



# Transportation Legislative Review Committee

August 16, 2024



# Agenda

- Overview of DRCOG and Way to Go program
- Alternative Transportation Options Tax Credit
- Colorado Clean Commute campaign
- TDM Strategic Plan for the region





# DRCOG

- Brings 58 member governments from 10 counties together to work on the region's most pressing issues
- Transportation, Growth and Development, and Aging Services
- Way to Go program



# Way to Go program

- Partnership between DRCOG and 8 transportation management associations
- Cooperative marketing and outreach to reduce traffic congestion and improve air quality
- Promote biking, walking, transit, vanpool, carpool, Schoolpool, telework

# Alternative Transportation Options Tax Credit

- **Key provisions**
  - Tax credit of 50% on expenses related to employers offering commute options in the workplace
- Covered items include purchase of transit passes, incentives such as vanpool subsidies, and administration
- **Rulemaking STILL NOT COMPLETE** despite concerted effort
- **We can demonstrate significant interest**

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- Established a visual identity
  - Built a website landing page, with fact sheets, digital assets
  - Created an employer survey and dashboard to facilitate process
  - Launched a largely digital campaign touting a tax credit
  - Strong results demonstrate the tax credit is a good “hook”



# Colorado Clean Commute Campaign is generating interest – the hook is working

- Media Impressions:  
39.4 Million
- 547 leads generated
- 115 active employer participants

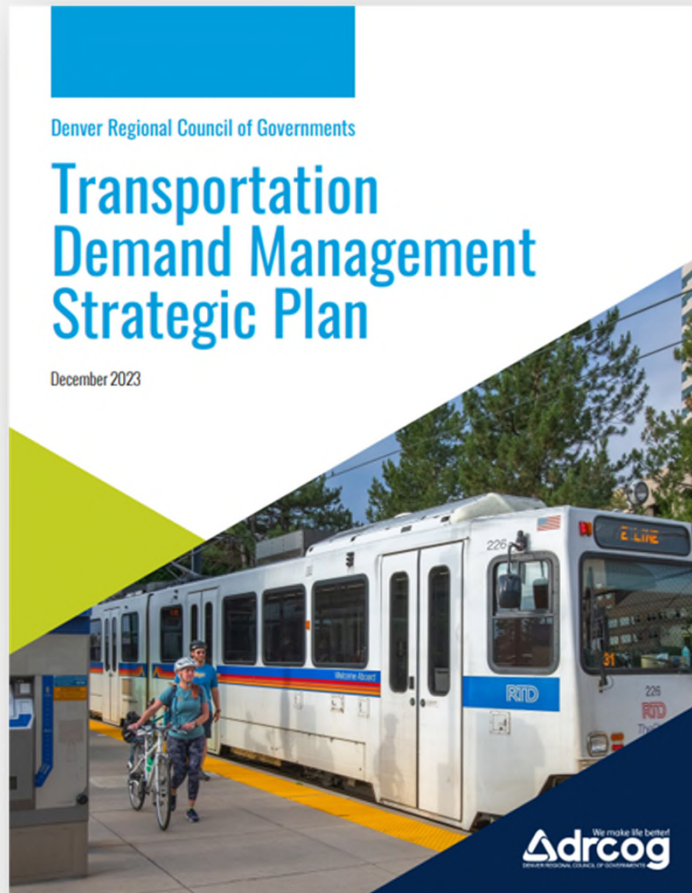


# DRCOG and the full suite of TDM strategies

- Education, outreach and marketing – Way to Go
- Mobility services
- Mobility technology
- Transportation infrastructure
- Parking management
- Roadway management
- Public policies and ordinances
- Employer-based
- Incentives for mode shift



# How was DRCOG's Transportation Demand Management Strategic Plan developed?



- **Evaluated** existing transportation demand management programs, practices and policies.
- **Engaged** stakeholders to identify an expanded suite of transportation demand management strategies.
- **Identified** 10 recommendations to expand DRCOG's TDM efforts.
- **Published** a regional Transportation Demand Management Toolkit to support member governments.

# TDM Strategic Plan recommendations range in scale and scope.

Examples of plan actions include:

- Explore funding **incentives** for mode shift.
- Establish a **technical assistance** program.
- Expand **Safe Routes to School** activities.
- Consider TDM strategies in **transportation investment** decisions.
- Enhance **mobility on demand** assistance.
- Advance **evaluation to better understand** TDM strategy impacts.
- Expand Way to Go program to focus on **all trips**.



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