



# MOBILITY CHOICE BLUEPRINT

January 2019



# Today's Presentation

- **Emerging Mobility Systems**
- **Imagining the Year 2030**
- **Objectives**
- **Tactical Actions**
- **Mile High Travelers**
- **Mobility Gridlock vs. Mobility Bold**
- **Moving Forward**
- **Action Initiators**

# Public Consumption

Transformative technologies are changing the ways people “consume” transportation



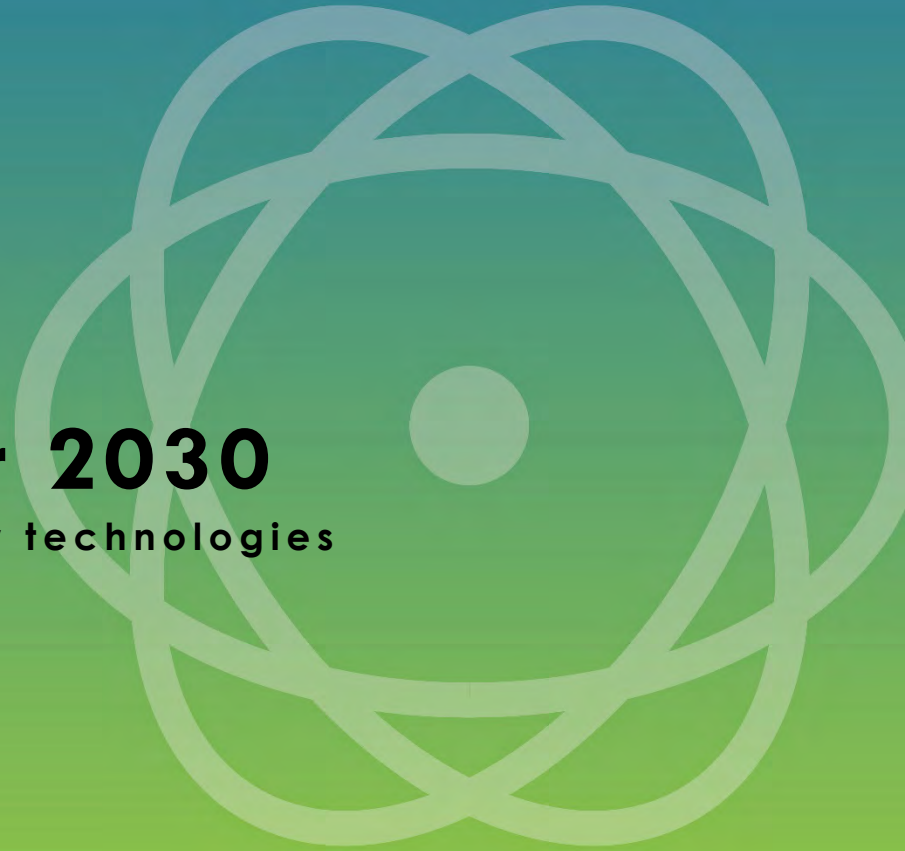
# Emerging Mobility Systems

- ✓ Shared mobility
- ✓ Vehicle technology
- ✓ Transportation systems optimization
- ✓ Travel information and payment
- ✓ Freight and delivery



# Imagining the Year 2030

Together, we are deciding how new technologies  
will transform the way we travel.



# What does the Blueprint seek to accomplish?



**Collaboration** of CDOT, RTD, and DRCOG policies, programs, and transportation investments



**Pilot projects** with private sector partners and continued participation of the business community



**Identifying** potential for efficient technology-leveraged investments

# Why is this approach unique?

1

## Collaborative



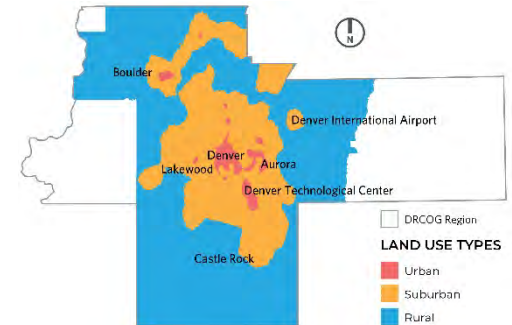
2

## Integrated



3

## Regional



# Collaborative



Building on the **collaborative** momentum of the Blueprint's effort going forward, these partners will initiate Tactical Actions and engage the private sector, county and municipal agencies, along with interested organizations and community groups to integrate the actions into our region.

