

Before City Council 0 of 17th



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MEMORANDUM

TO: Matilda Deas, City of Canby
Constance Beaumont, Oregon Department of Land Conservation and Development

FROM: Rick Williams, RWC
Owen Ronchelli, RWC

DATE: July 31, 2012 [2]

RE: **Contract 30049: Canby Public Outreach Workshops Project**
DOWNTOWN PARKING MANAGEMENT RECOMMENDATIONS – TASK 6

This memorandum is intended to complete *Task 6 – Recommendations Report* for the Canby Public Outreach Workshops Project as specified per the scope of work approved for Contract 30049. Tasks 1 – 5 have been completed. A summary of initial findings and outcomes of stakeholder interviews, public workshops and two “ground assessments” have been documented in a previous Technical Memorandum (dated May 31, 2012) and in two PowerPoint presentations developed for the Public Workshops held on May 22 and June 25, 2012.

A. BACKGROUND

A Downtown Master Plan adopted by the City in 2001 recommended that the City of Canby purchase property from the Union-Pacific Railroad (UPRR) that the City had been leasing for public parking in the downtown. In order to control the property’s future development, the City purchased the property from the UPRR in late 2010. However, during the purchase negotiations, it was determined that the City of Canby had been using more land for public parking than it had actually leased. After purchasing the land, the City realized that there would be an unexpected reduction of 130 public parking spaces. Soon after purchasing the property, the City decided to redevelop the parking lot and an adjacent public street. In so doing, the City sought to balance public parking needs with the community’s desire to enhance the visual attractiveness of its downtown.

In addition to adopting the Downtown Master Plan, the City also completed a downtown parking study in 2001. The study measured parking utilization and recommended a series of parking management strategies for implementation. The study remains a valuable resource, but due to changes that have occurred in the downtown, the study has become somewhat outdated. Now that the redevelopment has commenced (in May 2012), parking has become an urgent issue.

With assistance from the Oregon Transportation and Growth Management Program (TGM), Rick Williams Consulting coordinated a public outreach and workshop effort to support this discussion. The public discussion explored changes that have occurred in parking since 2001 and potential solutions to any impacts that might occur with the UPRR redevelopment.

The foundation of this process was a series of one-on-one stakeholder interviews and qualitative “ground assessments” by the consultants to derive a sense of current parking utilization, parking deficits/surpluses, and challenges and barriers (Task 1). Concurrently, two TGM outreach workshops were held to facilitate a discussion with key local stakeholders, especially affected downtown merchants (Tasks 3 & 5).

B. FORMAT OF INFORMATION – GETTING TO SOLUTIONS

The Canby Public Outreach Workshops Project has allowed the City and stakeholders to take a fresh look at the parking situation in downtown with a view to identifying a series of near, mid and long-term strategy recommendations that, if implemented, would improve the quality and ease of parking access in the downtown, address challenges and barriers identified by stakeholders (and informed by the ground assessments), enhance communications and understanding of parking, and prepare the City to strategically address changes in parking demand over time.

Information in this memorandum will be presented in the following format.

- Summary of consensus challenges and barriers
- Summary of existing conditions
- Solutions Recommendations: Near, Mid and Long-term

C. SUMMARY OF CHALLENGES AND BARRIERS

Interviews with individual stakeholders were conducted throughout the month of May. These were phone interviews with individuals selected by City of Canby staff. Those who participated in the phone interviews were a combination of downtown businesses/retailers, city staff and a Canby City Councilor. Further, two stakeholder workshops were held on May 22 and June 25, 2012 with additional downtown stakeholders and City and Main Street staff. Canby’s Mayor Carson participated in the June 25, 2012 workshop.

The interviews and workshops provided participants:

- An active voice in evaluating consultant input on parking best practices.
- Information from the two ground assessments.
- A review of challenges and barriers
- Opportunity to comment and advise on potential solutions for the consultants to consider.

These workshops led to development of a consensus list of “stakeholder issues,” which form the foundation of challenges and barriers that parking strategies must address. There was strong, nearly unanimous consensus on the key issues that challenge the downtown parking system. As solutions are developed (see Section E below) there must be a direct tie back to these issues. In other words, solutions should not be random or “off-the-shelf,” but directly linked to solving the unique parking issues in downtown Canby.

Stakeholder consensus on key parking issues, derived from the interviews and workshops, can be summarized as follows:

1. *Need for more “structure and consistency” in the system (e.g., signage, striping, communication, “user friendliness”)*

There is a clear consensus that the current parking system in the downtown is not managed and, therefore, is not being used to its highest potential. This can lead to an “customer unfriendly” patron experience and to the anxiety felt by some businesses toward the redevelopment project.

2. *Need for enforcement (i.e., system doesn’t work if it is not enforced)*

For the most part, interviewees and those at the public workshops agreed that some level of enforcement above the status quo needs to be implemented. Any changes to the system that might result in a new plan cannot be successful if enforcement is not in place to support desired outcomes. Challenges related to staffing and cost of enforcement will need to be explored.

3. *Need specifically dedicated employee parking*

There was near unanimous support for the statement that on-street parking should be prioritized for customers (particularly in the core of the downtown). To support that goal, there needs to be a clear system of dedicated employee parking that provides reliability and consistency for employees. Once identified and dedicated for employee use, businesses can work together with the City to assure that employees honor the goal for convenient customer parking by using dedicated employee parking areas.

It was also clear that employee parking needs to be strategically distributed around the downtown to assure a certain level of convenience and proximity for employees. In other words, a single downtown employee parking lot was not seen as a useful solution, given issues related to proximity and walking distances between businesses.

4. *Acknowledgment that employees/owners are parking in front of businesses and that this practice is detrimental to the downtown's desire to grow customer traffic.*

There is general acknowledgement that employees and business owners are using customer on-street parking on a routine basis. There is also acknowledgement that this practice does not support a long-term goal for assuring that customers have priority on-street/curb access to downtown businesses. Part of the problem underlying this practice is (a) low utilization of the existing supply, (b) lack of enforcement and (c) lack of a specific plan that is embraced by downtown businesses and routinely communicated by the City.

5. *Lack of "community" commitment to honor a plan.*

While many support a more vigorous system of parking management, there has been a history of wavering commitment (by the City and stakeholders) in honoring a plan that would include elements like enforced time stays, designated employee parking areas and a marketing and communications strategy.

