



Downtown Oregon City Association 2021 Downtown and Bluff Parking Study Strategic Recommendations

April, 2022

RWC

Meeting Agenda

- Review of Project Purpose
 - ✓ *2021 vs. 2016 (Downtown)*
- Overview of Data Collection & Analysis
 - ✓ *On-Street*
 - ✓ *Off-Street*
- Strategy Recommendations
 - ✓ *Recommendations*
 - ✓ *Considerations*
 - ✓ *System-wide Updates*
- Discussion
 - ✓ *Additions/Subtractions/Changes*



Project Purpose

Update

Update 2016 parking study findings for the Downtown

- Weekday vs weekend
- On-Street format (including permits)
- Off-street occupancy
- High-Level Assessment—rates, enforcement, user experience

Measure

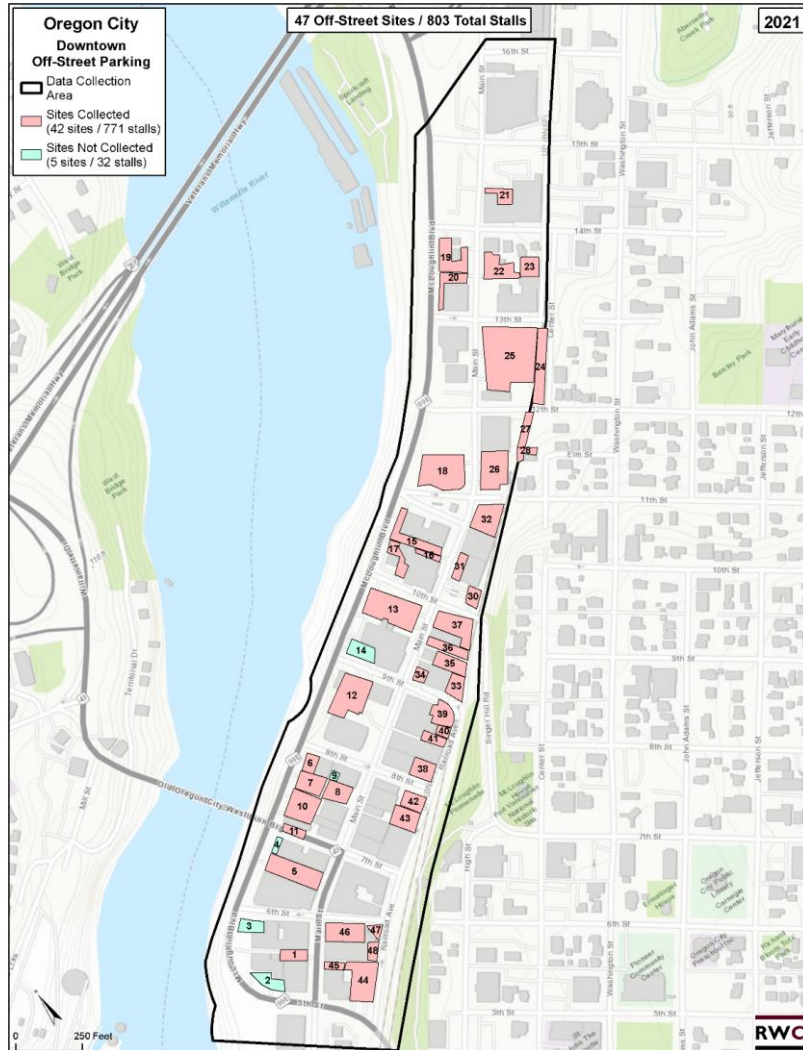
Measure parking utilization on the Bluff (first since 2008)

- Weekday vs weekend
- On-Street format (including permits)
- Off-street occupancy

Recommend

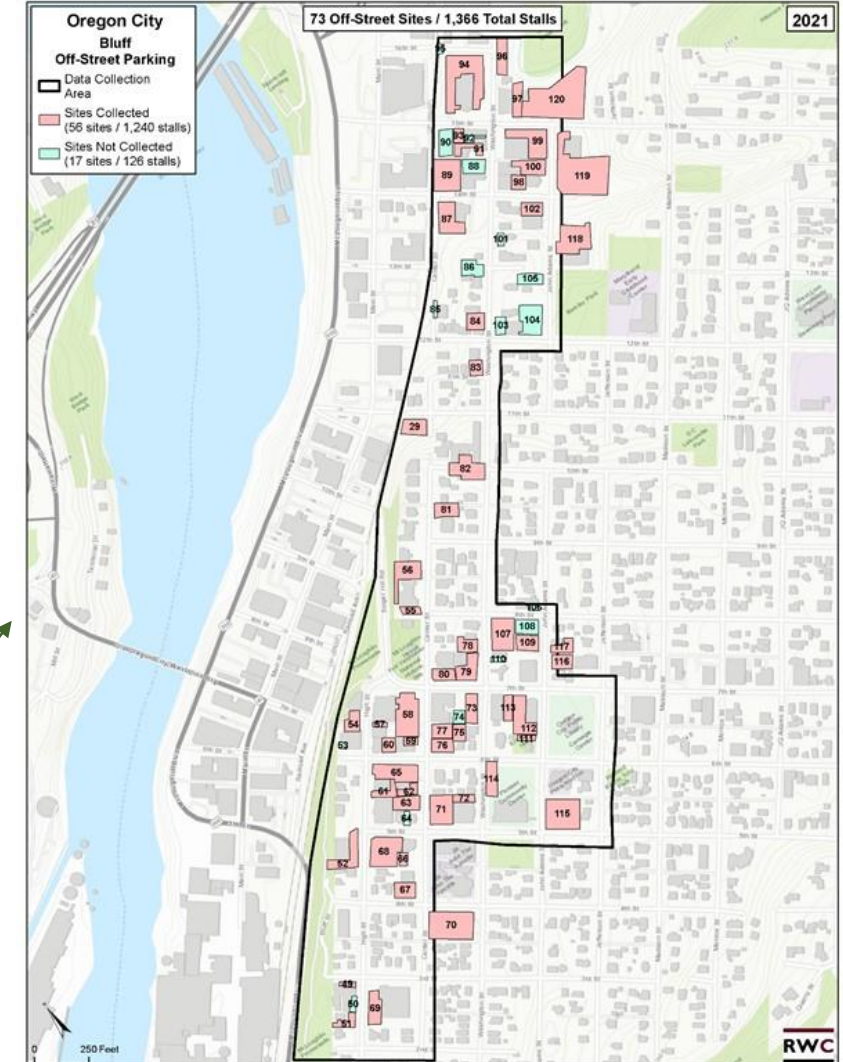
Recommend/Consider/Re-affirm Strategic Recommendations (2009 Plan)

Study Zones



Downtown

- 465 on-street stalls
- 803 Off-street stalls
- 47 lots



Bluff

- 837 on-street stalls
- 1,366 Off-street stalls
- 73 lots

Downtown Inventory Findings



In 2016, **92 stalls** were dedicated to Permit Only and No Limit stalls; in 2021, **146 stalls** fall into these categories.



