

18 July 2014

To CC From SUBJECT	Ashland Downtown Parking and Multimodal Access Advisory Committee Michael Faught and Bill Molnar, City of Ashland Bob Parker and Amanda D'Souza SUMMARY OF POLICY OPTIONS SURVEY FINDINGS
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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.

The project includes extensive research and community engagement. In March, CPW administered a downtown parking perceptions survey that had over 750 responses. That survey provided a deeper understanding of how Ashland residents and employees use downtown and downtown parking and transportation facilities. As a follow up to the downtown parking perceptions survey, CPW administered a survey exploring community attitudes about strategies and policy options to address identified problems in the downtown core.

The policy options survey sought to evaluate community support for various policy options aimed at addressing the parking and transportation issues that have been identified throughout our study. The results of this survey will help to inform the Downtown Parking and Multimodal Access Advisory Committee about community opinions, attitudes, and preferences for different options as they assess which policy options are best suited to meet Ashland's needs. The survey was administered in May and June 2014 and received 239 responses.

Appendix A describes the methods used to develop and administer the survey. The complete survey results are included in Appendix B. The remainder of this memorandum summarizes key findings and implications, characteristics of survey respondents, and survey results.

Key Findings

- **A majority of respondents support increases and improvements in wayfinding signage, with strongest support for parking signage.** Over 85 percent of respondents supported signage directing cars to parking. Wayfinding directing cars, bicycles, and pedestrians to amenities was supported to a lesser degree.
- **Respondents did not express clear support for one type of wayfinding style.** Forty-two percent wanted a 'unique' style while 33 percent supported a 'standard' style and 25 percent indicated it did not matter.

- **Respondents indicated an informational campaign should be a coordinated effort and available through a variety of mediums.** Ninety-one percent of respondents said a campaign should be coordinated between the City, the Oregon Shakespeare Festival (OSF), and other downtown businesses. Over 80 percent expressed a preference for distributing information via a website and smartphone app.
- **Respondents support outreach programs to educate downtown employees about the value of parking.** Seventy-three percent of respondents supported education efforts with business owners, with little support for ‘sign-on’ commitments and targeted flyers.
- **Incentive programs are supported but responses suggest they may not be effective.** Respondents preferred a citywide program administered by one organization, with 41 percent saying it should be publicly funded and 53 percent indicating it should be funded through group memberships. Sixty-one percent of respondents indicated they would not participate in an incentive program for bicycle and pedestrian travel.
- **A majority of respondents supported satellite parking lots with a trolley service.** Sixty-eight percent supported the development of satellite lots and over ¾ of respondents supported a trolley service for workers, residents, and visitors. Almost all respondents said visitors should pay to use a trolley, with less agreement for residents and employees.
- **Respondents did not express strong support for pedestrian infrastructure improvements.** Respondent support for any of the pedestrian improvement options described on the survey did not exceed 36 percent.
- **Bicycle infrastructure improvements are the preferred method of encouraging bicycle, however, many respondents indicated they would not use such improvements.** Sixty-three percent of respondents supported improvement, but less than 40 percent said they would use a bike lane on Main Street if built. Forty-eight percent indicated they supported the use of a bikeshare program, though over half of respondents said they would not use it.
- **Respondents were not supportive of increased regulation and enforcement.** Forty-five percent did not agree these strategies were necessary, while 27 percent believed expansion of parking time limits would increase parking availability. Fifty-four percent of respondents did not support an increase in parking fines though most indicated an increase in fines would not affect their parking habits.
- **Respondents supported changes to loading zone restrictions.** Eighty-five percent of respondents indicated they supported a specified time of use for downtown loading zones, which would be available for vehicle parking later on.
- **Respondents supported the development of another parking garage, though with varying support for time frames.** Thirty-eight supported immediate construction, while 23 and 17 percent said it should be built within the next 5 and 10 years, respectively.
- **Metered parking strategies are not supported with many respondents indicating it would deter them from visiting downtown.** Forty-nine percent of respondents did not

believe metered parking was necessary for controlling parking, with 26 percent supporting this option. Fifty-one percent of respondents said metered parking would deter them from visiting downtown.

Implications

These survey results provide the Parking Advisory Committee with some insight into the community's opinions of several potential policy options aimed at addressing transportation and parking issues in the downtown area. Given the results of this survey as well as previous project findings, the Committee will need to take many factors into consideration, including the following:

- **Focus on incremental short-term strategies.** Wayfinding and informational outreach strategies are low-cost, low-effort, and non-controversial strategies that can be implemented in the short-term with immediate benefits.
- **Effective Transportation Demand Management strategies will need to integrate a number of approaches.** No single approach is going to address all of Ashland's transportation problems. The Committee needs to not only consider which strategies are likely to be most effective in reducing parking demand in downtown Ashland but also how different strategies will be best coordinated. For example, infrastructure improvements will need to be combined with informational outreach efforts and integrated with all aspects of Ashland's parking management plan.
- **Respondents think multi-modal infrastructure improvements should be focused on bicycles.** Improving Ashland's bicycle infrastructure garnered the most support, and based on the findings seems to be the most likely to encourage the use of non-vehicular transportation methods. However, the Committee should carefully consider the type of infrastructure improvements that would most efficiently meet the needs of all downtown users and address Ashland's transportation issues.
- **Regulatory, enforcement, and pricing strategies will be controversial.** Survey findings have indicated that increasing regulations and introducing pricing strategies may have negative consequences on the community as a whole. The Committee needs to be careful when pursuing these strategies and determine how effective they will be at managing transportation while still maintaining a welcoming environment.

SURVEY FINDINGS

Characteristics of Respondents

Table 1 summarizes how respondents identified themselves as a user of downtown. Thirty-five percent of respondents defined themselves as an employee in downtown Ashland. Forty-three percent said they owned a business, and 14 percent identified themselves as a visitor. Almost two-thirds of respondents identified themselves as a resident.

Table 1: Survey Respondents by Type

Survey Respondent Type	Number	Percent
Employee	79	35%
Business Owner	43	19%
Resident	147	64%
Visitor	32	14%
Other	11	5%
Total Respondents	228	

Table 2 shows how respondents reported they access downtown Ashland. Almost all respondents reported they access downtown Ashland via car. Just over half of respondents said they walk downtown, and just over one quarter said they access downtown via bike. Of the 227 respondents, 10 said they utilize public transit to access downtown.

Table 2: How Respondents Access Downtown Ashland

Method of Access	Number	Percent
Drive	220	97%
Bike	62	27%
Walk	121	53%
Public Transit	10	4%
Other	4	2%
Total Respondents	227	

Wayfinding

Figure 1 shows respondent support for wayfinding aimed at several transportation modes. Over 85 percent of respondents supported the provision of signs directing cars to parking, with over 59 percent indicating strong support. Fifty-nine percent supported signage directing cars to amenities. Respondents supported signage for other purposes and modes, though to a lesser degree. Fifty-two percent supported amenity wayfinding signage for bicycles, and 64 percent for pedestrians.

Figure 1: Support for Types of Wayfinding Signage

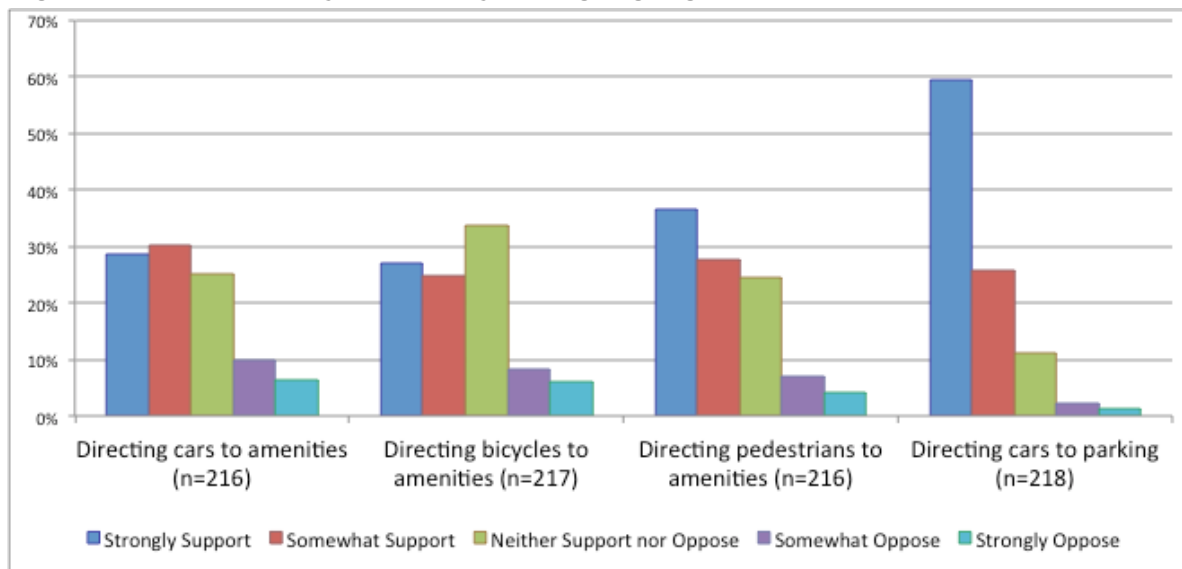


Figure 2 shows which destinations respondents believe vehicle wayfinding should direct visitors to. Supporting the previous finding, 96 percent say wayfinding should direct to parking locations, 71 percent to Lithia Park, and 57 percent to OSF facilities and downtown Ashland. Some other suggestions included Southern Oregon University, the Railroad District, and the Interstate.

Figure 2: Destinations for Vehicle Wayfinding

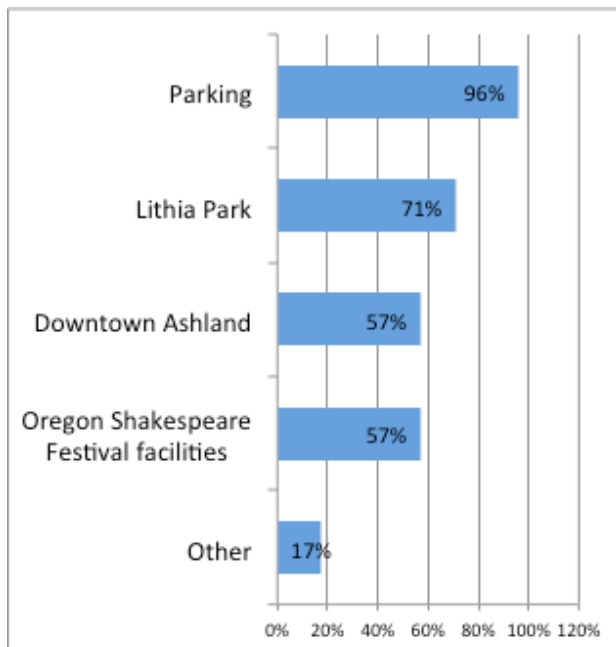
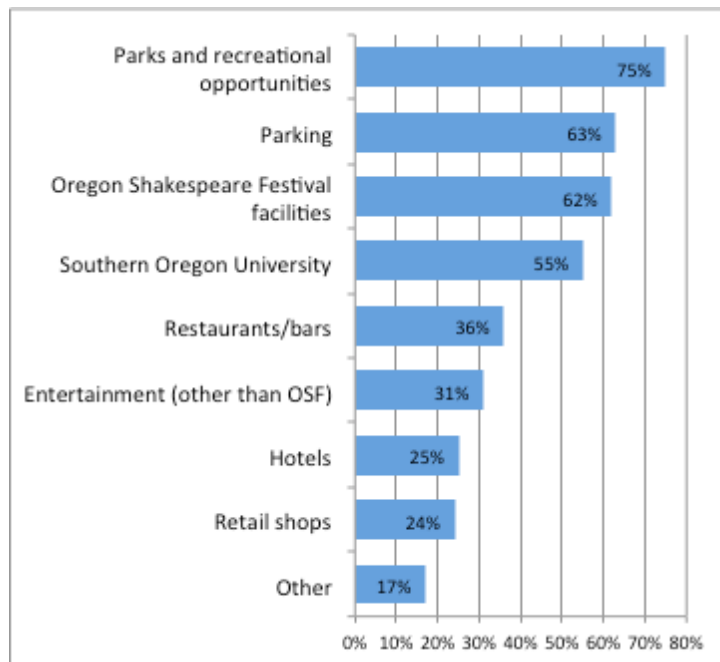


Figure 3 shows preferred destinations for wayfinding signage directed at pedestrians and bicyclists. Respondents indicated wayfinding should direct visitors to parks, recreational opportunities, OSF facilities, parking, and Southern Oregon University. Results indicated there was less agreement on signage for restaurants, hotels, retail stores, and other entertainment facilities. Seventy-seven percent of respondents agreed that individual businesses should pay for signs that directly benefit them.

Figure 3: Destinations for Pedestrian and Bicycle Wayfinding

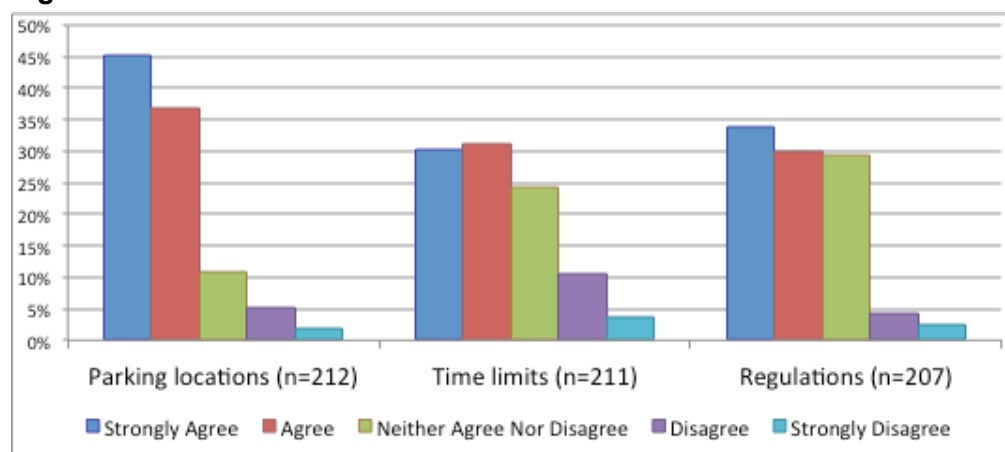


Responses indicated there was no overwhelming preference for a certain style of wayfinding. Forty-two percent of respondents wanted a “unique” style of wayfinding, whereas 33 percent believed Ashland should use a “standard” style, and 25 percent indicated it did not matter to them. Respondents offered several concerns and suggestions for the wayfinding program, including advocating for and against a ‘Shakespeare’ style, collaborating with the Chamber of Commerce, and emphasizing the need for clarity and readability.

