

DOWNTOWN MANAGEMENT COMMISSION
May 5, 2014
3 p.m. - Retreat and Meeting
Council Chambers - 1777 Broadway
AGENDA

Retreat: 3 – 5 p.m.

3 p.m.: Presentation by Fox Tuttle on the CAGID Parking Projection Model and Discussion

4 p.m.: DBI, DBID, DMC - Role of Different Boards – Discussion with Sean Maher

Attachments

- Updated Downtown Development Projections (https://www-static.bouldercolorado.gov/docs/CAGID_development_projections_2013-12-02_updated_2014-05-01-1-201405021510.pdf)
- Updated Downtown Parking Projections (https://www-static.bouldercolorado.gov/docs/CAGID_Parking_Analysis_Updated_May_2014-1-201405021525.pdf)
- Downtown Employee Travel Survey (https://www-static.bouldercolorado.gov/docs/DT_Employee_Transportation_Final_Report_2012-03-29-1-201405021531.pdf)
- Board Orientation 2014

Meeting: 5 – 6 p.m.

1. Roll Call
2. Approval April 7, 2014 Meeting Minutes
3. Public Hearing and Consideration of a Motion to Recommend to City Council the AMPS Work Plan
4. Matters from Commissioners
5. Matters from Staff
 - Joint District Board Meeting in June
 - Agenda Check: Summer Schedules
 - AMPS: Open House - May 12
Study Session - June 10

Attachments

- Sales and Use Tax Revenue Report – February 2014 (https://www-static.bouldercolorado.gov/docs/Sales_and_Use_Tax_Feb_2014_DMC-1-201405021500.pdf)
- Police Stats
- Downtown Boulder Open/Close List
- AMPS Memo to the Boards
- Joint Board Meeting Notes – April 23, 2014

DUHMD/PS 2014 Priorities

University Hill

Hill Reinvestment Strategy Development, Adoption and Implementation

- Capital Improvements
- Marketing and Events
- Organizational Structure
- Clean and Safe
- Innovation

Smoking Ban

14th Street Mixed Use Development Partnership

"Parklet" pilot

Boulder Junction

Implementation of TDM District

- PILOT payments
- Revised budget projections

Depot Square Garage Operations

Parking Plan for future development

Smoking Ban

Downtown

"Parklet" Study

Smoking Ban

Civic Area Plan Participation

Civic Use Pad Recommendation

Implementation of Bond Projects:

- 15th Street Streetscape
- West End Streetscape

Parking

AMPS Phase I Implementation: Work Plan Development, Scope and

Phased Implementation

Garage Arts Plan

Parking Philosophy

NPP Expansions

Internal

Division Value Goal: Customer Service

Name Change

Office Space Planning and Remodel Phase II

DMC 2014 Priorities

- Civic Area Plan
- Homelessness
- Downtown Vitality
- West Pearl Streetscape Project

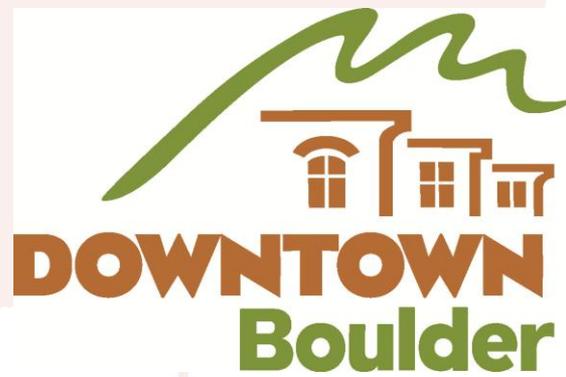
Mission Statement: We serve the downtown, University Hill and affected communities by providing quality program, parking enforcement, maintenance and alternative modes services through the highest level of customer service, efficient management and effective problem solving.

Downtown Boulder Board Member Orientation January 6, 2014



**DOWNTOWN BOULDER BUSINESS
IMPROVEMENT DISTRICT**

DOWNTOWN BOULDER, INC.



BID

Business
Improvement District

DBI

Downtown Boulder, Inc

BID

Business Improvement District

Marketing

Advertising
Web site
Social Media
Direct Mail
E-newsletters
Public Relations

Operations

Cleaning
Graffiti
Ambassadors
Visitors Center
Trash
Banners
Holiday Lights
Event Support
Security

Econ. Development

Research
Tenant Mix
Recruiting

Admin

Staffing
Legal
Insurance
Bookkeeping

DBI

Downtown Boulder, Inc.

Events

Open Arts Fest
Bands on Bricks
Noon Tunes
Fall Fest
Taste of Pearl
Race Series
Holiday Events
Retail Sales

Advocacy

City Council
Council forums
Public Positions
Regional
Transportation

Member Services

Monthly
Exchanges
Gift Cards
Directory

DBI – Downtown Boulder , Inc.



- 501-C6 Non profit
- Membership – based (420 in 2013)
- Funded by Events, Membership Dues
- Founded in 1984
- 27 Member Board
- No Staff: Contract with the BID

DBI Budget



- **\$373,000 for 2014**

- **Revenue Sources**

- Events/Festivals: \$293,000
- Membership: \$80,000

- **Expenses**

- Event Production Costs: \$283,000
- Membership Services: \$20,000
- Sponsorship/Community Support: \$25,000

BID- Business Improvement District



- 49 square block district
- Funded by property taxes (4.73 Mills)
 - \$4,730 per \$1 million of valuation
- Created in 1999 by vote of property owners
- Renewed in 2008 for 20 years
- Nine member board approved by City Council
- Ex-Officio members – City Council & City Staff