6. *Lack of consistent communication of parking expectations to businesses, employees and customers.*

Interviewees and workshop participants agree that an on-going system of communications, information sharing and outreach needs to be developed around the issue of parking and parking expectations.

7. *Continue communication of the redevelopment project. There needs to be an on-going conversation throughout construction.*

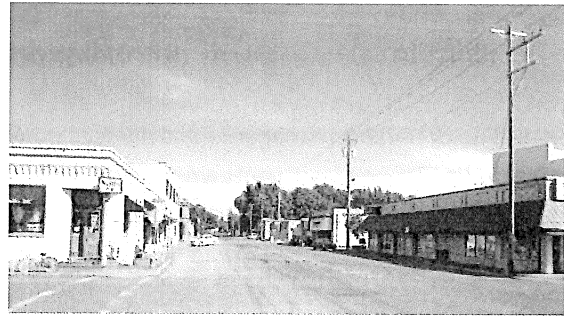
Underlying the anxieties expressed about the UPRR redevelopment is a feeling of being disconnected from information about the project. Several indicated that information was available prior to the project initiation, but feel that on-going opportunities to be updated on the project are not available or lacking. A system of public construction alerts and project updates would be useful and beneficial.

D. SUMMARY OF VISUAL GROUND ASSESSMENT

The Consultant team conducted two visual ground assessments on May 16 and June 14, 2012. The ground assessment is a qualitative evaluation of parking use in the downtown that involved two consultant "surveyors" physically traversing the entire downtown and assessing parking occupancies by block face and area throughout the downtown (for on and off-street parking assets). The assessment was conducted over a four hour period on each day and covered the identified peak hour of parking from the 2001 study (noon – 1:00 p.m.). Visual observations from the ground assessments were compared to usage and occupancy data from the more comprehensive 2001 parking study.

Key findings 2001

- In 2001, the parking study concluded that the entire downtown parking supply was operating at very low occupancies throughout the day, with as much as 60% of the total supply empty at the peak hour.
- This trend was fairly consistent throughout the downtown, with the highest occupied area of the downtown (on Grant Street at NW 2nd Avenue) reaching only 50% of capacity at the peak hour.
- The railroad lots were also underutilized, the east lot operating at about 68% of capacity and the west lot at 39%.



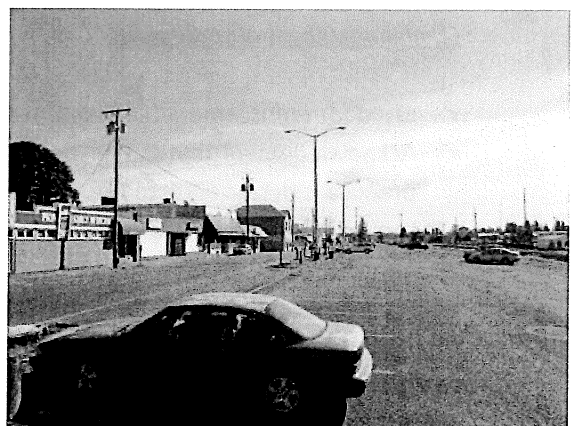
Key findings 2012

- The 2012 ground assessment showed similar levels of use, both on-street and off-street when compared to the 2001 data findings.
- Single block faces within the “core” (along 2nd Avenue) were more highly parked, but as in 2001, ample parking is generally available within one block of any area within the downtown.
- As with the on-street system, the east and west railroad lots were also significantly underutilized, with a similar pattern of use identified in the 2001 study (i.e., higher use on the east versus the west lot).

East Railroad Lot - 2012



West Railroad Lot - 2012



In summary, the ground assessment led the Consultant team to conclude that Canby's downtown parking system still has significant capacity to absorb additional demand. The loss of parking associated

with the UPRR site redevelopment will certainly create an increase in demand for area parking supply, but should be able to be mitigated with implementation of new parking management strategies.

E. PARKING MANAGEMENT: RECOMMENDED STRATEGIES

The outline of parking management strategies outlined below is intended to initiate discussions between the City and its downtown partners on policies and actions necessary to support actions that directly solve the parking challenges identified through the Canby Public Outreach Workshops Project

The strategies are laid out in a manner that is iterative or “checklist” in presentation, in that actions are intended to follow a logical progression of implementation, with each preceding action providing the ground work necessary to move to a subsequent action.

Actions are categorized into specific “phases” that range from near to long-term. Overall, the implementation schedule is flexible, but requires a level of support, coordination, commitment and resource identification that goes well beyond what is currently in place.

As the City and community consider the adequacy of the strategies themselves, discussion of the “who, how and what” of implementation will be essential to bring the partners to a point where initiation of the plan is triggered.

NEAR-TERM SOLUTIONS (0 – 18 months)

- 1. Initiate limited parking enforcement activities in the downtown to assure existing time zones are honored and system utilization/turnover is operating as intended.**

Challenges/Barriers addressed:

- ✓ Need for enforcement (i.e., system doesn’t work if it is not enforced).
- ✓ Acknowledgment that employees/owners are parking in front of businesses and that this practice is detrimental to the downtown’s desire to grow customer traffic.
- ✓ Lack of “community” commitment to honor a plan.

Based on input of numerous stakeholders and comments derived from the workshops, it is apparent that abuse of existing timed stalls is extensive, with employees using spaces clearly designated for customer use. This results in very inefficient turnover, which is not conducive to a successful street level business environment. Similarly, data from 2001 and the 2012 ground assessment suggest that there is adequate (and abundant) parking (a) available in private off-street lots and (b) on-street in “periphery” areas in the commercial downtown (see E. 4. below). To this end, greater efforts at enforcement in the downtown are warranted. Enhancing parking enforcement will increase overall system efficiency and) sufficiently provide for cost recovery.

It is recommended that:

- a. The City evaluate the cost and formatting of a limited hour parking enforcement officer for the downtown. This position could be (a) restructuring of an existing City position, (b) contracted with the private sector and (c) provided in a part-time, "random" format that controls cost but assures compliance.
- b. Evaluation/costing of new enforcement be completed within 18 months for implementation. This would require completion of the evaluation, development of a job description or RFP and service package for presentation to City Council.
- c. Upon approval of a budget and service package by the City Council, the City move forward with the assignment of a parking enforcement officer or restructuring an existing City position.
- d. The City dedicates *at least* 0.25 FTE (i.e., 10 hours per week) to a position of a parking enforcement officer.

