RICK WILLIAMS CONSULTING
Parking & Transportation

Downtown Bend, Oregon
Downtown Parking Study
Parking 101

FEBRUARY 16 & 17, 2016

Agenda

1. Consultant Project Team
2. Initial Overview of Downtown Study Area
3. PHASE 1: Outline of Project Tasks
4. PARKING 101 – Elements of Great Parking Management
5. Q&A
6. Next steps

Consultant Team

RICK WILLIAMS CONSULTING
Parking & Transportation

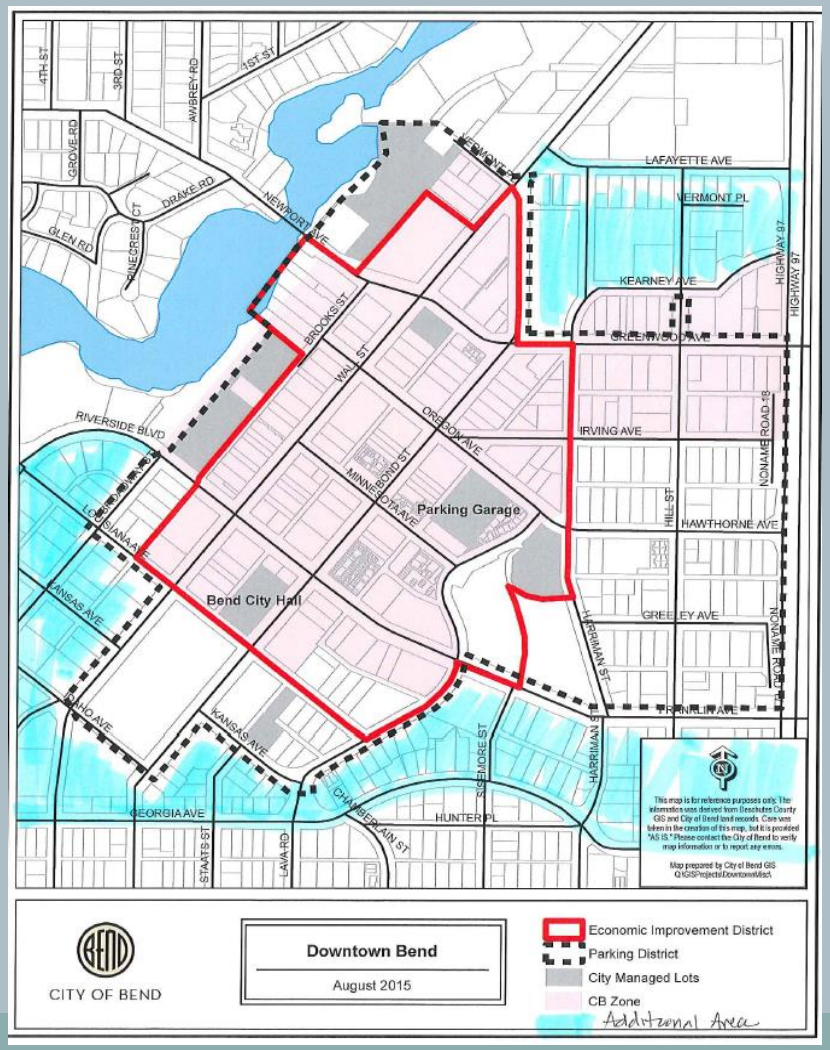
Rick Williams	(Project Lead): Policy, Strategy Development, Committee Processes, Parking Development/Financing.
Owen Ronchelli	(Data Collection Manager): Inventory, Utilization/Demand, Data Analysis, GIS .
Peter Collins	(Associate Manager): Field oversight, data review, transportation demand management, research.

