



2013 Transportation Master Plan (TMP) Update

Summary of Community Outreach

Revised: July 22, 2013

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I. Transportation Master Plan Update Process

Master plans for the City of Boulder are set within the broader context of the Boulder Valley Comprehensive Plan (BVCP), the city's Sustainability Framework and Climate Commitment goals. The Transportation Master Plan (TMP) is expected to reflect and implement these broader community goals within the area of transportation. While the TMP is a mature plan reflecting 20 years of consistent policy direction and four previous updates, a variety of changing conditions and challenges necessitate this update and are driving the resulting work program.

The TMP update process began with a Policy Review phase which was presented to City Council in the fall of 2012. Based on this assessment of progress and the issues identified, council provided direction for the planning work of the update. The TMP update work is organized into five Focus Areas to address the identified challenges:

- *Complete Streets*- Additional travel in Boulder needs to be accommodated in non single occupant vehicle (SOV) modes. Continue to build a transportation system for all modes with an emphasis on addressing the lack of progress in expanding the transit system and exploring bike and pedestrian innovations to increase use of these modes;
- *Regional Travel*- About half of Boulder employees commute in at a much higher SOV mode share than Boulder residents. Providing enhanced transit, van pool and car pool opportunities as well as regional bike connections are critical to reduce regional SOV travel;
- *Transportation Demand Management (TDM)* - Parking management and the Eco Pass are the foundation for shifting travel behavior where travel options exist. Exploring a community-wide Eco-Pass and parking management strategies as well as developing TDM packages for development review are needed to support mode shift toward the community's goals;
- *Funding*- The transportation funding shortfall has been documented through the Transportation Maintenance Fee (TMF) analysis with the Transportation Advisory Board (TAB) and the community task force. Increased funding is essential to maintain the existing transportation system and for investments continuing progress toward community goals;
- *Integrate with Sustainability Initiatives*- Successfully reaching the community's challenging goals across all areas of sustainability requires new, integrated planning approaches. Increasing the effectiveness and coordination of sustainability efforts across the city organization maximizes opportunities to achieve transportation, climate, land use, economic vitality, and other community goals.

The TMP update is progressing in each of these Focus Areas and while community outreach events or activities may emphasize a particular area, all the events and input received inform all of the Focus Areas and are integrated into the holistic TMP planning process.

II. Community Outreach Strategy

The goal of any planning process is to involve a broad cross section of the community in shaping a vision for a particular issue or area. A wide range of new tools and technologies exist in the area of social media to bring more of the update process to community members and allow a greater portion of them to participate. Recognizing this, a Communications Plan for the TMP update process was prepared including a number of innovative strategies. This plan is intended to coordinate, organize and guide communications for the entire update process. It recognizes the opportunities of social media to reach new audiences and a wider portion of the community. It also identifies strategies for integrating social media into more traditional outreach efforts. The plan identifies the key themes and messages to be used in communicating about the update. These messages are distilled into the following statement:

The 2013 TMP update is a community planning effort to advance and innovate Boulder transportation to be more accessible and sustainable for generations to come. This master plan update integrates with the city's Sustainability Initiatives and Climate Commitment to create a better community and world.

In addition to the standard outreach practices of open houses, Web materials and print media, this update is utilizing a comprehensive set of social media tools. These include Twitter, Facebook, Tumblr and email blasts. These are used to announce events and encourage participation on the TMP update Web page, the Community Feedback Panel, the InspireBoulder site, the Design Your Transit site, and a variety of Bike Audits, Walk Audits, Focus Groups, and Storefront Workshops for all of the TMP update focus areas. Complementing the broad outreach, the planning process includes several advisory committees of stakeholders in a given focus area. The results of all these efforts will be integrated into a TMP Public Process report and will inform the resulting TMP update plan document.

III. Community Outreach Efforts

Events

Open Houses

- The **TMP update Kick-off Open House** was held on March 4 at the Hotel Boulderado Conference Center in conjunction with the Smart Growth America Cool Planning Presentation and Workshop.
- A **CU East Campus Projects Open House** held on March 13 at the CU East Campus provided a second opportunity to introduce the public to the TMP Update effort.

These events were well attended with more than 140 participants. As the ‘launch’ of the public outreach component of the TMP update, the meetings provided an educational opportunity for the public to learn about the TMP update process, provide input, and volunteer to participate on a Community Feedback Panel. Information was presented on the five focus areas of the TMP.

- An open house meeting to present the **Complete Streets Bike Innovations demonstration projects** was hosted on May 9 from 5 to 6:30 p.m. in the Alfalfa's community room. The

materials presented included information on the TMP Update as well as the proposed demonstration projects and future bike innovations for consideration. Approximately 50 community members attended and all of the feedback on the proposed innovations was positive. However, some community members expressed that the proposed innovations along University Avenue west of Broadway may not be the right solution for this test corridor. It was understood that these demonstration projects offer a real world environment for community members to interact with, provide input and envision where else they would like to see these treatments in our community. It was also understood that the locations chosen to demonstrate the new bike facilities are places where we can easily implement them this summer.

