

# Innovative Public-Private Partnerships

Strategic Transportation Investment



# Outline

- Introduction
- 5 Key Relationships
- 5 Priority Ideas

# Introduction

## Transportation & Downtowns









Redmond



Bainbridge Island





Portland





Kailua (Oahu)





Flagstaff





Jackson





Aspen



# Denver LoDo







Denver





Orlando





Houston

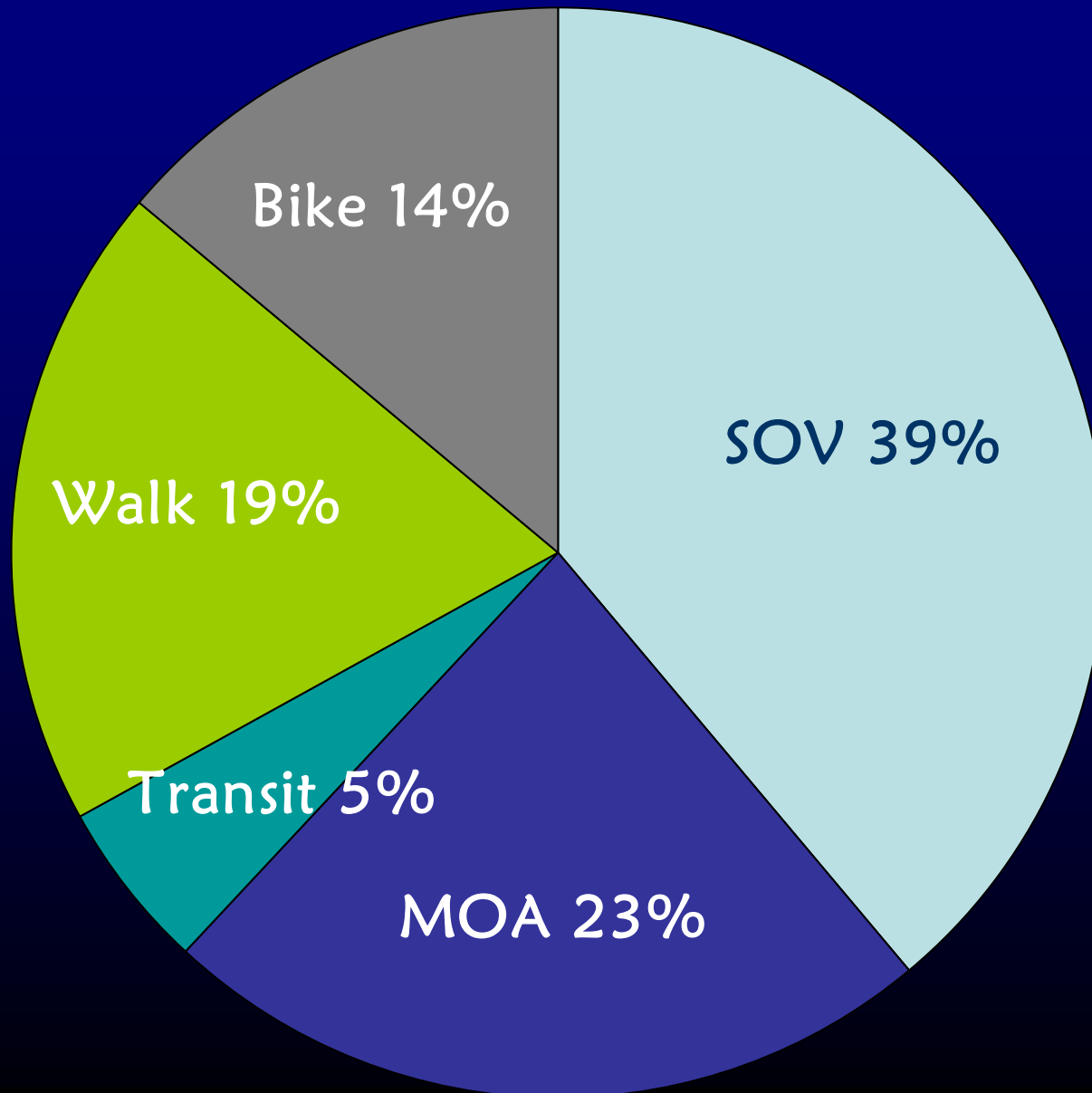




Boulder



# Boulder Resident Mode Shares



2003



Boulder

next...

# 5 Key Relationships





# 5 Key Relationships

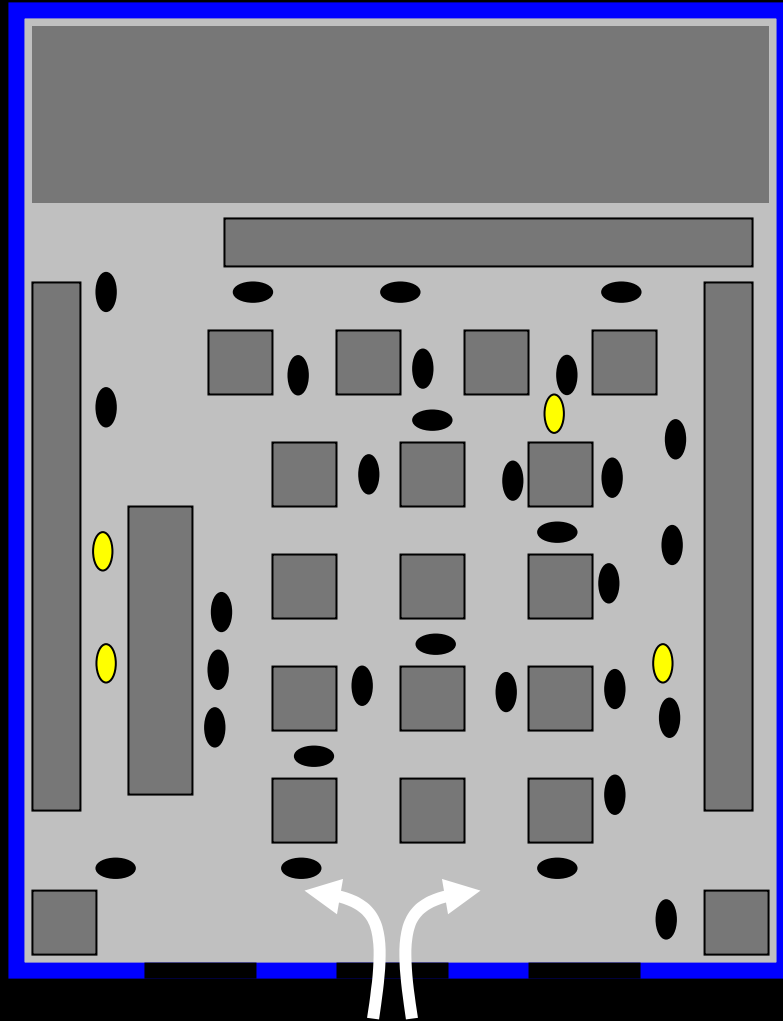
- Square footage
- Activity triangulation
- Pedestrian density
- Children + parents
- Downtown mobility

# Square Footage

Stores – Customers – Cars



# 2,000 sf Store



+ 4  
Employees

## 30 Customers @ Peak

# Typical Downtown

	Mode Share	People
Bus	0 %	0
Walk	5 %	2
Bike	0 %	0
Drive	95 %	28
All	100 %	30

@ 350 sf/car  
= 3,850sf

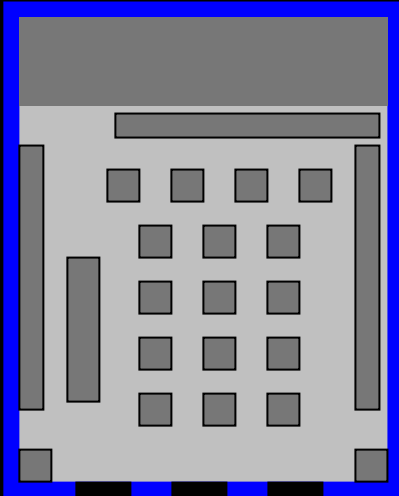
@ 2.5/car → - 30% Internal Capture → 8 customer cars  
3 employee cars  

