Image credit: City of Fort Collins

TRANSPORTATION DEMAND MANAGEMENT MASTER PLAN
2023

COLORADO STATE UNIVERSITY

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ACKNOWLEDGMENTS

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This Plan was prepared by the following contracted team from the transportation planning and engineering firm Kimley-Horn:

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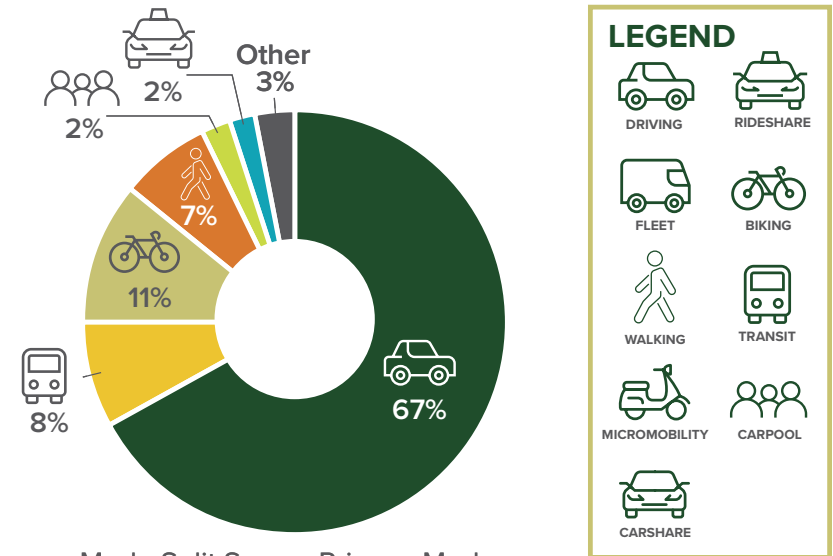
EXECUTIVE SUMMARY

Purpose

The CSU Master Plan Committee and Parking & Transportation Services department commissioned and guided the development of this 2023 Transportation Demand Management Plan, which serves as the transportation component of the next 10-year multi-campus master plan. University leadership acknowledges the close relationship between multi-modal transportation access and large-scale campus decisions for land use, academic building priorities, student enrollment, and other far-reaching university decisions.

Just as the 2014 Parking and Transportation Master Plan established short- and long-term strategies to support campus parking offerings and recommended a shift to more multi-modal transportation planning, this TDMP builds on this multi-modal approach to meeting CSU's campus access needs. By putting people at the center of the transportation and commute equations, CSU aims to actively support equitable and sustainable access to the multi-campus system in Fort Collins for the diverse community of students, staff, faculty, and visitors.

What is "TDM"?

TDM, or Transportation Demand Management, is a set of strategies aimed at improving transportation network efficiency. TDM prioritizes the equitability and competitiveness of all transportation modes so that users have maximum travel options and face fewer barriers to daily mobility.

TDM strategies come in many forms and depend on local context. Approaches may include safety education programs, infrastructure improvements, incentives, or flexible work policies, to name a few.

This Plan will delve into strategies that align with CSU's specific local and regional context.
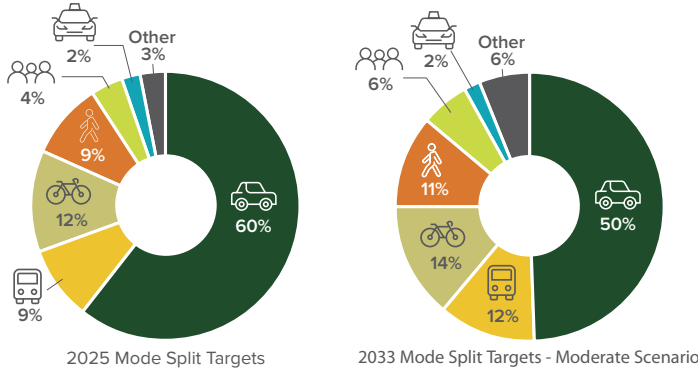
Figure 1: What is TDM?

Context

The Fort Collins campuses that comprise the TDMP scope include the Main Campus, South Campus, West Campus, and Foothills Campus. There is a push to better integrate these campuses with one another and with the surrounding communities.

