

5 May 2014

To | Ashland Downtown Parking Advisory Committee
CC | Michael Faught and Bill Molnar, City of Ashland
From | Robert Parker, Nick Meltzer, and CPW Team
SUBJECT | APRIL 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 is conducting three parking counts and turnover monitoring sessions; this memorandum presents results from the second of those three sessions. Maps displaying downtown parking utilization can be found in the attached mapbook.

FINDINGS

Ashland's core parking issues persist regardless of the tourist season. The results of this off-season monitoring are intended compliment the monitoring effort conducted over Labor Day weekend of 2013, during the peak visitor season. Occupancy rates were found to be comparable between the two studies. For example, parking spaces on the west side of downtown, particularly N. Main St. and Lithia Way, reached 50% by 10 am and exceeded 85% occupancy through 6 pm. Additionally, in both cases parking demand rises through the morning, peaks around 12 pm, and remains relatively steady through the afternoon while slowly tapering off towards the end of the day. Each of these observations are illustrated in the total occupancy rates maps in the attached mapbook.

The Labor Day 2013 monitoring shows similar parking capacity issues. This finding suggests that seasonal impacts may be less pronounced than initially thought. The implications are that Ashland should consider policy options that have year-round impacts such as employee parking and improvements to bicycle and pedestrian access and facilities.

Occupancy rates in Ashland's core are not consistent throughout the area. Ashland's downtown core consistently maintains the highest occupancy rates of any portion of the study area, with much of Main St. and Lithia Way maintaining occupancy rates above 85% between 8 am and 6 pm. Other segments of the study area do not maintain such high occupancy rates during each period. Many segments bordering the downtown core such as Winburn Way, Pioneer St., 1st St., and 2nd St. sustain occupancy rates above 50% throughout the day but only reach 85% during the afternoon hours, while featuring high turnover rates. Residential areas, particularly on 3rd St., 4th St., and 5th St., between A St. and Main St. as well as Church St. and

Granite St. see occupancy rates below 50% during every observation period between 8 am and 6 pm.

Employee parking is problematic for parking availability in downtown Ashland.

Concentrations of No Limit time parking spaces with over 85% occupancy rate existed from 10 am – 4 pm, suggesting that individuals are parking there between 8 am and 10 am and then leaving these spaces between 4 pm and 6 pm. Such concentrations in the study area include Fork St., S. Pioneer St., and Hargadine St, where occupancy rates exceeded 85% during work hours. By contrast, time regulated parking spaces around downtown (4 hour, 2 hour, and 1 hour) all reflect less consistent and shorter durations of occupancy. These spaces reflect high occupancy around the lunch hour (12 pm) but are not occupied as heavily for as long during the day. An analysis of three parking areas in ashland's core shows that 29% of parking use occurs for periods of longer than four hours.

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 current parking supply in downtown Ashland is inadequate for demand, yet parking directly outside the downtown core is underutilized. Total parking use in the downtown residential area from N. 2nd St. to 5th St. and from A St. to C St. reflects generally low occupancy levels throughout the day and does not align with the trend through the remainder of downtown in which parking occupancy increases around the lunch hour (12 pm) and gradually tapers off towards 6 pm.

This finding suggests that Ashland should consider the potential for this area in terms of parking management strategies. Wayfinding can be improved to direct parking towards underutilized areas. Additionally, a permit program could be implemented to balance the needs of both residents that live in the area and employees that require parking during the workday.

Loading zones are occupied inconcistently throughout the day in Ashland's downtown. Total loading zone use in the downtown area reaches a maximum of 24% between 10 am and 2 pm. The lowest rates of loading zone occupancy can found between 4 and 6 pm. Loading zones on Siskiyou Blvd. and 2nd St. are utilized throughout the peak hours stated above. Others are used at different times throughout the day. The only loading zone not utilized during observation times was on the south side of Siskiyou Blvd. between 2nd St. and Main St.

This finding suggests that Ashland should consider the utilization of loading zones that allow customer parking during off peak hours. Ashland should consult with businesses adjacent to loading zones to ensure that public use does not conflict with business delivery times.

SUMMARY OF OCCUPANCY TRENDS

Following are major trends observed by the CPW team during the April 9, 2014 monitoring period.

- Parking occupancy rates increased throughout the day until midday, and remained high for the rest of the day.
- Disabled parking, loading zones, motorcycle parking, and short-term parking never achieved an occupancy rate greater than 45 percent, indicating underused capacity.
- Of the time-limited parking locations (4-hour, 2-hour and 1-hour), 1-hour spaces had the lowest occupancy levels. This suggests drivers needed to park in longer-term spaces to conduct their business downtown and avoided areas with very short (1-hour) durations.
- 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 parking count as well; primarily rate increases, underused capacity in certain locations, and the fill rate of available parking areas in location to the downtown area. While rates of occupancy were generally higher during the Labor Day monitoring session, the general trends were still observed during the April 2014 monitoring. This suggests that high occupancy rates are not solely a function of visitor traffic during the Oregon Shakespeare Festival.

Figures 1 through 7 show below show the occupancy rates for parking classifications over the course of the observation period.

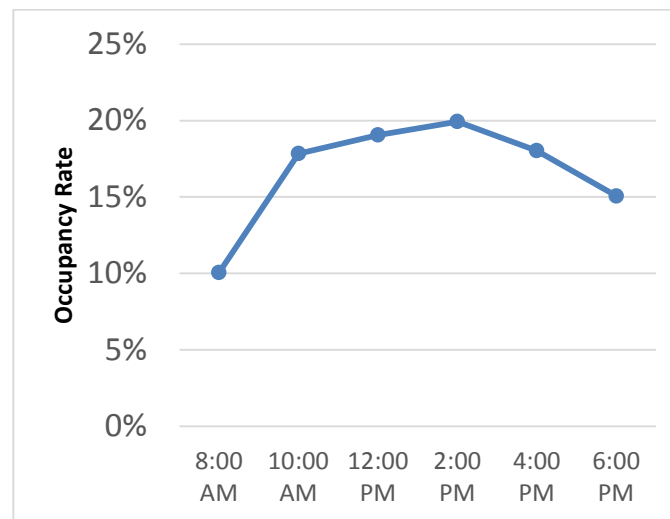


Figure 1—Overall Parking Occupancy (all spaces)

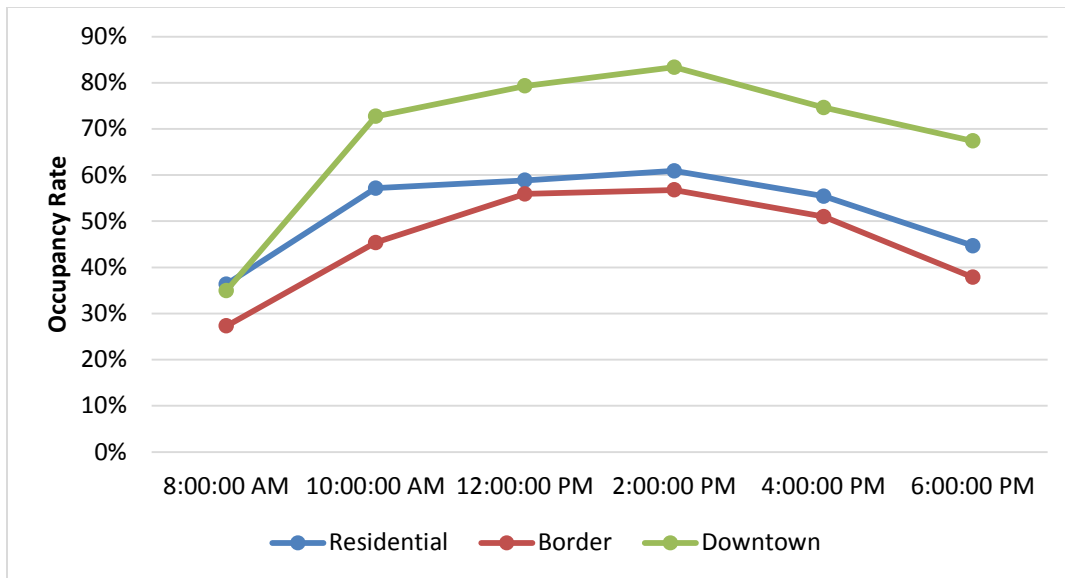


Figure 2 – Overall Parking Occupancy by Area (all spaces)

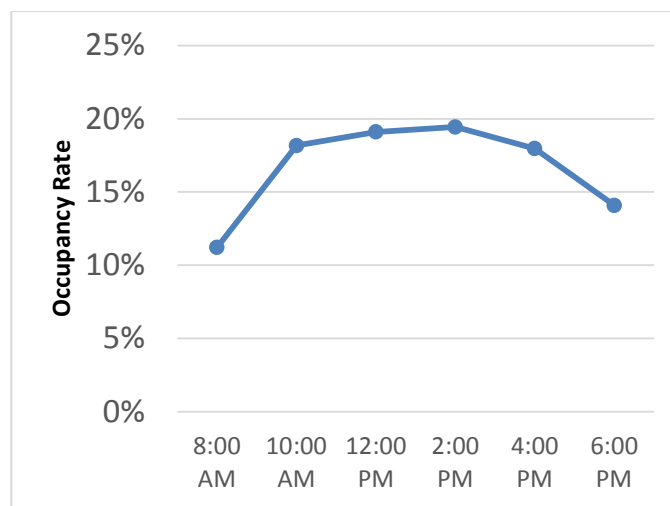


Figure 3 – No Limit

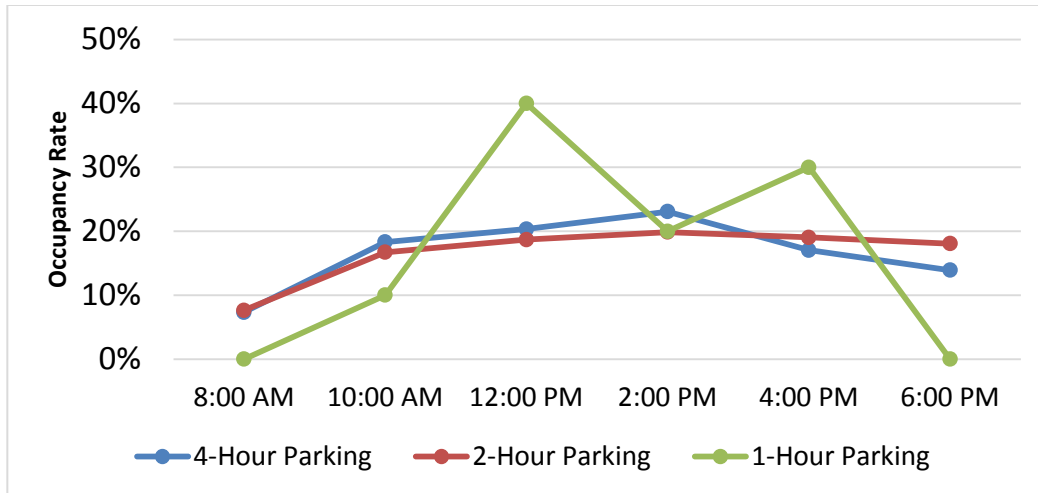


Figure 4— Time Limited Parking

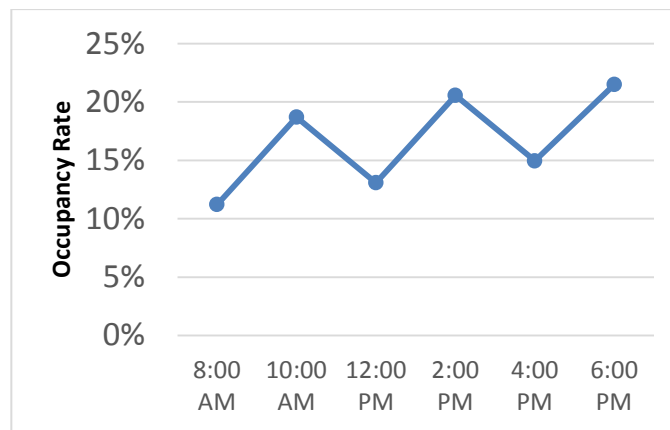


Figure 5 – Short Term Parking

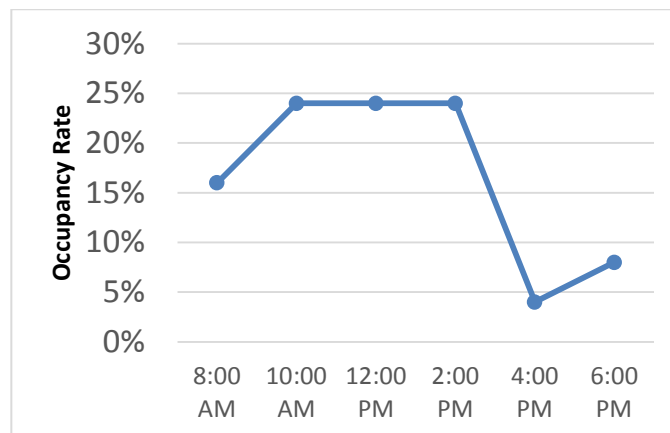
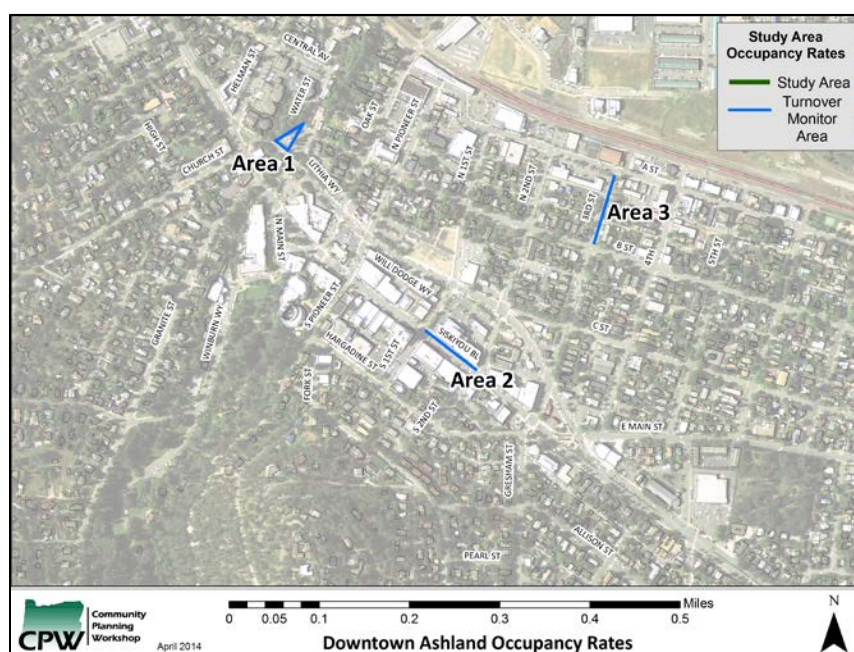


Figure 6— Loading Zone

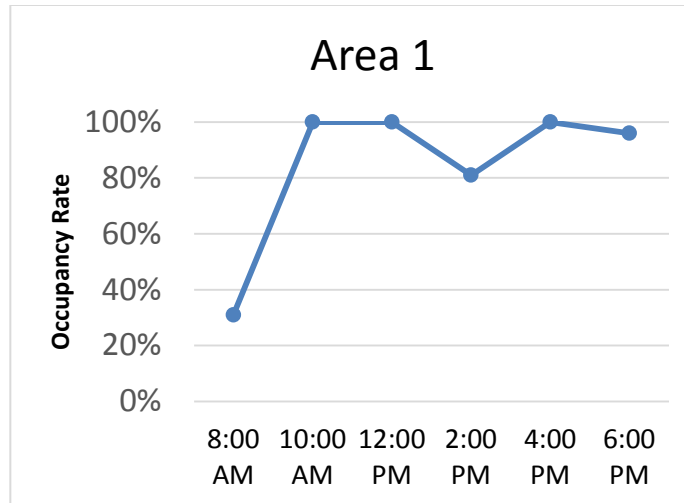
TURNOVER

CPW monitored turnover of selected street segments during the April session. Turnover was recorded by taking a photograph of the street segments during each 2-hour monitoring round. Using these photographs, it was possible to observe the change in specific vehicles over the course of the day. This information helps to illustrate the difference between two very different parking management concerns: (1) parking spaces are being occupied by the same vehicles all day; and (2) parking spaces are being occupied all day, but by different vehicles. To get a sample of different segments of downtown, CPW monitored three different locations. These areas were: (1) the parking lot at the corner of Water St. and Lithia Way; (2) Main St. between 1st St. and 2nd St.; and (3) 3rd St. between B St. and A St.. These numbers correspond to the area graphs below.



