

REGIONAL TDM STRATEGIC PLAN

Stakeholder Steering Committee Meeting #4

June 27, 2023

TODAY'S MEETING



Goal: INFORM stakeholders on equity analysis and SWOT analysis. CONSULT with stakeholders on existing TDM services and initial strategic recommendations.

Planning output: Stakeholder guide the planning process toward identified recommendations; these recommendations will be further refined by the project team for the final recommendations.

TODAY'S MEETING



Introductions and Project Update



Regional TDM Equity Analysis



Regional TDM Services SWOT Exercise



INITIAL draft Strategic Plan
Recommendations

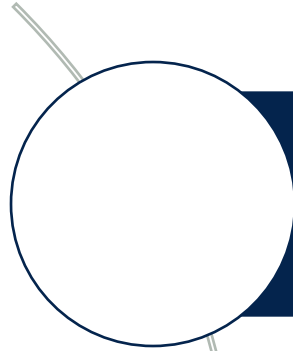


Impact-Effort Evaluation and
Report Out

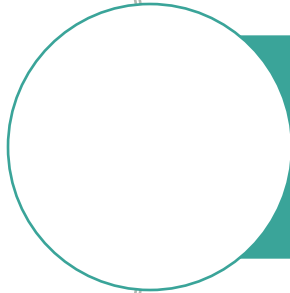


INTRODUCTIONS AND PROJECT UPDATE

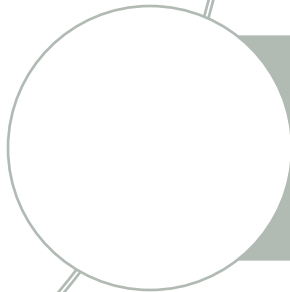
WHO IS HERE TODAY?



DRCOG Project Management Team



Project Consultant Team

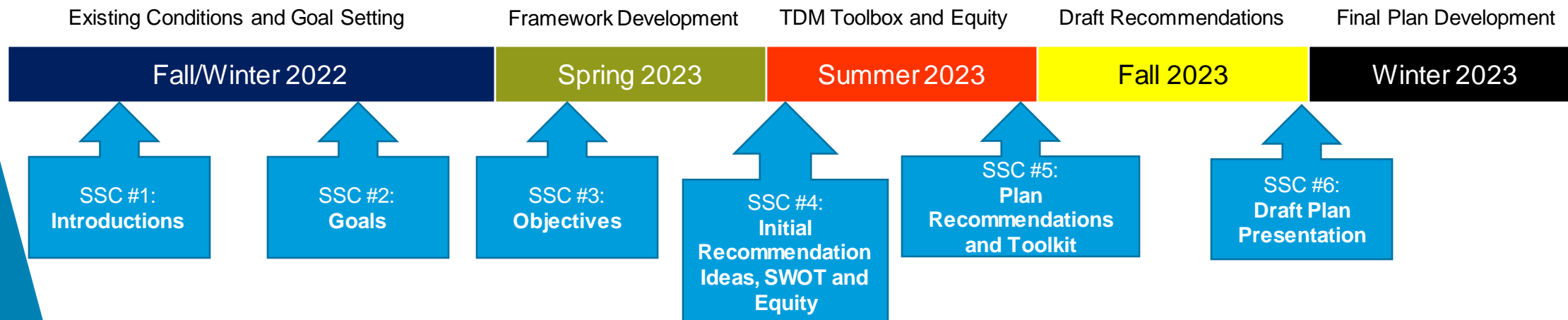


Stakeholder Steering Committee

PROJECT OVERVIEW: UPDATES



- During the Spring, worked with the larger group to identify objectives for the project.
- Since then, we have been developing initial **strategic plan recommendation ideas, a SWOT analysis of current DRCOG programs and developed equity criteria** to help inform the remainder of the project.





REGIONAL TDM EQUITY ANALYSIS

TDM STRATEGIC PLAN EQUITY FRAMEWORK CRITERIA



Criteria 1: Projects, policies, and programs target geographic areas that fall into the top 25% of equity index areas, which includes all zones with an index score above 30.

