Wagon Road/144th FlexRide Ridership

Celebrating 2 years of service

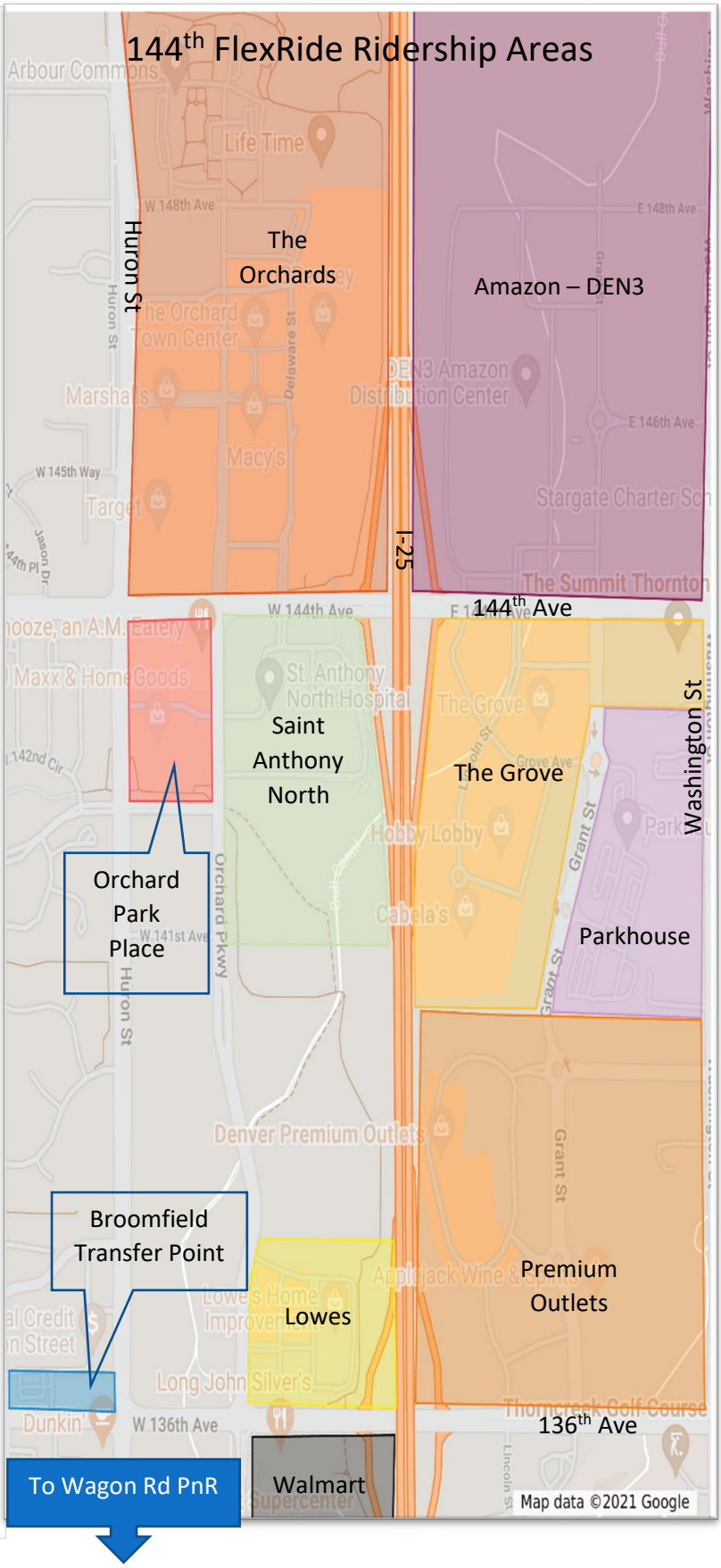
November 2019- November 2021 -- 29,836 Passengers

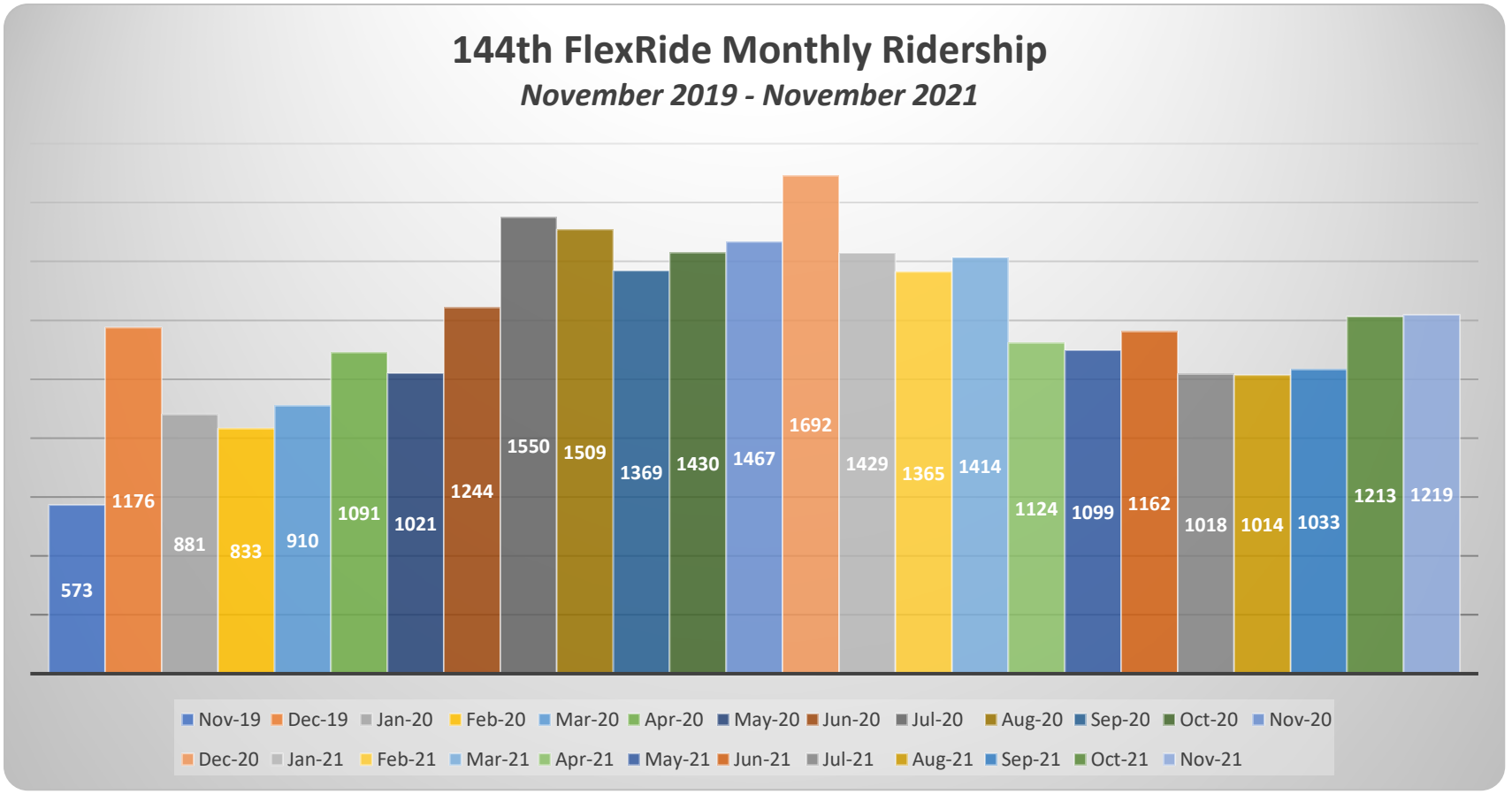
The 144th FlexRide offers daily shuttle service between the Wagon Rd PnR and the employment center at 144th & I-25. The shuttle operates between 4:50 am and 9:45 pm and offers 20-minute service every morning and evening for the first 7 locations listed below. Midday service is available through RTD's reservations-based FlexRide program, and where possible, Smart Commute develops tailored express shuttles based on one or more company's shiftwork schedules. Tailored express shuttles may be based on specific shiftwork patterns, but all shuttle runs are open to all riders.

