



# DOWNTOWN DENVER: THE WAY WE MOVE



PRODUCED BY:  
DOWNTOWN DENVER  
PARTNERSHIP, INC.

RESULTS OF THE 2016  
DOWNTOWN DENVER COMMUTER SURVEY

# METHODOLOGY

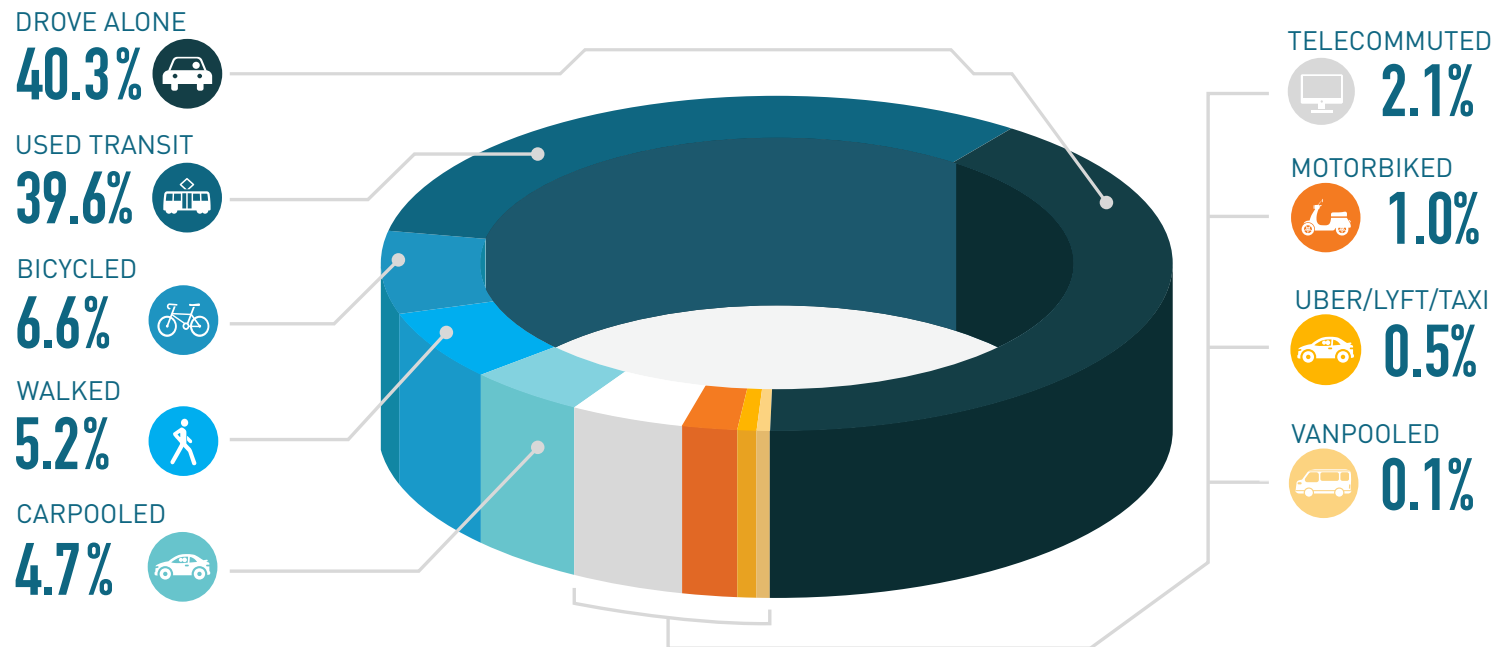
The Downtown Denver Partnership solicited responses to the 10th annual Downtown Denver Commuter Survey in September and early October of 2016. A total of 8,603 individuals completed the survey. After removing invalid responses and sampling to correct for an overbalance of responses from one single employer, there were 7,547 total valid responses, which represents 6.1% of the total employee population in Downtown Denver. For a detailed methodology, including limitations and sources, please visit:

[WWW.DOWNTOWNDENVER.COM](http://WWW.DOWNTOWNDENVER.COM)

- 01** mode split
- 02** age/gender
- 03** commuter length
- 04** employer benefits
- 05** home zip code
- 06** yearly trends
- 07** commuting attitudes
- 08** commuter values

# 01 MODE SPLIT

The Downtown Denver Partnership measures how Downtown employees get to work as a way to help ensure that Downtown Denver has convenient, attractive, affordable and safe mobility choices for employees, visitors, residents and students. Our goal is to increase the number of commuters choosing to bike, walk and take transit while reducing the number of people who drive alone to under 35% by 2021. These goals are designed to help reduce parking demand and increase development opportunities while enhancing Downtown Denver's public realm and pedestrian environment.



