



Meeting: Ashland Downtown Parking and Multi-Modal Circulation PAC Meeting
Date: October 1, 2014
Time: 3:30 PM – 5:30 PM
Location: Pioneer Hall

- I. Administration (Chair) (5 minutes)**
 - a. Welcome from the Chair
 - b. Minutes approval

- II. Public Comment (Public) (5 minutes)**

Note: Written comments may be submitted

- III. Progress Report (CPW) (5 minutes)**

- IV. Bicycle Lane (CPW and Staff) (20 minutes)**
 - a. Study findings
 - b. Discussion
 - c. Next steps

- V. Parking & Circulation Management Plan (CPW) (60 minutes)**

see attached discussion questions

 - a. Zones
 - b. Permit system
 - c. Parking fines

- VI. Monitoring and Metrics (CPW) (20 minutes)**
 - a. Monitoring overview
 - b. Discussion regarding metrics for moving to Phase II

- VII. Closing (CPW/Chair) (5 minutes)**
 - a. Next meeting November 5



Discussion Questions for Parking Management Plan

Zones

- Does the PAC agree with the designated time-limited zone areas?
- Are there any other areas that need to be 2-hour?
- Is the zoned system active year around?
- Are there spots where short-term parking should be less than 30 minutes? (i.e. post offices, banks, etc.)

Permit System

- Where do residents and employees acquire permits? (i.e. City Hall, Diamond parking)
- Is the boundary of the permit zone the right area?
- Should the permit system be year around? Should it be a shorter time period?
- Is \$10/month an appropriate price for the permit? Should it be higher/lower?

Fines

- Is \$22 an appropriate amount for an increase in fines?

September 24, 2014

To Ashland Downtown Parking Advisory Committee
CC Michael Faught and Bill Molnar, City of Ashland
From Robert Parker, Nick Meltzer, and Taylor Eidt
SUBJECT AUGUST 2014 DOWNTOWN PARKING MONITORING RESULTS

INTRODUCTION

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 to improve the overall accessibility of downtown for visitor, employees, business owners and residents. To document parking utilization in Downtown Ashland, CPW conducted three parking count and turnover monitoring sessions.

This memorandum presents results from the third session conducted in August 2014. This monitoring session focused on parking occupancy during late afternoon and evening hours. Maps displaying downtown parking utilization can be found in the attached mapbook.

FINDINGS

Ashland has more of a distribution problem than parking supply problem

Similar to the April monitoring session, the peripheral areas of Ashland's downtown experience occupancy rates of less than 85% between 4pm and 8pm. Areas farther from downtown, including 4th and 5th Streets, generally had occupancy rates below 50% and decreasing towards 8pm. In core downtown areas such as Siskiyou Blvd and Lithia Way, CPW observed occupancy rates that increase to 85-100% capacity from 4pm to 8pm. Parking availability in the core area decreases at a faster rate than areas outside of the core area. This leads to high occupancy rates consistently above 85% in areas adjacent to downtown, while streets not adjacent to downtown showed occupancy rates under 85% at 4pm, 6pm, and 8pm.

The August evening monitoring session showed capacity issues similar to both the Labor Day 2013 and April 2014 monitoring sessions. This finding suggests that Ashland should consider parking management strategies that will distribute parking demand throughout the existing supply. Ashland should consider increased wayfinding in the downtown core, in order to direct users to more available parking in the periphery of the core.

The August 2014 monitoring confirms concerns that employees are parking in the Railroad District during the day

August monitoring found that Railroad District occupancy was highest at 4pm, where rates on 1st St, Pioneer St, A St, and B St were observed between 85% and 100%. Other areas of the Railroad District saw occupancy between 50% and 84% during this time. At 6pm, occupancy

was lower, with Pioneer St, B St, and A St seeing occupancies of less than 50%. Only 1st St between A and B streets had occupancies above 85%. This trend continued to 8pm, where total use occupancy in the Railroad District was generally less than 50%, except for on streets adjacent to the downtown core. Many of the streets surrounding the Railroad District are residential, suggesting that occupancy on these streets should be limited during the day. Since they show high occupancy rates during the day then decrease post work hours, CPW infers that this area is used for employee parking.

This finding suggests that Ashland should consider policy options related to employee parking management. Such options may include employee parking incentive programs, an employee parking permit program, and encouraging and facilitating alternative modes of transportation, among other options.

The downtown core (E. Main and Lithia Way) remain fully occupied throughout the afternoon and evening

Parking in Ashland shows a consistent pattern of higher occupancy rates on streets adjacent to the downtown core compared to streets in the periphery of the downtown. The areas of Siskiyou Blvd and Lithia Way see occupancy rates higher than any other areas between 4pm and 8pm. While all areas of downtown see an increase in occupancy at this time, the core downtown area maintains a higher rate. The downtown core maintained occupancy rates above 50% from 4pm to 8pm, and peaked at 8pm, where Siskiyou Blvd reached occupancy of 85-100% on every block within the core. Only two blocks saw occupancy rates lower than 50%, including the library at the edge of the downtown core and loading zones.

This finding suggests that the downtown core does not have low occupancy rates during the evenings as previously thought. Areas in the periphery of the downtown have occupancy rates slightly lower than those in the downtown.

Users parking in the evening occupy spaces for longer periods of time

Parking occupancy rates in the Ashland core varied during the August monitoring session by parking time limit. All parking occupancy rates increased from 4pm to 8pm, although total occupancy rates of 4-hour zones were highest during this time, followed by 2-hour zones. Short-term parking areas did not show any discernable occupancy pattern. Four-hour parking maintained 50% to 84% capacity from 4pm to 6pm, and increased to 85% to 100% in all core downtown areas at 8pm. Two-hour parking also increased during this time, from an even split of 50% to 84% and 85% to 100% occupancy at 4pm to all 85% to 100% occupancy at 8pm. Maximum occupancy occurred primarily along Siskiyou Blvd and Main St. This pattern shows that many patrons require parking spaces that have time limitations longer than two hours during evening hours.

This finding suggests that the City should consider utilizing peak hour parking requirements, where parking is not time limited during non-enforced hours. The implications are that maximum spaces will be available in key downtown areas, during times that are not enforced currently.

Loading zones are not clearly marked

Throughout the downtown area, CPW observed that loading frequently occurs either in parking spaces not designated for loading or in travel lanes. Low occupancy rates of loading zones show that these areas are underutilized. The low occupancy of loading zones throughout the downtown area show that there may be an excess of loading zone spaces downtown. Other possibilities are that loading zones are not clearly marked, resulting in users parked illegally within loading zones, or businesses are not utilizing loading zones. Both of these occurrences were observed during the August monitoring session.

This finding suggests that Ashland should consider consolidating loading zones and increasing wayfinding to make them easier to locate. The implications are that increased ability to locate loading zones will decrease the frequency with which. Ashland should consult with local businesses to determine areas that have highest need for loading zones in order to be used most efficiently.

SUMMARY OF OCCUPANCY TRENDS

Following are key parking occupancy trends observed by the CPW team during the August 2014 monitoring period:

- Occupancy rates in downtown remained consistently high in the downtown core.
- Parking occupancy rates decreased throughout the evening in the peripheries of downtown.
- 2- and 4-hour parking areas increased in occupancy throughout the evening.
- Parking spaces closest to downtown's core filled faster and had consistently higher occupancy rates than spaces further from the core.

CPW observed similar trends during the Labor Day and April parking counts as well; primarily increases in occupancy rates throughout the day and underused capacity in certain locations. Rates of occupancy were generally comparable to the Labor Day 2013 monitoring session during this count, and higher than occupancy rates observed during the April 2014 monitoring session. The general trends were observed in all three monitoring sessions. This suggests that high occupancy rates are not solely a function of visitor traffic during the Oregon Shakespeare Festival. Figures 1 through 4 show below show the occupancy rates for parking classifications over the course of the observation period.

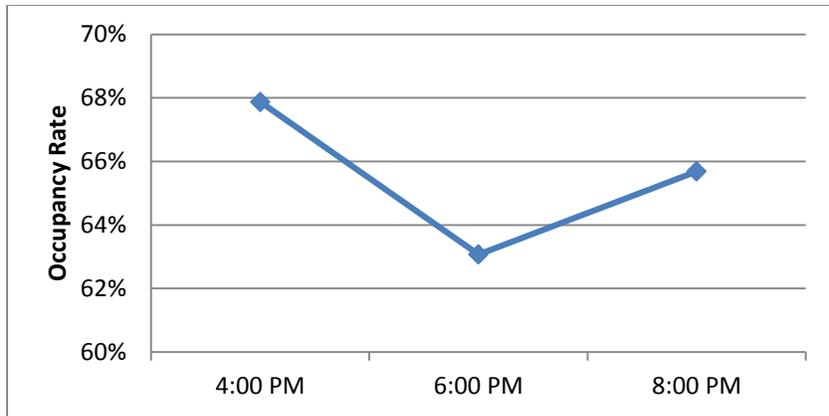


Figure 1. Overall Parking Occupancy (all spaces), August 28, 2014

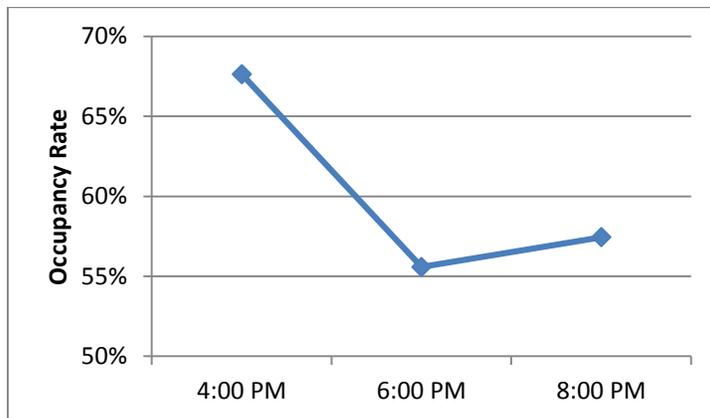


Figure 2. Occupancy Rate for No Limit Spaces, August 28, 2014

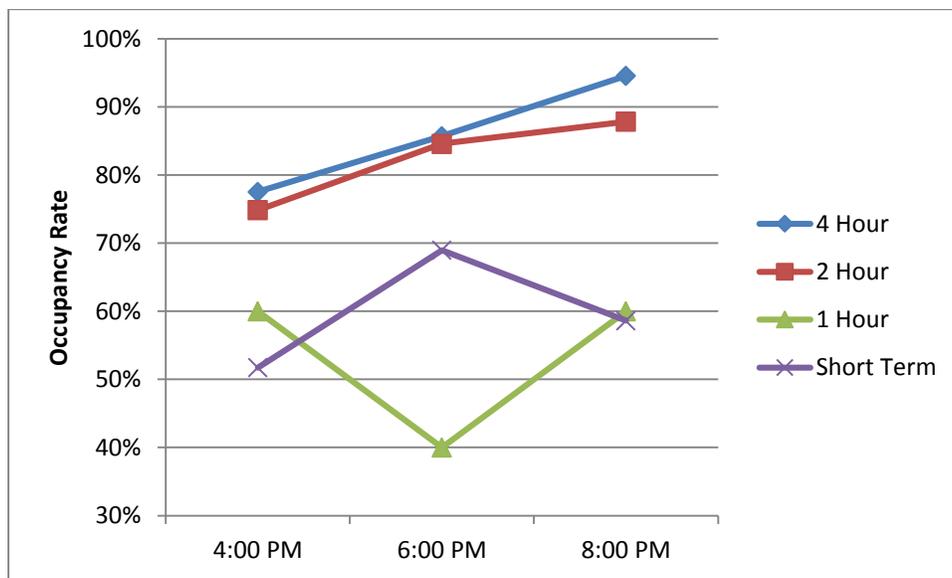


Figure 3. Occupancy Rate, by Time Limitation, August 28, 2014

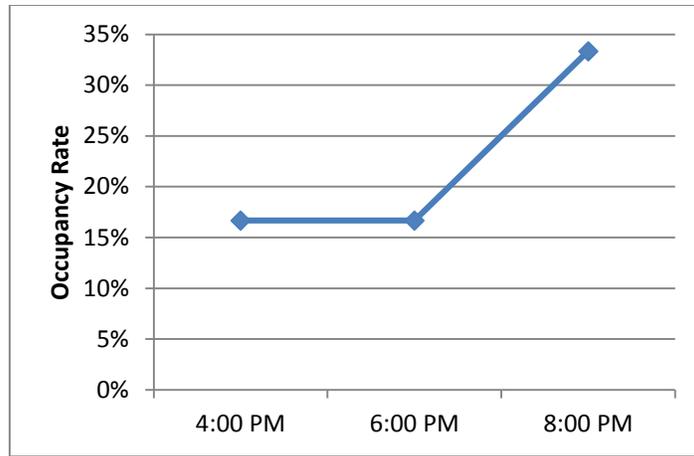
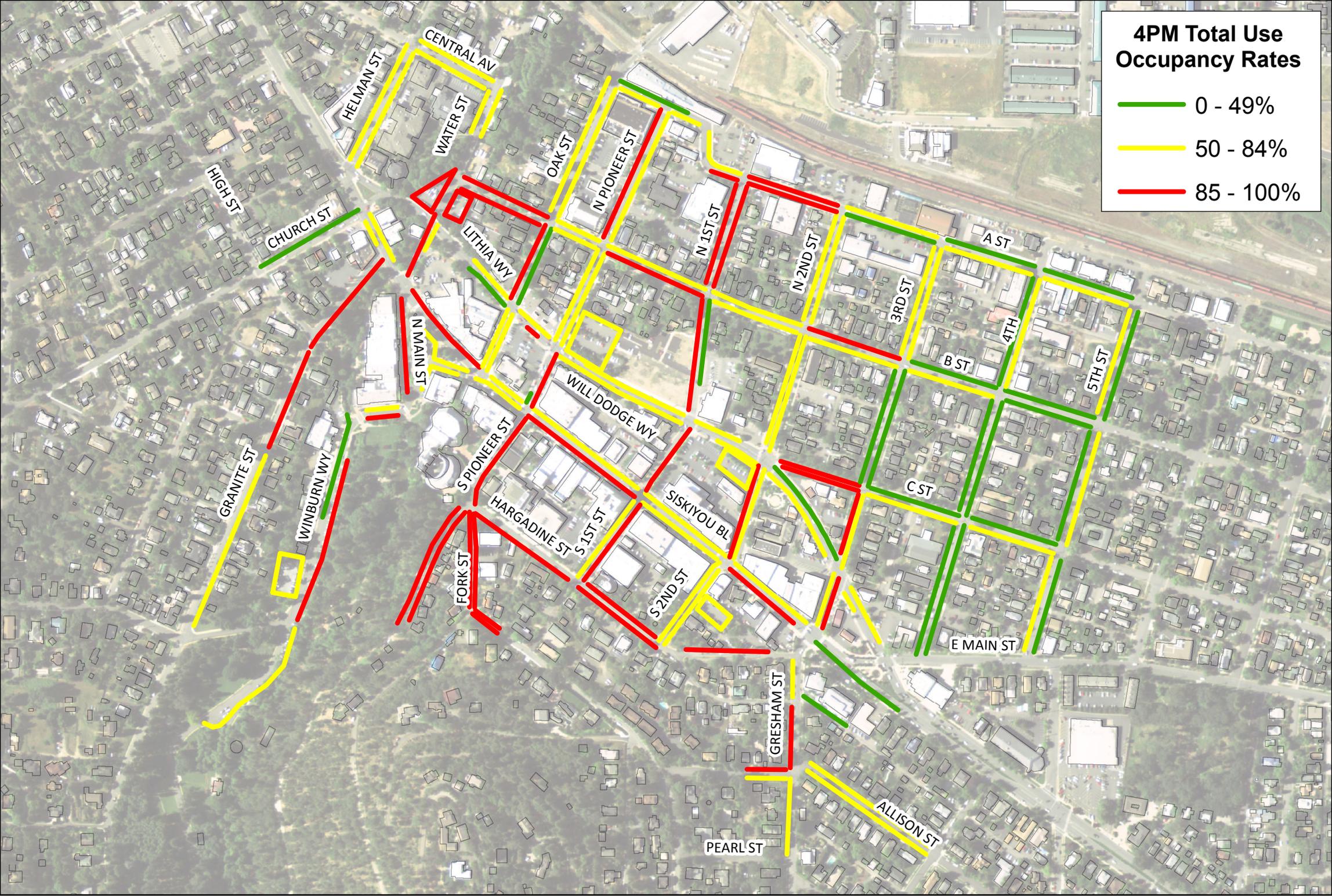
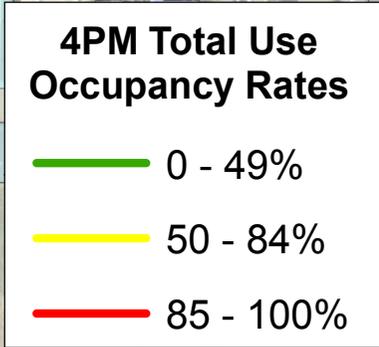
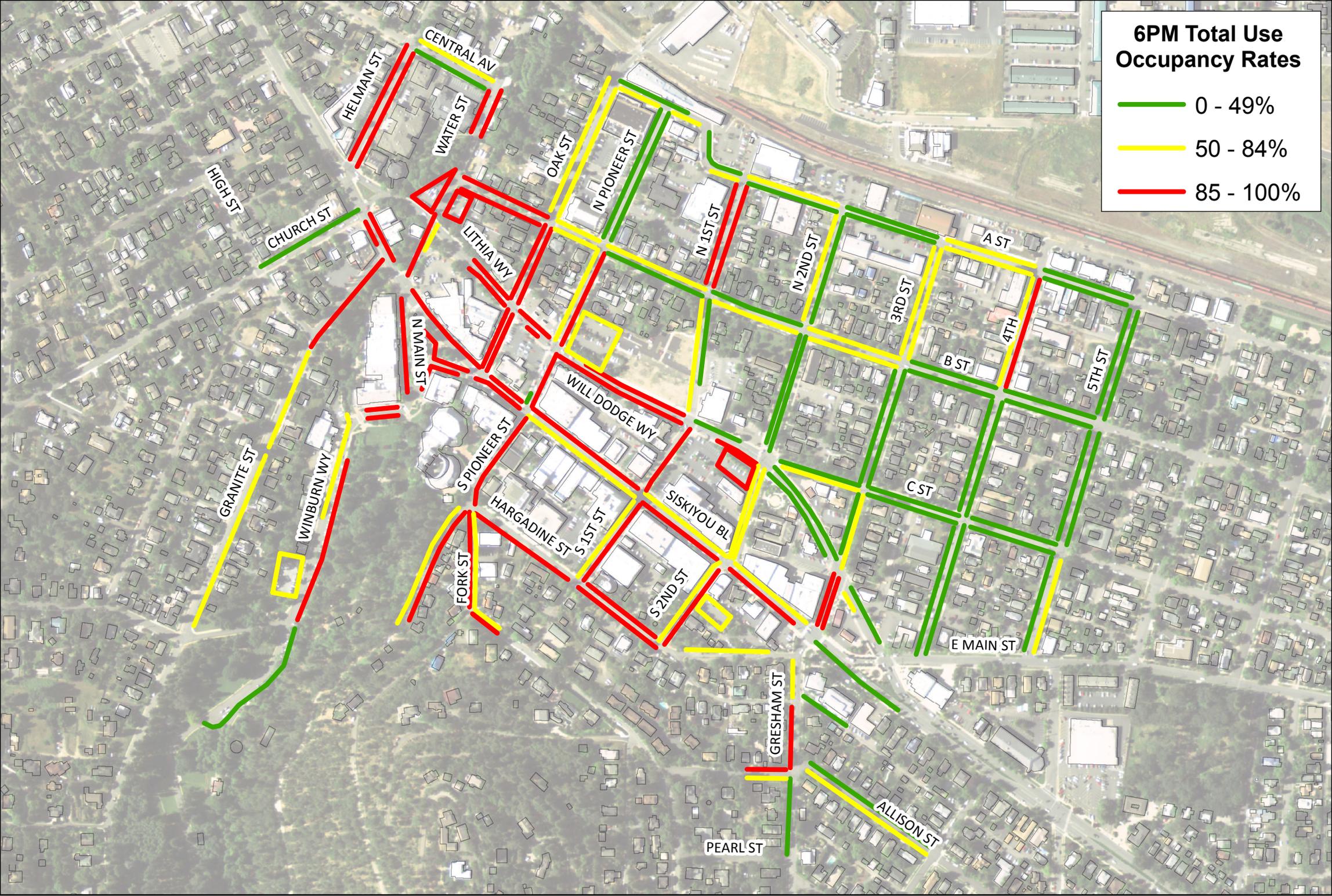
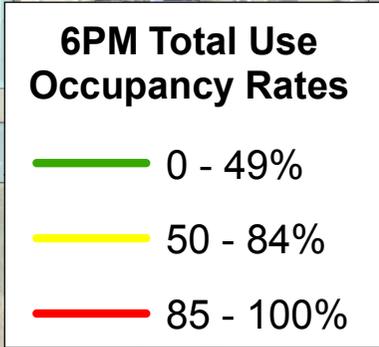
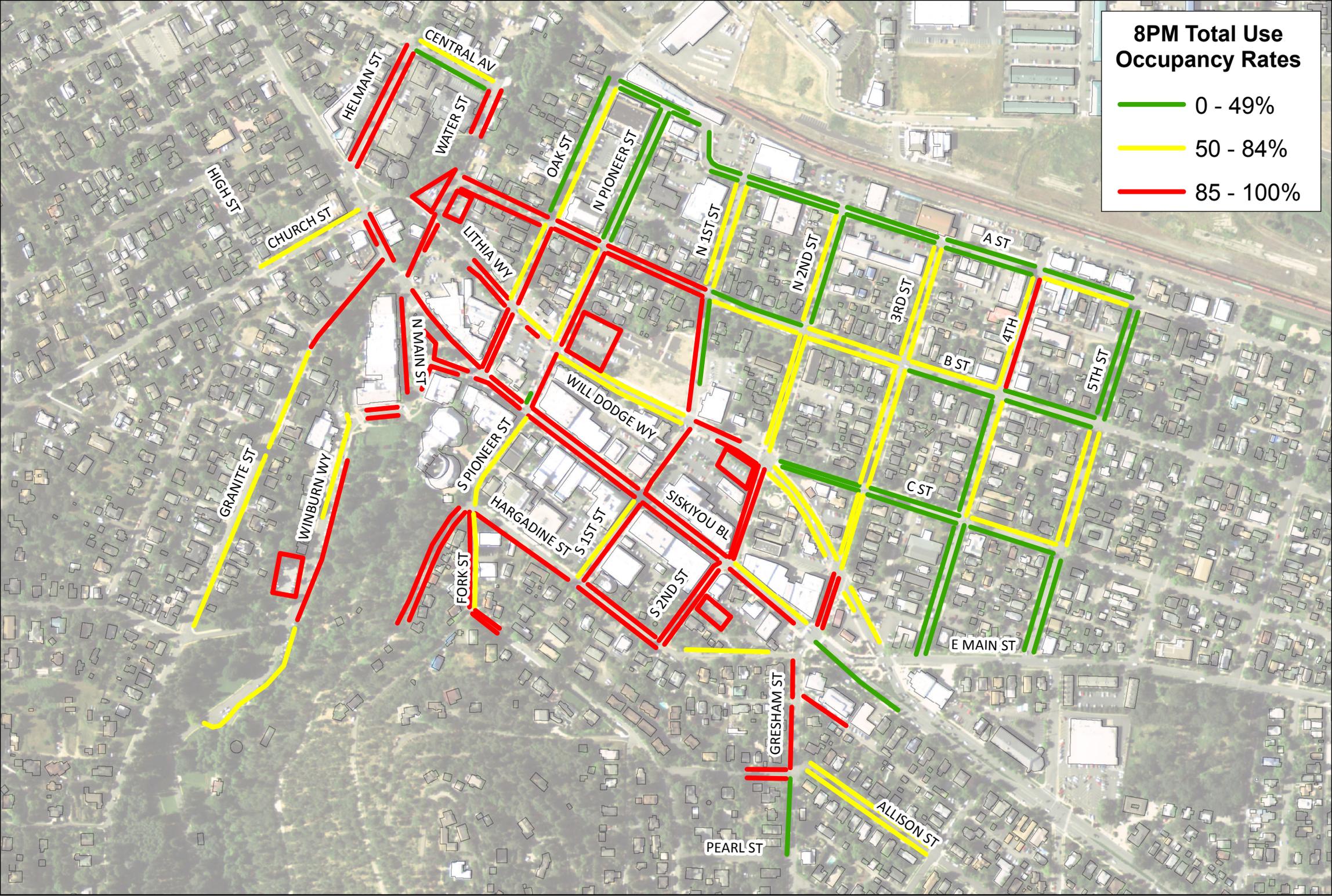
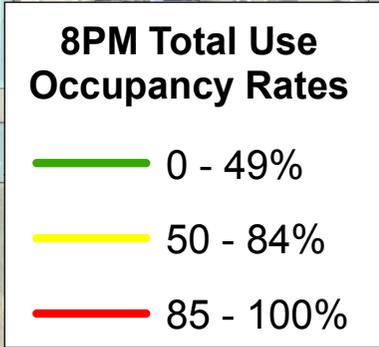
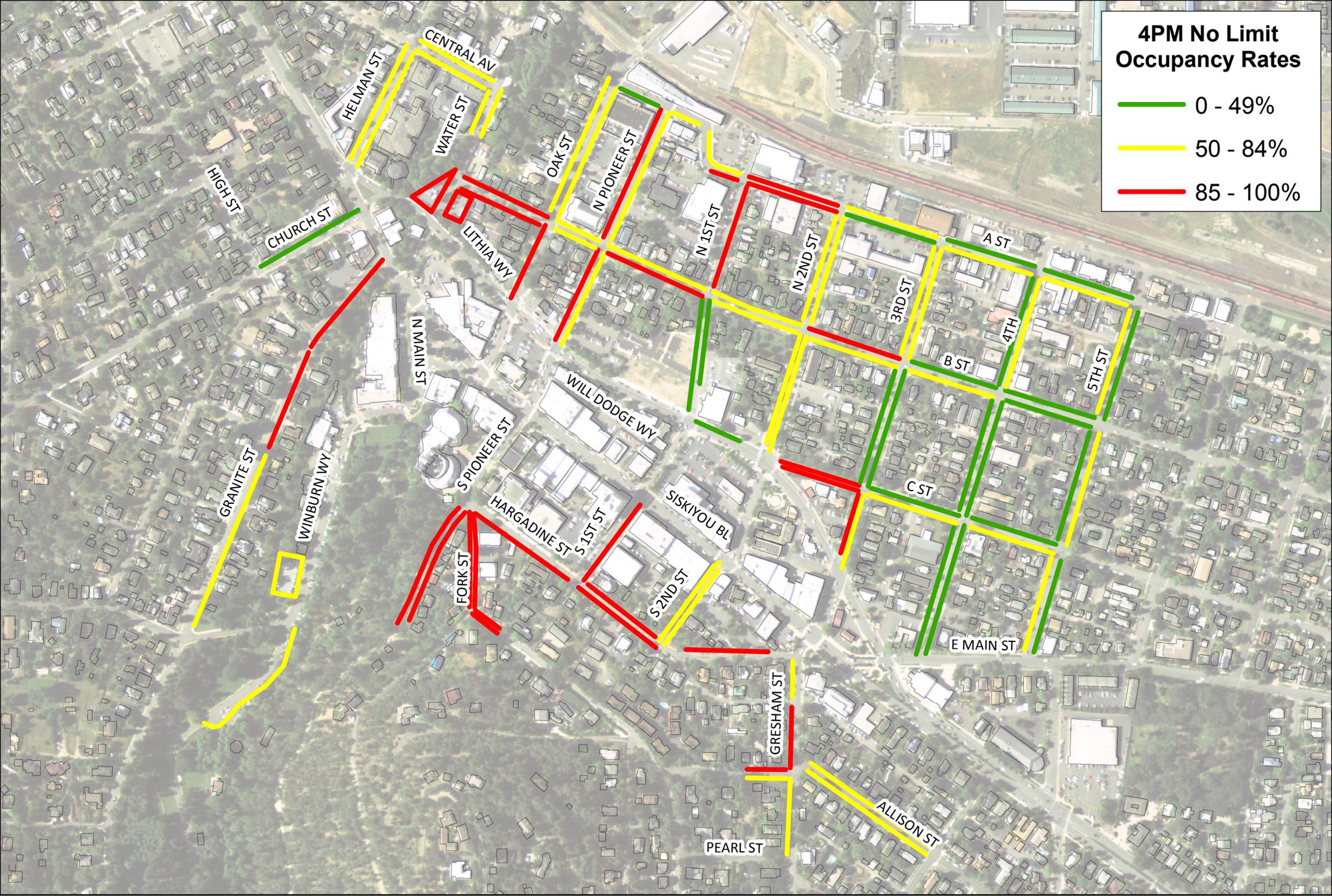
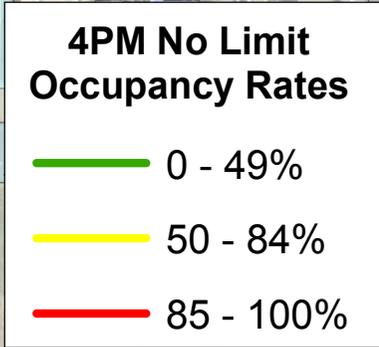


