



Meeting: Ashland Downtown Parking and Multi-Modal Circulation PAC Meeting
Date: June 4, 2014
Time: 3:30 PM – 5:30 PM
Location: Pioneer Hall

- I. Administration (Chair) (5 minutes)**
 - a. Welcome from the Chair
 - b. Minutes approval

- II. Public Comment (Public) (5 minutes)**

Note: Written comments may be submitted

- III. Discussion of Recent CPW Work (CPW) (30 minutes)**
 - a. April Parking Monitoring
 - b. Trip Generation Research
 - c. Key City Interviews

- IV. Revisit Problem Definition (CPW/Chair) (50 minutes)**
 - a. Revisit Scope of Work
 - b. Modification
 - c. High Level Issues Discussion

- V. Moving Forward/Next Steps (CPW) (15 minutes)**
 - a. 2nd Survey Update
 - b. Policy Options List and Decision Tree
 - c. Interim Report/Recommendations

- VI. Closing (CPW/Chair) (5 minutes)**
 - a. PAC member preparations for next meeting
 - b. Next meeting July 2 with CPW

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.

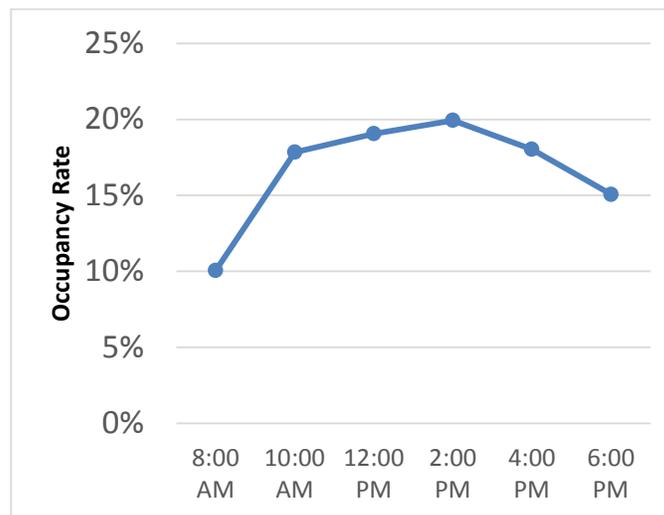


Figure 1—Overall Parking Occupancy (all spaces)

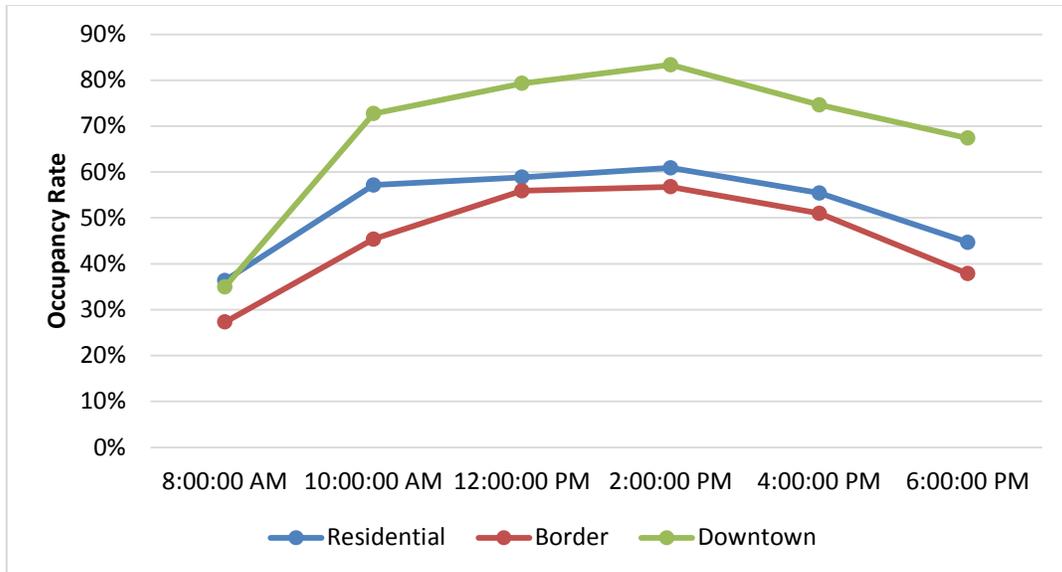


Figure 2 – Overall Parking Occupancy by Area (all spaces)

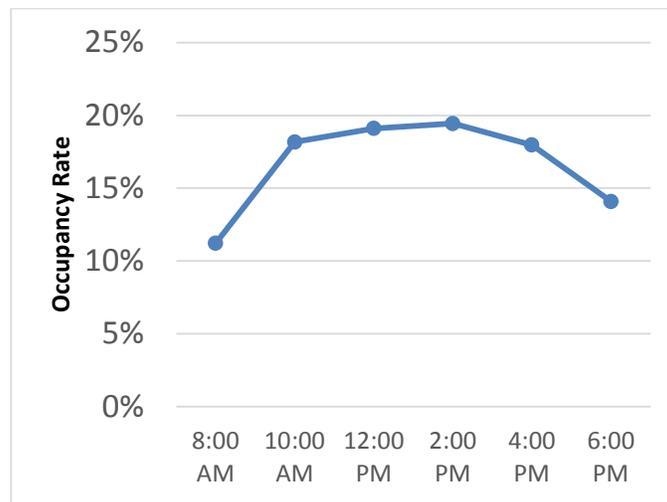


Figure 3 – No Limit

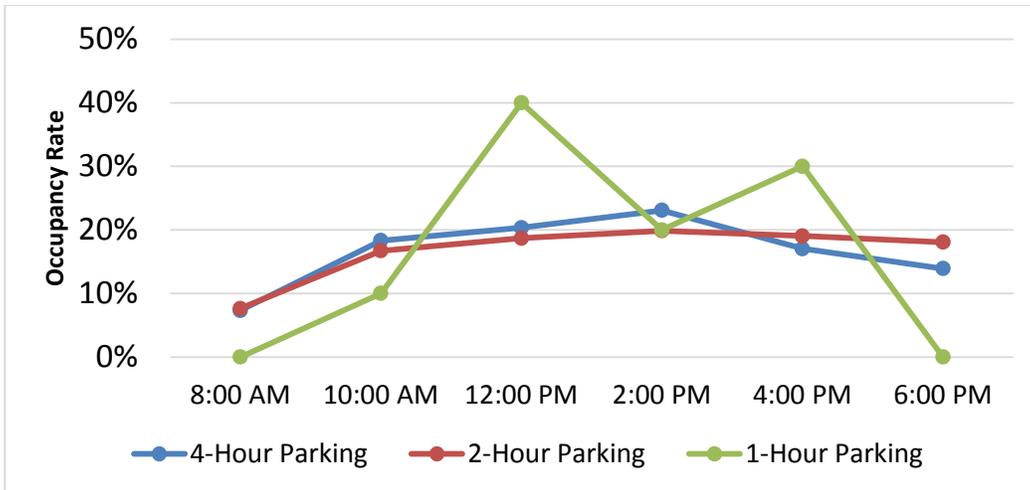


Figure 4— Time Limited Parking

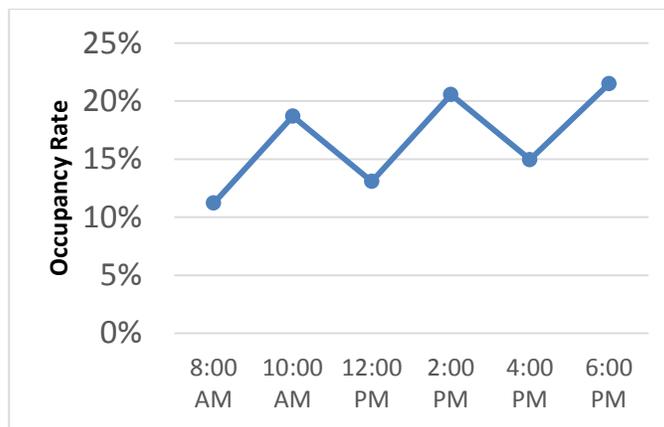


Figure 5 – Short Term Parking

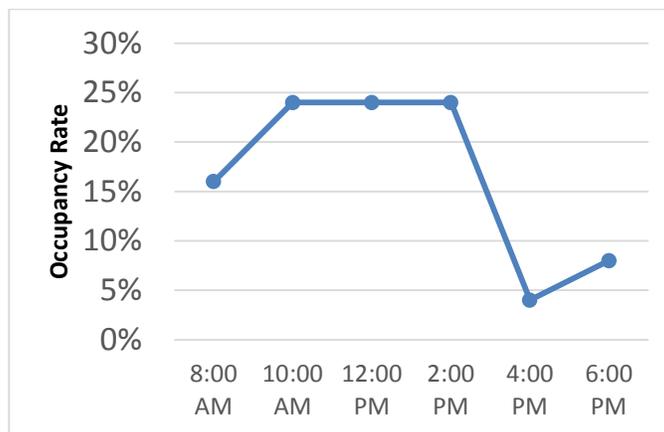
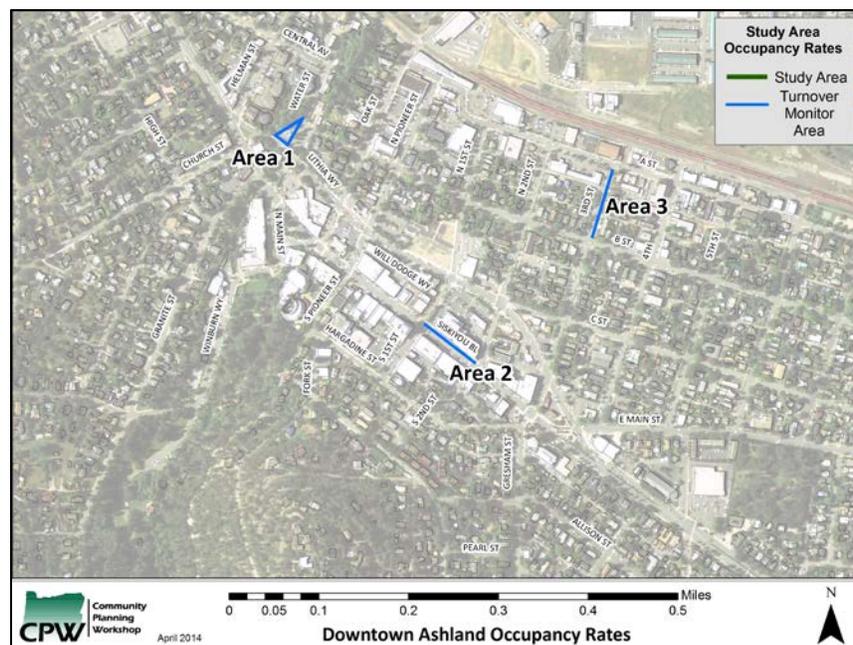


Figure 6— Loading Zone

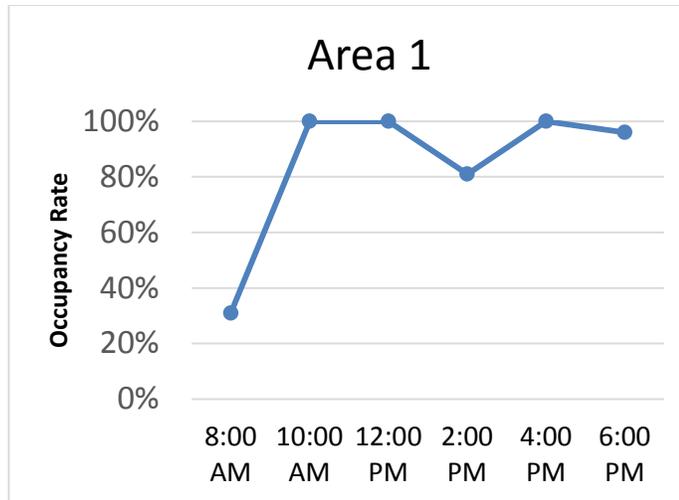
TURNOVER

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.



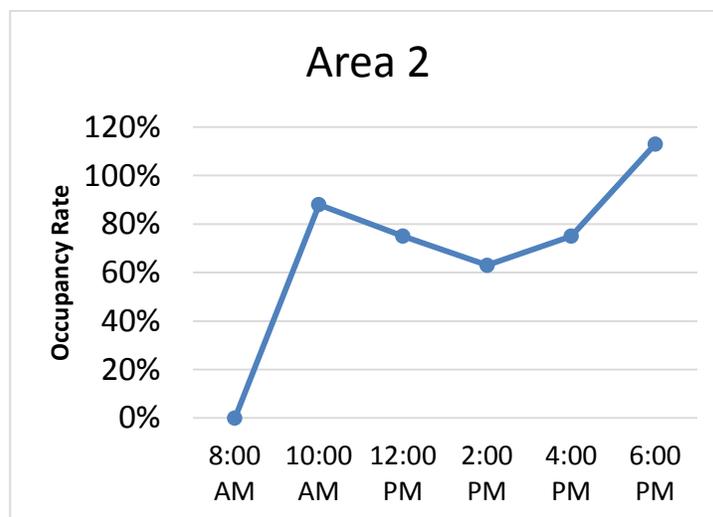
Area 1 is a public parking lot located at the edge of downtown. It has 27 spots with no time limits and one spot designated for handicap access. This lot was highly utilized throughout the day, with 100% of the no time limit spots used for most of the day. The exceptions were 8am when the parking lot 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.



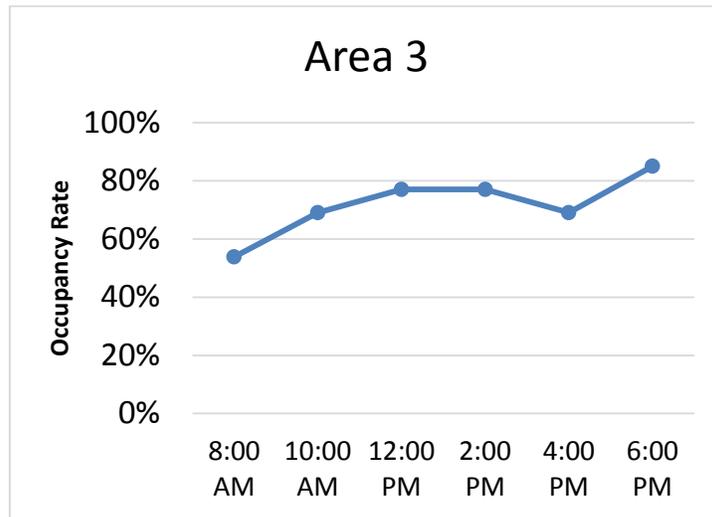
Area 2 is located in downtown Ashland and has nine spots, eight two hour and one short term. With the exception of the 8am monitoring, spots in this section were utilized at a fairly high rate, ranging from 63% occupancy to complete occupancy. Photos of the section show that turnover in this section 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.

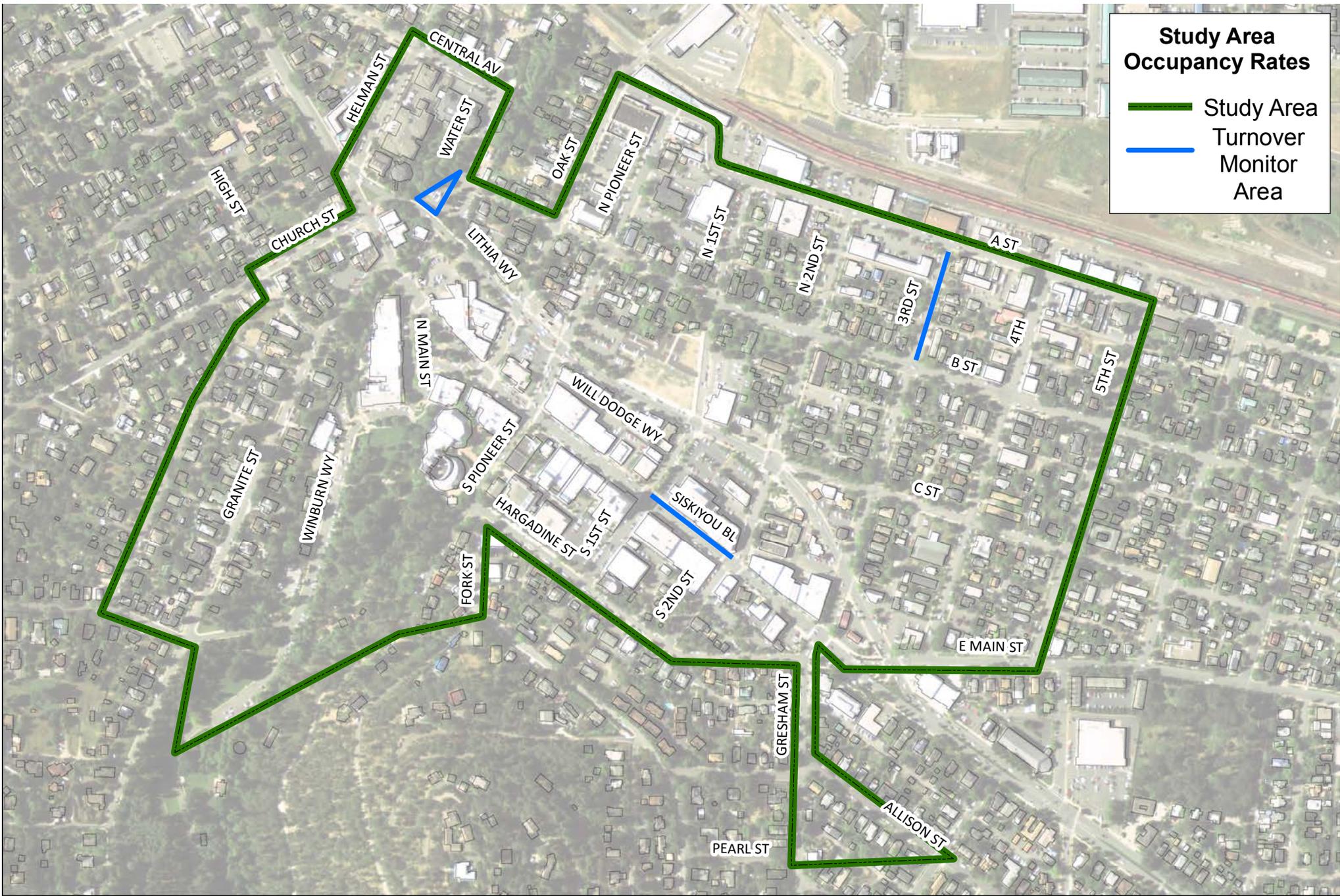


APPENDIX A: METHODS

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.



