
TDM Tools to Enhance FasTracks

Experience—Current Model

- Eco Pass
- Real Time Technology
- GOBikeBoulder Mapping Technology
- Marketing and Outreach
- Maps and Schedules
- Boulder Carshare
- Boulder East Transportation Management Organization
- Bikes on Bus program, Bike Racks and Lockers
- Pool Bike programs
- Employee Transportation Coordinator Network
- Research and Evaluation



TDM Tools to Enhance FasTracks Experience—Action Model

- Expanded Eco Pass program
- Expanded Real Time and other mapping and scheduling technology
- Reserved car and vanpool parking
- Bicycle Stations
- Enhanced Web route programming
- Individualized Marketing for target audience
- Enhanced marketing and outreach
- Enhanced car share programs
- Information kiosks at key locations



TDM Tools to Enhance FasTracks Experience—*Vision Model*

- Community Eco Pass
- Fare free transit loop
- Shuttle to connect to services
- Enhanced individualized and other marketing and outreach efforts
- Parking Cash out and other Employee Incentives
- High tech kiosks
- Enhanced car share programs
- Transportation Center/Commuter Store/Bike Stations



Special TDM Opportunities During FasTracks Construction

- Outreach to businesses affected by construction
 - Mini TDM
 - Special Eco Pass grants
 - Marketing transportation choices
- Van and Carpool subsidies
- Alternative Work schedules
- Signage
- Employee Transportation Coordinator incentives
- Research & Evaluation opportunities
- Web site to address construction issues and encourage transportation choices

