



I-70 Mountain Corridor User Survey 2024 Results





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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 the behaviors, motivations, and preferences of users of the I-70 corridor. The surveying effort was intended to allow comparisons to a 2022 study.
- The 2024 I-70 Mountain Corridor User Survey was distributed in a manner similar to the 2022 survey. The digital link was sent using four different methods:
 - an email list provided by RRC Associates (RRC),
 - a link through social media shared through popular accounts such as @i70things,
 - a version sent to the database of Mountain Express Lane Users,
 - and as a link for Auraria Higher Education Center



Introduction

- The report compares primarily the Front Range and the Mountain Corridor as well as year-over-year results.
- The profile of survey respondents remained largely unchanged in 2024 when compared to 2022 results.
- There was strong response to the survey with 3,611 surveys completed by Front Range Region respondents and 624 surveys from respondents in the Mountain Corridor Region. Sample sizes were slightly higher than in 2022.

I-70 User Survey

How do you use the I-70 Mountain Corridor? Take our survey to influence future advocacy!



KEY FINDINGS



In general, the demographics of respondents remained similar year over year and is primarily made up of snowsports participants. Most respondents are traveling for snowsports purposes on weekends; however, there has been a slight decrease in snowsport days of participation overall compared to 2022.



Similar to 2022, 92% of Front Range Region respondents make an effort to avoid the high congestion times on I-70 primarily by arriving early and leaving the resort early. Three-quarters of Front Range respondents say that the frequency of their skiing/snowboarding has been reduced as a function of I-70 congestion.

KEY FINDINGS



Respondents report less awareness of local transit and incentives from ski resorts for carpooling than was measured in 2022. However, awareness and use of Bustang and Snowstang have slightly increased since the last survey. Despite this, those that have not heard of Bustang or Snowstang are less interested in using the bus services in the future. Online advertisements/social media are the most common ways respondents have heard about these services, and extra leisure/relaxation time on the bus is the most commonly cited reason for use.



Pegasus is a newer service that was added into the survey this year. Mountain Corridor Region respondents are more aware and frequent users of this service, However, compared to Bustang and Snowstang, it is the least known service of the three. Front Range Region respondents highly value the ability to reserve a seat on Pegasus.

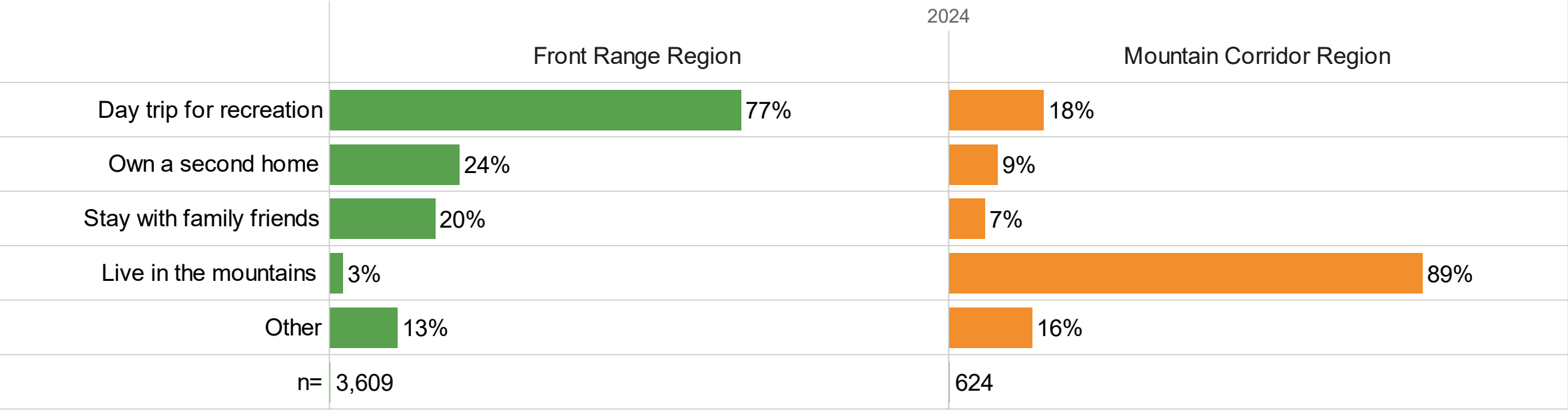
About the Mountain Corridor Users



Students and Snowsports Participation

A majority of Front Range Region respondents travel along the I-70 Mountain Corridor for the purpose of day trips for recreation. In contrast, the majority of respondents from the Mountain Corridor Region live in the mountains and that results in their use of the Corridor..

What best describes your use of the I-70 Mountain Corridor? (Check all that apply)



Ski Pass

- A greater share of respondents this year do have a season pass for snowsports (82%).
- Not surprisingly, the most popular passes are Epic and Ikon.

Do you have a season pass for snowsports in 2023/24?

	2024 Front Range Region	2022 Front Range Region
Yes	82%	79%
No	18%	21%
n=	2,926	2,789

Source: RRC

Which one(s)?

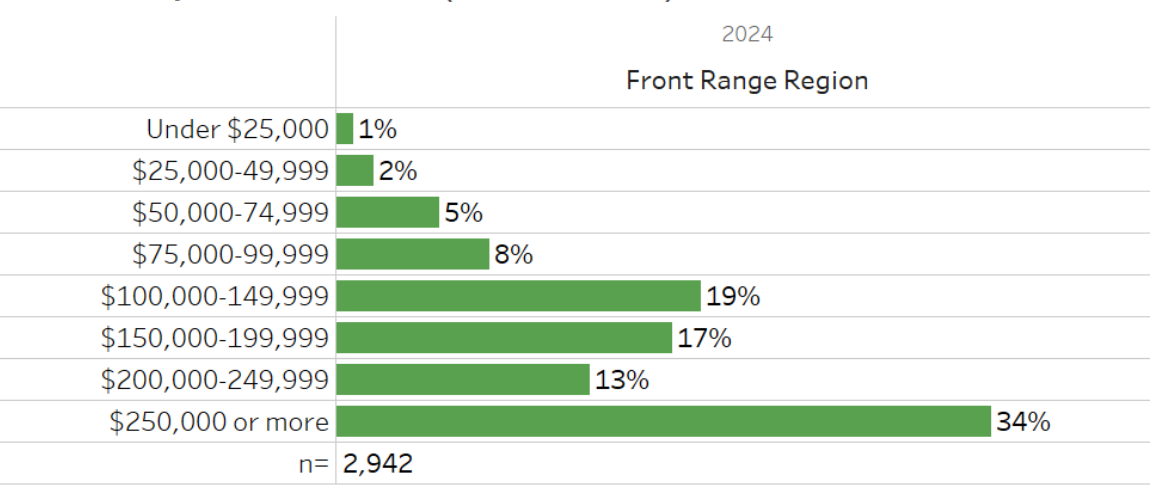
	2024 Front Range Region	2022 Front Range Region
Epic Pass, Epic Local Pass, Summit Value Pass, or Keystone Plus Pass	52%	57%
Ikon Pass or Ikon Base Pass	50%	44%
Arapahoe Basin	8%	
Loveland	6%	
Mountain Collective	1%	1%
Other	8%	14%
n=	2,373	2,200

Source: RRC

Income & Age

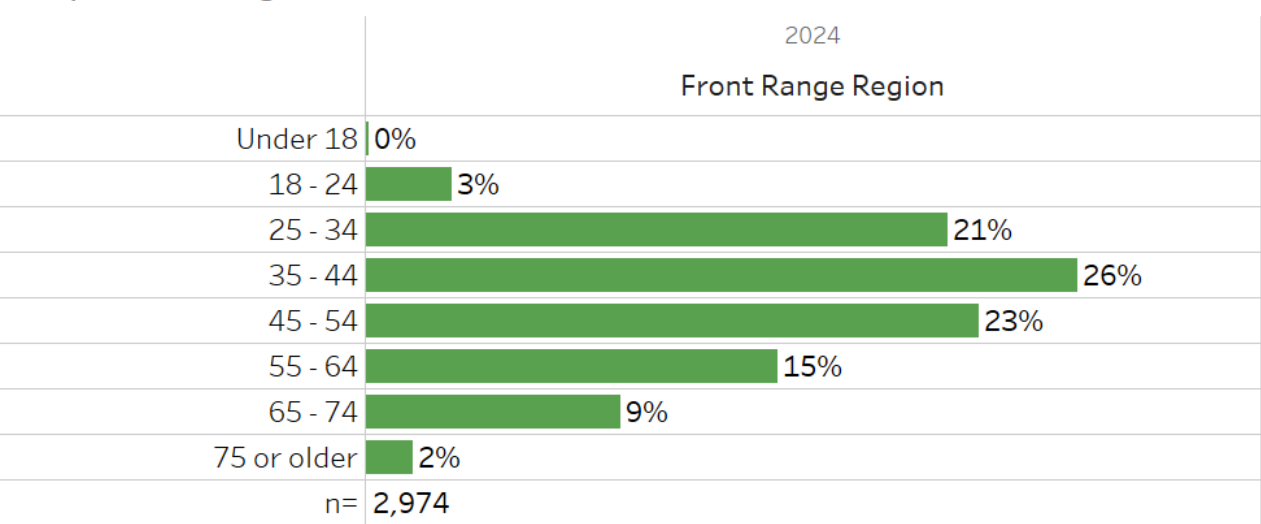
This year’s Front Range sample is slightly more affluent than in 2022. Respondents generally fall between the ages of 25-54 with the greatest share this year between the ages of 35-44.

