



Wayfinding



Downtown Parking and Multi-Modal Circulation Project

GOALS

Direct users where to park during times of high demand, and subsequently how to access areas of interest on foot

- Parking management during peak tourism season in Ashland can pose multiple problems (traffic congestion, underutilized parking, etc.)
- Wayfinding system can aid in directing residents or visitors not only to parking, but also other points of interest within the city

WHY

Low cost option to redistribute demand and improve customer experience

- Integrating unused off-street parking can benefit the city. Anywhere from 26% to 66% of off-street parking was going unused in Austin
- Installing parking signage in strategic locations can further encourage downtown activity
- Attractive parking signage, including information about points of interests in the city, can guide visitors to some of the city’s amenities

EXAMPLES AND DISCUSSION

Parking Wayfinding

- Austin, TX downtown parking wayfinding
- Parking wayfinding was improved in Austin in 2011. 44 new signs were erected
- Some of the signs erected included electronic signage with information about the amount of parking spaces available for each garage
- Efforts included an update of city map with downtown parking facilities highlighted



Pedestrian Wayfinding

- WalkNYC project in New York City 2013
- This project introduced new signage in the city for pedestrians, especially aimed at tourists, in the form of informational kiosks
- The kiosks include a map with points of interest within the city, as well as the location of the kiosk highlighted



Wayfinding can provide many benefits including:

- Users in downtown can more easily traverse around the city
- Encouraging more downtown use
- Helping with traffic congestion problems
- Enhancing the visitors experience
- Increase repeat visitors
- When it comes to wayfinding, each city must create their own unique “brand” to market to visitors



ISSUES AND OPPORTUNITIES



Transportation Demand Management (TDM)



Accessibility Improvements

Downtown Parking and Multi-Modal Circulation Project

GOALS

Encourage residents and visitors to utilize bicycle infrastructure within cities

- Comparably cost effective
- Often easy implementation
- Increase bicycle safety and awareness
- Reduce vehicle miles travelled (VMT) and CO₂ emissions
- Promote safe and active transportation modes

WHY

Promoting bicycle usage is most effective in areas with:

- Some pre-existing bicycle infrastructure
- Walkable areas
- Parking and circulation congestion

Eugene implemented bicycle encouragement strategies throughout the year in order to reduce VMT and promote a healthy community



challenge totals	
2019	participants
173	teams
69,051	miles saved
70,702	lbs CO ₂
129,810	kcal burned

Portland bicycle infrastructure has been employed over an extended period to create a rider friendly city and a vibrant community

EXAMPLES AND DISCUSSION

Eugene, Oregon

Eugene created bicycle & pedestrian promotion events designed to encourage citizens to participate in alternative transportation modes

- Breakfast at the Bridges
- Sunday Streets
- Business Commute Challenge

Eugene bicycle programs have reduced VMT, CO₂ output, and have saved consumers costs associated with vehicle operation



Portland, Oregon

Bicycle infrastructure in Portland makes riding convenient and safe for all users

- Bicycle corral:
 - 6 to 12 bicycle racks located in a high demand area
- Buffered bike lane
 - Lanes separated by physical features
- Bicycle route way finding
- Fixit Station
 - Basic repairs & maintenance

Portland's bicycle infrastructure has helped it become the #1 rated Bike-Friendly City in the US by bicycling.com



Strategies encouraging alternative transportation modes can benefit cities by:

- Reducing VMT and the number of single occupancy vehicles
- Reducing the demand for parking spaces and encourage an active downtown
- Create a more inviting bicycle oriented environment, encouraging increased bicycle usage
- Modeling a green city

ISSUES AND OPPORTUNITIES



Incentive Programs

Downtown Parking and Multi-Modal Circulation Project

GOALS

TDM incentive programs are meant to reduce the number of single occupancy vehicles

- Reduce the amount of vehicle miles travelled
- Decrease traffic congestion and air pollution
- Increase traffic safety
- Improve public health

EXAMPLES AND DISCUSSION

Bend, Oregon

Bend developed a partnership with local businesses, nonprofits, and other interested parties in reducing the amount of single occupancy vehicles entering the downtown area

- Created a Transportation Management Association
- Equal subsidization of multi modal transit options
- Provide incentives to working from home or telecommuting
- Pedestrian improvements
 - Sidewalk safety program, pedestrian bridges and under-ways, increased sidewalk widths and landscape buffers from traffic
- “Cash-Out” employee parking
 - Give employees payments, pay raise, or additional fringe benefits for giving up designated parking spot
- Ridesharing facilities created

Private TDM Incentive Policies:

CH2M Hill

- Charged employees who travelled alone \$49/month
- SOV use for company decreased from 89% to 64%

Pacific Northwest Bell

- Charged employees who drove alone \$60/month to park
- Also provided discounts to employees who carpooled
- Resulted in only 25% of employees driving alone to work

Successful TDM incentive programs support transportation options such as:

- Walking
- Biking
- Teleworking
- Carpooling
- Vanpooling
- Taking transit (bus)

- Some of these services already exist at a state level!