Criteria 2: Projects, policies, and programs target the following equity populations:

- Households with low-incomes
- Minority or non-white households
- Adults over the age of 65
- Children aged 5-17
- Households with no vehicle
- Households that speak limited to no English
- Households with at least one person with a disability
- Households with limited access to essential services (schools, healthcare facilities, grocery stores, etc.)

Criteria 3: Projects, policies, and programs increase transportation access and options for participants.

TDM STRATEGIC PLAN EQUITY FRAMEWORK DESCRIPTIONS



- **Criteria 1:** DRCOG equity index mapping considers census data on economic status, mobility barriers, and race and national origin, which are calculated by taking the average of the scaled z-scores for the relevant attributes. The overall equity index score is the averages of these three sub-scores. A higher index score indicates a higher concentration of marginalized communities in the tract.
- **Criteria 2:** The 2050 Metro Vision Regional Transportation Plan identifies expanding travel options for vulnerable and underserved transportation users as a key outcome of the plan's major project and program investment priorities. This Equity Analysis Criteria uses the DRCOG Equity Index to identify the populations most in need of improved transportation options and evaluates TDM projects based on their intentional inclusion of these key groups.
- **Criteria 3:** One of the central goals of the 2050 Metro Vision Regional Transportation Plan is to expand travel options for vulnerable and underserved transportation users.



REGIONAL EXISTING TDM SERVICES SWOT ANALYSIS

REGIONAL TDM EXISTING PROGRAMS SWOT ANALYSIS



- The strengths, weakness, opportunities, and threats (SWOT) analysis will evaluate DRCOG's current TDM programs and services
 - The Impact and Effort Matrix is a visual representation program performance.
 - Scores for impact (effectiveness) and effort (cost) populate into the quadrants. The scoring of effort (time and staffing) will be layered on using a bubble chart.
 - The final graphic of aggregated scores can be used to communicate a digestible snapshot of DRCOGs existing TDM landscape.
- The scoring for impact (effectiveness) effort (cost, time and staffing) are meant to be high-level responses based on current stakeholder knowledge or assumptions.

DRAFT STRATEGIC PLAN RECOMMENDATIONS



CURRENT IMPACT:

**RATE THE IMPACT OF THIS SERVICE IN
ACHIVING YOUR TDM GOALS**

DRAFT STRATEGIC PLAN RECOMMENDATIONS



CURRENT EFFORT:

RATE THE EFFORT (I.E. - TIME, MONEY, OR OTHER RESOURCES) REQUIRED TO USE THIS SERVICE

DRAFT STRATEGIC PLAN RECOMMENDATIONS



CURRENT EFFORT & IMPACT

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Camera

Mentimeter

Planning: TDM and Policy Assistance Skip

Effort

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Impact

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Planning: TDM and Parking Management/Curbside Assistance Skip

Effort

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Impact

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Planning: TDM and Development Assistance Skip

Effort

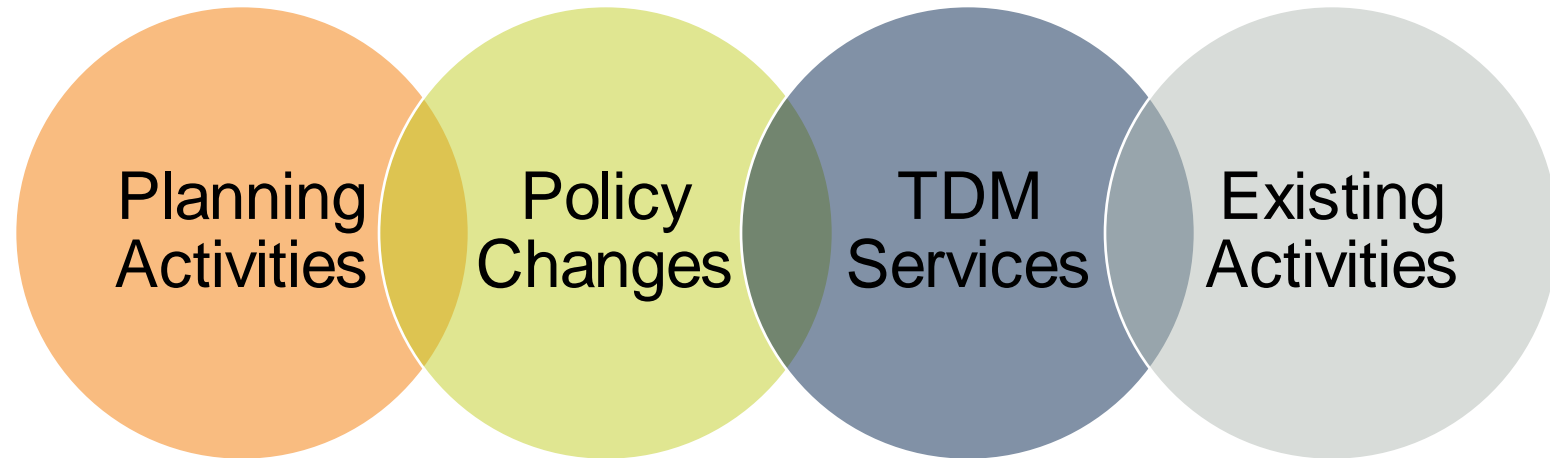
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INITIAL STRATEGIC PLAN RECOMMENDATIONS*