Storefront Workshops

Storefront workshops are being conducted by the project team to gather feedback on transit and other mobility/transportation issues, especially from transit users as well as the other Focus Areas of the TMP update. A *Storefront Workshop* is a new interactive tool that allows community members to give *hands-on* input on how they would improve Boulder's transportation system.

- **Location and Participation:**

The project team has held a total of **five eleven storefront workshops** in different geographic locations to ensure participation from a range of people and on the principle that it was important to bring workshops to the community, instead of asking people to "come to us". The sites of the Storefront Workshops included the University of Colorado University Memorial Center (UMC), The Cup coffee shop on Pearl Street in downtown, the Boulder Community Foothills Hospital in East Boulder, University of Colorado Sustainable Transportation Fair, King Soopers in South Boulder, Bike from Work Day Event 29th Street Mall, Whole Foods on Pearl Street in East Boulder, the Farmers' Market in Central Boulder, OZO Coffee on east Arapahoe, Senior Service: Active Senior Ice Cream Social at the East Boulder Recreation Center, and the RTD BRT vehicle showing at the Municipal Building downtown.

The Store front Workshops have been successful in getting input from community members who might not be using the transit, bike, or pedestrian systems as well as current transit users and cyclist. **Over 500 people have participated in Storefront Workshops** thus far. Four more Storefront Workshops are scheduled for late July and August, and several more are being planned for the fall.

- **Workshop Format:**

In addition to providing information about the TMP update, the Storefront Workshops involve community members in a map based activity. Participants are asked how they would improve Boulder's Transportation System. If they have an idea about adding new transit service, improving frequency, improving the speed and reliability of the transit service, or improve bike and pedestrian connection, they are asked to pin with string where they would like to see those improvements. These options were differentiated using different color yarn. If they had a general suggestion or an improvement that is not associated with a route, they were asked to write it on a sticky note and stick it in the comment box or at the location.

Bike Audits and Focus Groups

A Bike Audit is a tool being used to evaluate the planned bike demonstration projects and identify potential facility improvements.

- **Participation:**
In early May, three bike audit sessions were hosted with community members as part of a train the trainer series led by Nelson Nygaard, that taught staff how to conduct future Bike Audits. Each session included a presentation of bike facility best practices and innovative treatments and a bicycle ride to assess existing conditions and share experiences and observations. A round table open discussion format offered the opportunity to informally identify barriers and consider potential ideas to better accommodate Interested but Concerned cyclists. A total of 25 community members attended these sessions.
- **Location:**
The bike ride route for these Bike Audits followed three corridors where demonstration projects are planned to be installed this summer: University Avenue, 13th Street and Spruce Street. Each bike audit group rode two of three corridors and provided feedback on the existing conditions, hot spot locations and the proposed demonstration treatment. Participants will be asked to ride the corridor again after installation to provide input on how the new treatment changed their experience and where they envision the treatment being used elsewhere in the City. Feedback from one participant included the following:

“Thanks for doing the Bike Audit and Focus Groups sessions last week. Even in the rainy weather, it was an enjoyable ride, and I came away from the experience more aware of the infrastructure I ride daily... the guiding questions have helped my partner and me look at various routes and gauge her stress levels, along with possible improvements that would make them safer and more enjoyable.” – Robert Rowe

Additional Bike Audits will be scheduled during the summer and fall along corridors throughout the city to help identify and prioritize improvements and new treatments for existing bike facilities and inform potential items of the Action Plan.

Walk Audits and Focus Groups

Walk Audits are part of a new initiative called Boulder Walks, a program to encourage walking and build awareness of what contributes to a walkable community. A Walk Audit is new tool that is being used to assess the qualitative aspects of walking. Walk Audits aim to address the walkability of neighborhoods & corridors, the connectivity to destinations and the comfort of the surrounding environment from a pedestrian perspective.

- The first Walk Audits was hosted on June 25, during Walk & Bike Month. This introduction to Walk Audits explored the various walking environments along Pearl Street from Broadway to 30th Street, highlighting historic places and other points of interest along the way. During the Walk Audit Participants were presented with the opportunity to learn about the history of this area of the Boulder community, evaluate the present environment, and envision potential ways to enhance the future walking experience for people of all ages and stages of life. Participants were asked to document their observations through photos, videos and field notes to help guide policies and practices for improving walking conditions throughout Boulder.

Four more Walk Audits are scheduled for late summer and early fall, with the intention of hosting one in all areas of Boulder. This tool will continue to be developed, refined and utilized throughout the TMP update.

