

Chautauqua Access Management Plan (CAMP) Working Group Meeting #4
Thursday, January 19, 2017

MEETING SUMMARY

The City of Boulder is in the process of developing recommendations for trial (pilot) short-term measures to be tested in summer 2017, as well as longer-term recommendations to be included in a final Chautauqua Access Management Plan. *The charge of this community working group is to help city staff recommend to respective city boards and city council which short-term measures could be implemented and evaluated in 2017.* Beyond that, additional community process will help craft the final plan.

Attendees:

CAMP Working Group members – Curt Brown Patrick Casey, John Kenyon, Joel Koenig, Mary Ann Mahoney, Roni Chen Maloney, Michael McCarthy, Mary Price, Sara Pritchard, Tara Winer

Facilitator – Heather Bergman

City of Boulder staff – Susan Connelly, Bill Cowern, Deryn Wagner, Kathleen Bracke, Natalie Stiffler, Laila Parker

City of Boulder consultant – Michelle Poyourow of Jarret Walker & Associates

Observers – Kip van den Honert, Cindy Schmidt, Andrea McGimsey, Jeff Medanich, Chris Petillo, Michael Mast, Miles Posen

The meeting was convened at 6 p.m. Facilitator Heather Bergman welcomed all assembled to the fourth meeting of the CAMP Working Group (CWG). Heather stated the goals for today’s meeting: to understand where we are in the CAMP process, to understand the transit context and to give more input on the refined list of possible summer 2017 pilot projects.

Susan Connelly recapped the third CWG meeting on November 30, 2016, including: the CWG’s initial input on the initial matrix of potential 2017 pilot projects; the various subsequent meetings CAMP staff, Fox Tuttle Hernandez (FTH) transportation consultants’ and city Open Space and Mountain Parks’ staff had with neighbors and Colorado Chautauqua Association board members and staff re: summer 2016 data collection; FTH’s reworking of parking utilization calculations and reissuance of parking utilization maps; Jarret Walker & Associates’ (JWA) completion of a CAMP Transit Study; and staff submittal of a CAMP Information Item (update) to City Council.

Susan noted that in preparation for this fourth CWG meeting, the members had received an agenda, an updated project schedule, the JWA CAMP Transit Study, draft evaluation criteria for selection of pilot strategies for summer 2017, a refined but still draft matrix of possible summer 2017 pilot projects, and the information item sent to City Council.

Michelle Poyourow of Jarret Walker & Associates presented a brief “**transit planning 101**” including the four drivers of transit feasibility (density, walkability, proximity and linearity) and cost factors (time/distance, and drivers). She then presented the results of the **CAMP Transit Study**, including: the existing transit network in the area, existing ridership, prior transit service,

the original HOP2Chautauqua summer pilot, the current HOP2Chautauqua event night shuttle, and potential strategies, including: special event, summer weekends-only, summer every day, year-round weekends, and year-round every day. Michelle noted that parking management is a prerequisite to get better transit ridership and higher frequency and shorter routes (faster speed, fewer stops) aids ridership but costs more for buses and drivers. She described three potential route segments utilizing possible satellite parking opportunities.

CWG members comments included (with additional information provided by Michelle):

- Transit must accommodate dogs and hiking equipment.
- Catch people before they drive in (e.g., using signs on Highway 36) – messaging has to explain hassle of driving all the way
- Explore satellite parking elsewhere like Fairview and Boulder High, etc.
- Encourage city residents to carpool via marketing
- Trolley – would also help advertise/attract; kids would love it, bring dogs/gear
 - Probably a long-term option vs. summer 2017 pilot
 - Maintenance can cause issues for “branded” service
- Market bus with magnet (“free to Chautauqua/#hashtag”)
- Connect to CU lot on Colorado/Regent (extend route B)
- Have welcome services/booth @ satellite lots (e.g., BCVB’s VW bus)
- Complement with reservation-only parking to decrease number of cars
- Get word out with TripAdvisor, Google, Lonely Planet
- Use Lyft-Line (transportation network company (TNC) carpool)
 - Good for millennials but don’t let TNC/rideshare undermine transit – don’t work at cross-purposes
 - Consider subsidizing ride share like d2d (i.e., downtown mobility pilot)
- Divert 36 traffic to Williams Village via Foothills Exit with signs
- Provide reserved package for Dining Hall
- Test painted Ts and Ls in one zone versus NPPs elsewhere
- C segment: connect to satellite lot on Highway93/Broadway
- Bus equipment – are small buses available?
- There is a backlog in *new* vehicles – would have to use *existing* vehicles for pilot
- Loop around Green vs. turn-around somewhere?
 - 30’ buses can make turnaround (CU buses, VIA, etc.)
- Do we want transit vehicles to go *into* Chautauqua complex?
 - Slows down operations
- What about hotel shuttles’ ridership?
 - It’s on-demand
- Capacity at Satellite parking (New Vista High School, 27th Way PnR)?

