



DENVER
THE MILE HIGH CITY

National Western Center

Parking and Transportation Demand Management Technical Study

Community Advisory Committee (CAC)

February 22, 2018

Agenda

- Project context and process.
- Strategic analysis.



Study Area

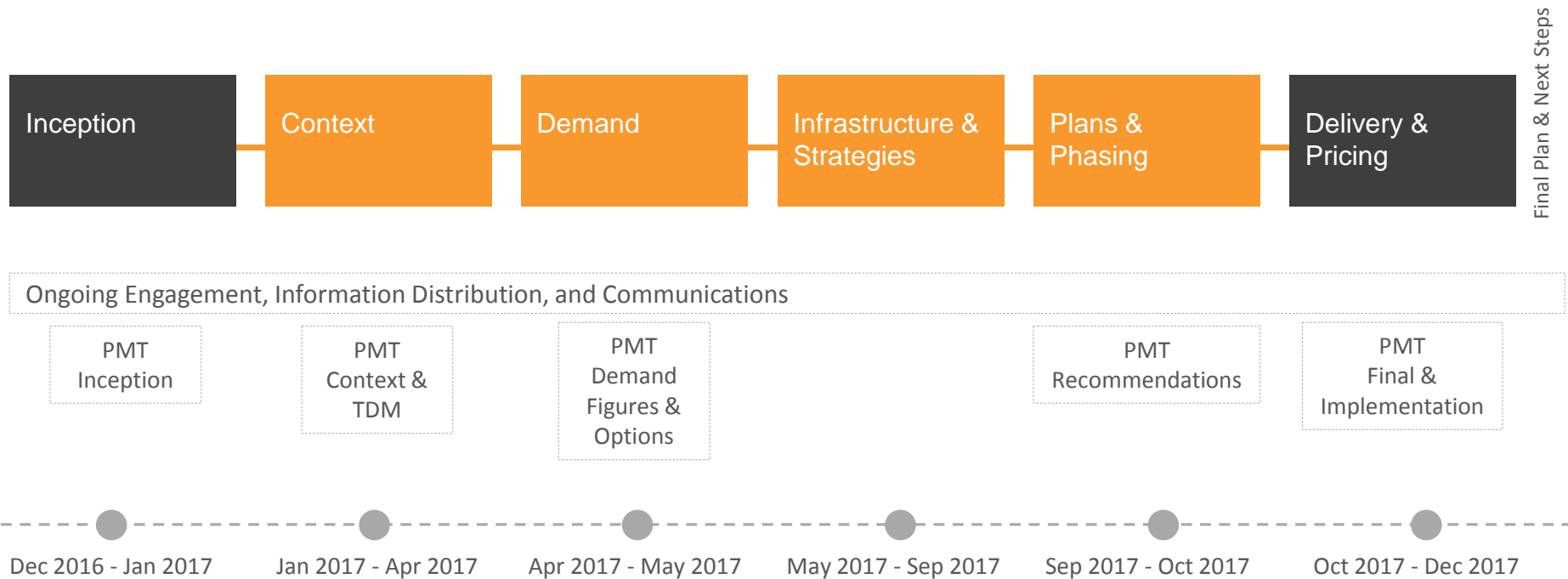


Key Project Actions

- Determine appropriate level of Transportation Demand Management (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 Process



Public Engagement and Input

- Project Management Team (City, National Western Stock Show (NWSS), Colorado State University (CSU), Agencies)
- Direct coordination.
- Public open house and Citizen's Advisory Committee (CAC) meetings.



Strategy Components

- Components:
 - TDM.
 - Specialized vehicles (truck and trailer operations - back of house).
 - Parking.
- Event size:
 - National Western Stock Show.
 - Large concurrent event.
 - Daily operations.