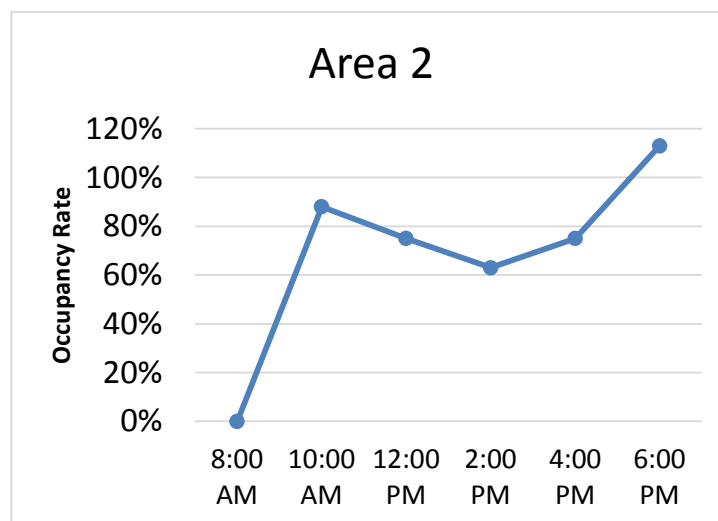
Area 1 is a public parking lot located at the edge of downtown. It has 27 spots with no time limits and one spot designated for handicap access. This lot was highly utilized throughout the day, with 100% of the no time limit spots used for most of the day. The exceptions were 8am when the parking lot was at 31% capacity and 2pm when it was at 81%. Ten of the 27 spots had constant turnover throughout the day, with no car being parked there for more than 2 hours at a time. About a dozen spots did have cars parked for periods longer than 4 hours at different points throughout the day.

- The high utilization with moderate turnover suggests that this lot is primarily used by visitors to the downtown area. The number of spots occupied by single vehicles for long periods suggest that employees may also be utilizing this lot during the day. The chart below shows occupancy of this area over the course of the day.



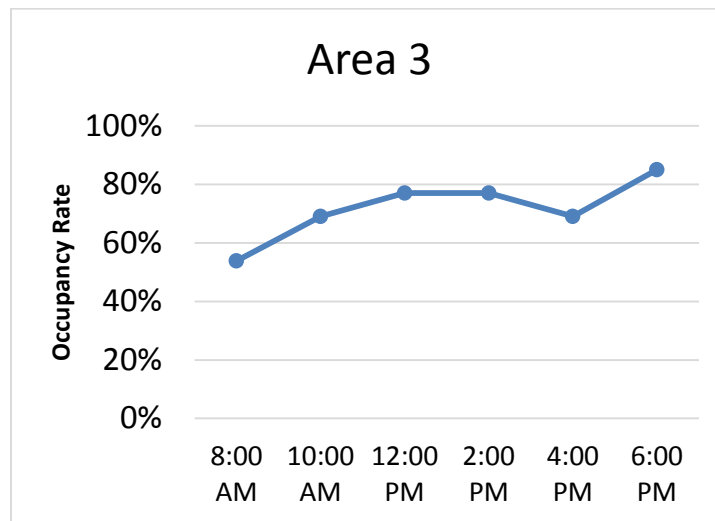
Area 2 is located in downtown Ashland and has nine spots, eight two hour and one short term. With the exception of the 8am monitoring, spots in this section were utilized at a fairly high rate, ranging from 63% occupancy to complete occupancy. Photos of the section show that turnover in this section was high, with no vehicle staying parked for more than two hours at a time.

- High utilization with high turnover shows that these spots are most likely being utilized by visitors to the downtown area who are visiting for short periods of time. It is unlikely that these are being utilized by employees. The regulation characteristics of these spots tend to meet their parking needs. The chart below shows occupancy rates for Area 2 during the observation period.



Area 3 is a residential street located southeast of the downtown area. The street has 13 no limit spaces. Utilization of spaces ranged from 54% at 8am to 85% at 6pm, with slight fluctuations throughout the day. Of the vehicles parked on the street, five remained parked from 8 am to 6 pm. One vehicle returned to the section at the end of the day. Those spots nearest to the Railroad District saw the highest turnover, with several vehicles not staying for periods less than 4 hours. Two vehicles remained parked for longer than 6 hours.

- Moderate to high utilization with low turnover shows that this section is most likely being utilized by residents. The spots nearest the Railroad District saw the highest turnover of this section, suggesting that patrons and/or employees may be parking in this area. Occupancy rates of Area 3 are shown in the chart below.

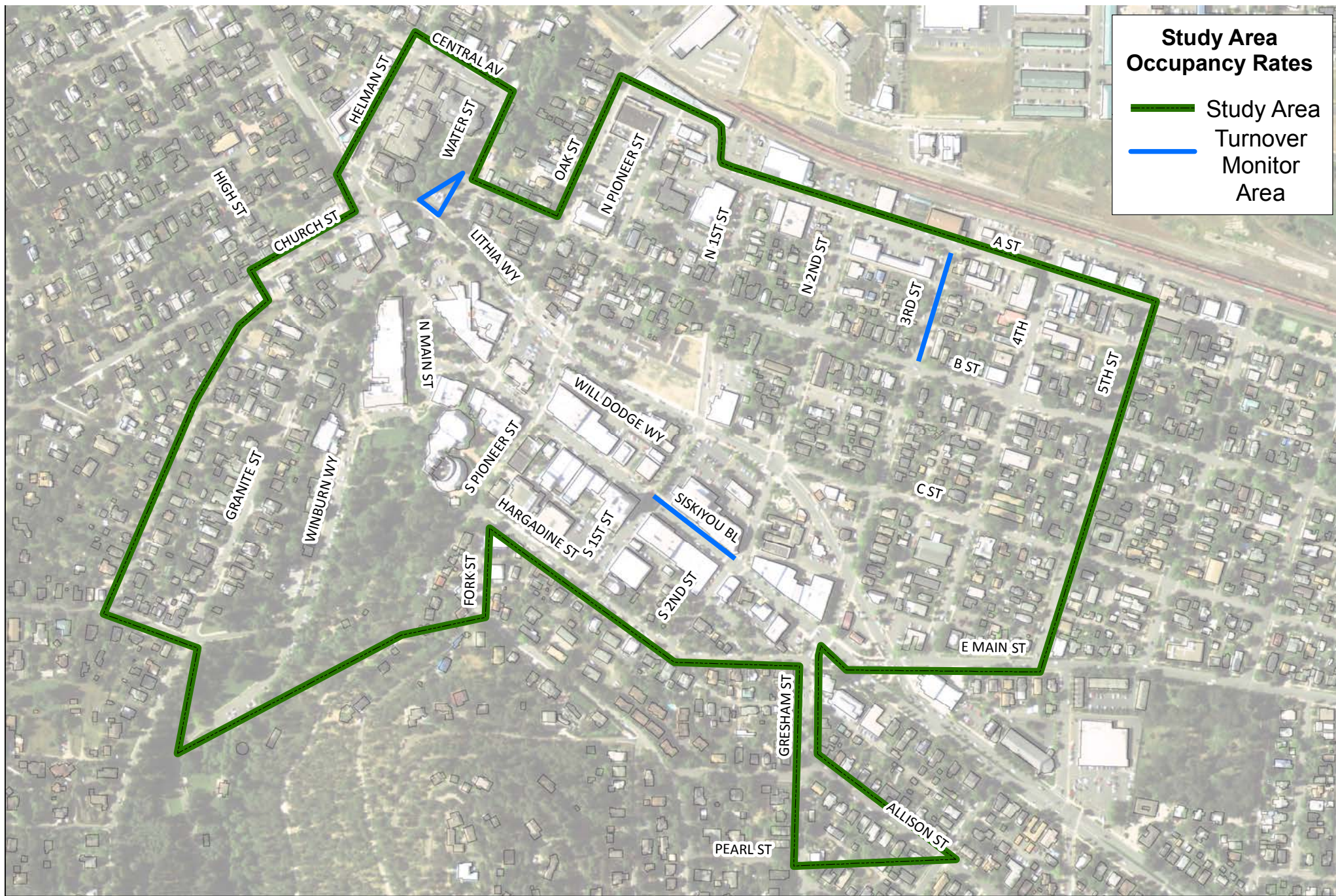


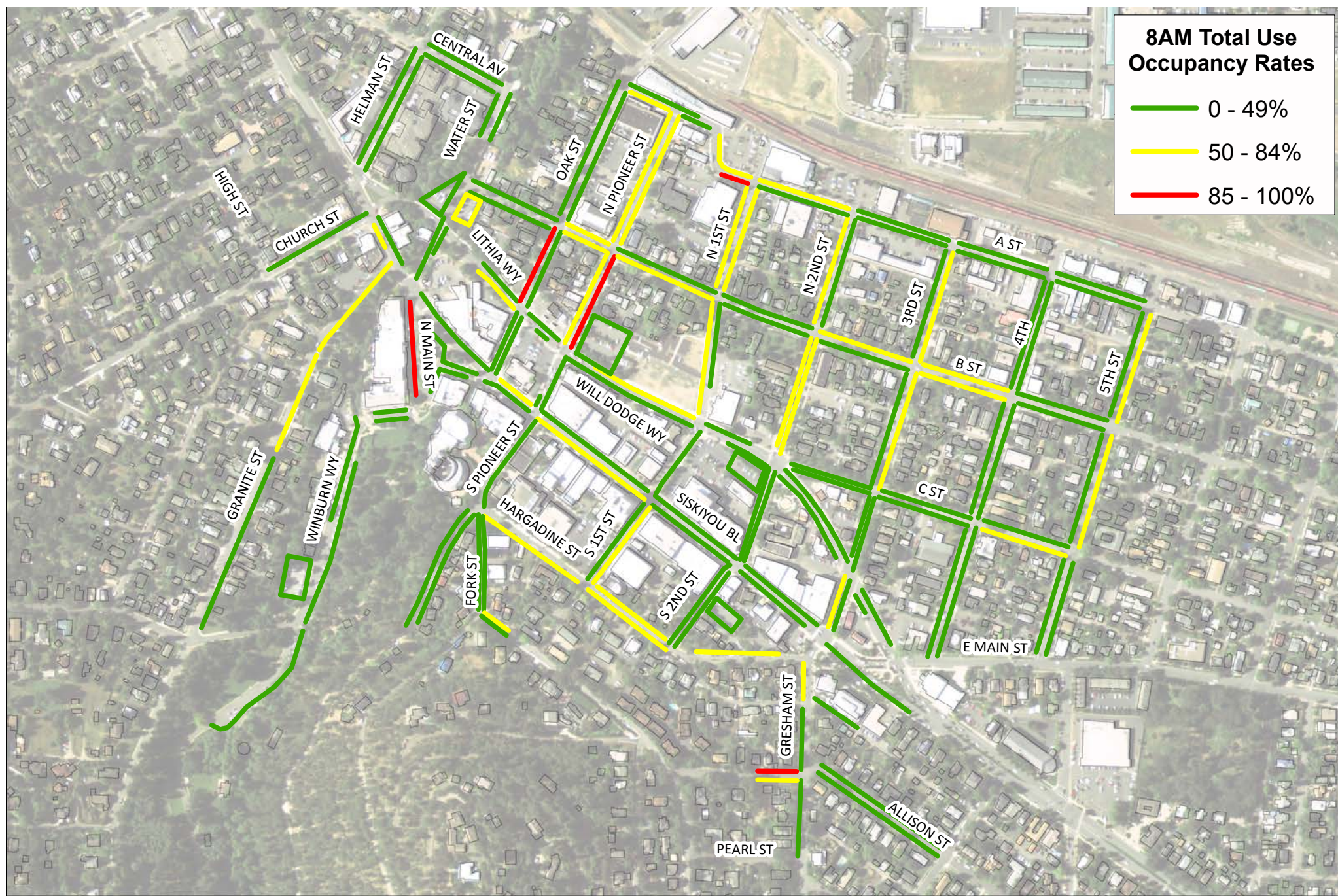
APPENDIX A: METHODS

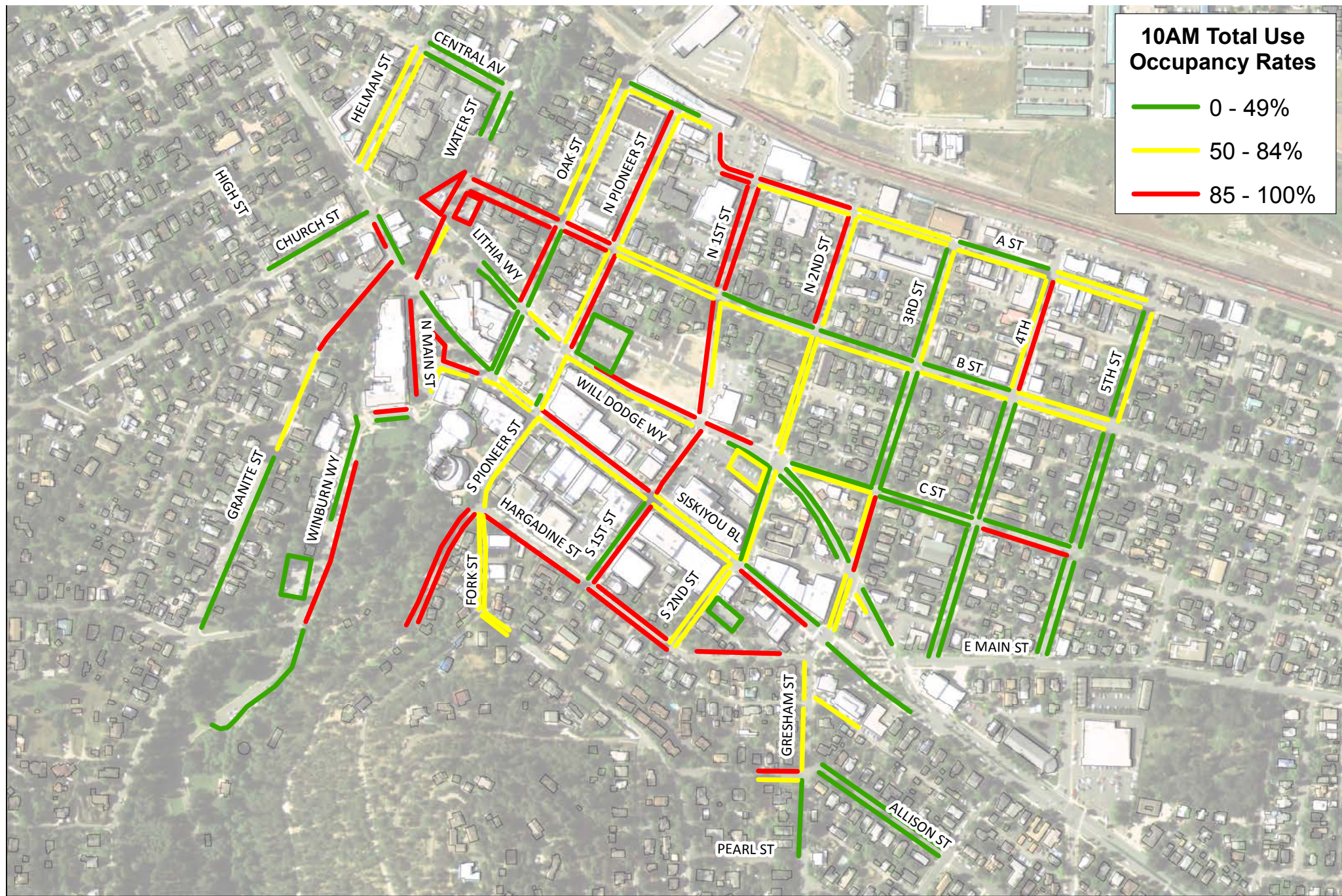
On April 9th, CPW conducted field work in the City of Ashland. The purpose of the fieldwork was to build upon the preliminary data set created for the parking utilization analysis. In addition to this data collection, CPW team members collected data on turnover in the form of photographs of selected street segments.

