



Fiscal Year 2026-2027 Transportation Demand Management Services Set-aside

Funding recommendations

Presenter.

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TDM Services Set-aside purpose and goals.

Purpose: to support marketing, outreach and research projects that reduce single-occupant vehicle travel.

Program goals

- Reduce traffic congestion.
- Improve air quality.
- Pilot new approaches to transportation demand management.
- Support healthy and active choices.
- Improve awareness and access to mobility options for people of all ages, incomes and abilities.

Funding, criteria and process.

Funding available for 2026-2027 call:

- \$1,000,000 from 2-year set-aside.
- \$95,000 in returned funds.

Approved criteria and process:

- Review panel scored on criteria focused on vehicle miles of travel reduction, innovation and replicability.
- Staff scored data-driven elements such as short-trip opportunity zones and local match.
- Review panel discussed, ranked and recommended projects.

Review panel.

The review panel included internal and external stakeholders:

- **DRCOG panel**

- Communications and Marketing, Division Director
- Communications and Marketing, Way to Go Manager
- Communications and Marketing, Way to Go Outreach Specialist
- Communications and Marketing, Market Research Program Manager
- Transportation Planning and Operations, Planner

- **External panel agencies**

- Colorado Department of Transportation
- Regional Air Quality Council
- Ride NoCo TMA

Application process overview.

Application timeline

- **May 21, 2025:** DRCOG hosts application workshop.
- **June 6, 2025:** Letters of Intent due.
- **July 3, 2025:** Applications and Letters of Concurrence (if applicable) due.
- **July 7 – July 21:** Panel deliberation.
- **July 24:** Panel discussion and recommendations.

DRCOG received **seven** applications.

Total federal request: **\$1,034,383**



Panel recommendation.

Recommended projects.

| Project sponsor | Project title | Recommended award |
|--------------------------------------|--|-------------------|
| Transportation Solutions | Developer TDM and Tenant Engagement | 181,940 |
| Northeast Transportation Connections | Northeast Denver Mobility Hub Study | 157,301 |
| Commuting Solutions | Community-Based Strategies to Support TDM Implementation in Broomfield | 66,310 |

Recommended projects, continued.

| | | |
|--|--|---------|
| Boulder Chamber Boulder Transportation Connections | SB-161 Residential EcoPass Promotion and Support (SB-161 REPS) | 103,487 |
| Denver Regional Mobility Access Council | Multimodal Travel Training | 309,309 |
| Community Cycles | Increasing Bicycle Commuting in Boulder Through Individualized Marketing | 93,815 |
| Downtown Denver Partnership | Let's Go! Downtown Denver Outreach Campaign | 122,221 |

Proposed motion.

Move to recommend to the Regional Transportation Committee that the recommended projects be funded through the **TDM Services Set-aside** of the **DRCOG 2026-2027 Transportation Improvement Program**.

Thank you!

Questions?

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