

<i>Policy Implementation</i>	<i>Description</i>	<i>Supporting Conditions</i>	<i>Area of Application</i>	<i>Pro</i>	<i>Con</i>	<i>Impact</i>	<i>Difficulty</i>	<i>Dial Setting (1=low, 5=high)</i>
Parking Maximums versus Parking Minimums	The current code only contains parking minimums with the assumptions that parking will be provided on site. Parking maximums would limit the amount of on site parking allowed.	<ul style="list-style-type: none"> • Opportunities for shared parking or off site parking • Priced and managed parking • Available transportation options • Additional bicycle parking 	<ul style="list-style-type: none"> • New development and redevelopment • Transit corridors and other areas with available options 	<ul style="list-style-type: none"> • Can be implemented by local government through land use regulation • Standard parking ratios have little empirical basis • Parking is expensive to provide • Encourages parking efficiency • Supports TDM efforts 	<ul style="list-style-type: none"> • Resistance from business owners • Lenders may require more parking • Concerns with spill over parking • Seasonal parking demands may need to be accommodated other ways 	Low to Moderate	Low	1
Residential Parking Requirement Modifications	Current policy requires residential that parking is provided on site. Credit could be given for on street parking such as when driveway removal adds curb space.	<ul style="list-style-type: none"> • Area without existing parking pressure 	<ul style="list-style-type: none"> • Lower density residential areas 	<ul style="list-style-type: none"> • Can be implemented by local government through land use regulation • Improves the pedestrian environment 	<ul style="list-style-type: none"> • Neighbor concerns with parking availability • Could be problematic in high rental areas with multiple vehicles per household 	Low	Low	1
Employee Parking Cash Out	Employer provides the employee with the cash value of the provided parking and allows the employee to buy parking on a daily basis or retain the cash if they do not use a car to get to work.	<ul style="list-style-type: none"> • Available transportation options • On site ETC and TDM programs • Area wide parking management to control spill over effects 	<ul style="list-style-type: none"> • City wide • New and existing commercial development 	<ul style="list-style-type: none"> • Very efficient and well studied • Can be seen as an employee benefit • Minimal administrative requirements • Successful local examples 	<ul style="list-style-type: none"> • Requires some level of parking enforcement • Unused parking may not be utilized in other ways under existing codes • Value of parking needs to be determined 	Moderate to High	Moderate	3
Unbundled Parking	Separates the value of parking from the leased or sold space and allows the tenant to choose how much parking to either buy or lease. This creates a separate real estate market for parking and allows for efficient pricing of the resource.	<ul style="list-style-type: none"> • Parking brokerage service to facilitate the market • Available transportation options • Supportive TDM program • Area wide parking management to control spill over effects • Carshare program 	<ul style="list-style-type: none"> • Transit corridors • New and redevelopment of mixed use, commercial and residential projects 	<ul style="list-style-type: none"> • Increases parking efficiency • Reduces the amount of required parking • Allows for changes in parking needs over time • Could likely be required by the city • Limited oversight or enforcement needed • Parking needs becomes an tangible economic decision 	<ul style="list-style-type: none"> • Requires some initial effort to price the parking • Requires parking enforcement • Unused parking may not be utilized in other ways under existing codes 	Moderate to High	Low to Moderate	4
Paid/Variable Priced Parking	Parking is paid for based on the amount of time used and the level of demand. Cost to park will be highest during peak demand periods. Variable pricing would aim to keep one parking space available per block face	<ul style="list-style-type: none"> • Parking district or parking management association • Available transportation options • Comprehensive TDM program • Real time parking occupancy data and traveler information system 	<ul style="list-style-type: none"> • Existing and future parking districts • Transit Village 	<ul style="list-style-type: none"> • Is a user pays system providing direct price signals that maximize efficiency • Maximizes parking efficiency • Assures patrons of available parking • Spreads peak period trips • Maximizes potential revenue • Revenue can support enhancements in the district area 	<ul style="list-style-type: none"> • Requires parking enforcement • Businesses may see paid parking as a competitive disadvantage • Inconvenience to patrons if payments options are limited 	High	High	5