Figure 4— Occupancy Rate for Loading Zones, August 28, 2014

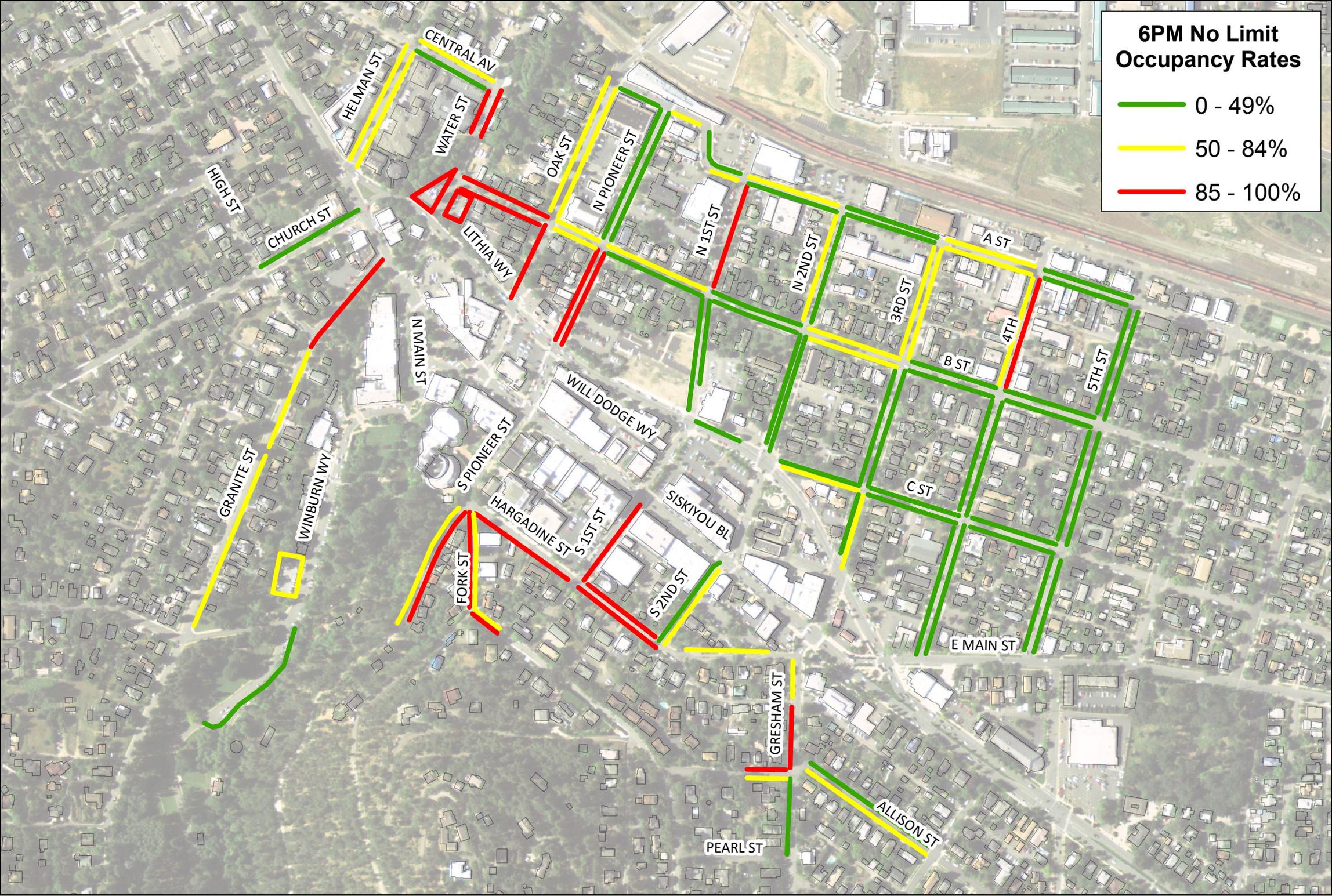
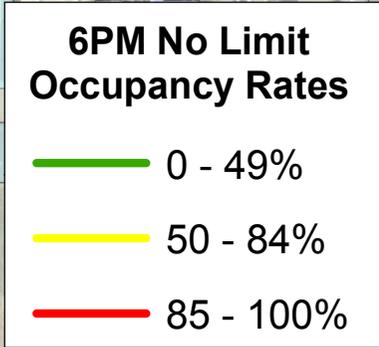


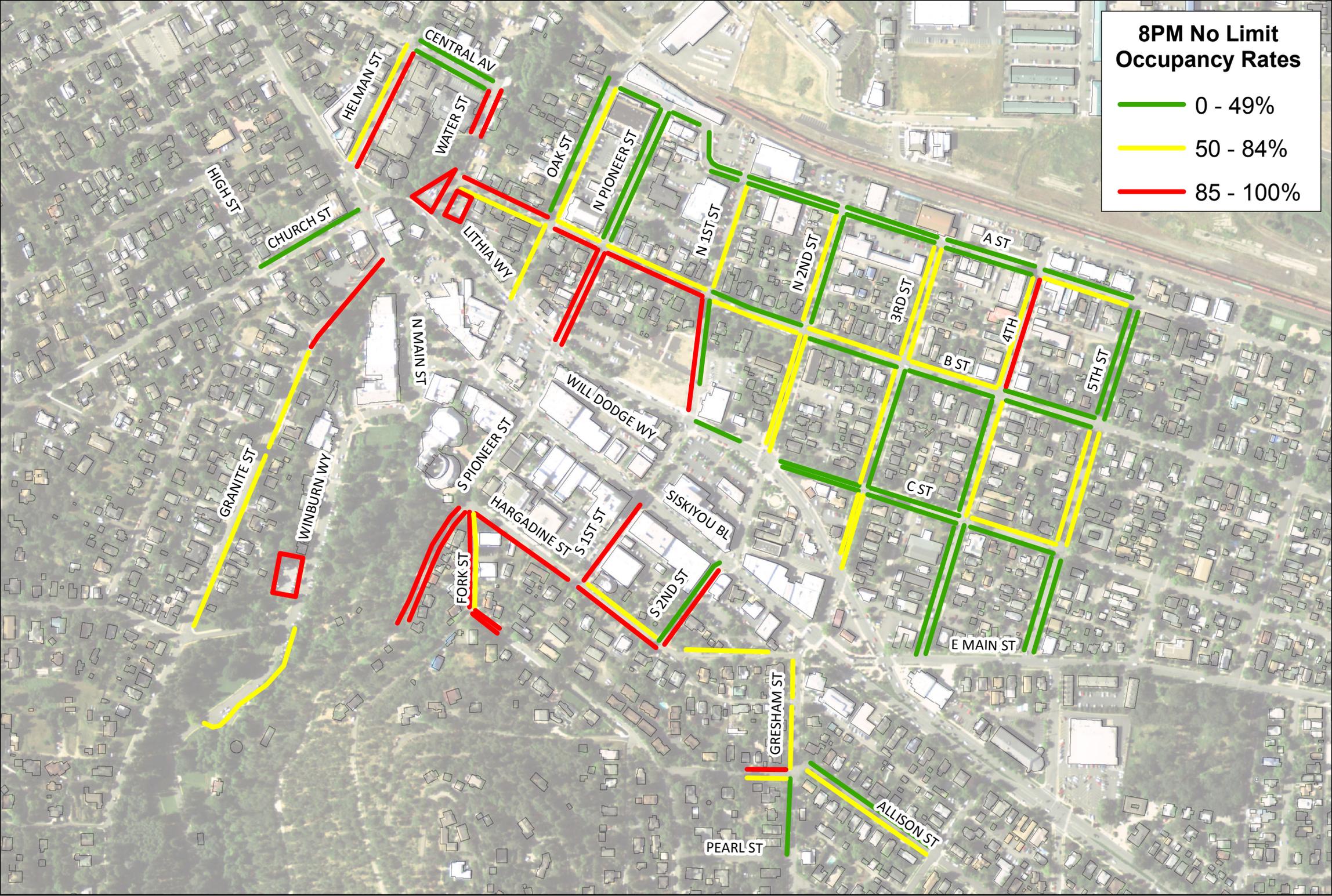
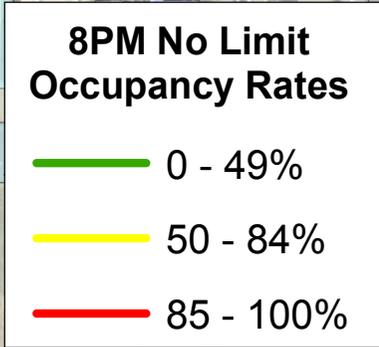


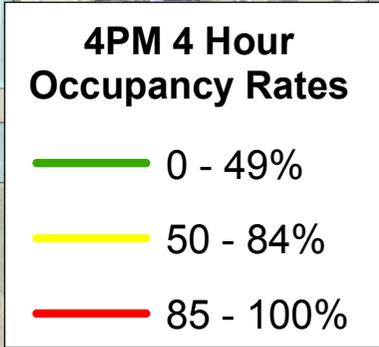


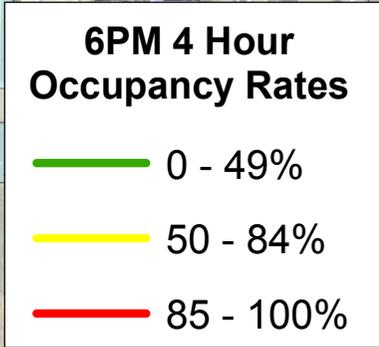


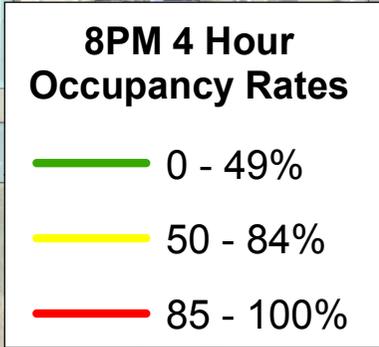
Downtown Ashland Occupancy Rates

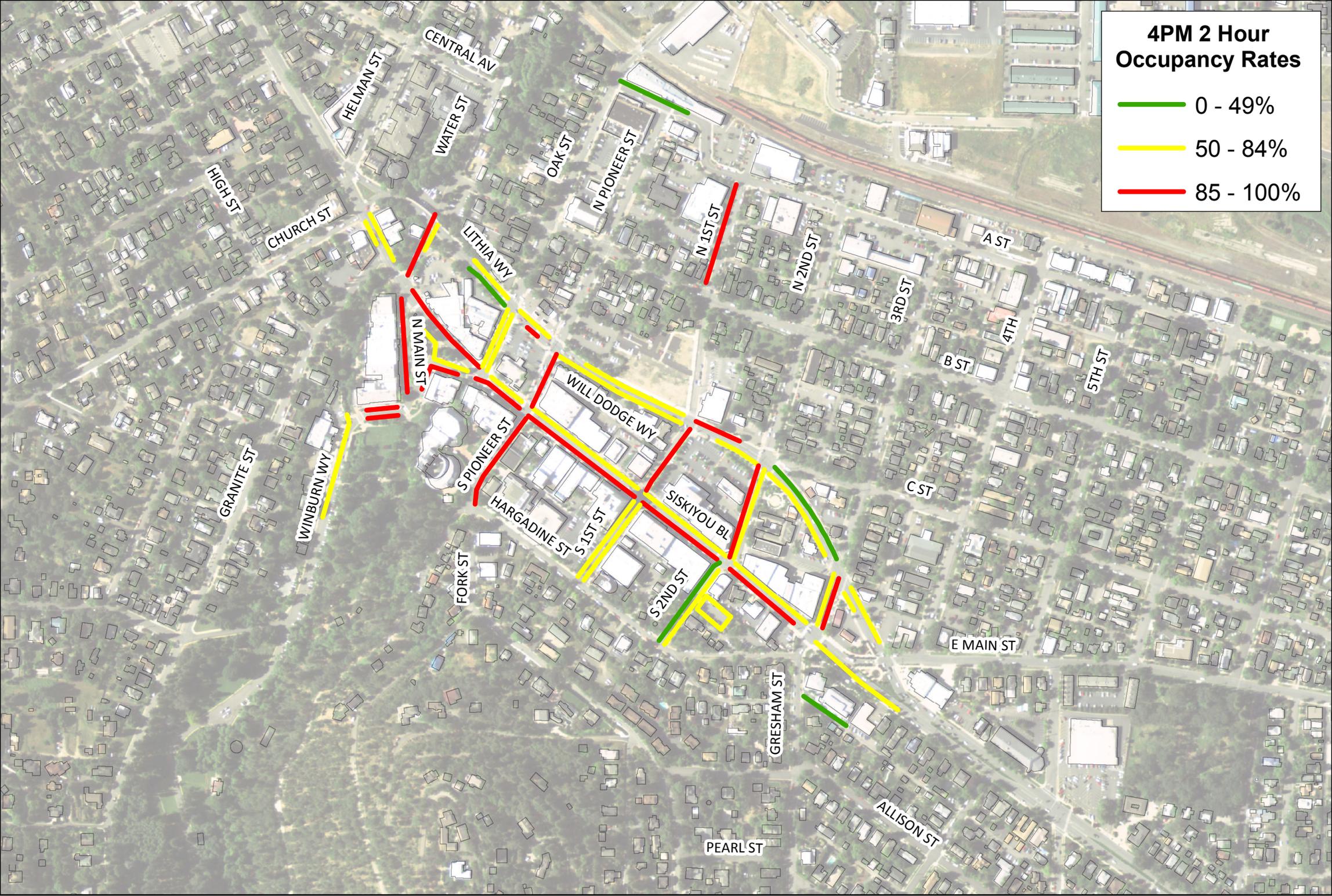
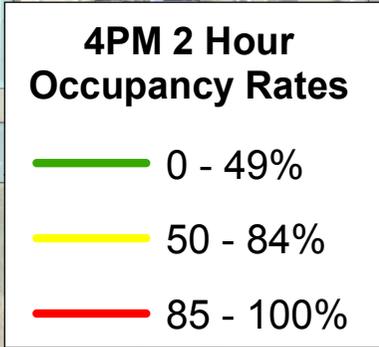


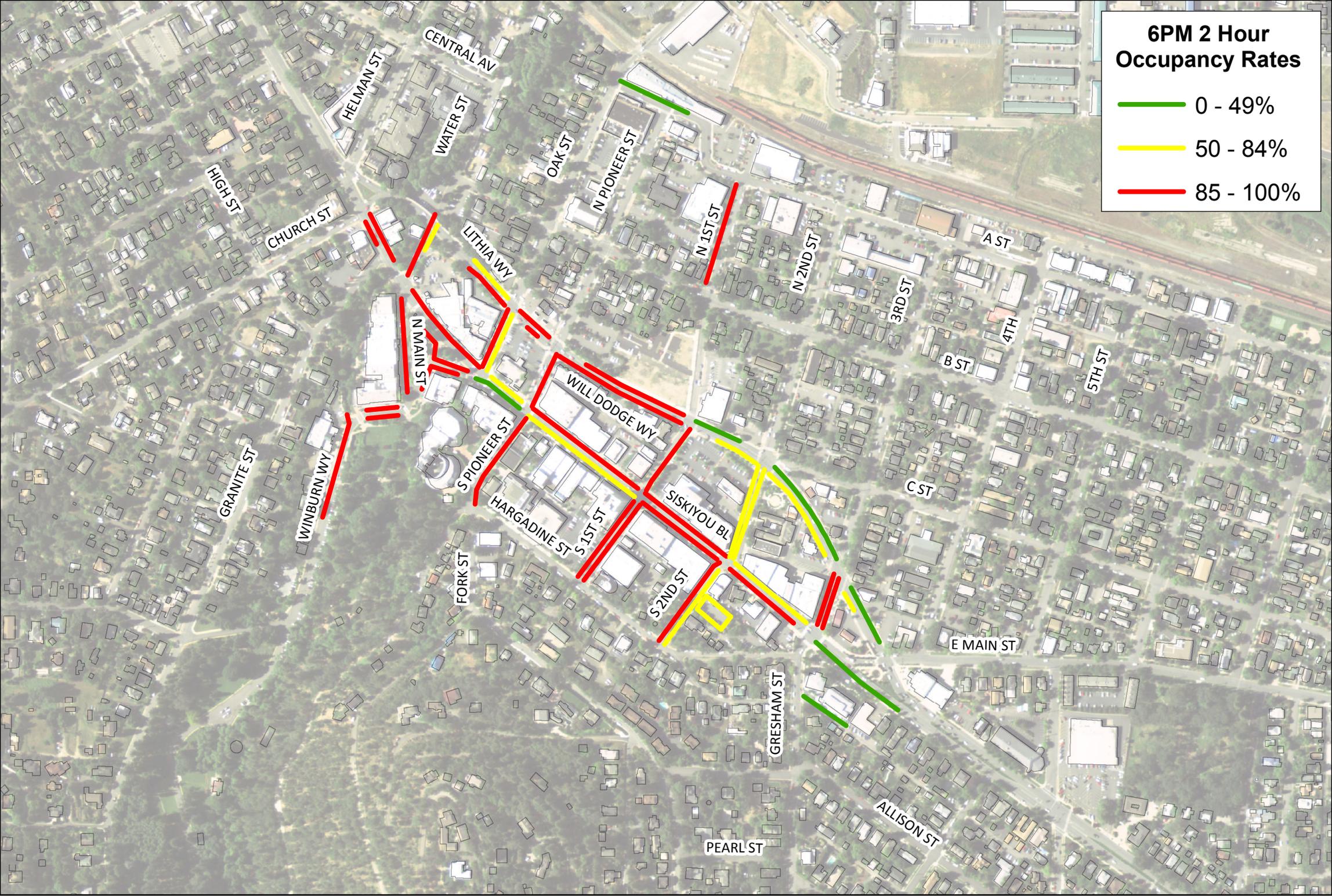
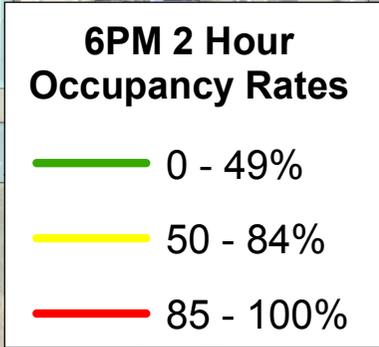


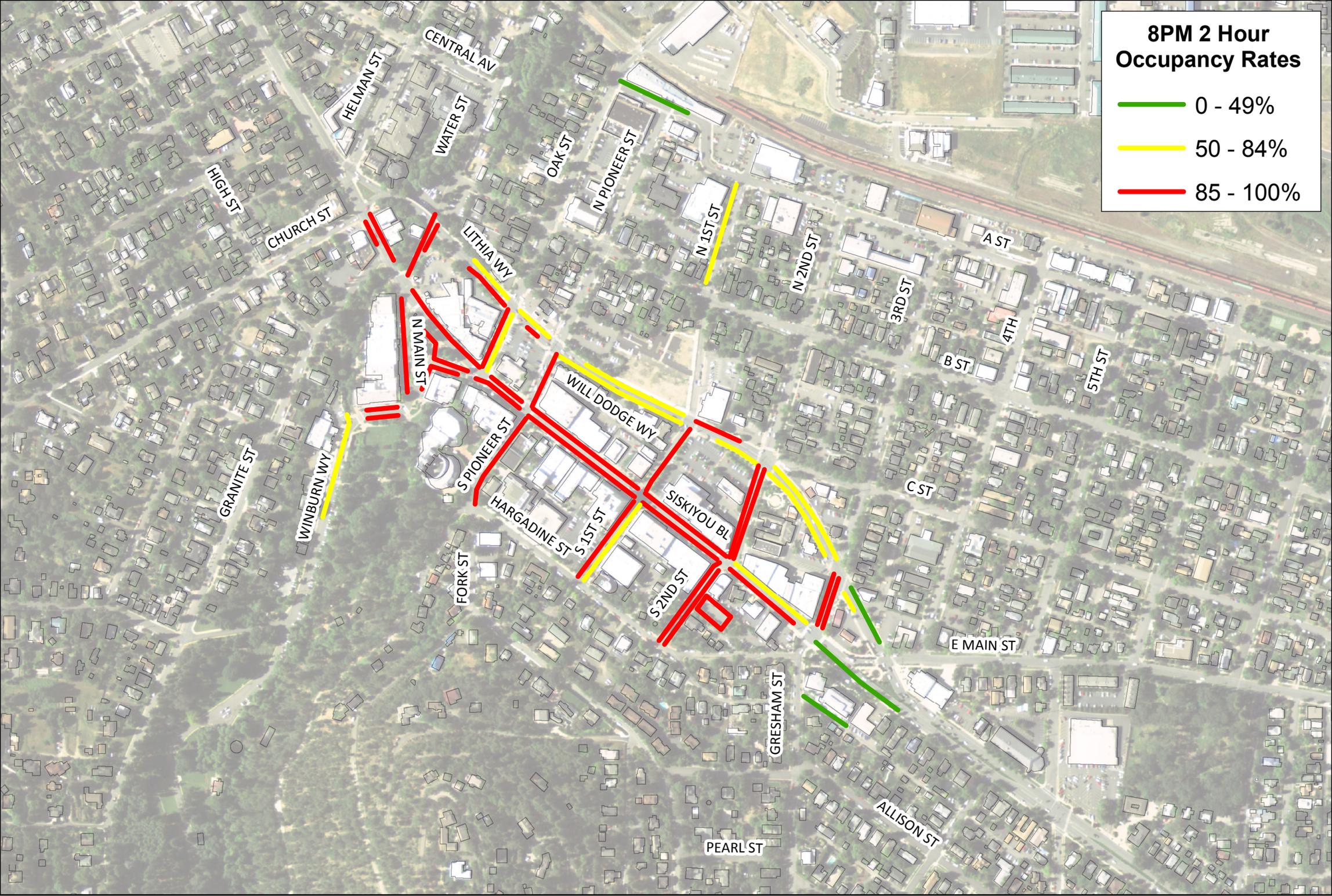
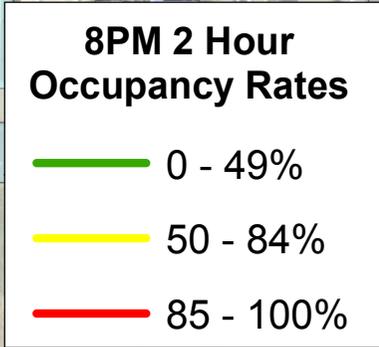


