

February 26, 2014

To | Ashland Downtown Parking Advisory Committee
CC | Michael Faught and Bill Molnar, City of Ashland
From | Robert Parker, Nick Meltzer, and CPW Team
SUBJECT | FIRST TIER SURVEY RESULTS

SUMMARY

Community Planning Workshop is working with the City of Ashland to conduct a downtown parking and multimodal circulation study. The study is intended to evaluate the effectiveness of existing downtown parking management, truck loading zones, and travel demand management strategies in order to improve the overall accessibility of downtown for all visitors.

To better understand public perceptions of downtown parking and access, CPW administered an online survey to downtown visitors and employees. Note that the survey was not a random sample survey and should not be interpreted to represent the viewpoints of every downtown visitor. Moreover, the survey does not represent the views of visitors from outside the community. CPW received a total of 761 responses to the survey.

Key Findings

- **Automobiles are a preferred mode for accessing downtown.** Ninety-two percent of survey respondents drive downtown, and 31 percent said they visit downtown daily.
- **Parking capacity is an issue during peak periods.** While a large majority of respondents reported visiting downtown frequently (86% indicate they visit two or more times per week), 39% of respondents indicated that difficulty in locating downtown parking deters them from visiting, and 44% indicated they have trouble finding parking on more than 40% of their visits. Moreover, 65% of respondents report it takes longer than 5 minutes to find a parking space.
- **Downtown visitors alter their parking habits during the Oregon Shakespeare Festival.** Seventy-one percent of respondents indicate their parking habits vary with the OSF season.
- **Business owners frequently get complaints from downtown patrons.** Over 70 percent of business owners surveyed said that their patrons have complained about parking. Moreover, half of the responding business owners indicate that availability of parking has negative effects on their business during peak periods.
- **Many patrons are willing to park further from their destination where more parking is available.** Nearly two-thirds (64%) of survey respondents indicate they usually park further away where parking is more available when visiting downtown for extended periods.

- **Many downtown employees use on-street parking.** Seventy-one percent of the 172 downtown employees that responded indicated they most frequently drive alone to work, while about 55% indicated that they park in unlimited (non-time restricted) spaces, primarily in nearby residential areas, while 26% indicate they park in private off-street spaces. Notably, 18% reported that they park in time-limited spaces downtown and move their vehicles during the day.
- **Downtown wayfinding could be improved.** Survey respondents felt there was potential to better direct and inform users about parking in the downtown area. Seventy-four percent felt that street signage could be improved, while 76% felt that resources such as websites and brochures could be improved.
- **Business deliveries continue to present challenges.** More than one-third of business owners indicated they receive deliveries once or more a day. About 37% indicated that these deliveries occur in curbside loading zones, and 25% indicate they occur in active travel lanes.
- **Most respondents think pedestrian facilities are safe and adequate, however, downtown bicycle facilities are perceived as inadequate.** A small minority (11%) of respondents indicated pedestrian facilities could be improved. Moreover, About 77% of the 290 respondents that indicated they cycle downtown responded that bike facilities were inadequate or could be better for getting around downtown.

Implications

The survey results confirm that many previously identified issues continue to be issues (i.e., employee parking, wayfinding, deliveries, etc.). As intended, the survey results also provide clues with respect to where CPW and the Committee might focus our attention in the coming months:

- **Focus on incremental short-term strategies.** The survey results suggest several strategies could be effective in the short term to partially address some of the issues. These include better wayfinding and signage, education and informational materials, and better use of off-street and private parking.
- **Peak periods will continue to present a challenge.** Parking access and availability becomes more of a challenge during OSF and tourist peak season. While this in itself is not a surprising conclusion, it does suggest that the City should explore additional strategies to manage parking during peak periods.
- **Seek better strategies to meet the parking needs of downtown workers.** Employee parking was raised as an issue in previous studies; the survey results appear to confirm that employees are using valuable on-street parking. Managing employee parking is a complicated issue that deserves further attention.
- **Explore additional transportation / parking demand management strategies.** Many visitors report using alternative means of accessing downtown. While this may not be viable for tourists, the results suggest that it could have benefits for Ashland residents.

SURVEY RESULTS

A summary of the methods, including distribution, can be found in Appendix A. A full report of the survey results is included in Appendix B. The remainder of this memorandum summarizes key findings and implications of the survey, characteristics of the survey respondents, and survey results.

The survey was designed to gather information from several populations that use downtown: downtown visitors and patrons, people that work downtown, and business owners/managers. Note that business owners/managers and downtown workers can also be patrons. Thus, the survey asked questions pertaining to each group and included logic sequences that skipped sections that did not apply to individual respondents. For example, the survey asked respondents to indicate if they worked downtown. If they responded “no,” then the survey logic skipped questions pertaining to how downtown employees get to work.

Because the survey addresses downtown parking use and perceptions of several populations, not all respondents answered all of the questions. Thus, we report the number of responses to each question to provide context for the size of individual populations.

Characteristics of Respondents

Table 1 summarizes the 761 survey responses by type of respondent. Of the 761 responses, 99 percent (753) indicated they visit downtown Ashland. Two-hundred and seventy-four of the respondents work downtown, while 56 of the respondents own a downtown business.

Table 1: Survey Respondents by Type

Survey Respondent Type	Number	Percent
Downtown Visitors	753	99%
Downtown Employees	274	36%
Business Owners	56	7%
Total Respondents	761	100%

Figure 1 shows annual income as reported survey respondents. Forty-four percent of the respondents earn between \$35,000 and \$74,999 in annual income, while 14 percent earn \$75,000 to \$99,000. Fifteen percent of respondents had an annual income of \$24,999 or less.

Fifty-six percent of survey respondents are female, while 40 percent are male. The remaining three percent fall under the “Prefer not to Answer” category.

Figure 1: Annual Income of Respondents (605 Respondents)

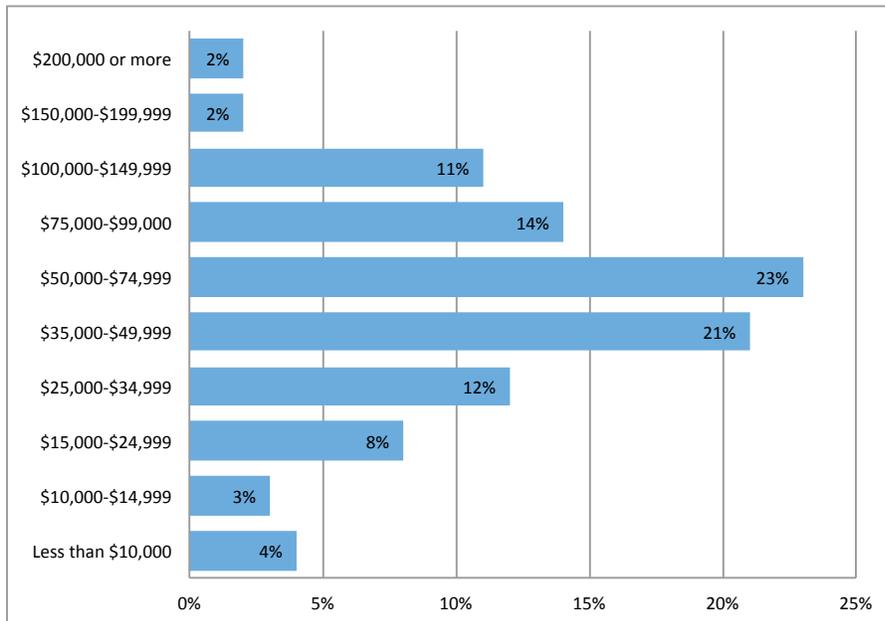
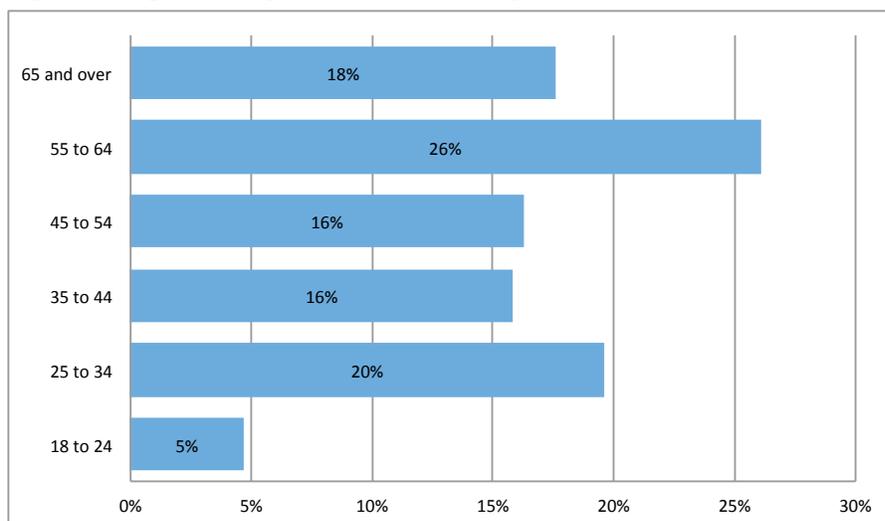


Figure 2 shows the age of survey respondents. The age distribution among respondents ranged from 18 to 100. The highest percentage of responses among the age groups was 55 to 64, while the lowest percentage was for the 18 to 24 group.

Figure 2: Age of Respondents (449 Respondents)



Downtown Visits

Figure 3 shows how frequently respondents visit downtown Ashland. Over 99 percent of survey respondents reported visiting downtown Ashland with eight respondents reporting they do not visit downtown. Those respondents who don't visit downtown mainly cited the tourist-centered nature of the downtown area as a deterrent. In addition, 92 percent of respondents said they

drive to the downtown area. When asked how frequently respondents visit the downtown area 31 percent said they visit downtown at least once a day.

Figure 3: Frequency of Downtown Visits (737 Respondents)

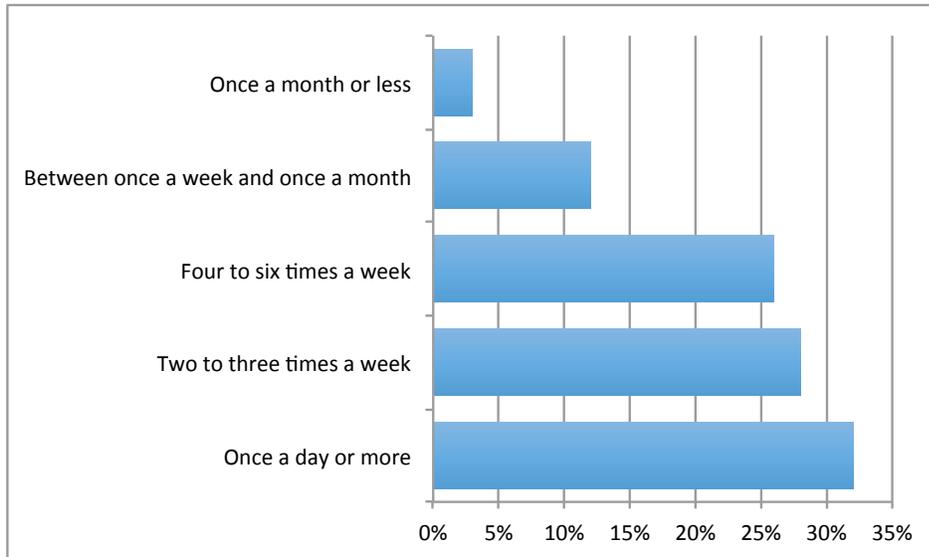
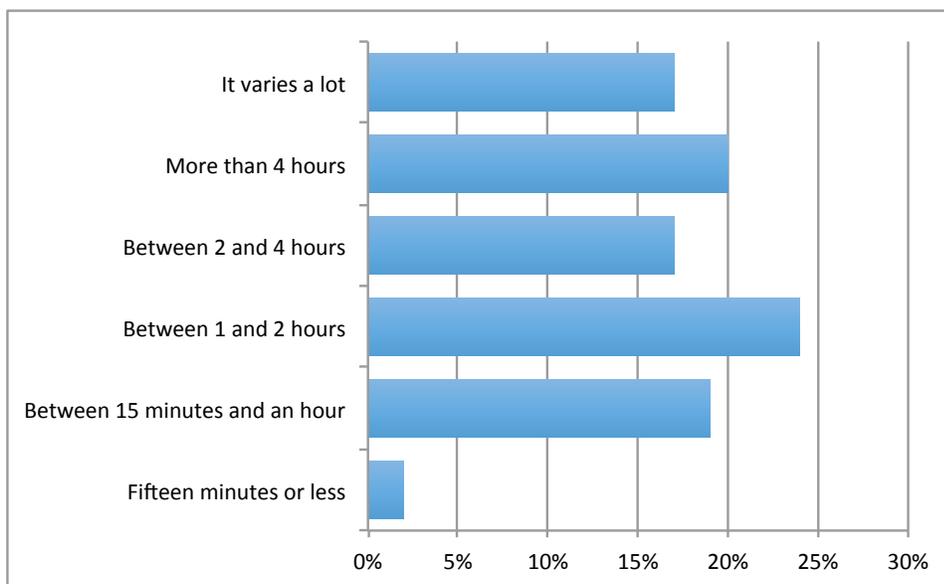


Figure 4 displays the duration of downtown visits. Most respondents' trips, 62 percent, to the downtown area last longer than one hour, while 37 percent of the trips last greater than two hours. If visiting downtown for longer than two hours, 64 percent of respondents stated that they park further away from their destination in order to find a parking space.

