



I-70 Mountain Corridor User Survey Results

June 2022





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Introduction

- The I-70 Mountain Corridor User Survey was designed to provide the I-70 Coalition with data to better understand behaviors, motivations, and preferences of users of the I-70 corridor.
- The **I-70 Mountain Corridor User Survey** was distributed using three different methods, an email list provided by RRC Associates (RRC), a link through social media shared through popular accounts such as @i70things, and a version sent to the database of Mountain Express Lane Users.
 - Front Range results have a +/- 1.7% Margin of error based on 2020 Census data.
 - Mountain Corridor results have a +/- 6.8% Margin of error based on 2020 Census data.
- The data primarily features respondents who live in the Front Range Region and those that live in the Mountain Corridor Region.



Key Findings



A high majority of Front Range (92%) and Mountain Corridor (93%) region respondents try to **avoid high congestion times** on I-70.



Congestion on I-70 has directly impacted the **frequency of trips to the mountains** for a majority of respondents (75% Front Range).



Most Bustang users became aware of these buses from the ski resorts (46% Front Range).



Top motivators for enticing people to ride Bustang/Snowstang were more **pick-up/drop-off locations, more frequent service, and ability to make reservations.**

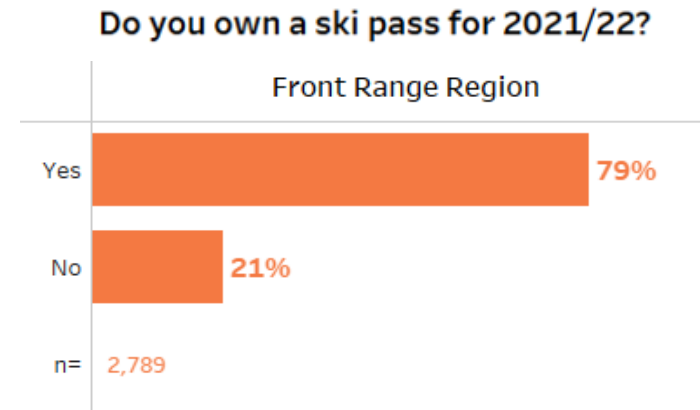
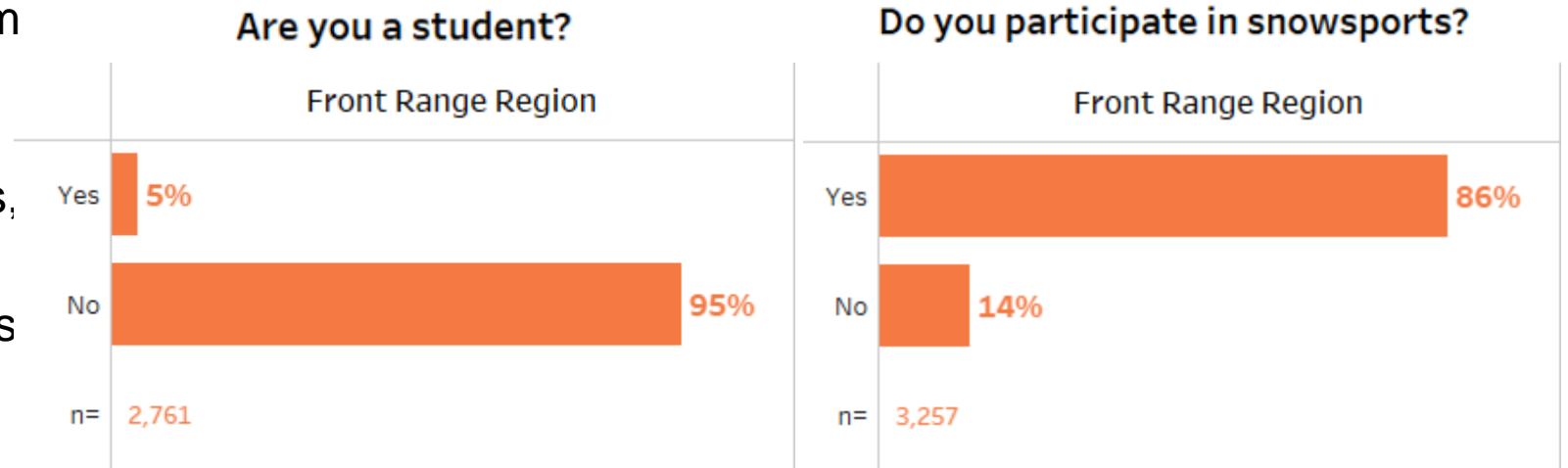


About the User



Students and Snowsports Participation

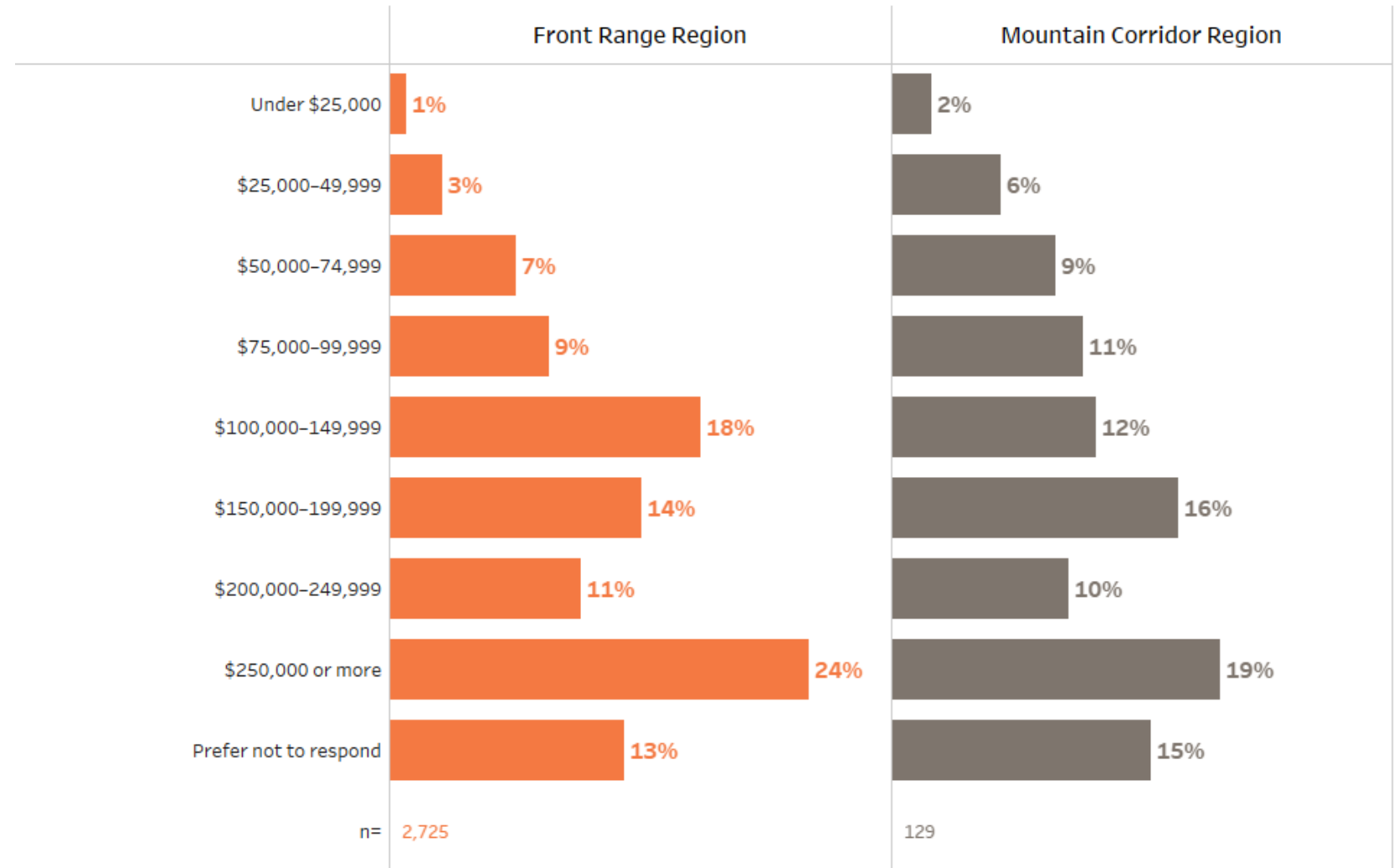
- About 5% of users surveyed from both regions are students.
- Among both **Front Range** and **Mountain Corridor** respondents, 86% participate in snowsports.
- 79% of Front Range respondents owned a ski pass for 2021/22.



