

Council Business Meeting

August 01, 2017

Title: Downtown Parking Management Strategy
From: Michael R. Faught Public Works Director
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Summary:

Council requested to revisit the adoption of the Downtown Parking Management & Circulation plan following a decision not to adopt the plan on May 2, 2017. Council will hear an updated presentation on the draft plan at a study session on July 31, 2017.

Actions, Options, or Potential Motions:

1. Move to approve the Downtown Parking Management Plan as submitted, or
2. Move to approve the Downtown Parking Management Plan with amendments, or
3. Take no Action

Staff Recommendation:

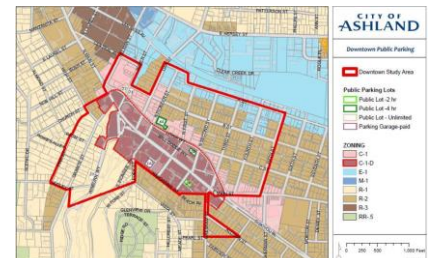
Staff recommends that Council approve the Parking Management Plan without funding the proposed new city staff employee to manage the program.

Resource Requirements:

The parking program has \$370,085 dedicated to the program and additional revenue for parking fees and fines are estimated to generate \$486,000 in FY 2017/18 and \$493,000 in FY 2018/19. However, those funds are already allocated (the costs below are part of the current parking program and part of the beginning General Fund Balance) in the proposed biennium budget.

Current Parking Expenses			
Current Parking Program	FY 17/18	FY 18/19	Biennium
Diamond Parking	\$ 145,000	\$ 150,000	\$295,000
Facility Maintenance	\$ 60,000	\$ 60,000	\$120,000
Total	\$ 205,000	\$ 210,000	\$415,000

If the enforcement area were to be expanded as recommended in the draft plan then staff estimates an additional \$102,000 of revenue per year. If the plan is approved without the new employee the additional expenses would be as follows:



Expanding Parking Program			
	FY 17/18	FY 18/19	Biennium
Expanded Enforcement (Diamond Parking)	\$ -	\$ 52,000	\$ 52,000
Misc (office supplies, vehicle)	\$ 8,000	\$ 9,000	\$ 17,000
Admin Fee	\$ 26,500	\$ 32,300	\$ 58,800
Total	\$ 34,500	\$ 93,300	\$127,800

Policies, Plans and Goals Supported:

21. Be proactive in using best practices in infrastructure management and modernization.

21.1 Complete downtown parking management and traffic circulation plan.

Background and Additional Information:

The adopted 2012 Transportation System Plan identified the Downtown Parking and Multi-Modal Circulations study as a high priority project (0-5) years. To that end, the City Council appointed the Downtown Parking Management and Multi-modal Circulation Advisory Committee at its November 5, 2013, business meeting. Committee membership includes ex officio members from the Chamber, trucking industry and city staff. In addition, 13 voting members were appointed (2 from the Chamber board, 2 Planning Commissioners, 2 Transportation Commissioners, and 7 stakeholders from the downtown area). Stakeholders include: merchant/business owners-managers, property owners, downtown residents, OSF, Pioneer/A Street, Fourth/A Street, and one citizen at large.

With the help of Rick Williams Consulting, the committee was able to develop a long term downtown strategic parking management plan. They held monthly meetings and received a lot of public input throughout the process (which included large a community meeting December 1, 2016 to ensure the draft plan would fit our community objectives. Minutes for this committee can be found at: <http://www.ashland.or.us/Agendas.asp?CCBID=241>.

On February 1, 2017 the Downtown Parking Management & Circulation Ad-Hoc Advisory Committee moved to forward the proposed Downtown Strategic Parking Management Plan to the City Council.

