



NATIONAL WESTERN CENTER

LOCAL IMPACT • GLOBAL REACH

National Western Center

Parking and Transportation Demand Management Study

Community Advisory Committee (CAC)

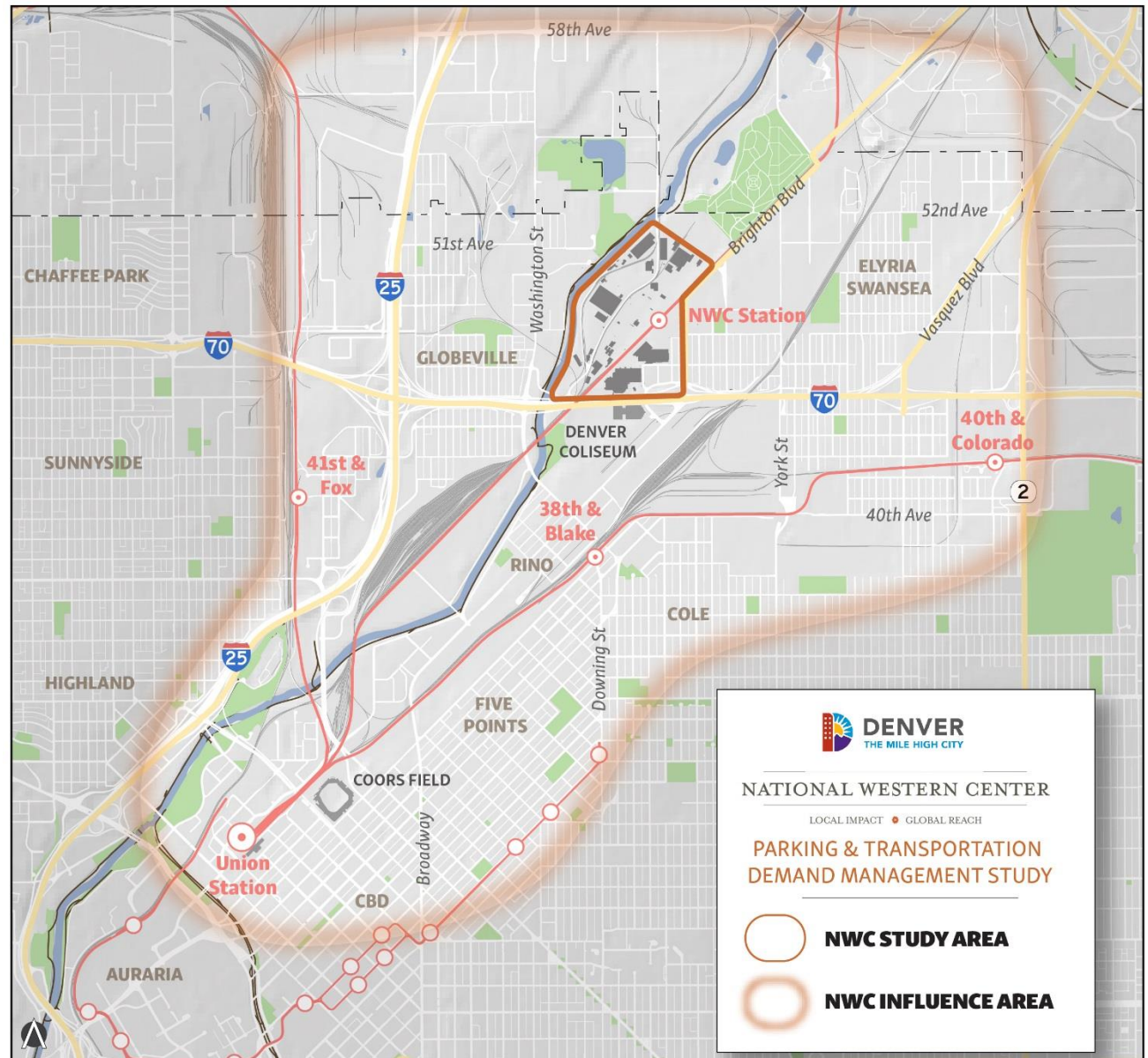
October 26, 2017

Agenda

- Welcome and agenda review.
- Project context and status.
- Strategic analysis and findings:
 - Transportation Demand Management (TDM).
 - Specialized vehicles (truck and trailer).
 - Parking.
- Questions.



