



Survey Findings

CITY OF
GRESHAM
OREGON

PARKING MANAGEMENT MANUAL AND PARKING WORK GROUP

Downtown Parking Work Group

Meeting #4

December 11, 2024



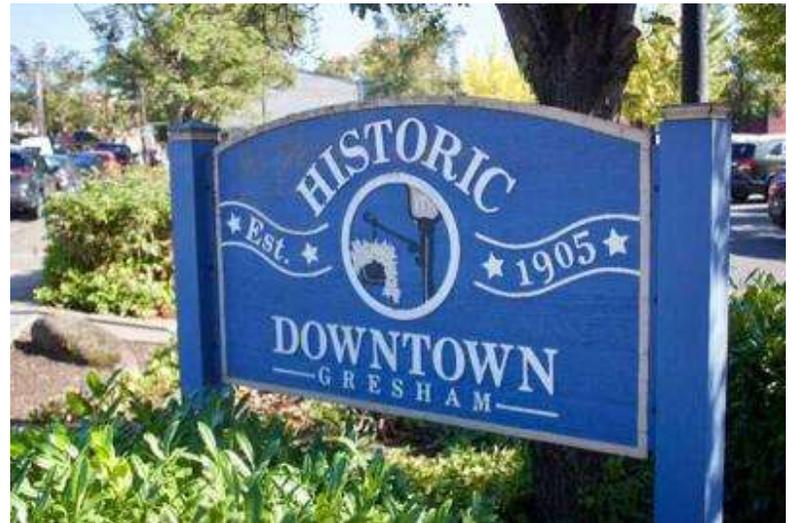


Meeting Agenda

1. Welcome All
2. Scope Check-in Owen
3. Survey Findings Owen/Pete
4. Q&A Group
5. Next Steps Owen

Project Scope

- Form a Parking Work Group (PWG)
- Work Group Process (July – November)
 - ✓ AUG 8 (2ND Thursday): Meeting #1: Parking 101
 - ✓ SEPT 12: Meeting #2: Guiding Principles
 - ✓ OCT 9: Meeting #3: Existing Conditions
 - ✓ DEC 11: Meeting #4: Preliminary Survey Results
- Web Survey/Mailer
- Public Meetings (2)
 - ✓ NOV 7: OPEN HOUSE
- City Council Presentation (TBD)
- Draft and Final Parking Management Manual (November 2024 – March 2025)



Source: theoutlookonline.com



Open House Take-Aways

Open House Recap – Management Strategy Considerations

- Goal: *Get the right user in the right space*
- Establish Guiding Principles for Parking
- Strip 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
- Time limited parking in high parking demand areas in downtown
- Periodic enforcement for time limitations or unlawful parking
- Identify preferred employee parking areas in downtown
- Improve City of Gresham parking website – for information for customers, employees and visitors
- Assess ADA parking locations and compliance
- Identify off-street shared-use parking opportunities (through HDGA)

Basis for Strategy Development:

- Downtown Parking Assessment (June 2023)
- Guiding Principles (Sept 2024)
- Perceptions Survey (Nov 2024)
- Industry Best Practices

Open House Recap – Public Comment

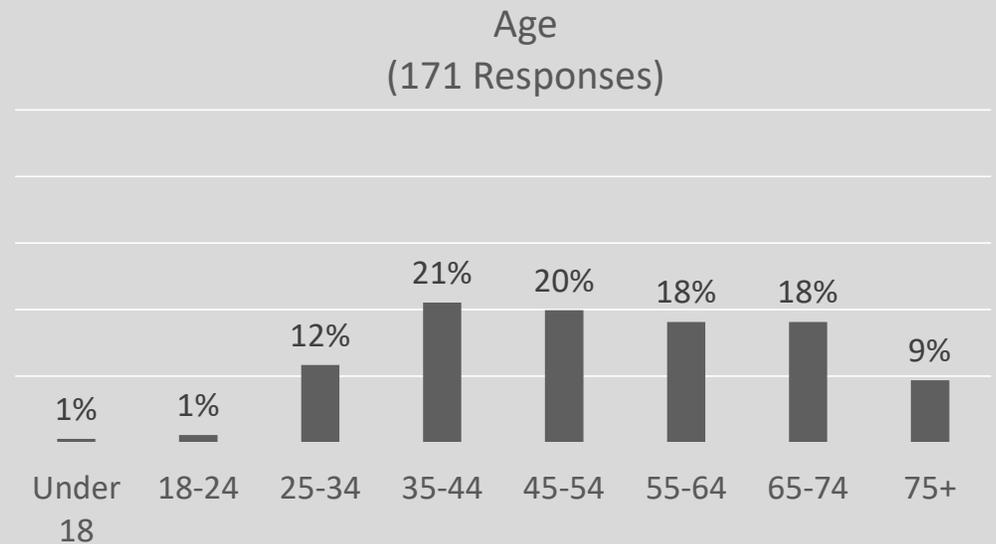
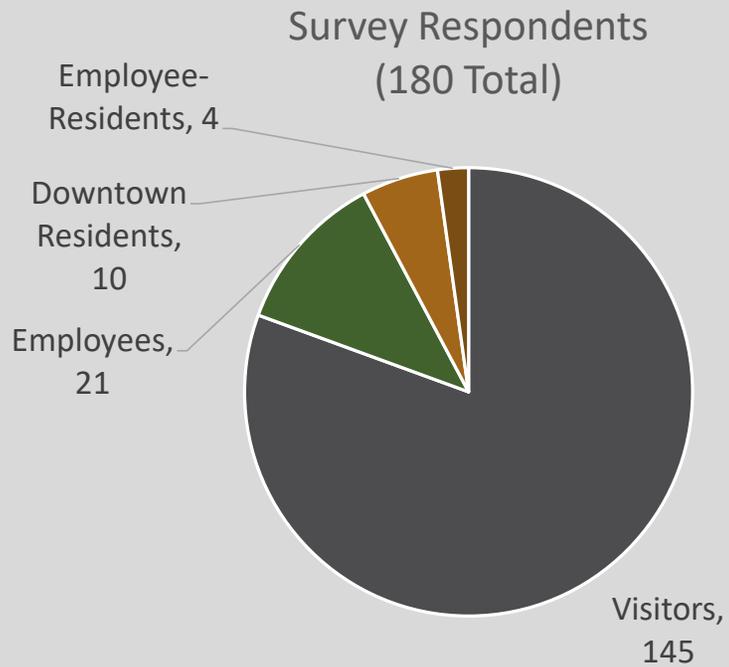


