

REGIONAL TDM STRATEGIC PLAN

Stakeholder Steering Committee Meeting #3
& Stakeholder Consortium Workshop

March 23, 2023

TODAY'S MEETING



Goal: This workshop will focus on continuing the regional strategic planning process by **refining goals** through **expanded conversation** between the Stakeholder Steering Committee and the Regional TDM Consortium.

Planning output:

The consultant planning team will take feedback provided by the Stakeholder Steering Committee and the Regional TDM Consortium to develop key objectives from the regional goals.

AGENDA



Project Overview
& Planning Update



Review:
Regional goal development



Activity: Success Forecasting



Activity: Personal Impact



Next Steps



INTRODUCTIONS

WHO IS HERE TODAY?





PROJECT OVERVIEW

PROJECT OVERVIEW: REGIONAL 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

PROJECT BACKGROUND: 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**

PROJECT OVERVIEW: PROJECT PARTNERS



TDM strategies range from marketing and outreach to parking and operations.

Today, we have a variety of stakeholders across the TDM-spectrum to help us identify strategies to move towards regional TDM goals.



PROJECT OVERVIEW: PLANNING OUTCOMES



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

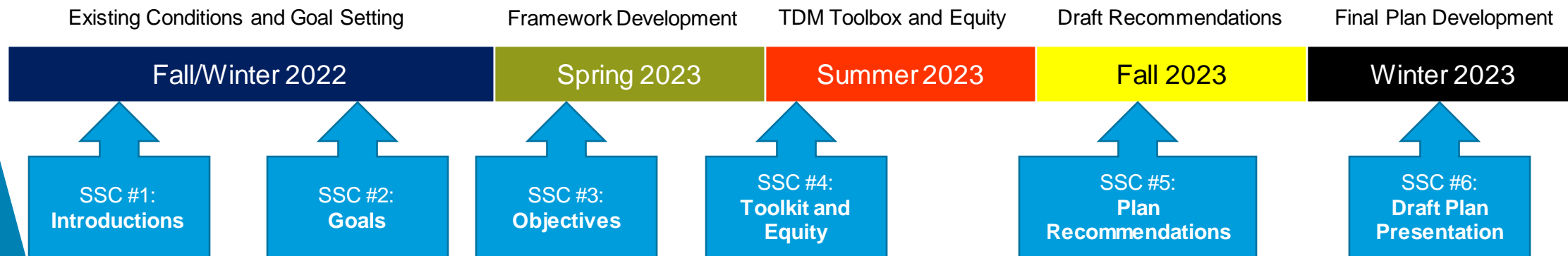
IDENTIFY strategies, partnerships, policies, and a framework to deliver regional TDM to achieve identified goals and objectives