This position would be charged with implementation of an overall parking enforcement plan, monitoring of parking in time zones, and issuing citations for parking violations within the public on- and off-street supply. The City would quantify results (e.g., hours of deployment, cost of service, citations issued and revenue derived from citations) as a means to evaluate program success.

Estimated Costs:

Cities that include Hood River and Springfield, Oregon have implemented parking enforcement programs that utilize part-time personnel and random deployment. The City of Bend, OR contracts with a private parking company for on-street enforcement. Generally, part-time, random enforcement involves a job description that "contracts" for a specific number of enforcement hours per week (e.g., 10). The allocation of these hours over the course of a week is random by day of week, time of day and area of need, to ensure that there is enough enforcement to support parking compliance but not a costly over-commitment to enforcement within a downtown the size of Canby.

Costs associated with enforcement can generally be assumed within the following categories:

Labor (fully loaded):	\$30 per hour
Supplies/tickets:	\$1,000 - \$2,400 annually
Vehicle:	\$25,000 (if necessary versus walking route)
Radio:	\$2,500

An initial cost estimate for Canby (at .25 FTE) would be approximately \$15,600 for labor and up to \$4,900 per year for support (\$20,500 per year). If a motorized vehicle were needed, an additional one time cost of up to \$25,000 would be necessary. These costs are estimates and would be refined if the City formally moved forward with implementation. These costs could be significantly reduced through use of existing code enforcement and/or other staff.

2. **Stripe all on-street parking in all commercial parking areas of the downtown to better identify parking availability and location.**

Challenges/Barriers addressed:

- ✓ Need for more “structure and consistency” in the system (e.g., signage, striping, communication, “user friendliness”)
- ✓ Lack of consistent communication of parking expectations to businesses, employees and customers.

Much of the on-street parking in the downtown study area is striped. Striping is effective because it assists the customer in identifying a parking stall, thereby creating a sense of order and convenience. Effective striping also reduces incidents of damage to vehicles and facilitates compliance.

However, the recent ground assessment of the inventory of parking revealed that there are commercial areas where there are no stall markings (or signs). This is likely confusing to customers, who may think that the block face does not allow parking.

It is recommended that the City:

- a. Assure all commercial block faces that allow parking in the downtown are striped and signed. This should be completed as soon as it is financially feasible to do so.
- b. Use the block face striping and signage template developed by the consultant team. See Attachment A.

Estimated Costs:

During the ground assessment for this project, the consultant team developed a detailed block face by block face inventory of both on-street signage and on-street striping. This inventory is included as Attachment A of this document. Information in this inventory was used to estimate costs for both striping and signage. For striping it is estimated that the City would spend \$785 to upgrade the current system. This assumes striping of 143 parallel parking stalls on current block faces that are not striped. This number is based upon the following assumptions:

- *Employ stall platooning with parallel stalls, i.e., uses two “L” and one “T” to demarcate 3 stall (see Figure A, page 9).¹*
- *Platooning saves some cost over an “L” only option*
- *Platoon will appear less visually busy when compared to an “L” only option*

¹ Stall platooning is a striping pattern for parallel parking that utilizes two “L” stripes spaced approximately 46 feet apart, with a “T” separating them into two 23 foot spaces, with a 2’ spacing between platoons (see Figure A).

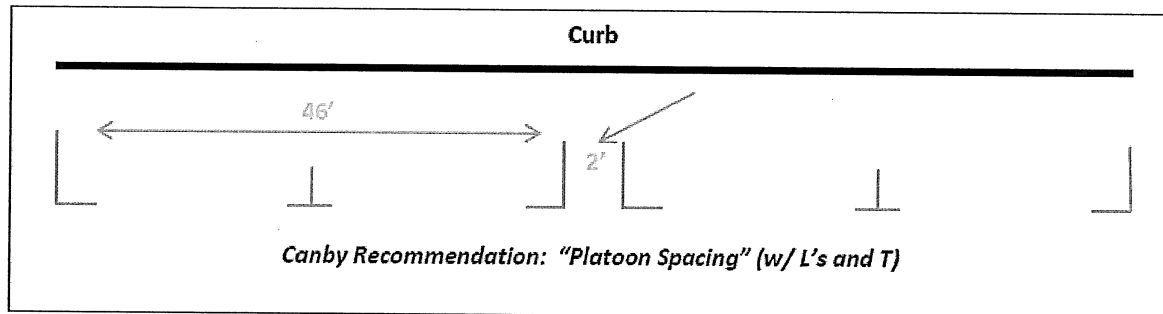
- Use thermal tape for striping.
- Only material costs are provided in these estimates.

Unit Costs – Striping

- "L" = \$3.12/unit
- "T" = \$3.90/unit
- Approximately 143 stalls need striping – all of them parallel
- ≈ 65 "T" @ \$3.90 = \$254
- ≈ 170 "L" @ \$3.12 = \$531

Total Cost = \$785

Figure A
Recommended Parallel Stall Striping Pattern: Platoon

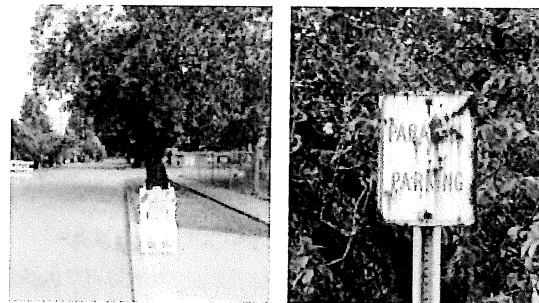


3. Upgrade on-street signage to create uniform time stays by area and implement a common signage "brand" within the context of the upgrade.

Challenges/Barriers addressed:

- ✓ Need for more "structure and consistency" in the system (e.g., signage, striping, communication, "user friendliness")
- ✓ Lack of consistent communication of parking expectations to businesses, employees and customers.

Example: Some Existing Downtown Signage
Canby, OR



Creating a uniform signage package that incorporates a unique logo and color scheme for publicly available parking facilities will establish a sense of recognition, identity and customer orientation for users of the downtown parking system.

