

Travel Demand Management Plan

Mapleton Hill

Boulder, Colorado

Prepared for

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Introduction

This Travel Demand Management (TDM) Plan has been prepared for the Mapleton Hill redevelopment in Boulder, Colorado. The site is located north of Mapleton Avenue and west of 4th Street. The site is proposed to include about 147 independent senior living units, about 63 memory care, subacute rehab, skilled nursing, and assisted living rooms located in the proposed wellness center, and two caretaker units. The existing use and current structures on the site are approximately 184,355 square feet and could alternatively be remodeled/ refinished as medical/dental office space. Vehicular access to the site is proposed from existing accesses to Mapleton Avenue and 4th Street. The location of the site with respect to the surrounding land uses and roadway system is shown in Figure 1. The conceptual site plan is shown in Figure 2. This TDM Plan supports a 20 percent alternative mode share.

Existing Alternate Modes Description

The following existing conditions contribute to the transportation demand management goals of the City of Boulder. The Mapleton Hill site is well-positioned to make good use of these existing opportunities.

Existing Transit Service

The Regional Transportation District (RTD) is the governing body responsible for fixed-route transit (public transportation) service throughout the Denver metropolitan area, including Boulder. Figure 3 shows the existing bus stops and transit routes within the vicinity of the site, including the following routes:

- 205
- 208
- N
- SKIP
- Y

Demand-responsive services are available to both seniors and persons with disabilities through Via (formerly Special Transit). Established in 1979, this non-profit provides safe and affordable rides in accessible buses to people with limited mobility. Rides are scheduled in advance, and have a 30-minute pick-up window.



Approximate Scale
Scale: 1"=300'



Figure 1
**Vicinity
Map**

Mapleton Hill Redevelopment TDM Plan (LSC #150520)





Approximate Scale
Scale: NTS

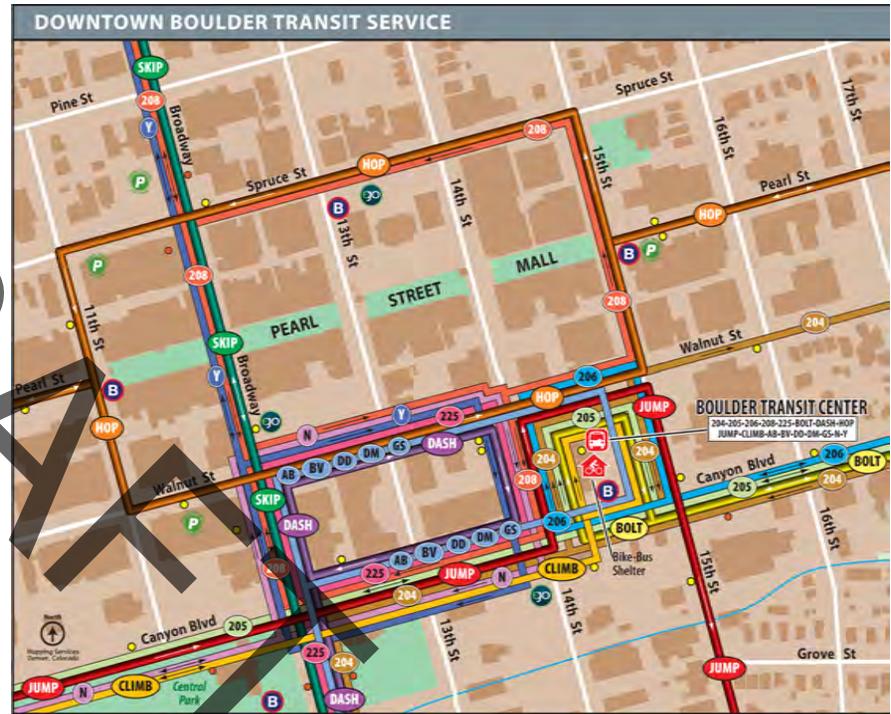
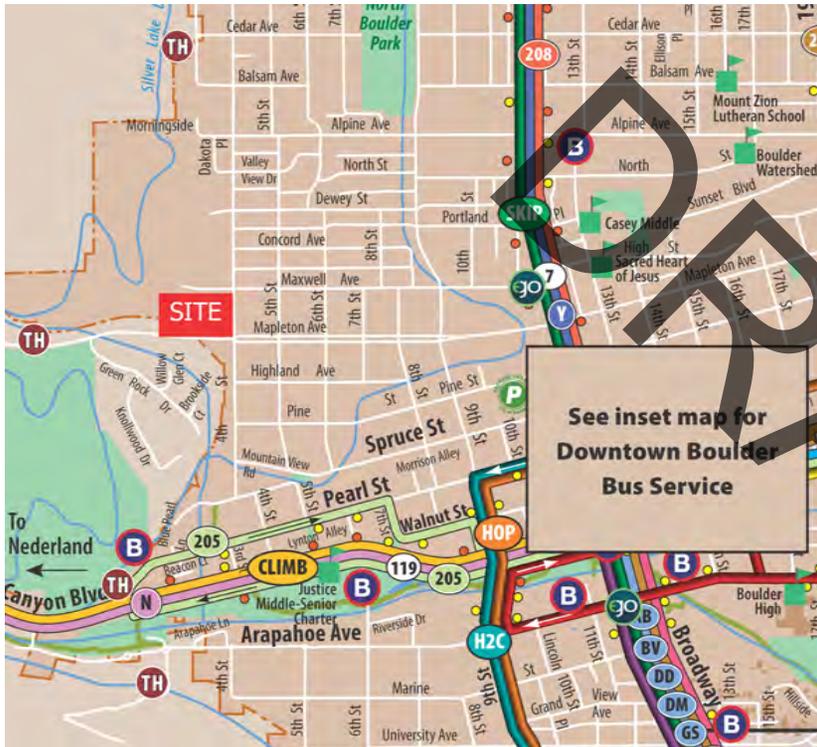
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Figure 2