DEVELOP 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

PROJECT OVERVIEW: UPDATES



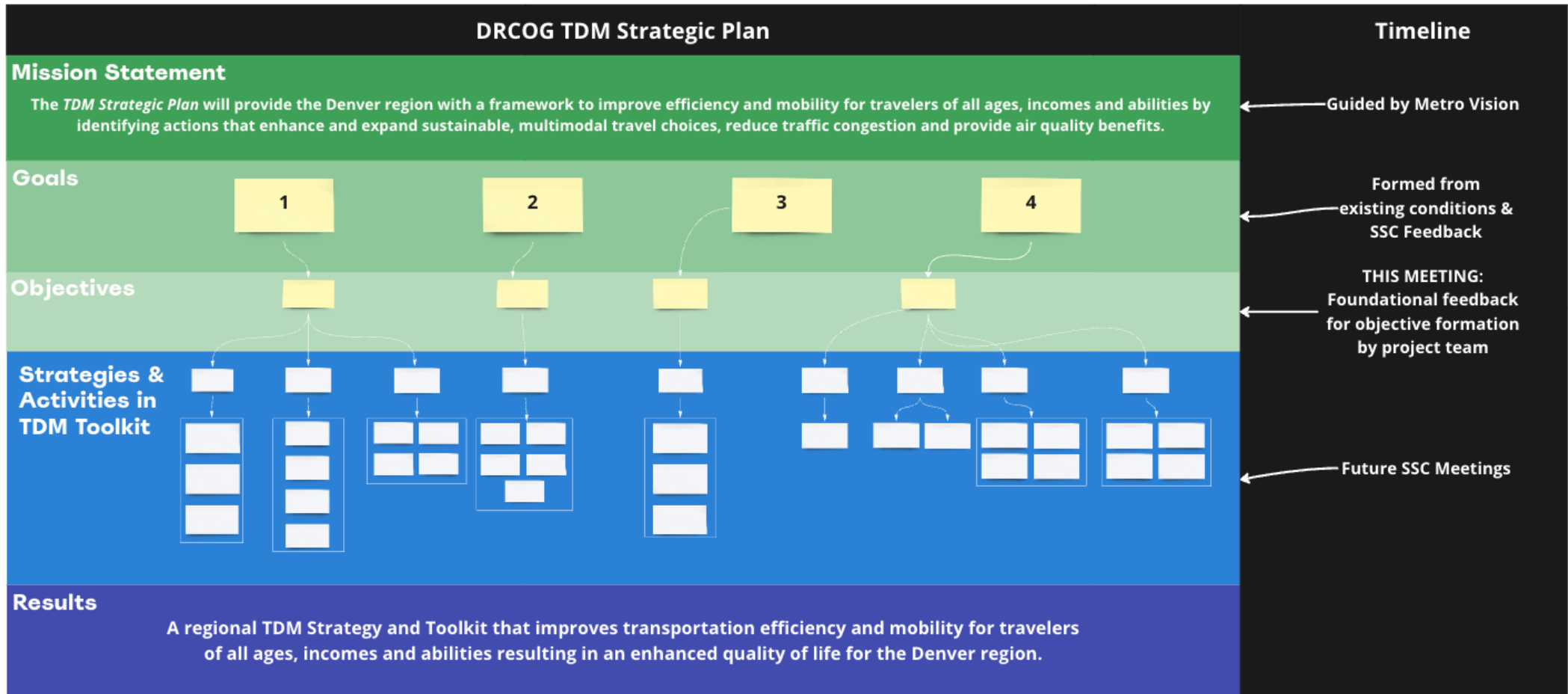
- Began last fall forming the Steering Committee and identifying **high-level goals**.
- During this period we have been developing **existing conditions analysis** to help inform the remainder of the project.