Income

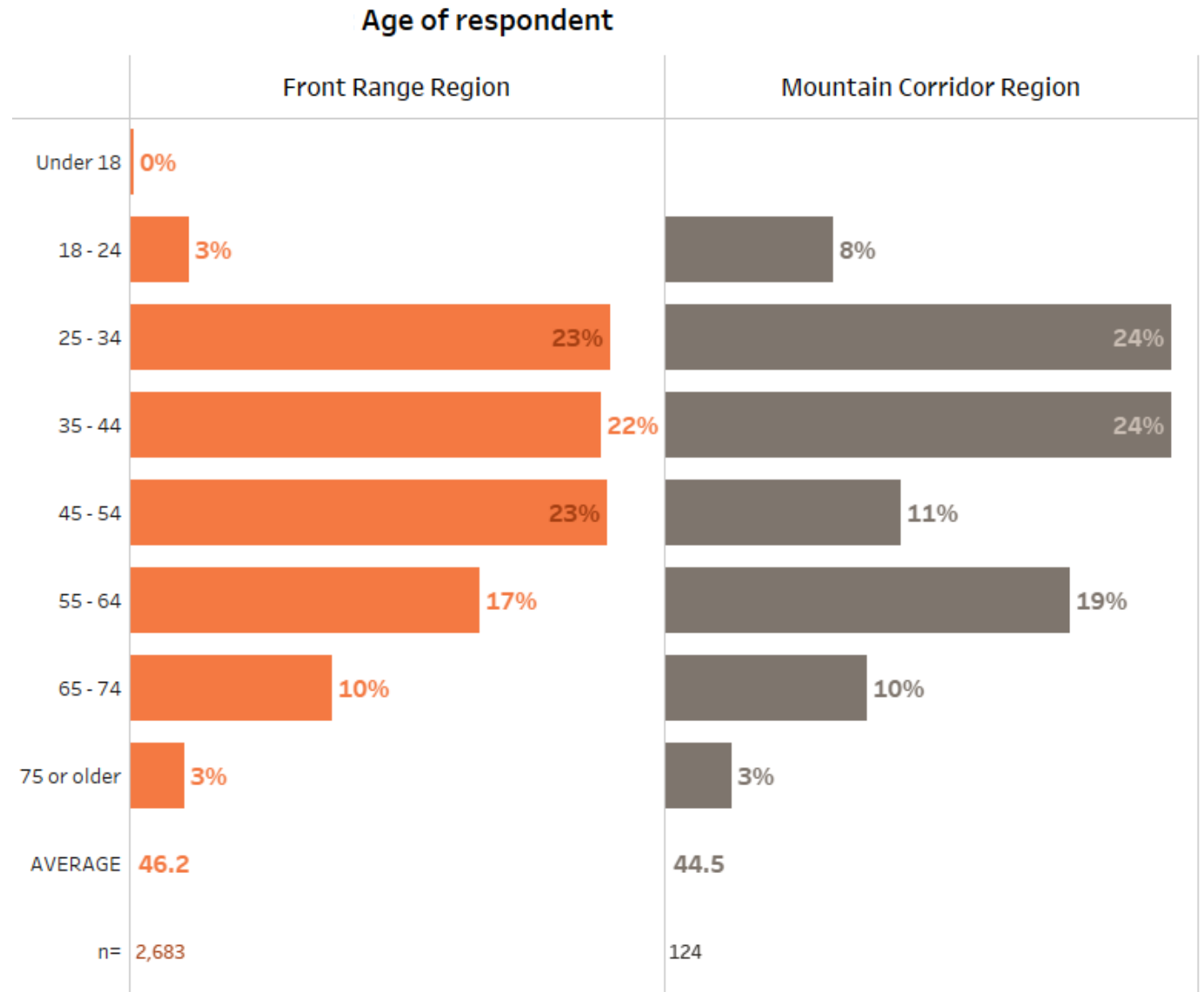
- Income is relatively similar across the regions, with a majority of respondents' households making over \$100,000 in both regions.

Which of these categories best describes the total gross annual income of your household (before taxes)?



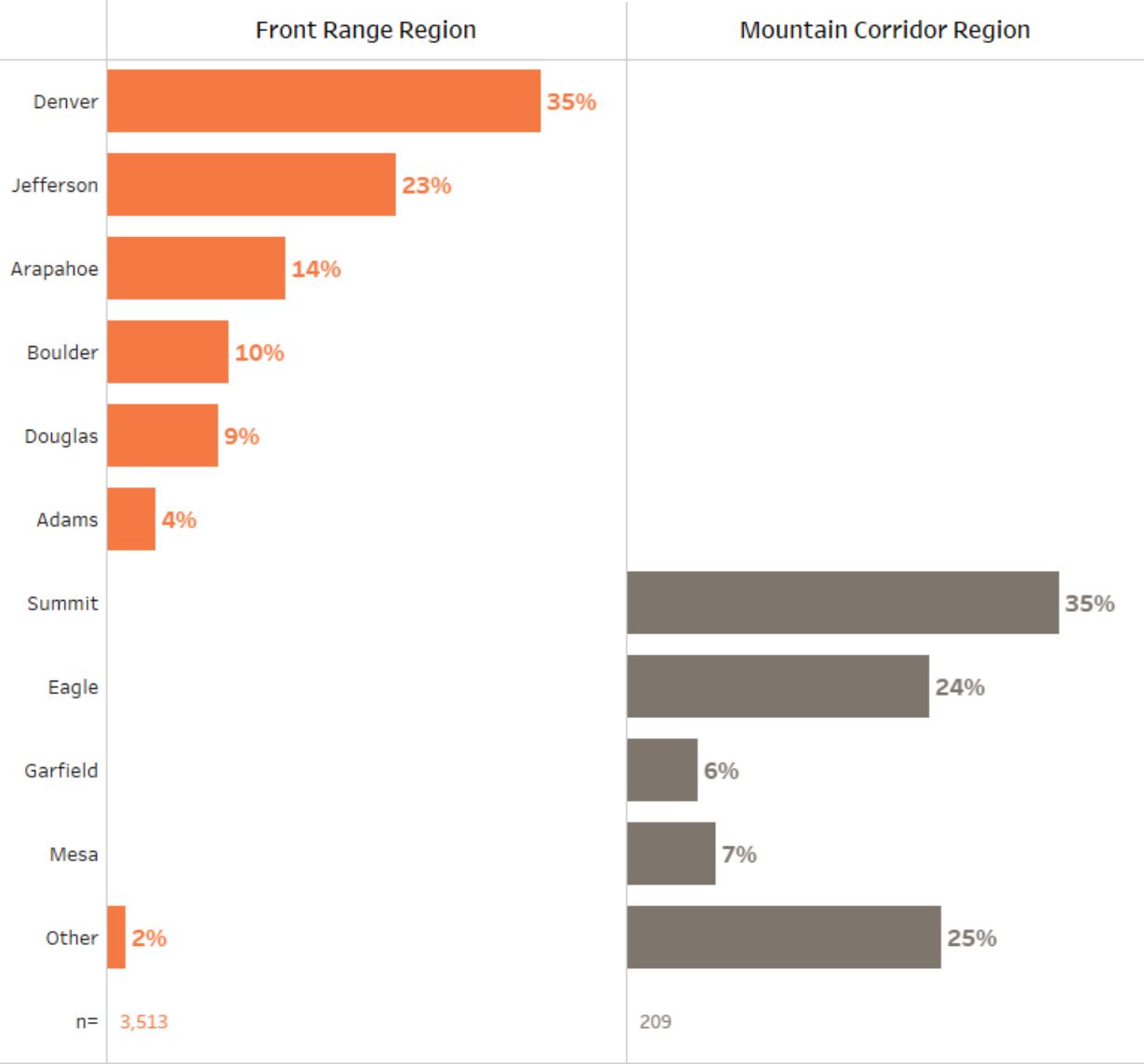
Age

- Respondents from **Front Range** and **Mountain Corridor** are largely similar in age.
- The average age for both regions is about **45 years old**.



Mountain Corridor User Home Location

- Most **Mountain Corridor** respondents originate from Summit County (35%).
- Most **Front Range** respondents originate from Denver County (35%).