Informational Resources

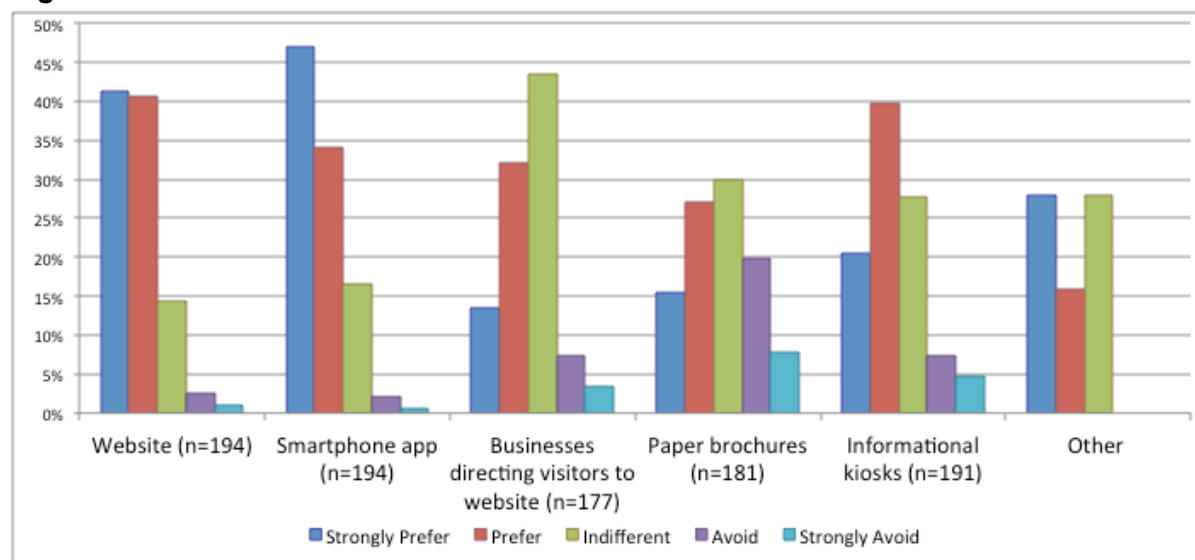
In line with results from the parking perceptions survey, respondents agreed that there is a need for better information about parking. Figure 4 shows that over 80 percent feel there is a need for more information about parking locations while over 60 percent felt more information about time limits and regulations is needed.

Figure 4: Areas Where More Information Is Needed



Ninety-one percent of respondents said an informational campaign needs to be a coordinated effort between the city, Oregon Shakespeare Festival, and other downtown businesses. Figure 5 shows over 80 percent of respondents expressed a preference for distributing information digitally, using a website or smartphone app dedicated to parking and transportation in Ashland. Sixty percent expressed preference for using informational kiosks. Forty-two percent preferred the use of paper brochures, with 30 percent indicating they were indifferent.

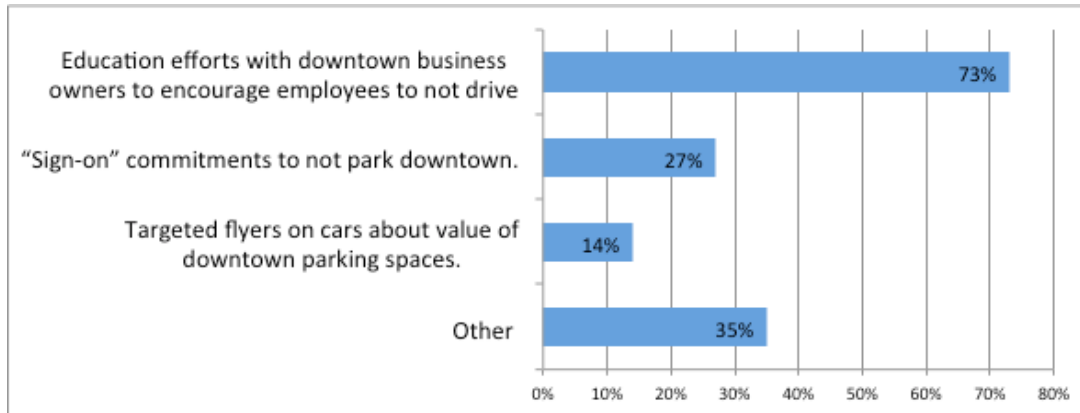
Figure 5: How Information Should Be Distributed



Previous findings have suggested employee parking habits are a contributing factor to Ashland's parking 'capacity' problem. Sixty-three percent of respondents supported the development of an outreach program with downtown employees and businesses to educate them about the value of parking, the implications of parking habits, and their options for utilizing different modes of transportation.

Figure 6 shows their preferences for how this program could be conducted. Seventy-three percent supported an education outreach program conducted specifically with downtown business owners to encourage employees to not drive. Respondents expressed little support for the use of targeted flyers (14 percent) and ‘sign-on’ commitments (27 percent).

Figure 6: How Outreach Program Should Be Conducted (162 Respondents)



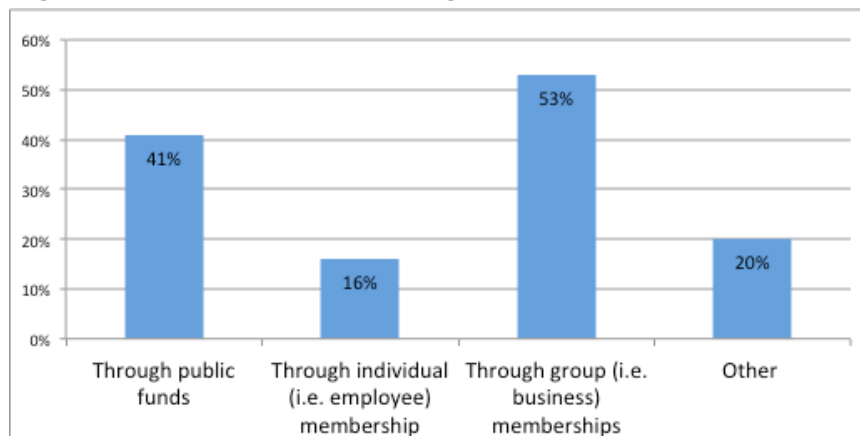
Most respondents indicated that the development of a Transportation Access Guide would not be effective in encouraging them to use other modes of transportation. Twenty-two percent said they would be likely to bike more, while 19 percent said they would be more likely to walk more if more information on accessibility was available. Thirty-four percent said they would be more likely to use public transit if information was more accessible.

Transportation Demand Management

Incentive Programs

Overall, 63 percent respondents supported the use of incentive programs to persuade employees not to drive alone. Two-thirds of respondents said they preferred a citywide program administered by one organization rather than run by individual businesses. Figure 7 shows there was less agreement regarding how the program should be funded. Fifty-three percent thought programs should be funded through group memberships, with slightly less support for using public funds. Other suggestions included downtown business district fees, restaurant tax funds, or a combination of the above options.

Figure 7: How An Incentive Program Should Be Funded (182 Respondents)

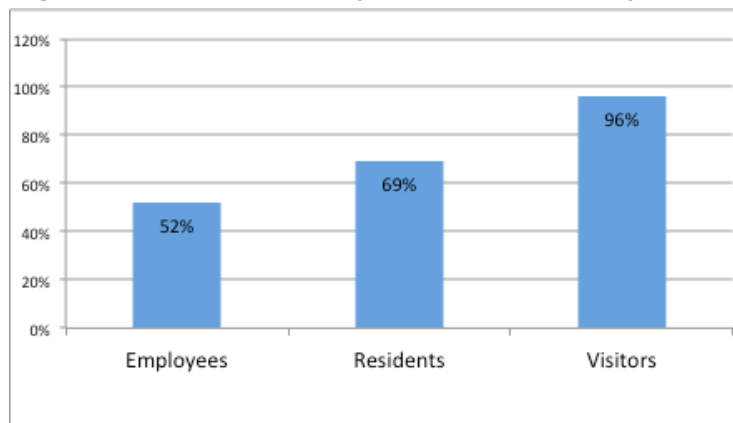


Support for the creation of a citywide carpool program was mixed. Forty-three percent supported program development with 38 percent indicating they neither supported nor opposed the program. Respondents were more favorable towards the development of satellite parking lots outside the downtown area, with 68 percent indicating support.

Respondents showed strong support for a city trolley. Over 75% of respondents indicated they support or strongly support a trolley that would transport workers from satellite lots, circulate in Ashland neighborhoods, and transport visitors around downtown. Seventy-eight percent of respondents indicated they would use the trolley.

Figure 8 shows who respondents thought should pay to use the trolley. Ninety-six percent believed that visitors should pay to use the trolley while fewer respondents indicated that residents (69 percent) or employees (52 percent) should pay. Asked to indicate how much they would be willing to pay for a trip, the average response was about \$0.79.

Figure 8: Who Should Pay To Use The Trolley (166 Respondents)



Multi-Modal Transportation

Survey findings had mixed results related to support for policy options aimed at increasing the use of other modes of transportation. Figure 9 shows levels of support for different pedestrian infrastructure improvements. Support did not exceed 36% for any of the possible options.

Figure 9: Support for Pedestrian Infrastructure Improvements

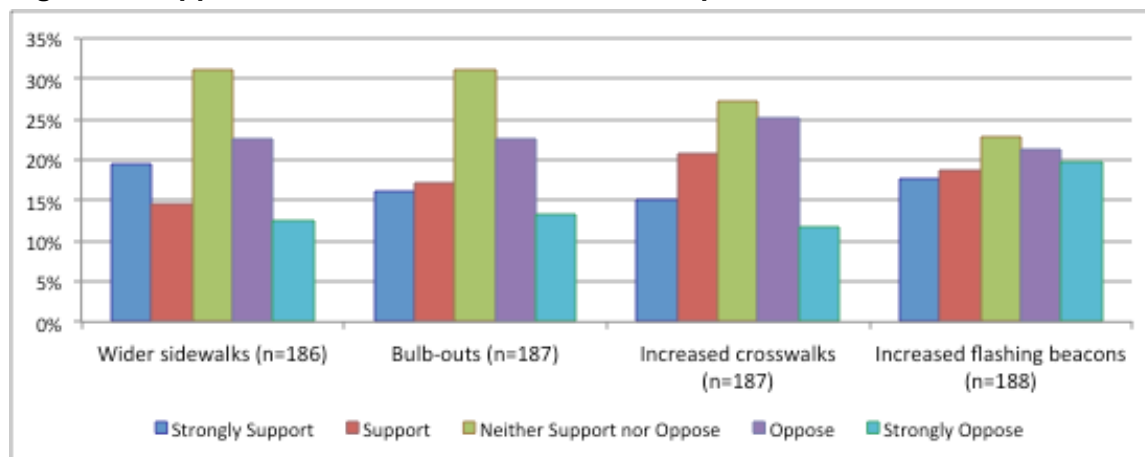
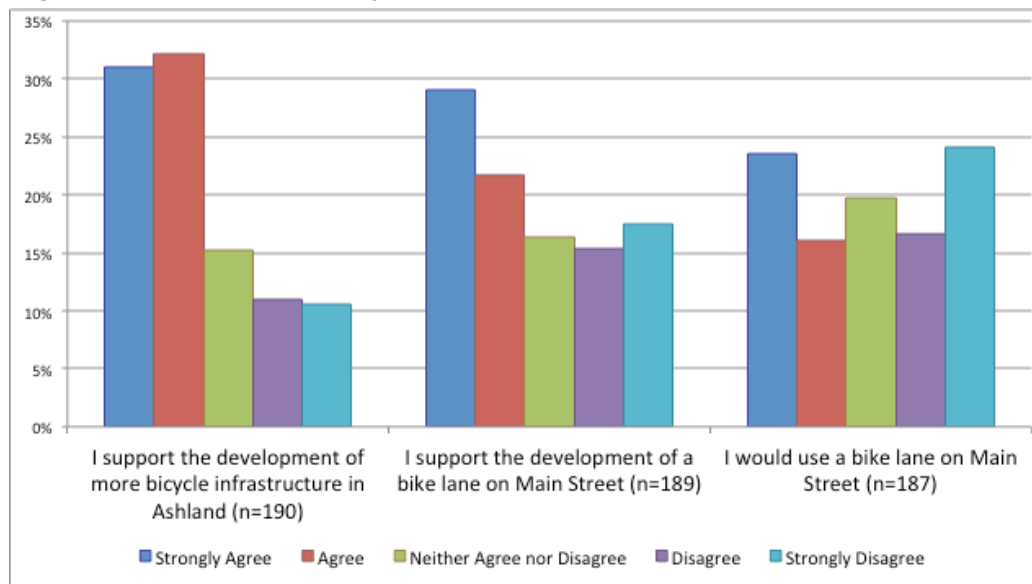


Figure 10 shows that respondents generally supported the development and improvement of bicycle infrastructure in Ashland, though were still apprehensive to utilize it. Sixty-three percent of respondents supported infrastructure improvement, and 50 percent supported a bike lane on Main Street, though less than 40 percent indicated they would use the bike lane.

Figure 10: Support for Bicycle Infrastructure Improvements



Support for the development of a bikeshare program in Ashland was mixed, with 48 percent indicating support, 20 percent indicating opposition, and 31 percent expressing neither. Preference for how it should be run was also mixed, with 36 percent preferring a publicly run program, 27 percent preferring a private program, and 38 percent preferring a mixed arrangement.

Table 3 shows support for various strategies to encourage more biking. Respondents generally favored strategies aimed at improving Ashland's bicycle infrastructure and information access including maps with bicycle routes, improved signage, improved facilities, and connection of existing facilities.

Table 3: Support For Bicycle Encouragement Strategies

Strategy	Number	Percent
Maps with bicycle routes outlined	111	62%
Education campaign which includes health benefits	24	13%
"How to" clinics for bicycle commuting	44	25%
Improved signage for bicyclists	93	52%
Improve current bike facilities (parking, fix it stations, etc.)	102	57%
Connect existing bicycle facilities to and through downtown	112	63%
Bike related events	40	22%
Employer amenities such as showers and covered bike parking	56	31%
Other: (please specify)	50	28%
Total Respondents	179	

Survey results indicated that outreach programs to promote the use of other modes of transportation might not be effective:

- Over half of all respondents indicated that they would not utilize a bikeshare program.
- Sixty-one percent of all respondents said they would not participate in an incentive program for bicycle or pedestrian travel.
- Of those who do not currently bike, 61 percent said they would not utilize a bikeshare program, though 43 percent said they would support the development of the program.
- Of this non-biking group, 73 percent said they would not participate in an incentive program.

Regulation and Enforcement

Opinions of policies to increase enforcement and regulation were varied among respondents. Forty-five percent of respondents did not agree that increased enforcement was necessary to enhance parking availability, while over 52 percent indicated that more enforcement would cause them to park in nearby residential neighborhoods.