BID - Business Improvement District



Downtown Boulder
Office Org Chart

BID Board

DBI Board

**Executive
Committee**

**Executive
Director
Sean Maher**

**Deputy Director
Dave Adams**

**Controller
Sue Hempstead**

**Director of Marketing &
Communications
Terri Takata-Smith**

**Events Director
Anna Salim**

**Operations Manager
Chris Zachariasse**

**Seasonal
Ambassadors**

**Communications
Coordinator
Natalie Litke**

**Special Projects
Coordinator
Joanna Ackley**

**Seasonal Operations
Crew**

BID Budget



- **\$1.41 Million**

- **Sources Of Revenue**

- Taxes: \$1.1 million
- DMC (City of Boulder): \$85,000
- DBI:\$148,000

- **Major Programs**

- Marketing: \$402,000
- Operations: \$220,000
- DBI Event Marketing: \$45,000

DUHMD & PS

Downtown, University Hill Management Division & Parking Services



- City of Boulder Department
- Manages All Downtown Public Parking – Street and Garages
- Funded by Parking, Rent, & CAGID property taxes
- \$9.5 Million Budget
- Oversees & Funds Pearl Street Mall – (with Parks Dept.)
- Funds and manages Downtown Employee Eco Pass Program
- Downtown Capital Improvements – Popjet Fountain, Streetscapes, Etc.
- Strong Supporter & Partner for DBI & BID

Parks Department

The Mall Crew



- City of Boulder Department
- Maintenance of the Pearl Street Mall
- Daily Cleaning, Planting Flowers, Snow Removal, Replacing Bricks, etc.
- \$294,000 Budget for Mall maintenance and improvements
- 3 Staff Members plus 3 Seasonal Employees
- \$1.5 million Irrigation Replacement Currently Underway
- BID Operations Crew Partners on Trash Removal, Cleaning, Events, Etc.

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

NAME OF BOARD/COMMISSION: **DOWNTOWN MANAGEMENT COMMISSION**

NAME/TELEPHONE OF PERSON PREPARING SUMMARY: **Ruth Weiss – 303-413-7318**

NAMES OF MEMBERS, STAFF, AND INVITED GUESTS PRESENT:

BOARD MEMBERS: KOVAL, CRABTREE, SHAPINS, DEANS, MILLSTONE

STAFF: JOHNSON, MARTIN, LANDRITH, MARTIN, HERRING, MATTHEWS, WEISS,
HAYDEN, HERRING

GUESTS: SEAN MAHER, MATT MCMULLEN

TYPE OF MEETING: **Regular** **April 7, 2014**

AGENDA ITEM 1 – Swearing In of Commissioner – Sue Deans: Completed

AGENDA ITEM 2 – Roll Call: Meeting called to order at 5:32 p.m.

AGENDA ITEM 3 – Election of Officers: Crabtree nominated Deans for Chair, Koval seconded and Deans accepted. Koval nominated Crabtree for Vice Chair and Shapins seconded with Crabtree accepting. Commissioners unanimously approved both nominations.

AGENDA ITEM 4 – Approval of the March 3, 2014 (See Action Item Below): Shapins gave corrections to the minutes regarding the fencing around the park and the city should consider other means.

AGENDA ITEM 5 – Public Participation: None

AGENDA ITEM 6 – Police Update: Johnson said it has been busy downtown and not in a good way, overtime enforcement will begin next week until mid October to enforce the smoking ban and other ordinances. Millstone mentioned that more people are smoking more pot in public and asked Johnson how it is going in Boulder. Johnson replied that it is occurring in the downtown corridor and they are enforcing the smoking ban. Deans questioned the busy bad and was it transient related per Johnson. Johnson offered that there are small groups disbursing around town causing more movement. Maher mentioned an incident with a developmentally disabled man being assaulted with a baseball bat and that transients were the culprits.

AGENDA ITEM 7 – Redevelopment of Downtown Boulder Presentation – Sean Maher: Maher gave updates on future events downtown; food trucks downtown is opposed by DBI and staff; and, Mobile Food Vehicles topic will be going to council next week. Maher began the presentation with the Frasca location, 1701 Walnut and 901 Pearl sites, 909 Walnut will begin in June; Camera site was present and along with Pearl West. James concept of mixed use will begin construction in October. Millstone mentioned the lease space and that parking space would be used during the day by the office leases and at night by residents. 2049 Pearl will begin in May and have already sold out. 601 Canyon will come on line next month; and, Trinity Lutheran will have 77 spaces in partnership with CAGID. Millstone questioned the number of people in the building and mentioned the 150 sq ft per person rule of thumb. Millstone said that by the end of 2015, there will be no where to park when the number of people are equated to the number of parking spaces, retail will have difficulty with parking for patrons. Matthews said that commercial buildings do not need to provide parking and said there is a 64 – 66% alt mode transportation use; there is room both public and private; and, the EcoPass to bring employees in. Matthews continued that developers will have some class a space and will be providing some spaces. Shapins said there needs to be a discussion with staff on where development is going; what is the current and future lifestyle tradeoffs; and, other factors involved in parking. Shapins, in conversation with council, voiced that congestion is encouraged. Deans asked if AMPS will be discussed at the joint meeting his month. Millstone said that it's problematic and untrue that if you don't build the parking spaces, other modes would be used. Koval mentioned Bill Fox's data on parking and believes that there are issues with the data; Koval continued that as the data base increases, Transportation was against it. Koval agrees with Millstone on understanding the data and there is a need to encourage and support the Camera site. Koval commented on utilization studies and the commission did not believe it. Deans questioned DBI's position and Maher said they don't have one at this time. Deans suggested that the commission come up with a point of view during the joint board meeting on 4/23. Shapins requested to see some clear demand and where it is going so that he can see the framework. Matthews will be sending the data. Millstone was interested what the downtown environment feels about the parking situation. Koval would like to hear from the businesses as to what the parking issues are. Millstone would like to be

on record to not stop. Matthews mentioned that the civic area intends to build a parking structure. McMullen offered that the Bill Fox study was robust at the time it was created and suggested that it should be looked at now to see if the assumptions still hold or not. McMullen shared a concern that the Colorado Building is not providing more parking.

