

FOR IMMEDIATE RELEASE

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I-70 COALITION HIRES MANAGER TO ADDRESS SHORT TERM SOLUTIONS

(I-70 Mountain Corridor)— The I-70 Coalition has selected Tad Kline to become the first-ever I-70 Coalition TDM Program Manager. Kline will investigate and implement travel demand management strategies prioritized by the I-70 Coalition. Travel Demand Management (TDM) are actions or programs designed to reduce or modify the demand for travel to make optimum use of existing and future transportation facilities and services such as ride-sharing, encouragement to use transit, and encouragement to travel outside peak travel periods. Recognizing that a long-term fix for the I-70 corridor is approximately a decade away, success with TDM is critical to relieving I-70 congestion in the shorter term. Among Kline's first tasks will be to further collaboration with the Colorado Motor Carrier's Association, Colorado State Patrol, Colorado Department of Transportation and Front Range organizations involved in public transit.

Kline comes from a policy background and served as chair of Boulder's first citizens' transportation board. He served on the Boulder town council with a mission to expand the city's bus transit program, and has worked as a lawyer and education consultant.

This position is a result of a partnership between the Colorado Department of Transportation (CDOT) who provided the grant to fund the program, the Denver Regional Council of Governments who will provide office and professional resources, and the I-70 Coalition. Both CDOT and DRCOG have shown a real commitment to addressing TDM efforts on this interstate corridor. Coalition Executive Director, Flo Raitano said "The Coalition is excited about moving forward with TDM strategies that might lessen the frustration of drivers traveling along the I-70 corridor."

Additionally, the Coalition continues to work for a long term solution and is actively involved in statewide efforts working towards this goal. The state, with input from a very

wide range of stakeholders along the corridor, recently committed to address specific highway improvements while concurrently focusing on the feasibility, funding and implementation of an advanced guideway system (AGS). The Governor's Blue Ribbon Panel continues to hone in on a funding strategy to help pay for such improvements and transit infrastructure statewide.

For more information on the Coalition's travel demand management efforts, call Tad Kline at (720) 839-2803 or email to info@i70solutions.org. Individuals or businesses who would like to stay informed on I-70 corridor progress and developments can sign up to receive the quarterly e-newsletter *I-70 Alert* by visiting www.i70solutions.org.

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About the I-70 Coalition

The coalition was formed to address transportation issues in the I-70 mountain corridor and to respond to Colorado Department of Transportation's Draft Programmatic Environmental Impact Statement. Members involved in the coalition include Grand Valley Regional Transportation Committee, Roaring Fork Transportation Authority, the counties of Clear Creek, Eagle, Garfield, Pitkin, Gilpin, Grand, Jefferson and Summit, the municipalities of Aspen, Avon, Breckenridge, Carbondale, Dillon, Empire, Fraser, Frisco, Georgetown, Glenwood Springs, Golden, Grand Lake, Gypsum, Idaho Springs, Leadville, Minturn, Montezuma, Red Cliff, Silverthorne, Silver Plume, Steamboat, Vail, Walden and Winter Park. Private partners include Gart Companies, Intrawest Corporation, Vail Resorts, Inc., the Summit County Chamber of Commerce and the Vail Valley Partnership. More information is available at www.i70solutions.org.