Study Area

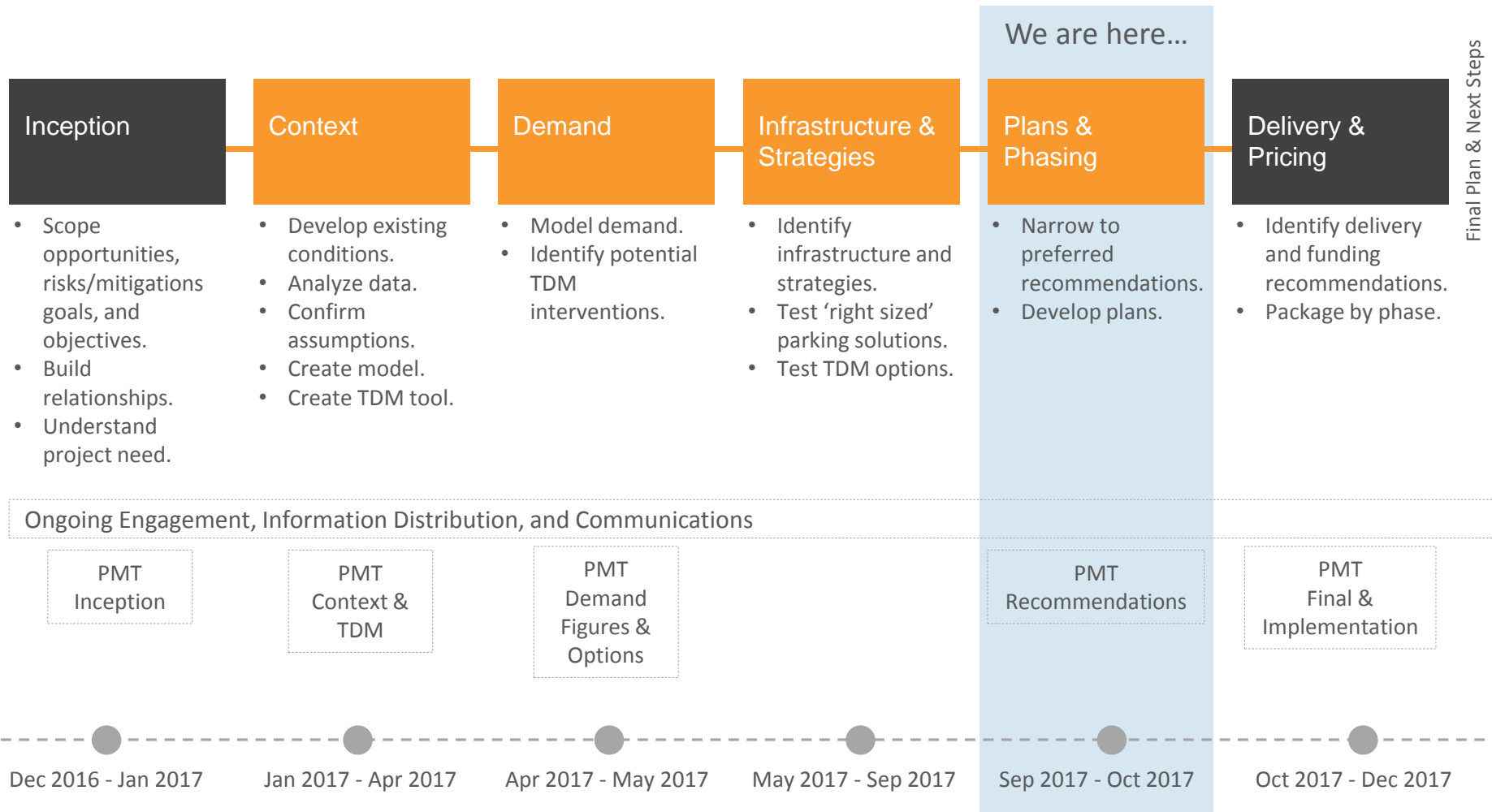


Key Project Actions...

- Determine appropriate level of TDM programs to encourage multi-modal access.
- Determine space requirements for efficient operations of specialized vehicles.
- Identify parking demand and supply to support success of the campus and events.
- Identify industry best in practice parking technologies.



Our Progress



Public Engagement and Input





Objective:

Use best practice solutions to reduce vehicle miles traveled, single occupancy vehicle arrivals, and rate of growth in parking demand on the NWC site.

Findings: TDM Example (Phase 1 & 2 Operational – Large Event)

