Community Planning Workshop

October 4, 2013

To	**Michael Faught and Bill Molnar**
From	**Erik Forsell, Paul Leitman and Bob Parker**
SUBJECT	**PRELIMINARY RESULTS FROM LABOR DAY PARKING MONITORING**

Community Planning Workshop is working with the City of Ashland to conduct a downtown parking and multimodal circulation study to review pedestrian, bicycle and vehicular circulation and vehicle and truck parking within Ashland's downtown. 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 tourists, citizens, students and employees.

CPW initiated work on the project in late August. We conducted the first of three monitoring visits over Labor Day weekend. This memorandum presents preliminary results from the Labor Day monitoring. Map 1 shows the extent of the Downtown Study area.

Map 1: Ashland Downtown Parking Study Area

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METHODS

On August 30 and 31, CPW began fieldwork in the City of Ashland. The purpose of the fieldwork was to build a data set for the parking inventory and utilization analysis. CPW team members collected data on parking utilization, pedestrian traffic counts, bicycle counts and a bicycle parking inventory and utilization analysis.

CPW staff conducted inventory and utilization analysis five times daily including:

- Inventory of on-street parking in the downtown study area
- Parking counts were conducted throughout the day to determine the occupancy of both vehicular and bicycle parking
- Pedestrian and bicycle traffic count in three locations within the program area three times daily

More details on the methods are included in CPW's August 30 memorandum.

Because the findings only represent two days of monitoring during a peak holiday weekend, we urge reviewers to use caution in interpreting the preliminary results. CPW is scheduled to conduct more monitoring which will not occur on peak holiday weekends.

PRELIMINARY FINDINGS

The preliminary fieldwork and analysis yielded a large amount of data that reveal some interesting trends. CPW compiled the raw data using Excel and ARCGIS to create maps and tables displaying the initial findings from the study. The preliminary findings are organized into three sections:

- On-Street Parking Analysis
- Bicycle Parking Analysis
- Bike and Pedestrian Traffic Analysis

Accompanying this memorandum are four "map books;" pdf files that show maps of parking, bicycle and pedestrian data by block in the study area.

On-Street Parking and Utilization

Following are major parking utilization trends that were observed by the CPW team:

- Parking occupancy rates increased throughout the day until midday, and remained high for the rest of the day.
- Short-term parking, loading zones, disabled parking and bus parking never achieved an occupancy rate greater than 55 percent, indicating underused capacity.

- Of the time-limited parking locations (4-hour, 2-hour and 1-hour), 4-hour spaces had the highest occupancy levels. This suggests drivers needed to park in longer-term spaces to conduct their business downtown and avoided areas with limited durations.
- Friday and Saturday occupancy levels were generally the same throughout both days.
- Parking spaces closest to downtown's core filled faster than the spaces further from the core.
- Parking in the downtown core area exceeded 85% occupancy for periods between 10am and 6pm.

Figures 1 through 5 summarize key trends with use of on-street parking facilities in downtown.

Figure 1. Overall Parking Occupancy (all spaces)

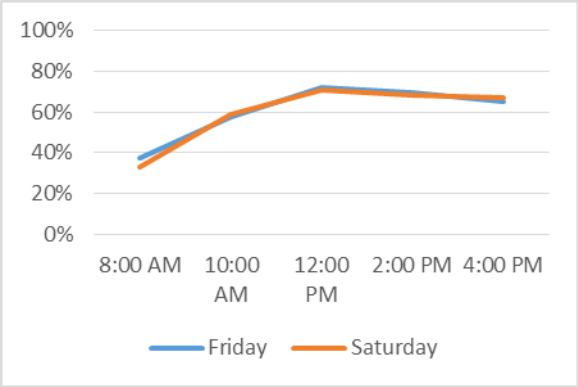


Figure 2. Time-limited Parking Occupancy (4-hr, 2-hr, 1-hr)

