PARKING POLICIES AND STRATEGIES

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Project: Pacific City/Woods Parking Management Plan

Subject: Parking Policies and Strategies

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INTRODUCTION

This memorandum documents existing parking policies and strategies used by the County to manage parking within the Pacific City/Woods area. This memorandum also identifies several potential parking policies and strategies the County could implement within the Pacific City/Woods area to address several existing parking issues while improving how public parking is managed. The information provided in this memorandum will be used as a basis for developing a Parking Management Plan (PMP).

Anecdotal evidence suggests it can be difficult to find a parking spot in the Pacific City/Woods area, particularly during the peak summer months. Common parking issues residents and visitors to the Pacific City/Woods area experience include high parking demand, unbalanced parking demand, and underutilized parking facilities. The following describes common parking issues and their relation to Pacific City/Woods.

- ▶ **High parking demand** can occur in any area and under any land use, transportation or parking context. In general, high parking demand refers to the desire for many vehicles to park in an area with not enough parking to accommodate the vehicles. It can also refer to a general lack of parking within an area or in a specific location.

    High parking demand can also be an indicator of other systemic issues, including a lack of information on where to park, a lack of alternative travel options (e.g.

walk, bike, transit), and a lack of parking management strategies or enforcement of parking management strategies. High parking demand in the Pacific City/Woods area, especially near the Cape Kiwanda Parking Lot, indicates that a combination of high parking demand, a general lack of parking, and other systemic issues may be involved.

▶ **Unbalanced parking demand** occurs when there is high demand for parking in one location and available parking elsewhere in the vicinity. This can apply to a specific parking facility, block face, or a broader area.

Unbalanced parking demand can reflect demand for parking adjacent to specific land uses or imbalances in parking regulation or pricing strategies. It can also reflect a lack of understanding that other parking is available. There is evidence that unbalanced parking demand occurs in the Pacific City/Woods area. Parking demand in and near the Cape Kiwanda Parking Lot can be high during peak times while parking is available in other areas.

▶ **Underutilized parking facilities** can be related to unbalanced parking demand and refers to the parking facilities that are not being effectively used or integrating with the rest of the parking system. Many signs of unbalanced parking demand in the Pacific City/Woods area also indicate some underutilization of parking facilities.

The policies and strategies discussed in this memo were developed to address the issues associated with high parking demand, unbalanced parking demand, underutilized parking facilities, and other parking issues specific to the Pacific City/Woods area.

EXISTING PARKING POLICIES AND STRATEGIES

The following summarizes the current parking policies and strategies that impact public parking within the Pacific City/Woods area.

Municipal Parking Lots

There are several municipal parking lots within the Pacific City/Woods area that provide public parking and access to the beach and the Nestucca River. Lots that provide access to the beach include the Cape Kiwanda Parking Lot, the Pacific City Turnaround Lot, and Bob Straub State Park. Lots that provide access to the Nestucca River include the Tillamook County Wayside, Woods County Campground, Pacific City Boat Launch, and Fishers Point Boat Launch. The majority of lots are owned by the County and maintained by the County Parks Department or by others through joint agreements within the County.

Enforcement

Parking enforcement is provided by the Tillamook County Sheriff's Department. The Sheriff's department provides enforcement within the existing parking facilities and the local street system at random, by request, during special events, and during the peak summer months.

Beach Ranger

The Oregon Parks and Recreation Department (OPRD) employs a beach ranger who enforces the ocean shore rules, beach parking regulations, and general use of the natural area (the cape). The ranger provides motorists with information and guidance on how and where to park on the beach and beach-parking issues (i.e. rising tides, soft sand, etc.). The ranger is stationed at the base of Hungry Harbor Drive seven days a week during the peak summery months.

The ranger shared that the total number of and types of vehicles that can park on the beach varies from day to day based on the sand, the tides, and a number of other factors. Because of these limitations, there are times when the beach access is closed or times when people may be discouraged from parking on the beach.

User Fees

The County charges for the use of two of their parking facilities within the study area: The Pacific City Boat Launch and Fishers Point Boat Launch. Both facilities provide parking for large vehicles with trailers and access to boat launches providing access to the Nestucca River. The County does not charge for parking in any of the other parking facilities in the Pacific City/Woods area.