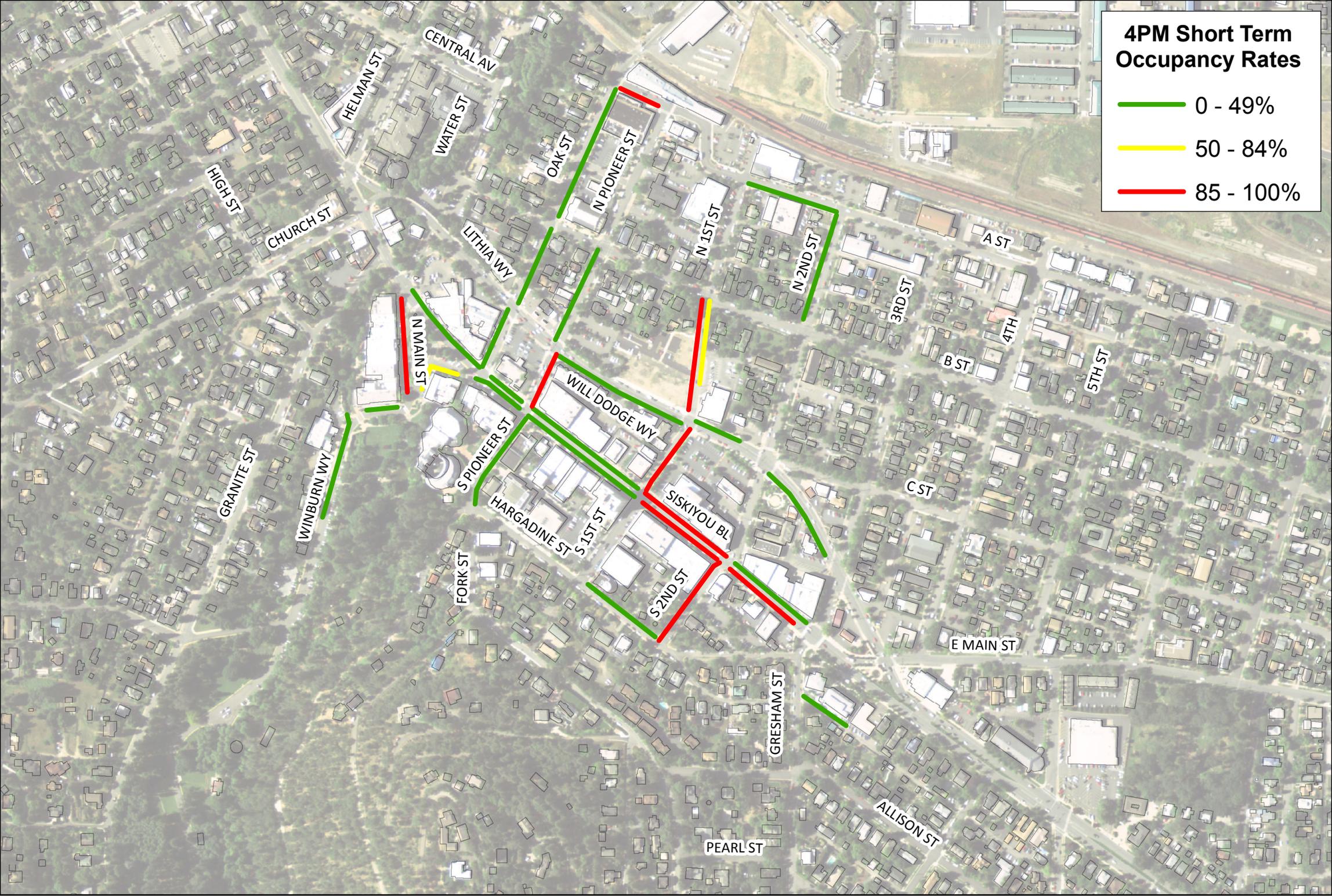
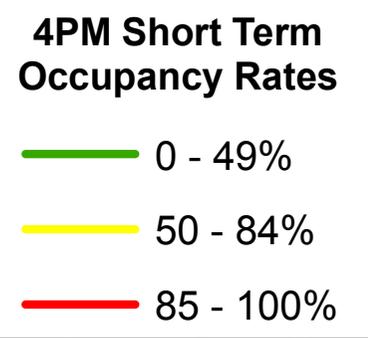


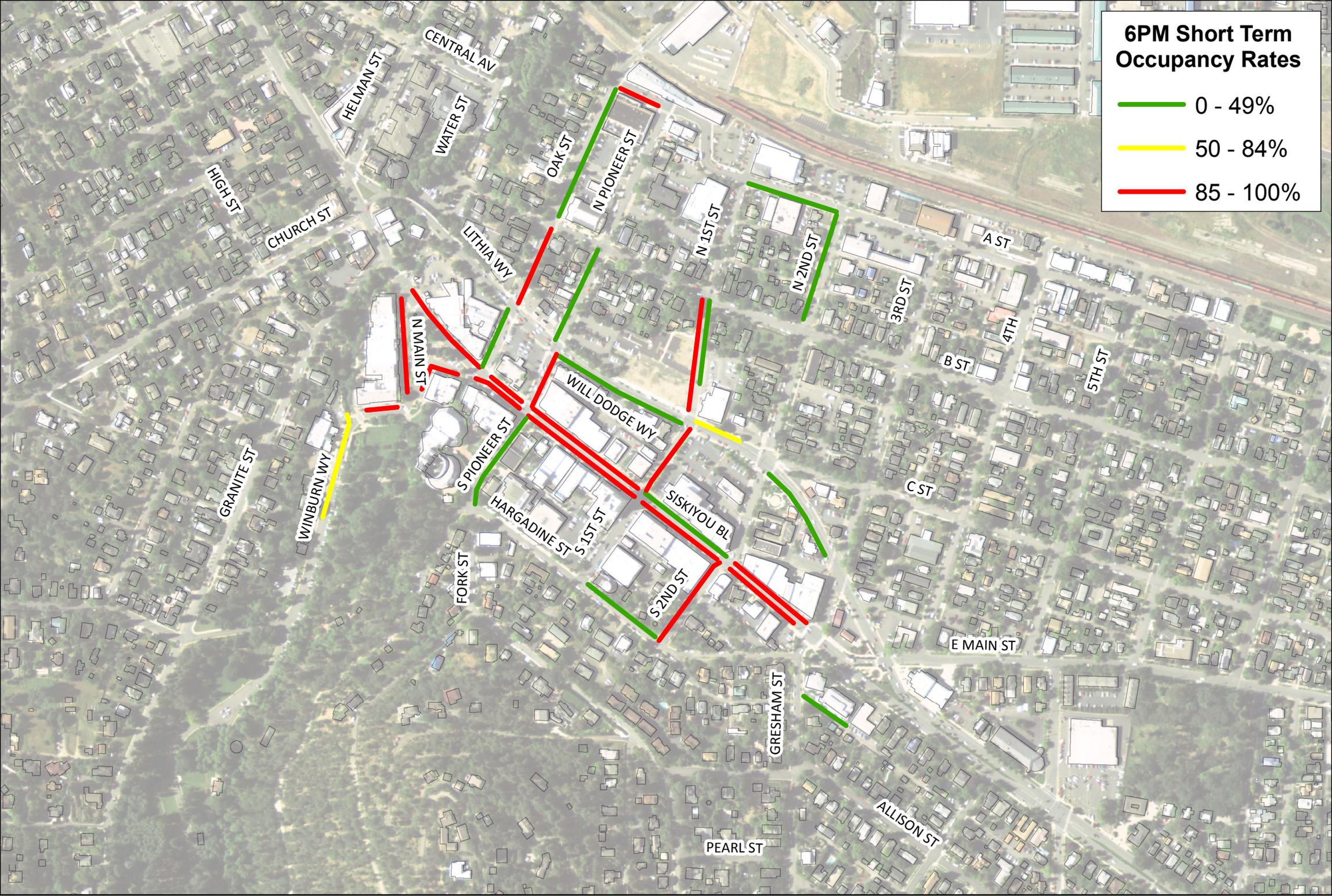
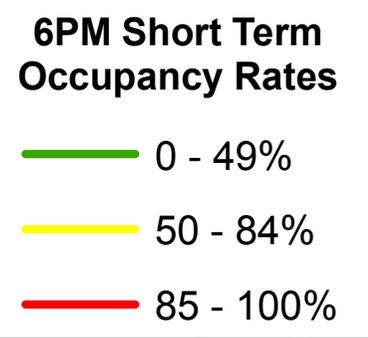


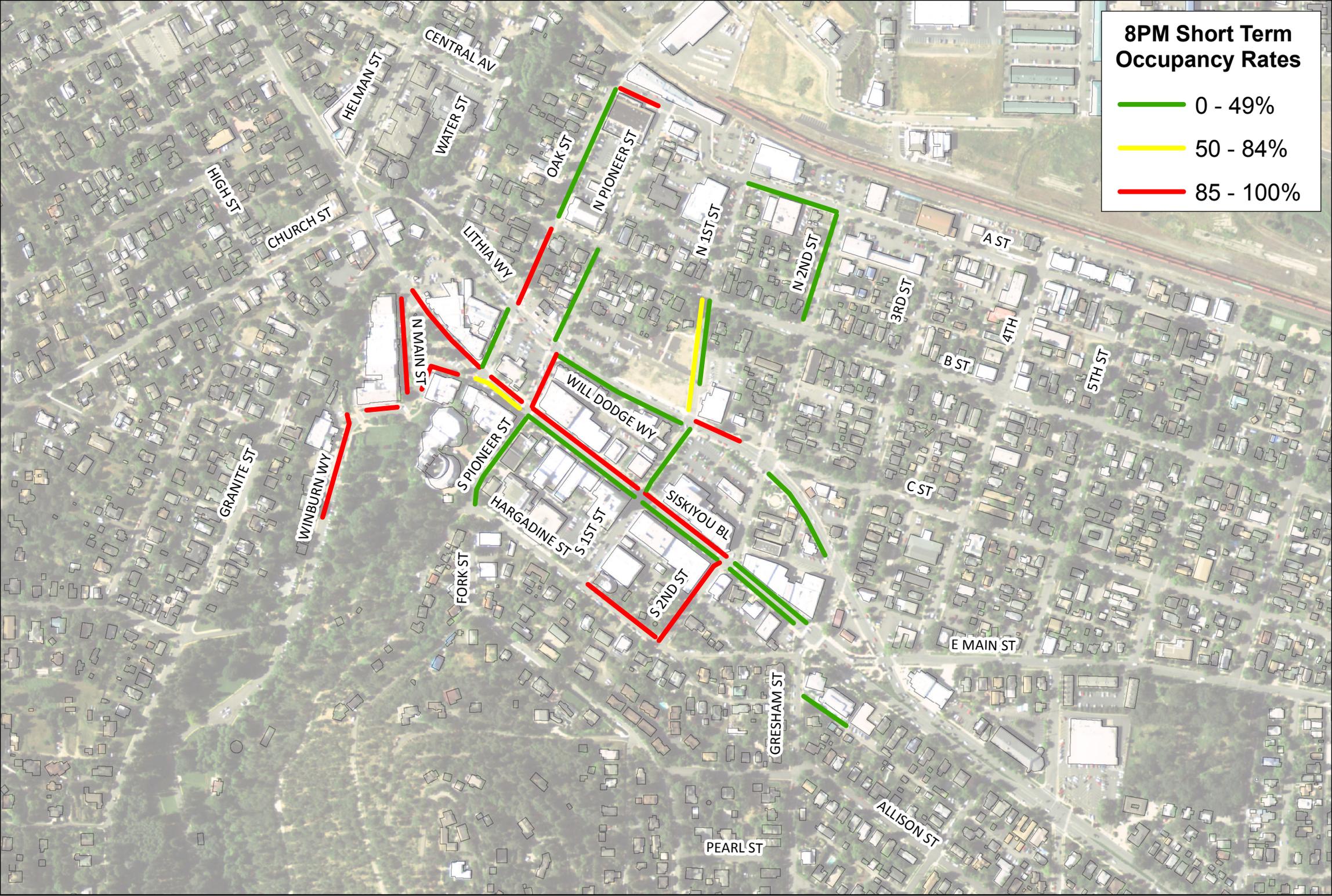
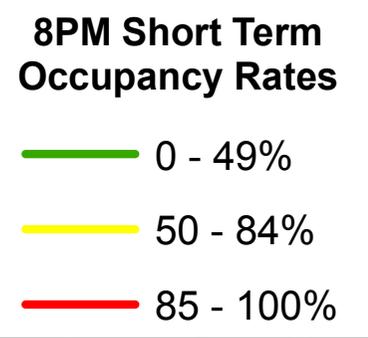


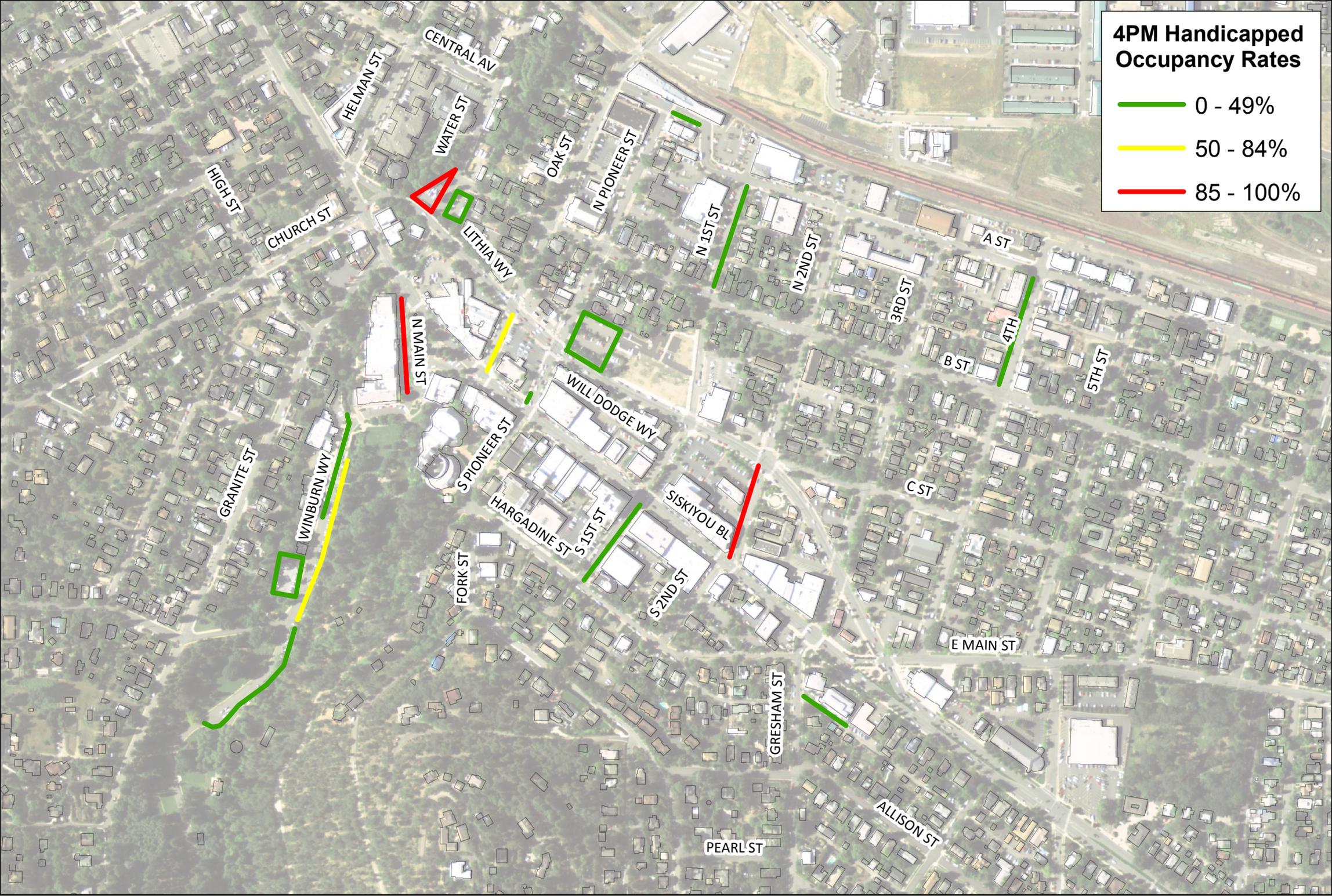
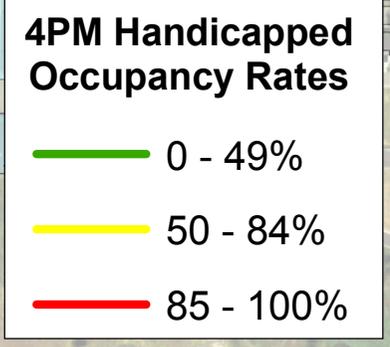


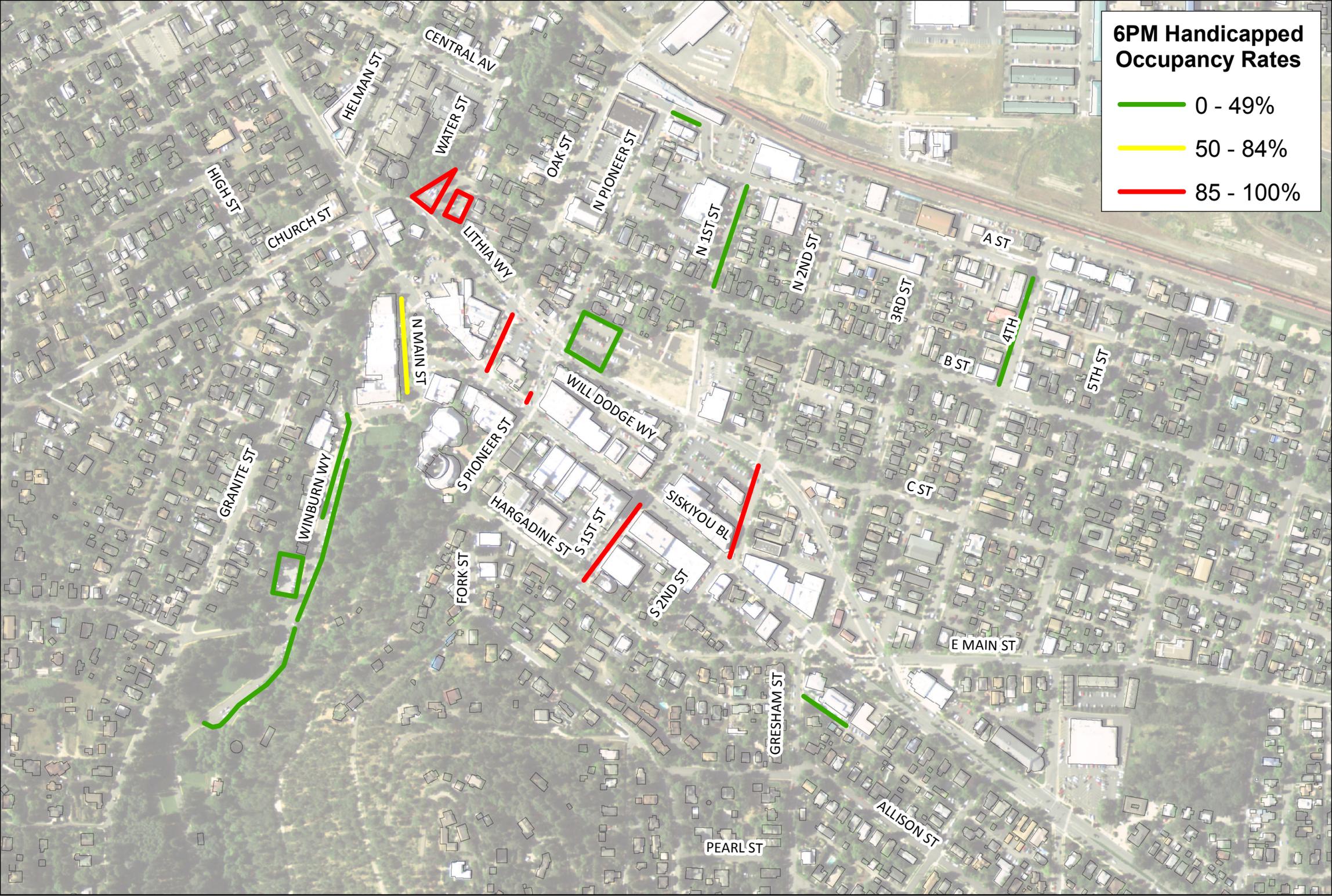
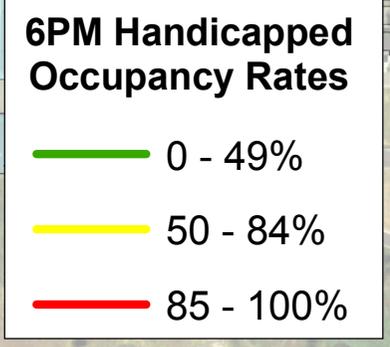


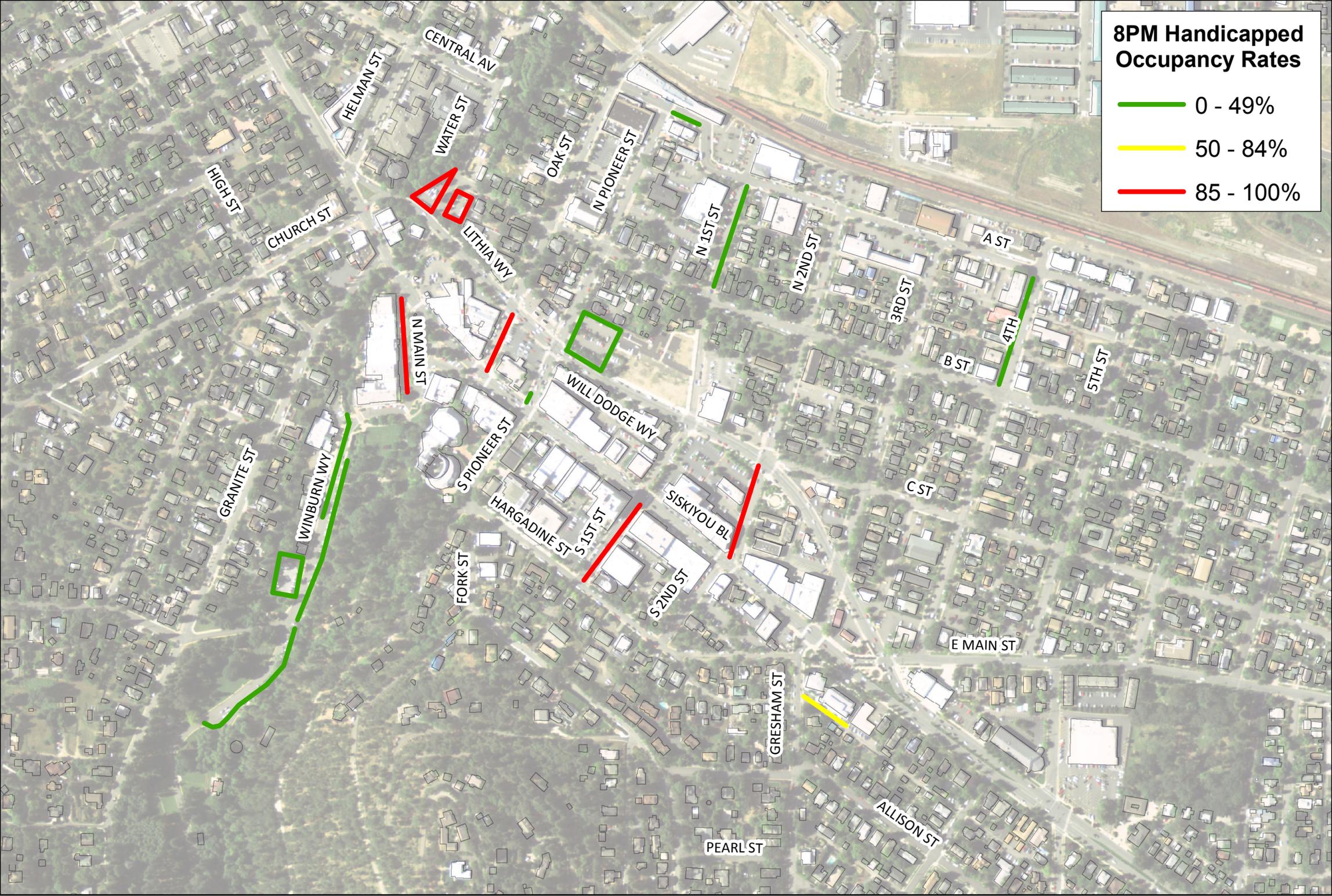
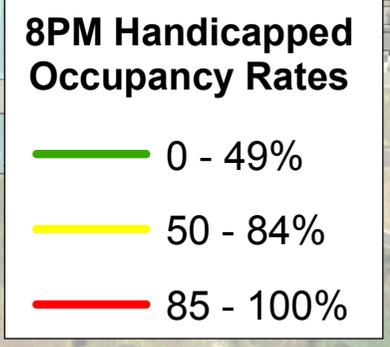












24 September 2014

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

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, receiving 239 responses.

The Oregon Shakespeare Festival Patron Survey sought to assess the experiences of visitors during their visit to the Ashland area. The survey evaluated characteristics of their trips, their parking and travel habits during their visit, and the effectiveness of various policy options previously explored throughout the study. The results of this survey will help to inform the Downtown Parking and Multimodal Access Advisory Committee about visitor opinions, attitudes, and preferences for different options as they assess which potential policies are best suited to meet Ashland's needs. The survey was administered in August 2014 and received 364 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

- **OSF patrons are reliant on cars.** Over 90 percent of respondents drive to and within the downtown Ashland area. Over half of respondents said they would not feel comfortable without a car in Ashland.
- **Most patrons park in on-street facilities.** Sixty percent of respondents said they park in on-street parking spots, with only 19 percent in off-street lots. Fifty-five percent said they were willing to park further away where there is more parking availability.