Positives	Negatives
<ul style="list-style-type: none"> • Frequent, small buses with more people on them – helps change behavior • 7 days/week (JWA: 15 min frequency is appropriate for weekends) 	<ul style="list-style-type: none"> • Buses w/ no one on them • Noise (from Banjo Billy) • Buses going around Green (unless # cars there reduces) • Parking at CU is complicated – may not be successful
<p>Route C (Broadway south of Baseline)</p> <ul style="list-style-type: none"> • Accommodates out-of-towners ✓✓ • Incorporates those from 36 and 93 <ul style="list-style-type: none"> ○ Make sure lots are accessible to them/easy with big signs/free • Makes it easy for out-of-towners 	
<p>Route A – downtown via 9th Street</p> <ul style="list-style-type: none"> • Connects major tourist draws • 30% visitors come from within Boulder • Connects to hotels • Good if shorter 	
<p>Route B – Baseline -Broadway</p> <ul style="list-style-type: none"> • 56+% people drive by CU already • Capture Denver folks, too • Good if longer 	
<p>Combined Routes A + B</p> <ul style="list-style-type: none"> • Good if get word out to out-of-towners • Eliminates need to turn around or enter Chautauqua complex • Start small • 30 min. weekday frequency w/ 15 min. on weekends or 15 min all the time ✓✓ 	<ul style="list-style-type: none"> • Wouldn't capture 36 traffic well

Bill Cowern presented the staff's still-draft **Refined List of Potential Summer 2017 Pilot Projects**, reiterating that the "pilot" program would be a package of strategies that would be opportunities to learn what works and what does not work to inform an ultimate plan. He noted that the initial multi-page matrix of possibilities had been refined based on viability for implementation for summer 2017 and represent strategies that complement and don't compete. He noted three implementation considerations: ordinance changes that would require Council approval; current budget limitations, which could pay for parking kiosks and signage but not transit/TNC subsidies or the desired marketing plan, and the need for Council approval of a budget adjustment to cover the approved pilot program; and potential need for Landmarks Board approval of exterior alterations, if any. Bill responded to CWG questions re: timing of these items.

CWG member comments on staff's still-draft refined list of summer 2017 pilot projects included:

- Requiring a transportation demand management (TDM) program for employees within Chautauqua is misplaced energy compared to addressing visitors - carrot is ok but not a stick.
- Changing to angled parking on the north side of the Green to gain spaces is not feasible for the pilot.
- Parking kiosks are challenging for those unfamiliar – make them simple.
- Add bike racks, especially for e-bikes with charging stations using solar panels (but this won't make a big dent)
- Permit parking in the leasehold and neighborhood and paid parking around the Green and at Ranger Cottage, with transit.
- Make it hard or expensive to park to drive transit ridership.
- Traffic calming in leasehold (but hard for cyclists)
- Parking management plus transit plus education – including real-time info
- Avoid negative impacts to Dining Hall; valet?
- Marketing strategy is critical – targeted and multi-segment, to reach locals and tourists
- Signs on 36, bikes, HOV parking
- NPP is more preferred than Ts & Ls (which reduce parking supply) in north neighborhood
- Bus wrap to market transit vehicles
- Guides on buses to make it a fun experience

Deryn Wagner also noted that OSMP staff will be interested to see if any changes in circulation resulting from transit (if transit gets advanced by city council) have impacts on trail use or sensitive habitat in the Chautauqua meadow.

Regarding **Next Steps**: Bill Cowern noted the upcoming community open house on January 26th and that staff will start to package final recommendations for discussion at the CWG meeting #5 on February 23rd as well as start to draft CAMP memos to the various boards and for Council's April 4th meeting.

Public input:

Cindy Schmidt – There are ways to lease (vs. buy) trolleys. Trolleys would be attractive and fun, have a historic connection, and appeal to tourists and kids.

Chris Pettillo – Inquired about transit Route B (staff response: terminus at 27th Way PnR not yet determined) and possible restrictions on Auditorium performer tour buses (staff response: none).

Mary Ann Mahoney distributed a handout about Colorado's population growth.

The meeting adjourned at 8:45 p.m.