



DOWNTOWN DENVER:



# THE WAY WE MOVE

RESULTS OF THE 2024 DOWNTOWN  
DENVER TRAVEL SURVEY

 [DOWNTOWNDENVER.COM](https://downtowndenver.com)

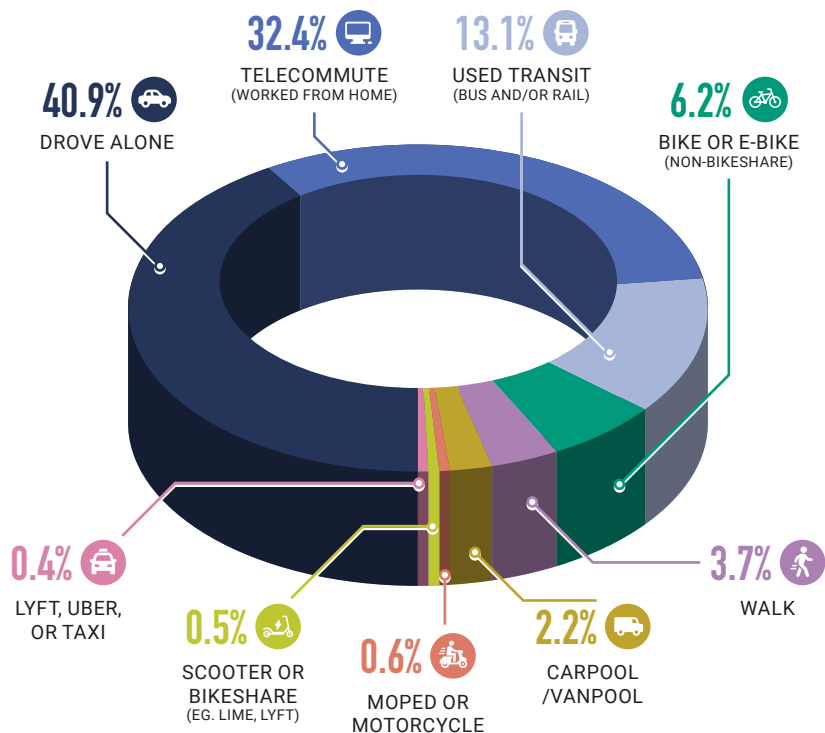


Downtown  
Denver  
Partnership

The Downtown Denver Partnership distributed its 17th annual Travel Survey in the fall of 2024. This annual survey is designed to track how employee commuting patterns and perceptions about mobility evolve on a yearly basis. In 2024, the survey generated over 3,500 responses, providing a detailed snapshot of current travel behaviors and trends in Downtown Denver.

Analysis of the 2024 Travel Survey highlights a growing dependence on personal vehicles among commuters traveling to Downtown Denver, which has steadily increased since 2020. Safety and reliability were cited by employees as key considerations shaping commute mode choice, which is further influenced by continuously evolving return-to-office schedules and the preference for faster and more flexible transportation options.

