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FOR IMMEDIATE RELEASE

## TRIP Users Commute to Work for as Little as \$30 a Month

Employees working in the Southeast Urban Corridor can take advantage of the Transit Rider Incentive Program (TRIP) in order to save 50% off their monthly RTD passes. The South I-25 Urban Corridor TMA and RTD have partnered to create TRIP, which has become a highly successful program and contributed to the economic development of the South Urban Corridor.

"We are delighted with the success of the TRIP Program. Southeast Business Partnership and our employers have embraced this pilot program helping us strengthen our workforce and business climate in South Metro Denver," states Mary Bowers, Vice President of the Southeast Business Partnership.

Since the program began in February, over 4,000 passes have sold to people working in the cities of Centennial, Lone Tree, and Greenwood Village. TRIP takes a great deal of the financial strain out of employees' daily commutes and also alleviates congestion and road rage. It also encourages new RTD ridership. 187 people who had never bought a monthly RTD pass before, bought a TRIP pass for the month of August.

TRIP is the result of a partnership between the South I-25 Urban Corridor TMA and RTD. The South I-25 Urban Corridor TMA is a coalition of local governments and the business community who joined together to provide political and economic resources to identify and meet the corridor's transportation needs.

For more information, contact Lauren Hayutin at 303.523.1726 or visit [www.triptowork.com](http://www.triptowork.com).