## 02 AGE/GENDER

Downtown Denver is home to a diverse community of workers, and the way people choose to get to work is influenced by their age and gender. Younger male commuters are more likely to bike and walk, while females in their 30s and 40s are more likely to drive alone. Transit use increases among older commuters. By understanding how age and gender influence commuting choices, the Downtown Denver Partnership can best advocate for transportation infrastructure and policy solutions to make Downtown Denver the most attractive employment location in the region and nation.

UNDER 30

MALE



Avg.  
Commute  
(miles)

8.3

20% biked 35% transit  
26% drove 11% walked

FEMALE



8% biked 42% transit  
31% drove 11% walked

30-49



Avg.  
Commute  
(miles)

12.8

11% biked 39% transit  
36% drove 5% walked



4% biked 35% transit  
47% drove 4% walked

OVER 49



Avg.  
Commute  
(miles)

15.9

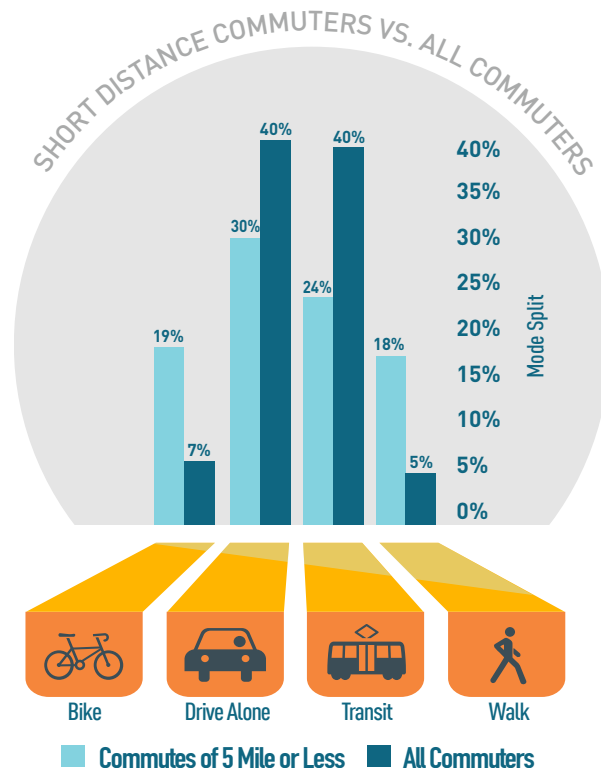
5% biked 46% transit  
37% drove 4% walked



1% biked 48% transit  
42% drove 2% walked

## 03 COMMUTE LENGTH

Often, the length of a commute into Downtown Denver dictates the number of transportation options available to the commuter and ultimately, what mode is used. Commuters who walk and ride their bikes have the shortest commutes, while commuters who take transit and ride in a vanpool have the longest commutes. Curiously, among the group of commuters of who have a commute of five miles or less, 30% still drive alone to work, despite having more options than longer-distance commuters. However, these short distance commuters are much more likely to walk and bike than the average Downtown Denver commuter.



### AVERAGE ONE-WAY COMMUTE LENGTH

**WALKED**  
1 MILE

**LYFT/TAXI/UBER**  
3 MILES

**BIKED**  
4 MILES

**CARPOOLED**  
13 MILES

**DROVE ALONE**  
14 MILES

**USED TRANSIT**  
15 MILES

**VANPOOLED**  
49 MILES

**ALL MODES AVG.**  
13 MILES

# 04 EMPLOYER BENEFITS

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Downtown Denver employees place a higher value on a transit pass than a parking space. In fact, 87% of employees rate a transit pass as a very valuable or valuable employer-provided benefit. Transit passes are also the most common employer-provided transportation benefit with 68% of Downtown Denver employees receiving a fully or partially subsidized transit pass. Additionally, a transit pass is significantly cheaper for employers to provide than a parking space.

