



CITY OF
GRESHAM
OREGON

PARKING MANAGEMENT MANUAL PROCESS & STATUS

Downtown Gresham Parking

*Strategy Recommendations
Feasibility & Prioritization*

Parking Work Group

Meeting #5

March 12, 2025





Downtown Gresham Parking

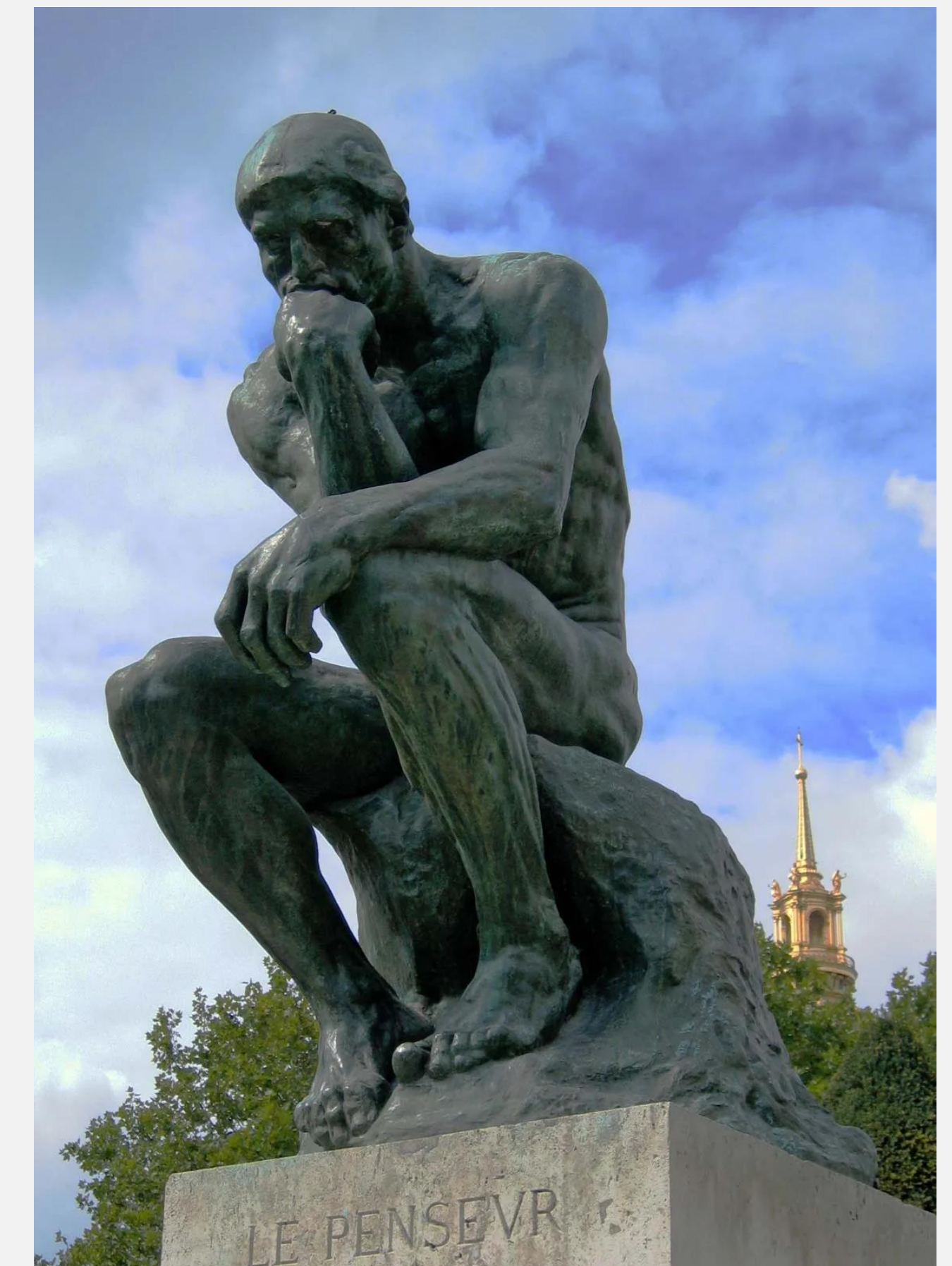
*Strategy Recommendations
Feasibility & Prioritization*

