

DROCG Board Approved List for TDM Pool Workgroup Project Funding (FY 2010/11)

Implementing Agency / Project Title	Project Description	Primary Project Location	2-Year Funding Amount
<b>36 Commuting Solutions</b> - Commute Optimization Program	Implement four programs to encourage use of alt. modes on US-36 & SH-119 corridors. 1) Cash for Commuters Light 2) Eco Pass Subidy 3) Reverse Carpool Matching 4) Bus Service Awareness Campaign.	US-36/SH-119	<b>\$153,700</b>
<b>Boulder County</b> - The Final Mile: Bus then Bike Project	Bicycle adoption program at bus stops along the SH-119 corridor. Bicycles provided for use to get from a transit stop to a final destination.	Boulder County	<b>\$114,550</b>
<b>Boulder East</b> - E-Marketing Campaign	Marketing campaign using social networking sites & incentatives to increase use of alt. modes of people working within Boulder East's area.	Boulder	<b>\$180,000</b>
<b>Downtown Denver Partnership</b> - Bicycle Parking Improvement & Marketing Project	Construct bicycle parking facility in downtown Denver for 50 bicycles. Also includes funding for a marketing and educational campaign to highlight the availability of existing bicycle parking locations in downtown.	Denver	<b>\$60,650</b>
<b>eGo Carshare</b> - Carshare Pods in Core Denver Neighborhoods	Purchase/lease 46 cars to serve Capitol Hill, Cheeseman Park, Highland, Commons Park, Lodo, Five Points, Golden Triangle, City Park, Washington Park, Baker and Cherry Creek neighborhoods in Denver. An additional 14 cars will be purchased to serve the Boulder area.	Denver	<b>\$195,000</b>
<b>GoBoulder</b> - Driven to Drive Less Campaign	Marketing campaign with incentatives to get 250 or more households not to drive a car during the work week for a period of 1 month or 1 year.	Boulder	<b>\$105,000</b>
<b>Groundwork Denver</b> - NW Denver Residential Individualized Marketing Initiative	Marketing campaign with financial incentatives to increase use of alt. modes in NW Denver neighborhoods and business districts.	Denver	<b>\$160,000</b>
<b>I-70 Coalition</b> - Recreational Traveler Portal & Trip Planner	Website to intergrate RideArrangers carpool matching software and incentatives for carpoolers and people using busses or shuttles to the mountain resort will be provided. Working with resort areas. Include travel and weather info.	Regional	<b>\$68,350</b>
<b>RAQC</b> - Pilot TDM Project	Individualized marketing programs, outreach, and incentive efforts targeted to households in specific neighborhoods. Target both work and non-work trips during the summer ozone season. Also ceate regional TDM stakeholder process to piggyback with Ozone Aware	Denver & Region	<b>\$200,000</b>
<b>South I-25</b> - Pledge Against Pollution Program	Participating employee's within the South I-25 area commit to using alt. modes 52 times in a year. Participants who fulfill their commitment receive a prize.	DTC Area	<b>\$50,000</b>
<b>Transit Alliance</b> - 10 Toes Express	Target households and businesses within a 3 mile radius of 17 light rail stations to create a buddy system to show people how to go to and from the stations via walking or bicycling.	LRT Corridors	<b>\$153,050</b>
<b>Transportation Solutions</b> - Elevating TDM to Drive Sustainability Success	Marketing campaign with incentatives to increase use of alt. modes to University of Denver campus and in neighborhoods surrounding DU's campus.	Denver	<b>\$139,700</b>
<b>Sum Requested:</b>			<b>\$1,580,000</b>
<b>Total Available:</b>			