



Downtown Free Parking Review



October 14, 2013
City of Eugene
Planning and Development

West Broadway, 2009 and earlier

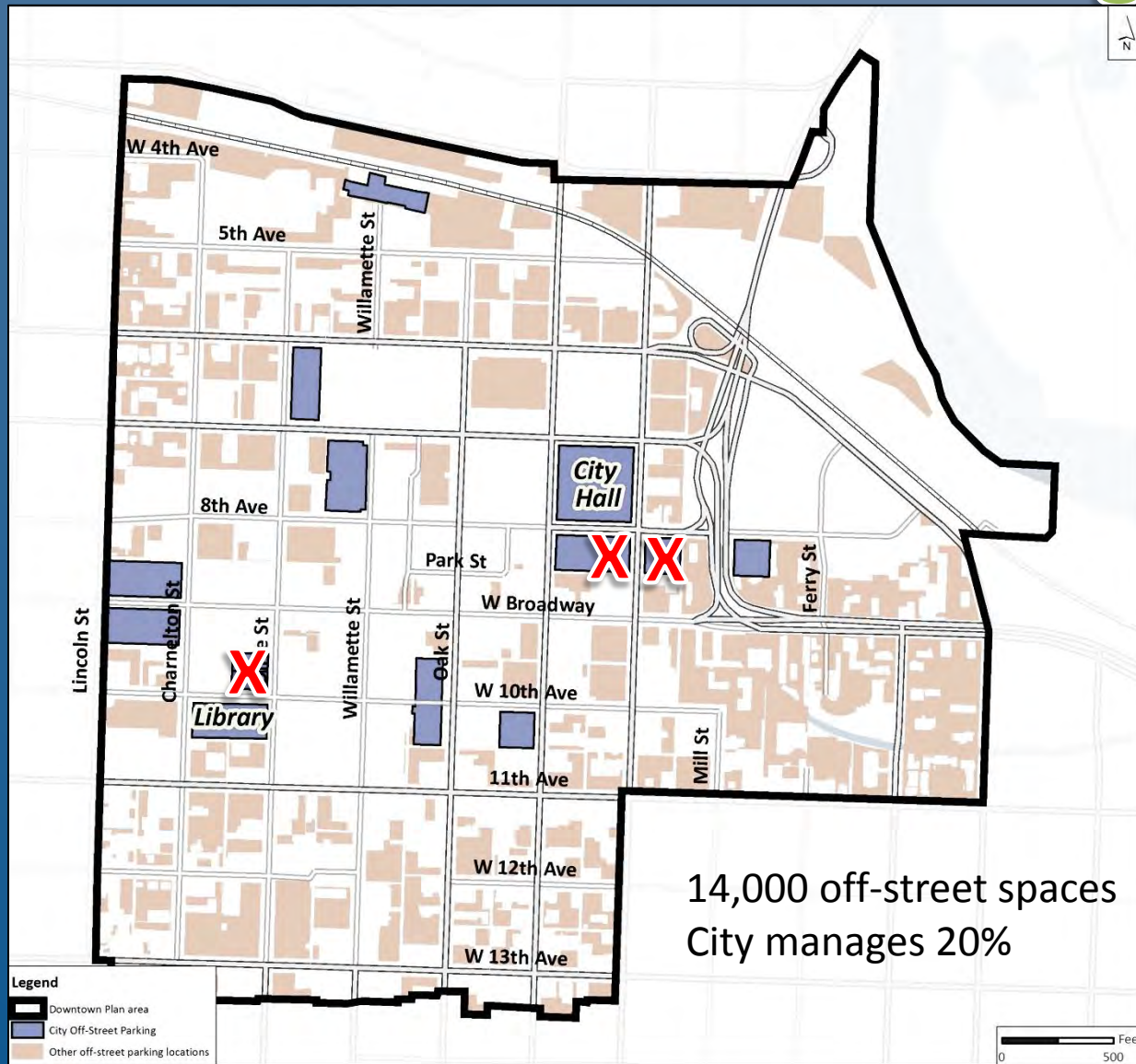


Downtown Strategies

- Jobs & Redevelopment
- Safety
- Parking
- Attractions & Amenities