Meeting Agenda

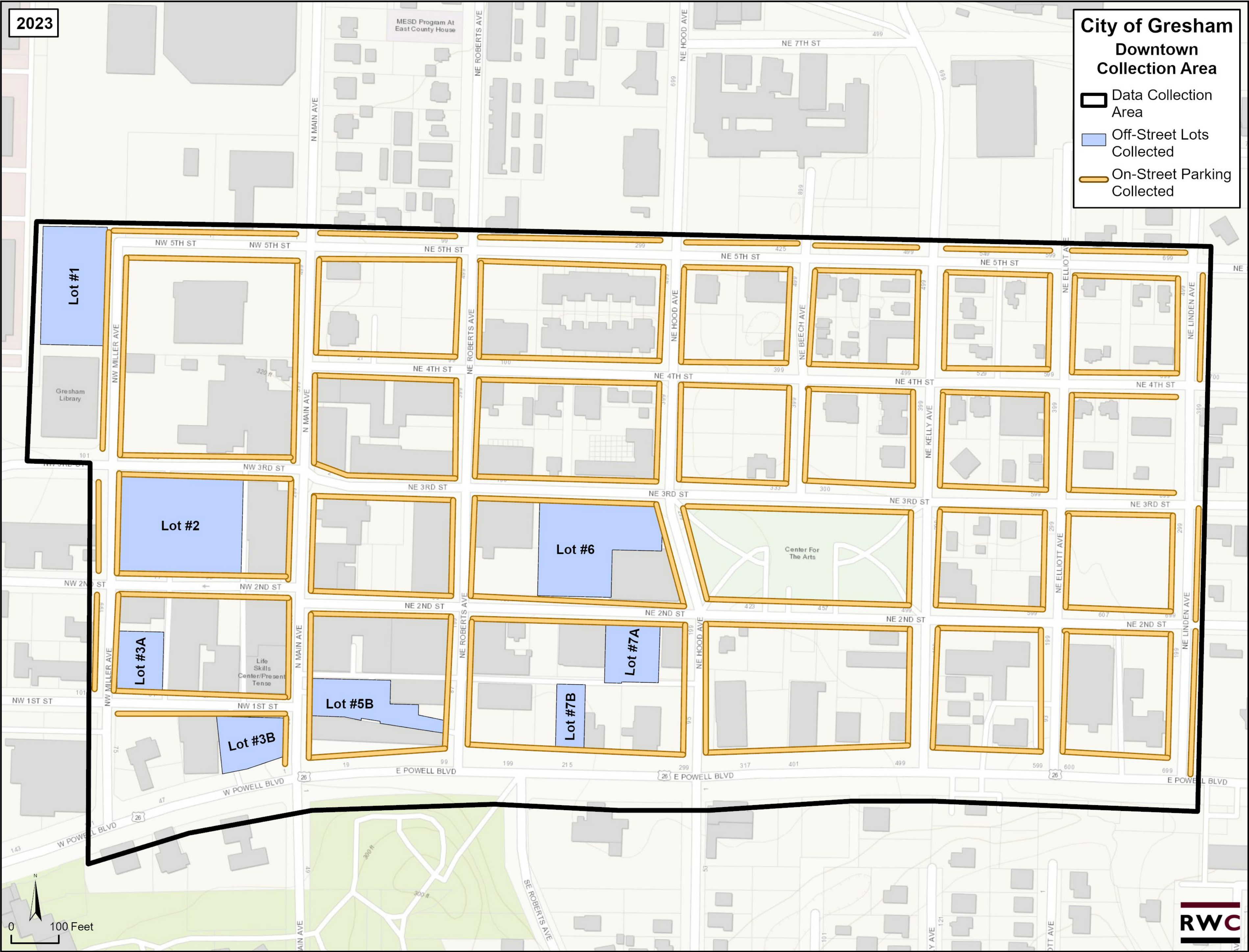
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|---|-----|
| 1. Introductions | All |
| 2. Strategy Recommendations
Discussion | All |
| 3. Next Steps | Jay |

Questions Pondered Related to Strategy Implementation

- What steps are necessary for the City to take to help implement these recommendations?
- Who is responsible?
- How will the task steps (to complete strategy implementation) be paid for now and in the future?
- When could these tasks be completed?
- Are there missing elements of this recommendation?



Project Study Area



- ❖ **North** – NE 5th Street
- ❖ **East** – NE Linden Ave
- ❖ **South** – E Powell Blvd
- ❖ **West** – NW Miller Ave

Parking Use Type	Stalls	% Total
Public Off-Street (8 sites)	375	100%
On-Street	854	100%
ADA accessible	1	< 1%
15 Minute	2	< 1%
30 Minute	3	< 1%
1 Hour	2	< 1%
2 Hour	31	3.6%
3 Hour	16	1.9%
No Limit	799	94%

Management Strategy Considerations

Policy

- Codify Guiding Principles for parking
- Define and formalize Downtown Parking Management District (DPMD) boundaries
- Continue Parking Working Group

Management

- Ongoing weekly management
- Assess ADA on-street parking locations
- Assess public off-street safety standards
- Time limit on-street parking in select areas within DPMD
- Periodic (random) parking enforcement
- Identify off-street shared-use parking opportunities through HDGA
- Conduct routine data collection
- Implement off-street parking permit program

Signage

- Stripe managed on-street parking spaces in the commercial core
- Better use of signage (on and off-street) – to instruct users on how and where to park
- Install customer & permit parking signage in public off-street facilities

Communication

- Develop a logo/brand for downtown public parking
- Improve City of Gresham parking website – with tailored information for customers, employees and visitors

Policy – Codify Guiding Principles

■ Why

- ✓ Formalize Guiding Principles as a policy for managing parking in Downtown Gresham
- ✓ Parking management means different things to different stakeholders. Establishing clear priorities to "get the right car to the right parking stall" through consensus makes initiating changes to the parking system much easier.
- ✓ Current/2023 Strategy

■ Tasks

- ✓ Coordination - staff time/new position
- ✓ Determine where Principles live in documents
- ✓ City Council action

■ Cost

- ✓ Staff time (minimal)

■ Timeline

- ✓ Short-term (0-18 months)



Policy – Define & Formalize Parking Management District Boundaries

■ Why

- ✓ Establish a *Downtown Parking Management District (DPMD)* boundary to focus and guide parking strategy implementation.
- ✓ Parking management districts reflect an area's unique zoning and character. Downtown parking districts usually encompass *commercial* city blocks, focusing on ground-level active business uses.
- ✓ Managed under Guiding Principles
- ✓ 2023 Strategy