AGENDA ITEM 8 – Update on the Civic Use Pad – Matt McMullen: McMullen said that he took the 4 – 0 approval of the Civic Use Pad from DMC to Council and received a 9 – 0 thumbs up from Council to proceed. McMullen continued with discussing the Civic Use Pad Decision Making Framework as provided in the packet and the areas of interest. McMullen said that steps are in sequential order. Hope to get the legislative changes to council prior to their summer recess. McMullen verbalized the chart and other items to be drafted. McMullen said he is waiting for the city’s attorney office for the MOU for Porcelli. Crabtree asked about financing. McMullen said that Porcelli is thrilled with council’s approval and looking to get rolling. Site review with zoning exceptions and exemptions was mentioned. McMullen looks forward to seeing the commission in 3 – 4 months once the memorandum is signed.

AGENDA ITEM 9 – Parks Update: Hayden said that the irrigation replacement project is wrapping up, replacing trees and grates and coordinating with Transportation at sidewalk repair. The final phase of irrigation will take place in the fall. Tulips are coming up and will be repainting all the light poles.

AGENDA ITEM 10 – BID Update:

AGENDA ITEM 11 – Feedback on Planning Board Recommendation Regarding Mobile Food Vehicles: Deans said that it should be available to any food truck after hours. Landrith said that the change from 2 to 4 food trucks on private property was moving forward. Landrith continued that after restaurant close that food trucks could be allowed to move in. The specific ordinance change from 2 to 4 is moving forward. Crabtree questioned the locations for the food trucks is increased and Landrith replied that that some sites could not hold 4 trucks. Koval questioned the catalyst behind the mobile food truck options in the city owned properties. Shapins is looking for the intentions of the food trucks and is looking for a dialogue. The discussion continued with the late night businesses and mobile food trucks involvement. Koval offered a scenario in Portland with a mobile food vehicle courtyard scenario and Shapins discussed one in Venice Beach, CA. Deans said that they would displace parking and can’t support it. Landrith said that the 2 to 4 mobile food vehicles ordinance will be going to council on the 16th. The detail on allowing mobile food vehicles after establishments close. Koval would not like to draw the mobile food vehicles to the area. Deans said there are sufficient places to eat and drink at night. Commission would like to keep their original approval provided to council. Landrith gave a synopsis of the podding pilot. Commissioners asked that Winter provide clarity of the Planning Board’s position. Staff was asked to investigate ways to engage mobile food vehicles. Deans mentioned that it was not a good idea what the planning board had suggested. Deans would like further input from Winter upon her return. The commission supports staff’s recommendations. DMC does not support the planning board’s recommendation to allow mobile food vehicles after hours of operation of brick and mortar establishments. **Crabtree motioned to support staff’s recommendation to not allow mobile food vehicles in front of an existing brick and mortar establishment after they close as recommended by Planning Board. Crabtree motioned, Koval seconded. All commissioners were in favor.**

AGENDA ITEM 12 -- Joint Meeting of District Boards Agenda:

AGENDA ITEM 13 – Matters from the Commissioners: Koval mentioned to have a short retreat with Sean Maher attending. Commissioners were in favor of a retreat, two hours, with items to be sent to Winter of agenda items for the retreat.

AGENDA ITEM 14 – Parking Update: Matthews said the Pay by Phone contract is signed, should go live at the end of the week of April 17th.

AGENDA ITEM 15 – Matters from the Staff: Landrith said a memo will be coming to the board regarding the smoking ban for DMC approval. West Pearl Street update is moving forward, sidewalks are torn up, good progress with the good weather, the intersection of 10th and Pearl is ongoing; 901 Pearl started today with demolition, Pearl West will start on May 14; there is an Alley Management Plan in place and Matthews gave specifics; Trinity Lutheran Partnership has three possible scenarios that deals with land ownership that is outside CAGID.

Meeting adjourned at 7:08 p.m.

ACTION ITEMS:

MOTION: Koval motioned to approve the February 3, 2014 meeting minutes. Crabtree seconded the motion. The motion was approved 4-0 with Koval absent for vote.

FUTURE MEETINGS:

May 5, 2014

Council Chambers

Retreat

APPROVED BY:

DOWNTOWN MANAGEMENT COMMISSION

Attest:
Ruth Weiss, Secretary

Sue Deans, Chair

COMMERCIAL AND RESIDENTIAL MALL POLICE CALL STATISTICS

MONTH	Assault		Auto Theft		Burglary		Crim. Mis.		Crim. Tres.		Disturbance		Domestic		Drunk		DUI		Felony Menacing		Fight	
	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013
January	3	3				3	4	4	2	6	23	45		5	20	24	3	2				
February	3	4				1	5	2	1	1	22	20	2		22	5		3				
March	8	5				1	3	4	1	1	39	28	3	3	11	16	3	6				
April	3	3					5	4		1	24	26	3	2	14	15	4	3				
May		4						3		2		31		2		14		2				
June		3				1		2				31		1		17		3				
July		2						4				30		4		9		2				
August		7						7		1		33		4		13		3				
September		8						3				20		2		7		3				
October		7						7				25		4		4		3				
November		6						4		3		28				21		3				
December		3						4				30		3		28		3				
MONTH	Fireworks		Hang Ups		Harassment		Indec. Exp.		Liq. Law Vio.		Littering		Loitering		Narcotics		Noise		Open Door		Party	
	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013
January			14	13	2	17	1			7			12	8	5	5			3	2		
February			5	8	6	3		1	2	8			2	5	2	4			7	3		
March			7	12	5	4		1	4	4			13	9	2	7				2		
April			10	9	9	7	2	1	5	1			14	8	6	8				1		
May				22		8				2				13		9						
June				7		4				1				15		6				2		
July				11		8				1				18		8						
August				10		7		1		10				21		4				1		
September				9		5				2				10		2				1		
October				5		8		3		1				10		3				3		
November				10		9				3				12		1						
December				17		3		3		1				4		4					3	
MONTH	Prowler		Robbery		Sex Assault		Shoplifting		Shots		Stabbing		Suicide		Suspicious		Theft		Trespass		Weapon	
	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013
January					1	2									2		27	31				
February				1											5	2	22	13				
March				1											5	3	29	22				
April					1	1									4	6	33	26				
May						4										4		35				
June																		32				
July															5			34				
August				1												3		33				
September						2										3		25				
October																		15				
November						1										5		23				
December		1		1												1		13				