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<http://csc.uoregon.edu/cpw>

- **Most OSF patrons do not have a problem finding places to park.** Half of respondents said they found it difficult less than 40 percent of the time and 17 percent said they never found it difficult. Eighty-one percent said difficulty in parking does not deter them from visiting downtown.
- **Respondents are satisfied with pedestrian facilities.** Over 90 percent felt facilities were adequate for getting to and around downtown and 93 percent said they felt safe crossing the road in downtown Ashland.
- **Currently, OSF patrons are not likely to utilize bicycles.** Survey respondents indicated that they did not feel comfortable riding bikes around downtown Ashland. Many cited their age and ability and reasons why they would not utilize bicycle infrastructure, and most said they would not utilize a bikeshare program. Bicycle infrastructure improvements were the most likely to encourage bicycling downtown.
- **Wayfinding and informational resources need improvement.** Sixty-six percent of respondents said that wayfinding to parking could be improved and 72 percent said informational resources could be improved. Respondents indicated a preference for the use of a website, brochure, and kiosk.
- **Respondents have no strong opinions for or against metered parking.** Respondents seemed to indicate that they prioritized the convenience of parking over the cost.

Implications

These survey results provide the Parking Advisory Committee with some insight into the parking habits and opinions of visitors to the downtown Ashland area. The results are consistent with previous surveys of Ashland residents and workers. 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:

- **Policies will likely have a stronger impact on Ashland residents' and employees' parking experiences compared to visitors.** OSF patrons did not seem to perceive a significant parking problem in downtown area. In discussion of potential policy options, the PAC should consider how policies may impact the experience of downtown visitors, but should focus on meeting the needs and influencing the behaviors of Ashland residents and employees.
- **Focus on incremental short-term strategies.** In line with the previous two surveys, respondents identified a need for improved wayfinding and informational resources. These strategies are low-cost, low-effort, and non-controversial and are likely to have immediate benefits.
- **There is an opportunity to direct patrons to off-street public lots.** Most visitors currently tend to not park in off-street public lots. This suggests that informing visitors of their availability and location may facilitate a more efficient distribution of parking occupancy.

- Bicycle infrastructure improvements will have limited effect on current OSF patrons.** Most of OSF’s current patrons are not likely to bicycle in Ashland due to age and ability. The policies likely to be most effective at incentivizing visitors to choose multi-modal transportation are those aimed at improving bicycle infrastructure in Ashland. However, it is unlikely that these policies will be extremely effective with OSF patrons in the short-term. The committee should consider this when considering the implementation of multi-modal policy options.

SURVEY FINDINGS

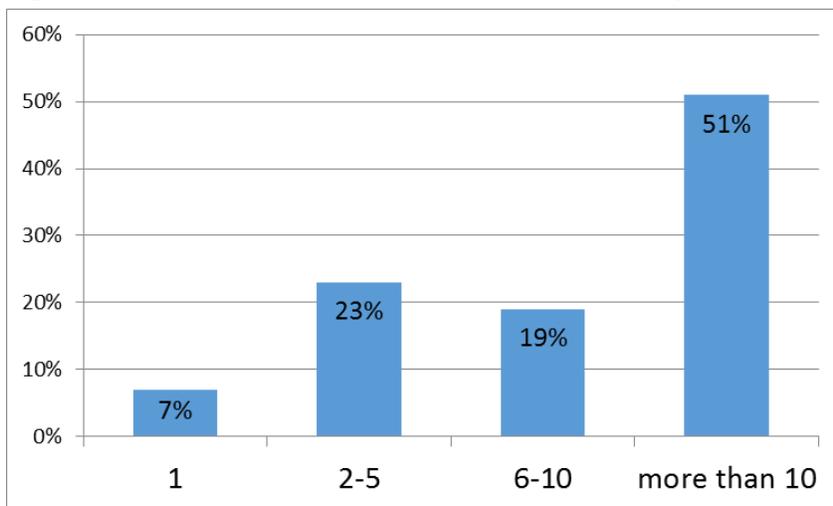
Following is a detailed analysis of the OSF patron survey. CPW partnered with OSF to distribute the survey. OSF staff sent the survey to 2,000 patrons who attended a show within the last year. In order to target respondents who do not reside in Ashland, the survey was distributed to patrons who did not have a 97520 zip code (which encompasses the Ashland area) and those who identified themselves as a resident of Ashland were directed to the end of the survey. The survey was administered online, and was open for 2 weeks in mid-August. There were 364 total respondents.

Characteristics of Respondents

Ninety-eight percent of respondents reported that they are not a resident of Ashland, while 99 percent said they have attended an Oregon Shakespeare Festival (OSF) event in the past year. Those who identified themselves as an Ashland resident and those who have not attended an OSF event were directed to the end of the survey.

Figure 1 shows how many OSF events respondents have attended in the past. Most respondents indicated that they have attended more than one OSF event, with over half reporting they have attended more than 10 shows.

Figure 1: Number of OSF Events Attended (344 Respondents)



Travel and Trip Characteristics

Automobile use was the primary mode of transportation to and around the downtown Ashland area. Figure 2 shows that driving was the primary mode of transportation to the Ashland area, with 96 percent driving their own or rented vehicle.

Figure 2: How Respondents Travelled to Ashland (343 Respondents)

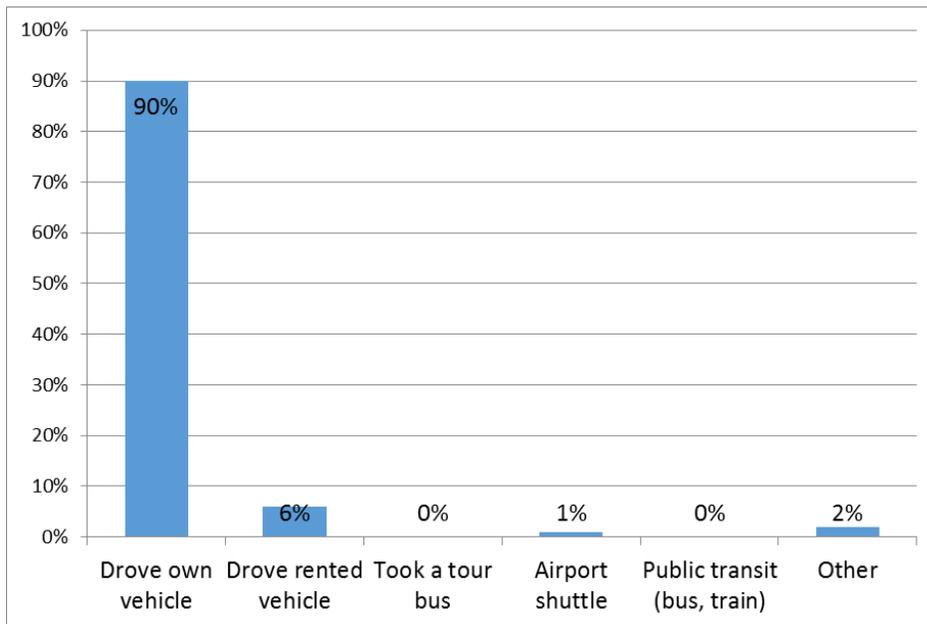
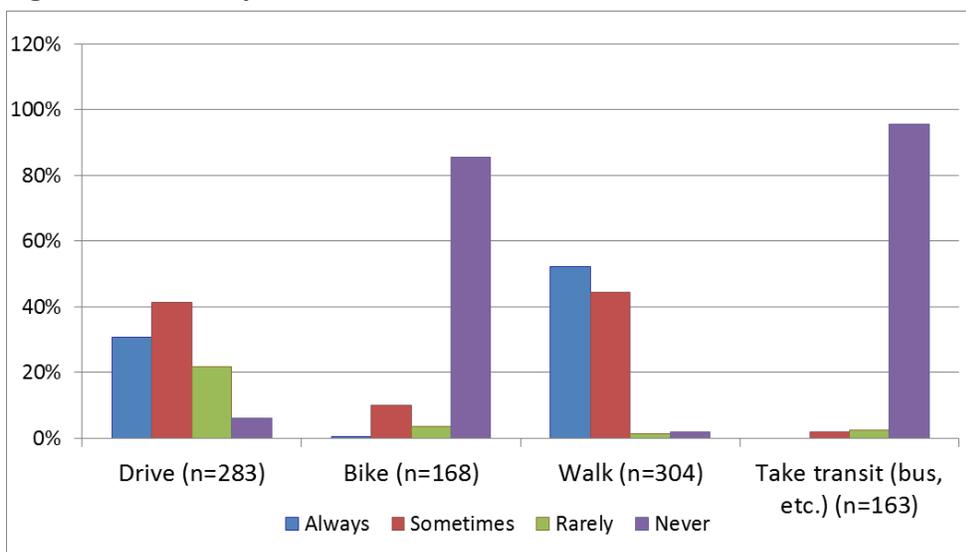


Figure 3 shows that driving and walking were the preferred modes of transportation around the downtown area. Sixty-four percent and 97 percent of respondents said they drove or walked around downtown, respectively, and few said they used public transit or bicycles.

Figure 3: How Respondents Travel Around Ashland



Survey responses indicate that patrons tend to spend a significant amount of time in the downtown area outside of attending OSF events. Figure 4 shows that 80 percent of respondents usually spend 3 or more days in Ashland during their visit. Eight percent said their visit is usually a day trip.

Figure 4: Length of Usual Stay in Ashland (303 Respondents)

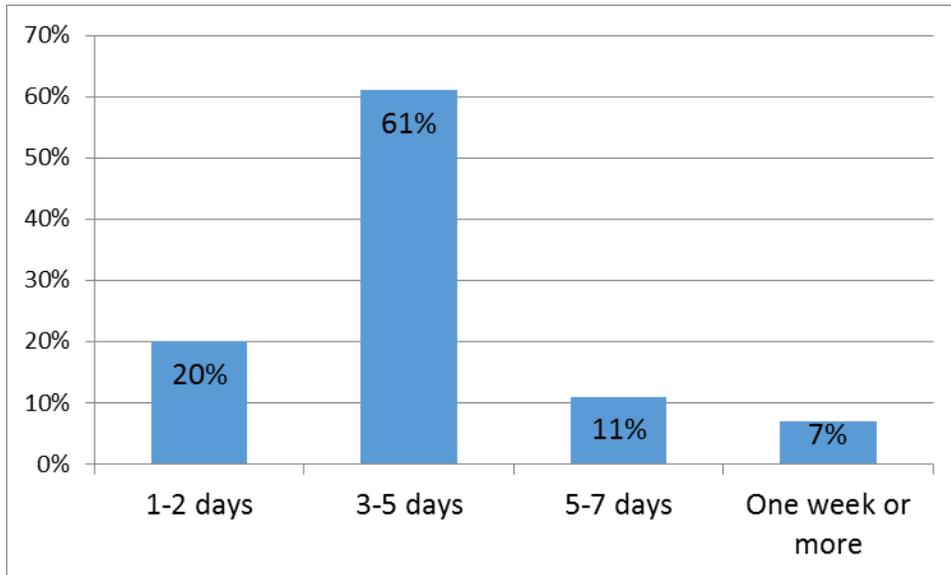
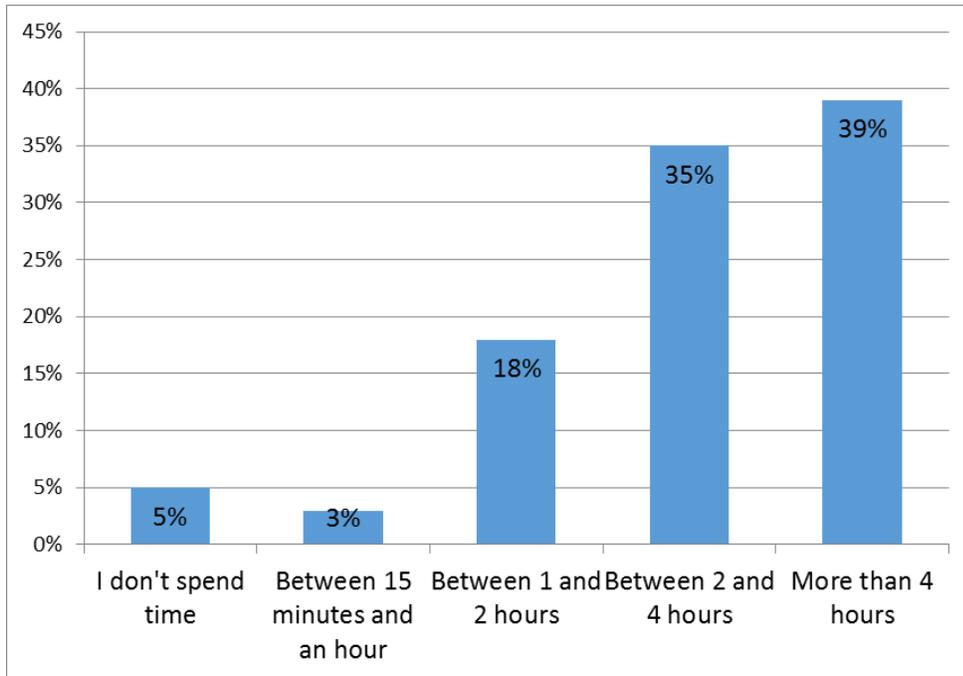


Figure 5 shows that respondents spend a significant amount of time in downtown Ashland outside of OSF events, with two-thirds saying they spend two or more hours in the area. Eighty-eight percent of respondents stay in Ashland during their visit and 99 percent of respondents said they patronize other downtown businesses during their visit.

Figure 5: Time Spent in Ashland Outside of OSF Events (337 Respondents)

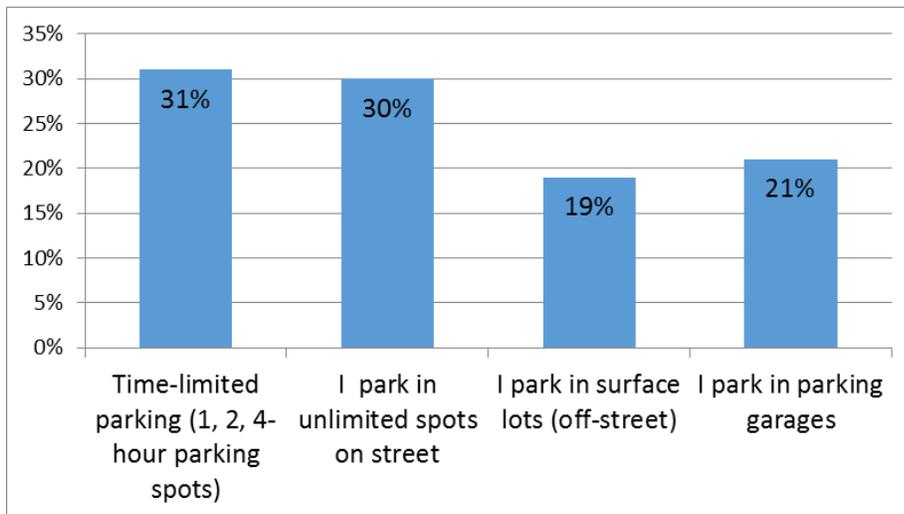


Parking Experience

As most patrons tend to drive to the downtown Ashland area, the survey assessed the parking habits and experiences of downtown visitors. Respondents tended to not find it too difficult to find a parking spot, with over half saying they found it difficult less than 40 percent of the time, and 17 percent saying they never found it difficult. About half of respondents said they were able to find a parking spot in less than 5 minutes. Eighty-one percent said difficulty in parking does not deter them from visiting downtown Ashland.

Figure 6 shows where OSF patrons reported they parked when visiting downtown Ashland. Sixty percent said they parked in on-street spots, while 19 percent said they parked in available off-street lots.

Figure 6: Where OSF Patrons Park (221 Respondents)



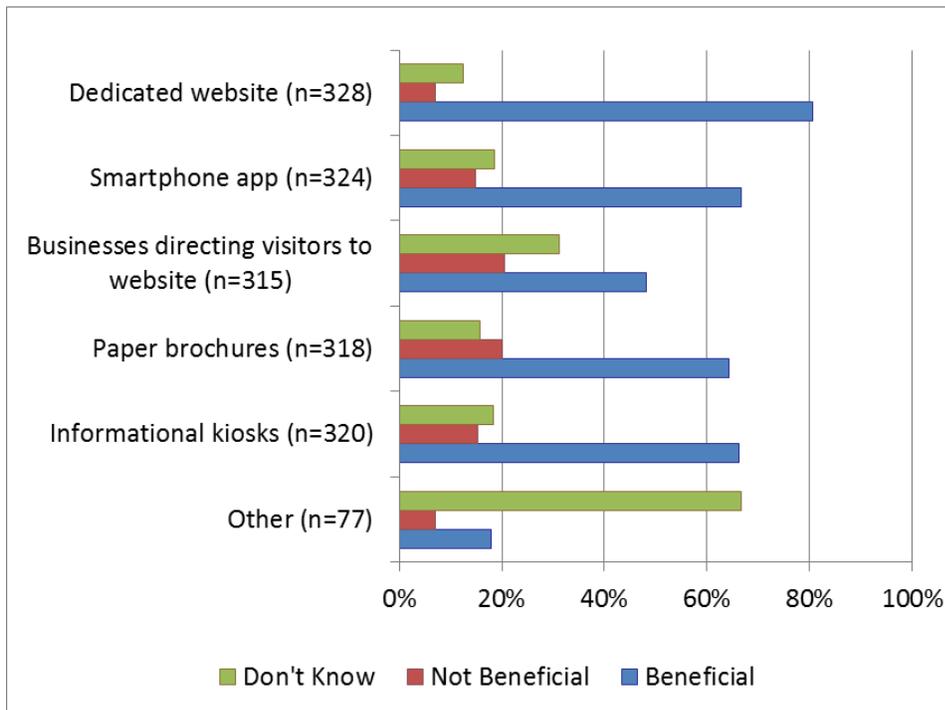
When visiting downtown for extended periods of time (over 2 hours), 55 percent of respondents said they were willing to park further away where there's more parking availability. On average, respondents thought that 10 minutes was a reasonable amount of time to walk between their parking spot and destination.

Policy and Programmatic Options

The survey also assessed respondents' preferences for different proposed policy options being considered for downtown Ashland's parking management plan.

Sixty-six percent of respondents said that wayfinding to parking could be improved and 72 percent said informational resources could be improved. Figure 7 shows that utilizing technological methods tend to be the most beneficial method of communication information about parking to visitors. Over 80 percent said that a dedicated website would be beneficial, while about 2/3 said brochures, informational kiosks, and a smartphone application would be useful.

Figure 7: Perceived Benefit of Various Communication Methods



Respondents generally felt Ashland’s pedestrian infrastructure was adequate, both for getting to downtown (90 percent) and getting around downtown (96 percent). Ninety-three percent of respondents said they felt safe crossing the street in downtown Ashland.

As reported above, most OSF patrons do not travel to or around downtown Ashland via bicycle. Only 13 percent of respondents said they would use a bicycle rental program in downtown Ashland. Most respondents cited their age and ability as reasons why they choose not to use bicycles in Ashland.

Table 1 shows the anticipated effectiveness of various policies aimed at increasing multi-modal transportation in downtown Ashland. Responses for the three proposed bicycle-related policy options indicate that they may not be very effective in encouraging OSF patrons to utilize bicycles in Ashland in the short term. Reflective of respondents’ overall satisfaction with Ashland’s pedestrian infrastructure, most respondents indicated that improved pedestrian infrastructure would not encourage them to visit downtown Ashland more.

Table 1: Effectiveness of Policies to Encourage Multi-Modal Transportation

	Agree	Neither	Disagree	Total
Bicycles available for rental would encourage me to bike more when visiting Ashland	22%	27%	51%	332
Improved bicycle infrastructure in downtown would encourage me to bike more while visiting Ashland	27%	26%	47%	332
Improved bicycle infrastructure in downtown would encourage me to visit Ashland more	9%	24%	67%	328
Improved pedestrian infrastructure would encourage me to visit downtown more while in Ashland	29%	38%	33%	332

Figure 8 shows respondents’ reported varied levels of comfort in regard to not having a vehicle in Ashland. Twenty-two percent said they would feel comfortable regardless of other factors, while a quarter said they would feel comfortable only if a trolley or alternative modes of transportation were available. Sixty-two percent of respondents said they would use a trolley with designated stops around Ashland. Respondents suggested paying an average price of about \$1.25. Over half of respondents said they would not feel comfortable without a car in Ashland.

Figure 8: Comfort With Not Having a Car in Ashland (338 Respondents)

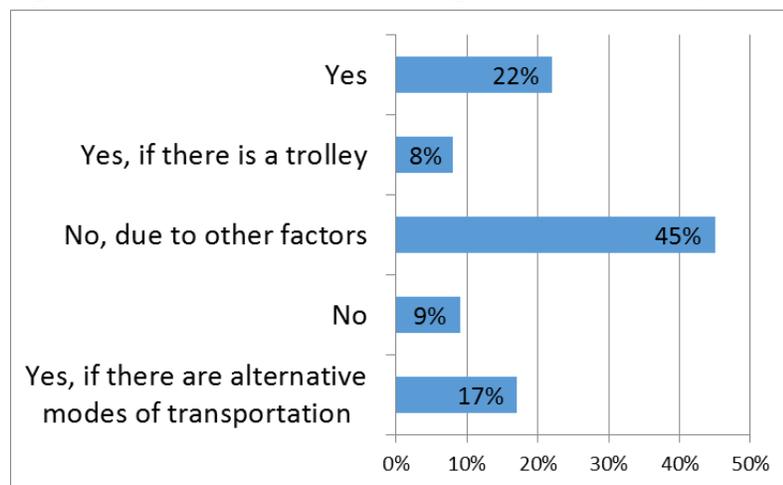
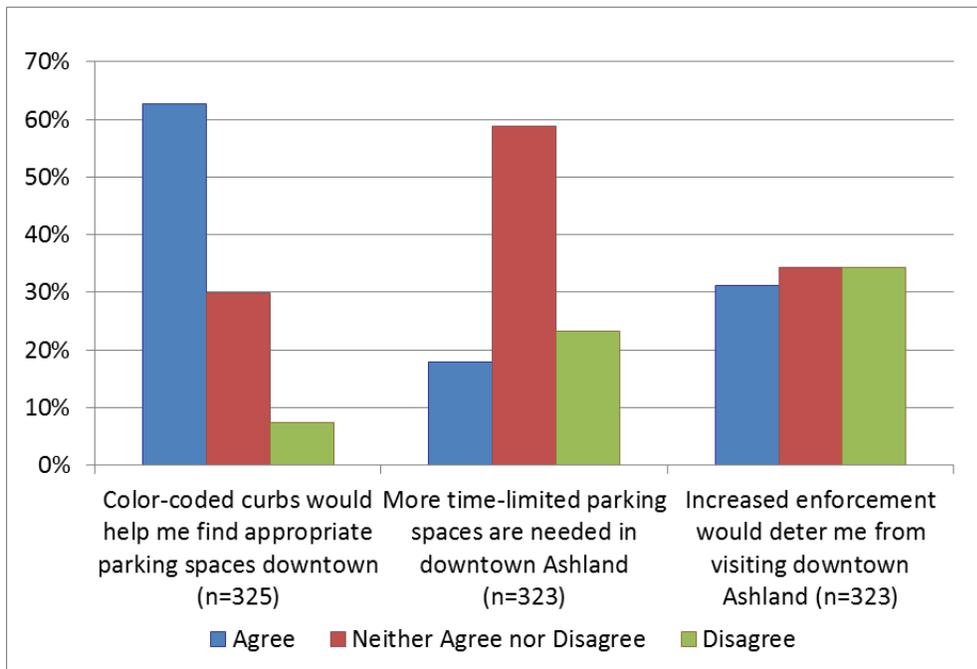


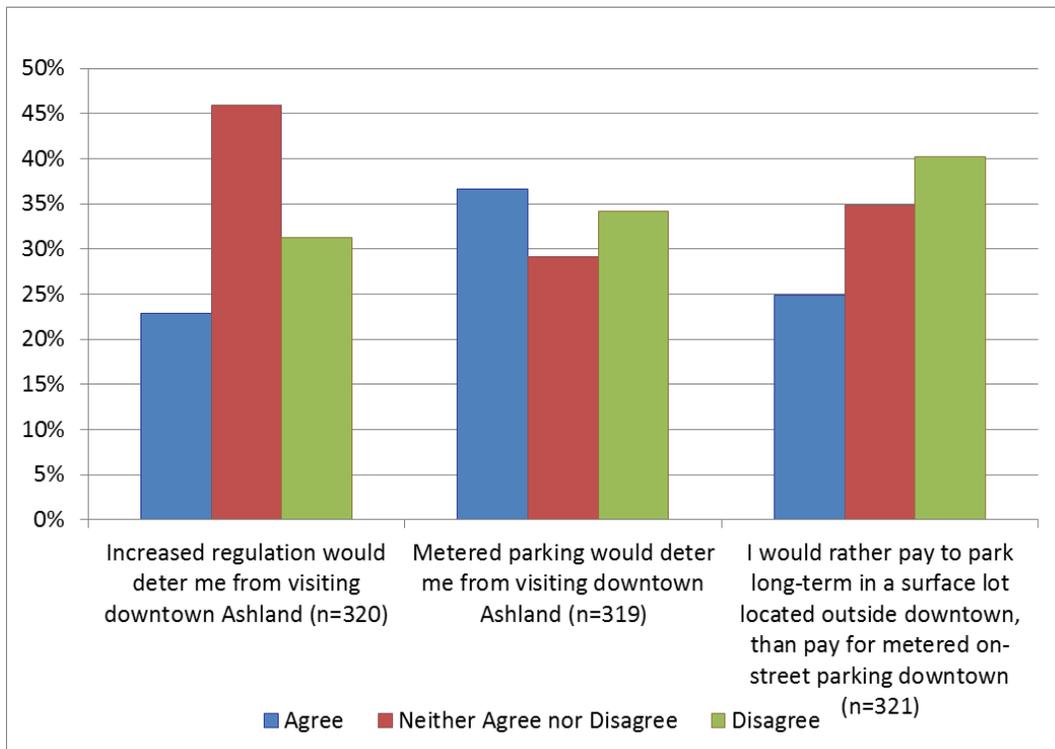
Figure 9 Figure 10 show that anticipated effectiveness of possible regulation and enforcement policies was mixed. Overall, respondents were supportive of the color-coded curb system, with 63 percent saying they would be beneficial. Respondents’ opinions of the need for more time-regulated spaces was fairly neutral. Support for increased enforcement was mixed, with about 1/3 saying it would deter them from visiting downtown and 1/3 disagreeing.

