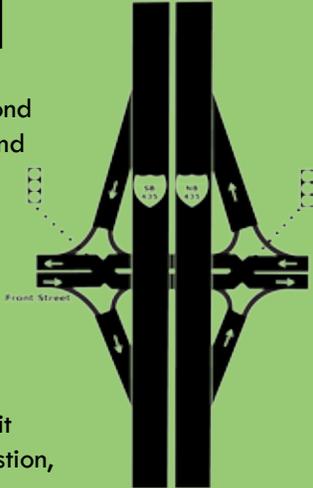


AN INNOVATIVE DESIGN

The conventional diamond interchange at I-435 and Front Street has been redesigned and will be reconstructed as a Diverging Diamond Interchange (DDI). The new DDI will accommodate more traffic and move it faster, decrease congestion, and increase safety. The most noticeable difference between the new interchange and the old is that Front Street will be improved as a pair of one-way streets that cross at two signalized intersections. This revolutionary design is one of only a few planned for the Kansas City Metro. Construction will begin during the spring of 2011.



Congestion is one of the biggest issues facing the area today and it will be even worse during DDI construction. Transportation Demand Management (TDM) strategies—carpooling, riding the bus, changing work hours—can help ease the stress of construction and reduce your commuting costs.

You can be part of the solution by...

Watching the Traffic Camera

If you want to know what's happening with the Interchange during construction, the camera will tell you.

How: Visit the I-435 and Front Street web page at www.modot.org/kansascity to see what the camera is showing. Then read the *7-Day Outlook* to get an idea of the kind of construction activity occurring, its location, the time of day it will happen, how long it will last, and the impact it will have on traffic movement, e.g. lane closures and traffic shifts, and its severity rating (red, yellow, or green where "red" is the most severe) on a daily basis. General TDM strategies and maps of recommended alternate routes will also be included.

RideSharing

RideSharing involves:

- Vanpooling
- Carpooling
- Preferential Carpool Parking
- Guaranteed Ride Home (GRH) Program
- Midwest Commuter Choice Program

How: Anytime two or more people travel together in the same vehicle, they are ridesharing. Ridesharing opportunities vary with company size and type. Employers can contact the MARC RideShare coordinator to learn which rideshare options might be best suited for their companies. Some may find that employees can be encouraged to rideshare if incentives (gift cards, better parking spots) are offered, especially if they are not already ridesharing to and from lunch and meetings or between home and work. Learn more by calling MARC RideShare at 816-842-RIDE or visit www.marc.org/rideshare/.

Riding the Metro

Metro bus services include:

- Bike-N-Bus
- Swing Shift
- Night Stop
- MetroFlex: Service Upon Request
- Share-A-Fare (SAF)
- Park-And-Ride Lots
- Transit Riders Incentive Program (TRIP)

How: KCATA provides Metro service to the area west of I-435. Employers and employees who find the Metro provides service that is accessible, appropriately frequent, and compatible to company operating hours can make promoting Metro service a company priority. Employees with Metro riding experience can become company champions that encourage others to try riding the bus, especially during Red DDI construction days. Learn more by contacting KCATA at 816-221-0660 or visit www.kcata.org.



Asking Your Employer about Flexible Work Options

These might include:

- Compressed Work Weeks
- Flextime
- Telecommuting
- Selective Work at Home Days

How: The average workday is 8AM-5PM. Flexible work options allow workers to come in earlier or later to avoid rush hour traffic. They may even provide opportunities to work from alternate job sites or even from home. Employers who make flexible work options a priority have analyzed employee job responsibilities, workforce vs. client needs, and potential impacts. Learn more by calling MARC RideShare at 816-842-RIDE or visit www.marc.org/rideshare/.



Sharing Traffic Information

Gathered from:

The Traffic Camera
at www.modot.org/kansascity

KC Scout at
www.kcscout.net

How: Make it available to employees/students, non-local shippers and delivery drivers through paychecks, newsletters, new employee/student packets, phone, e-mail, fax, and face-to-face.

DID YOU KNOW?

- The average “peak period” traveler uses an extra 28 gallons of fuel per year due to inefficient vehicle operation in congested conditions.
- According to a 2007 estimate, people who drove alone for 20-60 mile round trip commutes spent 3,000 - \$10,000 per year (MARC). More is spent today
- Giving up solo driving just one day a week saved drivers between \$600 and \$1,800 each year (MARC 2007). Imagine today’s savings!



Questions/Comments:

For more information You can

Go to: www.435DDI.com

call: 1-888-ASK-MODOT

email: Steve Porter,
MoDOT Senior Community
Relations Specialist
stephen.porter@modot.mo.gov

contact:

The Mid-America Regional Council (MARC)
RideShare Program at 816-842-RIDE or
www.marc.org/rideshare/

The Kansas City Area Regional Transportation
Authority (KCATA) at 816-221-0660 or
www.kcata.org for Metro information.



Working Together Toward an Easier 435 Commute

Visit www.modot.org/kansascity