Key Findings and Emerging themes from Outreach Events:

Improve Regional Connections

Participants expressed the need for improved regional connection for both Transit and Biking. Some examples include:

- More express routes between Boulder and Denver
- Extended service hours between Boulder and Denver (Thurs –Sat)
- Increase frequency and service hours between Lafayette and Louisville
- Increase frequency and service hours between Boulder and Longmont
- Create new route to connect Boulder and Fort Collins
- Off Street Bike connections along US 36 to Lyons, Hwy 119 to Gunbarrel, Longmont, & Niwot, Hwy 93 to Golden, Baseline and South Boulder Rd. to Louisville and Lafayette

Improved Passenger Information

Participants generally discussed a need for improved access to information, both at the stations and on-line. Some examples include:

- Online trip planner
- Real-time arrival information
- Pay for fares online
- More maps and schedules at bus stops/stations
- Connection between HOP on-line schedule and RTD schedule
- Clearer stop announcements

Expand access to the ECO Pass

Participants generally requested more affordable bus fare or expand the ECO pass program to their neighborhood.

Improve Local Service

Participants who had ideas for improving local service were primarily focused on increasing speed and reliability, connecting underserved areas of town, and improving Transit Stations. Some examples include:

- Bus Only Lanes along Arapahoe, Broadway, and Colorado Ave.
- Add benches and trash cans at popular transit stops
- Expanded service hours to accommodate bar schedule in downtown Boulder
- Increase transit frequency only 28th street
- Direct connection between South Boulder and 29th street mall and Boulder Junction

Connect the Missing Links in Boulder’s Bike System

Bicyclists have echoed three main themes aside from emphasizing regional connections:

- Connect Bike Path under or over railroad crossing in NE boulder near Valmont
- North/South bike connection
- More separation between pedestrians and bicyclists

Web-based Outreach

Community Feedback Panel

The TMP update Community Feedback Panel is a new social outreach strategy for the TMP update and is comprised of a group of interested members of the public who have volunteered to be queried on TMP-related issues. Over 400 people have signed up for the Panel as of July. Feedback panel members have been recruited through various means, including:

- Go Boulder Website TMP outreach questionnaire
- Open Houses
- Cool Planning Sessions
- Storefront Workshops
- Transportation Maintenance Fee survey
- Emails and social media postings through 36 Community Solutions, Community Cycles, BVSD, and other partner organizations
- Outreach by other City of Boulder departments, including Senior Services and Parks and Recreation
- Tweets , Facebook and Tumblr posts
- Posters with QR codes for signing up for the CFP

By design, most of the inquiries submitted to the TMP Community Feedback Panel will be online. But, the Panel will also be used to recruit community members for focus groups and other in-person groups, especially where we need to reach a specific demographic group, like in-commuters and interested but concerned cyclists. Panel members complete a profile with information about themselves and their travel patterns so that outreach and queries to the Panel can reach specific target audiences. Inquiries will be planned throughout the year as the TMP work continues and evolves. The Panel has and will participate in the activities listed in the chart below. Additional inquiries will be planned for the fall/winter as the TMP work continues and evolves.

April	▪ Test “Design Your Transit System” tool and online questionnaire
May	▪ Recruit participants for Bike/Walk Audits and Discussion Groups
June	▪ Request feedback on what type of Bike Improvement they would like to see along Spruce Street
July	▪ Request information and photos on where people park their bikes and why
Late summer/Fall	▪ Provide comments on draft long-range transit scenarios and evaluation

	<p>framework as well</p> <ul style="list-style-type: none"> ▪ Provide feedback for evaluation of Living Laboratory demonstration projects ▪ Participate in transit-related focus groups
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Inspire Boulder by Mindmixer

The InspireBoulder site is an electronic town hall offering a variety of ways to solicit community ideas, opinions and preferences within a moderated environment. There have been over 10,000 visitors to the inspire Boulder site and over 1,300 active participants of whom the average age is 42 years old.

Within the Transportation category on InspireBoulder there have been a total of 23 topics posted with an average of 100 interactions per topic. An initial set of Transportation Funding questions were posted on InspireBoulder as part of the community outreach leading up to the April 9 City Council Study Session on Transportation Funding and were presented to Council as part of these materials. A total of seven survey/idea submission questions have been posted regarding the Bicycle and Pedestrian element of the TMP. These survey questions/ idea submissions range from general questions about bike safety in Boulder to specific questions about site improvements. Aside from the initial survey titled “Riding the Bus in Boulder,” the Transit element of the TMP has been using InspireBoulder to advertise and direct people to the Design Your Transit System tool.

A schedule of topics across the TMP Focus Areas has been prepared for the next quarter with each Focus Area presenting new material on a weekly to bi-weekly basis. Staff will continue to utilize InspireBoulder and other social media outreach strategies to collect input from the public and gauge the level of support of various improvement strategies.