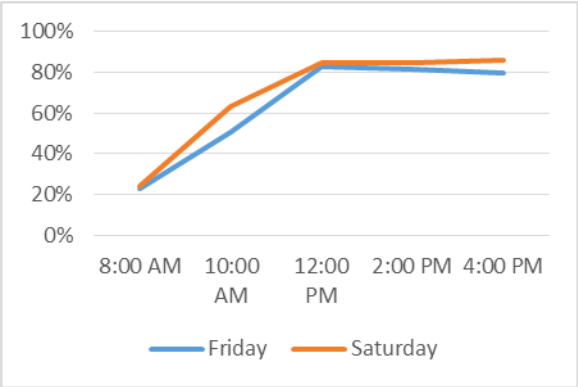


Figure 3. Non-limited Parking Occupancy

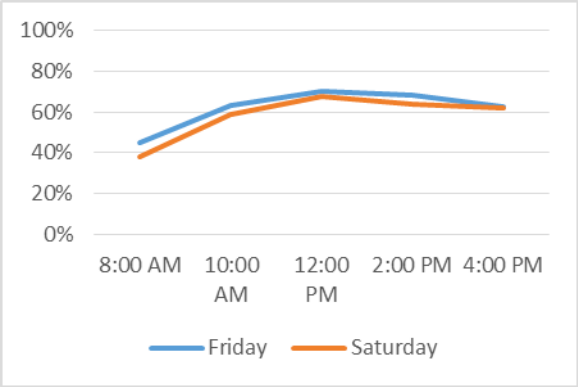


Figure 4. Short-Term and Loading Parking Occupancy

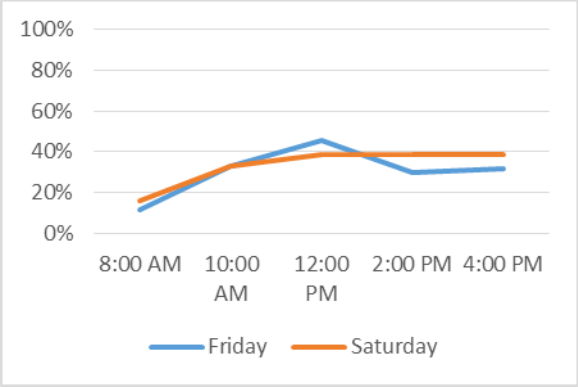
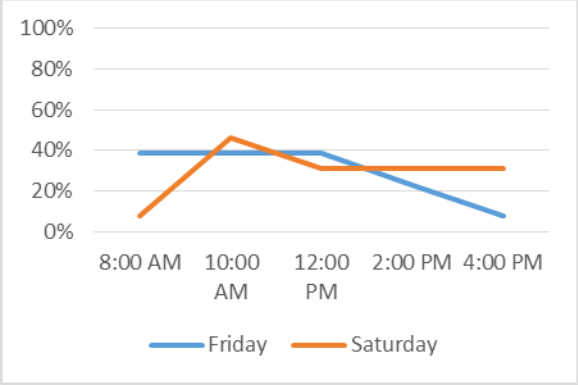


Figure 5. Bus and Authorized Parking Occupancy



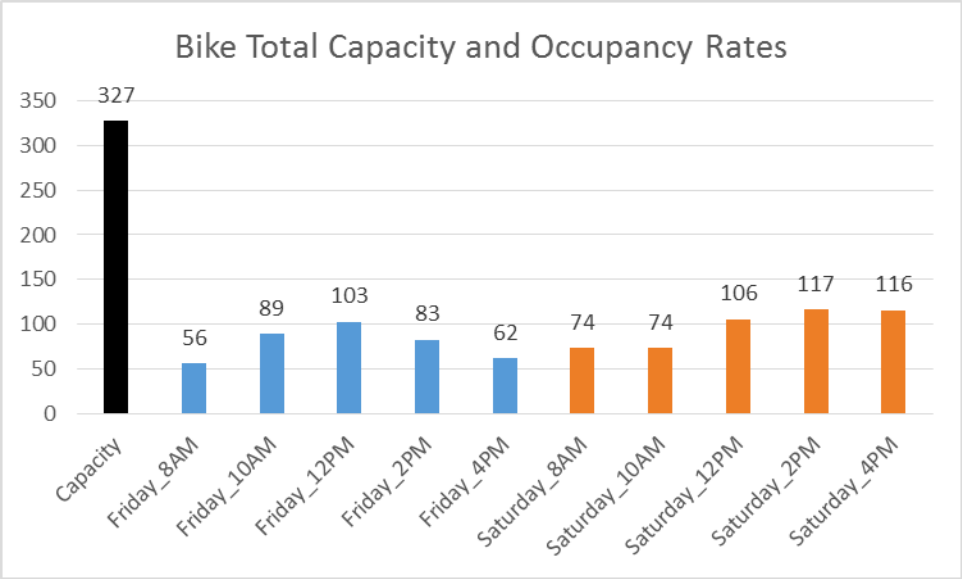
Bicycle Parking Inventory and Utilization

Following are major trends related bicycle use in the study area observed by the CPW team:

- Total capacity in study area is approximately 327 spaces; the largest occupancy rate was 36% during the 2-4PM time period on Saturday. The lowest occupancy rate was seen on Friday morning during the 8AM-10AM period.
- During the times surveyed the capacity of individual bike parking infrastructure was rarely exceeded by bike users seeking to park.
- Occupancy rates were highest when in close proximity to important amenities in Ashland; for example, bikes were parked frequently and with the highest occupancy rates near the Food Cooperative Market and the Shakespeare center.
- Bike occupancy rates grew gradually as the day progressed peaking around 2-6PM.
- Friday and Saturday occupancy levels were generally the same throughout both days, with a slight uptick on Saturday.
- Although the sampling frame was limited; there was not a heavy traffic flow of bicycle commuters observed. This in tandem with a parking capacity that was rarely exceeded suggests that the capacity is currently operating efficiently.
- The majority of bike parking provided appeared to be in good condition and provided ample security for locking a bicycle to.

Figure 6 shows overall bicycle parking occupancy rates for the downtown study area by time of day.

Figure 6. Bike Total Capacity and Occupancy Rates by Time of Day



Pedestrian and Bicycle Traffic

Bicycle and Pedestrian Traffic counts yielded data sets that provided interesting information about the flow of non-vehicular traffic during certain time periods throughout the day. CPW conducted this analysis three times daily and in different locations: Oak and Lithia, Pioneer and Main and A and 2nd Street.

