



## List of TDM Strategies for the I-70 Mountain Corridor (Implemented and not implemented)

April 12, 2016

### 511

- Improve 511 System
- Manage phone based information system

#### **Interagency training program**

- Training to enhance coordination for responding agencies

#### **"Got Chains" Program**

- Education on chain and traction law

#### **Allow fines collected on the corridor to be utilized for increased enforcement on the corridor**

- TDM/Enforcement

#### **Build Campaign awareness**

- Promote the available services and information

#### **Carpool/vanpool formation/matching**

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#### **Carrier Coordination**

- CMCA effort to reduce CMV incidents on the corridor

#### **CB Wizard**

- Radio broadcast device that transmits prerecorded or on-site messages to truck drivers

#### **Chain station - educate users and increase enforcement**

- Increase chain station enforcement

#### **Change/improve the "safety culture" of the corridor**

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#### **Commercial Motor Vehicle Safety Management**

- Hold CMV traffic according to weather patterns and CMV size

#### **Continued stakeholder interaction**

- Continued monthly corridor coordination meeting

#### **Convert day trips to overnight stays**

- Convert day trips to overnight stays

#### **Convert single-occupancy vehicle commuters to high-occupancy travel and/or public transportation**

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#### **Convey to public costs and benefits of avoiding peak hour travel**

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#### **Coordinate with resorts to encourage alternate travel times**

- Coordinate with resorts to encourage alternate travel times

#### **Coordination with Media**

- Staging areas for media to set up and ask questions during large scale incidents

#### **CoTrip**



Manage internet website

**Create CoTrip enhancements including alternate routes**

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**Create editorial content and syndicate a series with interesting characters conveying corridor travel information**

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**Create incentives for cars to get off I-70 during peak periods**

Peak Times Deals-discounts at local businesses during peaks to encourage peak spreading

**Deploy additional DMS and HAR to provide en-route traveler information**

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**Deploy additional sensors at critical locations to improve accuracy of travel information**

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**Develop a bar code that prohibits text message transmittals in automobiles**

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**Develop a reporting mechanism allowing stakeholders to report road condition data**

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**Develop enhanced traveler information marketing campaign**

Develop enhanced traveler information marketing campaign

**Develop incentive program to encourage travel off-peak**

Develop incentive program to encourage travel off-peak

**Develop partnership to create ski pass programs that limit dates or times**

Develop partnership to create ski pass programs that limit dates or times

**Develop proactive education for truckers on chain law and corridor conditions**

TDM/Education

**Develop program to coordinate ride with guaranteed return trip**

Develop program to coordinate ride with guaranteed return trip

**Develop programs that punish bad and reward good behavior**

Develop programs that punish bad and reward good behavior

**Develop protocols for operation of the ITS devices of other agencies**

Develop protocols for operation of the ITS devices of other agencies

**Develop public information campaign to emphasize to passenger vehicle drivers that fines exist for inadequate tires**

TDM/Education

**Develop public information campaign to raise awareness about existing and developing I-70 info tools**

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**Develop reporting mechanism for road conditions**

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**Develop secure interface to provide access to raw road data for stakeholders**

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**Develop stakeholder interfaces**

Develop stakeholder interfaces

**Develop/expand smart phone applications and increase marketing of current traveler information**

Deliver a smart phone app with increased marketing of current information, including COTRIP and 511

**Develop/expand smart phone mobile applications**



Develop/expand smart phone mobile applications

**Disseminate high truck accident location data**

TDM/Public Information

**Disseminate transit traveler information**

Disseminate transit traveler information

**Driver education**

A guide for CMV operations

Driver education

**Driver education and expanded winter driving campaign**

Encourage drivers to better equip their vehicles with adequate tires and traction devices

**Enhance partnerships with rental car community**

Enhance partnerships with rental car community

**Establish employee flex schedules to allow midweek recreation travel**

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**Establish performance requirements and criteria to manage and operate ITS; and monitor, measure, and report system**

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**Establish reservation system to travel during peak periods**

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**Expand "Casino Model" for customer travel programs**

Limited to applications of ski train or p-n-r bus operations

**Expand collaboration with rental car companies over winter driving equipment and education**

TDM/Education

**Expand existing social media platforms to foster a sense of community and encourage positive traveler behavior**

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**Expand methods to distribute current condition information and corridor driving tips to drivers while they are on the**