**Study Area
Occupancy Rates**

- █ Study Area
- Turnover Monitor Area

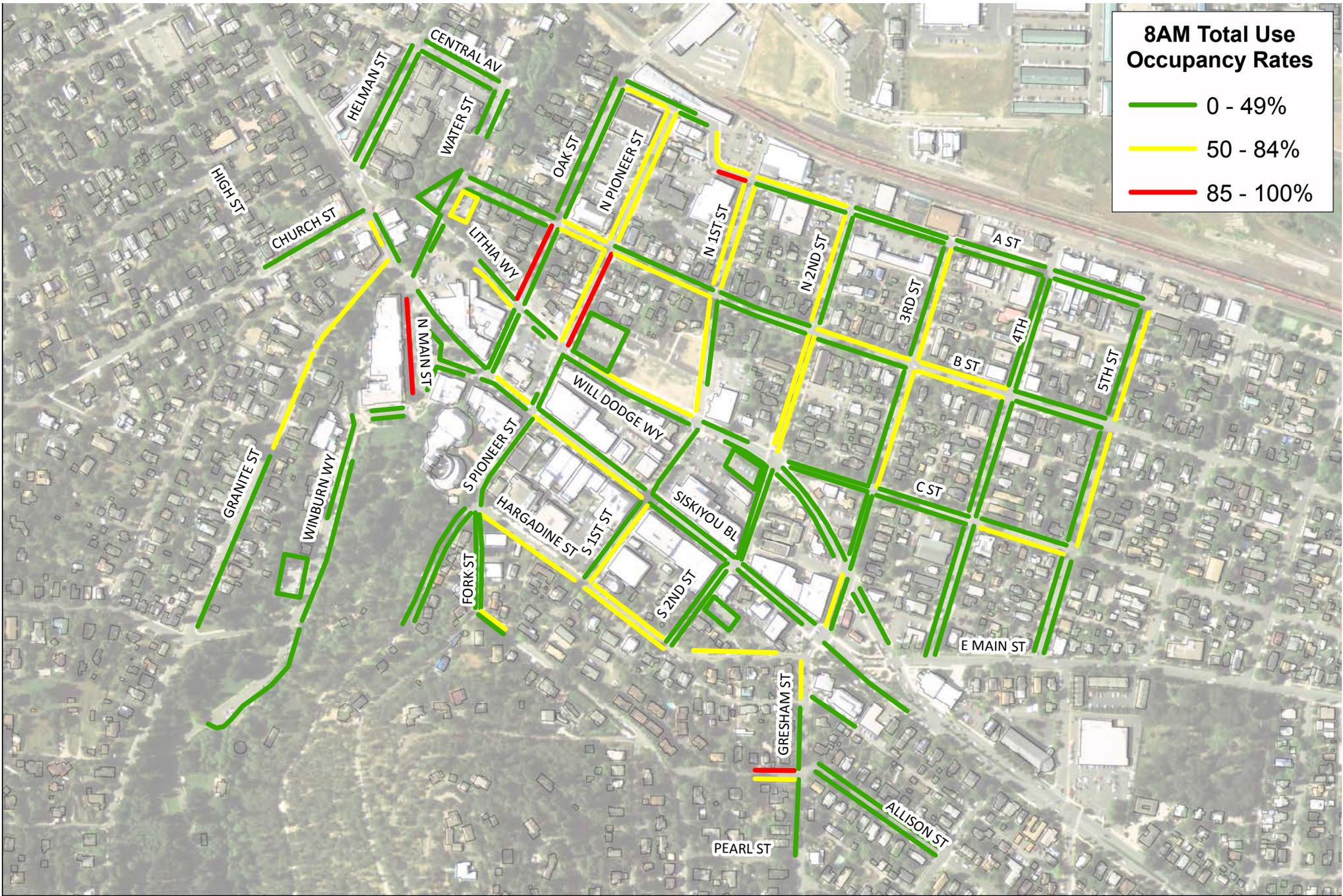


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Downtown Ashland Occupancy Rates



8AM Total Use Occupancy Rates

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



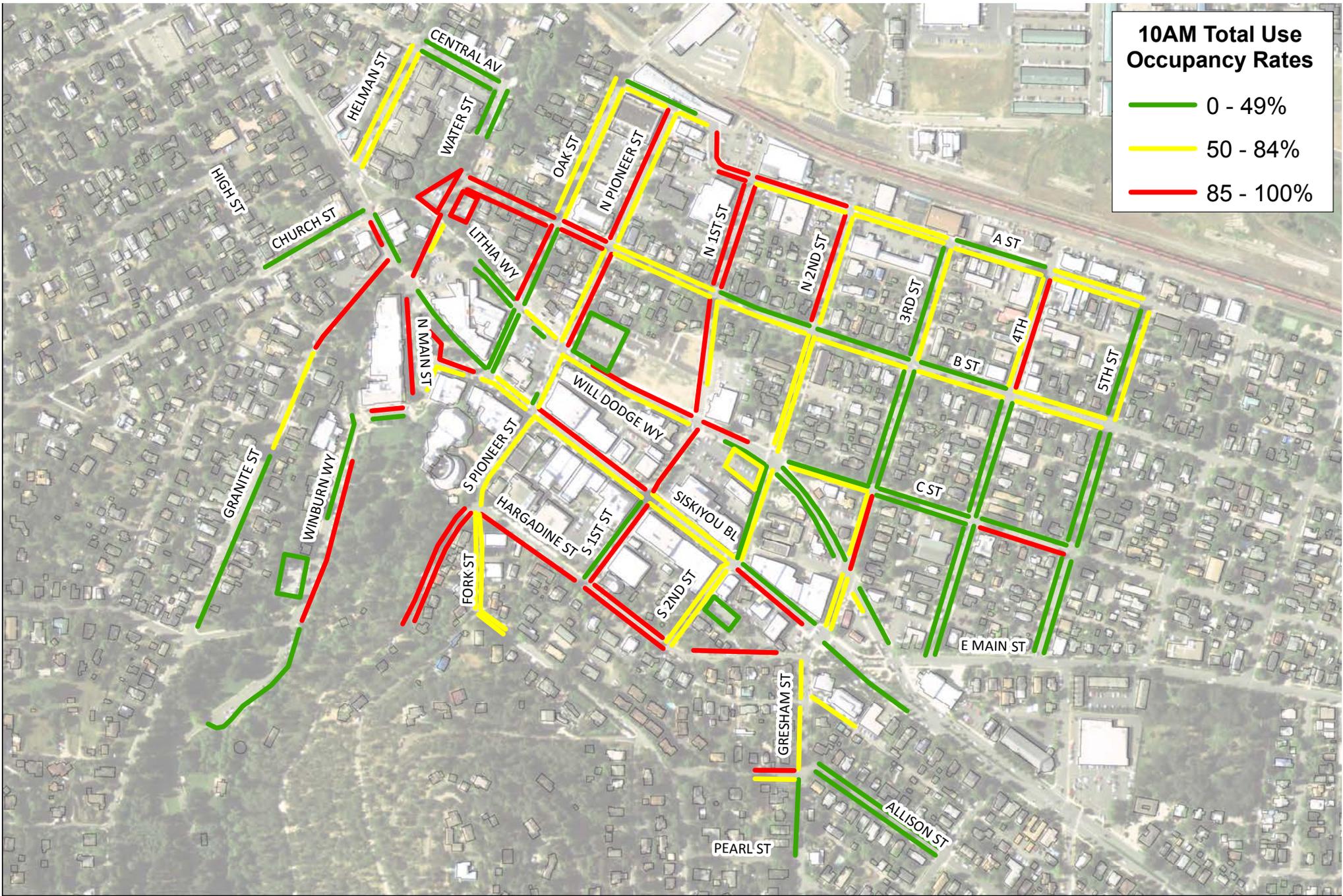
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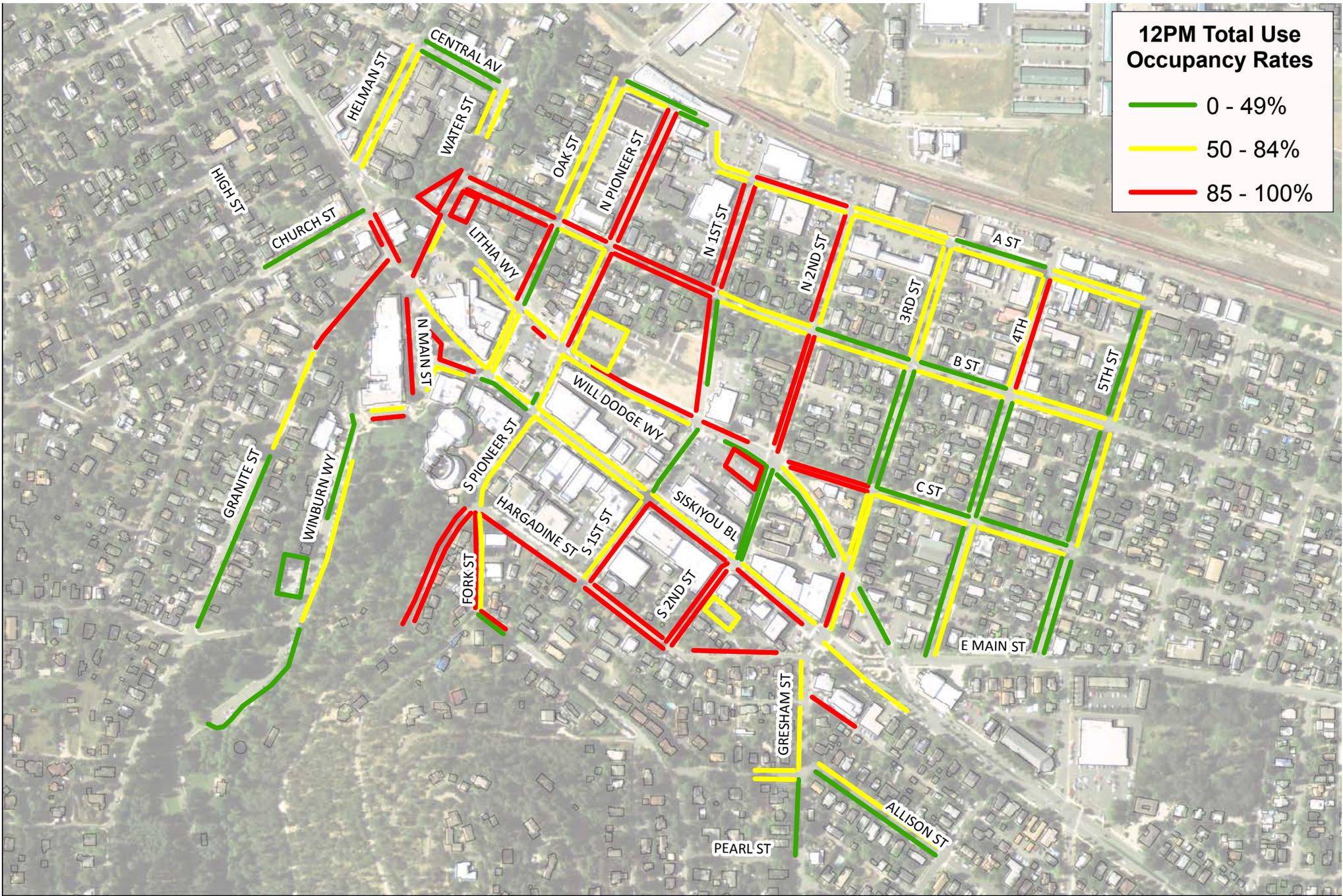
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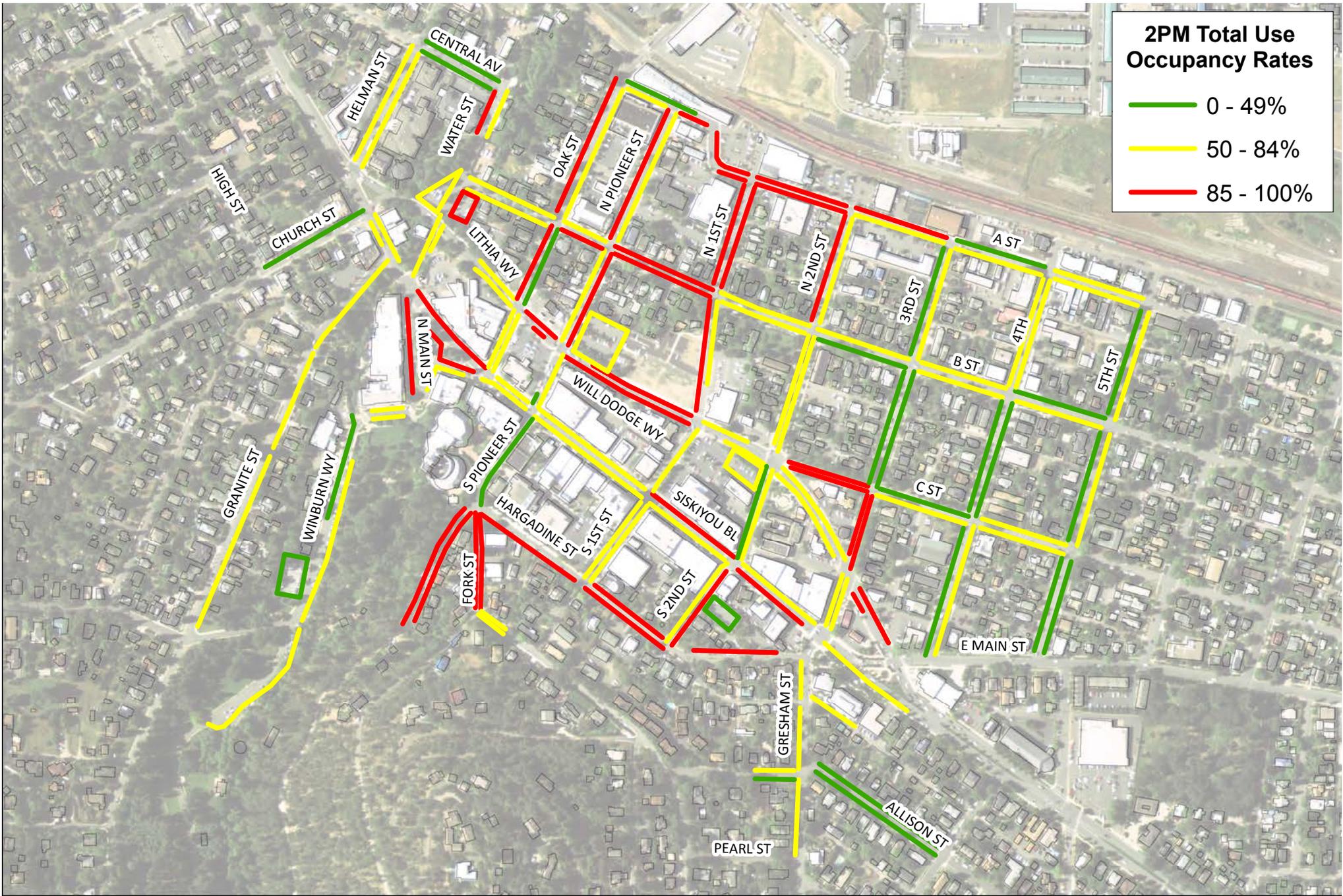
12PM Total Use Occupancy Rates

