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

Regional Collaboration
Close institutional gaps, update legal and regulatory frameworks, and coordinate with private sector technology implementers
System Optimization
Connect transportation systems and vehicles with smart technologies to improve safety and operations

Objective 2

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

Objective 3
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
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
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.

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

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.”
The microtransit service is great for getting around downtown with more direct options which saves me time.

 Sometimes my mom takes my son Gabriel downtown to ride the driverless microshuttle as an afternoon adventure. He loves it!"

"The Mobility as a Service program is more affordable than I thought and it has given me the flexibility to live my life!"
Level Of Investment & Coordination

Thank You
Questions?

www.mobilitychoiceblueprintstudy.com