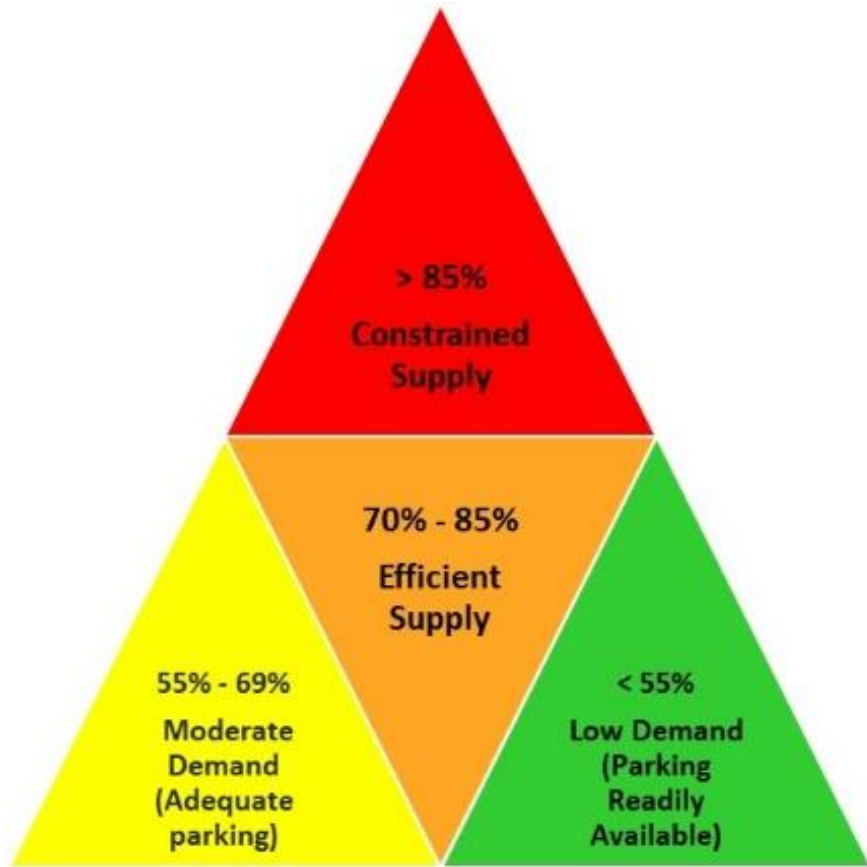
Changes in the format of the on-street supply provide **just over half the supply (56.1%) to traditional short-term parkers (2 Hour stalls)**.



The current allocation of on-street parking to longer-term uses (i.e. permits) is **not typical of Main Street downtowns** focused on visitor access and growth.



