

REGIONAL TDM STRATEGIC PLAN

Stakeholder Steering Committee

Meeting #1

October 2022

TODAY'S MEETING



Goal: Educate attendees about the strategic plan and obtain early, high-level input.

- **Planning output:**

- Raise awareness of the TDM environment and the value of TDM
- Explain stakeholder responsibilities
- Obtain early strategic direction

AGENDA



1



Introductions

2



**Stakeholder Steering
Committee**

3



Project Overview

4



**State of TDM in
the Denver Region**

INTRODUCTIONS



1. DRCOG Staff & Project Management Team
2. Project Team Consultants
3. Steering Committee Overview *(more on next slide)*

STAKEHOLDER STEERING COMMITTEE



Steering Committee makeup:

- Regional **transportation** stakeholders
- Regional **air quality** partners
- **Educational** and **research** partners
- Community **advocacy** partners
- **Environmental justice** groups
- Public agency and **member government** partners

STAKEHOLDER STEERING COMMITTEE



What we ask of you as a member of the **stakeholder steering committee**:

- PARTICIPATE** in six Stakeholder Steering Committee meetings
- PROVIDE** expert input and connections to other important stakeholders
- COLLABORATE** with DRCOG staff and consultant project team

STAKEHOLDER STEERING COMMITTEE



Schedule of Meetings

- ✓ **SSC1:** Launch of Task 2, mid-October 2022
- **SSC2:** Conclusion of Task 2.C, early December 2022
- **SSC3:** Launch of Task 3, February 2023
- **SSC4:** Midway through Task 4, May 2023
- **SSC5:** Midway through Task 5, August 2023
- **SSC6:** Completion of Task 5, October 2023



WHAT IS TDM?



Education + Outreach

- Workshops
- Campaigns
- Trip planning
- Welcome kits

Pricing

- Paid parking
- Transit subsidies
- TNC discounts
- Micromobility memberships

Policies

- Telework
- Parking cash out
- TDM for new development
- Employer mandates
- TDM-supportive land use and curbside management

Supportive Infrastructure

- Bicycle parking
- Wayfinding
- Bike repair stations
- Transit stop enhancement

Services

- Vanpool
- Ridesharing
- GRH
- Shuttles
- Bike libraries

**Shift travel modes and times to facilities and services with excess capacity or lower environmental impacts
AND
Improve mobility and access**

FEEDBACK (MENTIMETER)



- To what level is your organization engaging in TDM practices currently?
 - Not at all – We are currently doing nothing
 - Slight – We have 1-2 programs in place
 - Moderate – We have several programs in place of varying success
 - Strong – We have several successful programs in place
 - Robust – We are investing heavily in programs and policies and see a strong return-on-investment

REGIONAL PLANNING CONTEXT



The TDM Strategic Plan, **focused on action**, will support other DRCOG plans (and associated outcomes) like:

- Metro Vision
- Metro Vision Regional Transportation Plan
- Active Transportation Plan
- Complete Streets Toolkit
- Regional Vision Zero

DRCOG TIP: TDM SERVICES SET-ASIDE



FY 2024-2027 TDM Services Set-Aside

\$15.4 million: 4 Year Total

- **\$3.8 million:** TMA partnerships
- **\$2 million:** TDM non-infrastructure projects
- **\$9.6 million:** Way to Go program

From FY 2012 - 2023 the total TDM Set-Aside allocated over \$20M

PROJECT OVERVIEW



DOCUMENT the current transportation context including partners, programs, services, infrastructure, behavior, legislation and regulation, and the needs of travelers

HELP stakeholders develop clear goals and objectives for TDM within the context of Metro Vision and other regional and local plans

IDENTIFY strategies, partnerships, policies, and a framework to deliver regional TDM to achieve identified goals and objectives

INCLUDE a strategic implementation plan developed in close coordination with member government staff, key stakeholders, DRCOG's Transportation Planning and Operations division, and DRCOG's Way to Go team

