COLORADO
Department of Transportation
Division of Transit & Rail

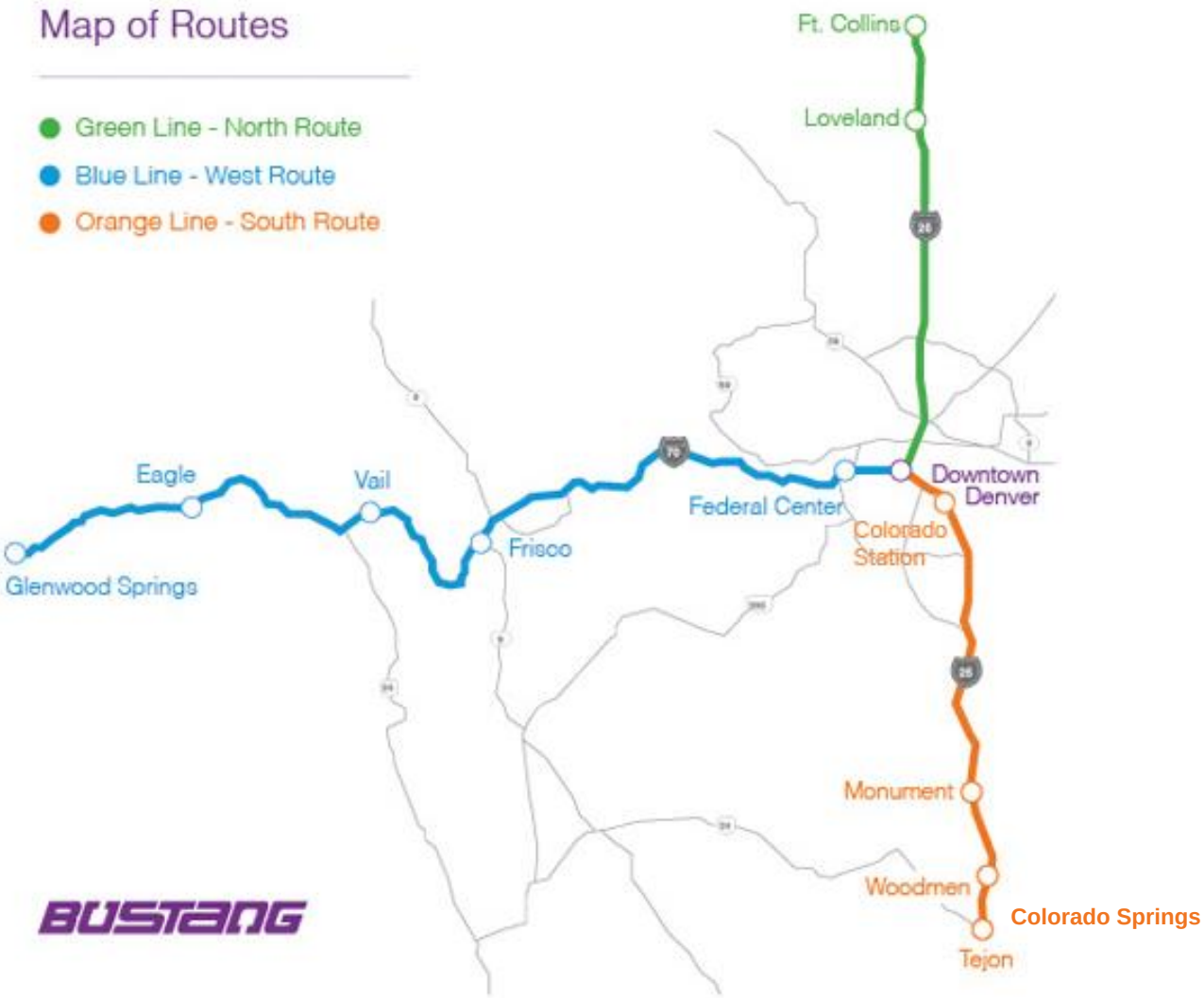
Colorado's New Interregional Express Bus System

IX BUS CONCEPT

"The Mission of the Colorado Department of Transportation is to provide the best multi-modal transportation system for Colorado that most effectively and safely moves people, goods and information."