Measuring Performance: 85% Rule



- 70% - 85% occupancy = efficient supply

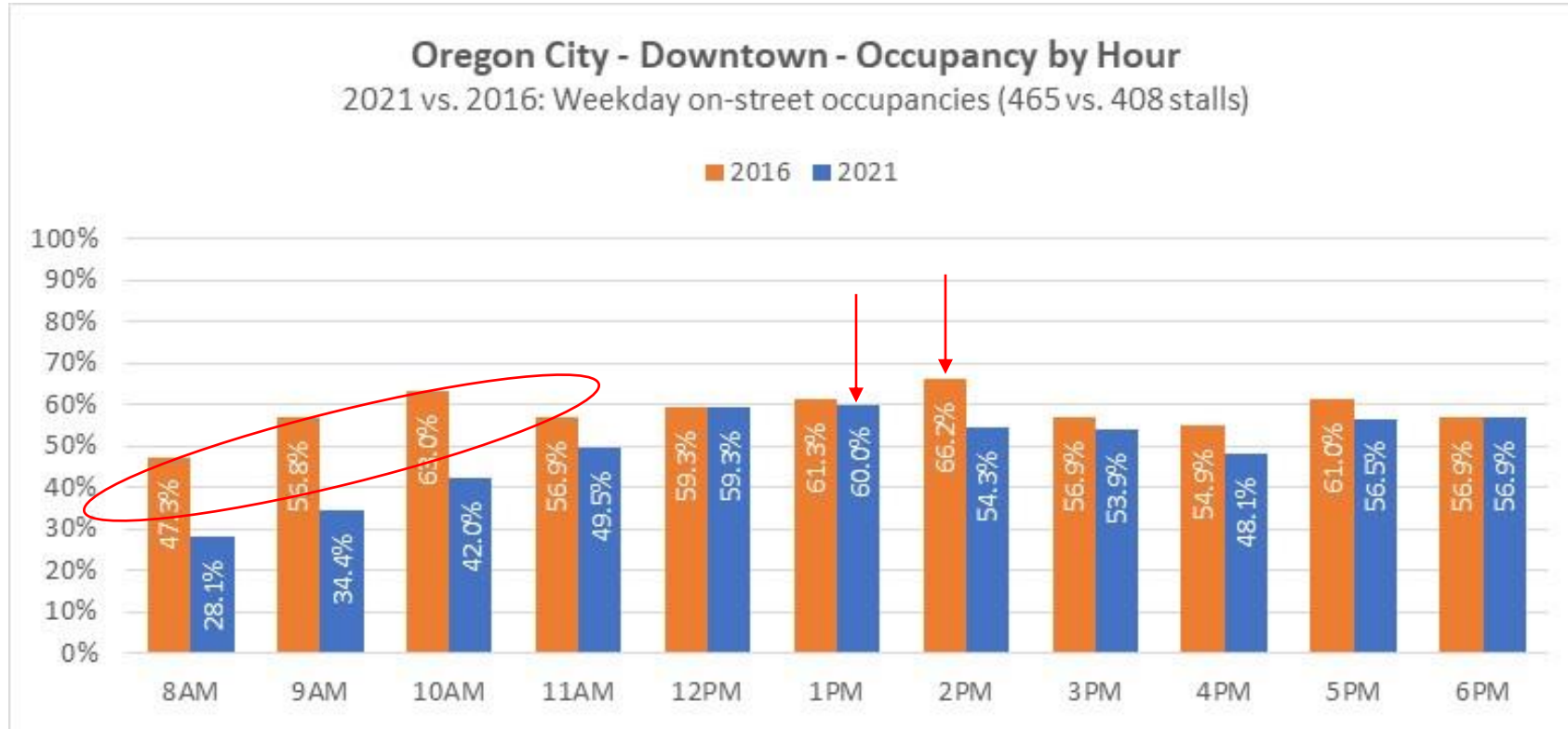


- > 85% occupancy denotes constraint = user frustration/congestion



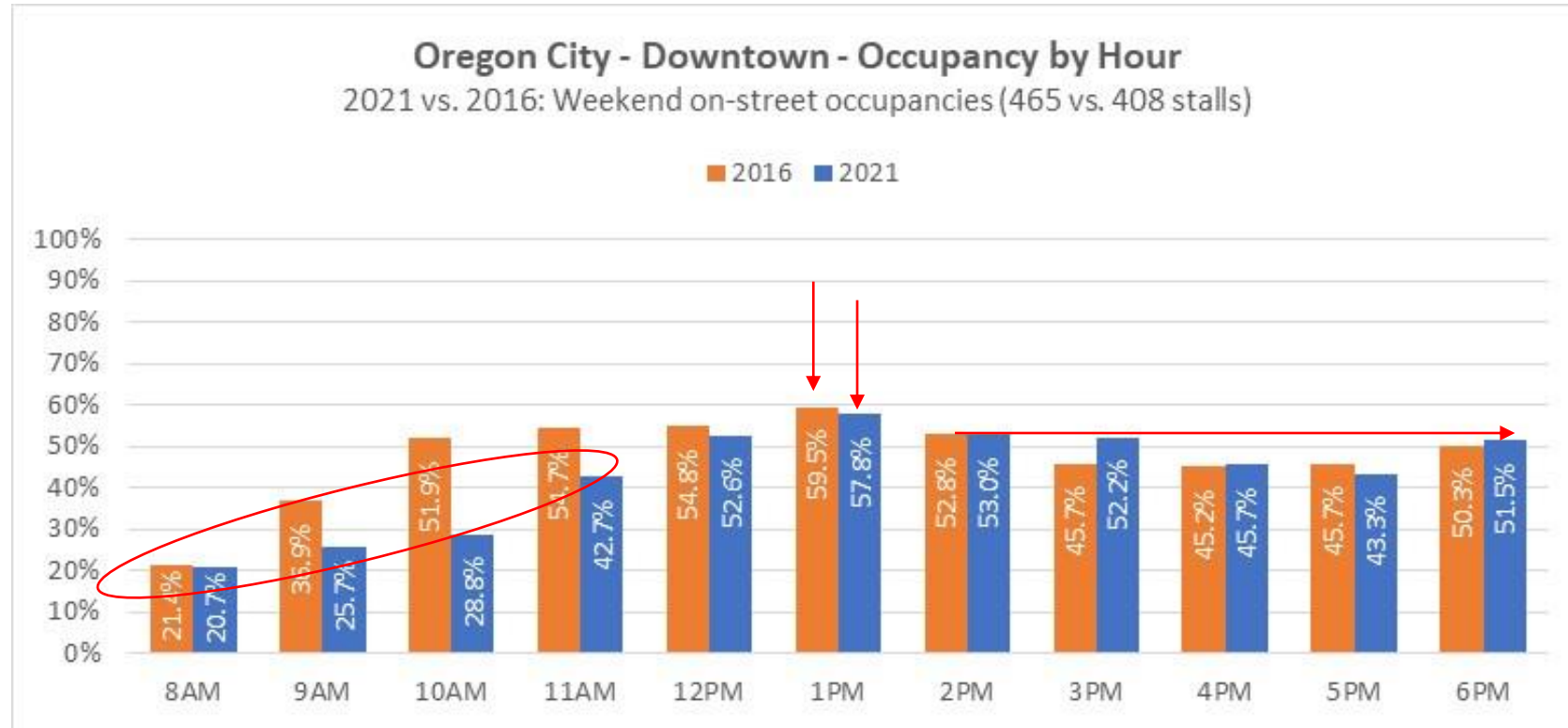
- RWC uses these standards to evaluate the Oregon City supply

Weekday On-street: Downtown



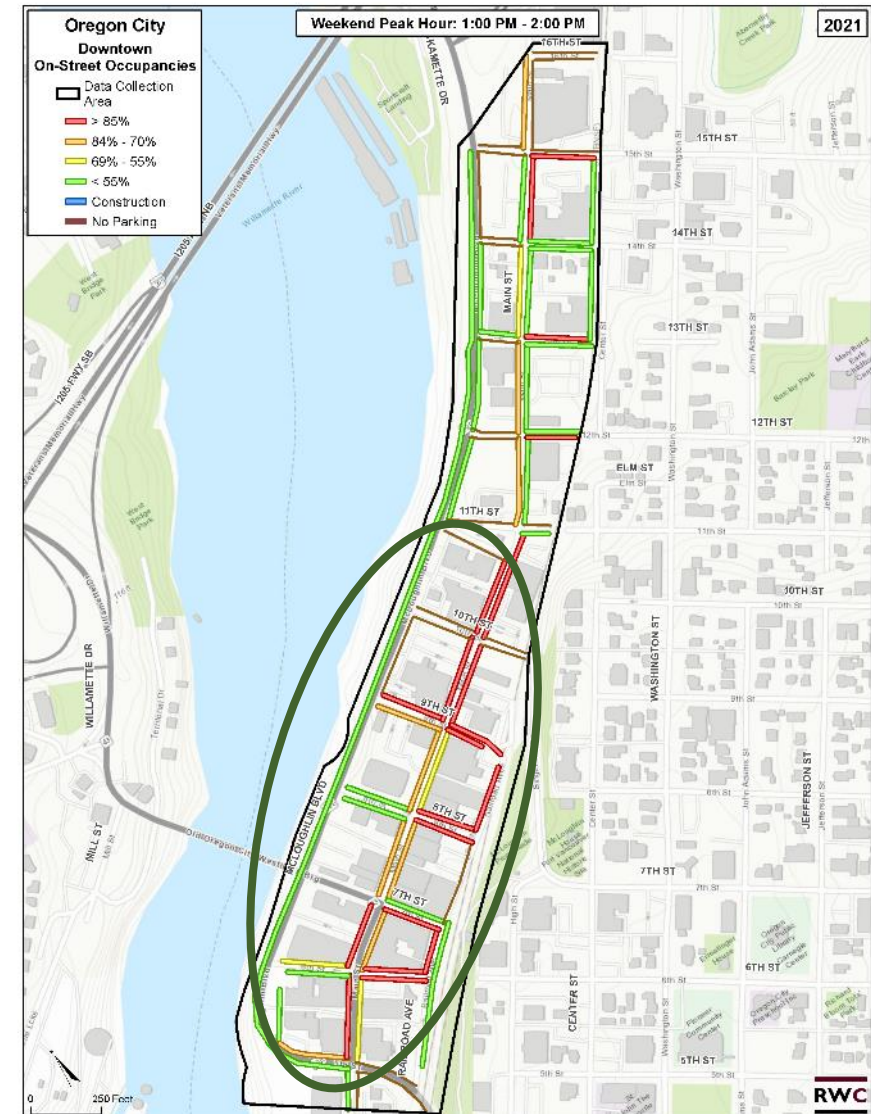
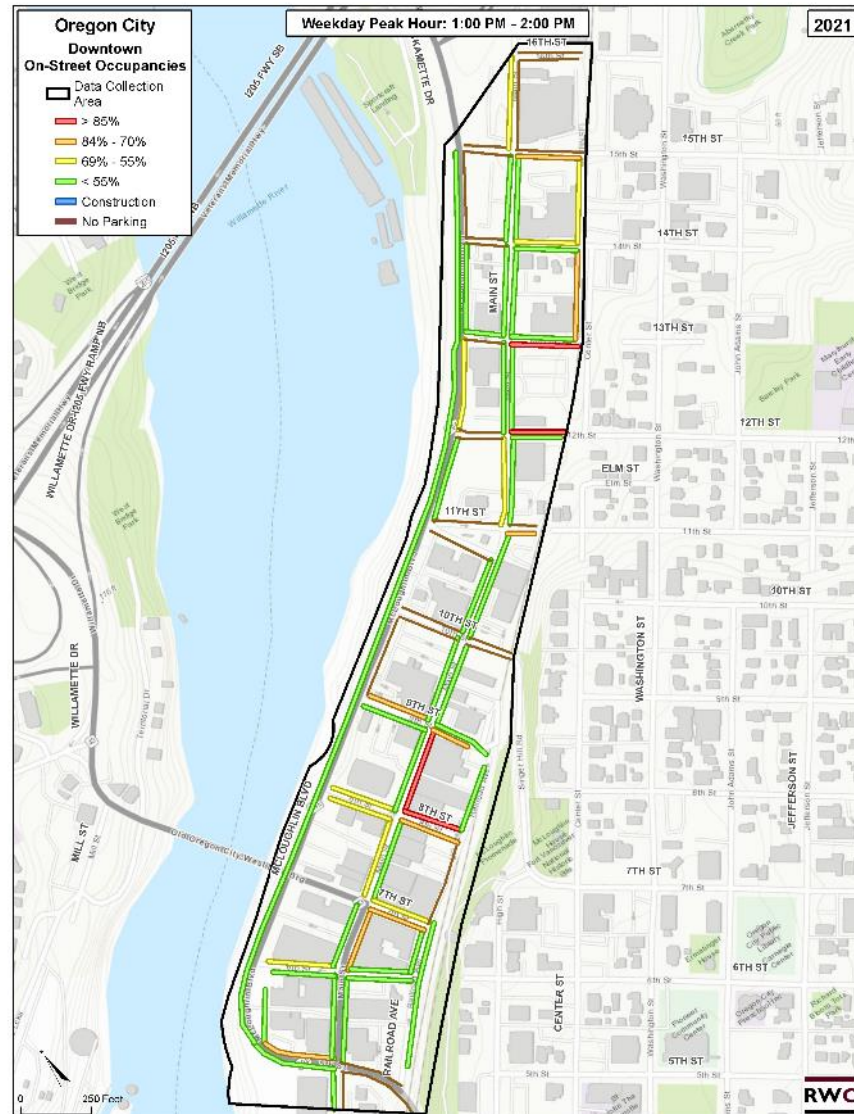
- **2016** hourly occupancies are **higher in 9 of the 11 surveyed hours** when compared to 2021.
- The **11-hour average of parking occupancy** fell from 58.2% (2016) to 49.3% (2021).
- The **largest sustained drop in occupancy** performance (2021) occurs **between 8:00 AM and 11:00 AM**, individual hourly decreases are as much as 20 percentage points.