It is recommended that the City:

- Develop a signage package that incorporates a uniform design, logo, and color scheme into all informational signage related to parking.
- Evaluate land use and code implications of the signage package program particularly size, design and placement issues, and initiate changes as appropriate.
- Use the block face striping and signage template developed by the consultant team, which is attached to this document as Attachment A.
- "Brand" the railroad lots, open to public access, within the context of the new established "logo" package.
- Format the time stays in a uniform manner within sectors of the downtown to provide clarity and a higher sense of user-friendliness within the downtown (see 4, Figure A below for a breakout of recommended time stays by area of downtown).

**Example: On-street "Brand"
Springfield, OR**



Estimated Costs:

During the ground assessment for this project, the consultant team developed a detailed block face by block face inventory of both on-street signage and on-street striping. This inventory is included as Attachment A of this document. Information in this inventory was used to estimate costs for both striping and signage. For signage it is estimated that the City would spend \$21,000 to upgrade the current system. This assumes 42 poles and signs. This number is based upon the following assumptions:

- A standard signage package would have two poles with blade signs per block face – one at each end of the block with arrows pointing inward.*

Unit Costs- Signage

- Only material costs are provided in these estimates.*
- Pole unit cost = \$470*
- Blade sign unit cost = \$30*
- Unit cost for poles (\$470) include hole boring and the pole*
- 42 poles @ \$470 = \$19,740*
- 42 signs @ \$30 = \$1,260*

Total = \$21,000

4. Establish dedicated long-term and/or employee parking areas within the downtown that provide more than one option for employees and minimize walking distances to work sites.

Challenges/Barriers addressed:

- ✓ Need specifically dedicated employee parking
- ✓ Acknowledgment that employees/owners are parking in front of businesses and that this practice is detrimental to the downtown's desire to grow customer traffic.
- ✓ Need for more "structure and consistency" in the system (e.g., signage, striping, communication, "user friendliness")
- ✓ Lack of consistent communication of parking expectations to businesses, employees and customers.

It was clear from stakeholder and workshop input that employees and business owners are parking in front of businesses, which competes with customer parking priorities. It was also clear that the current system lacks structure and clarity in providing areas where employees can park (particularly on-street). There was very high consensus that if there were (a) multiple employee parking options and (b) those options were within reasonable walking distance to businesses (e.g., 600 feet) and (c) reasonable enforcement, then issues related to employees/business owners parking within the primary retail core could be mitigated.

It is recommended that the City:

- a. Format on-street parking to provide for uniform time stay options within the downtown, provide shorter term stays (2 Hours) within the core and longer term options both on the periphery and within a portion of the railroad lot.
- b. Establish recommended employee parking areas (10 hours).
- c. Consider use of the cinema lot for event parking.

Figure A provides a graphic illustration of how time stay signage should be formatted within the downtown.

As the figure suggests, a significant supply of 10 Hour parking (burgundy color on the figure) can be provided on the west, north and eastern edges of the core commercial district. About 25 – 30% of the railroad lot would be signed as 10 Hour parking. Similarly, the core zone would be dedicated primarily to 2 Hour parking (green), with the railroad lot and a portion of 3rd Avenue dedicated to 3 Hour parking (yellow).

Figure B provides a graphic illustration of 600 foot walk distances using "walk isocron bubbles" to represent the proximity of 10 hour time stay areas to other areas of the downtown. As illustrated, the recommended parking format presented here creates a parking system that would provide

multiple options for employees to park on-street in (a) 10 hour parking areas and (b) within a reasonable distance of most any work site in the downtown.

Also, the format recommended here lessens the need for the City to find off-street employee parking options in potential remote or satellite locations, which could come at a cost and not be “reasonably” located to businesses and work sites. The cinema lot on the east end of downtown should continue to be viewed as a potential parking resource, but more appropriately as an events parking venue.

