

Mgmt. Element	Policy Option	Variations	Time Frame	GP	Scope Issues
TDM Incentive-Based Programs	A) Develop public/private partnerships and implement shared parking strategies.	1. Increase parking capacity in private lots for public use.	Short	6	1, 4, 7
		2. Work with organizations to develop TDM efforts.	Short	6	4, 7
	B) Provide incentive program(s) to encourage downtown employees to carpool.	1. Increase car-sharing among businesses.	Short	8	1, 2, 3, 4
		2. Rideshare program among businesses.	Short	8	1, 2, 3, 4
		3. Support businesses with development of employee incentives for alternative transportation, such as designated employee parking for those carpooling. Public transit employee incentives from businesses may include: increased fringe benefits, pay increase, cash-out.	Short	8	1, 2, 3, 4
		4. Rideshare facility outside of study area with public transit capacity.	Long	8	1, 2, 3, 7, 8
		5. City sponsored incentives to employees using alternative modes of transportation.	Mid	7	1, 2, 3, 4
	C) Provide an increase in service for public transportation in the downtown area, and incentives for using public transit.	1. RVTD - increased routes and frequency.	Long	4	1, 2, 4
		2. Construct parking surface lots or parking structures in the vicinity of downtown to support employee and visitor parking, which may include a circulator shuttle to access downtown.	Long	3, 5	1, 2, 3, 4, 8

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TDM Bicycle & Pedestrian	D) Encourage alternative modes of transportation through infrastructure maintenance and reducing barriers to pedestrians and bicyclists.	1. Sidewalk and bicycle lane maintenance.	Short	8	7, 9
		2. Removal/mitigation of perceived barriers to bicycle and pedestrian transportation.	Short	8	7, 9
	E) Increase bicycle facilities downtown.	1. Connect current bicycle network access to and within downtown.	Mid	8	7, 8, 9
		2. Increase bicycle wayfinding to bridge gaps in the bicycle network and promote connectivity.	Short	8	5, 7, 9
		3. Implement bikeshare program.	Long	9	9
	F) Increase perceived level of safety downtown.	1. Enhance pedestrian crossing facilities with features such as bulb-outs and pedestrian islands.	Mid	8	7, 9
2. Enhance current ADA infrastructure.		Mid	1	7	

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Wayfinding	G) Increase current stock of parking/wayfinding signage.	1. Increase wayfinding signage directing traffic to parking.	Short	9	5
	H) Include informational kiosks across downtown showing points of interest.	1. Provide information and maps to downtown parking and points of interest around Ashland.	Mid	9	5, 7

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Information Resources	I) Develop navigation tools with a consistent branding strategy for informing visitors about downtown parking.	1. Map of downtown parking with regulation/enforcement information.	Short	9	5
		2. Website for parking information.	Short	9	5
		3. Smartphone application with parking/transportation options.	Long	9	5
		4. Outreach/coordination with organizations interfacing with visitors (e.g. OSF).	Short	9	5
		5. Marketing efforts to promote maps/information.	Short	9	5
	J) Develop a Transportation Access Guide that provides information about how to access the downtown area by various modes of transportation (car, bicycle, pedestrian, public transit).	1. User friendly document featuring bicycle, pedestrian, public transit maps and information.	Short	9	5
	K) Conduct education outreach with downtown employees and business owners about parking and transportation.	1. Targeted flyers on cars about value of downtown parking spaces.	Short	8	5
		2. "Sign-on" commitments to not park downtown.	Short	7	2, 4, 7, 8
		3. Education efforts with downtown business owners: TDM, adjust delivery schedules to optimize loading zone shared parking potential, assess additional need for changes to downtown parking management.	Short	7	2, 4, 7, 10
	L) Conduct campaign to promote the use of alternative modes of transportation.	1. Highlight health benefits of bicycling and walking.	Short	8	9
		2. Promote safety awareness events.	Short	9	9
		3. Target campaigns at specific populations and/or user groups.	Short	8	2, 3, 5

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Regulation	M) Modify downtown parking regulations to optimally adapt to user group behavioral patterns.	1. Create shared parking opportunities with loading zone spaces.	Mid	5	1, 3, 4, 7, 10
		2. Discourage employee and long term day parking downtown by reducing allowed parking time periods before 10 am.	Mid	5	1, 2, 4, 7
		3. 2-hour parking in all downtown spaces and surface lots until 8 pm to discourage long term parking (particularly leading up to OSF evening events).	Mid	5	1, 2, 3, 4, 7
		4. Downtown parking users must travel a minimum of 500', 750', or greater than 1 block to discourage park-and-move behavior.	Mid	5	2, 4, 7, 8
		5. Lengthen allowed parking time periods in surface lots to accommodate longer term parking (employees, all day visitors).	Mid	5	1, 2, 3, 4, 7
		6. Parking voucher program: downtown customers can get city parking lot receipt validated for additional time by business. Business pays discounted rate for additional parking.	Mid	5	6
		7. Adjust parking time regulations around public lots to encourage specific users to utilize lots (e.g. short time limits on streets surrounding long-term lots).	Mid	5	1, 4, 7

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Regulation	N) Administer residential parking permits to regulate occupancy in spillover residential areas.	1. Provide 1-2 free residential parking permits per household to residents to protect their parking access at home. Online application per vehicle (specific to license plate) with option to print from your home. Permit valid for 2 years, process free for residents.	Mid	5	8
		2. Sell or distribute the balance of available permits to downtown employees (does not include overnight parking) to encourage safe (and free?) parking outside of the downtown area.	Mid	5	1, 2, 3, 8

