

Downtown Strategic Parking Management Plan Final Report Recommendations



City of Ashland, Oregon

Rick Williams
Rick Williams Consulting

— APRIL 4, 2016 —



Topics



1. Process
2. Findings
3. Recommendations

Study Area Boundary



**CITY OF
ASHLAND**

Downtown Public Parking

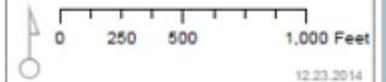
 Downtown Study Area

Public Parking Lots

-  Public Lot - 2 hr
-  Public Lot - 4 hr
-  Public Lot - Unlimited
-  Parking Garage-paid

ZONING

-  C-1
-  C-1-D
-  E-1
-  M-1
-  R-1
-  R-2
-  R-3
-  RR-5



12.23.2014

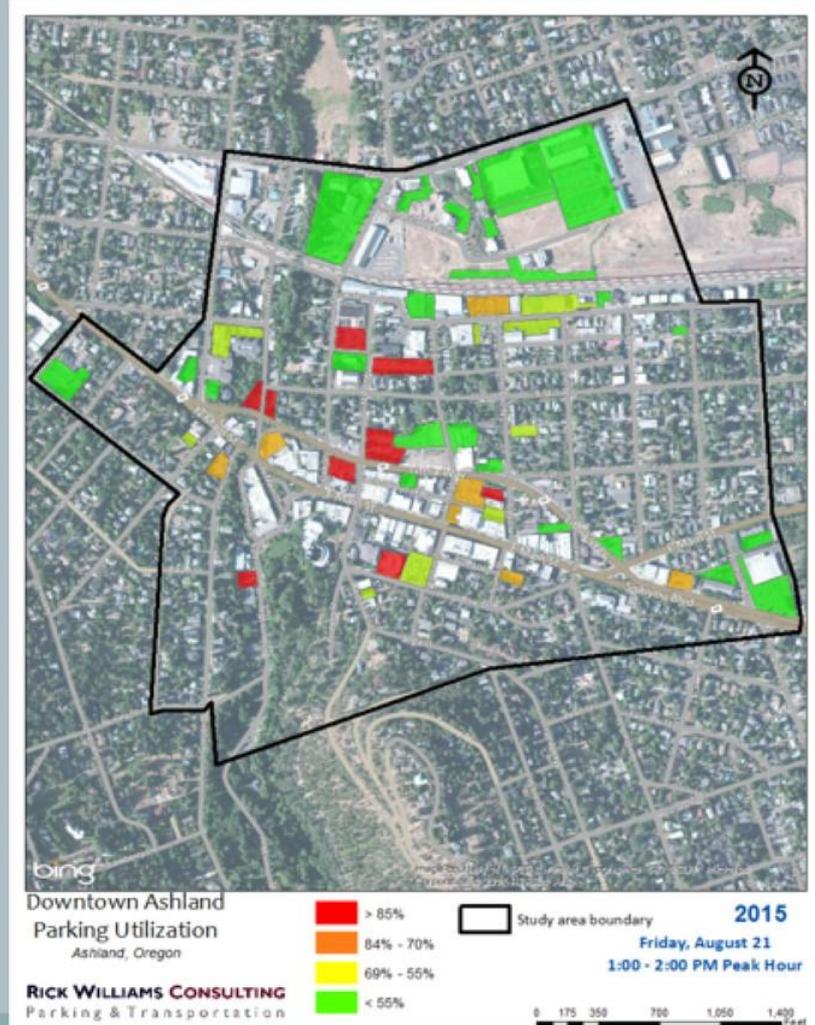
Process



- Extensive work and engagement with the Downtown Parking Management and Circulation Ad Hoc Advisory Committee (9 meetings)
- Review of previous parking planning effort (2014 Community Planning Workshop and University of Oregon)
- Collect comprehensive off-street data set (August 2015).
- Develop consensus priorities and decision-making triggers – Guiding Principles.
- Develop 36 month strategy plan

Key Findings

- On street parking is heavily utilized peak season (>85%)
- Off-street parking presents an opportunity for absorbing demand.
- More data needed during non-peak periods.
- Status quo system(s) will not result in desired solutions.



Key Findings



- Comprehensive nature of managing parking will require on-going and focused management, reporting, marketing/communications and public engagement.
- Tasks associated with implementing a new parking management plan will require a level of time, resources and engagement that are not currently in place.
- Resource identification will be critical to plan implementation.
- ***Active participation of the private sector will be essential.***

Recommendations



The parking plan is iterative and divided into two phases.

- a. PHASE 1: 0 – 18 months
- b. PHASE 2: 18 – 36+ months

Recommendations



PHASE 1: 0 – 18 months

Strategies 1 – 15 set the stage for:

- solving near term problems,
- implementing basic improvements to the system,
- gathering data to inform good long-term decision making,
- maximizing existing supply, and
- Setting the stage for new infrastructure.



Recommendations



PHASE 1 Strategies include:

- Formalize Guiding Principles and 85% Rule
- Centralize Parking Management. A single division headed by a professional parking manager. Supported by a Downtown Parking Advisory Committee (DPAC)
- A reasonable schedule of data collection to better assess performance of the downtown parking supply.
- Create a new parking brand



Recommendations



PHASE 1 Strategies include:

- Implement shared use strategy for off-street (employees)
- Simplify on-street time stays, using new brand
- Deploy new off-street signage package
- Implement four-tiered strategy to improve bicycle parking
- Design wayfinding system/program
- Evaluate feasibility of on-street pricing



Recommendations



18 – 36+ months

Strategies 16 – 20 set the stage for:

- pricing parking,
- creating new access capacity
- coordinated parking management in neighborhoods
- Identifying funding options for new capacity/growth
- Sustained management and service delivery



Recommendations



PHASE 2 Strategies include:

- Transition to on-street pricing
 - a) Explore residential and employee permit programs (on-street)
 - b) Initiate rigorous public engagement and communications/rollout strategy
 - c) Implement on-street pricing (est. January 2018)



Recommendations



PHASE 2 Strategies include:

- Explore expanding access capacity – new parking supply and/or transit/shuttle options
 - a) Identify parking sites
 - b) Identify transit/shuttle routes and frequencies
 - c) Cost forecasting
 - d) Develop funding options
 - e) Initiate new capacity plan (est. June 2019)





QUESTIONS



THANK YOU!