Travel Demand Management – In Support of the West Colfax Safety Project

The City of Lakewood’s West Colfax Safety Project will change and improve transportation infrastructure – access points, parking, sidewalks, medians, signals and travel lanes. That’s the supply side of transportation.

Now that those changes are coming into focus, it’s time to attend to the demand side. What can we do to influence the demand for single-occupant vehicle trips and manage or move the demand side to bring supply and demand into balance?

Infrastructure changes can frustrate those who have a travel routine and are used to the way things are. We need to help them consider their options and redirect travel demand as the physical changes begin. The goal of our effort will be to help single-occupant vehicle users to anticipate the infrastructure changes to come, help businesses support worker travel, and help businesses assist customers to be more aware of and take advantage of travel options.

In a coordinated effort with the West Colfax Safety Project Team, the West Corridor Transportation Management Association will meet with business owners and landowners to plan for the construction phase and the final configuration of the project and redirect the demand for travel. This effort is funded separately from the Colfax Safety Project by a DRCOG grant.

We will:

- Help individual businesses learn about how employees, visitors and customers travel to their businesses and how they might travel differently
- Help business owners and operators use that information to anticipate infrastructure changes and plan for future travel before the changes are in place
- Help ease frustration with and resistance to the infrastructure project by helping business owners and operators consider behavior changes before the project begins

Here’s how:

- Individual meetings with each business (and the Safety Project Team when needed) to think about what travel will look like during construction and after project implementation
- If the business operator is interested, survey employees to learn about where they travel from and how they get to and from work
- Use the surveys to develop new options for travel and help make sense of those choices, including offering travel training if needed
- Assist with messaging and outreach to customers and visitors to give them options and help them adapt to the project

To learn more about what the association can do, visit westcorridor.org or email or call Mike Hughes mike@westcorridor.org 303-941-8010.