- Longer-term stays on Powell with shorter-term stays in Lot 5B to induce turnover
- More bike racks
- Short-term (quick stops) for Door Dash/Uber Eats
- [*minority opinion, most of the verbal comments (several) were wary of the idea*] Like the idea of closing down Main to traffic (pedestrian thoroughfare), though traffic must be allowed to cross Main and have more ADA stalls near Main intersection(s).
- Survey businesses to determine how many stalls are used by employees
- Senior citizen could be parking space monitor/greeter (ambassador) – “enforcement/security.” They need work and would be relatively inexpensive.



Travel and Parking Survey

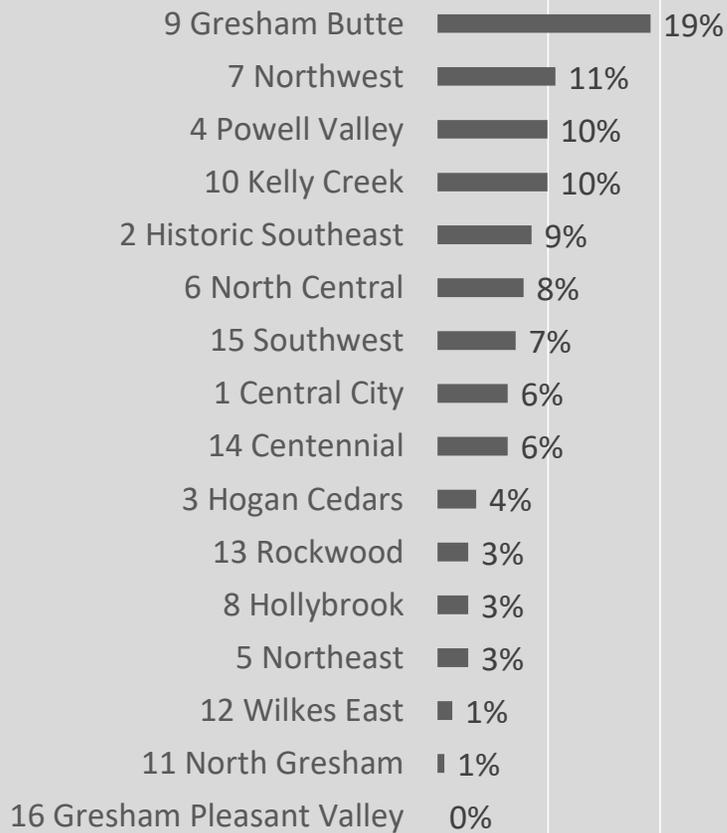
Respondent Types



Survey open November 1 through December 1

Neighborhoods

Gresham Residents: Neighborhoods (141 Responses)



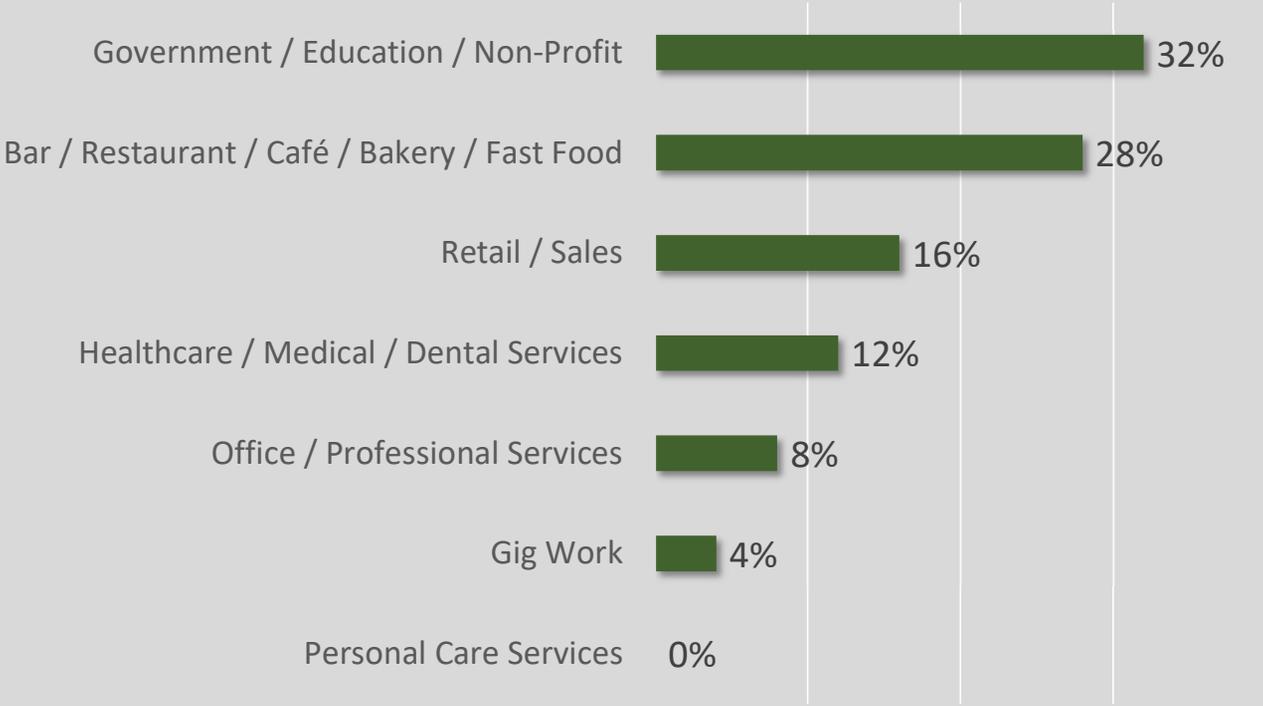
- **78% of all respondents** indicated they live in Gresham
- Of the 14 respondents who indicated that they “live in or near Downtown Gresham”:
 - 9 selected “Central City”
 - 1 Selected Hollybrook
 - 1 Selected Historic Southeast
 - 3 did not answer this question



