



U.S. Department
of Transportation

**Urban Mass
Transportation
Administration**

Parking Pricing Demonstration in Eugene, OR: Technical Report and Appendices

UMTA/TSC Evaluation Series

Final Report
December 1987

NOTICE

This document is disseminated under the sponsorship of the Department of Transportation in the interest of information exchange. The United States Government assumes no liability for its contents or use thereof.

NOTICE

The United States Government does not endorse products of manufacturers. Trade or manufacturers' names appear herein solely because they are considered essential to the object of this report.

1. Report No. UMTA-OR-06-0010-87-1		2. Government Accession No.		3. Recipient's Catalog No.	
4. Title and Subtitle PARKING PRICING DEMONSTRATION IN EUGENE, OR: TECHNICAL REPORT AND APPENDICES				5. Report Date December 1987	
				6. Performing Organization Code DTS-49	
7. Author(s) Daniel L. Dornan and Robert Keith				8. Performing Organization Report No. DOT-TSC-UMTA-87-7	
9. Performing Organization Name and Address Peat, Marwick, Mitchell & Co.* 1990 K Street, N.W. Washington, DC 20006				10. Work Unit No. (TRAIS) UM627/U6613	
				11. Contract or Grant No. DOT-TSC-1758	
				13. Type of Report and Period Covered Final Report March 1983 - Dec 1984	
12. Sponsoring Agency Name and Address U.S. Department of Transportation Urban Mass Transportation Administration Office of Technical Assistance Washington, DC 20590				14. Sponsoring Agency Code URT-31	
				15. Supplementary Notes *Under contract to: U.S. Department of Transportation Research and Special Programs Administration Transportation Systems Center Cambridge, MA 02142	
16. Abstract <p>This report describes the results of a preferential parking/pricing demonstration program operated by the City of Eugene, Oregon, and funded by the Urban Mass Transportation Administration. The program established two residential parking permit zones in the West University neighborhood which restricted on-street parking duration to two hours for commuters. The program also designated certain areas where commuters could park on-street beyond the two-hour limit if they purchased a daily or monthly permit from the city or a local retail establishment or institution.</p> <p>This report assesses the effects of these parking management and pricing tactics on parking behavior, program compliance, travel behavior, and traffic flow. It also analyzes permit distributions and use, program costs and revenues, and implications for areas considering the application of these techniques.</p> <p>The report is divided into two documents: (1) Executive Summary which describes the most significant demonstration findings; and (2) Technical Report and Appendices which provide a detailed description and analysis of the Eugene demonstration and include several appendices that illustrate various data collection strategies and forms used during the evaluation.</p>					
17. Key Words Parking, Preferential Parking, Parking Permit, Parking Pricing, Parking Enforcement, Centralized Parking Meters			18. Distribution Statement Document is available from the Service Assessment Division, DTS-49, Transportation Systems Center, Cambridge, MA 02142		
19. Security Classif. (of this report) Unclassified		20. Security Classif. (of this page) Unclassified		21. No. of Pages 254	22. Price

PREFACE

This report is part of the Transportation Systems Center Evaluation Series for the UMTA Service and Methods Demonstration Program, U.S. Department of Transportation.

This report was prepared by Peat, Marwick, Mitchell & Co. at the request of the Transportation Systems Center, under Contract DOT-TSC-1758-25/26. The City of Eugene, through the Paratransit and Parking Administration of the Department of Public Works, provided the data for the report and contracted for the surveys. The purpose of the program was to demonstrate the use of preferential parking and permit pricing to relieve residents' parking difficulties and traffic congestion in the West University neighborhood.

The TSC project manager was Eric Schreffler, who provided useful comments and administrative assistance throughout the evaluation effort. The project manager for UMTA was Roger Tate. The project manager for Peat Marwick was Daniel Dornan. He was assisted by Robert Keith and Daniel Wagner. The report production was managed by Juanita Combs. The efforts of the Peat Marwick project team were supervised by Raymond Ellis, Peat Marwick's principal responsible for work conducted for the SMD program. The authors acknowledge the efforts of Peat Marwick's word processing and graphics staffs.

The staff of the Eugene Parking Administration provided invaluable assistance throughout the program evaluation effort in providing necessary data, conducting surveys, requesting traffic counting data, and responding to our many questions and requests. Especially helpful were Duane Bischoff, Jarvia Shu, and Jay Millikin, consecutive project coordinators for the program. Another invaluable program evaluation resource was Marshall Landman, who, as an outside contractor to the Parking Administration, helped to coordinate the evaluation survey and documentation efforts.

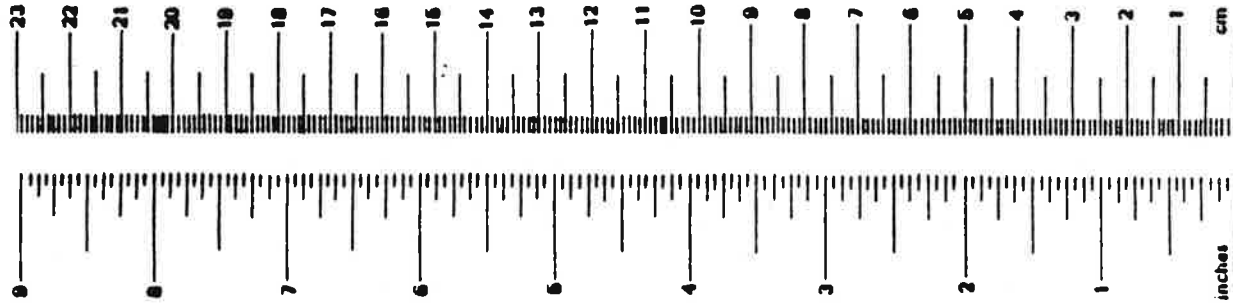
METRIC CONVERSION FACTORS

Approximate Conversions to Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
LENGTH				
in	inches	2.5	centimeters	cm
ft	feet	30	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
AREA				
in ²	square inches	6.5	square centimeters	cm ²
ft ²	square feet	0.09	square meters	m ²
yd ²	square yards	0.8	square meters	m ²
mi ²	square miles	2.6	square kilometers	km ²
	acres	0.4	hectares	ha
MASS (weight)				
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	tonnes	t
VOLUME				
sp	teaspoons	5	milliliters	ml
Tbsp	tablespoons	15	milliliters	ml
fl oz	fluid ounces	30	milliliters	ml
c	cup	0.24	liters	l
pt	pints	0.47	liters	l
qt	quarts	0.95	liters	l
gal	gallons	3.8	liters	l
ft ³	cubic feet	0.03	cubic meters	m ³
yd ³	cubic yards	0.76	cubic meters	m ³
TEMPERATURE (exact)				
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C

Approximate Conversions from Metric Measures

Symbol	When You Know	Multiply by	To Find	Symbol
LENGTH				
mm	millimeters	0.04	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
m	meters	1.1	yards	yd
km	kilometers	0.6	miles	mi
AREA				
cm ²	square centimeters	0.16	square inches	in ²
m ²	square meters	1.2	square yards	yd ²
km ²	square kilometers	0.4	square miles	mi ²
ha	hectares (10,000 m ²)	2.5	acres	
MASS (weight)				
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	tonnes (1000 kg)	1.1	short tons	
VOLUME				
ml	milliliters	0.03	fluid ounces	fl oz
l	liters	2.1	pints	pt
l	liters	1.06	quarts	qt
l	liters	0.26	gallons	gal
m ³	cubic meters	36	cubic feet	ft ³
m ³	cubic meters	1.3	cubic yards	yd ³
TEMPERATURE (exact)				
°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature	°F



1 in. = 2.54 cm (exactly). For other exact conversions and more detail tables see NBS Misc. Publ. 284, Units of Weight and Measure. Price \$2.25. S.D. Catalog No. C13 10 284.

CONTENTS

<u>Section</u>	<u>Page</u>
1. INTRODUCTION	1
1.1 Local Program Goals and Objectives	1
1.2 Demonstration Descriptions	2
1.3 Evaluation Framework and Objectives	3
1.4 Organizational Roles	5
1.5 Report Organization	8
2. DEMONSTRATION SETTING	9
2.1 City of Eugene	9
2.1.1 Demographic Characteristics	9
2.1.2 Transportation System Characteristics	11
2.1.3 Parking Program Characteristics	13
2.2 West University Neighborhood Area	15
2.2.1 Demographic Characteristics	15
2.2.2 Transportation Systems Characteristics	17
2.2.3 Parking System Characteristics	19
3. PROGRAM HISTORY	21
3.1 Preliminary Planning and Grant Application Phase	21
3.1.1 Preliminary Planning	21
3.1.2 Grant Application and Approval	26
3.2 Pre-Implementation Program Planning Phase	27
3.2.1 West University Parking Advisory Committee	27
3.2.2 Initial Pre-Implementation Public Information Campaign	28
3.2.3 Pre-Implementation Public Concerns	29
3.2.4 Program Postponement and Reassessment	30
3.2.5 Pre-Implementation Program Modifications	31
3.2.6 City Council Approval	33
3.2.7 Final Pre-Implementation Public Information Campaign	33
3.3 Post-Implementation Program Refinement Phase	34
3.3.1 Demonstration Program Extension	34
3.3.2 Post-Implementation Public Concerns	34
3.3.3 Initial Post-Implementation Program Modifications	35
3.3.4 Post-Implementation Data Collection	37

CONTENTS (Continued)

<u>Section</u>	<u>Page</u>	
3.3.5	Additional Post-Implementation Program Modifications	37
3.3.6	Later Program Developments	39
4	PROGRAM OPERATIONS	41
4.1	Residential Parking Permits	41
4.2	Monthly/Daily Commuter Parking Permits	45
4.3	Centralized Parking Meters	48
4.4	Joint Use of Off-Street Parking Facilities	49
4.5	Private Sector Promotion of Alternative Modes	49
4.6	Enforcement and Information Management	50
5	PROGRAM RESULTS	53
5.1	Parking Behavior Impacts.	54
5.1.1	Parking Behavior Impacts in the Program Area.	54
5.1.2	Parking Behavior Impacts in Adjacent Areas.	79
5.2	Parking Regulation Compliance	82
5.2.1	Parking Citation Issuance.	82
5.2.2	Illegal Parkers	84
5.3	Travel Behavior	86
5.3.1	Mode Choice Change.	86
5.3.2	Commuting Pattern Change.	91
5.4	Traffic Flow.	94
5.5	Community Acceptance.	97
5.5.1	Parker Attitudes.	97
5.5.2	Business and Institution Attitudes.	102
6	PARKING PERMIT USE	107
6.1	Parking Permit Usage.	107
6.1.1	Residents	107
6.1.2	Commuters	109
6.2	Parking Permit Issuance and Sales	111
6.2.1	Residents	113
6.2.2	Commuters	113

CONTENTS (Continued)

<u>Section</u>	<u>Page</u>
7. PROGRAM COSTS AND REVENUES	119
7.1 Program Costs	119
7.1.1 Capital Costs	119
7.1.2 Planning and Start-Up Costs	121
7.1.3 Evaluation Costs	121
7.1.4 1984 Operating Costs	122
7.1.5 Future Year Operating Costs	123
7.2 Program Revenues	124
7.2.1 Citation Revenues	124
7.2.2 Permit Revenues	127
7.2.3 Centralized Parking Meter Revenues	127
7.3 Program Cost and Revenue Summary	127
7.4 Comparison of Budgeted and Actual Program Costs and Revenues	127
8. SUMMARY OBSERVATIONS AND CONCLUSIONS	133
8.1 Planning and Implementation	133
8.2 Parking Behavior and Compliance	134
8.3 Travel Behavior and Traffic Flow	137
8.4 Permit Distribution and Use	138
8.5 Program Costs and Revenues	138
8.6 Achievement of Program Goals and Objectives	139
8.7 Implications for Other Areas	141
APPENDIX A - WUNA PARKING PROGRAM PRE-IMPLEMENTATION INFORMATION PACKET	A-1
APPENDIX B - WUNA PARKING PROGRAM PERMIT DOCUMENTATION	B-1
APPENDIX C - DATA COLLECTION STRATEGIES	C-1
APPENDIX D - ON-STREET LICENSE PLATE PARKING SURVEY FORMS	D-1
APPENDIX E - RESIDENT, COMMUTER, AND WINDSHIELD SURVEYS	E-1
APPENDIX F- BUSINESS AND INSTITUTION INTERVIEWS	F-1

LIST OF ILLUSTRATIONS

<u>Figure</u>	<u>Page</u>
1-1	EVALUATION FRAMEWORK 4
1-2	ORGANIZATIONAL ROLES 6
2-1	EUGENE-SPRINGFIELD URBAN AREA. 10
2-2	EUGENE TRAVEL CHARACTERISTICS. 12
2-3	WEST UNIVERSITY PARKING PRICING DEMONSTRATION PROGRAM STUDY AREA 16
2-4	WUNA TRAVEL CHARACTERISTICS. 18
4-1	WUNA PARKING PROGRAM ZONE BOUNDARIES 42
4-2	WUNA PARKING PROGRAM ZONE C BLOCK FACES. 43
4-3	WUNA PARKING PROGRAM ZONE D BLOCK FACES. 46
5-1	LOCATION AND CAPACITY OF PUBLIC OFF-STREET PARKING FACILITIES OPERATED BY DIAMOND PARKING IN THE WUNA 63
5-2	DISTRIBUTION OF PERCEIVED PROGRAM EFFECTS ON ON-STREET PARKING AVAILABILITY 72
5-3	DISTRIBUTION OF PERCEIVED PROGRAM EFFECTS ON OFF-STREET PARKING AVAILABILITY 76
5-4	INCREMENTAL NUMBER OF PARKING CITATIONS ISSUED IN THE PROGRAM AREA BY MONTH - 1984 83
5-5	PERCEIVED CHANGES IN TRAFFIC VOLUME IN THE PROGRAM AREA. 95
5-6	DISTRIBUTION OF COMMUNITY ATTITUDES TOWARD THE PARKING PROGRAM. 99
6-1	DISTRIBUTION OF RESIDENT AND GUEST PARKING PERMIT USE BY PROGRAM ZONE AND USER TYPE 108
6-2	COMMUTER FAMILIARITY WITH NONRESIDENT PARKING PERMIT SYSTEM BY DESTINATION AND TRIP PURPOSE 110
6-3	DISTRIBUTION OF NONRESIDENT PARKING PERMIT USE BY DESTINATION AND TRIP PURPOSE 112

LIST OF ILLUSTRATIONS (Continued)

6-4	COMMUTER MONTHLY PARKING PERMIT SALES BY MONTH - 1984.	116
6-5	COMMUTER DAILY PARKING PERMIT SALES BY MONTH - 1984.	116
7-1	INCREMENTAL PARKING CITATION REVENUES COLLECTED FROM THE PROGRAM AREA BY MONTH - 1984	126
7-2	COMMUTER MONTHLY AND DAILY PARKING PERMIT SALES REVENUES BY MONTH - 1984.	128
A-1	WUNA PARKING PROGRAM COURTESY CITATION	A-2
A-2	WEST UNIVERSITY RIDERS' GUIDE.	A-3
A-3	WEST UNIVERSITY LTD PROMOTIONAL BROCHURE	A-7
A-4	WEST UNIVERSITY PARKER'S GUIDEBOOK	A-8
A-5	CARPOOL MATCH APPLICATION.	A-16
B-1	ZONE B PERMITS	B-2
B-2	ZONE C PERMITS	B-3
B-3	RESIDENTIAL ZONE B AND C PERMIT APPLICATION.	B-4
B-4	INSTRUCTIONS FOR RESIDENTIAL ZONE B PERMITS.	B-5
B-5	INSTRUCTIONS FOR RESIDENTIAL ZONE C PERMITS.	B-6
B-6	RESIDENT ZONE B AND C PERMIT RENEWAL NOTICE.	B-7
B-7	WEST UNIVERSITY NEIGHBORHOOD DAILY GUEST PARKING PERMIT - ZONE B.	B-8
B-8	WEST UNIVERSITY NEIGHBORHOOD DAILY GUEST PARKING PERMIT - ZONE C.	B-9
B-9	RESIDENTIAL SPECIAL NEED REVIEW FORM	B-10
B-10	ZONE D MONTHLY PARKING PERMIT.	B-11
B-11	ZONE D DAILY PARKING PERMIT.	B-12
B-12	ZONE D DAILY AND MONTHLY PARKING COUPONS	B-13
B-13	ZONE D PARKING PERMIT DISTRIBUTION OUTLET SIGN	B-14
B-14	CITY AND RETAILER ZONE D PARKING PERMIT INTERNAL DISTRIBUTION PROCESS	B-15

LIST OF ILLUSTRATIONS (Continued)

B-15	RETAILER ZONE D PARKING PERMIT EXTERNAL DISTRIBUTION PROCESS	B-16
B-16	ZONE D PARKING PERMIT DISTRIBUTOR SOLICITATION LETTER	B-17
B-17	ZONE D PARKING PERMIT DISTRIBUTOR QUESTIONNAIRE	B-20
B-18	ZONE D MONTHLY PARKING PERMIT WHOLESALE RATE SCHEDULE	B-21
B-19	ZONE D MONTHLY PARKING PERMIT SALES REPORT.	B-22
B-20	ZONE D DAILY PARKING PERMIT DISTRIBUTION PROCESS.	B-23
B-21	WEST UNIVERSITY PARKING PROGRAM SPECIAL EVENT/NEED REVIEW PROCESS.	B-24
C-1	EVALUATION PLAN DATA AND ANALYSIS REQUIREMENTS.	C-3
D-1	ON-STREET PARKING SURVEY FORM	D-2
D-2	COMPLETED ON-STREET PARKING SURVEY FORM	D-3
E-1	RESIDENT SURVEY	E-2
E-2	COMMUTER SURVEY	E-6
E-3	WINDSHIELD SURVEY	E-10
E-4	SURVEY PROCESS DESCRIPTION.	E-12
E-5	SURVEY PUBLICITY.	E-18
E-6	RESIDENT SURVEY CODING INSTRUCTIONS	E-21
E-7	COMMUTER SURVEY CODING INSTRUCTIONS	E-27
E-8	WINDSHIELD SURVEY CODING INSTRUCTIONS	E-36
F-1	LIST OF BUSINESSES AND INSTITUTIONS INTERVIEWED	F-2
F-2	LOCATION OF INTERVIEWED BUSINESSES AND INSTITUTIONS	F-3
F-3	BUSINESS AND INSTITUTION INTERVIEW GUIDE.	F-4

LIST OF TABLES

3-1	MAJOR PROGRAM MILESTONES.	22
5-1	ON-STREET PARKING UTILIZATION - PROGRAM AREA.	56

LIST OF TABLES (Continued)

5-2	ON-STREET PARKING DURATION - PROGRAM AREA.	58
5-3	ON-STREET PARKING TURNOVER - PROGRAM AREA.	60
5-4	NUMBER OF CARS PARKING ON-STREET - PROGRAM AREA.	62
5-5	DISTRIBUTION OF PARKING PERMIT USE BY PROGRAM ZONE - PROGRAM AREA	65
5-6	DISTRIBUTION OF PARKING PERMIT USE BY PERMIT TYPE - PROGRAM AREA	67
5-7	DISTRIBUTION OF COMMUTER PARKING LOCATION CHOICE BY PARKER DESTINATION AND TRIP PURPOSE	70
5-8	ON-STREET PARKING SEARCH TIME AND PROXIMITY EFFECTS OF PROGRAM IMPLEMENTATION.	78
5-9	ON-STREET PARKING UTILIZATION - ADJACENT TO PROGRAM AREA . . .	81
5-10	EXTENT OF ILLEGAL PARKING - PROGRAM AREA	85
5-11	PROGRAM EFFECTS ON COMMUTER MODE CHOICE.	87
5-12	PROGRAM EFFECTS ON 1984 MODE AND PARKING CHOICES BY COMMUTERS WHO PARKED ON STREET IN 1983	89
5-13	COMPARISON OF CITY PROJECTIONS AND SURVEY RESULTS OF PROGRAM IMPACTS ON COMMUTER MODE AND PARKING CHOICES	90
5-14	PROGRAM EFFECTS ON COMMUTING PATTERNS.	93
6-1	PARKING PERMIT DISTRIBUTION AND SALES BY PERMIT TYPE AND MONTH	114
7-1	PROGRAM EXPENSES	120
7-2	PROGRAM REVENUES	125
7-3	PROGRAM COSTS AND REVENUES SUMMARY	129
7-4	COMPARISON OF BUDGETED AND ACTUAL PROGRAM COSTS AND REVENUES .	130

1. INTRODUCTION

In early 1983, the U.S. Department of Transportation (U.S. DOT) and the City of Eugene, Oregon, sponsored a two-year program to demonstrate a variety of parking management and pricing techniques for alleviating neighborhood parking and traffic problems. U.S. DOT funded half of the projected program costs through its Service and Methods Demonstration (SMD) Program. The site chosen for the demonstration program was the West University Neighborhood Area (WUNA) of Eugene, so named for its location just west of the University of Oregon campus. The area is also situated adjacent to the Eugene Central Business District (CBD), near a second, smaller college, and near a major regional hospital complex. The neighborhood had experienced the following parking and traffic problems due to its proximity to these major traffic generators:

- o Chronic shortages of on-street parking along local residential streets
- o Chronic shortages of short-term on-street parking near local retail establishments
- o Commuters using residential streets as through streets or in search of available on-street parking
- o Underutilized off-street parking facilities, both public and private

1.1 LOCAL PROGRAM GOALS AND OBJECTIVES

The City established three goals for the West University Neighborhood parking/pricing demonstration program (WUNA parking program). These goals were to:

- o Reduce long-term, on-street parking by commuters
- o Reduce traffic flow into the program area
- o Divert heavy traffic to major arterials

The specific objectives associated with these program goals were to:

- o Increase the availability and accessibility of on-street parking to residents, visitors, and shoppers in the WUNA
- o Increase the use of off-street parking facilities by nonresident commuters
- o Increase the use of alternative modes of travel by commuters (including public transit, carpooling, bicycling, and walking) to reduce their need for parking

- o Increase the turnover of on-street parking spaces, particularly near retail establishments
- o Reduce the convenience of local roads in the WUNA to through traffic
- o Reduce the amount of traffic in the WUNA resulting from commuters searching for on-street parking

1.2 DEMONSTRATION DESCRIPTIONS

To address the parking and traffic problems described above, several strategies were implemented as part of the program. These strategies included:

- o Imposition of two-hour limits for on-street parking in the program area between 7:00 a.m. and 6:00 p.m. on weekdays (except as noted)
- o Provision of annual preferential parking permits to allow unrestricted on-street parking for local residents and their guests
- o Provision of daily and monthly parking permits for sale to nonresident commuters, shoppers, and other visitors parking for over two hours
- o Sale of daily and monthly nonresident parking permits through local merchants and City outlet
- o Provision of public transit information and technical assistance to persons or groups wishing to rideshare
- o Increased enforcement of parking regulations

Other program strategies which were originally planned but which were not implemented by the City during the first year of the program included:

- o Installation of two computerized, centralized parking meters, near the WUNA's retail area, designed to increase short-term parking turnover by increasing parking fees with the length of stay and to maintain a complete record of all parking transactions. (Installation of these meters occurred in July 1985, six months after the first-year project evaluation period.)
- o Utilization of private off-street parking facilities by commuters. (This strategy was implemented through numerous informal arrangements made by local property owners and individual commuters without the formal involvement of the City's Parking Administration.)

- o Acquisition of hand-held data gathering devices for use in citation, permit, and centralized meter data collection and storage. (These devices were never acquired, though a microcomputer was purchased to facilitate filing and analysis of parking, permit, and citation data.)
- o Installation of a "Woonerf" area, consisting of traffic restraint devices such as traffic islands and curb extensions at intersections in Zone B of the WUNA. (The City implemented the Woonerf in 1985.)

Since these strategies were not implemented during the evaluation monitoring period, their impacts are not discussed in this evaluation report.

1.3 EVALUATION FRAMEWORK AND OBJECTIVES

The evaluation framework for assessing the impact of parking management strategies on the supply of on- and off-street parking and the parking and travel behavior of WUNA residents and nonresident commuters is illustrated in Figure 1-1. This evaluation report focuses on documenting the strategies implemented during the first year of the demonstration period and the parking and travel behavior changes which resulted.

Two sets of related objectives were involved in this program--those of the City, the demonstration grant recipient, and those of UMTA and TSC, the demonstration sponsor and evaluator, respectively.

The evaluation of this program had three principal objectives for the City. The first was to determine how well, or to what extent, the program accomplished its stated local program objectives (as defined in Subsection 1.1). The second was to measure the impact of the program on both the previous users of the neighborhood's parking spaces, as well as those indirectly affected by the program (including off-street parking facility users, adjacent neighborhoods, those parking in the central business district, residents of the WUNA, and persons traveling through the area). The third objective was to explain why certain program tactics succeeded or failed and why certain effects occurred while others did not. The latter was particularly important for determining the legal, institutional, social, and political circumstances under which a similar program would work in other areas.

The SMD Program is designed to test innovative techniques or approaches to the provision of public transportation. Through the WUNA parking/pricing demonstration, UMTA and TSC's primary evaluation objectives were to:

- o Determine the effectiveness of the combination of parking management and pricing tactics in satisfying the objectives of the program
- o Determine the planning and implementation requirements and costs associated with the program

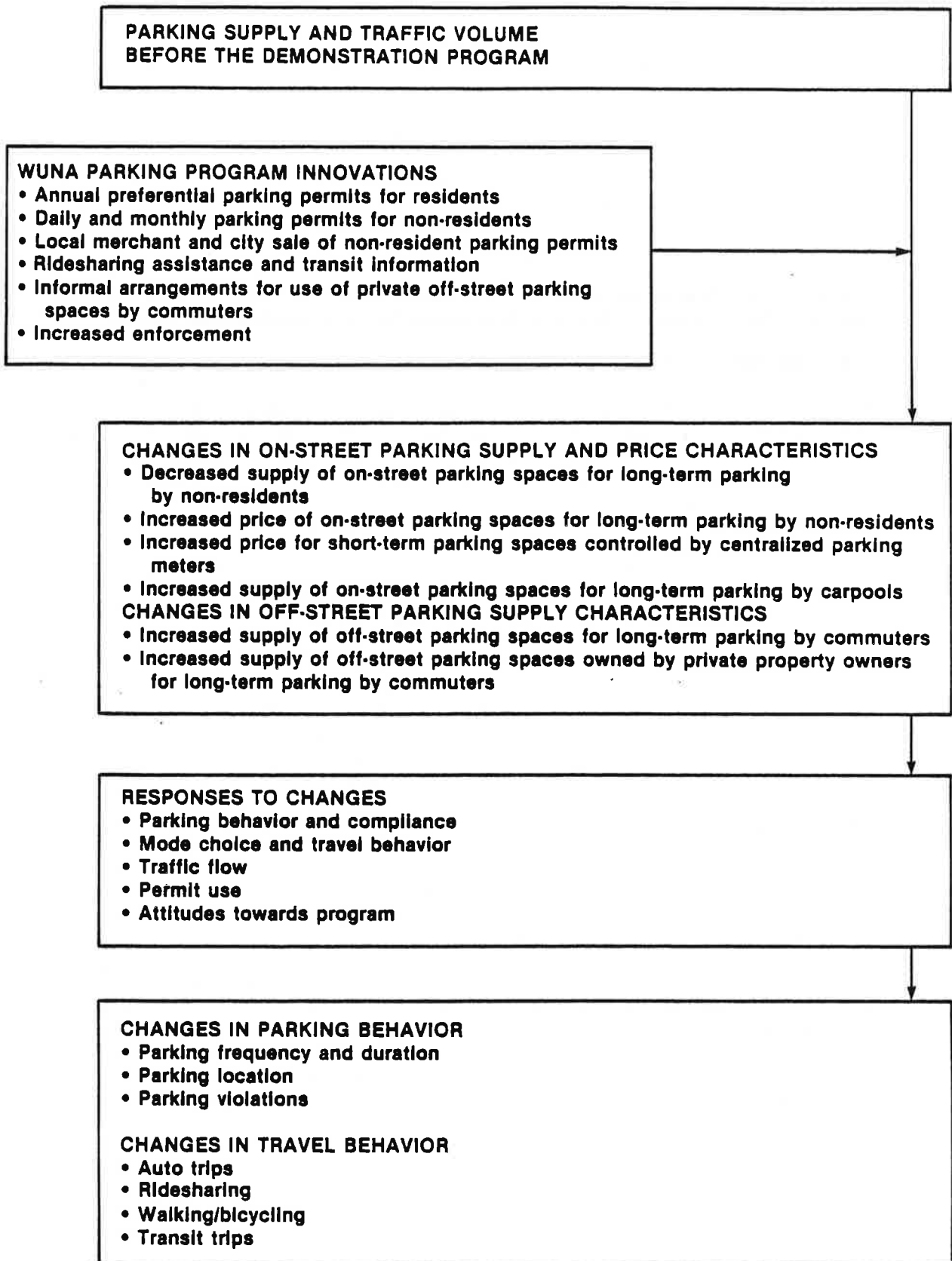


FIGURE 1-1. EVALUATION FRAMEWORK

- o Determine the potential transferability of the parking management and pricing program to other urban areas of the country and identify the conditions for program effectiveness

The program consisted of preferential parking strategies aimed at resident parkers and parking pricing strategies aimed at nonresident parkers. The overall concept of the demonstration was based, in part, on the belief that residential parking permits by themselves would not be adequate to promote the objectives of the program without overly burdening the various commuter groups travelling to the program area. It was believed that proper pricing and regulating of on-street parking available to commuters would mitigate the negative effects of the residential parking permit element of the program. This evaluation was prompted, in part, by a desire to assess the effectiveness of nonresident parking permits to alleviate possible parking problems for area commuters by providing parking for a fee to those who still wanted to park on-street or encouraging the use of off-street parking facilities or alternative travel modes.

This evaluation was not intended to pass judgment on the perceived success or failure of the WUNA parking program or its component elements. The evaluation was aimed at documenting the cost and impacts of the innovative parking management and pricing techniques being applied by the Parking Administration.

1.4 ORGANIZATIONAL ROLES

The following agencies and organizations were involved in the WUNA parking program:

- o Urban Mass Transportation Administration (UMTA)
- o Eugene Public Works Department - Paratransit and Parking Administration (Parking Administration)
- o Urban Institute
- o Transportation Systems Center (TSC)
- o Peat, Marwick, Mitchell & Co. (Peat Marwick)
- o Mr. Marshall Landman
- o Green/Associates Advertising, Inc.

Figure 1-2 illustrates the relationships between these organizations. Their responsibilities are described below.

UMTA awarded the demonstration grant to the City of Eugene and approved and monitored project contracts and expenditures. This program was authorized as part of UMTA's SMD Program, which provides information and technical assistance to local areas in a variety of innovative, cost-effective urban

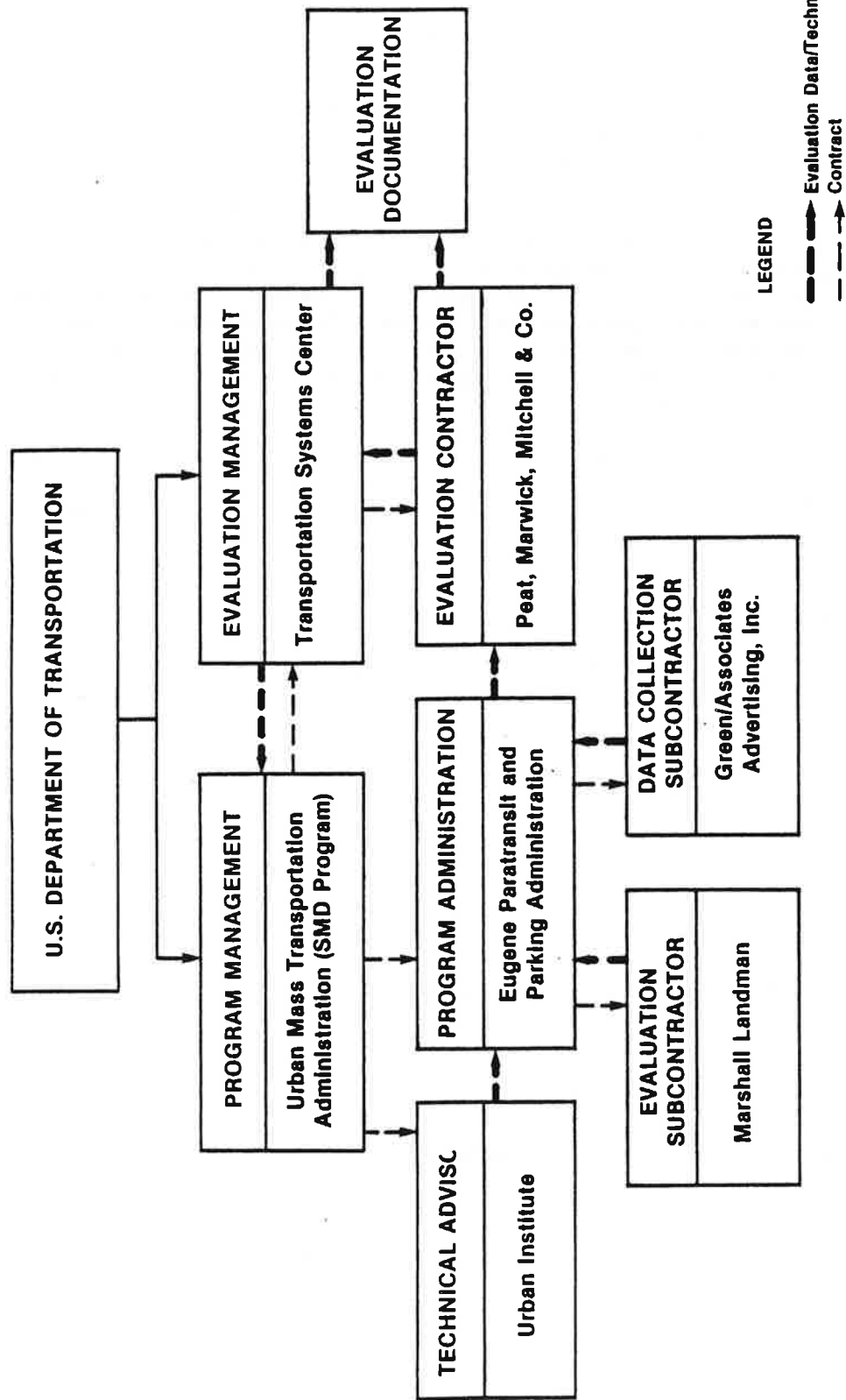


FIGURE 1-2. ORGANIZATIONAL ROLES

transportation services, operating practices, and management strategies. Through demonstration projects such as this, the SMD program gathers technical information on the costs and impacts of tested concepts, and disseminates implementation and operational guidelines.

The Eugene Paratransit and Parking Administration, the grant recipient, was originally a part of the Eugene Department of Public Works. It was responsible for the City's parking and ridesharing programs. The Parking Administration was responsible for the administration and budgetary control of this program, which included (1) developing the grant application, (2) developing and implementing the program's parking management tactics, and (3) collecting and processing data needed to evaluate the demonstration program. This work involved administering all surveys, traffic counts, and parking counts; making their records and reports available to the evaluation team; and providing progress reports, chronologies of events, and budgetary summaries to the evaluation team.

During the last year, the responsibilities of the Paratransit and Parking Administration were assigned to several City agencies. The Transportation Division of the Department of Public Works continued to administer the demonstration program, as well as the City's ridesharing programs and the parking enforcement and signing activities for the City's overall parking programs. The Eugene Development Department took responsibility for administering the City's well-established downtown parking program. The Development Assistance Center took responsibility for administering the City's various permit programs, including those associated with the WUNA parking program.

The Urban Institute, under contract to UMTA, provided technical assistance and support to the Parking Administration during both project development and implementation phases.

TSC of U.S. DOT, was responsible for evaluation of the program. TSC specified the desired form, scope, and budget of the evaluation; provided technical supervision to the evaluation contractor; and reviewed evaluation products.

Peat Marwick was responsible for (1) preparing an evaluation plan and technical memorandum which specified data collection requirements; (2) developing a schedule of data collection efforts and evaluation tasks within a budget established by TSC; (3) monitoring and reviewing data collected by the City; (4) designing and performing data analysis; and (5) preparing the evaluation report.

Mr. Marshall Landman, an independent consultant residing in Eugene, assisted the City in coordinating its community outreach efforts and data collection activities, organizing the preliminary processing of project evaluation data, and formulating a written chronology of the program through December 1984.

Green/Associates Advertising, Inc., a subcontractor to the Parking Administration, conducted the various mail-back surveys of commuters, residents, and short-term parkers in the WUNA. Green/Associates was also responsible for coding, verifying, and keypunching the survey responses once returned.

1.5 REPORT ORGANIZATION

The remainder of this report is composed of seven sections and six appendices. Section 2 of this report describes the setting for this demonstration program, including information regarding the demographic, transportation, and parking system characteristics of Eugene and the West University Neighborhood. Section 3 discusses the chronological development and implementation of the demonstration program. Section 4 describes the various program elements. Section 5 describes the results of the data collection and analysis efforts regarding parking behavior, travel behavior, and community acceptance. Section 6 discusses the usage of program parking permits by area residents and commuters. Section 7 provides information on the costs and revenues associated with the demonstration project, in terms of both budgeted and actual results. Section 8 provides summary observations and conclusions regarding the demonstration project. The six appendices include illustrative documentation concerning publicity and data collection efforts conducted during the demonstration program.

2. DEMONSTRATION SETTING

The effectiveness of a transportation demonstration program is often influenced by its setting. Demonstration projects are implemented not in controlled laboratory settings but rather in a complex and continuously changing environment of urban transportation and activity systems. Many exogenous factors--geographic, demographic, economic, political, institutional, and historical--can influence the outcome of a program. They can also indicate what circumstances the concept being demonstrated and evaluated can work in other urban areas. For these reasons, it is important to know and understand the setting for the demonstration.

This section briefly describes the setting for the WUNA parking program, in terms of some of the more prominent features of the City of Eugene and the West University Neighborhood area, including their demographic, transportation, and parking characteristics.

2.1 CITY OF EUGENE

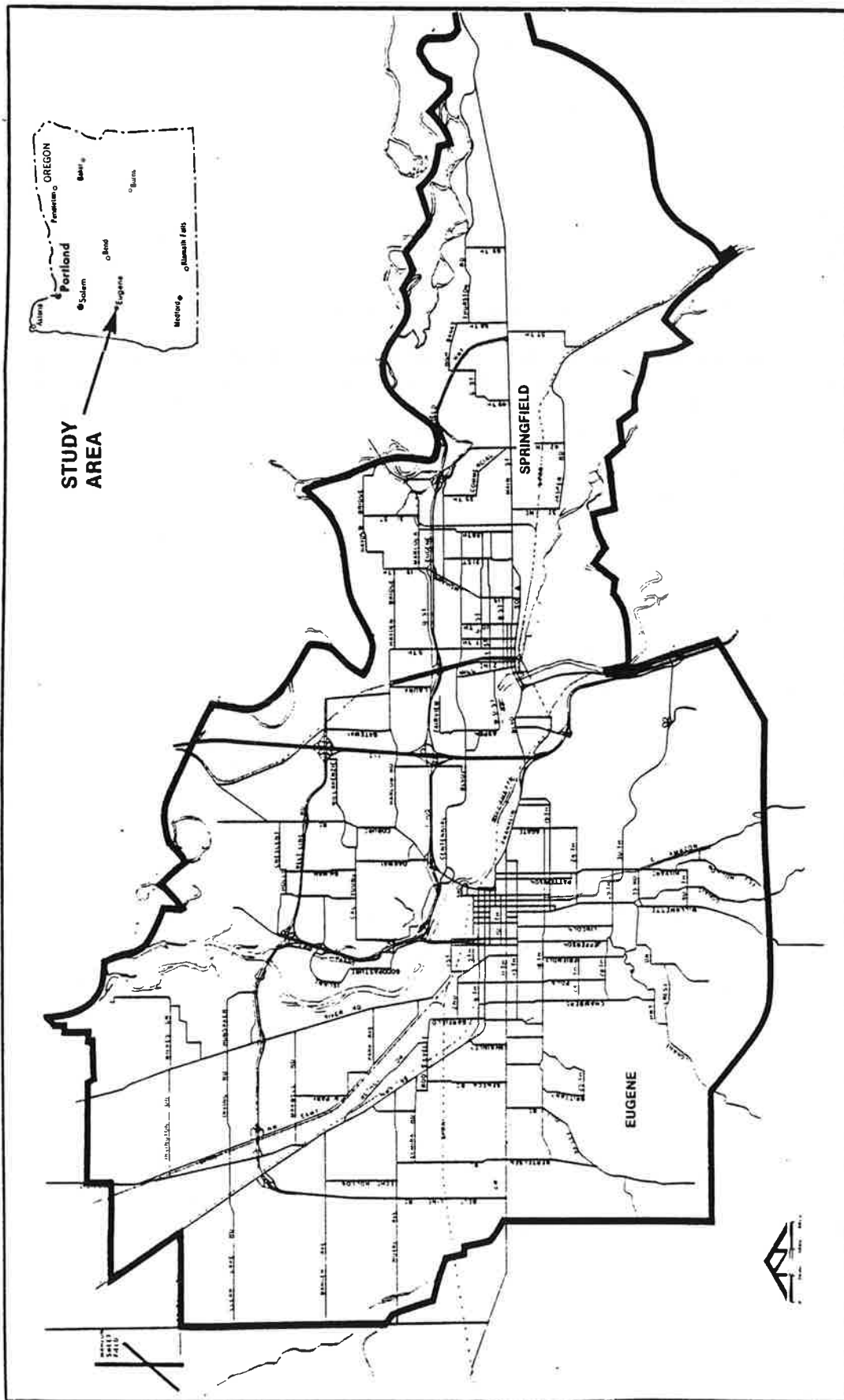
The City of Eugene is located in west central Oregon, in the center of Willamette Valley, 105 miles south of Portland and 60 miles east of the Pacific Ocean (see Figure 2-1). Eugene covers 34 square miles, with the Willamette River bisecting the City and the McKenzie River joining the Willamette River to the north of the City. Eugene adjoins the City of Springfield, both of which are located within Lane County.

2.1.1 Demographic Characteristics*,**

Since its incorporation in 1862, Eugene has sustained continuing growth, both in terms of land area and population. During the decade of the seventies, the city annexed 4,400 acres of land, thereby increasing its area by 26 percent to 21,331 acres as of 1980. Land annexation and the continuing migration of residents resulted in a 34 percent growth in Eugene's population between 1970 and 1980, which increased from 79,028 in 1970 to 105,624 in 1980, according to census figures. Though population increased, the average size of households decreased from 2.77 persons per household in 1970 to 2.36 persons per household in 1980. This compares to an average household size of 2.75 for the nation as a whole in 1980. The average housing density in the City was 6.3 units per acre in 1980.

* City of Eugene Neighborhood Analysis. City of Eugene Planning Department, June 1983, pp. 2 and 15-38.

** U.S. Census of Population and Housing for 1980. U.S. Department of Commerce, Bureau of the Census.



SOURCE: Eugene Springfield Area 2000 Transportation Plan.
Lane Council of Governments, December 1978, p. 3.

FIGURE 2-1. EUGENE-SPRINGFIELD URBAN AREA

During the 1970s, the average age of Eugene's residents increased; 58 percent were over 25 years of age in 1980, compared with 50 percent in 1970. Nationally, 41 percent of the population of the United States were over 25 years of age in 1980. Eugene's residents also became more mobile; in 1980, 31 percent had lived in the same dwelling for five or more years, compared with 36 percent in 1970. Nationally, in 1980, almost 54 percent of Americans had lived in the same dwelling at least five years.

In 1980, 51 percent of the households in Eugene were renters, while 57 percent of the housing units were single family dwellings. Nationally, 36 percent of households were renters while 62 percent of the housing units were single family dwellings.

The median family income in 1980 for residents of Eugene was \$20,366, a rise of 104 percent from the 1970 level of \$9,996. The median family income was \$19,917 for the United States as a whole in 1980. The primary industries located in Eugene, with a 1980 labor force of 57,078, included services, retail trade, and education. Within the overall Eugene-Springfield metropolitan area, the primary basic industries included wood products, agriculture, plastics, food processing, irrigation equipment, containers, and laser products.

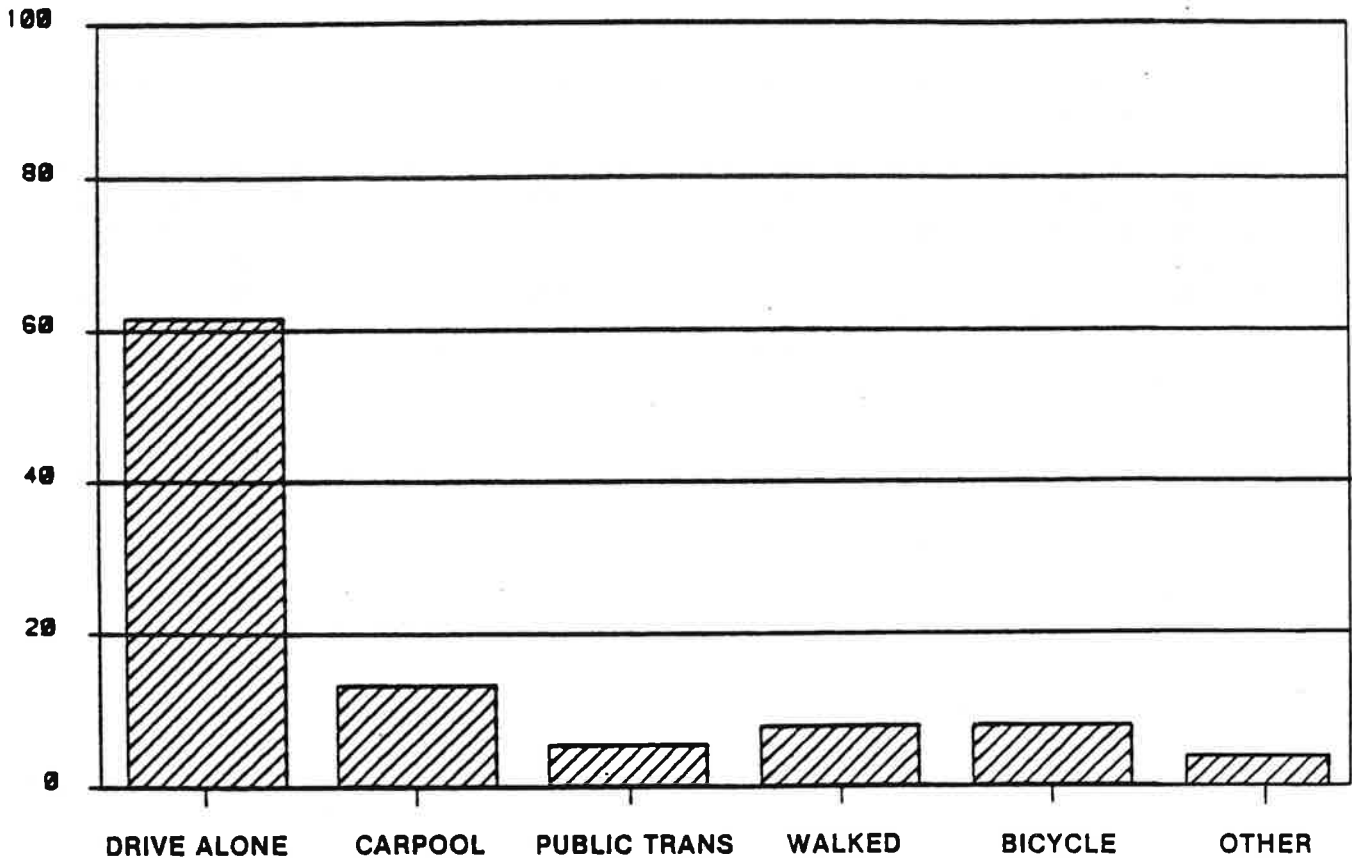
The majority of Eugene's 1980 work force was engaged in managerial, professional, technical, sales, and administrative support occupations. This reflects the higher educational levels of Eugene's residents, of which 58 percent over the age of twenty-four had completed at least one year of college as of 1980. This compares with 32 percent for the United States as a whole in 1980, and 42 percent for Eugene in 1970.

2.1.2 Transportation System Characteristics

The street and highway network serving the Eugene-Springfield metropolitan area is shown in Figure 2-1. In 1980, 38 percent of Eugene's population commuted to work by means other than driving alone (Figure 2-2). This compares to 36 percent for the nation as a whole in 1980. Carpooling represented about 13 percent of work trips in Eugene during 1980, which is significantly lower than the 20 percent national average for 1980. A significant portion of work trips were made by either walking (8 percent) or riding a bicycle (8 percent). This relatively high percentage of non-automobile commuting reflects the presence and influence of the City's major academic institutions. In contrast, national statistics for 1980 indicate only 5.6 percent of workers walked to their jobs, while only 0.5 percent rode a bicycle to work.

The Eugene-Springfield metropolitan area is served by a single public transit authority, Lane Transit District (LTD). LTD provides fixed-route bus services throughout the metropolitan area, with all routes emanating from the new Eugene Mall Transit Station at 10th and Willamette Streets in downtown Eugene. LTD serves park and ride facilities, established and maintained by the City's TAKEPART carpool program. LTD also provides lift equipped buses on designated routes, and charter services for groups needing special transportation services.

**1980 Transportation to Work
City-Wide**



**1980 TRANSPORTATION TO WORK FOR
WORKERS 16 YEARS OR OLDER**

DRIVE ALONE	CARPOOL	PUBLIC TRANSPORTATION	WALK	BICYCLE	OTHER
29,256	6,260	2,494	3,704	3,828	1,898
61.7%	13.2%	5.3%	7.8%	8.1%	4.0%

SOURCE: U.S. Census of Population for 1980. U.S. Department of Commerce, Bureau of the Census.

FIGURE 2-2. EUGENE TRAVEL CHARACTERISTICS

The City of Eugene actively promotes the use of bicycles for personal travel and maintains an extensive bicycle route system. Based on a 1975-approved Eugene Bikeways Master Plan, this system uses both street and park routes which are clearly labeled for bicycle use. The presence of several major collegiate institutions in Eugene, including the University of Oregon, Northwest Christian College, and Lane Community College, provides a significant supporting influence for the extensive use of bicycles within the city limits.

2.1.3 Parking Program Characteristics

There are currently 10,313 off-street parking spaces available in the City of Eugene, consisting of 5,509 spaces available to the general public and 4,804 spaces dedicated to private use. Most of these off-street spaces are located in various publicly and privately operated lots and garages which are centered in and around the central business district.

The City of Eugene has developed an extensive parking management program to deal with the problems resulting from parking congestion in and around the downtown central business district (CBD), and other major traffic generators such as the University of Oregon. The program is administered by the City's Public Works Department, through the Paratransit and Parking Administration of the Traffic Engineering and Maintenance Division. The Paratransit and Parking Administration is responsible for developing, implementing, and managing the City's parking management program, which consists of the following interrelated elements:

- o Downtown free parking program
- o Carpool program
- o Park-and-ride program
- o Handicapped parking program
- o Preferential parking program

2.1.3.1 Downtown Free Parking Program - In 1973, the Eugene City Council established a free parking district within the Eugene CBD as part of a downtown redevelopment effort. This action was in response to growing concerns of the downtown business community that the lack of inexpensive parking in the CBD was affecting business. The free parking program which resulted from this action established a large supply of off-street parking spaces (in both lots and garages) for the use of shoppers, visitors, and patrons of downtown business services. Establishment of the parking district also enabled the City to levy special taxes to support the costs of the free parking program.

Employees working in the parking district are prohibited from using the free parking facilities provided for shoppers and visitors. These employees can use other available municipal lots, metered areas, and privately owned and operated parking facilities located in the downtown area.

Currently, there are over 2,100 parking spaces involved in the downtown free parking program, located in 15 parking lots and two parking garages.

2.1.3.2 Carpool Program - Employees who work in the parking district can participate in the free parking program if they commute to and from work as part of a carpool of three or more people at least four times a week. Carpool members are issued a free carpool permit after completing a carpool contract from the ridesharing (TAKEPART) staff of the City's Paratransit Office. Carpools of two people receive a 20 percent discount on parking permits for use in the downtown parking district.

Current and potential carpool participants may also use a free carpool match service, provided by the Paratransit Office, to identify others who may want to form a carpool or join an existing carpool.

2.1.3.3 Park and Ride Program - Free parking is provided at 25 park and ride lots located throughout the Eugene-Springfield metropolitan area. These facilities are used by persons wishing to carpool or take a connecting bus downtown. Most of the park and ride facilities are church parking lots, which otherwise are underutilized during the week. This program is administered by the TAKEPART staff of the Paratransit Office.

2.1.3.4 Handicapped Parking Program - Handicapped persons who apply for a Eugene Handicapped Person Parking Permit may park in any public parking area free of charge provided the time limit exceeds one hour and no other restriction would prohibit parking. The permits are free of charge to qualified applicants and expire at the end of each calendar year. There is also a Temporary Disabled Person Parking Permit, which provides the same types of benefits to persons who are temporarily disabled. The temporary permit is free of charge and is valid for the length of the disability.

The handicapped person parking permits described above do not change the prohibition against employee parking in the downtown free parking district. However, disabled downtown employees may apply for reduced rate monthly parking permits for non-handicapped zones in the downtown area.

2.1.3.5 Preferential Parking Program - In 1978, the City of Eugene instituted a residential parking permit program within the South University Neighborhood Area (SUNA), a neighborhood on the southern border of the University of Oregon. This area had long suffered from a lack of available on-street parking for residents due to student parkers attending the adjacent campus. The purpose of the program was to increase the availability of on-street parking to local residents in areas of the SUNA which were most used by student parkers.

Within a 32-block area, on-street parking is limited to two hours between the hours of 9:00 a.m. and 3:00 p.m. on weekdays. Residents and landowners adjacent to the block faces which have posted parking restrictions may purchase a permit for \$15 per vehicle which allows them to park in excess of the two-hour limit. The permit is valid for the calendar year in which purchased. A \$7.50 half-year permit is available for residents who purchase a permit during the second half of the calendar year. The permit is not applicable to any other parking regulation in Eugene and may be purchased only by residents or landowners in the Preferential Parking Zone area.

After implementation of the SUNA Preferential Parking Program, the level of complaints from residents in the SUNA concerning parking problems reduced significantly. It is believed that many of the former nonresident parkers shifted to streets with unrestricted parking or other neighborhoods adjoining the University of Oregon campus (including the demonstration area).

2.2 WEST UNIVERSITY NEIGHBORHOOD AREA

The location of the demonstration's parking management initiative is a 296-acre area on the eastern edge of Eugene's Central Planning District, called the West University Neighborhood Area (WUNA). It is bounded by Franklin Boulevard and Broadway on the north; the University of Oregon on the east; 18th Avenue to Patterson Street and 19th Avenue to Willamette Street on the south; and Willamette Street to 11th Avenue, 11th Avenue to Pearl Street, and Pearl Street to Broadway on the west (Figure 2-3).

The WUNA contains Sacred Heart General Hospital, a major regional hospital complex, and Northwest Christian College. It is bounded on the northwest by the Eugene central business district, on the east by the University of Oregon campus, and on the south by the South Eugene High School.

The West University neighborhood is a mature area, characterized by older single-family dwellings mixed in with a variety of apartment structures, duplexes, group homes, and apartments above commercial establishments. Most of the commercially-zoned land in the area is located along Willamette Street to the west side of the neighborhood, along Broadway to the north side of the neighborhood, and along 13th Avenue in the vicinity of the University of Oregon and the Sacred Heart General Hospital.

2.2.1 Demographic Characteristics*

The West University Neighborhood Area comprises most of Census Tract 38 within the Eugene-Springfield standard metropolitan statistical area. Between 1970 and 1980, the population of Census Tract 38 grew by 4 percent, increasing from 5,699 in 1970 to 5,937 in 1980. In 1980, the area's population represented 6 percent of the City's total population. While the area's population increased slightly, the average household size decreased from 1.83 persons per household in 1970 to 1.54 persons per household in 1980. This is significantly lower than the average household size for Eugene in 1980 of 2.36 persons per household. The area's housing density of 36.1 units per acre in 1980 was the highest in the City, and six times the average housing density for the City as a whole.

The small average household size of Census Tract 38 reflects the large number of college students living in the area. With an enrollment of 17,386 students in 1980, up almost 14 percent from 1970's level of 15,301, the

* City of Eugene Neighborhood Analysis. City of Eugene Planning Department, June 1983, Appendix.

EUGENE

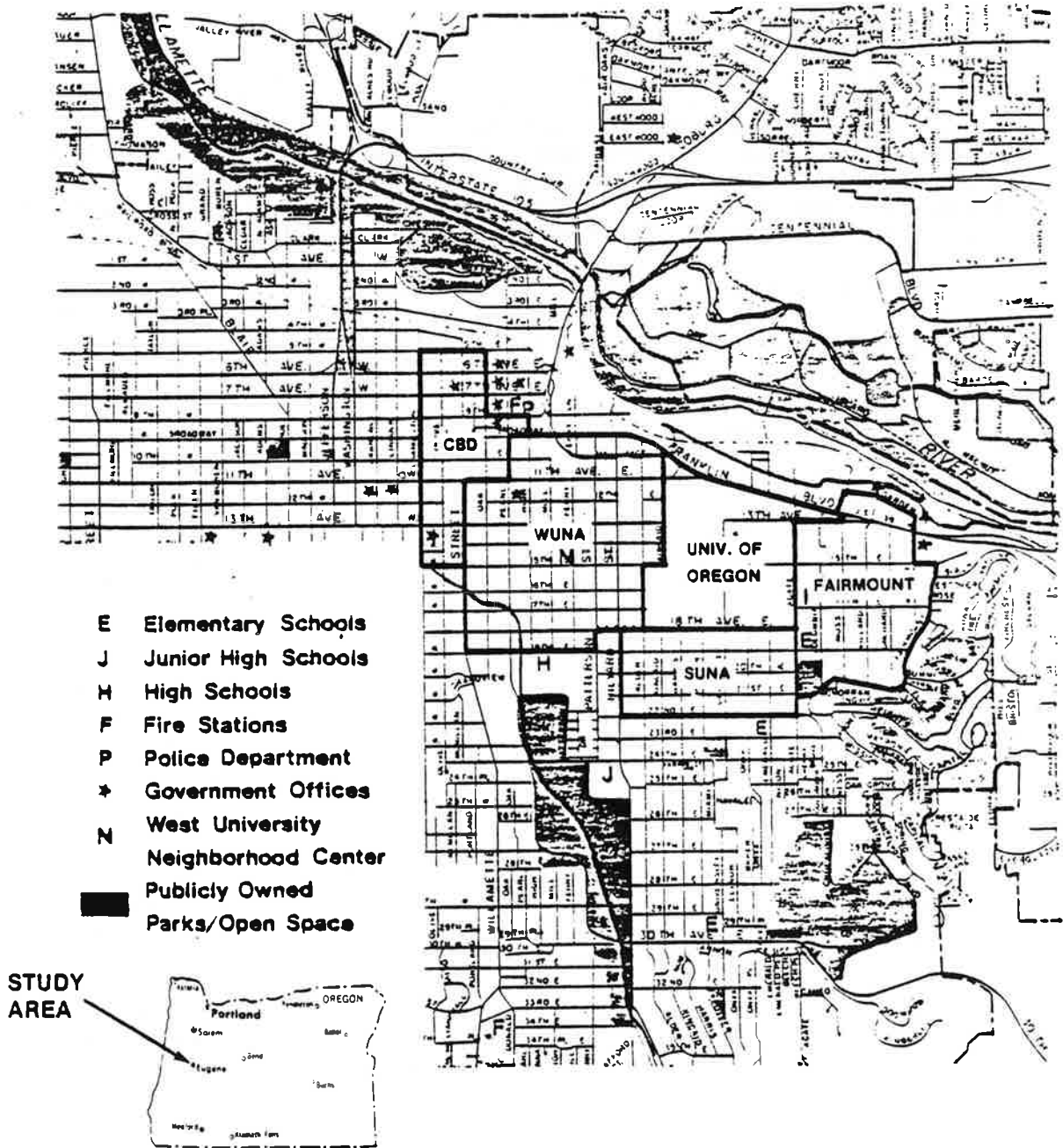


FIGURE 2-3. WEST UNIVERSITY PARKING PRICING DEMONSTRATION PROGRAM STUDY AREA

University of Oregon exerts a significant influence on the demographic characteristics of the WUNA. This increase in enrollment in 1980 helps explain the WUNA's high percentage of:

- o rental housing units (97 percent)
- o residents under the age of 25 (68 percent)
- o residents who had lived in the same house under 9 years (92 percent)
- o multiple-family housing units (91 percent)
- o adults who have completed at least one year of college (81 percent)

Also in 1980, 18 percent of the housing in the WUNA was considered substandard, and the median family income was the second lowest in the City at \$10,400.

