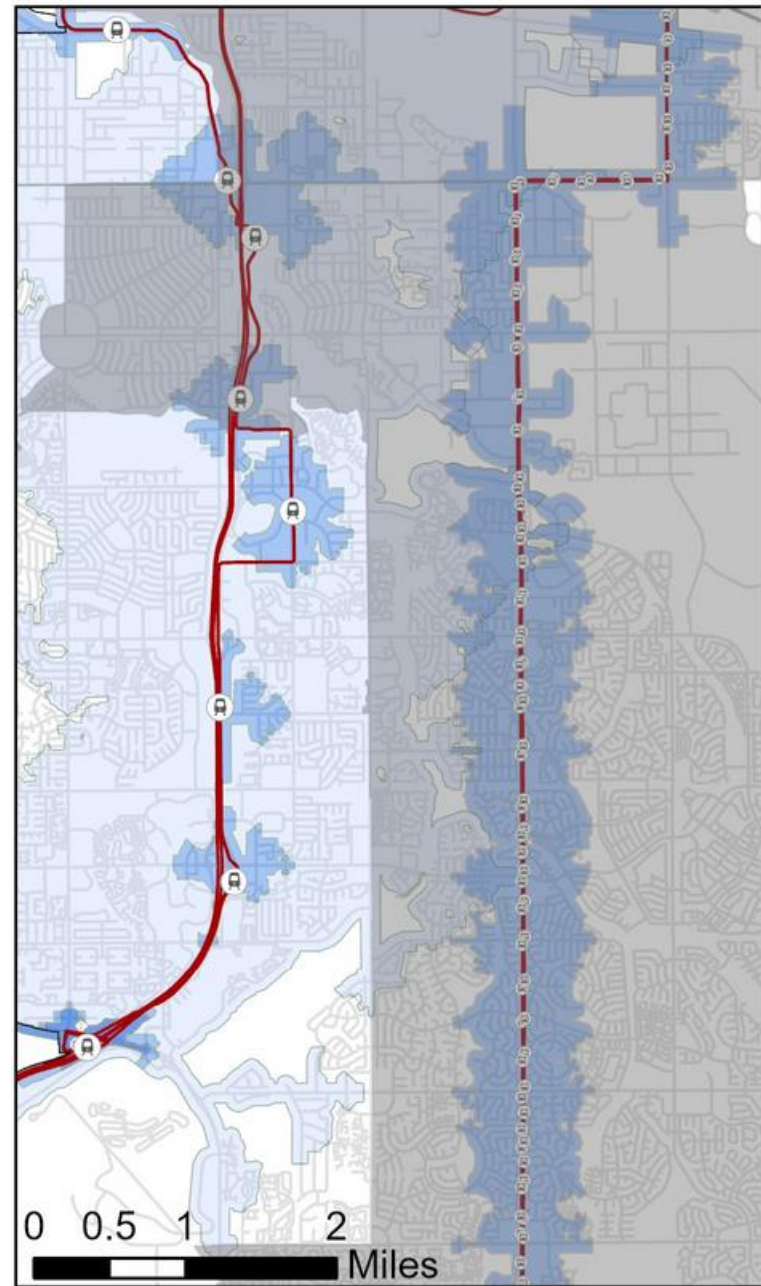
COMMUTING COHORTS

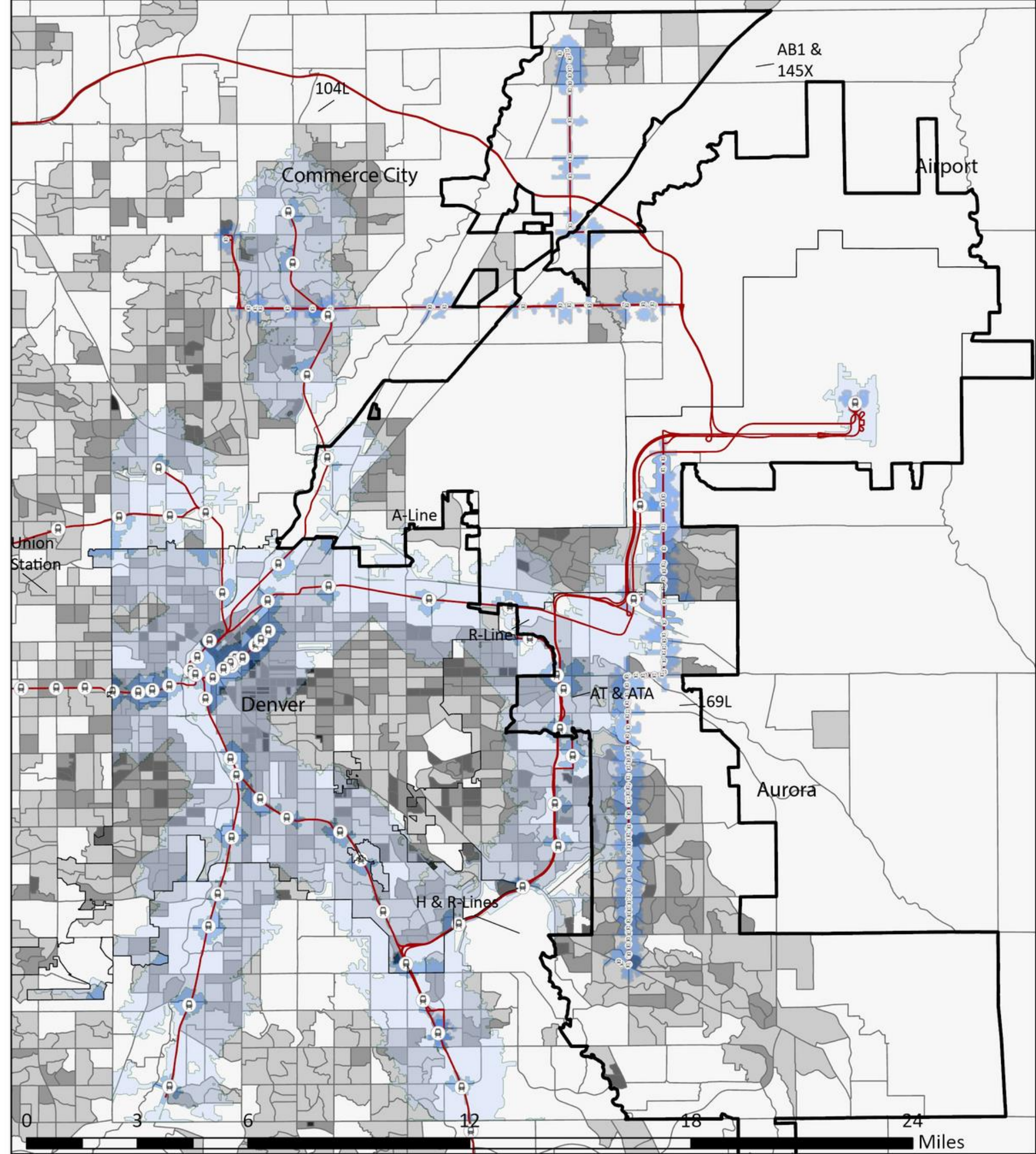
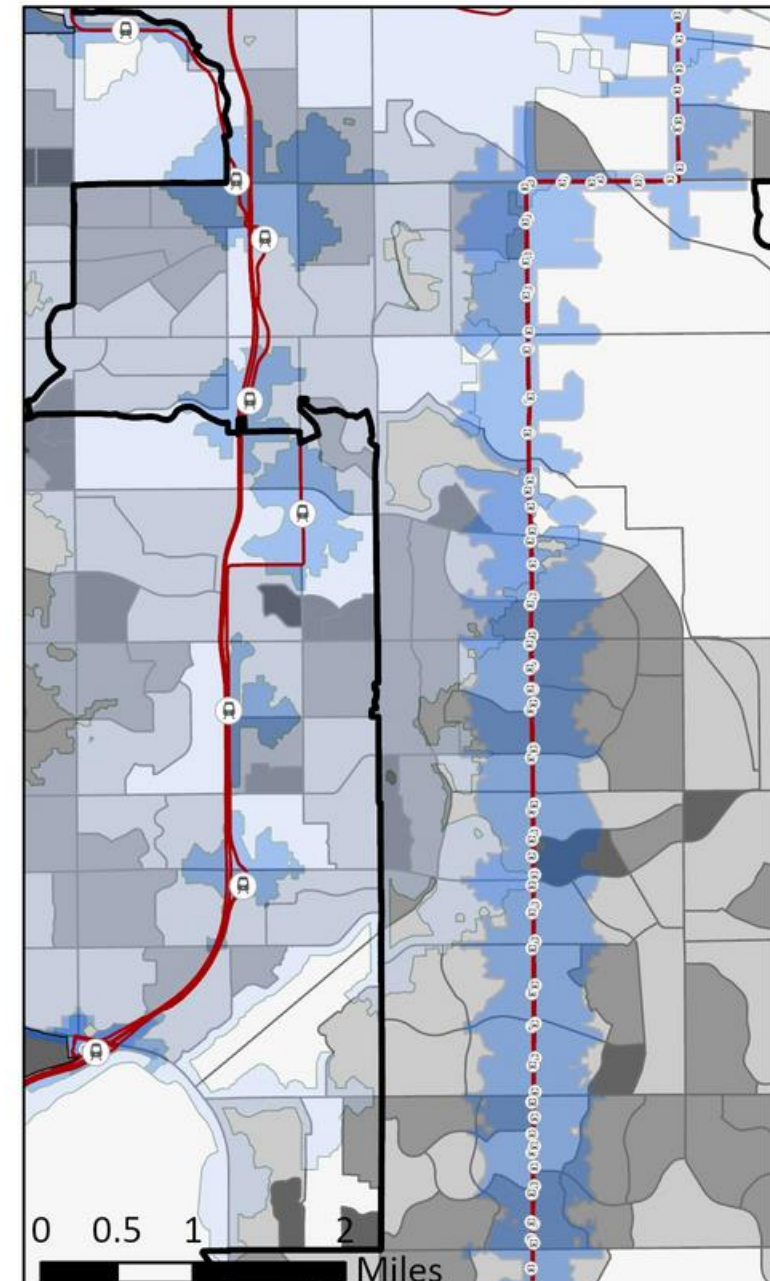
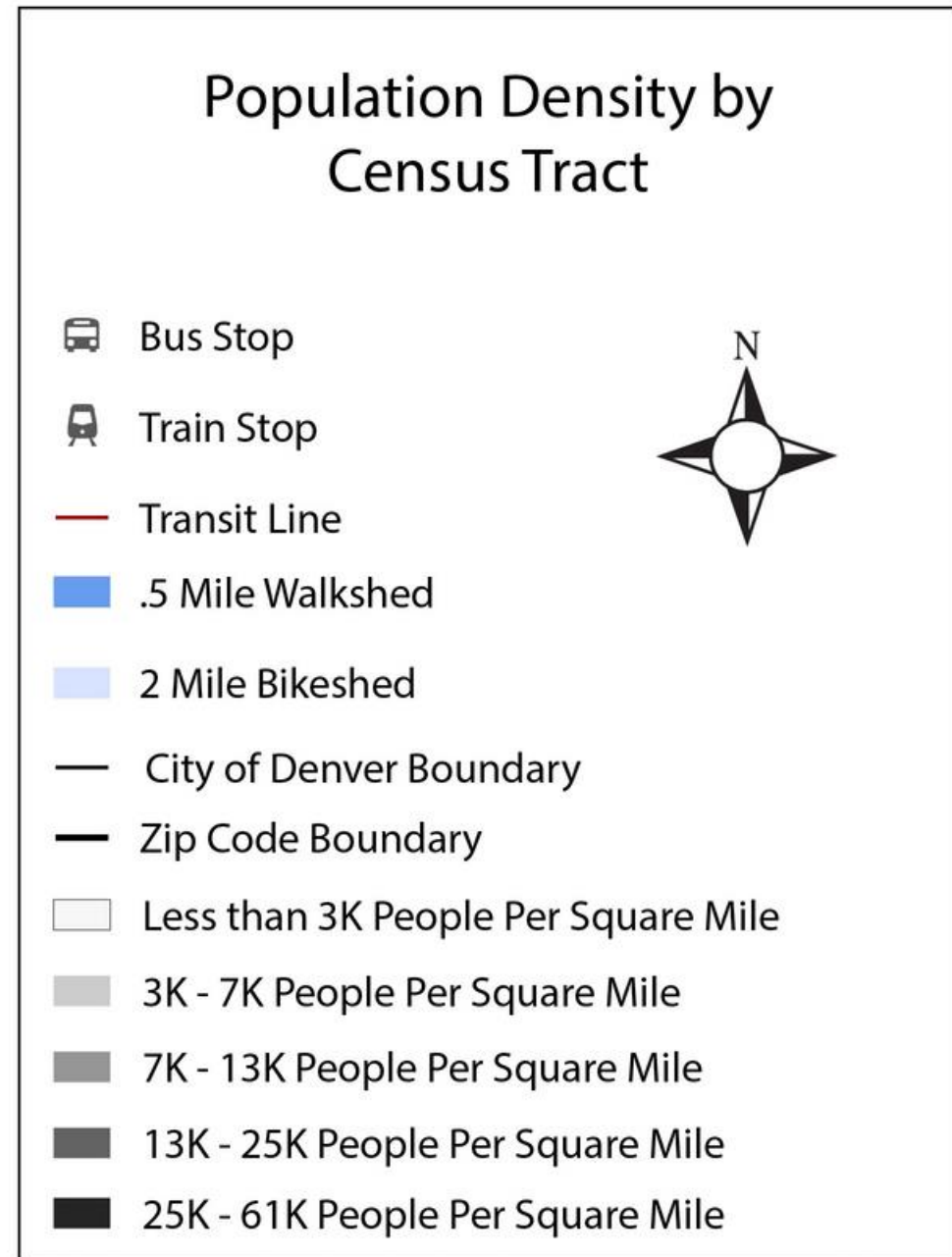
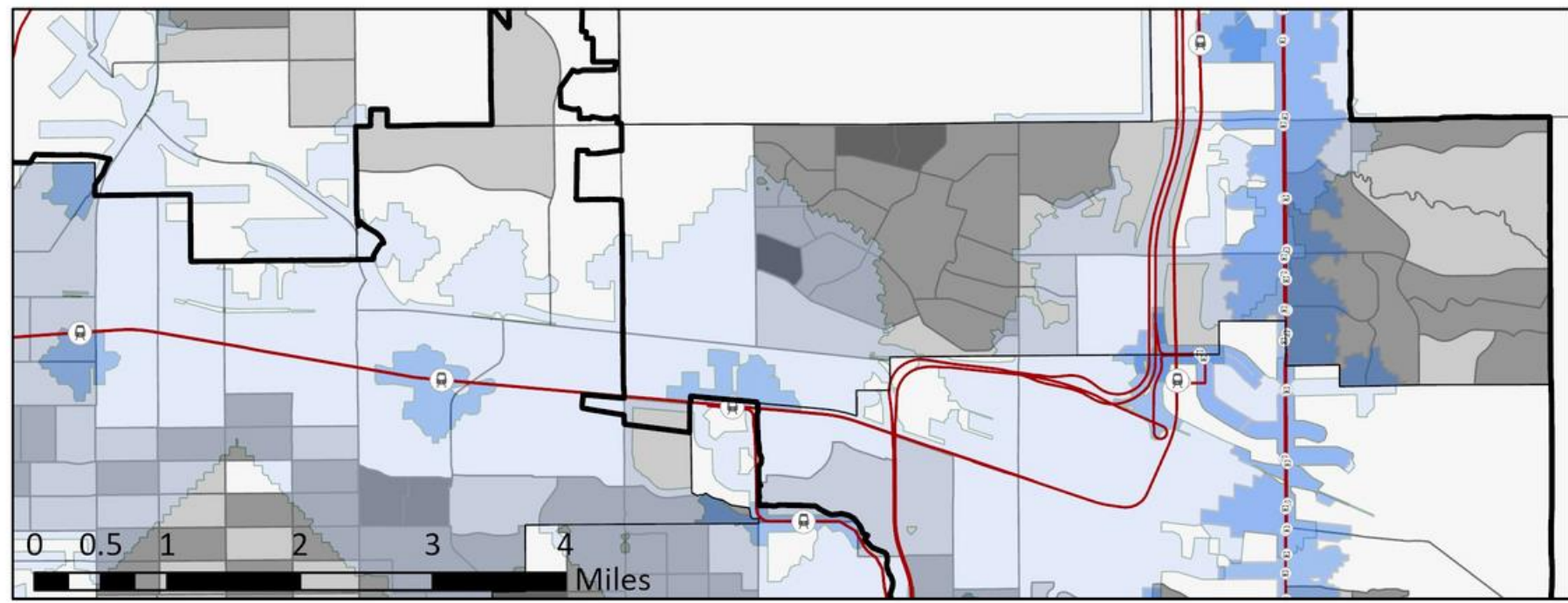
Cohort	Peak Eastbound Commuter	Peak Westbound Commuter	Non-Peak Commuters
Primarily Drive Alone	76%	74%	76%
Employers	CCD	United/Frontier	United/Frontier
SOV Next-Most Common Mode	Other, Train, Carpool	Other, Dropped Off, Train	Other, Carpool, Train
Parking	Employer-Provided Parking	Pay for Parking/Free Lot	Free Parking Lot
Wage	Salary	Hourly	Hourly
Income	>= \$75,000	<= \$35,000	\$50,000-\$75,000
Overtime	Less Likely	Less Likely	More likely
Eco-Pass Possession	More Likely	Less Likely	Less Likely
Likelihood to Use Transit If Cheaper	More likely	More likely	Less Likely
Reason for Commute Mode	Fastest option, most reliable option, can run errands	Less stressful option, safer option	Only option available, easier to work overtime

