

DOWNTOWN BEND PARKING STUDY
DOWNTOWN STAKEHOLDER ADVIORY COMMITTEE
INITIAL STRATEGY CONSIDERATIONS (DRAFT)

[NOTE: This draft reflects input and discussion from the ~~November 17, 2016~~ DSAC meeting and work session. Language from the original consultant draft is in black, new input from the DSAC work session is in ~~red~~. This new draft will be reviewed and discussed in detail at the ~~January 19, 2017~~ DSAC meeting. Additional revisions and refinements will be included in a final draft list subsequent to that meeting which will be reviewed at the January 2017 DSAC meeting.]

Rick Williams Consulting (RWC) was retained by the City of Bend to conduct an overall evaluation of the downtown parking system and develop a comprehensive Strategic Parking Management Plan. The RWC team also includes Kittelson & Associates (KAI) and Anne E. George Facilitation, Mediation + Public Involvement (AG).

The evaluation entailed review of existing parking operations, previous study findings, public engagement/outreach and comprehensive data collection. To date, these initial strategies have been informed by in-depth discussions and **eight** topic-specific work sessions with the Downtown Stakeholder Advisory Committee (DSAC).

~~The DSAC approved this draft on February 16, 2016 and We believe~~ **believe** these recommended strategies respond to the unique environment, goals, and objectives of Downtown Bend. ~~as developed by the DSAC and consultant team.~~ Strategies are offered within the context of recently completed data findings and consistency with Guiding Principles developed and approved by the DSAC **and City Council in August 2016.**

A. SUMMARY FINDINGS – SYSTEM PERFORMANCE

- a. **Parking Plan:** There is a finite supply of parking in downtown Bend. Currently, there is availability in both on-street and off-street parking supplies. New systems need to be implemented to direct intended users into available supplies. If Bend is to have a customer first parking management system, the system must both appeal to and accommodate visitors and identify safe and accessible parking for employees and residents.

- b. **Summer** is definitely the **peak season** (about 12.5% higher than Spring) for number of vehicle trips downtown and use of the supply.
- c. **Parking Behavior:** There does not seem to be any significant change in **parking behavior** between the two seasons (either for employees or visitors). This would include average duration of stay, number of employee permits on street, rates of violation, and turnover.
- d. **High Use Areas (On-Street):** In the spring and summer, there is a defined area of high parking activity (very constrained and sustained at 85%+) in the downtown core or center, which operates much differently than the east side of downtown (which was underutilized in spring and summer). As such, the idea of management by parking zone or ~~expanding~~ **modifying** the parking management district may make sense.
- e. **Off-Street Parking Availability:** Even though there is higher parking activity in the summer, the off-street system still has a meaningful amount of unused parking, particularly in the parking garage.
- f. **Shared Use:** There are opportunities to find and identify shared use facilities for off-street parking, for example three publicly controlled lots,¹ which could accommodate employees (and off-peak events).
- g. **The Mirror Pond lots** are consistently constrained (at or above 85%) and strategies should be developed specifically to address this.
- ~~g. **Parking Plan:** There is a finite supply of parking in downtown Bend. Currently, there is availability in both on-street and off-street parking supplies. New systems need to be implemented to direct intended users into available supplies. If Bend is to have a customer first parking management system, the system must both appeal to and accommodate visitors and identify safe and accessible parking for employees and residents.~~

All the strategies that follow are intended to be listed in a logical and iterative order. However, the timing and final order of implementation will be further reviewed and refined with the **Project Management Team (PMT)** and DSAC through plan development.

¹ This includes the City owned parking garage, the Newport Lot and County parking facilities.

B. POLICY AND ORGANIZATIONAL ACTION STRATEGIES

Incorporating parking system management into the City's development policy ensures that the goals of the Parking Management Plan can be met. **The following strategies should be implemented within 18 months of plan adoption.**

1. Formalize the Guiding Principles as policies **into appropriate City documents or plans.** ~~within the parking and transportation system plan.~~
2. Adopt the 85% Rule as the standard for measuring **and monitoring the** performance of the parking supply and triggering specific management strategies and rate ranges **by discrete zone** ~~or area.~~
3. Centralize Parking Management. ~~Consolidate~~ **Establish** the management and administration of parking ~~management~~ within a single division for Parking Services, **well integrated with the City's broader program of Transportation Services Management.**² Parking issues are too complicated and prevalent for status quo approach to management and implementation.
4. Develop a job description and submit a service package to create and hire a position of ~~Downtown Parking~~ **Demand Manager /Coordinator** for the City of Bend.
5. ~~Continue~~ **Establish** the role and function of the ~~a~~ Downtown Parking Advisory Committee (DPAC) consisting of downtown stakeholders to assist in **plan and** program implementation and review.
6. Evaluate moving forward with data collection effort(s) to measure parking impacts in select neighborhoods adjacent to the downtown as well as costs/feasibilities ~~of~~ **for implementing** neighborhood area permit programs (i.e., administration, process and stakeholder education).
 - Consider an extended period permit parking area (longer than 2 hours) in immediately adjacent neighborhoods.
 - **Consider a plan for residents, visitors and employees.** ~~(Need to confirm with neighborhoods whether residents would prefer a mix of residents and visitors or residents only.)~~

² The Parking Division must coordinate with transportation staff, resulting in balanced access across all modes.