KITTELSON & ASSOCIATES, INC.
TRANSPORTATION ENGINEERING/PLANNING

Phill Worth	(Co-Project Lead): Task leader for Phases 2 & 3. Policy, Strategy Development.
Joe Bessman	(Assistant Project Manager): Local liaison, multi-modal access and circulation specialist.
Matt Kittelson	(Parking Management and Analysis Specialist): Policy, demand analysis, TDM research.
Anne George	(Outreach specialist). Public engagement strategy and implementation

Initial Study Area Boundary

PHASE 1 - DOWNTOWN



- Initial project study area

  —Lafayette to Georgia
  — Broadway to Hwy 97

- Will be refined with stakeholder input

- Inventory will definitely include larger area

Scope Summary – Task Elements

A. **Establish Project Management Team (PMT) and Technical Advisory Committee (TAC**

B. **Establish a Downtown Stakholders Advisory Committee (DSAC)**

- As soon as March 2016
- Monthly meetings

C. **Data Collection**

- Inventory
- Up to 3 Utilization and Turnover Studies (Spring, Summer, Fall 2016)
- Weekday and Weekends

Scope Summary – Task Elements

D. Strategy Development (Best Practices)

- Evaluation of overall parking operations and enforcement practices.
- Immediate, near, mid and long-term strategies
- Management changes/solutions that can include:
  - (a) Demand based decision-making benchmarks (using the 85% Rule)
  - (b) Capacity management techniques
  - (c) Integrating on and off-street systems
  - (d) Communications / Wayfinding
  - (e) Balancing with alternative mode options
  - (f) Code requirements
  - (g) New supply

Scope Summary – Task Elements

E. Public Engagement Strategy and Implementation

Public engagement will be an on-going element of the parking study.

- DSAC process
- Project Website
- Community Forums / Open Houses
- Surveys
- Interviews
- Presentations to groups and associations
- Social Media

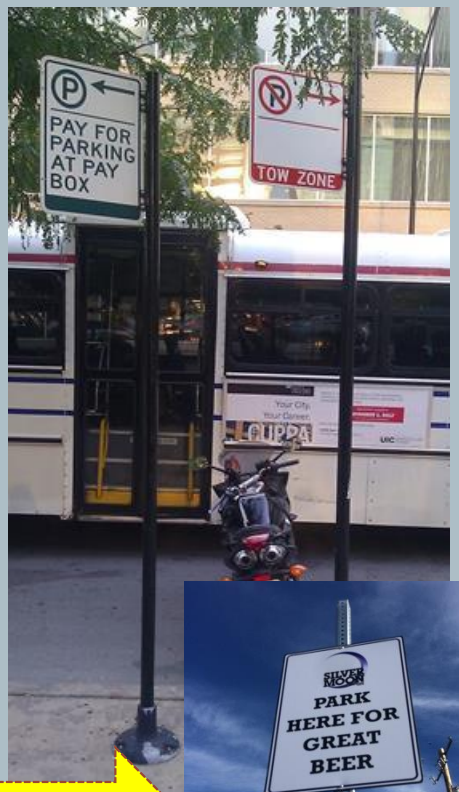
Scope Summary – Task Elements

F. Reporting and Approvals

- Data summaries
- Technical Memoranda
- Topic White Papers
- Final Report
- Integrated with Public Engagement strategy
- Presentations to Commissions
- Presentations to City Council

Phase 1 (Downtown) targeted for completion in Spring 2017

Parking 101 – Elements of Great Parking Management



Connecting the Dots for Bend

Why Manage Parking?

Why Manage Parking?

