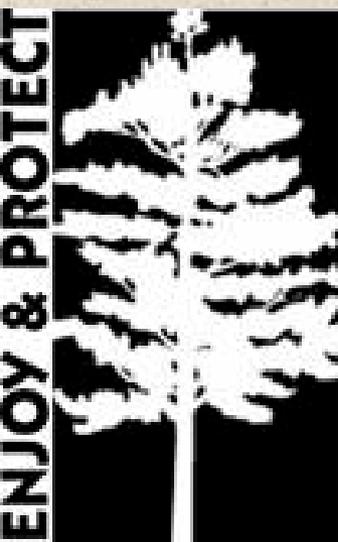




City of Boulder
Open Space and Mountain Parks
Pilot Parking Fee Program Evaluation



OSBT and Council Direction

October 2009 Study Session

“Council would like OSMP to explore obtaining contributions/fees from nonresident visitors and asked to put a pilot program in place in a couple of the southern trailheads.”

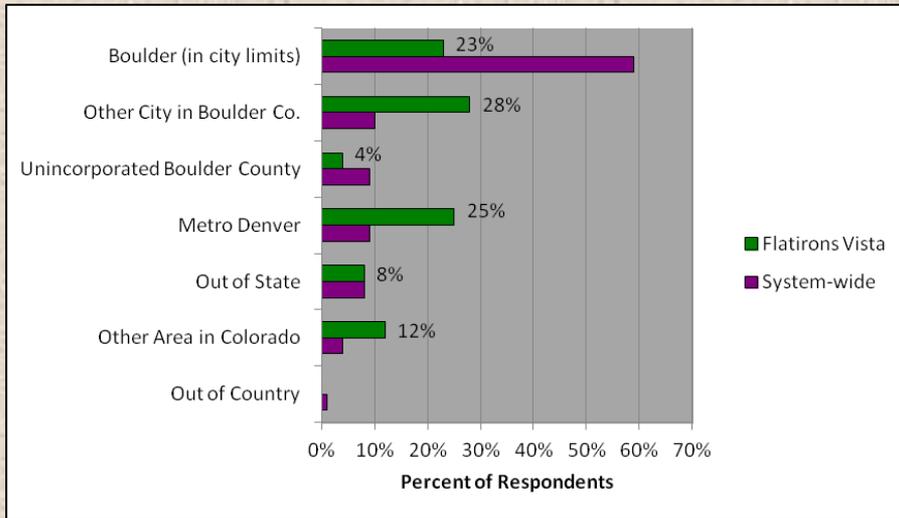
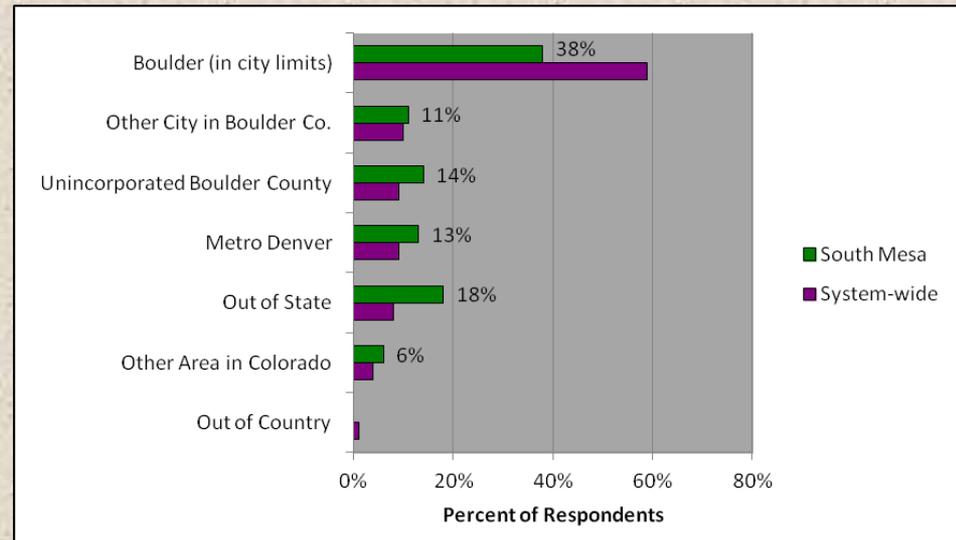
Pilot Parking Fee Program

Visitors with vehicles not registered in Boulder County (nonresidents) were required to pay a fee

