



# 2022 Transportation Demand Management (TDM) Conference Room 162

Video Link: <https://www.youtube.com/watch?v=i-pdNw4bPeM>



## Contents

Slide:

- Opening Remarks 3
- Session 1: TDM Solutions for Diverse Communities 9
- Session 2: Empowering Employers to Leverage Alternative Tax Credits 11
- Session 3.1: TDM Strategies and Systems: Co-Benefits of TDM and Electrification 37
- Session 3.2: TDM Strategies and Systems: TMA Support for Recreational Trips
- Session 3.3: TDM Strategies and Systems: TDM in Mountain Towns 46
- Session 4: Beyond the Bounds 63
- Closing Remarks: The Role of Mobility Hubs in Enhancing Access 85  
95

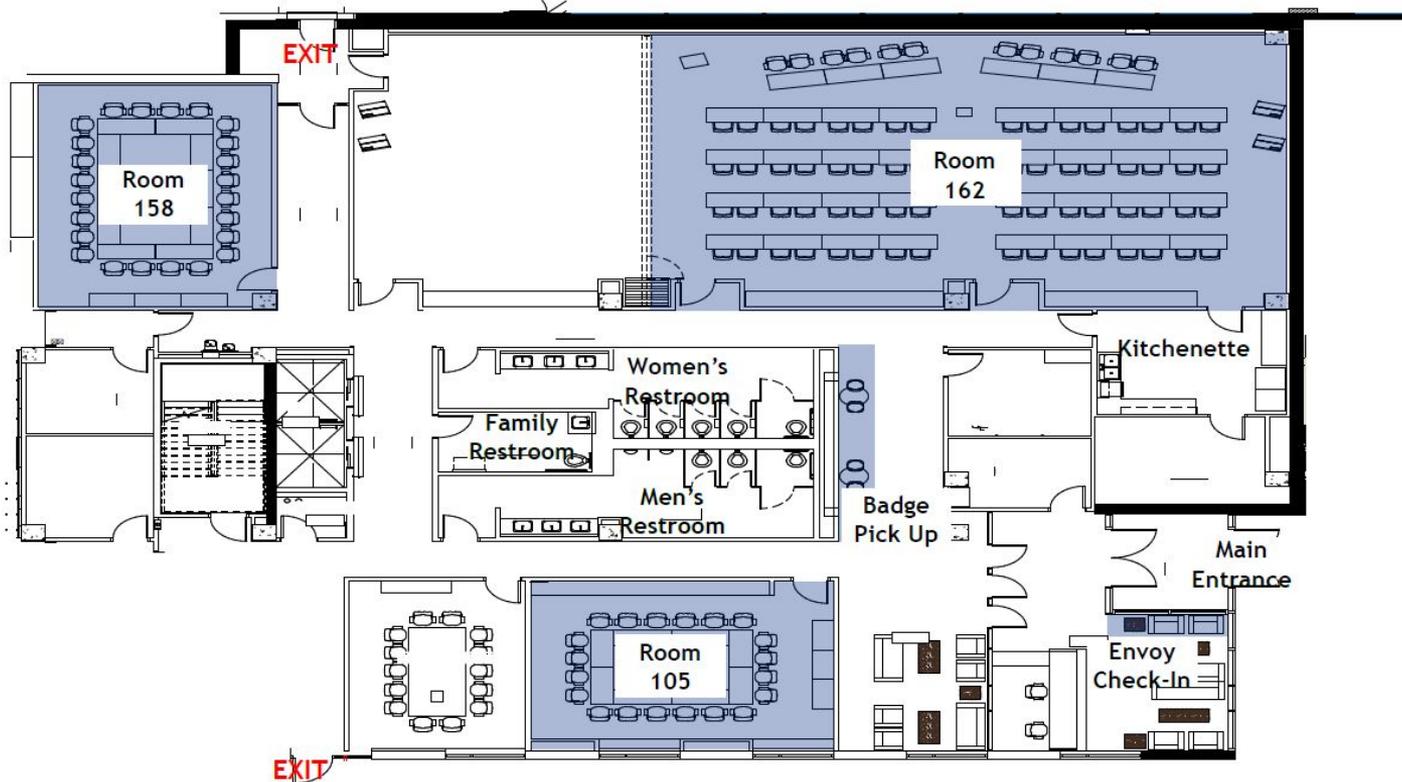


## Opening Remarks

# Welcome to the 2022 Transportation Demand Management Conference



# First Floor Map



Join ACT in 2023

## The **ACT** Community



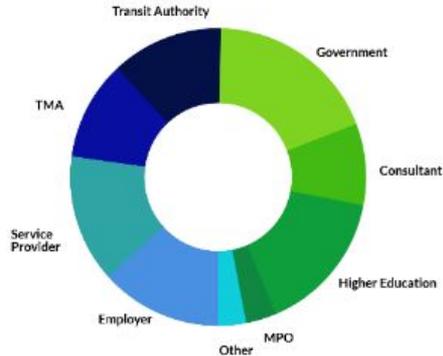
**1,000+**  
members

- Fortune 500 companies
- Colleges & Universities
- City, County & State DOTs
- Transportation Management Associations
- Metropolitan & Regional Planning Organizations
- Mobility Service Providers & Consultants

### Members By Sector

- 19% Government
- 16% Higher Education
- 14% Service Provider
- 13% Employer
- 12% Transit Authority

Our membership is balanced and represents a diverse range of sectors



### Diversity of Roles



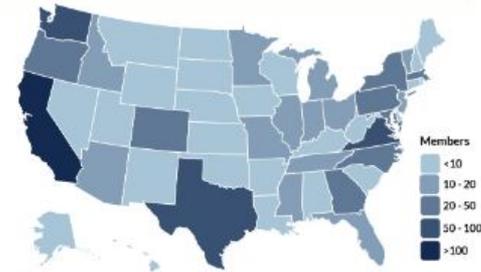
**18** Fortune 500 companies



The majority of ACT members live in the U.S. but ACT is global

We also have members in

New Zealand  
Australia  
Israel  
Kenya  
Canada



The premier organization for Transportation Demand Management professionals.  
[www.actweb.org](http://www.actweb.org)

## Benefits of membership:

- Network with TDM professionals locally and nationally
- Learn from industry leaders
- Shape policies which impact TDM
- Increase the visibility of your organization and its projects
- Professional development
- RFP and grant writing support

# Opening Remarks

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**Shoshana Lew**

Executive Director,  
Colorado Department of Transportation



**Doug Rex**

Executive Director,  
Denver Regional Council of Governments





## **Session 1: TDM Solutions for Diverse Communities**

Eric Herbst, Nick Glenn, Stephen Rijo, Mayra Gonzales and Angie Rivera-Malpiede



Montbello Connector “Your City Now: Catch a Ride”  
Video Link:

<https://www.youtube.com/watch?v=0wBPa-W2Tww>



## **Session 2: Empowering Employers to Leverage Alternative Tax Credits**

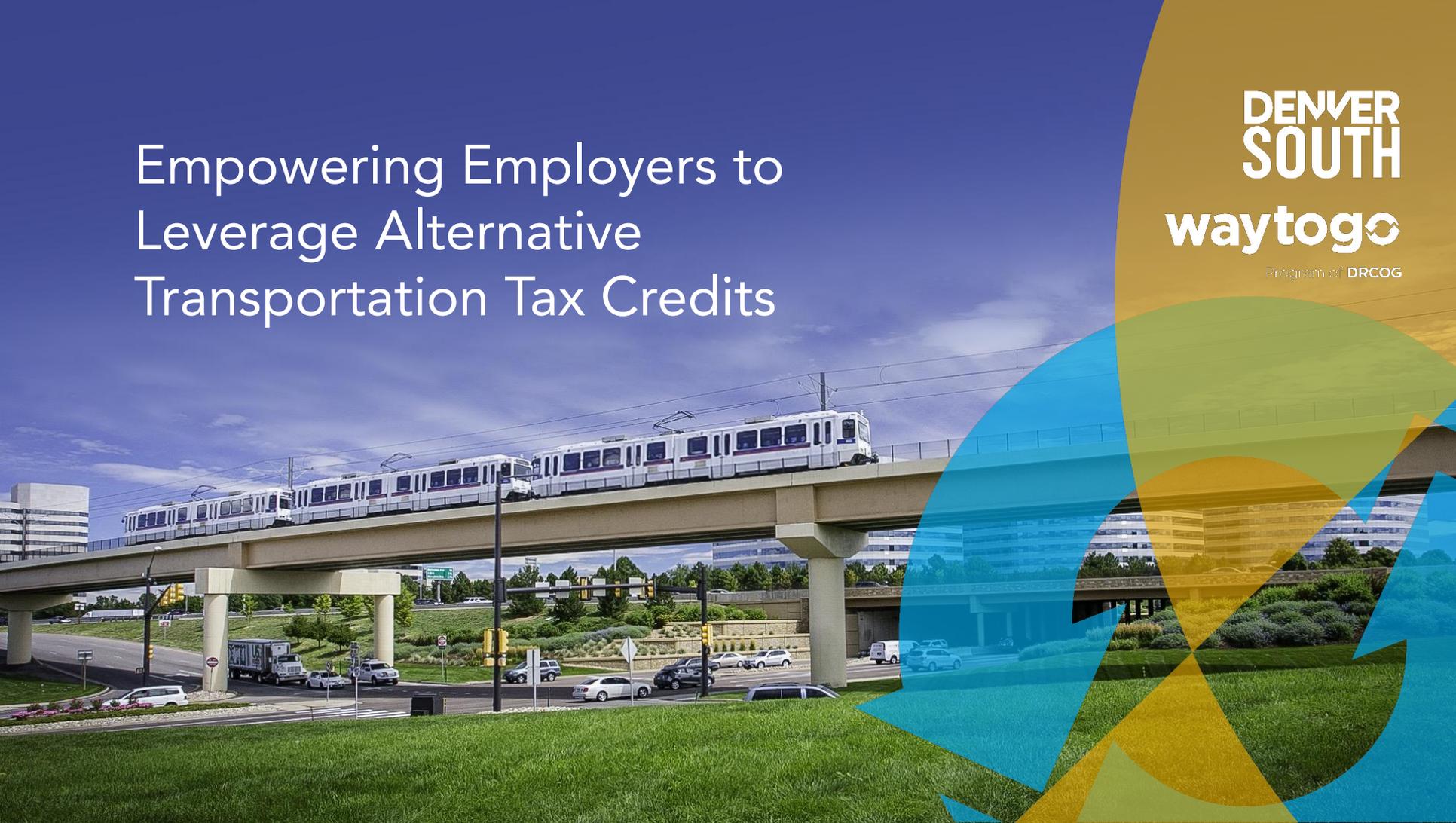
Steve Erikson, Sheryl Machado and Andy Keeton

# Empowering Employers to Leverage Alternative Transportation Tax Credits

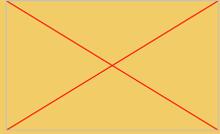
**DENVER  
SOUTH**

**waytogo**

Program of DRCOG



# DRCOG | DENVER SOUTH | COMMUTIFI



**waytogo**

Program of DRCOG



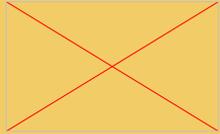
Steve Erickson  
DRCOG  
Director  
Communications and  
Marketing



Sheryl Machado  
Denver South  
Director  
Communications  
& Public Affairs



Andy Keeton  
Commutifi  
Head of Insights



**waytogo**  
Program of DRCOG

## Way to Go, DRCOG and TMA partners

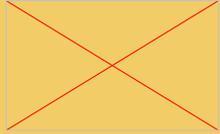
- Purpose – to cooperatively work on marketing and outreach across metro Denver to reduce traffic congestion and improve air quality
- Partnership defined by Memo of Understanding
- Regionwide marketing and advertising
- Regionwide outreach
  - Employer
  - Community
- Foundational elements such as vanpool program, guaranteed ride home program, Schoolpool, and our commuting platform MyWayToGo

# The Way to Go Partnership

## Goals established as part of Metro Vision plan

- Reduce Vehicle Miles Traveled (VMT)
- Reduce share of single-occupant-vehicle (SOV) trips





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Program of DRCOG

# Colorado Clean Commute

## What Is it?

An initiative to highlight the many advantages of clean commuting – to employers and commuters alike

- Employer benefits
  - Attract and retain the best employees
  - Position your company as environmentally responsible
  - Earn tax credit related to HB 22-1026
- Certification for employers (CCC approved)

# Colorado Clean Commute Campaign



- Colorado Clean Commute Approved
  - Register and Complete Assessment (current support)
  - Distribute and collect employee surveys
  - Develop a TDM Commute Options Plan
  - Start Improving!