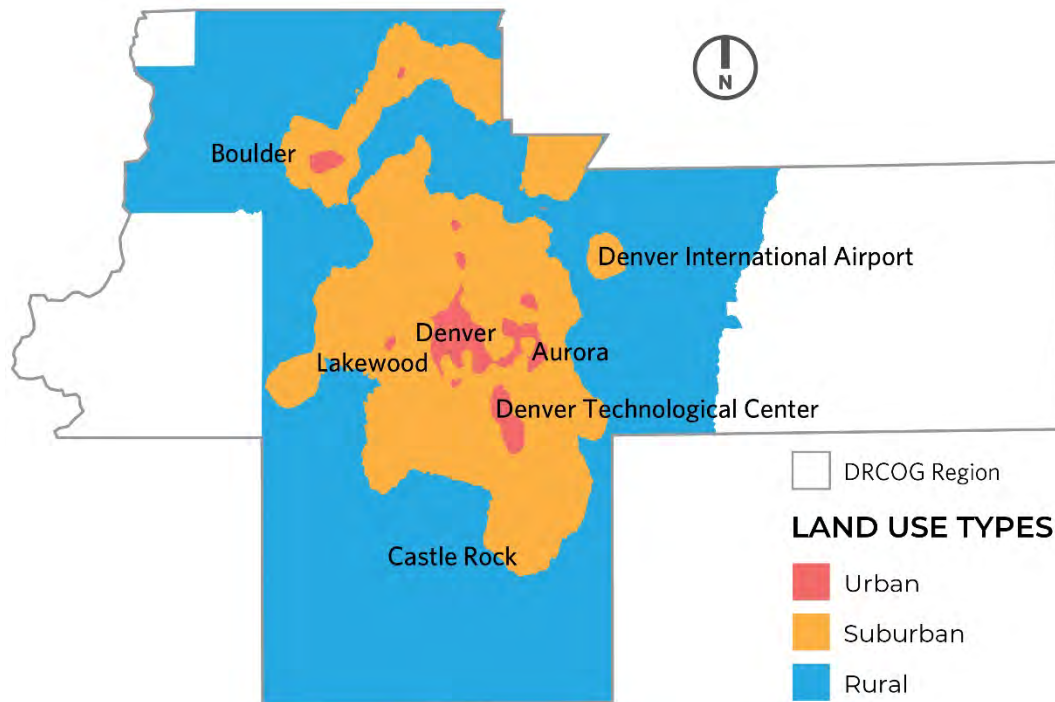


# Integrated



# Regional

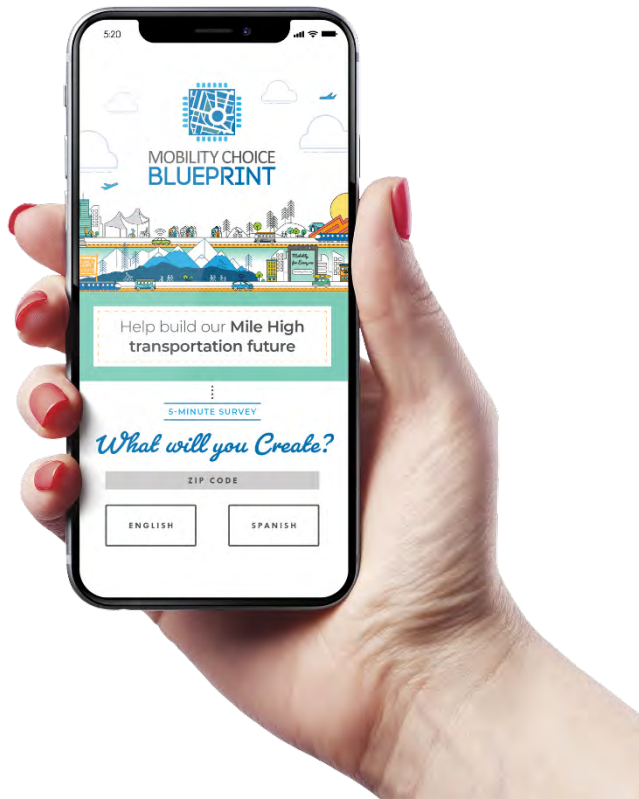
The Denver **region** encompasses more than 3 million people living in urban, suburban, and rural areas stretched over 9 counties and more than 5,000 square miles.



# Community Engagement

- ✓ Inclusive citizen interviews
- ✓ Metro ambassadors
- ✓ Digital outreach
- ✓ Educational events
- ✓ Public workshops

**2,000+ REACHED**



# What did we learn from your community?



**Importance of mobility – it's a key enabler of quality of life**



**It's about more than infrastructure**



**Missing links create gaps to connectivity**



**Safety and security are critical**

# Our Vision

Our metropolitan region employs a full array of flexible technology and services to maximize safety and access to mobility choices connecting people of all ages, incomes, and abilities to jobs, recreation, healthcare, amenities, and other daily activities, enhancing and protecting our quality of life now and in the future.



# Objectives





# Regional Collaboration

Close institutional gaps, update legal and regulatory frameworks, and coordinate with private sector technology implementers



### System Optimization

**Connect transportation systems and vehicles with smart technologies to improve safety and operations**





### **Shared Mobility**

**Integrate new options of vehicle sharing and ride sharing into the existing multimodal transportation system network**



### **Data Security & Sharing**

**Analyze travel data from public and private mobility providers to improve transportation system performance while maintaining security and protecting privacy**



## **Mobility Electrification**

**Encourage use of electric powertrains in automobiles and transit vehicles**



# Driverless Vehicle Preparation

**Prepare for autonomous vehicles to provide safe operations and reduced congestion while retaining a sound human experience**



## **New Transportation Funding**

**Establish new funding sources to replace traditional sources that are losing effectiveness**

# Tactical Actions



# Establish a mobility technology advisory committee

## THEME

Funding & Finance  
Infrastructure Governance

## TACTIC INITIATOR

CDOT, DRCOG, RTD ,Denver Metro Chamber

## ADDITIONAL PARTICIPANTS

New mobility entity



# Establish a new public-private partnership mobility entity or entities to pursue mobility technology implementation

## THEME

Human Experience  
Funding & Finance  
Infrastructure Governance

## TACTIC INITIATOR

CDOT, DRCOG, RTD, Denver Metro Chamber

## ADDITIONAL PARTICIPANTS

N/A





# Implement transit priority on all major bus corridors

## THEME

Human Experience  
Efficiency & Sustainability  
Infrastructure Governance

## TACTIC INITIATOR

RTD

## ADDITIONAL PARTICIPANTS

Cities, counties, CDOT



# Implement smart traffic signal control technology on all major regional arterial corridors

## THEME

Safety  
Efficiency & Sustainability

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

Cities, counties, CDOT



# Implement "smart corridor" operations on all regional freeways

## THEME

Safety  
Efficiency & Sustainability  
Infrastructure Governance

## TACTIC INITIATOR

CDOT

## ADDITIONAL PARTICIPANTS

Cities, counties, DRCOG



# Develop a universal mobility app for trip planning and payment

## THEME

Human Experience

## TACTIC INITIATOR

RTD

## ADDITIONAL PARTICIPANTS

New mobility entity, E-470 Public Highway Authority, Northwest Parkway Public Highway Authority



# Adopt a regional compact defining common standards for micromobility services

## THEME

Safety  
Infrastructure Governance

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

Cities, counties





# Implement curbside management standards

## THEME

Safety

Human Experience

Efficiency & Sustainability

## TACTIC INITIATOR

DRCOG, RTD

## ADDITIONAL PARTICIPANTS

Cities, counties, new mobility entity



# Establish a regional mobility data platform

## THEME

Human Experience

Infrastructure Governance

## TACTIC INITIATOR

CDOT, DRCOG, RTD, Denver Metro Chamber

## ADDITIONAL PARTICIPANTS

Cities, counties, National Renewable Energy Laboratory, universities, new mobility entity, Colorado Office of Information Technology