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



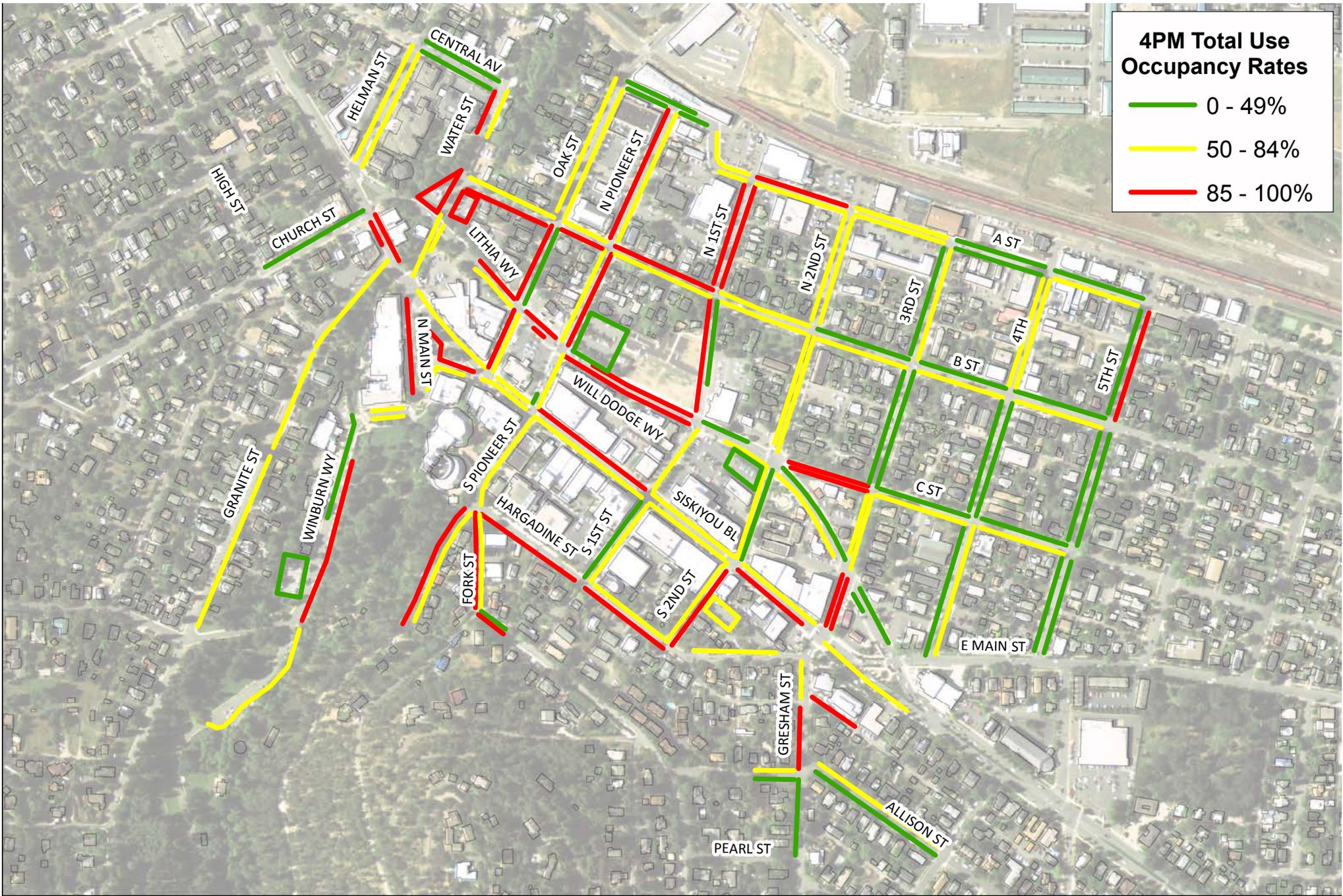
Downtown Ashland Occupancy Rates

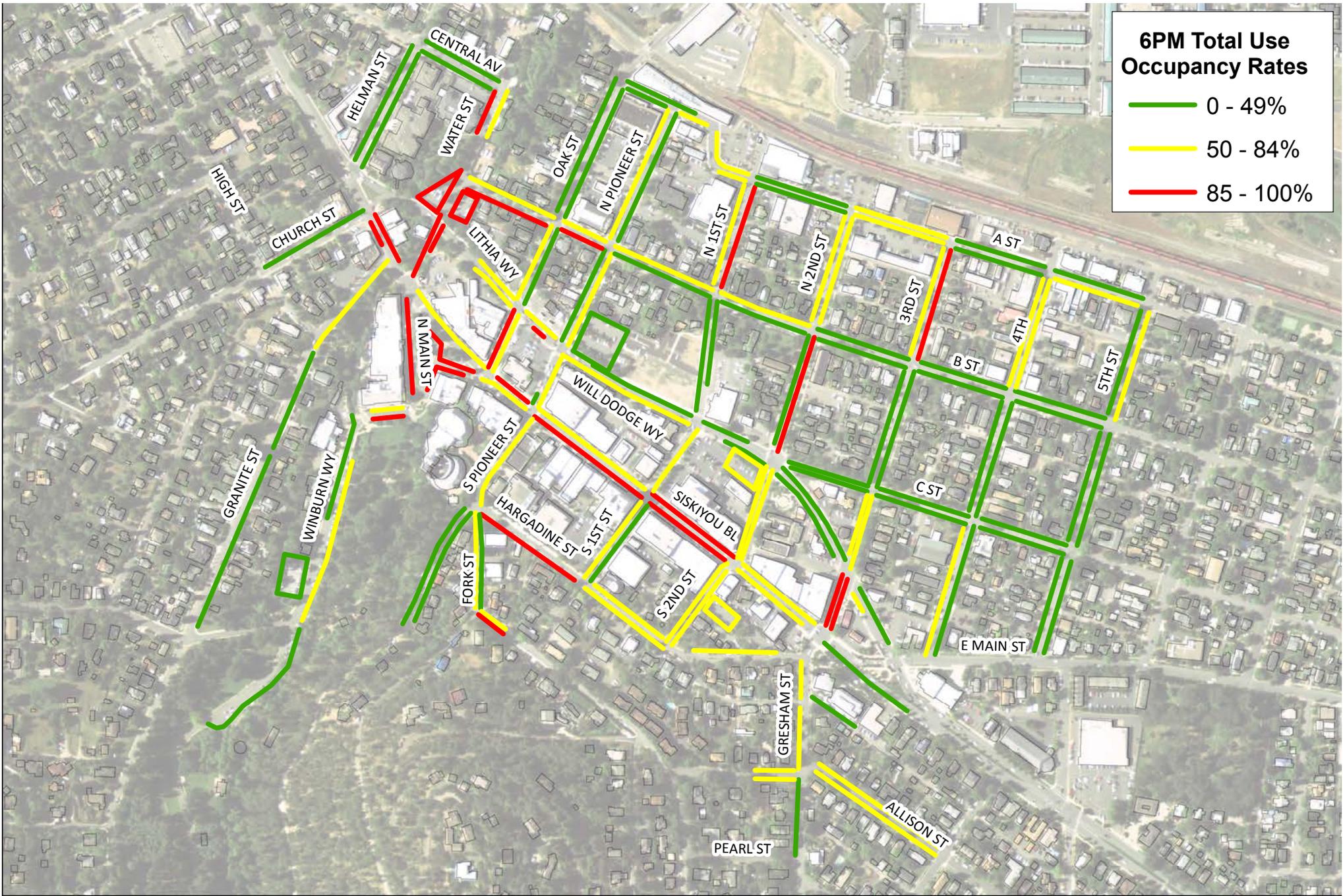




Downtown Ashland Occupancy Rates







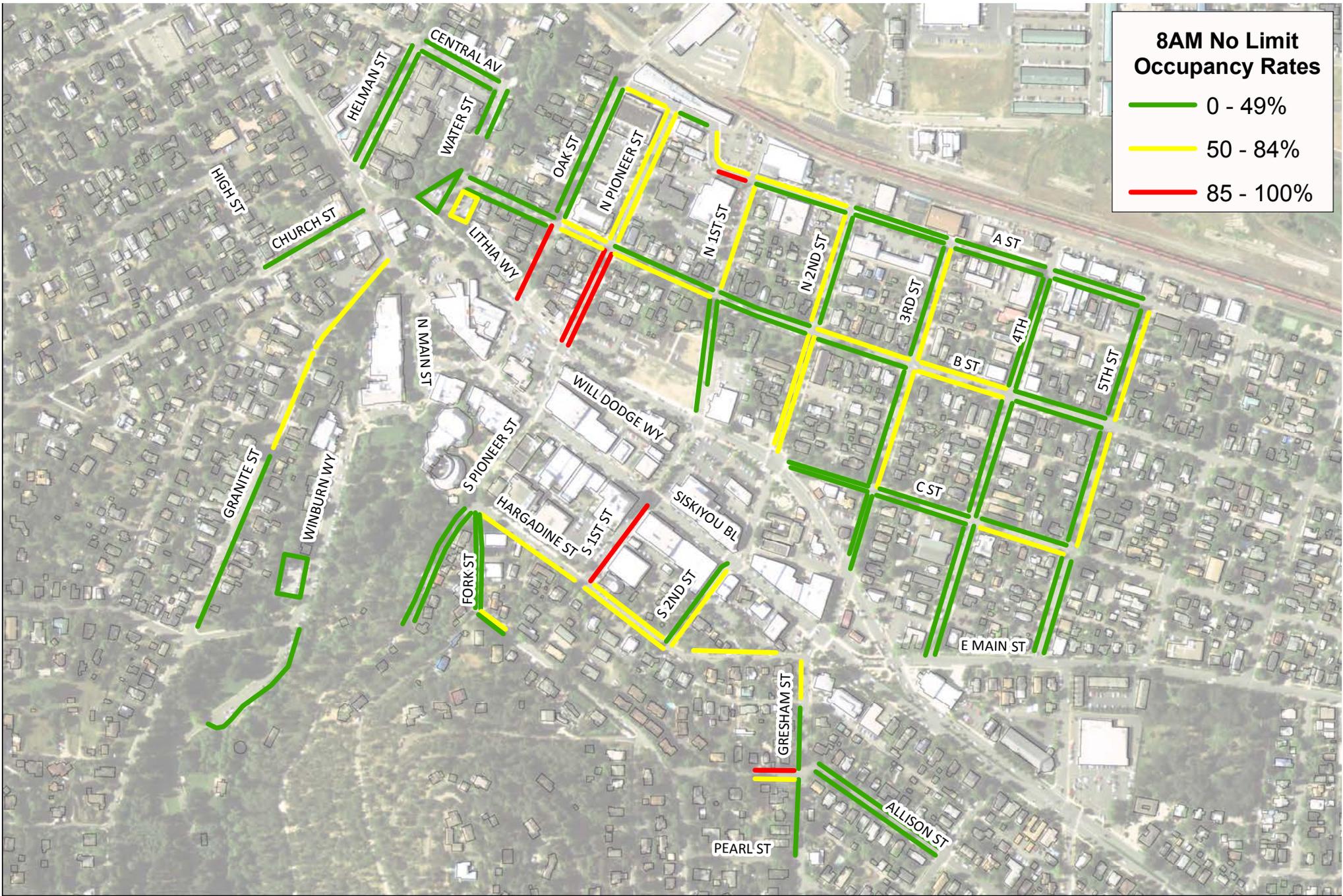
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Downtown Ashland Occupancy Rates





**8AM No Limit
Occupancy Rates**

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



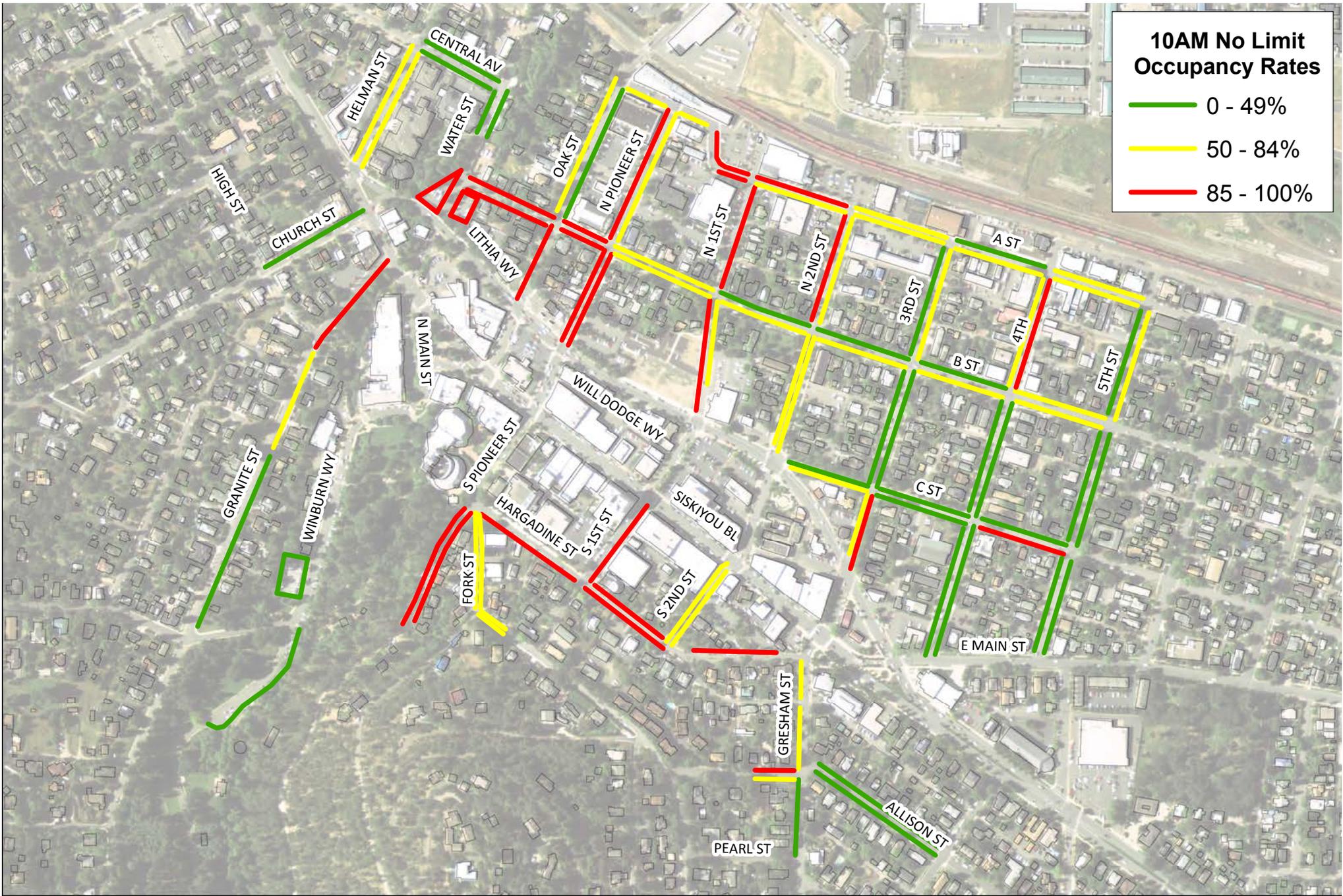
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Downtown Ashland Occupancy Rates





**10AM No Limit
Occupancy Rates**

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



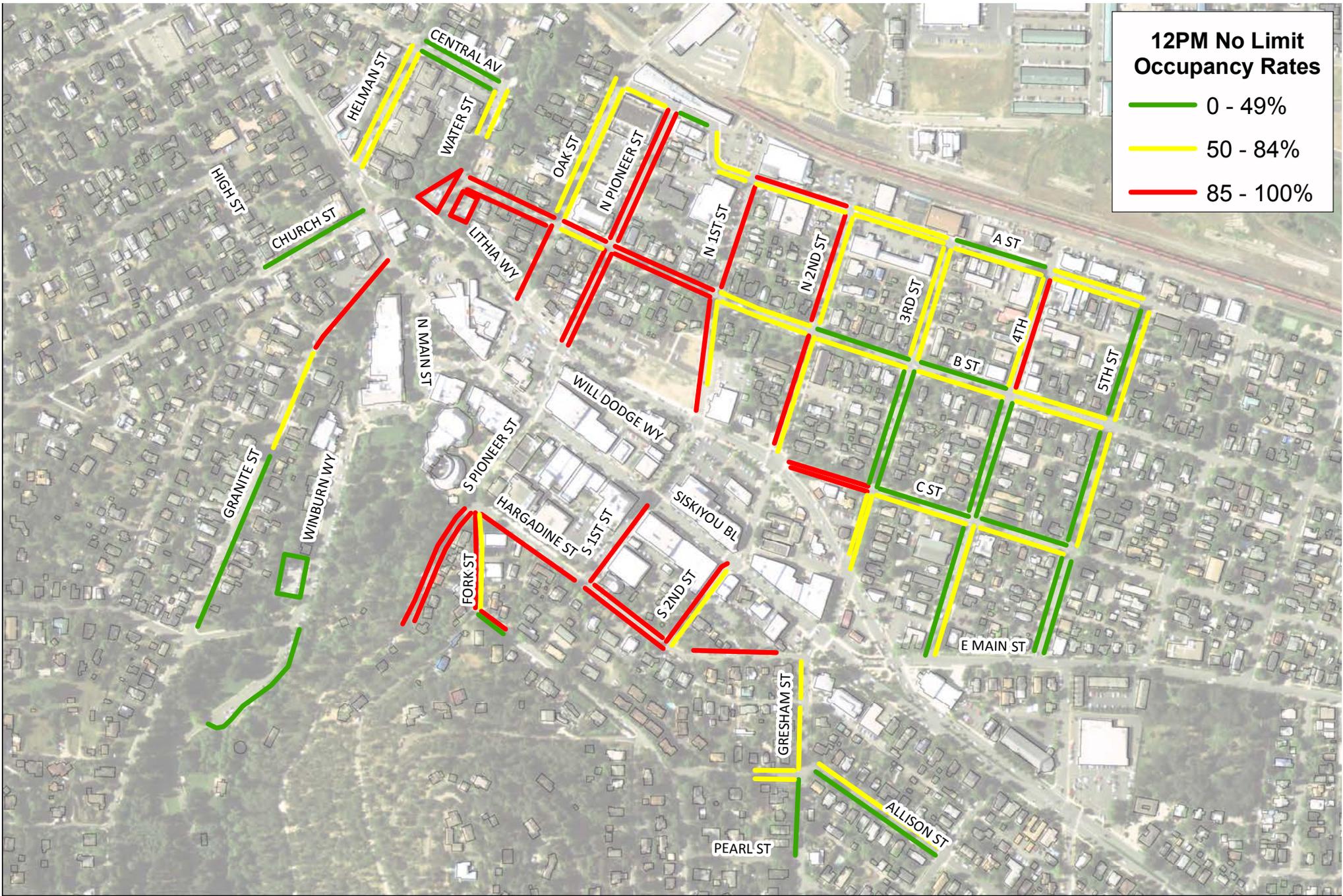
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Downtown Ashland Occupancy Rates