KEY TASKS



- TASK 1:** Agency, Partner and Stakeholder Outreach and Engagement
- TASK 2:** Existing Conditions and Needs Assessment/Evaluation
- TASK 3:** Planning Framework
- TASK 4:** TDM Toolbox
- TASK 5:** Next Steps, Recommendations and Plan Preparation

TDM STRATEGIC PLAN TIMELINE

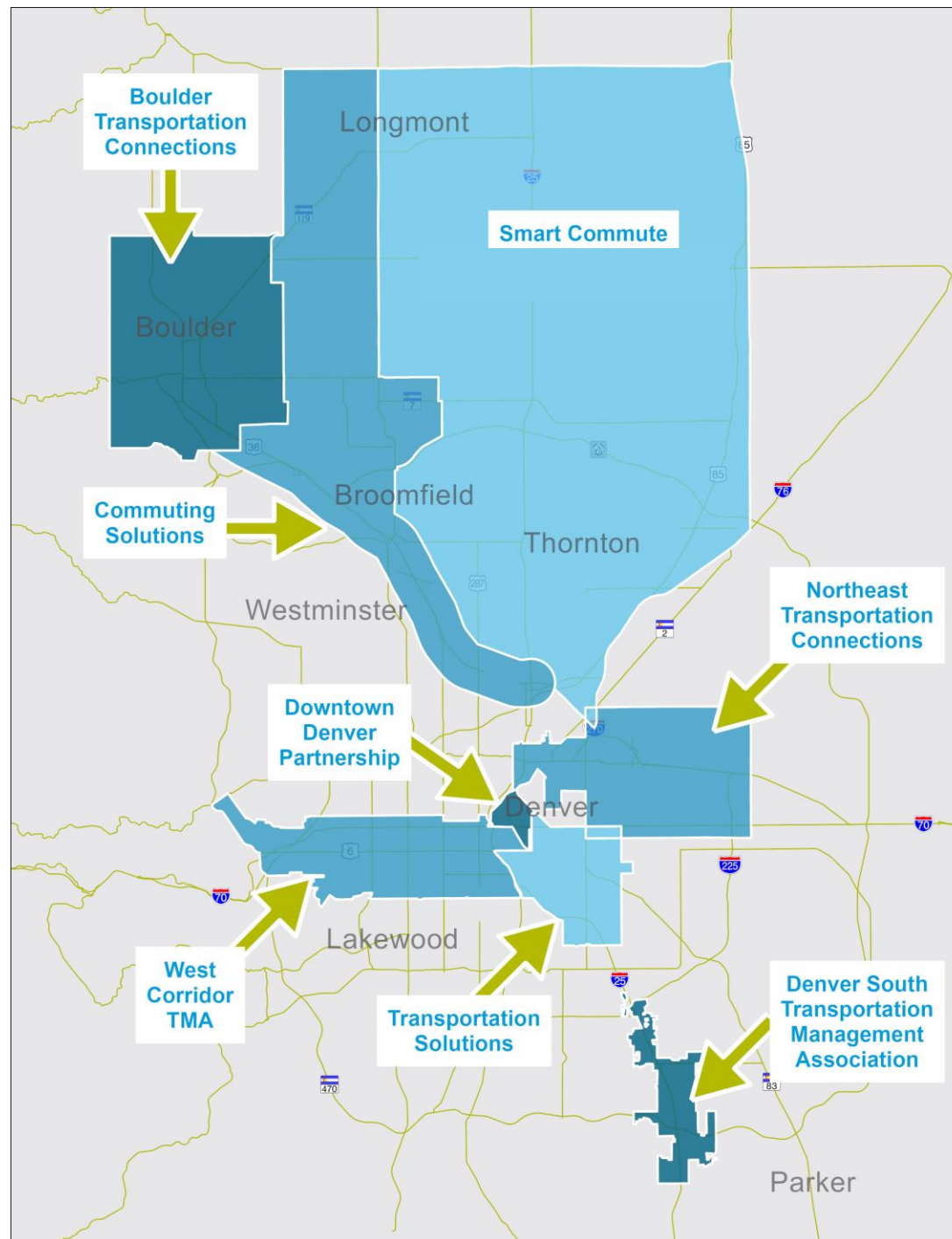
	2022					2023											
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Task 0: Project Management																	
Conduct Kick-off Workshop	█																
Develop Project Management Plan	█	█															
Conduct on-going project management			█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Task 1: Stakeholder Engagement																	
Develop Public Engagement Plan	█	█															
Implement public engagement plan (surveys, so			█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
Task 2: Data Collection, Analysis, Best Practices																	
Conduct SSC launch meeting			█														
Conduct existing conditions review		█	█	█	█	█											
Conduct equity analysis					█	█											
Develop case studies			█	█													
Conduct SSC workshop					█												
Conduct ROI Assessment & SWOT						█	█										
Task 3: Planning Framework																	
Conduct SSC/stakeholder workshop							█										
Conduct SSC survey								█									
Develop final TDM toolbox								█									
Task 4: TDM Toolkit																	
Develop Draft TDM toolbox and equity analysis									█	█	█						
Conduct SSC workshop									█								
Develop final TDM toolbox											█						
Task 5: Next Steps, Recommendations and Plan Preparation																	
Develop draft recommendations												█	█	█			
Conduct SSC/stakeholder workshop												█					
Conduct stakeholder workshop														█			
Develop draft and final plan														█	█	█	
Conduct TPO and Way to Go Coordination															█	█	