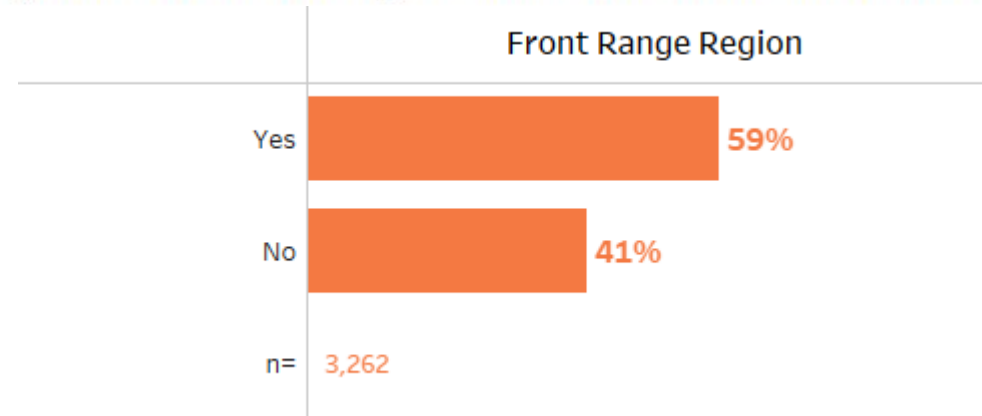
Bustang/Snowstang Prior Experiences



Awareness of Bustang/Snowstang

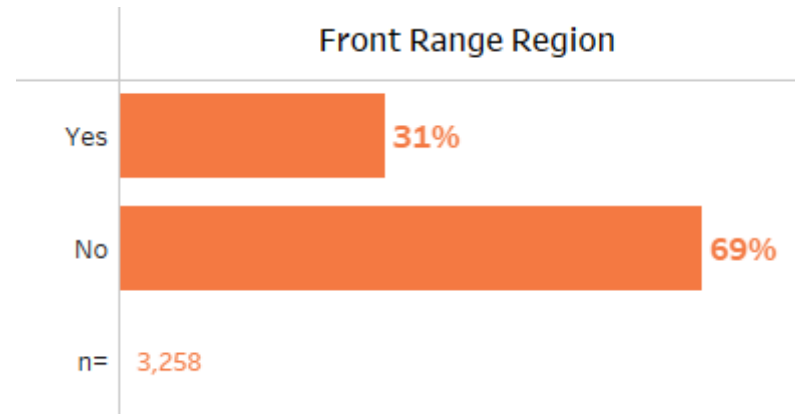
- While a majority of respondents in both regions has heard of the Bustang West Line, a greater proportion know about it in the Mountain Corridor region (84%) compared to Front Range residents (59%).

Have you heard of Bustang West Line bus service that runs along the I-70 Corridor?



- The same, albeit much lower, can be said for Snowstang, with the Mountain Corridor being slightly higher at 38% compared to the Front Range at 31% who've heard of Snowstang.

Have you heard of Snowstang?



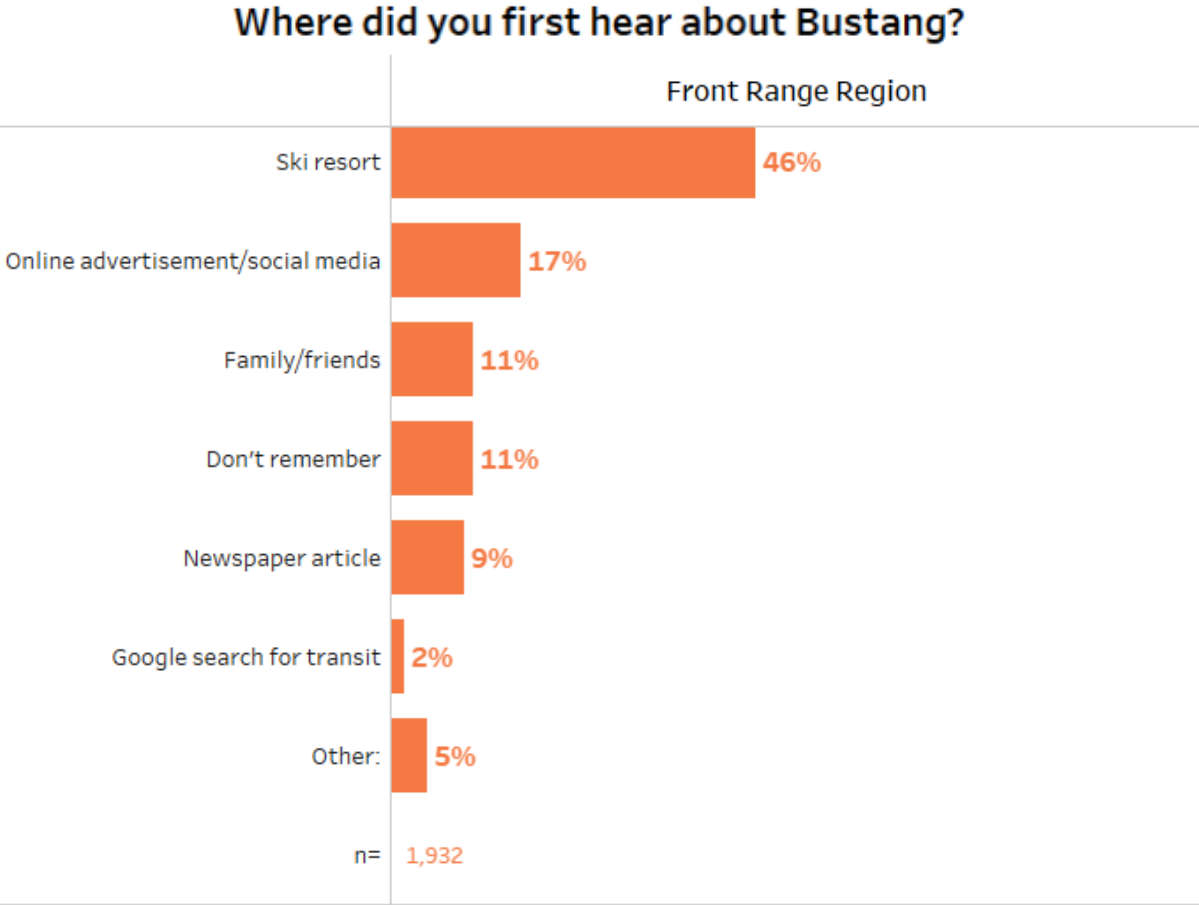
Non-Bustang/Snowstang Riders



First Hear of Bustang

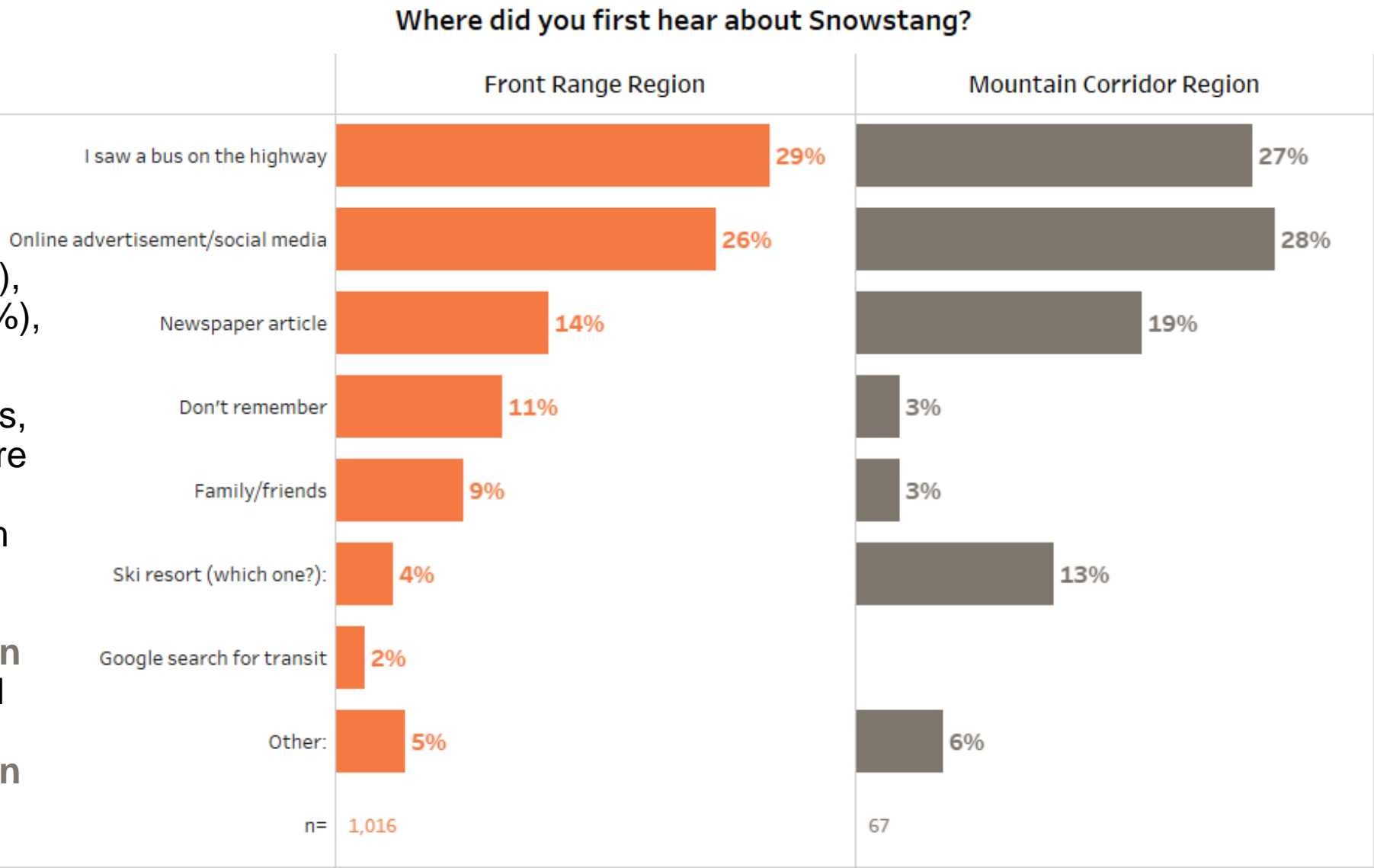
How each region had heard of Bustang/Snowstang were largely similar, with ski resorts being among the largest proportion for both (46% Front Range, 35% Mountain Corridor), social media (17% & 12%, respectively) and family/friends (11% & 22%, respectively)