Figure 9: Effect of Regulation and Enforcement Policies



Just over 20 percent said increased regulation would deter them from visiting downtown, though most respondents neither agreed nor disagreed. Respondents tended to not have strong opinions for or against metered parking. Thirty-six percent said metered parking would deter them from visiting downtown, however most responses tended to indicate that most would not park further away in order to avoid metered parking, suggesting that they prefer the convenience of parking downtown.

Figure 10: Effect of Regulation and Enforcement Policies



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:

- General comments about not perceiving a parking problem in Ashland
- Respondents highlighted physical constraints regarding their ability to engage in multi-modal transportation
- Some respondents were supportive of bicycle infrastructure improvements, however others indicated concerns about increasing the number of bicyclists in the downtown area.
- Respondents indicated appreciation for the low cost and convenience of the parking garage.

APPENDIX A: METHODS

The Oregon Shakespeare Festival (OSF) Patron Survey was the third of three 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. Administered in May and June, the Policy Options Survey provided insight into community opinions and support for various policy options aimed at addressing Ashland's parking and circulation issues. The OSF Patron Survey sought to understand how outside visitors accessed the downtown area and the potential effectiveness of various proposed parking management policy options.

The survey was developed, reviewed, and tested by CPW staff. Questions were tailored to specifically evaluate the parking experiences of visitors to the downtown area. CPW developed policy option questions based on a comprehensive list of potential parking management strategies 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 partnered with OSF to distribute the survey. OSF staff sent the survey to 2,000 patrons who attended a show within the last year and did not have a 97520 zip code (which encompasses the Ashland area). The survey included an introductory email with background project information as well as the goal of the OSF Patron 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 non-Ashland respondents had the opportunity to answer every question and all questions were optional. Those who said they were residents of Ashland were directed to the end of the survey. 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-August and remained open for two weeks.

APPENDIX B
Raw Survey Results
(55 pages)

1. Are you a resident of Ashland?

#	Answer	Response	%
1	Yes	7	2%
2	No	353	98%
	Total	360	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.98
Variance	0.02
Standard Deviation	0.14
Total Responses	360

2. Have you attended an Oregon Shakespeare Festival event?

#	Answer	Response	%
1	Yes	345	99%
2	No	2	1%
	Total	347	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.01
Variance	0.01
Standard Deviation	0.08
Total Responses	347

3. Have you attended an Oregon Shakespeare Festival event in the last year?

#	Answer	Response	%
1	Yes	299	100%
2	No	1	0%
	Total	300	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.00
Variance	0.00
Standard Deviation	0.06
Total Responses	300

4. In total, how many Oregon Shakespeare Festival events have you attended?

#	Answer	Response	%
1	1	24	7%
2	2-5	81	23%
3	6-10	66	19%
4	more than 10	177	51%
5	None	0	0%
	Total	348	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	3.14
Variance	1.00
Standard Deviation	1.00
Total Responses	348

5. Have you visited Ashland for another purpose or event?

#	Answer	Response	%
1	Yes (please specify)	1	50%
2	No	1	50%
	Total	2	100%

Yes (please specify)
Visit SOU

Statistic	Value
Min Value	1
Max Value	2
Mean	1.50
Variance	0.50
Standard Deviation	0.71
Total Responses	2

6. How did you travel to Ashland? (select only one option)

#	Answer	Response	%
1	Drove own vehicle	311	90%
2	Drove rented vehicle	23	7%
3	Took a tour bus	0	0%
4	Airport shuttle	5	1%
5	Public transit (bus, train)	0	0%
6	Other (please specify)	8	2%
	Total	347	100%

Other (please specify)

Drove own car & flew own airplane into Ashland, Muni.
drove own vehicle once and car pooled with friends 3 times
own motorhome
Bicycle tour w/friends.
school bus
We sometimes drive our own vehicle and other times rent a vehicle
taxi from Medford Airport
Car pool

Statistic	Value
Min Value	1
Max Value	6
Mean	1.22
Variance	0.72
Standard Deviation	0.85
Total Responses	347

7. On your visit, how did you travel around downtown Ashland? (please indicate how frequently you used each mode)

#	Question	Always	Sometimes	Rarely	Never	Total Responses	Mean
1	Drive	30.66%	41.46%	21.95%	5.92%	287	2.03
3	Bike	0.59%	10.00%	3.53%	85.88%	170	3.75
4	Walk	52.27%	44.48%	1.30%	1.95%	308	1.53
5	Take transit (bus, etc.)	0.00%	1.82%	2.42%	95.76%	165	3.94

Statistic	Drive	Bike	Walk	Take transit (bus, etc.)
Min Value	1	1	1	2
Max Value	4	4	4	4
Mean	2.03	3.75	1.53	3.94
Variance	0.76	0.43	0.39	0.09
Standard Deviation	0.87	0.65	0.63	0.31
Total Responses	287	170	308	165

8. Did you patronize downtown businesses (restaurants, retail shops, etc.) during your visit?

#	Answer	Response	%
1	Yes	342	99%
2	No	2	1%
	Total	344	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.01
Variance	0.01
Standard Deviation	0.08
Total Responses	344

9. If no, why not?

Text Response
Too difficult to find parking.

Statistic	Value
Total Responses	1

10. How long do you typically spend in downtown Ashland outside of Oregon Shakespeare Festival events? (select the category that best matches your typical visit)

#	Answer	Response	%
1	I don't spend time in downtown Ashland outside of Oregon Shakespeare Festival events	19	6%
2	Between 15 minutes and an hour	9	3%
3	Between 1 and 2 hours	64	19%
4	Between 2 and 4 hours	117	34%
5	More than 4 hours	132	39%
	Total	341	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.98
Variance	1.18
Standard Deviation	1.09
Total Responses	341

11. When attending Oregon Shakespeare Festival events in Ashland, do you travel downtown by car?

#	Answer	Response	%
1	Yes	217	64%
2	No	122	36%
	Total	339	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.36
Variance	0.23
Standard Deviation	0.48
Total Responses	339

12. During your visit, how long does it take you, on average, to find a parking spot downtown?

#	Answer	Response	%
1	Less than 2 minutes	26	12%
2	Between 2 and 5 minutes	81	37%
3	Between 5 and 10 minutes	85	39%
4	More than 10 minutes	27	12%
	Total	219	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.52
Variance	0.74
Standard Deviation	0.86
Total Responses	219

13. Where do you most often park when visiting downtown Ashland?

#	Answer	Response	%
1	I don't drive	1	0%
2	Time-limited parking (1, 2, 4-hour parking spots)	68	31%
5	I park in unlimited spots on street	66	30%
6	I park in surface lots (off-street)	41	18%
7	I park in parking garages	46	21%
	Total	222	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	4.66
Variance	3.75
Standard Deviation	1.94
Total Responses	222

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

#	Answer	Response	%
1	Closer to destination	96	44%
2	Farther away, where there's more availability	120	56%
	Total	216	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.56
Variance	0.25
Standard Deviation	0.50
Total Responses	216

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

#	Answer	Response	%
3	0-20%	75	34%
4	20-40%	52	24%
5	40-60%	21	10%
6	60-80%	22	10%
7	More than 80%	13	6%
8	Never - I don't find it difficult to find parking	38	17%
	Total	221	100%

Statistic	Value
Min Value	3
Max Value	8
Mean	4.82
Variance	3.46
Standard Deviation	1.86
Total Responses	221

16. Does this deter you from driving downtown?

#	Answer	Response	%
1	Yes	36	20%
2	No	147	80%
	Total	183	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.80
Variance	0.16
Standard Deviation	0.40
Total Responses	183

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

#	Answer	Response	%
1	Yes	74	34%
2	It's adequate, but could be better	101	46%
3	No	43	20%
	Total	218	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.86
Variance	0.52
Standard Deviation	0.72
Total Responses	218

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

#	Answer		Response	%
1	Yes		56	27%
2	They are adequate, but could be better		73	36%
3	No		75	37%
	Total		204	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.09
Variance	0.64
Standard Deviation	0.80
Total Responses	204

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

Text Response

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Statistic	Value
Total Responses	217

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

#	Answer	Response	%
1	Yes	301	90%
2	No	32	10%
	Total	333	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.10
Variance	0.09
Standard Deviation	0.30
Total Responses	333

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

#	Answer	Response	%
1	Yes	329	96%
2	No	13	4%
	Total	342	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.04
Variance	0.04
Standard Deviation	0.19
Total Responses	342

22. Do you feel safe crossing the street in downtown Ashland?

#	Answer	Response	%
1	Yes	316	93%
2	No	25	7%
	Total	341	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.07
Variance	0.07
Standard Deviation	0.26
Total Responses	341

23. Do you ever travel by bicycle to/around downtown Ashland?

#	Answer	Response	%
1	Yes	23	7%
2	No	319	93%
	Total	342	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.93
Variance	0.06
Standard Deviation	0.25
Total Responses	342

24. If bicycles were available to rent, would you utilize them to travel to/around downtown Ashland?

#	Answer	Response	%
1	Yes	46	13%
2	No	203	59%
3	Undecided	93	27%
	Total	342	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.14
Variance	0.39
Standard Deviation	0.62
Total Responses	342

25. If no, why?

Text Response

Not a fan of bicycles (but we walk 90%+ of the time anyway)

Age and physical restrictions cause me to be uncomfortable on a bike - anywhere

Not young enough to do so

i WOULD NEVER WANT A BIKE TO GO FROM HOTEL TO RESTAURANT TO OSF - I AM USUALLY WITH ANOTHER PERSON OR 2

I ride my bicycle recreationally 4,000 miles per year, but I don't like riding in traffic.

We walk!

I don't ride a bike!

prefer to walk

We enjoy walking, so don't mind a 10-15 minute walk through the downtown. If we were to bike, it would be outside the downtown borders described in this study.

My husband and I are close to 70 and we don't bike at home.

Prefer walking.

My age

I have severe arthritis in my knees (actually have a disability parking placard). I would love to be able to bike, but I can't do the hills.

too old to ride a bike safely

My wife and I are 75. We don't bike anymore.

There is too much congestion, pedestrian and vehicle, in my opinion, to make this a viable option.

age

Safety. The main roads downtown are basically highways. No way on earth would I risk my life by riding a bicycle in traffic. I wouldn't even ride a bike next to traffic if there was a dedicated or even separated bike lanes. Bike lanes are just pacifiers that invite complacency for the cyclist who is still danger at every single intersection. In a tourist destination like Ashland, providing rental or free bikes is an especially bad idea.

Too old.

My wife has a rough time walking, riding a bike would NOT be safe. Besides, once we get somewhere (restaurant/store, etc.) what would we do with a bike? If she bought things, how would we get them to the car? We are older and biking wouldn't work for us.

I can't ride a bicycle. Also have a cane and knee problems.

Streets are too narrow and traffic is too congested to feel safe on a bicycle.

Haven't ridden a bike for 40 years

Safety and security. Still would have a problem parking.

I am too old to ride a bike

Age and health of myself and spouse.

At my age I can't ride a bike

We prefer walking.

Too many cars and streets are too narrow for decent bike paths

Wife won't ride a bicycle

I don't bicycle.

I enjoy walking, both for exercise and to peek in the shops. We often walk the neighborhoods simply because they are so pleasant, usually after dinner & before a show.

Streets are full of cars and pedestrians. Adding bicycle traffic would be added confusion. In addition, bicycles have to be locked up to prevent theft.

my age, 76, and physical condition (hip replaced), don't want to attend theatre performance sweaty

I'm happy walking through the downtown as shown on the map.

don't ride

Too much trouble

I would only bike on bikeways that are dedicated to bicycle traffic with no motor vehicles permitted. I do bike recreationally.

Walking suffices

too dangerous. Bicyclists don't obey any traffic laws and are erratic and unpredictable. As a result vehicles are often cut off by bicyclists and angered by them (justifiably so)! Last month four cyclists blew past me, coming the wrong way off of the one way street into the park. I was slowing down for the pedestrian crosswalk in front of the police kiosk. They flipped me off...even though they were totally in the wrong.

Don't ride bicycles

bikes scare me

We stay at the plaza inn and it's easy walking for our 5 days in Ashland every year. Renting a bike would just be a bother to find where to park and chain it up.

Rather walk. Don't like bikes.

I'm getting a little old.

Disability

Don't need to - can walk to everything we need to, unless going outside of town.

We stay very central to downtown. If we were far enough away from the center of town to bike, I wouldn't do so without a helmet.

don't want to bring my helmet

I'd rather walk.

Am in my 70's

I like to walk.

I don't ride a bike. I like walking.

too old

i don't like riding the bicycle, i prefer to walk

I am disabled. Not enough disabled parking especially considering the age of the audience. I can't walk more than 1/4 mile and steep hills are very hard.

We are not bike riders

I am to ride one and prefer to walk.

easier to park and walk - pleasant to walk!

Prefer to walk

I like walking

I don't ride a bicycle any longer.

Our age and physical abilities, along with where to park the bikes safely.

usually there at night and wouldn't feel safe biking in town at night that I don't know well

When I visit downtown, it is to go to diner and an event and dress accordingly. I would not bike in my evening attire.

Would rather walk

My family members are I are seniors and we don't ride bikes anymore.

we walk everywhere.

I can't ride a bike

We like to walk

We typically stay at The Winchester Inn and bicycling anywhere in Ashland would be unnecessary.

physical limitations

bring our own bikes

disability--can't ride a bike

We wanted to walk around downtown.

I'm not able to ride a bike

Walking is sufficient for getting to the theater, to shops and to restaurants. We park at the hotel when we arrive and walk everywhere downtown. We get in the car only to get to Our Lady of the Mountain for Mass on Saturday evening.

At age 77 years I would find it inconvenient. Also My wife, born and raised in New York, does not ride a bicycle.

Our two legs work fine and we like to walk. We also have stayed at the Ashland Springs Hotel. Park the car upon arrival and drive away three or four days later when leaving. The car never moves after parking it until we leave town.

hard to carry things on bike,bicycle parking and locks hassle and too dressed up for plays--not fun to ride bike in heels-

The City is very walkable and we generally stay in the downtown area so there is no need to rent a bicycle

There are not dedicated bike lanes, and I wouldn't feel safe.

Hamdicap traveler in group

To many hills - easier to walk

not the answer to this question, but I park in a friend's driveway who lives with-in the downtown boundaries.

Too old for bicycling.

I am 73 and do not feel comfortable riding a bicycle in traffic.

I'm a visitor and don't bring my bicycle.

Just not interested

I have artificial joints and don't feel safe riding a bike

more convenient to walk

Prefer walking

Too old to ride on steep streets.

I have a disability that makes it impossible.

We would need to bring helmets and locks as 2 time a year visitors we would not use bikes when downtown is so pedestrian friendly

I will have my own bike.

out of town seniors--no longer able to ride bike

We often go downtown at night and I don't want to ride in the dark.

We are too old

I'm disabled.

no need

Statistic	Value
Total Responses	197

26. Would you utilize a trolley with designated stops to travel around Ashland?

#	Answer	Response	%
1	Yes	209	62%
2	No	127	38%
	Total	336	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.38
Variance	0.24
Standard Deviation	0.49
Total Responses	336

27. How much would you be willing to pay, per one-way trip, to ride a trolley around Ashland?

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
1	Dollars	0.00	5.00	1.25	0.84	255

28. Would you feel comfortable not having a vehicle during your stay in Ashland?

#	Answer	Response	%
1	Yes	76	22%
2	Yes, if there is a trolley	26	8%
3	No, due to other factors (ability, longer travel plans to other destinations, etc.)	152	45%
4	No	29	9%
5	Yes, if there are alternative modes of transportation (bike, walk, etc.)	56	17%
	Total	339	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.89
Variance	1.71
Standard Deviation	1.31
Total Responses	339

29. Ashland is striving to improve its information for visitors regarding parking and transportation. Which methods of communication would be most beneficial to you?

#	Question	Beneficial	Not Beneficial	Don't Know	Total Responses	Mean
4	Website dedicated to parking and transportation access (maps, parking, bicycle paths, etc)	80.36%	6.95%	12.69%	331	36.46
5	Smartphone app with parking/transportation options and points of interest	66.87%	14.72%	18.40%	326	36.81
6	Through businesses directing visitors to the above mentioned website	48.58%	20.50%	30.91%	317	37.23
7	Paper brochures	63.86%	20.56%	15.58%	321	36.93
8	Informational kiosks (i.e. stand-alone pedestrian wayfinding)	65.94%	15.17%	18.89%	323	36.83
9	Other (please specify)	17.65%	7.06%	65.88%	77	37.69

Other (please specify)
You should be building more parking garages, especially in under new buildings
signage
mobile-friendly parking website
Signage
signage
better signage
OSF including info in their literature
An elevator from Main street up to theaters
signage
IPad app
OSF Programs
have information included in ticket ordering package
Site showing handicap parking
App showing available spots at public lots.
information on shakespeare festival website and program
Changeable message signs re capacity, etc.
signage
more info about disable parking
word of mouth by residents, business owners: " did you know that parking..."
Public signage
Brochures provided by hotels

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	36	36	36	36	36	36
Max Value	39	39	39	39	39	39
Mean	36.46	36.81	37.23	36.93	36.83	37.69
Variance	0.92	1.41	1.57	1.62	1.43	123.24
Standard Deviation	0.96	1.19	1.25	1.27	1.20	11.10
Total Responses	331	326	317	321	323	85

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

#	Question	Agree	Neither Agree Nor Disagree	Disagree	Total Responses	Mean
4	Bicycles available for rental would encourage me to bike more when visiting Ashland	22.09%	27.46%	50.45%	335	2.28
5	Improved bicycle infrastructure in downtown (additional bike parking, bike lanes, etc) would encourage me to bike more while visiting Ashland	26.57%	26.27%	47.16%	335	2.21
6	Improved bicycle infrastructure in downtown (additional bike parking, bike lanes, etc) would encourage me to visit Ashland more	8.76%	24.47%	66.77%	331	2.58
7	Improved pedestrian infrastructure (more crosswalks, wider sidewalks, etc) would encourage me to visit downtown more while in Ashland	29.85%	37.91%	32.24%	335	2.02

Statistic	Bicycles available for rental would encourage me to bike more when visiting Ashland	Improved bicycle infrastructure in downtown (additional bike parking, bike lanes, etc) would encourage me to bike more while visiting Ashland	Improved bicycle infrastructure in downtown (additional bike parking, bike lanes, etc) would encourage me to visit Ashland more	Improved pedestrian infrastructure (more crosswalks, wider sidewalks, etc) would encourage me to visit downtown more while in Ashland
Min Value	1	1	1	1
Max Value	3	3	3	3
Mean	2.28	2.21	2.58	2.02
Variance	0.65	0.70	0.42	0.62
Standard Deviation	0.80	0.83	0.65	0.79
Total Responses	335	335	331	335

31. The following statements represent some strategies the City of Ashland is considering to improve transportation and accessibility in the downtown area. Please rate your level of agreement or disagreement with the following statements:

#	Question	Agree	Neither Agree nor Disagree	Disagree	Total Responses	Mean
13	Color-coded curbs would help me find appropriate parking spaces downtown (time-limited, no limit, short-term)	62.50%	30.18%	7.32%	328	11.45
14	More time-limited parking spaces are needed in downtown Ashland	17.79%	58.90%	23.31%	326	12.06
17	Increased enforcement (such as higher fines for parking violations) would deter me from visiting downtown Ashland	31.29%	34.05%	34.66%	326	12.03
18	Increased regulation (such as the expansion of time limited parking space) would deter me from visiting downtown Ashland	22.60%	46.13%	31.27%	323	12.09

19	Metered parking would deter me from visiting downtown Ashland	36.96%	29.19%	33.85%	322	11.97
20	I would rather pay to park long-term in a surface lot located outside downtown, than pay for metered on-street parking downtown	25.00%	34.88%	40.12%	324	12.15

Statistic	Color-coded curbs would help me find appropriate parking spaces downtown (time-limited, no limit, short-term)	More time-limited parking spaces are needed in downtown Ashland	Increased enforcement (such as higher fines for parking violations) would deter me from visiting downtown Ashland	Increased regulation (such as the expansion of time limited parking space) would deter me from visiting downtown Ashland	Metered parking would deter me from visiting downtown Ashland	I would rather pay to park long-term in a surface lot located outside downtown, than pay for metered on-street parking downtown
Min Value	11	11	11	11	11	11
Max Value	13	13	13	13	13	13
Mean	11.45	12.06	12.03	12.09	11.97	12.15
Variance	0.39	0.41	0.66	0.53	0.71	0.63
Standard Deviation	0.63	0.64	0.81	0.73	0.84	0.79
Total Responses	328	326	326	323	322	324

32. On average is your visit to Ashland a day trip or a destination visit?

#	Answer	Response	%
1	Day trip	28	8%
2	Destination visit (e.g., one or more nights away from your primary residence)	306	92%
	Total	334	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.92
Variance	0.08
Standard Deviation	0.28
Total Responses	334

33. How long do you usually stay during your visits to Ashland?

#	Answer	Response	%
1	1-2 days	64	21%
2	3-5 days	187	61%
4	One week or more	22	7%
5	5-7 days	33	11%
	Total	306	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.26
Variance	1.41
Standard Deviation	1.19
Total Responses	306

34. What type of accommodation did you most frequently stay in during your visit to Ashland? (select one option)

#	Answer	Response	%
1	Motel/Hotel	194	63%
3	Bed and Breakfast	62	20%
4	With friends or family	17	6%
5	Other (please specify)	23	8%
6	Campground	10	3%
	Total	306	100%

Other (please specify)
Rental cottage
Rental of a private home
Own a 2nd home on Van Ness.
air bnb
2nd home in Ashland
family vacation home in Ashland
Rent a house
Vacation home
rent house
Ashland Commons and motels
RV park
own a condo
vacation rentals mostly. followed by hotel/motel s
Rental of house
hostel
Vacation Rental
cottage rental
rent a house
House rental
Vacation rental house
SOU
rental cottage
Campus Dorms

Statistic	Value
Min Value	1
Max Value	6
Mean	2.04
Variance	2.26
Standard Deviation	1.50
Total Responses	306

35. Where was your accommodation located?

#	Answer	Response	%
1	In downtown Ashland	133	43%
2	In Ashland, but not downtown	135	44%
3	Outside of Ashland	38	12%
	Total	306	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.69
Variance	0.46
Standard Deviation	0.68
Total Responses	306

36. How many hours did you usually spend in Ashland during your visit?

#	Answer	Response	%
1	1-3 hours	4	14%
2	4-8 hours	14	50%
3	8 - 12 hours	7	25%
4	More than 12 hours	3	11%
	Total	28	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	2.32
Variance	0.74
Standard Deviation	0.86
Total Responses	28

37. What was the primary purpose of your visit to Ashland? (select only one option)

#	Answer	Response	%
1	Oregon Shakespeare Festival Event	312	93%
2	Other event (Film festival, mountain bike race, etc.)	2	1%
3	Shopping/Restaurant options	3	1%
4	Other (please specify)	16	5%
5	Personal errands (post office, grocery shopping, etc.)	0	0%
6	Business trip	0	0%
8	Visit regional attractions	1	0%
	Total	334	100%

Other (please specify)

Visiting family.

Like all the options offered in Ashland.

Love the ambiance of Ashland and plan to retire there family

We live here 4 months a year.

all of the above

Multiple reasons

Wedding

Visit family & friends and see plays at Shakespeare and the Caberet.

Visit friends

We combine an annual or semi-annual trip to Ashland to visit family, take in a few plays, and go fishing

Tennis tournament but we saw a play and shopped too.

SOU Senior Venture Program (12 days) and in Columbia Hotel on own visit

Visit friends, enjoy the weather, OSF

Visiting Family and Sharing the Shakespeare Festival while visiting (try to visit during).

