Newport Parking Management Plan

Analysis of August Parking Demand; Potential Management Strategies; and Next Steps

LANCASTER StreetLab

One Slide Takeaways: City Center

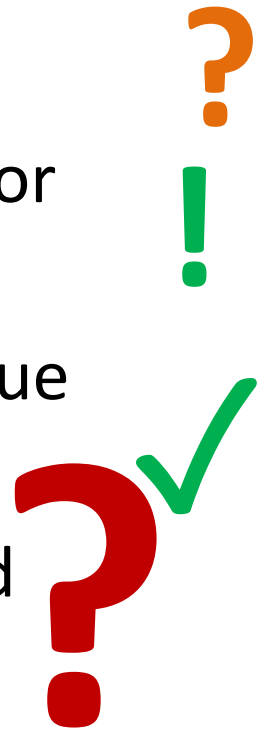
- There is adequate supply overall, but some parking (e.g. Hurbert Street lot) is underutilized ✓
  - Need for better signage & wayfinding!
- On-street parking along 101 often leads to loss of car mirrors. ?
- Farmer's Market & Aquatic Center are big generators of demand that must be considered
  - City is exploring new lot near City Hall to accommodate this ✓

One Slide Takeaways: Bayfront

- Parking congestion is a factor much/most of the year !!
  - Metering/paid parking is a likely solution
- Area relies heavily on both fishing & tourism to thrive economically; plan must successfully manage both ✓
  - Potential for meter/permit program similar to NW PDX
  - Significant need for both short-, mid-, and long-term parking X
- New supply needed, but also investments in ped environment, transit ✓

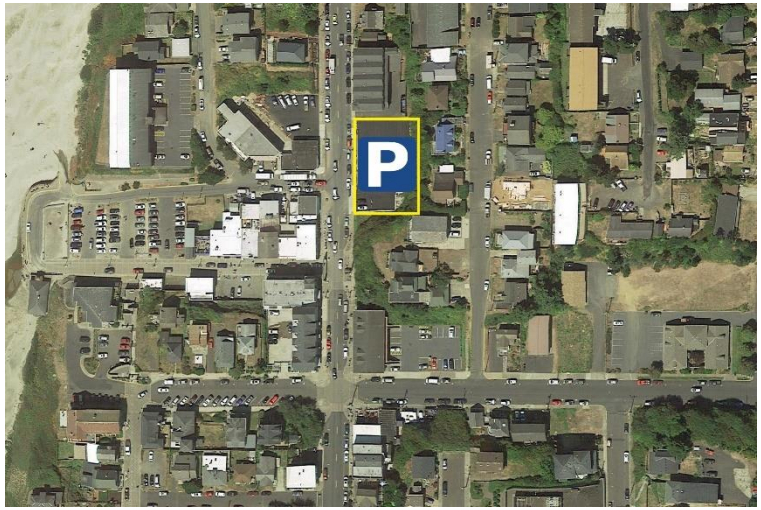
One Slide Takeaways: Nye Beach

- Significant seasonal parking congestion
- Tourist parking often creates headaches for local residents, businesses, & customers
- Some existing parking isn't fully utilized due to lighting/wayfinding concern
- Addition of new supply may be warranted



Nye Beach Parking Management in a Single, Overused Metaphor

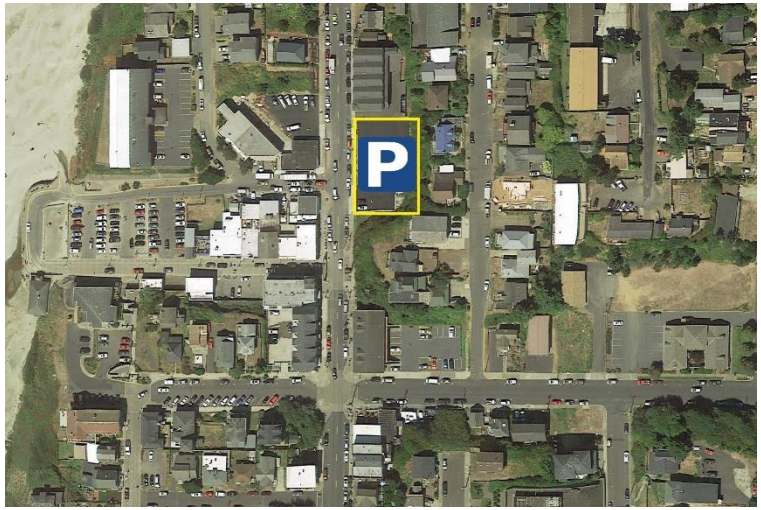
Nye Beach Laundromat Structure



Pros:

- Development opportunity where “brownfield” status limits development potential
- Opportunity to pursue outside Brownfield funding streams
- Addresses supply shortage in the heart of Nye Beach; could free up spaces throughout district on busiest days

Nye Beach Laundromat Structure



Cons:

- Pricey! (very roughly $5 million in total cost over 20-year planning horizon for ~110 spaces)
- Limited revenue-generating potential w/o other changes; may be difficult to close shortfall
- Does not address underutilized parking areas
- Unpredictable impact on ped environment; possible it will help or hurt walkability (& bikes)

Metering / Permitting (Nye Beach)

Pros:

- More cost effective than new supply, & potential to generate revenue (about $600,000 total cost over 20-year planning horizon; potential to raise $150,000/year or more)
- Metering around central hub should improve underutilization elsewhere
- Can manage competing demand
- Will improve ped environment

Metering / Permitting (Nye Beach)

Cons:

- Politics!!!
- Addressing extreme demand situations (e.g., hot weather in Valley, events at PAC) might require further efforts like temporary parking accommodations

Citywide Wayfinding / Lighting

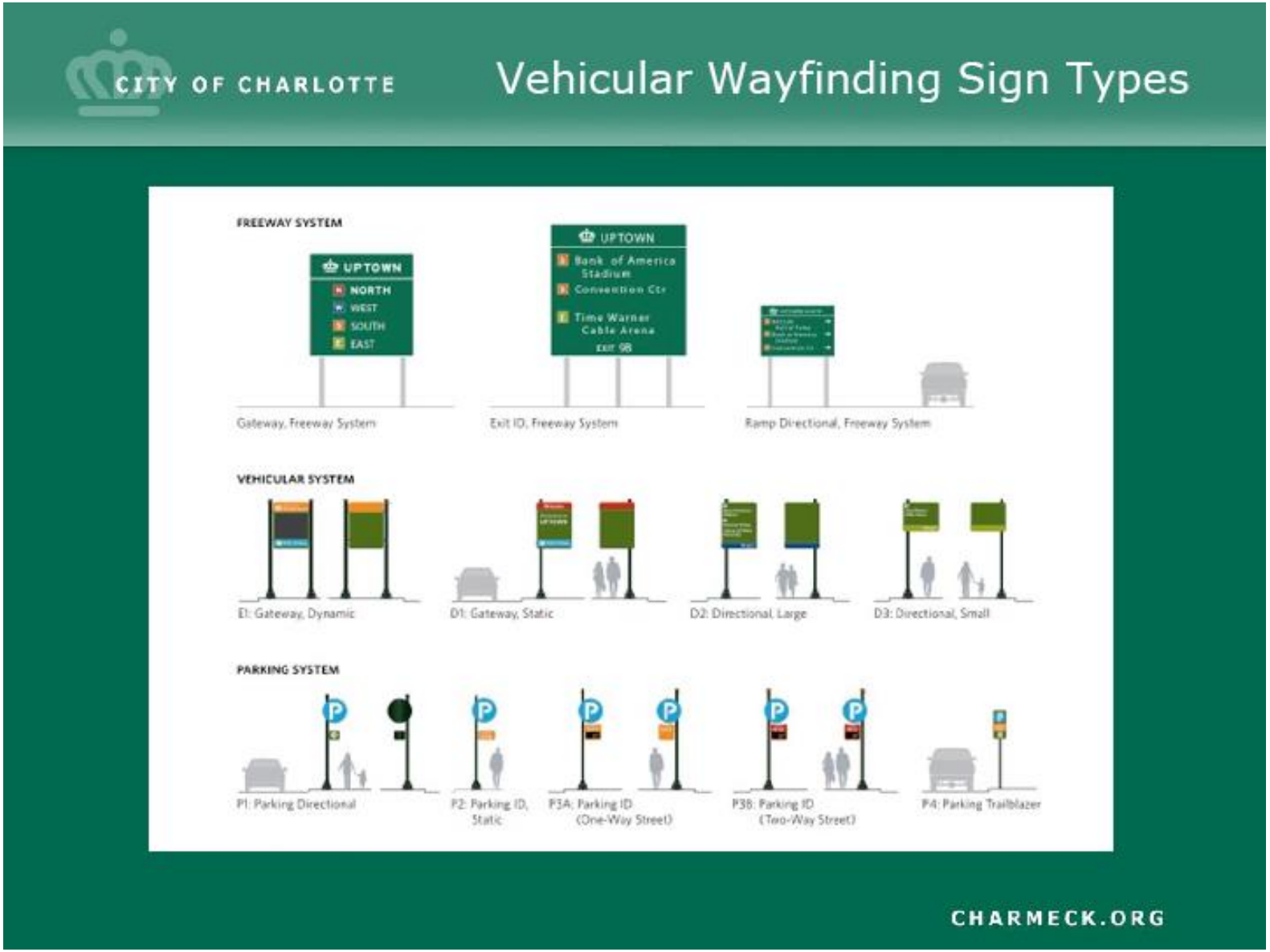
Pros:

- Helps to maximize utilization of existing parking resources.
- Cost effective way to accommodate more visitors, customers (~$500,000 over planning horizon)
- Will improve ped environment & livability generally

Cons:

- Not likely to significantly improve situation in Bayfront (but will help!)

Citywide Wayfinding / Lighting



Metering / Permitting (Bayfront)

Pros:

- Significant revenue generating potential (about $1.25 million total cost over 20-year planning horizon; potential to raise $500,000/year or more)
- Can manage competing demand between tourism & fishing industries
- Should significantly reduce cruising for parking

Metering / Permitting (Bayfront)

Cons:

- Politics?? Nah…
- Likely to still have significant congestion; Not a ton of other parking resources to absorb displaced demand
- Employees of fish packing facilities & service industry workers still unaddressed

Harbor Parking / Equipment Storage

Pros:

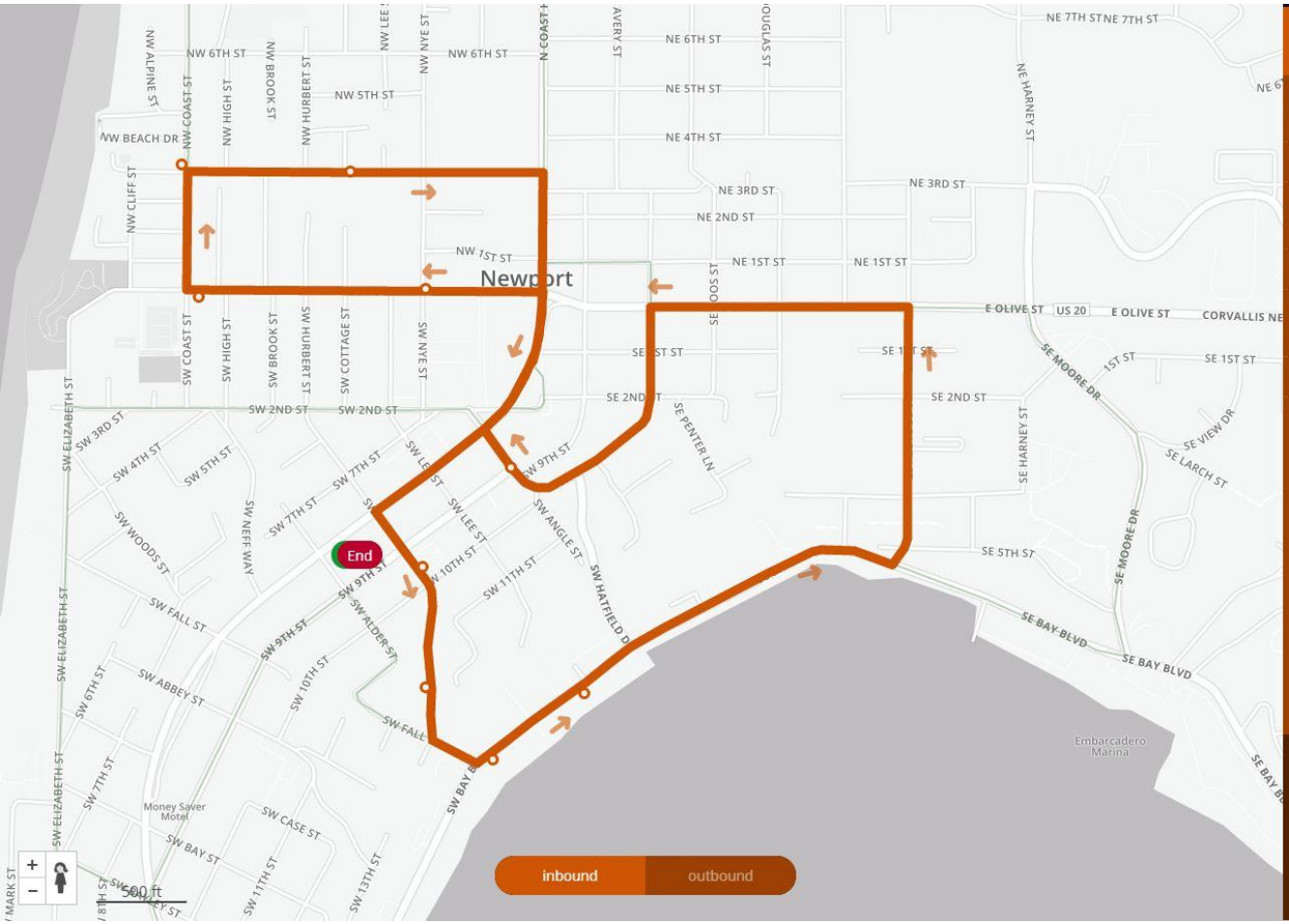
- Addresses supply shortfall
- Makes better use of underutilized space in high-demand area
- Potentially cost-effective way to add additional supply, depending upon strategy (structured parking versus equipment storage structure)
- Revenue-generating potential if open to tourists