Figure 11 shows respondents were not in agreement as to whether expansion of parking time limits would increase parking availability. Twenty-seven percent believed that expansion would be effective, while 37 percent disagreed, and 35 percent chose neither. Thirty-seven percent of respondents said expansion of time limits would deter them from visiting downtown, while 43 percent disagreed. Fifty-six percent of respondents did indicate that color-coded curbs would help them find appropriate places to park downtown.

Figure 11: Respondent Support for Expansion of Parking Time Limits

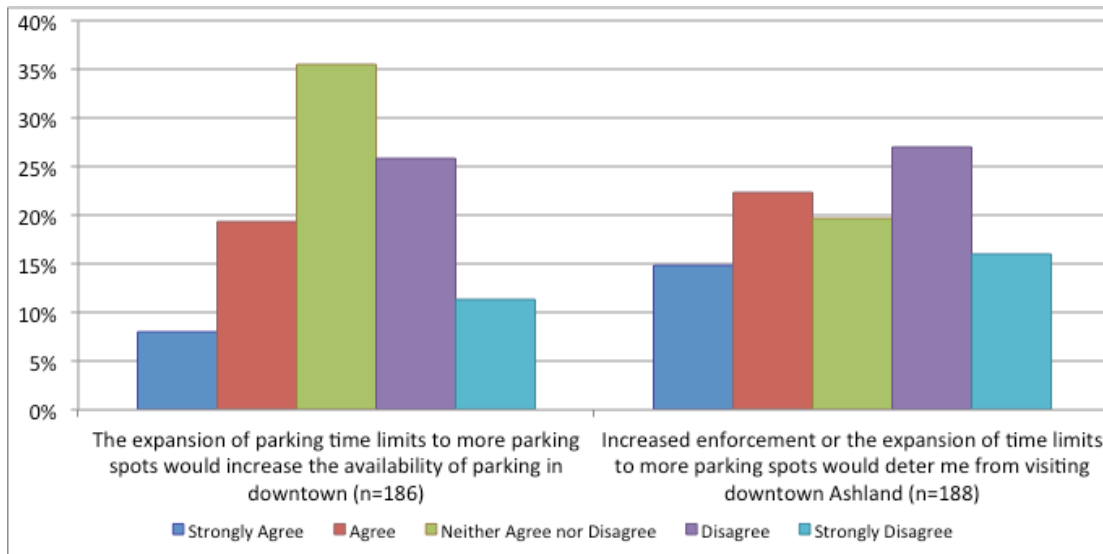
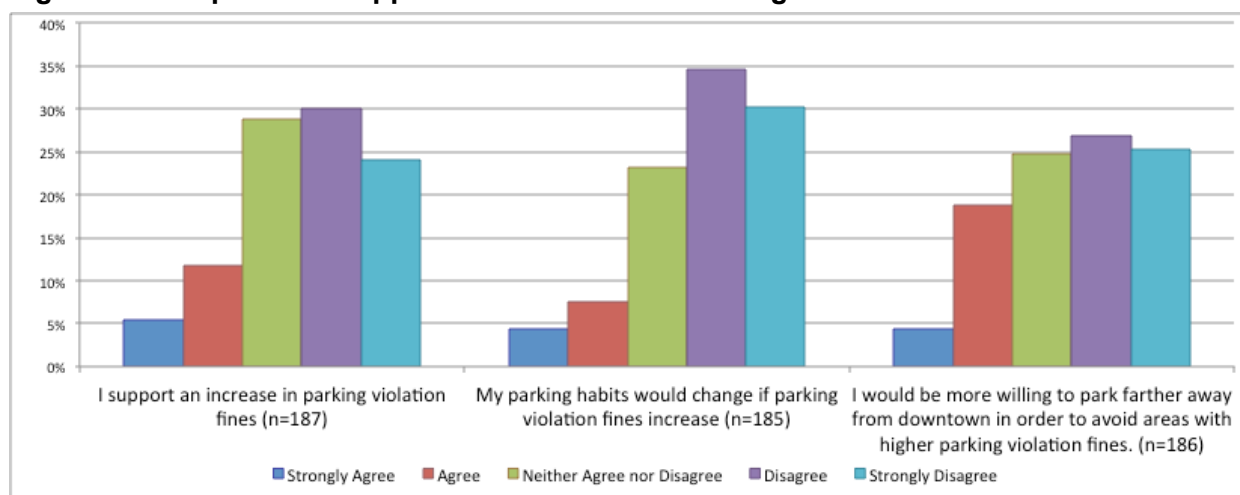


Figure 12 shows 54 percent of respondents did not support an increase in parking fines. Over 64 percent of respondents said that an increase in fines would not affect their parking habits, with over 52 percent saying they would not park farther way from downtown to avoid areas with higher fines.

Figure 12: Respondent Support for Increases in Parking Fines



Respondents were supportive of revisiting loading zone time limits. Eighty-five percent of respondents indicated they supported a specified time of use for downtown loading zones which would be available for vehicle parking later on.

Table 4 shows most respondents were supportive of the construction of another parking garage in downtown Ashland, though with variation in urgency. Thirty-eight percent said a new garage should be built immediately, while 23 and 17 percent said it should be built within the next 5 and 10 years, respectively. Twenty-two percent indicated Ashland did not need a new garage.

Table 4: When to Construct a New Parking Garage

Timeframe	Number	Percent
Immediately	69	38%
Within the next 5 years	43	23%
Within the next 10 years	32	17%
Never	40	22%
Total Respondents	184	100%

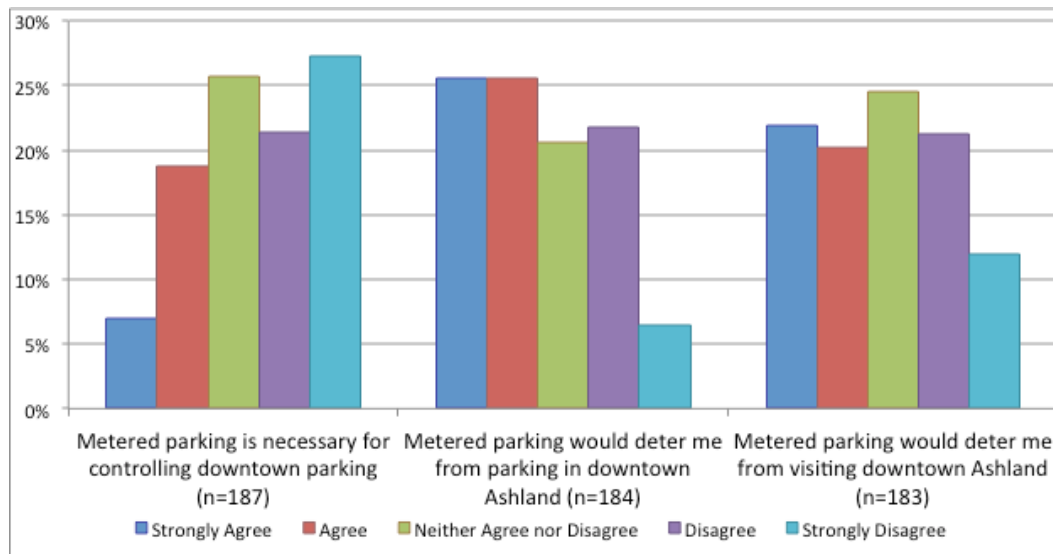
Support for a residential parking program was mixed. Forty-five percent of respondents supported the program, while 33 percent opposed and 21 percent indicated neither.

Pricing

Overall, respondents were split of the use of metered parking. Figure 13 shows 49 percent of respondents did not believe metered parking was necessary for controlling parking, while about a quarter of respondents agreed or strongly agreed that metered parking is necessary. Many respondents indicated that metered parking would impact their downtown experience. Fifty-one percent said metered parking would deter them from parking downtown, while 42 percent said it would deter from visiting downtown. Thirty-five percent of respondents said they would

rather pay to park long-term in a surface lot outside of town than use metered parking downtown. 29 percent disagreed, with 35 percent choosing neither.

Figure 13: Respondent Support for Metered Parking



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:

- Many respondents expressed concerns about the 'impression' Ashland would give to visitors if meters were installed, possibly driving away visitors due to the additional costs.
- Some respondents expressed dissatisfaction with how parking management policies may unfairly target residents and downtown employees during the summer.
- Respondents were wary to pursue policies that may penalize business owners and staff
- Some respondents suggested revisits of current regulation and enforcement policies to determine their effectiveness in managing parking.

APPENDIX A: METHODS

The Policy Options Survey was the second of two surveys administered to engage the public in the development of a parking management plan for downtown Ashland. The Parking Perceptions Survey was administered in February and gauged perceptions of parking in downtown Ashland including how different user groups accessed and utilized the downtown area. The objective of the Policy Options Survey was to gain insight into community opinions and support for various policy options aimed at addressing Ashland's parking and circulation issues.

The survey was developed, reviewed, and tested by CPW staff. CPW developed questions based on a comprehensive list of potential parking management options that have proven successful in other U.S. cities in addressing parking and circulation issues. CPW identified and evaluated these policy options through reviews of parking management literature, case study research, parking conditions in downtown Ashland, and public perceptions. Questions were proof read for grammar, punctuation, and clarity, and administered through Qualtrics survey software.

CPW used the "convenience survey" method to target specific groups and the general public. The survey included an introductory email with background project information as well as the goal of the Policy Options Survey. To orient respondents, the introduction included an aerial map of the study area. The survey was designed to take less than 15 minutes to complete. All respondents had the opportunity to answer every question and all questions were optional. Respondents were given the opportunity to provide policy-specific comments at various points in the survey and general comments at its conclusion.

The survey launched in mid May and closed June 30. To reach more Ashland residents, the City published a notice in their City Source newsletter, which is distributed to all Ashland households through their monthly utility bill. CPW also replicated distribution methods used for the Parking Perceptions Survey. 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 posted on the city's website, and subsequently announced by staff at city council and other public meetings.

APPENDIX B



Raw Survey Results

(54 pages)

My Report



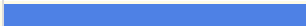


Last Modified: 07/17/2014

1. Do you travel to the downtown Ashland area?

#	Answer		Response	%
1	Yes		229	100%
2	No		1	0%
	Total		230	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.00
Variance	0.00
Standard Deviation	0.07
Total Responses	230

2. How do you define yourself as a user of downtown Ashland? (Check all that apply)

#	Answer		Response	%
1	Employee		79	35%
2	Business Owner		43	19%
3	Resident		147	64%
4	Visitor		32	14%
5	Other (please specify)		11	5%

Other (please specify)

Close family members live here.

As a citizen of Talent, I do most of my shopping in Ashland.

Diner and shopper

Theatre goer

I am an Ashland business owner that frequently meets with my clients in their places of business downtown.

Musician

Volunteer

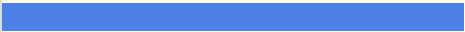




Shopper, community member, park lover

Concierge-directing visitors about parking
volunteer

local shopper and eater

Statistic	Value
Min Value	1
Max Value	5
Total Responses	228

3. How do you access downtown Ashland? (Check all that apply)

#	Answer		Response	%
1	Drive		220	97%
2	Bike		62	27%
3	Walk		121	53%
4	Public Transit		10	4%
5	Other (please specify)		4	2%

Other (please specify)

scooter
Motorcycle
carpool
mobility scooter

Statistic	Value
Min Value	1
Max Value	5
Total Responses	227

4. Wayfinding refers to signage that directs users. The signage can direct users to available parking or points of interest. Wayfinding signage can be made for pedestrians, bicyclists, car users, or any other group. Respondents in the first survey indicated dissatisfaction with current signage directing people where to park in downtown Ashland, with 74% saying there is a need for improvement. Rate your level of support or opposition for Ashland providing wayfinding signage for the following users. Amenities are defined as restaurants, retail shops, Oregon Shakespeare Festival, parking, etc.

#	Question	Strongly Support	Somewhat Support	Neither Support nor Oppose	Somewhat Oppose	Strongly Oppose	Total Responses	Mean
1	Signs directing cars to amenities	28.70%	30.09%	25.00%	9.72%	6.48%	216	2.35
2	Signs directing bicycles to amenities	27.19%	24.88%	33.64%	8.29%	5.99%	217	2.41
3	Signs directing pedestrians to amenities	36.57%	27.78%	24.54%	6.94%	4.17%	216	2.14
4	Signs directing cars to parking	59.63%	25.69%	11.01%	2.29%	1.38%	218	1.60

#	Question	Strongly Support	Somewhat Support	Neither Support nor Oppose	Somewhat Oppose	Strongly Oppose	Total Responses	Mean
1	Signs directing cars to amenities	28.70%	30.09%	25.00%	9.72%	6.48%	216	2.35
2	Signs directing bicycles to amenities	27.19%	24.88%	33.64%	8.29%	5.99%	217	2.41
3	Signs directing pedestrians to amenities	36.57%	27.78%	24.54%	6.94%	4.17%	216	2.14
4	Signs directing cars to parking	59.63%	25.69%	11.01%	2.29%	1.38%	218	1.60

Statistic	Signs directing cars to amenities	Signs directing bicycles to amenities	Signs directing pedestrians to amenities	Signs directing cars to parking
Min Value	1	1	1	1
Max Value	5	5	5	5
Mean	2.35	2.41	2.14	1.60
Variance	1.39	1.32	1.25	0.77
Standard Deviation	1.18	1.15	1.12	0.88
Total Responses	216	217	216	218

5. In developing a wayfinding program, should Ashland develop a "unique style" of signage to direct visitors or use a more "standard style"?

#	Answer	Response	%
1	Unique	93	42%
2	Standard	73	33%
3	Doesn't matter	56	25%
	Total	222	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.83
Variance	0.65
Standard Deviation	0.80
Total Responses	222

6. What suggestions do you have for the development of a "unique style" of wayfinding signage?

Text Response

Like Disney land. A post with arrows pointing all directions. It is fun and centralized in main areas.

KISS - Keep It Simple, Stupid

Ashland is a community that is dependent on tourism. I think the signage should reflect the things that are special about Ashland such as the Shakespeare Festival or the community's appreciation of the outdoors.

nothing too fancy.. but something nice. shouldn't take away from clarity of the message. Something historic in design or fitting with the area where it will be located.

No suggestions for a "unique" style - just a consistent style. All signs, for example, directing folks to parking should have a consistent look throughout town. Signs directing people to restaurants or other amenities (if they are needed at all, which I doubt) should all have a consistent look. Too much of our town is a "hodge-podge" of styles.

Should use a universal standard

Form a committee. Carefully consider the National Register-listed historic district context, and whether unique or standardized, don't overdo signage.