STATE OF TDM IN THE DRCOG REGION



- DRCOG's regional TDM programs
 - Date back to the 1970s
 - First automated ridematching system
 - TDM set-aside ~20 years old
 - Way to Go services and partnership

Transportation
Management
Associations
(TMAs) in the
Denver Region



EXAMPLES OF TDM IN DENVER REGION

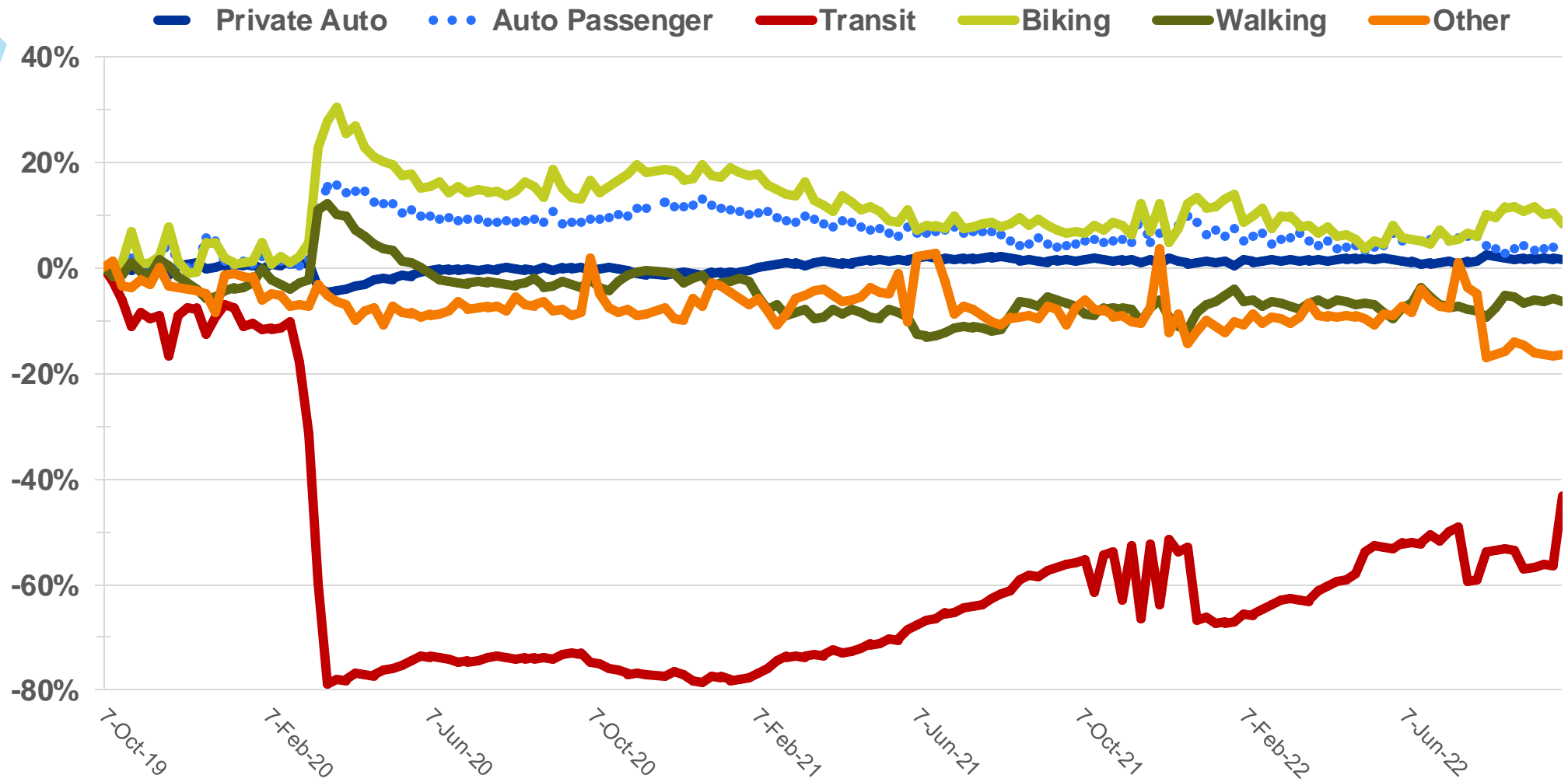


- City and County of Denver TDM regulation
- CASR e-bike incentives
- Boulder parking revenue for EcoPasses
- CDOT TDM requirements for new/enhanced interchanges
- RAQC outreach activities
- Littleton integration of SRTS and Schoolpool
- Golden and NETC local bike libraries
- City and County of Denver Curbside Action Plan

