



# Draft: Strategy Summary & Implementation Outline (v4)

## 1.0 Introduction

The City of Albany is taking a comprehensive approach to parking as part of the City's Downtown Parking Study. Addressing parking challenges is particularly important to Albany as the City experiences growth in both development and visitor trips, changing the landscape for parking supply and demand. The 2019 Parking Study has helped the City understand current parking conditions, examine specific issue areas and hear community input. This will be translated into new parking policies and management strategies that support community goals for economic development.

This document provides a summary of select strategies available to address the parking issues identified during the study.

## 2.0 Data Collection Findings

Several findings were identified following a detailed data collection process conducted for weekday and Saturday use in April and May of 2019. This data has informed the strategies provided for consideration in this document. The data collection process sets an objective backdrop from which comprehensive solutions can be crafted to mitigate issues users might experience when using the parking system.

A summary of the findings includes:

### *On-street*

The peak hour for both days is between 11:00 AM and 12:00 PM. Overall occupancy reaches 42.5% (Thursday) and 30.1% (Saturday). Based on industry measures of performance; parking use is in the low range for both survey days. Parking both days demonstrates a fairly normal bell curve pattern, with declining activity after 2:00 PM. Overall, there is a meaningful amount of empty parking within the on-street system; *this is consistent throughout the study area.*

### *Off-street*

The entire public and private off-street parking supply has 2,733 stalls spread across 130 sites within the study area. The peak hour for the off-street parking during the weekday (Thursday) occurs at between 11:00 AM and 12:00 PM, reaching 47.9% occupied. In contrast, the weekend's occupancy peak is between 12:00 PM and 1:00 PM, an occupancy of 21.7%. Demand for off-street parking drops significantly on the weekday after 4:00 PM. On the weekend, occupancies are fairly consistent throughout the study day, but never exceed 22%.

Based on industry performance measures: utilization of the off-street parking system is low for both the weekday (Thursday) and weekend (Saturday). Overall, there is an abundance of empty parking in off-street facilities throughout the downtown. This presents itself as an opportunity to better coordinate supplies to distribute future on-street constraints into the off-street system. Capitalizing on this opportunity could be a challenge, given that the majority of off-street parking is in private ownership. The public (City) owns/controls a very small portion of the off-street supply (14%), 377 stalls in eight locations.

### *Off-street*

Violation rates are very low, indicating that current enforcement levels are more than adequate and very efficient.

## 3.0 Guiding Principles

The following guiding principles are intended to inform the development of specific parking strategies and actions to achieve desired community outcomes.

The Guiding Principles outlined here are summarized under theme categories. The categories reflect input from the desired outcomes while being mindful of Albany's unique character. The intent is to establish a basis for consensus and provide both near and long-term direction for parking management in downtown. The principles are presented in no particular order or priority.

### A. Priority Users

- a.1) **On-Street System (Downtown):** *The most convenient on-street parking will be preserved for the priority user: the customer trip.<sup>1</sup>*
- a.2) **Off-Street System:** *Coordinate off-street parking resources (public and private) to meet employee demand; while balancing the need in public off-street facilities to also accommodate longer time needs of visitors.*

### B. Active Capacity Management

- b.1) **Optimize Utilization:** *Manage the public parking system using the 85% Occupancy Standard to inform and guide decision-making.*
- b.2) **Shared Off-Street Parking:** *Encourage shared parking in areas where parking is underutilized (within the downtown and remotely in facilities linked by other modes). This will require an active partnership with owners of private parking supplies.*

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<sup>1</sup> Customer is defined here as anyone using businesses downtown by a transient trip – this includes shopping, eating, services, entertainment, recreating, and visiting downtown amenities. As such, a customer can be a shopper, tourist or local resident visiting the downtown.