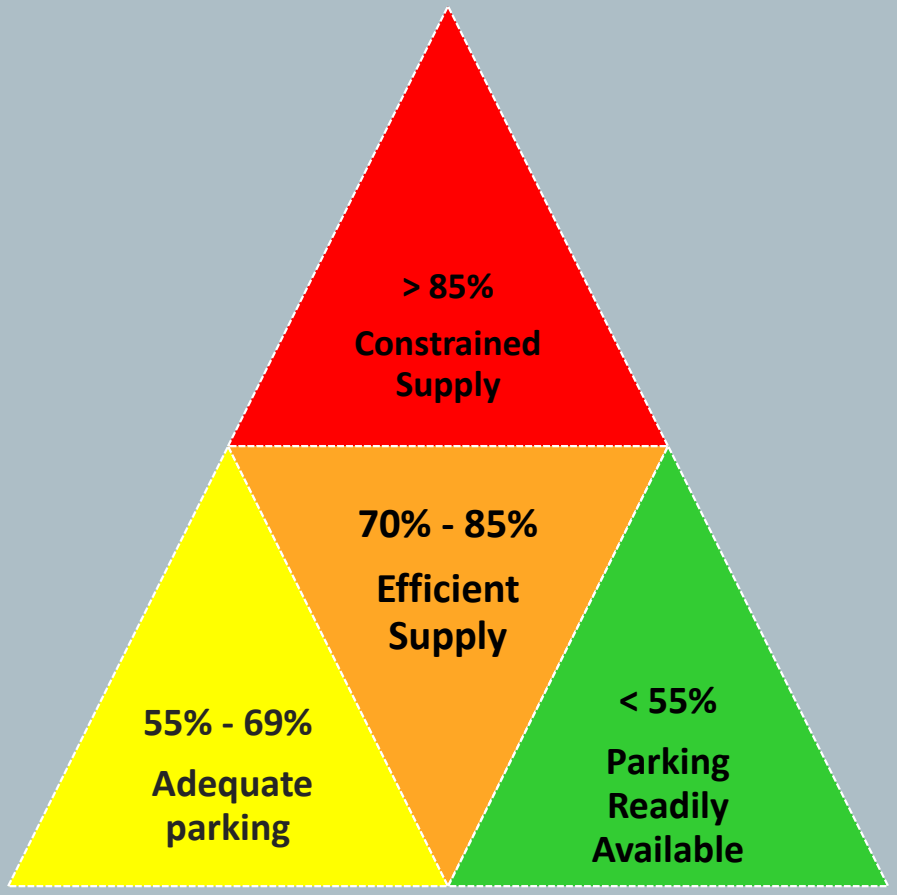
- *Use A Limited Resource Efficiently*
- *A Tool to Enhance Economic Activity*
- *Create Order and Reduce Anxiety*
- *Use Parking As A Tool To Encourage Transportation Options*
- *Maximize/Manage Parking Turnover*
- *Get the Right People In the Right Parking Space*

- On-street parking is finite and highly desired (minimize conflicts).
- Get the right people to park in the right place (on and off-street).
- Customers appreciate it, reduces angst.
- Off-street parking is expensive, so fully maximize what you have.
- A clear sense of movement to parking options
- Ground level businesses want turnover (people spending money).

Guiding Principles

- Clearly stated priorities and outcomes. Get to Yes.
- Reaching consensus on priorities with a representative stakeholder group is extremely important.
- Who has priority in the public supply (on-street, off-street)?
- Many cities leap into parking management strategies before their purpose or their appropriateness for the area is clear.
- Any strategy developed should tie directly back to specific Guiding Principle(s)
- *The priority for parking by type of stall needs to be clearly stated, not all parkers can be "priority" parkers.*

