



## **2018-2019 Work Plan**

### **Mission**

To enhance public accessibility and mobility in the I-70 central mountain corridor and adjoining dependent counties and municipalities through the implementation of joint public & private transportation management efforts.

### **Goals**

- I. Advocate for Improvements on the I-70 Mountain Corridor
  - II. Active Involvement in Plans and Processes Affecting the I-70 Mountain Corridor
  - III. Support Transportation Funding Initiatives
  - IV. Information Sharing and Outreach
  - V. Implement Travel Demand Management Strategies
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### **I. Advocate for Improvements on the I-70 Mountain Corridor**

Advocate for transportation improvements on the I-70 Mountain Corridor based on the I-70 Record of Decision. Encourage state and national political leaders and other important decision makers to prioritize transportation improvements on the I-70 Mountain Corridor.

#### Action Items:

- Actively participate in key plans and processes as outlined in Section II.
- Continue and enhance relationships with CDOT, state legislature, Governor's Office, DRCOG and our federal congressional delegation.
- Participate in transportation funding discussions of the High Performance Transportation Enterprise (HPTE), Intermountain Transportation Planning Region, Statewide Transportation Advisory Committee, the Transportation Commission, and others.
- Weigh in on and take positions on legislation that would impact the I-70 mountain corridor.

## **II. Direct Involvement in Plans and Processes Affecting I-70 Corridor**

The Coalition serves as a collective voice for the I-70 mountain corridor and adjoining dependent counties and municipalities in addressing transportation issues. The I-70 Coalition actively participates in a variety of processes which directly impact the I-70 Mountain Corridor, most importantly, those that implement the I-70 Record of Decision.

### Action Items:

- Advocate for and help shape transportation initiatives and issues that affect the mountain corridor, and encourage forward momentum in the implementation of the PEIS Record of Decision.
- Continue active involvement in the following studies, committees and project leadership teams (PLT), including but not limited to:
  - I-70 Collaborative Effort–Dan Gibbs & Tim Mauck
  - High Performance Transportation Enterprise (HTPE)–Thad Noll
  - WB Peak Period Shoulder Lane Project (PPSL) PLT-Margaret Bowes
  - Floyd Hill PLT-Lynnette Hailey
  - Vail Pass Auxiliary Lane PLT-Greg Hall
  - Transit & Rail Advisory Committee (TRAC)-Steve Hurlbert
  - I-70 Operations Plan PLT-Margaret Bowes

*The individuals listed above serve as the I-70 Coalition's formal representative; however, in many cases additional Coalition members participate through their own jurisdictions and organizations.*

- Engage in future studies, including Tier 2 environmental studies.

## **III. Engage in Transportation Funding Discussions**

The need for new dollars for transportation infrastructure and services in Colorado is critical, and the I-70 Coalition acknowledges the importance of playing an active role in securing new transportation funding. The Coalition will continue to highlight the need for new transportation dollars with state and federal representatives. The Coalition will participate in regional and statewide discussions on this topic, and if appropriate, will partner on outreach, education and advocacy efforts.

The I-70 Mountain Corridor is identified as a statewide priority by the Governor's Office, CDOT, Denver Metro business interests and others, but the I-70 Coalition will work to insure new transportation funding dollars flow to the I-70 mountain corridor. Identified or proposed projects should be in line with the I-70 Record of Decision's Specific Highway Improvements as well as the I-70 Coalition's Priority Project list. Furthermore, the I-70 Coalition will voice strong support for a multi-modal solution as identified in the I-70 ROD. The I-70 Coalition will advocate for any new transportation funding to include the flexibility to fund transit and mobility projects on the mountain corridor.

## **IV. Information Sharing and Outreach**

This focus area includes both an internal component aimed at I-70 Coalition membership, and an external component focused on the traveling public.

Action Items:

- Disseminate information as outlined in Section II to membership, easing the burden of individual jurisdictions and organizations from having to track these processes. This is accomplished through quarterly meetings, committee work and various forms of electronic communication.
- Engage members and potential members in the work of the I-70 Coalition through meetings and presentations. Provide updates on current I-70 mountain corridor transportation activities.
- CDOT and Colorado State Patrol participate in I-70 Coalition meetings and share information on projects, future directions, challenges and progress.
- Membership Development efforts are ongoing to encourage active participation from all members, and to expand membership.
- Educate the general public and I-70 stakeholders about improvements, solutions, strategies, and future plans of the I-70 mountain corridor through messaging to member and partner organizations, media outreach, press releases, the I-70solutions.org website, the GoI-70.com website, social media channels and eNewsletters.
- The I-70 Coalition's PR Committee assists, as needed, in such information sharing and outreach.