Figure A
Recommended Time Stays by Area and Block Face

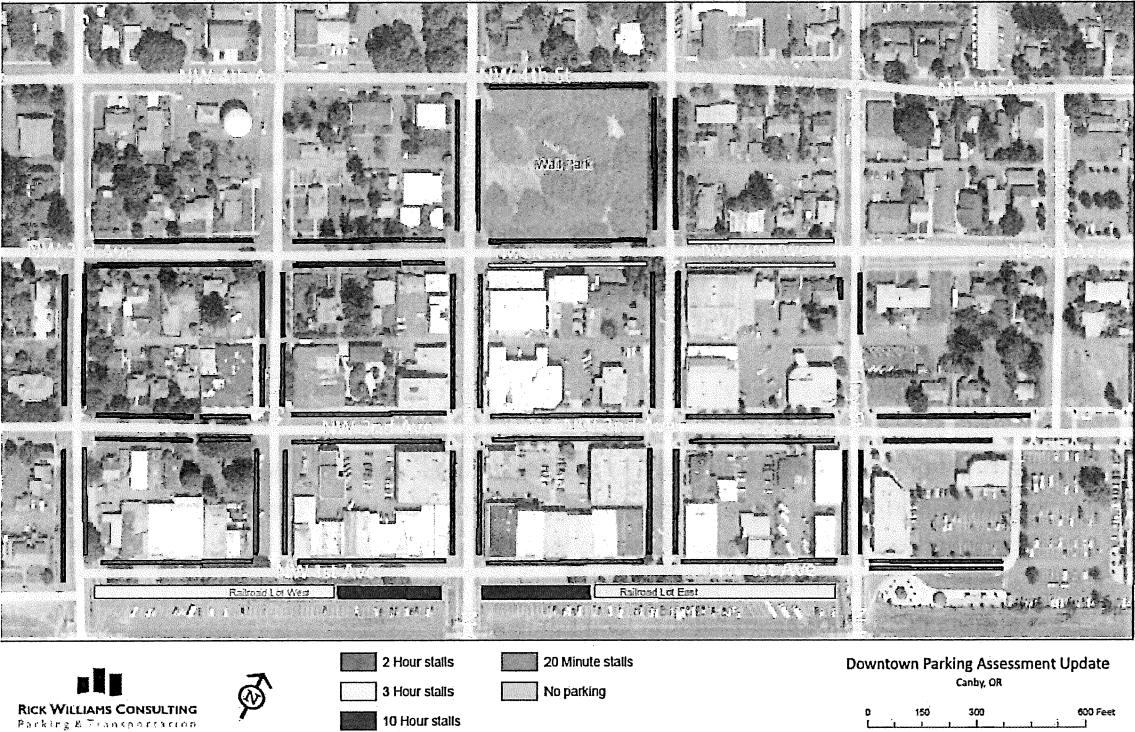
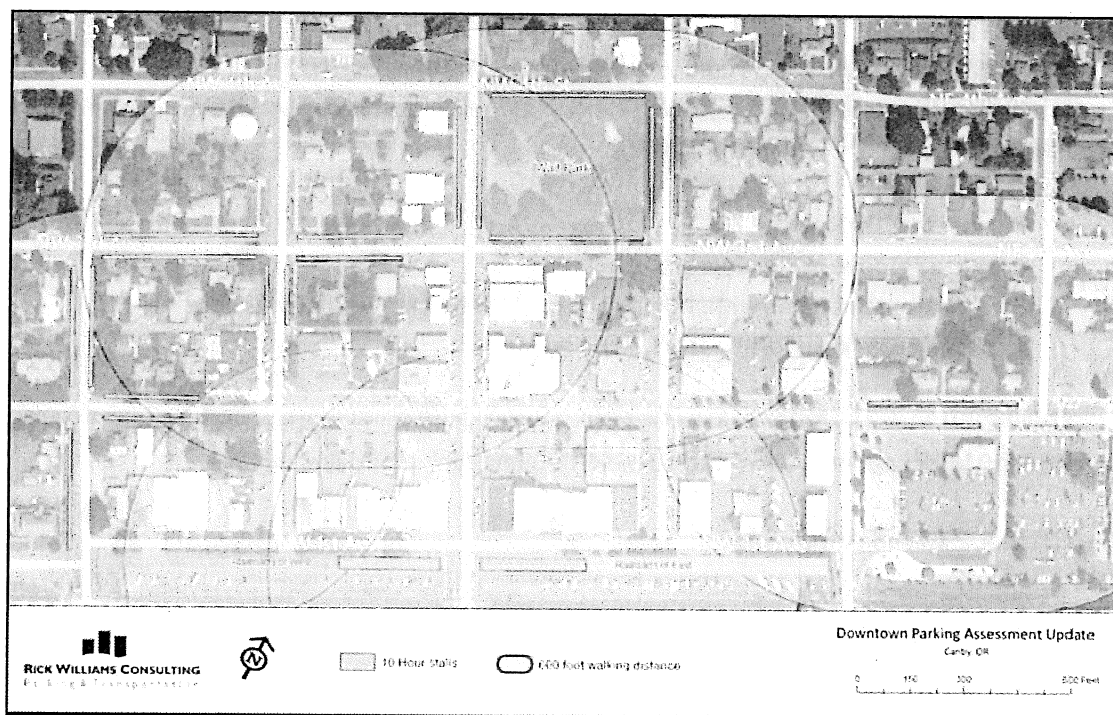


Figure B
Illustration of 600 foot Walk Distances



Estimated Costs:

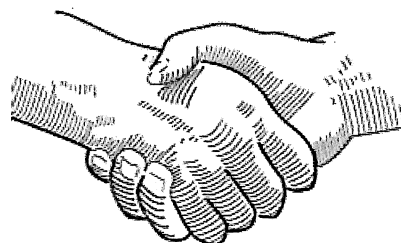
There should be no additional costs associated with this recommendation beyond those described for enforcement, striping and signage.

5. **Establish a Downtown Parking Work Group as a forum for addressing parking solutions in the downtown.**

Challenges/Barriers addressed:

- ✓ Lack of “community” commitment to honor a plan.
- ✓ Lack of consistent communication of parking expectations to businesses, employees and customers.

The City should develop a process through which a representative cross-section of downtown interests *routinely* assist in the review and on-going implementation of the Parking Management Plan. Given the small size of the downtown, the Work Group might begin as an extension of the stakeholder group established during the Workshop



process for this project, staffed by the Main Street program (or as an extension of an existing Main Street committee) with participation by City staff.

The new Parking Work Group could use the recommendations outlined in this plan as a template for action, discussion, stakeholder communications and progress tracking. At the outset the Work Group could meet 3 – 4 times a year to:

- Assess Plan progress.
- Provide input to City Council.
- Coordinate communications with the broader downtown business community.
- Determine and implement actions.

Over time, the work group could evolve into a formal advisory committee to City Council on parking issues in the downtown and meet on a more frequent (i.e., monthly) schedule.

It is recommended that the City:

- a. Support formation of a Downtown Parking Work Group
- b. Assign City staff to participate in and support the Work Group
- c. Establish a partnership with the Main Street Program to provide assistance and support to an on-going Downtown Parking Work Group.

Estimated Costs:

There should be no additional costs associated with this recommendation if it can be initiated as a volunteer effort, hosted by the Main Street program and further facilitated with existing downtown transportation staff.

6. **Establish a business-to-business outreach and communications plan to downtown businesses on parking issues and planning.**

Challenges/Barriers addressed:

- ✓ Lack of “community” commitment to honor a plan.
- ✓ Lack of consistent communication of parking expectations to businesses, employees and customers.

This strategy is most likely an addendum to Strategy 5, which utilizes the Downtown Parking Work Group as a source for targeted and strategic communications related to parking to downtown businesses. Based on the

*Example: Business-to-business Plan
Gresham, OR*



premise that “if they won’t come to us, we will go to them,” a program of visits to downtown businesses, with informational materials and “open ears” would be employed. This could be accommodated within a combination of existing staffs (City/Main Street) and/or Work Group volunteers routinely visiting downtown businesses. Information derived from such visits would be catalogued and reported back to the Work Group. Similar programs are in place in other cities, which include Gresham (“Customer First”) and Oregon City (through Main Street Partnership).

It is recommended that the City:

- a. Support outreach efforts of a Downtown Parking Work Group
- b. Assign City staff to participate in and support the Work Group in these efforts

Estimated Costs:

Key costs for outreach include materials development (e.g., brochures, flyers, etc.). It is estimated this could be adequately covered in the Canby downtown for approximately \$2,500 annually.

- 7. Initiate a more refined and comprehensive communication resource directly related to the redevelopment project on 1st Avenue.²**

Challenges/Barriers addressed:

- ✓ Continued communication of the redevelopment project. There needs to be an on-going conversation throughout construction.

