

What do Jane & Joe Schmoe think?

Developing a model to reflect the transportation-needs demographic makeup of the Denver region

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The Concern

Feedback on regional and local transportation priorities and proposed projects may be being driven disproportionately by the organizational capabilities of single-issue advocacy groups.

An accurate assessment of a community's needs and desires requires feedback from a representative sample of the community.

The Strategy: Step 1

Develop a model to reflect region's demographics based on transportation needs

- Needs of those who are employed
  - Percentages of how people get to work
- Needs of those who are not employed
  - Transportation needs of retirees, students, full-time parents, unemployed, etc.
- Non-employment Transportation Needs
  - Shopping, Accessing health care, Recreating, etc.

The Strategy: Step 1 - Example

- Example: Are we accurately collecting feedback from today's commuters in developing near-term transportation policy?

How People Get to Work in Denver County

- Car: 62.5%
- Worked at Home: 27.3%
- Public Transportation: 3.8%
- Walked: 3.6%
- Bicycle: 1.5%
- Other: 0.9%
- Taxi: 0.3%
- Motorcycle: < 0.1

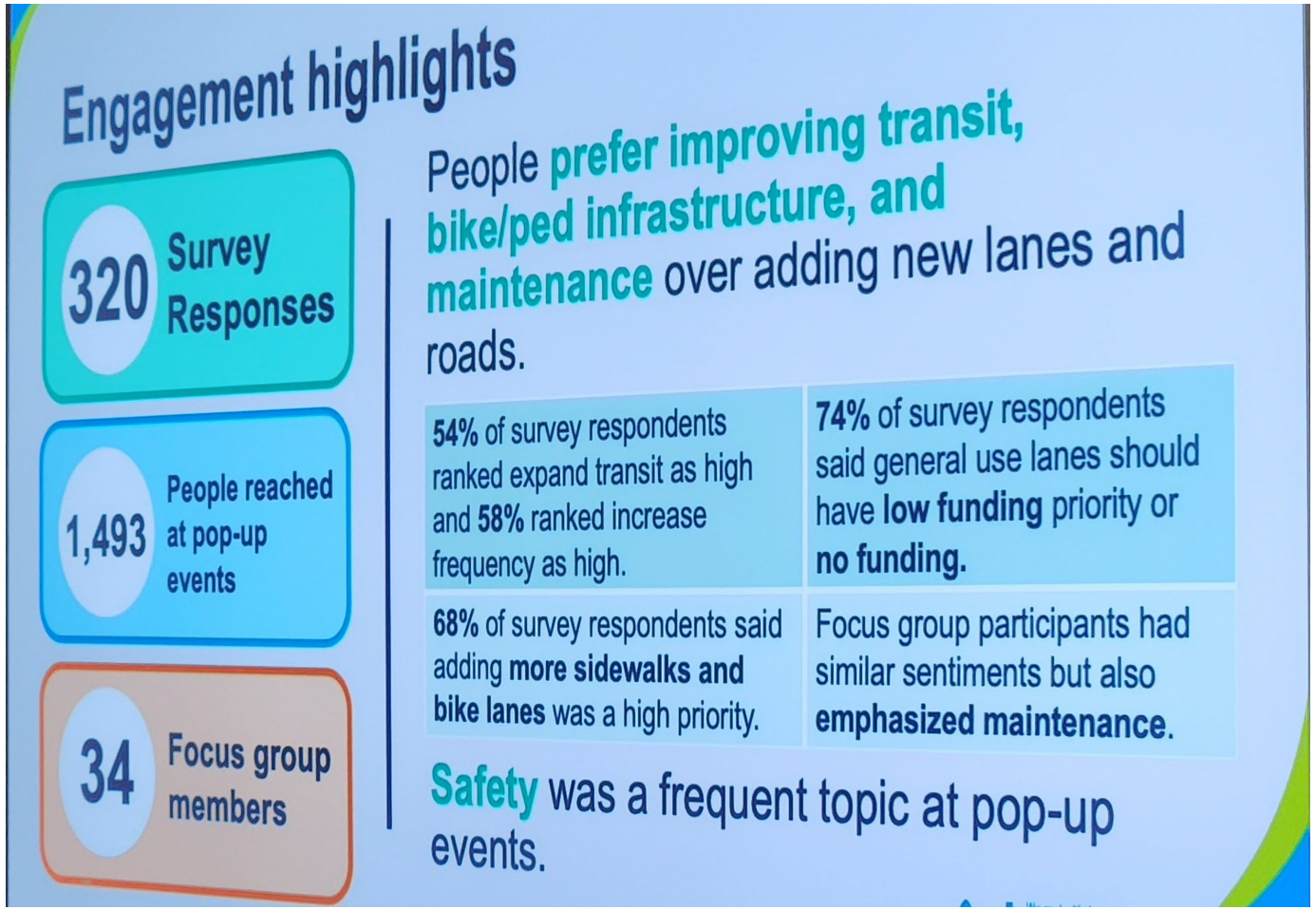
Source: https://interactive-map-ai.com/explore/us/CO/denver-county/commute

