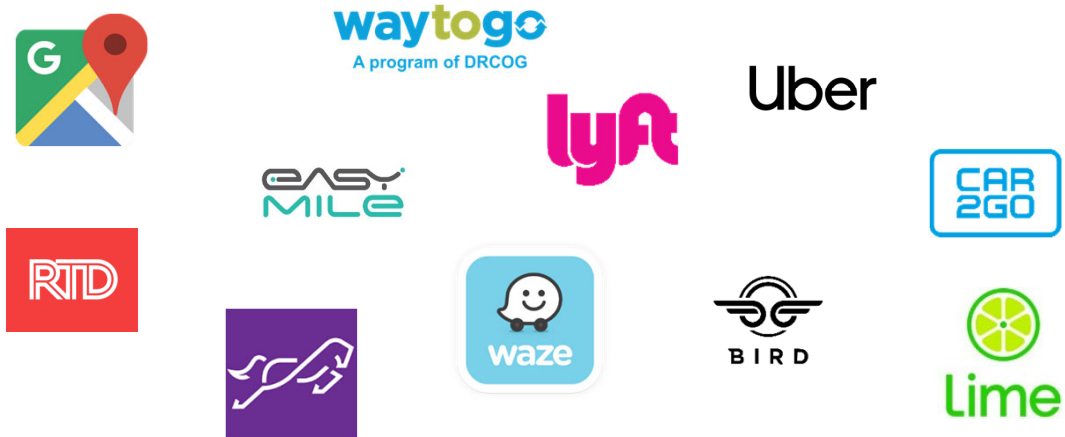


## Mobility & Technology

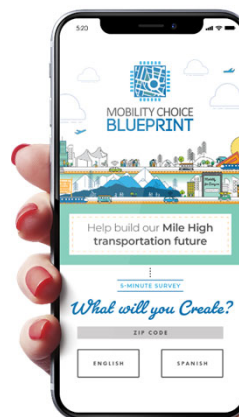
Transformative technologies are changing the ways people "consume" transportation



## Community Engagement

- ✓ Inclusive citizen interviews
- ✓ Metro ambassadors
- ✓ Digital outreach
- ✓ Educational events
- ✓ Public workshops

**2,000+ REACHED**



## What did we learn from your community?



**Importance of mobility – it's a key enabler of quality of life**



**It's about more than infrastructure**



**Missing links create gaps to connectivity**



**Safety and security are critical**

## Objectives



### Objective 1



#### Regional Collaboration

Close institutional gaps, update legal and regulatory frameworks, and coordinate with private sector technology implementers

Objective 2



## System Optimization

Connect transportation systems and vehicles with smart technologies to improve safety and operations

Objective 3



## Shared Mobility

Integrate new options of vehicle sharing and ride sharing into the existing multimodal transportation system network

Objective 4



## Data Security & Sharing

Analyze travel data from public and private mobility providers to improve transportation system performance while maintaining security and protecting privacy

Objective 5



## Mobility Electrification

Encourage use of electric powertrains in automobiles and transit vehicles

Objective 6



## **Driverless Vehicle Preparation**

Prepare for autonomous vehicles to provide safe operations and reduced congestion while retaining a sound human experience

Objective 7



## **New Transportation Funding**

Establish new funding sources to replace traditional sources that are losing effectiveness

# Tactical Actions

34 total tactical actions



## Initiator : DRCOG (18)

- 1.1 Establish Mobility Technology Advisory Committee
- 1.2 Establish a new P3 mobility entity or entities to pursue mobility technology implementation
- 1.3 Engage university resources to develop technology mobility research and development
- 1.6 Establish a regional smart mobility navigator
- 2.1 Evaluate technology upgrades and interoperability in transportation construction projects included in the TIP
- 2.2 Prepare for technology upgrades and interoperability in transportation construction projects
- 2.5 Implement smart traffic signal control technology on all major regional arterial corridors
- 2.6 Pilot integrated corridor management (ICM) on 10 arterial corridors
- 3.2 Adopt a Regional Compact defining common standards for micromobility services
- 3.4 Implement Curbside Management Standards
- 3.5 Pilot neighborhood scale mobility hubs
- 3.6 Partner with private sector to provide transportation in mobility challenged communities
- 4.1 Establish a Regional Mobility Data Platform
- 4.2 Establish data sharing requirements for private sector roadway uses
- 5.1 Incentivize TNCs to use electric vehicles
- 5.3 Establish an aggressive, agreed-upon goal to transition government fleets to zero-emission vehicles
- 6.2 Minimize zero occupancy and encourage high shared use of driverless automated vehicles
- 7.1 Expand DRCOG funding earmark for a mobility technology innovation fund