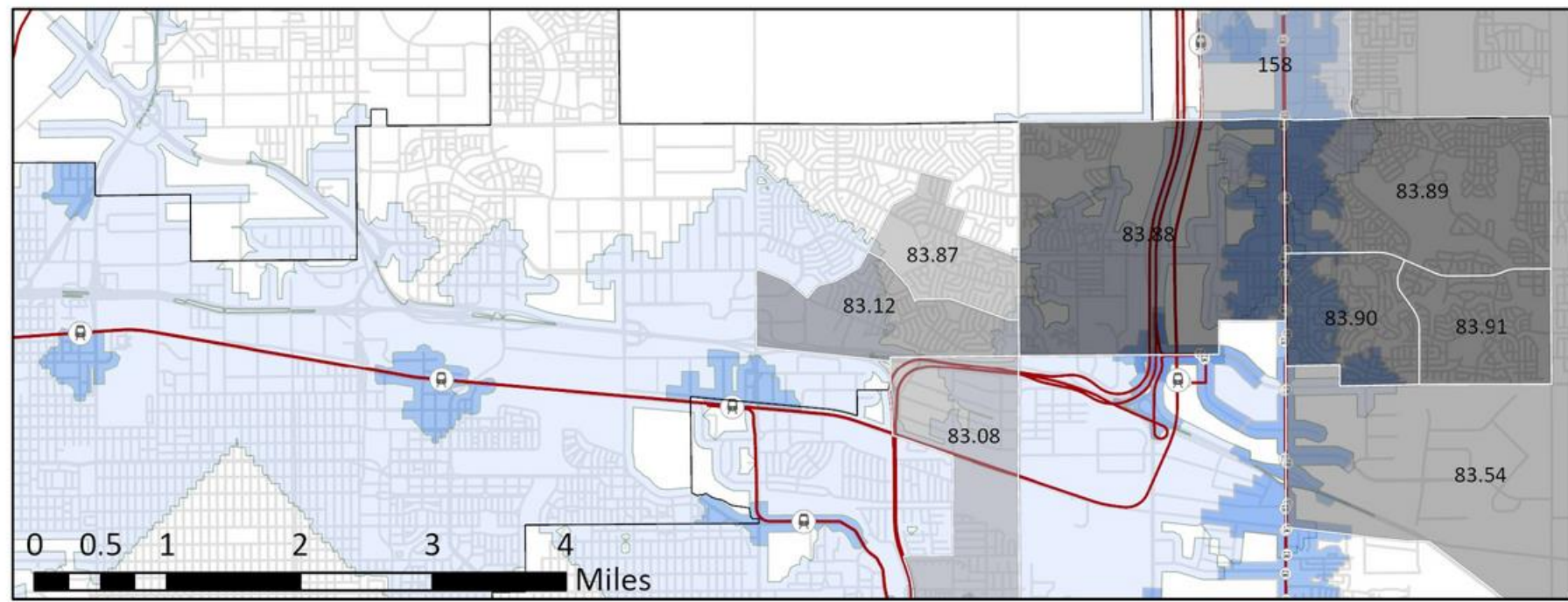


Top Origin Zip Codes (more than 50 Survey Respondents) For DEN Employees

-  Bus Stop
-  Train Stop
-  Transit Line
-  Street Network
-  .5 Mile Walkshed
-  2 Mile Bikeshed
-  City of Denver Boundary
-  Zip Codes 50 - 69 Respondents
-  Zip Codes 70 - 140 Respondents

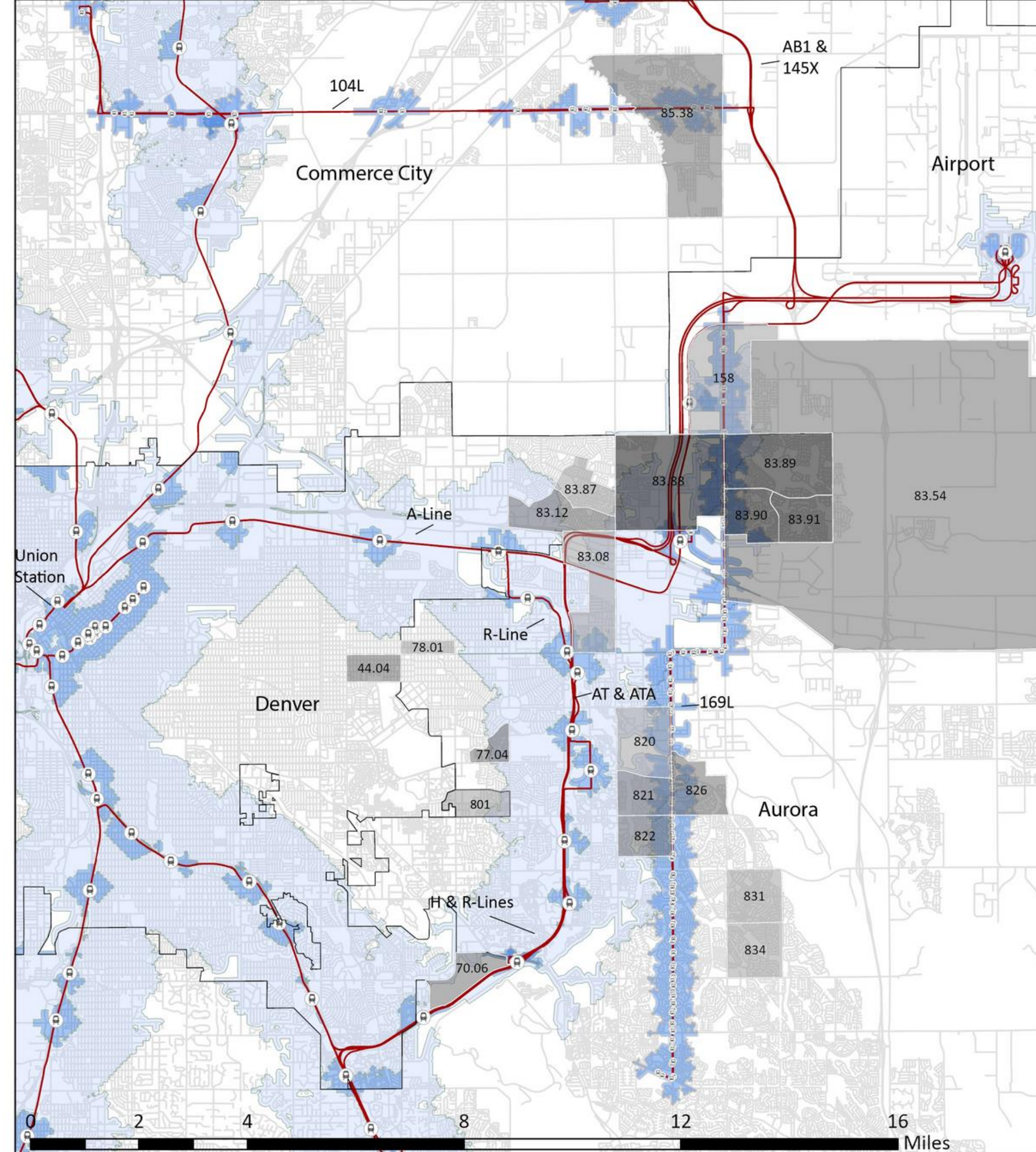
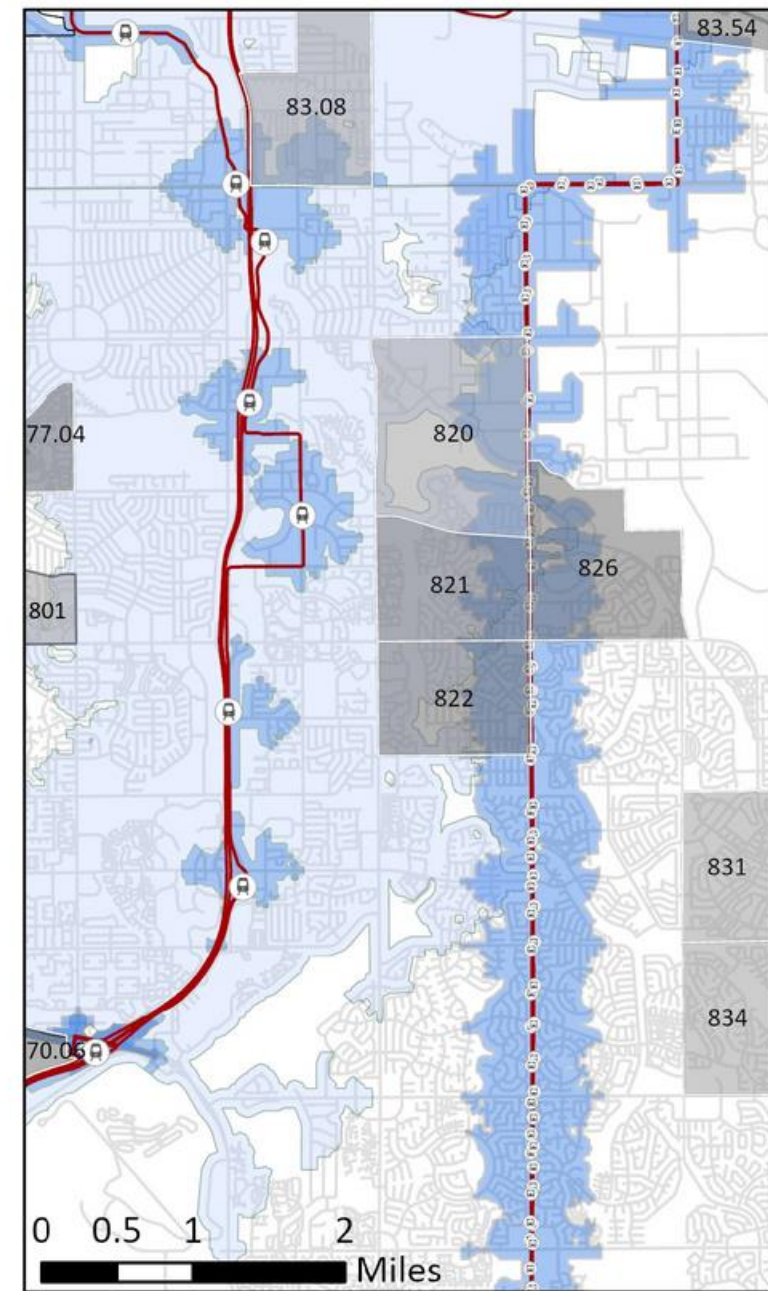






Origin Census Tracts With 70 or More DEN Employees

- Bus Stop
- Train Stop
- Transit Line
- Street Network
- .5 Mile Walkshed
- 2 Mile Bikeshed
- City of Denver Boundary
- Census Tracts 70 - 89 Employees
- Census Tracts 90 - 199 Employees
- Census Tracts 200 - 315 Employees



Projection: Nad 1983 UTM 13N; Scale: 1:100,000 & 1:150,000; Author: Ethan Greene; Date: November, 2023
 Data from: DRCGO, City and County of Denver, Arapahoe County, Adams County, RTD, Boulder County, City of Aurora, US Census, City and County of Broomfield

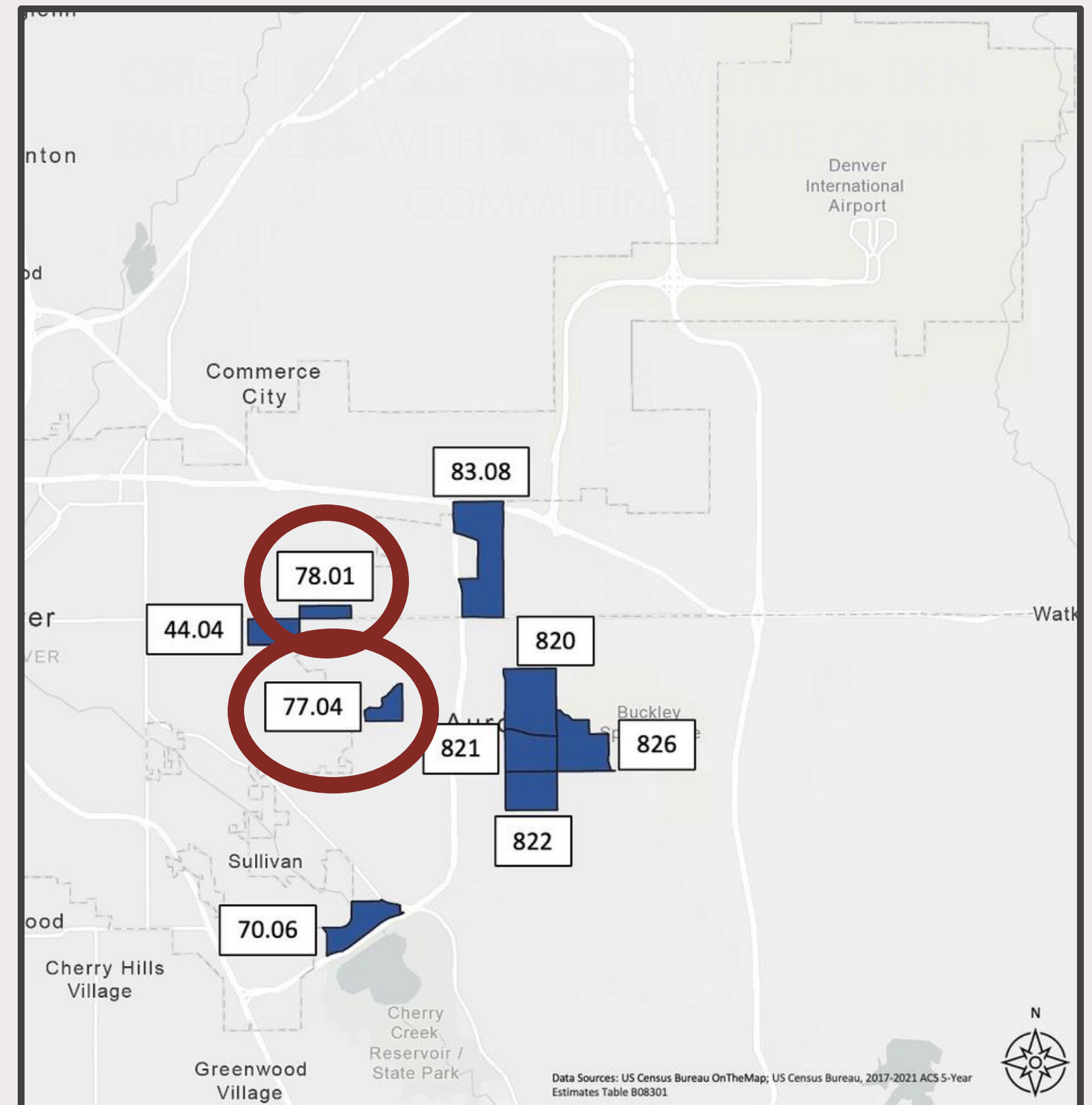
CENSUS DATA

MEANS OF TRANSPORTATION TO WORK

2%, 2%, and 4% of residents who commute to work in Adams, Arapahoe, and Denver counties respectively, stated they took the bus to work.

In Census Tract 78.01 in Adams County, 14% of their workers reported taking the bus to work, which is seven times the county's rate.

In Arapahoe County, 10% of the workers in Census Tract 77.04 take the bus to work, eight percentage points higher than Arapahoe County as a whole.

