



# Denver's Mobility Action Plan

JULY 2017



## LETTER FROM THE MAYOR



Dear Neighbor:

Transportation has always played a pivotal role in the growth and development of Denver, from the transcontinental railroad to Denver International Airport to FasTracks. These bold transportation advancements have provided a pathway for our economic prosperity and serve as testaments to our region's great spirit of ingenuity and collaboration.

As Denver continues to grow and our mobility needs mount, it is time once again to make vast improvements in how we move people, goods and services and how we remain connected to one another, to the region and to the world. Our very future depends on a renewed commitment to create, operate and maintain a safe, equitable, reliable and cost-effective transportation system. Improving the city's mobility system will strengthen Denver's economy and reduce the time and money travelers lose each year because of congestion.

Our collective goal must be for all residents – regardless of age, ability, income or neighborhood – to have more and better transportation choices that make sense for their complex needs. Achieving this vision means unlocking greater mobility freedom for everyone and supporting the choices people want to make.

As I listen to you and hear your needs and concerns, I echo your desire for a safe, affordable, convenient and seamless mobility network. To accelerate this future, I am pleased to introduce this Mobility Action Plan - a comprehensive, multi-modal strategy to address our deepening transportation and mobility needs in the near term. We will start

by dedicating much of the city's 2017 capital improvement and infrastructure bond proposal to transportation. This means a significant amount of short-term investment to repair and enhance our network through sidewalk, street, pedestrian, bike and transit improvements. By implementing more than 40 specific tactical actions, this plan aims to:

1. Reduce single-occupant vehicle commuters to 50 percent, and increase the percentage of bike/pedestrian commuters to 15 percent and transit commuters to 15 percent.
2. Reduce to zero the annual number of traffic fatalities, serious injuries and major crashes by fully implementing the city's Vision Zero program.
3. Protect our climate, improve public health and increase Denver's ability to reduce greenhouse gas emissions 80 percent by 2050.
4. Eliminate barriers and increase access to smart technologies and mobility services for everyone, including low-income residents, underserved neighborhoods and people with disabilities.
5. Improve and streamline funding, project implementation, the city's organizational structure and public involvement in decision-making.

Our streets are truly our most publicly held asset and their connections literally weave us together. Through the previous efforts of Blueprint Denver and the Strategic Transportation Plan, Denver residents have long expressed their desire to transition from today's car-centric culture to a future that places a higher priority on people through policy, land-use planning and funding. This Mobility Action Plan is a bold and deliberate effort to accelerate changes in the near term, while advancing the city's mobility policies and longer-term planning efforts. This shift in priorities has the power to save lives, reduce congestion, close first-mile/last-mile gaps and deliver convenient and equitable access to jobs, housing, education and services such as healthcare and daycare.

With your input and the guidance of a Multi-Modal Advisory Committee, this action plan will build on our recent accomplishments and move us miles closer to achieving our ultimate vision. Through this renewed commitment, we will move forward building on our values and the spirit of collaboration that have been the foundation of Denver for generations. As a city of people who have always worked hard to define our own destiny, we will make Denver even better – for everyone.

Respectfully,

A handwritten signature in black ink, appearing to read 'M. Hancock'. The signature is fluid and cursive, with a long horizontal line extending to the right.

Michael B. Hancock, Mayor

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# MOBILITY ACTION PLAN



## Denver's Plan

Denver is ready to reinvent its transportation system with a focus on mobility, safety, equity, sustainability and smart technology to improve connectivity, economic opportunity and quality of life for everyone.

The reasons to transform are frustratingly obvious. Rapid population growth and increased congestion are making it harder to move around our city. Too many people are getting hurt or killed in crashes. Transportation is the largest source of air pollution and a leading source of greenhouse gas emissions. Our infrastructure is deteriorating, we lack mobility options, and finding the funding to keep up—let alone get ahead—is becoming more and more difficult.

Our people deserve a safe, reliable and affordable system of complete and connected networks that offer people more options to get around town in the ways that meet their day-to-day needs and support the choices people want to make. Call it mobility freedom for everyone, including people with disabilities, senior citizens, young people and other vulnerable travelers.