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



Source: RRC

Respondent Age



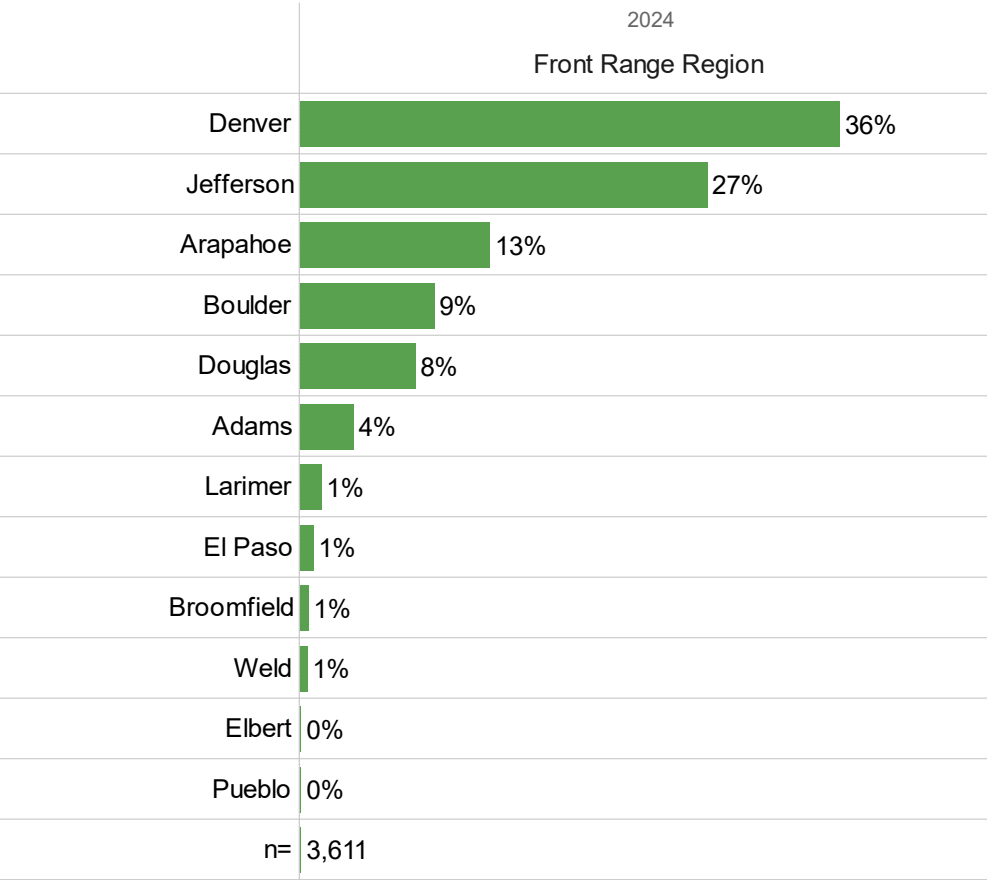
Source: RRC

Mountain Corridor User Home Location

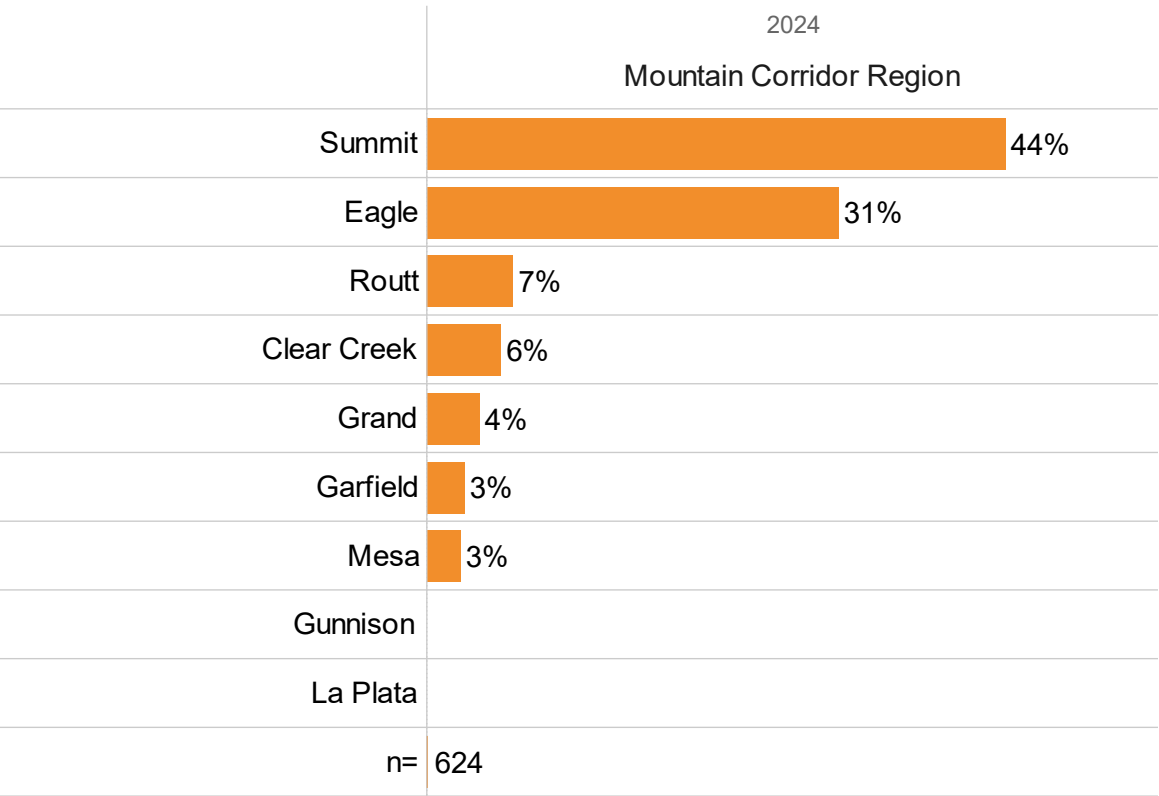
Front Range

Location by County of respondents are relatively similar 2024 compared to 2022.

Colorado County



Colorado County



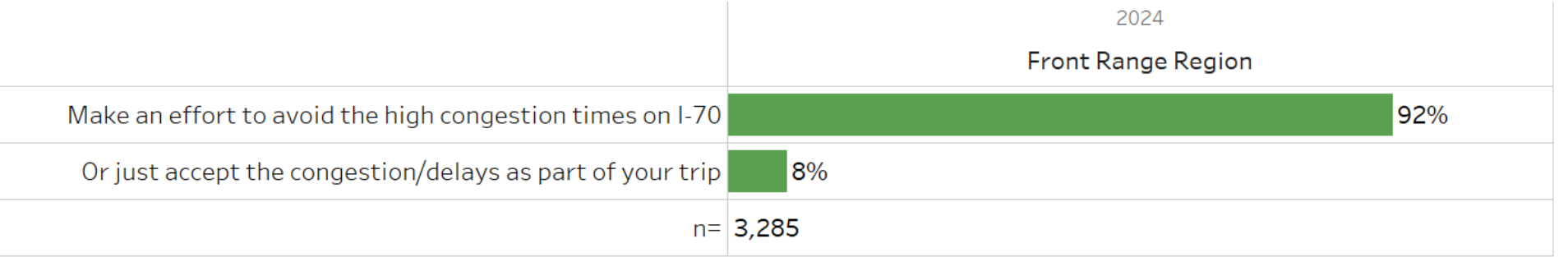
Traffic Congestion & Impacts



I-70 Congestion

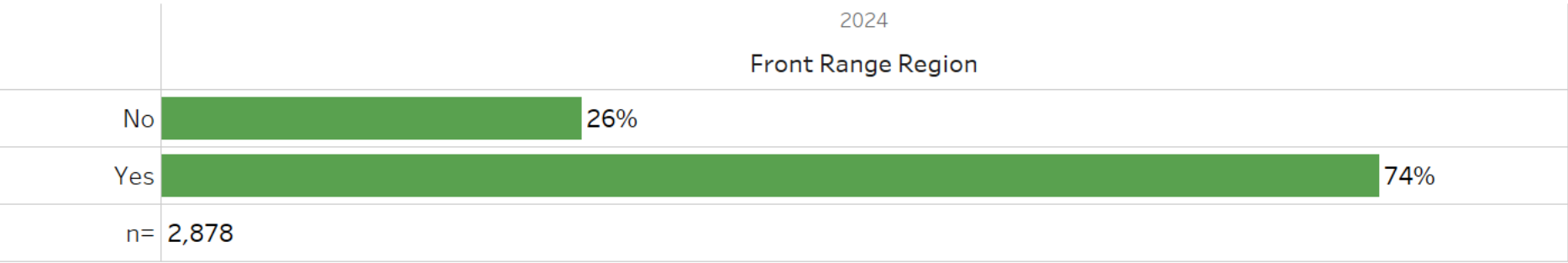
The majority of Front Range Region respondents (92%) make an effort to avoid the high congestion times on I-70, interestingly, this percentage was identical over the past two years. Nearly three-quarters of Front Range Region respondents said that congestion has impacted how often they ski/snowboard

Do you:



Source: RRC

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

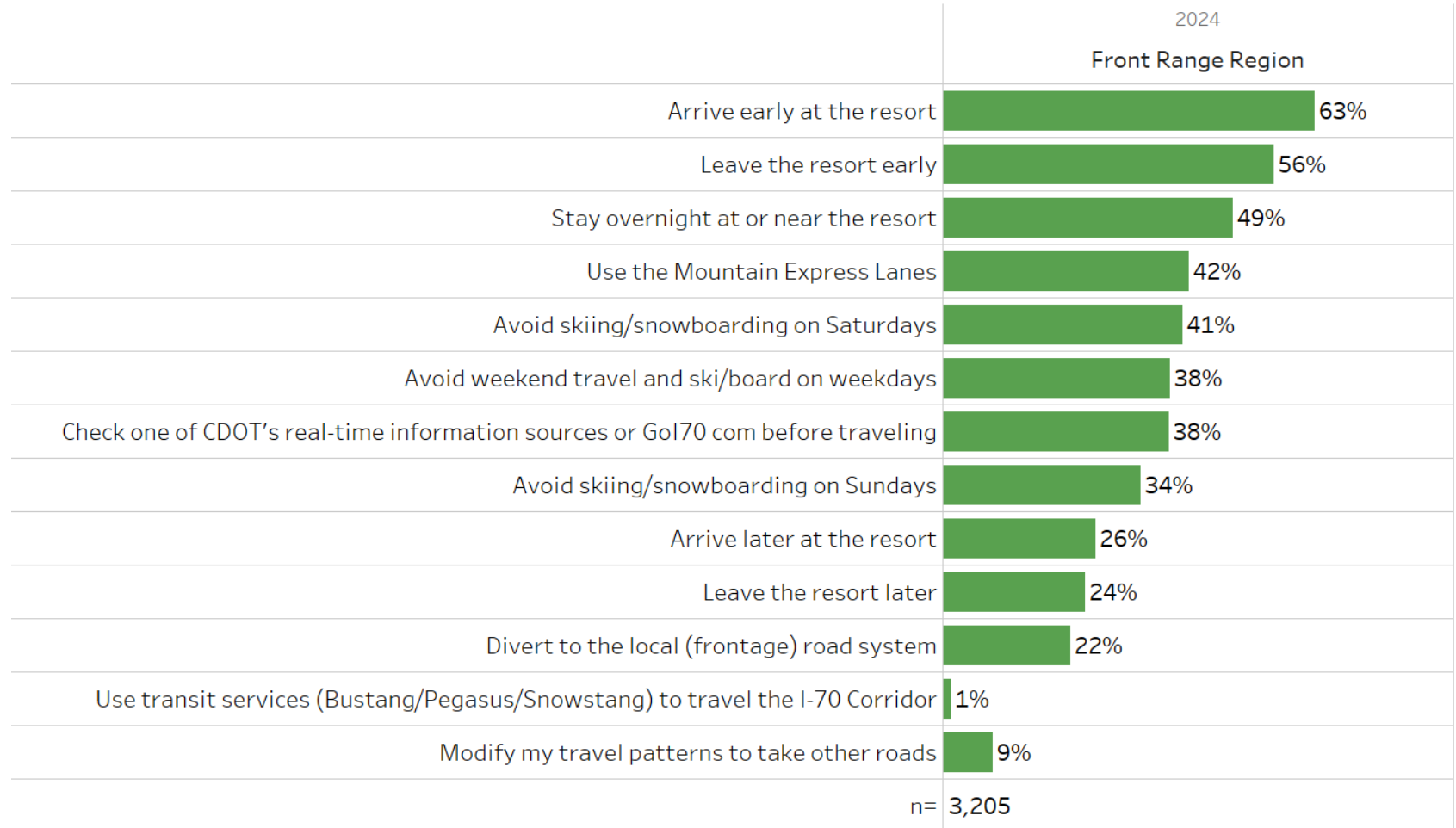


Source: RRC

Avoiding I-70 Congestion

- The top ways Front Range Region respondents avoid I-70 congestion in 2024 include arriving early and leaving the resort early, and staying overnight at or near the resort.
- A new addition this year, using the Mountain Express Lanes, is also a popular way to avoid congestion for 42% of respondents. Clearly, these lanes are an important addition for travel.