Seasonal Shuttle

During the summer of 2017, the Tillamook County Transportation District ran a free weekend shuttle in Pacific City/Woods. Temporary portable bus stop signs were used to indicate bus stops and waiting areas. There were several stops, including Bob Straub State Park, Cape Kiwanda Parking Lot, Thousand Trails, Woods County Campground, and Chester's Thriftway. It ran from 10:00 AM to 6:00 PM and 7:00 PM, depending on demand. Even without marketing, the shuttle was successful in serving tourists and residents. Those camping in RVs especially appreciated the shuttle service because for many, the RV was their only form of motorized transportation. On peak days, especially during the Dory Days celebration, it was heavily used and lines formed by those waiting for the shuttle. Operators reported a common request was to travel about a half mile along Brooten Road south of Pacific Avenue. Generally, the shuttle provided connections between downtown Pacific City, the beach, residential areas, and other parking areas.

POTENTIAL PARKING POLICIES AND STRATEGIES

The following summarizes information related to potential parking policies and strategies that could be implemented within the Pacific City/Woods area. The policies and strategies are organized into "steps." The sequence generally reflects the logical progression from simple solutions to complex (and sometimes costly) solutions. These policies and strategies represent a number of ways to address the common parking issues and specific needs for parking in the Pacific City/Woods area.

User Information
Transportation Demand Management
Manage Existing Parking Supply
Enforcement
Create New Parking Supply

STEP 1: USER INFORMATION

The first step to improving parking conditions within the Pacific City/Woods area is to improve user information. Many parking issues can be improved or resolved with more effective communication about the location, purpose, and availability of parking. This can include information about other methods of accessing a destination (e.g., walking, biking, transit, shuttle, etc.).

The Pacific City/Woods area attracts many out of town visitors who may not have extensive knowledge about parking or alternative transportation options within the community. User information could provide people with the information they need to understand the local parking system and the most appropriate ways to use it. The following summarizes the user information tools that could be implemented within the Pacific City/Woods area.

Consistent Parking Branding
Using consistent parking branding helps residents and visitors know about parking options. Parking facilities should be branded to have a common appearance, simplifying the process of finding and accessing parking. Brands can be as simple as a common "P" or include program names, logos, or other marketing elements. Information provided in the Tillamook Coast Wayfinding Master Plan can help to ensure

User Information Tools:
Consistent Parking Branding
Wayfinding/Signage
FAQ "How to Park" Resources
Coordinate with Community Destinations
Stakeholder Outreach and Education
Parking Ambassador
Real-time Parking Information
Real-time Transit Information

branding is consistent throughout the County. Using consistent branding can help improve the visitor experience by providing clear direction to available facilities. It can also reduce congestion caused by circulation.

While no code or policy changes are required to implement this strategy, the mix of State and County owned facilities and private facilities in the area will influence the

feasibility and effectiveness of this strategy. Common branding and marketing among and between separate owners would require negotiation and shared-use agreements. This may be best led by the County or other local organizations such as the Pacific City-Nestucca Valley Chamber of Commerce.

Wayfinding/Signage

Similarly, providing adequate wayfinding and signage communicates parking locations, availability, rates, and other key considerations for motorists. Wayfinding and signage may be temporary to support special events or other temporary changes in parking conditions or they may be permanent, static, or dynamic. Dynamic signage provides flexibility in sharing critical user information. It allows for more coordinated and strategic management of available supply, and increases the opportunity for users to find available parking.

FAQ "How to Park" Resources

Frequently asked questions (FAQ) and "How to Park" resources can be developed to provide local residents and visitors with information on where and how to park. These resources can include maps with parking locations, rates, availability, nearby destinations, and other useful information to help motorists plan their trip. These resources can also include information on local transit and shuttle service that connects the parking facilities to various destinations. These resources should be living documents, updated as changes occur, circulated as appropriate, and posted in locations where visitors can read them.

These resources can be linked to the County's website, neighborhood or business association websites, or printed and posted in local businesses, community centers, and information kiosks. Because the Cape Kiwanda parking lot is well-used during times with high-parking demand, the "How to Park" resources may be included in the kiosk on the southeast corner of the Cape Kiwanda parking lot. "How to park" information could also be coordinated with the community and provided to area retailers, hoteliers, and commercial operators.

