



Meeting: Ashland Downtown Parking and Multi-Modal Circulation PAC Meeting

Date: July 1, 2015

Time: 3:30 PM – 5:30 PM

Location: Council Chambers, 1175 East Main Street

- | | |
|---|---------------------|
| I. Public Comment | (5 minutes) |
| II. Priorities Discussion | (30 minutes) |
| III. Building Guiding Principles | (45 minutes) |
| IV. Review and discuss Policy Options Matrix | (25 minutes) |
| V. Next Steps | (10 minutes) |

**ASHLAND DOWNTOWN PARKING MANAGEMENT & CIRCULATION AD HOC ADVISORY COMMITTEE
MINUTES
June 3, 2015**

These minutes are pending approval by this Committee

CALL TO ORDER The meeting was called to order at 3:30 p.m. in Council Chambers, 1175 East Main St.
Regular members present: Pam Hammond, Michael Dawkins, Rich Kaplan, John Williams (arrived at 3:41), Emile Amarotico, Lisa Beam, Dave Young, Cynthia Rider, Marie Donovan, Joe Collonge, and Joe Graf
Regular members absent: John Fields
Ex officio (non-voting) members present: Sandra Slattery, Bill Molnar, Katharine Flanagan, Michael Faught, and Pam Marsh
Ex officio (non-voting) members absent: Mike Gardiner, Rich Rosenthal, and Lee Tuneberg
City of Ashland Staff members present: Tami De Mille-Campos, and Maria Harris

ANNOUNCEMENTS

Chair Young announced that there was an error on the agenda and the second item will be public comment.

Chair Young reminded those in attendance that this is the first meeting since February and we have a new consultant. With that said, the agenda is pretty packed with his presentation. He asked the public to keep that in mind going into public comment.

APPROVAL OF MINUTES

Minutes of February 4, 2015

Approved by unanimous consent.

Chair Young introduced Lynn Thompson to the committee. Lynn has replaced Rich Kaplan who is no longer on the Planning Commission.

PUBLIC FORUM

Andrew Kubik, 1251 Munson Dr.

He stated he is here to reiterate a few things from the last meeting. He noticed on the national citizen survey that Ashland was in the college town category instead of a tourist town but he believes that may have something to do with the population more than the structure of the downtown. He stated there aren't too many people from SOU on the committee and he feels that might be something to address at some point. The survey itself shows that most of the college towns similar to Ashland in the survey have a trolley or transit system and because of that he thinks the committee should be looking at that a little closer. He added that at the end of the last meeting Mike Faught stated that 26% of the respondents thought that the parking was acceptable but if you actually look at the results 44% thought it was fair. There was another 7% in the excellent category and 19% felt it was good, so in total about 70% felt the parking was fair or better. He said he wouldn't swing all the way to thinking there is a big parking problem in Ashland and would recommend backing off a little especially since there is a new consultant.

Donna Swanson, 863 Plum Ridge Dr.

Read letter submitted into record (see attached)

Elizabeth Hallett, 938 Mountain Meadows Cir.

Read letter submitted into record (see attached)

Louise Shawkat, 870 Cambridge St.

Read letter submitted into record (see attached)

Tamsin Taylor, 594 Great Oaks Dr.

Read letter submitted into record (see attached)

Paul Stang, 2235 N. Hwy 99

He spoke to the traffic flow through the city. He said he has had some dialogue via email with Scott Fleury from Public Works. He is aware that there may have been a presentation about new traffic proposals for the downtown area and he is concerned about this. His initial interest was regarding the bike lane on the north end of town. He is a bicycle enthusiast and he finds that having reduced the lanes from four to two greatly constricts the traffic through that area and he finds it unnecessary. During a discussion with Scott one of his comments was "if you build it they will come" but that hasn't happened. There is a beautiful greenway bikeway that is serving the same North/South flow so he doesn't find that the bike lane justifies having reduced the lanes in that area. Through this discussion with Scott he is finding out that there is a lot of talk of a loading/unloading zone through the downtown. As a cyclist he appreciates the concern for having a bike lane but this has him concerned because of how the turn lanes intersect with the bike lane. He also stated that currently going through the downtown area as a cyclist is pleasant and he doesn't feel there needs to be another bike lane there. He also drives a vehicle through downtown and traffic can bind up through the downtown. He doesn't see how taking the traffic lanes down to two would make it any easier to get through town for occasional loading/unloading. Another area of concern is the pedestrian zone at Water Street; he would really like to see a timed crosswalk signal there. He also found out that the light at Helman is planning to be removed and he doesn't feel that is a safe move with the curve and the hill. However the light at Laurel doesn't seem to be served very well.

SUMMARY OF RWC SCOPE

Faught introduced a few people in the audience; Kim Parducci, Al Densmore.

Faught read through some of the scope of work and what Rick Williams will be taking over. Rick will take what has already been done and use that as a baseline. He is going to review our existing policies, operating strategies, on/off street management, look into land use. The committee will have him for 6 meetings and then probably 2 city council meetings. Faught said there are more details to the scope of work but that is a broad overview.

Rick Williams thanked the committee for having him here. He shared with the committee that somewhere around 1999 or 2000 he helped write the plan that is currently in place. He comes from a background of downtown management. In the 80's and early 90's he was Vice President of what was called The Association for Portland Progress (downtown Portland's business association) and what has now developed into the Portland Business Alliance (their Chamber of Commerce). He was responsible for all phases of downtown promotions and activities. They formed the first business improvement district in Oregon, which at that time was the second in the United States, called Clean and Safe and they also later created what is now called Smart Park. His approach is the fundamentals of vital downtowns and supporting vital communities.

Secondarily, he had another job for over twenty years while he was doing parking consulting. He was contract Executive Director of The Lloyd District Transportation Management Association, which is now called Go Lloyd. Their focus there was parking management through alternative modes and that really transformed the Lloyd district. He added that as much as he loves parking, we really need to look at things globally and look at it as a multi-modal phase.

REFRESH: U OF O STUDY FINDINGS/RECOMMENDATIONS

Rick shared with the group that the Community Planning Workshop did a great job and there is a lot of good data which provides for a good foundation.

Rick stepped through his PowerPoint presentation (see attached).

