



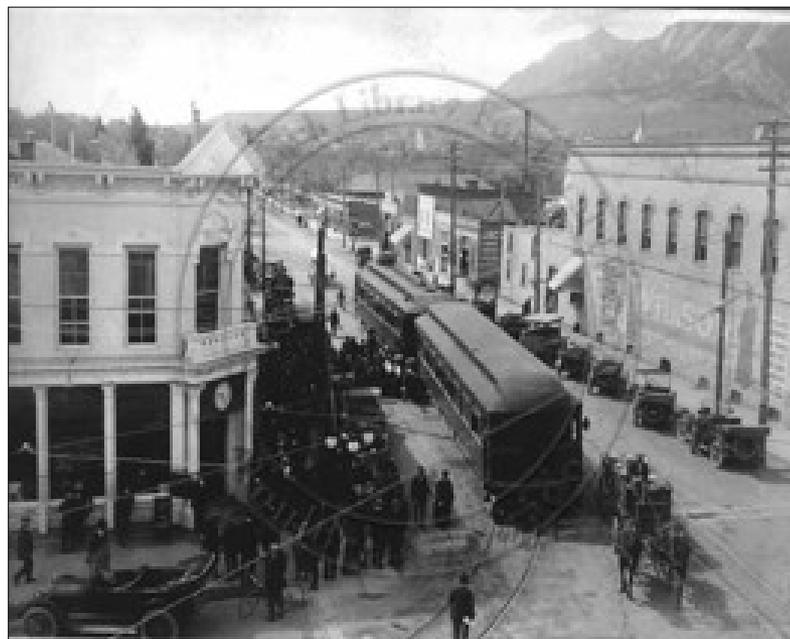
Access Management and Parking Strategy

City Council Study Session
November 12, 2015



What is AMPS?

- Balancing multimodal access and parking management policies and programs
- Developing new, citywide strategy to align with city's sustainability goals



Guiding Principles

- Provide for all modes and safety
- Customize tools by area
- Support diversity of people and needs
- Seek solutions with co-benefits



Access Management & Parking Strategy

Boulder is a national leader in providing options for access, parking and transportation. To support the community's social, economic and environmental goals, it is important to create customized solutions that meet the unique access goals of Boulder's diverse districts, residential and commercial.

AMPS: A balanced approach to enhancing access to existing districts and the rest of the community by increasing travel options — biking, busing, walking and driving — for residents, commuters, visitors and all who enjoy Boulder.

TOOLS FOR CHANGE



Access Management & Parking Strategy Timeline



Focus Areas and Specific Projects		2015 2ND QUARTER	2015 3RD QUARTER	2015 4TH QUARTER	2016 1ST QUARTER	2016 2ND QUARTER
<p>District Management</p>	Analyze Satellite Parking and Other Mobility Options	●		★		
	Explore Shared Parking Policy with Public-Private Partnerships	●		★		
	Develop Criteria to Pilot New Multimodal Districts			●		
	Develop Civic Area Access & Parking Strategy			●	★	
<p>Pricing</p>	Evaluate Neighborhood Parking Permit Program Pricing				★	
	Evaluate Pricing Options for Hourly Rates				★	
	Recommend Amount for Overtime at Meter Fine				★	
	Consider a Graduated Fine Structure				★	
<p>Technology</p>	Install New PARCS Equipment in Downtown Garages					
	Integrate PARCS Software with Existing Technology					
	Explore Applications to Enhance the Parking Experience					
<p>Parking</p>	Reassess Long-term On-Street Parking (72-Hour) Limitation	★				
	Develop a Curbside Space Management Plan					
	Explore Transportation Demand Management Options for New Private Developments	★				
<p>Code</p>	On Street Car Share Policy			★		
	Evaluate & Update Parking Requirements			★		
	Explore Automatic Parking Reductions for Beneficial Projects			★		
<p>Travel Options</p>	Evaluate Expansion of Shared, Unbundled, Managed & Paid Parking in New Districts or as Potential Overlays			★		
	Transportation Demand Management Toolkit for Private Developments			★		
	Explore Trip Reduction Tools for Existing Commercial			●		
	Investigate Bundled First & Final Mile Strategies			●		
	Explore Parking Cash-Outs for CAGID Employees			●		

Project Phase(s)

- = Alternatives Analysis
- = Policy/Strategy Recommendations
- = Development & Implementation
- = Community Outreach
- = City Council Review of Draft Recommendations
- = City Council Review of Policy/Strategy Recommendations

Implementation – *actions currently in progress*

- New Technology Improvements
- Shared Parking (Public/Private Policy)
- Satellite Parking Strategy

Coming Attractions (2016)

- Neighborhood Parking Program Review (Jan. Study Session)
- New Parking District Formation Options
- Downtown Parking Utilization (bikes and autos)
- Chautauqua Managed Parking
- Coordination with Civic Area project for access/parking/TDM
- AMPS Strategy Document



- 1. Parking Pricing**
- 2. Off-Street Parking Code Regulations / TDM Plans for New Development**
- 3. Car Share On-Street Parking Policy**

PARKING PRICING



WHY PARKING PRICING?

Pricing as an important tool to

- Manage a valuable resource
- Fund maintenance and finance new facilities
- Encourage turnover
- Create an incentive to try other modes of access
- Support the city's sustainability goals

SUMP Principles

- **S**hared
- **U**nbundled
- **M**anaged
- **P**aid



2016 permit rate increases (quarterly rate)

- Garages: **9%** (\$330 to \$360)
- Lots: **5%** (\$200 to \$210)
6% (\$175 to \$185)
- NPP commuter permits: **10%**
(\$82 to \$90)

Factors considered in pricing increases

- Comparison with private rates
- Balancing sustainability goals
(environmental, social and economic)
- CAGID, UHGID, BJAD = taxing districts

Comparison with private rates

- o Annual review to assess changes

April 2015 survey of comparable rates in Downtown by quarter

Garage

Pearl St Properties	\$525
Arete-Tebo	\$450
Canyon Center	\$375
Exeter Building	\$375
One Boulder	\$285 to 600

Lots

First Congregational	\$225
First Methodist	\$225
Trinity Lutheran	\$210
One Boulder	\$175

Comparison with private rates

- Private providers’ “market”
 - Tenants only: rates and availability of permits negotiated
 - Tenant profile: “high end professionals”
 - Largest providers: Unico & One Boulder Plaza – *76 tenants*
 - Public hourly parking discouraged or for retail tenant validation

Comparison with private rates:

- CAGID's "market"
 - 1,200 downtown businesses
 - 99% of businesses have fewer than 50 full time employees
 - Wide variety of business types
 - CAGID serves two "masters"
 - Employee permits
 - General public

Balancing community goals: “*the sweet spot*”

- Environmental
 - Provide incentives and options for multi-modal choices
- Social
 - Inclusive of all users: employees, clients, residents, visitors
 - Employees: increases in commute distance, fewer options
- Economic
 - Create an economically viable downtown
 - Provide options for all downtown businesses

Taxing District

- Taxes for parking and related improvements
- Properties already contributing to the cost of parking

Permit rate increase process

- Part of the annual city budget
- Predictable for businesses' budget planning
- Options
 - City manager rule or code change
 - Budget amended through adjustment to base

Parking Pricing Next Phase: 2015-2017

- Parking fine increase and approach
- Short term, hourly parking pricing
- NPP resident and business permit rates

Extensive Public and Stakeholder Outreach

- Engage district stakeholders
- Consideration of timing of increase
- Comprehensive community engagement and communication strategy including
 - Social media
 - Traditional forums
 - Surveys when applicable

1a. Does Council have any feedback on the factors that influence recommendations regarding long-term permit rates in the commercial districts?

