Comprehensive Downtown Parking Analysis

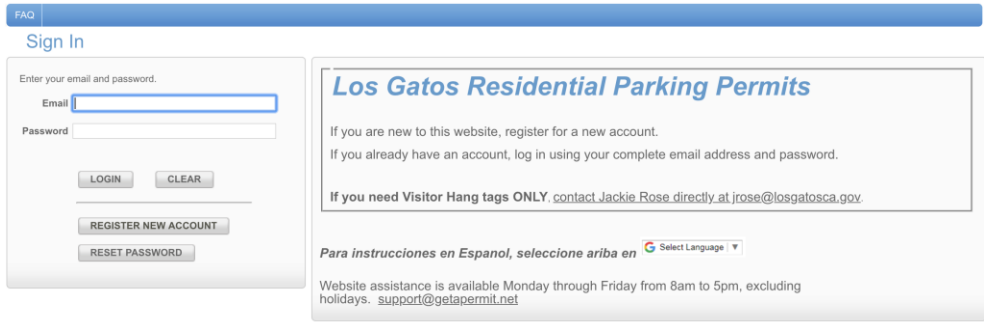
August 20 Council Meeting: Project Update

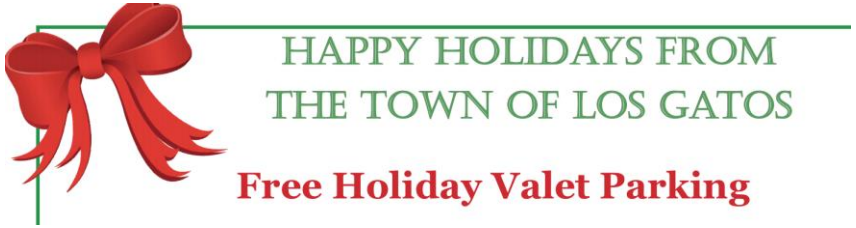
DIXON
RESOURCES UNLIMITED

Focus Group Meetings: Frequent Topics

PIONEER SQUARE — **OPEN SPACES**

Butler Garage Pioneer Square	114 James Street	51
1st and Columbia Pioneer Square	721 1st Avenue	290





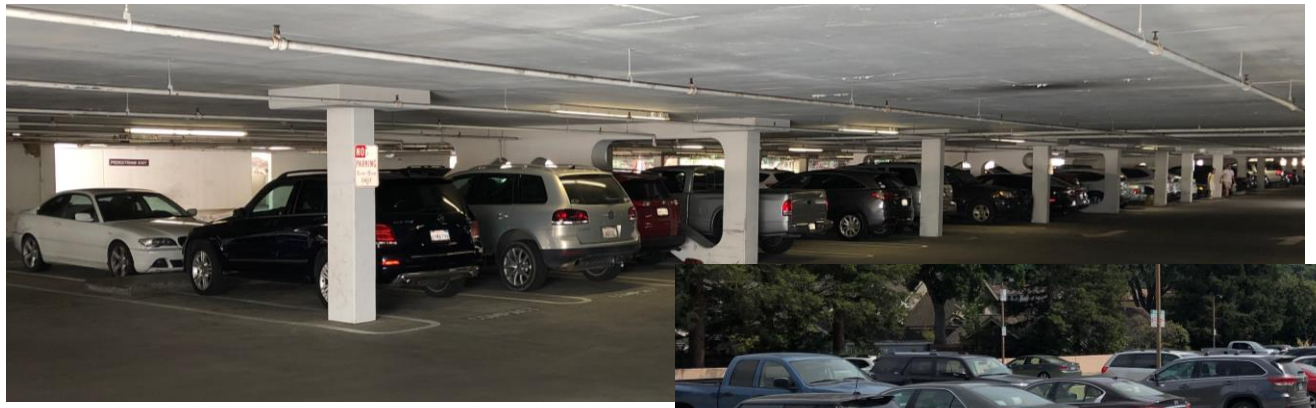
Site Assessment: Signage

Lot 4

Monday, June 29:

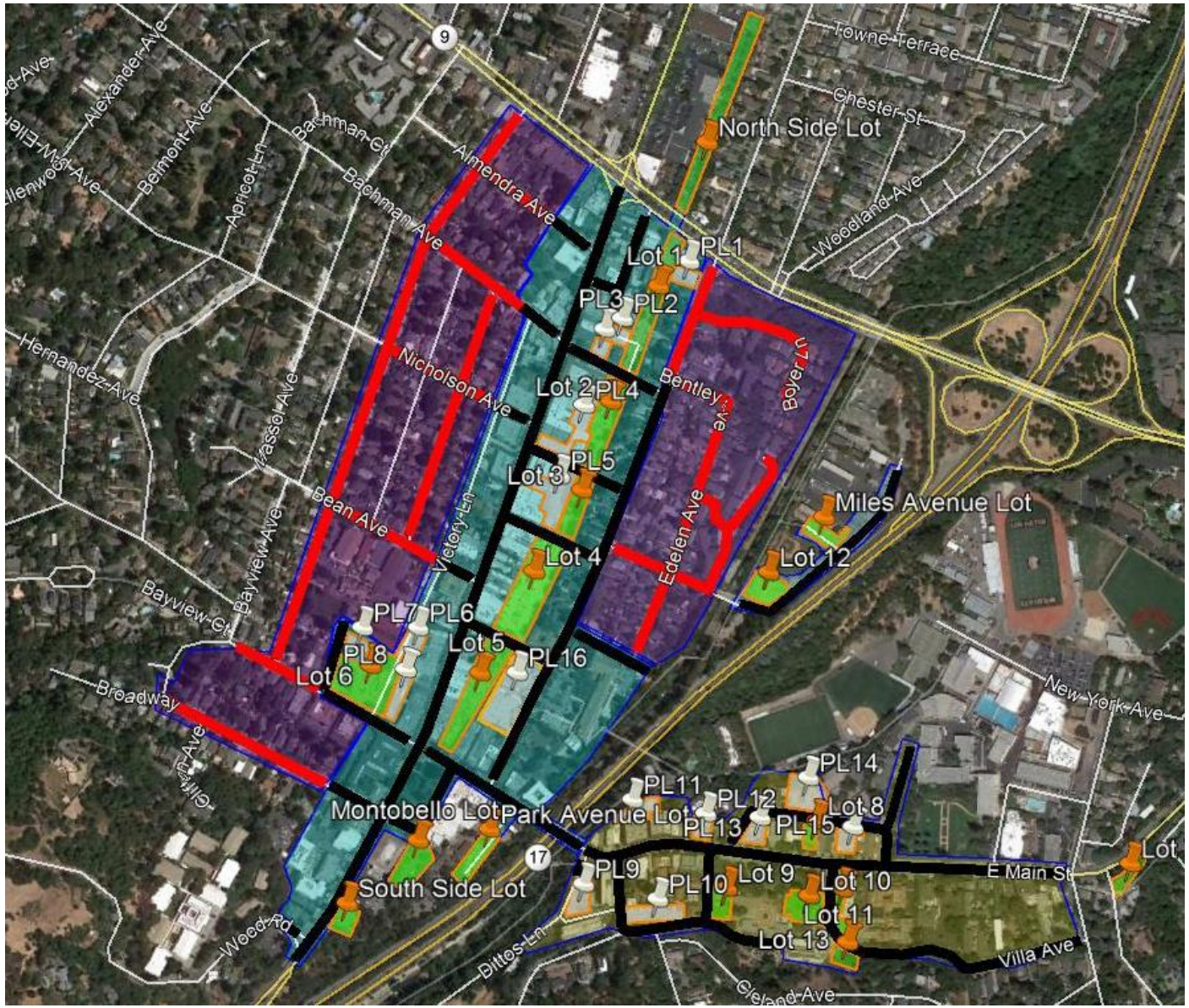
10 AM:

3:30 PM:



Commercial Loading

Data Collection Study Area



Zone	Name	Data Collected
Blue	Downtown	Occupancy & Turnover
Yellow	Civic Center	Occupancy & Turnover
Purple	Residential	Occupancy only

Marking	Data Type
Black Lines	On-Street
Red Lines	
White Polygons	Public Lots
Green Polygons	Private Lots

Initial Data Analysis Takeaways

- There were typically **parking spaces available 1 or 2 blocks away** from heavily impacted areas.
- Downtown commercial areas were the most impacted.
- Very few residential streets reached capacity during the day.
- Peak occupancy usually occurs around **12PM and 3PM**.
- Unlimited spaces were typically more occupied than time limited spaces.
- Highest occupied public lots typically included: Montebello, Park Ave, South Side, and Lots 2-6.
- Some **private lots were underutilized**.

Employee “Knock and Talk” Survey Highlights

<u>77 employees were surveyed from 61 businesses in June:</u>

- **93% drove a car** to work and **92% parked within 1 block**.
    - 10% of them parked on-street.
- 72% of those who drove to work said they’d be **willing to buy a parking permit.**
- Employees said they **frequently re-park vehicles** in time limited areas.
- Employees are concerned about **insufficient parking availability for customers**.

Online Survey Highlights

<u>309 responses since mid-June:</u>

- Very few visits lasted more than 4 hours;
- **Driving was the most common mode** to reach downtown;
  - Zero participants took public transit;
- Varied amount of time to find parking;
- The majority found parking **within 1 block** of their destination;
- **Ease of finding of parking space** is the most important factor;
- The 2-hour time limit is *not* long enough for most visitors/customers, but a **3-hour time limit** is;
- There is **not enough long-term parking** downtown;
- The Town should build more parking.

Next Steps

- **Incorporation of Council feedback and priorities**
- Rounds 5 and 6 of data collection
- Ongoing outreach
- Roadmap and Action Plan
- Stakeholder and Council presentations:
  - Aiming for Q4 2019

Contact

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