Figure 4: Duration of Downtown Visits (726 Respondents)



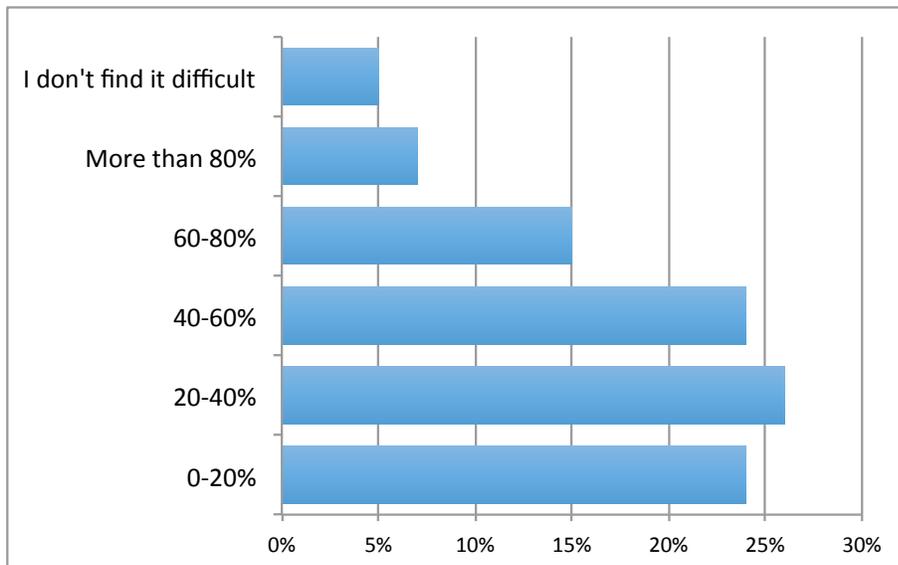
Finding a Parking Space

To determine the difference in amount of time it takes to find a parking space, respondents were asked about their experience with parking both during the Oregon Shakespeare Festival and during the off-season. Some major findings from the survey pertaining finding a parking space include:

- Sixty-four percent of respondents said it takes longer than five minutes to find a parking spot during the festival season; and 21 percent report it takes longer than ten minutes.
- During the Festival, when the limited duration parking is in effect, 38 percent of respondents use the two-hour parking and 27 percent find unlimited duration parking.
- In the off-season, 83 percent of respondents report spending less than five minutes to find a parking space.
- Seventy-one percent of respondents report that the Festival creates a change in their parking habits.

Downtown visitors were asked what percentage of the time they find it difficult to find a parking spot, to which there was a significant amount of variability as seen in Figure 5. While many respondents find parking spaces hard to locate, 39 percent indicated that difficulty in finding parking in the downtown deters them from visiting.

Figure 5: What percentage of the time do you find it difficult to find a parking spot? (640 Respondents)



Employee Parking

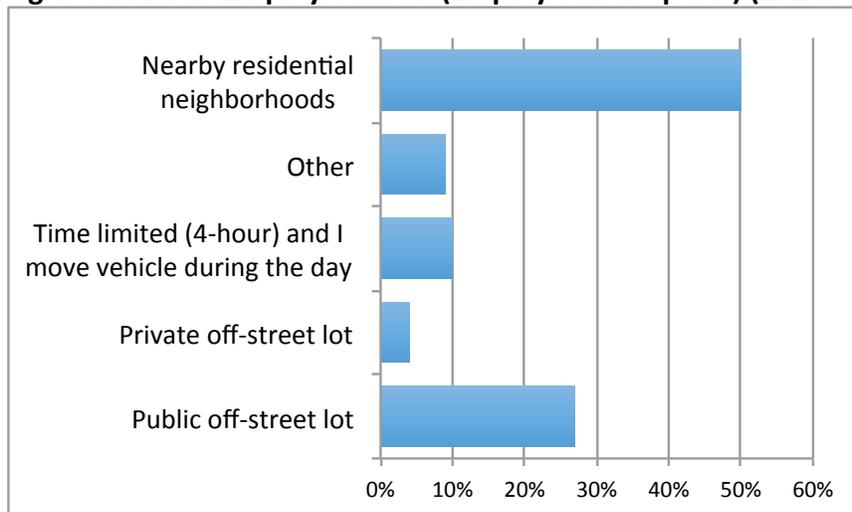
Two hundred seventy-four individuals reported that they work in downtown Ashland. The majority of these respondents (71 percent) drive alone to work, park in the downtown area, and do not have parking provided by their employer, shown in Table 2.

The majority (64 percent) of downtown business owners that provide employee parking do so in privately owned lots. However, most employees driving to work park in nearby residential neighborhoods, as shown in Figure 6, and spend over four hours at their place of employment per work shift.

Table 2: Downtown Employee Parking Patterns

Survey Question	Response	Percent	Number	Total Responses
Do you work downtown?	Yes	39%	274	695
How do you most frequently get to work?	Drive alone	71%	194	275
If you drive, do you park in the downtown area during the day?	Yes	76%	163	215
If you drive, does your employer provide parking?	No	83%	177	214
How long is your typical workday shift?	More than 4 hours	80%	215	268

Figure 6: Where Employees Park (Employee Perception) (172 Respondents)



Business Owner Perspectives

Fifty-six respondents reported owning businesses in downtown Ashland. Table 3 summarizes how respondents classified their business, with 57 percent identifying as Retail Trade. Over 70 percent of business owners reported having a staff of 0-5 employees.

Half of those who own businesses believed that the availability of parking during the Oregon Shakespeare Festival had a negative effect on their business. Over 70 percent of business owners said that their patrons have complained about parking.

Table 3: Business Classification (54 Respondents)

Sector	Number	Percent
Retail Trade	31	57%
Wholesale Trade	1	2%
Information	0	0%
Finance and Insurance	0	0%
Real Estate and Rental and Leasing	2	4%
Professional, Scientific and Technical Services	4	7%
Management of Companies and Enterprises	0	0%
Social Services (Education, Health Care, or Social Assistance)	4	7%
Arts, Entertainment, and Recreation	5	9%
Public Administration	0	0%
Other:	7	13%
Total	54	100%

When asked about parking and alternative transportation in regards to their employees, business owners had the following response:

- Thirty percent of business owners reported that they had no dedicated off-street parking for their customers or employees.
- Fifty eight percent said they encourage employees to use non-auto modes of transportation.
- With regards to which programs they encourage employees to use, about half said providing bike storage, while the rest indicated a combination of car pools, walking and taking public transit.
- When asked where their employees generally parked, there was quite a variation in responses, though over half reported their employees used non-limited parking spots or alternative modes of transportation.

Deliveries

Previous studies identified deliveries as a parking issues. Only four percent of downtown business owners indicated they receive no deliveries other than the U.S. mail. Thirty-four percent of business owners reported that their business received deliveries once or more per day.

Figure 7 shows that of those that received deliveries, only 37 percent of delivery vehicles utilized curbside loading zones. Notably, 25% of respondents reported that deliveries occur in active travel lanes.

Figure 7: Where Delivery Vehicles Park (52 Respondents)

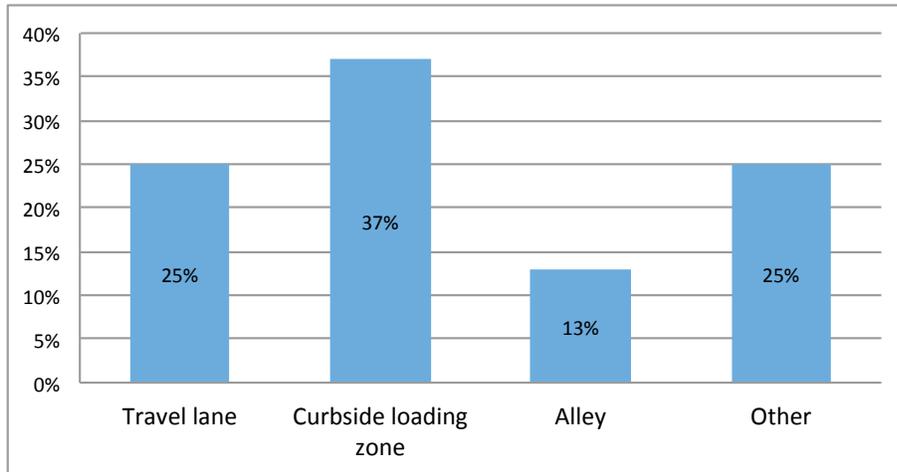
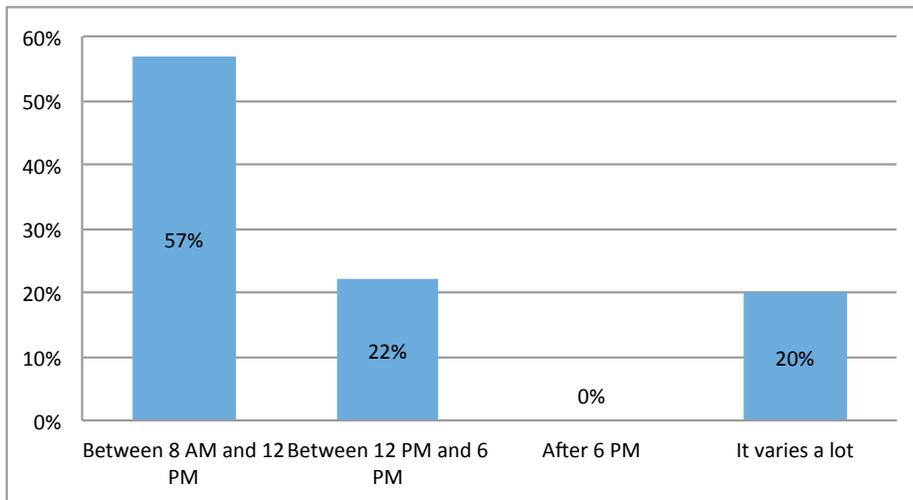


Figure 8 shows when respondents indicated they receive deliveries. Most (57%) business owners reported that their deliveries most often occurred between 8 AM and 12 PM, while 20 percent reported that their delivery time varies a lot.