Weekend On-street: Downtown

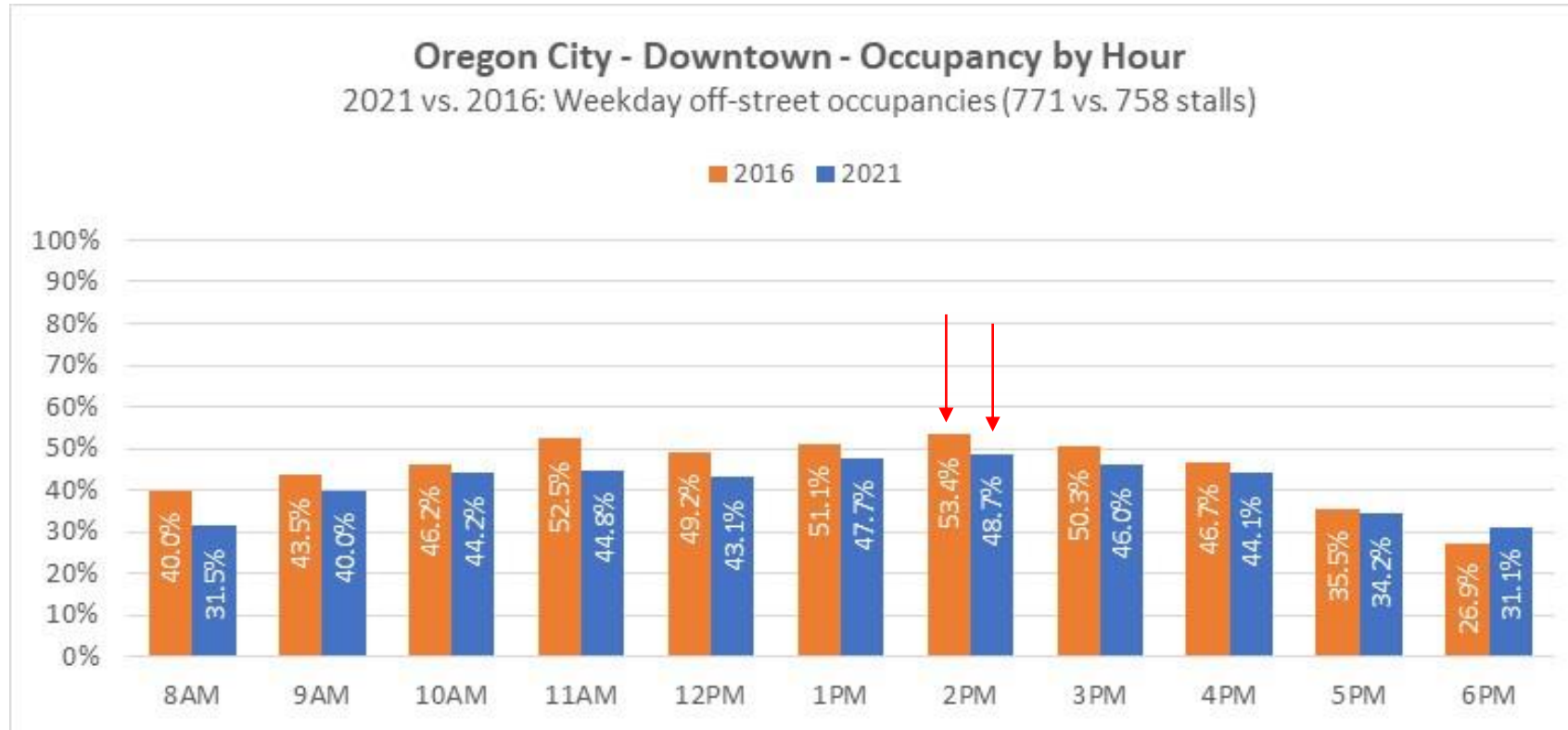


- **2016 hourly occupancies are higher in seven (7) of the 11 hours** throughout the day compared to 2021.
- **2021 occupancy demand fall sharply between 9:00 AM to 11:00 AM**, as with weekdays, as much as 20 percentage points.
- 2021 occupancies become more parallel between the two study years in four of the last five hours of the day (2:00 PM – 6:00 PM), with 2021 occupancies exceeding 2016.