This Mobility Action Plan will ignite a multi-modal shift, make our streets safer, reduce carbon emissions and air pollution, improve public health and create smart connections. Revolutionizing the city's mobility system will strengthen Denver's economy and reduce the time and money travelers lose each year because of congestion.

Reinventing our roadways into complete streets that move more people, more safely and more efficiently will require major new investments in the system. The City & County of Denver currently spends about \$75 million each year on transportation and mobility. This Mobility Action Plan requires a minimum \$2 billion commitment between now and 2030. With about \$1.65 billion in funding already identified, we must close a \$350 million gap.

The success of this plan also requires a strong commitment from you, the traveling public, to evolve with us. This plan will accelerate the policies, programs and projects that promote pedestrians, bicycles, transit and mobility-enhancing technology, all of which will improve place-making and walkability and ensure a quality experience for all users. Those ingredients are essential to changing behavior and building a great multi-modal city.

# COMMUNITY-LED ACTIONS



## Community Visioning & Planning

This plan has its roots in two decades of community-led visioning and planning—beginning with Blueprint Denver, reinforced with the Strategic Transportation Plan and Denver Moves, and continuing today with the Denveright plans currently in development. Denver residents have long expressed a clear desire to transition from a car-centric culture to a future that prioritizes people and the quality of the places where they live, work and play.

This Mobility Action Plan is a bold effort to accelerate this well-established trajectory by implementing rapid changes today and advancing new mobility policies, planning and investments.

From here, the plan will be continuously updated based on City Council, community and stakeholder input, and evolving circumstances. Enactment of the five broad strategies and 40-plus tactical actions in this plan will be guided by a Multi-Modal Advisory Committee and informed by Denveright.

Denveright will set a strategic 20-year vision for Denver, with a long-term focus on policies that strengthen the link between land use and transportation, prioritize investment in pedestrian and trail facilities, and set a course for our role in transit.

# STRATEGIC GOALS

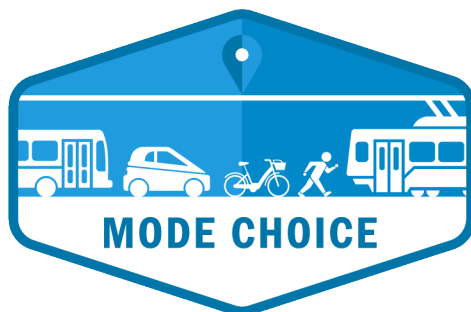


This Mobility Action Plan will create freedom of choice and shift the way people travel throughout our city. It will increase mobility options, improve safety, address climate change, improve public health, and create smart connections. The plan spells out the short-term goals, strategies and tactics that will deliver a safe, affordable, connected and convenient mobility system for everyone.



## Accelerate Safety Improvements and Robustly Pursue Vision Zero

Reduce traffic fatalities and serious injuries through the Mayor's Vision Zero program, achieving zero deaths by 2030. In 2016, 61 people died on Denver roadways, including 22 people walking and four people riding bicycles.



## Deliver a Multi-Modal Network that Encourages Mode Shift

Reduce single-occupant vehicle (SOV) commuters to 50 percent and increase the percentage of bike and pedestrian commuters to 15 percent and transit commuters to 15 percent. Today, 73 percent of Denver commuters drive alone.



## **Embrace Innovative Policies, Technologies and Strategic Partnerships**

Embrace innovations in policy and technology and leverage new partnerships to build both connective and informational networks that eliminate barriers and give all people access to opportunity. Policy innovations and incentives can promote increased use of transit and other modes by employees and residents.



## **Protect the Climate and Improve Public Health**

Increase access to cleaner and healthier transportation choices to help Denver reach its climate goal of reducing greenhouse gas emissions 80 percent by 2050, and reduce incidents of asthma and respiratory illness, particularly among children, senior citizens and other vulnerable populations. Today, transportation represents nearly 30 percent of carbon emissions in Denver and is a leading source of air pollution.



