

Ad Hoc Committee Meeting #1  
March 5, 2019 – Hood River City Hall

- Welcome and Project Overview 5:30 PM
- Introductions 5:40 PM
  - **Gary Bushman**, Downtown Building Owner
    - Goal: Address needs of business owners
  - **Brooke Pauly**, Downtown Building/Retail Owner
    - Goal: Address needs of business owners
  - **Janice Bell**, Downtown Business Owner
    - Goal: Put parking in the back of our customers' minds; make it easy
  - **Hannah Ladwig**, Hood River Farmers Market
    - Goal: Farmer's Market needs / address residential parking needs
  - **Rachael Fuller**
  - **Sean Hallissey**, Business Owners, Developer
    - Goal: Make Downtown work for all users
  - **Annika Cardwell**
  - **Dustin Nilsen**, Hood River
    - Goal: Audit of rules and regulations; eliminate obstacles and barriers
  - **Megan Ramey**, Planning Commission Liaison
    - Parking and the creation of housing nexus; eliminating barriers; improving the pedestrian and bicycle experience
  - **Mark Zanmiller**, City Councilor
    - Goal: Address all of the items identified within the RFP, all are important
  - **Kate McBride**, City Councilor / Energy Council
    - Goal: Address to the bike/ped system
- Questions and Clarifications
  - **Dustin**: Clarify the role of the committee
    - Owen: Role is iterative; guiding principles will help guide the process. They become the authors of the white papers.
  - **Council Member Zanmiller**: Will the consultants guide the process?
    - Owen: Yes, we will guide. Hold back at first, but yes, we will provide feedback.
  - **Council President McBride**: How do you sort out the loudest user does not derail the efforts?
    - Owen: Bring the user to the table and understand their needs.
- Parking Management Best Practices Overview 5:50 PM
  - **Council Member Zanmiller**: Is the data that RWC collected sufficient for this study?
    - Owen: Yes, more than good with summer and winter occupancy data.
  - **Council Member Zanmiller**: What are the tools to assess demand by land use?



- **Council Member Zanmiller:** Curious/interested in the technology piece.
- Leveraging New Mobility Solutions
- Mitigating Impacts in Residential Neighborhoods
- Options for New Parking Capacity
  - **Council President McBride:** Until we know we need a parking structure, we should tackle it later. We should look to other solutions.
  - **Gary:** What does the consultant team think about building a parking structure?
    - Owen: There is not a place/need for a structure now.
  - **Council President McBride:** We have urban renewal dollars that could pay for it, but what if no one parks there; need to address employees parking in the most convenient lots.
- Code Modifications Needed to Support Objectives
  - **Brooke:** Interested in code modifications, but may want to put it later to be more informed.
  - **Dustin:** If we look at code, then we need to think about equity – thinking about different uses (new developer, old, etc.).
- Public Outreach Process Key Elements 7:00 PM
  - **Council Member Zanmiller:** Businesses operators are important. There are email lists.
  - **Council Member Zanmiller:** Would like to see Open Houses.
  - **Council President McBride:** Business owners have a good understanding of where their employees are parking so they are a good resource.
  - **Council President McBride:** Need to make sure to target professional businesses (lawyers, dentists), not just retail.
  - **Janice:** Make that the different user groups are represented. Need anonymous survey.
  - **Dustin:** Use a social media page to drive traffic to the City’s website; simply creating a project-specific webpage on the City’s website will not be effective.
  - **Council President McBride:** We need to know where employees are parking.
  - **Janice:** If using intercept surveys, Farmer’s Market could work well for tabling.
    - **Hannah:** Farmer’s market is approximately 60% local and 40% visitor.
  - **Megan:** I like short intercept surveys because you don’t know how they got there (captures all modes). Use bowls with colored marbles at stores. Anonymous intercept survey important.
  - **Janice:** Rely on the committee for help reaching out to the business community, they are well-connected.
  - **Sean:** Make sure to capture the people that don’t speak up.
  - **Annika:** Open house are good, but an online survey might get the quiet ones. Provide an option in Spanish because there is an underrepresented Latino population.
  - **Dustin:** Look to DKS/ODOT traffic studies for outreach methods.
  - **Megan:** Do people park at Port and walk over? One option would be cash out options for employees.



- Owen: Could use the survey to get approximate home addresses and show a scatterplot.
  - **Janice:** Many people come long distances so this would be interesting to see.
- Process Overview and Next Steps 7:10 PM
  - Guiding Principles
  - Parking Demands by Land Use Type
  - System Evaluation
  - Committee Schedule
- Input into Guiding Principles: Prioritizing User Groups 7:15 PM
  - [Discussion canceled; insufficient time]
- Adjourn 7:30 PM