Regional Coordination

System Optimization

Shared Mobility

Data Security & Sharing

## Establish a mobility technology advisory committee

### THEME

Funding & Finance  
Infrastructure Governance

### TACTIC INITIATOR

CDOT, DRCOG, RTD ,Denver Metro Chamber

### ADDITIONAL PARTICIPANTS

New mobility entity



## Adopt a regional compact defining common standards for micromobility services

### THEME

Safety  
Infrastructure Governance

### TACTIC INITIATOR

DRCOG

### ADDITIONAL PARTICIPANTS

Cities, counties





## Establish a regional mobility data platform

### THEME

Human Experience  
Infrastructure Governance

### TACTIC INITIATOR

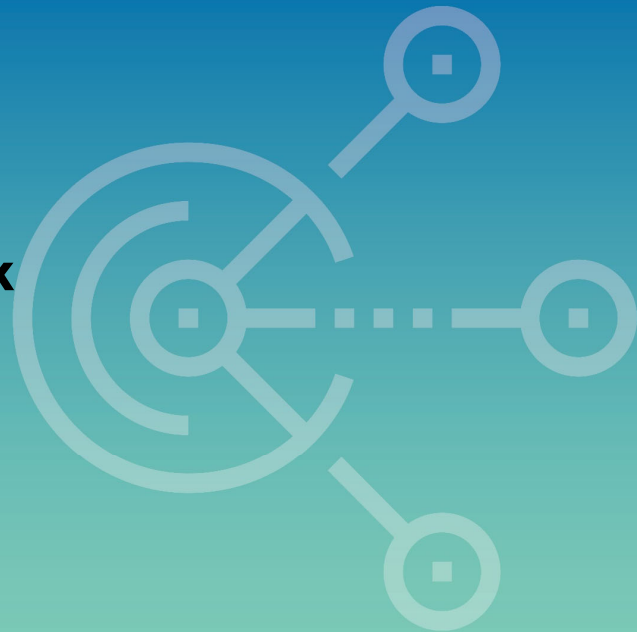
CDOT, DRCOG, RTD, Denver Metro Chamber

### ADDITIONAL PARTICIPANTS

Cities, counties, National Renewable Energy Laboratory, universities, new mobility entity, Colorado Office of Information Technology



## Mobility Gridlock vs. Mobility Bold



## WHICH WILL BE OUR MOBILITY CHOICE?

### Mobility GRIDLOCK

- Gridlock & Disarray
- Economic Barriers
- Limited Access
- Congestion



### Mobility BOLD

- Economic Opportunity
- Accessibility for All
- Happier Commute
- Options & Choice



**Mile High Travelers**



# Hello

## Meet our Mile High Travelers



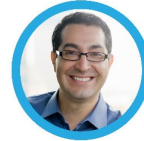
**MARIA** is a 22-year-old mother who lives in Aurora. She is a student at Metro State University who also works part time at a restaurant in downtown Denver. Her pride and joy is her 4-year old son Gabriel, who is taken care of by Maria's mother each day.



**TONYA** is a 34-year-old Colorado native who lives in Boulder and is married with two young children.



**JORDAN** is a 29-year-old who recently moved to Denver from the Bay Area. Central Denver is not affordable for him, so he bought a home in Parker, which also provides him a yard for his dog.



**CARL** is middle-aged and married with a teenage son. His biggest concern is a recent health issue that is beginning to limit his mobility and forcing him to walk with a cane.



**DAN** is a 75-year-old semi-retired professor who is married and lives in a South Denver neighborhood.

Mobility  
GRIDLOCK

# Hello

## MEET MARIA

Maria is a 22-year-old mother who lives in Aurora. She is a student at Metro State University who also works part time at a restaurant in downtown Denver. Her pride and joy is her 4-year old son Gabriel, who is taken care of by Maria's mother each day.