## C. Information Systems

- c.1) **Branding & Wayfinding:** *Build upon Albany’s wayfinding system for the downtown to link parking assets and provide directional guidance, preferably under a common brand or logo.*
- c.2) **Monitor & Report Utilization:** *Implement performance measurements and reporting to facilitate decision-making.*

## D. Integration with Other Modes

- d.1) **Travel Demand Management:** *Encourage and facilitate increasing percentages of use, particularly by employees, of alternative travel modes to free up parking capacity.*

## E. Planning and Funding for Future Supply

- e.1) **Code & Regulation:** *The City’s development code should not be a barrier to new parking development, while ensuring that adequate parking is provided and “right sized” to Albany’s unique environment.*
- e.2) **Planning & Funding:** *Planning for future supply growth will be strategic and routinely evaluated to ensure the City is ready to respond to growth, recognizing that funding for new growth will require a varied package of funding resources (and partnerships).*

## F. Financial Viability

- f.1) **Fiscal Stewardship:** *All parking operations must be financially sustainable.*

## G. Roles and Coordination

- g.1) **Primary Role (City of Albany):** *The City’s role in providing public parking is listed in priority order and includes:*
  - *Accommodating customer/visitor access downtown;*
  - *Providing (in partnership with the private sector) reasonable access for downtown employees;*
  - *Facilitating residential and/or guest access in neighborhoods immediately adjacent to the downtown.*

- g.2) **Primary Role (Private Sector):** *Employee parking should be led by the private sector and through partnerships where the City can reasonably participate (financially or programmatically).*
- g.3) **Stakeholder Support:** *Ensure that a representative body of affected private and public constituents routinely informs decision-making.*

## 4.0 Strategy Summary and Implementation Outline

The proposed parking strategies for Downtown Albany will include Immediate (0 – 1 years), Short (1 – 3 years), Mid (3 -5 years), and Long-Term (5+ years) strategies to manage parking. The strategies were developed to address the challenges identified in the data collection findings and to promote best management practices.

### 4.1. Policy and Code (S1)

#### S1-1: Guiding Principles

<b>Action:</b>	<b>Formalize the Guiding Principles as policies for decision-making.</b>
<b>Purpose:</b>	The Guiding Principles provide a framework for future decision-making and ensure that strategies implemented support City and community goals and priorities for access. This could be accomplished by Council resolution.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Staff time to coordinate needed policy and code related changes.

#### S1-2: 85% Rule

<b>Action:</b>	<b>Adopt the 85% Rule as the standard for measuring performance of the parking supply and triggering specific management strategies and rate ranges.</b>
<b>Purpose:</b>	To provide a specific benchmark of system performance that triggers discussion of on-going strategy implementation and provide an objective data driven standard for decision-making.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Staff time to coordinate needed policy and code related changes.

#### S1-3: Parking Code – Use of on-street supply

<b>Action:</b>	<b>Prohibit employee or residential on-street parking within the parking study area - unless through an <i>interim</i> program (see, S3-4).</b>
<b>Purpose:</b>	Currently, use of the on-street supply is very low throughout the parking study area. As demand for on-street parking increases, the City wants to ensure that new development does not become reliant on the on-street system to meet its employee or residential parking need. Employee and residential parking demand should be accommodated off-street to mitigate conflicts between customers and downtown employees/residents for on-street parking.

	<p>Code language needs to state that the highest and best use of the on-street supply – in commercially zoned areas – is for customer and visitor parking. As such, the City will “prohibit” employee/residential parking on-street except in areas of demonstrated low use for interim periods. This would facilitate an interim on-street permit program as described in S3-4 below.</p> <p>More rigorous management of the on-street system will allow new developments to more aggressively evaluate a “right sized” parking solution for projects, more reliance on market forces and an incentive for alternative modes to improve, upgrade and invest in downtown. The key to such a change is taking control of the on-street system to ensure that developers know that it is not a reliable or long-term source of supply to meet their future employee or residential tenant demand.</p>
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Staff time to coordinate needed policy and code related changes.