- **January 16, 2014 the TC approved implementation.**
  - CDOT becomes a transit operator
  - Begins to fulfill CDOT's multimodal mission
- **IX's mission:**
  - Connect Colorado's population/employment centers.
  - Interconnect with the State's largest ground transportation providers along the Front Range Urban Corridor and the I-70 Mountain Corridor.
  - Provide a viable alternative to the private automobile.
- **Peak Period Commute & "essential service" express**
  - Fast/minimal travel time
  - Limited stops/significant spacing
    - ✓ Utilize park-and –rides for broad local access
- **Maximize fare box recovery ratio**
  - Expect minimum 40%
  - By Policy Directive – 20% within two years

ROUTES


Map of Routes
Green Line - North Route
Blue Line - West Route
Orange Line - South Route
Ft. Collins
Loveland
Eagle
Vail
Frisco
Federal Center
Downtown Denver
Colorado Station
Glenwood Springs
Monument
Woodmen
Colorado Springs
Tejon
BUSTANG

COLLABORATION

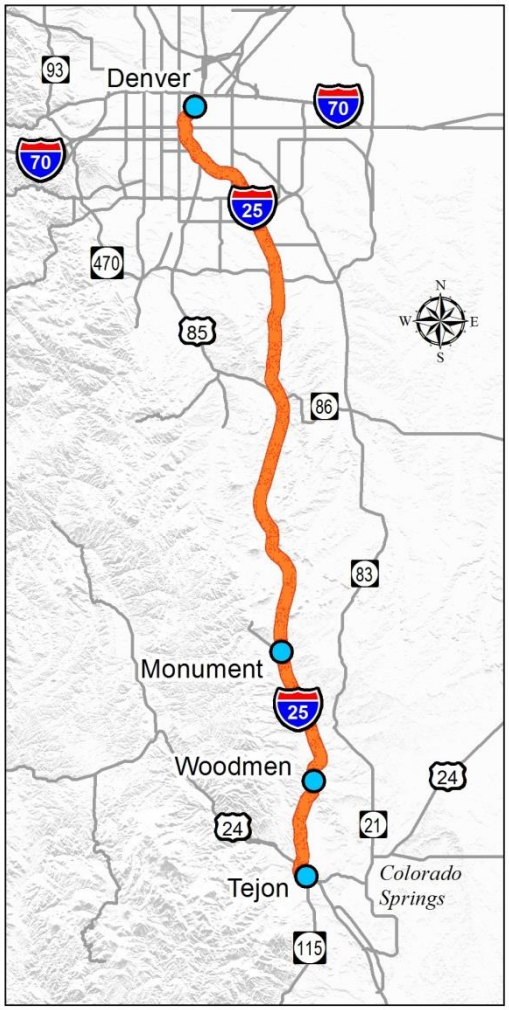
- Regional/stakeholder input & guidance
- Transit system partnerships important to success
- Connects the largest transit agencies in the state

ORANGE ROUTE Denver – Colorado Springs

- **7 round trips/weekday**
  - 5 peak commute times
  - 2 off-peak
  - Budget for expansion from 7 to 8 round trips per day

- **Park-and Rides/Stations**
  - Downtown MMT Terminal
    - ✓ Off-peak only
  - I-25/Tejon Rd. PnR – Colo Springs
  - I-25/Woodmen Rd. PnR – Colo Springs
    - ✓ Park-and-Ride access improvements required
  - Monument PnR
  - RTD Colorado Station - I-25/ Colorado Blvd.
  - Denver Union Station

