

Salem Downtown Parking Forum Electronic Polling Results

August 22, 2006
Salem, Oregon



TurnKey Meetings
1216 108th Avenue N.E.
Bellevue, WA. 98004
425/454-8384

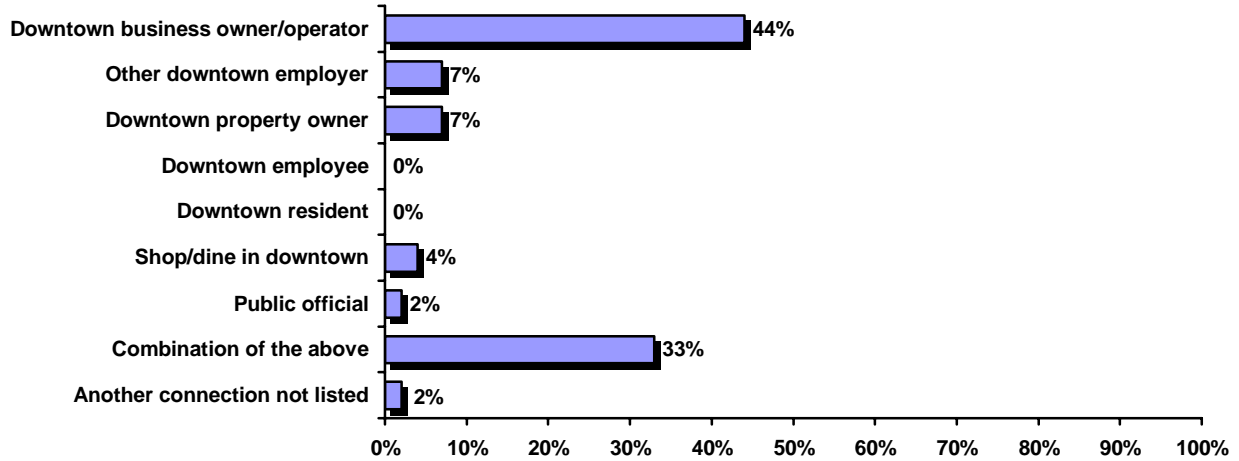
In association with:

Barney & Worth, Inc.
Rick Williams Consulting

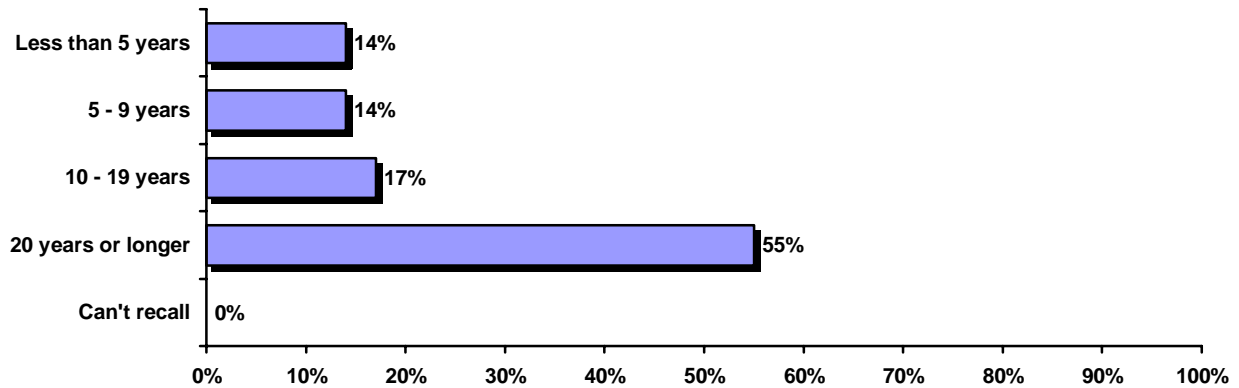
N=50 participants

Introductory Questions:

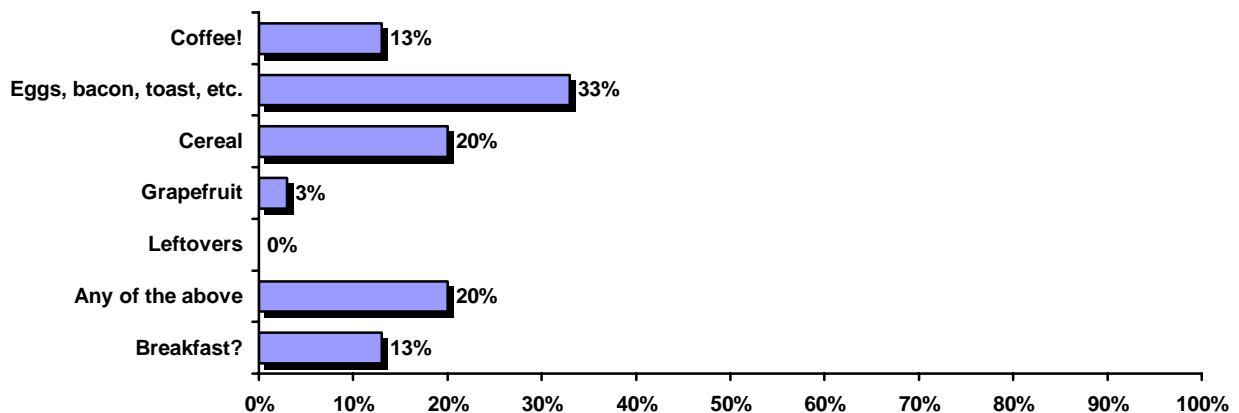
1. Which best describes your connection to the downtown?



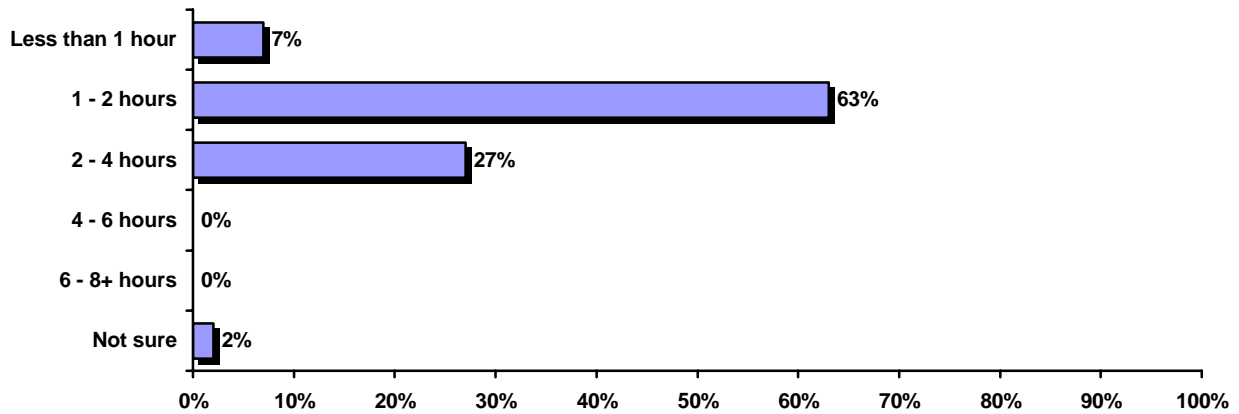
2. How long have you worked / shopped / lived in downtown Salem?



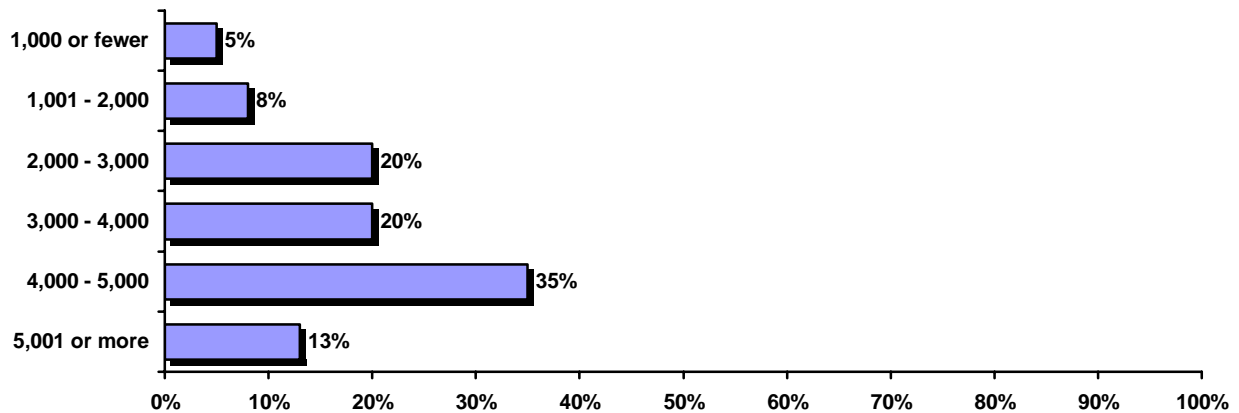
3. What is your ideal breakfast?