## VALUE OF BENEFITS

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**68% OF EMPLOYEES  
RECEIVE A SUBSIDIZED  
TRANSIT PASS FROM  
THEIR EMPLOYER**

**87% of employees  
value this benefit**

EST. COST \$35-171/MONTH\*

**37% OF EMPLOYEES  
RECEIVE A SUBSIDIZED  
PARKING SPACE  
FROM THEIR EMPLOYER**

**76% of employees  
value this benefit**

EST. COST \$180-250/MONTH

**42% OF EMPLOYEES  
RECEIVE SECURE  
BIKE PARKING FROM  
THEIR EMPLOYER**

**48% of employees  
value this benefit**

EST. COST \$0-25/MONTH

\*based on RTD corporate pass program (regional pass/eco pass)

Employer-provided transportation benefits directly impact which mode employees decide to use when commuting to work. When employers provide transit passes, employees are more likely to use transit and when employers provide parking spaces, employees are more likely to drive to work. Offering secure bike parking also makes an impact, increasing the number of employee who commute by bike.

## INFLUENCE OF BENEFITS

**IF EMPLOYER PAYS FOR  
TRANSIT, EMPLOYEE IS**

**67%**

**MORE LIKELY TO  
USE TRANSIT**



**28%**

**LESS LIKELY TO  
DRIVE ALONE**

**IF EMPLOYER PAYS FOR  
PARKING, EMPLOYEE IS**

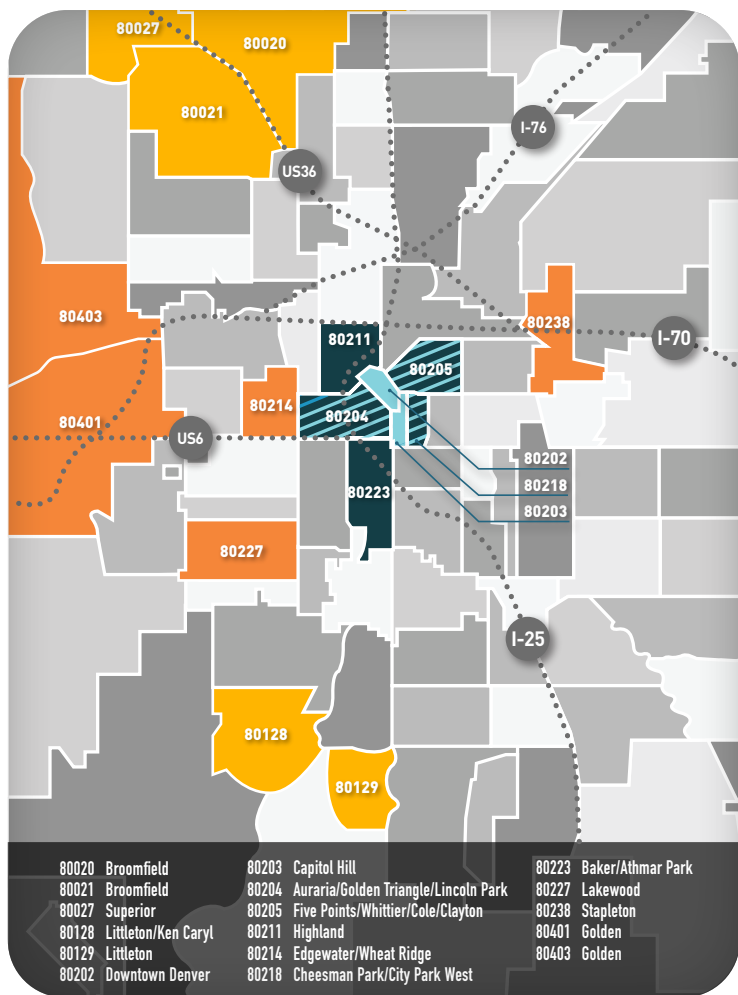
**88%**

**MORE LIKELY TO  
DRIVE ALONE**



**44%**

**LESS LIKELY TO  
USE TRANSIT**



## 05 HOME ZIP CODES

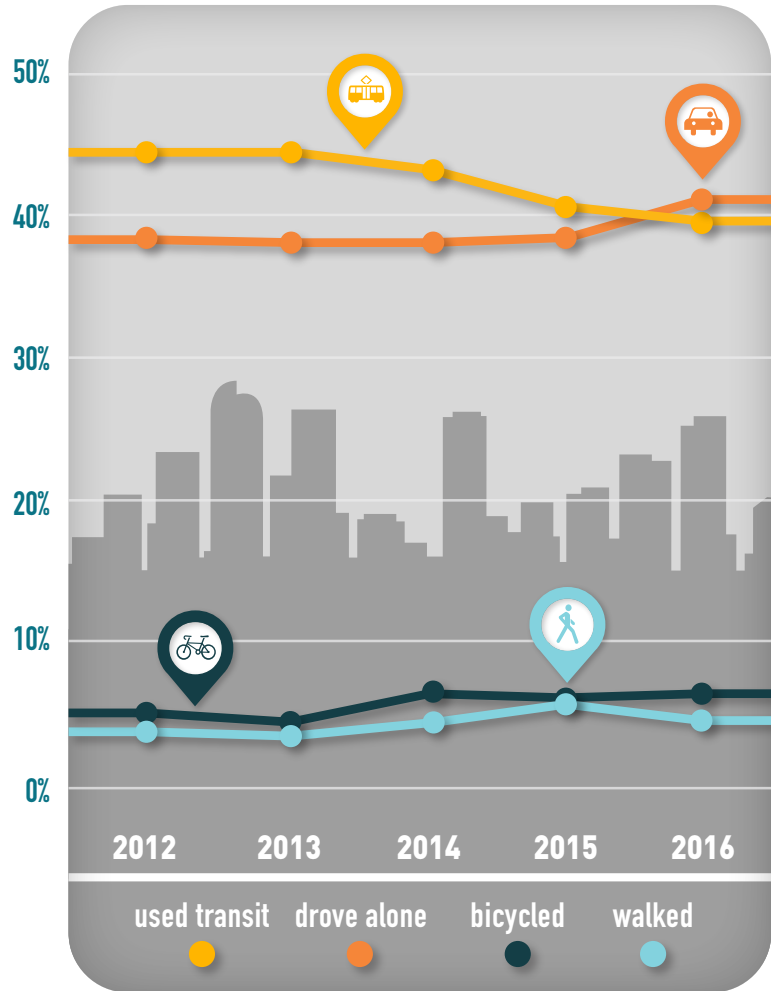
The Downtown Denver Partnership advocates for investment in high-quality transit, bike and pedestrian infrastructure in order to ensure that Downtown Denver commuters have a variety of transportation options for their commute. For example, despite still having high drive alone rates, transit use among Stapleton residents commuting to Downtown Denver has increased from 5% in 2015 to 30% in 2016, which may be attributed to the recent opening of RTD's University of Colorado A Line.

-  TOP ZIPS FOR TRANSIT
-  TOP ZIPS FOR DRIVING ALONE
-  TOP ZIPS FOR BIKING
-  TOP ZIPS FOR WALKING
-  TOP ZIPS FOR BIKING/WALKING