Coordination with Community Destinations

Parking programs can be coordinated with local businesses and destinations to help match available parking supply with parking demands so parking demand is not negatively affecting neighboring businesses or residential properties. Coordination may lead to parking policies and strategies such as parking permits, time limits, parking signage at private businesses, or providing a link on a business website to the parking program site. Coordination between the County, the Pelican Pub & Brewery, the Cape Kiwanda Inn, and associated properties could lead to improved parking conditions within the Cape Kiwanda Parking Lot and other high demand parking areas.

Stakeholder Outreach and Education

Stakeholder outreach and education can include soliciting input for new programs, surveying customer experiences, and communicating and educating the public on the

new programs or strategies. Quality stakeholder outreach should be conducted often, especially when changes are made to the program. Outreach can lead to more coordinated and strategic management of available parking supply.

Parking Ambassador

Parking ambassadors can supplement parking enforcement efforts. The intent and purpose of an ambassador program is to provide information and guidance, thus improving the parking experience through education and customer service. Parking ambassadors can be used at any time but require resources for training and deployment. Parking ambassadors can be used during peak periods, when parking demand is expected to be high. This role can be paid or volunteer through Tillamook County, local businesses, the local Chamber of Commerce, a community group, or concerned citizens.

Real-time Parking Availability Information

Real-time parking availability information can direct motorists where to park within a given area. Smart phone applications providing real-time parking availability information can also provide information on rates, time limits, hours of enforcement, and other key information for motorists. Applications include signs, maps, smartphone applications, websites, and electronic devices. Real-time parking availability information could be a valuable tool for implementing strategies within the Pacific City/Woods area; however, they are most commonly seen in parking structures or large surface parking lots and in downtown areas with a significant amount of on-street parking.

Real-Time Transit Information

Transit agencies or third-party sources can disseminate real-time transit information to travelers through a variety of applications, such as in-vehicles, at terminals or stops, and through the internet or wireless devices. These systems enhance passenger convenience and may increase the attractiveness of transit to the public. These types of applications can require cooperation and integration between agencies for disseminating the information.

STEP 2: TRANSPORTATION DEMAND MANAGEMENT (TDM)

The next step in improving parking conditions within the Pacific City/Woods area is implementing Transportation Demand Management (TDM) programs and strategies to reduce parking demand by promoting active modes of transportation for commute and non-commute trips. These programs and strategies are particularly effective in reducing parking demand generated by employees of local businesses and supporting alternative modes of accessing local destinations by residents and visitors.

Transportation Demand Management (TDM):
Shuttle Service and Improved Transit Facilities and Services
Improved Bicycle and Pedestrian Facilities
Support Bicycle Share Programs

Shuttle Service and Improved Transit Facilities and Services

Shuttle services help alleviate parking by shifting parking demand to areas with less demand while providing the connection to major destinations. Shuttles are most effective during peak periods, when parking demand exceeds the supply in areas near destinations. Shuttles can help improve the efficiency of the current parking system by providing access to other parking facilities. This can help balance a system with an unbalanced parking demand. One challenge associated with shuttle service is providing service on peak holidays when government employees are not working.

The Tillamook County Transportation District ran a free weekend shuttle service in Pacific City/Woods during the summer of 2017. Even without marketing, the shuttle service was successful in serving residents and visitors. The shuttle provided connections between downtown Pacific City, the beach, residential areas, and other parking areas.

The Tillamook County Transportation District (TCTD) Route 4 connects Tillamook, Neskowin, Pacific City, and Lincoln City. There are several stops in Pacific City, including in downtown, at the Kiawanda Community Center, and at the Cape Kiwanda Parking Lot. Improving existing TCTD transit facilities and services to high demand areas by providing improved transit stop amenities, frequency of service, hours of service, accessibility, and marketing can also help reduce the number of trips taken by private vehicle and therefore reduce parking demand.

Improve Bicycle and Pedestrian Facilities

Providing enhanced bicycle and pedestrian facilities (e.g. bike lanes, bike parking, safe crossings, and sidewalks), wayfinding, and signage and other infrastructure improvements enhances the comfort and safety of bicyclists and pedestrians and encourage biking and walking. Encouraging biking and walking can reduce vehicle trips and parking demand, especially for residents or visitors staying in the area. The ability for families and others to walk and bike to the beach and other local destinations may make the area more desirable for residents and visitors. The Cape Kiwanda Master Plan identifies the need for a new multi-use path along the west side of Cape Kiwanda

Drive from Pacific Avenue Bridge to Alder Street. The proposed multi-use path could be extended further south along Sunset Drive to Bob Straub State Park.