85% Rule



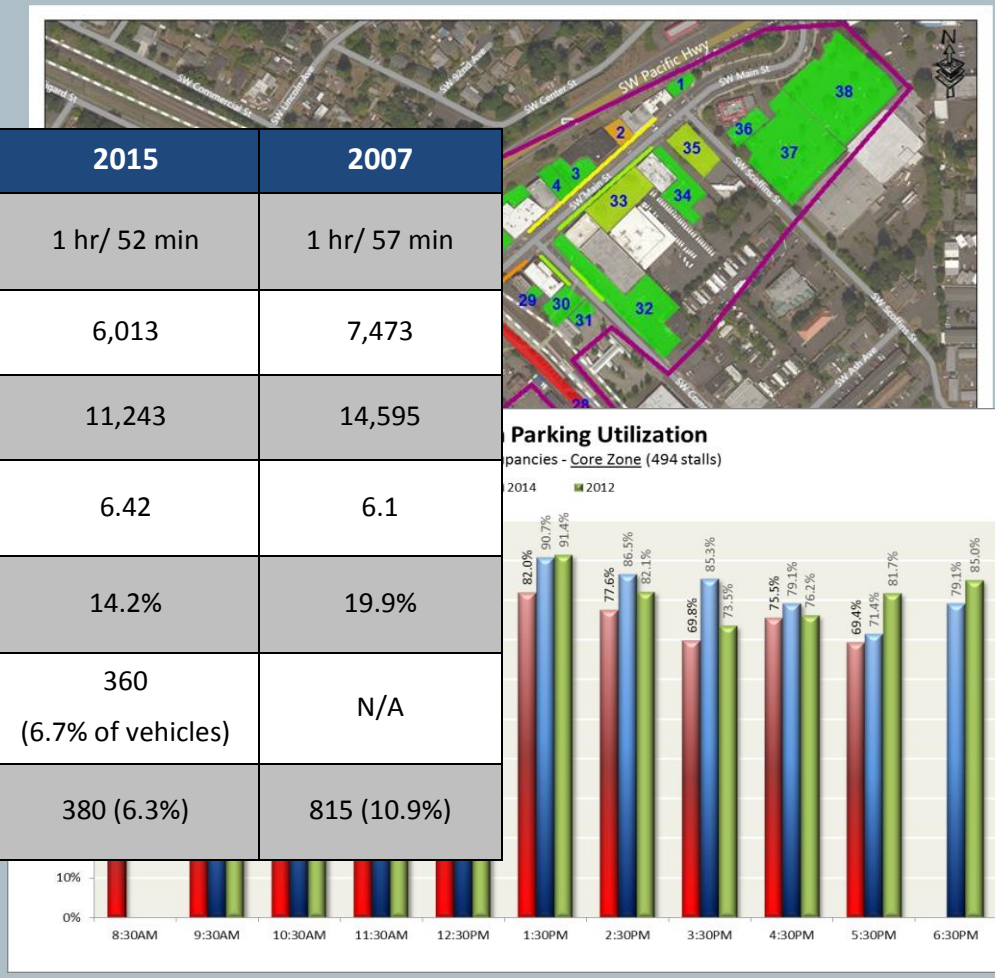
- Most common approach to managing parking supply.
- If supply is constrained: turnover is affected, access is difficult and customer experience is adversely affected.
- If 70% - 85%: Supply is robust, accessible, and efficient
- < 69%, parking is activity is not supportive of active business.

Good Data

- Separates perception from reality.
- Let data tell a story.
- Local data is unique to Bend and its dynamics.
- Tie solutions to data.
- Consistent / replicable methodology.
- Good data is essential and the more data you have, the better your management decisions will be.

Good Data

Use Characteristics	2015	2007
Average length of stay per vehicle per occupied stall	1 hr/ 52 min	1 hr/ 57 min
Vehicle trips (unique vehicles)	6,013	7,473
Vehicle hours parked	11,243	14,595
Turnover rate (number of cars to use a single occupied stall over a 12 hour period)	6.42	6.1
% of unique vehicles violating the posted time stay	14.2%	19.9%
Occurrence of license plates moving to evade parking citations.	360 (6.7% of vehicles)	N/A
Actual number of vehicles parked for time stays over 4 hours (% of unique vehicles)	380 (6.3%)	815 (10.9%)



Understanding the Value of a Parking Stall

OFF-STREET (COST OF GARAGE)

