Kent Taylor Civic Hall
200 NE Second Street
McMinnville, OR 97128

Agenda
Tuesday, March 27, 2018
5:45 p.m. – Joint meeting of the Urban Renewal Agency Board & McMinnville Urban Renewal Agency Committee
7:00 p.m. – Regular Council Meeting

Welcome! All persons addressing the Council will please use the table at the front of the Council Chambers. All testimony is electronically recorded. Public participation is encouraged. If you desire to speak on any agenda item, please raise your hand to be recognized after the Mayor calls the item. If you wish to address Council on any item not on the agenda, you may respond as the Mayor calls for "Invitation to Citizens for Public Comment."

5:45 PM –Joint Meeting of the Urban Renewal Agency Board & McMinnville Urban Renewal Agency Committee– COUNCIL CHAMBERS

1. Call to Order
2. Parking Study Presentation
3. Resolution No. **2018-02**: A Resolution of the McMinnville Urban Renewal Board accepting the 2018 City of McMinnville, Oregon Downtown Strategic Parking Management Plan.
4. Annual update on the Urban Renewal Program
5. Adjournment

7:00 PM – REGULAR COUNCIL MEETING – COUNCIL CHAMBERS

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. PRESENTATIONS
   a. Abandoned Vehicles and RV Parking
   b. Vision, Mission, Values and Strategic Priorities
   c. City Manager Annual Evaluation

4. INVITATION TO CITIZENS FOR PUBLIC COMMENT – *The Mayor will announce that any interested audience members are invited to provide comments. Anyone may speak on any topic other than: a topic already on the agenda; a matter in litigation, a quasi-judicial land use matter; or a matter scheduled for public hearing at some future date. The Mayor may limit comments to 3 minutes per person for a total of 30 minutes. Please complete a request to speak card prior to the meeting. Speakers may not yield their time to others.*

5. CONSENT AGENDA
    a. Consider the Minutes of February 21, 2018 Special Called Work Session, February 27, 2018 Special Called (Work Session) and Regular City Council Meeting.
    b. Consider liquor license request for wholesale malt beverage and wine from Rhone Street Wine Co. LLC located at 2803 NE Orchard Avenue.
    c. **Resolution No. 2018–12:** A Resolution establishing revised sanitary sewer user fees; and repealing Resolution 2017-07.

6. RESOLUTIONS
    a. **Resolution No. 2018-13:** A Resolution awarding the contract for the construction of the Cumulus Avenue Sidewalk Infill Project, Project 2016-11.
    b. **Resolution No. 2018-14:** A Resolution approving an Intergovernmental Agreement between the City of McMinnville and McMinnville Water & Light related to the Three Mile Lane Bridge replacement project utility design.
    c. **Resolution No. 2018-15:** A Resolution awarding the Personal Services Contract for utility design services related to the Three Mile Lane Bridge replacement project.

7. ORDINANCE
    a. Consider first reading of **Ordinance No. 5049:** An Ordinance relating to the parking of Recreational Vehicles, Motor Trucks and Abandoned Vehicles; amending McMinnville Municipal Code (MMC) Chapters 10.04, 10.28, and repealing MMC Chapter 15.28.

8. ADVICE/ INFORMATION ITEMS
    a. Reports from Councilors on Committee & Board Assignments
    b. Department Head Reports

9. ADJOURNMENT

CITY OF MCMINNVILLE
PLANNING DEPARTMENT
231 NE FIFTH STREET
MCMINNVILLE, OR 97128
503-434-7311

www.mcminnvilleoregon.gov

STAFF REPORT

DATE: March 27, 2018
TO: McMinnville Urban Renewal Board Members
FROM: Heather Richards, Planning Director
SUBJECT: **Resolution No. 2018-02 –** Downtown McMinnville Strategic Parking Management Plan

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Report in Brief:

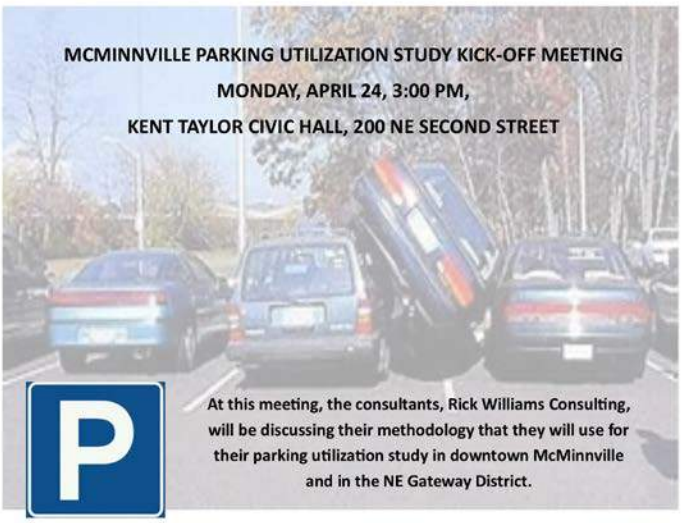
This is the consideration of Resolution No. 2018-02, accepting the *2018 City of McMinnville, Oregon Downtown Strategic Parking Management Plan* as a final report as recommended by the McMinnville Urban Renewal Agency at their meeting on February 7, 2018.

Background:

The McMinnville City Council and McMinnville Urban Renewal Agency (Agency) adopted the McMinnville Urban Renewal Plan (Plan) on July 23, 2013. The Plan identifies 13 projects to finance with tax increment funds collected in the identified district. One of these projects is entitled, "Public Off-Street Parking", assigning $1,000,000 to provide additional parking facilities to accommodate the anticipated increase in demand for off-street parking as identified in the Transportation System Plan. This parking could be public or could be a joint venture with the private sector.

As the Urban Renewal Plan was adopted in 2013, the annual tax increment is not large enough to accommodate a $1,000,000 expenditure on new off-street public inventory so to better understand where the opportunities and constraints are located in regards to parking in the urban renewal area, and how to manage that parking supply effectively and efficiently as an interim measure towards building new off-street parking inventory, the McMinnville Urban Renewal Board elected to contract with Rick Williams Consulting to conduct a parking utilization study, develop a strategic parking management plan and provide confidential advice on properties ideal for new off-street parking inventory in December, 2016.

After contracting with Rick Williams Consulting, the project advisory committee hosted a meeting on April 24, 2017 with the consultant team and selected two days, one each in June and August to conduct the parking utilization study to capture two typical days in the summer season (one weekday and one weekend day).



The results were shared at a public workshop on September 17, 2017, and feedback was solicited for a parking management plan. Then the consultant team worked with the Project Advisory Committee to draft a strategic parking management plan to more efficiently and effectively leverage the existing parking inventory to meet current downtown McMinnville demands, which was delivered on November 30, 2017.

Lastly the project advisory team elected a small team of members to work with the consulting team on a confidential memo of future potential sites for new off-street parking inventory, which was delivered on January 10, 2018.

Discussion:

The Downtown McMinnville Strategic Parking Management Plan identifies the following conclusions:

- **Solutions:** The total supply of parking is relatively small and diverse; serving residential, commercial and visitor demand. Data suggests there is availability in the on-street and off-street supplies. New systems need to be implemented to direct users to appropriate available supplies. Further discussion between the City and area interests - of how parking is allocated, by user priority and demand - should continue.

- **Use (combined system):** The weekday data counts were clearly higher than on the Saturday survey day; with peak occupancies 12.6% higher than on Saturday. The difference in use is most notable within the off-street system. The average length of stay is less than 3 hours on-street (average), and less than 2 hours in timed stalls.

- **Constrained Parking:** The downtown study boundary includes a large area that stretches from NE Adams (west) to SE Three Mile Lane (east) between 6th Street (north) and 1st Street. Within a smaller "core area" parking utilization is much more constrained. This area is bounded by NE Baker Street (west) and the railroad tracks (east) between 5nd Street (north) and 2nd Street. The core area totals 69 total block faces where on-street parking is allowed (or 39.4% of the 175 total block faces in the larger study boundary). Of that total 35 block faces are more than 85% occupied in the peak hour of 1 – 2 PM. This means that approximately 51% of block faces in this area are constrained. This is also more than 70% of all the highly constrained block faces in the larger study area (which totaled 49). At the weekday peak hour (1:00 PM -2:00 PM) there are only 6 block

faces with less than 55% occupancy rates. This can create a high sense of constraint by users of the area.

- **Off-Street Parking Availability:** By general industry standards, use of the off-street system is moderate, with peak occupancies of less than 60%. Though there appears to be a significant amount of empty stalls, this is not to infer that such stalls are available for use by visitors or employees not associated with specific businesses as all of the off-street parking is in private ownership. Occupancies in City owned facilities maintain much higher occupancies than the downtown average, but are limited to just six of the 75 off-street parking sites in the downtown.

- **Shared Use:** There are opportunities for shared use of off-street parking facilities, though the small size and broad distribution of facilities along the corridor could make this challenging.

- **Surrounding Neighborhoods:** Surrounding neighborhoods may benefit from a separate engagement process that investigates the trade-offs of neighborhood parking management to further protect resident and guest parking access.

Fifteen (15) strategies were developed based upon these conclusions as outlined below:

1. Establish a Parking Work Group as a forum for addressing parking issues in the Downtown.
2. Establish Guiding Principles for Parking.
3. Increase 2-Hour parking stalls/reduce No Limit stalls.
4. 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 and at all City-owned lots and shared supplies and in parking marketing communications.
5. Upgrade on-street parking signage and striping.
6. Upgrade the 5th Avenue public garage (e.g., exterior signage, interior lighting, signage, etc.).
7. 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 development.
8. Identify off-street shared-use opportunities based on data from 2016 off-street occupancy study. Establish goals for transitioning employees to off-street parking, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.
9. Explore valet options (with downtown restaurants) and overnight parking opportunities (with hotels) for use of surpluses in the City garage.
10. Add bike parking at strategic locations to create connections between parking and the downtown.
11. Establish business-to-business outreach and communications on parking issues and planning.
12. Develop and adopt a policy and process for the formation of Residential Parking Permit Zones in residential neighborhoods adjacent to the downtown impacted by parking spillover from downtown commercial growth.
13. Explore and develop funding options for maintaining the existing parking supply and funding future growth.

14. Identify strategically located surface parking lot for lease or purchase as a long-term public parking asset.

15. Develop a reasonable schedule of data collection to assess performance of the downtown parking supply, including on- and off-street inventory and occupancy/utilization analysis.

Fiscal Impact:

Many of the strategies are policies, programs or volunteer driven. However, the proposed fiscal year 2018/2019 urban renewal budget sets aside $62,000 to implement strategies 4 (Branding - $15,000), Strategy 5 (Striping - $4,000), Strategy 6 (Upgrade Parking Garage - $40,000) and Strategy 10 (Bike Parking - $3,000).

Action / Recommended Motion:

“I move to approve Resolution No. 2018-02.”

RESOLUTION NO. 2018 - 02

A Resolution of the McMinnville Urban Renewal Board accepting the 2018 City of McMinnville, Oregon Downtown Strategic Parking Management Plan.

RECITALS:

As the McMinnville Urban Renewal Agency continues to support redevelopment efforts in McMinnville's downtown and Northeast Gateway District, parking will continue to be a constrained commodity; and

In order to help relieve parking constraints by investing in new parking inventory or management programs, it is important to understand clearly where the capacity issues are today and could be in the future; and

In December, 2016, the McMinnville Urban Renewal Agency contracted with Rick Williams Consulting to conduct a parking utilization study in downtown McMinnville to understand where there were parking constraints and opportunities and how to leverage parking management programs and new inventory to maximize parking opportunities in the most fiscally prudent way possible.

Rick Williams Consulting is well known throughout the Pacific Northwest for his work with communities on parking utilization; and

The McMinnville Urban Renewal Agency budgeted for this effort as part of the public off-street parking project identified in the McMinnville Urban Renewal Plan; and

The McMinnville Urban Renewal Advisory Committee reviewed and voted to recommend acceptance of the 2018 City of McMinnville, Oregon Downtown Strategic Parking Management Plan to the Urban Renewal Board on February 7, 2018.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF THE MCMINNVILLE URBAN RENEWAL AGENCY as follows:

1. That the Urban Renewal Agency accept the 2018 City of McMinnville, Oregon Downtown Strategic Parking Management Plan (Exhibit A).

2. This Resolution will take effect immediately upon passage.

Adopted by the Board of the McMinnville Urban Renewal Agency at a regular meeting held the 27th day of March, 2018 by the following votes:

Ayes: _____

Nays: _____

Approved this 27th day of March, 2018.

SIGNATURE PAGE:

_____

CHAIR OF THE URBAN RENEWAL BOARD

Approved as to form:

_____

CITY ATTORNEY

2018

City of McMinnville, Oregon
Downtown Strategic Parking Management Plan

PROJECT SUMMARY AND RECOMMENDATIONS FOR PARKING MANAGEMENT

FINAL REPORT
March 27, 2018

RICK WILLIAMS CONSULTING
Parking & Transportation

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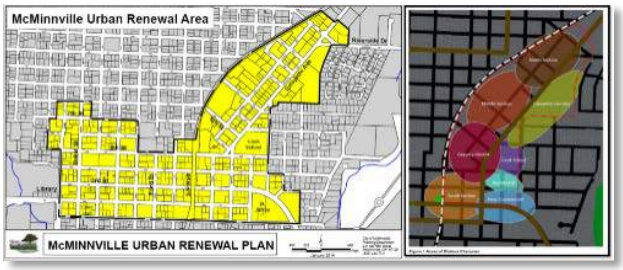
I. INTRODUCTION

Rick Williams Consulting (RWC) was retained by the City of McMinnville to examine parking management issues for both the on and off-street parking systems. The project's goals were to:

- Provide insight into the current parking environment in downtown McMinnville;
- Get input from stakeholders and City staff to better understand needs and foster stronger public support;
- Assess current and future opportunities;
- Review and suggest changes to the parking code; and
- Take advantage of innovative parking management concepts to promote a vibrant and attractive downtown.

With the success of NE 3rd Street, as well as implementation of the Urban Renewal District just north (along NE Lafayette Avenue), McMinnville's downtown is primed for additional growth and expansion. Known for its nationally recognized 'Main Street', Downtown McMinnville is lined with fantastic shops and restaurants that experiences heavy traffic volumes that can, at times, create a congested environment for pedestrians and for retail storefront growth. Storefront vacancy rates are low and hover around 3%. The streetscape provides an array of boutique shops and restaurants all sharing a common vision for a successful Downtown. The combination of the recent Urban Renewal District Plan and added visitors to the Downtown has presented a unique opportunity to reexamine the parking system. This presents an opportunity for the City to reexamine and reinvest in its downtown, and create a safer and more pleasant place to live, work, visit, and shop.



Parking will play a key role in striking a balance between broader community goals for development, growth, and vitality and retaining downtown McMinnville's Main Street charm.

Parking management should support the system's intended users and contribute to a successful and well-functioning downtown. This report examines how the existing parking system is functioning and makes recommendations that will help McMinnville continue to flourish. These recommendations are sensitive to the historic, pedestrian-friendly nature of downtown and recognize the importance of economic growth. The report also provides a basis for future community discussions on enhancing the downtown parking system and experience. The information and recommendations in this report are intended to complement broader transportation and economic development efforts.

II. EXECUTIVE SUMMARY

Rick Williams Consulting was retained by the City of McMinnville to conduct an evaluation of the downtown parking system and develop a comprehensive Strategic Parking Management Plan. Actual use dynamics and access characteristics of the on and off-street parking supplies in downtown McMinnville were studied and analyzed to create an objective data set for sound recommendations. The findings create the foundation for a comprehensive strategic parking management plan that responds to the unique environment, goals, and objectives of downtown McMinnville.

This Executive Summary outlines the strategies (or solution options) proposed for consideration by the City of McMinnville and its stakeholders. More detailed summaries and descriptions of the process, data findings and the strategies themselves are provided herein, beginning on **page 9** of this report.

A. Background

In advance of this report, three separate technical memoranda were produced and submitted to the City. These included:

- Technical Memorandum 1: Inventory Summary – dated September 6, 2017.

  This memorandum provides a detailed summary of the entire on and off-street inventory catalogued within the approved study area. A brief summary of the inventory is provided in Section V of this report.

- Technical Memorandum 2: Data Collection Methodology – dated September 5, 2017

  This memorandum presents the methodology for collecting and assessing on- and off-street parking utilization data within the downtown McMinnville parking study area. It describes the processes for developing the inventory, collecting data, entering the data, conducting the analysis, as well as the type of information that will be generated, and how it will be used to evaluate existing and projected parking conditions in the study area.

- Technical Memorandum 3: Data Findings Summary – dated October 2, 2017

  This memorandum provides a very detailed summary of findings for occupancy, turnover, duration of stay, and hourly patterns of activity for both the on and off-street parking systems. All findings were based on information derived from two separate days of data collection during June and August 2017. A brief summary of the key data findings is provided in Section VII of this report.

B. Findings – System Performance

Substantial data was collected, analyzed and reported to the City and its Stakeholder Committee. Highlights of the discoveries made through these technical efforts include the following:

- **Solutions:** The total supply of parking is relatively small and diverse; serving residential, commercial and visitor demand. Data suggests there is availability in the on-street and off-street supplies. New systems need to be implemented to direct users to appropriate available supplies. Further discussion between the City and area interests - of how parking is allocated, by user priority and demand - should continue.
- **Use (combined system):** The weekday data counts were clearly higher than on the Saturday survey day; with peak occupancies 12.6% higher than on Saturday. The difference in use is most notable within the off-street system. The average length of stay is less than 3 hours on-street (average), and less than 2 hours in timed stalls.
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- **Shared Use:** There are opportunities for shared use of off-street parking facilities, though the small size and broad distribution of facilities along the corridor could make this challenging.
- **Surrounding Neighborhoods:** Surrounding neighborhoods may benefit from a separate engagement process that investigates the trade-offs of neighborhood parking management to further protect resident and guest parking access.

C. Strategy Considerations

The strategies outlined below support solutions that grew from discussions with the City and its Stakeholder Committee, and the consultant team. All strategies are informed by data collected and industry best practices. They follow a logical progression in which each action provides a foundation for subsequent actions.

At total of 15 strategies are recommended for implementation by the City of McMinnville. Successfully completed, these strategies will improve the efficiency of the City's parking system and provide a solid foundation for decision-making and accommodating future growth. The fully detailed recommended parking management strategy list begins on **page 19**.

1. Establish a Parking Work Group as a forum for addressing parking issues in the Downtown.
2. Establish Guiding Principles for Parking.
3. Increase 2-Hour parking stalls/reduce No Limit stalls.
4. 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 and at all City-owned lots and shared supplies and in parking marketing communications.
5. Upgrade on-street parking signage and striping.
6. Upgrade the 5th Avenue public garage (e.g., exterior signage, interior lighting, signage, etc.).
7. 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 development.
8. Identify off-street shared-use opportunities based on data from 2016 off-street occupancy study. Establish goals for transitioning employees to off-street parking, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.
9. Explore valet options (with downtown restaurants) and overnight parking opportunities (with hotels) for use of surpluses in the City garage.
10. Add bike parking at strategic locations to create connections between parking and the downtown.
11. Establish business-to-business outreach and communications on parking issues and planning.
12. Develop and adopt a policy and process for the formation of Residential Parking Permit Zones in residential neighborhoods adjacent to the downtown impacted by parking spillover from downtown commercial growth.
13. Explore and develop funding options for maintaining the existing parking supply and funding future growth.
14. Identify strategically located surface parking lot for lease or purchase as a long-term public parking asset.
15. Develop a reasonable schedule of data collection to assess performance of the downtown parking supply, including on- and off-street inventory and occupancy/utilization analysis.

The City may elect to reorder, accelerate, or moderate strategies depending on community support and consensus, opportunity, and/or funding. All strategies will require consistent and dedicated management with active participation by the private sector.

D. Summary

Downtown McMinnville is an active and vital commercial business district experiencing increasing pressure on its parking supply. This will increasingly require more strategic coordination of the parking system. The strategies above represent a toolbox of methods with which to manage the parking-related challenges and barriers that come with a successful commercial district. They are provided here for consideration by the City and stakeholders.

III. FORMAT OF INFORMATION – GETTING TO SOLUTIONS

This project provides the City and community stakeholders an objective look at the parking situation in the downtown. This is truly the first time that accurate data on how the parking system actually performs has been compiled for this area.

Information from the study is intended to provide a foundation for continuing discussion and evaluation of solutions for improving the quality and ease of access in the downtown. The existing conditions data will facilitate strategic decision-making.

This report summarizes:

- Summary of challenges and barriers (Section IV)
- Summary of downtown parking inventory (Section V)
- Measuring performance (Section VI)
- Key findings related to parking utilization (Section VII)
- Strategies for Consideration (Section VIII)
- Summary comments (Section IX)
- Strategy Matrix Summary(Section X)

The strategies for consideration outlined within this document are intended to spark discussion between the City of McMinnville and McMinnville stakeholders. These are not intended to be specific recommendations; rather a tool box of potential options that need further review, refinement and consensus to create a future parking management plan that can be implemented.

IV. SUMMARY OF CHALLENGES AND BARRIERS

From field observations and conversations with stakeholders and City staff, the consultant team developed a list of parking-related challenges and barriers in downtown McMinnville. As solutions are developed (see Section VIII) they should relate directly to these issues.

A. The appearance of McMinnville's parking system can be improved.

Surface parking can affect a downtown's overall image. When parking lots dominate the environment and are poorly designed or maintained, they undercut efforts to make downtown a vibrant, attractive area. With an underutilized and aging public parking garage and 75 Downtown surface lots, McMinnville's parking system needs a fresh set of eyes to ensure that its appearance supports the economic vitality of a changing downtown. Shared-use agreements between the public and private sectors could be an effective strategy to achieve this.

B. There is a lot of parking in McMinnville, if seen as a shared resource.

Although there appears to be a lot of parking, especially off-street parking, in the downtown on a typical day, it is not being used efficiently. Most parking is under private ownership and may only be used by specific businesses or institutions. Maximizing use of existing parking assets through well-managed shared use could provide better access to downtown.

C. Routine collection of usage data will support decision-making, planning, and management of the parking supply.

The consultant team catalogued all parking in the downtown and conducted two days of data collection to document parking utilization on a "typical" weekday while school was in session and a peak Saturday in the summer. These efforts have established a solid foundation for understanding current parking dynamics. As the downtown continues to develop, new demand will put added pressure on the parking supplies. Routinely collecting data on system performance will greatly benefit the City and its stakeholders.

D. Changes will require partnership-building.

More vigorous parking management must be founded on a strong set of principles and priorities, and supported by a system of communication and clearly identified targets and outcomes. There must be consensus among the City and affected stakeholders on a plan of action, to be guided by and overseen through ongoing partnerships. This will involve determining and clarifying the City's role in facilitating, managing, and most importantly growing the parking supply.

E. Better signs and clear striping will benefit the parking system.

Appropriate signage communicates useful information to users and promotes a sense of uniformity throughout the system. Additional on-street striping that clearly delineates on-street stalls and no-

parking or special-use zones will reinforce signage upgrades. An appropriate level of directional signage is also useful, particularly when it is simple, intuitive and strategically placed.

F. Connections must be made between parking and the downtown.

Parking should provide better access for all users of the downtown and surrounding areas. There should be multiple locations where users can park once, then easily walk or bike to primary and secondary destinations. Uniformly connecting this system with gateway signage at both ends of the downtown and other visual cues will make it easier for visitors to patronize McMinnville's. downtown businesses.

G. Identification of surface lots for purchase.

As the downtown grows, the City may want to consider purchasing surface lots for strategic development. If the City determines that it has a key role to play in developing parking, acquisition of strategic sites in advance of new growth would be beneficial and cost-effective.

V. DOWNTOWN PARKING INVENTORY

The consultant team inventoried the entire supply of on- and off-street parking in the downtown. This section summarizes key components of that effort.

A. Study Area

The study area was determined during the initial project scoping process by the City of McMinnville and the consultant team. It is generally bounded by the area north of 1st Street, south of 5th Street and extension, east of NW Adams Street/NW Birch/NW Alder and west of N Logan Street/SE Three Mile Lane. **Figure A** illustrates the study area.

Figure A: Downtown Parking Study Area

B. Key Findings

Table 1 provides a complete summary of on- and off-street parking in downtown McMinnville. There are 2,845 stalls in the study area: 728 (28%) on-street and 2,047 (72%) off-street.

On-Street

As **Table 1** indicates, on-street parking in this area has a mix of time-stay options, comprised of five categories ranging from 10 Minutes to No Limit.

- A majority of stalls do not have a designated time stay, referred to here as No Limit. Of the 728 total stalls, 493 (61.8%) are No Limit. This is a very high percentage of the on-street system dedicated to long-term use, particularly if higher visitor activity is desired. Stalls with stays of two hours, generally more associated with visitor use, make up only 35.3% of the on-street supply.

Table 1: 2016 Downtown McMinnville Parking Inventory

Downtown McMinnville Parking Inventory – On and Off-Street		
Stalls Type	**Stalls**	**% of Total**
10 Minutes (Signed)	1	< 1%
15 Minutes (Signed)	1	< 1%
2 Hours (Signed)	282	35.3%
ADA Accessible (Signed)	21	2.6%
No Limit	493	61.8%
On-Street Supply	*798*	*100%*
Off-Street Supply (75 sites)	2,047	100%
Off-Street Supply Surveyed (42 sites)	*1,666*	*81.4%*
Off-Street 2 Hour Parking Supply[1]	*138*	*6.7% (of off-street supply)*
Total Parking Supply	**2,845**	**100%**
Total Supply Surveyed	***2,464***	***86.6%***

- The remainder of the on-street supply includes 10- and 15-minute stalls that combine for slightly less than 2% of the supply.
- Special use parking, including Accessible (ADA) totals 21 stalls (slightly more than 2%).
- With the large number of No Limit stalls, the current format favors long-term parking. While overall occupancy levels are relatively low at present (see **Section VII**.PARKING UTILIZATION, **page 13**). Reformatting time limits to include more short-term parking should be considered to encourage retail development.

[1] A sub-category of off-street stalls dedicated to short-term stays (stays of 2 hours or less).

