







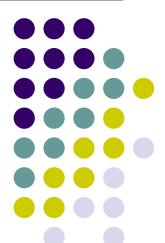
Parking 101 – City of Boulder



Downtown and University Hill Management Division & Parking Services Mission Statement:

We serve the downtown, University
Hill and affected communities by
providing quality program, parking,
enforcement, maintenance, and
alternative modes services through
the highest level of customer
service, efficient management and
effective problem solving.



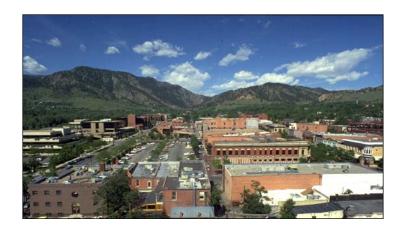




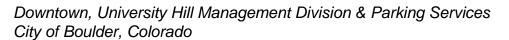


2006 International
 Parking Institute Award of Excellence for Parking PLUS..Integrated Parking











Agenda – Parking 101



- I. Background
 CAGID
 UHGID
 - **General Fund Components**
- II. Guiding Principles
- III. Parking Reinvestments
- IV. Budget Overview and Funding Recommendations
- V. Revenue and Policy Issues



Partnerships







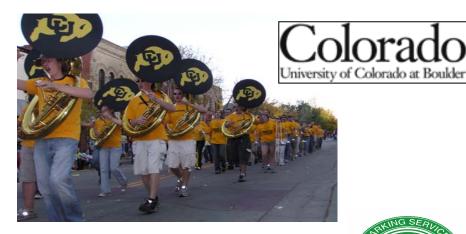


















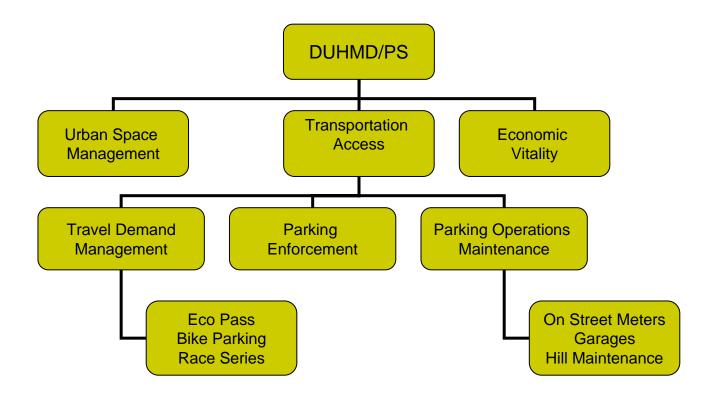
Who's Who?

- DUHMD/PS Downtown and University Hill Management
 Division/Parking Services city department
- DMC Downtown Management Commission Council appointed advisory board for CAGID, mall and downtown
- CAGID Central Area General Improvement District general improvement district created by city ordinance
- BID Business Improvement District quasi-governmental agency for downtown marketing, business development and enhanced maintenance; Council appointed board
- **DBI Downtown Boulder, Inc**. private, non-profit membership organization
- UHGID University Hill General Improvement Districtgeneral improvement district and Council appointed board
- Hill Alliance private, non-profit membership organization