**Establish an aggressive,  
agreed-upon goal to  
transition government fleets  
to zero-emission vehicles**

## **THEME**

**Efficiency & Sustainability**

## **TACTIC INITIATOR**

**CDOT, DRCOG, RTD**

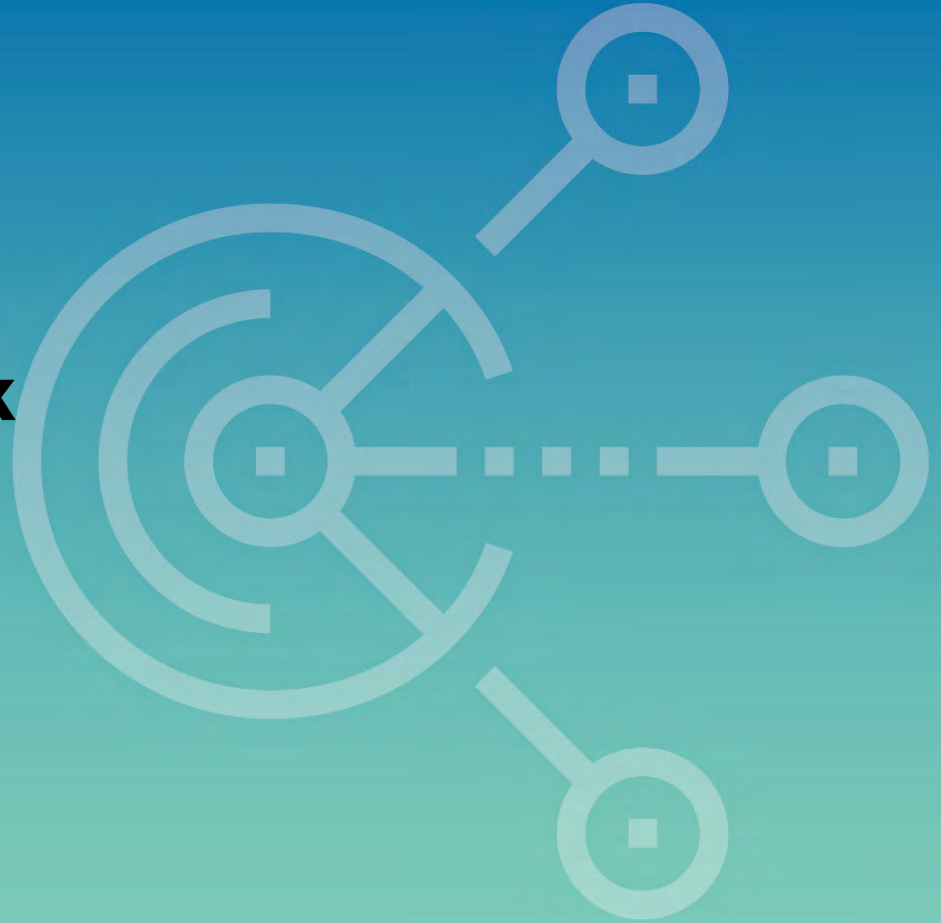
## **ADDITIONAL PARTICIPANTS**

**Cities, counties, Colorado Energy Office, Regional  
Air Quality Council**





**Mobility Gridlock**  
**vs.**  
**Mobility Bold**



# WHICH WILL BE OUR MOBILITY CHOICE?

## Mobility GRIDLOCK

- Gridlock & Disarray
- Limited Access
- Economic Barriers
- Congestion



## Mobility BOLD

- Economic Opportunity
- Happier Commute
- Accessibility for All
- Options & Choice



# ECONOMY

*Mobility*  
GRIDLOCK

## Losing Ground

Increased traffic congestion and uncoordinated adoption of new technologies could

**cost \$50 million**

in unrealized benefits across the region each year by 2030.

VS

*Mobility*  
BOLD

## Opportunities for All

Less time spent traveling, more efficient freight movement, improved safety and new accessibility contribute to an annual benefit to the region in excess of

**\$1.9 billion**  
**gained**  
annually.

# SAFETY

*Mobility*  
GRIDLOCK

## Unchanged Crash Rate

50% increase in crashes  
(compared with 2015)



*Mobility*  
BOLD

## Safer Roads

8,200 fewer crashes per year,  
resulting in \$550 million saved.



VS

# CONGESTION

*Mobility*  
GRIDLOCK

*Mobility*  
BOLD

VS

## Travel Delays

50% more hours of vehicle  
delay (compared with 2015)

## More Free Time

1.46 million fewer hours of  
vehicle delay per year



# EQUITY

## Mobility GRIDLOCK

### Reduced Access

The number of people who have no ready access to a vehicle (including some elderly, low income and disabled households) increase by 18,000 compared with 2015.



## Mobility BOLD

### Fewer Barriers

91,000 people who would otherwise face mobility challenges enjoy a range of travel options enabled by coordinated deployment of new mobility technologies.



VS

# AIR QUALITY

*Mobility*  
GRIDLOCK

## Moderate Pollution

Gasoline and diesel-powered vehicles are responsible for 33% of the state's greenhouse gas emissions, increasing their annual output of pollutants by 4.5 million metric tons over 2010 levels.



VS

*Mobility*  
BOLD

## Cleaner Air

Electric vehicles emit 41% less carbon per mile than gas-powered vehicles



# **Mile High Travelers**





# Hello

## Meet our Mile High Travelers



**MARIA** is a 22-year-old mother who lives in Aurora. She is a student at Metro State University who also works part time at a restaurant in downtown Denver. Her pride and joy is her 4-year old son Gabriel, who is taken care of by Maria's mother each day.



**TONYA** is a 34-year-old Colorado native who lives in Boulder and is married with two young children.



**JORDAN** is a 29-year-old who recently moved to Denver from the Bay Area. Central Denver is not affordable for him, so he bought a home in Parker, which also provides him a yard for his dog.



**CARL** is middle-aged and married with a teenage son. His biggest concern is a recent health issue that is beginning to limit his mobility and forcing him to walk with a cane.



**DAN** is a 75-year-old semi-retired professor who is married and lives in a South Denver neighborhood.



**Mobility  
GRIDLOCK**

Hello



## MEET MARIA

Maria is a 22-year-old mother who lives in Aurora. She is a student at Metro State University who also works part time at a restaurant in downtown Denver. Her pride and joy is her 4-year old son Gabriel, who is taken care of by Maria's mother each day.