Main Campus has an increasing resident student population. Off-campus, high living costs and a lack of housing compared to demand have pushed many students and employees further from campus. The Spring 2023 commute mode split for students and employees combined is as follows:

Other 3%
2%
2%
7%
11%
8%
67%

LEGEND

DRIVING
RIDESHARE
FLEET
BIKING
WALKING
TRANSIT
MICROMOBILITY
CARPOOL
CARSHARE

Mode Split Survey Primary Modes

As CSU has retrofitted its campuses for better bike and pedestrian access over the years, gaps in safety remain. Many people want better and clearer separation between modes on campus streets, multi-use pathways, and pedestrian areas.

Transit use declined during the COVID-19 pandemic and has not recovered as the bus driver shortage continues to limit bus frequencies.

Driving remains the most common commute mode for both students and employees. There are 0.47 campus Main and South Campus parking spaces (13,518 in total) per enrolled student—with a total of 27,939 students enrolled in Fall 2022. While many choose this mode, parking permit customers who participated in the stakeholder outreach frequently lamented the high cost of permits.

Newer commute mode options like rideshare (Uber, Lyft), e-scooters, and telecommuting have emerged as viable options for some people. There is a need to better organize their use across the campuses.

Goals

LEGEND

🚗 DRIVING

🚕 RIDESHARE

🚚 FLEET

🚲 BIKING

🚶 WALKING

🚌 TRANSIT

🛵 MICROMOBILITY

👥 CARPOOL

🚗 CARSHARE

The TDMP sets ambitious but realistic goals for the next 10 years that are directly tied to existing campus conditions and feedback gathered from the robust stakeholder outreach process carried out by PTS and other CSU staff. These outreach efforts took place from December 2022 to July 2023 in phases, ranging from informational sessions to interactive tabling events around campus to focus groups to online surveys and open feedback forms.

Peer university profiles and existing institutional commitments were also referenced for goal-setting criteria.

2025 Mode Split Targets
- Other 3%
- 🚕 2%
- 👥 4%
- 🚶 9%
- 🚲 12%
- 🚌 9%
- 🚗 60%

2033 Mode Split Targets - Moderate Scenario
- Other 6%
- 🚕 2%
- 👥 6%
- 🚶 11%
- 🚲 14%
- 🚌 12%
- 🚗 50%

Based on the feedback received from stakeholders and the analysis of mode capacity, this Plan recommends the following mode split targets along with key goals and recommendations:

TDMP Goals Checklist

✓ **Balance the commute mode split by aiming for 50% overall driving/SOV rate by 2033**

✓ **Chart a course to net zero commuting and fleet emissions by 2040**

✓ **Increase equity by:**

  Increasing households within 0.25 miles from frequent transit (10-15 minute headways throughout the day)

  Increase households within 0.25 miles from a low-stress bikeway

  Reduce household average transportation spending for students and employees

  Increase transportation customer satisfaction

✓ **Achieve Vision Zero by eliminating serious and fatal transportation crashes**

Key Recommendations

Infrastructure & Connectivity

🚗 Raise parking utilization from 65% to 80% campus-wide

🚕 Add on-street pullouts in prime locations for access

🚲 Install signage and infrastructure to separate bike/ped in problem areas

🚶 Expand Foothills sidewalk and bike trail network to link areas together

🚌 Expand Around the Horn to serve UCA and other key destinations

🚌 Implement West Elizabeth BRT with complementary support from CSU where connecting to Foothills Campus, West Campus, and Main Campus

🚗 Implement campus "mobility hubs"

🚌 Explore student Transfort driver pipeline program

Policies, Programs, & Initiatives

🚲 Promote bike registration and lock education to deter theft

🚌 Increase bus frequency and expand third-party route planning options

🚌 Establish a Commuter Management Platform for parking permits, carpool matching, and other commuter resources

👥 Launch a PTS-administered carpool/vanpool initiative for CSU employees

🚚 Update motor pool rental process to digital and disperse the rental fleet around campus for convenience

🚚 Implement centralized fleet management software

A complete matrix of TDM recommendations can be found in Table 14 and Table 15 at the end of Chapter 3 of this report.