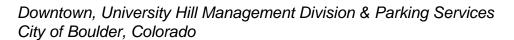
I. Background

- CAGID
- UHGID
- General Fund components





Downtown and University Hill Management Division/Parking Services (DUHMD/PS) We serve the downtown, University Hill and affected communities by providing quality program, parking enforcement, maintenance, and alternative modes services through the highest level of customer service, efficient management and effective problem solvin 2007 Budget **CAGID Fund UHGID Fund General Fund** 540 550 010 Description Established to finance and account for parking and Established to finance and account for parking, parking Established to finance and account for the basic parking related services within the Central Area related services and enhanced maintenance within the governmental activities and functions within the city of Improvement District University Hill Improvement District Boulder Tax, Interest Mall fees Misc 10% Parking Meters Funds Tax 0% 68% Interest, TII ₽ NPP Sources 3% Lease 5% 2007 Misc Enforcement Parking 75% \$7,944,769.00 \$507,086.00 \$2,619,702.10 ō Short term and Long term parking fees, parking products, Summary Sources Short Term and Long term parking fees, parking transfer from GF for street meters, CAGID property tax, Enforcement, street meter parking fees, mall fees, products, transfer from GF for street meters, UHGID Lease from retail and office wrap, Interest, TIF for 1000 Neighborhood Parking permits property tax, Interest Walnut BURA project Cost Parking GF Admin Misc Enforcemen Cost Public EcoPass Allocation Parking Operations 0% Allocation-Events Operations 1% 27% Funds 66% 6% 67% UHGID ₽ Meters Admin 8% Uses 27% 2007 Debt NPP 55% EcoPass 11% \$8,247,850.00 \$503.875.00 \$1,035,420.00 ₽ 25.05 FTE covering parking services and maintenance, Summary 13.83 FTE covering enforcement, Neighborhood Parking Administration, Eco Pass and Alt Mode, Economic 3.37 FTE covering parking services, district maintenance, Permits (NPP), City Wide Event Permitting, Out of Vitatity, Downtown Events, Mall construction, Debt Economic Vitality, Marketing, and Events. Bound Meters, Library Lot and Park Central Lot Maint. Service, Economic Vitality, and Marketing. Parking rate increase to \$1.25 per hour and extend hours Parking rate increase to \$1.25 per hour and extend hours Parking rate increase to \$1.25 per hour and extend from 6pm to 7pm. New parking technology, enhanced from 6pm to 7pm. New parking technology, enhanced hours from 6pm to 7pm. New parking technology and validation program and reorganize to accommodate validation program and streetscape improvements. enhanced validation program. Reinstate Eco Pass for growth in system. downtown outside CAGID and reinstate NPP expansion.

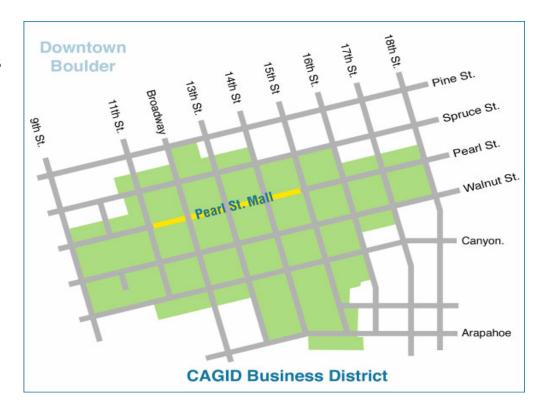




CAGID Parking District



- Funds restricted for specific purposes
- Created in the 1970's to provide parking and parking related improvements
- Expanded in 1987 with DMC, data collection and quality of life improvements
- Overlay property tax district
 - 2005 Mill Levy 5.657
- District provided parking
- No parking requirement, except for residential
- Historic preservation
- Bonding capacity
- City Council is Board of Directors
- DMC is Advisory Board, appointed by City Council





CAGID statistics

- On Street Meters 871 spaces
- 3 Surface Parking Lots 203 spaces
- 5 garages 2209 spaces

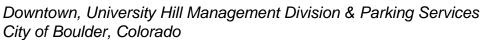
Total 3283 CAGID spaces

CAGID District:

- 110 block faces
- Approx 3.2 million sq ft
- Approx 971 businesses











2007 Projected Revenue \$7,944,769

Summary of sources

- Parking Fees Garage and Lot Permits, Meters, Short Term Garage
- Parking Products
- CAGID Property Tax
- TIF for 1000 Walnut BURA project
- Lease from Retail/Office wrap
- Interest

2007 Projected Expenses \$8,247,850

Summary of Uses

- Parking operations and maintenance
- Administration
- Debt
- Eco Pass and Alternative Mode
- Economic Vitality, Events, Marketing
- Cost Allocation



