



DENVER
THE MILE HIGH CITY

Denver's Transportation Demand Management (TDM) Program & Planning Effort

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- What is TDM?
- Denver's TDM Program
- Denver's TDM Plan
- Next Steps



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Transportation Demand Management (TDM):

strategies that **shift** the **how, when, and/or where** of people's travel **behavior** to increase system efficiency, reduce single occupancy vehicle (SOV) trips, and achieve specific planning goals.

Here are 200 people in 177 cars



Denver's TDM Program

Existing Businesses & Buildings:
Ex. City Employees
(ETC & Survey) & TMAs

TDM for Capital Projects:
Ex. Central 70, 41st & Fox,
NWSS & Brighton

New Development:
TDM Plan

Mobility Action Plan

Denver Moves Plans

Sustainability Goals

Blueprint Denver

Strategic Parking Plan

Regional & Partner Plans



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Denver's TDM Plan



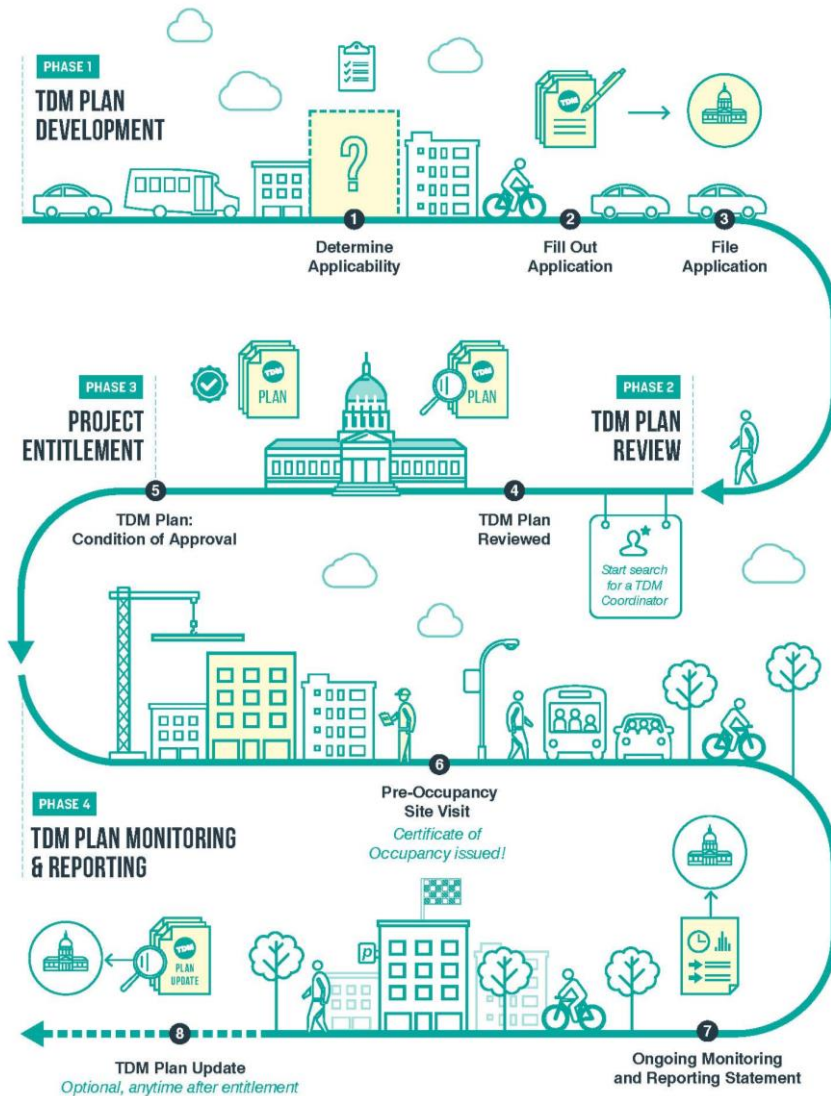
DENVER
COMMUNITY PLANNING
& DEVELOPMENT



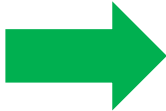
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DENVER DEVELOPMENT SERVICES