Most Popular Stops

#1. Wagon Road PnR
#2. Amazon - DEN3
#3. Saint Anthony North
#4. Parkhouse Apartments
#5. The Grove
#6. Premium Outlets
#7. The Orchards
#8. Orchard Park Place
#9. Lowes
#10. Walmart
#11. Broomfield Transfer Point

Note: Smart Commute uses geographic areas to track ridership. Some businesses may not be a part of the actual development it is tracked under.



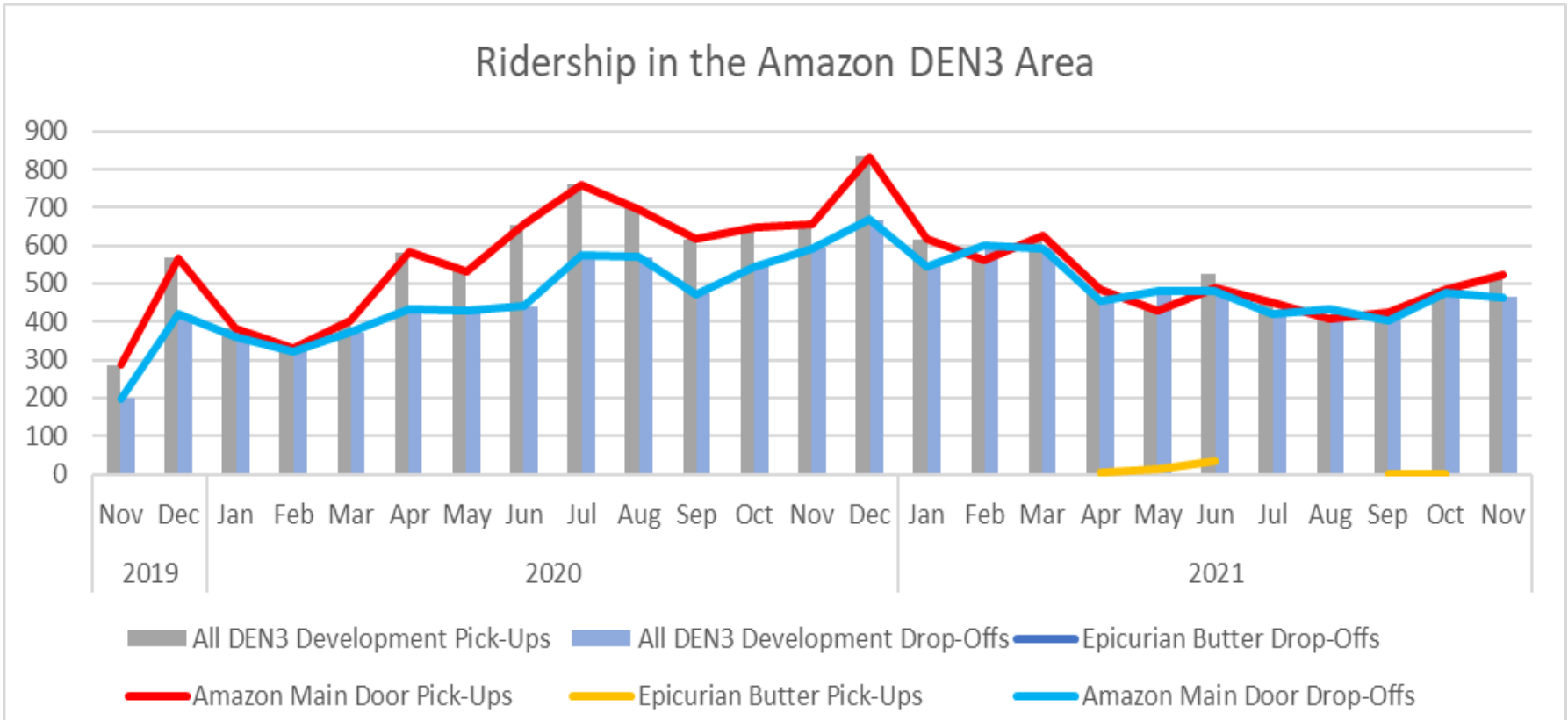

144th FlexRide Monthly Ridership
November 2019 - November 2021
573
1176
881
833
910
1091
1021
1244
1550
1509
1369
1430
1467
1692
1429
1365
1414
1124
1099
1162
1018
1014
1033
1213
1219
Nov-19 Dec-19 Jan-20 Feb-20 Mar-20 Apr-20 May-20 Jun-20 Jul-20 Aug-20 Sep-20 Oct-20 Nov-20
Dec-20 Jan-21 Feb-21 Mar-21 Apr-21 May-21 Jun-21 Jul-21 Aug-21 Sep-21 Oct-21 Nov-21

Service to Amazon DEN3 and Surrounding Development

Area represents 82% of ridership at 144th & I-25 service area.