Business Improvement District Statistics



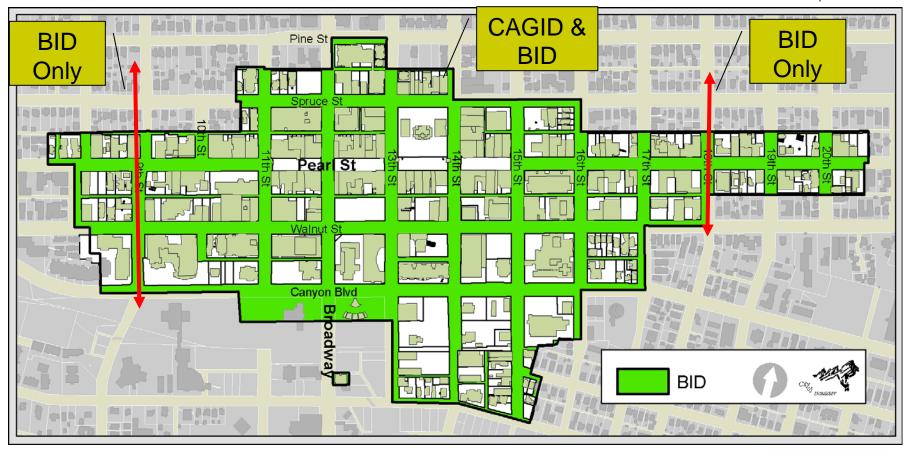
- 126 block faces
- Approx 3,062,617 square ft
- Approx 1066 businesses
- 2005 BID mill levy 5.635
- Created in 1999 as an overlay taxing district to provide marketing, economic vitality and enhanced maintenance
- BID district covers the CAGID boundaries plus East and West ends
- 9-member board approved by City Council
- 10 year sunset
- DUHMD/PS contracts with the BID for services
- Collaborative partnership with city

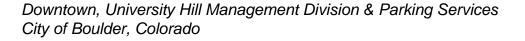


Business Improvement District

BID = CAGID + East and West Downtown





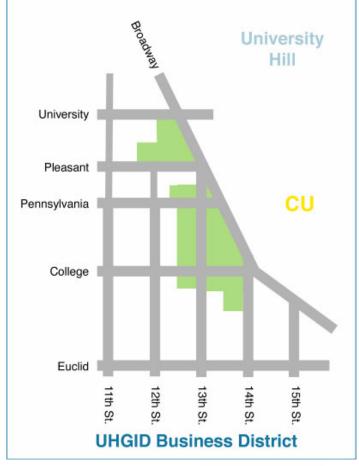




UHGID Parking District

- Funds are legally restricted for specific purposes
- Created in the 1970's to provide parking and parking related improvements
- Expanded in 1985 to include maintenance of public right of way, streetscape, banners, landscaping, signage, etc.
- Overlay property tax district
 - 2005 Mill Levy 2.564
- District provided parking
- No parking requirement
- Historic preservation
- Bonding capacity
- City Council is Board of Directors
- UHGID is Advisory Board, appointed by City Council







UHGID Statistics

- On Street Meters 152 spaces, both inside and outside UHGID
- 2 Surface Lots 122 spaces
- 1 CU lot managed by city, 38 spaces

Total 312 University Hill spaces

- 10 block faces
- Approx 247,000 square ft
- Approx 110 businesses







2007 Projected Revenue \$507,086

Summary of sources

- Parking Fees Lot Permits and Meters
- Parking Products
- UHGID Property Tax
- Interest

2007 Projected Expenses \$503,875

Summary of Uses

- Parking and operations and maintenance
- Business District maintenance of public area
- Administration
- Eco Pass matching program
- Economic Vitality, Events, Marketing
- Cost Allocation



General Fund

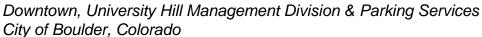
- DUHMD/PS General Fund components
 - Parking Enforcement Citywide
 - Downtown Out of Bounds metered parking
 - Neighborhood Parking Program (NPP)
 - Downtown Eco Pass outside of CAGID
 - Citywide event and mall revenue coordination
 - Enhanced trash pickup on the Hill

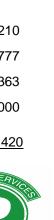






| | I | Revenue | | Expense | |
|-------------------------------------------------|----|-----------|----|-----------|--|
| Parking Enforcement | \$ | 1,970,000 | \$ | 687,166 | |
| Out of Bounds Meters | \$ | 453,000 | \$ | 79,029 | |
| GF Administration | \$ | - | \$ | 70,875 | |
| Citywide Event and Mall Revenue Coordination | \$ | 125,702 | \$ | 49,210 | |
| Neighborhood Parking (NPP) | \$ | 71,000 | \$ | 79,777 | |
| Hill Trash | \$ | - | \$ | 4,363 | |
| Eco Pass outside of CAGID | | | \$ | 65,000 | |
| | \$ | 2.619.702 | \$ | 1.035.420 | |





