

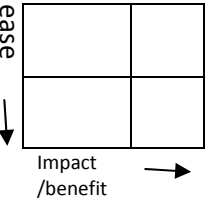
AMPS PRIORITIZATION MATRIX

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:	
PARKING PRICING											
Parking Management through Pricing	DUHMD/PS plans to undergo an analysis of parking-related fees in an effort to maximize the management of limited parking resources, ensure resources are utilized in the most efficient and effective manner, and maintain a healthy balance of multi modes. The analysis will include review of parking ticket fines, on-street parking fees, garage short-term parking rates, and parking rates between different garages. In addition to reviewing the specific rates, staff will also consider pricing parking as a tool to redistribute parking demand amongst the five parking garages. DUHMD/PS will work in coordination with the Municipal Court on any adjustments to ticket fines.	<ul style="list-style-type: none"> • Impacts on viability of the district commercial areas and consideration of competition of other commercial areas with free parking • Impacts on city revenues • Financial impacts to citizens • Impact on shifting mode share from SOV to multi modes • Impact on reducing traffic congestion and air quality • Cost of the technology to implement both infrastructure and on-going software and operational expenses • Impact on spillover parking to other areas with free parking. 							CONSULTANT INPUT		

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:	
Pricing Considerations	Variety of ways to modify current pricing structure	<ul style="list-style-type: none"> • Charging in the garages on Saturday • Removing 4 hour backload from garage parking • Charging on-street later in the evening • On-street rates versus Off-street rates • Turning off the pay stations on city holidays • Adjustments to long term permit rates in the garages and lots • Daily parking permits to encourage multi modal use • Night time permits in the garages. • Impacts to parking products 	TMP Update ESS	Medium to high	Medium to High	\$	Depends	Q2-3 Best Practices	CONSULTANT INPUT	High	
Cost of NPP Permits	There are three NPP permits: commuter; resident and business.	<p>Commuter permits have been increased several times; resident permits once. Currently \$17.</p> <p>The program was envisioned in the mid-1990's as revenue neutral.</p>	TMP	High	High	\$	No	Q2-3 Best Practices	Enforcement revenues are considered separately. Need well thought public process.	High	
Variable pricing options	Variety of options. Need to be clear about goals.	<ul style="list-style-type: none"> ○ Variable pricing depending on time of day ○ Variable pricing depending on location <p>Higher parking costs in some areas</p>	TMP ESS	High	High	\$\$	Could create more space availability	Q2-3 Best Practices	Need well thought public process	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:	
Performance based parking options	Variety of options. Need to be clear about goals.	Higher parking costs in some areas.	TMP Economic Sustainability Strategy	High	High	\$\$	Could create more space availability	Q2-3 Best Practices	Need well thought public process Santa Monica example CONSULTANT INPUT	High	
Parking Fine Amount	The amount for overtime at the meters has not been increased for over 20 years. Need to consider the relationship between the fine amount and the cost of parking.	Could consider a graduated fine amount as per Ft. Collins model – i.e. first ticket no charge and subsequent tickets include	TMP Update Economic Sustainability Strategy	Potential for additional revenue	Higher ticket amounts for overtime at meters	\$	The Ft. Collins model would be a customer service improvement.	Q2-3 Best Practices	Time to go ahead and raise the amount of the ticket CONSULTANT INPUT	Medium to high	

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

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

Pricing	Molly, Lead	Downtown Boulder	TMP Update
	Donna Jobert, DUHMD/PS	Uni Hill	Sustainable Streets
	Kurt Matthews, DUHMD/PS	Boulder Junction	Economic Strategy
	Randall Rutsch, T	NPP Permit Holders	
	Chris Hagelin, T		
	Liz Hanson, CP/S		
	Lynne Reynolds, Courts		
	Finance?		
	Kathleen Bracke, Transpo		