### DAILY TRAVEL

Aurora > Five Points > Metro State > Downtown Denver > Five Points > Home

110 minutes  
MOBILITY  
GRIDLOCK

time



cost

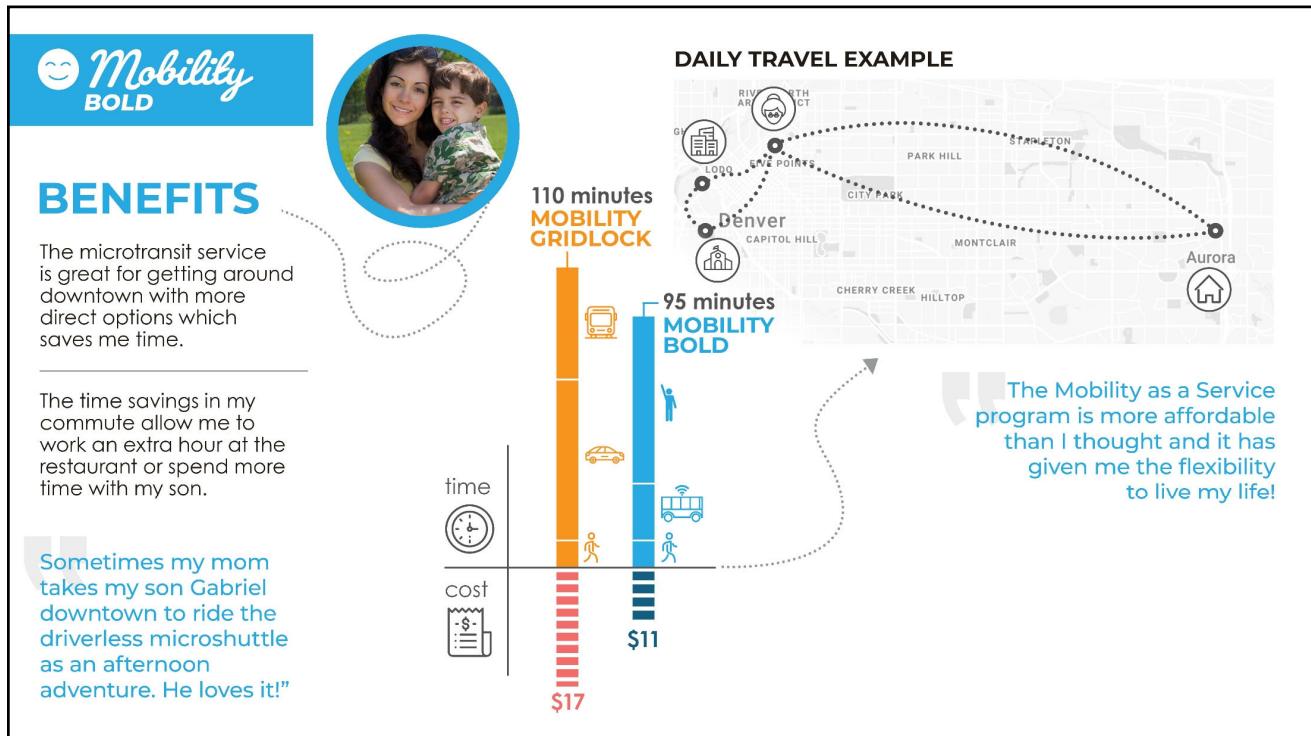


\$17

### DAILY TRAVEL EXAMPLE



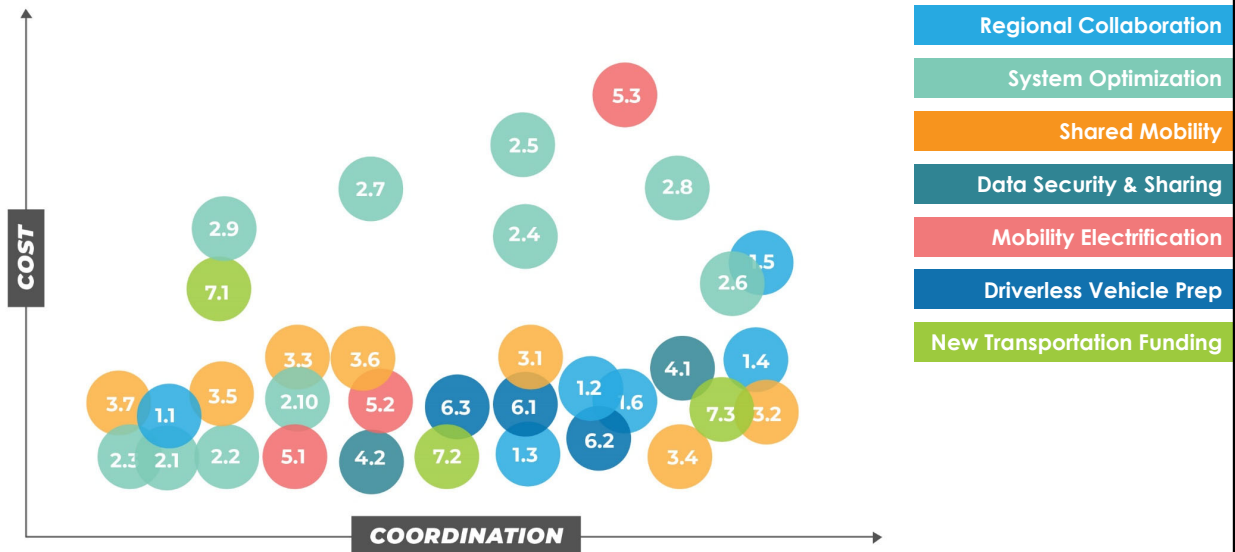
Getting back and forth between my home, school, job and mother's home takes a long time each day. My car is becoming a money pit, always needing repairs I can't afford."



# Moving Forward



## Level Of Investment & Coordination



# Thank You

Questions?

[www.mobilitychoiceblueprintstudy.com](http://www.mobilitychoiceblueprintstudy.com)

