

Transportation Demand Management Strategic Plan: Executive Summary

Denver Regional Council of Governments staff have worked extensively and closely with stakeholders and partner agencies regionwide to develop the region's Transportation Demand Management Strategic Plan. The plan will guide the council's transportation demand management work through 2029. The strategic plan addresses the evolving transportation needs of the region's residents and visitors, and refreshes a previous regional short-range transportation demand management plan. The plan includes goals, recommendations and a toolkit.

During the planning process, staff and stakeholders identified six key regional development challenges for which transportation demand management strategies are essential to addressing:

- **Population and employment growth:** By 2050, anticipated growth in population, employment and land use will affect travel patterns and transportation options.
- **Traffic congestion:** Rising traffic congestion leads to increased air pollution, higher shipping costs and decreased quality of life.
- **Safety and Regional Vision Zero goals:** Residents' and visitors' concerns about transportation safety remain a major consideration in their mode choice decisions, especially as a significant number of fatal crashes involve pedestrians and bicyclists.
- **Transit ridership:** Transit ridership declined during the COVID-19 pandemic. Transportation demand management strategies which support transit use, can improve travel and safety for Denver region residents and visitors.

- **Effects of the COVID-19 pandemic:** The pandemic changed the way residents and visitors travel, and specifically resulted in more people working from home.
- **Innovation and transportation technology:** The growing popularity of mobility on demand, including the use of ride-sharing services and shared micromobility devices has demonstrated how transportation and technology can work together to improve residents' and visitors' transportation options.

Defining Regional Transportation Demand Management Strategic Plan goals

Staff developed the Transportation Demand Management Strategic Plan goals to address the Denver region's current transportation challenges. Staff collaborated with partner agencies and transportation demand management stakeholders regionwide to identify four goals that would foster a sustainable and inclusive transportation ecosystem, including:

- **Improve mobility and travel choices:** Develop a cohesive and efficient transportation network that adapts to the evolving needs of the community.
- **Improve air quality:** Identify and implement strategies that contribute to cleaner air, aligning with the council's commitment to a healthier environment.
- **Improve transportation safety:** Align with the council's Regional Vision Zero program to minimize crashes and improve traveler safety.



- **Enhance transportation equity:** Ensure access to transportation for all, focusing on inclusivity across various demographic groups.

Strategic plan recommendations

The council intends to lead regional implementation of recommendations that will advance the Denver area's progress toward the plan's four goals. The plan supports a collaborative implementation effort, involving partner agencies and stakeholders, to work towards regional goals. Each recommendation includes its significance to established regional goals, equity considerations and next steps. The 10 strategic plan recommendations are:

- Explore opportunities to fund incentive programs.
- Establish a technical assistance program for member governments and partners.
- Support and expand Safe Routes to School programs across the region.
- Explore integrating transportation demand management as a requirement for certain transportation improvement program projects during the next update to the Transportation Improvement Program Policy document.
- Revise Transportation Improvement Program Transportation Demand Management Services Set-Aside scoring criteria as they relate to equity and innovation.
- Explore opportunities to reduce or remove the local match requirement for transportation demand management projects that benefit marginalized communities.
- Enhance mobility on demand assistance for member governments, partners and major employers.

- Expand ways the council can better understand results delivered by transportation demand management programs across the region.
- Broaden the focus of the Way to Go partnership to include all trips, rather than just commute trips (for example: non-traditional commutes, shift-worker commutes, errands, parent and caregiver trips, visitor trips and recreational trips).
- Collaboratively develop and share an annual work plan for the Way to Go partnership.

Transportation Demand Management Toolkit

The plan includes a guide for transportation demand management practitioners, representing a new framework for the council and its partners' work. Toolkit resources will help users understand the full range of potential strategies and implementation considerations, including sensitivity to local contexts. The toolkit outlines 31 strategies within nine categories:

- Mobility services.
- Mobility technology.
- Transportation infrastructure.
- Parking management.
- Incentives for mode shift.
- Roadway management.
- Public policies.
- Employer programs.
- Education, outreach and marketing.



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