



Ashland Downtown Parking & Multi-Modal Study

Kick Off Meeting
December 5, 2013
Ashland, Oregon



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Agenda

- Introductions & Background (Staff – 20 min)
- Project Overview (CPW – 20 min)
- Preliminary Monitoring (CPW – 20 min)
- Discussion - Goals, Issues, and Opportunities (All – 45 min)
- Next Steps (CPW – 5 min)



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Housekeeping

- Meeting length
- Bathrooms
- Questions
- Meeting agenda, materials, and minutes will be posted on City website



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Project Advisory Committee Role

- Identify and prioritize community issues, goals and concerns
- Provide direction and overview on project
- Determine reasonable and appropriate policy directions to pursue
- Act as conduit between staff, the project team, the community, and decision-makers
- Chair elections and rules/regulations



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The CPW Team

Robert G. Parker

Director

Community Service Center

University of Oregon

Nicholas S. Meltzer, P.E.

Project Coordinator

Community Service Center

University of Oregon

Graduate Student Team

Starts in January

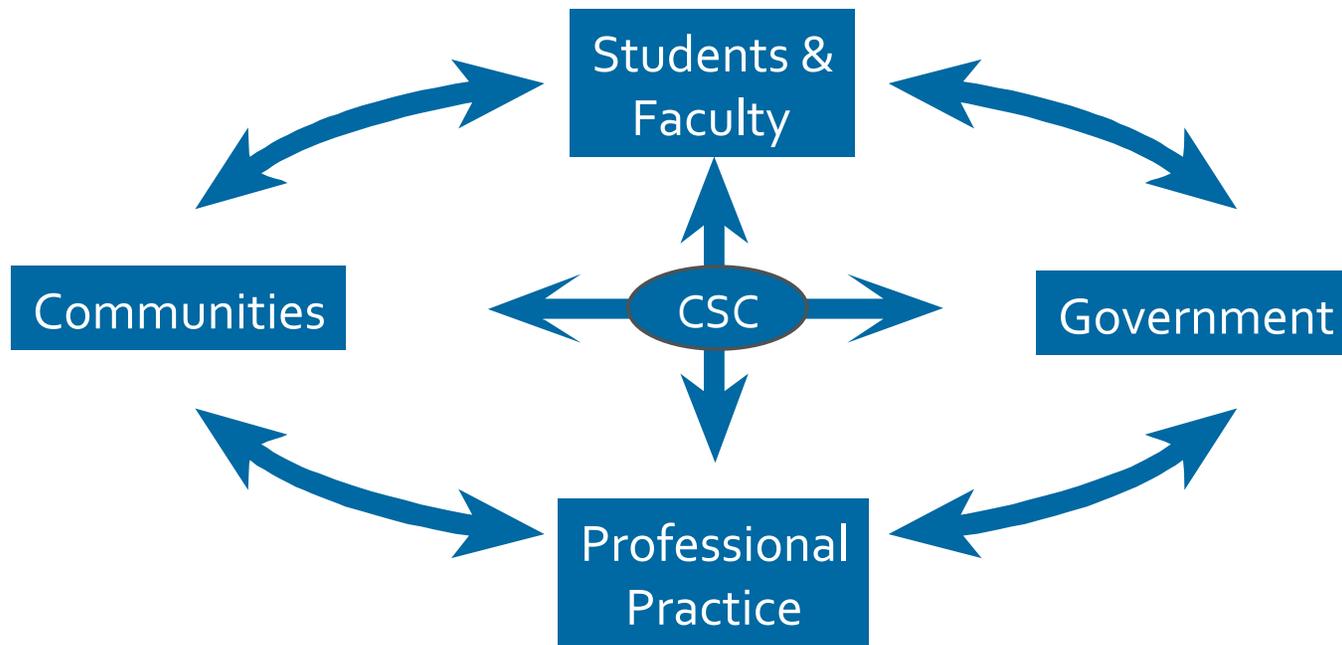


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CSC: Service Learning in Oregon Communities

The **CSC** is an interdisciplinary organization that creates learning opportunities for students by providing planning and technical services to Oregon Communities



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Community Planning Workshop (CPW)

The *classroom* provides a foundation for community-based learning

- Analytical skills
- Theory, history



The *community* provides the framework and motivation for learning

- Real problems
- Real people



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Project Background

- Parking was identified as an issue in several previous studies
 - 2001 Downtown Plan
 - 2011 Downtown Plan White Paper
 - Improve conditions for pedestrians and bicyclists;
 - Manage parking supplies;
 - Improve the street scape; and
 - Promote appropriate infill development.
 - 2013 Transportation Systems Plan



