

FOR IMMEDIATE RELEASE

March 11, 2009

CONTACT: Flo Raitano, 970-393-2394
I-70 Coalition Director

Michael Penny, 970-668-9123 Harry Dale, 970-679-2312
I-70 Coalition Chair I-70 Coalition Vice-Chair

The snow is great and the mountains as beautiful as ever. Don't let the traffic back to town keep you from enjoying a mountain weekend. Take advantage of special Sunday overnight rates at the mountain resorts and local hotels, then ride down the open highway to town bright and early Monday morning.

There is no doubt that long-term improvements are needed on I-70, whether additional lanes or high speed rail, but that solution is several years away. "We are working hard to find the right long term solution to weekend congestion on I-70 but there are things every mountain visitor can do now to take some of the hassle out of today's trip" explains Dr. Flo Raitano, Executive Director of the I-70 Mountain Corridor Coalition.

The effort to shift the times that recreational visitors travel I-70 is known as Transportation Demand Management or TDM. "TDM is what we can do now with the highway we have today. TDM is defined as "a general term for strategies that result in more efficient use of transportation resources."

The problem is simple," said Dr. Raitano, "everyone wants to get on the highway at exactly the same moment. For some people a good solution is as easy as planning on dinner in the mountains or staying overnight Sunday. You can get breakfast with a mountain view and be at work for Monday's staff meeting." While we would all like to think that it is the other guy we need to address, really the problem is everyone. There are too many vehicles for the highway's capacity during the weekend peak times.

These two basic strategies for spending less time on the highway work well. Avoid peak travel times and stay the night. Travelers who can should schedule their high country recreation on weekdays if possible, avoid leaving the Front Range Friday evening or Saturday morning, and avoid a return trip between 1:00 and 7:00 pm on Saturday or Sunday.

To encourage skiers and boarders to take the easier trip down the mountain several resorts offer parking incentives for carpooling and Sunday night lodging specials. Find Sunday night stays at Vail, Beaver Creek, Breckenridge, or Keystone starting at \$79/night by visiting SundaySleepover.com. Copper Mountain's White Out Sale offers great last minute deals at www.coppercolorado.com Find great lodging deals in Summit County at GoBreck.com. Instead of worrying about the Sunday road conditions, treat yourself to a relaxing night and still make it to work on time Monday

morning.

“We know that TDM is not the silver bullet or the final solution, but it is the right way to manage congestion and still enjoy the mountains today,” said Dr Raitano. The I-70 Coalition will continue to work with regional businesses, resorts and government agencies to offer incentives and transportation programs designed to spread travel across a broader time period so that more people use the road with less hassle and delay.

In the meantime, look before you drive by calling 511 or visiting www.cotrip.org and take full advantage of the resorts fantastic Sunday lodging deals!

For more information on the I-70 Coalition, visit www.i70solutions.org. There you can sign up for the *I-70 Alert*, a quarterly e-newsletter updating you on efforts towards an I-70 solution.

#

About the I-70 Coalition

The coalition was formed through an intergovernmental agreement in January 2004 to address transportation issues in the I-70 mountain corridor, and to respond to CDOT's Draft Programmatic Environmental Impact Statement. The local governments involved in the coalition include Roaring Fork Transportation Authority, the counties of Clear Creek, Eagle, Garfield, Pitkin, Gilpin, Grand, Jefferson and Summit, plus the cities and towns of Aspen, Avon, Breckenridge, Dillon, Empire, Fraser, Frisco, Georgetown, Glenwood Springs, Golden, Grand Lake, Gypsum, Idaho Springs, Leadville, Minturn, Montezuma, Red Cliff, Silverthorne, Silver Plume, Steamboat, Vail, and Winter Park. Private partners include Gart Companies, Intrawest Corporation, Vail Resorts, Inc. and the Summit County Chamber of Commerce. More information is available at www.i70solutions.org.