General tourism including Shakespeare Festival, restaurants, and base for trips to wineries and Crater Lake

Statistic	Value
Min Value	1
Max Value	8
Mean	1.19
Variance	0.59
Standard Deviation	0.77
Total Responses	334

38. What is your age?

Text Response

35

52

50

75

60

70

67

55

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68
41
42
49
45
52
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47
52
71
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67
60
77
68
54
58

Statistic	Value
Total Responses	251

39. What is your gender?

#	Answer	Response	%
1	Male	132	41%
2	Female	186	57%
3	Prefer not to identify	7	2%
	Total	325	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.62
Variance	0.28
Standard Deviation	0.53
Total Responses	325

40. What is your annual income?

#	Answer	Response	%
1	Less than \$10,000	0	0%
2	\$10,000-\$14,999	2	1%
3	\$15,000-\$24,999	6	2%
4	\$25,000-\$34,999	11	4%
5	\$35,000-\$49,999	23	8%
6	\$50,000-\$74,999	38	13%
7	\$75,000-\$99,000	65	22%
8	\$100,000-\$149,999	75	26%
9	\$150,000-\$199,999	33	11%
10	\$200,000 or more	41	14%
	Total	294	100%

Statistic	Value
Min Value	2
Max Value	10
Mean	7.38
Variance	3.10
Standard Deviation	1.76
Total Responses	294

41. Please indicate your city and state and country of residence.

City	State (two letter abbreviation)	Country
Seattle	WA	USA
Los Angeles	CA	USA
Los Gatos	CA	USA
Portland	OR	US
Pleasant Hill	CA	USA
woodinville	wa	us
San Jose	CA	USA
San Rafael	CA	USA
Anderson	CA	USA
Bend	OR	USA
Gig Harbor	WA	USA
San Carlos	CA	USA
San Mateo	CA	USA
Sutherlin	OR	USA
Beaverton	OR	USA
Davis	CA	usa
Eureka	Ca	
San Ramon	ca	
Lincoln	CA	
Alameda	CA	USA
Portland	OR	USA
Chico	CA	USA
Fresno	CA	USA
Portland	OR	
Fremont	CA	USA
Riverside	Ca	
San Francsico	ca	USA
Sacramento	CA	USA
Wilderville	OR	USA
Corvallis	OR	
seattle	wa	usa
El Cerrito	CA	USA
Macdoel	CA	USA
Boone	NC	USA
Salem	OR	USA
San Francisco	CA	USA
Portland	or	USA
Anderson	CA	USA
Kelseyville	CA	USA
Oakland	CA	USA
Corvallis	OR	USA
Eugene	OR	USA
san jose	ca	usa
Carmel	CA	Usa
Portland	OR	USA
Morro Bay	CA	USA
cottonwood	ca	usa
Meridian	ID	USA
San Rafael	CA	USA
Vancouver	WA	USA

Davis	CA	US
Dobbs Ferry	NY	USA
Mountain View	CA	USA
St.louis	Mo	usa
Scottsdale	AZ	US of A
Lynnwood	WA	USA
Belmont	CA	USA
Mendocino	CA	
Redwood Valley	CA	USA
Sebastopol	CA	USA
Portland	OR	USA
San Francisco	Ca	Usa
Somerville	MA	USA
Palo Alto	CA	USA
Suisun City	CA	USA
Reno	NV	USA
Sherman Oaks	ca	usa
San Francisco	CA	USA
Sacramento	CA	usa
Reno	NV	USA
Lake Oswego	OR	USA
Baton Rouge	LA	USA
Lake Oswego	OR	USA
Vallejo	CA	USA
Corvallis	OR	USA
Lincoln	CA	USA
Portland	Oregon	Multnomah
Corvallis	OR	US
san francisco	ca	usa
Palo Alto	CA	Santa Clara
Oakland	CA	usa
Santa Rosa	CA	USA
Kennewick	WA	USA
Phoenix	AZ	U.S.
los angeles	ca	usa
Fair Oaks	CA	USA
Corvallis	OR	USA
Vancouver	WA	USA
anacortes	wa	usa
Arcata	CA	USA
kirkland	wa	
Redwood City	CA	USA
Redding	CA	USA
Eugene	OR	US
Salem	Or	USA
Tualatin	OR	USA
Mt. Shasta	Ca	US
Goleta	Ca	USA
Mount Shasta	CA	USA
	CA	United States
	CA	

Statistic	Value
Total Responses	318

42. What is your 5-digit zip code?

Text Response

98122

90069

95030

97209

94523

98072

95123

94903

96007

97707

98332

94070

94402

97479

97007

95618

95501

95648

94501

97233

95926

93619

97220

94536

92506

94110

95835

97543

98374

97330

98199

94530

96058

28607

97301

94129

97212

96007

95451

94609

97212

97330

97401

95125

93921

97213

93442

96022

83646

94903

98686
95616
94010
10522
94040
63119
85259
98087
94002
95469
95470
95472
94563
94301
97229
94117
02144
94306
94585
89503
91423
94158
95822
89521
97035
70808
97035
94591
97333
95648
97701
97206
97330
97401
94116
94301
94610
95401
99337
85004
91208
95628
97330
98663
98221
95521
98034
94061
96003
97404
97304

Statistic	Value
Total Responses	317

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

Text Response

I notice there is a new building on Lithia Way taking up space that was formerly parking and I am surprised to see that no parking structure was included in this building. I think that is bad planning. I have been coming to Ashland for OSF since 1986 and I notice that most patrons are middle aged or older, and for them parking on hills and walking long distances is difficult. I think it would be great to build more and expand existing parking structures in downtown Ashland on or near the main street so that people can get to plays and restaurants easily.

Parking downtown is fine. Don't fix what is not broken.

More public parking lots are needed.

The only reason I indicated that I didn't feel safe crossing the street in Ashland is because cars on the main street downtown travel very fast, despite the fact that this is a shopping district with lots of pedestrians.

We always park our car at the hotel once we arrive in Ashland and don't normally use it again until we leave (we sometimes drive to the other end of town, but typically we visit the shops and businesses in the downtown core). We have always appreciated how easy it is to get around town, how polite the motorists are to pedestrians, and how there are good places to cross the street. We always stay at The Plaza Inn; they have good parking and excellent walking connections to downtown.

Signage on speed limits and changes to speed limits is not clear coming into or going out of town. Friends came with us once and didn't see the change to 25 MPH and received a ticket and will never come back. That was their first "welcome" to Ashland.

Ashland is a very difficult city to navigate for mobility impaired people. Your multi-level parking structure is a great help. Without it my wife would have great trouble enjoying the city unless we were lucky enough to find on street parking in a suitable place.

We visit Ashland about once a month, with the dual purposes of seeing family and participating in OSF activities. We never have problems parking downtown, but that may be because we don't mind looking for a spot on the edge of downtown and walking a bit.

We walk downtown when we visit - no matter the weather - the friendly nature of Ashland is why we visit!

For 20 years, we stayed in a private rental house. The past 2 years we have stayed in a resort outside of Ashland (Lithia Springs). We have always come with a group of friends, never on our own so getting around Ashland--for plays, eating, shopping--has almost always involved carpooling with friends. Parking is seldom an issue for us a) because we have a handicap placard and b) if handicap spaces are taken, we always find a parking space in the garage by the theaters. I believe more handicap parking spaces would be helpful, given the advanced age of the theater patrons and number of handicap placards we, as a group, tend to have.

I can walk on flat surfaces for about 15 min without pain (arthritis in knees). Hills are difficult for me, and I probably know where all the convenient stairs are for my routines in Ashland. (Stairs are hard too but not as bad as hills.) I usually park in the garage behind the Thomas Theater, and I often plan my day's activities and timing based on when I think I am likely to get a spot in the garage -- preferably on the lowest level, otherwise on the top level. The middle level is misery (stairs are hard). It would be useful to me (and entirely selfish, too) if there were more designated handicap parking spots on the street where it is relatively flat -- from Pioneer up to Gresham, for example. Since my placard exempts me from meters, that issue is irrelevant to me. If a trolley were available from a more remote parking garage, it would have to be easy for people like me (not nimble, use a cane) to get on and off without worrying about tripping, falling, or being jostled to hurry. Making it clear that private (e.g., bank) lots can be parked in after banking hours would be a benefit too. (Not sure what the banks would think of that.) I think doing this study is an excellent idea and I commend you for it. I've been visiting Ashland annually since 1981 (when I could walk up and down the hills!) and have seen the city cope with growth -- usually fairly gracefully.

I had a very good experience with the Judge when I got a parking ticket. She allowed me leniency because the rule for CA disabled parking is different than that of OR. Thank you for doing this survey.

We use the parking facility attached to the New Theatre exclusively. At 75, we are not handicapped, but the distance we can comfortably walk is considerably less than even 10 years ago. We always stay at the Stratford Inn and our stay is usually 5 or 6 days. We try to dine at different restaurants for each meal. The parking garage is most satisfactory unless there are other events at the same time, resulting in those spaces being filled. We have never been able to find on-street parking within range of our limited walking ability.

I always have difficulty finding parking downtown- in my most recent visit, I spent 20 minutes driving around looking for parking for a Shakespeare event. Would love to see a parking area that had periodic shuttles to downtown... I'd pay to park & ride without having to waste time, energy and fuel looking for traditional downtown parking.

When visiting Ashland, I stay in a B&B within easy walking distance to the theatres and shopping and leave my car parked at the B&B.

We live on a ranch after 40-years in LA. Our dogs are a part of our family and we bring them with us when we travel to Ashland. We attempt to find shaded parking (such as on S Pioneer or near the park) and have sometimes used the underground City parking lots. We enjoy shopping in Ashland and love a number of the restaurants. We return to the car to walk the dogs, check their water, etc. Biking might help with some of the public, but I'm afraid we are going to need our kennel with us. LOL

First time at Oregon Shakespeare Festival. Information re tickets and parking were very inadequate; had no idea about scale, how far to walk, etc. Have cane. Partner finally found parking place quite far away.

When you live in San Francisco, it's hard to imagine Ashland has a parking problem! It's heaven, actually. We park at the Shrew's House, and just walk everywhere. If we ever have had to drive around--like to grocery shop--parking was easy. Your crosswalks and traffic lights work great. It's never that crowded anywhere, even in the summer. Parking and pedestrian problems? Are you kidding?! I guess it's all relative! I would love to read the final report (e.g., where are visitors from, how long do they stay, and what do they say?). Thanks for asking my opinion!

Please don't encourage bicycle use in downtown Ashland. In Portland, bicyclists so often have no respect for the rules of the road. They drive drunk sidewalks, continue through red lights, do not wear reflective clothing in to evenings. If there is any one single thing that will keep us away from downtown Ashland, it will be the increased and encouraged use of bicycles. Please do not narrow your streets for bike lanes...bicycle riders don't stay in them anyway. ..and I fear that accidents with pedestrians, especially the elderly, will increase twenty fold. Suburban areas, near the food co-op, outskirts of Lithia park, nearer SOU, great, but not in the plaza or between Helman and the union 76 station close to the library.

While bikes are a good alternative for some, they are not a good solution in many instances. I live in an urban area where bike riders are reckless, ride on the sidewalk and imperil elders especially. I also find bikes a visibility issue while driving. They are hard to see on my right side, and that's where they always are if in a bike lane. I live in constant fear of having a collision with the silent, unseen bicyclist coming up on my right while making a right turn. Please encourage/support walking rather than biking in downtown Ashland. I stay at the Best Western, park my car in their lot, and walk to all the plays, restaurants and shops in downtown. I don't venture OUT of downtown. Ashland drivers are incredibly polite, and always stop to let me cross! Thanks for reading this.

I often park in the city lot next to the Thomas Theater. I cannot recall not being able to park there in the past 10 years and the price is a bargain, I believe. Also it is within 3 or 4 blocks of most of the restaurants and theaters we regularly patronize. Those restaurants farther away have reasonable parking as well, although the lots down on Water St are more often full for the restaurants in that vicinity.

I also bring a group down to OSF in the spring taking a charter bus. I appreciate that the OSF office includes instructions and a map to guide the bus driver to legal parking spots. We have found ashland charming and welcoming. Please do not "disneyland" your lovely town.

Please do not add metered or time-limited parking near downtown. Parking options accommodate visitors like us perfectly.

Assisted hearing devices rarely work in the theatres.

The time limit application to an entire block is confusing. We had an circumstance on our last visit where we had to take a relative to the hospital ER. When we came back to town (she stayed at the hospital), we parked after a couple of hours we reparked in the same block we had originally been parked in and were ticketed.

Fun town. Nice people. Strange water.

I doubt that the problem will be resolved unless a couple more parking structures are strategically located downtown. The pedestrian oriented facilities and advisories, etc. are quite good once one is out of the car. We have on occasion simply gone somewhere else after being unable to park conveniently near a downtown attraction. The last time was just a couple weeks ago when, on a Friday evening, we decided to visit Enoteca for their Fri event. We gave up looking after driving around for about 10 minutes so went out to Weisingers for some wine tasting. Nice place, good wine and easy parking.

If downtown parking capacity is an issue, I would recommend that more multi-level parking structures be built. Most people travelling to Ashland to attend the OSF seem to me to be pretty well heeled and have the ability to pay for garage parking. In fact, I think most OSF attendees would prefer to park in a parking structure situated close to the OSF. As much as I enjoy the low parking rates in the existing parking garage that I usually use, I would be happy to pay more for the convenience of being close to OSF.

Typically, we stay in a hotel in, or near downtown. It is our feeling, that the cost of the lodging MUST include guaranteed parking for ALL guests of the lodging establishment. This is the industry standard in other parts of the country. Once parked, if downtown, there is no need for further use of one's car, as all services are within walking distance. Perhaps an ordinance, requiring a voucher system of lodging providers? Though ultimately, this would only drive up the cost of downtown lodging.... For those with disabilities, it seems reasonable, in light of the ADA, to have a simple, but convenient shuttle, or trolley system servicing the downtown region. Clearly, this survey is in response to an increasing problem of parking in the downtown region. Residents, rightly must be tired of tourists parking in front of their homes. Perhaps a "Park and Ride" facility (free), a little ways from downtown, with a frequent (free) shuttle during very extended hours would cure the problem. As long as Ashland charges visitors to park, they will seek free alternatives on side streets not in downtown. These, must necessarily, also be the territory of SOU students. My suggestion would be to NOT seek the tempting municipal income of pay parking. Humans are motivated by self interest (the plays of OSF teach us this... :)) Rather, provide an out of the congested region alternative, with a free transfer (airports do this.) Think of your community as a whole. "Tourists" are in large part, responsible for the financial prosperity of Ashland. They are not the enemy to be punished.

This summer, I stayed at the Bard's Inn. walked everywhere, spent more money. Last two prior years (summer visits for Shakespearean Festival) did not book a room far enough in advance and ended up staying a couple miles away. A little farther than I wanted to walk and was wary of the parking. Would definitely use a secure parking lot outside of downtown that had frequent and reliable shuttle service to downtown. Or would ride a reasonably priced bicycle. really appreciate that you are putting effort into figuring this out; the time limited parking is fine for a bit of shopping but sucks when attending a play. Perhaps the festival should offer parking with a shuttle service for play goers.

Again I stay at the plaza inn in downtown Ashland they have parking very easy to get around. My Brother just took a trip to Ashland in July with his truck and camper. He stayed in an RV park and said parking on the street with his big truck was very easy. He also comes with me in October and stays at the plaza inn as well. Your city is very pedestrian friendly.

I am disabled but don't need a wheel chair. We leave our car at a downtown Hotel lot but because of the hill, my husband has to drop me at the theaters and drive back to hotel to park and then he walks back. I am able to walk home going down hill. A Main Street level elevator up to the theaters would help people like me who are weak or or in pain and can't walk up the steep hill. This would reduce some car trips and possibly some parking demand. Another important point. Here in Sacramento bicycles pose a serious hazard for pedestrians. They rarely stop for pedestrians and expect them to get out of the way of the bike. They often fail to obey the rules of the road, e.g. don't stop at Stop signs. We have many marked lanes here and bikes are still big problems. Many Ashland visitors are elderly and are unable to move away from bikes in their path. When auto traffic is slow bikes will speed through intersections and ride center lines. This confuses drivers and pedestrians. I am speaking from actual experience sharing roads with bikes in Sacramento.

We just always prefer to stay in downtown Ashland, so we don't have to drive to the Festival, shopping, or restaurants. The one time we did stay on the outskirts of town, we didn't like having to drive into town, not so much because parking was hard to find, but it's just more convenient to be able to walk everywhere. And we've always found Ashland a very walking-friendly town. I suppose a trolley could be useful for those who have to, or choose to, stay on the edge of town. But keep the walkability!

I would like to be able to come there without driving my car, but cost is a factor with air travel. I won't take the bus. I do think better education/marketing of air flight option would make it more appealing. I didn't even realize a plane could go to medford until this year.

please address the aggressive panhandling problem in downtown Ashland...aggressive and very rude at times.....presents some late night dangers

We purposely stay downtown at a hotel with parking. We don't use our car during our visits. We walk everywhere we want to go. We love Ashland.

we stayed in the winchester b&b which is perfectly located near shops and restaurants and the theaters. if people have to drive in they probably have more to say about the parking situation, and i am not sure how many residents live in downtown. many people i saw at the festival were elderly, and i am not sure you want to put them on bicycles! thanks

Parking is terrible and I had to get downtown 2 hours before a performance to park. Then, because I'm disabled, I'd be stranded in the immediate Festival area and couldn't go to restaurants or shops. More multi-level parking structures are needed and/or parking outside downtown and an unlimited day ticket for a shuttle bus from parking all through town. And buses should be wheelchair accessible.

My wife & I enjoy Ashland. We prefer to fly into your airport. Then we need ride into town & back to the airport. We usually stay in a B&B. Too bad your survey doesn't know how to spell Ashland!

I have omitted personal data to prevent tracking. we have been coming to Ashland for the Festival for over 30 years. the only issue we have ever had with moving about the city is avoiding street loiters.

I want to thank Ashland for putting in the parking garage near the theaters, and for keeping the cost to park there reasonable. I usually walk to and from the plays, but before the parking garage was built, parking was very difficult (sometimes impossible) to find when I had to drive around town.

When considering doing away with some car access to downtown please remember that many of the people who frequent the Shakespeare events are elderly and DO NOT RIDE BIKES!!! If it becomes more difficult for us to access the Ashland Springs Hotel, so we can walk to the theaters, then we would stop coming to Ashland. The plays are a big money maker for your city and those patrons need to be accommodated.

Metered parking would ruin the feel of Ashland.

Finding a place to park within 6 blocks of the theatre and then walking to the theatre has been perfectly acceptable to us. We would even have paid for parking had it not been available for free. Knowing that there would be guaranteed parking within a short walk from the theatre when driving in for the show is more important than cost to us.

It would definitely be a negative factor to extend time-limited parking. I don't mind walking from a parking space, though I know not everyone can. I do have a lot of sympathy for Ashland residents, who must regularly be inconvenienced by festival-related parking. At the same time, having to bus or trolley in from an off-site parking lot would be annoying. When I've stayed downtown, I walk to the festival exclusively. But when I stay out of town (e.g. in Medford), that is of course not possible. I do contribute a lot to area businesses (particularly restaurants, but also bookstores and other stores) when visiting, so in that sense, I help the economy.

I was really please when Ashland built the multi level parking structure downtown. I wish there was another one near the OSF downtown.

I wish it would be possible, without trampling anyone's civil rights, to get rid of the pan-handlers and filthy, lazy f-----g bums.

We love Ashland!

The main reason I indicated little interest in biking downtown was fear of being hit. There are a lot of visitors from out of town, who are not familiar with Ashland (including the one way streets). They are searching for streets, lodging or restaurants, parking areas, etc. and not paying attention to pedestrians (or cyclists). I've seen people run red lights because they are focusing on whatever destination they're searching for. And I've almost been hit several times, often by drivers who are making sudden turns. I figure being on a bicycle downtown would increase the risk.

Ashland is a beautiful community. It is easily walkable be it in the downtown area or through Lithia Park. The only value a trolley system may have is to accommodate the motels and B&Bs further out from the downtown area. For visitors coming to your community a car is a necessity whether it's your personal vehicle or a rental at the airport or train station. In the event that someone elects to fly, train or bus into Medford and elects not to rent a car they would then have to bus or cab to Ashland and would likely stay at a hotel, motel or B&B close to where they have to be during their stay; as was the case with an elderly woman we met at the Ashland Spring Hotel. Bottom line for my wife and me DO NOT change the appearance of Ashland your community is delightful as is.

I am all for better pedestrian walk ways. I think lots of people do walk in Ashland and you should do everything you can to encourage walking and biking. I think it is OKAY to make it difficult for drivers!! If you make it too easy...everyone WILL drive. More sidewalks? YES. MOre bikelanes? Yes. More one way streets to faciliate bike lanes? YES. Parking meters are a great idea. Be sure and enforce the parking rules you do have in place. People WANT and expect a walkable Ashland. If it is not walking friendly even the motorheads will be sad and put off.

I purposefully stay in a motel that is close and within walking distance to the theaters and downtown shopping.

If the cost was not too high, providing a parking lot with a daily parking charge and free shuttle running every 20 minutes or so to the town center from that lot would probably solve the traffic/parking problem. Another alternative would be a free parking lot with a bus that charges \$1 per person to take one into town would also work. We are going to try to fly to Medford and take a limo to Ashland as a car in Ashland doesn't make sense to us. Ashland is compact and very walkable. Providing some facility for the disabled would be good though. As stated earlier when visiting Ashland I stay downtown. I generally park my car in the hotel lot and don't move it again until it is time to head home, with the exception of the occasional visit to Jacksonville. This is the reason why changes to parking or bicycle infrastructure does not really matter to me.

The whole festival experience was excellent, and Ashland was an easy town to get around in-
-thank you

I love Ashland just the way it is and plan to visit every year.

I walk a lot in Ashland. One of the town's charms.

This survey is not well-constructed. I had no place to tell you I stayed at the Ashland Springs Hotel, and parked in their lot. This allowed me to walk throughout downtown without requiring transportation.

My wife and I, along with various other family members have been coming to Ashland for the Shakespeare Festival for a number of years. We have always found parking in Ashland, whether in downtown or outskirt,s adequate and easy to find. Walking in Ashland is a great way to get around the town, and we have always found Ashland to be pedestrian-friendly. Most of our visits have been at least four days/nights in duration, and we always spend considerable time walking, shopping, and dining in the city.

The biggest reason we did not use our rented vehicle as the primary mode for transportation to the events was because the service our hotel provided. They ferried us from our hotel to the events and back. If all hotels provided this service, the number of vehicles would be greatly reduced. In order to encourage more hotels/motels to have shuttle service, some sort of an incentive may be appropriate. One idea that comes to mind, a tax break or rebate.

When we come to Ashland for the OSF, we typically find a place to stay in downtown Ashland so that we can park our car at that place. Then we walk every where within downtown Ashland, which in our opinion is an unusually pedestrian friendly city. We know of no other place where cars stop if you even look like you might step into one of the many cross walks. Thank you for being so diligent and forward thinking.

I have always felt that parking and walking in Ashland was more than adequate.

We drove an electric vehicle to Ashland in May 2014, and appreciated the electric charging stations in the municipal lots. Higher power stations would charge faster, but appreciate the ones that were there. Thank you!

Love your town--relaxing, great restaurants/shops, cultural amenities,perfect weather, lovely natural setting--dont change too much--like it as it is.

We usually stay at the Ashland Springs Hotel and use their parking lot.

To clarify: We fly to Oregon (Portland or Medford), rent a car and drive to Ashland, and stay at a bed and breakfast within your designated downtown area (Ashland Creek Inn.) We walk to all OSF events, and walk all over downtown. We keep a car to drive outside town (wineries, Jacksonville, Crater Lake, Redwoods, etc.) and to drive to parts of Ashland away from downtown (YMCA, for example.) For the most part, we find Ashland to be very pedestrian-friendly, much more so than most places. A shuttle probably would be helpful to people staying away from downtown, but would have little to no impact on our visits. We favor additional accommodations for bicycles, but would be unlikely to use bikes ourselves. We prefer to walk.

I don't remember having any big problems with parking or getting around on foot on our visits to Ashland.

We use the Hargardine parking lot pretty much exclusively. The price is perfect and we are generally early enough to find parking spaces under cover. The exception is when we stay at the Palm Motel we walk everywhere that we go.

We prefer to stay within walking distance of the plays. We like to walk including extensively in Lithia Park. We are senior citizens.

FYI: My wife and I stayed in Jacksonville for three days but drove to Ashland, ate at Amuse, walked through downtown Ashland and attended the Shakespeare Festival during one of the three days. I'm not sure how relevant my responses are.

I really like the parking garage near the theaters. That is the only place I park. I would not like to use a lot that would require a trolley after a long evening play. I have been coming to Ashland every year for 40 years. I am getting old and tired. I wouldn't like to wait for a trolley at 11 at night. I would be willing to pay more than the \$3 parking fee, say \$5. Perhaps you should have built a bigger parking structure. I think it is great! Easy to make repeated trips to the car between plays, shopping and food. That makes for a very good time in Ashland.

We do not need more bikes for tourists to ride on the sidewalks.

My friend and I love coming to Ashland. We stay at the Bards Inn usually and walk just about everywhere, though I do bike for exercise to the Greenbelt trail, and my friend would too if there were more and better bike rentals available. We usually attend 2-3 Oregon Shakespeare events during the 4-5 day stays that we make each summer. When I did not stay at the Bard's Inn, I used to stay at places like the Windsor or the LaQuinta out by the freeway, and loved the big parking garage just up the hill from the Shakespeare Festival and the Ashland Springs Hotel. So convenient, yet so reasonably priced. I avoided street parking at all costs, and would avoid it even more if it were metered, etc. We totally enjoy Ashland, love walking around downtown, and feel very safe.

We usually park our car for the duration of our visit and walk, unless we plan a short trip out of Ashland. Parking at lodgings is often limited and parking downtown is certainly limited. Would there be a shuttle to downtown if a parking facility is provided out of the downtown core. I would use a shuttle.

First time visitor to Ashland...actually found parking experience easy to accomplish and pay for.

We have been visiting Ashland for OSF, once or twice a year since 1977. We have always loved the fact that we can park our car and walk the entire time we are in Ashland. On the occasion we have stayed outside of the downtown we have appreciated the use of the parking structure. This year, my husband had an ankle replacement and we had no choice but to drive to the theater. I have some concern about handicapped people and a trolley-- if my husband had needed to hop-on/off a trolley with his knee scooter, it would have been a problem. Maybe we are unusual, but we have never had a problem parking in Ashland. Many thanks

We usually stay at a motel very close to the downtown area and walk almost everywhere. However, we do use our car occasionally to take limited excursions in the area. And this summer we were there for a week, staying at a hotel just outside Ashland, and certainly needed our car (and parking availability) to attend the plays. The parking structure behind the Thomas Theatre worked well for us, as did the parking along Lithia Park (when we could find a space allowing enough time for a meal and a play). Walking around the downtown area is very pleasant, and the local drivers are the most accommodating of pedestrians I've ever seen.