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- **Project Overview**
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Study Area



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Parking & Downtowns

- Estimates are that downtown parking spaces worth \$20,000 of economic activity
- Downtowns:
 - pre date the automobile
 - were built for walking
 - are visual
 - encourage interaction and community



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Scope of Work

- **Phase I—Parking Supply and Demand**
 - *The study will evaluate the effectiveness of existing downtown parking management, and truck and bus loading zones.*
- **Phase II—Travel Demand Management**
 - *The study will evaluate the effectiveness of travel demand management strategies to increase overall accessibility to downtown for tourists, citizens, students and employees.*



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Scope of Work

- **Phase III—Multi-modal Analysis**

- *The study will also evaluate 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.*



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Process

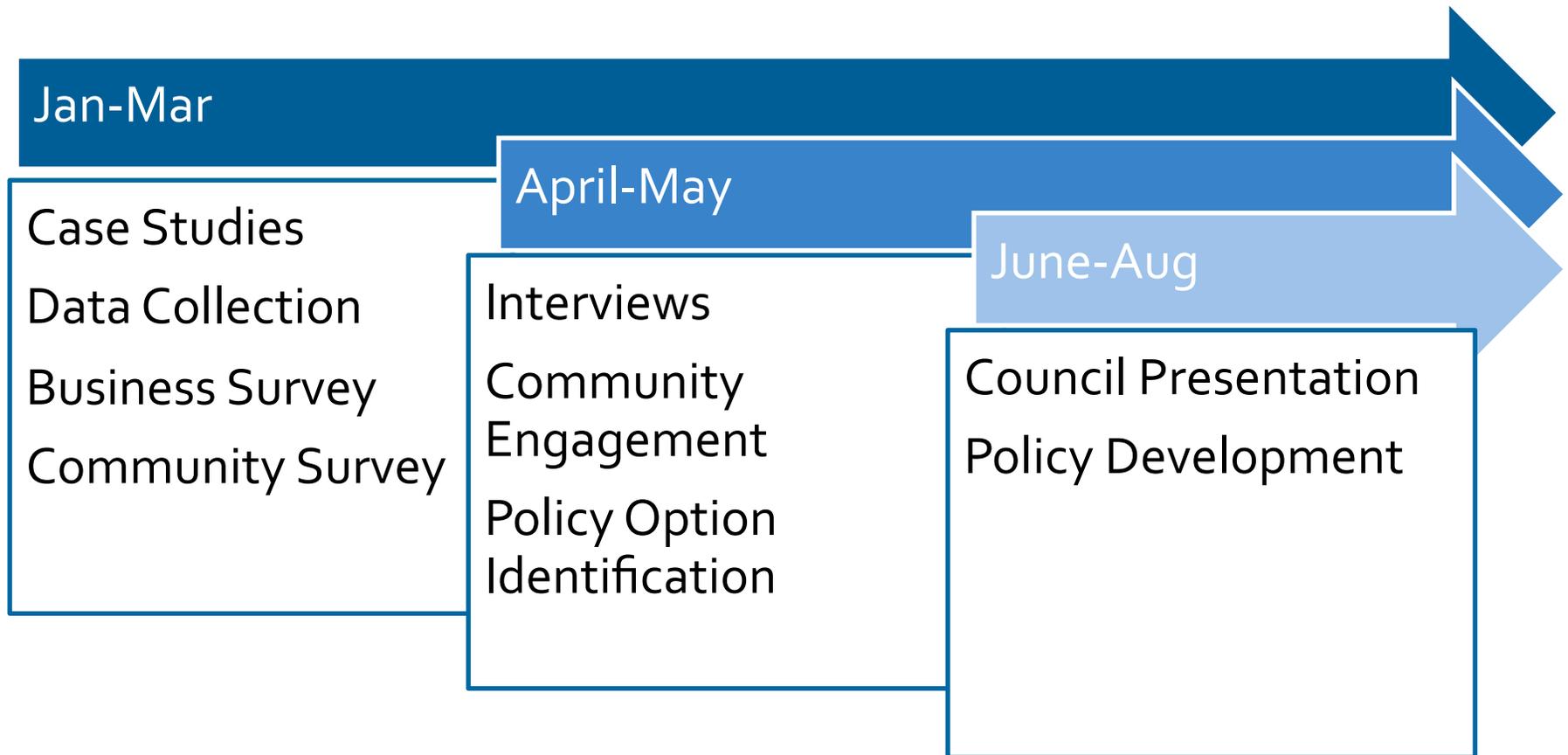
- Tasks
 - *Parking Inventory*
 - *Parking Utilization*
 - *Traffic/Pedestrian/Bike Count*
 - *Community & Business Survey*
 - *Community Engagement*
 - *Policy Evaluation*
- Some work has already been completed