The ski resorts respondent heard about Bustang from were most commonly Arapaho Basin (24%), Vail (21%), and Copper Mountain (16%).



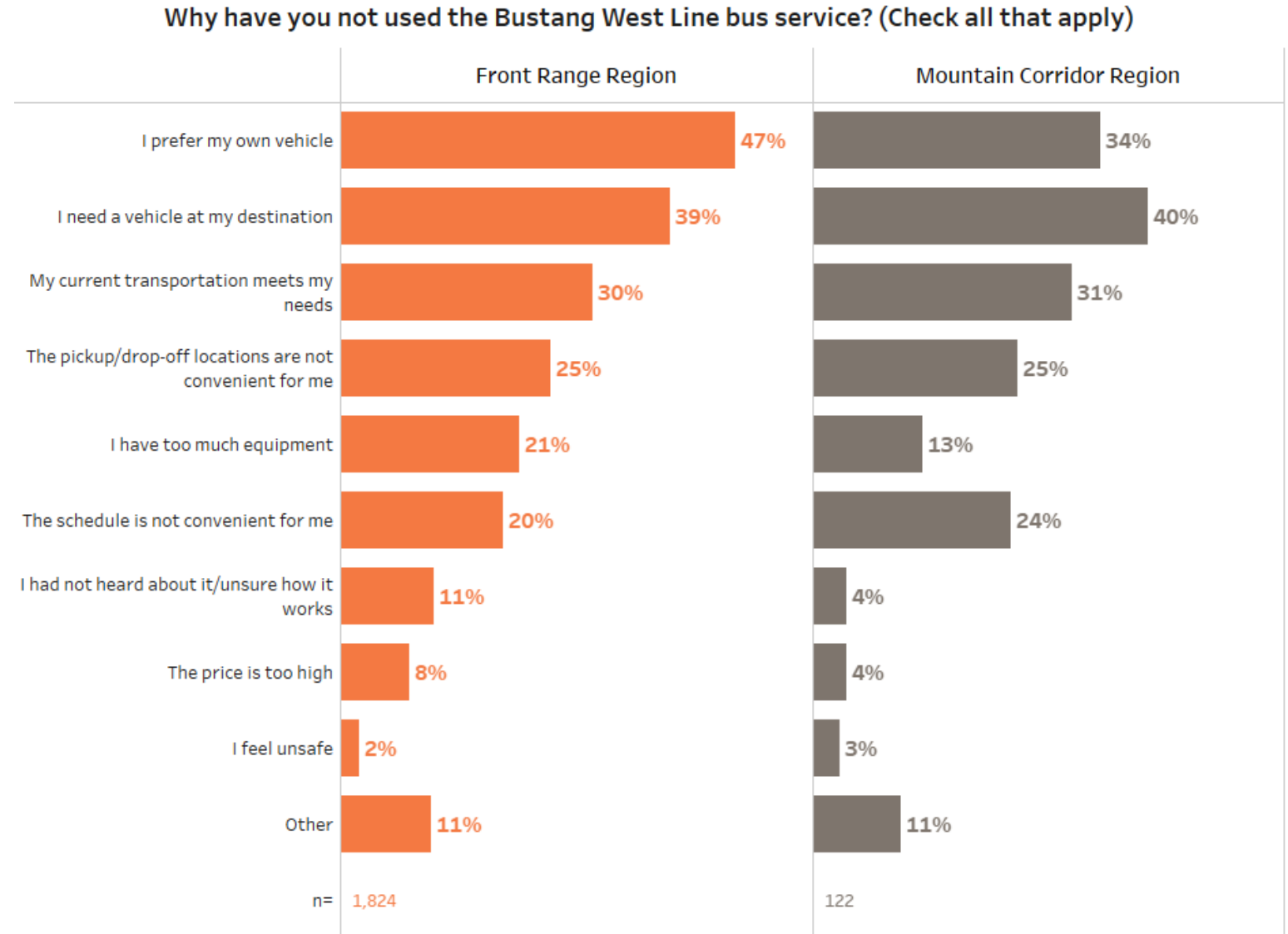
First Hear of Snowstang

- Similarly, of the respondents that said they heard about Snowstang from ski resorts, they typically heard about it from Arapahoe Basin (39%), Copper Mountain (22%), or Steamboat (14%).
- Though in both regions, respondents were more likely to have heard about Snowstang from seeing the bus on the highway (29% **Front Range**, 27% **Mountain Corridor**) or via social media (26% **Front Range**, 28% **Mountain Corridor**).



Reasons for Not Using Bustang

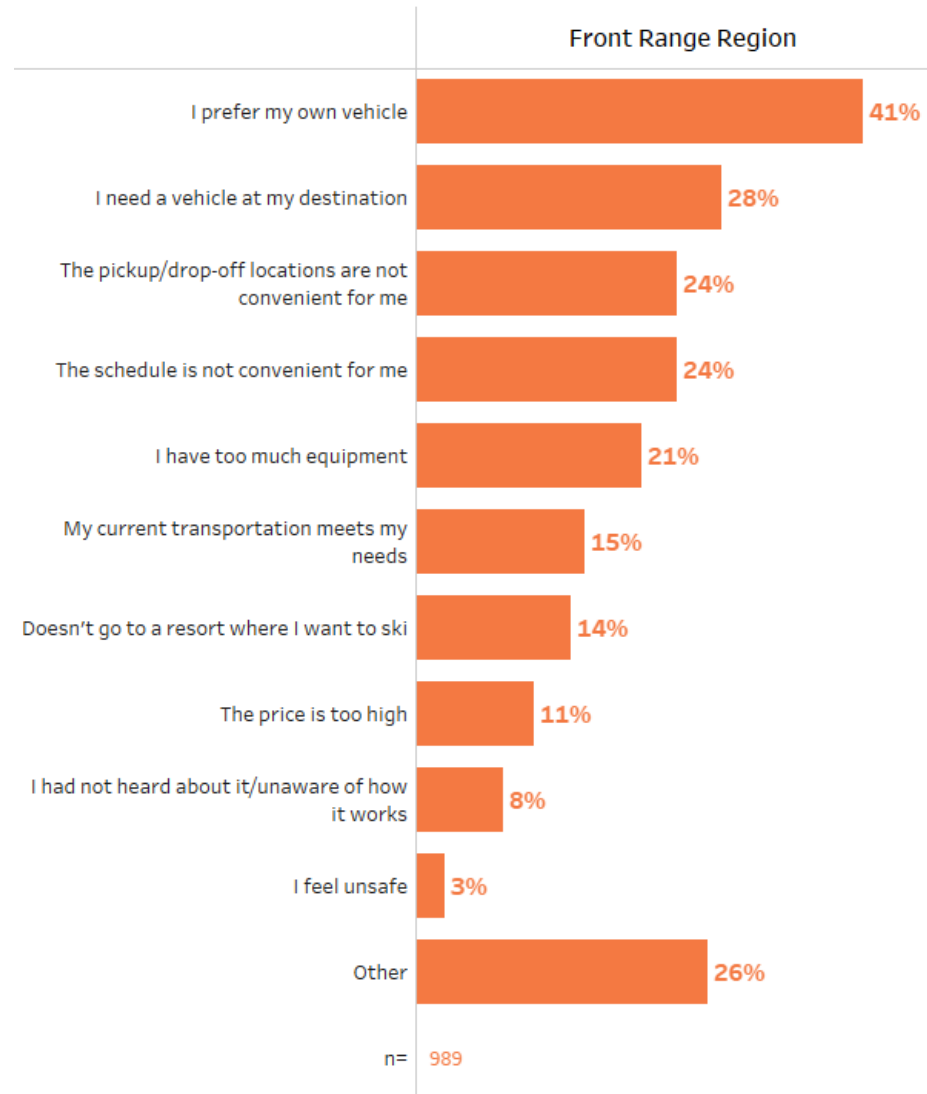
- Of those that have heard of Bustang and not previously ridden it, the most common reason for not doing so varied from region to region. With **Front Range** stating that they preferred their own vehicle (47%), need a vehicle at their destination (39%), and already have their current transportation needs met (30%).
- The **Mountain Corridor** had the same reasons at slightly different proportions; need vehicle at destination (40%), prefer own vehicle (34%), and current transportation needs met (31%).