EMPLOYEE RESPONSES
(25 TOTAL)

Employees: Business Types

Which of the following best categorizes your business:
(25 Responses)

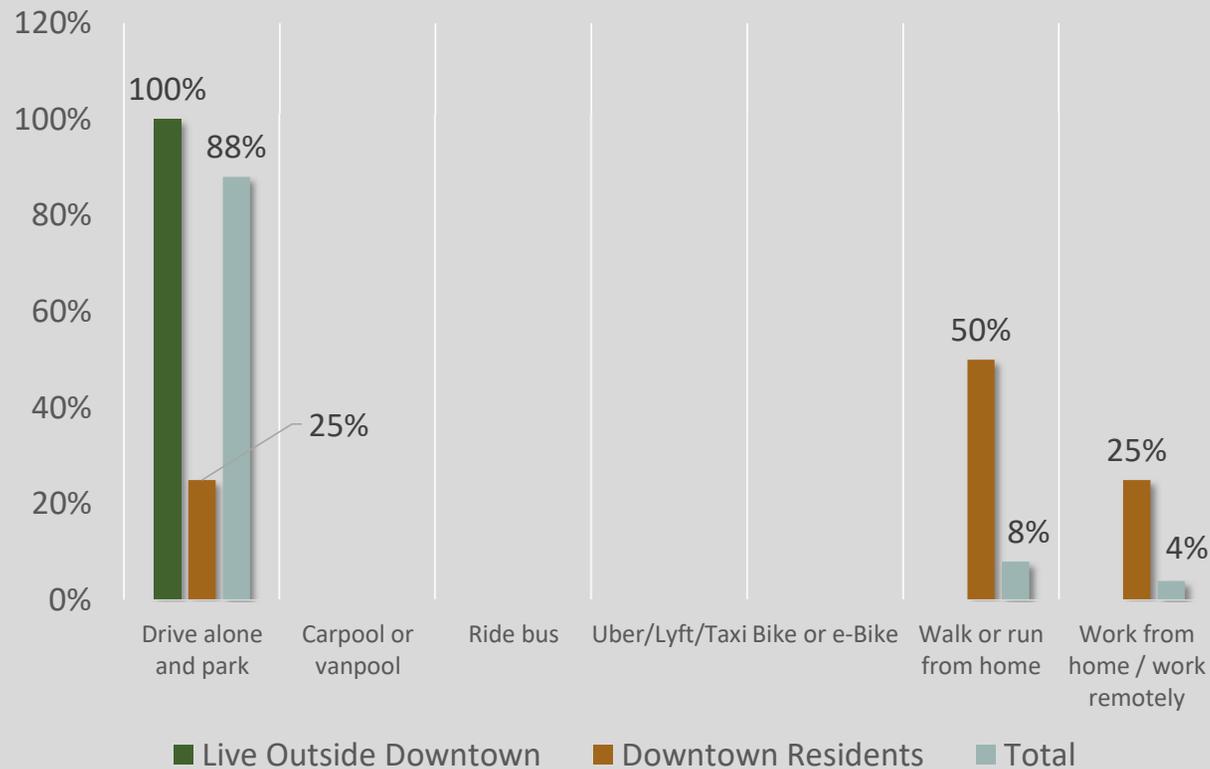


- 42% of employee responses were owner/operators

Employees: Typical Mode Choice

How do you typically travel to work?

(25 Responses; 4 Downtown Residents / 21 Live Outside Downtown)

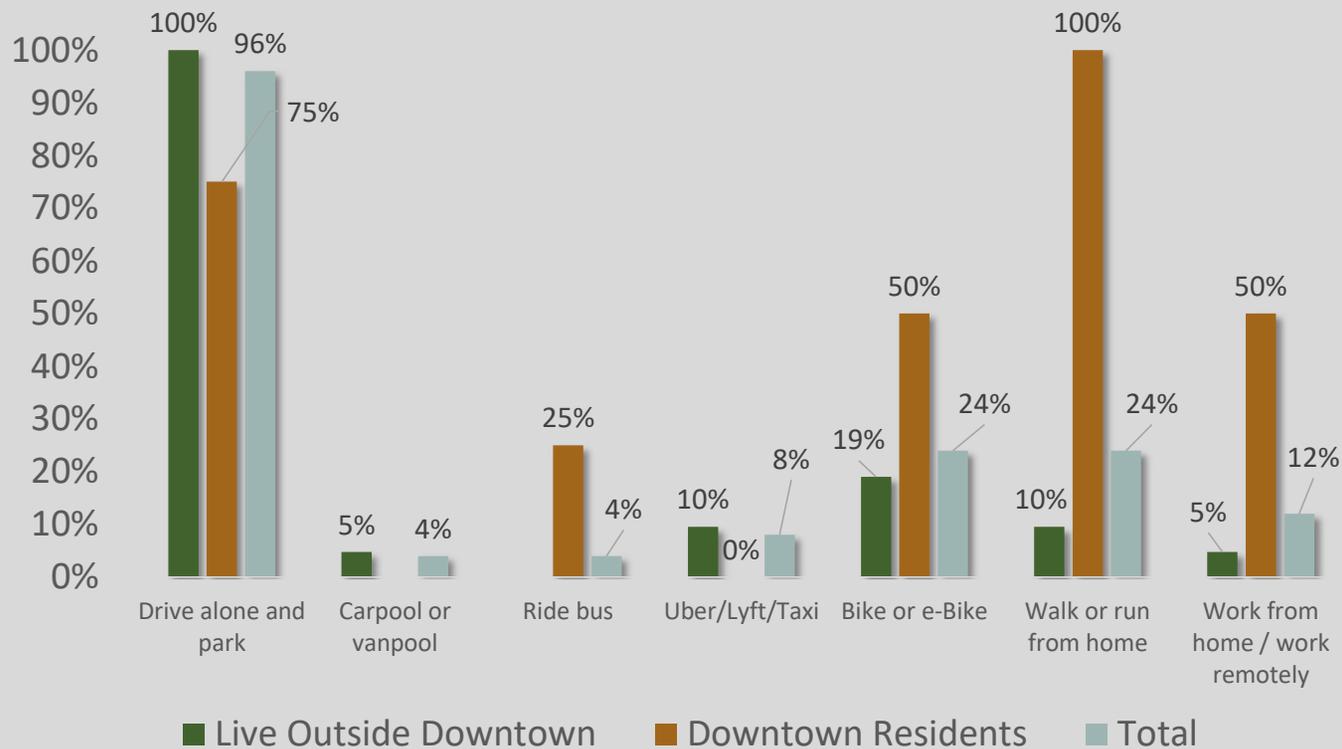


- 100% Drive alone rate from non-Downtown residents partially associated with timing of survey (November)