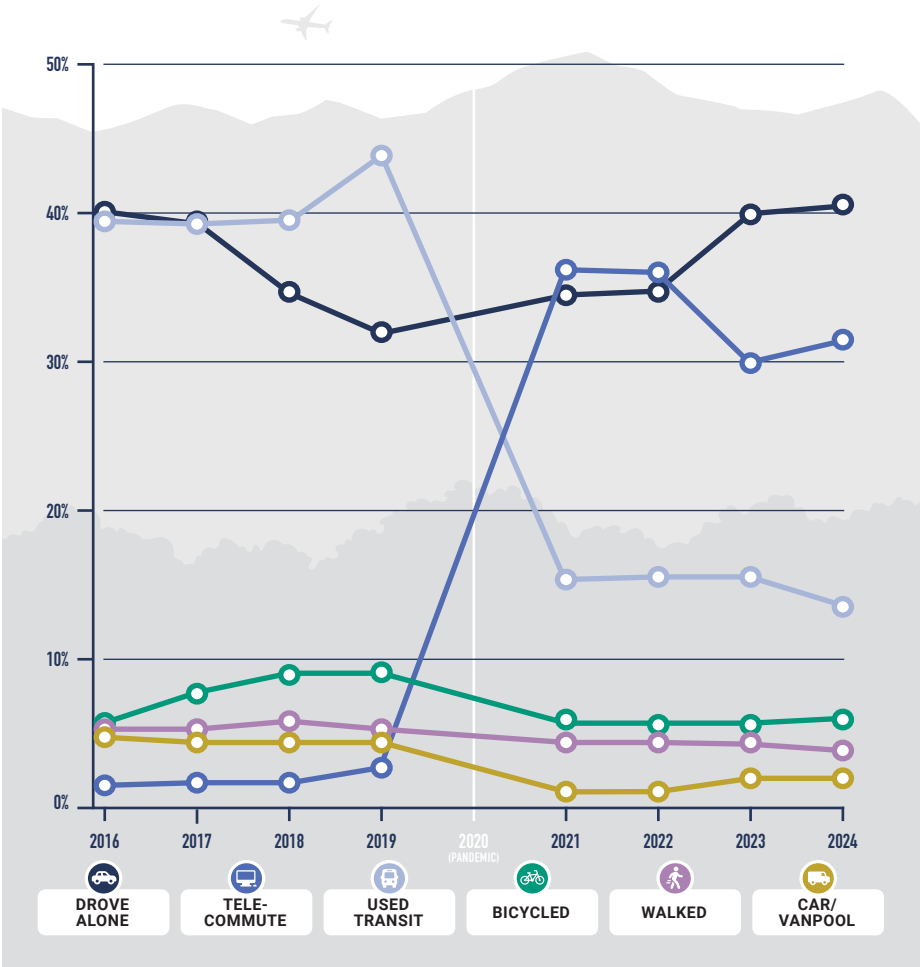
## 2024 DENVER DENVER MODE SHARE



# SHIFTING TRAVEL BEHAVIOR

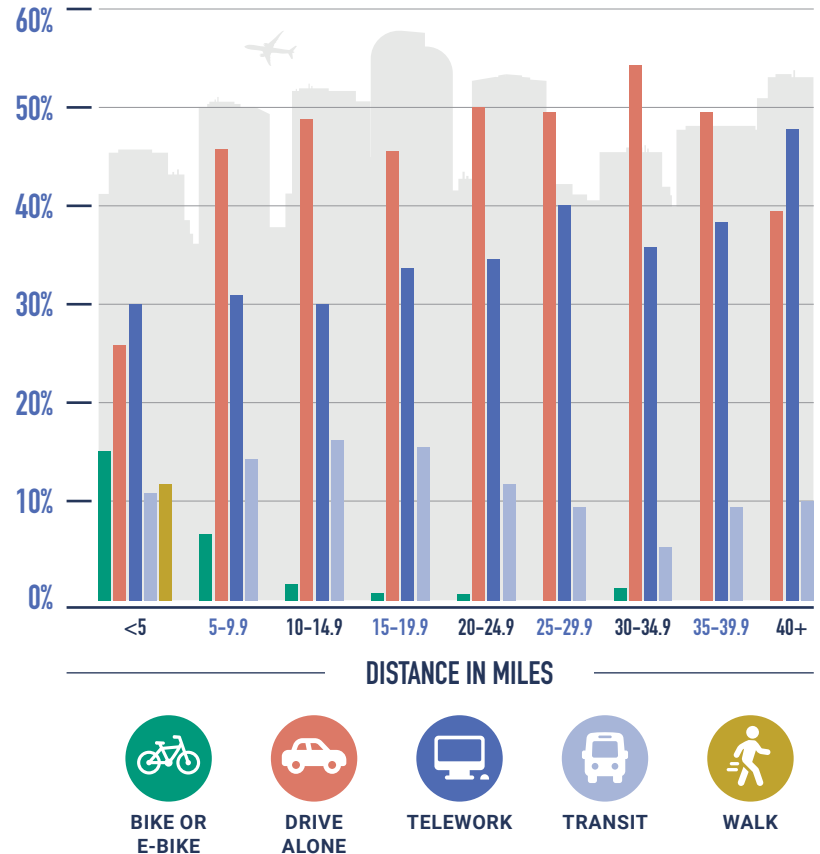
Employee travel patterns have shifted significantly in recent years. From 2016 to 2019, the share of downtown employees driving alone to work steadily declined, while transit use and biking progressively increased. However, from 2021 to 2024, the trend reversed; the number of downtown commuters driving alone increased while transit use substantially declined and biking levels remained largely stagnant. At the same time, telecommuting, which had been gradually increasing but remained relatively low before the pandemic, saw a dramatic surge in post-pandemic years. This increased more than tenfold compared to year prior to the pandemic.