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11 cars total

1.9sf of parking for every 1sf of store space

2,000 sf store



3,850 sf parking



# Activity Triangulation

## Multiple Destinations

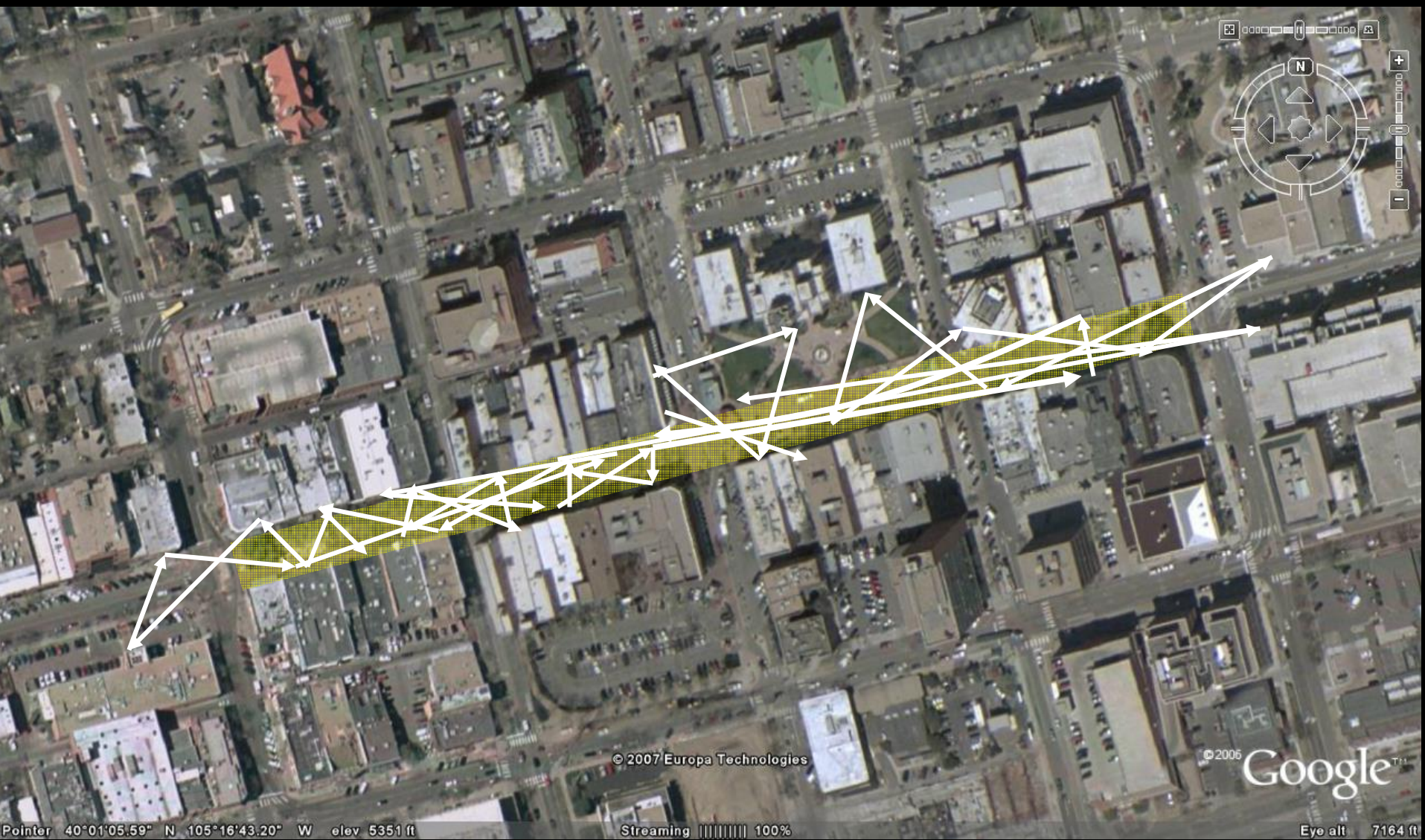




PLACE







© 2007 Europa Technologies

© 2006

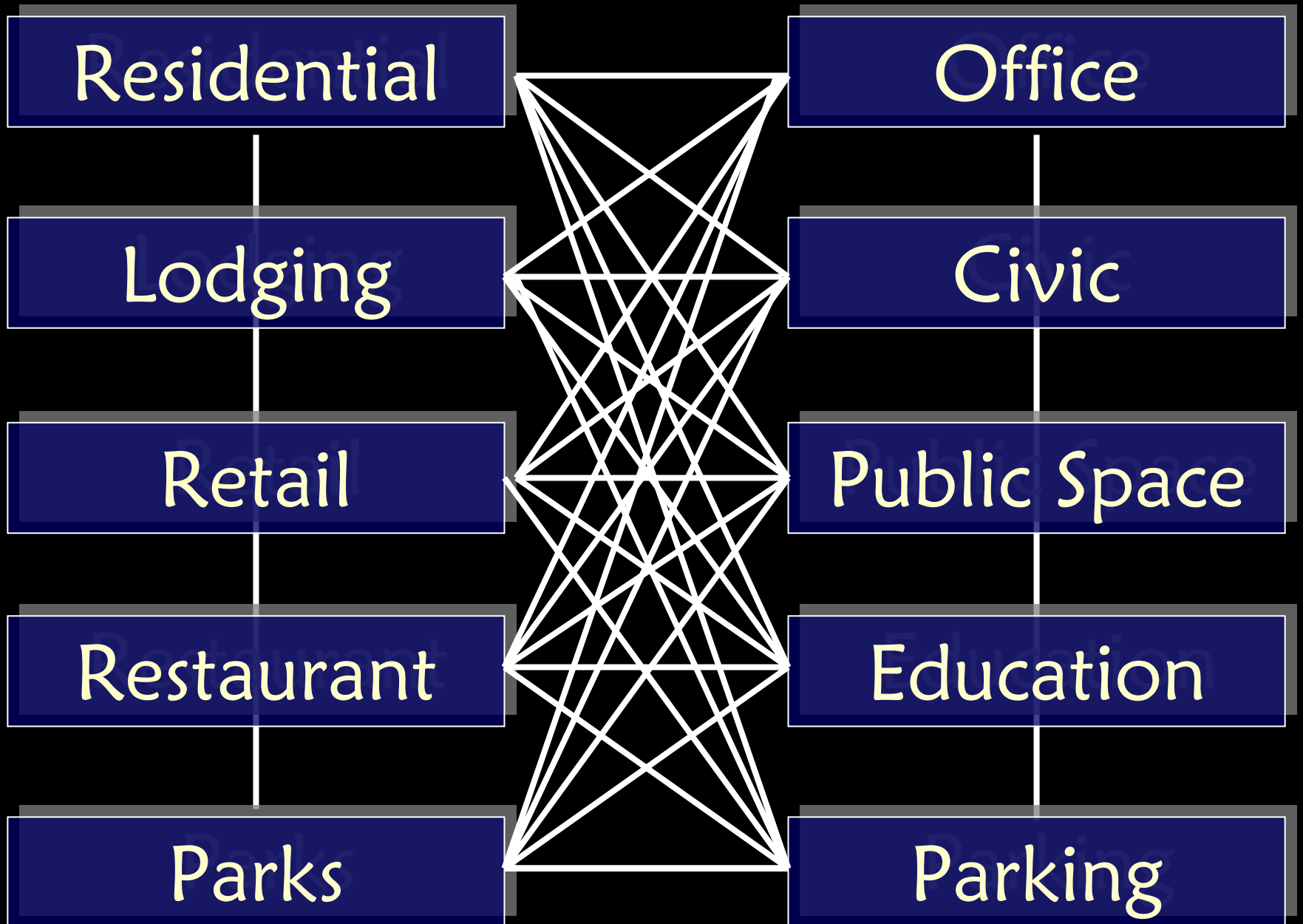
Google™

Pointer 40°01'05.59" N 105°16'43.20" W elev 5351 ft

Streaming ||||| 100%

Eye alt 7164 ft





# Pedestrian Density

## People Watching







Boulder





Boulder





Aspen



# Boulder





# Children + Parents

Playing, Spending







Winter Park



# Boulder



The Jet Fountain operates  
Daily 10:00 am to 7:00 pm  
June through September  
Swim Suits or Swim  
Diapers Required  
Please Do Not drink  
from the fountain  
No Dogs Allowed  
on the Mall  
Thank You

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Boulder





Aspen





Boulder





Boulder





Estes Park





# Estes Park

# Downtown Mobility

## Downtown Streets – Conduits or Places?







# Estes Park

# Mobility Elements

Travel – Moving over distances

Circulation – Moving within areas

Access – Getting in the door



# Facilities

**Travel –** Freeways, arterials, rail transit, express bus lanes

**Circulation –** Collectors, connectors, transit routes, bike trails and lanes

**Access –** Local streets, parking, sidewalks and crosswalks

Built for...



Seattle



Redmond

...travel



Built for...

Denver



Boulder



...travel

Built for...



Flagstaff

...circulation

Redmond



Portland

Built for...



Boulder

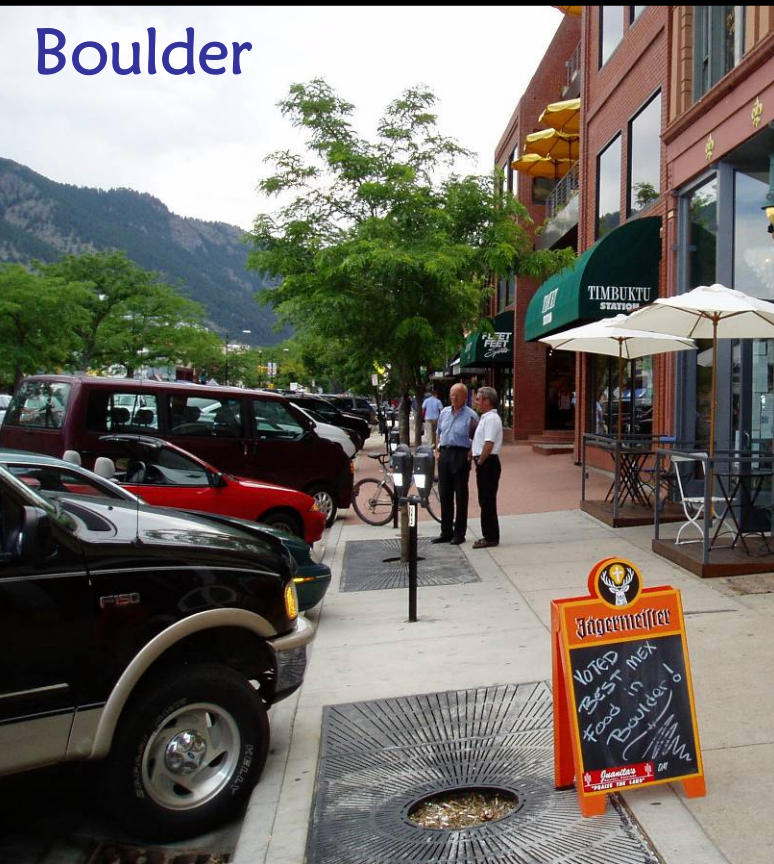


...circulation



# Built for...

Boulder



Winter Park, Fl

...access





Built for...



Houston, TX

...access



Minneapolis





Boulder



Brooklyn







Portland





Breckenridge





Steamboat Springs



Tusayan, AZ





# St. Louis Region





# Lakewood, CO







Redmond



# Bainbridge Island





# 5 Key Relationships

- Square footage
- Activity triangulation
- Pedestrian density
- Children + parents
- Downtown mobility



next...



# 5 Priority Ideas



# 5 Priority Ideas

- Parking as a utility
- Transit ID passes
- Urban sidewalk design
- Shade and shelter
- Performance measurement