Off-Street

The entire public and private off-street parking supply has 2,047 stalls spread across 75 sites. The parking inventory captures all 75 parking sites, however, the data collection effort, measuring parking utilization, studied a selective, representative sample of the sites. In total, 42 off-street sites were ultimately studied, accounting for 1,666 stalls representing 81% of the whole off-street system – a highly statistically valid and accurate sample of the off-street parking system. See **Attachment A** for the full list of off-street parking sites inventoried and studied. Key findings from the off-street system include:

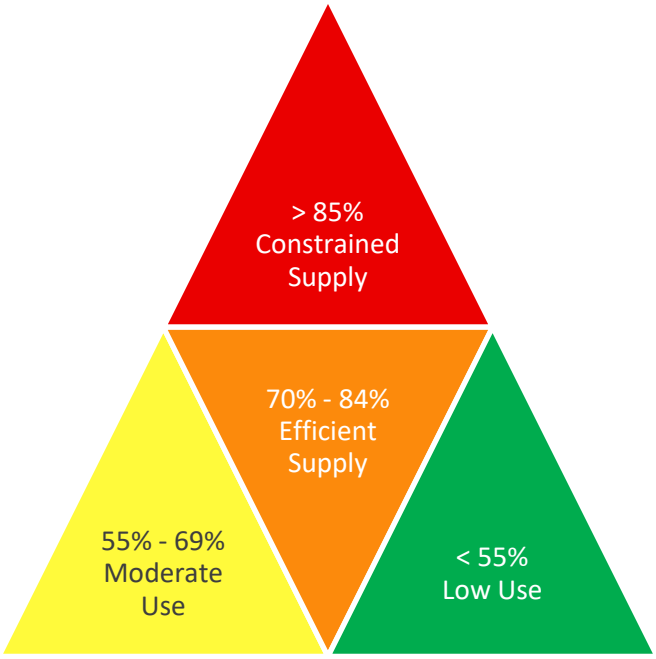
- The majority of off-street parking is private: 68 of 75 lots/facilities, comprising 1,623 stalls and representing 79% of all off-street parking.
- Off-street parking for public 2-hour retail near NE 3rd Street represents 7%, with 138 stalls on 4 lots. Longer-term public off-street parking is a couple of blocks north in the 5th Avenue garage.
- Publicly-owned parking represents 21% of the off-street supply, with 423 stalls on seven lots.
- The current balance of private and public parking is not unusual for downtowns, but does mean that shared-use agreements can be more complex, involving negotiations with individual owners of private lots.

Figure B displays the geographical distribution of all the off-street parking sites included in the inventory identified by Lot ID number (which correlates to the table of sites in **ATTACHMENT A**).

Figure B: Downtown Off-Street Parking Facilities

VI. MEASURING PERFORMANCE

Industry standards consider parking to be constrained when 85% or more of the available supply is routinely occupied during the peak hour. In a constrained system, finding an available spot is difficult, especially for infrequent users such as customers and visitors. This can cause frustration and negatively affect perceptions about access into an area or district.



Continued constraint can make it difficult to absorb and attract new growth, or to manage fluctuations in demand—for example, seasonal or event-based spikes.

Industry standards also indicate that occupancy rates of less than 55% show that parking is readily available. While availability may be high, this may also indicate a volume of traffic inadequate to support active and vital businesses. Occupancy rates between these two thresholds indicate either moderate (55% to 69%) or efficient (70% to 84%) use.

Parking utilization rates in the efficient range indicates that there is active use with little constraint. Efficient use supports vital ground-level businesses and business growth, is attractive to potential new users, balances with adjacent residential demand, and is able to respond to routine fluctuations.

RWC's analysis of parking in the McMinnville downtown study zone uses these categories to evaluate the performance of the system.

VII. PARKING UTILIZATION

Utilization and occupancy data was collected on two separate days: Thursday, June 8th and Saturday, August 5th. The dates allowed for a comparison between a 'typical' weekday (Thursday) and a weekend (Saturday) for the on- and off-street parking systems. This section provides a high level summary of findings from that effort. For a more detailed summary of information on the data findings, please see *Technical Memorandum 3: Data Findings Summary (October 3, 2017).*

A. On-Street Parking Summary

The on-street survey involved hourly counts of occupied parking stalls in the study area. Surveyors recorded the license plate numbers of parked vehicles each hour from 10:00 AM to 8:00 PM on the Thursday, while the Saturday data was collected hourly from 11:00 AM to 9:00 PM. Both data sets captured the 'dinner time' parking impact on the downtown McMinnville supply. All 798 on-street stalls were surveyed. **Figure C** provides a comparative hour-by-hour look at occupancy performance for the survey days.

Figure C: 2017 McMinnville On-Street Utilization (Hourly Comparison)

- As the figure indicates, the peak hour for both days is between 1:00 PM and 2:00 PM.
- Occupancy reaches 62.7% (Thursday) and 50.1% (Saturday). Based on parking industry measures of performance; parking use ranges from moderate (Thursday) to low (Saturday).

- Parking both days has a small late afternoon "spike" between 5:00 PM and 6:00 PM, with declining activity thereafter.
- There is abundant parking available, with significant capacity to absorb new trips; though constraints within sub-areas of the downtown are evident.

Table 2 provides additional metrics of use for the on-street system. This table summarizes the use characteristics of the on-street parking such as the average length of stay, unique vehicle trips, turnover rate, moving to evade and violation rates. These metrics provide insights into how many people are visiting downtown McMinnville and how efficient the parking spaces are being used.

As **Table 2** indicates:

- The average duration of stay is less than 3 hours, whether weekday or weekend. This average is influenced by the high number of No-Limit stalls. Length of stay in 2 hour timed stalls is less than 2 hours.
- On average, more unique vehicles use the on-street system on the weekday (1,938) than on the weekend (1,414).
- Stalls turnover between 4.68 (weekday) and 4.06 (weekend) times per day. The industry standard of efficiency is 5.0. As with duration of stay, the turnover rate is slowed down as a result of the higher number of No-Limit stalls (which may harbor employees).
- Between 35 (weekend) and 111 (weekday) vehicles move from one timed stall to another during the course of a day. This usually indicates employees parking on street.
- The rate of violation at timed stalls ranges from 12.8% (weekday) to 19.1% (weekend). Best practices standards would target a rate of 7% - 9%.

Table 2: On-Street Parking Use Characteristics – Weekday vs Weekend

Use Characteristics	All Users	
	Weekday	Weekend
Average length of stay	2 hours/8 minutes	2 hours/28 minutes
Unique vehicle trips (UVT)	1,938	1,414
Turnover rate	4.68	4.06
Vehicles observed moving to evade parking citations (% of UVT)	111 (5.7%)	35 (2.4%)
Violation rate	12.8%	19.1%

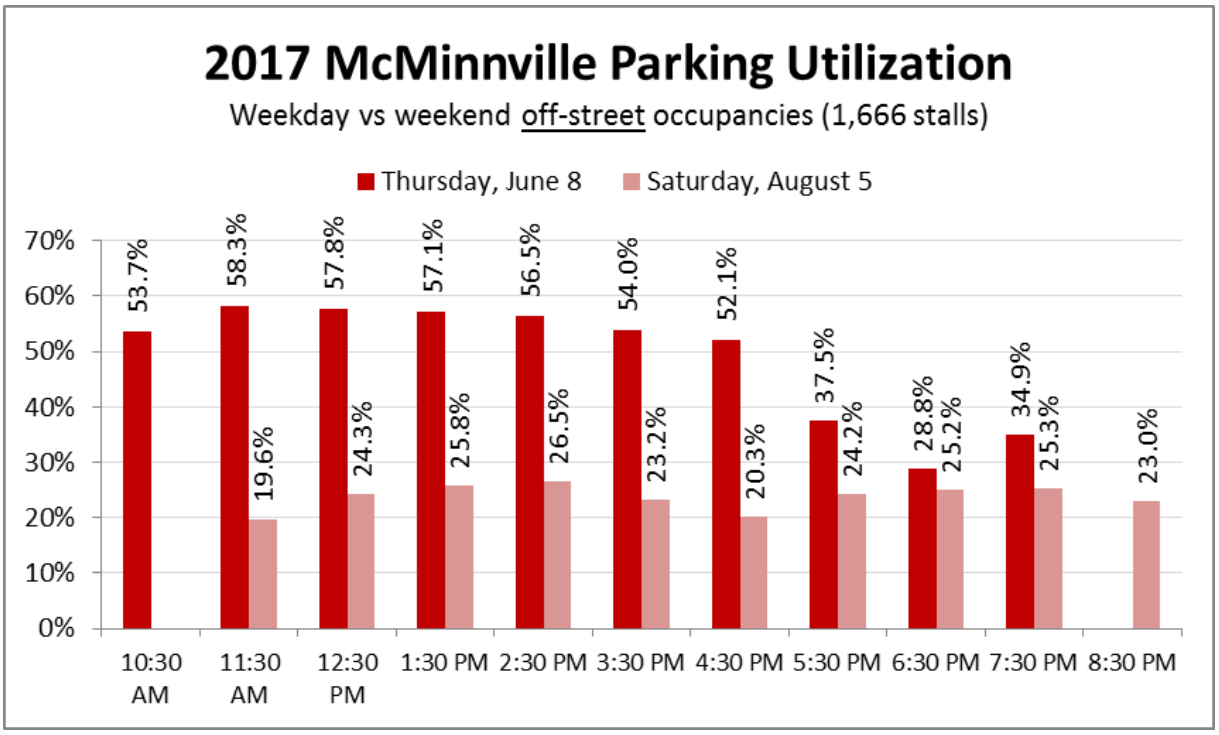
B. Off-Street Parking Summary

Off-street facilities were also surveyed on the same two days as the on-street system, Thursday, June 8th and Saturday, August 5th, 2017. A sample of 42 lots totaling 1,666 stalls was selected for data collection. This sample represents 81% of all off-street parking in the study area and accurately reflects the overall system in terms of type, size, and location. Occupancy counts were conducted at each lot every hour; unlike the on-street survey, however, license plate numbers were not recorded (except for the four public 2-hour retail parking surface lots).

Figure D illustrates comparative occupancy levels for each hour of the ten-hour survey days.

- The peak hour for the off-street parking during the weekday (Thursday) occurs at between 11:00 AM and noon; reaching 58.3% occupied leaving 695 stalls available.
- In contrast, the weekend's occupancy peak is between 2:00 PM and 3:00 PM, an occupancy of 26.5%.
- Demand for off-street parking drops significantly on the weekday, after 5:00 PM.
- Weekend occupancies are fairly consistent throughout the study day, but never exceed 27%.
- At the peak hours there are between 854 (weekday) and 1,550 (weekend) empty stalls located within the off-street supply (survey data extrapolated to the entire off-street inventory).

Figure D: 2017 McMinnville Off-Street Utilization (Hourly Comparison)



C. Utilization - Combined View (Heat Map Summary)

Figure E and **Figure F** (next two pages) provide weekday and weekend peak hour heat maps combining the on and off-street systems. The maps also include the core area, shaded in white. As the figures demonstrate:

- There is generally empty parking available on and off-street (in the peak hour) within a reasonable proximity to most any area of the downtown.
- The weekday (Thursday) core area is constrained, especially the small area bounded by NE Baker Street and NE Evans Street between NE 2nd and NE 4th. Nonetheless, this area is too small (six blocks) to indicate that there is an overall supply problem for either the core area or the larger study area.

D. Data Findings

The City of McMinnville has an adequate supply of parking both on and off-street to meet the needs of regular visitors, customers and employees downtown. Overall parking is not highly constrained; however, the 'core area' analysis indicates that the area along NE 3rd Avenue experiences the highest volume of occupancy; particularly on the weekday (Thursday).

Key parking metrics show that the time limited stalls are providing enough time for on-street visitors, and those stalls are being used efficiently. There may be a need to increase the number of 2-Hour stalls to facilitate turnover. Violation rates are higher than industry best practices, so additional enforcement may be warranted. The off-street supply is generally underutilized, with certain publicly accessible facilities yielding moderate to high occupancies.

This data summary provides an objective understanding on the use characteristics of the on and off-street supplies in downtown McMinnville. These key findings will establish the basis from which recommendations for improvements to the systems will be made for the short and long-term success of McMinnville.

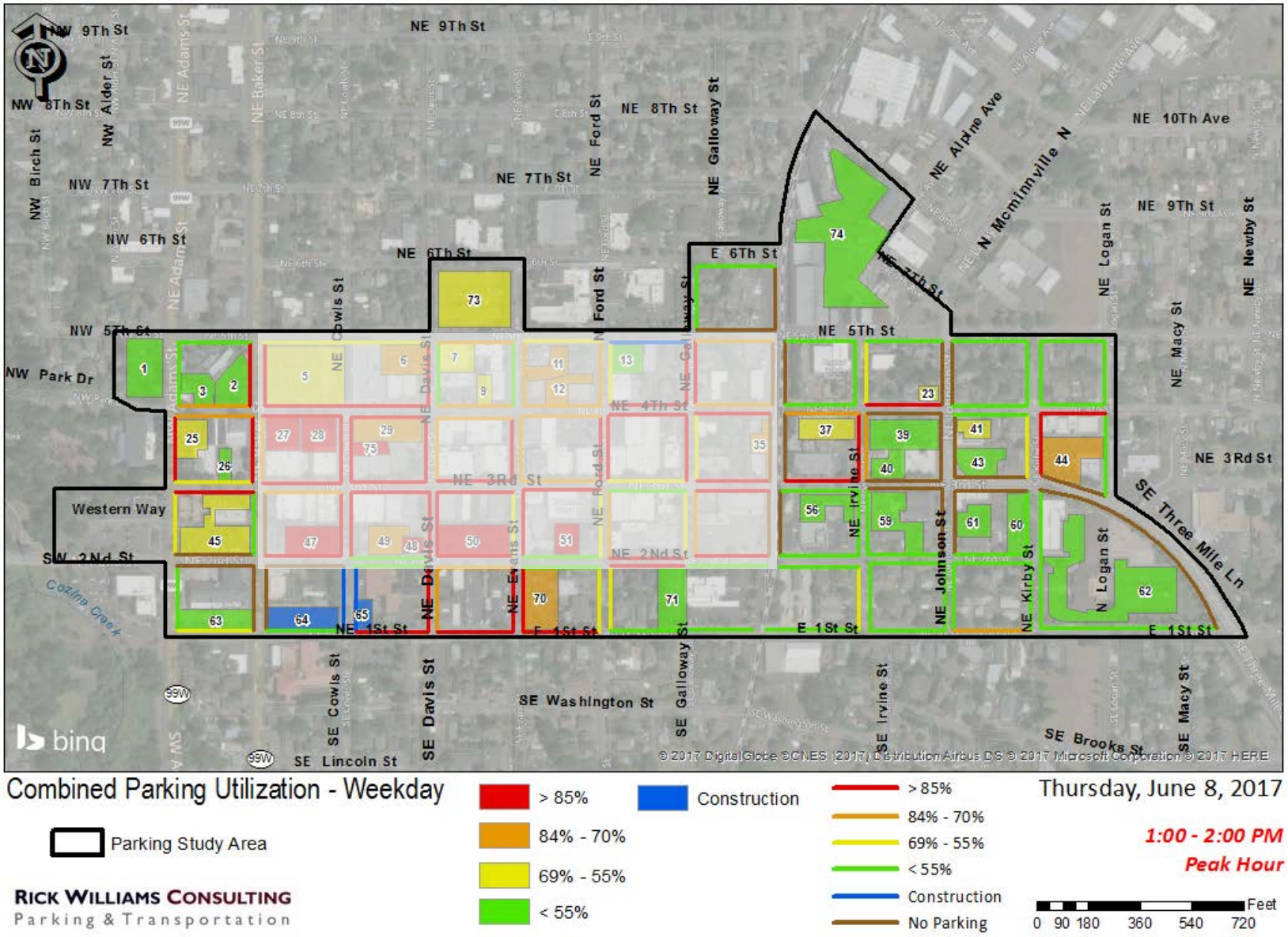


Figure E: 2017 McMinnville Combined Parking Utilization – Weekday

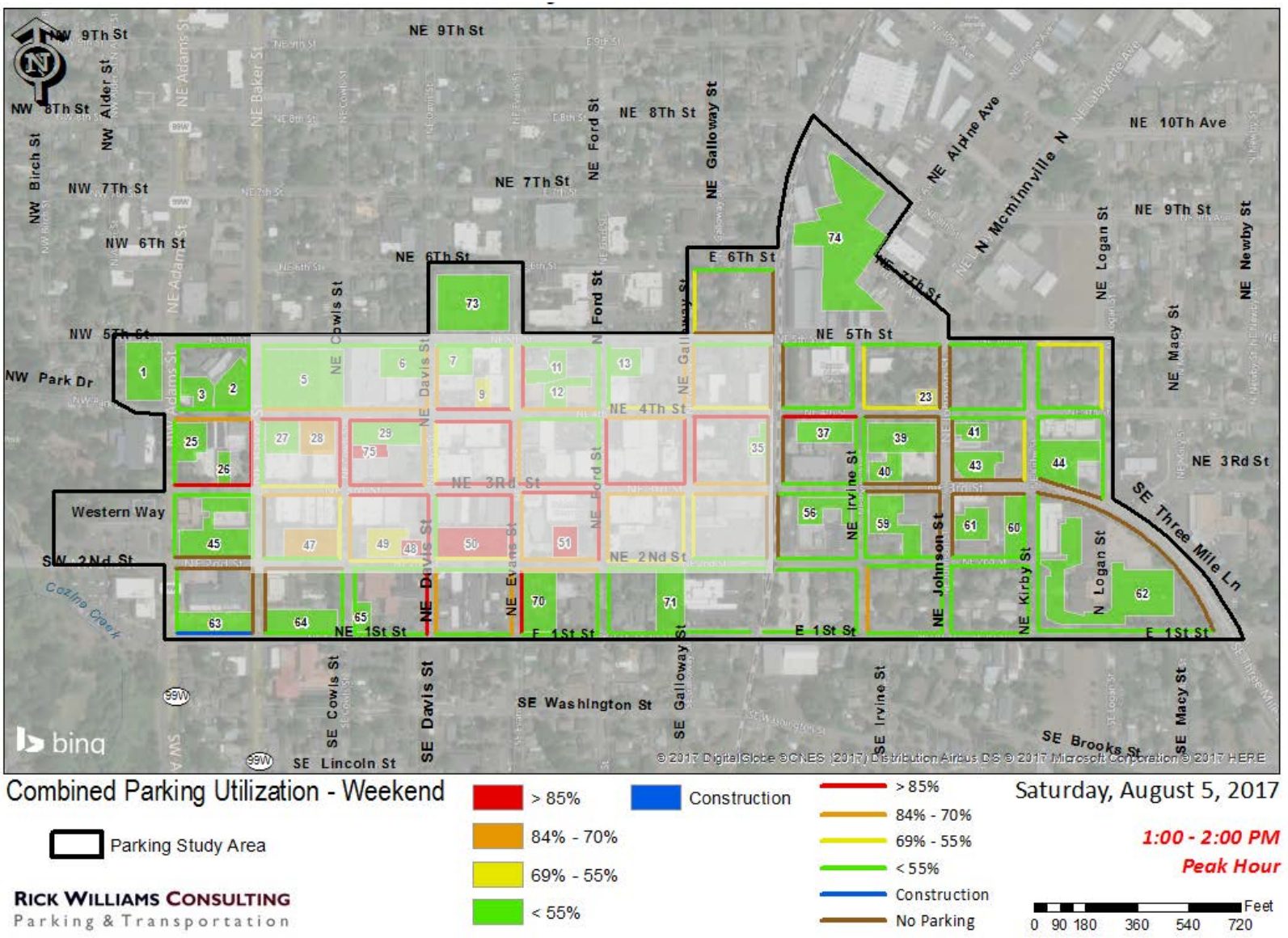


Figure F: 2017 McMinnville Combined Parking Utilization Weekends

VIII. PARKING MANAGEMENT STRATEGIES

The solutions outlined below support recommendations that grew from discussions among the City, its downtown partners, and the consultant team. They follow a logical progression in which each action provides a foundation for subsequent actions.

For purposes of ordering, actions are laid out as an iterative list with each strategy assumed to provide context and support for the next succeeding step. Where possible, cost estimates are provided, but only within the framework of planning. Final costs would require additional evaluation, scoping, and estimating. Again, these strategy solutions will require additional review between the City and the community. A final ordering and compilation of these or additional solutions will require continuing conversation and refinement.

Actions are described in phases ranging from near to long-term. Overall, the implementation schedule is flexible and the order of projects may be changed as opportunities and resources are identified. All strategies will require a level of support, coordination, commitment, and resource identification that goes well beyond what is currently in place. Where possible, cost estimates are provided, but only within the framework of planning. Final costs would require additional evaluation, scoping, and estimating.

STRATEGY 1

Establish a Parking Work Group as a forum for addressing parking issues in the downtown.

Active participation by those affected guarantees an understanding of and consensus on parking management and trigger points for decision-making. This is best accomplished through an established advisory committee that reviews performance, serves as a sounding board for issues, and acts as a liaison to the broader stakeholder community.

The City should develop a process through which a representative cross-section of downtown interests *routinely* assists in the review and implementation of this planning effort. This effort could be coordinated through the McMinnville Downtown Association. The new Parking Work Group can use the recommendations in this plan as a basis for action, discussion, stakeholder communications, and tracking progress.

TIMELINE: Near-term (0 – 12 months)

- Schedule regular meetings to advocate for, shepherd, track, and communicate the plan.
- Build upon current parking brand.

TIMELINE: Mid-term (12 - 24 months)

- Establish business-to-business outreach.
- Facilitate data collection efforts.
- Assess Plan progress.
- Provide advisory input to City Council.
- Coordinate communications with the broader downtown business community.
- Determine and implement action items.

TIMELINE: Long-term (24 – 36+ months)

Over time, the work group could evolve into a formal advisory committee to City Council on downtown parking issues and meet on a more frequent schedule.

Estimated Costs (STRATEGY 1)

There should be no additional costs associated with this recommendation if it can be initiated as a volunteer effort, hosted by the City in partnership with downtown business interests.

STRATEGY 2

Establish Guiding Principles for parking.

Guiding Principles are based on the premise that growth in the downtown will require an integrated and comprehensive package of strategies to respond to growth, maintain balance and efficiency within the access system and establish clear priorities necessary to "get the right vehicle to the right parking stall." Without clear and consensus priorities, it becomes difficult to initiate solutions requiring changes to the parking system (and the status quo) and form partnerships between stakeholders that facilitate success.

TIMELINE: Near-term (0 – 12 months)

Sample Guiding Principles for consideration might include:

- Create a uniform appearance for on- and off-street parking, including signage, striping, and landscaping.
- Extend current brand signage by creating a name, symbol, or design that clearly identifies all public parking.
- Use the 85% Rule to facilitate decision-making.[2]
- Include bike parking and access as a key strategy.

[2] The 85% Rule is an operating principle and parking industry standard. When occupancies routinely reach 85% in the peak hour, more *intensive and aggressive* parking management strategies are called for.

- Expand shared-use partnerships whenever possible and treat all parking as a community resource.
- Provide a forum for ongoing community involvement in parking decisions.
- Treat parking management as a partnership between the City and the business community.
- Ensure that the public parking system is financially sound and self-sustaining.
- Ensure that the City is ready to respond to growth, and recognize that funding will require a varied package of resources and partnerships.

Estimated Costs (STRATEGY 2)

There should be no costs associated with this recommendation other than normal staff costs for moving the plan to City Council for endorsement or approval.

STRATEGY 3

Increase 2-Hour parking stalls and reduce the number of No Limit parking stalls.

Multiple time-stay designations are often confusing to users, particularly shorter stays that do not provide enough time for a typical customer visit. There are currently five different time-stay designations in the downtown, while the majority of on-street parking (61.8%) is unregulated No Limit parking. The number of No Limit stalls should be reduced to ensure that block faces fronting ground-level businesses provide 2-hour parking. This will bring clear and consistent time-stays to downtown and encourage greater employee use of currently unused off-street parking (see Strategy 8).

TIMELINE: Mid-term (0 – 12 months)

- Use 2017 inventory to identify No Limit stalls that front businesses.
- Schedule replacement of these stalls with 2-hour parking in conjunction with Strategy 4 below.

Estimated Costs (STRATEGY 3)

Costs associated with this strategy would be incorporated into signage upgrades outlined in Strategy 4 below.

STRATEGY 4

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 and at all City-owned lots and shared supplies and in parking marketing communications.

The second Guiding Principle recommended in Strategy 2 encourages the City to "Extend brand signage by creating a name, symbol, or design that clearly identifies all public parking." It is recommended that the current, simple stylized "P" (in yellow) be extended throughout the public parking system as the parking brand. This brand can then be used at parking sites and, ideally, as part of a wayfinding system throughout the downtown, and including a gateway signage project (see

Strategy 9). It can also be incorporated into marketing and communications efforts, such as maps, websites, etc.

TIMELINE: Near to mid-term (0 – 24 months)

- With the Parking Work Group (Strategy 2), working with City staff and a design firm to extend the current parking brand in the City of McMinnville of its public off-street facilities, and any shared-use facility that offers visitor access. The design professional would:
  a) Work with stakeholders and the City to create a variety of formats/media types of the current parking brand.
  b) Develop options and assist in developing a final suite of brand format types.
  c) Develop cost estimates for the creation and placement of brand/logo signage packages at all City-owned off-street sites and shared-use facilities.
  d) Assist in signage creation.

Estimated Costs (STRATEGY 4):

It is estimated that engaging a design consultant to carry out the above tasks would range from $15,000-$20,000.

STRATEGY 5

Upgrade on-street parking signage and striping.

Among the noticeable challenges observed by the consultant team was parking signage and striping that is inconsistent, out of date, and at times confusing. Signage should be consistent and communicate clear and positive messages to users. Effective striping will communicate "you can park here," reduce incidents of damage to vehicles, and facilitate compliance.

Additionally, incorporating the City's parking logo into the on-street system should be considered as a means of integrating the on- and off-street systems and further brand reinforcement.

TIMELINE: Mid-term (12 – 24 months)

- Replace/upgrade signage.
- Repaint/repair curbs and curb markings.
- Stripe all on-street areas where parking is allowed.

Estimated Costs (STRATEGY 5)

In a previous study conducted for Prineville, Oregon, the City estimated it spends $145 per block to stripe parallel parking in its downtown. Using this estimate, a budget of $5,000 annually for on-street stripe upgrades and maintenance would accommodate nearly 35 typical city blocks. This budget is likely to decrease as routine maintenance is implemented. Individual street signs average $150-$300 each.

