The Mobility Choice Blueprint is a unique planning and funding partnership of the Denver Metro Chamber, DRCOG, CDOT, and RTD.
In this scenario, the Denver region makes limited or uncoordinated efforts and investments to prepare for emerging mobility systems and technologies. Without a clear, coordinated public sector response, the private sector is left largely alone to implement new services and facilities that continue to develop and be adopted at a rapid pace.

**GRIDLOCK & DISARRAY**

**LIMITED ACCESS**

**ECONOMIC BARRIERS**

**CONGESTION**

**ECONOMY: LOSING GROUND**

$50 Million in Lost Benefits

If current trends continue, increased traffic congestion and uncoordinated adoption of new technologies could cost the region $50 million each year of unrealized benefits by 2030, despite gains in economic productivity, safety, and accessibility.

**EQUITY**

**Reduced Access**

The number of people who have no ready access to a vehicle (including elderly, low-income, and disabled persons) increases by 18,000 (compared with 2015).

**AIR QUALITY**

**CONGESTION**

**Travel Delays**

50% more hours of vehicle delay (compared with 2015).

**MODERATE POLLUTION**

Gasoline and diesel powered vehicles are responsible for 33% of the state’s greenhouse gas emissions, increasing their annual output of pollutants by 4.5 million metric tons over 2010 levels.

**SAFETY**

**Unchanged Crash Rates**

50% increase in crashes (compared with 2015).

"I am frustrated by my travel options."

"I live far from downtown, and my bus route is not flexible."

"My wife and I will walk around the park, but we’re nervous about crossing intersections."
If we act now, **TOGETHER** we can move toward a mobility future defined by people rather than technology.

Which will be our Mobility Choice?

Mobility BOLD

Here’s how our region looks and feels in 2030 if we take a **PROACTIVE** approach to new transportation technologies.

In this scenario, the Denver region maintains community visions and improves mobility for all by pushing boundaries and taking a chance on bold programs that work to break down traditional silos, builds new partnerships, and prioritizes impactful and innovative applications of emerging technologies.

**ECONOMY: OPPORTUNITIES FOR ALL**

**$1.9 Billion in Benefits Gained**

The actions recommended by the Mobility Choice Blueprint are expected to decrease time spent traveling, improve safety, allow more efficient freight movement, and compound gains to accessibility and productivity, resulting in an annual benefit to the region in excess of $1.9 billion annually (in 2018 dollars) compared with Mobility Gridlock.

**HAPPIER COMMUTE**

More Free Time

1.5 million fewer hours of vehicle delay per year (compared with Mobility Gridlock).

**ACCESSIBILITY FOR ALL**

Fewer Barriers

91,000 people who would otherwise face mobility challenges enjoy a range of travel options enabled by coordinated adoption of new mobility technologies.

**OPTIONS & CHOICE**

Safer Roads

8,200 fewer crashes per year result in $550 million saved.

**ECONOMIC OPPORTUNITY**

Cleaner Air

Electric vehicles emit 41% less carbon per mile than gasoline-powered vehicles in the Denver area. Strategies and programs incentivizing the switch to electric vehicles significantly improve regional air quality.

**EQUITY**

Safer Roads

8,200 fewer crashes per year result in $550 million saved.

Safer Roads

8,200 fewer crashes per year result in $550 million saved.

Safer Roads

8,200 fewer crashes per year result in $550 million saved.
Path to 2030

Advanced technology is providing new travel options around the Denver region.

To maintain the economic competitiveness and livability of our communities, the region’s major multimodal agencies have agreed to develop a Mobility Choice Blueprint — a coordinated strategy for how we enable more accessible and effective transportation mobility choices to enhance the quality of our social, cultural, and economic life now and in the future.

Our Vision

Our metropolitan region employs a full array of flexible technology and services to maximize safety and access to mobility choices connecting people of all ages, incomes, and abilities to jobs, recreation, healthcare, amenities, and other daily activities, enhancing and protecting our quality of life now and in the future.

Collaborative

The Blueprint conversation started with the Denver Metro Chamber, Denver Regional Council of Governments, Regional Transportation District, and Colorado Department of Transportation. To build on the collaborative momentum of this effort, these partners will initiate Tactical Actions and engage the private sector and county and municipal agencies, along with interested organizations and community groups, and integrate Blueprint Tactical Actions throughout our region.

Alignment Between Public & Private Agencies

Greater Denver Region Population

26% Population Increase

2015: 3.1 Million to 2030: 3.9 Million
Integrated

The Mobility Choice Blueprint process assessed a range of futures based on the complex interactions of technological, institutional, and societal forces. Global transportation experts, regional leaders, and a broad range of community members worked to understand the region’s transportation needs over the long term and map the future of mobility. The Blueprint reflects a deep understanding of external influences, organizational frameworks, and end-users of the transportation system.