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Timeline



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Inter-related Policy Issues

- Parking management decisions are policy decisions
 - Affects land use, zoning, economic development, tourism, traffic congestion, carbon emissions
- Planners use data to inform policy decisions
- Objective and comprehensive data collection required
- Robust public process also necessary



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Key Policy Considerations of Parking Management Programs

- Increase Capacity
 - Education
 - Enforcement
 - Regulation (i.e., pricing)
 - Supply (e.g., more spaces)
- Manage Demand
 - Transportation Demand Management (TDM)
 - Wayfinding
 - Accessibility Improvements



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Questions on Scope/Process



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- Introductions & Background
- Project Overview
- **Preliminary Monitoring**
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Preliminary Monitoring

- First stage of monitoring completed Labor Day weekend (August 30-31)
- Parking inventory & utilization
- Bicycle and pedestrian user & facility counts



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Parking Inventory

- Downtown area outlined by Ashland City Staff
- Occupancy measured between 8:00 AM – 5:30 PM
 - completed every 2 hours
- Time limited, non-limited, short term & loading, bus & authorized
- Data presented using Excel and ArcGIS
- 1917 spaces in study area



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Study Area

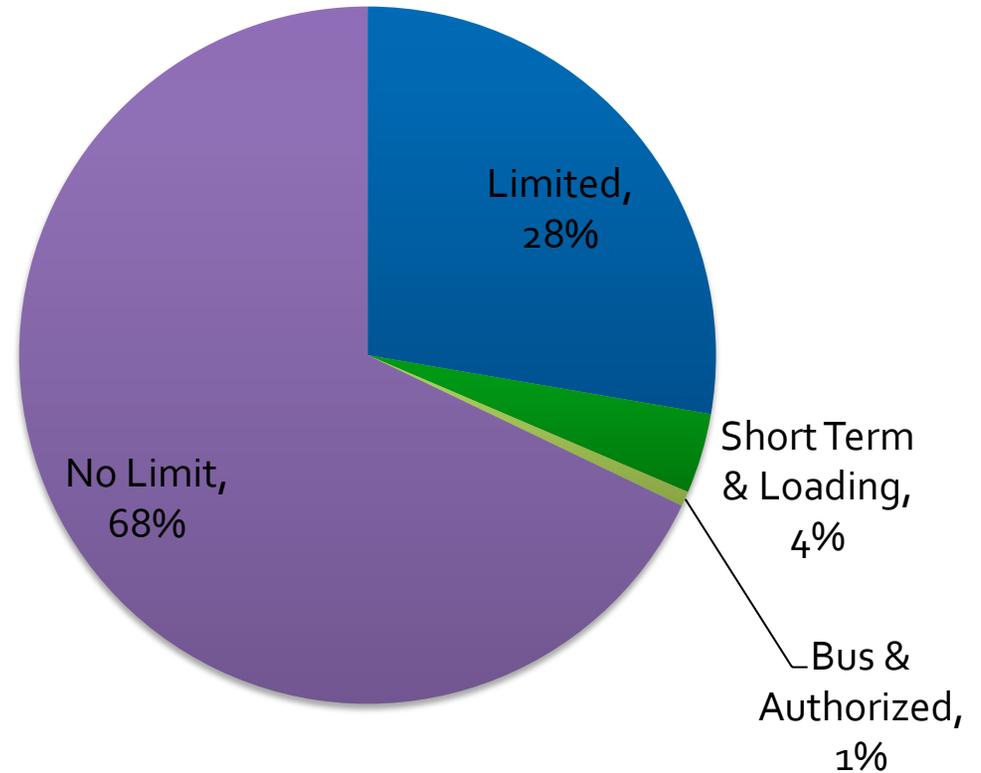


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Parking Inventory

Type	Spaces
Limited	522
Short Term & Loading	70
Bus & Authorized	13
Moto & Disabled	33
No Limit	1279
Total	1917



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Parking Occupancy (Labor Day Weekend)

- Data is from Labor Day Weekend, which is most likely one of the busiest times of year
- Occupancy rates increased throughout the day until midday, and remained high for the rest of the day
- Short-term parking, loading zones, disabled parking and bus parking never achieved an occupancy rate greater than 55 percent
 - indicates underused capacity