Support Bicycle Share Programs

Bicycle share programs provide bicycle rental for short trips. A typical bike share program consists of a fleet of bicycles, a network of automated stations where bikes are stored, and bike redistribution and maintenance programs. Bikes may be rented at one station and returned to another. Bike share programs can be used for a variety of purposes. Residents and visitors can ride for recreation or to nearby commercial services, employees can ride to meet daily needs while at work, and visitors can "park once" and extend their trip distance.

STEP 3: MANAGE EXISTING PARKING SUPPLY

The tools and strategies included in this step are intended to encourage more efficient use of the existing parking supply and improve the quality of service provided to parking users. When parking demand regularly exceeds the effective capacity of the parking supply (85%), these tools and strategies can be used to help manage parking.

Manage Existing Parking Supply:
Maintenance/Sand Clearing
Good Neighborhood Agreement
Public/Private Partnership and Parking Collaborative
Valet Operations/Stacked Parking
Time Limit Restrictions
Drop-Off/Pick-Up Areas
Area Parking Permit Program
Pay-To-Park Program

Maintenance/Sand Clearing

Regularly maintaining and clearing the existing parking facilities can help users know where and how to park. This improves the efficiency of the parking area. Currently, many of the available parking locations adjacent to the beach, including the Cape Kiwanda Parking Lot, have issues with sand infiltration. The sand makes it difficult to see where parking stalls are located, and in some cases makes it difficult to see where the parking lot begins and ends. Sand clearing and regular striping are among the maintenance activities that can help improve the existing parking supply.

Good Neighborhood Agreement

A Good Neighbor Agreement (GNA) is a written document containing terms agreed upon by two or more parties, for example a neighborhood association and a business, and defines how to resolve problems that may arise. Neighbors and other stakeholders may pursue this process to express their concerns about how a residential, business, or other facility might impact the livability and safety of their neighborhood or to establish a relationship with a new or existing enterprise. Because a GNA is typically a preventative measure, an enterprise with significant existing problems may not be a good fit for this kind of agreement.

Public/Private Partnership and Parking Collaborative

Public-private partnerships can open access to existing private parking facilities or construct new parking (for instance, through co-financing) to serve site specific users and the general public. This improves parking and land use efficiency as well as user satisfaction. A parking collaborative aligns public agencies with private operators to promote the perceptions of public supply through rebranding, marketing, wayfinding, and customer service. In this model the private operators maintain control of the parking facilities, but the public agency provides guidelines for signage, branding, marketing, and customer service/education. The public entity also provides assistance with promotion of the collaborative.

Valet Operations/Stacked Parking
Valet services are especially successful in business districts with high demand and a constrained parking system. Patrons can exit their vehicle at or near their destinations and valet staff can move vehicles to available supply in a district and/or stack parking facilities to maximize available parking space. Stacked parking refers to maximizing the available space within a parking facility to accommodate as many cars as possible by "double-parking" two or more cars deep. Valet parking can be subsidized by businesses or provided to drivers for a fee. Utilizing valet parking in the Cape Kiwanda Parking Lot or by the Pelican Pub & Brewery on days with especially high demand, like holidays, summer weekends, or during special events, can add supply by maximizing the available parking spaces.

Time Limit Restrictions
Time limit restrictions effectively limit the amount of time a vehicle can remain in a parking space (e.g. 15-minute, 30-minute, 1-hour, 2-hours, etc.). Time limit restrictions require signage and enforcement so that regulations are met. The shorter time limits (15-minute, 30-minute, and 1-hour) should be used sparingly and only in areas where adjacent land uses require higher levels of turnover; otherwise, these time limits do not provide sufficient time for visitors and patrons of local businesses. Time limit restrictions may be most effective in the commercial areas within Pacific City where parking is being used by those visiting and parking for the day or an extended period of time, not allowing for turn-over of parking for patrons.