- Cost to build a structured parking stall: ***$30 - $35,000 (per stall)***

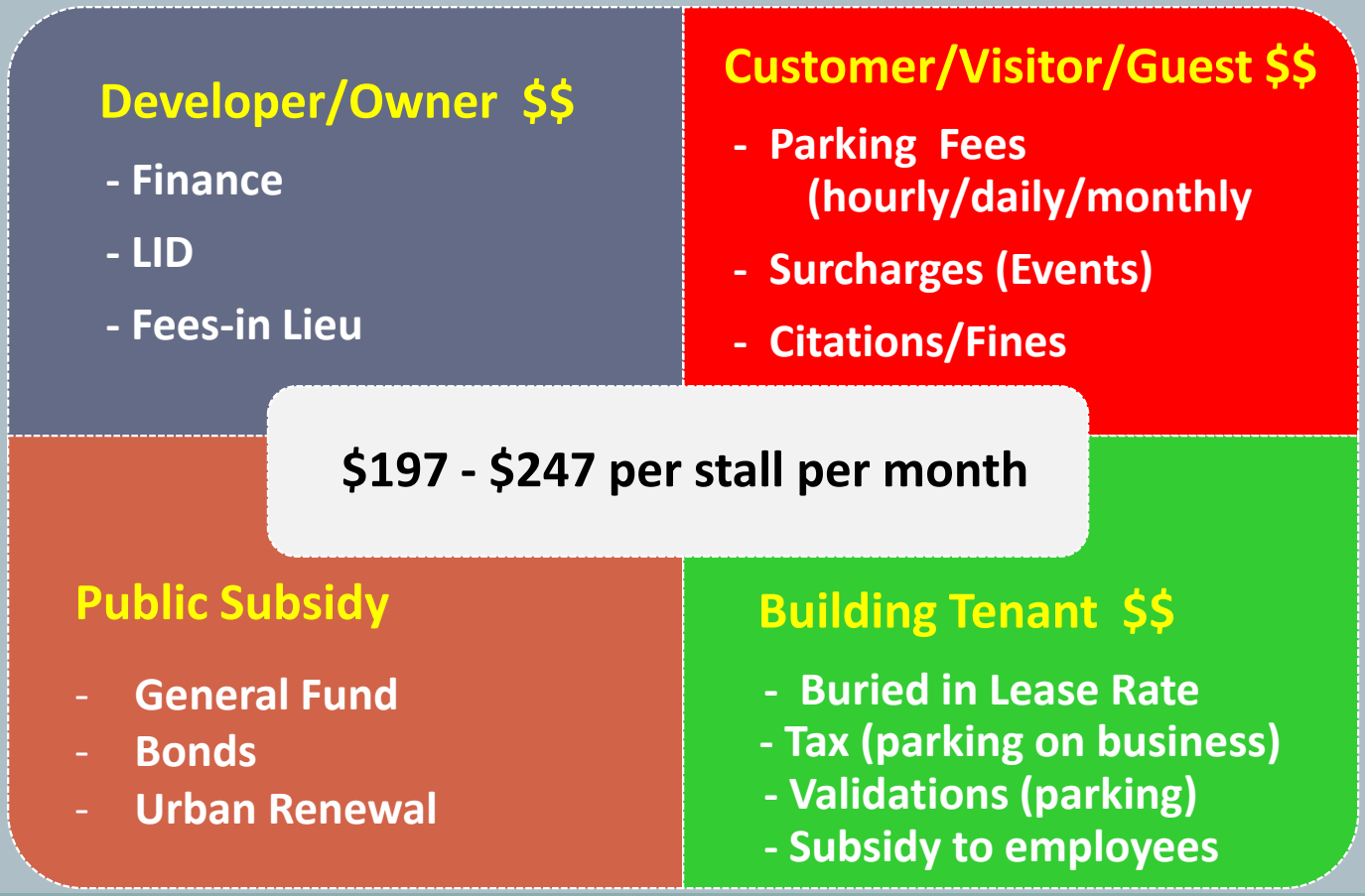
- 20 Year cost to finance: ***$197 - $240 (per stall/mo.)***

WHO PAYS? / WHO SHOULD PAY?

