

Transportation Demand Management During Broadway Reconstruction

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Broadway Reconstruction

- **Where and When**

- Construction anticipated to begin in early 2009
- Construction will likely occur in four phases
 1. Pine to North
 2. North to Balsam
 3. Balsam to the North Boulder Rec. Center
 4. NBRC to Iris

Broadway Reconstruction

- Impact on travel
 - During construction, lanes will be closed and traffic diversion is anticipated
 - Increased traffic congestion and travel delay
 - Transit will continue to operate on Broadway with some stops consolidated

Transportation Demand Management

- Transportation Demand Management (TDM) is a set of strategies that increase transportation efficiency by influencing travel behavior by:

Mode

Trip Length

Time

Route

Frequency

Cost

Goals of TDM Efforts

- Reduce the number of and/or shift the timing of vehicle trips through Broadway corridor
- Design and implement Commute Trip Reduction (**CTR**) programs customized for affected employers
- Evaluate the effectiveness of TDM efforts



Commute Trip Reduction Strategies

- Alternative access to work sites
- Carpooling/vanpooling ridematching
 - With DRCOG's RideArrangers Program
- Transit and RTD's Eco Pass Program
 - GO Boulder subsidizes new Eco Pass work sites



Commute Trip Reduction Strategies

- Telework
- Compressed work weeks
- Flextime
- Staggered shifts
- Bicycle commuting



Steps to Develop CTR Program

1. Establish employee transportation coordinator (ETC)
2. Conduct employee travel survey
3. Identify CTR strategies appropriate for work site and employees

Steps to Develop CTR Program

4. Implement and market the CTR program to employees and customers
5. Evaluate the impact of TDM efforts on vehicle trips during and after construction
6. Maintain CTR programs after construction

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