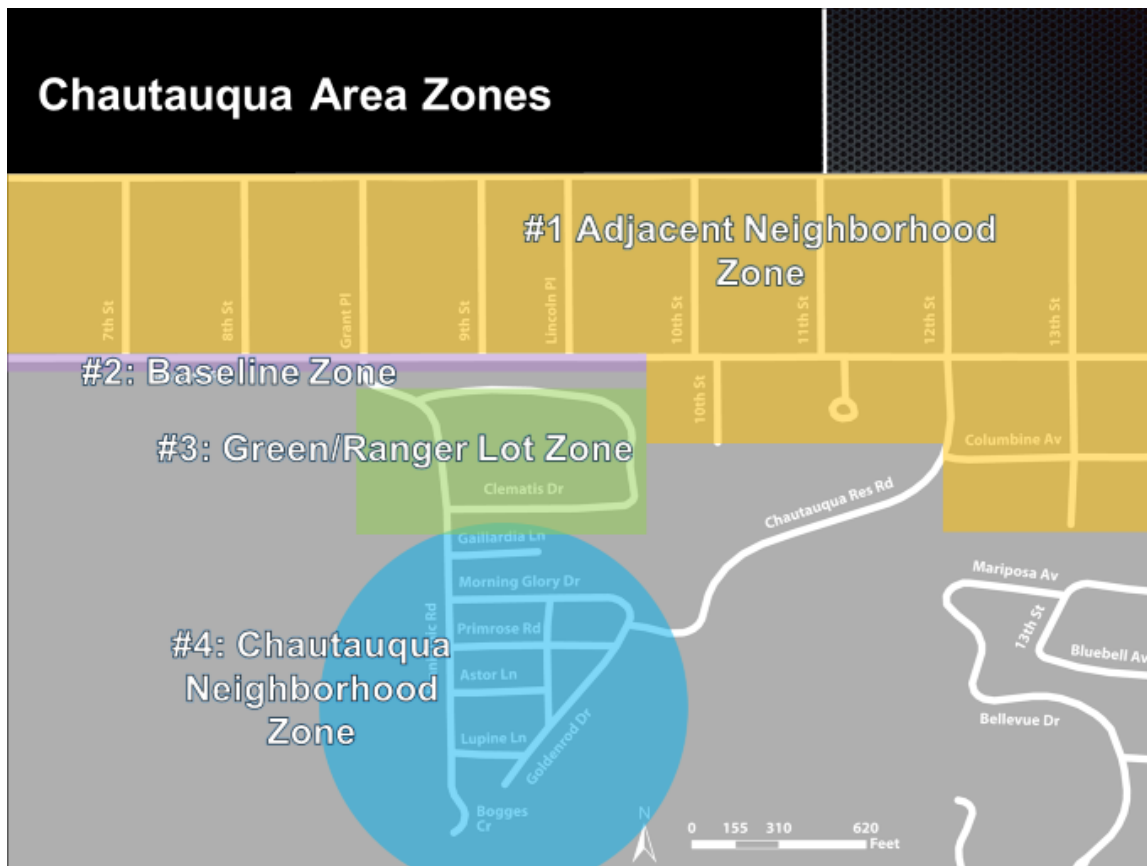


**CHAUTAUQUA ACCESS MANAGEMENT PLAN (CAMP)  
Staff Recommended Summer 2017 Pilot**

**RECOMMENDATIONS:**

Staff believes that it is essential to pursue a comprehensive strategy for “greater Chautauqua” for the summer pilot, as strategies employed in one area are highly likely to affect other areas – the “squeezing the balloon” syndrome. The staff recommendations address and reflect the different conditions and opportunities associated with four “zones” within greater Chautauqua:

1. The Adjacent Neighborhood Zone – north of Baseline and east of Chautauqua
2. The Baseline Road Zone
3. The Green/Ranger Cottage Lot Zone
4. The Chautauqua Neighborhood (leasehold) Zone



After evaluation of a wide-range of potential mitigation measures, taking into account a variety of considerations as well as input from the CAMP Working Group and the public and debating pros and cons, staff recommends as the summer 2017 pilot a “package” of actions that are consistent with the CAMP governing principles and the AMPS guiding principles and that address the key issues that arose from the summer 2016 data collection.

The recommended timing of the summer 2017 pilot is approximately June 1 through August 31 in order to respond to the highest usage time of the year.