Don't re-invent the wheel. Choose a sign from the hundreds-thousands other towns are currently using. Save as much money as possible. Don't "Committee this to death" just do it.

color and shape

If allowed, use colors and fonts other than those used in standard signage

Colorful, interesting shapes or designs that catch the eye. Use the actual shape and design of the sign to assist in depicting what it is directing a person to, ie. a the shape of a toilet with the words "public restroom" or a "fish with arrows" to direct someone to the creek. No boring standard signs please.

Hire a local graphic artist--do NOT ask for citizen input--we would have such a mishmash ! Rickrack, butterflies, and soft pastel colors.. Look at the "public art" we assigned to local artists vs what happen in Boise.. Strong graphics, easy to understand and enduring design. Please!

Still clean and concise but not the blue and white generic tourist style signage. Make it look like it belongs and doesn't overly stand out. Tourists are important but residents shouldn't have to feel like the town has been built and dedicated to only tourists

I'm not really sure what that would look like, but since it was an option it seemed more interesting than the "standard" signage.

Apps on phones

something artistic - we are an artistic community. But something that is standardized and recognizable so people don't get confused.

A standardized approach that gives all signage a common look and size so they become easily to recognize.

Use a good consultant; <http://www.wayfinding-consultants.co.uk/what-we-do/> best practice...whats out there thats working...

be sure it's FAIR to everyone!

Old world look- perhaps with a "shakespeare" theme.

Colors that reflect the feeling of the theater, such as burgundy.

I would have supported "unique" except it's a two-edged sword; something tasteful and unique would be welcome, but after the Plaza redo in Soviet block architectural style, I'm gun-shy about what might be produced.

Ashland is a warm, welcoming and supportive town. It is also very creative. I would suggest having local artists submit a logo-style masthead for the signs.

Different color than other signs.

Signs to Dog Park, tell people where the Plaza is (out-of-towners don't know what or where the Plaza is), no panhandling signs, signs to the weekend market, let people know the unique things Ashland has to offer.

style compatible with downtown/historic appearance

A unique style that is also readable and effective would be fine; however, unless it meets that criteria I would not support a unique approach.

Keep it simple

Continue with a "Shakespeare" theme, use readable but "Old English" style font. Have signposts that have a historic turn of the century ironwork design. Have an Ashland touring path marked on the pavement with a bold green line to follow (similar to the one in Boston). Point the way to quirky spots: "missing Lincoln", skinny bridge in Lithia Park, start of the Halloween parade route Have QR codes on the signs that link to historic pictures or interesting information Have signs that are backlit at night for way-finding after plays Make signage that looks like that from other interesting places: art-deco like from the metro in Paris, London Underground Use 1930s theme from the new overpasses and the Lithia Springs hotel

Fifty percent of the human brain is dedicated to visual functions, and images are processed faster than text. The brain processes pictures all at once, but processes text in a linear fashion, meaning it takes much longer to obtain information from text. It is estimated that 65% of the population are visual learners, so the visual nature of infographics makes sense for the new signs.

smart phone app

Using a standard system will be less confusing for people. Especially if they are visiting from out of the area. Use universal symbols. Some people come here from other countries and are not completely fluent in reading English. However, they may be familiar with universal symbols and standard signage.

I'm not sure, that is why I chose standard. Something retro would be cool.

maybe something with a shakespeare theme. What ever type is chose make them clear and large enough to be seen, like the street name signs along Siskiyou Blvd.

Style needs to reflect 'Old English' style to support city Brand. Challenge is to make it readable. Different color codes to reflect parking vs.restaurant vs. whatever. Visitors would rapidly learn color codes.

Signs are utilitarian by design, they should be easy to identify and read. Don't make them fancy

Work with Chamber to incorporate a brand of signage that can be easily recognized, is pleasing and creative. Perhaps tie in with the Visitor Bureau's destination brand. Look at other successful yet unique signage in small art towns such as Ashland.

keep pricing down and use common signage. it also allows people to recognize signs they have seen before. ashland is unique enough, no need to be different in every way.

None, do not support unique style.

Unique is not good. The McDonalds in Ashland tried a "unique style" menu board of Shakespeare font and it was awful. They went out of business. (which I was fine with)

There is already way too much signage in Ashland...it is a veritable jumble that simply adds to visual clutter w/o much positive impact. If meaningful signage to address the parking/circulation issues is to be effective you must thin out existing signs.

Something in keeping with the theme of Shakespeare and 16th C graphics

not boring ugly reflective signs. also something that helps everyone. not just shakespeare

I don't think that a significant portion of the city budget should be spent on this. If it needs to be done, get it done in the most cost effective way possible.

Signage that is consistent throughout downtown and maybe a certain shape or color or both.

They should be small and of a standard format and color

None. I think Ashland likes to think of itself as completely unique and sometimes that is overplayed.

Don't get too "unique" because then you get people confused. Ashland has a problem with all the "unique" ideas it already has and all the restrictions it imposes

The signage should not be so unique that it isn't easily recognized as wayfinding signage. Use of universal symbols and language should be the norm.

Wooden signs with font similar to the "American's First Elizabethan Theatre" sign signs visible at night ...theater parking

Use a Shakespearian theme as that is what fuels this town, lest people forget.

Unique signs to Ashland, something quaint, small town

Nothing crazy! A very readable shakespearean font on a simple background with some striking, recognizable colors. Not like a freaking Renaissance Faire, but with a nod to Ashland's signature festival.

I am against a "unique style". Successful wayfinding is about clarity, not cuteness.

I don't know what "unique" means as far as signage goes. I don't want anything with Shakespeare on it if that's what you mean by unique.

don't have a suggestion

Something that goes along with the Shakespearian aspect of the town and yet is clearly legible to vehicles driving. The color scheme would be vital as well as the size and font.

Most important that there are not too many, too large and obtrusive. Shape, color different from traffic signs.

Reflecting history, geography and culture of the city.

My only concern is parking. I have no concern about signage, unique or otherwise

Signs should NOT be standard ODOT style. The design needs to be thoughtful. (better than the plaza displayed)

The blue "P" signs we see in City's and Europe are unmistakable, why try to reinvent the wheel and "hope" someone recognizes the sign. Often there isn't time to try to figure out a sign's meaning..... keep it simple like the rest of the world has please.

I chose standard. Let's just communicate the basics--no need to be cute.

use pictograms that are internationally recognizable

something with artistic flair, perhaps highlighting Shakespeare or outdoor theme

Attractive signage that express the unique and beautiful style of our city... Wow! A graphic designer with a strong sense of this wonderful town is needed here!! How about a competition between qualified designers for the privilege.

Make them unobtrusive.

none

Please don't get cute about it. Like antique lettering. I assume all who are not below 7 years old can read. We're touristy enough already.

Signage should be in keeping with the character of the town. It was tastefully done in small towns in New England when I was last there.

Don't care but it shouldn't be something that can further the humiliation factor. Have you seen the bumper stickers (Welcome to Ashlandia)?

More decorative signage.










Small, indiscrete and in keeping of the spirit of our wonderful City "sign code". Downtown suffers from too much ugly, confusing sign pollution at the moment.

I think it would be nice to have a contest or something where local artists can design

various signs and the best of them will be used (also give prizes to the artists).
NONE
Keep it simple stupid. Some of us don't want to relearn the signage.
Anything that attracts attention not only toward the purpose but unique from other signage in color and style...BUT IT MUST BE CLEAR
Be wary of being too quaint or "cute." The style should stand the test of time.
Keep away from elegant fonts which could confuse international visitors.
Color scheme or shape specific to parking only, avoiding browns or muted colors
What if they looked Elizabethan?
If unique it should still be clear as to its purpose.
Keep it along the Shakespeare theme but not too over the top. It can become tiresome for the locals.
Ashland is such a wonderful little town, full of quirky-ness, it would be fun to see something unique. Just not sure WHAT.
use familiar signage
Other than for "branding" purposes, I don't understand the benefit(s) of a unique style. And if there's a unique style, it should be incorporated into all visitor materials with consistency.
More pictographs.
people don't read signs and the more signs the more confusing. standard signage is best, less signs for cars is better. people already drive wrong down one-ways because there are too many signs to look at.
n/a
Stick to a universal sign language that is used elsewhere. Nothing special about Ashland signage
None
None
Nice material, content, etc
do not need wayfinding signage. Already way too much "sign pollution" in Ashland
I would love to see something eye-catching and obvious which reflects the culture and flair of Ashland. The color blue-grey seems to be unique on signs and might be a calm-yet-obvious approach to signage.
You need to provide free parking, (maybe in the parking garage?), and direct cars to it.
Large enough to be able to be read quickly (not a fancy or sans serif typeface) and colors that read well even at night.
if possible to please all businesses, OSF, parks & rec, etc, a logo representing Ashland + logos for type of business/amenity

Statistic	Value
Total Responses	135



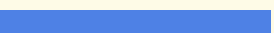


7. What major destinations should pedestrian and bicycle wayfinding direct visitors to? (Check all that apply)

#	Answer		Response	%
1	Restaurants/bars		73	36%
2	Hotels		50	25%
3	Retail shops		48	24%
4	Parks and recreational opportunities		152	75%
5	Entertainment (other than Oregon Shakespeare Festival)		63	31%
6	Oregon Shakespeare Festival facilities		126	62%
7	Parking		127	63%
8	Other (please specify)		35	17%
9	Southern Oregon University		112	55%

Other (please specify)
Public Restrooms
Bicycle/Ped features of interest. Where to get bike supplies, fix a flat, etc.
shopping/restaurants in areas NOT on E. Main (i.e. the railroad district)
Hospital, dog parks, hiking paths, bike trails..bike racks.
bike parking should be so visible it doesn't need signage
Bed and Breakfasts
YES! Please inform locals AND tourists Ashland is much more than downtown!!!
dog park
See next answer
Bike parking, library
they are going slow enough to find restaurants, retail shops and entertainment along the way. Part of the ambience is discovering things on your own. Most people have smartphones with apps to direct them to specific locations. Please don't clutter our cityscape with extraneous signage!!!
Proliferation of city maps/map boxes that direct bikers/ pedis to all the above
NONE - too many signs
restrooms
The Central Business District, the Railroad District and perhaps other historic districts
restrooms police hospital
google and smartphones make signage for general hotels, shops and restaurants unnecessary.
library, post office, chamber of commerce.
no need for signage to restaurants/bars and Hotels. They all have signs on their buildings already. We might instigate favoritism if the city uses signs to point them out.
public restrooms; visitor center
I think the businesses should help pay the cost of putting up the signs.
Obviously, decisions must be made but all categories should be considered.
unsure why pedestrian and bicycles would need different signage
Dog parks, bike path
no more needed, too much sign pollution in Ashland as it is already now
restrooms
Pharmacies, Post Office, Public restrooms, library
none
Bicycle racks with security cameras
bicycle parking
best access and bike racks
recommended side streets, whether bikes can use sidewalks as "siderides" and must yield to pedestrians
Have you heard of the internet
Bike routes and Greenway
Information Booth and Chamber of Commerce

Statistic	Value
Min Value	1
Max Value	9
Total Responses	202

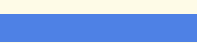
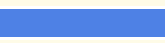



8. What major destinations should vehicle wayfinding direct visitors to? (Check all that apply)

#	Answer		Response	%
1	Parking		199	96%
2	Oregon Shakespeare Festival facilities		118	57%
3	Downtown Ashland		118	57%
4	Lithia Park		147	71%
5	Other (please specify)		35	17%

Other (please specify)
Drivers should park in central parking and walk to destinations whenever possible. (elderly, wheelchair, etc should get priority parking at destinations)
Hotels, Restaurants, retail
Hotels, SOU
There is sufficient signage for vehicles all ready
public restrooms
EV parking
PARKING
There is so much more besides DOWNTOWN.
Hotels, I-5
OCT, SOU, dog park, Science Museum (even though it's not downtown)
Directional signage for cars should be limited to the layout of streets and parking, and general neighborhood boundaries. Wayfinding oriented toward specific destinations will encourage cars to wander.
Keep it simple, it's not really hard in our small town
Railroad shopping district, SOU
hospital, I-5
To Hwy 99, I-5, Public Restrooms
to the freeway I-5
SOU
Rail Road Dist
restrooms
Southern Oregon University
SOU
library, post office, chamber of commerce.
to our periferal shopping areas that have the practical items that visitors might need. (out in South of Ashland)
hospital; visitor center
The Plaza
SOU
Book store, ymca,
Railroad district, dog parks
Ashland is small enough we don't need "wayfinding" signage
restrooms
none
keep cars out of the downtown as much as possible. They create congestion and really F up the experience of being in an interesting small town with unique culture. PEOPLE SHOULD WALK !! Maybe there should be a trolley car loop between the Plaza and Library.
People will just google it
Parks and recreational facilities, SOU
Library, SOU

Statistic	Value
Min Value	1
Max Value	5
Total Responses	207

9. Rate your level of agreement or disagreement with the following statement: Individual businesses should pay for signage that directly benefits them (i.e. signs that direct patrons toward their business).

#	Answer		Response	%
9	Strongly Agree		88	41%
10	Agree		75	35%
11	Neither Agree nor Disagree		27	13%
12	Disagree		15	7%
13	Strongly Disagree		8	4%
	Total		213	100%



Statistic	Value
Min Value	9
Max Value	13
Mean	9.97
Variance	1.16
Standard Deviation	1.08
Total Responses	213

10. In the first survey, 76% of respondents indicated there was a need for improvement in the informational resources available in regard to parking. Rate your level of agreement or disagreement with the following statement. Better information about each of the following is needed:

#	Question	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	Parking locations	45.28%	36.79%	10.85%	5.19%	1.89%	212	1.82
2	Time limits	30.33%	31.28%	24.17%	10.43%	3.79%	211	2.26
3	Regulations	33.82%	29.95%	29.47%	4.35%	2.42%	207	2.12

Statistic	Parking locations	Time limits	Regulations
Min Value	1	1	1
Max Value	5	5	5
Mean	1.82	2.26	2.12
Variance	0.91	1.24	1.02
Standard Deviation	0.95	1.11	1.01
Total Responses	212	211	207

11. Should there be a uniform informational campaign for visitors that is a coordinated effort by the city, OSF, and downtown businesses, or should individual businesses/organizations develop their own informational resources?

#	Answer		Response	%
1	Coordinated effort		166	91%
2	Individual businesses		17	9%
	Total		183	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.09
Variance	0.08
Standard Deviation	0.29
Total Responses	183

12. Which methods of communication would you prefer if a uniform campaign is developed?

#	Question	Strongly Prefer	Prefer	Indifferent	Avoid	Strongly Avoid	Total Responses	Mean
1	Website dedicated to parking and transportation access (maps, parking, bicycle paths, etc)	41.24%	40.72%	14.43%	2.58%	1.03%	194	1.81
2	Smartphone app with parking/transportation options and points of interest	46.91%	34.02%	16.49%	2.06%	0.52%	194	1.75
3	Through businesses directing visitors to the above mentioned website	13.56%	32.20%	43.50%	7.34%	3.39%	177	2.55
4	Paper brochures	15.47%	27.07%	29.83%	19.89%	7.73%	181	2.77
5	Informational kiosks (i.e. stand-alone pedestrian wayfinding)	20.42%	39.79%	27.75%	7.33%	4.71%	191	2.36
6	Other (please specify)	28.00%	16.00%	28.00%	0.00%	0.00%	18	2.00

Other (please specify)

signs pointing to shops

Chamber of Commerce

signage

What happened to the info booth on the plaza?