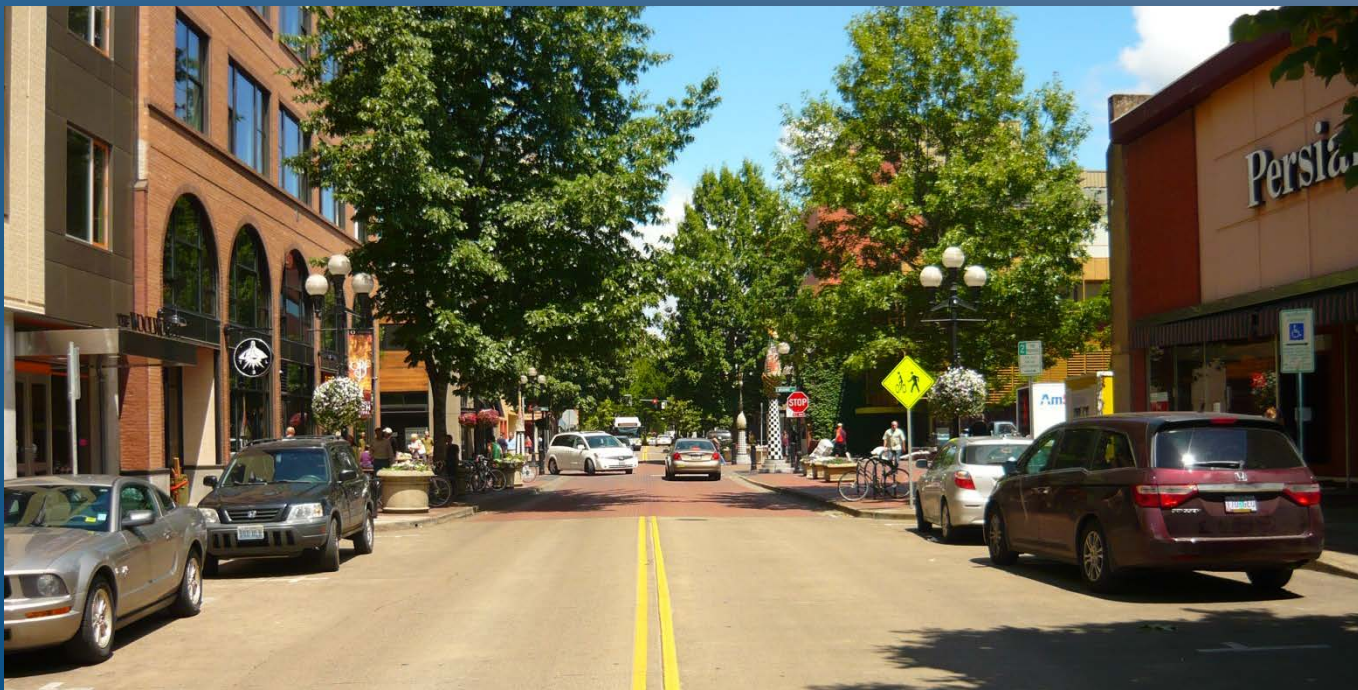


Downtown: Off-Street Parking

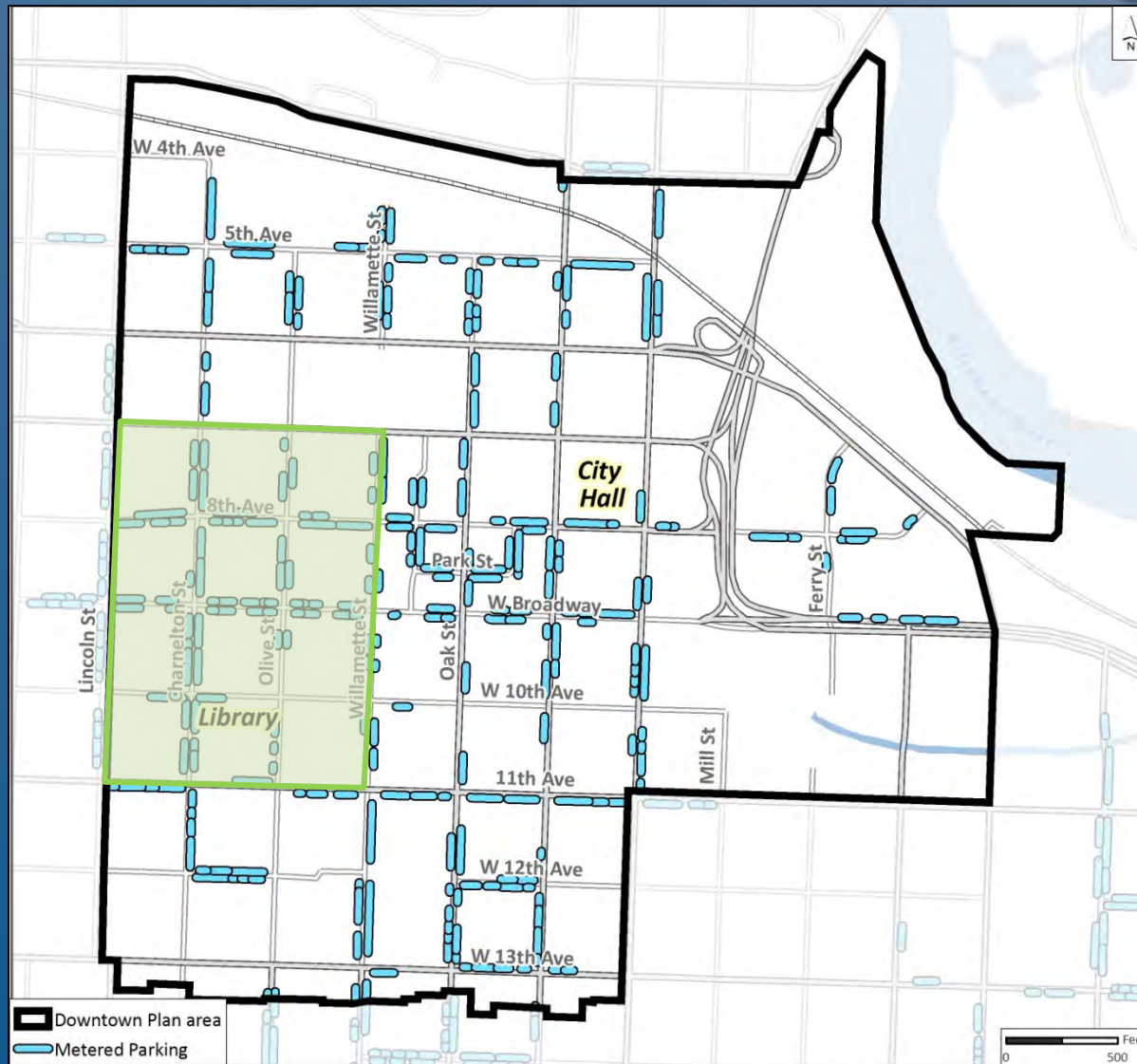


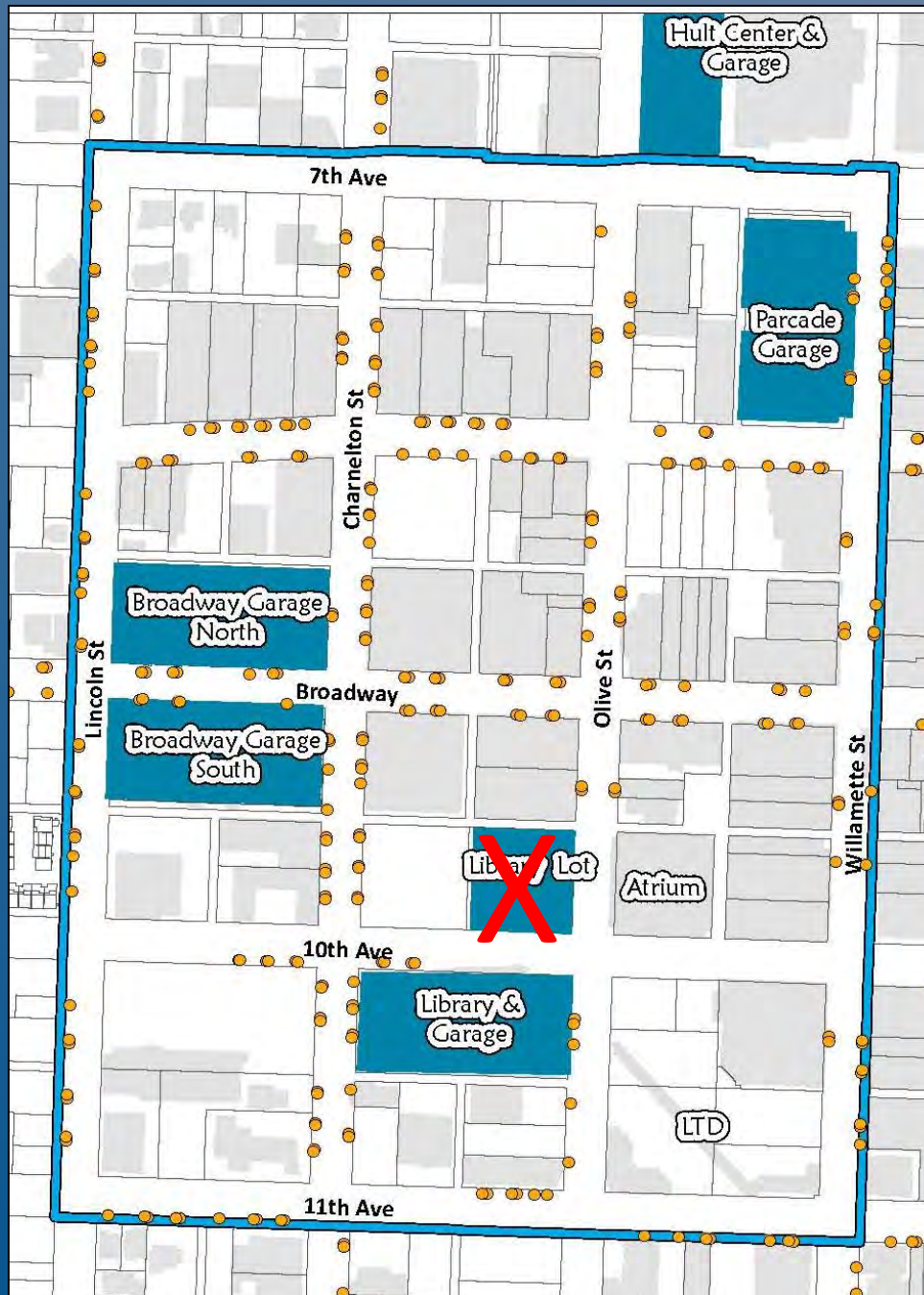
Downtown Parking Strategy

- Implement Easy Payment Options
- Increase Parking Garage Security
- Market Downtown Parking System
- Expand Free Parking to the Streets



Downtown: On-Street Parking





August 2010

Council

Direction:

- Remove the on-street parking meters and install time limited signs before October 1 for a two year period.
- Bring back results of an assessment of the program