The primary industries located in Census Tract 38, with a 1980 labor force of 5,281, included services and retail trade. The majority of the WUNA's 1980 work force was engaged in managerial and professional, technical, sales, administrative support, and service occupations.

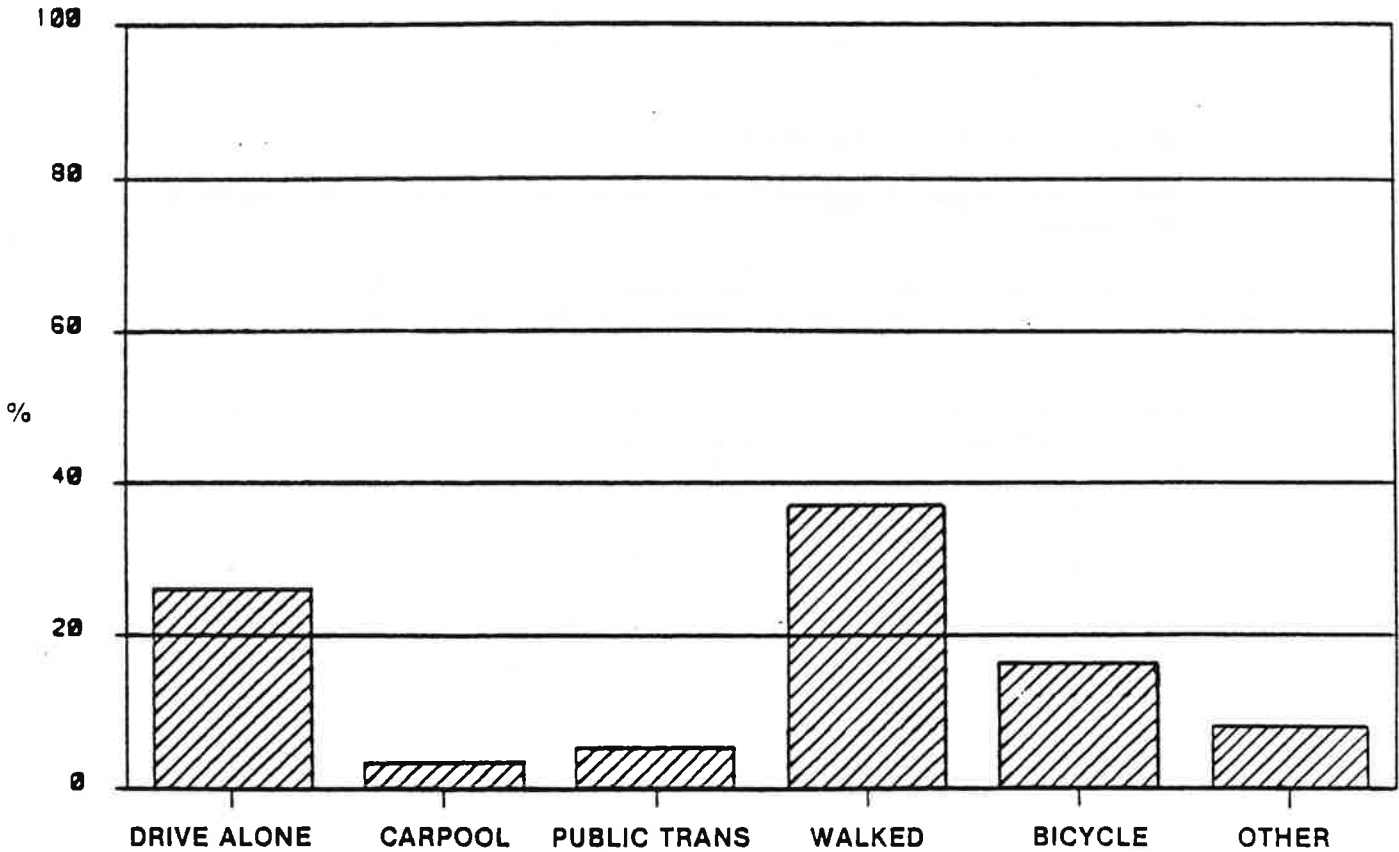
According to records of the Eugene Public Works Department, the area of the WUNA contained by the program boundaries had 2,405 residents in 1980, occupying 1,669 dwelling units, of which 1,315 were multiple-unit dwellings. Within the program area, the average household had 1.44 residents.

2.2.2 Transportation Systems Characteristics

The WUNA is served by a symmetrical grid of parallel streets and alleyways (as shown in Figure 2-3). The area contains minor arterials, one principal arterial (Franklin Boulevard), and several bikeways that serve local as well as regional transportation needs. In 1980, 74 percent of the area's population commuted to work by means other than driving alone (see Figure 2-4). This is almost twice the level observed for the City as a whole. Most of this group either walked (38 percent) or rode a bicycle (21 percent) to work. Less than 4 percent of the area's population participated in carpools, compared with 13 percent for the City as a whole.

The WUNA receives public bus service from Lane Transit District, whose buses serve Broadway, Willamette, Pearl, High, Patterson, and Hilyard Streets and 11th and 13th Avenues. The area has 31 bus stops, six of which have bus shelters along Willamette and Hilyard Streets and 11th and 13th Avenues. However, only 6 percent of the area's population uses public transportation for traveling to work. This percentage is comparable with the transit utilization rates observed for the overall City population.

1980 Transportation to Work
WUNA-Census Tract 38



1980 TRANSPORTATION TO WORK FOR
WORKERS 16 YEARS OR OLDER

DRIVE ALONE	CARPPOOL	PUBLIC TRANSPORTATION	WALK	BICYCLE	OTHER
667	91	161	973	445	212
26 %	3.6%	6.3%	38.2%	17.4%	8.3%

SOURCE: U.S. Census of Population for 1980. U.S. Department of Commerce. Bureau of the Census.

FIGURE 2-4. WUNA TRAVEL CHARACTERISTICS

There are numerous bicycle routes in the WUNA. These are located along Pearl, High, Hilyard and Alder Streets and 11th, 12th, 13th, 15th, and 18th Avenues. The most heavily travelled bicycle routes include 12th Avenue, 13th Avenue east of Hilyard Street, and Alder Street.

2.2.3 Parking System Characteristics

Before the WUNA parking program, approximately 2,800 on-street parking spaces were available to the public in the WUNA (which includes the program area), of which 1,850 were long-term spaces (over two hours or unrestricted) and 950 were short-term spaces (under two hours). Almost 6,200 off-street parking spaces were in the area, broken into the following provider categories:

- o University of Oregon - 2,228 spaces
- o Northwest Christian College - 210 spaces
- o Sacred Heart General Hospital - 660 spaces
- o Other (churches, businesses, hotels) - 3,100 spaces

According to the West University Refinement Plan, about 70 percent of the people parking on the streets in the WUNA were not residents of the area. About 60 percent of WUNA on-street parkers occupied a space for over two hours.* Most of the demand for parking was concentrated around the major traffic generators in the area, namely the University of Oregon, Sacred Heart General Hospital, Northwest Christian College, and an office of the Federal Bureau of Land Management. Parking availability near these locations and around retail businesses in the WUNA was very limited, while the use of off-street parking in and near the area had in the past been underutilized.

* West University Refinement Plan. City of Eugene Planning Department, Eugene, Oregon, 1982, p. 11.

3. PROGRAM HISTORY

This section describes the background events and issues which led up to the development and implementation of the WUNA parking program, beginning in January 1981 and extending through December 1984. The section is divided into three parts, each of which describes one of the following major program phases:

- o Preliminary planning and grant application phase
- o Pre-implementation program planning phase
- o Post-implementation program refinement phase

A list of major program milestones associated with this three-phase process is displayed in Table 3-1. Each phase is discussed separately below.

3.1 PRELIMINARY PLANNING AND GRANT APPLICATION PHASE

This subsection describes the early planning and subsequent grant application process which preceded the development and implementation of the WUNA parking program.

3.1.1 Preliminary Planning

For many years, the West University neighborhood had experienced increasing traffic congestion and parking shortages because of its location near the University of Oregon, Northwest Christian College, Sacred Heart General Hospital, and the Central Business District of Eugene. In response to concerns expressed by area residents, the Eugene Planning Commission in January 1977 began a refinement study of the Eugene-Springfield Metropolitan Area General Plan for the West University neighborhood, known as the West University Refinement Plan.* Contributors to the refinement plan included the Eugene Planning Department and representatives of the West University neighborhood organization, downtown businesses, campus-area businesses, Sacred Heart General Hospital, Northwest Christian College, the University of Oregon, South University neighborhood, and churches in the area. The refinement plan represented a detailed land use and transportation plan for the West University neighborhood.

The West University Refinement Plan was completed in January 1982 and formally adopted by the Eugene City Council in April 1982, after a series of public hearings. The plan analyzed many public issues affecting residents of the WUNA, including:

- o Transportation and parking
- o Public facilities and services

* West University Refinement Plan. City of Eugene Planning Department, Eugene, Oregon, 1982.

TABLE 3-1. MAJOR PROGRAM MILESTONES

PRELIMINARY PLANNING AND GRANT APPLICATION PHASE

- o West University Refinement Plan initiated by Eugene Planning Commission January 1977
- o Program planning initiated January 1981
- o Draft of West University Refinement Plan released April 1981
- o Public hearings held on draft of West University Refinement Plan April, June, and November 1981
- o City Council held a public hearing on final West University Refinement Plan January 25, 1982
- o City Council adopted a resolution accepting the final West University Refinement Plan April 14, 1982
- o Preliminary grant application submitted to UMTA July 12, 1982
- o City Council adopted a resolution to submit a final grant application to UMTA September 22, 1982
- o Final grant application submitted to UMTA September 28, 1982
- o Grant application approved by UMTA January 27, 1983
- o City Council adopted a resolution accepting execution of cooperative agreement with UMTA for a parking pricing demonstration March 14, 1983

PRE-IMPLEMENTATION PROGRAM PLANNING PHASE

- o Preliminary program work plan developed March 1983
- o Program Assistant hired: Mr. Jay Millikin April 1983
- o Major pre-program implementation data collection conducted May-June 1983
- o West University Parking Advisory Committee (WUPAC) established June 1983
- o Major pre-program implementation public information campaign initiated; competitive bids solicited for centralized parking meters August 1983

TABLE 3-1. MAJOR PROGRAM MILESTONES (Continued)

- o Appeal over program boundaries and parking permit rates submitted to city; City Council meeting set for October 10, 1983; program start-up postponed from September 1983 pending outcome of October City Council meeting; initial vendor for centralized parking meters selected September 1983
 - o Community relations consultant hired: Mr. Marshall Landman October 1983
 - o City Council postponed until November a decision on appeal of the program; program implementation delayed pending results of further data collection and program modifications October 10, 1983
 - o Additional data collection conducted; WUPAC membership expanded; Technical Advisory Committee established; program boundaries adjusted October-November 1983
 - o City Council unanimously approved modified program, denying appeal to implementation November 16, 1983
 - o Initial vendor for centralized parking meters dismissed due to inability to satisfy required equipment specifications December 1983
- POST-IMPLEMENTATION PROGRAM REFINEMENT PHASE
- o Major program implementation public information campaign initiated January 1984
 - o Program initiated without full enforcement January 16, 1984
 - o Request for extension of demonstration period to December 31, 1985, submitted to UMTA, due to delay in program implementation January 31, 1984
 - o Full enforcement of parking program restrictions initiated February 1, 1984
 - o Sacred Heart General Hospital expressed concern over parking shortages which it attributed to the program; competitive bids solicited for centralized parking meters; Parking Administrator position filled by Ms. Jarvia Shu with transfer of Mr. Duane Bischoff to the Traffic Engineering Department February 1984

TABLE 3-1. MAJOR PROGRAM MILESTONES (Continued)

- o Parking permit issuance and sales functions transferred from Parking Administration to Development Assistance Center of Eugene Development Department March 1984
- o Two private retailers discontinued distributing parking permits, one private retailer joined parking permit distribution system March 1984
- o Green/Associates Advertising, Inc. hired to distribute, collect, and code program impact and attitude surveys; final vendor for centralized parking meters selected April 1984
- o Major post-program implementation data collection conducted May-June 1984
- o Sacred Heart General Hospital announced intention to terminate leases of local businesses to build a parking lot unless city helped resolve its parking problems May 1984
- o Centralized parking meters delivered to Eugene and testing and adjustment phase initiated July 1984
- o City and Sacred Heart General Hospital reached agreement on parking solutions; local businesses signed new leases through 1986 August 1984
- o Enforcement of program on Saturday ended September 1984
- o LTD began "University Shuttle" between downtown, 5th street market area, and the University of Oregon campus with a reduced fare riders September 1984
- o Minor program boundary adjustments made; efforts continue for debugging the centralized parking meters, developing user instructions, and refining the proposed rate structure September-December 1984
- o Program Coordinator position filled by Mr. Jay Millikin after Ms. Jarvia Shu resigned October 1, 1984
- o Program evaluation initiated following completion of the collection, organization, and analysis of program data; centralized parking meters remain uninstalled December 1984

- o Neighborhood design
- o Land use, housing, and commerce

The refinement plan provided background information concerning each of these issue areas and developed policies and proposals to guide public decision-making regarding the provision of public facilities and services and private development.

The transportation and parking element of the refinement plan found that:

- o "The functioning of the plan area is impaired by the large amount of automobile traffic that passes through or uses the area for storage (parking).
- o "Parking in the plan area has been identified by the neighborhoods, the institutions, and businesses as a problem.
- o "Even though some off-street parking facilities in the plan area are underutilized, the demand for on-street, long-term parking exceeds the supply.
- o "There is an estimated shortage of between 174 to 1,474 parking spaces in the plan area when considering all available parking facilities.
- o "About 70 percent of the people parking on the streets of the plan area are not residents of the area.
- o "Bus lines serving the area are saturated at present and Lane Transit District is not presently able to add to the service because of a shortage of operating revenue and fleet availability."*

Among the transportation and parking policies developed by the refinement plan, the following relate most directly to the proposed project:

- o "The use of bicycles, mass transit, walking, carpooling, and other appropriate alternative modes of transportation, especially by employees in the plan area, shall be actively encouraged and provided for in order to reduce automobile dependence and alleviate traffic and parking problems.
- o "The City will make the plan area a major target for developing and implementing the ridesharing, carpooling, and other programs designed to reduce automobile traffic.
- o "The adverse effects of motor vehicle movements and parking shall be mitigated as much as possible.
- o "Steps shall be taken to gain better usage of existing off-street parking facilities in the plan area."**

* Ibid, pp. 9-13.

** Ibid, p. 14.

On the basis of the findings and policies described above, the refinement plan went on to propose the following:

- o "Single-occupancy automobile use should be discouraged using methods such as providing incentives to use alternative modes such as transit, bicycles, carpooling, ridesharing, etc. [and] making alternative modes more convenient than single occupancy automobiles.
- o "The University, Sacred Heart General Hospital, the West University Neighborhood, and the City should actively pursue a comprehensive, coordinated parking program to use creatively all available parking facilities to their maximum capacity.
- o "The City should institute a residential preferential parking system in parts of the West University Neighborhood. The "Woonerf" area should be the first priority for a preferential parking system (the area between Patterson and High Streets, 13th and 18th Avenues).
- o "Employment centers such as the University of Oregon, Sacred Heart General Hospital, Northwest Christian College, and downtown area businesses and government should provide incentives to employees for using mass transit.
- o "The Paratransit program should encourage employment centers such as the University of Oregon, Northwest Christian College, Sacred Heart General Hospital, and downtown commercial and government centers to participate in the paratransit program and provide incentives to users such as flextime and reduced-cost preferential parking."*

3.1.2 Grant Application and Approval

The City of Eugene began planning for a parking program in the WUNA in January 1981. The initiation of the formal grant application process for federal funds, however, did not begin until a year later. On January 11, 1982, the City submitted a Letter of Interest to the Urban Institute, soliciting their support and assistance in obtaining Section 6 (Services and Methods Demonstration Program) funds from the Urban Mass Transportation Administration (UMTA) to implement and evaluate an innovative set of parking management strategies in the WUNA. The strategies were based, in part, on transportation and parking recommendations outlined in the West University Refinement Plan, and on the transit and parking goals of the Eugene-Springfield Area 2000 Transportation Plan, adopted by the Eugene City Council and Eugene Planning Commission in 1978.**

* Ibid, pp. 15-18.

** Eugene-Springfield Area 2000 Transportation Plan. Lane Council of Governments, Eugene, Oregon, 1978.

The preliminary grant application was submitted to UMTA on July 12, 1982. On September 22, 1982, the Eugene City Council adopted a resolution to submit a final grant application to UMTA for federal assistance in the demonstration project. The final grant application was submitted to UMTA on September 28, 1982. At this time, the program had the support of or commitments from the West University Neighborhood Association, University Small Business Association, University Community Liaison Committee, Sacred Heart General Hospital, University of Oregon, and the Downtown Commission.

UMTA approved the grant application on January 27, 1983 for a two-year demonstration period ending December 31, 1984. The approved budget was estimated at \$551,060, with the federal government providing \$293,260 through the UMTA Section 6 program. Operation of the program for the two-year period was expected to generate the remaining \$257,800 through parking permit sales, and meter and parking citation revenues.

As the final step in the grant application phase the Eugene City Council adopted a resolution on March 14, 1983, accepting execution of the cooperative agreement with the U.S. Department of Transportation for a parking/pricing demonstration program in the West University area. Following the Council's action, the Eugene Paratransit and Parking Administration (Parking Administration) was authorized to begin implementation of the approved demonstration program.

3.2 PRE-IMPLEMENTATION PROGRAM PLANNING PHASE

After receiving approval, the Parking Administration developed a work plan in late March 1983 outlining each of the tasks necessary to implement the program in the early fall, the original target data. A program assistant was hired in April to help existing staff with program implementation, particularly data collection tasks. During May and June, the major portion of the pre-program implementation data collection effort was initiated, structured, and implemented by Parking Administration staff. This task consisted primarily of developing a complete parking supply inventory for the WUNA and taking on-street and limited off-street parking counts in the WUNA and other neighboring areas.

3.2.1 West University Parking Advisory Committee

The West University Parking Advisory Committee (WUPAC) was formed during June 1983 to establish formal lines of communication between the Parking Administration and various groups and organizations in the neighborhood. Informal lines of communication had been developed during the grant application phase through a series of meetings with individual groups and organizations. The purpose of the WUPAC was to provide information sharing between all interested parties and for the Parking Administration to receive suggestions and recommendations from the groups and organizations to facilitate development of an effective and equitable parking program for the WUNA.

The Parking Administration invited a representative from the West University Neighborhood Association, University Community Liaison Committee, University Small Business Association, Sacred Heart General Hospital, University of

Oregon, Northwest Christian College, and medical/dental groups to join the WUPAC. It was intended that the Committee would meet on a regular basis, and that each representative would disseminate information received at the meetings to their groups and organizations.

3.2.2 Initial Pre-Implementation Public Information Campaign

A major pre-program implementation information campaign was initiated in August 1983. The purpose of the campaign was to educate all potentially affected parties about the details of the parking program in the WUNA, including the program boundaries, parking restrictions, and parking permit rates. The promotion of alternative modes was also an integral component of the campaign.

Parking program and alternative mode information was disseminated through the following sources:

- o Letters to residents, merchants, and Sacred Heart General Hospital employees
- o Articles in the Sacred Heart General Hospital newsletter, "Heartbeat"
- o A news release issued to local media sources
- o Interviews with local media sources
- o A "Welcome to Eugene" flyer distributed to all University of Oregon students at the beginning of the fall semester
- o An information booth at the University of Oregon street fair
- o A windshield flyer placed on cars parked on-street in the WUNA

The Parking Administration also sent letters to area merchants explaining the proposed private-sector parking permit distribution system and inviting them to participate in selling, distributing, or promoting the monthly and daily commuter parking permits. In addition, TAKEPART, the regional rideshare program, increased its technical and marketing assistance to major institutions in the neighborhood in an effort to increase the use of alternative modes by commuters.

During August 1983, the Parking Administration issued bid packages to and received proposals from vendors of computerized parking meters for installation at two selected locations near the Sacred Heart General Hospital. The vendor chosen to provide the meters subsequently was unable to comply with the required equipment specifications and was dismissed in December 1983.

3.2.3 Pre-Implementation Public Concerns

Near the end of August 1983, the Parking Administration began receiving letters and phone calls expressing concern and/or opposition to the program. This correspondence originated from commuters, local businesses, and local residents. The city also received a petition from a specific commuter group appealing the program on the basis of the proposed program boundaries and parking permit rates.

Before the public information campaign, the program had the approval of and the support from the WUPAC, and there was no noticeable opposition in the community. However, with the advent of growing opposition following the public information campaign, the City Council decided to hold a third public hearing to address the petition and other concerns. The purpose of the meeting was to allow public testimony on the program and its possible appeal. The meeting was set for October 10, 1983, and delayed the program implementation date, originally scheduled for mid-September 1983.

A community relations consultant was hired by the Parking Administration in October 1983, before the City Council meeting. This consultant was hired in response to a perceived need for increased citizen involvement and improved coordination of program and alternative mode information materials. The role of this consultant was to help Parking Administration staff to better understand the concerns of local business and neighborhood groups regarding the parking program and to better communicate the objectives and elements of the overall parking program.

All interested parties were notified of the City Council meeting through media sources, letters, and community meetings. The meeting attracted substantial media coverage, including both radio and television. An almost equal number of individuals testified in opposition as in support of the program. University of Oregon students and employees of the Bureau of Land Management (BLM) and Sacred Heart General Hospital were the most vocal in opposition, while WUNA residents were the most vocal in support of the program. The primary concerns raised by the commuting students and employees were:

- o The interests of nonresident commuter parkers would be subordinated to those of WUNA residents
- o Commuter parking permit rates would be too high
- o Non-resident commuters would be subject to greater exposure to crime since their preference for "free" on-street parking would cause them to park further from their destination

The City, on the other hand, argued that the program was a demonstration project and could be modified after implementation, if warranted. The Parking Administration would closely monitor the program and would adjust any component based on observed impacts, as opposed to reacting to anticipated impacts suggested during the meeting. The City therefore recommended implementing the program as proposed.

3.2.4. Program Postponement and Reassessment

The City Council, after hearing from all parties, postponed the program appeal decision until November 9, 1983. In the interim, the Parking Administration was directed to meet with representatives of the commuter groups potentially affected and the major institutions in an effort to reach an equitable solution to the issues and concerns aired at the council meeting. The City Council also directed the Parking Administration to answer a number of program-related questions raised by council members during the meeting. As a final comment, the City Council members expressed their concern that the major institutions were not responding to the transportation needs of their own constituents.

The November 9, 1983, City Council meeting was subsequently rescheduled to November 16. The change was requested by a number of groups in order to allow more time to resolve program issues and concerns before the City Council made its decision on the appeal.

The employee and student opposition expressed at the October City Council meeting was sufficient to cause both the University of Oregon and Sacred Heart General Hospital to withdraw their support from the program. Both institutions decided instead to take a neutral stance on the program appeal.

A number of important program-related events took place between the October and November 1983 City Council meetings:

- o WUPAC membership was expanded to include representatives from the University of Oregon student body, and Bureau of Land Management and Sacred Heart General Hospital employee groups.
- o A technical advisory committee was established to discuss solutions suggested by students and employees and to identify appropriate actions to take in meeting the various parking needs in the WUNA. All recommendations were to be submitted to WUPAC. This committee included representatives from the University of Oregon, Sacred Heart General Hospital, Lane Transit District, City of Eugene Bicycle Program, and TAKEPART.
- o The Parking Administration met individually with potentially affected commuter groups and major institutions to identify program issues and concerns and to develop and discuss alternative solutions.
- o Data were collected to develop and evaluate program solutions and to answer program-specific questions raised by council members.

The commuter group discussions and committee meetings were instrumental in raising previously dormant program issues and concerns and identifying alternative solutions. For example, through these meetings, it became apparent that Sacred Heart General Hospital might not be able to adequately meet the parking demands of its employees and visitors following program

initiation. This was in contrast to earlier pronouncements by the Hospital administration in earlier WUPAC meetings that it could handle the parking requirements of its employees and visitors in nearby off-street facilities.

An important accomplishment of the expanded public participation program was that students and employees of institutions located in the WUNA became directly involved in program planning, along with their administrative counterparts. Originally, the Parking Administration relied on employers and institutional administrators to convey the concerns and suggestions of their employees and students. However, this approach was neither adequate nor satisfactory since employers and institutional administrators had not adequately conveyed the concerns of their constituents at either earlier WUPAC meetings or individual institution meetings with the Parking Administration.

What emerged from the expanded public participation program was a greater appreciation by all concerned of the complexity of the parking problems facing the neighborhood. Each group (i.e., residents, students, employees, businesses, institutions, etc.) had a unique perspective on parking and traffic problems and needs. These differing views often led to conflicts over problem identification and their solutions. In addition, there were conflicts between city goals and objectives (i.e., maintaining quality of life and increasing economic development) that further complicated consideration of the program and possible alternative solutions.

3.2.5 Pre-Implementation Program Modifications

Through the additional meetings, a number of program modifications were developed in response to many of the issues and concerns raised at the October City Council meeting. Some program problems, however, were not completely resolved due to the complexity of the issues being considered. The modified program was presented to the recently expanded WUPAC before the City Council meeting. The members generally supported the revised program, although there were still some reservations about potential negative program impacts on certain commuter groups.

The proposed program changes included both boundary revisions and increased commitments from the major institutions to help their employees and/or students find alternative parking and/or travel arrangements. The program boundary revisions:

- o Removed the area bounded by 13th and 15th Avenues and Oak and High Streets from program-related parking restrictions. This change was made in response to concerns raised by employees of the Bureau of Land Management, whose office is located in the area.
- o Deleted a number of blocks from program-related parking restrictions in the residential area bounded by Franklin Boulevard and 11th Avenue and Mill and Hilyard Streets. These adjustments were made to accommodate specific concerns, particularly among a number of the fraternity houses located in the area which lacked adequate off-street parking facilities.

- o Added four partial block faces bounded by 15th and 17th Avenues and Hilyard and Alder Streets. These adjustments were made to accommodate the single-family, on-street parking needs in this largely high-density residential portion of the WUNA.

The University of Oregon and Sacred Heart General Hospital both agreed to increase their commitment to solving their own parking problems. The University's plans included the following:

- o Form a special task force to study the reallocation of off-street parking spaces on campus and to propose recommendations for reallocating these spaces among administrative staff, faculty, maintenance staff, students, and visitors.
- o Develop and review possible improvements to underutilized off-street parking facilities, particularly for the Bean Lot, an unpaved parking facility designated primarily for student use and located near the southeastern perimeter of the University campus.
- o Investigate the feasibility of implementing a shuttle service between the Bean Lot and the west campus, where most university activities are located.
- o Increase the promotion of alternative modes among employees and students.

The Hospital's plans included the following:

- o Increase the capacity of off-street parking facilities by improving the productivity of their operations.
- o Increase the promotion of alternative modes among employees, including the use of existing carpool incentives such as preferential carpool spaces, matching services, and contests such as gasoline drawings.
- o Improve utilization of existing guest spaces in the hospital's emergency parking lot.

In addition to the increased commitments received from the major institutions, the City of Eugene, the Parking Administration, Lane Transit District, TAKEPART, and the City of Eugene Bicycle Program pledged to continue their assistance in alleviating the parking and traffic problems in the neighborhood and to resolve any conflicts that may arise after program initiation.

The Parking Administration staff argued against reducing the cost of the proposed monthly commuter parking permit rate (\$17.50 per month). They indicated that a lower rate would neither discourage on-street parking nor increase alternative mode usage, two objectives of the program. Most of the

off-street parking facilities in the neighborhood had slightly higher monthly parking rates than the proposed monthly commuter parking permit rate. Only those facilities subsidized by Sacred Heart General Hospital and the University of Oregon had lower monthly parking rates. In addition, the proposed monthly commuter parking permit rate was slightly lower than the regular monthly Lane Transit District pass (\$20 per month). If the monthly commuter parking permit rate was reduced even further, the Parking Administration argued that use of public transit and off-street parking facilities would likely be discouraged. Raising parking permit rates to encourage commuters to use off-street parking lots or public transportation was considered politically unfeasible, given the concerns already raised regarding the program.

3.2.6 City Council Approval

The modified program was presented to the City Council on November 16, 1983. This represented the fourth council meeting to discuss the program and attracted substantial public interest and media attention.

The City Council unanimously voted to implement the modified program. This decision was based primarily on the program revisions presented to the council members that addressed many of the issues and concerns raised at the previous City Council meeting. The revised parking supply and demand projections prepared by the Parking Administration to reflect the program changes listed above, demonstrated that overall parking needs in the WUNA could be adequately served by existing on- and off-street parking facilities, if the facilities were properly managed and the regulations properly enforced.

Program implementation was set for January 16, 1984, with enforcement to begin on February 1, 1984. This revised program starting date represented a delay of four months from when the program was originally scheduled to begin.

3.2.7 Final Pre-Implementation Public Information Campaign

A major program implementation public information campaign was initiated in January 1984. The purpose of the campaign was to educate all potentially affected parties about the details of the modified parking program in the WUNA, including the program boundaries, parking restrictions, and parking permit rates. The promotion of alternative modes was also an integral component of the campaign.

Parking program and alternative mode information was disseminated through the following sources:

- o Letters to residents
- o A news release issued to local media
- o Advertisements in local newspapers
- o Interviews with local media

- o A courtesy citation/program information packet distributed to cars parked on-street in violation of program regulations
- o A West University "Parker's Guidebook" distributed to WUNA residents and selected area businesses for their employees and customers

Distribution of the courtesy citation/program information packet to program parking violators began on January 16, 1984, and lasted until February 1, 1984, the revised program enforcement date. The courtesy citation could be exchanged at a designated location for a complimentary, one-day Lane Transit District bus pass. The program information packet contained a "West University Rider's Guide" specifying bus routes serving the neighborhood along with the route schedules and fares. Also included was a promotional brochure aimed at WUNA commuters which described the advantages of using public transportation versus facing parking fines. In an effort to attract transit riders, the Lane Transit District reduced its regular monthly transit pass from \$20 to \$15 for the first three months of the program, January - March 1984. In addition, the packet contained a West University "Parker's Guidebook" outlining the revised program and the alternative modes available for commuters and visitors to the WUNA, as well as a carpool program application. Appendix A presents copies of the various brochures contained in the pre-implementation program information packet (Figures A-1 through A-5).

3.3 POST-IMPLEMENTATION PROGRAM REFINEMENT PHASE

During February and March 1984, the Parking Administration again solicited competitive bids from vendors of centralized parking meters. A vendor was selected in April 1984, with the meters subsequently delivered in July 1984. For the remainder of the calendar year, these specialized meters were tested and debugged, instruction material was developed, and pricing strategies were refined. By December 1984, the meters had not yet been installed for actual use. Their final installation was postponed until July 1985 due to delays in obtaining software changes needed to tailor the meters to the specifications developed by the City.

3.3.1 Demonstration Program Extension

Due to the four-month program implementation delay, the Parking Administration, on January 31, 1984, submitted a request to UMTA for a one-year extension of the demonstration project to December 31, 1985. The Parking Administration stated that the current December 31, 1984, demonstration deadline would enable the program to be in operation for only eleven months. The Parking Administration argued that this short time frame would not be sufficient to make further refinements to the program, if necessary, and to study and reasonably evaluate the program. UMTA approved the extension request on February 10, 1984.

3.3.2 Post-Implementation Public Concerns

Shortly after enforcement began on February 1, 1984, the Parking Administration began receiving numerous inquiries for program information and specific questions regarding program restrictions. In addition, a

substantial number of program complaints were received by the City, particularly from nonresident commuters angered and frustrated by the new parking regulations. A list of the major problems confronting the program was developed by the Parking Administration. These problems included:

- o Parking shortage faced by Sacred Heart General Hospital employees, patients, and visitors
- o Parking shortage faced by members of a sorority house located outside the program boundaries
- o Perceptions by some WUNA businesses that the program was having a negative impact on revenues due to customer confusion over parking availability
- o Pressures on the Parking Administration to change the program immediately to diminish perceived negative parking impacts, particularly at Sacred Heart General Hospital and the Bureau of Land Management office

As one of the major institutions significantly impacted by the program, Sacred Heart General Hospital claimed that implementation of the program had only magnified its existing parking shortage problems. Employees who formerly had parked on-street began to park off-street in the hospital's main garage. This change in parking behavior created severe parking shortages in the afternoon, when evening-shift employees reported to work while day-shift employees were still parked in the garage. In addition, the shift to off-street parking facilities dramatically increased parking space competition between employees, patients, and visitors. As a result, the hospital reported that parking convenience for patients and visitors had been substantially reduced.

Because of these parking problems, Sacred Heart General Hospital announced opposition to the program in February. The hospital also announced that several small neighborhood businesses who leased space on hospital property might have to relocate in order to make room for a new parking lot to accommodate its needs.

During February, the Parking Administration met with representatives from the City Manager's Office to discuss the Sacred Heart General Hospital issue, and other major problems identified early on. The purpose of the meeting was to seek guidance and assistance in resolving the major problems associated with the program and in reducing the tension between the residents, businesses, and institutions in or adjacent to the neighborhood.

3.3.3 Initial Post-Implementation Program Modifications

By the end of February 1984, two program modifications had been implemented in response to various concerns raised by BLM employees. The first modification involved the removal of fifty metered parking spaces in a city-owned parking lot, Municipal Lot 5, located at 12th Avenue and Oak Street near the BLM office. The parking spaces were transformed into

monthly commuter parking spaces available at \$16 per month, \$1.50 less than the program parking permit rate. Five of the parking spaces were reserved for carpools at no charge to eligible users.

The second modification was in response to a request submitted by BLM employees for additional on-street parking spaces near the BLM office. The Parking Administration, in conjunction with a number of volunteer BLM employees, conducted parking studies on nearby streets with two-hour parking that employees believed were underutilized. Based on these studies, the Parking Administration proposed changing one and one-half blocks from two-hour parking to unrestricted parking. The opinions of residents, businesses, and institutions in the surrounding area were solicited in regard to the proposed changes. Since the responses were generally favorable, the City converted the selected blocks to unrestricted parking.

In addition to the above program modifications, the Parking Administration continued to investigate a number of other potential adjustments for resolving other program issues and concerns, particularly the Sacred Heart General Hospital parking problem. These program modifications included creating on-street carpool spaces near the hospital, using underutilized private off-street parking facilities, and removing selected blocks from program designation.

Public concern over the program remained high during March 1984. Sacred Heart General Hospital, in an attempt to alleviate some of its parking problems, instituted a "stack parking" policy in its main off-street parking facility. The purpose of the program was to use its existing off-street parking supply more efficiently, particularly in the afternoon when the employee shift change occurs. Increased efficiency was achieved by setting aside space on the roof of the garage for incoming vehicles to park. When parking spaces became available inside the garage, the vehicles were relocated by parking attendants. Those choosing to park on the roof cannot leave the facility during the peak hours unless their vehicle has been relocated to another level of the garage. To encourage employee participation, the monthly parking rate was reduced from \$15 per month to \$10 per month. This type of parking policy has been successfully used in a number of hospitals throughout the country.

Several program modifications were implemented during March and April 1984 involving the distribution of parking permits. The first modification involved the transfer of parking permit issuance and sales responsibilities from the Parking Administration to the Development Assistance Center, a unit within the City of Eugene's Economic Development Department. This move was another phase in the 1981 city plan to consolidate all city permits issued or sold (i.e., building, liquor, parking) under one central agency. The Parking Administration retained control over promulgating rules and regulations for the parking permits while the Development Assistance Center handled the distribution and administrative activities associated with parking permit sales. With this change commuter parking permits could be purchased either through the Development Assistance Center or through the local WUNA merchants making up the remainder of the parking permit distribution system.

The second program modification involving parking permits was the development of the "Residential Special Need Review" form. The purpose of this form was to facilitate staff evaluation of requests by residents, businesses, and institutions for special parking permits based on unique events or special needs. The parking permit needs of the group or individual as well as the action to be taken by the Parking Administration staff were detailed. The Parking Administration had granted a few requests for special parking permits before development of this form.

Two local merchants withdrew from the parking permit distribution system during March. Discontent with the program was cited as the reason for withdrawal. Both merchants leased buildings located on property owned by Sacred Heart General Hospital, which had earlier threatened to convert the property to an off-street parking facility to meet its parking needs, unless the program was modified or cancelled. Another local merchant joined the parking permit distribution system during March. This was a welcome addition particularly because the store was located close to the BLM office.

3.3.4 Post-Implementation Data Collection

The major portion of the post-program implementation data collection effort was initiated in May 1984. This task consisted primarily of traffic volume counts, parking counts, and program impact and attitude surveys. The surveys were distributed to the residents of, commuters to, and short-term parkers in the neighborhood. To remain independent of the surveys and thus ensure objectivity, the Parking Administration contracted out the distribution, collection, and coding of the surveys. Green/Associates Advertising, Inc., a local public relations firm, was selected in April 1984. Advertisements were placed in local newspapers to encourage the recipients to fill out and mail back their surveys and to thank those who completed the surveys.

3.3.5 Additional Post-Implementation Program Modifications

At the end of May 1984, Sacred Heart General Hospital sent 90-day termination notices to some of the local businesses that leased space from the hospital. The hospital claimed that implementation of the program had magnified its parking problems and had forced the administration to accelerate its plans for developing the block. The hospital hired a consultant to evaluate its short-range and long-range parking needs. The results of the study indicated that a substantial number of parking spaces were needed immediately. If the city could not modify the program to meet its parking demands, the hospital indicated that it would remove selected businesses to clear land for construction of an off-street parking facility. The small businesses affected had hoped to extend their leases through the spring of 1986.

The lease termination announcement attracted a substantial amount of community and media attention. The City received a number of phone calls from angry local merchants demanding to know what the city planned to do to save the small businesses. This situation created tremendous pressure on the city to modify the program and threatened to halt the program. A number of individual and WUPAC meetings were subsequently held in June and July

1984 with the intent of resolving the Sacred Heart General Hospital parking and local businesses eviction problems. The meetings included representatives from the City Manager's office, the Business Assistance Team, the Parking Administration, TAKEPART, Lane Transit District, Sacred Heart General Hospital, and several local businesses. The City Manager's office provided critical assistance and guidance throughout the negotiation phase. All potential solutions to the volatile issue were discussed and evaluated, including the use of private underutilized off-street parking spaces.

By the end of July, the Parking Administration had developed a proposal for resolving the Sacred Heart General Hospital problems. The negotiated program modifications accepted by Sacred Heart General Hospital included the following items:

- o The hospital became a distributor of commuter parking permits through the end of the demonstration period. Before the agreement, the hospital had refused to participate in the parking permit distribution system.
- o Twenty monthly commuter parking permits would be made available to the hospital each month at a wholesale rate of \$15 per permit. The hospital in turn would provide a \$5 subsidy for each permit, thus allowing employees to purchase monthly on-street parking permits for \$10. Because of this rate modification for the hospital, an incentive pricing system based on volume sold would be established for all private parking permit vendors.
- o Parking restrictions for 47 on-street parking spaces near the hospital would be shortened from 6 p.m. to 4 p.m. This modification would allow evening-shift employees and other users to park for free on the street after 2 p.m.
- o Eleven on-street parking spaces near the hospital would be converted to allow unrestricted parking by persons with commuter permits, as well as those with residential permits. This modification would increase on-street parking availability to parking permit users.
- o Fourteen free on-street carpool parking spaces would be created near the hospital. Priority would be given to carpools with three or more persons. These parking spaces would be restricted to carpools between 7 a.m. and 9 a.m.

The Parking Administration staff presented the proposal to the WUPAC and received its support for implementing the program modifications. Sacred Heart General Hospital accepted the City's proposal in August and new leases were signed with its tenant businesses through 1986. Only one business was relocated by the hospital. Its new location, reached through an agreement with the hospital, was across the street from the former location. The hospital subsequently constructed a small surface parking lot on the site vacated by the relocated business, and added a second small surface parking

lot on a site just northeast of the hospital. Resolution of the Sacred Heart General Hospital problems greatly eased public opposition to and concern over the program.

3.3.6 Later Program Developments

A number of additional program modifications were implemented during the fall of 1984. The program modifications included the following items:

- o A number of parking spaces near the intersection of 17th Avenue and Hilyard Street were converted from restricted to unrestricted status. These changes were in response to requests by residents, sororities, and fraternities in this area to ease the program's parking restrictions nearby.
- o A block near the intersection of 17th Avenue and Hilyard Street was converted to allow the use of on-street parking spaces by those with commuter permits, as well as those with residential permits. This change was implemented to increase parking availability in this area to commuters purchasing daily or monthly permits.
- o Program enforcement on Saturdays was eliminated. The Parking Administration presented this proposal to the WUPAC, to the West University Neighborhood Association, and to other community organizations and city agencies. The proposal was based on suggestions from both WUNA residents and businesses.

Program residential parking permits for 1984 expired on September 30, 1984. Residents with parking permit stickers were sent postcards in early September reminding them to renew their permit and to pick up their 1985 validation sticker at the Development Assistance Center. In addition, an updated West University "Parker's Guidebook" was distributed to all residents in the neighborhood. This distribution was aimed at informing the new residents of the program regulations. To further educate all new students at the University of Oregon, the "Welcome to Eugene" flyer was updated with the current program regulations and distributed. Articles concerning the program were also published in the campus newspaper.

Lane Transit District improved service for the neighborhood in September 1984 by implementing a "University Shuttle." The shuttle connected the campus with the downtown area and the 5th Street market area through a loop-type operation. Fare for the service was 25 cents per trip, which represented a 30-cent reduction in the regular one-way public transit fare. The shuttle, serving primarily the student travel market, had previously operated as an experimental service during the Christmas season. Discussion of reinstating the service began during the fall of 1983, about the time of the pre-implementation City Council meetings.

4. PROGRAM OPERATIONS

The WUNA parking program consisted of six specific, though interrelated, elements, including the following:

- o Residential parking permits
- o Monthly/daily commuter parking permits
- o Computerized parking meters
- o Joint use of off-street parking facilities
- o Private sector promotion of alternative modes
- o Enforcement and information management

The program elements are described in this section.

4.1 RESIDENTIAL PARKING PERMITS

One of the primary elements of the program was the establishment of two residential parking permit (RPP) zones within the WUNA. These two zones were designed to allow residents and their occasional guests free and unrestricted access to parking within their respective zones, while limiting parking duration for nonresident commuters. These RPP zones were intended to increase the availability of on-street parking to residents and short-term parkers, such as shoppers and patients. They were also intended to reduce traffic congestion on residential streets in each zone caused by nonresidents searching for long-term parking spaces.

The two RPP zones were labeled Zone B and Zone C, since an earlier designated RPP zone in the adjacent South University Neighborhood was labelled Zone A. Zone B was located primarily within a 15-block residential area bounded by Patterson and High Street, and 13th and 18th Avenues, plus a small area on the east side of Hilyard Street between 15th and 17th Avenues. Figure 4-1 illustrates the block faces along which the Zone B parking restrictions apply. These block faces included 514 parking spaces.

Zone C was designated for the portion of the neighborhood that was characterized by mixed-use developments, including higher density residential units, businesses, and medical clinics. The general boundaries of Zone C formed an inverted L-shaped area that bordered Zone B on two sides and included the areas from 11th Avenue to 13th Avenue from High to Patterson Streets, and 11th Avenue to 18th Avenue from Patterson to Hilyard Streets. Figure 4-2 displays the block faces along which the Zone C parking restrictions apply. These block faces included 349 parking spaces.

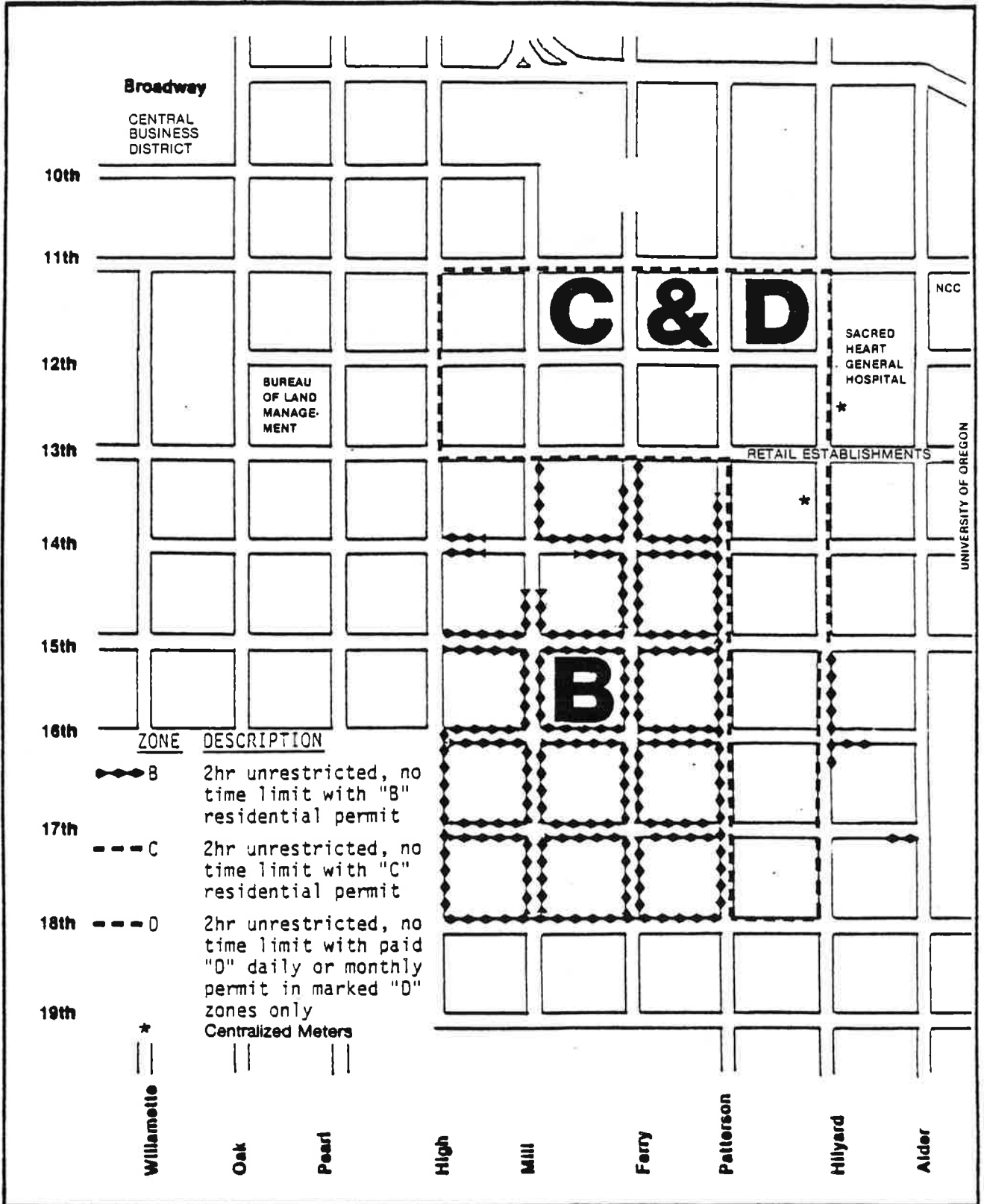


FIGURE 4-1. WUNA PARKING PROGRAM ZONE BOUNDARIES

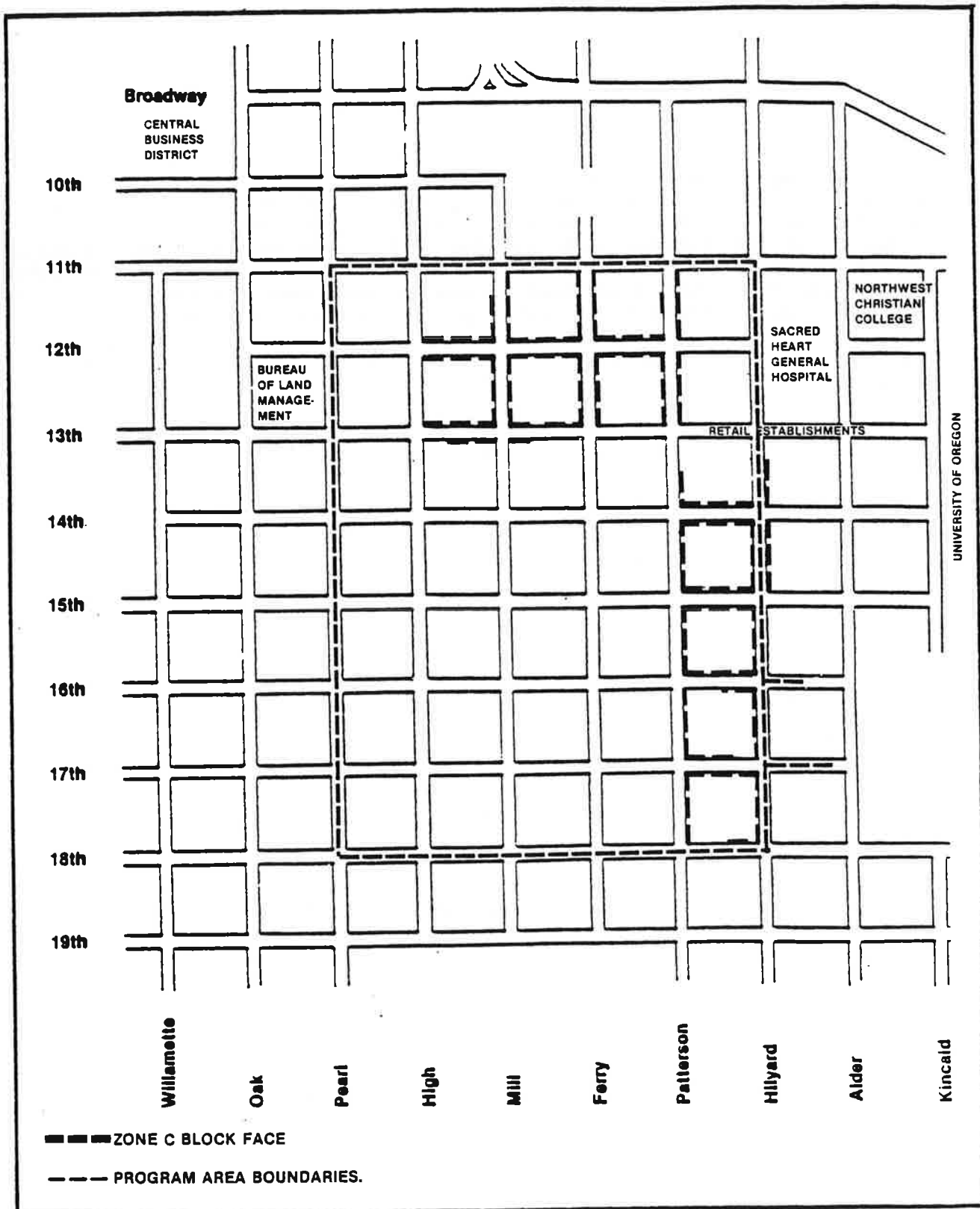


FIGURE 4-2. WUNA PARKING PROGRAM ZONE C BLOCK FACES

When combined, the two zones included 863 on-street parking spaces or 31 percent of the 2,800 on-street parking spaces in the overall WUNA. The Zone B and Zone C parking restrictions limited on-street parking to two hours along these 863 spaces, except for those residents with valid Zone B or Zone C parking permits or their guests. These restrictions were in effect between the hours of 7:00 a.m. and 6:00 p.m., Monday through Friday, except holidays* (or 7:00 a.m. and 4:00 p.m., for 47 on-street parking spaces located near the Sacred Heart General Hospital to facilitate the on-street parking of evening shift workers at the hospital). Residents whose frontage was on a designated Zone B or Zone C block were eligible to receive a free parking permit that allowed unlimited on-street parking at spaces designated by the applicable zone restrictions. Permits were required to be renewed each September, which corresponded to the beginning of the school year. Zone B and Zone C permits were valid only in the zone for which they were designated. Zone B and Zone C permits were to be affixed to the rear bumper, driver's side, of the resident's automobile.

To obtain or renew a Zone B or Zone C parking permit, residents were requested to present in person to the Development Assistance Center, located in the Eugene City Hall, the following items:

- o Current proof of residency with the resident's name on it
- o Resident's driver's license or legal identification with photograph
- o Resident's vehicle registration certificate or title
- o Resident's vehicle license plate number

Appendix B contains illustrations of Zone B and Zone C parking permits, as well as their application forms, renewal notices, and instructions for use (see Figures B-1 through B-6).

Free guest permits were available to residents who lived within either Zone B and Zone C, for use by visitors who stayed longer than two hours during the hours the program was in effect and required an on-street parking space. To qualify for a guest permit, residents were required to have previously obtained a Zone B or Zone C parking permit or have registered with the Eugene Development Assistance Center by providing proof of residency and a drivers license or legal identification with photograph. The Development Assistance Center issue up to three guest permits at a time to an individual resident. Residents could request guest permits either in person, by phone, or by mail, with the phone and mail requests issued by mail. A permanent record is kept of all guest permits issued on a resident application.

* Program parking restrictions were in effect on Saturday as well during the first seven months of the program, February to August 1984. Starting in September 1984, the program was reduced to weekdays only, as suggested by local residents, businesses, and institutions.

The guest permits were issued with the name and home address of the requesting resident printed on them. To use the permits, residents were required to:

- o Validate the permit by punching out the month and day it was to be used
- o Write the guest's license plate number in the space provided on the permit
- o Place the permit face-up on the dashboard of the vehicle, on the driver's side
- o Park the vehicle near the residence being visited in the same zone as applies to the residence

Appendix B contains copies of the Zone B and Zone C guest parking permits (see Figures B-7 and B-8).

The WUNA parking program also allowed for exceptions to its designated residential parking restrictions due to special events or circumstances. These were individually decided on the basis of information supplied by the requesting party, using a special event request form (see Figure B-9 in Appendix B).

4.2 MONTHLY/DAILY COMMUTER PARKING PERMITS

On-street parking/pricing strategies can be used to restrict long-term, on-street parking to designated areas, to remove the incentive created by publicly-provided free parking, to create a disincentive to driving alone, and to increase turnover in parking spaces. To these ends, the WUNA parking program included an area in which nonresident commuter parking permits could be used. This area, designated Zone D, had the same general boundaries as Zone C. As shown in Figure 4-3, only certain blocks within the Zone C area were designated where a Zone D permit could be used. Zone D included 192 spaces out of Zone C's total of 349 spaces, which could be used by either resident or nonresident permit holders for unrestricted parking.

Zone D permits were intended primarily for nonresident employees and students who needed to drive and park in the area west of the University of Oregon for periods exceeding two hours. Zone D permits were available to commuters who purchased a Zone D daily or monthly parking permit. Monthly permits were intended to meet the on-street parking needs of full-time commuters. Daily permits were intended to meet the needs of alternative transportation mode users who occasionally needed to park on-street.

Zone D monthly and daily parking permits were sold for \$17.50 and \$1.50, respectively, by the Development Assistance Center, several designated merchants located in the West University neighborhood, and Sacred Heart

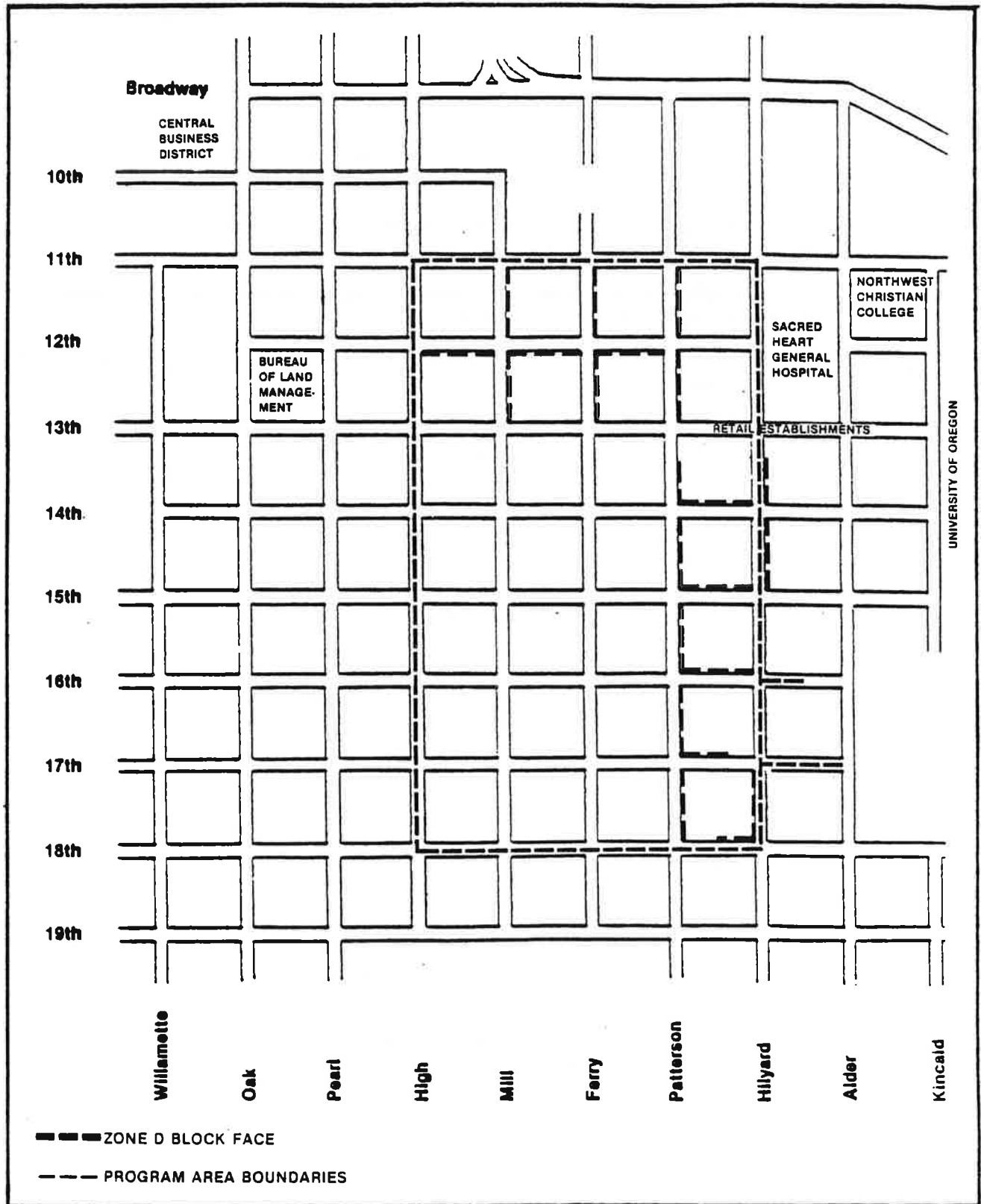


FIGURE 4-3. WUNA PARKING PROGRAM ZONE D BLOCK FACES

General Hospital. The wholesale costs of the Zone D parking permits were as listed below:

<u>Zone D Permit Type</u>	<u>Wholesale Cost</u>
o Daily Permits	\$ 1.35 each
o Monthly Permits (sales per month)	
- 1 to 5	\$15.75 each
- 6 to 10	\$15.50 each
- 11 to 15	\$15.25 each
- 16 or more	\$15.00 each

The differences between the retail and wholesale costs listed above represented a return to the merchant for selling the permits. In the case of the monthly permits, this difference could either be taken as a fee by the permit seller, passed along to the permit users in the form of a discount, or added to an employer subsidy or discount to further reduce the purchase price to the user. The price of Zone D monthly permits varied from \$10.00 to \$17.50, depending on the extent of any employee subsidy or volume discount that was applied. The \$10.00 rate represented the price which Sacred Heart General Hospital charged its employees who purchased Zone D monthly parking permits.

Zone D monthly permits could be purchased about one week before each month. Zone D daily permits could be purchased in advance and used as needed. Daily permits were validated by punching out the month and day they would be used. Either permit was to be displayed face-up on the dashboard on the driver's side of the vehicle. Appendix B contains illustrations of Zone D monthly and daily parking permits, as well as permit ordering coupons and information concerning the retail distribution of these permits (see Figures B-10 through B-20).