Site Plan

Mapleton Hill Redevelopment TDM Plan (LSC #150520)





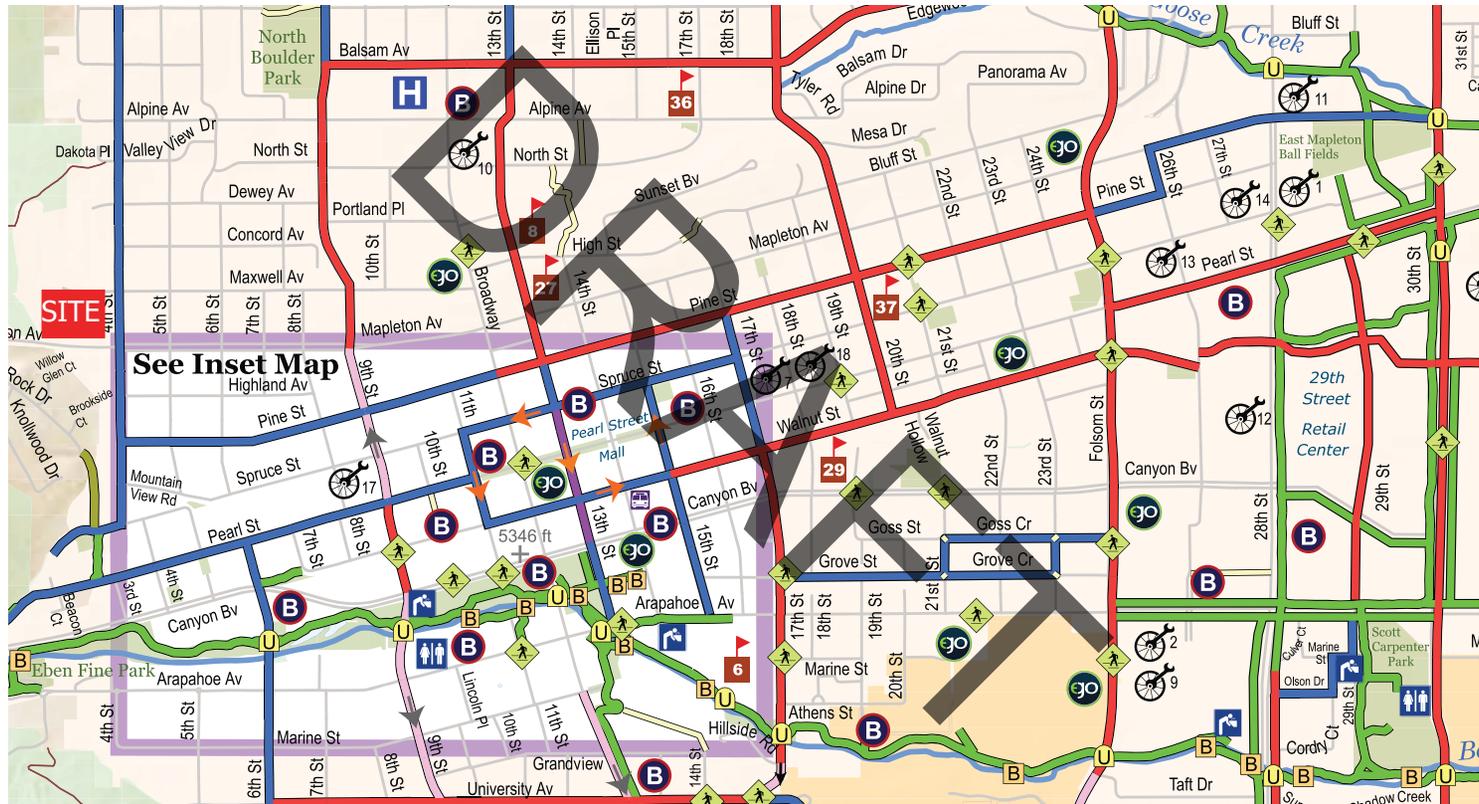
-  = Trail Head
-  = B-cycle Location
-  = eGo Car Share Location

Figure 3
*Existing Bus Stops
and Transit Routes*
Mapleton Hill Redevelopment TDM Plan (LSC #150520)

Existing Bicycle and Pedestrian Network

The City of Boulder maintains an extensive bicycle and pedestrian network throughout the City. Figure 4 shows bicycle and pedestrian routes within the vicinity of the site. In addition, many of the streets in the project vicinity have attached or detached sidewalks.

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LEGEND:

- On-Street Bike Lane
- Designated Bike Route
- Multi-Use Path

- B = Bridge
- U = Underpass
- B = B-cycle Location
- go = eGo Car Share Location
- A = Enhanced Pedestrian Crossing
- B = Bike Shop

Figure 4
Existing Bike and Pedestrian Routes

Transportation Demand Management (TDM) Strategy for Mult-Family Residential Units

The City of Boulder's draft residential development toolkit packages are shown below in Table 1. The site includes about 147 independent senior living units. The site is located within the CTN Buffer. The "core elements" section of the table shows elements required of all new residential developments, including orientation packets, participation in TDM evaluation programs, and pedestrian, bike, and transit enhancements.

Two "package elements" are available under City of Boulder standards, Package A and Package B. Package A appears to be the most advantageous for the site, requiring the participation in the NECO bus pass program, meeting the short- and long-term bicycle parking code, and the consideration of managed on-street parking.

Table 2 shows the actions that the Mapleton Hill developer intends to take to increase the percentage of alternative travel modes utilized by the site. An alternative travel mode reduction of 20 percent is expected due to the site's proposed land use and location.

