AGENDA

DOWNTOWN PARKING ADVISORY COMMITTEE
MEETING #4
August 28, 2024
10:00 AM – 11:30 AM

<u>Via Zoom</u>
https://us06web.zoom.us/j/83874720344?pwd=Dxaz5JPkJMsRZMzQBq7kuUTAkTjNLT.1
Meeting ID: **838 7472 0344**   Passcode: **221765**
Dial: 1-669-900-6833 or 1-253-215-8782

1. WELCOME

2. RECAP FROM LAST MEETING AND PROJECT STATUS

3. DISCUSSION: MANAGEMENT STRATEGY CONSIDERATIONS

4. NEXT STEPS

   - COMMUNITY FORUMS AND PUBLIC MEETINGS

   - DRAFT/FINAL PARKING MANAGEMENT PLAN

The Dalles
Downtown Parking Plan

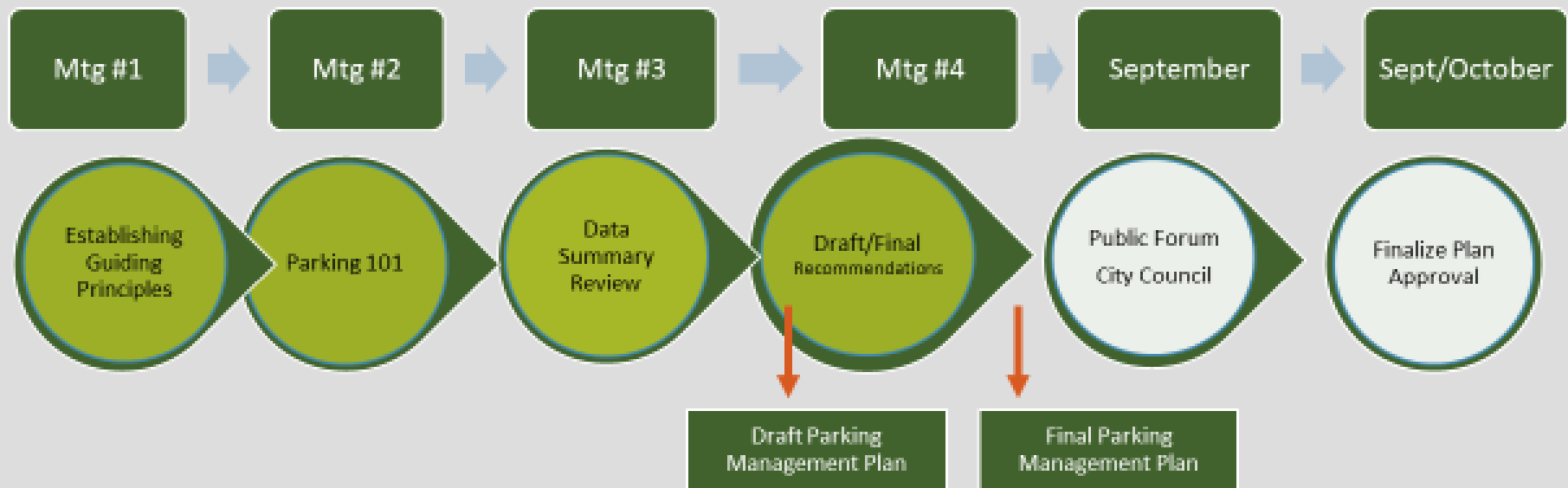## Parking Advisory Committee
Meeting #4

Wednesday, August 28, 2024

Review of Draft Parking Recommendations

Agenda

1. Introductions

2. Draft Recommendations

3. Q & A

4. Next Steps

Plan Process

Mtg #1	Mtg #2	Mtg #3	Mtg #4	September	Sept/October
Establishing Guiding Principles	Parking 101	Data Summary Review	Draft/Final Recommendations	Public Forum City Council	Finalize Plan Approval

Draft Parking Management Plan

Final Parking Management Plan

RWC

Parking Assessment Summary Findings

Findings:

On-Street

- Parking demand is *low*
- 45% occupancy and 661 empty stalls
- Lots of employees on-street
- Small area of clustered "constraint"

Off-Street

- Parking demand is *low*
- 36% occupancy and 801 empty stalls
- Low use is consistent throughout the study area
- Off-street capacity to absorb on-street trips

Preliminary Strategy Considerations:

1) **Formalize Guiding Principles** to assist in implementing informed management strategies that reflect the community's values

2) **Assess Public Off-street Safety Standards** – evaluate improvements to public off-street facilities to make them more welcoming

3) **Shared Use Lots** – Initiate more direct outreach to owners of private lots to discuss data and need for greater general access to off-street lots (particularly for employees)

4) **Branding/Awareness** – Continue efforts to brand public lots and communicate public parking
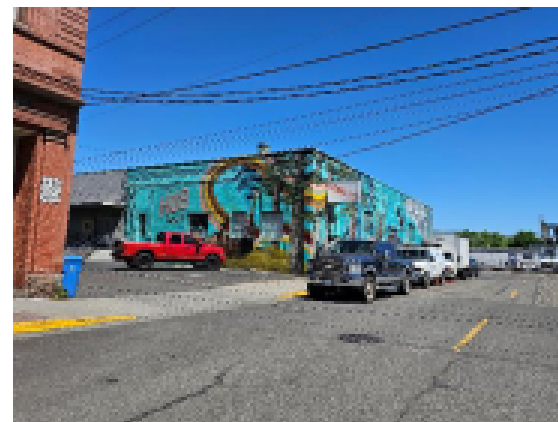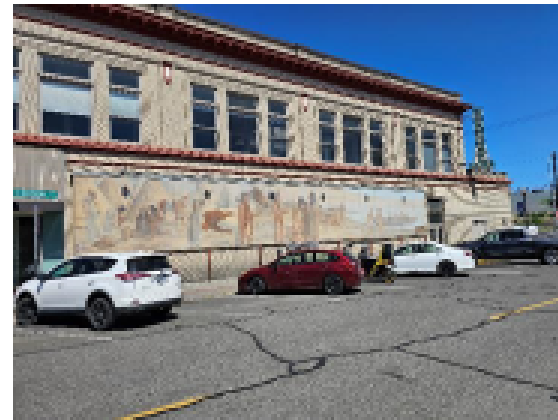
4

Strategy Categories:

- **AC**: Program Administration & Code
- **PM**: Parking Management
- **CO**: Communication & Outreach

Basis for Recommendation Development:

- Downtown Parking Assessment (August 2024)
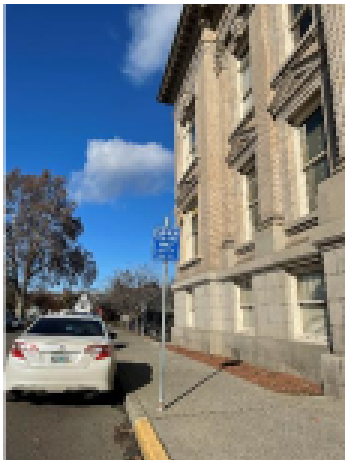- Guiding Principles (June 2024)
- Industry Best Practices

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Parking Management Strategy Summary

ID	Strategy	Implementation Timeframe			
		Immediate	Short-Term	Mid-Term	Long-Term
AC-1	Continue & Formalize Parking Work Group Representation	♦	♦	♦	♦
AC-2	Define and Formalize the Downtown Parking Management District (DPMD)	♦		♦	♦
AC-3	Update Shared-Use Parking Code Guidelines	♦	♦		
AC-4	Establish a Data Collection Schedule			♦	♦
PM-1	Establish Guiding Principles for Parking	♦	♦		
PM-2	Stripe Downtown Commercial On-street Parking Stalls		♦	♦	♦
PM-3	Consider Transitioning to Time-limited On-street Parking in the High-Occupancy Node Downtown			♦	♦
PM-4	Assess ADA Locations and Compliance			♦	♦
PM-5	Identify and Pursue Off-street Shared-Use Opportunities	♦	♦	♦	♦
PM-6	Assess Public Off-street Parking Safety Standards		♦	♦	♦
PM-7	Initiate Regular Review of Citation Fees		♦	♦	
PM-8	Initiate Reasonable Future Enforcement			♦	♦
CO-1	Create a New The Dalles' Parking Brand	♦	♦		
CO-2	Create the City of the Dalles' Parking Website	♦	♦	♦	
CO-3	New Wayfinding Signage			♦	♦

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## Continue and Formalize Parking Advisory Committee   (AC-1)

Formalize the Parking Advisory Committee as a recognized group to meet and provide input on parking issues facing downtown The Dalles. The Committee should continue to meet quarterly and be representative of the different users groups within downtown (i.e. business owners, employees, and residents).