**S1-4: Parking Code – Shared Use**

<b>Action:</b>	<b>Clarify existing code guidelines related to shared parking opportunities that could impede efficiencies for allowing non-accessory access in existing and new off-street parking.</b>
<b>Purpose:</b>	<p>Most of the off-street parking in Downtown Albany is in private ownership. Sections of Title 9 are unclear as to whether <i>new</i> parking facilities built are allowed to share parking with <i>existing</i> land uses in need of parking. In many cases, conditional use requirements may limit parking to accessory-only access. Similarly, the code is unclear on whether <i>existing</i> privately-owned parking lots can share parking with any user of the downtown.</p> <p>Accessory parking is defined as limiting parking only to trips generated by the site or land use that the parking directly serves. As such, if an accessory designation is placed on parking, it would not technically be available to other “non-accessory” users during times when empty parking stalls are available.</p> <p>This may just be a housekeeping strategy, but it is critical to ensure that all barriers to shared use of <i>any</i> underutilized off-street parking in the downtown are removed.</p> <p>Code language (possibly in 9.020 and 9.080) should be modified to be clear that non-accessory access to all off-street parking is allowed. Language should note that the City encourages shared use of parking for general purposes, and/or requires shared-use operating plans as a condition of use in new development.</p>
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Staff time to coordinate needed policy and code related changes.

## 4.2. Management & Administration of the Parking System (S2)

### S2-1: Stakeholder Input

Action:	<b>Establish a Parking Working Group (PWG). The PWG would consist of downtown stakeholders, staff and City leadership to assist in implementation of the Parking Management Plan.</b>
Purpose:	The PWG would meet as necessary (at least once a year) to assist the City in implementing the parking management plan, review parking issues, and advise City Council and other decision-making bodies on strategy implementation.
Timeline:	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
Costs:	There should be no additional costs associated with this recommendation if it can be initiated as a volunteer effort, hosted by the City and/or downtown business interests through a downtown business association.

### S2-2: Financial Reporting

Action:	<b>Track parking expenses and revenues</b>
Purpose:	All parking expense and revenue activity derived from City owned parking assets should be harbored within a parking fund. This would be provided for within the City’s contract with Parkwise. Revenue and expenses within the fund should be separated between direct operations and enforcement. This will support future decision-making, particularly as elements within the Parking Management Plan require new resources. This is an industry best practice.
Timeline:	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
Costs:	There should be no additional costs associated with this recommendation.

### S2-3: Day-to-Day Management

Action:	<b>Augment staff time to effectively manage the parking system and implement new programs identified in the downtown Recommended Parking Strategies.</b>
Purpose:	Maintain a well-managed parking system to support the goals for Downtown and ensure timely and cost-effective strategy implementation. New strategies in this plan and on-going growth in parking demand will put additional pressure on current Parkwise staff capacity. Increases in staffing may be necessary to fully support a more sophisticated parking program.
Timeline:	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
Costs:	Unknown at this time. Could be restructuring of an existing position or adding additional staff and/or augmenting the Downtown Albany Association contract.

### S2-4: Performance Reporting

Action:	<b>Publish an annual Parking Performance Status Report.</b>
Purpose:	An annual status and performance report will provide consistent tracking of performance measures (e.g., occupancy, permit sales) and fund status. An annual report provides transparency within the program and helps inform the

	recommended PWG and City leadership on opportunities, challenges, strategy implementation progress and system viability. This reinforces and facilitates decision-making.
Timeline:	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
Costs:	Staff time to coordinate, compile, and publish. Cost could be included in augmented staffing recommended above.

#### **S2-5: Data Collection**

Action:	<b>Develop a reasonable schedule of data collection to routinely assess performance of the downtown parking supply and support 85% occupancy standard for decision-making.</b>
Purpose:	Objective, up-to-date data on occupancy, seasonality, turnover, duration of stay, patterns of use, and enforcement will help the City and stakeholders make better-informed decisions as the downtown grows. Conduct routine turnover and occupancy surveys of the on- and off-street facilities in downtown at least every two years.
Timeline:	<b>Immediate – Short-Term – Mid-Term – Long Term – Ongoing</b>
Costs:	It is estimated that a data inventory and turnover/occupancy study would range from \$25,000-\$30,000 if conducted by a third-party consultant. Costs can be minimized in subsequent surveys through use of the inventory/database already in place, as well as through sampling and possible use of volunteers to collect data. Ideally parking fund revenue will contribute (if not fully cover) the cost of updates (see S2-2 above).