Zone D parking permits allowed nonresident drivers to park all day in designated Zone D blocks only. There were approximately 190 on-street parking spaces available for paid Zone D parking permit use. However, parking space availability was not assured for holders of Zone D parking permits since the spaces could also be used by residents with a Zone C parking permit, or other short stay commuters who needed to park for less than two hours. Zone D parking permit holders, however, could not park in spaces signed exclusively for Zone C during program hours for longer than two hours.

As with the residential parking permits, there were exceptions which could be requested to the Zone D parking restrictions due to special events or circumstances. These were individually decided on the basis of information supplied by the requesting party, using a special event request form (see Figure B-21).

4.3 CENTRALIZED PARKING METERS

Centralized parking meters were originally planned to be installed in two locations within the WUNA as part of the WUNA parking program. Indeed, a significant aspect of this program was to be the demonstration of this new technology, in which a single computer-controlled parking meter would regulate parking use of up to eight parking spaces at a time.

Among the intended features of a centralized parking meter was the ability to incorporate an escalating pricing structure to promote higher parking turnover, particularly near retail establishments. Another intended feature was the ability to maintain a documented record of all parking transactions for use in monitoring parking utilization, enforcement, and revenue collection.

The centralized parking meters selected for this demonstration program were installed until July 1985. They were not installed earlier due to a variety of problems involved in testing and debugging the meters. Because installation occurred long after the period of program evaluation, no formal assessment of the centralized parking meters was undertaken.

Once installed, the centralized meters were located on Hilyard Street, near the Sacred Heart General Hospital and 13th Avenue retail establishments. One meter controls seven on-street parking spaces in front of the hospital, on the east side of Hilyard Street between 12th and 13th Avenue. This site was chosen because of the severe parking shortages which occur, due to the demand for both long- and short-term parking spaces generated by the nearby Hospital, medical clinics, dental clinics, and retail establishments. A second meter controls eight on-street parking spaces on the west side of Hilyard Street, between 13th and 14th Avenues, near retail establishments located along 13th Avenue.

The price structure for the two centralized parking meters involves an escalating scale increasing with the length of stay up to a two-hour limit for the meter near the hospital, and up to a one-hour limit for the second centralized controlled meter near the retail establishments. The price structures for the meters are listed below:

<u>Parking Duration</u> (minutes)	<u>Parking Cost</u>	
	<u>Hospital Site</u>	<u>Retail Site</u>
15	\$0.05	\$0.05
30	\$0.10	\$0.10
45	\$0.25	\$0.25
60	\$0.75	\$0.50
120	\$1.25	N/A

4.4 JOINT USE OF OFF-STREET PARKING FACILITIES

The Parking Administration originally planned to solicit the cooperation of various private establishments located in the WUNA (such as motels and churches) to allow their underutilized parking facilities to be used for parking by commuters. As originally envisioned, these local property owners would establish their own parking rates, operate their parking facilities, and retain whatever revenues they collected as an incentive to participate. The program, however, would be administered and coordinated by the Parking Administration.

As the program evolved, it became apparent that private arrangements between property owners in the WUNA and commuters were being made without the urging or involvement of the city. In many cases, property owners leased (on a monthly or yearly basis) surplus garage or driveway spaces to commuters. In most cases, these informal arrangements were made by individual residents or property-owners, as opposed to business or religious institutions.

These informal off-street parking arrangements provided an effective way for a limited number of commuters to retain their preferred travel mode while legally avoiding the parking restrictions imposed by the demonstration program. While it is difficult to measure the success of this strategy since the agreements were informal and not publicly documented, the fact that numerous such agreements were made without City prompting is testament to its effectiveness and desirability. Recognizing the effectiveness of individual initiative, the Parking Administration deferred its plan to formally solicit joint use parking arrangements from WUNA institutions and businesses until later in the demonstration period when the City would be better able to assess the continuing needs of commuters impacted by the program.

4.5 PRIVATE SECTOR PROMOTION OF ALTERNATIVE MODES

The Eugene ridesharing program, known as TAKEPART, is administered by the City's Paratransit Office. The TAKEPART staff assists both individual commuters and employers to form and maintain carpools and vanpools. Their promotion of ridesharing includes the City's extensive park and ride Program, a quarterly ridesharing newsletter entitled CARPOOL RIDELINE, and a carpool matching service.

An integral part of the WUNA parking program was the promotion of alternative travel modes for commuters displaced by the on-street parking restrictions. Responsibility for this effort was taken by the TAKEPART staff, who worked with major employees and institutions in the WUNA to develop ridesharing incentives to help mitigate the impacts of the program's parking/pricing disincentives to single-occupant commuter driving. TAKEPART staff also encouraged WUNA employers and institutions to develop specific strategies to promote high-occupancy or non-automobile modes (such as transit or bicycling) given their knowledge of the travel habits of their employees or students.

Eligible carpools were entitled to use selected on-street parking spaces in the West University Neighborhood Area. Beginning in September 1984, a limited number of on-street parking spaces were set aside by the TAKEPART staff in the WUNA for carpools. Seven metered spaces were selected for use by seven specific carpools near the Sacred Heart General Hospital, on the west side of Alder Street between 11th and 13th Avenues. These spaces were restricted to carpools until 9:00 a.m. on weekdays. If the carpool spaces were not used by eligible, pre-registered carpools by 9:00 a.m., the spaces were available to any parker willing to abide by the posted regulations (two-hour parking limit except for those with Zone C or Zone D permits). In addition, up to seven other carpools could park in any available Zone D parking space without need of a Zone D permit.

In promoting the use of carpools, the Hospital ran articles about the availability of the free carpool parking spaces in their employee publication, HEARTBEAT, made carpool applications available to employees, and worked closely with TAKEPART staff on carpool promotion and marketing efforts.

The primary efforts at promoting public transit use as a substitute for automobile commuting to the WUNA was the distribution of free one-day bus passes, informational brochures, and promotional flyers, as well as the reduction of monthly rates on Lane Transit during the first three months of the program.

4.6 ENFORCEMENT AND INFORMATION MANAGEMENT

The Parking Administration recognized early in the program planning stages the importance of consistently and thoroughly enforcing the program's parking restrictions. With so many groups affected in various ways by the program, the Parking Administration perceived that widespread abuse of the program would result from the lack of proper enforcement. Therefore, additional efforts by parking control officers were applied to the WUNA when the program began in February 1984. These efforts involved monitoring both signed and metered parking space utilization on at least an hourly basis, checking the status of vehicles (resident, permit, or other), and issuing citations when violations of the parking restrictions were observed. Parking citation fines ranged from \$2.00 for meter feeding or exceeding the time limit to \$20 for parking in a tow-away zone. Most parking program-related offenses incurred a \$2.00 fine.

Proceeds from the incremental number of parking citations issued in the WUNA following the initiation of the demonstration program, compared to the number issued prior to the program, were credited to the program budget by the City to help defray program-related costs. The amount of such proceeds are described in the following section which describes the program results.

The Parking Administration acquired a microcomputer to aid in monitoring the program's financial performance, permit sales and revenues, citation issuance and returns, and centralized meter utilization and performance. Program costs and revenue data were organized and stored on the microcomputer using standard spreadsheet software. This information was

used for both financial management and general accounting. The microcomputer was also used to store the name and addresses of all residents, businesses, and institutions in the program area, as well as to maintain an up-to-date record of all program registrants. The financial and registration information developed by the microcomputer was used by both the Parking Administration and the Development Assistance Center to help manage the demonstration program's financial records and permit process.

The Parking Administration originally intended to purchase or develop citation processing software to track the status of each citation issued, identify the number of outstanding citations per vehicle, indicate the temporal and geographic distribution of parking violations in the WUNA, and facilitate more effective collection of citations by the municipal court.

The Parking Administration also had considered purchasing or developing meter processing software to analyze the geographic and temporal distribution of parking usage by type of parker and type of parking space in the WUNA. However, neither of these software applications had been developed or used by the City during the initial year of the program demonstration period.

5. PROGRAM RESULTS

The WUNA parking program was intended to alter both parking and travel behavior within the program area by:

- o Reducing the availability of on-street parking spaces to long-term, nonresident parkers
- o Encouraging single-occupant auto drivers to use travel options such as carpools, transit, bicycles, and walking
- o Promoting increased utilization of available off-street parking

This section describes how the parking program has affected the West University neighborhood and its surrounding areas, in terms of its impacts on:

- o Parking behavior
- o Parking regulation compliance
- o Travel behavior
- o Traffic flow

In addition to these parking and travel impacts, the attitudes of the community toward the program are discussed.

Five general data sources were used to measure and evaluate these impacts. These included:

- o on- and off-street license plate and occupancy parking counts
- o traffic volume counts
- o program impact and attitude surveys of residents, commuters, shoppers, and employers
- o off-street parking data
- o perceptions of Parking Administration staff members and other informed persons

Appendix C briefly describes the various data collection strategies used in evaluating the WUNA parking/pricing program.

Caution should be exercised in interpreting the results presented in this section. Much of the data upon which this evaluation is based resulted from sampled observations of actual parking and travel behavior, as well as perceptions of surveyed residents and commuters regarding program impacts.

Sampling and reporting errors may cause the reported results to vary somewhat from actual changes, particularly in the case of subtle program changes. Therefore, the discussion is focused on those significant program impacts which can be readily documented by the available data.

5.1 PARKING BEHAVIOR IMPACTS

This subsection describes the impacts of the parking program on parking behavior and is divided into two subsections. The first subsection focuses on the program's effects in parking behavior within the program area. The second subsection deals with the program's effects on parking behavior in adjacent neighborhoods.

5.1.1 Parking Behavior Impacts in the Program Area

One central purpose of the WUNA demonstration parking program was to increase the accessibility of on-street parking to residents, visitors, and shoppers to the WUNA. To measure the effect of the program on this objective, an hourly license plate survey of on-street parking spaces in the program area was conducted by the Parking Administration between the hours of 8:00 a.m. and 4:00 p.m., Monday through Saturday on comparable weeks in May 1983 and May 1984. Half-hour observations of the license plates of parkers using on-street spaces along 13th Avenue were taken where parking near retail establishments was restricted to 30-minutes. Appendix D illustrates a copy of the on-street parking survey form used for the license plate survey, as well as a copy of a completed survey form from the May 1983 survey effort (See Figures D-1 and D-2).

These license plate parking occupancy counts provided the basis for determining changes in the following four descriptors of parking behavior:

- o Utilization
- o Duration
- o Turnover
- o Number of cars parking

In addition, an examination was made of the spatial and temporal distribution of on-street parking permit usage and the perceptions of current parkers toward the program, using the program impact and attitude surveys.

5.1.1.1 Utilization - Implementation of the parking program in the WUNA had a significant, positive impact on on-street parking availability. As a result of the parking program, on-street parking utilization in the program area decreased substantially, as measured by the ratio of space-hours occupied to space-hours available. As parking utilization decreases, the availability of parking spaces increases. A summary of the on-street parking utilization-estimates derived from the license plate counts is shown

in Table 5-1. These estimates are stratified by day of week, time of day, and program zone.

During a typical weekday, on-street parking utilization in the program area decreased from 69 percent in 1983 to 42 percent in 1984. This represents a 39 percent decrease in on-street parking utilization within the program area. Accordingly, parking space availability in the program area increased from 31 percent in 1983 to 58 percent in 1984, for an increase of 87 percent.* On a more disaggregate level, two typical weekday occurrences are noteworthy:

- o On-street parking utilization decreased the most in program Zone B and the least in program Zone D. This difference is attributed to program Zone B's predominately residential character and program Zone D's proximity to the program area's major activity centers and its supply of on-street parking for nonresidents.
- o On-street parking utilization decreased slightly more in the morning than in the afternoon. This difference is attributed to the significant reduction in all-day commuter parking on the street and the slight increase in short-term afternoon parkers near the major activity centers.

On-street parking utilization within the program area on Saturday exhibited a similar, though less significant decline when compared with an average weekday. This decline is attributed to the significantly lower level of on-street parking demand experienced in the program area on Saturday relative to the weekday average.

While on-street parking utilization decreased in the program area, off-street parking facilities exhibited much higher utilization rates as a result of the parking program. To measure this impact, several before and after occupancy counts were taken at selected off-street parking facilities in the program area. Not all the data collected at off-street parking facilities were deemed adequate for the evaluation. Problems were found with both the quantity and quality of portions of the information. Therefore, estimates of off-street parking utilization in the program area were based on data from only one facility, the Sacred Heart General Hospital garage located at 13th Avenue and Hilyard Street. This garage is the largest off-street parking facility in the program area (454 spaces).

From available counts, average utilization in the Sacred Heart General Hospital garage increased from 71 percent to 90 percent between 1983 and 1984, representing a 27 percent change. This significant increase in facility utilization is attributed primarily to the diversion of nonresident commuter parkers from on-street parking spaces within the program area. Also contributing to this increase was the higher costs of Zone D daily and monthly parking permits, when compared with the costs of parking in the Sacred Heart General Hospital garage (\$15.00 versus \$17.50) during the time frame in which the data was collected (May 1984).

* Note: $1.0 - \text{parking utilization percentage} = \text{parking availability percentage}$.

TABLE 5-1. ON-STREET PARKING UTILIZATION - PROGRAM AREA
(Percent of Program Parking Space Hours Occupied)

<u>Weekday Average</u>		<u>Zone B</u>	<u>Zone C</u>	<u>Zone D</u>	<u>Total</u>
AM	1983	68%	67%	78%	71%
	1984	<u>33%</u>	<u>41%</u>	<u>58%</u>	<u>41%</u>
	% Change	-51%*	-39%*	-26%*	-42%*
	(t-Value)	(17.29)	(11.45)	(7.16)	(17.04)
PM	1983	64%	65%	77%	67%
	1984	<u>33%</u>	<u>47%</u>	<u>64%</u>	<u>43%</u>
	% Change	-48%*	-28%*	-17%*	-36%*
	(t-Value)	(17.28)	(6.53)	(6.55)	(19.22)
TOTAL	1983	66%	66%	78%	69%
	1984	<u>33%</u>	<u>44%</u>	<u>61%</u>	<u>42%</u>
	% Change	-50%*	-33%*	-22%*	-39%*
	(T-Value)	(17.69)	(10.15)	(7.81)	(18.91)
<u>Saturday</u>					
AM	1983	33%	38%	48%	38%
	1984	<u>24%</u>	<u>33%</u>	<u>39%</u>	<u>29%</u>
	% Change	-27%	-13%	-19%	-24%
PM	1983	29%	38%	50%	36%
	1984	<u>22%</u>	<u>33%</u>	<u>49%</u>	<u>31%</u>
	% Change	-24%	-13%	-2%	-14%
TOTAL	1983	31%	38%	49%	37%
	1984	<u>23%</u>	<u>33%</u>	<u>44%</u>	<u>30%</u>
	% Change	-26%	-13%	-10%	-19%

* Significant difference at 99 percent level of confidence.

Note: The lack of multiple observations of on-street parking utilization during Saturdays of 1983 and 1984 precluded the development of statistical tests of significance (t-Test) between the results for the two years.

Source: On-street parking occupancy counts, collected in May 1983 and 1984.

5.1.1.2 Duration - The parking program significantly reduced the average duration of on-street parking as measured by the average number of space hours occupied per parker. A summary of the on-street parking duration estimates, derived from the license plate parking occupancy counts is shown in Table 5-2. These estimates are stratified by day and program zone. Because data were unavailable, it was not possible to assess the effect of the parking program on the average duration of off-street parkers.

During a typical weekday, on-street parking duration decreased from 3.9 hours in 1983 to 2.5 hours in 1984, a 37 percent reduction. On a more disaggregate level, on-street parking duration in 1984, when compared with that of 1983, decreased by a somewhat higher percentage in Zones C and D than in Zone B. This is most likely attributable to the larger decrease in the share of all-day parkers in Zones C and D relative to Zone B. The absolute change, however, was slightly smaller in Zones C and D than in Zone B.

The shorter average parking duration in Zones C and D, results from their proximity to the businesses and institutions located in or adjacent to the program area, whose employees and students are more likely to be nonresident commuters, ineligible for residential permits. Within this group, students had a greater opportunity to adjust their travel and parking habits to conform to the imposed parking restrictions, due to the flexibility of their class and extracurricular schedules. To a far less extent, student shifting of cars to adhere to the two-hour parking limit could have contributed to the noted decreases in parking duration, particularly in Zones C and D. These zones also contain a larger number of time-restricted on-street parking spaces, with parking limits typically under two hours. The decrease in on-street parking duration on Saturday is similar to that on an average weekday.

5.1.1.3 Turnover - The parking program had varying effects on on-street parking turnover in the project area, as measured by the average number of cars parking per space. This parking behavior descriptor is a function of both parking space utilization and duration. Thus, its value over time is sensitive to changes in both of these two descriptors. Parking turnover tends to increase as parking utilization increases, while it decreases as the average duration of parking increases. The six possible combinations of changes in these two descriptors and the effects on turnover of each combination are listed below:

- o Utilization increases and duration decreases, leading to an increase in turnover
- o Utilization decreases and duration increases, leading to a decrease in turnover
- o Utilization increases more than duration increases, leading to an increase in turnover
- o Utilization increases less than duration increases, leading to a decrease in turnover

TABLE 5-2. ON-STREET PARKING DURATION - PROGRAM AREA
(Average Time Per Parking Event)

<u>Weekday Average</u>	<u>Zone B</u>	<u>Zone C</u>	<u>Zone D</u>	<u>Total</u>
1983	4.94 hours	3.35 hours	3.03 hours	3.90 hours
1984	<u>3.48</u> hours	<u>2.04</u> hours	<u>1.95</u> hours	<u>2.46</u> hours
% Change	-30%*	-39%*	-36%*	-37%*
(T-Value)	(13.98)	(16.39)	(11.56)	(24.96)
<u>Saturday</u>				
1983	4.12 hours	4.08 hours	3.62 hours	3.93 hours
1984	<u>3.27</u> hours	<u>2.25</u> hours	<u>1.89</u> hours	<u>2.42</u> hours
% Change	-21%	-45%	-48%	-38%

* Significant difference at 99 percent level of confidence.

Note: The lack of multiple observations of on-street parking duration on Saturdays of 1983 and 1984 precluded the development of statistical tests of significance (t-Test) between the results for the two years.

Source: On-street parking occupancy counts, collected in May 1983 and 1984.

- o Utilization decreases more than duration decreases, leading to a decrease in turnover
- o Utilization decreases less than duration decreases, leading to an increase in turnover

A summary of the on-street parking turnover estimates derived from the license plate counts is displayed in Table 5-3. These estimates are stratified by day of week and program zone. It was not possible to assess the effect of the parking program on off-street parking turnover, because data were unavailable.

During a typical weekday, on-street parking turnover decreased slightly from 1.42 cars per day in 1983 to 1.37 cars per day in 1984, a 4 percent reduction. On a more disaggregate level, on-street parking turnover decreased significantly only in Zone B, while it increased in lesser degrees in Zones C and D.

The decrease in on-street parking turnover in Zone B was caused by the larger reduction in parking space utilization relative to the reduction in parking duration. This is attributed to Zone B's predominately residential character. In Zone B, whose residents have unrestricted access to on-street parking spaces. The increases in on-street parking turnover in Zones C and D were caused by the larger reduction in parking duration relative to the reduction in parking space utilization. These increases are attributed to a decrease in the percentage of all-day parkers. In particular, many commuters significantly shortened their parking durations to comply with the parking program's two-hour limit on nonresident parking without a permit.

Before the program, the shortage of on-street parking in Zones C and D encouraged parkers, whether resident or not, to leave their cars parked for the whole day once they found an available space, particularly nonresident students of the University of Oregon. The dramatic increase in on-street parking availability which resulted from the program encouraged parkers in the area to occupy on-street spaces only as long as necessary, within the time limits set by the program. For example, knowing that an on-street space would likely be available whenever needed, many nonresident University students began to leave or change their parking spaces after individual classes instead of remaining for the whole class day. Others apparently simply relocated their cars to other available on-street spaces.

For Saturday, on-street parking turnover for each of the three program zones changed in the same direction as on an average weekday, but the size was different. Zone B exhibited a lower percentage reduction in turnover, while Zones C and D exhibited higher percentage increases in turnover rate relative to weekday averages. This change produced an overall 32 percent increase in on-street parking turnover within the program area, versus the 4 percent reduction observed on the average weekday. The increase results from a more significant reduction in parking duration relative to the reduction in parking utilization, and is attributed to a higher percentage of short-term parkers in the program area on Saturday.

TABLE 5-3. ON-STREET PARKING TURNOVER - PROGRAM AREA
(Average Parking Frequency Per Space Per Day)

<u>Weekday Average</u>	<u>Zone B</u>	<u>Zone C</u>	<u>Zone D</u>	<u>Total</u>
1983	1.07 cars	1.59 cars	2.07 cars	1.42 cars
1984	<u>0.76</u> cars	<u>1.73</u> cars	<u>2.51</u> cars	<u>1.37</u> cars
% Change	-29%*	+8%	+21%*	-4%
(t-Value)	(8.18)	(1.22)	(4.34)	(1.07)
<u>Saturday</u>				
1983	0.60 cars	0.74 cars	1.08 cars	0.75 cars
1984	<u>0.56</u> cars	<u>1.17</u> cars	<u>1.86</u> cars	<u>0.99</u> cars
% Change	-7%	+58%	+72%	+32%

* Significant difference at 99 percent level of confidence.

Note: The lack of multiple observation of on-street parking turnover during Saturdays of 1983 and 1984 precluded the development of statistical tests of significance (t-Test) between the results for the two years.

Source: On-street parking occupancy counts, collected in May 1983 and 1984.

5.1.1.4 Number of Cars Parking - Implementation of the parking program in the WUNA had varying effects on the number of cars parking on the street. A summary of the number of on-street parked cars, which was derived from the license plate parking occupancy counts, is shown in Table 5-4. These figures are stratified by day of week and program zone.

During a typical weekday, the number of cars parking on-street decreased slightly from 1,556 in 1983 to 1,528 in 1984, for only a 2 percent reduction. On a more disaggregate level, the number of cars parking on-street decreased significantly in Zone B, while the number of cars parking on-street increased slightly in Zones C and D. The decrease in on-street parking in Zone B is attributed to the diversion of commuter parkers to Zones C and D and the off-street parking facilities located in these zones. The increases in on-street parking frequency in Zones C and D are attributed to their proximity to the program area's major activity centers, the increased availability of on-street parking, and higher parking turnover. Although the total number of cars parking on-street in the project area did not decrease significantly with implementation of the program, there does appear to have been a shift of parking activity from Zone B to Zones C and D. One possible explanation for the relative stability in the overall frequency of cars parking in the program area is that the volume of parkers diverted to off-street parking facilities was balanced by the number of parkers who either made multiple trips to the WUNA or simply relocated their cars in accordance with the two-hour parking limit.

On Saturday, the number of on-street parkers for each of the three program zones changed in the same direction as that during an average weekday, but the size was different. Zone B exhibited a lower percentage reduction in the number of on-street parkers, while Zones C and D exhibited a higher percentage increase in the number of on-street parkers relative to the weekday average. These changes produced an overall increase in the number of cars parking on the street on Saturday. This increase was attributed not so much to the parking program but to special University of Oregon activities that occurred during the day in which data were collected in 1984 and not on the data collection day in 1983. These activities included:

- o A track and field event (Special Olympics)
- o Law School graduation
- o A folk festival and theatre performances

The frequency of parking in off-street facilities in the program area was developed using parking income and permit data for comparable weeks in May 1983 and 1984 that were obtained for six off-street parking facilities operated by Diamond Parking. These six facilities are mainly public parking lots and garages, including the Sacred Heart General Hospital garage and the Physicians and Surgeons Hospital garage, the two largest parking facilities in the program area. The location and capacity of each facility is shown in Figure 5-1.

TABLE 5-4. NUMBER OF CARS PARKING ON-STREET - PROGRAM AREA

<u>Weekday Average</u>	<u>Zone B</u>	<u>Zone C</u>	<u>Zone D</u>	<u>Total</u>
1983	668 cars	327 cars	569 cars	1556 cars
1984	<u>486</u> cars	<u>368</u> cars	<u>647</u> cars	<u>1528</u> cars
% Change	-27%*	+13%	+18%**	-2%
(t-Value)	(7.85)	(1.72)	(3.96)	(0.60)
<u>Saturday</u>				
1983	381 cars	153 cars	300 cars	834 cars
1984	<u>362</u> cars	<u>249</u> cars	<u>500</u> cars	<u>1112</u> cars
% Change	-5%	+63%	+66%	+33%

* Significant difference at 99 percent level of confidence.

** Significant difference at 90 percent level of confidence.

Note: The lack of multiple observation of on-street parking behavior during Saturdays of 1983 and 1984 precluded the development of statistical tests of significance (t-Test) between the results for the two years.

Source: On-street parking occupancy counts, collected in May 1983 and 1984.

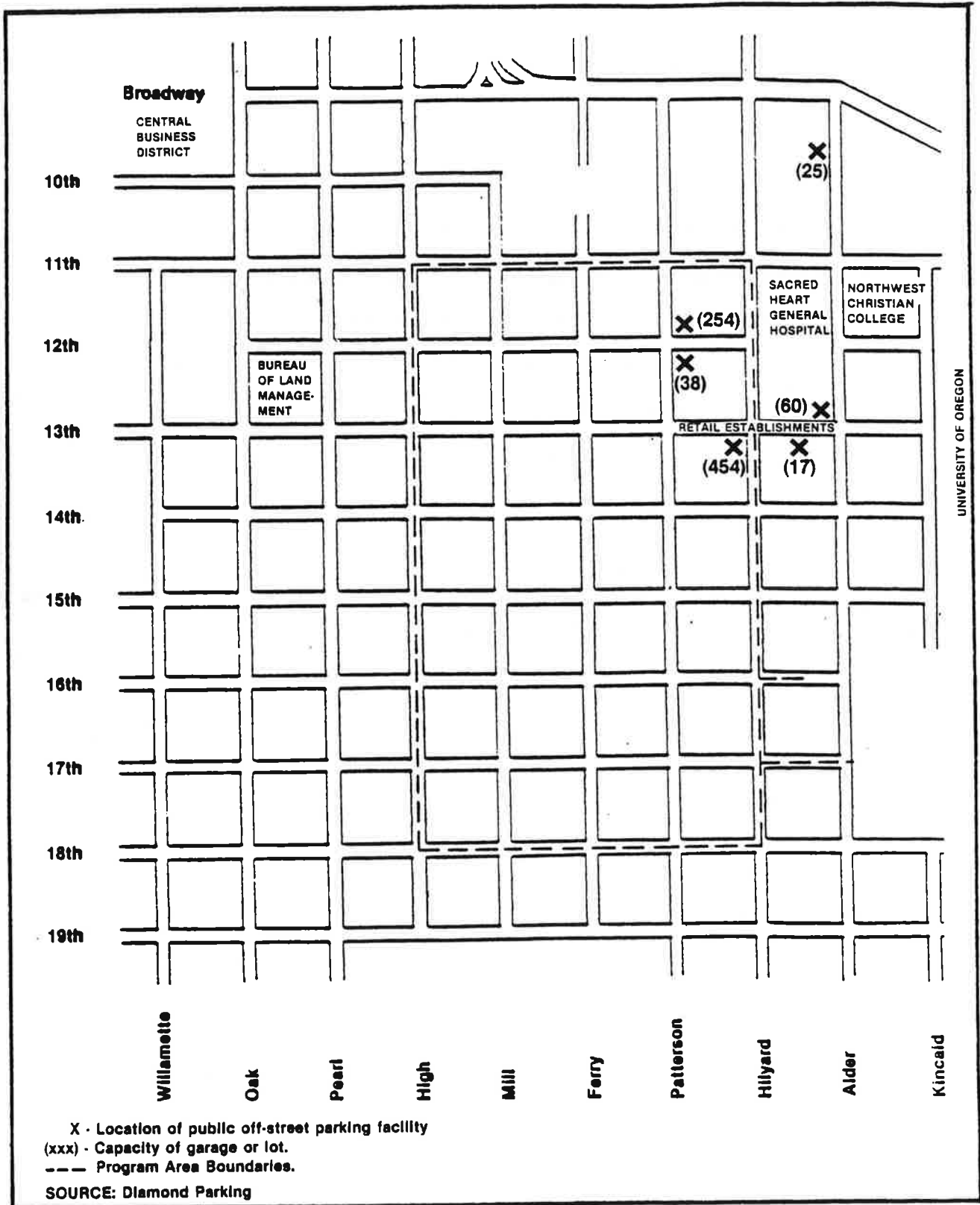


FIGURE 5-1. LOCATION AND CAPACITY OF PUBLIC OFF-STREET PARKING FACILITIES OPERATED BY DIAMOND PARKING IN THE WUNA

Average total off-street parking usage estimates (the average number of daily, monthly permit, and validation permit parkers per day per facility) were derived by dividing the daily parking income by the applicable average hourly or daily parking rate, or by using average monthly and validation permit figures provided by Diamond Parking for May of 1983 and 1984. From this analysis, the following changes in off-street parking usage between May 1983 and May 1984 were estimated for all six facilities combined:

- o Daily parking usage increased by 34 percent
- o Monthly permit parking usage increased by 13 percent
- o Validation permit parking usage increased by 61 percent
- o Total parking usage increased by 31 percent

Increased use of off-street parking facilities in Zones C and D of the program area is attributed to the diversion of all-day, nonresident commuter parkers from restricted on-street spaces. As a result, the off-street parking facilities became highly utilized, leading to eventual shortages of off-street spaces for those seeking them.

5.1.1.5 Permit Distribution - The spatial and temporal distributions of on-street parking permit users in the WUNA were examined based upon the license plate parking occupancy counts. Six types of on-street parking permit users were analyzed, including:

- o Zone B residents
- o Zone C residents
- o Zone D nonresident monthly commuters
- o Zone D nonresident daily commuters
- o Nonresident guests
- o Non-permit parkers (i.e., short-term parkers)

The distribution estimates were calculated as the percent of available space-hours occupied and stratified by program zone and by time of day. Table 5-5 illustrates which program zones were used by each permit user group.

During a typical weekday in May 1984, the on-street parking permit users were distributed as follows:

- o Zone B resident permit users park predominately in Zone B.
- o Zone C resident permit users park in Zones C and D in almost equal proportions.

TABLE 5-5. DISTRIBUTION OF PARKING PERMIT USE BY PROGRAM ZONE - PROGRAM AREA

<u>Weekday Average</u>		<u>Program Zone</u>			<u>Total</u>
		<u>B</u>	<u>C</u>	<u>D</u>	
		(Read Across)			
<u>Time of Day</u>	<u>Permit Type</u>				
AM	B	100%	-	-	100%
	C	1%	49%	50%	100%
	D (Monthly)	1%	6%	93%	100%
	D (Daily)	17%	8%	75%	100%
	Guest	75%	-	25%	100%
	No Permit	37%	27%	36%	100%
PM	B	100%	-	-	100%
	C	1%	50%	49%	100%
	D (Monthly)	1%	4%	95%	100%
	D (Daily)	20%	3%	77%	100%
	Guest	100%	-	-	100%
	No Permit	35%	29%	36%	100%
TOTAL	B	100%	-	-	100%
	C	1%	50%	49%	100%
	D (Monthly)	1%	5%	94%	100%
	D (Daily)	18%	5%	77%	100%
	Guest	87%	-	13%	100%
	No Permit	36%	28%	36%	100%
<u>Saturday</u>					
AM	B	99%	-	1%	100%
	C	-	49%	51%	100%
	D (Monthly)	-	-	100%	100%
	D (Daily)	-	-	100%	100%
	Guest	100%	-	-	100%
	No Permit	40%	28%	32%	100%
PM	B	98%	-	2%	100%
	C	-	47%	53%	100%
	D (Monthly)	-	-	100%	100%
	D (Daily)	-	-	100%	100%
	Guest	-	-	-	-
	No Permit	38%	24%	38%	100%
TOTAL	B	98%	-	2%	100%
	C	-	48%	52%	100%
	D (Monthly)	-	-	100%	100%
	D (Daily)	-	-	100%	100%
	Guest	100%	-	-	100%
	No Permit	39%	26%	35%	100%

Source: On-street parking occupancy counts, collected in May 1984.

- o Nonresident monthly commuter permit users park predominately in program Zone D.
- o Nonresident daily commuter permit users park mostly in Zone D, although some park in Zone B.
- o Nonresident guest permit users park mostly in Zone B, although some park in Zone D.
- o Non-permit users park in all three zones in almost equal proportions.

These parking patterns were fairly stable throughout the day. In addition, the distribution on Saturday was similar to that on a typical weekday.

Table 5-6 illustrates the distribution of permit use within each separate program zone.

During a typical weekday in May 1984, the distribution of permit user groups within each separate zone was as follows:

- o Zone B - mostly Zone B resident permit users with some non-permit users.
- o Zone C - Zone C resident permit users and non-permit users in almost equal proportions.
- o Zone D - almost half non-permit parkers, with the remainder Zone C resident and Zone D nonresident commuter permit users in almost equal proportions.

These parking patterns were fairly stable throughout the day. The only noteworthy exception was an increase in the frequency of non-permit users in all three program zones during the afternoon. This change is attributed to increased numbers of shoppers, visitors, and other short-term parkers in the neighborhood during the afternoon and the ability of parkers to occupy on-street spaces within two hours of the program's time limits (either 4 p.m. or 6 p.m., depending on the applicable restriction) without restriction or penalty.

For Saturday, the distribution of permit use was similar to that on a typical weekday, with one exception. In Zone D, nonresident monthly permit users were virtually nonexistent in all time periods. This void was filled by increases in both Zone C resident permit users and non-permit users. This change was attributed to the absence of commuter parkers on the weekends.

5.1.1.6 Parking Perceptions - Three impact and attitude surveys were conducted in May, 1984. (See Figures E-1 to E-3 in Appendix E for copies of the three surveys). The surveys documented the perceptions of parkers with respect to changes in the following parking behavior characteristics:

- o Parking location choice

TABLE 5-6. DISTRIBUTION OF PARKING PERMIT USE BY PERMIT TYPE - PROGRAM AREA

<u>Weekday Average</u>		<u>Program Zone</u>		
		<u>B</u>	<u>C</u>	<u>D</u>
<u>Time of Day</u>	<u>Permit Type</u>			
AM	B	69%	-	-
	C	-	47%	31%
	D (Monthly)	-	2%	23%
	D (Daily)	1%	1%	3%
	Guest	-	-	-
	No Permit	<u>30%</u>	<u>50%</u>	<u>43%</u>
	Total	100%	100%	100%
PM	B	64%	-	-
	C	-	38%	25%
	D (Monthly)	-	1%	18%
	D (Daily)	1%	-	4%
	No Permit	<u>35%</u>	<u>61%</u>	<u>53%</u>
	Total	100%	100%	100%
TOTAL	B	67%	-	-
	C	-	43%	28%
	D (Monthly)	-	1%	21%
	D (Daily)	1%	-	3%
	Guest	-	-	-
	No Permit	<u>32%</u>	<u>56%</u>	<u>48%</u>
Total	100%	100%	100%	
<u>Saturday</u>				
AM	B	64%	-	2%
	C	-	49%	45%
	D (Monthly)	-	-	1%
	D (Daily)	-	-	1%
	Guest	1%	-	-
	No Permit	<u>35%</u>	<u>51%</u>	<u>51%</u>
	Total	100%	100%	100%
PM	B	58%	-	2%
	C	-	43%	34%
	D (Monthly)	-	-	1%
	D (Daily)	-	-	1%
	Guest	-	-	-
	No Permit	<u>42%</u>	<u>57%</u>	<u>62%</u>
Total	100%	100%	100%	

Source: On-street parking occupancy counts, collected in May 1984.

TABLE 5-6. DISTRIBUTION OF PARKING PERMIT USE BY
PERMIT TYPE - PROGRAM AREA (Continued)

<u>Saturday</u> Time of <u>Day</u>	Permit <u>Type</u>	<u>Program Zone</u> (Read Down)		
		<u>B</u>	<u>C</u>	<u>D</u>
TOTAL	B	61%	-	2%
	C	-	46%	39%
	D (Monthly)	-	-	1%
	D (Daily)	-	-	1%
	Guest	-	-	-
	No Permit	<u>39%</u>	<u>54%</u>	<u>57%</u>
	Total	100%	100%	100%

Source: On-street parking occupancy counts, collected in May 1984.

- o Parking space availability
- o Parking search time and proximity

Findings derived from these surveys reflect the perceptions of those who returned completed surveys. Since the surveys were conducted in May, 1984, responses concerning parking behavior in 1983 were based on the retrospective perceptions of those surveyed. Actual changes in travel and parking behavior may vary from the survey results due to either sampling or response errors. These qualitative data were used both to confirm results derived from the available quantitative data and to increase understanding of these findings, particularly with respect to the program's impacts on various user groups.

a. Parking Location Choice - The parking location choice of WUNA commuters changed significantly after implementation of the program. A summary of changes in parking location choice, which was derived from the commuter survey, is displayed in Table 5-7. These changes are stratified by destination and trip purpose (employee or student). Of those commuters parking on-street before implementation of the program, almost 30 percent of those surveyed indicated that they switched to off-street parking spaces. Approximately 60 percent of former on-street parkers destined for Sacred Heart General Hospital reported that they diverted to off-street parking spaces.

With respect to destination, commuters that were most affected included those bound for Sacred Heart General Hospital and the Bureau of Land Management (BLM):

- o Sacred Heart General Hospital commuters shifted from formerly unrestricted on-street parking spaces (parking spaces without time or meter restrictions) to either hospital or commercial off-street parking facilities.
- o BLM commuters shifted from formerly unrestricted on-street parking spaces to either commercial off-street parking facilities or restricted on-street parking spaces.

Other commuters to the WUNA reported a much smaller shift in parking location, particularly those destined for Northwest Christian College.

With respect to trip purpose, employees generally were affected more than students, with a shift from formerly unrestricted on-street parking spaces to off-street parking facilities. Student commuters, predominately those destined for the University of Oregon, shifted somewhat from formerly unrestricted on-street parking spaces to either restricted on-street parking spaces or university lots. Of all commuters destined for the University of Oregon, students were somewhat more affected than employees, due to the greater availability of on-campus parking for University faculty and staff.

TABLE 5-7. DISTRIBUTION OF COMMUTER PARKING LOCATION
CHOICE BY PARKER DESTINATION AND TRIP PURPOSE

Destination	Parking Location					Total	
	Unrestricted On-Street	Restricted On-Street	Private Lot	Commercial Lot	Other Facilities		
U of O	1983	25%	16%	37%	1%	21%	100%
	1984	<u>22%</u>	<u>18%</u>	<u>38%</u>	<u>1%</u>	<u>21%</u>	100%
	Change	-3%	+2%	+1%	+0%	-	-
SHGH	1983	50%	3%	20%	24%	3%	100%
	1984	<u>14%</u>	<u>4%</u>	<u>34%</u>	<u>43%</u>	<u>5%</u>	100%
	Change	-36%	+1%	+14%	+19%	+2%	-
NCC	1983	-	-	74%	-	26%	100%
	1984	<u>-</u>	<u>-</u>	<u>78%</u>	<u>-</u>	<u>22%</u>	100%
	Change	-	-	+4%	-	-4%	-
BLM	1983	89%	6%	3%	-	2%	100%
	1984	<u>71%</u>	<u>12%</u>	<u>2%</u>	<u>7%</u>	<u>8%</u>	100%
	Change	-18%	+6%	-1%	+7%	+6%	-
OTHER	1983	17%	10%	53%	12%	8%	100%
	1984	<u>12%</u>	<u>11%</u>	<u>56%</u>	<u>13%</u>	<u>8%</u>	100%
	Change	-5%	+1%	+3%	+1	-	-
TOTAL	1983	32%	11%	35%	10%	12%	100%
	1984	<u>19%</u>	<u>12%</u>	<u>40%</u>	<u>16%</u>	<u>13%</u>	100%
	Change	-13%	+1%	+5%	+6%	+1%	-
<u>Trip Purpose</u>							
Employee	1983	30%	5%	43%	12%	10%	100%
	1984	<u>15%</u>	<u>5%</u>	<u>49%</u>	<u>20%</u>	<u>11%</u>	100%
	Change	-15%	-	+6%	+8%	+1%	-
Student	1983	39%	30%	8%	3%	20%	100%
	1984	<u>32%</u>	<u>34%</u>	<u>11%</u>	<u>2%</u>	<u>21%</u>	100%
	Change	-7%	+4%	+3%	-1%	+1%	-
<u>University of Oregon</u>							
Employee	1983	15%	4%	59%	1%	21%	100%
	1984	<u>13%</u>	<u>4%</u>	<u>61%</u>	<u>1%</u>	<u>21%</u>	100%
	Change	-2%	-	+2%	-	-	-
Student	1983	40%	32%	7%	2%	19%	100%
	1984	<u>32%</u>	<u>37%</u>	<u>8%</u>	<u>2%</u>	<u>21%</u>	100%
	Change	-8%	+5%	+1%	-	+2%	-

Source: Commuter survey, conducted in May 1984.

b. Parking Space Availability - The availability of on-street parking in the WUNA to residents, commuters, and short-term parkers changed significantly with implementation of the program, according to the survey results. Overall, the following changes in parking availability were reported:

- o Residents have less difficulty finding on-street parking.
- o Commuters have more difficulty finding on-street parking.
- o Short-term parkers in the general business area have only slightly more difficulty finding on-street parking.

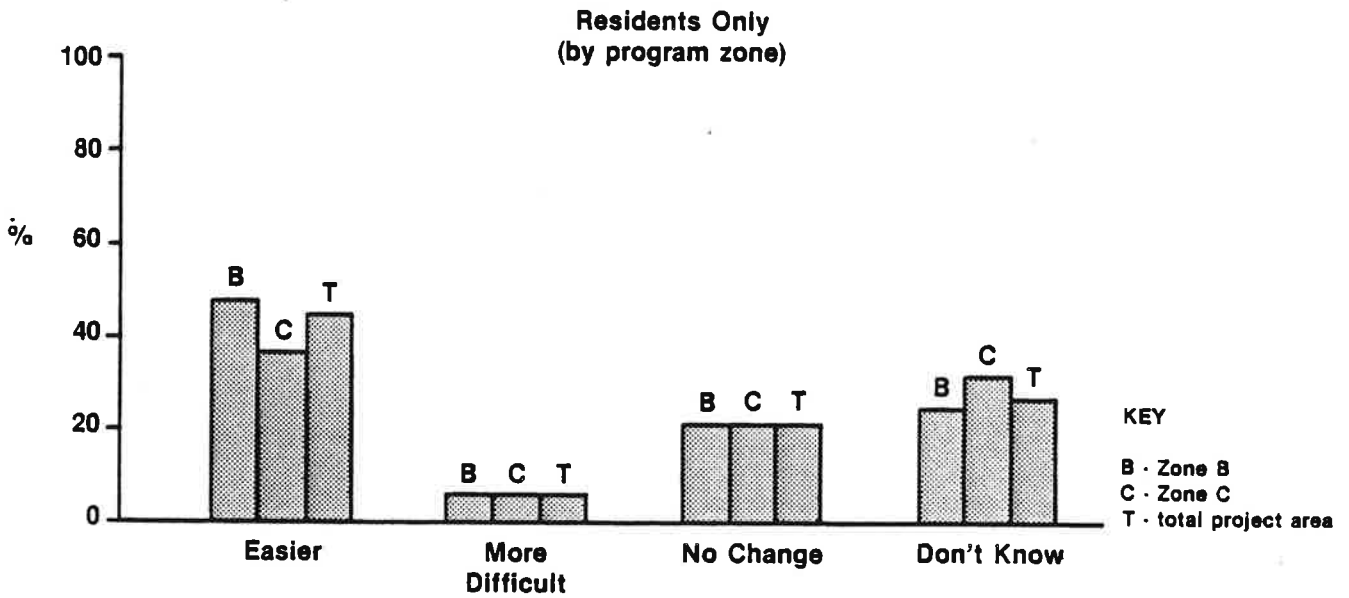
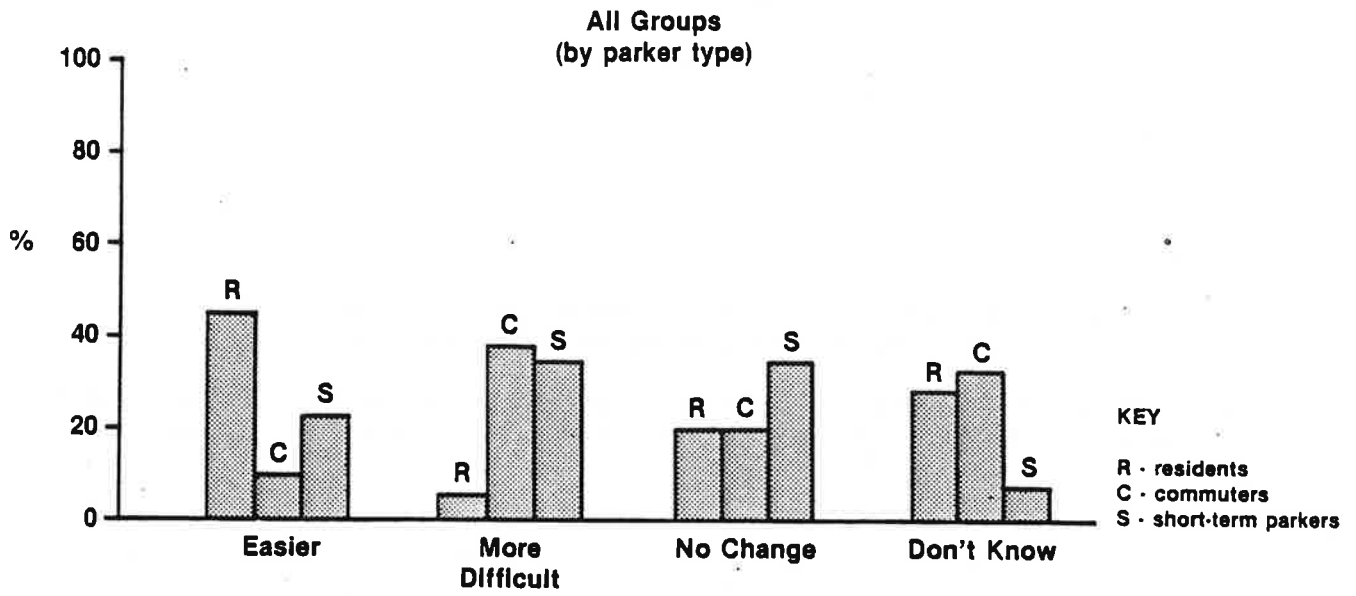
A summary of changes in on-street parking availability derived from the resident, commuter, and short-term parker surveys is displayed in Figure 5-2. These changes are stratified by type of parker, destination, and trip purpose.

In the resident group, on-street parking availability either increased or remained the same for most respondents in all program zones. On-street parking became somewhat easier to find in Zone B than in Zones C and D (these two zones were coded as one in the resident survey). This is attributed to the significant decrease in on-street parking utilization observed in Zone B, where all nonresident parking over two hours duration was prohibited during the program time limits.

In the commuter group, perceptions of on-street parking availability differed significantly between types of commuters. A substantially higher proportion of commuters bound for Sacred Heart General Hospital and the Bureau of Land Management perceived that on-street parking availability had decreased. Each of these commuter groups made extensive use of on-street parking spaces in the WUNA before the program's initiation. With the subsequent reduction in on-street parking supply for nonresident parkers and the assessment of on-street parking charges through the sale of nonresident parking permits, these commuter groups tended to be effected the most by the program. For Northwest Christian College commuters, however, the majority did not know whether on-street parking availability had changed. This response was attributed to the use made by these commuters of an off-street parking facility operated by the college. This commuter group was therefore relatively unaffected by changes in on-street parking caused by the program.

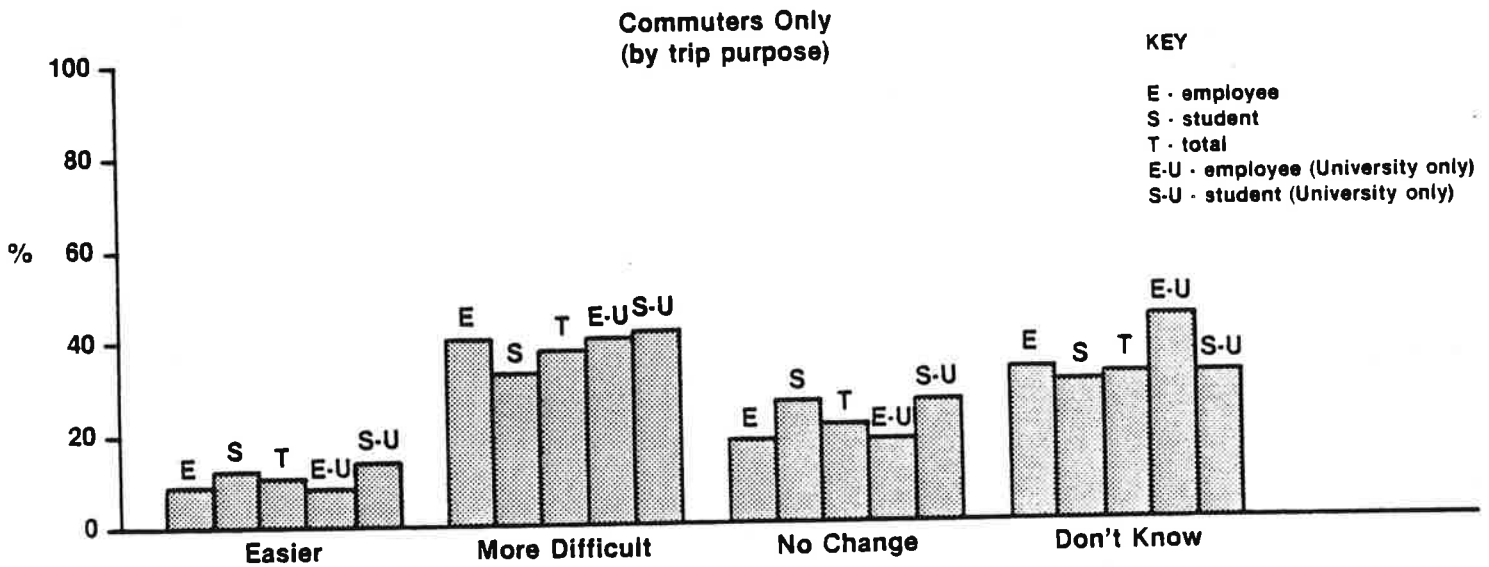
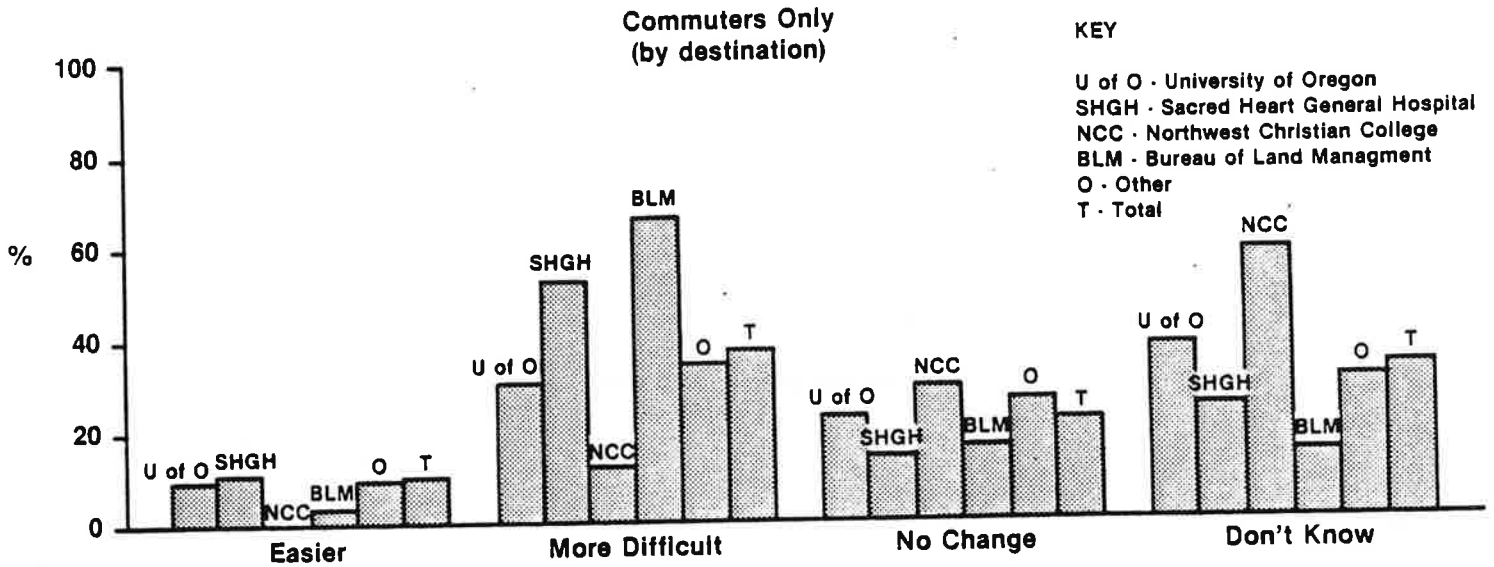
Differences in on-street parking availability among commuter trip purposes were small. Employees perceived that on-street parking was slightly less available than did students. These attitudes are attributed to the fact that employees tended to require longer-term parking than students, and therefore were less likely to be able to move their cars in accordance with the two-hour parking limit or use on-street parking outside of Zone D.

The perceptions of short-term parkers were identified through a windshield (mailback) survey of cars parked along short-term (signed or metered) spaces in the program area. Those surveyed included persons making work, school, medical/dental, shopping, and other trips to the program area and parking in



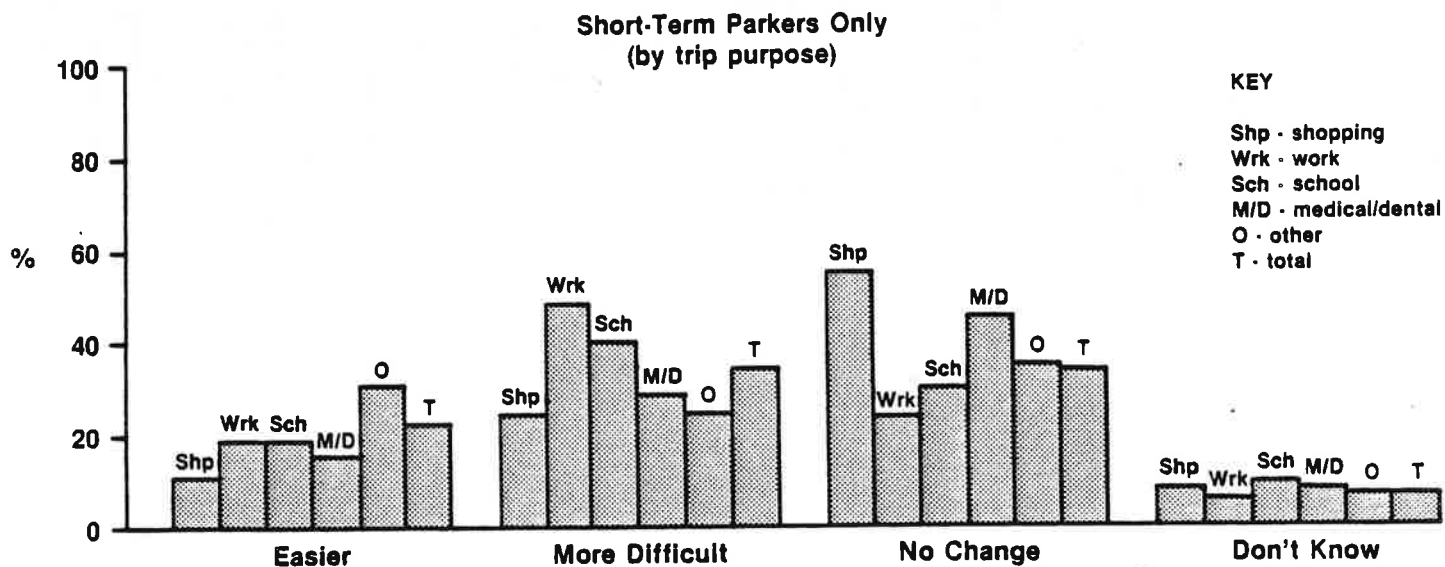
SOURCE: Resident, commuter, and short-term parker surveys, conducted May 1984.

FIGURE 5-2. DISTRIBUTION OF PERCEIVED PROGRAM EFFECTS ON ON-STREET PARKING AVAILABILITY



SOURCE: Commuter survey, conducted in May 1984.

FIGURE 5-2. DISTRIBUTION OF PERCEIVED PROGRAM EFFECTS ON ON-STREET PARKING AVAILABILITY (Continued) 73



SOURCE: Short-term parker survey, conducted in May 1984.

FIGURE 5-2. DISTRIBUTION OF PERCEIVED PROGRAM EFFECTS ON ON-STREET PARKING AVAILABILITY (Continued)

the general business area of the WUNA. The perceptions of these parkers regarding on-street parking availability varied:

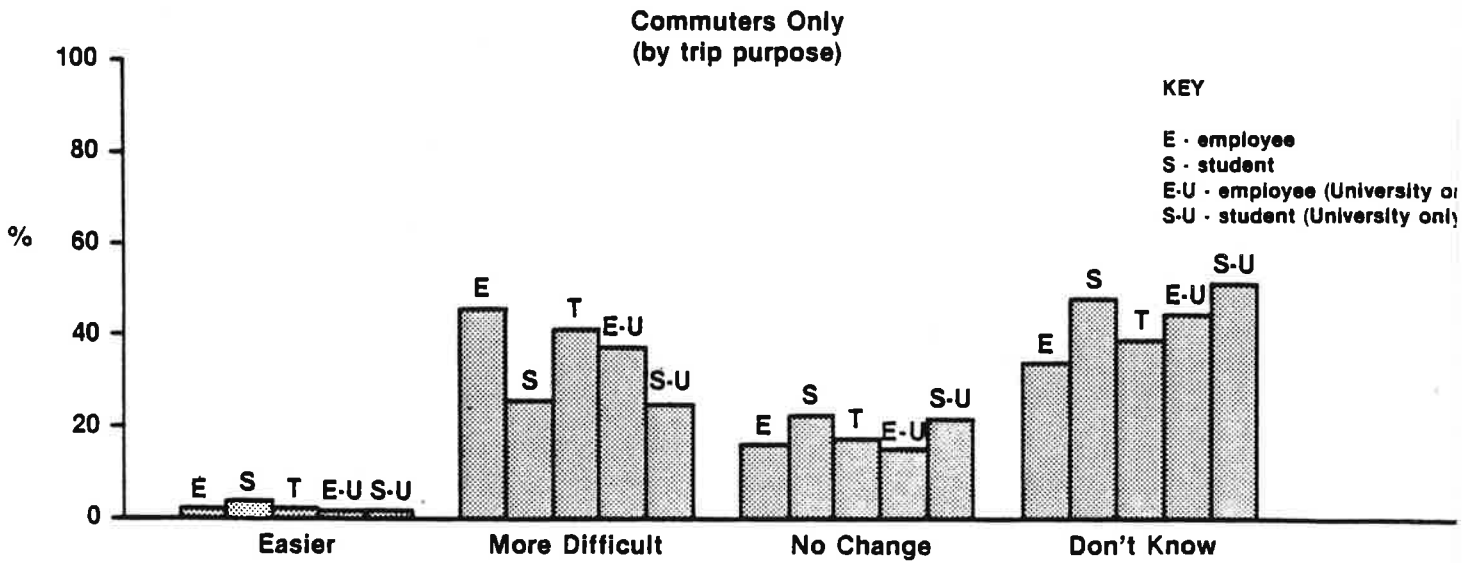
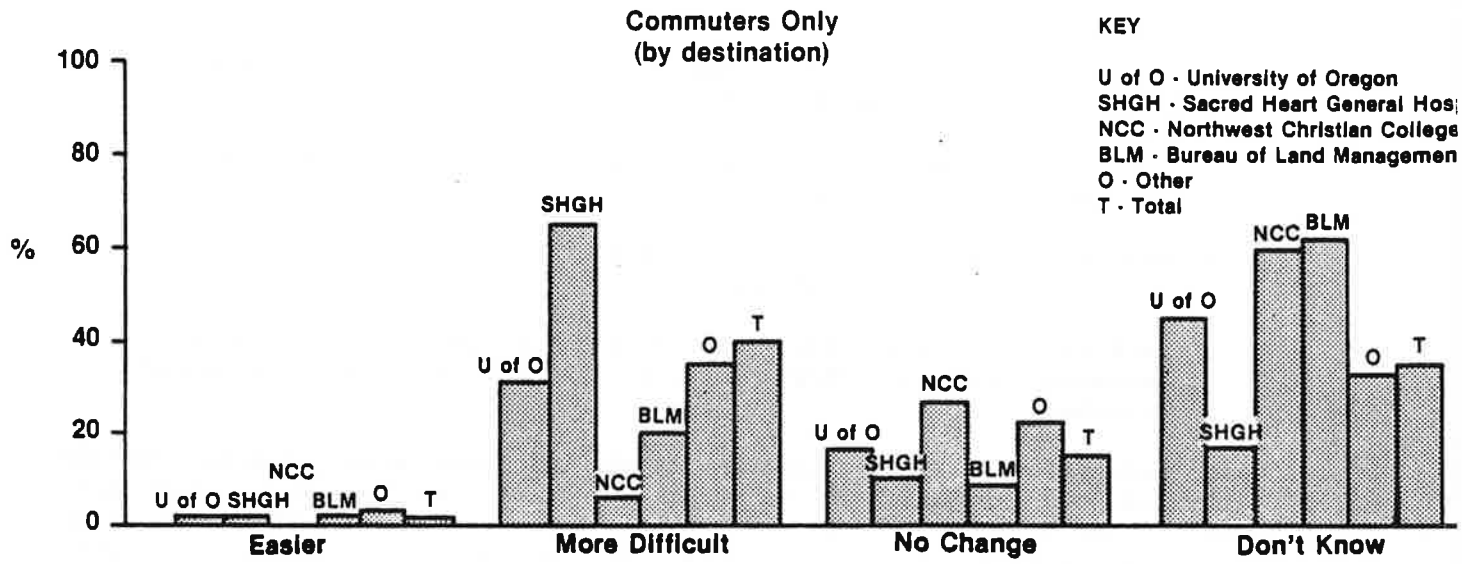
- o Work and school trip parkers believed that on-street parking availability had decreased.
- o Medical/dental and shopping trip parkers believed that on-street parking availability had not changed.
- o Parkers who fell into the "other" category of trip purpose believed that on-street parking availability had increased somewhat.