This is the role of the Ashland Chamber and Visitor & Convention Bureau

road signage only

It seems like this is geared toward tourists, not residents.

Link to map on the city web site, kiosk on the plaza.

color coded signs

signs

Downtown Officers on bikes and walking should have brochures and interact with the public in a friendly manner.

visitors need information about entertainments events going on while they are here. Not enough gets into the weekly newspaper guides.

visitor center

Print ads in magazines,papers, other websites

Continue the Information booth on Plaza

Maybe a QR code on local business websites and materials that pulls up the parking website on visitors' devices.

information is not infrastructure

sidewalk painted directions

Statistic	Website dedicated to parking and transportation access (maps, parking, bicycle paths, etc)	Smartphone app with parking/transportation options and points of interest	Through businesses directing visitors to the above mentioned website	Paper brochures	Informational kiosks (i.e. stand-alone pedestrian wayfinding)	Other (please specify)
Min Value	1	1	1	1	1	1
Max Value	5	5	5	5	5	3
Mean	1.81	1.75	2.55	2.77	2.36	2.00
Variance	0.72	0.71	0.87	1.35	1.07	1.42
Standard Deviation	0.85	0.84	0.93	1.16	1.04	1.19
Total Responses	194	194	177	181	191	25

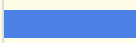
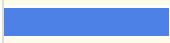
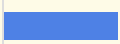


13. A Transportation Access Guide would provide information about how to access the downtown area by various modes of transportation. The user-friendly guide would feature bicycle, pedestrian, public transit maps and information. It would be available on the city website, downtown business websites, and at multiple venues in the downtown area. Please rate your agreement or disagreement with the following statements regarding the use of other modes of transportation to access the downtown area.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	I would be more likely to bike in Ashland if more information on bicycle accessibility was available.	9.60%	12.63%	32.83%	22.22%	22.73%	198	3.36
2	I would be more likely to walk in Ashland if more information on pedestrian accessibility was available.	6.60%	12.18%	37.06%	23.86%	20.30%	197	3.39
3	I would be more likely to use public transit in Ashland if more information on its	14.14%	20.20%	24.24%	22.22%	19.19%	198	3.12

	accessibility was available.							
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

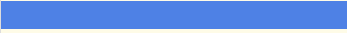

Statistic	I would be more likely to bike in Ashland if more information on bicycle accessibility was available.	I would be more likely to walk in Ashland if more information on pedestrian accessibility was available.	I would be more likely to use public transit in Ashland if more information on its accessibility was available.
Min Value	1	1	1
Max Value	5	5	5
Mean	3.36	3.39	3.12
Variance	1.52	1.29	1.75
Standard Deviation	1.23	1.14	1.32
Total Responses	198	197	198

14. Rate your level of support or opposition for conducting education outreach with downtown employees and business owners about the value of parking, the implications of their parking habits, and their options for utilizing different modes of transportation.

#	Answer		Response	%
1	Strongly Support		56	28%
2	Support		69	35%
3	Neither Support nor Oppose		48	24%
4	Oppose		17	9%
5	Strongly Oppose		9	5%
	Total		199	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.27
Variance	1.21
Standard Deviation	1.10
Total Responses	199

15. If an outreach program is recommended, how should it be conducted? (Check all that apply)

#	Answer		Response	%
1	Targeted flyers on cars about value of downtown parking spaces.		23	14%
2	"Sign-on" commitments to not park downtown.		43	27%
3	Education efforts with downtown business owners to encourage employees to not drive alone.		118	73%
5	Other (please specify)		56	35%

Other (please specify)

Flyers on cars are annoying and create resistance to efforts not support.

FYI - Posting flyers on cars is illegal in Ashland

no

make downtown more bike friendly. We need a bike lane on E. Main St through to Siskiyou Blvd.

The opportunity to provide satellite parking for city, federal(post office), private businesses, volunteers , educators, and visitors should be explored. Shuttle bus or lighted patrolled safe walking paths could be used

targeted flyers on cars violates the Ashland Municipal Code - Please don't suggest that!

Education about nearby places to park not in downtown spots, maybe a shuttle system...though I'm not sure from where. Better bicycle parking and some way of encouraging biking.

Is another option simply supporting the local residents who lend their efforts as employees? Perhaps a designated parking lot that is for EMPLOYEES not unlike the Elks parking lot. Why are they not supported?

sorry, but none of that is valuable

Provide areas of "less valuable" parking that is reserved for employees and business owners

Get off your high horse here. Employees use downtown businesses as well as work here. It's hard enough for them to find parking as it is. Don't put any more restrictions on them.

Rewards program for employees utilizing alternative transportation options. Competition between businesses. Publicity about successful efforts.

Sounds like this survey is to support decisions already made

More parking for employees. Partner with Lithia Springs to develop their lot into a parking garage. Use one level for the hotel (they can offer covered parking) and offer monthly parking passes for downtown employees.

Have a parking lot designated for employees & business owners outside of town, staffed by security guards & drivers. Businesses can pay a monthly fee for staffing & maintenance and be shuttled to & from their destinations. Install solar panels over the parking area and the energy can be sold to help pay for staffing and lower the monthly fee.

downtown employees need to know what alternative options even exist for them given time limits etc.

like Standing stone, give employees bikes; or passes to buses. or start a shuttle service from Albertsons or Bimart parking lot

Sending message that Ashland is not car friendly is wrong message...please reconsider..add remote parking lots w/ shuttles

tricky issue

education through the businesses to show employees options, but NOT to tell them what to do.

wow. so everyone who works shouldn't park downtown. glad to see who this is servicing
Dedicate parking areas for businesses and their employees. Have parking for those businesses be free and exclusive for rent-paying businesses. This will encourage them to not use visitor parking by offering incentive of not needing to move every 2 hours.

Workplace Rewards, e.g. a coupon for a coffee if you use an alternative like transit or a bike two days a week or some other reward system.

Website and email

more public transit

having designated employee parking areas outside of the downtown area

provide downtown employees with discounted public transportation passes.

use business survey

downtown employees should be able to park where there is open parking for all.

The sign on commitment is a terrible idea. Employees are partners in the city's success too, penalizing sends the wrong message and considering businesses are the lifeblood of the downtown, owners and employees should get BENEFITS instead of being talked to about being "in the way" of visitors.

Offer education in person, in paper form and as a webinar or youtube video. People learn different ways.

Some type of incentive, perhaps even with a monetary or tangible value

You HAVE to make this easier. I would ride the bus everyday if it were on time. They don't target commuters.

I have no idea

What are you talking about? There is a huge garage with monthly passes--are employees not to park? Have you decided employees are the problem? To my knowledge, employees are already instructed to not park on the street.

Very difficult for most downtown operations operating outside of "9 to 5".

business owners and their employees should participate in responsible parking practices
shuttles for downtown employees and visitors who are staying in hotels in outlying areas

Utilization of high school parking lots and free shuttle downtown

Incentives for employees, role modeling by owners, council members, etc

no "outreach" is necessary. people are smart enough to make their own decisions

Provide incentives for those who make a no-parking commitment. Employees who agree to carpool or walk/bike might be given free show tickets or a City-paid bonus at the end of the year.

the city should provide free parking for the people who work down town, to free up temp parking for visitors & shoppers

require employees to park outside downtown in lots such as the church on Hersey and Oak

Discounted bus tokens for employees of downtown business owners or free.

Put people in a room to discuss the issues. Some business owners will probably have a store meeting, if somebody from the city would come and talk to them about this.

Owners, however, must be educated/on board first for this idea to trickle down in this way. Do not let Greg Lemhouse anywhere near this. He is an ass hole and will put people off.

If customers ask, make them aware of where one can park, or cannot park near their businesses

I liked the maps the city sent out that outlined timed (no employee parking) vs untimed ok for employees to park. We would have every employee sign off that they were aware of acceptable parking options.

Don't drive if possible. Park outside of downtown if you do, e.g. 5th st. B st. etc.

Businesses should financially support (based on # of employees) a rideshare/TDM program for their employees

A continuous shuttle between exit 14 hotels and downtown.



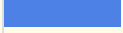


All those sound stupid

TBD

Parking in remote parking lot with public transportation to downtown, that runs frequently like every 20 min.

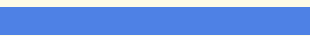

Statistic	Value
Min Value	1
Max Value	5
Total Responses	162

16. Employee incentive programs encourage employees to travel to work through means other than single occupancy vehicles. Examples of incentives include gift certificates to local businesses, additional paid leave, priority bike/vehicle parking, and subsidized transit fares. Rate your level of support or opposition for providing incentive programs (such as those listed above) to employees to persuade them to not drive alone.

#	Answer		Response	%
1	Strongly Support		59	30%
2	Support		64	33%
3	Neither Support nor Oppose		48	25%
4	Oppose		12	6%
5	Strongly Oppose		12	6%
	Total		195	100%

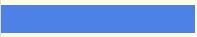

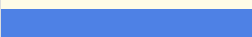

Statistic	Value
Min Value	1
Max Value	5
Mean	2.25
Variance	1.29
Standard Deviation	1.14
Total Responses	195

17. If an incentive program were developed, would you prefer a city-wide program administered by one organization, or a program developed by individual businesses?

#	Answer		Response	%
1	City-wide program		125	66%
2	Individual businesses		65	34%
	Total		190	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.34
Variance	0.23
Standard Deviation	0.48
Total Responses	190

18. How should an incentive program be funded?

#	Answer		Response	%
1	Through public funds		74	41%
2	Through individual (i.e. employee) membership		30	16%
3	Through group (i.e. business) memberships		96	53%
4	Other (please specify)		36	20%

Other (please specify)

I oppose an incentive program because there are clearly valid reasons that some people must drive single occupancy vehicles; therefore such a program would be unfair.

none

Volunteers take up lots of parking, service employees, also. Address more than just the struggling business owners. Meter lots to allow 6+ hours parking if needed.. Raise some funds from the users!

Through money raised by hotel and restaurant taxes since visitors use those.

Have a better public transportation system that serves more areas of Ashland. Put the money there. AND give employees free or discounted passes. Better yet, have free bus transportation in Ashland proper. Then you would have lots less cars from shoppers AND employees.

Downtown business district fees.

How about no program

Build a parking area outside of town. Install solar panels over the parking slots (similar to the installation over the sidewalks at the Medford Airport parking lot). Use the money from selling the energy, plus a monthly parking fee paid by businesses, to staff the parking lot and shuttle people to/from work. This would create new jobs, make renewable energy and solve the parking issues.

Through current 5 percent restaurant tax

Please do not spend my tax money on this. I pay for a membership at the Elks Lodge so that I don't need to worry about downtown parking. Others can do the same. Employee parking habits should not be subject of our tax dollars.

Support non monetary incentives- priority parking.

Don Shoup would say by charging for parking you could use the receipts for an incentive program. Or a program should be a combination of the choices you list.

public transit pays for itself

Should be a combination of all of these, as the benefit would be to everyone involved, including the city

from parking tickets fines.

It has to be a team effort. Everyone needs to participate, city, biz, and employee for it to work long term. But just creating regulations and telling every biz to meet them is unrealistic.

Don't do one. It's a waste of money. If people have to be bribed to "do the 'right' thing" what's the point?

Please don't use tax payer funds for this program

I would drive a carpool route every day if you provided a vehicle like they do in the SF Bay area.

Not at all. This "blame the employees" for congestion is nonsense. Tourists and even locals do not know the garage costs only a dollar ALL DAY. Many do not know it even EXISTS.

ashland food tax...from the profits if tourism

donations. we are asked for donations for much less worthy causes!

when working in CA, had to drive 30 min, pay \$70 to park, and still had to walk 10 min.

Individual owners should know the value of educating their employees of keeping parking open to consumers

Thru chamber of commerce

program not needed and I don't want my property tax dollars paying for any of this any and all of the above

use the City ended balance funds as the need to be used

Any way that does NOT impact my taxes

It would have to be on an individual business basis. It cannot be forced upon an employer.

I don't believe this is a viable model. My employees that can get to work without a car already do so. The others do not have an option.


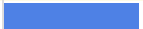



pursue some grant funding. But use any means available. Do your research.

Donated goods and services of business's?

public privat partnership,

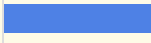
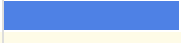
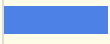


Statistic	Value
Min Value	1
Max Value	4
Total Responses	182

19. Rate your level of support or opposition for developing a city-wide carpool program.

#	Answer		Response	%
1	Strongly Support		30	15%
2	Support		55	28%
3	Neither Support nor Oppose		74	38%
4	Oppose		23	12%
5	Strongly Oppose		12	6%
	Total		194	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.65
Variance	1.15
Standard Deviation	1.07
Total Responses	194

20. Rate your level of support or opposition for developing satellite parking lots outside Ashland's downtown.

#	Answer		Response	%
1	Strongly Support		59	31%
2	Support		70	37%
3	Neither Support nor Oppose		42	22%
4	Oppose		9	5%
5	Strongly Oppose		10	5%
	Total		190	100%



Statistic	Value
Min Value	1
Max Value	5
Mean	2.16
Variance	1.17
Standard Deviation	1.08
Total Responses	190

21. Rate your level of support or opposition for a city trolley that:

#	Question	Strongly Support	Support	Neither Support nor Oppose	Oppose	Strongly Oppose	Total Responses	Mean
1	Would transport workers from satellite lots to downtown.	42.25%	37.43%	9.63%	4.28%	6.42%	187	1.95
2	Would circulate in Ashland neighborhoods and bring residents downtown.	43.32%	31.55%	12.30%	8.02%	4.81%	187	1.99
3	Would transport visitors around downtown.	43.09%	36.17%	12.23%	5.32%	3.19%	188	1.89

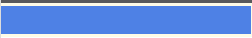


Statistic	Would transport workers from satellite lots to downtown.	Would circulate in Ashland neighborhoods and bring residents downtown.	Would transport visitors around downtown.
Min Value	1	1	1
Max Value	5	5	5
Mean	1.95	1.99	1.89
Variance	1.27	1.32	1.05
Standard Deviation	1.13	1.15	1.02
Total Responses	187	187	188

22. Would you use the above mentioned trolley?

#	Answer		Response	%
1	Yes		146	78%
2	No		42	22%
	Total		188	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.22
Variance	0.17
Standard Deviation	0.42
Total Responses	188

23. Who should pay to use the trolley? (Check all that apply)

#	Answer		Response	%
1	Employees		87	52%
2	Residents		114	69%
3	Visitors		159	96%

Statistic	Value
Min Value	1
Max Value	3
Total Responses	166

24. Please rate your agreement or disagreement with the following statements regarding the development of a campaign to promote the use of other modes of transportation.