#### **S2-6: Upgrade Enforcement Technology**

Action:	<b>Upgrade current handheld equipment and supporting software</b>
Purpose:	Current enforcement technology is Android phone based and aging. It is recommended that current technology be upgraded as necessary to allow enforcement officers to efficiently check payment/permit status (by license plate) while also checking for time stay violations, potentially increasing the capture rate of violations. The goal is to make existing staff more efficient and increase overall capacity for potentially expanding enforcement boundaries (S3-1) and size of an interim on-street permit program (S3-4). This can likely be accommodated through the current provider (i.e., Clancy).  Staff will need to work closely with Parkwise management and enforcement staff prior to procuring the technology and establishing a vendor agreement to ensure enforcement staff levels and training time are adequate to effectively deploy the technology.
Timeline:	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
Costs:	Increased staff time to coordinate with technology vendor, train staff, and manage any new technology system. Costs of equipment to be determined.

### 4.3. Improve On-Street Parking (S3)

#### S3-1: Increase Visitor Opportunity

Action:	<b>Reduce the number of No-Limit stalls, particularly on commercial streets<sup>2</sup>, and balance them with exclusive timed stalls (3-Hour) and/or timed stalls that allow employee permits in underused areas.</b>
Purpose:	<p>There are currently 1,627 No-Limit stalls within the 2019 Parking Study boundary. The No-Limit designation means that these stalls allow anyone to park for an unlimited period. At present, usage is about 40% in the peak hour.</p> <p>Though underutilized, it will be important to ensure that No-Limit stalls are not located in front of commercial businesses, which need a 3-Hour parking limit to support customer access and turnover. The City, working with the Downtown Parking Work Group, should evaluate existing No-Limit stalls and convert them to a more efficient balance of 3-Hour only and 3-Hour “or by permit” (coordinated with Strategy S3-6). This will ensure customer access and, through the employee permit program, minimize conflicts between employees and customers.</p>
Timeline:	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
Costs:	<p>Based on information from other cities, estimated per unit costs for signage upgrades would be:</p> <ul style="list-style-type: none"> <li>• <i>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.</i></li> </ul> <p><u>Unit Costs- Signage</u></p> <ul style="list-style-type: none"> <li>• <i>Only material costs are provided in these estimates.</i></li> <li>• <i>Pole unit cost = \$470</i></li> <li>• <i>Blade sign unit cost = \$30</i></li> <li>• <i>Unit cost for poles (\$470) include hole boring and the pole</i></li> </ul>

#### S3-2: High-Turnover Stalls

Action:	<b>Create criteria and standards for allowing and locating high turnover stalls.</b>
Purpose:	Currently there are thirteen 10-Minute and twenty-eight 30-Minute stalls in the downtown. 2019 data collection indicates that these stalls are significantly underutilized; with peak occupancies under 40%. In the future, during periods of constraint, providing too many of this stall type can actually take parking access away from the typical customer whose average duration of stay approaches 3 hours.
Timeline:	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>

<sup>2</sup> A commercial street is defined here as any block face frontage that is primarily in a business use (e.g., retail, restaurant, office, grocery, bank, etc.).

<b>Costs:</b>	Staff time to develop and codify criteria and standards. Re-signing estimates of cost are \$100 per sign.
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### S3-3: Branding & Wayfinding

<b>Action:</b>	<b>Better integrate on and off-street parking. Consider incorporation of new brand/logo into on-street signage. See Signage/Logo strategy.</b>
<b>Purpose:</b>	A new brand/logo can be incorporated into the on-street system as a means of integrating the on and off-street systems. This would require coordinating changes in the on-street system to the branding listed under Signage/Logo Strategy. Example city is Springfield, Oregon.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	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. <ul style="list-style-type: none"> <li>• \$470 – Pole Unit (includes hole boring and the pole)</li> <li>• \$30 – Blade Sign</li> </ul> Unit costs would need to be calibrated to numbers of signs needed; identified through a signage inventory.