STATE OF TDM IN DRCOG REGION



Change in Number of Trips By Mode, Compared to October 2019 Baseline



STATE OF TDM IN DRCOG REGION



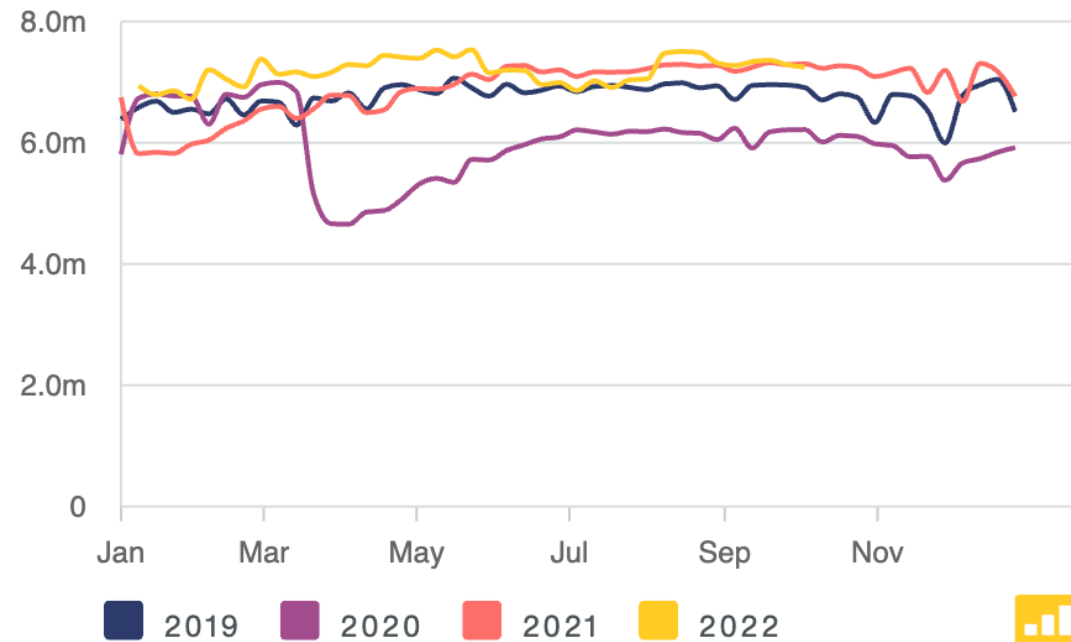
DRCOG MPO

REPLICA

Mode Split: Private Auto

Trip volume in this geography, typical weekday

2019 to 2022



STATE OF TDM IN DRCOG REGION



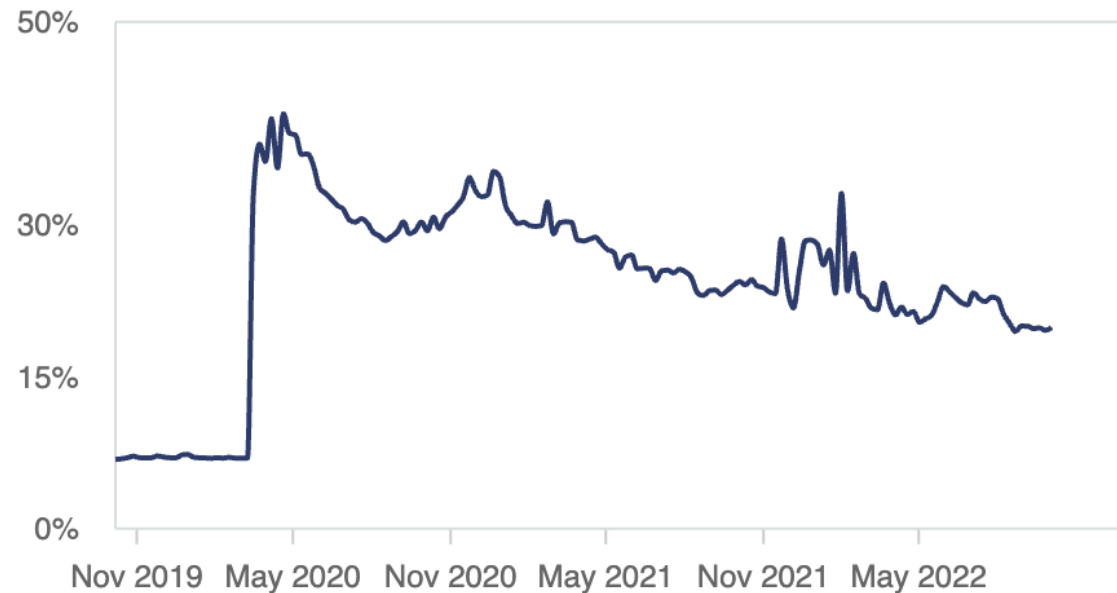
DRCOG MPO

Working-From-Home