PARKING 101 – BEST PRACTICES IN DOWNTOWN PARKING MANAGEMENT

Rick said sometimes our problem with parking is that we think it to death and it needs to be simplified.

Continued slide presentation.

RWC: SUMMARY OF DOWNTOWN PARKING OBSERVATIONS

Continued slide presentation.

COMMITTEE INPUT AND DISCUSSION

Continued slide presentation.

He informed the committee that these were his observations and he would like them to push back too on everything they have heard and bring their ideas and solutions, while reacquainting themselves with some of the recommendations from the U of O study.

Some of his observations are that the City of Ashland has a problem to die for! The downtown is robust and vibrant, with constant activity. The activity begins at 9:00 am and ends at 10:00 pm as was the case for him on a Friday, Saturday and so far on a Wednesday. He added that we don't want to exacerbate the problem but we also don't want to do anything that would cause the city to go in the wrong direction. There are areas of high parking activity throughout the entire study area. He was looking at the data and doing his own observations and he feels that Ashland has some unique districts that are starting to happen. There is a potential to simplify the system, through signage and parking zones, which he likes the idea of. One of the recommendations in the report, which he thinks they need to do is, going to permits. He just completed an on street permit program on the eastside in Portland and they are working on a new permit program for all thirty three neighborhoods in Seattle. The committee needs to discuss the intent for the permits and then develop the permit program around that. He added that permits are an option but they should make sure they are approaching it properly as it can be rather contentious and it needs to make sure that the residents' needs are continually met.

One of the other things he noticed is that there is an extremely high opportunity for bikes in this community. During his time spent walking and driving around in the central downtown he ran into four bicycle shops and all of the bike racks in the two bike corrals he found were highly maximized. The bike shelter on the plaza was also full and there were even people chaining their bikes up to parking signs. He feels that the idea of pursuing bike lanes strategically would be very effective. He also pointed out they need to start thinking beyond bike lanes. He is seeing people chained up all over downtown to parking signs which says the city needs more racks. With the bike corals being highly utilized, he thinks the city should explore a pilot program with the nearby businesses. He thinks the city also may want to look at more bike hubs, like the bike shelter we have near the Plaza. Lastly, he feels they should work with businesses to bring bikes inside. They did a program through Go Lloyd where they bought wall racks for businesses so their employees could hang their bikes on the wall. That is sort of a four phased approach to bikes that he would recommend.

The communication system (wayfinding), which was already in the plan, definitely needs improvement.

One thing he found interesting was as a third party outsider there is more than just the downtown core. There are some unique districts starting to happen, such as the Railroad district, the area around 3rd/4th and A/B has the potential to not only create parking zones but also to create districts which become your parking districts. He mentioned the desire to balance short term retail parking, theater/patron parking and employee parking all on street he doesn't feel is practical and he thinks that is something they need to look at. They need to decide who the priority is in a specific area. He also thinks there is an opportunity for shared use if it is done strategically but he thinks it should be done for employee parking because in working with private sectors sometimes if you say "I want to use your lot" they'll likely say no because they don't think you can control who is going on to their lot but with employees you have an easier time controlling that than controlling visitors. He shared with the committee that he had a discussion with Mike Faught. He told Mike if they had a goal of how many employees they wanted to be removed from the downtown parking system then they would know how many spaces they need to create with remote lots, look at shuttling, private lots always saw fifteen or more spaces available at the Ashland Springs hotel) etc. He stated businesses can control their employees. Customer first programs exist and that is something we could explore. In Corvallis, Gresham, and Oregon City parking is a condition of employment.

Chair Young recommended the committee members go around and briefly introduce themselves, which they did.

Faught asked the group to spend the next thirty minutes sharing their thoughts or feelings on what they heard.

Amarotico said Williams previously stated free parking doesn't build a downtown and he wondered if paid parking

can kill a downtown. Williams said yes and that is why the eighty five percent rule is so important because the only thing parking management can do is minimize your risk. When your parking is over eighty five percent the customer is beginning to feel tension and angst and if the parking supply is under eighty five percent then you aren't doing a good enough job convincing people to be with you. The product can always be improved. The purpose of parking is to support the product and there comes a point when the product is so good that you have more people coming to it than you have the capacity to serve it with an option to park or get there. This is why he says don't take pricing off the table. He wants to challenge the committee with the idea of pricing, he's not necessarily recommending it but when the committee gets to the point of solutions they need to come back and ask how they are going to do this. Otherwise, his fear is this plan will end up back on a shelf.

Thompson stated there has been a lot of work done studying data but it's not clear to her where they are going to start. The document that was presented at the February meeting was essentially a redesign of the downtown streets. Her question is what is the order in which they are going to address some of the ideas that are on the table? Faught answered Rick is working from the U of O point, which is what the committee spent a little over a year on before the three to two lane configuration was introduced. He said the three to two lane configuration was presented at the last meeting so that way the committee can consider that as they move forward but the real focus now is on the parking side of the equation. He added we are also going to be working on some other transportation improvements in the downtown and that is why Kim Parducci is here. Ultimately when the plan is finished Al Densmore will help with the funding side of the equation. Lynn added she feels these issues are interrelated and she is curious how we are going to address those issues, such as the fact that our data shows the loading zones are underutilized but we are proposing new loading zones and we are proposing eliminating parking spaces yet we show we have a supply problem. Faught spoke to the loading zones and stated he actually agrees with the loading zone analysis and he would like to see the committee take all of the existing loading zones, with a couple of exceptions (in front of 51 Winburn Way and the Post Office) and start over. He's asked the trucking industry to provide feedback regarding their needs so that way it is focused on delivery needs. With the elimination of unnecessary loading zones we can add more parking spaces. Faught said we do need to come up with the parking strategies first and figure out the parking side of things next.

Williams said his approach would be at the next meeting the committee would work on the policy options matrix document. The document has some good elements but there are some things that could be refined. Also, a re-look at the guiding principles would also be helpful. He thinks it would be good to have a conversation at the next meeting discussing who the priority is for on street parking because that is unclear in the document.

Marsh asked where the land-use element folds into here? Williams said that is what we want to work together on. It could be that an ITE model is used or you could look at it a different way and look at what can be done with bikes, what can be done with walking and what can be done with transit and then those ITE estimates could be factored downward to reflect a new mode split. He added we will be cognizant and aware of it and with his background he will push at it and pull at it and decide if it is a normal transportation forecasting model or is it something that has more options in it.