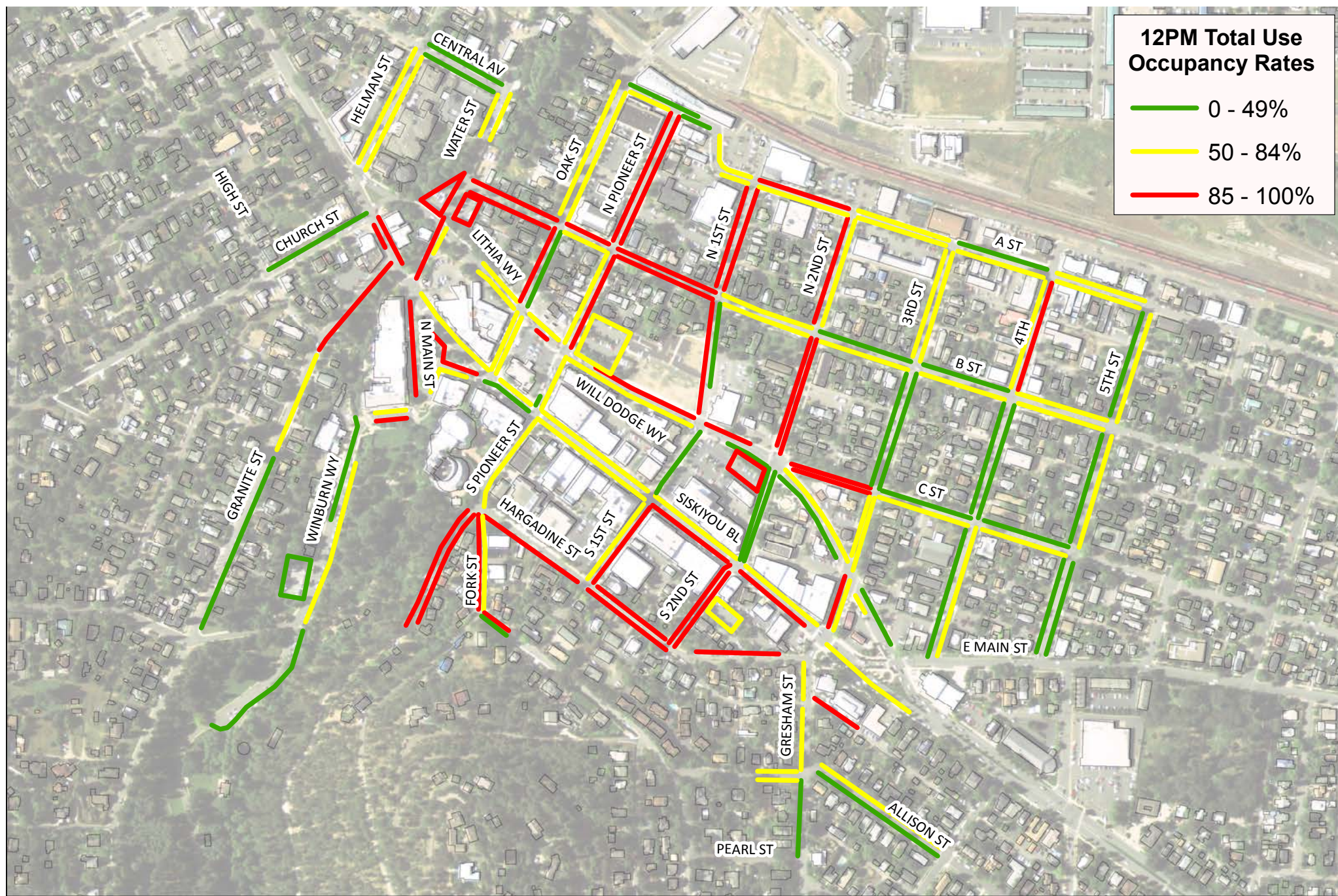
Five team members from CPW completed the following tasks:

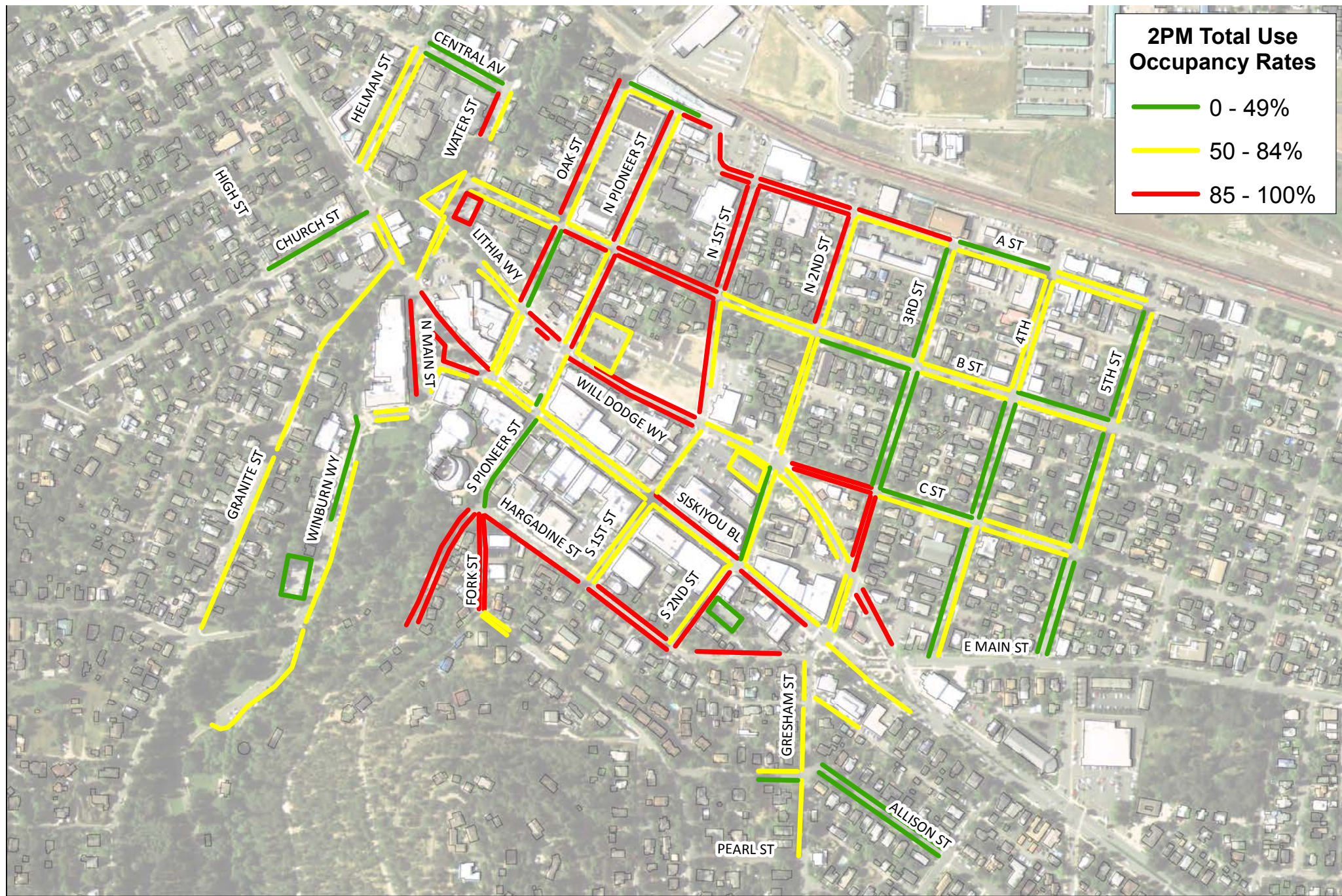
- A parking utilization study in the program area conducted throughout the day to determine the occupancy of vehicular parking
 - Each member of the team was responsible for a portion of the study area and performed analysis in time blocks between 8AM-6PM
 - Team Members completed one rotation of parking segments every two hours
- A parking turnover study in the program area conducted to monitor the rate at which parking spaces become available throughout the day.
- Methods used for the occupancy study were identical to those used during the Labor Day monitoring. The results of that study, as well as detailed methods, can be found in separate memorandums.