Opened in 2013

Business			Open Date	Notes
kidrobot	1468	Pearl	September-12	replaces Life is Good/Jake's On Pearl
Rocket Fizz	1441	Pearl	September-12	replaces Pennyweights
Press Play	1005	Pearl	September-12	replaces Round Midnight
West Flanders Brewery	1125	Pearl	September-12	replaces BJ's
Athleta	1133	Pearl	November-12	Women's athletic apparel
Nod and Rose	1220	Walnut	November-12	Apparel
Retail Therapy	1638	Pearl	December-12	Women's apparel (formerly Now & Zen)
Hub Boulder	1877	Bdwy	December-12	Temporary shared office spaces
A Café	2018	Bdwy	December-12	Replaces Crepes ala Cart
Jaipur Indian Restaurant	1214	Walnut	December-12	Replaces Bombay Bistro
Earthbound Trading	935	Pearl	February-13	national soft goods (replacing Eclectix)
Timothy's of Colorado	1136	Spruce	February-13	fine jewelry
Meta Skateboards	1505	Pearl	March-13	
Island Farm	1122	Pearl	April-13	Soft goods/clothing
The Riverside	1724	Bdwy	April-13	Event center, café, wine bar, co-working space
Bohemian Biergarten	2017	13th	April-13	Replaces Shugs
Bishop	1019	10th	April-13	home furnishings (owners of 3rd and Vine)
ReMax of Boulder	1320	Pearl	April-13	replaces Little Buddha
Old Glory Antiques	777	Pearl	May-13	Replaces West End Gardener
Yeti Imports	2015	Brdwy	May-13	Replaces BolderWorld
Into Earth	1200	Pearl	July-13	Replaces LeftHand Books
The Savvy Hen	1908	Pearl	July-13	
The Dragontree	1521	Pearl	July-13	Day Spa
Steele Photography	2039	11th	July-13	
FlipFlopShop	1110	Pearl	August-13	Replaces Blue Skies
BOCO Fit	2100	Pearl	August-13	Fitness gym
Ceder & Hyde	2015	10th	October-13	Apparel
Fjall Raven	777	Pearl	October-13	replaces Old Glory
Lon	2037	13th	November-13	Gifts
Boulder Brands	1600	Pearl	November-13	Marketing services
Wok Eat	946	Pearl	December-13	replaces World Café
Zeal	1710	Pearl	December-13	replaces H Burger
AlexandAni	1505	Pearl	January-14	Jewelry
Made in Nature	1708	13th	January-14	Organic food products
Foundation Health	1941	Pearl	January-14	Medical office
Sforno	1308	Pearl	March-14	replaces Roma
Regus	1434	Spruce	March-14	Shared office
Cariloha	1468	Pearl	April-14	bamboo products
Explicit	2115	13th	April-14	Street ware

Closed in 2013

Business			Close Date	Notes
Wenger	1122	Pearl	September-12	
Gondolier	1600	Pearl	September-12	
Round Midnight	1005	Pearl	September-12	became Press Play
Eclectix	935	Pearl	September-12	re-located
Crepes ala Carte	2018	Bdwy	November-12	re-branded as Arlene's
Silhouette	2115	10th	January-13	
Shooter's Bar&Grill	1234	Walnut	December-12	
Bombay Bistro	1214	Walnut	December-12	
Sensorielle	1300	13th	January-13	Moved to Lafayette

Little Buddha	1320	Pearl	February-13	Moved to Yehti Imports
Boulder Map Gallery	1708	13th	March-13	Moved to Table Mesa
Blue Skies	1110	Pearl	March-13	
Left Hand Books	1200	Pearl	March-13	
Installation	1955	Bdwy	March-13	
West End Gardener	777	Pearl	March-13	
Bolder World	2015	Bdwy	April-13	replaced by Yeti Imports
Swiss Chalet	1642	Pearl	Jun-13	
Lilli	1646	Pearl	June-13	Chelsea to replace
H Burger	1710	Pearl	June-13	
Timothy's of Colorado	1136	Spruce	July-13	
Atlas Coffee	1500	Pearl	July-13	
Sweet Bird Studio	2017	17th	July-13	
Old Glory Antiques	777	Pearl	July-13	
A Café	2018	Bdwy	September-13	
Independent Motors	250	Pearl	November-13	
Om Time	2035	Bdwy	November-13	
Boulder Mart	1713	Pearl	December-13	
Retail Therapy	1638	Pearl	December-13	
Jovie	2115	13th	December-13	
Holiday & Co	943	Pearl	January-14	
Il Caffè	1738	Pearl	January-14	converted to private event space for Frasca
Roma	1308	Pearl	January-14	being replaced by Sforno
Twirl	1727	15th	January-14	rethinking concept
Bacaro	921	Pearl	March-14	new owner/concept
Maiberry	1433	Pearl	March-14	replaced by gelato
hip consignment	1468	Pearl	March-14	moved out of Downtown
Gaiam Living	1215	Pearl	March-14	
Define Defense	1805	11th	March-14	
Julie Kate Photography	1805	11th	March-14	
Future				
Business			Open Date	Notes
Flor di Latte	1433	Pearl	Spring 14	gelato



MEMORANDUM

To: Transportation Advisory Board (TAB)
Planning Board (PB)
Downtown Management Commission (DMC)
University Hill Commercial Area Management Commission (UHCAMC)
Boulder Junction Access Districts Commissions (BJAD)

From: Molly Winter, Director, Downtown and University Hill Management Division/
Parking Services
Kathleen Bracke, GO Boulder Manager
Lesli Ellis, Comprehensive Planning Manager
Jay Sugnet, Senior Planner

Date: May 1, 2014

Subject: Update on the Access Management and Parking Strategy (AMPS)

EXECUTIVE SUMMARY

The purpose of the briefings to the various city Boards is to:

1. Receive feedback on the draft Access Management and Parking Strategy (AMPS) project purpose, goals, and guiding principles;
2. Review progress since 2013 Council Study Session on AMPS; and,
3. Receive feedback on proposed 2014 schedule and work program.