Staff recommends incorporating multiple components across the four zones that address parking management and multi-modal improvements, including:

1. Paid parking in all zones,
2. Two-hour time-restricted (paid) public parking AND permit systems in the two Neighborhood Zones,
3. Transit service from satellite parking lots and
4. An employee Transportation Demand Management (TDM) program for employees within Chautauqua (CCA, CMF, CDH and OSMP/Ranger Cottage)

## 1. Paid and time restricted parking by zones

	#1: Adjacent Neighborhood	#2: Baseline Road	#3: Green and Ranger Lot	#4: Leasehold Neighborhood
<b>Time Restrictions</b>	2 hr max once per day but TBD with neighborhood at upcoming meeting	None	None except no overnight parking (no change)	2hr max once a day
<b>Parking Rates</b>	\$2.50 per hour for 2hr max	\$2.50 per hour with no time restriction	\$2.50 per hour with no time restriction	\$2.50 per hour for 2hr max
<b>Permits Allowed</b>	Standard NPP groups	None	None	Special CPP user groups
<b>Parking Restrictions</b>	7am – 7pm, 7 days a week with LPR technology	7am – 5pm*, 7 days a week with LPR technology	7am – 7pm, 7 days a week with LPR technology	7am – 5pm*, 7 days a week with LPR technology
<b>Equipment required for Summer 2017 Pilot</b>	New signs on each block face and mobile parking app (TBD)	Pay Stations and new signs on all block faces and mobile parking app	New signs at entrances & elsewhere and mobile parking app	New signs on each block and mobile parking app

CPP = Chautauqua Permit Program  
 NPP = Neighborhood Permit Program

## 2. Transit service from remote parking

- Segment A+B that connects to spaces downtown, at CU and at New Vista High School
- 30 minute headways on weekdays and 15 minute headways on weekends
- Integrated with Transportation Network Company (TNC) discounts



As illustrated, the transit proposal includes two segments connecting (1) downtown and Chautauqua and (2) Broadway/Baseline and Chautauqua, using existing parking lots downtown and satellite lots at CU (Regent and Broadway) and/or New Vista High School (20<sup>th</sup> and Baseline). The desired level of service is 30 minute headways on weekdays and 15 minute headways on weekends, seven days a week. The proposal includes integration of or augmentation with ridesharing using transportation network companies (TNCs) like Uber and Lyft and/or zTrip, particularly to support the employee TDM program that must address both early-starting and late-staying Chautauqua Dining Hall employees.

Together, these recommendations are intended to address the key issues identified through the summer 2016 data collection, resulting in:

- Reduction of automobile mode share to meet CAMP governing principles and city transportation and environmental goals
- Reduction of parking demand on Adjacent Neighborhood and Chautauqua (leasehold) Neighborhood streets currently used as overflow parking for access to the site
- Reduction of conflicts between automobiles and pedestrians in highly-trafficked residential areas.

The recommendations do not at this time address the concerns raised by neighbors about quality of life impacts from Chautauqua Auditorium event night shuttles on Columbine at night. The

recommendations also do not address concerns raised about speeding in the neighborhoods because data did not support the concern.

Information/Education/Marketing of the Pilot – Staff recommends that a robust information/education and marketing effort be undertaken to foster success of the summer 2017 pilot. It is anticipated that such an effort could include print and digital advertising throughout the summer, print collateral, website work, possible branded “wrapping” of transit vehicles, a city-wide mailer, etc.

## **ANALYSIS:**

**Transit and Parking Integration** – Staff recommends that the pilot include both parking management and transit to offer more choices and better access for more of the community. A transit-only pilot, with no parking management, could result in increased use of the Chautauqua area, with increased trail crowding and impacts to the meadow habitat. It is anticipated that transit ridership would be low with available free and unrestricted parking in the Chautauqua area. Prior experience with the daytime HOP2Chautauqua (not to be confused with the successful evening HOP2Chautauqua Auditorium event shuttle) supports this expectation of low transit usage if parking remains free and unrestricted. A parking management strategy (paid and/or time-restricted) without transit could result in decreased use of the Chautauqua area but could divert some open space use to other trailheads, with potential impacts on those trailheads, and could diminish access to Chautauqua for some users.

**Parking Management** – The staff recommendation for parking management is a combination of paid parking in all four zones, time-restricted parking in the two neighborhood zones and permit parking in the two neighborhood zones.

The proposed parking payment rate of \$2.50 per hour is deemed to be an acceptable payment rate for many users (\$5 for two hours could include a modest hike or a meal at the Dining Hall), an incentive to take the free transit instead of driving to Chautauqua, an incentive for turnover of spaces to make way for other users and a way to help fund the hefty transit price tag. The staff recommendation is to provide as few parking kiosks as may be required for legal enforceability of the paid parking for the minimum required number of parking payment kiosks along Baseline (that will take credit cards and cash) and use of the ParkMobile phone app (credit card only) for all parking within the historic district and in the neighborhoods, in order to minimize visual impacts and to aid parking enforcement through use of license plate recognition technology. Some signage will be required, of course, and it will be minimized to what is required by the municipal court to make the parking restrictions legally enforceable.

Time restrictions also encourage turnover of parking spaces to accommodate other users and will encourage some who desire longer stays at Chautauqua to use the free transit option. The initial proposal is to limit public parking in the Adjacent Neighborhood and Chautauqua Leasehold zones to two hours (paid) once per day and no time restriction (but paid) in the Baseline and Green/Ranger Cottage zones. Neighborhood input will be important to finalizing those recommendations. The proposal is for parking restrictions and required payment to be in force 7

a.m. to 7 p.m. seven days/week in the Adjacent Neighborhood and Green/Ranger Cottage zones and 7 a.m. to 5 p.m. seven days/week in the Baseline Road and Chautauqua Leasehold Neighborhood zones. (Note that CCA also controls entry into the Chautauqua Leasehold Neighborhood on Auditorium event nights pursuant to a special event permit with the City in conjunction with offering a free event night shuttle from satellite parking. This arrangement has been in place for a decade or more.)