As stated earlier, some downtown stakeholders are anxious about the UPRR redevelopment. Most who raised this issue wanted to be more connected to “real time” information about the project.

It is recommended that the City:

- a. Initiate a system of public construction alerts and project updates that could be broadcast to the downtown community through:
 - A project newsletter
 - E-mail blasts/updates
 - A project website
 - Routine “check in” meetings (either with individual businesses or group meetings)

² In response to this issue during the public Workshop process, the City has already initiated many of the actions recommended in this strategy.

Estimated Costs:

It is assumed that any costs related to such an effort would be covered under current resources the City has devoted to the project.

MID-TERM SOLUTIONS (18 - 24 months)

8. Develop, initiate and routinely report on enforcement actions resulting from Strategy 1 to the Parking Work Group.

Challenges/Barriers addressed:

- ✓ Need for more “structure and consistency” in the system (e.g., signage, striping, communication, “user friendliness”).
- ✓ Need for enforcement (i.e., system doesn’t work if it is not enforced)
- ✓ Lack of consistent communication of parking expectations to businesses, employees and customers.

Initiating enforcement in the downtown is key to the success of all the strategies recommended in this plan. As several of the stakeholders noted, “the system doesn’t work if we don’t enforce it.”

It is recommended that the City:

- a. Establish baseline measures to track before initiation of parking enforcement.
- b. Document and catalogue enforcement activities quarterly once enforcement has been initiated.
- c. Summarize measures into a quarterly summary report that tracks activity for a specific quarter and comparatively over time.
- d. Report results routinely to the City Council and the Downtown Parking Work Group.

Estimated Costs:

It is assumed that tracking systems could be developed within software programs already available to the City. Entry of such information would be a part of the enforcement officer’s duties. Summarizing and reporting would be assumed to be absorbed within an existing employee work load.

9. Initiate development of parking information via the City's website (e.g., color maps showing parking areas by time stay, rules and expectations, etc.)

Challenges/Barriers addressed:

- ✓ Need for more "structure and consistency" in the system (e.g., signage, striping, communication, "user friendliness").
- ✓ Lack of consistent communication of parking expectations to businesses, employees and customers.

A more refined and accessible City website for downtown parking information would be useful as a resource for customers and visitors using the downtown. The webpage should be easy to access, well designed, informative and up-to-date (e.g., with event information).

It is recommended that the City:

- a. Develop a webpage site devoted to parking in the downtown.

Estimated Costs:

Using a third-party website designer to design and create a parking page within the City's existing website is estimated at \$3,500. On-going updates to the site are assumed to be absorbed by existing transportation staff.

10. Within 6 – 9 months of completion of the 1st Avenue redevelopment -- and/or after enforcement is initiated, conduct a parking and occupancy study that builds upon the 2012 ground assessment and revisits the 2001 study.

Challenges/Barriers addressed:

- ✓ Need for more "structure and consistency" in the system (e.g., signage, striping, communication, "user friendliness").

The 1st Avenue redevelopment project will change access patterns within the downtown as will the strategies recommended herein. Also, the last complete data inventory and assessment of parking use in the downtown was in 2001. This was supplemented by a qualitative ground assessment per this project. The need for objective and up-to-date data would be very useful in assisting the City and stakeholders in decision-making as the downtown grows and redevelops.

It is recommended that the City:

- a. Initiate and complete an update of the 2001 Downtown Parking Study and Plan.

- b. The study should include the areas east of Ivy Street that were not a part of the 2001 study. This will capture new development that has since occurred and redefined the downtown.

Estimated Costs:

It is estimated that a data inventory and occupancy/utilization study would range from \$16,000 - \$22,000.

LONG-TERM SOLUTIONS (25 - 60 months)

- 11. Partner with the business community to develop/refine a marketing and communication system for access in Canby. The marketing/communication system could include (but not be limited to): branding; maps and Transportation Demand Management (TDM) alternatives.**

Challenges/Barriers addressed:

- ✓ Need for more “structure and consistency” in the system (e.g., signage, striping, communication, “user friendliness”).
- ✓ Lack of consistent communication of parking expectations to businesses, employees and customers.

A successful parking system will require on-going marketing and communication. The foundation for a marketing and communication program is the signage and wayfinding package recommended in this report (See strategy 12). Support of this system can be facilitated through informational maps and brochures about Canby and its parking system distributed by the City and through Business Associations, Visitor Services, Event Planners, Retail and Lodging networks.

It is recommended that the City:

- a. Partner with the business community to develop a marketing and communication system for access in Canby. The Downtown Parking Work Group can serve as the business forum for this discussion.

The marketing/communication system would include (but not be limited to):

1. *Maps.* Develop maps that visually represent parking zones (e.g., Zones A, B & C) and identify the location of visitor versus employee facilities versus event facilities.
2. *TDM alternatives.* Incorporate alternative mode options (i.e., shuttles, transit, and bicycle) into parking communications materials.
3. *Co-marketing/sponsorship:* Programs that leverage business marketing and broader messages about downtown that can be supported with parking.

Estimated Costs:

It is estimated that an on-going downtown parking marketing and communication effort would cost between \$7,500 and \$15,000 annually. Management of the program would be assumed to coordinate with existing staff resources and/or expanded partnerships within the Main Street Program.

12. Develop a Residential Parking Permit Zone (RPPZ) policy and program for adoption by the City Council for future implementation in residential areas affected by spillover from commercial parking.

Challenges/Barriers addressed:

- ✓ Need for more “structure and consistency” in the system (e.g., signage, striping, communication, “user friendliness”).

Changes to parking management in the commercial zones of the downtown could cause issues related to spillover of employees seeking parking in residential areas.

It is recommended that the City and Downtown Parking Work Group:

- a. Initiate development of a Residential Parking Permit Zone (RPPZ) policy and program for future consideration and adoption by the City Council.
- b. Such a policy would outline the criteria necessary to establish an RPPZ (which would prioritize on-street parking in residentially zoned areas for residents) and provide a mechanism for initiation of an RPPZ at the request of an affected neighborhood association.

Estimated Costs:

It is estimated that costs associated with establishing an RPPZ policy would be carried out by existing staff and brought to City Council for review and implementation.