The city of Boulder's parking management system has a long history. Parking meters were first installed on Pearl Street in 1946. Over the past decades, Boulder's parking system has evolved into a nationally recognized, district-based, multi-modal **access** system incorporating all modes of travel (walking, biking, transit, and autos) to meet community goals, including support for the vitality of the city's historic commercial and employment centers, and livability of its neighborhoods.

The AMPS encompasses updating the current access and parking management policies and programs and developing a new, overarching citywide strategy for access and parking management in alignment with city-wide goals. The project goal is to evolve and continuously improve Boulder's citywide access and parking management strategies and programs tailored to address the unique character and needs of the different parts of the city.

The AMPS project approach emphasizes collaboration among city departments and acknowledges the numerous current and anticipated planning efforts and initiatives such as the Transportation Master Plan (TMP) Update, Economic Sustainability Strategy, and Climate Commitment.

Elements of the AMPS project approach are:

- AMPS is a **strategy** which is defined as an integrated planning approach coordinated with other master planning efforts and plans which focuses on a particular set of goals and principles that are cross-cutting and create an adaptable set of tools and methods allowing the city to continually improve and innovate to achieve its goals.
- Evaluating existing parking and access management policies and practices within existing districts and across the community based on the city's Sustainability Framework.
- Developing context appropriate strategies using the existing districts as role models for other transitioning areas within the community and incorporating national best practices research.

Outreach to the city advisory boards and the public is essential with the dual purpose of educating the community about the multi-modal access system and seeking input and ideas about the future opportunities for enhancements. City Council is holding a Study Session on the AMPS project on June 10, 2014. Staff will share feedback from the May Board meetings with City Council as part of the June Study Session.

Questions for Board Members

1. Does the Board have feedback regarding the draft project purpose, goals, and guiding principles?
2. Does the Board have questions or feedback on the proposed approach and timeline for AMPS?
3. Does the Board have feedback on the AMPS list of 2014 work program topics? Are any missing?

DRAFT PROJECT PURPOSE, GOALS, AND GUIDING PRINCIPLES

Purpose

Building on the foundation of the successful multi-modal, district-based access and parking system, the Access Management and Parking Strategy (AMPS) will define priorities and develop over-arching policies, and tailored programs and tools to address citywide access management in a manner consistent with the community's social, economic and environmental sustainability principles.

Goals

The Access Management and Parking Strategy (AMPS) will:

- Be consistent with and support the city's sustainability framework: safety and community well-being, community character, mobility, energy and climate, natural environment, economic vitality, and good governance.

- Be an interdepartmental effort that aligns with and supports the implementation of the city’s master plans, policies, and codes.
- Be flexible and adapt to support the present and future we want while providing predictability.
- Reflect the city’s values: service excellence for an inspired future through customer service, collaboration, innovation, integrity, and respect.

Guiding Principles

1. Provide for All Transportation Modes: Support a balance of all modes of access in our transportation system: pedestrian, bicycle, transit, and multiple forms of motorized vehicles—with the pedestrian at the center.
2. Support a Diversity of People: Address the transportation needs of different people at all ages and stages of life and with different levels of mobility – residents, employees, employers, seniors, business owners, students and visitors.
3. Customize Tools by Area: Use of a toolbox with a variety of programs, policies, and initiatives customized for the unique needs and character of the city’s diverse neighborhoods both residential and commercial.
4. Seek Solutions with Co-Benefits: Find common ground and address tradeoffs between community character, economic vitality, and community well-being with elegant solutions—those that achieve multiple objectives and have co-benefits.
5. Plan for the Present and Future: While focusing on today’s needs, develop solutions that address future demographic, economic, travel, and community design needs.
6. Cultivate Partnerships: Be open to collaboration and public and private partnerships to achieve desired outcomes.

WORK SINCE 2013 COUNCIL STUDY SESSION AND WORK PROGRAM

Over the course of the last year, work on AMPS has proceeded on several levels. Consultant firms have been hired – Kimley Horn with Urban Trans as a sub consultant, and Fox Tuttle. Joint board workshops focusing on the TMP Update, Climate Commitment and AMPS were conducted in August 2013 and April 23, 2014, as well as individual board outreach providing valuable feedback. Finally, a public open house is scheduled on May 12 in conjunction with the Comprehensive Housing Strategy.

Staff teams in the seven focus areas have developed detailed work programs for each of the seven focus areas, including both the short and long term tasks. Each topic has a link to a detailed matrix that provides additional descriptions and issue identification.

- District Management (includes review of existing districts as well as exploration of future opportunities for new managed parking districts community-wide), https://www-static.bouldercolorado.gov/docs/amps_District_Management_matrix-1-201405020821.pdf;
- On and Off-Street Parking,; https://www-static.bouldercolorado.gov/docs/AMPS_On_and_Off_Street_matrix-1-201405020828.pdf;

- Transportation Demand Management (TDM), https://www-static.bouldercolorado.gov/docs/amps_Travel_Demand_Mgmt_Programs_matrix-1-201405020846.pdf;
- Technology and Innovation, https://www-static.bouldercolorado.gov/docs/AMPS_Technology_and_Innovation_matrix-1-201405020849.pdf;
- Code Requirements (includes exploration of parking maximums) https://www-static.bouldercolorado.gov/docs/AMPS_Parking_Code_Requirements_Matrix-1-201405020904.pdf,
- Enforcement, https://www-static.bouldercolorado.gov/docs/amps_Enforcement_matrix-1-201405020906.pdf; and,
- Parking Pricing (includes exploration of various pricing strategies/mechanisms), https://www-static.bouldercolorado.gov/docs/AMPS_Parking_Pricing_Matrix-1-201405020908.pdf.