What efforts, if any, do you take to avoid I-70 congestion? (Check all that apply)

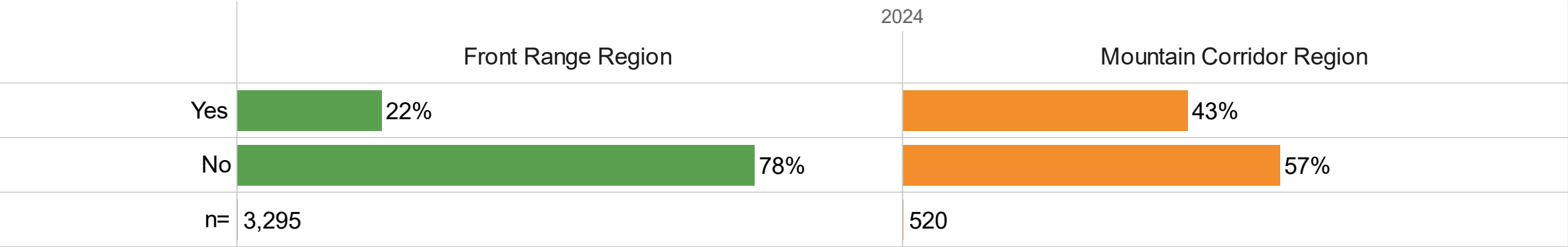


Source: RRC

Transit Awareness

A new question was asked this year to understand respondents' awareness of local transit options between Idaho Springs and Glenwood Springs. The Mountain Corridor Region respondents are much more knowledgeable regarding these alternative transportation options compared to the Front Range Region (43% and 22% respectively.)

Are you aware that every I-70 mountain corridor community between Idaho Springs and Glenwood Springs is served by local transit, usually fare-free?

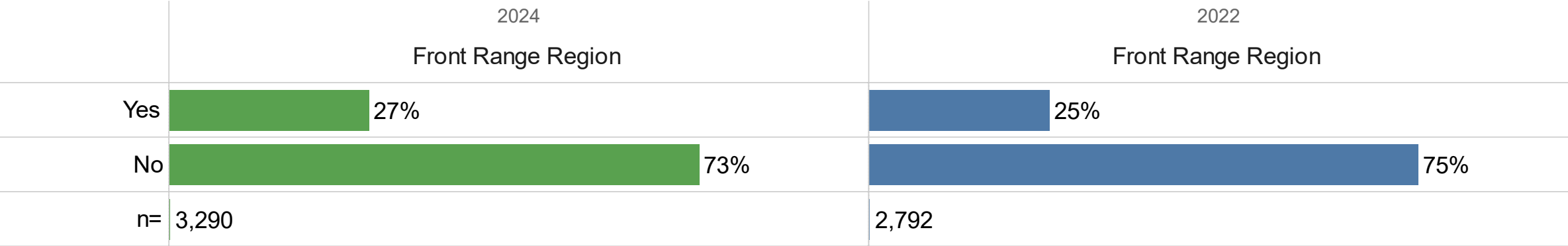


Source: RRC

Incentive Awareness

A slight increase in awareness is shown this year regarding resorts that offer incentives for carpooling compared to 2022. With one in four respondents aware, data suggest opportunities to target increasing awareness in the future.

Are you aware that many resorts offer incentives for carpooling?

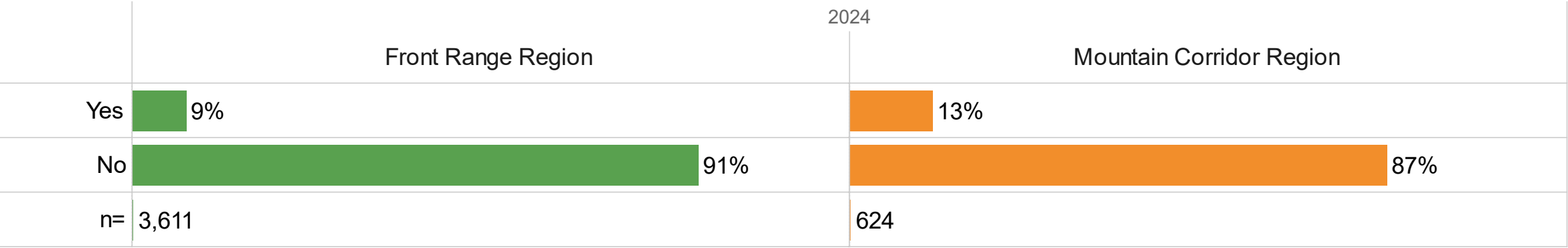


Source: RRC

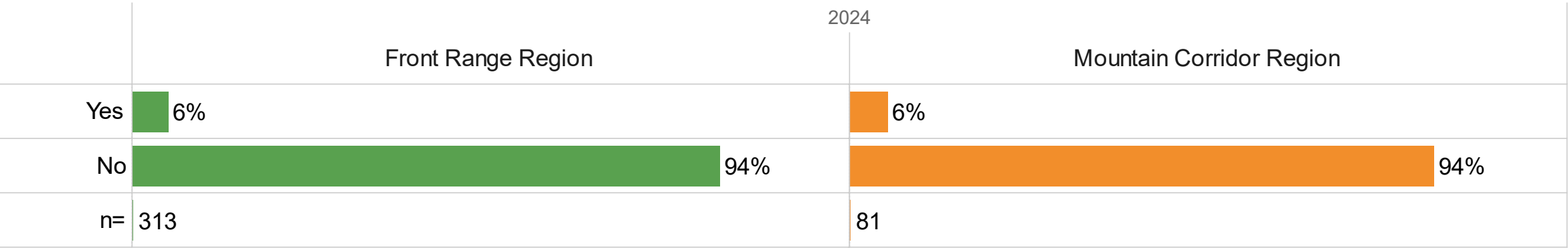
TreadShare Awareness and Use

The Mountain Corridor Region respondents are slightly more aware of the TreadShare carpool app compared to the Front Range Region, and 6% of both samples report having used the app.

Have you heard of the TreadShare carpool app?



Have you used the TreadShare carpool app?



Bustang Experiences

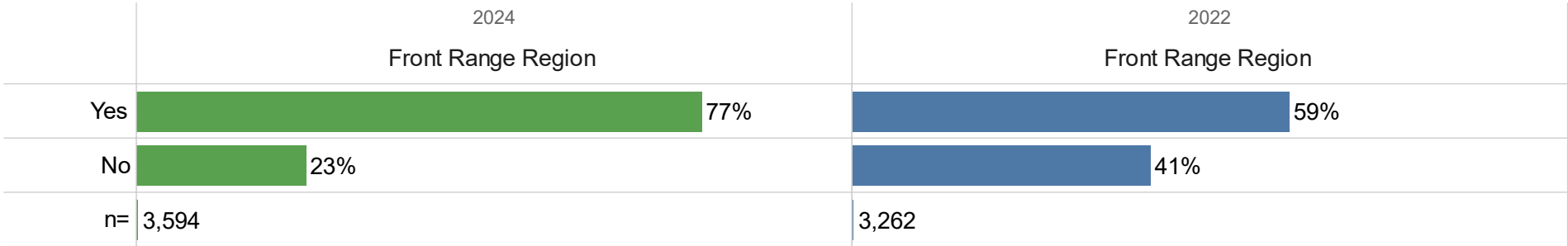


Awareness of Bustang

- Awareness of Bustang bus services increased in 2024 from 2022 in the Front Range Region by a notable 18%.
- The most identified ways respondents have heard about Bustang are through online advertisements/ social media, family/friends and newspaper articles.

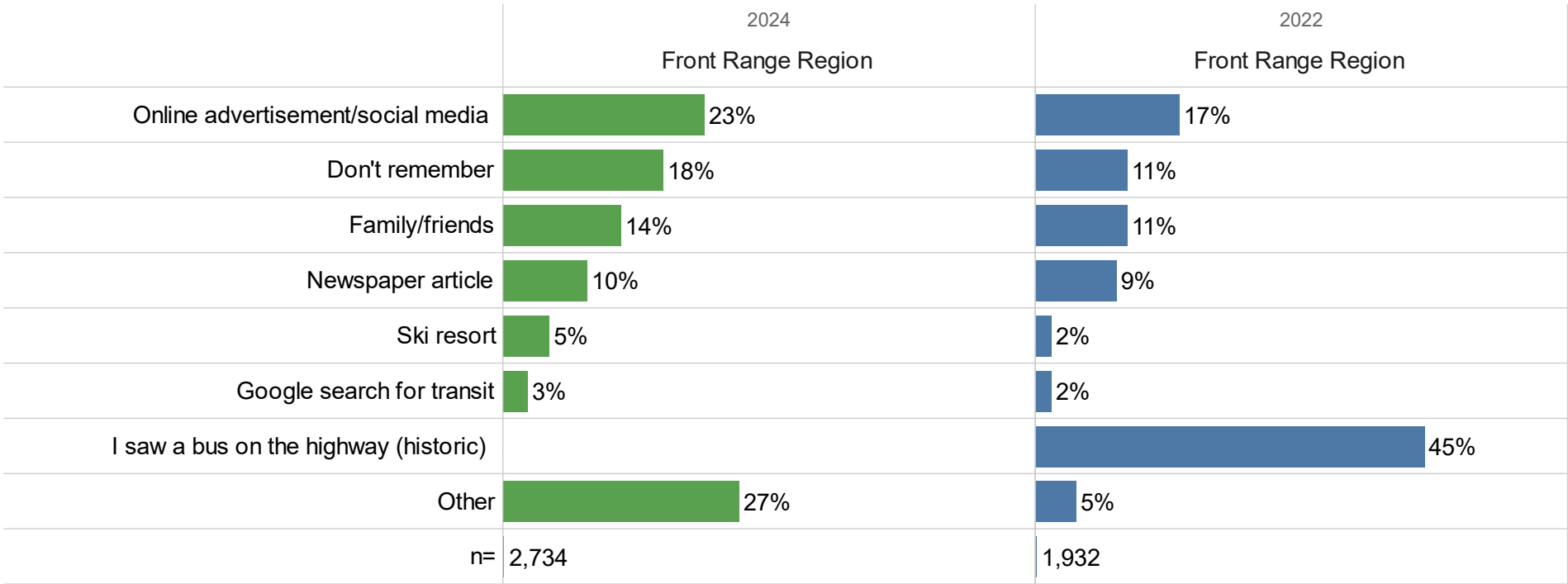


Have you heard of Bustang bus services that runs along the I-70 Corridor?



Source: RRC

Where did you first hear about Bustang?