UPDATES TO OFF-STREET
PARKING CODE CHANGES
and
TRANSPORTATION DEMAND
MANAGEMENT (TDM) PLANS
FOR NEW DEVELOPMENT

PURPOSE & PROCESS.

Collaborative Process

Stakeholder Input

- **Meetings with Stakeholders/Coffee Talks**
- **AMPS Open Houses**
- **Joint Board Session**
- **Presentations to boards and commissions**
- **City Council Study Session**

Objectives

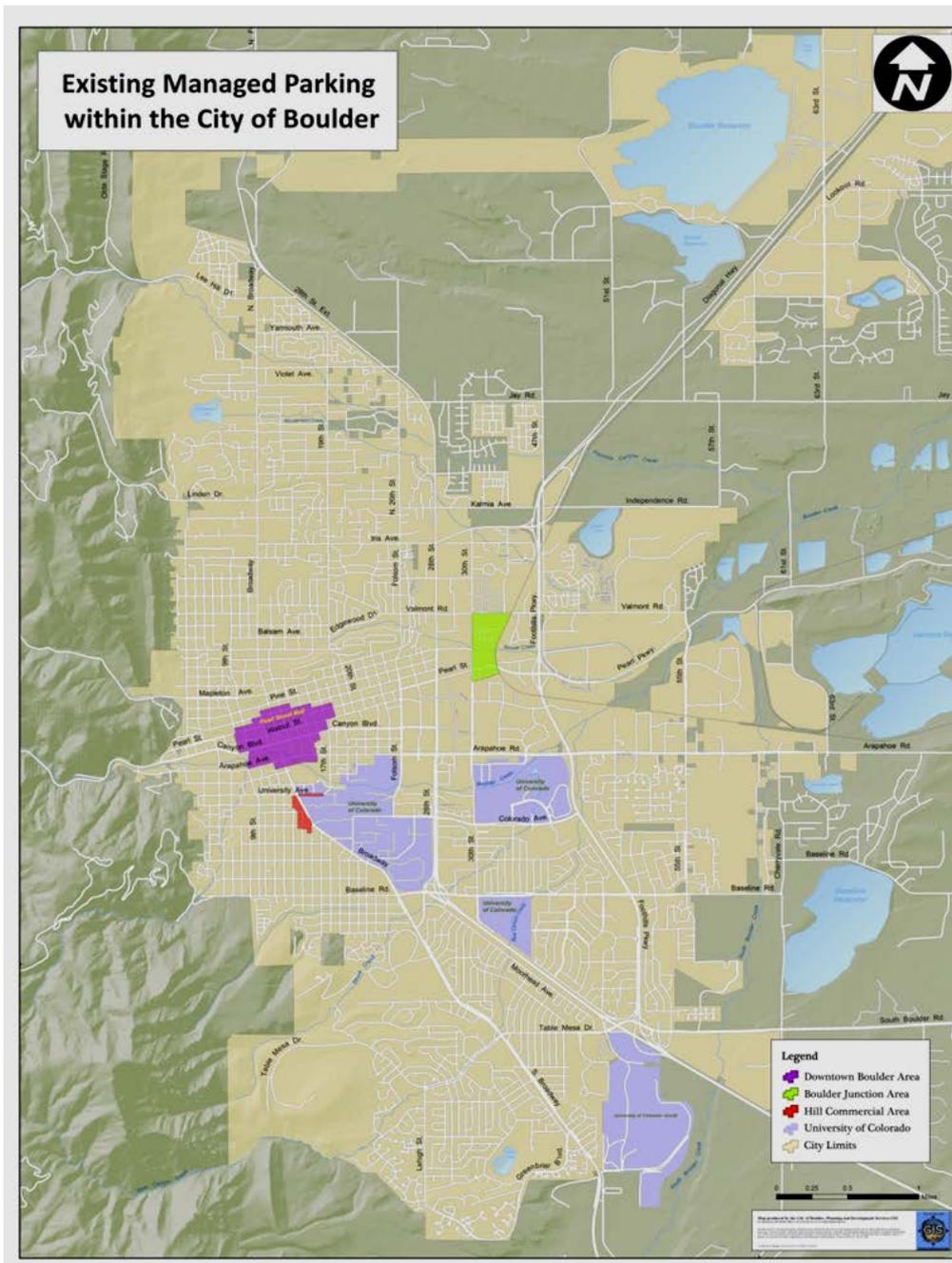
- *Develop recommendation that support BVCP policies, TMP and Climate Commitment goals
- *Analyze existing conditions
- *Understand the relationship between TDM and Parking Requirements

Desired Outcomes

- ***TDM:** Draft ordinance for TDM requirements for new development
- ***Parking Requirements:** Draft recommendations on parking requirements and land use

Where would changes apply?

- Off-street/private lots
- Outside of existing parking districts
- **NOT** on University land



Off-Street Parking Requirements

– *Best Practices considered*

- **Parking maximums/Additional TDM requirements for minimums**
- **Shared parking requirements**
- **Automatic parking reductions along multimodal corridors**
- **Unbundled parking in areas outside of Boulder Junction**
- **Requirements for electric vehicle charging stations**

Three Scenarios provided in memo to illustrate the range of options for parking code changes

Why revisit citywide parking rates?

- Parking reductions often requested
- Considers increased use of bikes and transit in Boulder
- Parking rates beyond downtown has not been comprehensively studied



What about other communities?

