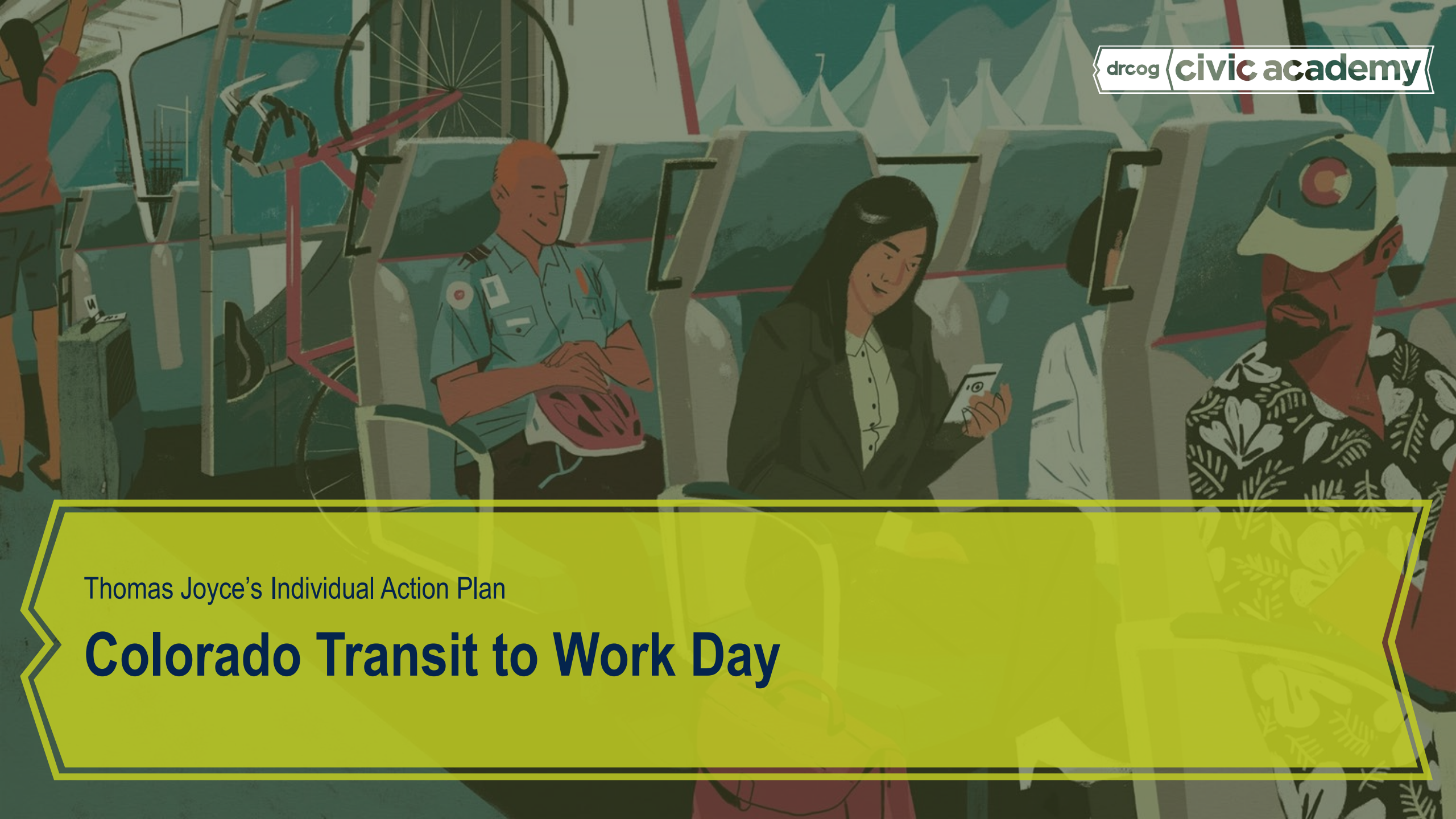

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Thomas Joyce's Individual Action Plan

Colorado Transit to Work Day

Summary

Problem

- Trying a new mode of transportation can be intimidating, and many people need a “nudge” for modeshift.