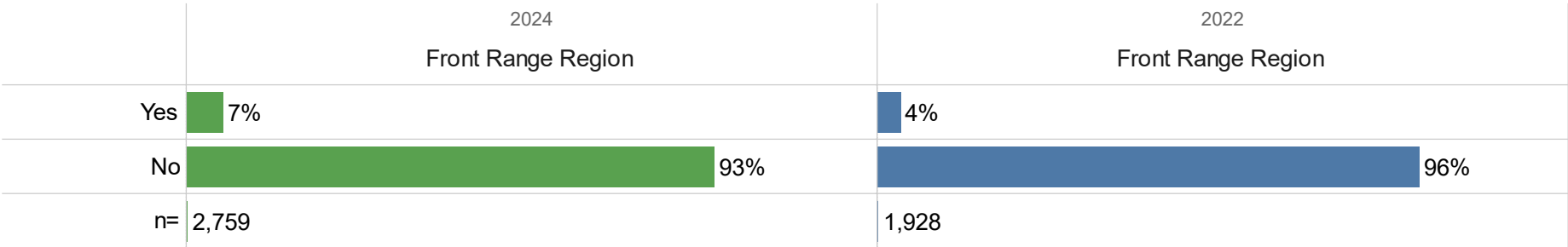


Source: RRC

Bustang Ridership

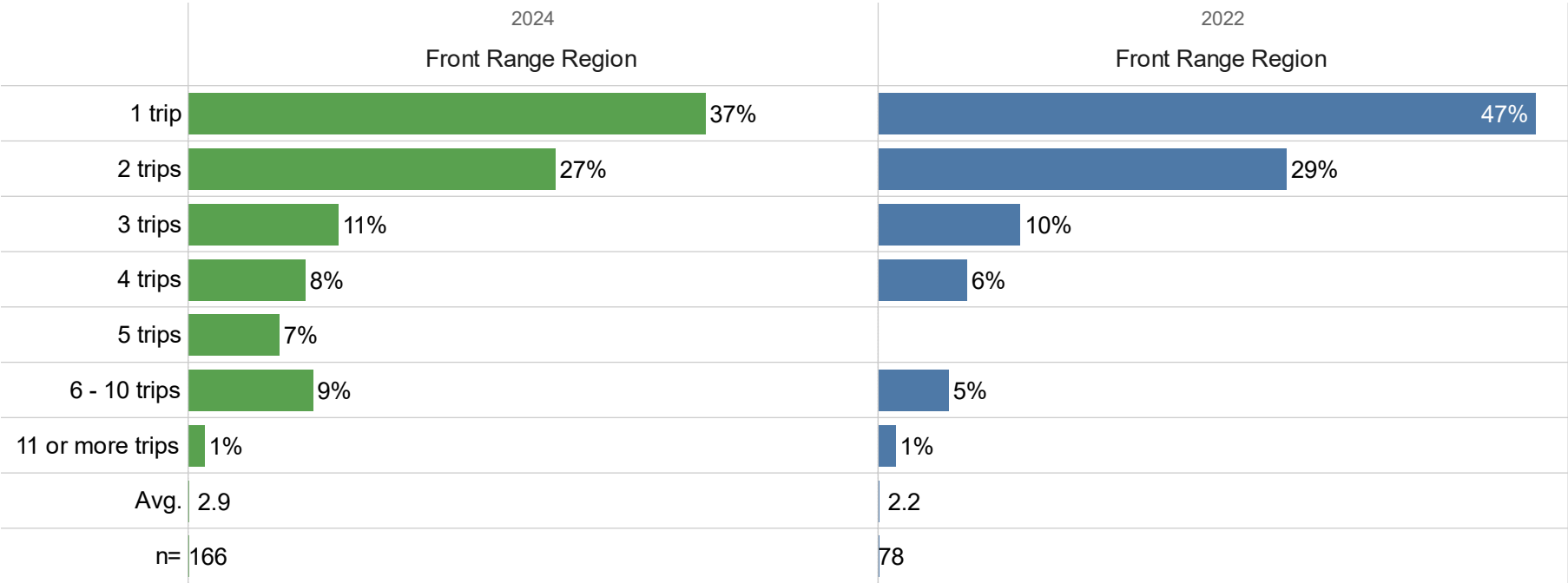
- There is also a slight increase in the number of those who have ridden Bustang over the past two years.
- Respondents from 2024 also report being more frequent riders with 36% haven taken at least three trips on Bustang compared to 22% in 2022.

Have you ridden the Bustang on the I-70 Corridor?



Source: RRC

About how many trips have you taken on Bustang the I-70 Corridor?

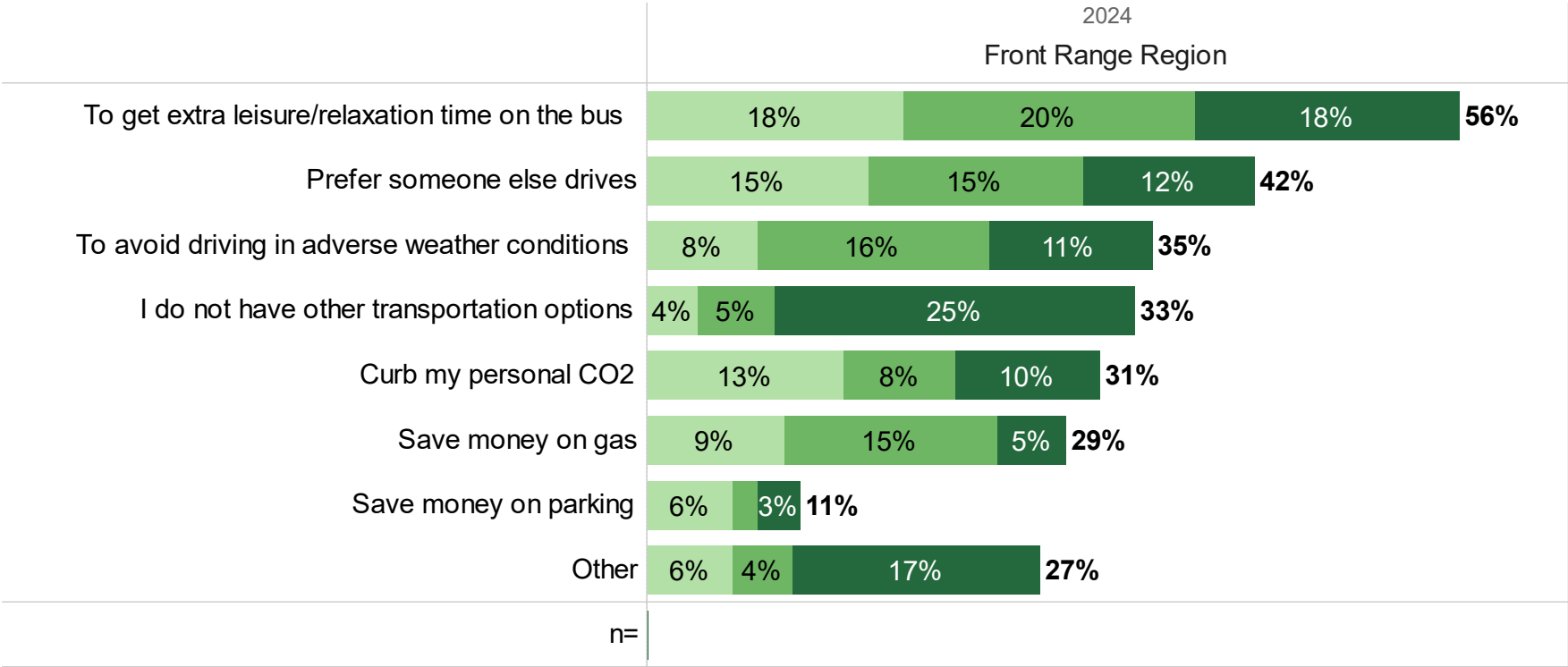


Source: RRC

Top 3 Reasons for Use - Bustang

More than half (56%) of Front Range Region respondents in 2024 said they rode Bustang to get extra leisure/relaxation time on the bus as one of their top three reasons. A notable quarter of respondents indicated they “Do not have other transportation options” as their top choice, Bustang is providing a service to many that have few other options.

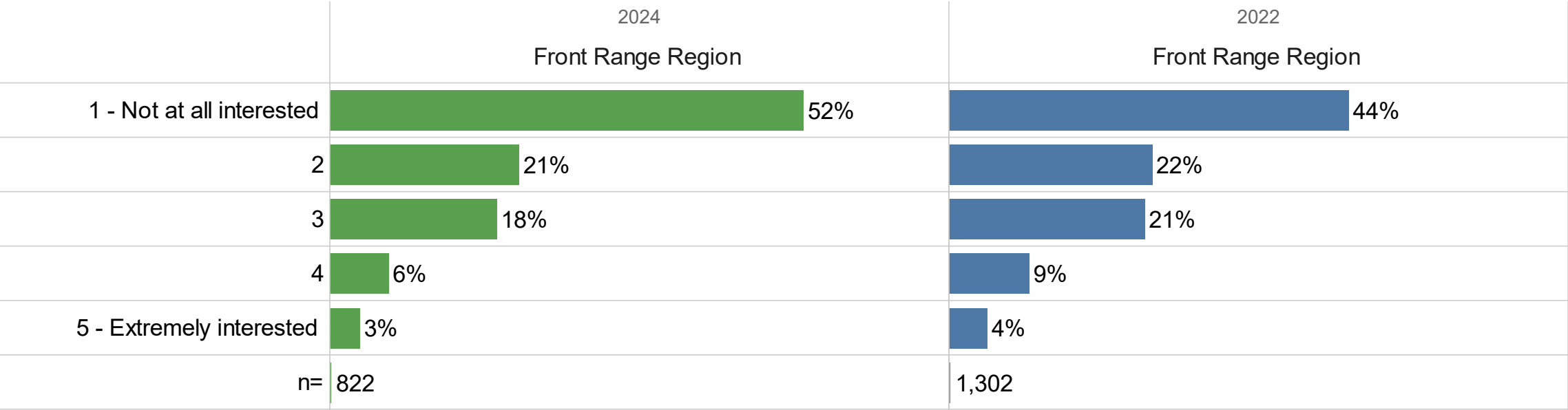
What motivated you to take Bustang in the past? Select your top THREE reasons.



Interest in Bustang

For respondents who had selected they have not heard of Bustang, they were presented a follow-up question to determine if they might be interested in riding Bustang in the future. There is a slight decline in interest for potential riders this year in the Front Range Region with 73% of respondents rating their interest as a 1 or a 2 compared to 66% of respondents in 2022.

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 services?



Source: RRC

Bustang – Reasons for Nonuse

For respondents who reported they have heard of Bustang, but have not used the service, a follow-up question was asked to understand why they have not used the Bustang West Line bus service. The top two reasons year over year are that respondents need a vehicle at their destination. and that they prefer their own vehicle. A slightly greater share of respondents this year said they have too much equipment, and that the schedule is not convenient.