On-street Heat Maps: Downtown

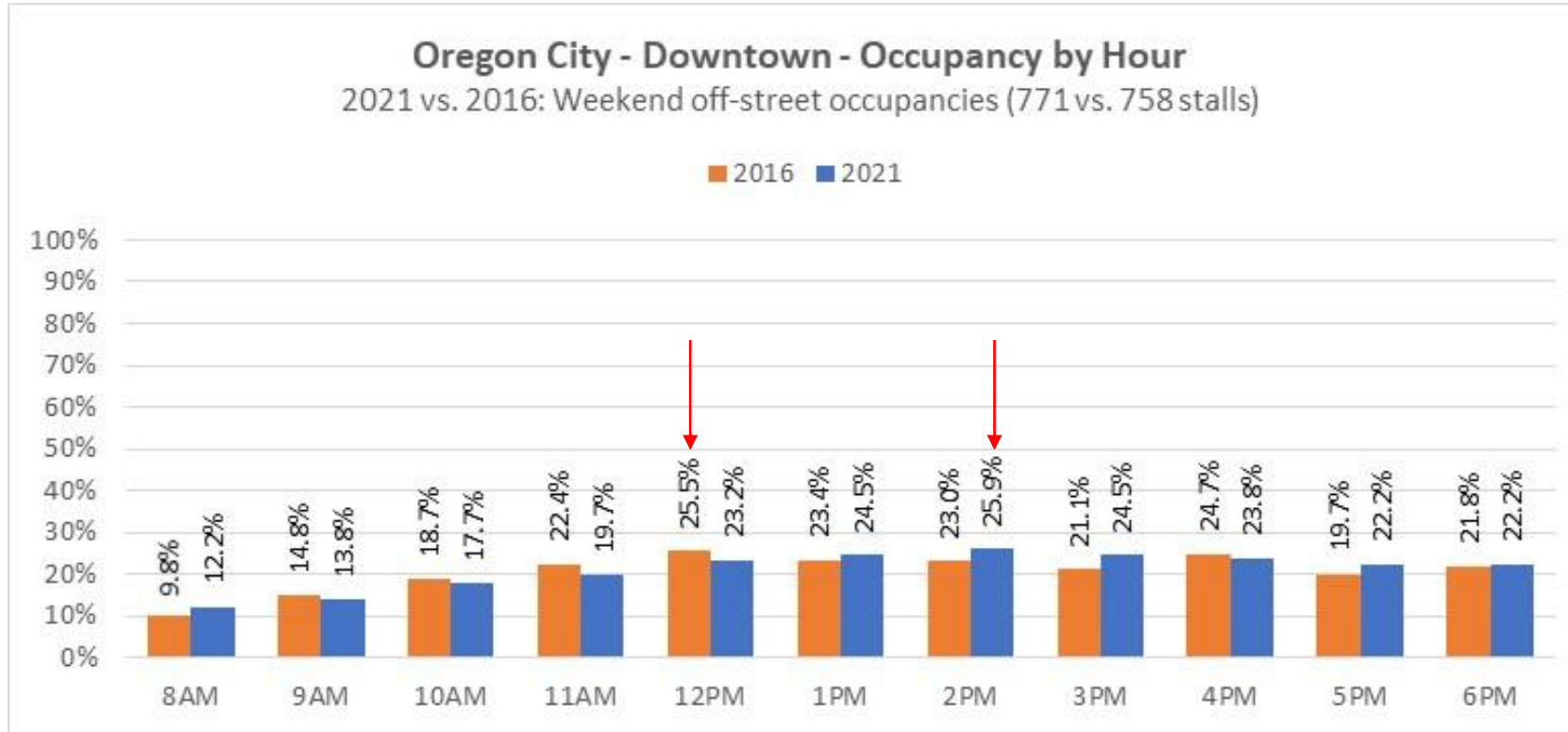


Weekday Off-Street: Downtown



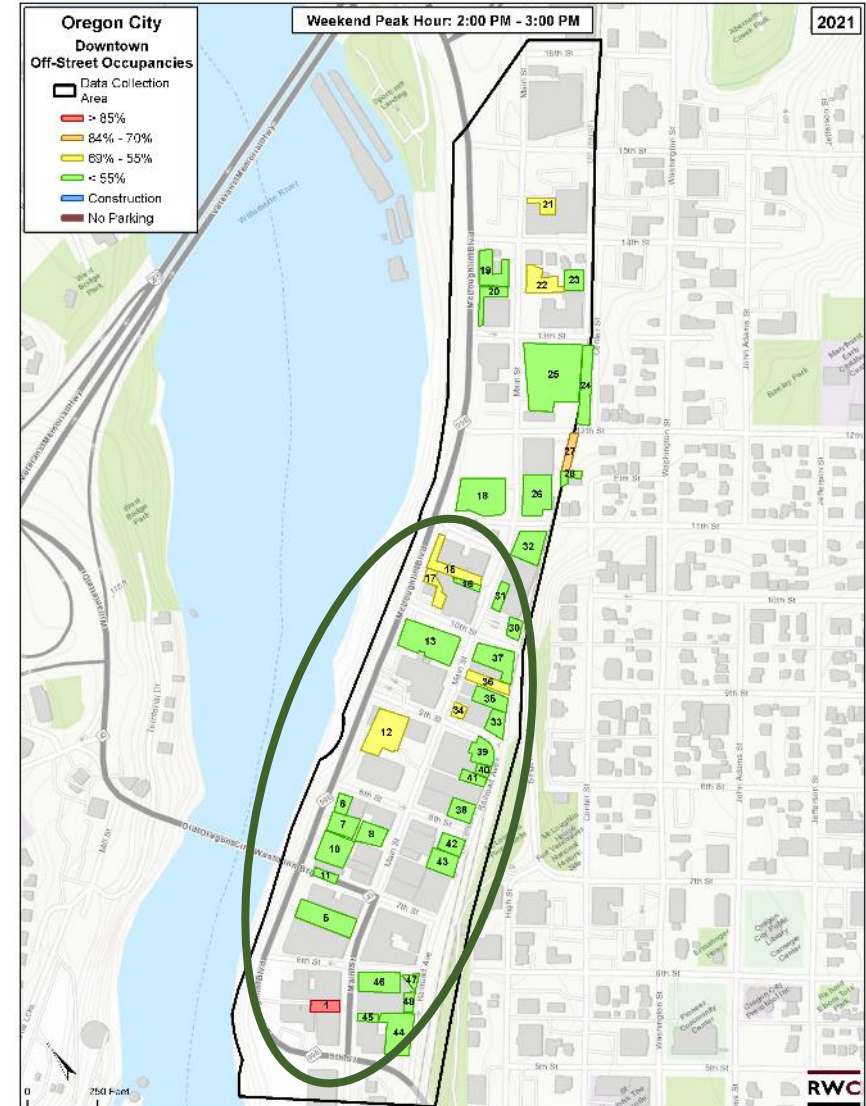
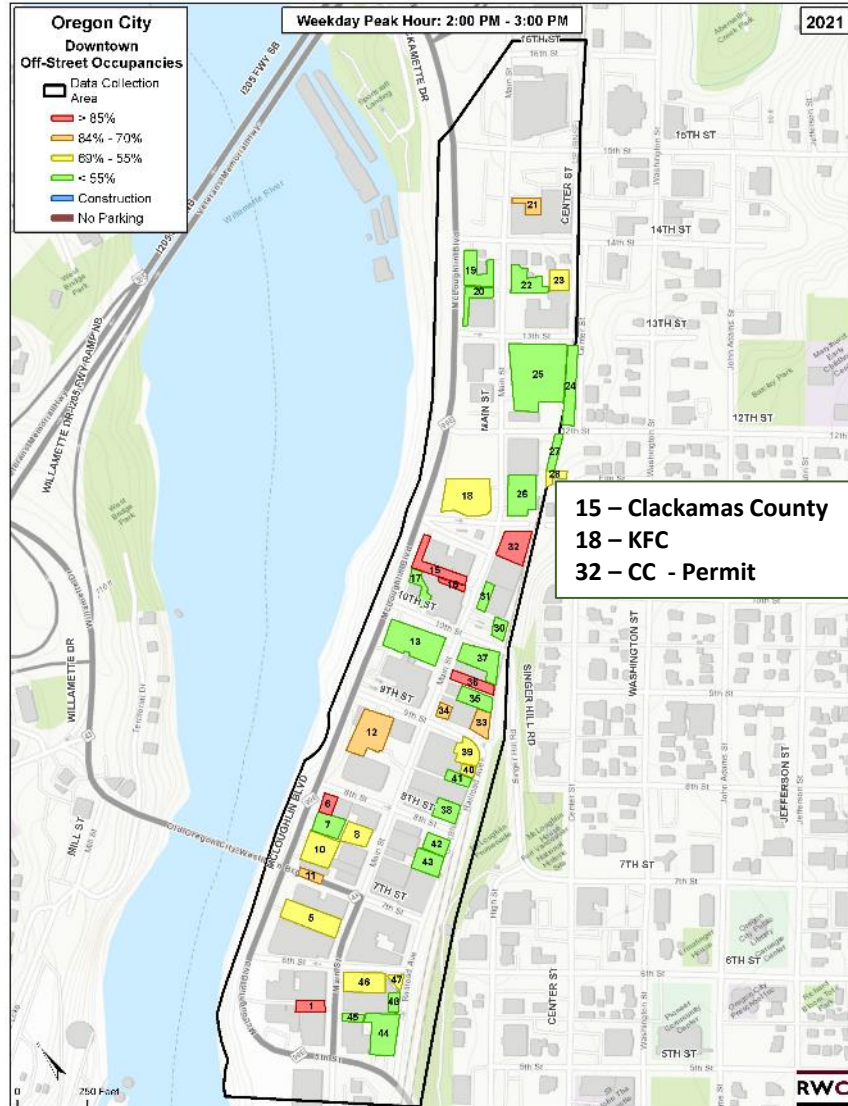
- **2016** hourly occupancy rates are **higher in nine (9) of the 11 hours studied** compared to 2021.
- There are **396 empty stalls** at the 2021 peak hour, compared to 353 empty stalls in 2016.
- Both study year occupancy rates are **not constrained and show ample room to absorb additional vehicles**.