- Fayetteville, AR
- Champaign, IL
- Minneapolis, MN

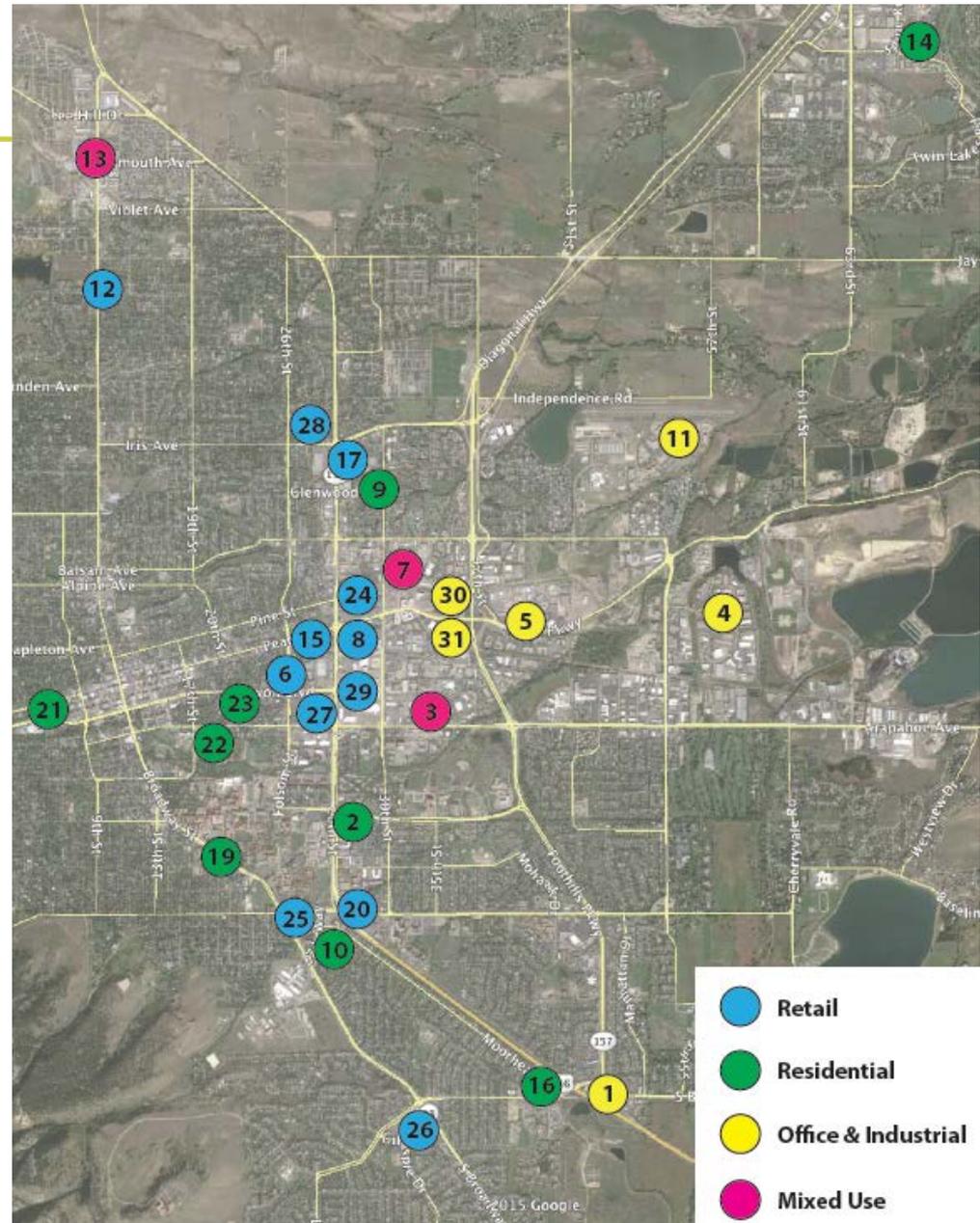
- Westminster, CO
- Louisville, CO
- Windsor, CO

Data Collection

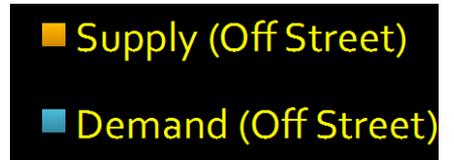
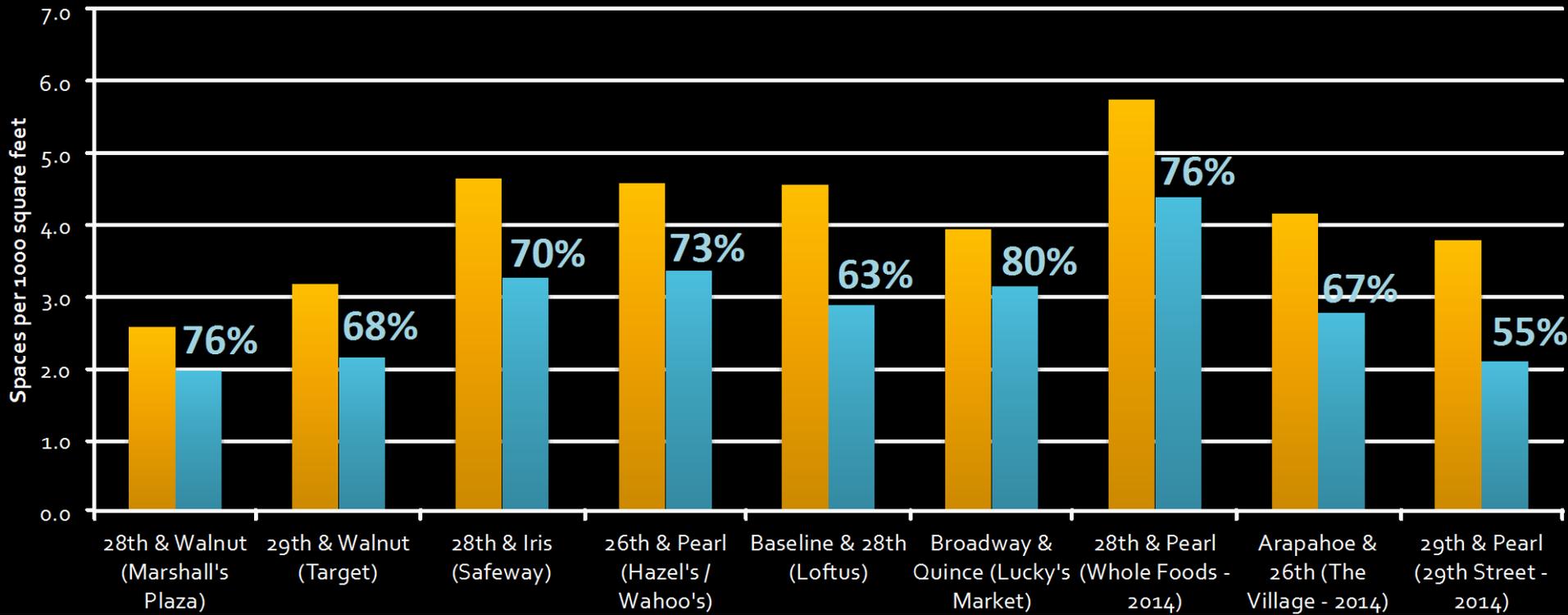
- 14 month timeline
- Peak/off-peak times
- Summer, Spring, Fall
- Over 30 locations
- Land use totals/type
- Photo inventory