Businesses Served and Ranked by Popularity:

- **#1 -- Amazon DEN3 Facility**
- **#2 -- Epicurean Butter**



144th FlexRide currently offers two daily express shuttle runs. A midday express shuttle run from the PnR to DEN3 to accommodate half-day shift changes, and a 5:20 pm express run between DEN3 to the PnR for Associates getting off the 5pm and 5:15 pm shifts. **NOTE: Any rider can use any tailored express shuttle runs! Just go to the bus shelter at DEN3 to use the express service!**

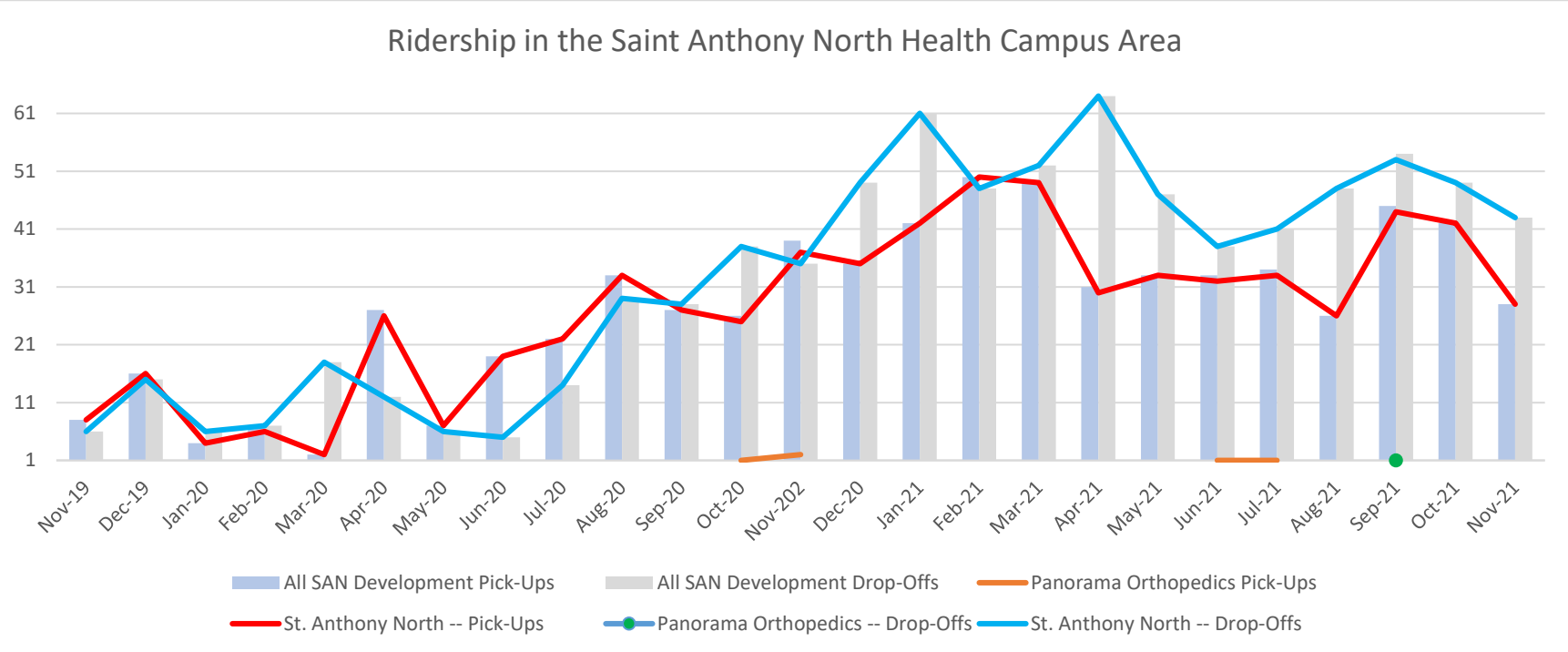
Additional ridership characteristics available for TMO members.

Saint Anthony North (SAN) Health Campus and Surrounding Development

Area represents 5% of ridership at 144th & I-25 service area.

Businesses Served and Ranked by Popularity:

- **#1 --Saint Anthony North Health Campus**
- **#2 -- Panorama Orthopedics**



Time point for peak hour fixed route service is at the employee entrance on the north side of hospital.

144th FlexRide currently offers two daily express shuttle runs. An 11:30 am midday express shuttle is available from the PnR to SAN to accommodate half-day shift changes, and a SAN 5:05 pm express run that stops at DEN3 at 5:20 pm to arrive at the PnR at 5:35 pm.

NOTE: Any rider can use any tailored express shuttle run! Just go to the employee entrance on the north side of SAN, or the bus shelter at DEN3 to use the express service!

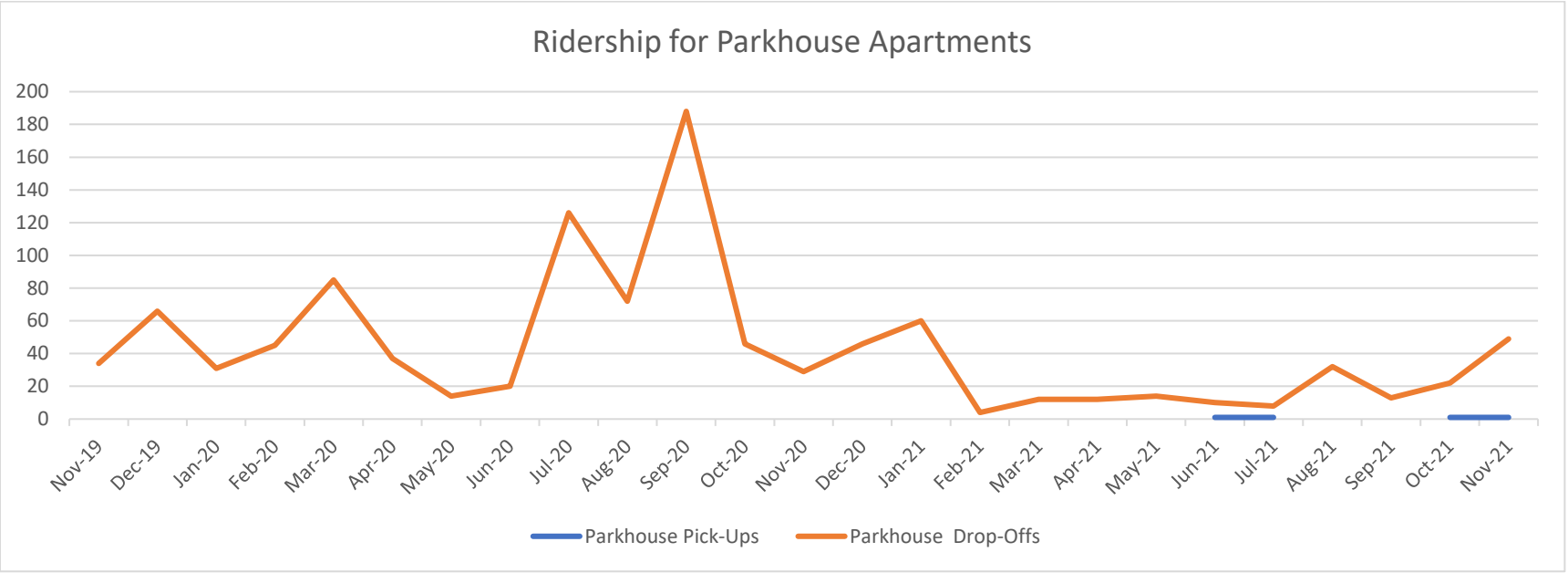
Service to Parkhouse Apartments

Area represents 4% of ridership at 144th & I-25 service area.