- **Ridership estimate**
  - 371-556 passengers/day

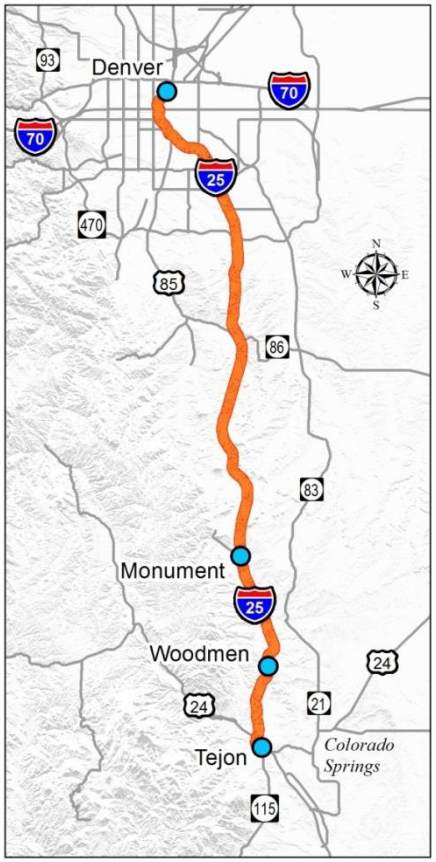


ORANGE ROUTE DRAFT Schedule

SOUTH LINE - ORANGE	NORTHBOUND						
	South Line operates Monday - Friday except major holidays						
	501	503	505	507	509	531	533
TEJON PnR	5:00 AM	5:20 AM	5:45 AM	6:00 AM	6:15 AM	10:30 AM	3:00 PM
DOWNTOWN *(MMT)* TERMINAL	↓	↓	↓	↓	↓	10:40 AM	3:10 PM
WOODMEN PnR	5:15 AM	5:35 AM	6:00 AM	6:15 AM	6:30 AM	10:55 AM	3:25 PM
MONUMENT PnR	5:30 AM	5:50 AM	6:15 AM	6:30 AM	6:45 AM	11:10 AM	3:40 PM
COLORADO STATION *(RTD LRT)*	6:20 AM	6:40 AM	7:05 AM	7:20 AM	7:35 AM	11:55 AM	4:25 PM
CIVIC CENTER *Colfax & Lincoln*	6:55 AM	7:15 AM	7:40 AM	7:55 AM	8:10 AM	↓	↓
18TH & STOUT *Light Rail*	7:00 AM	7:20 AM	7:45 AM	8:00 AM	8:15 AM	↓	↓
Denver Union Station Arrive	7:10 AM	7:30 AM	7:55 AM	8:10 AM	8:25 AM	12:10 PM	4:40 PM
Denver Union Station Depart	7:15 AM	7:35 AM	8:00 AM	8:15 AM	8:30 AM	12:15 PM	4:45 PM
DENVER BUS CENTER	7:20 AM	7:40 AM	8:05 AM	8:20 AM	8:35 AM	12:20 PM	4:50 PM

SOUTH LINE - ORANGE	SOUTHBOUND						
	530	532	500	502	504	506	508
DENVER BUS CENTER	7:45 AM	1:00 PM	3:50 PM	4:05 PM	4:45 PM	5:35 PM	6:15 PM
Denver Union Station Arrive	7:50 AM	1:05 PM	3:55 PM	4:10 PM	4:50 PM	5:40 PM	6:20 PM
Denver Union Station Depart	7:55 AM	1:10 PM	4:00 PM	4:15 PM	4:55 PM	5:45 PM	6:25 PM
17TH & CALIFORNIA *Light Rail*	↓	↓	4:05 PM	4:20 PM	5:00 PM	5:50 PM	6:30 PM
CIVIC CENTER Colfax & Broadway	↓	↓	4:15 PM	4:30 PM	5:10 PM	6:00 PM	6:40 PM
COLORADO STATION *RTD LRT*	8:10 AM	1:25 PM	4:40 PM	4:55 PM	5:35 PM	6:25 PM	7:05 PM
MONUMENT PnR	8:55 AM	2:10 PM	5:30 PM	5:45 PM	6:25 PM	7:15 PM	7:55 PM
WOODMEN PnR	9:10 AM	2:25 PM	5:45 PM	6:00 PM	6:40 PM	7:30 PM	8:10 PM
DOWNTOWN TERMINAL	9:20 AM	2:35 PM	↓	↓	↓	↓	↓
TEJON PnR	9:25 AM	2:40 PM	6:00 PM	6:15 PM	6:55 PM	7:45 PM	8:25 PM

No Passengers will be handled where entire trip is within El Paso County and within the Denver RTD District



VEHICLES

- 13 – Motor Coach Industries model D4500 Commuter Coaches
  - 51 seat capacity – ample leg room
  - Reclining high-back coach style seats
  - Fold down snack trays w/beverage slot
  - Wheel Chair Accessible
  - Drop-down hydraulic chains on drive wheel
  - Free passenger Wi-Fi
  - 110v & USB (2 each) per dual seat unit
    - ✓ Mounted on side wall for W/C sliding seat units
  - Restrooms
  - Bicycle rack – 2 bike capacity
    - ✓ Able to accommodate more in baggage bins.

