

Chautauqua Access Management Plan (CAMP) Working Group Meeting #5
Thursday, February 23, 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, John Kenyon, Joel Koenig, Mary Ann Mahoney, Roni Chen Maloney, Michael McCarthy, Mary Price, Tara Winer
Absent: Patrick Casey, Sara Pritchard

Facilitator – Heather Bergman

City of Boulder staff – Susan Connelly, Bill Cowern, Deryn Wagner, Natalie Stiffler

Observers – Deb van den Honert, Chris van den Honert, Shelly Benford, Cindy Schmidt, Michael Mast, Ned Andrews

The meeting was convened at 6:10 p.m. Facilitator Heather Bergman welcomed all assembled to the fifth and final meeting of the CAMP Working Group (CWG) and stated the goals for this meeting to be for the CWG to understand where we are in the CAMP process and to give final feedback on staff's recommended summer 2017 pilot projects. She shared staff's hope that the CWG members would leave today's meeting with a sense that all feasible strategies for the pilot projects and relevant considerations were identified and considered and that the CWG's helpful contributions were heard and considered and in fact will help make improvements to a wicked problem. Heather noted that that the Public Comment period was moved up from the end of the agenda to follow the staff presentation of recommendations so that the CWG members could have the benefit of any public comment before they discussed the staff recommendations.

Susan Connelly briefly recapped the fourth CWG meeting on January 19, 2017 as including a presentation of the CAMP Transit Study, discussion of transit options and discussion of staff's refined matrix of potential 2017 summer pilots and considerations. She noted that CWG members added ideas to the list and shared what they liked and did not like. Susan reported that following the last CWG meeting: staff had hosted a Community Open House on January 26, 2017 at the Chautauqua Community House; the online community questionnaire posted in mid-January had drawn approximately 2,100 so far prior to scheduled close on February 26; staff and consultants completed a deeper dive into the refined options, including logistical and cost

considerations; staff met with potential satellite parking partners University of Colorado-Boulder (CU-B) and Boulder Valley School District (BVSD) as well as some potential transit providers not limited to traditional transit buses; staff met with representatives of the Colorado Chautauqua Association (CCA), the Colorado Music Festival (CMF) and the Chautauqua Dining Hall (CDH); staff shared evaluation criteria and recommendations with the City Manager and city department leadership; and staff drafted memos to the first two of the five boards/commissions that will give input prior to Council consideration of the proposed pilot on April 4th.

In response to a question, Bill Cowern responded that the key themes from the community questionnaire responses would be posted on the CAMP webpage.

Deryn Wagner reiterated the CWG's charge and walked through how staff had incorporated the CWG's input to date, including how the CWG process started by looking at existing guidance, discussion of how data would inform the process, how the key findings were articulated as issues statements (a form of problem statement), identification of initial pilot strategies and various considerations relevant to each, and how the CWG gave feedback and offered new ideas and approaches. Deryn said that all of the inputs were considered and filtered by pilot implementation feasibility vs. longer-term strategies that can be re-visited, including regarding transit.

Bill Cowern presented staff's recommended summer 2017 pilot via a PowerPoint presentation. He emphasized the recommended integration of transit and parking management across all four "zones" of the subject area while sharing the pros and cons of each approach individually and integrated. He noted that parking management without transit could feel like an attempt to drive people away and could have possible impacts on other trailheads, neither of which is a goal of the summer 2017 pilot. He noted that the lowest cost alternative is parking management alone because of the revenue generation offset to the costs of implementation. Bill discussed the pilot program highlights: (1) paid parking in all zones;(2) two-hour time restricted paid public parking and permit systems in the two Neighborhood Zones (i.e., the neighborhood mostly north of Baseline and the CCA leasehold area); (3) transit service from satellite parking lots; and (4) an employee Transportation Demand Management (TDM) for all employees within Chautauqua (CCA, CMF, CDH and Open Space and Mountain Parks (OSMP) Ranger Cottage). Bill explained the details of the proposal for each zone and illustrated the proposed boundaries of the neighborhood permit zones. He showed the two proposed transit segments and the two proposed satellite parking lots (New Vista High School and University of Colorado-Boulder lot 306 at Broadway and Regent Drive). He discussed the desire to supplement the transit option with potentially discounted/subsidized use of Transportation Network Companies (TNCs) (e.g, Uber, Lyft). Bill noted some key considerations or challenges to overcome in order to implement the proposed pilot this summer, including: required amendments to existing regulations and ordinances regarding residential permit parking zones and paid parking in Open Space parking areas; possible requirement of Landmarks Board approvals for exterior alterations within the Chautauqua Landmark district; use of the Park Mobile payment application; and the unbudgeted high cost of the pilot. Bill outlined the other pilot options that were considered in making the staff