4. What do you estimate is the length of time the average visitor parks in the downtown?

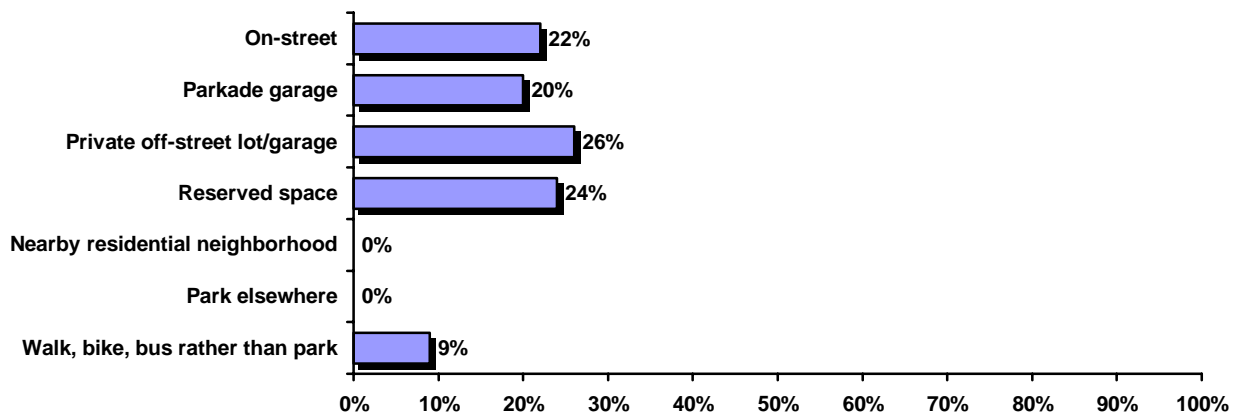


5. How many different vehicles park in the downtown's 1,247 on-street spaces on a typical weekday?

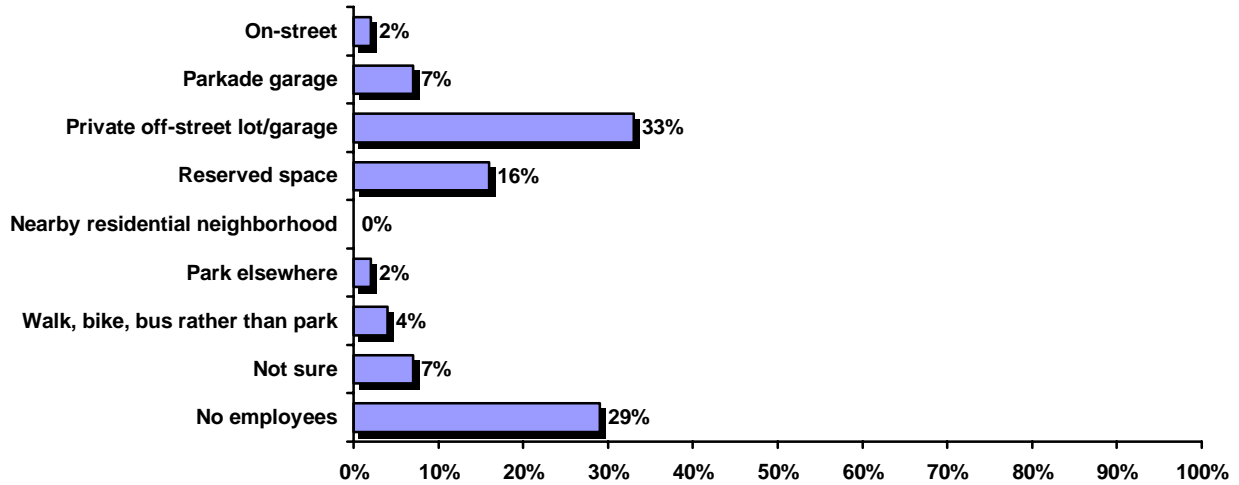


The Current Parking Situation

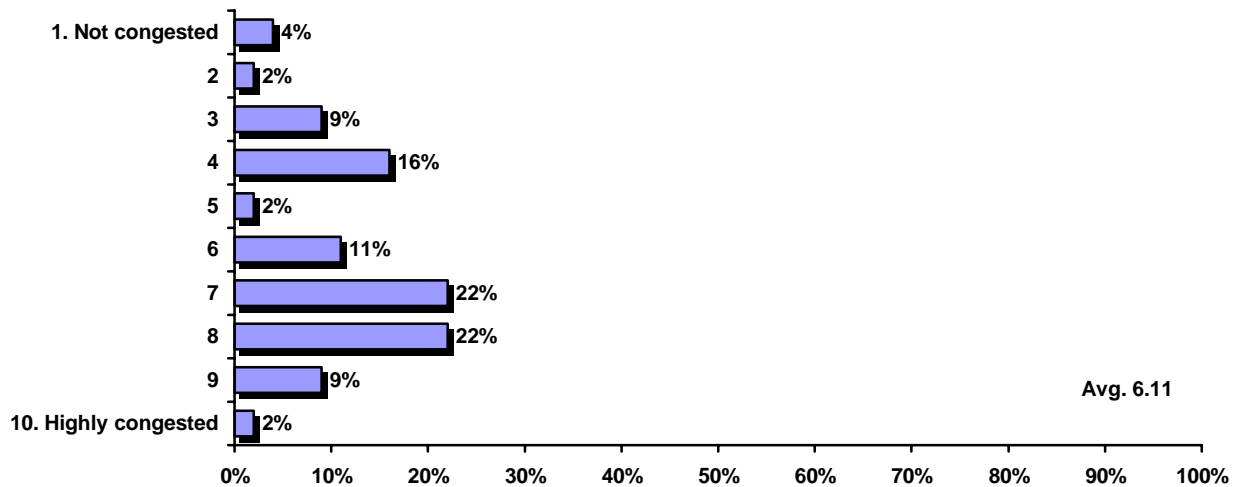
6. When you travel downtown, where do you park most often?



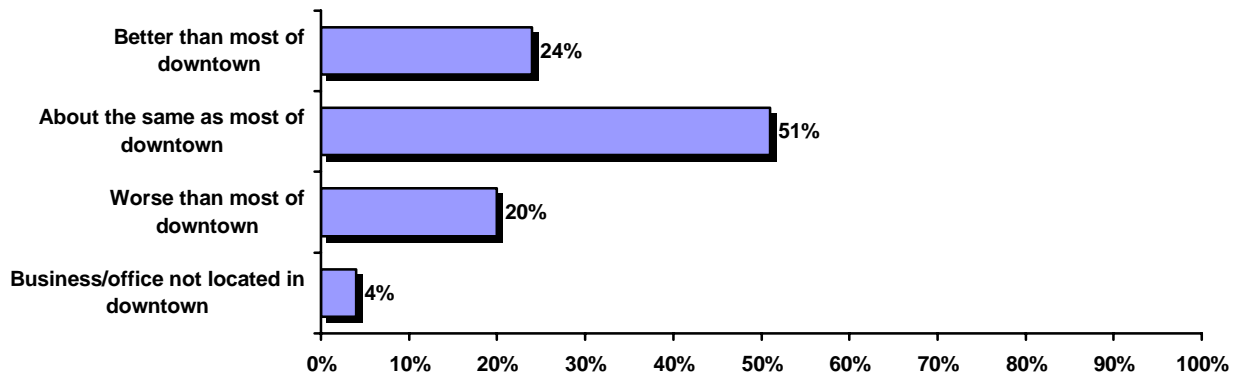
7. Where do your employees park most often?



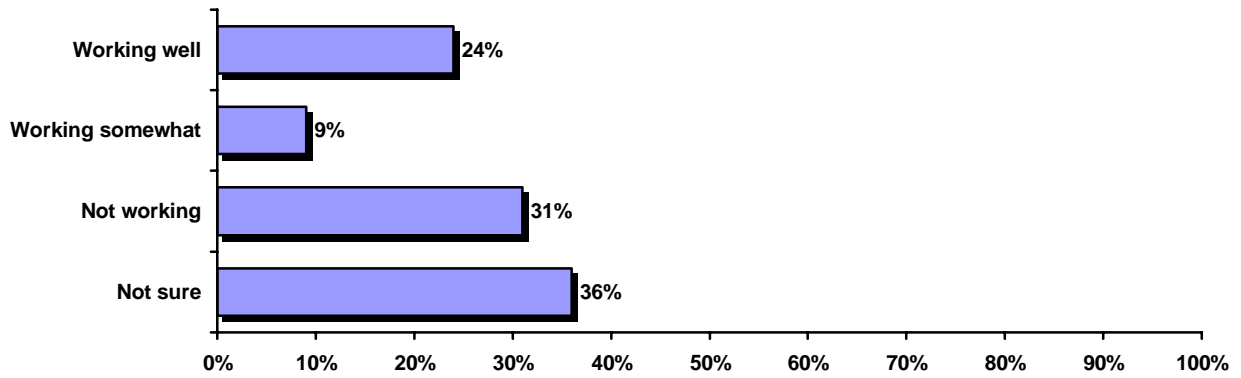
8. How would you rate current parking congestion on a scale of one to ten, with one being not congested to ten highly congested?



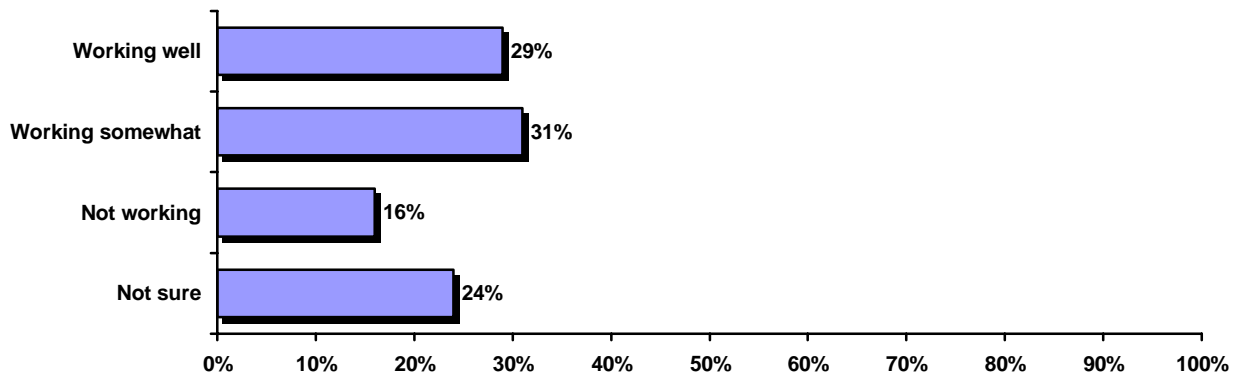
9. Is parking congestion near your business or office:



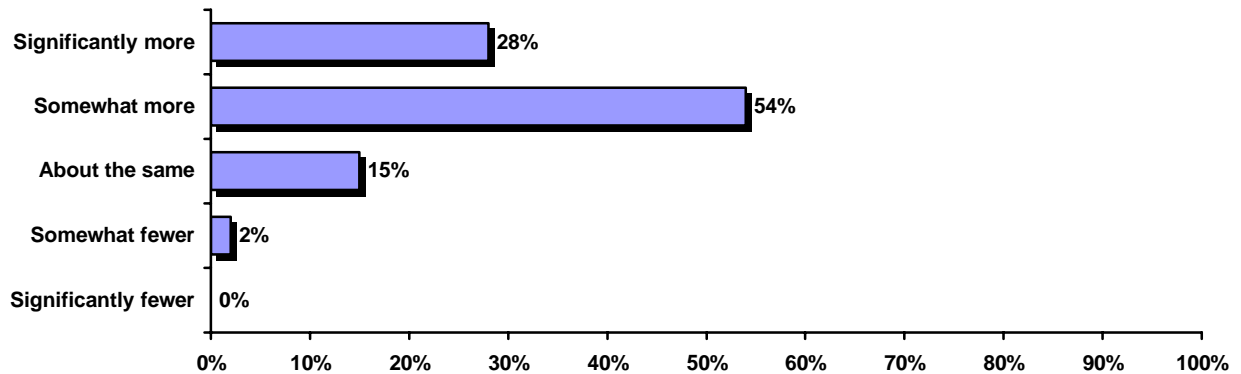
10. How well is the two-hour time limit working in the downtown core? Does the time limit help alleviate parking congestion?