OTHER STRATEGIES (60 months and beyond)

Stakeholders mentioned other strategies for consideration that include development of a downtown circulator, comprehensive wayfinding systems (for parking and pedestrians) and development of new parking supply. While these types of strategies could be very useful, it is the consultant’s opinion that given time and cost, such strategies would likely not occur within five years (unless significant other resources were identified). As such, we make note of them here but do not attempt to provide cost estimates at this time.

F. SUMMARY STRATEGY MATRIX

The table below summarizes the strategies recommended in Section E. This summary can be used as a concise outline of all recommendations and as a “checklist” of actions needing attention for a possible Downtown Parking Workgroup.

Strategy	Implementation Schedule	Estimated Cost	Comment
1. Initiate limited parking enforcement activities in the downtown to assure existing time zones are honored and system utilization/turnover is operating as intended.	Near-term (0 – 18 months)	\$20,500 annually \$25,000 (on-time start up)	Provides for .25 FTE (approximately 520 hours per year of routine, yet random enforcement)
2. Stripe all on-street parking in all commercial parking areas of the downtown to better identify parking availability and location.	Near-term (0 – 18 months)	\$785 (one-time cost)	Provides on-street striping for 143 currently unmarked stalls.
3. Upgrade on-street signage to create uniform time stays by area and implement a common signage “brand.”	Near-term (0 – 18 months)	\$21,000 (on-time cost)	Provides for poles and signs for new on-street signage (matched to time stay recommendations in Strategy 4.
4. Establish dedicated long-term and/or employee parking areas within the downtown that provide more than one option for employees and minimize walking distances to work sites.	Near-term (0 – 18 months)	Assumed in Strategies 2 & 3.	Provides for strategically positioned 10 Hour employee parking areas.
5. Establish a Downtown Parking Work Group as a forum for addressing parking solutions in the downtown.	Near-term (0 – 18 months)	Assumed to be a volunteer effort with assistance from Main Street Program and existing City staff.	Establishes a representative group of stakeholders to routinely address parking issues communicate with downtown stakeholders and oversee this plan.

Strategy	Implementation Schedule	Estimated Cost	Comment
6. Establish a business-to-business outreach and communications plan to downtown businesses on parking issues and planning.	Near-term (0 – 18 months)	\$2,500 annually for materials.	Provides a means to communicate effectively with businesses through the Downtown Parking Work Group process.
7. Initiate a more refined and comprehensive communication resource directly related to the redevelopment project on 1 st Avenue	Near-term (0 – 18 months)	Assumed to be provided for within existing project costs.	Upgrades existing outreach to become more frequent and varied to assure that the downtown community feels “connected” to information about the on-going status of the project.
8. Develop, initiate and routinely report on enforcement actions resulting from Strategy 1 to the Parking Work Group.	Mid-term (18 – 24 months)	Assumed that tracking systems could be developed within software programs already available to the City	Enforcement is a key to success of parking management plan. Tracking performance and results will be crucial.
9. Initiate development of parking information via the City’s website (e.g., color maps showing parking areas by time stay, rules and expectations, etc.).	Mid-term (18 – 24 months)	\$3,500 (one time upgrade) No estimate for on-going management of web site.	Provides a central and convenient source of parking information for users of the downtown.
10. Within 6 – 9 months of completion of the 1 st Avenue redevelopment - and/or after enforcement is initiated, conduct a parking and occupancy study that builds upon the 2012 ground assessment and revisits the 2001 study.	Mid-term (18 – 24 months)	\$16 - \$22,000	Updates 2001 data and plan. Anticipates a larger study area than in 2001.

Strategy	Implementation Schedule	Estimated Cost	Comment
11. Partner with the business community to develop/refine a marketing and communication system for access in Canby. The marketing/communication system could include (but not be limited to): branding; maps and Transportation Demand Management (TDM) alternatives.	Long-Term (25 – 60 months)	\$7,500 - \$15,000 annually	Implements an on-going and strategic marketing and communications plan for downtown that leverages other efforts to include parking and access.
12. Develop a Residential Parking Permit Zone (RPPZ) policy and program for adoption by the City Council for future implementation in residential areas affected by spillover from commercial parking.	Long-Term (25 – 60 months)	Assumes use of existing staff resources.	Prepares a policy and program designed to respond to future constraints that could lead to spillover issues in neighborhoods/residential areas abutting the downtown commercial zone.

G. SUMMARY AND NEXT STEPS

Stakeholders identified a number of parking issues that they believe adversely impact downtown from a visitor's point of view and from the perspective of business success. These issues were catalogued and approved as consensus challenges/barriers by stakeholders interviewed during this process and at stakeholder workshops.

This memorandum has provided recommendations for parking management strategies (or solutions) that directly address the issues that stakeholders identified. Strategies are presented in an iterative fashion, suggesting that there is a logical order of implementation necessary to achieve desired results. Recommended strategies are also ordered from near to mid to long-term implementation, with estimated costs, where appropriate.

It is anticipated that those that participated in the interviews and workshops will be provided copies of this report for review and comment. Also, Task 7 of the scope of work will see these recommendations presented to City Council this fall. It is hoped that portions of this plan can be implemented as expediently as possible.