Regional

The Denver region is home to more than 3 million people in urban, suburban, and rural areas stretched over 9 counties and more than 5,000 square miles. DRCOG’s established Metro Vision Plan articulates a shared regional vision, identifying several overarching themes. Building on this collective understanding of our communities, the Blueprint identifies a cohesive approach for adapting to new mobility technologies. Ideas from a wide range of stakeholders from across the region resulted in a set of recommended Tactical Actions consisting of policies, programs, and pilot projects.
## Objectives & Actions

**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 and 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

---

*Signing up for the Mobility as a Service program has changed my life! I love the flexibility and affordability.*

*The options in our neighborhood mobility hub give my wife and me freedom to travel to the activities we enjoy.*

*I’m a car geek, so everything about driverless vehicles is intriguing, including the independence they may give me as my physical disability worsens.*
The Mobility Choice Blueprint worked to build broad consensus around numerous Tactical Actions. These 34 policies, programs, and pilot projects represent a wide range of ideas that build on the groundwork laid by the study’s individual participants, as well as best practices emerging across the globe.

<table>
<thead>
<tr>
<th>TACTICAL ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Establish a mobility technology advisory committee</td>
</tr>
<tr>
<td>1.2 Establish a new public-private entity or entities to pursue mobility technology implementation</td>
</tr>
<tr>
<td>1.3 Engage university resources to develop mobility technology research and development</td>
</tr>
<tr>
<td>1.4 Make Mobility as a Service available to all</td>
</tr>
<tr>
<td>1.5 Develop regional guidelines for drone delivery and drone passenger travel</td>
</tr>
<tr>
<td>1.6 Establish a regional smart mobility navigator</td>
</tr>
<tr>
<td>2.1 Evaluate technology upgrades and interoperability in projects in DRCOG’s Transportation Improvement Program</td>
</tr>
<tr>
<td>2.2 Prepare for technology upgrades and interoperability in project development of transportation projects</td>
</tr>
<tr>
<td>2.3 Accelerate testing of bicycle/pedestrian detection at crossings</td>
</tr>
<tr>
<td>2.4 Implement transit priority on all major bus corridors</td>
</tr>
<tr>
<td>2.5 Implement smart traffic signal control technology on all major regional arterial corridors</td>
</tr>
<tr>
<td>2.6 Pilot integrated corridor management on ten arterial corridors</td>
</tr>
<tr>
<td>2.7 Implement “smart corridor” operations on all regional freeways</td>
</tr>
<tr>
<td>2.8 Coordinate traffic management center systems and operations</td>
</tr>
<tr>
<td>2.9 Pilot mobility technologies on mountain corridors</td>
</tr>
<tr>
<td>2.10 Pilot modular lanes</td>
</tr>
<tr>
<td>3.1 Develop a universal mobility app for trip planning and payment</td>
</tr>
<tr>
<td>3.2 Adopt a regional compact defining common standards for micromobility services</td>
</tr>
<tr>
<td>3.3 Develop incentives to improve ridehailing and ridesharing operations</td>
</tr>
<tr>
<td>3.4 Implement curbside management standards</td>
</tr>
<tr>
<td>3.5 Pilot neighborhood-scale mobility hubs</td>
</tr>
<tr>
<td>3.6 Partner with the private sector to provide transportation in mobility-challenged communities</td>
</tr>
<tr>
<td>3.7 Pilot smart parking at Park-n-Rides</td>
</tr>
<tr>
<td>4.1 Establish a regional mobility data platform</td>
</tr>
<tr>
<td>4.2 Establish data sharing requirements for private sector roadway users</td>
</tr>
<tr>
<td>5.1 Incentivize ridehailing and ridesharing providers to use electric vehicles</td>
</tr>
<tr>
<td>5.2 Create an electrified mobility development program</td>
</tr>
<tr>
<td>5.3 Transition government fleets to electric and other zero-emission vehicles</td>
</tr>
<tr>
<td>6.1 Pilot driverless microtransit to increase public exposure to automated vehicle technology</td>
</tr>
<tr>
<td>6.2 Minimize zero occupancy and encourage high shared use of driverless automated vehicles</td>
</tr>
<tr>
<td>6.3 Support legislative efforts to ensure that automated vehicles operate safely</td>
</tr>
<tr>
<td>7.1 Expand DRCOG funding earmark for a mobility technology innovation fund</td>
</tr>
<tr>
<td>7.2 Explore the concept of a road usage charge for Colorado</td>
</tr>
<tr>
<td>7.3 Support legislative efforts to ensure that driverless automated vehicles generate appropriate funding</td>
</tr>
</tbody>
</table>
VISIT US ONLINE
mobilitychoiceblueprintstudy.com

FOLLOW US
MobilityChoiceBlueprint

LEARN MORE
Local events and opportunities to participate

Acknowledgements

PROJECT TEAM
+ CDOT
+ DRCOG
+ RTD
+ Denver Metro Chamber of Commerce
+ Mobility Choice Initiative

CONSULTANT SUPPORT
+ HDR
+ CityFi
+ KPMG