11. Outside the two-hour time limit zone, some other areas of the downtown have free parking with an unlimited time stay. How is parking working there?



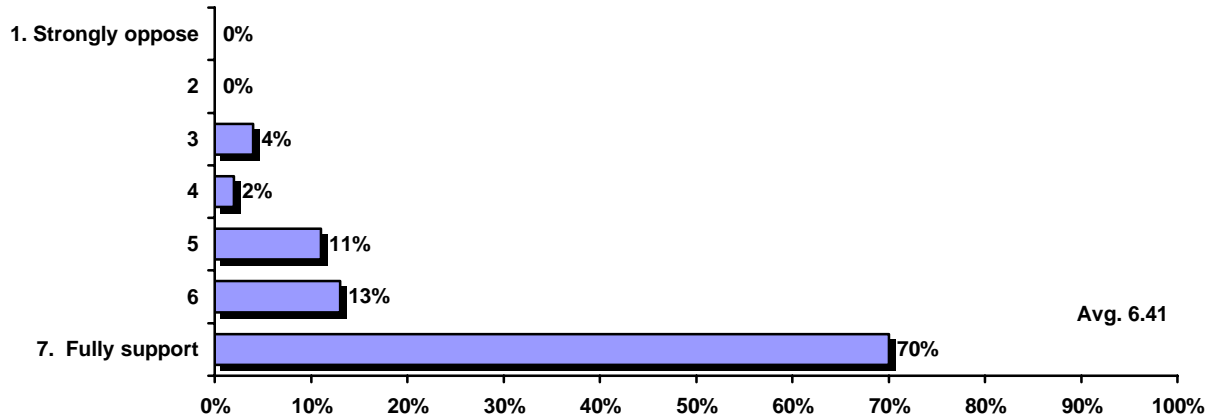
12. In the next 2-3 years will downtown attract more customers / visitors?



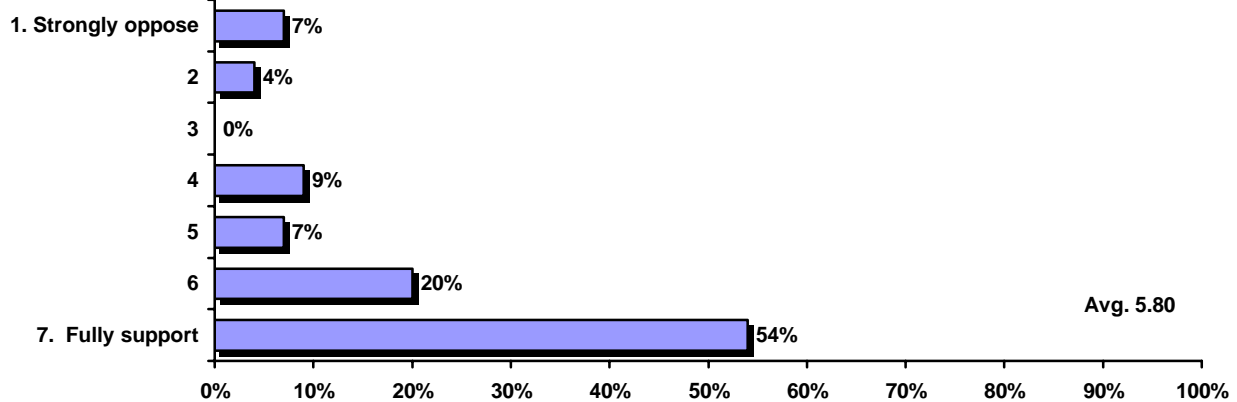
Guiding Principles

Please give your assessment of the following *Guiding Principles* for Salem's downtown parking system, on a scale of one (strongly oppose) to seven (fully support).

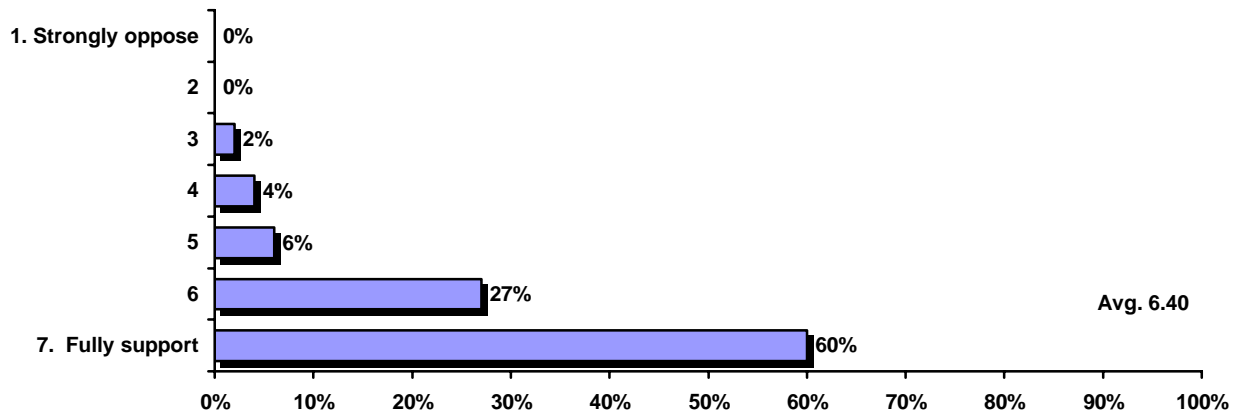
13. Make the downtown accessible to all users through multiple modes.



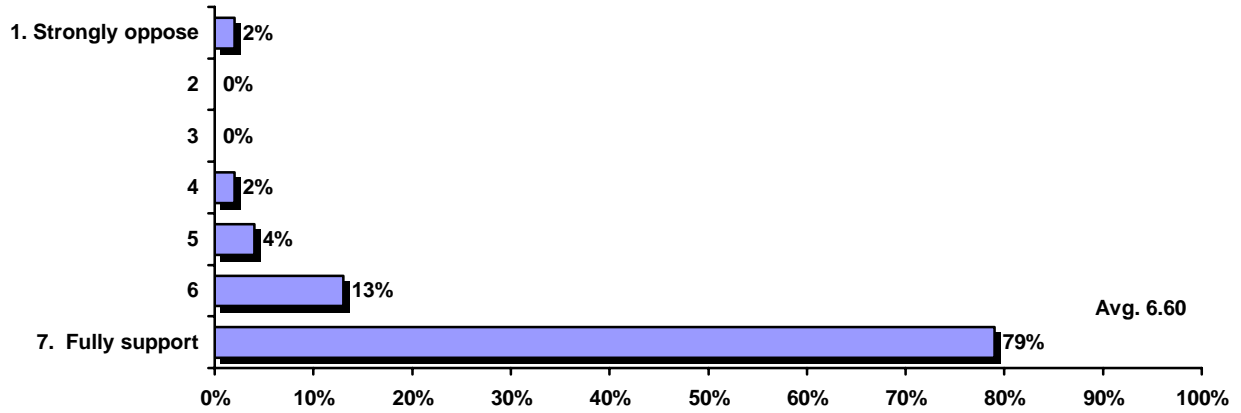
14. Recognize that on-street parking is a finite resource and needs to be managed to assure access.



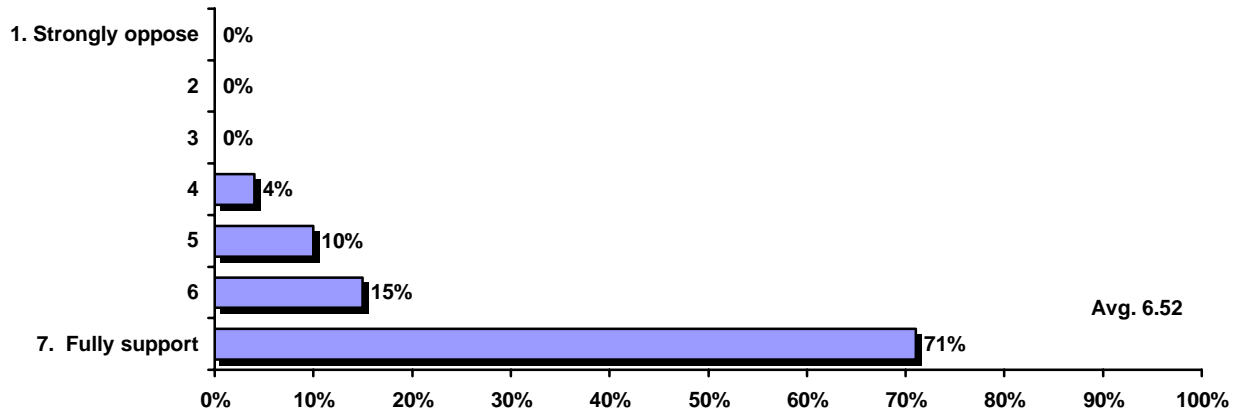
15. Provide sufficient and convenient parking.



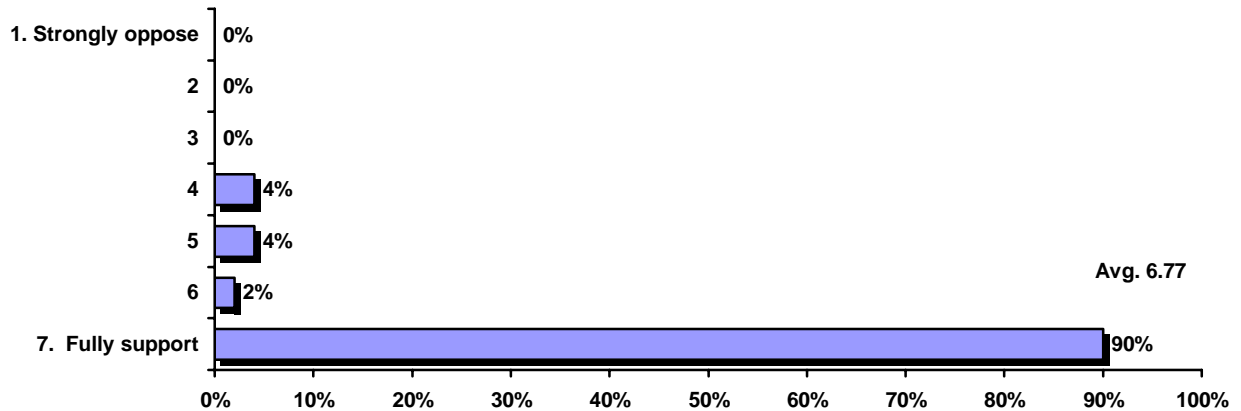
16. Make the downtown core conveniently accessible for the priority user – the customer.