Land Use & Urban Realm



Land Use Diversity

Transit Accessibility

Multi-modal Wayfinding

Secure Bicycle Parking

Pedestrian Network

Destination Accessibility

Infrastructure & Operations



Transit Network Expansion

Transit Frequency/Speed

Local Shuttles

Bikeshare Station

Traffic Calming

Carshare Parking

Programs & Marketing



Online Mobility Platform

Commute Trip Reduction Marketing

Mobility Coordinator

Internal Campus Bicycle Fleet

Real Time Transit Displays

Pricing & Incentives



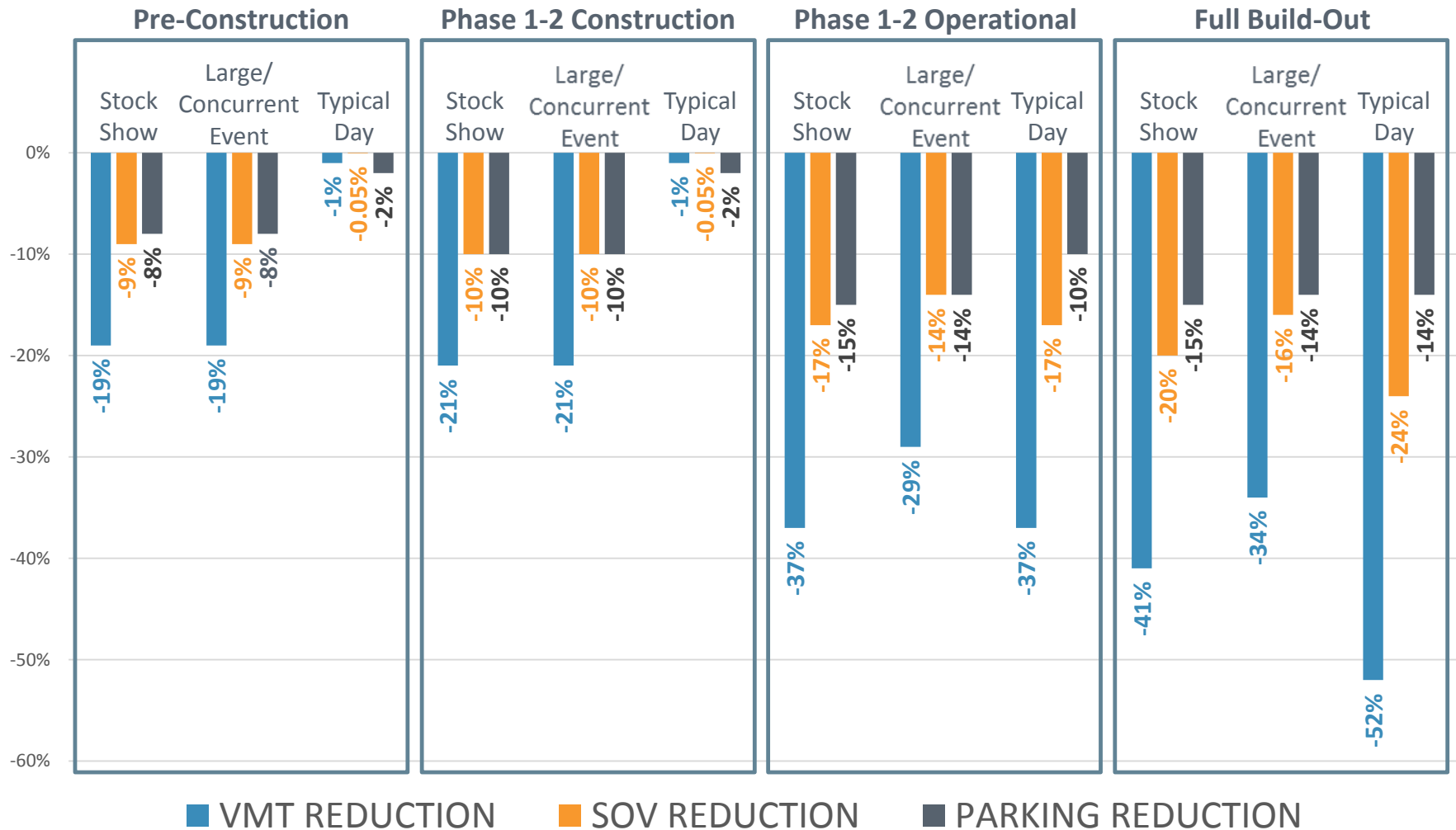
Transit Fare Subsidy

Unbundle Parking Costs

Dedicated Carpool Pick-up/Drop-off

Preferential Parking for 4+ Carpool

Findings: TDM – Effective Reductions in Parking, SOV, & VMT



Specialized Vehicles



Objective:

Prioritize space for exhibitor's and vendor's specialized vehicle operations to allow for event success and expansion.