**12PM No Limit
Occupancy Rates**

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



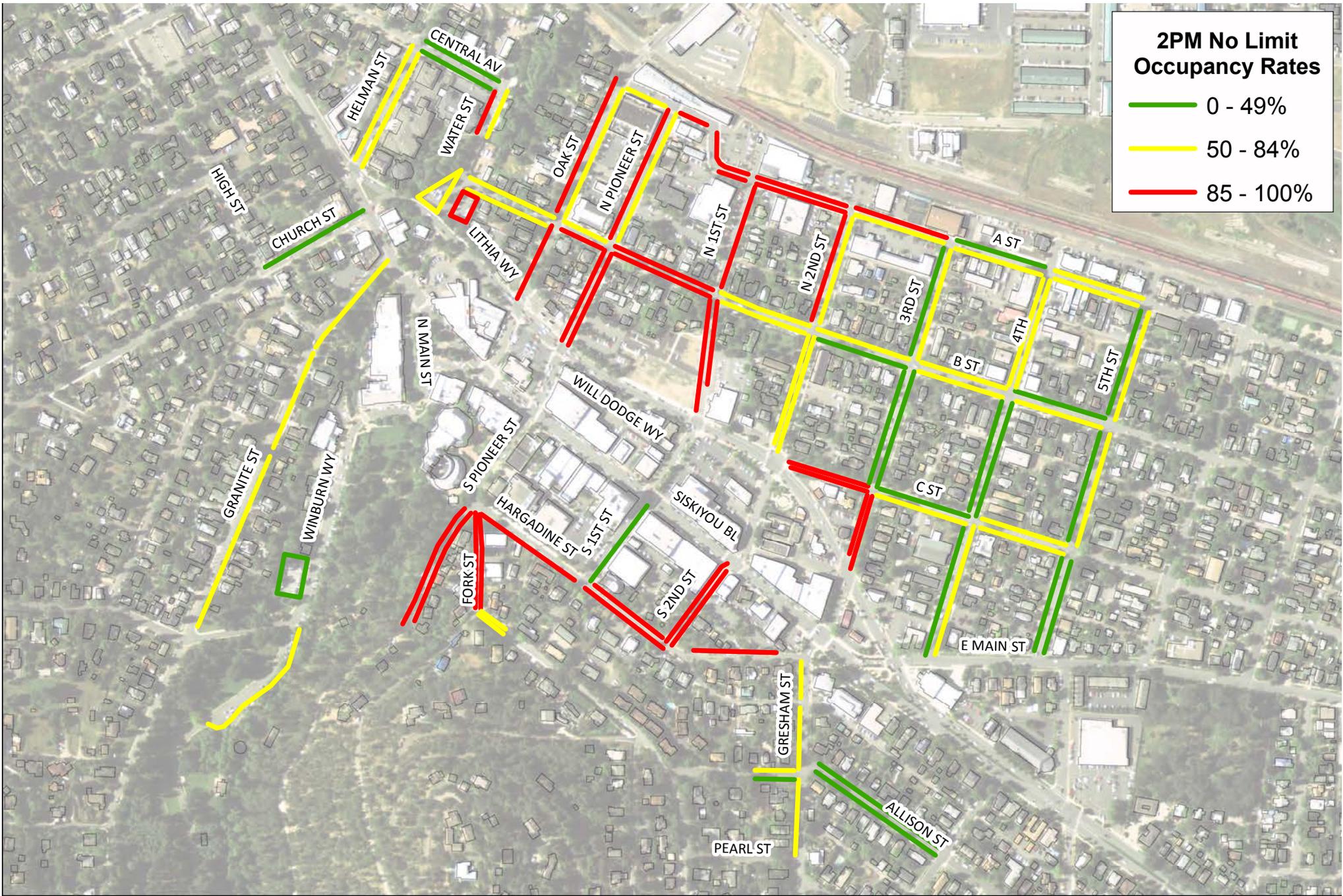
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Downtown Ashland Occupancy Rates





**2PM No Limit
Occupancy Rates**

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



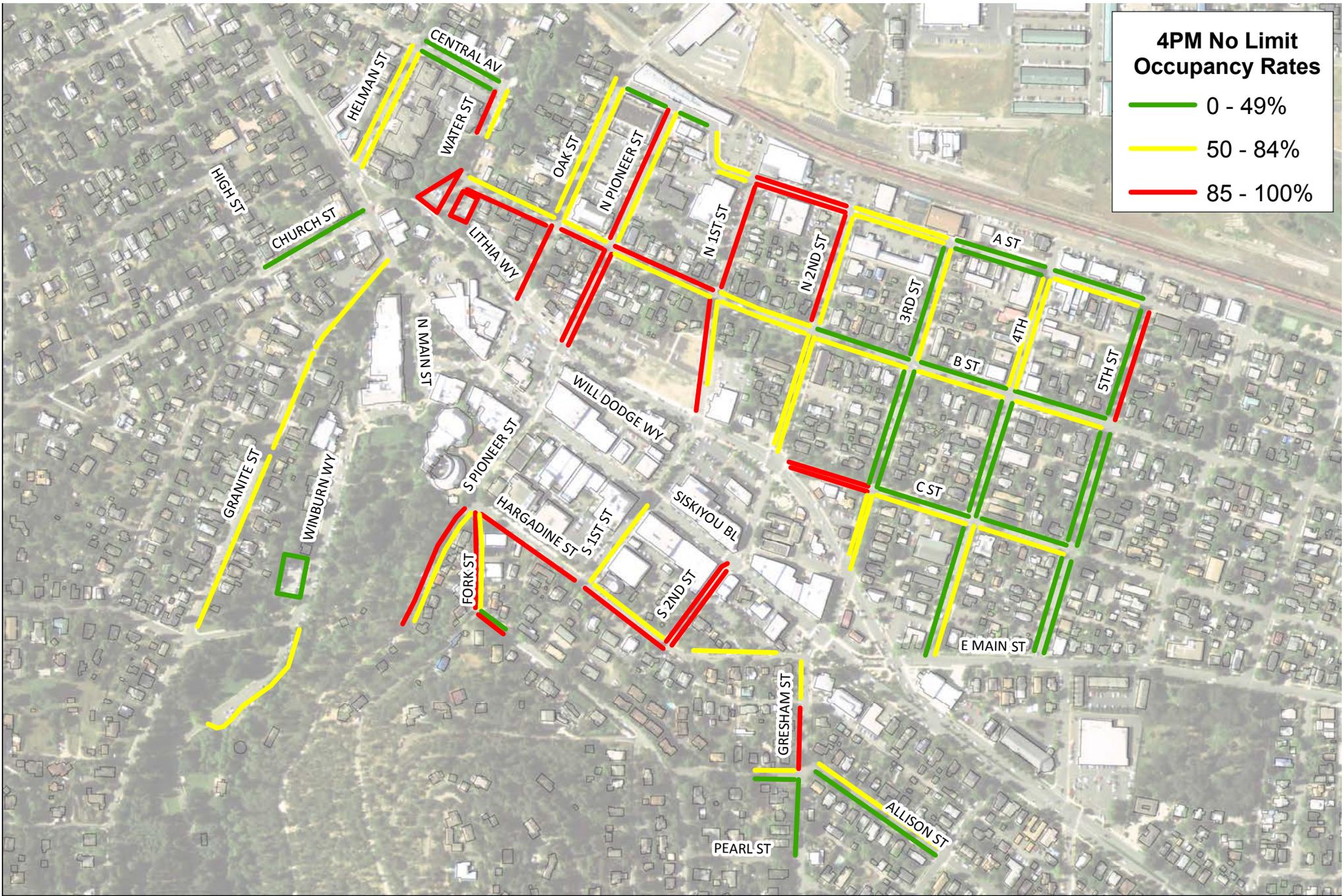
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Downtown Ashland Occupancy Rates





**4PM No Limit
Occupancy Rates**

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



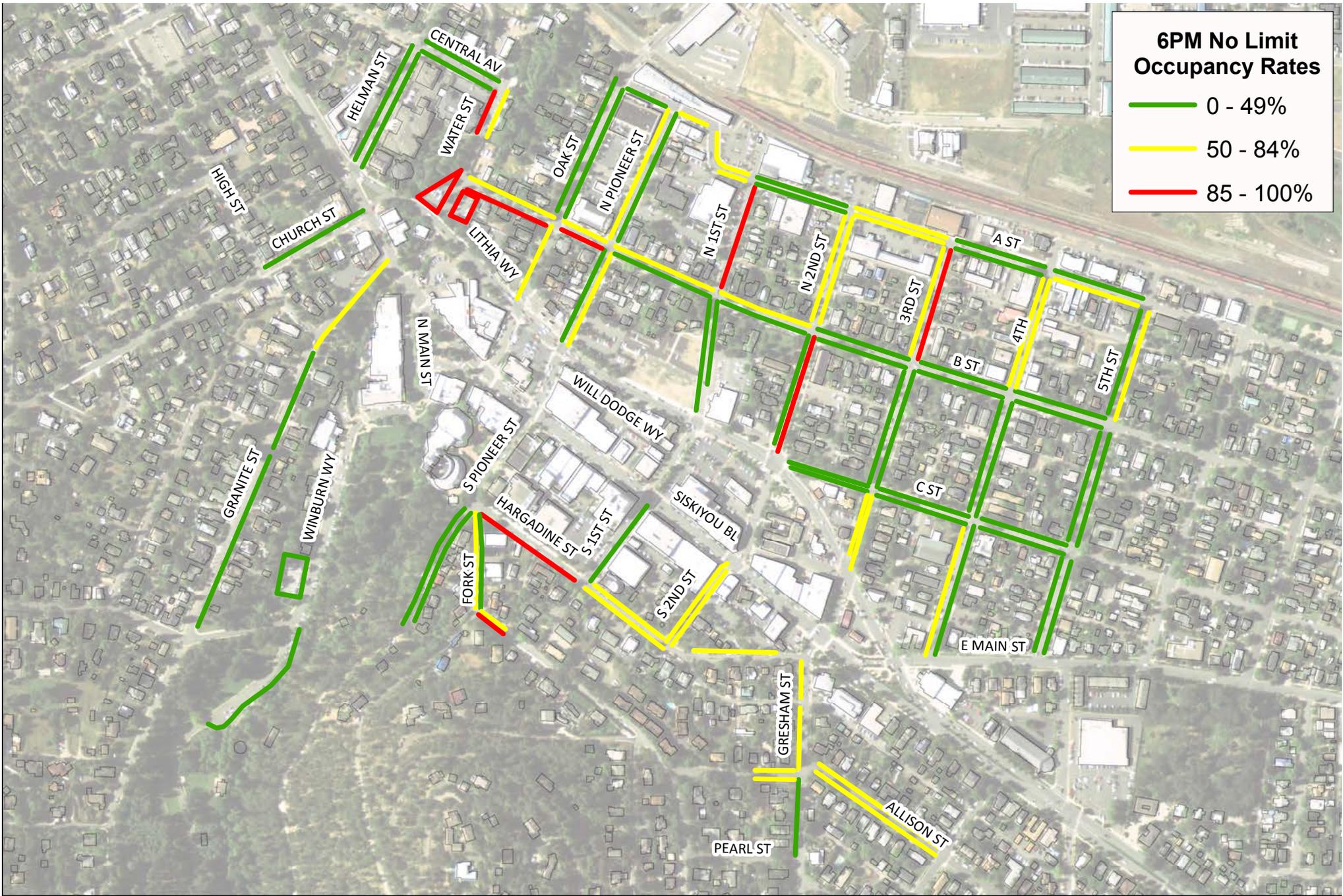
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Downtown Ashland Occupancy Rates





**6PM No Limit
Occupancy Rates**

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



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Downtown Ashland Occupancy Rates





**8AM 4 Hour
Occupancy Rates**

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





**10AM 4 Hour
Occupancy Rates**

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





**12PM 4 Hour
Occupancy Rates**

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





**2PM 4 Hour
Occupancy Rates**

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





**4PM 4 Hour
Occupancy Rates**

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



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**6PM 4 Hour
Occupancy Rates**

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





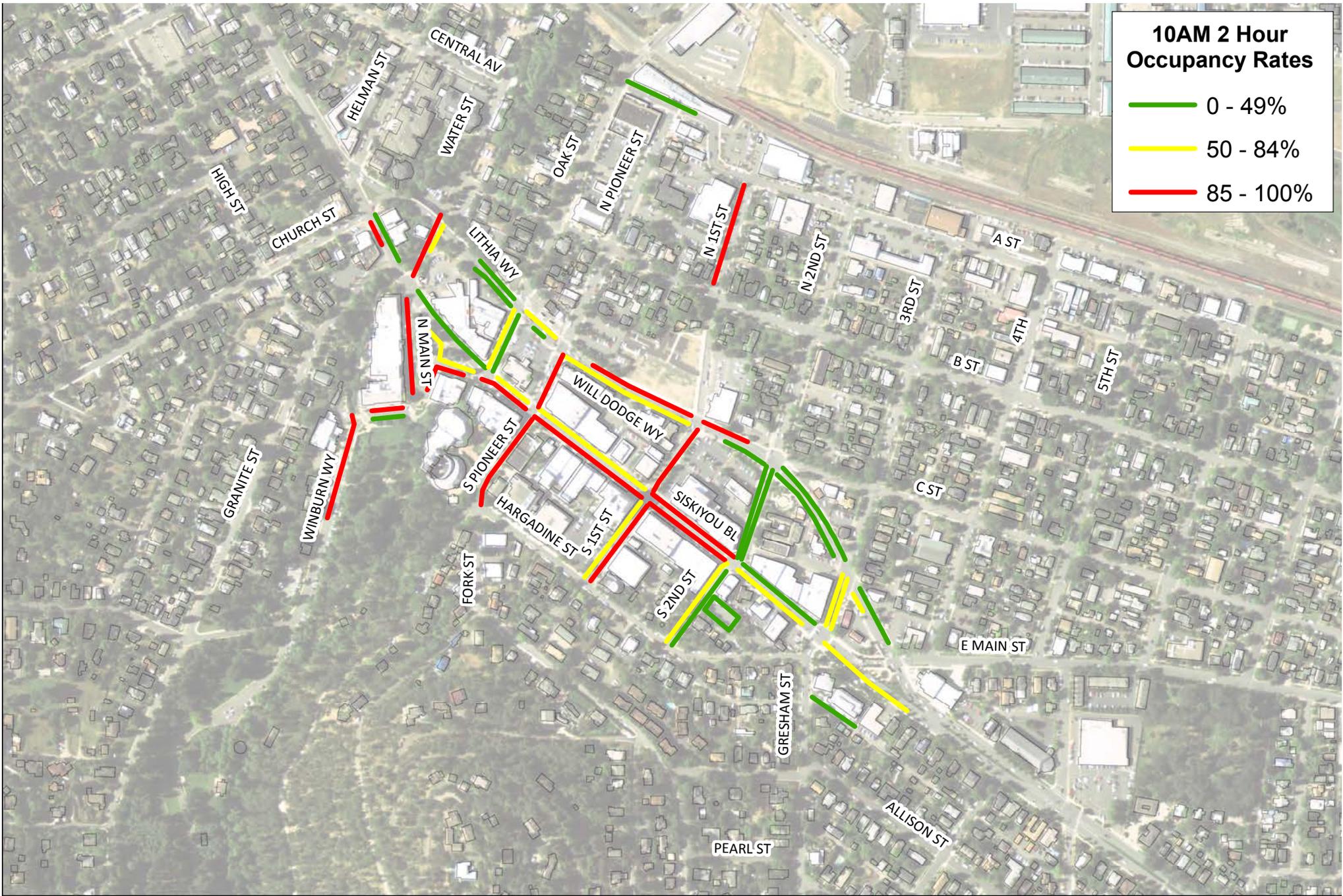
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Downtown Ashland Occupancy Rates





