



Fiscal Year 2026-2027 Transportation Demand Management Services Set-aside

Funding recommendations

Presenter.

Nisha Mokshagundam

Way to Go Manager

Denver Regional Council of Governments

Nmokshagundam@drcog.org

TDM Services Set-aside purpose and goals.

Purpose: to support marketing, outreach and research projects that reduce single-occupant vehicle travel.

Program goals

- Reduce traffic congestion.
- Improve air quality.
- Pilot new approaches to transportation demand management.
- Support healthy and active choices.
- Improve awareness and access to mobility options for people of all ages, incomes and abilities.

Funding, criteria and process.

Funding available for 2026-2027 call:

- \$1,000,000 from 2-year set-aside.
- \$95,000 in returned funds.

Approved criteria and process:

- Review panel scored on criteria focused on vehicle miles of travel reduction, innovation and replicability.
- Staff scored data-driven elements such as short-trip opportunity zones and local match.
- Review panel discussed, ranked and recommended projects.

Review panel.

The review panel included internal and external stakeholders:

- **DRCOG panel**

- Communications and Marketing, Division Director
- Communications and Marketing, Way to Go Manager
- Communications and Marketing, Way to Go Outreach Specialist
- Communications and Marketing, Market Research Program Manager
- Transportation Planning and Operations, Planner

- **External panel agencies**

- Colorado Department of Transportation
- Regional Air Quality Council
- Ride NoCo TMA

Application process overview.

Application timeline

- **May 21, 2025:** DRCOG hosts application workshop.
- **June 6, 2025:** Letters of Intent due.
- **July 3, 2025:** Applications and Letters of Concurrence (if applicable) due.
- **July 7 – July 21:** Panel deliberation.
- **July 24:** Panel discussion and recommendations.

DRCOG received **seven** applications.

Total federal request: **\$1,034,383**



Panel recommendation.

Recommended projects.

Project sponsor	Project title	Recommended award
Transportation Solutions	Developer TDM and Tenant Engagement	181,940
Northeast Transportation Connections	Northeast Denver Mobility Hub Study	157,301
Commuting Solutions	Community-Based Strategies to Support TDM Implementation in Broomfield	66,310

Recommended projects, continued.

Boulder Chamber Boulder Transportation Connections	SB-161 Residential EcoPass Promotion and Support (SB-161 REPS)	103,487
Denver Regional Mobility Access Council	Multimodal Travel Training	309,309
Community Cycles	Increasing Bicycle Commuting in Boulder Through Individualized Marketing	93,815
Downtown Denver Partnership	Let's Go! Downtown Denver Outreach Campaign	122,221

Proposed motion.

Move to recommend to the Board of Directors that the recommended projects be funded through the **TDM Services Set-aside** of the **DRCOG 2026-2027 Transportation Improvement Program**.

Thank you!

Questions?

Nmokshagundam@drcog.org

If you need digital accessibility assistance, submit a request at drcog.org/access or call 303-455-1000. Please expect a response within 72 hours (three business days).