Weekend Off-Street: Downtown



- **2021 hourly occupancy rates are higher in seven (7) of the 11 hours studied** compared to 2016.
- Hourly occupancy rates are relatively consistent in both study years and mostly unchanged.
- There are **563 empty stalls at the 2021 peak hour**, compared to 565 empty stalls in 2016.
- Both study year **occupancy rates are low per industry performance standards** and show ample room to absorb additional vehicles.

Off-street Heat Maps: Downtown



Strategic Recommendations– Framework



An aerial photograph of a downtown area, showing a mix of multi-story buildings, parking lots, and green spaces. The word "DOWNTOWN" is overlaid in large, white, bold letters with a brown outline. The background shows a dense urban landscape with various building styles and surrounding greenery.

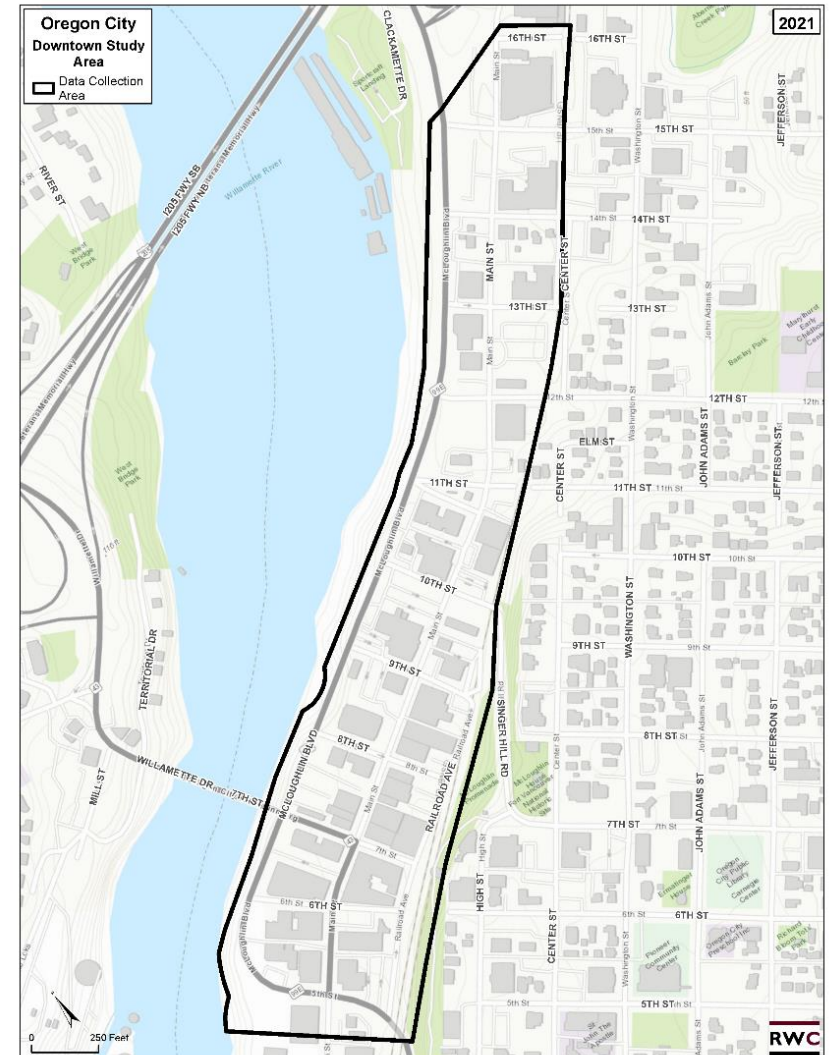
DOWNTOWN

Strategic Recommendations– Downtown

On-Street Permits

- Attrition the number of on-street permits issued for use in the Downtown.

Stall Type	Stalls	Peak Hour	Peak Occupancy	Empty Stalls	Average Length of Stay
Blue Permit	25	11:00 AM - 1:00 PM	60.00%	10	5:33 hours
Courthouse Permit	12	10:00 AM - 11:00 AM	83.30%	2	4:43 hours
Green Permit	24	11:00 AM - 12:00 PM	41.70%	14	5:11 hours
Purple Permit	24	1:00 PM - 2:00 PM	75.00%	6	4:17 hours
Red Permit	24	1:00 PM - 2:00 PM	75.00%	6	2:00 hours
Yellow Permit	10	multiple	80.00%	2	2:32 hours

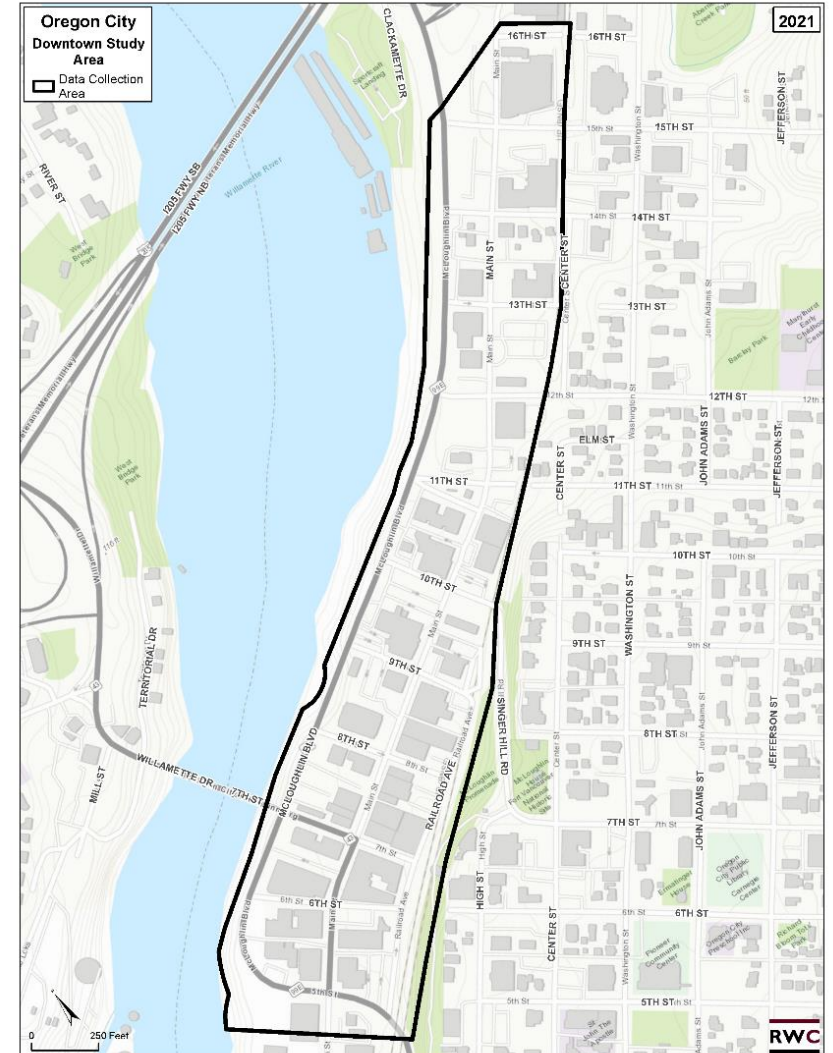


Strategic Recommendations– Downtown

On-Street Permits

- Evaluate increasing **fee of monthly parking permits** in the public supply (on and off-street) to honor 85% occupancy standard and to minimize existing waiting list (find market demand)

Stall Type	Monthly Fee
Blue Permit	\$60.00
Courthouse Permit	N/A
Green Permit	\$50.00
Purple Permit	\$45.00
Red Permit	\$20.00
Yellow Permit	\$50.00



Strategic Recommendations– Downtown

On-Street Meters Rates

- **Standardize all on-street meter hourly rates** throughout the Downtown, so that hourly rates are consistent.

