



## **DOWNTOWN PARKING – SEPTEMBER 2018**

**STRATEGY 8:**

Create a cohesive pricing policy for on- and off-street parking in downtown Bend. Support new policy with a rate/fee study to inform appropriate adjustments to current pricing formats to cover the cost of managing the downtown parking system.

- Coverage of operating and facility costs.

**Overview by Kimley-Horn of the CIP project for Downtown Bend parking infrastructure**

# 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

11. Identify off-street shared-use opportunities

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

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

14. Establish parking management zones

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

19. Establish enforcement best-practices

20. Expand the bike parking network

21. Data collection schedule

22. Evaluate on-street pricing by zone

23. Eliminate free parking in the public garage

# 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.



- 1.5 month Implementation Period – November Target
- Outreach – one month prior to ‘go-live’ date
- Marketing
  - Wallet Cards
  - Info Sheets
  - Social Media
  - Door-to-Door (Adjacent businesses)
  - DBBA – Downtown Businesses



- Target - January 2019

## **STRATEGY 8:**

Create a cohesive pricing policy for on- and off-street parking in downtown Bend. Support new policy with a rate/fee study to inform appropriate adjustments to current pricing formats to cover the cost of managing the downtown parking system.

Evaluate pricing based on CIP, M&O, and Occupancy

**Need Committee Recommendation in November Meeting on new rates**

**Present to Dec. 5<sup>th</sup> Council Meeting on recommended rates**



## Guiding Principle

**2. Priority Users a) On-Street System (downtown).** The most convenient on-street parking will be prioritized for the customer/visitor (short-term trip).

**2. Priority Users b) On-Street System (immediately adjacent neighborhoods).** The most convenient on-street parking will be prioritized for residents and their guests.

**2. Priority Users c) Off-street System.** Coordinate off-street parking resources (public and private) to meet employee and downtown resident demand that cannot be met by safe and reliable walking, biking, riding transit, and carpooling/ridesharing.

## Stakeholder Feedback

- Participants were generally supportive of the identified priority users in the Draft Guiding Principles.

## Comment themes:

- The DSAC needs to be creative in identifying a parking plan for employees. Concerns focused on the need to attract and keep high quality employees, costs to employees and businesses for **employee parking**, the many types of employees downtown including those who may park a small or limited number of hours, safety concerns of employees working early or late day hours, and the use of effective incentives or enforcement around employee parking.
- Downtown employees are some of the downtown businesses best customers as well.
- Consider defining the priority user of the on-street system as tourists first, followed by local downtown customers.
- Options are needed for people to park close to their intended downtown destinations, especially if they have physical needs that are not covered by ADA requirements.



## Rules of Thumb

1. Employee Parking On-Street is the exception, not the rule
2. Priority user Customer and Visitor for on-street
3. Adhere to the 85% rule for on-street occupancy
4. Off-Street should be maxed out (i.e. Garage)
5. Committee Role = Implement Plan
6. City Role = Manage Public Assets; Facilitation
7. Solution = Private + Public



## **Demand:**

- 2.5 million visitors
- 182,000 Deschutes County residents
- 91,000 City of Bend Residents
- 3,747 Employees in Downtown Bend
- 325 Businesses in Downtown Bend

## **Supply:**

### Controlled by Private Owners

- 3,000 off-street

### Controlled by City

- 1,000 off-street
- 1,800 on-street



- Permit Utilization

Businesses in District*	Businesses Buying Permits	Utilization Rate
325	58	18%

  

Employees in District**	Employees using Permits	Utilization Rate
3,747	1,087	29%

\*Source: COB Business Registration

\*\*Source: Oregon Employment Department



- The DSAC needs to be **creative in identifying a parking plan for employees.** Concerns focused on the following:
  - The need to attract and keep high quality employees,
  - Costs to employees and businesses for employee parking,
  - The many types of employees downtown, including those who may park a small or limited number of hours each week,
  - Safety concerns of employees, especially those working early or late hours, and
  - The use of effective incentives or enforcement around employee parking.



## Employee Parking Strategies:

### *Updated Enforcement Times*

- 8am-7pm (downtown core) – keep existing times in periphery

### *Lot Limits:*

- 4 HR max in Mirror Ponds Lots

### *Paid Pilots:*

- Greenwood/Wall & Irving St *Permit Updates:*
- Digital Permits – Permit Point (4<sup>th</sup> Qtr 2018) – transition, all on board by Jan 1st
- Cap on-street, move to Garage & Newport (auditing occupancy)

### *Employer Outreach:*

- -Increase permit utilization

## Rate Changes coming 2019



## Rate Changes

Area/Facility	Current Rate	Peak Occupancy Summer 2016
Newport Lot	\$45 per month	41%
Garage (Purple)	\$50 per month	71%
On-street (Green)	\$30 month	>85%
On-street (Yellow)	\$20 month	<55%
Hilltop (Purple)	\$25 month	78%

Variable-rate pricing uses rates to influence behavior. Facilities with low demand and/or less convenient locations would be priced lower than those with high demand or in close proximity to destinations. Effective use of variable-rate pricing results in better distribution of users across facilities, particularly those that are underused.

It is recommended that the number of on-street stalls designated for permit use be reduced through a process guided by Strategy 11 (off-street shared use) and Strategy 12 (variable-rate pricing).

**Need to correlate location & demand – price will reflect choice**



# Discussion

Outreach? (#10)

- Communicating Current Programs & Policies

Off-Street Shared Use? (#11)

- Engaging private lot owners to optimize off-street utilization

Ideas, Comments, Suggestions?



**Adjourn**