Design Your Transit System Tool

The project team has developed a “Design Your Transit System” on-line decision-making simulation tool. This new outreach strategy is a web-based tool and walks participants through a series of visually oriented exercises to better understand which elements of system design are most likely to attract new riders and improve the quality of experience for existing users.

The simulation allows users to select from a number of categories, including: (1) transit service; (2) fares; (3) access and connections; (4) information; (5) other amenities. Each category includes a number of strategies. Users are able to select strategies they think will help them, their neighbor, and the community increase the number of transit riders in the area. Each strategy is tied to a dollar investment, thus informing people on the tradeoffs inherent in the process. Each strategy also shows a “benefits” gauge so that users can understand if the strategies they select affect the passenger experience, ridership, the environment, etc. The on-line tool is followed by a short survey to understand participant’s travel patterns and barriers to taking transit.

The on-line tool and survey was sent to the Community Feedback Panel to test the application at the end of April. The on-line tool went live to the community on May 1st. The tool is being promoted as follows:

- Mailed as an insert with the May utility bill.

- Partnerships with Transportation Management Organizations and other community groups to get the word out about the on-line tool.
- Post to Twitter, Facebook, Tumbler, and Inspire Boulder.
- Include a write-up in the May issue of “YellowScene” magazine based out of Erie. This issue is focusing on transportation; the on-line tool will be mentioned in the context of the regional commute challenge.
- Paid advertising on the Daily Camera website
- Business cards with the web address and QR Code are being handed out at all Storefront Workshops, Transit Station, and popular destinations around town

The “Design Your Transit System” tool has had about 1,000 participants and will remain live though out the TMP update. A preliminary analysis of the results from the Design Your Transit System tool was completed early in July.

Participants & Results:

Over the course of the two month, 945 people participated in the Design Your Transit System tool. Out of those 945 participants, 50% were in the 25-44 age group, 35% were in the 45-64 age groups, and 96% were Caucasian. The majority of the participants were Boulder residents with 27% of the participants lining outside of Boulder.

The top three priorities for participants were:

- Real Time Arrival
- Expanded ECO Pass
- Enhanced Regional Service

Not far behind Enhanced regional service were Increased Bike Capacity on Transit, Free On board WiFi, and Enhanced Local Service.

The bottom three priorities for participants were:

- Bike Center
- B-Cycle Expansion
- Increase Car Share Program

The results from the design your transit system tool will continue to be collected and a variety of cross tabulations will be used to analysis the findings.

Key Findings and Emerging themes from Web-based outreach:

While the “listening” phase of transit outreach will continue for several more months, a number of consistent themes have emerged from the stakeholder and community outreach process to date including:

- Need for Regional Partnerships to Address In-Commute
- Enhance Community Transit Network (CTN) Services

- Parking Management is Key
- Implement Bus Rapid Transit (BRT) Service
- Climate Commitment Drives TMP Outcomes
- Reinforce the Land Use and Transportation Connection
- Find New and Sustainable Funding
- Plan for Changing Demographics
- Improve Passenger Information
- Improve Transit Service
- Continue coordination with Boulder Valley School District and other local and regional partners.

Additional community input will allow these themes to evolve throughout the year. As outreach efforts associated with other focus areas of the TMP update begin to take shape, the key themes from the transit planning element will be merged into a compiled TMP update Summary of Community Outreach this fall. This document will continue to be updated and used to inform the development of a variety of scenarios and alternatives representing a renewed vision for Transit and help guide the TMP as a whole for generations to come.

Transit Stakeholder Interviews

To date, the consulting team for the TMP update, Nelson\Nygaard, has conducted nine stakeholder interviews with key staff and officials from the City of Boulder, Boulder County, DRCOG, and other community organizations. The stakeholder interview process commenced at the community storefront workshops on March 12th and 13th, with additional interviews held by phone. Final in-person interviews will be scheduled for May 13-15. Interviews have been completed with the following stakeholders:

- Matthew Appelbaum, Mayor, Boulder City Council
- KC Becker, DRCOG Representative, Boulder City Council
- George Gerstle, Director of Transportation, Boulder County
- Elise Jones, Commissioner, Boulder County
- John Tayer, CEO, Boulder Chamber of Commerce
- Will Toor, Transportation Program Director, Southwest Energy Efficiency Project
- Tracy Winfree, Public Works Director, City of Boulder
- Frank Bruno, Vice President for Administration, Western Disposal
- Louise Vale, Vice Chancellor for Administration, University of Colorado

The stakeholder interviews were conducted in a conversational style. An interview guide was used, but questions were changed based on the flow of the conversation.

Key Findings and Emerging themes from the interview process:

- **Need for Regional Partnerships to Address In-Commute**

Key message: The regional in-commute issue is a top priority for the TMP update.

Stakeholders identified regional in-commute issues as a top priority for the TMP update. Success in reducing single-occupant vehicle (SOV) travel for these trips will require an assertive stance

from Boulder, strong partnerships, new fare tools, better partnerships with RTD, and new funding sources to grow service offerings.

