



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

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- 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. Existing Transportation Demand Management Programs (RVTD) (10 minutes)**
  - a. Overview of current efforts to reduce parking demand, presented by Edem Gomez
  
- IV. Ongoing Work Recap (CPW) (20 minutes)**
  - a. Evening Monitoring
  - b. OSF Patron Survey
  
- V. Parking Management Plan (CPW) (70 minutes)**
  - a. Draft Plan Overview
  - b. Discussion
  
- VI. Closing (CPW/Chair) (5 minutes)**
  - a. Next meeting October 1

**ASHLAND DOWNTOWN PARKING MANAGEMENT & CIRCULATION AD HOC ADVISORY COMMITTEE**  
**MINUTES**  
**August 13, 2014**

These minutes are pending approval by the Downtown Committee.

**CALL TO ORDER** The meeting was called to order at 3:30 p.m. in Pioneer Hall, 73 Winburn Way  
**Regular members present:** Pam Hammond, Michael Dawkins, Rich Kaplan, Dave Young, Craig Anderson, John Williams, Emile Amarotico (left at 4:55), Joe Collonge, Lisa Beam, Marie Donovan, Liz Murphy and John Fields (arrived at 3:42)

**Regular members absent:** Cynthia Rider

**Ex officio (non-voting) members present:** Sandra Slattery, Bill Molnar, Rich Rosenthal, and Lee Tuneberg

**Ex officio (non-voting) members absent:** Mike Gardiner, Katharine Flanagan, Mike Faught and Dennis Slattery

**City of Ashland Staff members present:** Tami De Mille-Campos

**APPROVAL OF MINUTES**

Minutes of July 2, 2014

Minutes approved by unanimous consent.

**PUBLIC FORUM**

Email dated 8/6/2014 from Barb Barasa (included as attachment to minutes)

**POLICY OPTIONS SURVEY RESULTS**

Note: Detailed survey results may be found on the City's website under City Commissions "Downtown Parking Management and Circulation Ad Hoc Advisory Committee"

Survey Context:

Evaluated community support for various policy options

Administered May-June 2014

Distributed via e-mail, City's website, and through City Source newsletter (utility bill)

239 Total Respondents

Characteristics of Respondents:

<b>Survey Respondent Type</b>	<b>Number</b>	<b>Percent</b>
Employee	79	35%
Business Owner	43	19%
Resident	147	64%
Visitor	32	14%
Other	11	5%
<b>Total Respondents</b>	<b>228</b>	

Implications:

#1 Focus on incremental short-term strategies

- Respondents supported increases and improvements in wayfinding signage
- Respondents did not express clear support for one type of wayfinding signage
- Informational campaign should be coordinated and available through a variety of mediums
- Respondents support outreach programs to educate downtown employees about the value of parking

# 2 Effective Transportation Demand Management strategies will need to integrate a number of approaches

- Incentive programs are supported but responses suggest they may not be effective

- Majority supported satellite parking lots with trolley service
- Respondents did not express strong support for pedestrian infrastructure improvements

#3 Respondents think multi-modal infrastructure improvements should be focused on bicycles

- Bicycle infrastructure improvements are the preferred method for encouraging bicycling
- Many respondents indicated they would not use bicycle infrastructure improvements

#4 Regulatory, enforcement, and pricing strategies will be controversial

- Respondents were not supportive of increased regulation and enforcement
- Respondents supported changes to loading zone restrictions
- Respondents supported the development of another parking garage, though with varying support for time frames
- Metered parking strategies are not supported; many respondents said it would deter them from visiting downtown

Discussion: John Williams stated he wasn't surprised by the responses. They seemed somewhat unrealistic in several cases. Such as, having visitors pay for the shuttle, educating employers to get their employees to not drive to work etc. Rich said he was interested in the responses to the paid parking; specifically that paid parking would deter some people from actually visiting downtown.