Most Parkhouse trips are coming from Wagon Rd PnR or Amazon DEN3.

Other places in rank order Parkhouse riders use the shuttle from:

#1. Denver Premium Outlets
#2. The Grove
#3. Saint Anthony North
#4. The Orchards
#5. Lowes
#6. Orchard Park Place



Time point for peak hour fixed route service is ~ south of 141st PL.

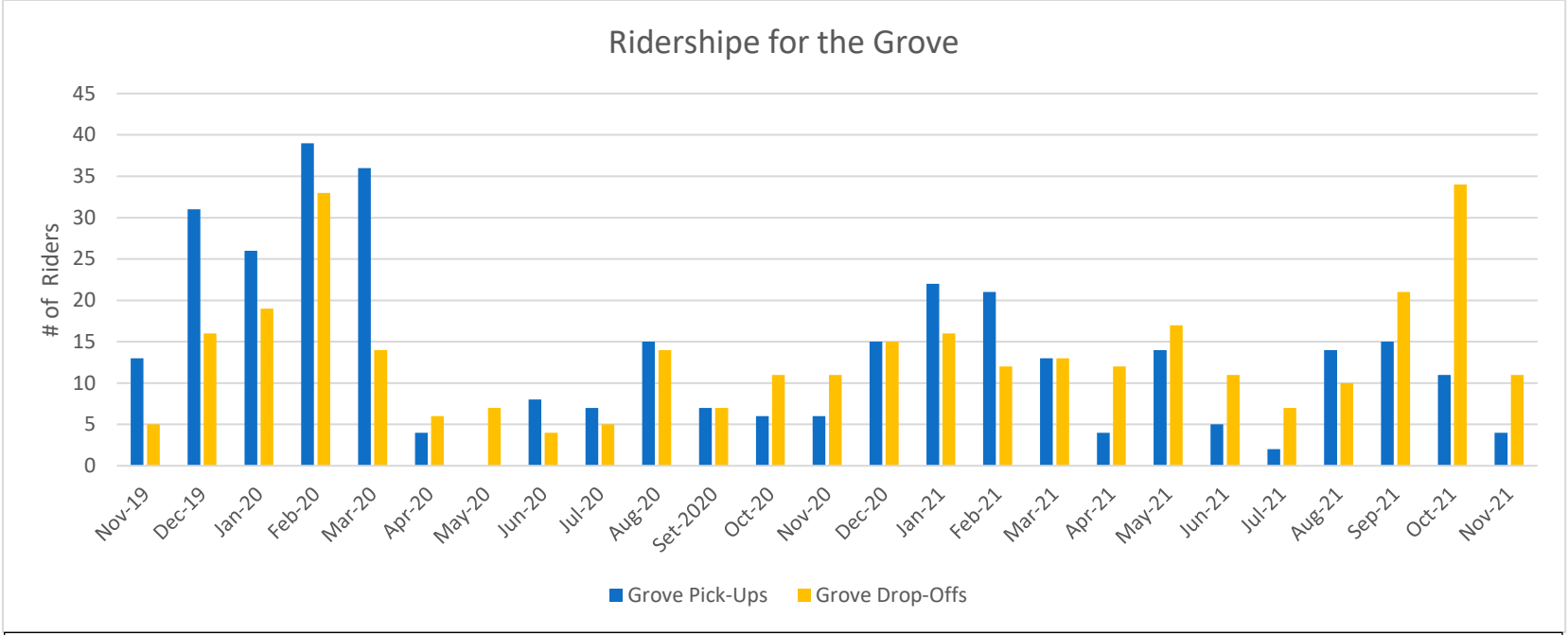
Additional ridership characteristics are provided in a separate report to DEN3 as a member benefit.

Service to The Grove and Surrounding Development

Area represents 2% of ridership at 144th & I-25 service area

Ranked Businesses Served between Nov 2019 and Nov 2021:

#1. Burlington
#2. Murphy Express
#3. *Cuba Cuba
#4. Wendy's
#5. Candlewood Suites
#6. Arby's
#7. Cabela's
#8. Hobby Lobby
#9. Five Guys
#10. *5.11 Tactical
#11. Blackjack Pizza
#12. Hilton Garden Inn
#13. Freddy's Frozen Custard
#14. Urban Eatery
#15. Massage Heights
#16. The Summit



Time point for fixed-route schedule is located on the eastbound side of the road between Cuba Cuba (now Potbelly) and 5.11 Tactical.

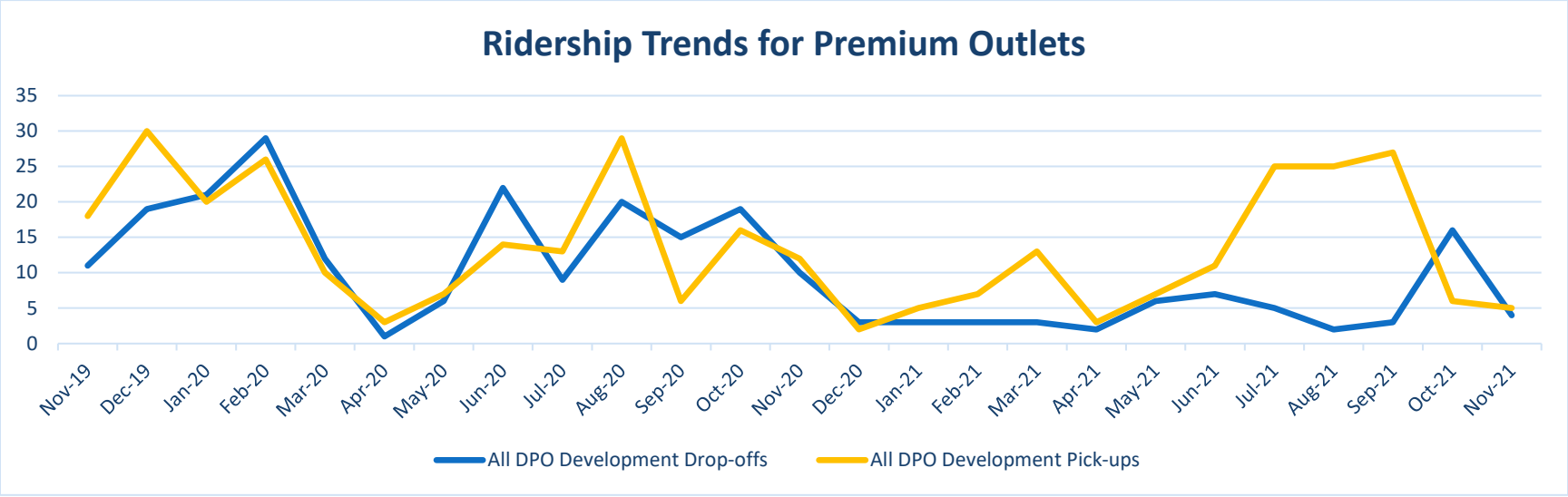
Additional ridership characteristics available for TMO members.