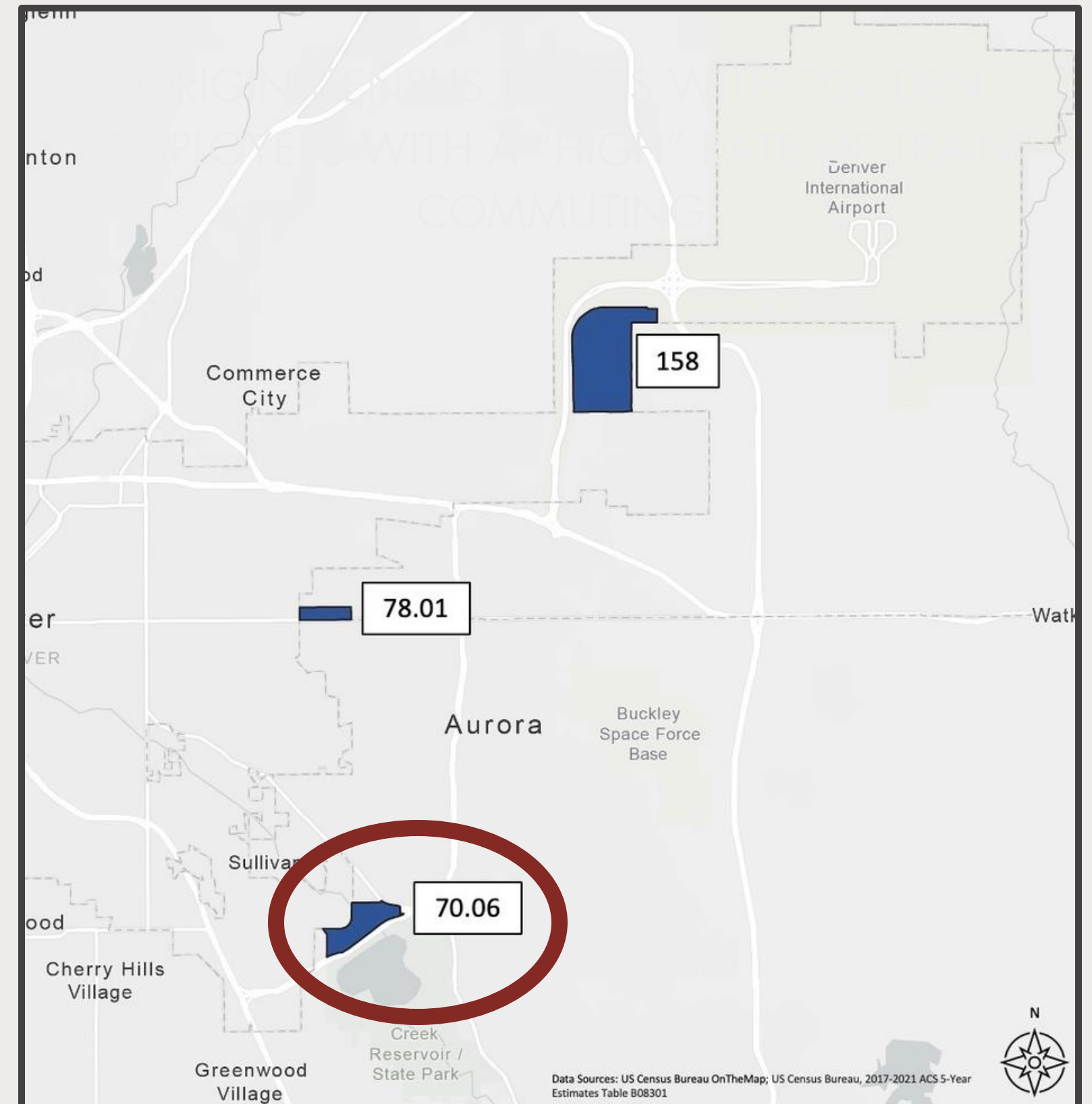


CENSUS DATA

MEANS OF TRANSPORTATION TO WORK

1%, 1%, and 2% of commuting workers in Adams, Arapahoe, and Denver counties respectively, stated they took a train to work.

One standout was **Census Tract 70.06 in Denver** with a reported **14%** of workers taking the train to work, twelve percentage points higher than all of Denver.

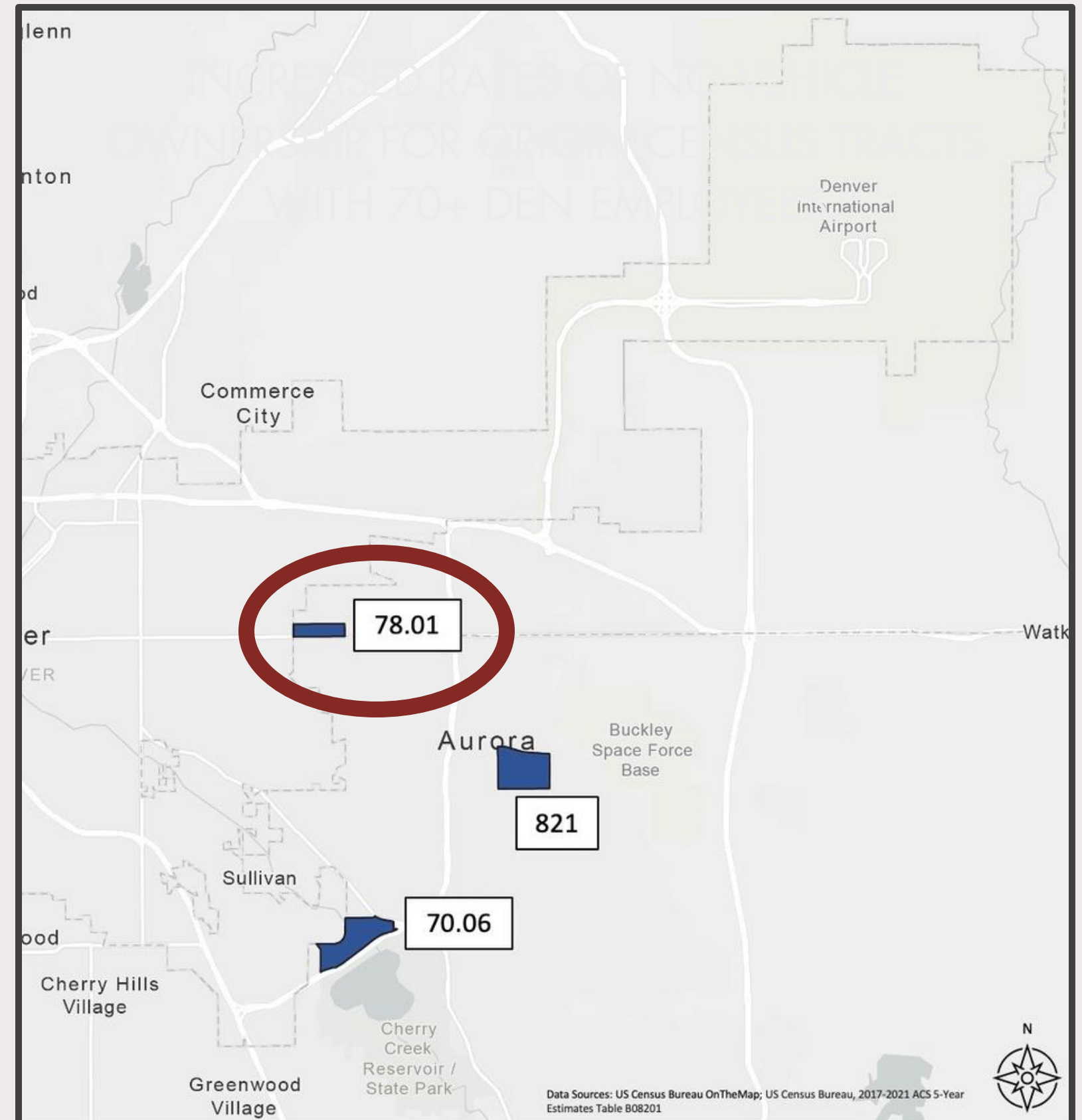


CENSUS DATA

NUMBER OF VEHICLES AVAILABLE IN HOUSEHOLDS

In Adams, Arapahoe, and Denver counties, 4%, 5%, and 10% of households respectively, do not have access to a vehicle.

Census Tract 78.01 in Adams County was the biggest outlier with **39% of households reporting they did not have a vehicle** available to them.



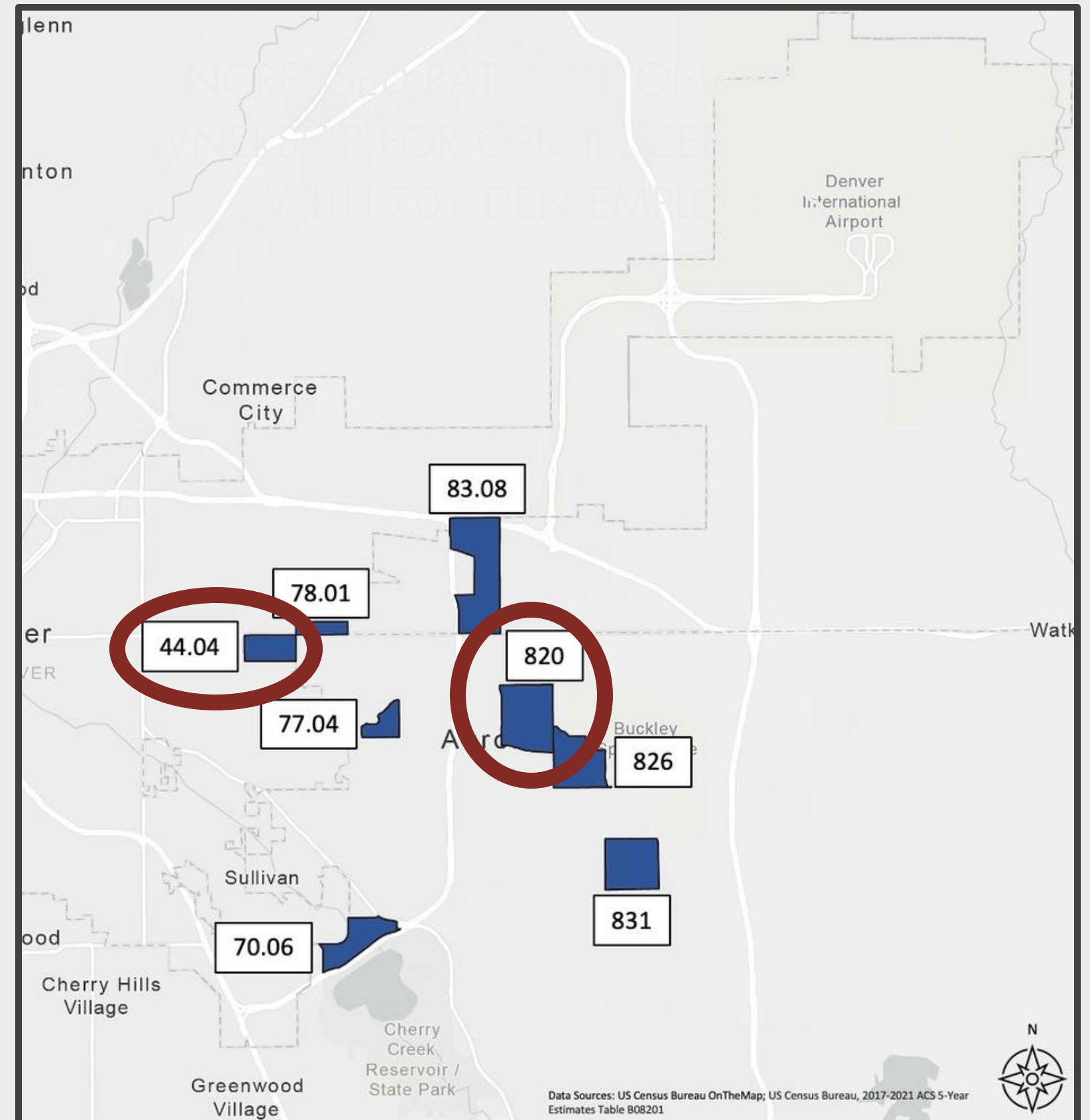
CENSUS DATA

NUMBER OF VEHICLES AVAILABLE IN HOUSEHOLDS

In Adams, Arapahoe, and Denver counties, 26%, 31%, and 41% of households respectively, have access to one vehicle. Households with only one vehicle available can represent the group that needs alternative transportation options, especially if the household has two workers who must commute to work.

Census Tract **820 in Arapahoe County had 58% of households with access to one vehicle**, twenty-seven percentage points higher than the county overall.

Denver's Census Tract **44.04 reported 56% of households with one vehicle available**, fifteen percentage points higher than the county.

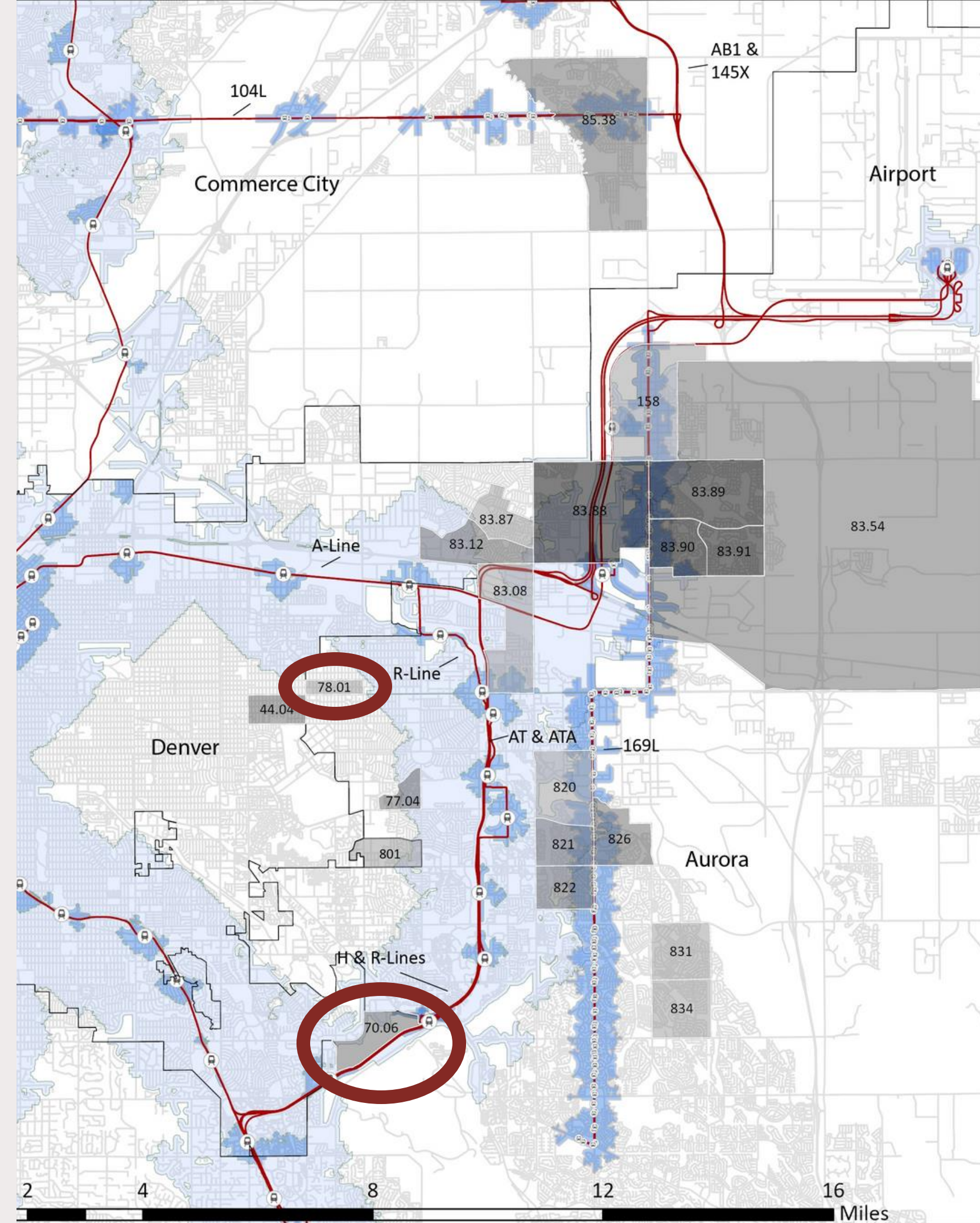


LIKELINESS TO MODAL SHIFT

Two census tracts met the criteria for all four groups we evaluated. Census Tract 70.06 (Denver County) and Census Tract 78.01 (Adams County) have higher percent totals of:

- workers that took the bus or the train to work
- households with access to one or no vehicles than their respective counties.

These two census tracts present the ripest **opportunity for modes beyond vehicles for DEN employees.**



THE CURRENT COMMUTE ACCORDING TO...