### S3-4: Employee Parking

<b>Action:</b>	<b>Allow a controlled number of employees to park within the on-street system in areas with demonstrated peak hour occupancies of less than 55%. Price on-street permits at a premium compared to off-street lots.</b>
<b>Purpose:</b>	Fully utilizes on-street space, while ensuring customer priority is preserved. Uses 85% Rule to “size” the number of permits allowed. Program is <i>interim</i> and will be reduced/eliminated as on-street visitor demand grows. Eligible on-street areas should have low use verified through data collection to ensure there are no conflicts between employees and customers. This allows the City to better utilize on-street supply and support a transition of new development to structured parking and alternative modes of access. It will be important to communicate to all users that these are temporary programs and that they could change as we deal with 85% rule.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Enhances current program and protocols. Program would be revenue positive per permit pricing.

## 4.4. Improve Off-Street Parking (S4)

### S4-1: Upgrade Pay-online function/technology

<b>Action:</b>	<b>Upgrade online permit/payment system to create greater internal capacity and growth potential in permit program.</b>
<b>Purpose:</b>	Currently, payments can be made online, but the system is cumbersome and still requires a great deal of manual management. For instance, all monthly invoices are currently handled through QuickBooks and there is not an interactive system

	in place to look up what is due. There are upgrade options through the current software provider (Clancy) that should be evaluated and priced. This will improve both internal capacity for growth and added convenience for users.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	TBD

#### S4-2: Lot Identification

<b>Action:</b>	<b>Rename all publicly owned/controlled lots by address.</b>
<b>Purpose:</b>	Industry best practices for naming off-street parking facilities suggest using an address or intersection associated with the main auto ingress point to a facility. For instance, identifying facilities by location—such as 10th & Walnut or 4th & Yamhill—easily and intuitively communicate where visitors may find parking. This can be integrated into web communications, apps, way finding, and other materials.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Initial costs would involve changing existing signage and integration in marketing and promotional materials, estimated to range between \$5,000 and \$10,000.

#### S4-3: Pricing

<b>Action:</b>	<b>Calibrate current pricing of off-street parking, hourly and monthly (for employees), based on demand.</b>
<b>Purpose:</b>	Creates a varied system of pricing on parking lots that charge a premium for higher demand locations and lower rates for less used locations.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Rate systems intended to generate revenue to cover cost to operate and administer.

#### S4-4: ADA Compliance

<b>Action:</b>	<b>Confirm that all city-owned off-street facilities are compliant with ADA parking requirements.</b>
<b>Purpose:</b>	A quick “housekeeping” review of existing public facilities to confirm compliance with federal and state requirements for ADA parking.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Cost associated with painting, signage, and maintenance of any new ADA-compliant stalls.

#### S4-5: Presentation

<b>Action:</b>	<b>Bring all city-owned parking lots up to a uniform standard for paving, striping, appearance, lighting, and signage.</b>
<b>Purpose:</b>	Creates consistency within the public system and ensures a positive and convenient user experience. This would include consistency in design, signage, and equipment.

<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Unknown at this time. Estimates could range from \$1,500 to \$3,500 per stall in each city-owned surface lot. This could also be worked into scheduled maintenance to avoid duplicated work and reduce costs.

