

City of Hood River, Oregon

Resolution No. 2020-01

A RESOLUTION Accepting the Hood River Parking Study, Formalizing Guiding Principles as policies in the parking system plan, and adopting the 85% Rule as the standard for measuring performance of the parking supply

WHEREAS, Downtown Hood River is an active and vital commercial and customer district experiencing increasing pressure on its parking supply that necessitates greater strategic coordination of the parking system; and

WHEREAS, in December 2018, City Council awarded a downtown parking study contract to Rick Williams Consulting, (RWC) and Fehr & Peers to examine parking management solutions for both the on- and off-street systems in its downtown; and

WHEREAS, the RWC team worked with the Downtown Parking Ad Hoc Committee over the course of ten work sessions to evaluate opportunities and constraints within the parking system and to outline solution strategies that will improve the efficiency and usability of the existing supply and set a foundation necessary to address future commercial and housing growth; and

WHEREAS, The Downtown Parking Study was informed with parking occupancy data collected in the winter and summer of 2018 and an extensive research effort of topics the Ad Hoc Committee felt needed to be addressed and better understood in the strategy development process; and

WHEREAS, this effort was accomplished and publicized through a series of White Papers that evaluated parking issues, used available data, incorporated research from industry best practices and, in sessions with the Ad Hoc Committee, tailored outcomes to Hood River's unique parking and access environment. The entire process was informed with public input provided through two public open houses, an online survey, and intercept interviews during the peak summer season; and

WHEREAS, the Ad Hoc Committee findings, summary, and recommendations for Hood River Parking Management area memorialized in a 31point Strategy Document; and

WHEREAS, as described in the Strategy document, the project's stated goals area are to ensure: Available parking spaces for customers enjoying downtown, Available and affordable parking for downtown workers, Parking-related obstacles and barriers to

downtown development are eliminated, Pedestrian and bicyclist safety, comfort, and convenience are prioritized, A parking system that pays for the system O&M and has an equitable mix of parking-related revenue streams, A plan that anticipates and responds to increasing demand for access to the downtown, A parking management system that meets current best practices and anticipates changes in transportation behaviors and technologies, including more transit, bicycles, e-bikes, pedestrians, and autonomous vehicles.; and

WHEREAS, the Strategy Document and Findings were reviewed and accepted in principle by City Council at its January 13th, 2020 meeting; and

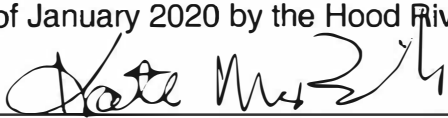
WHEREAS, the first Strategy of the study includes *Formalizing Guiding Principles as policies in the parking and transportation system plan*; and

WHEREAS, The Guiding Principles outlined in White Paper #2 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.”; and

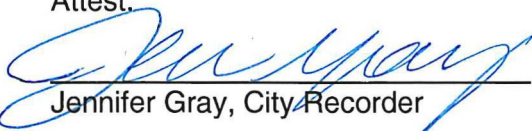
WHEREAS, the second Strategy of the Study includes *Adoption the 85% Rule as the standard for measuring performance of the parking supply and triggering specific management strategies and rate ranges*; and

WHEREAS, the 85% Rule is an operating principle and parking industry standard. When occupancy rates routinely reach 85% in the peak hour, more intensive and aggressive parking management strategies are called for. The purpose is to provide a specific benchmark of system performance that triggers discussion of on-going strategy implementation.


NOW, THEREFORE BE IT RESOLVED by the Hood River City Council that the Downtown Parking Study, Guiding Principles, and 85% Rule are hereby accepted. Approved and Effective this 27th day of January 2020 by the Hood River City Council.



Kate McBride, Mayor

Attest:


Jennifer Gray, City Recorder

Approved as to form:


Daniel Kearns, City Attorney