These perceptions are a function of the increased competition experienced for limited commuter-oriented, on-street spaces in the entire project area rather than a function of the availability of on-street parking spaces in the general business area alone. As for the remaining parkers, most of whom had typically lower trip frequency rates in the neighborhood, survey responses showed no change in on-street parking availability. This response is attributed to the lack of specific parking supply or pricing modifications in the parking program that dealt directly with the use of short-term, on-street parking areas in the general business area of the WUNA.

A summary of changes in off-street parking availability, derived from the commuter survey, is displayed in Figure 5-3. These changes are stratified by destination and by trip purpose. Many commuters were uncertain whether off-street parking availability had changed, even though the utilization analyses had earlier indicated a significant increase in the use of these facilities. We attribute the discrepancy to the fact that many of the commuters surveyed had not previously used off-street parking facilities, and were therefore unaware of the utilization to which such facilities had been put before the parking program.

With respect to destination, Sacred Heart General Hospital commuters indicated a more substantial decrease in off-street parking availability than did other commuter groups. A high percentage of Northwest Christian College and BLM commuters, on the other hand, did not know whether off-street parking availability had changed. Traditionally, neither commuter group had used public off-street parking facilities in the WUNA. Instead, these groups used on-street parking spaces or private off-street parking facilities. Therefore, these groups remained unaffected by changes in off-street parking availability.

With respect to trip purpose, employees more than students perceived that off-street parking availability had decreased. Most students did not know whether off-street parking availability had changed. For the University of Oregon alone, almost 50 percent of the student respondents did not use public off-street parking. Therefore, off-street parking was of little concern to many of those commuters surveyed, particularly among student commuters.



SOURCE: Commuter survey, conducted in May 1984.

FIGURE 5-3. DISTRIBUTION OF PERCEIVED PROGRAM EFFECTS ON OFF-STREET PARKING AVAILABILITY

c. Parking Search Time and Proximity - The time required to locate an on-street parking space in the WUNA and the distance parked from the intended destination for residents, commuters, and short-term parkers changed significantly following implementation of the parking program, as shown in Table 5-8. Since program implementation, the following on-street search time and parking distance changes were perceived by those surveyed:

- o Residents required 47 percent less time to find an on-street parking space and parked 22 percent closer to their residence. This represents an average reduction of 2 minutes in search time and a third of a block in walking distance.
- o Commuters required 12 percent more time to find an on-street parking space and parked 6 percent farther from their destination. This represents an average increase of almost a minute in search time and a fifth of a block in walking distance.
- o Short-term parkers in the general business area required 7 percent less time to find an on-street parking space (parking distance data were not collected for this group). This represents an average reduction of half of a minute in search time.

In the commuter group, those bound for Sacred Heart General Hospital and the BLM noted greater increases in both search time and parking distance than did other commuters. This resulted from the decrease in long-term on-street parking spaces located near the hospital and the BLM office. For University of Oregon commuters, however, search time and parking distance did not materially change. Apparently, those who continued to park on-street in May 1984, particularly students who generally park for shorter durations, were able to find parking spaces in almost the same time and at the same distance from campus as in May 1983, although the specific parking location may have changed.

Employees experienced increases in both parking search time and distance, while students experienced almost no changes. This is attributed to the longer-term parking needs of employees. As available on-street parking spaces were in short supply and not necessarily near their destinations, employee parking distance and search time increased. Students, on the other hand, typically have shorter and more irregular parking needs, due to their course schedules and extracurricular activities. Students also have a wider selection of parking locations from which to choose, since the campus can be reached from a variety of access points. Therefore, students had greater opportunity to flexibly adjust to the conditions imposed by the parking program and they were able to maintain their on-street parking accessibility to campus even after the program was initiated.

For University of Oregon commuters, almost no difference existed in search time for either employees or students. This may be related, in part, to the shorter term parking needs of those University employees who continue to park on-street and the provision of on-campus parking for many University faculty and staff. After the program, however, University employees had to park somewhat farther from intended destinations, while students were able to park at the same proximity to campus as before the program.

TABLE 5-8. ON-STREET PARKING SEARCH TIME AND PROXIMITY
EFFECTS OF PROGRAM IMPLEMENTATION

<u>Residents</u>	<u>Average Number of Blocks</u>			<u>Average Search Time (Minutes)</u>		
	<u>1983</u>	<u>1984</u>	<u>% Change</u>	<u>1983</u>	<u>1984</u>	<u>% Change</u>
<u>Program Zone</u>						
B	1.45	1.16	-20%	3.89	2.18	-44%
C	1.53	1.16	-24%	4.89	2.37	-52%
Total	1.48	1.16	-22%	4.24	2.24	-47%
<u>Resident Type</u>						
Student	1.47	1.25	-15%	3.66	2.26	-38%
Non-Student	1.50	1.03	-31%	4.98	2.23	-55%
<u>Commuters</u>						
<u>Destination</u>						
U of O	3.80	3.87	+ 2%	8.38	8.39	+ 0%
SHGH	3.35	3.87	+16%	7.09	10.04	+42%
NCC	1.50	1.75	+17%	3.33	4.00	+20%
BLM	2.63	3.27	+24%	4.63	6.65	+44%
Other	2.51	2.44	- 3%	6.81	7.34	+ 8%
Total	3.40	3.59	+ 6%	7.53	8.45	+12%
<u>Trip Purpose</u>						
Employee	3.19	3.49	+ 9%	7.14	8.63	+21%
Student	3.90	3.82	- 2%	8.25	8.28	+ 0%
<u>University of Oregon</u>						
Employee	3.38	3.66	+ 8%	8.28	8.20	- 1%
Student	4.05	3.98	- 2%	8.41	8.44	+ 0%
<u>Short-Term Parkers</u>						
<u>Trip Purpose</u>						
Shopping	N/A	N/A	N/A	7.33	7.14	- 3%
Work	N/A	N/A	N/A	7.38	8.35	+13%
School	N/A	N/A	N/A	10.63	9.84	- 7%
Medical/Dental	N/A	N/A	N/A	8.28	6.71	-19%
Other	N/A	N/A	N/A	8.29	6.52	-21%
Total	N/A	N/A	N/A	8.54	7.93	- 7%

N/A - Not Applicable

Source: Resident, commuter, and short-term parker surveys, conducted in May 1984.

In the short-term parker group, search time for parkers going to work increased. This group may include long-term parkers who were using short-term parking spaces on the day of the survey. All other short-term parkers experienced decreased search time. The increase for workers, which is similar to that measured for general commuters, is attributed to the increased competition for the limited supply of long-term on-street parking spaces in the program area rather than on increased competition for short-term parking spaces alone.

5.1.2 Parking Behavior Impacts in Adjacent Areas

Parking management tactics that were implemented in the West University neighborhood had the potential to indirectly influence parking behavior in areas located adjacent to the program boundaries, principally through diversion of parkers searching for available on- and off-street spaces. The size and direction of possible parking diversions to neighborhoods adjacent to the WUNA were therefore investigated as part of this evaluation.

Effectively measuring the impact of the program on parking behavior in adjacent areas required developing on- and off-street parking utilization descriptors for comparable periods both before and after program implementation. These descriptors were based on a variety of information sources, including parking occupancy counts, commuter survey responses, and the perceptions of Parking Administration staff and others familiar with the program and the adjacent neighborhood areas.

5.1.2.1 On-Street Parking Utilization - On-street parking utilization changes were examined for four areas located adjacent to the program area:

- o Fairmount - a neighborhood located east of the program area, on the eastern border of the University of Oregon campus.
- o South University Neighborhood Area (SUNA) - a neighborhood located southeast of the program area on the southern border of the University of Oregon campus.
- o Northeast - a small, multiple block area located north of the program area, between 11th Avenue and Broadway and Alder and High Streets.
- o Southwest - a small, multiple-block area located south and west of the program area, between 18th and 19th Streets on the south side and High and Willamette Streets on the west side.

On-street parking occupancy counts were used to measure changes in parking behavior in these four areas. Several problems were encountered with portions of the "before" and "after" parking occupancy counts taken in these areas. These problems were of two general categories:

- o The total number of pre-implementation parking occupancy counts available for each area was small and, in addition, the temporal period for the counts varied widely with respect to month, day, and time of day.

- o The quality of some post-implementation parking occupancy counts was inadequate because of missing or spurious data.

These problems necessitated using only those parking occupancy counts determined to be adequate for comparison purposes. This precluded the development of other parking behavior descriptors, such as the duration of parking, turnover of parking, or number of cars parking.

A summary of on-street parking utilization estimates derived from five parking occupancy counts for each area is displayed below in Table 5-9.

Implementation of the program did not materially impact on-street parking behavior in the combined surrounding areas. During a typical weekday, on-street parking utilization in the combined surrounding areas did not change. On a more disaggregate level, on-street parking utilization increased slightly in the SUNA, which has by far the highest parking capacity of the four areas, while it decreased slightly in the remaining areas. The slight increase in on-street parking utilization in the SUNA could have been caused by a limited diversion of University of Oregon student parkers. The decreases in other areas are attributed to normal variation inherent in parking utilization and/or exogenous factors (weather, construction, etc.).

5.1.2.2 Off-Street Parking Utilization - Off-street parking utilization changes were examined for University of Oregon and downtown Eugene parking facilities. Although post-implementation off-street parking occupancy counts were collected in selected University of Oregon and CBD parking facilities, an insufficient pre-implementation data base existed to permit an analysis of possible program impacts. Other information sources were therefore employed to draw conclusions regarding program impacts on off-street parking utilization in areas adjacent to the program area.

Implementation of the program did not significantly affect off-street parking utilization at the University of Oregon since most on-campus parking lots had been operating near capacity for several years before program start-up. This conclusion is based primarily on responses to the commuter survey and discussions with informed persons familiar with parking conditions on the University of Oregon campus. According to the commuter survey results illustrated in Table 5-7, the parking location choice of University of Oregon commuters shifted only slightly toward university-owned lots, the predominate off-street parking choice for these commuters.

Implementation of the program probably did not significantly affect off-street parking utilization in the Eugene CBD. This conclusion is based on discussions with persons with an in-depth knowledge of the area and its parking facilities:

- o Although there was a large shift from on-street parking spaces to off-street parking facilities in the program area, it is unlikely that many commuters switched to downtown parking facilities, since the distance between these facilities and the major businesses and institutions located in or adjacent to the WUNA is significant (8 to 12 blocks).

TABLE 5-9. ON-STREET PARKING UTILIZATION - ADJACENT TO PROGRAM AREA
(Percent of Space-Hours Occupied)

	Adjacent Areas				Total
	<u>Fairmount</u>	<u>SUNA</u>	<u>Northeast</u>	<u>Southeast</u>	
1983	54%	46%	97%	45%	61%
1984	<u>53%</u>	<u>49%</u>	<u>94%</u>	<u>41%</u>	<u>61%</u>
% Change	-2%	+7%	-3%	-9%	-

Source: On-street parking occupancy counts, collected in May 1983 and 1984.

- o Even if a commuter destined for the WUNA wanted to park off-street in the Eugene CBD, many of the downtown parking facilities (15 lots and two garages) were included in the downtown free parking program that employees were largely prohibited from using. However, ample parking accommodations were available in the CBD for commuters willing to pay for parking or participate in a carpool.
- o It is more likely that employees of the Eugene CBD, who were previously parking in the WUNA, made adjustments in their parking and travel habits following program implementation. However, it is believed that this had little effect in the utilization of downtown parking facilities.

5.2 PARKING REGULATION COMPLIANCE

This subsection describes the effects of the program on parking regulation compliance in the WUNA (the percentage of parkers obeying current parking regulations). Change in observed parking regulation compliance is a function of changes in such factors as:

- o Parking supply
- o Parking cost
- o Parking demand
- o Parking regulation enforcement

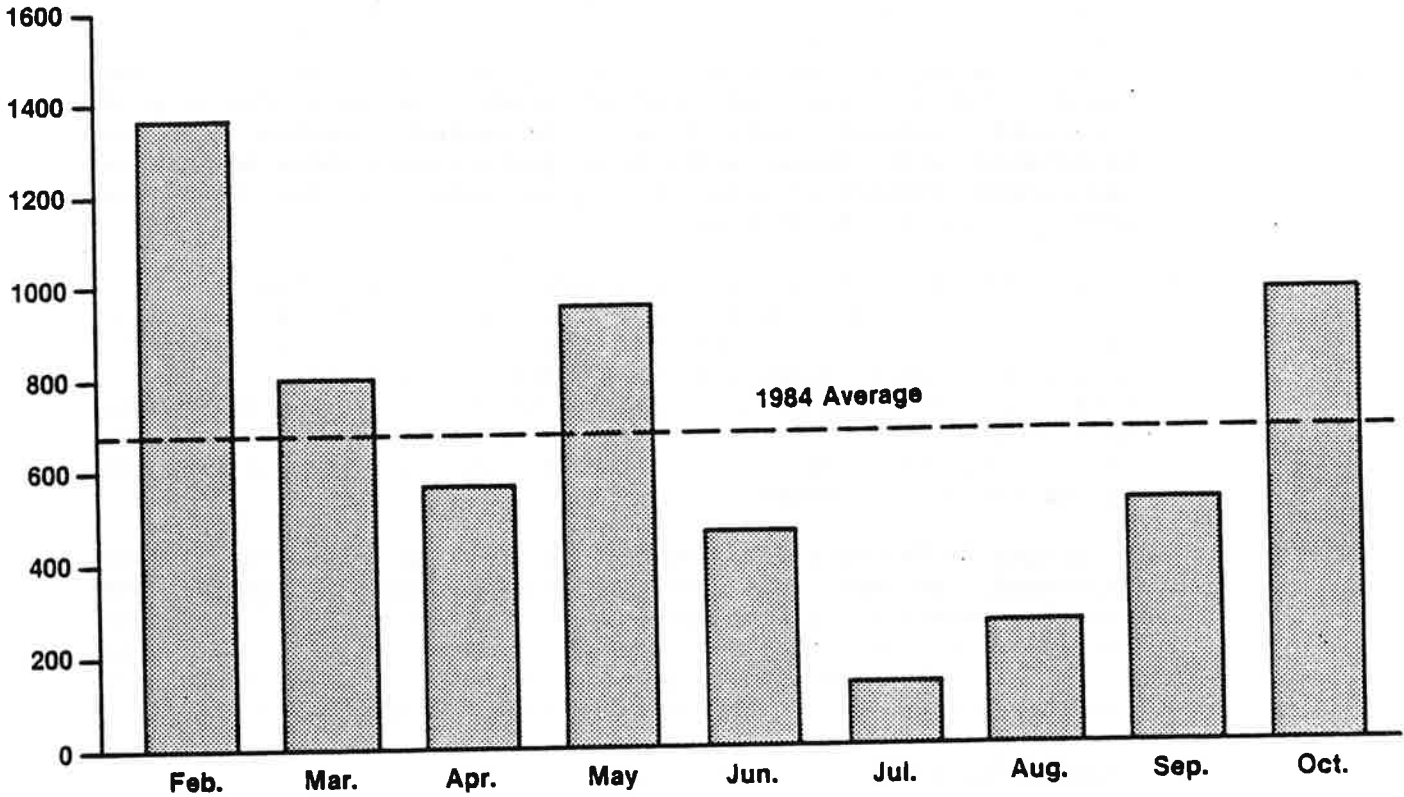
Because the program introduced several changes in parking supply, parking cost, and parking regulation enforcement, parking regulation compliance in the WUNA was expected to decline following program implementation. To effectively evaluate the effects of the program on parking regulation compliance, parking citation issuance records were obtained from City files, and illegal parker records were obtained from the license plate occupancy counts. The results of analyses of these records are discussed separately below.

5.2.1 Parking Citation Issuance

Starting in August 1983, parking citation issuance records were compiled specifically for the WUNA as a result of the development of a specially designed system to track citation issuance in the neighborhood for program revenue accounting purposes. Earlier records of parking citation issuance were not categorized by geographic location, and therefore could not be readily used to develop information specifically related to the WUNA.

The average number of parking citations issued in the WUNA during pre-program implementation (August 1, 1983, to January 31, 1984) was approximately 250 per month, while the average for post-implementation (February 1, 1984, to October 31, 1984) was approximately 930 per month. This represents a difference per month of 680 and an increase of approximately 270 percent. Figure 5-4 illustrates the incremental number of parking citations issued in the program area between February and October 1984.

**Incremental
Number Of
Citations
Issued***



* The number of citations attributable to the program was estimated by subtracting the average number of citations issued over a 6-month period prior to implementation (250 citations) from the total number issued after implementation for each month.

SOURCE: Eugene Parking and Paratransit Administration

FIGURE 5-4. INCREMENTAL NUMBER OF PARKING CITATIONS ISSUED IN THE PROGRAM AREA BY MONTH - 1984

A month-by-month examination of parking citation issuance produced four general observations:

- o After February 1984, when the issuance of parking citations was highest, a steady decline occurred until May. This decline most likely reflects the period in which parkers became familiar with the new parking regulations and adjusted their parking behavior.
- o Parking citation issuance increased again in May. A number of special events took place during this month at the University of Oregon, including final examinations, graduation, and track and field events. Improved weather conditions also facilitated increased outdoor activities. Increased parking demands associated with these activities, particularly those related to new parkers unfamiliar with the program, appear to have been the primary cause of the increase.
- o From June through August, a steady decline in parking citation issuance occurred. This decline is attributed to decreased parking demands caused by the relative absence of students during the summer months and the increased use of alternative modes such as walking or bicycling, which are popular during the fair weather months of summer. With lower parking demand, competition for available on-street parking spaces was reduced during the summer months.
- o Beginning in September, the number of parking citations issued increased, as new and returning students began to compete once more for on-street parking spaces near the University. This was particularly the case for new students, who were initially unfamiliar with the parking program and the unique parking conditions prevalent in the West University neighborhood.

5.2.2 Illegal Parkers

The on-street license plate occupancy counts specified, among other descriptive information, the type of parking space occupied, in terms of the following categories:

- o Unrestricted
- o 2-hour limit, signed
- o Metered
- o No parking any time

Collection of information on the type of parking space occupied enabled development of estimates of those who illegally park in yellow-striped or other no-parking spaces. Table 5-10 presents the results of this analysis. The estimates of illegal parkers, measured in total space hours occupied, are stratified by day of week, time of day, and program zone.

TABLE 5-10. EXTENT OF ILLEGAL PARKING - PROGRAM AREA

<u>Weekday Total</u>		<u>Zone B</u>	<u>Zone C</u>	<u>Zone D</u>	<u>Total</u>
AM	1983	-	-	4 hours	4 hours
	1984	<u>2</u> hours	-	<u>14</u> hours	<u>16</u> hours
	Change	+2 hours	-	+10 hours	+12 hours
PM	1983	1 hours	8 hours	1 hours	10 hours
	1984	<u>2</u> hours	<u>2</u> hours	<u>32</u> hours	<u>40</u> hours
	Change	+1 hours	-6 hours	+31 hours	+30 hours
TOTAL	1983	1 hours	8 hours	5 hours	14 hours
	1984	<u>4</u> hours	<u>2</u> hours	<u>50</u> hours	<u>56</u> hours
	Change	+3 hours	-6 hours	+45 hours	+42 hours
<u>Saturday</u>					
AM	1983	-	-	-	-
	1984	-	-	-	-
	Change	-	-	-	-
PM	1983	-	-	-	-
	1984	-	<u>2</u> hours	<u>6</u> hours	<u>8</u> hours
	Change	-	+2 hours	+6 hours	+8 hours
TOTAL	1983	-	-	-	-
	1984	-	<u>2</u> hours	<u>6</u> hours	<u>8</u> hours
	Change	-	+2 hours	+6 hours	+8 hours

Source: On-street parking occupancy counts, collected in May 1983 and 1984.

During the entire week, the total number of space hours occupied by illegal parkers increased from 14 in 1983 to 56 in 1984, an absolute increase of 42 space hours and an increase of 300 percent. On a more disaggregate level, the increase in illegal parking was concentrated primarily along two blocks located in front of or adjacent to Sacred Heart General Hospital in Zone D. In addition, most illegal parking occurred in the afternoon when the competition for on-street parking spaces was at a maximum. These results are attributed to increased competition for limited on-street parking spaces of the WUNA relative to other locations, particularly among (1) patients and visitors bound for Sacred Heart General Hospital (2) persons reporting for a hospital shift change in the afternoon and (3) persons shopping and visiting in the neighborhood.

The increase in illegal parking on Saturday was similar to that measured during the week, although the size of change was slightly smaller. This decrease may be related to the weekend decrease in competition experienced for available on-street parking spaces, particularly in the morning.

5.3 TRAVEL BEHAVIOR

This subsection describes the effects of the parking program on the travel behavior of commuters to the WUNA. To evaluate these effects, two travel behavior descriptors were estimated using the commuter survey (Appendix E contains a copy of the commuter survey):

- o Mode choice change
- o Commuting pattern change

5.3.1 Mode Choice Change

Table 5-11 presents mode choice information for both pre- and post-implementation periods, as derived from the commuter survey. These estimates are stratified by destination and trip purpose. Because this information is based upon responses made to a survey, the results reflect the perceptions of those surveyed. Actual travel behavior may vary somewhat due to either sampling or response errors.

The predominate choice for travel to the WUNA in the pre-implementation period, as measured in the commuter survey, was driving alone, according to almost three quarters of all surveyed commuters. The second most popular mode choice was bicycling or walking, particularly for student commuters. The remaining mode choices (carpool, vanpool, bus, taxi, and other) all had relatively small market shares of the total travel market.

Implementation of the program in the WUNA in February 1984 had virtually no effect on the overall mode choice of these commuters, with driving alone representing the predominate mode choice among commuters surveyed.

Changes in mode by destination were insignificant, particularly with respect to other noticeable program-related impacts. The only groups to experience a decline in driving alone were commuters bound for Sacred Heart General Hospital and "other" destinations. It is possible that these commuters

TABLE 5-11. PROGRAM EFFECTS ON
COMMUTER MODE CHOICE

Destination		Travel Mode					Total
		Drive Alone	Shared Ride *	Transit **	Bicycle/Walk	Other	
U of O	1983	62%	7%	5%	23%	3%	100%
	1984	<u>63%</u>	<u>6%</u>	<u>5%</u>	<u>23%</u>	<u>3%</u>	100%
	Change	+1%	-1%	-	-	-	
SHGH	1983	85%	6%	2%	5%	2%	100%
	1984	<u>83%</u>	<u>7%</u>	<u>1%</u>	<u>5%</u>	<u>4%</u>	100%
	Change	-2%	+1%	-1%	-	+2%	
NCC	1983	59%	19%	4%	11%	7%	100%
	1984	<u>67%</u>	<u>15%</u>	<u>4%</u>	<u>7%</u>	<u>7%</u>	100%
	Change	+8%	-4%	-	-4%	-	
BLM	1983	70%	13%	4%	7%	6%	100%
	1984	<u>70%</u>	<u>10%</u>	<u>6%</u>	<u>11%</u>	<u>3%</u>	100%
	Change	-	-3%	+2%	+4%	-3%	
Other	1983	84%	5%	2%	7%	2%	100%
	1984	<u>82%</u>	<u>7%</u>	<u>2%</u>	<u>7%</u>	<u>2%</u>	100%
	Change	-2%	+2%	-	-	-	
TOTAL	1983	72%	7%	3%	15%	3%	100%
	1984	<u>72%</u>	<u>7%</u>	<u>3%</u>	<u>15%</u>	<u>3%</u>	100%
	Change	-	-	-	-	-	
<u>Trip Propose</u>							
Employee	1983	79%	7%	2%	9%	3%	100%
	1984	<u>79%</u>	<u>7%</u>	<u>2%</u>	<u>9%</u>	<u>3%</u>	100%
	Change	-	-	-	-	-	
Student	1983	53%	5%	7%	33%	2%	100%
	1984	<u>54%</u>	<u>5%</u>	<u>7%</u>	<u>32%</u>	<u>2%</u>	100%
	Change	+1%	-	-	-1%	-	
<u>University of Oregon</u>							
Employee	1983	72%	8%	2%	15%	3%	100%
	1984	<u>72%</u>	<u>8%</u>	<u>3%</u>	<u>14%</u>	<u>3%</u>	100%
	Change	-	-	+1%	-1%	-	
Student	1983	51%	5%	8%	34%	2%	100%
	1984	<u>52%</u>	<u>5%</u>	<u>8%</u>	<u>33%</u>	<u>2%</u>	100%
	Change	+1%	-	-	-1%	-	

* Carpool or vanpool.

** Bus or private taxi.

Source: Commuter survey, conducted in May 1984.

switched to either carpools or vanpools since both destination categories exhibited slight increases in ridesharing. This possibility is reinforced by information supplied by the TAKEPART staff of the Paratransit Office, which revealed that 16 carpools had been formed in the WUNA since program implementation, of which 14 involved employees of Sacred Heart General Hospital. These carpools were eligible for free on-street parking in designated carpool spaces.

The changes in mode by trip purpose also were insignificant. Neither group, student, nor worker reported a significant decline in single-occupant automobile usage following program implementation.

Table 5-12 illustrates the effects the program had on the mode choice and parking choice of those most likely to be negatively affected by the program--solo commuters who had usually parked in on-street spaces before the implementation of the program. The responses, which are stratified by parker destination, indicate that most of this subgroup of the surveyed commuters (95 percent) continued to drive alone, with only 2 percent switching to walking or bicycling, 1 percent switching to transit, and 1 percent to carpooling. Among those destined for the University of Oregon, the primary diversion (3 percent) was to walking or bicycling. For those destined for the Sacred Heart General Hospital, the primary diversion (3 percent) was to carpooling. For employees of BLM, the primary diversion (6 percent) was to walking or bicycling.

Two-thirds of the solo commuters who had parked on-street prior to the program continued to park on-street, while the remainder used off-street parking facilities. Most of those destined for the University of Oregon and BLM continued to park on-street. However, two-thirds of those destined for Sacred Heart General Hospital diverted to off-street parking facilities.

The results of the mode choice analysis indicate that there was practically no shift of single-occupant drivers to transit. The only alternative modes that may have attracted any appreciable travel diversion were ridesharing (carpooling or vanpooling), walking, and bicycling. The automobile remained the predominate mode choice for commuters to the WUNA despite the parking restrictions imposed by the program.

These results sharply contrast with the pre-implementation estimates of the Parking Administration regarding the program's effect on commuter mode and parking choices. As shown in Table 5-13, the Parking Administration estimated that a quarter of the commuters formerly parking on-street in the WUNA would use alternative transportation modes after the program began, with two-thirds of the remaining drivers parking in off-street facilities. As the survey results indicate, only 5 percent of those commuters changed modes, while only one-quarter of the remaining drivers moved to off-street parking facilities. With so little mode changing by WUNA commuters, the primary impact of the program on this group was probably in the way in which they used parking spaces in the WUNA. The results demonstrate the difficulty of encouraging mode of travel changes and the adaptability of parking behavior to protect mode choice.

TABLE 5-12. PROGRAM EFFECTS ON 1984 MODE AND PARKING CHOICES
BY COMMUTERS WHO PARKED ON STREET IN 1983

<u>MODE CHOICE</u>	<u>U of O</u>	<u>SHGH</u>	<u>NCC</u>	<u>BLM</u>	<u>OTHER</u>	<u>TOTAL</u>
Drive Alone	94%	94%	100%	94%	97%	95%
Shared Ride*	1%	3%	-	-	2%	1%
Transit**	1%	-	-	-	-	1%
Bicycle/Walk	3%	1%	-	6%	1%	2%
Other	<u>1%</u>	<u>2%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1%</u>
Total	100%	100%	100%	100%	100%	100%

PARKING CHOICE

Unrestricted On-Street Spaces	48%	26%	-	74%	38%	41%
Restricted On-Street Spaces	40%	6%	-	12%	43%	27%
Private Parking Facility	4%	28%	-	-	14%	13%
Public Parking Facility	1%	35%	-	7%	1%	13%
Other	<u>7%</u>	<u>5%</u>	<u>-</u>	<u>7%</u>	<u>4%</u>	<u>6%</u>
Total	100%	100%	-	100%	100%	100%

* Carpool or vanpool
** Bus or private taxi

Source: Commuter survey, conducted in May 1984.

TABLE 5-13. COMPARISON OF CITY PROJECTIONS AND SURVEY RESULTS OF PROGRAM IMPACTS ON COMMUTER MODE AND PARKING CHOICES

<u>MODE CHOICE</u>	<u>CITY PROJECTIONS*</u>	<u>SURVEY RESULTS**</u>
Automobile	76%	95%
Other Modes***	<u>24%</u>	<u>5%</u>
Total	100%	100%
 <u>PARKING CHOICE</u> (Automobile Mode Only)		
On-Street Parking Spaces	34%	72%
Off-Street Parking Facilities	<u>66%</u>	<u>28%</u>
Total	100%	100%

* Eugene Public Works Department, memorandum on Appeal of West University On-Street Parking Program, November 16, 1983, p.A8.

** Commuter survey, conducted in May 1984.

*** Includes ridesharing, bus, taxi, walking, and bicycling.

Part of the reason for the lower usage of non-automobile modes and off-street parking facilities can be attributed to pre-implementation changes that reduced the size of the program area and the number of restricted parking spaces within the remaining program area.

The above results were largely verified by an independent telephone survey of 1,300 faculty, staff, and students of the University of Oregon, conducted between March 31 and April 13, 1984, by an independent research organization for Lane Transit District. This survey found that less than 1 percent of University of Oregon faculty and students switched from driving to riding the bus because of the WUNA parking program. Almost 2 percent of the students surveyed switched from driving to carpooling, walking, or bicycling to get to and from school following the implementation of the program. None of the faculty surveyed switched to any of these three travel alternatives.

According to this survey, of the students who were still driving to and from the University of Oregon campus after the parking program was initiated:

- o 39 percent had not changed their travel habits
- o 53 percent still drove, but with shorter durations
- o 4 percent parked elsewhere (outside program area or off-street)
- o 2 percent drove less
- o 1 percent moved their cars to avoid parking program restrictions
- o 1 percent used parking program permits

Of the faculty who were still driving to and from the University of Oregon campus after the parking program was initiated:

- o 88 percent had not changed their travel habits
- o 6 percent used parking program permits
- o 5 percent parked elsewhere (outside program area or off-street)
- o 1 percent drove less

Thus, faculty of the University of Oregon were more likely to use program parking permits than students. Students were more likely to alter their travel habits by shortening their parking duration, due to their more flexible schedules.

5.3.2 Commuting Pattern Change

A person's commuting pattern is composed of a number of interrelated travel decisions, including:

- o Trip frequency choice
- o Residential location choice

- o Trip destination choice
- o Mode choice
- o Route choice
- o Parking choices (type of space and location)

One objective of the commuter survey was to measure changes in commuting patterns since implementation of the program and to identify what factor(s) caused them. Specifically, the aim was to determine if program-related factors were altering the commuting patterns of the various groups parking in the WUNA. It was earlier established that mode choices were relatively unaffected by the program. Any change in commuting pattern, therefore, would be a function of the other travel decisions. Table 5-14 presents the results of this analysis, and stratifies the commuting pattern changes derived from the commuter survey by destination and trip purpose.

Overall, 28 percent of all commuters altered their commuting pattern in some way since implementation of the program. Changes in such factors as residential and/or workplace locations, weather, fuel cost, and transit service, were responsible for two-thirds of the changes in commuting patterns. Program-related factors were responsible for the remaining changes, with parking availability accounting for a somewhat higher proportion than parking cost.

With respect to destination, persons bound for Sacred Heart General Hospital and BLM altered their commuting pattern more than other groups. Program-related factors were responsible for approximately half of these changes. Parking availability was the primary program-related factor associated with the changes for both BLM commuters and Sacred Heart General Hospital commuters. Only a small percentage of persons bound for Northwest Christian College, however, altered their commuting patterns, all for non-program-related reasons.

With respect to trip purpose, a higher proportion of students have altered their commuting pattern than employees. For the University of Oregon, the percentage of students who altered their commuting pattern was likewise higher than that of employees. Parking availability accounted for a higher proportion of the changes than parking cost for both employees and students of the University.

Four general conclusions can be drawn from these specific findings:

- o Most commuters to the WUNA did not change their commuting pattern following program implementation.
- o Non-program factors were generally more influential in causing persons to change their commuting patterns to the WUNA.
- o Of the program-related factors, parking availability was more significant than parking cost in changing commuting patterns.

TABLE 5-14. PROGRAM EFFECTS ON COMMUTING PATTERNS

<u>Destination</u>	<u>Reason For Change</u>				<u>Total</u>
	<u>No Change</u>	<u>Parking Cost</u>	<u>Parking Availability</u>	<u>Other*</u>	
U of O	73%	2%	6%	19%	100%
SHGH	62%	9%	10%	19%	100%
NCC	92%	-	-	8%	100%
BLM	64%	6%	11%	19%	100%
Other	82%	2%	2%	14%	100%
Total	72%	4%	6%	18%	100%
<u>Trip Purpose</u>					
Employee	75%	4%	6%	15%	100%
Student	62%	3%	8%	27%	100%
<u>University of Oregon</u>					
Employee	83%	1%	4%	12%	100%
Student	62%	3%	8%	27%	100%

*Includes such reasons as changes in place of residence or employment, weather, fuel cost, or transit service.

Source: Commuter survey, conducted in May 1984.

- o For those influenced by program-related factors, changes in parking choices created most of the new commuting patterns.
- o Commuters most likely to be affected by program-related factors include employees of institutions or agencies that lack sufficient on-site parking of their own.

5.4 TRAFFIC FLOW

This subsection describes the effects of the parking program on traffic flow in the WUNA. Implementation of the parking program was expected to alter the traffic flow in the neighborhood in terms of both the total amount of traffic and the distribution of traffic between arterial streets and minor roads. To evaluate the effects of the program on traffic flow, pre- and post-implementation traffic-volume counts were conducted by the Eugene Traffic and Maintenance Division at selected locations in and outside the WUNA, and residents and commuters were surveyed to measure their perceptions of changes in traffic congestion. Because of problems associated with the traffic volume counts, conclusions are based on the perceptions of residents and commuters, and other persons familiar with the neighborhood.

The amount of traffic in the WUNA, as perceived by residents and commuters, did not change significantly after implementation of the program. Overall, the following traffic congestion changes were reported in the surveys:

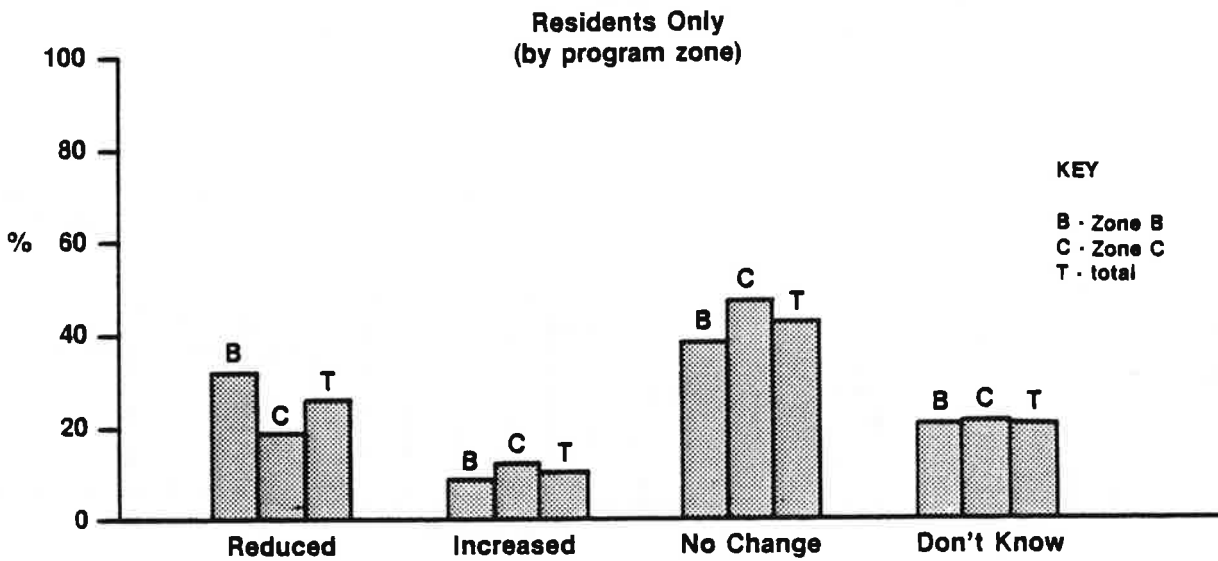
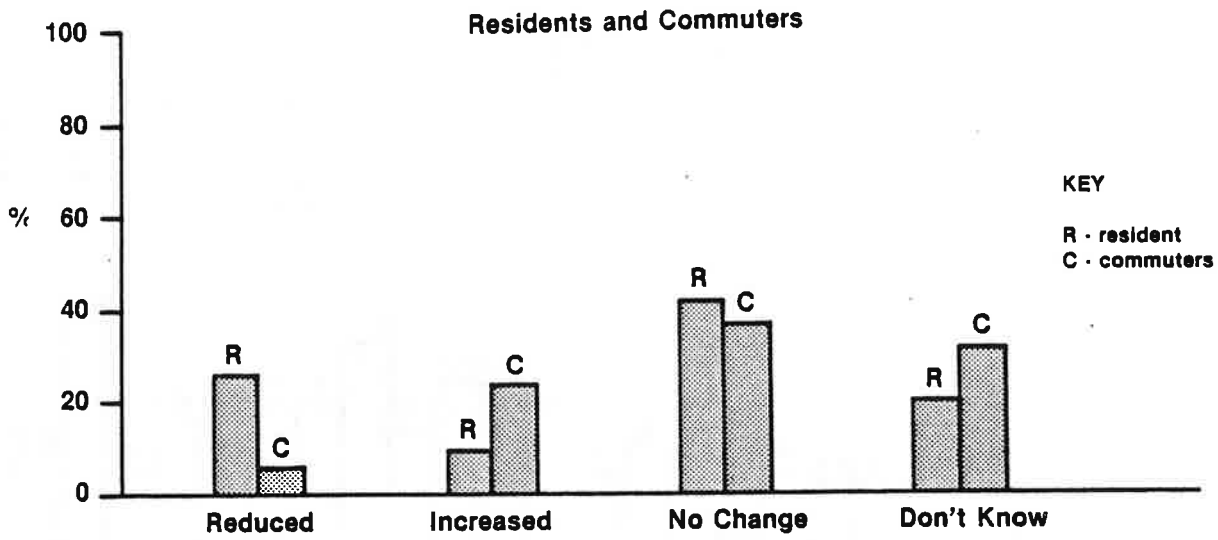
- o Most residents perceived that traffic congestion had not changed, although some indicated that it had decreased.
- o Most commuters perceived that traffic congestion had not changed, although some indicated that it had increased.

A summary of changes in traffic congestion derived from the resident and commuter surveys is displayed in Figure 5-5. The changes are stratified by type of parker, destination, and trip purpose.

Residents of Zone B, when compared with residents of Zones C or D, were more likely to perceive that traffic congestion had declined. This perception is attributed to the following Zone B characteristics:

- o Its predominately residential character and lack of proximity to the neighborhood's major activity centers
- o Its lack of on-street parking spaces for nonresidents
- o Its lack of major off-street parking facilities

These findings are consistent with the parking results presented earlier, which demonstrated that the number of cars parking on-street during the week in Zone B had declined significantly, while the number of cars parking on-street in Zones C and D had increased by a small amount.



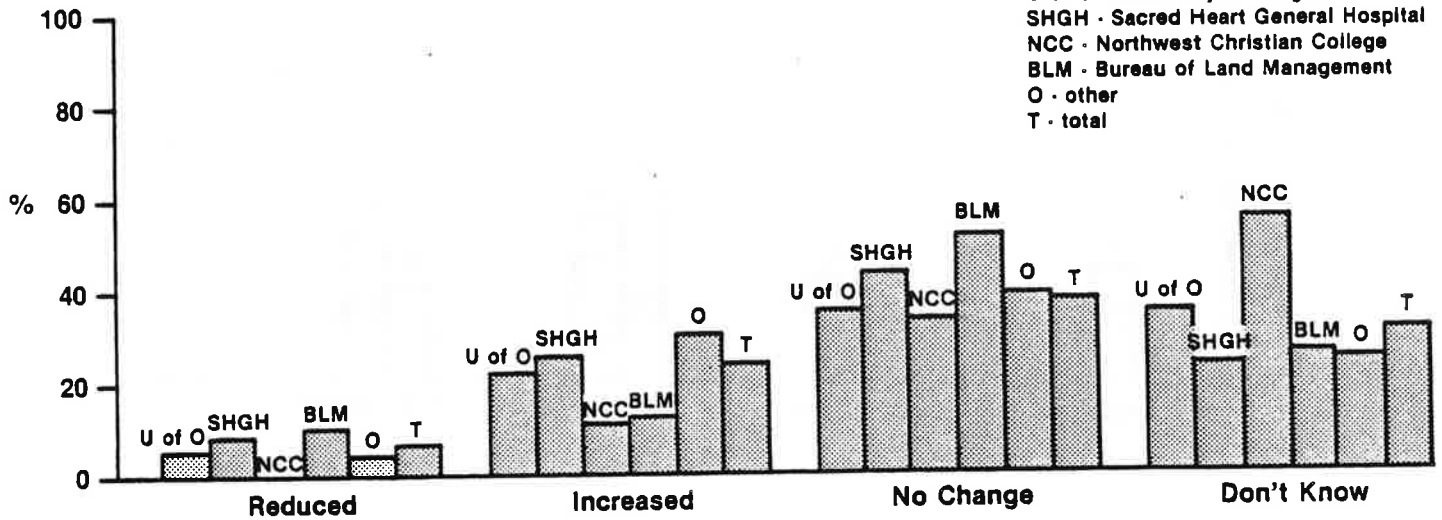
SOURCE: Resident and commuter surveys, conducted in May 1984.

FIGURE 5-5. PERCEIVED CHANGES IN TRAFFIC VOLUME IN THE PROGRAM AREA

**Commuters Only
(by destination)**

KEY

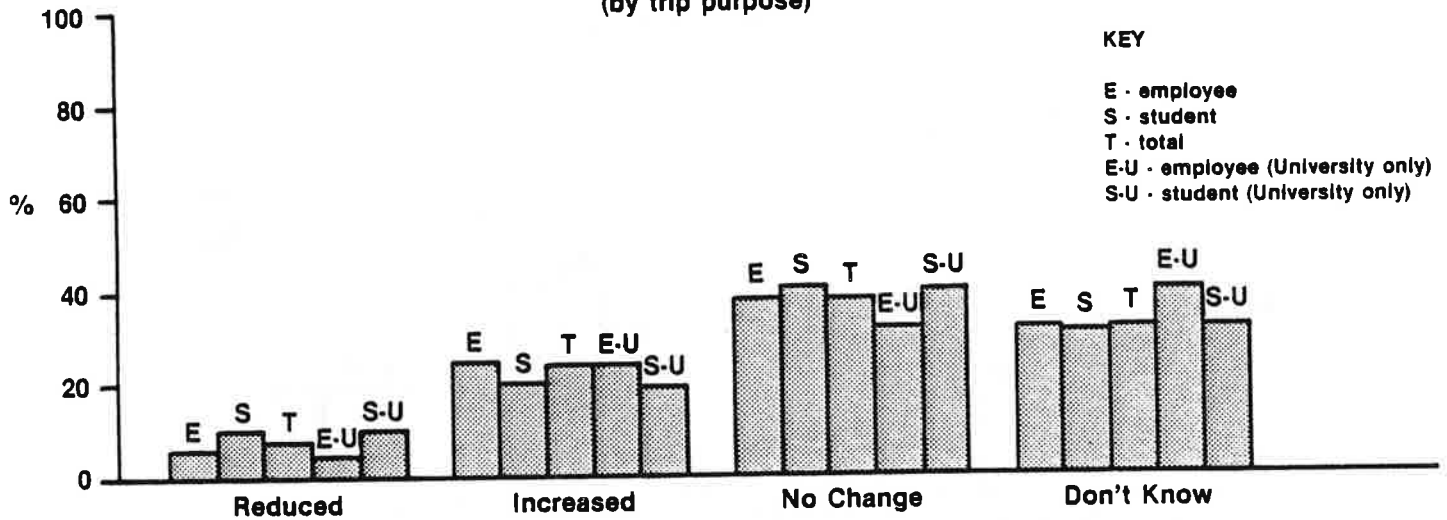
U of O - University of Oregon
 SHGH - Sacred Heart General Hospital
 NCC - Northwest Christian College
 BLM - Bureau of Land Management
 O - other
 T - total



**Commuters Only
(by trip purpose)**

KEY

E - employee
 S - student
 T - total
 E-U - employee (University only)
 S-U - student (University only)



SOURCE: Commuter survey, conducted in May 1984.

FIGURE 5-5. PERCEIVED CHANGES IN TRAFFIC VOLUME IN THE PROGRAM AREA (Continued)

The slight tendency for commuters to perceive that traffic congestion had increased is attributed to the following factors:

- o Commuters' tendency to park near the neighborhood's major activity centers;
- o The substantial reduction in on-street parking supply for nonresidents; and
- o The large shift of single-occupant vehicles to off-street parking facilities, particularly at the Sacred Heart General Hospital garage and the Physicians and Surgeons garage located on the northeastern edge of the program area, leading to greater congestion in the vicinity of these facilities.
- o Students, who formerly parked all day, making shorter but more frequent trips to the area to attend classes or visit university facilities within the two-hour parking limit.

5.5 COMMUNITY ACCEPTANCE

This section describes the overall community acceptance of the parking program with respect to four groups:

- o Residents
- o Commuters
- o Short-term, on-street parkers in the general business area
- o Business establishments and major employers

The attitudes of these groups toward the program were measured through the three impact and attitude surveys (resident, commuter, and windshield - copies of which are contained in Appendix E) as well as a series of interviews with local businesses and institutions (listed in Appendix F). The results from the analyses are divided into two subsections. The first subsection examines the attitudes of residents, commuters, and short-term parkers toward the program. The second subsection examines the attitudes of merchants and institutions in the toward the program.

5.5.1 Parker Attitudes

Each of the three surveys asked the respondents for suggestions for improving the traffic or parking situation in the WUNA. Responses were coded into three general categories:

- o Continue the program
- o Stop the program
- o Change the program

A summary of these responses is displayed in Figure 5-6, stratified by type of parker, destination, and trip purpose.

Overall, the following attitudes toward the program were reported:

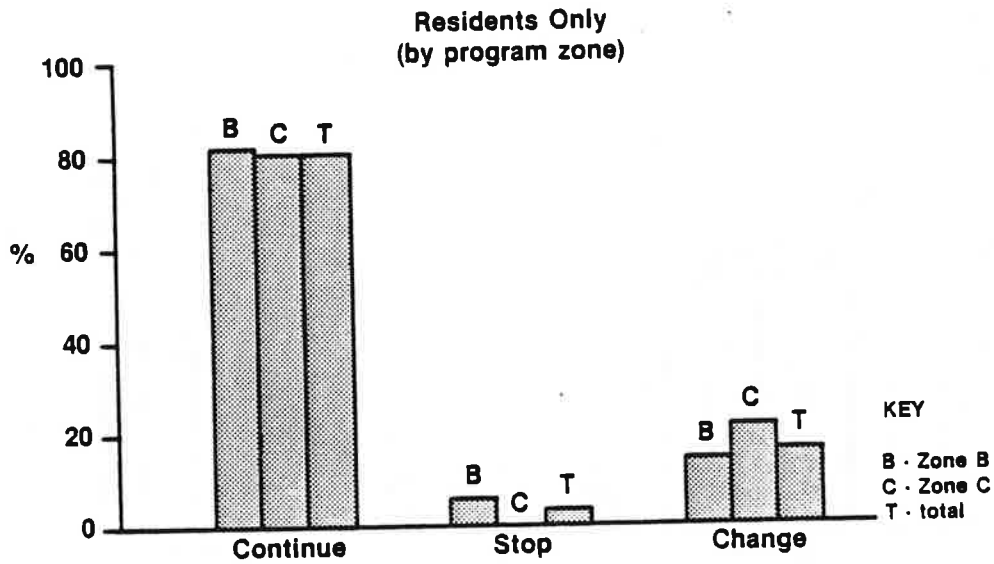
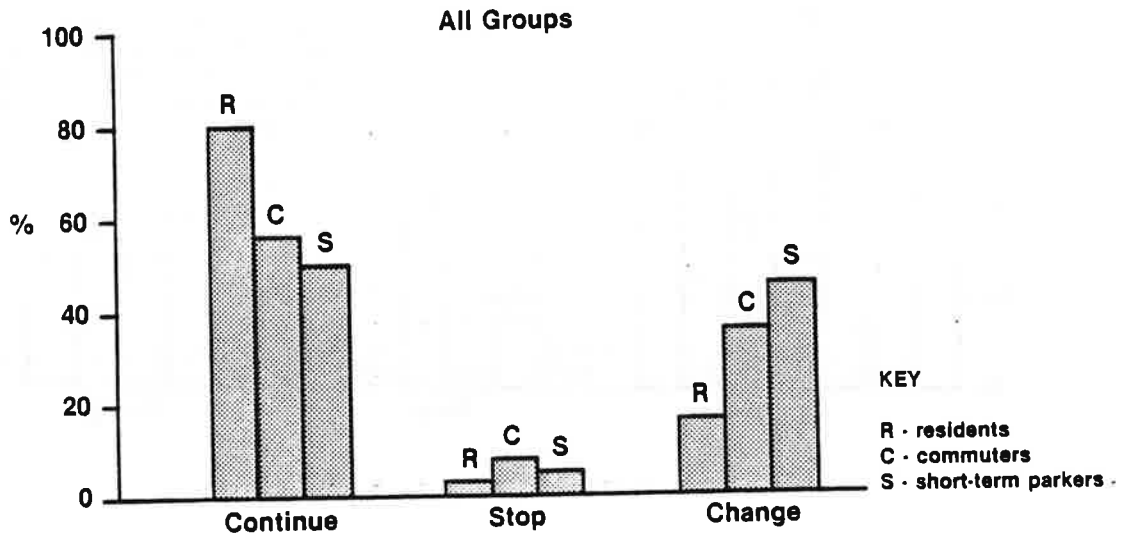
- o All three groups (residents, commuters, and short-term parkers) had at least a majority who favored continuing the parking program.
- o A much higher percentage of all three groups favored changing the program, rather than stopping it.
- o Most residents wanted the program to continue as it currently exists. This group had the highest proportion of respondents who wanted the program to continue.
- o Somewhat less than half of the commuters wanted the program to change or stop. This group had the highest proportion of respondents who wanted the program to stop, of which BLM employees represented the largest proportion.
- o About half the short-term, on-street parkers in the general business area wanted the program to change or stop. This group had the highest proportion of respondents who wanted the program to change.

For the resident group, the most frequent suggestions for improving the traffic and parking situation were:

- o A new parking structure or other parking facilities should be constructed in the area, particularly by the University of Oregon.
- o Enforcement of parking regulations should be eliminated on Saturdays.

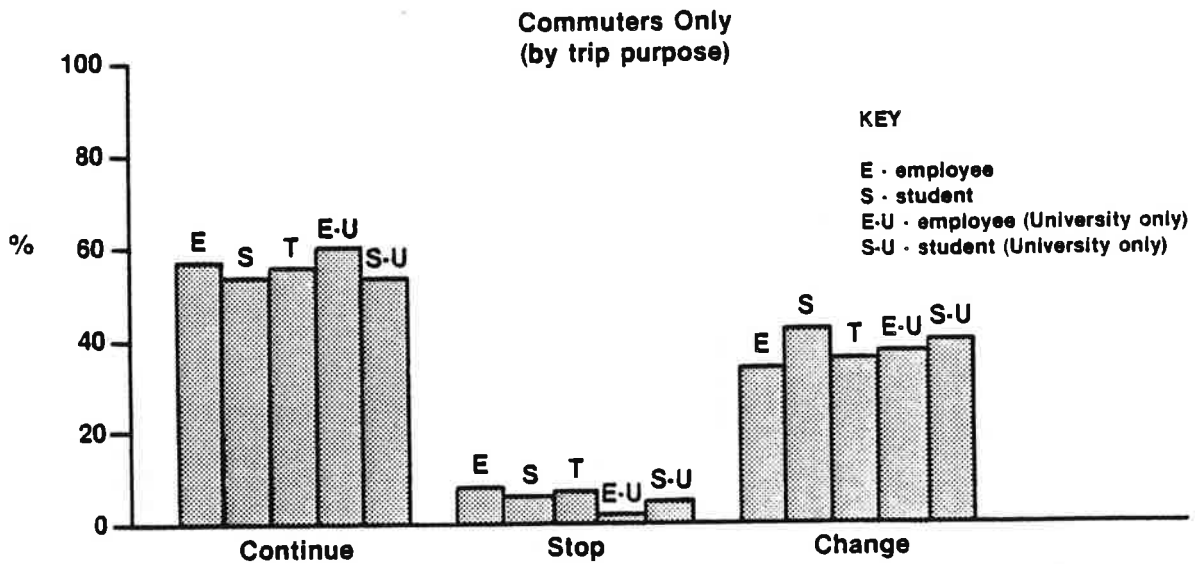
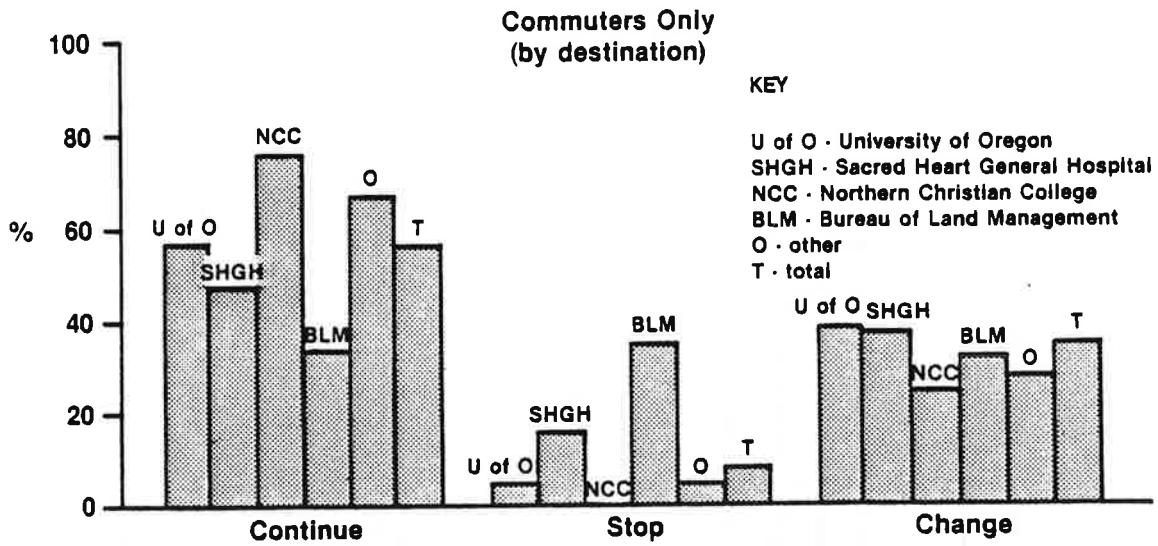
For the commuter group, the most frequent suggestions for improving the traffic and parking situation were:

- o A new parking structure or other new parking facilities should be constructed in the area, particularly by the University of Oregon and Sacred Heart General Hospital.
- o Support for alternative modes to driving alone should be increased.
- o Additional free parking spaces should be provided in the area, particularly near Sacred Heart General Hospital.
- o The cost of parking on- and off-street should be reduced.



SOURCE: Resident, commuter, and short-term parker surveys, conducted May 1984.

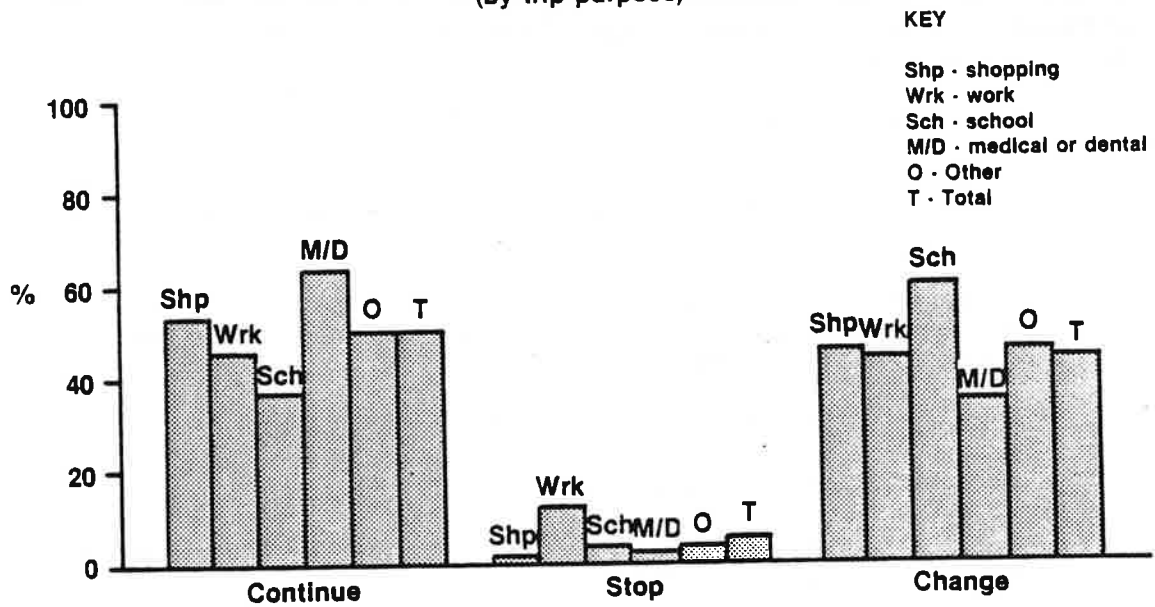
FIGURE 5-6. DISTRIBUTION OF COMMUNITY ATTITUDES TOWARD THE PARKING PROGRAM



SOURCE: Commuter survey, conducted in May 1984.

FIGURE 5-6. DISTRIBUTION OF COMMUNITY ATTITUDES TOWARD THE PARKING PROGRAM (Continued)

Short-Term Only
(by trip purpose)



SOURCE: Short-term parker survey, conducted in May 1984.