Employees: Modes Used Sometimes

What modes of travel do you sometimes use to get to work?(at least 3 times per year or more)

(25 Responses; 4 Downtown Residents / 21 Live Outside Downtown)



- **24%** of employees bike occasionally
- Only Downtown residents reported any use of transit

Employees: Typical Parking Location

When you drive to work, where do you typically park? (select up to 2)
(25 Responses)

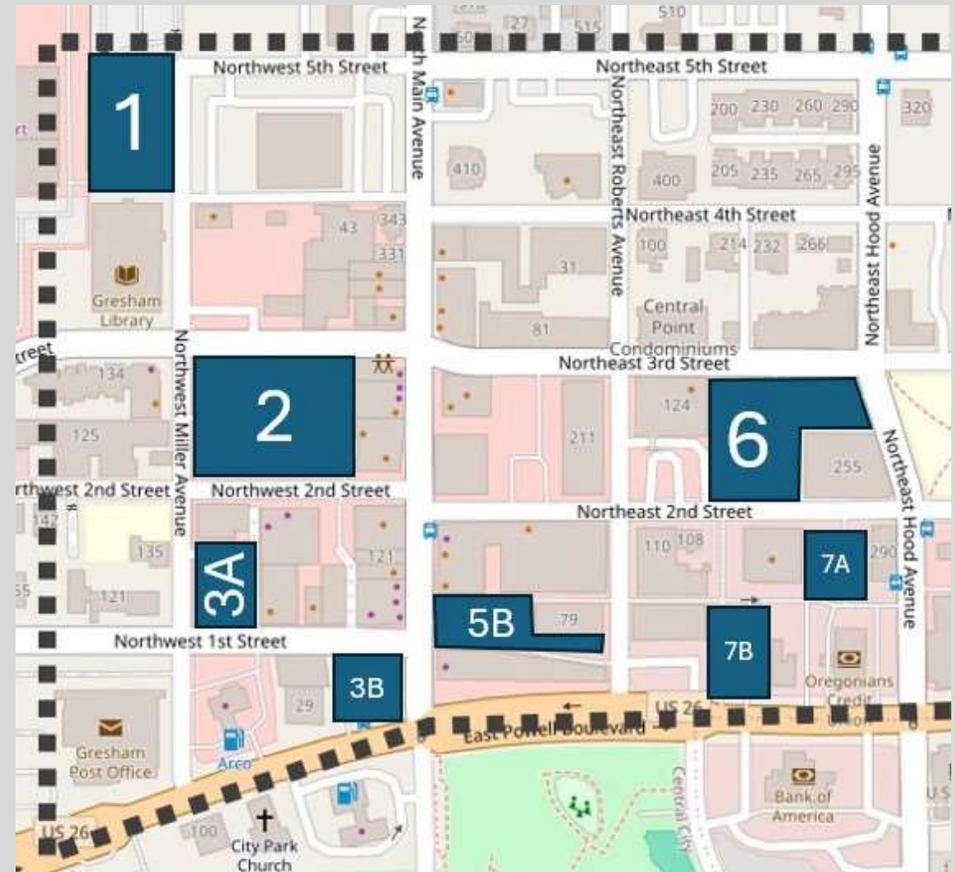
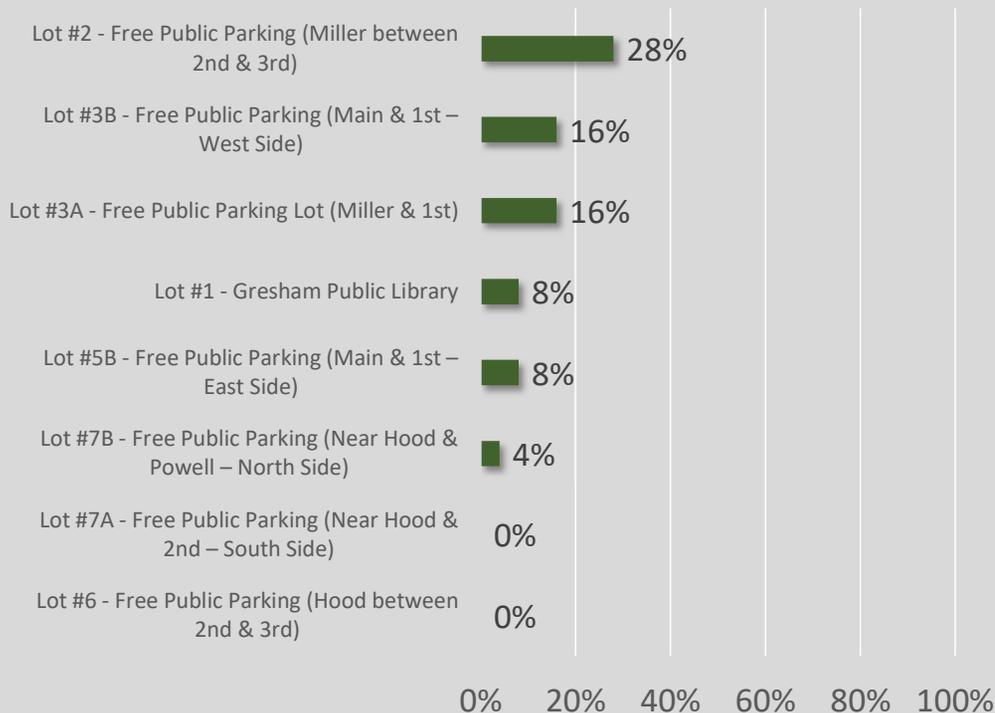


- Very few employees indicated that they park in time-limited on-street areas (1 of 25)
- **Nearly half (48%)** of employees frequently park on-street on blocks without time limits
- *(Not Shown)* **39%** of employees indicated their business provides private off-street parking for customers.