The first phase of work, April through September 2014, includes:

- A draft report on best practices on incorporating Transportation Demand Management (TDM) in Development Review, available at: www.BoulderTMP.net and described in more detail in the following section below;
- Based on the best practices report, opportunities to refine and enhance the city's [Transportation Options Tool Kit](#) for private development will be considered as a component of the Transportation Master Plan (TMP) Update and the AMPS work program.
- Miscellaneous “quick fix” parking code changes such as updating the code to match current Americans with Disabilities Act (ADA) standards, and adjusting parking requirements for aircraft hangers and warehouses to more appropriate parking levels not based on floor area. Exploration of potential parking code changes to consider parking maximums will occur as part of AMPS 2014 work program;
- Best practices research will be conducted on topics in all AMPS focus areas;
- Assessment and recommendations will be made for replacement of the garage parking access and revenue control equipment;
- Development of parking and access management demand software;
- Design of the public and stakeholder engagement process; and,
- Development of an integrated planning framework to provide an overall structure for all the AMPS focus areas.

Concurrently, ongoing projects are in process or have been completed in the following areas:

District Management:

- Analysis, outreach and negotiations for a public private partnership between the University Hill General Improvement District (UHGID) and Del Mar Interests for a mixed use (residential and parking) development on UHGID's 14th Street parking lot;
- Initial analysis and access demand projections for a range of development options for the Civic Area Plan;

- Feedback on options for access and parking management as part of the North Boulder Plan Update;
- Update of development projections and access demand for the Boulder Junction Access District;
- Discussions with Trinity Lutheran Church regarding CAGID's role in providing parking in the Trinity Commons project;
- An update to the downtown development projections and future access and parking demand for the downtown area including the Civic Area; and
- Development of an alley management program associated with the public and private construction projects in the West End area.

On and Off Street Parking:

- Commencement of a “parklet” planning process with the pilot “parklet” competition and installation in the Hill commercial district May through October 2014; and,
- Installation of a variable messaging system in the five downtown CAGID garages.

Code requirements:

- Research of peer communities on “best practice” parking regulations;
- Consultation of American Planning Association (APA) publications and other planning resources on suggested updates to parking codes;
- Development of list of short-term “quick fix” parking changes and long-term, more comprehensive parking changes; and
- Analysis of existing shopping center parking requirements and coordination with the airport manager on updates to the parking code for aircraft hangers.

Technology and Innovation:

- Introduction of pay by cell on-street parking payment option with Parkmobile in all access districts;
- Inventory of existing technology systems in preparation for a system-wide evaluation; and
- Installation of a solar-powered electric charging station in the Broadway Spruce parking lot in downtown Boulder.

The second phase of work will be influenced by the results of the Phase I best practices research and will include next steps that could include analysis of options, program development or refinement, or policy review and recommendations depending on the topic. There will be on-going integration with other planning efforts such as the Transportation Master Plan Update, North Boulder Plan Update, Envision East Arapahoe and the Climate Commitment dependent on those project schedules. The final phase will be crafting the overarching, citywide access and parking management strategy and finalizing the document. The AMPS is projected to be completed by June 2015.

PROJECT OVERVIEW

Attachment A is a graphic representation of the project and the list of topics proposed to be address. It is referred to as “the compass.”

TIMELINE AND ENGAGEMENT OPPORTUNITIES

Attachment B includes a timeline of the project – along with major milestones and outreach activities.

EARLY ACTION ITEM – UPDATES TO TDM TOOL KIT FOR PRIVATE DEVELOPMENT

As an early action item for AMPS as well as the TMP Update, the city is exploring opportunities to enhance the existing Transportation Demand Management (TDM) program’s [Transportation Options Tool Kit](#) for new development projects. Findings from the Best Practices Report, currently available as a draft report at www.BoulderTMP.net, are being used to identify potential new tools and strategies that can be used to improve the options and effectiveness of the toolkit as well as identification of innovative parking strategies, infrastructure improvements and TDM programs that can maximize the benefits associated with TDM in the city.

The draft Best Practices Report explains how other communities with effective demand management programs have incorporated transportation options into the development review process. The communities included in the report are Fairfax County, Virginia; Montgomery County, Maryland; Bloomington, Minnesota; Cambridge, Massachusetts; and Pasadena, California. For each best practice city, the following information was sought:

- The process communities use to develop TDM plans;
- What TDM and parking strategies they require;
- What triggers TDM requirements;
- How TDM program funding is guaranteed and sustained;
- Internal staffing costs;
- Enforcement policies;
- Incentives to encourage developer participation;
- Processes for benefit estimation;
- Inclusion of bike- and carshare requirements;
- Funding of transportation management organizations (TMOs) to meet TDM requirements
- Land use regulations that enhance TDM plans; and,
- Lessons learned.

The Best Practices Report will be used to develop potential recommendations for refining the Transportation Options Toolkit. The toolkit is used by staff and developers to design TDM plans to mitigate the impacts of new commercial and residential developments on the transportation system and sets expectations on what strategies should be included in TDM plan for Planning Board as they evaluate the design of new developments. It will also identify methods to measure the impacts associated with combinations of TDM strategies and the costs and resource requirements associated with strategy implementation for new developments.

All draft recommendations for toolkit changes will be reviewed through a public outreach process with developers, the TAB and Planning Board, community and City Council. Feedback obtained from that process will be used to update and improve the draft recommendations. Final recommendations will include estimates of the toolkit’s impacts on vehicle trip generation and the community cost savings associated with anticipated vehicle trip, vehicle miles traveled and greenhouse gas (GHG) reductions.