Reasons for Not Using Snowstang

- Reasons for not using Snowstang were relatively similar. The **Front Range** respondents preferred their own vehicle (41%), need a vehicle at their destination (28%), and don't feel that the pick-up/drop-off locations are convenient (24%).

Why have you not used the Snowstang bus service? (Check all that apply)



Reasons for Not Using Snowstang – “Other”

There was a large proportion for both regions that stated “other” as their reason for not using Snowstang (26% **Front Range**, 29% **Mountain Corridor**). The most common reason in this category being that the respondents don’t ski / have no need to go to resorts (15% of “other” responses).



Common Themes:

- Don't ski/snowboard – 15%
- Buses can still get stuck in traffic/prefer freedom to get off highway to avoid traffic – 9%
- Large families with pets (citing cost and convenience concerns) – 8%

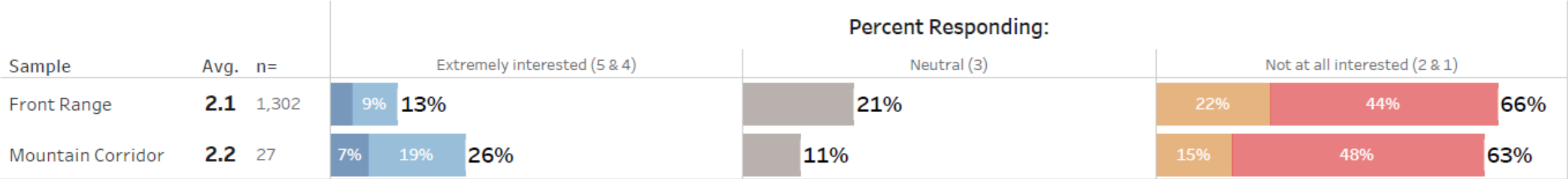
Prospective Bustang/Snowstang Riders



Interest in Bustang

A greater proportion of the **Mountain Corridor** respondents were found to be interested in Bustang (26%), around twice as many as those in the **Front Range** (13%).

Bustang is a bus services that travels along selected corridors in Colorado including the I-70 mountain corridor
Using the scale below, how interested would you be in using this service?
By "Colorado Front Range and Mountain Corridor"



- 1 - Not at all interested
- 2
- 3
- 4
- 5 - Extremely interested

*Ratings categories are sorted in descending order by that average rating
Source: RRC Associates

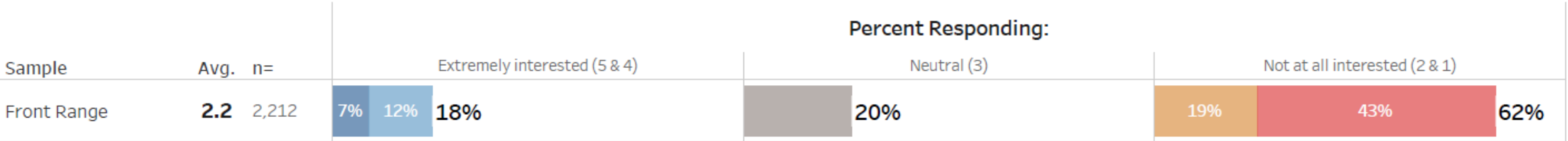
Interest in Snowstang

18% of Front Range respondents are extremely interested in Snowstang.

While small proportionally, this percentage represents several hundred respondents that have expressed interest in using Snowstang after receiving information on the services.

Snowstang is a bus service that travels directly from Denver to various Colorado resorts in winter and that is designed particularly for snowsports' enthusiasts. These services are currently available to Loveland Ski Area, Arapahoe Basin, Copper Mountain and Steamboat on selected days

By "Colorado Front Range"



- 1 - Not at all interested
- 2
- 3
- 4
- 5 - Extremely interested

*Ratings categories are sorted in descending order by that average rating

Source: RRC Associates

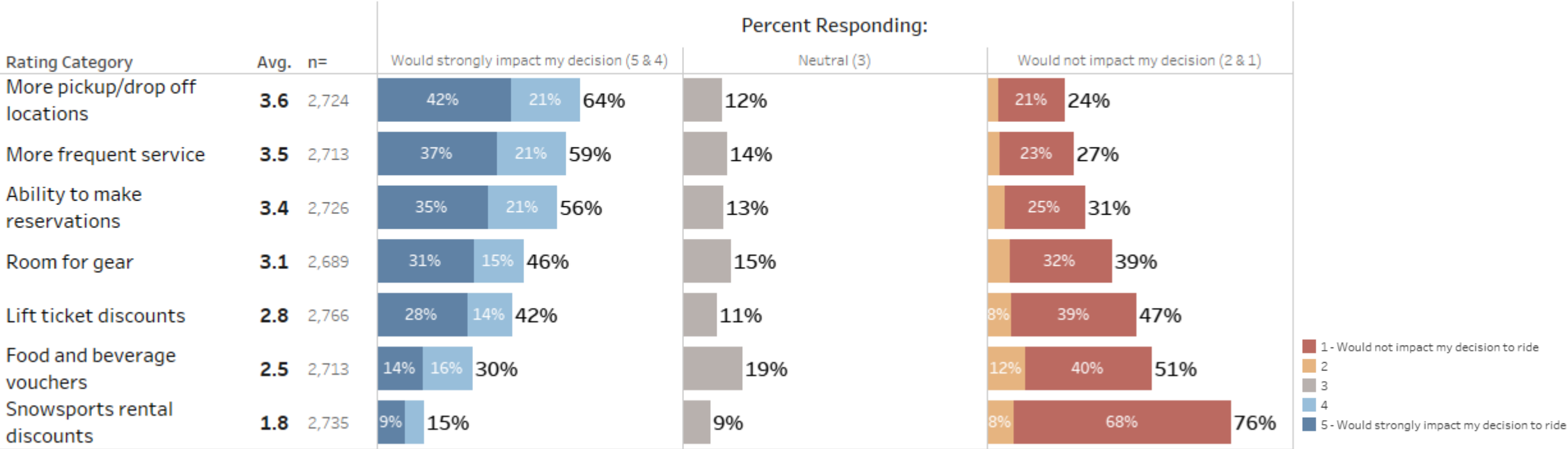
Bustang/Snowstang Top Motivators – Front Range

Bustang/Snowstang possible ridership motivators for the Front Range showed that more pickup/drop off locations (63%), more frequent services (59%), and ability to make reservations (56%) were the greatest motivators.

Similar to the I-70 Transit Ridership Survey, food and beverage vouchers (30%) and snowsports rental discounts (15%) made up the bottom of the motivators list.

How would the following aspects motivate you to take Bustang/Snowstang today or in the future?