WHY

TDM policies are generally most effective within environments which:

- Employers have small percentage of employees in professional or management positions
- Constricted employee parking
- High density areas

Bend, OR identified longer commuting times for employees in the downtown area due to congestion and the perception of limited parking facilities. The City needed to balance the needs of downtown businesses, employees and tourists

ISSUES AND OPPORTUNITIES



Regulation & Enforcement



Downtown Parking and Multi-Modal Circulation Project

GOALS

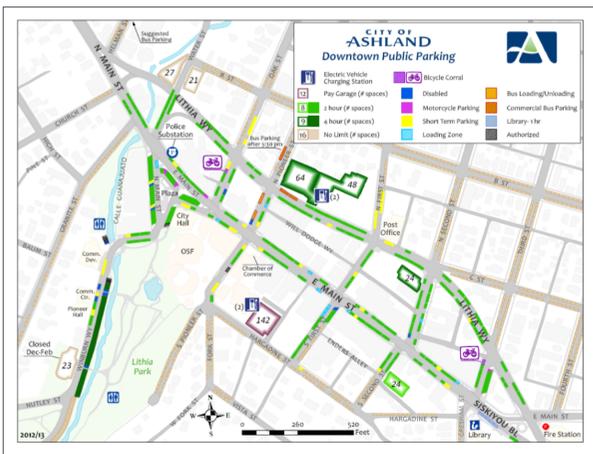
Efficiently manage parking demand

- Redistribute parking demand throughout downtown areas
- Use regulation to favor priority uses in specific locations
- Optimize balance of occupancy rates and parking availability
- Increase turnover at high demand and convenient locations
- Reduce peak demand

WHY

Regulation is a low cost alternative to managing demand, while enforcement further disincentivizes undesired behaviors

- Regulations control who, when, and how long vehicles may park at a particular location
- Regulations should be enforced effectively and considerately



EXAMPLES AND DISCUSSION

Types of Parking Regulations

- Time Unlimited (Free)
- Short Term Use (Free)
 - 30 minutes, 1 hour, 2 hour, 4 hour increments
 - Typically used in commercial areas
 - Discourages commuter and employee parking downtown
- Long Term Use (Free)
 - 4 hours to Overnight
 - Accommodates commuters and residential parking
- Permits – Residential, Event (Free or by Fee)
 - Well suited for addressing areas that experience parking spillover
 - Defined by block, area, or other geographic boundaries
- Pricing – Pay Direct, Metered Parking
 - *We will hold this topic for discussion at a later date*



Parking Regulations Implementation

- Regulations can be implemented in various combinations
- Parking management goals should first be clearly defined then regulation tools determined to achieve the desired result

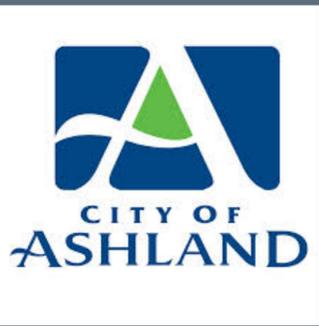
Enforcement

- *Methods:* signs, curb paint, maps/brochures, officer patrols, complaint response, warnings, citations, towing
- Effective parking enforcement is perceived as friendly, considerate, and helpful. Education precedes citations

Examples...

- Highland Park, Ill. established a committee to adjust parking regulations to benefit downtown customers/businesses. Efforts include: 2 hour on-street limit that extends to 7pm, users must travel 500' for a new space, slight raise in citation fines, increasing scale for repeat violations
- West Hollywood, Calif. charges residents \$9/3 months permit parking. Balance of unsold permits is sold to commuters for \$90/3 months
- Eugene, Ore. created an Event Parking District to accommodate event parking in a residential area around the new Matthew Knight Arena

ISSUES AND OPPORTUNITIES



Education & Outreach



Downtown Parking and Multi-Modal Circulation Project

GOALS

Educate users of the transportation system on both the availability and value of parking

- Inform employees, residents, and visitors of parking locations, options and variability
- Educate users about enforcement and penalties
- Facilitate communication between public and city policymakers regarding parking management

WHY

Education and outreach can aid in redistributing existing demand

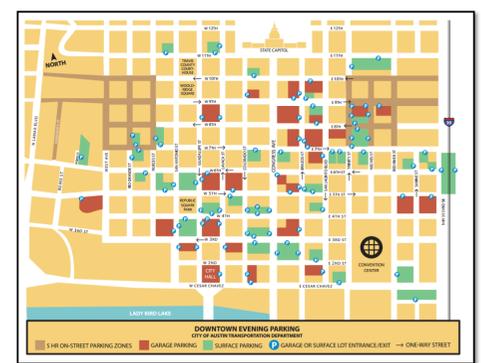
- Perception of parking convenience will affect patrons' choice to visit and spend time downtown
- Opportunity to educate public about bicycle, pedestrian, and public transit options
- Clear definition of regulations, costs, and penalties
- Inform the public about the value of on-street parking

EXAMPLES AND DISCUSSION

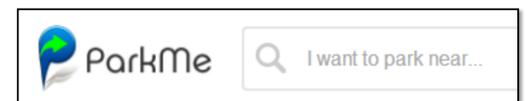
Bend, OR: Website with parking information for employees and tourists; includes maps, fees, and enforcement details

Austin, TX: Website, brochure, phone app; aimed at tourists; includes locations, information about funding, enforcement

- Brochure: Minimal cost; App: High initial cost, low maintenance



Tulsa, OK: Website with information on how to utilize multiple modes of transportation in the City



Tempe, AZ: "Tempe In Motion" – promoted bicycle, pedestrian and public transit use, aimed at youth and residents



- Targeted marketing campaign utilizing multiple mediums: buses, street signs, newspaper, internet, direct mail

Typical outreach and education materials can take many forms:

- Initial warnings instead of a ticket
- Discussion of "shopper stoppers," for those that park in spots meant for patrons
- Maps of available parking combined with facts such as distance to downtown, fines for non-compliance, any surcharge times, contact information
- "Dummy checks" for the value of the parking space, signed up employees that support the program

ISSUES AND OPPORTUNITIES