### DAILY TRAVEL

Aurora > Five Points > Metro State >  
Downtown Denver > Five Points > Home

110 minutes  
**MOBILITY  
GRIDLOCK**



### DAILY TRAVEL EXAMPLE



Getting back and forth between my home, school, job and mother's home takes a long time each day. My car is becoming a money pit, always needing repairs I can't afford."



## BENEFITS

The microtransit service is great for getting around downtown with more direct options which saves me time.

The time savings in my commute allow me to work an extra hour at the restaurant or spend more time with my son.

Sometimes my mom takes my son Gabriel downtown to ride the driverless microshuttle as an afternoon adventure. He loves it!"

110 minutes  
**MOBILITY  
GRIDLOCK**



95 minutes  
**MOBILITY  
BOLD**



time



cost



\$17

\$11

## DAILY TRAVEL EXAMPLE



The Mobility as a Service program is more affordable than I thought and it has given me the flexibility to live my life!





**Mobility  
GRIDLOCK**

Hello

## MEET TONYA

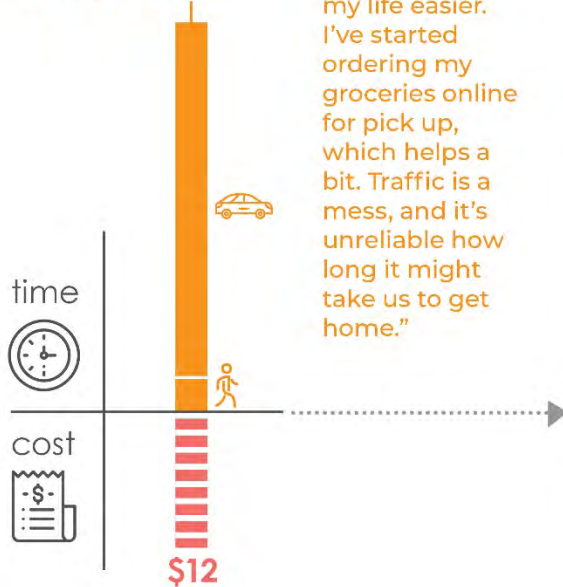
Tonya is a 34-year-old Colorado native who lives in Boulder and is married with 3 young children.

### DAILY TRAVEL

Boulder > Two School Drop-offs > Errands > Gym > Home > Pick-up Kids > After School Activities > Home



100 minutes  
**MOBILITY  
GRIDLOCK**



I am dependent on my car to get me around my community, but I'm always looking for ways to help make my life easier. I've started ordering my groceries online for pick up, which helps a bit. Traffic is a mess, and it's unreliable how long it might take us to get home."

### DAILY TRAVEL EXAMPLE



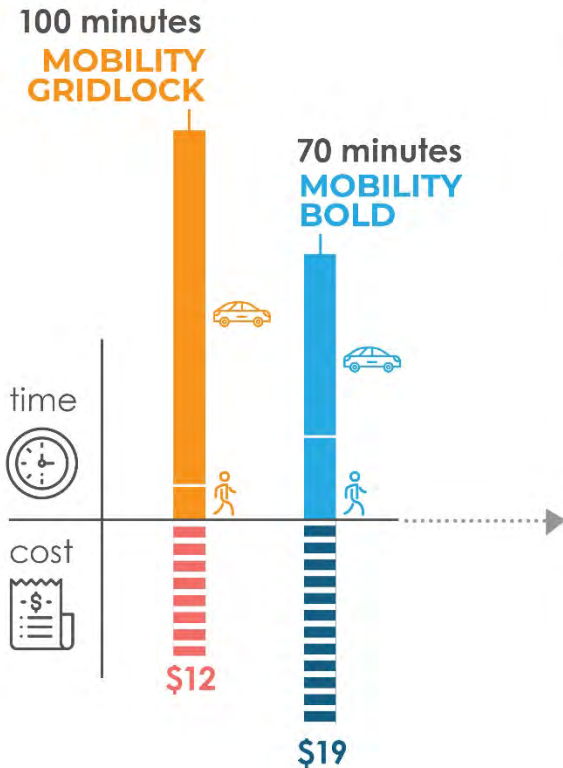


## BENEFITS

Mountain highway technology alerts for winter conditions make it easy for us to avoid weekend travel delays.

My husband is trying new mobility options that allow him to work during his commute to the Federal Center. I love that this allows him to be home in time for dinner with the family.

My life is busy and active, but I have found ways to make the week flow more smoothly. I signed up for drone delivery grocery service from my local supermarket and it's great! That's one less errand I have to do."



## DAILY TRAVEL EXAMPLE





**Mobility  
GRIDLOCK**

Hello

## MEET JORDAN

Jordan is a 29-year-old who recently moved to Denver from the Bay Area. Central Denver is not affordable for him, so he bought a home in Parker, which also provides him a yard for his dog.

### DAILY TRAVEL

Parker > Downtown Denver >  
Restaurant > Home



150 minutes  
**MOBILITY  
GRIDLOCK**



### DAILY TRAVEL EXAMPLE



I live far from downtown, and my transit route is not flexible, so it's hard for me to stay connected with friends during the week. Overall, the effort and stress that it takes me to live here is more than I expected."





## BENEFITS

I like being productive and getting work done during my commute.

There are more options for First and Last Mile services to and from the new RTD station in Lone Tree.

Microtransit around Park Meadows make it convenient for me to explore the area after work and connect with friends.



150 minutes  
**MOBILITY  
GRIDLOCK**

130 minutes  
**MOBILITY  
BOLD**



## DAILY TRAVEL EXAMPLE



The tech company I work for is creating some innovative new solutions to mobility-challenged communities. I've been using the new mobility app to get to work — sometimes by shared ride, sometimes by transit."



**Mobility  
GRIDLOCK**

Hello

## MEET CARL

Carl is middle-aged and married with a teenaged son. His biggest concern is a recent health issue that is beginning to limit his mobility and forcing him to walk with a cane.