Figure 8: When Deliveries Arrives (51 Respondents)



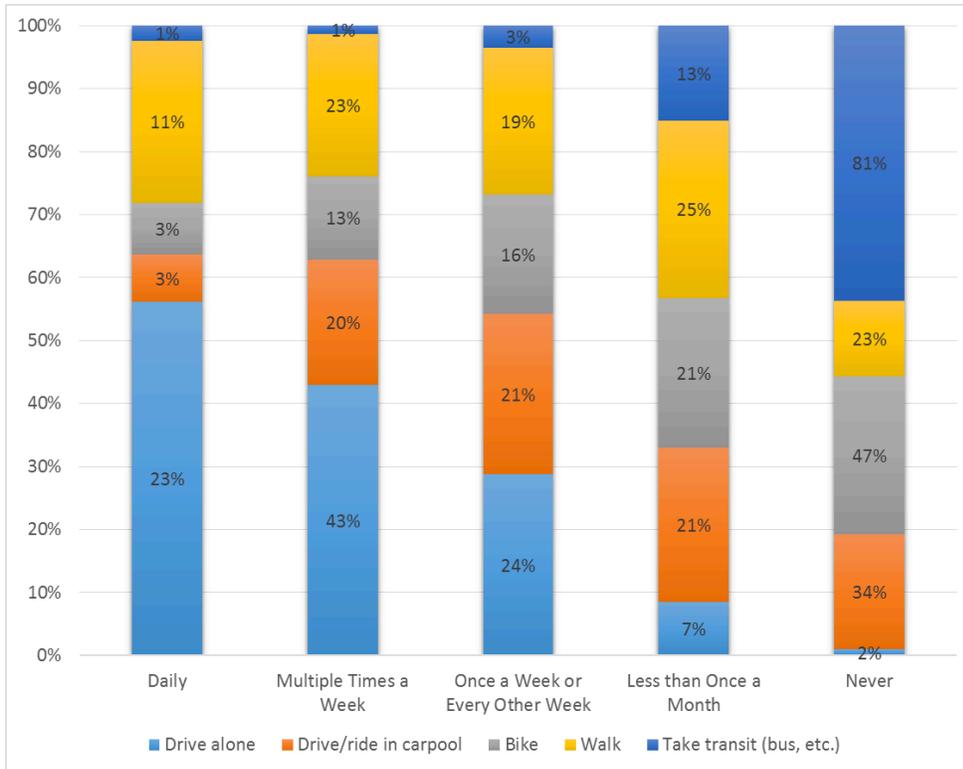
Transportation and Accessibility

Survey respondents access Downtown Ashland through a combination of modes: driving, carpooling, biking, walking and taking transit. Figure 9 shows the percentage of respondents that reported using various transportation modes. Following are key findings related to how respondents reported accessing downtown:

- Sixty six percent of survey respondents drive alone multiple times a week.
- By contrast, 66 percent of respondents indicated that they never use public transportation

- Thirty-one percent of respondents access downtown on foot multiple times a week. When combined with bicycle transport, 45 percent of respondents access downtown via alternative modes multiple times per week.

Figure 10: Downtown Access Mode, by Frequency



Bicycle Access

While a significant number of respondents drive downtown, nearly 42 percent have travelled to the downtown area by bicycle in the past. Fifty six percent of respondents believe bicycle facilities to access downtown could be improved (Figure 11), while 76 percent of respondents feel the quality of facilities downtown should be improved (Figure 12).

Figure 11: Quality of Bicycle Facilities for Accessing Downtown (289 Respondents)

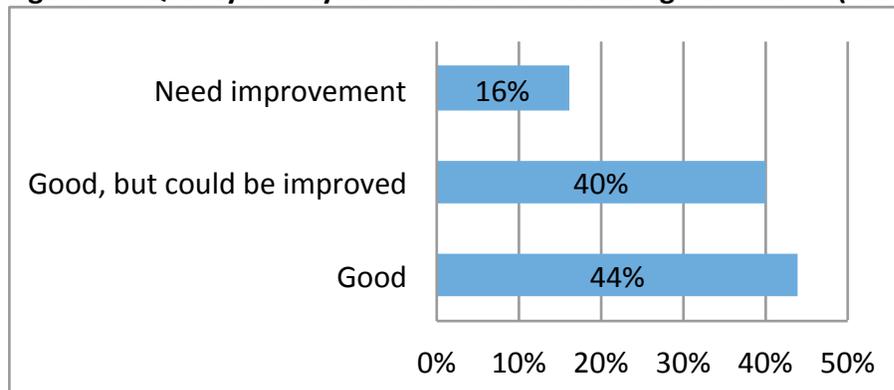
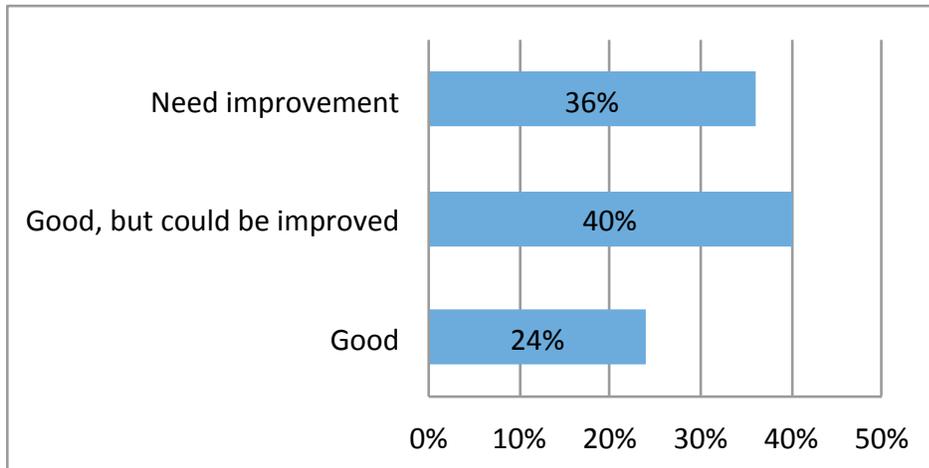
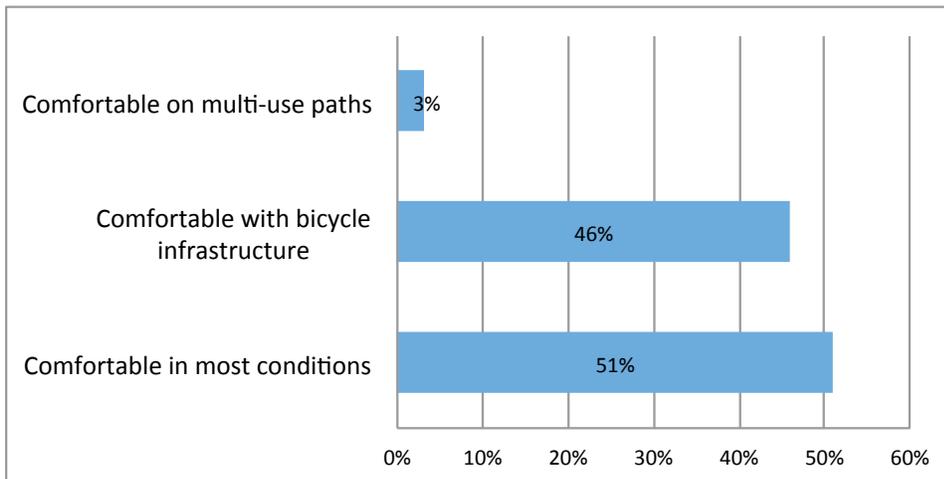


Figure 12: Quality of Bike Facilities within Downtown (290 Respondents)



As shown in Figure 13, fifty-one percent of respondents declared themselves very confident riders that will ride in almost all situations. Forty-six percent labeled themselves comfortable riders that look to use streets that feel safer for bicycle traffic, and three percent answered that they will only bicycle on multi-use paths or sidewalks.

Figure 13: Bicycle Comfort Level (289 Respondents)



Pedestrian Access

Opinions about Ashland’s pedestrian facilities in the downtown area are much higher, where 89 percent of respondents feel that Ashland’s pedestrian facilities are adequate for travelling to downtown, and 93 percent feel they are adequate within the downtown area. While most respondents feel that pedestrian facilities in the downtown area are adequate, they are less comfortable crossing streets safely. Sixteen percent of respondents do not feel safe crossing streets in downtown Ashland.

Additional Respondent Comments

At the end of the survey respondents were given the opportunity to leave feedback for the committee, and some general themes developed.

- Respondents suggested that lighting needs to be improved to connect areas outside of the downtown with periphery areas which may have more parking.
- Several respondents suggested providing more incentives to ride the use public transit and carpool.
- Several respondents suggested buses need to run more frequently for people to use them.
- Respondents provided a considerable amount of comments regarding disabled parking, and ease of transportation in the downtown, in particular respondents mentioned that sidewalks and crosswalks need improved for wheelchairs.
- Respondents are weary of promoting bicycle use for residents who may perceive themselves as being “too old to ride a bicycle.” This concern could be addressed through education efforts regarding seniors and bicycle use.

CONCLUSION/NEXT STEPS

The PAC will consider survey results as it creates and reviews policy options for downtown Ashland regarding parking management and multi-modal circulation. Many of the respondents in this survey frequently visit the downtown Ashland area, and their opinions on ease of use are very important when considering how we proceed from here. The survey informed the CPW team when creating a set of guiding principles that will direct the policies that will ultimately be suggested for downtown Ashland. These guiding principles will be introduced to the PAC in the beginning of March, and will inform the CPW team about future survey questions to clarify ideas further.

APPENDIX A: METHODS

The CPW Team is using a two-phase survey process designed to engage the business owners and community members of Ashland. The first phase gathered opinions and perceptions about the current climate of downtown parking and activity. After the results are analyzed and there is more discussion with the PAC, the second phase will focus on policy options for the issues identified in the first survey.

The first survey started with broad questions regarding downtown, and subsequently narrowed down depending on the respondent. CPW wanted to specifically obtain answers from employees, business managers/owners, and patrons that park downtown. The survey used a logic flow that only displays questions to individuals based on their status. For example, the survey could ask individuals if they ever bicycle downtown. If their response is no, the survey would not display any questions regarding cycling.

CPW used the “convenience survey” method. This method is used to target both specific groups and the general public. The survey included both an introductory email and an introduction to the overall project goals. To orient respondents, we included an aerial map of the study area. The introduction also included how the survey data will be used, and a description of the two-tiered approach. The survey was limited to a timed length of less than 15 minutes and included an area for comment at the end.

The survey was made available in two fashions. It was distributed via email through the Ashland Chamber of Commerce’s member list, to all City employees, and to the Oregon Shakespeare Festival mailing list. It was also posted on the City’s website, and subsequently announced at city council and other public meetings, by staff.

Using a two-tiered survey approach required an expedited process for the first tier, to keep the project process efficient. The survey was developed, reviewed, and tested in house by CPW staff. Starting with a broad list of questions, based on objectives of the survey, the questions were then narrowed on an iterative basis. Due to the overlapping categories of downtown users, each question was intentionally selected to get the most information in the easiest manner for respondents. Questions were proof read for grammar, punctuation and clarity. Utilizing Qualtrics survey software provided by the University of Oregon, the questions were input using a logic sequence to meet the needs of respondents.

APPENDIX B
Raw Survey Results
(44 pages)

My Report

Last Modified: 02/24/2014

1. Do you visit downtown Ashland?

#	Answer	Response	%
1	Yes	753	99%
2	No	8	1%
	Total	761	100%

2. If no, why not?

Text Response

I don't like tourists and visitors
limited parking.

too busy, limited parking

I hate Ashland

It's for tourists. Cutesy.

Only work in ashland and won't return to "visit."

Statistic	Value
Total Responses	6

3. How frequently do you visit downtown? (Choose one)

#	Answer	Response	%
1	Once a day or more	232	31%
2	Two to three times a week	213	29%
3	Four to six times a week	190	26%
4	Between once a week and once a month	83	11%
5	Once a month or less	19	3%
	Total	737	100%

**4. How long do you typically spend in downtown Ashland?
(select the category that best matches your typical visit)**

#	Answer	Response	%
1	Fifteen minutes or less	20	3%
2	Between 15 minutes and an hour	132	18%
3	Between 1 and 2 hours	178	25%
4	Between 2 and 4 hours	127	17%
5	More than 4 hours	144	20%
6	It varies a lot	125	17%
	Total	726	100%

5. Do you drive downtown?

#	Answer	Response	%
1	Yes	670	92%
2	No	61	8%
	Total	731	100%

6. During the Oregon Shakespeare Festival Season (mid-February through October/early November), how long does it take you, on average, to find a parking spot downtown?

#	Answer	Response	%
1	Less than 2 minutes	54	8%
2	Between 2 and 5 minutes	176	27%
3	Between 5 and 10 minutes	276	43%
4	More than 10 minutes	138	21%
	Total	644	100%

7. During the off-season of the Oregon Shakespeare Festival Season (October/early November through mid-February),

how long does it take you, on average, to find a parking spot downtown?