Rider asked if staff could resend the policy option document to the committee if it is going to be on a future agenda. She also added she has been here in Ashland for a little over two and a half years and during the past fall to spring she has received more complaint letters than she has before so she isn't sure if that just means there are more vocal people or if there is more of a parking issue. She also stated the difference between when they have one performance a day versus five performances is quite significant so she would note that the three days that Rick has spent here is very different than the height when they have five in a day. The employee issue is also very important to her. Her employees work at all different times of the day so she is curious to see what the committee comes up with as far as a solution to getting her employees off of the desirable streets. She shared that visitor's for them need two to six hours based on the length of the play. She also wants to make sure the committee looks at people with mobility issues (employees, visitors etc).

Young asked Rick if he has a sense of how long this process will take. Faught answered 5 more months (5 meetings). He also added he thinks if Rick's five core questions can be answered then the solutions start happening fairly quickly but the committee needs to come to an agreement in terms of the principals and how the committee

would like to solve them. This will likely be the challenge during the next meeting, as the committee begins to roll up their sleeves and hopefully have a really healthy debate about some of these proposals. Young asked for clarification on whether the committee is just going to focus on parking for the next five months. Faught said he thinks some of the others will fall into that as well but the principal part of that is the beginning of the conversation.

Collonge shared what he is generally hearing is that Williams thinks all of the issues can be solved by parking management and that multi-million dollar parking garages and trolleys are a farther out option. He asked if his assumption was correct. Williams answered the committee needs to start as simply as possible and the first thing they need to do is agree on what the problem is which it seems like there is still a lack of clarity about. Then if everyone agrees on what the problem is then they need to begin with the existing supply and convince themselves there are no options other than capacity (looking at data, talking to the private sector, looking at remote lots etc). His mentor in parking said "nothing else works if the parking you have is not full". It will be more expensive, it will be harder to do and the market won't be there so the committee must expend all opportunities to solve the problem. Then you would look at district by district, area by area and figure out how you get to new capacity. It's easy to say a garage or a shuttle system would provide more capacity. His question would be if it would be used if it's not properly managed, centrally located or coordinated into the system itself. He said it does take longer to get there and his is sort of an arduous check system but it also helps the community stay on point. He added somewhere in that check list the communication system has to be added (wayfinding, signing, branding etc.) but it all begins with a process to try to keep people focused which is the hard part of parking management because everyone wants to get to the ultimate solution. He thinks new supply and new capacity (parking and alternative modes) are both relevant options.

Marsh asked if we go through this process and the committee figures out in today's world parking can be managed at eighty five percent and new modes are not needed, is the committee going to take the next step in this process to include steps to take if the eighty five percent is exceeded. Williams answered yes; it would include the long term plan. The plan will include immediate, near term (0-2 years), mid-term (2-5 years) and long term (5 + years).

Graf asked if there is any reason to redefine the study area. Williams answered yes but not necessarily as a first order of business. Study areas can morph as you get trigger areas in place.

NEXT STEPS

Williams asked the committee if there were any issues with the scheduling of the next meeting which falls during the week of 4th of July. He just wanted to be sure everyone was okay with that date. The consensus was everyone will be available for the meeting as scheduled.

ADJOURNMENT

Meeting adjourned at 5:29 pm

Respectfully submitted,

Tami De Mille-Campos, Administrative Assistant

Downtown Parking Management and Circulation Ad Hoc Advisory Committee
Wednesday, June 3, 2015

Public Comment

Donna Swanson
863 Plum Ridge Drive
Ashland

I am here to ask the members of this committee to turn your considerations away from building a multi-level parking structure in downtown Ashland and instead, focus on the benefits of a clean electric, battery-run shuttle system to successfully move people around Ashland from remote parking lots, and visitors from their hotels/motels/ and B&Bs. This City is known for its small town charm, OSF and the arts, galleries, restaurants, concerts and friendly people. Tourists come here as a respite from their overgrown cities. They enjoy walking the town, relaxing at a quieter pace, discovering quaint architecture, and enjoying the unique atmosphere that defines Ashland. A shuttle would facilitate maximum use of our town.

A parking structure comes with a price tag to taxpayers of several million dollars, along with the high cost of maintenance and safety measures. It encourages fossil fuel emissions adding to our carbon footprint that the City has pledged to cut. A parking structure is a permanent structure at a fixed cost whether it is fully used or not. We are all aware that the biggest demand comes during the three summer months but it will require twelve months of operating costs in perpetuity. Shuttle schedules, on the other hand, can be modified and run less when the demand is less. An electric shuttle is not only an answer to concerns about parking, but it will also be transporting senior citizens and those who don't drive, the handicapped, SOU students, and tourists, as it facilitates movement within the town inviting people to shop, dine, and enjoy entertainment free! throughout the year.

I would like to ask this Committee to request that the funds coming to the City from the sale of the property (where the new low-income housing is to be built) be dedicated to the beginning of a shuttle program for Ashland. We must do all we can to maintain our small town charm and resist the temptation to become Everytown U.S.A. A multi-story parking structure is dinosaur technology favoring and encouraging vehicle traffic and emissions. We need to look to a cleaner future and a future that encourages the safe and fun movement of people around all of Ashland. This was very clearly evident during "A Taste of Ashland" when the Trolley shuttled people from one end of town to the other with frequent stops along the way. The people on the shuttle were all enjoying each other's company and the day's enjoyment increased with each exchange of passengers. You might want to ask those you meet, without prejudice, which they would prefer if they had to make a choice between a multi-story parking structure or a free electric shuttle for Ashland.

Parking Commission June 3, 2015 3³⁰ pm

I have a friend who resides in Wimberly Pines. His home is high on a hill. When the Blaine River crested at 45 feet, bodies were to be seen in tree tops: a first ever disaster for Wimberly.

Scientists relate this disaster to climate chaos caused by carbon from fossil fuels.

Ashland had a flood in 1997. One climate scientist has told me that a Wimberly type disaster could, indeed, happen in our Valley. And we all know forest fires are more frequent, more widespread and burn hotter: wake-up calls. Also, carbon in the atmosphere is increasing.