### DAILY COMMUTE

Green Valley Ranch > Airport >  
Sons Sports Practice/Games >  
Restaurant > Home



70 minutes  
**MOBILITY  
GRIDLOCK**



### DAILY TRAVEL EXAMPLE



My wife commutes to Thornton for work each day. Traffic congestion just keeps getting worse and I find it negatively affects her mood when she comes home from work."





## BENEFITS

With connected vehicles, my wife and I feel like we can relax a bit even when commuting.

Remote parking with a driverless shuttle has improved my travel experience. The pilot project at Denver International Airport is a first class service at a reduced monthly parking rate.

My son is in a new 'child-safe' on-demand shared ride service that he takes with his lacrosse teammates that I can track on my smartphone."



70 minutes  
**MOBILITY  
GRIDLOCK**

50 minutes  
**MOBILITY  
BOLD**



## DAILY TRAVEL EXAMPLE



I'm a car geek, so everything about smart cars is intriguing, including the mobility options that may open up for me as my physical disability gets worse."



**Mobility  
GRIDLOCK**

Hello

## MEET DAN

Dan is a 75-year-old semiretired professor who is married and lives in a south Denver neighborhood. He occasionally drives to the university in bad weather, but prefers to bike.

### DAILY TRAVEL

Home > University >  
Grocery Store > Coffee > Home



30 minutes  
**MOBILITY  
GRIDLOCK**



### DAILY TRAVEL EXAMPLE



I used to be very active in my community, but I'm feeling more limited now that it doesn't feel as safe or easy to bike or walk to where I want to go."

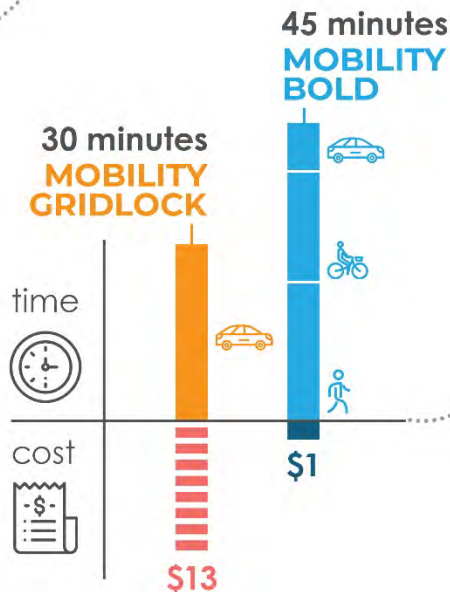


## BENEFITS

We've noticed that traffic is being routed onto arterials, which means less neighborhood traffic and safety streets.

Converting on-street parking to more bike lanes and wider sidewalks makes it easier for us to get around.

"I spend a lot less time driving and more time walking and biking for my neighborhood trips. Not only am I spending less money on transportation, my health is better and I feel great."



## DAILY TRAVEL EXAMPLE



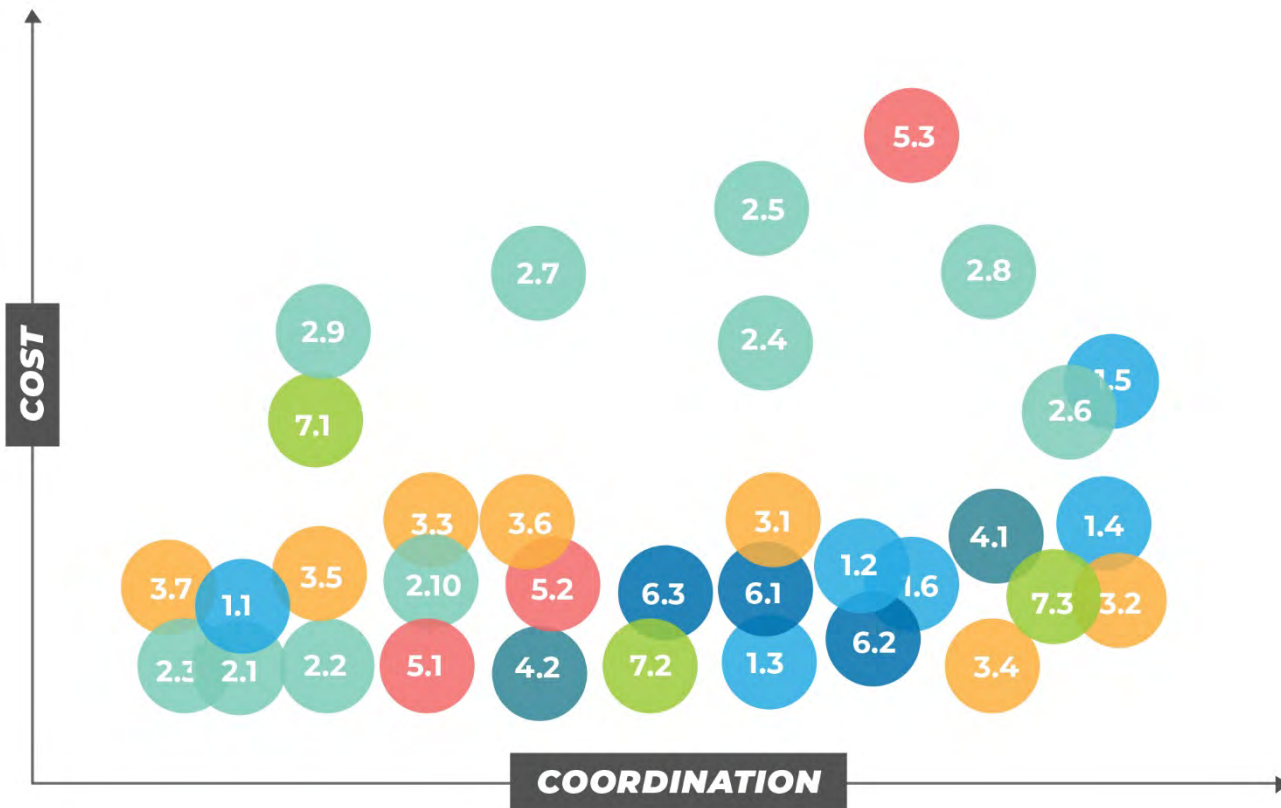
"I feel safe and comfortable walking and biking around my community. There are new pedestrian detection systems in place at intersections in our neighborhood and new separated bike lanes that allow me to not only bike to the university, but also to my library and coffee shop."