Data Analysis

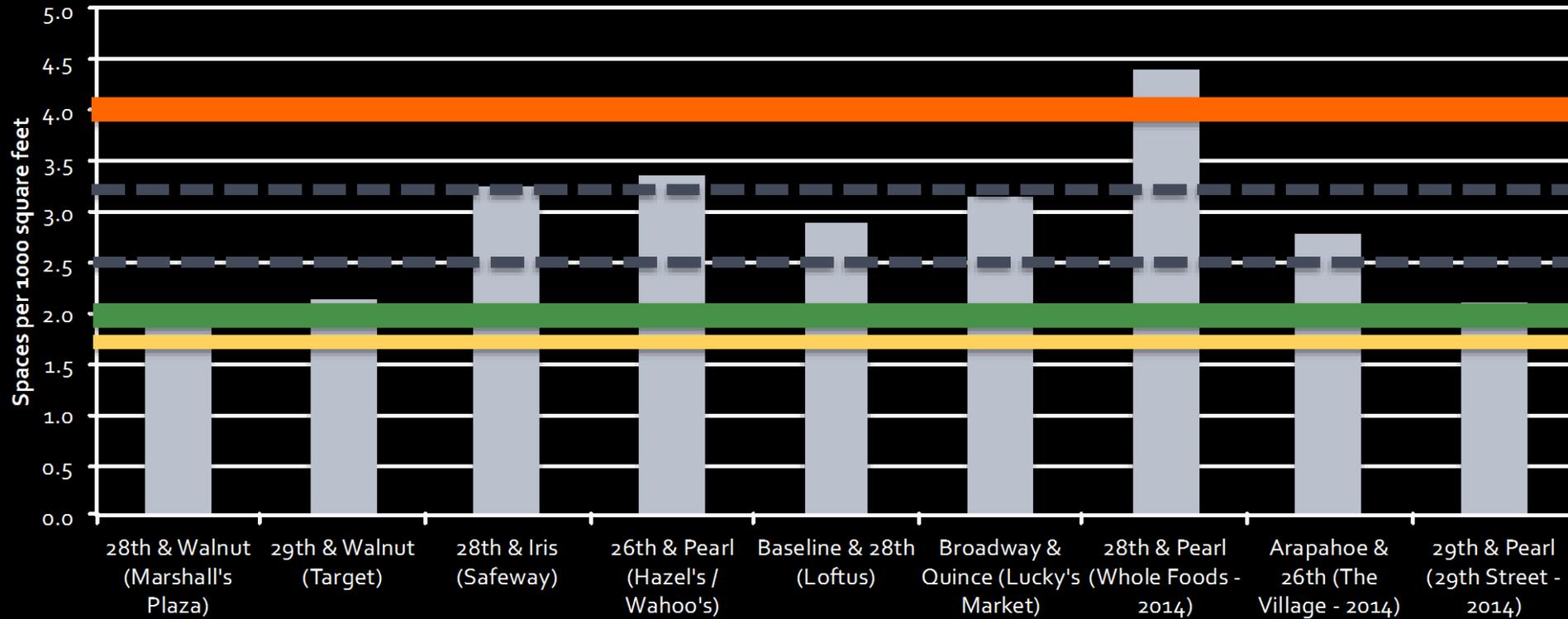
- Parking demand rates
- Parking supply rates
- Accessibility analysis
- Parking min/max analysis



Parking Supply & Demand Rates @ Commercial Sites



Parking Demand Rates @ Commercial Sites



4.0 New Max ?

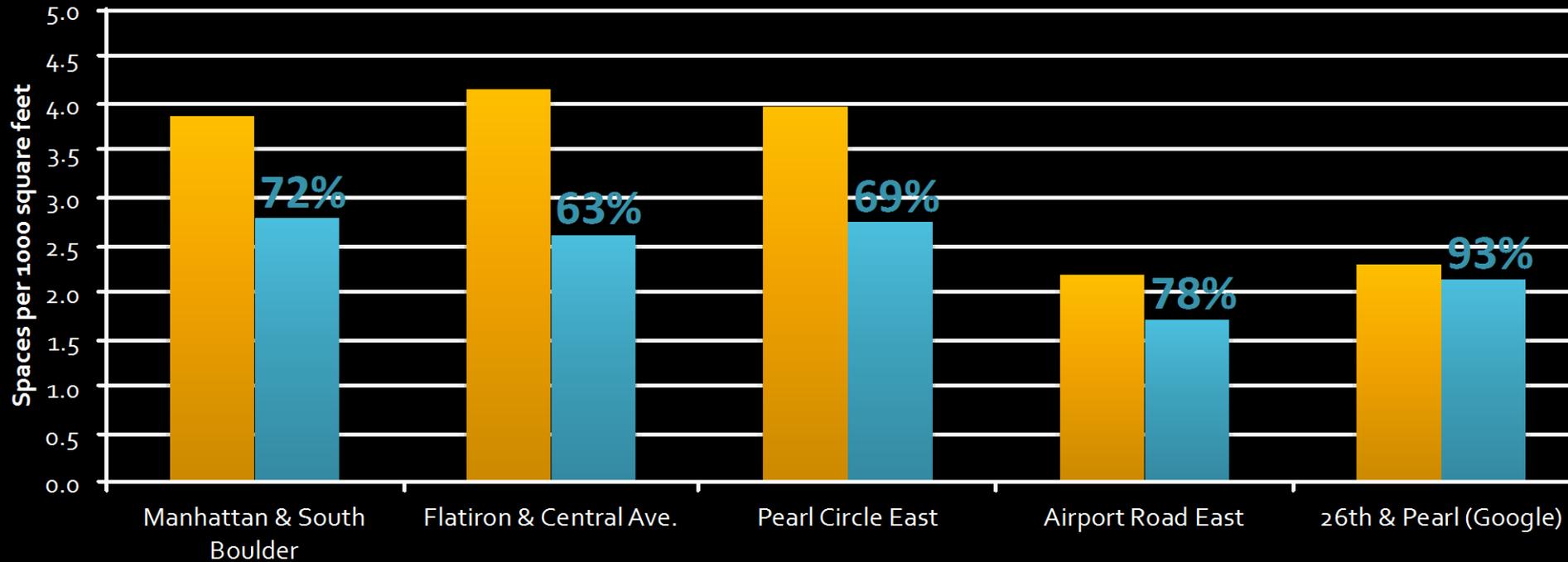
3.3 Current Req.