Findings: Truck/Trailer Needs

Timeframe	Type	NWSS	Large Event
Phase 1 & 2 Operational	Staging	6.7 acres	3.3 acres
	Storage	26.9 acres	6.6 acres
	Total	33.6 acres	9.9 acres
Full Build-Out	Staging	6.7 acres	3.8 acres
	Storage	28.1 acres	7.5 acres
	Total	34.8 acres	11.3 acres



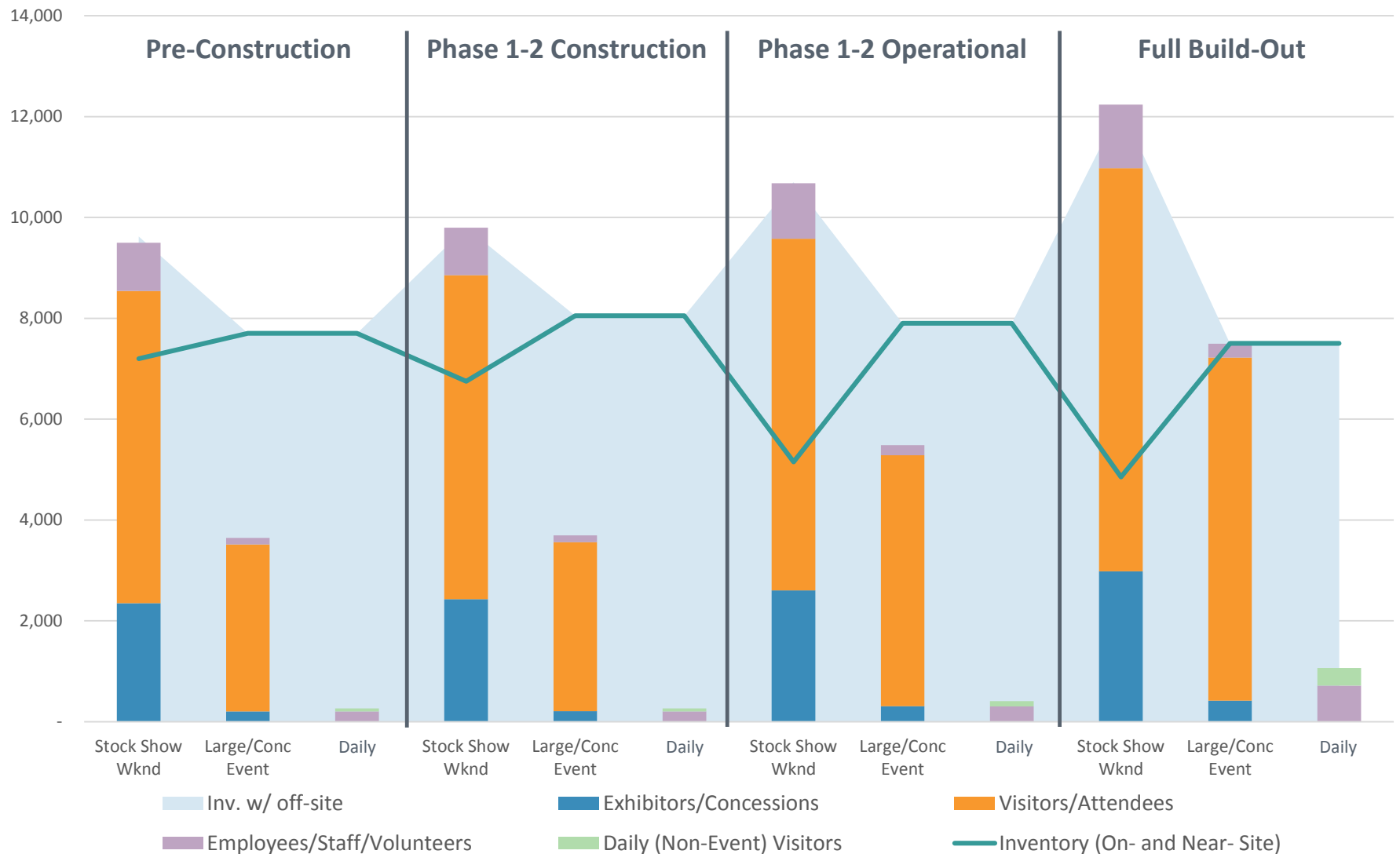


Objectives:

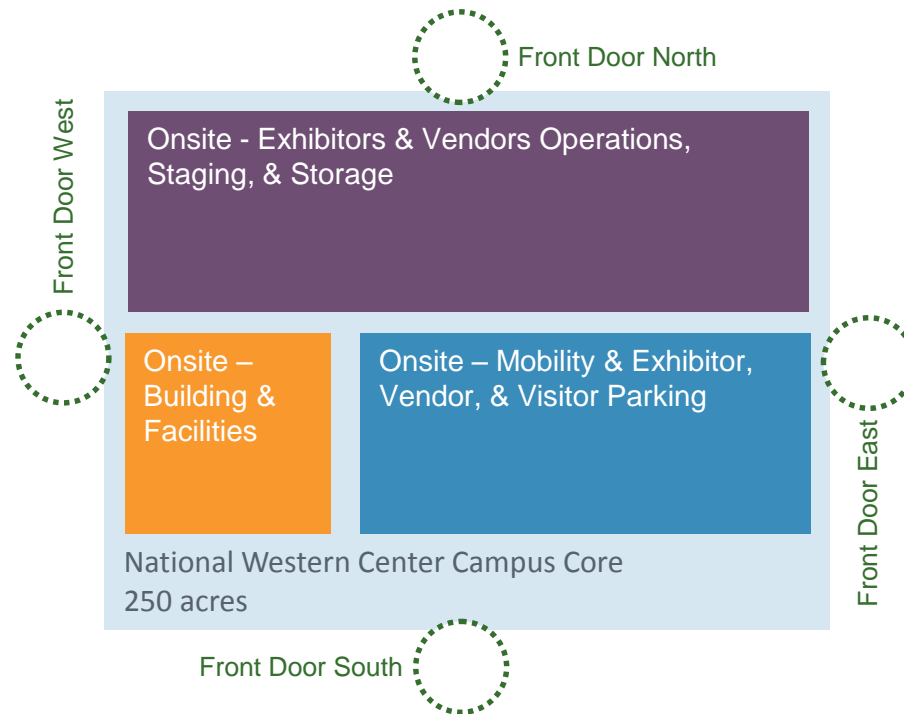
Ensure that parking supports the success of growing attendance and programming.