## **V. Travel Demand Management Strategies**

Long term solutions for the I-70 corridor are a major focus for the I-70 Coalition, but identifying and implementing short term strategies that can positively impact congestion in the near term are critical. Travel Demand Management (TDM) actions should target the I-70 traveler and result in decreased traffic volume during peak travel times as well as reduce the number of vehicles traveling the corridor on the weekends. The TDM Work Plan of the I-70 Coalition TDM Committee is outlined below.

### **A. Traveler Education & Outreach**

GoI70.com will continue to be the I-70 Coalition's platform for delivering TDM information to the traveling public and organizations that serve the traveling public.

1. Educate I-70 travelers about peak travel times and encourage off peak travel. Provide travelers with seasonal, holiday and weekend travel forecasts so they know the best (and worst) times to travel. Promote congestion avoidance strategies through promotion of the I-70 Travel Tips.
2. Partner with and promote CDOT's various real time information resources. Providing travelers with real-time road and traffic information is a key TDM strategy.
3. Support and encourage the use of transit, rideshare, carpooling, and carpool parking programs.

### **B. Partner with Businesses to Provide Off Peak Travel Incentives**

The I-70 Coalition partners with local businesses that provide incentives to extend a visitor's weekend stay later in the day or facilitates an overnight stay on Sunday. These

Peak Time Deals are a part of the GoI70.com website and allow businesses to create and manage their own offers. The TDM Committee will reach out to corridor businesses through Chambers of Commerce, economic development councils, business associations, and tourism bureaus.

**C. Promote TDM Strategies through Resorts, Local Governments & Tourism-based Organizations**

1. Provide marketing collateral and communications messaging to seven corridor resorts/ski areas, towns, counties and other organizations that they can share with constituents, guests, and season pass holders. Such messages will provide congestion avoidance travel tips and encourage off peak travel.
2. Encourage resorts, towns, counties and other organizations to support TDM strategies such as traveler education, carpooling, and transit.
3. Update the catalog the TDM actions of I-70 Coalition member towns and counties.

**D. Develop & Enhance TDM-related Partnerships**

Colorado Department of Transportation (CDOT)

- A) Continue to promote CDOT's real time information resources through GoI70.com, Twitter and other social media.
- B) Monitor CDOT TDM efforts and coordinate efforts as possible
- C) Coordinate with CDOT on TDM outreach to resorts in advance and throughout the ski season to avoid duplication of efforts and maximize partnerships.
- D) Provide input as needed to CDOT as they develop their Statewide TDM Plan.
- E) In partnership with CDOT, work with corridor communities to gather their action plans around I-70 closures. Learn how each community responds to I-70 closures in terms of managing the resulting in-town traffic volume, providing information to the traveling public, utilization of shelters, and directing travelers to parking and/or community amenities. This information will be utilized by CDOT and real-time-information resources such as Mountain Travel Radio.

Colorado Motor Carriers Association (CMCA)

- A) Monitor and participate where appropriate with the Colorado Motor Carrier Association (CMCA) TDM Working Group to determine viable TDM options in regards to truck transit.
- B) The TDM Committee will continue to serve as the PLT for this CMCA/CDOT effort. The report will be distributed to the I-70 Coalition when finalized.
- C) Review statistics relating to truck traffic, incidents and impacts to determine if there are additional actions that the TDM Committee would recommend.
- D) Support continued improvement of truck parking and chain up/chain down areas.

Colorado State Patrol (CSP)

- A) Keep apprised of CSP's efforts to impact safety and mobility on the I-70 corridor and promote through I-70 Coalition communications channels as

appropriate.

- B) Continue to support and advocate for additional CSP enforcement resources throughout the corridor.

#### urHub Companies

Continue to partner with urHub on the integration of TDM information into the mobile app and CoTrip.org.

#### **E. Support Carpooling & Carpool Parking**

- A) Continue to partner with and promote rideshare and carpool programs/businesses.
- B) Continue to support and promote resort carpool parking programs.
- C) Continue to promote use of Front Range lots for carpooling and bus/van service.

#### **F. Support and Promote Transit**

- A) Encourage and support transit services running service between the Front Range and mountain resorts.
- B) Advocate for transit along the I-70 corridor. Support efforts to improve regional transit connections.

#### Conclusion

Since 2004, the I-70 Mountain Corridor Coalition has advocated for the advancement of local and regional transportation issues impacting the I-70 mountain corridor and off corridor communities. The five strategic goals outlined in this work plan will be the focus of the I-70 Coalition's efforts through 2019.