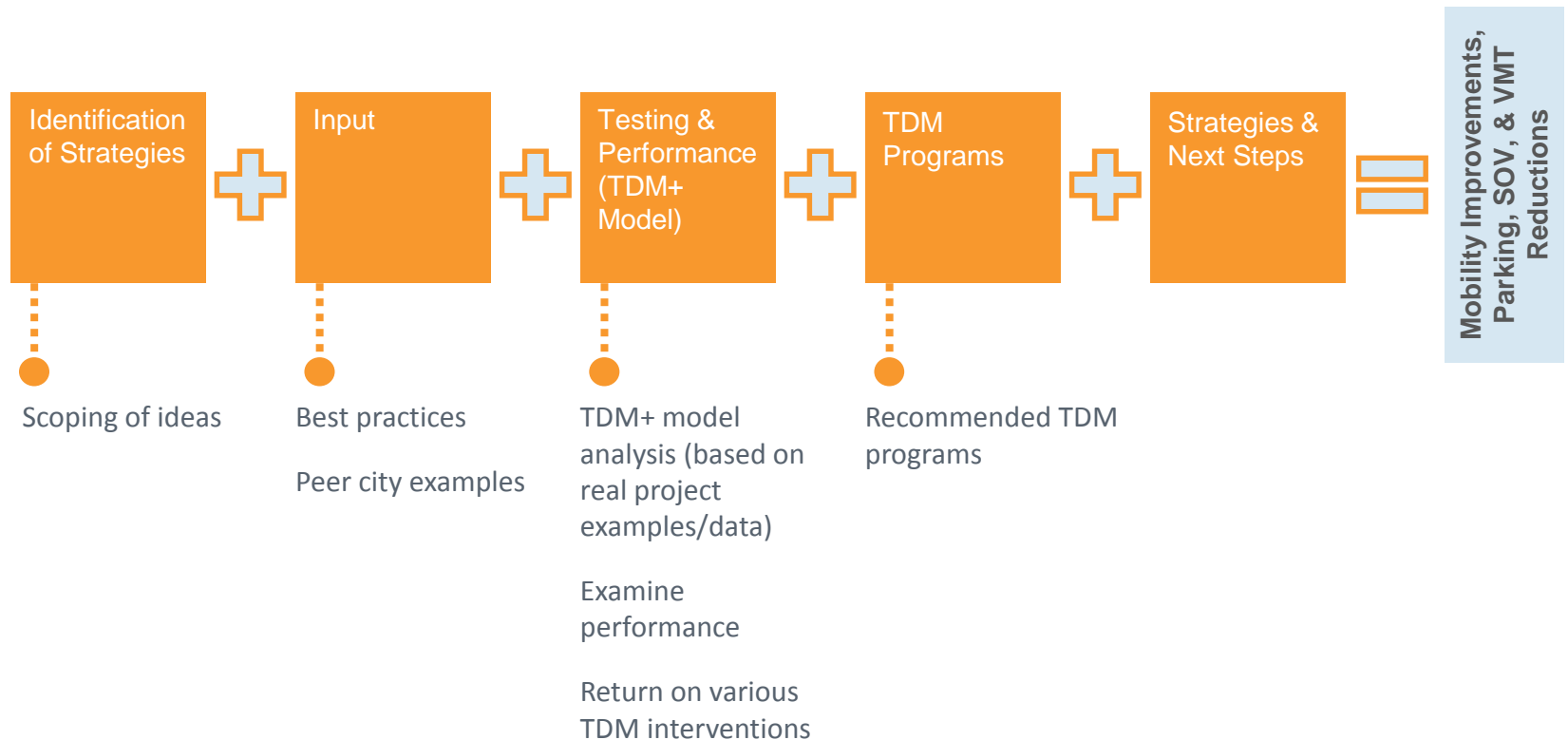




Objective:

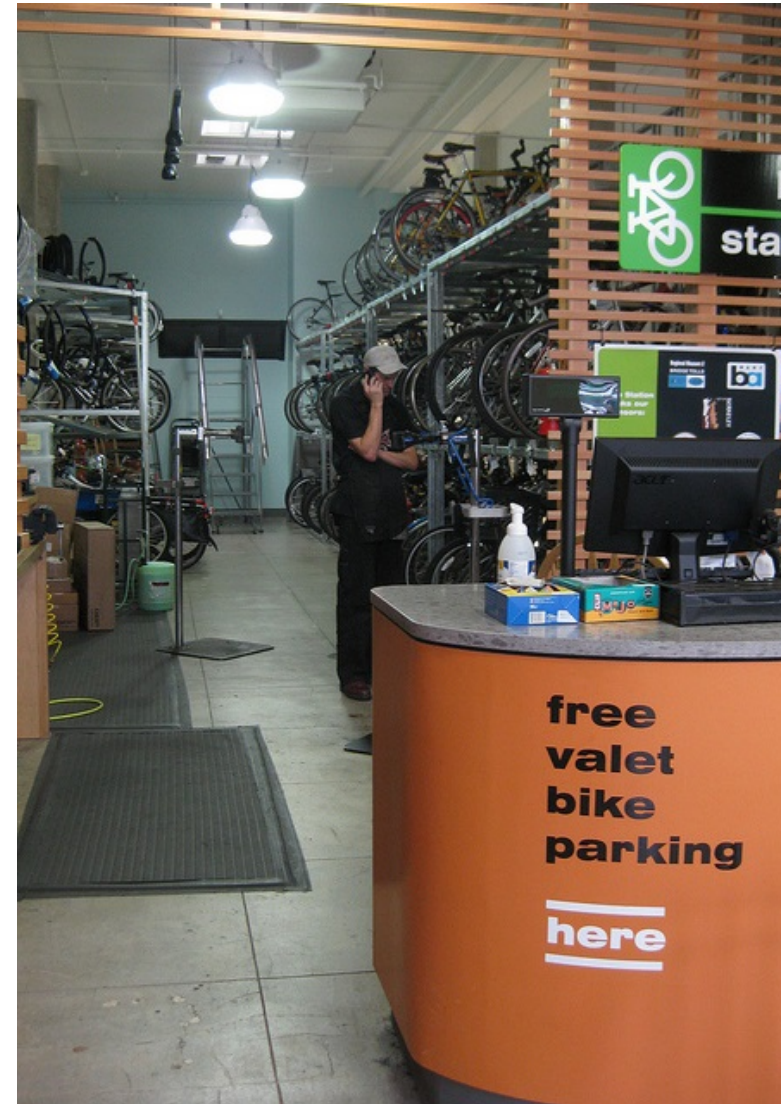
Use best practice solutions to reduce vehicle miles traveled, single occupancy vehicle arrivals, and rate of growth in parking demand on the NWC site.

Analysis and Input: TDM



Recommendations: TDM

- Hire a campus mobility coordinator.
- Develop and implement TDM programs by stage.
- Develop active TDM monitoring program and adjust programs as necessary.
- Pursue regional TDM support and funding.



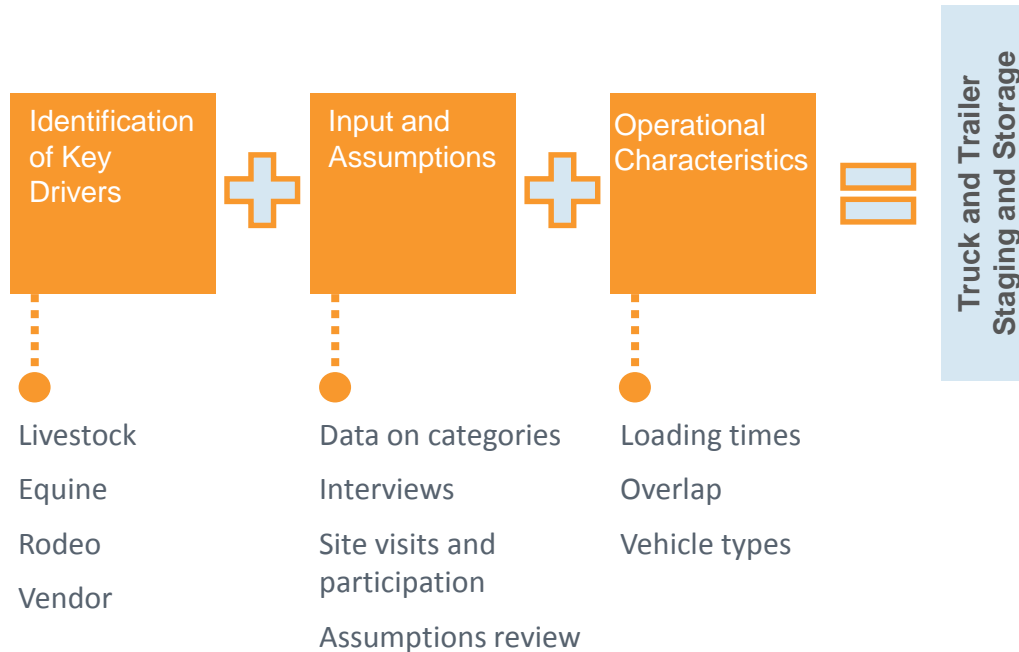
Specialized Vehicles



Objective:

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

Analysis and Input: Specialized Vehicles (Truck & Trailer)



Recommendations: Truck/Trailer Operations

- Design site to include enough truck/trailer space to handle staging and storage needs during Large/Concurrent Event (~11.3 acres).
- Allocate part of the Yards to truck/trailer operations during Large/Concurrent events.
- Dedicate ~8.6 acres as a permanent and improved truck/trailer operations area.
- Prioritize staging and exhibitor parking over other site needs such as storage.