**Note:** Data from 2020 was excluded due to an insufficient number of survey responses



## COMMUTE DISTANCE BY MODE OF TRAVEL

Commuting distance often influences the mode employees choose when they travel to their downtown office location. As expected, employees were more likely to walk or bike (acoustic or e-bike) for shorter commutes compared to employees traveling longer distances to work. However, our survey showed that nearly 27% of all commute trips under five miles were made by employees driving alone. While certain employees may need to drive due to off-site meetings, school drop-offs, or because they work during irregular business hours, this figure still represents a significant opportunity to promote a shift toward more sustainable, affordable and accessible transportation options given the short distance to work.



# TRANSIT



Employees most commonly cite speed, safety and reliability as the primary barriers to using public transit. Interestingly, the cost of fares is not a major concern among downtown employees, which may be due to Regional Transportation District (RTD) Denver’s efforts to improve affordability through a reduced fare structure introduced in 2024. Although personal safety was noted as a common deterrent to using transit, RTD has taken meaningful steps to address this concern by increasing their law enforcement presence in strategic locations and upgrading their transit fleet and facilities with enhanced safety features.

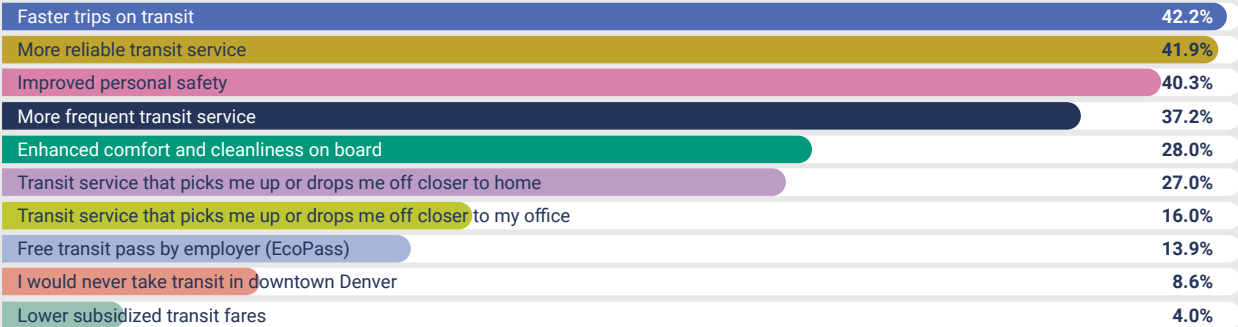
Additionally, while the mode split for transit accounted for just 13.1% of all employee commute trips, only 8.6% of all employees indicated they would “never take transit in Downtown Denver.” This suggests a strong opportunity to increase ridership by continuing to address the key concerns highlighted around service quality.

“What are the top three improvements or benefits that would encourage you to use transit more often or make your transit trips more comfortable to/from/within Downtown Denver?”