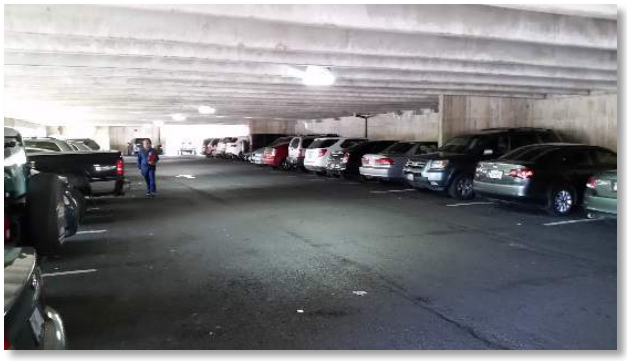
McMinnville: Faded striping

STRATEGY 6

Upgrade the 5th Avenue public garage (e.g., exterior signage, interior lighting, signage, etc.).

Given the proximity of the 5th Avenue public garage to the Downtown core, upgrading the garage would set a higher standard for appearance, format, and design for the off-street system. The garage should increase its interior lighting and exterior signage, utilizing the City branding to encourage long-term users and overflow from the higher occupied on-street blocks.

A new and improved garage would help set a new standard for parking in McMinnville, encouraging private lot owners to upgrade and setting the tone for future parking development.



Views of 5th Avenue Garage

TIMELINE: Near-term (0 – 12 months)

- Evaluate and cost needed improvements to the 5th Avenue garage.

TIMELINE: Mid- to Long-term (12 – 24 months)

- Initiate and complete garage upgrades.

Estimated Costs (STRATEGY 6)

Not enough is known regarding current maintenance costs associated with the garage to estimate costs at this time. These costs would be determined during the near-term assessment/evaluation.

STRATEGY 7

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 development.

The current code for off-street parking (Chapter 17.60) lacks clear language for encouraging the sharing of parking supplies between existing land uses on private surface parking lots in the downtown. Though the existence of some organic shared use agreements may be in place, it was not clear whether they would be allowed by City code. For instance, could an owner of an existing lot (with unused supply) provide and/or sell that unused supply to general users of the downtown (e.g., visitor and/or employees of the corridor)? Could the owner of an existing parking lot (with surplus supply) begin charging for parking on evenings and weekends for accessory and non-accessory users? Code language related to how existing parking can or could be used to serve existing uses is unclear and could be clarified in 17.60.120.

The City and stakeholders indicate that they favor greater shared use of existing (and future) off-street supplies. This strategy may simply be a housekeeping exercise to ensure that shared use for existing and new parking supply is clearly allowed and communicated.

TIMELINE: Mid-term (0 – 12 months)

- Reexamine and/or clarify McMinnville's parking code as regards shared uses.

Estimated Costs (STRATEGY 7)

There should be no additional costs associated with this recommendation if it can be initiated as a staff-led effort in consultation with the City Council.

STRATEGY 8

Identify off-street shared-use opportunities based on data from 2017 off-street occupancy study. Establish goals for transitioning employees to off-street parking, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.

The majority of parking in the downtown is off-street in privately owned assets. Per the 2017 downtown parking study, there are significant surpluses in the off-street supply. Based on the principle that "all parking should be seen as a community resource," shared uses of privately owned parking should be identified and pursued.

Figure G provides an illustration from the 2017 study of peak-hour occupancies in off-street lots. At the 42 sites surveyed, nine are occupied at levels greater than 85%. The remainder maintain surplus supply; approximately 650 stalls are empty in the peak weekday hour (11:00 AM – 12:00 PM).

Extrapolating this data to the entire off-street supply (75 sites) would leave as many as 854 stalls unused in the peak hour. This is an untapped resource for "getting the right parker to the right stall"—in this case, transitioning employees to off-street facilities—and for absorbing new demand.

Figure G: Potential Shared Use Opportunity Sites

TIMELINE: Near-term (0 - 12 months)

- Use data from the 2017 downtown parking study to identify facilities that could serve as reasonable shared-use opportunity sites. Criteria could include proximity to employers, a meaningful supply of empty stalls, pedestrian/bike connectivity, walking distance/time, safety and security issues, etc.
- Based on the above, develop a short list of opportunity sites and identify owners.
- Establish a target goal for the number of downtown employees to transition into opportunity sites.

TIMELINE: Mid-term (12 – 24 months)

- Begin outreach to owners of private lots.
- Negotiate shared-use agreements.

TIMELINE: Long-term (24 – 36+ months)

- Obtain agreements from downtown businesses to participate in the employee assignment program.
- Implement program.

Estimated Costs (STRATEGY 8):

It is estimated that costs associated with this strategy would be mostly expended in efforts of existing staff and/or partnerships with the McMinnville Downtown Association to identify opportunity sites and conduct outreach to potential private sector participants. Planning may determine that funds are needed to create incentives and/or improve the condition of facilities and connections.

STRATEGY 9

Explore valet options (with downtown restaurants) and overnight parking opportunities (with hotels) for use of surpluses in the City garage.

With a surplus of parking located in the 5th Avenue Garage, downtown restaurants and hotels could use the 222 parking stalls as a valet parking option. Peak occupancy was 81.5% during the weekday (10:00 – 11:00 AM), while weekend occupancy dropped significantly to 17.6%, leaving 183 unoccupied stalls in the peak hour (3:00 – 4:00PM). The high occupancy area is along NE 3rd Street; therefore, a two-block valet parking option should be explored, especially as on-street parking becomes more congested in the future.

5th Avenue Garage

TIMELINE: Near- to mid-term (0 – 12 months)

- Engage the McMinnville Downtown Association, and local restaurants and hotels to determine interest/feasibility of implementing a valet program in the 5th Avenue garage.

TIMELINE: Mid-term to Long-term (12 - 36+ months)

- Outline local valet programs – logistics, contracts, protocols, oversight.
- Ensure garage upgrades (Strategy 6) coincide with valet program and that routine data collection enables a well-managed valet program for the local community.

Estimated Costs (STRATEGY 9)

There should be minimal additional costs associated with this recommendation if it can be initiated as a staff level, hosted by the City in partnership with downtown business interests. Costs of valet services can be in the range of $20 - $25 per hour. These costs can be off-set by fees charged to park (if applicable).

STRATEGY 10

Add bicycle parking at strategic locations to create connections between parking and the downtown.

When we talk about parking management, we're not just talking about cars. Communities throughout Oregon support bicycling as a key sustainable transportation strategy, and the Oregon Transportation Planning Rule requires it for new developments. McMinnville can become a city that encourages a "park once" philosophy, where people park their vehicles and then bike or walk to shop, dine, and recreate in the downtown. Providing adequate bicycle parking can also expand the capacity of the overall parking supply. The city has a few staple racks in front of retail stores, but more racks are a visible indicator of a bike-friendly community.

"Zagster" Bike Share – Bend, OR


Example: Art Rack Baker City, OR

It is recommended that the City expand its approach to bike parking to deliver a four-strategy approach. It is assumed that this would support future efforts to expand the City's bike lane network.

The four-strategy approach includes:

a) *Sidewalk bike parking*
   Identify locations for added bike parking in pedestrian amenity zones.
b) *Bike corrals*
   Identify locations for bike corrals on-street and in plaza areas adjacent to high-traffic businesses.
c) *Bike parking on private property*
   Identify areas on private property for bike parking improvements, especially for employees, e.g. interior bike cages, wall rack locations, and other secure areas.
d) *Identify funding/incentives*
   Assemble funding sources necessary to implement a) – c).

TIMELINE: Near- to Mid-term (0 – 24 months)

- Identify on- and off-street locations for bike racks, bike boxes, and bike corrals.
- Add high-visibility bike parking throughout downtown, encouraging visitors to stop and shop all of throughout downtown.

TIMELINE: Long-term (24 – 36 months)

- Consider using bike corrals or clusters in parking areas to maximize bike parking.

Estimated Costs (STRATEGY 10)

The cost of inventorying potential bike parking locations could be incorporated into the data collection portion of Strategy 15 below. Site identification could also be done through volunteer efforts and by working with downtown stakeholders and bike advocates. Costs are likely minimal.

Estimated unit costs[3] for actual bike infrastructure:

- Staple or inverted U racks[4]: $150-$200
- Wall-mounted racks: $130-$150
- Bike corral $1,200[5]
- Art rack variable based on design

STRATEGY 11

Establish business-to-business outreach and communications on parking issues and planning.

This strategy is most likely an addendum to Strategy 1, which uses the Parking Work Group as a source for targeted strategic communications to downtown businesses, employees, and the broader community. However, it is listed here as Strategy 11 because outreach and communications are most successful when key plan elements are formalized and packaged in clear, focused, and concise terms. This would involve completion of signage upgrades (Strategies 3 and 4) and brand enhancement (Strategy 6).

A program of visits to downtown businesses with informational materials and "open ears" would be employed. This could be accommodated through the McMinnville Downtown Association or Work Group volunteers. Information from such visits would be catalogued and reported back to the Work

[3] Does not include the cost of installation.

[4] The consultant discourages the use of 'wave' racks, as they are more difficult to get a bike in and out of and do not provide two points of contact on the bicycle, which makes them more prone to falling over.

[5] Based on City of Portland cost estimate for six staple racks (12 bike parking spaces), striping, bollards, and installation.

Group. Similar programs are in place in other cities, including Gresham ("Customer First") and Oregon City (through the Oregon City Main Street Partnership).

TIMELINE: Near- to mid-term (0 – 24 months)

- Support outreach efforts of a downtown Parking Work Group.
- Work with the McMinnville Downtown Association and City staff to participate in and support the Work Group in these efforts.

TIMELINE: Long-term (24 – 36+ months)

- Conduct ongoing outreach and communications with downtown stakeholders supported by sound data and targeted outcomes.

Estimated Costs (STRATEGY 11)

Key costs for outreach include materials development (graphic design of brochures, flyers, web-based resources, etc.). Estimated costs could range from $1,500 to $3,000 annually.

STRATEGY 12

Develop and adopt a policy and process for the formation of Residential Parking Permit Zones in residential neighborhoods adjacent to the downtown impacted by parking spillover from downtown commercial growth.

Residential parking permit programs are one means to minimize parking conflicts between residents and neighboring commercial areas as it creates a process and a program which has clear guidelines for all users. With the continuing growth of the downtown, neighboring residents are likely have or are going to see an uptick in short-term vehicle trips associated with local retail/restaurants. Working with the neighborhood and local businesses, it is recommended that the City work to develop and adopt a process for the development of a Residential Parking Program (RPP). Many cities throughout the country have adopted similar programs with great success; Portland, Hood River, Corvallis, OR being examples.

TIMELINE: Near- to mid-term (0 – 24 months)

- Work with the local neighborhoods abutting the downtown as well as local businesses to craft an agreed upon policy and process for establishment of a Residential Parking Permit (RPP) program for the City of McMinnville.
- Establish initial and on-going metrics that need to be in place to ensure the majority of residents within a determined boundary are in agreement to partake in an RPP.

TIMELINE: Long-term (24 – 36+ months)

- Bring a policy to City Council for adoption of a Residential Parking Permit program.

Estimated Costs (STRATEGY 12)

This strategy has potential cost impacts associated with the maintenance and implementation of the program for the City. However, many cities recover costs through fees charged for the permits.

STRATEGY 13

Explore and develop funding options for maintaining the existing parking supply and funding future growth.

A wide range of funding sources and revenue streams could be used to implement an enhanced parking management plan and develop new parking capacity in McMinnville. Given the costs associated with building structured parking facilities, considering new and feasible funding mechanisms is prudent. The lists of potential sources here are not exhaustive, nor are these sources mutually exclusive. Funding for parking facilities, particularly garages, in emerging urban areas generally requires multiple sources.

The use of fees continues to evolve as various State laws or City ordinances are authorized. Implementation of fees should be reviewed by the City Attorney to determine their feasibility in light of applicable laws.

The options below assume a more detailed discussion of the role of the City in future funding of parking, and public discussion regarding use of public funds to build and operate new systems.

Options Affecting Customers

User Fees
Many cities collect revenue through parking meters and/or sale of permits, and direct it to parking or transportation development enterprise funds. Transit or shuttle riders pay in the form of fares. These funds can be used to construct or bond for additional parking or transit capacity.

Event Ticketing Surcharges
Surcharges may be imposed in conjunction with local and regional facilities (e.g., performing arts, sports, and concert venues) to support development of access systems. Fees are generally applied to ticket costs.

Parking Fines
Revenues are collected for parking violations and a portion directed to parking development enterprise funds.

Options Affecting Businesses

Parking and Business Improvement Area or District (BIA or BID)
An assessment on businesses and/or property owners, these can be based on assessed value, gross sales, square footage, number of employees, or other factors established by the local legislative authority. Salem, Oregon assesses a fee on businesses in its downtown Parking District to support parking services and future supply. Portland assesses a business income tax through the State of Oregon to support transit.

Options Affecting Property Owners

Special or Local Improvement District (SID/LID)
An SID or LID is a property tax assessment that requires value-based approval by property owners within a specifically identified boundary. LIDs usually result from a petition process requiring a majority of owners to agree to an assessment for a specific purpose—in this case, a parking facility infrastructure improvement.

Options Affecting Developers

Fee-in-Lieu
Developers may be given the option to pay a fee in lieu of providing parking with a new private development. Fees-in-lieu provide the developer access entitlements to public parking facilities near the development site.

Fees-in-lieu can be assessed up to the full cost of parking construction. However, most programs have fees that are less than the full cost of development. Therefore, fees-in-lieu do not provide sufficient revenue to fully fund parking facilities, and are combined with other revenue sources.

If a fee-in-lieu is considered a realistic funding source, the City should be clear on its role and responsibility in providing new parking supply. As mentioned in Section C regarding potential challenges, "determining and clarifying the City's role in facilitating, managing, and most importantly growing the parking supply" is critical.

In this regard, there will need to be greater clarity on the intent and purpose of the fee, its use in increasing parking capacity, and the commitment(s) the City will make to those who pay the fee. Lack of specificity in this regard limits discussion of the type of fee, the rate, and the programs and strategies needed to achieve desired outcomes. A useful guide to the diversity of cash-in-lieu programs and their advantages and disadvantages is Donald Shoup, Journal of Planning and Education Research, 18:307-320, 1999.

Public/Private Development Partnerships
Development partnerships are generally associated with mixed-use projects in which parking is used to reduce the cost of private office, retail, or residential development. Public/private development can occur through a variety of arrangements, including:

a) Public acquisition of land and sale or lease of land/air rights not needed for parking to accommodate private use.
b) Private development of integrated mixed-use development with sale or lease-back of the public parking portion upon completion.
c) Responsibility for public sector involvement directly by the City, through a public development authority or other special purpose entity, such as a public facility district created for the project district or downtown area.

Options Affecting the General Public

General Obligation (GO) Bonds
Local jurisdictions may issue voted or non-voted bonds to develop parking or transit infrastructure, subject to overall debt limit requirements. With GO bonding, the municipality pledges its full faith and credit to repayment of the debt from general fund resources. In effect, general fund revenues would be reserved to repay debt that could not be supported by parking or transit revenues alone. Again, there may be imposed limits on the municipality for voter-approved or non-voted debt.

Refinancing GO Bonds
This involves refinancing existing debt at lower rates, and pushing the savings from the general fund to debt coverage for new infrastructure. In these times of lower interest rates, the City of Newberg may have already maximized this option.

Revenue Bonds
Revenue bonds dedicate parking fees and other designated revenue sources to the repayment of bonds, but without pledging the full faith and credit of the issuing authority. Revenue bonding is not appropriate in situations where a local jurisdiction's overall debt limit is a factor and projected revenues are insufficient to cover required debt service.

63-20 Financing
A potential alternative to traditional GO bonds, revenue bonds, and LID bond financing, 63-20 financing allows a qualified nonprofit corporation to issue tax-exempt bonds on behalf of a government. Financed assets must be capital and must be turned over free and clear to the government by the time bonded indebtedness is retired. When a municipality uses this technique to finance a public facility, it can contract for the services of a nonprofit corporation (as the issuer) and a builder. The issuer acts on behalf of the municipality, but has no real business interest in the asset being acquired.

Community or Urban Renewal (Tax Increment Financing)
Though originally created for the limited purpose of financing the redevelopment of blighted communities, tax increment financing (TIF) has developed into an integral part of the revenue structure of many local governments. The rapid growth of TIF as an economic development technique of choice to finance land acquisition, site development, and property rehabilitation/revitalization began in the early 1980s. Tax increment financing can provide an ongoing source of local property tax revenue to finance economic development projects, and other physical infrastructure projects, without having to

raise property tax rates. Moreover, TIF can leverage future general fund revenues to support the repayment of property-tax backed debt, without having to go directly to voters for approval, and without violating debt limitations.

State and Federal Grants
In the past, a variety of state and federal grant programs have been applied to funding parking and transit infrastructure in business districts. In the current environment of more limited government funding, there may no longer be readily identifiable programs suitable for parking facility development, though transit may be more feasible.

General Fund Contribution
Local jurisdictions may make either one-time capital or ongoing operating contributions to a downtown parking or transit/shuttle program.

TIMELINE: Near- to mid-term (0 – 24 months)

- Evaluate the range of funding options outlined above.
- Narrow to the most feasible and beneficial options.

TIMELINE: Long-term (24 – 36+ months)

- Implement and pursue the most promising strategies.

Estimated Costs (STRATEGY 13):

This is very much a process task, requiring research and conversations with City policy- and decision-makers and legal counsel, and discussion with a range of potentially affected stakeholders. For the purposes of this discussion, it is assumed that costs would be absorbed internally by the City.

STRATEGY 14

Identify strategically located surface parking lot for lease or purchase as a long-term public parking asset.

As McMinnville continues to develop and experience increasing parking concerns, it is recommended that the City begin to identify surface lot(s) for long-term lease or outright purchase as a long-term asset. Having options for parking or development as residents, employees and visitors utilize the downtown would allow for added flexibility and growth management. A strategic surface lot can also serve as a future parking garage site, once demand necessitates it and financing/funding have been identified (Strategy 13).

A surface lot could also be used for interim event parking (UFO Fest, Farmers Market overflow), employee parking, shared use parking with neighboring retailers and/or hotels, and/or additional visitor

parking – to name a few examples. Having a long-term strategically located asset within a growing and successful downtown should be a key consideration for the City.

TIMELINE: Near- to Mid-term (0 – 24 months)

- Establish selection criteria that support City and community goals and provide flexibility for use of the site.
- Develop a list of potential sites for an additional off-street public parking facility.

TIMELINE: Long-term (24 – 36+ months)

- Identify potential funding sources (Strategy 13).
- Narrow candidate sites based on approved criteria and consultations with potential developers.
- Begin conversations/negotiations with property owners of potential sites on the narrowed candidate list.
- Procure site through long-term lease or purchase.

Estimated Costs (STRATEGY 14)

This long-term strategy has potentially significant cost impacts, much of which will depend on the market value of land at the time of purchase.

STRATEGY 15

Develop a reasonable schedule of data collection to assess performance of the downtown parking supply, including on- and off-street inventory and occupancy/utilization analysis.

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. The data gathered in 2017 provides a sound and objective a baseline for future assessments of the parking supply and for tracking impacts of implementation of Strategies 1 – 14.

The system for supplementing the baseline does not need to be elaborate, but it should be consistent, routine, and structured to answer relevant questions about the metrics listed above. Data can be collected in samples, and other measures of success can be gathered through third-party or volunteer processes. It is recommended that updates occur at least every two years.

The methodology for conducting the 2017 parking inventories and data analyses is provided in Oregon Transportation & Growth Management's Parking Made Easy: A Guide to Managing Parking in Your Community, specifically Chapter 7. The guide can be found at www.oregon.gov/LCD/TGM/docs/parkingprimerfinal71213.pdf.

TIMELINE: Mid- to long-term (24 – 36+ months)

- Conduct routine turnover and occupancy surveys of the on- and off-street facilities in downtown at least every two years.
- Replicate the 2017 RWC study boundary to have an accurate data comparison.
- Determine a routine schedule and timeline for implementation.
- The Parking Work Group can use this data to inform ongoing decisions in an objective manner.

Estimated Costs (STRATEGY 15)

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.

IX. SUMMARY

McMinnville is one of Oregon's top destination cities with a bustling and historic downtown and a proven wine tourism backbone. With the extension of the Urban Renewal district and future developments, McMinnville is likely to face new pressure on its parking supply. The strategies above represent a toolbox of methods with which to manage the parking-related challenges and barriers that come with a successful downtown McMinnville.

This report recommends parking management strategies that directly address these issues through data analysis, observation, and stakeholder input. Strategies follow a logical order of implementation to achieve desired results, from near- to mid- to long-term, with estimated costs where appropriate. It is hoped that portions of this plan can be implemented as expediently as possible.

X. STRATEGY MATRIX

Table 3 summarizes the strategies recommended in **Section VIII**. PARKING MANAGEMENT STRATEGIES . This summary can be used as a concise outline of all recommendations and as a checklist of actions needing attention for a possible Downtown Parking Work Group.

Table 3: Recommended Strategies Summary

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
1. Establish a Downtown Parking Work Group as a forum for addressing parking issues in the downtown.	• Schedule work group meetings routinely to advocate, shepherd, track and communicate plan. • Build upon current parking "brand."	• Help facilitate data collection efforts. • Assess Plan progress. • Provide input to City Council. • Coordinate communications with the broader downtown business community. • Determine and implement actions.	• Evolve into a formal advisory committee to City Council on downtown parking issues and meet on a more frequent (i.e., monthly) schedule.	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 in partnership with downtown business interests.
2. Establish Guiding Principles for Parking	• Establish and adopt Guiding Principles			No additional costs beyond staff time to adopt or endorse.
3. Increase 2-Hour parking stalls and reduce the number of "No-Limit" parking stalls.	• Use 2017 inventory to identify No-Limit stalls that front visitor oriented businesses. • Schedule to replace these stalls with 2-hour parking in conjunction with Strategy 4 below.			Costs included in work related to Strategy 4.

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
4. 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 and at all City-owned lots and shared supplies and in parking marketing communications.	• Work with stakeholders and the City to create a variety of formats/media types of the current parking brand.		• Deploy branding throughout system.	It is estimated that engaging a design consultant to carry out the tasks identified above would range from $15,000 - $20,000.
5. Upgrade on-street parking signage and striping		• Replace/upgrade old signage. • Repaint/repair curbs and curb markings. • Stripe all on-street parking where parking is allowed.		A budget of $5,000 annually for on-street stripe upgrades and maintenance would accommodate nearly 35 City blocks. This budget is likely to be lower as routine maintenance is implemented over time. Individual street signs average $150 - $300 each.
6. Upgrade the 5th Avenue public garage.	• Assess and evaluated necessary upgrades to the 5th Avenue garage (e.g., signage, lighting, paint, etc.).	• Initiate and complete garage upgrades.		Not enough is known at this time about current maintenance costs and needed improvements.
7. Clarify code guidelines related to shared parking opportunities that could impede efficiencies for allowing non-accessory access in existing and new off-street parking development.	• Reexamine and clarify McMinnville's parking code related to shared uses.			There should be no additional costs associated with this recommendation if it can be initiated as a staff led effort in consultation with the City Council.

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
8. Identify off-street shared-use opportunities based on data from 2016 off-street occupancy study. Establish goals for transitioning employees to off-street parking, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.	• Use data from the 2017 downtown parking study to identify facilities that could serve as reasonable shared use opportunity sites. • Based on the above, develop a short list of opportunity sites and identify owners. • Establish a target goal for the number of downtown employees to transition into opportunity sites.	• Begin outreach to owners of private lots. • Negotiate shared use agreements.	• Obtain agreements from downtown businesses to participate in the employee assignment program. • Implement program.	Costs associated with this strategy would be mostly expended in efforts of existing staff and/or partnerships with the McMinnville Downtown Association to identify opportunity sites and conduct outreach to potential private sector participants. Planning may determine that funds are needed to create incentives and/or improve the condition of facilities and connections.
9. Explore valet options (with downtown restaurants) and overnight parking opportunities (with hotels) for use of surpluses in the City garage	• Engage the McMinnville Downtown Association, and local restaurants and hotels to determine interest/feasibility of implementing a valet program in the 5th Avenue garage.	• Outline local valet programs – logistics, contracts, protocols, oversight, etc. • Ensure garage upgrades coincide with valet program and that routine data collection enables a well-managed valet program for the local community.		There should be minimal additional costs associated with this recommendation if it can be initiated as a staff level, hosted by the City in partnership with downtown business interests. Costs of valet services can be in the range of $20 - $25 per hour. These costs can be off-set by fees charged to park (if applicable).
10. Add bike parking at strategic locations to create connections between parking and the downtown.	• Identify on and off-street locations for bike racks, bike boxes, and bike corrals. • Add high-visibility bike parking throughout downtown, encouraging visitors to stop and shop		• Consider using bike corrals or clusters in parking areas to maximize bike parking.	Site identification could also be done through volunteer efforts and by working with downtown stakeholders and bike advocates. Costs very based on type of system installed.

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
11. Establish business-to-business outreach and communications on parking issues and planning.	• Support outreach efforts of a Downtown Parking Work Group. • Work with the McMinnville Downtown Association and City staff to participate in and support the Work Group in these efforts.	• On-going outreach and communications with downtown stakeholders supported by sound data and targeted outcomes.		Key costs for outreach include materials development (e.g., brochures, flyers, etc.). It is estimated this could be adequately covered in the McMinnville downtown for approximately $2,500 annually.
12. Develop and adopt a policy and process for the formation of Residential Parking Permit Zones in residential neighborhoods adjacent to the downtown impacted by parking spillover from downtown commercial growth.	• Work with the local neighborhoods abutting the downtown as well as local businesses to craft and agreed upon a replicable RPP program • Establish initial and on-going data metrics for the program.		• Bring policy to City Council for adoption.	This strategy has potential cost impacts associated with the maintenance and implementation of the program for the City. However, many cities recover costs through fees charged for the permits.
13. Explore and develop funding options for maintaining the existing parking supply and funding future growth.	• Evaluate the range of funding options outlined above. • Narrow to most feasible and beneficial.		• Implement and pursue most promising strategies.	This is very much a process task, requiring research and conversations with City policy- and decision-makers and legal counsel, and discussion with a range of potentially affected stakeholders. For the purposes of this discussion, it is assumed that costs would be absorbed internally by the City.
14. Identify strategically located surface parking lot for lease or purchase as a long-term public parking asset.	• Establish selection criteria that support City and community goals and provides flexibility for use of the site. • Develop a list of potential sites for an additional		• Identify potential funding sources (Strategy 13) • Procure site through long-term lease or purchase.	This long-term strategy has potentially significant cost impacts, much of which will depend on the market value of land at the time of purchase.