FIGURE 5-6. DISTRIBUTION OF COMMUNITY ATTITUDES TOWARD THE PARKING PROGRAM (Continued)

For the short-term, on-street parker group, the most frequent suggestions for improving the traffic and parking situation were:

- o A new parking structure or other parking facilities should be constructed in the area, particularly by the University of Oregon.
- o Additional short-term, on-street parking spaces should be provided in the general business area.
- o The cost of parking in the general business area should be reduced.

Between May 1984 and December 1984, a number of program modifications that addressed some of these suggestions were implemented. These program modifications included:

- o Cessation of program enforcement on Saturday
- o Creation of several free on-street carpool spaces and transfer of several on-street parking spaces from Zone C to D status near Sacred Heart General Hospital
- o Elimination of program enforcement after 4 p.m. for a significant number of on-street parking spaces near Sacred Heart General Hospital
- o Reduction of monthly commuter parking permit cost through a volume discount program aimed at high volume distributors of Zone D permits in the program area
- o Transfer of several on-street parking spaces from program zones to unrestricted status

In the fall of 1984, Sacred Heart General Hospital constructed two small off-street parking facilities for use by its employees and was considering constructing another multi-level parking garage nearby in the program area.

5.5.2 Business and Institution Attitudes

Interviews were conducted to determine the perceived effects of the program on businesses and major institutions in or adjacent to the program area, and the attitudes of these two groups toward the program. In particular, the interviews were designed to focus on three general issues:

- o Changes in on-street parking availability near the businesses and institutions
- o Changes in business activity as a direct result of the program
- o Attitudes toward the program and suggestions for improving the traffic and parking situation in the program area

Appendix F contains a list of the 23 businesses and institutions interviewed, a map showing their locations relative to the program area, and a copy of the interview guide (see Figures F-1 through F-3). Most of these businesses and institutions were located in the northeastern part of the program area, along both sides of 13th Avenue.

5.5.2.1 Businesses - Managers or owners of 19 businesses in the WUNA were interviewed. The businesses selected varied widely with respect to:

- o Type of business (retail, medical/dental, restaurant etc.)
- o Number and type of employees
- o Location of business
- o Availability of off-street parking for employees and customers
- o Type of parking available on-street in front of business (signed, metered)

A number of the businesses interviewed were located along 13th Avenue in the northeastern portion of the program area, and all the businesses were located along blocks that were outside the program zones, with signed or metered short-term on-street parking.

According to the interviews, implementation of the parking program in the WUNA did not, in general, significantly affect on-street parking availability in the vicinity of the businesses interviewed. Parking availability had long been a problem in this portion of the WUNA, which the program did not resolve. Some businesses acknowledged that on-street parking availability had improved in portions of the program area as a result of the program. However, the areas where this had occurred were believed to be too far away for their customers to find convenient parking. Many businesses observed that the parking program had not equally served all interests in the WUNA since only the residents' parking problems were perceived to have been resolved.

Because on-street parking availability neither increased nor decreased significantly in the WUNA retail area, business activity was not perceived to have even been affected by implementation of the program. However, several businesses voiced the concern that the program would decrease business activity due to customer confusion over parking regulations, and short-term parking space shortages caused by diverted nonresident commuters.

When asked their opinions regarding the future disposition of the WUNA parking program, most of the businesses interviewed suggested that additional changes in the program should be made. The most frequent change recommended by the businesses was that additional parking spaces should be supplied in the general business area, especially for customers, either by (1) building a new off-street parking facility and operating it under a policy similar to the downtown free parking program or (2) requiring Sacred

Heart General Hospital or the University of Oregon to build a new off-street parking facility. Other suggestions offered by the businesses to improve the parking and traffic situation in the neighborhood included:

- o Increasing the promotion of two-hour or less on-street parking for short-term parkers in the program area to reduce the confusion over the various on-street parking regulations
- o Increasing the enforcement of on-street parking regulations to increase parking availability near their establishments
- o Improving the residential parking permit validation process to reduce abuse of these permits by nonresident parkers

These comments were generally consistent with the results of the short-term parker survey. Several businesses indicated that the program should continue as is, while only one business wanted the program to stop. In general, those businesses that favored continuing the program had off-street parking facilities for their employees and customers and/or were sensitive to the residents' parking problems and needs.

5.5.2.2 Institutions - Administrative staff of the following four major employers in the WUNA were interviewed:

- o University of Oregon
- o Northwest Christian College
- o Bureau of Land Management
- o Sacred Heart General Hospital

Interview results revealed that the attitude of the two academic institutions toward the program differed significantly from the attitudes of the other two major employers.

The University of Oregon and Northwest Christian College reported that on-street parking availability near their facilities had not changed since implementation of the program. Both schools indicated that the program had not adversely affected their operations. However, the program had caused the University of Oregon to improve several off-street parking facilities on its campus. These improvements were intended to increase the attractiveness of its parking facilities, particularly student-oriented parking facilities. Finally, neither school suggested stopping the program, nor had they any specific suggestions for improving the current program.

The Bureau of Land Management and Sacred Heart General Hospital reported that on-street parking availability near their facilities had decreased significantly since implementation of the program. In addition, Sacred Heart General Hospital indicated that the program had adversely affected its operations. The decrease in on-street parking availability and the price of commuter parking permits had forced many hospital employees to switch from

on-street to off-street parking. The shift, in turn, had significantly reduced the amount of off-street parking space available in the hospital garage for patients and visitors. The hospital administrative staff perceived that the lack of convenient parking had slightly decreased the hospital's volume of business. With growing employee and public pressure to develop alternative parking options, the hospital applied considerable resources to analyze and develop alternative parking solutions for its employees, patients, and visitors.

Both institutions suggested that the program should be changed, as did the respondents to the commuter survey who work at these locations. The primary change mentioned was that the number of blocks included in the program should be reduced substantially to include only those blocks determined to be absolutely necessary to ensure parking availability to residents of WUNA. It was suggested that the remaining blocks be made available to commuters and short-term parkers. (This suggestion was also mentioned by two of the businesses interviewed.) Generally, the two institutions indicated that the program had not served all interests in the community equally. They perceived that the parking problems of the residents had been solved at the expense of the employees in the neighborhood.

6. PARKING PERMIT USE

This section describes the use of parking permits by persons residing in or traveling to the West University Neighborhood Area since implementation of WUNA parking program. Five types of parking permits are used in the WUNA including:

- o Zone B resident permits
- o Zone C resident permits
- o Zone D nonresident monthly commuter permits
- o Zone D nonresident daily commuter permits
- o Nonresident guest permits

Parking permit usage data was obtained from the resident and commuter surveys. Information on parking permit issuance and sales was obtained from the Development Assistance Center, the City agency now responsible for issuing and selling all program parking permits. The findings resulting from analyzing this information are discussed separately below.

6.1 PARKING PERMIT USAGE

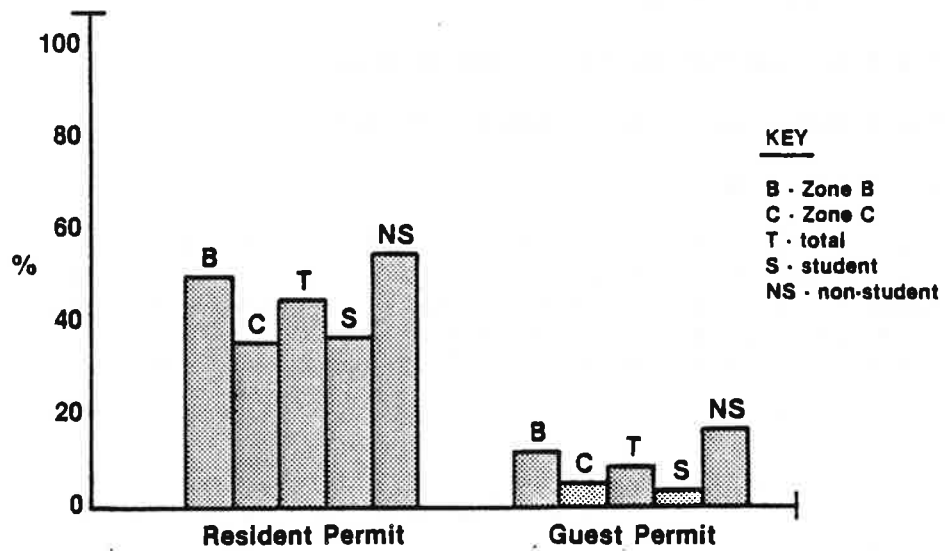
Parking permit usage was assessed for each of the five types of parking permits issued or sold. This assessment considered the following parking permit-related characteristics:

- o The percentage of commuters familiar with the parking permit system
- o The percentage of residents and commuters using each type of parking permit
- o The frequency with which each type of permit is acquired by resident and commuter users

6.1.1 Residents

Figure 6-1 shows the proportion of surveyed residents using the various types of parking permits. Somewhat less than half of all WUNA residents surveyed in May 1984, who regularly used a vehicle and parked at their residence, had a residential parking permit sticker. On a more disaggregate level, residential parking permit use was significantly higher in Zone B than in Zone C. In addition, residential parking permit use was significantly higher among non-students (owner-occupant or non-student renters) than students.

The use of residential parking permits was found to be closely related to the availability and use of off-street parking spaces or facilities



SOURCE: Resident survey, conducted in May 1984.

FIGURE 6-1. DISTRIBUTION OF RESIDENT AND GUEST PARKING PERMIT USE BY PROGRAM ZONE AND USER TYPE

(predominately private driveways or lots). The resident survey showed that residents were more likely to use residential parking permits if their use of or availability to off-street parking spaces was restricted.

According to the resident survey, about one-third of all residents surveyed in the WUNA predominately used off-street parking facilities. A higher percentage of Zone C and student residents used or had access to off-street parking facilities than Zone B or non-student residents. Therefore it is not surprising that Zone B and non-student residents were more likely to use residential parking permits.

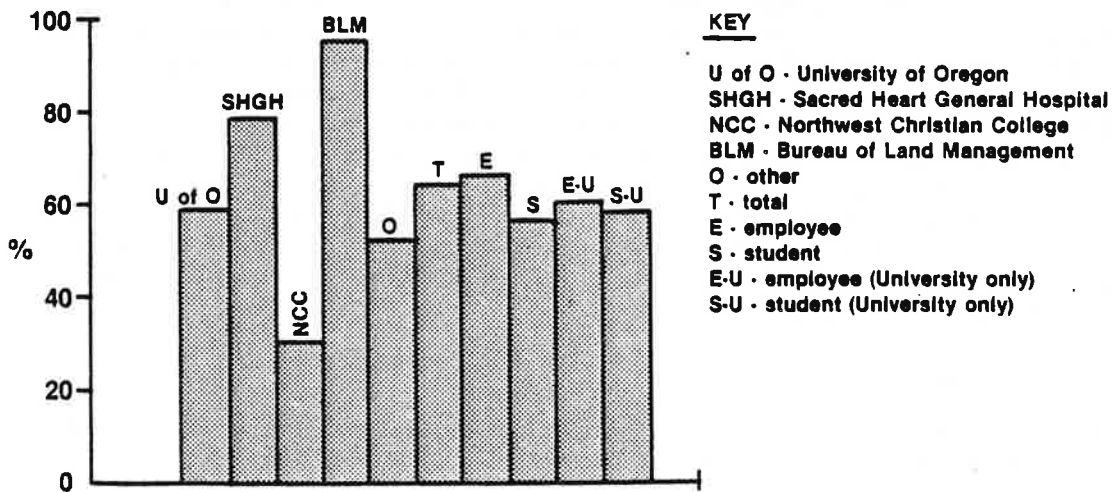
Of those residents who parked primarily off-street, only 10 percent had a residential parking permit, while 66 percent of those residents who parked on-street with varying degrees of frequency had a residential parking permit. Of those residents who parked mostly on-street, 90 percent had a residential parking permit.

Nonresident guest parking permits were used by only a small portion of WUNA residents surveyed, as shown in Figure 6-1. This low usage is appropriate in that guests typically do not need long-term parking during the day, while most are likely able to use off-street parking spaces available to their resident hosts. In the latter case, guests may park in available off-street spaces while their resident hosts park their permitted vehicles on-street. In other cases, guests may park illegally or move their vehicles at two-hour intervals if parking on-street. Based on resident survey results, it is estimated that the usage of guest parking permits amounted to an average of four times per month, or approximately once a week for those residents who requested guest parking permits.

6.1.2 Commuters

Figure 6-2 shows the proportion of commuters familiar with nonresident parking permits, according to the commuter survey. Almost two-thirds of all WUNA commuters surveyed in May 1984 were familiar with the monthly and daily on-street parking permits that were available to them. When compared with other commuters destined for the WUNA, substantially higher proportions of those bound for the BLM office and Sacred Heart General Hospital were familiar with the parking permit system. These commuters used on-street parking spaces in the WUNA for long-term parking, and they were aware of and concerned about the on-street parking supply and pricing changes introduced by the program. Northwest Christian College commuters, on the other hand, were relatively unfamiliar with the parking permit system. These commuters tended to park in an off-street facility operated by the college, and therefore had fewer reasons to investigate or to use available on-street parking options in the WUNA.

The difference in familiarity with the parking permit system between trip purposes was not nearly as large as that measured between destinations. In general, surveyed employees were slightly more aware of the parking permit system than were surveyed students. The slightly lower awareness level of the parking permit system by students may have been a function of the relatively high use of alternative modes to commute to school. (In 1984, 32 percent of all students who returned a survey reported that they either walked or used a bicycle.)



SOURCE: Commuter survey, conducted in May 1984.

FIGURE 6-2. COMMUTER FAMILIARITY WITH NONRESIDENT PARKING PERMIT SYSTEM BY DESTINATION AND TRIP PURPOSE

Nonresident monthly and daily commuter parking permits were reportedly used by only a very small percentage of commuters, according to Figure 6-3. This low permit usage is attributed to the large number of commuters who switched from on-street parking spaces to off-street facilities as available on-street parking was limited and made more costly. In addition, between November 1983 and May 1984, a substantial number of previously restricted parking spaces were transferred to "free" status, which could then be used by nonresident commuters without permits.

When compared with other commuters, a somewhat higher proportion of commuters destined for the BLM and Sacred Heart General Hospital used monthly commuter parking permits. This is attributed to the greater dependency of these commuters on on-street parking spaces. Employees used these permits somewhat more than students. Students tended to use alternative modes more regularly, commute to school less frequently, and park for shorter durations than typical commuters. For students and employees at the University of Oregon, monthly parking permit use was extremely low. This low usage is attributed to the availability of campus-provided parking for employees of the University and the flexibility of student parking requirements.

According to the commuter survey, commuters destined for Sacred Heart General Hospital reportedly used daily commuter parking permits more than did other commuters surveyed. Commuters destined for Northwest Christian College and the BLM did not use daily on-street parking permits. Northwest Christian College commuters did not use either monthly or daily on-street parking permits, since off-street parking was available at the college. BLM commuters preferred monthly parking permits to daily permits.

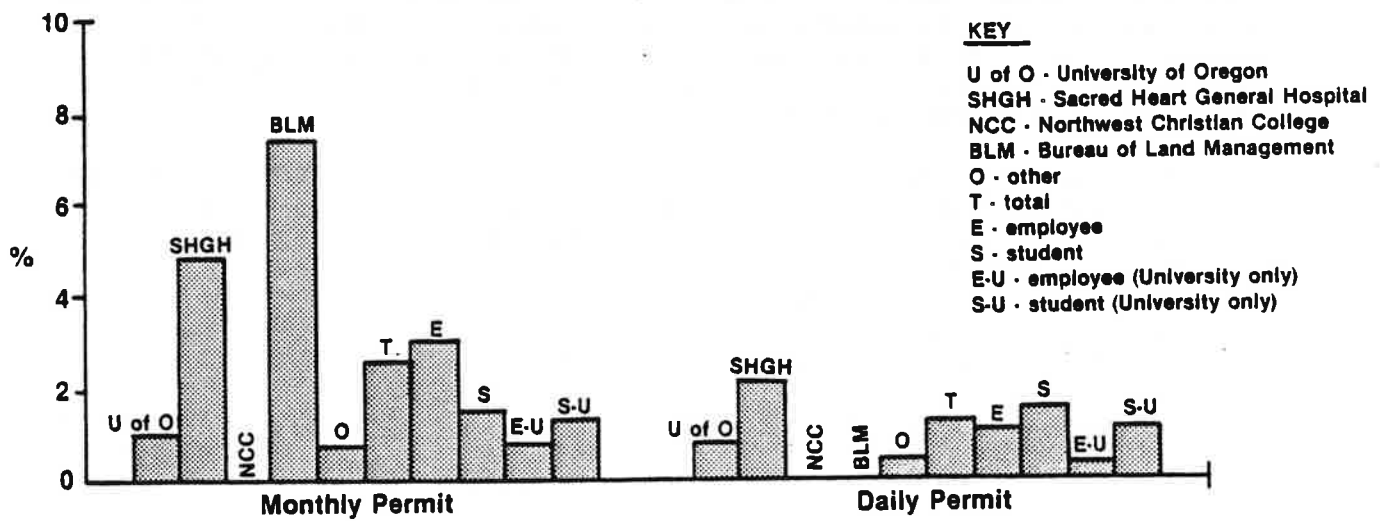
Little difference existed in reported daily parking permit use between students and employees. In general, only 1 percent of all employees and students surveyed used these short-term parking permits.

The frequency with which monthly and daily parking permits were used was measured in the commuter survey. Overall, commuters who used monthly parking permits purchased them almost every month (i.e., commuters used these parking permits on an average of almost three times in the first four months of the program, February through May 1984). In addition, commuters who used daily parking permits did so on an average of almost twelve times a month, or approximately three times a week.

6.2 PARKING PERMIT ISSUANCE AND SALES

Information on parking permit issuance and sales for the period September 1983 through December 1984 was obtained from the Development Assistance Center. These data were stratified by the following characteristics:

- o Type of permit
- o Month of issuance or sale
- o Program zone, if applicable



SOURCE: Commuter survey, conducted in May 1984.

FIGURE 6-3. DISTRIBUTION OF NONRESIDENT PARKING PERMIT USE BY DESTINATION AND TRIP PURPOSE

6.2.1 Residents

Between September 1983 and December 1984, WUNA residents were issued 806 free residential parking permits (see Table 6-1). Three-quarters of these parking permits were issued during three distinct two-month periods:

- o September and October 1983 (30 percent) - the time period when the program was originally scheduled to be implemented.
- o January and February 1984 (26 percent) - the time period when the program was actually implemented.
- o September and October 1984 (19 percent) - the time period when the fall semester began at the University of Oregon and new student residents moved into the program area.

Within the program area, the issuance of free residential parking permits was significantly higher in Zone B than in Zone C.

In addition to a free residential parking permit, residents were able to obtain additional permits for \$1 each. Sale of these additional parking permits represented another source of revenue for the program. Between September 1983 and December 1984, WUNA residents purchased 56 of these parking permits. Permit sale fluctuations for these additional parking permits, when compared on a month or zone basis, have mirrored those for free parking permits. Sales of these special parking permits were higher in Zone B than in Zone C.

As also reflected in the resident survey, use of guest parking permits by residents was fairly low. Between September 1983 and December 1984, guest parking permits issued in the WUNA totaled 318. Issuance of these parking permits was higher in Zone B than in Zone C.

6.2.2 Commuters

Between September 1983 and December 1984, a total of 450 monthly and 1,756 daily parking permits were sold to commuters bound for the WUNA (see Table 6-1). The sale of these parking permits represented another source of revenue for the program. Between February and December 1984, the average number of monthly parking permits sold per month was 41 and the average number of daily parking permits sold per month was 157, or approximately 8 per day. Hence, on a typical weekday in 1984 fewer than 50 commuters parked on-street with a commuter (Zone D) parking permit. This small total for parking permit sales is consistent with the low estimate of usage for nonresident parking permits reported in the commuter survey. In addition, the substantially higher number of commuters using monthly parking permits relative to daily parking permits is consistent with parking permit usage information reported in the commuter survey.

The actual number of daily and monthly Zone D parking permits sold during 1984 was far less than the number projected by the Parking Administration in its July 14, 1982, grant application to UMTA. This document estimated that

TABLE 6-1. PARKING PERMIT DISTRIBUTION AND SALES
BY PERMIT TYPE AND MONTH

Month	Commuter		Program Zone B			Program Zone C			Total Resident		
	Daily	Monthly	B	Guest	Paid*	C	Guest	Paid*	B/C	Guest	Paid*
September 1983	0	0	60	15	2	20	5	3	80	20	5
October	24	0	101	7	8	65	5	8	166	12	16
November	0	0	0	0	0	0	0	0	0	0	0
December	0	0	3	0	0	5	0	2	8	0	2
January 1984	0	0	81	20	10	59	3	2	140	23	12
February (Program Initiation)**	88	19	36	27	2	30	10	2	66	37	4
March	96	10	14	10	3	19	6	0	33	16	3
April	181	40	19	30	1	12	0	0	31	30	1
May	100	47	9	17	1	11	11	0	20	28	1
June	103	46	14	6	1	16	0	0	30	6	1
July	99	42	18	21	0	12	3	0	30	24	0
August	102	45	16	3	0	15	36	0	31	39	0
September	132	39	56	5	0	34	0	3	90	5	3
October	215	55	34	1	3	28	35	2	62	36	5
November	210	58	6	12	0	5	0	1	11	12	1
December	406	49	7	24	1	1	6	1	8	30	2
TOTAL	1,756	450	474	198	32	332	120	24	806	318	56

* Paid represents a \$1.00 fee for a permit replacement or 2nd vehicle permit.

** Enforcement of parking program restrictions begins.

Source: Eugene Paratransit and Parking Administration

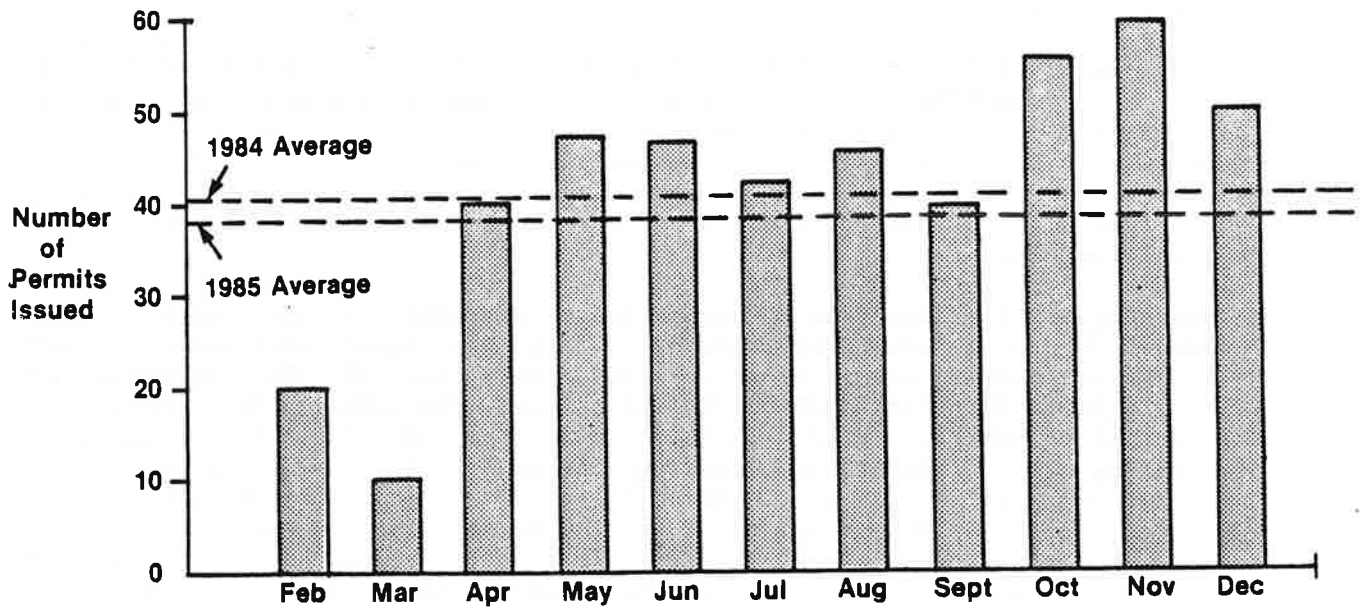
between 220 and 340 vehicles per day would use Zone D monthly parking permits, and between 140 and 220 vehicles per day would use Zone D daily parking permits. As indicated above, instead of the 360 to 560 Zone D permit users per day, the program attracted only 49 Zone D permit users per day. This shortfall reflects changes in program boundaries and policies which occurred during program development and implementation, as well as the degree to which nonresident commuters were able to adjust their travel and/or parking habits to avoid using the Zone D parking permits. It also had significant impacts on the program's revenue potential, as discussed in the next section.

A month-by-month examination of nonresident commuter parking permit sales produced three general observations, which are based on Figures 6-4 and 6-5. First, parking permit sales were relatively low at the beginning of the program, then increased until late spring/early summer. This pattern is attributed to parkers becoming familiar with the new parking regulations, evaluating their travel and parking options, and finally selecting an alternative. The significant increase in sales during April and December of 1984 for daily parking permits is attributed to purchases made by a private clinic in the neighborhood for use by its patients. Second, parking permit sales were fairly stable through the summer months as commuter parking and travel patterns became reestablished and student parking demand subsided. Third, at the end of the summer/beginning of the fall, parking permit sales once again increased. This increase resulted from the following four events:

- o The Parking Administration transferred several on-street parking spaces from Zone C to Zone D status. These parking spaces were located close to Sacred Heart General Hospital.
- o Sacred Heart General Hospital commuters were offered substantially reduced rates for monthly parking permits (\$10). This reduced parking rate resulted from a \$5 per permit subsidy provided by the hospital.
- o A private clinic in the neighborhood increased its purchases of both monthly and daily commuter parking permits. (This clinic represented the primary user of daily parking permits.)
- o Students at the University of Oregon returned to campus following summer recess, thereby increasing student parking needs.

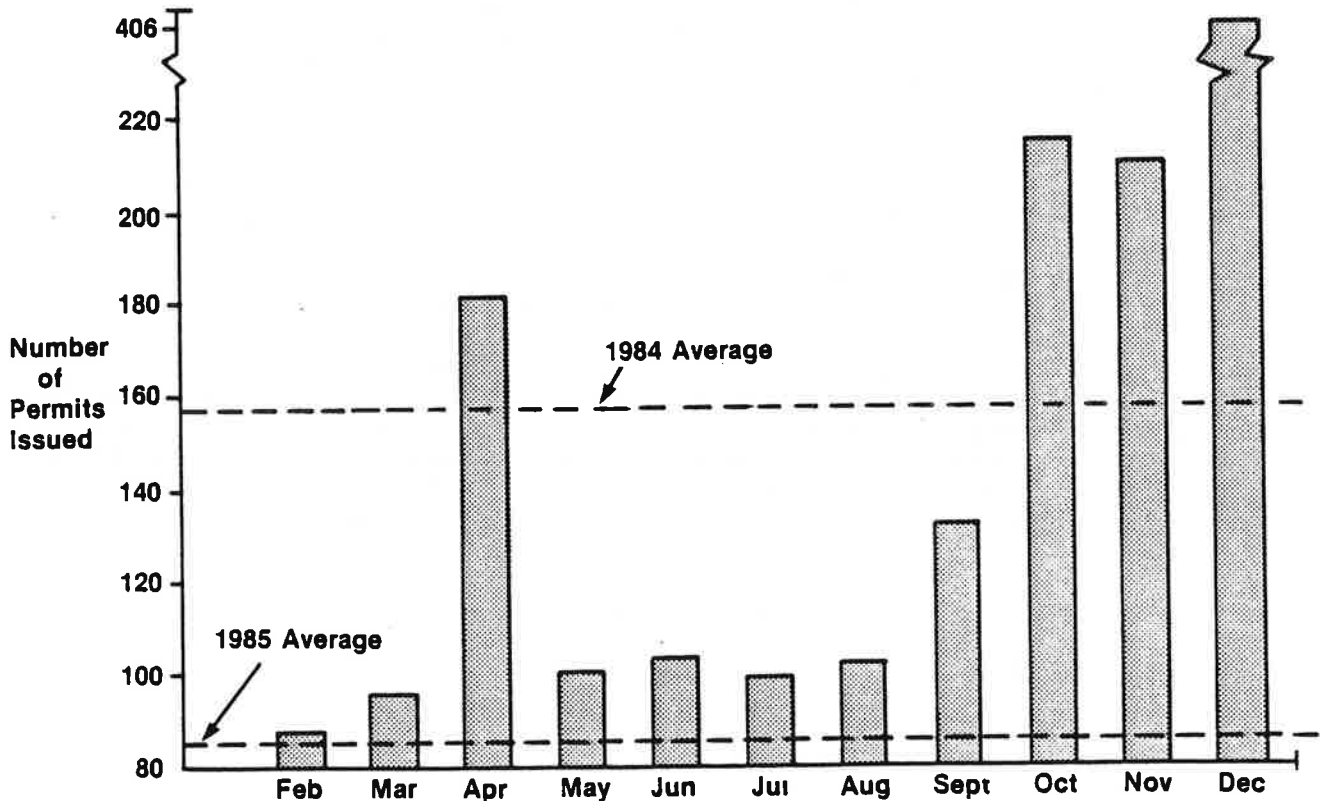
Monthly and daily commuter parking permits were sold by the Development Assistance Center, Sacred Heart General Hospital, and a small number of designated merchants in the neighborhood. Up until April 1984, the Parking Administration also sold these parking permits. The distribution of total monthly commuter parking permit sales among the different outlets was as follows:

- o Development Assistance Center/Parking Administration - 9 percent
- o Local WUNA market - 74 percent
- o Other private outlets - 17 percent



SOURCE: Eugene Parking and Paratransit Administration

FIGURE 6-4. COMMUTER MONTHLY PARKING PERMIT SALES BY MONTH - 1984



SOURCE: Eugene Parking and Paratransit Administration

FIGURE 6-5. COMMUTER DAILY PARKING PERMIT SALES BY MONTH - 1984

The distribution of total daily commuter parking permit sales among the different outlets was as follows:

- o Development Assistance Center/Parking Administration - 12 percent
- o Local WUNA Market - 85 percent
- o Other private outlets - 3 percent

The high percentage of daily parking permit sales recorded at the local WUNA market is attributed to a clinic that purchased large numbers of parking permits from the market outlet for its clients and volunteer staff. The influence of this clinic on parking permit sales has since been dramatically demonstrated. In May of 1985, this clinic significantly reduced its purchase of parking permits for its clients. As a result, the average monthly sales of daily and monthly parking permits between May 1985 and December 1985 dropped to 20 and 30, respectively. This compares to an average daily permit sales volume of 174 and an average monthly permit sales volume of 45 for the period beginning in February 1984 and ending in April 1985. The effect of this change on the monthly average number of commuter parking permits (monthly and daily permits) sold in the program area in 1984 and 1985 is illustrated in Figures 6-4 and 6-5.

7. PROGRAM COSTS AND REVENUES

This section describes the actual and expected costs and revenues associated with planning, implementing, evaluating and operating the WUNA parking program. The first subsection describes the nature and amount of the various categories of costs incurred for the program. The next subsection discusses the nature and extent of the various categories of revenues earned by the program. Each of these subsections also describes the estimates of program costs and revenues expected for future years, after the demonstration period is ended. The third subsection compares the costs and revenues of the program in order to assess the financial viability of the program. The fourth subsection compares the program budget contained in the demonstration grant application with the actual and expected costs and revenues of the program, and discusses the various reasons for the observed differences.

7.1 PROGRAM COSTS

The costs of the WUNA parking program have been disaggregated in two ways. First, they were broken down into four distinct categories: capital costs, planning and start-up costs, evaluation costs, and operating costs. Second, they were broken down according to project element and expense type. Table 7-1 presents a complete listing of all program costs for these various categories, as well as the projected annual costs for the program following the demonstration period.

7.1.1 Capital Costs

Program capital costs included all physical items that were purchased and used for the program:

- o Parking signs and posts
- o Traffic signs and posts
- o Microcomputer, manuals, software, and diskettes
- o Centralized parking meters

These costs, which were incurred during program development, amounted to \$39,163 or 23 percent of the program's total expenses through 1984.

Program capital costs are considered one-time expenses, which are expected to occur only at the beginning of the program or only when the capital items are required by the program at infrequent intervals. The capital costs have been converted into annualized costs to the program (assuming a 10-year economic life, 5 percent discount rate, and no salvage value, resulting in a capital recovery factor equal to 0.1295), as shown at the bottom of Table 7-1.

TABLE 7-1. PROGRAM EXPENSES
(1984 Dollars)

<u>Item</u>	<u>Capital</u>	<u>Planning & Start-Up</u>	<u>Evaluation</u>	<u>1984 Operating</u>	<u>Future Year Operating *</u>	
1. Program Design						
a. Salaries and Benefits	-	\$ 4,710	-	-	-	
b. Printing and Binding	-	17	-	-	-	
c. Travel and Subsistence	-	36	-	-	-	
d. Office Supplies	-	32	-	-	-	
e. Contractual Services	-	1,767	-	-	-	
Subtotal	-	\$ 6,542	-	-	-	
2. Program Operations						
a. Salaries and Benefits	-	\$23,232	-	\$18,417	\$ 8,460	
b. Printing and Binding	-	1,185	-	2,263	1,620	
c. Postage and Delivery	-	1,204	-	207	180	
d. Telephone	-	628	-	1,081	-	
e. Travel and Subsistence	-	-	-	736	-	
f. Office Supplies	-	817	-	358	120	
g. Professional Services	-	2,496	-	3,275	-	
h. Contractual Services	-	794	-	634	-	
i. Miscellaneous	-	-	-	941	900	
Subtotal	-	\$30,356	-	\$27,912	\$11,280	
3. Program Enforcement						
a. Salaries and Benefits	-	-	-	\$17,126	\$16,200	
b. Equipment	-	-	-	3,213	2,400	
Subtotal	-	-	-	\$20,339	\$18,600	
4. Permits						
a. Printing and Binding - Residential Permits	-	\$ 1,993	-	\$ 923	500	
b. Printing and Binding - Commuter Permits	-	1,518	-	259	100	
Subtotal	-	\$ 3,511	-	\$ 1,182	\$600	
5. Signing						
a. Parking Signs	\$15,790	-	-	-	-	
b. Traffic Signs	260	-	-	-	-	
Subtotal	\$16,050	-	-	-	-	
6. Computerized Equipment						
a. Microcomputer	\$ 8,923	-	-	1,002	420	
b. Centralized Parking Meters	14,190	-	-	-	300	
Subtotal	\$23,113	-	-	\$ 1,002	\$ 720	
7. Program Evaluation						
a. Salaries and Benefits	-	-	\$12,137	-	-	
b. Printing and Binding	-	-	2,007	-	-	
c. Postage and Delivery	-	-	2,180	-	-	
d. Travel and Subsistence	-	-	23	-	-	
e. Office Supplies	-	-	275	-	-	
f. Professional Services	-	-	13,128	-	-	
g. Contractual Services	-	-	11,115	-	-	
Subtotal	-	-	\$40,865	-	-	
TOTAL	\$39,163	\$40,409	\$40,865	\$50,435	\$31,200	
Annualized Cost, 1984	\$5,072	\$5,233	-	\$50,435	-	Total
Annualized Cost, Future Year	\$5,072	\$5,233	-	-	\$31,200	\$60,740
						\$41,505

* Preliminary Estimates

Source: Eugene Public Works Department - Transportation Division

7.1.2 Planning and Start-Up Costs

Program planning and start-up costs included all operating expenses that were incurred before January 1984, when the program was first implemented. These costs included all labor, material, overhead, and outside contract expenses associated with:

- o Program design
- o Program operations development
- o Permit development

These costs amounted to \$40,409 or 24 percent of the program's total expenses through 1984.

Planning and start-up costs are considered one-time expenses. They are expected to occur only once at the beginning of the program or only when major changes are made to the program at infrequent intervals. They have been converted to annualized costs to the program (assuming a 10-year program life and a 5 percent discount rate, resulting in a capital recovery factor equal to 0.1295), as shown at the bottom of Table 7-1, so that they may be considered in the assessment of program revenue coverage of overall program costs.

The planning and start-up costs of the program were made higher by the postponement of the program during the fall of 1983. As a result, increased staff time was expended to reconcile remaining pre-implementation program obstacles, several of the parking signs had to be relocated, and certain of the Zone D monthly permits had to be discarded.

7.1.3 Evaluation Costs

The costs to the City of evaluating the WUNA parking program included all operating expenses that were incurred by the City and its data collection and evaluation subcontractors for documenting the development, implementation, and operation of the program; collecting data on the various program impacts; and assembling this information into a usable form for processing and analysis by the evaluation contractor.

Evaluation expenses included the labor costs of City staff engaged in various evaluation functions, such as:

- o Program documentation
- o Parking and traffic counts
- o Survey development and processing
- o Coordination with evaluation contractor

Other evaluation costs included the costs of:

- o Survey printing and postage

- o Contractual services for developing parking utilization counts (part-time labor pool)
- o Contractual services for conducting, coding, keypunching, and editing the resident, commuter, and windshield surveys (Green/Associates Advertising, Inc.)
- o Professional services for coordinating the program survey efforts and assembling the overall program log book and other program documentation (Mr. Marshall Landman)

The program evaluation costs were incurred during both the development and the implementation phases of the program. They amounted to \$40,865 or 24 percent of the program's total expenses through 1984. The most significant evaluation costs were for outside professional services, which amounted to \$24,243 or about 60 percent of total evaluation costs.

Program evaluation costs are considered one-time expenses and a unique element of the TSC/UMTA demonstration process. While good program management requires careful monitoring and reassessment at regular intervals, the level of effort associated with evaluating an SMD project is typically much greater than most local sponsors would perform on their own. Since the benefits of such evaluations are expected to extend far beyond the sponsor to other communities, evaluation costs are not attributed to the local program, and are therefore not annualized for addition to the operating costs.

7.1.4 1984 Operating Costs

The operating costs are costs that are expected to recur annually if the program continues at the same level. Operating costs include all operating expenses incurred between the time the program was finally implemented, January 1984, until the end of its first year of operation, December 1984. These included all labor, material, overhead, and outside contract expenses associated with the following program functions:

- o Program operations
- o Program enforcement
- o Permit printing and distribution
- o Microcomputer programming and utilization

These costs amounted to \$50,435 or 29 percent of the program's total expenses through 1984.

Significant staff efforts were devoted by the Parking Administration to responding to citizen, business, and institution questions, complaints, and suggestions, as well as developing and implementing numerous program modifications which resulted from these comments. Development Assistance Center staff sold and processed the various permits associated with the

program. Finally, the Parking Administration's enforcement unit expanded its coverage of the program area to ensure that program violators were properly dealt with.

Labor-related operating expenses were calculated by allocating the amount of time each person or group of persons in a given organization or job category spent performing duties associated with the program by functional area. This calculation involved applying the allocated hours to the salaries per person, and then adding fringe benefits.

The major material expenses incurred during program operations including the printing costs for program information brochures (WUNA Parker's Guidebook), resident and guest parking permits, monthly and daily nonresident parking permits, and office supplies.

Another major program operating expense was for outside professional services. This primarily represented the efforts by Mr. Marshall Landman to help the City understand and respond to local community concerns raised about the program. These efforts were in addition to his contributions to the evaluation phase of the program.

Other program operating expenses included the costs of postage, telephone, and travel. No other charges, such as general overhead, utilities, or building occupancy costs were assigned to the program by the Parking Administration, since it was assumed that these would be incurred even if the program was not in effect. As such, only avoidable operating expenses were attributed to the program by Parking Administration.

When the annualized capital and planning and start-up costs are added to the operating costs for 1984, the total City costs attributed to the program (not including evaluation costs) amount to \$60,740.

7.1.5 Future Year Operating Costs

Table 7-1 also includes estimates of what the ongoing program operating costs are expected to be once the demonstration period ends, based on Parking Administration projections. These projections assume installation of the two centralized parking meters and no major program changes. As indicated, these costs are expected to total \$31,200 per year, in 1984 dollars. This represents 62 percent of the operating expenses incurred during 1984, and 18 percent of all program costs incurred through December 1984. The largest cost component is expected to be program enforcement, which represents 58 percent of the total.

The lower program operating costs projected for future years reflect the smaller level of effort that the Parking Administration believes will be needed to monitor and control the program. The Parking Administration expects that future program activities will be limited to permit distribution and program enforcement. The first year of the program required significant amounts of the Program Coordinators' time plus significant professional and contract services. Only a quarter of the Program Coordinator's time is expected to be devoted to the WUNA parking program in future years, with no significant professional services anticipated.

7.2 PROGRAM REVENUES

There are four sources of revenues for the WUNA parking program. These include:

- o Incremental proceeds from parking citations issued in the program area
- o Proceeds from the sale of Zone D monthly parking permits to area businesses, institutions, and individuals
- o Proceeds from the sale of Zone D daily parking permits to area businesses, institutions, and individuals
- o Proceeds from the two centralized parking meters
- o Proceeds from residential permit replacement and 2nd vehicle permit fees

Table 7-2 displays the actual revenues earned by the program during 1984, as well as the estimated revenue for future years once the program is fully operational.

7.2.1 Citation Revenues

Program-related parking citations represented an important revenue source for the program. During 1984, \$11,831 in citation revenues was attributed to the program, or \$1,075 per month (see Figure 7-1). This represents citation revenue earned over the 11-month period from February to December 1984, over and above the \$690 per month amount that was determined to be the before-program citation income earned by the City from the program area. Citation revenues accounted for 56 percent of all program revenues in 1984. The City's collection rate averaged 70 percent for parking violations in the program area during 1984. The average program-related parking citation amounted to \$2.50 per fine.

Citation revenues are projected to increase to \$18,000 annually once the program is past the demonstration period.

The high level of citation revenues can be attributed in part to increased area enforcement efforts and to the relatively low level of parking fines. As most parking program offenses receive only a \$2.00 fine, commuters may be more willing to risk receiving a parking citation than to buy a \$1.50 daily Zone D permit, with no guarantee of finding a Zone D parking space, or parking off-street in a public lot or garage that may already be full. Thus, although parking citations represent an important revenue source for the WUNA parking program, they may also be undermining the program by enabling nonresidents to violate the program's parking restrictions without significant penalty.

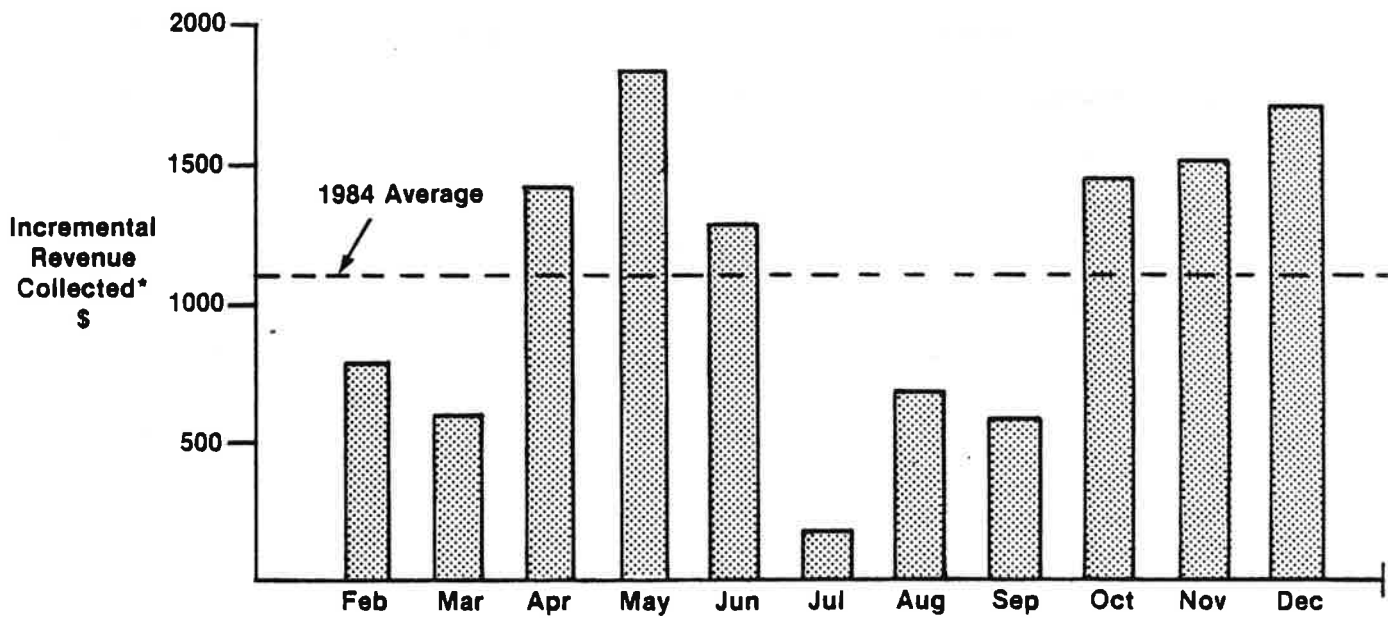
TABLE 7-2. PROGRAM REVENUES
(1984 Dollars)

<u>Item</u>	Actual 1984 <u>Revenues*</u>	Future Year <u>Revenues**</u>
1. Allocated Citation Revenue	\$11,831	\$18,000
2. Permit Sales		
a. Monthly Permits	\$ 6,967	\$ 5,400
b. Daily Permits	<u>2,333</u>	<u>1,800</u>
Subtotal	\$ 9,300	\$ 7,200
3. Centralized Parking Meters	-	\$ 6,000
TOTAL	\$21,131	\$31,200

* Reflects data for February - December 1984

** Preliminary Estimates

Source: Eugene Public Works Department - Transportation Division



* The incremental parking citation revenue attributed to the program was estimated by subtracting the average parking citation revenue collected over a 6-month period prior to implementation (\$690) from the total amount collected after implementation for each month.

SOURCE: Eugene Public Works Department - Transportation Division

FIGURE 7-1. INCREMENTAL PARKING CITATION REVENUES COLLECTED FROM THE PROGRAM AREA BY MONTH-1984

7.2.2 Permit Revenues

Figure 7-2 illustrates the monthly revenues received by the Parking Administration from the combined sales of Zone D monthly and daily parking permits. The sale of Zone D monthly and daily parking permits generated \$6,967 and \$2,333 respectively in program revenues during 1984. As with the citation revenues for 1984, this represented proceeds from the sale of permits during the months of February to December 1984. Permit revenues reflect the amount received by the City that is based on the wholesale price of the permits. This amount ranges from \$15 to \$17.50 per monthly permit and \$1.35 to \$1.50 per daily permit, depending on which organization is selling the permits and what the monthly volume of sales of that organization is.

The City projects that annual permit revenues will decrease to \$7,200 after the demonstration period ends. This decrease will result from more unrestricted off-street parking spaces being made available to nonresident commuters. Ridesharing and non-automobile travel modes are also expected to become more highly utilized by commuters destined for the WUNA.

7.2.3 Centralized Parking Meter Revenues

The centralized parking meters were not installed until July 1985. Therefore, no revenues were attributed to the parking program from this source. However, the two centralized parking meters are expected to generate about \$6,000 per year. This projection is based on estimates of the Parking Administration regarding the rate structure and use of the two meters. Since the centralized parking meters were installed where no parking meters previously existed, their total revenues are being attributed to the program.

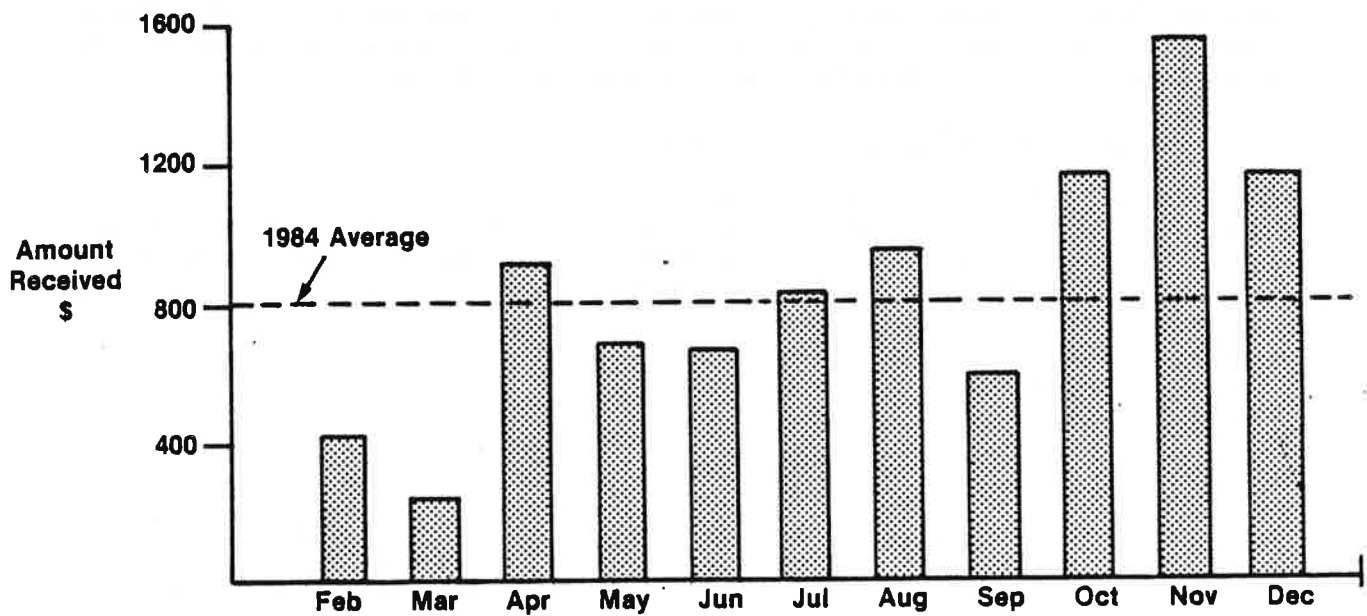
7.3 PROGRAM COST AND REVENUE SUMMARY

Table 7-3 presents a summary of the program costs and revenues for 1984 and future years beyond the demonstration period. The revenue figures for 1984 shown in Table 7-3 are based on actual program revenues for the period February-December 1984, annualized to a full 12-month time frame. In 1984, annualized program revenues of \$23,052 covered 46 percent of the program operating costs of \$50,435. If the annualized capital and planning and start-up costs are added, annualized program revenues cover almost 38 percent of the program's 1984 costs (\$60,740). The result is a total deficit of \$39,609.

In future years, the WUNA parking program is expected to generate enough operating revenues to cover operating expenses. If the annualized capital and planning start-up costs are included, however, an annual deficit of \$10,305 results.

7.4 COMPARISON OF BUDGETED AND ACTUAL PROGRAM COSTS AND REVENUES

The total program costs through December 1984, as listed in Table 7-4, are significantly lower than the costs originally budgeted for the program in



SOURCE: Eugene Public Works Department - Transportation Division

FIGURE 7-2. COMMUTER MONTHLY AND DAILY PARKING PERMIT SALES REVENUES BY MONTH - 1984

TABLE 7-3. PROGRAM COSTS AND REVENUES SUMMARY
(1984 Dollars)

<u>Item</u>	<u>1984</u>		<u>Future Years**</u>	
	<u>Amount</u>	<u>%</u>	<u>Amount</u>	<u>%</u>
1. Operating Costs				
a. Program Operations	\$27,912	56%	\$11,280	36%
b. Program Enforcement	20,339	40%	18,600	60%
c. Permits	1,182	2%	600	2%
d. Computerized Equipment	<u>1,002</u>	<u>2%</u>	<u>720</u>	<u>2%</u>
Subtotal	\$50,435	100%	\$31,200	100%
2. Operating Revenues*				
a. Program Enforcement	\$12,907	56%	\$18,000	58%
b. Permits	10,145	44%	7,200	23%
c. Computerized Equipment	<u>-</u>	<u>0%</u>	<u>6,000</u>	<u>19%</u>
Subtotal	\$23,052	100%	\$31,200	100%
3. Operating Surplus (Subsidy) [2-1]	(\$27,383)	-	\$ 0	-
4. Annualized Costs				
a. Capital	\$ 5,072	49%	\$5,072	49%
b. Planning and Start-Up	<u>5,233</u>	<u>51%</u>	<u>5,233</u>	<u>51%</u>
Subtotal	\$10,305	100%	\$10,305	100%
5. Total Surplus (Subsidy) [3-4]	(\$37,688)	-	(\$10,305)	-
6. Evaluation Costs	\$40,865	-	-	-

* 1984 Revenues Annualized to 12 months

** Preliminary Estimates

Source: Eugene Public Works Department - Transportation Division

TABLE 7-4. COMPARISON OF BUDGETED AND ACTUAL PROGRAM COSTS AND REVENUES (1984 Dollars)

Item	Budgeted ¹		Actual ²	
	Demonstration Period	Post-Demonstration Period	1984	Post-Demonstration Period
1. Annual Program Costs				
a. Capital (initial year only)	\$129,400	-	\$ 39,163	-
b. Evaluation	40,000	-	40,865	-
c. Operating	175,830	\$125,000	90,844*	\$31,200
Subtotal	\$345,130	\$125,000	\$170,872	\$31,200
2. Annual Program Revenues**				
a. Citations	\$ 16,800	\$ 16,800	\$ 12,907	\$18,000
b. Monthly Zone D Permits	60,480	60,480	7,600	5,400
c. Daily Zone D Permits	71,280	71,280	2,545	1,800
d. Centralized Parking Meters	14,784	14,784	-	6,000
Subtotal	\$163,344	\$163,344	\$ 23,052	\$31,200
3. Annual Operating Surplus (Subsidy)	(\$ 12,486)	\$ 38,344	(\$ 27,383)	\$ 0
4. Annual Total Surplus (Subsidy)***	(\$ 33,578)	\$ 17,252	(\$ 37,688)	(\$10,305)

* Consists of \$40,409 in planning and start-up costs and \$50,435 in operating costs.
 ** 1984 revenues annualized to 12 months.
 *** Includes annualized capital and planning and start-up costs.

Sources:

1 West University Neighborhood Parking Pricing Demonstration Program Grant Application, July 14, 1982, pp. 1 through 10.

2 Eugene Public Works Department - Transportation Division, June 21, 1985.

the City's grant application submitted to UMTA on July 14, 1982. The City's grant application originally projected \$139,400 in one-time capital and advertising costs, plus \$205,830 in operating and evaluation costs for each of the two years of the demonstration period. These costs amount to \$551,060 for the 2-year demonstration entire program, of which UMTA would contribute \$293,260, or 53 percent of the total. The grant application also projected annual operating expenses of \$125,000 once the demonstration period ended.

Instead of spending \$345,230 in the first year of the program demonstration period, as projected by the City's grant application, the City spent only \$170,872, or 49 percent. This is due to:

- o lower expenditures for microcomputer software for citation, permit, and meter processing
- o lower signing expenses
- o lower expenditures for parking enforcement vehicles and portable microcomputers
- o lower Parking Administration staff efforts

The grant application projected continuing annual operating expenses of \$125,000. Because of lower anticipated Parking Administration staff involvement in monitoring and controlling the program and the low level of Zone D daily parking permit usage by WUNA commuters, the Parking Administration estimates that these costs will be a quarter of their original estimates, or \$31,200 per year.

The City's grant application to UMTA projected \$163,344 in revenues for the program, which is the average of a low revenue estimate of \$134,544 and a high revenue estimate of \$192,144. As shown in Table 7-4, the revenue estimate was based on significantly higher earnings from citations, permit sales, and the centralized parking meters than actually have occurred. The major sources of difference are:

- o Citation revenues during the first year were somewhat lower than expected due to the removal of several blocks from the program area near a number of major traffic generators in the WUNA and the later implementation of the program. However, as shown in Table 7-4, the citation revenues are expected to eventually slightly surpass the amount projected in the grant application
- o Both the sale price and level of Zone D monthly and daily permits have been below the values assumed in the grant application, due in part to reductions in the unit price of permits and the number of Zone D spaces which occurred during program development and implementation. Instead of a wholesale price of \$18 and \$1.80 per monthly and daily permit respectively, the City is charging from \$15 to \$17.50 per monthly permit and \$1.35 to \$1.50 per daily permit to

third-party distributors or direct users. In addition, the grant application assumed that an average of 3,360 monthly permits and 39,600 daily permits would be sold per year. Instead, in the first year, only 450 monthly permits and 1,756 daily permits were sold. This resulted in a revenue shortfall of \$122,460 from the revenue account for 1984. Following the demonstration program, the difference in actual versus projected annual permit revenues is expected to approach \$125,000, assuming no change in permit costs.

- o Centralized parking meter revenues are also expected to be significantly lower than projected, by almost \$9,000, due to the smaller number of spaces involved (15 instead of 24), lower estimates of parking fees, and shorter restricted parking period per day.

The actual costs and revenue experience of the City in developing, implementing, and operating the WUNA parking program indicate that the original grant application budget was much more ambitious than necessary, particularly in light of the degree of acceptability which the program appears to have achieved. Although the program is not expected to recover the capital or planning and start-up costs from net operating revenues (as postulated by the grant application), it is expected to at least cover its operating costs.

8. SUMMARY OBSERVATIONS AND CONCLUSIONS

This final section provides a list of observations and conclusions concerning the WUNA parking program that may be of interest to other areas considering implementing a preferential parking/pricing program. The section is divided into the following seven subsections:

- o Planning and implementation
- o Parking behavior and compliance
- o Travel behavior and traffic flow
- o Permit distribution and use
- o Program costs and revenues
- o Achievement of program goals and objectives
- o Implications for other areas

8.1 PLANNING AND IMPLEMENTATION

The WUNA parking/pricing demonstration program began as an attempt to combine attributes of a residential parking permit program with innovative parking/pricing strategies which focused on the sale of daily and monthly parking permits to commuters and other non-resident motorists parking in the program area. Building upon the strong planning and public participation process established by the West University neighborhood and the City of Eugene during preparation of the West University Refinement Plan, the Eugene Paratransit and Parking Administration coordinated a three-year planning and development effort which culminated in the implementation of the program in February 1984.

During the planning and development process, the Parking Administration coordinated its efforts with the West University Parking Advisory Committee, which was composed of the administrative representatives of various businesses, institutions, and community organizations located in or adjacent to the WUNA. Although this committee provided valuable guidance to the Parking Administration, it became apparent later in the planning and development period that the concerns and needs of employees and students of WUNA institutions and businesses had not been adequately conveyed to the Parking Administration. Initial opposition from several employee and student groups resulted in a five-month delay in program implementation. In response, the Parking Administration expanded its public participation process to involve WUNA employees and students directly, and it further established a technical advisory committee to discuss ways to refine and improve the program.

The delay experienced by Eugene in implementing the WUNA parking/pricing program is typical of similar programs attempted by other communities (Madison, Wisconsin; Hermosa Beach, California; and Santa Cruz, California).^{*} Implementation delays result from the following factors:

- o Political sensitivity of preferential parking/pricing programs, due to their differential impacts on local residents, commuters, and businesses/institutions
- o Tendency for groups likely to be most impacted by the program to consider its consequences and voice their concerns only when its implementation is imminent
- o Equipment delivery delays and specification problems

The flexibility demonstrated by the City of Eugene and its Parking Administration in modifying the program in response to local concerns and suggestions greatly facilitated its successful implementation.

After the first year of the demonstration period, the program became stabilized. This enabled the Parking Administration to concentrate on fine-tuning program strategies and exploring ways to better serve the transportation and parking needs of those persons most impacted by the program. This involved installing two centralized meters to serve short-term parking needs of shoppers and hospital visitors; investigating the application of various transportation system management techniques; and contacting WUNA businesses and informants to inquire whether they would allow commuters to use underutilized private off-street parking areas.

8.2 PARKING BEHAVIOR AND COMPLIANCE

The effectiveness of the program in achieving its objectives can be measured in part by assessing the changes in parking behavior that occurred following program implementation.

In this evaluation, the four primary measures of parking behavior were utilization, duration, turnover, and frequency of parking. All four of these measures are interrelated by the following generalized equation:

$$U = TD (\text{constant } 1) = FD (\text{constant } 2) = 1-A$$

where: U = Utilization = space-hours occupied/space-hours possible
T = Turnover = number of cars parking/number of spaces possible
D = Duration = space-hours occupied/number of cars parking
F = Frequency = number of cars parking
A = Availability = space-hours not occupied/space-hours possible

As the levels of parking turnover, duration, and/or volume decline, the utilization of parking spaces declines. As parking space utilization declines, parking space availability increases. The increase in on-street parking space availability was one of the major objectives of the program.

^{*} Parking demonstrations sponsored by UMTA's SMD Program.

