Park-to-Park Shuttle

2017: 22,900 boardings (880 daily)
2018: 21,600 boardings (700 daily)
Parking Demand

Fewer cars parked in neighborhoods

20% decrease in parking utilization

Some parking demand moved to neighborhoods outside of managed parking areas
Neighborhood Parking Demand (9am-2pm) 2016
Neighborhood Parking Demand (9am-2pm) 2017

18% 29% 45% 64% 72% 36% 36%

50% 4% 12% 44% 35% 26%

23% 28% 29% 62% 55% 55% 91%
Employer TDM Program

Program Included:
- Employee Transportation Coordinators
- Parking Cash Out
- Limited Parking Access
- Meal Credit Program

Pre- and Post Pilot Employee Surveys
- 14% decrease in SOV on weekends
- 10% used the shuttle regularly
Transportation Network Companies (TNCs)

2017 TNC pilot subsidy = $2.50

2018 TNC subsidy:
- Full fare outside shuttle hours
- Partial subsidy during shuttle hours
Staff Dedication

- Full day charrettes
- “Go to you” meetings with neighbors and partners
- Rapid responses
- Stakeholder debriefs
Parking Rapid Response Team
Choices – Cale & WayToPark
Cradlepoints
Responsive Signage
Responsive Team
Parking Staff Dedication

- Time investment
- Willingness to be proactive
- Decision-making agility
- Sunday volunteer list
Partnerships

- 4 City Departments
- Boulder Visitor’s Bureau
- Colorado Chautauqua Association
- Chautauqua Music Festival
- Chautauqua Dining Hall
- University of Colorado
- Boulder Valley School District
Partnerships
Partnerships
Ambassador Program
Touch Points

- 6,785 ground visitors
- 13,080 shuttle riders
- 28,735 parking engagements
- 48,580 Total
Marketing & Communication

DOWNTOWN BOULDER

PARK-TO-PARK
FREE SHUTTLE TO CHAUTAUQUA

UNIVERSITY OF COLORADO BOULDER

QUICK FACTS
FREE to ride
FAST every 15 min
SUMMER Weekends Sat-Sun 7-7
DOGS WELCOME
Lessons Learned
Lessons Learned

• TDM works best as mix of options
• Parking/transit connection
• Decision-making agility
Lessons Learned

• Public-private partnerships
• Build trusting working relationships
• Debriefs with stakeholders
Questions?
Thank You

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