

## AMPS Council Update – October 2015

### Community, Board and Commission Feedback

Community engagement is a foundational element of the City of Boulder’s Access Management and Parking Strategy (AMPS) initiative. Since the beginning of AMPS in early 2014, staff has worked closely with representatives from Kimley-Horn and Associates to continue and expand both traditional and online outreach efforts. A summary of outreach activities from the beginning of AMPS through April 2015 can be found [here](#).

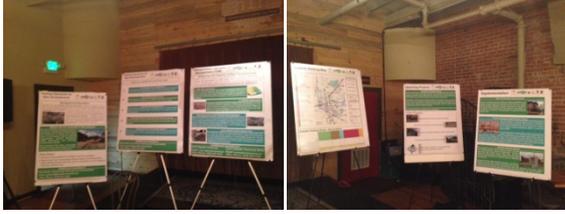
Beginning in May 2015, staff took the best practice and peer community research developed through Phase I of AMPS and began to identify focus areas and key priority areas for Phase II. Staff then worked with various consulting teams from summer to fall of 2015 to identify policy questions for boards, commissions, key stakeholders to weigh in on in preparation for a November 12, 2015 Boulder City Council study session.

Community engagement activities for Phase II of AMPS are currently underway. The following memo outlines outreach efforts to date and what feedback has been gathered from the community thus far.

### Traditional Strategies

- ***Presentations to Boards, Commissions and City Council***
  - Joint Board Meeting working session (9/21/15)
  - Downtown Management Commission (10/5/15)
  - Transportation Advisory Board (10/12/15)
  - Downtown Boulder Inc. (10/14/15)
  - Boulder Junction (10/15/15)
  - University Hill Commercial Area Management Commission (10/21)
  - Planning Board (10/22/15)
  - City Council Study Session (11/12/15)
- ***Targeted Stakeholder Meetings*** (Ongoing)
  - TDM/Parking Requirements Focus Group (9/1) – Complete
    - Two additional stakeholder meetings will be held in October/early November
- ***Open Houses***
  - AMPS Open House (9/28/15)





All of the AMPS boards presented at the open house are available [here](#).

### Online & Digital Media Strategies

- [Inspire Boulder](#)
  - Multiple topics, surveys and polls have been covered including TDM, Curb Management and general access management questions.
- [Social Media](#)
  - Twitter: [@BoulderParking](#), [@Bouldergobldr](#) and [#BoulderAMPS](#)
- [Commonplace](#)
  - Commonplace is a geographically-based online engagement tool that allows participants to make a comment or “rate a place” using a map of Boulder County. The City of Boulder is hosting the first installation of Commonplace in the United States.

### What We’re Hearing

Engagement activities for Phase II of AMPS have been less focused on general stakeholder and community education about the AMPS focus areas and more focused on:

1. Providing stakeholders with results from the best practice, peer community and outreach activities of Phase I (“What we’ve learned”)
2. Presenting draft policy questions for specific Phase II priority areas (e.g., car sharing) to stakeholders for review and feedback (e.g., Alternatives Analysis)

As many of the priorities in Phase II of AMPS are more technical in nature, outreach efforts in September and early October 2015 have been more targeted to specific stakeholder groups that might be directly impacted by policy decisions (e.g., TDM Toolkit for New Development, parking code considerations). Staff also felt it was important to allow boards and commissions to weigh in and inform recommendations for the City Council Study Session on November 12. After Council has an opportunity to share their thoughts and provide guidance on Phase II priorities, more widespread outreach to the general public will continue – likely in late November/early December 2015.

### Key Themes from Phase II Outreach

1. Stakeholder and Public Meetings
  - ***TDM / Parking Requirements Stakeholder Meeting (9/1/15)***
    - 16 Attendees
    - Attendees discussed:
      1. Parking minimums and maximums
      2. Parking reductions
      3. Unbundled parking
      4. EV charging stations
      5. TDM requirements and strategies
      6. The relationship between TDM and parking
    - Notes are available [here](#).

- ***Joint Board Meeting Session (9/21/15)***
  - 18 board and commission members attended, representing BJAD, DMC, EAB, PAB, TAB, and UCHAMC
  - Nine staff members attended
  - Two consultants attended
  - The attendees asked questions about and discussed:
    1. Car share
    2. Transportation demand management
    3. Parking code changes
  - Notes are available [here](#).
  
- ***AMPS Open House (9/28/15)***
  - Approximately 20 attendees, both staff and community members
  - Attendees asked questions about car share, parking code changes and transportation demand management

## 2. Online / Digital Media Outreach

- ***InspireBoulder***
  - TDM question on InspireBoulder: Should development companies be responsible for managing the transportation demands of new developments?
  - 136 surveys submitted
  - 46% of respondents responded to the question:
    - “Should development companies be responsible for managing the transportation demands of new developments?” With, “Yes, development companies should create an environment that provides transportation options, but should not be responsible for tenants' travel behavior.”
    - Another 20% answered: “Yes, development companies should be responsible for managing tenants' transportation demands and travel behavior.”
    - 19% provided a custom response and 15% provided some variation of a no answer.
  - The full Inspire Boulder report is available [here](#).
  
- ***Commonplace*** (launched at the end of January 2015)
  - 1,001 unique visitors
  - 172 posted comments
  - 92 registered users
  - 29% of users have added one comment; 15% of users have added three or more comments
  - Majority of users are residents between ages 26-35 and identify themselves as “residents”
  - Majority of registered users are signing up via the Commonplace website (70%), followed by Facebook (17%) and Twitter (13%)
  - Top 5 most frequently tagged themes are:
    1. Crosswalk enhancements
    2. Bike lanes
    3. Sidewalk improvements
    4. Traffic calming / Pedestrian safety
    5. Streetscaping
  - The full Commonplace report is available [here](#).