

Ad Hoc Committee Meeting #3
May 7, 2019 – Hood River City Hall

NOTES

- Introductions
 - **Hannah Ladwig**, Hood River Farmers Market
 - **Marbe Cook**, Vice Chair of Columbia Area Transit (CAT)
 - **Mark Zanmiller**, City Councilor
 - **Megan Ramey**, Planning Commission Liaison
 - **Kate McBride**, City Councilor / Energy Council
 - **Janice Bell**, Downtown Business Owner
 - **Brooke Pauly**, Downtown Building/Retail Owner
 - **Sean Hallissey**, Business Owner, Developer
 - **Gary Bushman**, Downtown Building Owner (by phone)
 - **Andrew Jackson**, City of Hood River
 - **Dustin Nilsen**, City of Hood River
 - **Rachael Fuller**, City of Hood River
 - **Laura Garcia-Rangel**, City of Hood River
 - **Annika Cardwell**, City of Hood River
 - *Consultant Team*: Rick Williams, William Reynolds
- Approve Meeting 2 Notes
- Review Draft Guiding Principles (White Paper #2)
 - Priority Users
 - **Council Member Zanmiller**: We should also make it clear that visitors are welcome in the off-street system in addition to employees.
 - **Marbe Cook**: It is important to keep in mind that many more people will be coming to Hood River with increasing tourism.
 - **Megan Ramey**: Residents parking overnight on-street need to be considered.
 - *Rick*: System management will be calibrated to actual demand, and residents will be allowed to park on street when adequate capacity exists.
 - **Janice Bell**: Are the city-owned lots prioritized for employee or customers?
 - *Rick*: Calibration will be based on demand (using the 85% rule) to ensure there is some parking available for customers (by changing rates, number of permits sold, etc.).
 - **Kate McBride**: To clarify, raising rates is a tool to help incentivize the use of alternative modes?
 - *Rick*: Yes, rate modifications are an effective strategy to encourage the use of alternative modes.

- **Janice Bell:** Do these Guiding Principles assume that long-term on-street permits go away?
 - *Rick:* Yes, based on these Guiding Principles, on-street parking is prioritized for customers, suggesting that long-term on-street permits should be phased out as occupancies exceed 85%.
- **Council Member Zanmiller:** The goal is not to eliminate employee parking demand in Downtown though, correct?
 - *Rick:* Forecasting future demand will help identify future needs for employee parking (after considering growth, demand management strategies, etc.)
- **Council President McBride:** What about seasonality? Do we calibrate to just the peak 6 weeks?
 - *Rick:* This depends on Hood River's desire and capacity to more actively manage the system. Some cities calibrate to the peak season and apply rates/strategies year-round. Alternatively, rates and strategies can be based on the peak season and the non-peak season.
- **Dustin Nilsen:** Could we just program meters to peak and off peak and have rate adjustments happen automatically?
 - *Rick:* Yes, but it will be important to effectively communicate seasonal changes to the public.
- Active Capacity Management
 - **Megan Ramey:** Off-street public lots are already full, year-round.
 - *Rick:* Using the Guiding Principles as a guide, these levels of employee parking demand indicate that permit rates may need to go up or permits reduced along with the creation of a waiting list or begin development of a shared parking program.
 - **Council President McBride:** When prices go up, this in turn will create more interest among private lot owners to enter into shared parking agreements.
 - **Marbe Cook:** Are transit zones/loading permits included in this discussion?
 - *Rick:* The project will be specifically addressing curb space management strategies in more detail in future meetings.
 - **Rachel Fuller:** Can we get started on a shared parking program this summer?
 - *Rick:* Absolutely; the data is available to indicate where the City should begin outreach to private lot owners with at least 10 parking stalls available during the peak. Best practices indicate that the City should request access to 50% of the available (unused) peak parking supply for permit-based employee parking; in other words, if a lot owner has 10 unused stalls available during the peak, the City should request access to no more than 5 of these stalls so that the lot owner still has available parking capacity.

- **Janice Bell:** Agree, this strategy can be immediately applied to start to address the summer 2019 peak season. We can get started on marketing shared parking right away.
- **Council President McBride:** What about lots that have leased out parking stalls but are still underutilized?
 - *Rick:* The demand data is based on actual demand rather than lease agreements; even if a lot owner has active lease agreements, if unused during the peak period these parking stalls should be considered available for a potential shared parking agreement.
- **Council Member Zanmiller:** Will this program be city managed? Or Business Association? Or other?
 - *Rick:* Several options are available; depends on administrative burden/city capacity to manage (City collects a piece of fee; owner gets most of fee).
- Information Systems
- Integration with Other Modes
 - **Megan Ramey:** Can you clarify what you mean when you say most tourist trips are by vehicle?
 - *Rick:* Most visitor trips to Hood River are made by families and tourists that travel by vehicle (due to distances traveled from Washington, Idaho, and around Oregon, as well as the need to transport recreational gear, etc.). Given this dynamic, strategies to encourage transportation by alternative modes will be most effective when applied to employees living within 5 miles of Hood River.
 - **Council President McBride:** Agreed, many people travel with a lot of gear (kayaks, kites, etc.)
 - **Marbe Cook:** Keep in mind there is a commuter bus taking workers between Portland and Hood River.
 - *Rick:* This transit option will become an even more desirable option for employees if parking fees increase.
- Planning for Future Supply
 - **Megan Ramey:** Are there cities that use excess meter/permit revenue to pay for alternative modes?
 - *Rick:* Yes, Portland uses parking surplus to fund multimodal transportation (ped/bike improvements, streetcar, etc.). Other cities (such as Olympia) have used net revenue to pay for new parking facilities.
 - **Megan Ramey:** We also need to assess what we envision as the long-term goal for addressing congestion.

- **Council President McBride:** There are City regulations that are a deterrent to development.
 - *Rick:* We will begin identifying these as part of the “Barriers” memo.
- Financial Viability
- Roles and Coordination
 - **Janice Bell:** Is it feasible for employee parking to be led by private sector? Historic buildings don’t have that option.
 - *Rick:* Leadership can come from working in partnership with the City to identify shared parking opportunities.
 - **Marbe Cook:** Also note that employers can provide a pre-tax transit benefit.
 - **Megan Ramey:** And potential legislation to extend tax benefits to bike commuters.
 - **Megan Ramey:** Can we explore unbundling parking?
 - *Rick:* Suggest looking at right-sizing parking requirements and fee-in-lieu first before advancing to more innovative strategies.
- Forecasting Future Demand (White Paper # 3)
 - **Council Member Zanmiller:** What if our occupancies are lower than assumed? Would the real demand go up?
 - *Rick:* Yes, and the assumptions can be modified if there is data to support lower occupancy levels.
 - **Dustin Nilsen:** As a first cut, the development assumptions seem reasonable.
 - **Council President McBride:** There will be some challenges with increasing density (building up) without seismic retrofits. It is also important to note that no other assumptions about mode split and behavior are included in these development assumptions.
 - **Sean Hallissey:** When residential parking is overbuilt, there is potentially an opportunity to share parking with employees.
 - **Council President McBride:** Important to note that condominiumized multifamily is no longer able to share parking with commercial uses (due to permanently reserved residential parking allocated to each unit.)
 - **Dustin Nilsen:** Request: Can the consultant team provide updated code language to make sure that underutilized parking is shared?
- Barriers to Downtown Residential Development (White Paper #4)
 - WP 4 will be provided, setting up discussion for Meeting #4 in June
- Next Steps
 - Next meeting:
 - Barriers to Residential Development
 - June Public Outreach Discussion
 - Fee-in-Lieu Preliminary Discussion