# Parking As A Utility

## Managing the Curse/Blessing



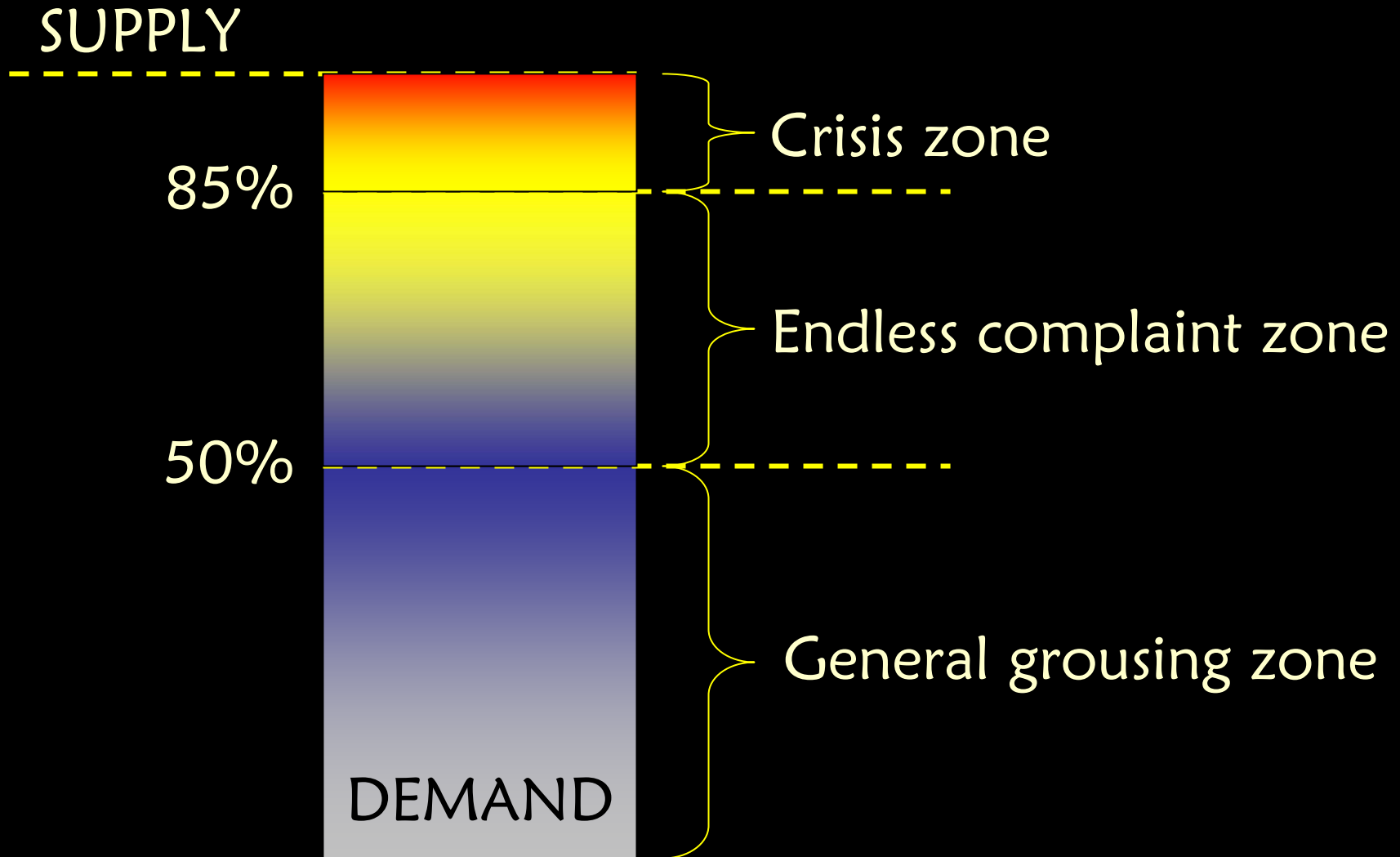
# Downtown Parking Is A Public Utility

## Boulder





# Politics of Parking









Boulder

on-street  
supply

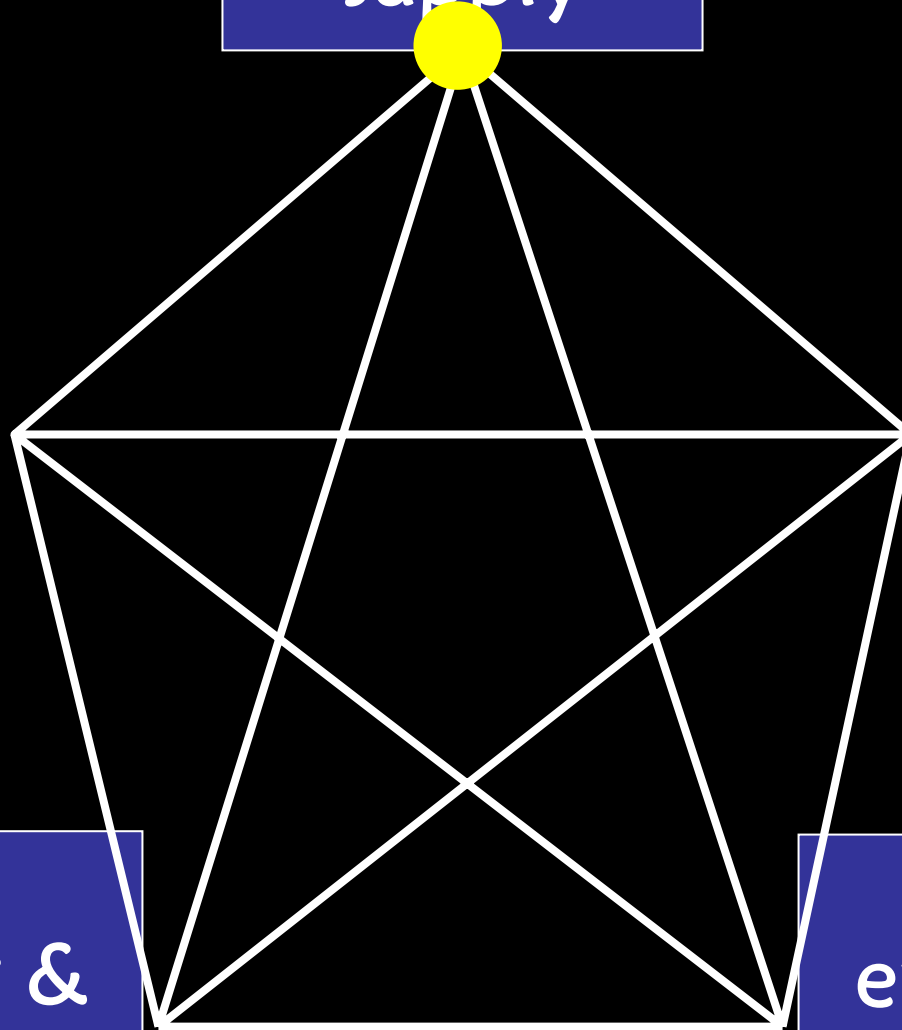


off-street  
supply

enforce-  
ment

funding &  
finance

employee  
parking

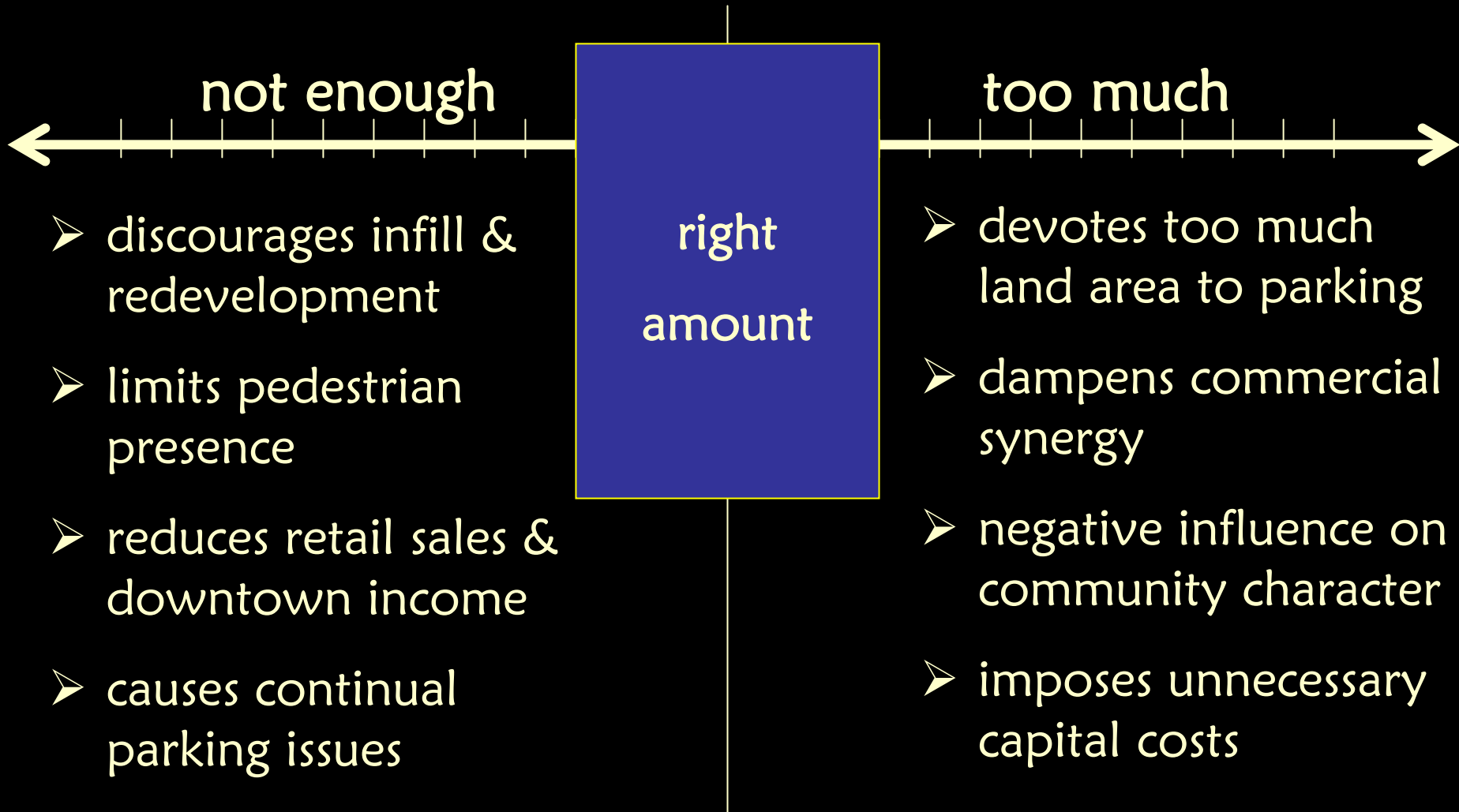




# Parking Supply Ratios

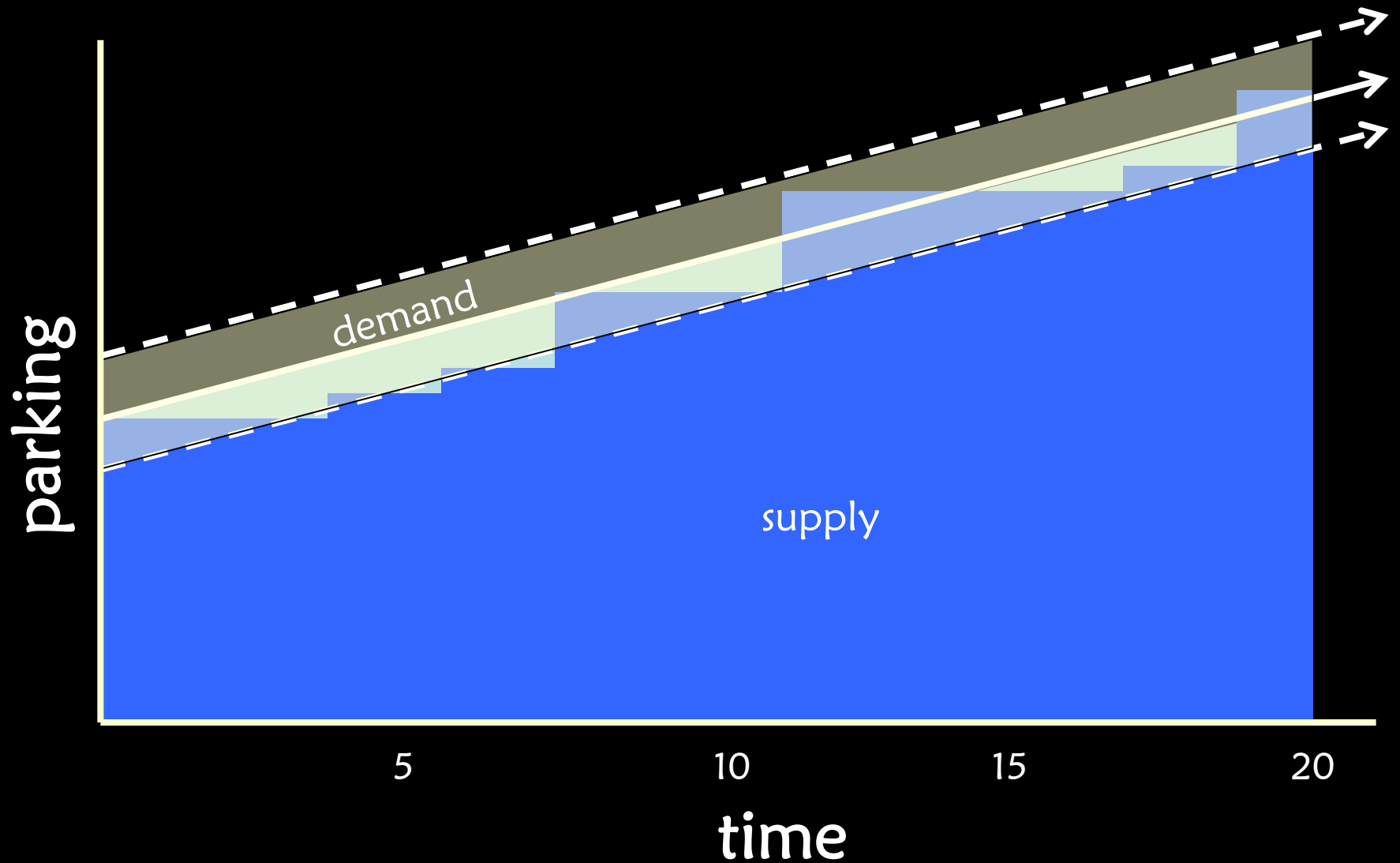
- Parking is not an on-site use in downtown
- Parking ratios should be about funding
  - Parking districts
  - General taxation
  - Fee-in-lieu payments
- Parking ratios should reflect:
  - Shared use
  - Internal capture
  - Mode share

# Downtown Parking Supply





# Managing Parking As a Utility



# Transit ID Passes

## Employee Benefit





# RTD EcoPass Program

- Annual transit pass purchased by employer
- Photo ID card
- Free ride on all RTD services:
  - Local, Express or Regional buses
  - SkyRide to DIA
  - Light Rail