7

Define and Formalize the Downtown Parking Management District (AC-2)

Redefine and formalize the *Downtown Parking Management District (DPMD)* boundary to focus and guide parking strategy implementation in the Downtown, updating 6.08.010.
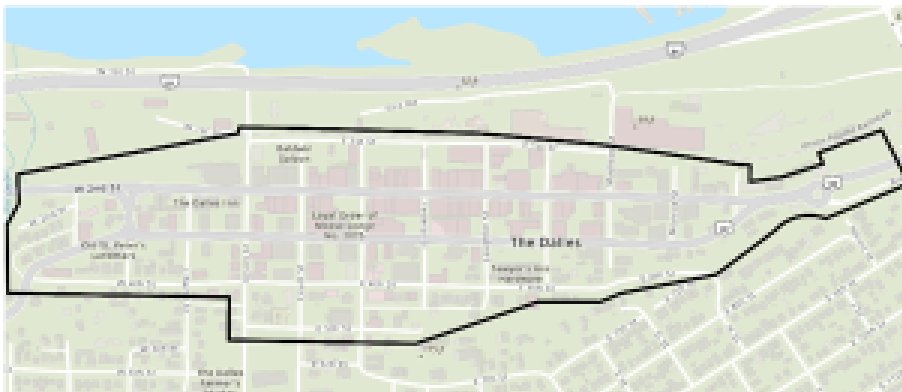
Parking management tools can be consistently and uniformly applied to the on- and off-street public parking supplies.

As this district continues to grow, the appropriate management strategy can be quickly and easily applied to provide improved access for the diverse mix of user groups unique to this district.

8

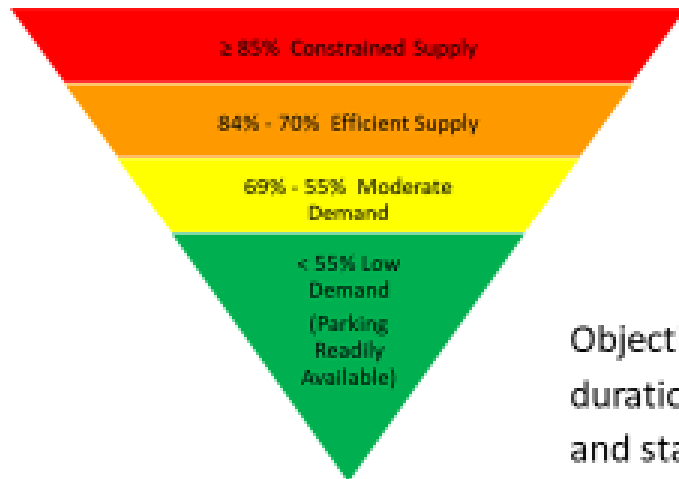## Update Shared-Use Parking Code Guidelines (AC-3)

Review and revise, as necessary, the City's parking development code standards (i.e., TDMC, Chapter 10.7.020.060 'Shared Parking') to ensure that existing parking can be used for both accessory and non-accessory parking access and that new parking built does not impose any accessory restrictions on the use and operations of parking built. This will ensure that the parking code both informs and facilitates shared parking.

The City and stakeholders indicate that they favor greater shared use of off-street parking. This strategy may simply be a housekeeping exercise to ensure that shared use for existing and new parking supplies is clearly allowed and communicated.

9

Establish A Data Collection Schedule   (AC-4)

≥ 85% Constrained Supply

84% - 70% Efficient Supply

69% - 55% Moderate Demand

< 55% Low Demand (Parking Readily Available)

Use data to monitor and assess parking trends in downtown and to identify surpluses and deficits of parking. **Use data to inform objective and strategic decision-making**.

Objective, up-to-date data on occupancy, seasonality, turnover, duration of stay, patterns of use, and compliance will help the city and stakeholders, including the Parking Advisory Committee (**Strategy AC-1**), make better-informed decisions as the Downtown area grows.

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## Formalize Guiding Principles for Parking   (PM-1)

Formalize the Guiding Principles established by the Parking Advisory Committee as policies for the management of parking in downtown The Dalles' new parking management district.

Guiding Principles for parking management are based on the premise that growth in the Downtown district will require an integrated and comprehensive package of strategies to respond to growth, **maintain balance and efficiency within the access system**, and establish clear priorities necessary to **"get the right vehicle to the right parking stall."**

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PM Strategies: Parking Management (PM)

Stripe Downtown Commercial On-street Parking Stalls (PM-2)
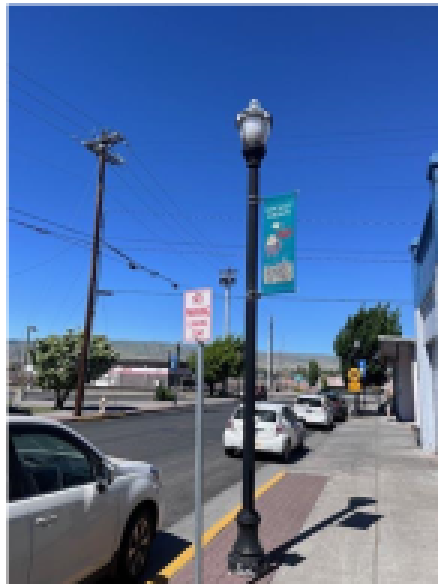
Effective striping will communicate "you can park here," reduce incidents of damage to vehicles, and facilitate compliance. **Striping enhances the user experience by creating a sense of order and safety** in the on-street parking environment. It can also improve the overall capacity of the supply.

Simple "T"s can be painted to give users a quick visual queue of stall locations. This effort should be done in coordination with any signage associated with time limits in the downtown (**Strategy PM-3**).

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Consider Transitioning to Time-Limited Parking in Downtown (high-occupancy node)   (PM-3)
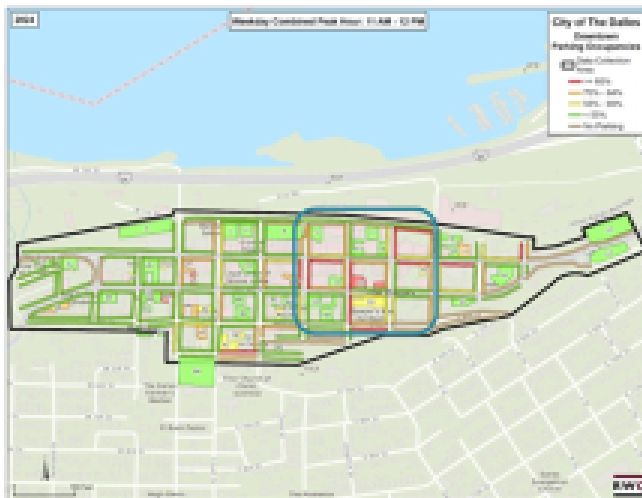
Strategically implement on-street time-limited parking management in high-use occupancy areas within downtown. Continue to transition existing No Limit parking outside the High Occupancy Node as new data updates warrant.

The **amount of No Limit, unregulated on-street parking** in downtown The Dalles (98% of stalls) **is unusual for a downtown striving to support high-volume visitor activity** in its commercial center.

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PM Strategies: Parking Management (PM)

Assess ADA Locations and Compliance (PM-4)

Confirm that all off-street parking facilities in the City or public ownership comply with ADA parking requirements.

New federal guidelines for the provision of ADA parking stalls within municipal on-street parking systems have been developed recently. If and when on-street parking is either metered or designated by signs or pavement markings, a minimum of 4% of the total on-street parking supply is required to be accessible parking (ADA).

14

Identify and Pursue Off-street Shared-use Opportunities   (PM-5)

Identify off-street shared-use opportunities based on data from the 2024 off-street parking occupancy. Establish goals for transitioning employees to off-street parking, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.

The 2024 data collection found **significant surpluses in the off-street supply, with over 800 and 950 off-street stalls empty** at the weekday and Saturday peak hours, respectively.

15

Assess Public Off-street Parking Safety Standards　　　(PM-6)

Improve the safety standards of the four public off-street parking facilities to encourage long-term off-street parking use.

Parking Advisory Committee members voiced their concern that the lots can feel unsafe, users tend to avoid parking there, especially overnight. This creates an inefficient off-street parking environment. The addition of **lighting, periodic enforcement, and simple signage** indicating the facilities are monitored, would **help mitigate parking fears** and lead to a **more efficient off-street parking** environment.

16

Initiate Regular Review of Citation Fees   (PM-7)

Initiate regular review of the parking citation fees in accordance with the penalties defined in TDMC 6.08.050.

As The Dalles moves to a more structured parking management environment, regular citation review will be a part of routine enforcement measures. **Citation rates should be calibrated to enforcement expenses**, and not revenue driven.

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PM Strategies: Parking Management (PM)

Initiate Reasonable Future Enforcement (PM-8)

With the formal redefined Downtown Parking Management Districts (**PM-1**) and the transition to Time-Limited Parking in the Downtown High-Occupancy Node (**PM-3**), periodic enforcement can be initiated Downtown.

The success of any parking system begins with enforcement. Encouraging turnover and mitigating conflicts between customers/visitors and employees is difficult without a reasonable level of enforcement.

18

Create a New Downtown The Dalles Parking Brand   (CO-1)

Develop a **signage package with a unique logo to integrate the public on- and off-street parking system**. Install the new signage package consistent any signage changes associated with potential on-street changes (Strategy PM-3), any ADA improvements (Strategy PM-5) and wayfinding signage (Strategy CO-3).

