



DOWNTOWN PARKING – AUGUST 2018

SCOPE – STRATEGIC IMPLEMENTATION



12+ Months
1. Formalize the Guiding Principles
2. Adopt the 85% Rule
3. Centralize the management and administration of parking
4. Create position of Parking Manager
5. Establish a DPAC
6. Evaluate neighborhood impacts/programs*
7. Develop funding options
8. Create a cohesive pricing policy
9. Evaluate and implement solutions to safety impediments

SCOPE – STRATEGIC IMPLEMENTATION



12-24+ Months

10. Establish business-to-business and residential outreach

19. Establish enforcement best-practices

11. Identify off-street shared-use opportunities

20. Expand the bike parking network

12. Implement variable-rate pricing for on-street permits

21. Data collection schedule

13. Reduce or phase out the number of “2-Hour or as Otherwise Specified”

22. Evaluate on-street pricing by zone

14. Establish parking management zones

23. Eliminate free parking in the public garage

15. Eliminate free parking for the first two hours at the Mirror Pond lots

16. Create a new parking brand

17. Standardize Parking Signage

18. Rename public parking facilities

SCOPE – STRATEGIC IMPLEMENTATION



24-48+ Months
24. Develop and implement improvements at the downtown public parking garage
25. Establish wayfinding and dynamic signage
26. Explore expanding access capacity with new transit and parking
27. Develop cost forecasts and feasible financing methods for preferred parking supply and transit/shuttle options.
28. Expand capacity as necessary and feasible.

PARKING PILOT PROGRAM - WHY?