Leverage the best in parking/mobility technology and management practices to facilitate an excellent level of service and efficiency.

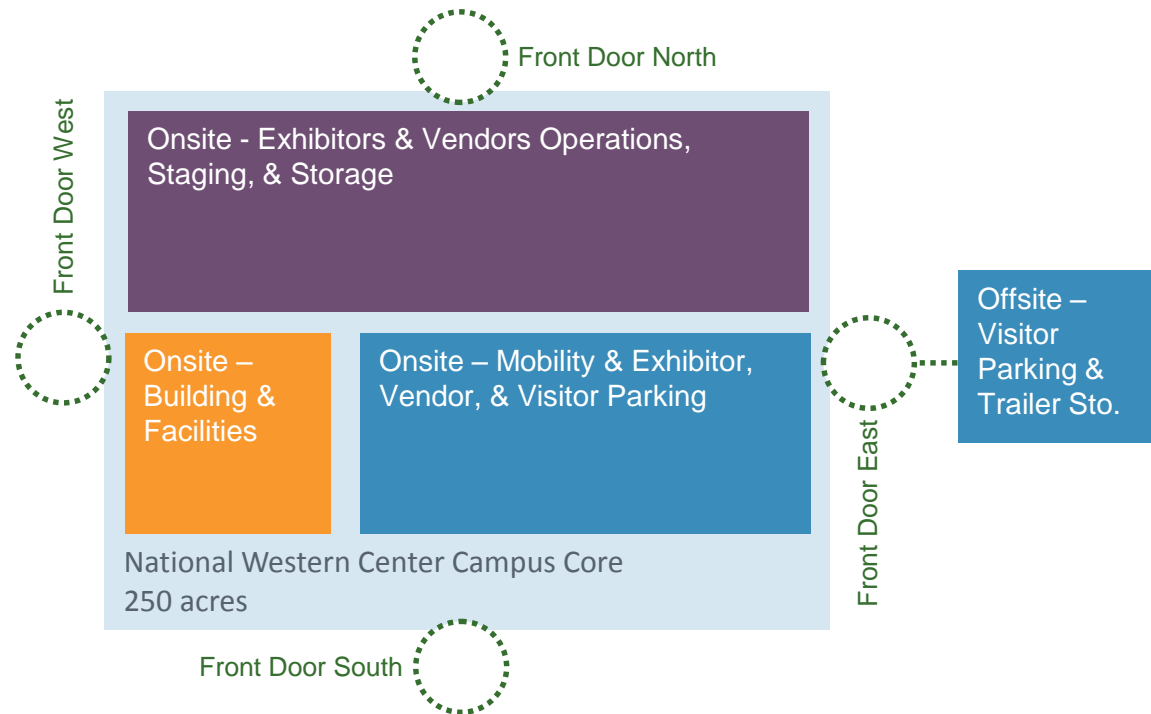
Findings: Parking Prioritization



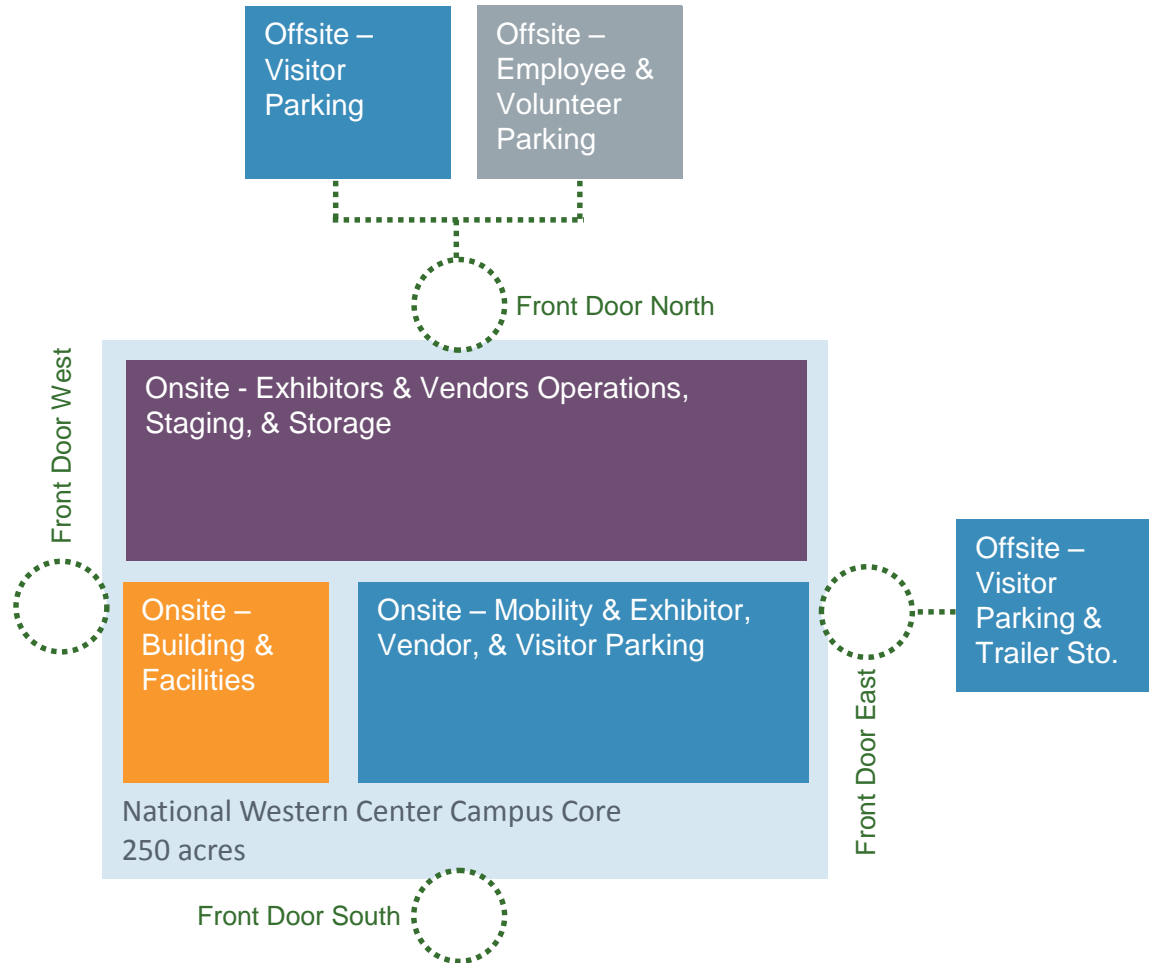
Concept Diagram: All Phases Large Events & Daily Operations