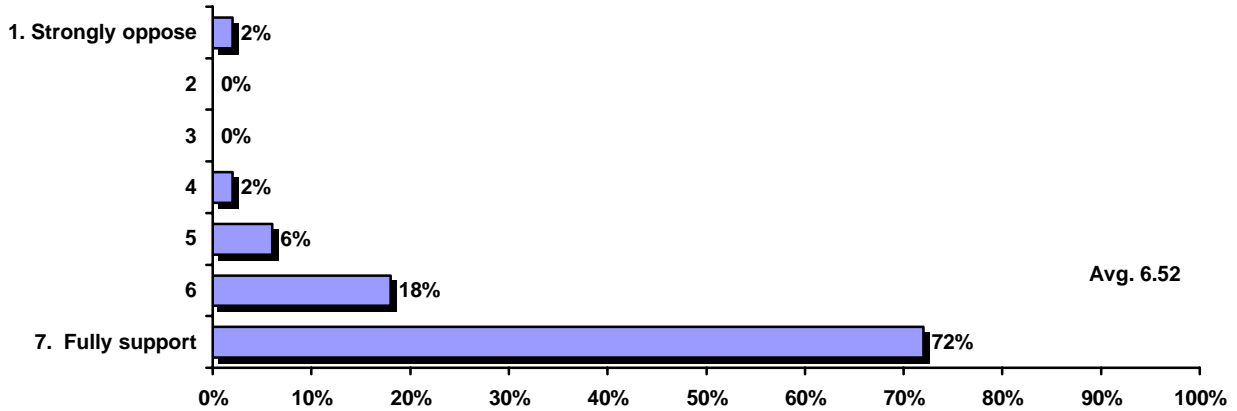
17. Provide adequate and affordable employee parking and encourage alternate travel modes (transit, bike, walk).



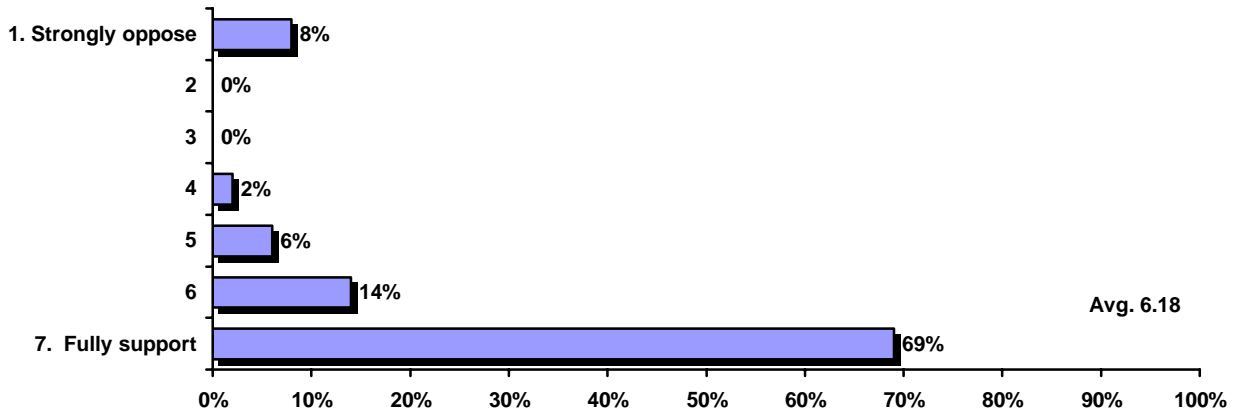
18. Make downtown parking user-friendly – easy to access, easy to understand.



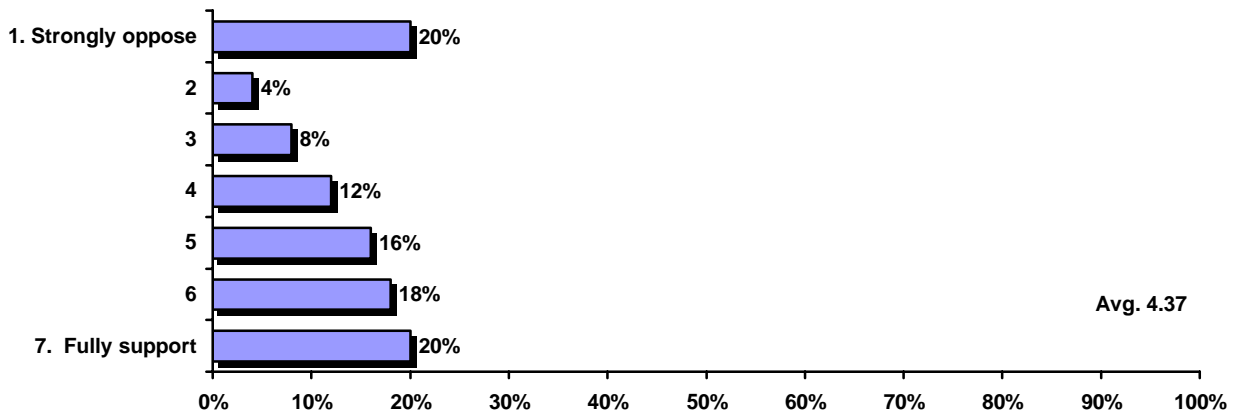
19. Provide a "parking product" in the downtown that is of the highest quality, and safe, to create a positive customer experience.



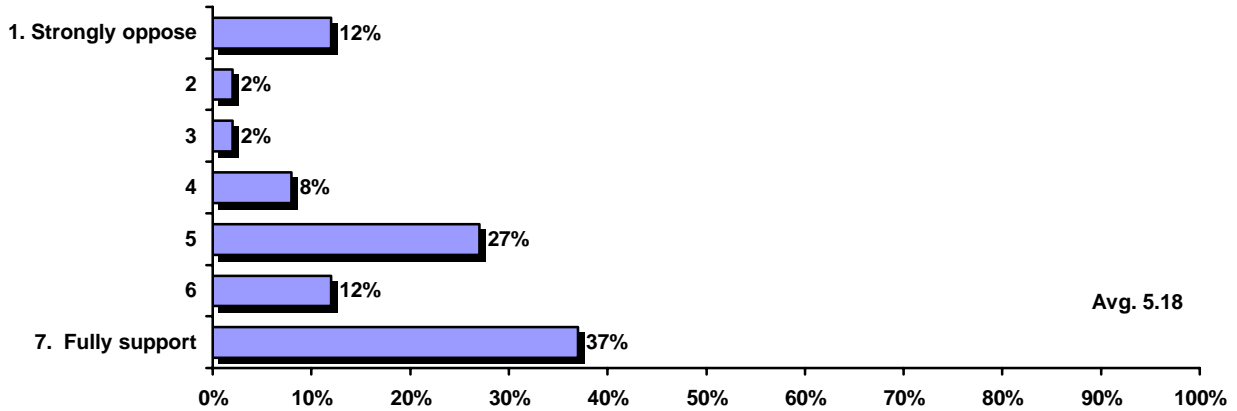
20. Protect the community investment in downtown parking garages by adequately funding ongoing maintenance.



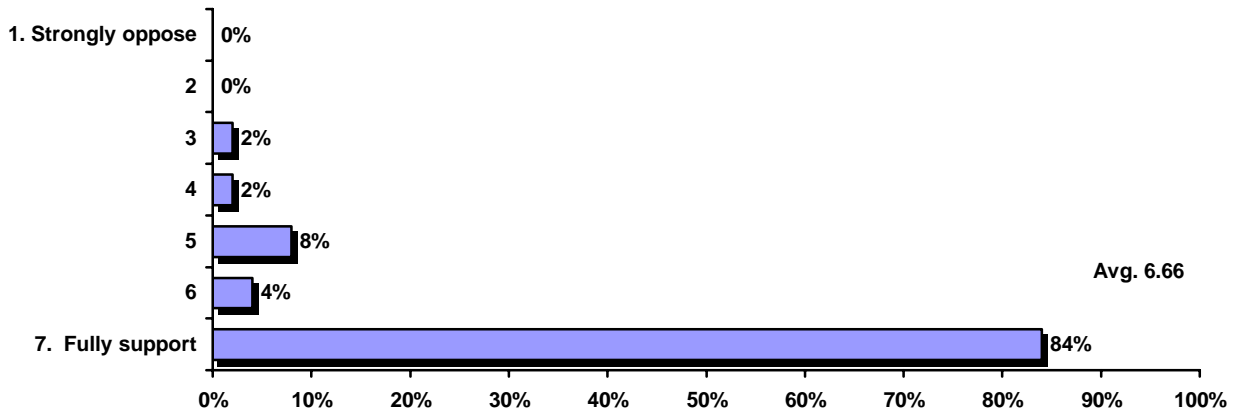
21. Manage the public parking supply using the 85% Rule.



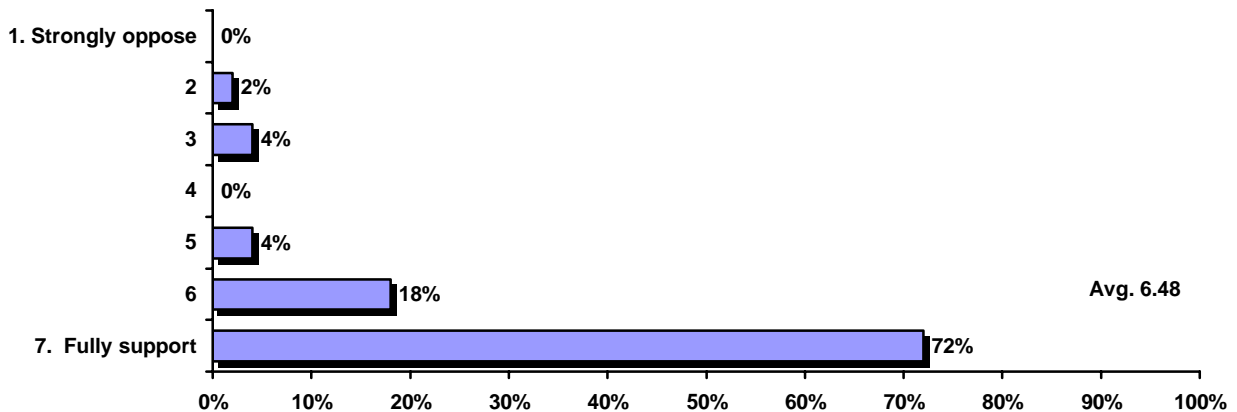
22. Centralize management of the public parking supply.