#	Answer		Response	%
1	Less than 2 minutes		272	42%
2	Between 2 and 5 minutes		261	41%
3	Between 5 and 10 minutes		99	15%
4	More than 10 minutes		12	2%
	Total		644	100%

8. When the limited duration parking is in effect (during the Shakespeare Festival Season), which time limited parking do you use most often?

#	Answer		Response	%
1	Fifteen minute		14	2%
2	One hour		29	4%
3	Two hour		243	38%
4	Four hour		84	13%
5	I park in unlimited spots on street		175	27%
6	I park in surface lots (off-street)		40	6%
7	I park in parking garages		60	9%
	Total		645	100%

9. If you visit downtown for an extended amount of time (i.e. more than two hours), are you more likely to search for a parking spot closer to your destination, or park farther away where you know there are available spaces?

#	Answer	Response	%
1	Closer to destination	234	36%
2	Farther away, where there's more availability	409	64%
	Total	643	100%

10. What percentage of the time do you find it difficult to find a parking spot?

#	Answer	Response	%
3	0-20%	154	24%
4	20-40%	167	26%
5	40-60%	146	23%
6	60-80%	93	15%
7	More than 80%	45	7%
8	I don't find it difficult	35	5%
	Total	640	100%

11. Does this deter you from visiting downtown?

#	Answer	Response	%
1	Yes	234	39%
2	No	370	61%
	Total	604	100%

12. Do your parking habits vary with the Oregon Shakespeare Festival season?

#	Answer	Response	%
1	Yes	453	71%
2	No	185	29%
	Total	638	100%

13. Do you feel there is adequate on street signage directing people where to park?

#	Answer		Response	%
1	Yes		164	26%
2	It's adequate, but could be better		286	45%
3	No		182	29%
	Total		632	100%

14. Do you feel there are adequate resources (brochures, websites, etc.) informing the public about parking?

#	Answer		Response	%
1	Yes		144	24%
2	They are adequate, but could be better		214	35%
3	No		251	41%
	Total		609	100%

15. Do you work downtown?

#	Answer		Response	%
1	Yes		274	39%
2	No		421	61%
	Total		695	100%

16. How do you most frequently get to work?

#	Answer		Response	%
1	Drive alone		194	71%
2	Bike		22	8%
3	Walk		36	13%
4	Take transit (bus, etc.)		1	0%
5	Drive with others (i.e. carpool)		22	8%
	Total		275	100%

17. If you drive, do you park in the downtown area during the day?

#	Answer	Response	%
1	Yes	163	76%
2	No	20	9%
3	It varies	32	15%
	Total	215	100%

18. If you drive, does your employer provide parking?

#	Answer	Response	%
1	Yes, at a cost	1	0%
2	Yes, for free	36	17%
3	No	177	83%
4	I don't drive	0	0%
	Total	214	100%

19. If your employer does not provide parking, where do you generally park?

#	Answer	Response	%
1	Public off-street lot	44	26%
2	Private off-street lot	8	5%
3	Time limited (4-hour) and I move vehicle during the day	18	10%
4	Other	14	8%
5	Nearby residential neighborhoods	88	51%
	Total	172	100%

20. How long does it take you to walk to your place of work?

#	Answer		Response	%
1	5 minutes or less		131	63%
2	Between 5 and 10 minutes		38	18%
3	Between 10 and 20 minutes		14	7%
4	More than 20 minutes		25	12%
	Total		208	100%

21. What do you think is a reasonable amount of time it should take to walk between a parking space and your place of work, if you drive? (in minutes)

Text Response

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Statistic	Value
Total Responses	222

22. How long is your typical workday shift?

#	Answer	Response	%
1	Less than or equal to four hours	53	20%
2	More than four hours	215	80%
	Total	268	100%

23. Are you aware that on average, a minimum of \$30,000 in retail sales is generated annually by the users of each available parking space?

#	Answer	Response	%
1	Yes	43	16%
2	No	224	84%
	Total	267	100%

24. Based on your answer above, would you be willing to park somewhere else or use a different mode (bike, transit, walk) to get to work?

#	Answer	Response	%
1	Yes	35	16%
2	No	81	36%
3	Maybe	58	26%
4	I already use a different mode	50	22%
	Total	224	100%

25. Do you own a business in downtown Ashland?

#	Answer	Response	%
1	Yes	56	8%
2	No	638	92%
	Total	694	100%

26. How long has your business operated downtown? (in years)

Text Response

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Statistic	Value
Total Responses	51

27. In the last five years, do you think downtown is becoming a better or worse place to do business?

#	Answer	Response	%
1	Much worse	2	4%
2	Somewhat Worse	12	21%
3	About the Same	26	46%
4	Somewhat Better	8	14%
5	Better	6	11%
6	Much Better	3	5%
	Total	57	100%

28. Does the availability of parking during peak periods have positive or negative effects on your business?

#	Answer	Response	%
1	Positive effect	12	21%
2	Negative effect	28	50%
3	No effect	16	29%
	Total	56	100%

29. Please explain your response to the previous question:

Text Response

During peak periods, patrons must search farther away for parking because our small lot is already full.

Lack of parking does deter some shoppers.

The lot on Lithia Way was great for parking---then the big building has been going up. Clients are getting parking tickets.

I am on the outskirts of downtown in railroad district with parking spots usually available on side streets.

I don't see an acute parking problem in Ashland that deters anyone from using the downtown. I would hate to see the intensification of commercial development compromised to allow more parking. For instance, Lithia Way needs more commercial development and less surface parking to stimulate economical vitality of that area of downtown. I believe many in our business community who advocate for parking are naive to what creates urban vitality. I also find the assertion within this survey that there is a unequivocal association between parking spaces and economic benefits, with an exact figure, questionable. It creates a predetermined bias in those taking the survey and will inevitably distort the outcome. There are unique circumstances in Ashland that do not necessarily make this rigid linear equation accurate. The walking proximity and density of the downtown in relation to the destination theater in association with the fact that most businesses are tourist oriented, probably make this equation completely inaccurate.

travelers accommodation we have our own parking

People have told me they do not come downtown when it is difficult to park.

We have a large parking lot devoted to our building, so parking has never been an issue except on 4th of July.

If you mean that by availability that more space will be available that the effect is positive

Our A Street location has a parking area.

obvious

If customers can park close, they will show up. Many who can not find a space in front of your business, will feel that they parked far away, even if it is less than a block.

providing enough parking while not blocking the hundreds of crucial deliveries downtown is a fine balance

Customers get frustrated trying to find parking. We offer classes, they need to bring equipment for classes, it is heavy, they don't like to have to walk several blocks with it.

I own a consulting business so my customers will come to meet with me for a long period of time. If they can not park close by they get frustrated. alot of the available parking is too short term.

we have our own parking lot... my answers reflect my ability to utilize downtown for taking clients out to meals

We have issues with guests not being able to find parking. We are on a steep hill and many of our clientele are elderly.

Customers prefer convenient parking

My guests/customers have off-street parking

It is difficult to find parking near the plaza that is more than 2 hours

Older people need better proximity to businesses and Ashland serves a somewhat older clientele

We own a business on Ashland street, but travel through all of Ashland daily.

Parking is a battle when all untimed spots are filled by other business employees before 8 am and the two hour spots are sed by uemployees moving the cars every two hours.

Customers complain about the difficulty of finding parking spots so I would assume that if they can't find a place in front of our business that they may go to another business closer to where

they find parking. The positive side of parking for our business is that we have several residential streets right by our business so we are more likely to have customers find parking in close proximity.

If parking is available, more people would come downtown. We are looking for customers who would drive a car rather than pedestrian or biking. Our product is probably too heavy to carry or bike with after purchase.

Easier for customers to find our business

People visit ashland primarily by car, as you probably know. They should be able to park it relatively easily. If they cannot, they may spend less time downtown and more time at their hotel (not spending their Californian dollars)

Customers complain on a daily basis about the lack of parking. Locals state that they DO NOT come downtown during the season due to lack of parking.

we have a parking lot for our complex which is not impacted by surrounding parking scenarios

Clients find it hard to park for consultations during the summer

When parking options are limited, it means there are more shoppers likely spending more

I have only a handful of clients each day, parking is not a big issue, especially being several blocks away from OSF.

I own a restaurant on the Plaza. Parking is so limited on the plaza, would-be patrons park elsewhere and eat more adjacent to their parking spot.

My patients have to find a place to park.

Clearly if no parking were available, shoppers could not access businesses nearly as easily.

Too much parking appears as a blight on a downtown.

when customers can not find a place to park they don,t come.

we have customers tell us if there is a spot, they will come in.

My customers have indicated that 2 hours is not enough time to see a movie and eat lunch, OR walk in the park and go out for a happy hour OR shop and have a meal, etc.

Although our business is in the downtown area, the city requires "downtown" employees to park on streets that surround our business

Tourists walk by to shop in my business, and although locals complain about the lack of parking, they always seem able to ultimately find it.

customers have told my staff that they tried to park downtown but couldn't find a close parking place so left.

Some customers don't make the effort to come downtown if they think they can't find a close parking space.

Being located on a street corner, there is always limited parking directly in fron of th store.

most of my clients work with me through phone or email and not in person.

I don't have a retail business so this question is moot for me. I do contracting, residential work.

Statistic	Value
Total Responses	45

30. Besides the U.S. Mail, how often are deliveries made to your business?

#	Answer	Response	%
1	Never	2	4%
2	More than once a day	16	29%
3	Once a day	3	5%
4	2-3 times a week	14	25%
5	4-6 times a week	4	7%
6	Once a week	6	11%
7	Less than once a week but more than once a month	4	7%
8	Once a month or less	6	11%
	Total	55	100%

31. Where does the delivery vehicle usually park?

#	Answer	Response	%
1	Travel lane	13	25%
2	Curbside loading zone	19	37%
3	Alley	7	13%
4	Other:	13	25%
	Total	52	100%

32. What time of day do your deliveries most often occur?

#	Answer	Response	%
1	Before 8 AM	1	2%
2	Between 8 AM and 12 PM	29	57%
3	Between 12 PM and 6 PM	11	22%
4	After 6 PM	0	0%
5	It varies a lot	10	20%
	Total	51	100%

33. Do you have dedicated off street parking for your patrons?

#	Answer	Response	%
1	Yes	16	30%
2	No	37	70%
	Total	53	100%

34. Do you have dedicated off street parking for your employees?

#	Answer	Response	%
1	Yes	16	30%
2	No	36	68%
3	Same lot as for patrons	1	2%
	Total	53	100%

35. When are your busiest times of business?

#	Answer	Response	%
1	Before 10 AM	2	4%
2	Between 10 AM and 2 PM	26	48%
3	Between 2 PM and 6 PM	21	39%
4	After 6 PM	5	9%
	Total	54	100%

36. Do your patrons ever complain about parking?

#	Answer	Response	%
1	Yes	39	71%
2	No	16	29%
	Total	55	100%

37. What do they say?

Text Response

"You have a terrible parking problem." "When are you going to solve your parking problem."

"Your parking lot is always full." "People are so rude in your parking lot." "I can never find parking so I just go to another store."

Need more and it's dangerous out there.

It's hard to find a parking spot for more than 4 hours.

General conversation about lack of parking during tourist season.

many local customers only stop in if they can get parking within one block. many tourists ask if they can park on the street for more than 2 hours. local customers are not willing to walk more than 2 blocks from parking. tourists are usually walking around for more than an hour so are more willing to park farther away.

They are concerned that they will get a ticket if in the 15 minute spaces. They are surprised that the parking monitors will ticket if they have moved their car, but stayed in the same block. sometimes parking a problem for customers ,but really folks, downtown ashland is much better than any other popular city

"It took a while to find parking"

They had to circle the block several times to find a spot

It was hard to find parking

Parking is a pain

They don't want to come to town and if they do they don't travel to go to everywhere they want, they only go near where they have found parking.

Just that finding parking was difficult. I more often hear from locals that they don't come downtown because parking is difficult. In general I think that parking isn't difficult to find if you are willing to walk several blocks but that becomes a problem when I have things to pick up and drop off at work or when I have customers who are older and can't easily walk all over town for parking.