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Regulation	O) Administer employee parking permits to incentivize appropriate long term parking outside of downtown on-street spaces.	1. Provide business owners employee parking permits to distribute to employees or have employees apply for them through the city offices. Possible elements of the program: if there is a charge for permits then program administered by Diamond Parking, Monthly and/or Quarterly permits, employee must work in DT district, employee must earn less than \$15/hour, in city lots/garage and underutilized areas	Mid	5	1, 2, 3, 4
		2. Provide suitable long term parking in and around downtown for employees: city-owned surface lots, residential areas in conjunction with residential parking permits.	Mid	5	1, 2, 3, 4, 7, 8
		3. Register employee license plates to cite employees not in compliance with the permit system, and notify business owners when those citations are invoked.	Short	5	1, 2, 3
		4. Employee parking lots: owned by private company that sells permits to employers to distribute to employees. Managed by city or Diamond Parking - city gets money from tickets.	Long	5	1, 2, 3, 4

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Regulation	P) Establish a downtown Event Parking District to increase downtown parking management during peak season.	1. Reduce cost of parking in long term surface lots during peak season to encourage long term visitors to not park on the street.	Short	5	1, 4, 6, 7
		2. Extend regulated parking times in nearby residential spillover areas to allow for longer term parking outside of downtown.	Mid	5	1, 7, 8
		3. Extend allowed parking in nearby residential spillover areas only during OSF show periods.	Mid	5	1, 7, 8
		4. Reduce allowable parking in nearby spillover neighborhoods.	Mid	5	4, 7, 8
		5. Increase citation fines for downtown on-street parking during peak season or during OSF theater times (1-3pm and 8-10pm).	Short	5	4, 7

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Pricing	Q) Implement pricing strategies aimed at increasing turnover and achieving optimal occupancy rates downtown.	1. Adjust parking rates to reflect market values- pricing varies depending on demand and may change at predetermined time intervals.	Long	5	6, 7
		2. Use pricing revenue for specific purposes (e.g. fund TDM efforts/incentives).	Mid	5	9
		3. Provide pricing discounts for non-premium spots (e.g. tandem parking, shared spots, distance parking).	Mid	5	6, 8
		4. Metered parking in strategic convenient and high demand areas.	Mid	5	6, 7
		5. Structure pricing based on distance from downtown core- highest pricing at core, decreasing with distance from core.	Mid	5	6, 7, 8
		6. Set up payment system so that users only pay for the time they are parked to reduce overpayment (e.g. pay by small time increments).	Mid	5	6
		7. Require higher rates and shorter time increments in high demand parking areas.	Mid	5	3, 6, 7
		8. Higher rates during peak periods and at the most convenient or "hot spot" parking locations.	Mid	5	6, 7

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Enforcement	R) Employ enforcement strategies that ensure the effectiveness of parking regulations.	1. Paint curbs to denote different parking time regulations.	Short	5	5, 7
		2. Citation fee scale that increases with successive/multiple citations.	Short	5	6, 7
		3. Fines increase the longer they are unpaid.	Short	5	6, 7
		4. Provide informational flyer with citations- how to avoid future citations and a map of downtown parking options.	Short	5	5
		5. Do not set fines such that they appear excessive or unfair.	Short	5	6
		6. Downtown business customer can get a parking citation waived if they can produce a receipt for having spent a certain amount of money the same day as the citation.	Mid	5	6
		7. Pay a parking ticket within 72 hours, receive a 50% reduction on the fine.	Mid	5	6
		8. Users of long term city lots can call Diamond Parking to add time to their parking spot without having to go back to their car.	Short	5	4, 6, 7

## **Guiding Principles**

- 1) Balance the needs of all downtown users now and in the future.
- 2) Support low cost options that can be easily implemented in the short term but yield long term benefits.
- 3) Develop long-term progressive strategies that accommodate growth while maintaining an active and vibrant downtown.
- 4) Promote ease of access for the efficient operation of downtown businesses.
- 5) Restructure parking regulations to enhance turnover and generate an optimal occupancy rate.
- 6) Maximize utilization of existing parking supply through public/private partnerships.
- 7) Enhance alternative transportation options (i.e. incentive programs) for employees downtown.
- 8) Increase development of multi modal (i.e. bike, pedestrian, transit) opportunities.
- 9) Provide a welcoming environment that efficiently directs and informs visitors and community members in the downtown area.

## **Scope of Work Issues**

- 1) Concern that the existing supply is currently “at capacity” during peak days and seasons.
- 2) Suspicion that employees are using core area short-term parking, thereby reducing “capacity” for customers and visitors.
- 3) A desire to balance short-term “retail” parking, theater patron and employee parking demand in a manner that continues to support downtown vitality.
- 4) A desire to make best use of off-street facilities both in and outside of the core area.
- 5) The need for a better system/plan for communicating parking to users (e.g., signage, marketing).
- 6) Concern that “pricing” parking will have a negative effect on customer traffic.
- 7) The need for a plan that assures maximum utilization of the supply to meet intended uses.
- 8) Residential/core downtown interface areas.
- 9) Multi-modal transportation concerns.
- 10) Loading zone spaces are underutilized.