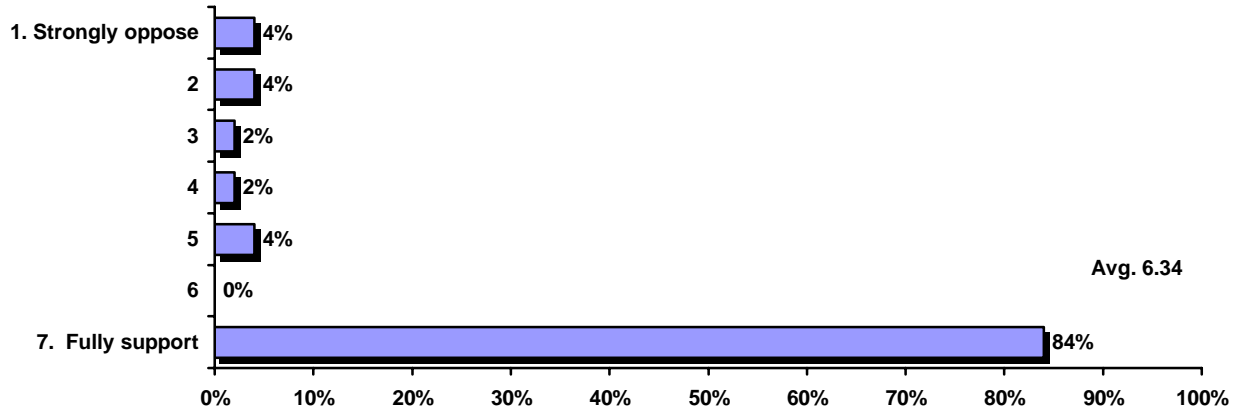
23. Assure that affected downtown constituents are involved in decisionmaking on parking policy.



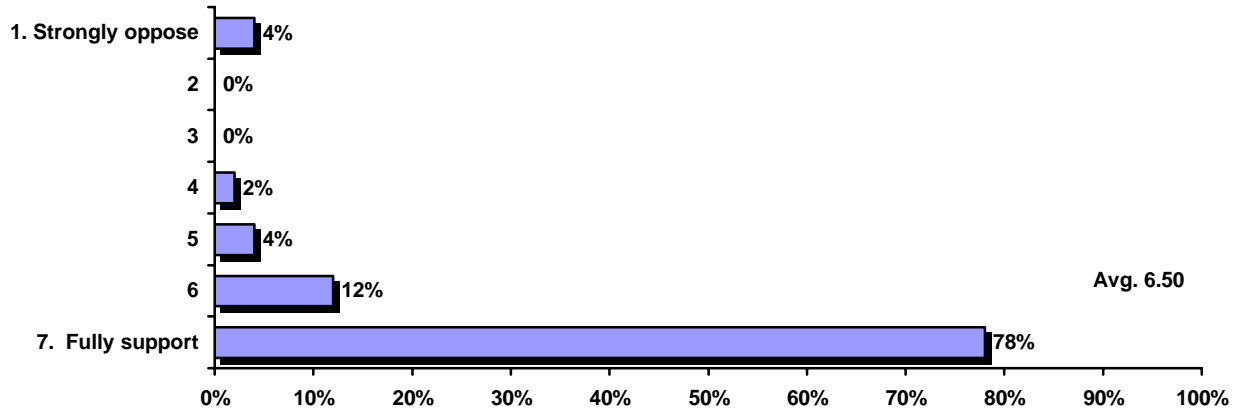
24. Assure that new development maintains / improves the overall access.



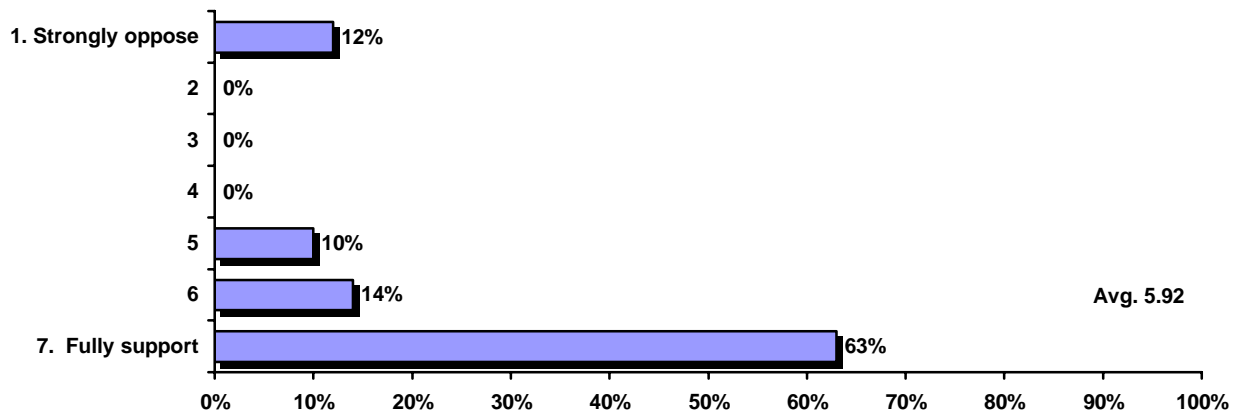
25. Dedicate downtown parking revenues for downtown operations.



26. Involve the affected community in decisions about downtown parking.



27. Ensure downtown parking solutions are financially sustainable.

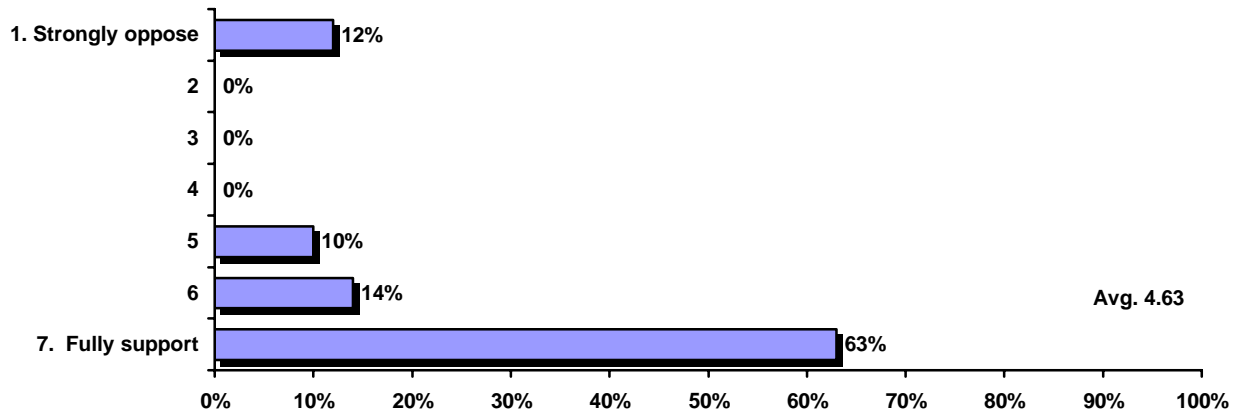


Parking Management Strategies

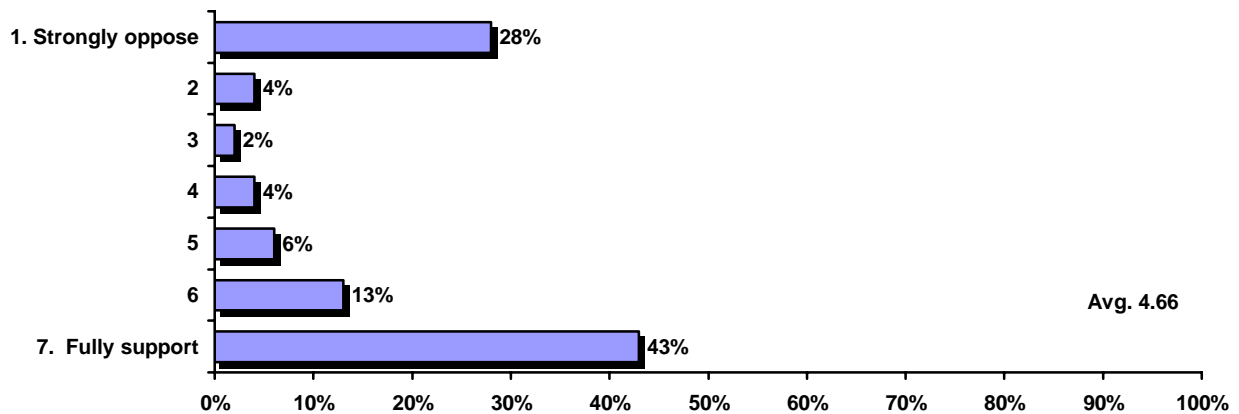
Please give your assessment of these possible parking management strategies, on a scale of one (strongly oppose) to seven (fully support).

On-Street

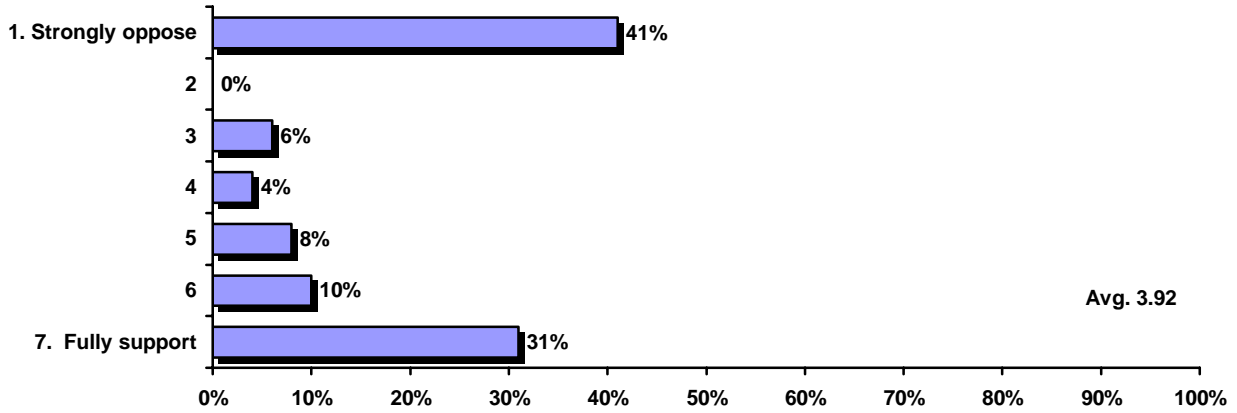
28. Eliminate 10-hour on-street parking meters in the downtown core to encourage parking in garages and lots.