Why have you not used the Bustang West Line bus service? (Check all that apply)

	2024 Front Range Region	2022 Front Range Region
I need a vehicle at my destination	50%	39%
I prefer my own vehicle	52%	47%
My current transportation meets my needs	32%	30%
The pickup/drop-off locations are not convenient for me	28%	25%
I have too much equipment	29%	21%
The schedule is not convenient for me	25%	20%
I had not heard about it/unsure how it works	14%	11%
The price is too high	11%	8%
I feel unsafe	2%	2%
Other	15%	11%
n=	2,456	1,824

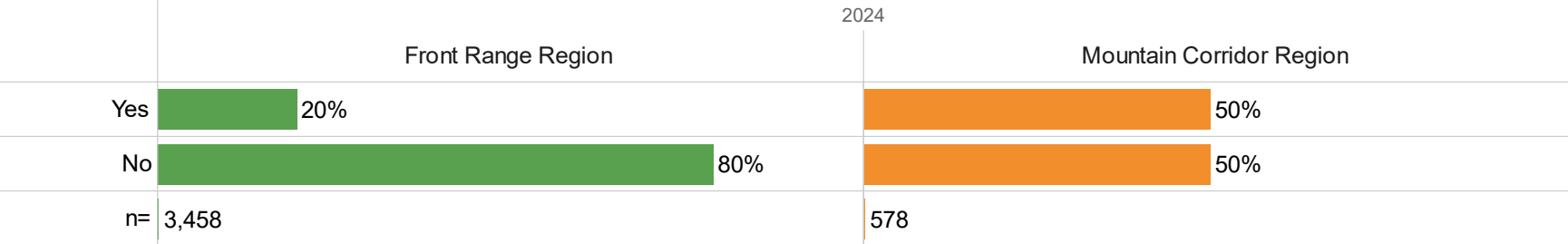
Pegasus Experiences



Awareness of Pegasus

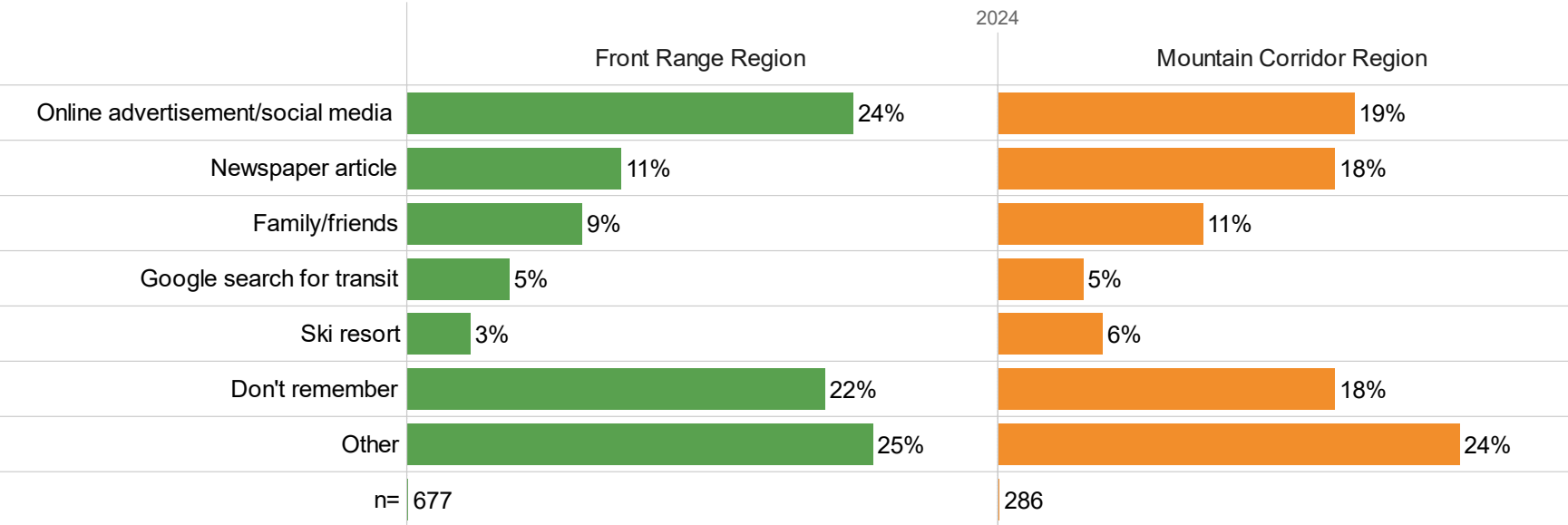
- Questions regarding Pegasus were a new addition to the 2024 survey.
- A greater share of Mountain Corridor Region respondents have heard of Pegasus van service compared the Front Range Region Respondents.
- Online advertisements/social media, and newspaper articles, are the most reported ways respondents heard of Pegasus

Have you heard of Pegasus van service?



Source: RRC

Where did you first hear about Pegasus?

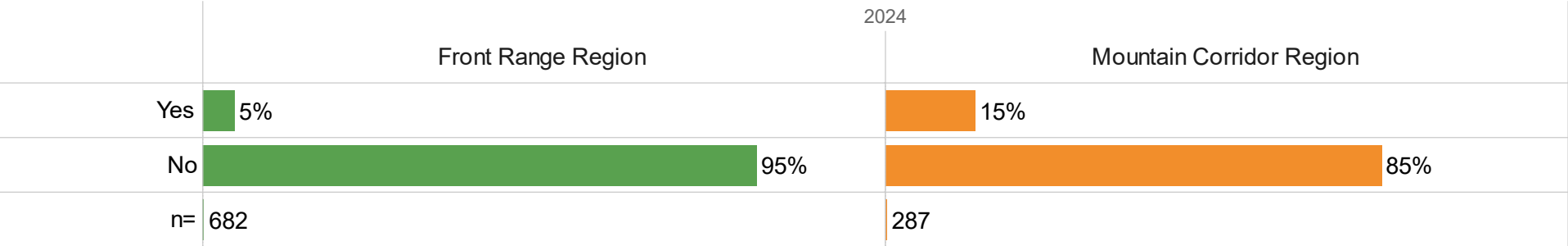


Source: RRC

Pegasus Ridership

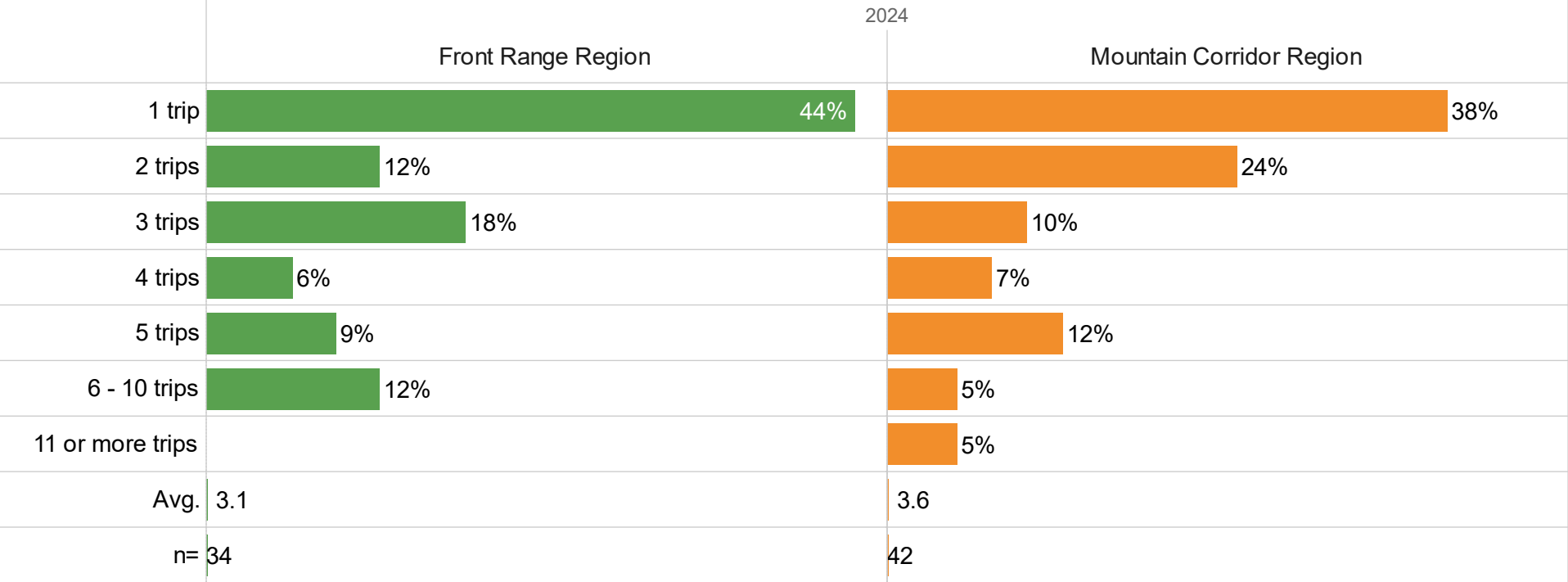
- Only 5% of Front Range Region respondents have ridden Pegasus compared to 15% of the Mountain Corridor Region respondents.
- For the majority of respondents, this was their first time using the service.
- Mountain Corridor Region respondents are more frequent users of Pegasus.

Have you ridden Pegasus?



Source: RRC

How many trips have you taken on Pegasus?

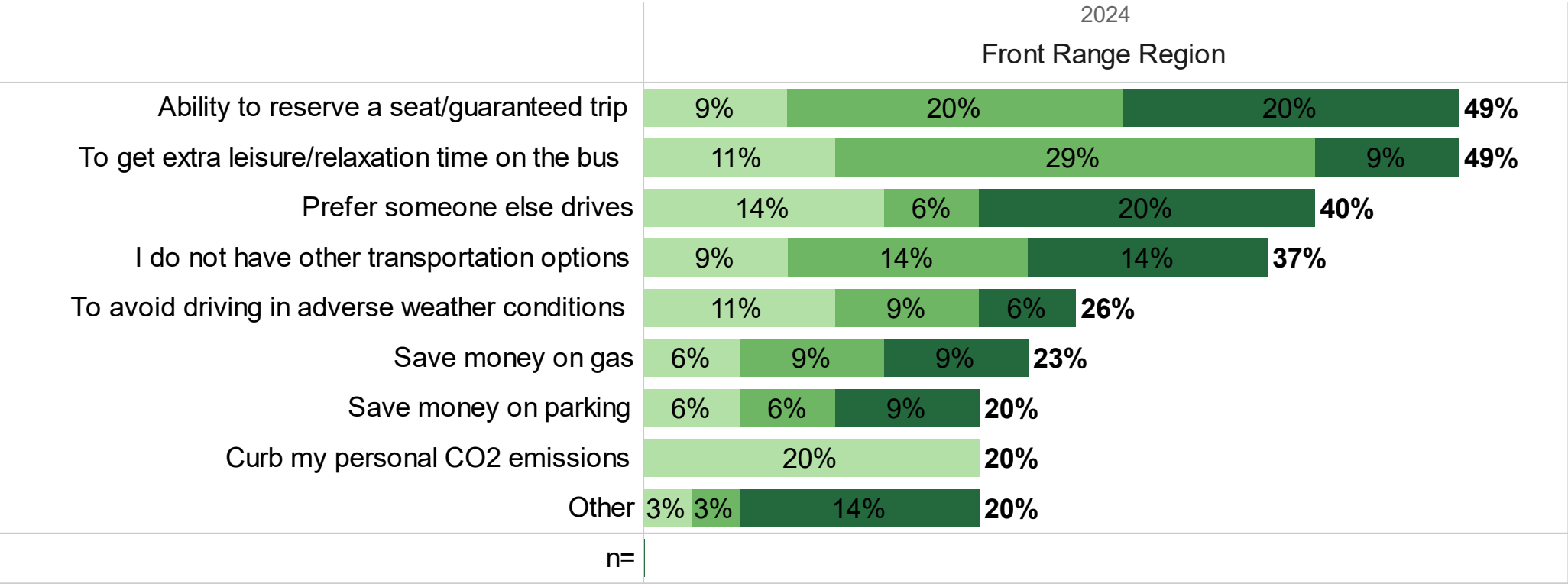


Source: RRC

Top 3 Reasons for Use - Pegasus

The most common reasons why Front Range Region respondents rode Pegasus was the ability to reserve a seat/guaranteed trip and to get extra leisure/relaxation time on the bus.