Many stressed that Boulder needed to be a leader, not just within its city limits, but in addressing county and regional transportation challenges. Stakeholders agreed that setting a mode share target for in-commuters could be an important step for Boulder. One stakeholder suggested that any mode share target for in-commuting should be developed with regional partners so as not to give the impression that Boulder is restricting access to the community.

Stakeholders emphasized the need for continued strong partnerships between Boulder County, Boulder, and neighboring communities to address these issues. Many felt that political alignment around transportation and land use futures was at an all time high. Perhaps more so than at any time, Boulder County and the cities within the county have aligned their transportation and land use goals. Several cited the recent Boulder County Transportation Master Plan, which directs the region to focus access and mobility policies on non-SOV modes of travel, with transit being a backbone to creating sustainable land use and transportation patterns countywide.

Several stakeholders highlighted the need for Boulder County to be a leader in these discussions.

- **Expand the Community Transit Network Service**

Key message: Boulder has the correct formula for local service, but is challenged by limited and decreasing operating resources.

Stakeholders noted a need to build from the success of the Community Transit Network (CTN) and expand CTN-level service to the areas slated for change in East Boulder such as Boulder Junction, Boulder Community Hospital Foothills Campus and the University of Colorado East Campus.

Even many years after Boulder initiated its first CTN route, stakeholders believe the basic design principles behind the CTN are solid and will continue to be the key to success. Key CTN elements or design principles that were stressed as integral to continued success include:

- Service levels so frequent no schedule is needed (every 10 minutes)
- Community scaled vehicles
- Branding to provide a unique look and feel for specific services
- Direct routing to make service more transparent, making riders more confident
- Programs that reduce the need for pay on entry (i.e., EcoPass)
- Transition from hub and spoke system to high frequency grid

Several stakeholder felt that more aggressive treatment of arterial street rights-of-way and intersections to give transit greater priority and to ensure higher levels of speed and reliability over the long-term were important next steps in advancing the CTN.

- **Parking Management is Key**

Key message: Parking management must be a key focus of the TMP to meet mode split goals, particularly in areas of growth (e.g. East Boulder).

Stakeholders expressed the need for Boulder to focus on parking management and expand its paid parking districts to meet TMP mode split goals and reduce the increasing impacts of in-

commute travel. Several interviewed pointed to East Boulder as the area where the city would “make or break” its transportation and land use future. Since much of the planned job growth is due to occur in this area, an aggressive transformation from relatively auto-oriented suburban form today to compact, multimodal neighborhoods tomorrow will require elimination of minimum parking requirements and pricing of on- and off-street parking resources. In particular, stakeholders emphasized the need to do paid parking “right” at Boulder Junction given this will be the first paid district in East Boulder.

Stakeholders also noted the importance of increasing park-and-ride opportunities to encourage people to get out of their cars for at least part of the day.

- **Implement Bus Rapid Transit Service**

Key message: “Getting BRT right” on US 36 is important.

The introduction of new RTD bus rapid transit (BRT) service in the US 36 corridor (projected 2015) will require restructuring of the local transit system and expansion of service to ensure that the value of this service is optimized. Several stakeholders indicated that they would like to see the transit plan used to continue the momentum hoped to be gained from the US 36 BRT project, extending BRT/transit lane enhancements into the city (e.g. on Broadway) and on other important regional connections. Stakeholders were concerned that RTD would not implement a fully-featured BRT service along US 36 and that it will take consistent vigilance on the part of Boulder officials and the region to ensure high quality BRT is implemented along the corridor.

- **Climate Commitment Drives TMP Outcomes**

Key message: TMP outcomes must be aligned with Climate Commitment to reach broader community goals.

Stakeholders felt that TMP outcomes needed to align with clear climate targets. The City of Boulder’s Climate Commitment program has established long-term commitment to reach net-zero emissions as a City. Stakeholders stressed that transit would need to be elevated dramatically were the City to commit to a net-zero transportation system. What was less certain to stakeholders was how seriously the Climate Commitment would be taken in shaping transportation and land use policy and what level of political support exists for significant policy changes in this arena.

- **Reinforce the Land Use and Transportation Connection**

Key message: Focusing on affordable housing and walking urban form in East Boulder is critical to meet long term mode share goals.

While the land use and transportation challenges being forced by lack of affordable and middle-income housing in Boulder are widely recognized, stakeholders were concerned that they are not being addressed in a complete and comprehensive fashion. Stakeholders cited several groups and parties that they viewed as obstacles to needed revisions to the land use code. Again, stakeholders pointed to the critical importance of establishing land use, housing, and parking policy in East Boulder. While providing cost effective, fast, efficient transit for regional commuters was supported as a part of the solution, working to ensure that more future workers can live in compact, walkable East Boulder neighborhoods was cited as an even more critical outcome.

