

**FOR IMMEDIATE RELEASE**

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Contact: Flo Raitano, 970-393-2394      Coalition Chair Bill Wallace, 970-453-3413  
I-70 Coalition Director      Summit County Commissioner

Coalition Vice-Chair Stan Zemler, 970-479-2106  
Vail Town Manager

**I-70 COALITION SEEKS PUBLIC INPUT ON TRAVEL DEMAND MANAGEMENT  
RECOMMENDATIONS FOR THE I-70 MOUNTAIN CORRIDOR**

(Vail)—The Interstate 70 Mountain Transportation Corridor Coalition (I-70 Coalition) is seeking public input on its Travel Demand Management (TDM) recommendations for the I-70 mountain corridor, which will be submitted to the Colorado Department of Transportation (CDOT) for review. The TDM document is intended to address peak demand travel along the I-70 mountain corridor, plus CDOT's 20-year construction plan for the corridor. Public input will be taken until June 30. A copy of the TDM is available at [www.i-70coalition.org](http://www.i-70coalition.org) or by calling (970) 393-2394.

According to I-70 Coalition Director Flo Raitano, the TDM recommendations are an attempt to improve vehicle congestion from Denver to Grand Junction, plus improve the overall visitor experience, enhance economic vitality and extend the life of current transportation options in the corridor. Raitano says the TDM specifically addresses day-use and overnight travelers, as well as corridor commuters going to and from the Front Range to the mountains. Specific TDM strategies focus on shifting travel demand by time of day and day of week for motorists, converting day-time motorists into overnight travelers and promoting or creating ride-sharing programs. "The goal of the TDM is to reduce the number of vehicles on I-70 during peak periods by promoting peak spreading, carpooling, motor coach and other public transportation services," said Raitano. "The strategies are focused on positive visitor experience and incentives within the TDM could be used to promote travel choices for off-peak periods."

I-70 Coalition Chairman Bill Wallace says the TDM also reviews unique opportunities and strategies to change Front Range traveler habits. "We're seeking innovative ways to change the way Front Range travelers make their way to the mountains during peak-demand periods such as Friday evenings, Saturdays and Sundays," said Wallace. "The

TDM is just a starting point with an overall goal to facilitate participation throughout the state in order to increase speed and efficiency of travel along the I-70 corridor. We're seeking the public's input on the TDM to be successful in this goal."

Additionally, throughout 2006 the Coalition is concentrating its efforts on information distribution about its preferred alternative for the corridor, as well as inviting other public entities and private sector organizations to participate. The Coalition will also respond to CDOT's Final Programmatic Environmental Impact Statement, which is scheduled to be released in September, plus conduct a transit symposium, currently scheduled for late fall.

For more information on the I-70 Coalition, to request a copy of the TDM document or to submit comments on the TDM, contact Raitano at (970) 393-2394 or visit [www.i-70coalition.org](http://www.i-70coalition.org).

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#### **About I-70 Coalition**

The I-70 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 I-70 Coalition include the counties of Clear Creek, Eagle, Garfield, Lake, Pitkin, Gilpin, Grand, Park and Summit, plus the cities and towns of Aspen, Avon, Breckenridge, Dillon, Empire, Fraser, Frisco, Georgetown, Glenwood Springs, Grandby, Grand Lake, Gypsum, Hot Sulphur Springs, Idaho Springs, Kremmling, Leadville, Minturn, Montezuma, Red Cliff, Silverthorne, Silver Plume, Steamboat, Vail, Walden and Winter Park. Private partners include Gart Companies Inc., Phelps Dodge, Intrawest Corporation, Vail Resorts, Inc., the Summit Chamber of Commerce and the Vail Valley Chamber and Tourism Bureau. The 2006 Chairman is Summit County Commissioner Bill Wallace, with Vail Town Manager Stan Zemler acting as Vice-chair. More information is available at [www.i-70coalition.org](http://www.i-70coalition.org).