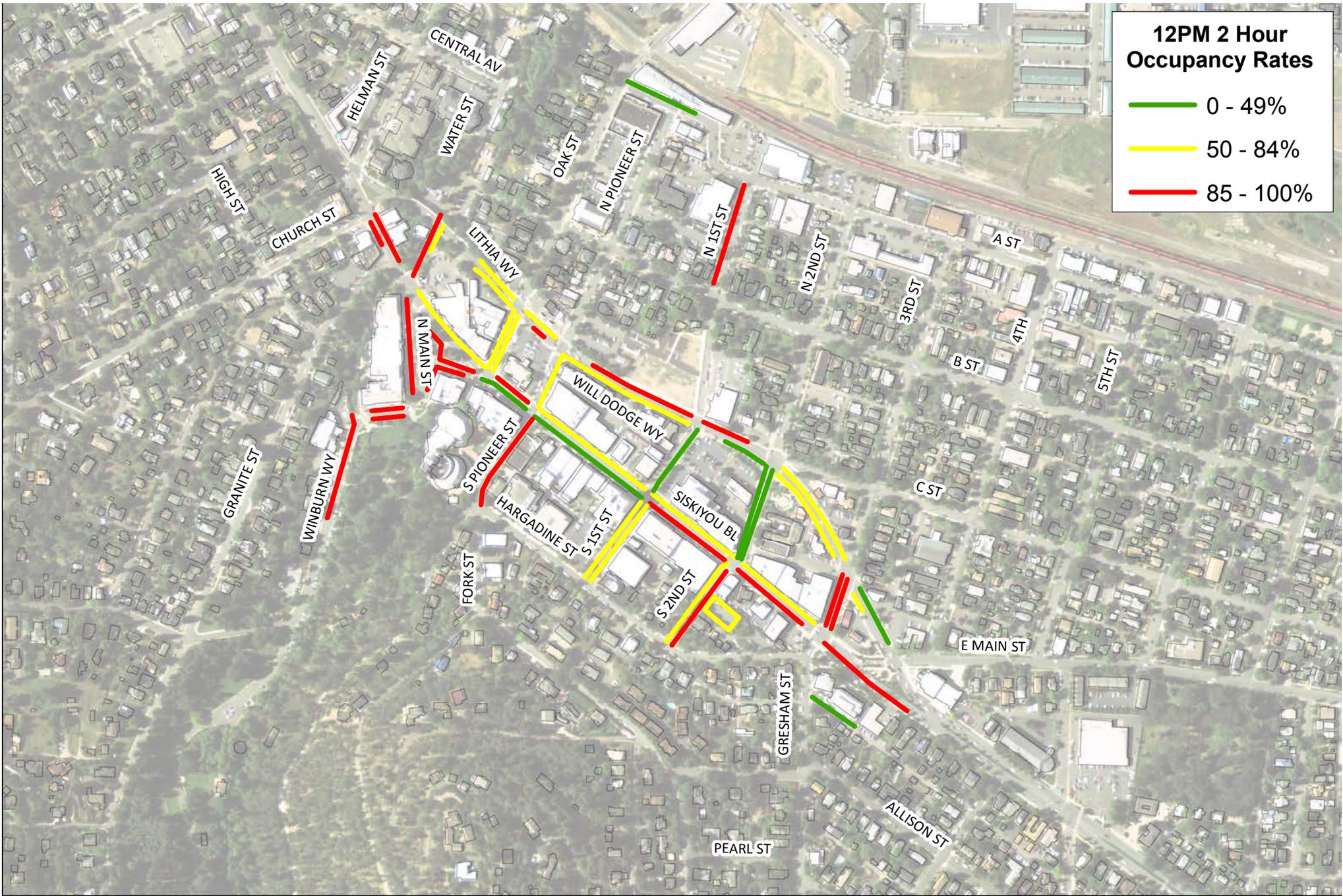
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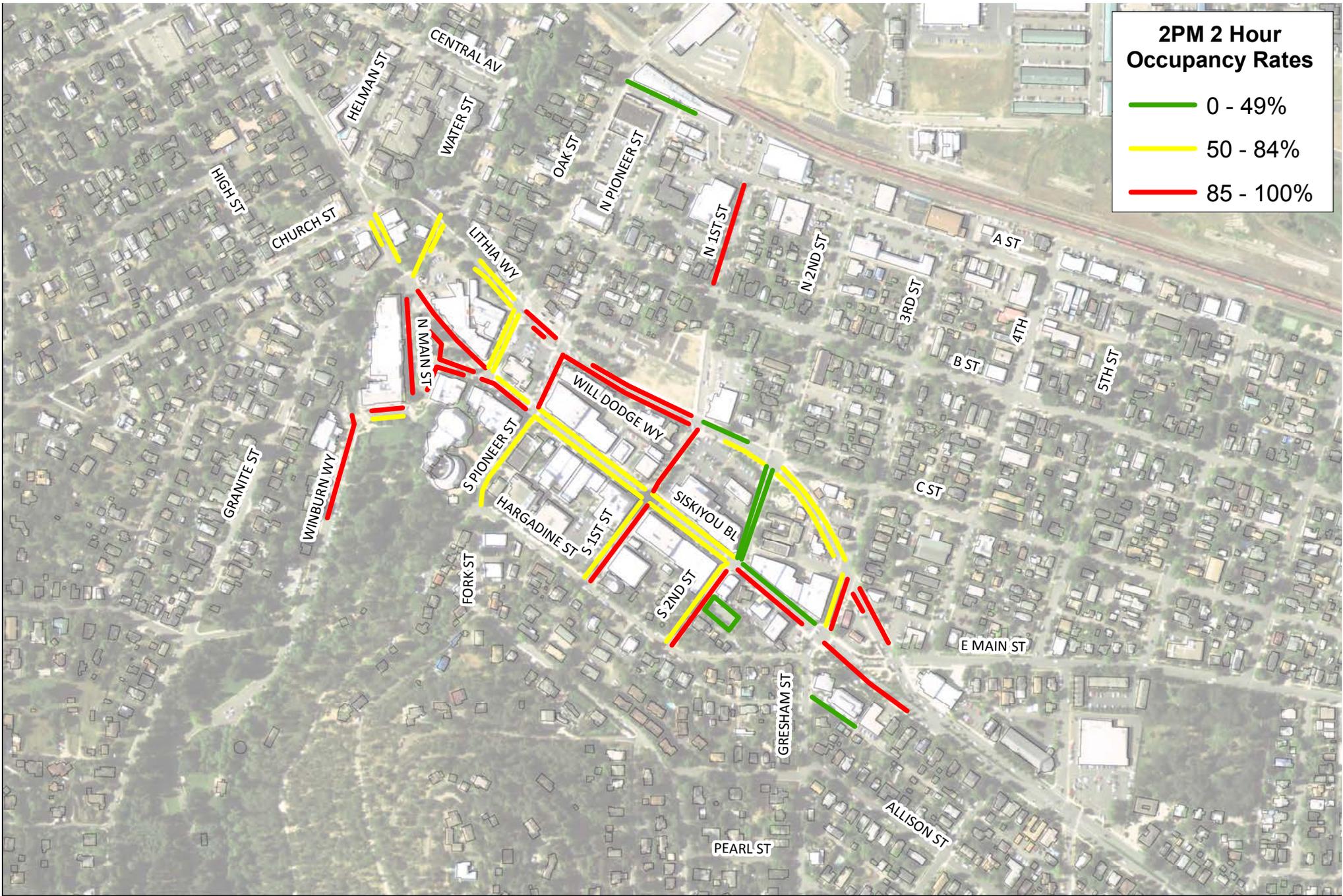
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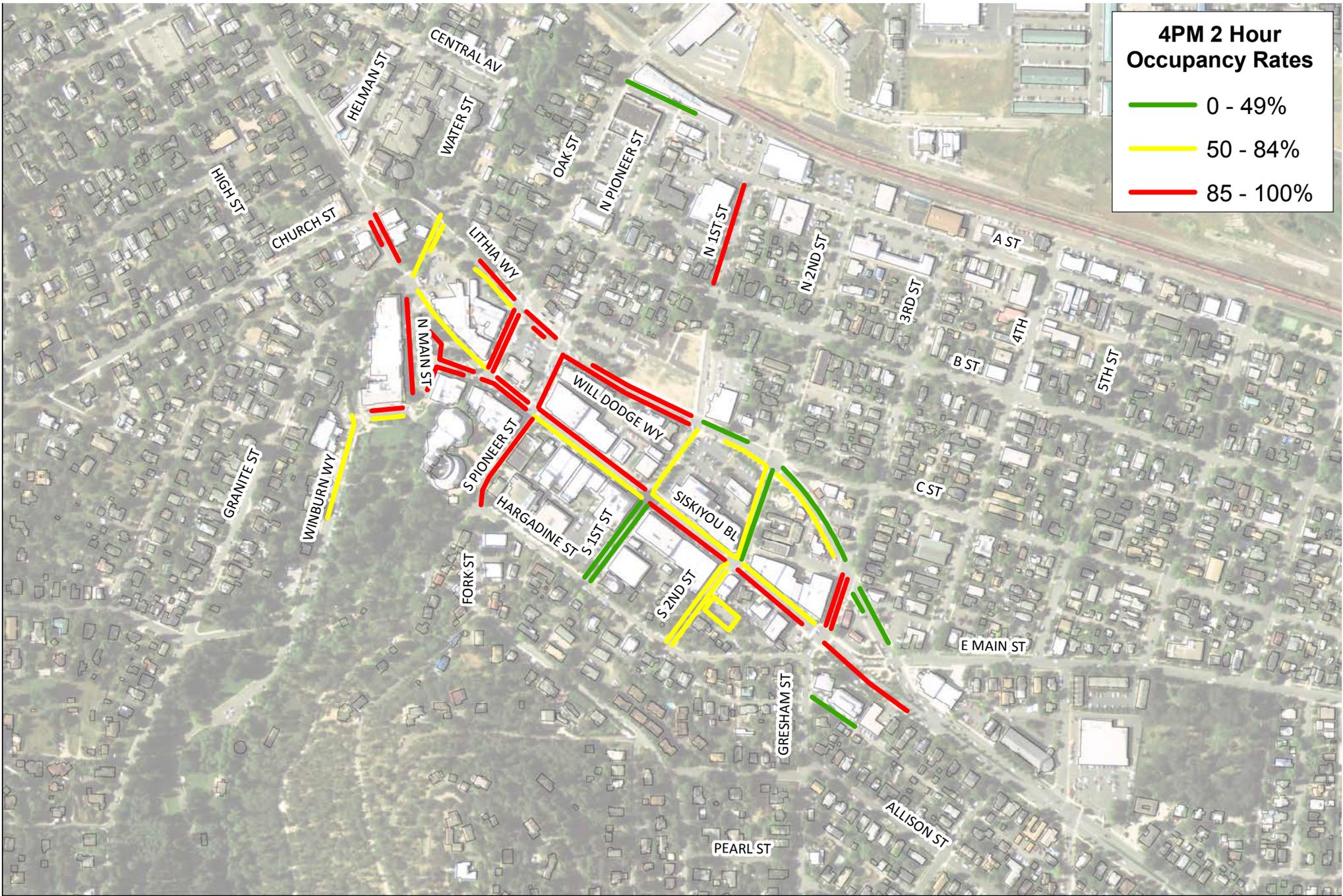
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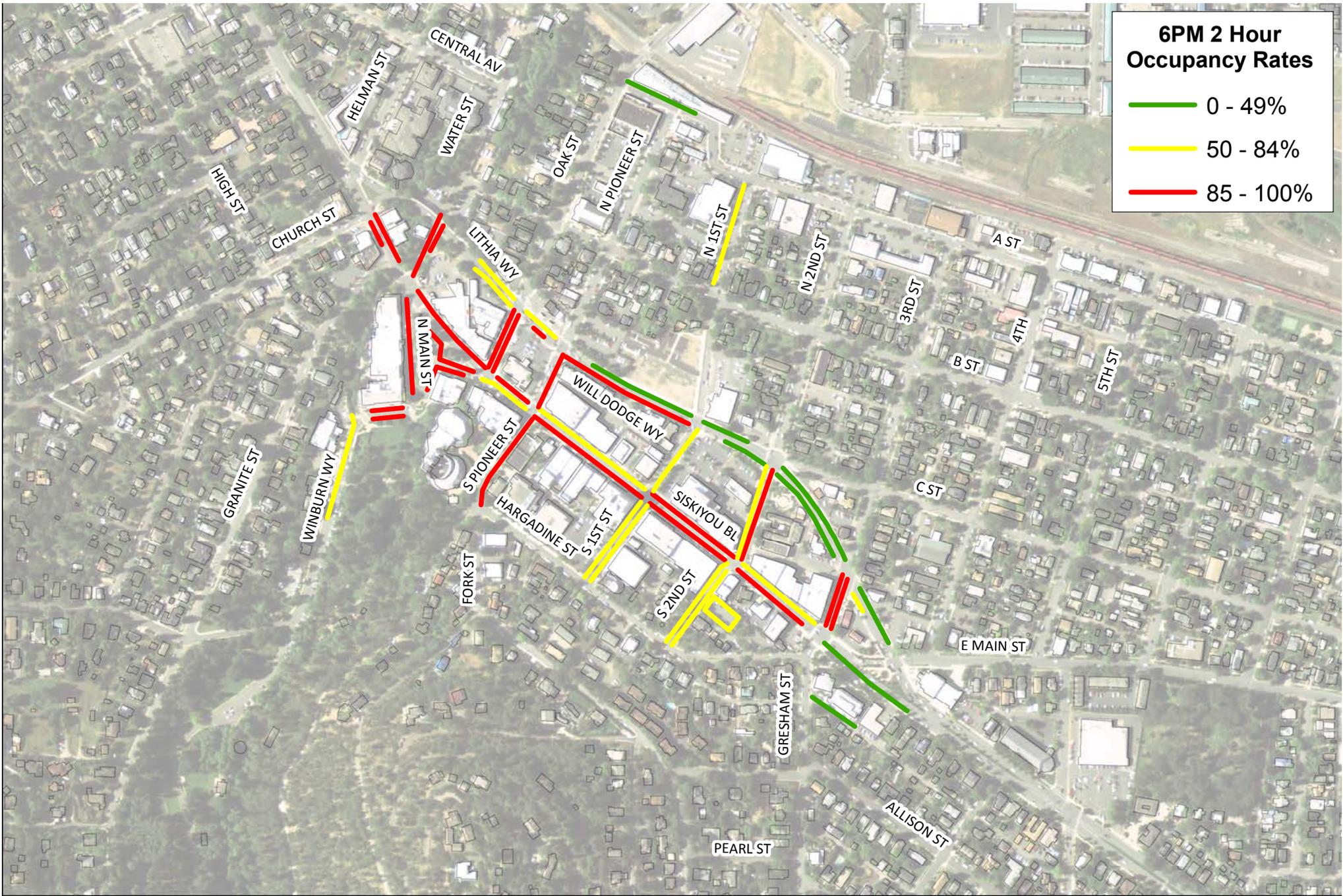
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Downtown Ashland Occupancy Rates





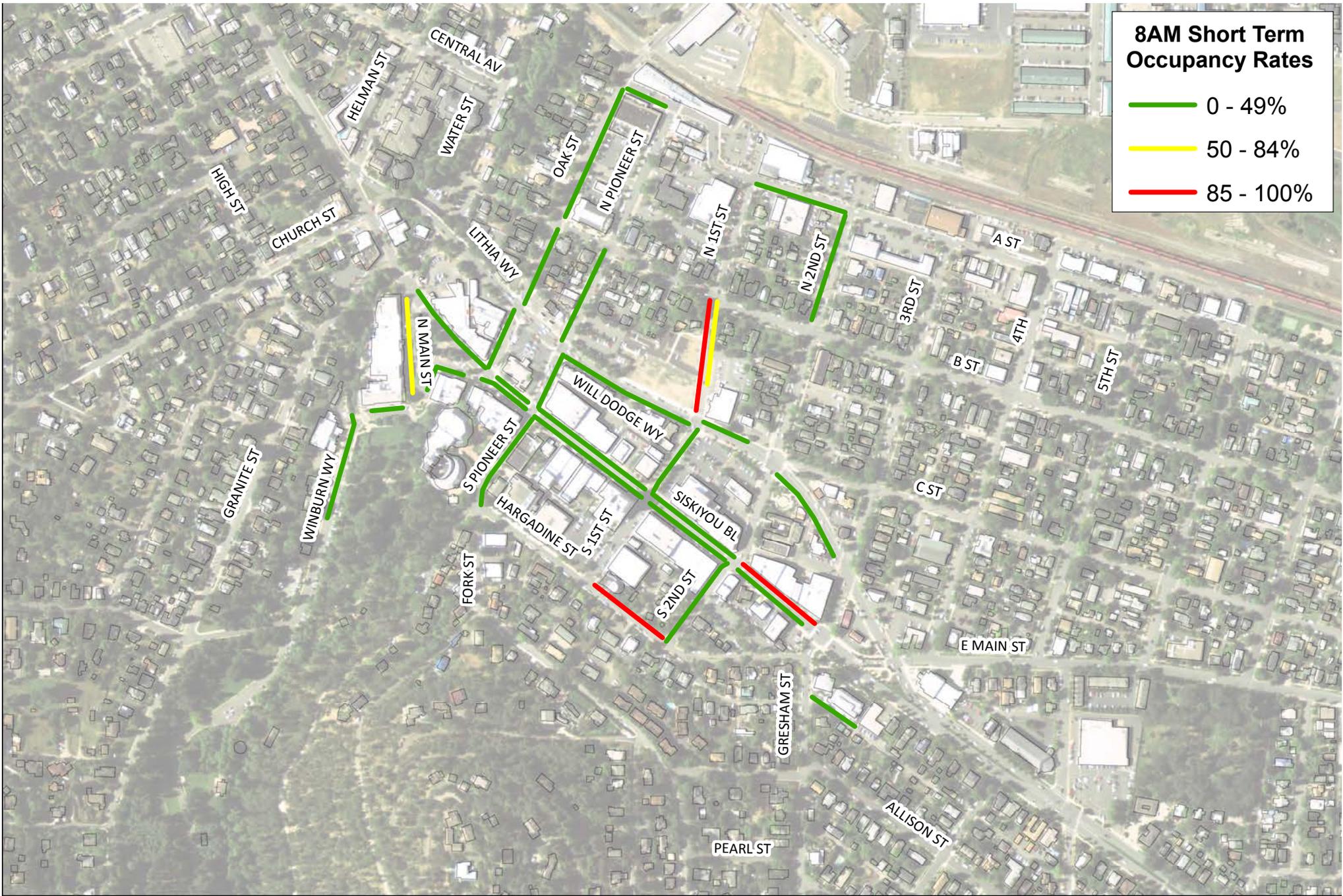
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Downtown Ashland Occupancy Rates