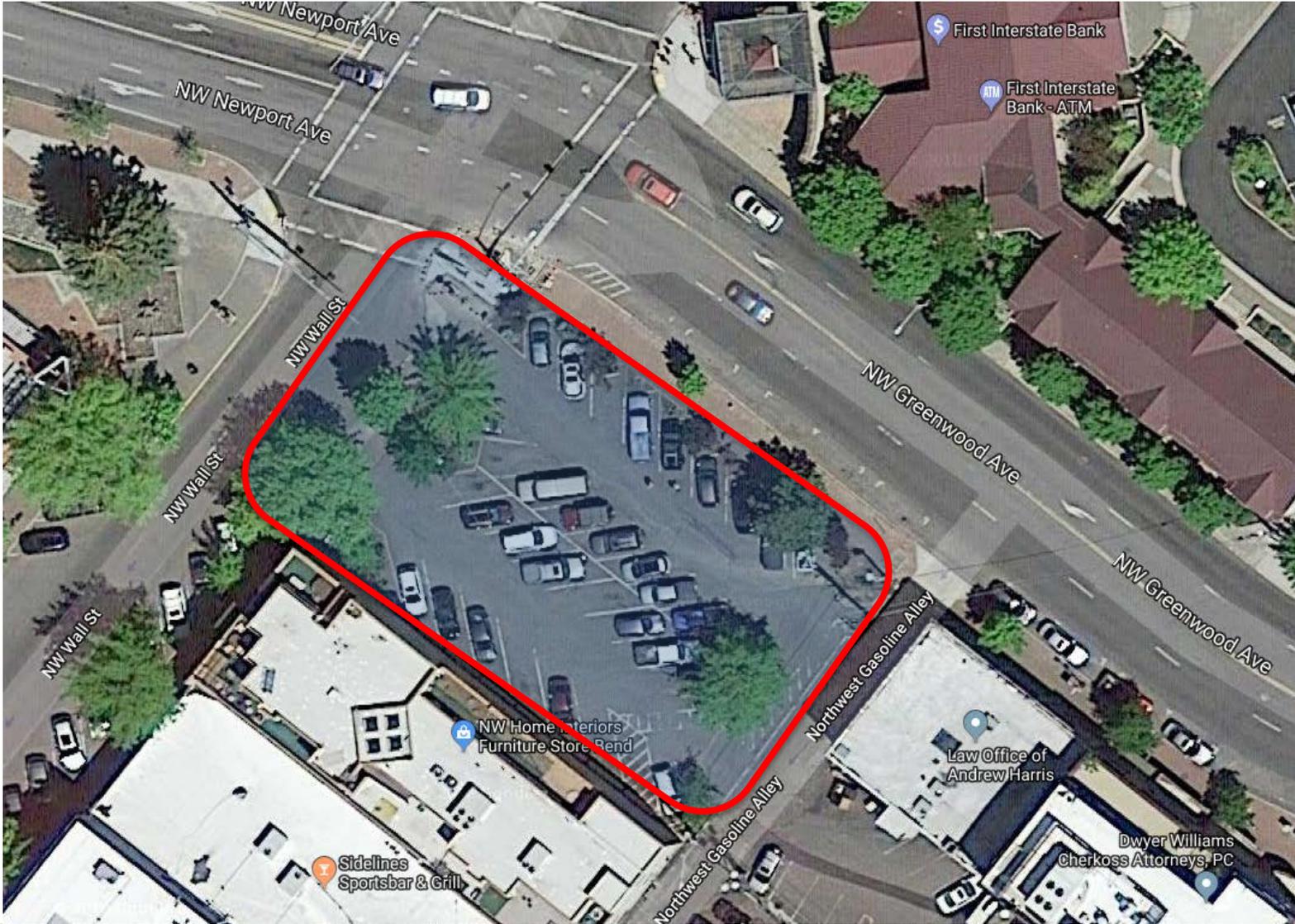


- Strategy 7:
 - Develop funding options to support parking management, maintain the existing parking supply, and support future growth, ensuring the financial feasibility of the system.
 - A wide range of funding sources and revenue streams could be used to implement an enhanced parking management plan and develop new parking or transit capacity in Bend.
 - Given the cost of infrastructure, considering new funding mechanisms is prudent.

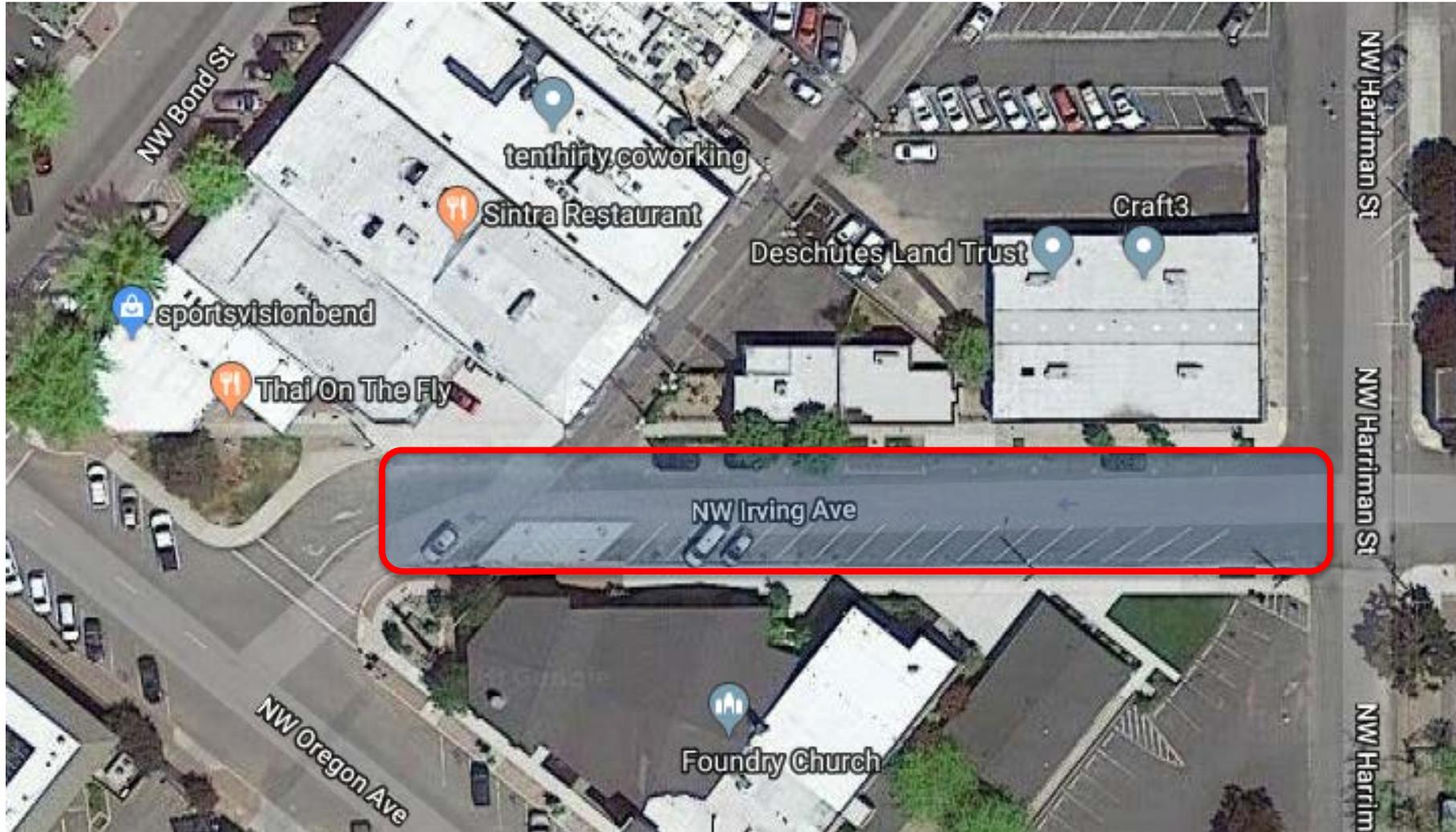
Goal:

Implement Pilot Program to enhance customer experience, improve efficiencies, and generate revenue

WHERE - GREENWOOD/WALL PILOT



WHERE - NW IRVING AVE - PILOT





Parkmobile. The Smarter Way to Park.

At Parkmobile, we enable more than 8 million people to find, reserve, and pay for parking, both on-street and off, across more than 350 cities and 3,000 locations.

Our mission is to leverage technology and innovation to maximize convenience and efficiency for the Owner, Operator and Consumer.



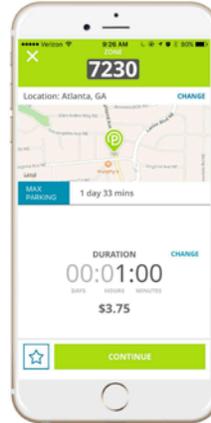
MAXIMIZE. CONVENIENCE. ANYTIME.

How To Pay with Parkmobile

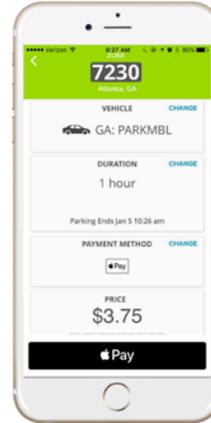
HOW - PARKMOBILE



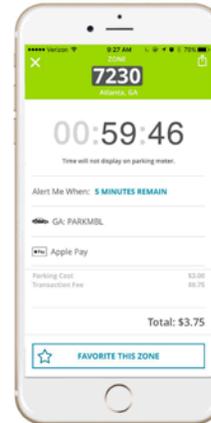
Once registered, enter in Zone# located on stickers & signs on the meters or choose from nearby zones shown



Choose your parking duration (varies by location)



Confirm your information, including location, license plate, duration & payment



A ticker will count down your time remaining, & in some locations, you may extend your session remotely

WHAT ARE THE PERKS OF USING PARKMOBILE?