**BUSINESSES  
GET BETTER  
WHEN  
THEY GET**



**WE CAN  
HELP**



# Colorado Clean Commute Campaign



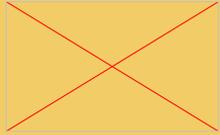
**waytogo**

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Integrated marketing and outreach campaign

- Way to Go campaign regionwide **highlighting tax credit opportunity**
- **Goals** – employer assessments, employee surveys and employer commute trip reduction plans
- Integrated
  - Paid – digital, print, broadcast, out-of-home
  - Earned and social media
  - Owned media
- **Timing tbd**

# Colorado Clean Commute Campaign Creative



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**EMPLOYEE  
MORALE  
CAN ALWAYS USE  
A BOOST**

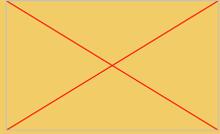
**WE  
CAN  
HELP.**



**MORE BIKE RACKS CAN  
BETTER  
YOUR  
BUSINESS. WE  
CAN  
HELP.**

**BUSINESSES  
GET BETTER  
WHEN  
THEY GET**





**waytogo**  
Program of DRCOG

## Colorado Clean Commute and employer tax credit

- **Timing tbd**
- **Enhanced MyWayToGo functionality to support:**
  - **Employer Assessments**
  - **Employee Surveys**
- Marketing in concert with regionwide outreach to employers
- All services provided FREE of charge to employers and commuters
- [MyWayToGo.org](http://MyWayToGo.org)

*my* **waytogo**

HB22-1026

# Alternative Transportation Options Tax Credit

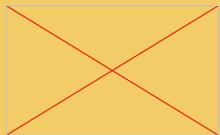
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# Denver South Region



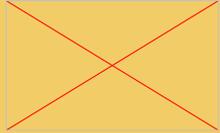
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Spans six jurisdictions in the major metro region

# Denver South Demographics



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## AT-A-GLANCE

OVER **48**  
MILLION

SQUARE FEET  
OF OFFICE SPACE



HIGHER  
EDUCATION

CU South Denver  
Rocky Vista University/Medical School  
Regis University  
MSU Denver  
CSU Global  
Arapahoe Community College  
University of Phoenix



**240,000**  
EMPLOYEES



**20+**  
BUSINESS  
PARKS

**9**   
RTD LIGHT RAIL  
STATIONS

**80,000**

AVERAGE ANNUAL WAGE



**15,000**  
BUSINESSES

ACCESS TO  
I-25 & C470

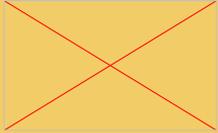


**6** FORTUNE 500  
HEADQUARTERED IN COLORADO  
ARE LOCATED IN DENVER SOUTH



DENVER INTERNATIONAL AIRPORT (DEN)  
& CENTENNIAL AIRPORT

WRK  
DENVER SOUTH



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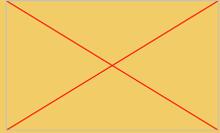
Refundable Income Tax Credit of **50%** for expenses relating to providing alternative transportation options to employees



Max credit claim **\$250,000 / 50% = \$125,000**



Max spent per employee **\$2,000 annually / 50% = \$1,000**



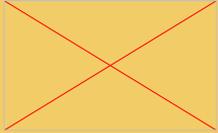
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## What qualifies as Alternative Transportation?

FREE or Partially subsidized TDM strategies included but not limited to:

- ❖ Free or subsidized mass transit
- ❖ Ridesharing arrangements
- ❖ Human powered or electric bikes
- ❖ Shared micromobility options such as bike sharing and electric scooter sharing programs
- ❖ Carsharing programs
- ❖ Guaranteed Ride Home Programs
- ❖ Cash incentives to employees to participate
- ❖ Administrative costs of employer associated with ridesharing arrangements

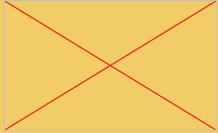


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- ✓ Income tax years beginning on or after January 1, 2025
- ✓ Tax Credit must be used before January 1, 2025
- ✓ Implementation ?





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**COLORADO**  
**Department of Revenue**

Taxation Division



Your All-In-One Commuter Solution

DENVER  
SOUTH

waytogo

Program of DRCOG



# How Commutifi helps you maximize your credit

1

## Calculate your saving potential

Commutifi reviews all commuting program costs, including shuttles, carpool, transit passes, parking, and more to determine how much you could save with the tax credit.

2

## Meet State requirements

We deploy our "Register your Commute" platform at your workplace to meet minimum requirements of the credit program to educate employees on alternate modes of transportation to and from the office.

3

## Create improved TDM programs

We work with you to promote TDM programs designed to reduce the cost, time, and environmental impact of employee commutes.

4

## Submit TDM plan to State

Submit your commuter program and admin costs to the State, including how you intend to notify employees about your TDM plans, and the steps you will take to encourage employees to use alternate transportation options.

5

## Gather all commute documents

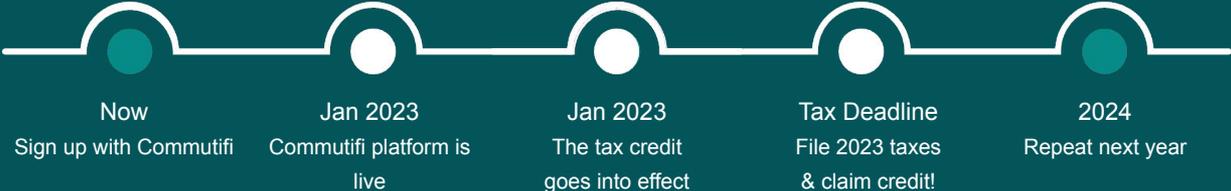
Export and include supporting documents from the Commutifi platform.

6

## Finalize your application

Give testimony to the department to support your Tax Credit application.

## TIMELINE



# Tools for Your Administrators

## Survey your Employees

Understand employee commuting behavior.

- Capture modes with precision, down to car make and model or transit line
- Pull detailed behavior data, including school dropoff, days in the office, and more
- Customize questions to gather the exact information you need

## Analyze and Model Data

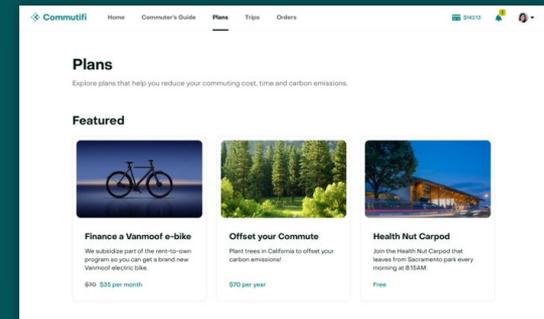
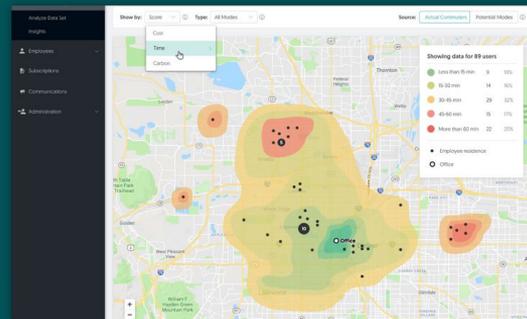
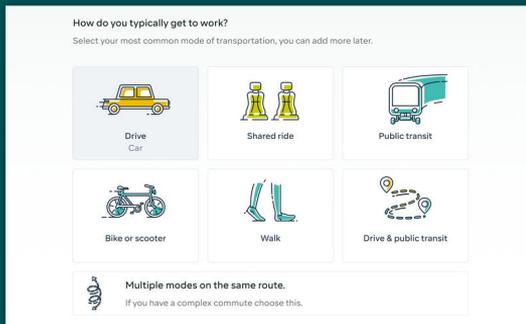
Access all data from your commuting ecosystem in a single place.

- Visualize data with dynamic heatmaps and charts
- Automate analysis, calculate program ROI, and track adoption
- Aggregate data from parking, mobility, and third-party providers

## Manage Mobility Programs

Organize all your programs from one centralized dashboard.

- Manage transit passes, parking, bikeshare, vanpool, carpool, EV charging, and more
- Integrate third-party apps for streamlined booking and data
- Collect necessary info, like vehicle and license plate, for parking registration



# Tools for Your Employees

## Calculate Commuter Scores

Measure the impact and quality of employee commutes.

- Score each commute with a single number that synthesizes time, cost, and emissions
- Allow employees to easily compare commuting options
- Aggregate scores to measure commuting by building, region, etc.

## Explore Commuting Options

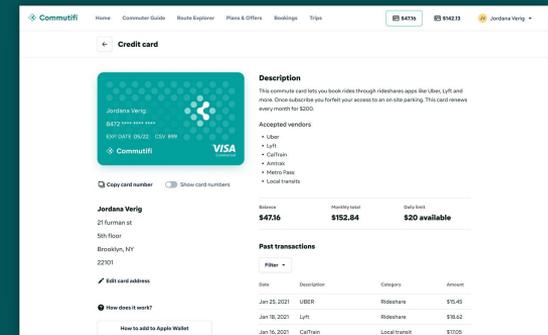
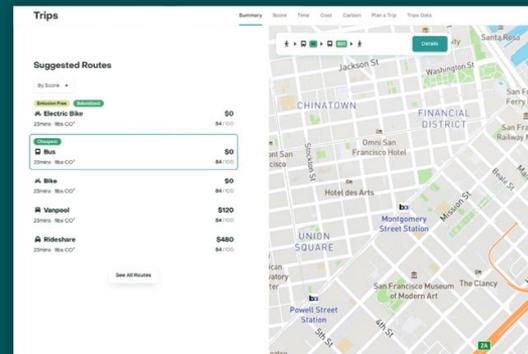
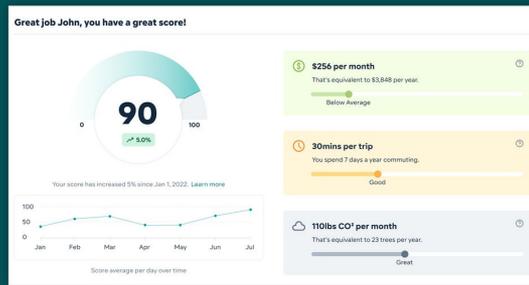
Make choosing a better commute easy with effective commuter tools.

- Provide personalized portals for employees to explore their unique situation
- Compare all possible commutes to choose the best option
- Integrate third-party providers to streamline registration and data analysis

## Provide Amenity Cards

Subsidize employee spending with a fully customizable spending card.

- Set monthly spending limits for each card and category
- Do away with reimbursements and streamline accounting processes
- Get detailed data on employee spending and commuting habits



# What is the savings potential?

A 200-person company spending \$70 per employee per month on:



Transit



Bikes



Carpool



Rideshare



Shuttles



Etc.

Will annually spend

\$168,000 on commuting costs

\$9,375 on administration (1/8 FTE) costs

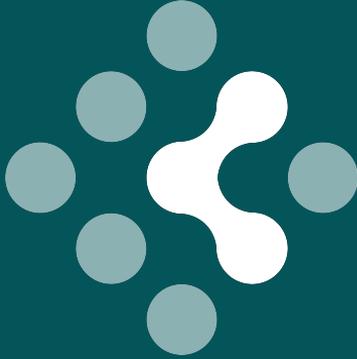
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Receiving estimated returns of

**\$88,687.50/year**

On a total claim of \$177,375

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# Get started today

Contact Commutifi to start the process of maximizing your tax credit.

Andy Keeton

e: [andy@commutifi.com](mailto:andy@commutifi.com)

t: 720-242-6358 x 255



Steve Erickson  
[Serickson@drcog.org](mailto:Serickson@drcog.org)



Sheryl Machado  
[Sheryl@Denver-south.com](mailto:Sheryl@Denver-south.com)



Andy Keeton  
[Andy@commutifi.com](mailto:Andy@commutifi.com)

DENVER  
SOUTH  
waytogo  
Program of DRCOG

 Commutifi



QUESTIONS?



## **Session 3.1: TDM Strategies and Systems: Co-Benefits of TDM and Electrification**

Diego Lopez



**Diego Lopez**

*Executive Director*  
Northern Colorado  
Clean Cities



## Co-Benefits of TDM and Electrification



# Northern Colorado Clean Cities

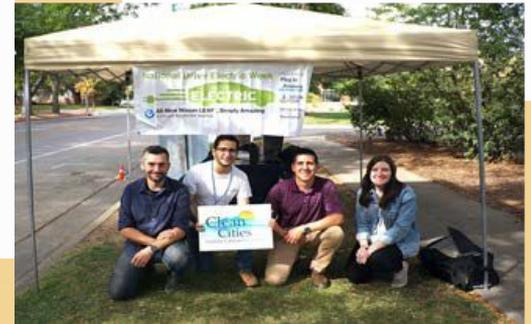
**NCCC:** is a 501(c)3 organization sponsored by the U.S. Department of Energy's Clean Cities Program. As part of the DOE's Vehicle Technologies Program, Clean Cities builds partnerships to advance affordable, domestic alternative transportation fuels and technologies.

**Working to remove 3 primary barriers to clean transportation adoption:**

HIGH UPFRONT  
COST

LACK OF PUBLICLY-  
ACCESSIBLE  
CHARGING  
INFRASTRUCTURE

LACK OF  
INFORMATION ON  
THE COSTS AND  
BENEFITS OF  
SUSTAINABLE  
SOLUTIONS



# Goals and Outcomes from a Electrified TDM System

**Goal:** The purpose of TDM is to promote more efficient utilization of existing transportation facilities, and to ensure that new developments are designed to maximize the potential for sustainable transportation usage.

## Bundled Parking

The cost of parking "bundled" into price of rents and other goods and services, hiding its true cost from consumers



More FREE PARKING Coming Soon!

FREE PARKING



- 1 Cost of parking is hidden in goods and services
- 2 Parking appears free, resulting in higher parking demand
- 3 More parking must be funded and built

## Unbundled Parking

The cost of parking is "unbundled" to reveal the true price of parking, separate from rents and other goods and services



NEW HOUSING Coming Soon!