General Fund: Parking Enforcement



Boundaries: generally - Balsam to Baseline, 4th to 30th

- Total Revenue (2005) \$2,021,047
 - NPP ticket revenue \$232,580 (assumes 100% paid)
 - All other ticket revenue \$1,788,467
- Total Expense (2005) \$634,061
 - 60% of resources used in NPP zone \$380,436
 - 40% of resources used in commercial districts and on call \$253,625
- Total Violations (2005) 110,608
 - Overtime at meters 60,859 55%
 - NPP 11,629 10%
 - All other violations 23,979 20%
 - Voids and warnings 14,141written 13%



General Fund: Out of Bounds Metered Parking



- Out of Bounds Metered Parking
 - Library Lot 155 spaces
 - Park Central Lot 29 metered spaces
 - Municipal Lot 27 metered spaces
 - On street meters (outside CAGID) 285 spaces

Total 496 general fund out of bounds spaces



General Fund: NPP

Neighborhood Parking Program

- A Neighborhood Permit Parking zone is a residential area where on street parking is restricted. The NPP program was developed as a tool to balance the needs of all who park on our streets, including residents, visitors and commuters.
- Program goals
 - Improve the balance between preserving neighborhood character and providing public access to community facilities
 - Revenue neutral for permit administration
- 8 NPP Districts

Columbine University Hill University Heights

Goss/Grove Whittier Fairview

Mapleton High/Sunset

- 1900 residential permits \$17 per year (rate increase in 2006) 42% of total permit sales
- 575 commuter permits \$78 per quarter 58% of total permit sales



II. Guiding Principles

- Access
- Customer Service
- Maintenance
- Fiscal Responsibility
- Responsiveness
- Enforcement
- Education
- Urban Design
- Economic Vitality





HOTEL PARKING

1. Balanced Access

- 64% downtown employee alternative mode share
- Alt Modes include:
 - Pedestrians
 - Bikes
 - Transit







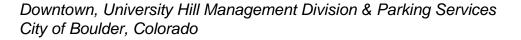


2. Customer Service

- Essential in any organization
- Role of educator









3. Safety & Maintenance

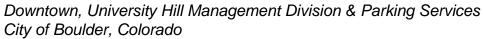
- First, and last, impression
- Consistency











4. Fiscal Responsibility and Accountability



- Public accountability
- Enterprise fund
 - Debt service
 - Programs
 - Maintenance
- Three Funds combine to form the DUHMD/Parking budget
 - CAGID
 - UHGID
 - General Fund





5. Diverse Customers & Citizens



- Shoppers
- Office workers
- Tourists
- Churches
- Court House
- Entertainment
- Restaurants





6. Fair & Equitable Enforcement



Manage turnover

Use of ticket warnings and voids

Downtown ambassadors

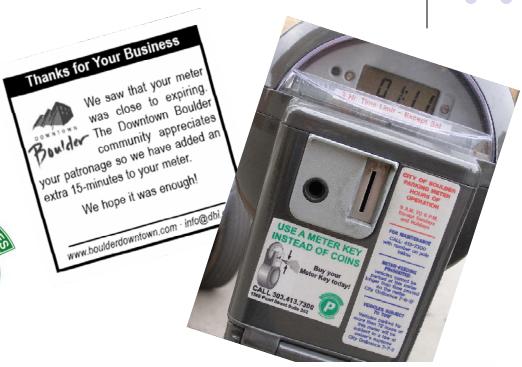




7. Education of Mission & Goals

- Impact on downtown marketing
- What parking pays for
- Partnerships
- Branding





Introducing Parking Validation Downtown



Sith Street Solon
April Cornell
Art Source Intl.
Elicemenhaus
Eody Balance
Eookend Cafe
Borders Bookstore
Eoulider Army Store
Eoulider Army Store
Eoulider Pookstore
Eoulider Bookstore
Eoulider Bookstore
Eoulider Bookstore

