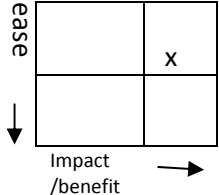
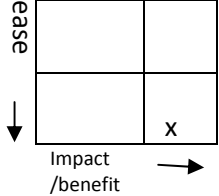


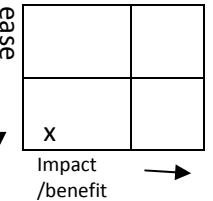
AMPS PRIORITIZATION MATRIX

Access/Parking Program or Policy	Description:	Issues:	Plan Integration:	Impact: City	Impact: Community	\$ to Implement:	Customer Service Improvement:	Time Frame:	Staff Comments:	Level of Priority:	
TRANSPORTATION DEMAND MANAGEMENT PROGRAMS											
Impact of RTD Smart card on pricing	New in 2013, the RTD Smart Card features an imbedded RFID chip to record bus boardings according to Local, Regional, Express and airport fares. Future pricing of per-person annual Eco Passes will be based upon aggregate fare-equivalent averages minus a 40% discount.	<ul style="list-style-type: none"> Ridership statistics will be available to document the success of this highly visible TDM program Pricing is completely unknown at this time; data collection upon boarding has been unreliable Smart card data quality is low and not being used in 2014 to price Eco Passes and may not be used in 2015 either. 	TMP Update Climate Commitment Community-wide Eco Pass Feasibility Study	√√√	√√√	√√	The agreed upon 10% price band will limit large fluctuations in price. Once smart card data is accurate and used to price Eco Passes, RTD should be more willing to investigate new pass products.	Unknown	The low performance of the smart card makes it difficult to know when Eco Pass pricing will be impacted.	Low	
Last mile options – car and bike share	Last Mile refers to access beyond the commuter bus trip to downtown Boulder. The "last mile" refers to once an employee has stepped off the bus and needs access to a meeting or daycare facility; going by foot, bike share or car share to make that last commuter mile. DUHMD/PS and the city currently provide major support for Bcycle and support for Ego Car Share.	<ul style="list-style-type: none"> Increased alt-mode usage overall, and gives fewer reasons not to take the bus in the first place. Coordination of the different program options Extent of the existing bike and car share system Integration of bike share and car share at transit hubs 	TMP Update	√√√√	√√√√	√√√	Future integration of car share and bike share and electric vehicle / bike options could significantly improve transit use	Ongoing as Bcycle and Ego expand and new carshare orgs enter Boulder	First and Final mile options are critical to the success of transit locally and regionally and efforts should be made to increase first and final mile options at major local and regional transit stops and centers.	HIGH	

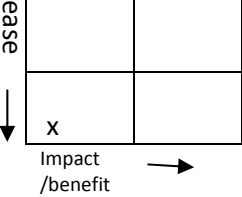
AMPS PRIORITIZATION MATRIX

Access/Parking Program or Policy	Description:	Issues:	Plan Integration:	Impact: City	Impact: Community	\$ to Implement:	Customer Service Improvement:	Time Frame:	Staff Comments:	Level of Priority:	
Multi-modal access card for transit, parking and share programs	Having one Smart Card for access to Boulder Parking fee areas, RTD regional transit systems, B-Cycle (including Denver) bike share, and eGo Car Share (including Denver) provides obvious convenience benefits.	<ul style="list-style-type: none"> • Increase alt-mode usage with streamlined point-of-verification • Software and hardware upgrades and replacement for an integrated system is very time consuming and costly • Agreement from all agencies would be necessary. 	TMP Update	√√	√√√	√√√	Integration could increase use of related services and provide economic stability for bike and carshare orgs	Long-term	Merging with Eco Pass is dependent on RTD willingness	Medium due to RTD's apparent lack of motivation to improve technology and partner on innovative ideas	
Enhanced pedestrian amenities	The pedestrian experience is at the core of any multi-modal system since everyone is a pedestrian once they leave their chosen travel mode: car, bus or bike. Creating safe and interesting and inviting pedestrian spaces is essential for the success of the transportation system as well as the economic vitality of the commercial districts. An substantial public investment has been made in the downtown and particularly the Pearl Street Mall that needs to be maintained and periodically refreshed in order to be the "living room" for our community and visitors.	<ul style="list-style-type: none"> • Maintaining existing public investment in infrastructure • Providing beautiful and well-maintained public spaces and parks for our citizens, visitors, tourists supports the quality of life and economic vitality • Pedestrian connections are essential to utilization of all modes – bike, car and transit. • Developing a public art program within the districts. 	TMP Update Sustainable Streets and Centers 2011 Bond Streetscape Projects on West Pearl and 15 th Street	√√√	√√√	√√	Pedestrians are the key to creating livable neighborhoods and commercial areas so improving access and amenities will serve our "customers" well	On-going	Boulder Junction will be next test area with the complete streets	High	

AMPS PRIORITIZATION MATRIX

Access/Parking Program or Policy	Description:	Issues:	Plan Integration:	Impact: City	Impact: Community	\$ to Implement:	Customer Service Improvement:	Time Frame:	Staff Comments:	Level of Priority:	
Expanded bike parking options	<p>DUHMD/PS is responsible for bike parking within the three district areas: downtown, the Hill and, in the future, Boulder Junction. Bike parking options include on-street through bike racks, using the tree guards and, in special locations, bike corrals within a car parking space. Also, covered bike parking is provided in all five downtown garage locations. And, finally, DUHMD/PS works with special events such as the Boulder County Farmers Market to provide special event bike parking. GO Boulder coordinates an annual bike parking count in the summer months to track bike utilization and indicate where more bike parking is needed. Outside of the districts, the key issue is designing a code that requires both short and long term bicycle parking appropriate to use</p>	<ul style="list-style-type: none"> • Safety for the bicyclist and the pedestrians. • Ensuring sufficient passage ways for pedestrians on sidewalks • Providing sufficient bike parking options both on and off street. • Providing long and short term bicycle parking 	TMP Update	√√	√√√	√	Safe secure bicycle parking for short term and long term are critical in cultivating a culture of cycling	Short-term, code changes underway	Needs to happen soon and be codified	High	