Service to Premium Outlets and Surrounding Development

Area represents 2% of ridership at 144th & I-25 service area.

Businesses served in between Nov 2019 and Nov 2021:

#1. Premium Outlets **#2. Staybridge Suites** ***#3.*** **Applejacks**



Time point for fixed route schedule is the bus plaza at Denver Premium Outlets.

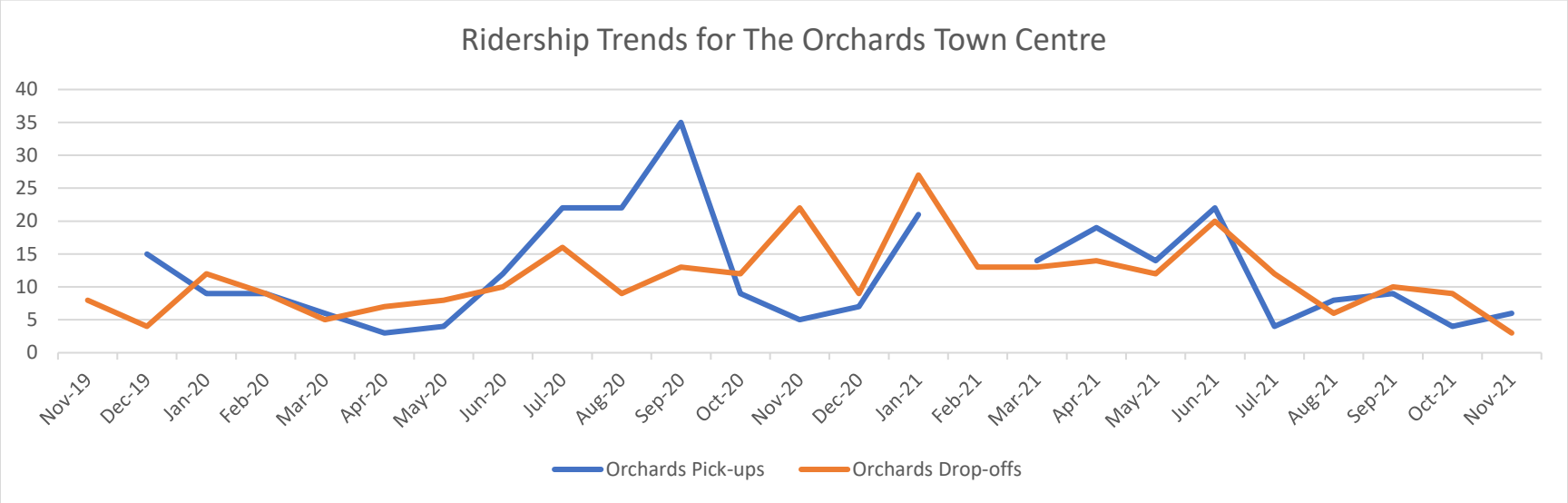
Additional ridership characteristics available for TMO members.

Service to The Orchards and Surrounding Development

Area represents 2% of ridership at 144th & I-25 service area.

Ranked Businesses Served between Nov 2019 and Nov 2021:

#1. *Dollar Tree
#2. Little Monkey Bus.
#3. *Mimi's Café
#4. Target
#5. Starbucks
#6. Macy's
#7. Panera
#8. T-Mobile
#9. Ross
#10. Staples
#11. Arbor Square Apts
#12. Hot Topic
#13. ALOFT Hotel
#14. Chipotle
#15. Xfinity
#16. Nordstroms
#17. AMC Theaters
#18. Key Bank
#19. HuHot Mongolian
#20. Grand Rabbit's Toys
#21. America's Best
#22. AT&T
#23. Orchard Dental Group
#24. JC Penney
#25. Forever 21
#26. REI



Mimi's was the original time point for the fixed route schedule until 2020. This was replaced by the current stop at the Dollar Tree.

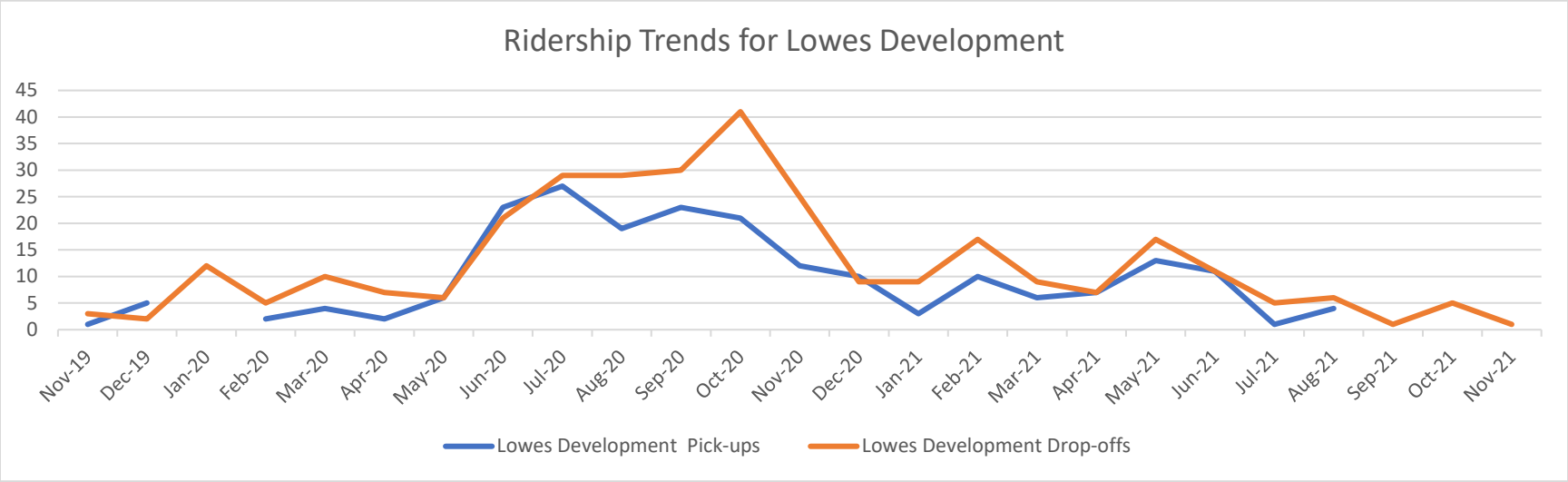
Additional ridership characteristics available for TMO members.