Drop-Off/Pick-Up Area
Drop-off/pick-up areas are areas designated for dropping people off and picking people up. They are typically located adjacent to the main entrance to a building or recreational area and signed to ensure short time stays. A drop-off/pick-up area can be useful in several situations. First, families or groups that park in the Lightwave Lot or other areas that are not directly adjacent to destinations like the beach may have one member go retrieve their vehicle to pick up the rest of the group. Also, as Transportation Networking Companies (TNC) like Uber and Lyft become more popular, a dedicated pick-up/drop-off location can improve circulation as well as the safety and experience of the user.

Area Parking Permit Programs
Area parking permit programs can help allocate parking resources between users. Area parking permit programs are intended to make on-street parking spaces remain available for priority users, e.g. residents within a specific "permit district boundary" and may restrict or limit parking for visitors, employees or "non-residents" during certain or all hours of the day and night.

Parking permit programs provide licenses that aid in the search for street parking, but do not guarantee finding street parking for residents or employees. In other words, permits do not guarantee an on-street space in front of a specific residence or business, but the entitlement to park within the permit district boundary. The enforcement hours

necessary to address the "peak hour" constraint need to be calibrated to the actual demand. Enforcement is the key to the success of area parking permit programs. Area parking permit programs are implemented differently depending on the needs of an area; however, most programs generally do not generate revenue – the price of the permits is set to fund the program. An area parking permit program could help ensure that local residents, their visitors, and the employees of local businesses have access to on-street parking within the study area. Given the relatively high number of short-term renters in the Pacific City/Woods area, the permits could also be transferrable and not tied to specific vehicles.

Pay-to-Park Program

Pay-to-park programs charge motorists a fee for the use of parking facilities. Pay-to-park programs can be used to manage parking demand, recover the cost of a parking facility, generate revenue for other purposes, such as improvements to pedestrian and bicycle infrastructure or other Transportation Demand Management (TDM) programs. In the Pacific City/Woods area, pay-to-park programs can be applied in areas with high parking demand to help spread the demand to less utilized parking facilities. Within a pay-to-park system, there are several different strategies, as explained below, that can be implemented to manage parking further.

Demand-Based Pricing

Demand-based pricing programs adjust the price of parking based on demand (time of day, location, and/or occupancy). Parking in greater demand is priced higher to achieve a desired occupancy rate (e.g., 85-90%). Demand-based pricing principles seek to balance parking and vehicular transportation systems resulting in less congestion, easier location of available parking, and reduction in overall demand. Demand-based pricing could be used in the Pacific City/Woods area to account for seasonal fluctuations in parking demand and the differences in the location and convenience of some parking facilities. For example, the fee could be reduced during non-peak periods, such as the winter months, and in the more remote lots, such as the Pacific City and Fishers Point boat launches. The fee could be increased during the peak periods, such as the summer months, and in the lots located adjacent to the beach, such as the Pacific City turnaround and the Cape Kiwanda lot.

Progressive parking pricing

Progressive pricing programs remove time restrictions and use a graduated rate structure to incentivize shorter parking transactions, while allowing those who wish to park longer to do so at a higher rate. As an example, a rate structure could be $1 per hour for the first two hours, $2 per hour for the next two hours, and $3 per hour after that. This tool should be considered in areas where adjacent land uses would like to encourage high turnover, while nearby land uses may create parking users with longer time-stay desires. In the Pacific City/Woods area, this could include parking located adjacent to commercial areas, which is being used by all day beach users. This strategy can help increase the rate of parking turnover in these areas.

Validation program

Parking validation programs allow businesses to pre-purchase all or a portion of their customers' parking fees thereby incentivizing the business transaction by offering free off-street parking. Validations can be offered at full price or discounted prices and the requirements for receiving validation can vary depending on the program needs. For example, if pay-to-park systems are implemented in the Cape Kiwanda Parking Lot, the Pelican Pub & Brewery or other adjacent businesses can provide parking validation for patrons.

Parking Benefit District

A Parking Benefit District (PBD) can serve as a financing tool to support improvements in and area while addressing parking constraints. The parking fees collected within a parking benefit district (either with pay stations or traditional parking meters) are poured directly into improvements that make the district more attractive, such as sidewalks, landscaping, and other amenities or aesthetic improvements. The parking benefit district may be used in conjunction with an area parking permit program to ensure that parking is available for residents and their visitors and employees of local businesses.