A pilot permit program within either or both Neighborhood zones would reflect the city's existing Neighborhood Parking Permit program (NPP) but perhaps could be customized to the specific conditions and the temporary nature of the pilot. This would include resident purchase of a permit (with license plate registration) and visitor permits and potentially commuter permits. Input will be sought from the affected neighborhoods at a meeting on March 9<sup>th</sup> before a recommendation to Council is finalized. Any mitigation approach that includes parking management through a permit system within the CCA leasehold or on Sundays and holidays anywhere in the pilot project study area may require an ordinance amendment (two readings and a public hearing by Council, then 30-days to effective date).

A Transportation Demand Management (TDM) program for employees within Chautauqua would include appointment of an Employee Transportation Coordinator by CCA and could include employee carpool/vanpool/ride share and/or paying for parking permits and or integration with the visitor transit strategy utilizing a satellite parking lot.

Alternatives to the staff recommendations for parking management could include parking restrictions only Friday through Sunday instead of seven days/week, not charging for parking but relying solely on time-restricted parking (still coupled with permits in the two Neighborhood zones), charging higher parking rates, permit-only parking in the Chautauqua Leasehold zone and extending paid parking east along Baseline to 12<sup>th</sup> Street.

**Transit** – An understanding of the existing transit network in the area, existing ridership, prior transit service, the original HOP2Chautauqua summer pilot experience, the current HOP2Chautauqua event night shuttle as well as the four drivers of transit feasibility (density, walkability, proximity and linearity) and cost factors (time/distance, and drivers) led to consideration of a variety of potential route and schedule possibilities for the summer 2017 pilot. Other factors considered include:

- As stated above, staff believes that parking management is a prerequisite to achieving better transit ridership. Higher frequency (shorter waits) and shorter routes (faster speed, fewer stops) also aid ridership but cost more for vehicles and drivers. Free vs. paid transit and free vs. paid parking at satellite lots also will incent or dis-incent transit ridership.
- Larger vehicles can accommodate more users but could operate empty in lower demand periods.
- Multiple possible transit routes were considered to respond to the summer 2016 data indicating direction of travel of Chautauqua users, which also indicated that many Chautauqua users now drive by parking opportunities.
- Various satellite parking opportunities were explored.

- Micro-transit and rideshare offered by Transportation Network Companies (TNCs) also were explored as opportunities to test additional mobility options and to augment more traditional transit options.

The desired transit strategy for the summer 2017 pilot likely will be tempered by budget constraints and is dependent upon responses to the city's RFP for a transit operator and/or TNC participation. While a seven days/week transit strategy is highly desirable, a three-day (Friday through Sunday) approach would address the peak days of the summer weeks at a reduced project cost.

**Information/Education/Marketing of the Pilot** – Effectively informing the myriad of Chautauqua area users about the details of the summer 2017 pilot will be a critical part of creating a successful pilot in summer 2017. This will require a multi-targeted, multi-channel approach, and a significant cost.

**How will we measure pilot success?** During the Summer 2017 pilot implementation, we will collect the following kinds of data to compare with the data collected in summer 2016:

- Arrival mode (through an online users questionnaire)
- Transit and TNC ridership (through the service providers)
- Traffic patterns (through radar and Miovision counts and Acyclica data)
- Parking location and utilization (through city Parking Management staff)

The online users questionnaire also would gauge visitor demographics, whether users thought that the key issues were addressed and customer experience/customer satisfaction with the various pilot components.

**Additional Considerations** – There are three specific processes that will or may be necessary to complete prior to implementation of the summer 2017 pilot. The reality of these additional required processes could mean that either certain strategies cannot practicably be tested this summer or that they can be tested over a shorter pilot period in summer 2017 than would otherwise be desirable.

- Funding availability to implement the pilot – Estimated expenses of the summer 2017 pilot exceed estimated revenue generation from paid parking by a significant amount, potentially \$200,000-300,000 or more depending on the details of the parking management and transit strategies that may be approved by council. Staff anticipates that input from the CWG, the city boards and the CCA board will help staff shape final recommendations to council that will include both fiscally-constrained and recommended packages. If council wishes to implement a summer 2017 pilot, it likely will have to approve an adjustment to the approved 2017 city budget, which decision would occur in early May.
- Timing of any necessary landmark alteration certificate (LAC) approvals - Any mitigation approach that includes an external alteration within the historic landmark district would be dependent upon issuance of an LAC by the Landmarks Board or its Design Review Committee or staff, depending on the alteration. CCA's Building and Grounds Committee or staff would offer its recommendation to the Landmarks Board, LDRC or staff.

- Timing of any necessary ordinance amendment approvals by council

**The Post-Pilot CAMP** - It is anticipated that the future Chautauqua Access Management Plan that builds on what we learn from the summer 2017 pilot also will address possible infrastructure and programmatic changes that were beyond the scope/capacity of the summer 2017 pilot planning effort.