


Regional Transportation Demand Management (TDM) Program Pool


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April 24, 2017



Regional TDM Program Pool Overview

- Provide infrastructure to enable travel options, and services and support to help people use infrastructure and travel options
- Competitive project selection
 - Multimodal supportive infrastructure projects
 - TDM marketing/outreach projects
- “Off the top” funding for Way to Go Regional TDM Partnership
 - \$560,000 annually for 7 TMAs/TMOs
- Two-year call for projects
- Last call in 2015 for FY 2016 and FY 2017:
 - Project sponsors: local govts., TMA/Os, RAQC, RTD, non-profits
 - \$2.33 million available, \$3.24 million requested
 - 18 project applications received, 12 funded





Regional TDM Program “Pool” – History

- **1997/98:** DRCOG’s regional RideArrangers
 - Start up of Transportation Management Associations / Organizations (TMA/Os)

- **1999:** Regional Pool created with CMAQ funds
 - Funding for specific activities of TMA/Os and other entities (local governments, RAQC)
 - Marketing programs & outreach; occasional infrastructure

- **2004:** Call for Projects start two year cycles



Regional TDM Program “Pool” – History (cont’d)

- **2006:** TDM Pool blended into Congestion Management Program (avoid & adapt to congestion)

- **2012:** TDM Pool parallel with new Way to Go – Commuter Services Program
 - Partnership agreements with 7 TMA/Os

- **2016:** Small infrastructure projects encouraged
 - TDM “Set-Aside”





What's happened since 1998?

- 5 federal transportation bills
 - Changing rules for eligibility, contracting, and reporting
 - e.g. incentives and prizes no longer allowed
- Changes in regional measures and trends:
 - Bicycling, transit, & telework greatly increased
 - Walking fairly constant
 - Drive alone (SOV) moderate decrease; recent increase
- Pollutant emissions (Ozone precursors VOCs and NOx) have decreased greatly
 - Violation days (compared to old standard) have decreased
- Technologies have changed significantly



Funded Projects (2014-2015 Pool)

- **36 Commuting Solutions** – Conduct **consumer research** on how BRT on US-36 will impact TDM & conduct a **marketing campaign**. (\$200,000)
- **Bike Denver** – **Marketing and education campaign** to increase bicycling and multimodal trips among Auraria Campus population. (\$149,954)
- **Boulder Bike Sharing** – **Multimedia marketing & membership campaign** to relieve commuter congestion on US-36 via transit use and providing first & last mile bike sharing. (\$120,847)
- **Downtown Denver Partnership** – An individualized, multi-faceted **outreach & marketing program** to reduce SOV trips in the Lower Downtown/DUS neighborhood. (\$145,255)
- **eGo Carshare** – Create an “Affordable Housing **Multi-modal Toolkit**” for residents in select affordable & mixed-income neighborhoods. (\$292,990)





Funded Projects (2014-2015 Pool)

- **Groundwork Denver** – Community-based & individualized **marketing campaign** to reduce SOV travel in the vicinity of RTD's W Line. (\$193,447)
- **RAQC** – **Marketing campaign** to reduce ozone by encouraging people to drive less. (\$288,877)
- **Smart Commute Metro North** – **Marketing campaign** to reduce congestion during construction on I-25 North by encouraging drivers to try alternative commute options. (\$200,000)
- **Stapleton Foundation** – **Marketing campaign** to educate residents about travel options other than SOV and about amenities within walking & biking distance. (\$177,170)
- **Transportation Solutions** – **Personalized travel planning** to decrease VMT within a one-mile radius of Alameda and Colorado LRT stations. (\$144,882)



Funded Projects (2016-2017 Pool – Infrastructure)

- **City of Aurora/RTD** – Install 3 secure **bike parking shelters** at Iliff, Peoria, and Central Park transit stations. Marketing & outreach included. (\$300,000)
- **Commuting Solutions/RTD** – Install 2 **bike parking shelters** at Sheridan & Broomfield transit stations. Marketing & outreach included. (\$258,623)
- **Boulder County** – Install & market 5 public information display signs showing **real-time arrival** information throughout Boulder County. (\$257,935)
- **City of Golden** – Implement **bike library** in downtown Golden & bike parking cages @ Mines & W Line rail station. Includes fleet of 60 bikes. (\$164,144)





Funded Projects (2016-2017 Pool – Non-Infrastructure)

- **Groundwork Denver** – Community-based **marketing program** focusing on populations underserved by traditional TDM projects. (\$238,493)
- **eGo Carshare** – Carshare **marketing campaign** with emphasis on multi-modal access pass. Will also include 3 new car share vehicles in Denver and Boulder. (\$111,767)
- **Bike Denver** – **Educational campaign** to increase bike trips in Baker, Five Points, and other parts of Denver. (\$248,369)
- **Walk Denver** – Conduct two 7-month **academies** to engage Denver residents to persuade their neighbors to lead “car-lite” lifestyles. (\$144,550)



Funded Projects (2016-2017 Pool – Non-Infrastructure)

- **Transportation Solutions** – **Outreach & assistance** to retail, hospitality & service employees who drive alone in Cherry Creek & Glendale. (\$200,000)
- **RAQC** – **Education program** during the summer ozone months in Smart Commute Metro North TMA area. (\$286,364)
- **Community Cycles** – **Promotion** of non-SOV travel in Boulder Junction. Includes a multi-modal resource center and bike library program. (\$124,000)
- **Commuting Solutions** – **Casual/dynamic ridesharing** (using a smartphone app) to match riders in real-time and in advance. (\$150,000)





Potential Future Considerations

- Greater emphasis on small infrastructure?
- Relationship to Way to Go Regional TDM Partnership
- Different funding source?
- Contracting implications
- New technologies
- New service providers (public & private)



THANK YOU