Denver’s Transportation Demand Management (TDM) Program

Promoting alternative transportation choices

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Denver Department of Transportation & Infrastructure
Orientation

AGENDA
• What is TDM?
• Why TDM?
• Planning Process
• Regulation
• Development Review Process

DURING THE MEETING
• Utilize Q&A box to ask questions and provide comments

“MEETING” LAYOUT
• Live feed videos
• Q&A box
• Meeting recording
What is TDM?
What is 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.

TDM Requirement Recommendation:
- 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
I love my EcoPass because...
It is such a great deal!
Amount of space required to transport the same number of passengers by car, bus, or bicycle.


(Des Moines, Iowa - August 2010)
Planning Process
<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>Fall 2018</td>
<td>Planning process initiated</td>
</tr>
<tr>
<td>Winter 2019</td>
<td>Focus groups conducted</td>
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<tr>
<td>Spring 2019</td>
<td>Draft concepts developed</td>
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<tr>
<td>Summer 2019</td>
<td>Stakeholder meeting &amp; Outreach to City Council</td>
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<tr>
<td>Fall 2019</td>
<td>Partner Agency Coordination &amp; Update to LUTI Developer forum &amp; webinar</td>
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<tr>
<td>Winter 2020</td>
<td>Finalize concepts &amp; Finalize TDM Plan document</td>
</tr>
<tr>
<td>Spring-Summer 2020</td>
<td>Partner Agency Coordination</td>
</tr>
<tr>
<td>Summer-Fall 2020</td>
<td>Draft Ordinance and Rules &amp; Regulations</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>Finalize Ordinance and Rules and Regulations, Develop Tool, Outreach</td>
</tr>
</tbody>
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Regulation
- City-wide regulation
  - For new development
    - Site Plan and LDR
  - Ordinance / Rules & Regulations
  - Achieve a specified SOV Rate

- SOV Rate varies by:
  - Development Type
  - Development Size
  - Location in the City
  - Proximity to transit options

- Three tiers of requirements:

<table>
<thead>
<tr>
<th></th>
<th>Tier 0</th>
<th>Tier 1</th>
<th>Tier 2</th>
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</thead>
<tbody>
<tr>
<td>Office/Commercial</td>
<td>0 – 24,999 ft²</td>
<td>25,000 – 49,999 ft²</td>
<td>50,000+ ft²</td>
</tr>
<tr>
<td>Industrial</td>
<td>0 – 149,999 ft²</td>
<td>150,000 – 299,999 ft²</td>
<td>300,000+ ft²</td>
</tr>
<tr>
<td>Residential</td>
<td>0 – 24 DU</td>
<td>25-49 DU</td>
<td>50+ DU</td>
</tr>
<tr>
<td>Tier 0</td>
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<tr>
<td>Requirements</td>
<td>• N/A</td>
<td>• TDM Infrastructure&lt;br&gt;• Transportation Coordinator&lt;br&gt;• Encourage membership with TMA</td>
<td>• TDM Infrastructure&lt;br&gt;• <strong>TDM Programmatic Strategies</strong>&lt;br&gt;• Transportation Coordinator&lt;br&gt;• Encourage membership with TMA</td>
</tr>
<tr>
<td>Monitoring</td>
<td>• N/A</td>
<td>• Annual reporting</td>
<td>• Annual Reporting&lt;br&gt;• <strong>Biennial surveys</strong>&lt;br&gt;• Achieve designated SOV commute rate</td>
</tr>
<tr>
<td>Compliance</td>
<td>• N/A</td>
<td>• No TDM Plan = No Site Plan Approval&lt;br&gt;• Failure to install = No Certificate of Occupancy&lt;br&gt;• Failure to provide annual reports or offer TDM strategies = reminder, escalation&lt;br&gt;• Failure to achieve SOV goal for Tier 2 = tiered approach focused on resolution</td>
<td></td>
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</table>
Development Review Process
Timeline

• **April 2021:**
  • Ordinance begins to move through City Council process
  • Webinar Part 2: How to create a TDM Plan

• **April/May 2021:**
  • Rules and Regulations through adoption process

• **Mid/Late May:**
  • Anticipated start date

Note: This presentation was originally given in February 2021. Since that time the timeline for implementation has been pushed back by several weeks. The information below is the current anticipated timeline as of April 9, 2021.