The Current Commute According To...

Belinda



Rob



Theo



The Current Commute According To...

Belinda



Rob



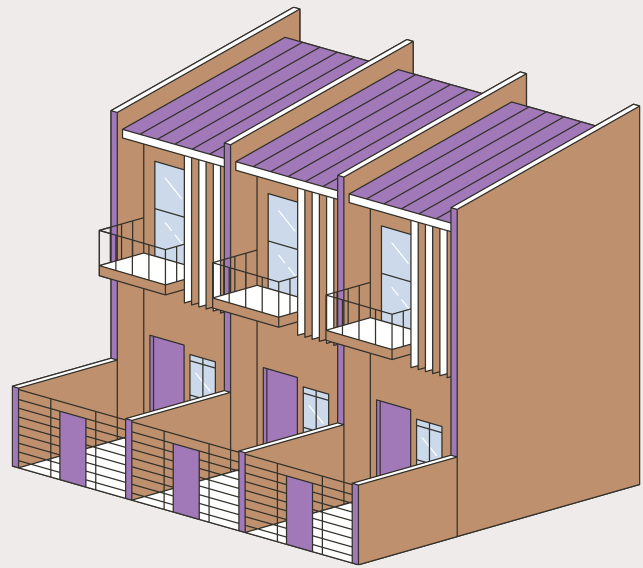
Theo





Belinda's Current Commute as a Flight Attendant

Shift Start: 7AM, for a 9AM flight | Shift End: A few days later, at 4PM



Belinda lives in a townhouse in the Lowry neighborhood



Belinda drives alone 35 - 50 min, depending on traffic

DEN

Belinda arrives at DIA after parking in the airside employee lot



Belinda's Current Commute as a Flight Attendant

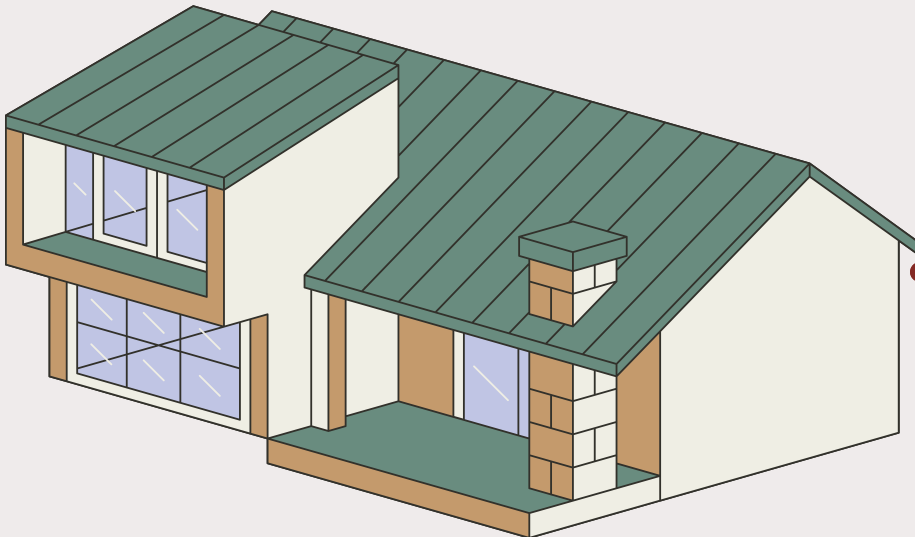
Shift Start: 7AM, for a 9AM flight | Shift End: A week later, at 4PM

Because of her work schedule, it can be difficult for Belinda to take transit. She does love the idea of carpooling, but doesn't currently know how to make that happen and there aren't any extra benefits for her commute to try & coordinate it.

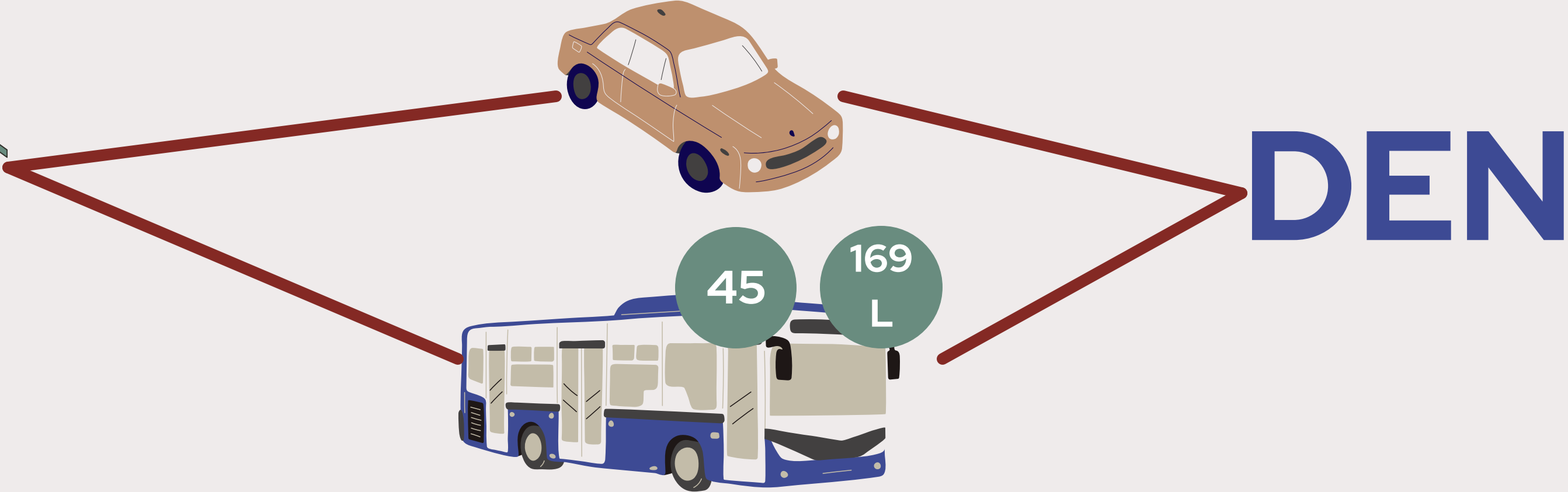


Rob's Current Commute as a Part-Time Barista

Shift Start: 4AM | Shift End: Noon



Rob lives with their parents
in Green Valley Ranch



Rob's parents drop them off at work if they're awake, which takes 15 minutes, or... they take two buses, which takes about 30-40 minutes.



Rob's Current Commute as a Part-Time Barista

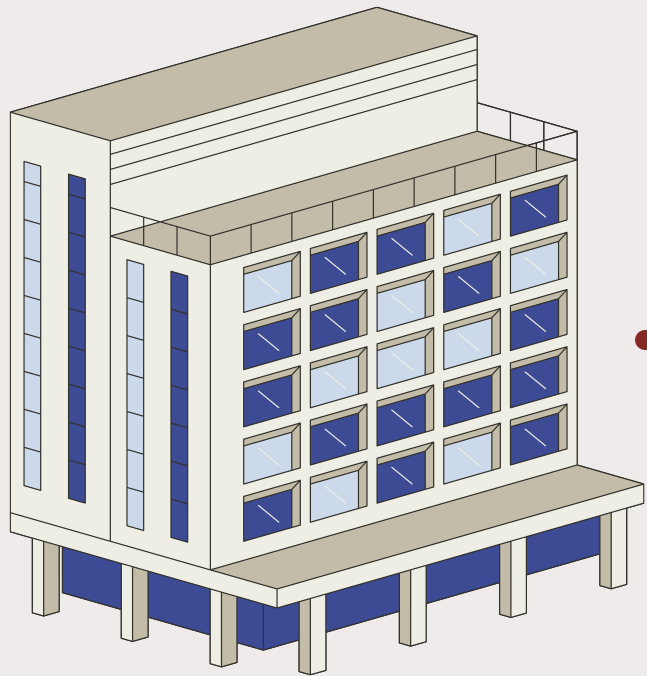
Shift Start: 5AM | Shift End: 11AM

Rob loves the idea of biking on their own to the nearest A-Line or bus stop so that they can have more freedom of where to go after work. However, Rob's bike is new and they're not comfortable locking it up at the stations or airport with the current facilities.

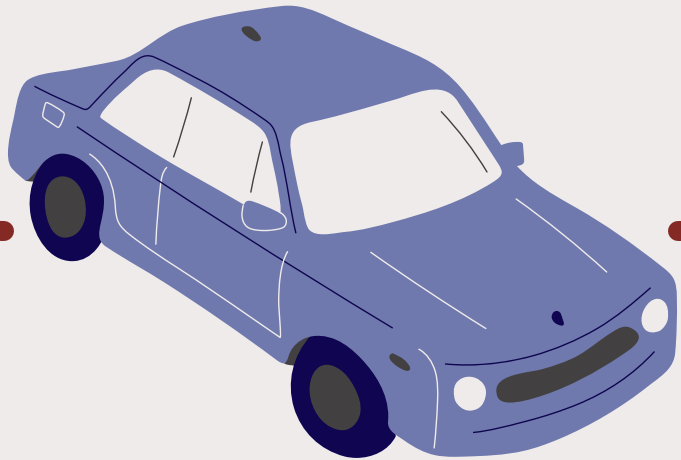


Theo's Current Commute as a Marshaller

Shift Start: 6PM | Shift End: 2AM



Theo lives in an apartment complex along E. Colfax in Aurora



Theo drives alone to work, about 25 min

DEN

Theo arrives at the employee parking lot and shuttles to work.



Theo's Current Commute as a Marshaller

Shift Start: 6PM | Shift End: 2AM

Theo's car is really old and he would prefer to take transit to work so he can save his mileage for taking road trips. While he could get to work on the train for the start of his shift, he has no way to get home when he gets off at 2AM.

Let's Pause... Any questions so far?



THE INTERVENTION BUCKETS

**Short-
Term**

Programmatic & Infrastructure

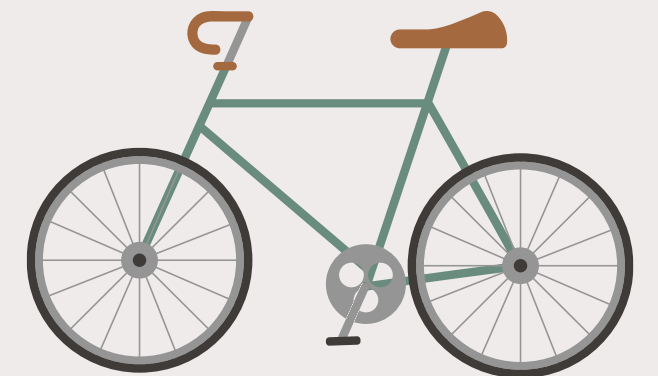
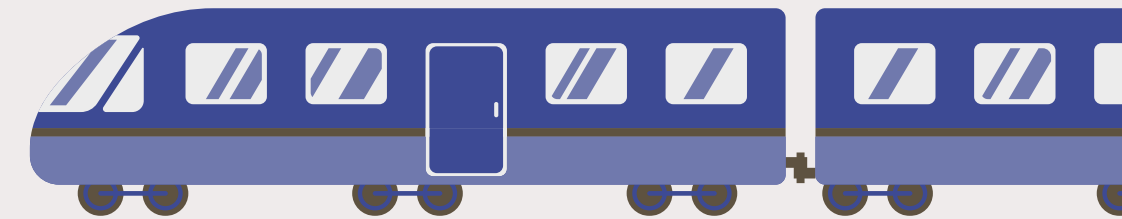
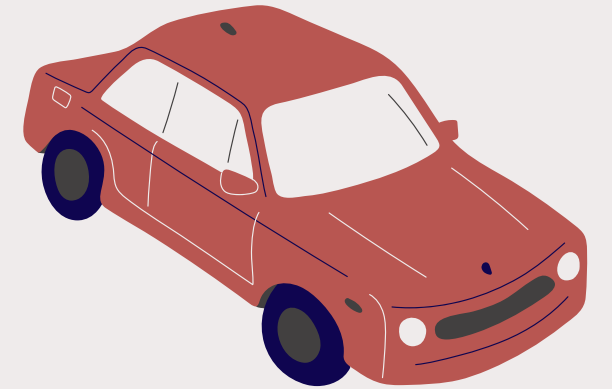
Long-Term

Programmatic & Infrastructure

THE GOAL: MODAL SHIFTS

I.e. the change from one form of transportation to another -> how do we encourage folks to use modes other than Single Occupancy Vehicles to arrive to work at DEN?

Previous research suggests that there are groups that could be considered amenable for shifting modes, and there are likely more cohorts that haven't yet been identified. The varied types of interventions and support recommended here are aimed at making it easier for DEN employees to consider the decision to incorporate new modes of commuting into their daily routines.



SHORT-TERM RECOMMENDATIONS

SHORT-TERM
PROGRAMMATIC
INTERVENTIONS

NON-CASH INCENTIVES

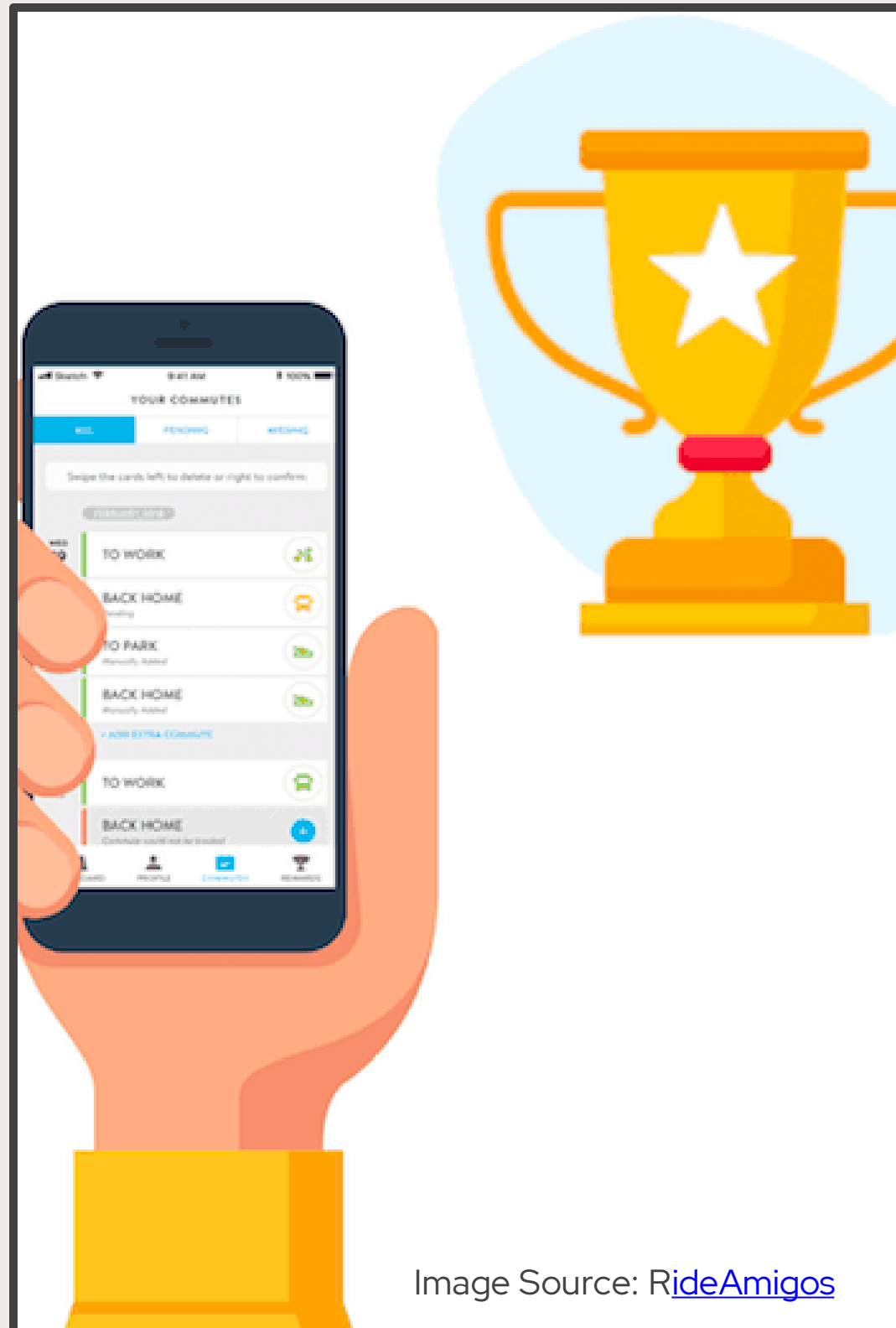


Image Source: [RideAmigos](#)