Findings from the parking inventory work showed that the parking system signage could use a refresh to **create a parking environment that is simple and understandable, supporting a "customer-friendly" environment**.

19

Create City of The Dalles Parking Website   (CO-2)

Design and create a standalone parking information website with all current parking information for the City of The Dalles.

Communication with the public, including locals, visitors, and employees, will be **critical to the success of parking management strategies**.

Piggybacking on Strategy CO-1 (parking brand), the City's parking logo should be incorporated on the website.

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New Wayfinding Signage   (CO-3)

In coordination with a new Parking Brand (Strategy CO-1), create and install **wayfinding signage to be strategically located at key intersections and at entry points to off-street parking lots**.

A fundamental element of a parking management system is **simple, clear signage directing users to their preferred parking options**.

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Next Steps

- Refine draft recommendations

- Final Parking Management Plan

- Public forum

- City Council

- Finalize plan approval

City of The Dalles
Downtown Parking Management Strategy Recommendations
Action Plan

Prepared For:

Prepared By:

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Pete Collins, Project Planner
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August 2024

Table of Contents

1.0   Introduction

The City of The Dalles is looking to understand the dynamics of its downtown parking system. The last time a parking study was conducted was in 2005 when the *Preferred Parking Plan* was completed. While a limited amount of development has occurred in that time, additional pressures from new development have, or will, be placed on the parking system in the coming months and years. Given anticipated expectations for growth downtown, now is an opportune time to objectively assess how parking works from a policy/code perspective and how the on- and off-street parking supplies perform.

This report summarizes recommendations for strategies to The Dalles Parking Management Strategy Recommendation Plan. The last time a parking study was conducted was in 2005 when the Preferred Parking Plan *was completed. The strategies presented here are categorized into three (3) areas: Administration & Code; Parking Management; & Communications & Outreach. Further, the strategies are noted to be a flexible timeline and include general cost assumptions.*

To this end, the City engaged Rick Williams Consulting (RWC) to develop a new Downtown Parking Management Plan, an "action plan" for understanding the unique dynamics of the current parking system, with correlated strategic recommendations for implementation. The first step in this effort was to determine a downtown study boundary, then refreshing the dataset for how parking is distributed (on- and off-street) and how parking is utilized. Weekday and weekend data, including comparative occupancy, turnover, duration of stay, and violation rate, were assessed (on-street) with hourly occupancy comparisons for the off-street system. Also developed are peak and hourly heat maps.

The entire project was developed and shaped in partnership with City staff and the Downtown Parking Advisory Committee (PAC). Strategies and solutions in this report are presented and informed by recent data on parking utilization for downtown, key input provided by the PAC, and industry best practices. Strategies are provided with a generalized timeline that is meant to be inherently flexible as opportunities and challenges present themselves.

2.0   Process Overview

The consultant team worked with the City of The Dalles staff and a Parking Advisory Committee (PAC), consisting of local business owners, employees, and downtown residents, throughout the spring and summer of 2024 to work through an iterative process to develop the Downtown Parking Management Strategy Recommendations.
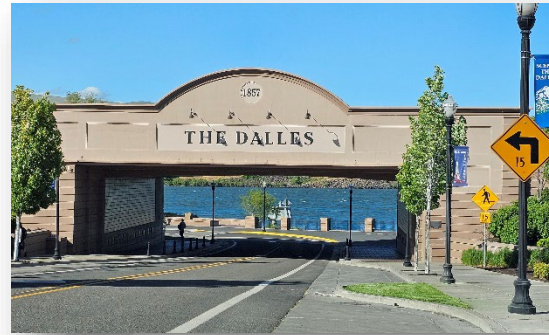
The process began with establishing community priorities and agreed-upon Guiding Principles with the PAC members. These value statements provide an understanding of community priorities in terms of the use of the on- and off-street parking supply in Downtown. The consultant team also developed and conducted a 'Parking 101' workshop for the PAC, an educational presentation that outlined industry parking management best practices for municipalities like The Dalles.

Concurrently, an on- and off-street inventory for the downtown was completed. Subsequently a data collection effort was then conducted for the downtown study area. Parking data was collected over 10 hours during a typical weekday and weekend; utilization (license plate) data was collected on-street, while occupancy data was collected off-street. The 2024 analysis provided insights into the parking dynamics, utilization patterns, and new trends in using both the on- and off-street parking systems downtown.

The 2024 Data Assessment provided a basis from which strategies were developed, reflecting a direct tie to Guiding Principles and industry best practices. As part of this process, the consultant provided the following reports that will inform the 2024 The Dalles Parking Management Strategy Recommendation Action Plan:

- **2024 The Dalles Guiding Principles** (June 2024)
- **2024 The Dalles Data Summary Report** (July 2024)

All outcomes and recommendations are tailored to the unique parking and access environment downtown. The strategy solutions outlined below support recommendations that grew from this process. **Table 1** (next page) provides a summary of the strategy recommendations, which are further detailed in **Section 3.0**.

Implementation Timeframe

Each of the proposed parking management strategies is assigned an approximate implementation timeframe to assist with planning needs and, in some cases, sequential steps necessary to bring the strategies to fruition. The timeframes are immediate, short-term, mid-term, and long-term.

- **Immediate**: 0 – 12 months
- **Short-Term**: 12 – 24 months
- **Mid-Term**:   24 – 48 months
- **Long-Term**: 48+ months

It should be noted that the implementation schedule is flexible, and project order may change as opportunities and resources are identified. For those same reasons, timelines can be accelerated or extended.

Management Strategy Categorization

Each strategy is also classified within one of the following categories:

- **AC:** Administration & Code
- **PM**: Parking Management
- **CO**: Communication & Outreach

Relative Cost

Where possible, planning-level cost estimates are provided. Final costs will require additional evaluation, scoping, and estimating. All strategies will require a level of support, coordination, commitment, and resource identification that goes beyond what is currently in place.

For ease of reference, **Table 1** displays the estimated relative cost of each recommended strategy, represented by a series of dollar signs "$." The more dollar signs, the higher the cost of strategy implementation. The following symbol key provides a general cost range for corresponding parking strategies.

- **$** $0 - $15,000
- **$$** $15,001 - $45,000
- **$$$** $45,001 - $100,000
- **$$$$**   >$100,000

Relative Effectiveness

Strategies were also characterized by their relative effectiveness, in other words, "the biggest bang for the buck." As such, not all strategies will have as deep an impact on parking system operations as others. The relative effectiveness is somewhat subjective but reflects the consultant's experience and understanding of how these elements will affect the function of the parking environment. The scale of "relative effectiveness" here is shown in the form of bullets; the more bullets, the more impactful the strategy. Using this scale can also assist in prioritizing strategy implementation, particularly if limited resources are allocated for implementation.

- ● Least effective
- ●● Moderately effective
- ●●● Effective
- ●●●● Very effective
- ●●●●● Essential to the effectiveness of the parking system

Table 1: Parking Management Strategy Summary

ID	Strategy	Implementation Timeframe				Relative Cost	Relative Effectiveness
		Immediate	Short-Term	Mid-Term	Long-Term		
AC-1	Continue & Formalize Parking Work Group Representation	♦	♦	♦	♦	$	●●●●●
AC-2	Define and Formalize the Downtown Parking Management District (DPMD)	♦		♦	♦	$	●●●●●
AC-3	Update Shared-Use Parking Code Guidelines	♦	♦			$	●●●●
AC-4	Establish a Data Collection Schedule			♦	♦	$$	●●●●
PM-1	Establish Guiding Principles for Parking	♦	♦			$	●●●●
PM-2	Stripe Downtown Commercial On-street Parking Stalls		♦	♦	♦	$$	●●●●

ID	Strategy	Implementation Timeframe				Relative Cost	Relative Effectiveness
		Immediate	Short-Term	Mid-Term	Long-Term		
PM-3	Consider Transitioning to Time-limited On-street Parking in the High-Occupancy Node Downtown			♦	♦	$	●●●
PM-4	Assess ADA Locations and Compliance			♦	♦	$	●●
PM-5	Identify and Pursue Off-street Shared-Use Opportunities	♦	♦	♦	♦	$	●●●●●
PM-6	Assess Public Off-street Parking Safety Standards		♦	♦	♦	$ - $$$	●●●
PM-7	Initiate Regular Review of Citation Fees		♦	♦		$	●●●●
PM-8	Initiate Reasonable Future Enforcement			♦	♦	$	●●●●
CO-1	Create a New The Dalles' Parking Brand	♦	♦			$$$	●●●●
CO-2	Create the City of the Dalles' Parking Website	♦	♦	♦		$$	●●●
CO-3	New Wayfinding Signage			♦	♦	$$-$$$	●●●

3.0   Parking Management Strategies – Action Plan

The following section provides an outline of recommended parking management strategies for City staff and stakeholders to consider.