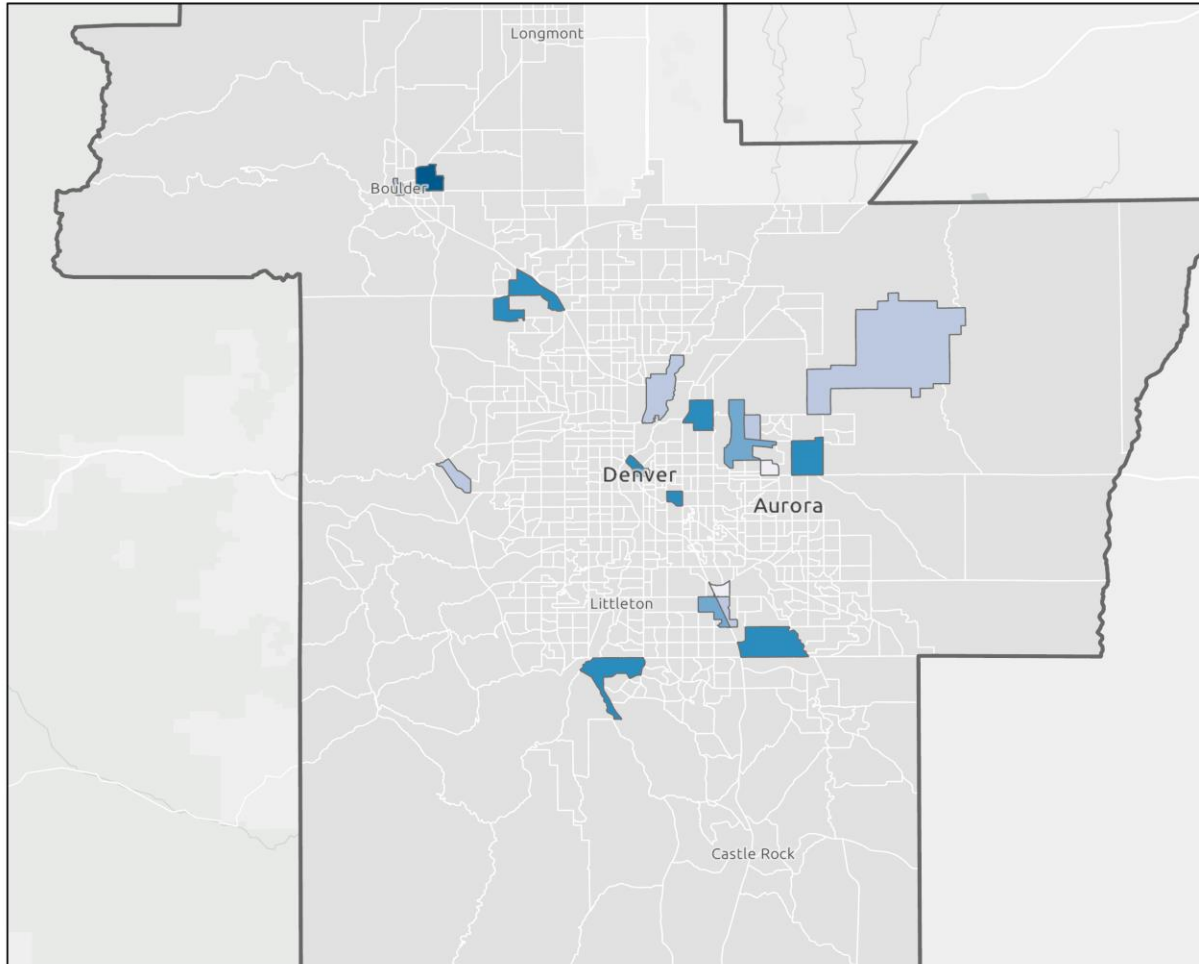
REPLICA

Residents Working-From-Home as % of all employed residents,
typical weekday

Week of **Oct 7, 2019** to the week of **Oct 3, 2022**



NON-WORK TRIPS BY DESTINATION



Non-Work Trips by Destination

Top 20 Census Tracts for non-work trips in the DRCOG boundary. There are approximately 511,000 trips by 379,000 trip takers on a typical Thursday in Fall 2021.