### CIRCULATOR TROLLEY (see attached trolley white paper for details)

Trolley Context:

- Discussions of trolley feasibility studies since 2001 Downtown Plan
- Initial route and cost estimates outlined in the 2012 Transportation System Plan (TSP)
- CPW conducted their own analysis of case studies and back of the envelope estimates based on survey data

Questions for Consideration:

- Who will the trolley serve?
  - Residents, visitors, employees, students
- With what frequency and where will the route run?
  - Dependent on riders
- How will the trolley be financed?
  - Initial (capital) costs
  - Operating Costs
  - Cost of ridership
- Who will oversee the operation of the trolley?

Needed New Route:

- Examined possibility of neighborhood circulator
  - Too many stops, too much distance to travel, and not enough riders for cost effectiveness
- Decided straight line from Exit 14 to Exit 19 is the best "bang for the buck"

Proposed Route Details:

- Would serve employee commuters, visitors, students and some residents
- Could serve the construction of satellite parking lots
- 11 mile round trip, frequency of 15 minutes
- Similar to Coral Gables and West Palm Beach trolley lines

Annual Costs:

- Didn't examine initial start up (capital) costs
- Operating costs estimated at \$1 million
  - Based on route length and number of stops from case studies

- Calculated how many riders are needed for a specific fare to cover operating costs

Revenue Estimates:

Approximate Ashland visitors	350,000
Approximate Ashland employees	2,839
Fare per round trip	\$2.00
50% Ridership taking 3 trips per year	\$1,050,000
75% ridership taking 2 trips per year	\$1,050,000

Sources: Ashland Chamber of Commerce, Oregon OCEW, CPW Policy Options Survey

CPW Recommendation:

- Is it a feasible option?
  - Yes
- Does the math pencil out?
  - Maybe
- Recommend a full feasibility analysis be conducted

Creative Funding Strategies:

- Revenue from naming rights goes to endowment to pay annual operating costs
- Employers whom benefit help offset operating costs
- Saving money through trolley rentals instead of ownership
- Charter services can be used to help offset costs if trolleys are purchased

Discussion: Question was raised regarding how this might interfere with RVTD's bus route and it was stressed that it isn't intended to have any effect on RVTD; hopefully it would complement RVTD and provide another mode of transportation. The committee also raised concern regarding the trolley being able to handle, at times, approximately 2,000 attendees coming out of the Shakespeare shows around 11:00 pm. It was pointed out the trolley doesn't have to be designed to handle shuttling 2,000 people at a time. Many of the festival goers walk to their hotel/bed & breakfast. It is designed to provide another mode of transportation. There was some concern with the capital cost of the trolleys which the Transportation System Plan (TSP) estimated at close to three quarters of a million dollars each. Emphasis was given that the trolleys could be designed however they see fit. The Committee questioned whether a subcommittee might be necessary to vet the trolley details. A comment was made that this trolley idea keeps coming up and then it ends up fizzling out for a variety of reasons; Ashland doesn't seem to really support mass transit. If the City moves forward with the feasibility study there is hope that some research would be done to see why that is & why RVTD hasn't been very successful even when it was free. Also, what evidence is there that there is a tangible return on the investment to purchase and operate a trolley system. CPW remarked the feasibility study would get to that level. Chair Young pointed out the intent behind this trolley wasn't to be cute and fun. He said the committee hasn't even looked at the public/private partnerships which he had hoped they would. There may be hotels interested in participating in a partnership in lieu of running their own shuttles. Joe stated he would ride the trolley everyday if it were an option. Members of the committee are open to the idea of having an alternative mode of transportation but are concerned with cost, ridership etc. Michael added that during the Transportation System Plan (TSP) process there were a number of them that felt that what Ashland needed its own separate circulation system and use the bigger bus system to get people to the outlying cities. The committee would like to see data on how many fewer cars would be parking downtown if the trolley was implemented. CPW said they hadn't explored the impacts, but they can. The committee questioned what CPW thought about doing a pilot study in order to measure the success. CPW

stated the challenge of doing a pilot study for something like this is the capital cost involved. Lee pointed out that when we looked for comparatives, we didn't find any. He said it doesn't mean there aren't any out there but if nobody our size can afford one of these then we are already started up a hill. He also pointed out that when the City was spending a few hundred thousand dollars a year subsidizing RVTD it didn't make the parking problems go away. He said if you want to do a feasibility study that is great but he doesn't think it is going to be financially viable here with all of the conditions Ashland has. Rich Kaplan hopes that nobody will think the can is being kicked down the street. It is more about trying the low hanging fruit first (incremental changes) and then move on to the other options, if the low hanging fruit isn't sufficient. Craig is supportive of what the committee has been talking about but he would like to see employee parking incorporated; such as creating districts, where employees pay a monthly fee for parking.

