Boulder, Colorado

- 30 miles NW of Denver
- 100,000 pop.
- University of Colorado

Downtown, University Hill Management Division & Parking Services
City of Boulder, Colorado
Parking By the Numbers

- Parking Garages: 5 – 2,209 spaces
- On-street meters: 165 pay stations
- Surface lots: 4
- Neighborhood Zones: 10 – 2,500 permits
- Parking Tickets: 100,000/annually
- Annual budget: $9.5 million
Tool #1 – Integration

DUHMD/PS

- Urban Management
  - Travel Demand Management
    - Eco Pass
    - Bike Parking
  - Parking Enforcement
- Transportation Access
- Economic Vitality
- Parking Operations Maintenance
  - On Street Pay Stations
  - Garages
  - Hill Maintenance

Downtown, University Hill Management Division & Parking Services
City of Boulder, Colorado
Tool #2: Parking District Concept

- Created in the 1970’s:
- Overlay property tax district
- District provided parking
- No parking requirement
- Historic preservation
- Bonding capacity
Tool #3: Managed Parking

- **On Street**
  - Paid parking
  - Coordinated with the garages

- **Neighborhood Parking Program**
  - Overflow onto the neighborhoods

- **Garages:**
  - Unbundled, Shared spaces
  - Both long and short term
Neighborhood Parking Programs

- NPP – created by ordinance
  - Three types of Permit:
    - Resident
    - Commuter
    - Business Employee
Parking Pricing – Short Term

- Parking Garages
  - $1.25 per hour – first 4 hours
  - $2.50 per hour after 4 hours

- On street
  - $1.25 per hour – Maximums vary 2 hr–10 hr
  - Paystations – ticket valid anywhere in zone
Garages – permits sold quarterly – $265/qtr

Neighborhood Parking Permits
- Resident – $17/ vehicle per year – Limit 2
- Commuter – $78/ vehicle per quarter
- Business Employee – $75 / vehicle per quarter

Surface Lots
- Downtown lots – $163 per quarter
- Hill lots – $155 per quarter
Managing almost 4000 parking spaces

Providing Eco Passes
  ◦ Approximately $125 per employee in 2011

Eco Pass Extra Program
  ◦ Merchant discounts

Paid on-street parking

Shared structured parking

Over 1,300 bicycle parking spaces provided

Enhanced Community Transit Network

Boulder B–Cycle recently launched
2008 Downtown Employee Mode Split

- Drive alone: 35%
- Drive with at least one other person: 7%
- Multi-mode (e.g., car then bus, bike then bus, etc.): 6%
- Walk: 10%
- Bike: 14%
- Work at home: 2%
- Other: <1%
- Ride a bus(es): 26%
What is an Eco Pass?

- Unlimited RTD bus/rail annual pass purchased for ALL employees
- Insurance model – purchase an EcoPass for every employee, not just those who request a bus pass
- Master contract agent where government agency acts on behalf of 1,200+ employers
Downtown Boulder Eco Pass Program

- Central Area General Improvement District (CAGID)
  - Established in 1970 in Downtown Boulder
  - Properties are taxed to provide shared structured parking and parking management services
  - Manage paid on-street parking

**Paid Parking in CAGID**

$746K in revenues from paid parking were used to buy Eco Passes for downtown employees in 2011
Downtown Employee Travel Behavior

- Downtown employees with Eco Passes:
  - Over three times more likely to ride transit
  - Twice as likely to bicycle
  - Three times more likely to walk

- Downtown employees with Eco Passes emit about 1mtCO2 less per year than commuters without an Eco Pass
Since 1990, the SOV mode share for work trip by Boulder residents and employees has declined significantly compared to the Denver Region and the nation.
Boulder residents with an Eco Pass drive about 2,600 miles less per year than residents without and Eco Pass.

• Boulder employees with an Eco Pass drive about 2,300 miles less per year than employees without an Eco Pass.
## Decline in SOV Trips

Since 1990, SOV trips by Boulder residents has declined by 7.1 percent, while bus and bike use has increased by almost 11 percent combined.

TMP 2025 goal is to reduce all trips to 25 percent SOV.

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Percent of Trips*</th>
<th>Change 1990 to 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Occupancy Vehicle</td>
<td>37.1%</td>
<td>38.4%</td>
</tr>
<tr>
<td>Multiple-Occupancy Vehicle</td>
<td>23.7%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Transit</td>
<td>5.4%</td>
<td>4.0%</td>
</tr>
<tr>
<td>School Bus</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>15.9%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Foot</td>
<td>17.9%</td>
<td>18.9%</td>
</tr>
</tbody>
</table>

Source: 2009 Travel Diary Data
Eco Passes and Work Trips

- Drive alone mode share with Eco Pass = 40.1%
- Drive alone mode share without Eco Pass = 74.6%
- Eco Pass holding employees are over 10 times more likely to use transit to get work in Boulder.

<table>
<thead>
<tr>
<th>How did you get to work today?</th>
<th>Do you have an Eco-Pass?*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>yes</td>
</tr>
<tr>
<td>Drove alone</td>
<td>40.1%</td>
</tr>
<tr>
<td>Drove with at least one other person</td>
<td>6.5%</td>
</tr>
<tr>
<td>Walked</td>
<td>7.0%</td>
</tr>
<tr>
<td>Biked</td>
<td>6.0%</td>
</tr>
<tr>
<td>Rode a bus or buses</td>
<td>32.3%</td>
</tr>
<tr>
<td>Multi-mode</td>
<td>6.7%</td>
</tr>
<tr>
<td>Worked at home</td>
<td>.9%</td>
</tr>
<tr>
<td>Other</td>
<td>.5%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

* Differences between at least two subgroups are statistically significant, p<0.05, tested with chi-square.
TDM and ECO Pass

- Eco Pass… a triple benefit
  - Employee benefit: retention/recruiting
  - Reducing costs - fewer spaces, less maintenance costs
  - Less congestion & reduction in greenhouse gasses

**Eco Pass Value:**
$125/year/employee

**Parking space costs:**
$24,000/construct

$600/year to maintain
Funded by auto parking revenues
Bike parking spaces on street and in garages
Adding bike corral on street
Applying Lessons Learned

- **Boulder Junction TOD**
  - TDM and Parking Management Access District
    - Trip Generation Allowance
    - Resident and Employee Eco Passes
    - Parking maximums
    - Shared parking
    - Unbundled parking
    - Increased density
Challenges

- Maintaining the theory and practice of shared, managed parking in the district.
  - Parking supply often linked to financing for new developments or redevelopments.
  - Certain employers and developers expect a supply of private parking on site.
Questions?

Thank-you