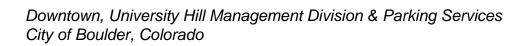
Boulder School of Music Cat-Man Do Collocado Canines Costa Rican Conn. CTX Mortgage Decorrásian Eastern Accupressure Elena Ciccione En Vision Express Press Feather Thy Nest

Fiori Flowers
Fleet Feet Sports
Fresh Produce
Fresh Produce
Froilic Shoes for Her
Guaranty Bank
Hello Mommy
Heritage Bank
High Crimes Books
Hursile's Jewelny
Infighten

Jewelers Perry's Shoe Si Pharmaca in Pompadours Rio Grande Rocky Min. Joe ans Smith-Klein Starrs Clothing The Parlour n Colours Tom's Tavern Win \$150 Downtown Boulder Shopping Spree

Visit www.boulderdowntown.com/parking.htm or stop by the information kiosk near 13th & Pearl to learn more about parking validation and to register for your chance to win.







8. Promote Good Urban Design



- Buildings as good neighbors
- Future planning
- Mixed uses
- Integration with other modes



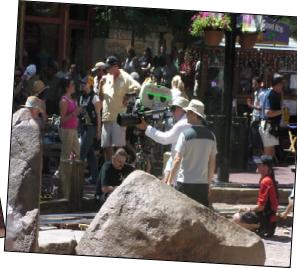
Parking structure with wrap of retail and offices maintains street level interest.



9. Invest in Economic Vitality







Tulip Fairy and Elf Parade.... Film crew on the mall...



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

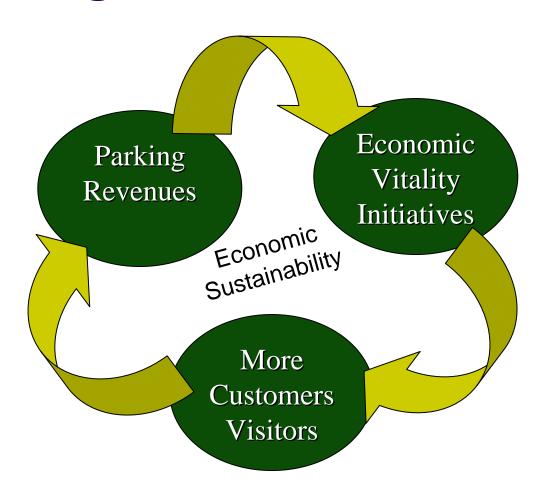


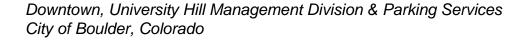
Public Art and Cultural Amenities



III. Parking Reinvestments









Parking Reinvestments

Public Space Improvements

Pop jet fountain Pylons/banners • Support the BID

Events

Ambassadors

Banners

Maintenance



BID events with Parking Services sponsorship



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



Parking Reinvestments

• Redevelopment stimulus

Public-private partnerships

TIF

More parking, more vitality

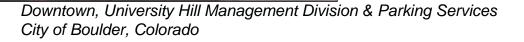
• Funding Planning:

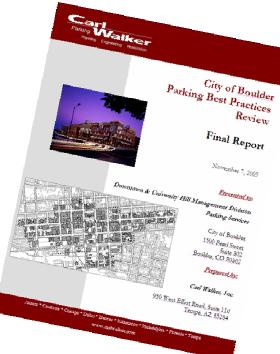
Economic Studies

User Surveys

Design Charrettes









Parking Reinvestments

- Eco Pass... multiple benefits
 - Employee benefit: retention/recruiting
 - Reducing costs fewer spaces, less maintenance costs
 - Less congestion
 - Reduce Greenhouse Gases

Eco Pass Value:

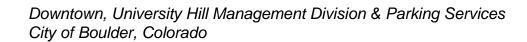
\$83/year/employee

Parking space costs:

\$24,000/construct

\$500/year to maintain (does not include debt)