A significant increase in on-street parking availability occurred in all zones of the program area following implementation, as parking utilization dropped by an overall rate of almost 40 percent. The most significant increase in on-street parking space availability occurred in the residential area of Zone B, where parking turnover, duration, and frequency declined significantly. The increases in on-street parking availability in the mixed-use areas of Zone C and Zone D resulted from a significant drop in parking duration, which more than offset modest increases in parking turnover and frequency. Thus the most significant factor promoting improved on-street parking availability in the program area was the decrease in parking duration.

The influence of this factor can be attributed to the program exemption of parking restrictions for anyone occupying a space for two hours or less. It is interesting to note that the average parking duration for both Zones C and D dropped from an average of over three hours before the program to an average of two hours--the exemption period--during the program. While this exemption would permit the shifting of cars to different spaces during the day by long-term parkers (commuters), available information from the parker surveys indicates only a small percentage of commuters did so. What seems more prevalent is that, where possible, commuters coordinated their parking usage with their schedules. Commuting students, for example, traveled to and from campus more frequently, as their class or extracurricular schedules required. Before the program, students may have driven to campus in the morning to find a space and then occupied it for the rest of the day.

The increase in on-street parking availability was also the result of the diversion of many commuters to off-street parking lots and garages located in the WUNA, including both public and private facilities. Although our information was limited, what was available indicated that the utilization of major off-street parking facilities in the WUNA increased dramatically following program implementation, particularly near Sacred Heart General Hospital. However, evidence suggests that little if any parking diversion to adjacent neighborhoods occurred.

The increase in on-street parking availability in the program area occurred despite almost no change in the volume of cars parking in the program area. This was due to the decline in parking duration in all program zones. A parking frequency decline in Zone B and parking frequency increases in Zone C and Zone D suggests that WUNA commuters were effectively diverted from Zone B to Zones C and D, closer to their ultimate destinations and away from the predominantly residential part of the WUNA. The higher parking turnover rates in Zones C and D following program implementation further suggests that many commuters were able to circumvent the two-hour parking limits for non-resident parkers by shortening their parking duration and making return trips to the WUNA for subsequent classes or activities.

Residents of the WUNA were clearly pleased by the program, particularly since on-street parking availability dramatically increased for them, accessibility to available on-street parking spaces increased, and resident parking permits were provided without charge.

Commuters were affected, depending on their destination and trip purpose. For most commuters, parking availability declined due to the two-hour parking duration limits for non-residents, and the filling of off-street parking facilities in the WUNA. Most of the surveyed commuters who responded that they normally parked on-street before the program indicated that they continued to do so after program implementation. Only 26 percent switched to off-street parking facilities. The following summarizes the major parking impacts of the program on five groups of WUNA commuters:

- o University of Oregon/Faculty - continued to drive and park on campus; some used parking permits.
- o University of Oregon/Students - shortened their parking duration; some were diverted to walking or bicycling.
- o Sacred Heart General Hospital - diverted to off-street parking facilities (both private and public); some formed carpools. This group was the most negatively impacted by the program due to the lack of available off-street parking spaces located near the hospital.
- o Northwest Christian College - continued to drive and park on campus; not affected by the program due to on-campus parking space availability and location at the periphery of the program area.
- o Bureau of Land Management - program area boundary changes reduced program impacts; some diverted to walking or bicycling.

Only a small percentage of commuters and short-term parkers wanted the program stopped. Indeed, a majority of both groups favored continuing the program. However, significant portions of both groups favored making further modifications to the program. Many identified the need for additional off-street parking capacity to help satisfy the parking needs of persons destined for the Sacred Heart General Hospital or the University of Oregon.

Local small businesses in the WUNA were located primarily along block faces not included in the program, with short-term signed or metered on-street parking spaces. These businesses expressed concern that their customers may not understand the program's parking restrictions and that commuters might be diverted to short-term parking spaces outside the program area primarily used by their customers.

The volume of parking citations issued in the program area has significantly increased since the program was initiated. This increase has extended into 1985. This is due in part to the increased enforcement effort applied to the program area. It may also be that the low parking citation fines (\$2.00) are encouraging commuters to risk the chance of a parking ticket by parking on-street in the program area rather than parking off-street or paying \$1.50 per day to buy a Zone D daily parking permit with no guarantee

of finding an available Zone D parking space. The low parking citation fine level may be undermining the sale of Zone D parking permits to WUNA commuters by offering a less onerous alternative to program compliance for nonresident parkers.

8.3 TRAVEL BEHAVIOR AND TRAFFIC FLOW

The program had little effect on the modes used by commuters to travel to the WUNA, according to the commuter survey. Overall, no change in the percentage of commuters using the various travel modes was reported, based upon the recollections of those surveyed. The vast majority of commuters (over 70 percent) continued to drive alone to work or school.

When considering commuters who responded that they normally parked on-street prior to the program, 95 percent reported that they continued to do so after the program was implemented. The largest diversion of these commuters was to the bicycling and walking modes (2 percent). Only 1 percent diverted to transit.

The automobile clearly remained the preferred travel mode for WUNA commuters, with bus representing a distinctively inferior substitute. Only 5 percent of automobile users switched to other modes. Program planners projected a 24 percent mode change during the program.

The parking program apparently did little to force people to alter their travel mode choices. Instead, commuters found ways to alter their parking behavior in order to comply with the program's parking restrictions while retaining their preferred travel mode.

Most commuters who had changed their commuting patterns during the period of program implementation attributed their change to non-program-related factors, such as new residential or employment location, weather, or fuel costs. Program-related factors such as parking availability and cost were important factors changing commuting patterns only for employees of Sacred Heart General Hospital and BLM.

With more parkers using on-street and off-street parking spaces in Zones C and D, and fewer using parking spaces in Zone B, traffic levels tended to follow the same pattern. Most residents and commuters observed no change or did not know whether traffic levels had changed since the program began. Of those who responded that traffic levels had changed, residents were more likely to observe a decline in traffic levels, while commuters were more likely to observe an increase in traffic levels.

Other changes in parking and travel behavior of WUNA residents and commuters may result from the program over the long term. However, this evaluation focused on behavioral changes which occurred during the first year of the demonstration period for individuals who resided, parked, or travelled in the program area both before and after program implementation.

8.4 PERMIT DISTRIBUTION AND USE

One of the most important pricing strategies attempted by this demonstration program was the sale of monthly and daily parking permits for use by commuters. These Zone D parking permits were used much less frequently than originally estimated. Only about 10 percent of the projected number of Zone D parking permits were actually sold by the City during 1984. This level of usage fell to less than 7 percent in 1985. The low use of Zone D permits by WUNA commuters is attributed to several factors, including:

- o reductions in the program area and number of restricted parking spaces
- o lack of guaranteed parking space availability for bearers of Zone D permits
- o low penalty for parking program violations
- o commuter flexibility in adapting their parking behavior by reducing parking duration to two hours or less, thereby avoiding the need to buy a Zone D parking permit, park off-street, or accept the risk of a parking citation

Zone D monthly parking permits were used significantly more frequently than daily permits, due to their ease of acquisition and lower unit price. Though used less than estimated by the original program planners, monthly parking permits provided an important parking alternative for commuters who could not find available off-street parking spaces convenient to their destinations. The wholesale pricing system for Zone D monthly parking permits encouraged local businesses and institutions to carry the permits and WUNA commuters to buy them, particularly when employers subsidized a portion of the permit cost for their employees and when the Zone D permits were less costly than parking in off-street lots.

Zone D daily permits were primarily used by a single business in 1984, which issued them to its clients and volunteer staff. When this clinic curtailed its use of daily permits in the Spring of 1985, the level of daily permit use fell to an average of only one per working day or 20 per month. Greater use of daily parking permits is not expected due to their relative inconvenience and the availability of alternative parking arrangements.

Zone B and C resident and guest parking permits were widely used in the program area. Almost half of the residents responding to the survey had obtained residential parking permits during the first year of the demonstration period. A somewhat larger group of Zone B residents obtained these permits than did Zone C residents. Most of those obtaining permits were non-student residents. Residents without parking permits typically had off-street parking spaces (driveway, garage, lot) associated with their place of residence.

8.5 PROGRAM COSTS AND REVENUES

A comparison of program costs and revenues during the development, implementation, and first year of operation provided useful insights into the financial viability of the various program strategies. A comparison of

actual program costs and revenues with those estimated by the original program planners provided additional insights into (1) the reasonableness of these earlier estimates, (2) the financial effects of program modifications, and (3) the behavioral changes of program participants.

Both program revenues and costs through the first year of the demonstration period were significantly below the levels projected by the City's original program application. Program revenues, in particular, lagged far behind expectations, amounting to only 14 percent of the level projected. Total program costs were half of the level projected. The major reasons for these results include:

- o smaller program area, thereby reducing the number of program block faces eligible for permit sales and citation issuance
- o delayed installation of centralized meters, revenues from which were expected to make a positive contribution to the program
- o significantly smaller volume of Zone D parking permit sales, especially daily permits
- o smaller Parking Administration staff used to develop, implement, and administer the program due to personnel turnover, consolidation of permit sales and administration functions under another City agency, and use of outside consultants
- o decision not to acquire hand-held data recorder/processors

In the first year of operation, operating revenues from the program covered 46 percent of direct operating costs (38 percent of total annualized costs, excluding evaluation costs). The Parking Administration estimates that, following the demonstration period, operating revenues will fully cover direct operating costs as the program stabilizes and staff efforts regarding the program are reduced.

It is unlikely that the sale of Zone D parking permits will increase in the future, particularly if the penalty for program-related parking violations does not increase significantly. Increasing parking violation penalties would probably increase program revenues due to increases in citation revenues and possible increases in Zone D parking permit sales. Program revenues could be further enhanced by charging for Zone B and Zone C residential and guest parking permits. The costs of administering these residential parking permits will otherwise be borne solely by the citation and Zone D parking permit revenues. Charging for residential parking permits would more equitably distribute program revenue responsibility to the major beneficiaries of the program. Program revenues could also be enhanced by charging more for Zone D permits, as originally planned, as long as parking fines are raised significantly.

8.6 ACHIEVEMENT OF PROGRAM GOALS AND OBJECTIVES

The West University Neighborhood parking/pricing demonstration program met with varying degrees of success in achieving its goals and objectives during its first year of operation. Long-term, on-street parking by commuters was

significantly reduced in the WUNA, as commuters either parked in off-street facilities or shortened their parking duration to match the program's two-hour parking exemption. The use of off-street parking facilities by diverted commuters significantly increased to the point where some employment sites experienced a shortage of spaces.

The program clearly improved accessibility to on-street parking for program area residents. In addition, parking turnover in Zones C and D increased after program implementation, particularly in Zone D near the WUNA's retail establishments. However, shoppers may have had their parking accessibility reduced somewhat by short-term commuters parking in metered or signed spaces near the WUNA's retail establishments.

No appreciable change in the use of various travel modes resulted from program implementation, according to the survey results. Most commuters continued to drive to the WUNA. Although a small percentage of commuters diverted to walking, bicycling, and carpooling, most of those who changed their commuting patterns reported doing so for reasons not related to the program.

It is not clear whether any significant changes in traffic volume or routing took place in the WUNA as a result of the program. Some increases in travel and parking frequency were noted in Zones C and D. This could have resulted from the diversions of commuters from Zone B to Zones C and D, as well as the increase in parking frequency caused by commuters who reduced their parking duration but increased their daily trip frequency. Since the "Woonerf" project was not implemented in Zone B during 1984, no change in the convenience of local roads to through traffic was noted in the first year of program operations.

During program implementation and the first year of the demonstration period, numerous modifications were made, including:

- o Reducing the size of the program area and subsequently adjusting program boundaries and zone designations
- o Establishing free carpool spaces
- o Eliminating program-related parking restrictions and enforcement on Saturdays
- o Shortening program-related parking restrictions near Sacred Heart General Hospital from 6:00 p.m. to 4:00 p.m. along selected on-street parking spaces
- o Establishing a wholesale price schedule to encourage the sale of Zone D monthly parking permits by retail establishments and institutions in the program area
- o Allowing monthly parking permits purchased from the City to be used in a municipal parking lot near the BLM, which also included free carpool spaces

While these modifications helped implement the program and keep it operating, several of the changes reduced the effectiveness of certain elements of the program, particularly dealing with the pricing of program area parking. Many of the parking constraints envisioned by the original program design to encourage commuters to the WUNA to purchase parking permits for on-street parking or to use alternative travel modes (such as bus or carpool) were reduced or eliminated at the program evolved.

Reducing the program area and shortening the enforcement period on selected blocks made it easier for commuters to find unrestricted on-street parking. A low penalty for program-related parking violations further reduced the incentives to use daily or monthly parking permits or alternative travel modes, despite their highly competitive prices. Program modifications also reduced the revenue potential of the program, since fewer blocks were included, enforcement hours were curtailed somewhat, and implementation was delayed by five months.

While these modifications did change the nature of the program and reduce the salience of its pricing strategies, the resulting program appears to have largely achieved its primary objectives of increasing the availability of on-street parking in the program area to local residents and short-term parkers, while increasing the utilization of off-street parking facilities by area commuters.

8.7 IMPLICATIONS FOR OTHER AREAS

Many of the findings from this demonstration program depend on the site-specific characteristics of the West University Neighborhood Area. Its proximity to a major university, a regional hospital complex, and the Eugene CBD provides unique opportunities and constraints for applying a preferential parking/pricing program. Several broad conclusion about this type of program. Several broad conclusions about this type of program that can be drawn from the year of its operation are listed below:

- o Successful program implementation requires continuous flexibility on the part of program administrators in dealing with program concerns and constraints, and developing appropriate program modifications. Program modifications and delays are characteristic of these programs, which require a certain amount of trial-and-error testing to fully define program elements. However, the extent of these changes can be reduced somewhat by a thorough planning and public participation process during program development and implementation, and ongoing monitoring during program operations.
- o Preliminary program revenue and cost estimates are highly sensitive to program modifications as well as various external factors. Care should be exercised when projecting the revenue potential of parking/pricing strategies.

- o Parking/pricing strategies will have limited applicability where significant parking disincentives are not already in place, particularly if parking fines or off-street parking costs are perceived by commuters as less onerous than the pricing strategy being implemented (such as commuter parking permits).
- o Preferential parking/pricing programs are more likely to change parking behavior than travel behavior (mode choice) where significant parking disincentives are not in place and the suburban housing patterns of commuters are not well served by local transit. Most commuters will either use off-street parking facilities, if available, or adapt their parking duration to the constraints of the program to protect their mode preference for driving. In areas dominated by a major university, the most likely travel diversions will be to walking, bicycling, or carpooling. In areas dominated by hospitals and office buildings, the most likely travel diversion will be carpooling. In Eugene, public transit (bus) was the least preferred alternative mode to the automobile.
- o Short-term parking exemptions allow commuters to continue to drive and park on-street if they can adapt their parking duration and frequency to the constraints of the program. Commuting students would be included in this category.
- o Fines for program-related parking violations could undermine the effectiveness of a preferential parking/pricing program if established too low. Fines should serve as an incentive for parker compliance with program-related parking restrictions.
- o Informal private arrangements for leasing off-street parking spaces from local land owners, businesses, and institutions represent an alternative parking resource for commuters. These arrangements evolve in response to the on-street parking supply constraints imposed by a preferential parking/pricing program, thereby reducing the potential negative effects of such programs on area commuters.

APPENDIX A

WUNA PARKING PROGRAM PRE-IMPLEMENTATION
INFORMATION PACKET

- o Figure A-1 WUNA Parking Program Courtesy Citation
- o Figure A-2 West University Riders' Guide
- o Figure A-3 West University LTD Promotional Brochure
- o Figure A-4 West University Parker's Guidebook
- o Figure A-5 Carpool Match Application

COURTESY CITATION

Your vehicle is parked in violation of the signing that is currently posted. Be aware that there are new parking regulations in this area. These changes are part of the new West University Parking Program.

While we are not issuing you a formal citation at this time, this "COURTESY CITATION" is a reminder that enforcement of the West University Parking Program will begin February 1, 1984.

You are eligible to receive a residential permit if you live within the program area boundaries (see map in PARKER'S GUIDEBOOK). If you are a commuter needing to park longer than two hours in this area, plan to have an alternative parking location identified by February 1, 1984.

To help you see if taking the bus is an option you can use, LTD is offering you a complimentary bus pass in exchange for this courtesy citation (see other side).

Thank you for your cooperation,

City of Eugene Paratransit Department



AVOID PARKING CITATIONS TAKE THE BUS

This "courtesy citation" entitles you to one free day pass so you can try the bus on us!

PICK UP DAY PASS AT:

EMU MAIN DESK

U of O BOOKSTORE

LTD CUSTOMER SERVICE CENTER,
10th and WILLAMETTE

BLM and Sacred Heart employees can obtain Day Passes from employer.



FIGURE A-1 WUNA PARKING PROGRAM COURTESY CITATION

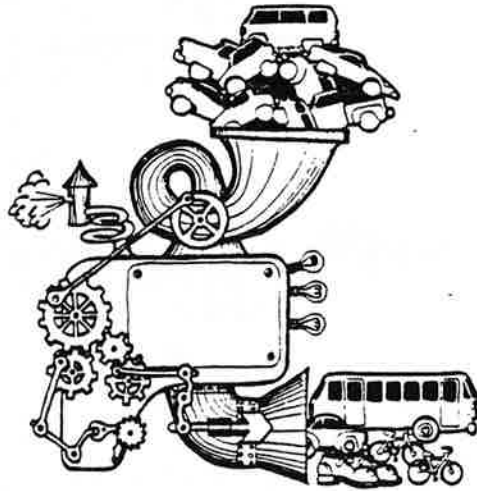
Lane Transit District
P.O. Box 2710 Eugene, Oregon 97402



West University Riders' Guide



SOLUTIONS



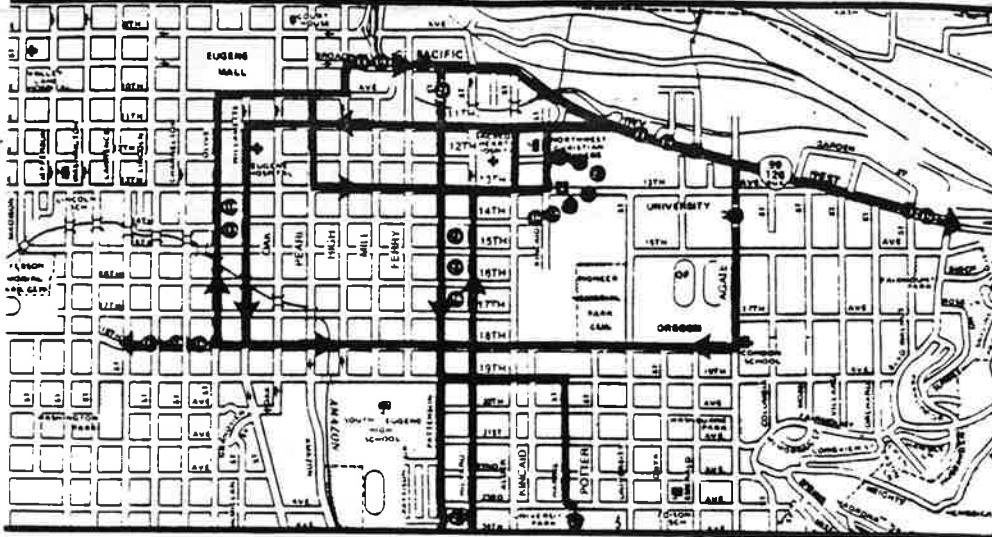
**Serving
U of O & Vicinity**



Lane Transit District

FIGURE A-2. WEST UNIVERSITY RIDERS' GUIDE

WEST UNIVERSITY AREA MAP



TO WEST UNIVERSITY AREA

FROM EUGENE TRANSIT STATION

Destination ▶	11	19	21	22	23	31	31H
Routes ▶	THURSTON Blue Section	MAIN ST./54th Blue Section	LCC/HARRIS Brown LCC Section	FOX HOLLOW Brown Section	U of O Brown Section	U of O 11th & Olive	U of O 11th & Olive
Times ▼							

MONDAY-FRIDAY DAYTIME

FIRST BUS	5:50 am	12:05 pm	6:35 am	6:35 am	7:20 am	6:44 am	7:14 am
Minutes after each hour	.20 and 50	.35 and .05	.05 and 35	.05 and 35	.50 and 20	44	14
LAST DAYTIME BUS	6:20 pm	5:35 pm	5:05 pm	5:35 pm	5:50 pm	6:44 pm	7:14 pm

MONDAY-FRIDAY EVENING

FIRST BUS	6:20 pm	NO SERVICE	5:20 pm	6:20 pm	5:50 pm	NO SERVICE	7:14 pm
Minutes after each hour	20		5:50 6:20	20	50		14
LAST BUS	10:20 pm		10:20 pm	10:20 pm	6:50 pm		10:14 pm

BUS SERVICE AVAILABLE SATURDAYS & SUNDAYS — CHECK YOUR TIMETABLE

EFFECTIVE FEBRUARY 14, 1984

FIGURE A-2. WEST UNIVERSITY RIDERS' GUIDE (Cont.)

This brochure with maps and departure tables is designed to assist you in planning your trip to and from the West University Area.

The map to the left shows all routes serving the West University Area.

The maps to the right illustrate the routes in detail.

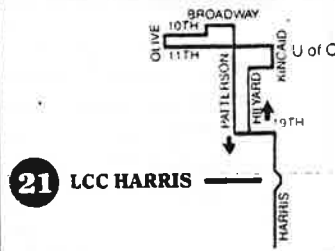
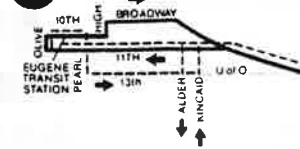
The departure table below shows the times the buses depart from the Eugene Transit Station (left) to the West University Area and the times they leave 13th and Kincaid (right) to the Eugene Transit Station. However, buses may be boarded at any bus stop along the route. Please adjust your time accordingly using 13th and Kincaid or Eugene Transit Station as your time reference.

For personalized routing from other areas please call 687-5555.

ROUTES IN DETAIL

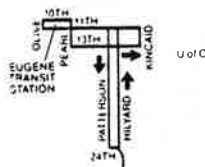
11 THURSTON

19 MAIN ST./54TH ST.



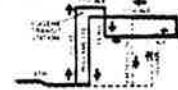
21 LCC HARRIS

23 FOX HOLLOW



31A BAILEY HILL

31B CITY VIEW



36 UNIVERSITY

TO EUGENE TRANSIT STATION

FROM WEST UNIVERSITY

FROM WEST UNIVERSITY				13th & KINCAID	11th & Kincaid	To Westmoreland Direct from 13th & Kincaid	
19	21	23	29	31A	31B	11	36
EUGENE MALL	EUGENE MALL	EUGENE MALL	EUGENE MALL	BAILEY HILL Disembark 11th & Willamette	CITY VIEW Disembark 11th & Willamette	EUGENE MALL	WEST 18th

MONDAY-FRIDAY DAYTIME

7:23 am	6:22 am	6:52 am	7:39 am	7:02 am	7:32 am	6:04 am	1:54 pm
:53	:52	:22	:09	:02	:32	:34	
and	and	and	and			and	2:54 pm
:23	:22	:52	:39			:04	
12:23 pm	5:52 pm	6:22 pm	6:09 pm	6:02 pm	6:32 pm	7:34 pm	3:54 pm

MONDAY-FRIDAY EVENING

NO SERVICE	6:07 pm	7:07 pm	6:09 pm	NO SERVICE	6:32 pm	7:34 pm	NO SERVICE
	6:37		:09		:32	34	
	7:07	:07					
	:07		7:09 pm		10:32	9:34 pm	
	10:07 pm	10:07 pm					

BUSES MAY BE BOARDED AT BUS STOPS ALONG ROUTE

FIGURE A-2. WEST UNIVERSITY RIDERS' GUIDE (Cont.)

The Low Cost of Taking it Easy

ONE WAY FARE

Within Eugene/Springfield Zone	
Adults	55¢
Children (5-11)	25¢
Children Under 5*	FREE
Senior Citizens (62 and over)	25¢
Reduced Fare Patrons	25¢

* Up to 2 children with parents/guardian; additional children pay fare for Child (5-11).

RIDE FOR LESS!

PASSES, TOKENS LTD regular and 25 cent tokens are available in many places in Lane County. Convenient monthly Fastpasses are also available for adults, and at discount rates for youths 12-17, children 5-11, U of O students and employees.

Fastpasses and tokens are sold at participating 7-Eleven® Food Stores, the LTD Customer Service Center at 10th and Willamette and other area outlets. U of O students and employees can purchase passes at EMU main desk and U of O Bookstore. Order passes by mail! Stop by the Customer Service Center to pick up an order form or call 687-5555. For Zone 2 and 3 fare information, call 687-5555. Fares subject to change.

TOKENS & PASSES AVAILABLE

In the West University Area At:	Tokens	Passes
U of O Bookstore, 13th & Kincaid	■	■
EMU Main Desk	■	■
Northwest Christian College 828 E. 11th	■	
7-Eleven® Stores		
13th & Alder	■	■
18th & Pearl	■	■
19th & Hillyard	■	■
Franklin & Villard	■	■
LTD Customer Service Center 10th & Willamette	■	■

TRANSFERS If you need to get from one bus to another to reach your destination, ask your driver for a transfer as you board. Transfers are free and valid only for one way trips or the next available bus. Transfers are not valid for layovers on the same line or for return trips.

BUS STOPS If bus stop signs are posted on your route, please use them! They are for your safe boarding and to help us get you there on time.

PARK AND RIDE/CARPOOL A Park and Ride program has been instituted in the Eugene/Springfield area. Park your car free at one of the many selected locations and take a Lane Transit District bus to your destination. Call 687-5555 for more information. Carpool information, including Carpool Match assistance, is available from the Paratransit Office. Call 687-5297.

TTY SERVICE Lane Transit District telephone information lines offer a teletype (TTY) service for the hearing impaired only. For route planning assistance, please call 687-5552 during normal business hours, Monday through Saturday.

EXACT FARE You will need to have your pass, token or exact fare ready when you board the bus as drivers carry no change.

FOR FURTHER INFORMATION ON • ROUTES & SCHEDULES
• LOST & FOUND • SUGGESTIONS & COMPLAINTS
CALL 687-5555



ALTERNATIVE TRANSPORTATION DIRECTORY

Inter-city Transportation Services:

Lane Transit District	687-5555
Amtrak, 4th & Willamette, Eugene	687-1383
Eugene Airport Limousine Service, 1141 Main, Springfield	746-1440
Greyhound, 987 Pearl, Eugene	344-6265
Hughes AirWest, Eugene Airport	342-6121
Trailways, 957 Pearl, Eugene	342-5331

Travel agencies

No charge — see the yellow pages.	
United Airlines, Eugene Airport	342-5353

Taxi Services

Airporter, 1141 Main, Springfield	746-1440
Springfield Taxi Service, 1141 Main, Springfield	726-0220
Eugene Taxi Service	343-7711
Emerald Taxi	686-2010

Automobile Rental

See the yellow pages

Bus Charters

Dorsey Bus, 3590 Dove Ln	686-4454
Lane Transit Dist., Administration Office	687-5581
O'Connell Enterprises, Inc., 1405 Lorane Hy.	344-1060

Bus Path Maintenance

Eugene	687-5220
Springfield	747-4221
Lane County	687-4231
State Highway Division	686-7614

Bicycle Dealers

See the yellow pages

Accessible Services:

Special Mobility	687-5566
Handicabs	342-3003

Senior Services:

Special Mobility	687-5566
Maxi-Taxi	687-4038

Carpool:

Paratransit	687-5297
Switchboard Rideshare	686-8455

FIGURE A-2. WEST UNIVERSITY RIDERS' GUIDE (Cont.)

PARKING VIOLATIONS

WHY PAY?

RIDING THE BUS MAKES TRAVELLING EASY

No matter where you live or work, taking the bus makes getting there easier.

- Quick and frequent service
- Avoid parking problems and traffic hassles
- A variety of choices

DISCOUNTED RIDING

Cash fares cost \$.55 per ride, but you can save in various ways:

- **For a limited time you can purchase a monthly pass for only \$15.00 — a \$5.00 savings. Available January, February, and March at Kinkos and Prince Pucklers in the West University Area only.**
- Tokens can be purchased 5 for \$2.50 which is a savings of \$.05 per ride.
- Day Passes will allow unlimited riding in the Eugene/Springfield area for one day and cost \$1.25.
- U of O Term Passes allow three months of riding for \$44.00. Passes are available for faculty and staff.

FOR MORE INFORMATION, CALL 687-5555



Lane Transit District

WEST UNIVERSITY AREA BUSES



Beginning February 1, 1984, parking in the West University Area will become limited and costly. LTD has responded by adding additional service to this area.

Workers or students in the West University area have many bus routes to meet their travel needs.

From Eugene Transit Station to University:

- 10 buses an hour
- 5 minutes travel time to the University
- Connections from buses all over the Eugene/Springfield community

From Springfield City Center Transit Station to U of O:

- 2 bus routes to choose from
- 9 minutes travel time to the University
- Connections from buses traveling throughout Springfield

From West 18th:

- A new bus route, #36 UNIVERSITY
- 3 buses during commuter hours direct to West University area, including #31A and B, U of O
- Only 15 to 20 minutes travel time

MAJOR DESTINATIONS

If you work in the West University Area you have a choice of eight different bus routes. You can easily travel to:

- Southwest Eugene
- Lane Community College
- South Hills Area of Eugene
- Eugene Transit Station, where you can transfer to other Eugene/Springfield area buses
- Springfield/Thurston Area
- Springfield Main Street
- Springfield City Center Station, where you can transfer to other Springfield area buses.

FIGURE A-3. WEST UNIVERSITY LTD PROMOTIONAL BROCHURE



PARKER'S GUIDEBOOK

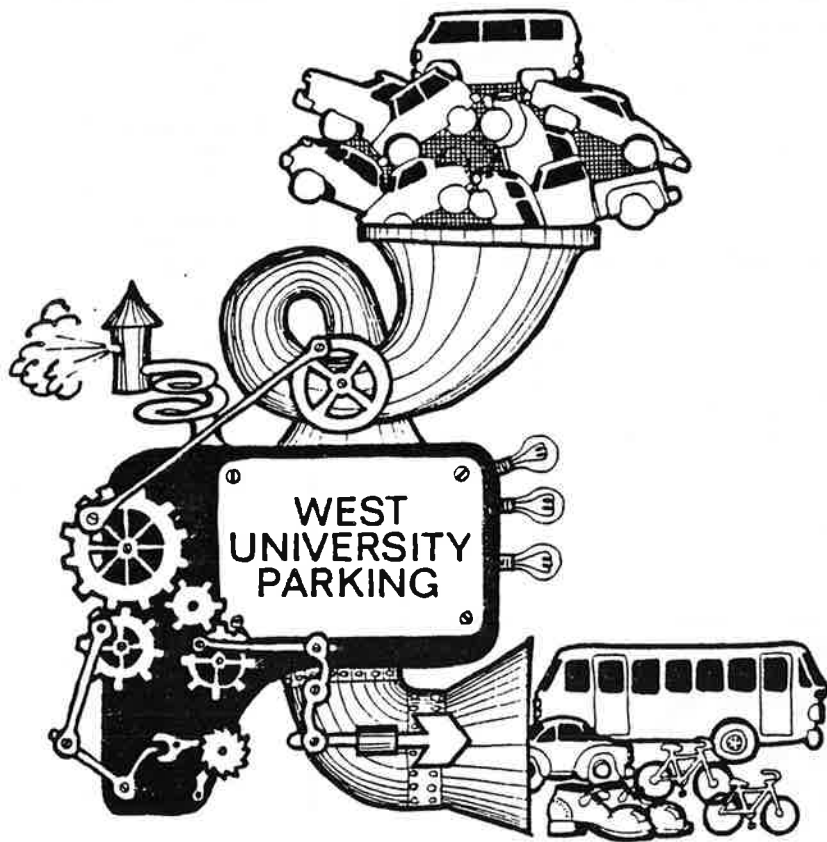
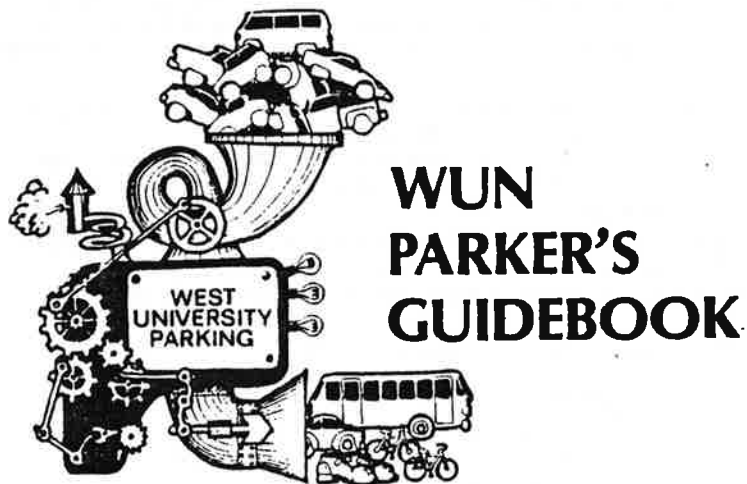



FIGURE A-4. WEST UNIVERSITY PARKER'S GUIDEBOOK



2 

PARKING IN THE WEST UNIVERSITY AREA

On street parking in the West University neighborhood has been regulated to help alleviate some of the traffic congestion and parking problems that the area currently suffers from. Most streets allow FREE 2-hour parking throughout the area (except at metered spaces and loading zones). Parking for longer than 2 hours is regulated and permits are required. Parking permits for residents who live in the plan area are free; fees are charged for commuter permits. More information about permits and how to obtain them is included in this Parker's Guidebook.

THE ON-STREET PARKING DILEMMA AND THE NEED FOR PARKING MANAGEMENT

The West University area is experiencing a high degree of traffic congestion and competition among residents, employees, students and visitors for available parking. The parking problems occur, in part, because of the uniqueness and diversity of the area. Due to the lack of adequate parking facilities,

FIGURE A-4. WEST UNIVERSITY PARKER'S GUIDEBOOK (Cont.)



the residential streets have had to bear the burden of storing non-residents' cars during the day. With the implementation of residential permits and 2-hour restrictions, shoppers, visitors and residents will find it easier to locate parking near their destination. And with the cooperation of regular commuters into the area who use carpools or alternative modes of transportation, everyone can help make the West University area a more pleasant and inviting neighborhood to live and work in.

WHAT TO BE AWARE OF WHEN PARKING ON THE STREET IN THE WEST UNIVERSITY AREA

1. Residents whose frontage is on a designated Zone "B" or "C" block are eligible to receive a free residential parking permit that allows unlimited parking within the signed blocks. Permits must be renewed each September.
2. Commuters who wish to park on-street may purchase a daily or monthly permit that allows unlimited parking in the signed "D" zone. Eligible carpools may receive a free permit to park in designated carpool spaces.
3. Computerized parking meters with an escalating pricing structure monitor up to eight parking spots at a time. These new meters are installed on Hilyard Street near 13th Avenue and encourage a rapid turn-over of cars so that shoppers can find parking closer to their destination.

The regional TAKEPART Rideshare (carpool) Program, Lane Transit District (LTD) and the City's Bicycle Program are available for commuters to use. These options present a vast array of alternatives to driving alone.

WHAT ARE THE DIFFERENT ZONES?

Zone	Description	Cost
"B"	FOR ZONE "B" RESIDENTS AND SHORT STAY VISITORS Free 2-hour parking for anyone without a permit. No time limit with Zone "B" residential permit only.	FREE
"C"	FOR ZONE "C" RESIDENTS AND SHORT STAY VISITORS Free 2-hour parking for anyone without a permit. No time limit with Zone "C" residential permit only.	FREE
"D"	FOR COMMUTERS AND SHORT STAY VISITORS Free 2-hour parking for anyone without a permit. No time limit with paid Zone "D" commuter daily or monthly permits on Zone "D" posted blocks only. Some free permits available for carpools in designated spaces.	DAILY, \$1.50 MONTHLY, \$17.50

HOW WILL THE PARKING REGULATIONS BE ENFORCED?

The parking regulations in zones "B", "C", and "D" will be in effect during the posted hours of 7am-4pm or 7am-6pm Monday through Friday. Regulations in these zones will not be in effect Saturday, Sunday, holidays or at night after posted hours. Meters and spaces of one-hour or less will continue to be enforced on Saturdays. Eugene's Parking Control Officers will be conducting regular patrols and vehicles will be cited if found to be in violation of the posted time limits or permit zones.

FIGURE A-4. WEST UNIVERSITY PARKER'S GUIDEBOOK (Cont.)

4 

WHAT ARE THE DETAILS FOR EACH ZONE?

ZONE "B"

Zone "B" is comprised of residential housing and is intended to reduce traffic congestion and free up more on-street parking for residents of the area. The general boundaries for Zone "B" are: 13th Avenue to 18th Avenue, High Street to Patterson Street, and a small area on the east side of Hilyard Street between 15th and 17th Avenues. See Zone "B" map.

Zone "B" is designated by posted signs that read: "2 HOUR PARKING, 7am-6pm MON-FRI, EXCEPT HOLIDAYS", and "EXCEPT ZONE "B" PERMITS".

Residents in Zone "B" are eligible to receive a free parking permit. With a permit you may park longer than the posted 2-hour parking restrictions in Zone "B". Zone "B" permits are not valid in any other zone. If a vehicle does not have a Zone "B" permit displayed on the rear bumper, it cannot park longer than 2 hours without the risk of receiving a citation during the posted hours of enforcement. Residents living within Zone "B" may obtain free Guest Permits for visitors (see page 7).

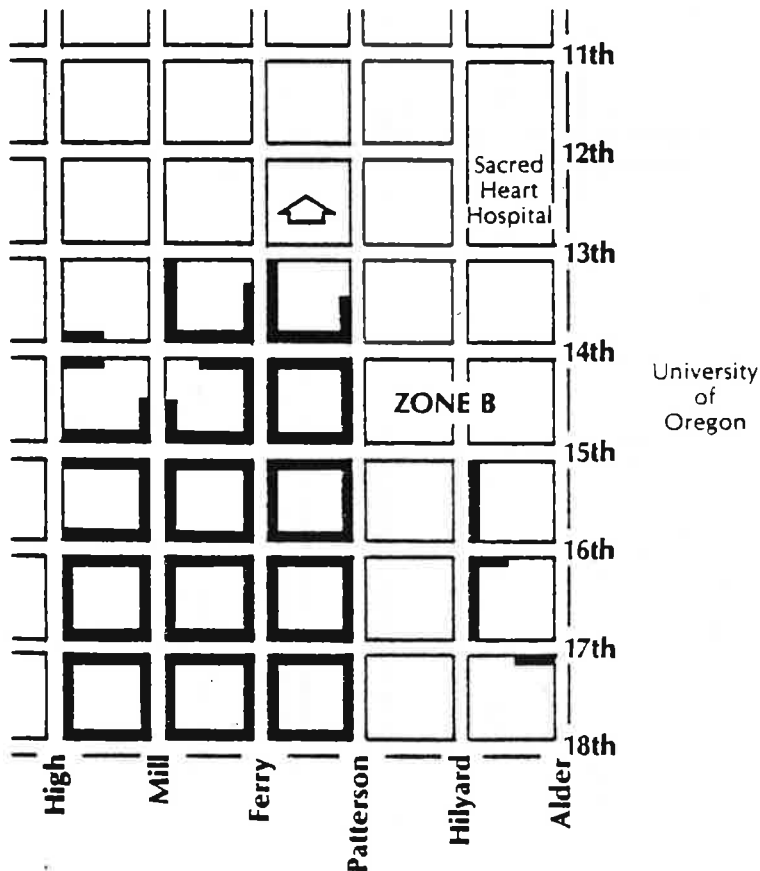


FIGURE A-4. WEST UNIVERSITY PARKER'S GUIDEBOOK (Cont.)

ZONE "C"

Zone "C" is designated for the portion of the neighborhood that is more of a mixed-use area. This section of the neighborhood contains higher density residential units, businesses and clinics.

The general boundaries of Zone "C" form an "L" shaped configuration that includes the area from 11th Avenue to 13th Avenue, from High to Patterson Streets, and 11th Avenue to 18th Avenue from Patterson to Hilyard Streets. Zone "C" is designated by posted signs that read: "2 HOUR PARKING, 7am-4pm or 7am-6pm, MON-FRI, EXCEPT HOLIDAYS" and "EXCEPT ZONE "C" PERMITS". (Note: some blocks that were enforced until 6pm are now only enforced through 4pm.)

Residents living in Zone "C" are eligible to receive a free parking permit. With a permit you may park longer than the posted 2-hour parking restrictions. Zone "C" permits are not valid in Zone "B". If a vehicle does not have a Zone "C" permit displayed on the rear bumper of the vehicle, it cannot park longer than 2 hours without the risk of receiving a citation during the posted hours of enforcement. Zone "C" residents may obtain free Guest Permits for visitors (see page 7).

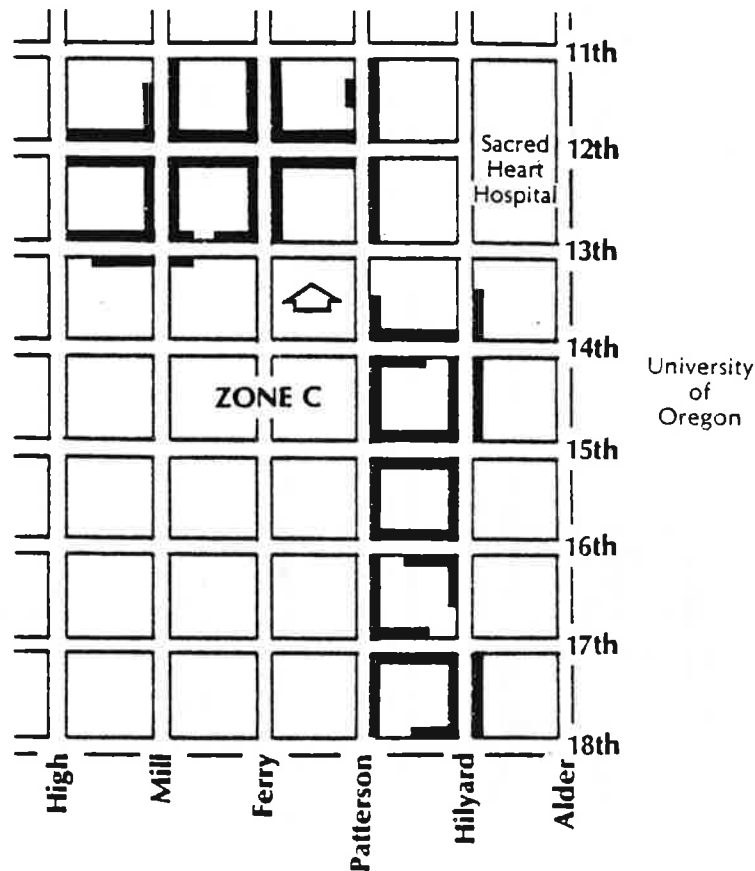



FIGURE A-4. WEST UNIVERSITY PARKER'S GUIDEBOOK (Cont.)

6 

ZONE "D"

Zone "D" has been designated for employees and students who need to drive and park in the area west of the University. Zone "D" spaces are available to commuters who purchase a daily or monthly Zone "D" permit. Monthly permits are intended to meet the on-street parking needs of full time commuters and daily permits are intended to meet the needs of alternative transportation mode users who occasionally need to park on-street.

The general boundaries of Zone "D" are the same as Zone "C". Within the area, only certain blocks have been designated where a Zone "D" permit can be used (see map). On those blocks where a Zone "D" permit can be used, the signs will read: "2 HOUR PARKING, 7am-4pm or 7am-6pm, MON-FRI, EXCEPT HOLIDAYS", and "EXCEPT ZONE "C" AND "D" PERMITS".

If you work or go to school in the area and cannot find adequate parking in the existing parking lots, you may purchase a Zone "D" monthly or daily permit from the City of Eugene or at sales outlets at designated West University merchants.

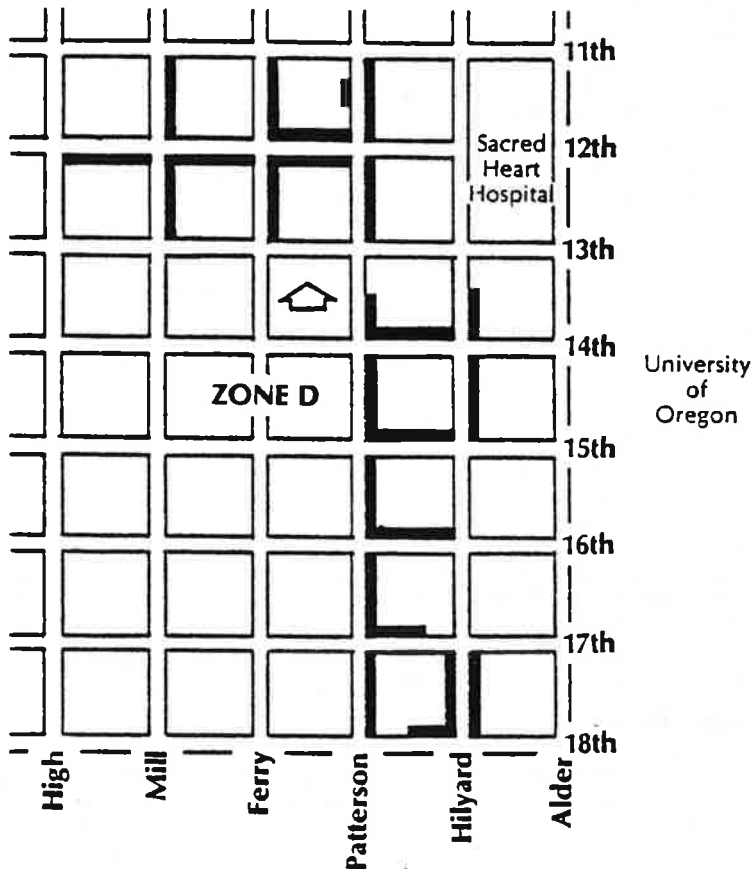


FIGURE A-4. WEST UNIVERSITY PARKER'S GUIDEBOOK (Cont.)



HOW DO I OBTAIN A PERMIT?

RESIDENTS

To obtain a residential Zone "B" or "C" permit go to the City of Eugene Development Assistance Center, Eugene City Hall, 777 Pearl Street, Room 105A, Eugene, OR 97401. The Center is open from 8am-5pm, Monday through Friday.

NO PERMITS WILL BE ISSUED BY MAIL.

YOU MUST BRING WITH YOU THE FOLLOWING ITEMS:

- A. Current proof of residency with YOUR NAME on it, ie: a lease/rental agreement, utility bill, bank statement, credit card statement, etc.
- B. Your driver's license or legal ID with photograph.
- C. The vehicle registration certificate or title.
- D. The license plate number on the vehicle.

If you already have a permit and need to renew it you must follow the same procedures listed above.

Zone "B" and "C" permits expire September 30th each year. It is your responsibility to renew your permit before it expires.

COMMUTERS

The City of Eugene offers monthly and daily parking permits to commuters. Commuter permits are only valid in Zone "D". MONTHLY ZONE "D" PERMITS MAY BE PURCHASED FOR \$17.50 AND DAILY PERMITS MAY BE PURCHASED FOR \$1.50.

The monthly Zone "D" permits may be purchased about one week prior to each month. The daily Zone "D" permits may be purchased in advance and used as needed. You validate the daily permit by punching out the month and day it will be used. Either permit must be displayed face-up on the dashboard on the driver's side of the vehicle.

The Zone "D" permit will allow you to park in designated Zone "D" blocks all day. There are approximately 190 on-street parking spaces available for paid Zone "D" permit use. Be aware that the City cannot guarantee you a space on the street, even if you do purchase a permit. If you do choose to purchase a permit, know that you will be competing for a space with residents who have a residential Zone "C" permit, and other short stay commuters who can park for 2 hours in the same area.

YOU CAN PURCHASE ZONE "D" PERMITS FROM:

- City of Eugene, Development Assistance Center 687-5086
777 Pearl Street
- Little's Market, 544 E. 13th Avenue 683-4848
- U of O Bookstore, 895 E. 13th Avenue 686-4331
- Bob's Neo-Life, 427 E. 13th Avenue 687-0590
- BookFair, 1409 Oak Street 343-3033

You should also check with your employer or school regarding off-street parking availability or other alternative transportation options.

GUEST PERMITS

Free Guest Permits are available to residents who live within the "B" or "C" zones. If you anticipate that visitors will stay longer than 2 hours *during the hours the program is in effect*, you can obtain a free Guest Permit. To qualify, you need to have previously obtained a Zone "B" or "C" permit or be registered with the City. To register with the City without obtaining a residential vehicle permit please follow the procedure outlined on page 7. You

FIGURE A-4. WEST UNIVERSITY PARKER'S GUIDEBOOK (Cont.)

8

will need to provide items A and B. The Development Assistance Center will issue up to three Guest Permits at a time. To obtain Guest Permits you may phone, visit or write the City of Eugene Development Assistance Center, 777 Pearl Street, Room 105A, Eugene, OR 97401, 687-5086. If you phone or write for Guest Permits, the permits will be mailed to you. The City will enter your name and home address on the Guest Permit.

When you need to use a Guest Permit:

1. Validate the permit by punching out the month and day it will be used.
2. Write your guest's license plate number in the space provided on the permit.
3. Place the permit face-up on the dashboard of the vehicle, on the driver's side.
4. Make sure that the vehicle is parked near your residence in the same zone in which you live.

WHAT OTHER OPTIONS DO I HAVE TO MEET MY COMMUTING NEEDS?

One of the major goals of the West University Refinement Plan and the City of Eugene is to encourage citizens to use alternative modes of transportation. These include carpooling, bicycling and taking the bus.

BICYCLES

The City has one of the finest networks of bicycle paths in the United States. Currently, there are over 75 miles of developed bicycle paths in the City and another 75 miles are planned for construction over the next ten years. Both the public and private sector have supported bicycle use by providing numerous bike racks throughout the community. The City has also installed lighting on the most used bike paths to help alleviate the fear of crime and to insure a well lit path at night. Bike route maps are available for \$1.50 from the City of Eugene. To obtain a map or bike route information phone 687-5291.

BUSSES

The Lane Transit District has studied where bus routes are most needed and currently provide over 225 busses per day to the University area. LTD is willing to help commuters plan their routes and coordinate them with available bus service. If you want help with route planning or schedules phone LTD at 687-5555.

CARPOOLS

The regional TAKEPART Rideshare (carpool) Program matches up people who live in the same area and have destinations along the same route. If you would like to offer a ride to a neighbor or wish to find out if you can carpool with someone who is already in the program, the TAKEPART Rideshare Program is for you. As a special incentive, the City is providing some *free* on-street parking permits to commuters who carpool into the West University area on a regular basis and arrive before 9am. To find out how you can save money and avoid parking hassles, give the TAKEPART Rideshare Program a call at 687-5297.

WHO CAN I CONTACT FOR MORE INFORMATION?

The City of Eugene Traffic Engineering Division, 687-5218 is the place to call for information about parking on-street in the West University area.

CARPOOL AND CARPOOL MATCH



Free Parking Downtown

There is a way to park free downtown, for employees and employers too. Take Part with two other people who commute to or near your workplace. A free carpool permit will be given to those who share a ride to and from work at least four days each week. It's easy!

- Pick up a Carpool Contract at the Paratransit Office, 990 Oak St. Telephone: 687-5297
- Have each carpool member (at least three) complete and sign the contract.
- Return the completed contract to the Paratransit Office and pick up a free parking permit, to be used in designated areas of the Arcade or Overpark.
- Carpool permits are renewed at the Paratransit Office by the fifth working day of the quarter

Computerized Carpools

Looking for someone to Take Part with? Carpool Match will help you find others who want to share a ride.

- Simply fill out the enclosed Carpool Match Application — including residence, work place and hours of work. Drop it in the mail — no postage required.
- You will receive a list of possible Carpool Matches, including names, addresses and phone numbers. If you desire, only your work phone number will appear on match lists.
- Phone listed commuters and organize the carpool. Then complete the Permit process outlined above.

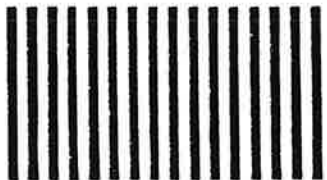
Assistance in organizing in-house Ride Share programs is also available to employers. Call the Paratransit Coordinator at 687-5297 for more information.

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 127 EUGENE, OREGON

POSTAGE WILL BE PAID BY ADDRESSEE

Office of the Paratransit Coordinator
City of Eugene
990 Oak St.
Eugene, Oregon 97401




NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

FIGURE A-5. CARPOOL MATCH APPLICATION

Home Grid _____


Work Grid _____

PWTEPkadm19-4/80



CARPOOL MATCH APPLICATION

(Please print, tear along dotted line, drop in any mailbox)



NAME:

ADDRESS:

PLACE OF WORK:

WORK SCHEDULE:

NORMAL TRAVEL METHOD:

First _____ Last _____ Date _____

Number _____ Street _____ Apt. _____

_____ Nearest major intersection _____

City _____ Zip _____ Phone _____

Number _____ Street _____ Work Phone _____

_____ Nearest major intersection _____

City _____ Zip _____ Employer _____

Starting Time _____ am/pm Finishing Time _____ am/pm

M T W TH F S

How do you usually travel to work.

Auto, drive alone Auto, carpool Bus
 Vanpool Other _____

Would you rather (Check one)

Drive

Ride

Alternate Drive/Ride

Any of the Above

FIGURE A-5. CARPOOL MATCH APPLICATION (Cont.)

APPENDIX B

WUNA PARKING PROGRAM PERMIT DOCUMENTATION

- o Figure B-1 Zone B Permit
- o Figure B-2 Zone C Permits
- o Figure B-3 Residential Zone B and C Permit Application
- o Figure B-4 Instructions for Residential Zone B Permits
- o Figure B-5 Instructions for Residential Zone C Permits
- o Figure B-6 Resident Zone B and C Permit Renewal Notice
- o Figure B-7 West University Neighborhood Daily Guest Parking Permit - Zone B
- o Figure B-8 West University Neighborhood Daily Guest Parking Permit - Zone C
- o Figure B-9 Residential Special Need Review Form
- o Figure B-10 Zone D Monthly Parking Permit
- o Figure B-11 Zone D Daily Parking Permit
- o Figure B-12 Zone D Daily and Monthly Parking Coupons
- o Figure B-13 Zone D Parking Permit Distribution Outlet Sign
- o Figure B-14 City and Retailer Zone D Parking Permit Internal Distribution Process
- o Figure B-15 Retailer Zone D Parking Permit External Distribution Process
- o Figure B-16 Zone D Parking Permit Distributor Solicitation Letter
- o Figure B-17 Zone D Parking Permit Distributor Questionnaire
- o Figure B-18 Zone D Monthly Parking Permit Wholesale Rate Schedule
- o Figure B-19 Zone D Monthly Parking Permit Sales Report
- o Figure B-20 Zone D Daily Parking Permit Distribution Process
- o Figure B-21 West University Parking Program Special Event/Need Review Process

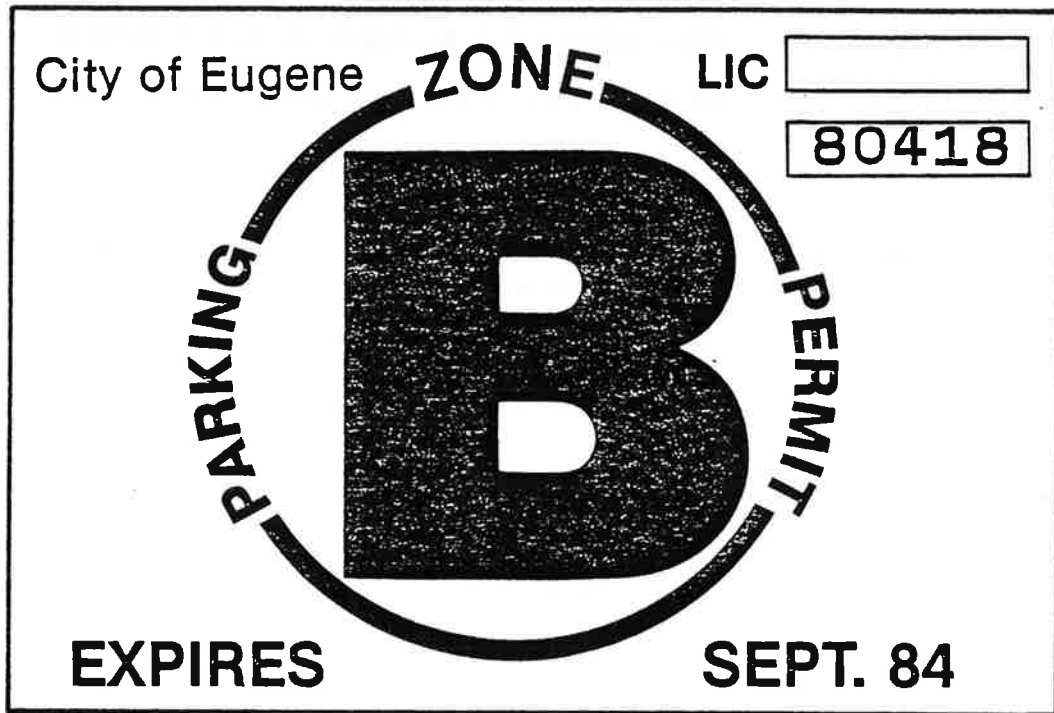


FIGURE B-1. ZONE B PERMITS

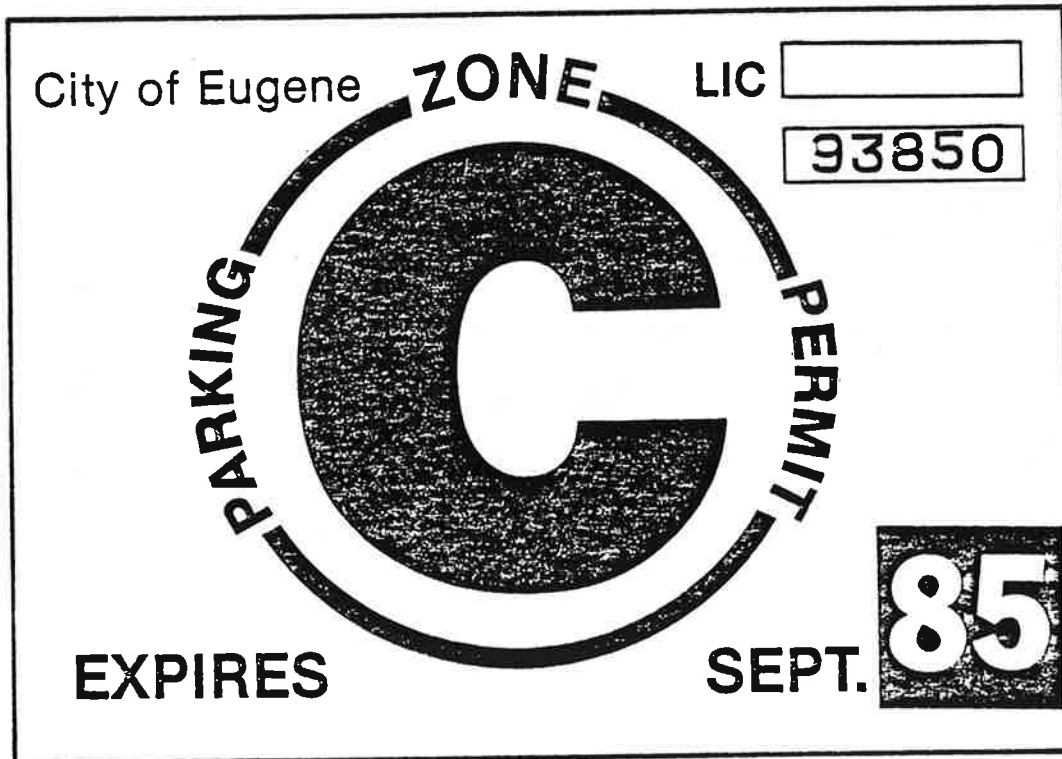
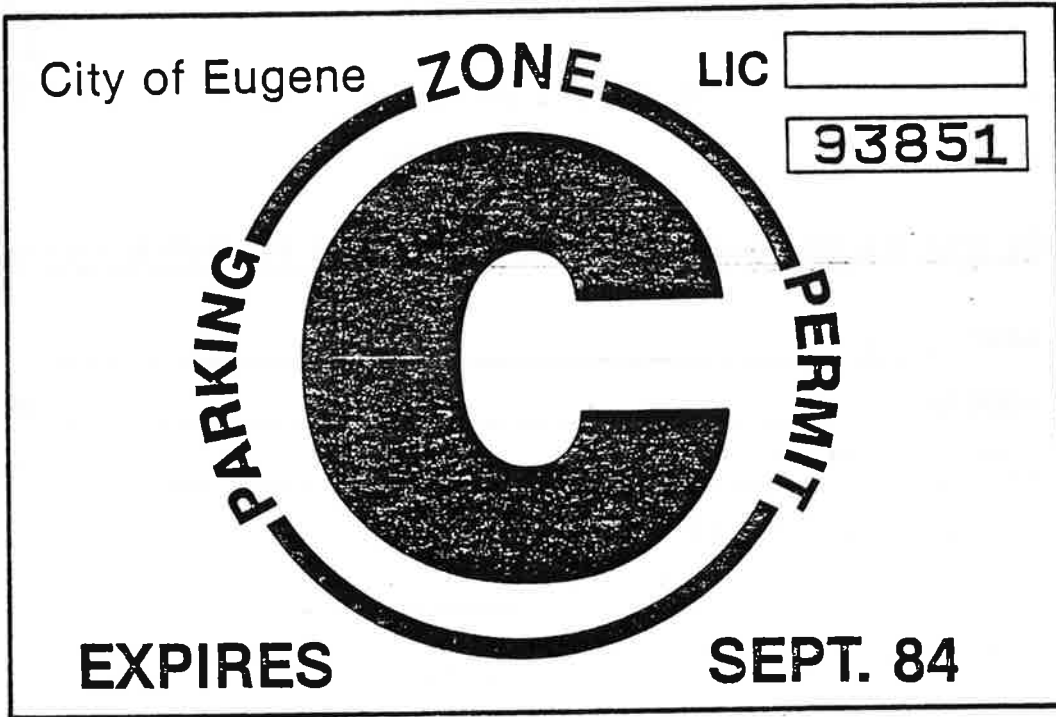
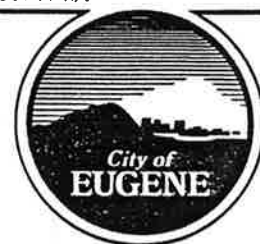


FIGURE B-2. ZONE C PERMITS



RESIDENTIAL ZONE B & C PERMIT

APPLICATION

PLEASE COMPLETE THE FOLLOWING FORM TO RECEIVE YOUR RESIDENTIAL PARKING PERMIT:

1. NAME: _____

2. ADDRESS: _____ APT# _____

CITY: _____ ZIP: _____

3. VEHICLE LICENSE PLATE#: 1. _____ 2. _____

4. VEHICLE REGISTRATION/TITLE#: 1. _____ 2. _____

5. LENGTH OF TIME AT PRESENT RESIDENCE: _____ / _____
 yrs. mos.

6. PLACE OF EMPLOYMENT/SCHOOL: _____

7. HOW DO YOU USUALLY TRAVEL TO WORK NOW? (CHECK 1 ONLY)

_____ Drive Alone _____ Walk
 _____ Carpool _____ Bicycle
 _____ Bus _____ Other

8. DO YOU HAVE OFF-STREET PARKING AVAILABLE AT YOUR PLACE OF RESIDENCE?

_____ Yes _____ No

FOR OFFICE USE ONLY

PERMIT#'S ISSUED

FEES PAID & EXPLANATION

ISSUER'S NAME & DATE


1. _____

2. _____

FIGURE B-3. RESIDENTIAL ZONE B AND C PERMIT APPLICATION



INSTRUCTIONS FOR RESIDENTIAL ZONE B PERMITS

1. Please have a positive I.D. and proof of address available for presentation when picking up your permit. Your vehicle registration would also be helpful.
2. One parking permit will be issued per resident free of charge. Additional permits are available for a fee.
3. Please complete the application form and submit it to the Parking Administration.
4. Look for the signs with  symbol which indicates Zone B permit parking is allowed.
5. you will be issued a bumper sticker that should be placed on the left side (driver's side) of the rear bumper.
6. You may ask for guest permits when you need them from the City of Eugene Parking Administration office located at 990 Oak Street (corner of 10th Ave. and Oak Street).
7. You may use your permit up until the expiration date indicated on the permit, at which time you can renew the permit by coming by the Parking Administration Office at 990 Oak Street.
8. Please follow these instructions carefully, and use these permits properly, or citations may be issued or the permit revoked.


