


City and County of Denver		<b>POLICY</b>	Department of Transportation & Infrastructure (DOTI)
<b>Subject:</b> Mode-Shift			
<b>Approved by:</b> Amy Ford 		<b>Title:</b> Executive Director	
<b>Number:</b> DOTI.PO.2024.DME3	<b>Effective Date:</b> 3/8/2024	<b>Page:</b> 1 of	
<b>Authority:</b> Section 2.3.3 Part C of the Denver Code of Ordinances gives the Department of Transportation & Infrastructure the authority over the public right-of-way.			

### POLICY OWNER

This policy is owned by the Executive Director of the Department of Transportation and Infrastructure.

### POLICY CONTACT

The Chief of Staff for DOTI is the main point of contact for this policy.

### SUPERSEDES PREVIOUS POLICY

N/A

### PURPOSE

This policy solidifies the Department of Transportation & Infrastructure (DOTI) of the City and County of Denver’s role to realize mode-shift through our transportation system.

DOTI aims to achieve the community’s vision for Denver’s transportation system through the Strategic Transportation Plan (*Denver Moves Everyone*) by advancing five goal areas including mobility, safety, sustainability, community, and quality, with equity as a common focus of each goal.

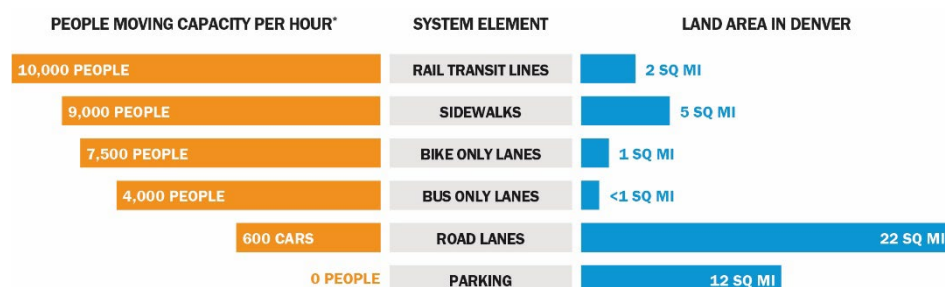


Figure 1 People Moving Capacity Vs Land Area in Denver. Source: Denver Moves Everyone State of the System Report, 2021

Our streets make up our largest public space. The 2021 *Denver Moves Everyone State of the System Report* documented that most of this space is given to road lanes and parking, representing 22 square miles and 12 square miles respectively, with 5 square miles to sidewalks, 1 square mile to bike lanes, and less than one square mile to bus only lanes. However, travel modes such as sidewalks, bike lanes, and transit only lanes can move much more people using less space. Therefore, mode-shift is a critical

strategy to manage increased travel demand and increase the safety, affordability, sustainability, and quality of our transportation system. This is highlighted by data analyzed in the *2021 State of the System* Report that demonstrated Denver’s transportation system has trended in the wrong direction on many of its goals related to affordability, reliability, mode-choice, eliminating traffic-related deaths, and air pollution. Modeling in the *Denver Moves Everyone* showed in every scenario that without mode-shift Denver will continue to move further away from its goals.

## **DEFINITIONS**

**Strategic Transportation Plan**—Refers to the guiding strategy for the Department of Transportation and Infrastructure.

**Denver Moves Everyone**—The branded title of the Strategic Transportation Plan for the Department of Transportation and Infrastructure.

**Mode Shift**—A change in trips from type of transportation to another. In the context of this policy, this refers to enabling trips taken by single-occupancy vehicles to be taken by other modes including walking or rolling, biking, and taking transit.

## **POLICY**

To achieve the goals and vision of the Strategic Transportation Plan, *Denver Moves Everyone* Strategic Transportation Plan, *Denver Moves Everyone*, the *Denver Department of Transportation & Infrastructure* shall increase the proportion of trips taken by walking or rolling, biking, and transit<sup>1</sup> by 1) expanding and improving Denver’s transportation system for transit, bicycling and micromobility, and walking or rolling; and 2) Enabling programs, partnerships, and incentives that support the availability, convenience, reliability, and affordability of these options. By providing for more travel options and increasing convenience and reliability of these modes, DOTI will be able to manage congestion while increasing the safety, equity, sustainability, affordability of its transportation system and ensure that it operates efficiently.

Achieving mode-shift should occur but is not limited to the following actions:

- Prioritizing public transit and pedestrians on medium and high-capacity corridors through implementing bus signal priority, dedicated transit lanes, and pedestrian realm improvements<sup>2</sup>.
- Building out a connected network for biking, walking, and micromobility.
- Focusing investments on projects that increase the multi-modal capacity of our transportation system and limiting projects that add vehicle capacity to existing streets unless determined to be essential (this does not include new roads built because of greenfield development or redevelopment).
- Supporting land-use development and policies that reduce the need for personal-vehicle trips, such as increasing density around centers and corridors, and establishing parking maximums and removing parking minimums<sup>3,4</sup>.
- Operating and expanding a robust Transportation Demand Management program that both encourages and requires the implementation of strategies that maximize multi-modal choices and behaviors<sup>5</sup>.

- Investing in multi-modal improvements that support the transportation and mobility needs in underserved communities while also ensuring additional burden is not placed on these communities.

## **RESPONSIBILITIES**

*This policy applies department wide and should be carried out by the Transportation Delivery Administration group.*

## **REFERENCES**

<sup>1</sup>*Denver Moves Everyone, page 46, Mobility Strategy 4*

<sup>2</sup>*Denver Moves Everyone, page 45, Mobility Strategy 2, Action D*

<sup>3</sup>*Denver Moves Everyone, page 46, Mobility Strategy 4, Action F*

<sup>4</sup>*Denver Moves Everyone, page 53, Community Strategy 2, Action E*

<sup>5</sup>*Denver Moves Everyone, page 46, Mobility Strategy 4, Action G*

## **ATTACHMENTS**

*Include link to applicable procedure document here.*

## **FOLLOW-UP/REVIEW DATES**

*Include date revisited/reviewed here. All policies should be reviewed by the appropriate alignment council annually.*

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**END OF DOCUMENT**