Harbor Parking / Equipment Storage

Cons:

- Will require buy-in from Port, fishing industry
- Depending upon what strategies are chosen, may be hard to make up revenue shortfall.

Transit – Circulator Bus / Vanpool



Parking "8"

Weekday

FROM	TO	EVERY	RUNTIME	LAYOVER	SPEED	BUSES	WIGGLE
10:00	20:00	15 min	19.1 min	1.9 min	10.0 mph	2 buses	9.0 min

Saturday

FROM	TO	EVERY	RUNTIME	LAYOVER	SPEED	BUSES	WIGGLE
10:00	20:00	15 min	19.1 min	1.9 min	10.0 mph	2 buses	9.0 min

Sunday

FROM	TO	EVERY	RUNTIME	LAYOVER	SPEED	BUSES	WIGGLE
10:00	20:00	15 min	19.1 min	1.9 min	10.0 mph	2 buses	9.0 min

3.18 miles & 2 buses
$730k / yr
within .25 mi of stops
1,490 people
3,045 jobs

20.2 %	in poverty
19.2 %	minority
9.6 %	with no vehicles
1.6 %	limited English
17.6 %	senior (65+)
13.4 %	youth (18-)
19.9 %	with disabilities

Transit – Circulator Bus / Vanpool

Pros:

- Potential tool to help workers get to jobs w/o using high-demand parking, particularly on Bayfront
- Can help equalize utilization of public lots citywide
- Potential to reduce traffic, parking congestion citywide
- Seasonal? Year-round? Service can be customized based on needs & revenues/resources
- Great for tourists, livability, etc.

Cons:

- $$$$ Better service = More money

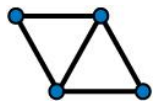
Pedestrian Improvements (Bayfront mainly but a good idea everywhere!)

Pros:

- Could help connect under-utilized parking off of Bay Boulevard
- Ameliorates “skinny sidewalks”
- Safer, more pleasant experience for guests and locals
- Can be constructed piecemeal, as revenue allows
- Great way to build support for paid parking

Data Collection Plan

- **Off-peak data** collection: **Saturday December 10**
  - Same routes & methodology as peak data collection
- Two Basic Goals
  - Measure “background” parking demand, i.e., demand generated locally without significant impact from tourism industries.
  - Relatedly, better understand drivers of demand (e.g., residents versus local customers versus fisherfolk etc.) to inform implementation of permit programs.



What's Next

- **December –** Wrap up data collection; Move forward with tonight's feedback to generate precise cost/revenue projections
- **January/February –** Draft plan will be ready for feedback (1–2 stakeholder meetings with the goal of reaching broad consensus)
- **February/March –** Final plan ready for final round of feedback & adoption

Questions / Discussion