Recommended strategies follow a logical progression in which each action provides a foundation for subsequent actions in phases ranging from immediate to long-term. While presented in phases (assuming an overall five-year horizon), the implementation schedule is flexible and adaptable to growth and changes in land use and parking demand over time. As the 2024 data collection effort found, parking demand in The Dalles is low to moderate. This means that at this time, few users of the parking supply will find it difficult to find parking (except for a small area in the center of the downtown study area).

To this end, the order of projects may be changed as opportunities and resources are identified. For those same reasons, timelines can be accelerated or extended. All strategies will require a level of support, coordination, commitment, and resource identification that goes beyond what is currently in place. Where possible, planning-level cost estimates are provided as an initial frame of reference. Final costs will require additional evaluation, scoping, and estimating.

Overall, the plan recommended here intends to (a) outline a base-level foundation of strategies that provide the fundamentals of parking management for a mid-sized Main Street[1] city like The Dalles and (b) provide a toolkit of action strategies that put the city and its stakeholders in a position to address growing land use and parking demand strategically.

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[1] Main Street cities are usually characterized by re-emerging, revitalizing older and historic commercial districts. Made up of small towns, mid-sized communities, and urban commercial districts, they are denoted by a primary street serving as a focal point for shops and retailers in the central business district. Main Street towns and cities serve as a nexus of neighborhood life, with high pedestrian volumes, frequent parking turnover, growing alternative mode connections, and a diversity of users vying for limited space.

3.1 Administration and Code (AC)

AC-1: Continue and Formalize Parking Advisory Committee

Action Statement

Formalize the Parking Advisory Committee (PAC) as a recognized group to meet and provide input on parking issues facing Downtown The Dalles. The Committee should continue to meet quarterly and be representative of the different user groups within downtown (i.e., business owners, employees, and residents).

Strategy Description

Active participation by those affected guarantees an understanding of, and consensus building on, parking management solutions and trigger points for decision-making. This is best accomplished through an established advisory committee (or PAC) that reviews performance, serves as a sounding board for issues, and acts as a liaison to the broader stakeholder community.

The City of The Dalles has taken an active role in listening to different voices within the community on parking management issues. To this end, the PAC should continue to meet and be representative of the different needs downtown as this area continues to see development and may need more parking management tools to manage the parking supply over time. By having a process through which a representative cross-section of downtown interests *routinely* assists in the review and implementation of this and future planning efforts, the final products will be stronger. This effort could be coordinated through a partnership with the The Dalles Area Chamber of Commerce.

The action strategies outlined in this document provide the basis of a work plan for the PAC to build upon.

Implementation Timeframe

Immediate

- Identify and recruit additional members (as needed) from affected user groups in downtown (e.g., retail, office, residential, property owners/managers, associations, and agencies).
- Schedule regular meetings to advocate for, shepherd, track, and communicate the plan.

Short-term

- Establish business-to-business outreach.
- Assess plan progress.
- Facilitate data collection efforts.
- Provide advisory input to the City Council.
- Determine and implement action items.

Mid- to Long-term

- Coordinate communications with broader and affected communities.
- Over time, the PAC could evolve into a formal advisory committee to the City Council on downtown parking issues.

Relative Effectiveness

●●●●● Essential to the effectiveness of the parking system

Estimated Costs

$ There should be minimal costs associated with this strategy other than staff time required for coordination, necessary policy, and/or code changes.
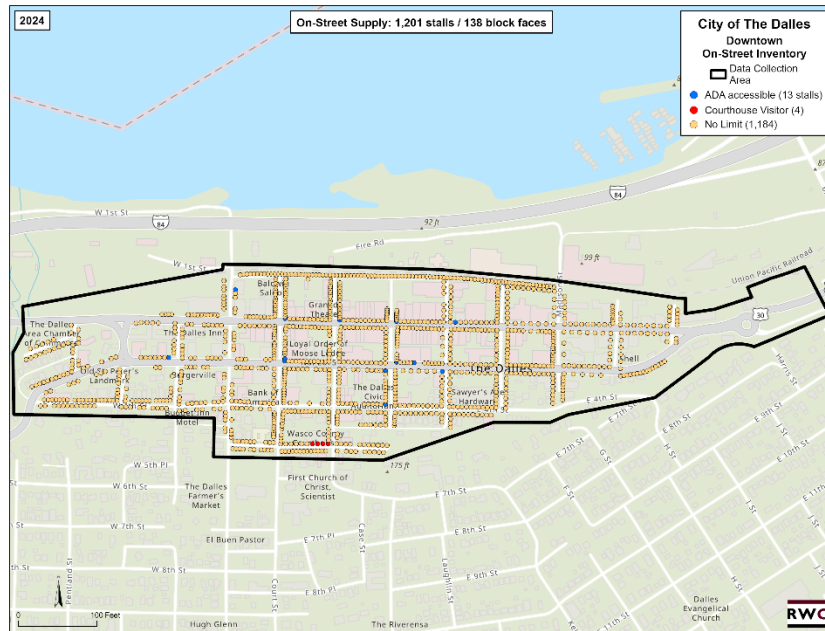
AC-2: Define and Formalize the Downtown Parking Management District (DPMD)

Action Statement

Define and formalize the *Downtown Parking Management District (DPMD)* boundary to focus and guide parking strategy implementation in the Downtown, updating The Dalles Municipal Code (TDMC), Article 6.08.010.

Strategy Description

Parking best practices suggest that "parking management districts" reflect the unique zoning and character of an area. Currently, the Downtown Parking District is defined by TDMC 6.08.010. With this recent work, reestablishing the Parking Management District for the Downtown (figure to the right) formalizes the City's intent to recognize the unique qualities and access issues in this larger distinct area. By doing so, the parking management tools outlined in this report can be consistently and uniformly applied to the on- and off-street public parking supplies in this defined area. The Exhibit A reference currently described in 6.08.010 should be replaced with the new boundary (as shown above).

Additional consideration should be given to revising the language TDMC 6.08.020 Prohibited Parking to reference the Downtown Parking Management District instead of the Central Business Zone Boundary.

Implementation Timeframe

Immediate Term

- Review and finalize boundary definitions.
- Complete internal city presentations.
- City Council approval of language changes to 6.08.010 "Downtown Parking Management District."
- Coordinate implementation with **Strategy AC-3.**

Mid- to Long-Term

- Review boundary periodically to account for new land use activities adjacent to the DPMD which might suggest boundary modification(s). This can be facilitated through data collection efforts of **Strategy AC-4**.

Relative Effectiveness

●●●●● Essential to the effectiveness of the parking system

Estimated Costs

$ No additional cost other than existing staff time and discussion/input with the PAC.

AC-3: Update Shared-Use Parking Code Guidelines

Action Statement

Review and revise, as necessary, the City's parking development code standards (i.e., TDMC, Chapter 10.7.020.060 'Shared Parking') to ensure that existing parking can be used for both accessory and non-accessory parking access, and that new parking built does not impose any unintended accessory restrictions on the use and operations of parking built. Similarly, clarify in the code that existing parking facilities in the downtown can share parking with new development and with existing non-accessory uses/users. [2] This will ensure that the parking code both informs and facilitates shared parking.

Strategy Description

The current code for off-street parking outlines minimum parking requirements to be met for land use approval. The addition of language encouraging the sharing of parking supplies between <u>existing and new</u> land uses in private off-street parking facilities in the downtown would further clarify that private off-street parking can be truly shared amongst different users. Though some organic shared-use agreements may be in place, it was not clear whether they are allowed by City code. For instance, can an owner of an existing lot provide or sell/lease unused parking to general users of the downtown? Could that owner begin charging for parking on evenings and weekends for accessory and non-accessory users? Code language related to how existing parking can be used to serve existing or new uses is not clear and should be clarified in TDMC 10.7.020.060.

The City and stakeholders indicate that they favor greater shared use of off-street parking, "maximizing parking already built," and encouraging efficient design and development of new parking. This strategy may simply be a housekeeping exercise to ensure that shared use for existing and new parking supplies is clearly allowed and communicated.

Implementation Timeframe

Immediate-Term

- Initiate code review
- Complete internal City review and presentations of recommended code revisions

Short-Term

- Public process and City Council adoption
- Publish code amendments

Relative Effectiveness

●●●● Very effective. Creates integration of policy in code.

Estimated Costs

$ There should be minimal costs associated with this strategy other than staff time required for necessary policy or code changes.

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[2] *Accessory parking* is usually defined in municipal codes as parking associated with a specific development that *is reserved for the use of the customers, residents, employees, students and/or visitors associated with the development. Non-accessory users* is generally defined as a user that is not directly accessing a lot or garage associated with a specific use. Non-accessory parking and users are sometimes defined as *general access sites or users*. Though nuanced, the distinction in many city codes is that there are policies encouraging shared use parking, but codes that technically do not allow it (as the conditions of use on a parking facility are accessory). Cleaning these definitions up in policy and code assure that barriers to shared use are removed.

