



Transportation Options: Requirements for New Development

City and County of Denver

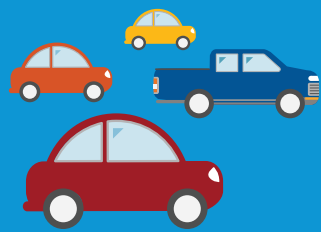


DENVER
THE MILE HIGH CITY

SPRING 2021

Why require new developments to invest in transportation options?

Denver is growing. The City and County of Denver have established clear policies and goals to help Denver accommodate growth in an efficient way that benefits the community by:



Reducing the number of people driving to accommodate growth



Creating walkable, transit-friendly communities



Improving community health and environmental outcomes

The City and County of Denver is implementing an ordinance for developers to mitigate the traffic impacts of new development. The ordinance requires developers to create and monitor a Transportation Demand Management (TDM) Plan and implement a range of infrastructure, services, or programmatic tools to build awareness of transportation options and help residents, commuters, and visitors bike, walk, take transit, and share rides.

HOW DO THE NEW REQUIREMENTS BENEFIT DEVELOPERS?

- Build less parking, reducing transportation infrastructure costs
- Pass on affordability to future tenants
- Enhance transportation options and promote flexible travel choices to tenants

Denver, by the numbers

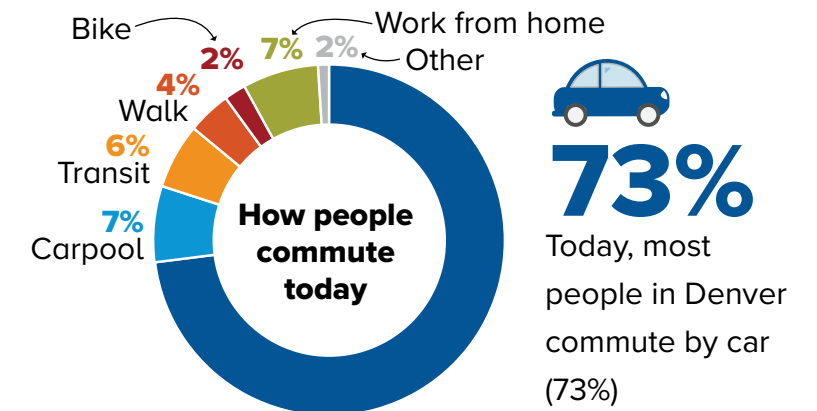
More than 7,000 people are moving to Denver each year. A growing proportion of residents are millennials looking for high-quality transportation options, older adults seeking to age in place, and families with young children.



+189k
people by 2040



+136k
jobs by 2040



The City of Denver has ambitious climate, health, equitable and mobility goals.



Reduce single-occupancy vehicle commute trips to no more than 50% by 2040



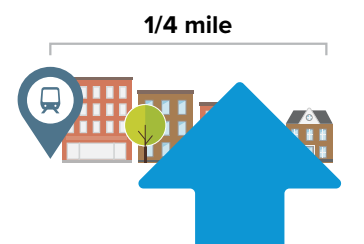
Reduce greenhouse gas emissions by 80% by 2050



Make city streets and public spaces accessible to all ages and abilities



Increase the percent of youth in Denver at a healthy weight from 69% to 74%



75% of households and jobs within 1/4 mile of frequent transit

What is TDM and how can it help?

Transportation demand management (TDM) strategies include:



- | | | | | |
|---|---|--|---|--|
| <p>Services</p> <ul style="list-style-type: none"> • Car-Share parking • Special event transit service • On-site child care | <p>Infrastructure</p> <ul style="list-style-type: none"> • Off-site active transportation improvements • Transit station/stop investment • Bicycle storage and showers • Pedestrian and cyclist wayfinding | <p>Parking Management</p> <ul style="list-style-type: none"> • Unbundled parking • Parking cash-out • Preferential parking for carpooling • Parking fees/paid parking | <p>Multimodal Subsidies</p> <ul style="list-style-type: none"> • Visitor discounts to avoid peak period trips • Subsidize transit passes • Car-share or bike-share membership discounts | <p>Education</p> <ul style="list-style-type: none"> • New resident/employee welcome kits • Information kiosks, transit screens, or websites • Trip planning assistance • TDM program branding and messaging |
|---|---|--|---|--|

TDM STRATEGIES ARE ABOUT GIVING PEOPLE OPTIONS TO GET WHERE THEY NEED TO GO



TDM STRATEGIES BENEFIT DENVER BY HELPING:

- | | | | | | |
|--|---|---|---|---|---|
| <p>✓ Attract and retain tenants</p> <p>Provide easy and affordable travel options they want</p> | <p>✓ Reduce congestion and traffic gridlock</p> <p>Spend less time sitting in traffic and get where you need to go on time</p> | <p>✓ Promote sustainability</p> <p>Lower greenhouse gas emissions with fewer vehicle trips</p> | <p>✓ Improve public health</p> <p>Get more people walking, biking, and breathing clean air</p> | <p>✓ Enhance equity</p> <p>Reduce transportation costs and increase access to local destinations to support a thriving economy</p> | <p>✓ Decrease development costs</p> <p>Lower the cost of construction with unbundled parking; pass the savings on to tenants</p> |
|--|---|---|---|---|---|

Who else does TDM in Denver?



THE CITY OF DENVER ...

- Invests in a connected network of bike facilities with hundreds of miles of bike lanes and a growing number of bike racks and on-street corrals
- Completes and improving sidewalks, street crossings and trails for anyone that walks or uses a wheelchair
- Makes near- and long-term investments in transit infrastructure and service in key corridors to make service more reliable, accessible, safe, and equitable
- Encourages all City employees to commute by transit, carpool, walking or biking



LOCAL TRANSPORTATION MANAGEMENT ASSOCIATIONS (TMAS) ...

- Downtown Denver Partnership provides employer commute surveys and reports, on-site transportation fairs, and commute planning assistance for employees
- Denver South supports the South I-25 Urban Corridor by promoting RTD's FasTracks projects, carpooling, and telecommuting
- Additional TMAs like the West Corridor TMA and Northeast Transportation Connections, among others, provide transportation services and programs throughout the Denver region



DENVER REGIONAL COUNCIL OF GOVERNMENTS ...

- Coordinates commuter services to support TMA staff and provide ride-matching services and promotional materials to employers across the region
- Offers programs like Way2Go, the Go-Tober Challenge, and Guaranteed Ride Home to help employers offer incentives for smart commute options



RTD ...

- Considers existing TDM programs that encourage and promote transit use when it prioritizes future investments in infrastructure and service operations
- Offers EcoPass and ValuPass programs, which provide unlimited rides on bus and train, along with other cost savings
- Partners with cities and TMAs to improve first- and last-mile connections to transit



Denver's TDM requirements

Denver's transportation options ordinance was developed with input from a range of stakeholders and insights from national best practices.

WHO HELPED SHAPE REQUIREMENTS?



City Staff

DPW, CPD, Council Members, Development Services

Key Stakeholders

Developers, financiers, neighborhood organizations, RTD, TMAs, and shared mobility service providers (ridehail, carpool, bikeshare)

WHAT CRITERIA GOES INTO THE REQUIREMENTS?



Land use

Development type: residential, commercial, office, or industrial



Transit

Access to high capacity transit



Size

Development size: square footage or number of dwelling units



Location

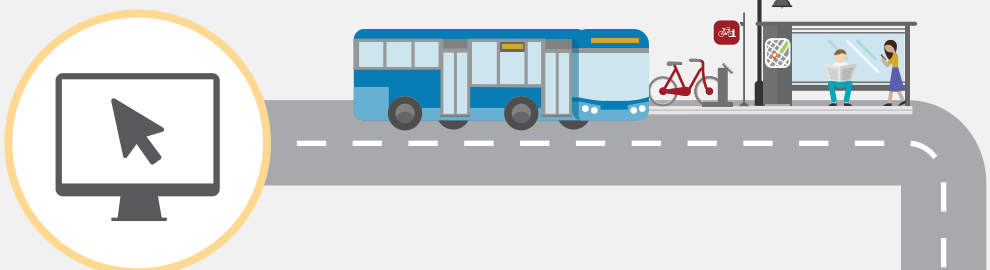
Blueprint Denver Neighborhood Contexts, e.g. urban/suburban

What do these requirements mean for developers?