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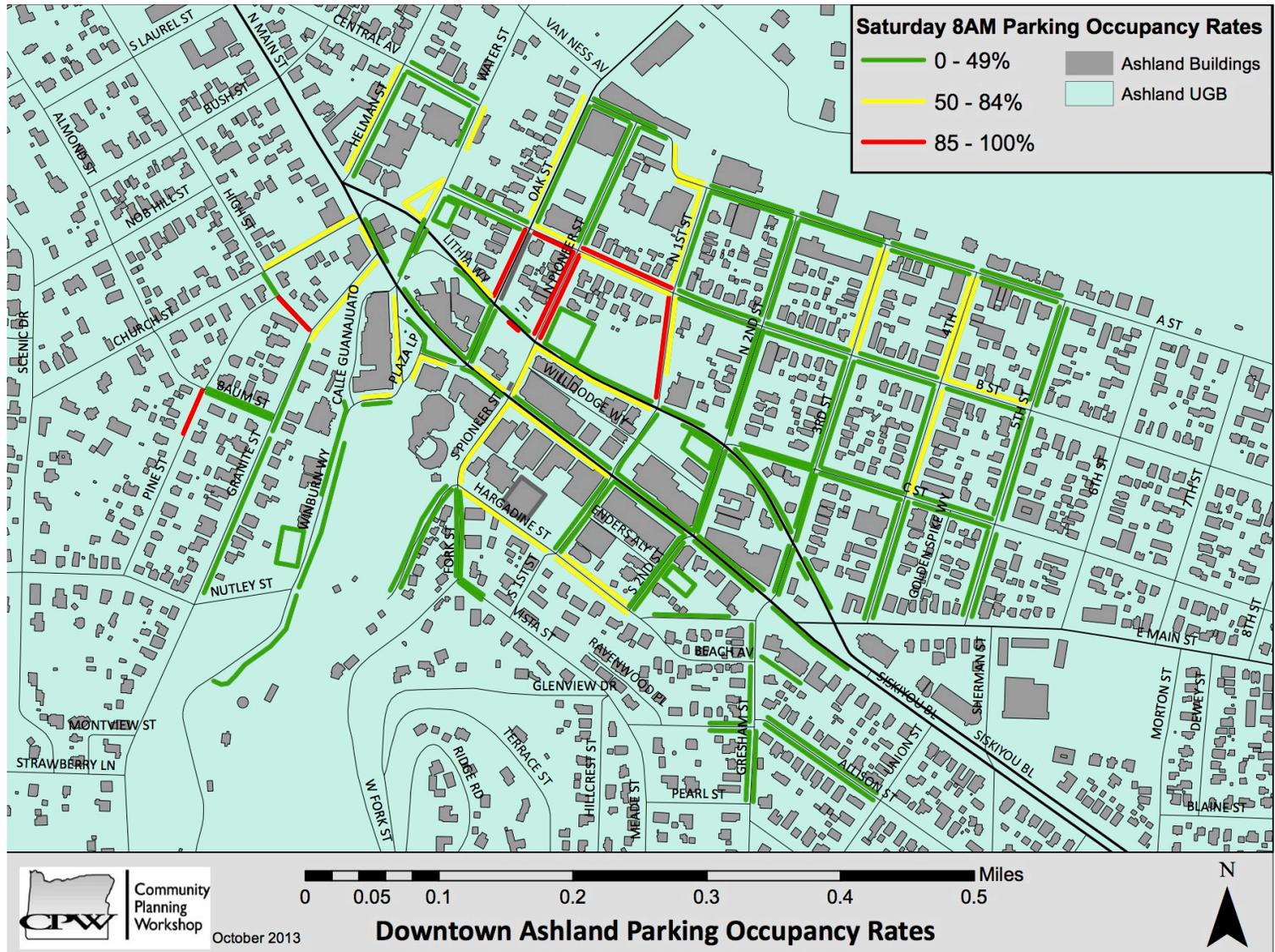
Parking Occupancy (Labor Day Weekend)

- 4-hour spaces had the highest occupancy levels
 - drivers needed to park in longer-term spaces to conduct their business downtown
- Parking spaces closest to downtown's core filled faster than the spaces further from the core