■ Tasks

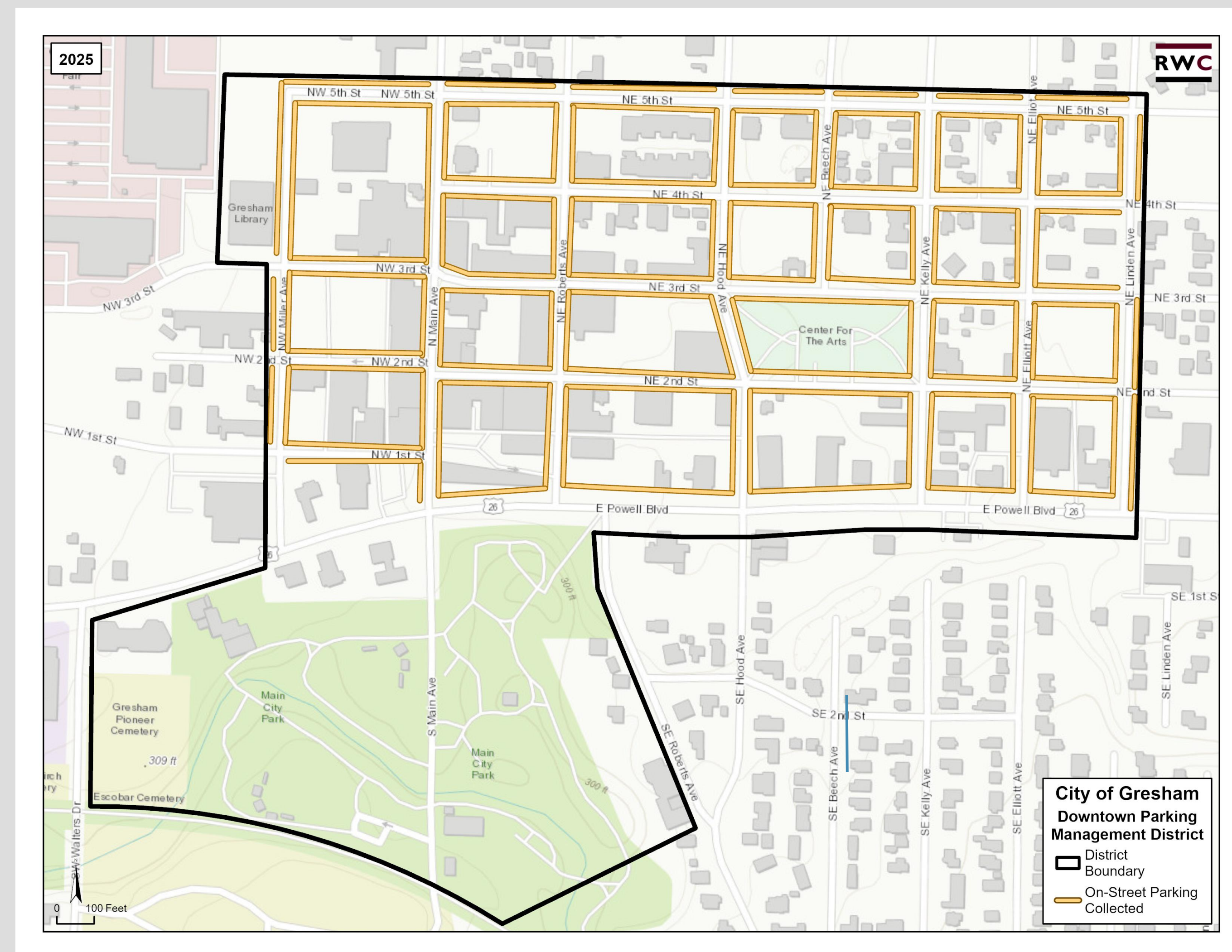
- ✓ Coordination - staff time/new position
- ✓ Any necessary code changes
- ✓ City Council action

■ Cost

- ✓ Staff time (minimal)

■ Timeline

- ✓ Short-term (0-18 months)



Policy – Continue Parking Work Group

■ Why

- ✓ Active participation by affected users guarantees an understanding of parking management solutions - reviews performance, sounding board for issues, liaison to the broader stakeholder community
- ✓ Current/2023 Strategy
- ✓ Meeting quarterly – annually (as needed)



■ Tasks

- ✓ Coordination/Management – staff time/new position
- ✓ Outreach/Communication, liaison, prioritize action items, coordination of data – Working Group
- ✓ Other tasks?

■ Cost

- ✓ Staff time

■ Timeline

- ✓ Short-term (0-18 months)

■ Example Cities

- ✓ Tacoma, WA (Parking Technical Advisory Group - PTAG)
- ✓ NW Portland, OR (Stakeholder Advisory Committee – NW SAC)



Management – Ongoing Weekly Management

- **Why**

- ✓ Restructure or augment staff position to manage the parking supply and implement new programs identified in the Parking Management Manual
- ✓ Current/2023 strategy

- **Tasks**

- ✓ Restructure or hire position
- ✓ Manage Parking Work Group
- ✓ Review and implement parking management strategies

