

TDM Strategies in Downtown Denver



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August 11, 2011

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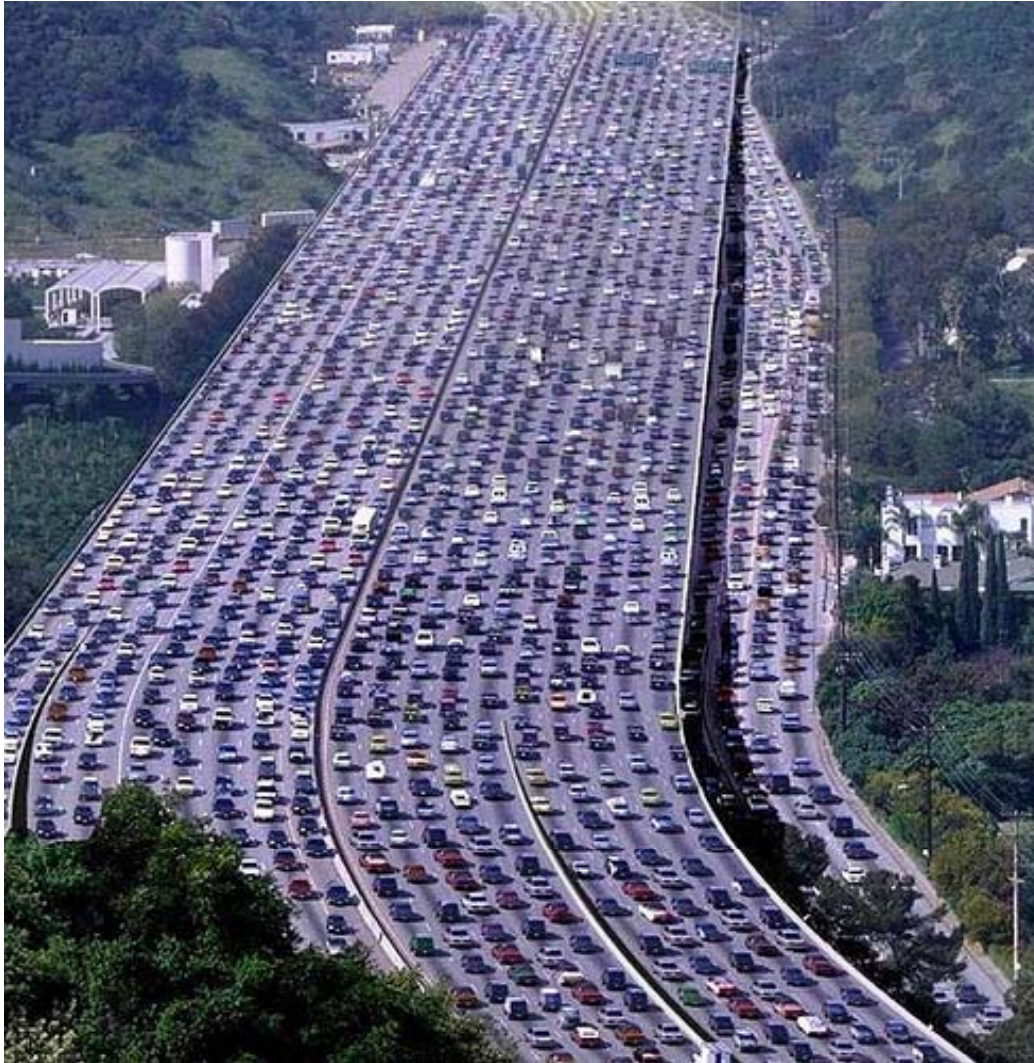
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Definition of Transportation Demand Management

- Reduce travel demand
- Redistribute travel demand
- Focus on SOVs
- Change travel behavior
- Increase efficiency of transportation system
- Bang for your buck!



Why TDM?



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The relationship between TDM & TMAs

- Provide the framework for TDM programs, services and advocacy
 - Advocate for minor infrastructure improvements that aid in the efficiency of a transportation network
 - Implement programs that reduce the number of single-occupancy vehicle trips through a transportation network
 - Provide services that enhance the efficiency of a transportation network



Downtown Denver TMA

- First TMA in Colorado and housed within Downtown Denver Partnership
- Recruit companies to Downtown Denver
 - DaVita
 - Intrawest
 - Healthgrades
 - Bridgepoint Education
- Advise employers and employees
- Implement educational programs
- Advocate for policies and projects and improve the efficiency of the network

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Downtown Denver Commuters

Question:

What percentage of Downtown Denver commuters drive alone to work?

Answer:

Only about 35%



Downtown Denver Commuter Profile



35.1% Drive Alone



43.3% Use Transit

6.7% Carpool

6.6% Bicycle

4.3% Walk

1.2% Work from home

.4% Vanpool

Over 60% Use Alternative Modes

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Downtown Denver TMA Major Programs

- Regional TDM Partnership
 - \$80,000 annual contract with local MPO
 - Employer outreach
 - Bike to Work Day and other programming
 - Ridematching
 - Evaluation
- Transit Pass Promotion
 - Employer consultation
- Economic Development
 - Business recruitment
 - Consult on major development projects

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Need: Keep Downtown Denver open for business during the 2008 Democratic National Convention.

Challenge: Major arterials would be closed or would have limited access with no time to build automobile capacity.





Solution

Use what we have and bribe them to do it.

