



2022 Transportation Demand Management (TDM) Conference Breakout Room 105

Video Link: <https://www.youtube.com/watch?v=NhRPOnWLS80>



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Session 1: The Past, Present and Future of Colorado's Bike to Work Day

Nisha Mokshagundam and Devin Mason



Past, Present and Future of Colorado's Bike to Work Day

Nov. 4, 2022

waytogo
Program of DRCOG



Speakers



Nisha Mokshagundam
Way To Go Manager
*Denver Regional Council
of Governments*



Devin Mason
Associate City Planner
*City and County of
Denver*





Agenda

- Learn more about Denver's Department of Transportation & Infrastructure and Way to Go.
- Outline the history of Bike to Work Day.
- Discuss the process of engaging the public.
- Review day-of organizing stations.
- Explore some lessons learned.
- Questions and answers.





Department of Transportation and Infrastructure

- Serves as **Denver's Public works department**, which includes the planning, construction, and maintenance of city streets.
- The Transportation and Mobility Planning division is tasked with planning **transit, bike, and pedestrian infrastructure**.
- The Transportation and Mobility Planning division also oversees **Connector service and Shared Micromobility**.



DENVER
**TRANSPORTATION &
INFRASTRUCTURE**



Way to go

Way to Go is a partnership between the **Denver Regional Council of Governments** and **eight metro-area transportation management associations**.

- **Goals: Reduce traffic congestion and improve air quality.**
- **Funded primarily through federal Congestion Mitigation and Air Quality dollars.**
- **The Way to Go partnership has been managing a voluntary effort in the region for more than nine years.**





Foundational strategies



Employer outreach.



Marketing and education.



Trip planning and tracking.



Monthly challenges.



Special events.





About Bike to Work Day

- Held every fourth Wednesday in June.
- Includes marketing and promotions.
- Involves many stakeholders.



Rider registration



waytogo

Program of DRCCO



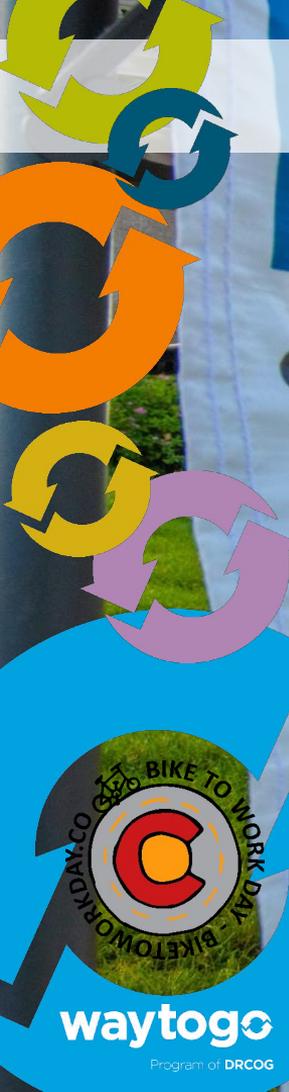
Business engagement

Strategies to engage businesses:

- Business Challenge.
- Sponsorship program.
- Stations.



Stations

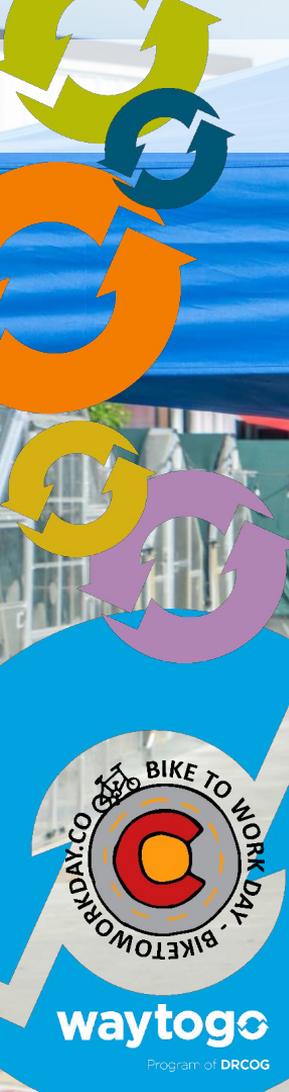


Station types

NETC



NEtransportation.org



waytogo

Program of DRCOG



Planning and coordination

Important factors to consider when planning:

- Stakeholders.
- Identifying vendors.
- Permit process.
- Communication.
- Day-of coordination.



Feedback and lessons learned





Questions!

Nisha Mokshagundam **Way to Go Manager** Denver Regional Council of Governments | Nmokshagundam@drcog.org
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Session 2.1: TDM in the Workforce: Telework in the Workforce

Allie Velleca

Telework in the Workforce

The AECOM TDM Practice

Experienced

The world's largest and most diverse provider of TDM program management services. 80+ US practitioners assisting thousands of employers.

∨

Current TDM Programs AECOM Supports

GO MAINE, Go! Vermont, Massachusetts SRTS, Delaware Commute Solutions, *CTrides*, Commuter Services of Pennsylvania, Telework!VA, Georgia Commute Options, Georgia SRTS, reThink Your Commute, Commuter Krewe, Commute Solutions, and Club Ride.



Allie Velleca, TDM-CP
TDM Project Manager

Support national TDM practice at
AECOM working currently in
Connecticut, North Carolina, Georgia,
Florida, Louisiana & Texas

AECOM is the largest provider of TDM
services worldwide

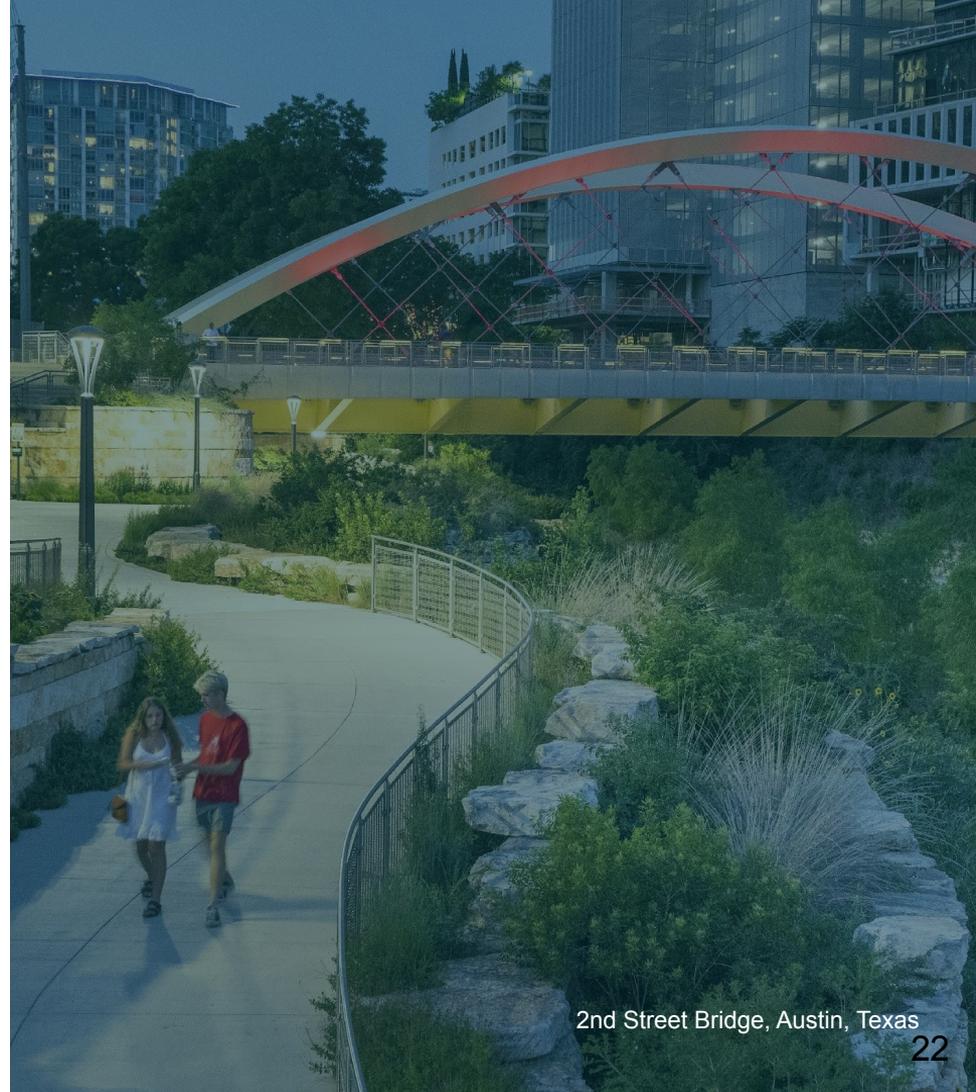
ACT Telework Council Chair

ACT Telework Council

90+ Members

**Telework + Alternative
Arrangements**

Quarterly Meetings



2nd Street Bridge, Austin, Texas

Council Activities



Resources

- Hoteling Showcase
- Hybrid Strategies
- Resource Library



Speakers

- Four Day Week
- Telework Program Development



Conference

- Employer hybrid programs
- ETC Engagement
- Telework Experts



Telework/Hybrid

American Community Survey 1-Year Estimates

How did you usually get to work?



American Community Survey 1-Year Estimates

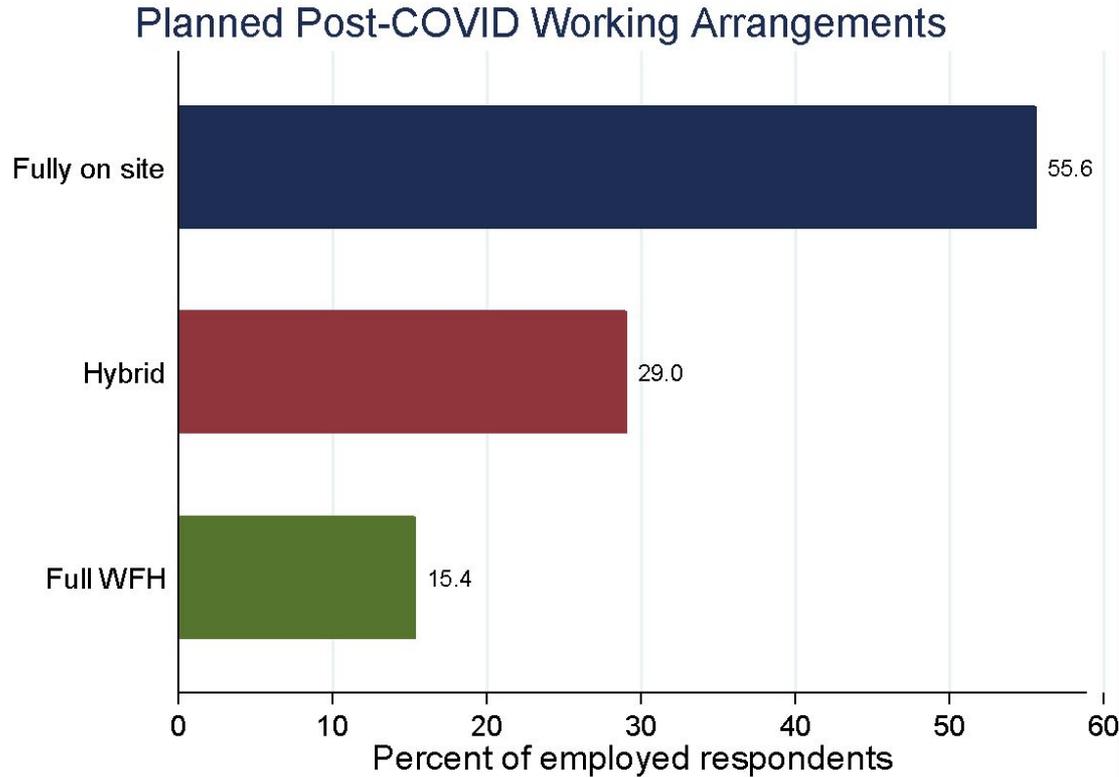
Top 5

1. DC (48.3%)
2. Washington (24.2%)
3. Maryland (24%)
4. Massachusetts (23.7%)
5. Colorado (23.7%)

Bottom 5

5. Alaska (0.00%)

Post COVID employees will split into three groups



Front-line employees, mostly non-graduates, lower paid,

Professionals and managers, mostly graduates, higher paid

Specialized roles - IT support, payroll etc, often contractors

Preferred Work Arrangement Motivations

Prefer Remote

- Avoid commute time (52%)
- Better for wellbeing (44%)
- Need flexibility to balance other obligations (37%)