Within the TDM program, city staff is working with Boulder Transportation Connections (formerly Boulder East), Boulder's non-profit transportation management organization, to implement a TDM Plan evaluation program that will measure the effectiveness of TDM plans currently in place for recent commercial and residential developments. This evaluation program will also inform recommended adjustments to the toolkit over time.

NEXT STEPS

City Council will hold a work session on June 10 to review similar project materials. Input from the Boards will be incorporated into staff's memo to City Council and Board members will receive a link to the full Council packet of information. Staff will continue to engage stakeholders over the summer and fall and return to Council in October with the results of the policy and code analysis along with program options.

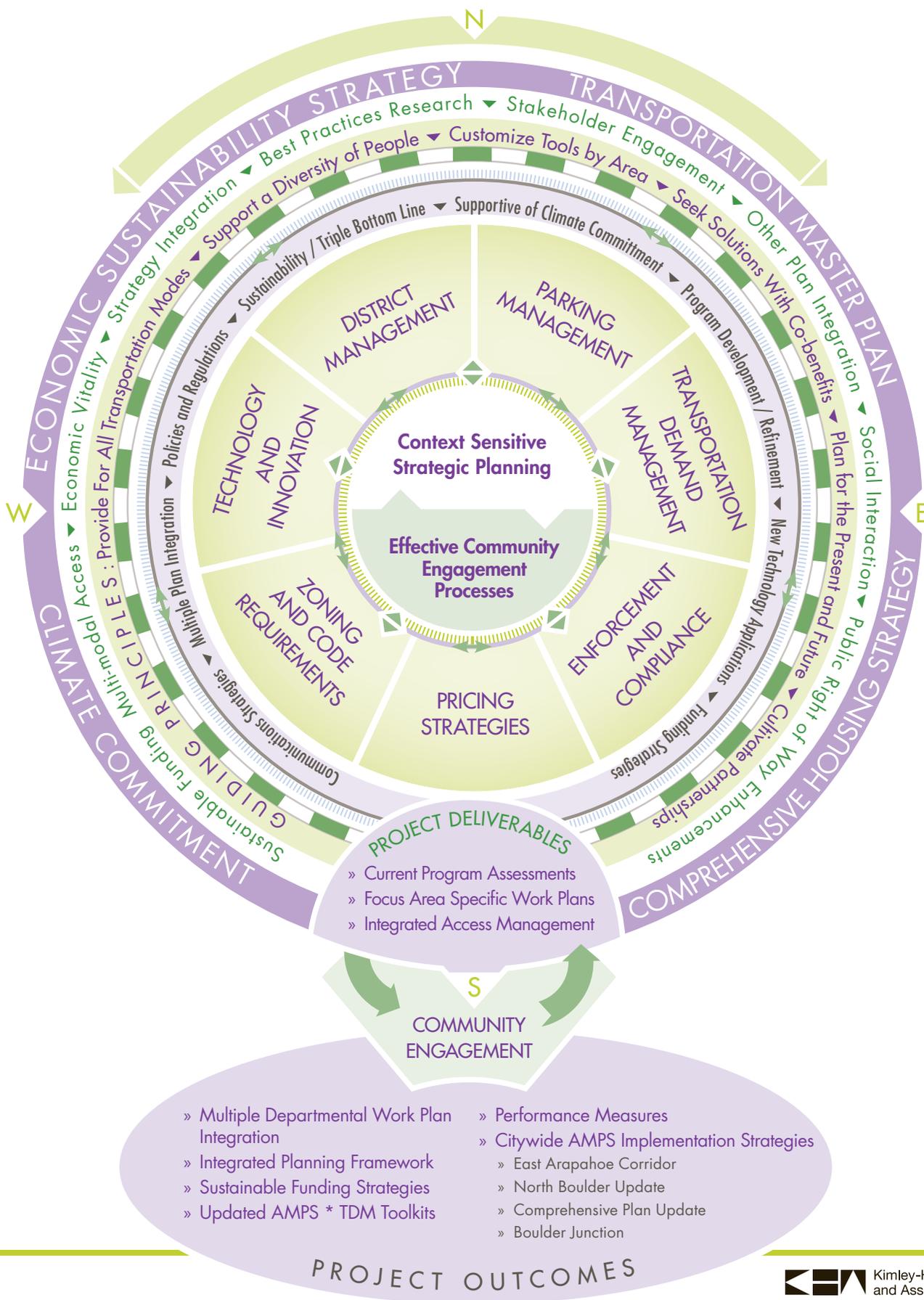
Staff will return to the Boards at key milestones throughout the project and Board members are encouraged to participate in the broader community outreach as described in attachment B.