By Front Range



*Ratings categories are sorted in descending order by that average rating
Source: RRC Associates

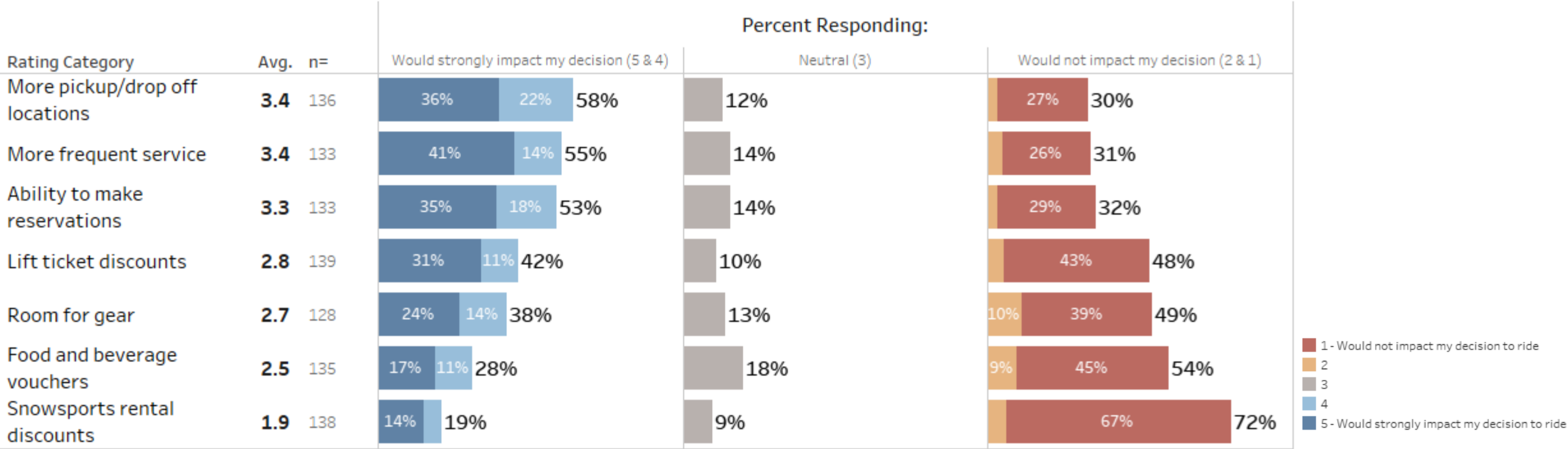
Bustang/Snowstang Top Motivators – Mountain Corridor

Bustang/Snowstang possible ridership motivators were only slightly difference between the two regions. The top motivators remained more pickup/drop off locations (58%), more frequent services (55%), and ability to make reservations (53%).

Food and beverage vouchers (28%) and snowsports rental discounts (19%) made up the bottom of the motivators list.

How would the following aspects motivate you to take Bustang/Snowstang today or in the future?

By Mountain Corridor



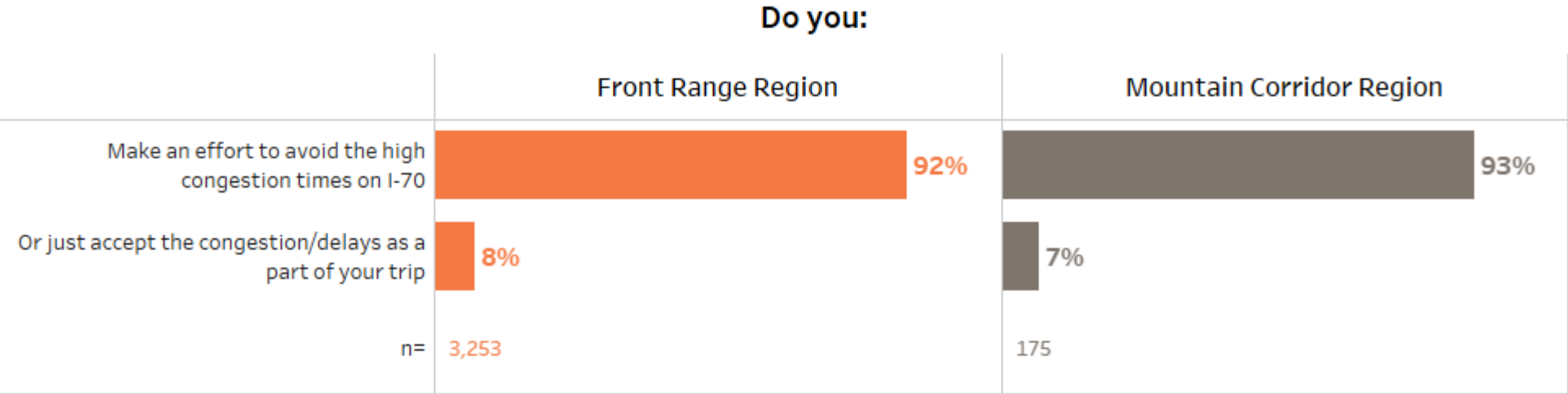
*Ratings categories are sorted in descending order by that average rating
Source: RRC Associates

Traffic Congestion & Impacts



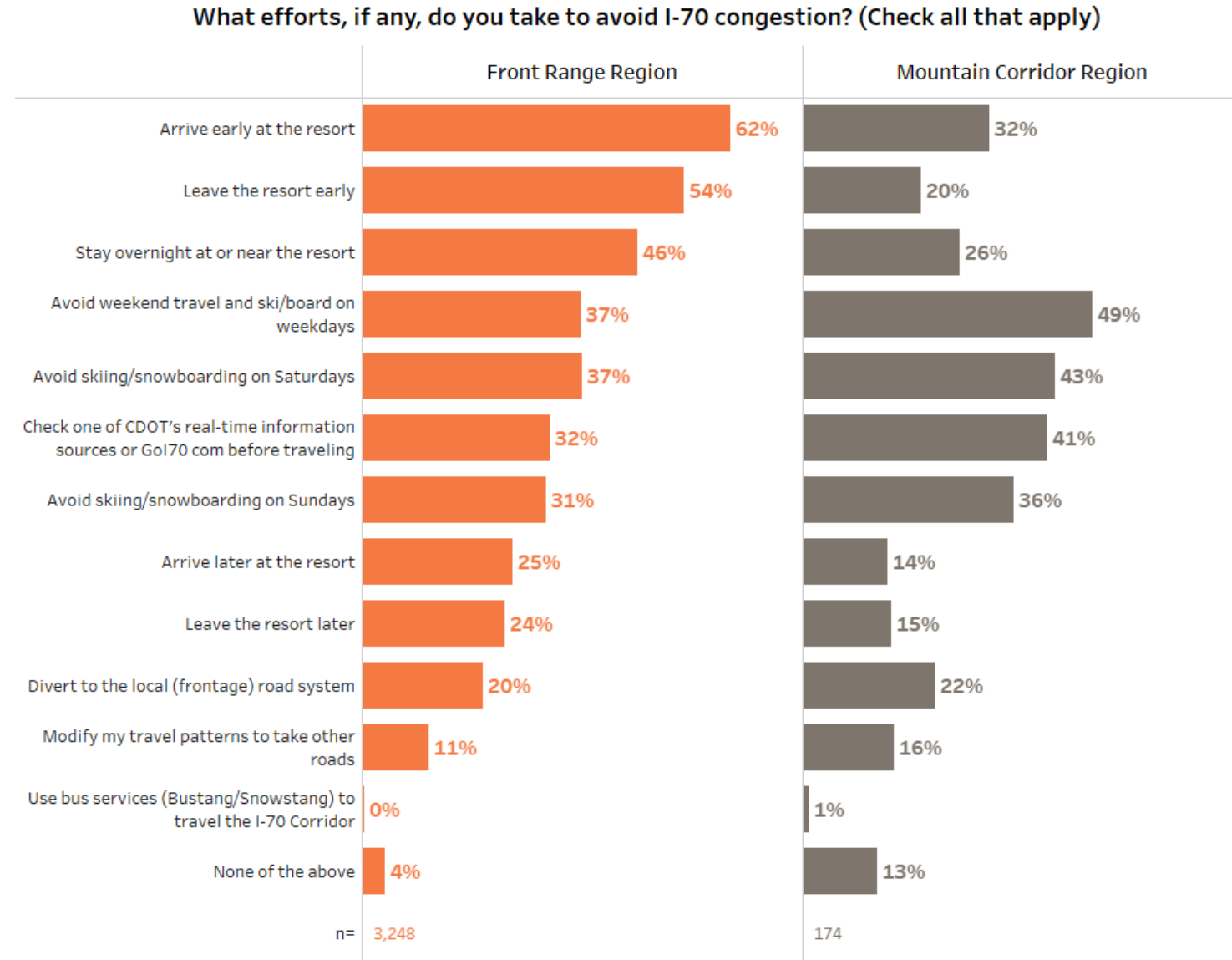
I-70 Congestion

In both the **Front Range** and **Mountain Corridor** regions, respondents make an effort to avoid the high congestion times on I-70 (92% & 93%, respectively).



