The Chautauqua Access Management Plan: A Bold TDM Plan that Worked

APA Colorado
October 5, 2018
Wicked Problem for Many Years

Historic Landmark Area
Popular destination
Limited on-site parking
Immediately adjacent residential neighborhoods
Hard to get to by foot or bike
Historic Landmark (1890s)
Popular Destination
Limited On-site Parking
Neighborhood Parking Demand
Third Times a Charm

2015 lease stipulates the development of a **Chautauqua Access Management Plan (CAMP)**

- Manage existing demand for access
- Minimize impacts
2016 – Pilot Plan Development
2016 – Pilot Plan Development

Data Collection
Public Engagement
Multiple Partnerships
Staff Charrettes
Data Collection
Data Collection

2,570 daily summer visitors

Visitation has more than doubled in the past 10 years
Data Collection

85% of visitors arrive by motor vehicle

2/3 of visitors live outside the city
Parking Demand: Confirmed

• 2,614 spaces studied for utilization and duration

• 11 days & 8 hours per day walking and city LPR car

• 125 miles walked

• 225,000 data points analyzed
Parking Demand: Confirmed

All blocks close to the park feel “full” on weekends.

(>75% over 4 hours per day)
Public Engagement

Community Working Group    Survey
Open Houses                 Social Media
Resident Engagement         Emails to Council
2017 Summer Pilot
2017 Summer Pilot

Free shuttle & free satellite parking

Managed paid parking in park and neighborhoods

Employee TDM program
2017 Summer Pilot

Subsidized TNC rides
Onsite and on-shuttle ambassador program
Focused marketing and communications
Boulder City Council thrilled by 'great success' of paid parking, free shuttle at Chautauqua

By Alex Burness
Staff Writer
Boulder City Council extends Chautauqua access program for five years

Council members celebrate the fact that this program has stirred relatively little controversy

By Alex Burness
Staff Writer

2-21-18
What Worked?

✓ Data Driven Evaluation
✓ Mix of TDM Options
✓ Staff Dedication – “Rapid Response Team”
✓ Partnerships
✓ Marketing & Communication
Data Driven Evaluation

Pilot Program Goals:

1. Reduce car and pedestrian conflicts
2. Reduce automobile mode share
3. Reduce parking demand in neighborhoods
Data Driven Evaluation

Metrics:

1. Transit shuttle boardings
2. Parking utilization
3. Traffic counts and speed
4. Crosswalk compliance
5. Parking enforcement
6. Parking payment activity
7. Trailhead counts