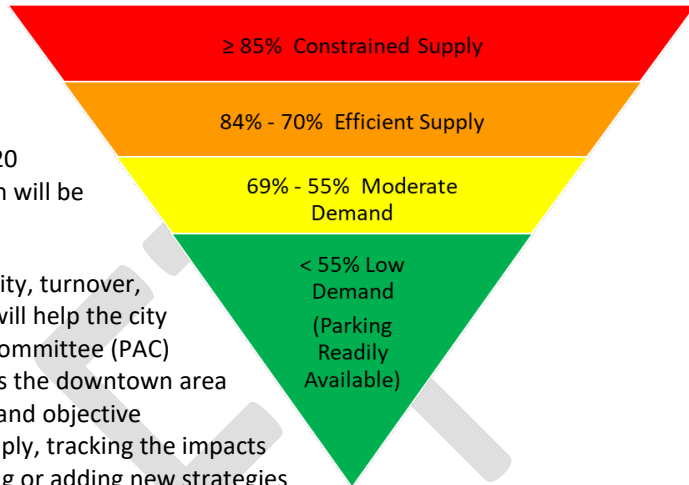## AC-4: Establish a Data Collection Schedule

Action Statement

Use data to monitor and assess parking trends in downtown and to identify surpluses and deficits of parking. Use data to inform objective and strategic decision-making.

Strategy Description

Prior to the 2024 data collection effort, data was last collected in 2005. Parking behaviors, land use development, and industry best practices have changed and evolved over the last approximately 20 years. Therefore keeping current on data collection will be an important element to maintain.

Objective, up-to-date data on occupancy, seasonality, turnover, duration of stay, patterns of use, and compliance will help the city and stakeholders, including the Parking Advisory Committee (PAC) (**Strategy AC-1**), make better-informed decisions as the downtown area grows. Routinely refreshed data provides a sound and objective reference point for assessments of the parking supply, tracking the impacts of strategies outlined in this document, and revising or adding new strategies in the future.

≥ 85% Constrained Supply

84% - 70% Efficient Supply

69% - 55% Moderate Demand

< 55% Low Demand (Parking Readily Available)

The system for supplementing the growing library of data does not need to be elaborate. However, it should be consistent, routine, and structured to answer relevant questions about the metrics listed above. Data can be collected in samples, and other measures of success can be gathered through third-party or volunteer processes. It is recommended that updates occur no less than every three years.

Implementation Timeframe

Mid- to Long-term

- Determine a routine schedule and timeline for implementation no less than every three years.
- Conduct routine turnover and occupancy surveys of the on- and off-street facilities in the Downtown study area.
  - Replicate the 2024 study boundary to ensure accurate data comparisons.
- The PAC can use this data to objectively inform ongoing decisions.

Relative Effectiveness

●●●● Very effective. Ensures data refresh, documenting plan progress and objectively informs decision-making and strategy implementation.

Estimated Costs

$$ The estimated cost of a data inventory and turnover/occupancy study would range from $30,000 to $35,000 if conducted by a third party. Costs can be minimized in subsequent surveys using the inventory and database developed for the first effort and sampling and using volunteers to collect data.

3.2   Parking Management (PM)

PM-1: Formalize Guiding Principles for Parking

Action Statement

Formalize the Guiding Principles established by the Parking Advisory Committee (PAC) as policies for the management of parking in downtown The Dalles' new parking management district.

Strategy Description

Guiding Principles for parking management are based on the premise that growth in the Downtown will require an integrated and comprehensive package of strategies to respond to growth, maintain balance and efficiency within the access system, and establish clear priorities necessary to "get the right vehicle to the right parking stall." Without clear and consensus priorities, it is much more difficult to initiate solutions requiring changes to the parking system (and the status quo) and form partnerships between stakeholders that facilitate success.

It is recommended that City staff work with the PAC (**Strategy AC-1**) to formalize the agreed-upon Guiding Principles established during this process, which outline the consensus community parking priorities and desired outcomes for the management of parking in the Downtown Parking Management District (DPMD). City Council should formally approve the PAC's recommended principles within appropriate policy documents that define the City's role in parking management (e.g., code, Comprehensive Plan, Transportation System Plan, etc.). Overall, parking management practices and code requirements related to parking should be highly supportive of desired development and not be a barrier to small and locally-owned businesses.

Many cities formalize their Guiding Principles within a parking element of their Transportation Systems or Comprehensive Plans.[3] Others include Guiding Principles as a policy element within their municipal codes.[4] A simpler route that other cities have taken is to formally approve Guiding Principles as elements within an approved Parking Management Plan, like this report.[5]

Implementation Timeframe

Immediate to Short-Term

- Through City staff, forward the PAC's recommendation to formalize the Guiding Principles with City Council within City documents most applicable to The Dalles' policy processes.

Relative Effectiveness

●●●● Very effective. Creates a policy/priority foundation against which decision-making can be framed.

Estimated Costs

$ There should be minimal costs associated with this strategy other than the staff time required to shepherd the established PAC's desired outcomes for parking and facilitate priority setting for "getting the right car to the right stall."

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[3] Examples: Bend, OR and Redmond, WA
[4] Example: Portland OR includes their Guiding Principles as policy elements within Title 33.510 of their code.
[5] Examples: McMinnville, OR and Olympia, WA

PM-2: Stripe Downtown Commercial On-street Parking Stalls

Action Statement

All on-street parking on *commercial* streets should be clearly striped. This will create better order and convenience for users.

Strategy Description

The Dalles has done a good job striping many of the on-street angled commercial streets Downtown. This recommendation is to build upon this effort and continue to extend the striping throughout all commercial streets downtown, including the parallel stalls along 2nd and 3rd Streets.

Effective striping will communicate "you can park here," reduce incidents of damage to vehicles, and facilitate compliance. Striping enhances the user experience by creating a sense of order and safety in the on-street parking environment. It can also improve the overall capacity of the supply.

Simple "T"s can be painted to give users a quick visual queue of stall locations. This effort would benefit from the input of the Parking Advisory Committee (**Strategy AC-1**). It should be done in coordination with any signage associated with time limits in the downtown (**Strategy PM-3**).

Implementation Timeframe

Short-Term

- Identify areas of needed improvement.

Short to Mid-Term

- Stripe all on-street commercial zoned areas where customer parking is allowed.

Long-Term

- Update and refresh, as necessary, to ensure an ongoing level of quality and visibility.

Relative Effectiveness

●●●● Very effective. Communicates "you can park here," creates order and enhances safety.

Simple format for on-street striping

Estimated Costs

$$ In a previous study conducted for Prineville, Oregon, the city estimated it spends $215 per block face to stripe parallel parking in its downtown (see striping pattern, in-set graphic above right). Using this estimate, a budget of $33,325 for on-street stripe upgrades and maintenance would accommodate about 155 total typical city block faces. If striping were initially limited to the Downtown High Occupancy Node described in Strategy PM 3 (42 block faces), the cost would be approximately $9,030. This budget is likely to decrease as routine maintenance is implemented.

PM-3: Consider Transitioning to Time-Limited On-street Parking Downtown, starting in the High-Occupancy Node Downtown

Action Statement

Strategically implement on-street time-limited parking management in high-use occupancy areas within downtown. Continue to transition existing No Limit parking outside the High Occupancy Node as new data updates warrant.

Strategy Description

The amount of No Limit, unregulated on-street parking in downtown The Dalles (98% of stalls) is unusual for a downtown striving to support high-volume visitor activity in its commercial center.

As demand for parking grows, time-limited on-street parking (e.g., 2- or 3-hour parking) can benefit and protect short-term visitor access in areas with constrained parking demand. The high percentage of such stalls encourages all-day use of the on-street system by employees and residents.
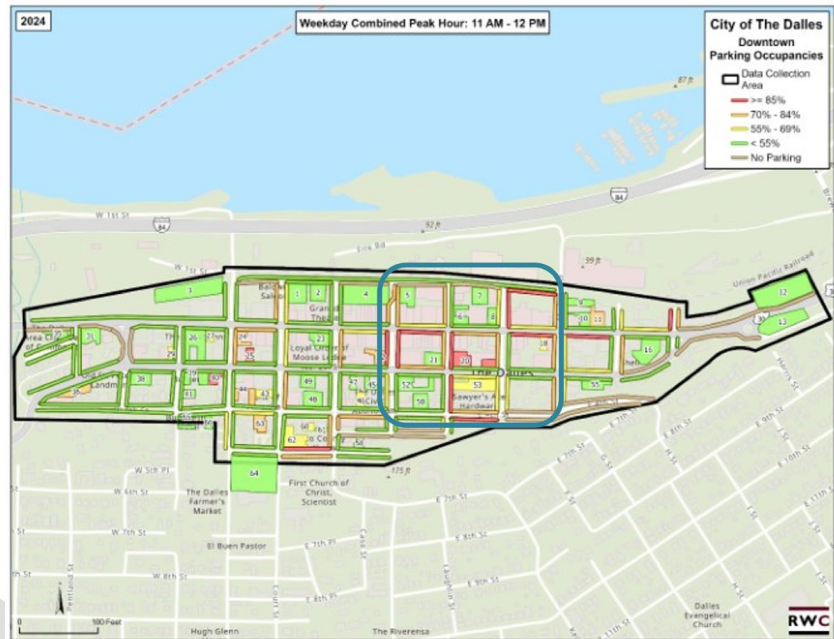
In the data collection area (graphic above), 1,172 of the 1,190 on-street stalls are signed No Limit. Again, this is extremely high for a street-level commercial focus like downtown. This small "sub-zone" (denoted by the blue rectangle) has the highest concentration of constrained on-street block faces on the weekday, with 12 block faces constrained during the peak hour (colored red), suggesting potential conflicts with visitors seeking proximate access to popular downtown destinations.[6]

In coordination with **Strategy AC-2** (Define Downtown Parking Management District) and **Strategy AC-4** (Establish Data Collection Schedule), actions to reduce the total number of No Limit stalls within the downtown should be considered, especially on block faces zoned commercial and abutting street-level businesses.[7] Implementation of time limits should start within the sub-zone represented in the graphic right above.