Eliminate No Limit Stalls

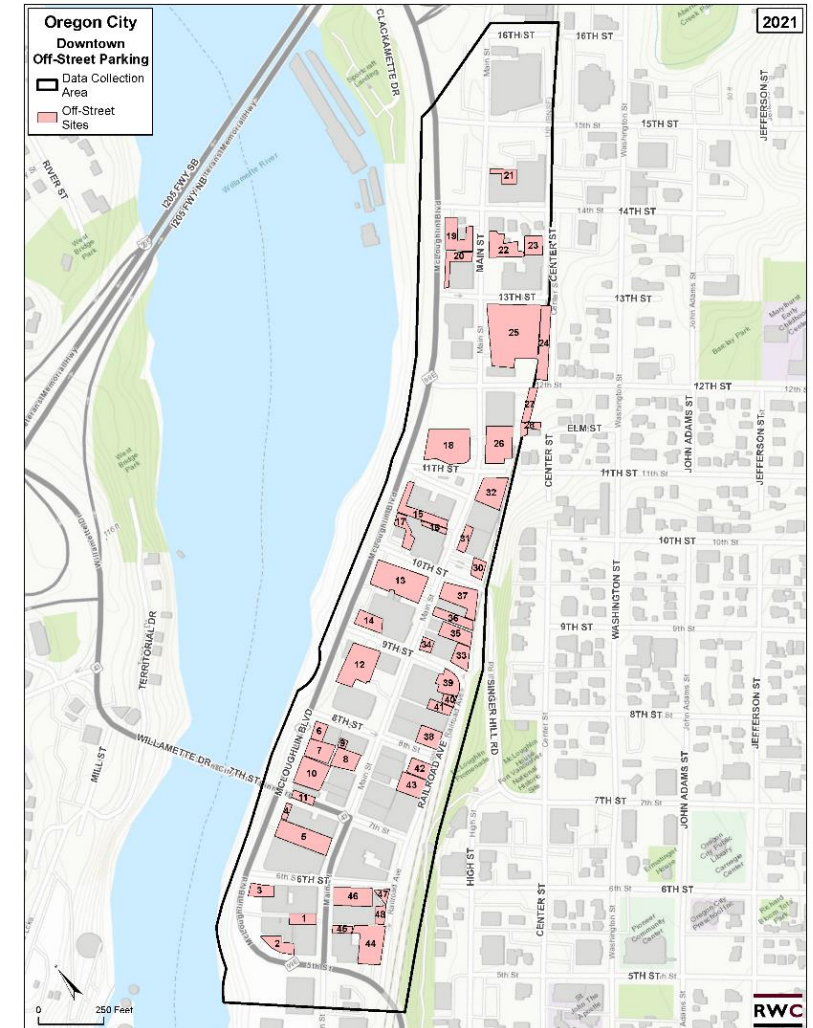
- **Eliminate the remaining No Limit** on-street stalls Downtown to encourage short-term visitor/customer stays.



Strategic Recommendations– Downtown

Off-Street Supply

- **Continue to encourage off-street shared use parking opportunities in private lots Downtown (for both employee and visitor uses).**



Strategic Considerations– Downtown

On-Street Format Changes

- **Convert existing 4 and 8-Hour stalls to 3-Hour stalls** in Downtown to encourage short-term visitor/customer stays and transition longer-term stays (3-hours plus) to off-street options or alternative modes.

Downtown Long-Term Stalls - Current

	4-Hour Metered	8-Hour Metered	4-Hour Signed
Parking stalls	14	29	8

Downtown Long-Term Stalls – Proposed Conversion

	2 or 3-Hour Metered	2 or 3-Hour Metered
Parking stalls	43	8

Strategic Considerations– Downtown

Enforcement

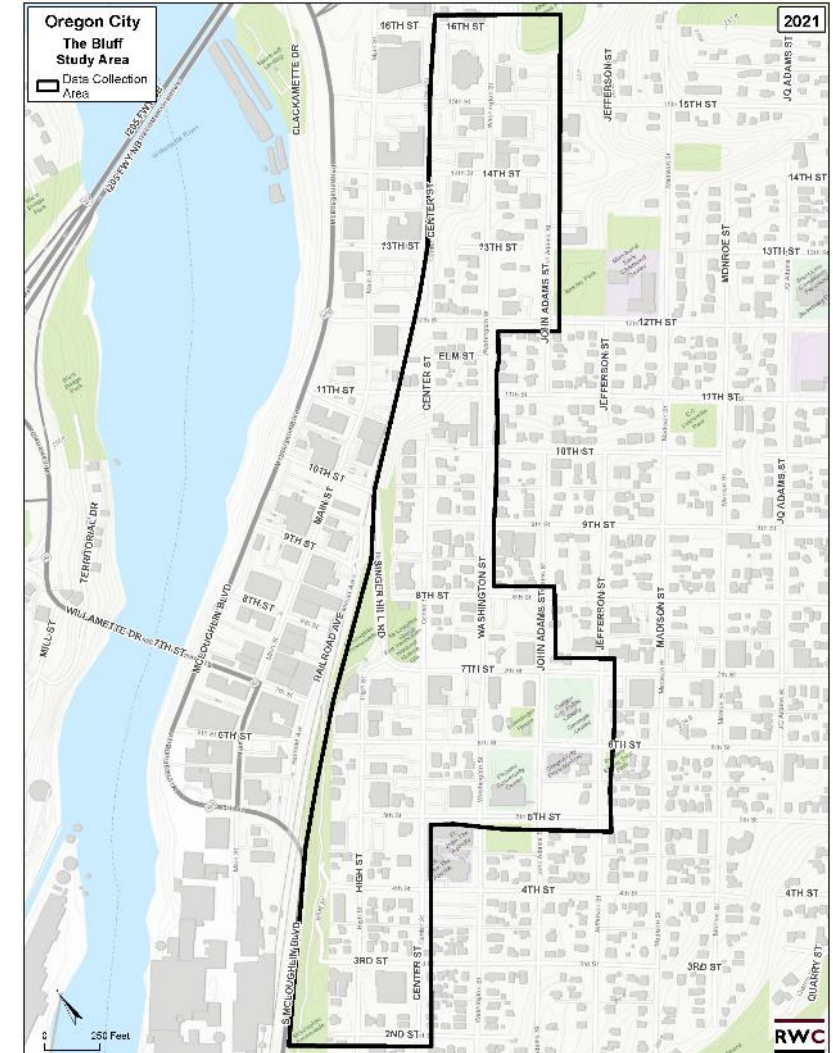
- **Consider extending enforcement hours** to 8AM – 7PM to better account for parking use trends and support evening business hours.
- **Consider extending enforcement** to Saturdays to prioritize customer access to street-level businesses. Discuss with DOCA