IV. Budget Overview



Overview of 3 Funds and Funding Recommendations

CAGID

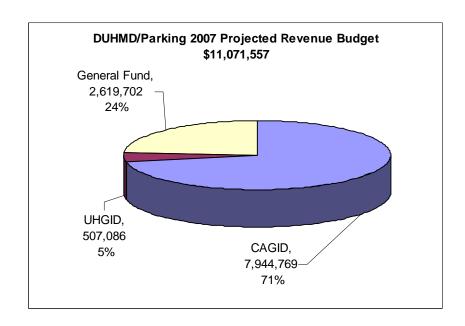
UHGID

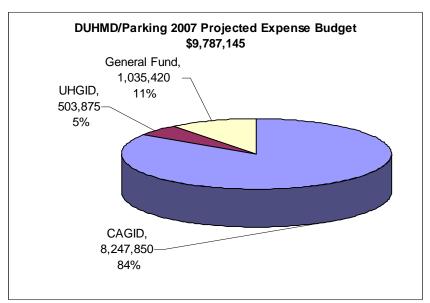
General Fund







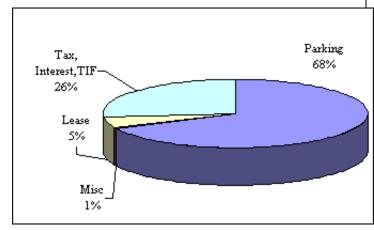




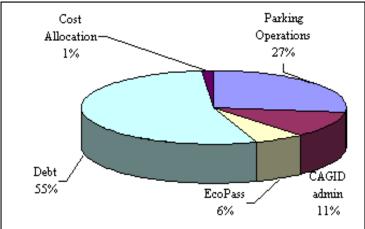


CAGID FUND

Projected 2007 Revenue \$7,944,769



Projected 2007 Expenses \$8,247,850





CAGID Funding Recommendations



Ongoing Funding Recommendations

- Parking Services Reorganization(1.75 FTE)
- CAGID Eco Pass gap funding
- Garage Capital Maintenance/Improvement
- Utility Expense for 5 garages
- Equipment Reserve for meters
- On Street Parking Technology (on going for up to 5 years)

TOTAL

One-time Funding Recommendations

CAGID Fund

\$116,623

\$155,878

\$175,000

\$ 15,909

\$ 11,267

\$566,000

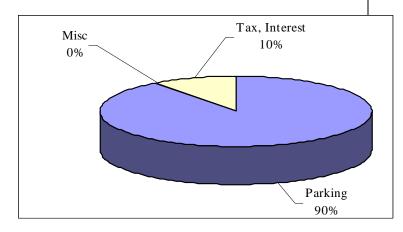
\$1,040,677

None

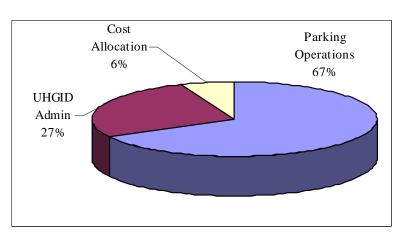


UHGID Fund

Projected 2007 Revenue \$507,086



Projected 2007 Expenses \$503,875





UHGID Funding Recommendations



Ongoing Funding Recommendations

- Streetscape physical improvements
- On Street Parking Technology (on going for up to 5 years)

UHGID Fund

\$10,000

\$120,098

One-time Funding Recommendations

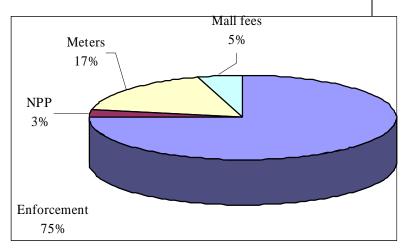
 Parking Lot pay station (on going for 2 years) \$20,000

TOTAL \$150,098

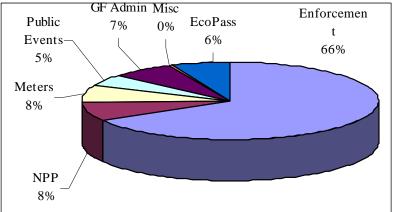


General Fund

Projected 2007 Revenue\$2,619,702

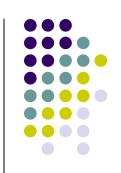


Projected 2007 Expenses \$1,035,420





General Fund Funding Recommendations



| Ongoing Funding Recommendations | General Fund |
|-----------------------------------------------------|------------------|
| Reinstate NPP expansion studies | \$15,000 |
| Reinstate Eco Pass for downtown | \$65,000 |
| employees outside CAGID | |
| On Street Parking Technology | \$38,000 |
| (on going for up to 5 years) | |
| TOTAL | <u>\$118,000</u> |