Out of downtown parking needs a shuttle, You do not state how long the metered parking would be (1hour, 4 hours, etc.), Do downtown employees have a shuttle or are we competing with them for parking? Need more 15 to 20 minutes spots (Starbucks, gift shops, bookstore, etc.). Better enforcement of parking spaces (cars taking 2 spots, over the lines, out-of-time, etc.).

It would be nice to see less homeless people on the streets, usually with dogs . They make walking and shopping more difficult. I have seen a big difference in the number of Street People. They are the real problem. Spend your money to solve that problem.

When visiting Ashland, my friend and I have no trouble finding parking spaces in the morning or even coming back in the evening for dinner and a performance- the walking is easy and pleasant- However, I did get a ticket for parking in a limited zone near the park- I guess I did not pay attention to the signs, which are all over the place- oh well, live and learn!

I left a "?" on the response for how much time I think reasonable to walk to a destination after parking. The reason is because walking downtown Ashland is an enjoyable experience in and of itself. The question, in my opinion, becomes irrelevant to the survey.

We're from Portland so we don't think parking in Ashland is bad at all! We're used to walking and biking and paying for parking so we don't see any parking issues in Ashland at all...

We usually make a trip in the Spring & Fall. Parking has not been a major issue to us to date. I like the loop trolley idea. I we age it may be very helpful.

Due to an accident, I was in a wheelchair for our week in June of this year. Our B and B was three blocks away from the Festival. Not all intersections were wheelchair friendly, nor were some of the rough sections of sidewalk. The hills also prevented a problem. Luckily, I had people in my party who could assist me. If I had been by myself, I would not have made it to the plays.

Be careful about messing up a good thing! I don't view parking to be a major problem for most people.

Ashland is a beautiful little town and works pretty well as is except when people flood into Downtown for an OSF event. Don't screw it up with a bunch of stupid parking regulations and restrictions. You should consider a shuttle service with free parking available outside town and a shuttle to take you back and forth to town and the lot. Simple. Also, I wouldn't mind paying for parking but you get trapped in the parking structures when the show lets out. If you build more lots or structures you really need to think through the departure logistics. Good luck!

When possible, I try to stay in a hotel that is walking distance to downtown, so I don't have to worry about parking. But I still bring a car so I can drive to other places in Ashland (restaurants, wineries, ect...). Generally I don't mind walking a little farther if it means spending time downtown.

PLEASE NOTE THAT I AM 80 YEARS OLD..AND LOVE TO WALK. OTHERS MY AGE MIGHT HAVE HEALTH PROBLEMS. HOW MANY HANDI-CAPPED SPACES ARE THERE, IN RELATIONSHIP TO "REGULAR" SPACES. HANDI-CAPPED SPACES WERE NOT CONSIDERED IN YOUR SURVEY.

Maps are always useful. Suggest map of the theatre area be sent out to potential theatergoers. We had a very good visit to Ashland.

I have been visiting Ashland for many years, so I feel I know it like a resident. I have never found parking to be a particular problem, you just have to know where to look based on what you want to do and how long it will take you. I think metered parking is a terrible idea! Enjoyed our time in Ashland. Thought it was a very safe and lovely place to visit. Overall we felt parking wasn't too hard to find for the two shows we saw. We did allow a couple of hours prior to our show starting to find parking and a place to eat. If there was more time limited parking we may not have eaten downtown.

Some of the local homeless folks harassed us while walking to our car, bruising my arm while trying to push me off the sidewalk in front of a bar.

this survey feels as if I'm being driven to accept greater use of bicycles, shuttles of some sort, and distant parking sites; these questions pre-ordain your conclusions; have you asked about the horrific private company and awful enforcement of parking regulations that those of us from far away are told about in whispers by local people? that's a scandal! how about asking if we're interested in a couple more two-three story parking garages on the fringes of downtown? the one near the theaters is great; where's that question? I'm annoyed because you've constructed a survey that will affirm your ideas and not really look further; think carefully: can you really imagine hundreds of seniors pedaling about the downtown? [are you laughing yet?]; many are challenged just ascending stairs!!----don't kill your golden goose folks with much too Green foolishness; hell, I'm a progressive lefty, and this feels silly; just sayin'...

This survey seems slanted toward a more bikes solution. I'm concerned that more bikes come with no enforcement and an erosion of pedestrian safety--not yielding in crosswalks, high speeds through congested areas, lack of concern for small children (e.g. Bikers racing through the Lithia Park play area). Enforce minimum reflectors on tires and frame, lights at dusk.

I used to park in four hour lots or spaces near the festival. Now I pay to park in the pay lot near the festival with very generous time limits for a small fee. I mostly visit to attend plays, but sometimes I attend the Caberet or go to a movie or shop. Generous time limits are helpful when attending events and or dining out

You are doing all right the way things are - However the Festival is so successful some consideration might be made to add another theater.

My concern on our last visit was that there was not enough handicapped parking near to the festival and that some parts of downtown were not easy to access with a wheelchair. There were many individuals with mobility issues attending the plays and often there is difficulty getting to the plays on time due to parking.

We generally stay on the edge of Ashland, drive into town, park in the Railroad arts district, and walk around town. We find Ashland pedestrian-friendly, have no challenges with walking, and believe that the metered versus long-term areas are a good balance. We would support, though probably not use, increased bicycle-friendly amenities. A trolley would be a tremendous addition to the Ashland ambience.

We have and need a Disabled Parking license plate. We wish there were more spots for disabled parking. That is not even mentioned in your survey.

You have not addressed "Handicap Parking". Will that be an issue? And will more be available?

Statistic	Value
Total Responses	129

Ashland Downtown Parking Management and Multi-Modal Circulation Plan



October 2014

Prepared for:
Ashland Downtown Parking Management
and Circulation Ad Hoc Advisory Committee

Prepared by:
Community Planning Workshop
A Program of the
Community Service Center



DRAFT

ACKNOWLEDGEMENTS

The Downtown Parking and Circulation Ad Hoc Advisory Committee worked with the University of Oregon's Community Planning Workshop to conduct research, evaluate findings and provide recommendations regarding downtown parking and multi-modal circulation management in the city of Ashland. The committee reviewed the data collected and analysis performed by CPW, and provided input on the goals and concerns relating to these parking and circulation issues. CPW then took this input and developed the strategies contained within this document for the Project Advisory Committee to make recommendations to City Council.

Following is an overview of the members of the Committee (aka Project Advisory Committee, or PAC), in addition to more information about the consultant and staff that had a role in the project.

Project Advisory Committee:

- Emile Amarotico Stakeholder Member
- Craig Anderson Transportation Commissioner
- Lisa Beam Chamber of Commerce Board Member
- Joe Collonge Stakeholder Member
- Michael Dawkins Planning Commissioner
- Tami DeMille-Campos Administrative Assistant
- Marie Donovan Chamber of Commerce Board Member
- Mike Faught Public Works Staff
- John Fields Stakeholder member
- Katherine Flannagan Chamber of Commerce Staff Member
- Mike Gardiner Trucking Expert
- Pam Hammond Stakeholder member
- Dave Kanner Administration Staff
- Richard Kaplan Planning Commissioner
- Bill Molnar Community Development Staff
- Liz Murphy Stakeholder Member
- Robert Parker University of Oregon PPPM Department
- Cynthia Rider Stakeholder Member
- Rich Rosenthal Council Liaison
- Dennis Slattery Council Liaison
- Sandra Slattery Chamber of Commerce Staff Member
- Lee Tuneberg Administrative Services Staff
- John William Stakeholder Member
- David Young Transportation Commissioner

Project Director:

- Robert Parker, CSC Co-Managing Director, CPW Program Director, PPPM Teaching Faculty

Project Team:

- Nicholas Meltzer, Project Manager
- Amanda D'Souza, Project Associate
- Andrew Dutterer, Project Associate
- Taylor Eidt, Project Associate
- Nestor Guevara, Project Associate
- Eli Tome, Project Associate

Community Service Center Staff:

- Bob Parker, Director, Community Planning Workshop; Co-Director, Community Service Center
- Megan Smith, Director, Resource Assistance for Rural Environments; Co-Director, Community Service Center
- Josh Bruce, Interim Director, Oregon Partnership for Disaster Resilience
- Bethany Steiner, Associate Director, Community Planning Workshop
- Michael Howard, Program Specialist, Oregon Partnership for Disaster Resilience
- Titus Tomlinson, Program Coordinator, Resource Assistance for Rural Environments
- Julie Foster, Grants Administrator, Community Service Center
- Julie Havens, Office Coordinator, Community Service Center

About the Community Service Center

The Community Service Center (CSC) is a research center affiliated with the Department of Planning, Public Policy, and Management at the University of Oregon. It is an interdisciplinary organization that assists Oregon communities by providing planning and technical assistance to help solve local issues and improve the quality of life for Oregon residents. The role of the CSC is to link the skills, expertise, and innovation of higher education with the transportation, economic development, and environmental needs of communities and regions in the State of Oregon, thereby providing service to Oregon and learning opportunities to the students involved.

About Community Planning Workshop

Community Planning Workshop (CPW) is an experiential learning program within the Department of Planning, Public Policy and Management at the University of Oregon. Students work in teams under the direction of Faculty and Graduate Teaching Fellows to develop proposals, conduct research, analyze and evaluate alternatives, and make recommendations for possible solutions to planning problems in Oregon communities. The CPW model is unique in many respects, but is transferable to any institution that desires to link pedagogy with community service.

Table of Contents

Acknowledgements	ii
Chapter I: Introduction	7
Background	7
Summary of Issues Addressed in this Study	8
Project Approach	9
Methods	9
Deliverables	10
Organization of this Report	10
Chapter II: Context and Guiding Principles	11
Planning Context	11
Common Parking Management Elements	11
Guiding Principles	13
Chapter III: Downtown Parking and Multi-Modal Management Plan	15
Phase I Parking Management Strategies	16
Information Resources	16
Wayfinding	17
Multi-modal Improvements	19
Regulation	19
Phase II Parking Management Strategies	21
Phase III Parking Management Strategies	22
Chapter IV: Plan Maintenance/Monitoring	23
Survey	23
Parking Utilization Monitoring	23
Other Monitoring	24

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CHAPTER I: INTRODUCTION

This report summarizes the strategies developed, and the applicable background research, to improve parking and multi-modal circulation in downtown Ashland. The City of Ashland initiated the project in July 2013, and CPW was hired as the consultant. CPW's role included conducting the research and public engagement aspects, as well as helping facilitate the mayoral appointed committee through the process of providing recommendations to City Council. The Ashland Downtown Parking Management and Circulation Ad Hoc Advisory Committee has been guiding the direction of the project and has submitted the strategies within this document to be approved by City Council and subsequently incorporated into the Transportation System Plan.

This report and the complete memorandums of each research component can be viewed on the City of Ashland's website.¹ The memorandums provide more detail on the methods, findings, and implications of each research effort.

Background

Parking management in downtown Ashland is a pressing issue facing the community for many years. Ashland is home to approximately 20,000 residents and serves as a major tourist attraction, drawing over 350,000 visitors per year to the downtown area.² This large volume of visitors is largely due to the internationally renowned Oregon Shakespeare Festival. This poses a unique management problem for the City as there is a need to accommodate both the parking needs of residents and employees in the downtown while also providing easy access for visitors. To address these issues, the City commissioned the University of Oregon's Community Planning Workshop (CPW) to conduct research that will inform strategies to better manage parking and access in Ashland's downtown. Specifically, the study addresses parking and multimodal circulation including pedestrian, bicycle and vehicle circulation and vehicle and truck parking within the downtown corridor. Objectives of the study include:

- Evaluating the effectiveness of existing downtown parking management, truck loading zones and travel demand management strategies to increase overall accessibility to downtown for tourists, citizens, students and employees.
- Evaluating alternatives generated during the Transportation System Plan update analysis phase, which included bicycle lanes and wider sidewalks on East Main Street through the downtown corridor.

Figure 1 outlines the study area for this project.

¹ <http://www.ashland.or.us/CCBIndex.asp?CCBID=241>

² Ashland Chamber of Commerce (2014) *The Economy: Ashland and The Rogue Valley*. <http://www.ashlandchamber.com/Page.asp?NavID=441>

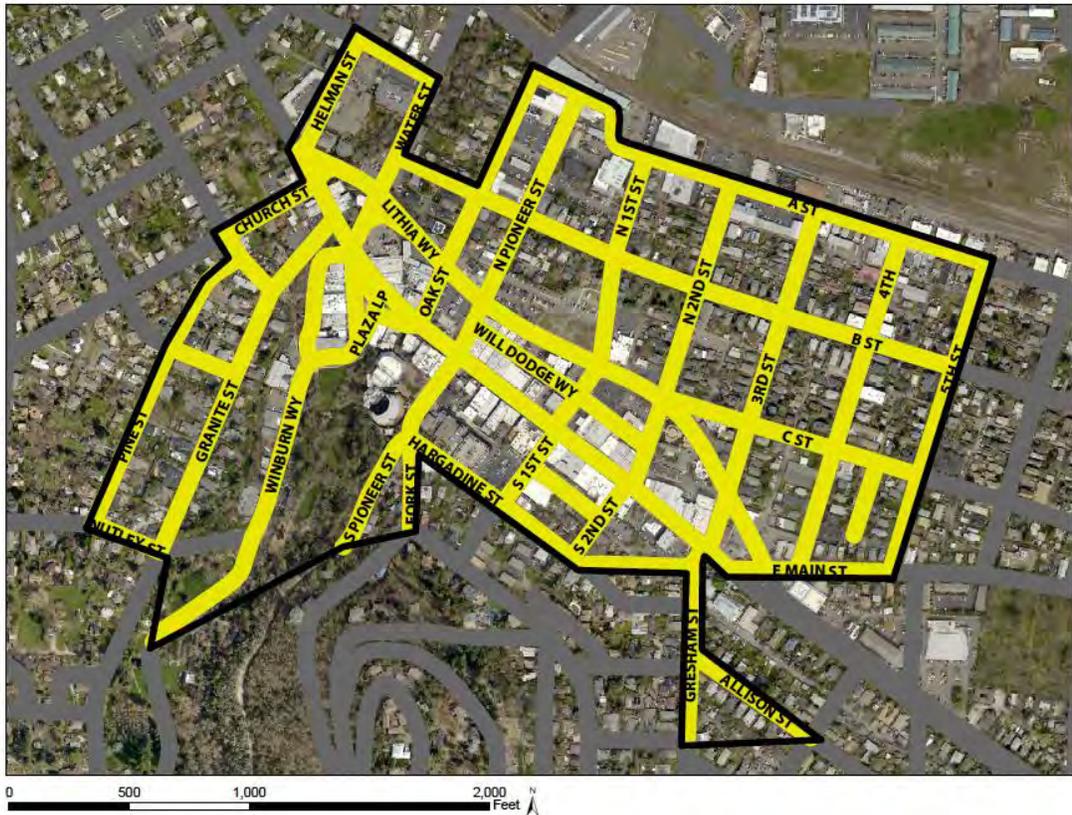


Figure 1. Study Area

Summary of Issues Addressed in this Study

The City has been working on parking and circulation management strategies since the Downtown Plan was adopted in 1988. The Transportation System Plan update in 2013 concluded that many issues originally identified in the 1988 plan continue to persist. Broadly stated, these issues include:

- **Assessing the needs of all downtown users.** Out of town visitors desire easily accessible, affordable parking options for their destinations, while business owners desire the same for their patrons. Employees, the backbone of downtown businesses, desire hassle-free parking close to their location of employment. Finally, residents desire a vibrant downtown that accommodates all users, yet allows for access for their routine errands.
- **Addressing the negative perceptions of conflicting users.** Residents unable to find parking spots for their routine errands worry employees parking downtown are taking valuable space from them, as well as potential visitors. Business owners believe more parking is needed to accommodate their patrons who often complain about how long it takes to find a parking spot. Downtown residents worry about the affect parking has on their neighborhoods, and nearly everyone is concerned the impact parking

meters will have on the ascetic value of Ashland, and the desire to visit downtown.

- **Insuring maximum utilization of existing facilities.** The city desires to make best use of off-street facilities both in and outside the core area, as well as insure the current parking regulations are effective. Visitors to Ashland desire clear and concise information on where to park, as well as signs directing them upon arrival.
- **Incorporating bicycle and pedestrian infrastructure improvements in the downtown area.** Three out of the four goals established in the Transportation System Plan update discuss accommodating more bicycle and pedestrian travel throughout Ashland. While opinion across the country is changing, the opinions of bicycle and pedestrian advocates can often be conflicting with residents, business owners, or other populations.

Project Approach

This project requires a mixture of land use, transportation planning, transportation engineering, and public involvement skills. Typical of planning projects, it has a significant data collection phase that is intended to inform local policy decisions. As such, this project has an objective data collection phase combined with a robust public process. The data collection focuses on an inventory of parking as well as parking use. The public engagement focuses on gauging uses of the downtown, as well as opinions on possible policy options to be implemented.

The intent of the data collection and public process is to develop a comprehensive understanding of parking use and downtown access and clearly communicate that to the community. The process also identifies policy options through literature review and case studies. These options are then clearly articulated and vetted through the project advisory committee who will make recommendations to the City Council.

Methods

Throughout the course of the project CPW facilitated monthly project advisory committee meetings, conducted three parking occupancy analyses, and distributed and analyzed three separate surveys to over 1000 respondents who identified as residents, business owners, downtown employees and Ashland visitors. In addition to this, CPW conducted case studies of similar cities parking management strategies, as well as developing a parking generation analysis for downtown businesses. This research was presented to the PAC in monthly meetings. Each deliverable is available on the City of Ashland's website³, and each meeting provided an opportunity for public comment.

³ <http://www.ashland.or.us/CCBIndex.asp?CCBID=241>

Deliverables

CPW conducted extensive data analysis and public engagement to develop the parking management strategies. The bulk of this work is described in the *Ashland Downtown Parking and Multi-Modal Circulation Interim Report and Policy Considerations*, dated June 2014, and provided to the Committee at the July meeting. The report summarizes the following deliverables:

- Labor Day Parking Monitoring
- Parking Perceptions Survey Findings
- Downtown Parking Generation Estimate
- Summary of Interviews with Case Study Cities
- April Midweek Parking Monitoring

Additionally, after the July meeting, CPW submitted the following deliverables relevant to the project under separate cover:

- Policy Options Survey Findings
- Downtown Trolley White Paper
- Evening Parking Monitoring
- Oregon Shakespeare Festival Patron Survey Results

Organization of this Report

The remainder of this report is organized as follows:

Chapter II: Context and Guiding Principles summarizes the planning and regulatory context of the project. Parking management programs across the country are fairly standard when it comes to categorical elements, so an overview of those elements follows. Early in the process, the Committee established the guiding principles, outlining the values underwriting the overall process.

Chapter III: Downtown Parking Management & Multi-Modal Circulation Plan provides an overview of the plan CPW and the Committee developed. The plan contains three phases, which the first phase being most specific and subsequent phases more broad. The phases correspond with the 20-year timeline of the Transportation System Plan.

Chapter IV: Plan Maintenance/Monitoring contains the details of how to maintain the plan is effective through establishing a timeline and dates for monitoring the impacts various phases are having in downtown.

CHAPTER II: CONTEXT AND GUIDING PRINCIPLES

This chapter summarizes discussions the PAC had regarding downtown parking and multimodal circulation related to the development, adoption, and implementation of refinements to the City's downtown parking management and multimodal strategy. The guiding principles were endorsed by the PAC and are intended to guide the development and review of policy and programmatic options.

Planning Context

As mentioned in the introduction, issues surrounding parking and circulation in downtown Ashland have persisted for over 15 years. The following documents have previously discussed these issues:

- Ashland Downtown Plan, 1988
- Ashland Downtown Plan Phase II, 2001
- Ashland Economic Opportunity Analysis, 2007
- City of Ashland Transportation System Plan, 2013

Chapter 4 of the 2001 Downtown Plan initially identified the issues addressed in this report. After conducting a parking inventory and monitoring analysis, a parking management strategy provided short, mid and long term actions for improving parking in downtown. The Economic Opportunity Analysis conducted as part of adherence to Goal 9 of Oregon's Statewide Planning Goals outlined the importance of providing adequate transportation options to maintain Ashland's economy. Finally, as part of the Transportation System Plan update process, a number of white papers were submitted regarding circulation in the downtown core. The plan also outlined the need for a separate study focused on the downtown, to address the issues outlined in Chapter I.

The Downtown Parking Management and Circulation Ad Hoc Advisory Committee approved the strategies outlined in this document. Per direction from Ashland Mayor John Stromberg, these strategies will be submitted to the City Council for approval. At this point they will become a supplement to the Transportation System Plan, and incorporated into the 20 year transportation vision for Ashland.

Common Parking Management Elements

A comprehensive parking management plan encompasses several integrated strategies from common management elements. Rather than focusing on creating more parking supply, the parking management elements outlined below tend to focus on promoting the efficient utilization of current parking infrastructures. Through redistribution of parking demand and reduction in the demand for parking, a city can avoid the costly construction of additional parking garages.

In utilizing these management tools, it is essential that the development of a parking management plan takes into consideration the unique goals, objectives, and needs of the community and individuals who will be impacted. Four elements

Education and Outreach (Informational Resources)

These low-cost options aim to redistribute existing demand for parking and are rooted in the idea that many parking problems can be addressed by providing adequate information to users. Providing information about parking options, locations, enforcement, and penalties will determine if a patron perceives the parking system as convenient, influencing their choice to visit and spend time in an area.

Wayfinding

Correlated with education efforts is the development of a robust wayfinding program, a low-cost tool that aims to achieve optimal utilization of current parking facilities. Wayfinding provides pertinent information that efficiently directs users to destinations and available parking. In many cases, this strategy aims to balance parking occupancy by providing information about location, regulations, and pricing of off-street parking lots to users who may otherwise focus on searching for on-street parking. An efficient wayfinding program reduces the time it takes to find available parking, alleviating pressures on the transportation system, and successfully redistributing demand throughout the existing parking supply. Wayfinding is not limited to automobiles, and can be used for both bicycle and pedestrian travel.

Regulation and Enforcement

Regulatory tools prioritize how current parking facilities are used, establishing who, when, and how long users are able to park in certain locations. Enforcement strategies outline the steps an entity would take to ensure that the management plan is operating as desired. The integration of both elements can encourage or discourage automotive activity in an area, therefore it is important that a parking management plan not only take into account the needs of all users, but also determine how implementation may influence every group's behaviors. Three of common types of regulation tools include:

- *User/Vehicle Designation:* These strategies clearly outline what type of user can or cannot use a certain location and can be used to prioritize certain users in specific locations, allowing for the needs of multiple groups to be met.
- *Time Regulation:* Regulations can be set to establish limited parking durations, or prohibit occupancy at certain times of the day. Depending on the scope of the restrictions, this type of regulation can be used to accommodate the needs of certain users (e.g. loading zones for delivery vehicles, service vehicles) or promote turnover in commercial areas (e.g. short-term time limits to discourage long-term parking).
- *Pricing:* Use of this strategy is generally rooted in the desire to manage parking or to generate revenue.

Design of regulatory tools will be contingent on the objectives of the parking management plan. If there is a desire to promote commercial activity, parking

should be convenient, have high turnover at high demand areas, and be low-cost in order to reduce barriers to visiting and to maximize the number of visitors to the area. These tools can also be used to discourage the use of vehicular traffic among user groups and reduce the demand for parking. For example, raising the price of parking and enforcement of tougher regulations would incentivize users to locate other parking that would meet their needs or use alternative modes of transportation. Coupled with a strong regulatory program is a strong enforcement program, insuring the program is used as designed.

Transportation Demand Management (Multi-Modal)

Transportation Demand Management (TDM) programs are aimed at reducing the use of single-occupancy vehicles through incentivizing changes in behavior. A reduction in the use of single occupancy vehicles alleviates parking demand, allowing for the increased efficiency of existing parking facilities. Additionally, a decrease in single occupancy vehicles reduces vehicle miles travelled, decreases congestion, decreases pollution, increases traffic safety, and can improve public health. Most other parking management elements can be designed to decrease use of single occupancy vehicles; TDM strategies differ in that they are specifically designed to influence individual behaviors to utilize other transportation options.

TDM: Accessibility Improvements

This TDM strategy focuses on increasing the number of transport options available and improving the quality of existing transportation alternatives. Increasing the number of options would allow users to choose a mode of transportation that can best meet their needs. Improving the safety and conditions of existing alternatives would reduce the barriers to utilization, lessening the apprehension to use bicycle and pedestrian facilities.

Guiding Principles

The Guiding Principles were developed to provide a framework for consideration of the policy options and programmatic strategies. These Guiding Principles focus on balancing the needs of all user groups in downtown Ashland, as opposed to focusing on parking and transportation infrastructure and physical design. In this sense, the PAC established the phrase **“Focusing on Users Instead of Parking”** as the theme of the guiding principles. The guiding principles are listed below.

1. Balance the needs of downtown users now and in the future.
2. Support low cost options that can be easily implemented in the short term but potentially yield long-term benefits.
3. Develop long-term progressive strategies that accommodate growth while maintaining an active and vibrant downtown.
4. Promote ease of access for the efficient operation of downtown businesses.
5. Restructure parking regulations to enhance turnover and generate an optimal occupancy rate.