Employees: Typical Parking Location

Which public lot do you use most frequently?
(Select up to 3)

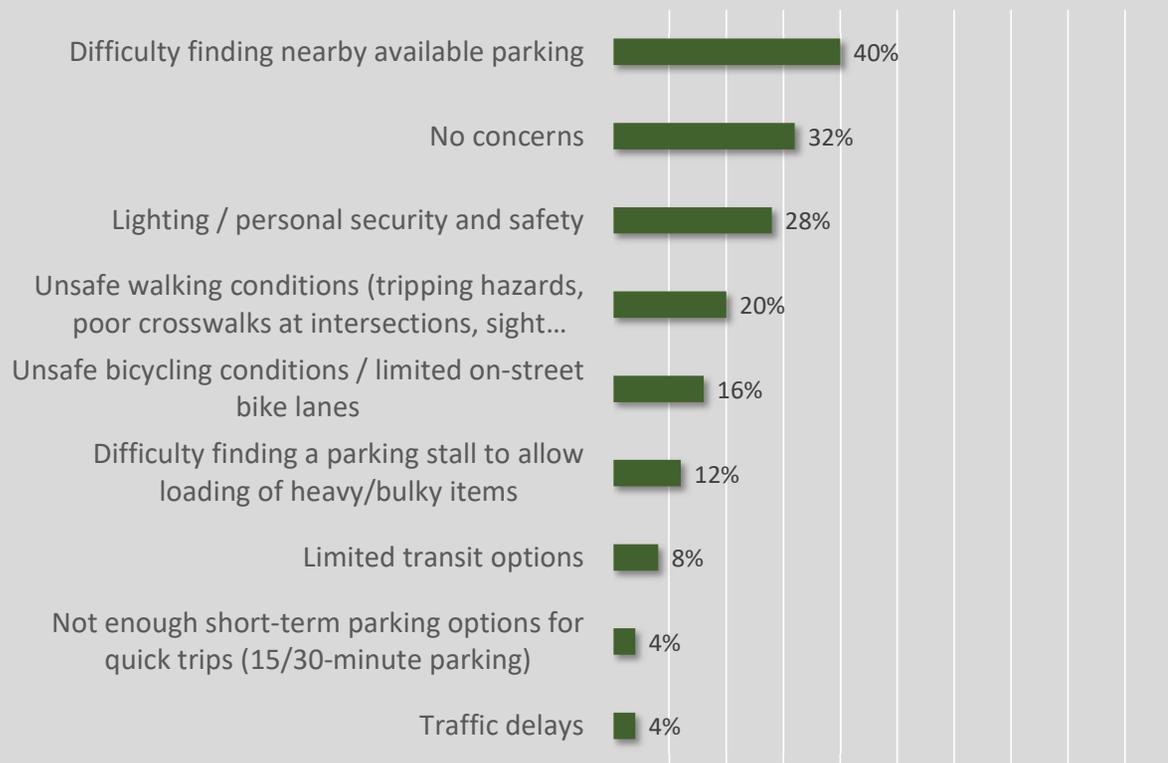
(14 Respondents; Expressed as percentage of all 25 Downtown Employees who responded to survey)



Employees: Access Concerns

Do you have any concerns about accessing your place of work? (Select up to 3)

(25 Responses)



- Majority (60%) did not select finding parking nearby parking as a key concern
- Approximately 1/3 have no concerns (very high)
- Safety of walking (and biking) among key priorities

Employees: Key Themes

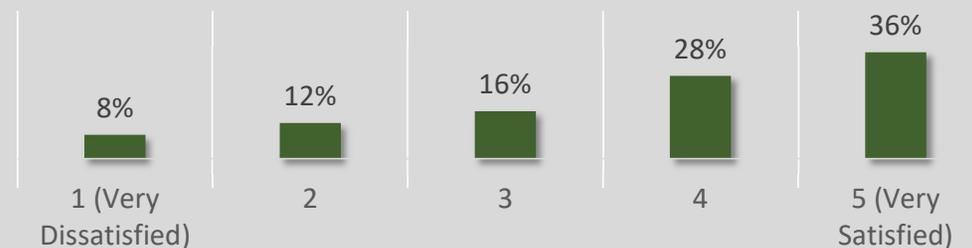
Are there any key issues you would like to share related to parking and transportation in Downtown Gresham when traveling to work?
(18 Responses)



- *“Main Street is very dangerous for pedestrians because of the car traffic and inattentive drivers. I would like it to be safer for pedestrians and cyclists.”*
- *“Driving on Main Ave (and walking, and biking) often feels unsafe because large trucks in street parking impair visibility.”*
- *“In the last month I have witnessed multiple close calls involving a vehicle on Main Street, and a pedestrian.”*

3.7 out of 5.0 satisfaction score

Satisfaction with parking and transportation options
(25 respondents)



© 2024 Google

DOWNTOWN RESIDENT RESPONSES

(14 TOTAL)



Downtown Residents: Reported Home Location (Approximate)

