

Downtown Denver

Transportation Program & Commuting Habits

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Downtown Denver

Transportation Management Association



Advocates for...

- Pedestrian Friendly Design
- Improved Bicycle Amenities
- Improved Transit Amenities
- Alt. Mode Friendly Policies and Programs

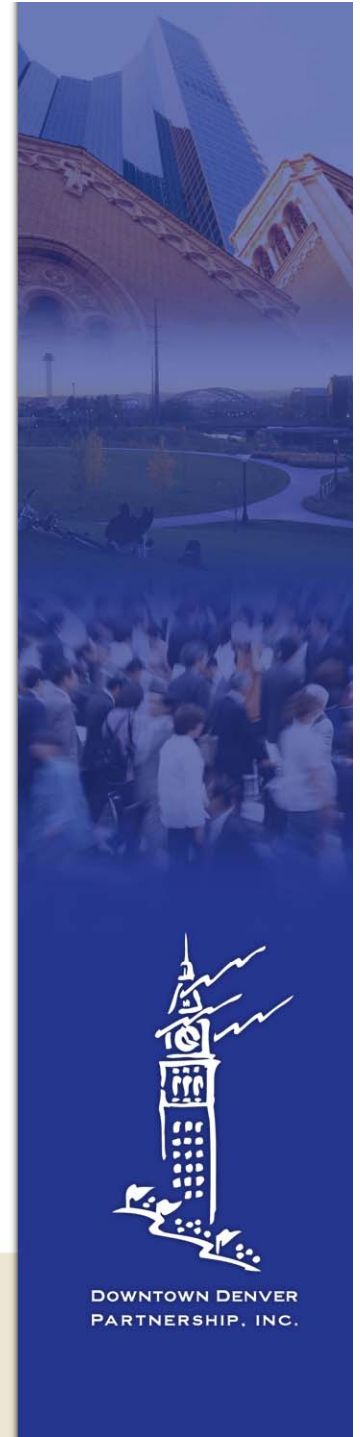


Promotes...

- Transit
- Bicycling
- Walking
- Carpooling & Vanpooling



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Downtown Denver Commuting Survey



Why...

- Benchmark commuting habits
- Understand impacts of employer benefits
- Gauge awareness of resources



When...

- September 2007
- Annually from now on
- Weather: Normal temps
- Gas Prices: approximately \$2.85 - \$2.77



Downtown Denver Commuting Survey



What we found out...

- 2,559 individuals took the survey, of which 1,619 worked in the 80202 zip code.
- Employer benefits impact mode choice
- Commuting distance impacts mode choice
- Mode choice impacts knowledge of resources



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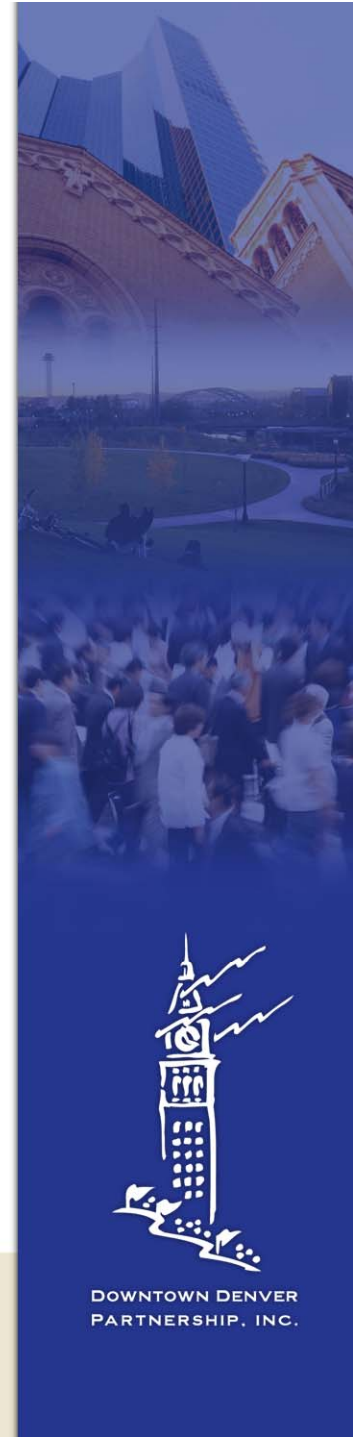
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Downtown Denver Commuting Survey



Results

- Average One-Way Commute: 13 miles
- 73% of employees indicated that their employer entirely or partially paid for a transit pass.
- Nearly 30% of employees indicated that their employer entirely or partially paid for a parking pass.
- Just over half of the employees surveyed indicated that their employer offered a secure place to park a bicycle.