Easy to register & use



See suggested nearby zones



Saves you time & money



Save "Favorite" parking zones



Extend your parking session on-the-go (when permitted)



Set customizable parking expiration reminders



Multiple payment options offered



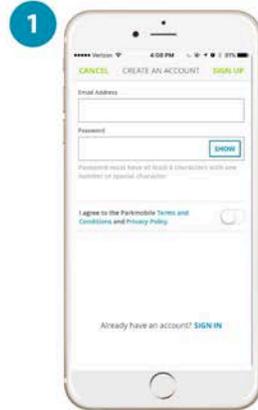
Add up to 5 license plate numbers on your account at a time

Signing Up is Quick & Simple!

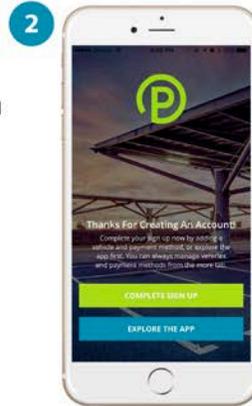
HOW - PARKMOBILE



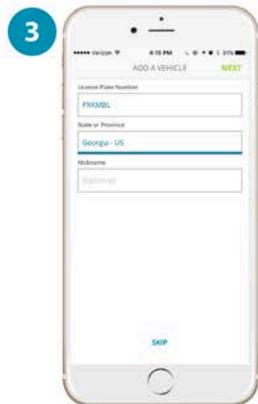
Set up your Parkmobile Account in Just a Few Simple Steps:



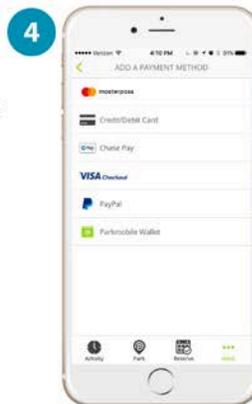
1 • Download the app & sign up using your email address or log in with your Touch ID.



2 • Continue with signing up or explore the app & complete sign up at a later time.



3 • Fill in your licence plate number & state. You can add up to 5 LPN's per account.



4 • Choose from our many payment options. You may add multiple payment methods

Please note that not all payment methods are accepted in all areas

AVAILABLE FOR:   



Strategy 14:

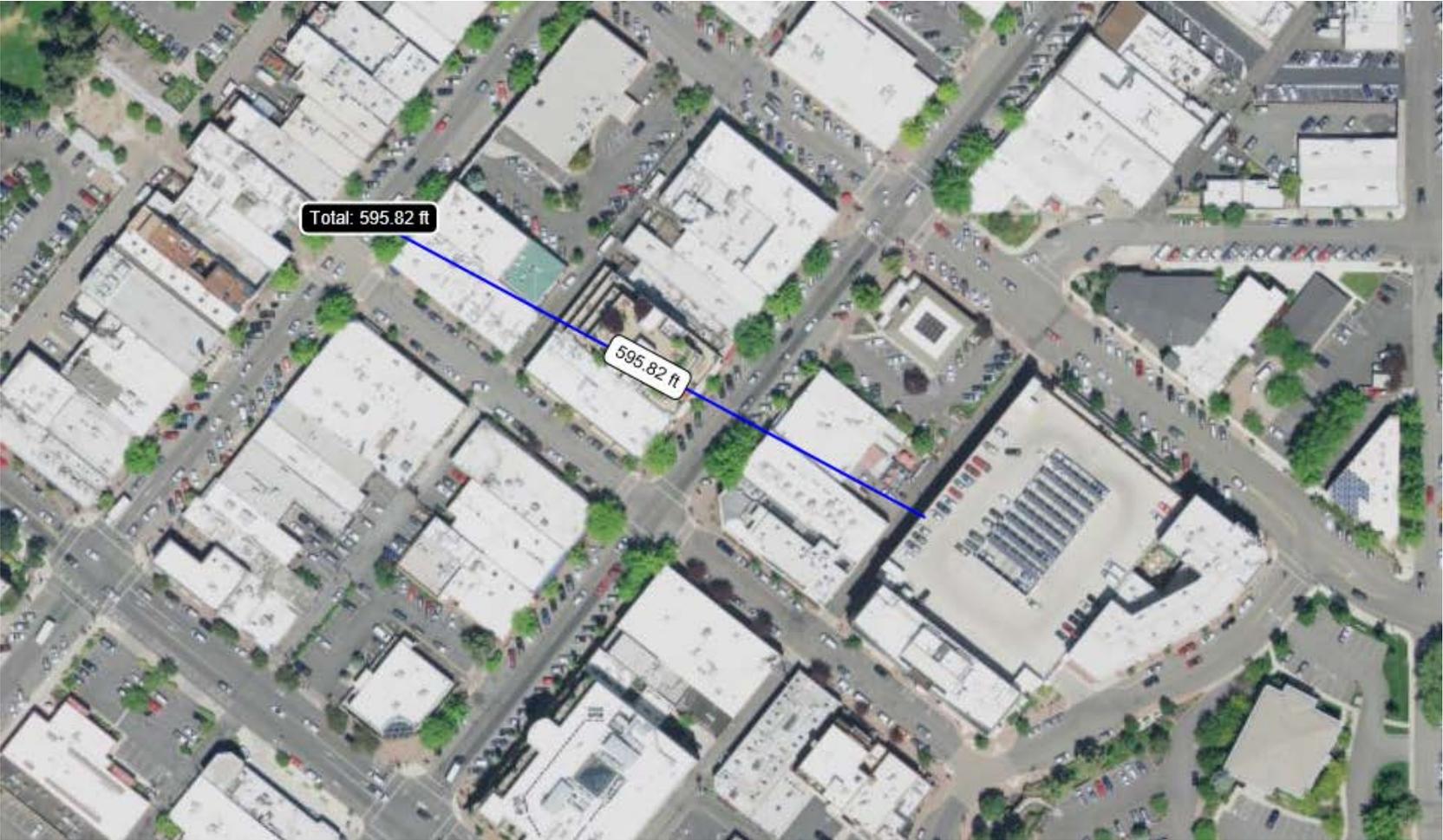
- Based on documented parking behavior, establish distinct on-street parking management zones in the downtown parking district
 - Establish a 2-Hour standard time limit in a “core zone.”
 - Establish a 3-Hour standard time limit in an “east zone
 - Create a process for requesting exceptions to standard time limits in the management zones, and for subsequent review by the Parking Demand Manager and DPAC.



