

衆瞽
摸象之圖



I-70 Congestion is caused by?

- Day trippers
- Slow moving trucks
- Fast moving people
- Flatlanders with bad tires
- Resort management
- Locals who want a life & a living
- Not enough lanes
- Too many people

The Answer is

- Tolls
- More Lanes
- Lots of buses
- A really cool train
- Year round school
- Three day work week
- Transportation Demand Management
- [Your favorite idea goes here!]

Peak Demand



TDM

“Transportation Demand Management is a general term for strategies that result in more efficient use of transportation resources.”

Online TDM Encyclopedia, Victoria Transport Policy
Institute

Denver Metro
Region

2.9 million people
+
DIA,
Kansas & beyond



I-70



Ski Slopes

National Forests

Local Towns &
Businesses

Grand Junction,
Utah & beyond

Denver Metro Region

- 2.777 million people on January 1, 2007
- 2.9 million people on January 1, 2009
- 3.7 million people on January 1, 2025
- 4.3 millions by 2035

Growing population means more latent demand

Greater efficiency (TDM) will not necessarily result in fewer hours of congestion

I-70

- Free flowing highway (most of the time)
- Essential element of the Interstate System
- Mountain highway with design constraints
- Mountain environment with weather issues
- Winter demand highest when travel hardest

Destinations

- Ski Slopes
- National Forests
- Local homes and businesses
- Grand Junction & beyond

Where Do We Start?



**Interstate 70 Central
Mountain Transportation
Corridor Coalition**
Final Draft
**Recommendations for the
I-70 Mountain Corridor**
on
Travel Demand Management

Submitted by Rural Resort Region
In Cooperation With
Northwest Colorado Council of Governments



February 27, 2006.

Target Population

- 1. Front Range Winter Recreation Day-trippers
- 2. Front Range Winter Recreation Overnighters
- 3. Front Range Summer Recreation Day-trippers
- 4. Front Range Summer Recreation Overnighters
- 5. Local Corridor Commuters

Target 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 Overnighters
- 3. Convert Summer/Winter Day-trippers to Overnighters
- 4. Promote high-occupancy travel/public transportation for Summer/Winter Day-trippers
- 5. Promote high-occupancy travel/public transportation for Summer/Winter Overnighters

Preliminary Program Priorities

- Preliminary thinking about how to focus the I-70 Coalition TDM program
 - No bad ideas, no easy answers
 - What builds infrastructure for the long run?

TDM Program Manager's Picks



Develop and Market Culture Change

- Floating holidays
- Alternate work weeks
- 12 month school year
- Slow down, get there quicker
- Virtual recreation

Develop Regional Transit System

- Demonstration that recreational users will use vans and motor coaches
- Creation of Regional Transit Authority
- Development of Funding Mechanism
- \$\$\$\$

Regional Parking Management Plan

- Inventory of all parking places
- Elimination of free parking
- Price parking to boost high occupancy travel
- Price parking to allocate travel during peak
- Development of TMO to administer program

Integrated Traveler Information System

One site for I-70 travel related info

- Road conditions and congestion
 - Accurate aggregated web based system
 - Historical & Predictive travel times for planning
 - Real time updates
 - Interactive
- Weather
- Ski conditions
- Special events
- Local transit and lodging

Peak Travelers in Action

A community ready to be (self) organized



I_{ntegrated} T_{raveler} I_{nfo} S_{ite} a TDM Platform

- Accurate information shifts demand (Bay Area 511)
- Create a community of I-70 Peak users
 - Promote alternative travel & TDM programs
 - Provide real time, interactive information to IT IS
 - Survey for TDM Research and Development
 - Market local amenities and businesses

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浪裏



The road home

