

**CITY OF BOULDER
BOULDER, COLORADO
BOARDS AND COMMISSIONS MEETING
MINUTES**

Name of Board/ Commission: Transportation Advisory Board	
Date of Meeting: 13 January 2014	
Contact Information Preparing Summary: Laurel Olsen-Horen 303.441.3203	
Board Members Present: Andria Bilich, Dom Nozzi, Jessica Yates, Zane Selvans, Board Members Absent: Matt Moseley	
Staff Present: Tracy Winfree, Director of Public Works for Transportation Molly Winter, Downtown and University Hill Management Division and Parking Services Director Kathleen Bracke, GO Boulder Manager Randall Rutsch, Senior Transportation Planner Chris Hagelin, Senior Transportation Planner Marni Ratzel, Senior Transportation Planner Laurel Olsen-Horen, Board Secretary	
Type of Meeting: Advisory/ Regular	
Agenda Item 1: Call to Order	[6:00 p.m.]
The meeting was called to order at 6:00 p.m.	
Agenda Item 2: Approval of minutes from 9 December 2013	[6:00p.m.]
Motion to approve the 9 December meeting minutes as presented by: Nozzi; seconded: Bilich Vote: 4-0 Motion Passes	
Agenda Item 3: Public Participation	[6:01 p.m.]
None	
Agenda Item 4: Staff briefing and TAB input regarding the TMP Update progress, with an emphasis on the Transportation Demand Management Focus Area and measurable objectives.	[6:02 p.m.]
GO Boulder staff presented item to the board Power point given for this item.	
Executive Summary from Packet Materials: This memo provides a brief status report, check-in and opportunity for the Transportation Advisory Board (TAB) to provide input on progress to date on the Transportation Master Plan (TMP) Update, with an emphasis on the Transportation Demand Management (TDM) Focus Area and on the plan's measurable objectives. The Jan. 13, 2014 TAB meeting will include brief updates on all the TMP focus areas and feature a more in-depth discussion of the TDM and measurable objectives areas. This material and the material from the Dec. 9, 2013 memo that focused on the Complete Streets Focus Area will form the basis for an upcoming potential information memo and council study session, which is still being scheduled and may not occur until April. The draft information memo for Council will be the focus of the Feb. TMP agenda item for the TAB. Staff will provide an update to TAB that features the other TMP Update Focus Areas including Funding, Transportation Demand Management, and Regional in more detail. The goal is to provide multiple opportunities for in-depth input from TAB for all areas of the TMP Update in advance of the City Council informational memo and study session geared toward February and April 2014. Staff continues to move forward with the TMP Update process in 2014 in accordance with City Council and TAB guidance. Upcoming topics include the results of the modeling of the transit scenarios, regional updates, the TDM toolkit and the TMP investment program. Staff will continue to incorporate TAB comments and community input throughout the update process. In addition, staff is actively working on a number of other efforts in collaboration with city-wide planning and sustainability initiatives.	
TAB ACTION REQUESTED Review and provide input on work completed in the TMP update with emphasis on the TDM Focus Area and the existing and proposed measurable objectives for the TMP.	
Board discussion and comments included:	[6:16 p.m.]

Transit Service:

- The cost of the induced demand appears to be lower proportion of the original cost than the induced ridership was; why? Staff response: First, the busses are filled up and then new service is created.
- Creating geographic equity may hinder ridership as the point of a community-wide pass is to get the community to use the available services more.
- Did the scenarios from the TMP transit analysis include impact of a community-wide eco pass? Staff response: This is part of the sensitivity testing and results will be provided to TAB in March.
- At what point is public expenditure per new rider efficient? (i.e. spending \$100/new rider vs. spending \$200/new rider, where is the line of efficiency?) The question then becomes; what is too expensive?
- There are routes that are not frequent enough currently. If the service isn't provided, riders will not come even with the community-wide pass available. It becomes a convenience of service and that needs to be taken into account.

Transportation Demand Management:

- TDM tools are really only available during the development review period. Would the Transportation Management Organization (TMO) / Transportation Management Associations (TMAs) be useful to ensure ongoing compliance once the business is established?
- Having a car share available to run emergency or important errands for their employees to use during the day is an essential tool to increase ridership of employees.
- Ranked effectiveness tools are necessary.
- Boulder Transportation Connections (BTC) has very few staffers; however of the work described, how can three staffers complete the workload requested?
- Why did we go with one TMO instead of multiple area TMOs?
- Should the question be what do we need from our TMO(s) rather than what is BTC capable of?
- BTC is virtually unknown to the community. Having a group with the ability to do the political advocacy work would be great.
- What does the current contract look like now? BTC receives funding from the city, RTD, DRCOG, and CU grants. In the past year, the city has provided \$75,000 of funding to support the BTC program and the EcoPass merchant discount program. This year, we are looking at a \$100K contract which will include Boulder Junction and other new TDM programs/services.
- There needs to be more advocacy work done around employer/community and last mile in particular. Could other organizations (i.e. Community Cycles) take on some of the broader advocacy campaigns? Perhaps another partner alongside BTC would be appropriate.
- As BTC does not take an advocacy role, it seems like the city would want a TMO that does that kind of legwork? BTC's primary tasks thus far have included the on-the-ground business interaction and support for promoting and implementing TDM programs such as Business EcoPass, ridesharing, creating telecommuting policy, etc.