  - Call-n-Ride
- Guaranteed Ride Home

# Guaranteed Ride Home

- Included with Eco Pass
- Free emergency taxi-ride service
- Employees contact company transportation coordinator for approval
- 100 mile maximum trip
- 10% tip to the driver is included



# EcoPass Pricing

- Service Level Area (SLA) – 4 price levels
- Size of company

# Service Level Area

A. 1-24 Transit Trips - outer suburban

B. 25+ Transit Trips

- Downtown Boulder CBD
- Fringe Denver CBD
- Major transit centers
- Call-n-Ride service areas connected to a major transit center

C. Downtown Denver CBD

D. DIA and home businesses



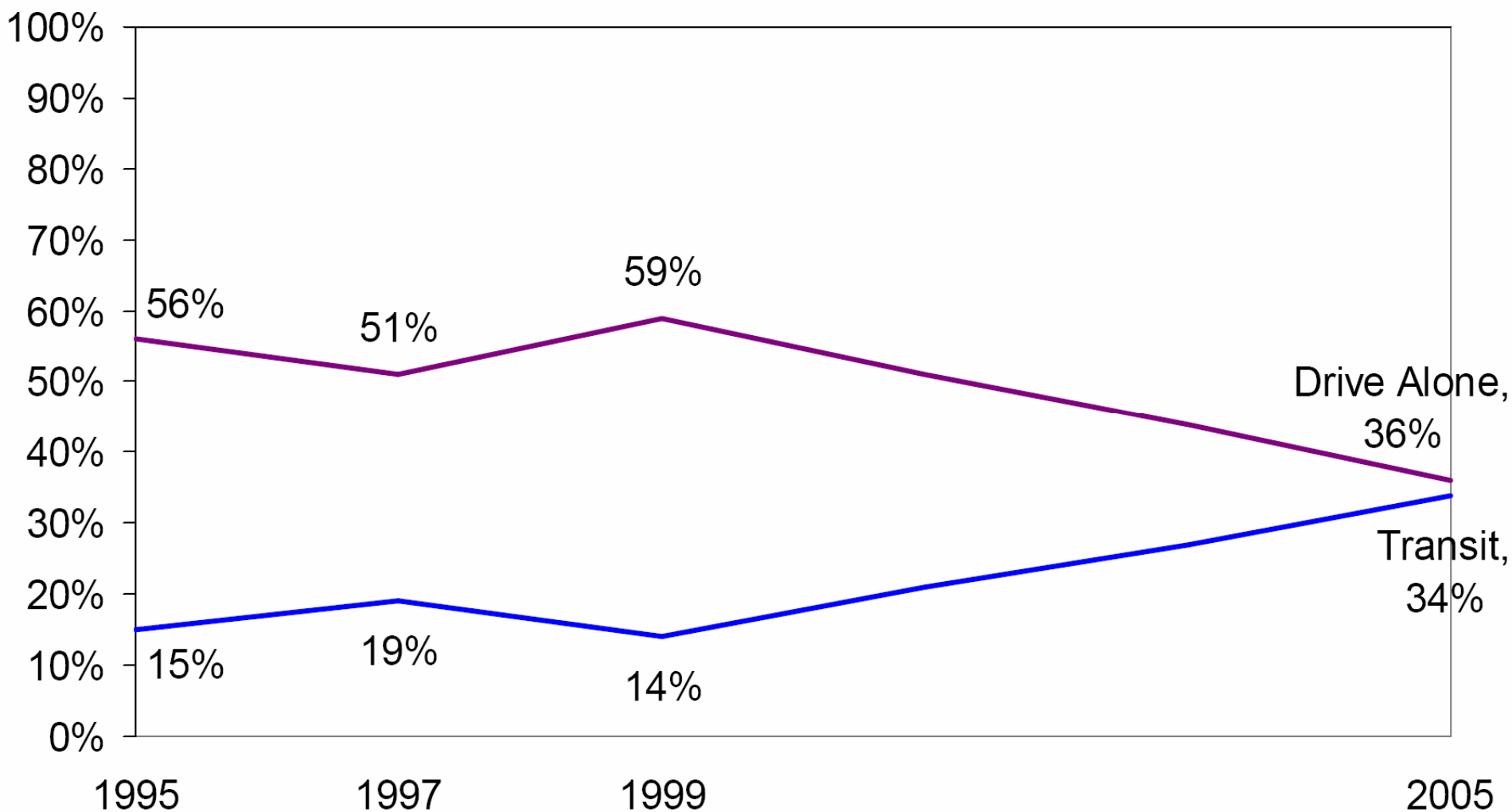
# 2007 EcoPass Pricing (Cost Per Employee Per Year)

## Number of Company Employees

SLA	1-24	25-249	250-999	1000-1999	2000+
A	\$ 55	\$ 48	\$ 42	\$ 36	\$ 34
B	\$118	\$106	\$ 97	\$ 90	\$ 86
C	\$300	\$279	\$265	\$259	\$245
D	\$307	\$294	\$272	\$265	\$251

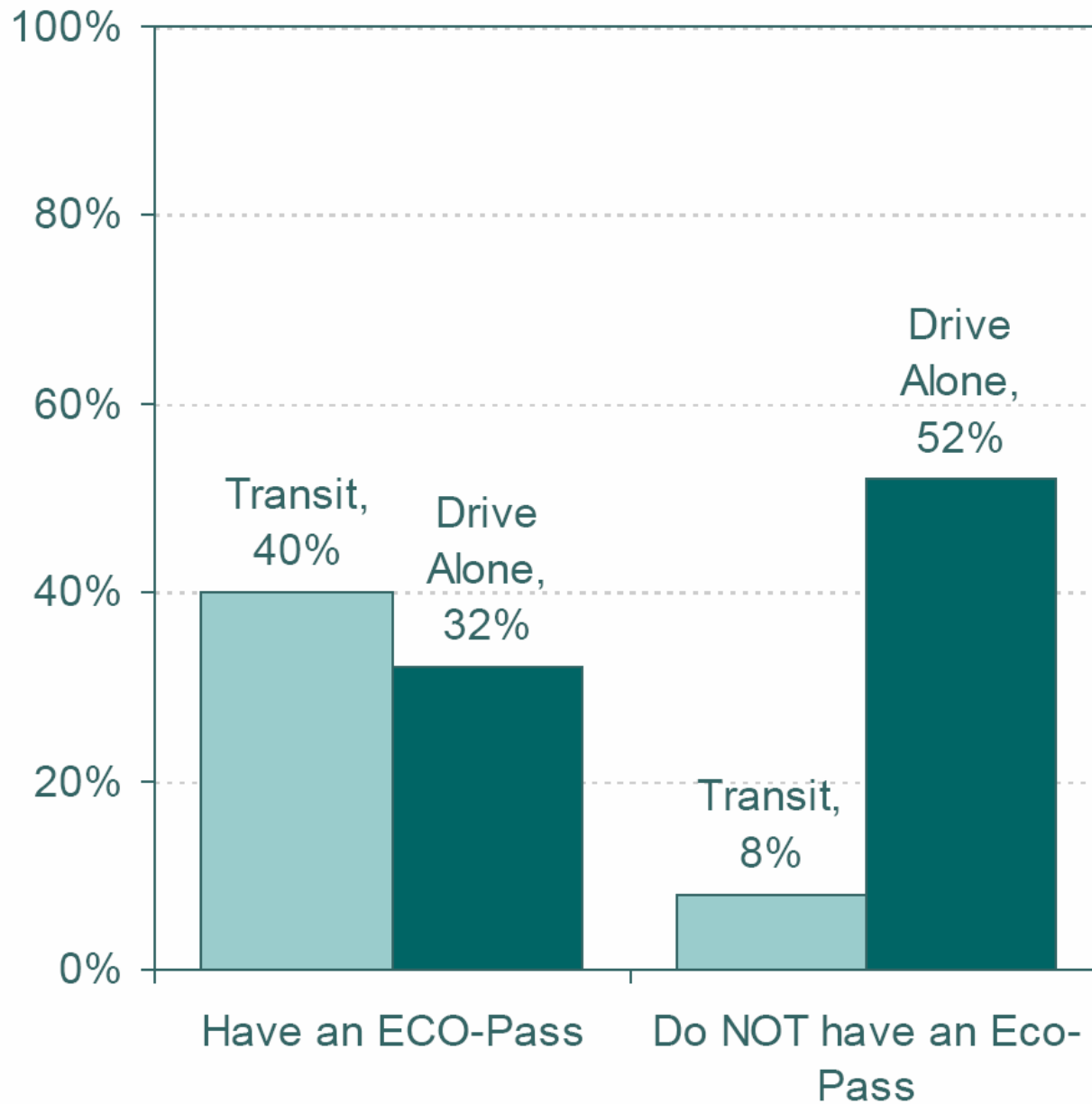
(Equivalent monthly pass = \$135/month)