TDM/Public Information

**Expand state-wide campaign against distracted driving**

TDM/Education

**Expand trucker education programs and offer enhanced information stream**

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**Focus restrictions on westbound (WB) travel to maximize economic benefit**

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**Heavy truck management strategies**

Truck management

**Implement shipper management working group to coordinate off-peak use of corridor**

Seek into the trucking to be moved to off peak hours

**Implement transit promotion and incentives**

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**Improve communication of chain requirements to truckers**

Improve communication of chain requirements to truckers

**Incident Commander**

Located at the EJMT to monitor the corridor and perform traffic management activities



**Increase driver education for snow and mountain conditions**

TDM/Education

**Increase enforcement of unsafe speeds and condition violations**

TDM/Education

**Information Kiosks**

Real-time information at truck stops

**Initiate a Transportation Management Organization (TMO) to develop TDM, education, and outreach**

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**Initiate voluntary car inspections**

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**Internal and external corridor communication**

Two-way information sharing between CDOT and other stakeholders

**Make historical traffic data readily available to the general public in an easily understood format**

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**Manage the volume of vehicles moving onto the corridor**

Manage the volume of vehicles moving onto the corridor

**MDSS Corridor application**

AVL and RWIS System

**Media and Public Coordination**

Staging areas for media to set up and ask questions during large scale incidents

**Non-highway improvement strategies from the PEIS/ROD**

Agreement/Study

**Non-Tolling Pricing**

Pay as you drive, variable registration fees, visible parking costs, car sharing, variable port access charges for heavy vehicles

**Offer communication Touch Point Kiosks at park and rides, resorts, rest areas, etc.**

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**Offer driver training program for I-70 conditions to inexperienced drivers**

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**Offer employee transit and commuting opportunities from lower cost to higher cost areas**

Offer employees options to carpool to work locations

**Offer special event messaging**

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**Offer/Promote New Travel Options**

Offer Discounts and programs to provide alternatives to the private automobile

**Parking management at destinations**

Parking management at destinations

**Partner toward programs to package resort visits**

Partner toward programs to package resort visits

**Preferential parking**

Preferential parking

**Programs for improving truck movements**

Programs for improving truck movements



**Promote high-occupancy travel and public transportation**

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**Promote safe driving on I-70**

Offer discounts, promotions, information, and advertisements to encourage and facilitate safe driving

**Provide direct, secure access to CCTV images and other data for stakeholders and partners**

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**Provide safety information at visitor centers and rental car companies**

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**Provide tools/programs to address "following too closely" driver behavior**

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**Public education program**

Education to the public to help understand incident procedures

**Public Notification Methods**

A method to disseminate messages to the public through 511, COTRIP and other social/media

**Publicize and market information on fines and statutes**

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**Seat Belt Law**

Law to require front seat passengers to wear safety belts whenever a truck is operating

**Seek voluntary compliance for keeping SMVs out of left lane**

TDM/Education

**Shift passenger and freight travel demand by time of day and day of week**

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**Shipper/trucking management working group and streamlining**

Encourage truck companies and their corresponding receivers to schedule deliveries and through travel during off peak

**Smart phone app discount program**

Rewards program for not being on I-70 during peak times via the use of an app

**Subsidized transit passes**

Subsidized transit passes

**Support P3s for the creation of destinations where travelers would be willing to wait out peak traffic**

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**Survey and research I-70 traveler and stakeholder information needs**

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**Transportation Management Program (TDM, Transportation System Management, ITS)**

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**Travel Demand Management**

Strategies used to encourage drivers to change travel patterns and behaviors

**Traveler information and marketing**

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**Traveler information and other information technology systems**

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**Truck driver education**

Better inform truck drivers and increase awareness of corridor travel challenges



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**Truck maps**

Create and distribute more Colorado Truck Parking maps

**Truck Operations Improvements**

Pullouts, parking, and chain stations

**Truck shipper/delivery management**

Collaborate with CMCA to streamline truck deliveries within mountain communities

**VPN**

Direct internet link for various government agencies and business establishments

**Web Integration (CoTrip)**

Integrate information into COTRIP

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