- **Cost**

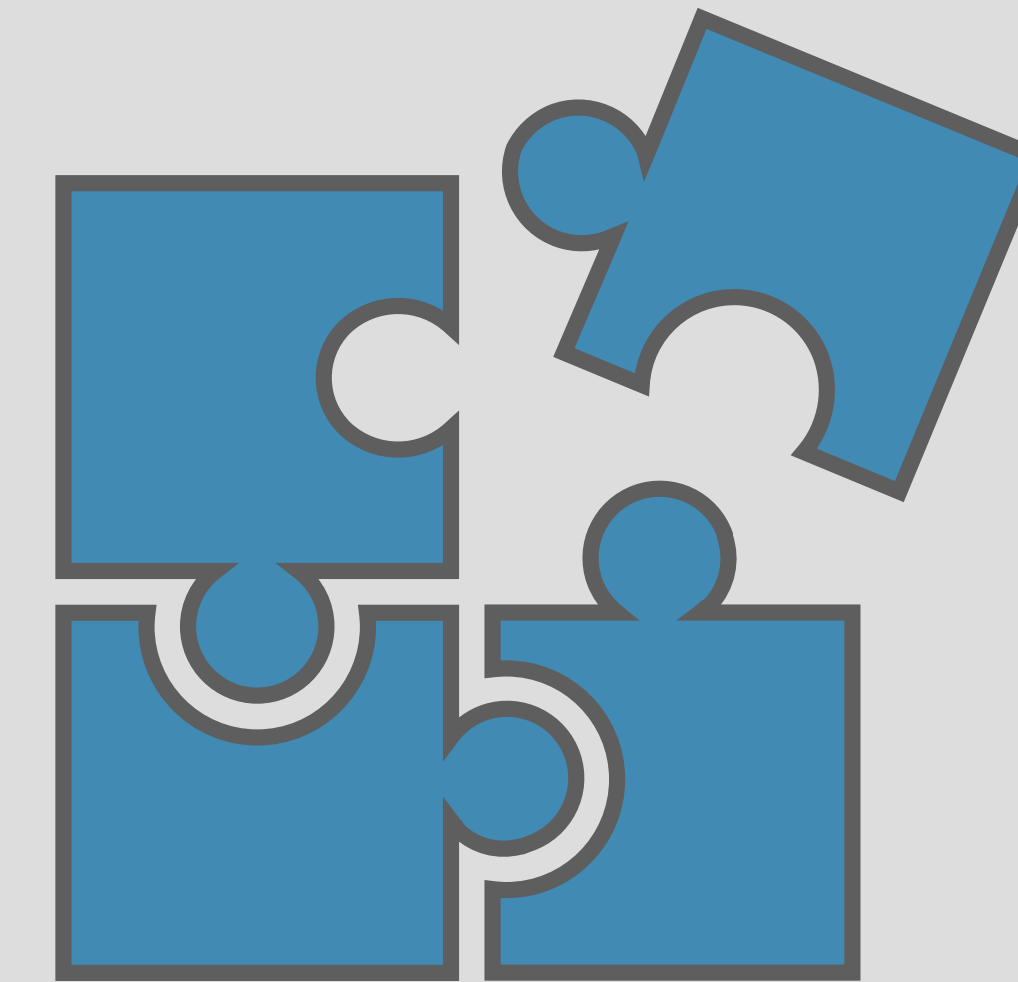
- ✓ City Staff time (existing/repurposed/new position)
- ✓ 0.50 - 1 FTE (\$75K - \$150K)

- **Timeline**

- ✓ Short-term (0-18 months)

- **Example Cities**

- ✓ Bend, OR – Parking Manager
- ✓ Corvallis, OR – Parking Coordinator



Management – ADA On-Street Parking Assessment

■ Why

- ✓ Desire heard from Parking Work Group & Open House
- ✓ Create better and more equitable access on and off-street
- ✓ Federal on-street requirements have changed
- ✓ New Strategy

■ Tasks

- ✓ (1st) Determine on and off-street ADA stall locations/needs
- ✓ (2nd) Coordinate timing w/ striping & signage implementation
- ✓ Work with Public Works on implementation and install

■ Cost

- ✓ In-house or 3rd party assessment
- ✓ Signage \$350 (pole/blade sign) + striping
- ✓ Potentially up to 17 ADA on-street stalls

■ Timeline

- ✓ Short/Mid-term (0-36 months)

■ Examples of recent ADA audits

- ✓ Leavenworth, WA
- ✓ Corvallis, OR
- ✓ Bend, OR



Management – Assess public off-street safety standards

■ Why

- ✓ Improve the safety standards of the eight public off-street parking facilities to enhance the appearance and function of off-street parking.
- ✓ Parking Work Group - lots can feel unsafe causing some users to avoid parking there. Assess site needs: lighting, periodic enforcement, signage, facility monitoring.
- ✓ New strategy

■ Tasks

- ✓ Coordination w/ City Staff time
- ✓ Determine needed safety elements at different off-street facilities (e.g., lighting, signage, striping, landscaping, cameras, enforcement, etc.)
- ✓ Develop cost list for improvements for each site

■ Cost

- ✓ City staff time
- ✓ Safety infrastructure upfront and ongoing maintenance costs
- ✓ Prioritization – what is feasible and what is not?

■ Timeline

- ✓ Short-term (0-18 months)



Management – Time Limit High Demand Parking Areas

■ Why

- ✓ Ensure easy visitor access to on-street parking with time limit restrictions that reflect visitor parking demand.
- ✓ Modified 2023 Strategy

■ Tasks

- ✓ On-street time limits/format - 3 Hour stalls west of Hood Avenue
- ✓ Timed in coordination w/ stall striping and signage installation
- ✓ Coordinate with Public Works for implementation timeline
- ✓ Communicated via City website and in coordination w/ Parking Work Group

■ Cost

- ✓ City Staff time (minimal)

■ Timeline

- ✓ Short-term (0-18 months)

■ Examples

- ✓ Madras - 3-Hours in downtown core
- ✓ Springfield - 2-Hours in downtown core/3-Hours in periphery
- ✓ The Dalles – partial time limits in high demand areas downtown



2023 Downtown On-street Inventory		
Use Type	Stalls	% Total
On-Street Supply Studied	854	100%
15 Minute	2	< 1%
30 Minute	3	< 1%
1 Hour	2	< 1%
2 Hour	31	3.6%
3 Hours	16	1.9%
ADA accessible	1	< 1%
No Limit	799	93.6%

Management – Periodic Parking Enforcement

■ Why

- ✓ With parking management in place, enforcement is a needed element
- ✓ Need for visual enforcement prioritizing high-demand stalls for customers/visitors
- ✓ Critical for new time limits
- ✓ Modified 2023 Strategy