Downtown Denver

Commuting Survey



Mode	Average Commute Length
Transit	14.55 miles
Drive Alone	12.91 miles
Carpool	11.63 miles
Vanpool	35.6 miles
Bicycle	4.97 miles
Walk	1.44 miles
Telework	17.89 miles



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Downtown Denver

Commuting Survey



Mode split for *all* Downtown Denver employees:

45% Use Transit

33% Drive Alone

7% Rideshare

4% Bicycle

3% Walk

1% Telework



Mode split for employees, with commutes of *5 miles or less*:

31% Use Transit

30% Drive Alone

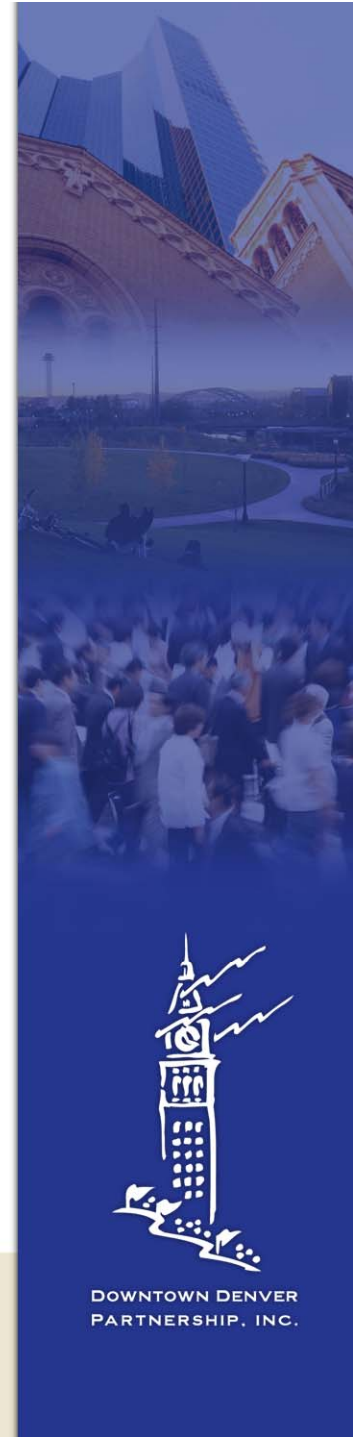
12% Walk

11% Bicycle

8% Rideshare (Carpool)

1% Telework

Why aren't they using transit more?



Downtown Denver

Commuting Survey



How did you get to work *today*?

48% Used Transit

37% Drove Alone

7% Rideshare

4% Bicycle

3% Walk

1% Telework

How do you get to work *most days of the week*?

53% Use Transit

32% Drive Alone

7% Rideshare

4% Bicycle

3% Walk



Is the right answer to use transit?



Downtown Denver

Commuting Survey



When an employer fully pays for parking*:

64% Drive Alone

17% Use Transit

5% Rideshare

4% Bicycle

2% Walk

1% Telework

When an employer fully pays for a transit pass:

53% Use Transit

30% Drive Alone

6% Rideshare

4% Walk

3% Bicycle

1% Telework



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Downtown Denver Commuting Survey



We didn't ask...

- What company the employee worked for.
- If an employer participated in the Eco Pass program and if so, do they pass along all or part of the costs to the employee.
- Questions about trip behavior for non-work related trips.



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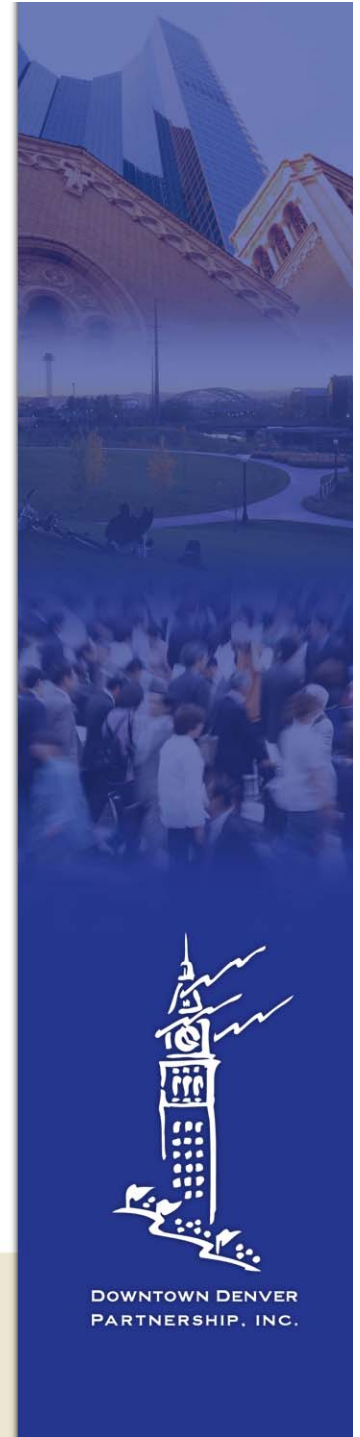
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Transportation Programs

Drive Less Denver

Overview

- Designed to promote transportation options to households living in and around Downtown Denver.
- Focused on multi-car households
- Primary program component: challenge participants to give up their car for one month
- Incentives were intended to give participants a sense of how much money could be saved by giving up a car completely.



Transportation Programs

Drive Less Denver

Results

- 2006 program: participants reduced their drive alone rate for all trips from 43% to 17%
- 2007 program: participants reduced their drive alone rate for all trips from 39% to 3% (Gold Level) and from 45% to 18% (Silver Level)
- We are aware of at least 5 participants who ended up selling a car.



Transportation Programs

Drive Less Denver

What we learned...

- Education Works
- Use Relevant Incentives
- Encourage Participant-to-Participant Communication
- Communicate Creatively, and Often
- Build Relationships with Participants
- Be Inspiring.



Transportation Programs

Access Downtown Denver

Overview

- Promote transportation options during DNC
- Build an informative and interactive website detailing transportation options into Downtown Denver
- Encourage use of transportation options by offering subsidies



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Conclusion

Education and incentives
are the key to changing
travel behavior