Thank you. We hope this program will make parking more convenient for you. If you have any questions, please give the Parking Administration a call at 687-5218.

wtshurpp/08-31-83

FIGURE B-4. INSTRUCTIONS FOR RESIDENTIAL ZONE B PERMITS



INSTRUCTIONS FOR RESIDENTIAL ZONE C PERMITS

1. Please have a positive I.D. and proof of address available for presentation when picking up your permit. Your vehicle registration would also be helpful.
2. One parking permit will be issued per resident free of charge. Additional permits are available for a fee.
3. Please complete the application form and submit it to the Parking Administration.
4. Look for the signs with  symbol which indicates Zone C permit parking is allowed.
5. you will be issued a bumper sticker that should be placed on the left side (driver's side) of the rear bumper.
6. You may ask for guest permits when you need them from the City of Eugene Parking Administration office located at 990 Oak Street (corner of 10th Ave. and Oak Street).
7. You may use your permit up until the expiration date indicated on the permit, at which time you can renew the permit by coming by the Parking Administration Office at 990 Oak Street.
8. Please follow these instructions carefully, and use these permits properly, or citations may be issued or the permit revoked.

Thank you. We hope this program will make parking more convenient for you. If you have any questions, please give the Parking Administration a call at 687-5218.

wtshurpp/08-31-83

I M P O R T A N T N O T I C E

Dear West University Resident;

Your Zone "B" or "C" parking permit will expire on September 30. It is time to renew your permit and have it validated for 1985.

To obtain your 1985 validation, go to the City of Eugene Development Assistance Center, 777 Pearl St., Rm 105 A, from 8am-5pm Monday through Friday, 687-5086. NO PERMITS WILL BE ISSUED BY MAIL. You must bring with you the following 5 items:

- 1 This post card notification
- 2 Current proof of residency with YOUR NAME on it, ie; lease/rental agreement, utility bill, etc.
- 3 Driver's license or legal ID with photograph
- 4 Vehicle registration certificate or title
- 5 License plate number on the vehicle

There is no fee for renewal.
Thanks for your cooperation.

City Manager's Office
777 Pearl Street, Room 105
Eugene OR 97401

BULK RATE
U.S. POSTAGE PAID
EUGENE OR 97401
PERMIT NO. 377

FIGURE B-6. RESIDENT ZONE B AND C PERMIT RENEWAL NOTICE



JAN		FEB		MAR		APR		MAY		JUN	
1	WEST UNIVERSITY NEIGHBORHOOD										18
2	DAILY GUEST PARKING PERMIT										19
	Permit Valid One Day Only										
3	<div style="border: 1px solid black; width: 300px; height: 40px; margin: 0 auto;"></div>										20
4											21
5	LICENSE NUMBER										22
6	_____										23
7	ADDRESS										24
8	_____										25
9	ISSUED TO										26
10	_____										27
	AUTHORIZING SIGNATURE										
11	ON-STREET PERMITS										28
12	1. To validate permit, tear out both date and month of use.										29
13	2. Clearly write license number in upper box.										30
14	3. Place face up, where permit is entirely visible on driver's side of dashboard.										31
15	4. Permit is valid only for date, month and license number indicated.										
16	5. Permit is valid only in designated zone.										
17	6. This permit does not guarantee an on-street parking space.										
	7. The City of Eugene is not responsible for damaged or stolen property.										
	8. The City of Eugene is not responsible for lost or stolen permit.										
	9. Citations may be issued if incorrect date, month or license number is displayed, or if there is any tampering with the permit, if permit is used to park in an undesignated area, or if improperly displayed.										
	 ZONE 										0371
JUL		AUG		SEP		OCT		NOV		DEC	

FIGURE B-7. WEST UNIVERSITY NEIGHBORHOOD DAILY GUEST PARKING PERMIT - ZONE B



JAN		FEB		MAR		APR		MAY		JUN	
1	WEST UNIVERSITY NEIGHBORHOOD										18
2	DAILY GUEST PARKING PERMIT										19
	Permit Valid One Day Only										
3	<div style="border: 1px solid black; width: 300px; height: 40px; margin: 0 auto;"></div>										20
4											21
5	LICENSE NUMBER										22
6	_____										23
7	ADDRESS										24
8	_____										25
9	ISSUED TO										26
10	_____										27
	AUTHORIZING SIGNATURE										
11	ON-STREET PERMITS										28
12	1. To validate permit, tear out both date and month of use.										29
13	2. Clearly write license number in upper box.										30
14	3. Place face up, where permit is entirely visible on driver's side of dashboard.										31
15	4. Permit is valid only for date, month and license number indicated.										
16	5. Permit is valid only in designated zone.										
17	6. This permit does not guarantee an on-street parking space.										
	7. The City of Eugene is not responsible for damaged or stolen property.										
	8. The City of Eugene is not responsible for lost or stolen permit.										
	9. Citations may be issued if incorrect date, month or license number is displayed, or if there is any tampering with the permit, if permit is used to park in an undesignated area, or if improperly displayed.										
	 ZONE 										10529
JUL		AUG		SEP		OCT		NOV		DEC	

FIGURE B-8. WEST UNIVERSITY NEIGHBORHOOD DAILY GUEST PARKING PERMIT - ZONE C

RESIDENTIAL SPECIAL NEED REVIEW

From time to time, residents, businesses or institutions may ask the City to give special consideration in regards to the West University Parking Program. Although each case is unique, the following are some general guidelines.

- * All other alternatives should have been investigated and found infeasible.
- * Potential actions on the part of the program should be investigated in terms of negative impacts upon the community.
- * Actions taken by the program should not cause liability to the City.

REQUEST FOR REVIEW FORM

DATE OF REQUEST _____ ADDRESS _____

NAME OF REQUESTING PARTY _____

PHONE NUMBER(S) _____

TYPE OF ORGANIZATION: GOV'T ___ NON-PROFIT ___ FOR PROFIT ___ INDIVIDUAL ___

TYPE OF REQUEST _____

REASON FOR REC _____

FEASIBILITY: Y ___ N ___ _____

COMMUNITY IMPACTS _____

LIABILITIES _____

ACTION TAKEN _____

REPORT COMPLETED BY: _____ DATE: _____

FIGURE B-9. RESIDENTIAL SPECIAL NEED REVIEW FORM



FIGURE B-10. ZONE D MONTHLY PARKING PERMIT

DAILY PARKING PERMIT

Permit Valid One Day Only

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

DAILY ZONED PERMITS

1. Permits valid only where designated.
2. To validate puncture hole with car key in month & date of use.
3. Place face up, where permit is entirely visible on driver's side of dashboard.
4. This permit does not guarantee a parking space.
5. The City of Eugene is not responsible for stolen or damaged property.
6. The City of Eugene is not responsible for lost or stolen permit.
7. Permit is only valid for month and day indicated by the punctured hole.
8. No refunds will be given.
9. Citations may be issued if incorrect month or date is displayed, or if there is any tampering of the permit, if permit is used to park in an undesignated area, or improperly displayed.



No 4997

FIGURE B-11. ZONE D DAILY PARKING PERMIT



CITY OF EUGENE

DAILY & MONTHLY PARKING COUPONS


ZONE



FOR YOUR REFERENCE

Zone D
Monthly Permit \$ _____ for
each monthly permit

Zone D
Daily Permit \$ _____ for
each daily permit

1. Mail payment coupon and check to: City of Eugene, Parking and Paratransit, 990 Oak St., Eugene, OR 97401. For monthly parking permits, coupons must be returned by the 20th of each month.
2. Parking permits will be mailed to you upon receipt of payment.
3. Permits are valid only on streets in areas where designated by signs.
4. Look for the signs with  symbol which indicates Zone D permit parking is allowed.
5. These permits are subject to all rules and regulations stated on the permit, so please take a moment to read them.

FOR MONTHLY PARKING PERMIT:
THIS COUPON MUST BE RETURNED WITH
PAYMENT BY THE 20TH OF EACH MONTH
TO RECEIVE A PARKING PERMIT FOR THE
NEXT CALENDAR MONTH.

MAIL TO:



CITY OF EUGENE

PARKING & PARATRANSIT
990 OAK STREET
EUGENE, OR 97401

**PLEASE COMPLETE TO
ORDER ZONE D DAILY
AND MONTHLY PERMITS.**

PARKING FOR
MONTH OF _____
OF MONTHLY
PERMITS _____

OF DAILY
PERMITS _____

AMOUNT ENCLOSED \$ _____

VEH. LIC. # _____

PLEASE COMPLETE

Name _____

Address _____

City _____ State _____ Zip _____

FIGURE B-12. ZONE D DAILY AND MONTHLY PARKING COUPONS

City of Eugene
PARKING PERMITS



SOLD HERE

FIGURE B-13. ZONE D PARKING PERMIT DISTRIBUTION OUTLET SIGN

On a monthly basis, the following items are coordinated between the City and the Retailer

- 1) a monthly permit record form
- 2) a daily permit record form
- 3) the customer-completed monthly coupons
- 4) the unsold monthly permit

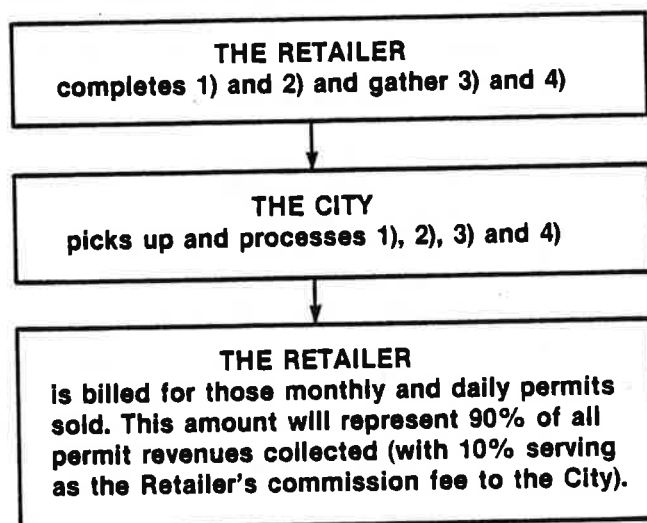


FIGURE B-14. CITY AND RETAILER ZONE D PARKING PERMIT INTERNAL DISTRIBUTION PROCESS

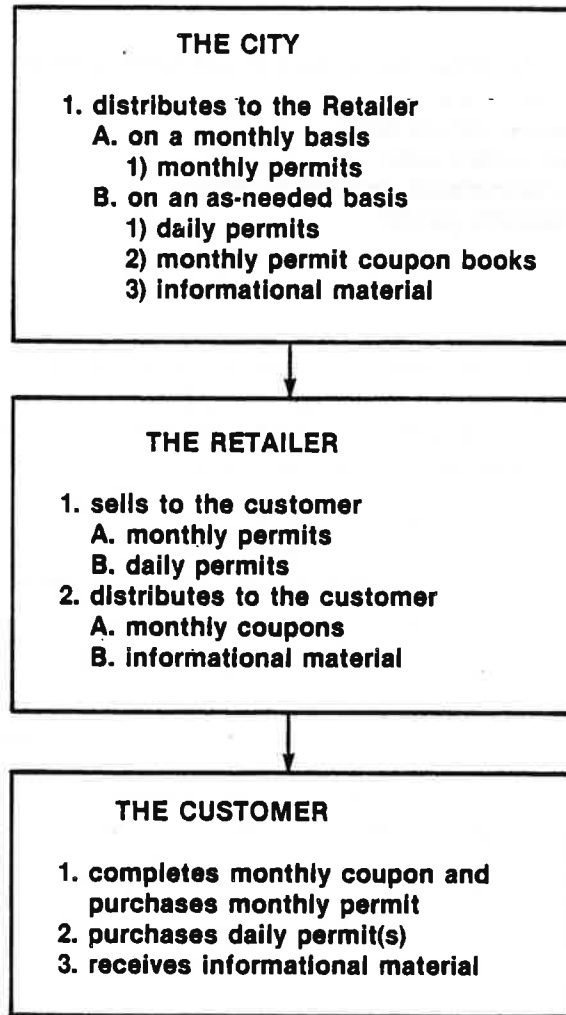


FIGURE B-15. RETAILER ZONE D PARKING PERMIT EXTERNAL DISTRIBUTION PROCESS



Dear Retailer:

The City of Eugene would like to invite you to participate in a new program designed to more effectively manage the on-street parking spaces in the West University area. A detailed explanation has been included.

The program to be in effect by late September is designed to free up parking on-streets in order to allow shoppers, patrons of other businesses, and residents greater opportunity to park near where they shop or live. However, the City of Eugene feels it must also address and make some options available to long-term commuter parkers, such as employees and faculty commuting into the area. Therefore, the City of Eugene will be allowing commuters to purchase a monthly or daily permit which will allow them to park in designated areas.

Making these monthly and daily parking permits conveniently available to these commuters is where the City of Eugene is asking for your help and participation. With this system, there are no upfront costs to you. In terms of paperwork, only 2 simple forms will need to be completed. Any money that is made stays in your checking account until billed. Products are delivered and picked up, information brochures will be available, and questions about the parking program can be referred to City staff. And finally, sale of these permits may generate additional foot traffic and sales for your store. We hope you will seriously consider becoming a retailer sales outlet for this parking program.

Essentially, there are three ways in which you can choose to participate. 1. Sell the Zone D Monthly and Daily permits, 2. Have parking permit coupon books available (no money exchange involved) or 3. have informational brochures (only) available regarding parking in the West University area. The following outlines these three options in a little more detail.

OPTION 1: SALE OF ZONE D MONTHLY AND DAILY PARKING PERMITS

1. In setting up your store as a retailer sales outlet for monthly and daily parking permits, you will initially receive the following materials:
 - Retailer's information leaflet
 - Parking permit coupon books
 - Information brochures for the public
 - Sign identifying your store as a participating retail sales outlet.
 - Business cards with City staff contact to be handed out to persons having questions.
2. A City of Eugene courier will deliver a set of monthly parking permits to your store each month. These permits will be sequentially numbered.

FIGURE B-16. ZONE D PARKING PERMIT DISTRIBUTOR SOLICITATION LETTER

Each delivery will include a record keeping form.

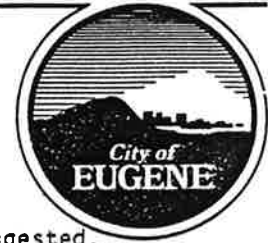
3. Monthly permits and daily permits will have a separate record-keeping form.
4. You the retailer will have the customer complete coupon for monthly permits and will sell daily and monthly Zone D permits.
5. At the end of the month the City of Eugene courier will pick up unsold monthly permits with completed record form, and completed coupons.
6. Upon reconciliation of permits sold, the City of Eugene will bill you for permits sold, LESS the 10% we will pay you for your service.
7. Daily parking permits will be handled in a similar fashion except that delivery and pick will be made when your supply of daily parking permits run low.

OPTION 2: PARKING PERMIT COUPON BOOK DISTRIBUTION

1. Initially, your store will receive the following materials:
 - merchant guidelines
 - parking permit coupon booklets
 - information brochures for the public
 - appropriate sign identifying your store as being a participating retailer
 - Business cards with City staff contact to be handed out to persons having questions.
2. Upon request, retailer will hand out parking permit coupon booklets and other informational brochures.
3. When supplies are low, retailer will call City, and City of Eugene will deliver supplies.

OPTION 3: DISTRIBUTION OF INFORMATION BROCHURES ONLY

1. The City will deliver informational brochures and a sign identifying your store as having parking information available.
2. Distribute information material upon request.
3. Call City for delivery of more supplies when needed.



WEST UNIVERSITY ON-STREET PARKING

As you are probably aware, when parking and traffic becomes heavily congested, it becomes a health and safety hazard. In response, measures must be taken to help manage and lessen the problem. The West University area is currently experiencing such parking and traffic problems due to the many and varied users of the area. As you know, people come to the West University area for many different reasons. There are the West University residents that live in the area, University of Oregon and Northwest Christian College students, faculty, and staff, Sacred Heart employees, patients of the hospital and clinics, and patrons of businesses in the area. It is the City of Eugene's commitment to be aware of all these user's parking needs in the area and determine the most effective way to address them. Since there is limited parking, especially on the street, it is impossible to accommodate everyone's parking needs through use of on-street parking alone.

As a solution, the City of Eugene is looking at promoting the best and most effective use of all existing parking spaces and facilities, and transportation alternatives.

After an extensive review of the various parking users needs and problems, the City developed a parking program to help manage public parking spaces and lessen some parking and traffic congestion problems.

In the heavy residential neighborhoods, 2 hour parking will be allowed. Residents will be issued a permit to allow them to park beyond the 2 hour limit. The purpose of this is to allow neighborhood residents a greater opportunity to park near their homes, while still providing short-term parking for shoppers, patients, etc..

In the more commercial area surrounding the residential neighborhood, it is essential to free up on-street parking for patrons of businesses; patients and visitors of the Sacred Heart Hospital and medical and dental clinics; and the University. Therefore two hour parking will be placed on most of the currently unrestricted on-street parking spaces to provide these users with easier access to the shops, clinics, and hospital. However, a commuter (employee, student, etc.) may purchase a daily or monthly parking permit to park on street in designated parking spaces, beyond the two hour sign limit. Because on-street parking spaces are so limited, it has been necessary to make certain that residents, patrons of businesses, patients, guests and visitors can find adequate parking.

The City of Eugene is aware that the employees of Sacred Heart, the university and colleges, and other businesses are also a vital element of the West University area. Therefore the City has met with Sacred Heart Hospital, University, Northwest Christian College, Lane county Medical Society, and University Small Business Association to discuss alternative solutions to the employee parking needs. In our discussions with Sacred Heart Hospital staff, it is our understanding that the hospital off-street parking facilities have the capability of handling employee parking needs. The University is also looking at their ability to handle students, faculty, and staff parking needs in their parking lots. The City of Eugene has also been working with and urging major employers such as Sacred Heart Hospital and the University of Oregon to provide assistance and incentives or benefits to their employees by helping them enter into and use alternative ways of commuting such as carpooling, bicycling, and taking the bus. Free ridesharing assistance to commuters is also available through the TAKE PART rideshare program located at 990 Oak St., Eugene, 687-5297.



Dear Retailer:

Please take a moment to complete this questionnaire. The information you provide will be of greatest value in helping to determine how the City of Eugene will make parking permits available to purchasers. Please return by September 16, 1983.

1. What are the hours that your store is open?

_____ open _____ close weekdays
_____ open _____ close weekends

2. What days is your store open? (Please check)

Mon. ___ Tues. ___ Wed. ___ Thurs. ___ Fri. ___ Sat. ___ Sun. ___

3. Please check the services you would be interested in providing.

_____ Option 1: Sell monthly and daily Zone D parking permits, in addition to having informational brochures and parking coupon booklets available (Retailer will receive 10% of sales for their service from the City of Eugene.)

_____ Option 2: Have parking permit coupon booklets and informational brochures available. (No monetary transactions involved, and no actual permit is issued from your store.)

_____ Option 3: Have informational brochures available regarding the parking in the West University area.

_____ I am not interested in participating in any of the above options.

4. If you have checked one of the services mentioned in Question 3, would you allow an informational sign to be placed in your window identifying your establishment as a participating retail sales outlet?

_____ yes _____ no

5. Please complete name, address, and phone number.

Name _____
Address _____
_____ Phone _____

Thank you for your help.

Please mail completed questionnaire, whether you wish to participate in the program or not and place in the pre-addressed envelope provided for your convenience.

MONTHLY ZONE "D" PERMITS
NEW WHOLESALE RATE SCHEDULE
(effective July, 1984)

NUMBER OF PERMITS	WHOLESALE COST
1 to 5	\$15.75 each
6 to 10	\$15.50 each
11 to 15	\$15.25 each
16 or more	\$15.00 each

THE RETAIL CEILING PRICE IS \$17.50 PER PERMIT.

FIGURE B-18. ZONE D MONTHLY PARKING PERMIT WHOLESALE RATE SCHEDULE

CITY OF EUGENE
 ZONE D MONTHLY PARKING PERMIT
 SALES REPORT

Serial #'s Issued	Quantity Issued	-	Quantity Returned	=	Quantity Sold	x	Retail Price	=	Total Retail Sales
<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/> A		<input style="width: 95%;" type="text"/> B		<input style="width: 95%;" type="text"/> C		<input style="width: 95%;" type="text"/> \$ D		<input style="width: 95%;" type="text"/> \$ E

Total Retail Sales	-	10% Paid to Retailer	=	Amount due City of Eugene
<input style="width: 95%;" type="text"/> \$ E		<input style="width: 95%;" type="text"/> \$ F		<input style="width: 95%;" type="text"/> \$ G

Completed by: _____

----- For office use only -----

Retailer Sales Outlet	Permit Month	Date Delivered
Date of Permit pick-up	Date Billed	Date Payment Received

White - City of Eugene-initial copy Yellow-City of Eugene-final copy Pink- Retailer copy

FIGURE B-19. ZONE D MONTHLY PARKING PERMIT SALES REPORT

SALE OF ZONE D DAILY PARKING PERMITS

1. You will receive a quantity of 300 daily permits from the City of Eugene courier.
2. Cost of a daily permit is \$1.50 each.
3. These permits may be pre-purchased and are validated for the proper day by the customer.
4. When your supply of Zone D daily permits begin to run low, please call the Parking Administration office at 687-5218. A City of Eugene courier will deliver a new supply of daily parking permits.
5. You will keep 10% of the revenue generated. The City of Eugene will mail you a bill for the remaining amount due.

**FIGURE B-20. ZONE D DAILY PARKING PERMIT
DISTRIBUTION PROCESS**



WEST UNIVERSITY PARKING PROGRAM
SPECIAL EVENT/NEED REVIEW PROCESS

From time to time, residents, businesses or institutions may ask the City to give special consideration in regards to issuance of complimentary parking permits within the West University Parking Program. Although each case is unique, the following are some general guidelines.

1. Frequency of need or event should not exceed 2 times per year.
2. Events should be related to community service and/or non-profit type events.
3. All other alternatives should have been investigated and found to be infeasible.
4. Potential actions on the part of the program should be investigated in terms of negative impacts to the community.
5. Actions taken by the program should not cause liability to the City.

REQUEST FOR REVIEW FORM

Date of request: _____

Name of requesting party: _____ Phone: _____

Address: _____ City _____ State _____

Type of organization: Gov't ___ Non-profit ___ For profit ___ Individual ___

Type of request: _____

Reason for request: _____

Frequency of event/need: _____

Solutions Considered:

1. _____ action taken by whom _____ feasibility: Y ___ N ___
community impacts: _____ liabilities: _____

2. _____ action taken by whom _____ feasibility: Y ___ N ___
community impacts: _____ liabilities: _____

3. _____ action taken by whom _____ feasibility: Y ___ N ___
community impacts: _____ liabilities: _____

Final Action Taken: _____

When _____

Report completed by: _____ Date: _____

wtshuser

FIGURE B-21. WEST UNIVERSITY PARKING PROGRAM SPECIAL EVENT/NEED REVIEW PROCESS

APPENDIX C

DATA COLLECTION STRATEGIES

This appendix outlines the data collection approach used in evaluating the WUNA parking program.

Wherever possible, quantitative descriptors and analyses were used to document and evaluate the program. Quantitative analyses consisted of developing basic descriptive statistics, correlations to determine relationships, and significance tests to determine whether a real change in the underlying variables occurred or if the observed difference could be attributed simply to normal variations.

The value of the various data collection techniques used in this study depended primarily on the quantity and quality of data collected. Measures of parking utilization, parking turnover, and traffic volumes were amenable to standard statistical analyses, although data limitations prevented the application of these techniques in certain instances. Attitudes and perceptions, however, were more difficult to measure and quantify. Such information was therefore drawn largely from quantitative sources such as surveys and interviews.

Another important consideration in developing a data collection program was the availability of data which characterized the conditions of the demonstration site before the implementation of the demonstration program. Ideally, the program's proposed evaluation plan should have specified the methodologies for collecting data well ahead of the implementation of the demonstration program. This would have provided adequate opportunity to develop a "before case" data base. This information would have served as the comparative basis for evaluating the impacts of the program. However, much of the pre-implementation data developed for the program evaluation was obtained before the selection of the evaluator contractor and the development of the evaluation plan. Therefore, the resulting evaluation effort relied on available data collected before the implementation of the program. As a result, the types of analyses and evaluations which could be performed were somewhat limited by the nature of this existing data base. Where prior data was not available, the evaluation effort relied on survey questions on the respondents' prior behavior. This process depended on the recall of the respondent and did not account for possible changes in the survey population since the project was implemented. However, this problem was minimized since the surveys were conducted only five months after the program was implemented, so that little change in the survey population was likely.

The evaluation of the WUNA parking program involved the application of several analysis methodologies and the collection of numerous types of data

due to the many elements contained in the program and its many objectives. These included:

- o Before and after parking utilization statistics:
 - on-street parking spaces in the WUNA
 - off-street parking spaces in the WUNA
 - on-street parking spaces in surrounding areas
 - off-street parking spaces in CBD area
 - before and after traffic counts throughout the WUNA
- o Review of permit distribution and sales records:
 - RPP permits
 - daily permits
 - monthly permits
- o Review of enforcement, compliance, and collection records
- o Residential survey (Zones B and C)
- o Commuter survey (students and employees of the WUNA)
- o Business/institutional survey

The resulting data were subsequently analyzed by using the following techniques:

- o Before and after statistical comparisons
- o Interpretation of survey responses
- o Development of utilization measures
- o Analysis of time series data developed during the course of the demonstration

Figure C-1 illustrates the relationships between the program issues, data required, data availability, and analysis techniques.

The evaluation of the WUNA parking program included documenting the activities involved in planning, implementing, and modifying the various parking management tactics used in the program. Particular attention was placed on the role of the Parking Administration (and its successor, the Transportation Division) during these phases of the program, since this group was delegated the responsibility for the program.

Detailed records of all planning and implementation activities of the Parking Administration were prepared and maintained in a chronologically arranged log book, encompassing three large 3-ring binders. Entries to the log book indicated the nature of the activity performed, the reason and

EVALUATION ISSUE	DATA REQUIRED	DATA AVAILABILITY	ANALYSIS TECHNIQUE
A. On-Street Parking Utilization <ul style="list-style-type: none"> Zone B Zone C Short-term spaces Neighboring areas 	<ul style="list-style-type: none"> Before and after hourly license plate survey in the WUNA Before and after occupancy survey of on-street spaces in neighboring areas 	<ul style="list-style-type: none"> Parking Administration Parking Administration 	<ul style="list-style-type: none"> Percent space hours used Percent spaces occupied Turnover Type of parker RPP Daily permit Monthly permit Other Percent violations
B. Off-Street Parking Utilization <ul style="list-style-type: none"> Zone B Zone C Joint Usage Facilities CBD Area 	<ul style="list-style-type: none"> Before and after hourly occupancy survey Before and after parking list 	<ul style="list-style-type: none"> Parking Administration/Private Operators Private Operators 	<ul style="list-style-type: none"> Percent spaces occupied Number of parkers
C. Travel Mode of WUN Area Commuters	Commuter Survey	Parking Administration	<ul style="list-style-type: none"> Summarize survey responses of modal choice for both before and after conditions
D. Traffic Volume	<ul style="list-style-type: none"> Before and after traffic counts in the WUNA, especially on designated arterials and in the Moonerf area 	Traffic Engineering and Maintenance Division	<ul style="list-style-type: none"> Compare 24-hour and Peak-hour traffic counts
E. Extent of Permit Usage <ul style="list-style-type: none"> RPP Daily Permit Monthly Permit 	<ul style="list-style-type: none"> Volume of permits issued or sold by type and month 	Parking Administration	<ul style="list-style-type: none"> Review Administration Records
F. Perception of Residents, Businesses, Institutions, and Commuters toward program	<ul style="list-style-type: none"> Residential Survey Business/Institution Survey Commuter Survey 	Parking Administration	<ul style="list-style-type: none"> Summarize survey responses by category of respondent
G. Cost-Effectiveness of Program	<ul style="list-style-type: none"> Program costs and revenues by category and account 	<ul style="list-style-type: none"> Parking Administration Finance Division 	<ul style="list-style-type: none"> Review of Administration and Division Records
H. Effects of "Moonerf"	<ul style="list-style-type: none"> Before and after traffic counts in "Moonerf" area and adjacent arterials Before and after license plate survey in "Moonerf" area Residential Survey Accident Statistics 	<ul style="list-style-type: none"> Traffic Engineering and Maintenance Division Parking Administration Parking Administration Eugene Police Department 	<ul style="list-style-type: none"> Compare 24-hour and Peak-hour traffic counts Type of Parker RPP Other Summarize survey responses regarding perceptions of residents
I. Use of Data Processors	<ul style="list-style-type: none"> Data processor software capabilities, instructions, coding forms, and usage records 	Parking Administration	<ul style="list-style-type: none"> Review administration records and working papers

FIGURE C-1. EVALUATION PLAN DATA AND ANALYSIS REQUIREMENTS

outcome, the responsible individual, the date, and the level of effort and/or cost involved. Entries also included relevant newspaper articles pertaining to the promotion of and reactions to the program.

The documentation of the planning and implementation processes of the Parking Administration was necessary to gain a better understanding of the demonstration results and to assess the transferability of the findings and results.

APPENDIX D

ON-STREET LICENSE PLATE
PARKING SURVEY FORMS

- o Figure D-1 On-Street Parking Survey Form
- o Figure D-2 Completed On-Street Parking Survey Form

CITY OF EUGENE
 PARKING AND PARATRANSIT ADMINISTRATION

LICENSE PLATE CHECK FOR THE
 WEST UNIVERSITY NEIGHBORHOOD

ROUTE: _____

DAY & DATE: _____

BLOCKFACE: _____

RECORDER: _____

8:00 am	9:00 am	10:00 am	11:00 am	12:30 pm	1:30 pm	2:30 pm	3:30 pm

X same vehicle

FIGURE D-1. ON-STREET PARKING SURVEY FORM

CITY OF EUGENE
PARKING AND PARATRANSIT ADMINISTRATION

LICENSE PLATE CHECK FOR THE
WEST UNIVERSITY NEIGHBORHOOD

ROUTE: E

DAY & DATE: Monday, 5/16/33

BLOCKFACE: 1

RECORDER: JOHN LATERRA

8:23 9:35 9:39 10:19 10:20 11:05 11:05 11:40 12:30 1:03 1:30 1:54 2:30 3:10 3:40 4:05

8:00 am	9:00 am	10:00 am	11:00 am	12:30 pm	1:30 pm	2:30 pm	3:30 pm
MDG024	X	X	BRY204	FNR331	ITV066	JMF165	X
BRX701	X	GMT442	X	CSM579	X	X	MDG024
	FGD28						
MPM153	X	X		KMD365	LSV050	X	HLNK?1
GQL172	X	FNYS30	X	AJB576	X	DJW775	DMA611
JNH884	X	X	X	FN4105	DHU037	X	X
JNA998	X	X	X	X	CTF720	LKC996	BDZ775
LU0012	X	X	X	X	E146342	ANN719	X
	HLU084		FTF767	H15547	LMM168	X	X

X same vehicle

1hr 12 min 41 45 35 33 28 40 27
(number of minutes required for each check) CHECKING TIME

FIGURE D-2. COMPLETED ON-STREET PARKING SURVEY FORM

APPENDIX E

RESIDENT, COMMUTER, AND WINDSHIELD SURVEYS

- o Figure E-1 Resident Survey
- o Figure E-2 Commuter Survey
- o Figure E-3 Windshield Survey
- o Figure E-4 Survey Process Description
- o Figure E-5 Survey Publicity
- o Figure E-6 Resident Survey Coding Instructions
- o Figure E-7 Commuter Survey Coding Instructions
- o Figure E-8 Windshield Survey Coding Instructions



**GREEN/ASSOCIATES
PUBLIC RELATIONS**

P.O. Box 2565 · 1176 W. 7th
Eugene, Oregon 97402
Telephone (503) 343-2548

Dear Friends of
the West University Area

We need your help!

Just five minutes of your time!

Green/Associates Public Relations has been retained by the City of Eugene to distribute, collect, and code a survey on a question affecting all of us who live, work, study or shop in the West University area. The problem is transportation/parking.

The fact is that the land base is limited and will not stretch to accomodate all the traffic/parking space we'd like to have.

We are faced with finding the best direction for today and, hopefully for tomorrow as well.

Your input is needed.

That's why we're asking for your help. Please fill out the attached survey which we have been asked by the Department of Transportation in Washington D.C. to facilitate. We sincerely want to get the most broadly-based input possible.

Won't you please stop right now and answer the questions?

Put the survey in the enclosed post-paid envelope and drop it in the nearest convenient mail box.

Our sincere thanks,


Beverly D. Green
President

BDG:pw

FIGURE E-1. RESIDENT SURVEY

WEST UNIVERSITY AREA TRANSPORTATION SURVEY

RESIDENT SURVEY

1 2 3 4 5

The Traffic Engineering Division of the Eugene Public Works Department is conducting a transportation and parking survey in the West University area of the City. This survey is intended to help the City of Eugene improve transportation and parking in this area. The survey is being administered by Green/Associates. This survey asks a few questions about your perceptions of transportation and parking. The survey should take you about 5-10 minutes to complete. To help us assure that a useable sample of residents is collected, please use the following guidelines for who should fill out this survey:

- A) Only one person in your household should complete this survey.
- B) That person should preferably be a licensed driver and have access to a vehicle (automobile, truck, motorcycle, van) during the day.
- C) Of those licensed drivers in your household, the person with the last birthday should fill out this survey. (again, this is to assure we receive a statistically usable sample of residents)

When the survey is completed, it should be enclosed in the attached pre-addressed envelope and put in any mail box. NO POSTAGE IS NECESSARY. Please return the survey by May 25. Thank you for your assistance and cooperation.

Do not write in this column

1. Please list the names of the cross-streets closest to your residence.

6

2. Residential status: (check one)

7

- Owner-occupant
- Renter/student
- Renter/non-student

3. How long have you lived at your current residence?
 ___ years ___ months

9 10

11 12

4. How many licensed drivers are there in your household?
 ___ drivers

13

5. How many vehicles are owned and used by members of your household?
 ___ vehicles

14

6. Do you have one or more off-street parking spaces at your residence?
 ___ yes ___ no
 If yes, please indicate the number of spaces in:
 ___ garage ___ driveway ___ other, please specify: _____

15

7. Do you regularly use a vehicle and park at your residence?
 ___ yes ___ no If no, skip to question #15

15

FIGURE E-1. RESIDENT SURVEY (Cont.)

QUESTIONS 8-10 SHOULD DESCRIBE YOUR TRAVEL AND PARKING SITUATION
LAST FALL (September, October, and November of 1983).

8. How often did you park on the street?

- all or most of the time
 sometimes
 occasionally
 never (skip to question 11)

17

9. During which times of the day did you usually need to find a parking space on the street near your home?

- before 7a.m.
 between 7a.m. and noon
 between noon and 5p.m.
 it mostly varied

18

10. On an average weekday, if you parked on the street, about how many blocks from your home did you usually park?

blocks

19

10a. How long did it usually take to find such a parking space on the street?

minutes

20 21

QUESTIONS 11-13 SHOULD DESCRIBE YOUR CURRENT TRAVEL AND PARKING SITUATION

11. How often do you now park on the street?

- all or most of the time
 sometimes
 occasionally
 never (skip to question 14)

22

12. During which times of the day do you now usually need to find a parking space on the street near your home?

- before 7a.m.
 between 7a.m. and noon
 between noon and 6p.m.
 after 6p.m.
 it mostly varies

23

13. On an average weekday, if you park on the street, about how many blocks from your home do you usually park?

blocks

24

13a. How long does it usually take to find such a parking space on the street?

minutes

25 25

14. Do you have a residential parking permit on your vehicle?

- yes no
 If yes, which type of permit? Zone "B"
 Zone "C"

27

If no, why not? _____

FIGURE E-1. RESIDENT SURVEY (Cont.)

<p>15. Do you use guest parking permits? <input type="checkbox"/> yes <input type="checkbox"/> no If yes, how many days per month on average? <input type="checkbox"/> per month If no, why not? _____</p>	<p>28 29 30</p>
<p>16. Comparing last Fall to now, how would you say parking and traffic has changed in the West University area?</p> <p>a) Ease of finding parking on neighborhood streets. (check one) <input type="checkbox"/> easier <input type="checkbox"/> more difficult <input type="checkbox"/> no change <input type="checkbox"/> don't know</p> <p>b) Amount of traffic on neighborhood streets: (check one) <input type="checkbox"/> reduced <input type="checkbox"/> increased <input type="checkbox"/> no change <input type="checkbox"/> don't know</p> <p>c) Noise from traffic on neighborhood streets: (check one) <input type="checkbox"/> reduced <input type="checkbox"/> increased <input type="checkbox"/> no change <input type="checkbox"/> don't know</p> <p>d) Other transportation or parking characteristics you believe are important, please specify: _____ _____ _____</p>	<p>31 32 33 34</p>
<p>17. Do you have any suggestions for improving the transportation and parking situation in the West University area? please specify: _____ _____ _____</p>	
<p>Additional comments:</p>	

FIGURE E-1. RESIDENT SURVEY (Cont.)



**GREEN/ASSOCIATES
PUBLIC RELATIONS**

P.O. Box 2565 · 1176 W. 7th
Eugene, Oregon 97402
Telephone (503) 343-2548

Dear Friends of
the West University Area

We need your help!

Just five minutes of your time!

Green/Associates Public Relations has been retained by the City of Eugene to distribute, collect, and code a survey on a question affecting all of us who live, work, study or shop in the West University area. The problem is transportation/parking.

The fact is that the land base is limited and will not stretch to accomodate all the traffic/parking space we'd like to have.

We are faced with finding the best direction for today and, hopefully for tomorrow as well.

Your input is needed.

That's why were asking for your help. Please fill out the attached survey which we have been asked by the Department of Transportation in Washington D.C. to facilitate. We sincerely want to get the most broadly-based input possible.

Won't you please stop right now and answer the questions?

Put the survey in the enclosed post-paid envelope and drop it in the nearest convenient mail box.

Our sincere thanks,

Beverly D. Green
President

BDG:pw

FIGURE E-2. COMMUTER SURVEY

WEST UNIVERSITY AREA TRANSPORTATION SURVEY

COMMUTER SURVEY

1 2 3 4 5

The Traffic Engineering Division of the Eugene Public Works Department is conducting a transportation and parking survey in the West University area of the City. This survey is being administered by Green/Associates. The survey is intended to help the City of Eugene improve transportation and parking in this area. The survey asks a few questions about your perceptions of transportation and parking. Only one person in your household should complete the survey. That person should commute into the West University area on a regular basis. The West University area is roughly bounded by Franklin Boulevard on the North, 19th Avenue on the South, Willamette Street on the West, and Kincaid Street on the East. The survey should take you about 5-10 minutes to complete. When the survey is complete, it should be enclosed in the attached pre-addressed envelope and put in any mail box. NO POSTAGE IS NECESSARY. Please return this survey by June 1. Thank you for your assistance and cooperation.

Do not write in this column.

1. Please list the names of the major cross-streets closest to your residence.

5 7

2. Destination in the West University area. Please indicate the name of the business, institution or other location:

3 9

3. Why do you commute to and from the West University area? (Check one):

10

- Full-time employment
- Part-time employment
- Student
- other, please specify: _____

QUESTIONS 4-7 SHOULD DESCRIBE YOUR TRAVEL AND PARKING SITUATION LAST FALL (September, October, and November of 1983).

4. How many times per week did you commute into the West University area?
_____ times per week

11 12

5. Did you have an automobile available to you for commuting into the West University area?
___ yes ___ no

13

6. How did you usually commute into the West University area? (check one):
___drove alone (automobile or motorcycle)
___carpool/vanpool
___bus/taxi
___bicycle/walk
___other, please specify: _____

14

FIGURE E-2. COMMUTER SURVEY (Cont.)

7. If you commuted by driving, where did you normally park? (check one):	15
<input type="checkbox"/> on the street without time or meter restrictions <input type="checkbox"/> on the street with time or meter restrictions <input type="checkbox"/> in a company owned parking space (garage, lot or private property) <input type="checkbox"/> commercial parking lot (ie: Diamond or other) <input type="checkbox"/> other, please specify: _____	
7a. How long did you normally park in a typical day when commuting? _____ hours/day	16 17
7b. If you parked on the street, about how many blocks from your destination did you usually park? _____ blocks	18
7c. How long did it usually take to find such a parking space on the street? _____ minutes	19 20
QUESTIONS 8-11 SHOULD DESCRIBE YOUR CURRENT TRAVEL AND PARKING SITUATION (May, 1984).	
8. How many times per week do you commute into the West University area? _____ per week	21 22
9. Do you currently have an automobile available to you for commuting into the West University area? _____ yes _____ no	23
10. How do you usually commute into the West University area? (Check one) <input type="checkbox"/> drive alone (automobile or motorcycle) <input type="checkbox"/> carpool/vanpool <input type="checkbox"/> bus/taxi <input type="checkbox"/> bicycle/walk <input type="checkbox"/> other, please specify: _____	24
11. If you commute by driving, where do you normally park in a typical day? (Check one): <input type="checkbox"/> on the street without time or meter restrictions <input type="checkbox"/> on the street with time or meter restrictions <input type="checkbox"/> in a company owned parking space (garage, lot or private property) <input type="checkbox"/> commercial parking lot (ie: Diamond or other) <input type="checkbox"/> other, please specify: _____	25
11a. How long do you normally park in a typical day when commuting? _____ hours/day	26 27
11b. If you park on the street, how many blocks from your destination do you usually park? _____ blocks	28
11c. How long does it usually take to find such a parking space on the street? _____ minutes	29 30

FIGURE E-2. COMMUTER SURVEY (Cont.)

12. If you have changed the way you commute into the West University area since last Fall, please indicate the primary reason. (Check one):

- haven't changed
- cost of gasoline
- cost of parking
- amount or ease of parking
- change in work situation or residence
- weather change
- change in transit service
- other, please specify: _____

31

13. Are you familiar with the daily and monthly on-street parking permits available to non-resident parkers in the West University area?

- yes no (if no, go to question 14)

32

13a. If yes, have you ever purchased these permits?

- DAILY PERMITS: yes no
- If yes, _____ times per month on the average.
- If no, why not? Please specify: _____
- MONTHLY PERMIT: yes no
- If yes, _____ times during the past four months.
- If no, why not? Please specify: _____

33

34 35

36

37

14. Since the Fall of 1983, how would you say traffic and parking has changed in the West University area?

- a. Amount of traffic on the streets: (Check one)
 - reduced
 - increased
 - no change
 - don't know
- b. Ease of finding a parking space on the street: (Check one)
 - easier
 - more difficult
 - no change
 - don't know
- c. Ease of finding an off-street parking space: (Check one)
 - easier
 - more difficult
 - no change
 - don't know
- d. Other transportation or parking characteristics you believe are important. Please specify: _____

38

39

40

41

15. Do you have any suggestions for improving the transportation and parking situation in the West University area? Please specify: _____

Additional comments:

FIGURE E-2. COMMUTER SURVEY (Cont.)

WEST UNIVERSITY AREA TRANSPORTATION SURVEY

WINDSHIELD SURVEY

The Traffic Engineering Division of the Eugene Public Works Department is conducting a transportation and parking survey in the West University area of the City. The survey is being administered by Green/Associates. The boundaries of the area include 11th Avenue to 14th Avenue, High Street to Kincaid Street. This survey is intended to help the City improve transportation and parking in this area. The survey asks a few questions about your perceptions of transportation and parking. It should take you roughly 5 minutes to complete. When the survey is completed, it should be enclosed in the attached pre-addressed envelope and put in any mail box. NO POSTAGE IS NECESSARY. Please return the survey by May 25. Thank you for your assistance and cooperation.

Do not write in this column

1. Please list the names of the major cross streets closest to your residence.

2. Why did you make this trip today? (check one or more as applicable):

shopping

work

school

medical/dental

other, please specify: _____

3. Please indicate how frequently you make a trip into this area for one or more of the purposes listed in question 2:

_____ once per day

_____ once per week

_____ once per month

_____ other, please specify: _____

4. Destination of current trip (indicate name of store, clinic, institution, or other destination):

5. Did you commonly park in this area for 2 hours or less during last fall (September, October and November, 1983)?

yes no. If no, go to question 7.

5a. During September, October and November of 1983, how long did it usually take you to find a parking space near your destination?

_____ minutes.

5b. Currently, how long does it usually take to find a parking space near your destination?

_____ minutes

FIGURE E-3. WINDSHIELD SURVEY

6. Since the Fall of 1983, how has finding a parking space on the street changed in this area?

- much more difficult
- somewhat more difficult
- no noticable change
- somewhat easier
- much easier
- don't know

7. Do you have any suggestions for improving the transporatation and parking situation in the West University area? Please specify:

Additional comments:

FIGURE E-3. WINSHIELD SURVEY (Cont.)

DOCUMENTATION

WEST UNIVERSITY PARKING PRICING DEMONSTRATION PROGRAM SURVEY EVALUATION

Marshall Landman, survey coordinator, Eugene Public Works Traffic Engineering
Green/ Associates, Public Relations--survey distribution, collection, coding
PO Box 2565, 1176 W 7th
Eugene, OR 97402
(503) 343-2548

BACKGROUND

As per the agreement between the City of Eugene Traffic Engineering and Peat, Marwick & Mitchell, some elements of the survey portion of the project evaluation were sub-contracted to a local public relations firm. After a request for proposal was let to local firms, responses were rated against established criteria. The firm of Green/Associates was selected based upon their demonstrated ability to accomplish the outlined tasks.

It was agreed upon that they would be the "front" for the surveys. Their first task was to draft a cover letter explaining the survey. The City purchased a "business reply" permit for respondents to use when returning the completed surveys. Distribution routes were developed and Green/Associates hired temporary help to distribute the surveys and code responses.

Each survey type will be discussed in this documentation and pertinent information will be noted.

In addition to the code responses for each survey type that were developed by PMM, City staff developed responses to "open-ended" questions. These new codes are included in this documentation.

WINDSHIELD SURVEYS:

NUMBERING SEQUENCE:

Wednesday: #00001-00226
Thursday : #00251-00483
Saturday : #00501-00628

DISTRIBUTION:

DAY	DATE DISTRIBUTED	AMOUNT DISTRIBUTED	AMOUNT RETURNED
Wednesday	5/16/84	1360	226
Thursday	5/17/84	1575	232
Saturday	5/19/84	1225	127

FIGURE E-4. SURVEY PROCESS DESCRIPTION

Windshield survey's were assembled in sealed, clear plastic bags. Each bag contained a cover letter, survey and a business reply, return envelope. Green/Associates hired temporary help to distribute the surveys. The surveys were distributed on a Wednesday, Thursday and Saturday. They were color coded so that each day could be identified. No direct follow-up was conducted since this survey was targeted to transient vehicles. In-direct follow-up was conducted, however, through an advertisement placed in the local newspaper.

RESIDENTIAL SURVEYS, ZONE'S B & C:

NUMBERING SEQUENCE:

ZONE B: #05000-05170

ZONE C: #05200-05296

DISTRIBUTION:

ZONE	DATE DISTRIBUTED	AMOUNT DISTRIBUTED	AMOUNT RETURNED
B	5/19/84	706	171
C	5/18/84	579	97

Residential survey's were assembled in clear plastic bags with a cut-out to accommodate placement on door-handles. Each bag contained a survey and business reply envelope. No direct follow-up was conducted but an advertisement was placed in the local newspaper.

COMMUTER SURVEYS:

NUMBERING SEQUENCE:

General area businesses	#03250-03760
University of Oregon	#01000-02271
Sacred Heart General Hospital	#02500-03091
Bureau of Land Management	#06000-06068
Northwest Christian College	#04000-04028

DISTRIBUTION:

NAME	DATE DISTRIBUTED	# DISTRIBUTED	# RET.	#USABLE	#NOT USEABLE
Gen. Bus.	5/21-5/25/1984	1331	476	411	35
U of O	5/17-5/18	6660	1593	1272	321
SHGH	5/17/84	1500	608	591	17
SLM	5/13/84	250	69	69	0
NCC	5/17/84	250	29	29	0

FIGURE E-4. SURVEY PROCESS DESCRIPTION (Cont.)

NARRATIVE:

GENERAL BUSINESSES

Staff developed a mailing list of affected businesses and provided that to Green/Associates. Bev Green contacted all businesses and informed them about the survey and asked for their cooperation in completing them. They provided a count of how many employees they had and surveys were hand delivered to them by Green/Associates temporary help. Surveys were placed inside the pre-paid business reply envelopes for distribution to employees.

U of O

Green/Associates negotiated with the U of O for distribution of the surveys to faculty, staff and students. The U of O distributed 2660 surveys to faculty and staff through their own internal mail system. These surveys were placed in the business reply envelopes. 4000 students were randomly selected off of the U of O's computer list. The U of O helped with survey distribution to students by affixing the mailing labels, sealing the mailing envelopes and paying for postage. The student surveys were placed in a regular mailing envelope with a business reply envelope included. Follow up was conducted through an advertisement in the U of O newspaper, the Oregon Daily Emerald on 5/31/84.

Sacred Heart General Hospital

Green/Associates negotiated with SHGH for distribution of surveys through employee paychecks. SHGH passed out a survey inside a business reply envelope along with check distribution on 5/17/84. Follow up was supported through reminders in HEARTBEAT, SHGH's "internal organ" (employee newspaper).

BLM

Green/Associates and staff negotiated with BLM for the distribution of surveys to their employees. Surveys were placed inside business reply envelopes and hand delivered to BLM who distributed the surveys to their employees.

NCC

Green/Associates and staff negotiated with NCC to distribute surveys to their students and employees. Surveys were placed in business reply envelopes and hand delivered to NCC. NCC took responsibility for distribution to their people.

SURVEY CODING

As surveys came in they were sorted according to type. Next, respondent locations were identified and any non-useable responses were separated out. Green/Associates temporary help then coded surveys using the code book responses provided by PMM. Surveys were monitored for accuracy by staff and errors that were found were corrected. Staff coded the last question of all surveys and assigned appropriate code responses to open ended questions.

When all surveys were coded, the City of Eugene hired temporary help to enter the survey data on computer. Staff monitored the quality and accuracy of data entry and found that the data entry performance of one encoder had too high an error rate. Staff re-hired another person and re-entered the erroneous data.

Once all the data was entered, hard copy was printed and the information was transferred to floppy diskette.

FIGURE E-4. SURVEY PROCESS DESCRIPTION (Cont.)

SURVEY COLOR CODE

Windshield - Gold -- Wednesday
Windshield - Gray -- Thursday
Windshield - Pink -- Saturday

Residential - Zone B -- Buff
Residential - Zone C -- Green

Stapled Residential - Perimeter area -- Green

Commuter - Ivory -- (U of O faculty & Staff)
Commuter - Light Brown -- (Sacred Heart)
Commuter - Blue -- (Business & BLM)
Commuter - Chartreuse -- (NCC)

FIGURE E-4. SURVEY PROCESS DESCRIPTION (Cont.)

OPEN ENDED RESPONSES AND CODES

CODE	RESPONSE/DESCRIPTION
PARKING LOT OR STRUCTURE ISSUES	
00	NO RESPONSE
01	BUILD A NEW PARKING STRUCTURE IN AREA
02	CREATE NEW SURFACE LOT'S IN THE AREA
03	U OF O SHOULD BUILD NEW STRUCTURE OR NON-SPECIFIED NEW PARKING
04	SHGH SHOULD BUILD NEW STRUCTURE OR NON-SPECIFIED NEW PARKING
05	U OF O AND SHGH SHOULD TOGETHER BUILD A STRUCTURE
06	CITY SHOULD BUILD A NEW STRUCTURE
07	NO NEW STRUCTURES SHOULD BE BUILT IN AREA
08	COMMUTERS SHOULD USE THE U OF O'S BEAN LOT
BUS ISSUES	
11	GENERAL BUS SUPPORT OR ISSUE
12	NO NIGHT OR EARLY MORNING SERVICE PROVIDED
13	WANT DIRECT ROUTES TO UNIVERSITY AREA WITHOUT GOING DOWNTOWN FIRST
14	NO ROUTES PROVIDED NEAR WHERE RESPONDANT LIVES
15	BUS TAKES TO LONG TO GET FROM ORIGIN TO DESTINATION
16	MORE PR AND EDUCATION NEEDED ABOUT BUSES
SIGNING/METER ISSUES	
20	GENERAL SIGNING CONCERN
21	REMOVE 2 HOUR SIGNS OR DECREASE NUMBER OF 2 HOUR SIGNS
22	WANT 2HR OR LONGER SIGNED TIME LIMITS
23	SHORTER TIME LIMITS THAN 2 HOURS
24	MORE 24 MINUTE TO 1 HOUR SIGNS
25	GENERAL METER ISSUE (NON-SPECIFIC)
26	WANT LESS PARKING METERS IN AREA
27	WANT MORE PARKING METERS IN AREA
28	SHORTEN TIME ALLOWANCE ON METERS
29	LENGTHEN TIME ALLOWANCE ON METERS
BICYCLE ISSUES	
30	GENERAL BICYCLE SUPPORT
31	COMMUTERS SHOULD INCREASE THEIR USE OF BICYCLES
32	PROVIDE BETTER EDUCATION AND PR ON ROUTES AND BIKE SAFETY
33	CHANGE EXISTING ROUTES TO SOME OTHER LOCATION
34	CREATE MORE BIKE ROUTES
35	ELIMINATE BICYCLE ROUTES
36	WANT BETTER ENFORCEMENT OF BICYCLE REGULATIONS
37	KEEP BICYCLES OFF OF THE STREETS
38	GENERALLY PROVIDE MORE BIKE RACKS/COVERED PARKING
SHUTTLE SERVICE ISSUES	
40	GENERAL SHUTTLE SUPPORT
41	U OF O SHOULD PROVIDE SHUTTLE SERVICE
42	U OF O SHOULD PROVIDE SHUTTLE SERVICE FROM BEAN LOT
43	U OF O SHOULD PROVIDE SHUTTLE SERVICE FROM AUTZEN STADIUM
44	SHGH SHOULD PROVIDE SHUTTLE SERVICE
45	LTD SHOULD PROVIDE SHUTTLE SERVICE

FIGURE E-4. SURVEY PROCESS DESCRIPTION (Cont.)

OPEN ENDED RESPONSES AND CODES

CODE RESPONSE/DESCRIPTION

CARPOOL/RIDESHARE ISSUES

50 GENERAL CARPOOL/RIDESHARE SUPPORT
51 RESPONDANT WANTS TO FIND A CARPOOL MATCH
52 CARPOOL/RIDESHARING WON'T WORK FOR RESPONDANT
53 USE PARK AND RIDE LOTS MORE
54 PROVIDE BETTER PR AND EDUCATION ON CARPOOLS AND RIDESHARING

FREE PARKING ISSUES

60 GENERAL FREE PARKING IN AREA DESIRED
61 U OF O SHOULD PROVIDE FREE PARKING
62 SHGH SHOULD PROVIDE FREE PARKING
63 CITY OF EUGENE SHOULD PROVIDE FREE PARKING
64 LOCAL BUSINESSES SHOULD PROVIDE FREE PARKING FOR EMPLOYEES
65 PROPERTY OWNERS SHOULD PROVIDE FREE PARKING FOR TENNANTS
66 CREATE MORE ON-STREET SPACES BY RE-STRIPING YELLOW ZONES
67 MORE ON-STREET SPACES DESIRED NEAR BUSINESSES
68 DECREASE PRICE OF PARKING IN LOTS/STRUCTURES/METERS/PERMITS

ENFORCEMENT ISSUES

70 GENERAL ENFORCEMENT ISSUES
71 STRONGER ENFORCEMENT OF REGULATED PARKING
72 LESS ENFORCEMENT OF REGULATED PARKING
73 NO ENFORCEMENT OF REGULATIONS ON SATURDAY
74 SHORTEN THE HOURS THE PARKING PROGRAM IS IN EFFECT
75 EXTEND THE HOURS THE PARKING PROGRAM IS IN EFFECT

DISPLACEMENT ISSUES

80 GENERALLY THE PARKING PROBLEM HAS MOVED INTO ANOTHER AREA
81 PARKING HAS BEEN DISPLACED TO THE NORTH
82 PARKING HAS BEEN DISPLACED TO THE SOUTH
83 PARKING HAS BEEN DISPLACED TO THE EAST
84 PARKING HAS BEEN DISPLACED TO THE WEST
85 INCLUDE RESPONDANTS AREA IN A RPP PROGRAM
86 RESPONDANT CANNOT PARK WHERE THEY USED TO ON-STREET

OTHER ISSUES

90 TAILOR THE B AND C ZONES WHERE THEY ARE REALLY NEEDED
91 RESPONDANT AVOIDS DOING BUSINESS IN THE AREA AFTER IMPLEMENTATION
92 MORE STREET LIGHTS NEEDED/ SAFETY AT NIGHT DESIRED
93 MORE EDUCATION AND PR ON PARKING PROGRAM AND REGULATIONS

FIGURE E-4. SURVEY PROCESS DESCRIPTION (Cont.)