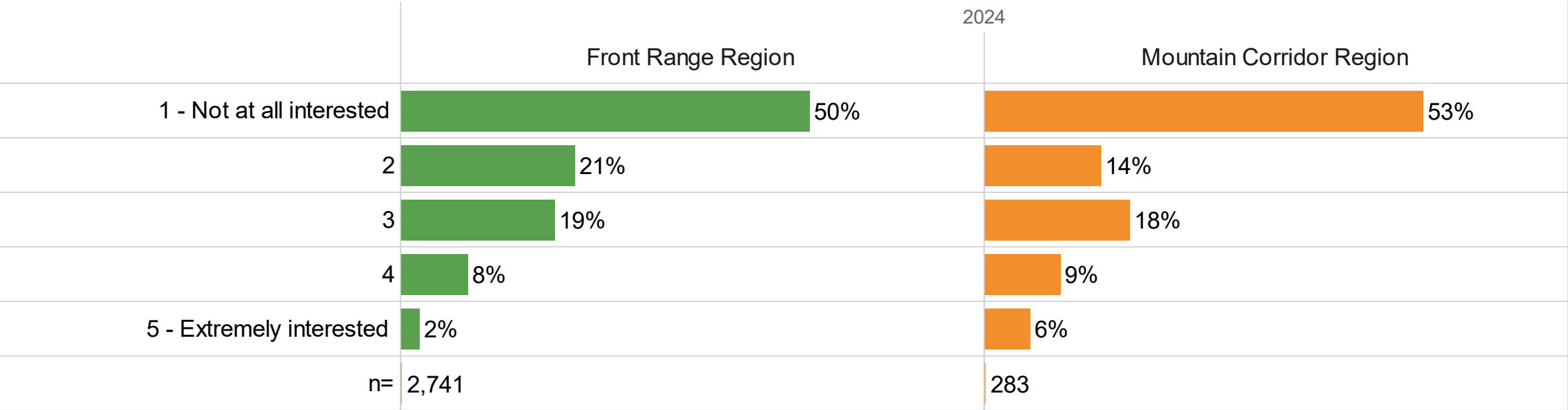
What motivated you to take Pegasus in the past? Select your top THREE reasons.



Interest in Pegasus

For those who haven't heard of Pegasus, a question was asked to gauge future interest in the service. The Mountain Corridor Region reported slightly more interest in riding Pegasus in the future compared to Front Range Region respondents.

Pegasus is a van that runs from Denver to Avon along the I-70 mountain corridor, making multiple round trips seven days a week. Using the scale below, how interested would you be in using this service?

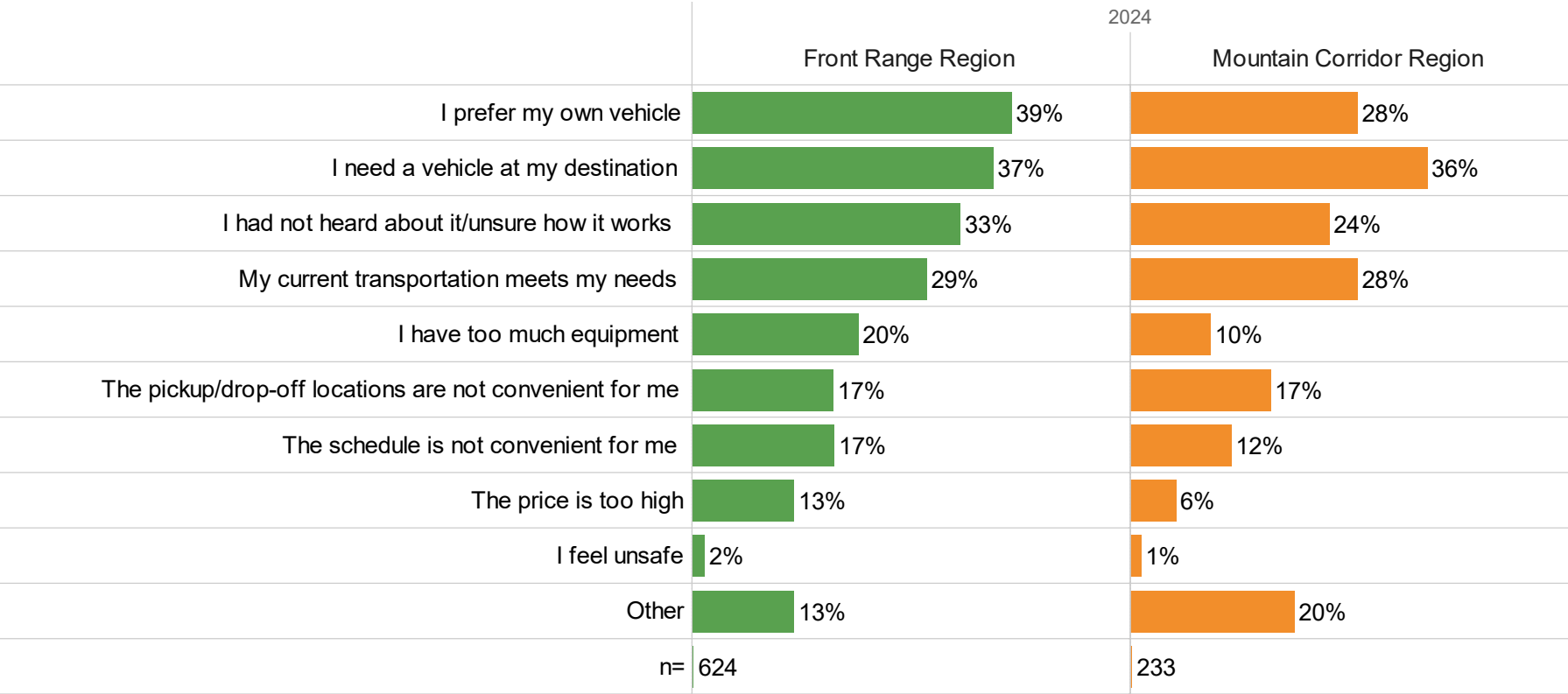


Source: RRC

Pegasus – Reasons for Nonuse

For those who have heard of Pegasus but have not used the service, a question was asked to better understand the reasoning why they haven't. The most commonly cited reasons are that respondents prefer their own vehicle, they need a vehicle at their destination, they have not heard about Pegasus/are unsure how it works, and their current transportation meets their needs.

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



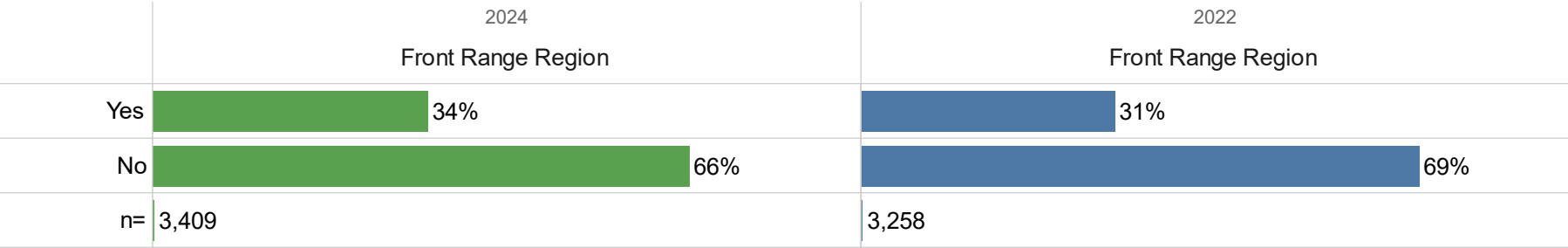
Snowstang Experiences



Awareness of Snowstang

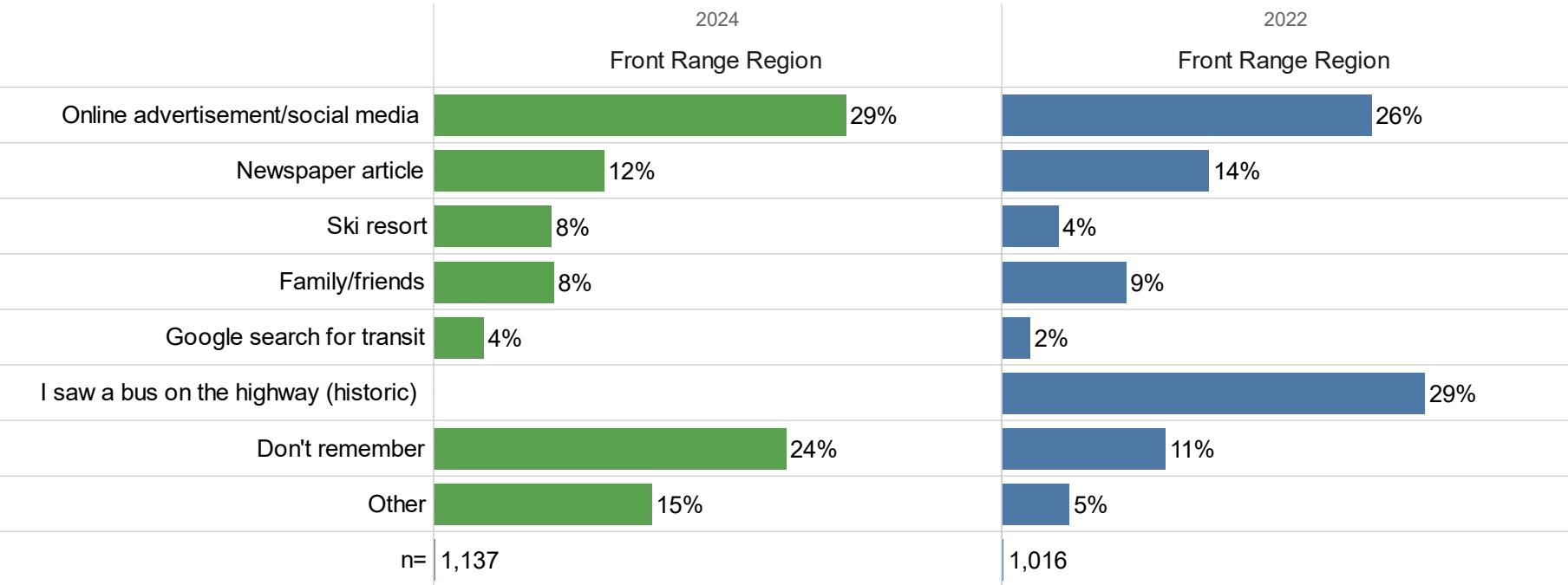
- A slightly greater share of Front Range Region respondents have heard of Snowstang this year compared to last (+3 ppts).
- The most common ways respondents have heard of Snowstang remains online advertisements/social media, and newspaper articles.
- A slightly greater share of respondents heard of Snowstang through ski resorts this year compared to 2022 (+4 ppts).

Have you heard of Snowstang bus service?



Source: RRC

Where did you first hear about Snowstang?