- Developer
- Building Owner
- City
- Building Tenant (Business)
- User (customer, employee, resident)
- Some or all above

Understanding the Value of a Parking Stall

Multi-source Funding Options



Understanding the Value of a Parking Stall

ON-STREET STALL (Revenue Potential)

- 1 hour/18 minutes: Average duration of stay (Bend, 2002)
- 7.69: Estimated daily turnover (Bend, 2002)

Parking Management Supports and Attracts Business

	City	Rate of Turnover
Cities with moderate turnover	Beaverton, OR	4.20
	Everett, WA	5.12
	Hillsboro, OR	4.90
	Lake Oswego, OR	4.20
	Oregon City, OR	4.60
	Redmond, WA	3.23
	Salem, OR	5.90
	Springfield, OR	2.87
	Vancouver, WA	5.60
	Average Rate of Turnover	*4.51*
Cities w/ high turnover	Bend, OR	7.69
	Hood River, OR	6.06
	Kirkland, WA	8.60
	Milwaukie, OR	6.00
	Olympia, WA	7.40
	Portland, OR	7.69
	San Mateo, CA	6.25
	Spokane, WA	6.36
	Ventura, CA	6.46
	Average Rate of Turnover	*6.94*
	Average trip capacity difference	*2.43 turns per day per stall … or 243 new trips per 100 stalls*

- Average customer stays 2 hr. 12 minutes in lower volume cities
- Average customer stays 1 hr. 26 minutes in higher volume cities
- Lower volume cities have higher percentage of employees parking on-street and lower sales per transaction.
- **Difference is 243 more cars per day in capacity per 100 stalls.**

Great Communications

- Commit to marketing, communicating and branding your parking system.
- This will establish a recognizable and intuitively understandable parking message.

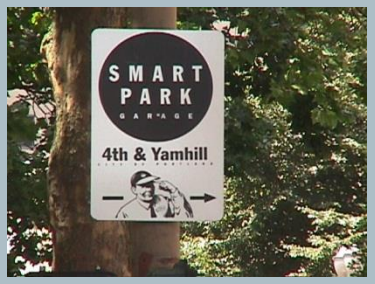
Branding

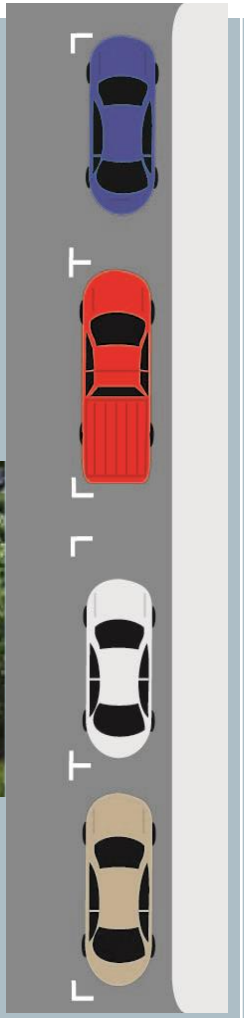
- The brand should quickly and uniquely capture a customer's attention.
- Communicate a positive image for downtown

Great Communications

Presentation and Wayfinding

- High quality and appropriately placed signage.
- Clean and optimally working equipment.
- Optimal lighting.
- No trash or debris.
- A maintenance plan and schedule.
- Consistent design requirements (lot or garage)





Clear, delineated parking stall striping

Shared Parking

Using what we have as well as we can

- In many cities large amounts of parking inventory are in private control/ownership.
- Private control requires private solution (partnership)
- All partners investing in the solution. Solution cannot be solved only in public supply.
- Best carried out through downtown business organization (e.g., peer-to-peer like McMinnville, Gresham, Oregon City)
- City can partner with signage and “branding” help (e.g., Kirkland, WA, Laguna Beach, CA, Seattle, WA)

Pricing Parking
To Charge or Not to Charge

Guiding Principles, Data Collection, and the 85% Rule, can help you evaluate pricing as it relates to your specific circumstances.