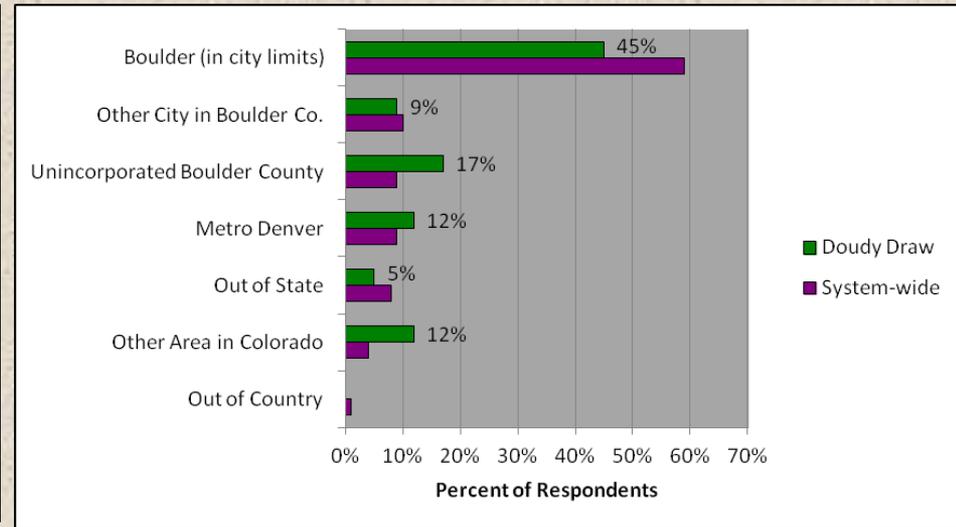


Visitor Residency at the Pilot Trailheads

South Mesa – 37% nonresident visitors

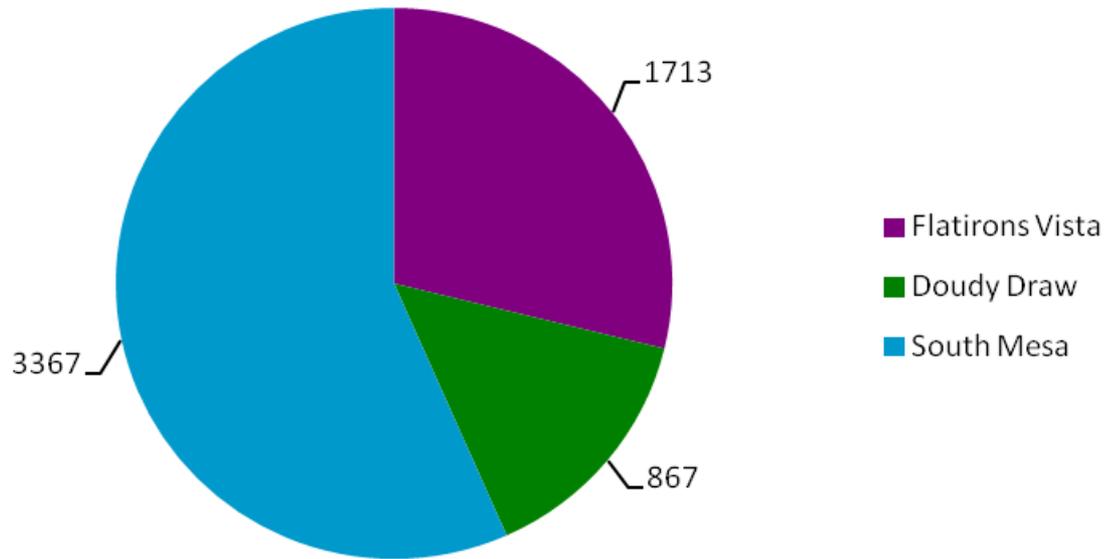


Flatirons Vista – 54% nonresident visitors



Doudy Draw – 29% nonresident visitors

Permits Purchased and Revenue



Number	Description	Ea.	Total
5,956	Daily Permits	\$ 5.00	\$ 29,780.00
	Excess Payment/Donations		\$ 149.00
238	Annual Permits	\$ 25.00	\$ 5,950.00
		REVENUE	\$35,879.00
		COSTS	\$14,288.00
		NET REVENUE	\$21,591.00

Predicted Annual Revenue \$52,842

Evaluating the Pilot Program

Program Goals:

- 1.) Ensure that all visitors contribute to the financial support of the City of Boulder's open space program.
- 2.) Reduce parking demand.

Program Goal 1:

Ensure that all visitors contribute to the financial support of OSMP.