At A Taste of Ashland about 500 participants circulated via trolley from tasting to tasting. Probably 250-300 cars were thus removed from circulation.

I've asked many people whether a parking structure would be a or a shuttle would be preferable solution to our parking problems. I have yet to find anyone who would prefer a structure, much less help pay for one. Good transportation is a hallmark of livable cities, Portland being a prime example.

I ask our new consultant to take seriously the absolute necessity of lowering atmospheric carbon. A shuttle is an obvious and cheerful solution.

Elizabeth R. Hallett

To day the Ashland City Council submitted a letter for the passage of HB 3470 which wants to limit GHG emissions. HB 3470 passage would be an important step in Oregon's future.

The City is in the process of implementing a sustainability plan.

Therefore I submit

The buzzword is going to be Efficiency which is a reduction in consumption.

+ production of GHG

All decisions by local commissions and committees should consider three

Inter connected factors-environment, social and financial. These three aspects

Are impacted by climate change.

↑ GHG

I have not heard any discussion by this group on the ramifications of their

Decisions

on the social and environment impact on

the quality of life of citizens

its

The \$350,000 dollars the city is getting for a parcel of land for low-income housing

Can be used to reduce GHG. This is an opportunity for us.

to have a shuttle / trolley

The children of this city require all of us to examine decisions that impact not only

the financial health of the city, but also the social and environment health of our

community.

Shawkat

Tamsin Taylor, 594 Great Oaks Drive, Ashland

(I put solar cells on my roof - thanks for the rebate)
next problem - parking, pollution especially with the sometimes smokey summers

When Carol Voisin came up with the idea of an eco-shuttle, trolley, people circulator, I said I would put in a small amount of money preferably through a tax-exempt organization. You have respected my desire to be private about this offer. Thanks. At this point, my preferences may have created some problems, for example, appearing to go around existing processes and organizations.

Why did I offer? I live in Portland when I'm not here, two blocks from the streetcar. I have lived the difference a safe, appealing, accessible, predictable, pleasant system makes to the health, the lifeblood of a city. (the arteries and veins, if you will)

So a proposed pilot project - a rubber tired electric shuttle made by BYD that could handle up to 28 people. They might be able to make a demo vehicle available for the July 4 parade and could be asked to extend that a bit longer to get you some data you don't have about the potential populations, riderships, and risks.

As you all know, we tested your appetite, City Council, and you were, to varying degrees, supportive.

There are lots of questions: cost, which populations of tourists, employees, and others this might work best for, ie., the best routes and timing, charging, drivers, maintenance, liability, garaging, participating business and organizations and a smart person to run it (not me).

Taking off from the success of the Taste of Ashland Trolley, participating businesses and organizations could host the occasional ride. Wouldn't it be fun, for example, if OSF could put one of their actors on board from time to time for a quiet, safe, accessible, uniquely Ashland experience?

You have mentioned a trolley in your 2000, 2012, and 2014 transportation studies but don't have data or a proposed implementation plan that I have seen.

In order to make this work well, we all, RVTD, the city, the Chamber of Commerce, businesses, citizens, organizations, technical experts would need to be on board. I do hope you can find a way to take me up on my offer and try it at least for a little while.

Submitted prior to meeting

David Young
Ashland Downtown Parking and Circulation Committee
Ashland Public Works
Ashland, OR 97520

Dear David,

June 2, 2015

The Siskiyou Velo Board of Directors supports the addition of a bike lanes through downtown Ashland. The City's initiative serves as a welcomed sign that bicycles are becoming a mainstream mode of travel and people riding bicycles are an important market segment for businesses located in the City's downtown.

Bike lanes are essential for bicyclists, especially for those who may be ill-prepared to negotiate with auto drivers for their fair share of the street. For many of the Club's cyclists, the existing configuration of East Main in Downtown works fine; they simply take the lane and ride at speeds similar, if not equal to, that of the auto traffic (roughly 15 to 20 MPH) from Helman Street to Gresham. They confidently and effectively negotiate for space with auto drivers and become a part of the traffic stream.

That is not the case for less experienced cyclists or people who ride their bike at slower speeds. These road-system users are not comfortable riding their bikes in inhospitable, auto dominated environments (as many might view our existing Downtown). They need an exclusive lane for their use. The proposed bike lane improvements will provide critical connectivity between existing bike lanes on N. Main and those on Siskiyou Boulevard. Additionally, it will open the Downtown to bicycles and facilitate stopping and shopping at local businesses.

A bike lane will not solve all the problems facing cyclists in the Downtown. Some motorists will still not "see" a person riding a bicycle or will misjudge the cyclist's speed leading to the following collisions:

- 1) cutting the cyclist off at the approach to an intersection (right hook),
- 2) failing to yield to an approaching cyclists when pulling onto Main, or
- 3) pulling into a cyclist travel path when a motorist parallel parks.

The first instance, above, is of particular concern where N. Main turns into the Plaza (see attached illustration). While the danger exists at every intersection, it is of particular concern here due to the obtuse angle of the intersection (as opposed to a right-angled intersection). A wider angle at an intersecting street allows turns at higher speeds. Motorist traveling south from Church toward the Plaza may overtake a cyclist riding in the bike lane, misjudge the cyclist's speed, and turn into the Plaza cutting off cyclists riding in the bike lane (which may cause a cyclist to crash into the turning vehicle, a serious and dangerous outcome). With the addition of bike lanes and in compliance with State law (ORS 814.420), cyclists will be forced to stay in the bike lane and thus increase the risk of being right-hooked by a motorist turning into the Plaza. Without the bike lane,

an experienced cyclist would “take the lane” and merge into the traffic flow and thus reduce their chance of being right-hooked. (Note: The motorist, if the collision were to happen, would be in violation of ORS 811.050).

The second problem (cited above) may be exacerbated by the proposed signal at Pioneer which, as currently conceived, will include a permissive right-turn on red (see attached illustration). It is not the signal, per se, but rather the allowance for permissive right turns on red that is of concern. Motorists may pull past the stop bar to improve their site distance before making a right turn onto E. Main and some may also pull-out in front of cyclists traveling south on East Main (either because the motorist misjudged the oncoming cyclist’s speed or failed to see the cyclist at all). I’ve experienced a near miss at the existing stopped controlled intersection – apparently, the motorist did not see me and began to pull through the intersection but stopped as I approached the intersection in response my yell.

