

Committee Meeting #7

September 3, 2019

Hood River City Hall



Downtown Parking Study

Draft Strategies

+

Public Outreach Findings

RICK WILLIAMS CONSULTING
Parking & Transportation

FEHR & PEERS

Agenda

1. Introductions
2. Approve Meeting #6 Notes Rick Williams
3. Draft Strategy Considerations Rick Williams
4. Draft Public Outreach Summary William Reynolds
5. Next Steps
 - October 1, Ad Hoc Committee #8
 - Revised Strategy Considerations
 - Schedule Open House #2

Approve Meeting #6 Notes

Refer to Handout



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Draft Strategy Considerations

5.0 Summary

	A.1 On-Street (Downtown)	A.2 On-Street (Neighborhoods)	A.3 Off-Street System	B.1 Optimize Utilization	B.2 Shared Off-Street Parking	C.1 Branding & Wayfinding	C.2 Monitor & Report Utilization	D.1 Travel Demand Management	E.1 Code & Regulation	E.2 Funding	F.1 Fiscal Stewardship	G.1 Primary Role (City)	G.2 Primary Role (Private Sector)	G.3 Stakeholder Support
S1-1 Guiding Principles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S1-2 85% Rule	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S1-3 Fee-in-Lieu	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S1-4 Parking Code	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S2-1 Stakeholder Input	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S2-2 Financial Reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S2-3 Day-to-Day Management	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S2-4 Performance Reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S2-5 Data Collection	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S2-6 LPR Enforcement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3-1 Paystations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3-2 High-Turnover Stalls	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3-3 Loading Zones	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3-4 Branding & Wayfinding	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3-5 Striped Stalls	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3-6 Employee Parking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S3-7 Pay-by-App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4-1 Lot Identification	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4-2 Pricing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4-3 ADA Compliance	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4-4 Presentation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4-5 Shared Parking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4-6 Signage/Logo	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4-7 Website Communication	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S4-8 Wayfinding	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S5-9 License-Plate Permitting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S5-1 Bike Parking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S5-2 New Mobility Option	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S5-3 Transit/Shuttles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S5-4 Pedestrian Treatments	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S6-1 Neighborhood Outreach	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S6-2 Data in Neighborhoods	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S7-1 Remote Supply	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S7-2 Costing New Capacity	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S7-3 Funding New Capacity	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S7-4 Build New Capacity	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Refer to Summary Document

Strategy Considerations



- 36 strategies
- Implementation timeline for each strategy
 - Immediate (0 – 1 year)
 - Short –term (1 – 3 years)
 - Mid-term (3 – 5 years)
 - Long-term (5+)
- Tied to Guiding Principles
- Informed by Public Outreach

Strategy Considerations



7 Parking Management Element Areas

- ✓ Policy and Code (S1)
- ✓ Management & Administration of the Parking System (S2)
- ✓ Improve On-Street Parking (S3)
- ✓ Improve Off-Street Parking (S4)
- ✓ Improved Access & Integration with Other Modes (S5)
- ✓ Residential (S6)
- ✓ New Capacity (S7)

Strategy Considerations

Discussion



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S2-3 Day-to-Day Management				✓	✓		✓				✓	✓		
S2-4 Performance Reporting				✓			✓					✓		✓
S2-5 Data Collection				✓			✓							✓
S2-6 LPR Enforcement	✓	✓		✓								✓		
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S6-2 Data in Neighborhoods		✓		✓			✓					✓		
S7-1 Remote Supply		✓			✓			✓						
S7-2 Costing New Capacity										✓	✓			
S7-3 Funding New Capacity										✓	✓			
S7-4 Build New Capacity			✓							✓				

