

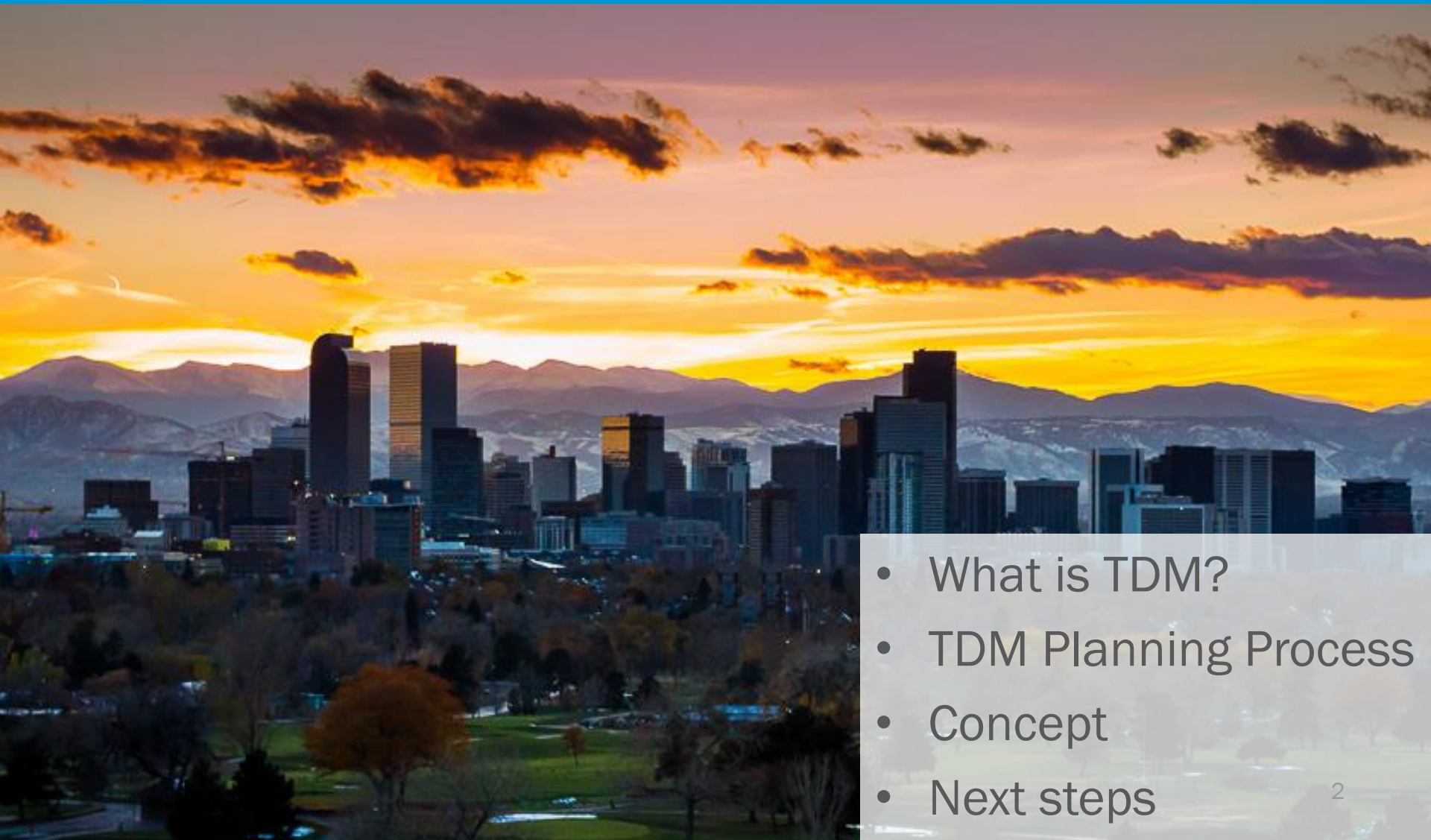


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THE MILE HIGH CITY

# **Denver's Transportation Demand Management (TDM) Plan**

*Promoting alternative transportation  
choices*

Zack Wallace Mendez  
Denver Public Works



- What is TDM?
- TDM Planning Process
- Concept
- Next steps



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# What is TDM?