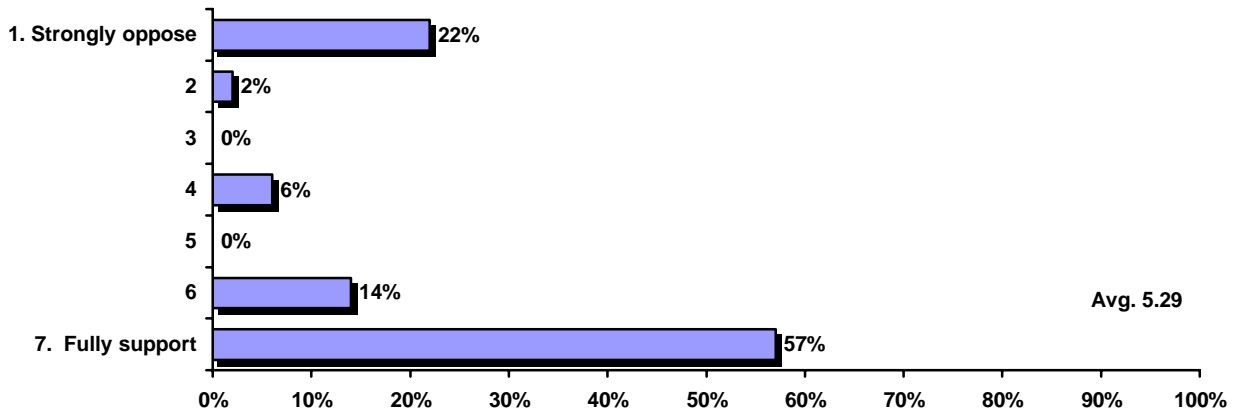
29. Eliminate on-street permit parking (for construction workers and residents) to encourage use of garages and lots.



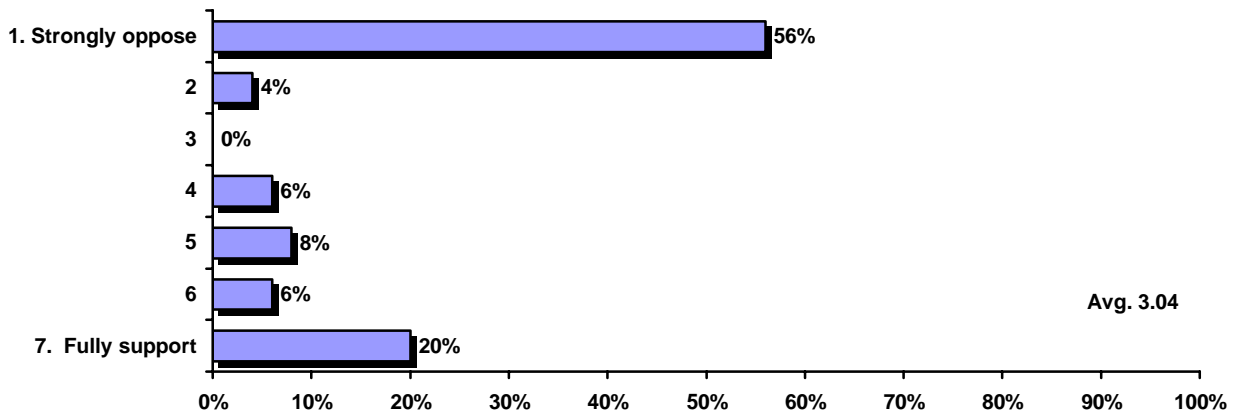
30. Set time limits uniformly throughout the downtown, basing them on actual customer duration of stay.



31. Eliminate/reduce and control the number of 30-minute spaces.

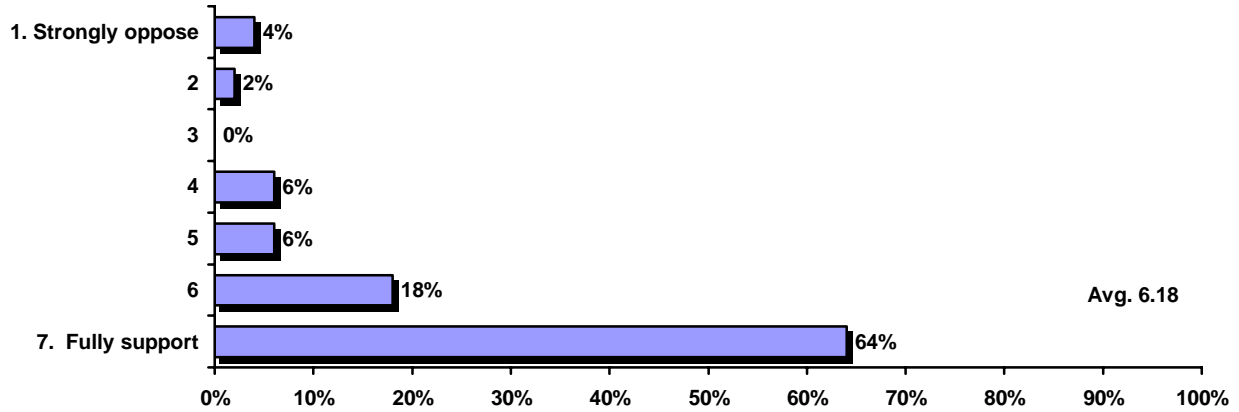


32. Introduce paid on-street parking.

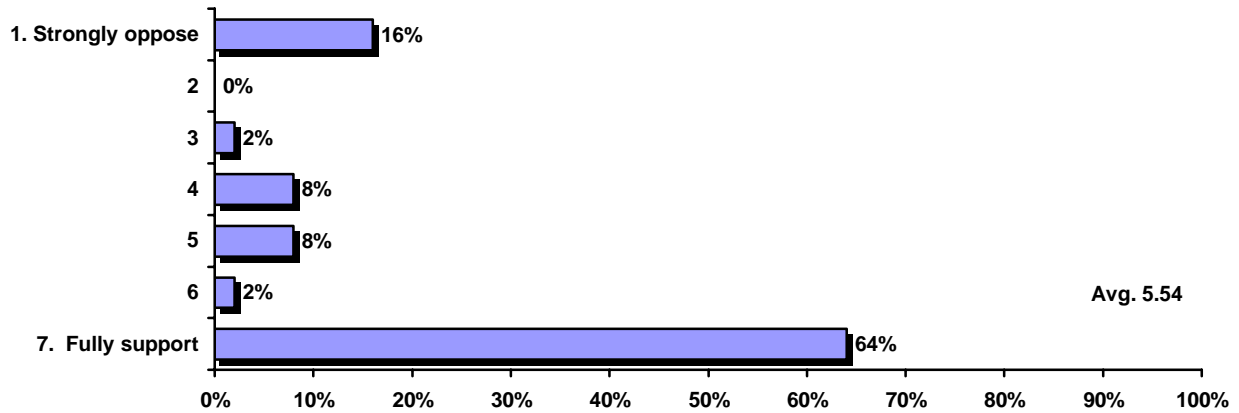


Off-Street

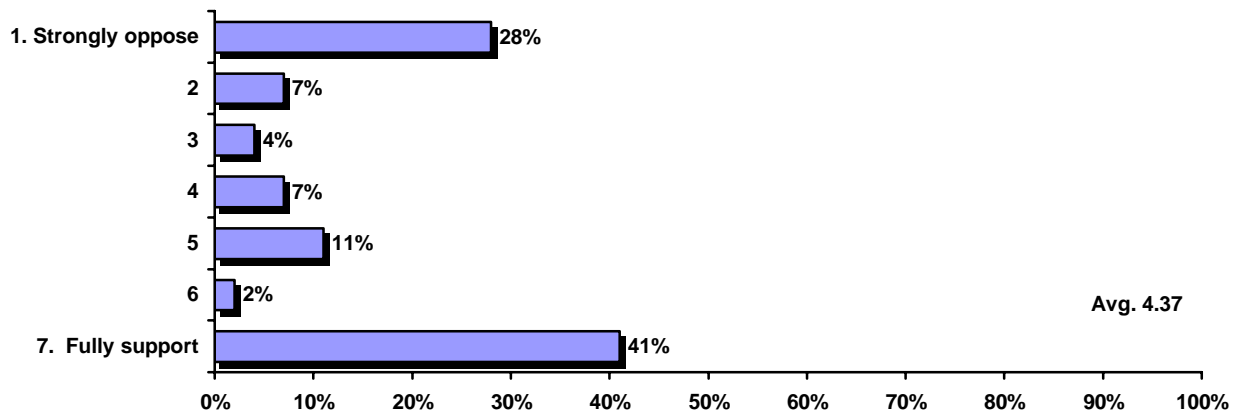
33. Create a pricing strategy to attract / redistribute monthly parkers (lower current monthly rates).



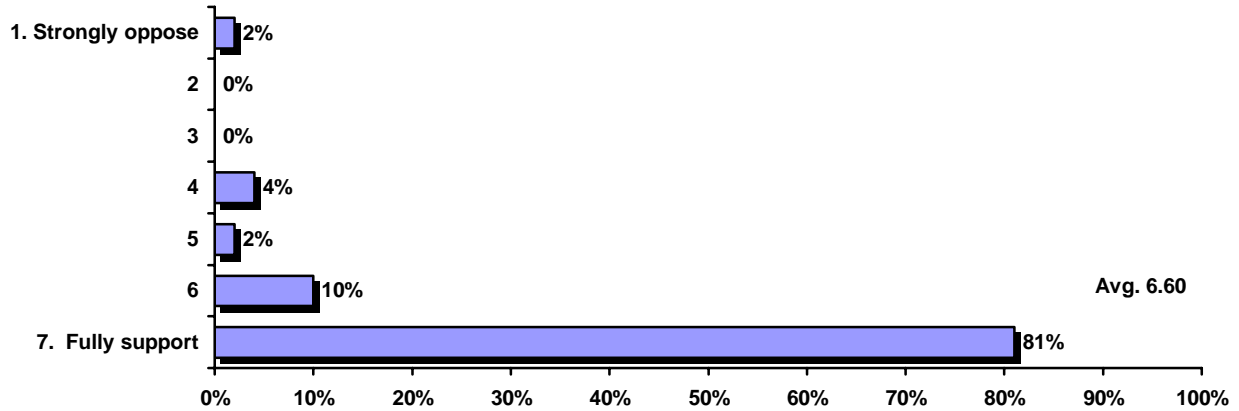
34. Downtown employers adopt a "Customers First" policy.



