



2022 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.

I. Traveler Education & Outreach

GoI70.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. Facebook, Twitter and Instagram will be utilized to drive traffic to GoI70.com and will extend our communications reach. The quarterly *I-70 Alert* newsletter, monthly GoI70 eblast and the GoI70.com blog round out the I-70 Coalition's communications tools.

- A) Educate I-70 travelers about peak weekend and holiday travel times and encourage off peak travel. Provide travelers with seasonal, holiday and weekend travel forecasts so they can avoid peak travel periods.
- B) Promote congestion avoidance strategies through promotion of the I-70 Travel Tips. Support CDOT and CSP educational campaigns on topics such as the traction law, Move It Law and Bow to the Plow. Partner with and provide content for CDOT's Winter Wise campaign.
- C) Promote CDOT's real time information resources. Providing travelers with real-time road and traffic information is a key TDM strategy in that it enables residents and visitors to make better travel decisions. GoI70.com will highlight all of CDOT's information resources such as CoTrip.org and Travel Alerts.
- D) Promote transit options with the traveling public, both I-70 transit services as well as "last mile" local and regional bus service. Engage a PR firm to design and implement a Mobility Options Campaign to raise awareness of corridor, regional and local transit services.
- E) Promote the new carpool apps and town/resort carpool parking incentive programs. Engage a PR firm to design and implement a Carpool Campaign to raise awareness of the existing carpool apps and carpooling incentive programs.

II. Promote TDM Strategies through Strategic Partnerships

- A) Share messaging and creative assets with key partners and stakeholders to share with their guests, visitors, constituents and customers. Such communications will encourage off peak travel, provide congestion avoidance strategies and winter travel tips and promote sustainable transportation modes such as transit and carpooling.

- B) Strategic partners and stakeholders include resorts/ski areas, resort associations, local governments, corridor legislators, tourism-based organizations, Front Range transportation management organizations (TMOs), ski/bike/hiking clubs and teams, lodging and property management businesses, chambers of commerce, local and regional transit agencies, CDOT, Colorado State Patrol, Colorado Motor Carriers Association, as well as agencies and nonprofits with a focus on sustainability, climate action, emission reduction, and transit advocacy.

III. Maintain & Enhance TDM Partnerships

- A) Colorado Department of Transportation: Continue to promote CDOT's real time information and educational resources through GoI70.com, Facebook, Twitter and Instagram. Work closely with CDOT's 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. Keep apprised of CDOT's communications and operations plans that will impact mobility on the I-70 Corridor and distribute through I-70 Coalition communications channels as appropriate.
- B) Ski Resorts: Work with resort operations and sustainability staff to investigate mutual interest in congestion reduction efforts. Provide Communications staff messaging and creative assets of interest to their customers.
- C) Local & Regional Transit Agencies: Enhance communication and collaboration with transit agencies as we advocate for enhanced I-70 transit options on the I-70 mountain corridor.

IV. Advocate for Enhancement and Expansion of I-70 Transit Services

- A) Advocate for continuation and expansion of transit service such as Bustang, Snowstang, Pegasus, Winter Park Express and airport shuttles on the I-70 mountain corridor. Maintain an active role in partnership development and planning.
- B) Encourage Snowstang participation from additional resorts and facilitate dialog between the resorts and CDOT.

V. Support and Promote Carpooling

- A) A) Actively support existing carpool apps and future carpool platforms, including marketing support and partnership development.
- B) B) Work with ski resorts to expand or develop incentives and promote carpooling as part of their base operations and parking plans.

VI. Collect & Analyze Data to Inform TDM Program

- A) Research efforts will enhance knowledge of the I-70 traveler, their behavior, and the awareness of and effectiveness of current travel alternatives.
- B) Multiple surveying tools will be utilized. By partnering with CDOT Division of Transit & Rail, riders of Bustang and Snowstang will be prompted to complete an "on board" survey from January-June 2022. A similar survey will be presented to various focus groups of Front Range snow sports enthusiasts. This survey will also be distributed through GoI70 and other social channels.
- C) Mobility (cell phone) data will be purchased. This data will inform of us of travel behavior of vehicles traveling between DIA and the Eagle Airport, including frequency of trips, weekday versus weekend travel, length of stay, etc.
- D) All of the research and data will be analyzed, summarized to inform and improve future TDM strategies, programs and projects. This information will be shared broadly with I-70 Coalition members, partners and I-70 corridor stakeholders.