



TDM Committee 2014-2015 Work Plan

Long term solutions for the I-70 corridor are a major focus for the I-70 Coalition, but identifying and implementing short term strategies that can positively impact congestion in the near term are critical. Travel Demand Management (TDM) actions should target the I-70 traveler and result in decreased traffic volume during peak travel times. The 2014 TDM Work Plan of the I-70 Coalition TDM Committee is outlined below.

I. Traveler Education & Outreach

Gol70.com will continue to be the I-70 Coalition's platform for delivering TDM information to the traveling public and organizations that serve the traveling public.

- A) Educate I-70 travelers about peak travel times and encourage off peak travel. Provide travelers with seasonal, holiday and weekend travel forecasts so they know the best (and worst) times to travel. Promote congestion avoidance strategies through promotion of the I-70 Travel Tips.
- B) Partner with and promote CDOT's various real time information resources. Providing travelers with real-time road and traffic information is a key TDM strategy.
- C) Support and encourage the use of transit, carpooling, and carpool parking programs.

II. Partner with Businesses to Provide Off Peak Travel Incentives

The I-70 Coalition partners with local businesses that provide incentives to extend a visitor's weekend stay later in the day or facilitates an overnight stay on Sunday. These Peak Time Deals are a part of the Gol70.com website and allow businesses to create and manage their own offers. The TDM Committee will reach out to corridor businesses through Chambers of Commerce, economic development councils, business associations, and tourism bureaus.

III. Promote TDM Strategies through Resorts, Local Governments & Tourism-based Organizations

- A) Provide marketing collateral and communications messaging to seven corridor resorts/ski areas, towns, counties and other organizations that they can use to educate their guests, visitors, and season pass holders. Such messages will encourage off peak travel and provide congestion avoidance travel tips.
- B) Encourage resorts, towns, counties and other organizations to support TDM strategies such as traveler education, carpooling, and transit.

IV. Develop & Enhance TDM-related Partnerships

Colorado Department of Transportation (CDOT)

- A) Continue to promote CDOT's real time information resources through Gol70.com, Twitter and other social media.
- B) Monitor CDOT TDM efforts and coordinate efforts as possible.
- C) Participate with the development and implementation of CDOT's new kiosk program.

- D) Coordinate with CDOT on TDM outreach to resorts in advance and throughout the ski season to avoid duplication of efforts and maximize partnerships.
- E) Continue to facilitate partnership with Colorado Mountain Express to gather driver feedback on CDOT variable message signs.

Colorado Motor Carriers Association (CMCA)

- A) Monitor and participate where appropriate with the Colorado Motor Carrier Association (CMCA) TDM Working Group to determine viable TDM options in regards to truck transit.
- B) The TDM Committee will continue to serve as the PLT for this CMCA/CDOT effort. The report will be distributed to the I-70 Coalition when finalized.
- C) Review statistics relating to truck traffic, incidents and impacts to determine if there are additional actions that the TDM Committee would recommend.
- D) Support continued improvement of truck parking and chain up/chain down areas.

Colorado State Patrol (CSP)

- A) Keep apprised of CSP's efforts to impact safety and mobility on the I-70 corridor and promote through I-70 Coalition communications channels as appropriate.
- B) Continue to support and advocate for additional CSP enforcement resources throughout the corridor.

urHub Companies

Continue to partner with urHub on the integration of TDM information into the CDOT mobile app, CoTrip.org and other CDOT products as they develop.

V. Support Carpooling & Carpool Parking

- A) Continue to partner with and promote SkiCarpool.org
- B) Continue to support and promote resort carpool parking programs.
- C) Gather carpool parking data from resorts on an annual basis as a means to measure carpooling activity.
- D) Continue to promote use of Front Range lots for carpooling and bus/van service.
- E) Repeat the Dinosaur Parking Lot study during 2013-2014 ski season.

VI. Support and Promote Transit

- A) Encourage and support ski bus/van services running weekend service between the Front Range and mountain resorts.
- B) Advocate for transit along the I-70 corridor. Support efforts to improve regional transit connections.