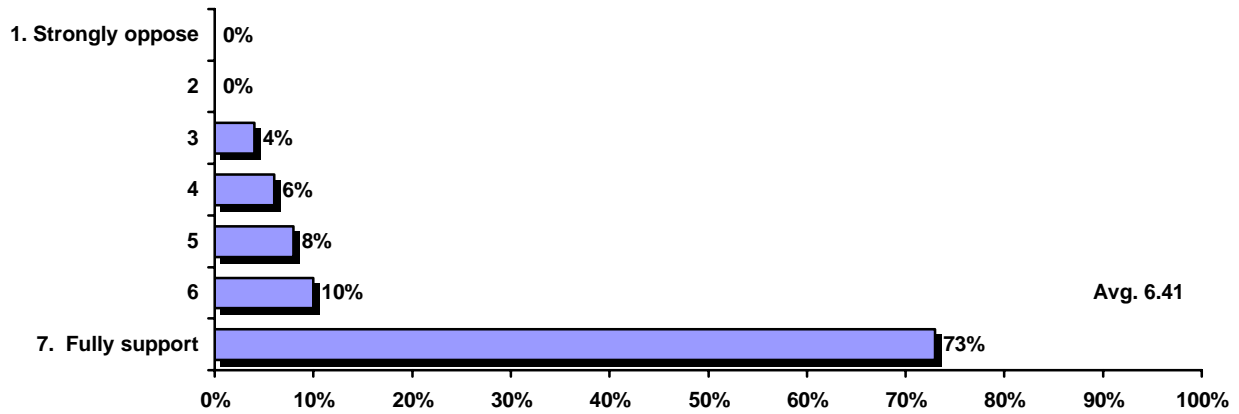
35. Eliminate designated monthly stalls in public garages, allowing "general access use".



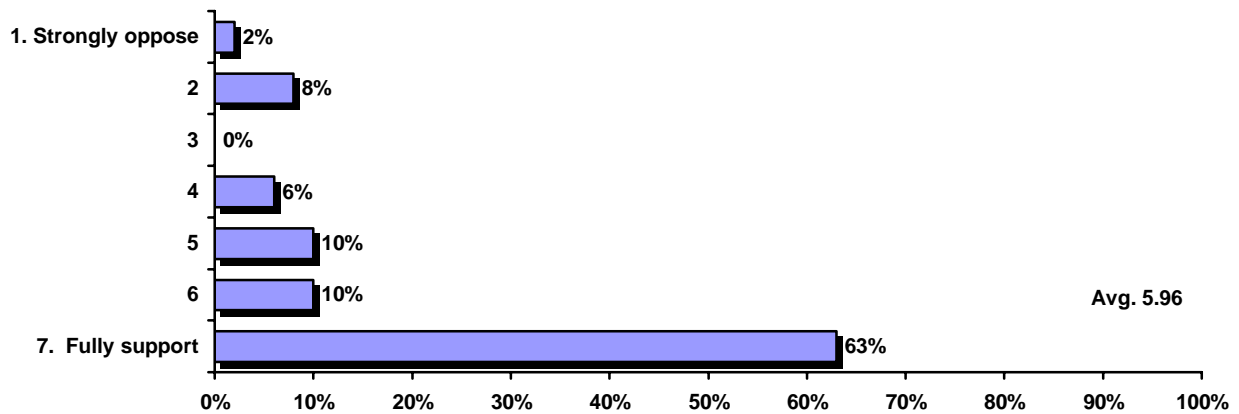
36. Locate customer/visitor spaces in most accessible areas of the garages.



37. Update / upgrade garages: facelift, lighting, wayfinding (on and off site).

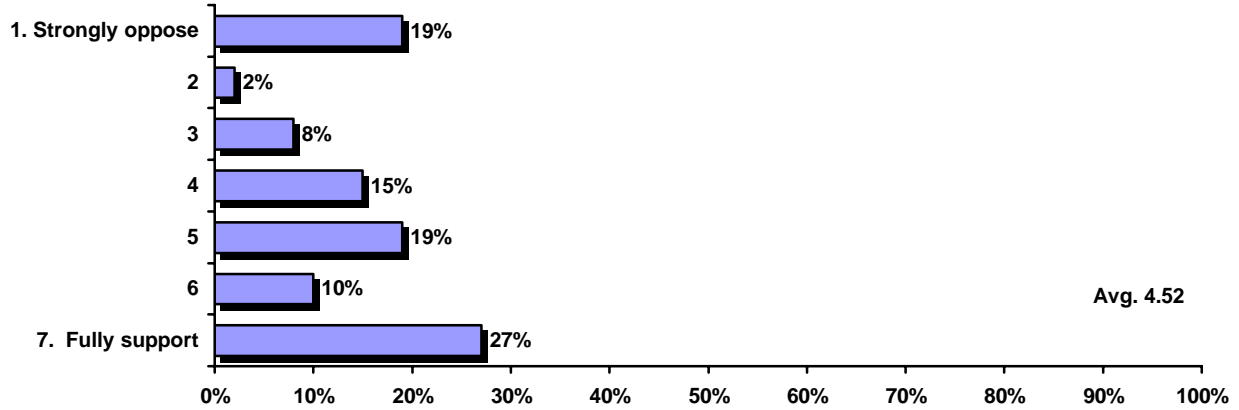


38. Design branding / marketing for City-owned garages.

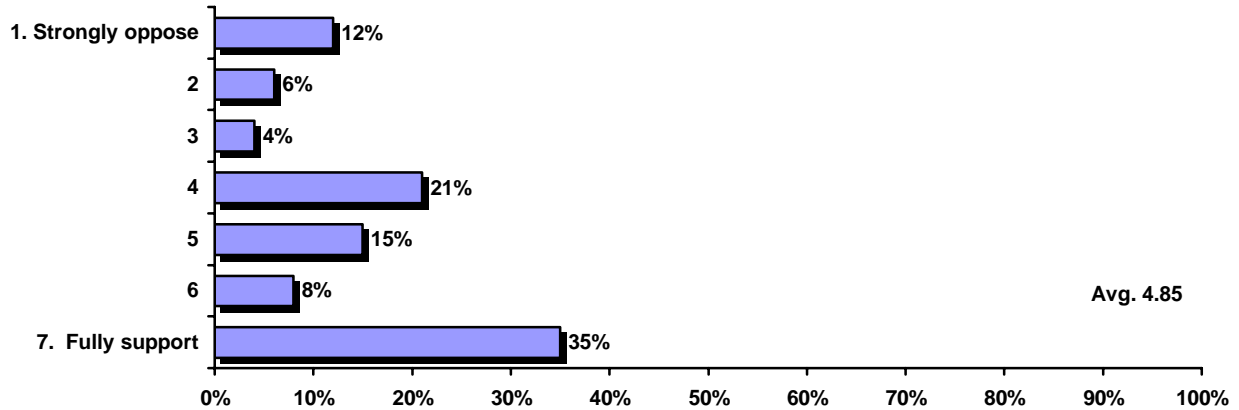


Alternate Travel Modes

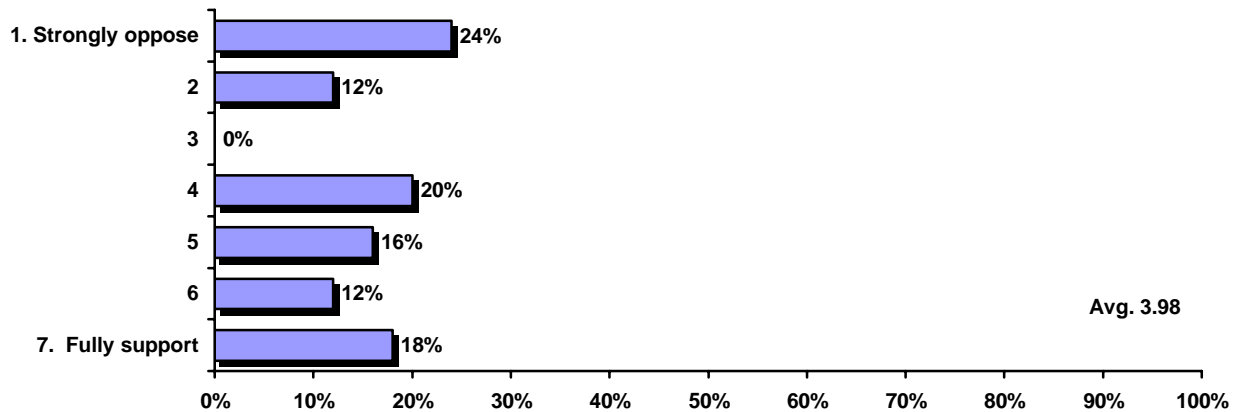
39. Initiate a shuttle or circulator to better connect parking resources with downtown destinations.



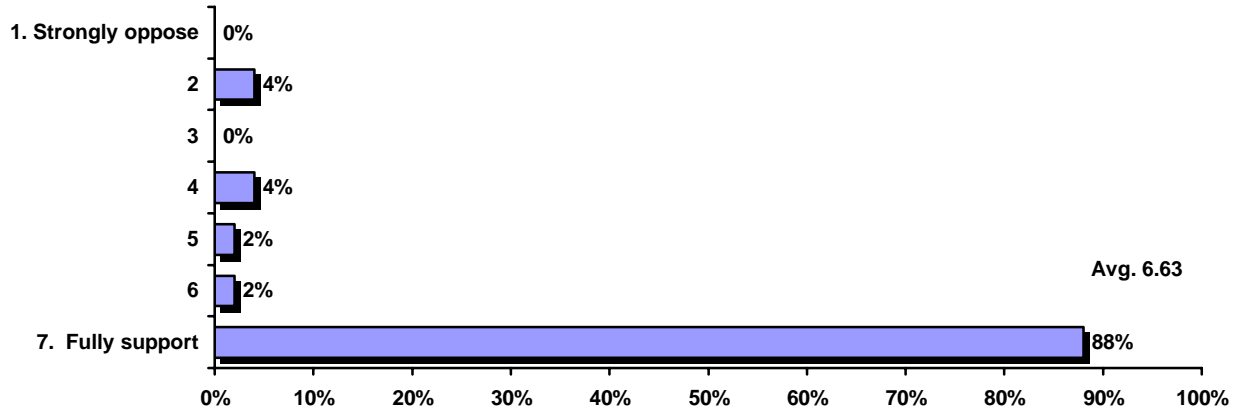
40. Sponsor private sector initiatives to encourage employee use of alternate travel modes: transit, bike, walk, ride-share.



