



Smart Commute collected responses to the second annual North Metro Commuter Survey in September 2019. A total of 1,488 individuals completed the survey.

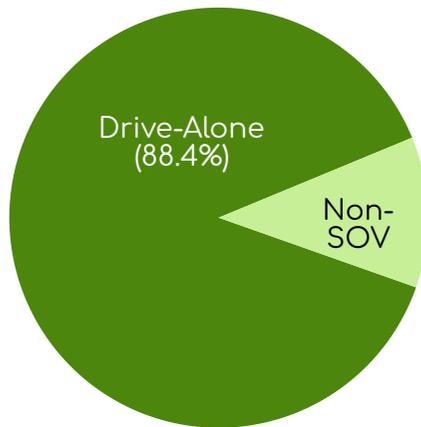
The North Denver Metro includes the communities of Adams County, Brighton, Broomfield, Commerce City, Dacono, Erie, Federal Heights, Firestone, Frederick, Lafayette, Longmont, Northglenn, Thornton, and Westminster.



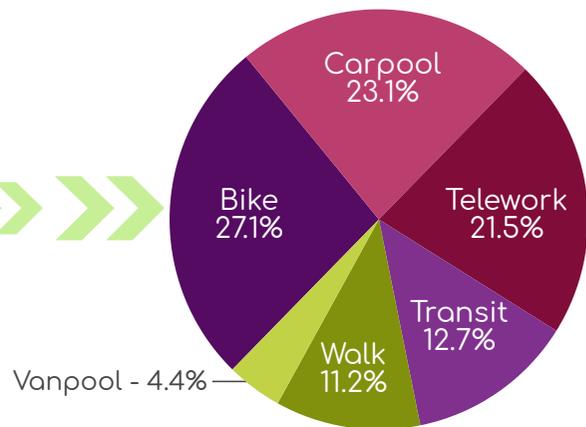
SmartCommuteMetroNorth.org

Commute

Drive-Alone vs Non-SOV



Non-SOV Trips (focused)



Average One-Way Trip in Miles



Compared to 2018, solo-driving was down 1.3% in 2019.



While Riding Transit was the second-most-popular Non-SOV Mode in 2018, it dropped to fourth place in 2019, trading places with Carpooling.



In 2019, Smart Commute received 40% more responses than in 2018. Additionally, more organizations participated than last year.

Thoughts About Improving Access



Biking: Top Three



Transit: Top Three



Carpooling: Top Three



Walking: Top Three

"I need a space separate from cars to ride in, like a trail or bike lane"

"I would prefer faster trips with less stops, as well as smarter connections"

"I would want to carpool only with someone I already know"

"The walking environment needs improvement - it's not pleasant."

"Shorter distances between destinations would make it easier for me to bike"

"Transit doesn't run where I live, so expansion would help me ride"

"I need access to tools and resources for carpooling"

"Sidewalk connections are key - my walking routes are often missing sidewalk segments"

"Traffic is so busy, I need a safe, connected route"

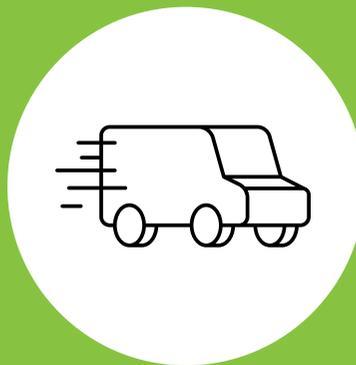
"We need better frequencies in the North Metro"

"The ability to be flexible with the days I do/don't carpool would help"

"I need to feel safer when I walk, I'm concerned about traffic, animals, etc."



Smart Commute read and categorized over 5,000 write-in comments in order to understand concerns for Biking, Walking, Riding Transit, and Carpooling.