7. Explore and develop funding options to support parking management, for maintaining maintain the existing parking supply and funding future growth, ensuring the financial feasibility of the system.
8. Create a cohesive pricing strategy policy for on and off-street parking in downtown Bend. Establish a fair market rate for parking to ensure that pricing:
 - Supports businesses;
 - Encourages neighborhood parking management; and
 - Encourages the use of alternative modes downtown.

(All of the above should be part of a balanced approach to manage use and promote more activity.)

- ~~— Price premium spaces based on demand and location.~~
- ~~— Create a zoned pricing strategy.~~
- ~~— Consider variable pricing~~
- ~~— Evaluate seasonal pricing.~~
- ~~— Don't price in such a way to encourage visitors or employees to park in the neighborhoods.~~

B. CODE-RELATED ACTION STRATEGIES

These strategies would revise the municipal code to support long-term planning and efforts to “right-size” parking in new development. These strategies will be developed in Phase 2 of the large city-wide parking study, integrating specific recommendations related to the downtown. Recommendations from this process will be brought back to the DSAC for review and input.

C. PARKING MANAGEMENT STRATEGIES - OPERATIONS

Parking management strategies related to Operations should be completed and implemented between 12 and 24 months of plan adoption.

9. Establish business-to-business and residential outreach and communications on parking issues, education and planning; a *Customer First* Partnership with the Downtown Bend Business Association. Efforts could include (but not be limited to):

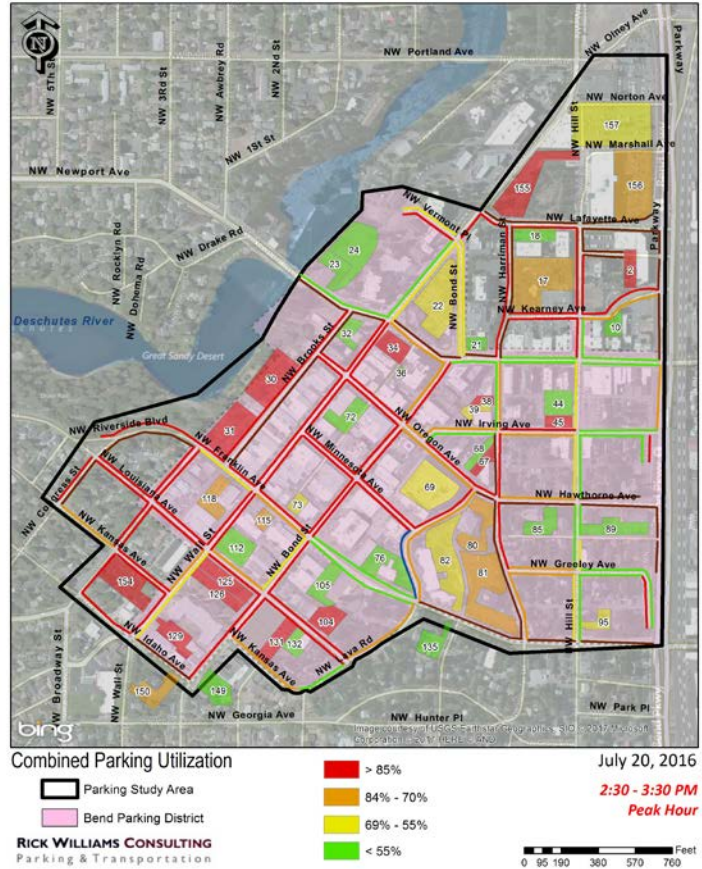


- Improve education and communicate parking options to employees, residents, and visitors.
 - Maps and other visitor-user communications materials to identify parking availability and “rules of use.”
 - Parking/user information kiosks.
 - Co-marketing opportunities with retail shops, hotels, restaurants, event venues.
 - Alternative mode education and incentives.
 - Interactive website.
 - Tie all information to new brand/logo (see Strategy 15).
10. Identify off-street shared-use opportunities based on data from the 2016 parking study. Establish goals for transitioning employees **out of the on-street supply**, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.
- Create designated and dispersed parking areas for employees **which include both downtown opportunity areas and remote satellite lots.**
 - ~~— Create an employee parking area in the south end of downtown.~~
 - ~~— Encourage employee parking in Newport Lot and east side of downtown~~
 - Incentivize employees to park in employee parking areas.
 - Improve safety of designated employee parking areas and routes to these areas.
11. Implement variable rate pricing for employee permits based on location, demand and availability of parking. This is intended to create pricing differentials between “premium” and underutilized locations.
- ~~— Provide variable permit pricing with price sensitivity for income level.~~
 - ~~○ Less premium parking stalls should be free or priced low for employee use (e.g., upper floors of garage, Newport lot)~~
 - ~~○ Provide actual permits for employees qualifying for free permits.~~
12. ~~Attrition~~ **Reduce/phase out** the number of “2 Hour or as Otherwise Specified” on-street stalls in coordination with parking availabilities identified in **Strategies 10 and 11**, above.
13. **Based on documented parking behavior**, ~~E~~**establish two four** distinct on-street parking management zones within the downtown parking district. Use 2016

occupancy data to define the boundaries (e.g., central core, east zone, **edge zone, and periphery areas**).