ATTACHMENT A
DOWNTOWN BLOCK FACE SIGNAGE AND ON-STREET STALL ASSESSMENT

Street	Cross Street 1	Cross Street 2	Side of Street	Existing Conditions			Recommendation				Notes	
				Striped	Signed	Time Stay(s)	Stripe	Sign	Time Stay(s)	# of stalls		
North / South Streets												
N Elm St	NW 1 st Ave	NW 2 nd Ave	west	No	No	No	Yes	Yes	10 Hr	5		
N Elm St	NW 1 st Ave	NW 2 nd Ave	east	No	No	No	Yes	Yes	20 Min	4		
N Elm St	NW 2 nd Ave	NW 3 rd Ave	west	No	No	No	Yes	Yes	10 Hr	9		
N Elm St	NW 2 nd Ave	NW 3 rd Ave	east	No	No	No	Yes	Yes	10 Hr	8		
N Elm St	NW 3 rd Ave	NW 4 th Ave	west	No	No	No	Yes	No	None			
N Elm St	NW 3 rd Ave	NW 4 th Ave	east	No	No	No	Yes	No	None			
N Fir St	NW 1 st Ave	NW 2 nd Ave	west	Yes	No	2 Hr	Yes	Yes	2 Hr	existing		
N Fir St	NW 1 st Ave	NW 2 nd Ave	east	Yes	Yes	No	Yes	Yes	2 Hr	existing		
N Fir St	NW 2 nd Ave	NW 3 rd Ave	west	Yes	No	No	Yes	Yes	2 Hr/10 Hr	11	(1) 15Min, (5) 2Hr, (5) 10Hr	
N Fir St	NW 2 nd Ave	NW 3 rd Ave	east	No	No	No	Yes	Yes	2 Hr/10Hr	9	(4) 2Hr, (5) 10Hr	
N Fir St	NW 3 rd Ave	NW 4 th Ave	west	No	No	No	Yes	No	None			
N Fir St	NW 3 rd Ave	NW 4 th Ave	east	No	No	No	Yes	No	None			
N Grant St	NW 1 st Ave	NW 2 nd Ave	west	Yes	Yes	2 Hr	Yes	Yes	2 Hr	existing		
N Grant St	NW 1 st Ave	NW 2 nd Ave	east	Yes	Yes	2 Hr	Yes	Yes	2 Hr	existing		
N Grant St	NW 2 nd Ave	NW 3 rd Ave	west	Yes	Yes	2 Hr	Yes	Yes	2 Hr	existing		
N Grant St	NW 2 nd Ave	NW 3 rd Ave	east	Yes	Yes	2 Hr	Yes	Yes	2 Hr	existing		
N Grant St	NW 3 rd Ave	NW 4 th Ave	west	Yes	No	No	Yes	Yes	10 Hr	existing		
N Grant St	NW 3 rd Ave	NW 4 th Ave	east	Yes	No	No	Yes	Yes	10 Hr	existing		
N Holly St	NW 1 st Ave	NW 2 nd Ave	west	Yes	Yes	2 Hr	Yes	Yes	2 Hr	existing		
N Holly St	NW 1 st Ave	NW 2 nd Ave	east	Yes	Yes	2 Hr	Yes	Yes	2 Hr	existing		
N Holly St	NW 2 nd Ave	NW 3 rd Ave	west	Yes	Yes	2 Hr	Yes	Yes	2 Hr	existing		
N Holly St	NW 2 nd Ave	NW 3 rd Ave	east	Yes	Yes	2 Hr	Yes	Yes	2 Hr	existing		
N Holly St	NW 3 rd Ave	NW 4 th Ave	west	Yes	No	No	Yes	Yes	10 Hr	existing		
N Holly St	NW 3 rd Ave	NW 4 th Ave	east	Yes	No	No	Yes	Yes	10 Hr	existing		
N Ivy St	NW 1 st Ave	NW 2 nd Ave	west	No	No	No	Yes	Yes	2 Hr	5		
N Ivy St	NW 1 st Ave	NW 2 nd Ave	east	no parking								
N Ivy St	NW 2 nd Ave	NW 3 rd Ave	west	No	No	No	Yes	Yes	2 Hr	1		
N Ivy St	NW 2 nd Ave	NW 3 rd Ave	east	No	No	No	Yes	Yes	2 Hr	4		
N Ivy St	NW 3 rd Ave	NW 4 th Ave	west	no parking								
N Ivy St	NW 3 rd Ave	NW 4 th Ave	east	no parking								

Street	Cross Street 1	Cross Street 2	Side of Street	Existing Conditions			Recommendation				
				Striped	Signed	Time Stay(s)	Stripe	Sign	Time Stay(s)	# of stalls	Notes
East / West Streets											
NW 1 st Ave	Elm	Ivy	assume street construction redesign will include signage, stripping, and additional parking stalls								
NW 1 st Ave	Ivy	NE 1 st Ave	south				no parking				
NW 1 st Ave	Ivy	NE 1 st Ave	north				no parking				
NW 2 nd Ave	Elm	Fir	south	No	No	No	Yes	Yes	10 Hr / 2 Hr	12	(8) 10 Hr, (4) 2 Hr
NW 2 nd Ave	Elm	Fir	north	Partial	Partial	Partial	Yes	Yes	10 Hr / 2 Hr	13	(7) 10 Hr, (6) 2 Hr
NW 2 nd Ave	Fir	Grant	south	Yes	Partial	Partial	Yes	Yes	2 Hr	existing	
NW 2 nd Ave	Fir	Grant	north	Yes	Partial	Partial	Yes	Yes	2 Hr	existing	
NW 2 nd Ave	Grant	Holly	south	Yes	Yes	Partial	Yes	Yes	2 Hr	existing	
NW 2 nd Ave	Grant	Holly	north	Yes	Yes	Partial	Yes	Yes	2 Hr	existing	
NW 2 nd Ave	Holly	Ivy	south	Yes	Yes	Yes	Yes	Yes	2 Hr	existing	
NW 2 nd Ave	Holly	Ivy	north	Yes	Yes	Yes	Yes	Yes	2 Hr	existing	
NW 2 nd Ave	Ivy	Juniper	south	Yes	No	No	Yes	Yes	10 Hr	existing	
NW 2 nd Ave	Ivy	Juniper	north	Yes	No	No	Yes	Yes	10 Hr	existing	
NW 3 rd Ave	Elm	Fir	south	No	No	No	Yes	Yes	10 Hr	13	
NW 3 rd Ave	Elm	Fir	north	No	No	No	Yes	Yes	10 Hr	11	
NW 3 rd Ave	Fir	Grant	south	No	Partial	Partial	Yes	Yes	10 Hr / 2 Hr	10	(7) 10Hr, (3) 2 Hr
NW 3 rd Ave	Fir	Grant	north	Yes	Partial	Partial	Yes	Yes	10 Hr / 2 Hr	11	(8) 10Hr, (3) 2 Hr
NW 3 rd Ave	Grant	Holly	south	Yes	No	No	Yes	Yes	3 Hr	existing	
NW 3 rd Ave	Grant	Holly	north	Yes	No	No	Yes	Yes	10 Hr	existing	
NW 3 rd Ave	Holly	Ivy	south	Yes	Yes	No	Yes	Yes	3 Hr	existing	
NW 3 rd Ave	Holly	Ivy	north	Yes	Yes	No	Yes	Yes	3 Hr	existing	

*It is assumed all 20 Minute, handicapped and loading stalls will remain where they are. This table deliberately omits the locations of these stall types.