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get downtown
UNCONVENTIONALLY

- Challenged Downtown Denver employees who regularly drove alone to work to use alternative modes of transportation during the month of August 2008.
- Participants needed to apply, be accepted and then register for the program online.
- Successful participants were awarded \$100 FirstBank VISA gift cards one month later.

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get downtown
UNCONVENTIONALLY

- Funding allowed us to award gift cards to 1,100 participants
- More than 2,100 individuals applied
- We accepted 1,265 participants
- Approximately 1,150 registered to participate
785 participants were awarded gift cards
- Collectively, these participants saved over 475,000 miles from being driven in Single Occupancy Vehicles.

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Why did people initially participate?

- 91% indicated that the \$100 gift card was a motivating factor to participate.
- Individuals were also motivated for environmental (51%) and personal economic (39.4%) reasons.





How did the program make impacts?

- Participants indicated that they never or rarely used alternative transportation before GDU
- One month after the program, 62.6% of participants' commuting trips were made via an alternative mode.
- The biggest impact was to carpooling – GDU was a big motivating factor to get people to carpool. (5% to 9%)
- Surveyed at six months out and one year out. Alt. mode use continued to be high (57%) and even carpooling remained high (8%).





One Year Out –

What continued to motivate them?

- 67% indicated they continued to use alternative modes for personal economic reasons
- A little less than half indicated that environmental reasons were motivating the continued behavior change.
- Approximately 20% indicated they are not using alternative modes.





Return on Investment

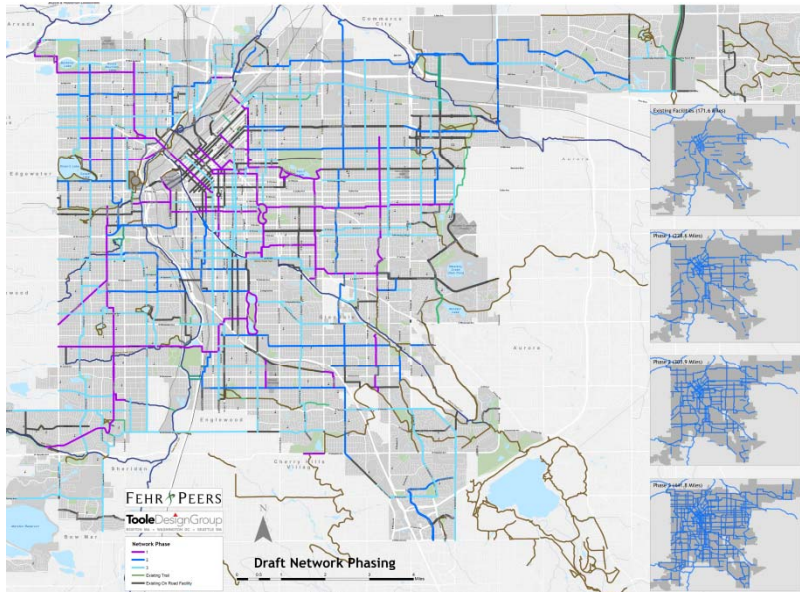
- \$165,000
- One month incentive & education program
- 300,000 VMT saved
- Annually impacts could be 2,000,000 miles in VMT savings



TDM & TMAs in our Current Economic Reality

- TMAs and TDM can help municipalities stretch their infrastructure money further.
- Small investments in programming, education, and minor infrastructure can help transportation systems be used more efficiently.
- In Denver, for \$119 million we can get...

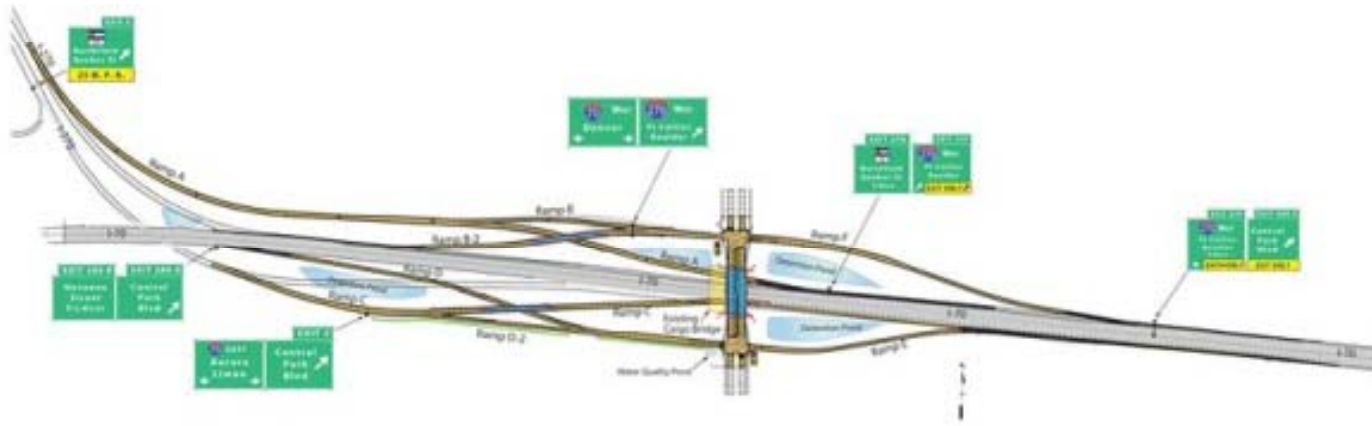




**City-wide
Bicycle Network**

OR

**Two
Highway Interchanges**



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For more information...

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