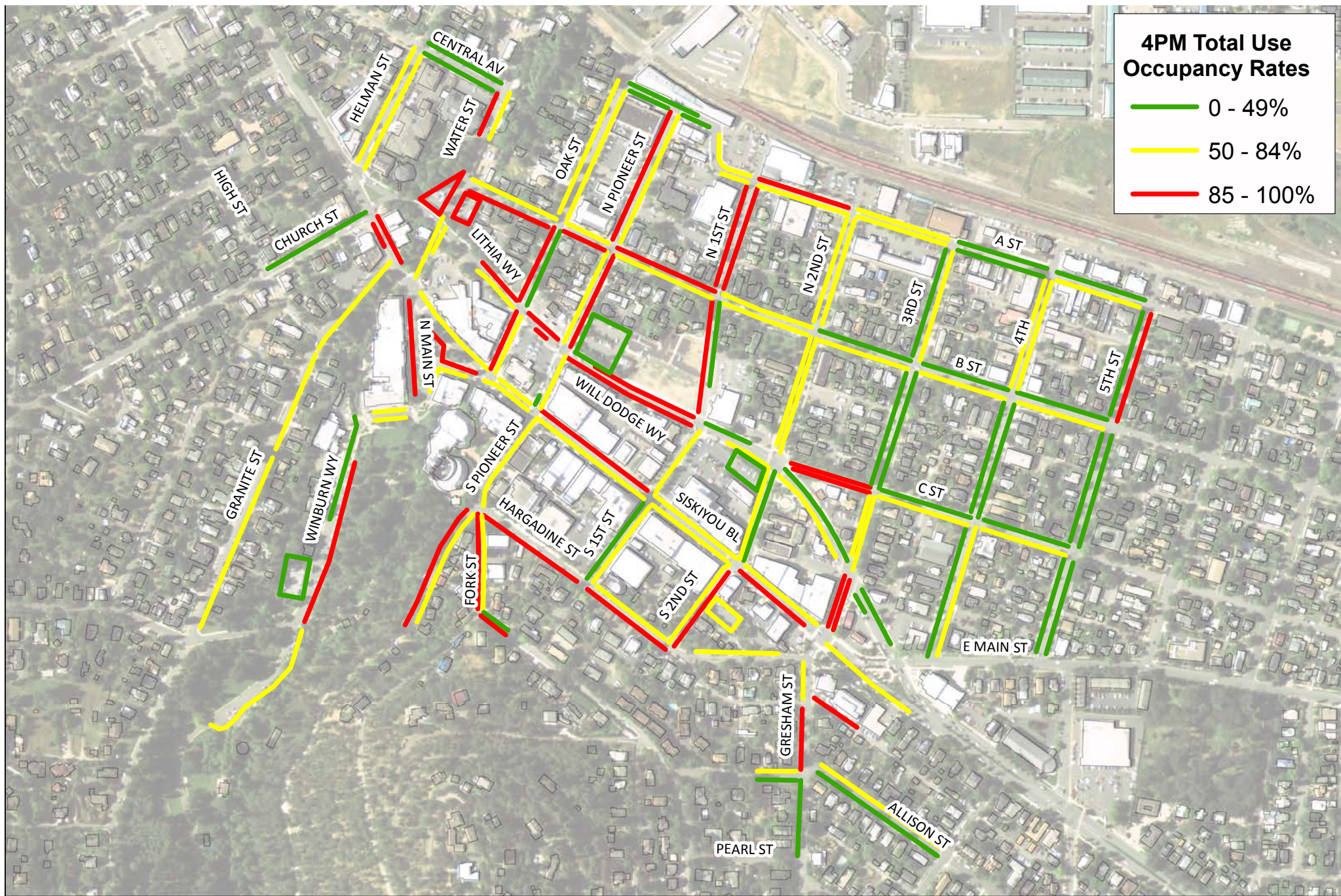


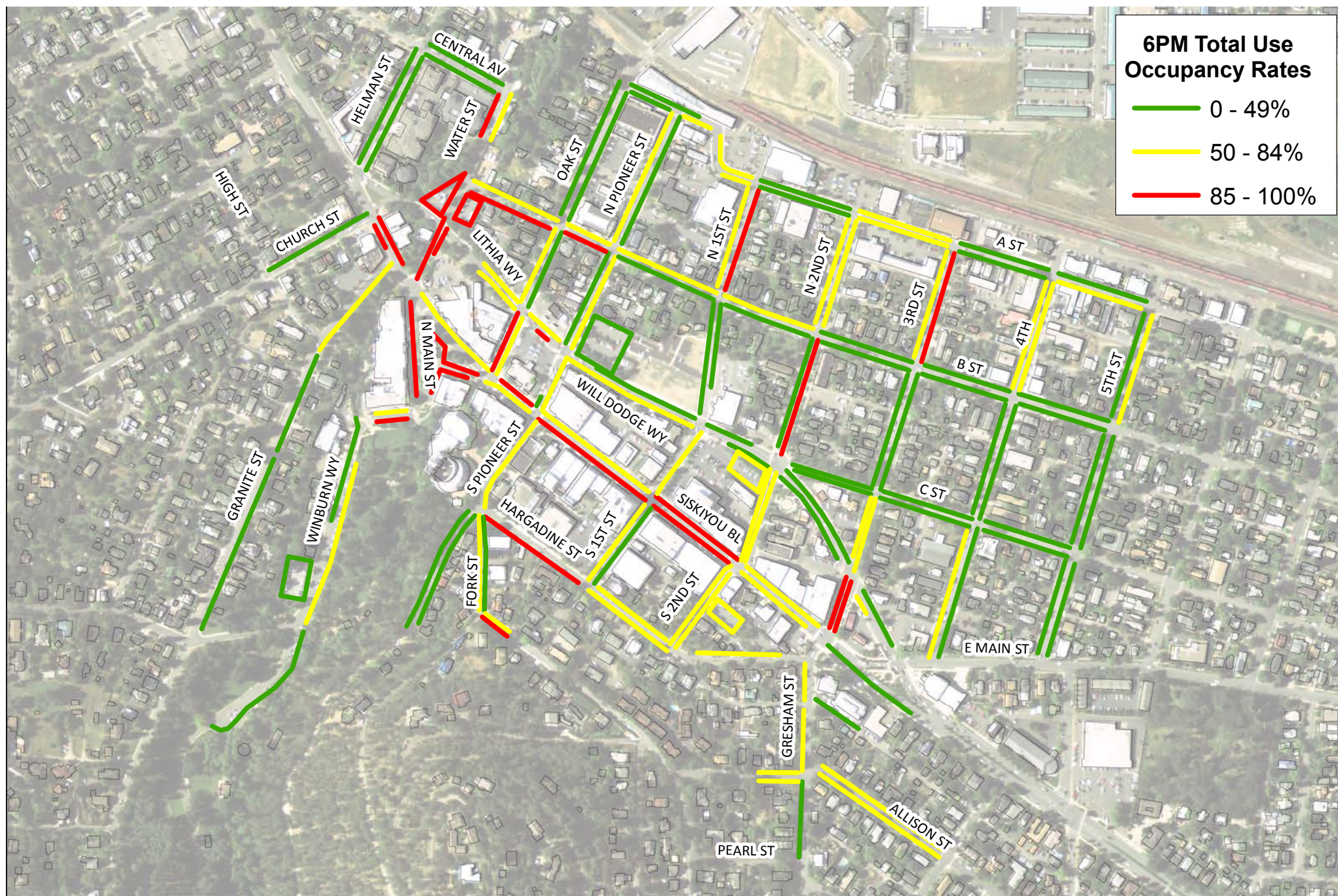


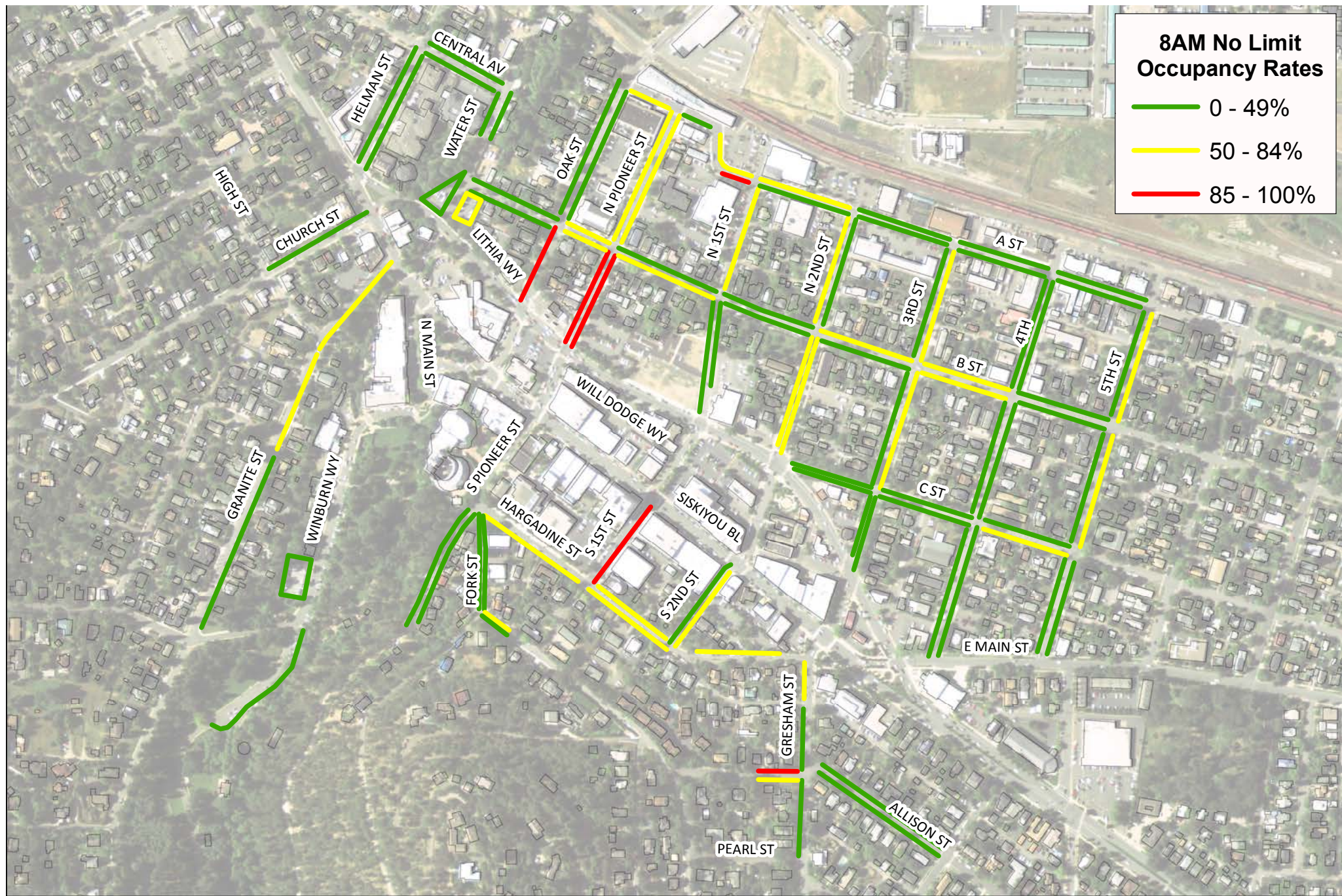












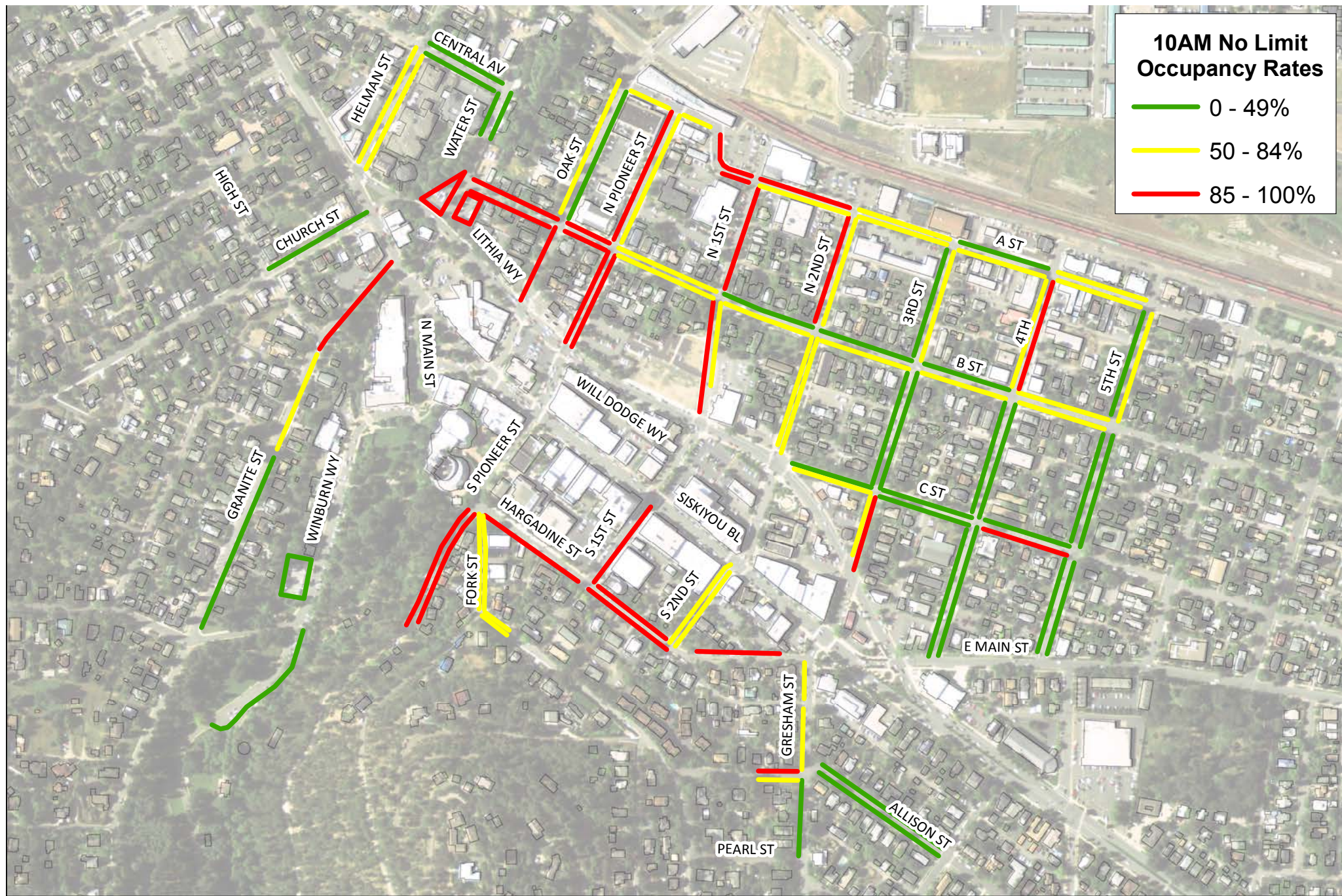
Community
Planning
Workshop

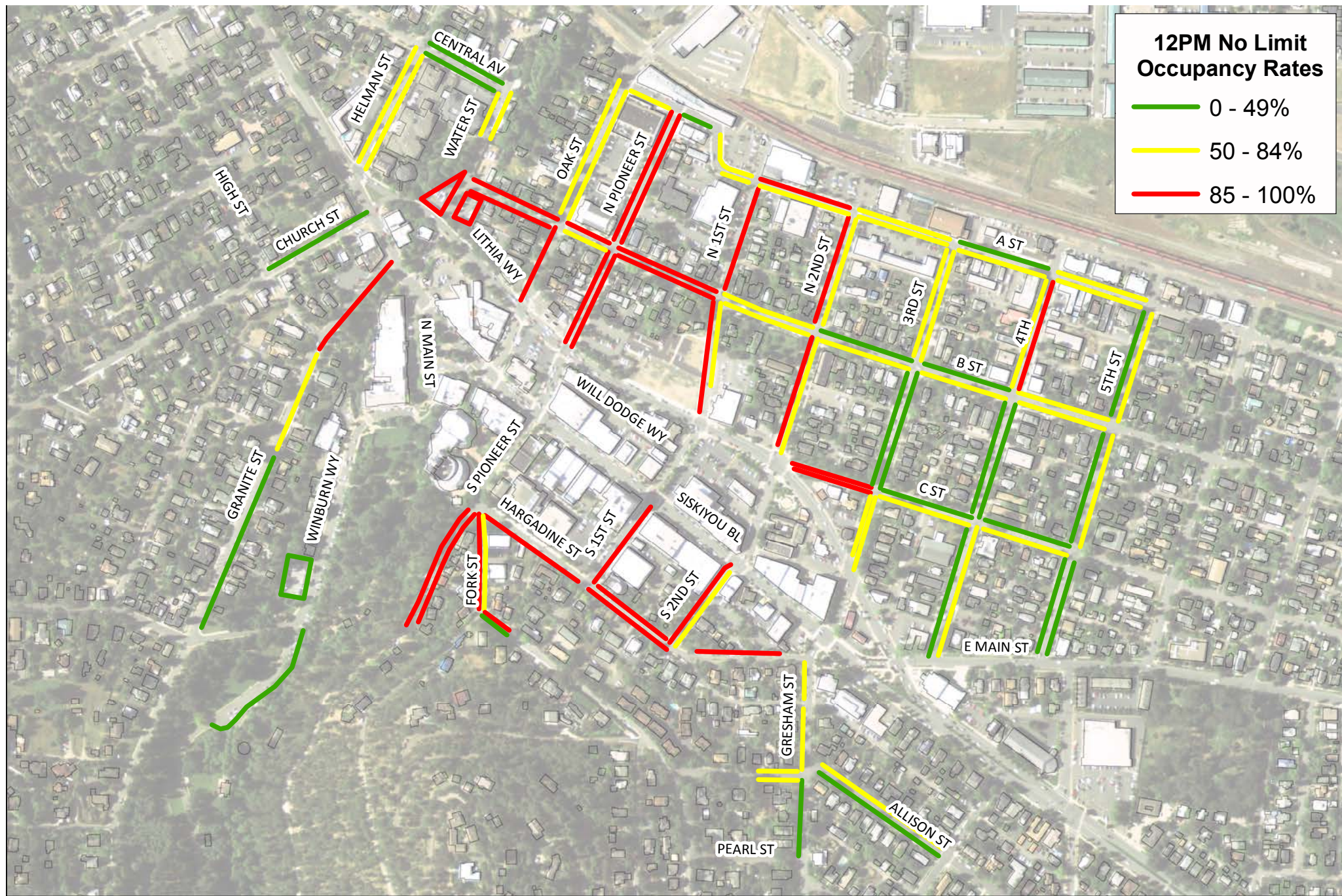
April 2014

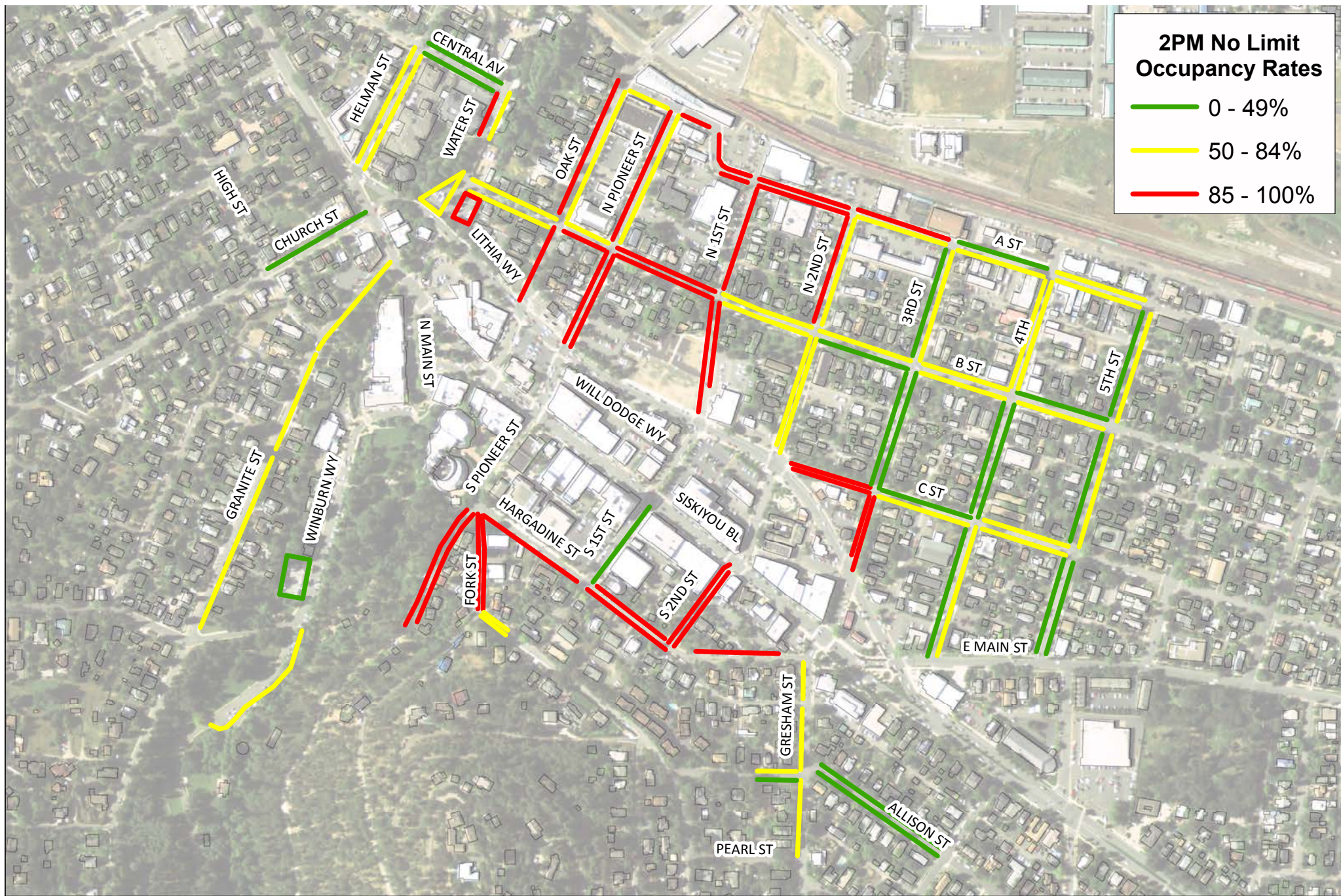


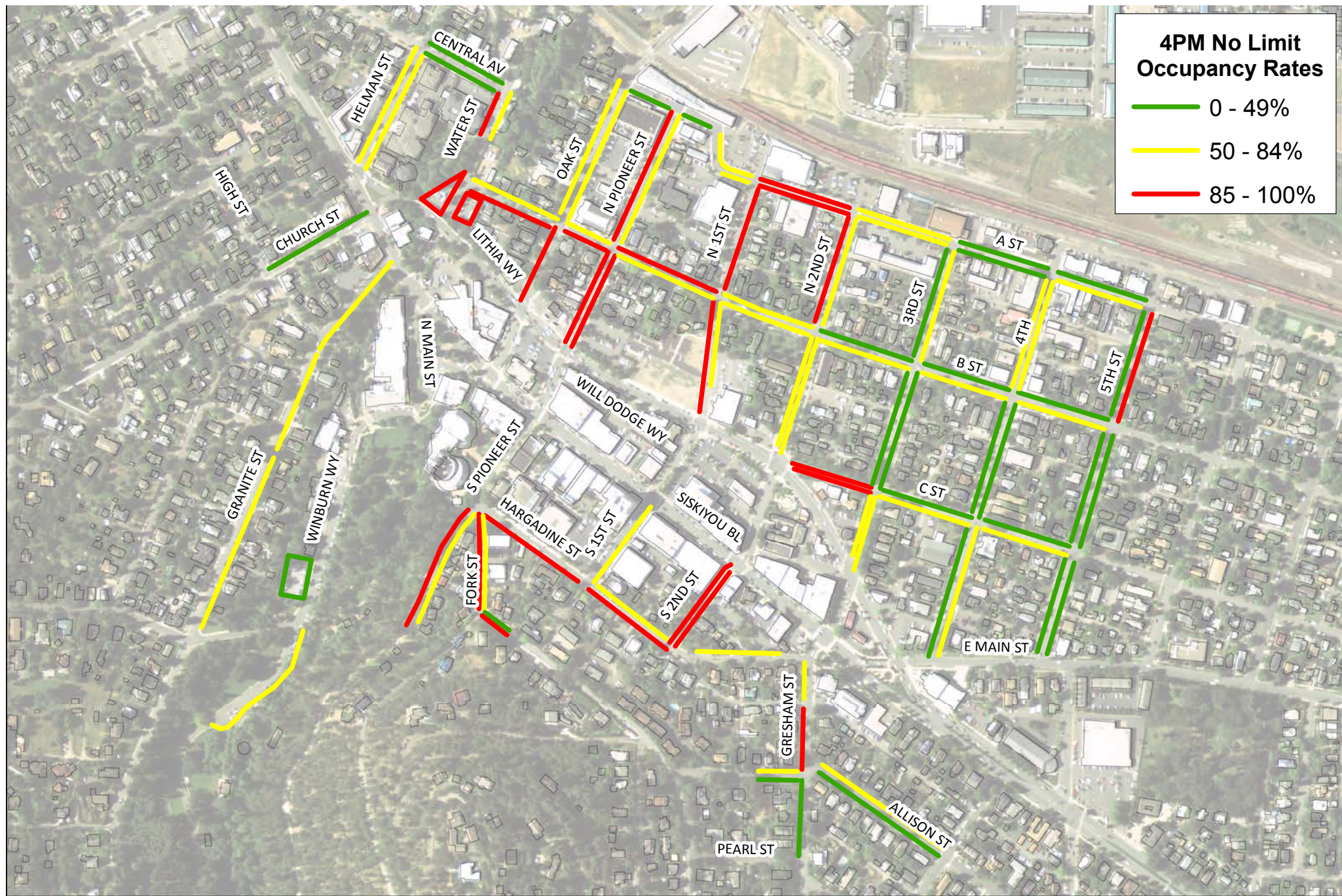
Downtown Ashland Occupancy Rates

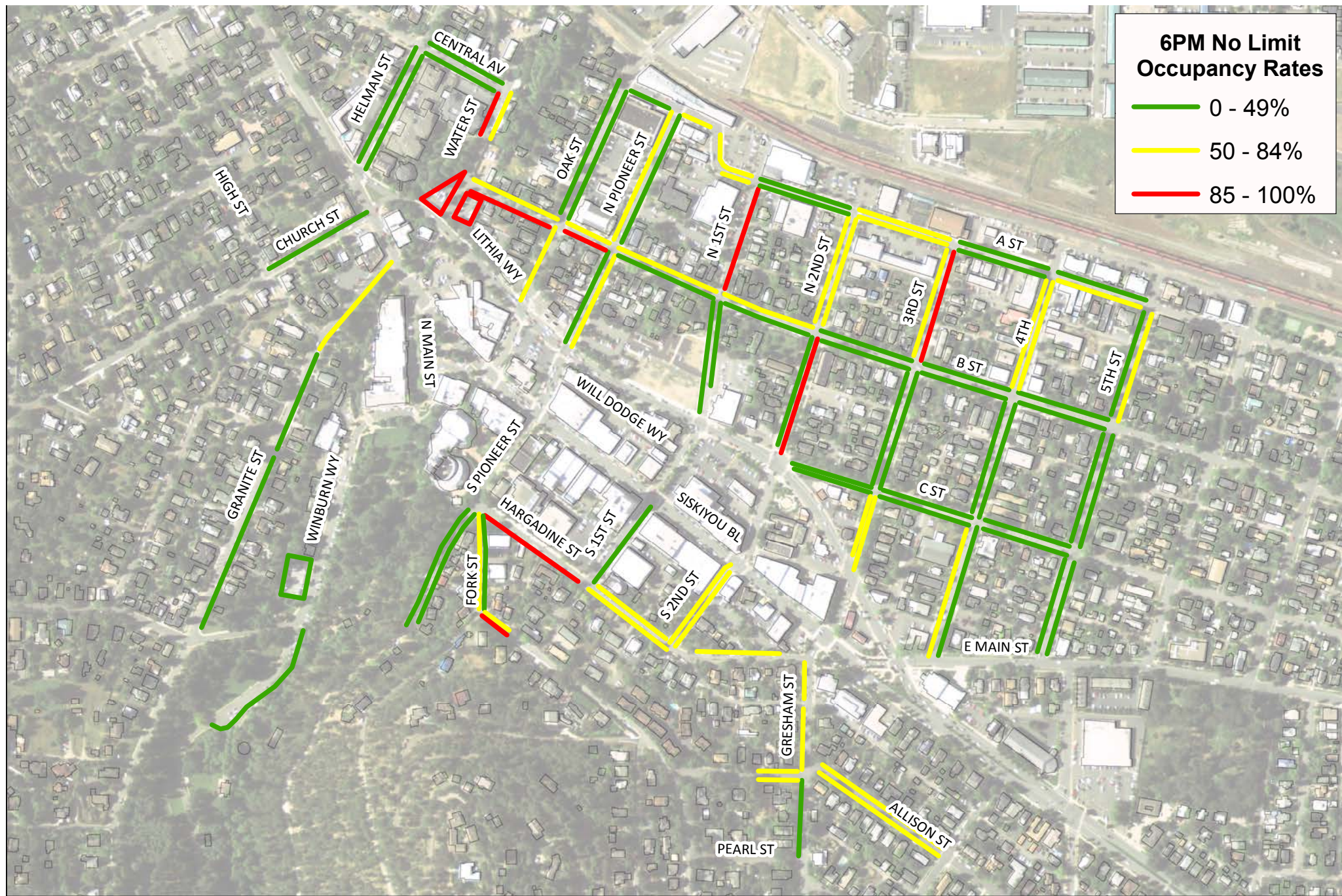














**8AM 4 Hour
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