■ Tasks

- ✓ Determine format, protocols, frequency, etc. for enforcement
- ✓ Identify desired format of enforcement (ambassador-like, code enforcement)
- ✓ Timed to immediate follow implementation of time limits/signage/stripping
- ✓ Determine how program pays for itself considering citation revenue going to Multnomah County (surcharge for City of Gresham to Enterprise Fund?)
- ✓ RFP (if 3rd party) – City prepared

■ Cost

- ✓ In-house or 3rd party
- ✓ Part-time enforcement is okay

■ Timeline

- ✓ Mid-term (18-36 months)



Management – Off-Street: Shared Use

■ Why

- ✓ A Privately owned off-street facilities provide an opportunity for additional parking supply.
- ✓ Based on the principle that “all parking should be seen as a community resource,” shared uses of privately-owned parking will be identified and pursued.
- ✓ New strategy

■ Tasks

- ✓ Collaborate w/ HDGA and Parking Work Group on outreach, education and marketing.
- ✓ Coordinate with data collection schedule (collect data on private off-street lots)

■ Cost

- ✓ Minimal (Code changes may be needed)
- ✓ Largely HDGA (“shopping” opportunities to peers) led with City support (sharing data findings to substantiate opportunities)

■ Timeline

- ✓ Long-term (36+ months)



Management – Routine Data Collection

■ Why

- ✓ A foundational element of these parking management strategies is facilitating decision-making with accurate data and using the *85% Occupancy Standard*, which requires routine data collection.
- ✓ As parking management changes and as development occurs, objective data is key for sound decision-making.
- ✓ 2023 Strategy

■ Tasks

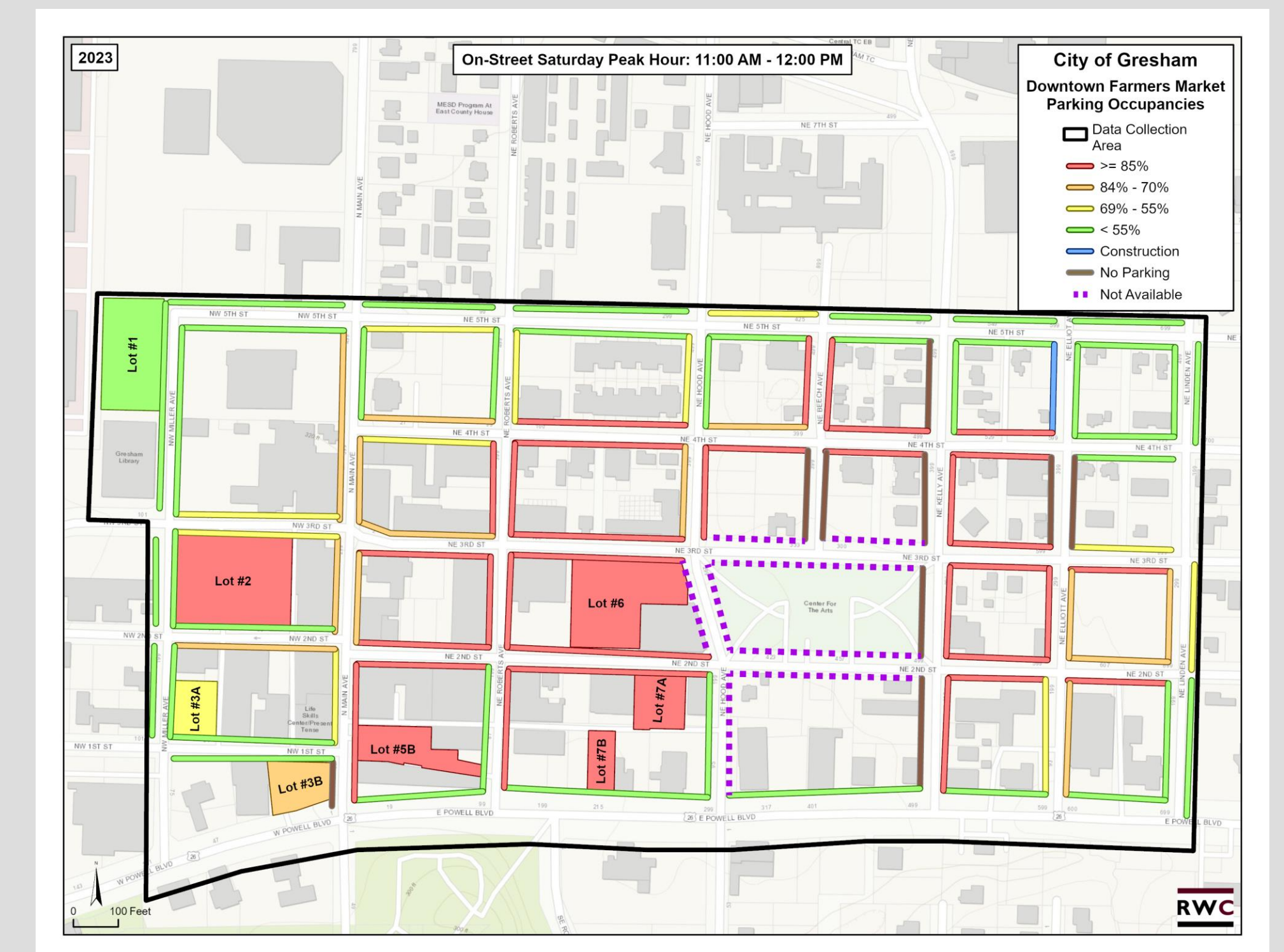
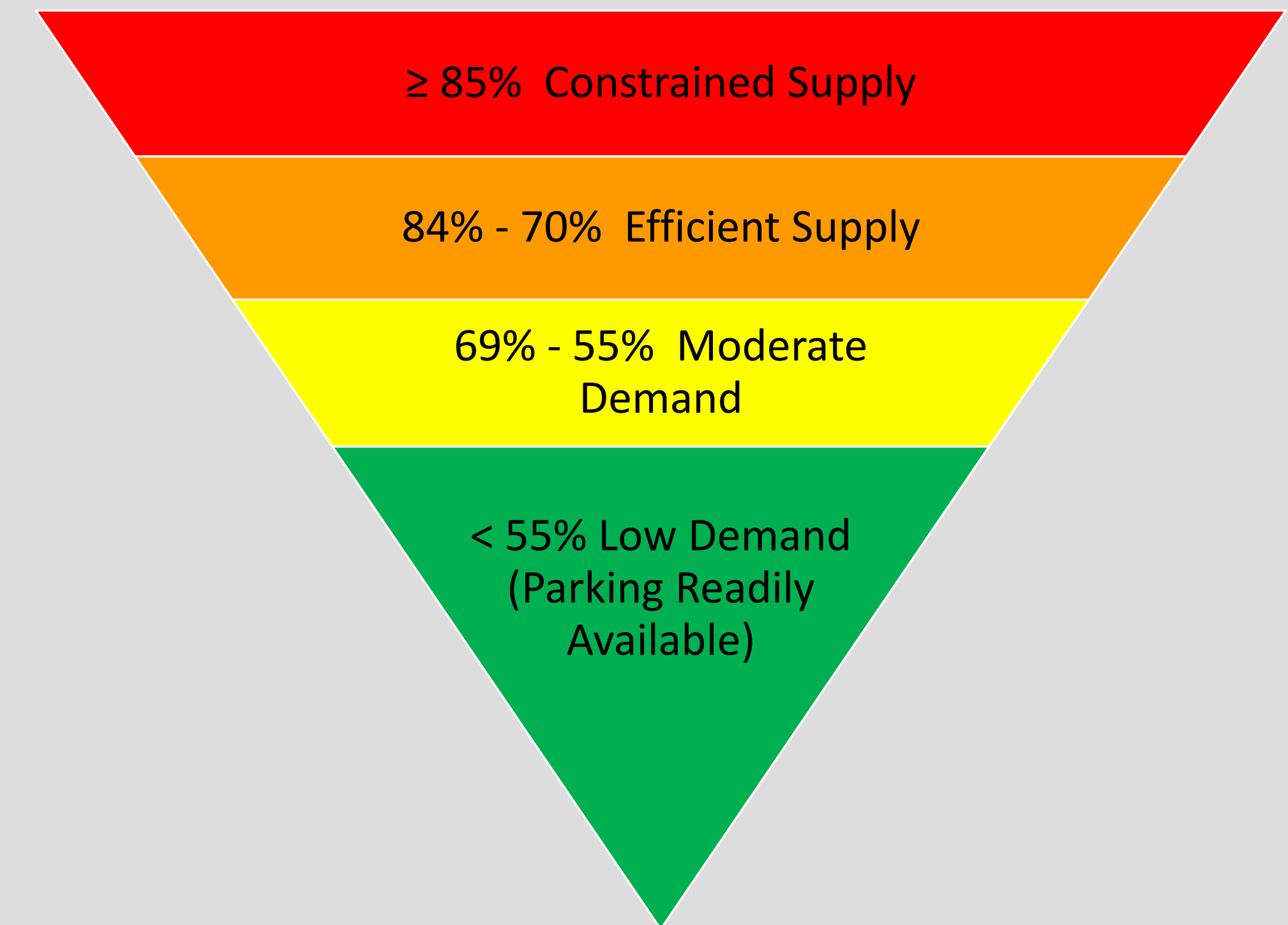
- ✓ Collaborate w/ Parking Work Group on data collection schedule
- ✓ RFP for 3rd party consultant
- ✓ Update website and corresponding parking programs with refreshed datasets