- 2 Hour parking (base standard) in the core zone.
- 3 Hour parking (base standard) in “east” zone.
- **3 Hour parking (base standard) in “edge areas within the parking district (not covered by the core and east zones).**
- **Allow limited employee permit parking in “east” zone (coordinated with Strategies 10 and 11, above).**
- **Establish a periphery area adjacent to the parking district with an appropriate time stay standard most conducive to the residential nature of these areas (coordinated with Strategy 6, above).**

City of Bend - Downtown Bend



14. Consider eliminating **Eliminate** first two hours free **and improve safety and security** at Mirror Pond lots.

- Implement progressive hourly parking (very low first two hours, increasing each additional hour).
- **Limit time stays.**
- **Extend parking restrictions to 8:00pm.**
- **Improve green areas in lots to be more desirable.**

15. Create a critical path timeline to a new parking brand/logo that can be utilized at all City-owned lots and shared supplies and in parking marketing/communications.

16. Standardize the design of on-street parking signage **within the parking management district**. Consider incorporating **Incorporate** the new brand/logo into on-street signage (per Strategy 15, above).



- Make all Core zone parking 2HR.
- Make all non-core zone parking 3HR or 3Hour or by Permit
- Reduce the number of No Limit stalls in the study zone.

17. Rename all publicly owned/controlled lots and garages by address.

~~Deploy upgrade of on-street parking signage (per Strategies 15 and 16, above).~~

18. Establish best-practice protocols and performance metrics for existing enforcement personnel and support enforcement with appropriate technology.

- **Revise "move to evade" policies to one move in the downtown area.**
- **Change enforcement hours to reflect actual peak**
- **Continually monitor peak use and make sure enforcement hours coincide**
- **Increase fees and fines as necessary to ensure targeted compliance (5% - 7%)**
- **Create fees and fines for more than one district.** **by zone.**

19. **Where practical,** **E**xpand bike parking network to create connections between parking and the downtown to encourage employee bike commute trips and draw customers to downtown businesses.



- Bike lanes
- On-sidewalk bike parking
- Bike Corrals (in street or public/private plazas)
- On private property (interior employee parking)

20. Develop a reasonable schedule of on-going data collection to better assess performance of the downtown parking and support 85% Occupancy standard for decision-making. **Evaluate data by discrete zone.**

21. Evaluate on-street pricing in high occupancy areas (85%+) by discrete zone. If over 85%, implement on-street pricing during enforcement hours, where appropriate
22. Evaluate eliminating free parking in the public garage when the on-street is priced and garage occupancies exceed the 85% occupancy standard; moving to implementing demand based rate pricing for all hours of enforced parking (e.g., hourly rates, evening, weekend, overnight and event rates).

D. PARKING MANAGEMENT STRATEGIES: INFRASTRUCTURE

The following strategies build upon and are facilitated by work completed in Strategies 1 – 24 and should be completed and implemented between 24 and 48 months of plan adoption.

23. Develop and implement a package of improvements Upgrade/improve entryway identification signage at the downtown Public Parking garage to enhance its visual appearance and identity, safety, revenue control, communications technology and pedestrian access.



Improvements should include but not be limited to:

- Lighting upgrades
- Entry/exit counter systems (loop detectors/sensors)
- State of the art pay stations
- Exterior signage displaying brand/logo and occupancy information.
- Interior directional signage upgrades.

Install parking stall counter system in Public Parking garage. Connect to signage recommended in Strategy 24.

24. Solicit firms to establish wayfinding and dynamic signage systems in the public right of way, integrated with the off-street system using the City parking brand developed in Strategy 15.



- Design signage.
- Identify appropriate access portals for locating signage

- Explore real time communications linking multiple sites, apps, websites and other resources for dissemination of information and customer use.
25. Evaluate and implement solutions to “safety” impediments that create inconvenient and inefficient connections between customers/users and parking supply (e.g., lighting, sidewalk/pathway connections, lot condition, etc.).
 26. **If existing parking supply becomes limited**, Explore expanding access capacity with new parking supply and/or transit.
 - Identify possible new parking sites downtown and remote (for public and/or private partnerships).
 - Explore improved shuttle/circulator connections, **including park-n-rides.**
 - **Strengthen transit access for employees.**
 27. Develop cost forecasts **and feasible financing methods** for preferred parking supply and transit/shuttle options (coordinated with Strategy 7).
 28. Initiate new capacity expansion (as necessary and feasible).

The City and DSAC may elect to reorder, accelerate, or moderate strategies depending on community support and consensus, opportunity, and/or funding. All strategies will require consistent and dedicated management with active participation by the private sector.