Community
Planning
Workshop

April 2014

0 0.05 0.1 0.2 0.3 0.4 0.5 Miles

Downtown Ashland Occupancy Rates

N





Community
Planning
Workshop

April 2014

0 0.05 0.1 0.2 0.3 0.4 0.5 Miles

Downtown Ashland Occupancy Rates





**2PM 4 Hour
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates

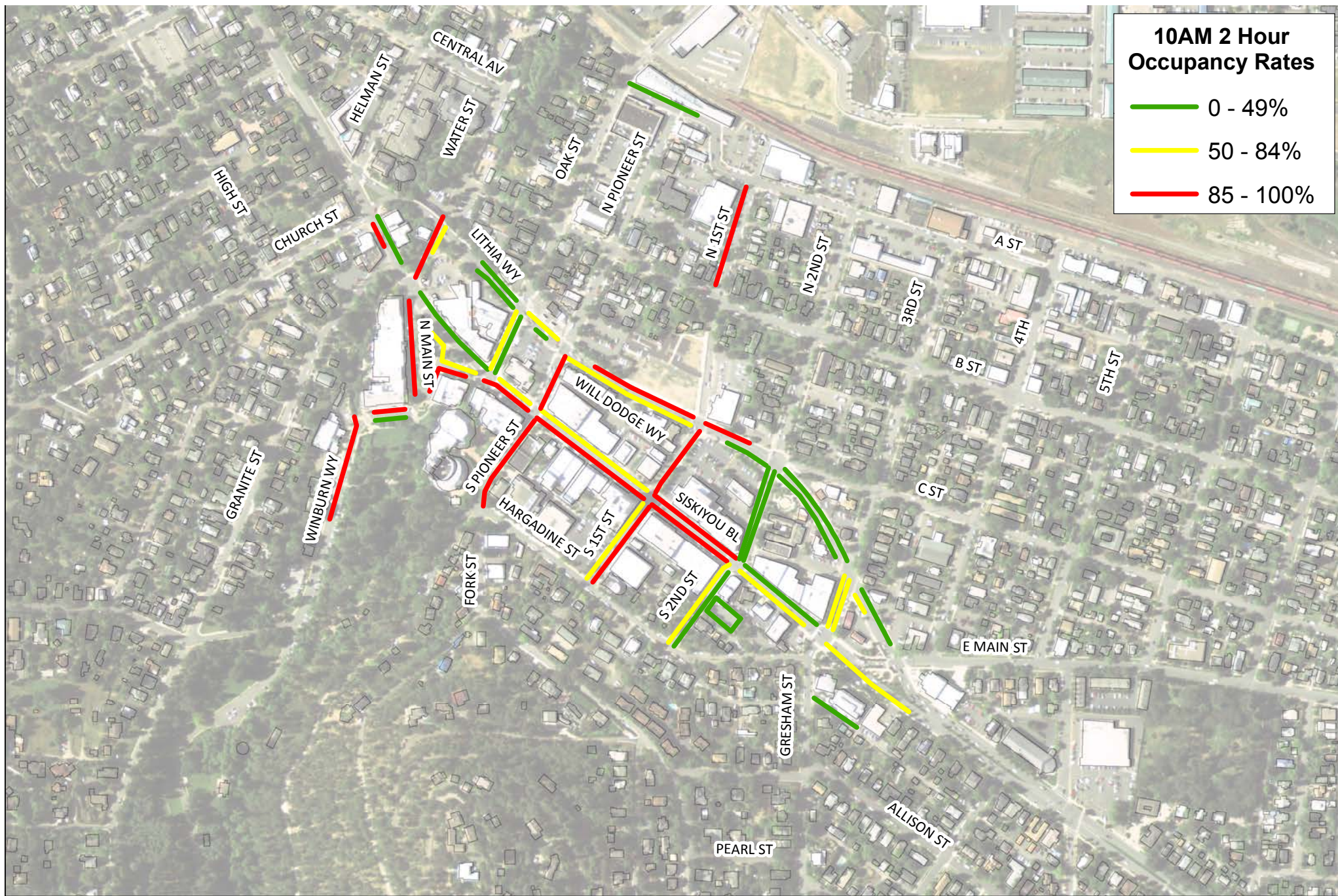




**6PM 4 Hour
Occupancy Rates**

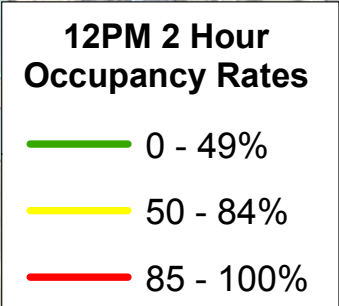
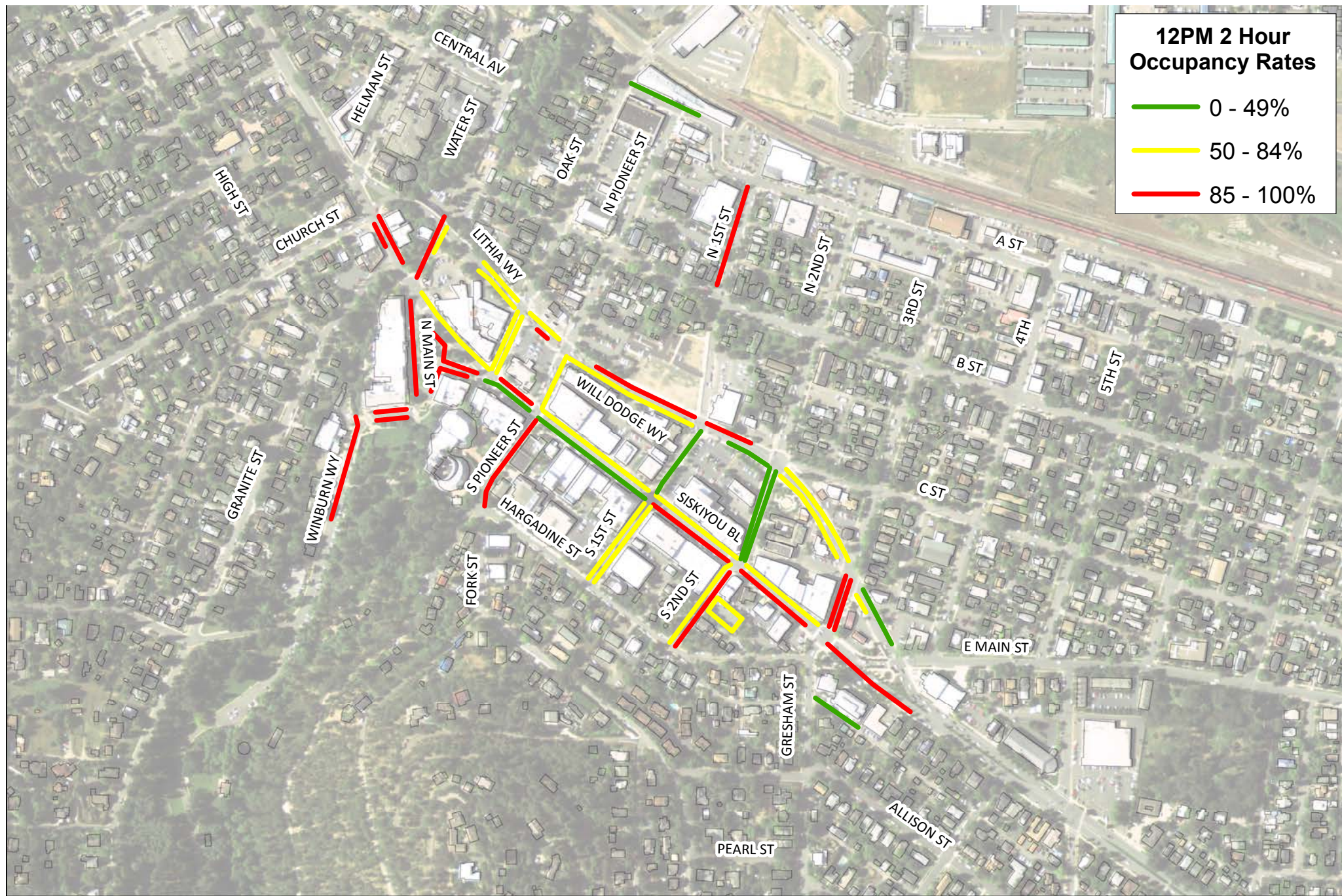
- 0 - 49%
- 50 - 84%
- 85 - 100%