PARK HERE



- 1 Cost of parking is revealed to the user
- 2 Consumers can save money by using less parking, resulting in lower parking demand
- 3 Less parking needs to be funded and built

# Colorado EV Charging Options in State

## Parks

**Governor Polis Announces New Electric Vehicle Chargers Installed at Colorado State Parks to Accelerate Charging Infrastructure, Continue to Take Bold Climate Action**



**Colorado Parks and Wildlife and Rivan are working on an initial round of approximately 20 installations to be completed by late summer 2022**

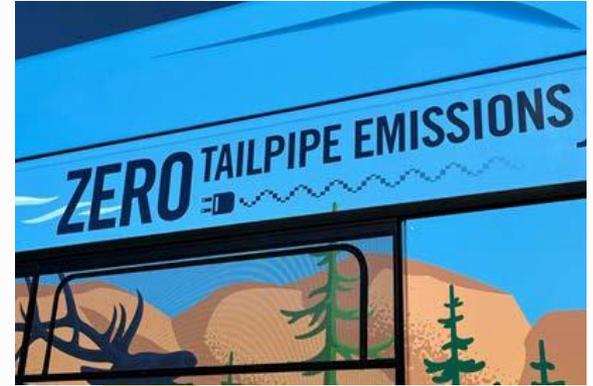
- Southeast Region
- Office Northeastern
- Plains Lake Pueblo
- Barr
- Lake
- Chatfield
- Castlewood
- Canyon North
- Sterling Western Slope



# Consolidated Call for Capital Projects

The Colorado Department of Transportation (CDOT) Division of Transit and Rail (DTR) is issuing a Notice of Funding Availability (NOFA), and calling for various transit projects that would be initiated in 2022 and completed within approximately one to two years

Location	TPR	Project Title	Grant Size
City of Fort Collins	North Front Range	FASTER Electric Bus Charging Infrastructure	\$200,000
City of Fort Collins	North Front Range	On Route Battery Electric Bus Chargers	\$1,598,675
Loveland	North Front Range	Colt Bus Replacement Program	\$1,774,681



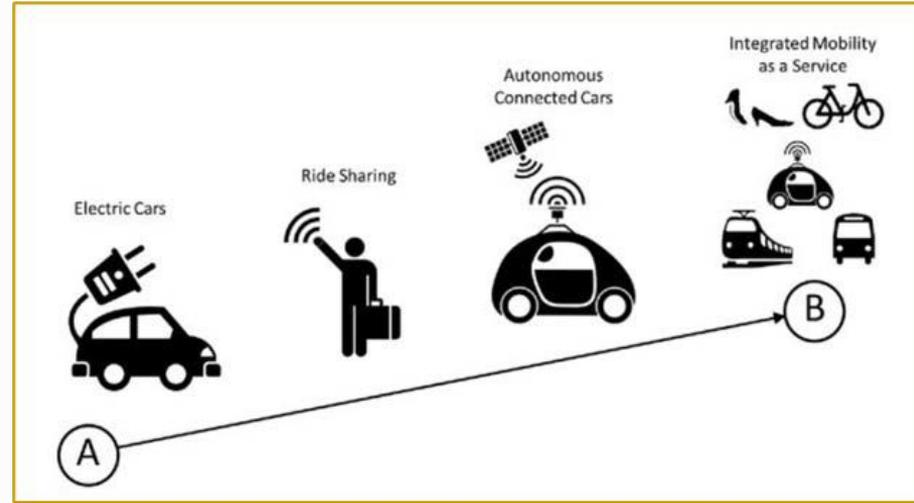
# Case Study

## 1 California State University, Long Beach (CSULB)

The Rideshare Rewards program allows University employees (faculty, staff and student assistants) to accumulate \$1/day in reward points for each day they walk, bike, carpool, vanpool, motorcycle, or drive a hybrid or electric vehicle to campus.

- Created in 1989.
- Valid for each day of telecommuting or each day an employee does not travel to campus due to a compressed work week.
- Reward points can be redeemed at the University Parking Office for gift cards to local businesses or on- campus shops.
- Currently 1,500 carpoolers

The program is funded by Citation & Parking Revenue, with no capital costs, and an operating cost of \$50,500.



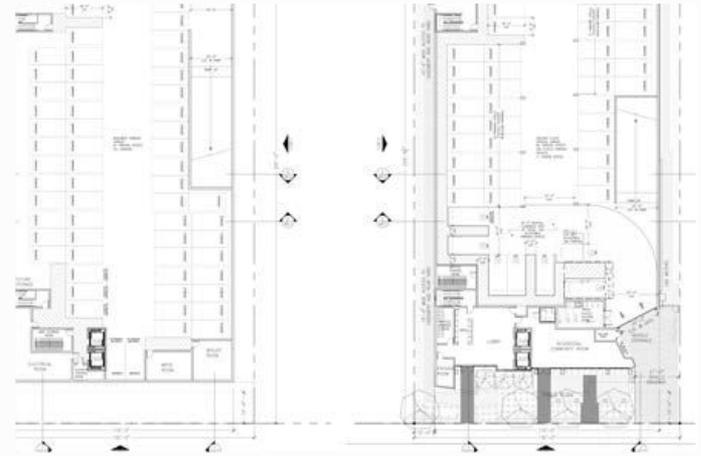
# Case Study

## 2

### Burlingame, California

Clean Air/Vanpool/Electric Vehicle Parking Spaces The project will include a total of 145 parking spaces, of which 6 spaces will be equipped with electric vehicle charging stations. While EV charging station parking spaces will not directly reduce any peak-hour trips, the designated Clean Air Vehicle spaces provide a prominent visual message that the project values a reduction in air pollution.

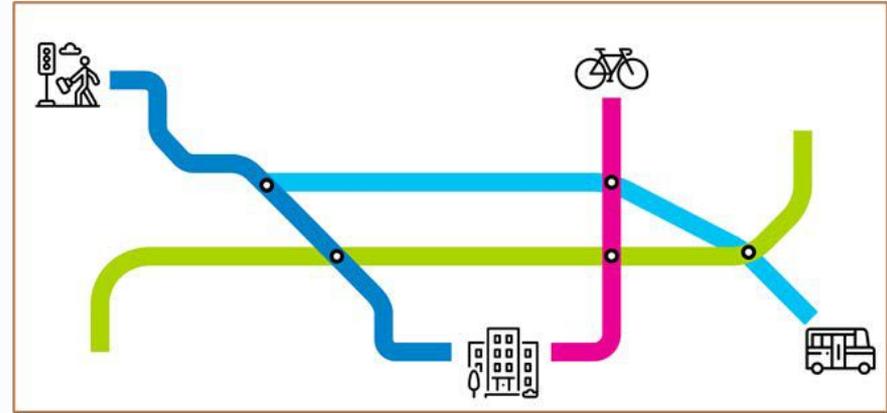
- Program has lowered insurance costs
- Increasing equity
- Better air quality



# Recommendations

Make decisions and policies now that smooth the transition to new mobility solutions

- Support inclusive growth
- Support public transit, shared mobility, and automated vehicles
  - Focus on lower income residents, seniors, and people with disabilities
  - Improve access to jobs, healthcare and other essential destinations
  - Make inclusive growth a cornerstone for policy development
- Establish pricing and regulatory framework to positively shape the potential mobility outcomes
- Influence the deployment of emerging technologies through strategic and coordinated policies
- Improve electric vehicle charging infrastructure



**Diego**  
**Lopez Northern Colorado**  
**Clean Cities**  
**[adlopez.nccc@gmail.com](mailto:adlopez.nccc@gmail.com)**  
**970-439-2926**



## **Session 3.2: TDM Strategies and Systems: TMA Support for Recreational Trips**

Elaine C. Erb



**Elaine C. Erb**

*Sustainable  
Transportation Planner*  
Boulder Transportation  
Connections



# TMA Support for Recreational Trips

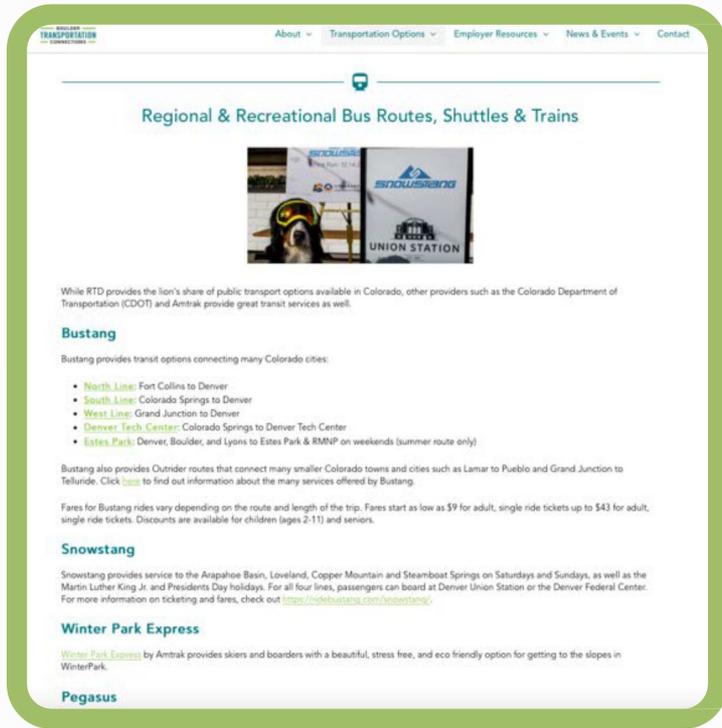
NOVEMBER 4, 2022



**BTC is a non-profit Transportation Management Organization based in the City of Boulder that assists residents and businesses with commute options (biking, walking, taking transit, carpooling/vanpooling, and teleworking).**

**BTC is a division of the Boulder Chamber of Commerce.**





**BTC encourages people to consider their transportation choices for all trips. Access to recreation is included on our website**

**BoulderTC.ORG**



**BOULDER'S  
PROXIMITY TO THE  
MOUNTAINS ALLOWS  
ACCESS TO  
RECREATION BY  
URBAN TRANSIT AND  
HUMAN POWERED  
MODALITIES.**



Approximate  
Trail head  
locations



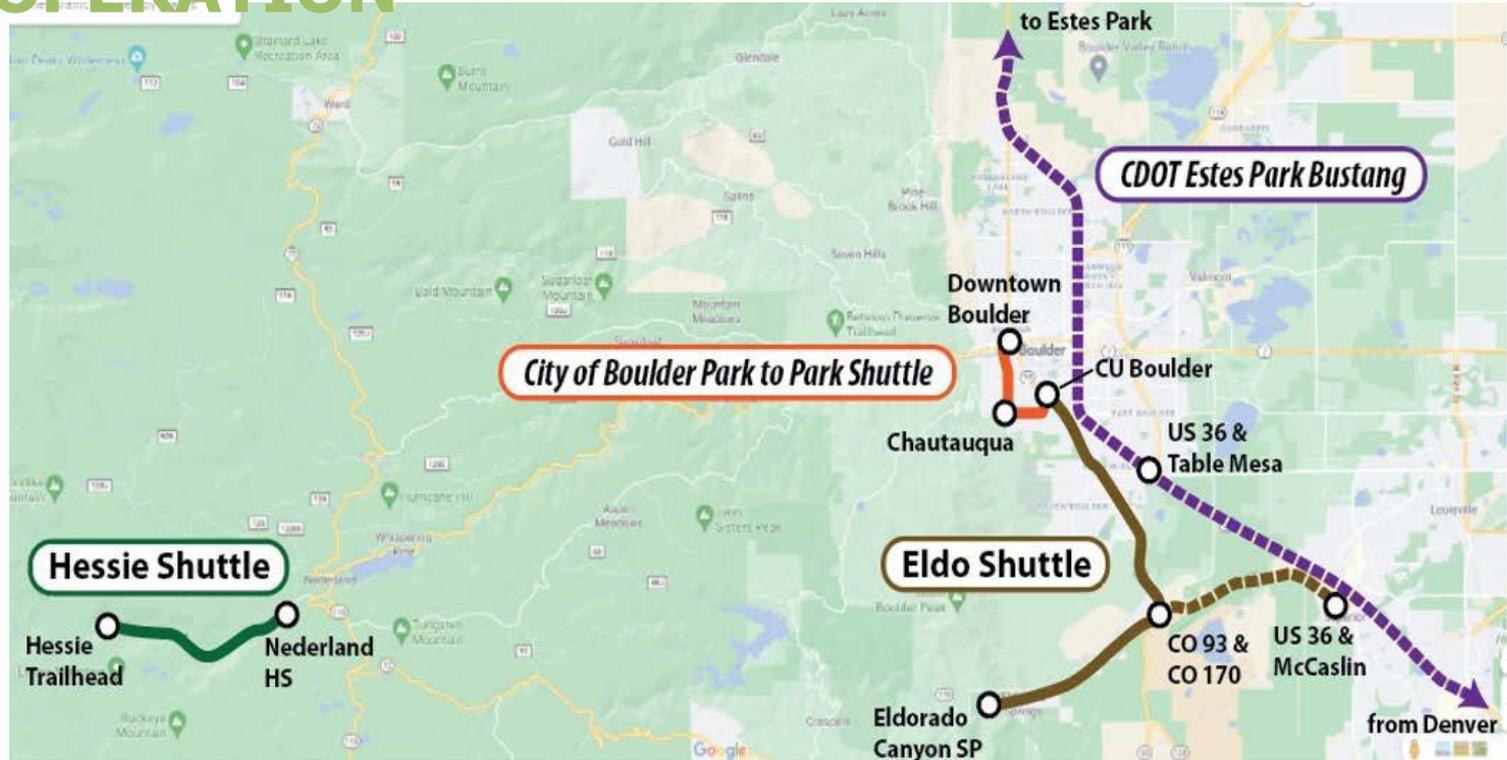
### Highlighted Trails:

- Hogback Ridge
- Wonderland Lake
- Boulder
- Creek Skunk
- Creek Shanahan Ridge

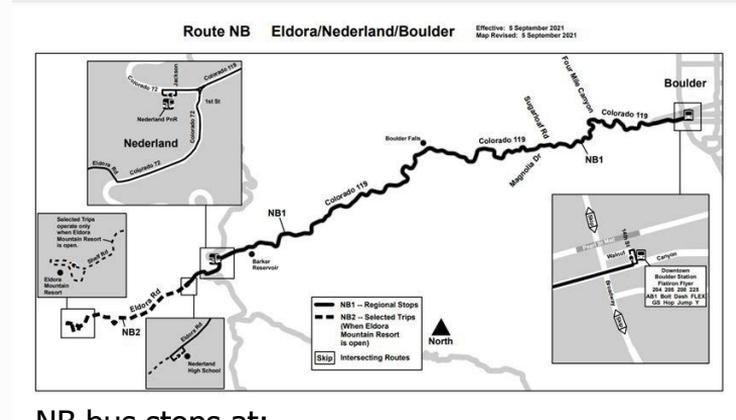


**HIKING CAN BE  
ACCESSED WITHIN  
BOULDER BY THE  
LOCAL SKIP BUS ON  
BROADWAY**

# BOULDER RECREATION SHUTTLES IN OPERATION



# NB BUS SERVES THE TOWN OF NEDERLAND, ELDORA SKI AREA AND CYCLISTS



NB bus stops at:

- Boulder Downtown Station
- Fourmile Canyon
- Magnolia Road
- Boulder Falls
- Nederland
- Nederland High School
- Eldora Mountain

**CDOT's Bustang service runs primarily from Denver Union Station providing service around state.**

**2022 saw Bustang come through Boulder on the way to Estes Park for the first time.**

**BUSTANG**



# CITY OF BOULDER, BOULDER COUNTY AND VIA MOBILITY ADD HIKING SHUTTLES

**New Shuttle Service has helped:**

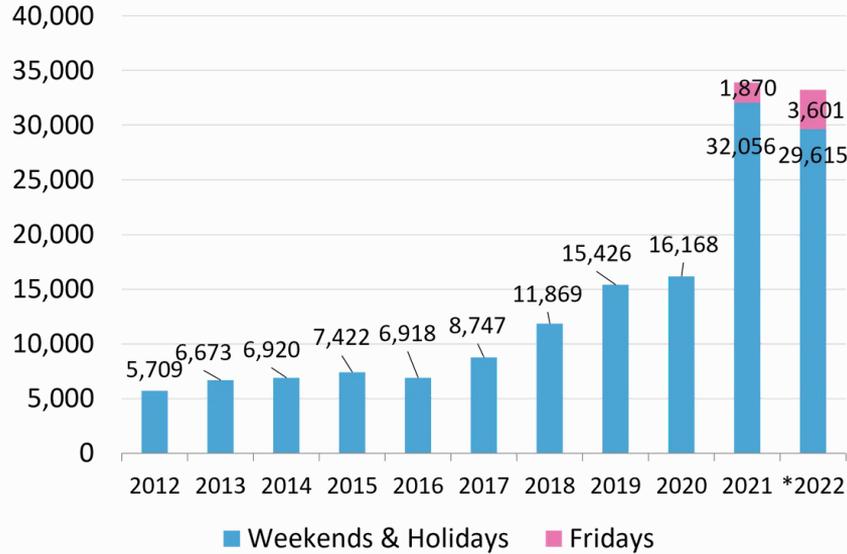
- **Reduce Parking**
- **Demand Allow outdoor access with fewer vehicle miles traveled**

**Make access to popular areas easier**

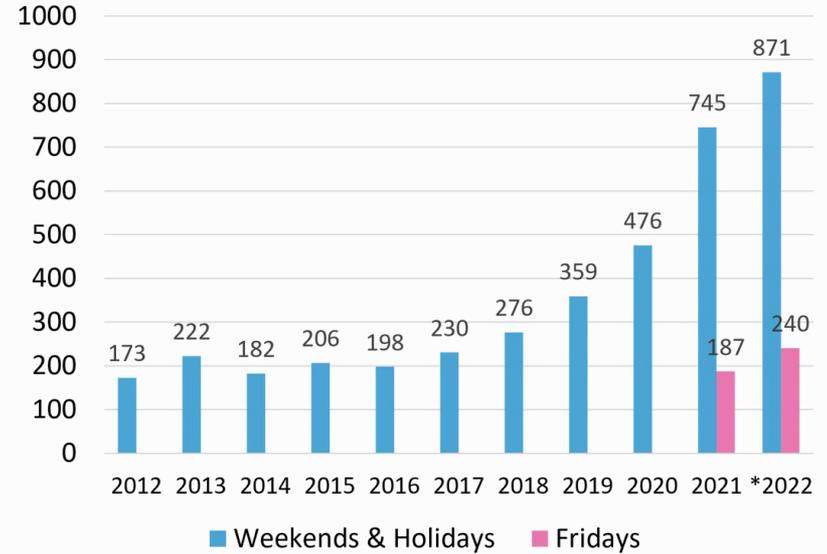


# HESSIE SHUTTLE RIDERSHIP

## Annual Shuttle Boardings



## Shuttle Boardings per Day



**In 2021, 64% of weekend visitors to Hessie accessed the trailhead via shuttle**

**\*2022 data is through Labor Day; season runs until Oct 9. (Courtesy**



## Service to: Marshall Mesa

- TH Doudy
- Draw TH South
- Mesa TH
- Eldorado Canyon
- Entrance Station
- Eldorado Canyon Visitor Center

# ELDO ROUTE MAP

# BIKE PARKING AT TRAILHEADS



# BOULDER BCYCLE ALLOWS RECREATION ACCESS





**MOUNTAIN TRIPS  
ARE GREAT TO SHARE  
THE RIDE**

## Carpooling

Carpooling, Vanpooling, and Schoolpooling are great options to share the burden of driving with other commuters while also reducing the number of vehicles on the road. Choosing to carpool or vanpool can help you reduce the cost of vehicle maintenance and give you time for relaxation or preparation while on your way to work. Schoolpooling can provide a better connection with your community while cutting back on driving.



For longer trips (> 23 miles), including from Boulder to Denver, or to Colorado ski resorts, check out [TreadShare](#), a low cost carpooling app.



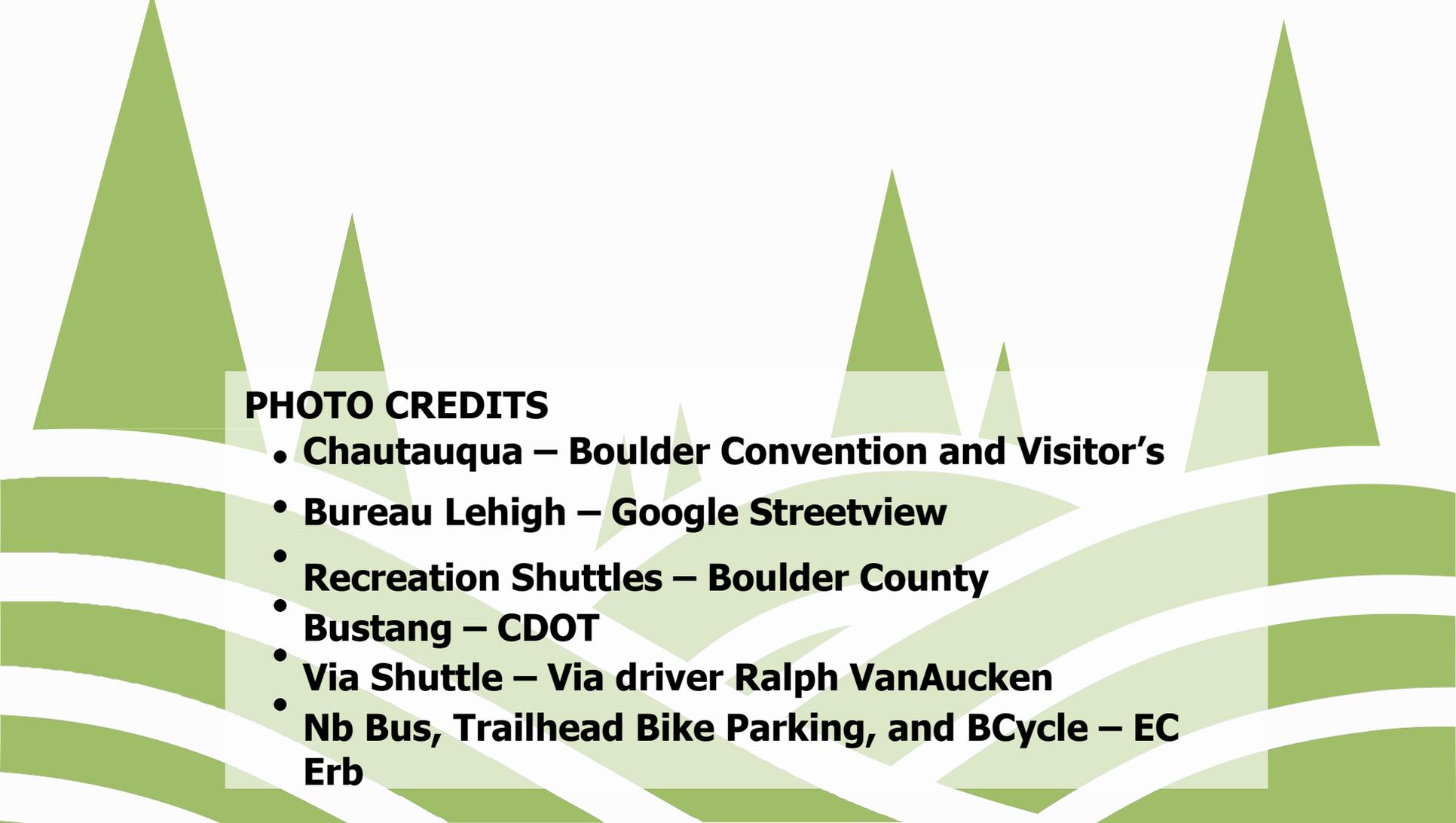
## CarSharing



CarSharing organizations provide members access to vehicles for trips on a pay-as-you-drive basis. By choosing carsharing, you have the benefit of using a car when you need it without the cost of car ownership. There are multiple plans available to fit your individual driving needs.



**Colorado CarShare** - Colorado's first carshare organization - started right here in Boulder over 20 years ago! Currently serving Boulder with over 25 locations, including the CU-Boulder campus.



## **PHOTO CREDITS**

- **Chautauqua – Boulder Convention and Visitor's**
- **Bureau Lehigh – Google Streetview**
- **Recreation Shuttles – Boulder County**
- **Bustang – CDOT**
- **Via Shuttle – Via driver Ralph VanAucken**
- **Nb Bus, Trailhead Bike Parking, and BCycle – EC Erb**

**THANK  
YOU!**

**Individual &  
Business Commuter  
Consulting  
[info@bouldertc.org](mailto:info@bouldertc.org)**

**Follow us  
<https://www.bouldertc.org>**

**Mark your calendar for our next  
Connect Boulder meeting, December  
6, 2022 (in- person!)**

**Elaine C. Erb  
[elaine@bouldertc.org](mailto:elaine@bouldertc.org)**





## **Session 3.3: TDM Strategies and Systems: TDM in Mountain Towns**

Shaida Libart and Hillary Seminick

# TDM In Mountain Towns

## MT. CRESTED BUTTE'S PERSON-BASED APPROACH

Move people. not numbers.



**Shaida Libart,  
AICP**

*Principal*  
TEI Planning +  
Engineering



**Hillary Seminick,  
AICP**

*Deputy Community  
Development Director*  
Town of Mt. Crested  
Butte



# Mt. Crested Butte's Approach to TDM in a Mountain Town



# MT. CRESTED BUTTE EST. 1973

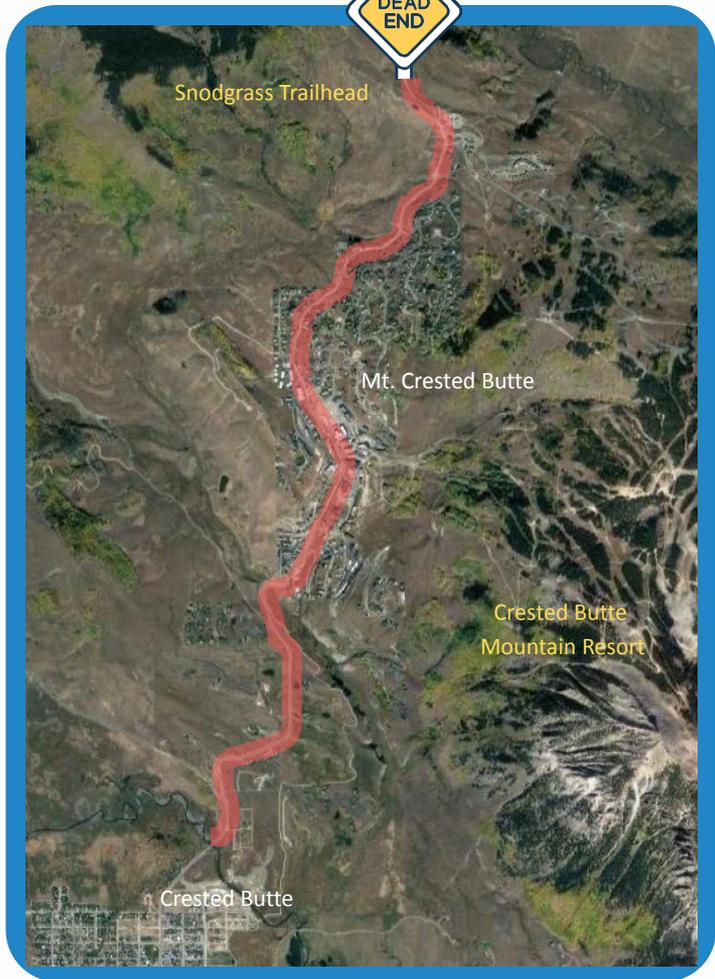


**WHEN WE THINK OF A  
MOUNTAIN TOWN  
LIKE MT. CB, THINGS  
LIKE THIS COME TO  
MIND...**



**IT IS EASY TO  
FORGET ABOUT  
CHALLENGES  
LIKE...CONGESTION.  
N.**



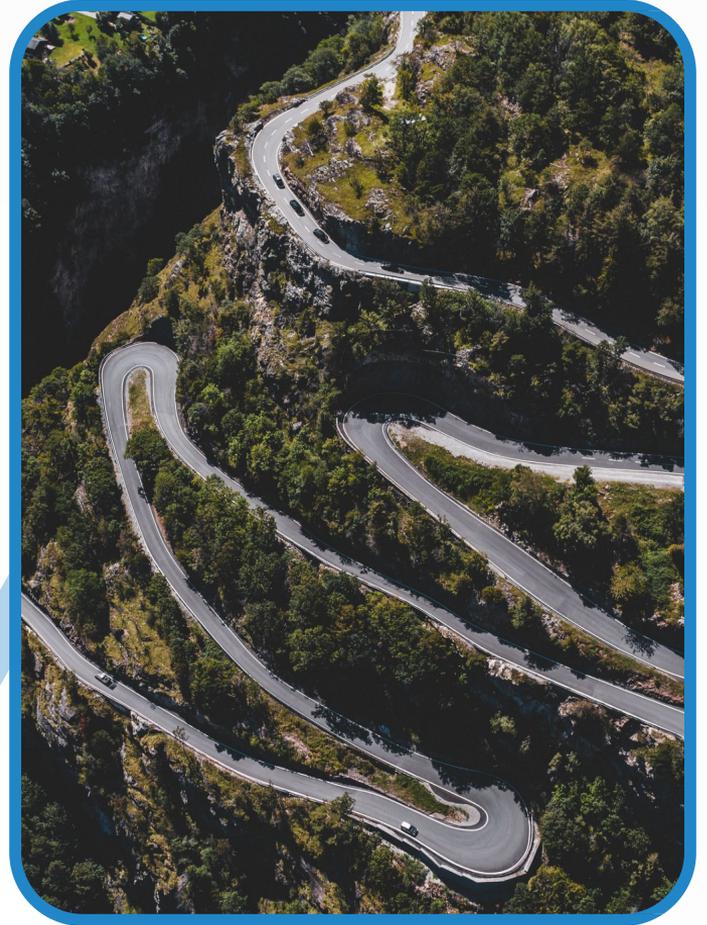


# IT'S EASY TO FORGET ABOUT THINGS LIKE...A CONSTRAINED ROADWAY NETWORK

- Gothic Rd is only in and out access
- Limited east-west connectivity
- Lack of sidewalk infrastructure
- Grade makes changes difficult



**IT'S EASY TO FORGET  
ABOUT THINGS LIKE  
...TOPOGRAPHY  
CHALLENGES**



# WHY TDM IN MT. CB?

With few infrastructure options to increase connectivity, we need to figure out how to change behaviors.