**Lisa/Marie direct CPW to move forward with strategies related to informational resources, wayfinding and regulation (this also includes creating benchmarks for measuring success) and defer the trolley and pricing (paid parking).**

**Pam, Rich, Dave, Craig, John Williams, Emile, Joe, Lisa, Marie, Liz and John Fields YES; Michael NO.**

**Motion passes.**

Michael stated he voted no because he is a strong proponent of paid parking.

CPW explained they will come back in September to discuss informational resources and hopefully wayfinding in October. Lee added in order for the upcoming biennial budget to include any budget implications associated with these changes they would need to be included when the budget discussions take place around March, 2015. CPW added that by the end of the year they are hoping to have the finished report to present to the committee by November/December with the hope that it could be presented to the Council January/February, in time for the budget process.

#### **ADJOURNMENT**

Meeting adjourned at 5:30 pm

*Respectfully submitted,*

*Tami De Mille-Campos, Administrative Assistant*

**From:** [Mike Faught](#)  
**To:** ["Tami DeMille-Campos"](#)  
**Subject:** FW: 3 ideas from Chicago about bike ridership  
**Date:** Wednesday, August 06, 2014 3:48:12 PM

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Hey Tami... Let's include this in the next downtown committee meeting...

Michael R. Faught  
Public Works Director  
City of Ashland  
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Ashland, OR 97520  
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This email is official business of the City of Ashland, and it is subject to Oregon public records law for disclosure and retention. If you have received this message in error, please let me know.

-----Original Message-----

From: Barb Barasa [<mailto:barb@websitings.net>]  
Sent: Wednesday, August 06, 2014 12:38 PM  
To: barb@websitings.net  
Subject: 3 ideas from Chicago about bike ridership

I can't say I'm a real bike rider. I'm trying to motivate myself to ride my bike more. When I do ride, it's as a "commuter" - I don't mountain bike or go on long rides for fun. I ride my bike to get somewhere.

It has bothered me for a long time that Ashland wants to be trendy and cool in all ways, and being "bike friendly" seems to be one of the latest things Ashland wants to be. Yet to me, it is not bike friendly at all. I don't feel I can safely ride down Main St. downtown. When I need to go thru that part of town, I ride in the alleys, even tho it's not all that convenient. Altho there's a "bike lane" on Siskiyou, I would never ride in it because I feel the cars zipping by are too close, so I ride on the sidewalks there.

Protected bike lanes:

I'm originally from Chicago. A friend of mine who has switched from mostly running to mostly biking sent me a link to an article about a new bike lane in downtown Chicago, which has been name the best bike lane in the country.

<http://www.chicagonow.com/show-me-chicago/2013/12/chicago-bike-lanes-dearborn-st-lane-named-best-in-the-country/>

The protected lane on Dearborn in Chicago has plastic posts separating the bike lanes from motor vehicles. THAT's what I would call bike friendly.

It seems to me that if the City of Chicago can risk alienating motor vehicles by converting one whole lane of traffic into a two-way bike lane with its own signals for over a mile in the most congested downtown area, maybe Ashland could look into a similar option for the few blocks of

downtown.

This other article he sent is about a study of how effective some protected bike lanes are in Chicago in increasing bike traffic.

<http://www.redeyechicago.com/news/local/redeye-study-praises-protected-bike-lanes-20140603,0,6015518.story>

"Ridership on Dearborn Street in the Loop increased 171 percent in the year after the protected bike lane was installed"

Bike rental:

Chicago also has a Divvy Bike business in operation, which my friend has also used.

