



**Travel Demand Management (TDM)
Recommendations for the
I-70 Mountain Corridor
February 07, 2006**

Executive Summary

You live in Colorful Colorado. So imagine you want to travel from the Front Range to the mountains, lets say Golden to Vail. You leave on a Wednesday morning about 7:00 a.m. and arrive in Vail about 8:30. During the drive you see majestic vistas, historic towns, big horned sheep and average over 60 miles per hour. If you make the same trip on a Saturday morning you will arrive in Vail about 10:00 a.m. and you will experience bumper to bumper traffic, flashing brake lights and average about 35 miles per hour. You have just experienced peak demand travel along Interstate 70.

The Colorado Department of Transportation is planning new construction to address the congestion along I-70. It is a twenty-year plan and at the end of the construction the best that can be said is travel times in 2025 will be the same as they are today - the same on Wednesday and the same on Saturday. The Interstate 70 Central Mountain Transportation Corridor Coalition's (I-70 Coalition) *Recommendations for the I-70 Mountain Corridor on Travel Demand Management*, is an attempt to describe what might be done, starting today, to make the Saturday drive more like the Wednesday drive.

The purpose of this document is to provide concepts in Travel Demand Management, Travel System Management and Transit promotion that can be initiated immediately to address the congestion along the corridor. These three forms of transportation management can be initiated today at minimal cost; however, they require the cooperation and planning from entities not normally considered to be in the transportation business. The ideas contained in the *Recommendations* are not to be viewed as the specific solutions to be implemented, but rather the beginning of a dialogue to address the problem. It is the goal of the I-70 Coalition to bring together all the players necessary to discuss, refine, and ultimately implement some of the Travel Demand Management ideas that will improve travel in the corridor.

The I-70 Coalition's *Recommendations* focus on the following six strategies:

1. Shift travel demand by time of day and day of week for Summer/Winter Day-trippers
2. Shift travel demand by time of day and day of week for Summer/Winter Overnights
3. Convert Summer/Winter Day-trippers to Overnights
4. Promote high-occupancy travel/public transportation for Summer/Winter Day-trippers
5. Promote high-occupancy travel/public transportation for Summer/Winter Overnights

6. Convert single occupancy vehicle commuters to high occupancy travel and/or public transportation.

The implementation of these strategies requires new and unusual partnerships, changing the way many people think and coordinating how they do business. For example if Colorado businesses and schools embraced lifestyle changes such as compressed and alternate work and school schedules it would greatly reduce peak traffic in the I-70 corridor as well as the Front Range. This effort would require the participation of the State's business community, local and state governments and agencies, school districts, departments of transportation, parks departments, US Forest Service, city and county jurisdictions, metropolitan and transportation planning organizations, tourist agencies, chambers of commerce, summer and winter resorts and the general public.

Coordination of deliveries from the Front Range to the resort communities could take some slow moving vehicles off I-70 during peak demand periods and speed up traffic. This would require the cooperation of the trucking industry, Front Range and resort businesses, local municipalities and even Federal agencies.

Changing Front Range traveler habits away from peak demand periods would require the coordination of ski area marketing, parking management, restaurant and lodging businesses and transit coordination with Front Range businesses.

In conclusion, Transportation Demand Management requires the participation of a vast number of Federal, State, local and private entities. It is the goal of the I-70 Coalition, either as a Coalition or a Transportation Management Organization, to facilitate that participation in order to increase the speed and efficiency of travel along the I-70 corridor. These *Recommendations* are a start but the I-70 Coalition needs your support and participation in order to make a difference.

The full Travel Demand Management document is available at:

http://www.i70solutions.org/docs/news/TravelDemandMangement_TDM_Feb_2006.pdf