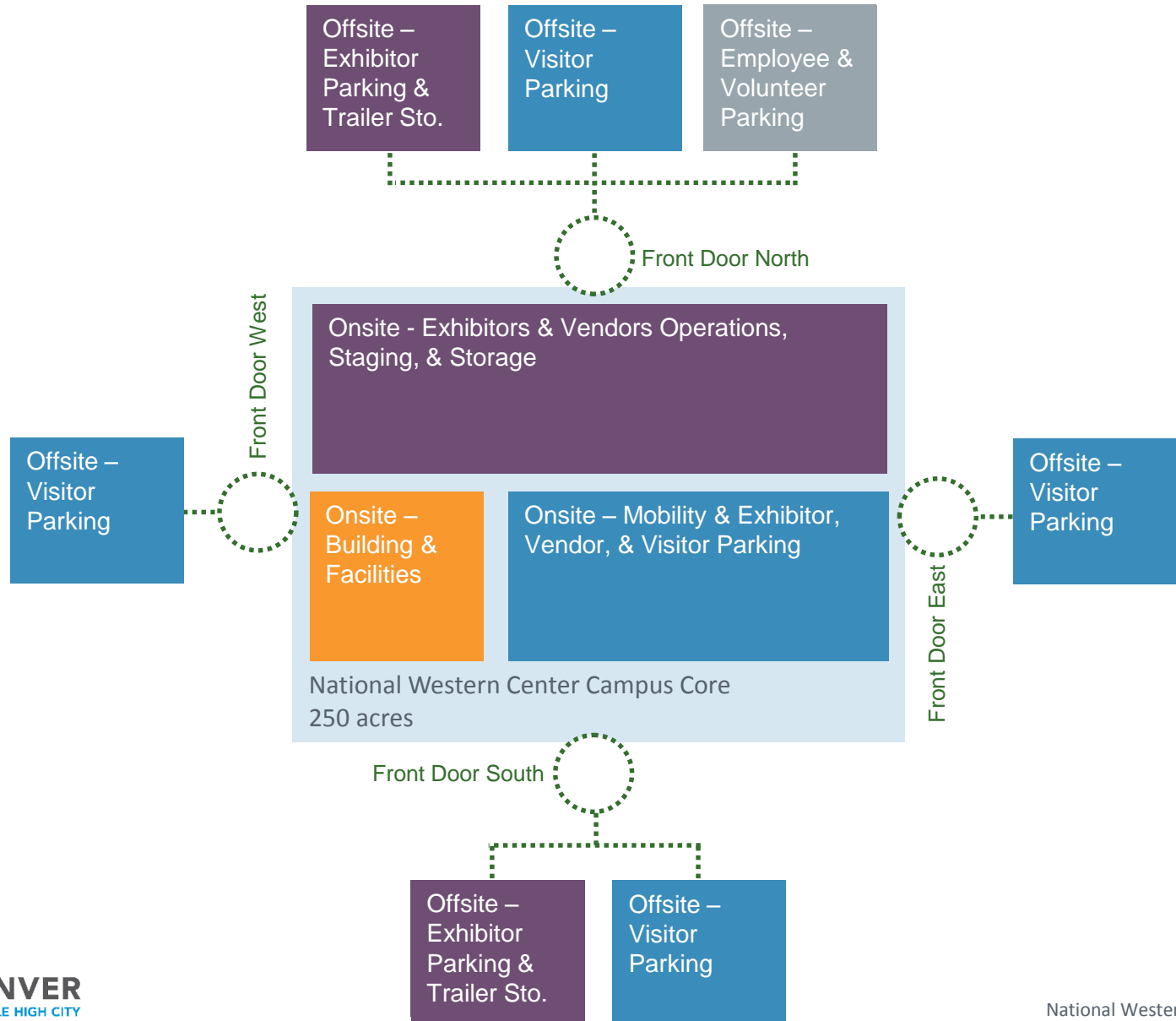
Concept Diagram: Pre-Construction NWSS