<https://www.divvybikes.com/>

The valley probably does not have a population that could support this kind of business, but I don't know. Ashland tried the green bike program but the bikes were stolen or trashed. Divvy Bikes seems to have solved the problem of "responsibility" because you can't pick up a bike unless they "know where to find you". If this business has survived in Chicago as far as not having bikes disappear or be broken, I'm sure that aspect would work anywhere. The bikes are stored in locked "holders" at stations all around the city. You join, get a keycard, and can use any bike for half an hour. By traveling from station to station, you can get pretty much anywhere you want. I'm not sure how it could be scaled down to work in a very small town, but there must be a way. This would be great for tourists who want to get around town without a car!

Bike storage and repair (mainly for commuters):

I also have 3 photos I took when I went back to Chicago 10 years ago of the commuter bike parking and repair center that was put in under Grant Park where there was already motor vehicle parking. I'm afraid the email might get blocked if I attach the photos, but if you are interested, just let me know. This facility has secure double level bike storage, lockers, showers and changing area, and a bike repair shop!

I realize Ashland does not have the population to support something quite that sophisticated.

It took forever just to get a few bike racks over by OSF. But on the other hand, maybe more people would use their bikes for commuting from farther away if they knew they could safely and conveniently store their bikes and clean up before work, especially in bad weather. This could also greatly appeal to tourists who bring their bikes with them, and "long haul" bikers might be more likely to come thru Ashland if they knew there was a safe place to store their bikes while they stopped here.

Just a few ideas from the big city. Now if I can just ride my own bike more ...

Barb Barasa

August 28, 2014

**To** | Ashland Downtown Parking Advisory Committee  
**CC** | Mike Faught and Bill Molnar, City of Ashland  
**From** | Robert Parker, Nick Meltzer, and Amanda D'Souza  
**SUBJECT** | ASHLAND DOWNTOWN PARKING AND MULTI-MODAL CIRCULATION PLAN

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*Note to Committee members: This is a working document, and the maps discussed in the text will be provided at the September 3 meeting. Please read through this document, come ready to discuss any changes you think should be made, and remember the discussion will be focused on whether or not these policies will be effective. Prompting questions have been included throughout in highlighted text.*

## INTRODUCTION

Community Planning Workshop (CPW) 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.

The following memorandum outlines the Parking Management Plan CPW has developed for Ashland. Using nearly nine months of research and public engagement, the following strategies strike a balance between the needs of visitors, residents, employees and business owners. Adhering to the guiding principles and Committee discussion thus far, the nine strategies address the issues initially identified in the scope of work. Within this memorandum you will find an overview of the plan, the nine strategies CPW is proposing, and supporting documentation. Additionally, a proposed monitoring strategy is included, and steps to take for evaluating the effectiveness of Phase I Strategies.

## PLAN OVERVIEW

At the August 13<sup>th</sup> meeting, the Committee passed a motion to separate the parking management strategies into two phases, with the second phase being deployed if/when the first phase was found to no longer be effective. Shown in Figure 1, a key component of the overall program is the monitoring phase after Phase I strategies have been implemented.

The following sections outline the two phases. Phase I is fairly specific—these are the short-term, low-cost, “low hanging fruit” strategies, which have the potential to have significant impacts on the issues previously identified. Enough detail has been provided to aid the committee in making recommendations to City Council. Phase II strategies are broader, and decisions regarding their implementation were tabled to a later time, once the Phase I



strategies had been implemented and monitored. As such, there is also discussion regarding the monitoring of Phase I strategies, with metrics to help ascertain their effectiveness.