The third issue, given the proposed cross-section and the placement of parking to the outside of the travel lanes (both for motor vehicles and bicycle lanes), can only be addressed through public education. ORS 811.050 sets out the requirements but few motorist know the law.

These concerns should not be interpreted as a lack of support for the addition of bike lanes in downtown Ashland. However, they are offered with the hope that future transportation improvements create a safer as well as more multimodal transportation system - one where all modes are treated equally. No one wants to inadvertently create a less safe transportation system - for motorists or for people who ride bikes or walk. We must ensure that any transportation system improvement contributes to achieving ZERO traffic deaths and no serious injuries on the City’s as well as the State’s transportation network.

Thank you and Mike for reaching out to the cycling community and attending the April 8th Siskiyou Velo bike club membership meeting. It was very productive.

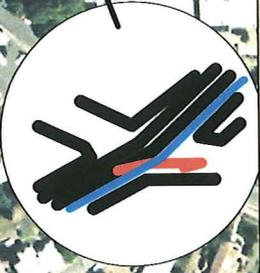
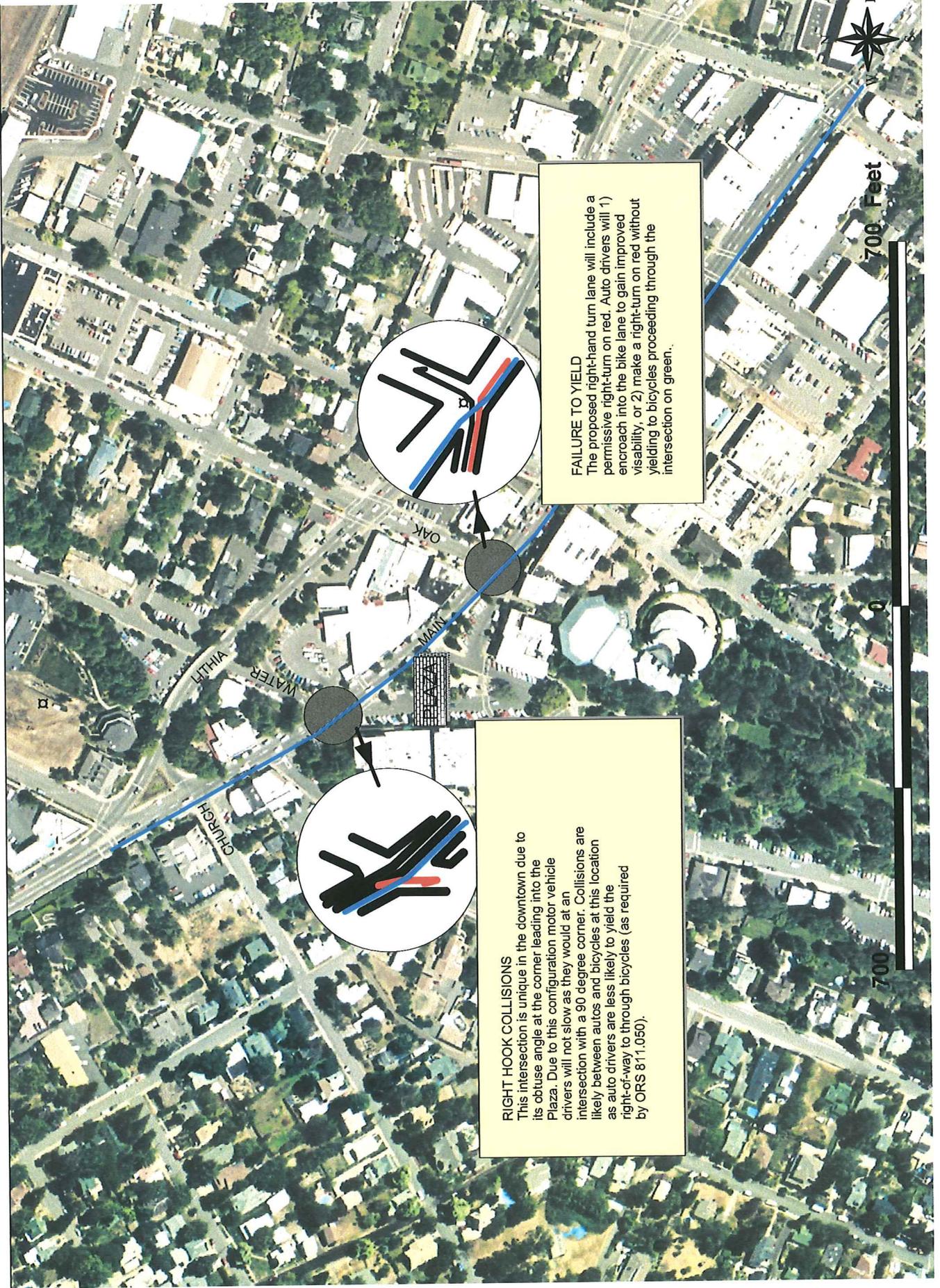
Sincerely,



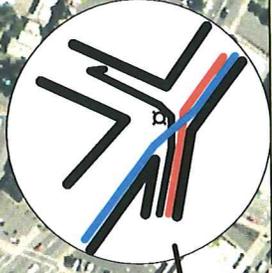
Gary Shaff
President, Siskiyou Velo
League of American Bicyclist, League Certified Instructor #3864

CC: Mike Faught, Art Anderson, Dan Dorrell, Jerry Marmon

Ashland Downtown Bike Lane - Issue Areas -



RIGHT HOOK COLLISIONS
 This intersection is unique in the downtown due to its obtuse angle at the corner leading into the Plaza. Due to this configuration motor vehicle drivers will not slow as they would at an intersection with a 90 degree corner. Collisions are likely between autos and bicycles at this location as auto drivers are less likely to yield the right-of-way to through bicycles (as required by ORS 811.050).



FAILURE TO YIELD
 The proposed right-hand turn lane will include a permissive right-turn on red. Auto drivers will 1) encroach into the bike lane to gain improved visibility, or 2) make a right-turn on red without yielding to bicycles proceeding through the intersection on green.