# Mode Share: Downtown Boulder Employees





# Modal Split of the Work Commute by ECO-Pass Status, 2005



# EcoPass As An Employee Benefit

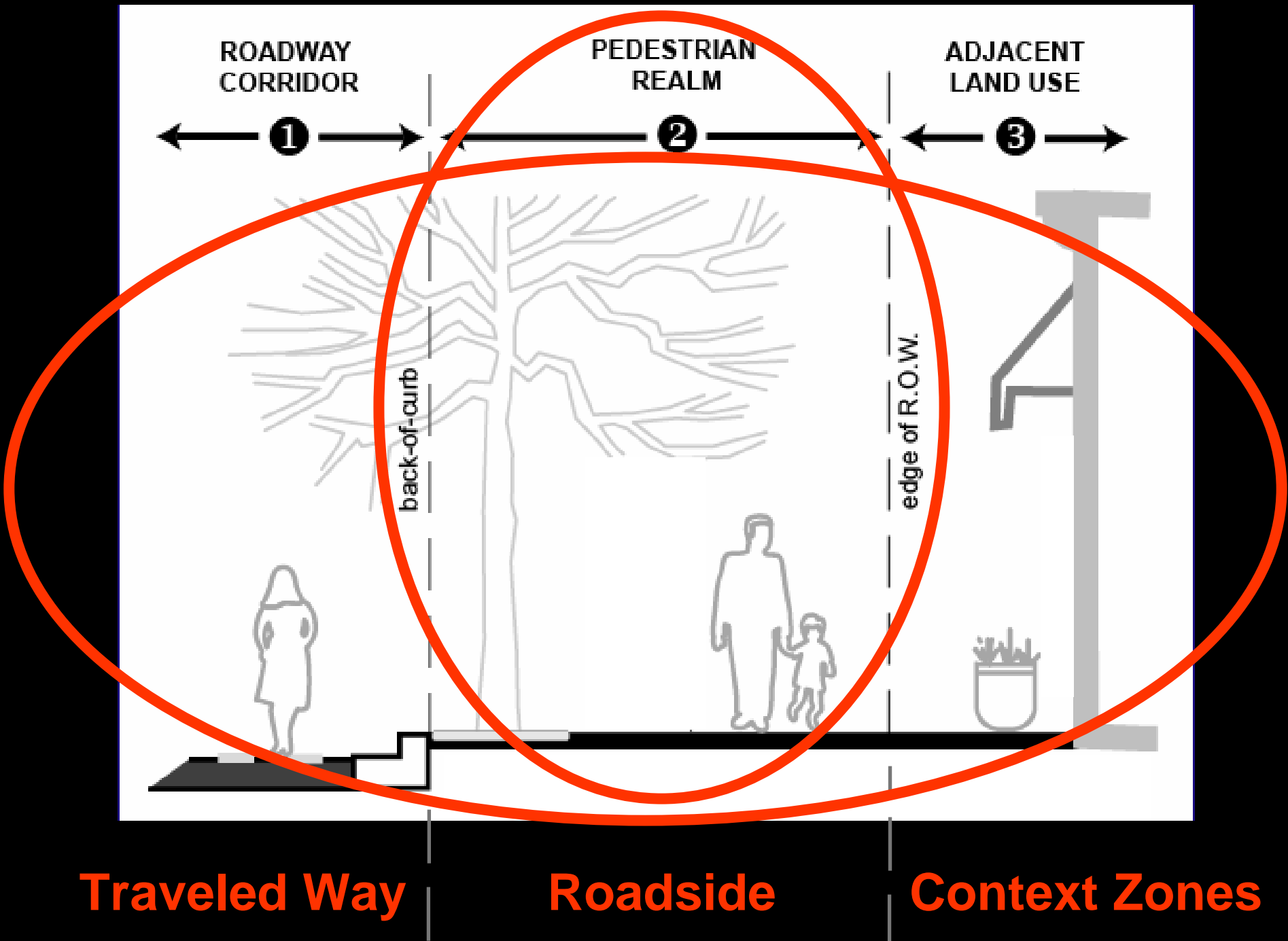
- Tax-deductible to employers
- Tax-free to employees for up to \$110/month for each employee
- Can be offered as a pretax benefit