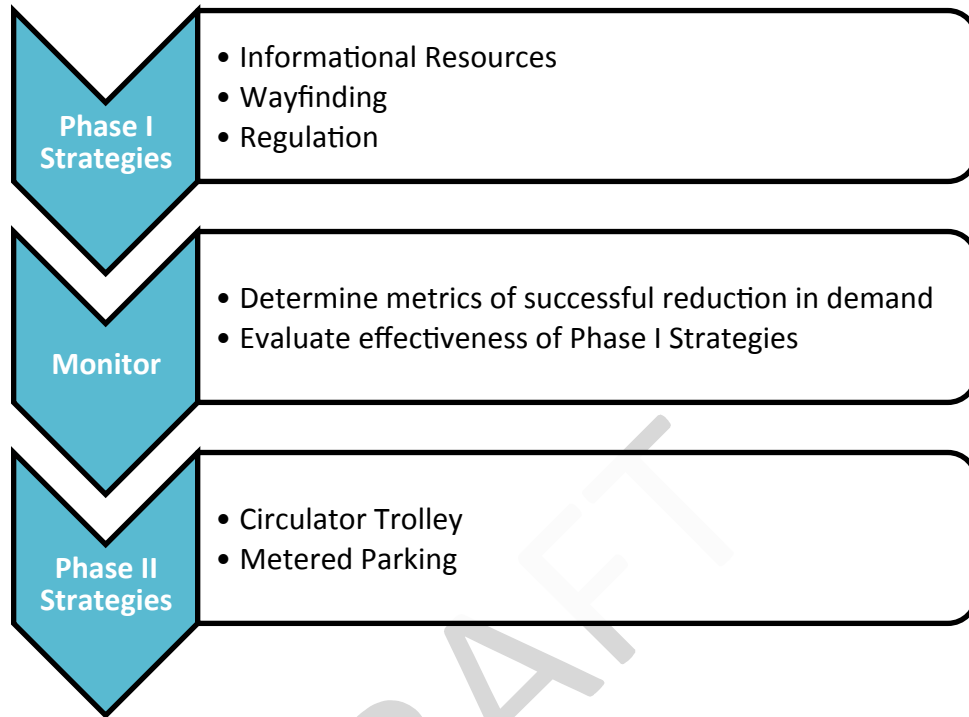


Figure 1. Overview of Parking Management Plan

## Phase I Parking Management Strategies

The following nine strategies attempt to address Ashland’s parking and circulation issues in a low-cost, short-term manner. The strategies have been sorted by overall management category and roughly organized from lower cost/effectiveness to higher cost/effectiveness.

- 1. Collaborate with the Chamber of Commerce and select businesses to develop navigation tools with a consistent branding strategy to inform visitors about downtown parking and destinations in Ashland. (Informational Resources)**

*Development of navigation tools is essential to improving communication about parking to downtown visitors. These tools can be utilized by residents, employees, and tourists to successfully and efficiently navigate the downtown Ashland area. Since the City of Ashland does not monitor parking locations in real time, a mobile app would not serve any additional purposes than a mobile version of a parking website would. Additionally making a website mobile compatible versus developing an app is much less expensive.*

- a. Develop a downtown Ashland parking and transportation map that:
  - i. Highlights key Ashland destinations (OSF facilities, Lithia Park, Railroad District, SOU).
  - ii. Includes information about parking options (public off-street lots, time-limited areas, parking fines, etc.).
  - iii. Offers advertising opportunities for local businesses.  
*Similar to placemat maps, and cartoon tourist maps seen in other cities*
- b. Create an easy-to-access, mobile-friendly, centralized website with parking and visitor information. Direct businesses to link to this site for visitors inquiring about parking.
- c. Coordinate outreach efforts with organizations and businesses that regularly interface with visitors (e.g. OSF, Film Festival, Hotels, Restaurants). Include pamphlets and larger scale maps businesses can give to patrons.

*Should other major locations be included? The goal is not to highlight individual businesses, but areas of town.*

**2. Work with downtown businesses to educate employees about the value of parking, the implications of their parking habits, and alternative modes of transportation. (Informational Resources)**

*This strategy aims to alleviate some of the parking pressures created by employees parking in the downtown area. It is rooted in the idea that increasing the convenience of accessing alternatives modes of transportation and informing employees about the value of parking will incentivize them to reduce their reliance on driving and parking downtown. It works in combination with strategies #8 and #9.*