Prefer Hybrid

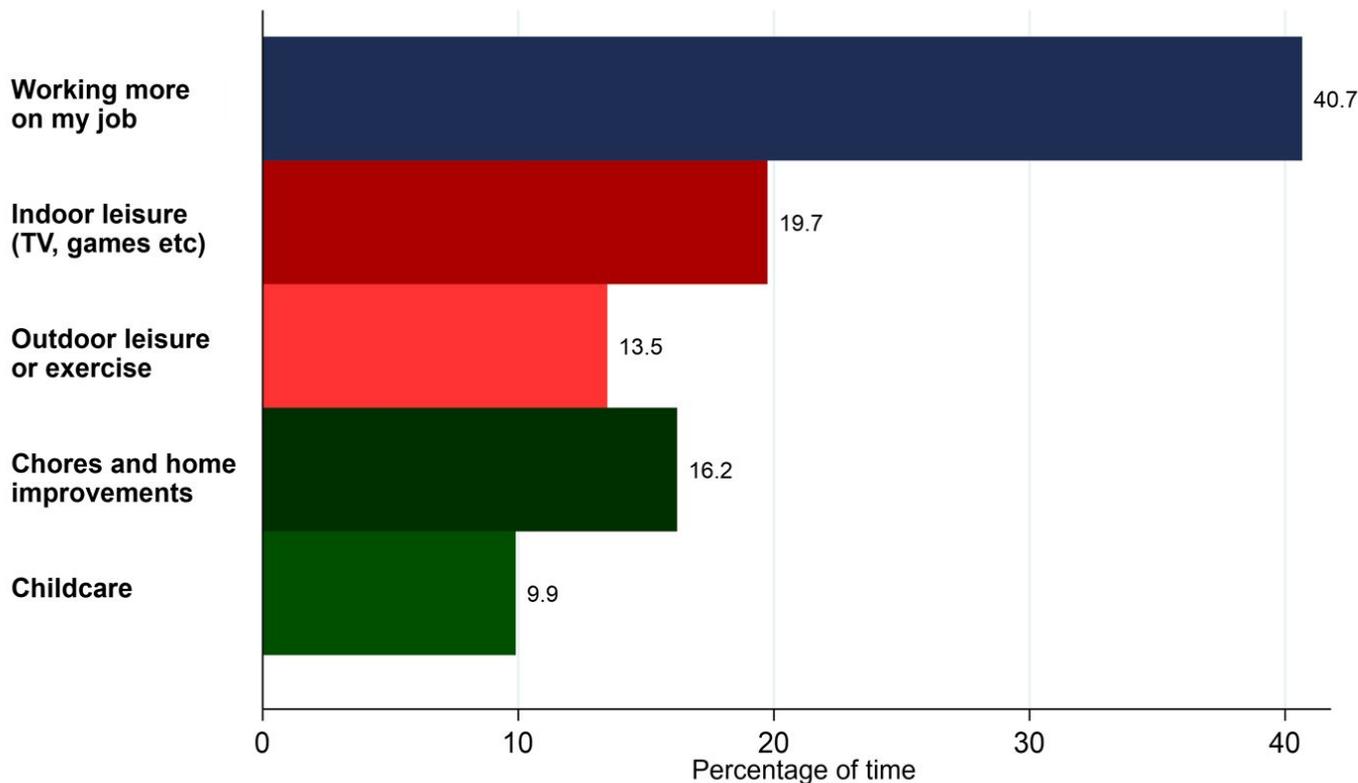
- Avoid commute time (48%)
- Better for wellbeing (48%)
- Need flexibility to balance other obligations (48%)

Prefer On-site

- Feel more productive (41%)
- Better access to technology/other resources (32%)
- Easier to collaborate (32%)

The two drivers of higher productivity are quiet at home (better for concentration “deep” work) and time from saved commuting

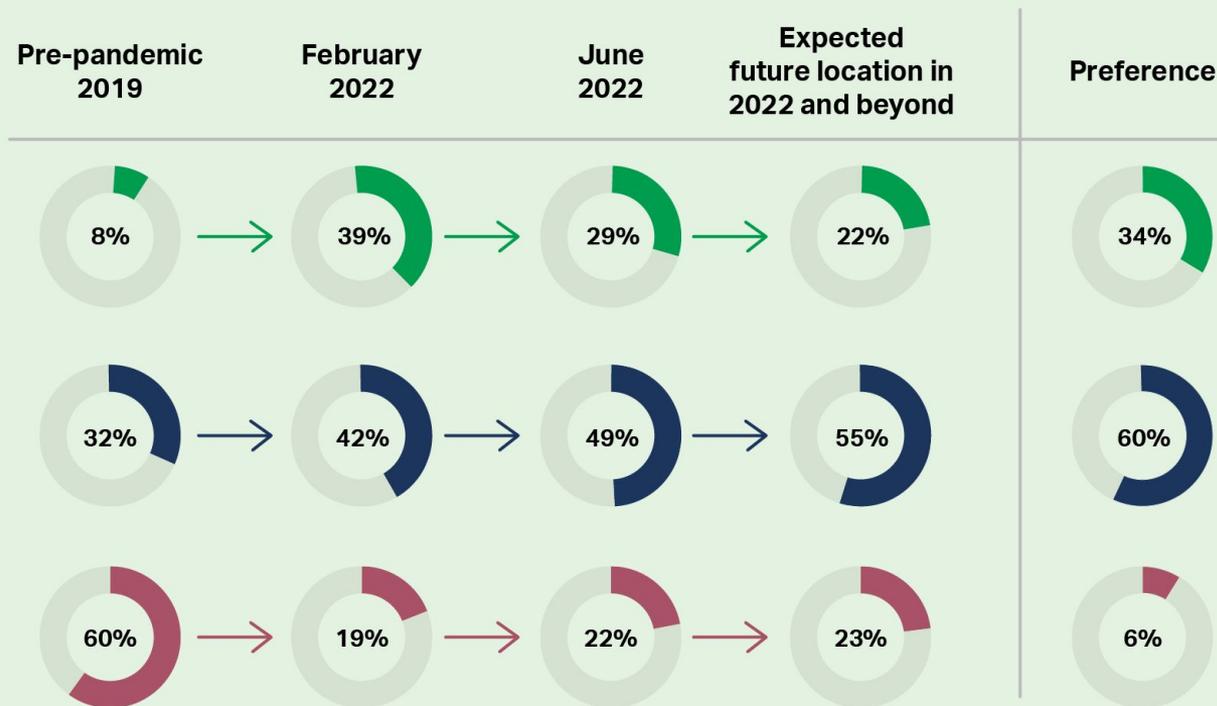
How did you use the commuting time you saved by working from home, percent



Source: Data from 32,461 respondees who can work from home, reweighted to match the US population. Details on <https://wfhresearch.com/>

Past, Current, Anticipated, and Preferred Employee Work Locations for Remote-Capable Jobs

■ Exclusively remote
 ■ Hybrid (≥10% to <100% remote)
 ■ On-site

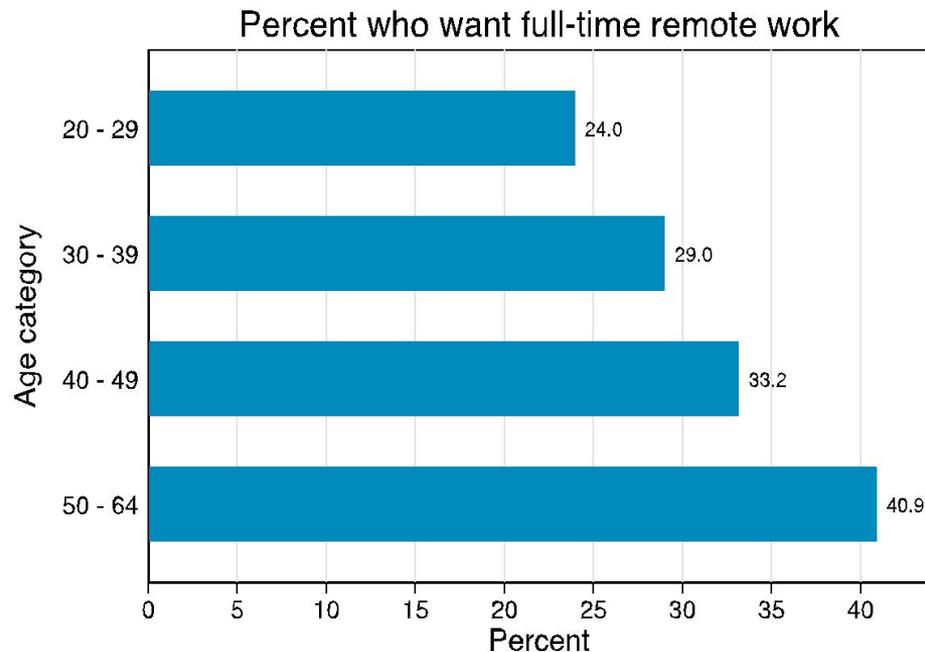
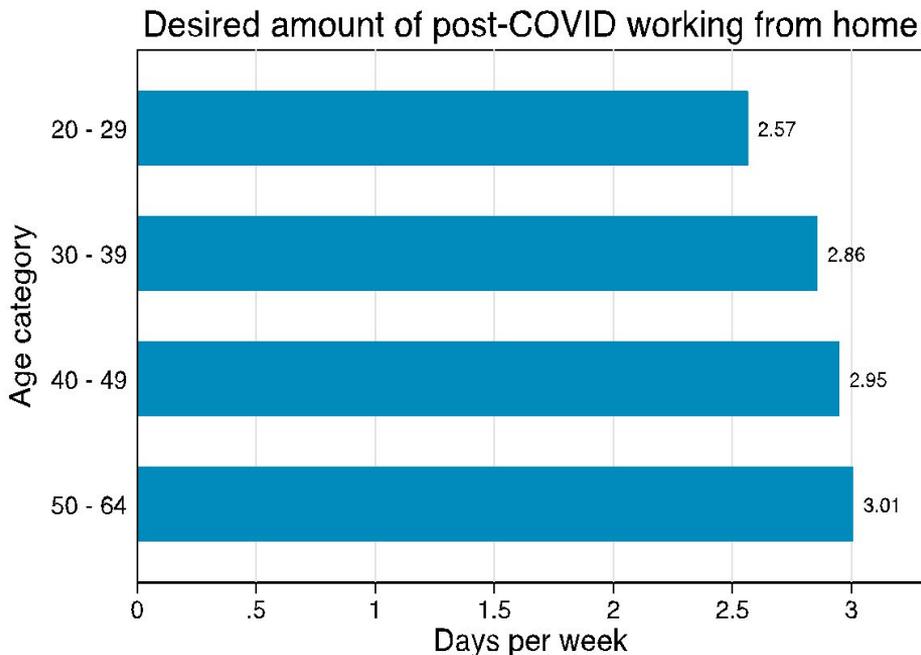


GALLUP



How many days & which days?