CONTRACT OPERATOR

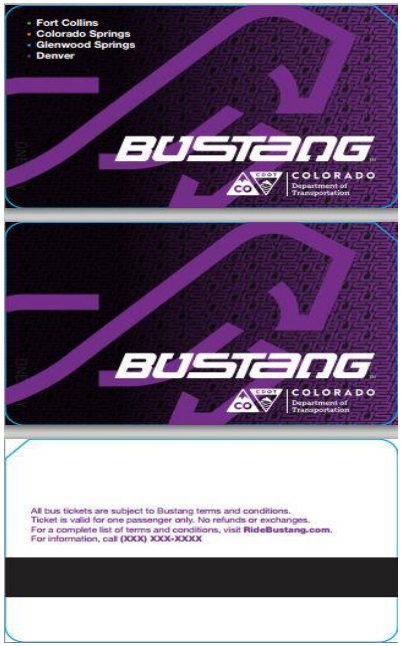
- Evergreen Trails, Inc. dba Horizon Coach Lines
- USDOT#12016
- Subsidiary of TMS
  - This nation's premier convention and large event transportation logistical planner/provider
- Operations in Denver, Orlando, Las Vegas, Tampa, Raleigh-Durham, Charlotte, Winston-Salem, Seattle
  - Denver RTD para-transit contractor
  - Denver - Black Hawk fixed route casino transit
  - United Airlines crew transport (DEN-DENTK) - United Airlines Flight Training Center - Stapleton Airport site.
  - Denver Convention, Tour, and Charter Services

FARE STRUCTURE

- Based on $0.17/mile – Consistent with industry/peer evaluation.

- Single ticket-one way
  - Fort Collins – Denver $10/trip
  - Colorado Springs – Denver $12/trip
  - Monument – Denver $9/trip
  - Glenwood Springs – Denver $28/trip
  - Vail – Denver $17/trip
  - Senior (65+) and disabled 25% discount

- Multiple trip discounts
  - 10% - 10 ride ticket
  - 20% - 20 ride ticket
  - 25% - 40 ride ticket

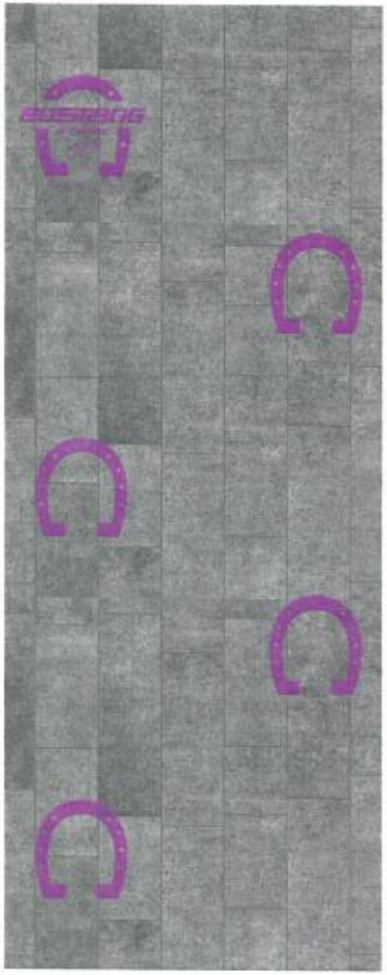


AMBIENT ADVERTISING

Newspaper Takeover

A series of large, branded quarter-page hoofprints will appear in smaller, local newspapers, attracting attention and sparking curiosity. The final 'step' is a Bustang Is Coming message featuring the logo and call to action.

AMBIENT ADVERTISING



Vinyl Hoofprints

Vinyl branded hoofprints will be placed around town, making it look as if a giant purple mustang has recently passed through.

These could be placed at outdoor malls, light rail stations and RTD stops in strategic locations like Fort Collins, Frisco, Colorado Springs and Denver Metro Area suburbs.

This creates the opportunity to share through CDOT's 20,000+ followers on social media.

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NEXT STEPS

- Fleet delivered…Bustang "wrap" in process
- Finalize partner agreements (MOU's)
- Horizon to begin training operators as specified.
- Launch the Bustang Marketing/Communications Plan
- Launch "Maiden Voyage" Spring 2015

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RIDEBUSTANG.COM

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