Denver’s transportation options requirements result in three main steps for developers:

**STEP 1:
DETERMINE YOUR
DEVELOPMENT
TIER AND SOV
TARGET**

Visit the website to get your single occupancy vehicle (SOV) target



**STEP 2:
SELECT
STRATEGIES
AND INVEST
IN TRAVEL
OPTIONS**



Build property and implement strategies to reduce SOV trips



Pick from a menu of possible SOV reduction strategies



**STEP 3:
MONITOR
PROGRESS AND
REPORT ON
THE BENEFITS**



Provide regular reporting to the City

Step 1: Determine your development Tier and SOV target

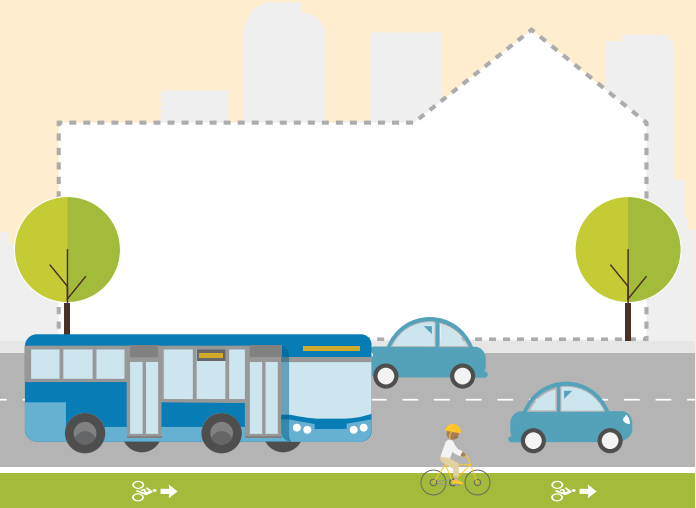
Visit the City’s Transportation Demand Management website to determine your development tier and SOV rate reduction target, and to explore TDM strategies.

New developments will be assigned a target SOV rate based upon their Tier (or size), land use type, geographic location, and access to high-capacity transit. SOV targets may vary and are generally lower in more dense areas.



TIER 1 DEVELOPMENTS

Smaller developments with requirements that focus on infrastructure improvements.



TIER 2 DEVELOPMENTS

Larger developments with infrastructure improvements and programmatic strategies with reporting requirements.

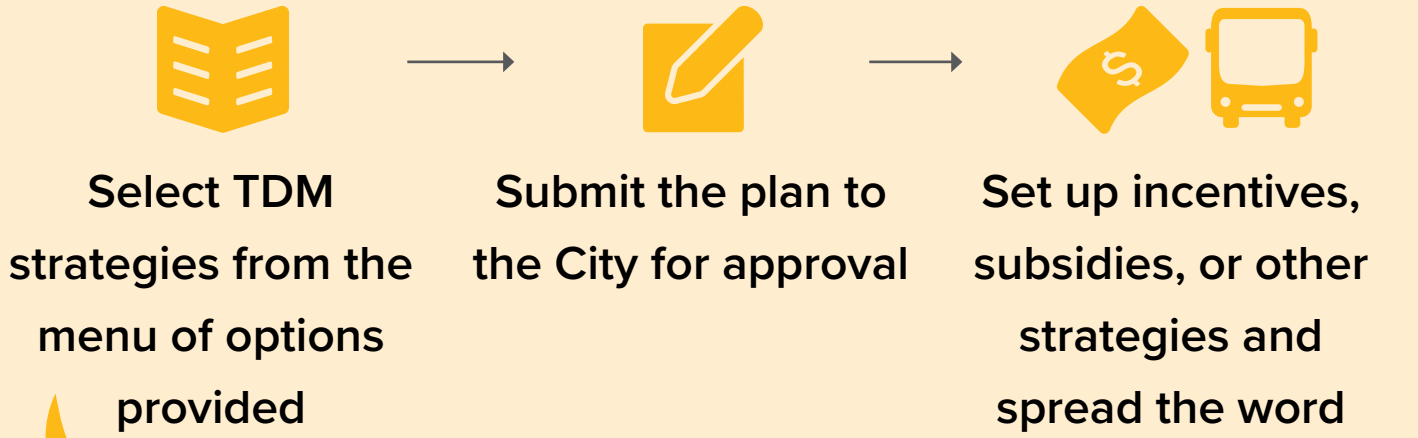
WHAT ABOUT MIXED-USE DEVELOPMENTS?

Mixed use developments will be evaluated as a whole to determine participation and the appropriate Tier.



Note: Properties that provide parking above the parking minimum requirements outlined in the zoning code will be subject to a higher SOV reduction target.

Step 2: Select strategies and invest in travel options



WHAT ARE SOME EXAMPLE STRATEGIES AND THEIR INTENDED IMPACTS?



i HOW IS IMPACT MEASURED?