Note, most employees do not want to WFH every day

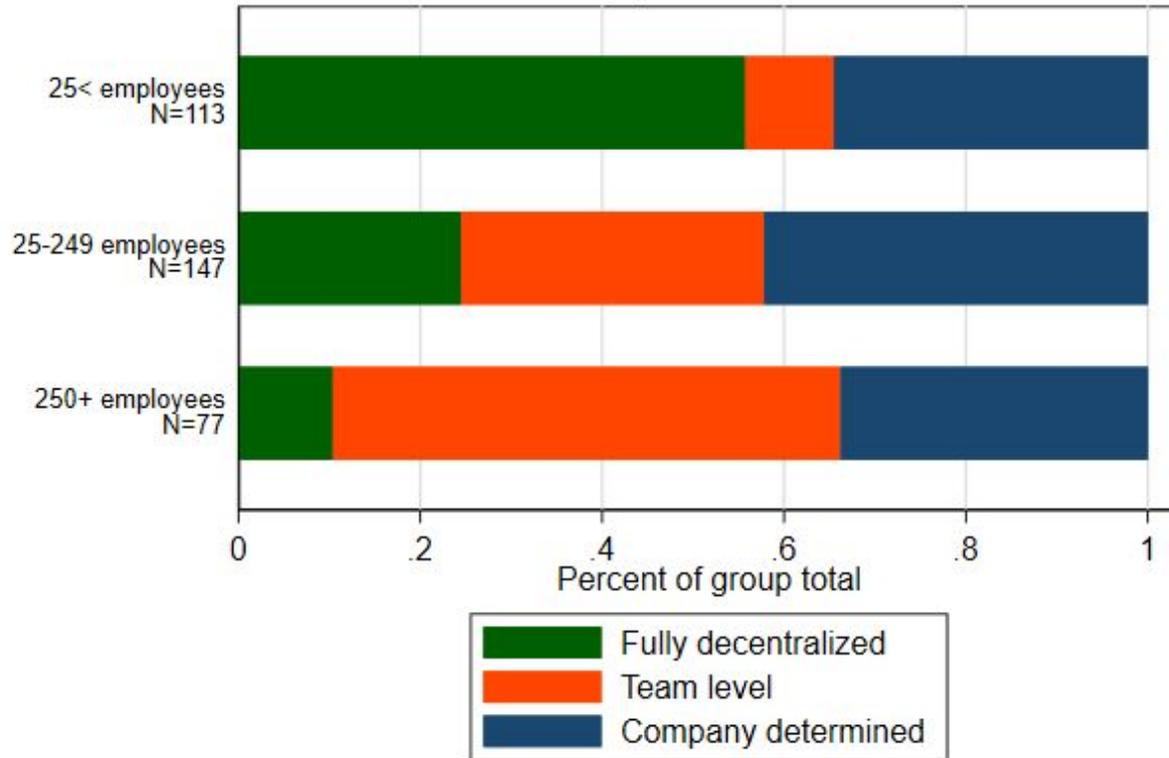


Responses to the question: *As the pandemic ends*, how often would you *like to* have paid workdays at home?

Sample: Data are from the April to June 2022 SWAA waves from www.wfhresearch.com. The sample includes respondents who have work-from-home experience during the pandemic and pass the attention-check questions. We re-weight the sample of US residents aged 20 to 64 earning \$10,000 or more in 2019 or 2021 to match Current Population Survey on age, sex, education, and earnings. **N = 8,788 (both figures)**

Large US firms mostly planning team or company organized hybrid

Q: “Who decides which days and how many days employees work remotely?”



SOURCE: Survey of Business Uncertainty conducted by the Federal Reserve Bank of Atlanta, Stanford University, and the University of Chicago Booth School of Business.

How Will We Work?



Synchronous Work

Asynchronous Work



Considerations Moving Forward

Culture in Hybrid

Organizations have been more intentional with remote and office integration of culture. A lot of culture-building falls on managers.



Provide training and support for managers of hybrid teams

Encourage culture-building among teams

Foster manager-to-manager peer networks

Continue manager development adapting to changing role of manager

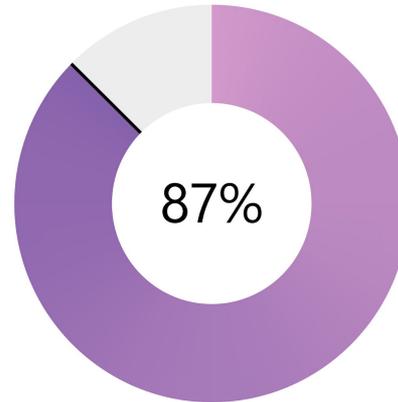
SOURCE:

https://www.gallup.com/workplace/401576/dont-confuse-office-culture.aspx?utm_source=workplace&utm_medium=email&utm_campaign=gallup_at_work_newsletter_send_2_october_10182022&utm_term=newsletter&utm_content=tips_for_advancing_the_hybrid_workplace_textlink.com

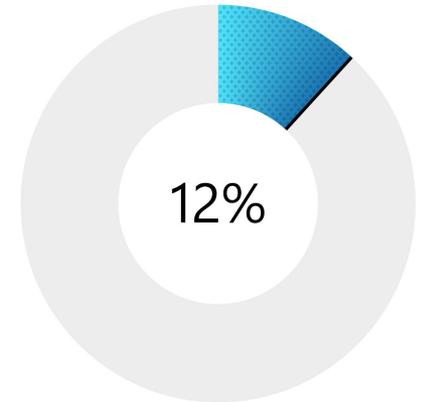
Microsoft Work Trend Index – Key Findings

1. End productivity paranoia

Employees
report they are productive
at work



Leaders
say they have full confidence their
team is productive



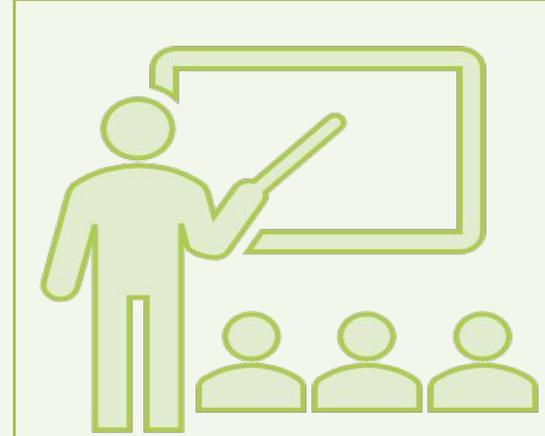
Microsoft Work Trend Index – Key Findings

1. End productivity paranoia
2. Embrace the fact that people come in for each other

73% of employees say they need a better reason to go into the office than just company expectations.

Microsoft Work Trend Index – Key Findings

1. End productivity paranoia
2. Embrace the fact that people come in for each other
3. Re-recruit your employees



In fact, employees consider opportunities to learn and grow as the **#1 driver of great work culture**, a jump from 2019 when it was ranked #9

Workplace Flexibility

- Who: Exposure to different leaders, colleagues, or teams
- What: Varied tasks, cross-training, or observation
- When: Times or different shifts
- Where: Different location or team
- How: Specific tasks remote or new technology





What does this mean for TDM?

How Hybrid Impacts TDM

- VMT reduction is still relevant
- Flexibility in commuter benefits is key
- Non-remote-capable industries still need traditional TDM
- Hybrid implementation will add complexities to travel options

Questions?

AECOM Delivering a
better world



Session 2.2: TDM in the Workforce: Overcoming Employer Objections

Evan Gatseos

Overcoming Employer Objections

TBD – Date

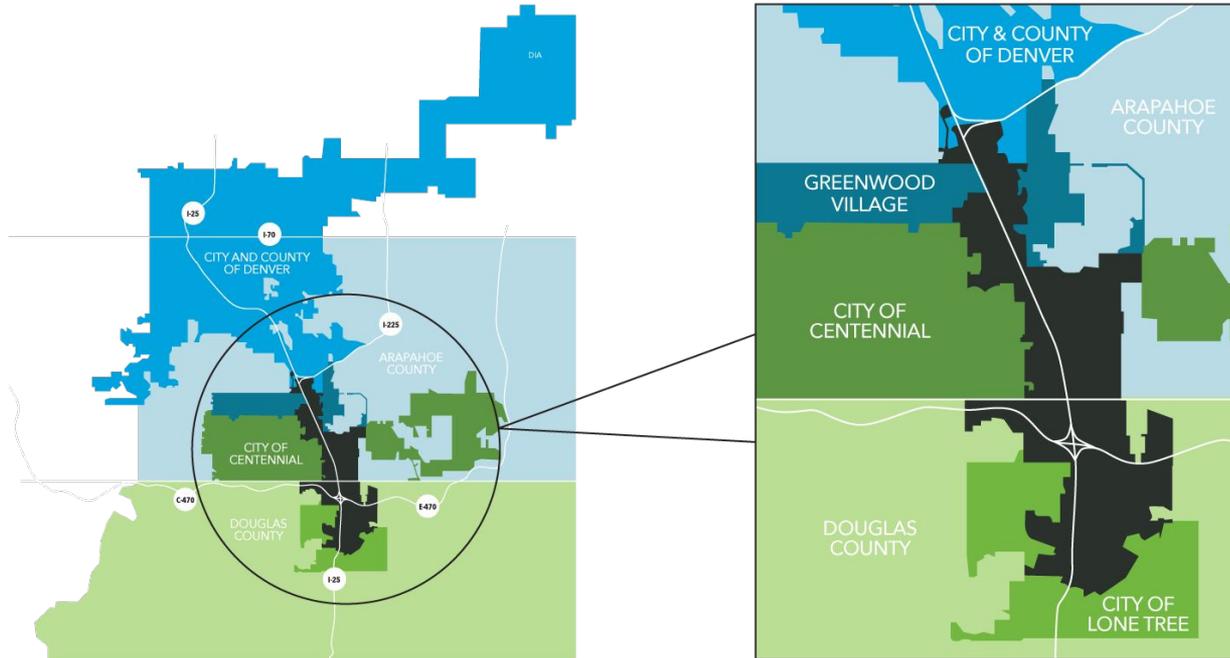
The logo for Denver South, featuring the words "DENVER" and "SOUTH" stacked vertically in a bold, white, sans-serif font. The background of the slide is a photograph of a modern transit station with a light rail train on an elevated track, surrounded by greenery and office buildings under a blue sky with light clouds. A large yellow circular graphic is overlaid on the left side of the image.

**DENVER
SOUTH**

WHO WE ARE

Denver South is both the community of businesses and residents surrounding the I-25 corridor south of Denver and the organization of business leaders and public officials co-authoring the future of our shared community.

THE DENVER SOUTH REGION



Denver South spans five jurisdictions in the major metro region.