## HOW DID MT. CB APPROACH TDM?

- Not with specific goals or
- ideas Part of Master Planning
- effort

Need be creative and think out of the box



## Zoning Districts 2021



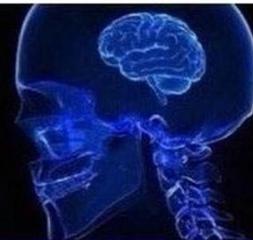
# FUTURE LAND USE MAP



# THINK EXPANSIVELY.



Master Planning process teed up TDM conversations with Town staff and stakeholders



Focus on transportation.



**Integrate transportation with land use, have broad conversations.**



**Give your team room to breathe. Untraditional TDM plans may be a great place to develop or incorporate TDM policies and programs.**



# WE DON'T HAVE MUCH DATA (OR BUDGET) BUT WE HAVE EXPERIENCE!

## Goals

*Priority TDM strategies will provide tools that:*

-  **Address Congestion:** Address today's challenges related to congestion on Gothic Road and around the Commercial Core during peak events.
-  **Champion Choices:** Expand multimodal access to destinations in the near term that give all users a range of travel choices.
-  **Enable Growth:** Prepare the Town for future growth in population, commerce, and tourism by mitigating potential impacts.

- SWOT Analysis
- Focused on experiences and people's behaviors
- Still set clear goals
- Interesting revelations

**TDM IS FOCUSED ON PEOPLE,  
SOMETIMES FOCUSING ON  
DATA CAN MISS THE NUANCE  
THAT MATTERS**

# MOVE PEOPLE, NOT NUMBERS.

## *I live in Mt. CB*

Familiarity with the mobility network



Typical modes(s) of transportation



Seasonality

All

Transportation Information

Word of mouth, social media, periodicals, community groups, mobile apps (ex: Google Maps), bus stops and schedules

## *I work in Mt. CB*

Familiarity with the mobility network



Typical modes(s) of transportation



Seasonality

All or Seasonal

Transportation Information

Co-workers, employers, mobile apps (ex: Google Maps), bus stop stops and schedules

## *I often travel to Mt. CB*

Familiarity with the mobility network



Typical modes(s) of transportation



Seasonality

All or Seasonal

Transportation Information

Social media, word of mouth, mobile apps (ex: Google Maps), bus stops and schedules

## *I visit Mt. CB*

Familiarity with the mobility network



Typical modes(s) of transportation



Seasonality

Seasonal - Likely Summer/Winter

Transportation Information

Social media, bus drivers, tourism resources and venues, mobile apps (ex: Google Maps), bus stops and schedules

**The words we use matter. Find ways to make sure the community whom you're trying to influence can see**

# FLEXIBLE IMPLEMENTATION

- Some strategies are quick and easy to implement, while others take time
- The time and difficulty do not equate to impacts

**SOME PROJECTS MAY HAVE THE POTENTIAL FOR SIGNIFICANT IMPACTS AND OTHERS MAY FACILITATE IMPLEMENTATING OTHER STRATEGIES, HELP OTHERS UNDERSTAND THAT.**

## Opportunity Areas: Catalyst & Major Moves Strategies



C1: TDM Info Campaign	1	1	I2: Mt. CB Mobility Hub
C4: Transit Access Mobile App	2	2	I4: Study Gothic Rd Design
G7: Visitor Travel Survey	3	3	I5: 6th St & Elk Ave Intersection
T2: Recalibrate Transit Services	4	4	G1: E-Bike Share Program
T6: Snowstang Extension	5	5	T5: Transit Intercept Lot
G6: Signature Mt. CB Events	6	6	C3: N. Valley Visitors App

# HURRY UP AND WAIT, THE PATH TO IMPLEMENTATION

- Conversations are starting
- Implementation can be very challenging
- What is the community saying?
- Collaboration and stakeholders are important

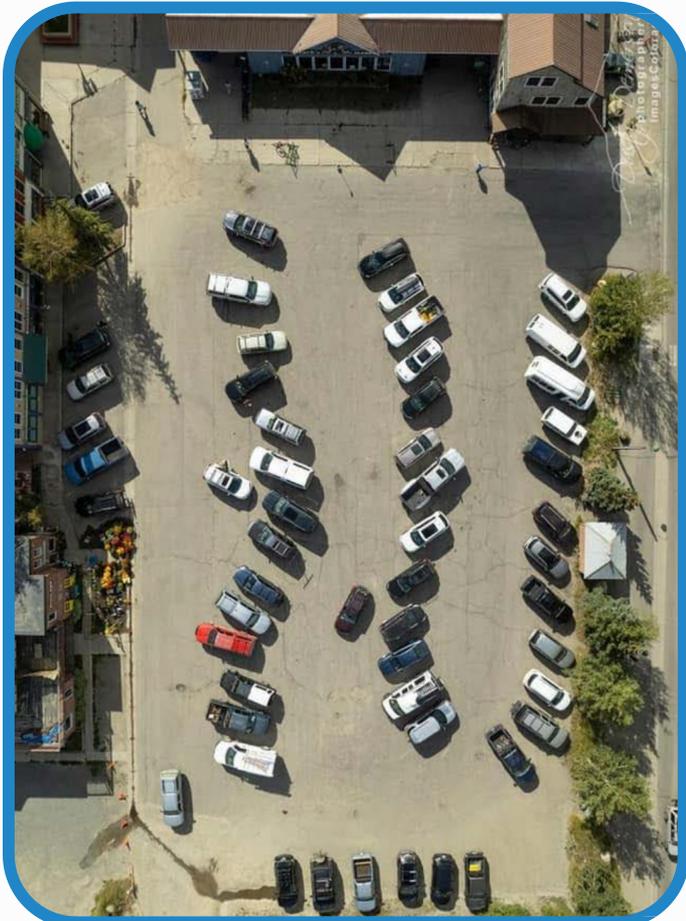


# MOUNTAIN EXPRESS



<https://www.mtnexp.org/painted-bus-gallery/>





<https://www.facebook.com/groups/prettymuchaspennparkingpolice/>

# UNDERSTAND YOUR COMMUNITY



<http://huckwagons.com/>

# WHAT DID WE COME UP WITH?



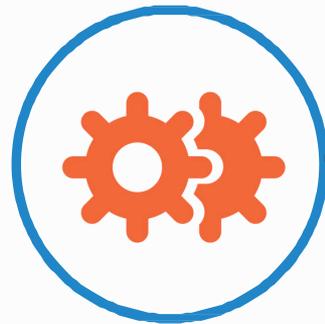
Communication



Infrastructure



Policies



Programs



Transit



## T4: Trailhead Shuttles

Category: Transit

Goals:

Addresses  
Congestion

Champions  
Choices

### Description

Establish shuttle service to the Upper Loop and Snodgrass trailheads from key destinations in Commercial Core and the Town of Crested Butte during the summer season. Similar to a new demand-response service, the Town and Mountain Express can partner with a contract operator to pilot the trailhead shuttle to develop a proof of concept and gather data about what works.

### Implementation

Mountain Express should take the lead on planning and operating trailhead shuttles. The Town can support by identifying ideal routes and stopping locations, coordinating to identify creative funding mechanisms, and promoting the shuttles.

**Partner Agencies:** Mountain Express, Town of Crested Butte, Crested Butte Mountain Bike Association, U.S. Forest Service

**Timeline:** Long Term

**Example:** Quandary Trail Shuttle  
in Blue River, CO

### Serves People Who...

- Live in Mt. CB
- Work in Mt. CB
- Often Travel to Mt. CB
- Visit Mt. CB

# CHECK OUT THE TOWN'S TDM STRATEGY!

[HTTPS://TINYURL.COM/MRZNK  
ZUP](https://tinyurl.com/mrznkzup)



**Shaida Libhart,  
AICP Principal**

**TEI Planning + Engineering**

**[shaida@trafficengineers.co](mailto:shaida@trafficengineers.com)**

**m P: 720.386.5801**

**[www.trafficengineers.com](http://www.trafficengineers.com)**



**Hillary Seminick, AICP  
Deputy Community  
Development**

**Director  
Town of Mt. Crested Butte  
[hseminick@mtcb.colorado.g](mailto:hseminick@mtcb.colorado.gov)**

**ov P: 970.943.6623 x119**

**[mtcb.colorado.gov](http://mtcb.colorado.gov)**

# CONNECTING REGIONS + RECREATION



[www.cpr.org](http://www.cpr.org)



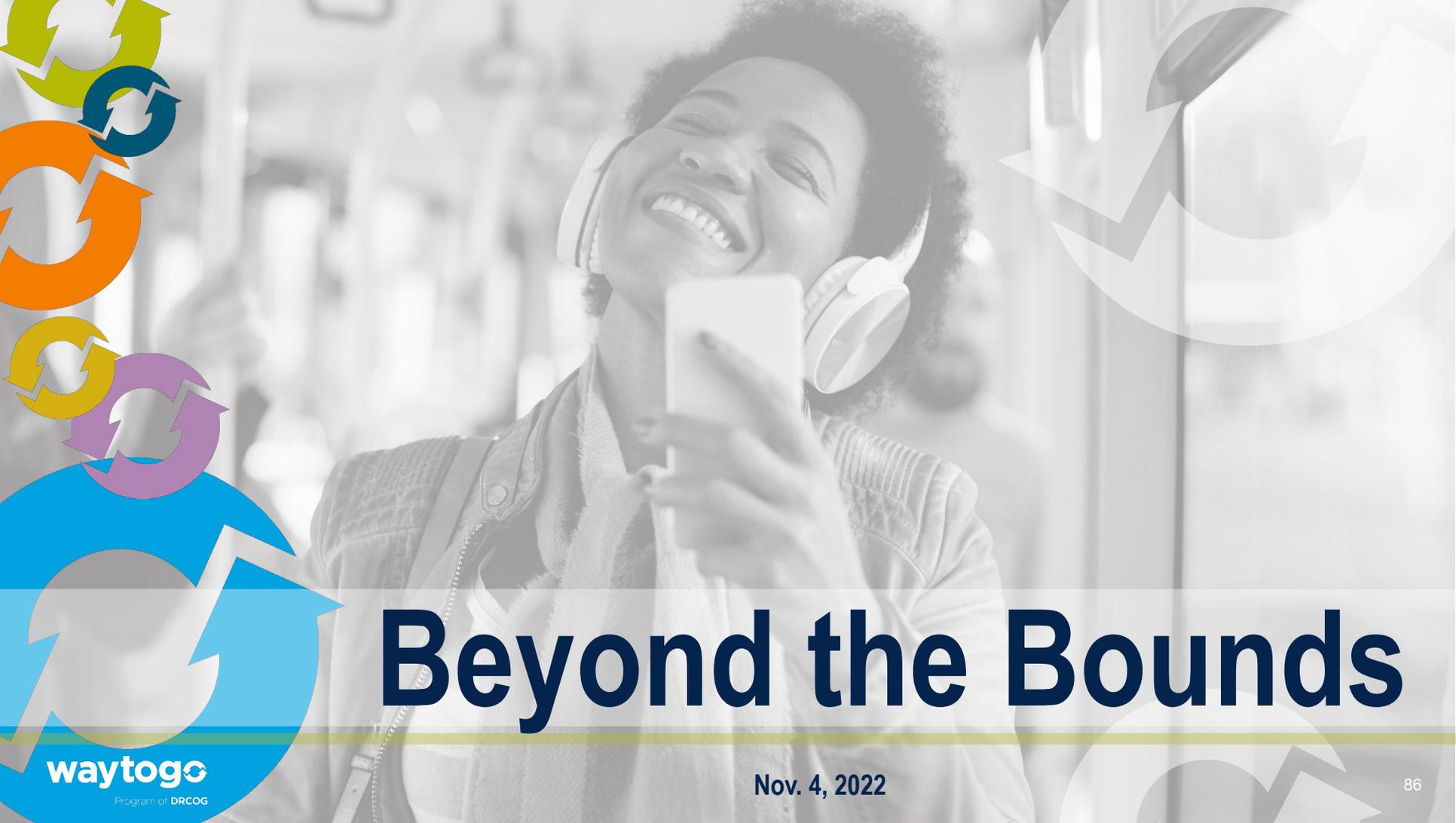
THANK YOU FROM ALL OF US!