recommendations. He outlined the community engagement to date, including the feedback received at the January 19th community open house. He noted key preliminary results of the community questionnaire input: 30% of respondents already find it so difficult to access the Chautauqua area in the summer that they don't go; 18-46% of respondents said they would no longer go to the Chautauqua area if there are time restrictions or paid parking, respectively; and 20-31% of respondents said they would use transit to reach the Chautauqua area if it were available. Bill concluded by explaining how success of the pilot would be measured, including summer 2017 data collection to compare with summer 2016 data re: arrival mode, transit and TNC ridership, traffic patterns and parking location and utilization. He outlined use of an online users questionnaire to gauge visitor demographics, whether users thought the key issues were addressed and customer experience/satisfaction with the various pilot components and also consideration of any economic impacts experienced by CCA, CMF or the CDH. Deryn Wagner added that the OSMP would be monitoring impacts on the Chautauqua Meadow habitat and visitor counts. Bill concluded his presentation of staff recommendations by noting the next steps.

Questions from the CWG and staff responses included:

- *How will people be directed to the online questionnaire in summer 2017?* The same way the community was directed to the current online questionnaire, through many different forms of outreach, including social media.
- *Do neighbors have a choice regarding the proposed neighborhood parking permit (NPP) zones/boundaries?* All neighbors within the proposed NPP and two blocks beyond the proposed boundaries will be contacted by mail and invited to an open house on March 9th and to give their input without attending the open house, which is standard city procedure for consideration of a new or expanded NPP.
- *Can a block say no to being included?* Yes. Residents must consider the pros and cons of inclusion. The decision will last for the length of the pilot.
- *What will the employee TDM look like?* It has not been finalized but could look like the TDM program for city employees in the civic area. Volunteers for CCA, CMF and OSMP also must be addressed.
- *How many parking spaces in the New Vista lot?* Two different areas include 75 and 50, respectively.
- *What happens when school resumes and the satellite lots are not available?* It would impact transit segment B (east) but not segment A (downtown). It may be possible to maintain the satellite lot usage on the weekends through the conclusion of the pilot period.
- *What is the thinking behind the timing of ending the paid parking period on Baseline at 5 p.m.?* It could encourage people to park there first vs. in other zones starting at 5 p.m.
- *How will neighborhood resident permits work?* Like in other NPP zones, residents would purchase a certain number of permits per household (probably two for the pilot) and a limited number of guest passes.

- *Would CCA lodging guess have to pay for parking?* Everyone would have to pay for parking, either through a permit or through a meter or Park Mobile app.
- *Will parking signs come down after the pilot?* Staff anticipates yes.
- *Cost of an NPP permit?* Not yet determined for the pilot, but it is \$17/resident permit/year in other NPPs now.

Public comment included:

Chris van den Honert, Boggess Circle – Suggested an additional action for the pilot: temporarily close the trail access at the top of Kinnikinick, which would not prevent user access but could reduce the appeal of parking in the leasehold area.

Ned Andrews, Grant Place – Congratulated the CWG and staff for great progress. Suggested that there are ways to tailor the pilot to be more cost-neutral by finding an optimum parking pricing that incents transit ridership. He opined that \$2.50/hour to park might be too cheap; \$5/hour would be more of an incentive to park remotely and take transit while also producing more revenue to pay for the transit. He suggested continuing the paid parking north to Aurora and extending the pilot period into September and October, noting that the upfront costs are the same whether the pilot is one month or five months.