AT-A-GLANCE

OVER 48
MILLION

SQUARE FEET
OF OFFICE SPACE



63%

HAVE A **BACHELOR'S**
DEGREE OR HIGHER



234,500

EMPLOYEES

98%

HAVE A
HIGH SCHOOL
DIPLOMA
OR HIGHER



20+

BUSINESS
PARKS

9



RTD LIGHT RAIL
STATIONS

93,000

AVERAGE ANNUAL
WAGE



15,000

BUSINESSES

ACCESS TO
I-25 & C470

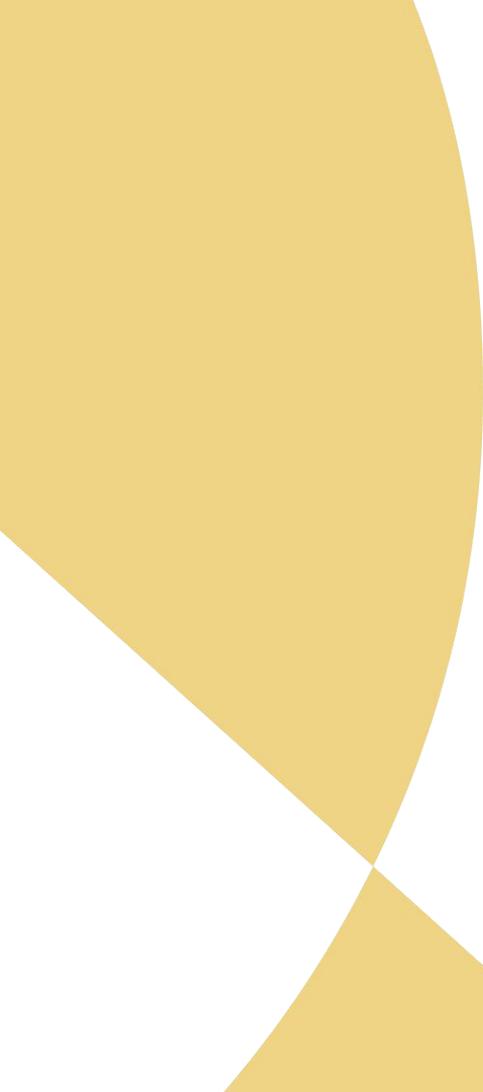


SIX
FORTUNE 500

HEADQUARTERED IN
COLORADO ARE LOCATED
IN DENVER SOUTH



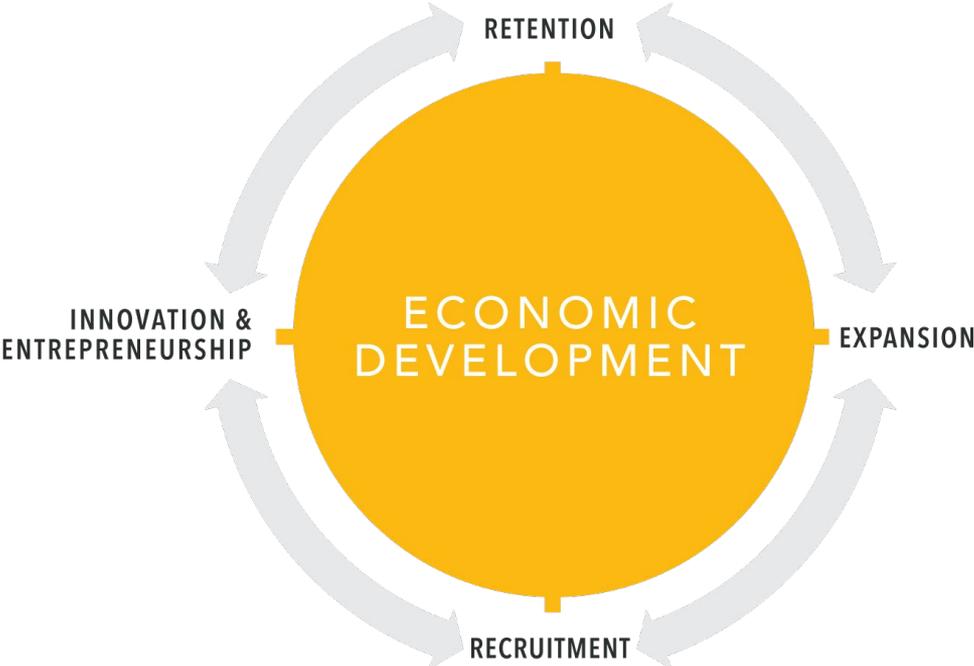
DENVER INTERNATIONAL AIRPORT (DEN)
& CENTENNIAL AIRPORT



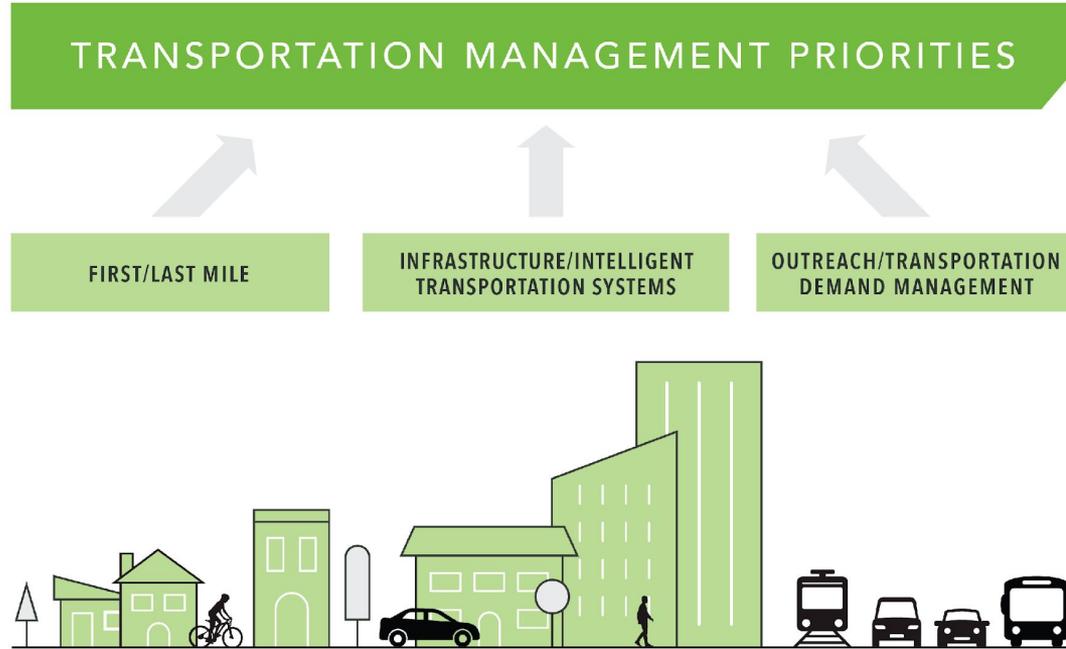
VISION

A SUSTAINABLE, THRIVING
DENVER SOUTH COMMUNITY
WHERE ALL WHO LIVE, WORK
AND PLAY FLOURISH.

ECONOMIC DEVELOPMENT STRATEGY



TRANSPORTATION & MOBILITY



DENVER SOUTH

2019 COMMUTER SURVEY RESULTS

With over 300,000 employees converging to and from Denver South daily the results of the 2019 Commuter Survey results reveal attitudes and desired changes in the region.

🖥️ FLEXIBLE / TELEWORK OPTIONS



Of those surveyed with a flexible/telework benefit, 75% currently use their telework option at least once per week

🚲 BIKE / PED



🚌 FIRST / LAST MILE

38.5% → Would use a free shuttle if it was available

🚗 CURRENT MODE OF TRANSPORTATION



Average one-way commute distance was approximately → **15 MILES**

🚊 TRANSIT



🗣️ ADDITIONAL COMMUTER SURVEY FEEDBACK

Sidewalks, bike lanes, ways to get FROM the light rail to work, currently there is no option but to drive, or to BIKE on Arapahoe road (which is not safe). Alternative options would be used if there were the facilities that support that.

I would like for the shuttle service to be more frequent and reliable.

Low costs, safer bike lanes and quicker routes!

DENVER SOUTH

DENVER SOUTH 2020 COMMUTER SURVEY

HIGH-LEVEL SNAPSHOT

Denver South conducted its annual regionwide survey throughout the fourth quarter of 2020. The 2020 survey received nearly 2,200 responses, doubling 2019 numbers.

As with most industries, transportation and mobility were significantly impacted by the COVID-19 pandemic, which is clearly reflected in the response data. According to TomTom traffic data, average national congestion was down 40% during rush hour, correlating to Denver South's 35% reduction in single occupancy vehicles (SOV) year-over-year.

HOW PEOPLE GOT TO WORK

With all commute modes totaling 100%

DROVE THEMSELVES IN SINGLE OCCUPANCY VEHICLES (SOV)



As a result of COVID-19 the SOV rate DECREASED BY 35% FROM 2019

TELECOMMUTED



Average one-way employee commute into Denver South is approximately

TOOK TRANSIT



→ 14 MILES

TELEWORK AND COVID-19 RESPONSES*

* Respondents who could not telework/network (healthcare, retail) did not answer these questions based on not applying

PROGRAMS MORE THAN DOUBLED AMONG EMPLOYERS



UTILIZATION INCREASED

Pre-COVID-19: Commuters eligible to telecommute did so less than one day per week (1.0) on average



Post-COVID-19: Commuters eligible to telecommute did so 3.7 days per week on average



74% Found Telework and Flex Work options more valuable than any other commuter benefit

24.7% Plan to continue working from home indefinitely until the COVID-19 disruption is over

VEHICLE MILES TRAVELED REDUCTION (VMT-R)

The decrease in drive-alone rate represents daily VMT-R of 2,064,800 miles. When applied to a full year (average 240 work days per year) there were 495,523,200 miles of VMT-R. This is nearly the distance from the Earth to Jupiter.



DENVER SOUTH

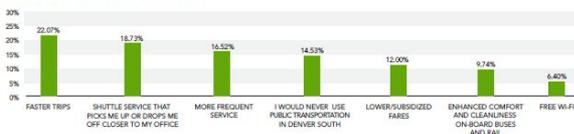
FIRST/LAST MILE PREFERENCES



BUS/TRANSIT TAKEAWAYS

29% → Would use a **transit pass** an average of **3 days per week** if it were provided by their employers

WHAT SINGLE IMPROVEMENT FROM THE LIST BELOW WOULD ENCOURAGE YOU TO USE PUBLIC TRANSPORTATION MORE TO/FROM WITHIN DENVER SOUTH?



REPRESENTATIVE OPEN-ENDED SURVEY RESPONSES (DRAWN FROM HUNDREDS OF QUOTES)

Need to have better East/West routes.

Connect businesses to businesses with sidewalks.

Let's find a shuttle solution!

Allowing more flexibility to telecommute post COVID would make a large difference in how long I choose to extend my employment in Denver South. RTD must be reliable, safe and affordable.

Safety is a concern when walking or riding a bike in Denver South... streets are too busy to ride alongside cars... dedicated bike paths and sidewalks are needed. Drivers do not yield properly so I do not walk or ride, but drive.

DENVER-SOUTH.COM

DENVER SOUTH

DENVER SOUTH

DENVER SOUTH

DENVER SOUTH 2021 COMMUTER SURVEY SNAPSHOT

Denver South conducts an annual survey to understand commute behaviors and challenges related to movement throughout the region. This year's survey data shows trends specific to current workplace realities as a result of the pandemic and return to office policies.

AVERAGE ONE-WAY COMMUTE **ONE WAY** 15 MILES



TELEWORK / HYBRID WORK TRENDS

Average telecommute days per week by year



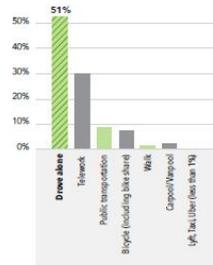
RETURN TO OFFICE POLICIES

< 10%

Less than 10% of employers anticipate requiring employees to be at the worksite fulltime

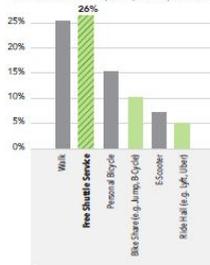
MODE

Survey respondents were asked, how did you get to work yesterday?



FIRST LAST MILE PREFERENCES

Imagine you took RTD Light Rail for your commute, which would you be most interested in to complete your trip to work?



COMMUTER BENEFIT VALUE RANKING



TRANSIT PASS OPTIONS

42% of respondents' employers fully/partially subsidize a transit pass.