Hard to find parking. Many choose not to come downtown because it is hectic and parking is hard to find.

It's hard to find long term parking

"you got a busy little town here". "I'm an Ashland Resident and it really takes a lot to get me downtown. It's such a madhouse!" "I would come to your store more often if you were someplace else." "We'll be back!"

They complain about how long it took to find a parking space and often wonder why all the city staff have prime parking available except weekends.

It's difficult to park during the summer.

This would be when they are late and complaining about how long it took them to find a space.

Not enough. Dangerous. (Note: the next question indicates that we should check all that apply, but is only set to take a single response!)

hard to find places and time is too short.

It took a while to find somewhere to park.

That parking is worse than their last visit.

They would rather not come to our store by car. Not a problem unless they are bringing a large item to the store for repair.

Hard to find a space and where can I park and I got a ticket. Medford gives warning tickets for parking in alleys. That seems a good way to teach new parking habits.

Statistic	Value
Total Responses	25

38. Where do your employees generally park? (check all that apply)

#	Answer	Response	%
1	Private lot (that I own)	7	14%
2	Private lot (that I share)	2	4%
3	Private lot (owned by others)	2	4%
4	Time limited (4 hour, etc)	5	10%
5	Non-limited	14	27%
6	They use alternate modes (bus, walk, bike)	13	25%
7	I do not know	8	16%
	Total	51	100%

39. Do you encourage your employees to use non-auto modes to get to work?

#	Answer	Response	%
1	Yes	30	58%
2	No	22	42%
	Total	52	100%

40. If yes, please indicate which programs you encourage:

#	Answer	Response	%
1	Provide bus passes	0	0%
2	Provide dry, secure, bike storage	12	50%
3	Set up carpools	1	4%
4	Provide vehicles for work trips	1	4%
5	Other:	10	42%
	Total	24	100%

Other:
walk or bike
employees who live out of town must drive. employees who live in town ride bicycles or walk to work.
Walk
flexible scheduling
walking
My employees car pool, walk, bike and take the bus
Encourage ride share / bus / bike
some walk or bike
We offer pay incentives for riding a bicycle to work, dropping them off at the bus stop.

41. Which of the following categories would you use to classify your business? (select one)

#	Answer	Response	%
1	Retail Trade	31	57%
2	Wholesale Trade	1	2%
3	Information	0	0%
4	Finance and Insurance	0	0%
5	Real Estate and Rental and Leasing	2	4%
6	Professional, Scientific and Technical Services	4	7%
7	Management of Companies and Enterprises	0	0%
8	Social Services (Education, Health Care, or Social Assistance)	4	7%
9	Arts, Entertainment, and Recreation	5	9%
10	Public Administration	0	0%
11	Other:	7	13%
	Total	54	100%

Other:
Whitewater Rafting
Hospitality
Hospitality
Restaurant
Restaurant
restaurant
tradesman

42. How many employees work at your business?

#	Answer		Response	%
1	0-5		39	72%
2	6-10		5	9%
3	11-20		3	6%
4	21-50		4	7%
5	51-100		0	0%
6	Over 100		3	6%
	Total		54	100%

43. How many patrons do you have on an average day?

#	Answer		Response	%
1	0-5		11	20%
2	6-10		3	6%
3	11-20		9	17%
4	21-50		10	19%
5	51-100		12	22%
6	Over 100		9	17%
	Total		54	100%

44. Do you ever travel by bicycle to access downtown Ashland?

#	Answer		Response	%
1	Yes		288	42%
2	No		402	58%
	Total		690	100%

45. If no, why not?

Text Response

I don't go downtown

Need my car for work-related appointments and meetings

I don't have a bicycle.

Don't own a bike.

Do not long climbs to get home.

Prefer to walk

I live at the top of Guthrie St. It would be very steep uphill to get home.

I don't ride a bike

i prefer to drive

Limited mobility, don't bike

I walk

I need to wear clothing appropriate to greet the public - not suitable for bike riding. Also, my age, or the weather - including and very especially heat.

I walk. I live very close and have issues with people parking on South Pioneer, in front of my house. If I move my car, I usually can't get that spot back for the rest of the day, sometimes late at night. South Pioneer Street should have resident parking. It's horrible here. People park so closely together sometimes others can't get their car out easily. And then there's the walkers, dog folk and such who park and walk up the road.

I enjoy riding my bicycle in traffic and there are not enough places to park my bike

Can't ride a bicycle!

I learned to ride a bike very late in life and I am terribly clumsy, so it wouldn't be safe for me to ride anywhere that I might encounter a car.

I don't have a bike!

I don't ride a bicycle

I don't bicycle but I do walk downtown almost half the time

Cannot ride a bicycle because of age

I prefer to drive.

Live on the border of downtown and almost always walk there (drive on rare occasions).

Too old to ride up steep hill to my house.

Don't own a bicycle

don't have one

it is not safe.

walk

I don't own a bicycle, and I walk a lot. Live close enough to town so no wheels are necessary. usually walk Instead

The return trip home would require riding UP a STEEP hill.

I do not own a bike

I live up a big hill. Who wants to push their bike up a hill every day?

I live on S Pioneer so walking is very easy.

It's too dangerous

I don't own a bike and don't like to ride a bike. I walk downtown often because I live on Clear Creek Dr.

no bike

It's too far and hilly, I'm too old.

no bike rack on my car

I either drive or walk. Do not own a bicycle.

I live to far from town.

I prefer to walk or drive.

I'm too lazy

I do not own a bicycle ... I could walk but I live further away than is comfortable to walk too far from Beaverton

Hill, often walk from home

I couldn't ride a bicycle when I was a kid. I'm now 78 years old and probably still couldn't manage to do so.

I don't ride a bike

I walk more often than bike.

Too far from home

Not convenient, usually with someone

Prefer using a car for carrying purchases, etc.

I have no time to ride a bike. I'm not a 1%er wealthy person with nothing better to do than ride a bike with stupid pants on. Lance Armstrong cheated, drive a car

Don't have a bike

I commute to Ashland from Medford, and have my 2 small children with me.

Safety

Bicyclist rarely obey the rules of the roads and I find bicyclist a danger to the road in general.

I live too far away

Too far from my origin (Medford)

Time & work constraints

mobility issues

I do not own a bicycle at this time.

I live much further than biking distance to work... 20+ miles one-way. I tried biking in the summer and there is not a safe place to store my bike and the Green Way is not a safe route for a single woman to bike to and from work.

I live too far away

Commute from too far away to bike

work requires on-demand location changes requiring automobile for distances.

It's dangerous downtown between pedestrians, vehicles and bikes, so I'll take my chances in my car.

i can not carry up to 1500 lbs on a bike

Live downtown, don't have bicycle

I live more than 6 miles away and work in a professional position that would not be convenient to ride a bike.

I live 20 miles away

too complicated, not realistic, too far from bike path, one way traffic makes it fussy so it's easier to walk or drive.

I live in Medford, work in Ashland

I do not have time. Many days are very busy.

walk with dogs...

I don't stay downtown all day and need to travel farther in a timely manner than a bike would afford.

I live 20 minutes away and do not want to arrive to work not ready to work

I don't own a bicycle.

Driving into town for business purposes then leaving as quick as I can.

Don't want to get hit by a car

Don't have a working bike.

I drive from Medford and I have a baby I have to take to daycare on my way to work. I used to ride bike often.

i prefer to walk

Because of this neat invention called the automobile.

I am on my way from California to shop at big box stores. No time for biking or room. Only time to walk dine and stroll

I live out of town and travel with small children

I live on a steep hill, would not bike up it. Also, had a bad bike accident many years ago, and do not bike.

i'm a klutz

I don't care for bike riding.

just don't ride my bike much these days

I walk everywhere

My son is usually with me. He is in a power wheelchair.

Need car for work.

Both my employees and myself live outside Ashland city limits. Driving is necessary.

Physically unable....but if I could I would find it scary in traffic

i live too far to bike

Disabled - BTW you need more spots for the disabled on in the downtown core.

Automobile traffic; seasonal weather.

too crowded , dangerous, Id rather walk. The out of control pedestrians are more of a problem than parking!!!

No bike racks near work, bike theft in Ashland, live too far out of town to ride in everyday, need car for picking up supplies, etc.

Don't have one. Don't want one. We walk everywhere.

there is no place to safely park and lock your bike that will not interfere with sidewalk traffic and bicycles on Main street are dangerous

Statistic	Value
Total Responses	365

46. Do you feel the bike facilities are adequate for getting to downtown Ashland

#	Answer	Response	%
1	Yes	126	44%
2	They are adequate, but could be better	118	41%
3	No	45	16%
	Total	289	100%

47. Do you feel the bike facilities are adequate for getting around downtown Ashland?

#	Answer		Response	%
1	Yes		68	23%
2	They are adequate, but could be better		116	40%
3	No		106	37%
	Total		290	100%

48. Are the bike parking facilities adequate (enough space, secure, easy to lock to, etc.) in downtown Ashland?

#	Answer		Response	%
1	Yes		65	22%
2	They are adequate, but could be better		110	38%
3	No		115	40%
	Total		290	100%

49. Are the bike parking facilities in the appropriate locations in downtown Ashland?

#	Answer		Response	%
1	Yes		64	22%
2	Some are, but some are not		185	64%
3	No		41	14%
	Total		290	100%

50. Where else should bike parking facilities be located?

Text Response

Near Lithia Park.

many in the same locations but bigger, all it takes is a couple of bikes especially if one has a trailer attached for children, and there is no more room. Many are located on crowded sidewalks which cannot accommodate as many bikes as could be there. I don't feel safe leaving my bike not in plain sight as my family has had numerous locked up bikes stolen from downtown ashland

In the blocks between Starbucks and the Library

On each side of every block along Main Street there should be a bike rack.

i have not seen bike parking facilities.

I believe there should be more bike parking and more visible bike parking. Demonstration by the City of being a bike friendly and a bike enthusiast city will promote more bicycle use.

More along the Plaza area

Creative bike racks should be provided BY the business community for THEIR customers, outside their business. The "parklets" such as Standing Stone and Outdoor Store are a good idea, but ugly. see e.g. <http://is.gd/EO95rc>. Sidewalks should be wider to accommodate some bike parking

Te racks in front of stores are inadequate. Racks by ost are inadequate...to small. No racks on a st

The addition of dedicated bike parking in the middle of downtown would be nice. There are a few spots to lock up your bike but they are not very secure.

On the plaza

Bike facilities should be located safely away from curbs. I don't want to be run over by a car when dismounting from my bicycle and chaining it to a bike rack.

Darn, I can't think of where I've needed one and couldn't find one. Not often anyway, usually there's a bike rack.

Bike parking on the sidewalks are sparce in a lot of areas, where bikes are often locked/tied to trees, posts, etc...

plaza

Sidewalks

I don't know where the bike parking facilities are located. I park where it is convenient to my shopping or where I'm doing business.

I have the most trouble along Main Street further uptown. For example, in the block where Bloomsbury and Pangea are. Often the few bike spots are taken and I struggle about parking around a lamp post or tree.

It's ridiculous for ashland to be called a bike friendly city and then be ticketed for locking a bike to a tree or traffic sign when there are no facilities to lock a bike to that keep it safe on a sidewalk and not in the way of a parked or parking car. More bike parking like in front of standing stone are necessary around town so that it's convenient to park one's bike. Although I drive downtown in the off Shakespeare season, i never drive downtown expecting to find space in the summer when tourist season is at it's peak.

Intervals of the park, between the plaza & the library.

Around Lithia Park, by the Post Office

From 3rd to Oak. B Street to Main.

More along A and B st's and on pioneer thru gresham both above main st and below lithia way

Generally where bikes are being locked to trees and street lights because of insufficient rack space (i.e. near the plaza, and downtown on the Bloomsbury Books block, among others).

Wells Fargo Bank, east end of plaza (patch of lawn across from city hall)

In front of more stores, less distant between each location.

