

# 2026 Link On Demand Castle Rock Expansion Proposal

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Castle Rock Town Council Meeting  
March 3, 2026

# Link on Demand

2025-26 YTD

## Highlands Ranch Link On Demand Program Report

Average Rider Rating



Out of 5 Stars

Average Ride Duration



12m

Average Pickup ETA



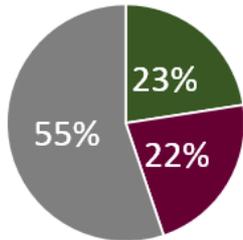
16m

Rides per Driver Hour



3.3

Geographic Demand



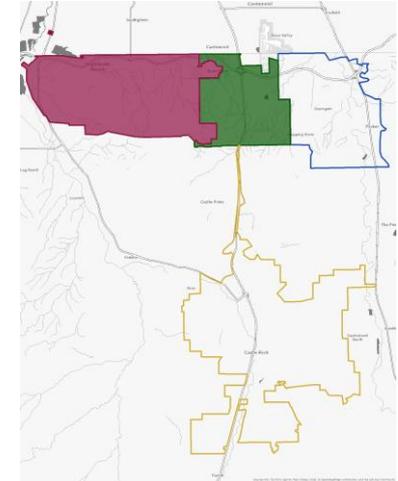
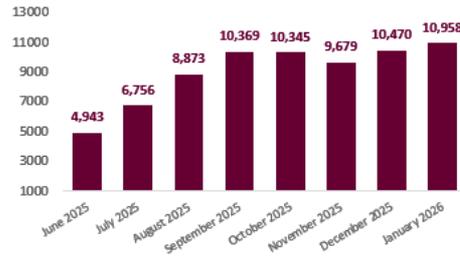
- Lone Tree -> Highlands Ranch
- Highlands Ranch -> Lone Tree
- Highlands Ranch -> Highlands Ranch

Completed Rides



72,393

Month Over Month

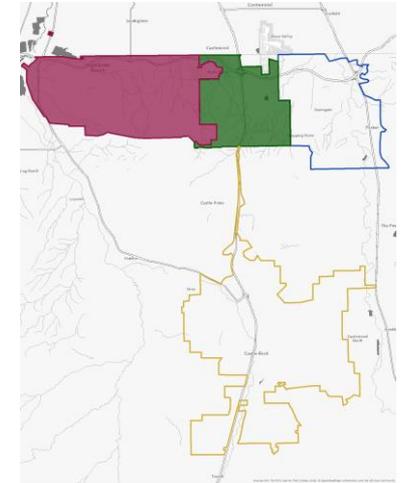


# Link on Demand

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## 2025 Rider Survey

-  **95%** More desirable place to live
-  **83%** More independent
-  **75%** Visit businesses more frequently



# Parker

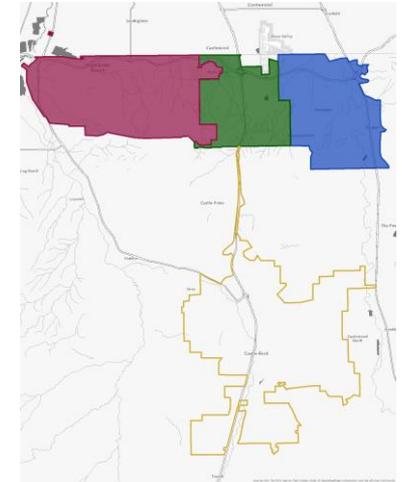
Link expands east on April 8<sup>th</sup>!

 **60%** Increase in trips provided

 **\$1.2M** Cost to operate

 **20%** Shared investment from Parker

 **80%** County, State, and Federal funds



# Castle Rock

## Where can Link take me?



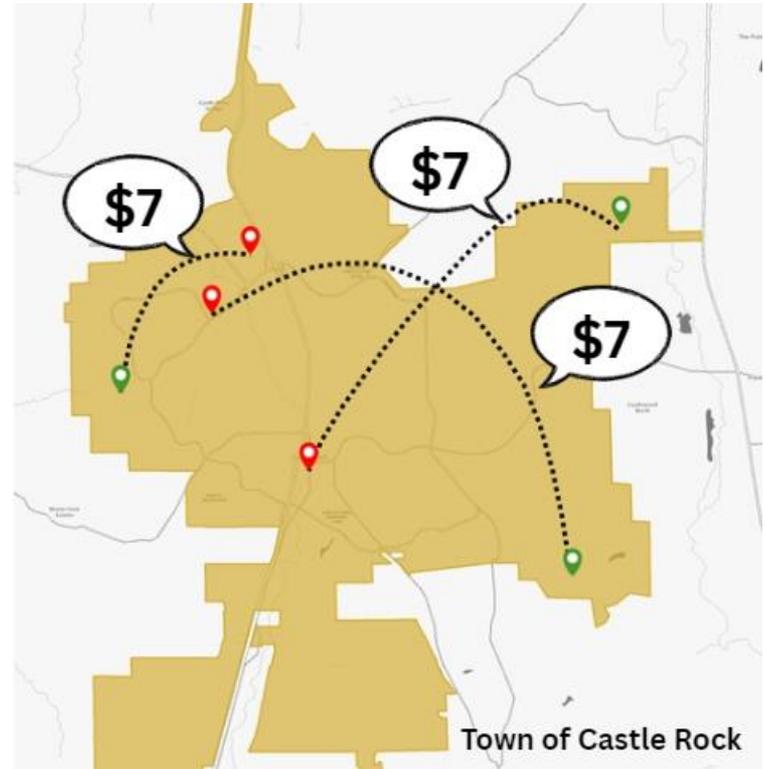
Dinner out



Doctors appointment



Concert downtown



# Castle Rock

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## What value does Link bring?



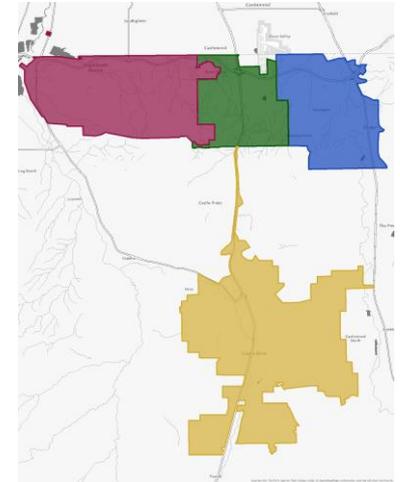
Public safety



Parking solution



Return on investment



# Castle Rock

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## Regional rideshare by Fall of 2026



**60K**

Trips in the first year



**\$2M**

Cost to operate



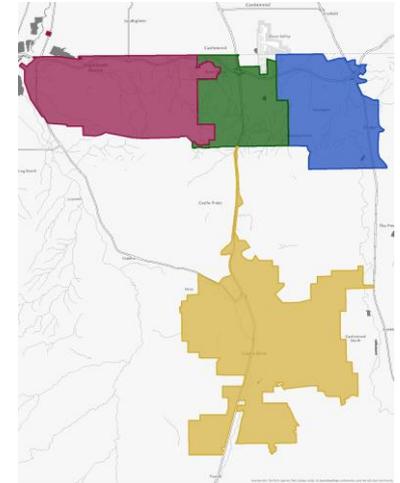
**20%**

Shared investment of \$400,000



**80%**

County, State, and Federal funds



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