*new or updated

TDM STRATEGIC PLAN: RECOMMENDATION AREAS





DRAFT PLANNING ACTIVITIES

PLANNING ACTIVITIES



- TDM Technical Assistance Program:
 - Regional Parking Management and Curbside Assistance
 - Regional TDM & Development Assistance
 - Regional TDM Policy Assistance (e.g. ETRP, GRH)
- White paper to investigate and potentially pursue ways to fund incentive programs.
- Establish a Regional Safe Routes to School Program.



DRAFT POLICY CHANGES

POLICY CHANGES



- Update TDM set-aside scoring criteria:
 - Adjust the equity criterion to include composite score considering: DRCOG equity index, project targets equity populations, project reduces transportation burdens for participants.
 - Adjust the innovation criterion to allow maximum points to be achieved for implementing innovative projects OR replicating previously implemented innovative projects that were found to be highly successful.
- Explore opportunities to reduce or remove the match requirement for TDM set aside funds if a project is conducted in an equity area or targets underserved populations.



DRAFT TDM SERVICES

TDM SERVICES



- Develop a TDM construction mitigation program.
- Centralize TDM program evaluation efforts.
- Way to Go mission expansion, also considering non-commute trips and essential/shift worker commutes.
- Assistance program for microtransit/mobility-on-demand.
- Facilitate a robust partner engagement process to update the Way to Go Program TMA Partnership MOU.



ACTIVITY: EFFORT & IMPACT EVALUATION

DRAFT STRATEGIC PLAN RECOMMENDATIONS



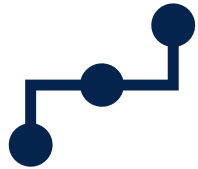
FUTURE IMPACT:

**RATE THE POTENTIAL OF THIS RECOMMENDATION
TO ACHIEVE PROJECT GOALS FOR THE DENVER
REGION**

DRAFT STRATEGIC PLAN RECOMMENDATIONS



NEW REGIONAL TDM STRATEGIC GOALS



MULTIMODAL CONNECTIVITY



EQUITY IN TRANSPORTATION



AIR QUALITY IMPROVEMENTS



TRANSPORTATION SAFETY

DRAFT STRATEGIC PLAN RECOMMENDATIONS



FUTURE EFFORT:

RATE THE EFFORT REQUIRED (TIME, MONEY, OR OTHER RESOURCES REQUIRED) TO BRING THIS RECOMMENDATION TO FRUITION

DRAFT STRATEGIC PLAN RECOMMENDATIONS



FUTURE EFFORT & IMPACT

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DRAFT STRATEGIC PLAN RECOMMENDATIONS



PLANNING OUTCOME:

FEEDBACK ON RECOMMENDATIONS WILL BE INCORPORATED INTO THE FINAL STRATEGIC PLAN RECOMMENDATIONS.

NEXT STEPS

NEXT STEPS



- Plan-related documents and materials available at:
drcog.org/tdmpln
- Next SSC meeting in Late Summer 2023
- Next TDM Consortium Workshop in Late Summer 2023