What It Is

- Offering incentives to users of alternate transit methods other than cars
- This includes rewarding carpooling, cyclists, trains, buses, etc.
- Use of apps and tracking systems to log hours and days
- Rewards include PTO, Extended or extra break times, "seniority" during shift bidding times
- Related: Reward system or platforms that offer incentives like gift cards

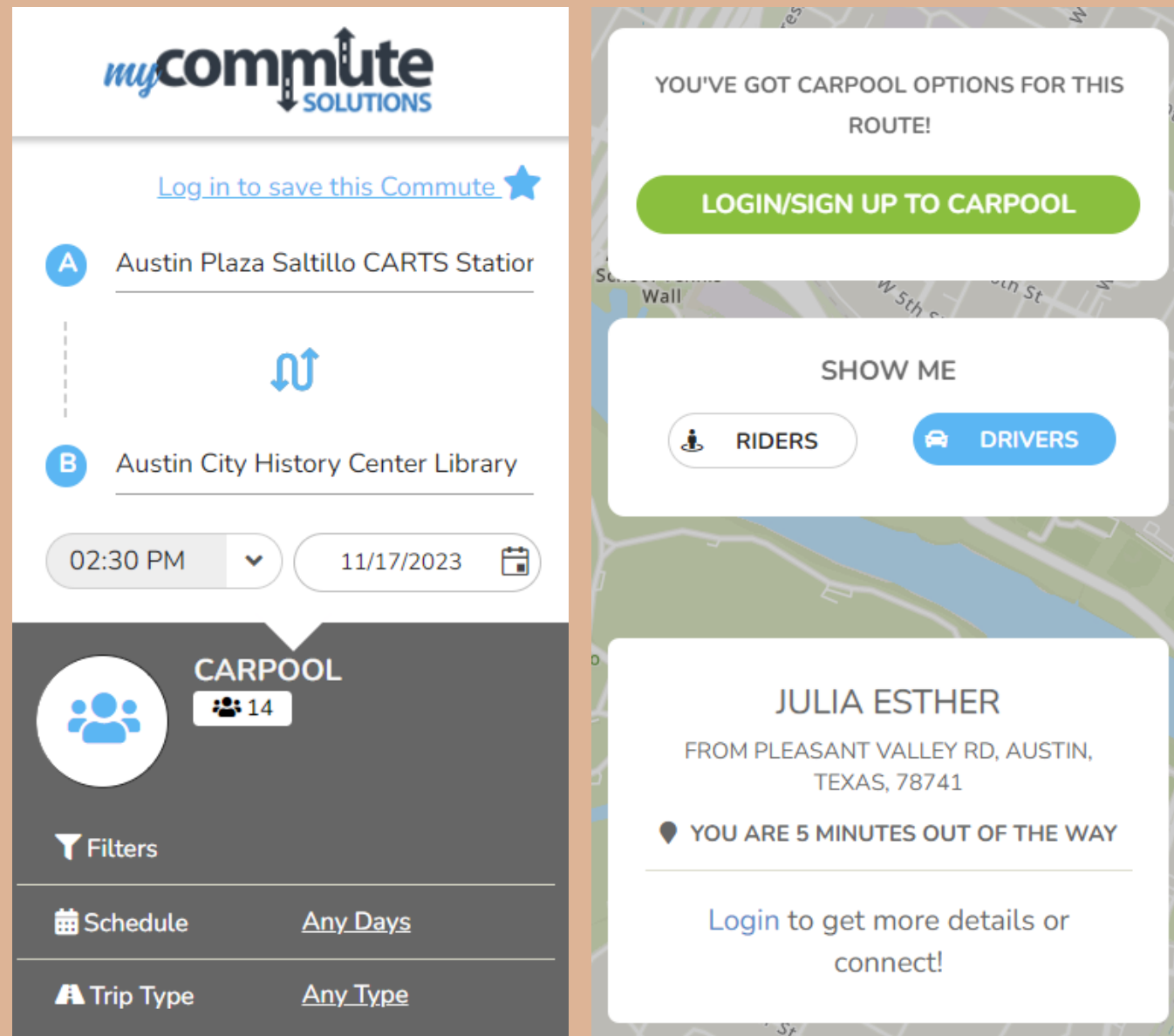
Recommendations for DEN

Create a platform that allows for tracking of hours in conjunction with other recommendations

Application:

- Create an app
- Tracking and verify at entry and exit spaces such as security.

★ Non-Cash Incentives Case Study



Shown above: Carpool matching via My Commute Solutions app
Image Source: [My Commute Solutions](#)

City of Austin's PTO Travel Incentive

- City of Austin introduced a Smart Commute Rewards program for 13,000 employees in 2017
- Employees could accrue additional PTO hours by taking alternative transportation modes
- Employees logged non-car trips in the RideAmigos app
- 50 trips earned 4 extra PTO hours
 - 50 trips = roughly one month of commuting
- **Drive-alone trips fell by 12 percentage points within 6 months** (from 53% to 41% of all trips)

FLEXIBLE PARKING PASSES

Image Source:
DEN



What It Is

- Gives employees & employers more flexibility, to park less or only as needed. Allows employers to save money, which could be rolled into benefits for workers who chose to enroll in a flexible program.
- Could be paired with existing toll sticker parking: i.e. a car cannot exceed a certain number of exits.

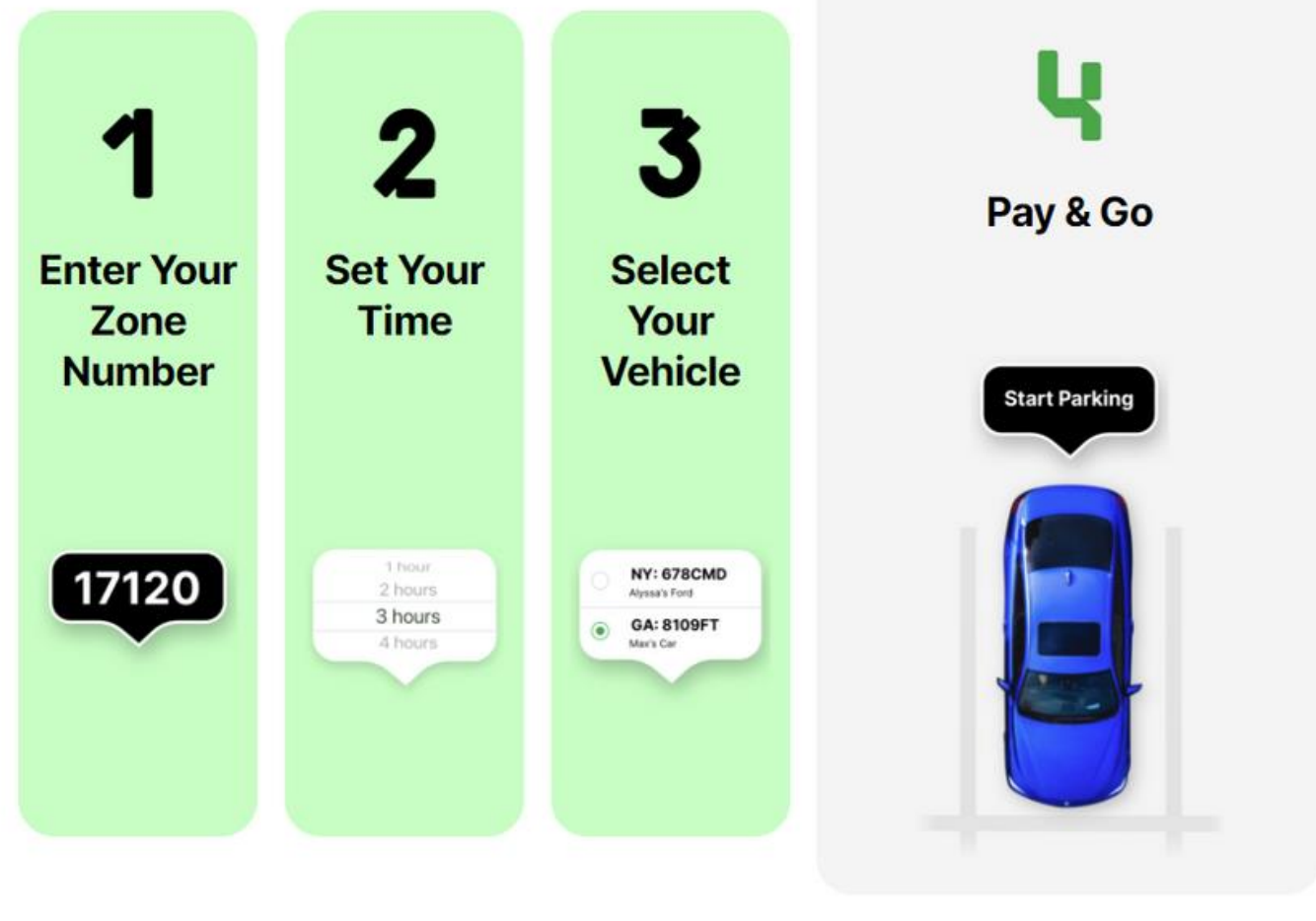
Source: [PreciseParkLink](#)

Recommendations for DEN

Implement a flexible parking pass, which allows employers to save money on employees that want to enroll in the flexible program.

Advertise flexible parking passes in tandem with the EcoPass available to each employee, as well as any incentive programs to encourage mode shifts.

★ Flex Parking Passes Case Study



Shown above: Park Mobile platform

Image Source:

<https://parkmobile.io/>

University of Wisconsin-Madison

- Implemented a Flex Parking Program that allows for pay-per-use parking
- Designed to complement alternative commute modes
- Provides an incentive for faculty to drive less and only pay when they need to drive to campus
- “The less you park, the less you pay!”
- Uses Park Mobile app to make payments easy and convenient

ONBOARDING PROCESSES



What It Is

- Educational programs and materials to inform employees of transit, carpool, and bike transportation options
- May include information about bus passes, routes, carpool programs, and incentive programs
- Can be done at time of employee hire or during windows of opportunity (i.e. construction, New Years)

Recommendations for DEN

Create a new employee educational program for transportation options and incentives, and partner with other agencies to supplement and provide resources

Leverage DEN Insider app to provide information and updates

Take advantage of onboarding process to provide information, option to link ID badge with EcoPass

Partner with DRCOG Way to Go team to provide resources

★ Onboarding Process Case Studies



Image Source: [Boulder Transportation Connections](#)

New Employee Welcome Packets ([Dane County, WI](#))

- Provide educational materials on commute options during onboarding or on the first day of employment
- Include commute option information in new employee emails
- Materials may include flyers for bus pass & route information, bicycle maps, personalized transit and/or bike routes
- These materials could also be redistributed to employees during other **“fresh start” periods** such as the New Year or New Fiscal Year

Hiring Employee Transportation Coordinators ([BTC](#))

- An employee who is informed on the commute programs, transit routes, and incentives available to employees
- Collects as much information from each new hire relating to their commute patterns and if they are interested in learning about the transportation options available to them
- Available to provide service to all employees during onboarding and throughout employment

SHORT-TERM
**INFRASTRUCTURE
INTERVENTIONS**

SECURE BICYCLE PARKING



What It Is

- Secure bicycle parking at transit locations
- Can supplement ridership by expanding transit sheds
- Modular locker banks or bike racks enclosed by secure shelters
- Accessible by RFID, key, or combination
- Transparent options for DEN security concerns
- Can be paired with simple bike repair stations
- Bike parking fees can be subsidized through employers
- Fees can be pay-per-use for flexibility

Recommendations for DEN

Install secure bicycle parking for employees at identified RTD transit locations.

Locations:

Union Station, 38th and Blake Station, 40th and Airport Station, 61st and Pena Station, Colfax Station (R-Line), Aurora Metro Center Station, Buckley Road and Mississippi Avenue, 9 Mile Station, Denver Airport Station

★ Secure Bicycle Parking Case Study



Image Source: bouldercounty.gov

US 36 Flatiron Flyer Bike Lockers

- Secure - key-card access
- Close to entrance of transit station or on platform
- Reduce amount of bikes on A-Line
- Accessible - accommodate different types of bicycles including adapted and special bicycles
- Visible - does not pose a security risk
- Affordable

Could Have:

- Badge and/or app access
- Pay-per use
- Modular - could provide different types of bike parking and could be designed to be expanded as demand increases

Source: <https://bouldercounty.gov/transportation/multimodal/bike-n-ride/>

WAYFINDING



What It Is

A means for people to identify where to go when using public transportation and cycling as their commute option. There are opportunities for private-public partnerships through art as a way to improve user sense experiences.

Recommendations for DEN

Provide wayfinding signs and lighting at and around transit centers

Locations:

Union Station, 38th and Blake Station, 40th and Airport Station, 61st and Pena Station, Colfax Station (R-Line), Aurora Metro Center Station, Buckley Road and Mississippi Avenue, 9 Mile Station, **Denver Airport Station (shown here)**

★ Wayfinding Case Study



Image source: [People for Bikes](#)

Fort Collins Bicycle Wayfinding Master Plan

- Consistent signing across network
- Common sign style and color
- Predictable sign placement
- Prominent and easy to read signs, with Spanish translation
- Decision signs at junctions of routes with 1+ destinations
- Confirmation signs placed after a turning movement or intersection
- Turn signs to let travelers know they must turn

Could have - unique branding for airport access

Let's Pause... Questions?



LONG-TERM RECOMMENDATIONS

LONG-TERM
PROGRAMMATIC
INTERVENTIONS

CONRAC PILOT & BEHAVIOR CHANGE



Source: Denver International Airport



Source: Denver International Airport

What It Is

A consolidated rental car facility (ConRAC) for DEN's rental car businesses.

Location selected for ConRAC is current airside employee parking lot.

Employee travel habits will be disrupted by construction and implementation of the ConRAC.

Recommendations for DEN

Investigate the logistics of how the ConRAC will disrupt employee travel patterns/options.

Provide education about alternative transit options for affected employees.

Identify the programs or alternatives that can be taken advantage of while travel and behavioral patterns are affected.

★ Windows of Opportunity Case Study



Source: Ideafit.org

- Windows of opportunity are when habits are vulnerable, such as a change in jobs, when a shift in habit may occur given adequate information about options
- Demand for transport options depends on range of factors: perception of risk, cost, confidence, and availability of alternative transport modes.
- Public awareness campaigns are dependent on timing, level of trust in government, and how they are combined with other measures.
- **User centered design and who delivers the message is crucial.**
- For instance: COVID-19 changed the way that people use transportation.

