



**CITY OF BOULDER
CITY COUNCIL AGENDA ITEM**

MEETING DATE: SEPTEMBER 18, 2012

AGENDA TITLE: Consideration of a motion to accept the summary of the August 28, 2012 Dinner Discussion on the Transportation Master Plan Update.

PRESENTER/S

City Manager's Office

Jane S. Brautigam, City Manager

Paul J. Fetherston, Deputy City Manager

Public Works and Transportation Staff Team

Maureen Rait, Executive Director of Public Works

Tracy Winfree, Director of Public Works for Transportation

Michael Gardner-Sweeney, Transportation Planning/ Operations Coordinator

Kathleen Bracke, GO Boulder Manager

Randall Rutsch, Senior Transportation Planner

Chris Hagelin, Senior Transportation Planner

Joanna Crean, Public Works Project Coordinator

EXECUTIVE SUMMARY

This agenda item provides a summary of the August 28, 2012 City Council dinner discussion regarding the Transportation Master Plan (TMP) update. The dinner discussion was intended to provide council with an overview of the Transportation Master Plan (TMP) and obtain City Council feedback on the policy review and proposed direction for the 2012-13 TMP update. As with all city master plans, the Transportation Master Plan takes its overall policy direction from the Boulder Valley Comprehensive Plan (BVCP). Specifically, the goals and policies of the BVCP provide guidance for delivering city services. This update to the TMP will also include integration with the City of Boulder's new Sustainability Framework, based on the BVCP as well as the city's Priority Based Budgeting process and other community priorities.

Attachment A is a summary of the presentation and discussion with City Council.

STAFF RECOMMENDATION

Suggested Motion Language:

Staff recommends council consideration of this summary and action in the form of the following motion:

Motion to accept the summary (Attachment A) of the August 28, 2012, Dinner Discussion on the Transportation Master Plan Update.

NEXT STEPS

City Council's feedback from the Aug. 28 discussion will be incorporated into the 2012-13 TMP update process. Additional opportunities for City Council check-ins will be provided in spring-summer 2013 and again in the fall-winter of 2013.

ATTACHMENTS

- **Attachment A** – August 28, 2012 Dinner Discussion Summary on the Transportation Master Plan Update

ATTACHMENT A
August 28, 2012
Dinner Discussion Summary on
Transportation Master Plan Update

PRESENT

City Council: Mayor Matthew Appelbaum, Deputy Mayor Lisa Morzel, Council Members KC Becker, Macon Cowles, Suzanne Jones, George Karakehian, Tim Plass, and Ken Wilson.

Staff members: Jane S. Brautigam, City Manager, Paul J. Fetherston, Deputy City Manager, Maureen Rait, Executive Director of Public Works, Tracy Winfree, Director of Public Works for Transportation, Michael Gardner-Sweeney, Transportation Planning/Operations Coordinator, Kathleen Bracke, GO Boulder Manager, Randall Rutsch, Senior Transportation Planner, Chris Hagelin, Senior Transportation Planner, Joanna Crean, Public Works Project Coordinator

Board member: Jessica Yates, Vice-Chair, Transportation Advisory Board

Consultant: Bob Drake, Talmey-Drake Research & Strategy, Inc. (Survey Consultant).

PURPOSE

The purpose of this informational dinner discussion was to present an overview of the Transportation Master Plan (TMP) update process and obtain City Council feedback on the policy review and proposed direction for the 2012-13 TMP update.

OVERVIEW OF THE PRESENTATION AND DISCUSSION

Tracy Winfree and Randall Rutsch presented an overview of the TMP policy evaluation, review of the existing and recommended new objectives and focus areas, and proposed direction for the 2012-13 TMP update.

This policy review phase of the TMP update includes extensive data analysis and findings included in the 2012 Report on Progress as well as input from the recent Boulder community survey as well as regional Boulder Valley employee survey. In addition, staff convened interviews with colleagues from across the city organization and consulted with the Transportation Advisory Board (TAB) and a panel of local transportation experts to gain input into the key areas of interest and concern for the TMP update. Based on the compiled information, the feedback shows the city's transportation policy continues to produce positive results and has strong community support. While the policy foundation of the TMP remains sound, there are opportunities for refinement.

The study session presentation highlights the following recommended refinements for the TMP update:

- Add Three New Objectives – Continue the progress of meeting each of the TMP’s six objectives with the possible addition of three new objectives, including improving safety, neighborhood accessibility, and vehicle miles traveled per capita.
- Refine and Expand the Four Policy Focus Areas – The existing four policy focus areas are Multimodal Corridors, Regional Travel, Travel Demand Management (TDM), and Funding. Significant efforts in each of the four focus areas have been made and each remains relevant to continuing to achieve the goals of the TMP.

Potential refinements to the focus areas include the following:

- *Multimodal Corridors*: Rename, Address Lag in Transit System, Explore Innovations – In order to be more current and descriptive, the Multimodal Corridors focus area could be more consistently renamed to Complete Streets. Within this focus area, progress on implementing the transit system has lagged over the last 10 years and requires additional consideration. This focus area could also include evaluating potential bicycle and pedestrian system connections and other multimodal innovations.
- *Regional Travel*: Continue Existing Approach – Continue the focused work with our regional partners to fully implement true bus rapid transit (BRT) service on US 36 and to expand travel options on regional corridors in Boulder County.
- *TDM*: Explore Community-Wide Eco-Pass and Management Strategies – In the TDM focus area, the concept of a community-wide Eco-Pass has received significant support as a potential initiative and the Eco Pass program is one of the most successful at achieving mode shift. This focus area could also include addressing potential parking and congestion management strategies in conjunction with other community planning efforts.
- *Funding*: Expand Funding Focus – The funding shortfall has increased and will be a significant challenge to achieving the goals and objectives of the TMP and should be addressed.
- *Integrate with Sustainability Initiatives*: Add a Focus Area – Add “Integrate Sustainability Initiatives” as a new focus area. While there is a track record of coordinating the TMP across community goals, there are new opportunities for coordination in current city initiatives such as the Climate Action Framework, Boulder Civic Area project, Parking, Parks & Recreation Master Plan as well as others such as the Sustainable Streets and Centers.