Transportation Demand Management (TDM) Strategy for Commercial Space

The City of Boulder's draft commercial development toolkit packages are shown below in Table 3. The site includes about 63 memory care, subacute rehab, skilled nursing, and assisted living rooms located in the proposed wellness center, and two caretaker units. The site is located within the CTN Buffer. The "core elements" section of the table shows elements required of all new commercial developments, including meeting the short- and long-term bicycle parking code; participation in eGo car share and B-Cycle bike share where appropriate, pedestrian and bicycle enhancements; consideration of showers and changing facilities; and establishing a transportation information center.

Three toolkit options are available under City of Boulder standards, Packages A, B, and C. Based on the existing alternate modes available around the site, Package A is the most advantageous for the site, requiring the establishment of a BECO bus pass participation program.

Table 4 shows the actions that the Mapleton Hill developer intends to take to fulfill the intent of the Site Review and TDM Plan processes.

**Table 1
City of Boulder Residential Development Toolkit Packages**

TDM Toolkit Element		Residential Toolkit Packages							
		Single Family ≤10 Units		Single Family 11 or More Units		Multi-Family ≤10 Units		Multi-Family 11 or More Units	
		Pkg A	Pkg B	Pkg A	Pkg B	Pkg A	Pkg B	Pkg A	Pkg B
CORE ELEMENTS	Orientation Packets	✓	✓	✓	✓	✓	✓	✓	✓
	Evaluation	✓	✓	✓	✓	✓	✓	✓	✓
	Pedestrian Enhancements	✓	✓	✓	✓	✓	✓	✓	✓
	Bike Enhancements	✓	✓	✓	✓	✓	✓	✓	✓
	Transit Enhancements	✓	✓	✓	✓	✓	✓	✓	✓
PACKAGE ELEMENTS	Alternative Transportation Subsidy Fund	✓			✓	✓			✓
	Carshare Subsidy		✓		✓		✓		✓
	Bikeshare Subsidy		✓		✓		✓		✓
	NECO Pass Program Participation			✓				✓	
MULTI-FAMILY ELEMENTS	Meet Short-Term Bicycle Parking Code					✓	✓	✓	✓
	Exceed Short-Term Bicycle Parking Code						✓		✓
	Meet Long-Term Bicycle Parking Code					✓	✓	✓	✓
	Exceed Long-Term Bicycle Parking Code						✓		✓
	Managed On-Street Parking					✓	✓	✓	✓
	Unbundled Parking						✓		✓

**Table 2
Mapleton Hill TDM Plan - Residential**

TDM Toolkit Element		Actions for Package A
CORE ELEMENTS	Orientation Packets	An orientation packet will be provided to each new resident which includes brochures, maps, and other resources to inform residents of their transportation options. This packet will include RTD bus information, the City of Boulder bicycle and pedestrian map (or similar), and information on special events. This packet will be provided initially by the developer at the time of sale or by a lessor thereafter.
	Evaluation	Through sales or lease agreement, the site's residents will agree to participate in annual on-line or paper surveys regarding their use and satisfaction with transportation demand management programs. The evaluation is expected to be administered by the City of Boulder using Survey Monkey or similar on-line tools. The developer will secure agreement to participate, with the expectation that 10-20% of residents will actually participate based on typical survey return rates. The City of Boulder will be responsible for data analysis and summarization.
	Pedestrian Enhancements	The site currently has connectivity to the existing sidewalks on 4th Street, Mapleton Avenue, and Maxwell Avenue.
	Bike Enhancements	4th Street is a designated bike route adjacent to the site.
	Transit Enhancements	Information about transit service will be provided in the orientation packets, also described above. The applicant will provide a private on-call shuttle bus for residents and will establish an electric vehicle car-sharing program for residents.
PACKAGE ELEMENTS	NECO Pass Program Participation	The applicant does not propose a NECO pass program for residents because many will not be able to walk to the nearest bus stops. The applicant proposes to provide a private on-call shuttle bus for residents, plans to establish an electric vehicle car-sharing program, and plans to locate a B-cycle station on-site.
MULTI-FAMILY ELEMENTS	Meet Short-Term Bicycle Parking	The site is required to provide a total of 18 short-term bicycle parking spaces for the overall site. The applicant is providing 32 short-term bicycle parking spaces.
	Meet Long-Term Bicycle Parking	The site is required to provide a total of 54 long-term bicycle parking spaces for the overall site. The applicant is providing 100 long-term secured bicycle parking spaces.
	Managed On-Street Parking	The proposed site will have a total of ___ vehicle parking spaces. The on-site parking spaces will be unbundled. There are no plans to manage on-street parking.