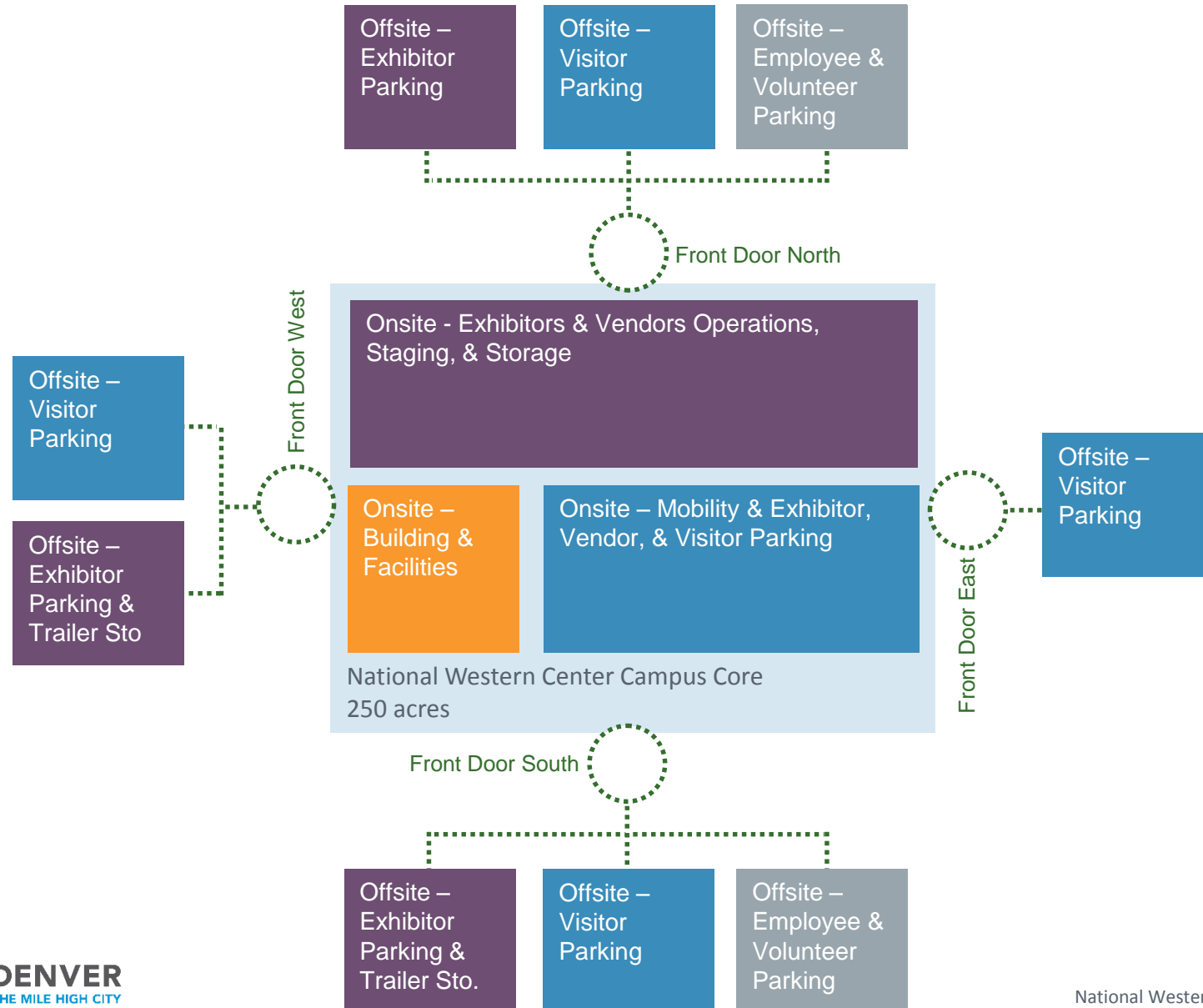
Concept Diagram: Phase 1 & 2 Construction NWSS