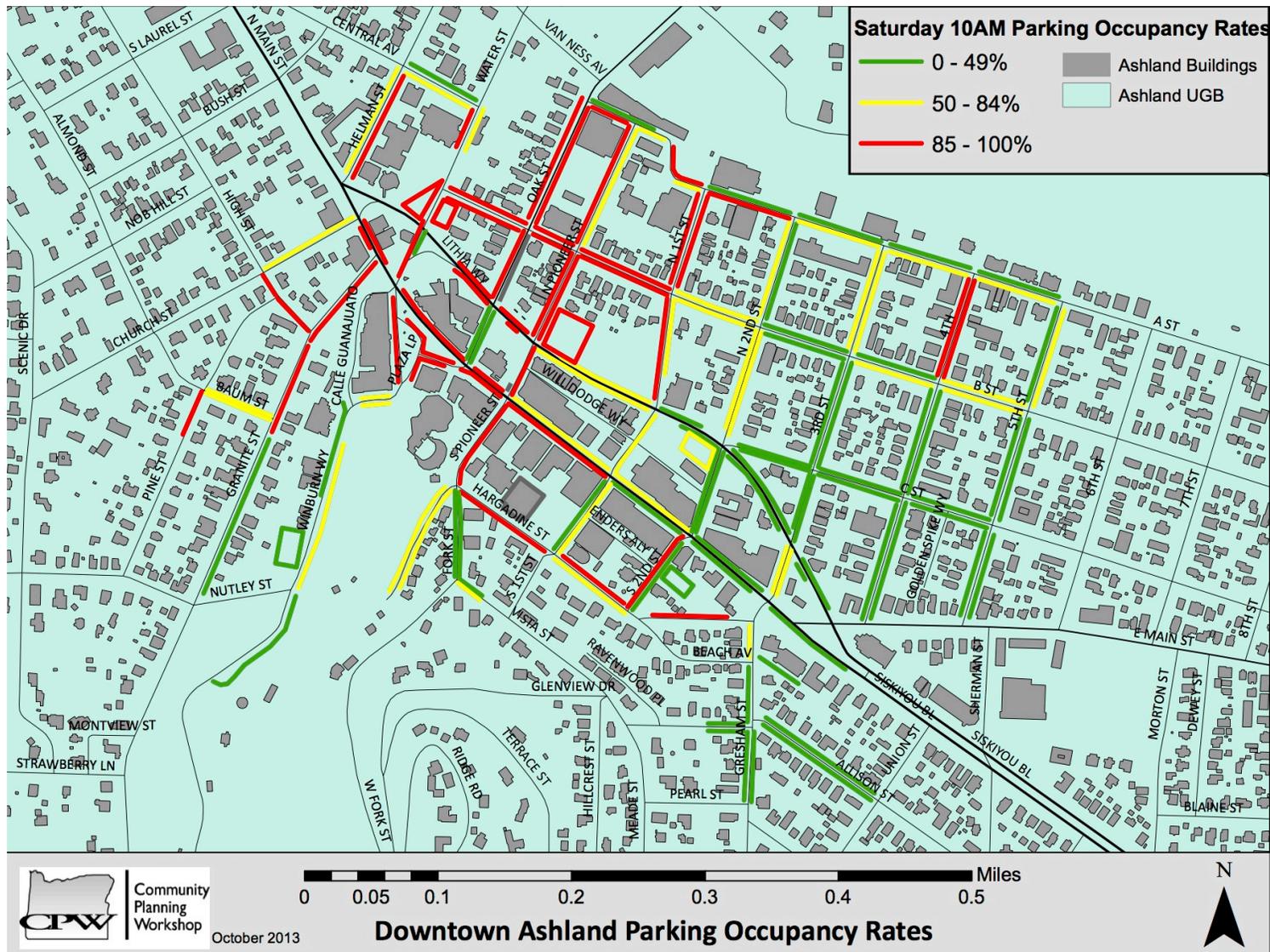
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