Need some near Bloombury Books. Some near Lithia park.
More near OSF. And as many other bike racks as space allows. More safe storage areas would attract more bikes. I liked the lockers that used to be in the parking garage.

close to the Varsity

plaza

Near the movie theatres

Ashland Public Library

Would like to see more in-street bike parking as in front of Standing Stone. I often have trouble finding a good spot to lock my bike when not going to the main plaza (i.e. further up the downtown blocks where there is not much bike parking). Having additional in street bike parking, say, in front of Bloomsbury and the Movie Theatre, would be great. Bike parking at the Public Library is also inadequate, it's almost always full in the right hand bay, and most people don't have locks that can utilize the two large poles in the left hand bay. The library bike parking areas could be used much more efficiently so that more bikes could fit in there.

1: On Main near the library (near 3rd street); on "A" Street somewhere between Oak and 3rd street
2: near the bandshell

I use lamp posts a lot.

Fix and stabilize the OSF rack. There are never enough places at the library and there are very few racks around the Varsity and Mix.

Paddington Station

Along windburn way & more racks along lithia way and oak st.

Every block or so

more on N main around the coffee shop and post office area, more around the shakespeare festival!

more on every block

At the entrance to the park, in any car parking space, any sidewalk - doesn't need to be fancy... just a bar bolted to something... that's it!

three per block, more at frequented stores

Well, supposedly you are suppose to park your bike at one of the green metal structures and if you don't (like stand it up against a tree) you will get pulled aside by someone in a uniform to tell you to park it where it is suppose to be parked. Since I don't care where I park my bike, I don't really know...but if you are going to require parking a bike at a green metal structure, then you ought to put a lot more them around town.

More around the beginning of Lithia Park and the Plaza

more of them everywhere!

Every block could use bike parking places on the Main Street .

Not sure at this time.

More racks at Lithia Park entrance

on East Main street, throughout B street and more visible (not OSF alley way)

not on hidden corners or dark corners. should be well lit

Plaza, around the park, near the theaters, mid way from plaza to the library.

Along Main St. and Lithia Way, in front of Varsity Theater, by downtown Police station, by post office

I'm a regular rider and am not aware of the bike parking facilities. Obviously that means they are not visible or well known to the community. I also teach bike safety classes so these facilities should be on my radar, but are not.

On plaza near Optical Expressions

Racks are often full. More of them throughout downtown needed.

More on street bike corrals like the ones in front of Standing Stone and Ashland Outdoor Store scattered in locations all around downtown.

On main street

A percentage of all vehicle parking should be reserved for bike parking. For example, 5% of all public parking spaces should be converted to bike racks. The bike rack in front of Standing Stone is a well implemented example of this. It would be nice if there were dedicated bike lanes on all major routes to encourage growth of non-car transportation. Nearly all sophisticated metropolitan areas are moving in that direction, it would be great if Ashland could join that movement.

parking lot behind Ashland Springs Hotel

Everywhere available

By the front of the park

More staple racks throughout downtown

More bike staple parking dispersed along Lithia Way and Main St would be helpful. I really appreciate the on-street bike corrals on Oak St., Pioneer St. and N. 3rd St.

Increased locks by the library, varsity theatre, Starbucks, armory, and Bloomsbury.

Oak Street by the Armory.

Larger amounts of bike parking/lock up space should be provided at the bus stops. There is not always room on the bus for all the bikes.

Mid block E. Main.... As in front of Standing Stone.

This is Eli taking the Survey so don't use this entry! so far I don't see any spelling mistakes or glitches!

My employer (OSF) provides secure, covered bike parking.

in front of stores along the walk way

There are a minimum of bike racks around town. Just increasing those would help. They should be spotted around the traffic areas and the plaza. That way, people would not have to lock up to trees and street lights.

Parking Lot Corners

inside at place of work; in front of every restaurant and pub.

I would like to be able to park my bike within site of whatever business I'm visiting that day.

That's not currently possible.

In the four-hour lots and the plaza area opposite Martolli's/city offices. Take away a few parking spaces there and install bike racks.

more noticeable, downtown locations on each block

At more intersections & popular businesses...and at park entrances (especially in and around Lithia Park)

Just more. Plaza. OSF. Main St. near Ashland Springs etc

Midtown

the bike racks are in good locations, they just need to be more often along the main and side streets

At the Ashland Springs Hotel

A couple on every block.

In front of businesses and in visible areas. Never tucked around the sides or backs of buildings where thieves and vandals have time to work un-viewed.

side streets between N Main & Lithia, with some covered spaces. bike racks on N Main, especially in front of stores, can get congested with pedestrians.

That's the city planning commission's job. Earn the bucks!

Near Agave/Liquid Assets.

At least two on each block - one on either end.

On winburn Way, by Upper Duck Pond, in all parking lots, on Hargadine, on B Street. Basically all over downtown.

Near the Ace Hardware on A Street. On several occasions I've found the bike racks obstructed by Ace Hardware "stuff". On a more positive note, the Ashland Food Co-op probably has the best bike parking ever.

Multiple locations by Lithia park.
 There needs to be more especially on N. Main downtown blocks between 2nd and Pioneer Streets, and also at the library.

Not sure

Every block on Main and Lithia way and on each side street as well

Along a strip in line with the parking spaces so bikes and cars park side by side.

There should be more along the sides of businesses, especially on Main st. and Lithia way.
 Most of the bike parking facilities only have space for two bikes, which often times is not enough.

Statistic	Value
Total Responses	96

51. Please choose the category that best describes the type of bicycle rider you identify with:

#	Answer	Response	%
1	I feel comfortable riding under most traffic conditions, including major streets with busy traffic and higher speeds.	149	52%
2	I only feel comfortable riding on streets with less traffic and lower speeds, or on streets with dedicated bike infrastructure (bike lanes, etc.)	131	45%
3	I only feel comfortable riding on multi-use paths or sidewalks	9	3%
	Total	289	100%

52. Do you feel the pedestrian facilities (sidewalks, crosswalks, etc.) are adequate for getting to downtown Ashland?

#	Answer	Response	%
1	Yes	607	89%
2	No	77	11%
	Total	684	100%

53. Do you feel the pedestrian facilities (sidewalks, crosswalks, etc.) are adequate for getting around downtown Ashland?

#	Answer	Response	%
1	Yes	637	93%
2	No	45	7%
	Total	682	100%

54. Do you feel safe crossing streets in downtown Ashland?

#	Answer	Response	%
1	Yes	576	84%
2	No	106	16%
	Total	682	100%

55. How do you access downtown Ashland? (please indicate how frequently you use each mode)

#	Question	Daily	Multiple times a week	Once a week or every other week	Less than once a month	Never	Total Responses	Mean
1	Drive alone	151	280	154	48	13	646	2.21
2	Drive/ride in carpool	17	106	112	112	177	524	3.62
3	Bike	19	76	84	111	253	543	3.93
4	Walk	62	135	114	143	131	585	3.25
5	Take transit (bus, etc.)	5	7	15	67	423	517	4.73

56. What is your age?

Text Response

23

60

59

48

69

61

42

41

54

64

63

56

42

63

61

61

57

71

57

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Statistic	Value
Total Responses	449

57. What is your gender?

#	Answer	Response	%
1	Male	272	40%
2	Female	378	56%
3	Prefer not to identify	22	3%
	Total	672	100%

58. What is your annual income?

#	Answer	Response	%
1	Less than \$10,000	22	4%
2	\$10,000-\$14,999	21	3%
3	\$15,000-\$24,999	47	8%
4	\$25,000-\$34,999	71	12%
5	\$35,000-\$49,999	125	21%
6	\$50,000-\$74,999	139	23%
7	\$75,000-\$99,000	85	14%
8	\$100,000-\$149,999	69	11%
9	\$150,000-\$199,999	13	2%
10	\$200,000 or more	13	2%
	Total	605	100%

59. What is your 5-digit zip code?

Text Response

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Statistic	Value
Total Responses	651

60. Thank you for your time! Your results will be used in our analysis. If there's anything else you'd like to share, please do so below. Otherwise, click "Next >>," your results will be tabulated, and you will be directed to the project website. Thanks again!

Text Response

I didn't see any errors

Regarding the question about feeling safe while crossing the street: I did answer yes but it totally depends on the season. When OSF is in full swing and the town is full of visitors, pedestrians must be extra careful because tourists will almost run you down in the crosswalk. Since the majority of the time I feel safe, during the summer months I do not feel safe and have been nearly hit even after making eye contact with the driver before stepping into a clearly marked crosswalk.

The corner of Hersey / Wimer and Main Street should have a marked pedestrian walkway to cross Main St, as it is frequently crossed by pedestrians

I don't work downtown, but I volunteer frequently at Tudor Guild. I usually park easily on Fork St.

there's not enough parking. I understand that we wish we were all more ecologically minded and walked more or biked more, but the truth is we drive. And we want to be able to park when we arrive. I come less to downtown Ashland because I get fed up with the hassle of parking.

A parking structure would be nice. Evening can be as tough as daytime, maybe worse. During the Green Show and Shakespeare Festivals, cars are driving around, waiting for someone to leave. People park in the Dead End Turnaround on South Pioneer. People park in front of my driveway if a car isn't in the driveway. The employees of Shakespeare probably park on this block more than anyone. Can they get a stipend to park elsewhere? It's obviously people who are employed downtown parking on this one block. Have a great day.

I answered no to the question of feeling safe crossing streets downtown. The place that is the most dangerous is the crossing in front of the library. At night pedestrians are not well lighted and cars often make quick starts from the light at Gresham. I would recommend crosswalk aids such as those down by SOU.

I am a retired truck driver. Driving skills of the public are poor in general. With spare time I sometimes watch driving/parking drama unfold in downtown Ashland. 99% of drivers lack skills to properly park their vehicles and I very rarely see anyone parallel park by reversing into the available space. I've seen bumpers and tires ripped to shreds, vehicles parked outside parking boundaries by 10 inches or more and all by people who are oblivious to anything happening outside the attention of their smartphones. 20% of my observations are of people using handheld devices while driving. The parking is available but most are unaware of it.

Ashland's emphasis on bicycles as preferred transportation is strange, considering the prevalence of older citizens, many of which are not able to ride bikes now or are approaching the age they cannot.

I've had to use a power chair to get to downtown Ashland. Along Oak Street on the Ashland Christian Fellowship side it is vvery hard to get off the sidewalk, across the tracks. The newer, nice supposedly handicap friendly sidewalks have deep expansion joints, my chair goes bump bump on each joint, making it hard on my back, there are many other problems, garbage cans,damaged driveway exits, tree roots, damage, etc. that make it hard to use a power chair on the sidewalks. It is much easier to use the streets, which isn't safe.

More signage and a OSF extension for the bear creek bike path

Ashland needs more and better public transit! How about a shuttle bus that operates during the tourist season, that has a regular schedule to bring tourists to/from their hotels and the downtown area? It could be cute and a tourist attraction in itself--see Ogunquit, Maine's shuttle for an example. Very convenient for tourists; helps ease congestion and fun! I don't bike much in the off-season, but use my bike to do errands several times per week during the summer. Despite the much-touted road diet, biking to the downtown area was never really a problem. Once in the downtown area, though, biking is hazardous. The bike lane is too narrow downtown and too close to parked cars. If you can avoid the moving cars, good luck avoiding getting slammed by a car door being opened by an inattentive driver or passenger! Sidewalks approaching the downtown area (North Main, from hospital area to Bard's Inn) are cracked, uneven and poorly lit. And the lack of a crosswalk for NEARLY A MILE of our main street, from Maple Ave. to Laurel St., further deters pedestrians. I hope it doesn't take another traffic fatality to get a crosswalk somewhere in that area!

How about coordinating or turning off some of the traffic lights? I'm tired of sitting for 1/2 minute to 2 minutes waiting for the light to change with no cross-traffic (or very sparse cross-traffic). Either turn them off completely, or at least at certain times of day. They've done this in various cities, even getting rid of stop signs:

<http://www.minds.com/blog/view/248215469679448064/german-town-abolishes-traffic-lights-and-codes-accidents-are-now-almost-non-existent>

<http://www.spiegel.de/international/spiegel/controlled-chaos-european-cities-do-away-with-traffic-signs-a-448747.html> <http://thecityfix.com/blog/naked-streets-without-traffic-lights-improve-flow-and-safety/>

The flashing crosswalk lights by SOU are a huge improvement. I appreciate them as a driver and as a walker. I would love to have them downtown on Main and Lithia. I feel nervous crossing the street in downtown Ashland on Main and Lithia, and try to cross at intersections with lights. Although I try to look out for pedestrians in crosswalks, there have been times when I have not seen people trying to cross and the flashing lights would have helped. The narrow section on Lithia over the bridge is very dangerous for bike riders. Cars speed up there, and the road doesn't accommodate bikes. In terms of parking my car, I rarely have trouble finding a space because I'm happy to walk a block or two. I drop off my elderly mother and/or husband with bad knees and almost always easily find parking in an area without time restrictions. I would love to see downtown become more bike and foot friendly by eliminating cars on the plaza and parts of Main. I enjoy dining outside and it would be much more pleasant if there were no cars, or fewer cars, in that area, and wider sidewalks.