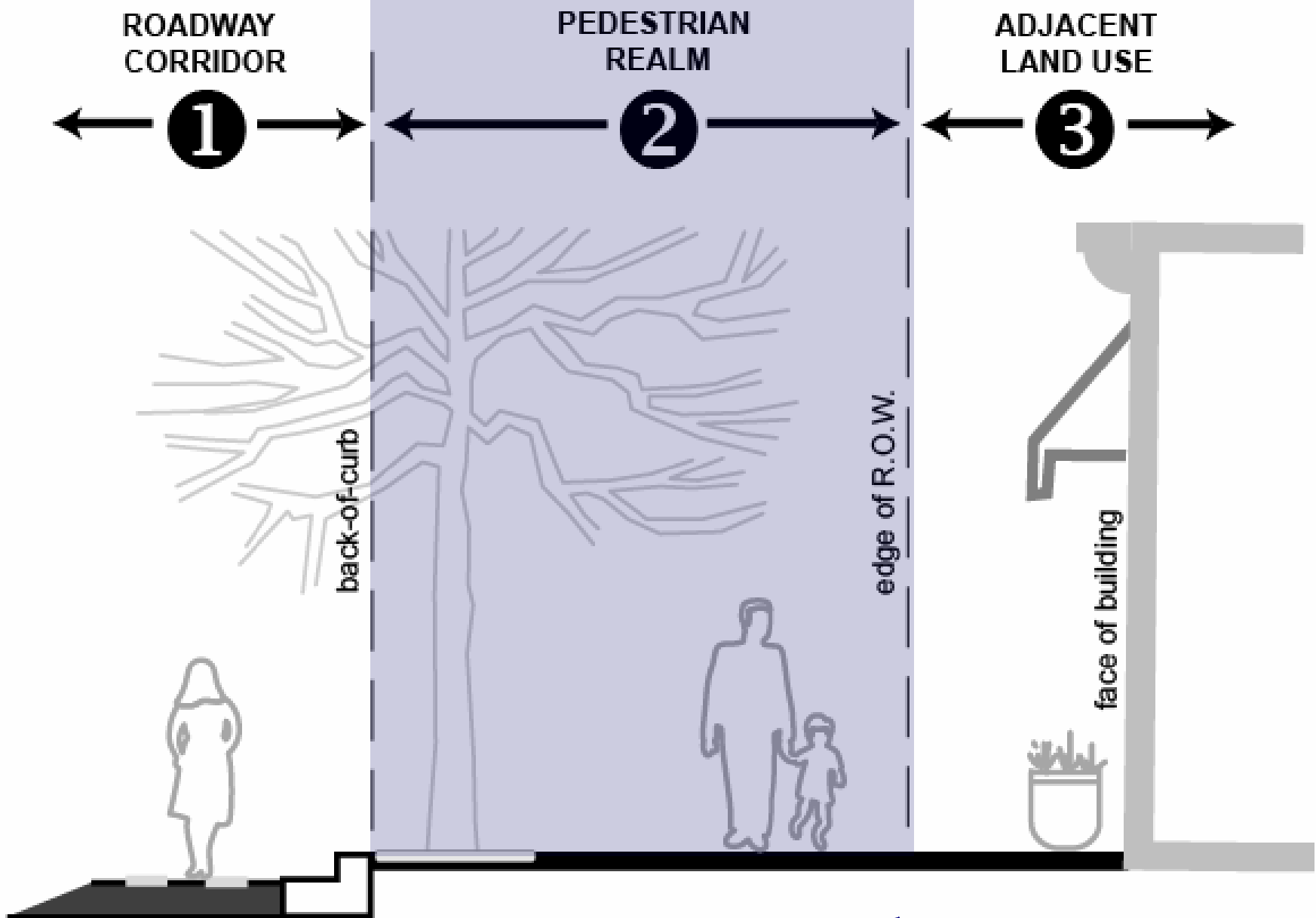
# Urban Sidewalk Design

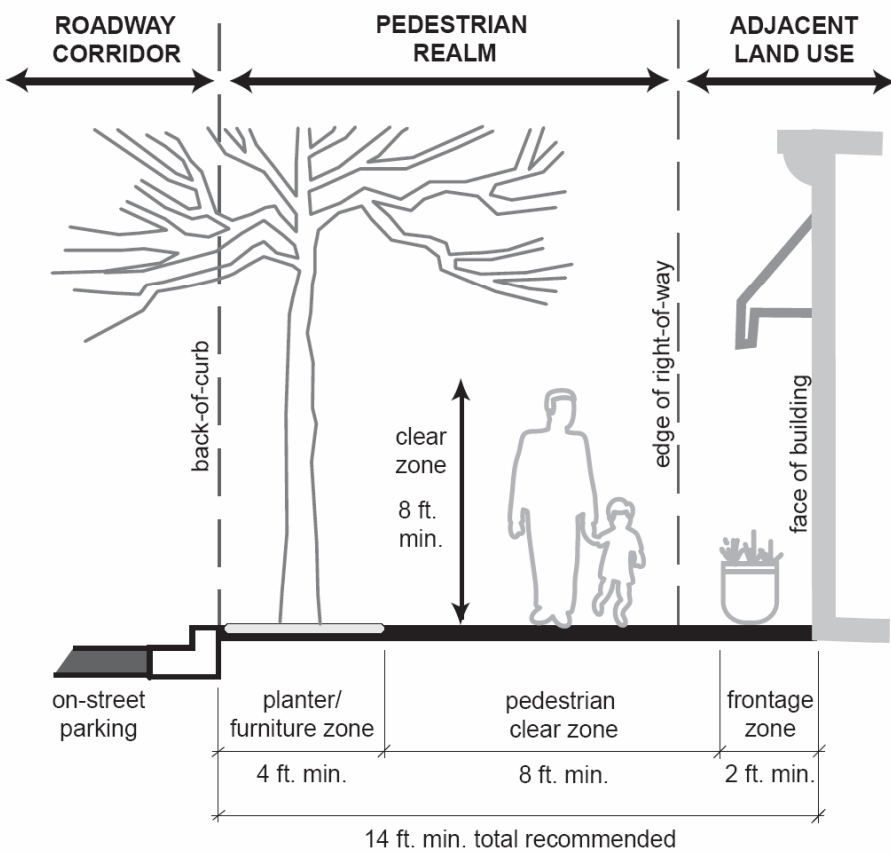
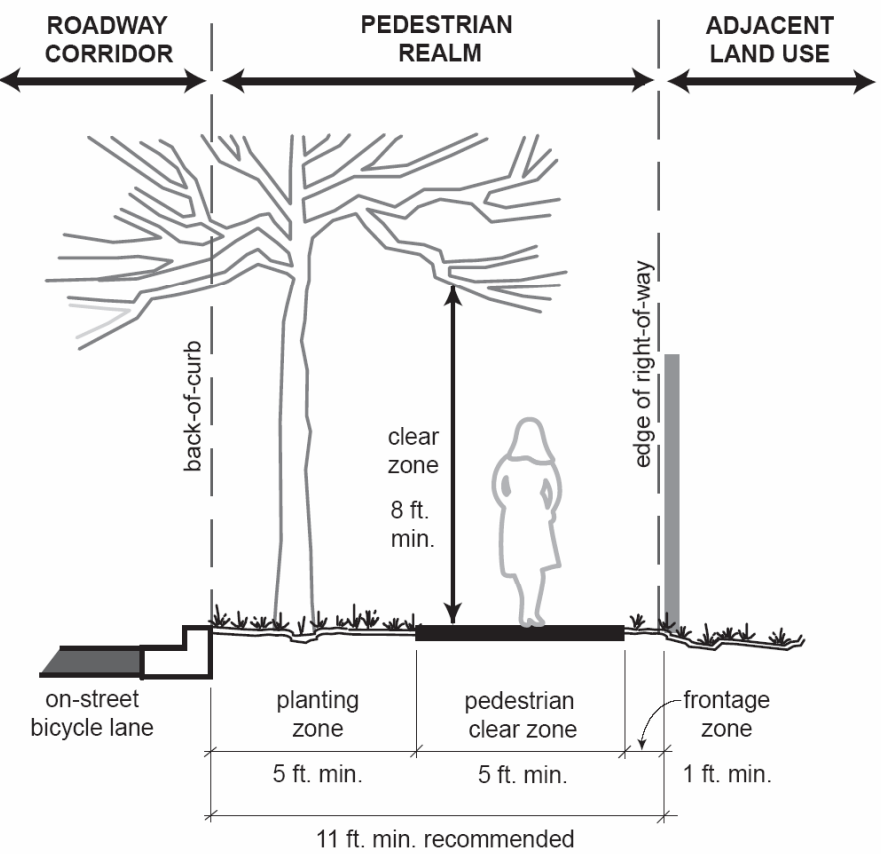
Shoot Your Code