Source:
lea.org

CASUAL CARPOOLING

WHAT IT IS

Ridesharing without any prearrangement between the driver and riders - during commute hours, riders and drivers line up at designated meeting places and create spontaneous carpools

- No ongoing commitment
- No special technology; relies on word-of-mouth, employee orientation
- Primarily motivated by convenience, time savings, and monetary savings; environmental implications merely a positive byproduct
- Etiquette/rules for safety and comfort (e.g. no talking, no eating/drinking, seat belt use, right of refusal)

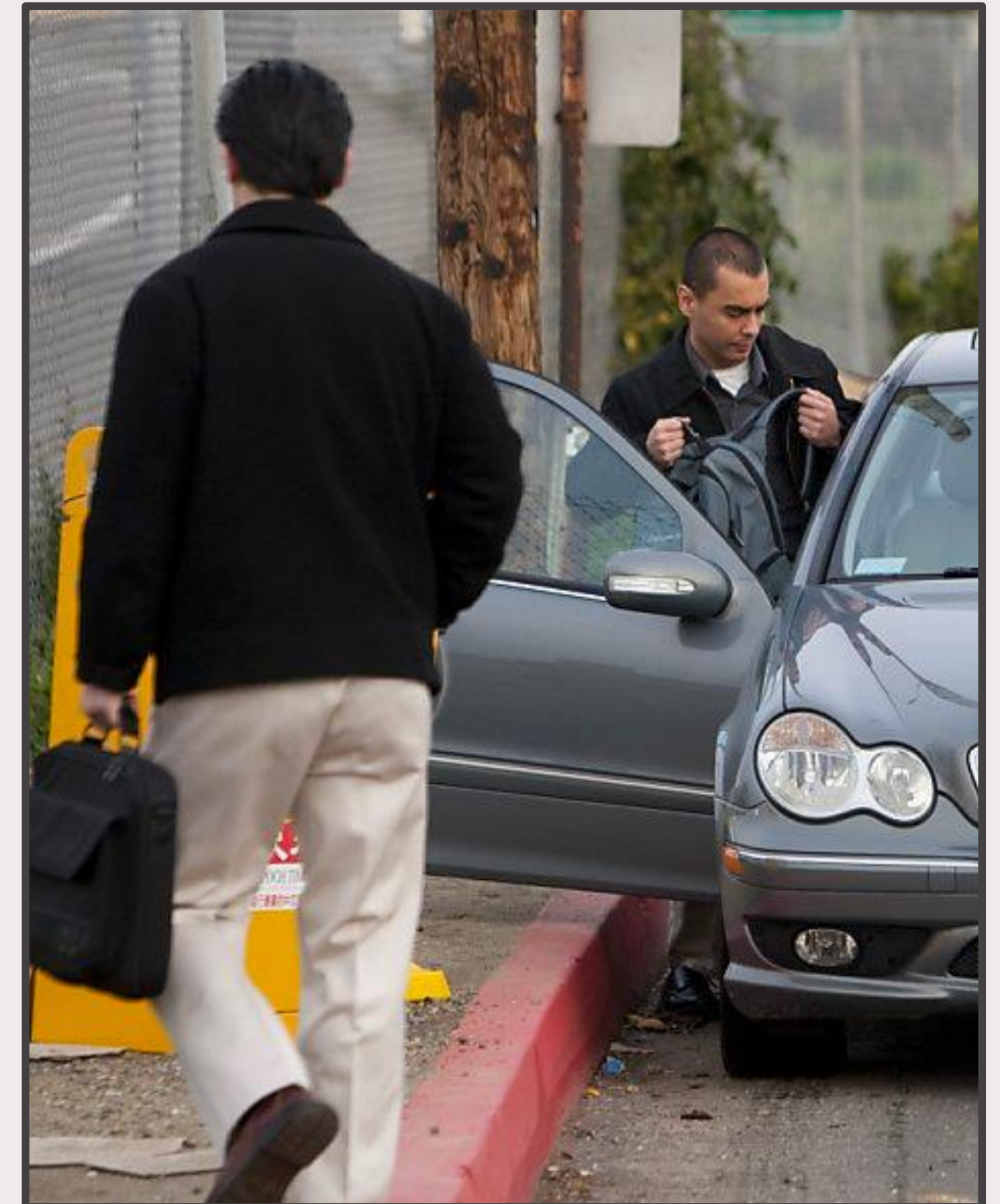


Image Source: [SF Gate](#)

CASUAL CARPOOLING

RECOMMENDATIONS FOR DEN

Work with DRCOG's 'Way To Go' app to promote casual carpooling, publicize existing & new incentives (i.e. HOV lanes, closer parking spaces), and compete to become one of the top 10 companies carpool commuting on the app.

Locations to Consider: Transit park and ride lots, bus stops, church parking lots, parks

Where to Start: Green Valley Ranch, Reunion, Brighton – These are important locations to highlight due to their location at the entrance of Pena Boulevard.

Important Aspects of a Casual Carpool Approach: Incentives are necessary (e.g. HOV lanes) for success of this program, and the place where DEN can intervene most. Additionally, identifying locations & creating signage for these casual carpool meet-up locations can help guide people on where to gather.

★ Casual Carpooling/Slugging Case Study



Image Source: Roy Ritchie, [CAR AND DRIVER](#).

- People are more likely to “slug” if they:
 - Are 25–34 years old
 - Have a professional/managerial or administrative/clerical occupation
 - Have a household income above \$35,000/year
- **20% of all Washington DC carpools were “slugs” pre-pandemic**
- Casual carpool passengers can comprise a significant portion of HOV lane person movements
 - Slugging should be considered when investigating HOV lane implementation

CIRCULATORS & MICRO TRANSIT



Source: City and County of Denver



Source: [DC Circulator](#)

What It Is

Circulators: short-distance, circular, fixed-route transit mode that takes riders around a specific area with major destinations. It may include streetcars, rubber-tire trolleys, electric buses - TTI

Neighborhood circulators typically provides service to low-density suburban communities.

Microtransit: IT-enabled private multi-passenger transportation services (e.g. Via) that serve passengers using dynamically generated routes, and may expect passengers to make their way to and from common pick-up or drop-off points. Vehicles can range from large SUVs to vans to shuttle buses.

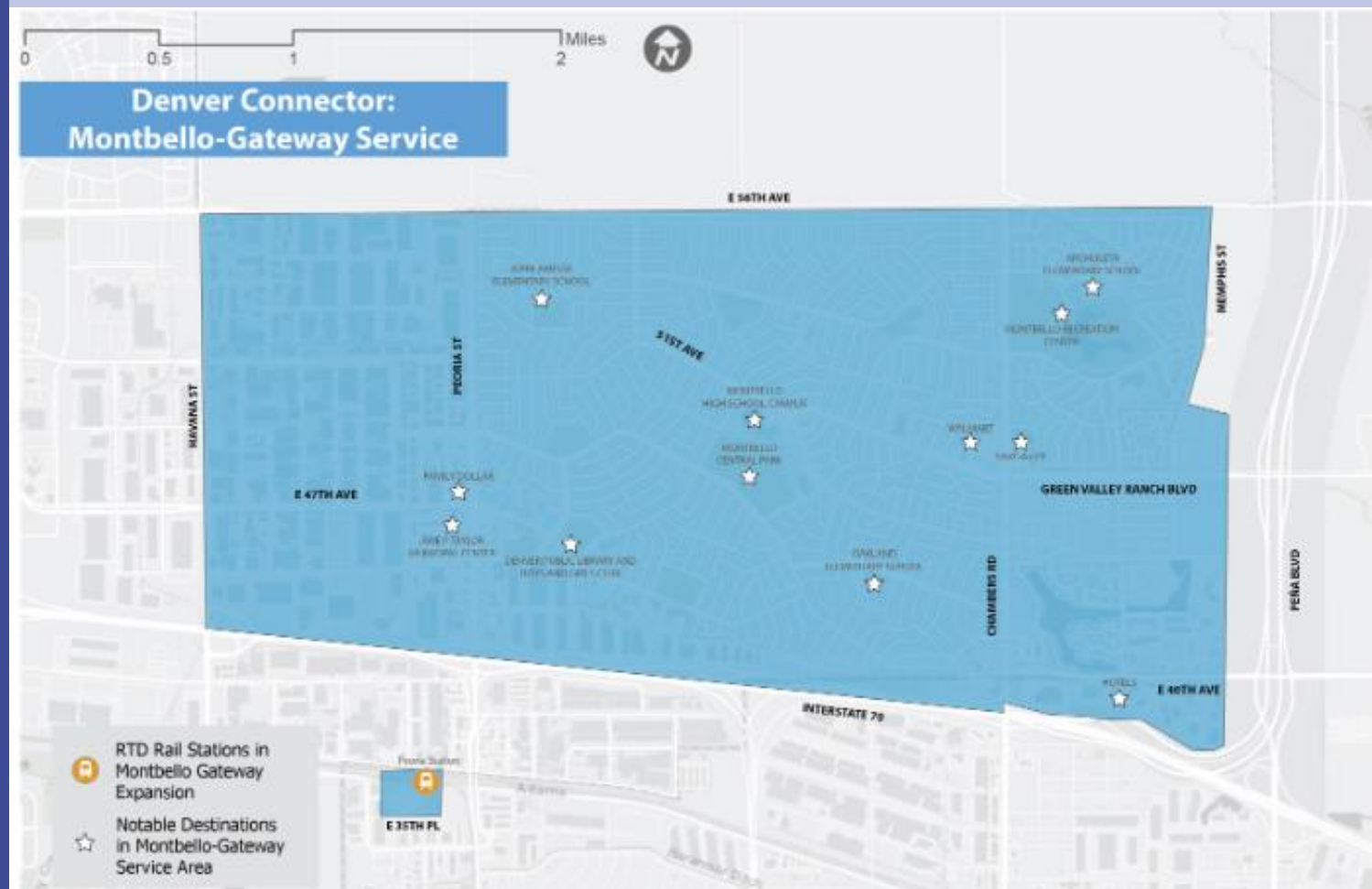
Subsidy:

circulators: \$30-40 per rider per trip
microtransit: \$15-43 per rider per trip

Recommendations for DEN

- Consider a circulator serving serving area southeast of the airport, Aurora, and E-470
 - Aim for 15-min headways
- Continue exploring partnerships to provide more microtransit service to airport and to train stations serving the airport
- Build on existing microtransit efforts
 - Montbello-Gateway Connector
 - The Aero: New microtransit service connecting Aurora Highlands with 40th & Airport Blvd station
- Establish thorough data agreements when contracting with third party providers

★ Circulators and Micro-Transit Case Study



Source: City and County of Denver

Denver's Connector microtransit began as a pilot program in 2021 Montbello and then extended to Gateway, Globeville and Elyria-Swansea for an additional two years. Residents can use an app or call to request rides in English and Spanish. The service currently runs weekdays from 6 a.m. to 8 p.m. with a 30-min response time. The Connector has wheelchair accessible vans, along with vans with bike racks, and operates hybrid and electric vehicles. The Department of Transportation and Infrastructure (DOTI) said top destinations include grocery stores, regional transit stations and community centers. The Montbello Connector has seen ridership grow from 1,672 passengers in November 2021 to 4,037 passengers in July 2023.

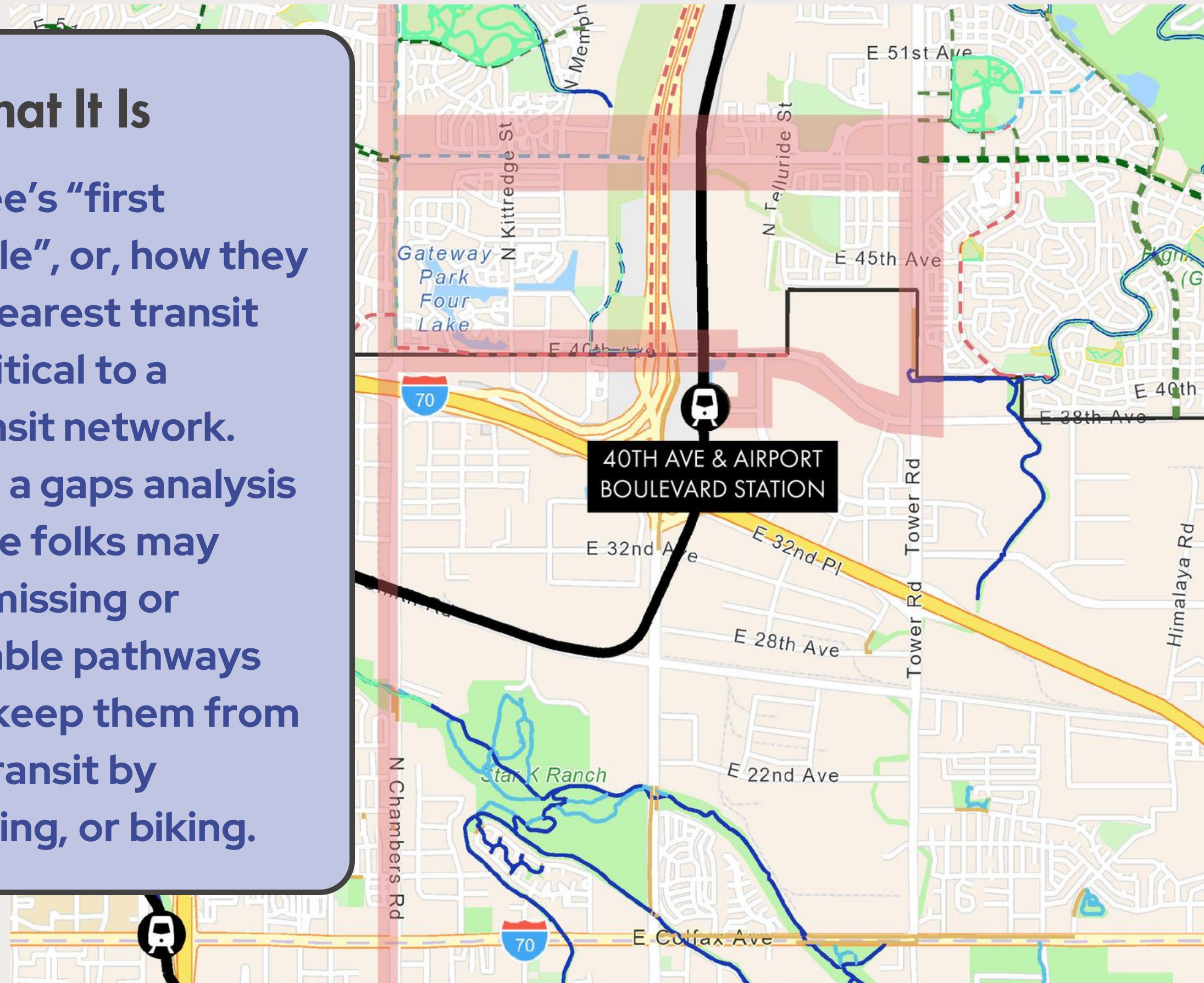
LONG-TERM
**INFRASTRUCTURE
INTERVENTIONS**

FIRST MILE/LAST MILE GAPS ANALYSIS

What It Is

An employee's "first mile/last mile", or, how they get to the nearest transit station is critical to a healthy transit network. Conducting a gaps analysis shows where folks may encounter missing or uncomfortable pathways that would keep them from accessing transit by walking, rolling, or biking.

Long-Term



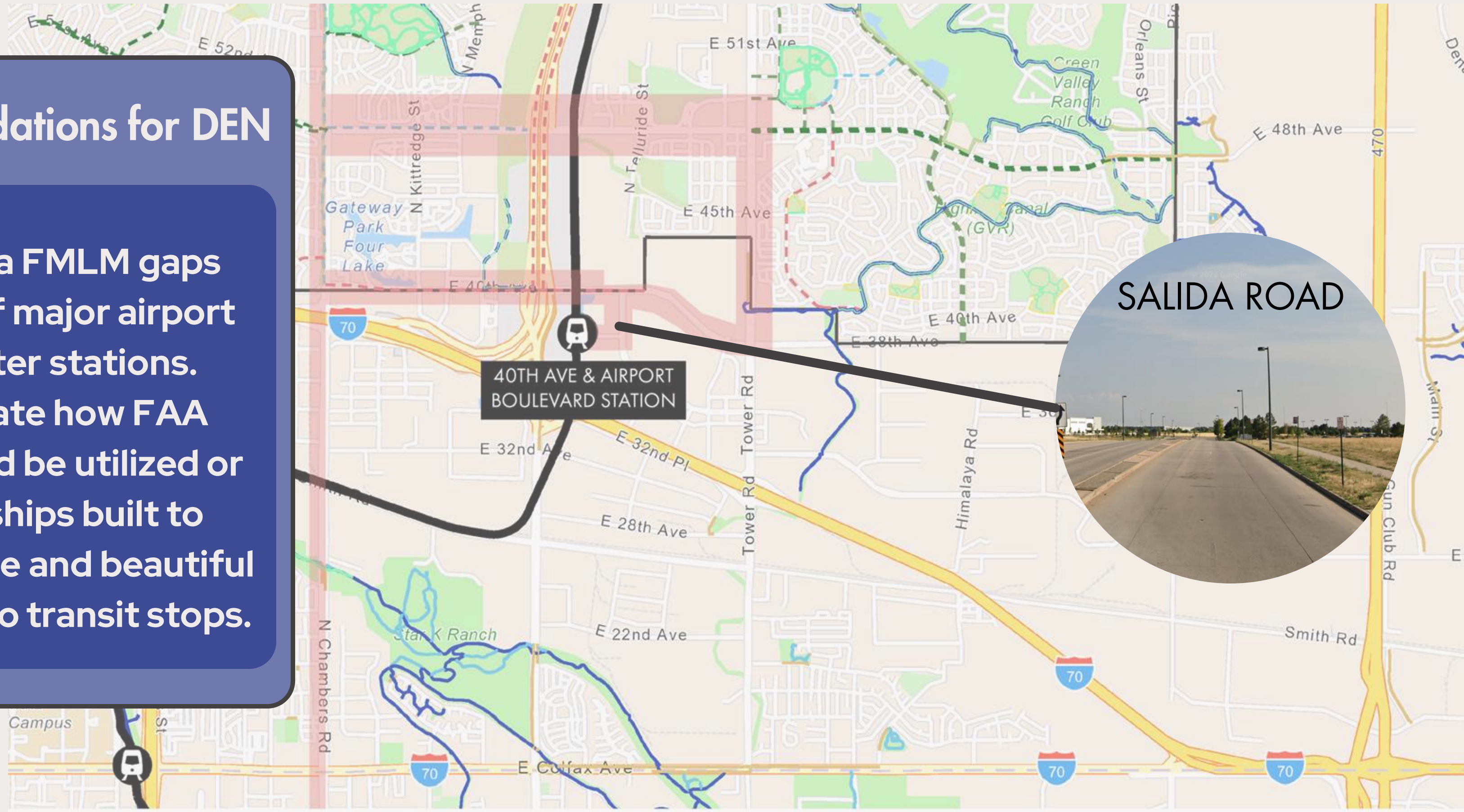
LEGEND

- Denver County Boundary
- RTD Light or Commuter Rail Lines
- 🚆 RTD Light or Commuter Rail Station
- Missing or Uncomfortable Bike/Ped Facilities
- Denver Bike Facilities**
 - Protected or Buffered Bike Lane
 - Bike Lane
 - Shared Roadway
 - Shared Use Path
- Aurora Bike & Trail Facilities**
 - Trail
 - Path
 - Sidewalk
- Denver Sidewalk Widths**
 - 8 feet wide or over
 - Under 8 feet wide

FIRST MILE/LAST MILE GAPS ANALYSIS

Recommendations for DEN

Conduct a FMLM gaps analysis of major airport commuter stations. Investigate how FAA funds could be utilized or partnerships built to provide safe and beautiful pathways to transit stops.