Sidewalks are plentiful but many are in disrepair. Street lighting could be improved.

We keep taking parking spots, example motorcycle space only (by Nimbus). Do not do what Eugene did to their downtown, then changed back. Remember the historic and flavor of our downtown as well as the need for deliveries.

Yeah - driving almost ANYWHERE on main roads, but ESPECIALLY in the survey area, the greatest problem I encounter is BRAIN_DEAD drivers and pedestrians! I can't begin to enumerate how many times I have almost struck a car or pedestrian, because the driver of a car almost NEVER looks out the window when opening the door to exit and peds simple dash out into the roadway from between parked cars! Note - I have NEVER seen any of these supremely careless people being ticketed or admonished by an officer of the law. Why don't you route University traffic down Ashland Street to the freeway instead of having all that traffic slog thru town? there is a road running parallel to the freeway from exit 19 halfway into Ashland - why not get traffic onto that road by improving access at both ends and get rid of those damn "bumps" in the road? Anyways, good luck - you'll need it to "fix " anything in this burg in the next 50 years!

Ashland has modest parking problem and relative to most cities, problems are nonexistent. Putting these issues forward will inevitably bring out the zealots who will be very vocal in their

claims of the extreme need for parking. I strongly encourage the City and consultants to temper their response to these claims and emphasize multi-modal solutions.

The money spent on the plaza renovation was IMO a complete waste if time and money. Too bad it wasn't used to address parking and biking.

Downtown is relatively safe but needs (a) traffic lights on First and Main, First and Lithia, and Oak and Lithia; (b) more marked crosswalks where foot traffic is appreciable, and (c) more street lights on B Street and on First, Second, Third, and Fourth between A Street and Lithia Way. Walking at night can be hazardous because of darkness and (in some places) uneven sidewalks. You didn't ask about homeless street people, but they can be a problem where they cluster in gangs.

Satellite parking lots and shuttles will reduce downtown parking needs and keep the air where many people are walking a bit cleaner.

Hard to turn left from streets such as Oak, Pioneer, First onto one way East Main. Don't tell Chase bank, but I often go through their parking lot to turn left because I am past the intersection and all the waiting traffic and pedestrians.

Not enough parking spaces in Downtown Ashland, you need to find more dirt!!! Thanks

Truck delivery needs to be before 10 a.m. when there is plenty of curbside vacancies. Business owners need to help this process. Why is Granite Street parking only on one side? Being so close to Downtown one would think that they should also take their share of overflow parking from Downtown - like on "B" St. Ashland should limit SIZE of trucks allowed to access Downtown. Lithia Way should be looked at as a 2-way "by-pass" - as is shown in the 1988 Downtown Plan. East Main should not be a through route for commuter traffic. 3 lanes are not needed for the amount of traffic. They make ped-crossing dangerous and has caused fatalities in the past. All traffic signal should be removed and Downtown used as a Shared Space. see https://en.wikipedia.org/wiki/Shared_space. Plaza should be closed to traffic at least once a week, either on a Sunday, or when OSF is black on a Monday. see e.g.

<http://www.bristol.gov.uk/page/leisure-and-culture/make-sunday-special>

The #10 bus service is excellent.

Folks are speeding on Nevada and Cambridge sts. Folks do not stop at stop signs. The south exit to I 5 is dangerous when exiting the gas stations there, ridiculous. We need a sign at entrances to Ash that say pedest. Has right of way (No racks at the Grove, are there? Or at police station or the area where the ice rink is)

It is vital that Ashland move away from the increased car and truck traffic which makes our city difficult and unsafe to get around in for bikers and walkers. Many of the times I ride my bike downtown, especially in the morning, I am fighting with delivery trucks who park in the far right lanes. This forces an unsafe transition to the other lanes which is dangerous on the uphill portion of a southbound commute (for a biker). In addition, walking downtown is a nightmare because of the heavy traffic flows. Often it is safer for me to use the bus to transition from one portion of the downtown to another because it is hit or miss if car drivers will yield in crosswalks.

My interest is parking on my street. Residents get no preference.

the walkways along Siskiyou are dangerous at night,,no lights Also, no real sidewalks either
No cars allowed in plaza 8am-6pm

It would have been helpful to have additional answers for many of these questions. For example, regarding parking and brochures -- I needed to check "I don't know." Similarly, many of the questions aren't just yes or no -- gradations would have been useful.

Many of the answers were too black and white. I often wanted to say "It depends." You might consider a more thorough survey that dials into the circumstances of when someone drives vs. bikes vs. walks. Or what particular times it is easier or more difficult to find a parking space.

While finding a space is more challenging during Shakespeare season, the season encompasses 9 months where the challenge varies depending on month. Time of day also

matters.

I have lived in Ashland for 8 years, and during this time parking has become more and more difficult. It seems there is a need for more parking lots and/or another parking garage.

I think the experience of visiting or residing in Ashland could be improved – and the Ashland economy enhanced – if Main Street were closed to vehicular traffic between the Plaza and First Street and that traffic diverted to Lithia Way (which would become 2-way). Obviously, additional parking would be needed to the north of downtown. A wide pedestrian mall would encourage people to stroll, linger, and explore our downtown. Theatergoers would be more likely to dine, shop, and have a glass of wine before or after a performance and less likely to head back to their cars and leave Ashland for out of town attractions. It would help to fill Ashland's downtown hotels. More restaurants, coffee shops and bars could take advantage of the former street space for outside seating without traffic noise and exhaust. The Saturday market could expand. Ashland is the perfect place for visitors and locals to spend time and money in our shops, restaurants, galleries and other businesses as they enjoy our beautiful downtown park.

There is new development on going and proposed on Lithia Way. I hope adequate parking has been planned. The ongoing development is where many people used to park and the planned development is on a private parking lot. In an area where retail traffic is increasing it appears parking is decreasing.

First, thank you for providing this survey! I basically feel that the Parking and Pedestrian pathways are very good as they are. The solution to increased parking pressure is to reduce the amount of cars that come through or need to park. Perhaps a rule or incentive could be used to get more people to carpool or ride the bus? The Buses may need to be more frequent in this case. I would also like to add that traffic has gotten worse on N. Main St. since the "Road Diet" went into effect. Not enough bicyclists use that road to justify bottle-necking all the cars that move through. Plus it makes it much more difficult to turn from or onto N. Main St. I sometimes have to wait 3 or 4 minutes just to turn from or onto Wimer St.! I would also advise that the City create a building regulation in which all new buildings should include underground parking for its residents or customers. Simple measures like these will save the City and its residents a lot of money. I know that past "free" bike programs have been difficult to keep up, but there is a growing group at SOU that is trying to figure a good system out. I do not know what they are called, or if the City is aware of them, but both entities should discuss the matter at some point. I am sure that some secure system could be established. That is all I have to say. Thank you. -Rik-

I would like to see north main in the downtown area closed and make Lithia Way a two lane street. This could turn the downtown area into a walking area similar to downtown Denver. It is great! We should try it. No new parking garage! We need to get the trucks off the streets during rush hour. They need to be smaller so that they can use the alleys.

The plaza is ugly and needs character and a complete overhaul!

The downtown gridlock could be greatly reduced if you would install roundabouts leading into/out of Lithia Park and the downtown parking area and again at the crossing onto Lithia Way. I also don't feel safe riding a bicycle within downtown because there is no bike lane on East Main Street and the dedicated bike lane is one-way travel on Lithia. I find that I must either walk my bike to the library or travel on parallel streets to safely leave the downtown.

Although we could use more parking downtown I don't know where it would come from. I do feel that the area is viable for all my needs and the needs of tourists.

I've lived here my whole life and its gotten way out of hand .. parking downtown has been an issue for probably 15 years... getting round downtown about the same... i think in a perfect world, between the plaza and third st would just be car free... or maybe just up to first or second st... not to say i have a solution for driving around to bypass that area... In general i must say that i'm disappointed in most of the modifications done to the streets in ashland... particularly the main drag, siskiyou blvd... each time u change it its worse....for example, how there is no

through way on many of the cross streets between safeway and the highschool... stuff like that... glad i can submit a few opinions ... Thanx a lot Your Ashland Local of 33 years... I think there are a lot of painted curbs prohibiting parking or limiting parking that should be reviewed. Why are there so many green 15 minute zones? Oak Street between Lithia Way and A Street has a number of green zones. Seems they were put in place for the individual businesses.

I think access TO downtown is daunting, the easiest ways often involve going the wrong way on certian streets, or crossing large auto lanes, etc.

Too many crosswalks. Can't drive from one end to the other without stopping for 10-20 pedestrians at 5-6 crowswalks. Perhaps requiring pedestrians to cross at 3-4 main crosswalks and get rid of the others to allow more traffic flow. At E. Main St and First Street, there are two crosswalks at the intersection for peds to cross E. Main St. So you have to stop not only for the north side crosswalk, but then you get held up at the south one too. Make everyone cross at one. There are sooo many businesses and concerts, and parades and events held downtown and soooo little parking spots. Need another parking structure for sure. Parking downtown is like trying to find a spot at Costco that doesn't require a quarter mile hike. You have three cars all fighting for one backing up vehicle, only to find out it is a 15 minute spot. Please do not eliminate a lane of traffic through downtown. We need all three lanes - especially when delivery trucks are stopped in one or more lanes for deliveries.

Stop using these obvious surveys to extract whatever numbers you feel you need to garner to then push bike lanes. This town is what 80-90 over 50 years old. School enrollment is down. Who's riding these bikes? No one. Older residents and all the seniors going to OSF drive cars not ride bikes. Screw up this town further by choking off automobile lanes and your downtown business viability is going down the tubes. Two major restaurants just closed down. Don't blame the car for that! Ha. BTW: I never take N Main anymore after the stupid road diet. I'm going to start a campaign for a third I-5 exit on Mountain Avenue as these bike crazy people of influence are driving all the cars to I-5 bypassing downtown entirely. Vehicles will need another off ramp. To the FEW bike riders with apparently nothing else to do with their rich selfish time, stop ruining things. There are no problems. You won't be able to ride your bikes in 5 years cause you're too old.

It would be good to leave the ice rink cover up in the summer and provide parking on Nutley. Parking after 11am is problematic. Parking after 5pm, or on weekends, is nearly impossible. would like to see more handicap parking and more information posted about where those spots are. would be good to have one handicap parking spot in front of Ashland Drug.

As far as parking and getting around downtown Ashland, I think the city does a fabulous job given all of the challenges presented with having so many tourists - people in vehicles and on foot who are clueless and not paying attention much of the time - wandering out in front of traffic, double-parking if they are so inclined, etc. We all just have to be alert and patient. You should have included a Not Applicable option for some of your questions and other questions were poorly worded.

Time of day is an important factor in finding a parking space. It is virtually impossible during the Festival season to find a space after 12:30 p.m.

I own a scooter and use it as often as possible, mostly summer. It's more environmentally friendly, and is VERY easy to park during crowded/packed summer months. I can usually squeeze between two cars on streets without designated parking spots. But I do wish the City would encourage more scooter/motorcycle use by providing more designated parking specifically for scooters/motorcycles. And bicycles!!!

The questions about infrastructure being adequate, and which give you the additional option of answering "adequate, but could be improved", are confusing because by stating that facilities are adequate, it is NOT implied that they are as good as they can possibly be (it only implies that they are as good as the NEED to be)... which makes any answer other than "no"

redundant. Either they are adequate or they are not. There is always room for improvement depending on how much time and money you want to spend. The real question is: do you feel that facilities need to be improved to provide the level of service you expect as a member of the public?