2.5 Current Req.

1.7 CAGID

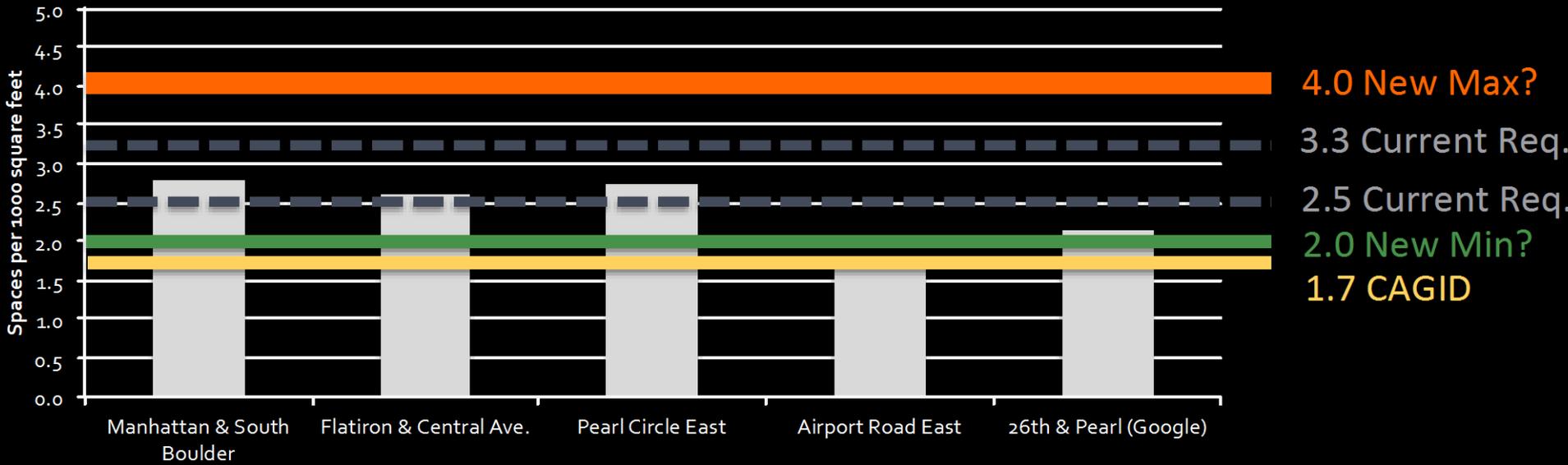


Parking Supply & Highest Demand @Office Sites

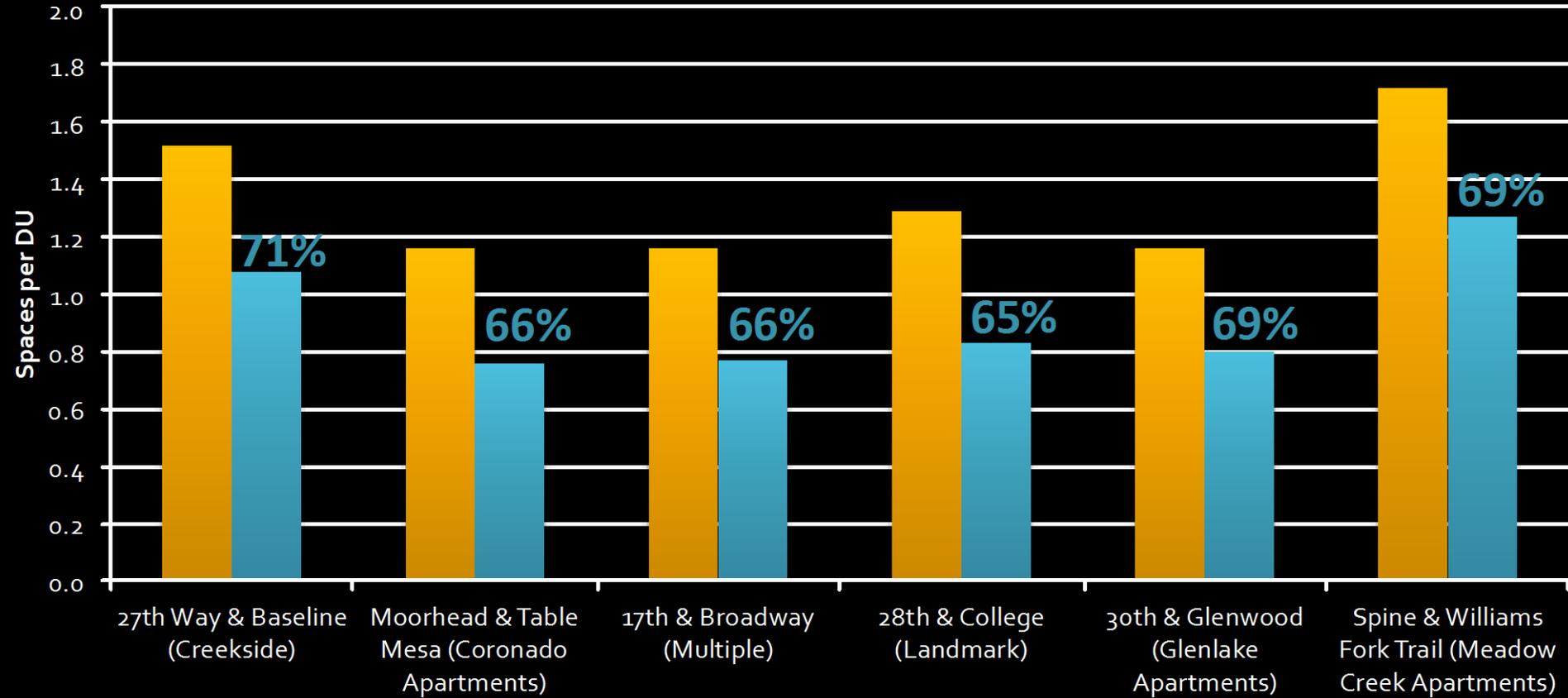




Parking Demand Rates @ Office Sites

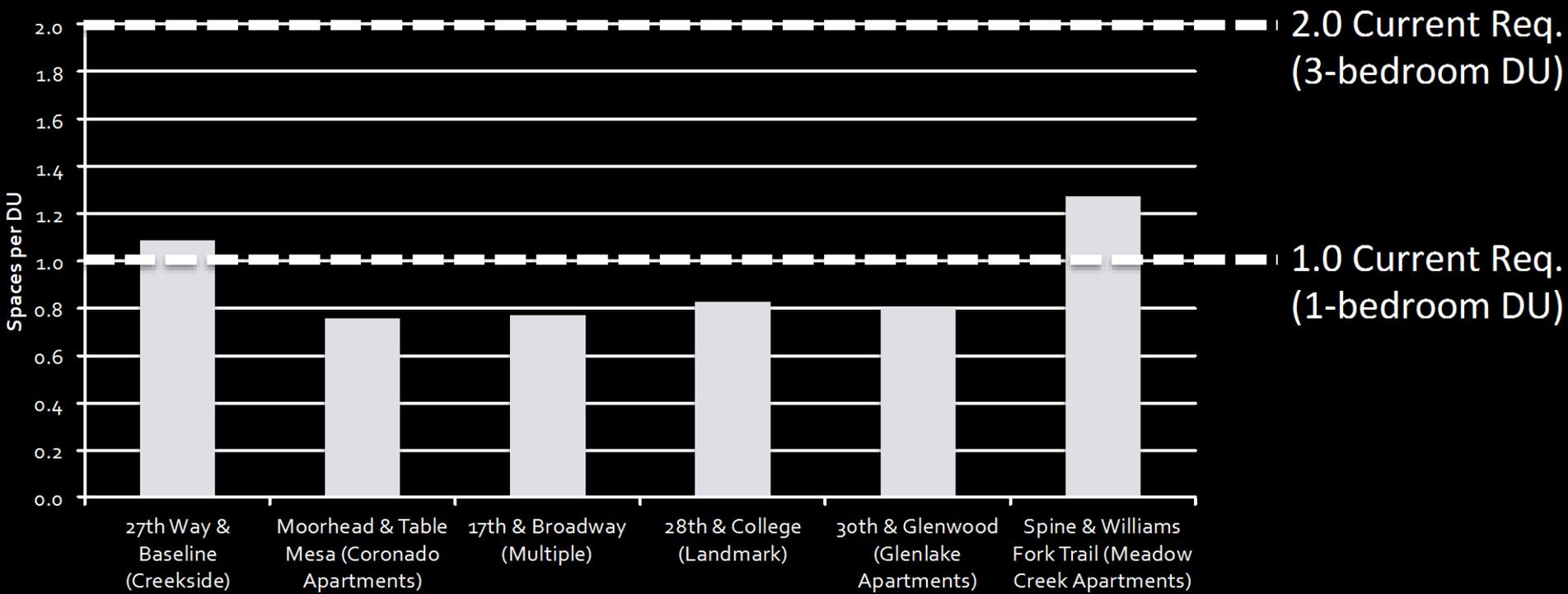


Parking Supply & Demand Rates @ Residential Sites





Parking Demand Rates @ Residential Sites



Key Lessons

- None of the locations reached full occupancy
- Most retail is parking at the minimum standard
- Most offices parking below the minimum standard
- Most residential parking at or below 1 space/unit
- Parking requirements could be citywide based on data findings



Data speaks to necessary adjustments in parking #s and helps to inform range of scenario options

- **Following input from council, staff will analyze parking numbers in more detail and run #s by TAB and Planning Board / prepare ordinance changes**

Data illustrates the need to link to TDM plans for new development

- **Further analysis into what TDM standards should be when close to parking minimum**



TDM Plans for New Developments

– Three moving pieces

1. Parking Code Changes- Setting the parking supply foundation
2. Impact Fee Study- Capital infrastructure and multi-modal access improvements for new developments and ongoing funding for operations and TDM
3. TDM Plan Ordinance- Requiring a commitment to providing on-going TDM programs and services





Why TDM Plan Requirements for New Developments?

- Goal-oriented and connected to Transportation Master Plan and Sustainability Framework
- Manage the impact of new developments on our existing transportation system

Ordinance options

- City-wide Approach - TDM Plan ordinance for all new developments meeting thresholds
- District Approach - TDM Taxing Districts in existing and future commercial districts



City-wide Approach

- Covers only new developments city-wide
- Focus on monitoring and enforcement
- Implementation
Challenge:
Administratively intensive
- New Option on Threshold to consider

District Approach

- Uses Boulder Junction Model
- Covers new developments and existing properties
- Focus on providing services in mixed use areas
- Implementation
Challenge: Districts are created through a vote of property owners

Staff Consideration: Pursue a city-wide TDM Plan ordinance while advancing the District Approach as opportunities arise.

Next Steps

1. Continue integration with Parking Code Changes
2. Identify specific target levels
3. Evaluate enforcement options
4. Work with CAO on draft ordinance language
5. Gather feedback from stakeholders, TAB and Planning Board and return to Council



1b. Which scenario(s) for parking code changes should be advanced for further refinement?