8AM Short Term Occupancy Rates

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

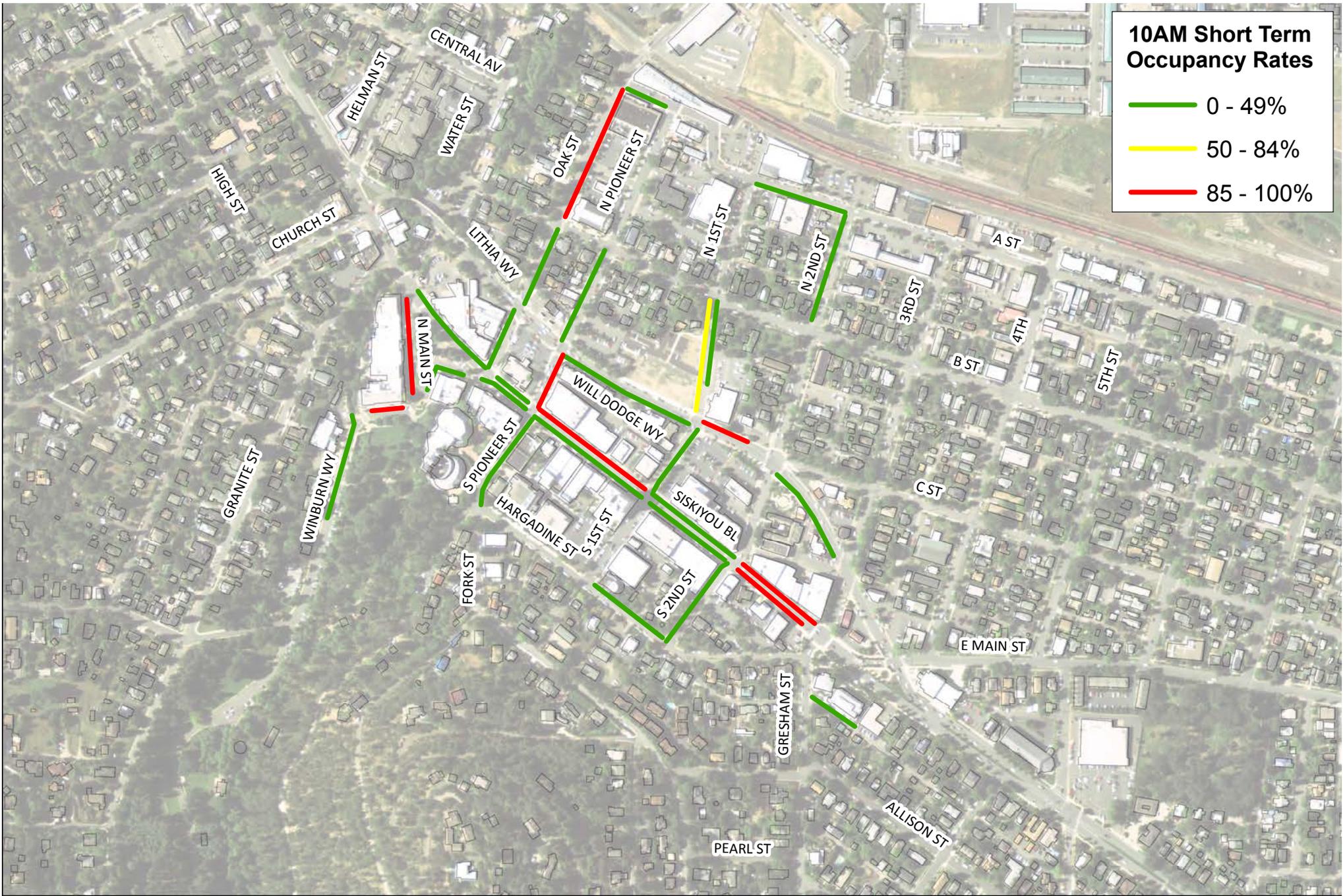


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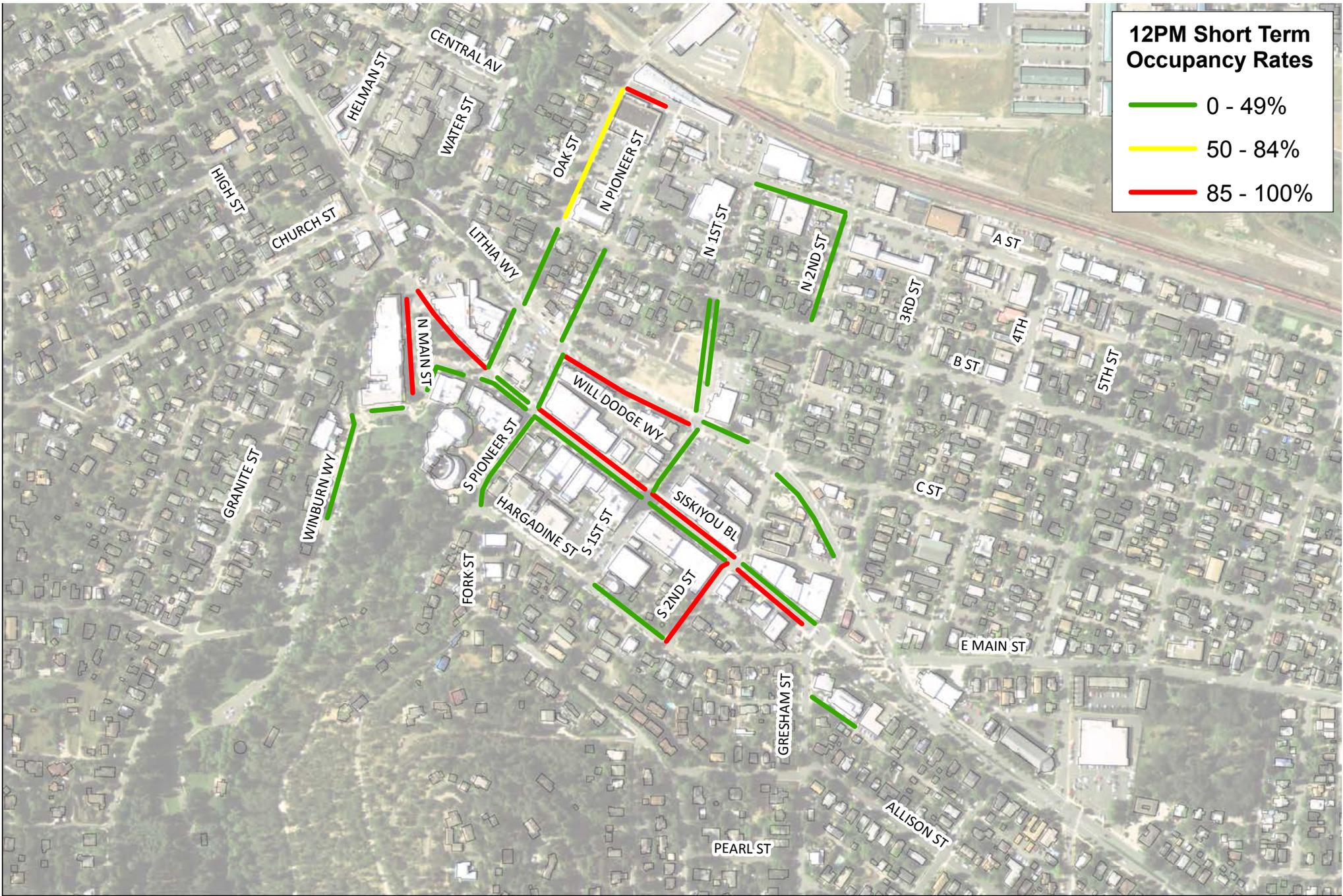
Downtown Ashland Occupancy Rates