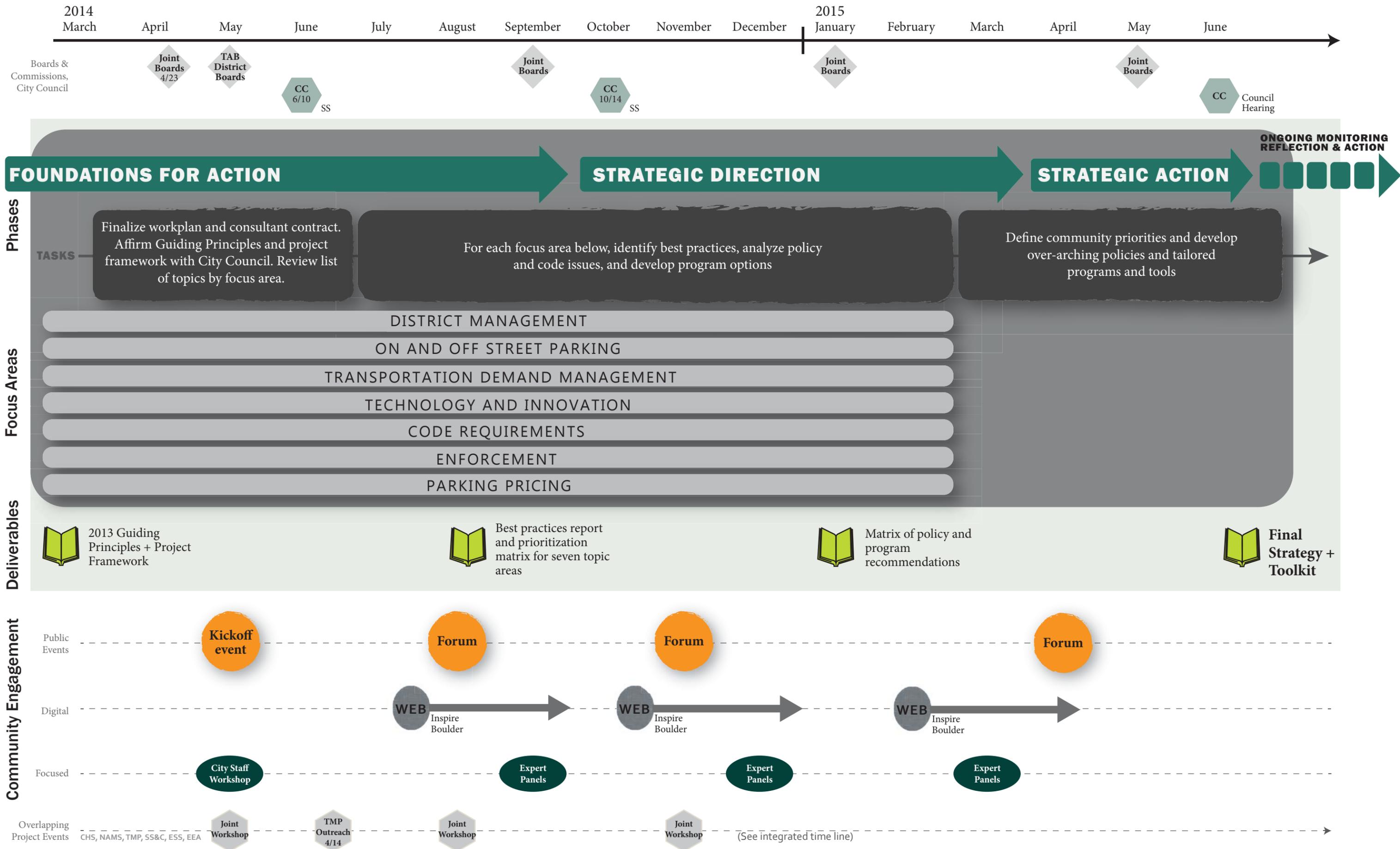
For more information, please contact Molly Winter at winterm@bouldercolorado.gov, or Kathleen Bracke at brackek@bouldercolorado.gov or www.bouldercolorado.gov/amps.

ATTACHMENTS

A: Project Overview – Compass Diagram

B: Project Timeline





AMPS – Q2
Joint Board Meeting – April 23rd, 2014

Are we on the right track with the proposed work program for AMPS? Is anything missing?

Table # 2 Jeff, Dan, Aaron, Tim, John, Marni

1. Look at pricing structure for parking
2. Downtown May be well poised for increased parking prices but other areas are more challenging.
3. Ramp up period in Boulder Junction is paradigm shift in parking pricing; ramp up over time.
4. Metered parking options need more innovations including validated parking option.
5. How does AMPS support creating new areas and the businesses?
6. Create new districts in North Boulder Business District with shared parking - west side has potential; East Arapahoe with new nodes and parking districts.
7. Make Neighborhood parking permit expansion more easy/flexible for residents to help facilitate
8. Raise price of NPP

Table

1. Look at EV Infrastructure (or other alt fuels)
2. More proactive about neighborhood parking to address concerns over spillover
3. Ramp up code enforcement
4. What is good:
 - a. Convert parking minimum to maximum
 - b. Target places that support:
 - + Density
 - + Mixed use
 - + Transit
 - c. District Concept : expand to Boulder Junction and East Arapahoe
5. More of:
 - a. Unbundling
 - b. Shared
 - c. Priced parking
6. Technology – more info on parking availability
7. “Parking cash out
8. TMP should be about **Accessibility** not **Mobility**
9. Accessibility comes from better proximity
10. More lower speed roads

Table

1. Need to consider aging population and their parking needs

2. Large surface lots not owned by the city
 - incentivize developers to change for community good
3. Apply technology and market innovations to whole city; pay attention to innovations; social media
4. Maximizing existing resources, i.e. sharing of parking lots
5. Parking beyond cars – bike trailers, strollers, electric cars

Table 5 Jeff, John, Dan, Aaron and Tim

1. Need more public/private parking arrangements like St. Julien
2. Parking supply/demand within CAGID District and new developments like Walnut – need better analysis to see if requirement balance works.
3. Out of downtown parking to support future re/developments?
4. Risky for developers to minimize parking?
5. Will traffic congestion result in less people traveling / visiting / spending money in Boulder?
6. Access overall - improve marketing of parking options
7. Need shift in mentality from suburban to urban
8. “In Denver, parking in garage is norm and expected but in Boulder, I will circle for a space on street”

Table 4 Zane, Sue, Bryan, Steve, Michelle, Lan

1. Unclear to me what we are trying to do with AMPS – Zane
2. Consider parking pricing and unbundling
3. Political spine is missing to make changes
4. Consider constraining and reducing convenience of parking
5. Study and plan for location of electric vehicle charging stations
6. Ensure AMPS work program influences land use code; need overlay districts
7. Be bold with AMPS
8. The integration between departments is good. (ie. Transportation, CP&S and Parking Services)

Table

1. More “last mile” focus
2. Use parking structures more effectively
3. Institute flexible pricing
4. Add more variety to provide alternative mode access and link affordability with life style
5. Consider economic issues related to below grade parking
 - ground water issues
 - city incentives
6. Business “culture” change, more people in less space