AMPS PRIORITIZATION MATRIX

Access/Parking Program or Policy	Description:	Issues:	Plan Integration:	Impact: City	Impact: Community	\$ to Implement:	Customer Service Improvement:	Time Frame:	Staff Comments:	Level of Priority:	
Bike Corrals	<p>A bike corral provides on-street bicycle parking in the parking lane. In response to interest from a downtown business and the results of the Downtown Bike Parking Count, Transportation and Downtown / Parking Services worked in partnership to test the installation of a bike corral at two locations along Pearl Street in the fall of 2010. In general the bike corrals have been well received and there is a latent demand for more to be installed. The Transportation Division is working with Downtown & University Hill Management Division/ Parking Services to develop criteria for considering additional locations to install a corral as well as removal/relocation of a corral.</p>	<ul style="list-style-type: none"> Provides another strategy to ensure bike parking supply meets demand. Improves pedestrian flow and reduces clutter along the sidewalk. Support of adjacent property owners/businesses and documented data that demand exceeds supply requires additional administration and outreach. Data from the Downtown Bicycle Parking Count show that the corrals are well used and help alleviate the issue of parking bicycles on things other than installed bike racks. 	TMP Update	√	√√	√	Visual display of cities commitment to cultivating a culture of bicycling	On-going	<p>Need to develop process to determine where and when corrals are installed</p> <p>Crossover with On-Street focus area</p>	Medium	 <p>The diagram is a 2x2 matrix. The vertical axis is labeled 'ease' with a downward-pointing arrow. The horizontal axis is labeled 'Impact/benefit' with a rightward-pointing arrow. The bottom-left quadrant contains an 'x'.</p>

AMPS PRIORITIZATION MATRIX

Access/Parking Program or Policy	Description:	Issues:	Plan Integration:	Impact: City	Impact: Community	\$ to Implement:	Customer Service Improvement:	Time Frame:	Staff Comments:	Level of Priority:	
Implementation of BJAD TDM District	As projects are constructed within the Boulder Junction Access District: TMD, the district will be responsible for providing the following TDM services: Eco Passes for residents and employees, and a portion of the bike share and car share programs memberships. Payment in lieu to taxes payments will be made as portions of the projects are completed. The first project is anticipated to be completed in the fall of 2013.	<ul style="list-style-type: none"> Developing a master contract with RTD for both residential and business Eco Passes Initiating a new TOD type pass 	TMP Update	√√√√√	√√√√√	√√	This is a new model and perhaps the future model for providing sustainable demand management programs and funding	Underway	Need to make sure process is evaluated and decisions are data driven	high	
Community wide EcoPass	The joint City and County feasibility study was released in February 2014. The analysis is being incorporated into the TMP update process in terms of transit investment scenarios and options	What are the next steps and staff recommendations? Perhaps forming a working group to design implementation plan with local and regional partners.	TMP Update	√√√√√√	√√√√√√	√√√√√√	The next big game changer that will increase access and transit use	Medium to long term	Ultimately depends on RTD staff and Board	High	
Parking Cash Out	A employer provided program what financially awards employees for not driving. Employees that do not use a parking space are paid each day.	Requires employer buy in, administration and management	TMP Update	√√	√√√	√	Another financial incentive not to drive	Mid-term	Downtown Boulder Inc has expressed interest in promoting parking cashout	medium	

AMPS PRIORITIZATION MATRIX

Access/Parking Program or Policy	Description:	Issues:	Plan Integration:	Impact: City	Impact: Community	\$ to Implement:	Customer Service Improvement:	Time Frame:	Staff Comments:	Level of Priority:	
Alternative Work Schedule	Alternative work schedules such as flextime, compressed work weeks and teleworking are low-cost effective ways of changing travel behavior or supporting use of transit and vanpooling	Shift from traditional Monday through Friday 9 to 5 mentality	TMP Update	√√	√√	√	A way to make transportation options work by allowing flexible work hours	Ongoing	Linked to employers counting work done during the commute as part of actual work day.	Medium	
Car Pool/Van Pool	Promotion of ridesharing and vanpooling locally and regionally in locations where transit LOS may be low or commute distances long	Linked to alternative work schedule Creating a new subsidy program for vanpool in 2014 Smarttrips, Way to GO and BTC are key partners	TMP Update	√√	√√√	√√	Lower the cost of trying and using this option	Short term	New subsidy program design under way	High	

Departments:
Transportation
CP&S
DUHMD/PS
Municipal Courts
Other

Develop Code:
√ = minimal
\$ = under \$1000

AMPS AREA	STAFF	PARTNERS	PLAN INTEGRATION	COMMENTS
TDM	Kathleen, Lead	RTD	TMP Update	
	David Thompson, PD&S	Bcycle	Climate Commitment	
	Chris Hagelin, Transpo (T)	Car share	Sustainable Streets	
	Lane Landrith, DUHMD/PS	Community cycles	Economic Strategy	
	Heidi Schum, PD&S	CU		
	Cris Jones, T	Downtown, Hill, Boulder Junction		