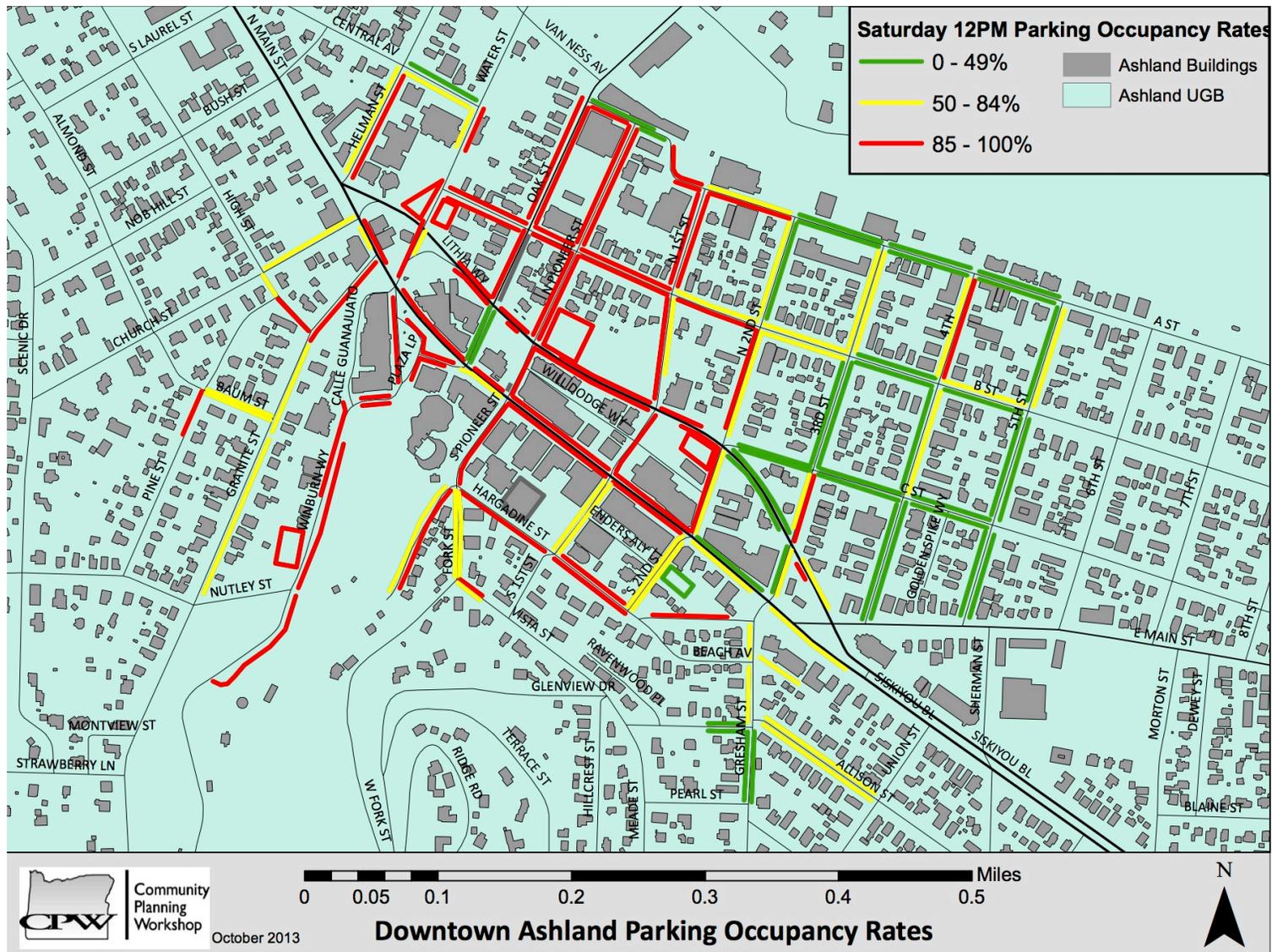
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Bicycle Facilities