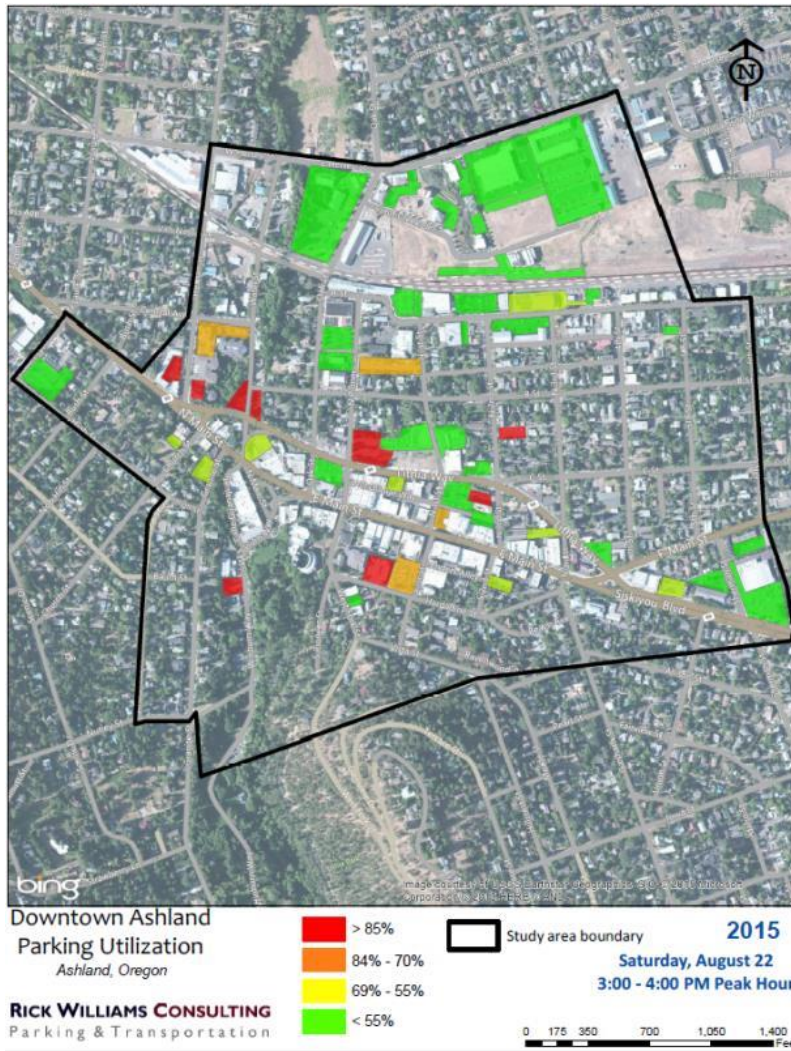
Draft Parking Plan Summary:

The first primary component of the plan is Guiding Themes and Principles which include the City's role and coordination, priority customers, active capacity management, information systems (supply & customer based) and integration with other modes.

The proposed **phase 1 (0-18 months)** action strategies include:

1. Formalize the guiding themes and principles as policies for downtown access within the parking and transportation system plan;
2. Adopt the 85% rule as the optimum occupancy standard for measuring performance of the parking supply and triggering specific management strategies and rate ranges ;

3. Establish a Downtown Parking and Transportation Fund as a mechanism to direct funds derived from parking into a dedicated fund;
4. Centralize Parking Management. Consolidate the management and administration of parking management within a single division for Parking Services;
5. Develop a job description and submit a service package to create and hire a position of Downtown Parking Coordinator for the City of Ashland;
6. Establish a Downtown Parking Advisory Committee (DPAC) consisting of downtown stakeholders to assist in program implementation and review;
7. Develop a reasonable schedule of data collection to better assess performance of downtown parking;
8. Identify off-street shared use opportunities and feasibilities based on data findings in Strategy #7, Establish goals for transitioning employees, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities (see Downtown Ashland Parking Utilization map below);



Phase 2 18-36 months:

9. Create a critical path timeline to a new parking brand that can be utilized at all City-owned lots and shared supplies and in parking marketing/communications;
10. Simplify on-street time stays. Consider incorporation of new brand/logo into on-street signage per input derived in Strategy 9;
11. Deploy new off-street signage package;
12. Expand the bike parking network to create connections between parking and downtown to encourage employee bike commute trips and draw customers to downtown businesses;
13. Evaluate and pursue on-street pricing in high occupancy areas (85%);
14. Solicit firms to establish wayfinding and dynamic signage systems in the public right of way integrated with the off-street system using City parking brand developed in Strategy #9;
15. Deploy wayfinding system as developed in Strategy 14;
16. Implement on-street pricing;
17. Explore expanding access capacity – new parking supply and/or transit/shuttle options;
18. Develop cost forecasts for preferred parking supply and shuttle/transit system options;
19. Explore and develop funding options;
20. Initiate new capacity expansion.

Attachments:

None (for full Downtown Parking Management Strategy, see the July 31, 2017 agenda)