Two Studies Completed

Free Parking? Evaluating the Impacts of the Downtown Eugene On-Street Parking Program on Retail Establishments

by Claire Ottwell, May 2011

Searching for a Space: An Analysis of Eugene's Free Parking Policy

Prepared for Downtown Eugene, Inc. by
Community Planning Workshop, June 2013

*Free Parking? Evaluating the
Impacts of the Downtown Eugene
On-Street Parking Program on
Retail Establishments, 2011*

Methodology

- **Business Survey: 63 of 172 responded**
- **On-Street Parking Counts**

Business Survey 2011

Industry Sectors in 2011

Table 1. Industry Sectors Represented

Response	Percentage	Number
Retail/Trade	39%	22
Arts, Entertainment, Recreation, and Food Services	25%	14
Professional, Scientific, and Technical Services	9%	5
Finance and Insurance	7%	4
Other Services	7%	4
Social Services	5%	3
Information	2%	1
Real Estate or Rental/Leasing	2%	1
Management of Companies and Enterprises	2%	1
Public Administration	2%	1
Wholesale Trade	0%	0
Total	100%	56

(Source: Eugene Parking Survey, March 2011)

Positive Effects

Table 6. Positive effects of the program

Response		Frequency
Draws more people		24
Convenience	high	24
Improves Public Perception		18
Free Parking		4
Fewer Tickets		4
Decrease in Homeless	low	4
Feels Safer		3
Patrons no longer use business lots		2

(Source: Eugene Parking Survey, March 2011)

Negative Effects

Table 7. Negative effects of the program

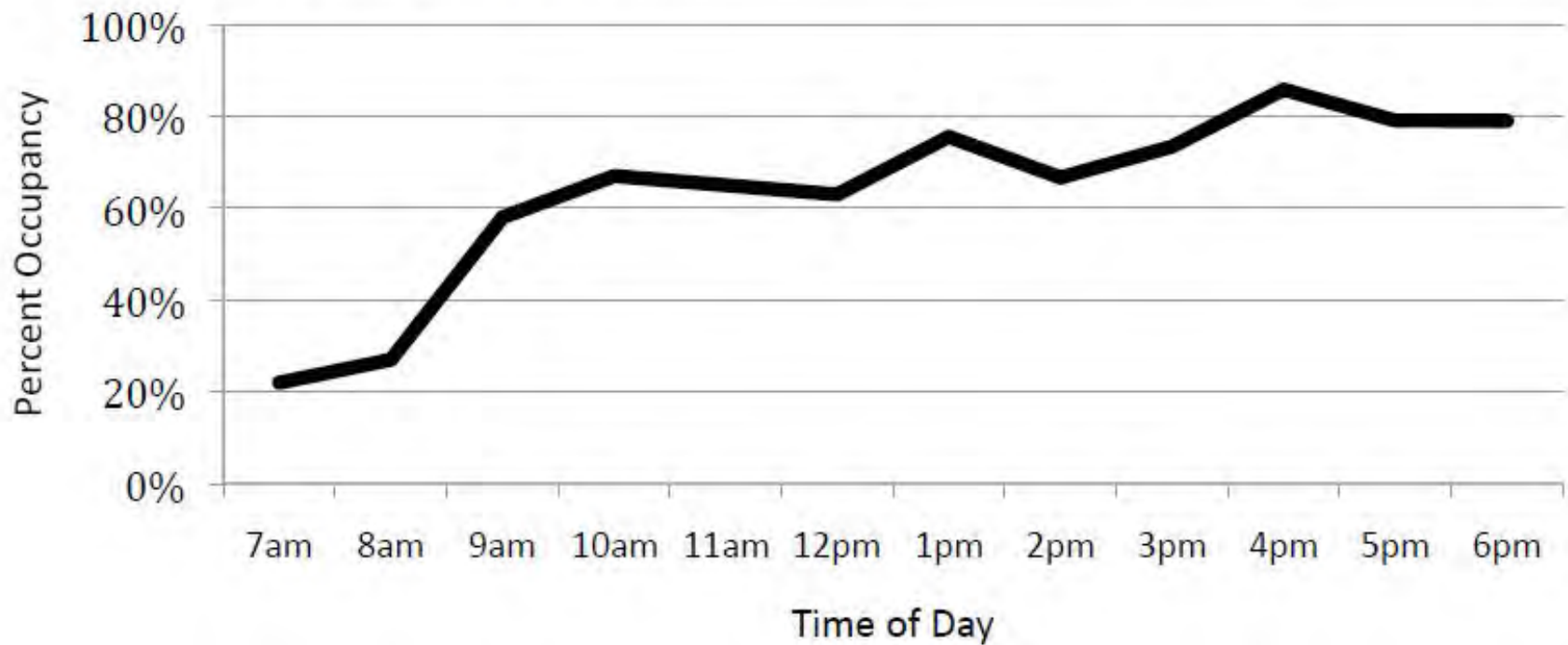
Response		Frequency
Limited turnover of spaces	high	7
Employees use on-street spaces		6
2-hours is not always long enough		4
Other customers monopolize spaces		3
Difficult for those with disabilities	medium	2
2-Hour is sometimes too long		2
Limited enforcement for offenders		2
Loss of revenue for City		2
Paid meters are better		1
Increase in tickets issued	low	1
Hurts sales		1
More junk cars		1

(Source: Eugene Parking Survey, March 2011)

Parking Occupancy 2011

Parking Vehicle Counts (2011)

Figure 8. Occupancy by time of day





Study Conclusions

- Free parking program is likely drawing more patrons downtown.
- Most business view the program favorably.
- Some negative unintended effects of the program downtown.