Project

- Building off the success of BTWD, a Transit to Work Day can create a fun way to promote and “demystify” transit.

Benefits

- Introduces people to new mode of transportation or encourages to revisit using transit.
- Can encourage long-term mode shift, which has environmental, congestion, and health benefits.



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Partnerships

- Way-to-Go
- Major Transit Providers
  - RTD
  - CASTA
  - RFTA
  - Mountain Metro
  - Bustang Family of Services
- Transportation Management Organizations
- MPOs and Advocacy Groups
- Local Business



































Budget

- Total Budget $50K
  - CDOT has a statewide TDM Campaign project with a consultant Amelie
  - Could cover:
    - Logo
    - Promotional Materials
    - Communication Plan Support
    - Influencer Support (may need budget increase for this)

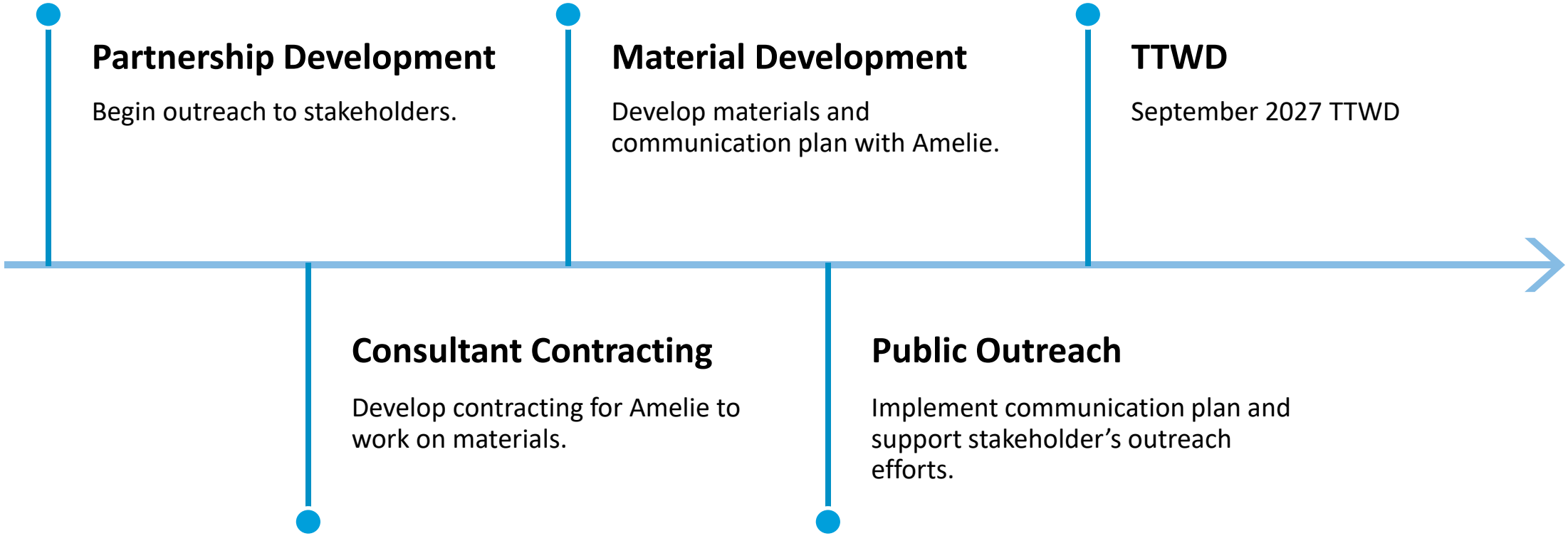


Metrics

- Success Metrics
  - Ridership Data
  - Station Participation
  - # of Participating Agencies
  - Rider Surveys



Timeline


Partnership Development
Begin outreach to stakeholders.
Material Development
Develop materials and communication plan with Amelie.
TTWD
September 2027 TTWD
Consultant Contracting
Develop contracting for Amelie to work on materials.
Public Outreach
Implement communication plan and support stakeholder's outreach efforts.

Thank You/Questions

- For questions, comments, or interests in partnering please email Thomas.Joyce@state.co.us

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