Public Outreach Summary



Survey Overview

- All Respondents: **584**
 - Live ≤5 miles: **70%**
 - Live >5 miles: **28%**

- Business Owners: **75**
 - Businesses: **70**

- Employees: **199**

Downtown Business Owner Responses

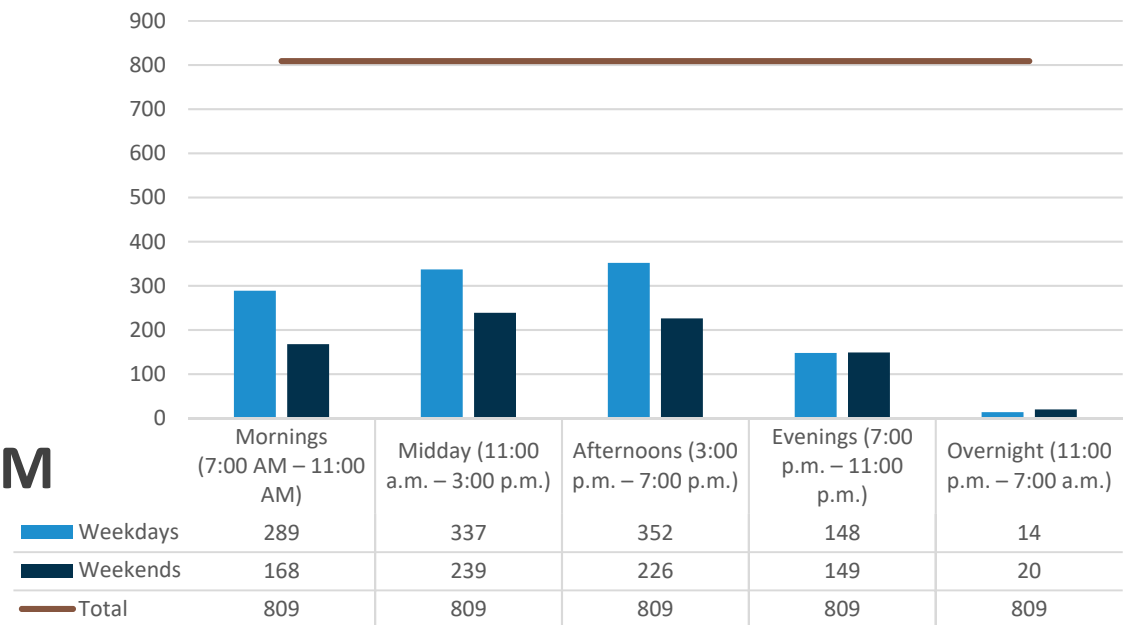
- Employees: **809**
 - Average: **12**
 - Median: **9**

- Most businesses (61%) do not provide parking.

- Peak: **352 (44%)**
- Peak Time: **3-7 PM**

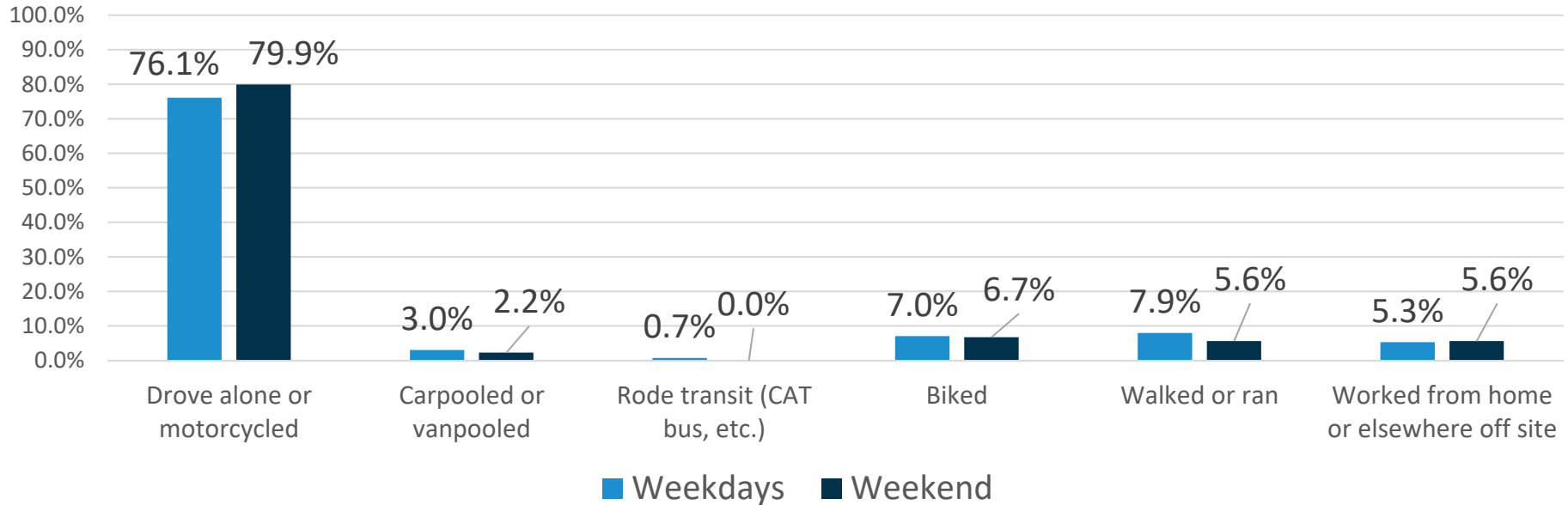
- Sat. Peak: **239 (30%)**
- Peak Time: **11 AM - 3 PM**