From 3,450 Responses;  
Respondents could  
choose up to 3 options



IMPROVEMENTS / BENEFITS



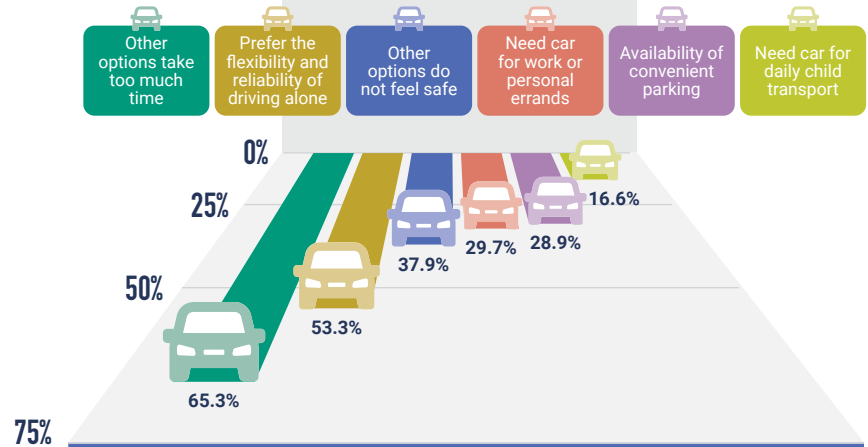
## DRIVING



The proportion of employees who drive alone to work has steadily increased in the years following the pandemic, reversing a pre-pandemic trend of declining drive-alone mode share. Employees most frequently cite that alternative commute modes take too much time and that driving offers greater flexibility and reliability compared to other modes. Safety concerns, the need to use a car for personal errands, and the availability of convenient parking were also commonly mentioned as the reasons employees choose to drive to work.

Despite the benefits of driving alone, many employees expressed concerns about the overall driving experience downtown. The most frequently cited issues were the high cost of parking and limited availability or accessibility—even though 33.9% of employees reported receiving free or subsidized parking in 2024, which is up from 29.1% in 2019.

### “WHAT ARE THE TOP THREE REASONS YOU CHOOSE TO DRIVE TO WORK?”



As employees adapt to evolving work-from-home policies, the tendency to drive has continued to rise. In fact, dedicated parking was ranked as the second most valuable transportation-related benefit an employer could offer (81%), just behind a flexible work schedule (87%) and ahead of a subsidized transit pass (68%). This is a notable shift from pre-pandemic priorities, when 88% of employees valued a transit pass and 73% of employees valued a parking space.

# CYCLING

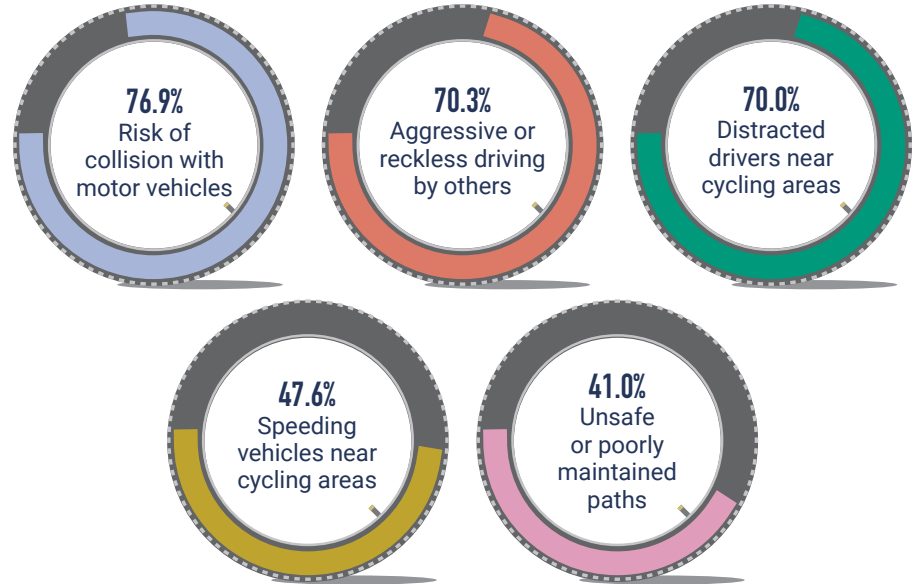


More than one-third of downtown employees who bike to work (36.5%) reported using an e-bike for their commute versus an acoustic or regular bicycle. Notably, over half of e-bike users (51%) reported receiving financial support through either the City and County of Denver's Office of Climate Action, Sustainability, & Resiliency (CASR) E-bike Rebate Program or the Colorado Energy Office (CEO) Electric Bicycles Rebate Program to help offset the purchase price of their e-bikes. Employers and property managers can further support bike and e-bike commuting by providing secure parking facilities, ensuring access to charging outlets, and installing racks that accommodate larger e-bikes and cargo bikes.