## **Session 4: Beyond the Bounds**

Carson Priest, Elaine C. Erb and Erica Hine



# Beyond the Bounds

**waytogo**  
Program of DRCOG

Nov. 4, 2022

## Moderator



**Nisha Mokshagundam**  
Way To Go Manager  
Denver Regional Council of  
Governments



**Carson Priest**  
Executive Director  
*Smart Commute*



**Elaine C. Erb**  
Sustainable  
Transportation Planner  
*Boulder Chamber – Boulder  
Transportation Connections*



**Erica Hine**  
Senior Program Specialist  
*UrbanTrans*

## Speakers



# Way to Go

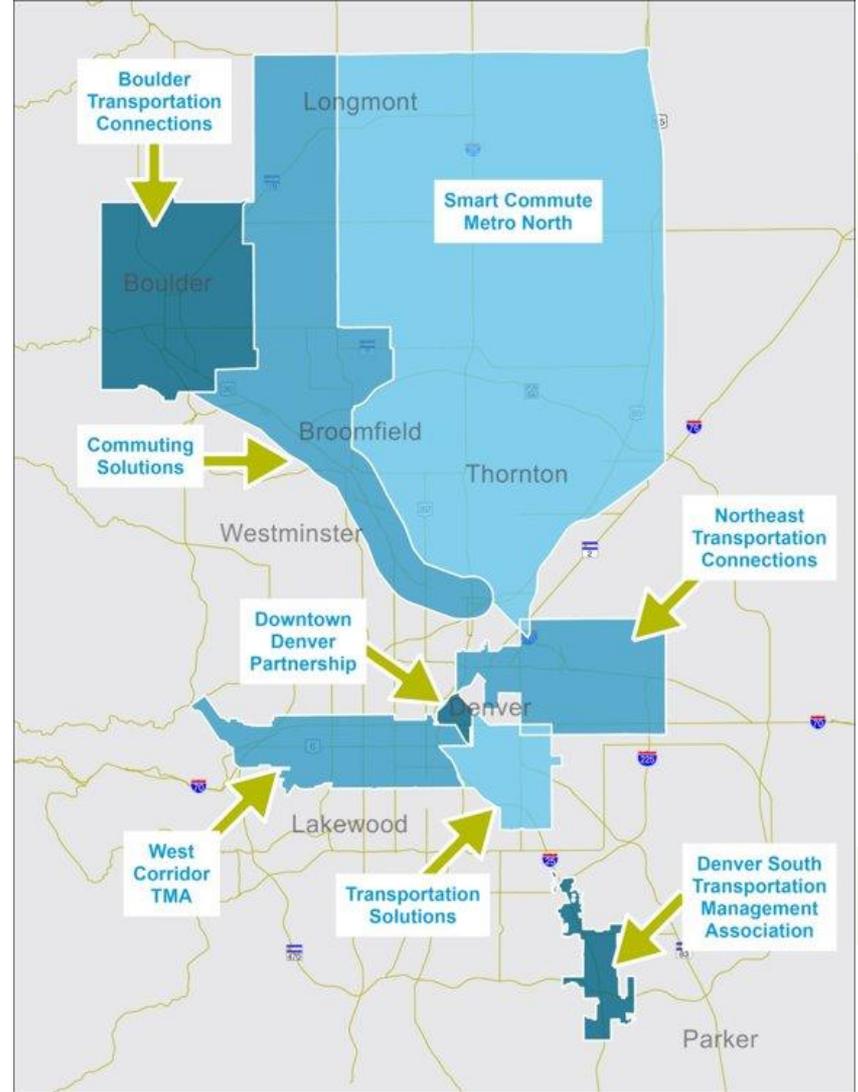
Way to Go is a partnership between the **Denver Regional Council of Governments** and **eight metro-area transportation management associations**.

- Goals: **Reduce traffic congestion** and **improve air quality**.
- Funded primarily through federal **Congestion Mitigation and Air Quality** dollars.
- The Way to Go partnership has been managing a **voluntary effort** in the region for **more than nine years**.





# Way to Go's partnership reach



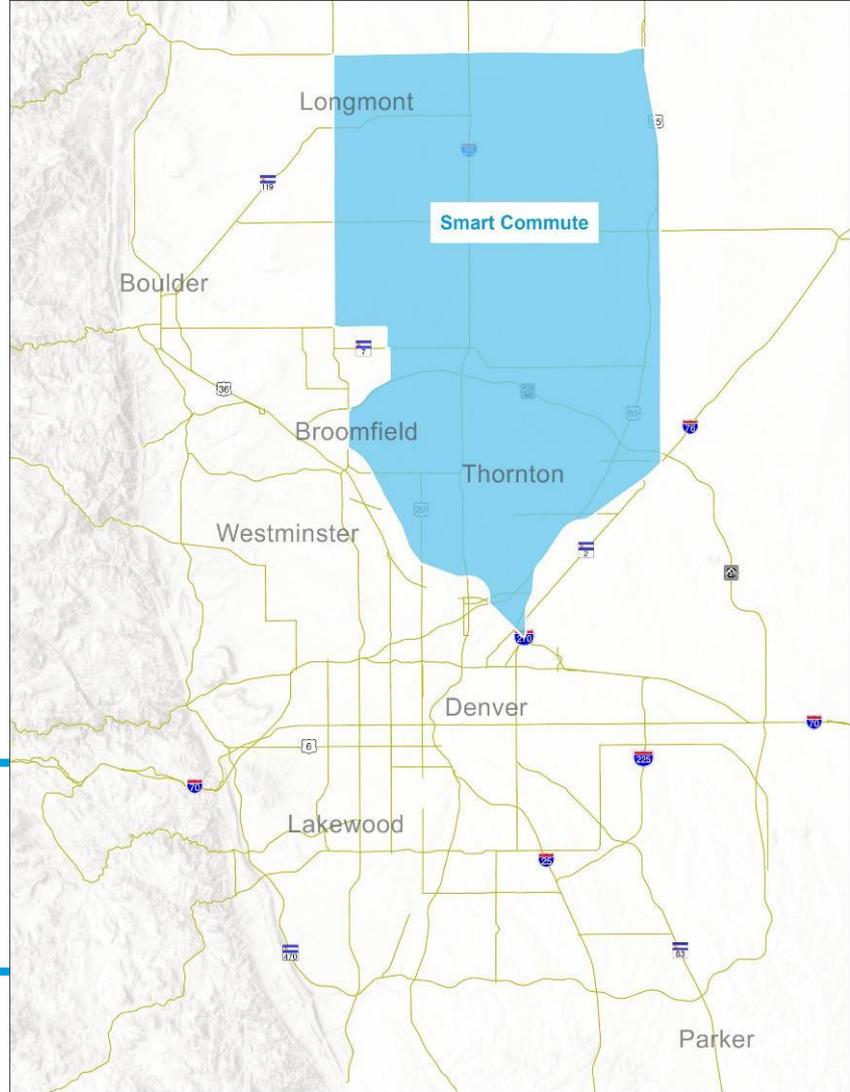
# Smart Commute



smart commute

waytogo

Program of DRCOG





# Boulder Chamber | Boulder Transportation Connections

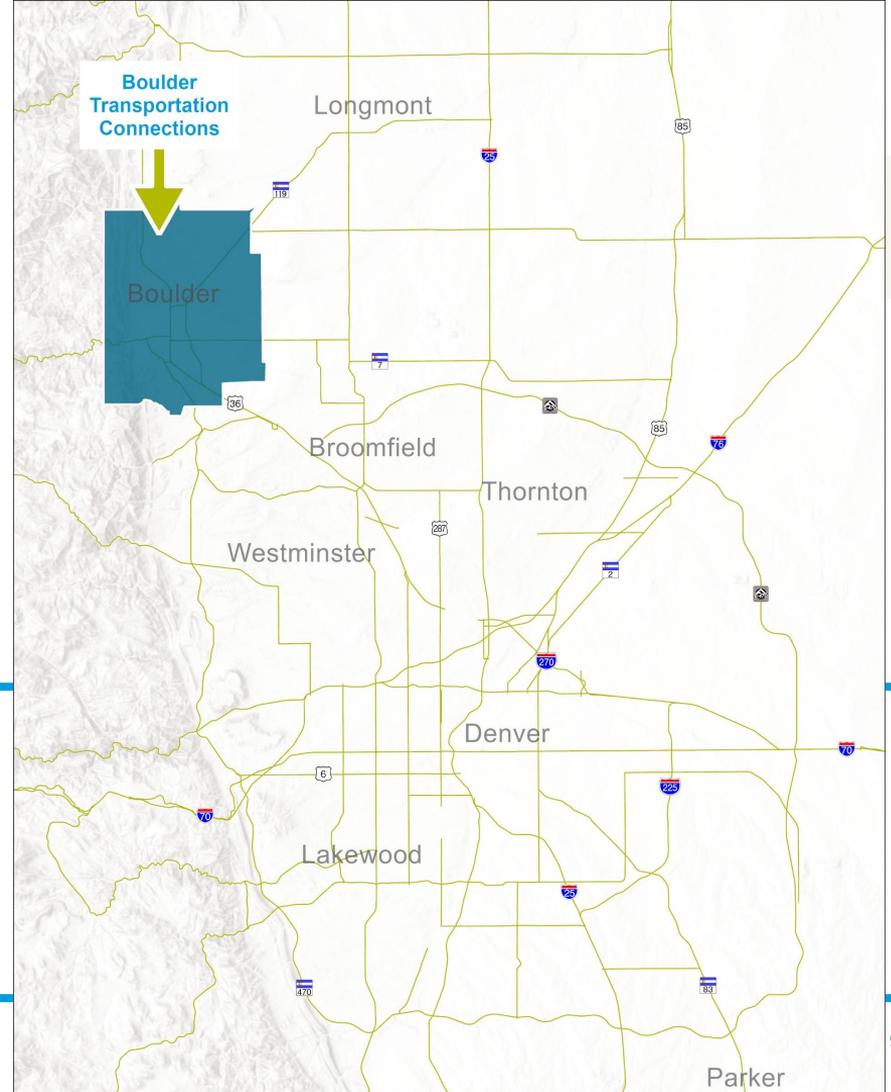
**btc**

BOULDER

TRANSPORTATION  
CONNECTIONS

**waytogo**

Program of DRCOG





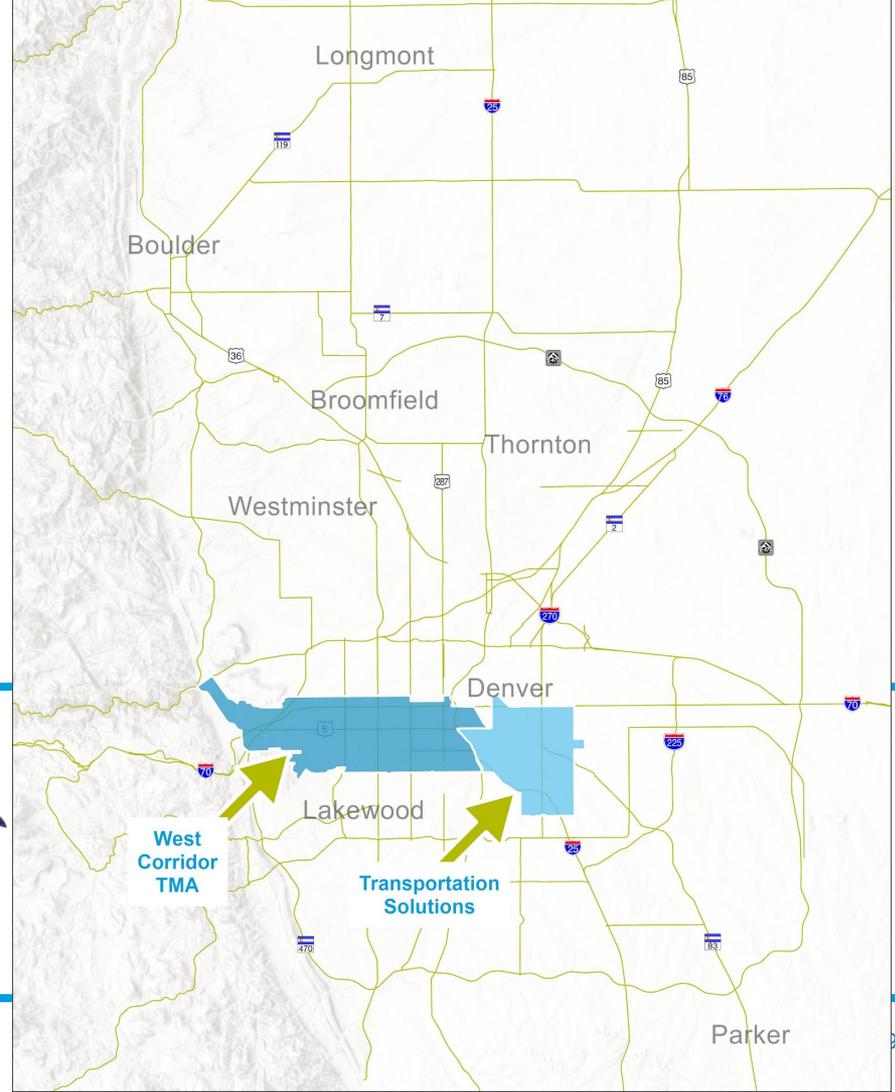
# Transportation Solutions and West Corridor

Transportation Solutions



waytogo

Program of DRCOG





# Panel discussion



**waytogo**

Program of DRCOG



# THANK YOU!

Denver Regional Council of Governments  
Smart Commute  
Boulder Chamber – Boulder Transportation Connections  
Urban Trans