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	Highlighting the benefits of bicycling or walking will encourage me to pursue other transportation options.	10.42%	19.79%	31.77%	22.40%	15.63%	192	3.13
2	Development of incentive programs would encourage me to use other modes of transportation.	13.61%	29.32%	28.80%	16.23%	12.04%	191	2.84
3	A safety awareness campaign would encourage me to use bicycle and pedestrian facilities.	7.85%	20.42%	31.94%	22.51%	17.28%	191	3.21

Statistic	Highlighting the benefits of bicycling or walking will encourage me to pursue other transportation options.	Development of incentive programs would encourage me to use other modes of transportation.	A safety awareness campaign would encourage me to use bicycle and pedestrian facilities.
Min Value	1	1	1
Max Value	5	5	5
Mean	3.13	2.84	3.21
Variance	1.45	1.46	1.40
Standard Deviation	1.21	1.21	1.18
Total Responses	192	191	191

25. How much would you be willing to pay, per one way trip, to ride the trolley?

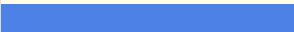

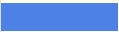





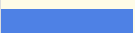
#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1		0.00	2.53	0.79	0.49	160

26. Rate your level of agreement or disagreement with the following statements:

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	I support the development of more bicycle infrastructure in Ashland.	31.05%	32.11%	15.26%	11.05%	10.53%	190	2.38
2	I support the development of a bike lane on Main Street.	29.10%	21.69%	16.40%	15.34%	17.46%	189	2.70
4	I would use a bike lane on Main Street.	23.53%	16.04%	19.79%	16.58%	24.06%	187	3.02

Statistic	I support the development of more bicycle infrastructure in Ashland.	I support the development of a bike lane on Main Street.	I would use a bike lane on Main Street.
Min Value	1	1	1
Max Value	5	5	5
Mean	2.38	2.70	3.02
Variance	1.72	2.16	2.24
Standard Deviation	1.31	1.47	1.50
Total Responses	190	189	187

27. What strategies should Ashland adopt to encourage more bicycling in the downtown area? (Check all that apply)

#	Answer		Response	%
1	Maps with bicycle routes outlined		111	62%
2	Education campaign which includes health benefits		24	13%
3	"How to" clinics for bicycle commuting		44	25%
4	Improved signage for bicyclists		93	52%
5	Improve current bike facilities (parking, fix it stations, etc.)		102	57%
6	Connect existing bicycle facilities to and through downtown		112	63%
7	Bike related events		40	22%
8	Employer amenities such as showers and covered bike parking		56	31%
9	Other: (please specify)		50	28%

Other: (please specify)

Do not support any of these strategies.

driver education: please teach drivers how to coexist with bicyclists. Many auto drivers make it difficult and dangerous for bicyclists.

I feel that we have enough bike routes in Ashland and do not need any more congestion than what we already have on Main St.

Improve current bike infrastructure (i.e. bike lanes, bike boxes...) We have parking and fix it stations!

Improved signage and other education for non bicyclists (and bicyclists) to help educate them about sharing the road.

bike rentals like velib in Paris; self rental service

More public transit. This little town is gaining more vehicle activity, consisting of a more dangerous biking experience. I won't be biking with my children anywhere.

clearly demarcated bicycle lanes

Fix bear creek bike path in Ashland

It's good as is. Ashland's hilly streets making biking to some neighborhood's very difficult. People bike where and when they can.

Bus or public transportation to my neighborhood where I could put my bike on to get downtown.

dedicated bike lanes

Safe route through downtown

Can you move it over the % it is now?

Bike path in the alleyways paralleling Main St.

Electric bike rental stations in several Ashland locations (like Paris) get Federal funding or non- profit grant

ways to reduce injuries/fatalities from car drivers' inattention to bicyclists

bike lanes and bike parking

Bicycle traffic laws must be ENFORCED. Until they are, bicyclists in Ashland are causing major safety risks for themselves, pedestrians, and motorists. These are VEHICLES, and they must obey TRAFFIC LAWS.

Do less, don't encourage them - most are traffic hazards and don't obey the traffic rules.

Adding more costs for bicycles is silly. The downtown area is walking friendly and not that large. The road diet is a joke. All the money spent and there are so few bicycles on it on a daily basis. If you're lucky you actually see one! Stop wasting money on this stuff.

Connecting existing bicycle routes, as you've mentioned above, deserves two votes... this is key.

city ride bike rentals

more parking for bikes, regular and covered

bike rider should use pick path.....

Creating bike lanes that do NOT impede the flow of traffic.

Bike repair events. In Santa Barbara there was a free open bike repair "shop"

None. Start dealing with the town and residents we have, not the town and residents a select few wish we could be.

Have one day a week with no motorized traffic after 10:00 am. Maybe in a much smaller area, like Main st, Plaza up to Library.

more bike lanes; repainted lines denoting lanes; lanes swept of debris on East Main

None. Bicyclers are a menace.

You are mad. Bicycles downtown are a MENACE to everyone, since the riders are IRRESPONSIBLE!

NONE

Santa Barbara, CA put bike parking & restroom/shower in their newest parking garage.

I do not believe we have a vehicle problem in terms of street congestion, so I do not see the value of more cyclists.

I work downtown and I do not see how this could possibly work. The businesses need all lanes for freight deliveries and the bikers have bear creek trail plus the lane you just put in which has made some of the merging for cars more dangerous than ever!

just not having to find car parking is incentive enough to ride a bike. working late at night can be a factor in not biking. safety.

more places to secure bicycles

Bike corral for safe storage of bike

No mention of effects of pollution/reducing use of oil, gas

The pit bulls that the homeless are keeping at their camps by bike paths are a BIG PROBLEM. I am now afraid to use bike paths.

don't need to spend more taxpayer money on "strategies" to encourage anything, let people make up their own minds on how they want or need to travel.

enforce traffic laws for bicyclists

Bike locking education and security cameras

Don't do it - our population and visitors are aging - FACE IT!

I don't think we should encourage or discourage bicyclist. It is not for everyone

have a day pass for the trolley

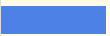




choice downtown locations should be prioritized via size: the smaller the vehicle, the closer to main attractions. Double seat, extended cab pickup trucks would have to park a bit farther away.

connect greenway to ashland bike path and downtown

educate bikers on safety -- helmets, hand signals for turns, etc



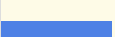

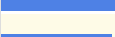
Statistic	Value
Min Value	1
Max Value	9
Total Responses	179

28. A bike sharing system consists of a fleet of specially designed, sturdy, very durable bikes that are locked into a network of docking stations sited at regular intervals around a city. The bikes can be rented from and then returned to any station in the system, creating an efficient network with many possible points and combinations of departure and arrival. Rate your agreement or disagreement with the following statements: I would support the development of a bikeshare program in Ashland.

#	Answer		Response	%
1	Strongly Agree		42	22%
2	Agree		50	26%
3	Neither Agree nor Disagree		59	31%
4	Disagree		19	10%
5	Strongly Disagree		19	10%
	Total		189	100%

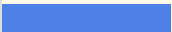

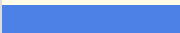
Statistic	Value
Min Value	1
Max Value	5
Mean	2.59
Variance	1.50
Standard Deviation	1.22
Total Responses	189

29. I would utilize a bikeshare program in Ashland.

#	Answer		Response	%
1	Strongly Agree		22	12%
2	Agree		25	13%
3	Neither Agree nor Disagree		44	23%
4	Disagree		53	28%
5	Strongly Disagree		44	23%
	Total		188	100%



Statistic	Value
Min Value	1
Max Value	5
Mean	3.38
Variance	1.68
Standard Deviation	1.30
Total Responses	188

30. Would you prefer a publicly run bikeshare program that is more convenient while also costing more money, or a privately run program that is less expensive and less convenient?

#	Answer		Response	%
1	Publicly run through bikeshare stations		57	36%
2	Privately run through rentals at bike shops		43	27%
3	Privately run, developed through a public partnership		60	38%
	Total		160	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.02
Variance	0.74
Standard Deviation	0.86
Total Responses	160

31. I would participate in a program offering awards/prizes for bicycle or pedestrian travel.

#	Answer		Response	%
1	Yes		71	39%
2	No		111	61%
	Total		182	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.61
Variance	0.24
Standard Deviation	0.49
Total Responses	182

32. Rate your level of support or opposition for adding the following pedestrian infrastructure downtown:

#	Question	Strongly Support	Support	Neither Support nor Oppose	Oppose	Strongly Oppose	Total Responses	Mean
1	Wider sidewalks	19.35%	14.52%	31.18%	22.58%	12.37%	186	2.94
2	Bulb-outs (areas where the sidewalk is extended near a crosswalk so pedestrians have shorter distances to travel)	16.04%	17.11%	31.02%	22.46%	13.37%	187	3.00
3	Increased crosswalks	14.97%	20.86%	27.27%	25.13%	11.76%	187	2.98
4	Increased flashing beacons (such as near SOU)	17.55%	18.62%	22.87%	21.28%	19.68%	188	3.07

Statistic	Wider sidewalks	Bulb-outs (areas where the sidewalk is extended near a crosswalk so pedestrians have shorter distances to travel)	Increased crosswalks	Increased flashing beacons (such as near SOU)
Min Value	1	1	1	1
Max Value	5	5	5	5
Mean	2.94	3.00	2.98	3.07
Variance	1.65	1.58	1.54	1.89
Standard Deviation	1.28	1.26	1.24	1.38
Total Responses	186	187	187	188




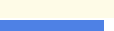
33. Rate your level of agreement or disagreement with the following statements:

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	Increased enforcement is necessary to enhance parking availability in downtown.	5.35%	13.37%	36.36%	30.48%	14.44%	187	3.35
2	The expansion of parking time limits to more parking spots would increase the availability of parking in downtown.	8.06%	19.35%	35.48%	25.81%	11.29%	186	3.13
3	My parking habits would change if parking violation fines increased.	4.32%	7.57%	23.24%	34.59%	30.27%	185	3.79
4	I would be more willing to park farther away from downtown in order to avoid areas with higher parking violation fines.	4.30%	18.82%	24.73%	26.88%	25.27%	186	3.50
5	Increased enforcement or the expansion of time limits to more parking spots would deter me from visiting downtown Ashland.	14.89%	22.34%	19.68%	27.13%	15.96%	188	3.07
6	Increased regulation and enforcement	17.02%	35.64%	23.40%	13.83%	10.11%	188	2.64

	downtown would cause me to park in nearby residential neighborhoods.							
7	Color-coded curbs would help me find appropriate time-limited parking spaces downtown.	17.99%	38.10%	25.40%	13.76%	4.76%	189	2.49
8	I would rather pay to park long term, in a surface lot located outside of downtown, than pay for metered on street parking.	15.14%	20.00%	35.14%	20.00%	9.73%	185	2.89
9	I support an increase in parking violation fines.	5.35%	11.76%	28.88%	29.95%	24.06%	187	3.56

Statistic	Increased enforcement is necessary to enhance parking availability in downtown.	The expansion of parking time limits to more parking spots would increase the availability of parking in downtown.	My parking habits would change if parking violation fines increased.	I would be more willing to park farther away from downtown in order to avoid areas with higher parking violation fines.	Increased enforcement or the expansion of time limits to more parking spots would deter me from visiting downtown Ashland.	Increased regulation and enforcement downtown would cause me to park in nearby residential neighborhoods.	
Min Value	1	1	1	1	1	1	
Max Value	5	5	5	5	5	5	
Mean	3.35	3.13	3.79	3.50	3.07	2.64	
Variance	1.11	1.22	1.19	1.40	1.73	1.46	
Standard Deviation	1.05	1.10	1.09	1.18	1.32	1.21	
Total Responses	187	186	185	186	188	188	

34. To address parking availability, Ashland should construct another parking garage in downtown:

#	Answer		Response	%
1	Immediately		69	38%
2	Within the next 5 years		43	23%
3	Within the next 10 years		32	17%
4	Never		40	22%
	Total		184	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.23
Variance	1.37
Standard Deviation	1.17
Total Responses	184

35. I would support a specified time of use for downtown loading zones (for example, 8:00 AM -12:00 PM), which then becomes vehicle parking.

#	Answer		Response	%
1	Yes		158	85%
2	No		28	15%
	Total		186	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.15
Variance	0.13
Standard Deviation	0.36
Total Responses	186

36. A residential parking program would provide free residential parking permits to households to protect their parking access at home. The remaining permits would be sold or distributed to downtown employees that are parking outside of the downtown area. Rate your level of support or opposition for Ashland administering residential parking permits to regulate occupancy in spillover residential areas.

#	Answer		Response	%
1	Strongly Support		38	20%
2	Support		47	25%
3	Neither Support nor Oppose		40	21%
4	Oppose		28	15%
5	Strongly Oppose		34	18%
	Total		187	100%




Statistic	Value
Min Value	1
Max Value	5
Mean	2.86
Variance	1.93
Standard Deviation	1.39
Total Responses	187

37. Rate your level of agreement or disagreement for the following statements:

#	Question	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Mean
1	Metered parking is necessary for controlling downtown parking.	6.95%	18.72%	25.67%	21.39%	27.27%	187	3.43
2	Metered parking would deter me from parking in downtown Ashland.	25.54%	25.54%	20.65%	21.74%	6.52%	184	2.58
3	Metered parking would deter me from visiting downtown Ashland.	21.86%	20.22%	24.59%	21.31%	12.02%	183	2.81

Statistic	Metered parking is necessary for controlling downtown parking.	Metered parking would deter me from parking in downtown Ashland.	Metered parking would deter me from visiting downtown Ashland.
Min Value	1	1	1
Max Value	5	5	5
Mean	3.43	2.58	2.81
Variance	1.59	1.59	1.75
Standard Deviation	1.26	1.26	1.32
Total Responses	187	184	183

38. If metered parking were implemented, which of the following options, if any, you would support:

#	Answer		Response	%
1	Higher demand parking should be priced more.		8	6%
2	Smart meters (that take credit cards and are solar powered) should be used instead of conventional meters.		99	69%
3	A mobile phone app for payment should be developed.		36	25%
	Total		143	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.20
Variance	0.27
Standard Deviation	0.52
Total Responses	143

39. Please share any other comments or questions in the space provided below.

Text Response

I think metered parking downtown is the way to go. That, coupled with closer parking garage (like at the corner of Pioneer and Lithia) would create more desire to want to go downtown. My family and I often avoid coming to Ashland on the weekends for the single reason of I don't want to circle the downtown area for 30 minutes with kids looking for parking. A second lot, where my disabled wife doesn't have to hike up hill (Hargadine parking structure) would be nice.