Types of Bikes	% of Responses
Acoustic Bike	63.5%
E-bike	36.5%
Total	100%

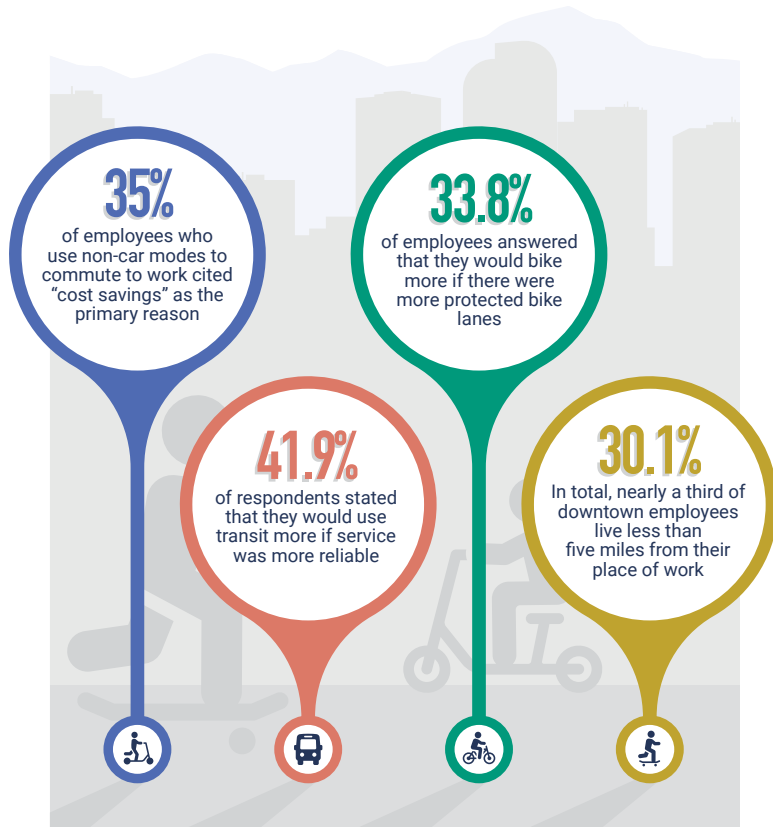
Did you receive a voucher from CASR or CEO to help purchase your e-bike?	% of Responses
Yes	51.4%
No	48.6%
Total	100%

## "WHAT ARE YOUR PRIMARY & ROAD SAFETY CONCERNS REGARDING BIKING?"



The risk of collisions with motor vehicles is the leading concern among downtown employees when it comes to biking. Targeted efforts to improve and enhance bike lane design and infrastructure, along with driver education campaigns and improved signage and wayfinding directed towards drivers can significantly enhance safety for cyclists. These measures can create a more comfortable and secure biking environment, which could ultimately encourage more employees to choose cycling for their commute.

## COMMUTE INSIGHTS



## MOVING FORWARD



The Downtown Denver Partnership is dedicated to creating a safe, accessible, and efficient mobility network that supports diverse transportation options for everyone traveling to and within Downtown Denver.

In 2024, the Partnership made significant strides to enhance the mobility experience in downtown by launching an effort to update the Downtown Area Plan, which is a comprehensive vision plan that will guide the future of downtown and include key transportation improvements. The Partnership also advocated for the Denver Downtown Development Authority, which supports investments that will catalyze economic growth and revitalization in the center city. Additional progress included conducting a comprehensive off-street parking study and expanding secure bike storage options for downtown users. The Partnership also played an active role in shaping policies to improve transit safety and access downtown by testifying during the recent State Legislation session.

The Downtown Denver Travel Survey serves as a vital tool for measuring the impact and effectiveness of mobility-related policies, programs and infrastructure investments.





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*Questions or comments? Email [mobility@downtowndenver.com](mailto:mobility@downtowndenver.com)*