# **Closing Remarks: The Role of Mobility Hubs in Enhancing Access**

Stuart M. Anderson



# The Role of Mobility Hubs in Enhancing Access

A View of Planning Efforts in Southeast Denver



Stuart M. Anderson  
Transportation Solutions  
Foundation

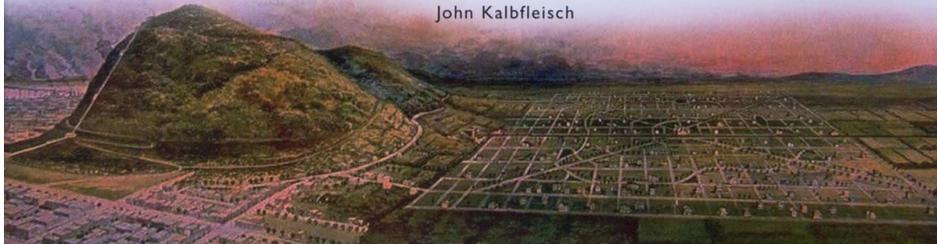
November 4, 2022

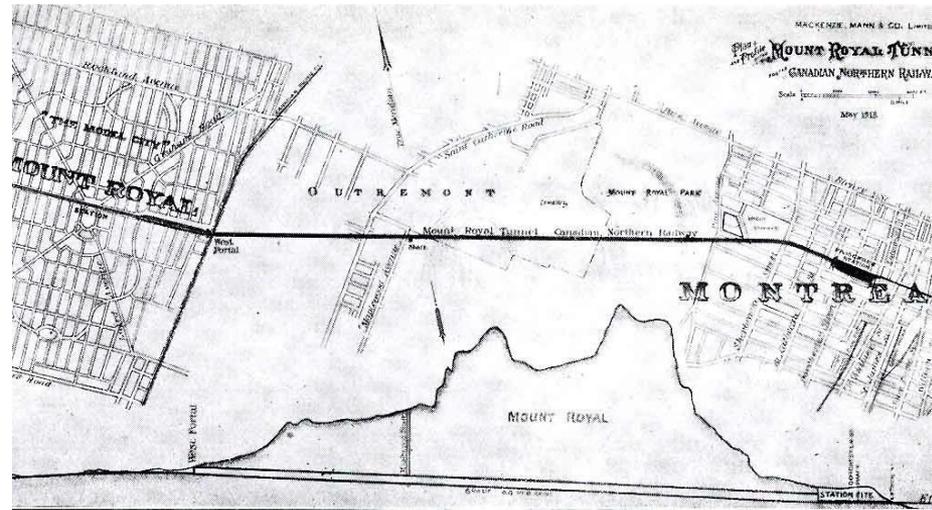
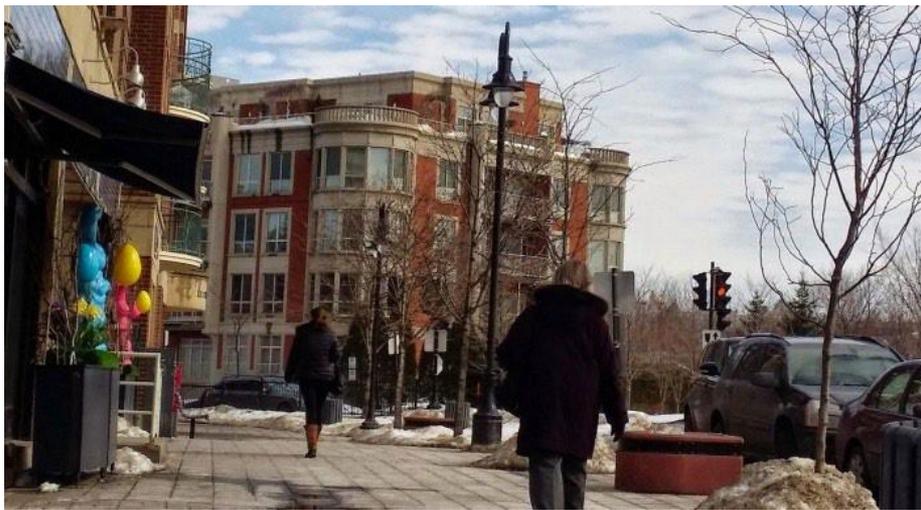
# *Le cadeau royal* *The Royal Gift*



Histoire de la ville de Mont-Royal  
A History of Town of Mount Royal

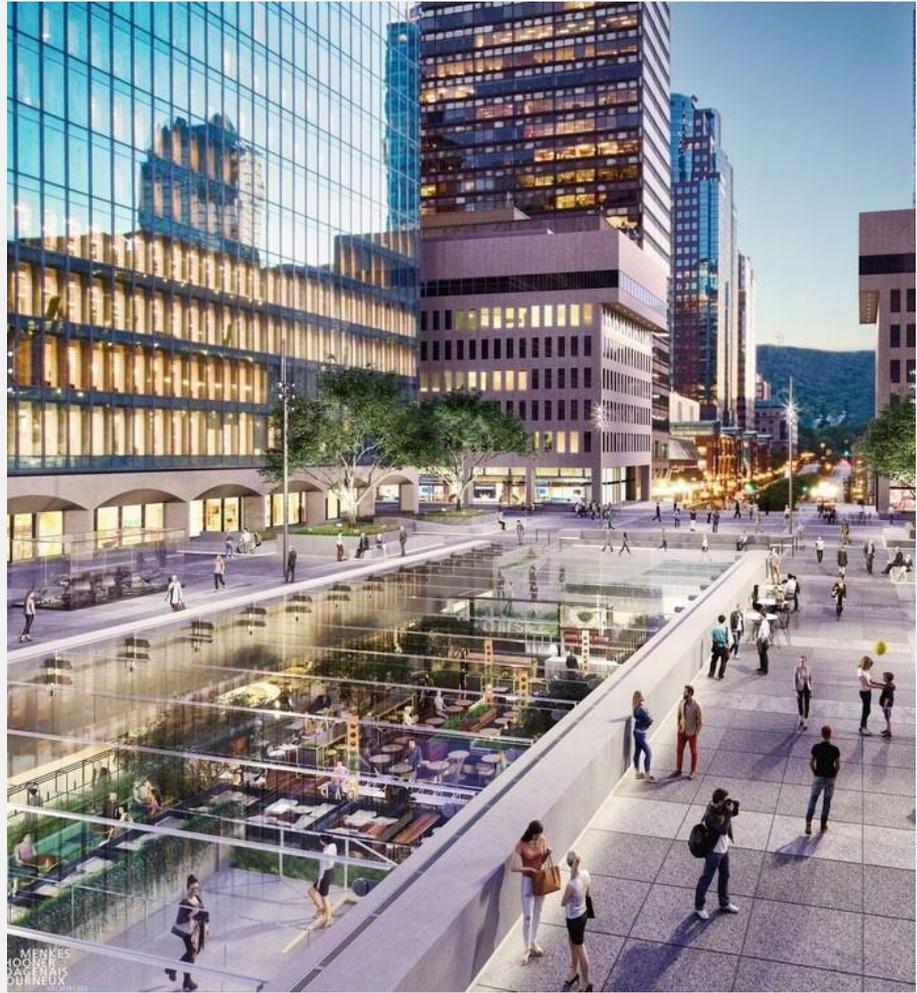
John Kalbfleisch







[www.MTLShoppingAPP](http://www.MTLShoppingAPP)  
 Trouvez nos / find us  
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 Publicité / advertising  
[marketing@montreal-souterrain.ca](mailto:marketing@montreal-souterrain.ca)



MENKES  
 SOCIÉTÉ  
 D'ARCHITECTURE  
 DUMÉNIL

# WHAT MAKES TOD WORK?

- Design for the individual
- Provide realistic travel options and connections
- Use incentives to allow for rational decision making
- Reduce the demand for parking (phase out SOV parking)
- Support amenities
- Curbside management
- AFFORDABLE HOUSING!



# DENVER REGION CURRENT

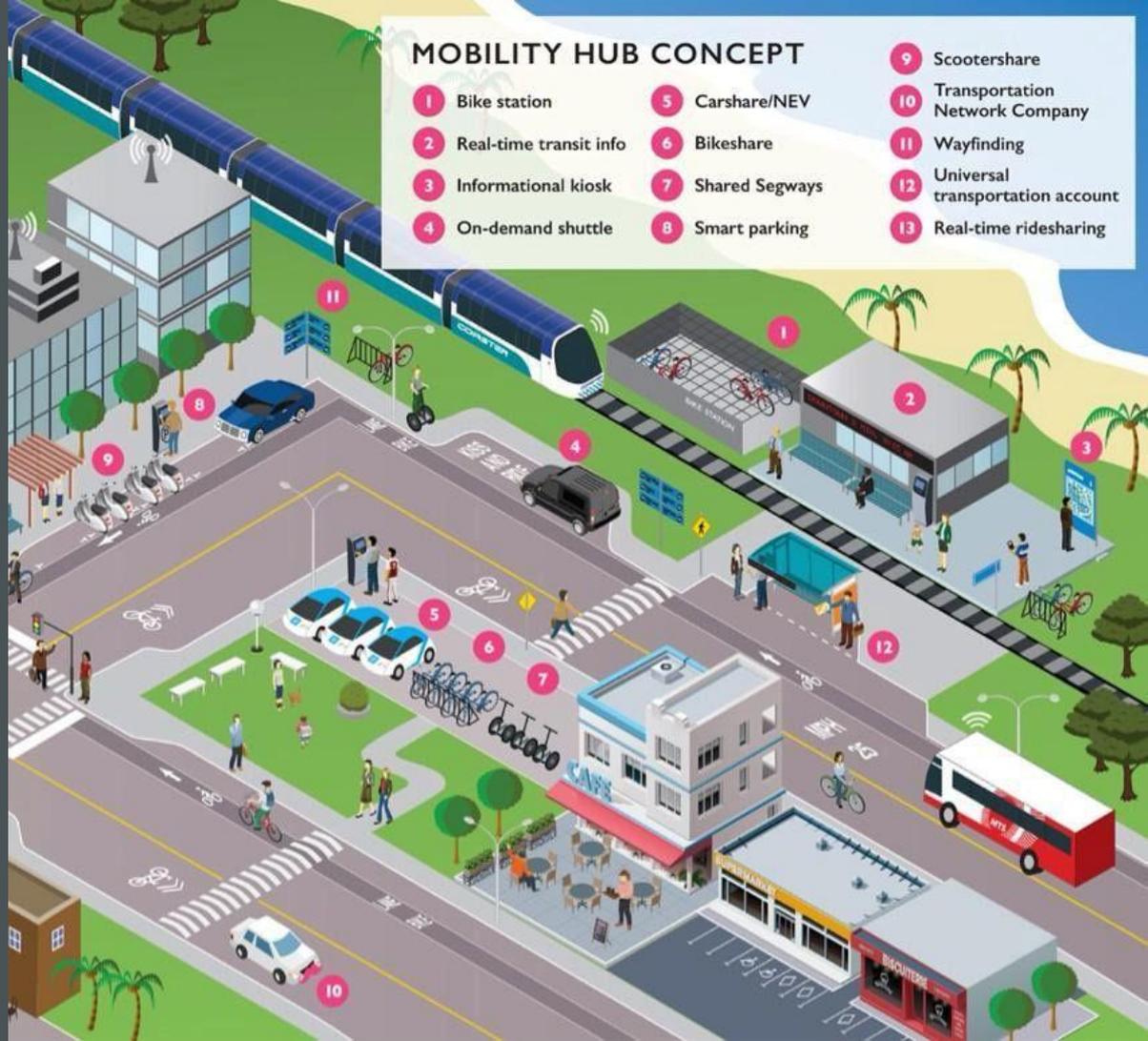
*Credit: San Diego Association of  
Governments*

Investment, Supporting Land Use, Improved Roads



# NEIGHBORHOOD MOBILITY HUBS

*Credit: San Diego Association of  
Governments*



# MOBILITY HUB CONCEPT

Centralize	Centralize mobility options at transit station
Accommodate	Accommodate multi-modal access
Manage	Manage parking resources
Make	Make transferring easy, cost effective and multi-optional
Support	Support curbside management. Support amenities. Affordable housing.