Service to Lowes and Surrounding Development

Area represents 2% of ridership at 144th & I-25 service area.

Ranked Businesses Served between Nov 2019 and Nov 2021:

#1. Lowes
#2. Carl's Jr
#3. Chase Bank
#4. Starbucks
#5. Subway
#6. Fine Wine & Spirits
#7. HQ Salon



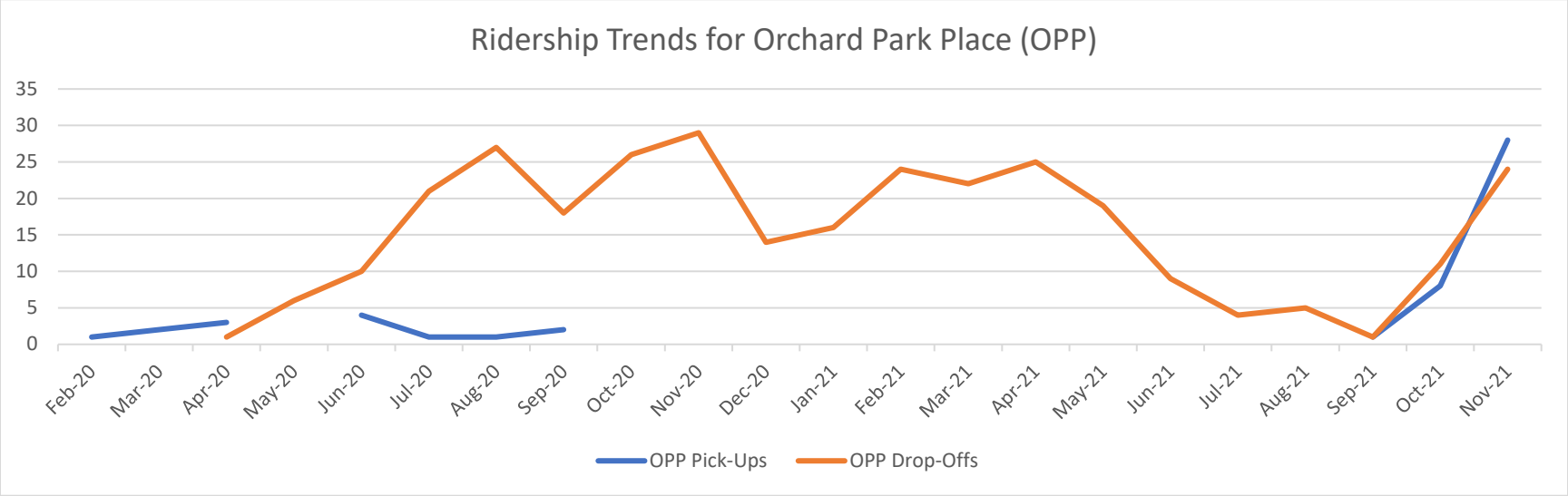
Additional ridership characteristics available for TMO members.

Service to Orchard Park Place Development

Area represents 1% of ridership at 144th & I-25 service area.

Ranked Businesses Served between Feb 2020 and Nov 2021:

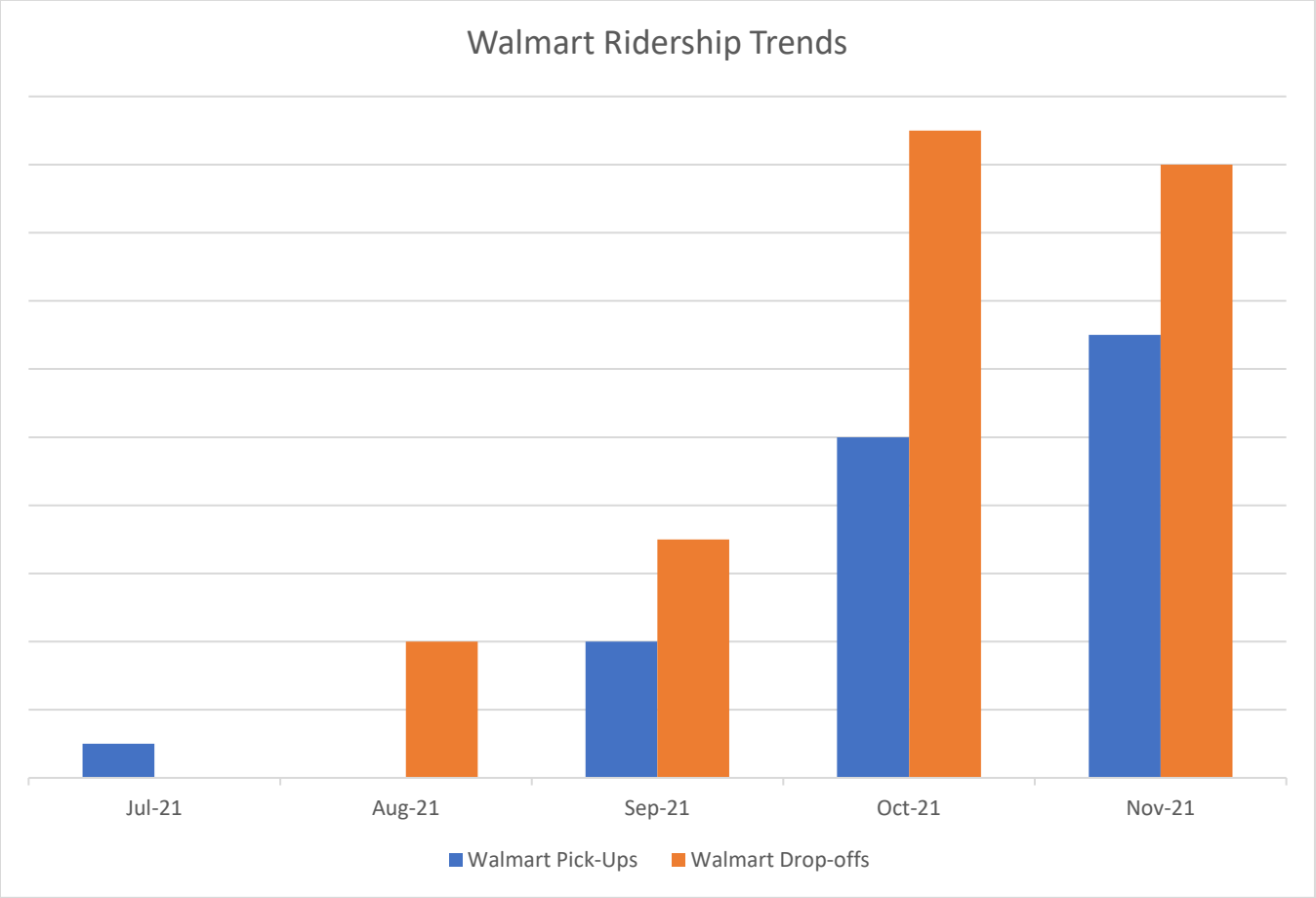
#1. Courtyard by Marriott
#2. PetSmart
#3. Sierra
#4. Chick Fil-A
#5. Costa Vida
#6. Smashburger
#7. Sugar Fire Smokehouse
#8. T.J. Maxx