- a. The City should work with the Chamber of Commerce to conduct outreach with business owners and engage in discussions about developing incentives to encourage employees to use other modes of transportation. These discussions can take place as a group meeting, or through targeted conversations with specific business owners. This low-cost strategy can begin soon after the adoption of the Parking Management Plan, and should be timed with the implementation of the zoned-permit system. It should be intensive within the first year, and can be maintained regularly through regular communication between the Chamber of Commerce and its member businesses.
- b. In conjunction with the implementation of the zoned-permit system, the City should develop written material (brochures) providing context for the strategy. This document would explain the details and objectives of the permit system, as well as information on alternative transportation options including:
  - i. Carpool resources
  - ii. Bicycling
  - iii. Public transit

*Do you think this strategy will be effective? Does the committee need more information for this recommendation? Should the city engage in more intensive education strategies with employees and businesses?*

### **3. Increase wayfinding signage directing visitors to parking and key destinations in downtown Ashland. (Wayfinding)**

*Wayfinding signage is a cost-effective approach to alleviating issues such as traffic congestion or the underutilization of parking supply while creating a welcoming environment in downtown Ashland. Informational resources will help drivers prior to arriving, but the goal of wayfinding is to easily direct visitors while entering the city, improving their visitor experience.*

- a. Assess current inventory of wayfinding signage in downtown Ashland to minimize signage clutter and ensure signage is efficiently placed at key decision points.

*Current and proposed wayfinding map to be provided*

- b. Draw upon the style currently used on Ashland's streetlamp banners to develop a unique wayfinding style. Wayfinding signage should be clear, readable, and use consistent colors and destination names throughout the downtown area.

*Need committee input on how this design process should work.*

- c. Install wayfinding signage for key destinations at the major entry points (I-5 exits) for Ashland and at both ends of entrances to the downtown couplet.
- d. Create clear, continuous signage routes guiding vehicles to areas with higher parking availability. These parking areas should include:
  - i. Hargadine parking garage
  - ii. Railroad District in the evening
  - iii. Neighborhoods east of Downtown
- e. Install large map kiosks that provides information on key destinations, parks, and walking distances. Maps should be strategically placed at areas of high pedestrian traffic, including:
  - i. Informational Kiosk in Downtown Plaza
  - ii. Outside the Hargadine Parking Garage
  - iii. Surface parking lot at N. Pioneer and Lithia Way
  - iv. Next to the Co-Op in the Railroad District
  - v. Southern Oregon University campus

*CPW will include map that outlines where wayfinding signage will be placed. Do you think this strategy will be effective? Does the committee need more information for this recommendation?*

**4. More clearly delineate parking time limited areas, loading zones, and short term parking. (Wayfinding/Regulation)**

*During monitoring sessions it was determined the location of loading zones was unclear and trying to determine which spaces were 2-hour versus 15 minute was confusing as a pedestrian on the same block, let alone as a driver. This strategy helps visitors and residents more easily find the spaces they desire, improving the visitor experience by avoiding unwanted tickets, and easing the burden for enforcement.*

- a. Add signs that explicitly state which on-street spots are loading zones.
- b. Color code curbs to help differentiate short-term, loading and long-term (2-hour) parking.
- c. 4-hour spaces will not be painted (since these spaces are more widespread, and the proposal is to expand them in Strategy #8).

**5. Increase evening parking supply by implementing shared parking strategies with businesses that have larger surface lots and are only open during daytime hours. (Supply Increase)**

*This strategy aims to increase supply during peak periods by utilizing already existing surface parking lots. Through agreements with local businesses, the City of Ashland can pay to “rent” spaces during hours when the businesses are closed (for example, 6-10 PM). An agreement would be required that set a nominal fee for the use of the spaces. This strategy avoids the construction of additional parking spaces but achieves the same outcome of increasing supply.*

- a. Initially develop agreements with Wells Fargo, Ashland Elks Lodge, and the Ace Hardware Plaza, with secondary agreements including the businesses in the plazas located at 310 Oak Street and 340 A Street.