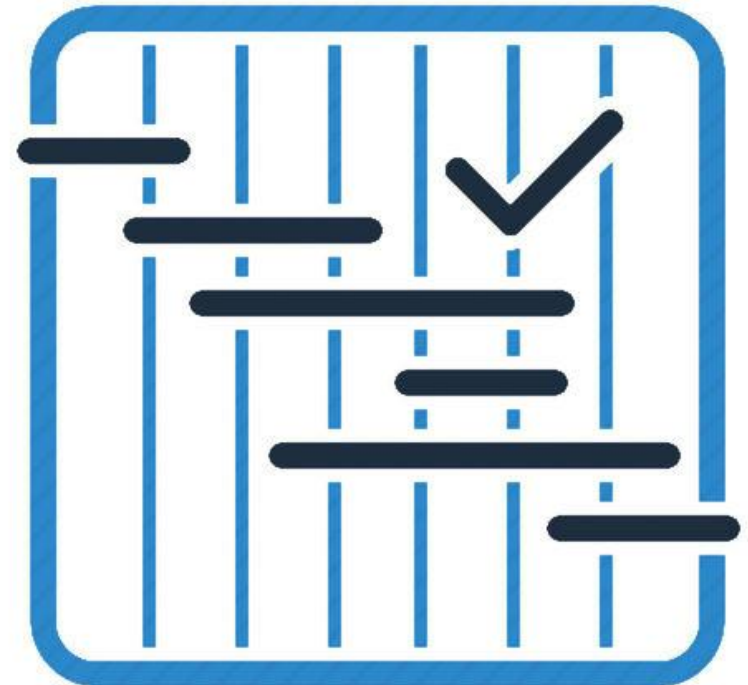


- Small Lot
- Expectations
 - TDM +/-
- Monitoring & Audit Process
 - Authority & Consistency
- Results
 - Electronic Tool
 - Path to Implementation & Regulatory Changes
 - Benefit all “Legs of Stool”

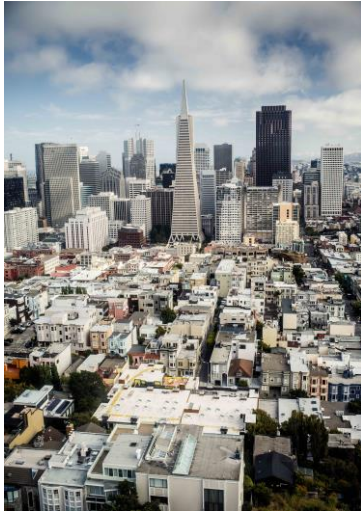
1. Establish TDM goals
 - Review existing plans, internal stakeholder input, estimate realistic impacts
2. Review applicable peer and academic research to identify potential strategies and incentives
-  3. Conduct stakeholder engagement
4. Develop draft recommendations
 - Create draft web-based TDM pool
 - Confirm with public stakeholders
5. Create deliverables and final plans
 - Create final web-based TDM tool
 - Propose necessary regulatory framework
 - Manage ongoing administrative process

Anticipated Completion – Q2 2019

- Technical Advisory Committee – Monthly
- EMT – July
- LUTI – Today
- 1x1s
- Focus Groups
- Steering Committee Meetings (2)
- LUTI
- Public Meeting to Present Results
- Potential Stakeholders
 - City Agencies (ex: PW Leadership)
 - Council
 - Transportation Agencies: RTD, CDOT, etc.
 - TMAs
 - Development Community (From Financers to Property Managers)
 - Parking Operators
 - TNCs & “New Mobility” Operators
 - Anyone Else?



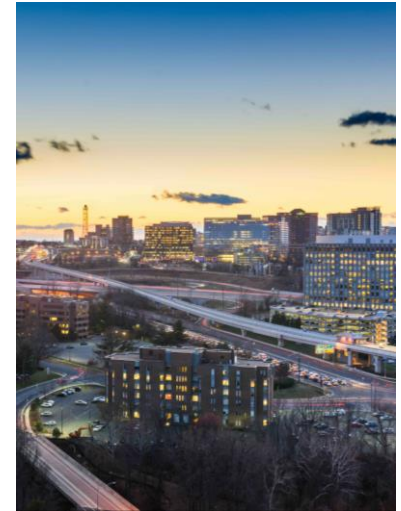
- How should requirements vary by land use, if at all?
- How much flexibility should be provided?
- What resources should the city provide?
- How long are requirements in place?
- Who implements?
- What is the enforcement mechanism?
 - How are changes in ownership handled?



San Francisco



Montgomery County, MD



Fairfax County, VA



Cambridge, MA

Integration with Parking



Rochester, MN

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