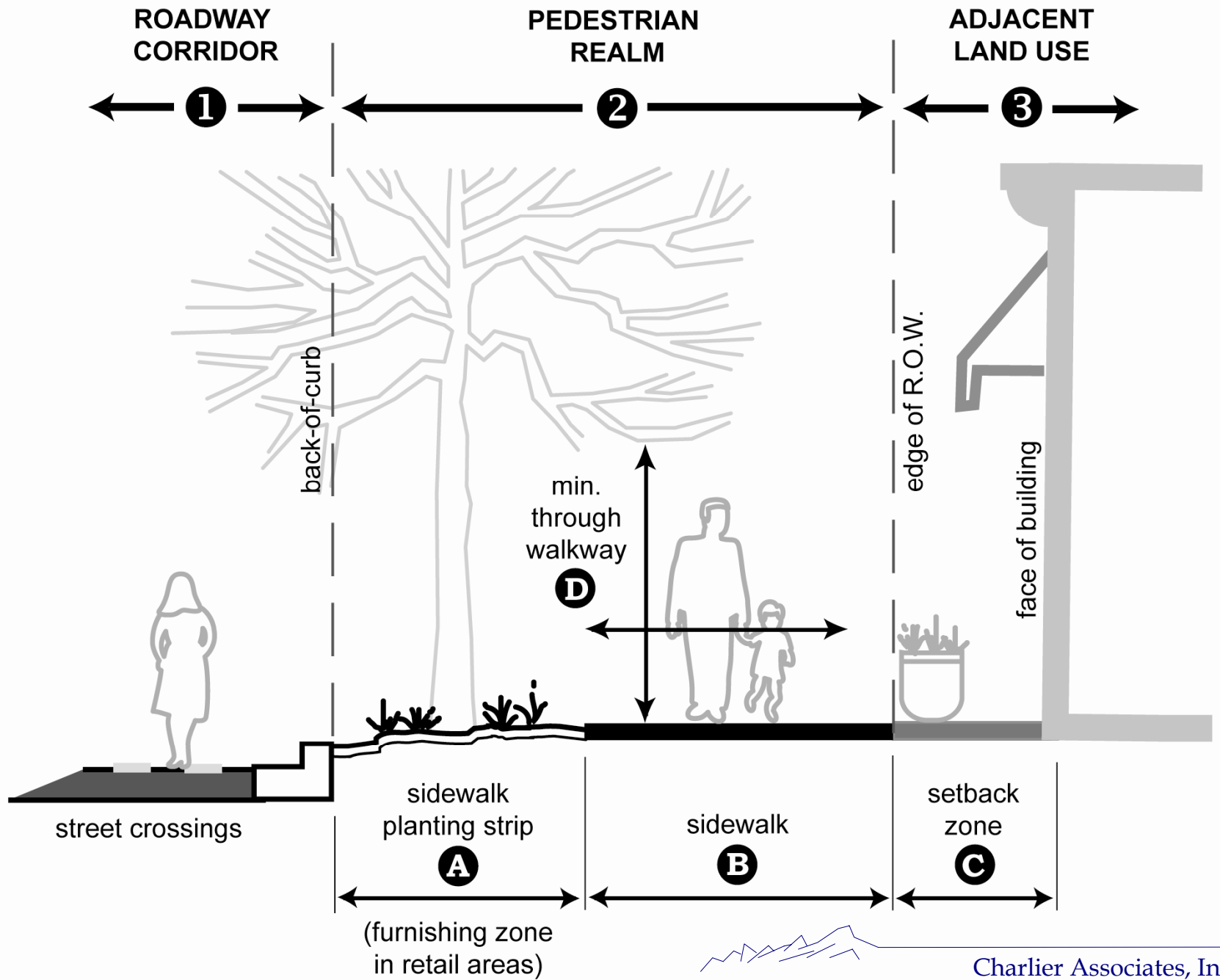








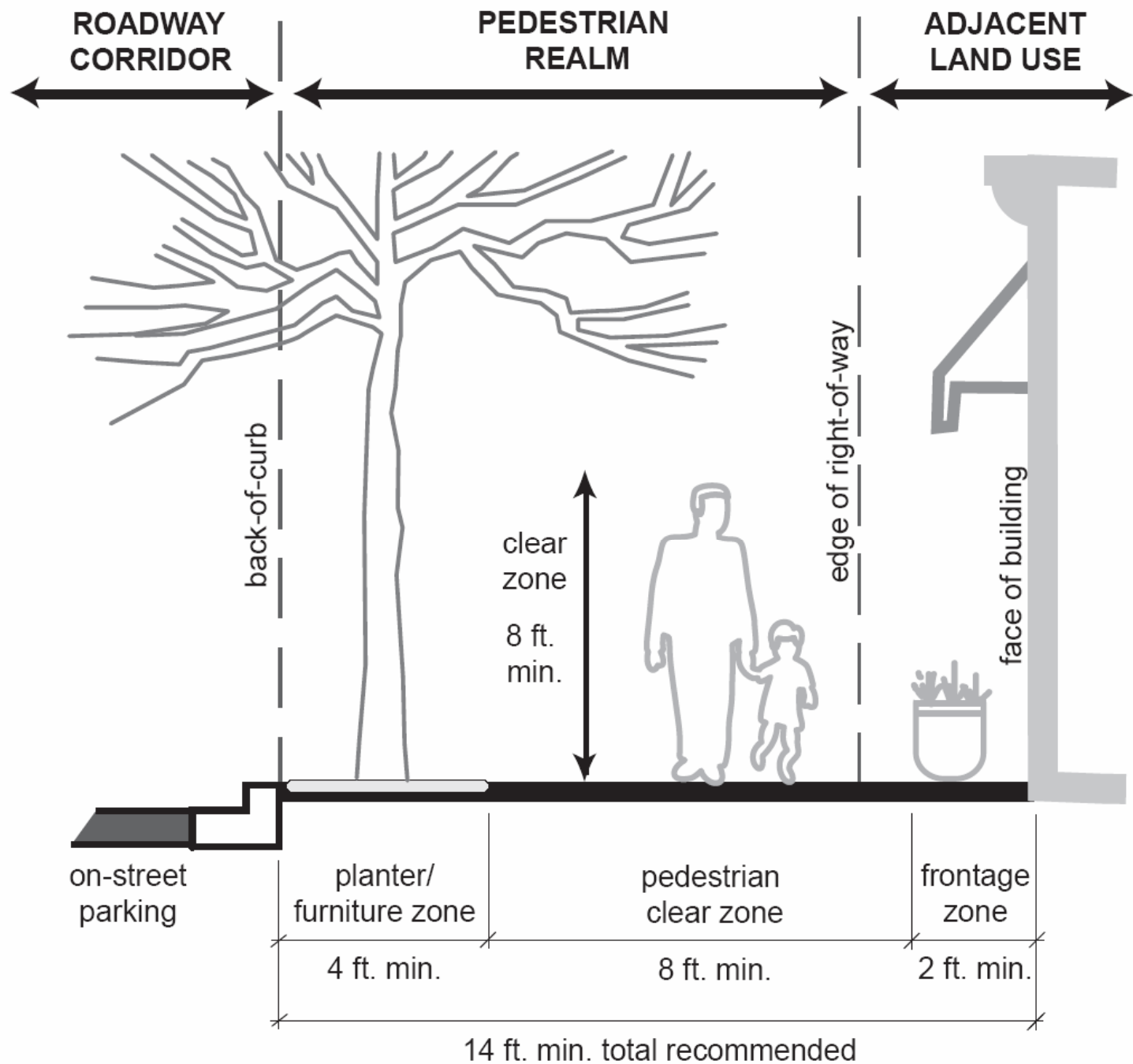
Longmont







Boulder







Longmont





Boulder



# Boulder





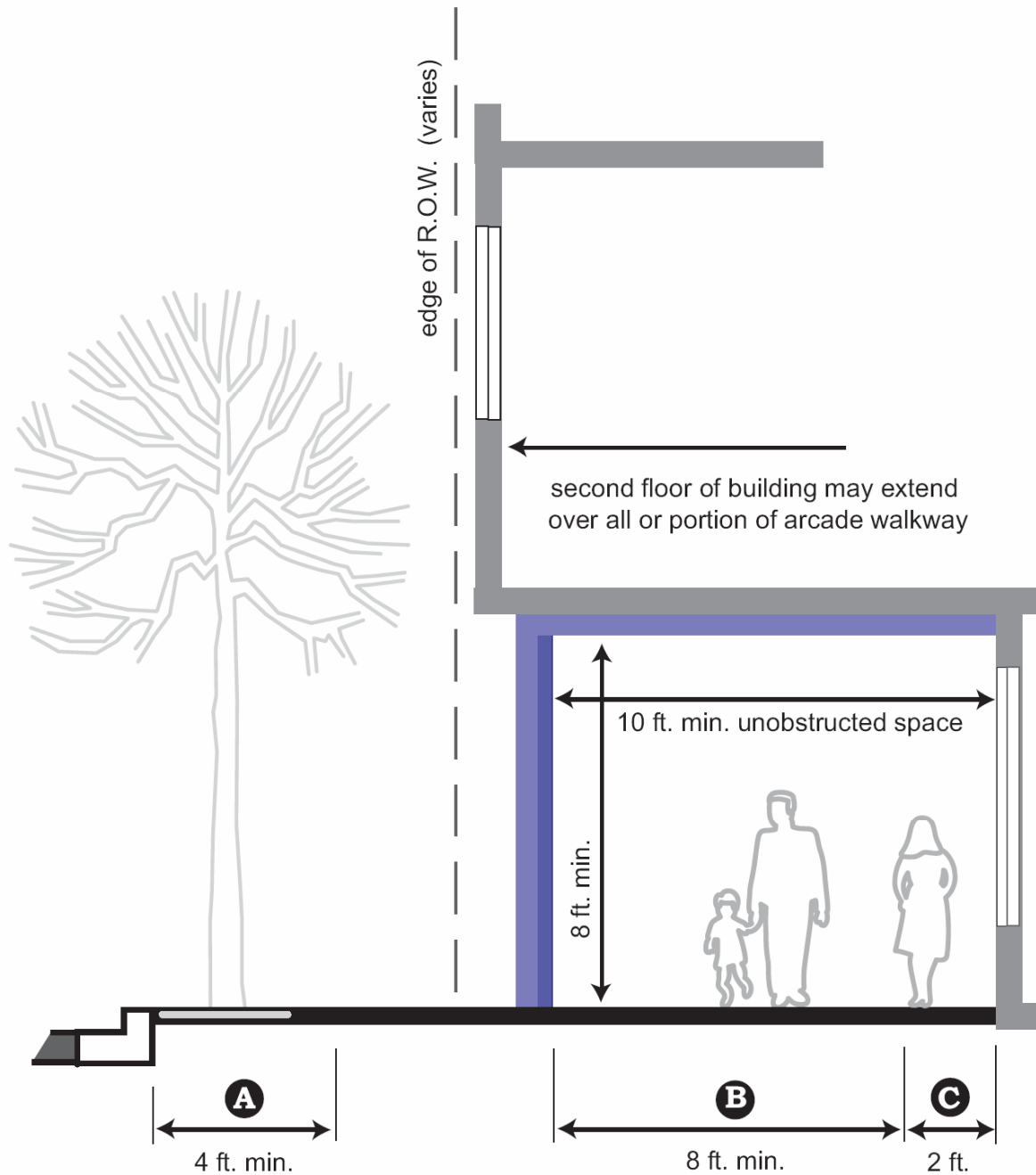
# Kailua






# Kailua







TOW-AWAY  
ZONE



Loading &  
Unloading  
Only

Towing Information:  
Phone: **836-6641**

TOW-AWAY  
ZONE



Loading &  
Unloading  
Only

836-6641

*Aloha*

NO  
LOST TRUCKS TO  
BE TOWED  
AT ANY TIME  
OR UNDER  
ANY CIRCUMSTANCES  
UNLESS THE  
TOWING COMPANY  
IS NOTIFIED  
BY THE  
TOWING COMPANY

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TOWING COMPANY  
IS NOTIFIED  
BY THE  
TOWING COMPANY

Baggage Claim →

Honolulu

# Shade and Shelter

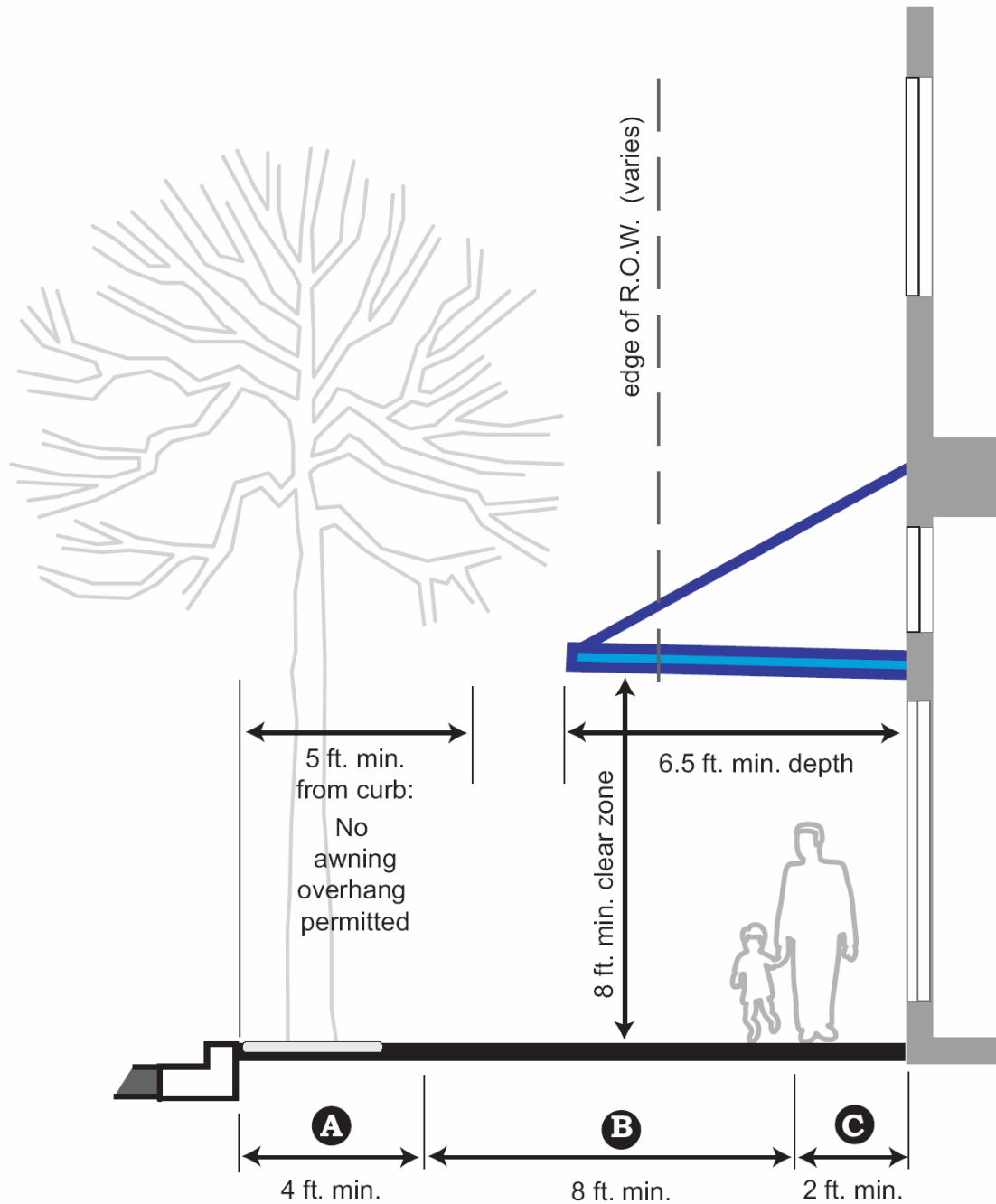
## The Outdoor Main Street







Boulder





# Bainbridge Island



# Performance Measurement

No Policy or Program is Permanent





# Boulder's Downtown Districts

- Downtown Business Improvement District (5.635 mils)
- Central Area General Improvement District (5.657 mils)

# Boulder's CAGID

(Central Area General Improvement District)