*Map of locations will be provided, as well as sample agreements. Are there other locations that would work well?*

**6. Connect and enhance the bicycle facility network throughout downtown. (Multi-Modal)**

*This strategy aims to increase bicycling within and to downtown Ashland. According to the survey, bicyclists desire more connections of bike facilities (for example, bike infrastructure needs to be continuous to incentivize taking trips by bicycle). Additionally, the addition of more covered bike parking makes it more welcoming for would-be bicycle commuters and the additional wayfinding signage keeps bicycles off sidewalks by directing them to points around town via a bicycle-specific infrastructure.*

- a. Implement a bike lane on E. Main Street.

While this discussion was started regarding bike lanes and some schematics were provided at the April meeting, more details are needed for layout and spacing. Regardless, CPW recommends adding a dedicated bike lane to better connect the overall network.

- b. Continue to implement bike facilities as outlined in Section 8 of the Transportation System Plan.
- c. Increase the amount of covered bike parking. Based on the parking perceptions survey and Labor Day monitoring session, we recommend a minimum of 10 more spots at the following locations: entrance to Lithia Park, in the Plaza, next to the library, in front of Bloomsbury Books, and in front of Ashland Springs Hotel. Some of these locations would be good candidates for bike corrals.
- d. Increase bicycle wayfinding signs to ensure bicyclists are using the appropriate infrastructure (i.e. bike lanes and not riding on the sidewalks).

*Do you think this strategy will be effective? Does the committee need more information for this recommendation?*

#### **7. Adopt a new loading zone policy to increase available parking in the evening.**

*During the evening hours, cars were parking in loading zones regardless of signage. Based on the majority of deliveries occurring during the day, this policy caters to business needs while also increasing spaces for visitors and evening patrons at off peak times.*

- a. “Loading zone only” would be in effect Monday through Saturday from 8:00 AM – 6:00 PM in all loading zone locations.
- b. After 6:00 PM, spaces would become no-limit, similar to current time-limited spaces in the downtown core.
- c. This strategy would implement a new city-wide policy, and therefore does not affect the currently undecided layout of East Main Street.

#### **8. Modify downtown parking regulations to increase turnover and abuse of current time limits. (Regulation)**

*Currently, fines for parking violations are \$11. To aid in the enforcement of time-limited parking, fines should be increased to \$24. While the objective here is not revenue-generation, the increase is to disincentive abusive parking behaviors. Therefore, if the fine is paid within 48 hours, it is reduced by 50%, to \$12. This structure provides equity for both visitors, residents, and employees, in combination with Strategy #9.*

- a. Increase all parking violation fines to \$24.
- b. If paid within 48 hours, fine is reduced by 50%.

*Should the fine be increase more? Do you support the reduction if paid immediately?*

## 9. Expand time limited parking and implement a zone based parking system. (Regulation)

*This strategy aims to enable visitors to find downtown parking and give them enough time to visit, while giving options for downtown employees, as well as ensuring equity for downtown residents. Extending the 4-hour parking allows for more long term parking (via the survey it is the most commonly used time-limited parking), and eliminates the lesser used 1-hour spaces. In addition, it expands the 30-minute spaces, to give residents sufficient time and space to run downtown errands. The addition of employee paid permits balances the availability of downtown parking spaces, in addition to incentivizing them to park outside the core downtown areas. While there are likely high administrative costs associated with a permit program, we feel it worthwhile, as it still remains relatively low cost when compared with implementing meters or satellite lots.*

- a. Extend 4-hour parking limits to between Oak Street on the West, 5<sup>th</sup> Street to the East, A street to the North, and the border of Alison, Gresham, Beach, and Hargadine to the South. This includes Winburn Way and Granite Street.
- b. Eliminate 1-hour parking time limit spaces, increase all short term parking to 30 minutes, and increase number of 30 minute spaces.
- c. Residents will receive one permit for free, and a second can be purchased for \$10 a month. Guest permits can be obtained free of charge, for 4 days at a time, via the City.
- d. Employees can purchase a limited number of permits (for example, only 200 would be allowed for purchase annually), for \$10 a month.