10AM Short Term Occupancy Rates

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

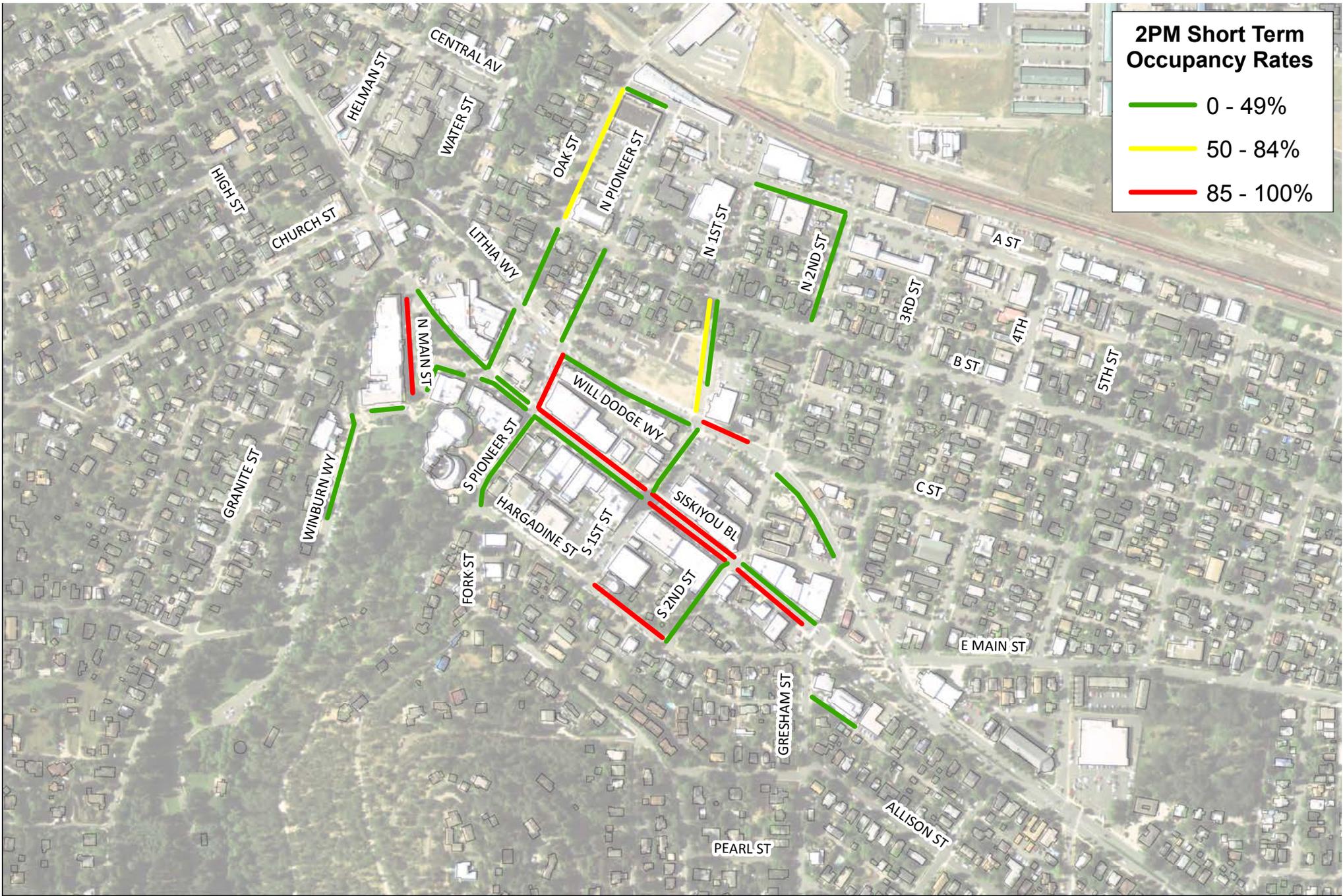




12PM Short Term Occupancy Rates

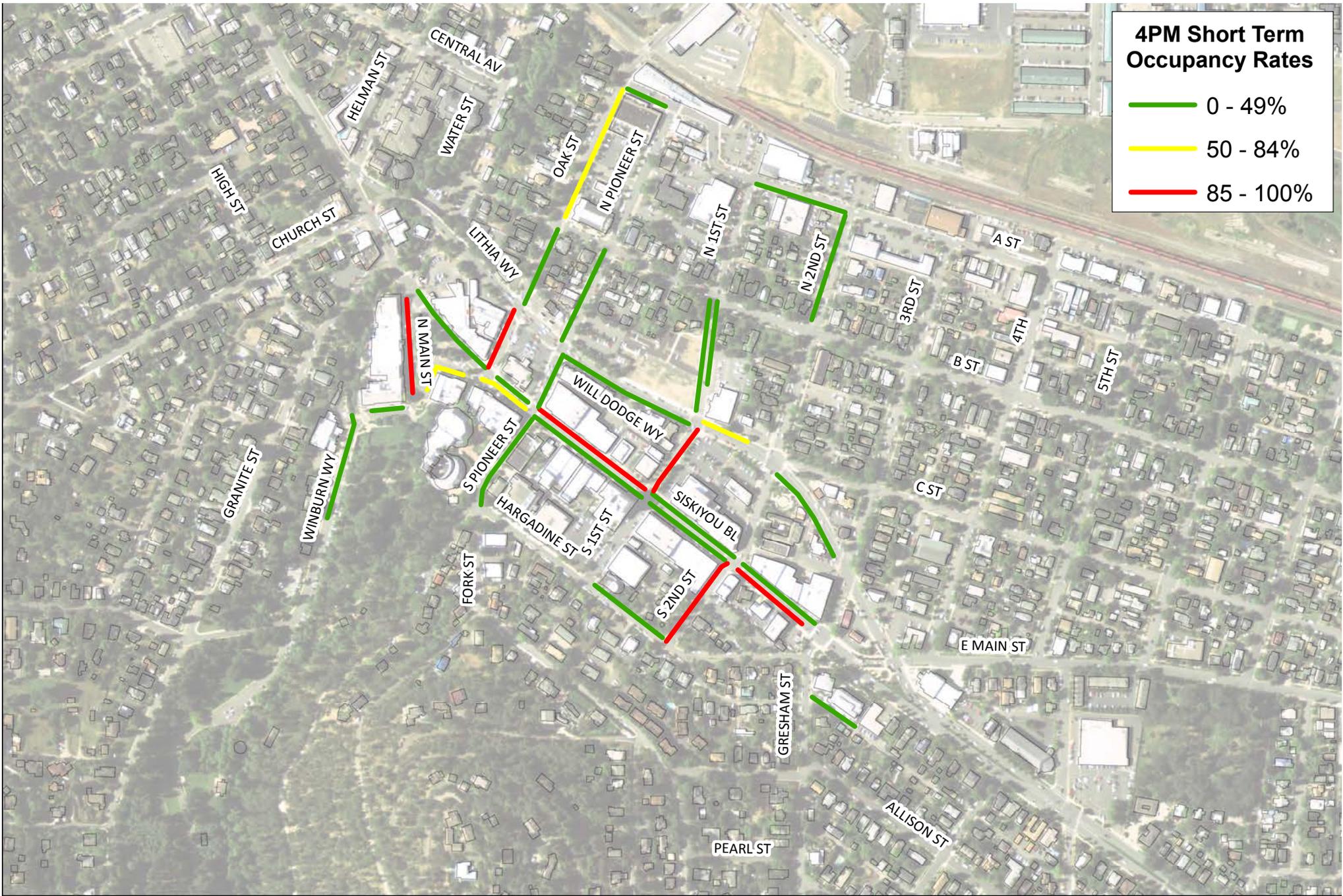
- 0 - 49%
- 50 - 84%
- 85 - 100%





Downtown Ashland Occupancy Rates

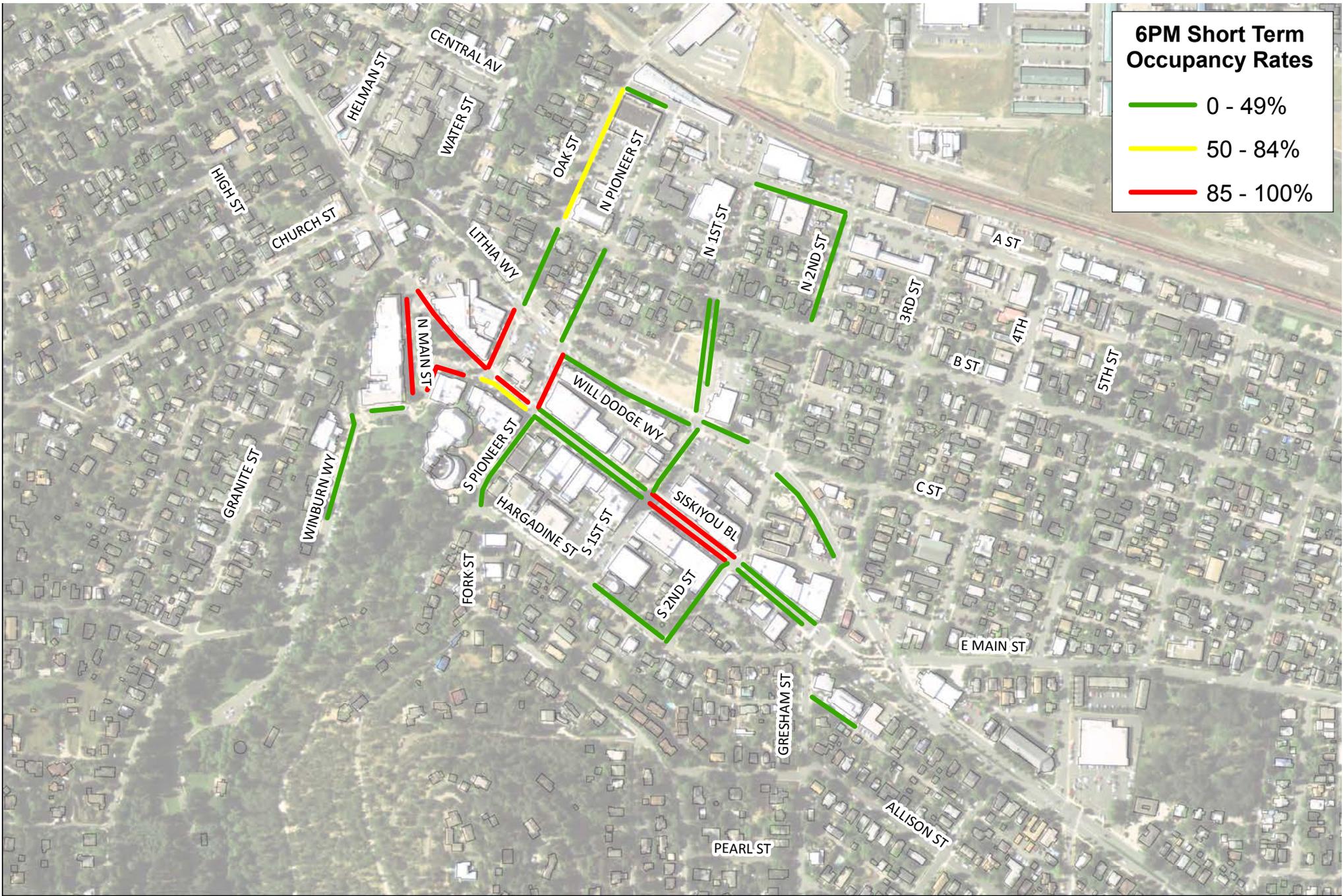




4PM Short Term Occupancy Rates

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





6PM Short Term Occupancy Rates

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





**8AM Handicapped
Occupancy Rates**

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



Downtown Ashland Occupancy Rates





10AM Handicapped Occupancy Rates

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



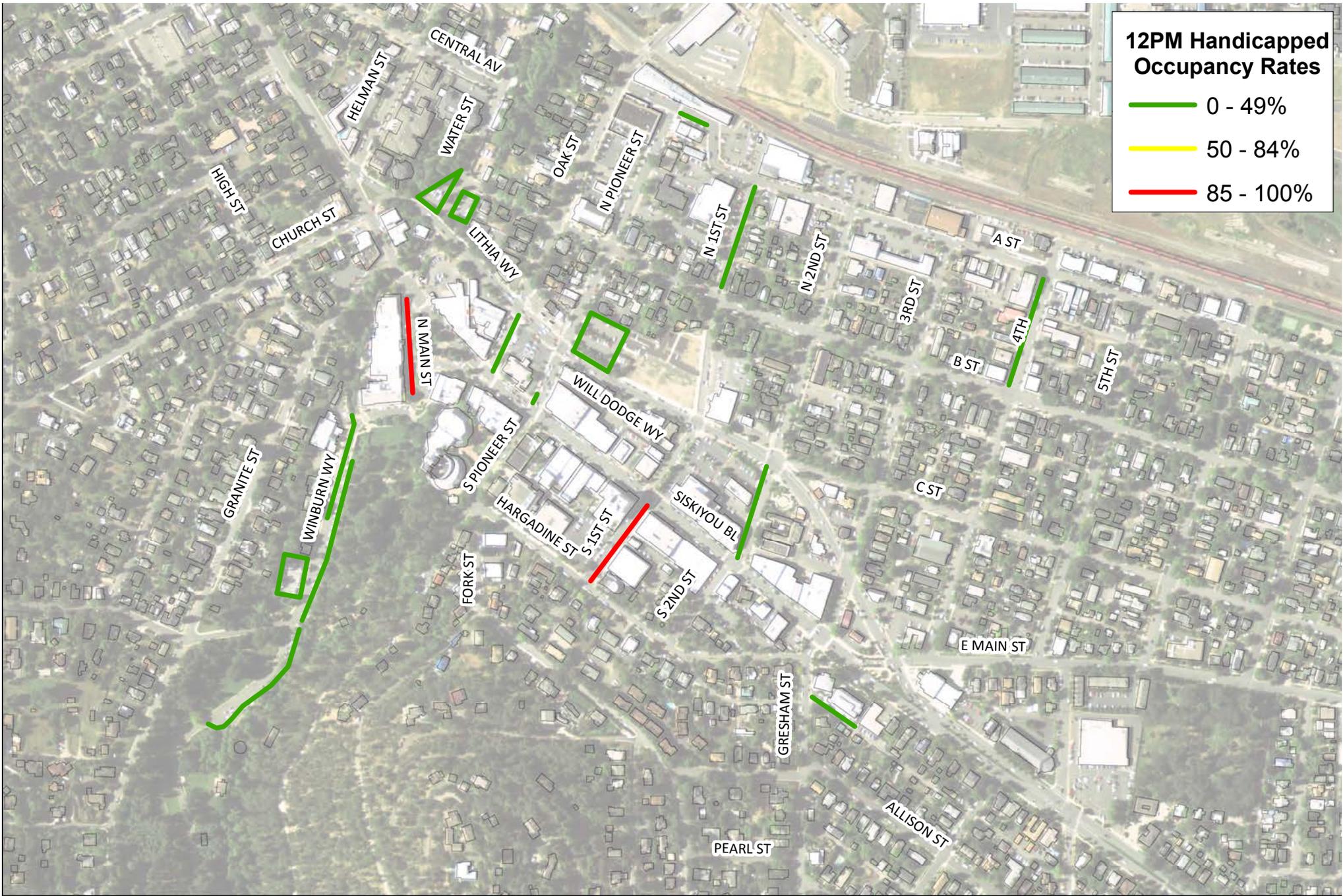
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Downtown Ashland Occupancy Rates





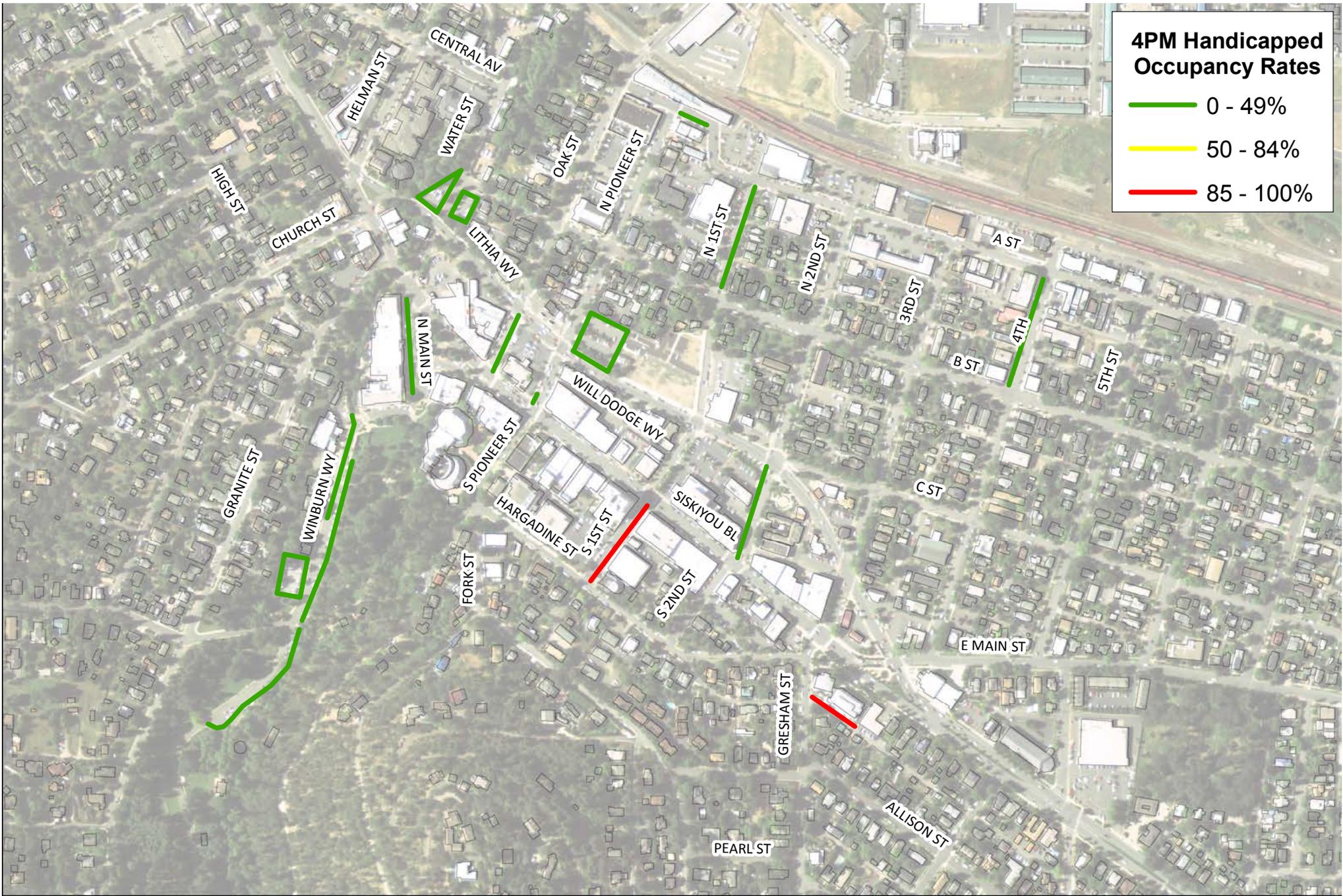
Downtown Ashland Occupancy Rates





Downtown Ashland Occupancy Rates





4PM Handicapped Occupancy Rates

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

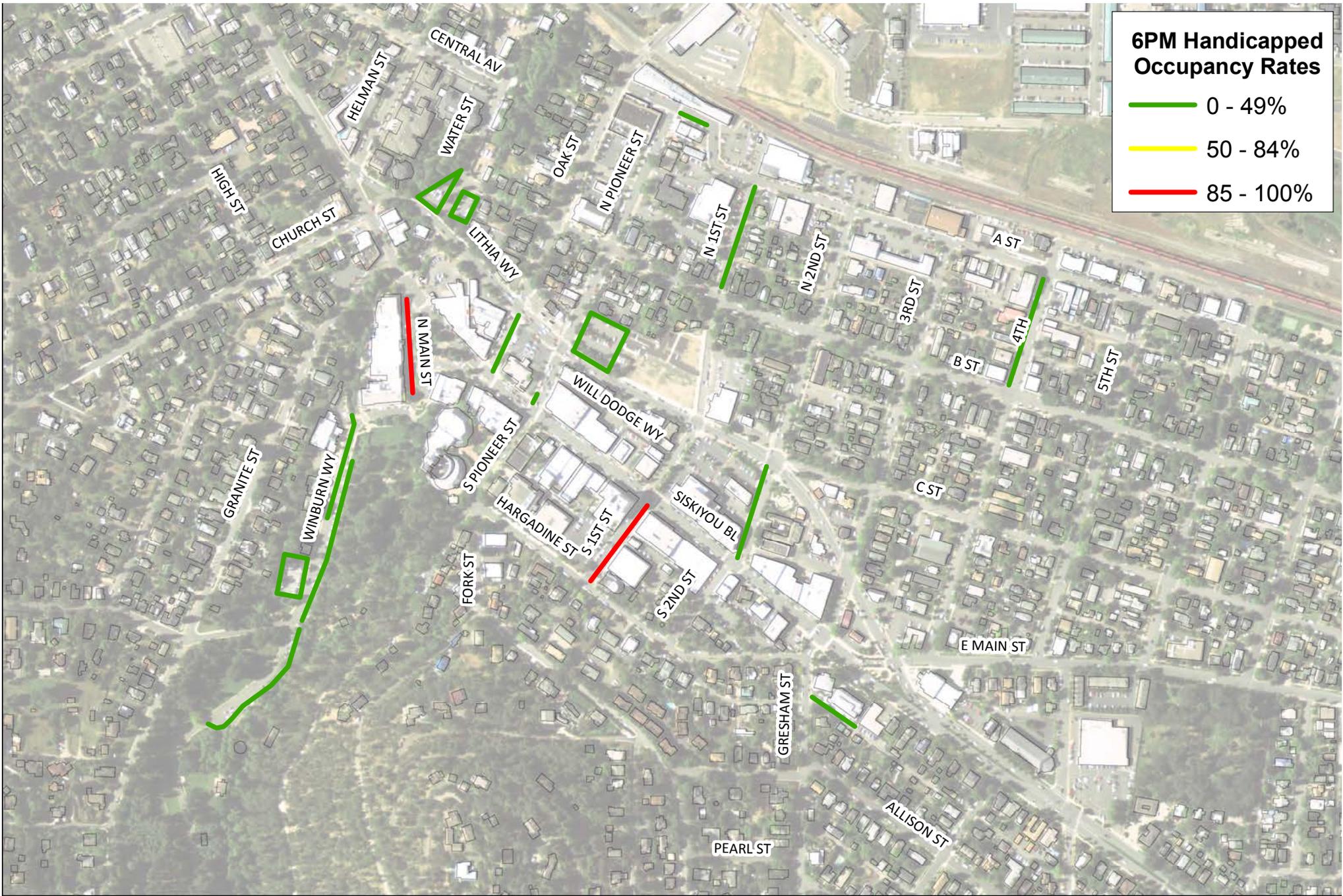


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Downtown Ashland Occupancy Rates



Downtown Ashland Occupancy Rates





8AM Loading Occupancy Rates

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



Community Planning Workshop

April 2014



Downtown Ashland Occupancy Rates





10AM Loading Occupancy Rates

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





12PM Loading Occupancy Rates

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



Community Planning Workshop

April 2014



Downtown Ashland Occupancy Rates





2PM Loading Occupancy Rates

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





4PM Loading Occupancy Rates

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



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Downtown Ashland Occupancy Rates



6PM Loading Occupancy Rates

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





Downtown Ashland Occupancy Rates





10AM Motorcycle Occupancy Rates

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



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Downtown Ashland Occupancy Rates





Downtown Ashland Occupancy Rates





6PM Motorcycle Occupancy Rates

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



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15 May 2014

To | Ashland Downtown Parking Advisory Committee
CC | Mike Faught and Bill Molnar, City of Ashland
From | Robert Parker, Nick Meltzer, and CPW Team
SUBJECT | SUMMARY OF INTERVIEWS WITH CASE STUDY CITIES

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.

CPW identified six case study communities (Bend OR, Boone NC, Myrtle Beach SC, Park City UT, South Lake Tahoe CA, and Steamboat Springs CO) to better understand some of the issues pertaining to parking during peak season. We selected the cities because they had characteristics similar to Ashland—major seasonal use, a university, a vital core area, etc. The CPW team interviewed the selected cities' parking managers in order to gain knowledge regarding parking management policies and strategies used in the case study communities. The remainder of this memorandum summarizes our key findings.

FINDINGS

Many cities have specific peak season policies. Of the six cities researched and interviewed, only one did not have specific policies for peak tourism season. Some of these policies included:

- Installing parking meters for the duration of the peak season (March 15th through September 30th) and not having parking meters during the rest of the year, as done in Myrtle Beach SC.
- Closing off streets during peak season, either to parking and traffic or to both. This strategy was used in both Myrtle Beach SC and Park City UT.
- South Lake Tahoe CA makes available parking in places that are usually no-parking zones.
- Both Steamboat Spring CO and Park City UT offer a free trolley services to visitors parking away from the downtown area.
- Increasing wayfinding signage for the months of peak tourism. This particular strategy was used in Myrtle Beach SC.

Most cities have some type of employee permit system. These were implemented in a variety of fashions. Bend OR has both monthly and quarterly permits available to downtown

employees who make \$15.00 or less an hour. South Lake Tahoe CA has a special parking lot made specifically for employees close to the downtown area. In this case, employers pay for their employees' parking space.

South Lake Tahoe CA also offers free residential parking permits to its residents. While not specifically an employee permit system, something similar could be developed and tailored to respond to issues of employees parking in residential neighborhoods.

Voucher programs were found to be effective in multiple cities. A voucher system, through which a business provides its customers with parking vouchers or validation stamps, was a successful strategy in many of the cities interviewed. Both Boone NC and Bend OR have found such a program to be successful. In the case of these cities, patrons of a downtown business can get additional time for their parking space if it is paid or citations in time-limited parking can be waived if the person parking purchased something and can show the receipt.

In Bend downtown parking users who have received a citation can receive a 50% discount if they pay within 72 hours. Note that voucher programs are only relevant if the City chooses to implement a parking fee program.

All of the cities make informational resources available to downtown patrons. In regards to the information made available online, there was a wide range of resources. These included brochures, parking maps, and information on pricing, among other resources. Informational resources available, however, were inconsistent throughout the cities. Some cities had maps indicating where to park, while others had no maps at all. Only two of the cities had an online brochure. Many of the cities researched included information on pricing, if applicable. This suggests cities have customized their information strategies.

"Parking ambassadors", employees of the city standing close to points of interest of a particular city and helping visitors with questions about parking or any other destination, was one of Boone NC's strategies to providing information to its visitors.

Cities have used an array of pricing and enforcement strategies. The cities researched and interviewed presented a range of options for parking pricing and regulation enforcement, from paid on-street parking to free parking with hourly restrictions. Bend, Boone, and Steamboat Springs do not have paid on-street parking, rather opting for the enforcement of hourly restrictions. The only period in which visitors pay for parking in Boone is during football games, where a specific lot has spaces priced at \$20.00 for all day parking.

The other three cities studied have some type of paid parking. Myrtle Beach installs parking meters only during peak season. The city charges \$1.00 or \$1.50, for an hour of on-street parking depending on the location. All day parking is available for \$6.00. Park City has pay stations and charges \$15 per hour for on-street parking downtown. South Lake Tahoe has kiosks been installed near points of interest. Parking in the areas where kiosks are installed is costs \$2.00 an hour or \$10.00 for all day parking.

Cities use a variety of approaches and technologies for to make paid parking more convenient to patrons. These include:

- *Pay by phone technology.* In two of the cities interviewed, a system was put in place where visitors parking in privately managed garages could call and add time to their parking space. This strategy was used in both Bend OR and Myrtle Beach SC.
- *Seasonal parking meters.* Myrtle Beach SC only sets up their parking meters during peak tourism season.
- *Citations for time-limited parking.* Bend OR has done away with their parking meters and focused on time-limited parking and the citations that come from this. The parking manager for this city mentioned that implementing parking meters was too expensive and also mentioned that future technologies might make parking meters obsolete in the near future. Steamboat Springs CO is another city that does not have metered parking and instead opts for hourly parking.

METHODOLOGY

CPW conducted brief case studies to better understand parking policies for similar cities to Ashland. We selected cities that were similar size to Ashland, as well as the fact that each one had a peak season or specific reason for tourism that could cause parking issues in the downtown area.

The purpose of the case studies was to gain an understanding for some of the policies that the cities presented on their websites, as well as to gauge the level of information made available to patrons. We were particularly interested in informational resources for two reasons; 1) to understand how well their information campaigns worked for people not familiar with their downtown, and 2) to gain a better understanding of the current policies to better inform the questions asked in the interview.