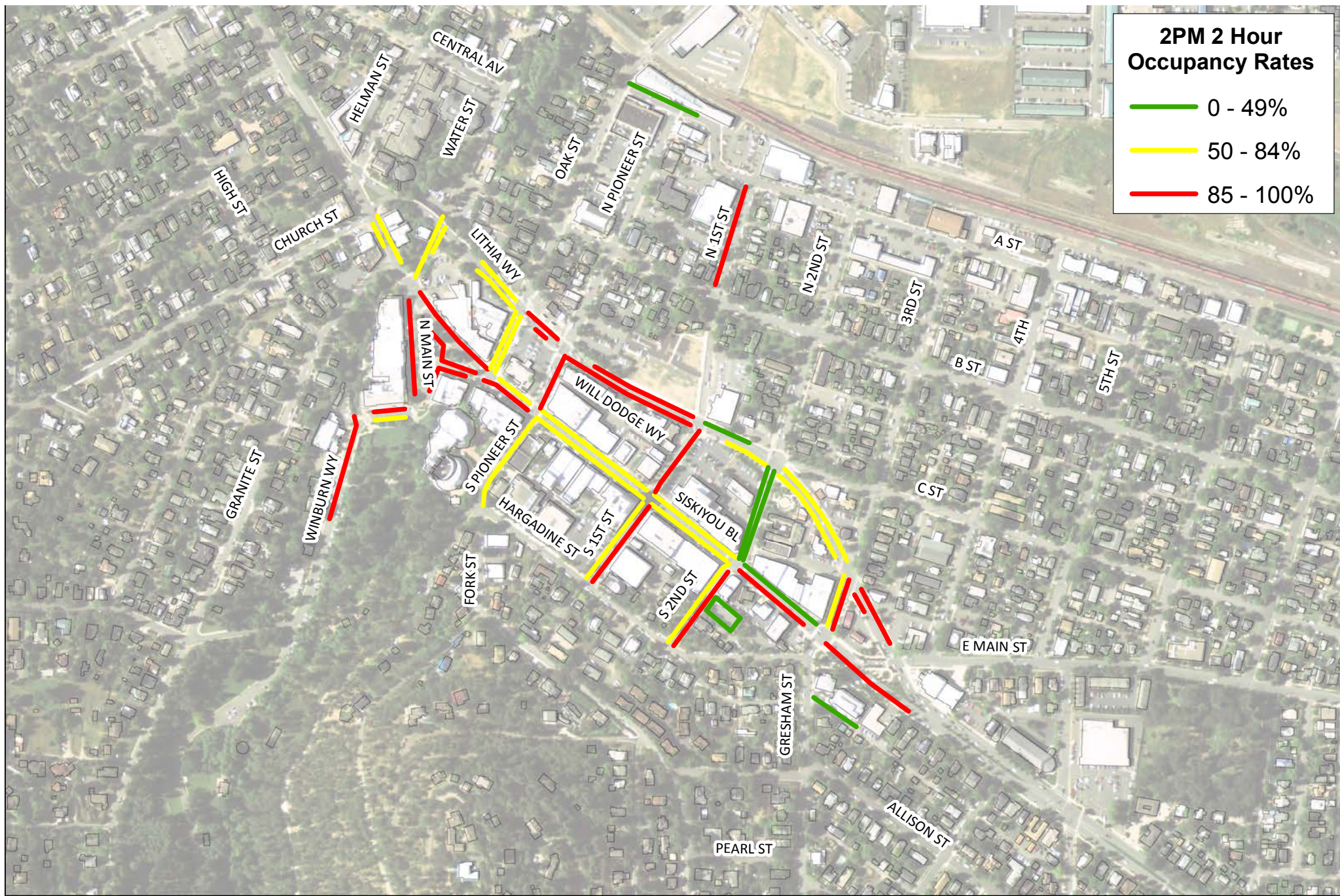




**10AM 2 Hour
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%





**2PM 2 Hour
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



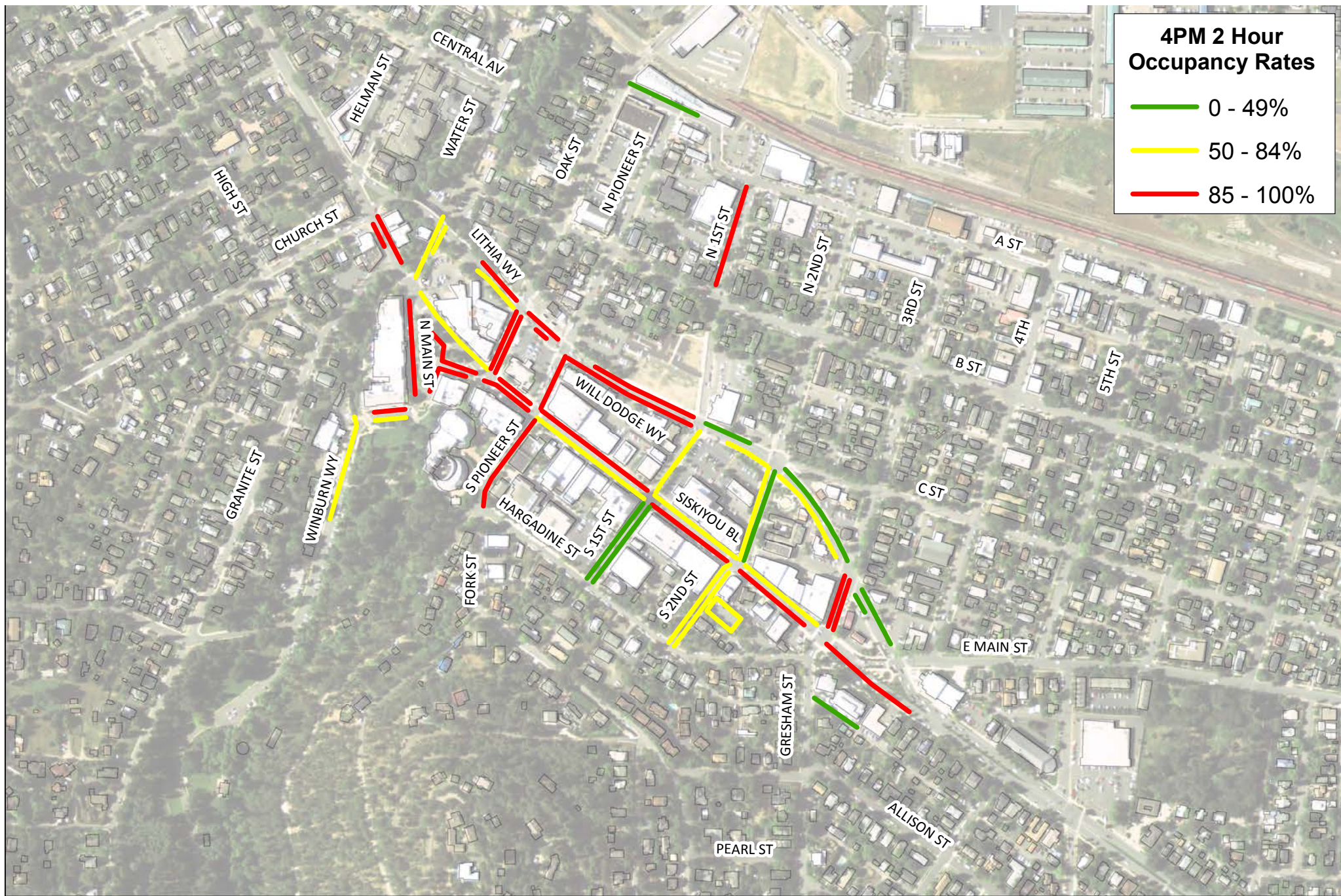
Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates





**4PM 2 Hour
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



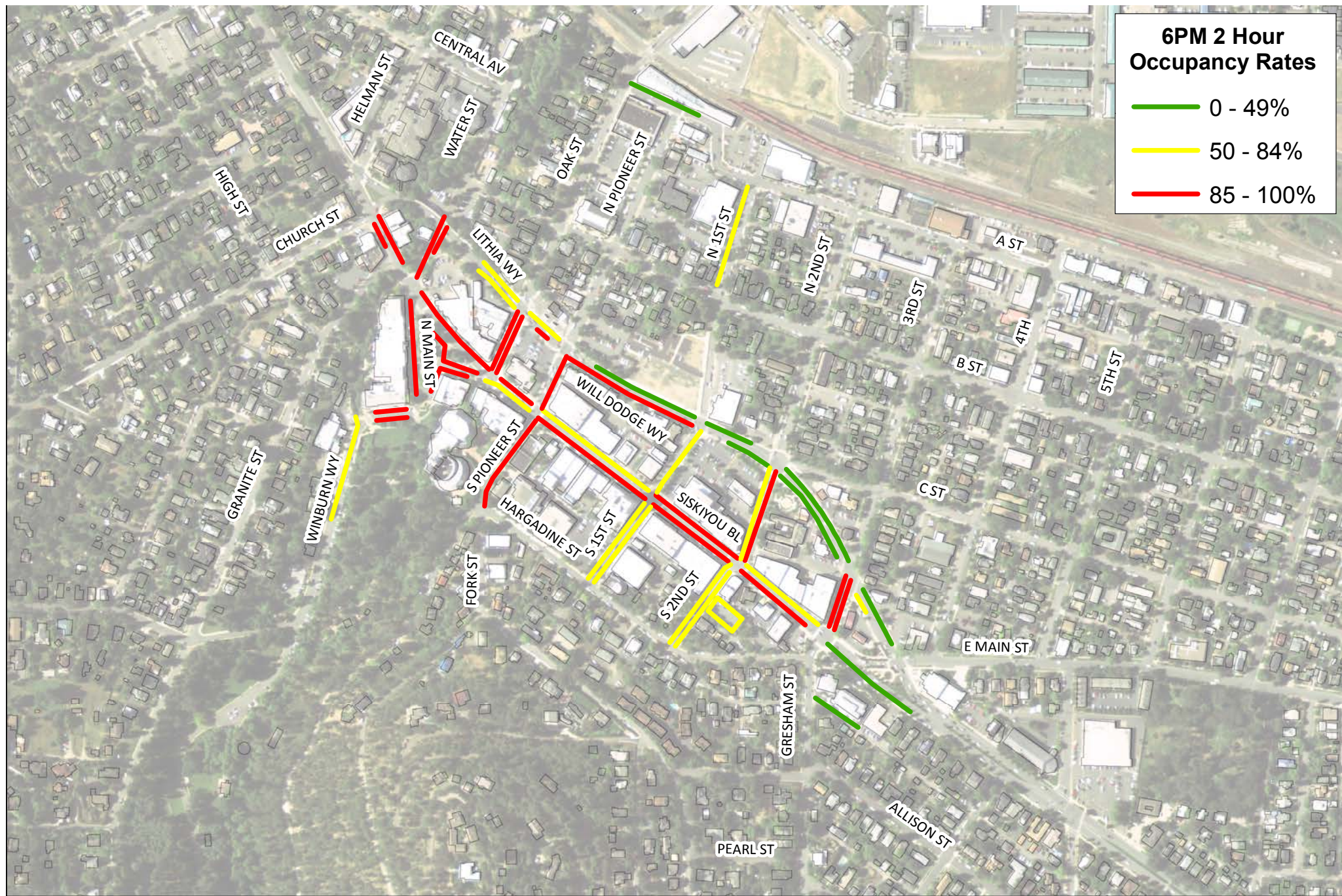
Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates





**6PM 2 Hour
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



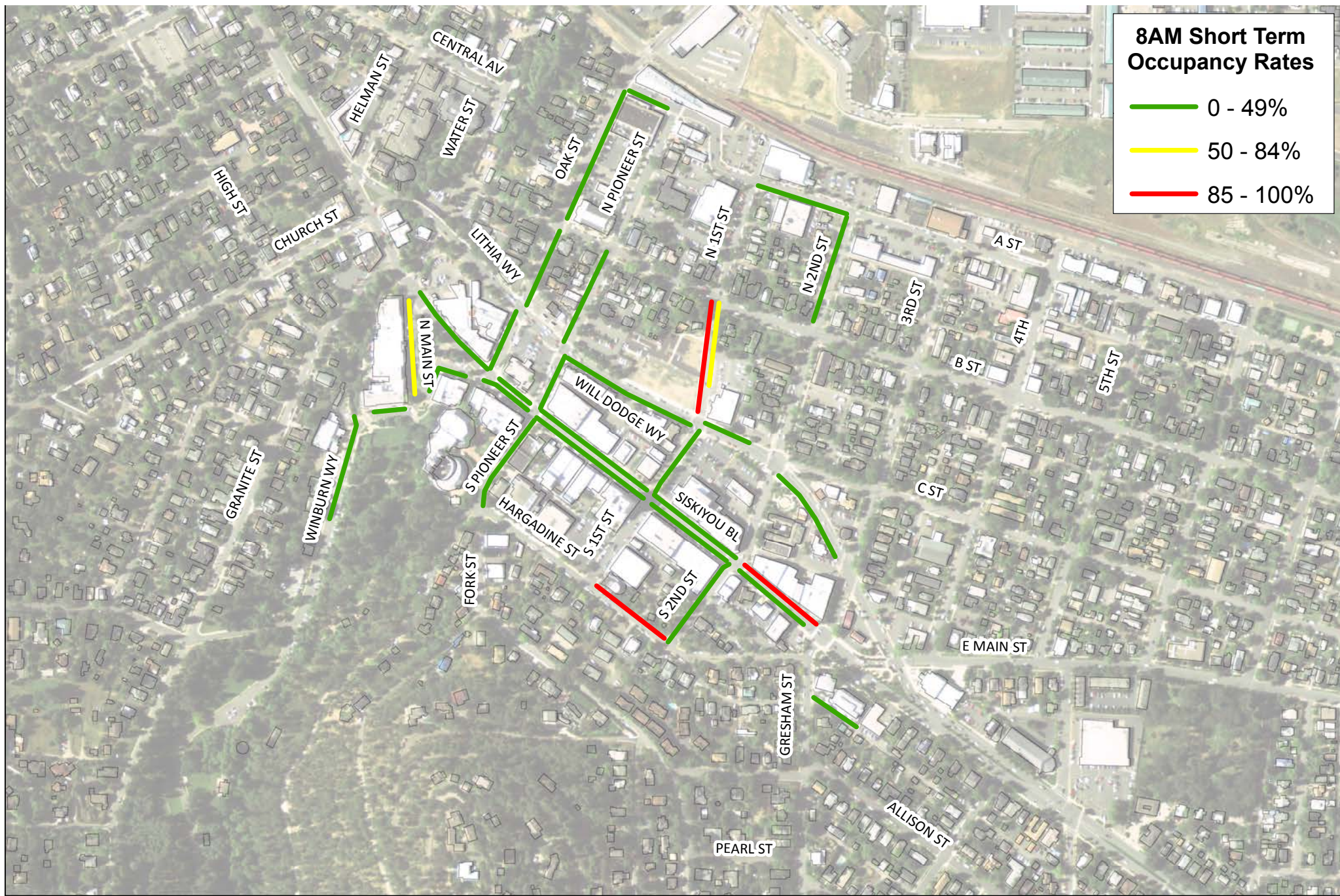
Community
Planning
Workshop

April 2014



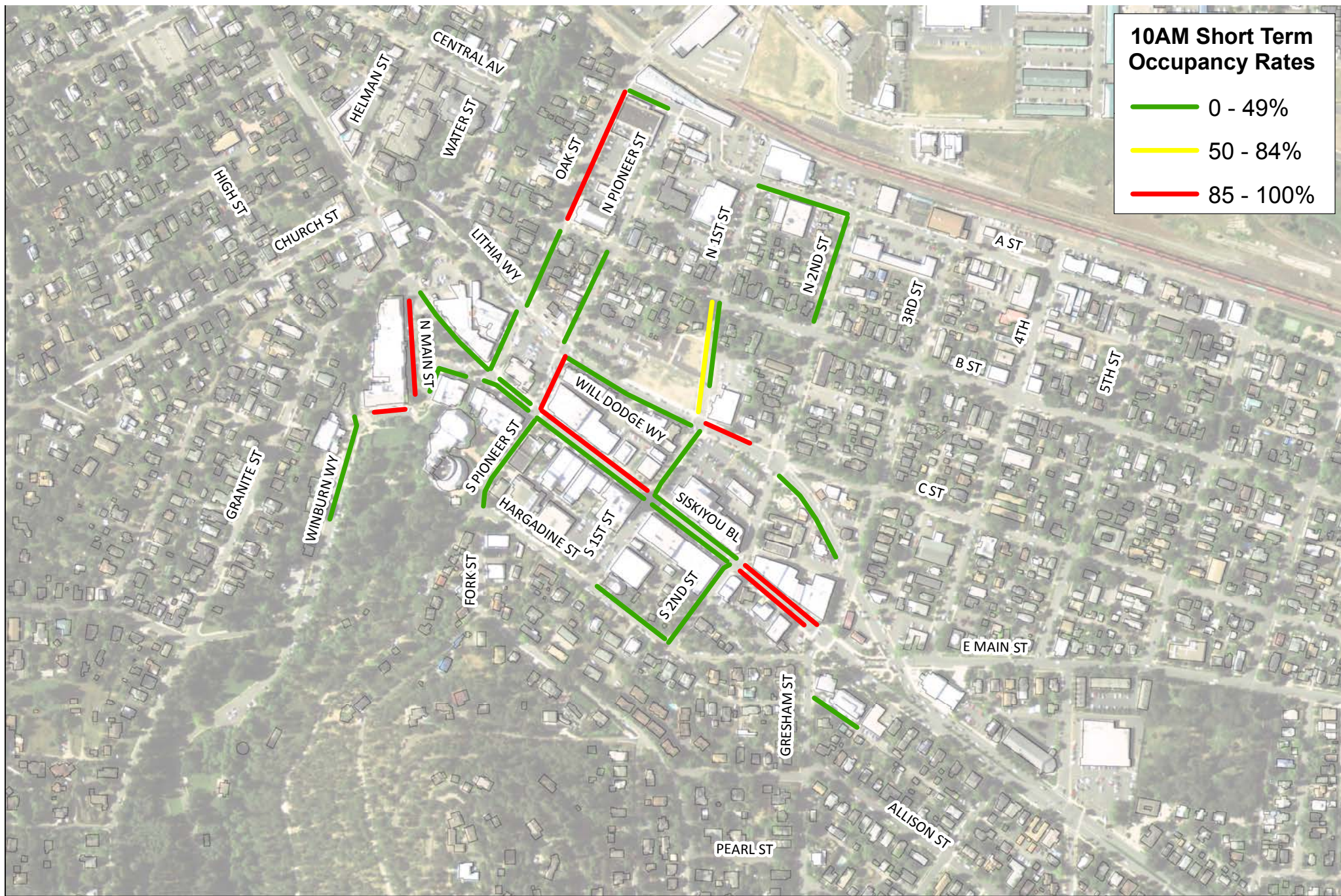
Downtown Ashland Occupancy Rates





**8AM Short Term
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



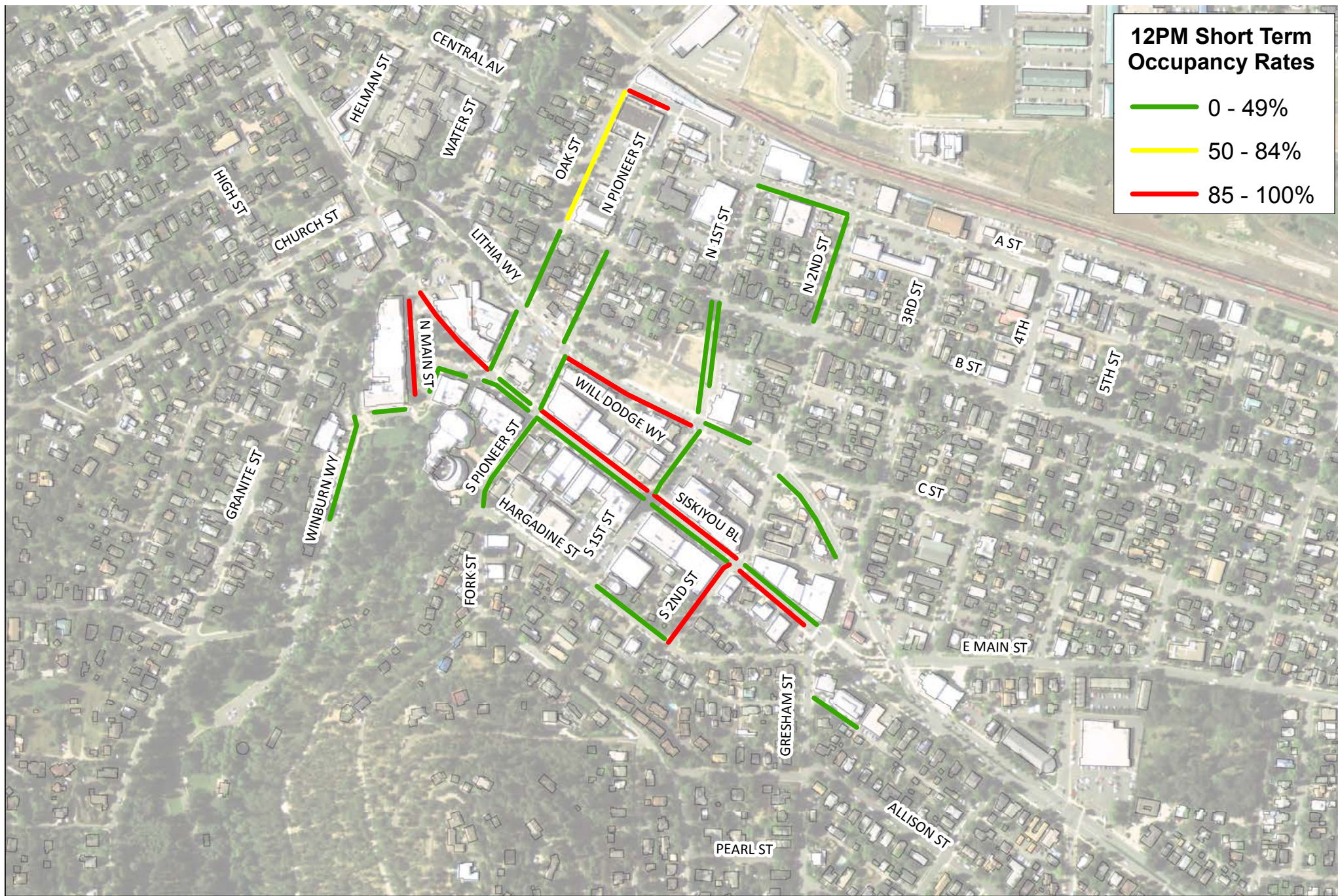
Community
Planning
Workshop

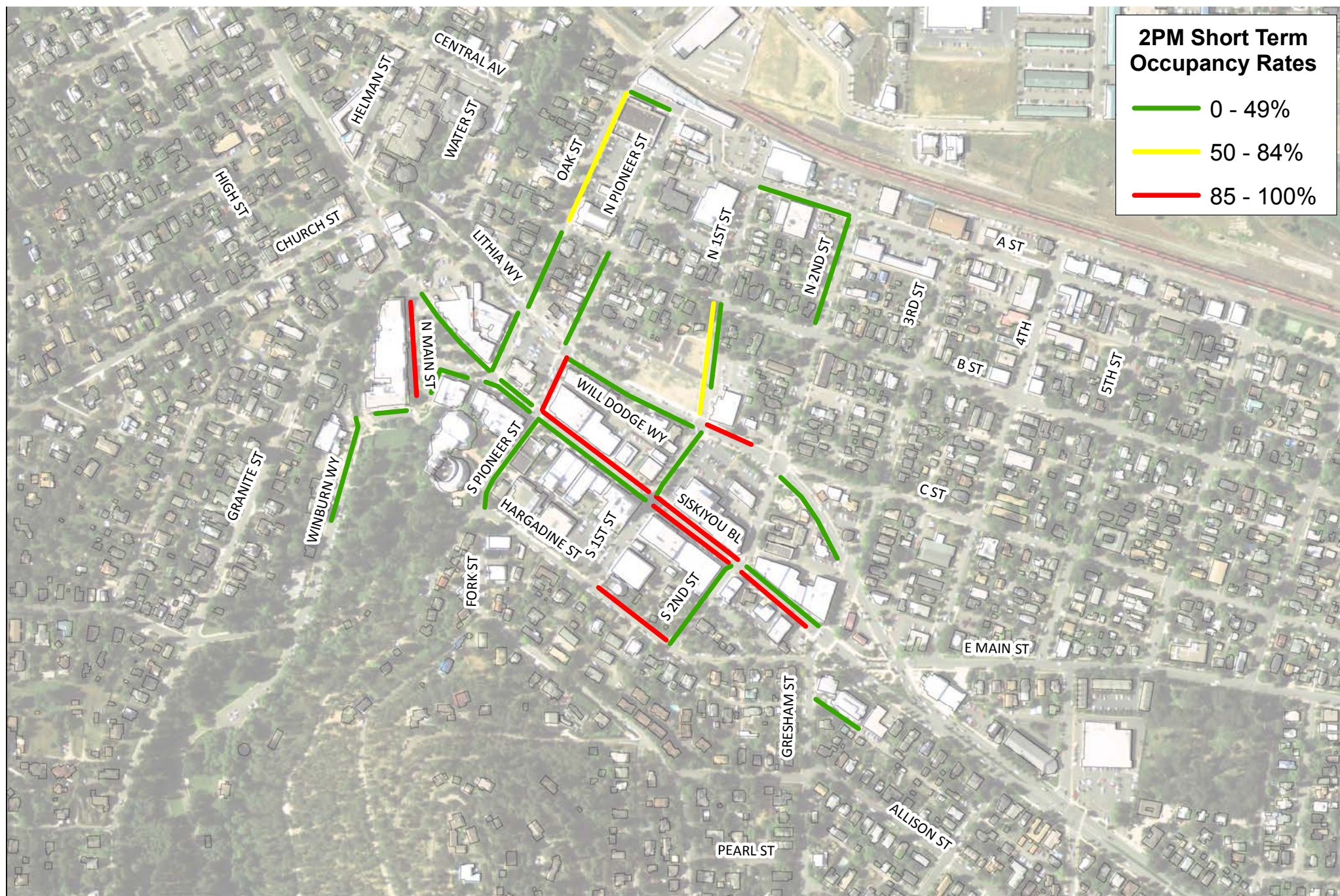
April 2014



Downtown Ashland Occupancy Rates







**2PM Short Term
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



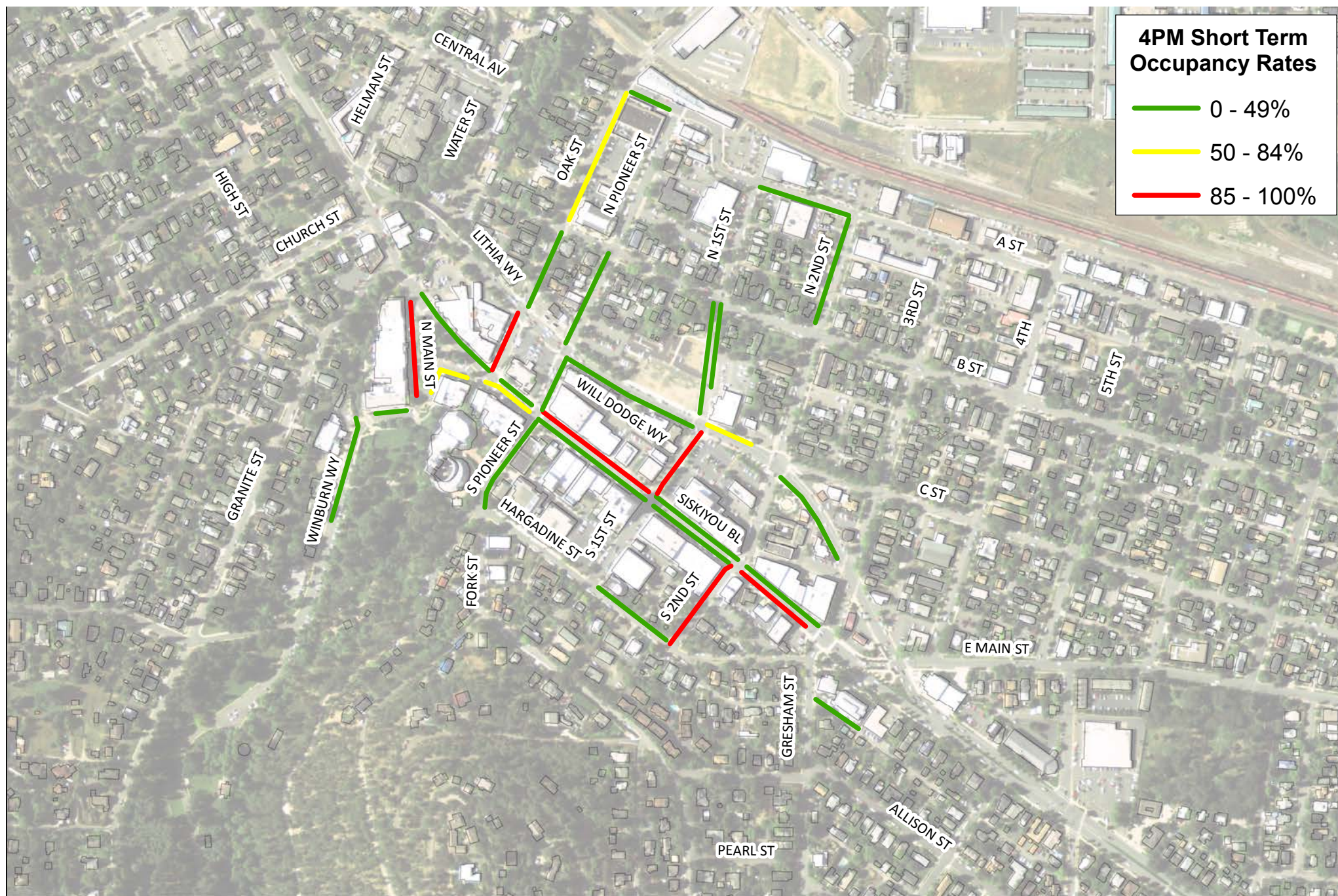
Community
Planning
Workshop

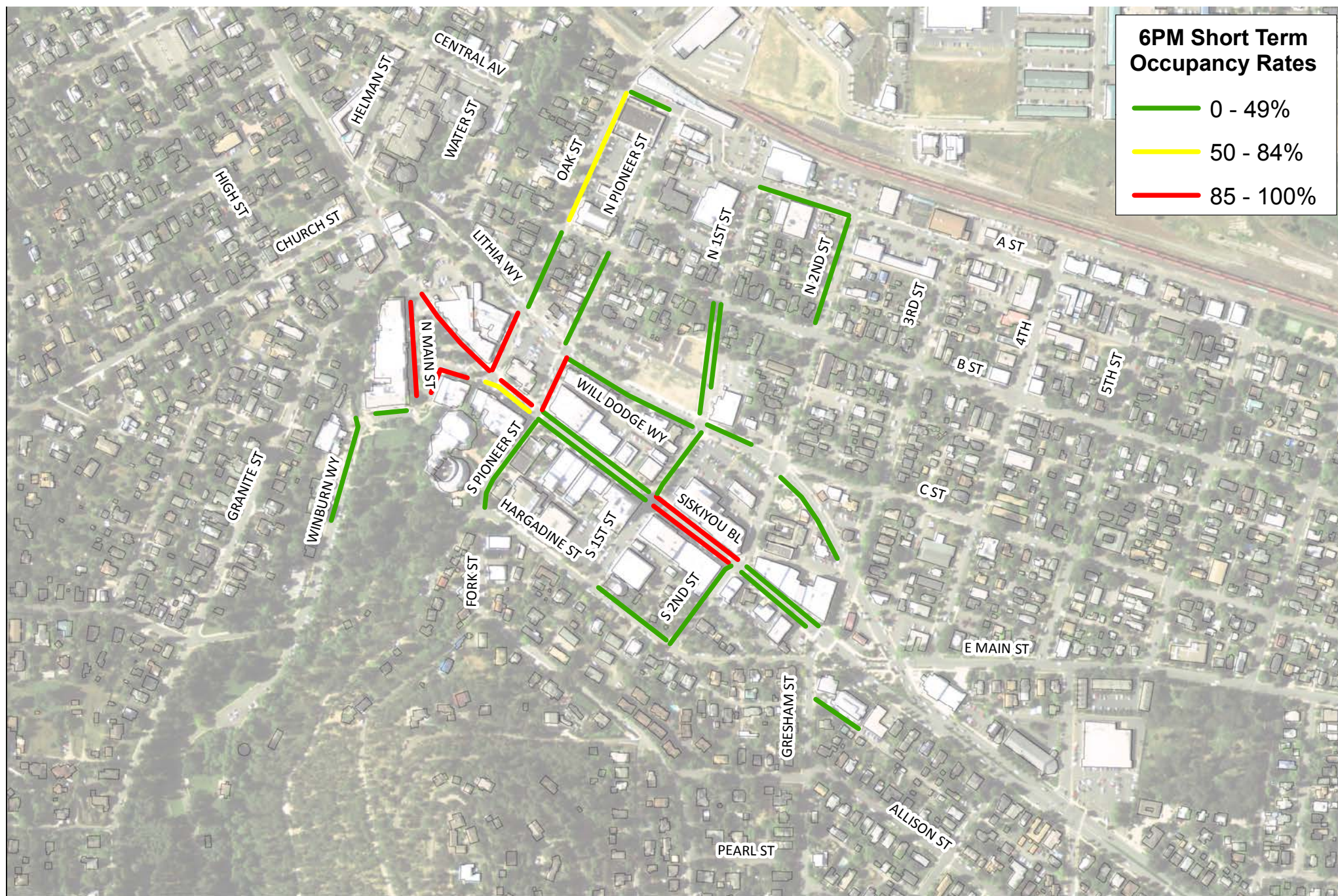
April 2014



Downtown Ashland Occupancy Rates

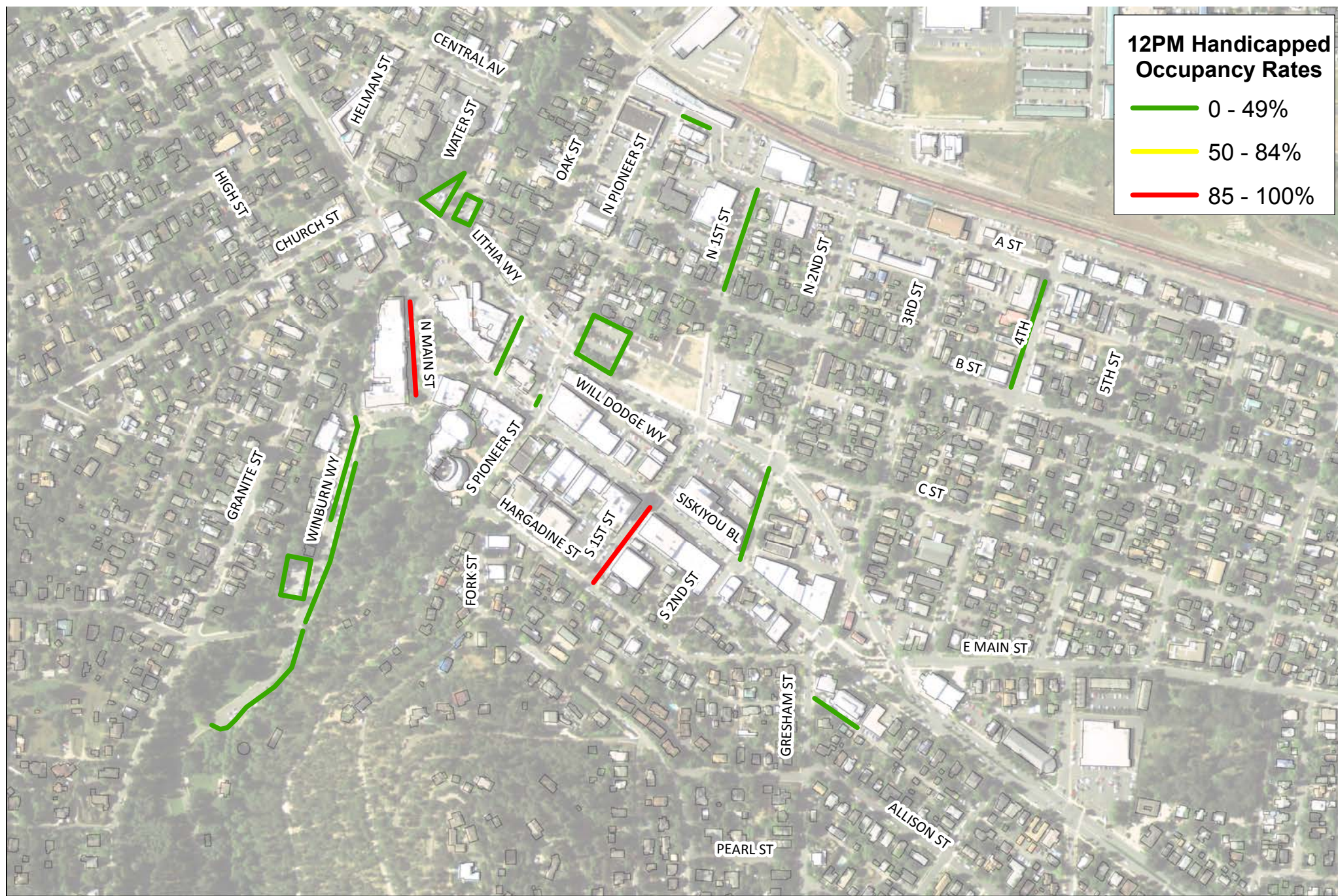








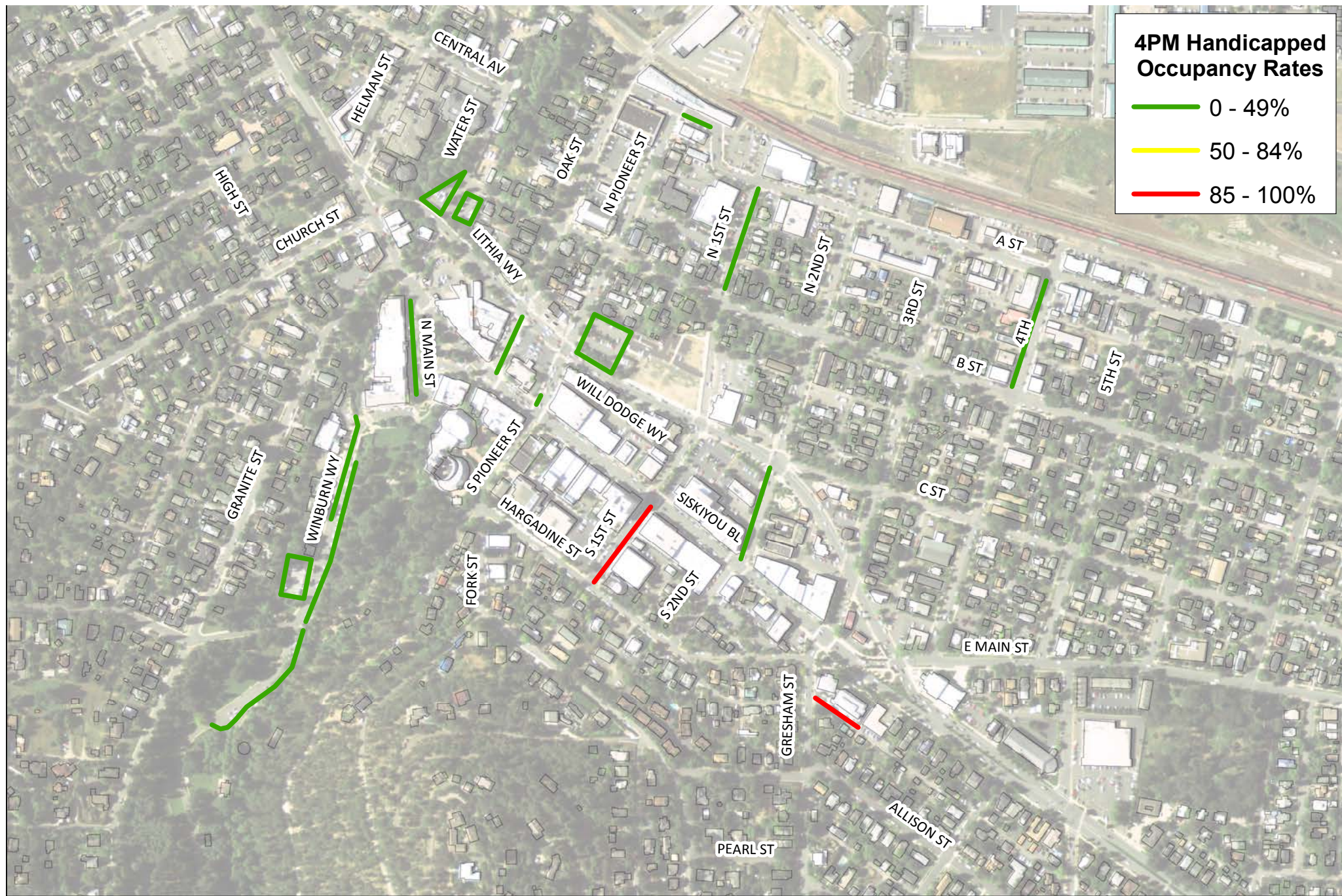


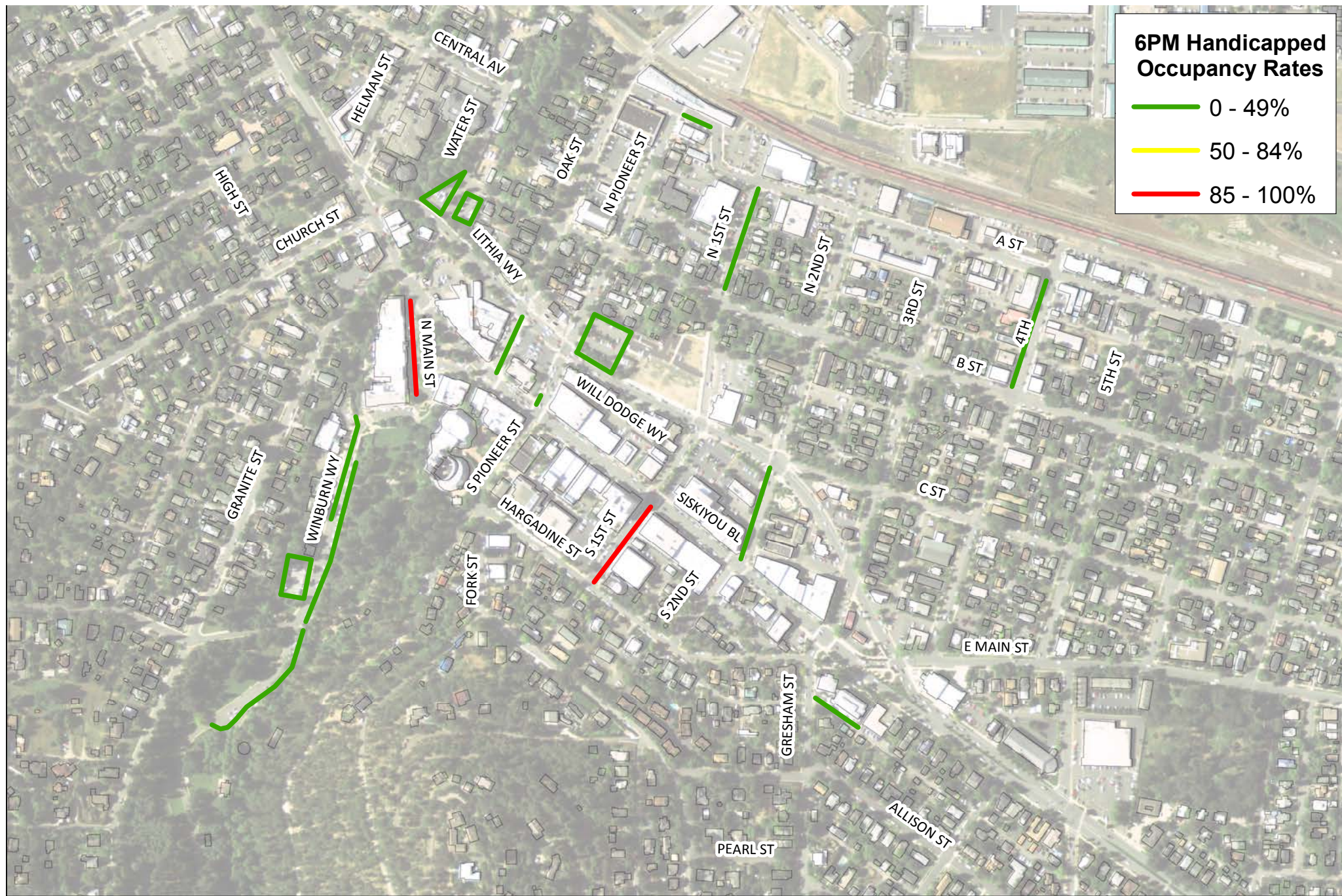




2PM Handicapped Occupancy Rates

- 0 - 49%
- 50 - 84%
- 85 - 100%







**8AM Loading
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



