

Project Overview

A. Process

1. **Data Collection (2018)**
2. **Ad Hoc Committee Process**
3. **Public Outreach**
 1. Social Media (Facebook)
 2. Open Houses (x2)
 3. Online Survey
 4. Intercept Surveys (Farmer's Market)
 5. Focus Groups (TBD)

B. Issues Research and Analysis

1. **Current Parking Demand**
 - Defining current parking demands based on correlation to size and type of current land uses in Downtown
2. **Guiding Principles**
3. **Parking Demand Forecasting**
 - Forecasting future parking demand based on anticipated growth
 - Identifying the needs of various user groups
4. **Evaluating Barriers to Downtown Residential Development**
 - Review of current parking standards
 - Peer city comparison/best practices
 - Impacts of historic buildings
5. **Fee-in-Lieu**
6. **Existing Conditions**
 - Time Limits / Pricing
 - Permit Programs
 - Revenues and Expenditures
7. **Curb Space Management & New Technologies**
8. **Options for New Parking Capacity**

C. Next Steps

1. **Finalize Research and Analysis**
2. **Summarize/ Evaluate Public Input**
3. **Develop Draft Strategies**
4. **Solicit Feedback on Draft Strategies (Fall Open House)**
5. **Draft Report**
6. **Final Report and Implementation Plan**
7. **Adoption**



Guiding Principles

A. Priority Users

1. **On-Street System (Downtown):** The most convenient on-street parking will be preserved for the priority user: the customer trip.
2. **On-Street System (Immediately Adjacent Neighborhoods):** The most convenient on-street parking will be preserved for the priority user: the resident and their guests.
3. **Off-Street System:** Coordinate off-street parking resources (public and private) to meet employee demand; while balancing the need in public off-street facilities to also accommodate visitor needs.

B. Active Capacity Management

1. **Optimize Utilization:** Manage the public parking system using the 85% Occupancy Standard to inform and guide decision-making.
2. **Shared Off-Street Parking:** Encourage shared parking in areas where parking is underutilized (within the downtown and remotely in facilities linked by other modes). This will require an active partnership with owners of private parking supplies.

C. Information Systems

1. **Branding & Wayfinding:** Create a wayfinding system for the downtown that links parking assets and provides directional guidance, preferably under a common brand or logo.
2. **Monitor & Report Utilization:** Implement performance measurements and reporting to facilitate decision-making.

D. Integration with Other Modes

1. **Travel Demand Management:** Encourage and facilitate increasing percentages of use, particularly by employees, of alternative travel modes to free up parking capacity.