Payment technology

Motorists generally prefer payment technology that is easy to understand, convenient and quick to use, accepts a variety of denominations (coins, bills, credit cards and prepaid vouchers), and allows them to pay for just the amount of parking they use. There are a number of ways to implement payment technology, including pay-by-phone and smart parking meters.

- ▶ Pay-by-phone: these applications minimize transaction time and allow greater payment flexibility for motorists to call, text, or use smartphone applications to pay/extend reservations. This application is currently used within downtown Portland and Washington Park using the Parking Kitty mobile app.
- ▶ Smart parking meters: these meters accept cash and credit cards and come in the form of either single-space or multi-space payment systems. Smart parking meters can improve user convenience and provide real-time information for users, but the systems can require investment and administrative systems to implement and maintain the systems. Also, while these systems may be appropriate in locations such as the Cape Kiwanda Lot where there is a lot of activity, other payment technologies may be more appropriate in other more remote locations.

STEP 4: ENFORCEMENT

The following tools and strategies are intended to improve enforcement of parking management strategies. Almost all parking management strategies require regular enforcement to be effective. In general, parking enforcement should be frequent, fair, friendly, and designed to encourage proper parking behavior, not to discourage users from accessing an area.

Enforcement:
Implement Regular Parking Enforcement
Implement Focused Enforcement
Ticket Forgiveness
Grace Period
Graduated Citation Structure

Implement Regular Parking Enforcement

Parking enforcement is typically implemented in response to parking behaviors that are adversely impacting residents or businesses or creating unsafe parking conditions. Consistently high parking demand, low turnover, parking in no-parking zones, and misuse of curbside parking for long-term storage are several reasons for implementing regular parking enforcement. Parking enforcement reinforces appropriate parking behaviors and educates users and abusers.

Implement Focused Enforcement

In situations where illegally parked vehicles are regularly impacting an area's operations, growth, ability for emergency vehicle access, residents or businesses, focused enforcement can reinforce the parking regulations. Focused enforcement should be targeted toward illegal behavior and is not particularly suited to areas where parking demand is consistently high.

Ticket Forgiveness

A periodic ticket forgiveness program can be used to improve the perception of enforcement while also clearing a backlog of unpaid tickets. Forgiveness program effectiveness can be enhanced when the ticket is "traded or redeemed" for evidence of appropriate behavior. This practice should not be implemented regularly as it creates the expectation of forgiveness. Also, such programs that might target a specific "area," versus a program that would be implemented system wide, may be difficult or unfeasible for reasons of manageability and legality.

Grace Period

Most programs and parking revenue control equipment components provide a minor grace period (e.g. additional minutes on top of an expired meter). The enforcement program could choose to increase or decrease this value so turnover is being generated and parking demands are being met.

Graduated Citation Structure

A graduated fee structure is designed to be more lenient on infrequent or first time violators and more punitive on repeat offenders. The structure deters repeat offenders while allowing for a more gradual learning curve with new users.

STEP 5: CREATE NEW PARKING SUPPLY

The following tools and strategies are intended to help create a new parking supply. Generally speaking, constructing relatively large amounts of new parking should be a last resort, as it is a major investment that has a long life and can significantly alter the character and landscape of an area. Constructing new parking areas can also be difficult in locations with space constraints, such as the Pacific City/Woods area.

Create New Parking Supply:
Support a Driveway Share Program
Create Motorcycle or Compact Vehicle Parking
Create Electric Vehicle Parking Stations
Reconfigure Existing Off-Street Parking Facilities
Establish Remote Parking Areas Served by Transit or Shuttle
Construct a New Parking Facility

Support a Driveway Share Program

Driveway share programs, such as JustPark, Citifyd, and Parkzilla, connect drivers with individuals and businesses that have a parking space or spaces for rent. A driveway share program would allow homeowners to rent their driveways to others. This tool increases the available parking supply for non-residents and reduces negative impacts of spillover while having support and involvement from local community members.

Create Motorcycle or Compact Vehicle Parking

Spaces located within a surface parking lot or on-street that cannot accommodate a full size vehicle are opportune locations to provide parking for motorcycles or compact vehicles. Signing and striping these spaces can provide a quick and inexpensive solution to motorcycle and compact vehicle parking management.