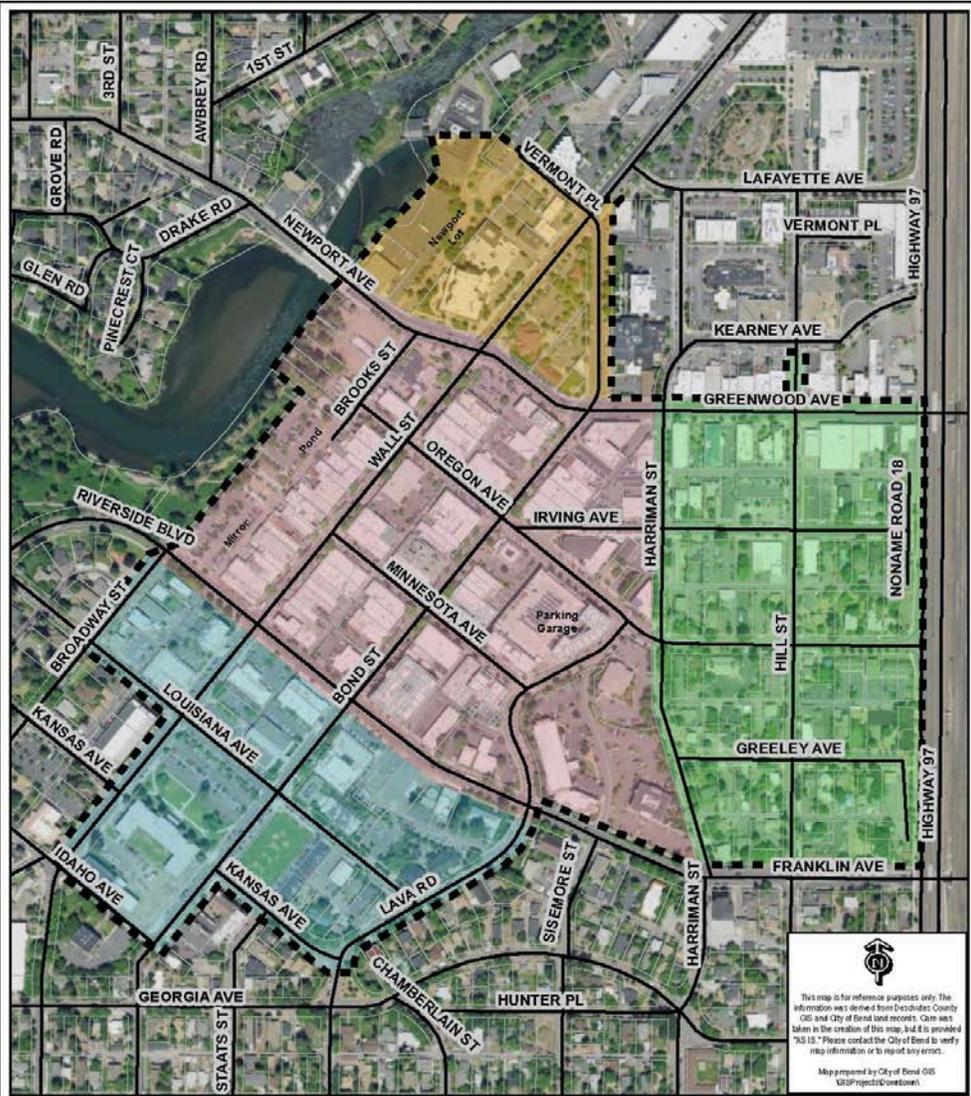
Benefits

- The 750' feet is hard for users to quantify.
- Zonal System would be much easier for the customer.
 - A zonal system would make it simple for the customer to know where to move the correct distance.
- The zonal system would also ensure that every satisfactory move would put the vehicle outside of the downtown core.
- Maintain turnover while improving customer experience
- Optimize parking in core vs periphery

750' RULE - EXAMPLE



MOVE TO ZONES





CITY OF BEND

**Downtown Bend
Parking Zones**

May 2018

ZONE 

- Central
- East
- North
- South

*Draft Copy
For Review*

FREE PARKING – MIRROR POND LOTS



STRATEGY 15:

- Eliminate free parking for the first two hours at the Mirror Pond lots.
- Spring and summer data from the 2016 parking study shows that the North and South Mirror Pond lots are at least 85% occupied for significant periods of the day.
- Observations from Diamond Parking and the DSAC indicate that free parking offered for the first two hours is often used by employees, who park at the lots for two hours before moving to on-street stalls. This takes parking capacity away from customers and visitors.
- The lots also need upgrading to improve their appearance and safety.
 - 95% design underway – est. project cost **\$650,000**
- Plan recommends eliminating two-hour free parking and developing an action plan and budget for the rate transition, to occur concurrently with physical upgrades to the lots.

FREE PARKING – MIRROR POND LOTS



Benefits:

- Fund infrastructure improvements, safety, aesthetics
- Increase turnover
- Optimize for customers and visitors
- More efficient management
- Customer focused – extend time/ease of use



- Policies:
 - Special Events
 - Residential Parking (Downtown)
- Implement Pilots
- CIPP
- Rate Adjustments
 - Permits & Fees
- Ordinance Changes
 - 750'
 - Parking District Boundaries