Implementation Timeframe

Mid-Term

- Begin discussion with the Parking Advisory Committee (PAC) on transitioning No Limit parking in the high-occupancy node with 2 or 3-hour parking (approximately 381 stalls). Points of discussion and agreement would be:

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[6] The blue boxed area is bounded by E. 1st Street (north), E. 4th Street (south), Federal Street (west), and Madison Street (east). This 12 block area is comprised of 381 on-street stalls. nine of the 42 block faces (21%) are constrained at 85% or greater.

[7] Whether choosing 2 or 3-hour time limits would be a discussion for the PAC. Based on 2024 data, the average on-street length of stay is 2 hours and 41 minutes on the weekday and 2 hours and 36 minutes on the weekend. To minimize conflicts, 3-hour stays may be the most appropriate.

o Selected time limit designations (2-hour or 3-hour).[8]

o Triggers/thresholds for initiating time limits.

Mid-Term to Long-Term

- Review new data on downtown occupancies and constraints based on information from **Strategy AC-4** data collection refresh.
- Use future data to determine, if warranted, the initiation of time-limited parking in areas of downtown outside the high occupancy zone.[9]
- Coordinate signage with **Strategy CO-1**, new city parking brand/logo.

Relative Effectiveness

●●● Effective. Establishes consensus on the issue of on-street time limits as well as triggers and thresholds that facilitate strategic decision-making based on community input and objective data. Establishing time limits in high-demand areas also reduces conflicts between priority users and employees.

Estimated Costs

$ Based on information from other cities, the estimated per unit cost for time-limit signage upgrades in Redmond is $10,500, assuming 42 total block faces and 381 parking stalls. This assumes just the high occupancy node described above):

- A standard signage package consists of two poles with blade signs per block face, one at each end of the block with arrows pointing inward.
- Pole unit cost = $470
- Blade sign unit cost = $30
- Unit cost for poles includes hole boring

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[8] 2023 data indicates the average Downtown on-street time stay to be 2 hours and 11 minutes. This average would include non-visitor visits, based on findings that estimate 12% of all on-street visits result in stays of 5 or more hours.

[9] The long-term goal of this strategy would be a gradual transition of all on-street stalls, located on commercial zoned block faces, to transition to time-limited use.

PM-4: Assess ADA Locations and Compliance

Action Statement

Confirm that all off-street parking facilities in the city or public ownership comply with ADA parking requirements. In addition, new federal guidelines for the provision of ADA parking stalls within municipal on-street parking systems have been developed recently. If and when on-street parking is either metered or designated by signs or pavement markings, a minimum of 4% of the total on-street parking supply is required to be accessible parking (ADA).[10]

Example: ADA compliant striping (surface lot)

Strategy Description

All city-owned off-street facilities should be evaluated for compliance with ADA parking requirements to avoid any potential fees, fines, or judgments related to non-compliance with ADA regulations. Upgrades and improvements should then be made as necessary. This may require additional designated ADA stalls depending on the facility's size, slope, access route planning, signage, and number of stalls. Additional information can be found at: https://www.ada.gov/restriping_parking/restriping2015.html.

This strategy should be coordinated with **Strategy PM-3** and **Strategy PM-4**, as the new signage and striping of this high-demand area would trigger 4% of the on-street supply to be designated as ADA stalls.

Implementation Timeframe

Mid-Term

- Assess current compliance with federal and state requirements for ADA parking.

Long-Term

- Implement necessary improvement as funding allows.

Relative Effectiveness

●●● Effective. Ensures ADA stalls meet compliance standards and provides convenient ADA access to those needing these types of stalls.

Estimated Costs

$ Costs associated with this strategy are related to painting, signage, and maintenance of any new ADA-compliant stalls in the on and off-street supplies. Costs should be low but undetermined at this time, pending a lot-by-lot assessment.

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[10] This provision applies when the total number of metered or designated parking spaces is over 201 stalls. For more information, refer to: https://www.federalregister.gov/documents/2023/08/08/2023-16149/accessibility-guidelines-for-pedestrian-facilities-in-the-public-right-of-way.

PM-5: Identify and Pursue Off-street Shared-Use Opportunities

Action Statement

Identify off-street shared-use opportunities based on data from the 2024 off-street parking occupancy. Establish goals for transitioning employees to off-street parking, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.

Strategy Description

Most off-street parking in cowntown is in privately owned surface lots (88% of the supply). The 2024 data collection found significant surpluses in the off-street supply, with over 800 and 950 off-street stalls empty at the weekday and Saturday peak hours, respectively. As the figure at right demonstrates, empty off-street parking (green-shaded sites) can be found

anywhere throughout the downtown study area. Current levels of low demand in off-street lots are an untapped resource for "getting the right parker to the right stall"—in this case, transitioning employees (and possibly downtown residents) to off-street facilities—and absorbing new demand.

Implementation Timeframe

Immediate-Term

- Use 2024 occupancy data to identify facilities that could serve as reasonable shared-use opportunity sites. Criteria could include proximity to employers, a meaningful supply of empty stalls (e.g., lots with 15 or more empty stalls in the peak hour), pedestrian/bike connectivity, walking distance/time, safety and security issues, or other factors.

Short-Term

- Based on the above, develop a short list of opportunity sites and identify owners.
- Initiate outreach to owners of private lots.
- Negotiate shared-use agreements.

Mid- to Long-Term

- Obtain agreements from downtown businesses to participate and assign stalls to affected employees.
- Implement an ongoing program. Continue to seek out shared-use sites with updated occupancy data (**Strategy AC-3**).

Relative Effectiveness

●●●●● Essential to the effectiveness of the parking system. The City cannot expect all future parking demands (visitor and employee) will be served on-street. Existing off-street resources are the most cost-effective solutions to short and mid-term growth.

Estimated Costs

$ Costs associated with this strategy would be in efforts using existing staff and/or partnerships with the Parking Advisory Committee (PAC) and local business partners (e.g., The Dalles Area Chamber of Commerce) to identify opportunity sites and conduct outreach to potential private sector participants. The City may determine that funds are needed to create incentives and/or improve the condition of facilities and connections.
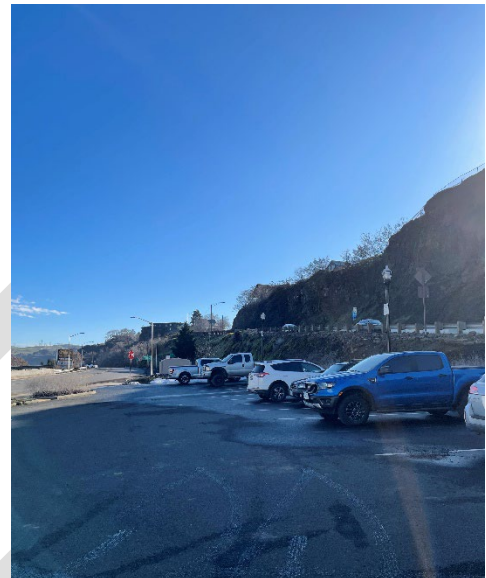
PM-6: Assess Public Off-Street Parking Safety Standards

Action Statement

Improve the safety standards of the four public off-street parking facilities to encourage long-term off-street parking use.

Strategy Description

Two of the four public off-street parking lots along E. 1st Street are conveniently located near the core of downtown The Dalles. The lots are well-striped, and contain medians with plantings with easy access to E. 2nd Street. As noted in the Data Summary Report, the occupancies of the public off-street lots are low, and demonstrate the ability to absorb additional demand. In addition, PAC members voiced their concern that the lots feel unsafe, and consequently, users tend to avoid parking there, especially overnight. This creates an inefficient off-street parking environment.

The addition of lighting and additional enforcement, as well as simple parking signage indicating that the facilities are monitored, would likely mitigate parking fears and lead to a more efficient off-street parking environment. Further, a more ordered parking environment leads to a safer pedestrian environment.

Off-street parking in The Dalles

Implementation Timeframe

Short-Term

- Evaluate potential lighting improvements and parking signage to improve off-street parking in the public off-street lots. Confer with the City Traffic Engineer on efficiency and safety design options.
- Coordinate this evaluation with enforcement efforts in **Strategy PM-8**.

Short to Medium-Term

- Price/cost potential improvements.

