



## ROAD RULES

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With more cars clogging Colorado's roads day by day, transportation has become a key issue in the state.

Here's what businesses found so wrong with state proposals to rein in the number of cars on the road, and what's next

BY DENNIS HUSPENI Colorado Politics

**T**he state of Colorado wants all large businesses in metro Denver to track what their employees do before and after work when it comes to commuting.

It wants those employers to “increase parking charges” for gas-powered vehicles, appoint an “employee transportation coordinator” to administer programs that reduce “single occupied vehicle” commutes and offer fully or partially subsidized public transportation passes — even if the business is nowhere near any.

An economic impact study conducted by the state showed those efforts could cost anywhere from \$7,200 to \$811,643

annually to implement, depending on the business.

While state officials originally wanted those plans from 2,764 businesses with some 900,000 employees by next Jan. 1, according to state records, it has since stepped back from efforts to create heavy regulation and fines for noncompliance.

Dubbed the Employee Trip Reduction Program, it's part of legislation passed in 2019 to help reduce greenhouse-gas emissions in Colorado and comes as businesses are recovering from a pandemic that saw entire industries shut down and unemployment skyrocket.

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