REVIEW: REGIONAL GOAL DEVELOPMENT

REGIONAL GOAL DEVELOPMENT



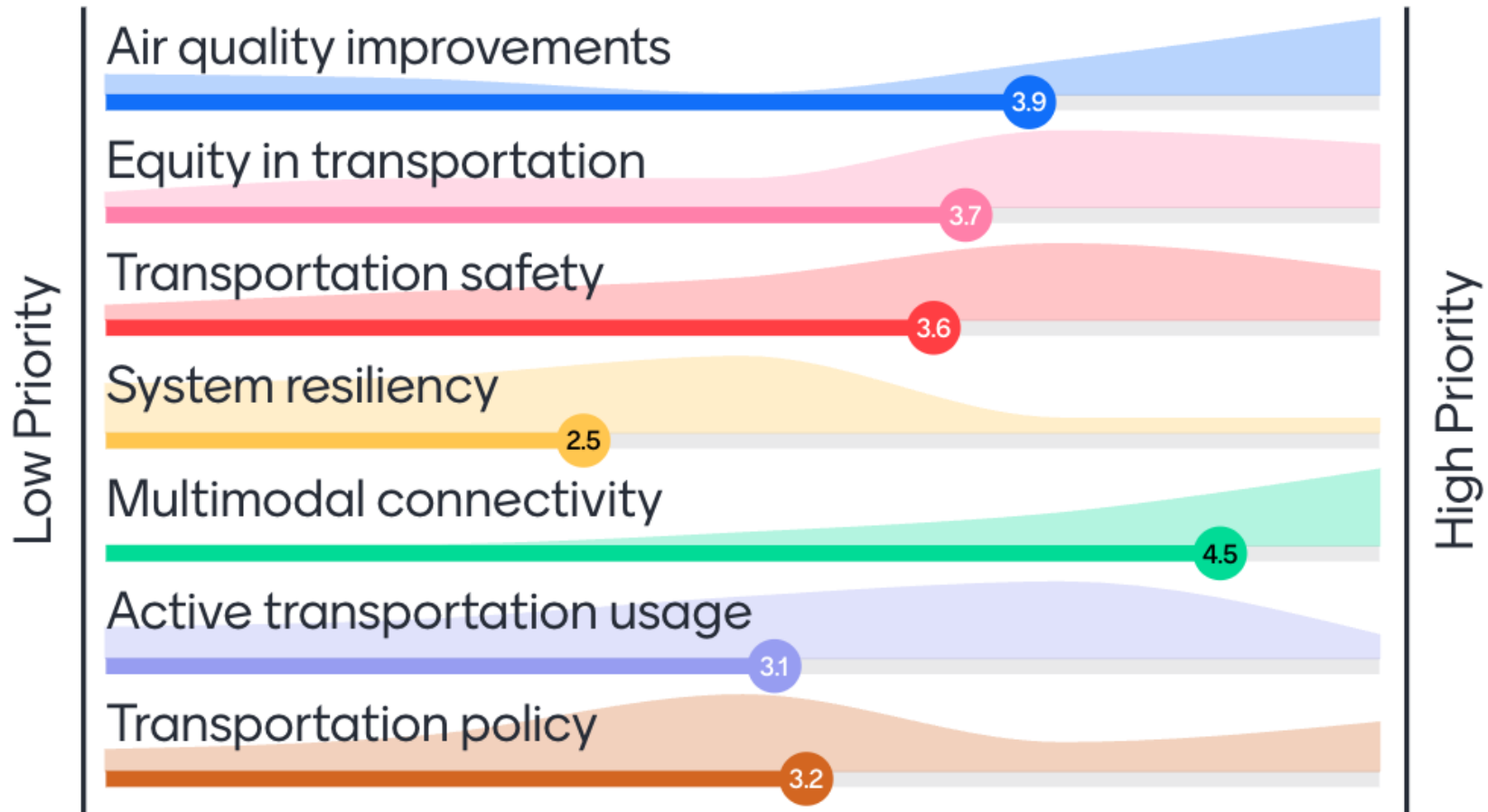
REGIONAL GOAL DEVELOPMENT



REGIONAL GOAL DEVELOPMENT



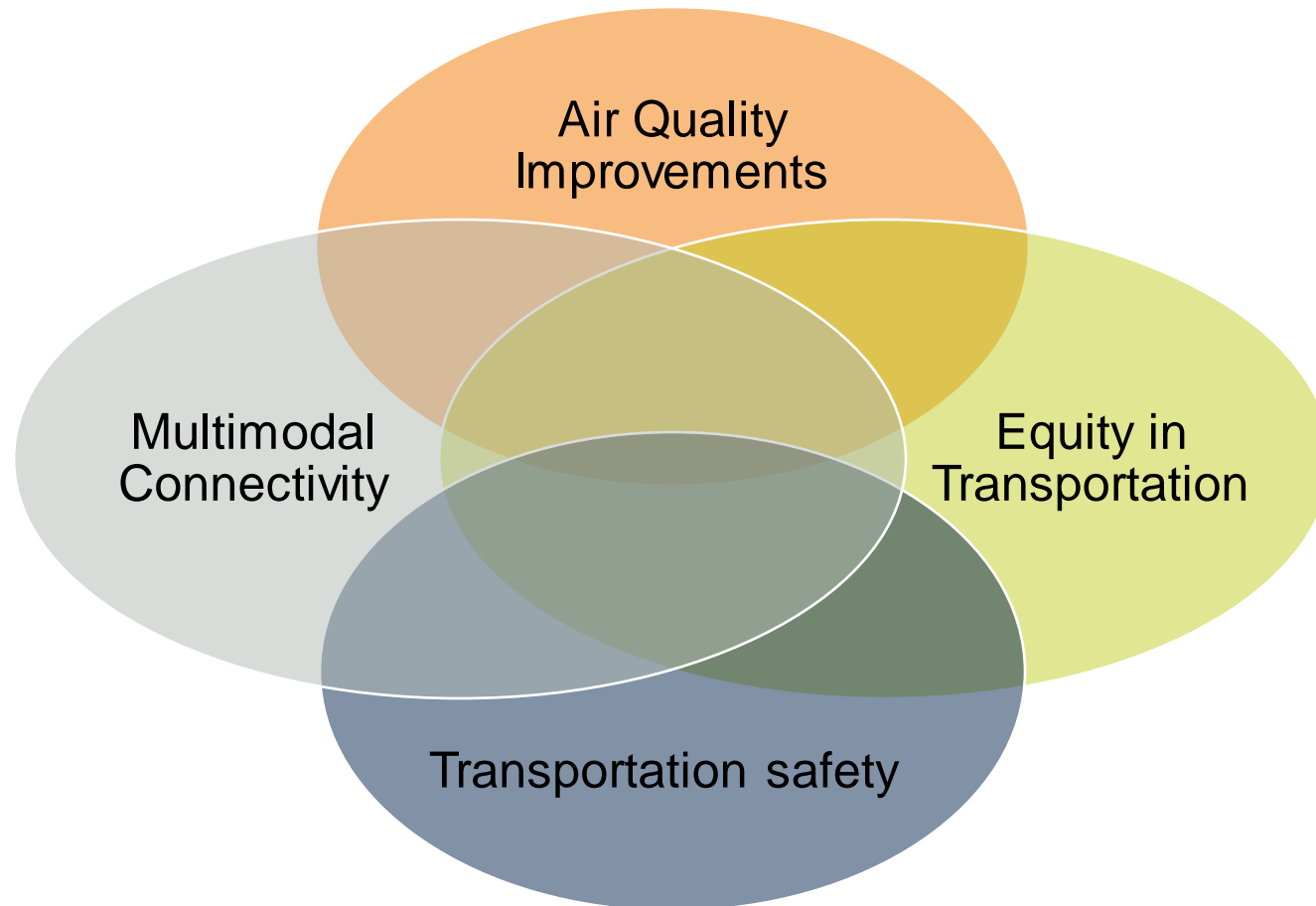
GOAL PRIORITIZATION



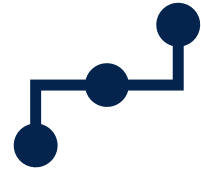
REGIONAL GOAL DEVELOPMENT



STAKEHOLDER STEERING COMMITTEE PRIORITY GOALS



REGIONAL GOAL DEVELOPMENT



MULTIMODAL CONNECTIVITY

TDM strategies improve connectivity across and between transportation modes to create efficient travel patterns.



Example: The Lone Tree Mobility Hub along I-25 is a transportation center that provides multiple options for people to reach their destination, such as improved sidewalks, bridges, and buses.

REGIONAL GOAL DEVELOPMENT



EQUITY IN TRANSPORTATION

TDM strategies that provide mobility benefits to marginalized communities. Equity in transportation also aims to provide everyone, regardless of their age, income, gender, race, ethnicity, or ability, with transportation access in the region.



Example: The Boulder Mobility for All Technology Ambassador Program offers technology workshops and 1-1 training to help community members of all ages and abilities use transportation apps such as Google Maps, Transit, RTD, and Lyft/Uber so they have access to transportation options.

REGIONAL GOAL DEVELOPMENT



AIR QUALITY IMPROVEMENTS

TDM strategies that can improve air quality and/or reduce greenhouse gas emissions.