- Free parking does not directly result in increased parking demand.
- Pricing parking should be made in the context of intended outcomes and objective data.
- Is there a continuing conflict between employees and visitors for use of “premier” spaces?
- Is there a need or desire to expand parking supply or other options to increase capacity for access and improve downtown?

New Technology

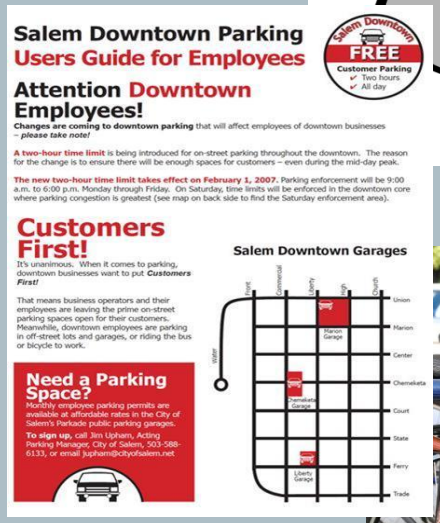
- Parking industry is rapidly evolving and technologies are myriad.
- Consider demonstration projects and check in with peer cities (cost, experience, customer acceptance, impact on trips/revenue, administrative support).
- New technology (complexity/sophistication) must be met with (at least) an equal measure of management.
- Must be supported by robust communications.

Pay-by-cell contact number


Wireless single-space meter

What successful cities are doing

- Clear priorities
- Measurable goals (85% Rule)
- *Customer First* Programs
- Uniform time stays - on-street
- Common branding and marketing
- Shared use agreements – private lots
- Employees off-street
- Making alternative modes cool

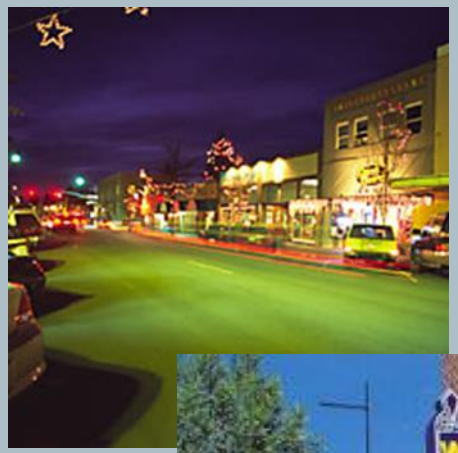


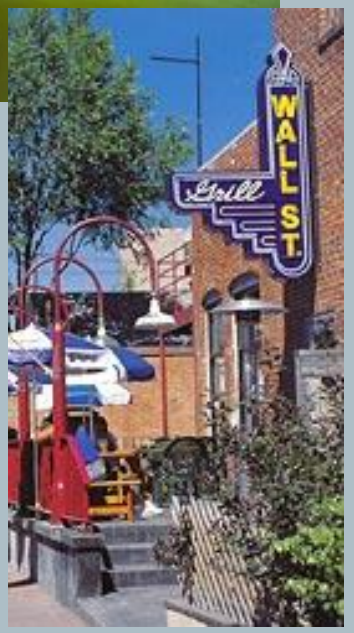
DOWNTOWN SEATTLE
Everything in one great place.

The Role of Parking

What Parking Is:

- A key support mechanism for the *product* that is downtown and its businesses.
- A valuable asset and a shared responsibility.
- One mode of access in the toolbox of downtown "capacity."
- A resource that requires active and strategic management.





The Role of Parking

What Parking Is not:

- The reason people come downtown.
- A generator of trips ("if you build it – parking - they will come" is not true).
- The silver bullet. Few successful downtown's have "fixed" parking. They simply *manage* it….. constantly.

Final Thoughts

The operative word in parking management is *management.* This implies change and a frame of reference to change the status quo at any point in time.

"If we think we have a parking problem, then the status quo isn't working. We have to be willing to change things."

Q & A

Thoughts, Ideas, Questions from the Community

THANK YOU!