- A relatively low traffic flow of bicyclists was observed in all three locations.
- Main and Pioneer and Oak and Lithia experienced peaks of pedestrian traffic around 12-2PM.

Figures 7 through 12 show bicycle and pedestrian counts for selected locations in the downtown study area.

Figure 7. Bicycle Counts

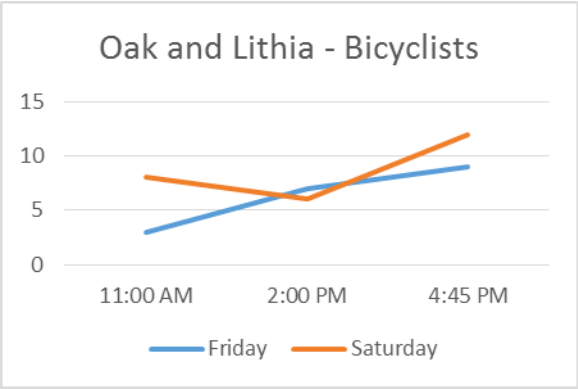


Figure 8. Bicycle Counts

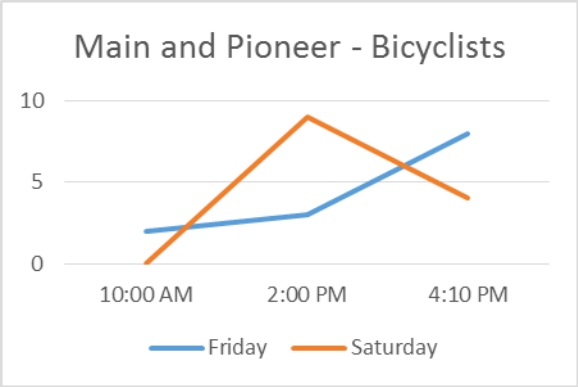


Figure 9. Bicycle Counts

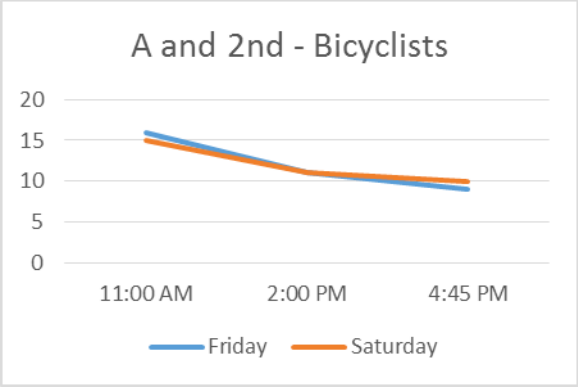


Figure 10. Pedestrian Counts

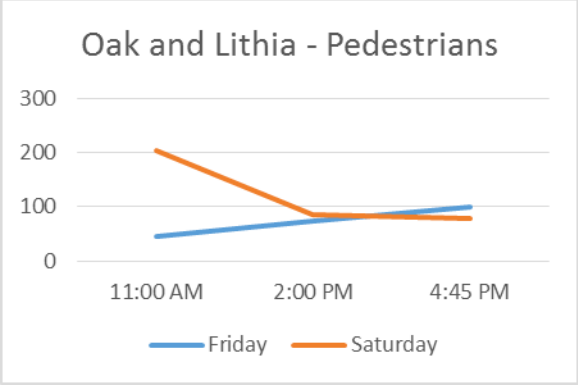


Figure 11. Pedestrian Counts

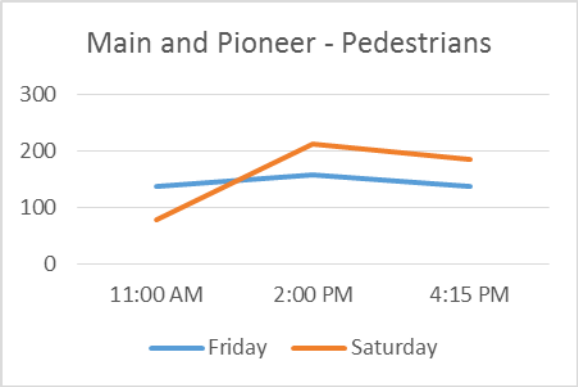
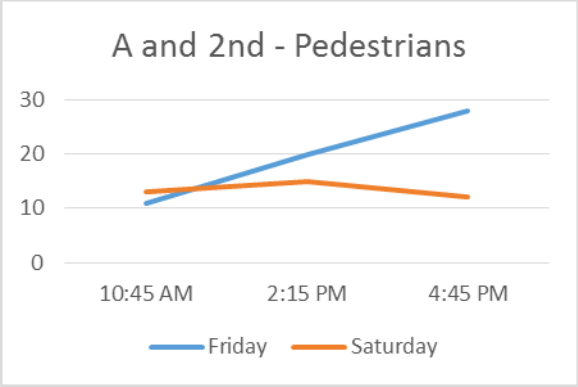



Figure 12. Pedestrian Counts