Searching for a Space: An Analysis of Eugene's Free Parking Policy

Prepared for Downtown Eugene, Inc. by
Community Planning Workshop
June 2013



Methodology

- Downtown Eugene, Inc invited 142 businesses to complete a parking survey in January 2013. 62 of 142 responded
- Parking Counts of the number of cars on the streets
- Survey of people who park downtown

Business Survey 2013

Industry Sectors in 2013

Table 1. Industry sectors represented

Industry	Number	Percentage
Retail	23	38%
Professional services	11	18%
Arts, entertainment and recreation	6	10%
Real estate	5	8%
Finance and insurance	5	8%
Social services	1	2%
Other	9	15%
Total	60	100%

Source: Eugene Downtown Business Parking Survey, February 2013

Business Position on Free Parking

Table 8. Position on the free parking program

Response	Retail, food and entertainment		All respondents	
	Number	Percentage	Number	Percentage
Support	25	78%	41	67%
Oppose	5	16%	13	21%
Not sure	2	6%	7	12%
Total	32	100%	61	100%

Source: Eugene Downtown Business Parking Survey, February 2013

Parking Space Availability

Table 3. Business perceptions of parking space availability

Availability	Retail, food and entertainment		All Respondents	
	Number	Percentage	Number	Percentage
Always	1	3%	5	8%
Sometimes	23	70%	38	62%
Rarely	9	27%	18	30%
Total	33	100%	61	100%

Source: Eugene Downtown Business Parking Survey, February 2013

Employee On-Street Parking

Table 5. Employees use on-street parking

Response	Number	Percentage
Agree	26	43%
Not sure	18	30%
Disagree	16	27%
Total	60	100%

Source: Eugene Downtown Business Parking Survey, February 2013

How well is program working?

Table 6. How well the 2-hour free parking program works

Response	Retail, food and entertainment		All respondents	
	Number	Percentage	Number	Percentage
Well	5	17%	13	24%
Somewhat	14	48%	28	51%
Not working	10	34%	14	25%
Total	29	100%	55	100%

Source: Eugene Downtown Business Parking Survey, February 2013

Comments

Table 7. Comments about the parking program

Issue		Frequency
Employees abuse the free parking		10
All of downtown should have free parking	high	7
It is difficult to find available parking spaces		5
Support for metered parking		4
Needs more strict enforcement	medium	3
Free parking attracts customers		3
Downtown needs more parking		3
There should be less enforcement		2
Support for free parking		2
People do not know about the parking garages	low	1
Parking meters ensure availability of spaces		1
Parking meters are too expensive		1
Confusion about free zone boundaries		1

Source: Eugene Downtown Business Parking Survey, February 2013

Free Parking and Business Revenue

Table 9. Contribution of free parking program to increased revenue

Response	Retail, food and entertainment		All respondents	
	Number	Percentage	Number	Percentage
Not at all	10	42%	27	59%
A little bit	9	38%	11	24%
Some	5	21%	7	15%
A lot	0	0%	1	2%
Total	24	100%	46	100%

Source: Eugene Downtown Business Parking Survey, February 2013



Customer Surveys 2013

Duration of Downtown Stay

Table 11. Duration of stay downtown

Response	Number	Percentage
Less than one hour	5	10%
1 to 2 hours	17	35%
2 to 4 hours	18	37%
4 to 6 hours	4	8%
More than six hours	5	10%
Total	49	100%

Source: Downtown Eugene Parking Survey, April 2013

Reason for Visiting Downtown

Table 12. Purpose for coming downtown

Response	Frequency	Percentage
Eating/drinking	19	38%
Work	17	34%
Shopping	12	24%
Library	8	16%
Other	16	32%

Source: Downtown Eugene Parking Survey, April 2013

Visitor Parking Space Perception

Table 15. Visitor perceptions of parking space availability

Response	Number	Percentage
Always	6	12%
Sometimes	30	60%
Rarely	14	28%
Total	50	100%

Source: Downtown Eugene Parking Survey, April 2013

Customer View of Free Parking

Table 16. Impact of free parking on downtown

Response	Number	Percentage
Positive	38	76%
Negative	3	6%
Not sure/Don't know	9	18%
Total	50	100%

Source: Downtown Eugene Parking Survey, April 2013

Paid Parking Impact?