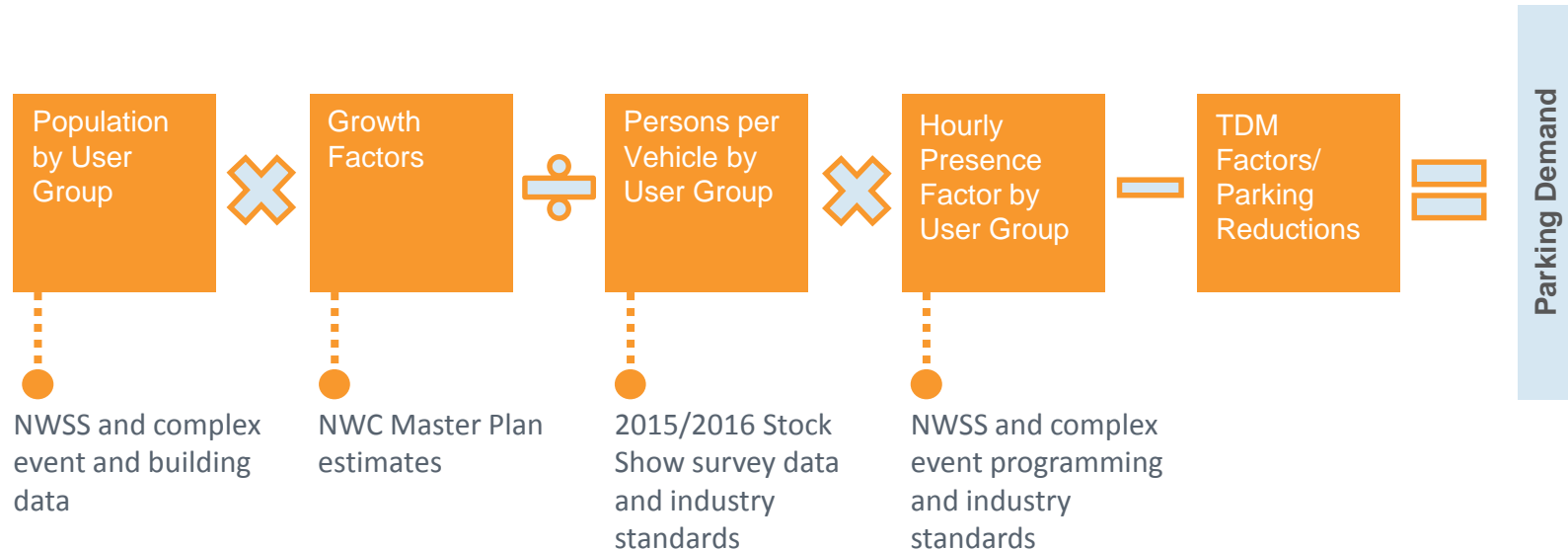


Objectives:

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

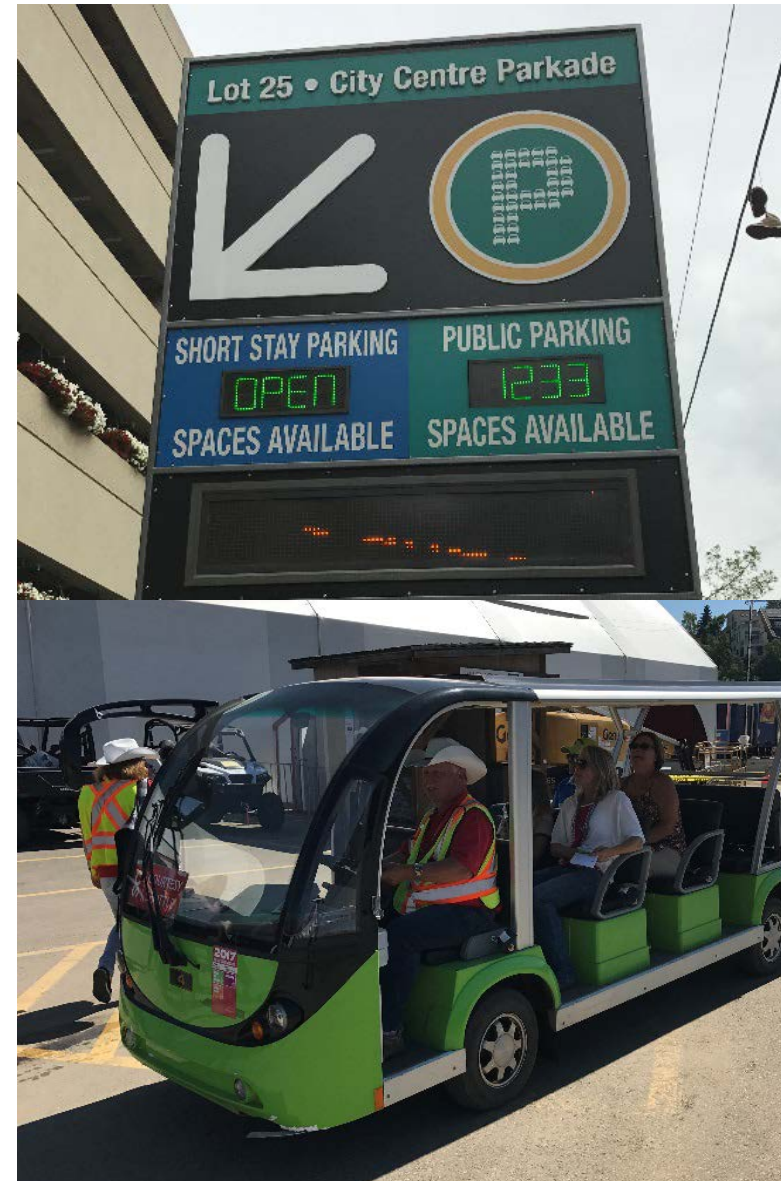
Leverage the best in parking/mobility technology and management practices to facilitate an excellent level of service and efficiency.