I strongly believe the downtown area needs designated bike lanes and preferably less car lanes. Limiting cars through Main St. could be beneficial for business. Some of the most vibrant downtowns I've ever been have limited or no downtown traffic.

The other ongoing event that impacts parking is First Friday Art Walk. When it's First Friday AND OSF is in season, forget about finding parking downtown. As a driver, I find the pedestrian traffic in downtown Ashland to be my biggest challenge. While they may have the right of way, they still need to pay attention and many don't. This is especially true around the downtown plaza area and up to OSF. It's like a free for all during OSF season and very frustrating to try and drive through downtown Ashland during that time. I work at the north end of Ashland and will often take the freeway to the south exit just to avoid having to drive through downtown.

I live on Pioneer near Lithia Way and work on E. Main. No problems getting around or parking. IT is my opinion that we need another multi level parking garage in downtown Ashland. The parking lot on Water Street that is below the overpass would be one location. Also to change the parking lot on Lithia Way/Pioneer Street into a multi level parking garage. Both with a level below street grade and two above.

I think that there is a feeling that there is not enough parking in downtown. I do not agree. In fact, it seems that we bend over backwards to accommodate the almighty automobile. Ashland should be a leader in providing alternate ways of accessing our community instead of obsessing over the number of parking spaces per business. Just look at the Road Diet: It was criticized numerous times in the media and people complain all the time, but just look at us now: it is working great and other communities want to emulate it.

If you want vibrant downtown with businesses that we will frequent daily, make parking available. Crafting policy that forces people "out of their cars" will not work. I support bike and ped improvements to share the opportunity to be downtown but please don't promote the erroneous belief that you can social engineer people out of their cars. Some of us with real jobs and busy lives just don't have the time to ride or walk around most days. But we want to bank, have lunch, check in at city hall, meet other biz owners for a meeting, go to po box, etc.. and we need to do that efficiently and then head out easily to cross town meetings, picking up kids, etc....

There needs to be more enforcement of bicycle and pedestrian laws in Ashland. Careless pedestrians and cyclists cause a much greater hazard to themselves and others than motorists do. It can often take more than 20 minutes to get across a 2 mile town due to the extreme number of crosswalks. People trickle across one at a time in a steady flow and stop traffic for extended periods rather than waiting to cross in a group. This is especially an issue in the SOU area of Siskiyou. They should have to wait for a light and cross in a group so that traffic can continue to move. Bicyclists need to obey traffic laws, and they should receive a traffic violation fine if they do not. I often see cyclists on the wrong side of the road at night with no lights or helmet, and they also frequently run stop signs and lights. I was rear-ended last year because the driver behind me was distracted by an unsafe cyclist. The accident should have been covered by the cyclist who caused the dangerous environment, but instead it was blamed on that driver.

Crosswalks are dangerous in downtown ashland. Finally SOU placed blinking lights warning drivers that peds were walking. downtown needs the same thing. Because downtown Ashland is uniquely quaint place the blinking lights in the road every 3 feet not attached to poles that stick out. Drivers will see the lights better, too. Remove the cross walk in front of Mix Sweet Shop that crosses over to plaza square. Peds don't look to their left and inadvertently walk out in front of traffic turning right. And these drivers don't see these peds. I have seen many close calls

there.

I try to find easier ways to get around Ashland than going downtown. The single lane going into and out of Ashland is a nightmare if wanting to turn left off the highway or turning right trying to get back on and get the heck out of there.

I don't like to go downtown because it is scary crossing the streets. Also driving a car is scary too because pedestrians just walk across the street without looking for cars coming.

thanks

Undo the road diet. Streets are for cars. The four people who bike into Ashland will get over it. I am visiting Ashland and walking is part of why I am there so when I know parking is a problem I park farther away - but usually I will find a spot at the top of Lithia park lot... but getting harder. From the plaza to library is roughly the same distance as from one end of the mall to the other. No one would drive from JCPenny to Kolhs would they? Maybe they would...

You shouldn't require people to share their annual income.

If I can't park in town, I just go to the outskirts of town. I live too far from downtown to walk or I would. I do not go into town much, if ever during the weekend of summer.

I think the main parking issue in Ashland is that we are spoiled and consider having to park more than a block away from our destination an inconvenience, which is ridiculous. However, when there are popular events in town (eg First Friday), it can be a challenge to find a spot anywhere - that's when it can be an issue.

Just wondering what the goal of the survey is? And what plans or ideas are being considered around this information?

When my son, who is in a power wheelchair, would like to go downtown, this is where parking is particularly difficult to find. The construction next to the post office has taken away valuable parking spots if you have a disabled placard. The disabled spots directly in front of the businesses on the plaza we feel are at too much of a slant that makes him feel he is tipping or going to roll off the van's lift as I lower it. We avoid those spots. Also, some of the handicap spots have very narrow unloading areas adjacent to the spot to park. The spots at the bandshell are very good ones. Lithia Park, other than having too few parking spots in general, does have good accessible spots when they are available. The parking garage is above a very steep sidewalk/area and so we do not use it.

I would like to see more proactive education and accountability on the street for all manner of transport. When I am driving, it is very stressful because of pedestrians not paying attention, particularly with the boulevard where one car can see the pedestrian, but other cars in other lanes cannot. Also dangerous for pedestrians when bicycles are on the sidewalk. I would like some proactive work on the street to help people stick to the safety rules for each type of transport so that everyone is safe and less stressed. Pedestrians still need to stop and look both ways, bikes not on the sidewalk and go with traffic, cars slow down and drive defensively to be prepared for the times when someone varies from the standard rule.

I think the long term free parking downtown, that is 4 hours is wonderful. The street parking is adequate, though sometimes full. Losing the huge parking lot across from the post office is a loss. If I come to Ashland to spend time, I generally park in a long-term spot and walk around. Otherwise, I come in to work and there is ample parking to park for the day. I often work all day from 10 or 10:30 until 6:30. I carry numerous things to and from work so parking nearby is essential.

We need flashing lights for the crosswalk at First and Main...like the ones by SOU.

There should be some N/A's or "don't know" in this survey, ie the question about brochures. I realize it would be nice if everyone would take mass transit, walk, bike ect, but this is not a reality for many of our aging population. This includes me. :-). There really is not enough designated parking for disabled close in to the downtown core. Also all new constuction should be required to have off street parking. When the heavy part of the summer season begins, I take exit 14 rather than exit 19 to get to my home when coming or going from the Medford area.

The new configuration of the cross walk on Siskiyou and Indiana is a god-send. So happy you put up the flashing lights by SOU. More and more students seem to be suing them. Thanks! I support the road diet.

I believe there needs to be better pedestrian control. They are unruly and think they can cross without waiting for the car to stop, they're distracted on phones etc. There are a lot of j-walkers and people crossing when it says don't walk, holding up traffic. Also sometimes the delivery trucks are a problem.

It would be great if you would close the area around the plaza to traffic. The cafe's could extend their outdoor seating and create a lovely experience.

Interesting that there were no questions here about local (intracity) public transportation services. Ashland has reacted well to the growth in visitors, it can always get better and my suggestion would be to try to improve worker access via public transit. Thanks

Great town to live in! I will ride my bike more in the warmer weather. Been here less than 2 years, so still learning the bike routes, but really want to do more of that. Have you considered encouraging us to drive our car to the perimeter and rent a bike from there to get around? Have you seen the Elf - very cool way to bike with electric assist and a roof!!

Too many handicapped spaces...they aren't used. Too much yellow-lined space. It appears that the city's intent is to reduce available parking.

THE ROAD DIET IS USELESS. IT SLOWS DOWN THE FLOW OF TRAFFIC. I HARDLY EVER SEE CYCLIST EVEN RIDING ALONG THAT PART OF THE ROAD. PLEASE CHANGE IT BACK TO THE WAY IT WAS.

I live near 3rd and C streets and walk my dog downtown most every day. I also walk downtown to the movies and retail businesses on a regular basis

Ashland has changed a lot in the 15 years since I moved here. I find it becoming busier with a denser population - but accessible parking has not been added to accommodate the growth in population. I don't mind walking a few blocks after parking but there are very few lots and I had to leave the Plaza several times lately when I drove in for dinner and there were no spots. This is always the problem. Cities only plan for growth to a certain extent and older folks don't want to walk 3 or 4 blocks only to have to enter some four or five-tiered parking garage. Then it just becomes not worth it. I was saddened when I saw they had to erect another building on Lithia Way when they could have added an extra parking lot. And what's with that awful owner next to the police bungalow? Those spaces are just going to waste each evening. If the owner doesn't want folks to park there the owner could charge them. No trolleys to get around town either. Or horse-drawn buggies like ten years ago. Might need to go the way of Westwood near UCLA. No parking. Might work. Bus people in on trolleys from further out of town. Isn't that what they do in Jacksonville? I don't know. It is only going to become more congested over time.

I think we need a parking garage where employers pay a small fee based on number of employees for part of the lot and then let everyone else pay for parking over 2 hours.

Need more motorcycle parking downtown. Current areas fill quickly, and they are unlimited time, so people park all day in them.

Thank you for keeping the road diet

Sometimes during the OSF festival I drive around D.T. looking for a parking place then just give up, drive home and walk.

The loss of the additional spaces in the lot between 1st Street and Pioneer has severely impacted downtown parking. With the start of Shakespeare season, this is going to be a real problem. We need some creative thinking to come up with some additional spaces. I'm sure the city must have explored the possibility of accessing the Elks parking lot, but it may be time to revisit that. Converting that to metered parking and sharing the revenue with the Elks? And what about the small lot south of Yogurt Hut? It has been blocked off for over a year. Such wastefully off-limits spaces do not create a good impression of our town. Can't a negotiation be conducted with the owners to open up those spaces until the owners complete (or begin...)

whatever project led them to block the area?

I've lived in Ashland for nearly 25 years and only rarely have trouble parking. It is about using common sense.

The road diet coming in to Ashland was a huge mistake. Bring back 2 lanes, please!

The frequencies for your question on how often I visit downtown didn't make any sense. There was no option for twice a week

Like many residents of Ashland, I am disabled. Adequate parking is a necessity. Parking for visiting downtown is woefully inadequate. Because of my disability I cannot use a bicycle, walk to downtown or access the bus system. I find no difference in accessing parking between on and off seasons with OSF. I would shop and dine more frequently downtown if there was better parking. It is the single biggest factor keeping me out of the downtown area.

provide electric vehicle charging stations. shuttle bus for OSF patrons to off site parking.

parking passes for local residents.

I live in Talent, especially in the Summer, the parking is often limited to 2 or 4 hour spots. I work downtown. I usually end up parking in the park.

As nice as it is to be pedestrian friendly, I would really like more controlled crossings so people aren't just walking out into the street like they are in Disneyland! It is frustrating as a driver to have been stopped two cars back for a pedestrian, then a car or two manages to continue on before yet another person walks out in the road. People on vacation here obviously become oblivious to traffic or common courtesy in allowing traffic to flow. If traffic was just stopped prior to you reaching the corner, just because you are now at the corner doesn't mean it is necessarily your turn to cross! Apparently folks need some guidance in this regard, so the only solution I can come up with is less unregulated crossings along main street and more light regulated crossings like the currently controlled intersections have. As unpractical as it sounds it's the only thing short of a welcome sign that reads " Welcome to Ashland, this is not Disneyland. Look before crossing the street and allow traffic to flow if it appears to be backed up (due to you narcissistic tourists!) or some sort of helpful hints for not making the locals hate you.

Tourists could be told more clearly about (perhaps posting notices in all b&b's, hotels, motels)

Ashland's cross-walk policies. Sometimes scary crossing streets in high tourist season.

Many people join Elks club just for parking! Comfortable distance from parking to work varies with weather and need to schlepp stuff

Really, really need more parking downtown during the season. The loss of the parking at the old Copeland site has really hurt. A two-story garage at Pioneer and Lithia or a three-story garage at First and Lithia (with the Post Office parking on the lower level and public parking above) would be a tremendous boost. Fundamentally, people want to park near where they are doing whatever they are doing downtown, and while we'd like to encourage biking and walking, it can't be at the expense of what keeps the city running.

Statistic	Value
Total Responses	282