Additional ridership characteristics available for TMO members.

Service to Walmart (southeast corner of 136th & Orchard Parkway)

Area represents <1% of ridership

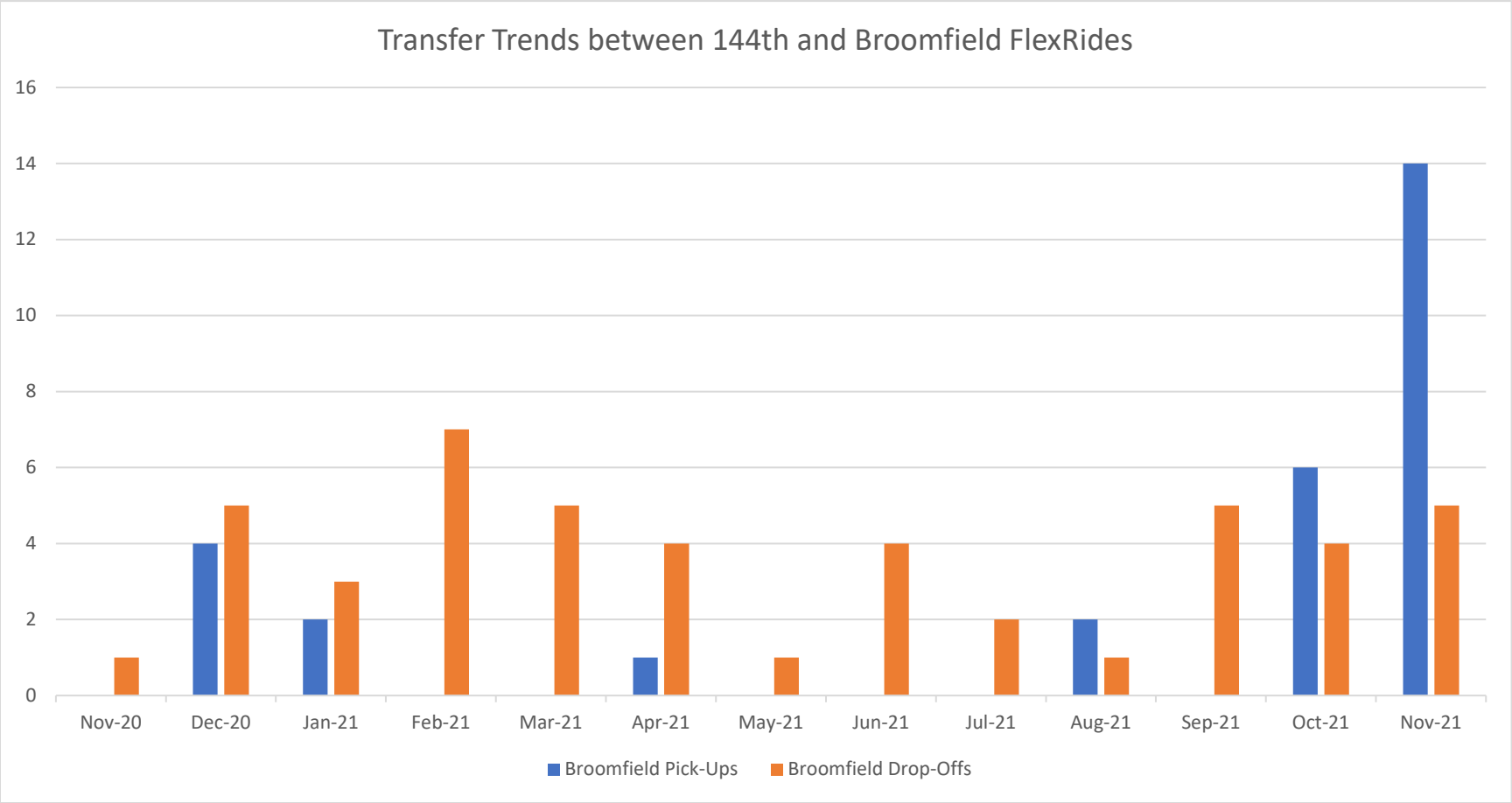


Note: Walmart is not a part of the official service area for the 144th FlexRide shuttle. Service to Walmart is provided at the discretion of the bus drivers and cannot be guaranteed. Acceptance into the shuttle's service area may be considered. Please contact Smart Commute for more information.

Connections to the Broomfield FlexRide

Transfers represent <1% of ridership

Most trips are to/from the Wagon Rd. PnR followed by a small ridership using the connection to get to/from Amazon – DEN3.