Prior to the CWG members' comments on staff's recommendations for the summer 2017 pilot, Heather asked the members if they thought that overall the staff recommendations are on target. Responses included: "Very close." "Anything we do will make it better." "Very close." "We have the right components and a good balance." "Great." "Very well done, no fatal flaws, well-balanced." Specific CWG member comments included:

- Increase the transit frequency on weekdays from 30 minutes to 15 minutes starting no later than 10 a.m. Satellite lots are the perfect locations. Marketing will be critical. Agrees with increasing the parking price. Free shuttle address the inclusiveness issue.
- Happy with the transit-parking management integration. Agrees re: expanding the pilot into the fall, as it is just as dangerous or worse for pedestrians in September when CU students are back. Cottage owners may need more permits per residence. Biggest concern is with employees – leave it to CCA to develop the TDM. Concern for evening employees after the busses stop running.
- Agrees with closing Boggess Circle trailhead access and that 30-minute headway is not adequate. Consider parking at Williams Village; 30th and Baseline has more amenities for those waiting for a shuttle. Extend paid parking zone north and shrink to Lincoln on the east. Neighbors are concerned about visual blight from signs.
- Park Mobile parking payment app will be a challenge. Struck by the cost and complexity for neighbors – will test the motivation of neighbors to solve the problems that trouble them.
- Not yet addressed: the people outside of Boulder who come every weekend.

- Seems like telling hikers not to come. Two-hour parking limit is too short and too long to wait for shuttle. Opposes closing Boggess Circle cut-off. Park Mobile is scary. Concerned about back-up occurring on Baseline for cars waiting to turn into New Vista satellite parking. NPP in neighborhood produced great benefits – people who are afraid of NPPs should ask people who like living in NPPs.
- Two-hour time restriction is not enough – it only accommodates sight-seers. Even Theatre Hikes programs last longer than two hours. Consider using a web-based mobile payment system for those who don't want to download Park Mobile app. Parking ambassadors should accept cash. Education and marketing are critical to success. Use local and Denver hiker groups and blogs to get the word out and take people straight to the shuttles.
- Extend the parking management period to 8 p.m. to incent people to take the HOP2Chautauqua on Auditorium event nights. Extend the NPP another block north to Aurora. The 2-hour restricted parking in two of the four zones is necessary to provide a meaningful incentive to take transit and a meaningful disincentive to park. Parking on Baseline, around the Green and in the Ranger Cottage lot has no time restriction. Rationing is necessary. Good option to pay at kiosks on Baseline for neighborhood parking if not by Park Mobile. Regarding neighbors' concerns re: NPP on their blocks, should require a super-majority to opt out. Agrees to suggested extension of pilot into September and October.
- *Provide parking for CDH customers?* Staff response: Customers also would pay to park. Turnover from paid parking will help.
- Buses will take dogs and equipment. CMF musicians with instruments should use the lower tennis court lot. The question about the employee TDM is who pays.
- Charge nothing for NPP permits – don't try to recoup costs.
- Have a booth at the Farmers Market to share info.

Mary Ann Mahoney offered that the Boulder Convention and Visitors Bureau (BCVB) wants to be part of the critically-important marketing effort and to contribute to a buy-down of the transit cost. She discussed the opportunity to create excitement and a festive atmosphere around the “hiker bus”. She stressed the need to make the pilot successful and then to continue to refine the approach over time. She noted that with the grown in the state and Front Range populations, people will continue to come to Chautauqua, and the CAMP is unlikely to produce a decline in users, just cars.

Additional public comment included:

Michael Mast, CCA – There is still a lot of complexity, a lot of details still to be worked out.

Staff promised to post all upcoming meetings on the CAMP webpage and to send the city council memo to the CWG members.

Susan noted that while there is no official role for the CWG going forward into implementation, staff welcomed the members to share with staff their unofficial personal observations of how pilot implementation is going and what they hear from your neighbors, colleagues, friends who

experience the pilot. She noted that the CWG members will continue to be on the CAMP e-mail list for future notifications, including future community meetings as the lessons of the summer 2017 pilot are translated to create the future plan.

Each staff member thanked the CWG members for their service. Heather encouraged the members to consider bringing their civil, thoughtful, respectful participation to other work group and board service opportunities in the city.

The meeting was adjourned at 8:35 p.m.