- **Scenario 1**
- **Scenario 2**
- **Scenario 3**

[see pages 12-13 of packet]





- 1c. Should the city pursue a city-wide TDM Plan ordinance for new developments while working to create new TDM districts as opportunities arise in future area planning efforts?**

- 1d. Should the city include in the city-wide approach an option to have the threshold based on the number of employees or bedrooms/housing units or number of peak hour vehicle trips?**



CAR SHARE ON-STREET PARKING POLICY

WHAT EXISTS TODAY.

- The goal is to develop a car share policy to guide staff as they work with car share companies who currently operate in Boulder or wish to do so in the future
 - *Boulder Car Share (now eGo) started in Colorado as a non-profit in 1998 and is currently operating in Boulder*
 - *ZipCar is operating on a limited basis*
 - *Car2Go has expressed interest in the Boulder market*
- Conducted research on car sharing best practices regionally, nationally and internationally

Benefits of Car Share Model

- Allows car use without car ownership
 - *Research shows each car share vehicle replaces between 9 and 13 privately owned motor vehicles (2010 Greenhouse Gas report)*
- Can work with other modes of transportation to minimize motor vehicle trip making
 - *San Francisco City Car Share report - 47% less driving / Greenhouse Gas report – 40% less driving*
- Can minimize traffic and parking impacts
 - *Denver program reduced member parking demand by 4% a week and reduced miles traveled by 1/3 of members who joined the program*



TWO BUSINESS MODELS.

- 1) Designated spaces for car share vehicles (eGo and Zipcar)



- 2) Car share vehicles able to use any space (Car2Go)



- Policy options should support TMP and Sustainability goals
- On-street options would require code changes
- Are on-street designated spaces contrary to SUMP principles?
- How significant is car-share in accomplishing these goals?
- Will designation prompt other private requests?
- Would one way car share be used to circumvent paid parking in our commercial areas?
- Would one-way car share decrease use of other modes of transportation?

Depending upon council feedback, next steps might include

- Work with the CAO to develop proposed changes to the BRC which would allow special access to public ROW parking for car-share
- Develop a DRAFT car share policy
- Lower priority work task

- 1e. Should the city consider a new policy to allow designated on-street parking options for car share companies?**
- 1f. Should the city include a permitting process for geo-tracked car share vehicles to park in undesignated public right-of-way parking spaces in excess of time restrictions or meter requirements?**



CONTACTS.