*Maps created by CPW will be provided. Should the boundaries be extended? Are 30 minute spaces sufficient for residents?*

## Maintenance/Monitoring

Ashland's Parking Management Plan will need to be monitored regularly in order to determine the effectiveness of policies pursued to address the city's parking issues. This monitoring plan assumes that this Parking Management Plan is adopted in early 2015, with Phase 1 strategies beginning to be implemented by mid-2015. It is recommended that the City of Ashland take the lead on coordinating these activities. Several proposed strategies can be taken within the City's current administrative capacity. Other recommended strategies may require contracting with external parties in order to be cost-effective.

## Survey

Understanding how users of downtown perceive the convenience of parking is essential to determining how introduced policies may have affected their parking behaviors. To assess this, the City of Ashland should conduct a survey of downtown residents, employees, visitors, and business owners after the first full summer season in which Phase 1 Strategies have been

implemented. This survey should evaluate parking perceptions and changes in parking behaviors associated with the introduced parking management policies. The survey will also give the City an opportunity to gauge the effectiveness of wayfinding and informational resources. This survey should be similar to the Parking Perceptions Survey administered by CPW in early 2014 (see Appendix X).

### **Parking Utilization Monitoring**

In order to assess any changes in parking behaviors, it is recommended that multiple monitoring sessions take place as policies are implemented. While these monitoring sessions will only give a sample of occupancy patterns in downtown Ashland, it is expected that these samples will be representative of parking patterns at other similar times.

Monitoring sessions should take place periodically once policies have been implemented, and should follow the methodology developed by CPW (see Appendix X). We propose that a minimum of 3 monitoring sessions are conducted every year for the first 5 years of the Parking Management Plan implementation. Evaluation should be completed after 3 years of monitoring. Should the City choose to implement portions or all of Phase 2 strategies, we recommend that the city extend monitoring beyond the 5 year period. These sessions should cover a variety of days and times in order to get a comprehensive analysis of parking utilization. At minimum, monitoring sessions should take place:

- During peak (June-October) and off-peak Oregon Shakespeare Festival season
- Weekday and weekend
- Daytime (8:00am – 5:00pm)
- Evening (5:00pm – 9:00pm)

If successful, parking management strategies should result in a more even and balanced distribution of occupancy rates throughout Ashland's parking capacity. Ideally, an effective management plan will result in more areas city wide seeing a maximum occupancy of 85% during peak hours. Other targets to track through parking utilization monitoring include:

- In addition to the target 85% occupancy rates, areas in the core downtown area should have high turnover rates throughout the day.
- Loading zones should be utilized regularly by delivery trucks throughout the designated loading times.

### **Other Monitoring**

- With the development of a centralized website that contains information about parking and transportation, the City will be able to track website 'hits' and whether or not visitors are using the resource. This tracking can begin immediately with the launch of the website.
- The City should track the distribution of residential and employee parking permits to determine how successfully the allocated supply of permits is meeting downtown users' needs.

- The City should track increases or decreases in parking violations to determine if there are management policies that may not be best meeting the needs of downtown users.

*More examples of metrics and evaluation will be discussed at the October meeting.*

## **Phase II Parking Management Strategies**

After a period of monitoring, the effectiveness of the Phase I strategies (listed above, and including the overall categories of wayfinding, informational resources and regulation) will be evaluated. Per the Downtown Parking and Multi-Modal Circulation Committee's motions on July 2 and August 13, a discussion of both metered parking and constructing satellite lots will be tabled until a time when "low-cost, short-term" strategies have proven to be ineffective.

Per CPW's *Trolley White Paper*, distributed to the committee on August 13<sup>th</sup>, we recommended a complete feasibility study be conducted to ascertain more details regarding a trolley circulator in Ashland. Based on our research, the information from two surveys and discussions with the committee, we suggest the circulator trolley option should be examined, and exhausted as viable, before any discussion of implementing metered parking.

For the discussion regarding metered parking, CPW has previously submitted memos detailing results of the parking perceptions, policy options, and Oregon Shakespeare Festival patron surveys. As mentioned, results of the survey should not be the sole source of developing public policy, but merely an indicator of the political feasibility. As with a circulator trolley, a consultant should be hired to determine the details and cost/benefit analysis of metered parking.