Table 17. Potential impact of paid parking on frequency of trips downtown

Response	Number	Percentage
Come downtown less often	27	54%
No impact	22	44%
Not sure/Don't know	1	2%
Total	50	100%

Source: Downtown Eugene Parking Survey, April 2013

Parking Occupancy 2013

Counting Parked Vehicles

Figure 1. Map of parking areas

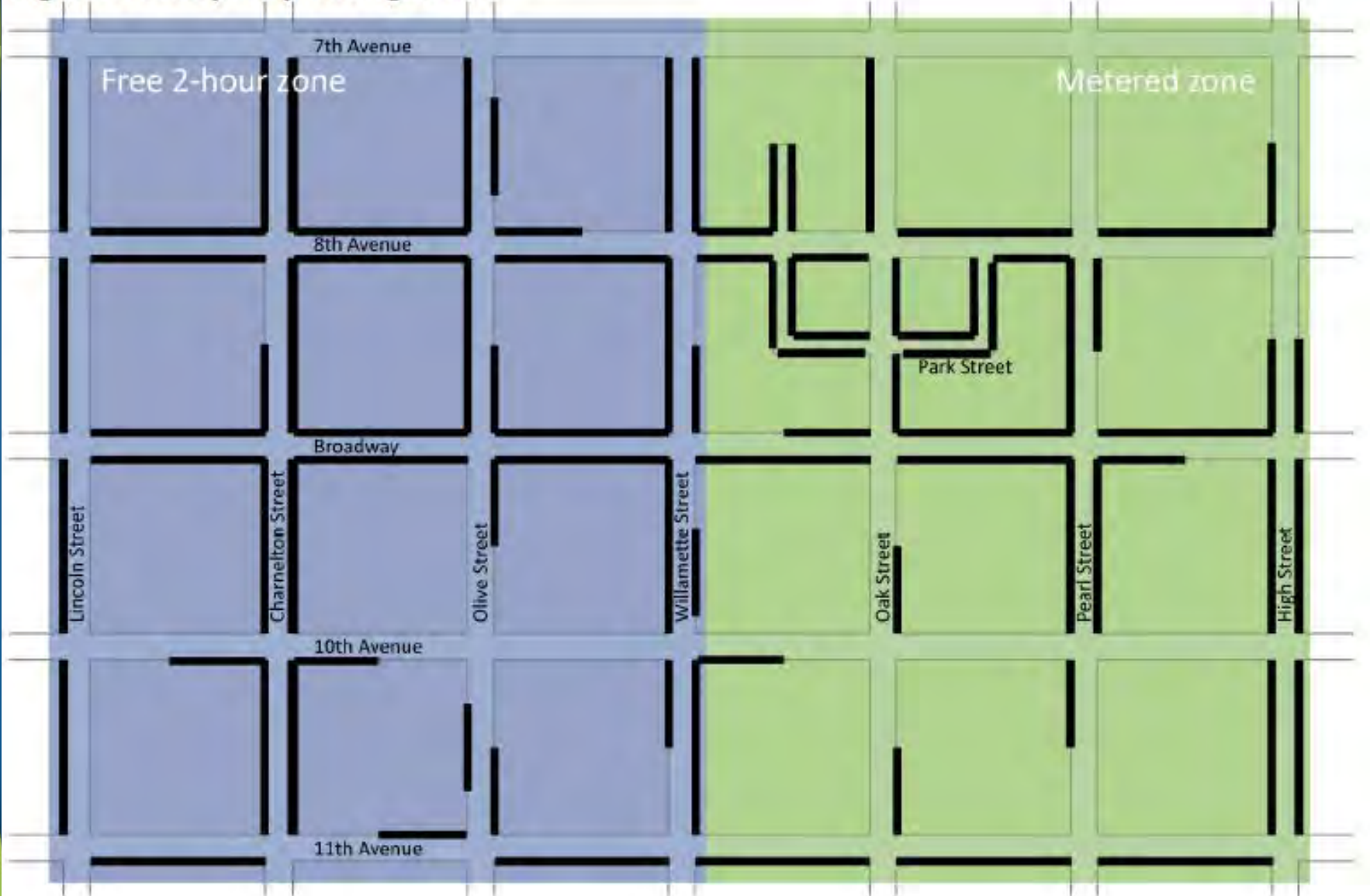
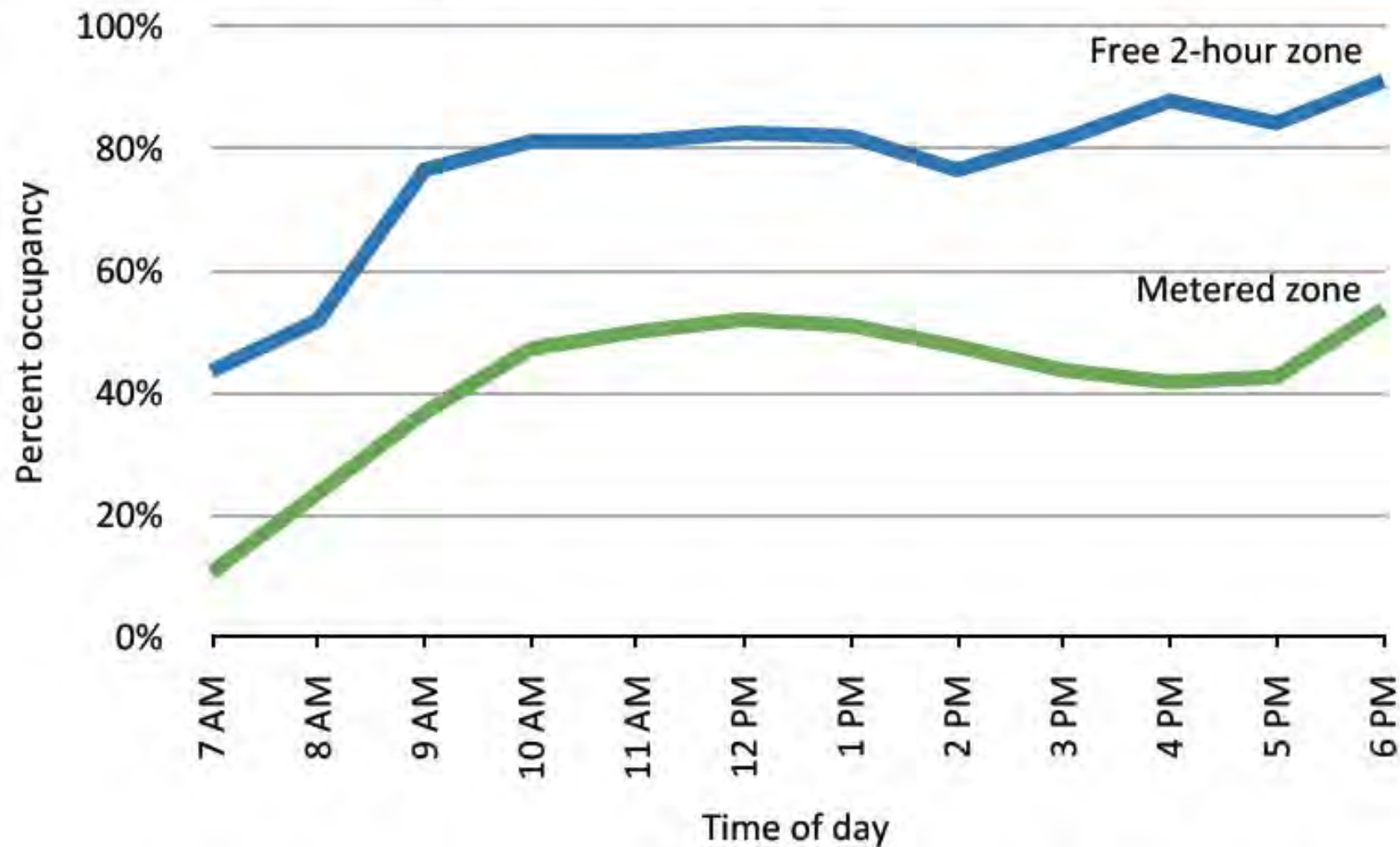
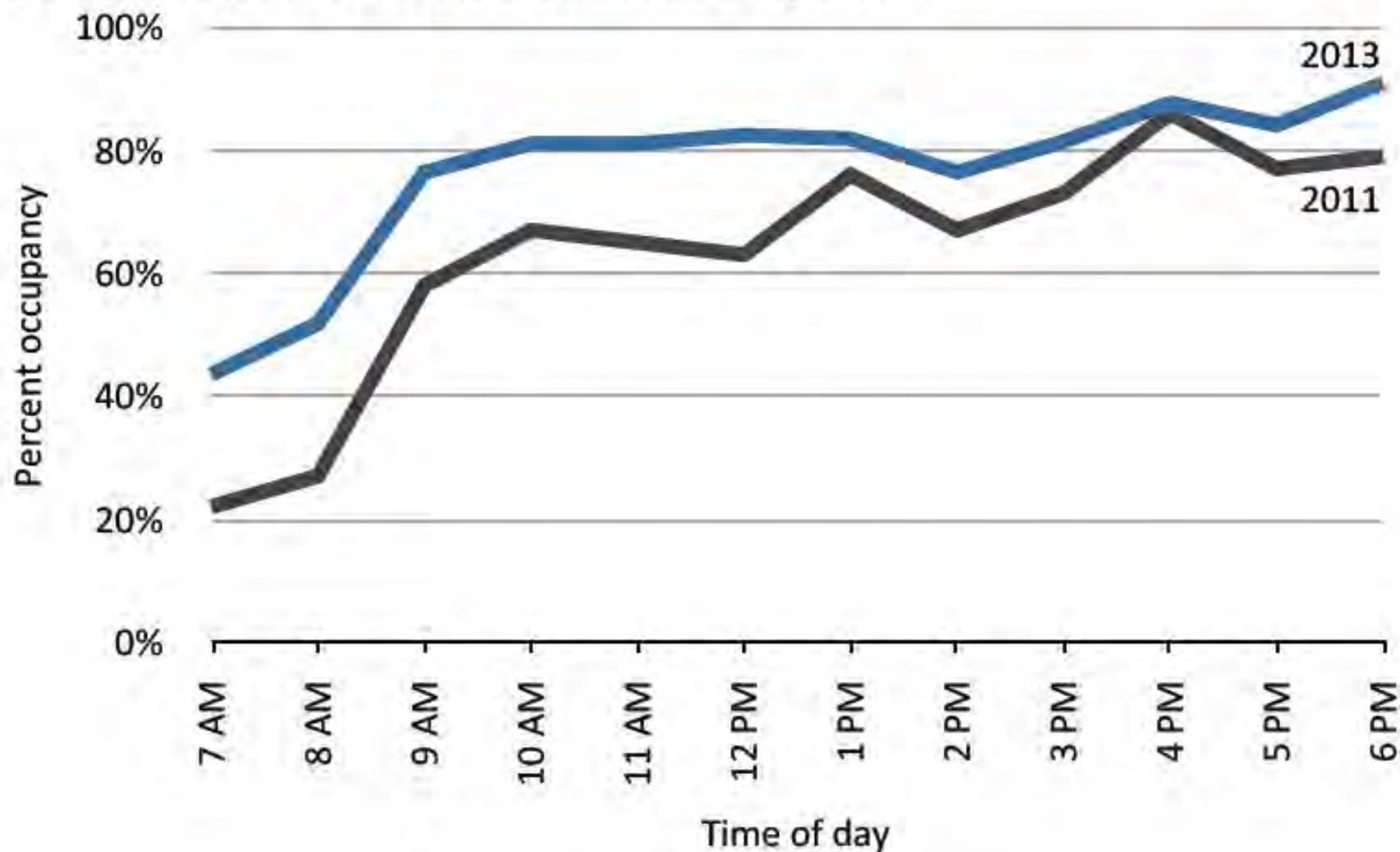