→ 67% of respondents who receive a pass actually use it an average of 2.04 days per week



ACTIVE TRANSPORTATION

72% OF RESPONDENTS

Would bike more in Denver South with more protected bike lanes, safer riding conditions, and clearer signage along biking trails

78% OF RESPONDENTS

Would walk more in Denver South with better lighting, wider sidewalks, shorter waits at traffic signals, and fewer obstructions in the sidewalk



OPEN-ENDED COMMENTS

- + Whether it's a bike lane, wider sidewalks that are better lit, or cleaner public transportation, safety is the major improvement needed in ALL areas
- + Bike and walking infrastructure is sorely lacking
- + Scooters at light rail stops
- + Incentives for my employer to offer free or reduced RTD passes
- + More flexibility and less compartmentalization of Flex Ride zones
- + Provide last/mile shared micro-mobility at arrival stations
- + Provide a shuttle service
- + Monthly commuter checks for bicycling to work
- + I would ride RTD if a last mile option were available, no east west connectivity



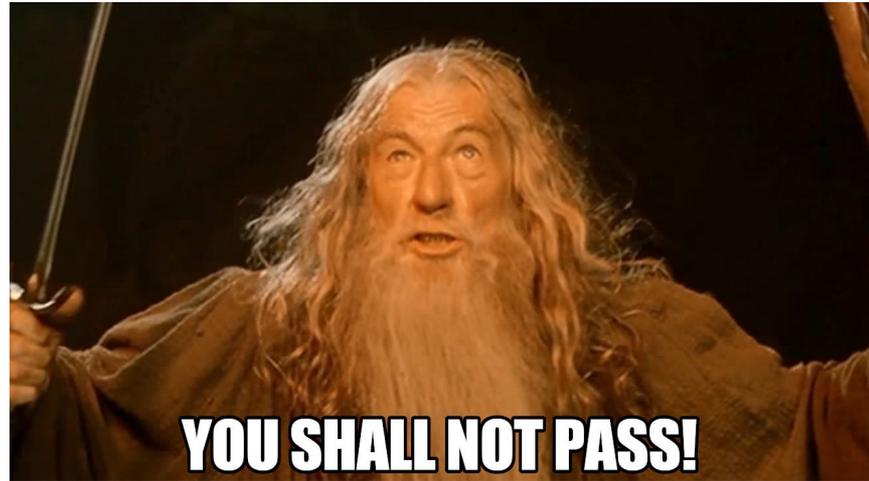
DEMOGRAPHIC DATA



TDM Outreach



TDM Outreach



Who is The Stranger in *Lord of the Rings – Rings of Power*?



TDM Outreach

Hearing the eight most unhelpful words: “We could never do that at our organization.”

- **Reasons:**

- **Cost**
 - Previous experience with RTD EcoPass
 - Tight budget
 - Administrative burden
- **Culture**
- **Perception**
 - Elite projection
- **Assumptions**

- **Answers**

- **Cost**
 - Provide current lower price list
 - Explain how commute benefits improve retention
 - TMAs can help ease administrative work
- **Culture**
- **Perception**
 - Provide data
- **Assumptions**
 - Provide like employer data

Data



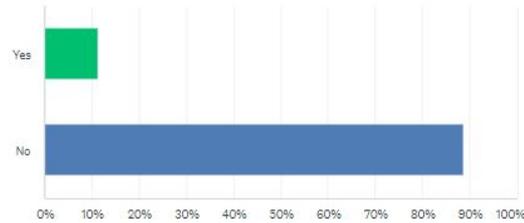
Data

While the Regional Survey opened many doors, individualized employer surveys yielded key success for Denver South TMA in 2022.

Survey Questions – Transit to WORK

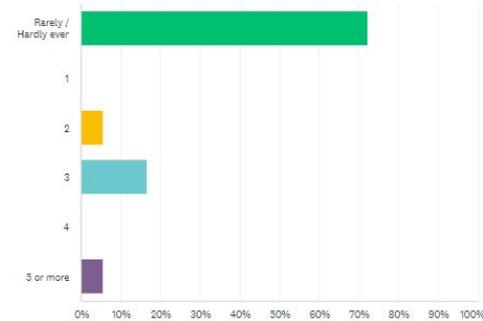
In the past three (3) years, have you tried using bus/light-rail for your commute to work?

Answered: 158 Skipped: 6



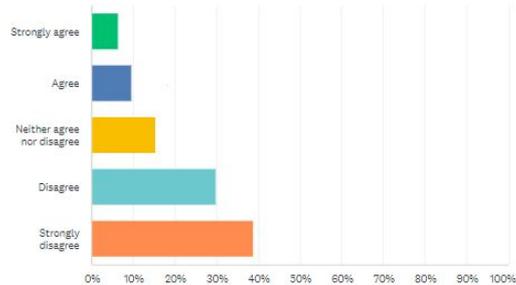
How many days per week, on average, have you used transit for your commute to work?

Answered: 18 Skipped: 146



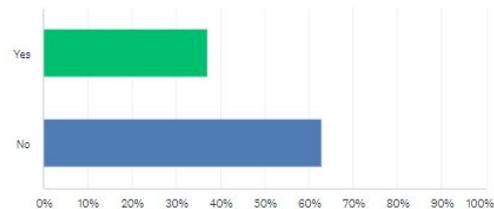
Please rate the following statement: Transit is a realistic mode for my commute to the office.

Answered: 157 Skipped: 7



If EMPLOYER provided you with an RTD transit pass as an employee benefit would you use it for your commute to work?

Answered: 154 Skipped: 10



Survey Questions – Transit for personal use

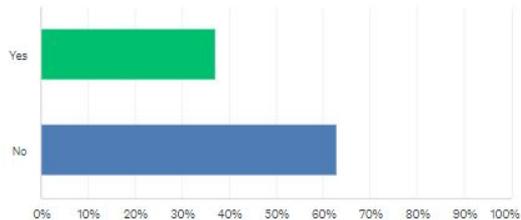
In the past three (3) years, have you tried using bus/light-rail for any non-work related or personal trips? For example: DEN Airport or Downtown Denver.

Answered: 157 Skipped: 7



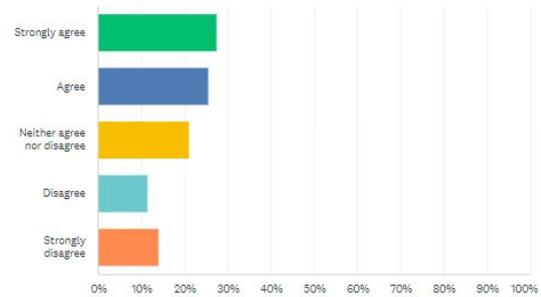
If EMPLOYER provided you with an RTD transit pass as an employee benefit would you use it for your commute to work?

Answered: 154 Skipped: 10



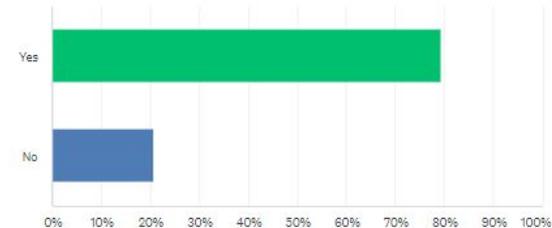
Please rate the following statement: RTD bus/light-rail is a realistic mode option for me to complete non-work/personal trips.

Answered: 156 Skipped: 8



If EMPLOYER provided you with an RTD transit pass as an employee benefit would you use it for non-work related or personal trips?

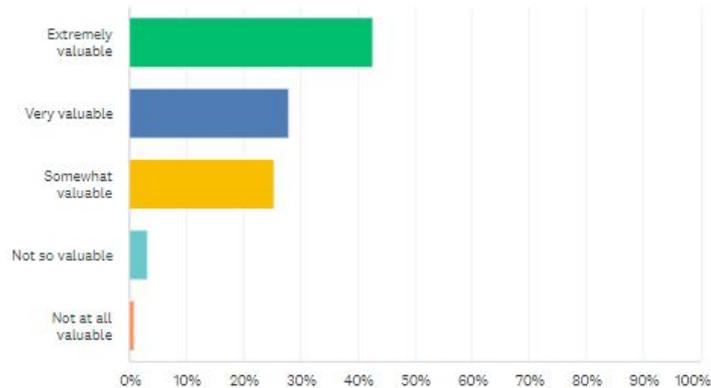
Answered: 154 Skipped: 10



Survey Questions – Employees Value Transit Benefits

If EMPLOYER provided you an RTD transit pass which could be used on all RTD buses and trains, including to the airport, please rate how you would value this benefit.

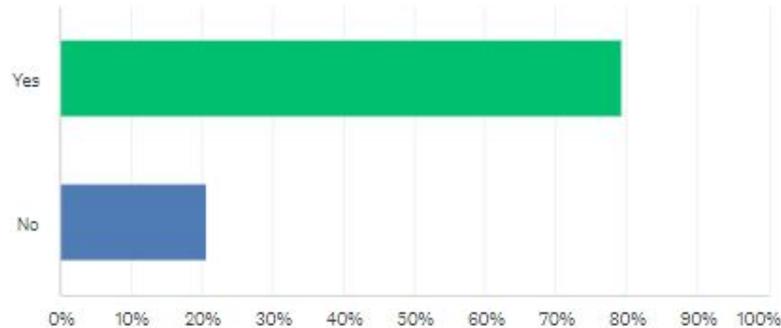
Answered: 122 Skipped: 42



Survey Questions – Employees Willing to Share Costs

Would you be willing to make a one-time payment of \$16 for unlimited rides on RTD services, including the University of Colorado A-Line to DEN, from July through December 2022.

Answered: 121 Skipped: 43



Some key takeaways

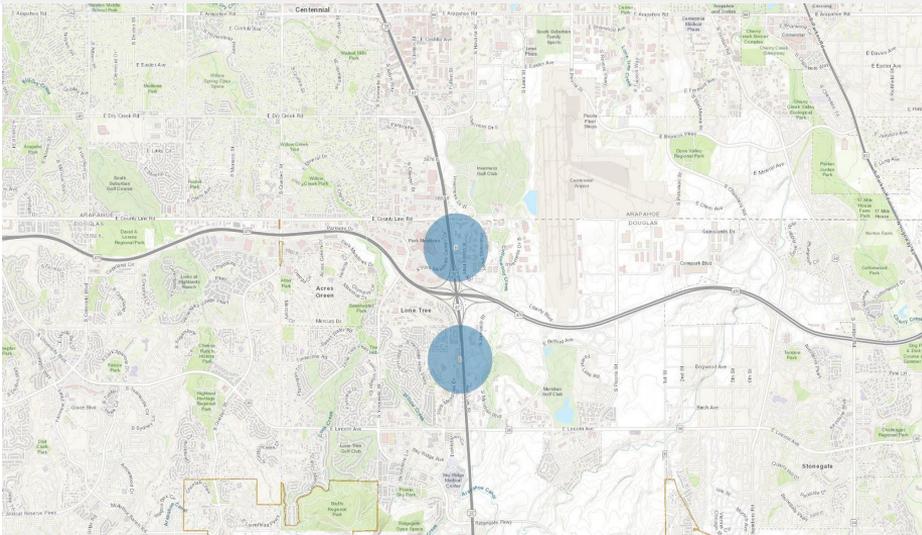
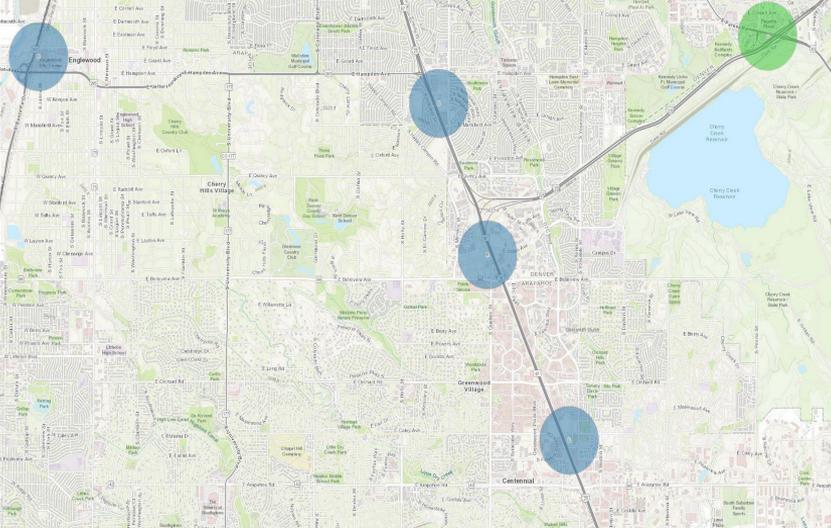
RTD's 2022 and 2023 EcoPass pricing was paramount in overcoming cost objections

2022 ECOPASS PRICING (\$3.00/\$5.25/\$10.50)

SLA (business location)	Contract Minimum Per Year	1-24 employees	25 - 249 employees	250 - 999 employees	1,000 - 2,999 employees
A	\$1,368	\$68	\$46	\$32	\$22
B	\$1,368	\$64	\$84	\$23	\$17
C	\$2,400	\$128	\$118	\$96	\$103
D	\$2,400	\$1074	\$809	\$632	

Important: If the per-person rate for your SLA multiplied by your headcount is LESS THAN the Contract Minimum - the Contract Minimum rate will apply.