Analysis and Input: Parking Demand



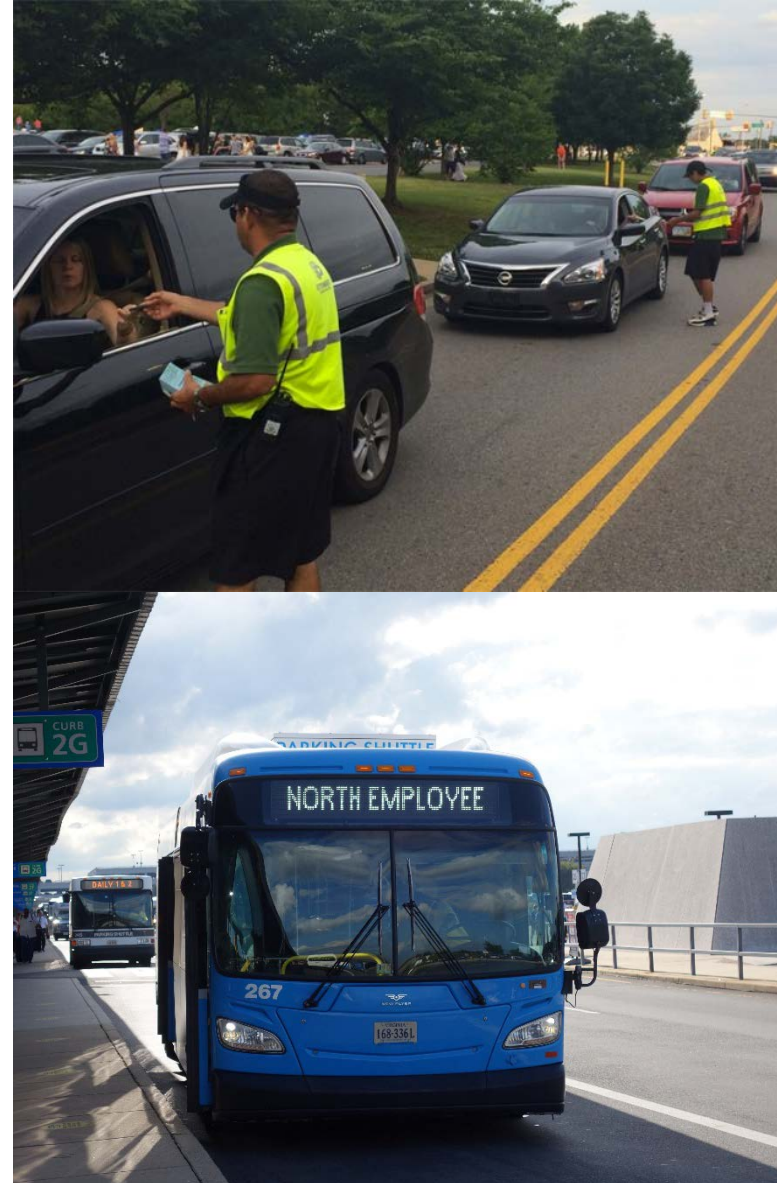
Recommendations: Parking

- Plan for the success of the future site.
- Demonstrate how to address parking demand for all events (on and offsite parking).
- Develop 5,900 permanent and 1,600 flexible spaces at full build out:
 - Satisfy typical large/concurrent events with up to 20,000 attendees.
- Address remaining parking demand (for peak 6 to 9 days):
 - Develop offsite parking agreements.
 - Identify 'front door - mobility hubs' and shuttle bus operations.



Recommendations: Parking

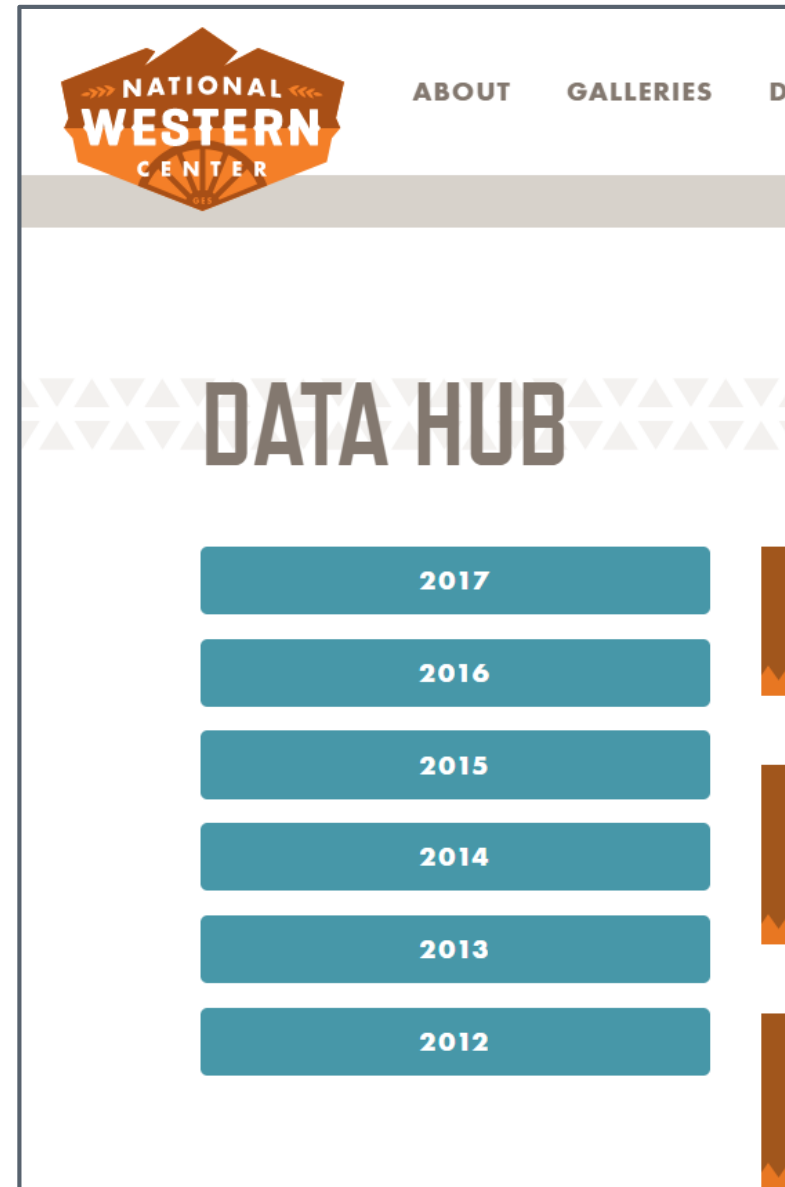
- Incorporate technology and maximize customer service:
 - Integrated trip planning.
 - Multiple payment options.
 - Parking reservations.
 - Real-time occupancy information.
- Begin applying parking fees/generating revenue once Phase 1 and 2 are operational.
- Design any structured parking to accommodate unloading in 30 minutes or less.



Online Access

View the technical document online under the 'Data Hub' at:

www.nationalwesterncenter.com





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Thank You

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