

Mobility Choice Blueprint

MAXIMIZE EXISTING INVESTMENTS IN OUR TRANSPORTATION SYSTEM BY
LEVERAGING TECHNOLOGY TO PLAN FOR OUR FUTURE WORKFORCE AND
EMPLOYER MOBILITY NEEDS AND INCREASE ECONOMIC OPPORTUNITIES AND
QUALITY OF LIFE.

Mobility Choice: Why?

- 1 In 2016, the RTD will open the US36 Flatiron Flyer, University of Colorado A Line to the airport, Westminster B Line, Wheat Ridge G Line, and Aurora R Line.

What is Denver's post-2016 mobility strategy?



Mobility Choice: Why?

- 2 More than ever before, mobility will be the critical element in keeping metro Denver economically healthy.

How do we bring large employers into the transportation planning process? How can DRCOG, RTD and CDOT align for maximum effectiveness?



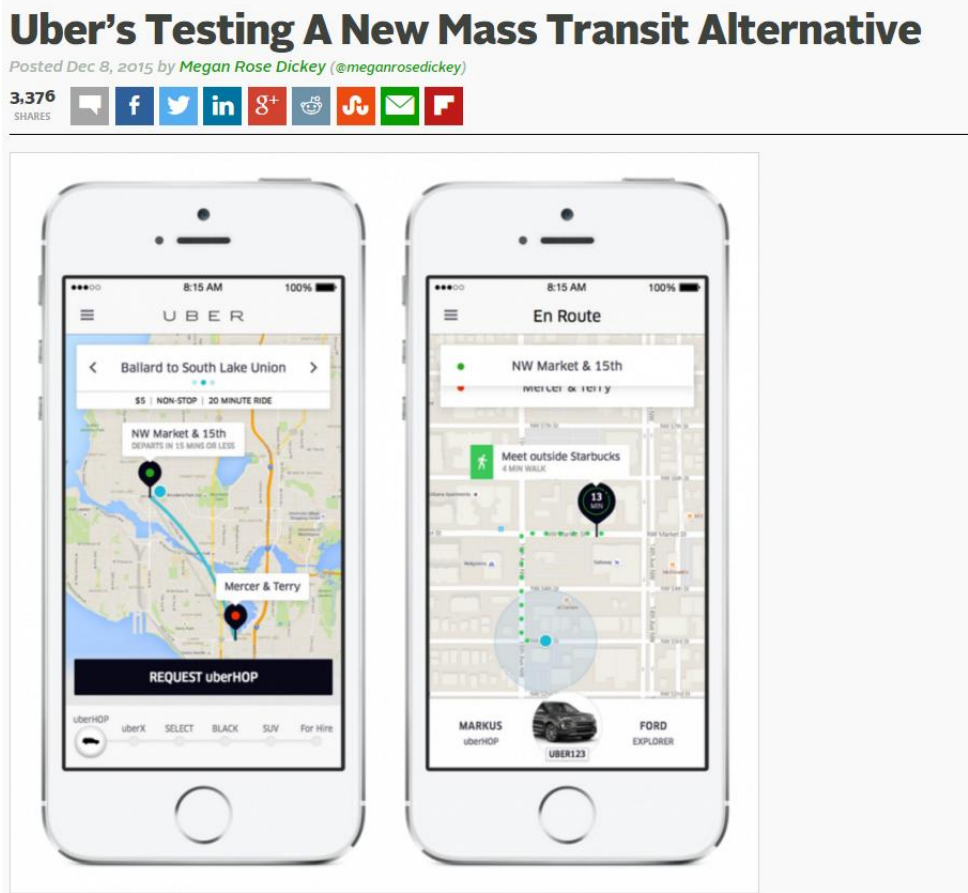
Mobility Choice: Why?

- 3 Technology is rapidly changing urban mobility. Connected, shared, and automated mobility are changing the ways we travel.

How do we invest in mobility choices to avoid stranded investments and leverage new technology to create continued economic health and quality of life?



Technology Is Changing How We Travel



How Are We Getting Ready For This Change?

Why Aren't Urban Planners Ready for Driverless Cars?

"We don't know what the hell to do about it," says one planner. "It's like pondering the imponderable."

ERIC JAFFE | [@e_jaffe](#) | Dec 8, 2015 | 120 Comments

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The Denver Metro Chamber Will Create A Nonprofit That Will:

Create a vision for the future of mobility in metro Denver, including key strategies to attain the goal of increased vehicle occupancy.

Identify options for connected mobility and choice, such as transit, personal vehicles, for-profit mobility services, car sharing, ridesharing, bicycling and walking. This strategic direction will move the region from dominance of person vehicles to Mobility as a Service (MaaS).

Develop strategies to implement more cost-effective solutions for first and last mile access to existing transit. Identifying actions to protect and leverage the investment in the region's rail transit system will be a top priority.

Achieve better roadway reliability by using new technology to support active traffic management, including express toll lanes, signal coordination, ramp metering, variable speed limits and lane control.

Estimate the cost and sources of funding for various projects and programs.

Hand off implementation of the strategies to existing or new agencies.



Leadership

Don Hunt- Executive Director

Board of Directors (11 members) – The board is anticipated to be made up of seven private sector company representatives of large metro Denver employers and four former local government officials. Board recruitment will target the following sectors:

- Finance
- Health
- Higher Education
- Manufacturing, energy, and agriculture
- Media, telecom and technology
- Professional Services
- Real estate development and resorts



Mobility Choice Process

Two year operational budget funded by Chamber companies and the Gates Family Foundation

Mobility Choice Blueprint process funded in partnership with DRCOG, RTD, and CDOT

- Technical and program/project identification by staff and consultant team
- Extensive public engagement effort

Potential metro Denver ballot measure in 2018



What's Next?

Encourage DRCOG to enter into process to draft a four-way agreement with Mobility Choice, RTD, and CDOT for the Blueprint.

CDOT's Executive Director supports the concept in principle, and is ready to start engaging.

RTD's new General Manager has been briefed and is ready to continue the process.