700 Feet

700



Fundamentals of Downtown Parking Management



City of Ashland, Oregon

Rick Williams
Rick Williams Consulting

— JUNE 3, 2015 —



Agenda



1. Refresh: U of O study findings/recommendations (15 minutes)
2. Parking 101 – Best Practices in Downtown Parking Management (30 minutes)
3. RWC: Summary of Downtown Parking Observations (30 minutes)
4. Committee Input and Discussion (25 minutes)
5. Next Steps

Why are We Doing This?

Creating Change for a Vital Downtown



- Support a “*messy vitality*” - vital, active and interesting urban environment
- Slow down traffic through the retail corridor
- Most convenient parking for visitors and customers
- Reasonable and safe parking for employees and long-term visits
- A clear sense of movement to parking options
- Integrated system on and off-street (parking & peds)
- Integrating alternative modes
- *“If we think we have a parking problem, then the status quo isn’t working. We have to be willing to change things.”*



Ashland's Plan

Guiding Principles



“Focusing on Users Instead of Parking”

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.

Ashland's Plan

Guiding Principles



“Focusing on Users Instead of Parking”

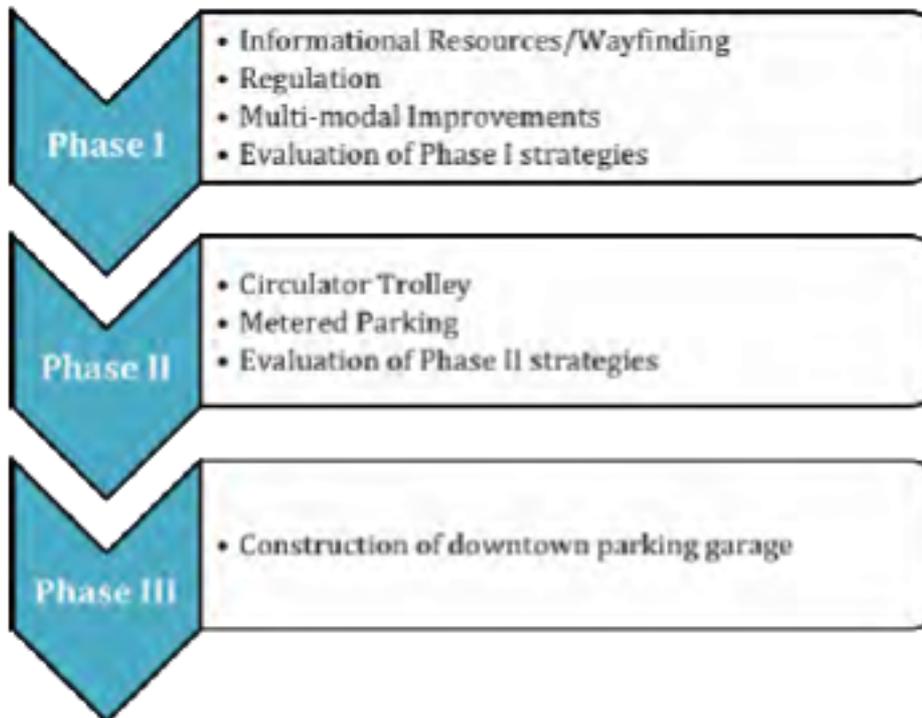
6. Maximize utilization of existing parking supply through public/private partnerships.
7. Improve alternative transportation options for downtown employees.
8. Increase development of multi-modal opportunities.
9. Ensure and enhance opportunities for access of downtown by the elderly and those physically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

Ashland's Plan

Phased Strategy Outline



Figure 2. Overview of Parking Management Strategies



Ashland's Plan

Near Term – Phase 1



KEY PHASE 1 STRATEGIES

- Improve existing and create new information and educational resources (outreach, education, maps, websites, etc.)
- Develop and implement a unique and creative wayfinding system for the downtown (linking parking assets and providing directional guidance to parking, coupled with map/kiosk system)
- Better delineate parking on-street (time limited, loading, etc.)
- Connect and enhance the bicycle network

Ashland's Plan

Near Term – Phase 1



KEY PHASE 1 STRATEGIES

- Pursue shared use strategy with owners of private parking lots
- Adopt a new loading zone policy
- Increase fines to increase turnover and reduce abuse
- Expand time limited parking and manage parking by zone

Parking 101 – A Quick Primer



Connecting the Dots for Ashland



Why Manage On-street Parking?



Why Manage Parking?

- *Use A Limited Resource Efficiently*
- *A Tool to Enhance Economic Activity*
- *Create Order and Reduce Anxiety*
- *Use Parking As A Tool To Encourage Transportation Options*
- *Maximize/Manage Parking Turnover*
- *Get the Right People In the Right Parking Space*

- On-street parking is finite and highly desired (minimize conflicts).
- Get the right people to park in the right place (on and off-street).
- Customers appreciate it, reduces angst.
- Off-street parking is expensive, so fully maximize what you have.
- More options create more opportunities.
- Ground level businesses want turnover (people spending money).
- If your employee is not walking, your customer is.

Elements of Great Parking Management



GUIDING PRINCIPLES

Clearly stated priorities and outcomes. Get to Yes.

- Reaching consensus on priorities with a representative stakeholder group is extremely important.
- Many cities leap into parking management strategies before their purpose or their appropriateness for the area is clear.
- Strategies are “random” without goals and principles.
- Any strategy developed should tie directly back to specific Guiding Principle(s)
- *The priority for parking by type of stall needs to be clearly stated, not all parkers can be “priority” parkers.*

Elements of Great Parking Management



GUIDING PRINCIPLES FOR PARKING AND ACCESS – TIGARD, OREGON

A. Coordination

- ✓ Centralize management of the public parking supply and ensure that a representative body of affected private and public constituents from within the downtown routinely informs decision-making (e.g., a coordinated relationship with a new downtown business association).
- ✓ Implement measurements and reporting that ensure Guiding Principles are supported and achieved.
- ✓ Manage the public parking supply using the 85% Rule to inform and guide decision-making.

B. Priority Customer

- ✓ Recognize that on-street parking is a finite resource and should be managed to provide a rate of customer/patron turnover that supports district vitality.
- ✓ Reserve the most convenient on-street parking spaces to support the priority customer.
- ✓ The on-street parking system in the downtown must be designed in a manner that assures turnover and minimizes conflicts between the priority visitor (stays of 2 hours or less) and other users.