41. Improve trip-end facilities that promote alternate modes: bicycle parking, showers, lockers, etc.

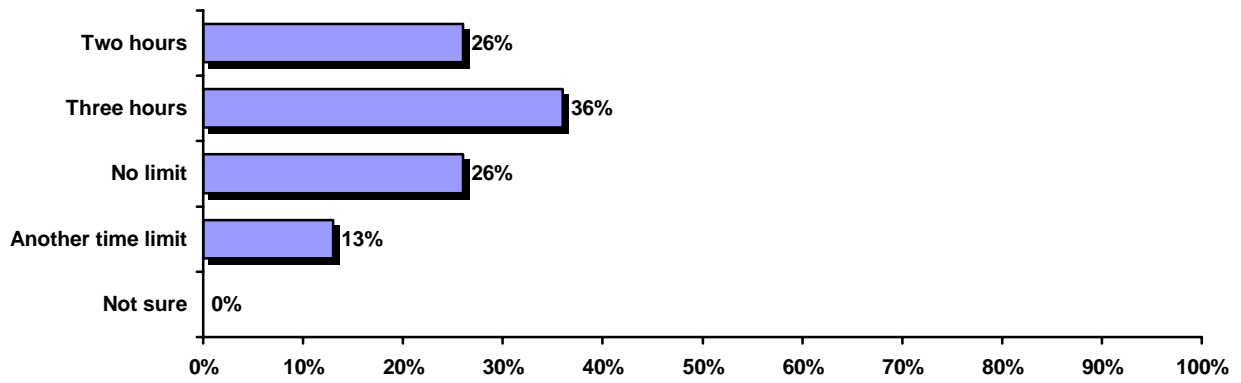


42. Continue to enhance the pedestrian environment: lighting, streetscape, amenities, etc.

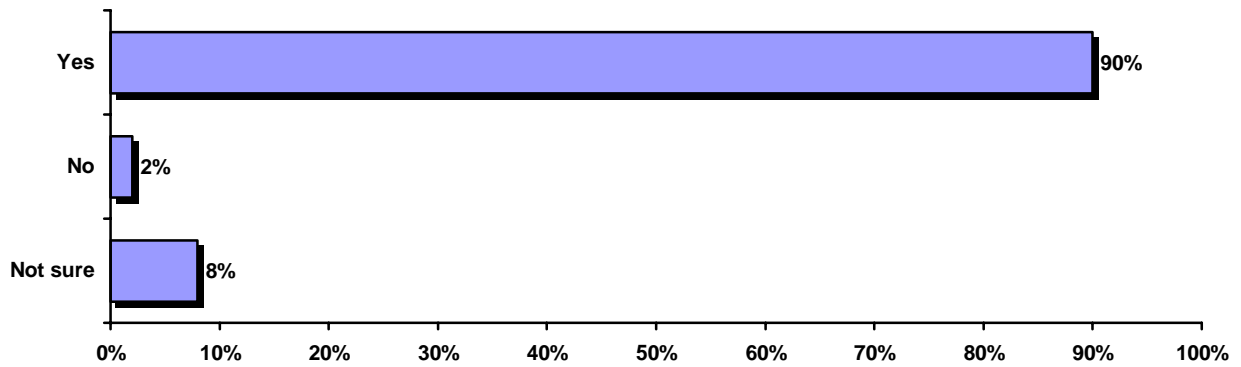


Participant Questions

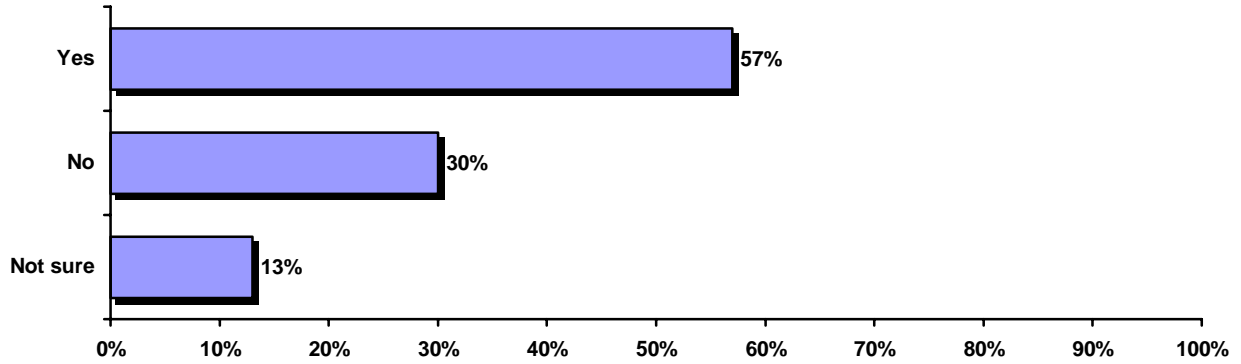
43. If the average parker stays 1 hour/25 minutes, what is the appropriate time limit?



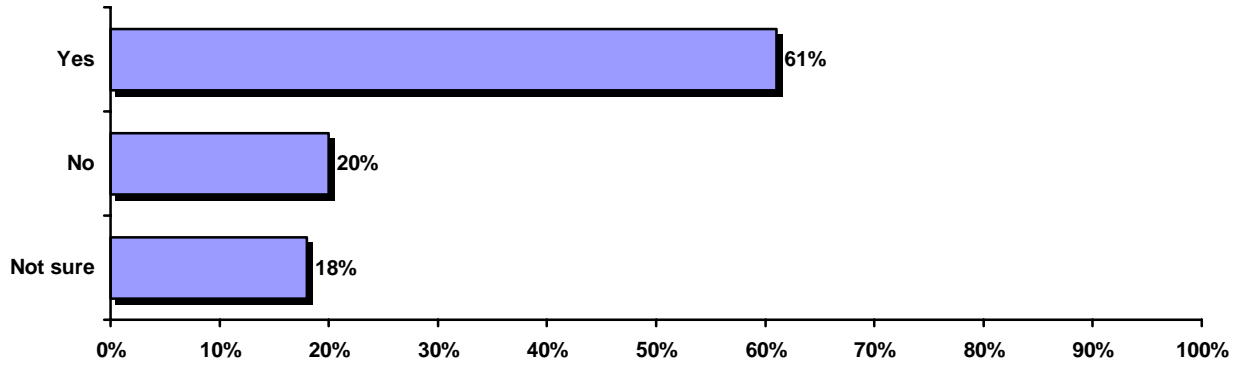
44. Should the economic impact of paid parking be considered before implementation?



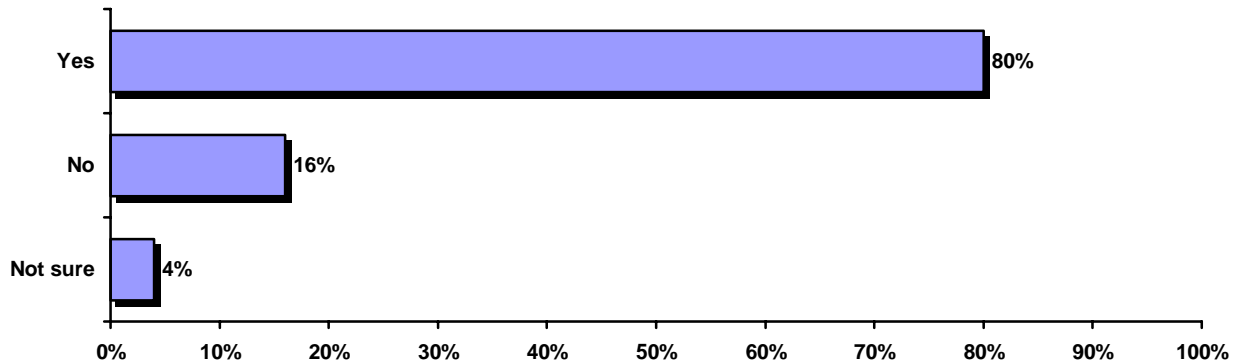
45. Should the dedication of parking revenues include only parking related facilities and costs?



46. Should Salem improve access into and out of Parkades?

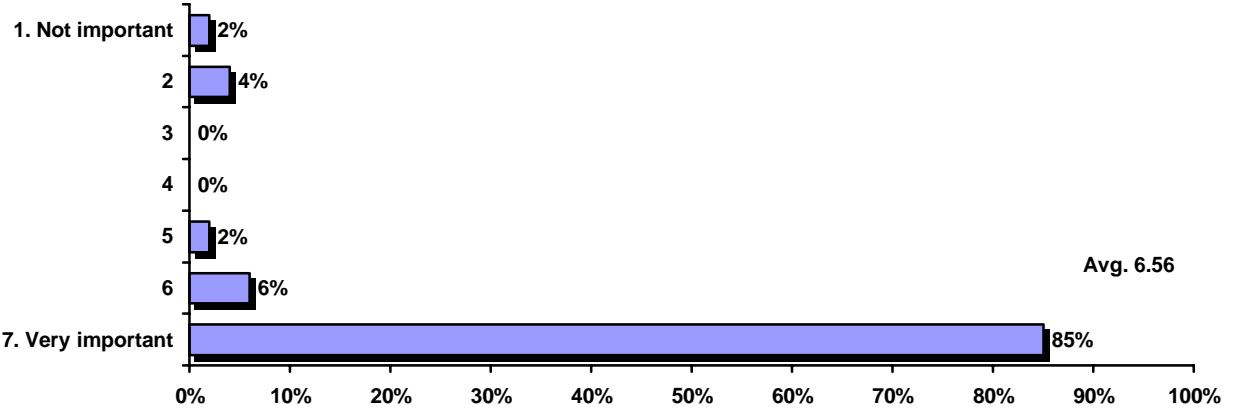


47. Should the City spend \$4 million dollars on deferred maintenance for the Parkades?



Wrapup Questions

48. How important is parking to the vitality of our downtown?



49. Would you like to continue to stay involved in future issues regarding downtown parking?