- **Find New and Sustainable Funding**

Key message: *Securing a sustainable funding mechanism for transit is critical.*

Stakeholders emphasized the need for new funding for transit in Boulder and for the regional route system that connects Boulder to the region. This sentiment was universal among stakeholders; however, there were varying opinions about the best funding mechanism. Some supported a sales tax in Boulder, while others favored the transportation maintenance fee (TMF), a few were interested in the idea of a transit utility fee, and several felt multiple new sources or current source increases were needed. All felt that RTD had an obligation to invest heavily in Boulder County in the coming years to acknowledge the local tax dollars paid into FasTracks. Some stakeholders noted that the long-term vision for transit in Boulder should explore options to localize Boulder service to improve flexibility.

- **Plan for Changing Demographics**

Key message: *A growing elderly population and a shift in the travel preferences of the younger generation are key drivers.*

Stakeholders noted the need to plan transit based on a change in demographics. With the senior community increasing, smaller demand response vehicles may be needed to allow older adults to age in place and remain actively engaged in the community. Stakeholders cited the decreasing connection to auto-mobility playing out among the younger generations, stressing that transit will need to provide much better real time information, useful mobile phone apps, and enhanced web-based trip planning tools to stay relevant and increase market share. One stakeholder noted the desire for flexibility and options from younger travelers, suggesting Boulder needs to deliver a “golden menu” of options to meet its targets

Transit Technical Advisory Committee (TAC)

The Transit Technical Advisory Committee (TAC) convened in January and is comprised primarily, but not exclusively, of “technical staff” from local and regional policy, agency, and key community stakeholders such as transportation staff from Boulder County, RTD, the Director of the Chamber of Commerce, CU representatives, and local Transportation Management Organizations (TMOs). The TAC is intended to be advisory and to provide input on the transit work and public outreach for the transit element of the TMP update. The TAC has been an effective and engaged group and will continue to meet monthly during the TMP update. The project team has met with the Transit Technical Advisory Committee (TAC) on three occasions. The first meeting was held on January 30th to kick-off the project. The second meeting was held on March 13th and focused on establishing a vision for transit in Boulder.

- On March 13th, the project team facilitated interactive exercises with the TAC to identify:

Driving Forces: What do they believe will affect the demand for transit and the ability to provide transit service over the next thirty years (see Figure 1)?

Headlines: What headlines would characterize the essence of those driving forces in Boulder, nationally, and internationally today, in 2020, and in 2035 (see Figure 2).

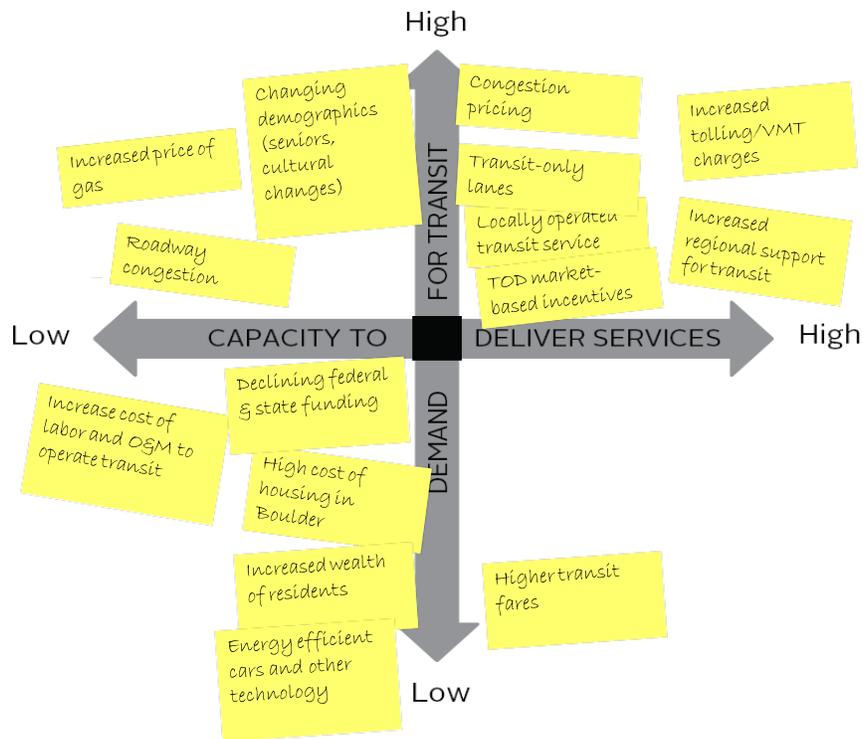
The TAC was first asked to document what driving forces they believed would influence the demand for transit and the capacity for transit to be delivered in the future. Figure 2 provides a list of the most common driving forces listed by TAC members.