#### S4-6: Shared Parking

<b>Action:</b>	<b>Identify off-street shared use opportunities based on data from the 2019 parking study. Establish goals for transitioning employees (e.g., 50 employees), begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.</b>
<b>Purpose:</b>	Reduces on-street employee parking demand by redirecting them into empty (privately controlled) off-street stalls.  The majority of off-street parking in the downtown is located in <i>privately-owned</i> parking assets. The 2019 parking study indicates the number of empty parking stalls in existing private off-street facilities during the peak hour ranges from 1,423 (weekday) to 2,140 (weekend). This presents an opportunity for Albany as this unused supply is a resource that could be captured to manage and support future parking demand growth. <sup>3</sup>
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Staff and volunteer time expended in efforts to review and identify opportunity sites and conduct outreach to potential private sector participants. Planning in this regard may determine that funds are needed to create incentives and/or improve the condition of lots or pedestrian/bike connections.

#### S4-7: Signage/Logo

<b>Action:</b>	<b>Create a critical path timeline to refine and improve the city’s current parking signage system and logo. Incorporate logo into on-street meter signage, at all city-owned lots and shared supplies and in downtown marketing communications. Coordinate with current wayfinding system in place.</b>
<b>Purpose:</b>	Creates a unique and interesting parking logo, improves and augments existing signage and integrates “brand” at all levels of parking management.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	It is estimated that engaging a design firm to carry out the tasks identified above would range from \$15,000 - \$30,000. If the design were carried out in house costs would be significantly minimized.

#### S4-8: Website Communication

<b>Action:</b>	<b>Update ParkWise website with information for visitors and employees pending implementation of new parking strategies in this plan.</b>
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<sup>3</sup> The opportunity to direct downtown employees into these parking facilities would have a significant impact on on-street occupancies, particularly in areas where employees are using the on-street system and thereby denying patrons use of the on-street supply.

<b>Purpose:</b>	Continues to improve the user experience and better identify where parking is available, particularly off-street.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Costs associated with design and deployment of a coordinated and well-maintained webpage are estimated at \$5,000 - \$7,500. If the design were carried out in house costs would be significantly minimized.

#### 4.5. Improved Access & Integration with Other Modes (S5)

##### S5-1: Bike Parking

<b>Action:</b>	<b>Continue to expand the bike parking network to create connections between neighborhoods, parking locations, and the downtown to encourage employee bike commute trips and draw customers to downtown businesses. Consider strategically locating bike corrals at intersections where better pedestrian visibility is needed.</b>
<b>Purpose:</b>	Provides a more reliable and safe option for bicycle access and parking/storage. Providing adequate bicycle parking will expand the capacity of the overall parking supply downtown. Current low occupancy of on-street provides a low risk opportunity to use bike corrals in front of retail and restaurant businesses. Adding high-visibility bike parking throughout downtown, encourages visitors to stop and shop all of the downtown.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	This could be a project recommended to the Bike Commission. Consultant or staff costs associated with collecting data on the inventory and location of bike parking in downtown. Cost of purchase and installation of new secure bike parking. <ul style="list-style-type: none"> <li>• Staple or U racks: \$110 - \$160</li> <li>• Wall Mounted racks: \$130 - \$150</li> <li>• Bike Corral \$1,200<sup>4</sup></li> </ul>

##### S5-2: New Mobility Option

<b>Action:</b>	<b>Consider initiating a pilot program to test feasibility/viability of and e-Bikeshare or e-scooter program in the downtown.</b>
<b>Purpose:</b>	To partner with a new technology vendor to evaluate market readiness of a lower cost mobility option for the downtown. Current data suggests such technologies are not yet market viable in Albany due to its size and densities. A pilot allows the City to test specific user and viability assumptions through a partnership between the City and a vendor. Such a program would likely require some level of public or private subsidy to attract a vendor partner.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Unknown at this time. Ideally the cost of a pilot would be shared between the City and an interested vendor. Private contributions to the pilot should also be considered. As with S5-1, this could be a project recommended to the Bike Commission

<sup>4</sup> Based on City of Portland, Oregon cost estimate for 6 staple racks (12 bike parking spaces), striping, bollards and installation.

