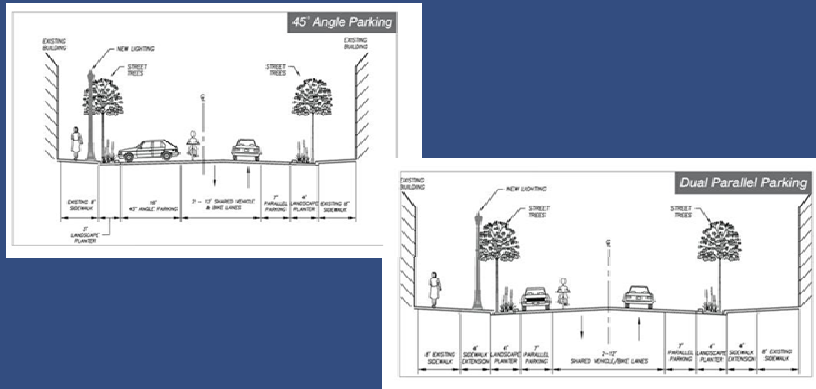


Tigard, Oregon Main Street Parking



— August 17, 2010 —

The Benefits of On-street Parking Management

1. Getting the right people to park in the right place
2. Preserves parking for users of the district (residents, employees, visitors/customers) and reduces/eliminates parking for those who would use the district as a “park & ride.”
3. More efficient use of a limited resource
4. Creates order and certainty – reduces angst
5. Maximizes turnover, where turnover is needed – increased vehicle volume of customers to retail curb space, resulting in increased retail sales.
6. A means to support mode goals for transit, biking and walking (coordinating “capacity” strategically)
7. If there is a plan, it can react, calibrate and adapt to change.

Visions for the District



Any parking plan must support this vision.

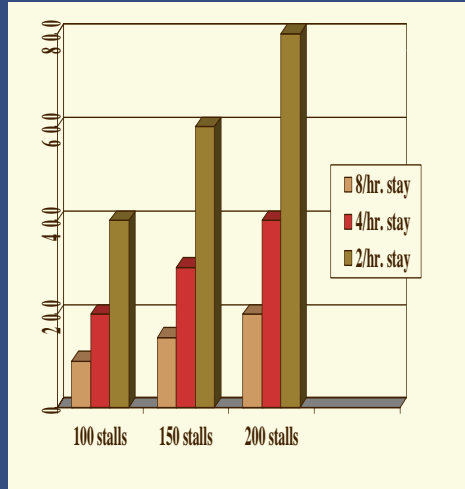
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Creating Change Main Street is Unique

- ➔ Support a “*messy vitality*” - vital, active and interesting urbanizing environment
- ➔ Convenient parking for visitors and customers
- ➔ Reasonable and safe parking for employees and long-term visits
- ➔ A clear sense of movement to parking options
- ➔ Integrated system on and off-street (parking & pedestrians)
- ➔ Ensure that parking in district is for users of the district – mitigate park & ride

Parking management must be tailored to the unique qualities and needs of the district.

Rule of Thumb # 1 One parking space can be more than one car



- ✓ Physical Capacity = built supply
- ✓ Functional Capacity = managed supply
- ✓ Managing Turnover maximizes access – balances needs

Examples – Managing Turnover & Compliance

	City	Rate of Turnover	% violations
Cities with high rate of violations	Beaverton, OR	4.20	14.8%
	Everett, WA	5.12	18.5%
	Hillsboro, OR	4.90	10.0%
	Lake Oswego, OR	4.20	13.5%
	Oregon City, OR	4.60	12.5%
	Redmond, WA	3.23	31.0%
	Springfield, OR	2.87	24.3%
	Vancouver, WA	5.60	18.7%
	Average Turnover - > 9% rate of violation		4.34
Cities w/ low rates of violations	Bend, OR	7.69	5.9%
	Hood River, OR	6.06	6.9%
	Kirkland, WA	8.60	5.1%
	Milwaukie, OR	6.00	6.2%
	Olympia, WA	7.40	< 6.0%
	Portland, OR	7.69	4.5%
	Salem, OR	7.52	4.1%
	Spokane, WA	6.36	< 7.0%
	Ventura, CA	6.46	8.0%
Average Turnover - < 9% rate of violation		7.08	5.96%
Average trip capacity difference			2.74 turns per day per stall ... or 274 new trips per 100 stalls

Rule of Thumb # 2 Use Parking Management Best Practices

✓ Strategy complements policy & priorities – create a framework for decision making

- Provide for efficient use of on-street parking
- Encourage turnover of on-street parking
- Focus short-term parking nearest to businesses
- Standard time stays - messaging
- Identify long-term locations
- Use the 85% Rule
- Enforcement



Rule of Thumb # 3 On-street parking is a finite supply

- ✓ At some point, demand will exceed capacity functional capacity
- ✓ Must determine in advance for whom the on-street supply is prioritized
 - Allows for decision-making and more aggressive management when conflicts between different users occur (i.e., employee/customer)
 - Validates off-street strategies



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Right of way signage: Vancouver

Rule of Thumb # 4

If your employee isn't walking, your customer is

- ✓ Main Street requires on-street parking dedicated to customer use.
- ✓ Employee locations need to be off-street and "proximate"
 - Safe and secure
 - Well lit
 - Quality landscaping and connectivity
 - Wayfinding from right of way to site
 - Unified "brand"

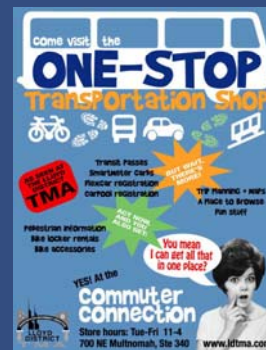


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Rule of Thumb #5

"Capacity" is not all about parking

- ✓ Relationship of TDM to Parking
 - Mode split goals and targets (auto, transit, bike, walk, ride share)
 - Understanding relationship between parking and other modes (i.e., efficiency, **capacity**, and cost)
 - Timing and support for TDM across a 'demand horizon' managing parking and access capacity



Parking should be seen as a management tool that supports specific economic uses

What Others are Doing

Gresham

- ✓ Customer First Program
- ✓ Shared use agreements – private lots
- ✓ Standardized time stays
- ✓ Common branding



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What Others are Doing

Milwaukie

- ✓ Employee permit program
 - On-street (in periphery)
 - Off-street (public lots)
 - Permits registered by work site
- ✓ Standardized on-street time stays (2 HR)

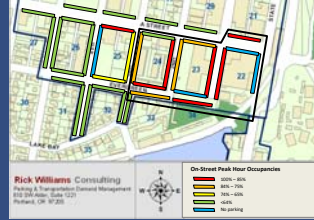
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What Others are Doing

Lake Oswego & Springfield

✓ Zone A & Zone B

- 2 Hour only in A
- 3 Hour or by Permit in B
- Permits registered by work site



- ✓ Standardized signage (on and off-street)
- ✓ Routine usage/occupancy counts

SUMMARY Principles for Success

- ➔ Clarify
- ➔ Organize
- ➔ Enhance



YOUR QUESTIONS?