## **Improve Funding, Planning, Organizational Structure & Public Involvement**

Increase investments in mobility projects and services; advance near-term policies and plans in anticipation of longer-term guidance from Denveright; adjust the city's organizational structure to streamline decision-making and increase the pace of project delivery; and enhance public involvement.

# TACTICAL ACTIONS



## SAFETY

- Launch an aggressive Vision Zero Action Plan to eliminate fatalities and serious injuries caused by traffic-related crashes by 2030.
- Upgrade, replace and install new traffic signals, driver feedback “your speed is” signs, and electronic message boards.
- Accelerate the city’s infrastructure safety program by more swiftly innovating and implementing design modifications at high-risk intersections, and along high-injury roadways, to reduce vehicle speeds and minimize conflicts between vehicles and everyone who uses our streets.
- More broadly and effectively deploy advanced technology, including photo enforcement, to reduce speeding and red-light violations.



## TRANSPORTATION DEMAND MANAGEMENT

- Strengthen existing partnerships with the Denver Regional Council of Governments, local transportation management associations (TMAs) and the Regional Transportation District (RTD) to identify and implement more robust transportation demand management and trip reduction strategies. This will change the how, when and where of people’s travel behavior, increase the efficiency of our transportation system, and reduce SOV trips.
- Expand the role of TMAs in educating, promoting, and catalyzing employees and residents to shift toward transit and alternative transportation modes.
- Develop and deploy policy and regulatory innovations to encourage employers, business centers and building owners to incentivize employees and tenants to use transit and alternative transportation modes.
- Integrate programs for transportation demand management, trip reduction, and active parking management and optimization into new and existing developments.
- Promote and strengthen the role of car-sharing and bike-sharing as convenient and cost-effective alternatives to car ownership, and as solutions for occasional-trip and first-mile/last-mile issues for residents, employees and visitors.



## TRANSIT

- Buoyed by the success of FasTracks, strengthen our partnership with RTD to increase frequency and build ridership along key transit corridors and enhance intra-city services by:
  - Analyzing a possible “buy up” of transit service.
  - Supporting efforts to enhance service and reduce fares for low-income users and vulnerable community members.
  - Enhancing service and convenience, while reducing cost, for Denver students.
  - Creating a transit pass program that makes the use of transit more simple, intuitive and cost-effective for more people, and more easily engaged by employers, major employment centers and large residential building owners.
- Implement bus rapid transit with RTD on Colfax Avenue and other major corridors. On Colfax alone, BRT is projected to double the number of daily riders from 20,000 to 40,000 or more.
- Partner with RTD to identify at least five additional high-frequency corridors for operational enhancements like managed lanes and transit signal prioritization, which make transit faster and more convenient.
- Work with RTD and local, regional, state and federal partners to analyze and implement enhancements to the 16th Street Mall and the Free MetroRide.
- Through Denver Moves: Downtown, reassess the downtown street network to prioritize transit and facilitate the movement of more people in, out and around the central business district, while creating great places and enhancing the overall experience downtown.
- Enter new partnerships with business alliances, TMAs and transportation service providers to test and pilot mobility innovations such as:
  - Dynamic-routing and micro-transit services to better connect neighborhoods with transit options.
  - Services that close first-mile/last-mile gaps for those not directly adjacent to high-frequency transit.
  - Driverless fixed-route shuttles to improve small-area connectivity, such as in Cherry Creek or on university or business campuses.
- Facilitate on-demand mobility services that increase ridesharing, improve congestion, and reduce the need for car ownership.

## PEDESTRIAN

- Improve safe pedestrian access and connectivity to schools, transit hubs, parks and other amenities by addressing challenges with the city’s sidewalk network.
- Improve pedestrian crossings at intersections and appropriate mid-block locations with enhanced crosswalks, flashing beacons, signals, bulb-outs and other infrastructure. Ensure each location is equipped with visible signage and lighting to enhance safety and comfort.