Avoiding I-70 Congestion

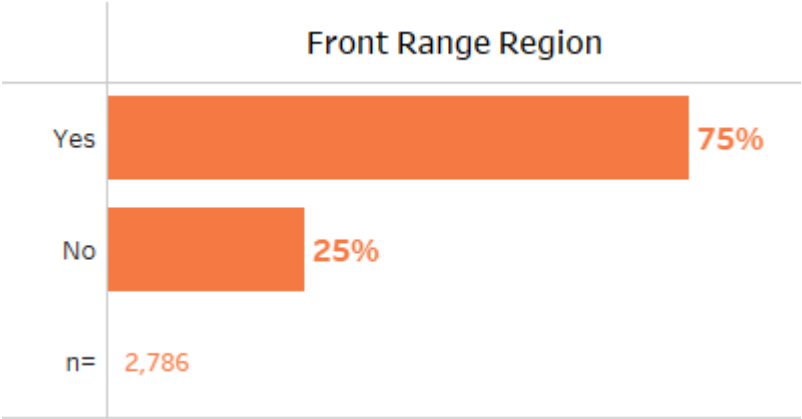
- These efforts vary by region. The **Front Range region** choose to arrive at resorts earlier (62%), leave resorts later (54%), and stay either at the resort or somewhere nearby overnight (46%).
- The **Mountain Corridor region** avoid congestion by choosing to ski/snowboard on weekdays instead of the weekend (49%), avoid skiing/snowboarding on Saturdays (43%), and use the CDOT's information or Gol70.com before traveling (41%).



Reduction of I-70 Travel due to Congestion

I-70 congestion has been experienced firsthand by many respondents, as a majority in both regions claim to have had their skiing/snowboarding season reduced by the congestion. Though the **Front Range** (75%) has felt the consequences of congestion far more than the **Mountain Corridor** (52%).

Has the frequency of your skiing/snowboarding been reduced as a function of I-70 congestion in recent seasons?

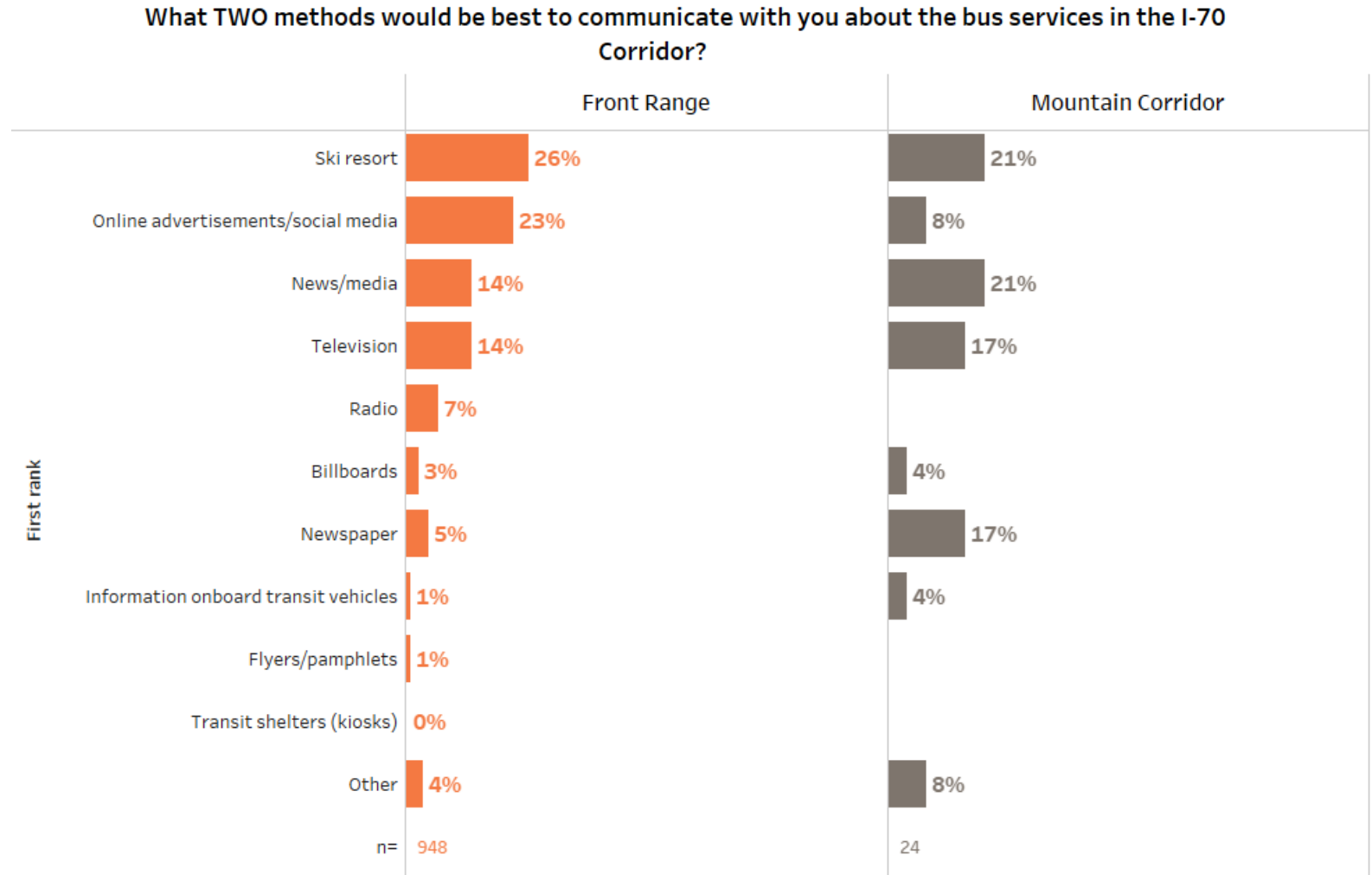


Communication & Driver Characteristics



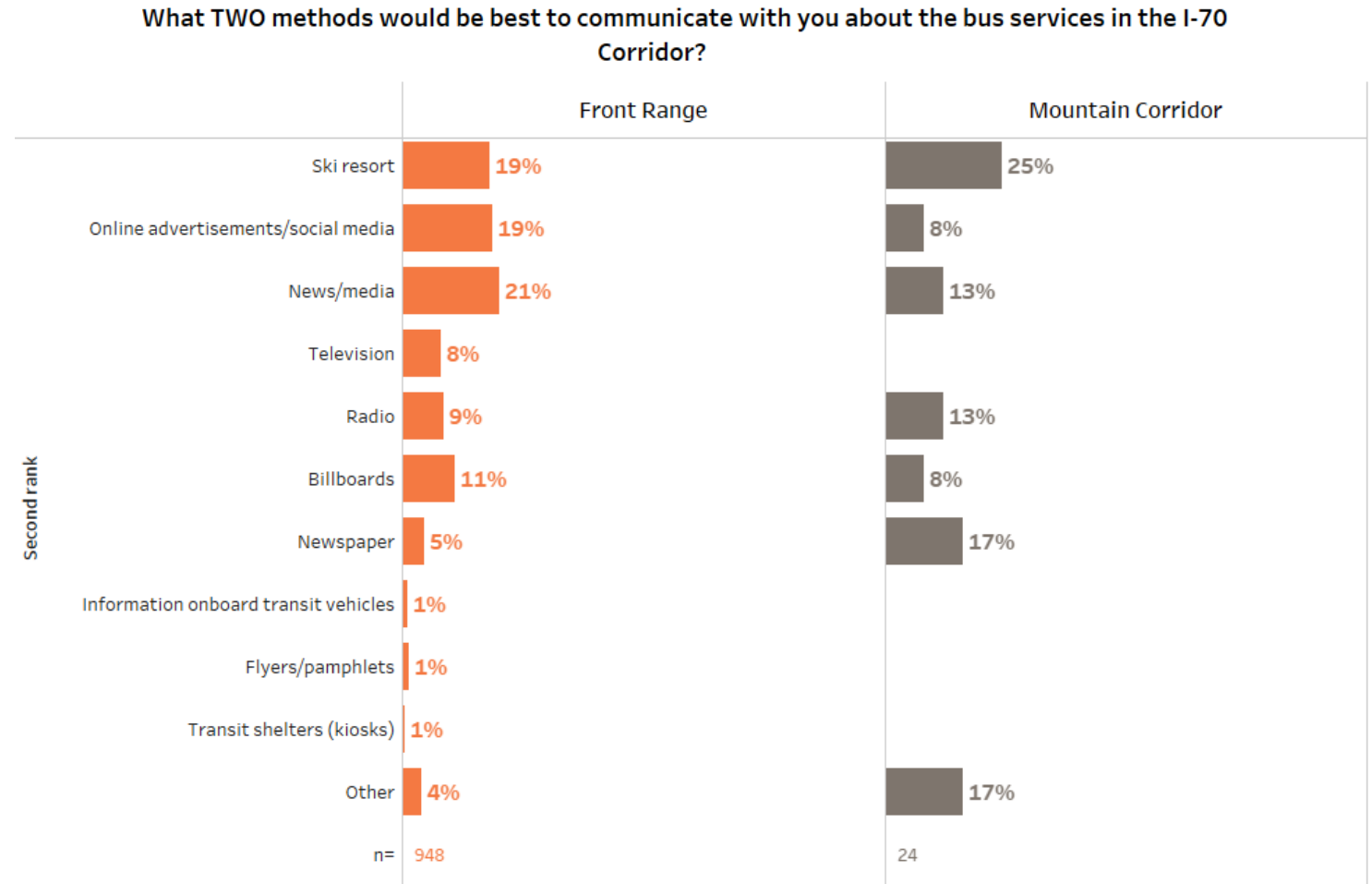
Top Communication Methods – First Ranked

- Respondents across regions stated that the best form of communication about the bus services in the I-70 Corridor would be through ski resorts (26% & 21%, respectively), closely followed by online advertisements and social media for the **Front Range** (23%) and news/media for **Mountain Corridor** (21%).