BLUFF

Strategic Recommendations– Bluff

Interconnected

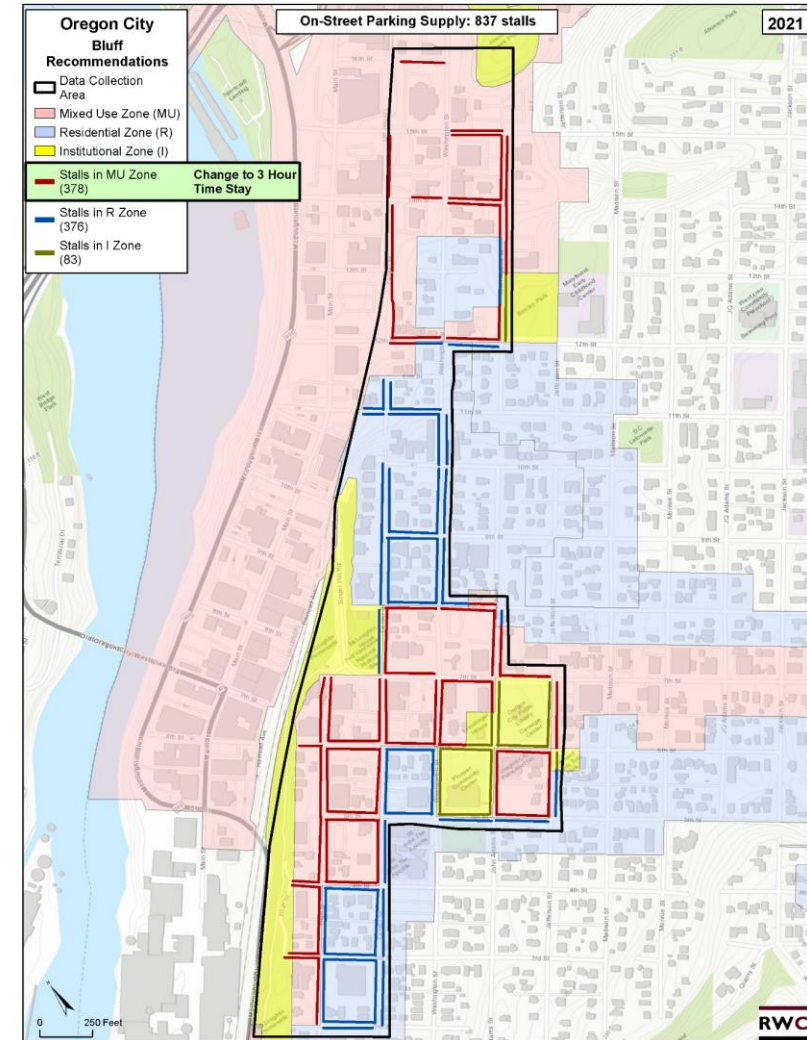
- Downtown impacts the Bluff
- The Bluff impacts Downtown



Strategic Recommendations– Bluff

On-Street – Residential

- **Protect Residential Neighborhoods from Commercial Spill Over**
- **Expand Residential Parking Permit District**



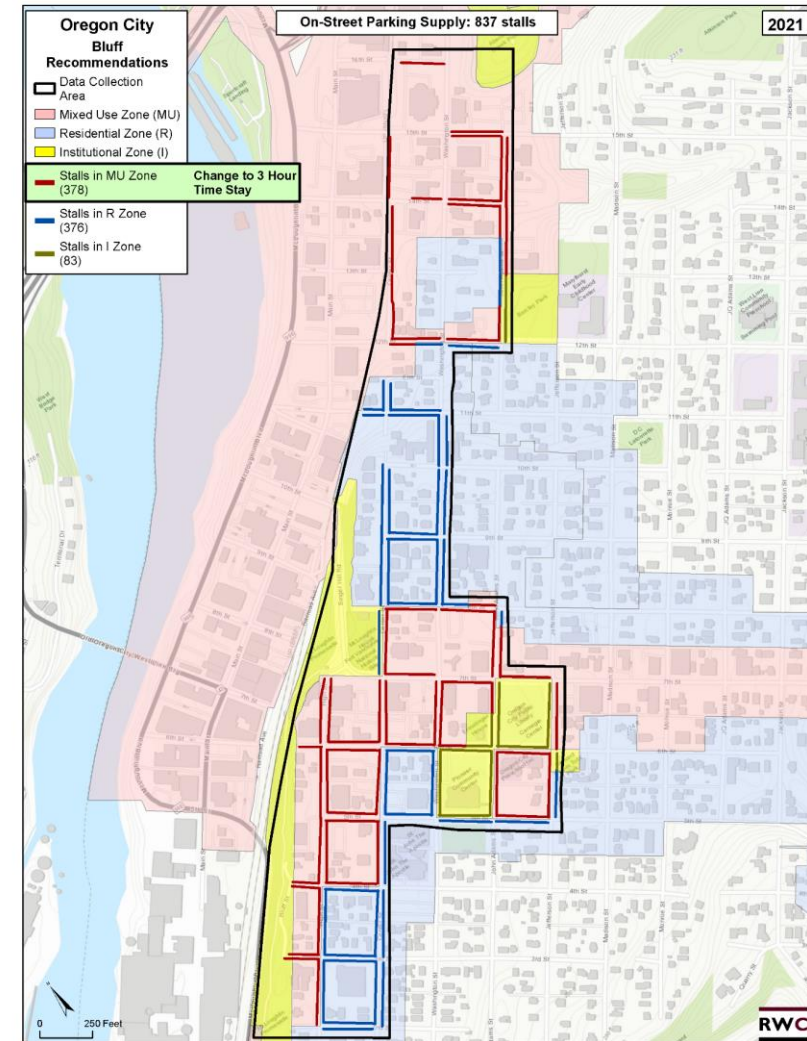
Strategic Recommendations– Bluff

On-Street - Commercial

- Implement **3-Hour Time Limits** on Blocks Adjacent to Commercial Areas
- Sell a Controlled Number of **On-Street Employee Parking Permits**

Off-Street – Bluff District

- Allow for and Encourage **Off-Street Shared Use Parking** on the Bluff

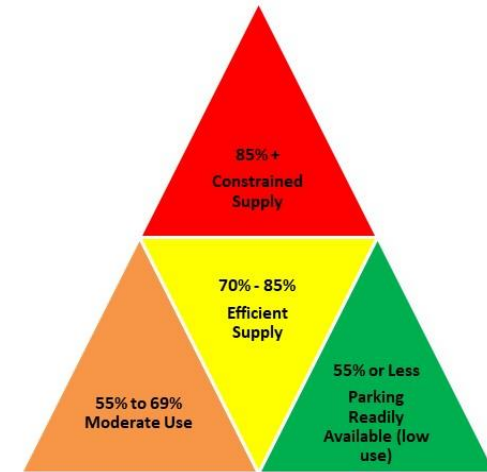


SYSTEM-WIDE

Strategic Recommendations– System-wide

Public Involvement & Information

- Continue **Public Involvement** in Parking Management (TDM Working Group)
- Produce **Annual Parking Performance Status Dashboard**
- Measure Performance – **Parking Utilization**



Next Steps & Thanks

- Incorporate feedback into Finalize Parking Management Recommendations Report (Data Summary Appendix)
- Present to Strategy Updates to City Council





Questions

RWC