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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.





Amount of space required to transport the same number of passengers by car, bus, or bicycle.

Event info at [www.facebook.com/Urban.Ambassadors](http://www.facebook.com/Urban.Ambassadors) - Photos by [www.tobinbennett.com](http://www.tobinbennett.com)

(Des Moines, Iowa - August 2010)

- Tool in the toolkit to help achieve 50% SOV, 30% walk/bike/transit goal (Mayor's Mobility Action Plan & Comprehensive Plan 2040)
- Helps mitigate impacts of growth
- Lowers harmful emissions
- Increases options for our residents
- Health benefits
- Advances Plan recommendations  
(Blueprint Denver, Comprehensive Plan 2040, Denver Moves: Transit, Mayor's Mobility Action Plan)

## Transportation Demand Management



### Services



Transit (RTD)



Microtransit (RTD FlexRide)



Car Share (ZipCar, car2go)



Shuttles



TNCs (Uber + Lyft)



Micromobility (scooters/bikes)



### Infrastructure



Curb Management



Bicycle Parking



Transit Stop Enhancements



Bicycle Repair Stations



Wayfinding



Showers/Changing Facilities



### Parking Management



Paid Parking



Unbundled Parking



Preferential Parking



Discounted Car-Pool Parking



Car-share Parking



### Subsidies



Transit Pass Discounts



Car-share Membership Discounts



Bike-share Membership Discounts



TNC Discounts



Micromobility Credits



Direct Payment to Service Providers



### Education



New Resident/Employee Welcome Kits



Information Kiosks



General Marketing



Bicycle Workshops



Websites/Apps



Trip Planning Assistance<sup>7</sup>

- Cambridge, MA
- Montgomery County, MD
- Fairfax County, VA
- San Francisco, CA
- Los Angeles, CA
- Pasadena, CA
- Portland, OR
- Seattle (and the State of Washington)





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# TDM Planning Process





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# Draft TDM Concept

# What is the draft concept?

- City-wide regulation with requirements that vary by development type.
- Developers are required to implement and monitor their own programs and report results to the City.
- Two-tiered system of requirements.
- Requirements remain tied to property – responsibility to maintain TDM program transfers to new owners.

## Tier 1

- Identify and construct infrastructure on site or off site
- Assign a transportation coordinator (TC)
- Provide regular reports to the City
- Encourage joining a TMA if one serves the area
  - Can assist with implementation

## Tier 2

- **Tier 1 requirements**
  - + Identify and implement programmatic strategies
  - + Conduct surveys to measure TDM program impacts
  - + Achieve designated SOV commute rate

