Way to Go
Your regional transportation demand management program

TIP Policy Work Group

Presented by:
Steve Erickson

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Agenda

• Overview
• How we work across the region
• Campaigns and outreach
• Focused on results
• Looking ahead: challenges and opportunities
Way to Go: A DRCOG partnership

• Way to Go is a partnership between the Denver Regional Council of Governments and seven local transportation management associations.

• Funded primarily through federal Congestion Mitigation Air Quality dollars*

• Goals: Reduce traffic congestion and improve air quality
  • Reduce single-occupant vehicle (SOV) trips from 75 percent to 65 percent by 2040
  • Reduce vehicle miles traveled (VMT) per capita by 10 percent by 2040

Partners throughout the region
Way to Go: A DRCOG partnership

- DRCOG role in the partnership
  - Manage advertising and promotional contracts
  - Manage vanpool, guaranteed ride home and schoolpool initiatives
  - Manage development and design of MyWayToGo trip planning/tracking platform
  - Outreach outside TMA boundaries

- TMA role in the partnership
  - Employer and community outreach
    - Boots on the ground
    - Local execution of campaigns and events

Transportation demand management (TDM)
We promote commute choice

Carpooling

Vanpool
We promote commute choice

Transit

Biking
We promote commute choice

Walking

Teleworking

We promote commute choice
We promote commute choice

SchoolPool

Educate, encourage and create change

Advertising campaigns

Employer outreach

Community outreach

Events and outreach campaigns
  • Bike to Work Day
  • Way to Go-Tober

Trip planning and tracking platform: MyWaytoGo

Guaranteed Ride Home program

Integration of Way to Go with regional projects and partner initiatives
Bike to Work Day

• Annual event, second largest nationwide
• Introduce people to cycling in a supportive, fun atmosphere
• 37 percent of riders last year (10,000) first-time bike commuters

Beyond the day

• Winter Bike to Work Day
• Bike Month, Bike to Work Wednesdays
• Year-round promotion of biking
• Fastest-growing mode in our region
Way to Go-Tober – employer campaign

42 COMPANIES

were challenged to try new and smarter ways to commute for the entire month of October—bike, walk, rail, bus, carpool, vanpool, GO!

SchoolPool

- **Model** for similar programs nationwide – more than 18,000 families currently enrolled
- Primarily **non-traditional schools** without yellow bus service
- Uses our innovative **MyWaytoGo** platform
- Nearly **40 percent** of enrollees find carpool matches
- Families can find **walking and biking buddies**
Families enrolled in SchoolPool

Program results: The right direction

- Way to Go program results improve each year
  - new VMT reductions improved
- Encouraging data on mode share from the American Community Survey
  - Biking fastest growing mode-share
- Colorado telework penetration highest in nation
  - Denver matches state average of 7%
  - Boulder at 10%
Reduction in vehicle miles traveled

Regional Trends

- Congestion report: VMT per capita had been declining until 2014, then . . .
- VMT per capita flattened and actually increased the last two years, due to:
  - Inexpensive gasoline
  - Healthy economy – more trips, personal and freight
  - Population and employment growth across region
Our focus in 2017

- Enhancements to our multi-modal trip planning platform
- Exploring integration with other applications
- Outlining how we leverage technology and shared-use mobility partnerships
- **Ride-hailing**: Uber, Lyft
- Improving our vanpool and guaranteed ride home programs
- **Active transportation plan**

Our focus in 2017 (continued)

- **TDM Summit** – we are the regional TDM brand and take a leadership role
- Establishing regionwide standardized **performance measures**, monitoring and reporting progress toward objectives
- **Expanding our reach**: Recent meeting with the Federal Highway Administration convened TDM providers and jurisdictions to discuss collaboration and partnerships
- **Improving Results**
We promote commute choice

Way to Go

QUESTIONS?
serickson@drcog.org