Top Communication Methods – Second Ranked

- As the second ranked choice, news/media was at the top for the **Front Range** (21%), with ski resorts and online advertisement remaining highly ranked for both **Front Range** and **Mountain Corridor** respondents.



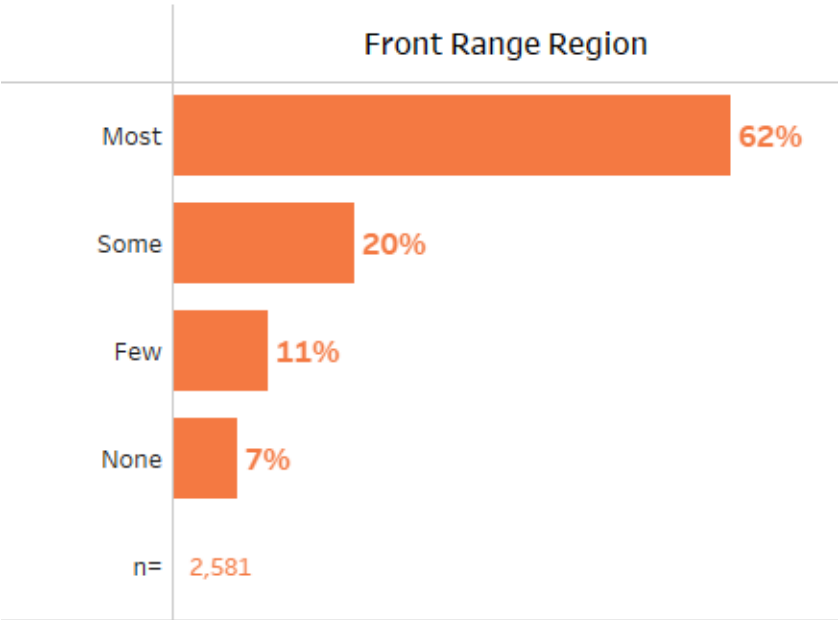
Travel Along the I-70 Mountain Corridor

- **Mountain Corridor** respondents were found to both have a higher number of days traveled along the I-70 Corridor for snowsports (18 days) and fewer trips during the weekend (35%).
- **Front Range** respondents stated that most trips occurred over the weekend (62%).

Since November 2021, approximately how many days have you traveled on the I-70 mountain corridor for purposes of snowsports?

	Front Range Region	
AVERAGE		15.0
n=		2,773

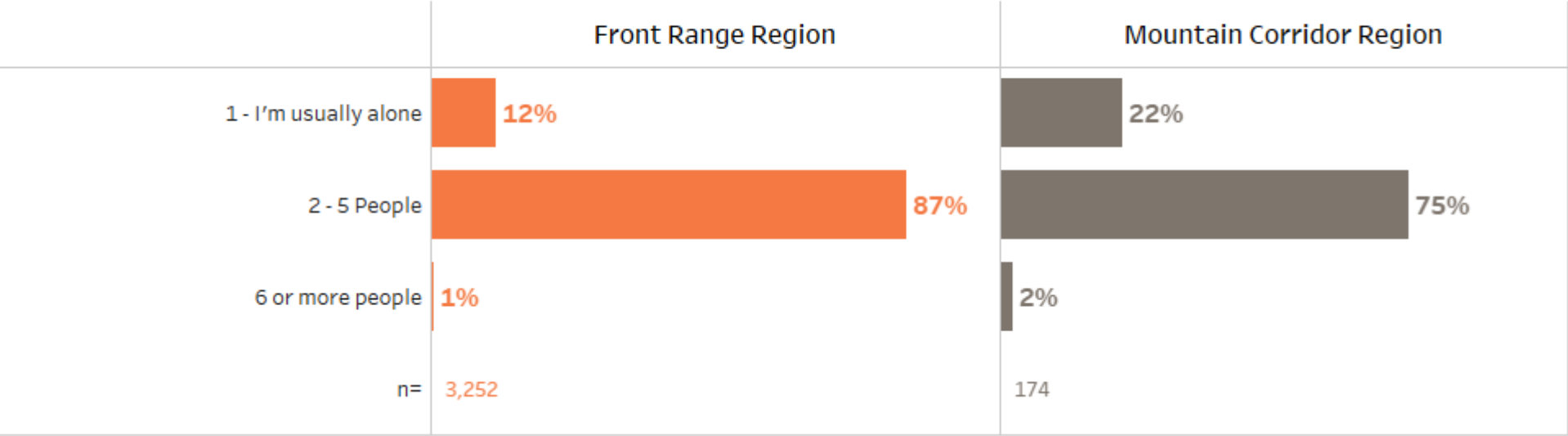
Of these snowsports related trips on I-70, how many occurred during the weekends?



Number of People in Each Vehicle

The largest share of respondents for both regions (87% for Front Range, 75% for Mountain Corridor) typically have anywhere between 2 and 5 people in their vehicle when traveling along the I-70 Corridor.

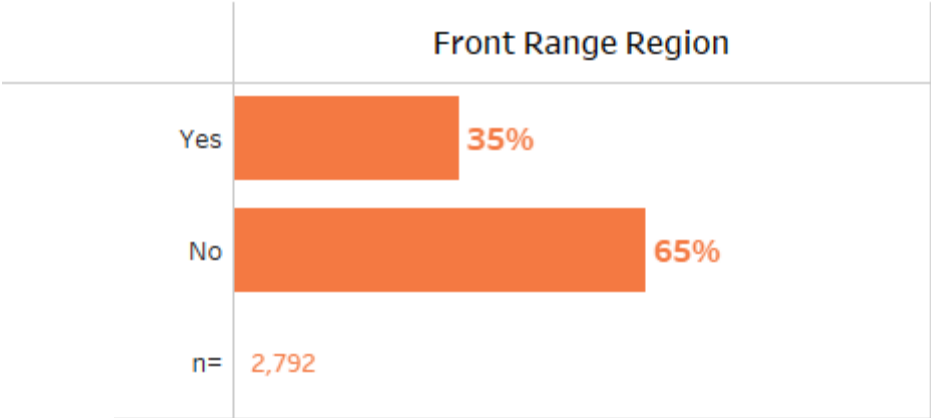
On a typical vehicle trip through the I-70 Corridor, how many people are most often in your vehicle?



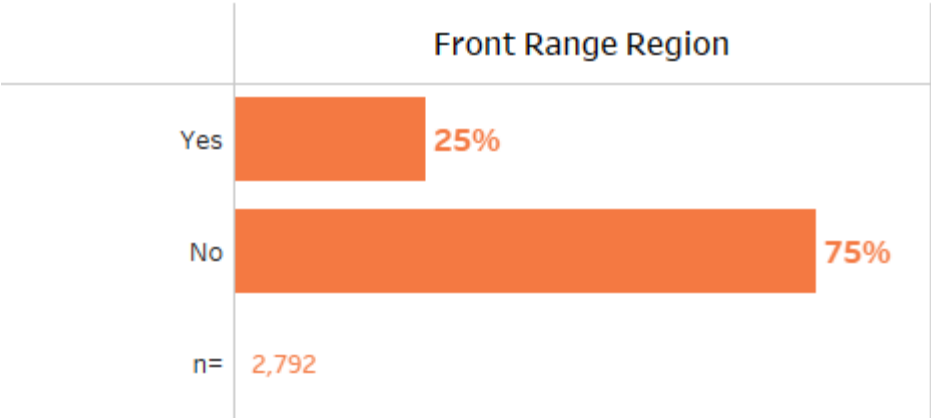
Dinosaur/Morrison Parking Lot Use

A high percentage of Front Range respondents have not used the Dinosaur/Morrison parking lots, nor are they aware of carpooling incentives.

Have you used the Dinosaur/Morrison Parking Lots for carpooling this season or last?



Are you aware that many resorts offer incentives for carpooling?





Thank You

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