■ Cost

- ✓ \$25,000-\$30,000 (3rd party – every 2/3 years)
- ✓ Costs can be reduced with volunteers and sampling

■ Timeline

- ✓ Long-term (36+ months)



Management – Implement off-street parking permit program

■ Why

- ✓ Based on demand, sell a controlled number of employee permits in downtown public off-street parking lots.
- ✓ Heard need for identified employee parking locations
- ✓ 2023 Strategy

■ Tasks

- ✓ Identify lots allowing permits w/ input from Parking Work Group
- ✓ Permit format (hangtag, sticker, etc.)
- ✓ Outreach/education of program – City/Parking Work Group/HDGA
- ✓ Permit pricing calibration - City

■ Cost

- ✓ In-house data collection time/resources
- ✓ Price permits so program is revenue neutral
- ✓ Coordination w/ Code Enforcement or parking manager for program administration

■ Timeline

- ✓ Long-term (36+ months)



Signage – Stripe Managed On-Street Stalls Downtown

■ Why

- ✓ All managed (time-limited & ADA) on-street parking in the Downtown Parking Management District should be clearly striped, creating better order and presentation for users.
- ✓ Faded on-street stall striping (and yellow curbs) make it difficult to determine vehicle spacing
- ✓ New strategy

■ Tasks

- ✓ Work w/ Engineering and Operations
- ✓ Initial target: block faces in DPMD west of Hood Avenue
- ✓ Coordinate with ADA improvements & signage locations/installation

■ Cost

- ✓ City staff time
- ✓ Approximately \$215 per block face
- ✓ 52 block faces - \$11,180

■ Timeline

- ✓ Short-term (0-18 months)

■ Example cities

- ✓ Meridian, ID
- ✓ Corvallis, OR
- ✓ The Dalles, OR



Signage – Install Time Limit Parking Signage

■ Why

- ✓ Initiating time limits will launch the first fundamental of parking management: *controlling the parking supply for a priority purpose.*
- ✓ 3 Hour time limit west of Hood Avenue will increase turnover, preserve prime street parking for visitors, and reduce employee parking on-street in high demand areas.
- ✓ Modified 2023 Strategy