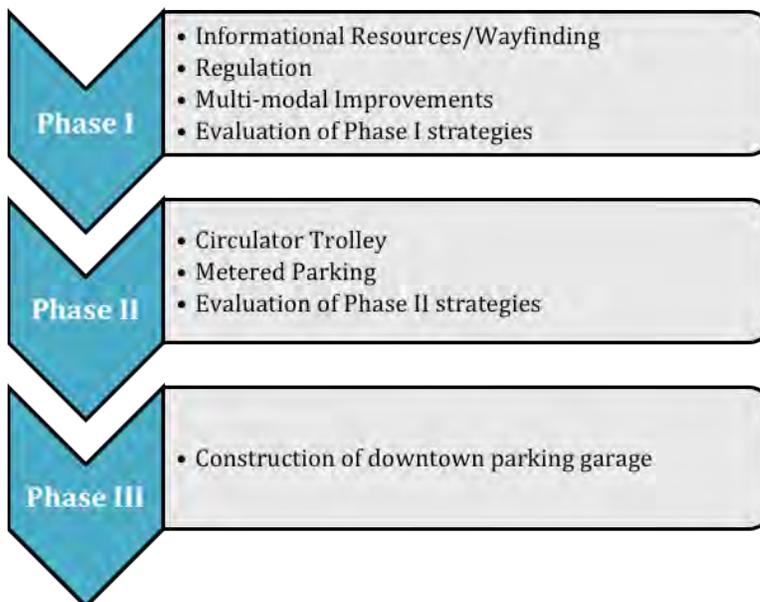
6. Maximize utilization of existing parking supply through public/private partnerships.
7. Improve alternative transportation options for downtown employees.
8. Increase development of multi-modal opportunities.
9. Ensure and enhance opportunities for access of downtown by the elderly and those physically challenged.
10. Provide a welcoming environment that efficiently directs and informs visitors and community members in the downtown area.

CHAPTER III: DOWNTOWN PARKING AND MULTI-MODAL MANAGEMENT PLAN

At the August meeting, the Committee passed a motion to separate the parking management strategies into three phases, with the second phase being deployed if/when the first phase was found to no longer be effective. Shown in Figure 2, a key component of the overall program is the monitoring phase after Phase I strategies have been implemented. After discussion at the September meeting, Phase III was added, which details increasing the amount of parking supply (i.e. building structured parking), in Ashland.

The following sections outline the three phases. Phase I is fairly specific—these are the short-term, low-cost, “low hanging fruit” strategies, which have the potential to have significant impacts on the issues previously identified. Enough detail has been provided to aid the committee in making recommendations to City Council. Phase II strategies are broader, and decisions regarding their implementation were tabled to a later time, once the Phase I strategies had been implemented and monitored. As such, there is also discussion regarding the monitoring of Phase I strategies, with metrics to help ascertain their effectiveness. Finally, Phase III consists of long-term strategies, in the timeframe of 10-20 years, to coincide with the long term planning outlined in the Transportation System Plan

Figure 2. Overview of Parking Management Strategies



Phase I Parking Management Strategies

The following ten strategies attempt to address Ashland's parking and circulation issues in a low-cost, short-term manner. The strategies have been sorted by overall management category and roughly organized from lower cost/effectiveness to higher cost/effectiveness.

Information Resources

1. Collaborate with the Chamber of Commerce and select businesses to develop navigation tools with a consistent branding strategy to inform visitors about downtown parking and destinations in Ashland.

Development of navigation tools is essential to improving communication about parking to downtown visitors. These tools can be utilized by residents, employees, and tourists to successfully and efficiently navigate the downtown Ashland area. Since the City of Ashland does not monitor parking locations in real time, a mobile app would not serve any additional purposes than a mobile version of a parking website would. Additionally making a website mobile compatible versus developing an app is much less expensive.

- a. Develop a downtown Ashland parking and transportation map that:
 - i. Highlights key Ashland destinations (OSF facilities, Lithia Park, Railroad District, SOU).
 - ii. Highlight Ashland amenities (bathrooms, library, information booth, Chamber of Commerce, police/fire, parking payment areas)
 - iii. Includes information about parking options (public off-street lots, time-limited areas, parking fines, etc.).
 - iv. Offers advertising opportunities for local businesses.
- b. Create an easy-to-access, mobile-friendly, centralized website with parking and visitor information, which will be hosted by the City of Ashland. Direct businesses to link to this site for visitors inquiring about parking.
- c. Coordinate outreach efforts with organizations and businesses that regularly interface with visitors (e.g. OSF, Film Festival, Hotels, Restaurants). Include pamphlets and larger scale maps businesses can give to patrons.

2. Work with downtown businesses to educate employees about the value of parking, the implications of their parking habits, and alternative modes of transportation.

This strategy aims to alleviate some of the parking pressures created by employees parking in the downtown area. It is rooted in the idea that increasing the convenience of accessing alternatives modes of transportation and informing employees about the value of parking will incentivize them to reduce their reliance on driving and parking downtown. It works in combination with strategies #8 and #9.

- a. The City should work with the Chamber of Commerce to conduct outreach with business owners and engage in discussions about developing incentives to encourage employees to use other modes of transportation. Discussions should initially be conducted face-to-face and can take place as a group meeting, or through targeted conversations with specific business owners. This low-cost strategy can begin soon after the adoption of the Parking Management Plan, and should be timed with the implementation of the zoned-permit system. It should be intensive within the first year, and can be maintained regularly through regular communication between the Chamber of Commerce and its member businesses.
- b. Coordinating with Rogue Valley Transit District (RVT), efforts by the city should prioritize programs RVT already has in place. This includes materials related to transit use, carpooling, ridesharing, an online tool to track progress, and various competitions throughout the year, which offer prizes.
- c. In conjunction with the implementation of the zoned-permit system, the City should develop written material (brochures) providing context for the strategy. This document would explain the details and objectives of the permit system, as well as information on alternative transportation options including:
 - i. Carpool resources
 - ii. Bicycling
 - iii. Public transit

Wayfinding

3. Increase wayfinding signage directing visitors to parking and key destinations in downtown Ashland.

Wayfinding signage is a cost-effective approach to alleviating issues such as traffic congestion or the underutilization of parking supply while creating a welcoming environment in downtown Ashland. Informational resources will help drivers prior

to arriving, but the goal of wayfinding is to easily direct visitors while entering the city, improving their visitor experience.

- a. Assess current inventory of wayfinding signage in downtown Ashland to minimize signage clutter and ensure signage is efficiently placed at key decision points.

Current and proposed wayfinding map to be provided

- b. The City/Committee should convene a task team to develop a new, unique wayfinding style. Wayfinding signage should be clear, readable, and use consistent colors and destination names throughout the downtown area.
- c. Install wayfinding signage for key destinations at the major entry points (I-5 exits) for Ashland and at both ends of entrances to the downtown couplet.

See attached map

- d. Create clear, continuous signage routes guiding vehicles to areas with higher parking availability. These parking areas should include:
 - i. Hargadine parking garage
 - ii. Railroad District in the evening
 - iii. Neighborhoods east of Downtown
- e. Install large map kiosks that provides information on key destinations, parks, and walking distances. Maps should be strategically placed at areas of high pedestrian traffic, including:
 - i. Informational Kiosk in Downtown Plaza
 - ii. Outside the Hargadine Parking Garage
 - iii. Surface parking lot at N. Pioneer and Lithia Way
 - iv. At the intersection of A St. and 4th St. (Railroad District)
 - v. Southern Oregon University campus

4. More clearly delineate parking time limited areas, loading zones, and short term parking.

During monitoring sessions it was determined the location of loading zones was unclear and trying to determine which spaces were 2-hour versus 15 minute was confusing as a pedestrian on the same block, let alone as a driver. This strategy helps visitors and residents more easily find the spaces they desire, improving the visitor experience by avoiding unwanted tickets, and easing the burden for enforcement.

- a. Enhance the signage that explicitly states which on-street spots are loading zones.

- b. Color code curbs to help differentiate short-term, loading and long-term (2-hour) parking. This already exists in parts of town, but
- c. Mark individual spaces using hash marks on commercial streets throughout the downtown to maximize the current supply of parking spots.
- d. 4-hour spaces will not be painted (since these spaces are more widespread, and the proposal is to expand them in Strategy #8).

Multi-modal Improvements

5. Connect and enhance the bicycle facility network throughout downtown.

This strategy aims to increase bicycling within and to downtown Ashland. According to the survey, bicyclists desire more connections of bike facilities (for example, bike infrastructure needs to be continuous to incentivize taking trips by bicycle). Additionally, the addition of more covered bike parking makes it more welcoming for would-be bicycle commuters and the additional wayfinding signage keeps bicycles off sidewalks by directing them to points around town via a bicycle-specific infrastructure.

- a. Improve the bicycle infrastructure on E. Main Street. The committee will decide upon the details of it at a later date (i.e. whether it will be a shared lane or dedicated lane, the proposed width of remaining lanes, location of loading zones, etc.).
- b. Continue to implement bike facilities as outlined in Section 8 of the Transportation System Plan.
- c. Increase the amount of covered bike parking. Based on the parking perceptions survey and Labor Day monitoring session, we recommend a minimum of 10 more spots at the following locations: entrance to Lithia Park, in the Plaza, next to the library, in front of Bloomsbury Books, and in front of Ashland Springs Hotel. Bike corrals, which exchange one vehicle parking space for a dozen bicycle parking spaces, should be added at the entrance to Lithia Park, and in front of the library.
- d. Increase bicycle wayfinding signs to ensure bicyclists are using the appropriate infrastructure (i.e. bike lanes and not riding on the sidewalks).
- e. Develop a bicycle map that outlines parking, dedicated bicycle routes, and amenities (repair shops, bathrooms, public library, Lithia Park).

Regulation

6. Increase evening parking supply by implementing shared parking strategies with businesses that have larger surface lots and are only open during daytime hours.

This strategy aims to increase supply during peak periods by utilizing already existing surface parking lots. Through agreements with local businesses, the City of Ashland can pay to “rent” spaces during hours when the businesses are closed (for

example, 6-10 PM). An agreement would be required that set a nominal fee for the use of the spaces. This strategy avoids the construction of additional parking spaces but achieves the same outcome of increasing supply.

- a. Implement agreements with local businesses to open their private lots for shared parking in the evening. Include signage that clearly states lots are available after a certain hour for public parking.

Sample agreement provided.

7. Adopt a new loading zone policy to increase available parking in the evening.

During the evening hours, cars were parking in loading zones regardless of signage. Based on the majority of deliveries occurring during the day, this policy caters to business needs while also increasing spaces for visitors and evening patrons at off peak times.

- a. "Loading zone only" would be in effect Monday through Saturday from 8:00 AM – 4:00 PM in all loading zone locations. Signage would be installed that states it's available for "Commercial Use Only" (as opposed to "Commercial Marked Vehicles Only) to include private vehicles of small business owners and their associated partners.
- b. After 4:00 PM, spaces would become no-limit, similar to current time-limited spaces in the downtown core.
- c. This strategy would implement a new city-wide policy, and therefore does not affect the currently undecided layout of East Main Street.

8. Modify downtown parking regulations to increase turnover and abuse of current time limits.

Currently, fines for parking violations are \$11. To aid in the enforcement of time-limited parking, fines should be increased to \$22. This structure provides equity for visitors, residents, and employees, in combination with Strategy #9.

- a. Increase all parking violation fines to \$22
- b. Maintain punitive increases for repeat offenders
- c. Move towards developing an online interface for paying parking tickets.

9. Expand time limited parking and implement a zone based parking system.

This strategy aims to enable visitors to find downtown parking and give them enough time to visit, while giving options for downtown employees, as well as ensuring equity for downtown residents. Extending the 4-hour parking allows for more long term parking (via the survey it is the most commonly used time-limited parking), and eliminates the lesser used 1-hour spaces. In addition, it expands the 30-minute spaces, to give residents sufficient time and space to run downtown errands. The addition of employee paid permits balances the availability of

downtown parking spaces, in addition to incentivizing them to park outside the core downtown areas. While there are likely high administrative costs associated with a permit program, we feel it worthwhile, as it still remains relatively low cost when compared with implementing meters or satellite lots.

- a. Extend 4-hour parking limits to between Oak Street on the West, 5th Street to the East, A street to the North, and the border of Alison, Gresham, Beach, and Hargadine to the South. This includes Winburn Way and Granite Street.
- b. Two-hour parking remains on E. Main St, Lithia Way, along N. 1st Street, and surrounding the plaza.
- c. Eliminate 1-hour parking (currently, there's 5 total) time limit spaces; increase all short-term parking to 30 minutes.
- d. Residents will receive one permit for free, and a second can be purchased for \$50 for the 6 month period. Guest permits can be obtained free of charge, for 4 days at a time, via the City. Approximately 100 permits will be needed for those living in the zone
- e. Employees, or employers, can purchase permits from a pool of 400 total, for \$50 for the 6-month period. This number is 21% of the proposed regulated parking spaces in the downtown.
- f. The zone/permit system would only be in effect May 1 through October 31. Two hour parking would remain throughout the year as it does now. Administrative costs are estimated to be low overall (i.e. less than \$50,000).

Maps created by CPW will be provided.

10. Adapt current Ashland Parking Code to reflect above changes and long-term vision discussed herein.

To insure consistency with the strategies outlined above, the current Parking Code should be revised.

Phase II Parking Management Strategies

After a period of monitoring, the effectiveness of the Phase I strategies (listed above, and including the overall categories of wayfinding, informational resources and regulation) will be evaluated. Per the Downtown Parking and Multi-Modal Circulation Committee's motions on July 2 and August 13, a discussion of both metered parking and constructing satellite lots will be tabled until a time when "low-cost, short-term" strategies have proven to be ineffective.

Per CPW's *Trolley White Paper*, distributed to the committee on August 13th, we recommended a complete feasibility study be conducted to ascertain more details

regarding a trolley circulator in Ashland. Based on our research, the information from two surveys and discussions with the committee, we suggest the circulator trolley option should be examined, and exhausted as viable, before any discussion of implementing metered parking.

For the discussion regarding metered parking, CPW has previously submitted memos detailing results of the parking perceptions, policy options, and Oregon Shakespeare Festival patron surveys. As mentioned, results of the survey should not be the sole source of developing public policy, but merely an indicator of the political feasibility. As with a circulator trolley, a consultant should be hired to determine the details and cost/benefit analysis of metered parking.

Phase III Parking Management Strategies

Throughout discussions with the Committee, it was decided building additional parking supply, i.e. the construction of parking garages in downtown, would be the last, long term option in discussions of management strategies. As such, after Phase II strategies have been implemented monitoring should be conducted on a 5 year schedule, at which point their effectiveness, and the need for more parking supply, can be discussed.

CHAPTER IV: PLAN MAINTENANCE/MONITORING

Ashland's Parking Management Plan will need to be monitored regularly in order to determine the effectiveness of policies pursued to address the city's parking issues. This monitoring plan assumes that this Parking Management Plan is adopted in early 2015, with Phase 1 strategies beginning to be implemented by mid-2015. It is recommended that the City of Ashland take the lead on coordinating these activities. Several proposed strategies can be taken within the City's current administrative capacity. Other recommended strategies may require contracting with external parties in order to be cost-effective.

Survey

Understanding how users of downtown perceive the convenience of parking is essential to determining how introduced policies may have affected their parking behaviors. To assess this, the City of Ashland should conduct a survey of downtown residents, employees, visitors, and business owners after the first full summer season in which Phase 1 Strategies have been implemented. This survey should evaluate parking perceptions and changes in parking behaviors associated with the introduced parking management policies. The survey will also give the City an opportunity to gauge the effectiveness of wayfinding and informational resources. This survey should be similar to the Parking Perceptions Survey administered by CPW in early 2014 (see Appendix X).

Parking Utilization Monitoring

In order to assess any changes in parking behaviors, it is recommended that multiple monitoring sessions take place as policies are implemented. While these monitoring sessions will only give a sample of occupancy patterns in downtown Ashland, it is expected that these samples will be representative of parking patterns at other similar times.

Monitoring sessions should take place periodically once policies have been implemented, and should follow the methodology developed by CPW (see Appendix X). We propose that a minimum of 3 monitoring sessions are conducted every year for the first 5 years of the Parking Management Plan implementation. Evaluation should be completed after 3 years of monitoring. Should the City choose to implement portions or all of Phase 2 strategies, we recommend that the city extend monitoring beyond the 5 year period. These sessions should cover a variety of days and times in order to get a comprehensive analysis of parking utilization. At minimum, monitoring sessions should take place:

- During peak (June-October) and off-peak Oregon Shakespeare Festival season
- Weekday and weekend
- Daytime (8:00am – 5:00pm)

- Evening (5:00pm – 9:00pm)

If successful, parking management strategies should result in a more even and balanced distribution of occupancy rates throughout Ashland’s parking capacity. Ideally, an effective management plan will result in more areas city wide seeing a maximum occupancy of 85% during peak hours. Other targets to track through parking utilization monitoring include:

- In addition to the target 85% occupancy rates, areas in the core downtown area should have high turnover rates throughout the day.
- Loading zones should be utilized regularly by delivery trucks throughout the designated loading times.

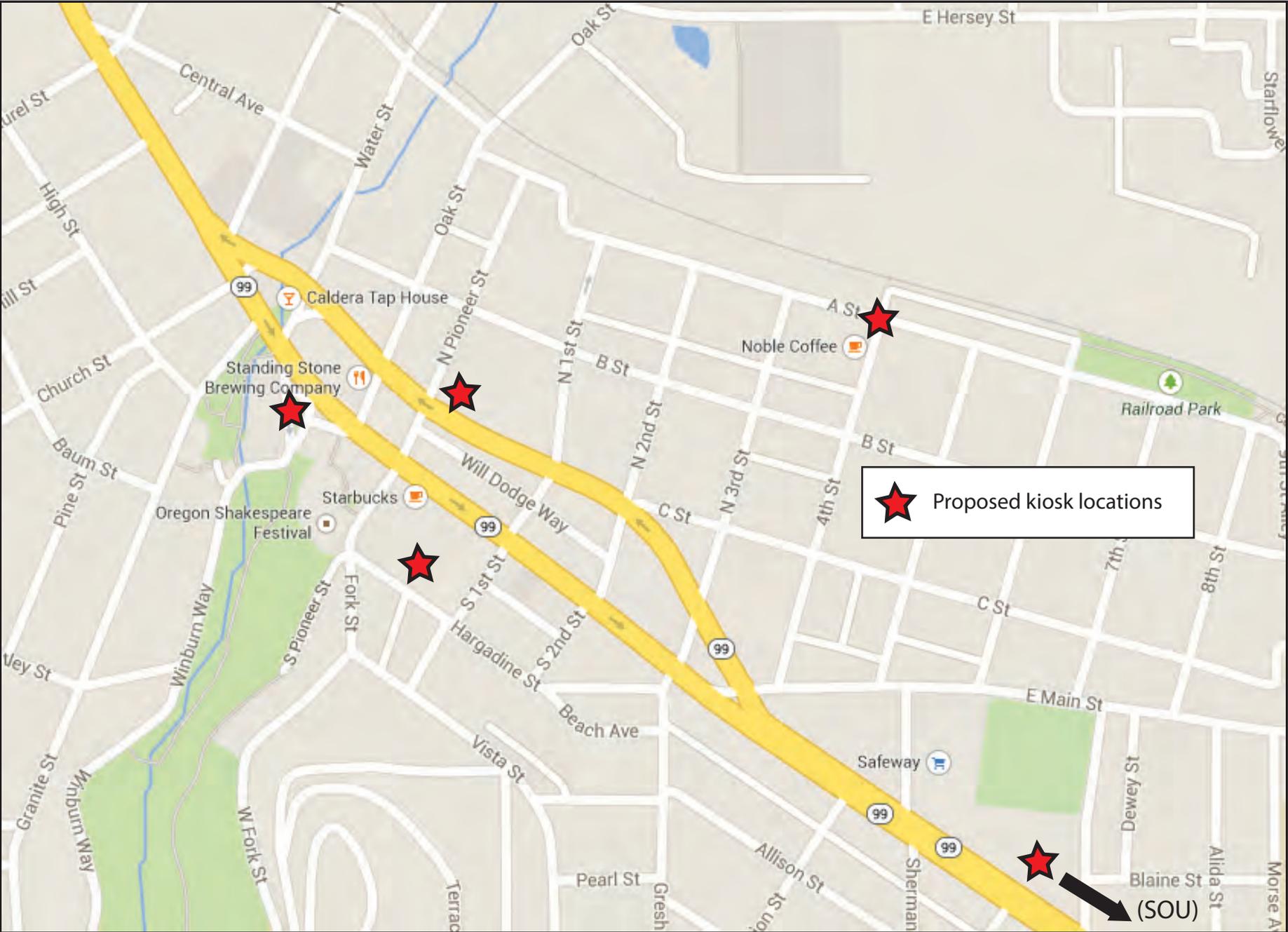
Other Monitoring

- With the development of a centralized website that contains information about parking and transportation, the City will be able to track website ‘hits’ and whether or not visitors are using the resource. This tracking can begin immediately with the launch of the website.
- The City should track the distribution of residential and employee parking permits to determine how successfully the allocated supply of permits is meeting downtown users’ needs.
- The City should track increases or decreases in parking violations to determine if there are management policies that may not be best meeting the needs of downtown users.

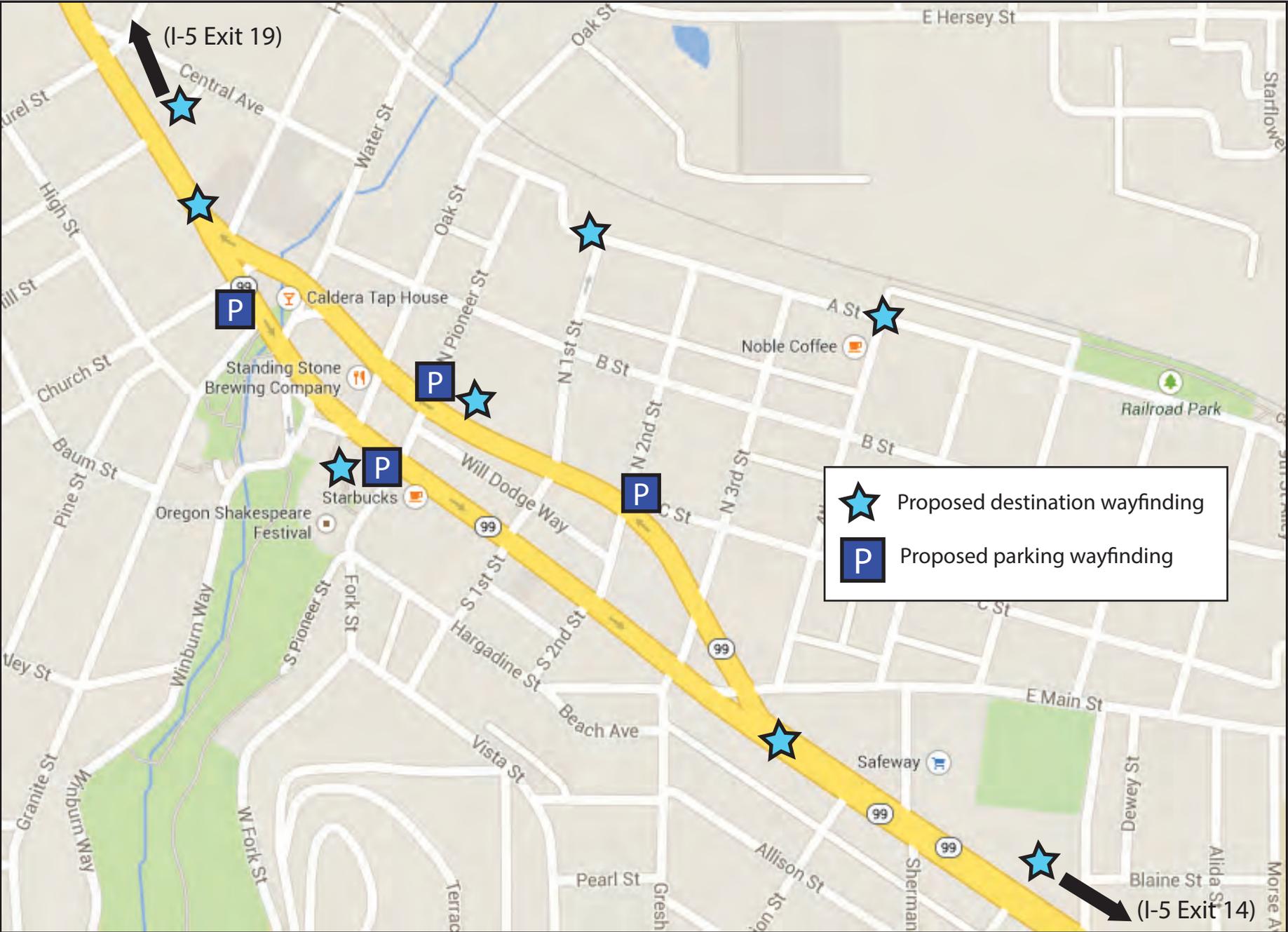
Table X: Summary of Recommended Maintenance and Monitoring Strategies

Strategy	Metrics	Threshold
Survey	Qualitative Assessments	The survey will assess whether downtown users' parking experiences are either the same or better than before management plan implementation.
Parking Utilization Monitoring	Occupancy rates	85% or lower throughout the day, with occupancy evenly distributed throughout the downtown area. Rates higher than 85% indicate that policies are not resulting in an efficient use of Ashland's downtown parking supply.
Website Monitoring	Website hits	The number of hits indicates how many users are accessing the parking website. This number should increase quickly with the launch of the website, and will likely reach a steady average. Fluctuations may occur throughout the year, in correlation with OSF season. A decrease in the number of hits indicates that more outreach may need to be done to promote the website.
Permit Monitoring	Number of permits allocated	The number of permits sold to employees A decrease in the number of permits sold may indicate that employees are choosing to park elsewhere in the downtown area.
Parking Violation Monitoring	Number of violations given; Number of delinquent or unpaid violations	An increase in parking violation fines is expected to incentivize downtown users to adjust their parking behaviors, and thus the number of violations should stay steady or decrease. An increase in the number of violations and delinquent violations indicates that the increase in fines has not successfully affected downtown users' parking behaviors.

Recommended Informational Kiosks



Recommended Wayfinding Signage



Proposed Zone Areas for Increased Regulation

