

CITY OF BOULDER
Transportation Advisory Board

MEETING DATE: October 14, 2013

AGENDA TITLE: Feedback regarding the AMPS (Access Management and Parking Strategy) guiding principles and areas of focus.

REQUESTING DEPARTMENT:

Molly Winter, Director, Downtown and University Hill Management Division/Parking Services

Kathleen Bracke, GO Boulder Manager, Transportation Department

OBJECTIVE:

Receive feedback from TAB on the AMPS project.

SUMMARY

The purpose of this item is to receive feedback from TAB on the Access Management and Parking Strategy project's guiding principles and areas of focus. (See Attachment A.)

BACKGROUND

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

PROPOSAL

The interdepartmental staff team is proposing the following **guiding principles** for the project (also see Attachment A for more specific description):

- Provide for all transportation modes
- Support a diversity of people
- Customize tools by area
- Seek solutions with co-benefits
- Plan for the present and future

- Cultivate partnerships.

The **areas of focus** for AMPS develop are proposed to be (see Attachment A for specific descriptions):

- District Management
- Travel Demand Management Programs
- Enforcement
- Technology
- Parking Management: on and off street
- Parking Code Requirements for Private Property
- Parking Management through pricing.

PUBLIC COMMENT AND PROCESS

After several multi-departmental staff workshops, the AMPS project concept was presented to city advisory boards (TAB, Planning Board, and the district boards: Boulder Junction Access Districts, Downtown Management Commission and the University Hill Commercial Area Management Commission) in the spring for feedback. A study session was held with City Council on April 27th to affirm the project direction and approach. A joint board meeting of the district boards, Planning Board, TAB and the Environmental Advisory Board was held in August to present three inter-related efforts: AMPS, Transportation Master Plan Update (TMP) and the Climate Committee, and provide a first time opportunity for discussion amongst the boards. During the fall, staff will be seeking specific feedback from these advisory boards on the AMPS guiding principles and areas of focus. An open house will be held on October 14 to solicit feedback from the public on the three initiatives. A study session with City Council is scheduled for October 29 in order to receive their feedback, guidance and endorsement of the AMPS principles and areas of focus in order to formulate the AMPS work plan for 2014.

ATTACHMENTS:

- A. AMPS Areas of Focus and Guiding Principles

AMPS

Access Management & Parking Strategies



What is 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.

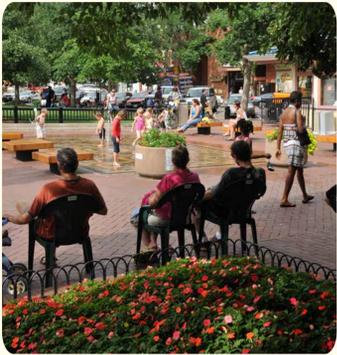
The Access Management and Parking Strategy (AMPS) will :

- 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.
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AMPS Areas of Focus



District Management



Integration of public space management, parking management, business assistance, maintenance, and alternative modes services to the Downtown and University Hill commercial areas through the highest level of customer service, efficient management and effective problem solving in order to support economically and socially vital commercial areas.

Travel Demand Management Programs



Manage access in our commercial districts through alternative modes of transportation, including the downtown employee Eco Pass, eGo CarShare memberships, Boulder B-cycle stations, and pedestrian-based infrastructure improvements. Reducing employee automobile trips leads to increased parking supply for customers and visitors, and supports the city's Climate Action Plan.

Enforcement



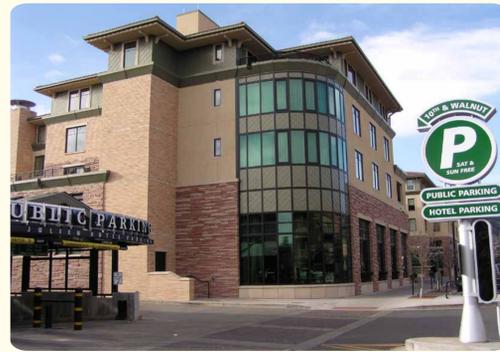
Employ enforcement to ensure reasonable access and turnover for businesses, residents and visitors to support the health, safety, neighborhood livability and economic vitality of the City. Well-designed enforcement enables the City to maximize its use of the existing parking supply.

Technology



Research and utilize the most efficient technologies to manage existing and future parking and enforcement operations, and to improve the overall customer parking experience in Boulder.

Parking Management On Street and Off Street



Manage parking garages, on-street systems and enforcement for three of Boulder's commercial districts: Downtown Boulder, University Hill and, when completed, Boulder Junction, as well as, the 10 Neighborhood Parking Permit districts throughout Boulder.

Parking Code Requirements for Private Property



Consider code changes for private, off-street parking regulations in order to align policies with citywide goals for reducing single occupant vehicle trips, supporting alternative modes of transportation with the goal of creating vital centers and neighborhoods.

Parking Management through Pricing



Use pricing to effectively manage parking resources and balance the role of pricing in supporting the use of alternative modes of transportation with economic viability.

AMPS

Access Management & Parking Strategies



Specific Guiding Principles



- **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.

- **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.
- **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.
- **Seek Solutions with Co-Benefits:** Find common ground and address trade offs between community character, economic vitality, and community well-being with elegant solutions—those that achieve multiple objectives and have co-benefits.
- **Plan for the Present and Future:** While focusing on today's needs, develop solutions that address future demographic, economic, travel, and community design needs.
- **Cultivate Partnerships:** Be open to collaboration and public and private partnerships to achieve desired outcomes.

Issues & Opportunities

- Meeting the access needs of our diverse customer base to our city centers – employees, visitors, customers, clients, residents; young, old, disabled and everything in between.
- Balancing the economic vitality of our commercial districts with other city sustainability goals: social and environmental.
- Maintaining neighborhood livability within the context of our compact, mixed use, higher density development model.
- Increasing our downtown employee alternative transportation mode-share by offering viable options and valuable incentives in a market now experiencing longer commuter miles.
- Balancing the demands for use of the public right of way: providing space for alternative modes, pedestrian walkability, socializing and having events.

Next Steps

Climate Commitment

Strategy development and testing

Community outreach and engagement

Strategy refinement and interim target establishment

Partnership development

Plan review and final adoption (1st Quarter 2014)

Transportation Master Plan

Continue to deploy and evaluate bike/ped innovations

Develop and evaluate transit scenarios (Fall - Winter)

Integrate funding, projects, TDM strategies into investments programs

Study sessions proposed for February and April 2014

Access Management & Parking Strategies

Feedback from Joint Board Meeting (8/13)

Interdepartmental teams by areas of focus (9/13)

Hire a consultant (9/13)

Develop draft work areas and prioritization matrix (9-10/13)

Public Open House (10/13)

Check-in with City Council (10/13)

Phase implementation (2014)