### S5-3: Encourage Alternative Modes

<b>Action:</b>	<b>Partner with the business community to expand incentives that encourage use of alternative modes (e.g., transit, bike and walk). The City should take a leadership role in implementing and/or augmenting its employee mode program at a level that transcends the status quo.</b>
<b>Purpose:</b>	<p>One of the most effective ways to create parking capacity is to increase the number of commuters and long-term visitors using alternative modes. Every parking space freed up by an employee using an alternative mode creates capacity for up to five customer/visit trips a day. The most cost-effective way to build access capacity is to ensure that those coming downtown have a range of access options, not just parking. Stakeholder input indicated that alternative mode commute options are not being leveraged to a high degree.</p> <p>Use of alternative modes reduces parking demand. This would be coordinated with employee permit and demand pricing strategies.</p>
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Minimal staff costs associated with coordinating with local and regional transit agencies. Costs related to increases in service are not known at this time but would be the outcome of this strategy.

## 4.6. Residential (S6)

### S6-1: Neighborhood Outreach

<b>Action:</b>	<b>Conduct outreach and information efforts in neighborhoods to explain the parking management plan and how the City intends to preserve residential parking in neighborhoods affected by any type of commercial parking spill over.</b>
<b>Purpose:</b>	Changes to parking management in the commercial zone of the downtown could cause issues related to more employees seeking parking in residential areas. In anticipation of this, the City and DPAC should begin an outreach and education process to residents and businesses in adjacent neighborhoods. The purpose of this is to raise awareness and understanding of programs being developed, and to begin framing possible mitigation strategies and solutions if new parking systems in the downtown exacerbate parking problems in neighborhoods.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Administrative staff time and efforts made through the DPAC process.

### S6-2: Data in Neighborhoods

<b>Action:</b>	<b>Expand future parking data collection efforts to include residential areas that abut the downtown, ensuring objective information on the impacts of possible commercial district spillover.</b>
<b>Purpose:</b>	To determine whether high numbers of downtown users are parking in residential areas and whether such behavior is adverse to residents.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>

<b>Costs:</b>	This could be absorbed into the routine data collection strategy discussed above under Management and Administration of the Parking System.
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#### 4.7. New Capacity (S7)

##### **S7-2: Costing New Supply**

<b>Action:</b>	<b>Understand the cost associated with new parking supply and clarify City' role in participating in and/or building new parking.</b>
<b>Purpose:</b>	Conduct cost to build/finance models for review by City leadership and clarify the City's intended role in new parking facilities in the future.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Garage (Above Ground): \$35,000-\$45,000 per stall Surface Lot: \$6,000 - \$12,000 per stall

##### **S7-3: Funding for New Capacity**

<b>Action:</b>	<b>Explore and develop funding options for maintaining the existing parking supply and funding future capacity growth.</b>
<b>Purpose:</b>	There are a wide range of potential funding sources and revenue streams that could be used to support implementation of an enhanced parking management plan in the Albany downtown as well as to plan for and support development of new parking (or transit/shuttle capacity) in the future.  If new capacity is a City goal, then initiating a process to ensure that funding is available when preferred capacity options are ready for implementation is essential.
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Existing Staff time to vet feasible funding options (e.g., Fee-in-lieu, urban renewal, local improvement districts, capital funds, bonds, etc.). <ul style="list-style-type: none"> <li>• Internal legal review and recommendation</li> <li>• Downtown Parking Advisory Committee consideration and recommendation</li> <li>• Public review and input</li> <li>• City Council approval</li> </ul>

##### **S7-4: Build New Capacity**

<b>Action:</b>	<b>Initiate new capacity expansion (as necessary and feasible).</b>
<b>Purpose:</b>	Once the City clarifies its role in future parking growth, it will be ready to move to new opportunities as demand for parking grows and the market environment necessary to finance parking evolves. This is likely a long-term outcome (5 – 7 + years)
<b>Timeline:</b>	<b>Immediate – Short-Term – Mid-Term – Long-Term – Ongoing</b>
<b>Costs:</b>	Parking garage development requires sophisticated infrastructure and is very costly. It will be important for Albany to give adequate time and effort to

determine the most beneficial and cost-effective formats for increasing the capacity of the downtown access system. Planning for, and finding funding for, new capacity is time-consuming, so focused and objective evaluation will greatly facilitate decision-making before access constraints create adverse impacts on the downtown.