Victoria & 8th ● Mignonette & 8th ● 14th & Main ● 8th & (Unknown) ●

Eastman Pkwy ●

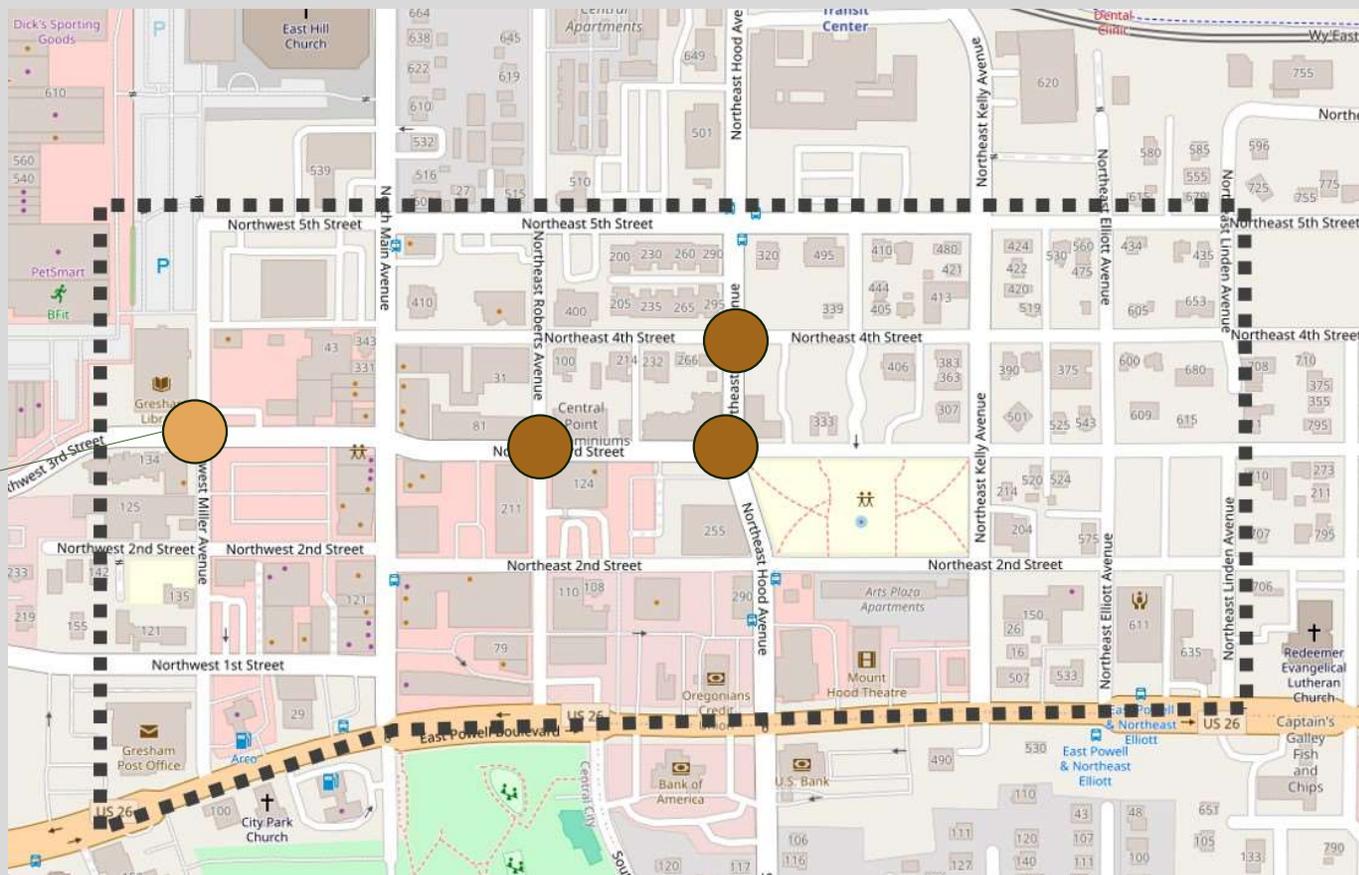
Miller & (Unknown) ●

Florence & Eastman Pkwy ●

2 Unknown

3rd & Juniper ●

SE 2nd & Evelyn ●



Downtown Residents: Longevity/Bedrooms/Vehicles

For approximately how many years have you lived in or near Downtown Gresham?
(14 Responses)



How many bedrooms are in your residence?
(14 Responses)



How many vehicles do you and your family/housemates own or lease?
(14 Responses)

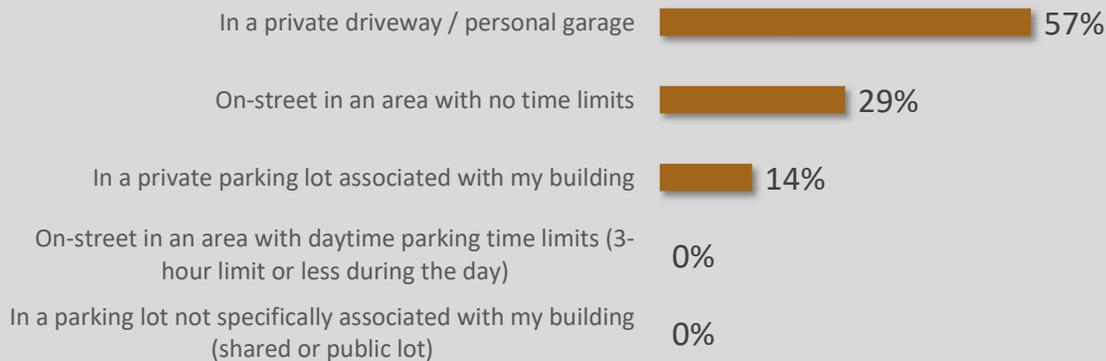


- **Median Longevity:** 6-10 years
- **0.81 vehicles/bedroom**
- **Note:** Only 3 respondents indicated they live near an intersection *within the study area*.

Downtown Residents: Parking Location (and Guests)

Where do you typically park overnight?