Example: DRCOG's Way to Go program works with a group of Transportation Management Associations (TMAs) to help commuters and employers find alternatives to driving alone such as carpool and vanpool programs, and Eco-Pass and transit.

REGIONAL GOAL DEVELOPMENT



TRANSPORTATION SAFETY

TDM strategies that improve safety using our transportation network, programs and services, regardless of mode of travel.



Example: The Cherry Hills Village High Line Canal Underpass Project creates a separated, high-comfort connection for pedestrians and cyclists along the High Line Canal Trail by going underneath Hampden Ave and Colorado Blvd.



ACTIVITY: SUCCESS FORECASTING

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MIRO ACTIVITY



ACTIVITY: PERSONAL IMPACT

ACTIVITY: PERSONAL IMPACT



**MOBILITY CHOICE
BLUEPRINT**

Together, we can decide how **new technologies**
will **transform** the way we travel

FEBRUARY 2019 REPORT

DENVER METRO CHAMBER
DRCOG
CDOT
COLORADO
Department of Transportation
RTD

The Mobility Choice Blueprint is a unique planning and funding partnership of the Denver Metro Chamber, DRCOG, CDOT, and RTD

ACTIVITY: PERSONAL FORECASTING



MIRO ACTIVITY

ACTIVITY: PERSONAL IMPACT



REPORT OUT AND FEEDBACK

NEXT STEPS



- Plan-related documents and materials available at:
drcog.org/tdmpln
- Next SSC meeting in June
- Next TDM Consortium Workshop in August
- TDM Set Aside Application Workshop: April 12