**Table 3
Commercial Development Toolkit Matrix of Packages
Business Development - Developer**

TDM Toolkit Element		Commercial Toolkit Packages - Multiple Business/Developer									
		Within CTN Buffer			Outside CTN Buffer			CAGID	Uni-Hill		
		Pkg A	Pkg B	Pkg C	Pkg A	Pkg B	Pkg C	Pkg A	Pkg A	Pkg B	Pkg C
CORE ELEMENTS	Meet Short-Term Bicycle Parking Code	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Meet Long-Term Bicycle Parking Code	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Ratio of MOV Mode Share	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Pedestrian Enhancements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Bike Enhancements	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Showers - Conditional	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Changing Facilities - Conditional	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Transportation Information Center/ Access/Employee Transportation Coordinator (ETC) Network	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PACKAGE ELEMENTS	Transit Enhancements - Conditional		✓	✓		✓	✓			✓	✓
	Business Eco Pass Program (BECO Pass) - 3 years	✓			✓			✓*	✓		
	Alternative Transportation Subsidy Fund		✓			✓				✓	
	Lease Requirements for BECO Pass - 3 years			✓			✓				✓
	Managed Off-Street Parking - Conditional	✓	✓	✓	✓	✓	✓				

CTN = community transportation network, and refers to a set of high-frequency bus routes defined by the City of Boulder.

*Note: Business Eco Pass already provided by RTD for Uni-Hill.

Source: City of Boulder, 2011.

**Table 4
Mapleton Hill TDM Plan - Commercial**

TDM Toolkit Element		Within CTN Buffer Package A
CORE ELEMENTS	Meet Short-Term Bicycle Parking Code	The site is required to provide a total of 18 short-term bicycle parking spaces for the overall site. The applicant is providing 32 short-term bicycle parking spaces.
	Meet Long-Term Bicycle Parking Code	The site is required to provide a total of 54 long-term bicycle parking spaces for the overall site. The applicant is providing 100 long-term secured bicycle parking spaces.
	Ratio of MOV Mode Share	The site will include ridesharing information in its employee orientation packets. This may include eGo Car sharing, B-Cycle bike sharing, and/or DRCOG's RideArrangers. The nearest existing eGO car share site is east of the site at Broadway/Maxwell Avenue. The nearest B-Cycle location is south of the site at 6th/Canyon Boulevard. The applicant proposes to provide a B-Cycle location on site, establish an electric vehicle car-sharing program for residents, and provide a private on-call shuttle bus for residents.
	Pedestrian Enhancements	The site currently has connectivity to the existing sidewalks on 4th Street, Mapleton Avenue, and Maxwell Avenue.
	Bike Enhancements	4th Street is a designated bike route adjacent to the site and the applicant is providing more bicycle parking than required by code.
	Showers - Conditional	The existing buildings have showers/changing facilities.
	Changing Facilities - Conditional	The existing buildings have showers/changing facilities.
	Transportation Information Center/ Access/Employee Transportation Coordinator (ETC) Network	The site will include transportation information in its employee packets/employee orientation process. The information will also be available in interior brochure racks within the building. The developer proposes to provide an on-site employee transportation coordinator (ETC).
PACKAGE ELEMENTS	BECO Pass Participation	The project proposes to participate in the BECO Pass Program for employees. The applicant will need feedback from City staff to determine the appropriate size of the program.