**10AM Loading
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates





Community
Planning
Workshop

April 2014

0 0.05 0.1 0.2 0.3 0.4 0.5 Miles

Downtown Ashland Occupancy Rates





**2PM Loading
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



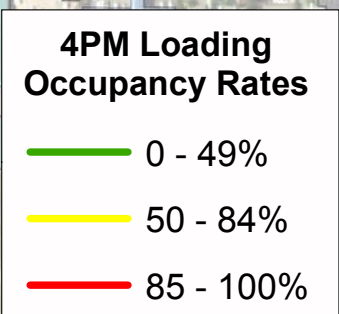
Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates





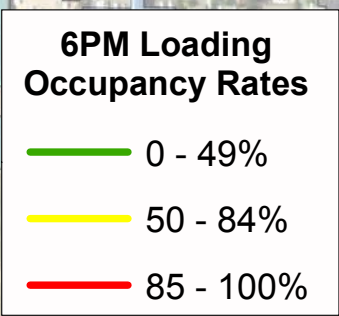
Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates





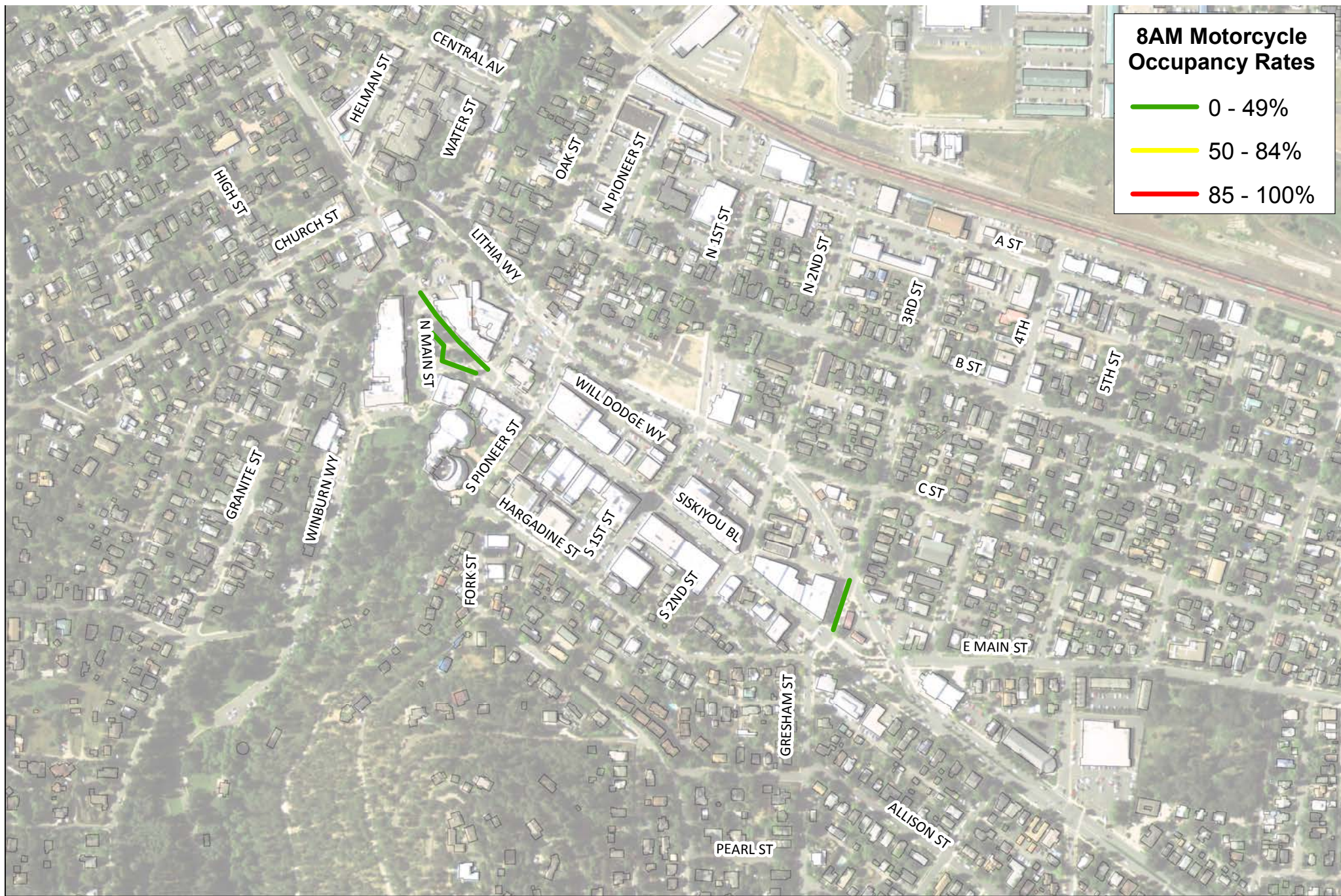
Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates





**8AM Motorcycle
Occupancy Rates**

- 0 - 49%
- 50 - 84%
- 85 - 100%



Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates







Community
Planning
Workshop

April 2014

0 0.05 0.1 0.2 0.3 0.4 0.5 Miles

Downtown Ashland Occupancy Rates







Community
Planning
Workshop

April 2014



Downtown Ashland Occupancy Rates





Community
Planning
Workshop

April 2014

0 0.05 0.1 0.2 0.3 0.4 0.5 Miles

Downtown Ashland Occupancy Rates