Figure 1 Driving Forces Identified by the TAC

Increased gas prices	Increased transit operating and maintenance cost
Housing affordability	Lack of sustainable funding
Aging population	Climate change
Congestion	Increased demand for walkable communities

Generally, the group was optimistic that the demand for transit would increase. However, there was a split view as to whether the region would be able to support that demand with new service. Some felt that using innovative funding sources could make a difference while others believed that the region would struggle to keep pace with service demand. All felt that the funding challenge should be a key focus of the TMP update. Figure 3 provides an illustration of the “driving forces” table exercise conducted with the TAC.

Figure 2 Summary of Driving Forces



Next, TAC members were asked to create newspaper headlines that they thought best matched the driving forces exercise noted above. Examples of the headlines are provided in Figure 4 below.

Figure 3 Summary of Newspaper Headlines

2013 Headlines	2020 Headlines	2035 Headlines
"State tax will complete FasTracks"	"US 36 BRT is national gold standard"	"Non-SOV mode split surpasses European peers"
"City of Boulder approves aggressive TMP"	"RTD sales tax revenues drop further as boomers retire and reduce spending"	"Who drives in Boulder?"
"RTD passes new transit tax" (2014)	"City residents vote to expand BRT and high frequency routes on high frequency corridors"	"Community Transit Network features all electric vehicles"
"New parking districts established for new neighborhood" (2015)	"SOV use in Boulder drops to 30%"	"Looking for folks to talk about what life was like owning a car"
"BRT system on the way!"	"Seniors on wait lists for self-driving cars"	"No gas left, all cars must get 70+ MPG"
	"Light rail comes to Boulder"	

On April 10th, the TAC met by phone for its third meeting to provide feedback on the "Design Your Transit System" on-line tool and questionnaire. The on-line tool received positive support from the TAC; suggestions were made to improve the instructions in the introduction of the on-line tool and provide further clarity on the descriptions of the individual strategies and benefits.

The TAC will continue to meet monthly throughout the TMP update process.

Bike & Pedestrian Steering Committee

A Bike-Walk Steering Committee was established in February and includes representation from Senior Services, Youth and Family Services, Parks and Recreation, Downtown and University Hill Management District/Parking Services, and CP+S as well as local and regional partners such as Boulder County (BOCO), Boulder Valley School District (BVSD), University of Colorado, RTD, Colorado Department of Transportation, Community Cycles, Boulder Mountain Bike Alliance, Urban Land Institute, Boulder Transportation Connections, Boulder B-cycle, Bikes Belong and 36 Commuting Solutions.

The purpose of the steering committee is to share information and ideas, support community members to get engaged, provide input on the demonstration projects and programs to encourage increased trips on foot and bike, and guide recommendations to include in the Bike and walk Action Plan. A second meeting of the Committee was hosted in mid-May to discuss the planned and potential demonstration projects to advance this summer and beyond. Representatives from BVSD and BOCO Health shared trends and challenges facing their populations including raising obesity rates and open enrollment. The Bike-Walk Steering Committee will continue to meet and provide input throughout the TMP update planning process.

Emerging Themes

- **It's all about sustaining Public Health** – Look holistically at bike and walk mode share goals, with public health, land use, and recreation. Make health a central message. It speaks to how to motivate people to choose biking and walking. Develop a marketing plan to cross promote cycling, walking, fitness and overall health. Collaborate with community partners including Boulder County Public Health, CU-Boulder, BVSD and the City Parks & Recreation Department.
- **Focus on regional system and network** – With a resident population of 100,000 persons and a daytime population of 150,000, a significant percentage of travel trips is generated daily by in-commuters to Boulder. The TMP Update outreach needs to work with regional partners and adjacent communities to collectively promote travel choices and identify regional trail connections, and reach out to commuters who don't live and work in Boulder.
- **Land Use and Transportation relationship** – Boulder's parking and density policies are key factors influencing the motivation for people to choose to bike and walk more. These areas must be explored and integrated with the TMP goals to achieve modal goals.
- **Better north-south corridors** – In response to a survey posted in the Inspire Boulder website, community members identified a need for better north-south bike corridors both on-street and off-street.

IV. Integration with other Sustainability Planning Efforts

Since the 2010 update of the BVCP, sustainability has been an overarching concern and organizing framework for city planning efforts. The TMP update is closely integrated with a number of other city sustainability planning efforts that both inform the TMP process and depend on transportation efforts to support their work. Periodic staff meetings and executive team discussions ensure that staff across multiple departments are informed about the activities in each area and are considering the connections and implications of each. These projects include:

Climate Commitment,
Sustainable Streets and Centers,
Civic Area Project
Access Management and Parking Strategies,
Comprehensive Housing Strategy
Parks and Recreation Master Plan
East Arapahoe and North Boulder sub-community plans

In addition to coordinating and integrating the staff planning efforts across these projects, the public outreach process for each looks for opportunities to highlight the integration and to provide information on the other efforts. Given the number of significant planning processes underway by the city, this coordination is important to avoid confusion and “process fatigue” in the community.