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 - Carlos Hernandez: hernandez@foxtuttle.com
- AMPS Website
 - www.bouldercolorado.gov/amps

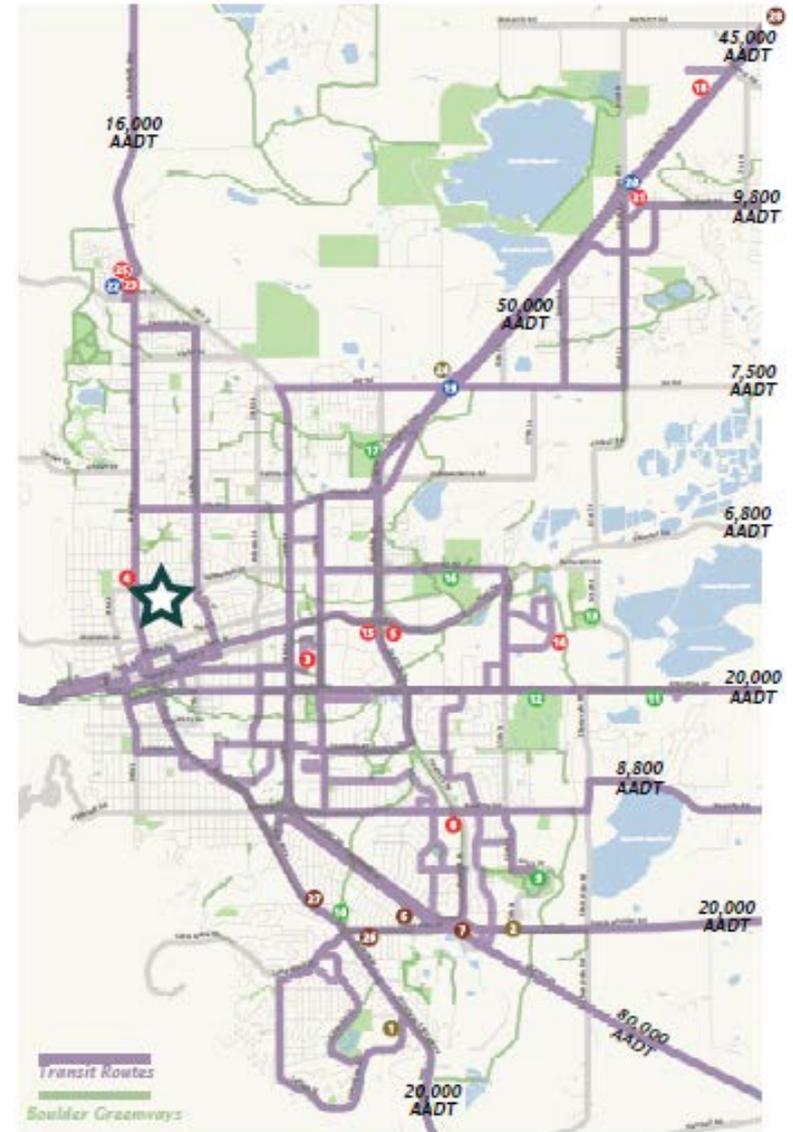


Resource Slides



- Shared parking facilities along major transportation corridors
- Paired with employee travel sheds
- Locations paired with multi-modal options
 - Car share, bike share facilities
 - High frequency transit routes
 - Proximity to bike corridors

SATELLITE PARKING.



Mobility Hubs



- 1 Enhanced bus stops with real-time information
- 2 Designated bus lanes and priority signals

- 3 Secure bike parking
- 4 Bike parking
- 5 Off-street bike path

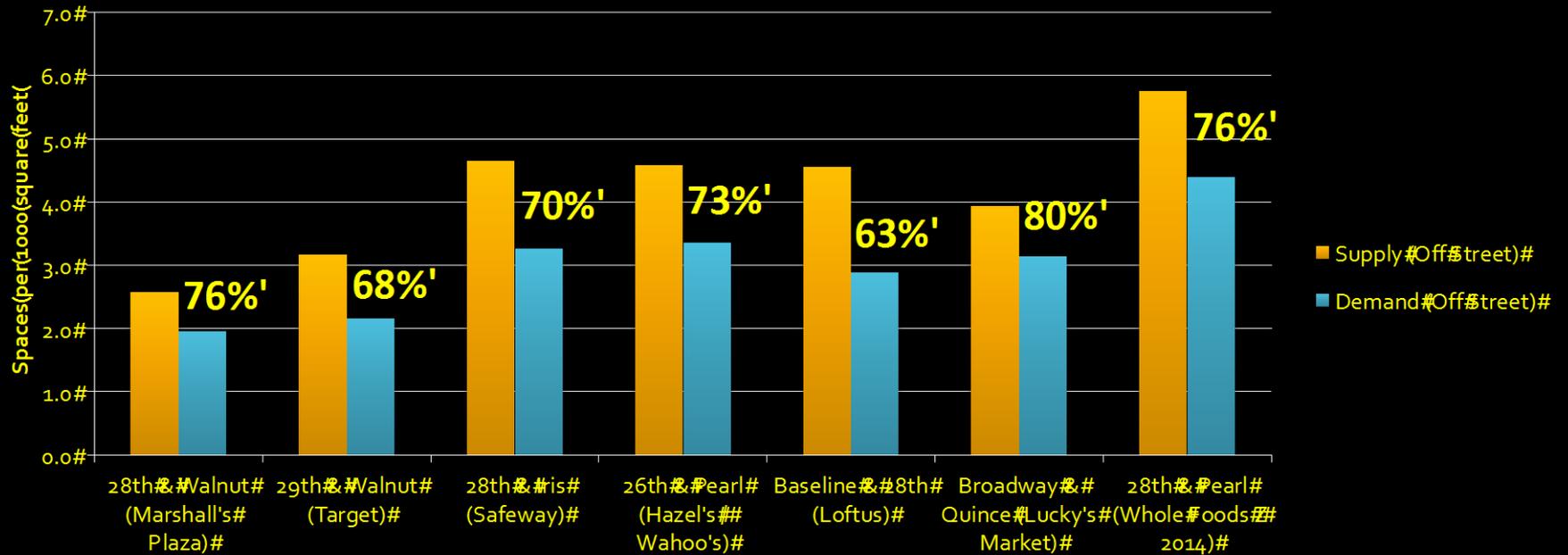
- 6 Car sharing
- 7 Transit and community information kiosk
- 8 Public art

- Proposed Options to pursue
 - Table Mesa Park n Ride
 - Eco Cycle/Resource Yard
 - Boulder Community Hospital
 - North Boulder
- Longer Term Options to analyze
 - State Highway 119 and 7 Corridor studies