Denver South: RTD SLA Maps



SAMPLE DENVER SOUTH EcoPass Pricing



Small Employer has 18 employees and is iB.
 $18 \times \$64 = \$1,152$ (contract minimums may apply)



Medium Employer, LLC has 75 employees and is in SLA A.
 $75 \times \$46 = \$3,450$



Large Employer Corporation has 360 employees is in SLA A.
 $360 \times \$32 = \$11,520$



Extra Large Employer has 2500 employees is in SLA B.
 $2500 \times \$17 = \$42,500$

Some key takeaways

- Regional Survey and Bike to Work Day provided valuable “ins” with some employers
- Personalization of survey, marketing and/or outreach material helped employers “sell” programs
 - Ask for employer logos, fonts and style guides – employees believe the content is coming directly from their employer which increases participation
- Explain costs of doing nothing –
 - According to the Society of Human Resource Management (SHRM) it costs an average of \$4,129 plus forty-two days to fill a new position.
 - For commuters in Denver South – the average annual cost for commuting (under normal non-COVID19 conditions) is \$3,494.40 per year. This is based on the average one-way commute of 14 miles x 240 work-days per year x \$0.51 per mile.
 - Compare costs of current benefit and utilization

Reach out – TMAs are here to help



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**DENVER
SOUTH**



Session 3: Transportation Demand Management: The Unlikely Hero of Housing Affordability

Mallory Baker

Transportation Demand Management: The Unlikely Hero of Housing Affordability

Colorado Transportation Demand Management Conference,
2022



WALKER
CONSULTANTS

The Relationship Between Transportation + Housing Affordability

TRANSPORTATION + HOUSING AFFORDABILITY



TRANSPORTATION + HOUSING AFFORDABILITY

Dorchester apartment building aimed at homeless families rejected over parking concerns

By adamg on Tue, 04/27/2021 - 12:32pm



Board says: No way.

Why we can't have affordable things: Parking problems stalled 36 homes for some of the poorest residents

“Right now, our code is the code.”



Homes on Welton Street owned by Robert and Eddie Woolfolk of the nonprofit Charity's House. May 1, 2020. (Kevin J. Beaty/Denverite)

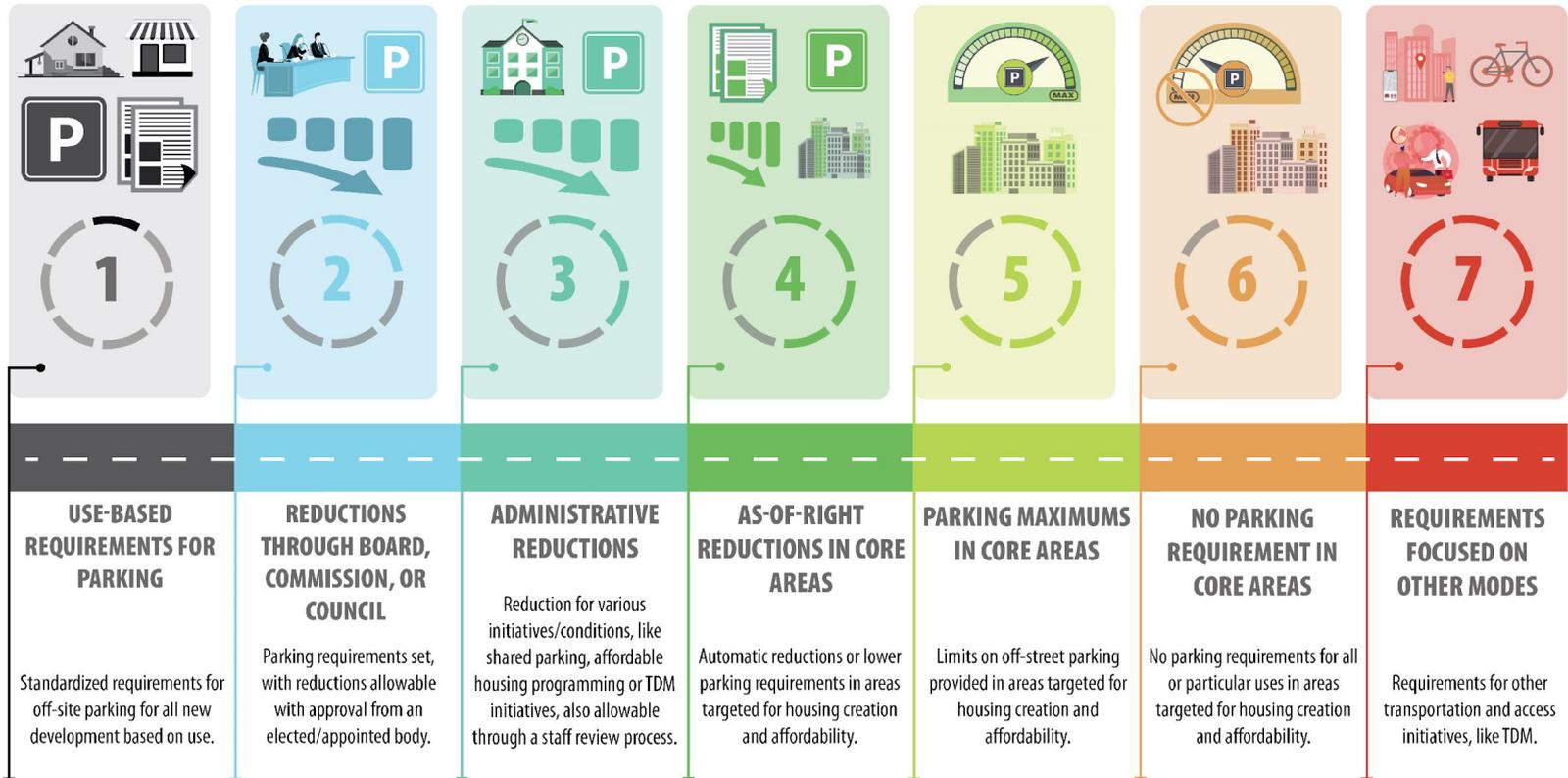
TRANSPORTATION + HOUSING AFFORDABILITY



Regulating Change

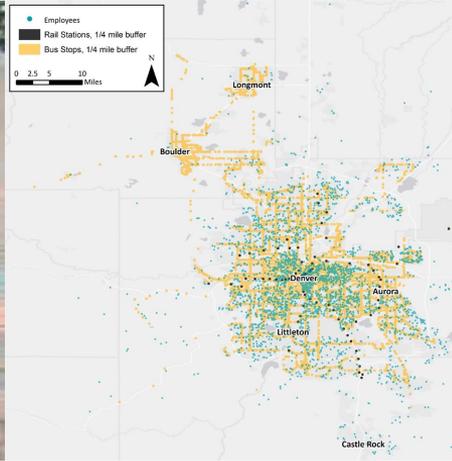


YOU ARE HERE - THE HOUSING AVAILABILITY + AFFORDABILITY REGULATION SCALE



REGULATORY INTERVENTIONS (LOW)

- Moving away from Board/Commission approvals to administrative, staff-led reductions
- Typically, pre-prescribed and limited



REGULATORY INTERVENTIONS (LOW)



Preconditions

None



Pros

Standardized format

Simple to administer alongside use-based requirements



Pitfalls

Tying available reductions to actual parking demand



Impact: Low, Focused on Access Improvements

REGULATORY INTERVENTIONS (MID)

- As-of-right reductions in core areas
- Generally, percentage-based, or alternative minimum standards



REGULATORY INTERVENTIONS (MID)



Preconditions

Criteria-based establishment of core areas
Managed parking



Pros

Alignment with broader planning objectives and community buy-in



Pitfalls

Sets up certain areas of the community for success (and heightened scrutiny)



Impact: Medium, depending on reduction size/scale

REGULATORY INTERVENTIONS (HIGH)

- Eliminating parking requirements in core areas and/or reconfiguring as a financial contribution to public resources



REGULATORY INTERVENTIONS (HIGH)



Preconditions

Public parking resources and/or rich multimodal networks



Pros

Maximize impact

Support public transportation and parking resources



Pitfalls

Self-managing access; administering successful fee programs



Impact: High

REGULATORY INTERVENTIONS (HIGH)

- Focusing requirements on transportation demand management and accommodating travel choices beyond the single-occupancy vehicle



REGULATORY INTERVENTIONS (HIGH)



Preconditions

Rich multimodal networks



Pros

Foster a truly multimodal community

“Replace” parking requirements with something new



Pitfalls

Getting “teeth”; managing and monitoring



Impact: High when coupled with other initiatives

REGULATORY INTERVENTIONS: SETTING THE STAGE

IDENTIFYING CORE AREAS: FOCUS ON ACCESS AND DENSITY

- Access Score
- Commute surveys
- FAR/ residential density



REGULATORY INTERVENTIONS: SETTING THE STAGE

IDENTIFYING CORE AREAS: FOCUS ON EXISTING PARKING AVAILABILITY

- On-street and off-street parking inventory and occupancy
- “Build it and they will come”



REGULATORY INTERVENTIONS: SETTING THE STAGE

IDENTIFYING CORE AREAS: FOCUS ON HOUSING AFFORDABILITY

- AMI
- Percentage of income spent on housing
- Year-over-year increases in housing prices



EXAMPLE: LOS ANGELES COUNTY



Before



After

County of Los Angeles

Parking + Housing Affordability Ordinance Draft Update

Key Recommendations

- Supported by affordability goals and data collected at multifamily properties throughout LA County, reduce parking requirements for multifamily housing by 25%.
- To incentivize the construction of smaller, more affordable multifamily housing, remove parking requirements for multifamily housing with fewer than 10 units.
- In exchange for a combination of provisions such as care share, ebike charging, grocery, and child care uses at the building, allow a 25% reduction in parking requirements.
- Allow for more parking spaces by reducing required parking space lengths and drive aisle widths to allow more space for residential units and amenities.

Why This Update?

While the County parking ordinance has not been updated in decades, Los Angeles County is experiencing an unprecedented housing crisis. The cost to buy or rent a home here continues to increase year over year and many residents can no longer afford their own residence in the County. To help address affordability concerns, the Los Angeles County Department of Regional Planning has initiated a study to update the parking requirements in the County Code to remove barriers to the development of multifamily housing in the unincorporated areas of the County. The County is also considering the relationship between parking requirements and a more multimodal and environmentally-friendly transportation system for residents.

