

Trip Reduction Ordinances and the city of Boulder

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What is Boulder doing?

- At this point, there is no official city of Boulder position on TROs
- City Council has asked staff to provide a range of transportation policy options for their consideration:
 - To meet the goals of the Transportation Master (TMP) and Climate Action Plans (CAP) at various funding levels
 - In the areas of parking management, development review, and **TROs**
- The range of policy options will be presented at a study session in April
 - Next steps will depend on city council direction

RE: Trip Reduction Ordinances

- City staff will be explaining the range of what a TRO can look like:
 - From minimal requirements of:
 - CTR planning and implementation
 - Self-imposed trip reduction goals
 - Annual or biannual employee travel surveys
 - To various incentives to reach city-determined trip reduction goals, and
 - All the way to... a package of incentives and disincentives in regard to trip reduction goals

Why is Boulder considering TROs?

- Policy changes will likely be far more effective than marketing and outreach of voluntary programs
- Most of the large employers that would be affected in Boulder are already doing something because:
 - Employees can bike, walk and bus in Boulder
 - Employers are learning that it is profitable to be **GREEN**
- Requirements of employers do not have to be onerous

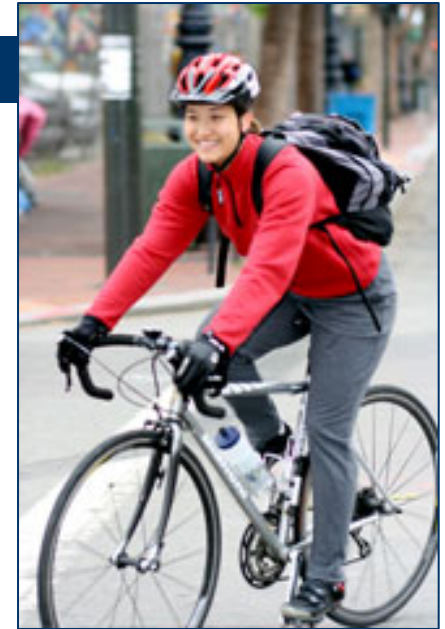
Plus, few choices remain...

- Without a significant increase in local, regional and state TDM funding, voluntary programs will not produce the changes necessary to:
 - Improve our air quality and mitigate climate change
 - Reduce vehicle trips and fuel use in a future of uncertain global oil production



TROs are not silver bullets...

- Any TRO needs to be viewed as one part of a larger package of policies and programs that will:
 - Create a financial incentive for transit agencies to increase ridership
 - Promote in-fill development and location efficient, affordable housing
 - Limit expenditures on road widening, capacity-increasing construction projects
 - Increase investments in bicycle, pedestrian and transit infrastructure



Contact Information

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Bike Bus Walk

It's the Boulder way to GO