STRATEGY	Near-Term (0-12 months)	Mid-term (12 – 24 months)	Long-Term (24 – 36+ months)	Estimated Cost
15. Develop a reasonable schedule of data collection to assess performance of the downtown parking supply, including on- and off-street inventory and occupancy and utilization analysis.	• A baseline parking inventory of all on and off-street parking within the downtown has been completed in 2017.	• Conduct routine turnover and occupancy surveys of the on and off-street facilitates in downtown no less than every two years. • Replicate the 2017 RWC study boundary to have an 'apples to apples' data comparison. • Determine data collection routine schedule/timeline for implementation. • The Parking Work Group can use this data to inform ongoing decisions in an objective manner.		A turnover/occupancy study would range from $25,000 - $30,000 if conducted by a third party consultant.

ATTACHMENT A

Summary of Off-street Parking Inventory

The table below illustrates the entire off-street parking inventory identified by Lot ID, site name, number of stalls, and the percentage of the off-street supply. Of the seventy-five off-street sites, forty-two (42) sites were surveyed for parking utilization during the data collection process, including four (4) public off-street lots (Lot #s 27, 28, 47, 50).

Table: 2017 Downtown McMinnville Off-Street Inventory by Site

Lot ID	Off-Street Parking Sites[6]	Stalls	% of Total
1	McMinnville Chamber of Commerce	29	1.4%
2	Citizens Bank	31	1.5%
3	Ticor Title	11	0.5%
4	Dutch Bros	3	0.1%
5	Oregon Mutual Insurance	140	6.8%
6	Oregon Mutual Insurance – Rear	22	1.1%
7	Yamhill County Family + Youth Program	19	0.9%
8	Vacant Building	7	0.3%
9	The Springs Living	13	0.6%
10	Frontier	7	0.3%
11	Board of County Commissioners	19	0.9%
12	Dept. Planning + Dev	19	0.9%
13	Yamhill Co Public Health	33	1.6%
14	Court Appointed Advocates	6	0.3%
15	Private Residence	5	0.2%
16	707 NE 5th St	4	0.2%
17	Galloway Place	2	0.1%
18	Cynthia Kaufman Noble LLC	5	0.2%
19	Utility Yard	6	0.3%
20	Boxer Boys	4	0.2%
21	Cellar Ridge Construction	7	0.3%
22	Elizabeth Chambers Winery	10	0.5%
23	Buchanan Cellars	5	0.2%

[6] Sites highlighted in red were not surveyed for parking utilization during the data collection phase of this study.

Lot ID	Off-Street Parking Sites[6]	Stalls	% of Total
24	Carlyle Construction	8	0.4%
25	Cozine House/ First Federal	17	0.8%
26	Retail Parking	10	0.5%
27	**Retail – 2 Hour Parking**	**26**	1.3%
28	**Retail – 2 Hour Parking**	**30**	1.5%
29	US Bank	20	1.0%
30	Retail Parking	3	0.1%
31	Retail Parking	3	0.1%
32	News Register	37	1.8%
33	News Register	13	0.6%
34	McMinnville Glass Shop Entrance	5	0.2%
35	Portland & Western McMinnville Depot	20	1.0%
36	Lost in the 50s	10	0.5%
37	Village Outlier/ Yamhill County	54	2.6%
38	Third Street Animal Hospital	4	0.2%
39	Golden Valley	58	2.8%
40	Mini Super Hidalgo	19	0.9%
41	Acupro Oregon Computer Sales	14	0.7%
42	Northwest Spine & Sport	9	0.4%
43	Acupro Oregon Computer Sales	40	2.0%
44	HBF International	69	3.4%
45	First Federal	64	3.1%
46	Berkshire Hathaway	11	0.5%
47	**Public - 2 Hour Parking**	**29**	1.4%
48	Public – All Day Parking	17	0.8%
49	Key Bank	20	1.0%
50	**Public – 2 Hour Parking**	**53**	2.6%
51	Multi-Tenant Parking	15	0.7%
52	The Springs Living	5	0.2%
53	Rays Auto Service Back lot	27	1.3%
54	Rays Auto Service Front lot	0	0.0%
55	Unknown	27	1.3%
56	K Mini Mart	13	0.6%
57	Headstart of Yamhill County	15	0.7%
58	Headstart of Yamhill County – Bus Parking	10	0.5%

Lot ID	Off-Street Parking Sites[6]	Stalls	% of Total
59	McMinnville Praise Assembly	40	2.0%
60	Mountain View – Dr. Marvin Johnson and Thomas Kolodge	24	1.2%
61	Farmers Insurance	23	1.1%
62	James Catholic Church/ School	128	6.3%
63	McMinnville Fire Department	34	1.7%
64	Public – All Day Parking/ Civic-City Hall	38	1.9%
65	Public – All Day Parking	15	0.7%
66	First Presbyterian Church	12	0.6%
67	First Presbyterian Church – Rear	15	0.7%
68	Macy & Son Memorial Chapel	25	1.2%
69	Poseyland Florist	7	0.3%
70	McMinnville Co-op/ Public – All Day Parking	49	2.4%
71	US Post Office	31	1.5%
72	Authorized Vehicles Only	69	3.4%
73	5th Avenue Garage	222	10.8%
74	The Granary	120	5.9%
75	McMinnville Grand Ballroom	13	0.6%
	Off-Street Supply (75 sites)	**2,046**	**100%**
	Off-Street Supply Surveyed (42 sites)	***1,665***	***81.4%***

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MEMORANDUM

To: Heather Richards, City of McMinnville
From: Rick Williams, Owen Ronchelli, and Pete Collins, RWC
Date: September 6, 2017
Project: Downtown McMinnville Parking Study
Subject: **Task 2: Technical Memorandum 1 – Inventory Summary**

This memorandum summarizes the project purpose as well as presents the inventory of the on- and off-street parking supply within the downtown McMinnville Parking Study Area. The purpose of the project is to provide an objective understanding of parking behavior in downtown using accurate data and to develop management strategies the City can implement to compliment an already thriving and growing Downtown McMinnville.

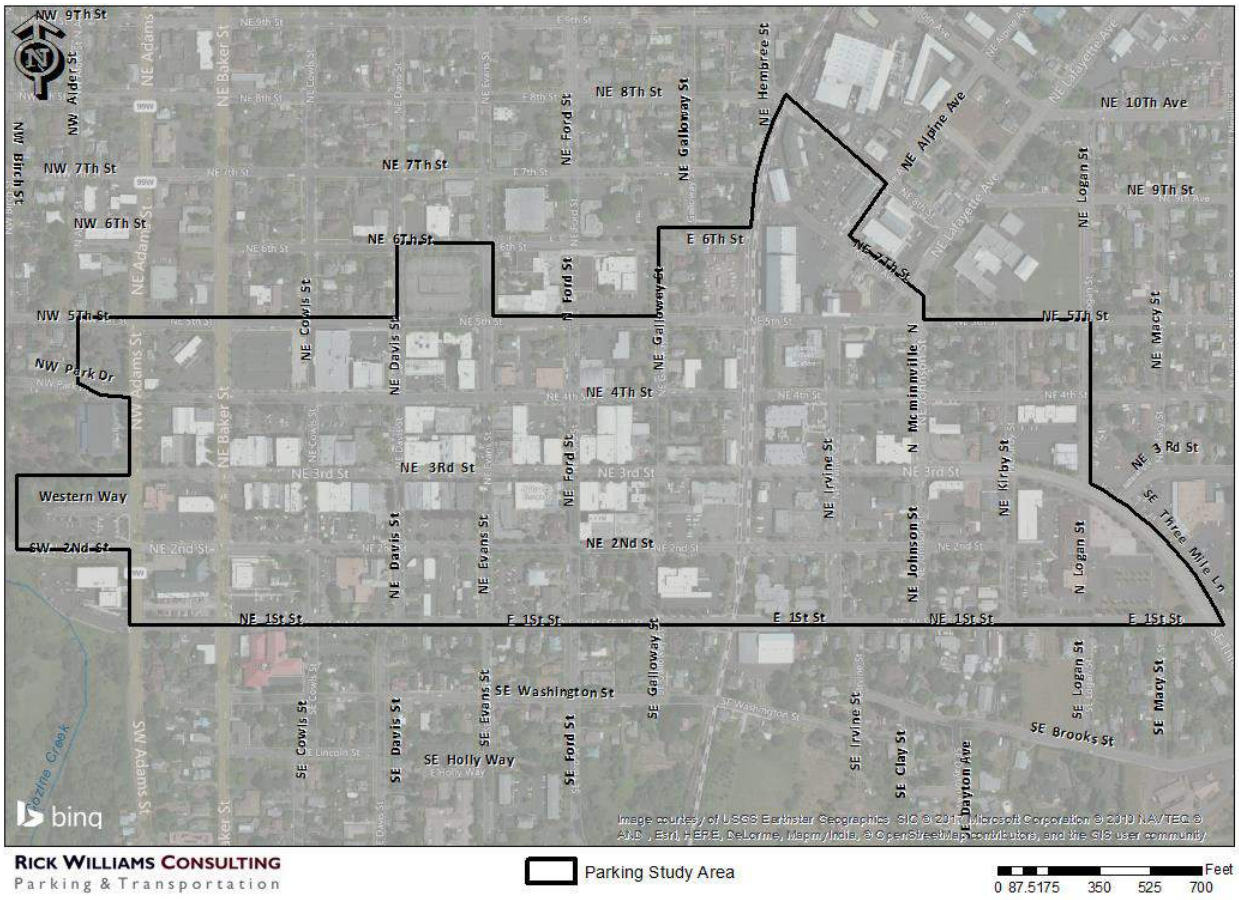
This technical memorandum sets out to accurately summarize the complete on and off-street parking supply within the study area boundary as provided for in Task 2 of the project work scope.

I. STUDY AREA

The City of McMinnville is interested in an objective assessment of the dynamics of use within the parking supply, both on-street and off-street (public and private) associated with the area north of 1st Street, south of 5th Street and extension, east of NW Adams Street/NW Birch/NW Alder and west of N Logan Street/SE Three Mile Lane. The study area was determined in conjunction with the project Stakeholder Advisory Committee and city staff.

The inventory provides a categorization (i.e., on and off-street, by time restriction, by lot or garage) of the parking supply that exist to support the business and commerce, and residences of the downtown. To this end, this study focuses on on-street parking stalls located within close proximity to the downtown core along NE 3rd Street as well as 75 off-street lots (both public and private) located throughout the study area. The inventory of off-street lots are evaluated as sites that currently, or could possibly, serve commercial uses in the downtown. **Figure A** (page 2) illustrates the Downtown McMinnville study area boundary.

Figure A: Parking Inventory Study Area



II. PARKING SUPPLY

The consultant team inventoried the on and off-street parking supply on the morning of Monday, May 8th, 2017. The inventory day was selected in consultation with McMinnville City staff as were specific streets and lots seen as reasonably serving downtown uses and/or showing potential for serving downtown activities.

The total supply of parking within the parking study includes 2,845 parking stalls, of which 798 (28%) are on-street stalls and 2,047 (72%) are off-street stalls located on 75 off-street sites. Four (4) off-street public parking lots are included as part of the comprehensive off-street inventory. Components used as the basis for the parking study assessment include:

On-Street

As all of on-street parking stalls are within close proximity to the Downtown core, 100% of the on-street stalls was inventoried and subsequently surveyed, amounting to 798 on-street stalls. Stalls were categorized by type (i.e. timestay, NL (No Limit) and ADA (American Disability Act – Handicapped) stalls).

Table 1 presents a breakout of the on- and off-street parking inventoried in Downtown McMinnville.

Table 1: 2017 Downtown McMinnville On-Street Inventory

Stalls by Type	Stalls	% of Total
10 Minutes (Signed)	1	< 1%
15 Minutes (Signed)	1	< 1%
2 Hours (Signed)	282	35.3%
ADA Accessible (Signed)	21	2.6%
No Limit	493	61.8%
On-Street Supply	*798*	*100%*
Off-Street Supply (75 sites)	2,047	100%
Off-Street Supply Surveyed (42 sites)	*1,666*	*81.4%*
Off-Street 2 Hour Parking Supply[1]	*138*	*6.7%* *(of off-street supply)*
Total Supply	**2,845**	**100%**
Total Supply Surveyed	***2,464***	***86.6%***

From **Table 1** the following on-street findings can be derived:

- 35% of the on-street supply is provided in the form of 2 Hour stalls.
- 62% of the supply is provided in the form of No Limit stalls, or stalls with no time restrictions.
- Nearly 3% of the on-street supply is devoted to ADA Accessible stalls.
- Only two stalls in the downtown study area are dedicated to quick trips (stalls of 30 minutes or less).

Off-Street

The entire public and private off-street parking supply has 2,047 stalls spread across 75 sites. The parking inventory captures all parking stalls within the study boundary including small parking areas in alleyway (if applicable), reserved stalls for specific user groups (e.g., emergency vehicles, ADA Accessible, etc.). As such, this represents the total available off-street parking supply for all users of the

[1] A sub-category of off-street stalls dedicated to short-term stays (stays of 2 hours or less).

Downtown. When it comes to the data collection effort, measuring parking utilization, only a portion of those stalls will be evaluated. This is done to make efficient use of survey resources; managing data collection costs while also delivering highly accurate findings. That sampling of off-street sites is noted in **Table 1** – *Off-Street Supply Surveyed (42 sites)*. Of the total supply, 1,666 stalls will be evaluated for occupancy which represents an 81% sample of the whole off-street system – a highly statistically valid and accurate sample of off-street parking behavior/utilization.

From **Table 1** the following off-street findings can be derived:

- The public and private off-street parking system has 2,047 parking stalls.
- The 2,047 stalls are distributed across 75 individual sites throughout the study area.
- 138 stalls (7% of the supply) are designated for short-term stays, 2 Hour parking.
- 81% of the total off-street supply will be sampled for parking utilization.

Table 2 illustrates the entire off-street parking inventory identified by Lot ID, site name, number of stalls, and the percentage of the off-street supply. Of the seventy-five off-street sites, forty-two (42) sites will be surveyed for parking utilization during the data collection process, including four (4) public off-street lots (Lot #s 27, 28, 47, 50). **Figure B** (page 7) displays the geographical distribution of all the off-street parking sites included in the inventory identified by Lot ID number.

Table 2: 2017 Downtown McMinnville Off-Street Inventory by Site

Lot ID	Off-Street Parking Sites[2]	Stalls	% of Total
1	McMinnville Chamber of Commerce	29	1.4%
2	Citizens Bank	31	1.5%
3	Ticor Title	11	0.5%
4	Dutch Bros	3	0.1%
5	Oregon Mutual Insurance	140	6.8%
6	Oregon Mutual Insurance – Rear	22	1.1%
7	Yamhill County Family + Youth Program	19	0.9%
8	Vacant Building	7	0.3%
9	The Springs Living	13	0.6%
10	Frontier	7	0.3%
11	Board of County Commissioners	19	0.9%
12	Dept. Planning + Dev	19	0.9%

[2] Sites highlighted in red will not be surveyed for parking utilization during the data collection phase of this study.

13	Yamhill Co Public Health	33	1.6%
14	Court Appointed Advocates	6	0.3%
15	Private Residence	5	0.2%
16	707 NE 5th St	4	0.2%
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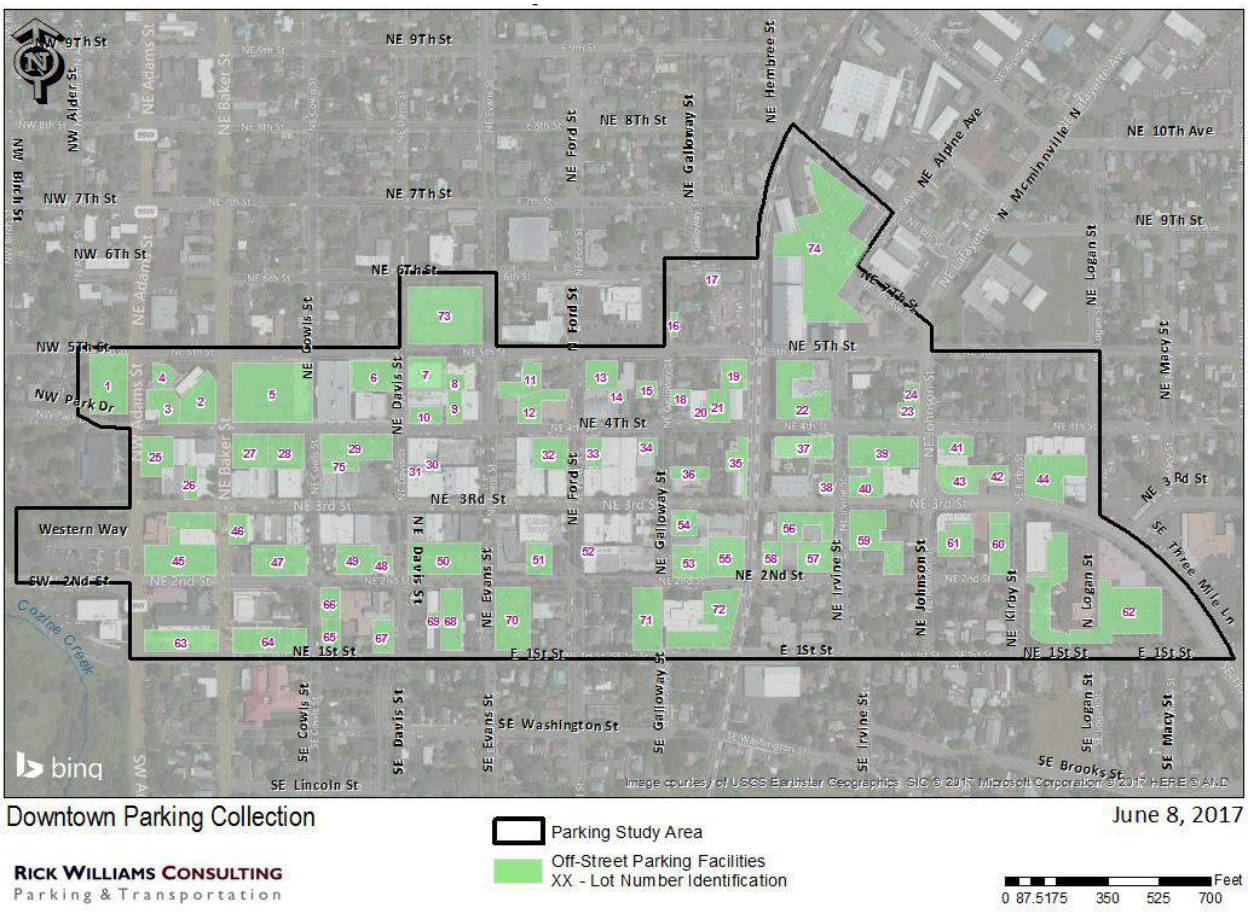
75	McMinnville Grand Ballroom	13	0.6%
	Off-Street Supply (75 sites)	**2,046**	**100%**
	Off-Street Supply Surveyed (42 sites)	***1,665***	***81.4%***

Figure B: Off-Street Parking Inventory Sites



Downtown Parking Collection

June 8, 2017

Parking Study Area

Off-Street Parking Facilities
XX - Lot Number Identification

0 87.5175 350 525 700 Feet

RICK WILLIAMS CONSULTING
Parking & Transportation

III. SUMMARY

Downtown McMinnville' on-street parking supply is healthy and well distributed throughout the study area. There are only a few block faces that prohibit on-street parking for safety purposes (e.g., adjacent to railroad tracks, near the transit center), consequently the supply is proximate and convenient to most downtown businesses. Most of the short-term parking stall (2 Hour) are appropriately located along 3rd Street, the retail 'main street', and intersecting perpendicular streets between 2nd and 4th Streets. Streets beyond this retail core have some mix of time restrictions depending on their location, but are predominantly made up of No Limit stalls. The off-street system is primarily private or accessory to specific adjacent uses, with a handful of lots in public control catering to shorter-term stays (for trips up to 2 hours), which encourages parking turnover and is supportive of neighboring retail businesses. The off-street system complements the on-street supply by allowing for longer-term stays for both employee and customer use.

McMinnville's parking system appears to be well structured and supportive of commerce activities in the downtown. The forthcoming data collection effort will provide helpful utilization information that will detail how these parking assets are being used and when.

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MEMORANDUM

TO:	Heather Richards, City of McMinnville
FROM:	Rick Williams, Owen Ronchelli, and Pete Collins, RWC
DATE:	September 5, 2017
Project:	**Downtown McMinnville Parking Study**
Subject:	**Task 2: Technical Memorandum 2 – Data Collection Methodology**

This memorandum presents the methodology for collecting and assessing on- and off-street parking utilization data within the downtown McMinnville parking study area. It describes the processes for developing the inventory, collecting data, entering the data, conducting the analysis, as well as the type of information that will be generated, and how it will be used to evaluate existing and projected parking conditions in the study area.

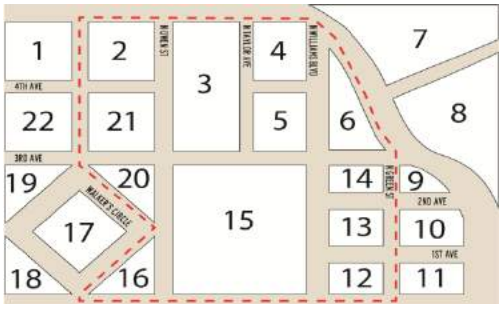
I. INVENTORY

The parking inventory will serve as a baseline for evaluating existing and projected parking conditions in the study area, cataloging the total number of off-street and on-street parking stalls by location and type. The study area map provided by City of McMinnville staff (**Attachment A**) was used to establish the boundaries for the inventory and data collection effort.

Methodology for On-Street Inventory

1. Use of aerial map(s) to identify all on-street parking stalls in the study area.
2. Assign a unique number to each city block within the area (see **Figure 1**).
3. Format the inventory template to include each block face, with the appropriate number of stalls designated by time restriction (see example, **Attachment B**). The template will include columns that identify:

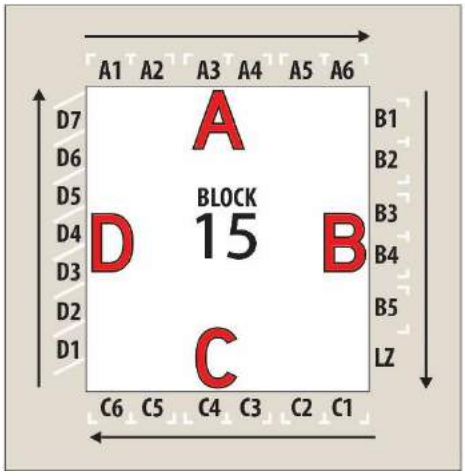
Figure 1 : Assigning Block Numbers



   a. Block # (see **Figure 2**, next page)
   b. Space # (see **Figure 2**)
   c. Time of day (presented in one-hour increments over the period the city elects to conduct its survey, e.g. 7:00 AM – 7:00 PM).
   d. Type of space by time restriction.

4. Conduct field verification to catalog all on-street spaces in the study area. Use a measuring wheel to estimate the number of stalls on block faces that lack striping.
5. Incorporate initial and field-verified counts into the final inventory template.

Figure 2: Parking Inventory Diagram



Methodology for Off-Street Inventory

1. Use of aerial map to identify all parking sites in the study area.
2. Correlate the map to GIS shape files of tax lots to determine the relationship of buildings to parking areas (see example, **Figure 3**).
3. Assign unique descriptors to each building/parking site.
4. Create an inventory template that includes information on each site–descriptor, building name, address, type of use, number of parking stalls, etc. The template will be created in Excel.
5. Use aerial maps to count stalls by site.
6. Incorporate these initial counts into the inventory template (see example, **Attachment C**).
7. Record issues related to specific sites (e.g., tree cover, shade, etc.,) that limit a full count of stalls on site. These issues will be resolved through field verification.
8. Conduct field verification to catalog all off-street spaces in the study area.

Figure 3: Example Mapping of Off-street Inventory

II. DATA COLLECTION

Data collection will provide the information necessary to evaluate existing and projected parking conditions in the study area. Data will include the total number of vehicles parked in the study area over the course of the selected data collection day(s), with stalls denoted by location and type.

Methodology for On-Street Data Collection

1. Field-verify all information from the inventory related to on-street stalls.
2. Finalize an on-street inventory/data collection template (see example, **Attachment B**).
3. Develop route maps based on the most efficient format for collecting data (see example, **Attachment D)**.
4. Collaborate with the City and SAC to determine data collection survey dates and hours.
5. Train and schedule surveyors.
6. Surveyors will survey each on-street stall in the study area on days representing a "typical weekday" and a "typical weekend day".
7. Surveyors will record the license plate number of each vehicle occupying a parking stall.
8. Data will be collected each hour on the hour for a period of 10 hours.

Methodology for Off-Street Data Collection

1. Collaborate with all advisory groups to determine an appropriate process for notifying affected private property sites of the data collection effort.
2. Field-verify all information related to parking sites.
    a. Field verification will address issues raised in the inventory phase and identify sites with unique characteristics to be surveyed during data collection (e.g., time-limited visitor stalls, ADA stalls, etc.).
3. Finalize an off-street inventory template.
4. Develop route maps based on the most efficient format for collecting data at off-street parking sites.
5. Develop templates to collect occupancy information over a 10-hour study period (see **Attachment B)**.
    a. At sites where stalls are time-limited, data collection templates will be modified to allow for the collection of license plate data (to assess average length of stay and turnover).
6. Collaborate with City/SAC to determine data collection survey sites, dates and hours (to coincide with the on-street data collection).
7. Train and schedule surveyors.
8. Surveyors will collect occupancy data at all sites on days representing a "typical weekday" and a "typical weekend day," to be determined with City/SAC.

a. Data will be collected each hour on the hour for a period of 10 hours.
b. In facilities with time-limited parking stalls, both occupancy and license plate data will be recorded.

9. Surveyors will record all data in templates developed for each unique site.

III. DATA ENTRY

1. All data from on- and off-street templates will be entered into a database for analysis.

IV. DATA ANALYSIS

Data will be analyzed and evaluated to derive findings for the following metrics.

Parking Inventory

Parking supply data for on- and off-street facilities will be organized by location, type, and accessory use.

Parking Utilization

Parking utilization data will be analyzed to determine the total number of vehicles parked in the study area, cataloged by location, type, and accessory use and described in terms of occupancy, duration of stay, and turnover, as applicable. These factors, described below, can be quantified for the entire study area and/or sub-areas to provide more specificity regarding use in unique nodes of the downtown.

a. Occupancy

Occupancy is the total number of occupied parking stalls in the study area and is most commonly shown as a percentage of overall system capacity. Occupancy can be calculated for the combined study area, for sub-areas, and/or for individual lots or garages. Where time-restricted and other stall types exist, additional information on occupancy of these stalls is provided.