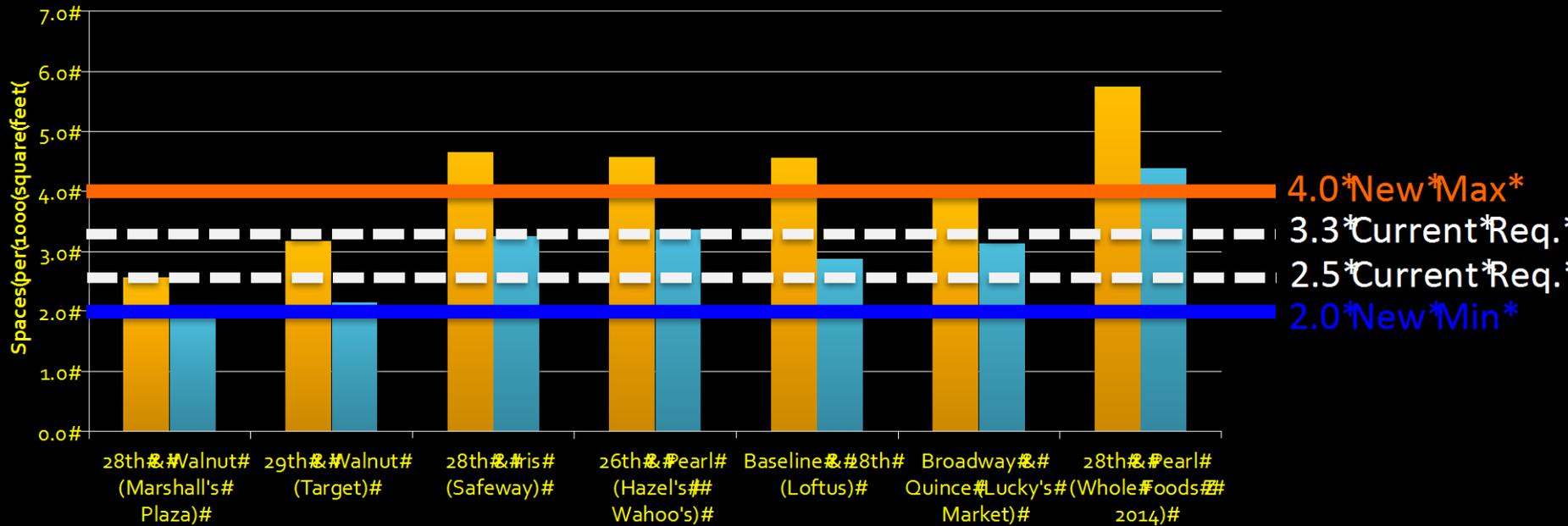
- 2016 Program Goals
 - Solidify satellite parking locations
 - Determine pilot program
 - Focus on 50 downtown participants
 - Develop outreach, marketing and rewards program
 - Evaluate results
 - Coordinate with corridor studies

- **TDM Plan Requirements for New Developments**
 - Goal-oriented and connected to Transportation Master Plan and Sustainability Framework
 - Manage the impact of new developments on our existing transportation system
- **Ordinance options under consideration**
 - District Approach - TDM Taxing Districts with Trip Generation Allowance in existing and future commercial districts
 - City-wide Approach - TDM Plan ordinance for all new developments meeting trip generation thresholds

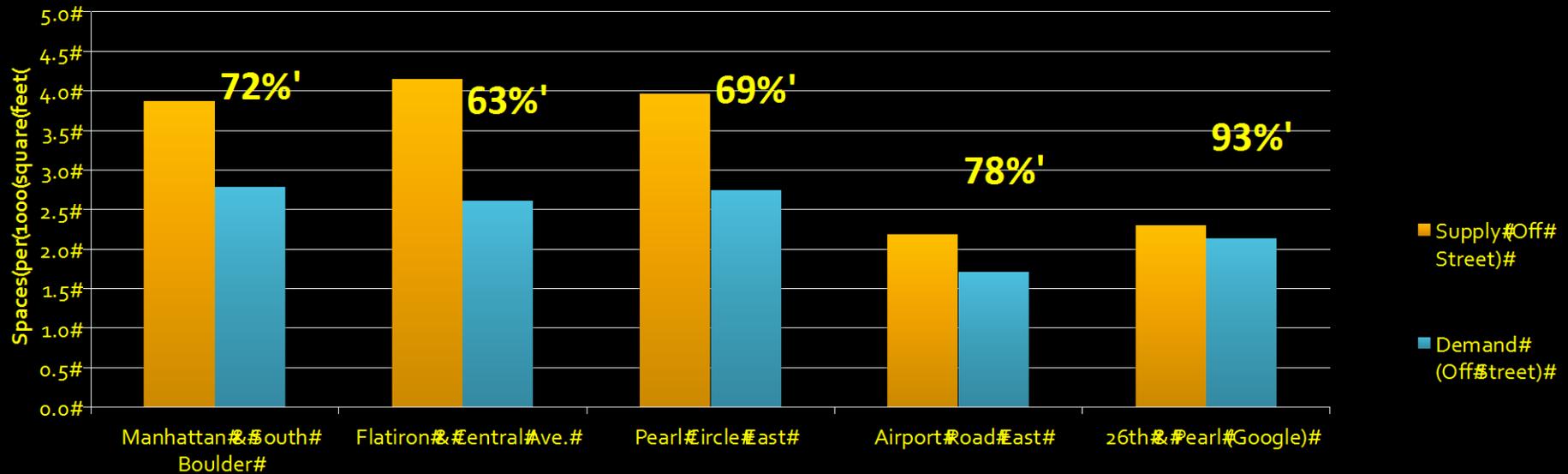
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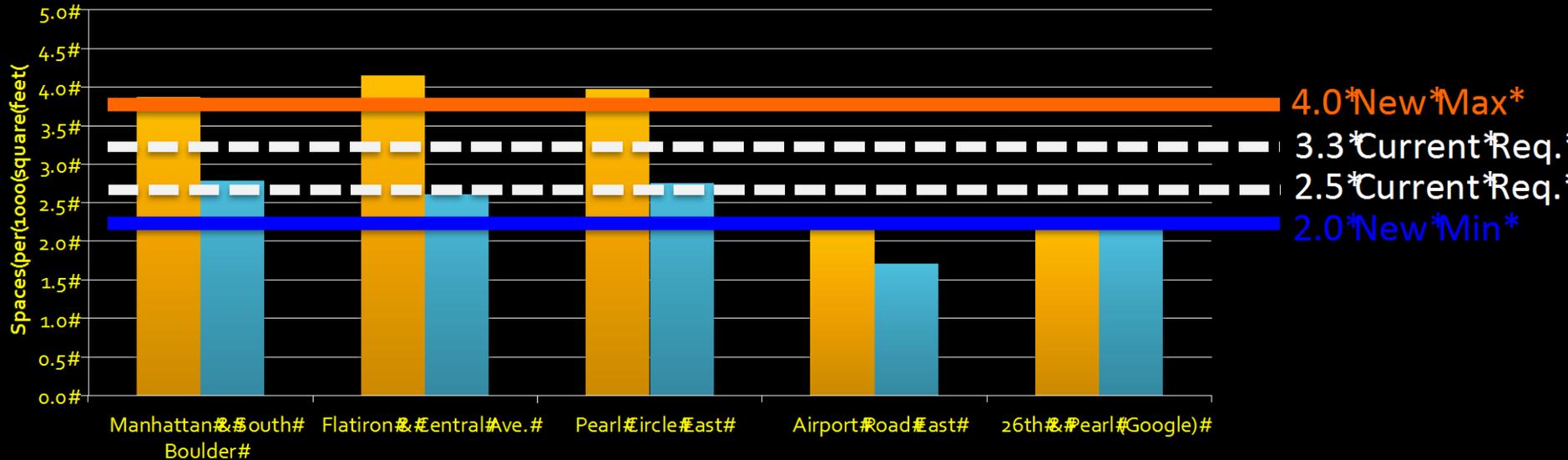
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Parking Supply (& Highest Demand Rates) for Residential Sites