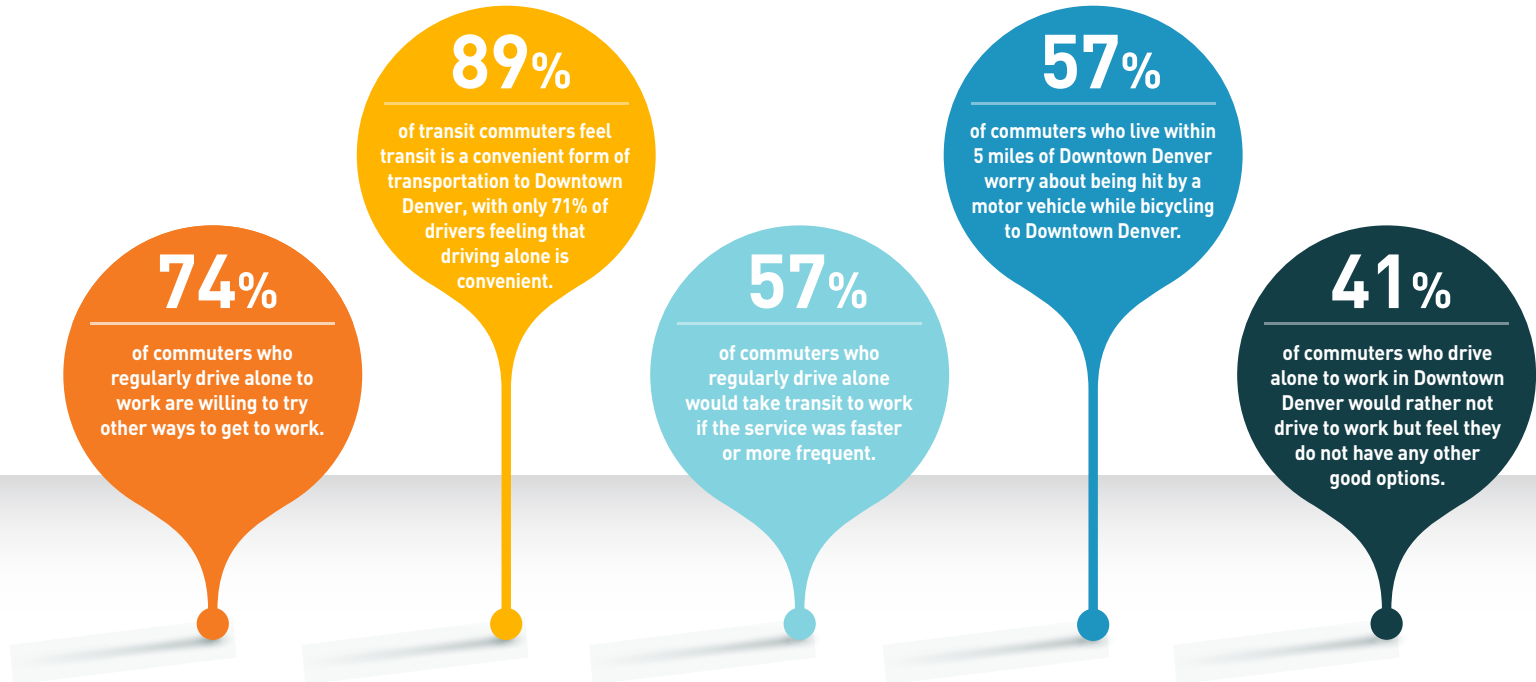
## 06 YEARLY TRENDS

2016 marks the first year that the number of drive alone commuters surpassed the number of commuters taking transit to work in Downtown Denver. The number of bicycle commuters remained consistent with 2015 and the percentage of commuters walking to work decreased slightly. To ensure we reach our multi-modal transportation goals, the Downtown Denver Partnership will continue to advocate for a robust and visionary mobility network that enhances transportation options for all users.



## 07 COMMUTE ATTITUDES

This year, we wanted to explore more than just how Downtown Denver commuters are getting to work. By asking questions about commuting attitudes, we have a better understanding of how commuters perceive certain modes, what options commuters are open to, and how improvements would influence mode choice.



# 08 COMMUTER VALUES

When you think about your commuting experience, what do you value most? The time it takes or how much it costs? Fitting in your workout or making your commute less stressful? The Downtown Denver Partnership recognizes that individual values will impact commuting choices, including changing commuting patterns from one day to the next, and we understand that building a premier multi-modal network is the best way to address the commuting needs and values of all users.



CONVENIENCE	COST	TIME	HEALTH
<ul style="list-style-type: none"><li>• 76% of full-time employees see their commute as a time to relax, while 24% see it as a time to be productive.</li><li>• Listening to music/audio books while commuting to work can support ongoing learning and development.</li><li>• 1-in-3 commuters nationally have conference calls while using transit.</li></ul>	<ul style="list-style-type: none"><li>• Monthly parking spaces in Downtown Denver can cost anywhere between \$150 to over \$200 per month.</li><li>• The average cost of an EcoPass for a Downtown Denver employee is just under \$40 per month, per employee.</li><li>• A mid-range commuter bicycle costs between \$330-\$600.</li></ul>	<ul style="list-style-type: none"><li>• The average Downtown Denver commuter who drives alone to work spends 52 to 110 minutes in the car per day, which equates to 4-9 hours per week!</li><li>• Door-to-door commuting times from 44th &amp; Tennyson are approximately 20 minutes by car, 30 minutes by transit and 30 minutes by bike.</li></ul>	<ul style="list-style-type: none"><li>• Walking to work – or incorporating walking as part of a commute – lowers the risk of high blood pressure.</li><li>• Transit users fit in an average of 19 extra minutes of walking daily getting to and from transit stops and stations.</li><li>• Bicycling to work can burn an estimated 200-300 calories in just 30 minutes.</li></ul>

# MOVING FORWARD

The Downtown Denver Partnership is committed to creating a robust and visionary mobility network in Downtown Denver that enhances transportation options for all users, connects Downtown Denver with surrounding center city neighborhoods and strengthens Downtown Denver's economic development opportunities by ensuring seamless regional connections. The Downtown Denver Commuter Survey measures our progress to create a connected Downtown and educates the community about mobility options, projects, programs and policies.

**FOR ADDITIONAL  
INFORMATION CONTACT:**

Downtown Denver Partnership  
303-534-6161  
[www.downtowndenver.com](http://www.downtowndenver.com)

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