

# PRESSRELEASE



1290 Broadway • Suite 100 • Denver, Colorado 80203-5606  
main: 303-455-1000 • fax: 303-480-6790 • email: [drcog@drcog.org](mailto:drcog@drcog.org) • web: [www.drcog.org](http://www.drcog.org)

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**Contact:**

Winna MacLaren  
Public relations coordinator  
Desk: 303-480-6743  
E-mail: [WMacLaren@drcog.org](mailto:WMacLaren@drcog.org)

## **DENVER REGIONAL COUNCIL OF GOVERNMENTS HONORS CITY OF LONE TREE**

**DENVER** – The City of Lone Tree received a 2018 Metro Vision Award from the Denver Regional Council of Governments (DRCOG). The award was presented at DRCOG’s annual awards celebration on April 25.

One of the biggest challenges to increasing transit ridership is first- and last-mile access. The City of Lone Tree has taken an innovative approach to this issue, with Lone Tree Link and Link on Demand. This public-private partnership – involving the City of Lone Tree, Denver South Transportation Management Association, Charles Schwab, Sky Ridge Medical Center, and the ParkRidge Corporate Center – offers two services providing first- and final-mile solutions.

The Lone Tree Link Circulator shuttles employees between RTD’s Lincoln Station and major employment centers, while Link on Demand – powered by Uber – is a yearlong pilot program which launched in August 2017. Users can hail a Lone Tree Link shuttle for door-to-door transportation anywhere in the city. Lone Tree Link and Link on Demand are innovative examples of how public-private partnerships can address the first-mile, last-mile hurdle faced by many would-be transit riders. In addition, these services provide mobility options for residents with limited or no access to a private vehicle.

“The first-mile, last-mile issue has been a hurdle for transit agencies and potential transit users for years,” said Douglas Rex, executive director for DRCOG. “Lone Tree’s innovative approach could very well be a major step in the direction of increasing ridership – and improve mobility overall.”

Ride requests for the on-demand shuttle are seamlessly integrated with the Uber app, giving city staff the ability to track and manage service delivery. For Uber, the pilot project represents the opportunity to explore the viability of a new service model which, if successful, may be replicated elsewhere. Lone Tree Link saw an impressive 82,000 boardings during its first five months of service.

DRCOG’s Metro Vision Award program recognizes exemplary projects, plans and initiatives that significantly improve the quality of life in the Denver region and its communities. The regional council has been honoring outstanding achievements for more than 30 years.

***The Denver Regional Council of Governments is a planning organization where local governments collaborate to establish guidelines, set policy and allocate funding in the areas of transportation and personal mobility, growth and development, and aging and disability resources***

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