Long-Term

- Implement improvements.

Relative Effectiveness

●●● Effective. Improves safety and understandability of public off-street parking lots.

Estimated Costs

$-$$$ Unknown at this time.

PM-7: Initiate Regular Review of Citation Fees

Action Statement

Initiate regular review of the parking citation fees in accordance with the penalties defined in 6.08.050.

Strategy Description

The parking penalties for on-street parking within the current downtown Parking District are outlined in The Dalles Municipal Code (TDMC), Article 6.08.050 and relate to prohibited parking of employee, employer, and residential parking. The fines range from $20.00 to up to $100.00 depending on the number of convictions.

As The Dalles moves to employ more parking management tools, regular citation reviews will be a part of routine enforcement measures. Citations rates should be calibrated to enforcement expenses, and not revenue driven. To this end, a consistent review of the citations should be examined as the downtown continues to develop. Also, keeping track of citation fees in other comparable cities is a useful tool for developing a sense of where The Dalles is in relation to other municipalities. Strategies such as **PM-2**, **PM-3,** and **PM-4** all include changes to the on-street parking supply, so a more robust citation rate schedule may need to be developed.

Implementation Timeframe

Short-Term

- Begin conversations about citation fees with the Parking Advisory Committee (PAC); discuss opportunities and challenges, as well as review similar-sized cities' citation rates to gain an understanding of their rates and procedures.
- Coordinate this evaluation with short-term efforts in **Strategy AC-3** (redefining and formalizing the Parking Management District) and **Strategy PM-3** (Time-Limited on-street parking).

Mid-Term

- Review and determine necessary enforcement changes to implement in coordination with **PM-9.**

Relative Effectiveness

- ●●●● Very Effective. Enforcement and correlated citation rates create a climate of compliance to encourage downtown short-term parking for visitors and customers.

Estimated Costs

- $ Staff and PAC time primarily.

PM-8: Initiate Reasonable Future Enforcement

Action Statement

With the formal redefined Downtown Parking Management Districts (**PM-1**) and the transition to Time-Limited Parking in the Downtown High-Occupancy Node (**PM-3**), periodic enforcement can be initiated downtown. Partner with the Parking Advisory Committee (PAC) (**AC-1**) in oversight and enforcement coordination. Consider using a third-party contractor if no local resources/capacity exists.

Strategy Description

The success of any parking system begins with enforcement. Encouraging turnover and mitigating conflicts between customers/visitors and employees is difficult without a reasonable level of enforcement. If The Dalles pursues a strategy of time-limiting parking in the Downtown, it will be critical that users perceive "the rules of parking downtown" as being fairly and uniformly enforced.

Implementing enforcement will require:

- Engagement of enforcement staff could be an in-house position established by the City or a contract with a third-party vendor.[11] The potential to coordinate an "ambassadorial" partnership with The Dalles' Chamber of Commerce could also be explored.[12]

Parking enforcement in Bellevue, Washington

- Public outreach and education regarding the parking plan and the benefits of enforcement to a successful and vital downtown will be essential. The PAC and the Chamber should become more prominent in coordinating with downtown business owners and sharing information regarding parking in the downtown (beginning with the Downtown Core area).
- Special attention should be paid to educating employers, employees, and downtown residents about prohibited on-street parking as outlined in The Dalles Municipal Code (TDMC), Article 6.08.020.

Enforcement costs can be minimized through a third-party contract instead of using a City code enforcement officer. The Dalles may want to use an approach that allocates a specific number of hours each week (e.g., 15 - 20 hours) that would be deployed randomly over the course of an enforcement week. The cities of Hood River, Oregon, and Leavenworth, Washington, use this approach effectively. In Hood River, the enforcement officer varies the days and hours of enforcement each week and provides enforcement on one Saturday per month. In this manner, these smaller cities have limited enforcement to a less than full-time position while maximizing coverage and compliance through the random nature of the deployment. In most cities, enforcement covers its operation costs through citation fees.

Implementation Timeframe

As noted above, this recommendation should be implemented following the completion of **Strategies PM-1** and **PM-3**.

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11 An example of a third-party enforcement program is in place in Bend, Oregon. The City of Bend contracts with Diamond Parking to provide all on-street enforcement and compliance activities in its downtown parking management district.

12 The City of Albany, Oregon provides parking management services to its downtown through a relationship with the Downtown Albany Association (ADA). The ADA manages the downtown "ParkWise" program, which provides day-to-day management of City-owned off-street facilities, centralizes off-street permit sales, and enforces the on-street parking system.

Mid-Term

- Evaluate and implement (as necessary) legal, policy, and code changes for establishing enforcement of time-limited parking downtown.
- Initiate discussions with the PAC regarding the structure and format for enforcement (e.g., in-house, third-party vendor, enforcement hours, etc.).

Long-Term

- Develop an outreach and communications plan for public notification and education.
- Engage enforcement staff.
- Deploy enforcement and ongoing program management.
- Use the parking website (**CO-2**) to communicate enforcement guidelines.

Relative Effectiveness

●●●● Very Effective. Periodic enforcement provides a visual cue that the on-street parking system is being enforced, leading to customer compliance and more efficient use of the on-street parking supply.

Estimated Costs

$$-$$$ The cost for this strategy can vary based on the size of the area, frequency of patrol, and whether services are provided in-house or through a third-party enforcement contractor.[13]

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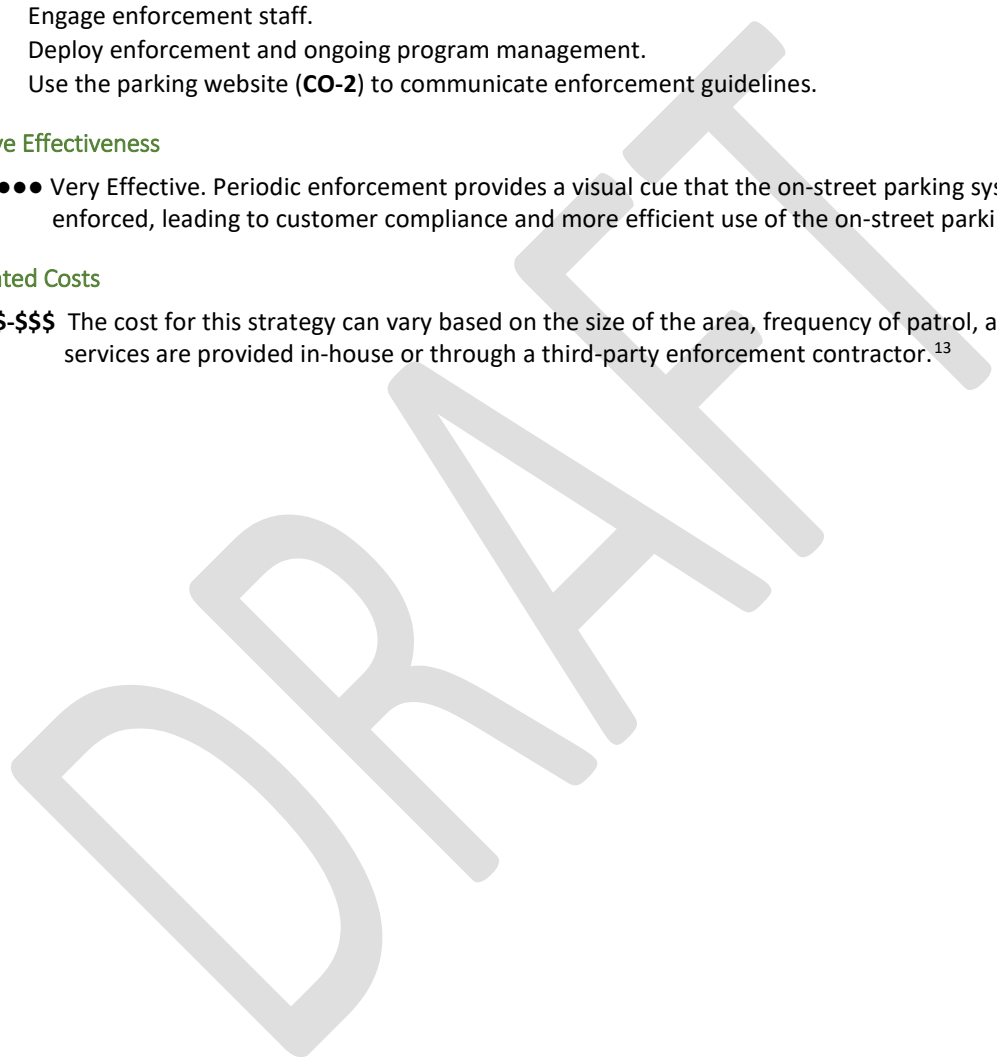
[13] A local model to examine is Bend, Oregon, which provides enforcement services through a third-party vendor.

3.3   Communication and Outreach (CO)

CO-1: Create a New The Dalles Parking Brand

Action Statement

Develop a signage package with a unique logo to integrate the public on and off-street parking system. Install the new signage package consistent with any signage changes associated with potential on-street changes (**Strategy PM-2**), any ADA improvements (**Strategy PM-5**), and wayfinding signage (**Strategy CO-3**).