SURVEY DEADLINE JUNE 1

The traffic/parking survey of the West University Area must be in by June first.

Please fill yours out and return it if you haven't already done so.

The survey takes just five minutes. The post-paid envelope makes it easy.

Your input is needed so the study can reflect input from all groups.

THANK YOU

FIGURE E-5. SURVEY PUBLICITY

*Our
Sincere Thanks*

*to those who filled out and
returned the West University
Area Transportation Survey.*

*You have helped to make
our efforts successful.*

*If you still have a
survey, please fill it
out and return it
to us today.*



**GREEN/ASSOCIATES
ADVERTISING, INC.**

P.O. Box 2565 · 1176 W. 7th
Eugene, Oregon · 97402
Telephone (503) 343-2548

FIGURE E-5. SURVEY PUBLICITY (Cont.)

MAIL YOUR SURVEY TODAY!

The traffic/parking survey of the West University Area must be in immediately.

If you are one of the students who received a random survey, please fill it out and return it today.

The survey takes just five minutes. The post-paid envelope makes it easy.

Your input is needed so the study can reflect input from all groups.

THANK YOU

FIGURE E-5. SURVEY PUBLICITY (Cont.)

WEST UNIVERSITY AREA TRANSPORTATION SURVEY
See Attachment
 RESIDENT SURVEY (NOTE 3)

1 2 3 4

The Traffic Engineering Division of the Eugene Public Works Department is conducting a transportation and parking survey in the West University area of the City. This survey is intended to help the City of Eugene improve transportation and parking in this area. The survey is being administered by Green/Associates. This survey asks a few questions about your perceptions of transportation and parking. The survey should take you about 5-10 minutes to complete. To help us assure that a useable sample of residents is collected, please use the following guidelines for who should fill out this survey:

- A) Only one person in your household should complete this survey.
- B) That person should preferably be a licensed driver and have access to a vehicle (automobile, truck, motorcycle, van) during the day.
- C) Of those licensed drivers in your household, the person with the last birthday should fill out this survey. (again, this is to assure we receive a statistically usable sample of residents)

When the survey is completed, it should be enclosed in the attached pre-addressed envelope and put in any mail box. NO POSTAGE IS NECESSARY. Please return the survey by May 25. Thank you for your assistance and cooperation.

Do not write in this column

1. Please list the names of the cross-streets closest to your residence.

01- Zone B, 02- Zone C
See Attachment (NOTE 4)

6 7

2. Residential status: (check one)

- 1 Owner-occupant
- 2 Renter/student
- 3 Renter/non-student

8

3. How long have you lived at your current residence?

8 years 0 months

(8 years)
 9 10
 (0 months)
 11 12

4. How many licensed drivers are there in your household?

8 drivers

13

5. How many vehicles are owned and used by members of your household?

8 vehicles

14

6. Do you have one or more off-street parking spaces at your residence?

8 yes 0 no

See Attachment (NOTE 5)

If yes, please indicate the number of spaces in:

↖ 1 garage 0 driveway 0 other, please specify: Not applicable for coding

15

7. Do you regularly use a vehicle and park at your residence?

1 yes 2 no If no, skip to question #15

15

FIGURE E-6. RESIDENT SURVEY CODING INSTRUCTIONS

QUESTIONS 8-10 SHOULD DESCRIBE YOUR TRAVEL AND PARKING SITUATION
LAST FALL (September, October, and November of 1983).

8. How often did you park on the street?

- 1 all or most of the time
2 sometimes
3 occasionally
4 never (skip to question 11)

17

9. During which times of the day did you usually need to find a parking space on the street near your home?

- 1 before 7a.m.
2 between 7a.m. and noon
3 between noon and 6p.m.
4 it mostly varied

18

10. On an average weekday, if you parked on the street, about how many blocks from your home did you usually park?

blocks

19

10a. How long did it usually take to find such a parking space on the street?

minutes

20 21

QUESTIONS 11-13 SHOULD DESCRIBE YOUR CURRENT TRAVEL AND PARKING SITUATION

11. How often do you now park on the street?

- 1 all or most of the time
2 sometimes
3 occasionally
4 never (skip to question 14)

22

12. During which times of the day do you now usually need to find a parking space on the street near your home?

- 1 before 7a.m.
2 between 7a.m. and noon
3 between noon and 6p.m.
4 after 6p.m.
5 it mostly varies

23

13. On an average weekday, if you park on the street, about how many blocks from your home do you usually park?

blocks

24

13a. How long does it usually take to find such a parking space on the street?

minutes

25 26

14. Do you have a residential parking permit on your vehicle?

- 3 yes 3 no
 ↪ If yes, which type of permit? 1 Zone "B"
2 Zone "C"

27

If no, why not? Not applicable for coding

FIGURE E-6. RESIDENT SURVEY CODING INSTRUCTIONS (Cont.)

15. Do you use guest parking permits?

1 yes 2 no

If yes, how many days per month on average?

per month

If no, why not? Not applicable for coding

28

29 30

16. Comparing last Fall to now, how would you say parking and traffic has changed in the West University area?

a) Ease of finding parking on neighborhood streets. (check one)

1 easier

2 more difficult

3 no change

4 don't know

31

b) Amount of traffic on neighborhood streets: (check one)

1 reduced

2 increased

3 no change

4 don't know

32

c) Noise from traffic on neighborhood streets: (check one)

1 reduced

2 increased

3 no change

4 don't know

33

d) Other transportation or parking characteristics you believe are important, please specify: See Attachment

(NOTE 6)

34

17. Do you have any suggestions for improving the transportation and parking situation in the West University area? please specify:

See Attachment

(NOTE 7)

35

Additional comments:

FIGURE E-6. RESIDENT SURVEY CODING INSTRUCTIONS (Cont.)

ATTACHMENT
(RESIDENT SURVEY)

1. All codes should be right justified with leading zeros, if necessary (i.e., 00001).
2. For those questions which require a subjective numerical response (e.g., "How long did it usually take you to find a parking space?"), code the actual number (#) indicated. In addition, for those questions which do not have a response, code the box(es) zero (0), unless specific instructions are given.
3. Boxes 1-5 should be used to assign a unique identification number to each survey. The identification numbers should begin with 00001 and increase by 1 with each additional survey. In addition, each type of survey (resident, commuter, and windshield) should be assigned a separate set of identification numbers.
4. Boxes 6 and 7 should be used to identify the residential location of the respondent (Zone B or Zone C). The map attached to this survey identifies the intersections associated with the two project area zones. If the residential location is described as one of the intersections labelled with a "B" on the map, code the boxes 01. If the residential location is described as one of the intersections labelled with a "C" on the map, code the boxes 02. If the residential location is described as one of the intersections labelled with a "O" on the map, the respondent may live in either Zone B or Zone C. Therefore, alternate coding the boxes 01 and 02 for every two resident surveys whose residential location is designated by a "O" on the map. If the residential location does not correspond to any of the intersections labelled on the map with a "B", "C", or "O", disregard the survey (i.e., do not code the answers) and place it in a separate file. If no response is offered, code boxes 6 and 7 with 00.
5. If off-street parking spaces are available at the respondent's residence, box 15 should be coded with the total number of spaces available (garage, driveway, and other).
6. Box 34 should be used to identify other transportation or parking characteristics that the resident believes are important. If a response is given, Box 34 should be coded with a 1; otherwise, code the box zero (0).

FIGURE E-6. RESIDENT SURVEY CODING INSTRUCTIONS (Cont.)

7. Box 35 should be used to identify suggestions for improving the transportation and parking situation in the project area. The following is a list of potential responses and their codes:

- . 1 - continue the parking program;
- . 2 - stop the parking program;
- . 3 - change the parking program; and
- . 4 - other.

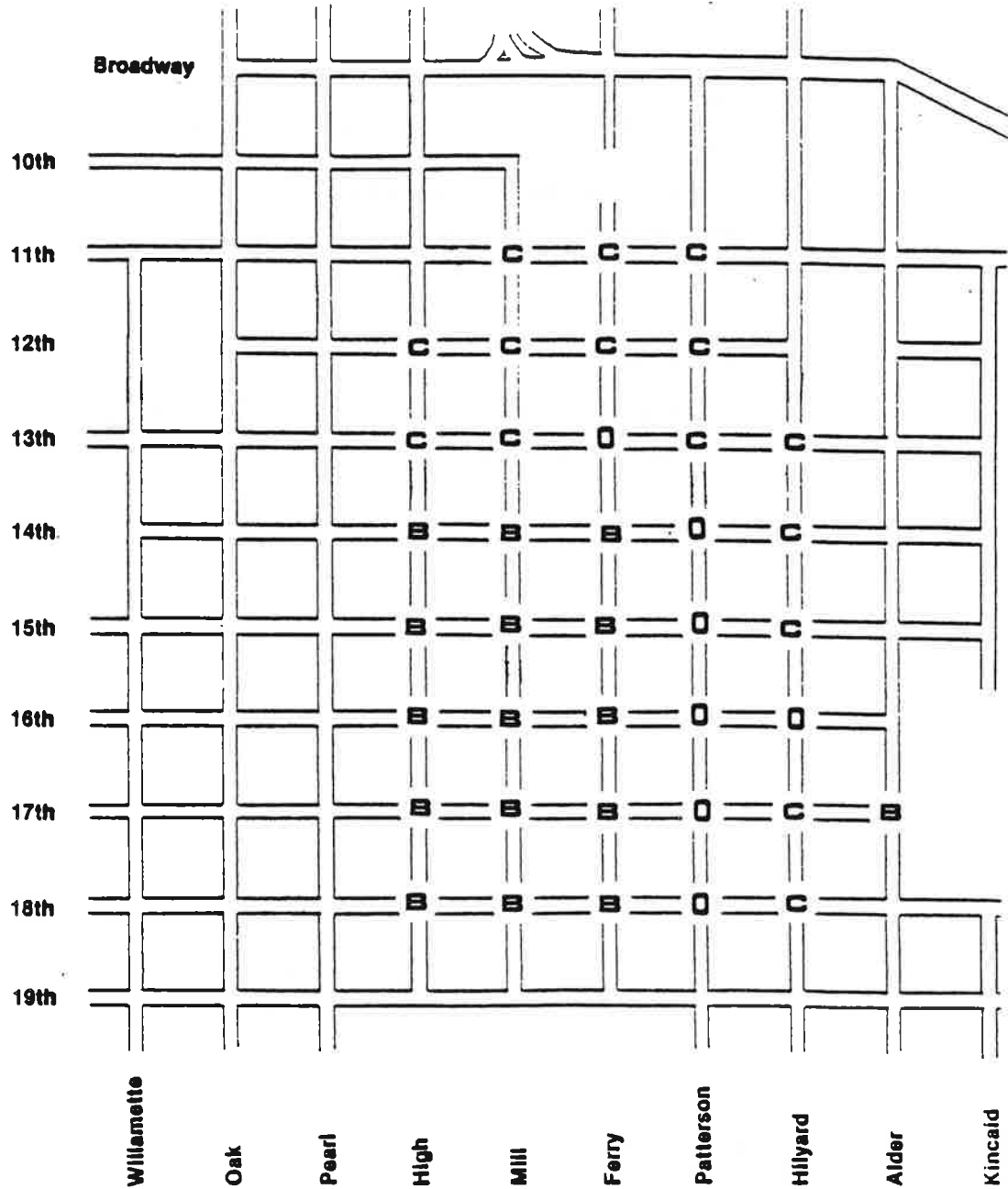
If no response is offered, code box 35 zero (0).

Box 35 is missing on the survey forms. Place the appropriate code in the coding column beside question 17 as shown on the sample resident survey.

FIGURE E-6. RESIDENT SURVEY CODING INSTRUCTIONS (Cont.)

WESR UNIVERSITY NEIGHBORHOOD AREA TRANSPORTATION/PARKING SURVEY

RESIDENTIAL ZONES B AND C INTERSECTIONS



-  ZONE B INTERSECTION
-  ZONE C INTERSECTION
-  ZONE B OR ZONE C INTERSECTION

FIGURE E-6. RESIDENT SURVEY CODING INSTRUCTIONS (Cont.)

WEST UNIVERSITY AREA TRANSPORTATION SURVEY

COMMUTER SURVEY

See Attachment
(NOTE 3)

1 2 3 4

The Traffic Engineering Division of the Eugene Public Works Department is conducting a transportation and parking survey in the West University area of the City. This survey is being administered by Green/Associates. The survey is intended to help the City of Eugene improve transportation and parking in this area. The survey asks a few questions about your perceptions of transportation and parking. Only one person in your household should complete the survey. That person should commute into the West University area on a regular basis. The West University area is roughly bounded by Franklin Boulevard on the North, 19th Avenue on the South, Willamette Street on the West, and Kincaid Street on the East. The survey should take you about 5-10 minutes to complete. When the survey is complete, it should be enclosed in the attached pre-addressed envelope and put in any mail box. NO POSTAGE IS NECESSARY. Please return this survey by June 1. Thank you for your assistance and cooperation.

Do not write in this column

1. Please list the names of the major cross-streets closest to your residence.

_____ See Attachment
(NOTE 4)

5 7

2. Destination in the West University area. Please indicate the name of the business, institution or other location:

_____ See Attachment
(NOTE 5)

8 9

3. Why do you commute to and from the West University area? (Check one):

1 Full-time employment

2 Part-time employment

3 Student

4 other, please specify: Not applicable for coding

10

QUESTIONS 4-7 SHOULD DESCRIBE YOUR TRAVEL AND PARKING SITUATION LAST FALL (September, October, and November of 1983).

4. How many times per week did you commute into the West University area?
~~4~~ times per week

11 12

5. Did you have an automobile available to you for commuting into the West University area?
1 yes 2 no

13

6. How did you usually commute into the West University area? (check one):

1 drove alone (automobile or motorcycle)

2 carpool/vanpool

3 bus/taxi

4 bicycle/walk

5 other, please specify: Not applicable for coding

14

FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS

7. If you commuted by driving, where did you normally park? (check one):	15
1 on the street without time or meter restrictions	
2 on the street with time or meter restrictions	
3 in a company owned parking space (garage, lot or private property)	
4 commercial parking lot (ie: Diamond or other)	
5 other, please specify: <u>Not applicable for coding</u>	
7a. How long did you normally park in a typical day when commuting?	16 17
# hours/day	
7b. If you parked on the street, about how many blocks from your destination did you usually park?	18
# blocks	
7c. How long did it usually take to find such a parking space on the street?	19 20
# minutes	
QUESTIONS 8-11 SHOULD DESCRIBE YOUR CURRENT TRAVEL AND PARKING SITUATION (May, 1984).	
8. How many times per week do you commute into the West University area?	21 22
# per week	
9. Do you currently have an automobile available to you for commuting into the West University area?	23
1 yes 2 no	
10. How do you usually commute into the West University area? (Check one)	24
1 drive alone (automobile or motorcycle)	
2 carpool/vanpool	
3 bus/taxi	
4 bicycle/walk	
5 other, please specify: <u>Not applicable for coding</u>	
11. If you commute by driving, where do you normally park in a typical day? (Check one):	25
1 on the street without time or meter restrictions	
2 on the street with time or meter restrictions	
3 in a company owned parking space (garage, lot or private property)	
4 commercial parking lot (ie: Diamond or other)	
5 other, please specify: <u>Not applicable for coding</u>	
11a. How long do you normally park in a typical day when commuting?	26 27
# hours/day	
11b. If you park on the street, how many blocks from your destination do you usually park?	28
# blocks	
11c. How long does it usually take to find such a parking space on the street?	29 30
# minutes	

FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS (Cont.)

12. If you have changed the way you commute into the West University area since last Fall, please indicate the primary reason. (Check one):

- 1 haven't changed
- 2 cost of gasoline
- 3 cost of parking
- 4 amount or ease of parking
- 5 change in work situation or residence
- 6 weather change
- 7 change in transit service
- 8 other, please specify: Not applicable for coding

31

13. Are you familiar with the daily and monthly on-street parking permits available to non-resident parkers in the West University area?

- 1 yes 2 no (if no, go to question 14)

32

13a. If yes, have you ever purchased these permits?

DAILY PERMITS: 1 yes 2 no

If yes, ~~#~~ times per month on the average.

If no, why not? Please specify: Not applicable for coding

MONTHLY PERMIT: 1 yes 2 no

If yes, ~~#~~ times during the past four months.

If no, why not? Please specify: Not applicable for coding

33

34 35

36

37

14. Since the Fall of 1983, how would you say traffic and parking has changed in the West University area?

a. Amount of traffic on the streets: (Check one)

- 1 reduced
- 2 increased
- 3 no change
- 4 don't know

38

b. Ease of finding a parking space on the street: (Check one)

- 1 easier
- 2 more difficult
- 3 no change
- 4 don't know

39

c. Ease of finding an off-street parking space: (Check one)

- 1 easier
- 2 more difficult
- 3 no change
- 4 don't know

40

d. Other transportation or parking characteristics you believe are important.

Please specify: See Attachment
(NOTE 6)

41

15. Do you have any suggestions for improving the transportation and parking situation in the West University area? Please specify:

See Attachment
(NOTE 7)

42

Additional comments:

FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS (Cont.)

ATTACHMENT
(COMMUTER SURVEY)

1. All codes should be right justified with leading zeros, if necessary (i.e., 00001).
2. For those questions which require a subjective numerical response (e.g., "How long did it usually take you to find a parking space?"), code the actual number (#) indicated. In addition, for those questions which do not have a response, code the box(es) zero (0), unless specific instructions are given.
3. Boxes 1-5 should be used to assign a unique identification number to each survey. The identification numbers should begin with 00001 and increase by 1 with each additional survey. In addition, each type of survey (resident, commuter, and windshield) should be assigned a separate set of identification numbers.
4. Boxes 6 and 7 should be used to identify the residential location of the commuter. In order to facilitate coding of this information, the Eugene-Springfield Urban Area has been divided into six residential districts. These districts are:
 - . District 1 - Project Area. This district includes parking program Zones B and C located in the West University Neighborhood Area.
 - . District 2 - Area Adjacent to the Project Site. This district includes the neighborhoods which are located approximately one-quarter to three-quarter (1/4 to 3/4) mile around the project area. The general boundaries of this district are:
 - . south to 24th Avenue;
 - . west to Lincoln Street;
 - . north to 6th Avenue/Southern Pacific Company Railroad (east of Coburg Road); and
 - . east to Agate Street.
 - . District 3 - Southwestern Area. This district includes the neighborhoods which are located to the southwest of District 2. The general boundaries of this district are:
 - . east to Willamette Street; and

FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS (Cont.)

- . north to 11th Avenue.
- . District 4 - Northwestern Area. This district includes the neighborhoods which are located to the northwest of District 2. The general boundaries of this district are:
 - . east to Willamette River/Coburg Road (south of Willamette River); and
 - . south to 11th Avenue.
- . District 5 - Northeastern Area. This district includes those neighborhoods which are located to the northeast of District 2. The general boundaries are:
 - . west to Willamette River/Coburg Road (South of Willamette River); and
 - . south to Franklin Boulevard/Main Street.
- . District 6 - Southeastern Area. This district includes those neighborhoods which are located to the southeast of District 2. The general boundaries are:
 - . west to Willamette Street; and
 - . north to Franklin Boulevard/Main Street.

Where feasible, the general boundaries for Districts 3, 4, 5, and 6 follow major roads or physical barriers in the Eugene-Springfield Urban Area.

The three maps attached to this survey display the general boundaries for all six residential districts which were described above. Specifically, Map 1 displays the boundaries for District 1 (parking program Zones B and C), Map 2 displays the general boundaries for District 2 (the boundaries displayed are the "outer" ones, the "inner" boundaries are those associated with District 1) and Map 3 displays the general boundaries for Districts 3, 4, 5, and 6.

If the major cross-streets closest to the commuter's residence (i.e., the commuter's residential location) are located in Districts 3, 4, 5 or 6, the following are the codes which should be used for Boxes 6 and 7:

- . 03 - District 3;
- . 04 - District 4;

FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS (Cont.)

. 05 - District 5; and

. 06 - District 6.

If the residential location is in Districts 1 or 2, disregard the survey (i.e., do not code the answers) and place it in a separate file.

If no response is offered, code boxes 6 and 7 with 00.

5. Boxes 8 and 9 should be used to identify the commuter's destination in the project area. The following is a list of potential responses and their codes:

. 01 - University of Oregon;

. 02 - Sacred Heart General Hospital (1255 Hilyard Street);

. 03 - Northwest Christian College (1010 Alder Street);

. 04 - Bureau of Land Management (1255 Pearl Street);

. 05 - Physicians and Surgeons Building (677 E. 12th Avenue);

. 06 - other clinics/doctor's offices;

. 07 - retail establishment; and

. 08 - other.

If no response is offered, code boxes 8 and 9 with 00.

6. Box 41 should be used to identify other transportation or parking characteristics that the commuter believes are important. If a response is given, Box 41 should be coded with a 1; otherwise, code the box zero (0).

7. Box 42 should be used to identify suggestions for improving the transportation or parking situation in the project area. The following is a list of potential responses and their codes:

. 1 - continue the parking program;

. 2 - stop the parking program;

. 3 - change the parking program; and

. 4 - other.

If no response is offered, code box 42 zero (0).

FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS (Cont.)

WEST UNIVERSITY NEIGHBORHOOD AREA TRANSPORTATION/PARKING SURVEY
 MAP 1: RESIDENTIAL DISTRICT 1

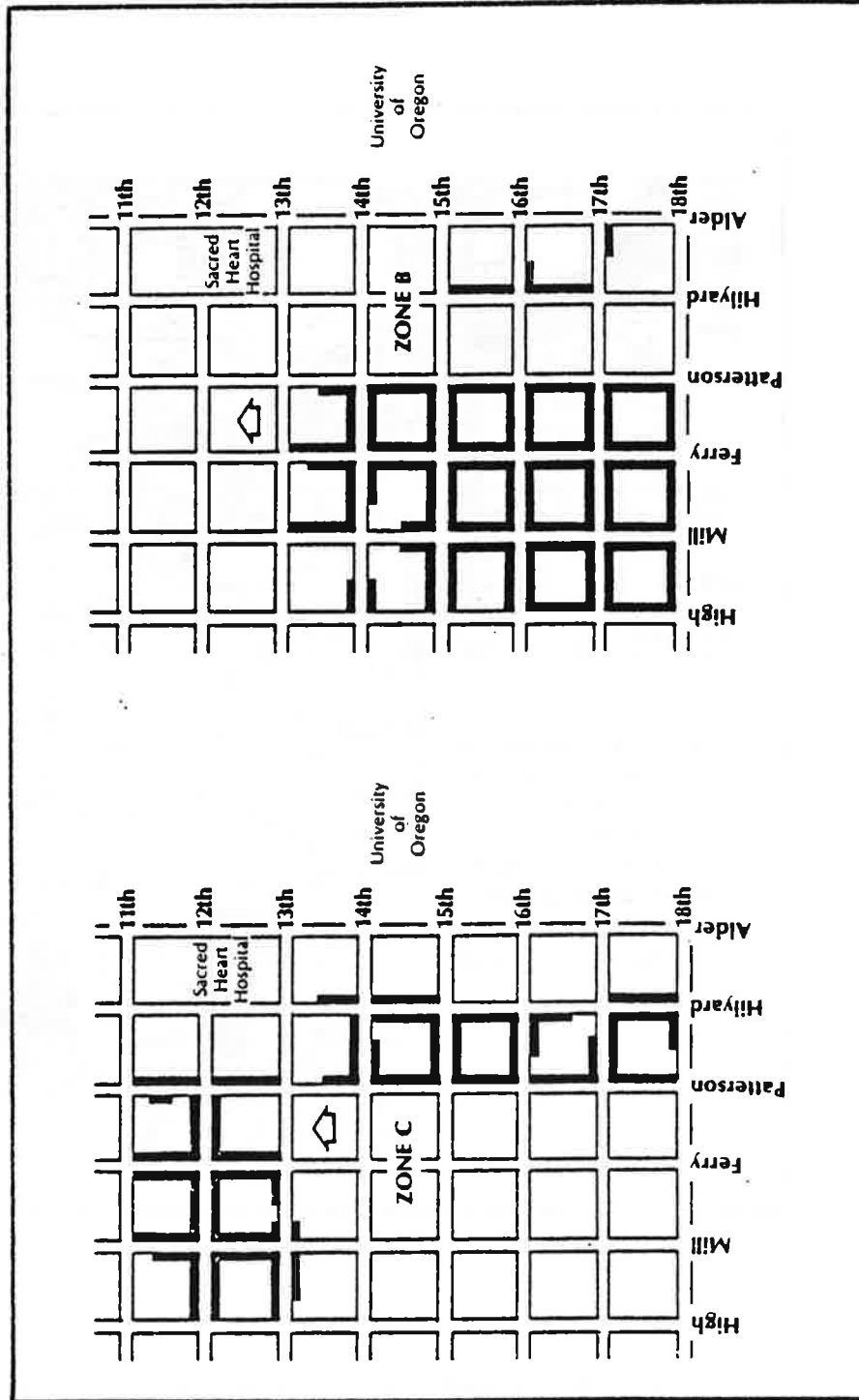


FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS (Cont.)

**WEST UNIVERSITY NEIGHBORHOOD AREA TRANSPORTATION/PARKING SURVEY
MAP 2: RESIDENTIAL DISTRICT 2**

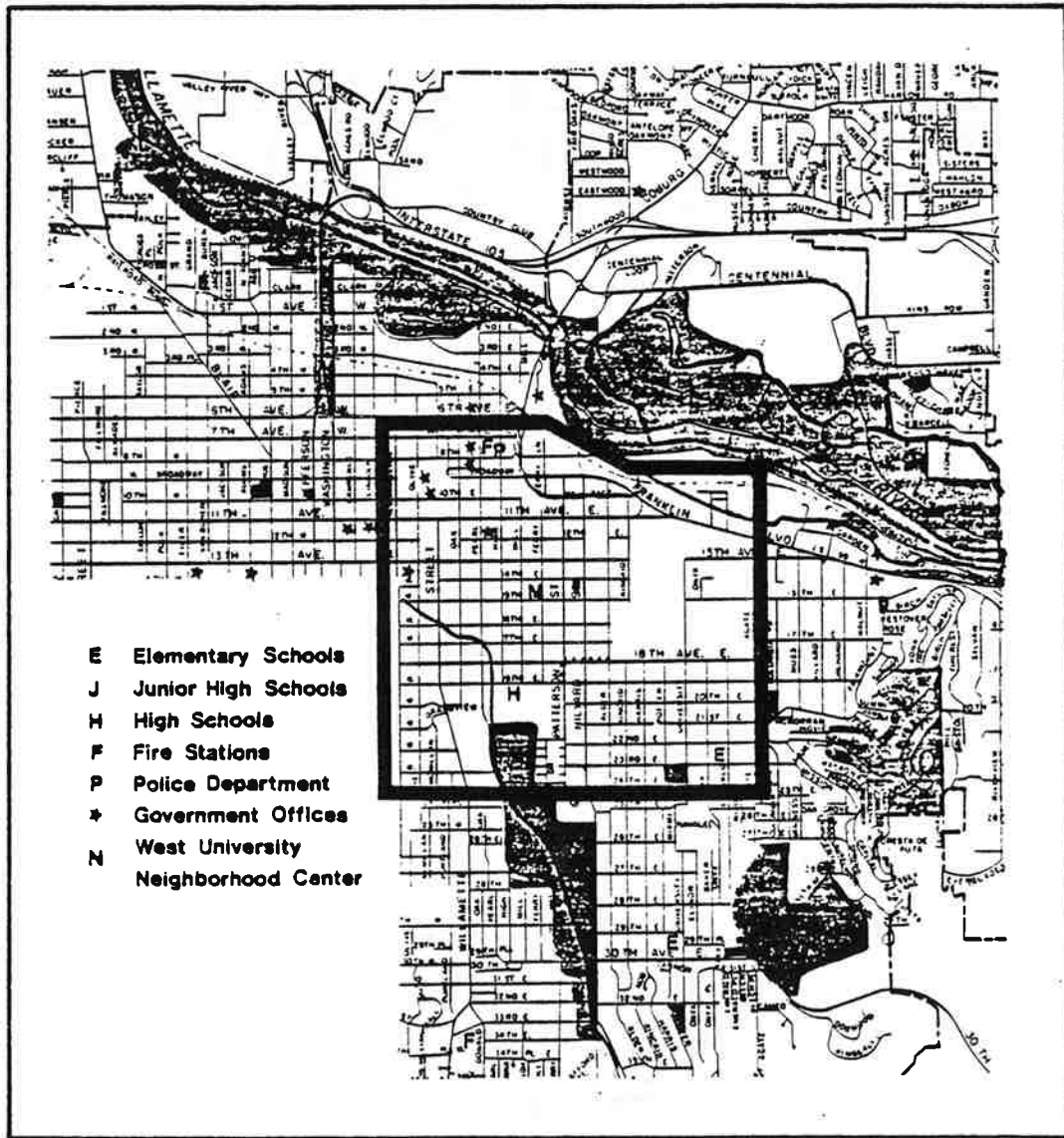


FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS (Cont.)

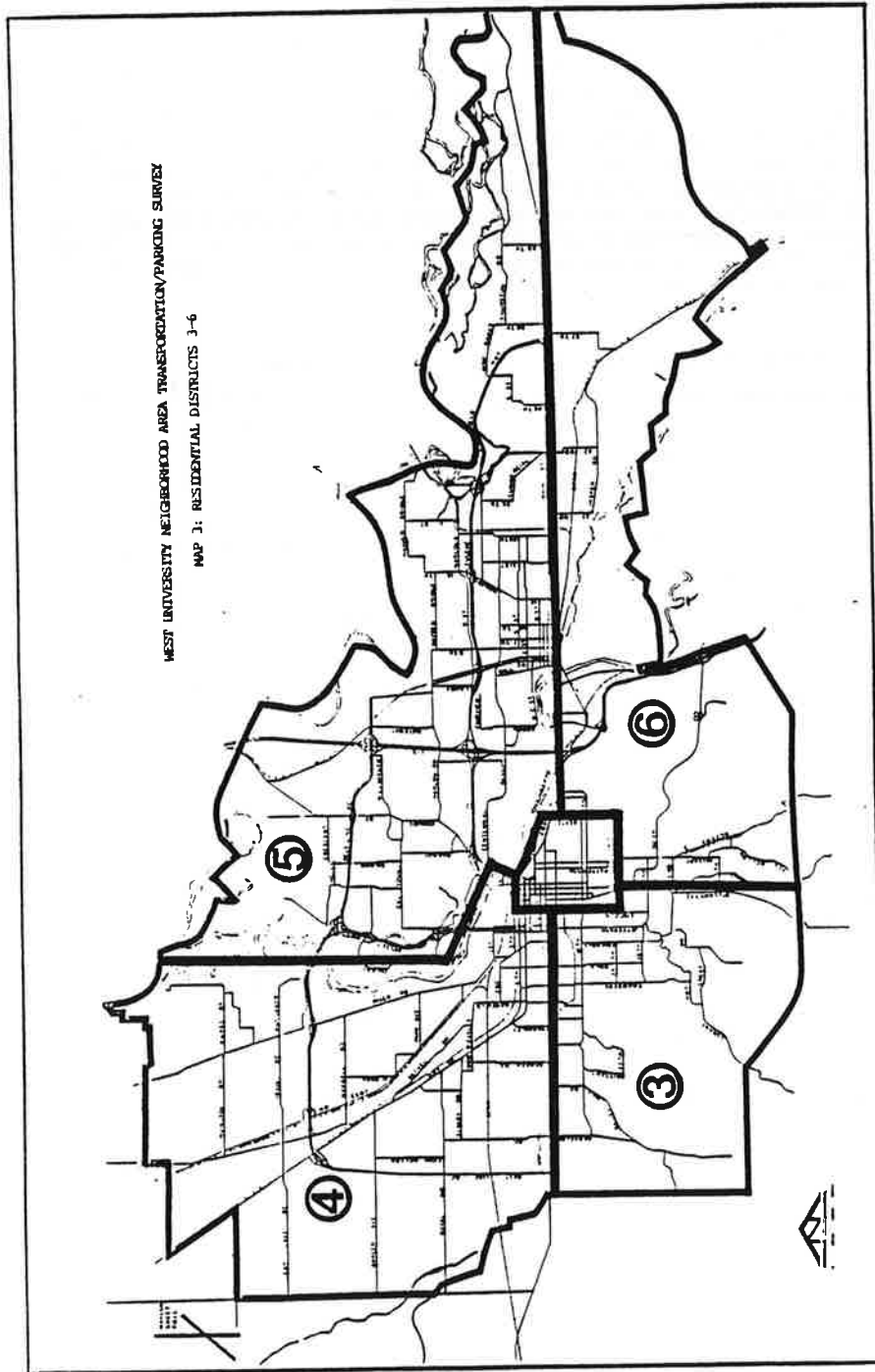


FIGURE E-7. COMMUTER SURVEY CODING INSTRUCTIONS (Cont.)

WEST UNIVERSITY AREA TRANSPORTATION SURVEY

WINDSHIELD SURVEY

See Attachment
(Note 3)

The Traffic Engineering Division of the Eugene Public Works Department is conducting a transportation and parking survey in the West University area of the City. The survey is being administered by Green/Associates. The boundaries of the area include 11th Avenue to 14th Avenue, High Street to Kincaid Street. This survey is intended to help the City improve transportation and parking in this area. The survey asks a few questions about your perceptions of transportation and parking. It should take you roughly 5 minutes to complete. When the survey is completed, it should be enclosed in the attached pre-addressed envelope and put in any mail box. NO POSTAGE IS NECESSARY. Please return the survey by May 25. Thank you for your assistance and cooperation.

Do not write in this column

1. Please list the names of the major cross streets closest to your residence.

See Attachment
(Note 4)

2. Why did you make this trip today? (check one or more as applicable):

- shopping
- work
- school
- medical/dental
- other, please specify: Not applicable for coding

} 1, if checked; otherwise, code zero (0).

3. Please indicate how frequently you make a trip into this area for one or more of the purposes listed in question 2:

- 1 once per day
- 2 once per week
- 3 once per month
- 4 other, please specify: Not applicable for coding

4. Destination of current trip (indicate name of store, clinic, institution, or other destination):

See Attachment
(Note 5)

5. Did you commonly park in this area for 2 hours or less during last fall (September, October and November, 1983)?

yes no. If no, go to question 7.

5a. During September, October and November of 1983, how long did it usually take you to find a parking space near your destination?

minutes.

5b. Currently, how long does it usually take to find a parking space near your destination?

minutes

FIGURE E-8. WINDSHIELD SURVEY CODING INSTRUCTIONS

6. Since the Fall of 1983, how has finding a parking space on the street changed in this area?

- 1 much more difficult
- 2 somewhat more difficult
- 3 no noticable change
- 4 somewhat easier
- 5 much easier
- 6 don't know

7. Do you have any suggestions for improving the transportation and parking situation in the West University area? Please specify:

See Attachment
(Note 6)

Additional comments:

FIGURE E-8. WINDSHIELD SURVEY CODING INSTRUCTIONS (Cont.)

ATTACHMENT
(WINDSHIELD SURVEY)

1. All codes should be right justified with leading zeros, if necessary (i.e., 00001).
2. For those questions which require a subjective numerical response (e.g., "How long did it usually take you to find a parking space?"), code the actual number (#) indicated. In addition, for those questions which do not have a response, code the box(es) zero (0), unless specific instructions are given.
3. Boxes 1-5 should be used to assign a unique identification number to each survey. The identification numbers should begin with 00001 and increase by 1 with each additional survey. In addition, each type of survey (resident, commuter, and windshield) should be assigned a separate set of identification numbers.
4. Boxes 6 and 7 should be used to identify the residential location of the parker. In order to facilitate the coding of this information, the Eugene-Springfield Urban Area has been divided into six residential districts. These districts are:
 - . District 1 - Project Area. This district includes parking program Zones B and C located in the West University Neighborhood Area.
 - . District 2 - Area Adjacent to the Project Site. This district includes the neighborhoods which are located approximately one-quarter to three-quarter (1/4 to 3/4) mile around the project area. The general boundaries of this district are:
 - . south to 24th Avenue;
 - . west to Lincoln Street;
 - . north to 6th Avenue/Southern Pacific Company Railroad (east of Coburg Road); and
 - . east to Agate Street.
 - . District 3 - Southwestern Area. This district includes the neighborhoods which are located to the southwest of District 2. The general boundaries of this district are:
 - . east to Willamette Street; and

FIGURE E-8. WINDSHIELD SURVEY CODING INSTRUCTIONS (Cont.)

- . North to 11th Avenue.
- . District 4 - Northwestern Area. This district includes the neighborhoods which are located to the northwest of District 2. The general boundaries of this district are:
 - . east to Willamette River/Coburg Road (south of Willamette River); and
 - . south to 11th Avenue.
- . District 5 - Northeastern Area. This district includes those neighborhoods which are located to the northeast of District 2. The general boundaries are:
 - . west to Willamette River/Coburg Road (south of Willamette River); and
 - . south to Franklin Boulevard/Main Street.
- . District 6 - Southeastern Area. This district includes those neighborhoods which are located to the southeast of District 2. The general boundaries are:
 - . west to Willamette Street; and
 - . north to Franklin Boulevard/Main Street.

Where feasible, the general boundaries for Districts 3, 4, 5, and 6 follow major roads or physical barriers in the Eugene-Springfield Urban Area.

The three maps attached to this survey display the general boundaries for all six residential districts which were described above. Specifically, Map 1 displays the boundaries for District 1 (parking program Zones B and C), Map 2 displays the general boundaries for District 2 (the boundaries displayed are the "outer" ones, the "inner" boundaries are those associated with District 1) and Map 3 displays the general boundaries for Districts 3, 4, 5, and 6.

To code the parker's residential location, the major cross-streets closest to the parker's residence should be associated with one of the six residential districts identified above. The following are the codes which should be used for Boxes 6 and 7:

- . 01 - District 1 (Zones B and C);

FIGURE E-8. WINDSHIELD SURVEY CODING INSTRUCTIONS (Cont.)

- . 02 - District 2;
- . 03 - District 3;
- . 04 - District 4;
- . 05 - District 5; and
- . 06 - District 6.

If no response is offered, code boxes 6 and 7 with 00.

5. Boxes 14 and 15 should be used to identify the parker's destination in the project area. The following is a list of potential responses and their codes:

- . 01 - University of Oregon;
- . 02 - Sacred Heart General Hospital (1255 Hilyard Street);
- . 03 - Northwest Christian College (1010 Alder Street);
- . 04 - Bureau of Land Management (1255 Pearl Street);
- . 05 - Physicians and Surgeons Building (677 E. 12th Avenue);
- . 06 - Medical Building (1180 Patterson Street);
- . 07 - Sahalie Natural Foods (611 E. 13th Avenue);
- . 08 - Prince Puckler's Ice Cream (686 E. 13th Avenue);
- . 09 - Kinko's Copies (860 E. 13th Avenue);
- . 10 - University of Oregon Book Store (895 E. 13th Avenue); and
- . 11 - other.

If no response is offered, code boxes 14 and 15 with 00.

6. Box 22 should be used to identify suggestions for improving the transportation and parking situation in the project area. The following is a list of potential responses and their codes:

- . 1 - continue the parking program;
- . 2 - stop the parking program;
- . 3 - change the parking program; and
- . 4 - other.

If no response is offered, code box 22 zero (0).

FIGURE E-8. WINDSHIELD SURVEY CODING INSTRUCTIONS (Cont.)

WEST UNIVERSITY NEIGHBORHOOD AREA TRANSPORTATION/PARKING SURVEY
 MAP 1: RESIDENTIAL DISTRICT 1

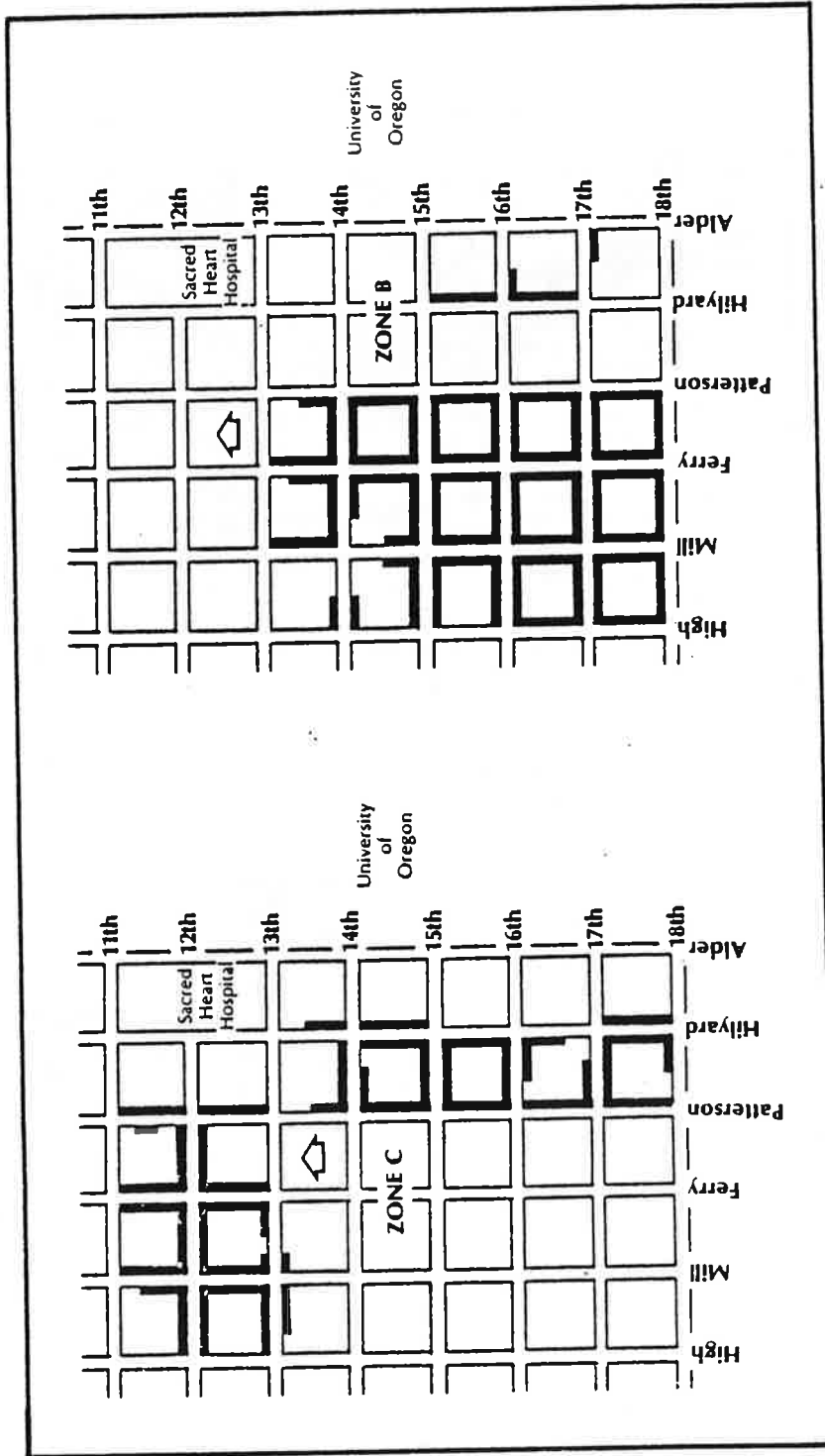


FIGURE E-8. WINDSHIELD SURVEY CODING INSTRUCTIONS (Cont.)

**WEST UNIVERSITY NEIGHBORHOOD AREA TRANSPORTATION/PARKING SURVEY
MAP 2: RESIDENTIAL DISTRICT 2**

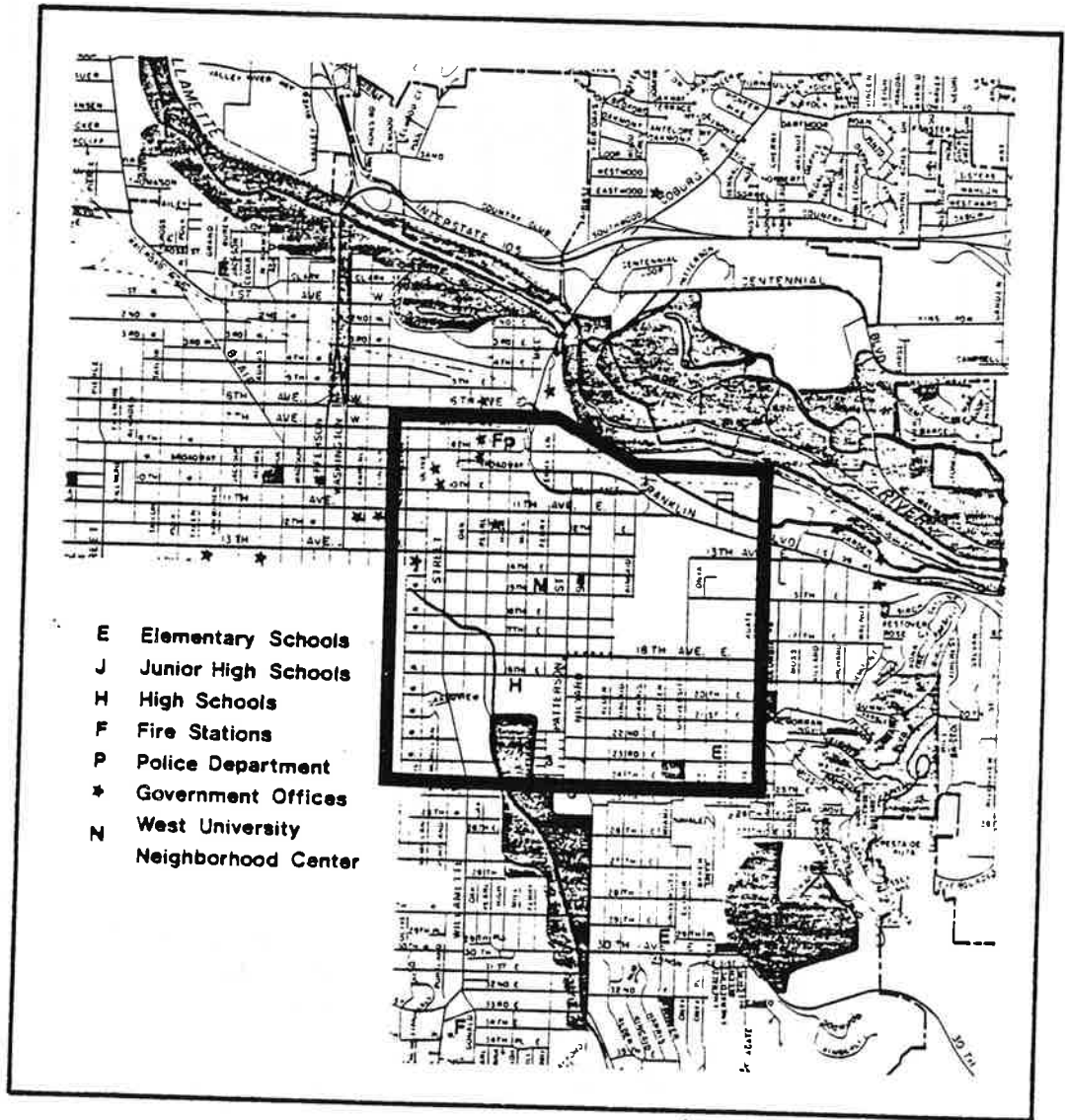


FIGURE E-8. WINDSHIELD SURVEY CODING INSTRUCTIONS (Cont.)

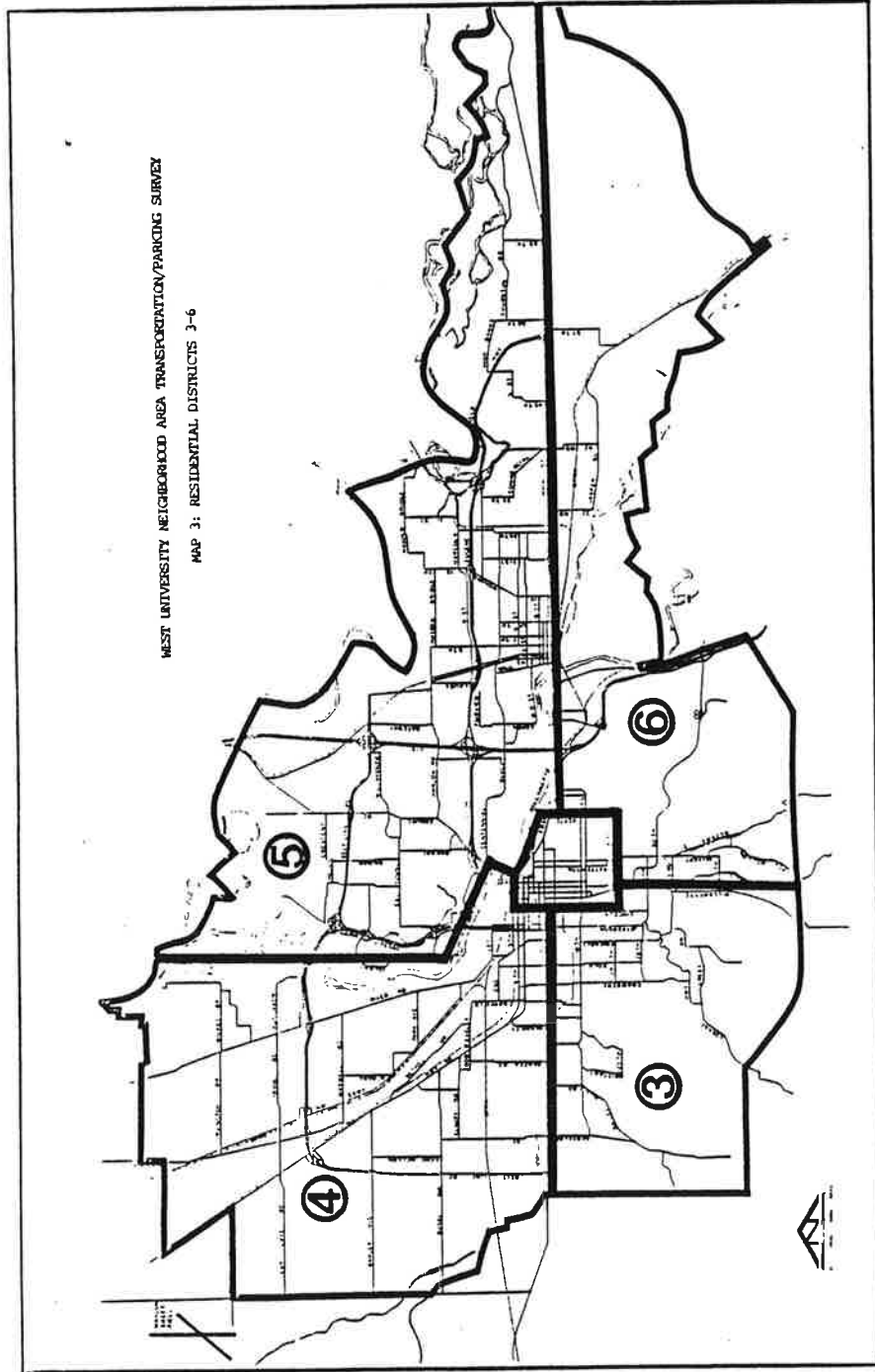


FIGURE E-8. WINDSHIELD SURVEY CODING INSTRUCTIONS (Cont.)

APPENDIX F

BUSINESS AND INSTITUTION INTERVIEWS

- o Figure F-1 List of Businesses and Institutions Interviewed
- o Figure F-2 Location of Interviewed Businesses and Institutions
- o Figure F-3 Business and Institution Interview Guide

Sacred Heart General Hospital
Alan Yorty
PO Box 10905
Eugene, OR 97440
503/686-6868

Sy's New York Pizza
Sy Zeer
1211 Alder Street
Eugene, OR 97401
503/686-9598

Eugene's Flower Home
Patricia or Robert Brooks
610 E 13th Avenue
Eugene, OR 97401
503/485-3655

University of Oregon
Dave Rowe
U of O Physical Plant
Eugene, OR 97403-1226
503/686-5243

Seven Eleven
Rita Scarpelli
1316 Alder Street
Eugene, OR 97401
503/343-5924

Poppi's Cafe
Poppi Cottam
675 E 13th Avenue
Eugene, OR 97401
503/343-0846

Northwest Christian College
Harold Smith, Business Manager
828 E 11th Avenue
Eugene, OR 97401
503/343-1641

Peralandra Bookstore
Katherine Harris
790 E 11th Avenue
Eugene, OR 97401
503/485-4848

Rainbow Optics
Richard Greene
766 E 13th Avenue
Eugene, OR 97401
503/343-3333

Bureau of Land Management
Larry Folenices/Bill Dingle
1255 Pearl Street
Eugene, OR 97401
503/687-6490

Homegrown Shoppe
Clora Miller
798 E 11th Avenue
Eugene, OR 97401
503/344-4030

Gerlach's Camera Center
Walt Biddle
849 E 13th Avenue
Eugene, OR 97401
503/344-8890

Jabberwocky Cards and Gifts
Vicki Leppmann
1308 Hilyard Street
Eugene, OR 97401
503/484-0530

Little's Market
Mrs. Wilson
544 E 13th Avenue
Eugene, OR 97401
503/683-4848

Kinko's Copies
Jamie Douglass/Dave Gibson
860 E 13th Avenue
Eugene, OR 97401
503/344-7894

Ken's Dry Cleaning, Inc
Ken Glass
1337 Hilyard Street
Eugene, OR 97401
503/344-4621

Hair Today
Mrs. Connie Waldstein
561 E 13th Avenue
Eugene, OR 97401
503/485-4422

Womens Medical Services
Dr. Woomer
598 E 13th Avenue
Eugene, OR 97401
503/485-0420

Hilyard Street Market
Larry or Jerry Swartz
1698 Hilyard Street
Eugene, OR 97401
503/343-3448

Sahalie Natural Foods
Dana Gardner
595 E 13th Avenue
Eugene, OR 97401
503/484-6460

Prince Puckler's Ice Cream
Lolly Robertson
686 E 13th Avenue
Eugene, OR 97401
503/484-6448

Subway Sandwich Shop
Reza
1304 Hilyard Street
Eugene, OR 97401
503/484-6955

Eugene Trading Company
Roseanne, or Robert Kelly
651 E 13th Avenue
Eugene, OR 97401
503/344-7006

FIGURE F-1. LIST OF BUSINESSES AND INSTITUTIONS INTERVIEWED

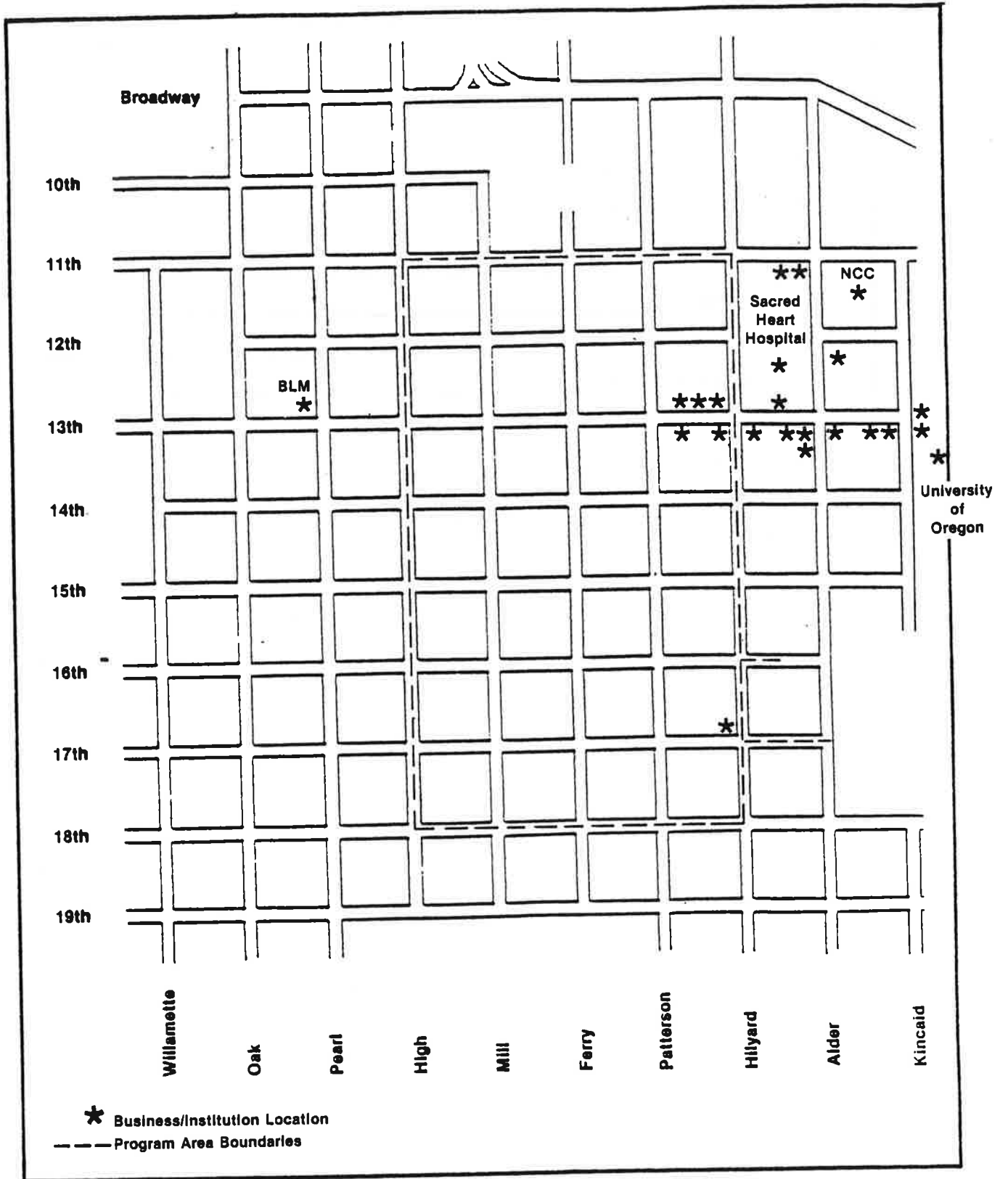


FIGURE F-2. LOCATION OF INTERVIEWED BUSINESSES AND INSTITUTIONS

WEST UNIVERSITY NEIGHBORHOOD AREA
PARKING PRICING DEMONSTRATION PROGRAM
EMPLOYER INTERVIEWS

Interviewer: _____

Date: _____

1. Contact Person: _____
2. Phone: _____
3. Name of Business: _____
4. Address of Business: _____

5. Nature of Business: _____
6. Number of Employees:
Part-Time _____
Full-Time _____
7. Do you provide off-street parking for your employees?
_____ Yes _____ No
If Yes, how many spaces? _____
8. Do you provide off-street parking for your customers?
_____ Yes _____ No
If Yes, how many spaces? _____
9. Are you familiar with Eugene's parking program for WUNA?
_____ Yes _____ No
10. Since implementation of the parking program, the availability of on-street parking spaces within close proximity of your establishment has (Check One):
_____ Increased significantly
_____ Increased moderately
_____ No appreciable change
_____ Decreased moderately
_____ Decreased significantly
_____ Don't know

FIGURE F-3. BUSINESS AND INSTITUTION INTERVIEW GUIDE

Name of Business: _____ Date: _____

11. How has the parking program affected your business activity? (Check One)

Increased by _____ percent
 Decreased by _____ percent
 No appreciable change
 Don't know

12. What aspects of the parking program have affected your business activity?

Changes in on-street parking availability
 Selling of permits
 Other (Please specify) _____
 None

13. What is your overall attitude toward the parking program? (Check One)

Continue parking program as is
 Stop parking program entirely
 Change parking program (Please specify)

 No comment

ADDITIONAL COMMENTS:

FIGURE F-3. BUSINESS AND INSTITUTION INTERVIEW GUIDE (Cont.)