## 5.0 Strategies and Guiding Principles Addressed

	A.1 On-Street (Visitors)	A.2 Off-Street (All Users)	B.1 Optimize Utilization	B.2 Shared Off-Street Parking	C.1 Branding & Wayfinding	C.2 Monitor & Report Utilization	D.1 Travel Demand Management	E.1 Code & Regulation	E.2 Funding	F.1 Fiscal Stewardship	G.1 Primary Role (City)	G.2 Primary Role (Private Sector)	G.3 Stakeholder Support
S1-1 Guiding Principles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
S1-2 85% Rule	✓		✓			✓							
S1-3 Parking Code – Use of on-street supply			✓					✓					
S1-4 Parking Code – Shared Use			✓	✓				✓					
S2-1 Stakeholder Input												✓	✓
S2-2 Financial Reporting								✓	✓				
S2-3 Day-to-Day Management			✓	✓		✓			✓	✓			
S2-4 Performance Reporting			✓			✓					✓		✓
S2-5 Data Collection			✓			✓							✓
S2-6 Upgrade Enforcement Technology	✓		✓								✓		
S3-1 Increase Visitor Opportunity	✓		✓								✓		
S3-2 High-Turnover Stalls	✓		✓								✓		
S3-3 Branding & Wayfinding	✓		✓		✓								
S3-4 Employee Parking			✓									✓	
S4-1 Upgrade online payment			✓							✓			
S4-2 Lot Identification		✓			✓								
S4-3 Pricing	✓		✓					✓	✓				
S4-4 ADA Compliance								✓			✓		
S4-5 Presentation					✓			✓			✓		
S4-6 Shared Parking			✓	✓								✓	
S4-7 Signage/Logo	✓				✓								
S4-8 Website Communication					✓								
S5-1 Bike Parking							✓						
S5-2 New Mobility Option							✓						
S5-3 Encourage Alternative Modes			✓				✓						

<b>S6-1 Neighborhood Outreach</b>		✓	✓			✓					✓		
<b>S6-2 Data in Neighborhoods</b>		✓	✓			✓					✓		
<b>S7-1 Remote Supply</b>		✓		✓			✓						
<b>S7-2 Costing New Capacity</b>									✓	✓			
<b>S7-3 Funding New Capacity</b>									✓	✓			
<b>S7-4 Build New Capacity</b>									✓				

## 6.0 Draft Summary

At present, the City’s parking system is operating at a low level of use, in both the on and off-street systems. As such, the data would suggest that there are plenty of opportunities for users to park within close proximity to any destination in the downtown.

The low level of use suggests that major changes to the system are not urgent as conflicts between users are likely minimal. Further supporting this assumption is data that shows high compliance by users of timed parking stalls.

To this end, the strategies outlined in this report recommend that the City consider moderate upgrades to the system to:

- a) Put in place periodic oversight/review into the program at a level greater than status quo.
- b) Support policy and code (85% Rule and development standards) that support good decision-making and supports growth in demand and new development.
- c) Improve the quality of appearance of the existing system and establishes a long-term brand for parking that can grow with the City.
- d) Provide reasonable technology upgrades to support efficient operations.
- e) Establish more active efforts to promote alternative modes and encourage reductions in drive alone employee trips.
- f) Continue reasonable and periodic data collection in the downtown and in adjacent neighborhoods.
- g) Establish process and evaluation of the implications of new (future) parking supply – it’s cost and the City’s role in providing.

Albany is in a great position for the future as the parking supply is not constrained at this time and a strong system of parking management is already in place through the ParkWise brand and with the Albany Downtown Association. Albany to take this opportunity to strengthen the system and prepare now to be in a position to anticipate rather than react to potential constraints in the future.