Figure 2. Weekday parking occupancy by time of day



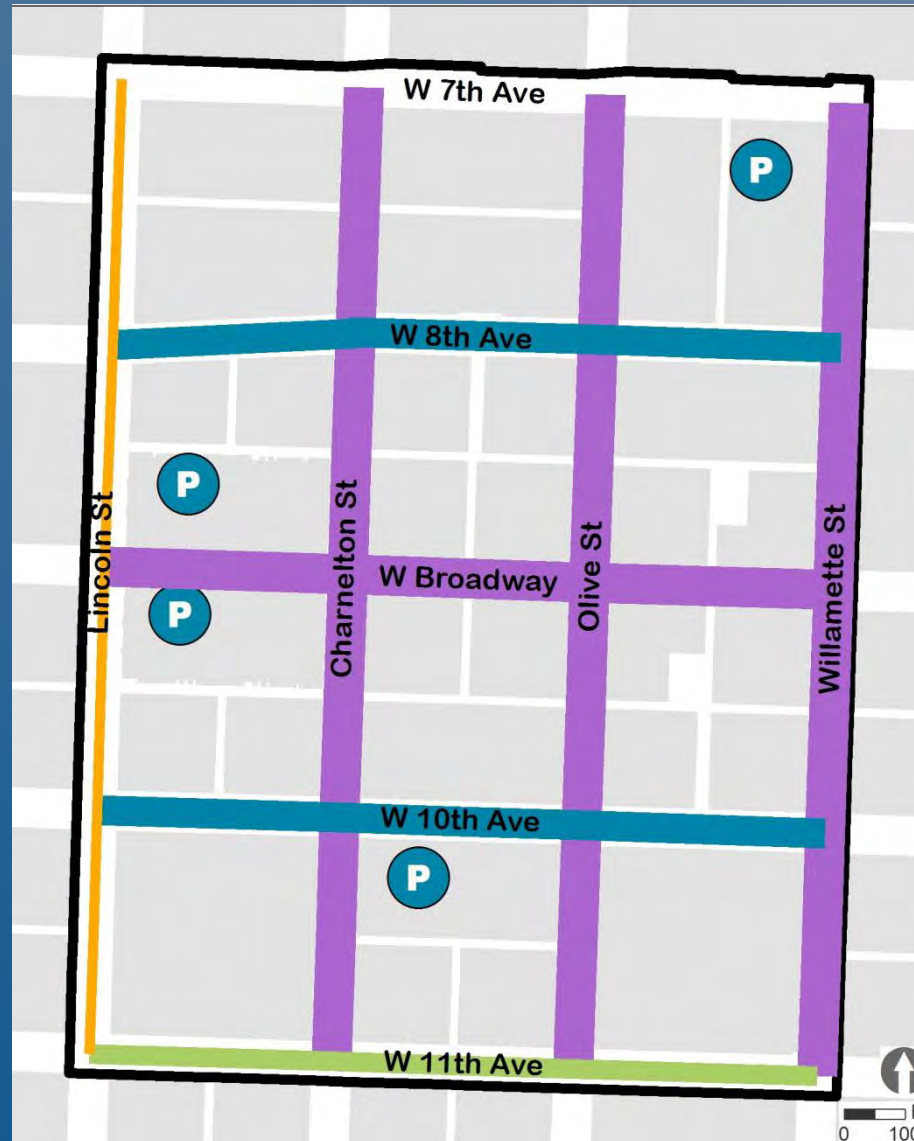
Source: Downtown Eugene Parking Counts, April 2013

Figure 3. Comparison of 2011 and 2013 weekday counts



Source: Downtown Eugene Parking Counts, April 2013 and Otwell, May 2011.

Average Weekday Parking Occupancy





2013 Summary of Findings

- **Businesses and customers like the free parking program.**
- **More people are visiting downtown**
- **On-Street parking spaces are full and availability is limited**
- **Employee on-street parking is an issue**
- **Free parking program has had limited impact on the number of customers and business revenue**



Next Steps

Continued analysis of downtown parking options.

Recommendations to Council