Lower SOV rates result in lower vehicle miles traveled (VMT). VMT measures the distance people travel by auto. In addition to VMT, visitor trip reduction (VTR) points are awarded for strategies designed to encourage visitors or customers to walk, bike, or ride transit.

Step 3: Monitor progress and report on the benefits

All properties with a TDM plan will submit an annual report to the City that includes the following:

	TDM Coordinator Contact Info	Verification of TDM infrastructure	Verification of programmatic strategies	Biennial commute survey
Required for Tier 1	✓	✓		
Required for Tier 2	✓	✓	✓	✓
		For example: photos, maintenance activities	For example: MOUs, contracts, invoices	In other words: document how people travel

THEN WHAT?

The City wants your property and TDM strategies to succeed. Staff are available to help properties discuss and evaluate potential strategies to meet their SOV targets.

When SOV goals are met for three consecutive surveys, survey frequency will drop to every five years.

Developers are encouraged to use commute survey statistics and investments in transportation options in future portfolios and development proposals.

i HOW WILL THE CITY GUARANTEE IMPLEMENTATION?

Compliance is ongoing and the City will conduct spot checks and site visits.

Lessons from Peer Cities

Many cities use Transportation Demand Management to yield benefits from new development.

MONTGOMERY COUNTY, MD

- Two of the county’s five transportation management districts have successfully met their mode share goals.
- Since 2000, 89 developer traffic management agreements were filed (represents >9,000,000 sf and >13,000 dwelling units); and 440 employer traffic mitigation plans were filed (represents 50,000 employees).

CAMBRIDGE, MA

- Roughly 100 large projects have submitted TDM plans and more than 85 percent have exceeded their mode split goal since the ordinance was passed in 1998.
- Parking ratios are reduced from 1.3/1000 sf to 1.1/1000 sf between 2009 and 2013 in Kendall Square.
- Drive alone rates among Cambridge employees have declined to 45 percent as percentages of people walking, biking, and riding transit increase.
- Prospective and existing employees strongly value transportation benefits.

SAN FRANCISCO, CA

- Developers appreciate the flexibility to select from a menu of TDM implementation strategies.
- Given the program is new, no figures are available about VMT reductions, though the City expects 40-45 projects per year to work toward and has hired additional staff accordingly.

FAIRFAX COUNTY, VA

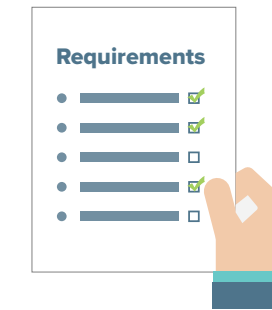
- All but one development in Tyson’s corner has submitted annual reports that indicated they met or exceeded trip reduction goals established in 2013.
- Trip reduction goals vary per development and are based upon gross square footage and proximity to Metrorail stations.

PASADENA, CA

- In 2008, the average vehicle ridership, or the ratio of people (employees) to vehicles arriving at the work site, was 1.72—higher than the target of 1.5.
- Designated transit-oriented development areas and the downtown are held to a higher AVR target of 1.75 during the AM peak on weekdays (6:00AM-9:00AM) compared with the rest of the city.

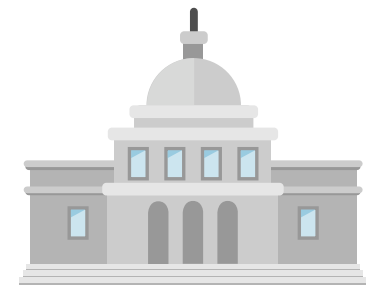
Takeaways

Programs in other cities have been beneficial to developers, tenants, and municipalities, providing more flexibility, better transportation options, and lower SOV rates.



TRIGGERS FOR TDM REQUIREMENTS

Whether or not a TDM program is required is often based upon development size, addition of parking, or geographic location (e.g. within a TDM district).



POLICIES AND REQUIREMENTS

Most cities establish TDM requirements for developers with city or county ordinances. Pasadena is the only city which requires TDM strictly through the rezoning process.



TDM STRATEGIES

Strategies vary from prescribed lists to more flexible menus of options that developers can choose from.



METRICS AND MONITORING

Most cities measure TDM using trip counts or travel surveys. San Francisco uses a point-based system such that developers must prove implementation of selected strategies.



COMPLIANCE AND ENFORCEMENT

Financial penalties have proven the most effective way to ensure developer compliance with TDM requirements.



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