In addition to the staff presentation, Bob Drake of Talmey-Drake Research & Strategy, Inc. presented highlights of the findings from the recent Boulder community transportation phone survey. These survey findings support the proposed refinements for the TMP.

Jessica Yates, Vice-Chair of the TAB shared the board's perspective on the policy review and proposed direction for the TMP update. TAB is supportive of the proposed TMP approach and refinements to the objectives and focus areas. TAB is committed to continuing to work on the TMP update with special attention to the funding issues and strategies. TAB believes that the city is on the right track and supports the integration efforts to bring together transportation and land use planning. Jessica shared a new idea that has emerged from the TAB retreat to explore potential opportunities to build relationships with the Planning Board to foster this spirit of integration.

COUNCIL QUESTIONS AND RESPONSES

Following the presentation, City Council members responded to the following questions:

1. Does City Council have any questions or feedback on the results of this policy review phase of the 2012-13 TMP update?
2. Does City Council have any questions or feedback on the proposed direction for the 2012-13 TMP update?

General Response/Assumptions Based on City Council Discussion

City Council is supportive of the overall approach presented by staff for the 2012-13 TMP update, including the policy review, proposed refinements and direction. Council provided guidance to staff regarding the proposed measurable objectives and policy focus areas to include in the next steps of the TMP planning process:

Feedback on the Objectives:

- General support for new measurable objectives safety, accessibility, and Vehicle Miles Traveled (VMT) per capita. These additional objectives can be handled by existing staffing resources.
- Concern with up-tick in Boulder Valley Employee Survey mode shift results.
- Need specific data and goals for in-commuters, including Single-Occupant Vehicle (SOV) mode share and information regarding Boulder B-Cycle users. *Staff will provide a separate update to City Council regarding the B-Cycle program, including this requested information, in fall 2012.*
- Neighborhood centers and employment centers are important to focus on for the neighborhood accessibility analysis.
- VMT per capita analysis needs to consider residents and in-commuters and explore options for analyzing these two separately as well as combined.
- The intersection congestion analysis should consider weighting by the traffic volume at each intersection.

Feedback on the Focus Areas:

Funding:

- Identify funding strategies to implement the Transportation Master Plan vision.
- Potential funding strategies need to be identified for Community Eco Pass program and other multimodal transportation needs. Community Eco Pass analysis should include ridership generation and cost-benefit analysis.
- Funding for all elements of the TMP will be evaluated as part of this important Focus Area, including potential financing options for the Eco Pass program as well as continuing the current work efforts to explore the Transportation Maintenance Fee (TMF).
- TMF analysis is being conducted through Task Force teams hosted by the TAB and this work will be an integral component of the overall TMP update process.
- The TMF discussions will include a full spectrum of options, including funding basic operations/maintenance costs as well as choices which could include the community-wide Eco Pass.
- Funding strategies should address relationships between the use of the transportation system and fees/costs.

TDM:

- Continue to explore strategies for potential TDM packages to apply to new development projects. Staff work to update the TDM packages (“TDM Tool Kit”) is restarting now and will address this area. This work will be coordinated with the overall TMP update and processed through the Planning Board and TAB.
- Provide information on the impacts over time associated with the East Boulder Transportation Management Organization (TMO), now transitioning to its new name and community-wide role as the “Boulder Connections TMO”.
- Community-wide Eco Pass should be explored, need to consider context such as the different levels of transit service available within each area of the community, ridership data, as well as relationship to TMF funding discussions, and cost/benefit analysis.
- Explore additional parking opportunities for eGo CarShare in Downtown, keeping in mind overall parking management strategies and financial considerations. Reference to Don Shoup’s book “High Cost of Free Parking” .
- Need to change “hard-wired” habits of driving alone.

Complete Streets (formerly Multimodal Corridors):

- Important to include local and regional transit planning in the TMP update and address concerns from community survey and need for more ample transit service (hours of service, frequency, routes, connections).

- Improving bicycle safety, accessibility, and attractiveness of routes in neighborhoods is important and related to the new 20 minute neighborhood objective.

Regional Travel:

- Continue to focus on travel options for in-commuters for both commute trips as well as mid-day trips, including Eco Pass, B-cycle, and other options.
- Continue working with Regional Transportation District (RTD) regarding Smart Card concerns including timing of new cards and potential implications for cost changes to customers.

New Focus Area - Integrate Sustainability Initiatives:

- Support for adding this new Focus Area and for integration of sustainability throughout Transportation Master Plan (TMP) update process.
- Important to breakdown silos and have an integrated planning approach linking transportation, land use, economic vitality, primary employers, parking management. Good example of this is the Boulder Junction/Transit Village plan.
- All need to work together and need to consider the context of different areas within the Boulder community.
- New idea for informal relationship building between the TAB and Planning Board members is encouraged by City Council.

Timeline and Next Steps:

- Staff will share results from Aug. 28 City Council Work Session with TAB at their Sept. 10 meeting and then return to council for formal approval of the recommended TMP update approach at the Sept. 18 meeting.
- Based upon City Council direction, staff will proceed into the planning phase of the TMP update, including the community engagement process and opportunities to check-in with Council at key milestones throughout the 2012-13 timeline.
- In late fall 2012 (November /December), staff will present City Council with an update regarding the transportation funding analysis, including the Task Force and TAB recommendations regarding the TMF.