## BICYCLE

- Construct bicycle and pedestrian bridges to enhance connectivity throughout the system, and create new access to transit hubs.
- Accelerate implementation of bike lanes, protected bike lanes and neighborhood bikeways to increase the number of households within a five-minute bicycle ride of high ease-of-use facilities.
- Increase destination-based wayfinding signage and other bicycle amenities, including u-racks, corrals and bicycle shelters.
- Enhance bicycle education and promotion programs, including new safety materials, lights and bike maps.
- Strengthen our partnership with Denver B-Cycle to intensify and expand service.

# TACTICAL ACTIONS CONT.



## PARKING

- Based on guidance from Denver's Strategic Parking Plan, implement innovations in pricing and regulations to better optimize both the supply of and demand for public on-street and private off-street parking, while respecting each neighborhood's land use, mobility network, context and character.
- Introduce next generation payment systems to declutter the urban environment, improve customer service, and better facilitate access to the places we want to go.
- Facilitate real-time on- and off-street parking availability information to mobile phones, and use data to inform dynamic or market-based pricing to improve on-street parking availability.
- Provide pay-by-phone options for publicly owned on- and off-street spaces, and expand parking pre-reservation systems at off-street garages to take the guesswork out of trips.



## ELECTRIC VEHICLES

- Partner with Xcel Energy and other local, regional, and state organizations to rapidly expand electrical vehicle charging infrastructure.
- Promote public awareness of electric vehicles, including cost savings and benefits to public health and the environment, with the goal of doubling the growth rate in Denver by 2020.
- Lead by example by adding 200 electric vehicles to the Denver city fleet by 2020.
- Partner with car share, taxi and transportation network companies to deploy electric vehicles in ridesharing applications.



## SMART TECHNOLOGY SOLUTIONS

- Deploy smart technology innovations to improve safety, traffic flow, wayfinding, trip planning and parking. Projects will include:
  - Developing mobile apps that provide a full range of parking and mobility options.
  - Installing sidewalk kiosks and bus shelters that offer real-time mobility information.
  - Installing sensors to develop predictive and dynamic traffic signaling that adjusts based on traffic flow.
  - Establishing freight efficiency corridors to improve the flow of truck traffic and reduce conflicts with passenger vehicle traffic.
- Work with the Colorado Department of Transportation, Panasonic Enterprise Solutions Co., and other partners to prepare for the introduction of connected and autonomous vehicles.



## FUNDING

- Allocate a major portion of the November 2017 general obligation bond to improving roads and transit, adding more bike lanes, addressing sidewalk deficiencies, enhancing crosswalks, and building more pedestrian and bicycle bridges.
- Continue to make significant increases in the city's annual budget allocation for capital investment in mobility, as well as increase ongoing operations and maintenance budgets to ensure a state of good repair for our multi-modal network.
- Complete an analysis of the additional local funding sources needed to improve and accelerate enhanced mobility services.
- Engage with regional, state and federal partners as various funding proposals are considered.



## MOVING TOWARD THE FUTURE

- Examine and adjust the way city government is organized, particularly within Denver Public Works, to improve and expedite mobility decision-making, project delivery and services.
- Establish a Multi-Modal Advisory Committee to guide the Mayor, City Council and other city officials as they enact the policies, programs and projects in this action plan. Committee members will represent a wide array of mobility stakeholders.
- Create new accountability and transparency mechanisms for the public to monitor policy implementation, project delivery and expenditure of taxpayer dollars.
- Complete the comprehensive land-use and transportation planning work underway with the community-driven Denveright process, including updates to Blueprint Denver and the creation of two strategic mobility documents: Denver Moves: Pedestrians & Trails, and Denver Moves: Transit. These efforts will set a 20-year vision for Denver, establish or update 20-year land-use and transportation goals, and identify key implementation initiatives.
- Evaluate existing regulations to ensure they align with goals, strategies and tactics in this plan and strive to eliminate or adjust rules contrary or counterproductive to this vision.



*“Denver deserves a safe, reliable and affordable transportation system that provides mobility freedom for all. This plan transforms our car-centric transportation network into a complete and connected multi-modal system that moves more people, more safely and more efficiently.”*

*- Mayor Michael B. Hancock*

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