SALIDA ROAD

★ Gap Analysis Case Study

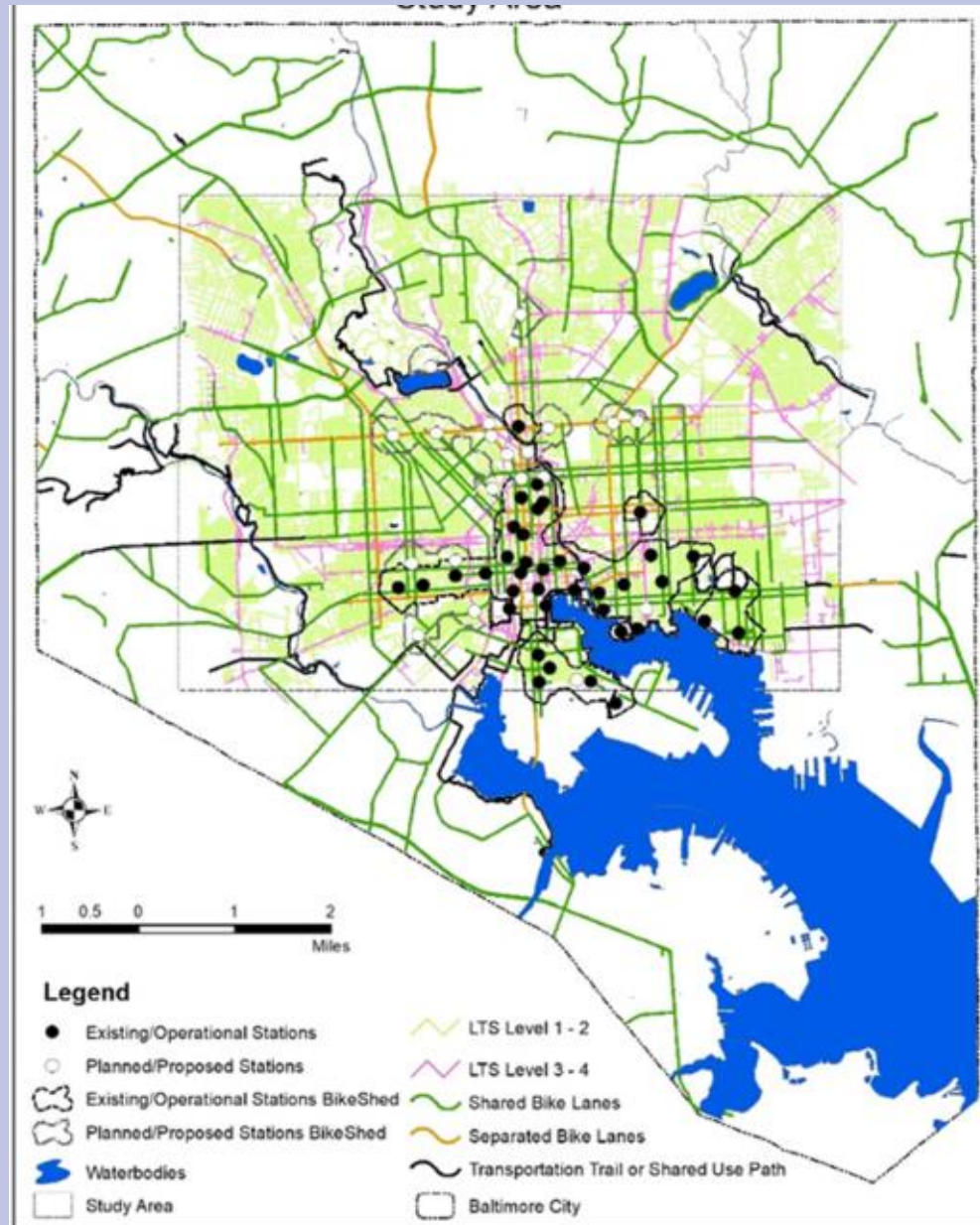


Image Source: [MDPI](#)

GIS Based Equity Gap Analysis - Baltimore, MD

- Method applied to gap analysis of bike share stations - can be applied to transit stops people use to access the airport
- Bikeshed analysis using land use, density, etc.
- Including elevation and slope to assess the comfort of bike routes
- Weighing different characteristics to identify priority for investments in sidewalks, bicycle facilities, etc. to increase bike/ped connectivity to transit.

Source: MDPI

HOV/CARPOOL LANES



Source: Tacoma News Tribune

Long-Term

What It Is

HOV lanes are a widespread non-monetary congestion mitigation intervention, which allows 2-3+ vehicles and buses to ride in an express lane. They:

- Provide an incentive to use ride sharing and public transportation.
- Have a positive impact on carpooling: HOV lanes can help carpooling marketplaces scale both on the demand side and the supply side
- Incentivize casual carpooling

Recommendations for DEN

Consider a 3+ carpool, bus, and shuttle HOV lane as part of the Peña Boulevard Expansion project.

★ HOV Lanes Case Study



Source: Colorado Public Radio

The Impact of High-Occupancy Vehicle Lanes on Carpooling (Cohen et al., 2022)

- HOV lanes attract new users to carpooling and positively influence carpooling intent on and off HOV lane routes
- Two-thirds of HOV lanes showed substantial increases in carpooling

CDOT's HOV/Express Lanes

- HOV/express lanes on highways across the state
- Drivers must have a Switchable HOV Transponder device and at least three individuals in the car to travel in the lanes

ADDITIONAL & EXPANDED TRANSIT SERVICE

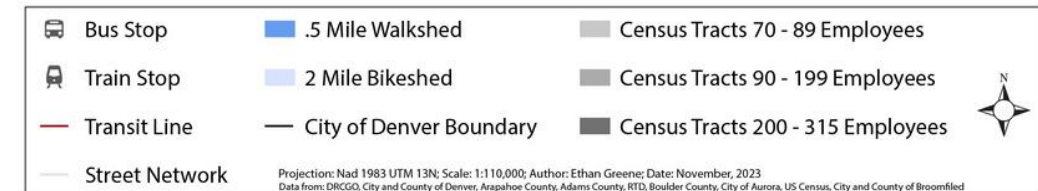
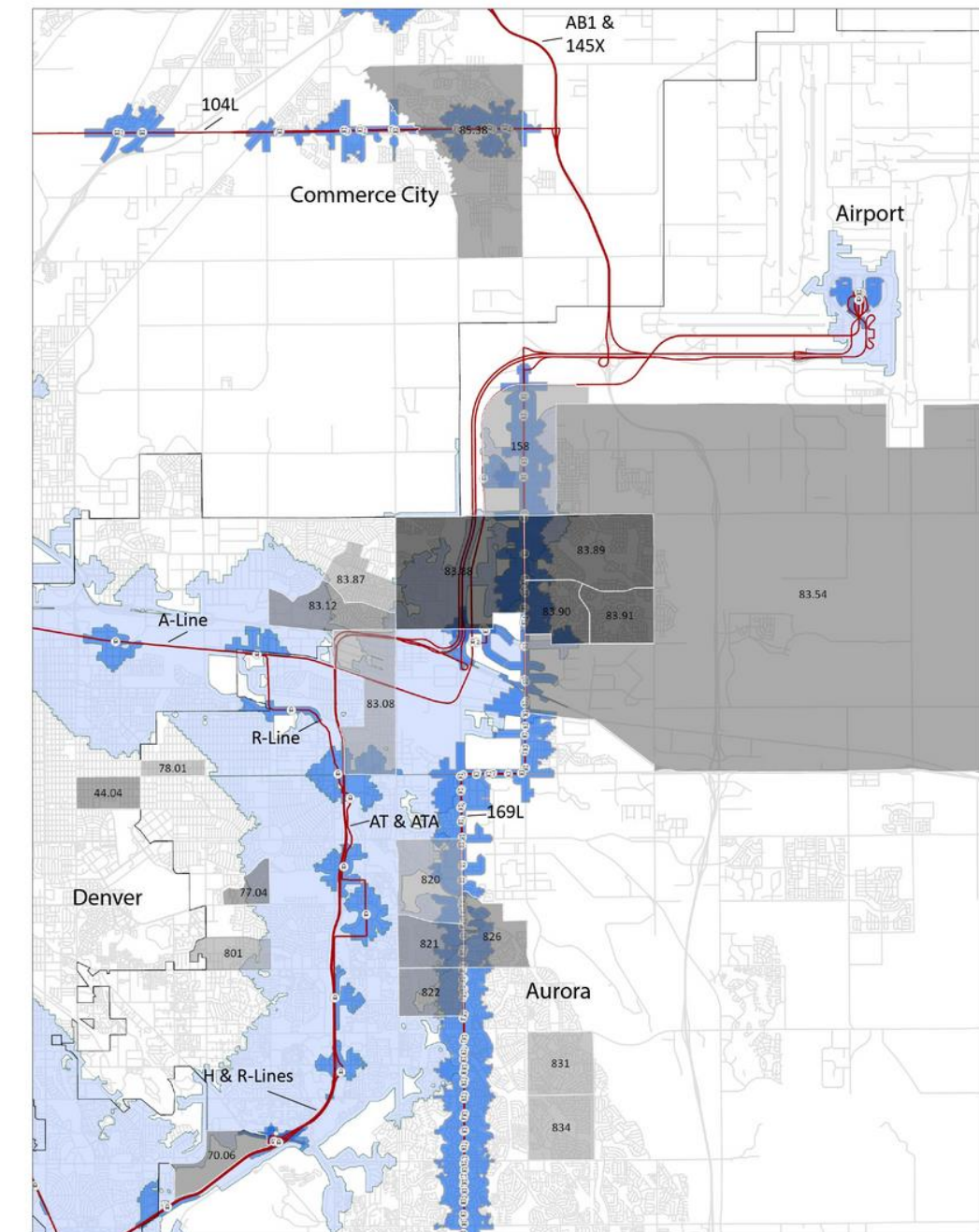
WHAT IT IS

Transit is the most efficient, safe, and equitable way to move a large number of people to a single location, making it critical to meeting Denver Airport's projected demand growth.

Currently, only 12% of surveyed DEN employees ride the train, while 5% commute by bus.

- A-Line provides frequent service (15min peak, 30min off-peak) from DEN to DUS. Service gap: 1:28 AM - 4:51 AM
- R-Line train and numerous buses feed into A-line
- RTD buses providing direct service to Airport (AB1, AT/ATA, 104L, 169L, 145X)
- Only one transit option provides frequent service (A-line)
- R-Line and Buses operate at low frequencies (30-60 min)
- Operator shortage is an ongoing challenge for RTD

Origin Census Tracts With 70 or More DEN Employees

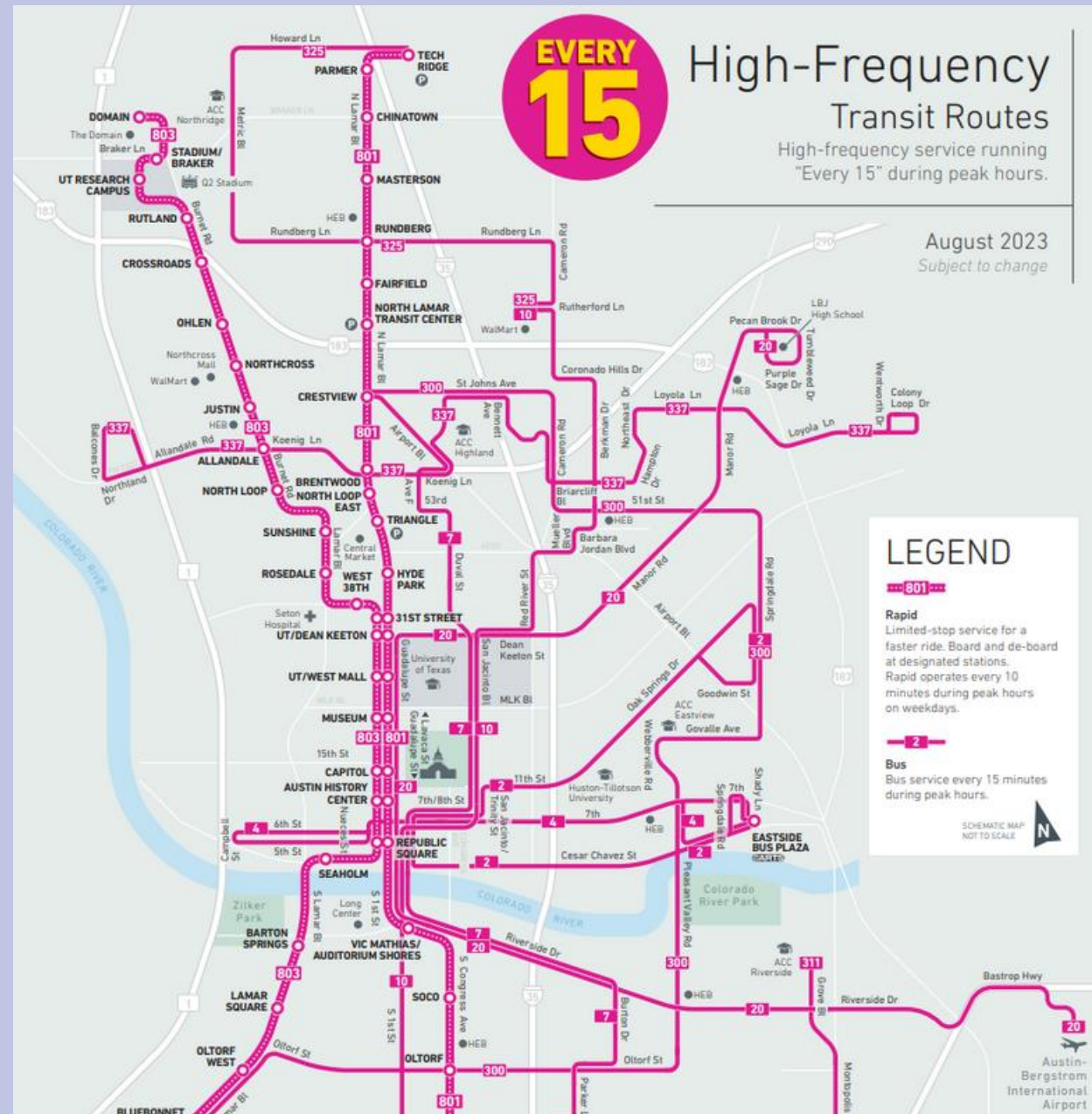


ADDITIONAL & EXPANDED TRANSIT SERVICE

RECOMMENDATIONS FOR DEN

- Increase frequency and span of bus service to airport (work with RTD/stakeholders)
- Increase frequency and span of A and R Line trains (work with RTD/stakeholders)
- Add new service to SE Aurora / E-470 express (work with RTD/stakeholders)
- Explore using FAA funds for A-line improvements and other transit investments
- Pursue better connections from bus to rail (esp routes 169 and 45)
- Continue efforts to expand access to EcoPass subsidies
- Add an AT/ATA stop at Colfax & 225 to capture 15/15L and future Colfax BRT riders
- Adopt formal transit mode share goals informed by GHG targets

★ Transit Service Expansion Case Studies



Modeling Airport Employees Commuting Mode Choice (Tsamboulas et al., 2012)

- Competitive travel times can attract a significant share of employees to use transit rather than SOVs

