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**Commuting Solutions Releases Northwest Regional Transportation Demand Management (TDM) Plan and Garners National Recognition**

**Louisville, CO (June 13, 2023)** – Beginning in 2022, Commuting Solutions— the organization advancing innovative transportation options in Colorado’s northwest metro region— has led the effort to develop a Transportation Demand Management (TDM) Plan to create a shared vision for the region’s TDM priorities to reduce traffic congestion and improve air quality. Commuting Solutions, along with our partners, is excited to announce the release of the [NW TDM Plan](#). “For the first time in our region, we have developed a shared set of TDM goals for our region’s future and roadmap to get us there” says Audrey DeBarros, Executive Director of Commuting Solutions. The plan is already garnering national attention with Commuting Solutions being named a finalist for the 2023 Association for Commuter Transportation (ACT) Excellence in Planning Award for its groundbreaking work on the plan.

Developed in collaboration with UrbanTrans North America, as well as public, private, and nonprofit stakeholders, the plan outlines strategies tailored for the region’s transportation, mobility and access needs and sets regional goals for growth, transportation, and land use. The northwest metro region is defined as the communities of Boulder, Boulder County, Louisville, Superior, Broomfield, Westminster, Lafayette, Erie and Longmont. “When it comes to sustainable transportation, we get more done when we work together. That is why we were happy to be a partner in the development of this plan.” says Clark Rider, Sustainable Transportation Specialist at the University of Colorado, Boulder.

Through this collaborative process, Commuting Solutions and its stakeholders identified 11 strategies that focus limited resources, services, and programs on essential workers and for projects where there is the greatest need. “Colorado has a long history of commuter focused TDM programming, however traditional TDM efforts have not always been well suited to diverse audiences including rural residents, shift workers, and caregivers,” says Kay Kelly, CDOT Chief, Office of Innovative Mobility. “This plan attempts to change that.” Potential federal, state, regional and local funding options were defined for each strategy.

**Northwest Regional TDM Strategies:**

- Implementing TDM programs that include bus rapid transit (BRT) service.
- Exploring the feasibility of a regional bike share program.
- Developing and distributing a mobility guide.
- Conducting ongoing travel training for essential workers.
- Developing model TDM programs NW cities can easily incorporate.
- Developing and distributing an employer policy toolkit for businesses.
- Creating a northwest regional TDM coordinating council.
- Providing subsidies and marketing support for a vanpool pilot program.
- Providing incentives to encourage non-Single Occupancy Vehicle (SOV) travel or changing travel times during peak congestion.
- Providing marketing and support to schools not currently enrolled in the Way to Go “SchoolPool” carpooling program.
- Conducting transportation options outreach at multifamily and low-income housing.

Commuting Solutions will implement the TDM plan over the next few years.

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**About Commuting Solutions**

Commuting Solutions is dedicated to delivering innovative transportation options that connect commuters to their workplaces, businesses to their employees, and residents to their communities. Through advocacy for infrastructure and transportation improvements, partnerships, and education, we create progressive, flexible transportation solutions. [commutingsolutions.org](http://commutingsolutions.org)