- Total capacity study area 327 spaces;
 - largest occupancy rate was 36% Saturday afternoon
 - lowest occupancy rate was seen on Friday morning
- During the times surveyed the capacity of bike parking was rarely exceeded
- Bike occupancy rates grew gradually as the day progressed peaking around 2-6PM



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Bicycle Facilities

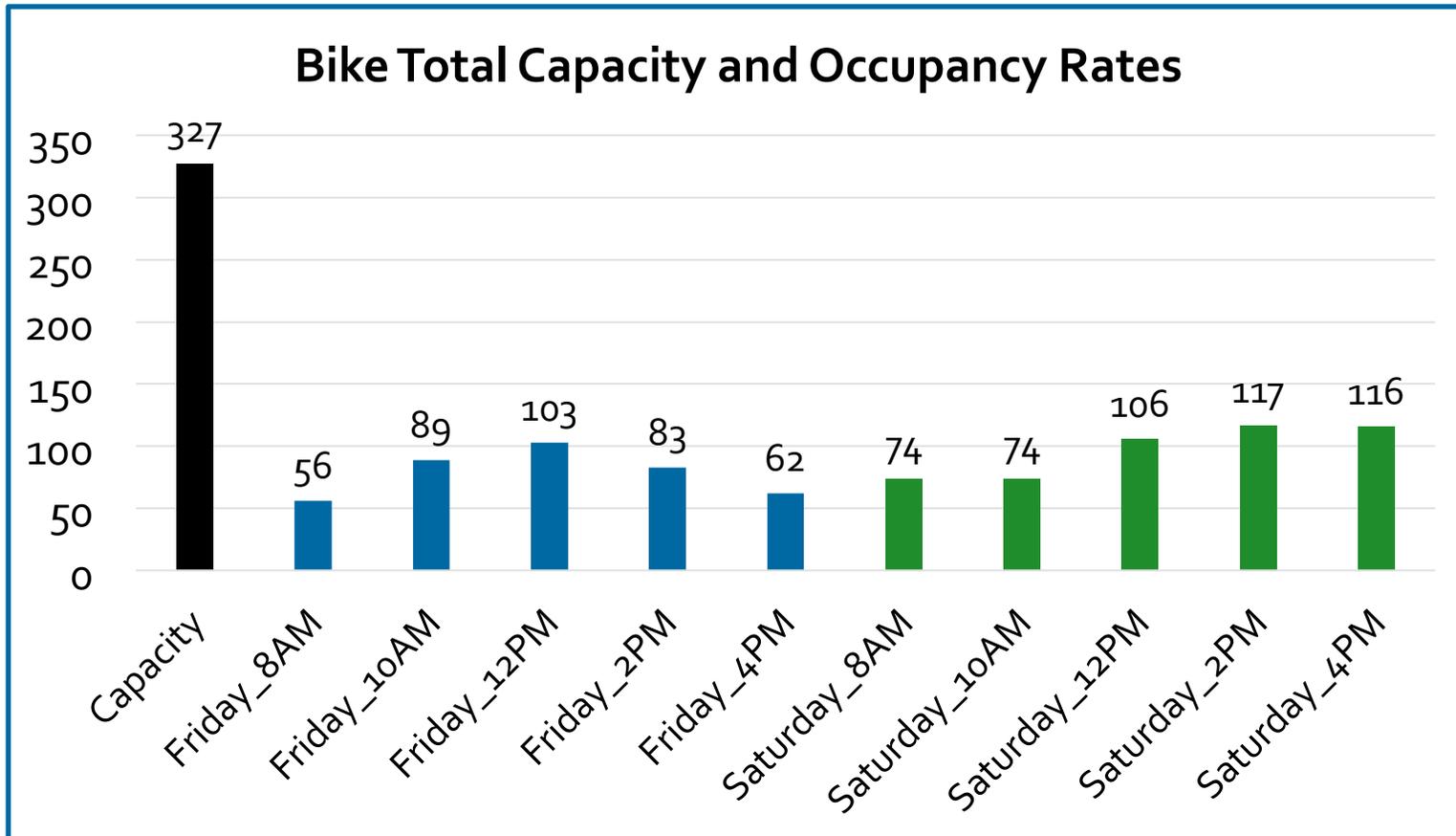
- Occupancy rates highest in close proximity to important amenities
 - Food Cooperative Market and the Shakespeare center
- Majority of bike parking in good condition and provided ample security for locking
- Low traffic flow of bicycle commuters observed, in tandem with low demand on bike parking, current capacity sufficient



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Bike Occupancy



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Bicycle and Pedestrian Users

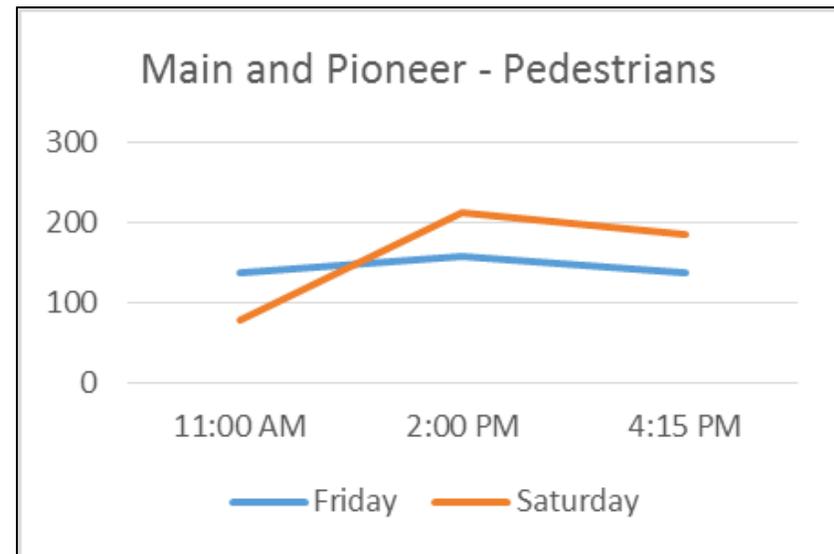
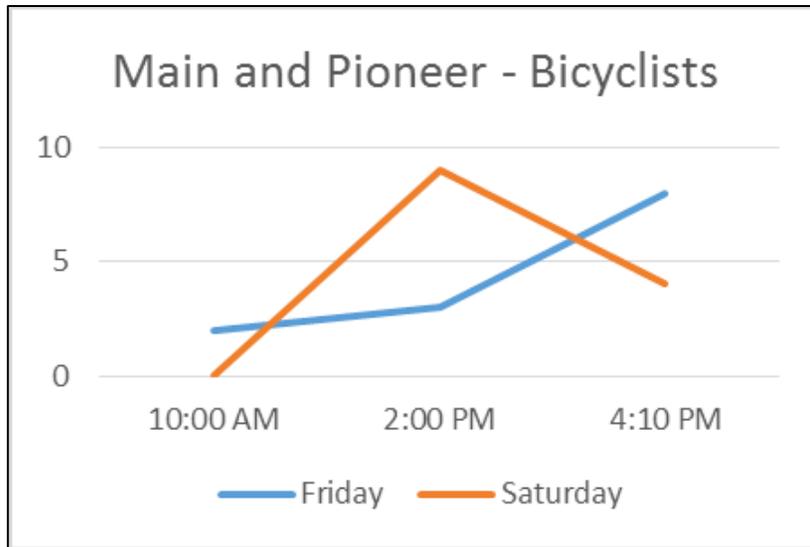
- Three times daily and in three locations:
 - Oak and Lithia, Pioneer and Main, A and 2nd Street.
- A relatively low traffic flow of bicyclists was observed in all three locations
- Main and Pioneer, and Oak and Lithia experienced peaks of pedestrian traffic around 12-2PM