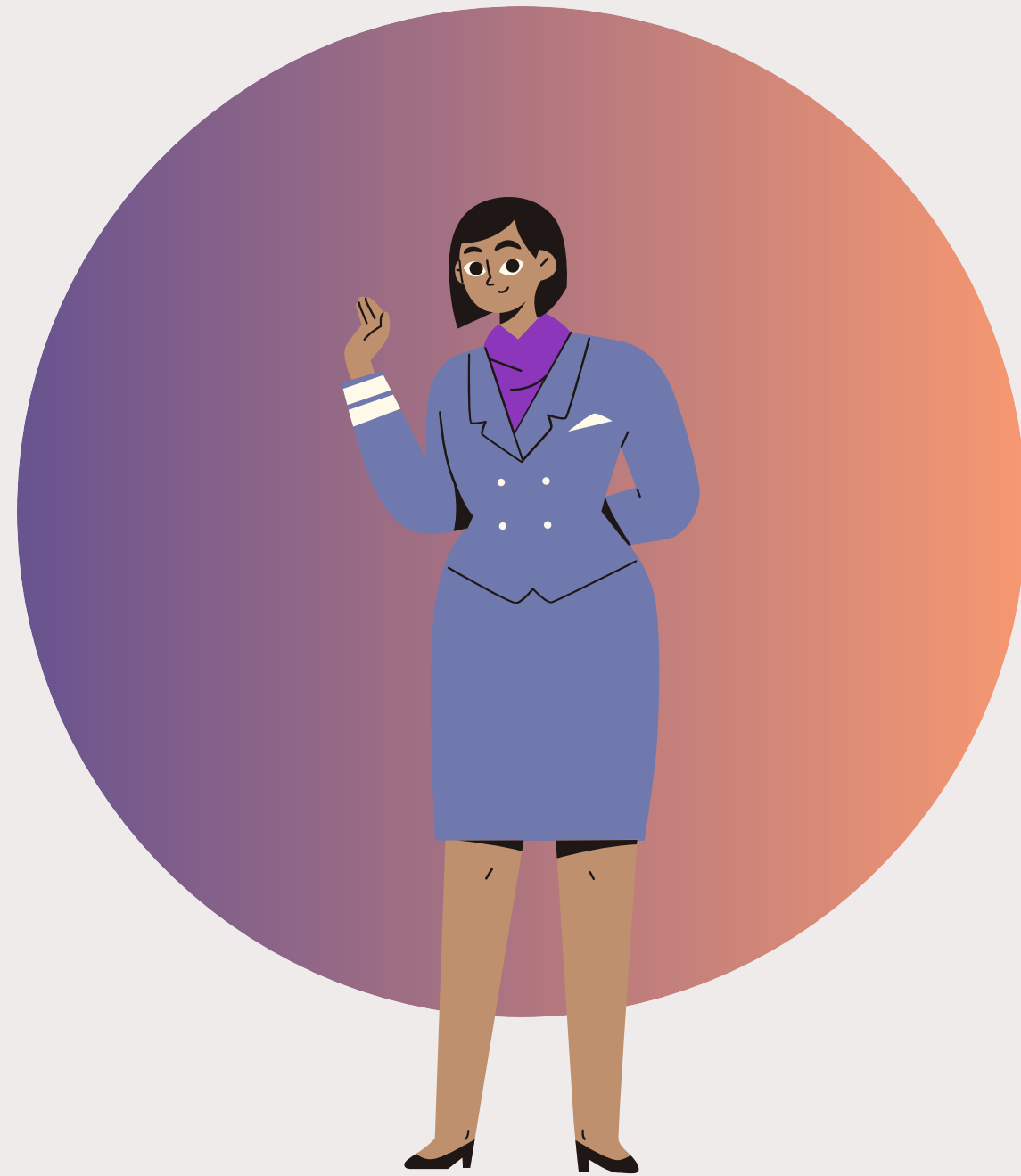
CapMetro - Austin, TX

- Implemented high-frequency route network in 2015
 - 15-minute headways
- Ridership increased up to 37% in first year

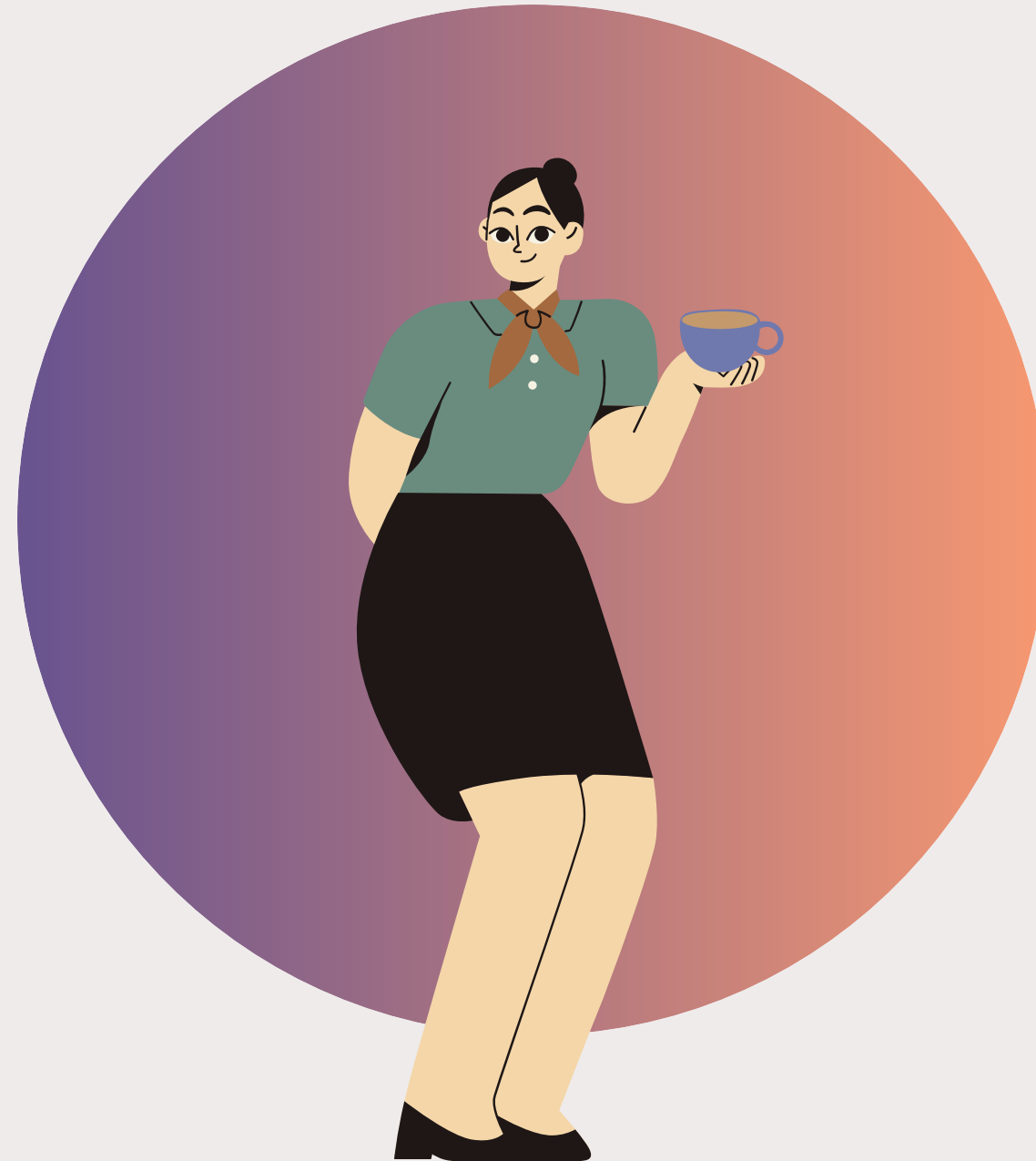
THE NEW COMMUTE

The New Commute According To...

Belinda



Rob



Theo



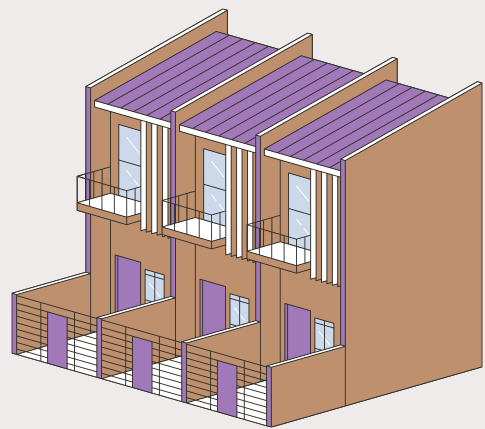
Belinda's New Commute

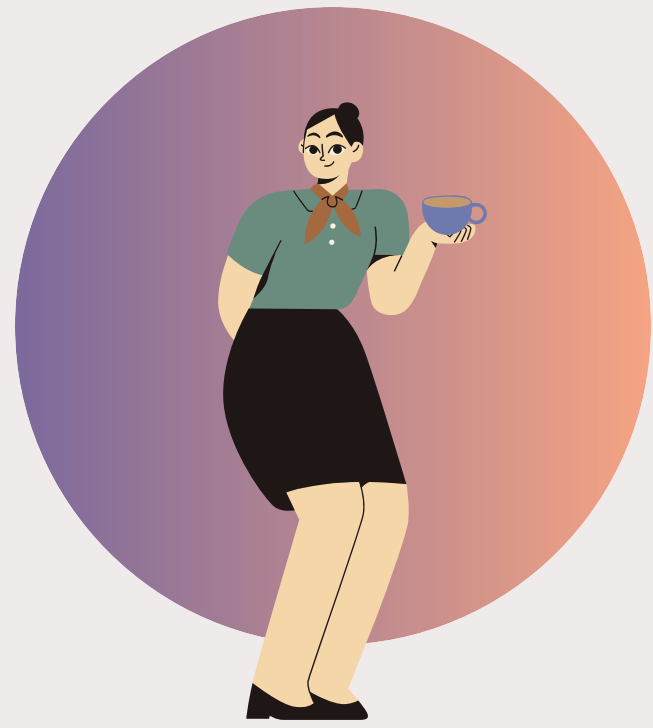


Interventions that Help Belinda & Friends

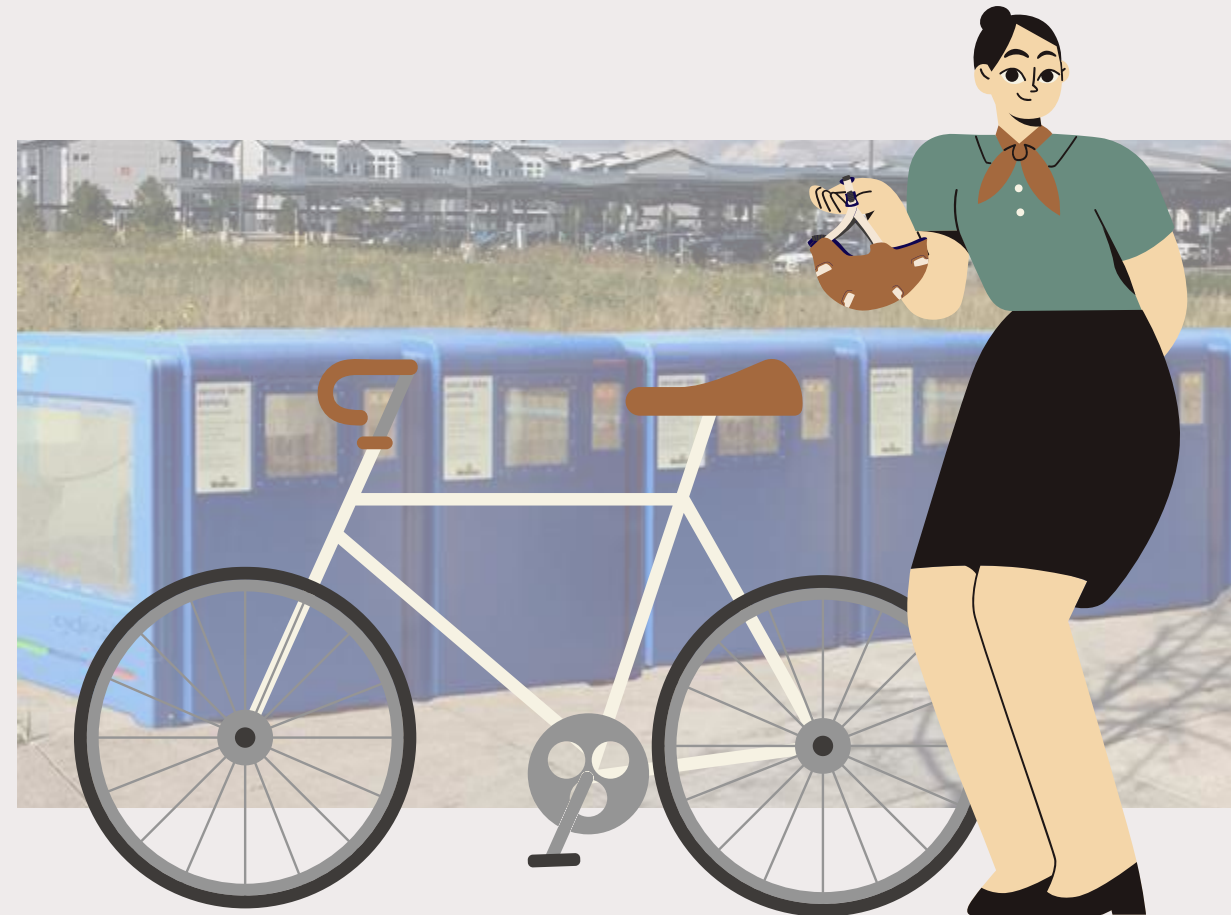
- Carpooling in the HOV lane
- Non-Cash Incentives
- Windows of Opportunity
- Flex parking passes for those in Belinda's carpool

With a new HOV lane and non-SOV incentive program in place, Belinda decided it was time to try carpooling. She used Way To Go to find people who were working similar flights as her, as well as sending out texts to friends. Finding her carpool group, they were able to use the faster HOV lane and earn a little extra PTO from their companies.



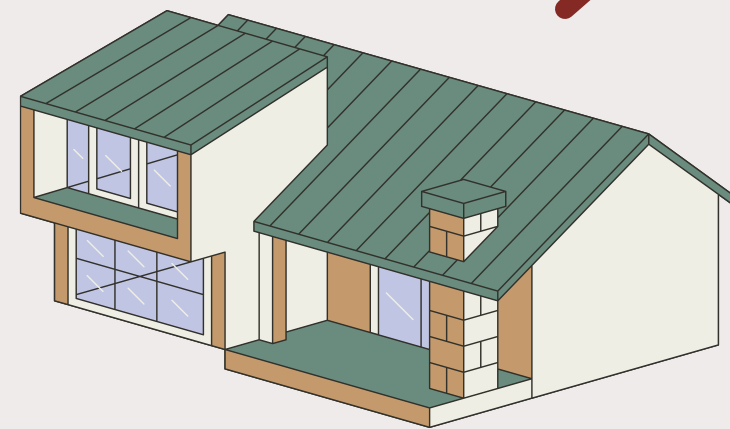


Rob's New Commute



Interventions that Help Rob

- Secure Bicycle Parking
- First Mile Last Mile Gaps Analysis
- Wayfinding
- Non-Cash Incentives



The installation of new & secure bike locks, as well as a safe bike path to the A-line station near their house makes Rob more confident to bike to the train station to take it to work and back. Now, Rob can easily ride the A-line downtown to go to the museum with friends after work if they'd like!

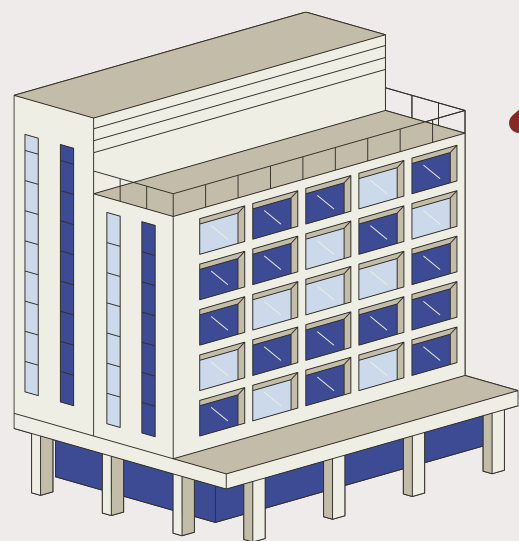


Theo's New Commute



Interventions that Help Theo

- Transit Service Expansion
- Flex Parking Passes
- Non-Cash Incentives
- Onboarding/
Communication
Processes



Theo received a notification from DEN that the AT/ATA line is adding a stop near his house, and extending their service hours. Theo is excited to finally be able to take transit, and save his car for road trips with his partner! Before and after his shift, Theo changes between taking the A-line or taking BRT to the AT/ATA line, where he sits and researches trips to go on with the extra PTO he earns by taking transit instead of driving a car.

THANK YOU

