BEND DOWNTOWN PARKING GUIDING PRINCIPLES
SUMMARY OUTLINE

June 20, 2016

Objective Statement

"To support a vibrant, diverse, attractive, and uniquely identifiable downtown. The components of this plan need to be simple and intuitive for the user. The parking system must be affordable, safe, secure, financially sound and well-integrated with all modes of access to downtown."

Guiding Principles

1. **City Role & Coordination**
    a. **Primary Role (City of Bend).** The City's primary roles in providing parking are to (1) accommodate customer/visitor access downtown and (2) facilitate residential and/or guest access in immediately adjacent neighborhoods.
    b. **Primary Role (Private Sector).** Employee and downtown residential parking should be led by the private sector and through partnerships where the City can reasonably participate (financially or programmatically).
    c. **Centralized Management.** Centralize management of public parking to ensure optimal use of its supply.
    d. **Effective Communications.** High-quality, user-friendly communications to ensure easy access for customers and visitors to appropriate and available parking near their destination.
    e. **Stakeholder Support**. Ensure that a representative body of affected private and public constituents routinely informs decision-making.
    f. **Coordinated Management.** Coordinate parking in a manner that supports the unique character of existing and emerging downtown districts and neighborhoods. Where appropriate, manage parking by zone.

2. **Priority Users**
    a. **On-Street System (downtown).** The most convenient on-street parking will be preserved for the priority user; the customer/visitor (short-term trip).
    b. **On-Street System (immediately adjacent neighborhoods).** The most convenient on-street parking will be preserved for the priority user; the resident and their guests.
    c. **On-street Turnover.** The on-street parking system is a finite resource and will be managed to provide a rate of turnover that supports "district" vitality.
    d. **Off-street System.** Coordinate off-street parking resources (public and private) to meet employee and downtown resident demand that cannot be met by safe and reliable walking, biking, riding transit, and carpooling/ridesharing.

3. **Active Capacity Management**
    a. **Optimize Utilization.** Manage the public parking system using the 85% Occupancy Standard to inform and guide decision-making.
    b. **Resolve Constraints.** Parking demands in excess of the 85% Occupancy Standard will require best practice strategies to minimize parking constraints.
    c. **Shared Off-street Parking.** Encourage shared parking in areas where parking is underutilized. This will require an active partnership with owners of private parking supplies.
    d. **Capacity Expansions.** Capacity will be created through strategic management of existing supplies (public and private), reasonable enforcement, leveraging parking with alternative modes, and new supply.
4. **Information Systems (Supply & Customer-based)**
    a. **Monitor & Report Utilization.** Implement performance measurements and reporting to facilitate decision-making.
    b. **Product Quality.** Provide and manage a safe, user-friendly and attractive on-street and off-street parking public parking and communications system in a manner that complements the quality of downtown and attracts visitors and customers to downtown.
    c. **System Communications.** Improve existing and create new information resources (outreach, education, maps, websites, etc.) for use by the public and private sectors.
    d. **Branding & Wayfinding.** Augment and expand the existing wayfinding system for the downtown that links parking assets and provides directional guidance, preferably under a common brand/logo.
5. **Integration with Other Modes**
    a. **Downtown Multi-modal.** Encourage and facilitate increasing percentages of use, particularly by employees, of alternative travel modes to free up parking capacity.
    b. **Bicycle Parking.** Increase bike parking on- and off-street to enhance the broader bicycle network.
    c. **Connections to Remote Vehicle Parking.** Explore remote parking locations and transit/bike connections to minimize the need for new parking structures.
6. **Planning for the Future**
    a. **Planning & Funding.** Planning for future supply growth will be strategic and routinely evaluated to ensure the City is ready to respond to growth, recognizing that funding for new growth will require a varied package of funding resources (and partnerships).
7. **Financial Viability**
    a. **Fiscal Stewardship.** All parking operations must be financially sustainable.