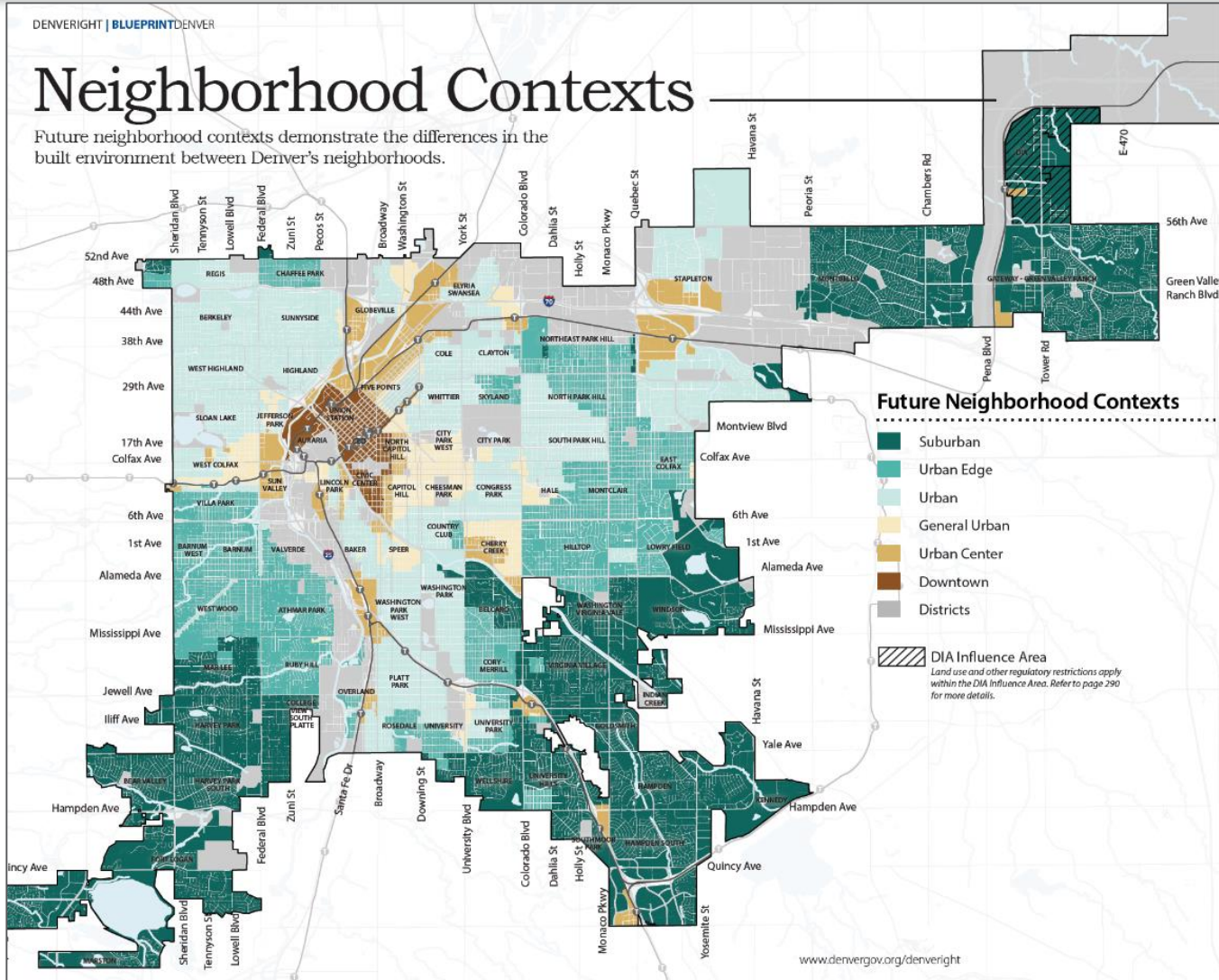
Land Use	Tier 1	Tier 2
Residential	25 to 44 units	45+ units
Commercial	20k to 49.9k SF	50k+ SF



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## Neighborhood Contexts

Future neighborhood contexts demonstrate the differences in the built environment between Denver's neighborhoods.



- Menu of strategies based on:
  - Context
  - Building use
  - Available transit service
  - Proximity to active transportation infrastructure
  - Equity components

## Tier 1

- Annual report with:
  - Transportation Coordinator (TC) contact information
  - Verification that infrastructure is being maintained

## Tier 2

- Conduct biennial commute surveys
- Annual report with:
  - TC contact information
  - Verification that infrastructure is being maintained
  - Verification that programmatic strategies are being implemented
  - Survey results

- No plan = no construction permit and/or CO
- Failure to provide annual reports, implement programs, or maintain infrastructure:
  1. Reminder of obligations
  2. Second reminder of obligations and outreach from a TMA
  3. Fines
- Failure to achieve SOV goal for Tier 2
  - Require additional spending on incentives
  - Would need city-wide data to assure goals are reasonable



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# Next Steps



- LUTI presentation
- Finalize concept and develop web-based tool
  - Continued outreach
  - Implementation



LUTI

Finalize draft /  
create final plan

Develop tool

Outreach



Implementation

Fall  
2019

Winter  
2019/2020

Spring  
2019