The Strategy: Step 2

Encourage public agencies to:

- Adopt goals to strive for feedback that reflects a representative cross-section of the community based on transportation needs
- Expand strategies for reaching underrepresented segments to supplement data collected from surveys and events that tend to attract organized issue advocates
  - Pop-up Events
  - Focus Groups

The Strategy: Step 2 - Example



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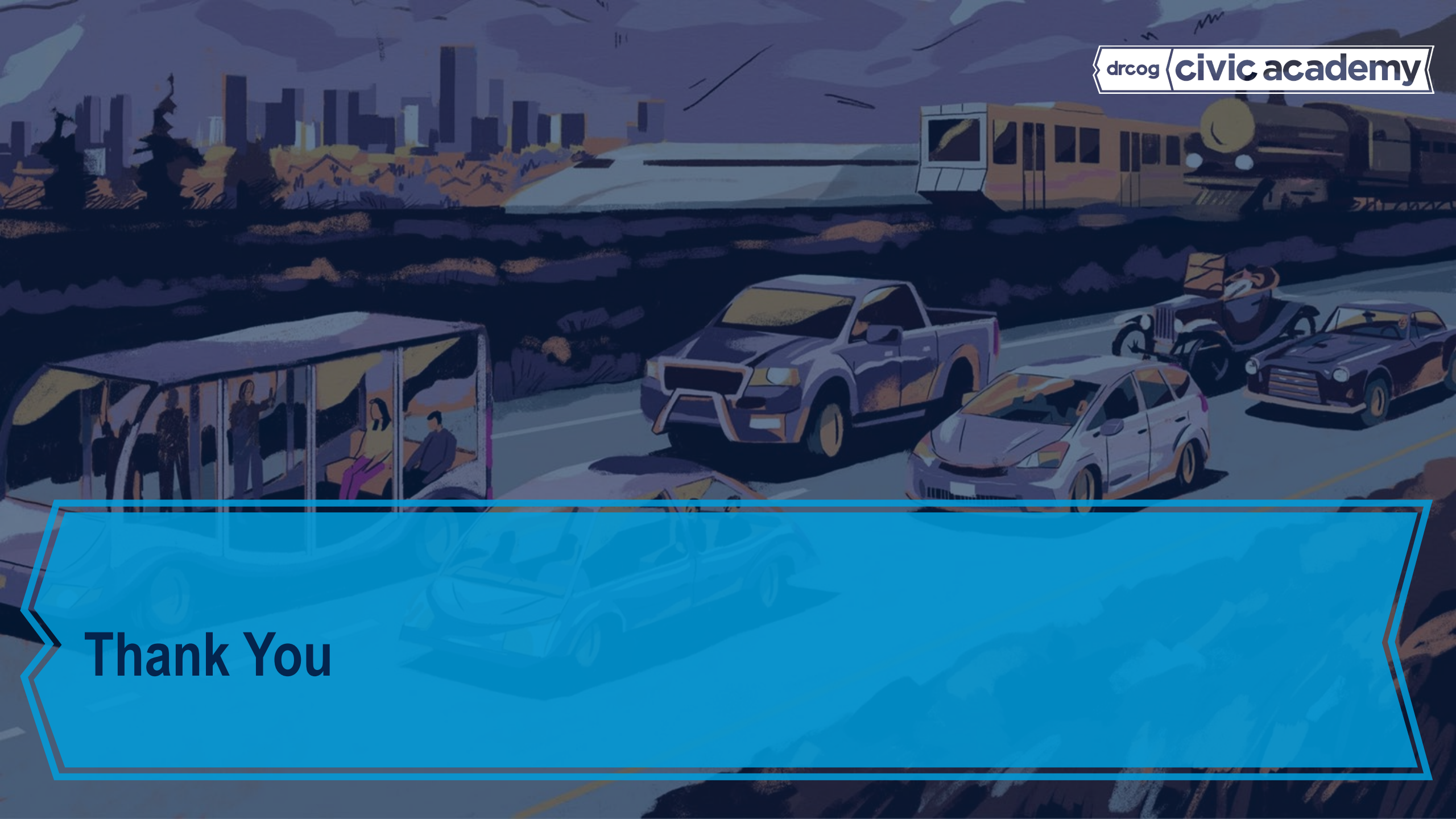

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Thank You