



2020-2021 TDM Work Plan

Long term solutions for the I-70 Mountain Corridor are a major focus for the I-70 Coalition, however identifying and implementing short term strategies that can positively impact congestion in the near term is critical to mobility on the I-70 corridor. The I-70 Coalition's Travel Demand Management (TDM) Program works to achieve congestion reduction through the building of 'Non-Infrastructure Components' as outlined in the I-70 Record of Decision (ROD). These TDM efforts aim to maximize person throughput on I-70 through a variety of modes, as well as encourage a shift in demand to 'off-peak' travel times. *

This plan was approved by the I-70 Coalition board of directors in early March 2020. At that time, items (V) through (VIII) were expected to be major focus areas. Due to COVID-19 related impacts, the TDM Program's 2020 Work Plan has now pivoted dramatically. **Item (IX) is opportunistic and has been newly added to the Work Plan and a significant amount of the TDM Program's time will be dedicated toward making it a success.*

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, ridesharing, 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 program 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 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, provide

congestion avoidance travel tips and promote sustainable transportation modes such as transit and carpooling.

- 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) Work closely with CDOT Division of Transit and Rail (DTR) and Office of Innovative Mobility (OIM) to ensure alignment in scopes of work and to encourage efficient coordination in all Corridor TDM efforts (including ITS and transit/mobility).
- C) Coordinate with CDOT on TDM outreach to Corridor partners including ski resorts in advance and throughout the ski season to avoid duplication of efforts and maximize partnerships.
- D) Keep apprised of CDOT's communications and operations plans that will impact mobility on the I-70 Corridor and promote through I-70 Coalition communications channels as appropriate.
- E) Provide input as needed to CDOT as they develop their Statewide TDM Plan.

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 commercial motor vehicles.
- B) Support continued improvement of non-infrastructure truck improvements such as parking and chain up/chain down areas.

Colorado State Patrol (CSP)

- F) 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.
- G) Continue to support and advocate for additional CSP enforcement resources throughout the Corridor.

Clear Creek County Coordinating Council

- C) Attend monthly Coordinating Council Working Group meetings to discuss transit matters and report on pressing updates.
- D) Act as a liaison between the Council and DTR in transit matters and provide technical assistance and support if called upon.

Colorado Association of Transit Agencies

- A) Participate in several working groups relating to mobility, TDM and transit best practices, and emerging public health guidelines.
- B) Work together in advocacy for the provision of enhanced transit services and coordination in and surrounding the I-70 Mountain Corridor.

Denver Regional Council of Governments

- A) Meet routinely with the Way to Go Program to discuss synergies in our TDM scopes of work and develop new ways in which we can support each other's project

- B) Share relevant communications between our platforms to ensure both of our projects and messages are amplified
- C) Provide input and encourage collaboration relating to emerging project and grant opportunities

V. Support the Utilization and Coordination of Carpool Mobile Application

- A) Continued advocacy on behalf of mobile applications on the I-70 Mountain Corridor, particularly in the context of HB20-1315
- B) Work with DRCOG, CDOT, I-70 Coalition partners, and ski resorts to develop a coordinated marketing campaign to drive traffic towards carpooling services.
- C) Work with ski resorts to expand or develop incentives and promote carpooling as a fully utilized facet of their base operations and parking plans.
- D) Explicit support and the provision of technical assistance to carpool apps such as Gondola and TreadShare.
- E) Exploration of funding opportunities to support robust carpooling programs on the Corridor.
(This initiative is contingent upon the re-introduction of HB20-1315 and passage of the bill during the 2021 legislative session.)

VI. Work Towards Enhancement and Expansion of Snowstang Program

- A) Research best practices (engagement in participation and funding) nationwide/worldwide and connect with program managers that have been successful in the past to learn what can be applied in Colorado.
- B) Assist CDOT in reporting on Snowstang performance, user surveying, and the compilation of other information to inform service improvements.
- C) Work with resorts to gather their feedback, future goals, and determine what can be improved upon in future seasons.
- D) Advocate for continuation and expansion of the service and maintain an active role in partnership development and planning. Encourage and facilitate participation from additional resorts.

VII. Research Opportunities for Intercity Shuttle in the WB Mountain Express Lane

- A) Work with CDOT Office of Innovate Mobility (OIM) and other parties to understand the opportunity for an electric shuttle program and its funding opportunities.
- B) Research with CASTA and their partners to find potential transit vehicles that satisfy both eligibility and physical requirements for the PPSL.
- C) Partner with private/public intercity bus/shuttle operators to explore various business models.
- D) Work with Clear Creek County, CDOT, HPTE and other stakeholders to fully articulate goals/concerns/priorities for the Corridor and to understand all opportunities for demand management/managed lanes on existing right-of-way.

VIII. Work to Establish Robust Partnerships with Ski Areas

- A) Research into resort goals and pain-points to identify (1) in what ways congestion reduction on the Corridor can both improve certain outcomes for resorts and save them money, and (2) what departments at resorts have the right combination of (a) synergies with the I-70 Coalition scope of work and (b) the authority to move programs/projects forward.
- B) Requires exploration work with town/county staff, participation with sustainability advocacy groups and committees that include the resorts, and coordination with various departments at resorts (both local resorts and corporate HQs).

- C) This is a biphasic project where the first phase is research, and the second phase is a compiling of all opportunities to work with resorts or to cultivate a vested and mutual interest in congestion reduction.

IX. Work From Your Mountain Home

- A) At a global, national, state, and local scale – COVID-19 has disrupted the long established commuter/workplace relationship. Currently, nearly every person who is able, is working from home. This initiative aims to take advantage of this emerging market force. The initiative’s goal is to encourage second homeowners to ‘work from their mountain home’ on Fridays and Mondays, thus shifting their travel pattern to ‘off-peak’ days.
- B) The project will include significant research into behavioral science phenomena and the determination/application of the principles that can be best leveraged to (1) craft the optimal, most compelling message and (2) ensure its placement in spaces that will yield the highest engagement.
- C) Consultation and technical support work with expert researchers in traveler behavior and the behavioral sciences.
- D) Work with partners such as DRCOG and CDOT to determine opportunities to work together and to determine how this aligns with their current scope of work and programs.
- E) Work with Corridor partners and their planning/data teams to determine the size of our target audience and to track our progress. Additional engagement required with partners’ communications’ teams to craft a plan in rolling out this campaign.

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