**Moving Forward**



# Level Of Investment & Coordination



Regional Collaboration

System Optimization

Shared Mobility

Data Security & Sharing

Mobility Electrification

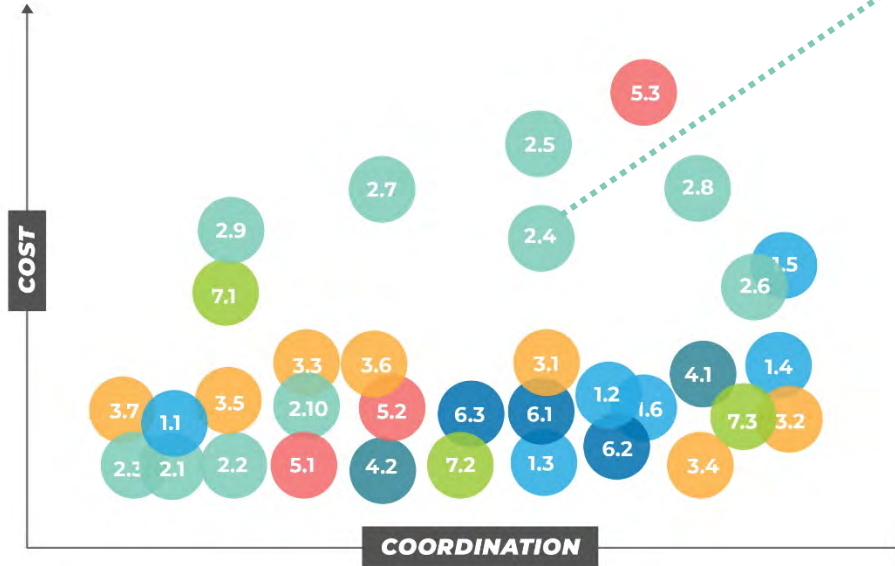
Driverless Vehicle Prep

New Transportation Funding

# Medium Cost & Medium Coordination



System Optimization

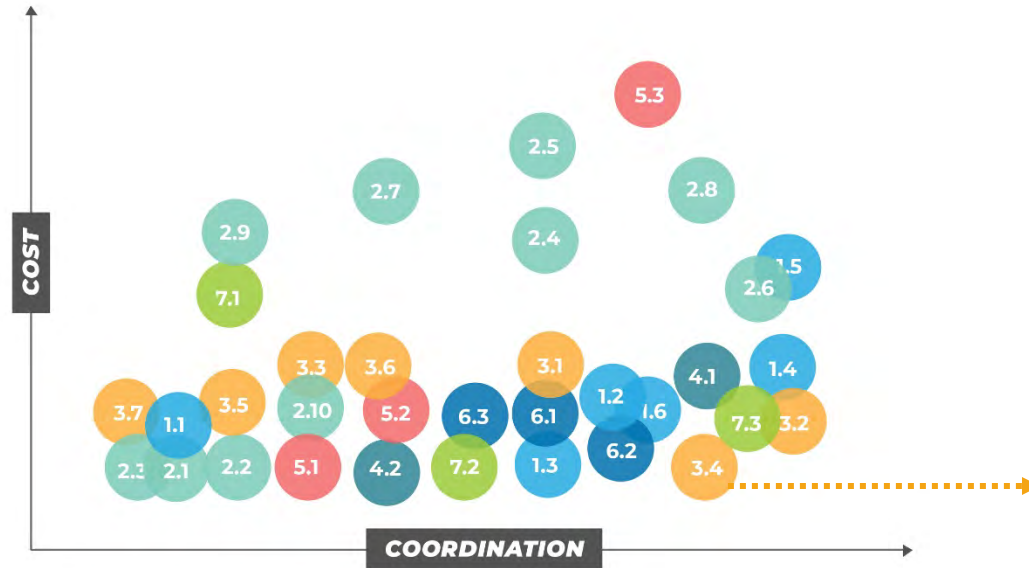


2.4 Implement transit priority on all major bus corridors

TACTIC INITIATOR  
RTD

ADDITIONAL PARTICIPANTS  
Cities, counties, CDOT

# Low Cost & High Coordination



## 3.4 Implement curbside management standards

**TACTIC INITIATOR**  
DRCOG, RTD

**ADDITIONAL PARTICIPANTS**  
New mobility entity, cities,  
counties



Shared Mobility

# Action Initiators





# Initiator : CDOT

- 1.1 Establish a mobility technology advisory committee
- 1.2 Establish a new public-private partnership mobility entity or entities to pursue mobility technology implementation
- 1.5 Develop regional guidelines for drone delivery and drone passenger travel
- 2.2 Prepare for technology upgrades and interoperability in project development of transportation projects
- 2.7 Implement "smart corridor" operations on all regional freeways.
- 2.8 Coordinate traffic management center systems and operations
- 2.9 Pilot mobility technologies on mountain corridors
- 2.10 Pilot modular lanes
- 4.1 Establish a regional mobility data platform
- 5.3 Transition government fleets to electric and other zero-emission vehicles
- 6.2 Minimize zero occupancy and encourage high shared use of driverless automated vehicles
- 6.3 Support Legislative efforts to ensure that automated vehicles operate safely
- 7.2 Explore the concept of a road usage charge for Colorado

Regional Collaboration

System Optimization

Shared Mobility

Data Security & Sharing

Mobility Electrification

Driverless Vehicle Prep

New Transportation Funding

# Initiator : DRCOG

- 1.1 Establish a mobility technology advisory committee
- 1.2 Establish a new public-private partnership mobility entity or entities to pursue mobility technology implementation
- 1.3 Engage university resources to develop technology mobility research and development
- 1.6 Establish a regional smart mobility navigator
- 2.1 Evaluate technology upgrades and interoperability in projects in DRCOG's Transportation Improvement Program
- 2.2 Prepare for technology upgrades and interoperability in project development of transportation projects
- 2.5 Implement smart traffic signal control technology on all major regional arterial corridors
- 2.6 Pilot integrated corridor management on ten arterial corridors
- 3.2 Adopt a regional compact defining common standards for micromobility services
- 3.4 Implement curbside management Standards
- 3.5 Pilot neighborhood-scale mobility hubs
- 3.6 Partner with the private sector to provide transportation in mobility-challenged communities