Number of Trips by Census Tracts

- 7695 - 10164
- 10165 - 21415
- 21416 - 24639
- 24640 - 38936
- 38937 - 48828

SOURCE DATA: Replica
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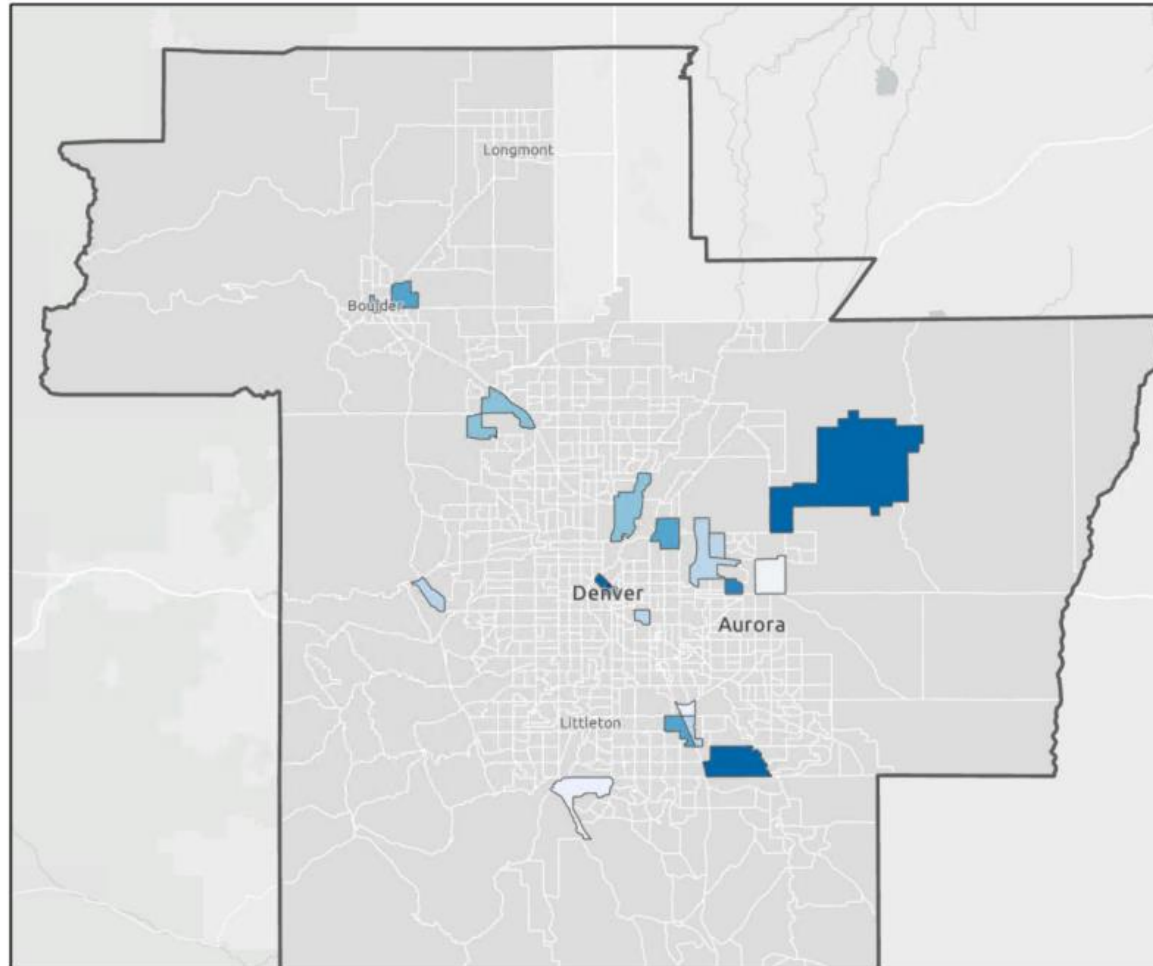


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WORK TRIPS BY DESTINATION



Work Trips by Destination

Top 20 Census Tracts for work trips in the DRCOG boundary. There are approximately 264,000 trips by 203,000 trip takers on a typical Thursday in Fall 2021.

Number of Trips by Census Tracts

- 8639 - 9361
- 9362 - 10495
- 10496 - 11268
- 11269 - 13045
- 13046 - 15952
- 15953 - 20010
- 20011 - 28203

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Over 21% of weekday work trips end at one of the top 20 destinations

FEEDBACK (MENTIMETER)



What transportation challenges would you like TDM to address in the Denver region?

FEEDBACK (MENTIMETER)



What TDM innovations would you like to see in the Denver Region?

THANK YOU AND NEXT STEPS



- Stakeholder Identification Assistance
- Plan-related documents and materials available at:
drcog.org/tdmplan
- Next SSC meeting in December