One-time Funding Recommendations

none







Overview of 2007 Revenue and Policy Issues

CAGID, UHGID and General Fund Parking Rate Increase New Parking Technology

CAGID

Parking Operations Reorganization
Garage Capital Improvements/Maintenance
Eco Pass "Gap" Funding – brings budget up to actual

General Fund

Eco Passes for Downtown Employees Outside CAGID NPP expansion studies Parking Safety Fine increase







- Best Practices in Parking
- Economic strategy for 29th Street opening
 - 1st hour free strategy not pursuing
- Goal Customer friendly parking
 - New parking technology
 - Enhanced validation program

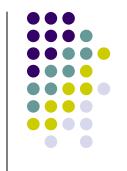


Parking Rate Increase: CAGID, UHGID, General Fund



- Increase rate from \$1.00 to \$1.25 per hour
- Rate increase for garages and on-street was included in the 2008 budget. This moves it up one year.
- Survey of cities shows that this amount is competitive
- Most CU meters are also \$1.25
- Supported by DMC, DBI, BID (UHGID & Alliance in September)
- Allows district to proceed with financing new technology in 2007
- Increase meter hours from 6pm to 7pm
- DMC recommended time increase up to 8pm
- Staff recommended conservative increase to 7pm
 - Enforcement safety issues
- Proposal: charge until 8pm using paid, off duty police officers





Projected 2007 Revenue: Parking Rate Increase

| | Increase rate from \$1.00 to \$1.25 | Extend hours from 6pm to 7pm | Total Projected Increase |
|-------|-------------------------------------|------------------------------|-----------------------------|
| CAGID | \$566,000 | \$177,000 | \$743,000 |
| UHGID | \$77,303 | \$42,795 | \$120,098 |
| GF | \$76,000 | \$42,000 | \$118,000 |







Total

| | New Parking Technology | Capital Maint/ Improvements | NPP studies | Eco Pass | Projected Expenditure |
|--------------|---------------------------|--------------------------------|----------------|-------------|--------------------------|
| CAGID | \$566,000 | \$177,000 | | | \$743,000 |
| UHGID | \$120,098 | | | | \$120,098 |
| General Fund | \$38,000 | | \$15,000 | \$65,000 | \$118,000 |



All Funds: New Parking Technology



- On street kiosk Pay and Display technology
- Allows multiple forms of payment, including credit card
- Improves streetscape
- Potential coordination with CU
- Multi-year financing proposed

Public Open house - 8/26/06 4-6pm Boulder Public Library





CAGID: Parking Reorganization



- Since 1999... More than doubled the number of downtown garage spaces
 - 2 new garages
 - 1212 additional parking spaces
- Parking Operations Manager currently has 28 reports
 - 7 Maintenance
 - 3 Meter Techs
 - 18 Lot attendants
- Proposal is to add 1.75 FTE
 - 1.0 FTE for Maintenance
 - .75 FTE for Parking Services Supervisor
 - Supervise 18 Parking Lot attendants



CAGID: Garage Capital Master Plan



- Limited budget due to construction of 2 parking structures in 5 years
 - 1000 Walnut (St. Julien)
 - 15th and Pearl
- \$175,000 allocated in 2007 to begin improvements/maintenance
- Over 2.6 million is identified for immediate project needs
- Beginning in 2008, over 1 million available due to bond retirement
 This will be dedicated to capital improvements/maintenance
- Committee developing long range capital master plan





- Eco Pass began in downtown 15 years ago
- Insurance model buy for everyone, not all use
- Master contract covering all businesses in CAGID unique in RTD
- Contract costs = pass rate + number of eligible employees + contract variables





"Apples to Oranges" - RTD contract variables:

Covering either:

- All businesses in CAGID
- Only the employees of the businesses that picked up pass
 - not all businesses
- Full and part time employees
- Only full time employees
- Non-CAGID (BID) employees
- Guaranteed ride home payment





| Year | Cost per pass | Percent change in cost per pass | Amount pd to RTD | # of employees | Percent change in employees | Eligible Employee Group |
|-------------------|---------------|---------------------------------------|------------------|-------------------|-----------------------------------|----------------------------|
| Projected 2007 | \$86 | 4% | \$501,896.00 | 5,836 | 5% | FT, No BID |
| 2006 | \$83 | 6% | \$461,314.00 | 5,558 | -28% | FT, No BID |
| 2005 | \$78 | 4% | \$733,700.00 | 9,406 | 29% | FT, PT,BID |
| 2004 | \$75 | 15% | \$450,825.00 | 6,011 | 27% | FT,PT,No BID |
| 2003 | \$65 | 5% | \$329,908.00 | 5,076 | 10% | BID |
| 2002 | \$62 | | \$314,579.00 | 5,074 | | BID |

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





- Definition of Full-time employee:
 - Not included in RTD contract: status determined by employer on employment tax records
 - St. Julien: 30 hours
 - Peppercorn: 35 hours
 - GE Access: 40 hours





Eco Pass Task Force:

- Sustainable funding options short and long term
- Recommended CAGID fund covering total current costs projected in 2007
- Consideration of option of charging employers/employees - not total support
 - Concern of impact on rate of new users
 - Concern of impact on current users
 - Survey of downtown employees will be conducted
- Cooperative approach with other Eco Pass contracts

Correction

Sustainable

Option

CAGID: Eco Pass Funding



Eco Pass for Downtown Employees within the CAGID District

| • | Pre-budgeted in 2007 CAGID fund for Eco Pass | \$346,018 |
|---|----------------------------------------------|------------------|
| • | "Gap" Funding for CAGID Eco Pass | \$155,878 |
| • | Brings total to projected 2007 cost | \$501.896 |

- Unpredictability of contract terms
- 2007 program costs can be absorbed by CAGID Fund as long as the following assumptions hold:
 - no more than a 3.6% cost increase by RTD
 - no more than a 5% increase in employees
 - 2007 projects 5,836 FT employees @ \$86
 - 2006 equals 5,558 FT employees @ \$83
- Propose to negotiate with RTD the option to charge the employer and/or employee a portion of the Eco Pass costs if contract amount exceeds budget







Reinstate Eco Pass for Downtown Employees outside the CAGID District but within the BID – \$65,000

- Funding was cut from General Fund budget in 2003 as part of city wide reductions
- Eco Pass to be reinstated on an ongoing basis and funded with General Fund/out of bound meter parking rate and hour increase
- 2007 projects 759 FT employees @ \$86
- Propose to negotiate with RTD the option to charge the employer and/or employee a portion of the Eco Pass costs if contract amount exceeds budget



General Fund: Reinstate NPP Studies Expansion



- \$15,000 cut from budget in 2003 as part of city wide reductions
- Nine applications on file Plus, three received since budget proposal
 - 2 for new zones, 10 expansion or reduction of current zones
- What does \$15,000 cover:
 - Studies does not cover implementation
- Why are studies and surveys necessary?
 - To determine zone boundaries
 - To determine if an area qualifies
 - To determine criteria for zone (ie: occupied spaces exceed 75% occupancy for at least 4 hours. Will commuter permits be allowed)
 - To determine who is parking on street (ie: parked vehicles registered to addresses outside area must exceed 25%. If the majority of cars belong to the neighbors a NPP will not help the situation)
 - To determine types of restrictions to apply (ie: night hours, 2 or 3 hr zone)
 - To determine if there are other options to address neighborhood issues (ie: time zone, meters)



General Fund: Parking Safety Fine Increase



- To better define hierarchy of parking fines according to the serious nature of safety parking violations
 - Impacts an average of 7600 tickets per year 8% of total tickets
 - Raises fire related fines to \$50
 - w/i 5 feet of hydrant, fire lane
 - Raises all other safety related fines to \$25
 - The fines are currently \$15 (same as overtime at meter)
 - Proposed general fund revenue increase \$96,000
 - No increase in expenditures
 - Supported by Fire Department and Transportation



Does City Council have any questions about the DUHMD/Parking recommendations for 2007?