A parking system is generally considered to be full or at its effective capacity when occupancies reach or exceed 85% in the peak hour. Where more than 85% of stalls are occupied, users may be discouraged from parking, or may add to congestion by circling the area in search of available spaces.

b. Duration of Stay

Duration of stay is the average length of time a vehicle remains in a parking stall. For this study, duration of stay is sampled in one-hour increments. Duration of stay information can be used to calibrate posted time stays to accommodate priority users (e.g., retail customers). It can also be used to identify the total number of vehicles, or percentage of vehicles, that violate posted time restrictions when enforcement hours are in effect, and the rate of vehicle turnover (see below).

Duration of stay is calculated by dividing the total number of vehicle hours parked by the total number of unique vehicles captured in the data.

c. Turnover

Turnover reflects the total number of vehicles using a parking stall over the course of a day, and is typically measured over a 10-hour period. Parking managers use turnover as a measuring stick for the efficiency of a parking system. For instance, if a stall has a 2-hour time restriction, its intended minimum rate of turnover is 5 (10-hour day divided by 2-hour stall). If turnover were demonstrated to be less than 5, the system would be deemed inefficient. A rate greater than 5 would indicate a system operating very efficiently.

d. **Unique Vehicles**

The number of Unique Vehicles is a measure of how many customers, visitors, and employees are accessing the parking district, and can be used as a baseline for commercial growth–more customers and visitors correlates to a more vibrant district. A "unique vehicle" is captured in license plate numbers recorded each hour of the survey.

e. Stays of Five Hours or More

Stays of Five Hours or More can be used to estimate the number of employees using on-street stalls, which is helpful when designing and implementing a district-specific parking management plan and/or calibrating enforcement.

f. Violation Rate

Data will be analyzed to determine the percentage of vehicles that exceed posted time stays. This information can be correlated to actual enforcement data for the survey days, comparing the observed number of violations to actual citations issued. The parking industry targets violation rates of 5% - 7% as a measure of efficiency. When violation rates are below 5%, enforcement may be over-provided and customers may perceive the area as not customer-friendly. When rates exceed 7%, the system is considered inefficient and enforcement may need to be increased.

g. Moving to Evade

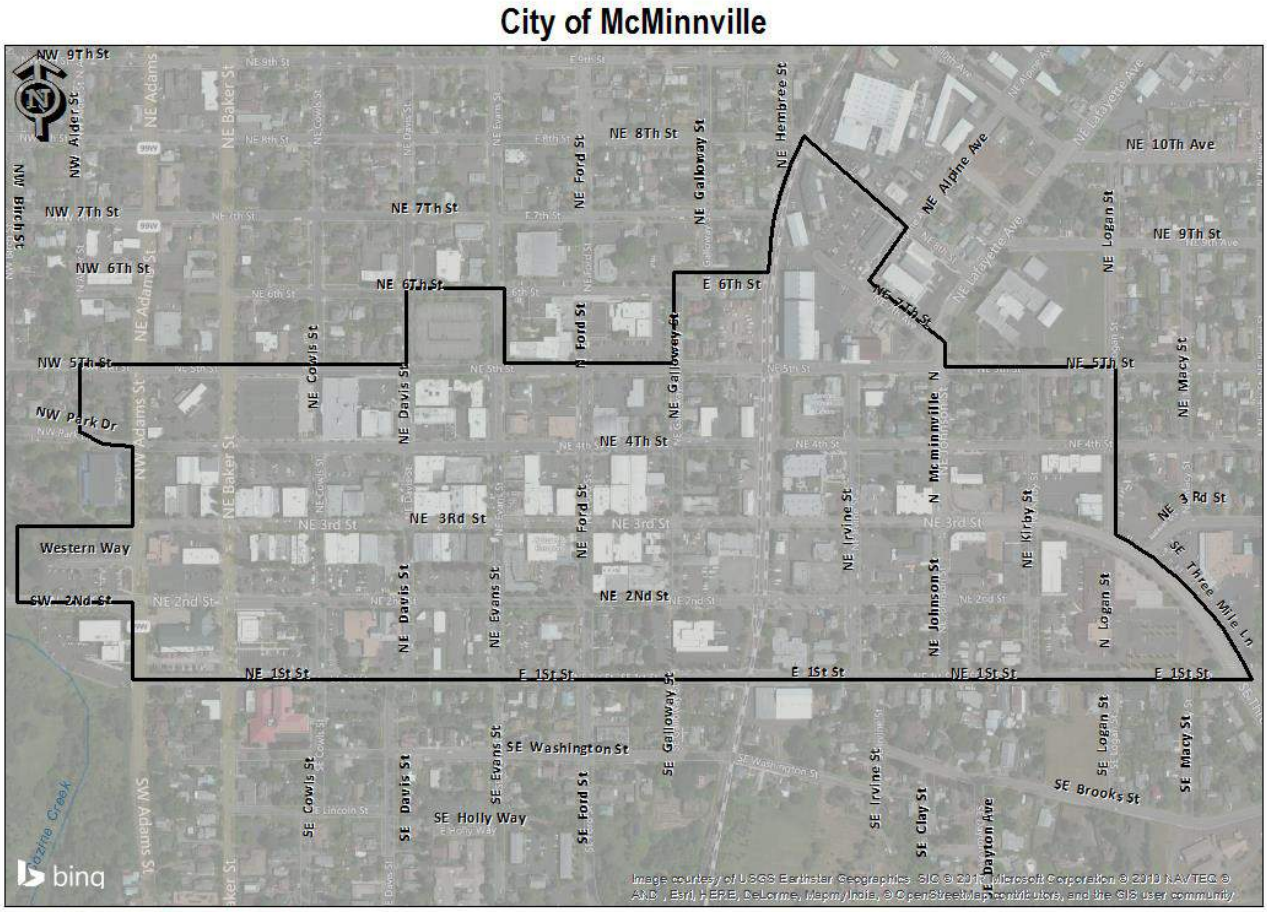
Moving to Evade is measured by capturing unique license plates that move throughout the study area over the course of a survey day. Such vehicles often belong to employees who move them every few hours to avoid parking off-street or in areas where pricing is in place.

V. SUMMARY

The methodologies outlined in this memorandum represent best practices in data collection for parking and will be used in the Downtown McMinnville parking study. Data entry, analysis and initial strategy development will be reviewed with the City and the SAC in September and October 2017.

ATTACHMENT A

Inventory and Data Collection Area



ATTACHMENT B

Sample Data Collection Templates – On-Street Template

Block #	Space #	Time	8am-9am	9am-10am	10am-11am	11am-12pm	12pm-1pm	1pm-2pm	2pm-3pm	3pm-4pm	4pm-5pm	5pm-6pm
ROUTE 1												
26A	NP											
25A	NP											
25B	1	NL		941D							22V7	
25B	2	NL						797E	797E	797E	168D	
25B	3	NL		DXMM	723C	373D		394E				
25B	4	NL		ADU4	ZSA9						712F	
25B	5	NL										
25B	6	NL		909D	909D	909D	909D	909D	909D	909D	909D	909D
25B	7	NL										
25B	8	NL			630F	630F	630F					
25B	9	NL						716F				
25B	10	NL										
25B	11	NL							3139	WGC2		
25B	12	NL	129B						3139		007E	007E
27B	1	NL										
27B	2	NL		DNMU	DNMU							
27B	3	NL										
27B	4	NL										
27B	5	NL		VVX7						200D		
27B	6	NL						QZJ7				
27B	7	NL										
27B	8	NL	925B	925B	925B	925B	925B	925B	925B	925B	925B	925B
41B	1	NL										
41B	2	NL					XEU6	315F				
41B	3	NL	589D						MRX5	MRX5		
41B	4	NL	2VT9				514C	514C	514C			
41B	5	NL	353B									

ATTACHMENT B …continued

Sample Data Collection Templates – Off-Street Template

Lot ID	Facility Identification	# of Stalls	9:30 AM	10:30 AM	11:30 AM	12:30 PM	1:30 PM	2:30 PM	3:30 PM	4:30 PM	5:30 PM	6:30 PM
114_1	North Lot	79	41	56	56	55	54	55	57	73	79	75
114_2	South Lot	97	31	42	52	63	59	55	62	77	92	97
126_1	Wells Fargo	24	16	16	23	21	16	14	16	14	20	24
129_1	Bank of Cascades	14	11	11	10	11	13	13	13	12	7	12
130_1	Chase Bank	35	7	15	13	6	9	14	18	13	8	6
137_1	Old St. Francis Mcmenamins Guests Only	25	21	22	20	16	20	25	24	20	22	25
137_2	Reserved Stalls	32	6	10	12	14	12	11	11	10	11	7
138_1	City Hall	20	8	7	0	1	3	6	5	0	1	0
138_4	Customer 2hr Free Parking	13	3	7	4	6	6	7	7	6	5	4
139_3	City Employee Vehicles Only	39	24	33	29	29	29	29	32	18	16	12
146_1	2 hr parking/ Permit Parking	68	65	68	65	65	66	68	66	52	22	20
146_2	School District Permit Parking Only	45	44	43	44	42	41	41	44	31	12	9
146_5	Boys and Girls Clubs of Bend	33	33	33	31	31	30	28	27	23	5	4
147_1	2 hr parking/ Permit Parking	41	39	40	39	40	38	35	39	33	30	11
147_2	Hawthorn Healing Arts Center	17	9	10	10	8	8	6	7	6	2	1
164_1	First United Methodist Church	35	5	6	26	28	15	8	13	29	14	9
167_1	Deschutes Historical Museum	41	11	26	24	35	30	22	27	20	10	10
171_1	Deschutes Library Parking Only	64	27	51	50	54	57	61	56	35	20	7
118_2	Permit Parking Only	24	20	17	15	13	13	17	16	20	20	17
118_3	Alpine Mortgage/Deschutes Land Trust	14	12	11	10	8	10	12	7	5	3	4
119_2	Gateway Plaza - Permit Only	57	28	27	30	33	35	37	33	21	8	11
119_3	First American Title	28	26	29	29	29	30	34	29	17	9	10
124_1	Building 18	8	8	5	5	5	4	7	5	4	1	1

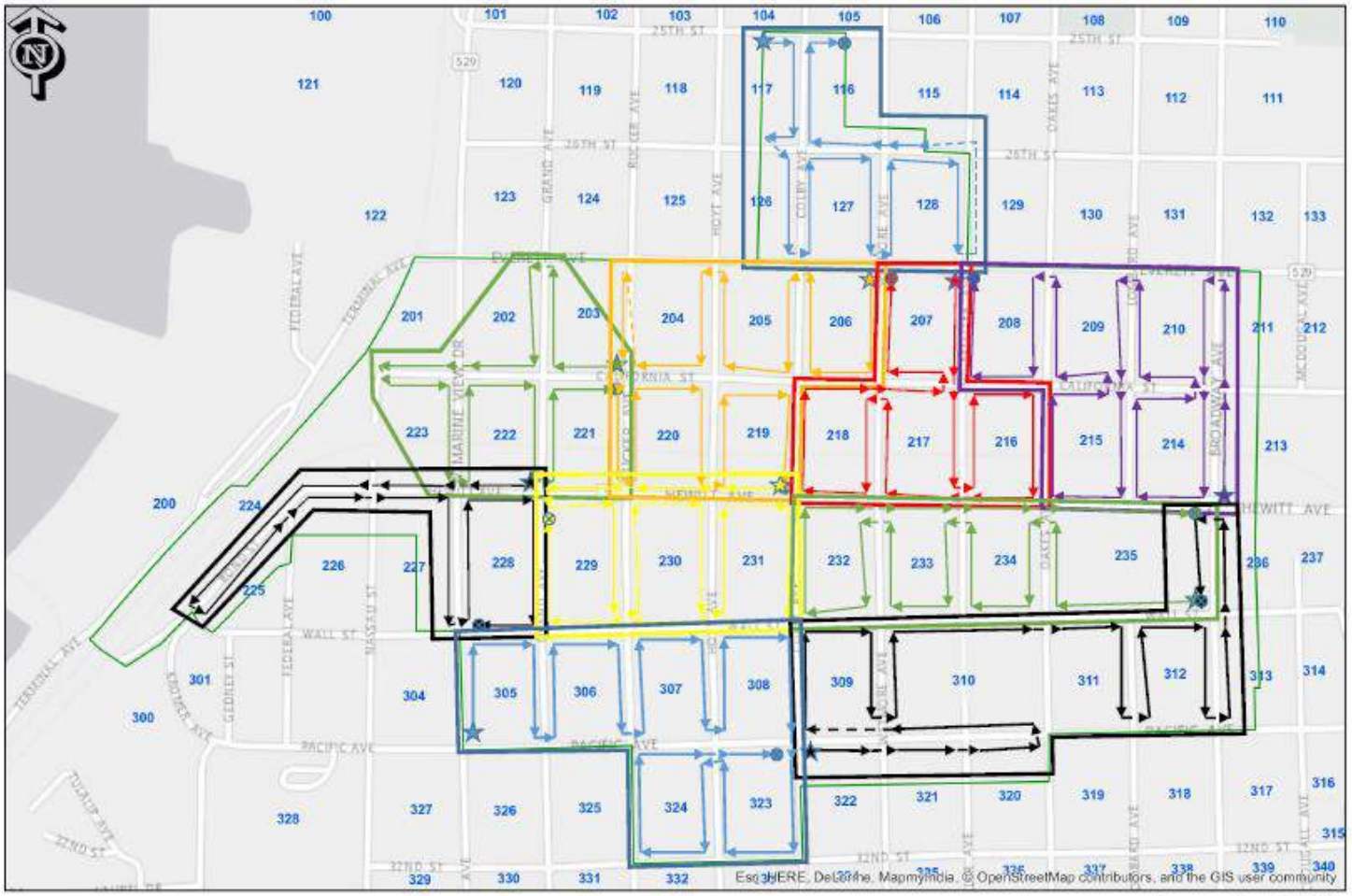
ATTACHMENT C

Example (Tigard, OR): Inventory of Off-street Stalls

Lot Number	Lot Descriptor	Stall Total by Lot	% of Total Area Stalls
23/24	**2 HR Public Parking (Burnham Lot)**	20	11.6%
39	**Stevens Marine**	8	4.7%
40	**Ferguson**	12	7.0%
41	**B & B Print Source**	9	5.2%
42	**Mannings Auto**	14	8.1%
43	**Henderson Auto**	41	23.8%
44	**Wyatt Fire Protection**	9	5.2%
45	**Tigard Vision Center (Visitor/Front Lot)**	22	12.8%
46	**Tigard Vision Center (Employee/Back Lot)**	27	15.7%
47	**Scott Hookland LLP**	10	5.8%
	Total Off-Street Parking Stalls (10 sites)	**172**	**100.0%**

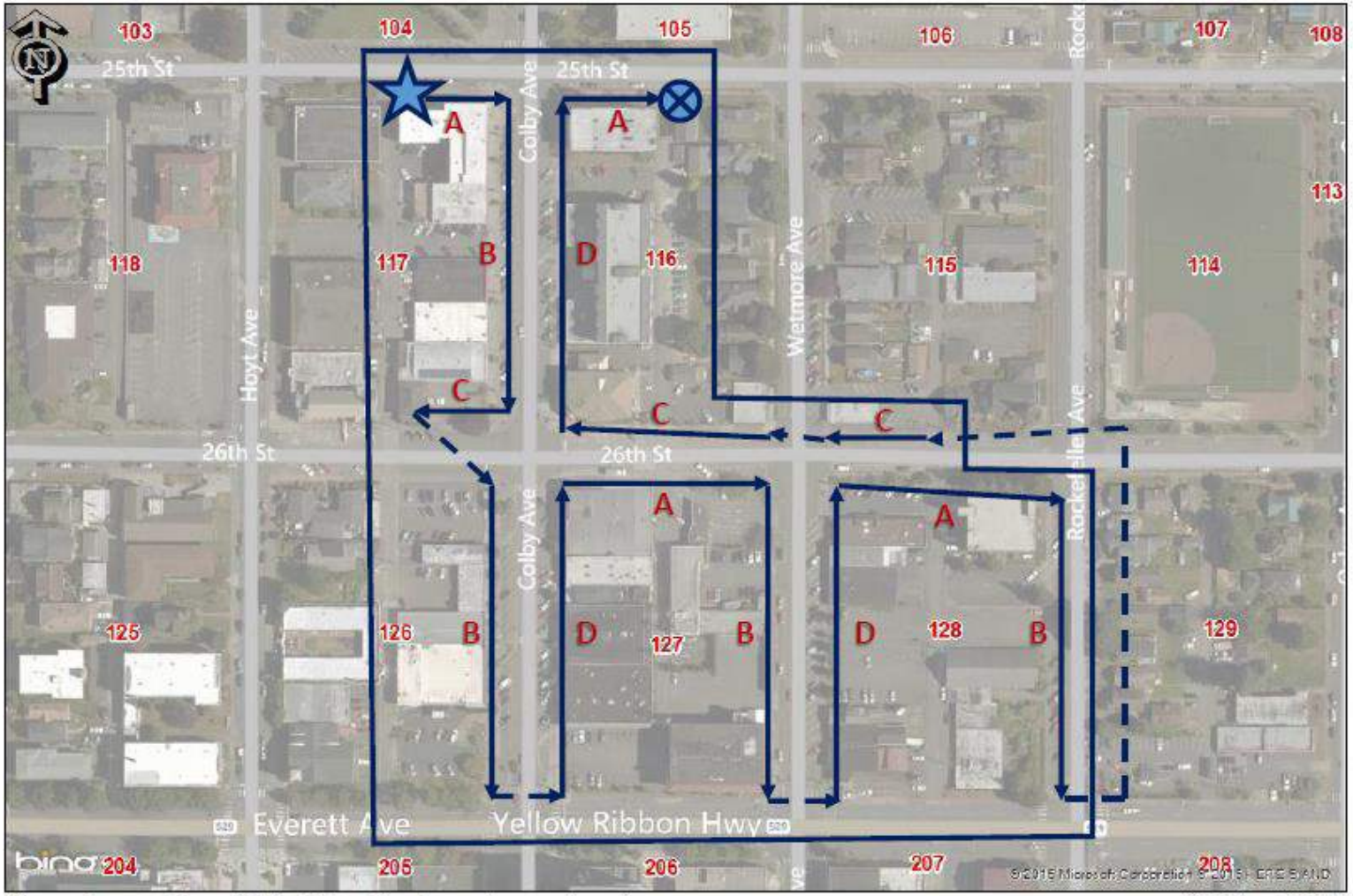
ATTACHMENT D

Example (Everett, WA): Data Collection Route Map (All Routes)



Example:

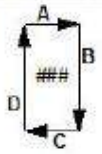
Data Collection Route Map (Single Route)



Downtown Everett Parking Study

ROUTE 1

RICK WILLIAMS CONSULTING
Parking & Transportation



Route Study Boundary Area
Block Number Identification
A Blockface Identification
Walking Direction

October 2015

Beginning of Route
End of Route

Feet
0 50 100 200 300 400

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MEMORANDUM

To: Heather Richards, City of McMinnville
From: Owen Ronchelli, Pete Collins, Kathryn Doherty-Chapman and Rick Williams, RWC
Date: October 2, 2017
Project: Downtown McMinnville Parking Study

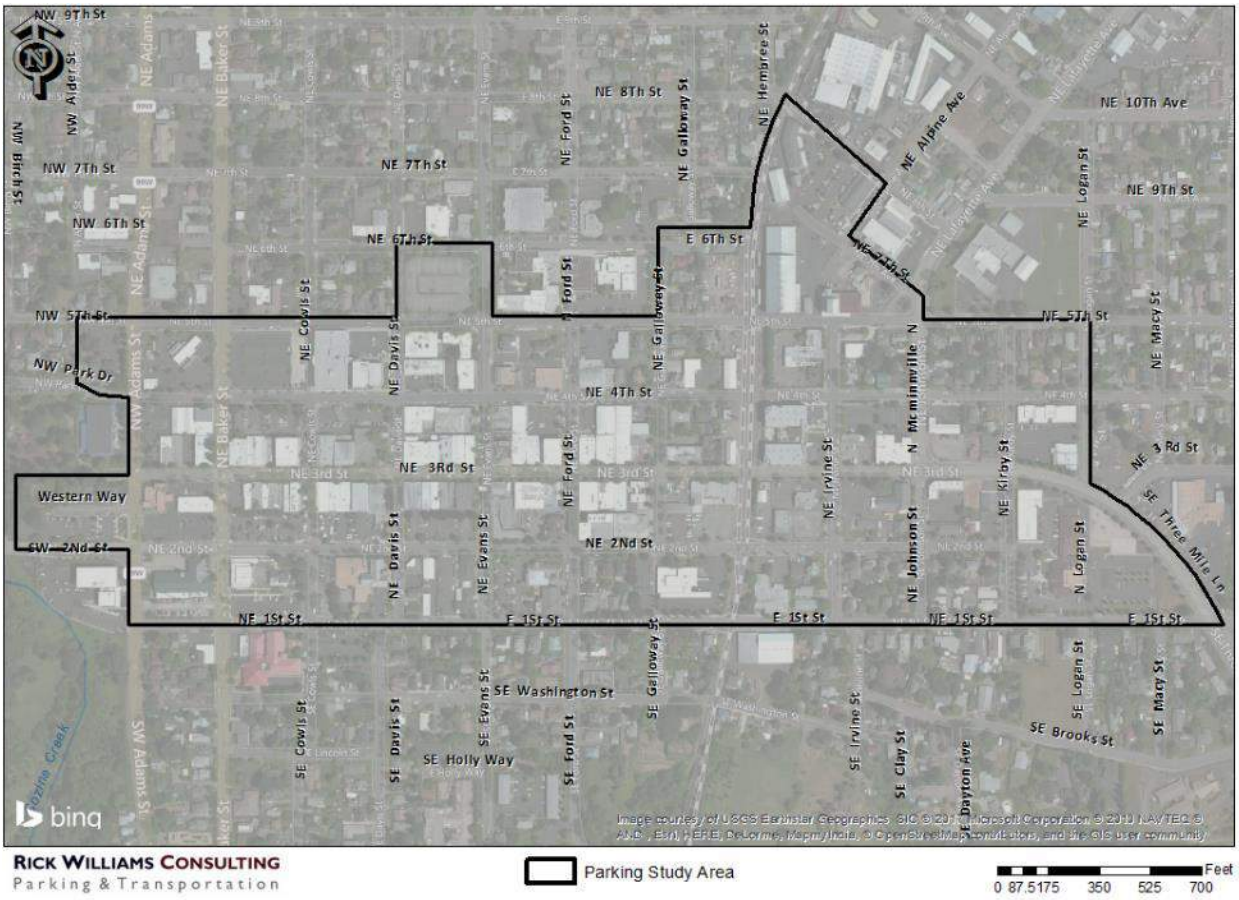
Subject: Task 3: Technical Memorandum 3 – Data Finding Summary

The purpose of this 2017 Data Finding Summary Technical Memorandum is to derive a comprehensive and detailed understanding of actual use dynamics and access characteristics associated with parking in downtown McMinnville. Metrics related to occupancy, turnover, duration of stay, and hourly patterns of activity have been compiled for both the on and off-street parking systems. This data can assist the City in near-term decision-making on existing parking, in understanding where parking constraints and surpluses exist, and in determining whether factors such as abuse of time limits adversely affect access. This summary also includes a 'nodal' analysis; identifying and examining an area of highest occupancy within the downtown core.

I. STUDY AREA

The parking inventory study area was determined in conjunction with the project Stakeholder Advisory Committee and City staff. It includes both on and off-street parking supplies. The area is generally bounded by the area north of 1st Street, south of 5th Street and extension, east of NW Adams Street/NW Birch/NW Alder and west of N Logan Street/SE Three Mile Lane. **Figure A** (next page) illustrates the study area.

Figure A: Parking Inventory Study Area



II. SURVEYED PARKING INVENTORY & DATA COLLECTION METHODOLOGY

Inventory

The consultant team inventoried the on and off-street parking supply on the morning of Monday, May 8th, 2017. The inventory day was selected in consultation with McMinnville City staff as were specific streets and lots seen as reasonably serving downtown uses and/or showing potential for serving downtown activities.

The total supply of parking within the parking study includes 2,845 parking stalls, of which 798 (28%) are on-street stalls and 2,047 (72%) are off-street stalls located on 75 off-street sites. Seven (7) off-street City owned public parking lots are included as part of the comprehensive off-street inventory. A complete and detailed summary of the on and off-street inventory is detailed in *Task 2: Technical Memorandum 1 – Inventory Summary* (dated September 6, 2017).

Methodology

Data was collected on Thursday, June 8th and Saturday, August 5th, 2017. These dates were selected with extensive input from the Stakeholder Advisory Committee and City staff. The two dates allow for a

comparison between a "typical" weekday (Thursday) and weekend (Saturday). Also, the dates allowed for collection of data to assess the impacts of school being in session, the local Farmers Market and variations with a summer peak Saturday. Thursday data was collected hourly from 10:00 AM to 8:00 PM, while the Saturday data was collected hourly from 11:00 AM to 9:00 PM. Both data sets capture the 'dinner time' parking impact on the downtown McMinnville supply.

A more detailed outline of the data collection methodology for on and off-street supplies, as well as the best practices metrics assessed are provided in *Task 2: Technical Memorandum 2 – Data Collection Methodology* (dated September 5, 2017).

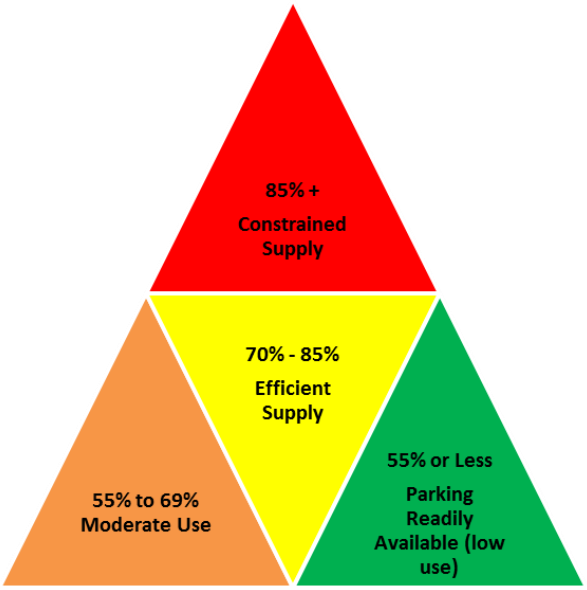
III. MEASURING PERFORMANCE

Parking is considered to be constrained when 85% or more of the available supply is routinely occupied during the peak hour. In a constrained system, finding an available spot is difficult, especially for infrequent users such as customers and visitors. This can cause frustration and negatively affect perceptions of the downtown. Continued constraint can make it difficult to absorb and attract new growth, or to manage fluctuations in demand—for example, seasonal or event-based spikes.