Assumptions:

- 1.) Out of county visitors do not purchase goods and services at a rate sufficient to generate the sales tax revenue to support their visits to OSMP.
- 2.) In county residents do.



Tourists contributed \$14.3 million (16%) to sales tax revenue

+



An unknown amount from the 32,000 workers from outside Boulder County

+



An unknown amount from 10,000 students from out of state and many of the in-state students who reside outside Boulder County

Likely that out of county visitors contribute an amount of sales tax revenue roughly equivalent to their level of visitation (22%)

“Cost” of Visiting OSMP

2012 OSMP authorized spending funded by sales tax

2012 visitation estimate

approximately \$25 million

approximately 5.4 million visits

= approximately \$5

\$550  \$5 of sales tax revenue

This becomes increasingly unlikely the more frequently one visits.

Also indicates that there are many people paying sales tax, thereby contributing to the financial support of OSMP, who seldom or never visit OSMP.

Frequency of Visits per Month by Residency

Visits per month	City of Boulder Respondents	Boulder County Respondents	Metro Denver Respondents	Out of State Respondents	Out of Country Respondents
>20	25%	15%	1%	2%	4%
12-20	28%	18%	4%	2%	1%
4-12	30%	30%	24%	2%	15%
1-4	13%	26%	30%	13%	14%
<1	4%	11%	43%	80%	66%

Program Goal 2:

2.) Reduce parking demand.

Constraints:

- The number alternative parking options and access points available**
Limiting the number of trailheads a parking fee system can be successfully implemented.
- Pilot Program targeted only out-of-county visitors**
Limiting the effect fees can have on demand.

According to OSMP rangers, there was no noticeable decrease in the demand for parking at the Pilot Trailheads.

Additional Key Factors:

Regional Cooperation

OSMP is the only agency in the region which currently charges a nonresident parking fee.

Visitor Stewardship

Based on the theory that those who invest financially develop a stronger sense of stewardship and be more likely to follow the applicable rules.

Social Justice

When parking fees are established some individuals are unable to pay and are turned away. Fees can have a disproportionately high effect on people with relatively lower income.

Additional Key Factor:

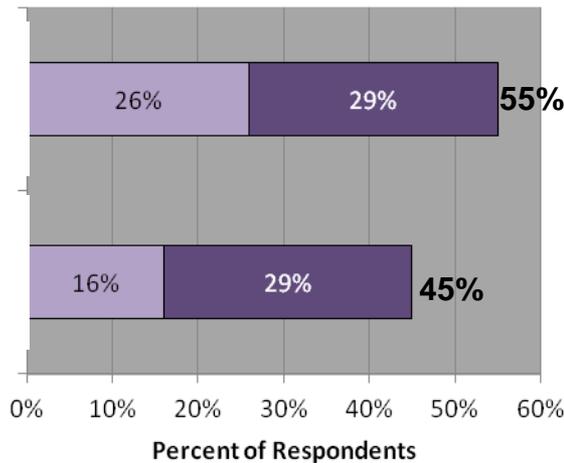
Community Support

2010 OSMP Resident Survey

Public Comment

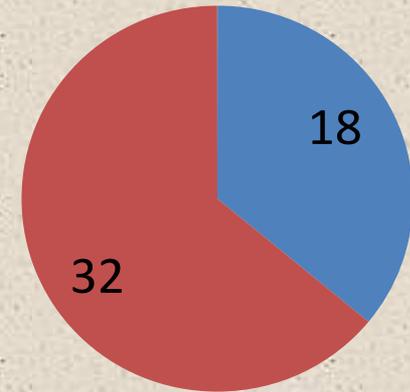
very appropriate somewhat appropriate

Appropriate to charge a fee to visitors from outside the county



Appropriate to charge a fee to visitors from outside the city

n = 400

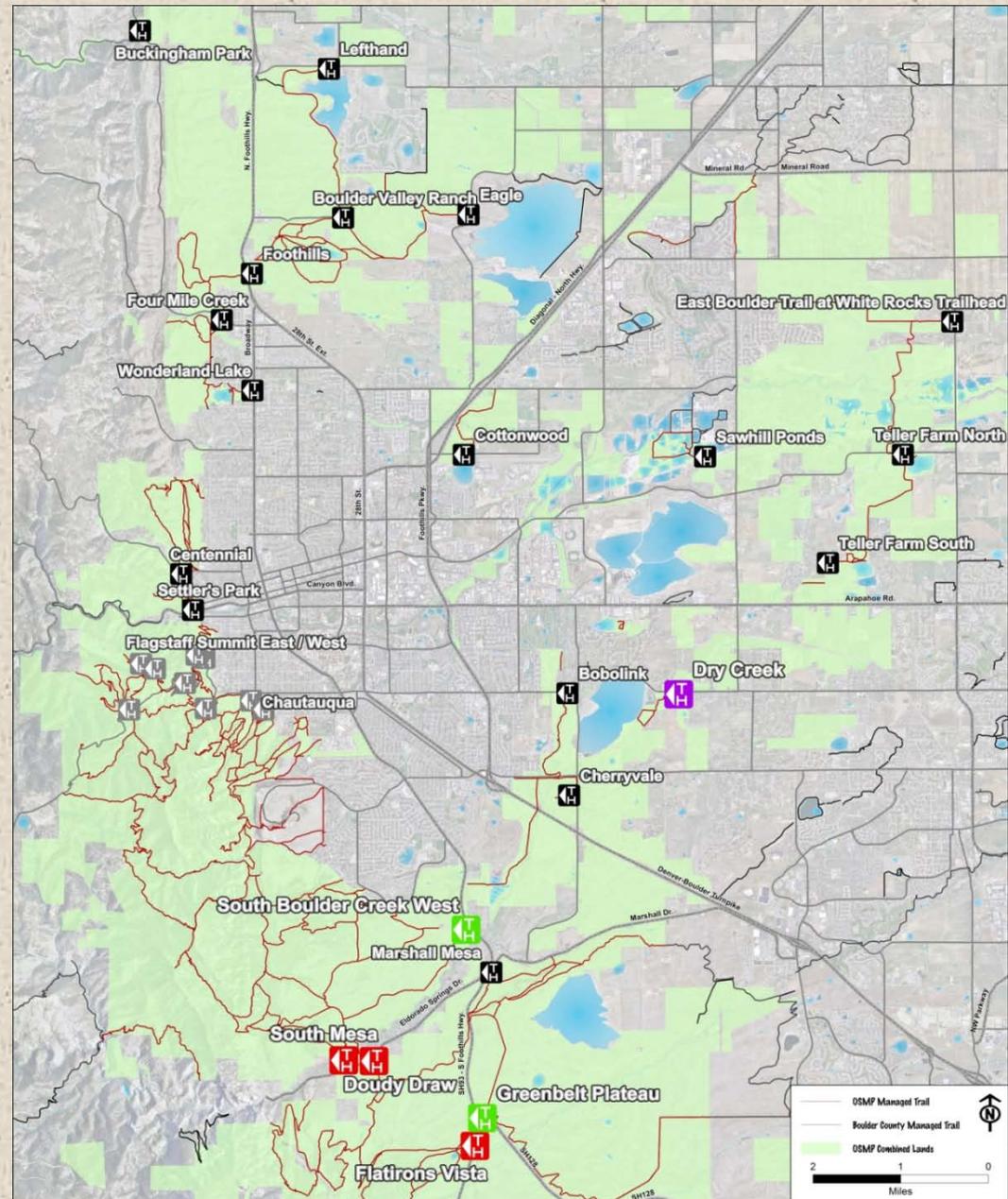


- Regularly contributed to sales tax revenue “double charged”
- Other open space agencies don’t charge

- City residents vote and pay for OSMP lands
- Effective tool to manage demand at parking areas/trails

Alternatives:

- 1.) Discontinue the Pilot Program
- 2.) Maintain the Pilot Program as is – do not expand.
- 3.) Expand the Pilot Program to Greenbelt Plateau and South Boulder Creek West Trailheads.
- 4.) Modify the Pilot Program so that all visitors that are not residents of the City of Boulder are charged a parking fee and expand to Green belt Plateau, South Boulder Creek West, and Dry Creek Trailheads.
- 5.) Introduce a paid parking system for all visitors at a set of trailheads yet to be determined.



Discontinue the Pilot Parking Fee Program

- Likely that out of county visitors contribute an amount of sales tax revenue roughly equivalent to their level of visitation.
- It is the frequent visitors who are unlikely to contribute an amount of sales tax revenue equivalent to their level of visitation and out-of county-visitors generally visit infrequently.
- Given the constraints of charging a fee for parking on the OSMP system it is not an effective tool to manage demand.
- There are opportunity costs associated with implementing a parking fee program.
- Anecdotal information suggests that City of Boulder and Boulder County residents visit other open space jurisdictions.
- OSMP seeks to be inclusive in the services and facilities it provides and believes that outdoor recreation lands should be open and available to all socioeconomic classes.



Questions?