Create Electric Vehicle Charging Stations

An electric vehicle (EV) charging station provides the equipment necessary to charge an EV. EV ownership is expanding and there is a growing need for widely distributed publicly accessible charging stations (some of which support faster charging at higher voltages and currents than are available from residential charging stations). Many charging stations are on-street facilities provided by electric utility companies while others are located at retail shopping centers and operated by private companies. These charging stations provide one or a range of heavy duty or special connectors that conform to the variety of electric charging connector standards. Lincoln City recently installed charging stations in three locations in hopes that the stations would establish their community as a go-to destination for EV owners.

Reconfigure Existing Off-Street Parking Facilities

Reconfiguring existing off-street parking facilities can provide incremental improvements to parking capacity. Many times, a designer can find inefficiencies in parking layouts, either in aisle width, turning radii, or landscaping, that can be minimized to create additional supply. Many of the existing parking facilities within the Pacific City/Woods area are not striped and therefore, the total number of stalls can

vary from day-to-day depending on how people are parking. Reconfiguration of the existing parking facilities and clear delineation of the parking stalls could increase the efficiency of the parking supply.

Establish Remote Parking Areas Served by Transit, Shuttle, Pedestrian, and/or Bicycle Facilities
Establishing a remote parking area that is linked by other modes can shift parking demand to the fringe area of a community and still provide essential support. Such parking is more likely to serve employees and residents of an area, rather than visitors. Allowing shared parking of this asset could result in greater parking system efficiency. Managing such a facility must align with management practices within the area and could lead to a public/private partnership.

Construct a New Parking Facility
If all other parking management tools and strategies have been implemented and parking demand continues to exceed the effective capacity of the parking supply, it may be necessary to construct a new parking facility. Management, regardless of ownership, must be consistent with practices already in existence, as well as supportive of related plans and goals for the area (e.g., sustainability, mode split, livability). If the need for new parking is driven primarily by customer/visitor demand, then a public/private partnership may prove worthwhile. The average hard cost of a new surface lot parking facility (not including land costs, which vary by location) is $3,000 to $6,000 per space, depending on aesthetic requirements.

Webb Park
Webb Park is a 2.1 acre campground located on the east side of Cape Kiwanda Drive, northeast of the Cape Kiwanda Inn. Access to the park is provided by Webb Park Road, which also provides access to Cape Kiwanda Inn, Cape Kiwanda RV Park, and Harts Camp. The Cape Kiwanda Master Plan includes plans to relocate Webb Park to the forested parcel northeast of the current site and redevelop the current site as a public parking lot. The additional parking facility would significantly increase the parking supply within the area and could reduce the number of vehicles parked on the beach, local streets, and elsewhere.

MONITOR, MEASURE, AND EVALUATE PERFORMANCE

Regardless of the parking policies or strategies implemented within the Pacific City/Woods area, monitoring, measuring, and evaluating the performance of the parking facilities is needed to verify appropriate adjustments are being made in a timely manner to continue meeting the needs of residents and visitors. Good parking management requires a baseline of useful information that tracks performance metrics (e.g., inventory, occupancy, duration of stay, rate of violation, etc.) and a schedule for routinely updating the data base.

The system does not need to be elaborate, but it should be consistent, routine, and structured to answer relevant questions about occupancy, seasonality, turnover, duration of stay, patterns of use and enforcement. Parking information can be collected in samples, and other measures of success (once developed and approved) can be gathered through either third party data collection and/or volunteer processes. Data derived from these efforts can be used by the County to inform decisions, track use and assess success measures. Nonetheless, resources will need to be identified to support such efforts, both to initiate and to sustain.

CONCLUSION

The policies and strategies identified in this memorandum were revised based on input from the Project Management Team (PMT) and the Project Advisory Committee (PAC). The policies and strategies will be used as a basis for developing the Parking Management Plan (PMP) for the Pacific City/Woods area. While many of these policies and strategies could be implemented today, or in advance of the 2018 summer season, others require further evaluation and data collection to better understand the extent of the issues. The PMT is currently planning to collect parking demand data during the peak summer months (August 2018). Subsequent memos will summarize the information collected during the summer and identify any further refinement of these strategies prior to developing the PMP.