If meters were implemented, I would park in neighborhoods. If that was also discouraged, I would feel as if Ashland does not want me visiting. I do not think auto parking is an issue currently. I do however think that bicycle infrastructure and routes should be bolstered. I also think that covered bike parking should be made available.

Please do not build a hideous parking garage downtown or nearby.... there would still be parking issues because people like to park downtown and walk to/from restaurants and park. Employee satellite parking is a horrible idea.

Some of these questions were not good. For example: I have very different answers to how much I would be willing to pay to use a trolley for employees coming from a park-n-ride is VERY different than the amount I'd be willing to pay as a tourist to get around Ashland. I'd only want to pay \$1 or less a day as an employee but would be willing to pay up to \$7 as a tourist. Also, the last two questions are either repeats or are lacking the ability to answer the question as intended. Oops!

I think metered parking is a horrible idea for those of us that work in the downtown area. Unless there is an employer subsidy, I don't think employees should have to pay extra just to go to work. I think metered parking would drive a lot of people into the residential areas.

I think Ashland should look to Medford as an example for downtown parking. You can build a ton of parking structures, but in doing so you can spend a lot of money only to detract from the character of the town, take on huge public maintenance costs, and miss the point that people need a reason to come downtown and park in the first place. Medford would love to have Ashland's parking "problems". Parking needs to be part of a holistic approach that begins with good planning; if parking structures are considered they should be on existing public lots, and should incorporate retail on the ground floors and/or workforce housing above.

NO PARKING METERS THEY RUIN THE AWESOME FELL OF OUR TOWN. There was a reason we got rid of them in the first place!!

Please be very cautious about considering metered parking in downtown Ashland. I think it's important that we absolutely avoid getting too "big city" as we are selling a small-town experience to guests.

We need to grow up as a desirable place to visit.. Having to go move your car every two hours is a crazy way to treat visitors and the public. Charge the users and offer day Parker's options that are do-able and affordable on minimum wage. Encourage walkers to walk (drinking fountains that are Cleaned daily, shady benches to rest, safe places to cross the street). Bicyclists should be expected and enforced to follow traffic laws.. They are out of control w disregard and expect all others to yield them the right of way and others to be penalized if an accident occurs.

The question above should allow a check all option (metered parking) Many of the questions were not framed accurately enough for my answer to be relevant, such as the question about "Ashland should build a parking structure in the next...." Do you mean

public parking structure, do you mean private structured parking for business? Some of the questions I answered will not be able to be interpreted and summarized in a way that reflects the meaning behind my answer. Not one of the better surveys I have seen and participated in

I would most support better, safer bicycle options. I most often ride my bicycle to get to downtown, but always feel like I am taking a major risk when I do. When riding with my children we often travel through the alleyways to avoid traffic. I would love to feel like we could ride more safely downtown. I think better bicycle parking is an important part of this. As to vehicle traffic, I have never used the paid parking garage next to OSF, but I feel that if it gets used and filled another parking garage is a reasonable consideration. I would rather cluster parking in fewer areas than spread the parking farther throughout the neighboring communities. I appreciate the chance to participate in this dialogue.

Thank you!

I DON'T SUPPORT METERS Please don't even think about putting meters downtown! They are terrible!!! Makes you feel like you are living in big city—not Ashland. Please please please no meters!

Limit the time allowed for delivery trucks at businesses in the downtown area.

My biggest concern is the avoidance of squandering any enthusiasm out of locals because we are myopic in our focus of supporting the tourism trade. As a suggestion, we need to find a balance to support both, otherwise locals will continue to find ways to 'deter' tourists from enjoyable experiences. Not to mention, the attrition rate of the very people who make Ashland as appealing as it is will increase with the levels of difficulty in living here in Ashland. A 20 year resident, I'm becoming quite fed up with a massive focus on our tiny downtown area, when if you play this on a more systemic/economic scale, developing additional parts of Ashland (even greater Ashland areas such as Emigrant and Greensprings) will also dilute some of this serious congestion issue. Bottom line: maybe the problem isn't just the scope of congestion, perhaps it's also the scope of solving such a narrowly focused issue.

almost all of the options avoid the best response to the parking problem which would be to build free multi-level parking lots where the existing lots are, encouraging people to visit downtown and stay

Lower prices for residents.

The last question: If metered parking were implemented, rate your level of support for the following statements:" appears to be broken.. presenting one radio button group for all options doesn't provide any way for me to "rate level of support"

All these price-based incentives to control parking pander to the wealthy in town and punish the working people. Employer-employee incentive programs to spur parking outside the downtown grid could be successful if there is somewhere to park other than in the surrounding neighborhoods; likewise those incentive programs that aim to get more people using bikes (readily available and reasonably prices rental bikes strategically located might help but many of us would still have to drive from home to town to access them, so what's gained?)

We need more parking spaces on the streets. If head in parking is used, I believe that would create more spaces. I also think truck parking should be reserved to mornings only. And another big lot would be wonderful!

NO metered parking in Ashland. It would be AWFUL to businesses. I know I would not go downtown to restaurants as much. Now, I go downtown restaurants multiple times a week. I wouldn't if I had to pay for parking. AND we already have problems getting people from Medford to visit Ashland due to the meals tax. What are you trying to do, close down more businesses? Get real people. Don't do things that would discourage people to visit downtown businesses. No metered parking. No shortening of the time

limits. It's hard to get a meal at many restaurants and get out in under an hour. We need to keep the 2-hour limit in most places. The ONLY good suggestion you have come up with is to have parking lots outside the downtown area and have a bus or trolley take people to the downtown area. But don't charge for it or you won't get much participation.

I live here, I often walk into downtown... was utterly amazed and appalled by the state of both the sidewalks and streets in downtown Ashland and in neighborhoods throughout Ashland this winter, when we had the sudden snow and freezing temperatures.... if the city is not subject to lawsuits for negligence from folks with broken bones and smashed cars, I'd be surprised... even downtown businesses did not feel the need to get the sidewalk in front of their shops shoveled....and Main Street, to Siskiyou Blvd and all linking streets were a death trap for weeks.... city regulations re care of sidewalks needed and city care of streets needed!!

I own a salon within the boundaries noted @ the beginning of the questionnaire. It's my opinion that Ashland seems to hate its citizenry in the summer, punishing those of us that have to commute by car, especially. I believe that this parking situation is much ado about nothing: the visitors don't want to use their cars while they're here, and we need more employees to service all of the out-of-towners who prefer to stroll and enjoy our fine town. It really isn't broken, we really need to leave well enough alone.

Do we really have a problem, I see little use of standing stone bike parking, the current three lanes works finer for mixed use and delivery trucks. Do not do what failed in Eugene years ago.

Expand the existing lot to the Lithia Springs lot, give Lithia Springs one floor of the garage. Use the other floors and offer a monthly parking pass.

we need more parking garages, I would not want to punish locals for using residential parking areas. Workers need to park some place and they are currently parking away from downtown and need a place to park. If they can't park in the residential area where would they park? Business need to have access to their stores so we can bring in supplies, we should not be penalized for short stops outside our business to bring in heavy items. We really need the free bus system back that was working and it was discontinued. Bring back free buses and free trolley.

Higher demand areas should cost more, smart meters AND regular meters can be used, an app can be developed for smart phones. Build lots for employees and business owners outside of town. Install solar panels (similar to the ones at Medford Airport parking lot) over the parking slots. Create a job for some people to guard & maintain the lot, and to shuttle people back & forth to Ashland. The parking burden on downtown would be eased, renewable energy would be produced, jobs would be created.

I am curious who owns the parking lot next to the police dept's downtown contact station. That is a big waste of space because the businesses are hoarding it so no one else can park there - 24 hours a day! I won't shop at those businesses. They could at least open it up in the evening when their shops are closed. Sorry - I just had to get my gripe out.

Many Rogue Valley residents already avoid Ashland due to the meals tax. By making it more expensive to park and deal with fines you will further drive away local business. I think the focus should be on easy, comfortable ways to make parking more accessible. Good luck and thank you for doing this.

Portland has very successful metered parking.

Visitors should not be allowed to park in residential neighborhoods. An active and free trolley system should be instigated immediately throughout the high season from outlying parking areas.

If any of you have ever lived in a big city, you know that Ashland does not really have a parking problem. Meters would just piss people off, especially toward the city govt. As an owner, I have to bring tons of stuff to my business and home, so I have to park as close

as I can. Plus I work late into the morning, so I would not feel safe using a satellite parking lot etc. This might be good for people w 9-5 jobs. Also, the parking log needs to be reprogrammed. If I stop by my business in the morning for 5 min, I should be allowed to come back later in the day. The parking enforcement officer said that once you parked somewhere, you can't park in that zone for the rest of the day. Also, owners should get a park wherever you want as long as you want pass. We pay more taxes, we value convenience for consumers, and we need to be there on and off all the time.

Metered parking could be a better solution than higher enforcement. Currently the parking enforcement system is a bit of a pain. Especially for business owners, paid parking is a tax deductible business expense, whereas tickets are not. Metered parking is also more attractive than a large, unattractive garage.

People need to be educated about the "High Cost of Free Parking." Try educating the policy makers and the folks at the Chamber about the benefits of paying for parking before you pitch any kind of paid parking proposal.

No meters..... please !!

cars are really stupid inventions car are essential to american's way of life public transit is so much smarter the planners need to be thinking about people's needs rather than having people think about best case for their cars. sure I want a 4x4 and my own private parking permit with year round rights to park anywhere but why give me what I want when we could have clean air quiet electric mini vans and enough routes around town so that no one thinks about private transportation except tourists

Many sidewalks throughout Ashland (not only downtown) are in dire need of repair.

That last question really should be checkboxes, not radio buttons. Metered parking is very annoying. I'd rather see more meter maids enforcing the existing time limits. The 2 hour time limit is just about perfect for most tasks downtown and encourages lingering at shops; shorter limits would discourage impulse shopping. A parking garage on the Post Office lot would be perfect. See the structure at Bryant & California in Mountain View, CA as an example of how a retail shop and parking structure can work together. The bottom level could be ramps and the existing PO use; the upper levels would be public parking. Another possibility would be the two lots at B & Water. I would not want to see a garage on the lot at Lithia and Pioneer; too many trees to be removed.

Get meters like they have in Portland.

NO!!!!!!!!!! Parking meters!!!!!!

I do NOT support meters unless the first 30mins are free.

Thank you for considering these issues. Please do not make more flashing lights that make the town feel industrial. Rather move to a more European plaza. Encourage more outdoor eating and congregating (not just the transient population). Drive traffic towards Hersey.

1. Questions above appear to be loaded to arrive at a desired answer for example, the one about residential parking permits, that in itself is a great idea. But in the same question the second half basically says local biz's would have to pay for employees to park. What a disincentive and slap in the face to local business struggling to succeed. Another example is the q about the public vs. private bike share, why is private bikeshare automatically deemed "inconvenient"?? You are guaranteeing answers supporting a public program, not a fair question. 2. Please don't overthink this whole thing, by doing so we lose opportunity. The City has turned down multiple projects with incredible parking lots in the past 10 years.... The project behind Ashland Springs hotel would have improved that visual mess of a parking lot and provided public spaces. But it was denied. The Northlight project had 100 public subsurface spaces but that too was denied. Now we have no public parking in either place. Loosen up! We could have solved this problem and ended up with some nice amenities to boot, including a cancer

center on Lithia way and nicer street scape on Hargadine. 3. Too much City involvement will create high admin costs and overregulation on part of the planners, essentially killing any hope of success long term. (see Croman mill, north railroad district, post office relocation in late 90's). Instead, the City should seek inventive business owners to come up with public private projects (utilizing some City funds to reduce some of the risks) that could help add parking, add downtown trolley, and add the bike share program. 4. Don't penalize staff or business owners, we are lucky they are sticking it out in a town that for the most part is unsupportive of business and provides a challenging market to be profitable over time.

We need to support the town and residents we have, not some dopey Utopia. The reality is our residents and tourists skew older. They're not going to shop downtown if they have to walk long distances to take their stuff back to the car. As for a bike path on Main St., unless a cyclist is traveling to Main St. in particular, why? There are plenty of side streets with low traffic and the greenway bike path. Feel free to ticket pedestrians who cross against lights or step out without looking (and I say this as someone who walks pretty much everywhere). Same with bicyclists. Sorry they don't want to stop because it's too hard to get going again, but they made the choice to commute that way and if they don't like the laws, work to get them changed. In the meantime, I'm tired of stepping off the curb with a light and have a bike cut me off. I'm also tired of people riding on the sidewalks--they're crowded downtown with walkers and if you don't feel safe riding your bike downtown, feel free to walk it on the sidewalk or find another route. Also, bring back the RVTD 15 bus loop in Ashland.

Create parking spaces outside of Ashland, provide a shuttle between those parking areas and downtown. Turn Main Street and the Plaza into a pedestrian area with deliveries only between 6 a.m. and 11 a.m. No parking on Main Street or the Plaza. Give Main Street and the Plaza back to humans, take it away from the cars. Btw, more walking is healthy to everyone at any age.

Parking meters are a pain in the ass, leave them to the big cities.

1. I am an old lady who can no longer ride a bike (hip joint problems) - so my negative responses about what would get me to ride a bike are due to that. 2. Don't forget to provide for and encourage Segways, powered wheel chairs, etc.

This survey is focused on cars,cars,cars. I almost never use a car to go around in Ashland. I use my bike, which has a burley trailer for carrying stuff. I put only 1,500 miles on my car per year. However, anything that can be done to minimize cars driving in downtown would be welcome. Let's make using other modes of transportation more accessible, and not cater to the convenience of cars. That parking lot behind OSF is a well kept secret. Is it really fully used?

I don't need incentive to walk but my management discourages it because of the time it takes to walk downtown. Especially now that we have HR promoting walking with fitbit it would be nice to see the whole management team supporting/promoting walking. I live in Medford, I would drive a carpool route every day if you provided a reliable vehicle.

The bus system here is awful. It doesn't lend itself to commuters. It's never on time leaving Ashland and if you miss the bus, you could wait from 20 - 45 minutes before the next one arrives. There is also no late bus so if you wanted to stay in Ashland and see a play or eat dinner, you have to find alternative modes of transportation home. They finally got a weekend bus schedule but it doesn't work for anything that I'd like to do in Ashland (plays, dinner, Elks events). A commuter train from Medford to Ashland would be my 1st choice. What are the hidden costs of the bike lane? How much more is it going to cost if it's permanent? How did the road change affect Ashland during the December snow storm? I was stuck in Ashland for hours. The number of car accidents was overwhelming. Could that have been reduced if we were not down to just 1 lane

each way?