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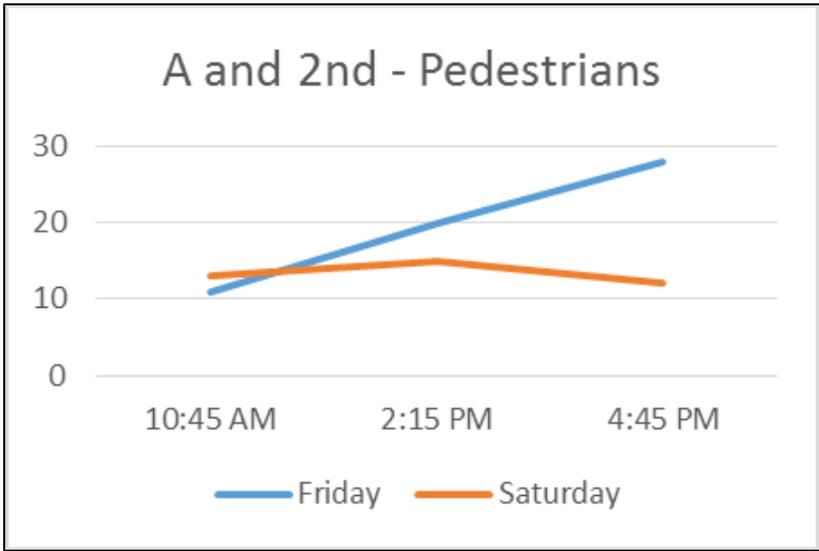
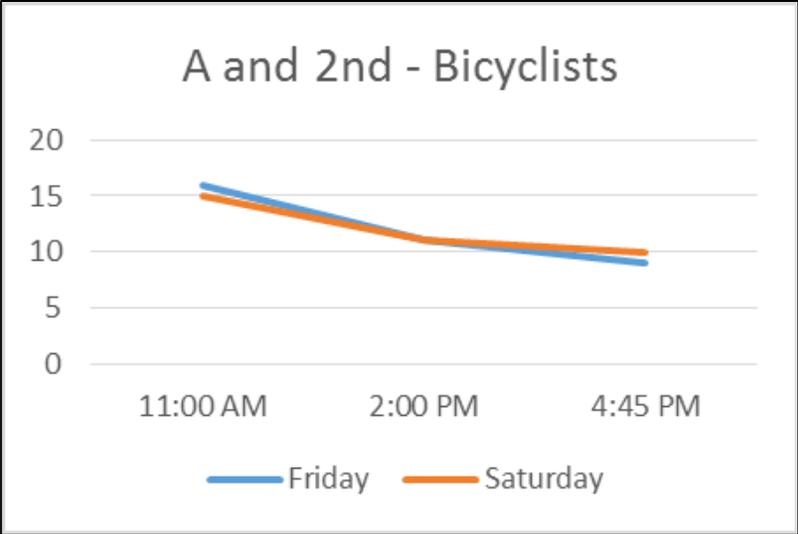
Main and Pioneer



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A and 2nd



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Questions on Data



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Outline

- Introductions & Background
- Project Overview
- Work To Date
- Discussion - Goals, Issues, and Opportunities
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Goals, Issues, and Opportunities

- Project Advisory Committee advises project team
- Determine:
 - What you want to see
 - What you don't want to see
 - What you're afraid might happen
- Group breakout
- Summary



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Next Steps

- Business survey
- Additional monitoring during midweek
- Community intercept survey
- Next meeting mid February



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