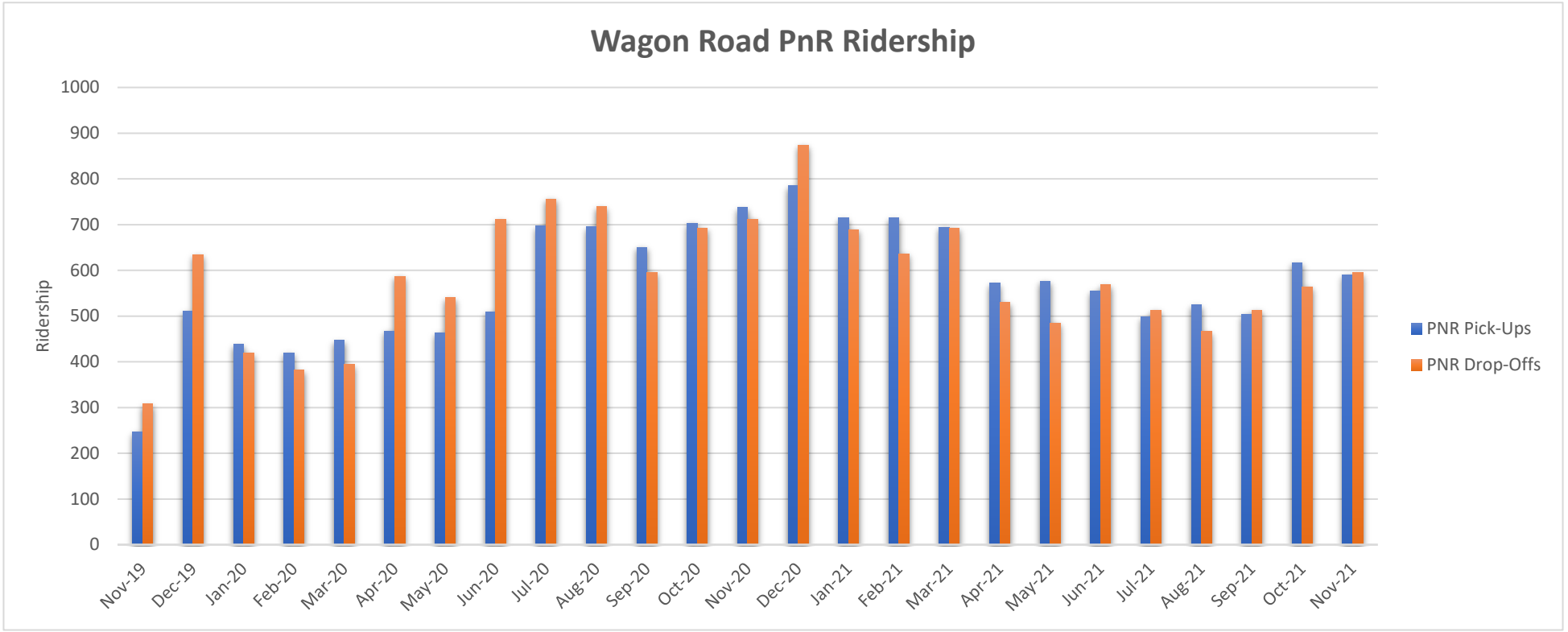


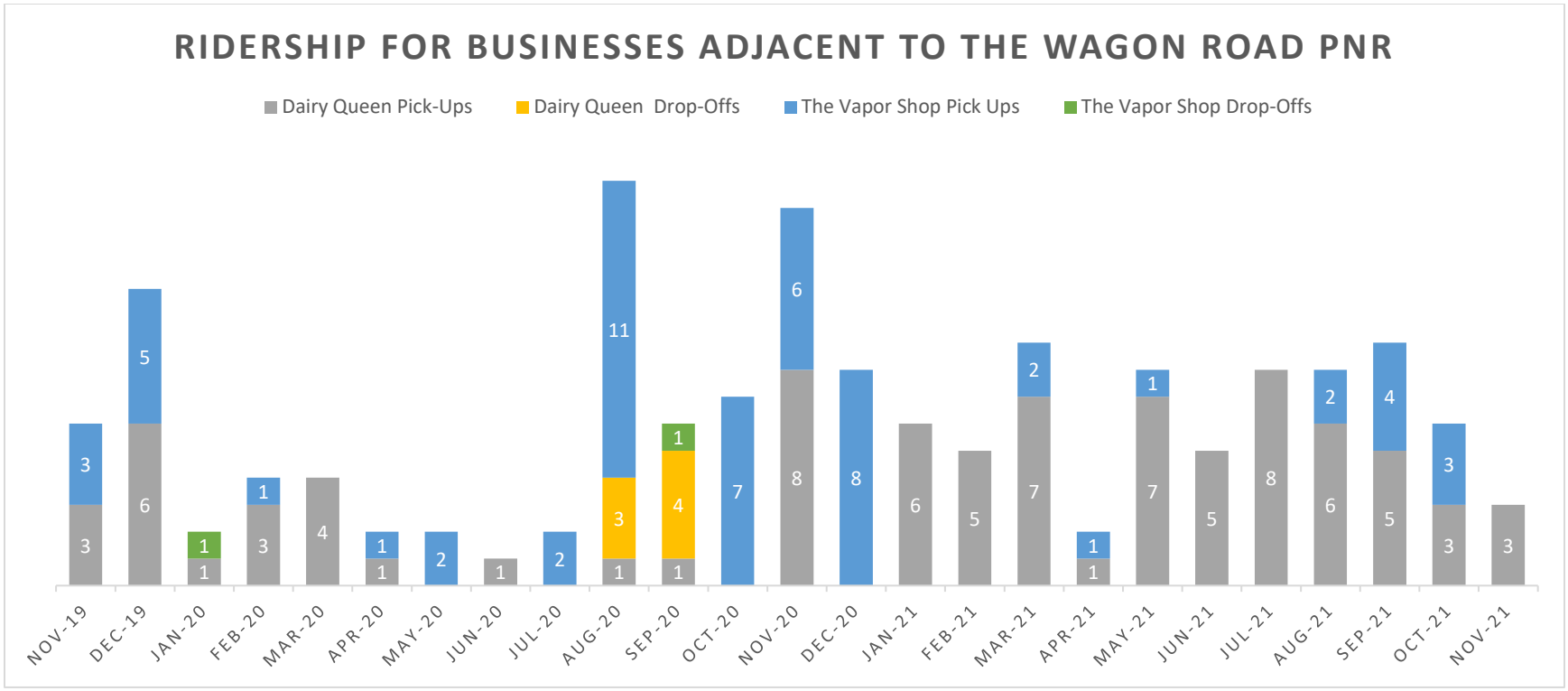
Transfers between the 144th FlexRide and Broomfield FlexRide occur at the Circle K on the northwest corner of 136th Avenue and Huron Street.

Service to/from the Wagon Road PnR

Wagon Road PnR is the anchor to the 144th FlexRide shuttle service. Ridership is tracked for the PnR and adjacent businesses.

The majority of trips to/from the PnR serve Amazon-DEN3, followed by Saint Anthony North.




RIDERSHIP FOR BUSINESSES ADJACENT TO THE WAGON ROAD PNR
Dairy Queen Pick-Ups
Dairy Queen Drop-Offs
The Vapor Shop Pick Ups
The Vapor Shop Drop-Offs
NOV-19
DEC-19
JAN-20
FEB-20
MAR-20
APR-20
MAY-20
JUN-20
JUL-20
AUG-20
SEP-20
OCT-20
NOV-20
DEC-20
JAN-21
FEB-21
MAR-21
APR-21
MAY-21
JUN-21
JUL-21
AUG-21
SEP-21
OCT-21
NOV-21