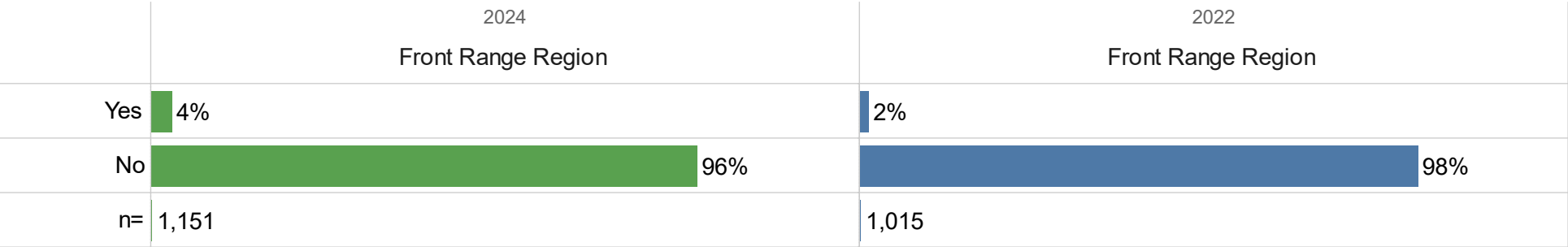


Source: RRC

Snowstang Ridership

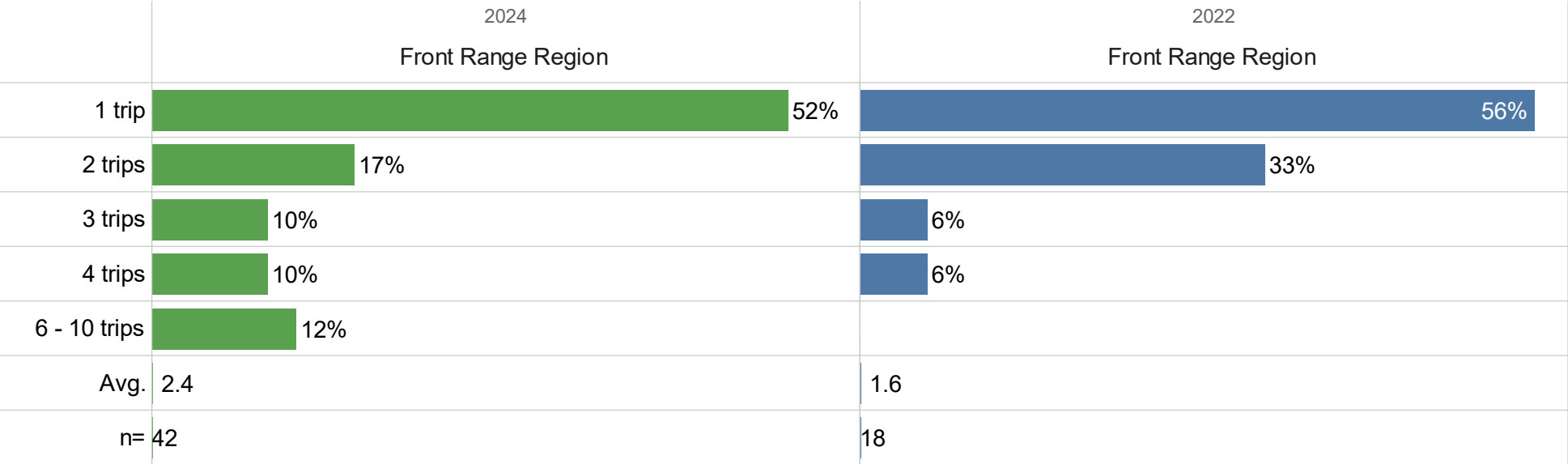
- There has been a slight increase in Snowstang ridership year over year, as well as an increase in frequency of trips.

Have you ridden Snowstang?



Source: RRC

About how many trips have you taken on Snowstang?

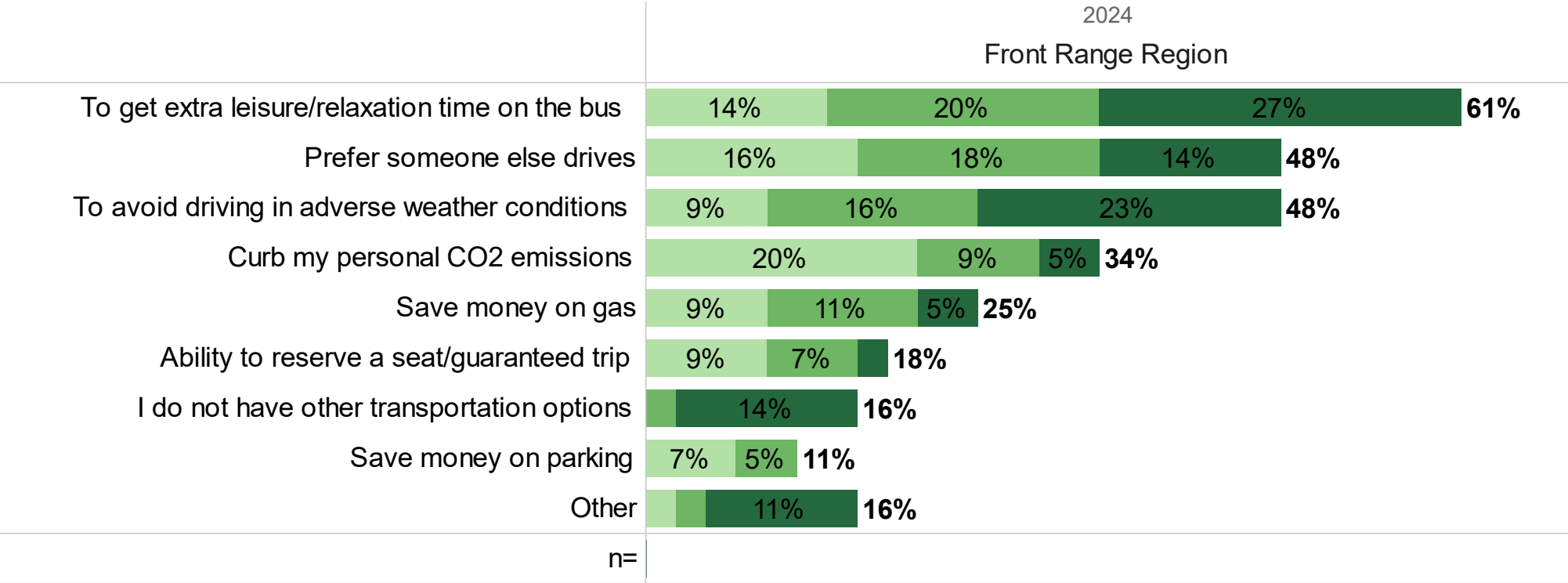


Source: RRC

Top 3 Reasons for Use - Snowstang

For those who have ridden Snowstang from the Front Range Region, the most common reasons were to get extra leisure/relaxation time on the bus, preference for someone else driving, and to avoid adverse weather conditions.

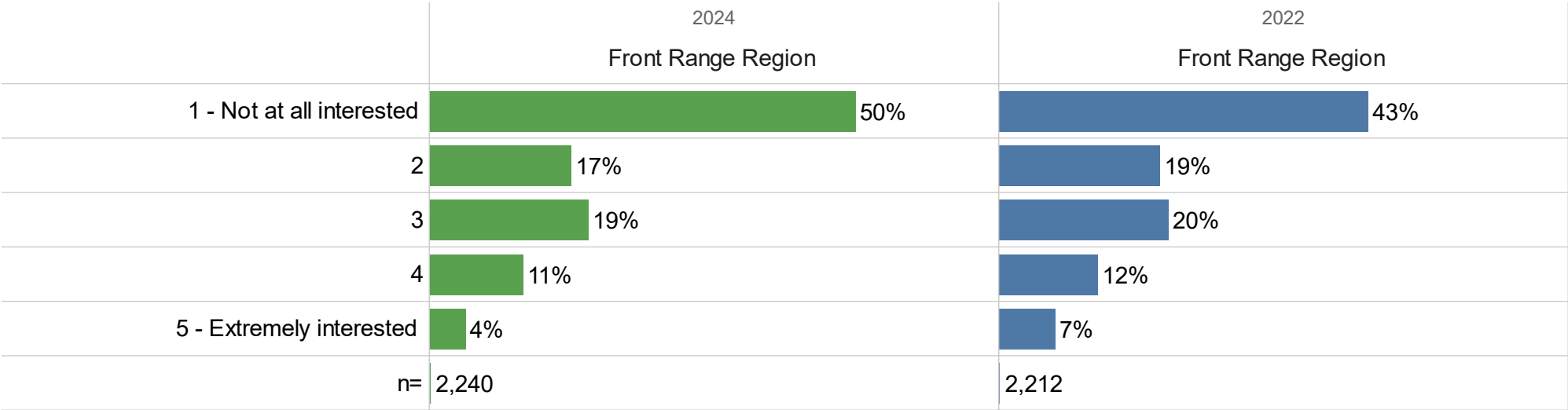
What motivated you to take Snowstang in the past? Select your top THREE reasons.



Interest in Snowstang

Respondents who had not heard about Snowstang were asked about their interest in using the service in the future. Overall, there is slightly less interest this year from Front Range Region respondents compared to last year; 15% of respondents rated their interest level a 4 or a 5 compared to 19% in 2022.

Snowstang is a bus service that travels directly from Denver to various Colorado resorts in winter and that is particularly for snowsports enthusiasts. These services are currently available to Loveland Ski Area, Arapahoe Basin, Copper Mountain, Breckenridge, and Steamboat on weekends and Monday holidays. Using the scale below, how interested would you be in using this service?



Source: RRC

Snowstang – Reasons for Nonuse

If respondents have heard of Snowstang but not used the service, they were asked to provide details as to why not. Most respondents prefer their own vehicle or feel that their current transportation meets their needs. There is a slightly greater share who feel the schedule is not convenient or are unsure of how it works.

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

	2024 Front Range Region	2022 Front Range Region
I prefer my own vehicle	47%	43%
My current transportation meets my needs	34%	28%
The schedule is not convenient for me	30%	25%
The pickup/drop-off locations are not convenient for me	26%	25%
I had not heard about it/unaware of how it works	20%	8%
I have too much equipment	18%	22%
Doesn't go to a resort where I want to ski	14%	15%
The price is too high	14%	11%
I feel unsafe	2%	3%
Other	20%	16%
n=	1,080	941