What We Found

The yearlong study concluded that minimum parking requirements significantly discourage the construction of new housing units, reducing housing availability and increasing rents for residents. Additionally, minimum parking requirements incentivize people to drive more, instead of using other modes of transportation, including transit, bicycling and walking, increasing traffic and greenhouse gas emissions. The study included robust and ongoing community collaboration, including online surveys, community meetings, and interviews with people who work in affordable housing and transportation in Los Angeles County.

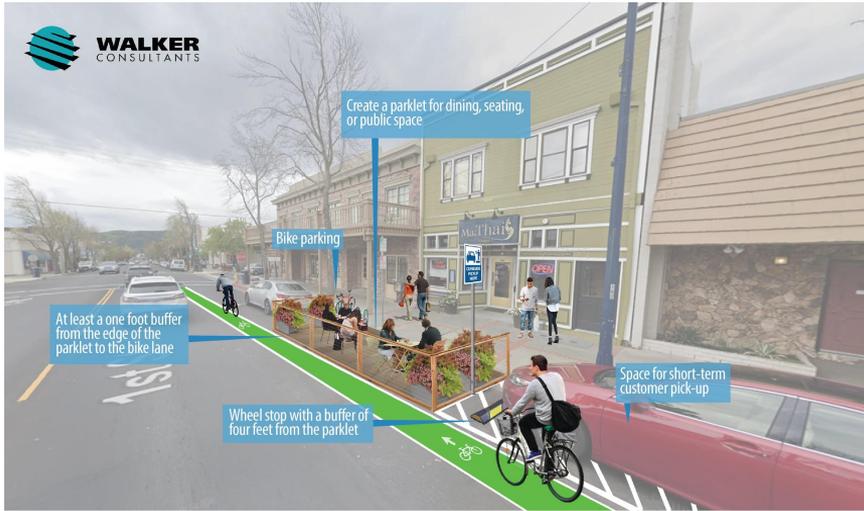


lacounty.gov

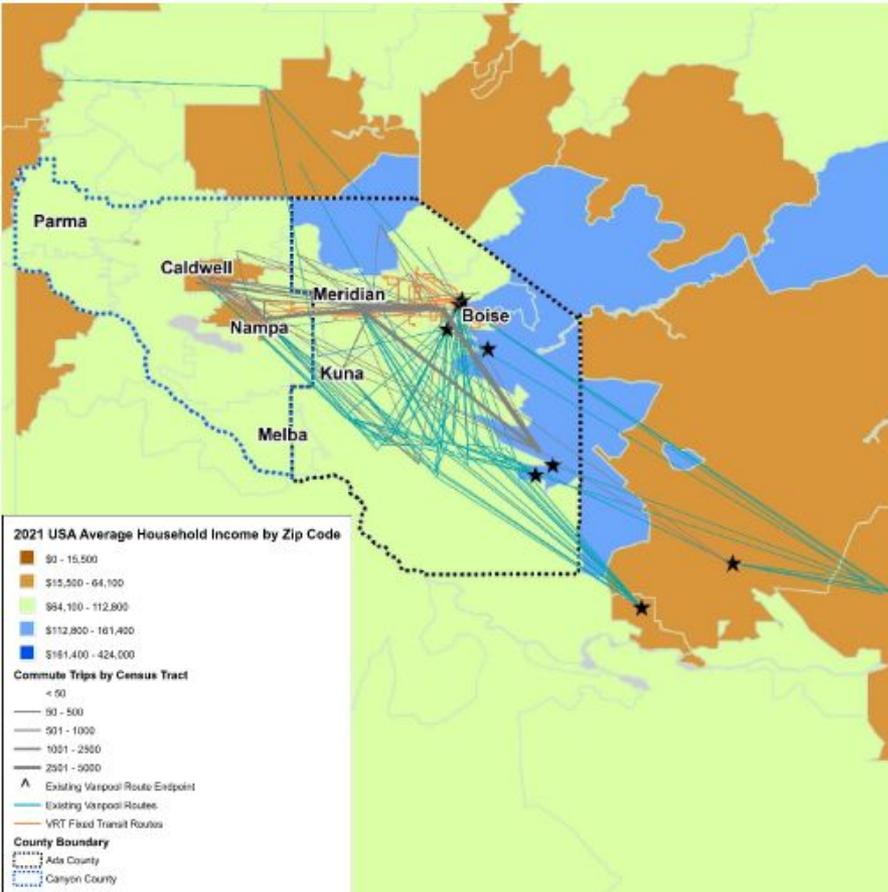
HOW DOES YOUR COMMUNITY REGULATE ACCESS AND PARKING? HOW MIGHT YOU CHANGE THE REGULATIONS IF GIVEN THE OPPORTUNITY?

Supporting Choice

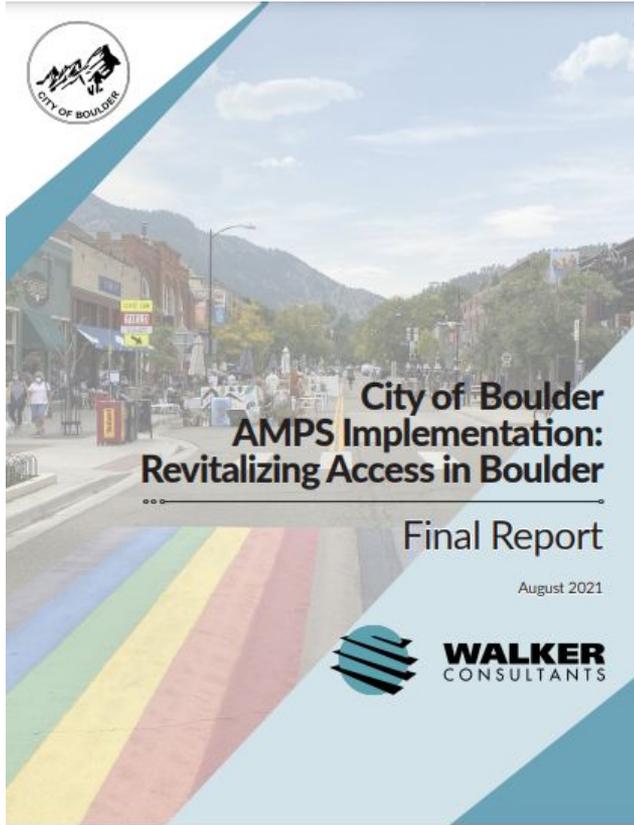
TAKING PHYSICAL SPACE BACK FOR OTHER MODES



RAPID IMPLEMENTATION FOR MODE SHIFT



MANAGING THE PARKING SYSTEM



DailyCamera

Local News | Boulder launching "\$3 for 3 to 3" evening...

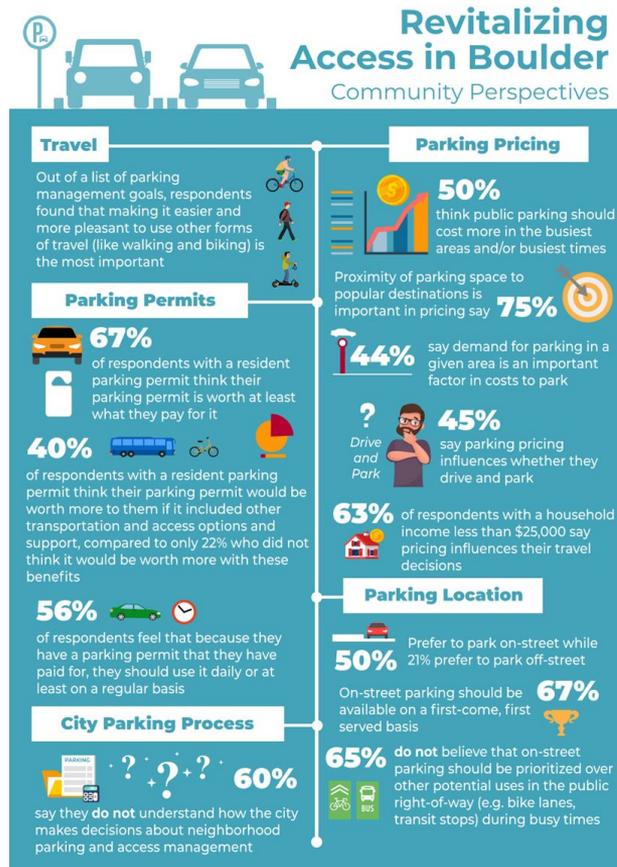
LOCAL NEWS

Boulder launching "\$3 for 3 to 3" evening parking pilot in downtown garages



What's the **Next Right Thing** for Your Community?

SET YOUR STRATEGY IN MOTION



- Find your “why”
- Collect data
- Engage your community meaningfully
- Engage your elected and appointed officials

HERE TO HELP



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Session 4: Harnessing the Power of Bikes for Increasing Equity and Access

Brandon Smith, Clark Rider and Kevin Crouse



Harnessing the Power of Bikes for Increasing Equity and Access

- CU Boulder's Bike Program
- Boulder BCycle
- Supporting CU Boulder's Frontline Service Employees

2022 Transportation Demand Management (TDM)
Conference
Nov. 4, 2022



University of Colorado
Boulder

BOULDER  **Cycle**

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Transportation Context

CU Boulder

	<u>Count</u>	<u>% live in Boulder</u>	<u>Avg Commute Distance</u>	<u>% who bike commute</u>
Employees	9,900	32%	13.2 miles	13%
Students	36,000	81%	6.6 Miles	20%

BCycle

<u>Bikes</u>	<u>Stations</u>	<u>Full Time Employees</u>	<u>Part Time Employees</u>
300	50	7	7



CU Boulder Bike Program

- equity is no additional cost* access to all things Bike

All 36,000 students get access to:

- Bike rentals (Semester Rental** and BCycle)
- Parking
- Repairs
- Classes
- Infrastructure improvements
- Bike Fest celebration
- www.CUBikeStation.com

*It does take funding and luckily we have a mandatory student fee to provide that.

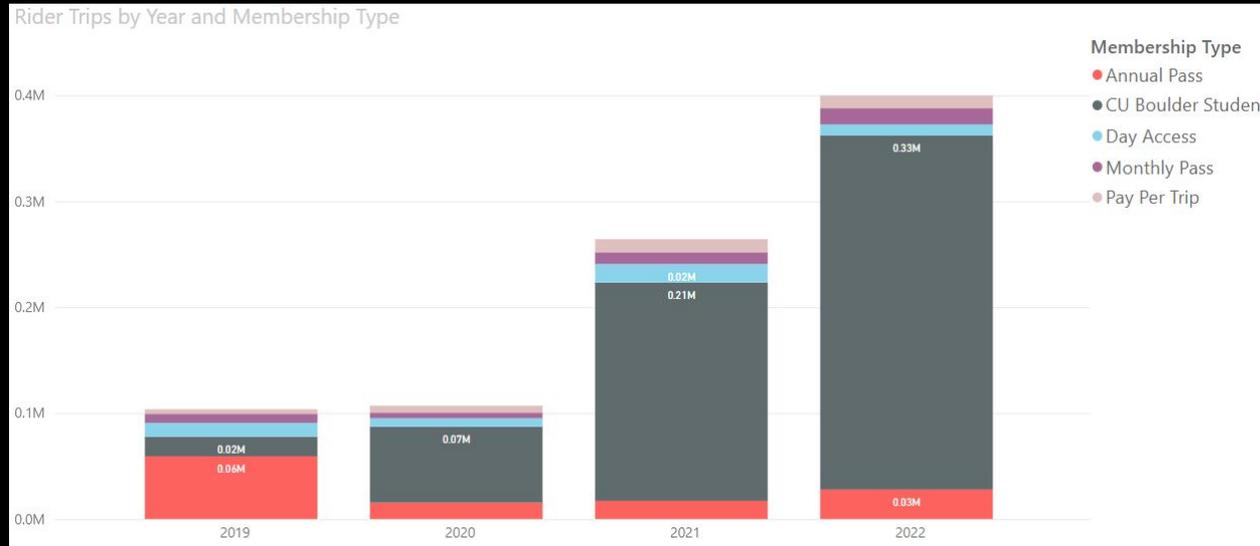
- Annual budget of ~\$1m or \$28 per student (about the retail cost of one flat repair)

**Per semester rental fee of \$50 for our premium fleet



What happens when every student gets access to unlimited 1-hour electric bikes?

