STATE OF DOWNTOWN DENVER
2019
We creatively plan and manage Downtown Denver.

We make Downtown Denver the place where people want to LIVE, WORK and PLAY.

We are a private, non-profit, membership-based organization.
What’s driving growth?
Intentional Investment & Planning

- 5th busiest airport in the US
- 20th busiest airport in the world
- Over 200 nonstop destinations
- Voted best large US Airport by the Wall Street Journal
- Opened in 1995 – newest international airport in US
Intentional Investment & Planning

- $7.4B spent to build out Metro Denver’s mass transit system by 2019
- 140 miles of new light rail and bus rapid transit
- #1 largest buildout of a new U.S. transit system since 1970’s
Intentional Investment & Planning

Major cultural and sports venues centered in downtown.

- **Sports facilities** - Coors Field, Mile High Stadium, Pepsi Center
- **Tourism/Cultural facilities** - Colorado Convention Center, All major art museums, Colorado History Center, Denver Performing Arts Center
Metro Denver 2019 Population = 3.24 Million

- **Future Gen**: 186,083
- **Next Gen**: 639,766
- **Millennials**: 887,510
- **Gen X**: 773,216
- **Baby Boomers**: 584,878
- **Silent Gen**: 158,325
- **Greatest Gen**: 7,379
<table>
<thead>
<tr>
<th>Generation</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Future Gen</td>
<td>641,773</td>
</tr>
<tr>
<td>Next Gen</td>
<td>859,177</td>
</tr>
<tr>
<td>Millennials</td>
<td>924,175</td>
</tr>
<tr>
<td>Gen X</td>
<td>680,456</td>
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<tr>
<td>Baby Boomers</td>
<td>538,665</td>
</tr>
<tr>
<td>Silent Gen</td>
<td>73,255</td>
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</tbody>
</table>

Metro Denver 2030 Population = 3.72 Million
45% of Metro Labor Pool Has a Bachelor’s or Higher

160K
STUDENTS ENROLLED
AT NEARBY
FOUR-YEAR COLLEGES
## MOBILITY

### Mode Split of Commuters to Downtown Denver

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>6.9%</td>
</tr>
<tr>
<td>Bike</td>
<td>9.0%</td>
</tr>
<tr>
<td>Scooter</td>
<td>1.7%</td>
</tr>
<tr>
<td>Transit</td>
<td>39.8%</td>
</tr>
<tr>
<td>Rideshare</td>
<td>1.4%</td>
</tr>
<tr>
<td>Drive Alone</td>
<td>34.5%</td>
</tr>
</tbody>
</table>

Source: Downtown Denver Partnership Annual Commuter Survey, January 10, 2019
MOBILITY: AGES 18-35

Mode Split of Commuters to Downtown Denver

- Walk: 8%
- Bike: 13%
- Scooter: 2%
- Transit: 37%
- Rideshare: 2%
- Drive Alone: 31%

Source: Downtown Denver Partnership Annual Commuter Survey, January 10, 2019
5,492 Jobs Added in Downtown Denver

TECH IS AN INCREASING % OF DOWNTOWN EMPLOYMENT

![Graph showing the increasing percentage of downtown employment in technology from 2010 to 2018.](image-url)
OFFICE VACANCY RATES

Source: CoStar Group, Inc., January 4, 2019
OFFICE SQUARE FOOTAGE

40M SF
39M SF
38M SF
37M SF
36M SF
35M SF
34M SF


Source: CoStar Group, Inc., January 4, 2019
EMPLOYMENT

Source: ESRI, January 10, 2019
POPULATION

Source: ESRI, January 10, 2019
84 projects
$5.7 billion invested

9,919 new residential units
4.4 million square feet of new office
3,569 new hotel rooms
What’s Next

- Urban Forest
- Mobility
- Upper Downtown
Downtown Urban Tree Canopy

Downtown Denver “Urban Heat Island”
The average life span of a tree in an downtown is only 3 to 8 years.

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It’s not how many trees you plant, it’s how you plant them.
Broadway Reimagined
Urban Forest Goals

- Expand and/or install 500 new tree pits in downtown
- Increase the Downtown tree canopy from 4% to 10%
Promises of Advanced Mobility

- Safety
- Reduced traffic congestion / gas consumption
- Increased productivity for drivers and riders

Follow the money

- Vehicle sales
- Service subscriptions
- Data...BIG data
While 35% of commuters are coming to work alone in a car…

55% of the morning rush hour trips into downtown are made alone in a car.
Nearly 1.6 million trips taken with close to 2 million miles traveled.

Most of this activity occurred downtown.
36% increase in people commuting by bike to Downtown Denver in two years (DDP, 2018 Downtown Denver Commuter Survey)

Cycling use is directly related to the level of comfort provided on the street and the connectivity of the route
108,000 person-trips to/from downtown are made by people riding transit.

Every day.
Upper Downtown: A Renewed Focus

Co-Chairs:

Ray Bellucci, TIAA
David Sternberg, Brookfield
15 off-center intersections with non-traditional or two-stage pedestrian crossing