Concept Diagram: Phase 1 & 2 Operational NWSS

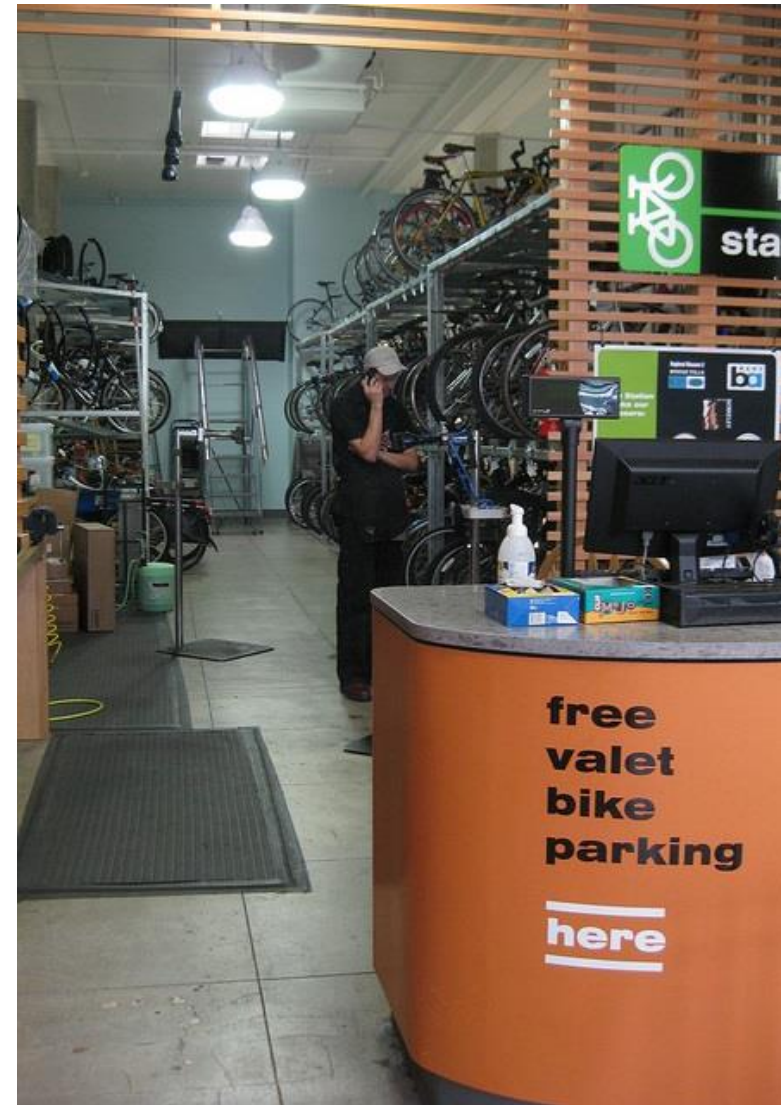


Concept Diagram: Full Build-Out NWSS



Findings: Neighborhood

- Concerns regarding neighborhood parking conflicts.
- Potential toolbox of support (engage as needed):
 - Enhanced enforcement.
 - Parking area management plans.
 - Neighborhood parking permits (beyond current).
 - Parking controls (opportunities for new on street parking, time controls, loading, no parking, etc. as appropriate).





DENVER
THE MILE HIGH CITY

Thank You

Chris Proud, AICP
christopher.proud@denvergov.org

Jeremiah Simpson
jeremiah.simpson@walkerparking.com