- Now students are riding 340,000 times per year which is an 100% increase over previous year
- August had 56k student rides and September had 68k
- 100k rides per month would happen if system limitations weren't a reality
- 16k+ student users



It took 10 years for BCycle to get the one-millionth rider



Program cost savings and pivot in transportation demand

- Student public transit ridership plummeted by 89% vs 2018-2019
- Entry level bike availability is just now starting to pick back up
- Bike shops had months long waits for repairs and ~\$60/hr rates while we still serving CU affiliates on the spot
- ~~We did consider a BCycle model where student paid 1/4 the rate, but decided that would be a barrier for many~~

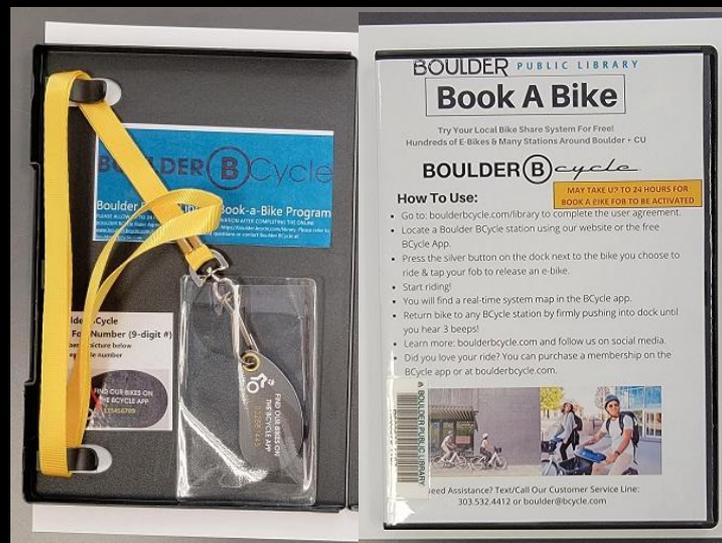


Increasing Transportation Equity – Boulder BCycle

Boulder BCycle Library Pass Program



- Launched in 2021, this program makes passes available on Boulder Public Library shelves for checkout by library patrons!
- So far the program has served approximately 75 riders for almost 500 trips!



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Boulder

CU Boulder Employee's Transportation Context – Post COVID

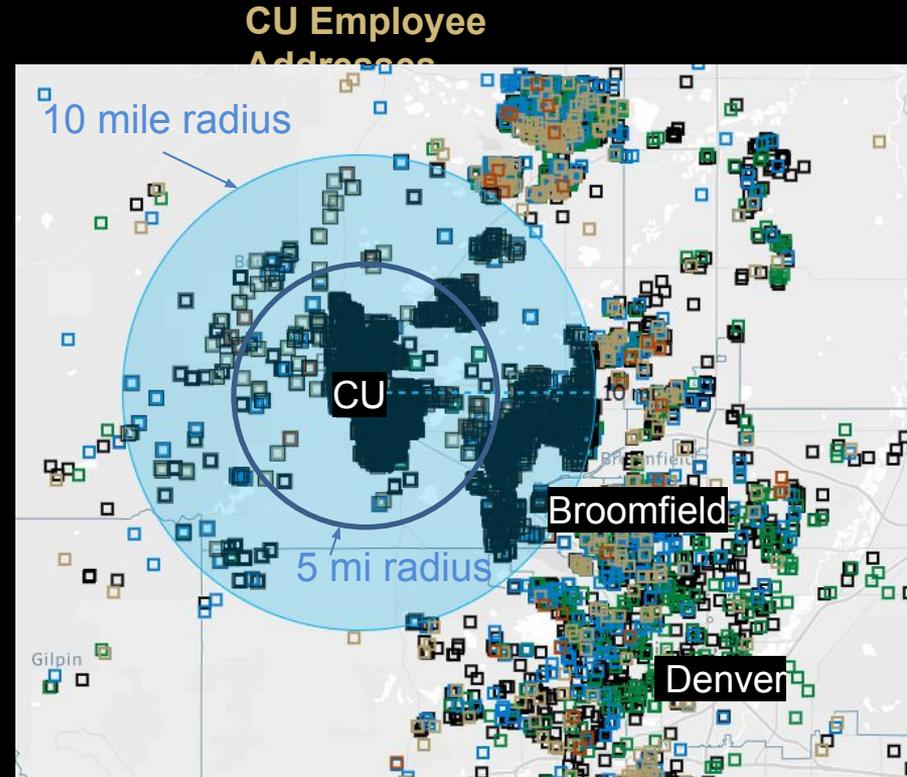
Mission – To provide safe, efficient, reliable and cost-effective access and mobility for all users in an equitable and environmentally responsible manner.

What is helping us achieve the mission

- Telework
- E-bikes
- High gas prices

What is working against access and equity

- Cost of living (and gas)
- Bus service levels
- Essential workers lack telework option



Color of square symbols denotes job type



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Supporting front line service employee access to e-bikes

Can Do Colorado E-bike Pilot Program - 2021

The Colorado Energy Office competitive grant aimed at to increasing access to eBikes for low-income essential workers while maximizing air quality benefits.

Community Cycles in partnership with **University of Colorado**, Boulder BCycle and others received a grant to cover the cost of 50 total e-bikes and 50 Boulder Bcycle memberships to be distributed county-wide.

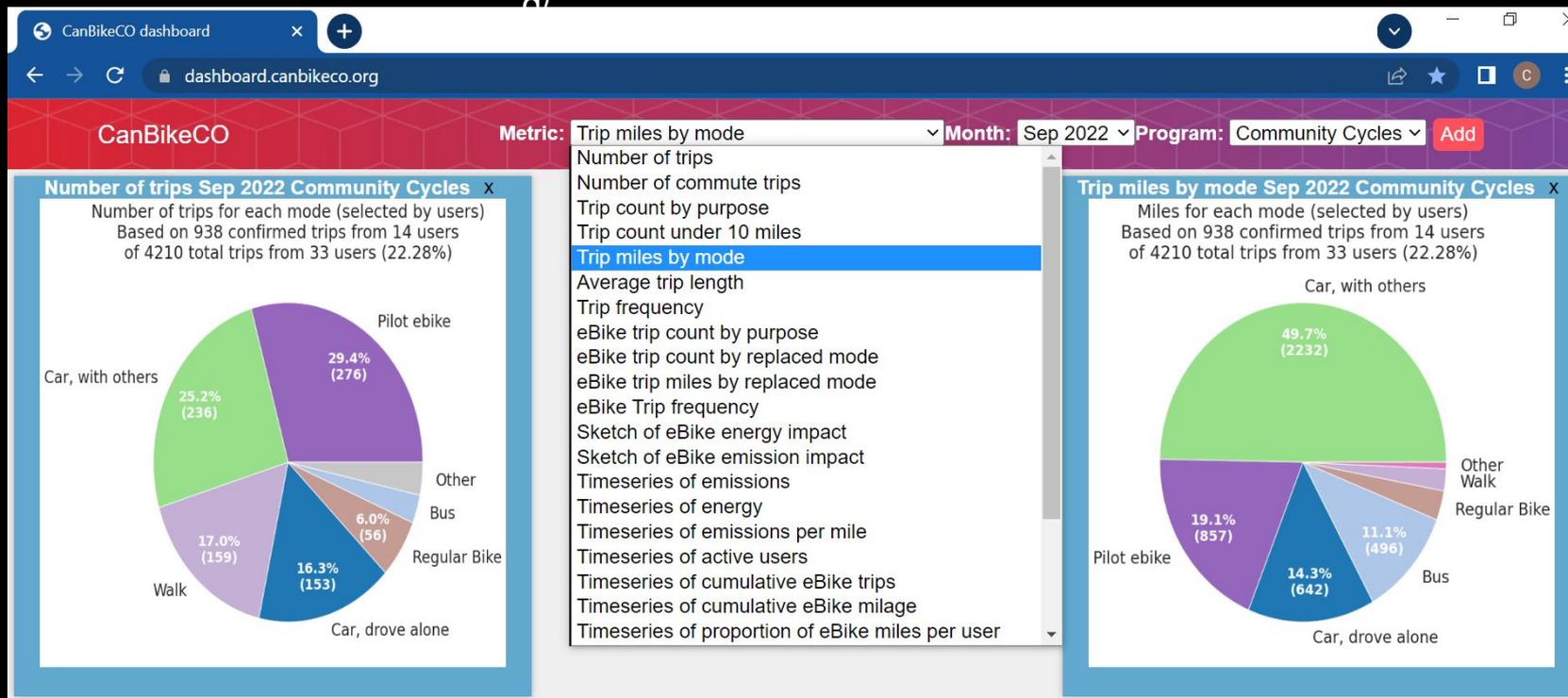
Participants:

- For \$250, received the e-bike and accessories valuing more than \$2,000.
- Had to commit to using the bike as their primary form of transportation
- Had to track usage via a mobile app provided by the National Renewable Energy Lab.



Can Do Colorado E-bike Pilot Program

<https://dashboard.canbikeco.org>



Can Do Colorado E-bike Pilot Program

What Went Well

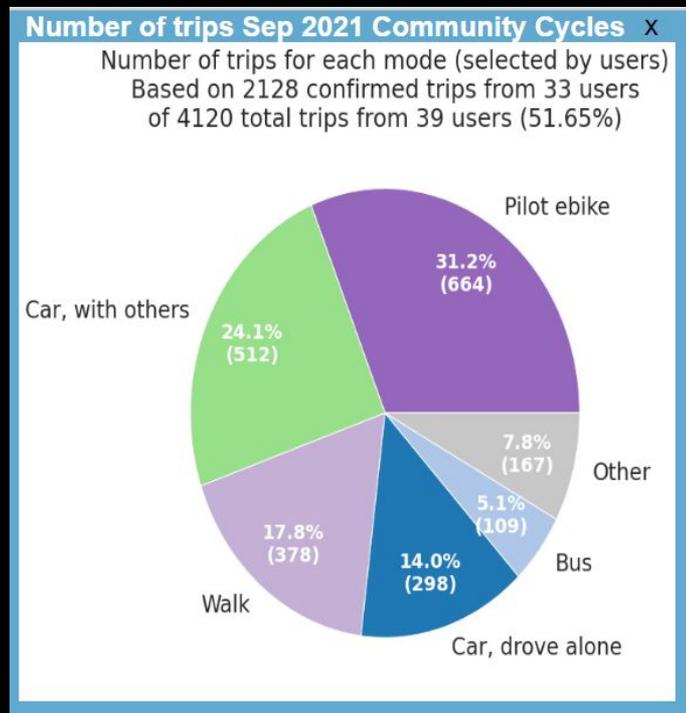
- Interest was high – 17 bikes of 50 to CU
- HR participation was effective
- Usage and data gathering initially

Speed Bumps

- Storage & security (home and at work)
- Interest/tracking usage fell over time
- Remaining in contact with users was difficult
- Maintenance and know-how

Limitations in General

- Money
- Geography
- Weather
- Ability
- Family commitments
- Safety / Accessibility



<https://dashboard.canbikeco.org/>



University of
Colorado
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Contact and
Resources

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