CITIES

The six cities selected were: Bend OR, Boone NC, Myrtle Beach SC, Park City UT, South Lake Tahoe CA, and Steamboat Springs CO. The following section includes information about each city, as well as why they were chosen for this study.

Table 1 – Selected Characteristics of Case Study Cities

City	Population (Visitors per Year)	Reason for Tourism
Bend OR	79,000 (2,000,000)	Outdoor Recreational Activities/Ski Resorts
Boone NC	17,000	College Town
Myrtle Beach SC	27,000 (14,000,000)	Beaches
Park City UT	8,000 (3,000,000)	Ski Resorts
South Lake Tahoe CA	21,000 (3,000,000)	Lake Tahoe/Ski Resorts
Steamboat Springs CO	12,000 (100,000)	Ski Resorts
Ashland OR	20,000 (410,000)	OSF/outdoor recreation

Bend OR (Pop 79,000)

Tourism is one of the largest aspects of Bend’s economy. Tourists from all along the west coast visit the city and the ski resorts along Mount Bachelor. Other recreational activities are available in the surroundings of the city. Microbreweries found in Bend also play a part in the city’s tourism. Over two million people visit Bend each year.

Boone NC (Pop 17,000)

The seasonal nature of college towns (where summers and other school breaks serve as off season periods) present a comparable environment to that of Ashland. The population of Boone is also comparable to that of Ashland.

Myrtle Beach SC (Pop 27,000)

Myrtle Beach is a popular destination for vacationers all along the east coast of the U.S. Around 14 million people visit Myrtle Beach each year. Myrtle Beach has earned the recognition of number one Family Beach in the U.S.

Park City UT (Pop 8,000)

Three major ski resorts in the area stimulate tourism. The Sundance Film Festival, the largest independent film festival in the country, also takes place in the city. More than three million people visit Park City each year.

South Lake Tahoe CA (21,000)

South Lake Tahoe is located along the southern shore of Lake Tahoe. The proximity to Lake Tahoe provides tourists opportunities for outdoor recreation. In the winter months, ski resorts also provide stimulation for tourism. About three million people visit Lake Tahoe each year.

Steamboat Springs CO (Pop 12,000)

The Steamboat Ski Resort on Mount Werner attracts many visitors to the city during the winter months. Steamboat Springs received around 100,000 visitors during the 2010-2011 and 2011-2012 ski seasons. The seasonal nature of tourism in Steamboat Springs makes it comparable to Ashland.

Table 1 summarizes various elements of the case study city's parking management programs.

Table 1. Summary of Parking Program Elements for Case Study Cities

Program Element	Bend, OR	Boone, NC	Myrtle Beach, NC	Park City, UT	South Lake Tahoe, CA/NV	Steamboat Springs, CO
Seasonal Policies	None	\$20 Parking lot spot for all day parking during football game days only	Close off one street Additional wayfinding Parking meters are installed: March 15 through September 30	Close off Main Street during the Art Festival in the summer	Open “no parking” areas	None
Employee Permit System	Paid for by employer, employee must earn \$15/hr or less, quarterly or monthly system	None	None	None	Specific parking lot for downtown employees Free residential permits to residents	None
Voucher Program	Voucher program for downtown business patrons, citation waived or have additional time added to parking 50% discount on citations paid for in 72 hours or less	Validation stamps for business patrons who have stayed longer than one hour.	None	None	None	None

Program Element	Bend, OR	Boone, NC	Myrtle Beach, NC	Park City, UT	South Lake Tahoe, CA/NV	Steamboat Springs, CO
Informational Resources	Detailed explanations of policies, but no maps	Website has maps of parking lots	Details on policies and pricing, but no parking maps	Maps of parking, informational brochure	Brochures and parking maps	Website has parking maps.
Parking Fees	No meters, hourly restrictions enforced	No meters, hourly restriction enforced	Seasonal meters ranging from \$1.00 to \$1.50 an hour depending on the location All day on-street parking available for \$6.00	Pay stations at \$.50 for 20 minutes of on-street parking	Kiosks near points of interest at \$2.00 per hour or \$10.00 for all day parking	No meters, hourly restrictions enforced
Paid Parking Technologies	Removed meters Call and add time to parking space	Removed meters, opted for hourly parking	Call and add time to parking space Seasonal parking meters	None	Kiosks for paid parking near points of interest	No meters, hourly restrictions in downtown instead

15 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	DOWNTOWN PARKING GENERATION ESTIMATES AND ANALYSIS

BACKGROUND

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 in order to improve the overall accessibility of downtown for all visitors.

To better understand the parking management problem in downtown Ashland, CPW conducted a parking generation analysis to estimate demand for parking spaces in the downtown study area based on the Institute of Transportation Engineer's (ITE) guidelines. The ITE guidelines are produced from information submitted to the organization from transportation engineers, planners and other professionals who work for public agencies involved in transportation planning throughout the United States and Canada. The ITE manual for parking generation serves as the standard for determining the total number of parking spaces utilized by planning professionals.¹

This memorandum presents the results of CPW's parking generation analysis, presents key findings of the analysis, and notes similarities with other information we have collected so far. The broad over-arching finding is that, based on the ITE figures, the downtown area has an inadequate supply of parking to support demand. This is further supported by survey results and original concerns listed in the scope of work for the project.

METHODS

The broad method used for this analysis is relatively simple: parking generation units (typically in square feet of built space) are multiplied by a parking generation factor to develop a demand estimate. In practice, this requires (1) an inventory of built space by use, (2) the ITE categories, and (3) a method to match the uses with the ITE categories.

To determine the demand for parking we categorized the downtown businesses into the ITE classifications. We then utilized Google Streetview in combination with ArcGIS to determine the square footage and ITE category of all the properties located in the downtown study area. Some buildings were not visible from Google Street view and were consequently deleted from the dataset. Additionally, ITE uses categories that do not perfectly match the actual use of the

¹ <http://ecommerce.ite.org/IMIS/ItemDetail?iProductCode=IR-034C>

property (for example, Art Gallery is not used in ITE) and were thereby classified according to the most similar use listed within ITE classes.

Due to this limitation, the results of this analysis are presented within a range of +/- 10%. The number of spaces estimated by this analysis are meant to guide discussion of parking management in Ashland, and do not represent a comprehensive analysis.

KEY FINDINGS

In February, the CPW team conducted a private parking inventory of the downtown study area by analyzing aerial imagery provided by the city of Ashland and counting all private parking spaces within the study area (see Appendix A). Through this analysis we found that the downtown study area contains a total of 3,580 parking spaces (see Table 1). While the inventory includes all private (off-street) spaces, and all public (both on-street and off-street) spaces, ITE does not differentiate between the two, and therefore the results are presented in aggregate.

Table 1: Parking Spaces within Study Area

Total Parking Spaces Available in Downtown	
Private	1,148
Public	2,432
Total	3,580

Source: Downtown Ashland parking inventory, Community Planning Workshop, 2014

The limitations of ITE listed above required us to ‘lump’ uses into categories which we believe best fit the ‘use’ in terms of what ITE has identified. Appendix B shows the final spreadsheet which we used to calculate the number of spaces ITE predicts would be needed to support the uses downtown. For purposes of conceptualizing the problem of parking in Ashland we chose to display this data as a range to account for some of the inaccuracies of ITE figures.

We used the number of parking spaces in Table 1 along with the parking generation results in Appendix B to determine whether there is a surplus or deficiency of parking spaces within the downtown area (see Table 2). The results in this table are presented within a 10% range of the raw number derived from subtracting the number of spaces that exist downtown (3,580) from the number of spaces generated by uses downtown according to ITE’s manual. The results indicate that there are not enough parking spaces in downtown *to meet demand during the week* at 85% occupancy.

Table 2: ITE Parking Generation Results

Difference in Available Parking Supply (Negative numbers indicate deficiency in supply)					
Average			85th Percentile		
Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Between -1,050 and -860	Between -950 and -780	Between 2,340 and 1,900	Between -1,070 and -870	Between 1,420 and 1,160	Between 3,350 and 2,740

Source: Downtown Ashland parking inventory, Community Planning Workshop, 2014

The results of the parking generation analysis validate the following findings from the first survey conducted in February:

- **“Parking capacity is an issue during peak periods.** While a large majority of respondents reported visiting downtown frequently (86% indicate they visit two or more times per week), 39% of respondents indicated that difficulty in locating downtown parking deters them from visiting, and 44% indicated they have trouble finding parking on more than 40% of their visits. Moreover, 65% of respondents report it takes longer than 5 minutes to find a parking space.”
- **Downtown visitors alter their parking habits during the Oregon Shakespeare Festival.** Seventy-one percent of respondents indicate their parking habits vary with the OSF season.
- **Business owners frequently get complaints from downtown patrons.** Over 70 percent of business owners surveyed said that their patrons have complained about parking. Moreover, half of the responding business owners indicate that availability of parking has negative effects on their business during peak periods.

Inadequate supply of parking in the study area would additionally support the survey finding that visitors report it takes longer than 5 minutes to find a parking space. This is further supported by the average occupancy of parking spaces in Table 2, which suggest a deficiency of spaces on all days except Sunday. This would indicate that downtown users may encounter difficulty when looking for a parking space due to a supply deficiency.

CONCLUSION/IMPLICATIONS

The parking generation analysis indicates that parking supply in downtown Ashland is inadequate to support existing uses. This deficiency is exacerbated during the Oregon Shakespeare Festival season when increased pressure on parking supply exists. The results of the parking generation study support previous findings, as well as concerns voiced to CPW by the committee that parking supply may be an issue in the downtown area. In short, the findings validate the following issues identified at the start of this study:

- Concern that the existing supply is currently “at capacity” during peak days and seasons.

- ITE parking generation study supports this concern by indicating there is an inadequate supply of parking in the downtown area.
- First tier survey results indicated that visitors to the downtown have difficulty finding parking spaces and alter their parking habits during the OSF season and also indicated business owners frequently get complaints from patrons about parking .
- Suspicion that employees are using core area short-term parking, thereby reducing “capacity” for customers and visitors.
 - ITE accounts for parking generated by patrons and employees, and the analysis indicates an inadequate supply.
 - First tier survey indicates that downtown employees use on-street parking but would be willing to park further away and use other modes to access their place of employment.
- A desire to make best use of off-street facilities both in and outside of the core area.
 - To alleviate the deficit in parking indicated by the ITE parking generation analysis, the city will need to find ways to utilize parking facilities outside of the core area. In addition the city may consider addressing strategies that work to decrease the demand for parking within the core to alleviate pressure on the existing supply (through TDM strategies).
- The need for a plan that assures maximum utilization of the supply to meet intended uses.
 - The ITE parking generation analysis indicates there is a supply deficiency, but improving way finding to direct users to parking in the downtown could increase efficiency of utilization of parking downtown, in addition signage could direct users to parking that exists outside the study area to alleviate demand within the downtown.

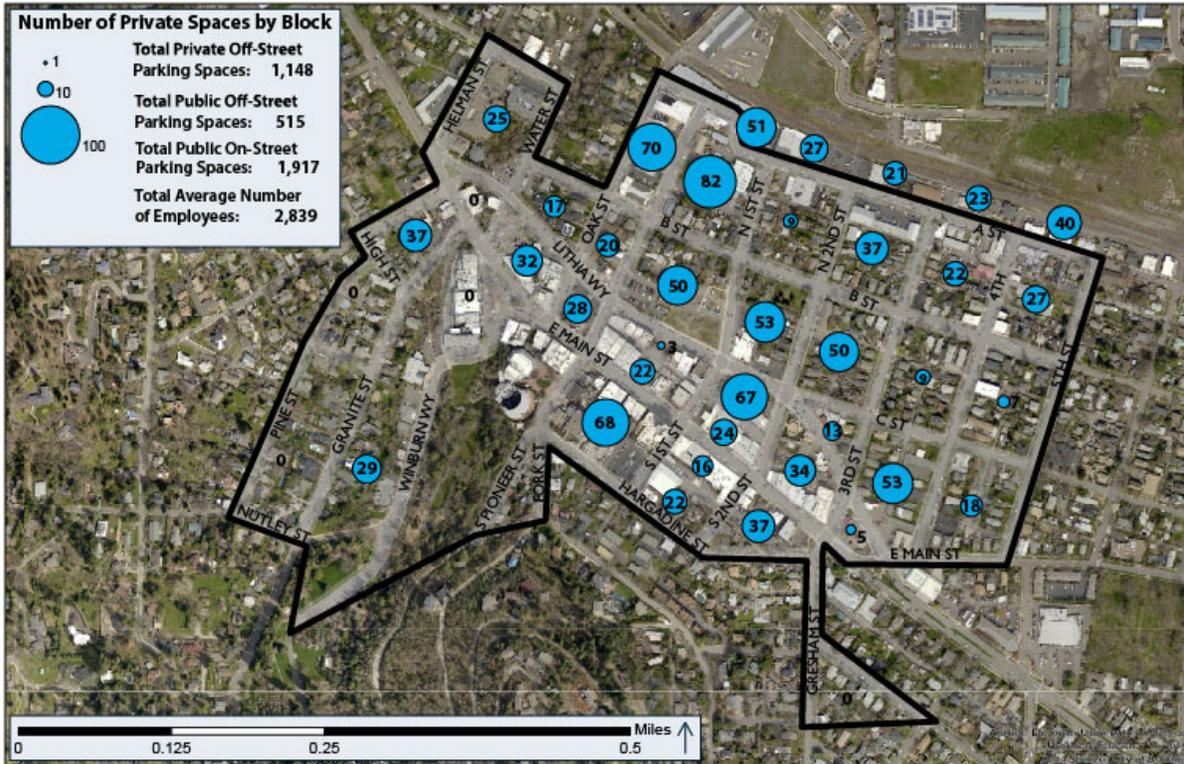
Lastly, ITE results suggest that Ashland has a quite large deficit of parking spaces, yet the perceived problem, supported through survey results, monitoring and committee perceptions don't seem to be as severe as ITE figures would suggest. This can be due to the following explanations, or a mix thereof:

- People may behave differently than the ITE data suggest.
 - Alternative modes of transportation may be more popular in Ashland than in areas ITE based their figures on.
- Spillover into residential parking areas outside of the study Area may account for excess supply.
 - ITE figures assume the study exists within a finite contained space; users of downtown may park outside the study area (not taken in to account with parking space figures in Table 1).

Appendix A: Parking Inventory Map

Ashland Downtown Parking and Multi-Modal Circulation Study

Private Parking Space Inventory



Appendix B: ITE Trip Generation Table

Description/ITE Code	Units	Expected Units	Total Stalls Occupied in Peak Period					
			Average			85th Percentile		
			Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Warehousing	KSF	5.88	3.0	NA	NA	4.8	NA	NA
Single-Family Detached Housing	Dwelling Units	263	481.3	NA	NA	562.8	NA	NA
Low/Mid-Rise Apartment, Urban	Dwelling Units	78	93.6	80.3	81.9	125.6	88.9	NA
Hotel, Urban	Occupied Rooms	180	115.2	162.0	NA	NA	NA	NA
City Park	Acres	93	NA	390.6	260.4	NA	NA	NA
Live Theater, Rural	Seats	2290	572.5	NA	NA	732.8	NA	NA
Multiplex Movie Theater	Screens	5	181.0	NA	NA	225.0	NA	NA
Health/Fitness Club	KSF	9.69	51.1	28.0	NA	82.0	32.8	NA
Church	KSF	33.16	125.7	NA	277.6	NA	NA	476.9
Clinic	KSF	12.38	61.2	NA	NA	61.4	NA	NA
Office Building, Urban	KSF	114.39	282.5	NA	NA	340.9	NA	NA
Medical-Dental Office building	KSF	5.90	18.9	NA	NA	25.2	NA	NA
Government Office Building	KSF	26.42	109.6	NA	NA	162.0	NA	NA
United States Post Office	KSF	9.15	303.8	NA	NA	NA	NA	NA
Building Materials and Lumber Store, Urban	KSF	18.59	19.7	NA	NA	NA	NA	NA
Hardware/Paint Store	KSF	6.83	13.0	15.0	NA	NA	NA	NA
Automobile Parts Sales	KSF	4.30	9.2	9.7	NA	10.6	11.8	NA

Description/ITE Code	Units	Expected Units	Total Stalls Occupied in Peak Period					
			Average			85th Percentile		
			Weekday	Saturday	Sunday	Weekday	Saturday	Sunday
Supermarket, Urban	KSF	31.39	71.3	72.8	49.3	88.8	NA	NA
Sporting Goods Superstore	KSF	2.91	5.2	12.7	9.7	7.0	NA	NA
Apparel Store	KSF	214.85	242.8	2058.3	186.9	NA	NA	NA
Furniture Store	KSF	10.95	13.4	11.4	15.7	NA	14.7	NA
Quality Restaurant	KSF	74.45	1221.8	1221.0	529.4	1414.6	1690.1	NA
High-Turnover (Sit-Down) Restaurant w/o Bar or Lounge, Urban	KSF	21.16	117.4	NA	NA	134.8	NA	NA
Fast-Food Restaurant w/o Drive-Through Window, Non-Hamburger	KSF	2.19	18.0	NA	NA	27.0	NA	NA
Coffee/Donut Shop w/o Drive-Through Window	KSF	12.93	175.3	186.7	NA	224.0	189.7	NA
Gasoline/Service Station w/ convenience Market	Fueling Positions	17	12.8	NA	NA	17.5	NA	NA
Dry Cleaners, Urban	KSF	4.70	6.6	NA	NA	11.5	NA	NA
Drive-in Bank, Suburban	KSF	41.76	167.0	144.9	NA	236.8	194.6	NA
Shopping Center	KSF	10.53	41.7	49.2	46.4	55.1	62.2	61.5
Totals			4,534	4,443	1,457	4,550	2,285	538