



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/
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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