Occupancy rates of 55% or less indicate that parking is readily available. While availability may be high, this may also indicate a volume of traffic inadequate to support active and vital businesses. Occupancy rates between these two thresholds indicate either moderate (55% to 69%) or efficient (70% to 85%) use.

An efficient supply of parking shows active use but little constraint that would create difficulty for users. Efficient use supports vital ground-level businesses and business growth, is attractive to potential new users, and is able to respond to routine fluctuations.

RWC's analysis of parking in McMinnville uses these categories to evaluate the performance of the system.



IV. CHARACTERISTICS OF ON-STREET: DATA FINDINGS (Combined Study Area)

A. Utilization (Occupancy and by Type of Stall)

Figure B (next page) provides a comparative hour-by-hour look at the occupancy utilization on both survey days. Overall occupancy is low throughout the day. As the figure indicates, the peak hour for both days is between 1:00 PM and 2:00 PM. Overall occupancy reaches 62.7% (Thursday) and 50.1% (Saturday). Based on the measures of performance discussed in Section III; parking use ranges from

moderate (Thursday) to low (Saturday). Parking both days has a small late afternoon "spike" between 5:00 PM and 6:00 PM, with declining activity thereafter. Overall, there is a meaningful amount of empty parking within the on-street *system,* though constraints within sub-areas of the downtown are evident (see Figures C and D below).

FIGURE B: On-Street Utilization (Hourly Comparison)

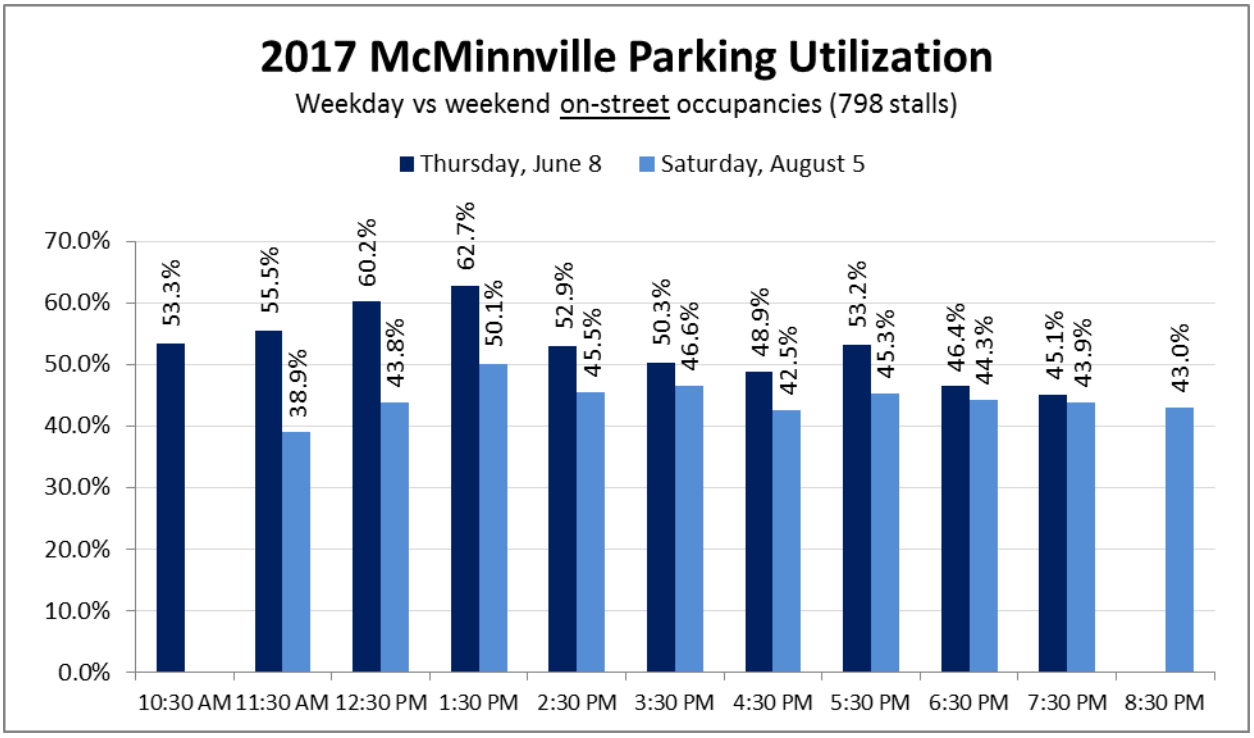


Table 1 below summarizes occupancies and peak hours by stall type, the number of stalls available at the peak hour, average duration of stay, and rate of violation.

Table 1: On-street Parking Summary by Time Stay (Comparative)

Stalls by Type	Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available	Average Length of Stay	Violation Rate
On-Street Supply	**798**	**Thursday, June 8**	**62.7% 1:00 – 2:00 PM**	**293**	**2 hr/ 8 min**	**12.8%**
		Saturday, August 5	**50.1% 1:00 – 2:00 PM**	**392**	**2 hr/ 28 min**	**19.1%**
10 Minutes (Signed)	1	Thursday, June 8	100% 5:00 – 6:00 PM	0	N/A	0%
		Saturday, August 5	0% 11:00 AM – 9:00 PM	1	N/A	N/A

Stalls by Type	Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available	Average Length of Stay	Violation Rate
15 Minutes (Signed)	1	Thursday, June 8	100% 10:00 – 11:00 AM 5:00 – 7:00 PM	0	N/A	50.0%
		Saturday, August 5	0% 11:00 AM – 9:00 PM	1	N/A	N/A
2 Hours (Signed)	282	Thursday, June 8	82.0% 12:00 – 1:00 PM	49	1 hr/ 34 min	12.9%
		Saturday, August 5	72.5% 1:00 – 2:00 PM	77	1 hr/ 56 min	19.2%
ADA accessible (Signed)	21	Thursday, June 8	35.0% 5:00 – 6:00 PM	13	1 hr/ 43 min	N/A
		Saturday, August 5	38.1% 2:00 – 3:00 PM	13	1 hr/ 51 min	N/A
No Limit	493	Thursday, June 8	53.6% 1:00 – 2:00 PM	227	3 hr/ 15 min	N/A
		Saturday, August 5	37.7% 5:00 – 6:00 PM	301	3 hr/ 40 min	N/A

As **Table 1** indicates:

- The peak hour for all on-street parking is from noon to 1:00 PM, both days. During this hour, 505 stalls 62.7% and 50.1% are occupied on Thursday and Saturday, respectively.
- At the peak hours, there are 293 and 392 stalls empty for Thursday and Saturday, respectively.
- The average length of stay for all on-street parkers is 2 hours 8 minutes (Thursday) and 2 hours 28 minutes Saturday.
- Vehicles parked in 2 Hour stalls have an average length of stay of less than 2 hours (both days); suggesting that the current limit is appropriate to user need. Saturday parkers tend to stay a bit longer in these stalls (averaging 1 hour 56 minutes).
- Occupancies in 2 Hour stalls are significantly higher (72.5% - 82%) than No Limit stalls (37.7% - 53.6%). The higher occupancies for 2 Hour stalls are likely due to their closer proximity to the retail/commercial core of the downtown.
- ADA stalls have very low occupancies (35% - 38.1%) but are few in number (21). Given there low use indicates they are meeting on-street demand.
- Like 2 Hour stalls, the average duration of stay for ADA stalls is less than 2 hours. This indicates that ADA stalls are serving short-term visits with those needing an ADA stall (rather than employees).

- The average duration of stay in No Limit stalls is 3 hours 15 minutes (Thursday) and 3 hours 40 minutes (Saturday). Though occupancies in these stalls are low, the longer time stays are likely a combination of employees and visitors with longer-term need.
- Violation rates both days are high; 12.8% (Thursday) and 19.1% (Saturday). This is very high as industry best practices standards would suggest rates between 5% and 9%, indicating that greater enforcement in timed areas may be warranted.

B. Utilization (Other Characteristics of Use)

Table 2 provides additional metrics of use for the on-street system. This table summarizes the use characteristics of the on-street parking such as the unique vehicle trips, turnover rate, excessive time stays and moving to evade. These metrics provide insights into how many people are visiting downtown McMinnville and how efficient the parking spaces are being used. The table also shows the compliance rates of people parking to evade citations in timed stalls.

Table 2: Summary of On-Street Parking Use Characteristics – Weekday vs Weekend

	Use Characteristics	All Users	
		Weekday	Weekend
a	Unique vehicle trips (UVT)	1,938	1,414
b	Turnover rate	4.68	4.06
c	Vehicles parked 5+ hours in time limited stalls (% of UVT)	26 (1.3%)	57 (4.0%)
d	Vehicles observed moving to evade parking citations (% of UVT)	111 (5.7%)	35 (2.4%)

Key indicators from **Table 2** include:

a. Unique Vehicle Trips (UVT)

The recording of license plate numbers allows us to identify the total number of unique vehicles using the on-street system.[1]

The number of unique vehicles (represented by unique license plate) parked on-street over the 10 hour data collection period totaled 1,938 on weekdays and 1,414 on the weekend. This

[1]Note this does not represent all vehicles in the study area, as license plate numbers were not recorded in off-street facilities.

shows that the downtown has over 500 more trips coming to downtown on the weekday than the weekend; likely an indication of the influx of employees on weekdays.

b. Turnover (efficiency of the parking system)

In most cities, the primary time limit allows for calculation of an *intended turnover rate.* For example, if the limit for a stall is two hours, and over a 10-hour period that stall is occupied by five unique vehicles, it's intend. As such, if turnover were demonstrated to be at a rate of less than 5.0, the system would be deemed inefficient. A rate in excess of 5.0 would indicate a system that is operating efficiently. Most downtowns strive for a rate of 5.0 or higher given the goal for supporting short-term visitor access.

In Downtown McMinnville, the turnover rate is 4.68 on the weekday and 4.06 on the weekend. These rates are lower than 5.0 and reflective of the high number of No-Limit stalls. Increasing the number of 2-hour stalls in the downtown would likely support better turnover.

c. Excessive time stays

Some violations of posted time stays can be considered abuse of the system. There are vehicles that park on-street for 5 or more hours per day. For purposes of this analysis, the consultant team tracked vehicles parked in time-limited stalls for periods of five hours or more. It is likely that these vehicles belong to employees.

On Thursday, only 26 cars were in this category representing 1.3% of all unique vehicle trips. On Saturday, the number increased to 57 vehicles (or 4% of all unique vehicles). These are low numbers and indicate that the availability of No-Limit stalls helps in providing a longer-term option for users wanting to park on-street.

d. Moving to Evade

"Moving to evade" refers to vehicles moving between time-limited on-street stalls over the course of a day. This metric can indicate abuse of the system, particularly if those moving their vehicles are employees. Users who shuffle their vehicle from one stall to the next reduce the number of on-street parking opportunities for visitors and customers, creating an artificial constraint on the system. Ideally, those wanting to park for longer periods of time would be directed to No-Limit stalls outside of retail areas or to off-street lots. This would preserve the majority of the on-street supply for higher turnover users.

The number of unique license plates observed moving to evade citation was 111 on Thursday, or 5.7% of all unique vehicle trips (UVT). The rate is much lower on the weekends with only 35 vehicles observed moving to evade citation (2.4%). Given that there are just over 280 time limited stalls in the downtown, the Thursday rate of 111 evading UVT is significant and likely a

high percentage of employees. This is supported by the lower rate on Saturday (35 UVT), when employee trips are fewer. A need for a higher level of enforcement and/or new restrictions on moving to evade as a citable offense may be warranted.

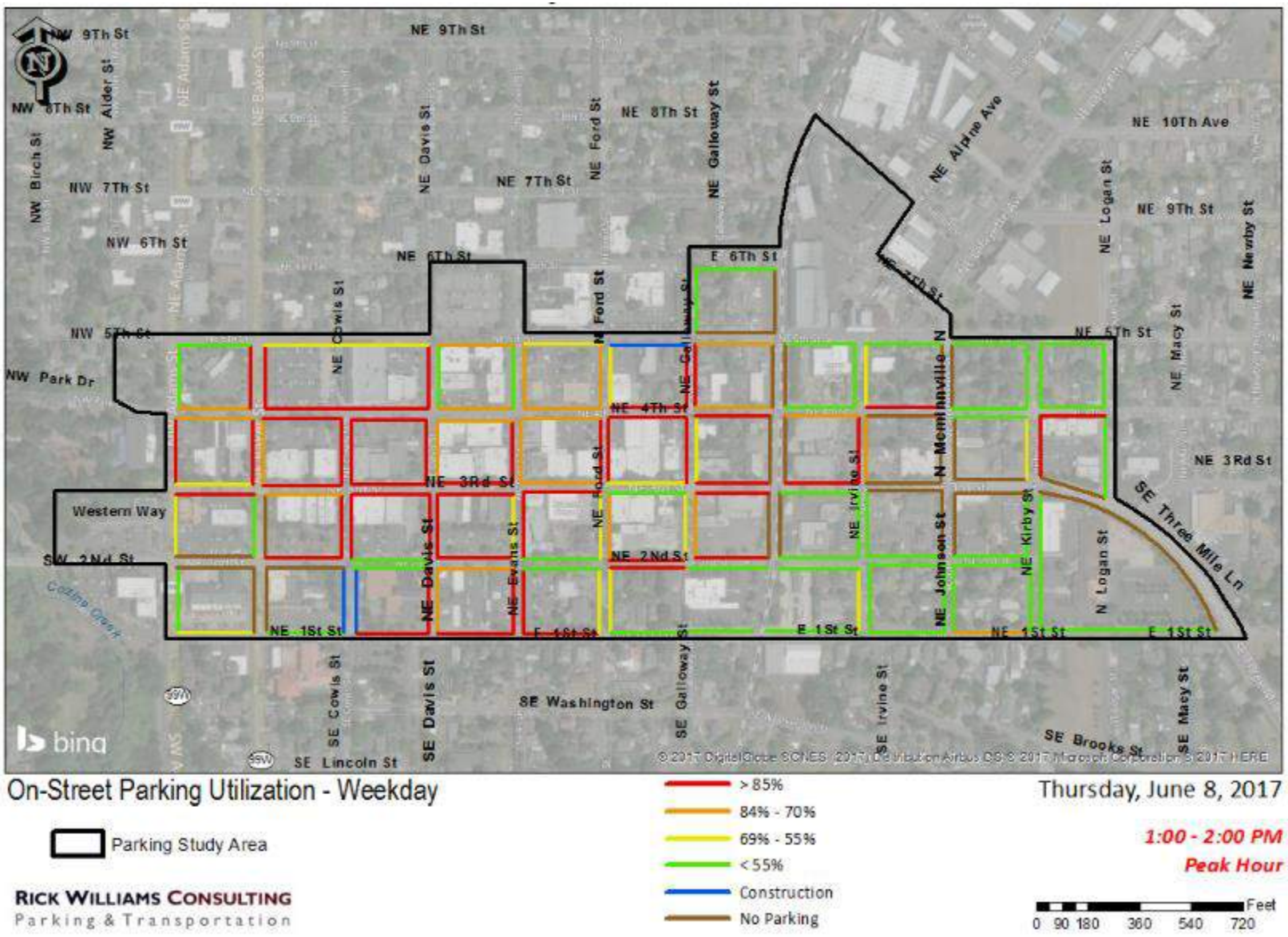
C. Utilization (Heat Map Summary)

Figures C and D (pages 9 & 10) summarize occupancy in the peak hour by block face via a "heat map" of the study area. A heat map uses color to display degrees of occupancy as measured against an industry standard of 85%: when occupancy exceeds that level, the system is considered constrained. Block faces marked in red indicate areas of constraint. Green represents areas of underutilized parking, while yellow and orange represent the middle ranges of occupancy.

In the study area, there are a total of 175 block faces where on-street parking is allowed. As the Thursday heat map illustrates (**Figure C**), 49 of those block faces are constrained at the peak hour, about 28% of the study area. Twenty-one of the 49 constrained block faces are clustered between NE Baker St and NE Galloway St along NE 3rd Ave. Even in this high-occupancy area parking is available within a block or two, if not on an adjacent block face. However, the clustering of high demand on these block faces may create the perception among users that parking is generally constrained downtown, particularly for those not inclined to walk a short distance.

On the weekend Saturday **Figure D**) there are fewer constrained block faces indicating there is less demand for on-street parking on the weekends. In the study area there were 27 constrained block faces, however the block faces that are constrained are the same as on the weekdays, clustered along NE 3rd Ave. The peak hour of parking occupancy is the same on weekends and weekdays.

FIGURE C: Heat Map for On-Street Utilization (Weekday Peak Hour)



On-Street Parking Utilization - Weekday

Parking Study Area

RICK WILLIAMS CONSULTING
Parking & Transportation

- > 85%
- 84% - 70%
- 69% - 55%
- < 55%
- Construction
- No Parking

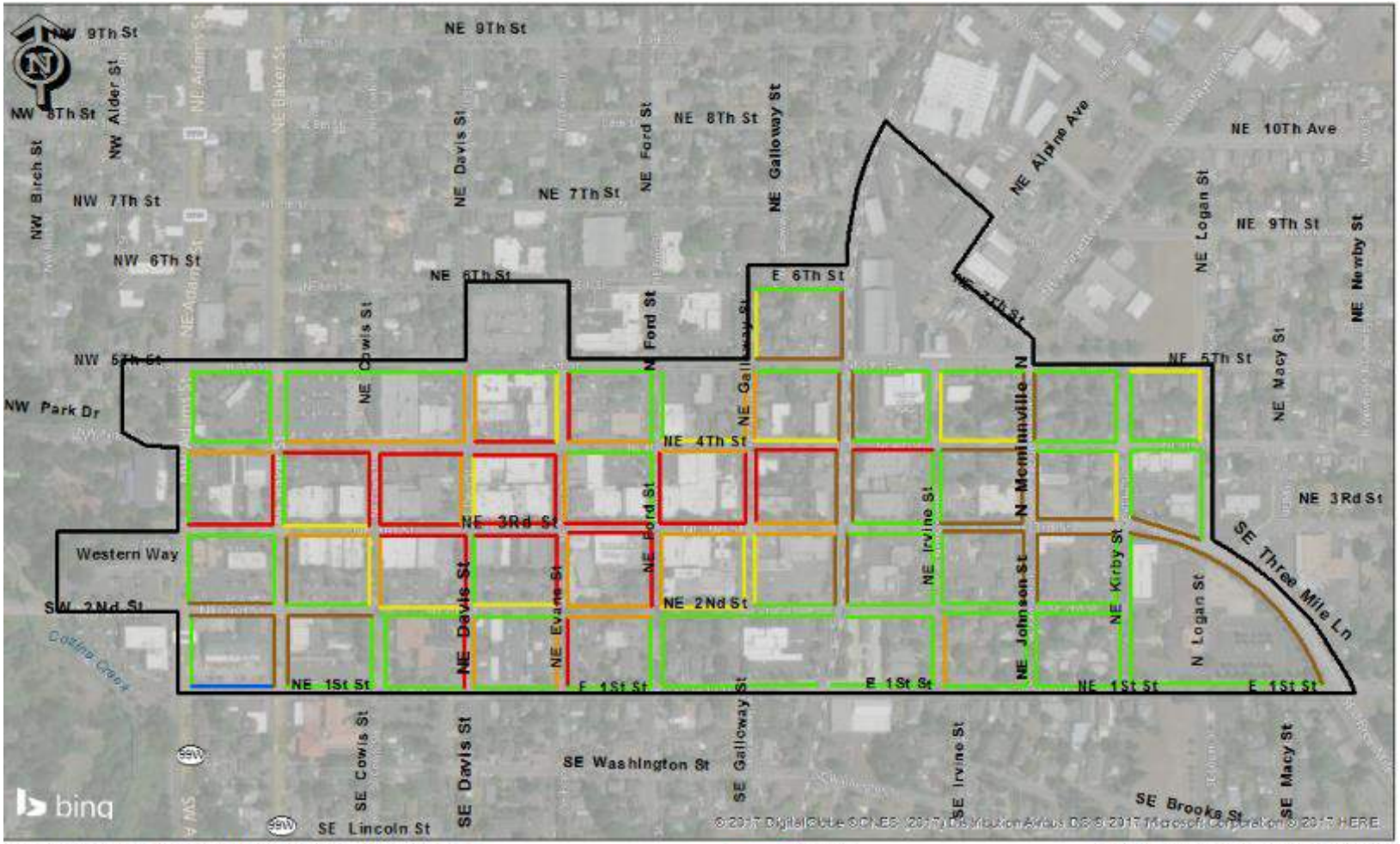
Thursday, June 8, 2017

1:00 - 2:00 PM

Peak Hour

Feet
0 90 180 360 540 720

FIGURE D: Heat Map for On-street Utilization (Weekend Peak Hour)



On-Street Parking Utilization - Weekend

Parking Study Area

RICK WILLIAMS CONSULTING
Parking & Transportation

> 85%
84% - 70%
69% - 55%
< 55%
Construction
No Parking

Saturday, August 5, 2017

1:00 - 2:00 PM
Peak Hour

Feet
0 90 180 360 540 720

V. CHARACTERISTICS OF ON-STREET PARKING (Core Area – Nodal Analysis)

An analysis of a smaller 'core area', where high occupancy rates, was conducted to understand the areas of low and high occupancy in downtown McMinnville. This core area is between NE Baker St at the west and the railroad tracks to the east, NE 5th St to the North and NE 2nd to the South. **Figures E and F** (pages 13 & 14) provide heat maps that delineate the 'core area' analyzed here.

A. Core Area Inventory

The core area is comprised of 838 stalls, about 30% of the total supply of downtown parking. Of this total, 330 stalls are on-street (41.3% of all on-street stalls). Off-street parking comprises 508 stalls, about 25% of the total off-street supply in the downtown.

Nearly two-thirds of the core on-street supply is signed 2 Hours (216 stalls). No Limit stalls total 96 spaces. The combined on and off-street parking supply of the core area is 838 spaces, or 30% of the total supply in the larger study area.[2] **Table 3** below shows the parking inventory of the core area and its relationship to the larger downtown supply.

Table 3: Core Area Parking Inventory

Stall Type	Stalls in Core Area (% of Larger Study Area)	Stalls (Larger Study Area)
10 Minutes (Signed)	1 (100%)	1
15 Minutes (Signed)	1 (100%)	1
2 Hours (Signed)	216 (76.5%)	282
ADA accessible (Signed)	16 (76.1%)	21
No Limit	96 (19.5%)	493
On-Street Supply	*330 (41.3%)*	*798*
Off-Street Supply	508 (24.8%)	2,047
Core Area Supply	**838 (29.5%)**	**2,845**

B. Core Area Utilization (Occupancy and Use by Stall Type)

Figure E (next page) provides occupancy totals for each hour of the 10 hour data collection cycle for each of the survey days. Key findings include:

[2] Date for use of the off-street supply is included in Section VI, below.

- Weekday (Thursday) peak occupancy reaches 85.6% at 12:30 PM.
- Thursday occupancies range from a low of 70% (7:30 PM) to a high of 85.6%; a trend that is much higher than the average for the larger study area. These rates of occupancy are considered "efficient" per the performance standards discussed in Section III.
- Weekend (Saturday) peak occupancy reaches 77.3% at 1:30 PM.
- Saturday occupancies range from a low of 60.9% (11:30 AM) to a high of 77.3%. As with the Thursday core area, this is a trend that is much higher than the average for the larger study area. These rates are considered "moderate" to "efficient) per the performance standards discussed in Section III.
- Weekday occupancy rates are higher in 8 of the 9 overlapping survey hours for the two days.
- Overall, the *core area* operates at a much higher standard of performance than the larger system, has a more consistent occupancy rate throughout the day and could (at times) be perceived as constrained by users.

***Figure E: Core Area Parking* Utilization (Occupancy by Hour)**

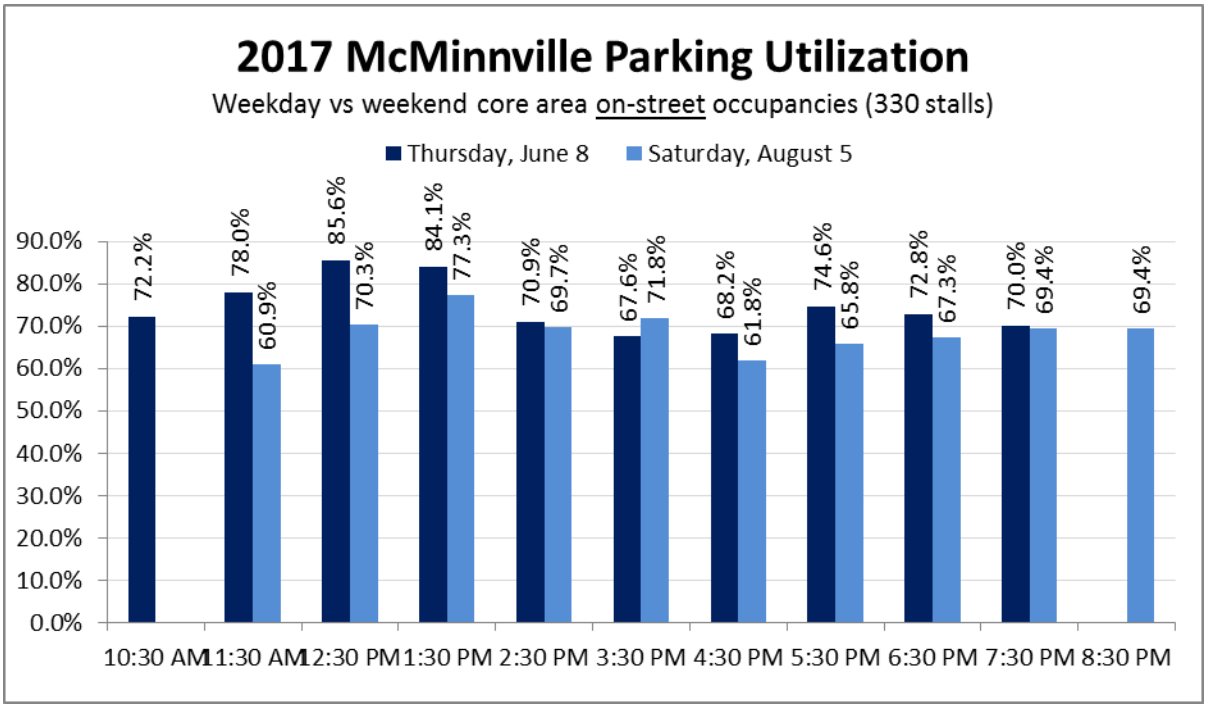


Table 4 below summarizes occupancies and peak hours by stall type, the number of stalls available at the peak hour, average duration of stay, and rate of violation for the core area.