AMPS:

- The Uni Hill P3; are we integrating these isolated projects with the AMPS strategy? How will the board know which projects will fall under TAB's purview? Staff needs to look into how to manage that discussion and which boards need to be involved.
- Has city staff looked at the Walk Score Program? Staff has looked at it, however we feel we have better data, and therefore can get a better result. GIS allows for viewing various layers which cannot be seen with Walk Score.
- Traffic congestion can be a sign of a healthy city. It is working cross purposes to try to reduce traffic congestion and it makes it harder for the city to achieve road diets. Free flowing traffic disperses the urban area and results in less synergy.
- Multi-Modal Level of Service (MMLoS); why is this coming up? Are we trying to tweak this level of congestion objective and make it more serviceable to other community goals? Do we want to move people more effectively throughout the city? The traditional problem with level of service is it's entirely vehicle and vehicle delay oriented, so it assumes that fast vehicles are the priority. However, the city's goals are focused on all modes of transit.
- TAB should suggest to Planning Board to adopt a standard evaluation for neighborhood accessibility.
- Are BVSD and CU on board with VMT per capita? CU is already on board. Staff will be meeting with BVSD and are hopeful they will participate in the Boulder Valley employee survey.

General discussion:

- We need to show what works before we ask for more. (i.e. transit service, B-cycle availability, etc)
- It is possible to reduce lane mile capacity while not impacting congestion because we do have alternatives available.

- We need to make sure that the green streets go where people want them to go.

Agenda Item 5: Matters

[7:13 p.m.]

A.) Matters from the Board Included:

Board member Selvans brought up the below matter(s):

- Board members were not debriefed on the proper materials/discussion prior to the joint board meeting. A good facilitator is a necessity.
- What is going on with the BRT procurement? Staff response: RTD is preceding with the MCI buses (the current regional busses) Both the US 36 Commuting Solutions and the Mayors and Commissioners Coalition are trying to get the most attributes possible in a BRT vehicle. MCC is working on maximizing what attributes are possible with the MCI fleet.

Board member Bilich brought up the below matter(s):

- Will be meeting with her board buddies next week.
- Really enjoyed the Joint Board Workshop

Board member Bilich departed at 7:52

Board member Nozzi brought up the below matter(s):

- Overall, the Joint Board Workshop was a good experience; however there was a miss-match of expectations.
- Waiting to hear back from board buddy.
- Can TAB get a brief summary on the LID? Staff response: it's a county issue.
- Boulder Co. Monthly forum – presenting on managing traffic congestion on Friday, 24th Jan. at noon. Dom will be the keynote speaker.

Board member Yates brought up the below matter(s):

- More direct focus at the next Joint Board meeting would be beneficial to the different boards. A facilitator is needed for the next time. The TMP offers a great opportunity to work with other boards in the future.
- Contacted her Planning Board buddy, but with the current vacancies on PB, contact will continue once there are new board members.
- Can we get a better understanding on how all of the pieces of GO Boulder and BTC work together?
- Snow plow calibration issues; the employees who were running the plows somehow failed to communicate the failure of the plows to the proper individuals who would tell them to recalibrate. People need to feel free to have open communication before it's too late.

B.) Matters from staff included:

[8:10 p.m.]

- **Flood update:** TAB received the link to the City Council memo in December. FEMA and FHWA reimbursement is continuing. The debris removal from the city's drainage ways remains a priority to clear by spring runoff season. There is a high water table which is going to be sustained for the next 18 months.
- **Regional Studies Update:**
 - Service level will be the next discussion with RTD.
 - NAMS, there are public meeting this week; Thursday night at the Rembrandt Yards at 5:30 PM. They are going to be presenting information we have already seen in terms of the phasing approach of the NW rail implementation.
- **Project Updates/Closure (i.e. progress, Council action, "after" studies):**
 - 63rd St Bridge replacement (bond project) has begun and will take 9-12 months. It will allow for continuous bike lanes and a sidewalk on the west edge. It will also include drainage improvements.
 - North side of Pearl Parkway began construction.
 - Junction Place Bridge construction has begun.
 - Depot Square has begun.
 - Spine Road – sidewalk on the east side has been constructed.
- **Other matters:**
 - Walk Bike Summit on 6 Feb. at the Millenium
 - E-Bike rules have been published.
 - Council retreat:
 - Proceed with updating the TMP
 - AMPS – want to look into achieving mode split while maintaining economic vitality. How can parking be used as a tool? Look into parking maximums rather than parking minimums. Continue to pilot the innovative projects (i.e. bike/ped innovations, increased mode share,

<ul style="list-style-type: none"> separated bike lanes, etc.) ▪ Continue to be regional leaders with funding. ▪ Pilot innovative projects to increase mode share and safety. <ul style="list-style-type: none"> ○ Suwon, Korea delegation visiting on Friday. 	
Agenda Item 7: Future Schedule Discussion:	[8:25 p.m.]
Agenda Item 8: Adjournment	[8:26 p.m.]
<p>There being no further business to come before the board at this time, by motion regularly adopted, the meeting was adjourned at 8:26 p.m.</p> <p>Motion: moved to adjourn; Moseley, seconded by: Yates</p> <p>Motion passes 5:0</p>	
<p>Date, Time, and Location of Next Meeting:</p> <p>The next meeting will be a regular meeting on Monday, 10 February 2014 in the Council Chambers, 2nd floor of the Municipal Building, at 6 p.m.; unless otherwise decided by staff and the Board.</p>	

APPROVED BY:

ATTESTED:

Board Chair

Board Secretary

Date

Date

An audio recording of the full meeting for which these minutes are a summary, is available on the Transportation Advisory Board web page.