# BUILDING A GRID AND HUB NETWORK IN SOUTHEAST DENVER

## Converting (\$23m in commitments)

- DU Station (DU North)
- CO Station

## Complete

- Boulevard Neighborhood Mobility Hub (Lowry)

## Designing

- Birch & Arkansas (old CDOT site)

## Pending Design

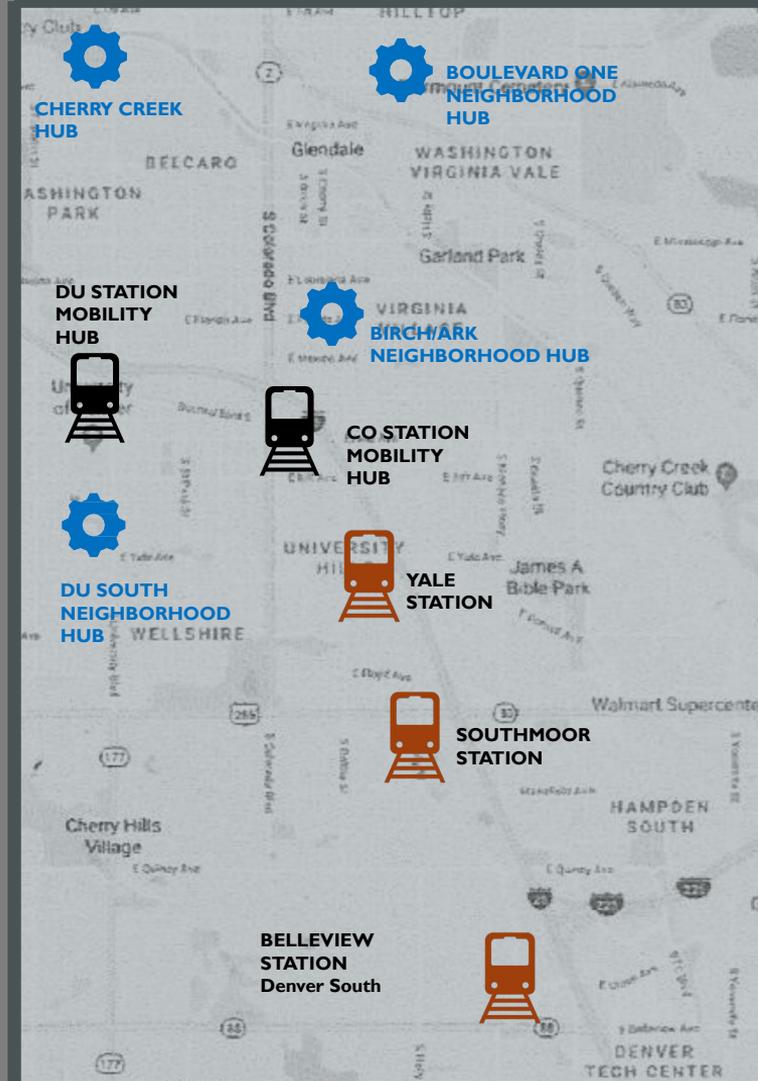
- DU

## South Completed Study

- Yale Station
- Southmoor Station
- Belleview Station

## Conceptualizing

- Cherry Creek West



# AN ENTITLEMENT TO FREE PARKING?

## DU Station

- \$10M facility with ~500 public spaces
- \$20,000 per space
  - \$132 per month (5% for 20 years)
  - **\$6.30 DAILY PUBLIC SUBSIDY**



# AN ENTITLEMENT TO MULTI-MODAL ACCESS

CO RETS P R I N C I P L E



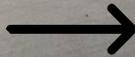
# NORTH CAMPUS MOBILITY HUB

UNIVERSITY OF DENVER STATION

Currently installing barrier separated bike lanes



Entrance  
to station



Bike share pilot and micro-transit



Installing bike shelter



~1,400 regular  
riders

DU Station Micro Transit is currently operated by MV  
Transit

# CREATING A PLAZA



Wrapping 2 sides  
of the garage with  
office and limited  
ground level retail

— delayed consideration due to COVID

# REBUILDING FOUR INTERSECTIONS AND ADJACENT ROADWAYS

## BUCHTEL & UNIVERSITY



Existing



Proposed

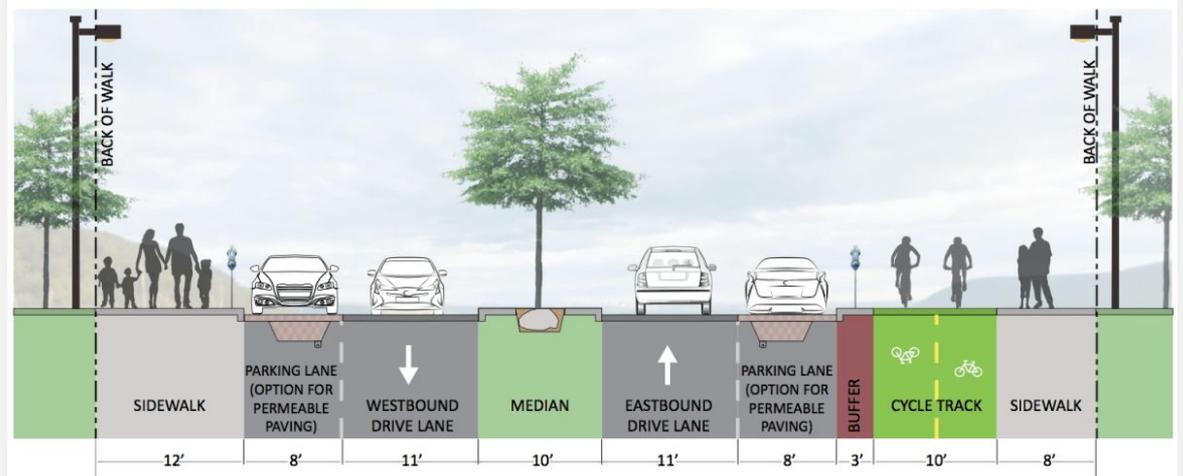
## BUCHTEL & COLORADO



Existing



Proposed



Currently in engineering design  
Construction scheduled for  
2023



Bikeway through center of campus connecting the North Campus Mobility Hub and the pending South Campus Mobility Hub

Applied for Driverless Shuttle funding (resubmit

pending) Periodic Promotional Events



# Concept Design for Lowry's 1st Neighborhood Mobility Hub

## Neighborhood Mobility Hub

The mixed-use center at Boulevard One includes a mobility hub to accommodate some 25% of people who arrive without their private vehicles. The hub includes bike racks, scooter parking, car share parking and a meeting spot for Uber/Lyft or a future shuttle. The "Flight Ride" art installation has been repurposed as a meeting spot or waiting area. Generous sidewalks provide safe pedestrian access on all sides and within the center.

The LRA consulted with Transportation Solutions, an area Transportation Management Association, with design by Norris Design and construction by Kelmore Development in collaboration with Confluent Development.

Conceptual images of Boulevard One  
Neighborhood Mobility Hub



[See more images of the Neighborhood Mobility Hub.](#)

[Click here](#) for details on all Boulevard One safety and mobility projects.



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Branded Bus Stop  
Not activated yet



# Boulevard One Mobility Hub

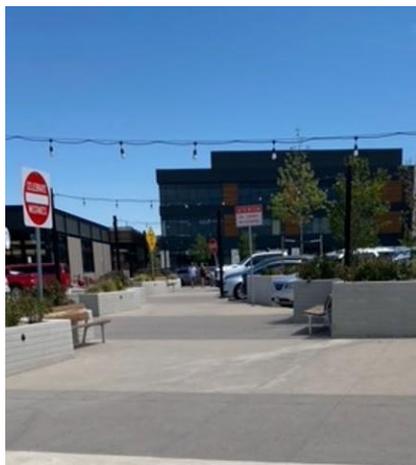
Designed with guidance from Transportation Solutions



Bike repair station and pump



EV Charging stations



Safe pedestrian walkway through the property

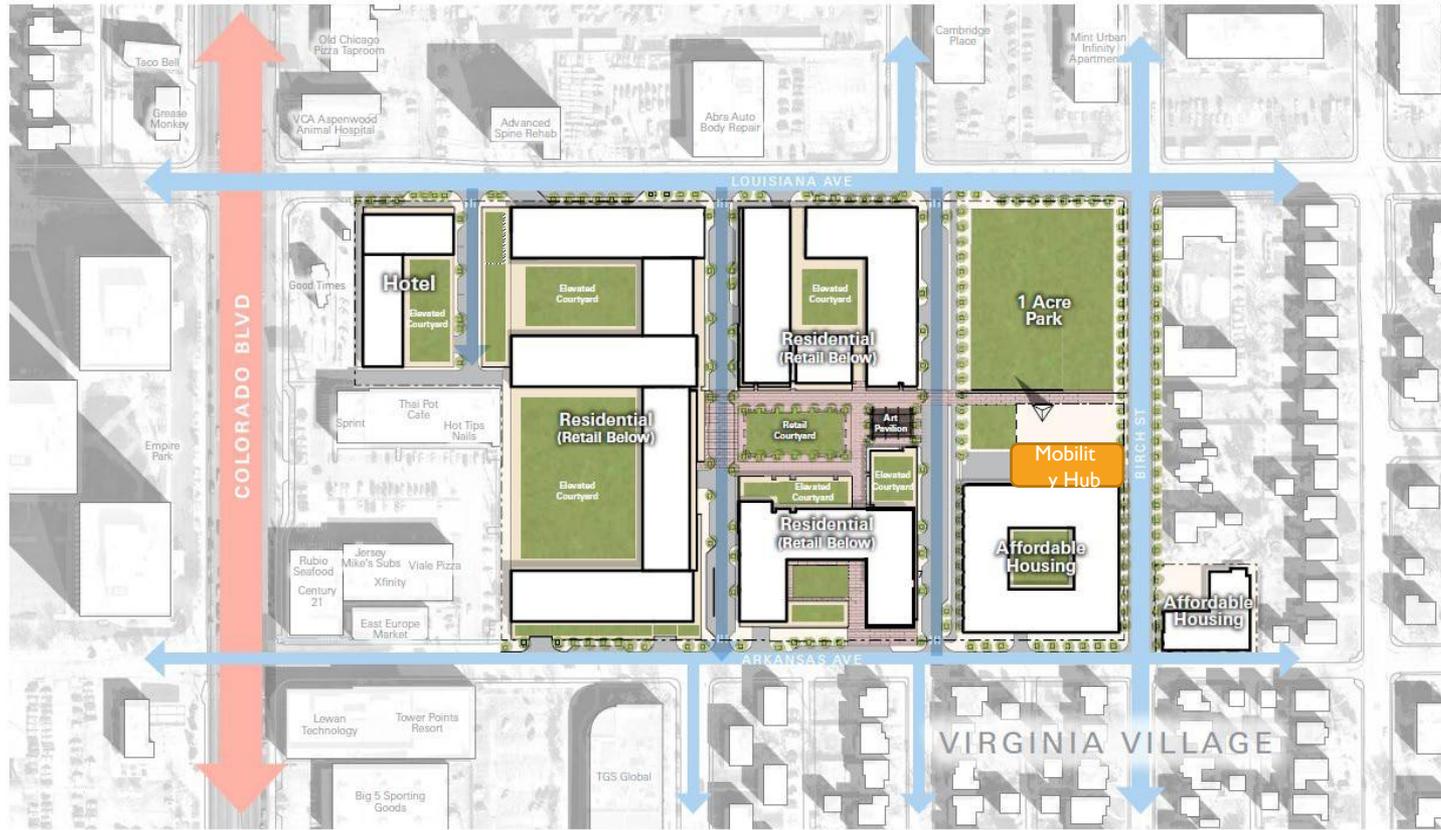


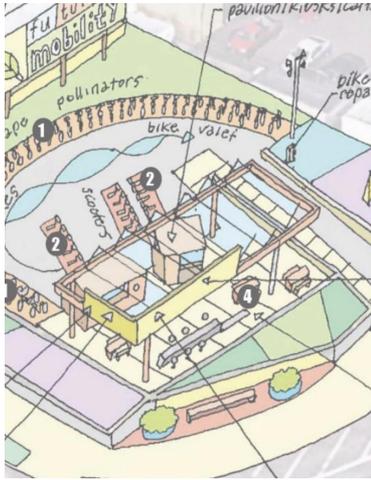
## 4301 East Arkansas Property

Mobility Hub near Arkansas  
and Birch



# Conceptual Site Plan





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# IDEAS FOR CHERRY CREEK





## CASE EXAMPLE: CLAYTON LANE

10 cents per square foot  
assessment  
= ~\$34,000 annually

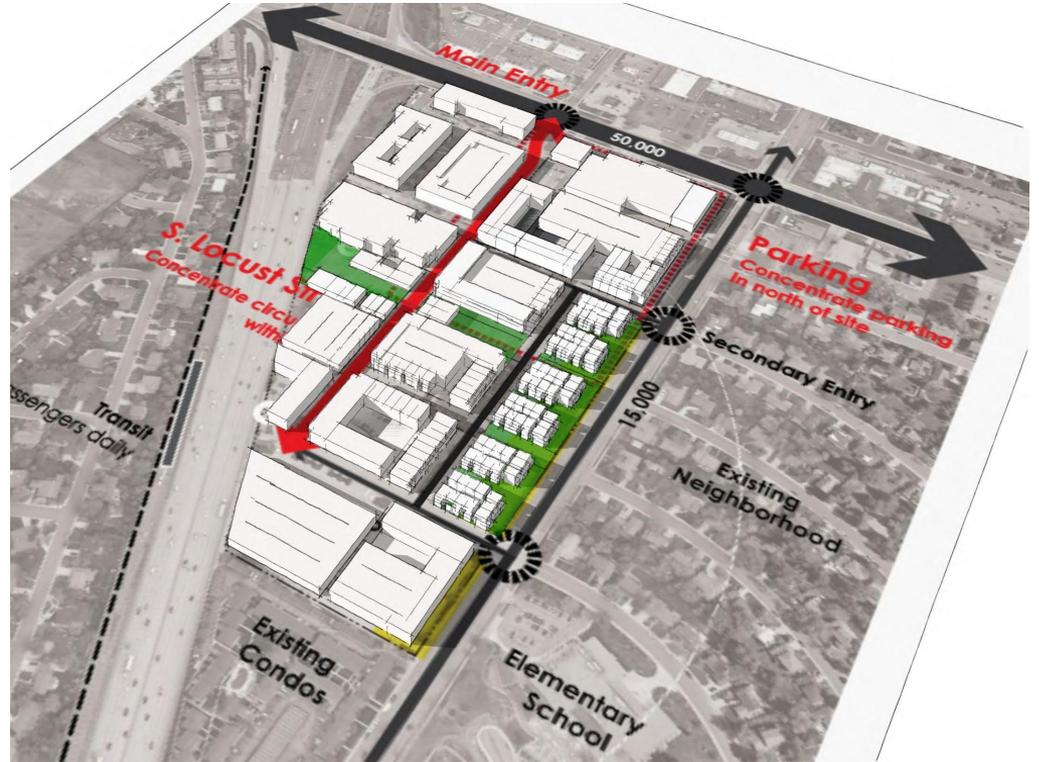
Valet Bike Station  
= 151 regular users (Mostly  
Janus/Henderson  
employees)

Free transit pass  
= JW Marriott had 94% non-SOV

Active promotion of  
transportation options



# SOUTHMOOR STATION



Credit:  
Stantec

## Potential Development Plan Phase 2

- RTD Property Development
  - Development Partnership with RTD
  - 85% Parking Reduction with Potential Circulation Updates
- Multifamily Wrap with Structured Parking and Townhome Frontage
  - 12 Townhomes
  - 107 Multifamily Units
  - 112 Parking Spaces







3D Mockup