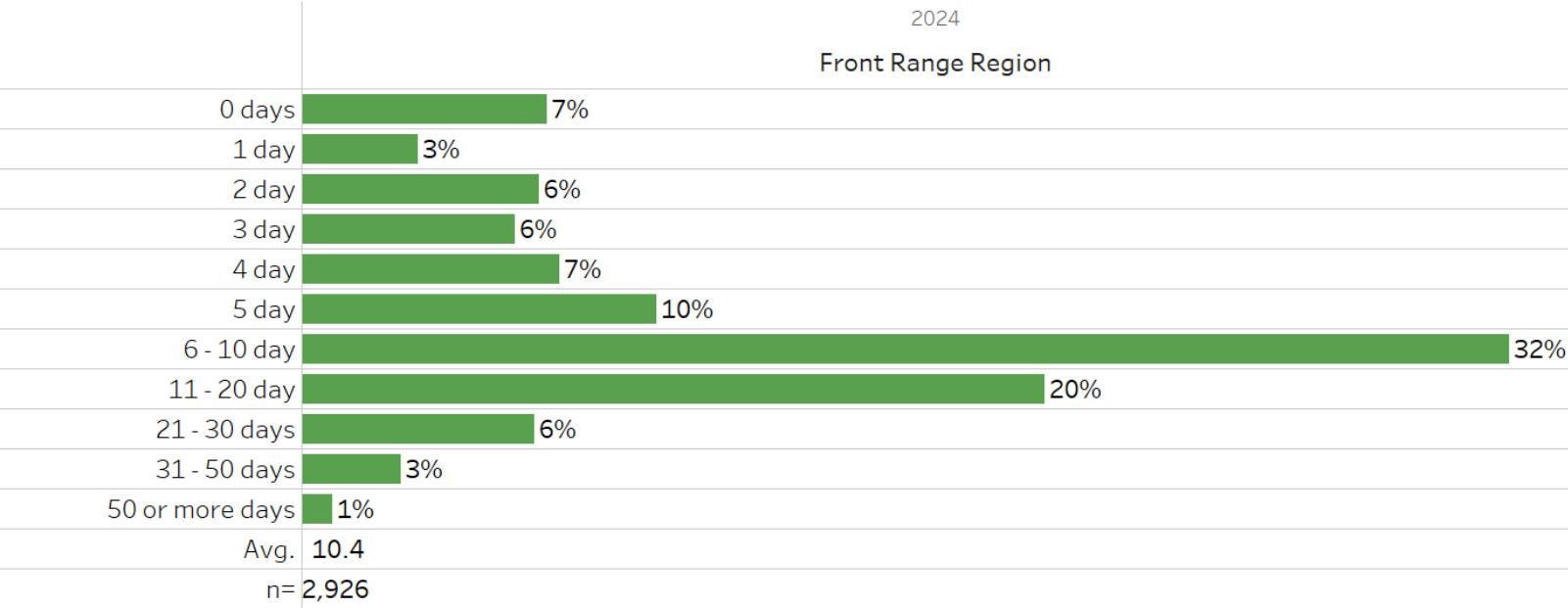
Communication & Driver Characteristics



Snowsports - Days

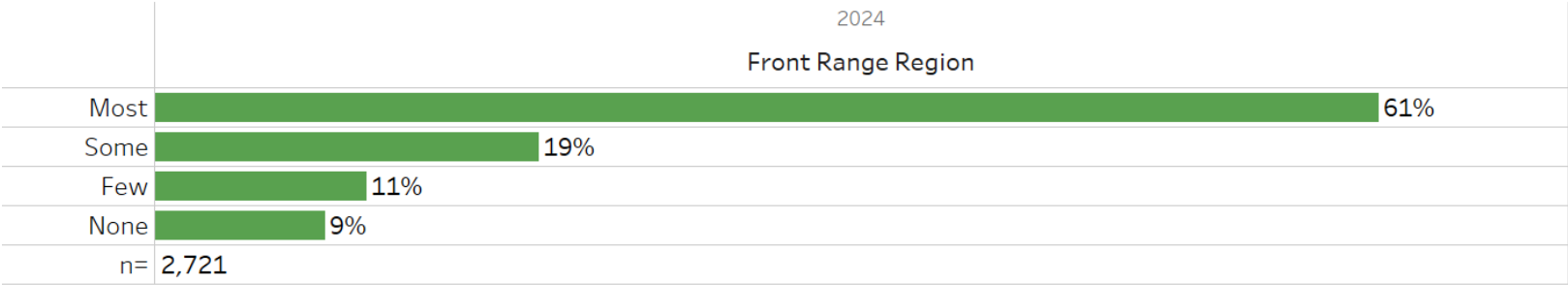
- The average number of travel days on I-70 for snowsports is 10.4 which most (61%) of these trips occurring during the weekends.

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



Source: RRC

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

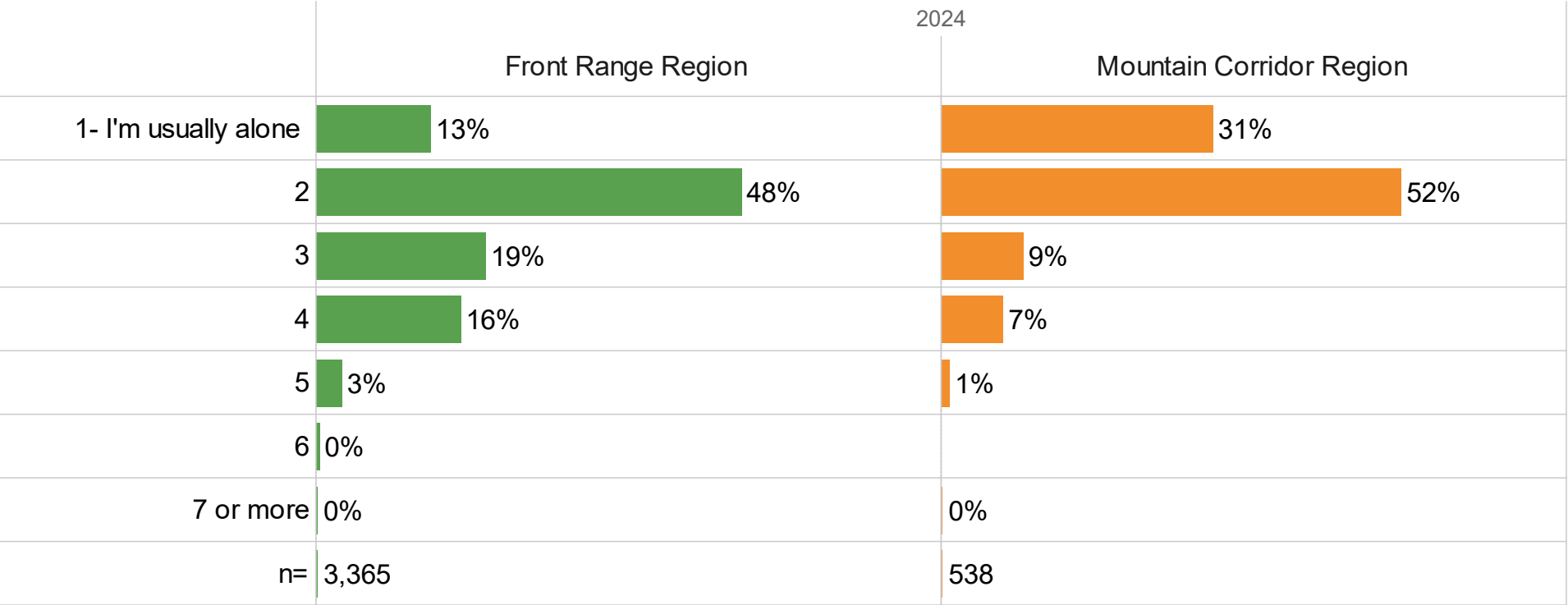


Source: RRC

Number of People in Each Vehicle

Most respondents from this year travel either alone or as a couple. The Mountain Corridor Region respondents are more likely to travel alone on I-70. The average number of people per vehicle in the Front Range Region is 2.5 compared to an average of 2 people per vehicle in the Mountain Corridor Region.

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

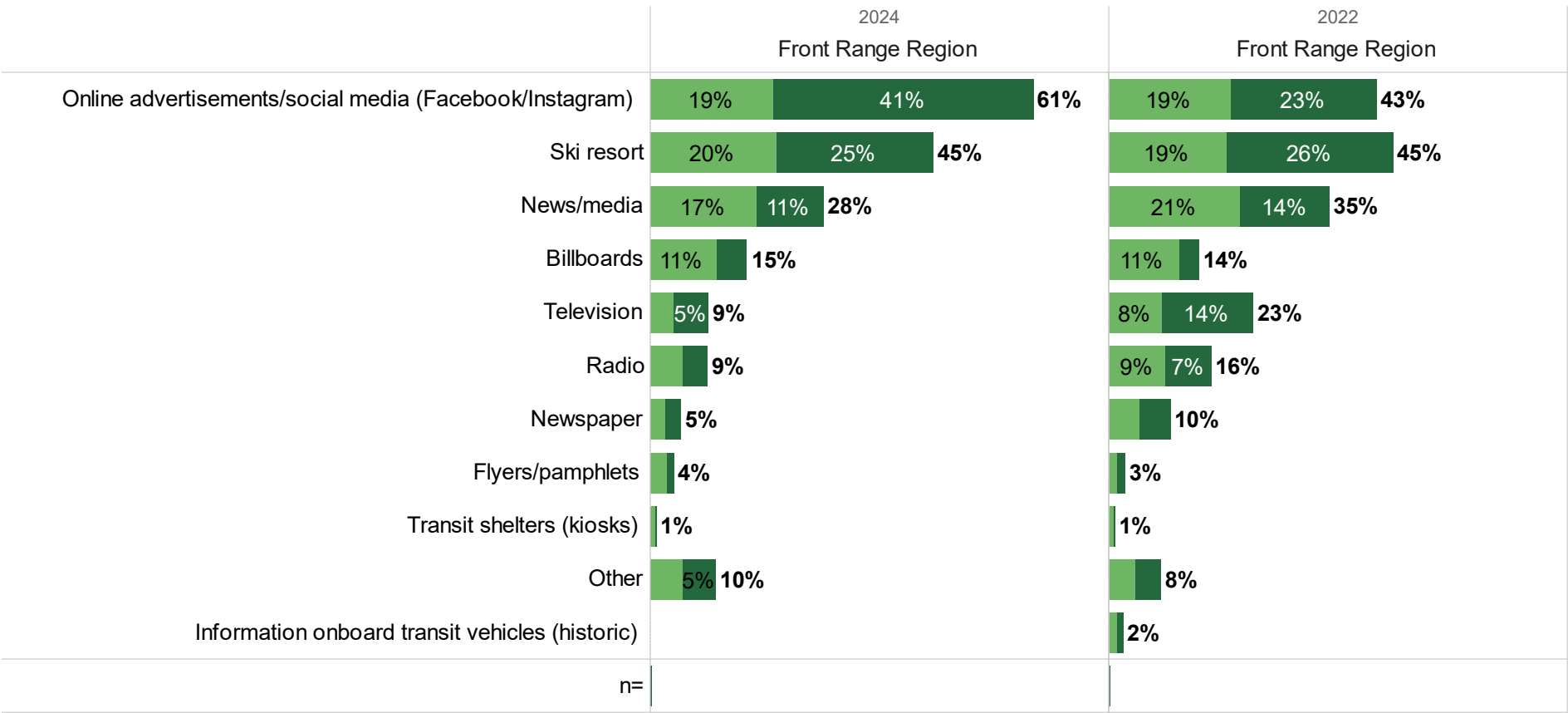


Source: RRC

Top Communication Methods

In 2024, there is an increase in preference for communication via online advertisements or social media. Information from ski resorts and news/media also rated highly as preferred communication methods. This year, respondents are less likely to prefer receiving information from television, radio or newspaper.

What TWO methods would be best to communicate with you about the bus services in the I-70 Corridor?

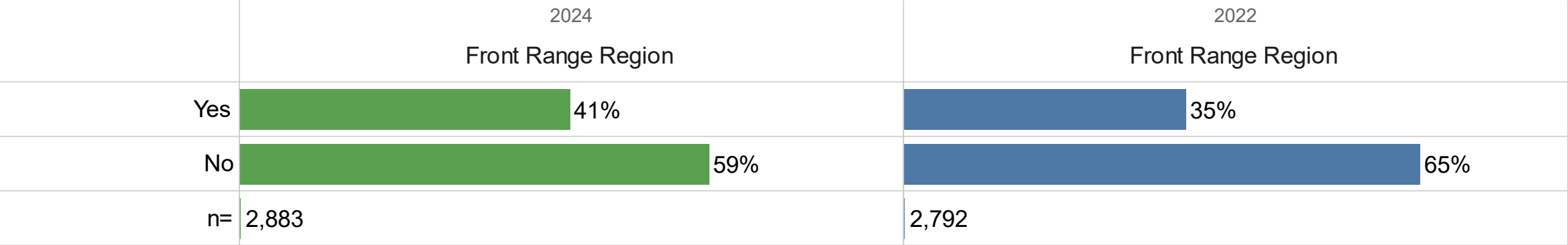


*Darker colors indicate a higher rating
Source: RRC

Dinosaur/Morrison Parking Lot Use

Use of the Dinosaur/Morrison Parking Lots for the purpose of carpooling has increased by 6% this year for Front Range Region respondents compared to 2022. The overall use of the lots remains high at over 41% of all respondents reporting they used the lots this season or last.

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



Source: RRC

Additional Comments





Thank You

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