Elements of Great Parking Management



GUIDING PRINCIPLES FOR PARKING AND ACCESS – continued

C. Efficiency and Balance

- ✓ Provide sufficient parking to meet employee demand, in conjunction with an access system that provides balanced and reasonable travel mode options.
- ✓ Encourage/incentivize shared parking in areas where parking is underutilized. Private parking facilities in some downtown locations that have underutilized capacity.
- ✓ Efforts should be made to facilitate shared use agreements between different users (public and private) to direct parking demand into these facilities and maximize existing parking resources.

D. Intuitive & High Quality

- ✓ Make downtown parking user-friendly – easy to access, easy to understand.
- ✓ Provide an "access product" that is of the highest quality to create a safe and positive customer experience with parking and access associated with the downtown.
- ✓ Provide safe, secure and well-lit parking to allow a sense of security at all times on-street and off-street.
- ✓ The City's public information system (way finding) should provide a clear and consistent message about auto parking, preferably under a common brand.

Elements of Great Parking Management



85% RULE

The operative word in parking management is *management*. This implies change and a frame of reference to change the status quo at any point in time.

- The 85% Rule should be used to ***facilitate problem-solving*** within the context of the guiding principles.
- The 85% Rule ***commits*** a parking management plan to ***take action***.
- This will require commitment to ***on-going data collection***.

The “85% Rule” is an operating principle and industry based management tool for coordinating a parking supply and increasing trip capacity

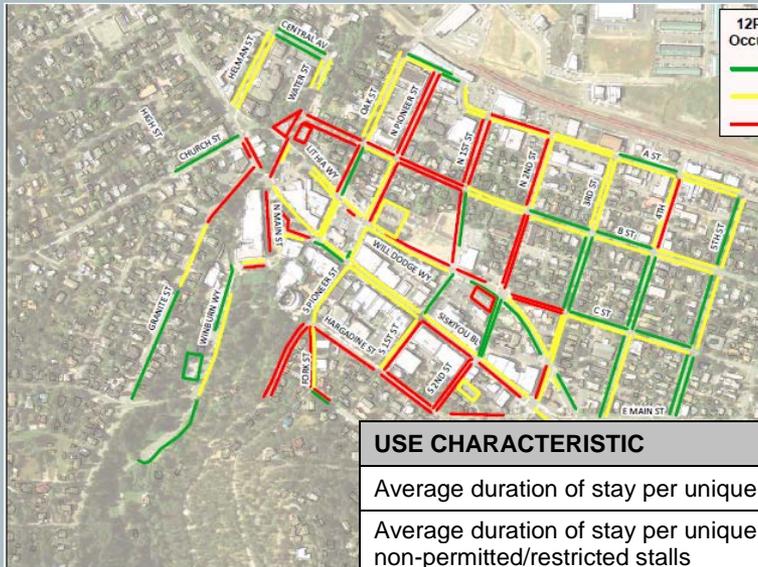
Elements of Great Parking Management



GOOD DATA

- Separate perception from reality. Let data tell a story. Tie solutions to data.
- Good data is essential and the more data you have, the better your management decisions will be.
- If you can only afford to collect one type of data, collect utilization data.
- If you cannot do a parking turnover survey for your entire study area, consider using a sample area (but make certain all stakeholders agree it is representative!)
- Collect data at least once a year so that you can observe trends and responses to previous management strategies.

Good Data

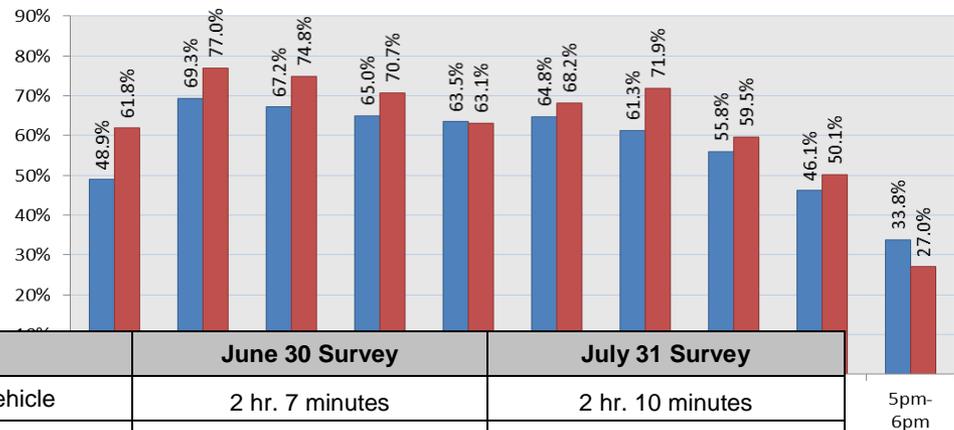


CPW Community Planning Workshop April 2014 Dow

Downtown District Parking Utilization

Hourly On-Street Parking Occupancies (783 stalls)

Friday 10-5-12 Tuesday 10-9-12



USE CHARACTERISTIC	June 30 Survey	July 31 Survey
Average duration of stay per unique vehicle	2 hr. 7 minutes	2 hr. 10 minutes
Average duration of stay per unique vehicle in non-permitted/restricted stalls	1 hr. 39 minutes	1 hr. 42 minutes
Actual number of unique vehicles (9:00 a.m. – 6:00 p.m.)	1,002	986
Actual number of vehicle hours parked (9:00 a.m. – 6:00 p.m.)	2,125	2,125
Turnover rate (number of cars to use a single occupied stall over a 10 hour period)	4.7	4.6
% of unique vehicles violating the posted time stay*	8.6%	9.6%
% of total vehicle hours spent in violation of posted time stay* (277 timed stalls)	11.4%	12.5%
# of vehicles with parking stays of 4 hours or more	150 (15% of unique vehicles)	136 (14% of unique vehicles)

Elements of Great Parking Management

GREAT COMMUNICATIONS

Commit to developing a strategic approach to marketing, communicating and branding your parking system. This will establish a recognizable and intuitively understandable parking message.

Branding

- The brand should quickly and uniquely capture a customer's attention and communicate a positive image that distinguishes the parking product from the rest of the market.