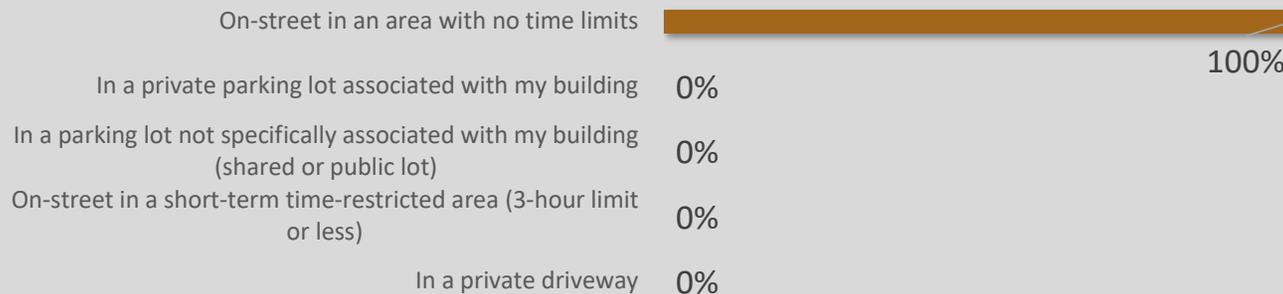
(14 Responses)



- 2 (of 14) indicated they park in an off-street lot associated with their building.
- 4 (of 14) park on-street overnight.
- (Not Shown) Only 40% indicated that they typically move their vehicle by 9 AM each weekday

Where do your guests typically park when visiting you at home?

(13 Responses)



Downtown Residents: Key Themes

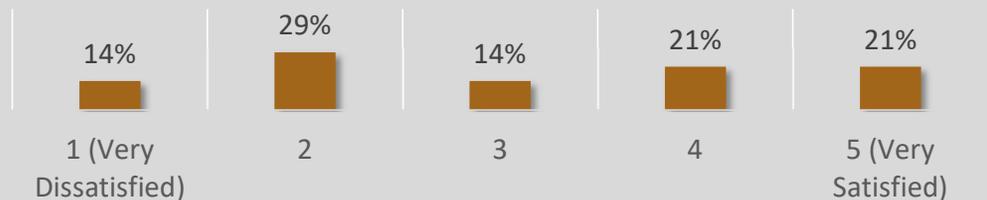
Are there any key issues you would like to share related to parking in Downtown Gresham related to parking and transportation options for residents?
(13 Responses)



- *"I'm concerned about new apartments not having sufficient parking."*
- *"The new building[s]... will create serious parking issues."*
- *"Sufficient parking not being provided on-site for residential development."*
- *"The parking situation in downtown Gresham is fine."*
- *"... it's a wonderful place to shop and lots of parking"*
- *"Gresham has the best parking anywhere all lots being free"*

3.1 out of 5.0 satisfaction score

Satisfaction with Parking and Transportation Options
(14 Responses)





ALL RESPONSES
(180 TOTAL)

All Respondents: Typical Parking Location

Thinking of times when you drive to visit
Downtown Gresham where do you typically park?
(179 Responses)



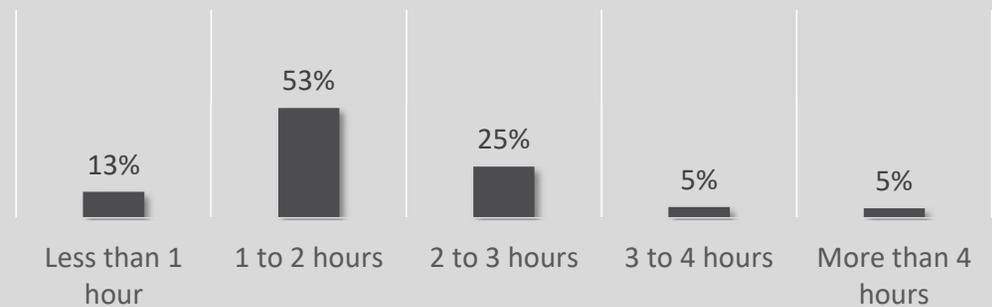
- **81% of visitors** (not employees or Downtown residents) indicated they typically park in a public lot when parking Downtown
- **Only 18%** of Downtown visitors typically park in a private lot.

All Respondents: Reason for Visit / Duration

What are the primary reasons you typically visit Downtown Gresham?
(177 Responses)



When driving and parking in Downtown Gresham during the day, how long do you typically stay?
(174 Responses)

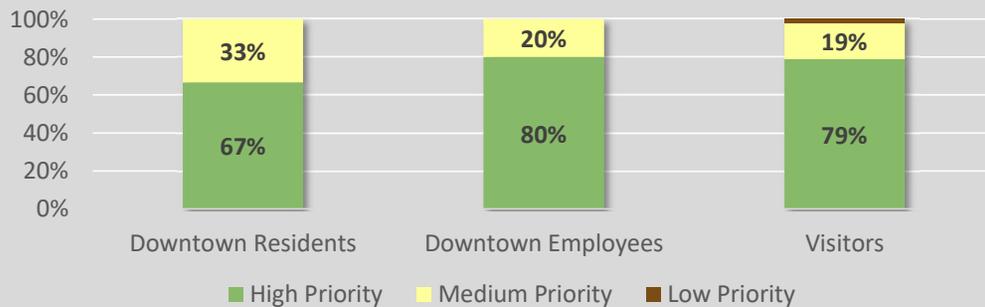


- **90% of all respondents** indicated they typically stay for 3 hours or less in Downtown

All Respondents: On-Street Parking Priority

What priority should **Customers** have to on-street parking in front of businesses during the day?

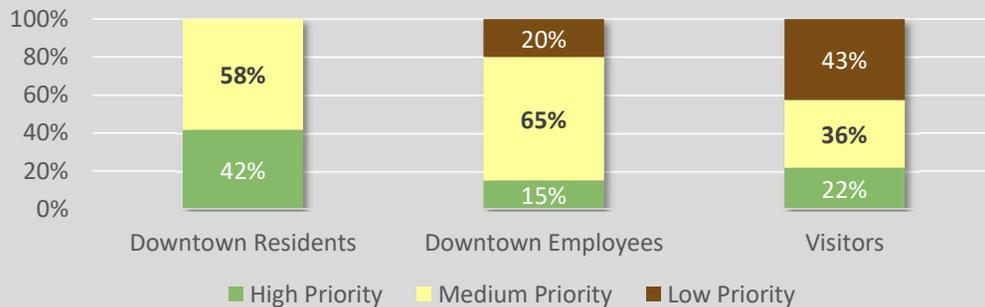
(169 Responses)



- **Broad agreement that customers should have priority access** (79% of all respondents indicated high priority for this group)
- Mixed feelings about on-street access for Downtown residents and employees.