- The peak hour varies by one hour between the two survey days; noon to 1:00 PM Thursday (at 85.6%) and 1:00 PM – 2:00 PM Saturday (at 77.3%).
- Average duration of stay is shorter than those for the larger study area, averaging 1 hour 50 minutes (Thursday) and 2 hours 8 minutes (Saturday). This is likely correlated to the higher percentage of 2-Hour stalls in the core area as compared to the larger study sample.

- The violation rates are similar to the larger study area sample and exceed the targeted industry standard of 5% - 9%.
- Only 47 (weekday) stalls are empty during the weekday (Thursday) peak hour, indicating a parking environment that can appear constrained to a user; particular at the peak hour.
- 2 Hour stalls are particularly constrained on the weekday, reaching 90.1% occupancy at the peak hour. This leaves just 21 empty stalls at the peak hour within this supply.

Table 4: On-street Parking Summary by Time Stay (Core Area Comparative)

Stalls by Type	Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available	Average Length of Stay	Violation Rate
On-Street Supply	**330**	**Thursday, June 8**	**85.6% 12:00 – 1:00 PM**	**47**	**1 hr./ 50 min**	**12.5%**
		Saturday, August 5	**77.3% 1:00 – 2:00 PM**	**75**	**2 hr./ 8 min**	**18.7%**
10 Minutes (Signed)	1	Thursday, June 8	100% 5:00 – 6:00 PM	0	N/A	0%
		Saturday, August 5	0% 11:00 AM – 9:00 PM	1	N/A	N/A
15 Minutes (Signed)	1	Thursday, June 8	100% 10:00 – 11:00 AM 5:00 – 7:00 PM	0	N/A	50.0%
		Saturday, August 5	0% 11:00 AM – 9:00 PM	1	N/A	N/A
2 Hours (Signed)	282	Thursday, June 8	90.1% 12:00 – 1:00 PM	21	1 hr./ 34 min	12.6%
		Saturday, August 5	82.4% 1:00 – 2:00 PM	38	1 hr./ 55 min	18.8%
ADA accessible (Signed)	21	Thursday, June 8	43.8% 5:00 – 6:00 PM	9	1 hr./ 47 min	N/A
		Saturday, August 5	43.8% 2:00 – 3:00 PM	9	1 hr./ 48 min	N/A
No Limit	96	Thursday, June 8	91.7% 1:00 – 2:00 PM	8	3 hr./ 6 min	N/A
		Saturday, August 5	71.9% 1:00 – 2:00 PM	27	3 hr./ 17 min	N/A

C. Core Area Utilization (Other Characteristics of Use)

Table 5 provides additional metrics of use for the on-street system

Table 5: ***Summary of On-Street Parking Use Characteristics (Core Area Comparative)***

	Use Characteristics	All Users	
		Weekday	Weekend
a	Unique vehicle trips (UVT)	1,331	1,057
b	Turnover rate	5.47	4.70
c	# vehicles parking ≥5 hours in time limited stalls (% of UVT)	21 (1.6%)	51 (4.8%)
d	# of unique license plates (ULP) observed moving to evade parking citations (% of UVT)	63 (4.7%)	24 (2.3%)

Key findings from **Table 5** include:

- Unique Vehicle Trips (UVT)
  The number of unique vehicles (represented by unique license plate) parked on-street over the 10 hour data collection period totaled 1,331 on weekdays and 1,057 on the weekend. Though the core area on-street supply (330 stalls) represents just over 40% of the total on-street system (798 stalls), it captures 69% of all unique vehicle (Thursday) and 75% of all UVT (Saturday).

- Turnover (efficiency of the parking system)
  Turnover in the core area is 5.47 on the weekday and 4.70 on the weekend. These rates are more in line with industry targets for turnover in customer oriented/retail centers; reflecting the greater percentage of 2-Hour stalls.

- Excessive time stays (5 or more hours)
  On Thursday, only 21 cars were in this category representing 1.6% of all unique vehicle trips. On Saturday, the number increased to 51 vehicles (or 4.8% of all unique vehicles). These are low numbers and (as with the larger study area) indicate that the availability of No-Limit stalls helps in providing a longer-term option for users wanting to park on-street.

- Moving to Evade
  The number of unique license plates observed moving to evade citation was 63 on Thursday, or 4.7% of all unique vehicle trips (UVT). The rate is much lower on the weekends with only 24 vehicles observed moving to evade citation (2.4%). Given that there are just over 218 time limited stalls in the core area, the Thursday rate of 63 evading UVT is significant and likely a high percentage of employees. This is supported by the lower rate on Saturday (24 UVT), when employee trips are fewer. As with the larger study area, a need for a higher level of

enforcement and/or new restrictions on moving to evade as a citable offense may be warranted.

D. Core Area Utilization (Heat Map Summary)

Figures F and G (below and next page) provide a block-face level "heat map" view of the peak hours for on-street parking in the core area for the weekday (Thursday) and weekend (Saturday) data sets. Key findings include:

- There are 69 total block faces in the core area where on-street parking is allowed (or 39.4% of the 175 total block faces in the larger study area). Of that total 35 block faces that are more than 85% occupied in the peak hour of 1 – 2 PM. This means that approximately 51% of block faces in this area are constrained. This is also more than 70% of all the highly constrained block faces in the larger study area (which totaled 49).
- At the weekday peak hour (1:00 PM -2:00 PM) there are only 6 block faces with less than 55% occupancy rates. This can create a high sense of constraint by users of the area.
- The weekends are less constrained with only 21 of 69 block faces above 85% occupancy during the peak (30.4%).

Figure F: Core Area Heat Map for On-street Utilization (Weekday Peak Hour)

Figure G: Core Area Heat Map for On-street Parking Utilization (Weekend Peak Hour)

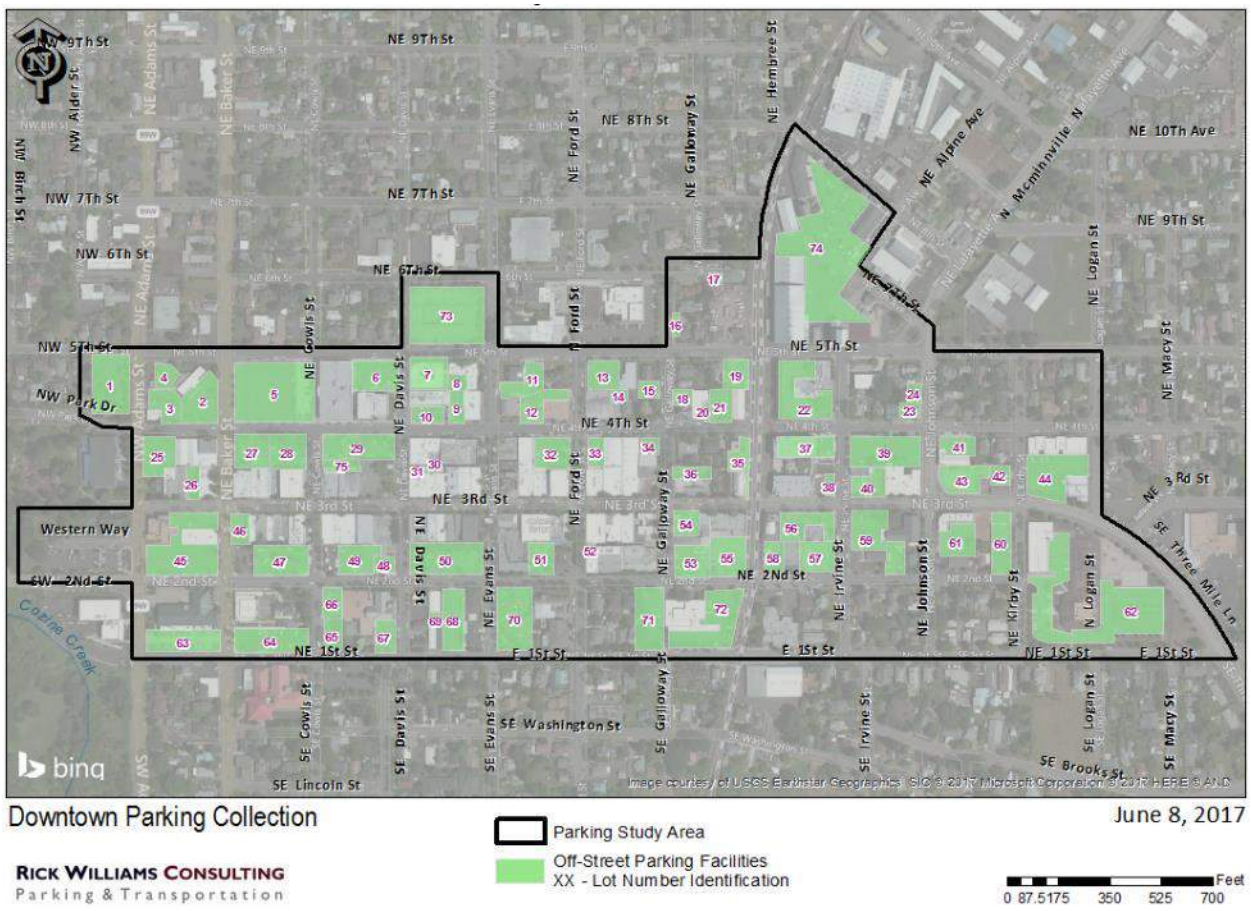
VI. CHARACTERISTICS OF OFF-STREET PARKING (Combined Study Area)

A. Inventory

The entire public and private off-street parking supply has 2,046 stalls spread across 75 sites. **Figure H** (next page) is a map showing all off-street parking facilities/sites in the study area. As the figure illustrates, off-street parking is uniformly spread across the downtown.

Of the total supply, 1,666 stalls (on 42 sites) were physically surveyed for occupancy on each of the data collection days. This represents an 81% sample of the entire off-street system – a statistically valid and representative sample of off-street parking behavior/utilization. A summary of all 75 lots is included in **Attachment A** at the end of this report.

Figure H: Inventory of Off-street Parking Facilities



Downtown Parking Collection

June 8, 2017

Parking Study Area

Off-Street Parking Facilities
XX - Lot Number Identification

RICK WILLIAMS CONSULTING
Parking & Transportation

0 87.5175 350 525 700 Feet

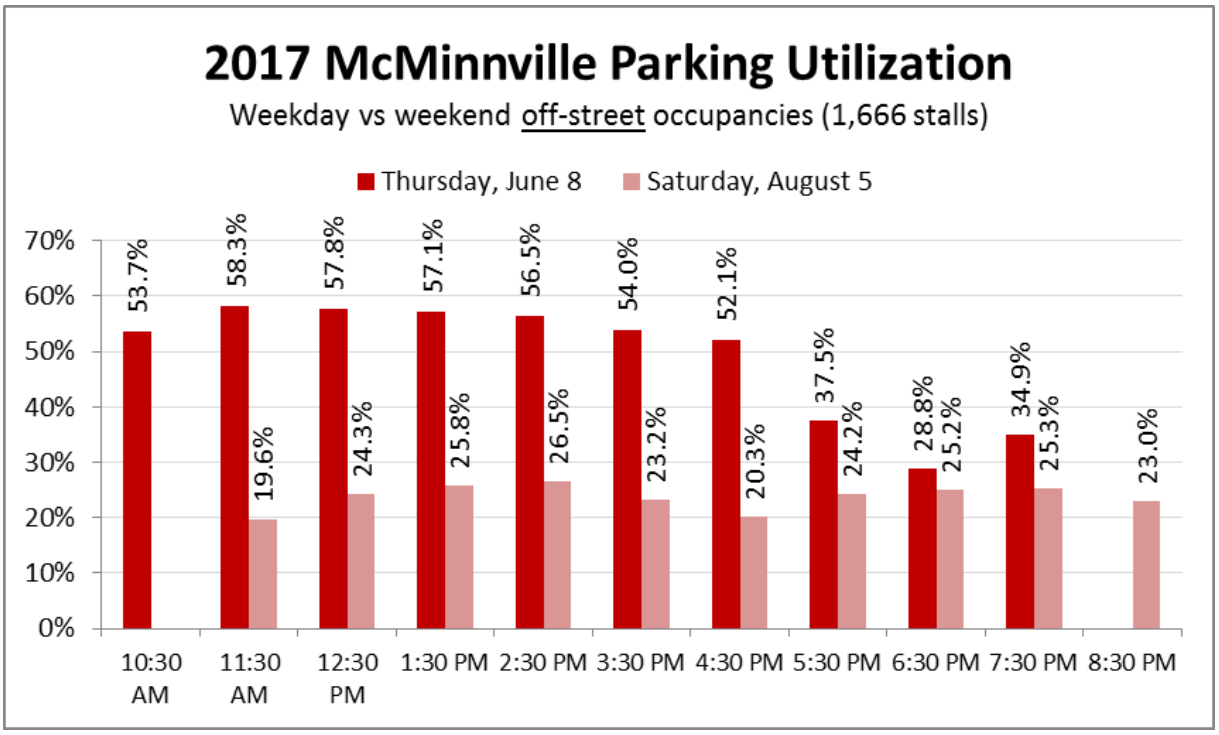
B. Utilization (Occupancy)

Figure I (next page) shows the hourly parking occupancy rates of the 42 surveyed off-street facilities. The peak hour for the off-street parking during the weekday (Thursday) occurs at between 11:00 AM and noon, reaching 58.3% occupied. In contrast, the weekend's occupancy peak is between 2:00 PM and 3:00 PM, an occupancy of 26.5%. Demand for off-street parking drops significantly on the weekday, after 5:00 PM. On the weekend, occupancies are fairly consistent throughout the study day, but never exceed 27%.

Based on the performance standards described in Section III, utilization of the off-street parking system ranges from moderate (Thursday) to low (Saturday). Overall, there is abundant empty parking in of-street facilities throughout the downtown.[3]

[3] This finding does not infer that empty parking, particularly in private lots, is available for use by the general public. The finding does indicate that potential opportunities to capture what is an underutilized asset/resource exist and could be explored.

Figure I: Off-street Parking Utilization (comparative)



C. Utilization (by unique facility)

Table 6 (next page) summarizes usage findings from each of the 42 surveyed facilities observed on each of the survey days. Each lot is identified by a lot number that corresponds to the same number on the inventory map in **Figure** E above. Off-street parking under City control/ownership is highlighted in **bold.** The cumulative surveyed off-street parking metrics are totaled at the end of the table for (a) the survey supply and (b) for what would be an extrapolated total assuming the results of the sample would apply to all off-street stalls in the study area.

Key findings from **Table 6** include:

- When all occupancies are combined, there are a total of 650 (Thursday) and 1,225 (Saturday) empty parking stalls located on off-street lots within the study area. If extrapolated to the entire off-street system, there would be 854 and 1,550 empty stalls for Thursday/Saturday, respectively.
- Though there appears to be a significant amount of empty stalls, this is not to infer that such stalls are available for use by visitors or downtown employees as the majority of this parking is in private ownership. The public (City) owns/controls a very small portion of the off-street supply (20%), 413 stalls in seven facilities (see lots 27, 28, 47, 50, 64, 65 and 73).
- Off-street parking in public facilities has consistently high occupancies (see for instance lots 27, 28, 47, 50, 64 and 65).

- Some lots exceed 100% in the peak hour. This is the result of cars parked illegally within the lots (see for instance lots 51 and 75).
- Overall, there is a large supply of underutilized parking off-street. Within the surveyed sample, empty stalls range from 650 (Thursday) to 1,225 (Saturday). If extrapolated to all off-street parking it is estimated that there are up to 854 to 1,505 empty off-street stalls weekday/weekend, respectively.

Table 6: Off-Street Parking Utilization by Unique Facility – Weekday vs weekend

Lot ID	Facility	Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available
1	McMinnville Chamber of Commerce	29	Thursday, June 8	79.3% 7:00 – 8:00 PM	6
			Saturday, August 5	27.6% 12:00 – 1:00 PM	21
2	Citizens Bank	31	Thursday, June 8	64.5% 10:00 – 11:00 AM	11
			Saturday, August 5	12.9% 11:00 AM – 1:00 PM	27
3	Ticor Title	11	Thursday, June 8	45.5% 1:00 – 2:00 PM	6
			Saturday, August 5	0% 11:00 AM – 9:00 PM	11
5	Oregon Mutual Insurance	140	Thursday, June 8	75.7% 10:00 AM – 12:00 PM 2:00 – 3:00 PM	34
			Saturday, August 5	2.9% 11:00 AM – 1:00 PM 2:00 – 4:00 PM 5:00 – 6:00 PM	136
6	Oregon Mutual Insurance - Rear	22	Thursday, June 8	81.8% 10:00 AM – 3:00 PM	4
			Saturday, August 5	27.3% 11:00 AM – 12:00 PM 6:00 – 9:00 PM	16
7	Yamhill County Family + Youth Program	19	Thursday, June 8	89.5% 10:00 AM – 12:00 PM	2
			Saturday, August 5	15.8% 11:00 AM – 12:00 PM	16
9	The Springs Living	13	Thursday, June 8	76.9% 11:00 AM – 12:00 PM	3
			Saturday, August 5	69.2% 1:00 – 3:00 PM	4
11	Board of County Commissioners	19	Thursday, June 8	94.7% 10:00 – 11:00 AM	1
			Saturday, August 5	5.3% 12:00 – 1:00 PM 7:00 – 8:00 PM	18
12	Dept. Planning + Dev	19	Thursday, June 8	89.5% 10:00 – 11:00 AM 2:00 – 3:00 PM	2

Lot ID	Facility	Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available
			Saturday, August 5	52.6% 7:00 – 8:00 PM	9
13	Yamhill Co Public Health	33	Thursday, June 8	69.7% 2:00 – 3:00 PM	10
			Saturday, August 5	12.1% 4:00 – 5:00 PM	29
23	Buchanan Cellars	5	Thursday, June 8	60.0% 10:00 AM – 2:00 PM	2
			Saturday, August 5	60.0% 11:00 AM – 12:00 PM 1:00 – 2:00 PM	2
25	Cozine House/ First Federal	17	Thursday, June 8	76.5% 11:00 AM – 12:00 PM 2:00 – 3:00 PM	4
			Saturday, August 5	11.8% 7:00 – 9:00 PM	15
26	Retail Parking	10	Thursday, June 8	70.0% 10:00 AM – 12:00 PM 5:00 – 6:00 PM	3
			Saturday, August 5	10.0% 2:00 – 9:00 PM	9
27	**Retail – 2 Hour Parking**	**26**	**Thursday, June 8**	**88.5% 12:00 – 3:00 PM**	**3**
			Saturday, August 5	**50.0% 11:00 AM – 12:00 PM**	**13**
28	**Retail – 2 Hour Parking**	**30**	**Thursday, June 8**	**90.0% 11:00 AM – 2:00 PM**	**3**
			Saturday, August 5	**86.7% 2:00 – 3:00 PM**	**4**
29	US Bank	20	Thursday, June 8	80.0% 2:00 – 3:00 PM	4
			Saturday, August 5	45.0% 1:00 – 2:00 PM	11
35	Portland & Western McMinnville Depot	20	Thursday, June 8	90.0% 12:00 – 1:00 PM	2
			Saturday, August 5	30.0% 6:00 – 7:00 PM	14
37	Village Outlier/ Yamhill County	54	Thursday, June 8	70.4% 10:00 – 11:00 AM	16
			Saturday, August 5	35.2% 2:00 – 4:00 PM	35
39	Golden Valley	58	Thursday, June 8	75.9% 12:00 – 1:00 PM	14
			Saturday, August 5	67.2% 7:00 – 8:00 PM	19
40	Mini Super Hidalgo	19	Thursday, June 8	68.4% 5:00 – 6:00 PM	6
			Saturday, August 5	63.2% 12:00 – 1:00 PM 5:00 – 6:00 PM	7

Lot ID	Facility	Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available
41	Acupro Oregon Computer Sales	14	Thursday, June 8	64.3% 10:00 AM – 12:00 PM 4:00 – 5:00 PM	5
			Saturday, August 5	7.1% 11:00 AM – 9:00 PM	13
43	Acupro Oregon Computer Sales	40	Thursday, June 8	22.5% 3:00 – 6:00 PM	31
			Saturday, August 5	20.0% 3:00 – 4:00 PM	32
44	HBF International	69	Thursday, June 8	75.4% 1:00 – 2:00 PM 3:00 – 4:00 PM	17
			Saturday, August 5	5.8% 12:00 – 1:00 PM	65
45	First Federal	64	Thursday, June 8	64.1% 10:00 – 11:00 AM	23
			Saturday, August 5	6.3% 11:00 AM – 2:00 PM	**2**
47	**Public - 2 Hour Parking**	**29**	**Thursday, June 8**	**96.6% 2:00 – 3:00 PM 4:00 – 6:00 PM**	**1**
			Saturday, August 5	**93.1% 6:00 – 7:00 PM**	**2**
48	Public – All Day Parking	17	Thursday, June 8	100% 2:00 – 4:00 PM 5:00 – 6:00 PM	0
			Saturday, August 5	94.1% 3:00 – 4:00 PM	1
49	Key Bank	20	Thursday, June 8	90.0% 12:00 – 1:00 PM	2
			Saturday, August 5	60.0% 1:00 – 2:00 PM	8
50	**Public – 2 Hour Parking**	**53**	**Thursday, June 8**	**98.1% 12:00 – 1:00 PM 5:00 – 6:00 PM**	**1**
			Saturday, August 5	**96.2% 12:00 – 1:00 PM**	**2**
51	Multi-Tenant Parking	15	Thursday, June 8	113.3% 11:00 AM – 12:00 PM	-2
			Saturday, August 5	113.3% 12:00 – 1:00 PM	-2
56	K Mini Mart	13	Thursday, June 8	92.3% 11:00 AM – 12:00 PM	1
			Saturday, August 5	61.5% 2:00 – 3:00 PM	5
59	McMinnville Praise Assembly	40	Thursday, June 8	60.0% 7:00 – 8:00 PM	16

Lot ID	Facility	Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available
			Saturday, August 5	42.5% 7:00 – 8:00 PM	23
60	Mountain View – Dr. Marvin Johnson and Thomas Kolodge	24	Thursday, June 8	8.3% 10:00 AM – 12:00 PM	22
			Saturday, August 5	8.3% 1:00 – 2:00 PM	22
61	Farmers Insurance	23	Thursday, June 8	56.5% 11:00 AM – 12:00 PM	10
			Saturday, August 5	0% 11:00 AM – 9:00 PM	23
62	James Catholic Church/ School	128	Thursday, June 8	22.7% 7:00 – 8:00 PM	99
			Saturday, August 5	53.1% 6:00 – 7:00 PM	62
63	McMinnville Fire Department	34	Thursday, June 8	50.0% 11:00 AM – 1:00 PM	17
			Saturday, August 5	38.2% 11:00 AM – 12:00 PM	21
64	**Public – All Day Parking/ Civic-City Hall**	**38**	**Thursday, June 8**	**97.4% 7:00 – 8:00 PM**	**1**
			Saturday, August 5	**15.8% 12:00 – 1:00 PM**	**32**
65	**Public – All Day Parking**	**15**	**Thursday, June 8**	**73.3% 7:00 – 8:00 PM**	**4**
			Saturday, August 5	**46.7% 5:00 – 6:00 PM**	**8**
70	McMinnville Co-op/ Public – All Day Parking	49	Thursday, June 8	95.9% 11:00 AM – 12:00 PM	2
			Saturday, August 5	53.1% 2:00 – 3:00 PM	23
71	US Post Office	31	Thursday, June 8	51.6% 1:00 – 2:00 PM	15
			Saturday, August 5	25.8% 12:00 – 1:00 PM	23
73	**5th Avenue Garage**	**222**	**Thursday, June 8**	**81.5% 10:00 – 11:00 AM**	**41**
			Saturday, August 5	**17.6% 3:00 – 4:00 PM**	**183**
74	The Granary	120	Thursday, June 8	63.3% 12:00 – 1:00 PM	44
			Saturday, August 5	52.5% 1:00 – 2:00 PM	57
75	McMinnville Grand Ballroom	13	Thursday, June 8	123.1% 12:00 – 1:00 PM	-3
			Saturday, August 5	115.4% 12:00 – 1:00 PM	-2
Off-Street Supply (Surveyed) 42 sites		***1,666***	***Thursday, June 8***	***58.3% 11:00 AM – 12:00 PM***	***650***

Lot ID	Facility	Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available
			Saturday, August 5	**26.5% 2:00 – 3:00 PM**	**1,225**
Off-Street Supply (Extrapolated) 75 sites		**2,047**	**Thursday, June 8**	**58.3% 11:00 AM – 12:00 PM**	**854**
			Saturday, August 5	**26.5% 2:00 – 3:00 PM**	**1,505**

D. Utilization (Heat Map Summary)

Figures J and K (next two pages) illustrate the off-street parking heat maps for the peak hours for both the weekday and weekend. The findings include:

- Nine (9) of 42 facilities, or 21% of the total off-street supply surveyed, are constrained above 85% occupancy on the weekday (Thursday).
- Four (4) of 42 facilities, or 9.5% of the total on-street supply surveyed, are constrained above 85% occupancy on the weekend (Saturday).
- The peak hour is 11:00 AM - 12:00 PM on weekday and 2:00 - 3:00 PM on the weekend.
- The facilities on the eastside of the study area have much lower occupancy rates than those to the west. This is the same for both Thursday and Saturday.