■ Tasks

- ✓ Coordination w/ City staff time & Parking Work Group
- ✓ Installation & upkeep – work w/ Public Works
- ✓ Integrate with new downtown parking logo/brand, online, marketing materials

■ Cost

- ✓ Approximately \$825 per block face (poles/blade signs/install)
- ✓ 52 block faces in downtown boundary west of Hood ≈ \$43,000

■ Timeline

- ✓ Short-term (0 - 18 months)

■ Examples

- ✓ Springfield, OR
- ✓ McMinnville, OR



Springfield

Signage – Install Customer & Permit Signage in Public Off-street Lots

■ Why

- ✓ Install signage in public off-street parking lots allowing either “4-Hour Customer Parking or By Permit” or “4-Hour Customer Parking”
- ✓ Establishing time limits with these city assets will encourage turnover, while preserving some select stalls for interim employee use (based on demand)
- ✓ 2023 Strategy

■ Tasks

- ✓ City staff to identify candidate lots allowing permits, review with Parking Work Group
- ✓ Sign design & installation (simple messaging) - City
- ✓ Integrate with new downtown parking logo, City parking website, marketing materials
- ✓ Coordination w/ Public Works

■ Cost

- ✓ Approximately \$750 - \$4,000 per lot (depending on # of entries/exits)
- ✓ 8 public lot = \$6,000 - \$32,000

■ Timeline

- ✓ Mid-Long-term (18-36+ months)

■ Examples of Off-street Signage

- ✓ Redmond, OR
- ✓ Leavenworth, WA



Communication – Develop Downtown Parking Brand

■ Why

- ✓ Develop a branded signage package with a unique logo to integrate the public off-street parking system.
- ✓ Create simple and understandable parking system (brand) that is "customer-friendly"
- ✓ 2023 Strategy

■ Tasks

- ✓ City staff time with Parking Work Group input on a final design
- ✓ Identify off-street signage locations/needs

■ Cost

- ✓ In-House (minimal)
- ✓ 3rd Party design/process - \$7,500

■ Timeline

- ✓ Near/Mid-term (0-36 months)

■ Examples

- ✓ Seattle, WA
- ✓ Albany, NY
- ✓ McMinnville, OR



Communication – Website Improvements

■ Why

- ✓ Design, create, and launch a parking website with information on how to use parking in downtown for customers, employees, and downtown residents
- ✓ Parking locations, hours of operation, connections to transportation options, etc., should be communicated via a continually updated City website
- ✓ Current/2023 Strategy

■ Tasks

- ✓ Collaborate w/ Parking Work Group on content
- ✓ In-house website, reenforce parking brand (logo)
- ✓ Keep information current on website

■ Cost:

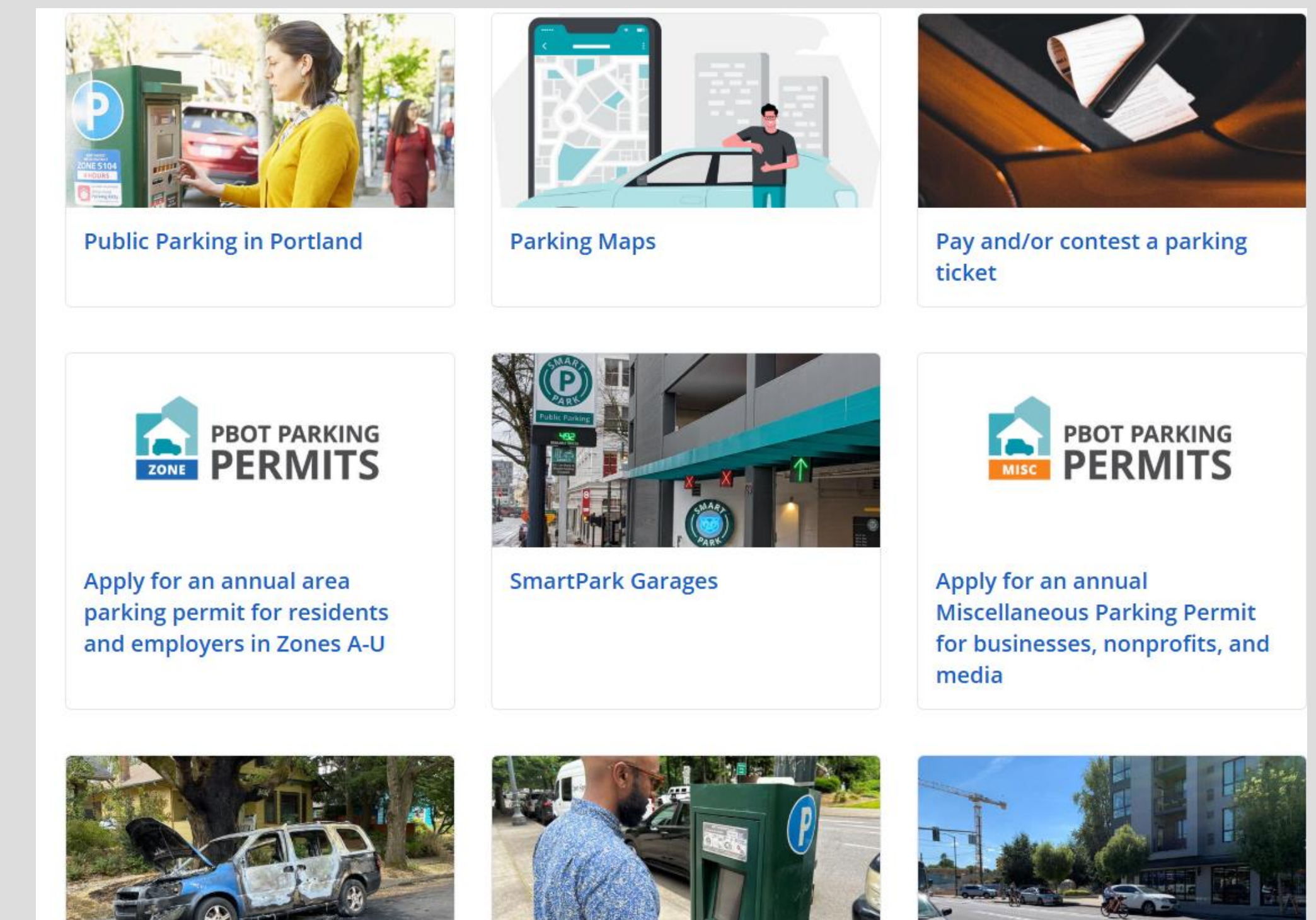
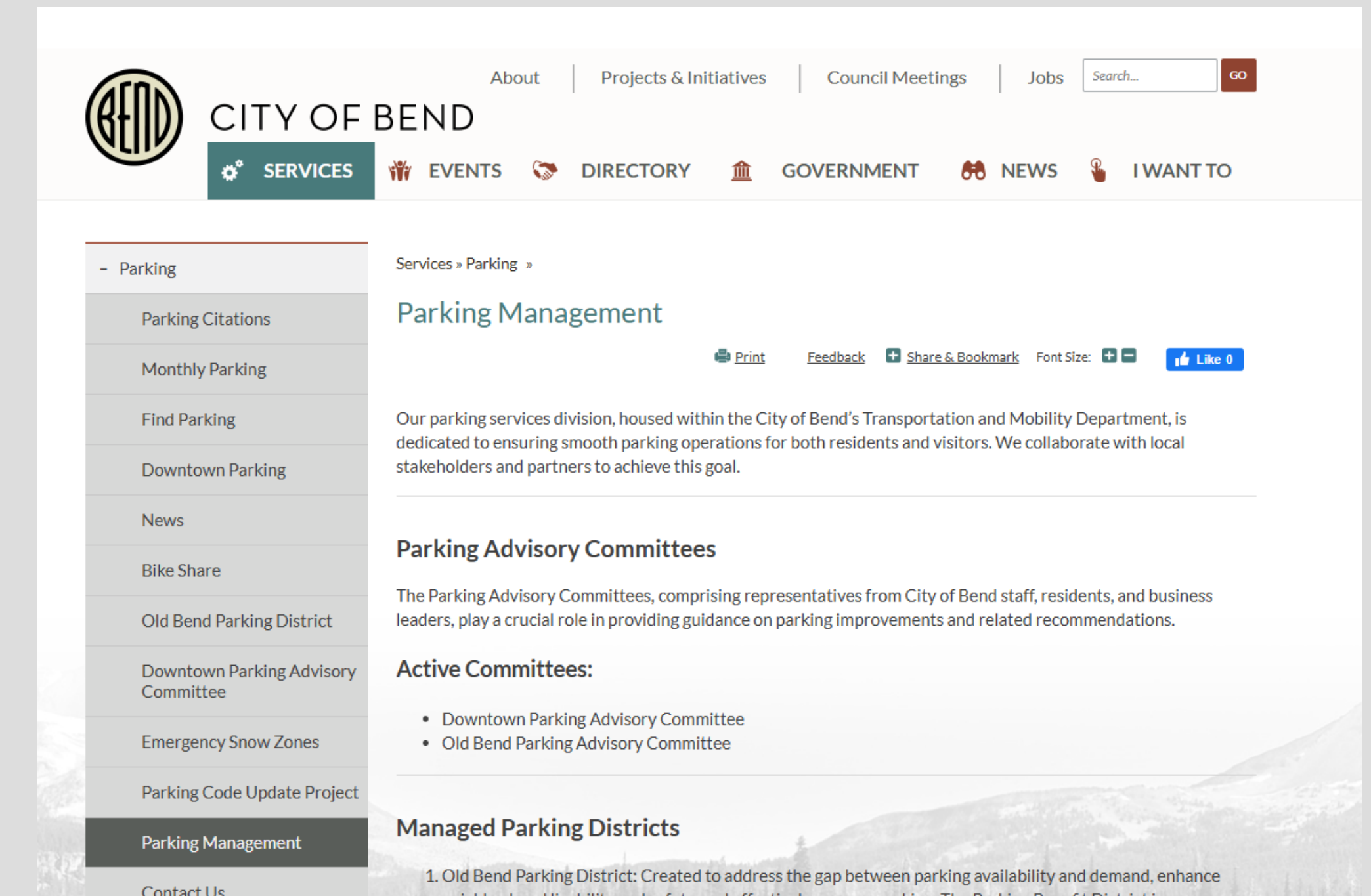
- ✓ Minimal, if in-house
- ✓ Time to maintain/refresh content

■ Timeline:

- ✓ Short-term (0-18 months)

■ Example Cities

- ✓ Bend, OR
- ✓ Portland, OR
- ✓ Leavenworth, WA



Parking Work Group – Strategy Prioritization Exercise

- **What strategies are most important for you?**
 - ✓ Help the City understand what's important to the community
 - ✓ Fulfillment of strategies is dependent on City resources (staff time, inter-department coordination, funding mechanisms, grant opportunities)
 - ✓ Phased approach to implementation
 - ✓ Use stickers to indicate your priorities



■ Next Steps

- ✓ Draft Parking Manual
- ✓ Open House #2
- ✓ City Council Presentation



Thank You