Elements of Great Parking Management



GREAT COMMUNICATIONS

Presentation and Wayfinding

- High quality and appropriately placed signage.
- Clean and optimally working equipment.
- Optimal lighting.
- No trash or debris.
- A maintenance plan and schedule.



Clear, delineated parking stall striping

Elements of Great Parking Management

Using what we have as well as we can



SHARED PARKING

- In most cities large amounts of parking inventory are in private control/ownership. Ashland is no different.
- Private control requires private solution (partnership)
- All partners investing in the solution. Solution cannot be solved only in public supply.
- Best carried out through downtown business organization (e.g., peer-to-peer like McMinnville, Gresham, Oregon City)
- City can partner with signage and “branding” help (e.g., Kirkland, WA, Gresham, OR)



Elements of Great Parking Management



UNDERSTANDING THE VALUE OF A PARKING STALL

- Cost to build a structured parking stall: ***\$30 - \$35,000 (per stall)***
- 20 Year cost to finance: ***\$197 - \$240 (per stall/mo.)***

WHO PAYS?

- Developer
- Building Owner
- City
- Building Tenant (Business)
- User (customer, employee, resident)
- Some or all above

Elements of Great Parking Management



UNDERSTANDING THE VALUE OF A PARKING STALL



Elements of Great Parking Management



TO CHARGE OR NOT TO CHARGE

Guiding Principles, Data Collection, and the 85% Rule, can help you evaluate pricing as it relates to your specific circumstances.

- Free parking does not directly result in increased parking demand.
- Pricing parking should be made in the context of intended outcomes. If outcomes are not being achieved, or cannot be achieved through other means, then pricing becomes an option.
- Can customers find parking within easy walking distance of their destination?

Elements of Great Parking Management



TO CHARGE OR NOT TO CHARGE

- Are businesses benefiting in foot traffic and sales because parking turns over at an effective rate?
- Is there a continuing conflict between employees and visitors for use of “premier” spaces?
- Is there a need or desire to expand parking supply and/or transportation options to increase capacity for access?
- Are there programs and services that would better support visitor and business growth (marketing, streetscape improvements, wayfinding, etc.)?

What other cities are doing

- Customer First Programs
- Shared use agreements – private lots
- Standardized time stays - on-street
- Common branding – as drop in to, and complementary of, larger downtown marketing
- Employees off-street or w/ permits
- Making alternative modes cool



Salem Downtown Parking Users Guide for Employees

Attention Downtown Employees!

Changes are coming to downtown parking that will affect employees of downtown businesses – please take note!

A **two-hour time limit** is being introduced for on-street parking throughout the downtown. The reason for this change is to ensure there will be enough spaces for customers – even during the mid-day peak.

The **new two-hour time limit** takes effect on **February 1, 2007**. Parking enforcement will be 9:00 a.m. to 6:00 p.m. Monday through Friday. On Saturday, time limits will be enforced in the downtown core where parking congestion is greatest (see map on back side to find the Saturday enforcement area).

Customers First!

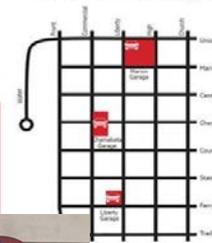
It's unfortunate... When it comes to parking, downtown businesses want to put **Customers First!**

That means business operators and their employees are leaving the prime on-street parking spaces open for their customers. Meanwhile, downtown employees are parking in off-street lots and garages, or riding the bus or bicycle to work.

Need a Parking Space?

Private employee parking permits are available at affordable rates in the City of Salem. Permits include public parking garages. To sign up, call Tom Lyman, Acting Parking Manager, City of Salem, 503-596-8133, or email tplyman@cityofsalem.net

Salem Downtown Garages



Parking as a Pact



Our pledge to you is
"Customer First!"



Our business success begins with you, our customer. Our goal is to make your customer experience enjoyable and rewarding by providing you with *safe and convenient access* to our Gresham Regional Center. Our local business association has established a *Customer First Access Policy* that puts you, the customer, first!

Customer First Access Policy will:

- ☪ Prioritize *for customer use* the on-street parking spaces and convenient off-street lots, particularly in the retail oriented areas within the Gresham Regional Center.
- ☪ Educate and inform employees about alternative transportation options (such as transit, bicycling and walking) to maximize available parking *for customer use*.
- ☪ Designate and provide for clean and safe off-street employee parking facilities conveniently located to work sites in order to maximize available parking *for customer use*.
- ☪ Support enforcement efforts to facilitate efficient parking and to minimize parking abuses.
- ☪ Train and educate employees on the importance of the *Customer First Access Policy* and encourage their use of designated employee parking facilities.

We pledge to make every effort possible to make your visit to our business district a pleasant and rewarding one. We want you to come back!

- The operative term in parking management is *management*.
- The more businesses that participate together to identify and solve problems, the more successful the downtown will be.
- Downtown is the message, not parking.
- If there is agreement on where *we should* park, then it is easier to manage parking and expectations.
- We all cannot have the best, most convenient parking stall.
- Who should have that stall?

The Role of Parking



What Parking Is:

- A key support mechanism for the *product* that is downtown and its businesses.
- A valuable asset and a shared responsibility.
- One mode of access in the toolbox of downtown “capacity.”
- A resource that requires active and strategic management.



The Role of Parking



What Parking Is not:

- The reason people come downtown.
- A generator of trips (“if you build it – parking - they will come” is not true).
- The primary message in your message.
- The silver bullet. Few successful downtown’s have “fixed” parking. They simply manage it..... constantly.

RWC Observations



- Downtown is robust and vibrant. Constant activity.
- Areas of high parking activity throughout the entire study area.
- Potential to simplify the system (on-street)
- Need to discuss the purpose, intent and practicality of on-street permit programs
- Extremely high opportunity for bikes
- Parking communication system needs improvement
- Potential for not only parking zones, but unique downtown districts

RWC Observations

Excerpt from - Policy Options Matrix



- The desire to balance short-term “retail” parking, theater patron and employee parking demand on-street is not practical
- Good base of data
- Opportunity for shared use if done strategically
- Increase efforts to influence the demand that businesses can best control – employees
- Need to better understand reticence to price when demand is so high and as a resource for solutions
- Level of demand may require new system of management (centralized parking manager)



GROUP DISCUSSION



THANK YOU!