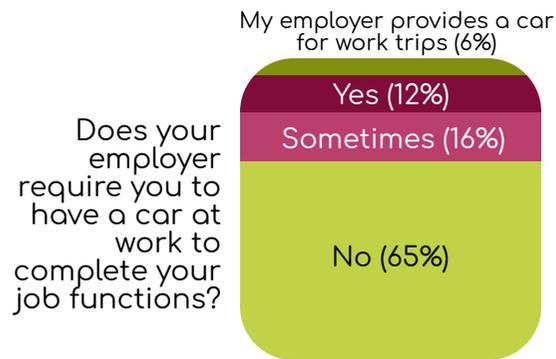
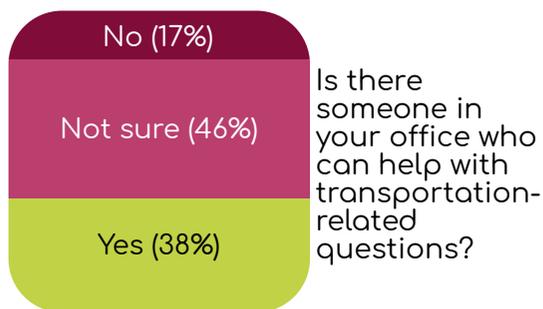


In 2019, respondents were more concerned with transit speeds and connections compared to having direct access.



The second-highest concern regarding Carpooling was about information and supportive tools - a problem we've already solved with our website and employer programs!

Workplace



What one travel option would you be most interested in learning more about?

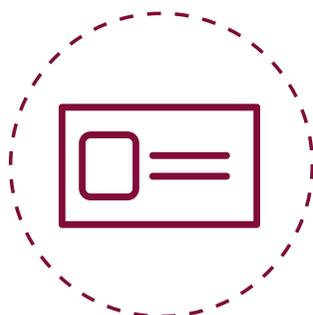


Top 4 Most Desired Commuter Programs



Opportunity to work a compressed work week.

Compressed work week policies allow employees to work four 10-hour days, or nine 9-hour days over two weeks. This reduces the miles they drive, and gives better work/life balance as well.



A transit pass program (EcoPass/FlexPass) or a transit subsidy/discount.

Studies have shown that, with an employer pass in-hand, a commuter's likelihood of taking transit increases seven-fold.



Flexible work schedules.

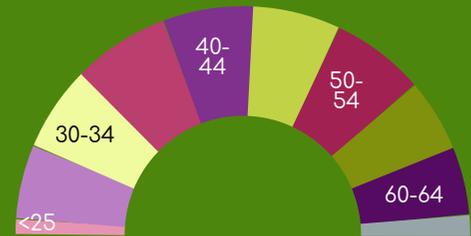
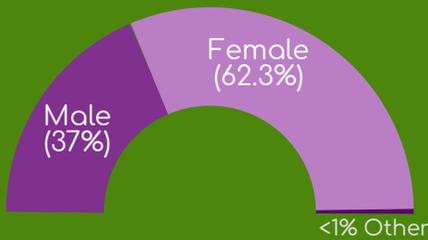
Flexible schedule policies make it easier for employees to take transit or carpool to work, because they are more able to reduce their wait time. Policies also make organizations more competitive recruiting talent.



Pre-tax commuter benefits.

Pre-tax benefit programs save both the employee and the employer money on income and FICA tax. Widely available through third-party firms, there are less rules to set a program up than a health savings account.

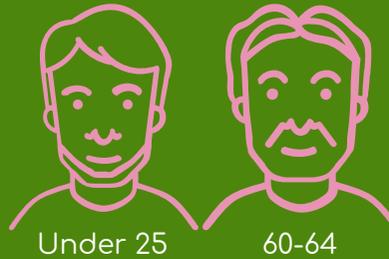
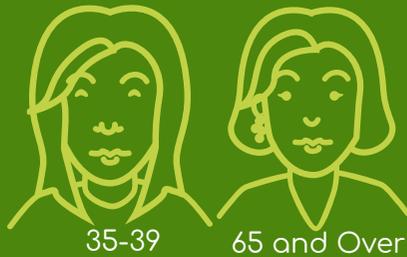
Demographics & Demographic Insights



Females

Males

We have the highest drive-alone rates of all groups!



We have the lowest drive-alone rates of all groups!

- North
- Metro
- Commuter
- Survey



What do these results tell us? Why are they important?

Would you like to get more involved? There are three ways to help:

Smart Commute conducts an annual regional survey in order to track changes in commuting behavior and interests over time. This information is important, and not only helps us to evaluate programmatic effectiveness, it also helps us to make the case to decision makers for increased investment in transportation.

One: Become a Transportation Coordinator where you work, volunteer or live. We will provide you with education and support to help you help others where you work and live to connect to our transportation network.

Two: Write for Smart Commute. We love to feature real stories from commuters highlighting the benefits, and challenges, in commuting by RTD, carpool, bike, etc.

Three: Join Smart Commute's newsletters and social media, and help forward on information and news that is pertinent to your network.



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