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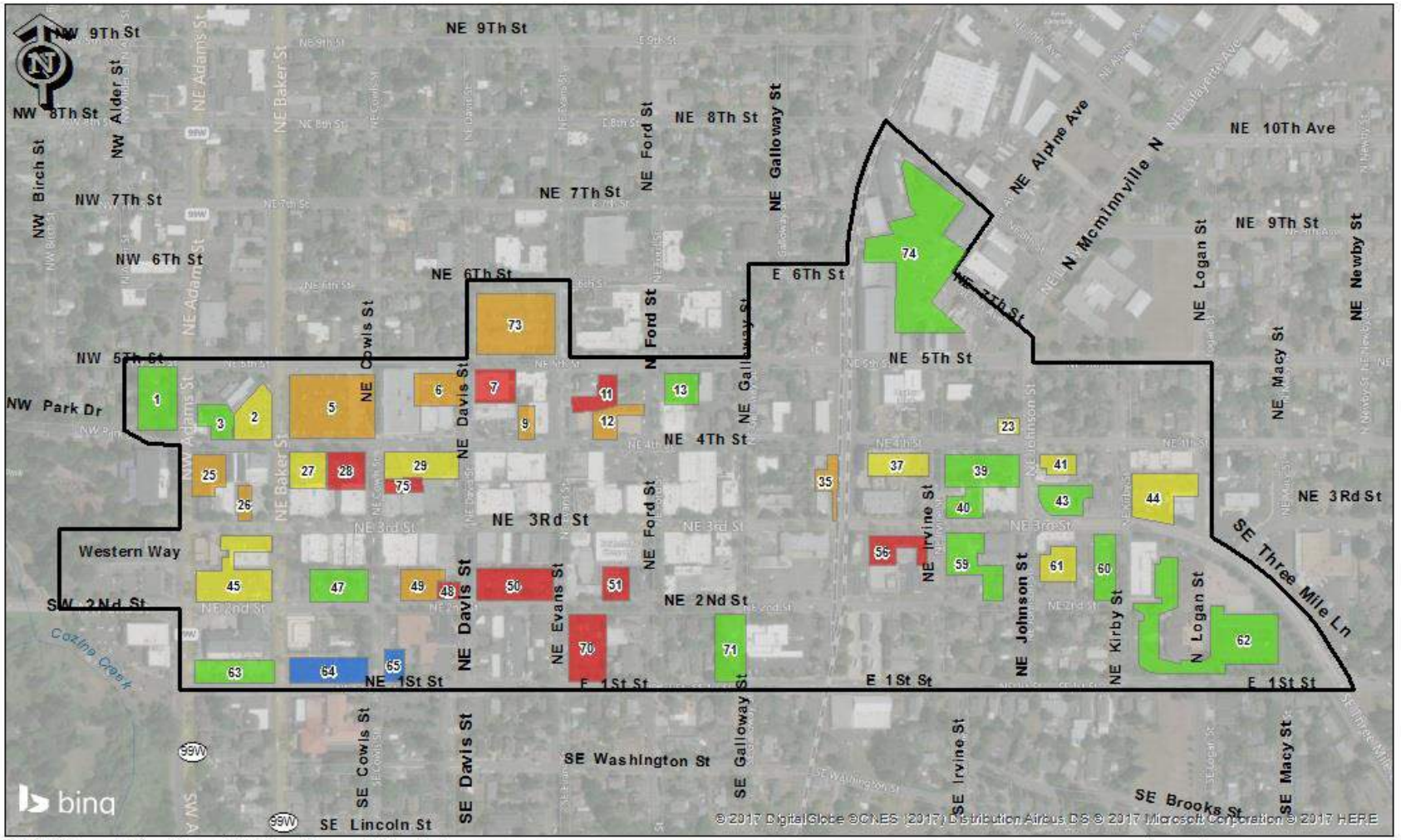
Figure J: Heat Map for Off-Street Utilization (Weekday Peak Hour)



Off-Street Parking Utilization - Weekday

Parking Study Area

> 85%

84% - 70%

69% - 55%

< 55%

Construction

Thursday, June 8, 2017

11:00 AM - 12:00 PM

Peak Hour

Feet

0 90 180 360 540 720

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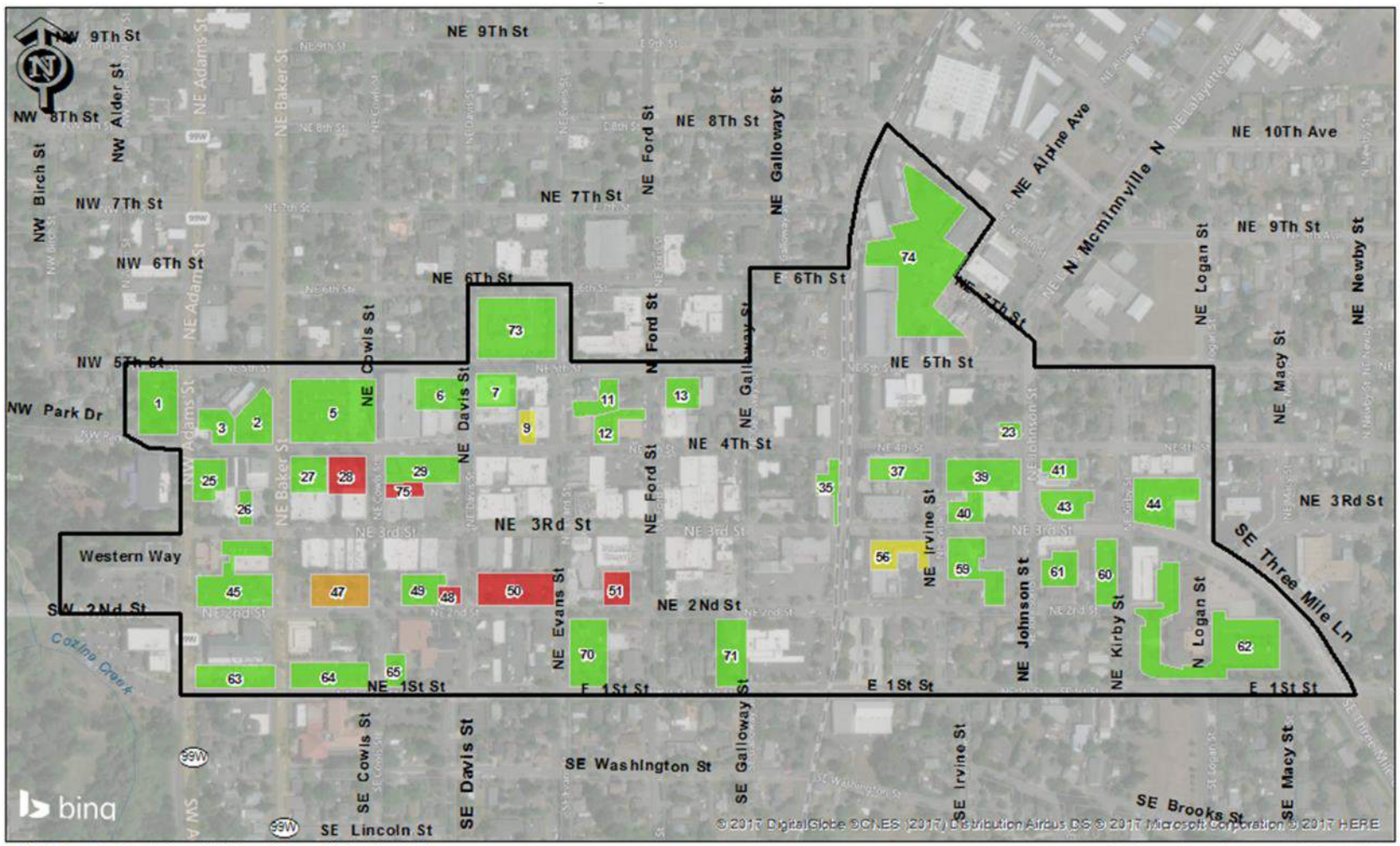
Figure K: Heat Map for Off-Street Utilization (Weekend Peak Hour)



Off-Street Parking Utilization - Weekend

Parking Study Area

> 85%

84% - 70%

69% - 55%

< 55%

Saturday, August 5, 2017

2:00 - 3:00 PM

Peak Hour

0 90 180 360 540 720 Feet

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VII. CHARACTERISTICS OF THE SUPPLY (Combined View)

A. Combined Survey Findings

It is important to consider both on and off-street parking facilities together as a system. The on-street system should generally serve short stay visitors and customers, while the off-street supply should cater to employees and/or stays of 4 hours or more. Also, contrasting on-street constraints to adjacent or nearby off-street surpluses (if any) can be useful in determining the feasibility of potential shared systems.

Figure L shows the hourly occupancy rates for the combined parking system for both the weekday and the weekend; 2,464 surveyed stalls). Key findings include:

- Combined occupancy rates are less than 60% on the weekday (Thursday) and less than 35% on the weekend (Saturday).
- Based on industry measures of performance, the downtown system operates at a moderate (weekday) to low (weekend) level.
- After 5:00 PM, the volume of parking activity in the downtown decreases substantially both weekday and weekend.
- The highest levels of parking activity occur between the hours of 10:00 AM and 2:00 PM.

Figure L: 2017 McMinnville Combined Parking Utilization

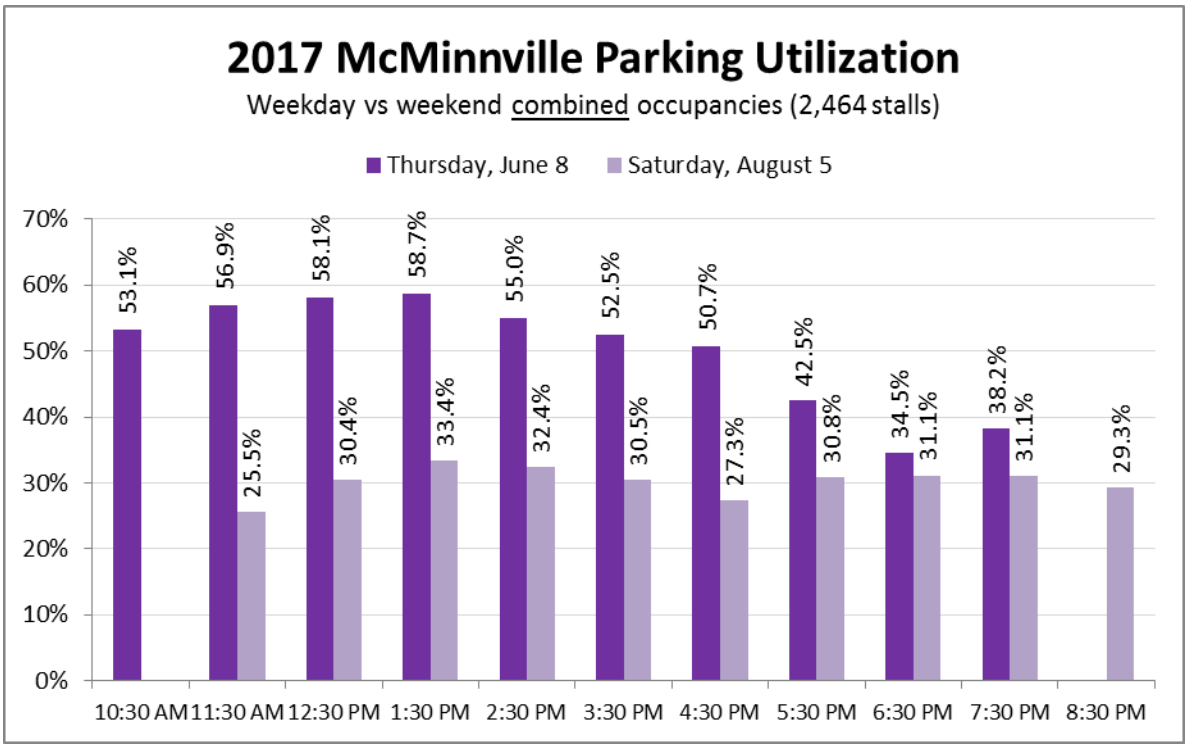


Table 7 below shows the utilization comparisons between combined on and off-street parking supplies within the sampled supply for the weekday and weekend, as well as extrapolated metrics for the entire parking supply in downtown McMinnville.

Key findings include:

- Peak occupancies within the on-street supply are higher than the off-street supply, whether weekday or weekend.
- Within the sampled supply (2,464), there are between 974 (weekday) and 1,640 (weekend) empty parking stalls at the peak hour.
- When extrapolated to the entire parking supply (2,845), there are 1,175 empty parking stalls on the weekday and 1,895 empty parking stalls on the weekend during the peak hours.

Table 7: 2017 McMinnville Combined Parking Utilization – Weekday vs weekend

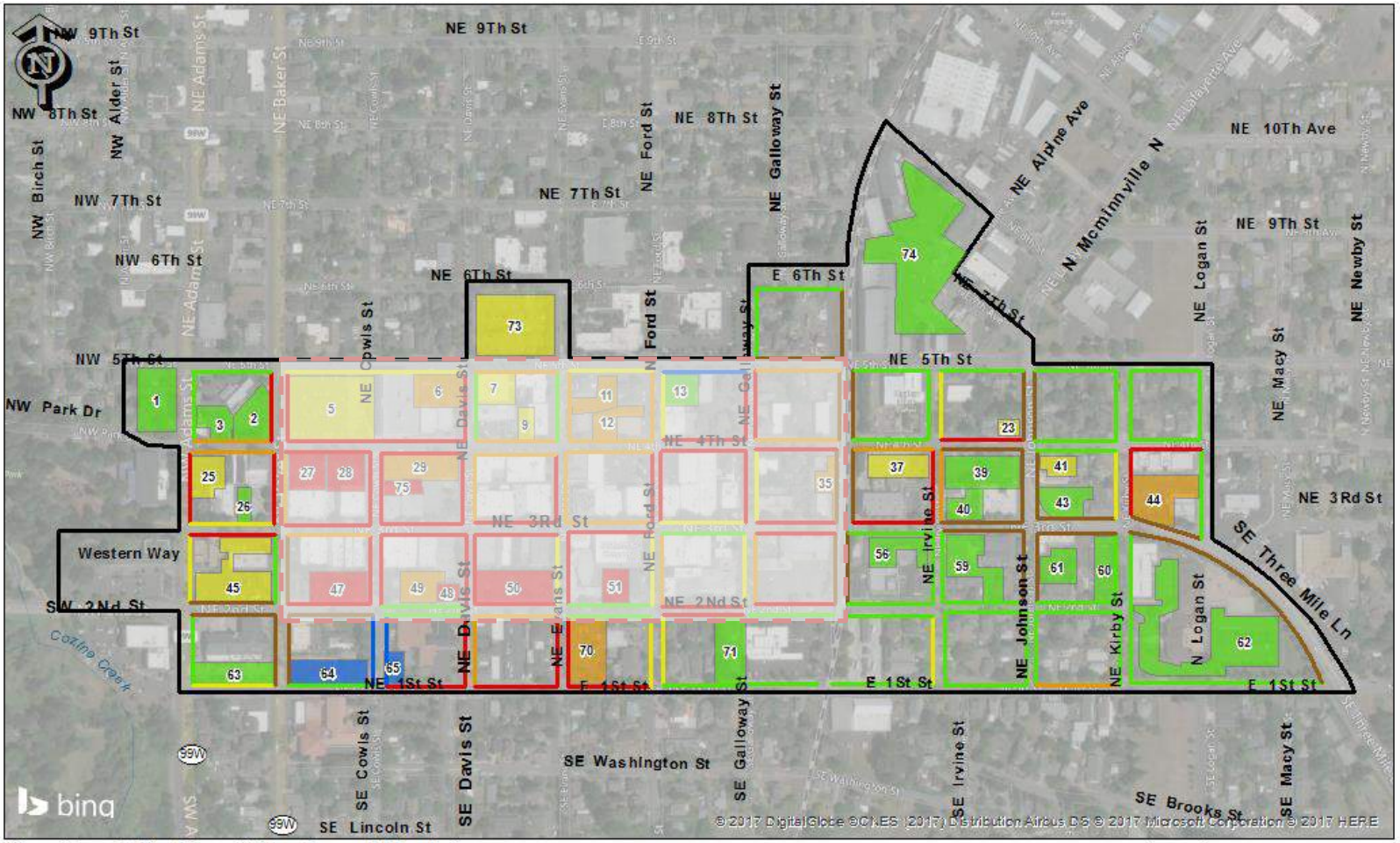
Parking Use Type	# of Stalls	Survey Day	Peak Occupancy Peak Hour	Stalls Available
Combined Supply Surveyed	***2,464***	***Thursday, June 8***	***58.7% 1:00 – 2:00 PM***	***974***
		Saturday, August 5	**33.4% 1:00 – 2:00 PM**	**1,640**
Combined Supply Extrapolated	**2,845**	**Thursday, June 8**	***58.7% 1:00 – 2:00 PM***	**1,175**
		Saturday, August 5	**33.4% 1:00 – 2:00 PM**	**1,895**

B. Utilization - Combined View (Heat Map Summary)

Figures M and **N** (next two pages) provide weekday and weekend peak hour heat maps combining the on and off-street systems. The maps also include the core area, shaded in white. As the figures demonstrate:

- There is generally empty parking available on and off-street (in the peak hour) within a reasonable proximity to most any area of the downtown.
- The weekday (Thursday) core area is constrained, especially the small area bounded by NE Baker Street and NE Evans Street between NE 2nd and NE 4th. Nonetheless, this area is too small (six blocks) to indicate that there is an overall supply problem for either the core area or the larger study area.

Figure M: 2017 McMinnville Combined Parking Utilization Weekday



Combined Parking Utilization - Weekday

Parking Study Area

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> 85%
84% - 70%
69% - 55%
< 55%
Construction

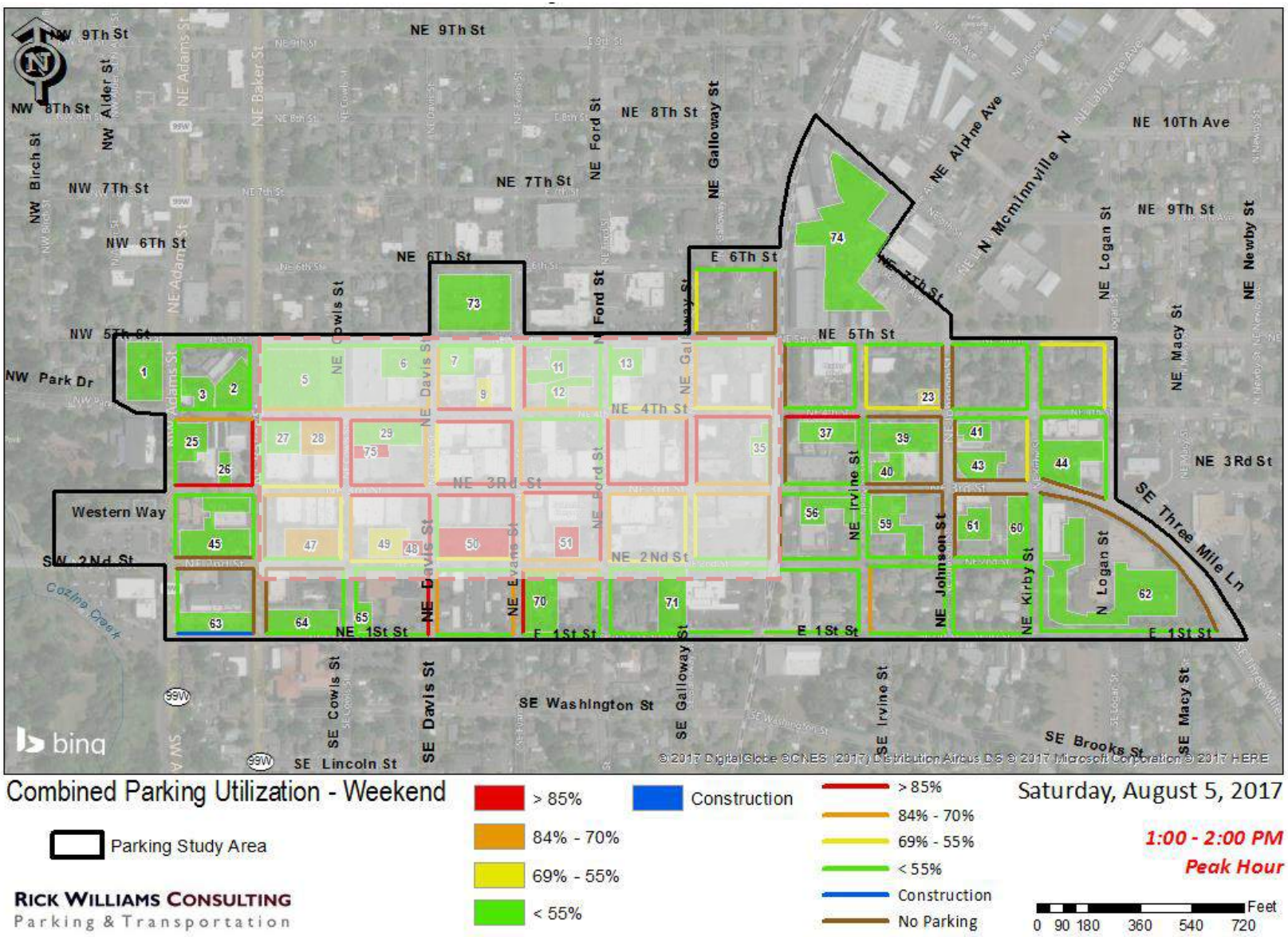
> 85%
84% - 70%
69% - 55%
< 55%
Construction
No Parking

Thursday, June 8, 2017

1:00 - 2:00 PM
Peak Hour

Feet
0 90 180 360 540 720

Figure N: 2017 McMinnville Combined Parking Utilization Weekends



VIII. SUMMARY

The City of McMinnville has an adequate supply of parking both on and off-street to meet the needs of regular visitors, customers and employees downtown. Overall parking is not highly constrained; however, the 'core area' analysis indicates that the area along NE 3rd Avenue experiences the highest volume of occupancy; particularly on the weekday (Thursday).

Key parking metrics show that the time limited stalls are providing enough time for on-street visitors, and those stalls are being used efficiently. There may be a need to increase the number of 2-Hour stalls to facilitate turnover. Violation rates are higher than industry best practices, so additional enforcement may be warranted. The off-street supply is generally underutilized, with certain publicly accessible facilities yielding moderate to high occupancies.

This data summary provides an objective understanding on the use characteristics of the on and off-street supplies in downtown McMinnville. These key findings will establish the basis from which recommendations for improvements to the systems will be made for the short and long-term success of McMinnville.

IX. NEXT STEPS

The findings contained in this Technical Memorandum will be reviewed by City staff and the Stakeholder Advisory Committee. Revisions and refinements will be made to ensure that there is a high level of understanding of the data and its implications. This input will be incorporated into a Draft Recommendations Report that will provide considerations related to programs and strategies designed to improve the existing parking system and support future growth and development of parking downtown.

ATTACHMENT A
SUMMARY OF OFF-STREET FACILITIES (75 SITES)

Lot Number	Facility[4]	# of Stalls	% of Total
1	McMinnville Chamber of Commerce	29	1.4%
2	Citizens Bank	31	1.5%
3	Ticor Title	11	0.5%
4	Dutch Bros	3	0.1%
5	Oregon Mutual Insurance	140	6.8%
6	Oregon Mutual Insurance - Rear	22	1.1%
7	Yamhill County Family + Youth Program	19	0.9%
8	Vacant Building	7	0.3%
9	The Springs Living	13	0.6%
10	Frontier	7	0.3%
11	Board of County Commissioners	19	0.9%
12	Dept. Planning + Dev	19	0.9%
13	Yamhill Co Public Health	33	1.6%
14	Court Appointed Advocates	6	0.3%
15	Private Residence	5	0.2%
16	707 NE 5th St	4	0.2%
17	Galloway Place	2	0.1%
18	Cynthia Kaufman Noble LLC	5	0.2%
19	Utility Yard	6	0.3%
20	Boxer Boys	4	0.2%
21	Cellar Ridge Construction	7	0.3%
22	Elizabeth Chambers Winery	10	0.5%
23	Buchanan Cellars	5	0.2%
24	Carlyle Construction	8	0.4%
25	Cozine House/ First Federal	17	0.8%
26	Retail Parking	10	0.5%
27	**Retail – 2 Hour Parking**	**26**	1.3%
28	**Retail – 2 Hour Parking**	**30**	1.5%
29	US Bank	20	1.0%
30	Retail Parking	3	0.1%

[4] Facilities highlighted in red were not surveyed.

31	Retail Parking	3	0.1%
32	News Register	37	1.8%
33	News Register	13	0.6%
34	McMinnville Glass Shop Entrance	5	0.2%
35	Portland & Western McMinnville Depot	20	1.0%
36	Lost in the 50s	10	0.5%
37	Village Outlier/ Yamhill County	54	2.6%
38	Third Street Animal Hospital	4	0.2%
39	Golden Valley	58	2.8%
40	Mini Super Hidalgo	19	0.9%
41	Acupro Oregon Computer Sales	14	0.7%
42	Northwest Spine & Sport	9	0.4%
43	Acupro Oregon Computer Sales	40	2.0%
44	HBF International	69	3.4%
45	First Federal	64	3.1%
46	Berkshire Hathaway	11	0.5%
47	**Public - 2 Hour Parking**	**29**	1.4%
48	Public – All Day Parking	17	0.8%
49	Key Bank	20	1.0%
50	**Public – 2 Hour Parking**	**53**	2.6%
51	Multi-Tenant Parking	15	0.7%
52	The Springs Living	5	0.2%
53	Rays Auto Service Back lot	27	1.3%
54	Rays Auto Service Front lot	0	0.0%
55	Unknown	27	1.3%
56	K Mini Mart	13	0.6%
57	Headstart of Yamhill County	15	0.7%
58	Headstart of Yamhill County – Bus Parking	10	0.5%
59	McMinnville Praise Assembly	40	2.0%
60	Mountain View – Dr. Marvin Johnson and Thomas Kolodge	24	1.2%
61	Farmers Insurance	23	1.1%
62	James Catholic Church/ School	128	6.3%
63	McMinnville Fire Department	34	1.7%
64	Public – All Day Parking/ Civic-City Hall	38	1.9%
65	Public – All Day Parking	15	0.7%

66	First Presbyterian Church	12	0.6%
67	First Presbyterian Church - Rear	15	0.7%
68	Macy & Son Memorial Chapel	25	1.2%
69	Poseyland Florist	7	0.3%
70	McMinnville Co-op/ Public – All Day Parking	49	2.4%
71	US Post Office	31	1.5%
72	Authorized Vehicles Only	69	3.4%
73	5th Avenue Garage	222	10.8%
74	The Granary	120	5.9%
75	McMinnville Grand Ballroom	13	0.6%
	Off-Street Supply (75 sites)	**2,046**	**100%**
	Off-Street Supply Surveyed (42 sites)	***1,665***	***81.4%***