

August 9, 2013

Willamette Area Parking Management Plan Task Force

**Notes from Meeting #1 – August 8, 2013, 12p – 2p**

- Introductions: Gail Curtis, ODOT; Jim Milne, Resident and member of West Linn Transportation Advisory Board (TAB); Shannen Knight, resident, Main Street Promotions/Marketing Chair and Owner of SportEyez, and Capt. Jon Voeller, resident and Captain at TVFR Station #59; and Zach Pelz, City of West Linn.
- Project purpose and objectives: Zach explained that the project originates from an agreement between ODOT and the City as a match for work conducted by ODOT to examine the feasibility of a roundabout at the intersection of 10<sup>th</sup> Street and Willamette Falls Drive. Zach also explained that the objective is to develop actions that can be implemented to ensure parking is available for Willamette Area businesses to ensure their continued success.
  - Agreement with ODOT obligates the City to complete a parking management plan for the Willamette Area by fall 2013.
  - Zach reviewed the proposed project timeline, highlighting the unusually short duration (which includes a presentation to the Planning Commission in September and a presentation to the City Council in October) and explained that the proposed approach was designed to meet the City's agreement with ODOT and accommodate the City's limited financial and staff resources for this work.
  - Zach briefly explained the preliminary results of the roundabout feasibility analysis.
- Benefits and Best Practices of Parking Management: Gail presented research on the benefits of parking management and gave examples of successful parking management programs from around the region.
  - The goal of parking management is to help retain the Willamette Area as an attractive, compact, walkable place.
  - ODOT is interested in parking because parking is related to land use and transportation and the performance of state and local transportation facilities relies on better use of our existing transportation facilities (e.g., more opportunities for walking, biking and public transit).
  - Gail discussed the benefits of parking management programs
    - Customer focused approach
    - Using valuable resources more efficiently
    - Improving safety, reducing congestion and improving air quality
    - Encourage parking turnover – 85 percent rule
    - Encourage compact development, walking, biking and public transit
    - Generate revenue

- Other cities in the region with parking management programs include; Beaverton, Gresham, Lake Oswego, Milwaukie, Hood River, Oregon City and Tualatin
- Managed parking can reduce parking requirements by 20-40 percent – that land can be put to more productive uses
- Parking spaces range in cost from \$5,000 - \$32,000, excluding land costs
- Existing Conditions: Zach explained that there are more than 900 marked public and private parking spaces within a 2.5 minute walk (.15 miles) of Willamette Falls Drive (between 10<sup>th</sup> and 15<sup>th</sup> Streets) and 10<sup>th</sup> Street (south of I-205). Zach also explained that based on registered businesses in that same area, there are approximately 500 employees.
- Discuss parking issues and brainstorm potential parking management strategies: Meeting participants discussed general perceptions regarding parking in the area.
  - “There is often difficulty for pedestrians attempting to cross Willamette Falls Drive”
  - “There is a lack of, and demand for, more bicycle parking in the area”
  - “Customers should be given priority over employees for the most convenient/attractive parking spaces”
  - “Haven’t experienced difficulty finding parking other than during special events”
  - “Farmers Market patrons park in residential neighborhoods and many people park in the neighborhood during other special events, including events at Willamette Park”
  - “Many historic homes in the area do not have garages and residents park on-street. During special events, residents often complain about event patrons parking in front of their homes, forcing residents to park further away from their homes.”
  - “Many residents put cones in the street in front of their homes to discourage the public from parking there”
  - “The business would like to see, and encourage more, special events in this area”
  - “The worst parking conditions exist during the Christmas Parade, Old Time Fair, and the Street Dance”
  - “Most patrons stay for about 1-2 hours, restaurant patrons stay slightly longer”
  - “There is a need for additional 15-minute parking”
  - “Should explore the feasibility of a transit loop between Oregon City and West Linn” (Gail agreed to research ridership data from Arch Bridge Shuttle during Arch Bridge closure)
- Next Steps: Meeting participants recommended modifying the original project approach to solicit additional input.
  - Participants agreed that an informational postcard, with a link to a page on the City’s website, explaining the purpose of the project and an invitation to participate in the next meeting, would be beneficial.

- The second task force meeting will take place approximately two weeks following the mailing of the postcard and will be open to residents and businesses in the project area and any interested parties.
- Following meeting two, Zach and Gail will prepare three alternative approaches for the task force to consider and recommend at a subsequent meeting.