

The logo for 'waytogo' is displayed in white lowercase letters on a blue background. A circular arrow icon is positioned to the right of the text.

waytogo

Program of **DRCOG**

A woman with dark curly hair is smiling broadly while wearing large white headphones and holding a white smartphone. The background is a blurred crowd of people.

WAY TO GO OVERVIEW AND ETRP EFFORTS

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SPEAKERS



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DENVER REGIONAL COUNCIL OF GOVERNMENTS



DRCOG is a **metro planning organization** that models **collaboration** across nine counties in the Denver region.

Metro Vision outlines goals for the region, protecting and enhancing quality of life for residents by facilitating:

- A **connected multimodal** region
- **Healthy, inclusive** and **livable** communities
- A **vibrant regional economy**

WAY TO GO

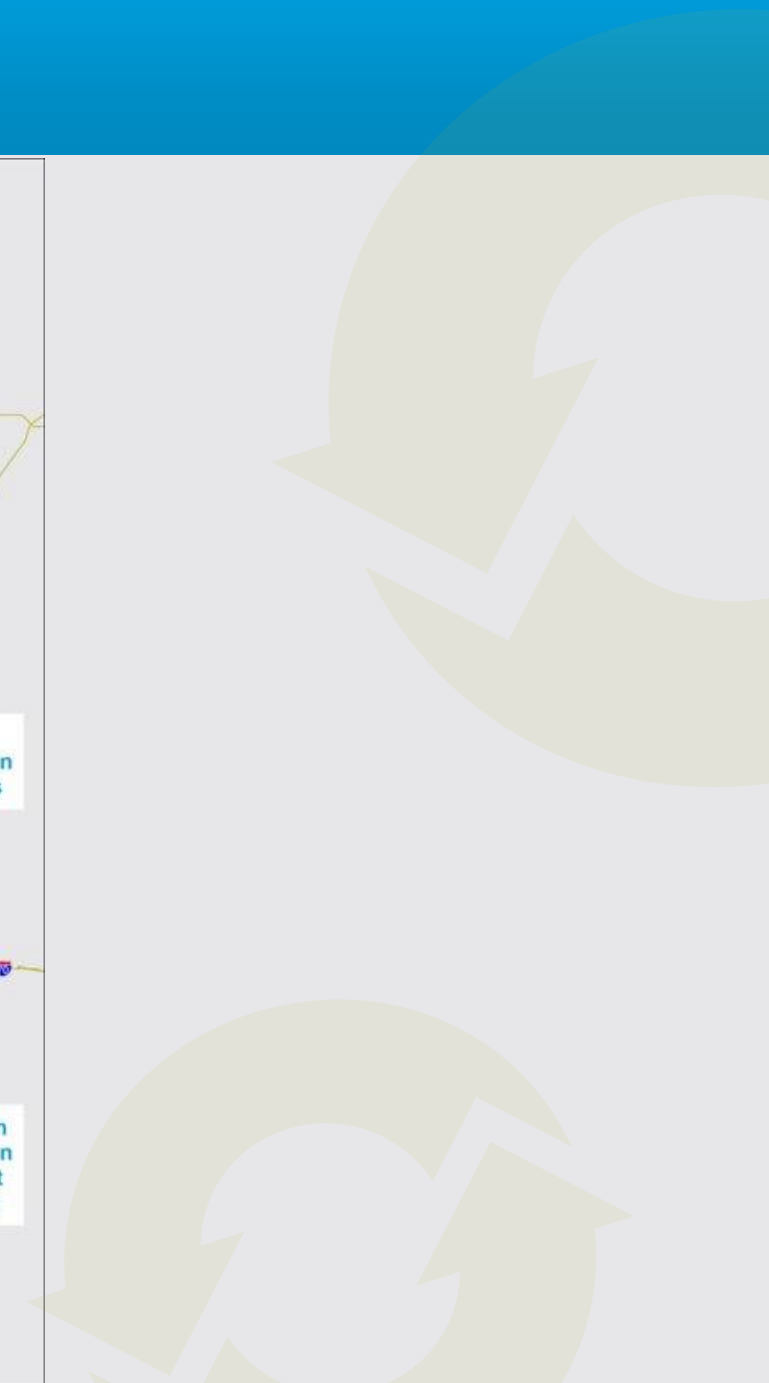


Way to Go is a partnership between the **Denver Regional Council of Governments** and **eight metro-area transportation management associations**.

- Goals: **Reduce traffic congestion** and **improve air quality**.
- Funded primarily through federal **Congestion Mitigation and Air Quality** dollars.
- The Way to Go partnership has been managing a **voluntary effort** in the region for **more than a decade**.



WAY TO GO PARTNERSHIP REACH



TACTICS



- **Employer outreach.**
- **Community** outreach and **commuter** trip planning.
- Advertising and promotional **campaigns.**
- **Events** and focused campaigns.
 - Bike to Work Day and Winter Bike to Work Day.
 - Go-Tober Company and Commuter Challenge.
 - Monthly Challenges.
- **Foundational** resources
 - MyWayToGo.org trip planning and tracking application.
 - Guaranteed Ride Home.
 - Commute with Enterprise Vanpool partnership

SUCCESSSES



Way to Go's **voluntary program** has led to key successes:

- **Second-largest** Bike to Work Day in the country (30,000 participants pre-pandemic).
- Schoolpool maps provided to **12,800 families** at **133 schools** last year.
- Workers in Colorado **telework at a rate 7% greater** than the national average.
- In 2022, My Way to Go users:
 - Logged **624,966 non-solo driving trips**.
 - Reduced over **7 million vehicle miles traveled**.
 - Eliminated nearly **370,000 tons of CO2 emissions**.

INFRASTRUCTURE FOR ETRP



In 2020, we began enhancing the **My Way to Go** platform for employers who want use **trip reduction** and **commute support** to recruit, **retain and assist their employees**.

The portal provides employers with:

- **Data visualizations** of employer and employee survey results.
- A **trip reduction plan** developed by Way to Go.
- Information on what **commute modes** employees are using.



ETRP REGULATORY EFFORTS



COLORADO CLIMATE ACTION PLAN



DRCOG and partners began **gathering information** about Employer Trip Reduction Programs throughout the country in 2018.

In 2019, **the Colorado Legislature passed HB19-1261**, the Climate Action Plan to Reduce Pollution.

In 2021, AQCC issued a **notice of rulemaking** to revise Regulation 22 for a new Employee Traffic Reduction Program (ETRP) as part of the state's efforts to reduce GHG emissions as directed by the plan.

RULEMAKING - MYTHS AND REALITIES



Efforts to **prevent the Rulemaking** focused on these areas of concern:

- **Privacy concerns** of both employees and employers.
- **Cost** of program administration and compliance.
- Overall **economic concerns**.
- **Mandate** to commuters.

WHAT WAS PROPOSED



The proposed rule just **included these requirements:**

- Only the region's **largest employers** would be required to participate (100+ or 250 or more employees).
- Employers would **determine existing transportation benefits.**
- Employees would be **surveyed** to identify commute reduction opportunities.
- Employers could select **two or more tactics** from a trip reduction recommendation.
- Annual, **program-level reporting** would be available through the My Way to Go platform.

OUTCOME



Way to Go continues its **all-voluntary effort** in the region:

- Outreach specialists continue to **engage with employers.**
- Denver-region employers **can access the ETRP portal** at no cost.
- Employers who opt to provide staff with trip reduction benefits can use the portal to **view data and recommendations.**



THANK YOU

Way to Go Partnership

Nisha Mokshagundam, **Denver Regional Council of Governments**

Mike Hughes, **West Corridor**