- 35 blocks
- 160 shops
- 80 restaurants
- Office space







Boulder

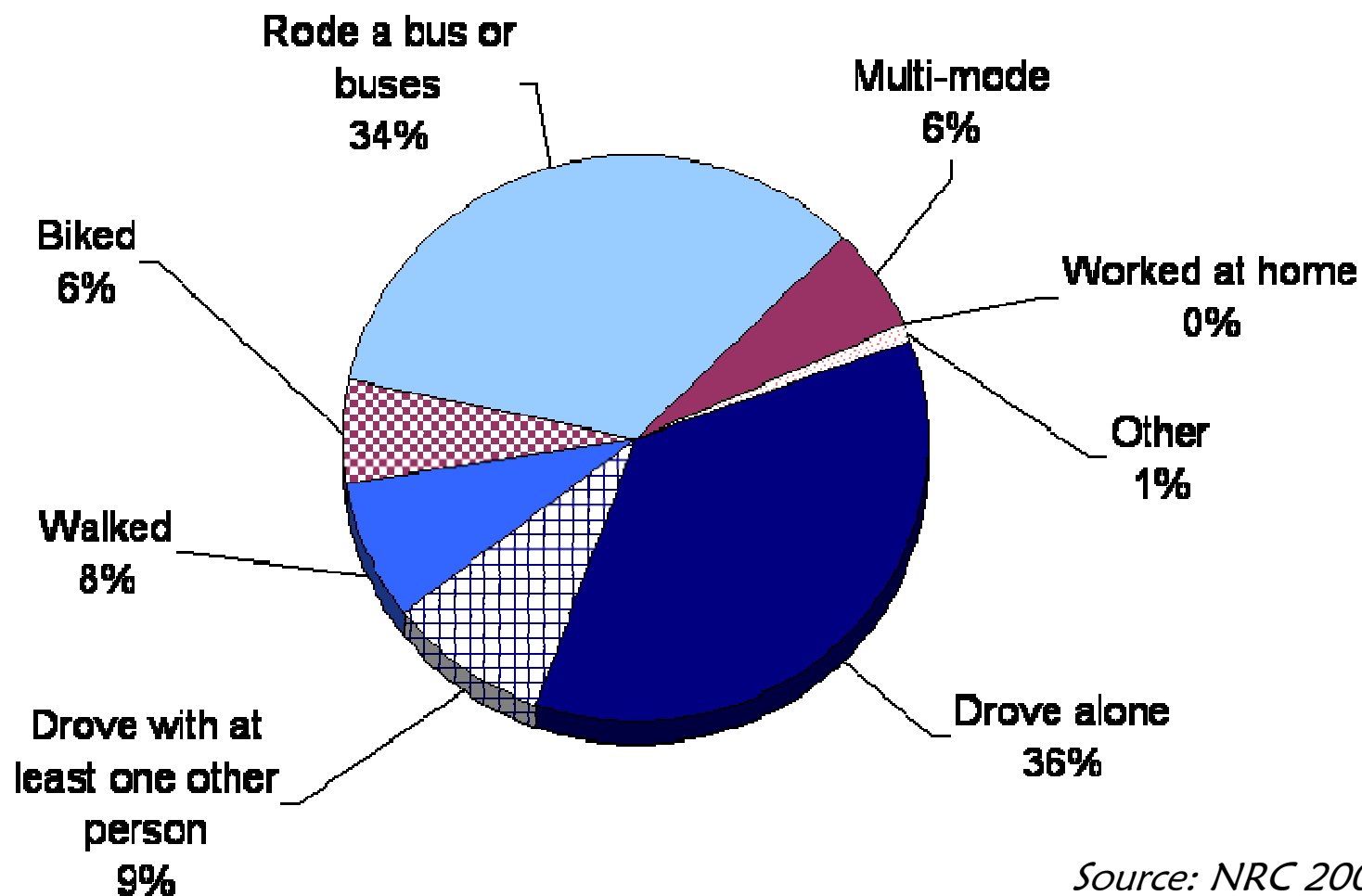
# Downtown Boulder PSE\*

- Reduction in parking demand
- From mode shift away from driving
  - Transit
  - Walk/Bike
  - Carpooling

PSE: “Parking Space Equivalency”



# Mode Split to Downtown



*Source: NRC 2006*

# Total Employee PSE

Average daily employees	7504
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Transit (34%)	2551
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Walked (8%)	600
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Biked (6%)	450
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Carpooled (9%)	338
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Multi-mode (6%)	450
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Reduction	3115
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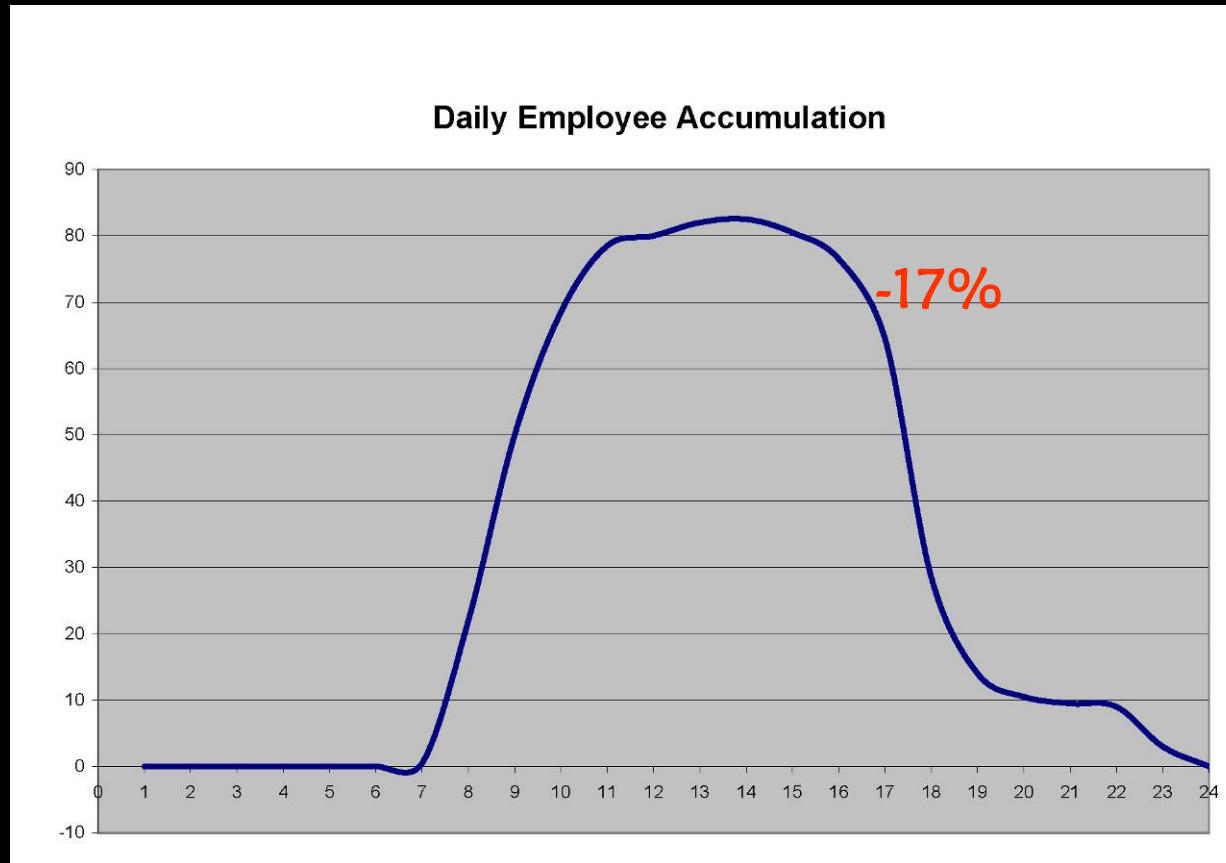
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Total Daily Employee PSE	4400
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# Peak Period Employee PSE

- Distribution through the day



Peak Period Employee PSE

3600

How did you get to work today?	EcoPass status	
	Have an EcoPass	Do NOT have an EcoPass
Drove alone	32.8%	51.7%
Drove with at least one other person	6.9%	18.3%
Walked	7.3%	8.3%
Biked	6.2%	8.3%
Rode a bus or buses	40.1%	8.3%
Multi-mode	6.6%	1.7%
Worked at home	0.0%	0.0%
Other	0.0%	3.3%
Total	100.0%	100.0%

*Source: NRC 2006*



# 5 Priority Ideas

- Parking as a utility
- Transit ID passes
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next...



# An “Intermodal” Example

## Wrap Up



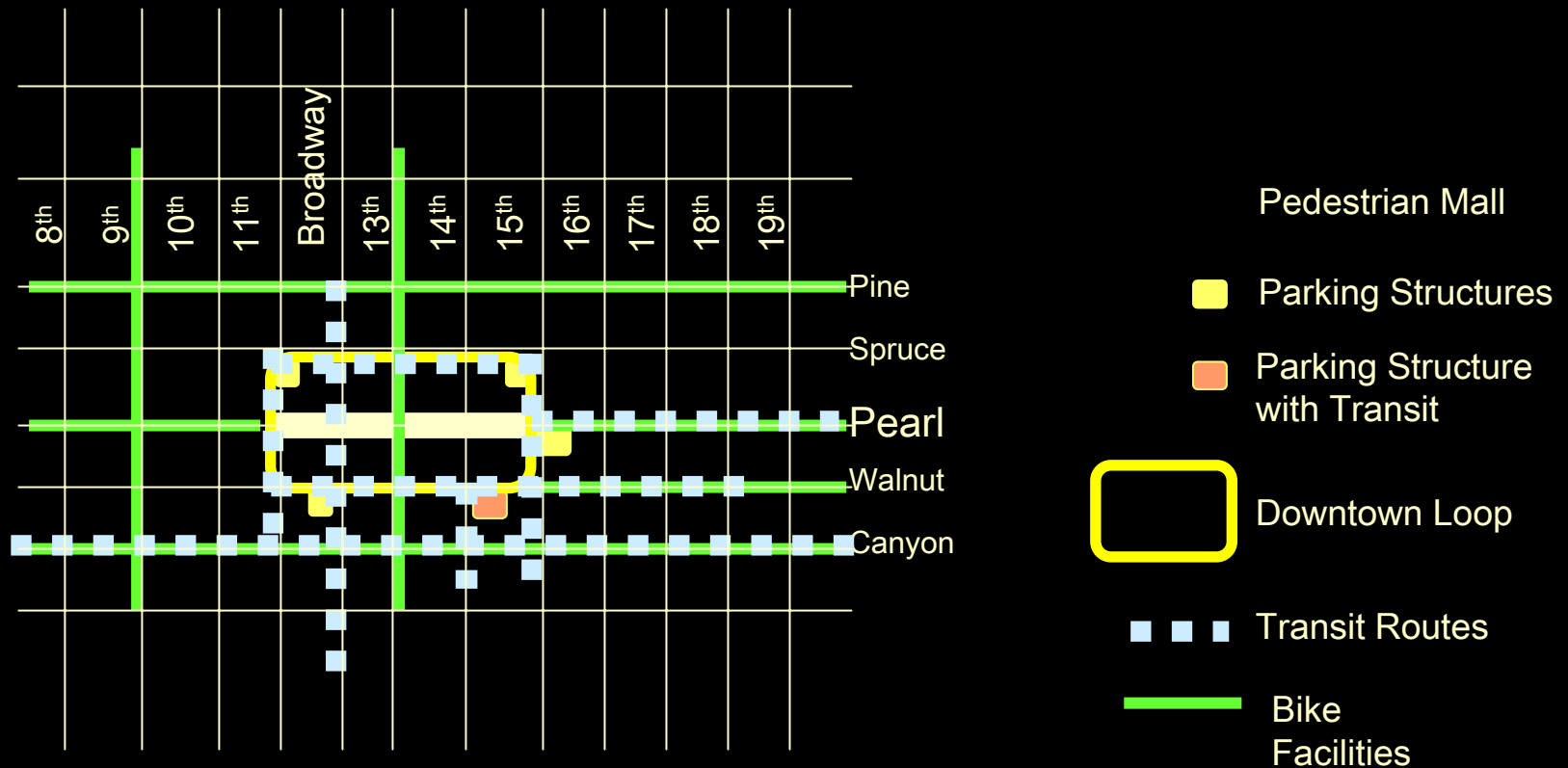




Boulder



# Pearl Street “Pedestrian Mall”





Boulder





PUBLIC PARKING

FREE PARKING SAT. & SUN.



Boulder





Boulder





NO  
TRUCK  
PARKING  
▲

P

←

20

STOP

Boulder





Boulder





Boulder





Boulder



Boulder's “pedestrian mall”  
works because ...

... it is an integral part of an  
intermodal system



[www.charlier.org](http://www.charlier.org)