Downtown Employees by Time of Day



Downtown Employee Commute Habits

Employee Work Trips
(Mon-Fri: 870 Trips; Sat-Sun: 179 Trips)



	Average	< 1 Mile	1-2 Miles	2-5 Miles	> 5 Miles
Drove alone or motorcycled	76.1%	59.4%	67.2%	87.1%	92.1%
Carpooled or vanpooled	3.0%	2.4%	6.3%	2.2%	1.7%
Rode transit (CAT bus, etc.)	0.7%	0.4%	0.0%	0.0%	2.1%
Biked	7.0%	10.2%	15.1%	3.2%	0.0%
Walked or ran	7.9%	22.3%	6.8%	0.0%	0.0%
Worked from home or elsewhere	5.3%	5.2%	4.7%	7.5%	4.1%
Total Trip Count:	870	251	192	186	241

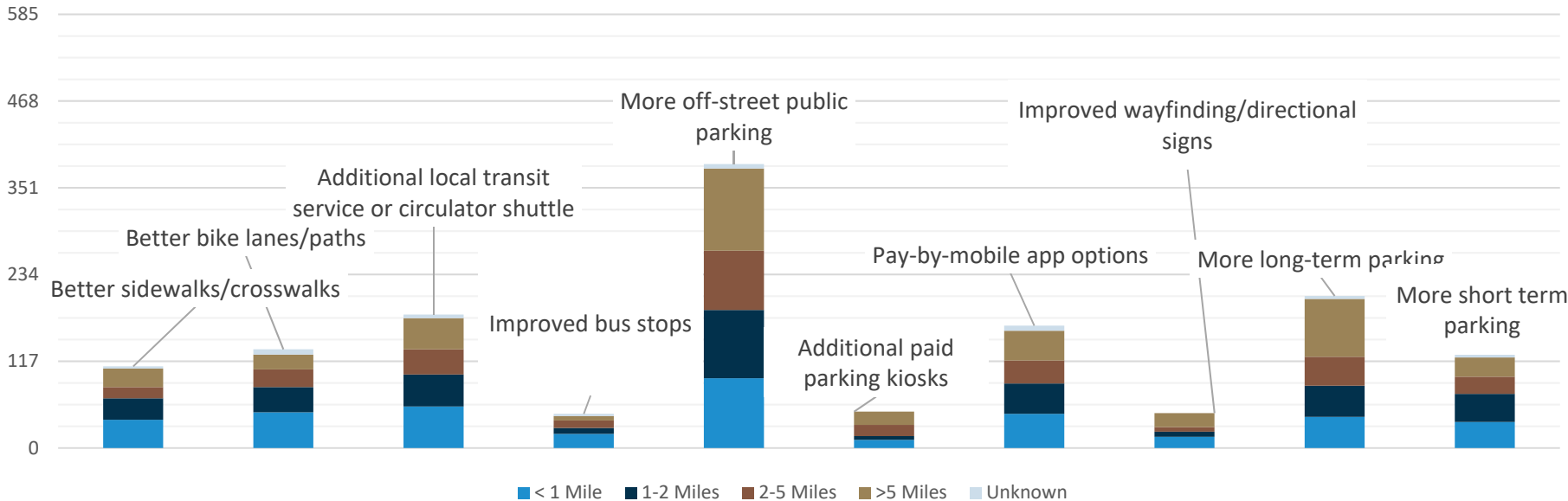


All Responses

- 75% of respondents typically park on-street when coming Downtown

- 73% find it fairly challenging to find parking (23% 4 out of 5; 50% 5 out of 5)

If you could make 3 **transportation investments** in Downtown Hood River, what would you add/improve?



Public Outreach Summary



Key Stakeholder Priorities

1. Pursue Options to **Increase the Parking Supply** in and around Downtown
2. Address **Employee Parking**/Long-Term Parking Needs
3. Invest in Additional **Local Transit** Service
4. Improve Parking **Payment Options**
5. Identify Additional Short-Term or Free Parking Options for **Quick Trips** into Downtown
6. Invest in **Pedestrian** Comfort, Safety, and Convenience
7. Continue to Expand the **Bicycle** Network
8. Address **Pedestrian-Vehicle Conflicts** in Downtown

Next Steps



- October (??), Ad Hoc Committee #8
- Revised Strategy Considerations
- Schedule Open House #2
- Other info needs?



THANK YOU!