Strategy Description

Findings from the parking inventory work showed that the parking system signage could use a refresh to create a parking environment that is simple and understandable, supporting a "customer-friendly" access environment.

As the parking system becomes more complex, creating and communicating simple and clear parking information will be key to the long-term success of the downtown. Creating a name, symbol, or design that clearly identifies all public parking and that can be communicated through signage and marketing will create a parking format that is easy to follow for customers and visitors. This brand can then be used on-street, off-street, and, ideally, as part of a wayfinding system (**Strategy CO-3**) throughout the downtown. It can and should be incorporated into marketing and communications efforts, such as promotional and/or wayfinding maps and the City's parking website.

It is recommended that the City create an attractive and recognizable "logo" intended to communicate public parking. For example, a simple stylized "P" could be created and extended throughout the public parking system as the parking brand. This is a very easy and cost-effective approach used by other cities. Examples from Springfield, Oregon, Seattle, Washington, and Sacramento, California, are shown on the right.[14]

Implementation Timeframe

Short-Term

- With the Parking Advisory Committee (PAC), develop and create a simple but recognizable logo to be ready for incorporation into the implementation of new signage developed by the City.
- Initiate a survey of all existing parking signage and estimate the number of new signs based on a standard configuration per affected block face.

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[14] The City of Springfield incorporated its city colors into its stylized "P." The Seattle logo was also a simple way to connect users into Seattle's electronic parking guidance system and other parking information available online, creating not just the simple "P" but a byline tag as well. Sacramento's "Find Your Spot" byline also works well with its stylized "P," creating a marker that is workable on and off-street.

Relative Effectiveness

●●●● Very Effective. A simple, straightforward brand becomes a recognizable symbol for all users, reducing frustration, congestion, and idling so that parking becomes easier.

Estimated Costs

$ A stylized "P" logo/brand could be developed in-house at a very low cost. A contract with a private graphic designer could involve costs of less than $10,000 for a simple logo/brand.

## CO-2: Create City of The Dalles' Parking Website

Action Statement

Design and create a standalone parking information website with all current parking information for the City of The Dalles.

Strategy Description

Communication with the public, including locals, visitors, and employees, will be critical to the success of parking management strategies. Parking locations, future time limitations (**Strategy PM-3**), hours of operation, enforcement questions (coordinated with **Strategy PM-9**), connections to transportation options, etc., should be marketed and communicated via a continually updated city website. The more information people have when it comes to parking, the better.

Piggybacking on **Strategy CO-1**, the city's parking logo should be incorporated on the website. As an example, the City of Bend does a good job conveying helpful parking information on its website and links to other inter-related topics.
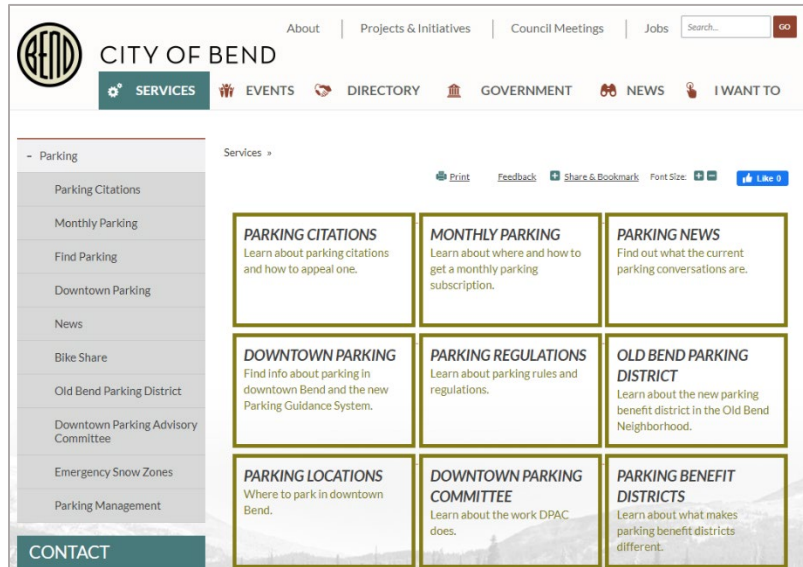
Website Example: City of Bend, Oregon

Implementation Timeframe

Immediate

- Working with the Parking Advisory Committee (PAC) and City staff, to outline and organize key parking elements important for the City's parking website.

Short-Term

- Retain a web designer to design and launch a new City parking website or fold 'Parking' into one of the subtopics within the Community Development Department's webpage.

Ongoing

- Keep website information current as changes to the on- and off-street parking occur.

Relative Effectiveness

●●● Effective. A website that conveys up-to-date parking information is essential for The Dalles. Not only will it be beneficial to different users (residents, employees, visitors), but it will also provide a place for city staff to point people to for their questions.

Estimated Costs

$$ Costs associated with designing and deploying a coordinated and well-maintained webpage can be done in-house, so staff time will be needed to work with the PAC to organize website elements, pages,

hyperlinks, relevant parking policies, code, and past/current planning efforts. If the City elects to bring in a third party to design and/or host the website, the cost will likely increase based on the level(s) of service provided.
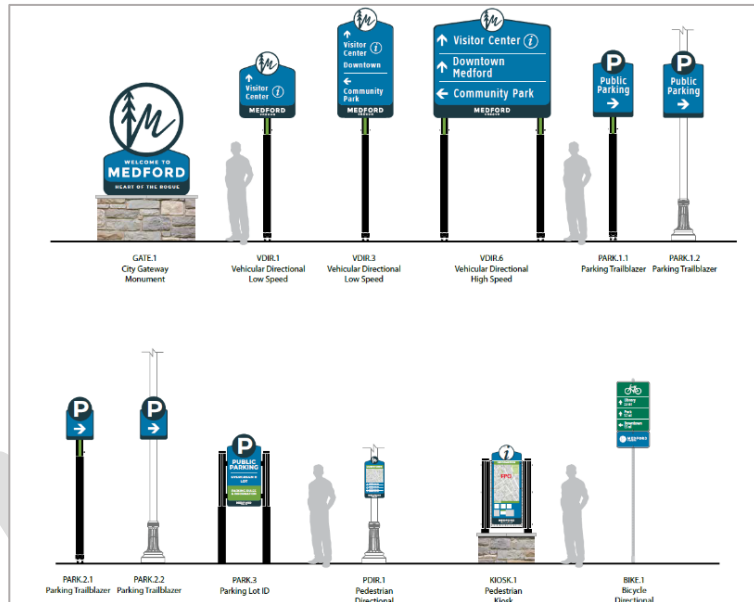
CO-3: New Wayfinding Signage

Action Statement

In coordination with a new Parking Brand (**Strategy CO-1**), create and install wayfinding signage to conveniently direct users "to the right spot."

Strategy Description

A fundamental element of a parking management system is simple, clear signage directing users to their preferred parking options. In coordination with a new Parking Brand **(Strategy CO-1)**, it is recommended that wayfinding signage be strategically located at key intersections and entry points to off-street public parking lots. This will allow users in search of longer-stay parking to quickly find those opportunities.

In addition to parking, wayfinding signage can incorporate other elements of travel (walking, biking, etc.) to encourage active transportation as well as key destinations for quick recognition for some. The City of Medford's Wayfinding Plan (2022) provides a good example of important elements of wayfinding signage (see image to the right).
https://www.medfordoregon.gov/Government/Departments/Planning/Wayfinding

Implementation Timeframe

Mid-Term

- Working with the Parking Advisory Committee and City staff to determine key locations for wayfinding signage.

Long-Term

- Solicit firms to establish wayfinding signage in the public right of way, integrated with the off-street system piggybacking on the newly established parking brand (**Strategy CO-1**).

Ongoing

- Continued maintenance and additional signage installation as needed.

Relative Effectiveness

●●● Effective. Well-designed, well-recognized, and intuitive wayfinding signage allows for easier parking, especially for new visitors/customers unfamiliar with Downtown The Dalles. Reinforcing the parking brand through recognizable colors, symbols and font will further enhance the wayfinding system.

Estimated Costs

$$-$$$ Costs associated with designing and installing wayfinding signage include hiring an outside firm to create an agreed-upon design and then the hard costs of procuring signage materials (sign, pole) as well as installation. The cost could vary depending on the number of signs installed.

4.0   Summary

The Dalles is continuing to develop and growth with the downtown welcoming customers and visitors alike. The City continues to experience growth, with more development forecast for downtown, adding additional parking demand to the on-street supply. With this influx comes some growing pains for the downtown parking system, calling for more focus, coordination, and strategic management. The strategies recommended in this report offer a toolbox of methods that The Dalles can use to manage the parking-related challenges that come with a successful downtown.

This report recommends parking management strategies that directly address these issues based on data collection, observation, best practices assessments, research, and the Parking Advisory Committee and City staff input. Strategies follow a logical order of implementation, from immediate, near, mid, and long-term, with estimated costs and overall effectiveness. It is hoped that this plan can be implemented as expediently as possible.