# Initiator : DRCOG (CONT.)

- 4.1 Establish a regional mobility data platform
- 4.2 Establish data sharing requirements for private sector roadway users
- 5.1 Incentivize ridehailing and ridesharing providers to use electric vehicles
- 5.3 Transition government fleets to electric and other zero-emission vehicles
- 6.2 Minimize zero occupancy and encourage high shared use of driverless automated vehicles
- 7.1 Expand DRCOG funding earmark for a mobility technology innovation fund

# Initiator : RTD

- 1.1 Establish a mobility technology advisory committee
- 1.2 Establish a new public-private partnership mobility entity or entities to pursue mobility technology implementation
- 1.4 Make Mobility as a Service available to all
- 2.4 Implement transit priority on all major bus corridors
- 3.1 Develop a universal mobility app for trip planning and payment
- 3.3 Develop incentives to improve ridehailing and ridesharing operations
- 3.4 Implement curbside management standards
- 3.5 Pilot neighborhood-scale mobility hubs
- 3.6 Partner with the private sector to provide transportation in mobility-challenged communities
- 3.7 Pilot smart parking at Park-n-Rides
- 4.1 Establish a regional mobility data platform
- 5.3 Transition government fleets to electric and other zero-emission vehicles
- 6.1 Pilot driverless microtransit to increase public exposure to automated vehicle technology

Regional Collaboration

System Optimization

Data Security & Sharing

Shared Mobility

Mobility Electrification

Driverless Vehicle Prep

# Initiator : Denver Metro Chamber

- 1.1 Establish a mobility technology advisory committee
- 1.2 Establish a new public-private partnership mobility entity or entities to pursue mobility technology implementation
- 4.1 Establish a regional mobility data platform
- 5.2 Create an electrified mobility development program
- 7.3 Support legislative efforts to ensure that driverless automated vehicles generate appropriate funding

# Initiator : Cities & Counties

- 2.3 Accelerate testing of bicycle/pedestrian detection at crossings
- 3.3 Develop incentives to improve ridehailing and ridesharing operations

# Thank You

Questions?

[mobilitychoiceblueprintstudy.com](https://mobilitychoiceblueprintstudy.com)



# Establish a mobility technology advisory committee

## THEME

Funding & Finance  
Infrastructure Governance

## TACTIC INITIATOR

CDOT, DRCOG, RTD, Denver Metro Chamber

## ADDITIONAL PARTICIPANTS

New mobility entity

Photo courtesy: DRCOG





# Establish a new public-private partnership mobility entity or entities to pursue mobility technology implementation

## THEME

Human Experience  
Funding & Finance  
Infrastructure Governance

## TACTIC INITIATOR

CDOT, DRCOG, RTD, Denver Metro Chamber

## ADDITIONAL PARTICIPANTS

N/A



# Engage university resources to develop technology mobility research and development

## THEME

Safety

Efficiency & Sustainability

Infrastructure Governance

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

New mobility entity, university collaborative



# Make Mobility as a Service available to all

## THEME

Human Experience

## TACTIC INITIATOR

RTD

## ADDITIONAL PARTICIPANTS

New mobility entity, nonprofit organizations, human services providers



# Develop regional guidelines for drone delivery and drone passenger travel

## THEME

Safety  
Human Experience  
Infrastructure Governance

## TACTIC INITIATOR

CDOT

## ADDITIONAL PARTICIPANTS

Federal Aviation Administration, state legislature, Denver Metro Chamber

Photo courtesy: CDOT





# Establish a regional smart mobility navigator

## THEME

Infrastructure Governance

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

CDOT, RTD, cities, counties



# Evaluate technology upgrades and interoperability in projects included in DRCOG's Transportation Improvement Program

## THEME

Infrastructure Governance

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

New mobility entity



# Prepare for technology upgrades and interoperability in project development of transportation projects

## THEME

Infrastructure Governance  
Efficiency & Sustainability

## TACTIC INITIATOR

CDOT, DRCOG

## ADDITIONAL PARTICIPANTS

New mobility entity



# Accelerate testing of bicycle/pedestrian detection at crossings

## THEME

Safety

Human Experience

Efficiency & Sustainability

## TACTIC INITIATOR

Cities, counties

## ADDITIONAL PARTICIPANTS

N/A





# Implement transit priority on all major bus corridors

## THEME

Human Experience  
Efficiency & Sustainability  
Infrastructure Governance

## TACTIC INITIATOR

RTD

## ADDITIONAL PARTICIPANTS

Cities, counties, CDOT



# Implement smart traffic signal control technology on all major regional arterial corridors

## THEME

Safety  
Efficiency & Sustainability

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

Cities, counties, CDOT



# Pilot integrated corridor management on ten arterial corridors

## THEME

Safety

Efficiency & Sustainability

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

CDOT, RTD, cities, counties, new mobility entity



# Implement "smart corridor" operations on all regional freeways

## THEME

Safety

Efficiency & Sustainability

Infrastructure Governance

## TACTIC INITIATOR

CDOT

## ADDITIONAL PARTICIPANTS

Cities, counties, DRCOG





# Coordinate traffic management center systems and operations

## THEME

Safety  
Efficiency & Sustainability  
Infrastructure Governance

## TACTIC INITIATOR

CDOT

## ADDITIONAL PARTICIPANTS

DRCOG, cities, counties

Photo courtesy: CDOT



# Pilot mobility technologies on mountain corridors

## THEME

Safety

Infrastructure Governance

## TACTIC INITIATOR

CDOT

## ADDITIONAL PARTICIPANTS

New mobility entity, I-70 Mountain  
Corridor Coalition



## Pilot modular lanes

### THEME

Safety  
Efficiency & Sustainability  
Infrastructure Governance

### TACTIC INITIATOR

CDOT

### ADDITIONAL PARTICIPANTS

N/A



# Develop a universal mobility app for trip planning and payment

## THEME

Human Experience

## TACTIC INITIATOR

RTD

## ADDITIONAL PARTICIPANTS

New mobility entity, E-470 Public Highway Authority, Northwest Parkway Public Highway Authority