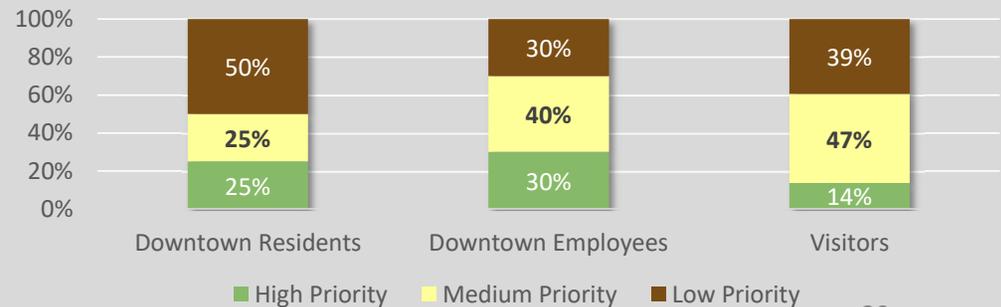
What priority should **Downtown Residents** have to on-street parking in front of businesses during the day?

(161 Responses)



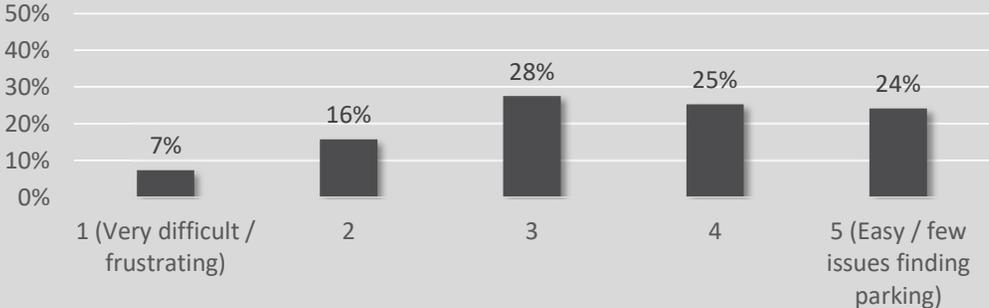
What priority should **Downtown Employees** have to on-street parking in front of businesses during the day?

(164 Responses)



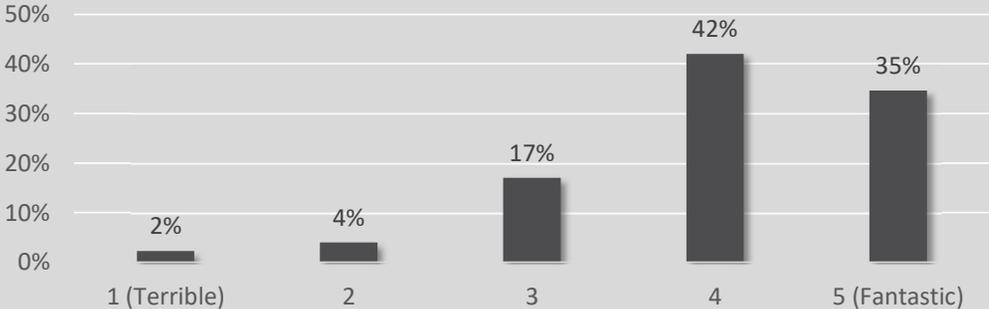
All Respondents: Parking and Walking Experience

Typically, on a scale of 1 to 5, how would you rate the **parking** experience in Downtown Gresham?
(178 Responses)



3.4 out of 5.0 parking experience score

On a scale of 1 to 5, how would you rate the experience of **walking** in Downtown Gresham?
(176 Responses)



4.0 out of 5.0 walking experience score

All Respondents: Key Themes and Observations

Are there any key issues with parking in Downtown Gresham that you feel needs to be addressed? What works well, and what needs improvement?
(95 Responses)



Improve Sidewalks/Streetscaping

- *“Restaurant outdoor seating can block sidewalks.”*
- *“When pushing a wheelchair, often obstacles are on the sidewalk.”*

Improve Event Signage/Management

- *“During large events parking feels impossible to find.”*
- *“The only time there are parking issues is when we have a major event like the Arts Festival”*

Need Off-Street Shared Parking Program

- *“... Can’t [business name] share their parking spaces with other businesses so we can park there and shop at all the businesses?...”*
- *“It would be nice if [location] would allow parking there weekdays and evenings.”*
- *“I feel that the lot by [business names] should be public parking.”*

Summary of Key Findings

- There is **broad agreement among all user groups that customers and visitors should have priority access to the on-street system.**
- **3-hour time limited parking is generally adequate for 90% of visitors.**
- More than **4 in 5 visitors to Downtown indicated that they often park in a public parking lot**, suggesting both broad awareness of the lots (among survey respondents) and a willingness to park off street.
- **Respondents generally rated the parking experience as above average (3.4 out of 5.0)**; many respondents noted they appreciate having access to free parking.
- **There is a general feeling that parking is fairly available, but sometimes requires visitors to walk more than a block to their destination.** Those with mobility limitations frequently noted that their inability to find parking adjacent to their destination was a key concern.
- **Respondents generally rated the walking experience as good (4.0 out of 5.0)**; minor areas of improvement include some uneven sidewalks, some areas with poor lighting, and concerns about objects blocking sidewalks.
- **Safety for pedestrians and bicyclists is a key area of concern**, particularly on the narrow streets in Downtown.
- Although there are relatively few concerns with current parking availability, **there is significant concern about future parking availability once additional residential projects are completed.**
- **The desire for more on-street ADA parking was expressed by 19% of respondents who provided a comment**, indicating a key priority area for many respondents.

Stakeholder Meeting Summary

1. Thoughts / Questions?
2. Survey Respondent Prize Drawing

Next Steps

- ✓ **Internal Staff meetings** - January - deciding who can do what
- ✓ **PWG** - February - talk about early draft Manual and who is doing what, Open House and promotion
- ✓ **Open House** - Targeting March - Implementation guide type of parking manual
- ✓ **Council** - Late March or early April

