



List of TDM Strategies for the I-70 Mountain Corridor (Implemented and not implemented)

April 12, 2016

511

- Improve 511 System
- Manage phone based information system

Interagency training program

- Training to enhance coordination for responding agencies

"Got Chains" Program

- Education on chain and traction law

Allow fines collected on the corridor to be utilized for increased enforcement on the corridor

- TDM/Enforcement

Build Campaign awareness

- Promote the available services and information

Carpool/vanpool formation/matching

- Carpool/vanpool formation/matching

Carrier Coordination

- CMCA effort to reduce CMV incidents on the corridor

CB Wizard

- Radio broadcast device that transmits prerecorded or on-site messages to truck drivers

Chain station - educate users and increase enforcement

- Increase chain station enforcement

Change/improve the "safety culture" of the corridor

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Commercial Motor Vehicle Safety Management

- Hold CMV traffic according to weather patterns and CMV size

Continued stakeholder interaction

- Continued monthly corridor coordination meeting

Convert day trips to overnight stays

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Convert single-occupancy vehicle commuters to high-occupancy travel and/or public transportation

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Convey to public costs and benefits of avoiding peak hour travel

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Coordinate with resorts to encourage alternate travel times

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Coordination with Media

- Staging areas for media to set up and ask questions during large scale incidents

CoTrip



Manage internet website

Create CoTrip enhancements including alternate routes

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Create editorial content and syndicate a series with interesting characters conveying corridor travel information

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Create incentives for cars to get off I-70 during peak periods

Peak Times Deals-discounts at local businesses during peaks to encourage peak spreading

Deploy additional DMS and HAR to provide en-route traveler information

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Deploy additional sensors at critical locations to improve accuracy of travel information

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Develop a bar code that prohibits text message transmittals in automobiles

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Develop a reporting mechanism allowing stakeholders to report road condition data

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Develop enhanced traveler information marketing campaign

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Develop incentive program to encourage travel off-peak

Develop incentive program to encourage travel off-peak

Develop partnership to create ski pass programs that limit dates or times

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Develop proactive education for truckers on chain law and corridor conditions

TDM/Education

Develop program to coordinate ride with guaranteed return trip

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Develop programs that punish bad and reward good behavior

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Develop protocols for operation of the ITS devices of other agencies

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Develop public information campaign to emphasize to passenger vehicle drivers that fines exist for inadequate tires

TDM/Education

Develop public information campaign to raise awareness about existing and developing I-70 info tools

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Develop reporting mechanism for road conditions

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Develop secure interface to provide access to raw road data for stakeholders

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Develop stakeholder interfaces

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Develop/expand smart phone applications and increase marketing of current traveler information

Deliver a smart phone app with increased marketing of current information, including COTRIP and 511

Develop/expand smart phone mobile applications



Develop/expand smart phone mobile applications

Disseminate high truck accident location data

TDM/Public Information

Disseminate transit traveler information

Disseminate transit traveler information

Driver education

A guide for CMV operations

Driver education

Driver education and expanded winter driving campaign

Encourage drivers to better equip their vehicles with adequate tires and traction devices

Enhance partnerships with rental car community

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Establish employee flex schedules to allow midweek recreation travel

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Establish performance requirements and criteria to manage and operate ITS; and monitor, measure, and report system

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Establish reservation system to travel during peak periods

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Expand "Casino Model" for customer travel programs

Limited to applications of ski train or p-n-r bus operations

Expand collaboration with rental car companies over winter driving equipment and education

TDM/Education

Expand existing social media platforms to foster a sense of community and encourage positive traveler behavior

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Expand methods to distribute current condition information and corridor driving tips to drivers while they are on the

TDM/Public Information

Expand state-wide campaign against distracted driving

TDM/Education

Expand trucker education programs and offer enhanced information stream

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Focus restrictions on westbound (WB) travel to maximize economic benefit

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Heavy truck management strategies

Truck management

Implement shipper management working group to coordinate off-peak use of corridor

Seek into the trucking to be moved to off peak hours

Implement transit promotion and incentives

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Improve communication of chain requirements to truckers

Improve communication of chain requirements to truckers

Incident Commander

Located at the EJMT to monitor the corridor and perform traffic management activities



Increase driver education for snow and mountain conditions

TDM/Education

Increase enforcement of unsafe speeds and condition violations

TDM/Education

Information Kiosks

Real-time information at truck stops

Initiate a Transportation Management Organization (TMO) to develop TDM, education, and outreach

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Initiate voluntary car inspections

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Internal and external corridor communication

Two-way information sharing between CDOT and other stakeholders

Make historical traffic data readily available to the general public in an easily understood format

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Manage the volume of vehicles moving onto the corridor

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MDSS Corridor application

AVL and RWIS System

Media and Public Coordination

Staging areas for media to set up and ask questions during large scale incidents

Non-highway improvement strategies from the PEIS/ROD

Agreement/Study

Non-Tolling Pricing

Pay as you drive, variable registration fees, visible parking costs, car sharing, variable port access charges for heavy vehicles

Offer communication Touch Point Kiosks at park and rides, resorts, rest areas, etc.

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Offer driver training program for I-70 conditions to inexperienced drivers

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Offer employee transit and commuting opportunities from lower cost to higher cost areas

Offer employees options to carpool to work locations

Offer special event messaging

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Offer/Promote New Travel Options

Offer Discounts and programs to provide alternatives to the private automobile

Parking management at destinations

Parking management at destinations

Partner toward programs to package resort visits

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Preferential parking

Preferential parking

Programs for improving truck movements

Programs for improving truck movements



Promote high-occupancy travel and public transportation

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Promote safe driving on I-70

Offer discounts, promotions, information, and advertisements to encourage and facilitate safe driving

Provide direct, secure access to CCTV images and other data for stakeholders and partners

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Provide safety information at visitor centers and rental car companies

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Provide tools/programs to address "following too closely" driver behavior

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Public education program

Education to the public to help understand incident procedures

Public Notification Methods

A method to disseminate messages to the public through 511, COTRIP and other social/media

Publicize and market information on fines and statutes

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Seat Belt Law

Law to require front seat passengers to wear safety belts whenever a truck is operating

Seek voluntary compliance for keeping SMVs out of left lane

TDM/Education

Shift passenger and freight travel demand by time of day and day of week

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Shipper/trucking management working group and streamlining

Encourage truck companies and their corresponding receivers to schedule deliveries and through travel during off peak

Smart phone app discount program

Rewards program for not being on I-70 during peak times via the use of an app

Subsidized transit passes

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Support P3s for the creation of destinations where travelers would be willing to wait out peak traffic

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Survey and research I-70 traveler and stakeholder information needs

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Transportation Management Program (TDM, Transportation System Management, ITS)

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Travel Demand Management

Strategies used to encourage drivers to change travel patterns and behaviors

Traveler information and marketing

Traveler information and marketing

Traveler information and other information technology systems

Traveler information and other information technology systems

Truck driver education

Better inform truck drivers and increase awareness of corridor travel challenges



Truck maps

Create and distribute more Colorado Truck Parking maps

Truck Operations Improvements

Pullouts, parking, and chain stations

Truck shipper/delivery management

Collaborate with CMCA to streamline truck deliveries within mountain communities

VPN

Direct internet link for various government agencies and business establishments

Web Integration (CoTrip)

Integrate information into COTRIP

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