E. Planning for Future Supply

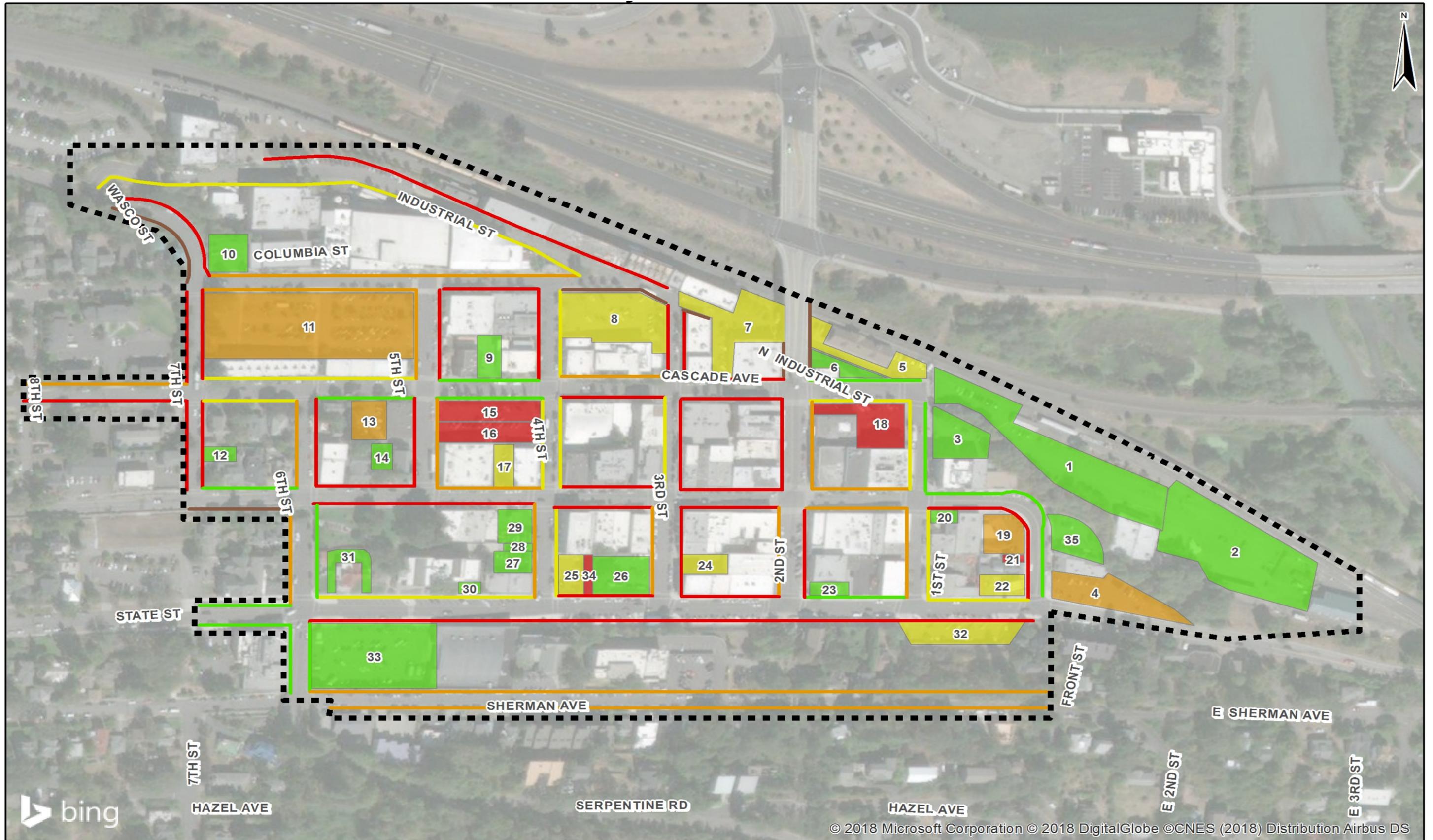
1. **Code & Regulation:** The City's development code should not be a barrier to new parking development, while ensuring that adequate parking is provided and "right sized" to Hood River's unique environment.
2. **Funding:** Planning for future parking supply growth will be strategic and routinely evaluated to ensure the City is ready to respond to growth, recognizing that assembling funding for new growth takes time and will require a varied package of funding resources (and partnerships).

F. Financial Viability

1. **Fiscal Stewardship:** All parking operations must be financially sustainable.

G. Roles and Coordination

1. **Primary Role (City of Hood River):** The City's role in providing public parking is listed in priority order and includes:
 - i. Accommodating customer/visitor access downtown;
 - ii. Providing (in partnership with the private sector) reasonable access for downtown employees;
 - iii. Facilitating residential and/or guest access in neighborhoods immediately adjacent to the downtown.
2. **Primary Role (Private Sector):** Employee parking should be led by the private sector and through partnerships where the City can reasonably participate (financially or programmatically).
3. **Stakeholder Support:** Ensure that a representative body of affected private and public constituents routinely informs decision-making.



Weekday Combined Parking Utilization
peak season

RICK WILLIAMS CONSULTING
 Parking & Transportation

- Parking Study Area
- On-Street Parking
- Off-Street Parking

- > 85%
- 84% - 70%
- 69% - 55%
- < 55%
- No Parking

July 19, 2018
1:00 - 2:00 PM
Peak Hour