I think that the ideas presented are well thought out and have several different options. As I answered the questions, I realized that though the ideas are good, they do not address some of the issues I see. I live in Medford and commute daily into Ashland for work. I do not have a 9-5 job, my schedule changes weekly. There are days when I come into work before noon and leave after the sun has set. Carpooling is difficult- we all have different schedules and it's hard to coordinate because of this. I think that the idea for a parking structure outside of downtown is great. I would use it, but have a few questions about it. Would the trolley mentioned run late- as in after 6pm? Would the parking structure be well lit and free of some of the homeless who can be seen in the structure downtown?

Granite St. should have parking BOTH sides - similar to all the other close-in residential areas.

I dislike the idea of metered parking in downtown Ashland!

Why not build a major, and UNDERGROUND, garage on the city periphery? Provide frequent transport to the theater/downtown areas at VERY nominal cost (less than one dollar round trip). If you want me to walk from residence to downtown, FIX and ENLARGE the sidewalks on North Main. They now are a disgrace, narrow, and even DISAPPEAR in several places. KEEP THE PLAYHOUSE TRAFFIC OUT OF THE DOWNTOWN AREA. Force parking in the above noted garage. Stop playing games with costly "striping" of No. Main - FORCE SOU commuter traffic to stay ON the freeway and exit on Ashland St. by REALLY redesigning the on/off ramps to FACILITATE traffic flow. GET Those DAMN delivery monster trucks out of downtown streets!!!!. Why does anyone need a 70foot combo to unload beer cases? FINE them at least ONE THOUSAND DOLLARS per violation - that'll change the delivery guys truck sizes QUICKLY.

There have been suggestions regarding restricting Main St. from 3 lanes down to 2 lanes and instituting angle parking. I strongly disagree with this idea and proposal. There have also been ideas floated as well about restricting large trucks performing pick up and delivery service to Main Street merchants. I also oppose this because the increased cost would be passed on to the merchants. There has been a tendency in the City administration to try to find solutions to problems that don't exist. A prime example is the North Main "Road Diet". Before any future program is initiated relative to bicycle use or parking, solid evidence that a problem exists MUST be demonstrated. Remember that Ashland is built upon hills and it is NOT ALWAYS POSSIBLE AND SOMETIMES IMPOSSIBLE to walk or to ride a bicycle to or from downtown or anywhere else in Ashland

I have found that many people do not know there is a parking garage. Those that do frequently don't know of the daytime, cheap cost. More promotion/education is needed. Employees are not to blame for downtown (Main Street) parking problems. Neighborhood congestion, sure, but so are visitors. Tourists and residents of Talent, Phoenix, Medford, etc may not be aware of all the "new" options (garage) and simply park as they lay have. Perhaps if buses ran more frequently/conveniently to work schedules, and perhaps if their routes are posted at their stops, and perhaps if "exact change" (whatever that may be these days, I have no idea) was not required, then more people would ride them. Santa Barbara, CA has a wonderful electric shuttle program. They charge 25 cents per ride. The shuttles are open air and nearly silent. Some loop the main street (in fifteen minute intervals during peak hours & seasons) while others go cross-town. Their garage & city lot pricing is also perhaps worth noting. The first 30 minutes is free, enabling quick errands to be done with little hassle. And they have actual parking attendants at the entrance/exits should any problems arise.

Please consider the age demographics of Ashland. I would love to ride a bike around town but I would not be able to ride back uphill to my home. Ashland is, I think, grossly "over signed." I have a theory that if drivers read every sign on Siskiyou Blve. there would be a huge number of collisions.

So many ideas on this survey make no sense. No one owns the street in front of their house, so a homeowner has no more "right" to park there than does a visitor or a downtown employee. I live across from South Medford High in Medford, and students park around my house every day. Why, if we have a parking problem, did Ashland just build a new building on Lithia Way, eliminating some downtown parking? Adding bikes to downtown doesn't decrease a congestion problem, because we don't have one. A jaywalker never has to wait more than a minute or two to cross all three lanes of E Main St. In fact, bikers are MUCH more prone to disobeying traffic laws, and I have had MULTIPLE close calls with bikers running red lights, nearly hitting me at a high rate of speed as I crossed in the crosswalk. I do believe that tourists and some downtown employees would be willing to ride a trolley from a remote parking lot into downtown, as long as the cost was very resonable and they ran on a regular schedule. I see no way the city could shoulder the cost, and perhaps there is no way to collect a reasonable fee for this service and still stay solvent. Tourists and locals do not need another increase in the food tax.

Please don't put a bike lane on main street. I work 40hrs a week downtown, so 5 out of 7 days I drive from Talent to Ashland. I rarely see people using the bike lane you added last year. It has added time to my commute, and I totally support bikers, and I love to ride my bike....on the bear creek trail it's safely away from traffic, and it doesn't hinder business or cause any unnecessary merging like the merger by Helman St. I have changed my route home because there are so many times I was either cut off, almost hit, or just felt unsafe. I have to admit I am not the only person I know who has verbalized a problem with that merger.

I would like there to be employee parking downtown, where a selected few passes are given to a few business and then divided up amount the most need. I would also like there to be greater fines for parking in the bike lanes its dangerous, illegal and happens far too often.

It is important that we don't discourage locals from shopping in Ashland. Metered parking would hurt local businesses. Parking doesn't seem to be a problem in the off tourist season, so a trolley transporting people would be helpful during the high season. I already don't park downtown, I park just outside of downtown. Most of our employees ride bikes to work. I must deliver product to my business many times a week. some product is delivered to my business from many, many miles away. I don't know what would happen if we were unable to accept delivery because of delivery restrictions. We may not be able to do business. Deliveries are not the problem with parking in downtown. More crosswalks won't keep pedestrians from stepping in front of moving cars. More crosswalks would encourage drivers to push through crosswalks so they don't have to stop "again". Many pedestrians cross the street in the middle of the block because they are too lazy to walk to the corner. More crosswalks won't fix that. One way street signage should be painted on the road in addition to the signs. There are so many signs to read that people just don't see them. Every side street to the one way streets should have arrows pointing the direction they can go. If you add signage with directions to restaurants, downtown will be a mess. People need to park and walk not drive around looking at signs.

1. Sometimes I'll try to park in a space before I realize that there is a fire hydrant; if there was a blue line painted between the space and the traffic lane that would signal to drivers that parking is not allowed and it would make the hydrant immediately visible to

fire fighters. 2. Parking spaces are limited by lines painted on the street, but the lines are not visible from inside of the car so some times I am too far forward or backward for the space. It would be helpful to have the lines extend up on to the curb, or some other form of demarkation.

As a resident to Ashland, I do not want to pay for another parking garage that has spaces available 9 months out of the year! The only time Ashland has a parking problem is during the high tourist season from June to Sept.

There have been many times when I have noticed that the city is insensitive to the needs of the disabled. For example, it is difficult to attend band concerts unless one arrives very early to get a parking spot. There are few drop off and pick up locations. Very little handicapped parking.

I have lived in Ashland for 18 years, am downtown frequently, and don't see much of a problem.

Absolutely no metered parking....this is Ashland people, quit trying to turn our nice friendly little town into Portland or some other "big city" culture!!!! First come, first serve parking like its been for over 20 years

I said immediately for building new parking garage, but that is only if it is needed. I walk several days a week and have never seen the parking garage by OSF full. If that was offered free for all day parkers, then you could enforce the two hour street parking.

You do not have enough downtown parking for theater events during the day. We seem to forget that there are a number of steep hills in Ashland and those of us local Ashlanders who live there may not be able to climb/bicycle the hills or walk the expected distances as we age. Currently I leave off people with limited mobility in front of OSF and park 1/2-3/4 mile away before I can find 4 hour parking so that I can also attend the plays with them. Over the past two years many choices have been limited to 2 hour parking which is not enough time for theater goers. Why not 3 hour parking limits downtown?

Please DO NOT make downtown 2 lanes. Traffic backups and congestion would be horrendous. Cars wanting to turn right or left would have to wait for pedestrians to cross before making the turn. Also, semis double park in the 2 outer lanes when delivering goods to the merchants. Now the only way to make it through downtown without having to change lanes to avoid the semis or the cars turning right or left is to use the center lane.

I live at 68 E. Main, Unit 1 (above the Tudor Gift Shop). The only parking available for me and the two other condos is on the street. I maintain that a parking permit for those residents should be available for the parking structure behind the Thomas Theater. I would be happy to pay a monthly fee for such a permit. Thank you for finally addressing the parking and transportation problem in Ashland. Sincerely, James Hunting 68 E. Main, Unit 1 at 541-552-1223

Meters are usually confusing, frustrating and scary to use.

Metering parking will discourage shopping downtown for residents. The City of Ashland needs to recognize that it is becoming a retirement town as well as a tourist town. Of which many of the tourists are of retirement - or older - age. It is time to start planning for this.

NO GODDAMN METERS! These would destroy the character of our town.

Making Main Street one lane for vehicle use on the north end of town, has resulted in longer and slower traffic lines into the city center. It now takes twice as long to make a left turn against southbound traffic. Waiting so long to turn, wastes fuel and increases air pollution. I see no benefit compared to what we had in the past.

I think that the parking rates at the current garage are extremely reasonable and think that perhaps the rates should be publicized more to make visitors realize how

inexpensive it is to park there.

I would prefer the city to have more personnel on the streets writing tickets than see meters in the downtown. Don't turn Ashland into California city that uses meters as money maker. This is not what I want to see where I live.

I oppose the concept of metered parking. Our side walks are already too small and congested. I believe our parking enforcement system is adequate.

I have wanted a trolley with day pass or other reasonable payment system for years. I have wanted to curtail car traffic in downtown for years. There should be easy access for cars, but e.g. less parking on main street -- widen the sidewalks and put in a bike lane instead.

My comments are atypical as I am an elderly person with a handicapped parking permit so I can't walk or bike to downtown.

Survey a good step, but it doesn't lend itself to innovative answers. I hardly ever have trouble parking downtown, though I sometimes have to park in the Railroad District. It just is not a big problem. A new parking garage would be a foolish waste of money, cement, and carbon pollution. Creating small parking spaces in desired locations would encourage smaller vehicles which would allow more people to park. The bigger the cars and trucks the worse the vision for others, the worse the parking, the worse the pollution. We should be encouraging people, not iron. Bump-outs, rigid enforcement, selfish pedestrians who step out to force a car to abruptly stop when there is clearly a gap behind them is just plain rude, ambiguous signs, drivers using the left lane for boulevard travel (when it should be reserved for passing and left -turns only), sneaky police putting out onerous fines for meager infractions, inured judges who only back police no matter the situation - all annoy me and alienate me from my town. Finally, though you didn't ask, being forced to stop at all stop signs and red lights no matter the lack of cross traffic is a gigantic stupid imposition of law over common sense. The law should be changed to allow vehicle movement through any stop sign or light where it is clearly visible that no cross traffic is there to stop for. It should be changed from "You Must Stop Always No Matter What" to "Stop when you must." All existing signs would still regulate traffic when there is reason to fairly regulate it (when more than one person or vehicle is at the intersection - at which time it is on the person with the stop sign or red light to stop and not even brake the pace of the car in the green). Fines would be leveled at any driver who endangered any right-of-way traffic. But making us stop at intersections where we and everyone can clearly see there is no one there to stop for is a rigid misuse of law that doesn't trust drivers to know when an intersection is open or not. As is we waste enormous amounts of time, gasoline, poison pollution (cars run their worst at low RPM's) and carbon dioxide pollution. Ashland could be the town that innovates a new standard that could be copied widely. As is, millions of times a minute, all across our country, people are expected to stop when they can clearly see there is no real reason to other than avoiding a ticket. We should change the law to expect us to stop when we must (for cross traffic) and not when there isn't. At busy intersections nothing would change, for drivers would have to stop and wait for actual persons or vehicles in the green. And when they aren't there, we would be legally allowed to roll through safely.

Downtown has 3,000 employees and 3,500 parking spaces. Since we know that at least 75% of downtown employees drive alone to work, this means that about 2/3 of downtown parking spaces are occupied by employees. This is a problem that can be easily (and cheaply) solved through time-limiting all the spaces in the core (NO METERING NECESSARY) and through establishment of residential parking zones on the periphery. Residential parking permits can be issued to existing residents while employees would pay for parking permits in these zones. This will have the combined

positive effects of encouraging employees to use alternate travel modes and dramatically increasing availability of parking intended for visitors/patrons. Building more parking downtown will simply encourage more driving.

More infrastructure for bikes and the pedestrians is the key. People don't live or visit here to drive. They park and walk...or ride. Wide sidewalks, public squares and connecting bikeways will increase Ashlands "Euro" appeal. Education and signage is the biggest waste of money and time and is mainly what you do to appease a problem and not fix it because it is cheap and easy. Ideas like employee incentive however are very innovative and shouldn't be lumped in with "education".

PLEASE find a way to reduce overspill into residential areas. I live right above the OSF and my parking spaces are next to nonexistent.

There were some bad questions, or bad choices for answers, e.g.,: There was no option for the rubber-tired trolley question that indicated a preference for "free of charge to users". My preference would be to fund it via public/private funds. Also, you forced one choice only on the final question, whereas I would support a combination of all of them. Finally, on the question of bike share programs, I would have supported BOTH the first AND third option, depending on more information provided in the question.

Free residential permits should be for first car. Second car should cost something.

Third car should cost more! Etc. I support all three of the metered options! Only one selection allowed.

I use disabled handicap parking. Currently the available spaces can fill up in the parking garage by the OSF at peak times. I appreciate the available disabled handicap spots. When I attend an event Cabaret/OSF or have a meal down town I can access amenities. Getting to city hall and the planning building are something problematic, the one disabled handicap spot near the City Hall is mostly unusable. I support a trolley with parking on the north and south end of town. I would need to be sure it has easy on and off for the challenges of bad hips and knees. I also think the parking meter would change the experience of Ashland as a cute little town. (and needs to be considered carefully) but if both smart phone and credit card could change parking availability down town, as long as employees have remote parking options it could work. One last question does this infrastructure investment promote a rate of increased use of Down town that is aligned with controlled economic growth of down town use. Does the increase use of down town result in an increase in economic benefit to the residents, AND to the city tax base.

When you are employeeed downtown it can be hard to get out of the job to move your car. I have gotten tickets for being less then five minutes late to move my car and there was nothing I could do to get out sooner. I do not live in ashland and always allow myself extra time to find parking but it is always a struggle to move my car at the exact two hour or four hour mark. If I move it to early then I have to move it an extra time. It would be nice if employees had something to put in their window that would at least allow them a 15 min. grace period.

Statistic	Value
Total Responses	87