# Adopt a regional compact defining common standards for micromobility services

## THEME

Safety  
Infrastructure Governance

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

Cities, counties



# Develop incentives to improve ridehailing and ridesharing operations

## THEME

Safety  
Human Experience

## TACTIC INITIATOR

RTD, cities, counties

## ADDITIONAL PARTICIPANTS

DRCOG



# Implement curbside management standards

## THEME

Safety

Human Experience

Efficiency & Sustainability

## TACTIC INITIATOR

DRCOG, RTD

## ADDITIONAL PARTICIPANTS

Cities, counties, new mobility entity



## Pilot neighborhood-scale mobility hubs

### THEME

Human Experience  
Efficiency & Sustainability

### TACTIC INITIATOR

DRCOG, RTD

### ADDITIONAL PARTICIPANTS

Cities, counties, new mobility entity,  
transportation management associations



# Partner with the private sector to provide transportation in mobility-challenged communities

## THEME

Human Experience  
Efficiency & Sustainability

## TACTIC INITIATOR

RTD, DRCOG

## ADDITIONAL PARTICIPANTS

Cities, counties, neighborhood groups,  
transportation management associations





## Pilot smart parking at Park-n-Rides

### THEME

Efficiency & Sustainability  
Infrastructure Governance

### TACTIC INITIATOR

RTD

### ADDITIONAL PARTICIPANTS

New mobility entity



# Establish a regional mobility data platform

## THEME

Human Experience

Infrastructure Governance

## TACTIC INITIATOR

CDOT, DRCOG, RTD, Denver Metro Chamber

## ADDITIONAL PARTICIPANTS

Cities, counties, National Renewable Energy Laboratory, universities, new mobility entity, Colorado Office of Information Technology





# Establish data sharing requirements for private sector roadway users

## THEME

Infrastructure Governance

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

New mobility entity, cities, counties



# Incentivize ridehailing and ridesharing providers to use electric vehicles

## THEME

Efficiency & Sustainability

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

New mobility entity



# Create an electrified mobility development program

## THEME

Efficiency & Sustainability

## TACTIC INITIATOR

Denver Metro Chamber

## ADDITIONAL PARTICIPANTS

Utility companies, Public Utilities Commission, state legislature



# Transition government fleets to electric and other zero-emission vehicles

## THEME

Efficiency & Sustainability

## TACTIC INITIATOR

CDOT, DRCOG, RTD

## ADDITIONAL PARTICIPANTS

Cities, counties, Colorado Energy Office,  
Regional Air Quality Council



# Pilot driverless microtransit to increase public exposure to automated vehicle technology

## THEME

Human Experience  
Efficiency & Sustainability

## TACTIC INITIATOR

RTD

## ADDITIONAL PARTICIPANTS

New mobility entity, cities, counties, CDOT,  
DRCOG, transportation management  
associations





# Minimize zero occupancy and encourage high shared use of driverless automated vehicles

## THEME

Efficiency & Sustainability

## TACTIC INITIATOR

CDOT, DRCOG

## ADDITIONAL PARTICIPANTS

State legislature, ridehailing providers



# Support legislative efforts to ensure that automated vehicles operate safely

Photo courtesy: CDOT

## THEME

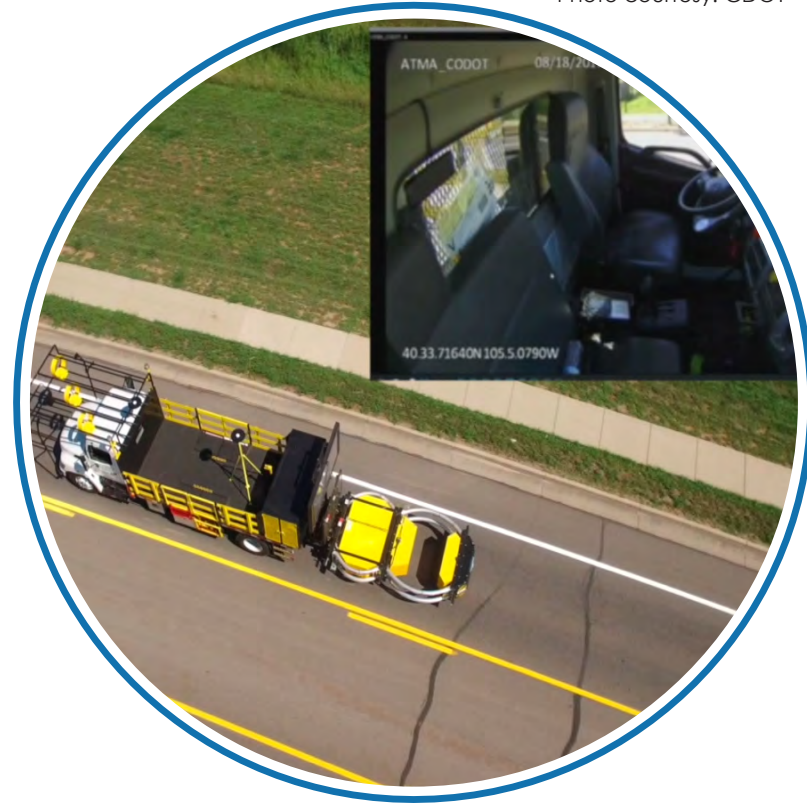
Safety  
Infrastructure Governance

## TACTIC INITIATOR

CDOT

## ADDITIONAL PARTICIPANTS

USDOT, Denver Metro Chamber, state legislature





# Expand DRCOG funding earmark for a mobility technology innovation fund

## THEME

Funding & Finance

## TACTIC INITIATOR

DRCOG

## ADDITIONAL PARTICIPANTS

N/A



# Explore the concept of a road usage charge for Colorado

## THEME

Funding & Finance

## TACTIC INITIATOR

CDOT

## ADDITIONAL PARTICIPANTS

DRCOG, state legislature, Denver Metro Chamber



# Support legislative efforts to ensure that driverless automated vehicles generate appropriate funding

## THEME

Efficiency & Sustainability  
Funding & Finance  
Infrastructure Governance

## TACTIC INITIATOR

Denver Metro Chamber

## ADDITIONAL PARTICIPANTS

CDOT