V. TMP Community Outreach Next Steps

Work products from the TMP update Focus Areas are also scheduled on the Transportation Advisory Board and council calendars throughout the remainder of 2013. Each of these items will provide an update on work across the TMP areas with an emphasis on one or more of the Focus Areas. Each of these will be informed by and include material from the public outreach efforts. These efforts will continue to be coordinated and the results evaluated in bi-weekly communications staff meetings.

As part of the effort to integrate and coordinate efforts across the many sustainability planning efforts, planning is underway for a Joint Board workshop on August 19, 2013. This workshop is envisioned as a chance for the boards to directly discuss their perspectives regarding inter-related challenges and opportunities across multiple planning projects including the TMP update, Climate Commitment, and Access Management and Parking Strategies.

Reaching Specific Demographic Groups

The Community Outreach efforts thus far have done a good job in reaching out to all geographic areas of the community. New web-based tools and social media have also helped to reach a more diverse population. However, there are several demographic groups that we still need to hear more from. The groups and the outreach strategy for these groups are listed below:

- **Youth**
We are working with Growing Up Boulder and BVSD to develop interactive exercises that allow for young people to give meaningful feedback about transportation in Boulder. Growing Up Boulder has invited GO Boulder to be the main guest at their steering committee meeting in early August. At the meeting we will discuss opportunities for GO Boulder to collaborate with youth organizations, after school programs, and other youth based recreation groups.
- **CU Students**
While we have hosted two Storefront Workshops at the University and received valuable input, we have not seen as much student participation in other outreach efforts like the design your transit Tool or the Bike & Walk Audits. We are planning to do a big push to get more input from CU Students. Outreach Strategies include handing out Design Your Transit Tool Cards and connecting via social media.
- **Regional Partners and In-commuters**
We are working closely with Boulder County to organize a regional transportation planning meeting, in addition to developing strategies to reach the in-commuting population.
- **Interested but Concerned Cyclist**
The main focus for the Complete Streets Bike Innovation Outreach has been reaching out to the “interested but concerned” bicyclist. While we have heard from a good number of people, we are still working on connecting with mothers, women, and older adults. We are working with Cyclo-Femme

Attachment F

Women's bike group, Venus de Miles Women's bike group, Senior Services, and ENCOR to reach out to these populations.

For more information regarding the TMP update process, including community outreach opportunities, please visit www.BoulderTMP.net.

VI. Photos and Graphics

Open Houses



Storefront Workshops



Bike Audits & Walk Audits



Design Your Transit System Tool

How would you improve transit in Boulder?

Boulder has a good transit system, but we want to make it great. This exercise allows you to select potential improvements that would help you to ride transit more often, or hop on the bus for the first time. Learn more about the City's Transportation Master Plan [here](#).

Here's how to participate:

1. Place your cursor over the pictures below to find out how the transit system could be improved in Boulder.
2. You have a budget of 25 dollars signs (\$) to spend. Mix and match potential improvements to see how the costs and benefits change by clicking the check boxes below.
3. Select the strategies that you feel are most important and stay within your budget.
4. When you've selected the strategies that best match your values (and virtual pocketbook!), click the blue "Proceed to next page" button
5. This exercise should take less than 10 minutes - thank you in advance for taking the time!

Start spending your \$ by checking the boxes below!

Zoom in using CTRL + or command +

		BENEFITS					COSTS
		Ridership	Speed & Reliability	Passenger Experience	Multimodal Connections	Energy/Emissions	
Transit Service	<input checked="" type="checkbox"/> Enhanced Local Boulder Service	████████	████████	████████	████████	████████	\$\$\$\$\$\$\$
	<input checked="" type="checkbox"/> Enhanced Regional Service	████████	████████	████████	████████	████████	\$\$\$\$\$\$\$
	<input type="checkbox"/> Transit Priority Lanes	████████	████████	████████	████████	████████	\$\$\$
	<input type="checkbox"/> Express Service	████████	████████	████████	████████	████████	\$

		BENEFITS					COSTS
		Ridership	Speed & Reliability	Passenger Experience	Multimodal Connections	Energy/Emissions	
Fares	<input type="checkbox"/> Free Local Service	████████	████████	████████	████████	████████	\$\$\$\$
	<input type="checkbox"/> Expanded ECO Pass	████████	████████	████████	████████	████████	\$\$\$
	<input type="checkbox"/> Advanced Fare Payment	████████	████████	████████	████████	████████	\$

Your Overall Benefits

Ridership

Speed & Reliability

Passenger Experience

Multimodal Connections

Energy/Emissions

Your Total Costs

13

Maximum is 25

Reset All Choices

Proceed to Next Page