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				<ul style="list-style-type: none"> • Can be supported by new kiosk system (???) 				
Preferential Parking	Reserves the closest, most accessible parking spaces for multiple occupant vehicles, i.e. carpools and vanpools Preferential parking spaces can be open to all users or reserved for specific, approved vanpool or carpool arrangements	<ul style="list-style-type: none"> • Supportive employer or property manager 	<ul style="list-style-type: none"> • City wide • New and existing developments 	<ul style="list-style-type: none"> • Easy to implement and very low cost • Highly visible sign of commitment to alternative transportation • High profile benefit to participating employees 	<ul style="list-style-type: none"> • Generally relies on honor system • May need enforcement if abused • Unused spaces may generate employee dissatisfaction 	Low	Low	1
Parking Brokerage Service	Allows member businesses or residents to share, trade, lease, rent and sell parking facilities on the open market. The brokerage establishes and facilitates the market in parking spaces	<ul style="list-style-type: none"> • Parking district or parking management association • Available transportation options • Comprehensive TDM program 	<ul style="list-style-type: none"> • Transit corridors • New and redevelopment of mixed use, commercial and residential projects 	<ul style="list-style-type: none"> • Maximizes parking efficiency • Reduces parking related expenses • Allows for changes in parking needs over time • Allows for changes in parking supply over time 	<ul style="list-style-type: none"> • Requires parking enforcement • Unused parking may not be utilized in other ways under existing codes 	Moderate to High	Moderate to High	4
Trip Reduction Ordinance	Requires employers larger employers (typically 100 or more employees), to plan, implement, and evaluate a commuter trip reduction program. Requirements can vary greatly from voluntary efforts to mandatory reductions.	<ul style="list-style-type: none"> • Existing congestion issues • Available transportation options • Comprehensive TDM program • Effective ETCs within the companies 	<ul style="list-style-type: none"> • City wide • New and existing developments 	<ul style="list-style-type: none"> • Widely implemented • Generally relies on good faith efforts • Some employers are already achieving similar results 	<ul style="list-style-type: none"> • Requires monitoring, reporting • Could require enforcement • Additional staff needed to implement the ordinance 	Low to High	Moderate	2-5
Congestion Pricing	Congestion pricing is a variety of strategies that directly relate use of the road system to price. May be implemented based on mileage (toll roads) or by location(central London or Stockholm).	<ul style="list-style-type: none"> • Existing congestion issues • Available transportation options • Comprehensive TDM program 	<ul style="list-style-type: none"> • Potentially City wide, corridor or specific area 	<ul style="list-style-type: none"> • Is a user pays system providing direct price signals that maximize efficiency • Can be effectively managed to achieve desired results • Can be a significant revenue source for new funding or revenue offsets 	<ul style="list-style-type: none"> • Technology intensive • High start up costs • Very high profile • Limited US applications beyond toll roads and bridges 	High	High	5
Location Efficient Mortgages (LEMs)	LEMs recognize the transportation cost savings available by limiting the number of cars in a household and leverage these savings into housing payments	<ul style="list-style-type: none"> • Transportation alternatives rich environment • Governmental support or guarantees due to limited application 	New and existing residential and mixed-use developments in transit corridors	<ul style="list-style-type: none"> • Financial incentive to shorten commute distance • Affordable housing tool • Potential public/private partnership opportunity 	<ul style="list-style-type: none"> • Reliance on lending institutions to offer LEMs 	Moderate	Moderate	3
TDM Effectiveness Monitoring in Development	While TDM plans are often required by the city, currently there is no monitoring or reporting requirement.	<ul style="list-style-type: none"> • Online TDM plan development and evaluation tool • Could be tied to receiving 	<ul style="list-style-type: none"> • New and redevelopment of mixed use, commercial and 	<ul style="list-style-type: none"> • Identification of most cost-effective TDM strategies • Measuring of progress toward TMP goals 	<ul style="list-style-type: none"> • Legally defensible requirement? • Up front development cost 	Moderate	Low	2

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Review		any city funds or subsidies	residential projects	<ul style="list-style-type: none"> Ability to set goals and thresholds in relation to TMP goals 				
Quantification of Trip Reduction Needs	This development review strategy would establish a standardized modeling methodology for determining expected trip reductions from TDM programs, and establish vehicle trip reduction targets for the development	<ul style="list-style-type: none"> To be meaningful, would require a monitoring and reporting requirement with follow up actions if the target is not met. 	<ul style="list-style-type: none"> New and redevelopment of mixed use, commercial and residential projects 	<ul style="list-style-type: none"> Quantification of vehicle trip estimates and goals Model for commercial developments currently available and free Local data over time can be used to create a Boulder-specific data 	<ul style="list-style-type: none"> No current model for residential developments or residential components of mixed-use development Up front development costs and data collection needs 	Moderate	Low	2
Employee Transportation Coordinator (ETC)	An ETC is a employee of the company with an interest and training in promoting and educating other employees on travel options. Serves as the point of contact for city TDM programs, evaluations, and marketing campaigns	<ul style="list-style-type: none"> One or more employees with a genuine interest. Supportive employer and some budget. Required as part of TRO and/or development review process 	<ul style="list-style-type: none"> City-wide Employees under TRO New developments and redevelopments 	<ul style="list-style-type: none"> ETCs increase the reach of city TDM programs by working with their co-workers Effective ETCs increase response rate and can increase travel behavior change Having an ETC can be tied to benefits from the city 	<ul style="list-style-type: none"> Keeping time spent on ETC duties to a minimum ETC support has some cost to the employer 	Low to Moderate	Low	1
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