

Proposal: Downtown Newberg Parking Inventory and Utilization Study

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Prepared for:

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with:

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Key Personnel Qualifications

We are proposing a two-firm team for this project. **Studio Davis** will be the primary consultant, managing the project from start to finish, conducting analyses, writing the final report and parking plan, and managing public involvement. **Quality Counts**, working closely with Studio Davis, will conduct all data collection. Our firm profiles, brief biographies of key team members, and recent related projects are detailed below.

Studio Davis (SD)



Studio Davis specializes in parking policy, systems, and management and related elements of transportation and placemaking. Our core belief is that parking is one of the most important factors influencing a place's economic outcomes and quality of life. Our small and dynamic firm thrives upon balancing technical and political factors to deliver effective solutions to the communities we serve, and ultimately produce plans that are not merely aspirational but also actionable.

Our recent accomplishments include a parking plan to Forest Grove, Oregon, that addresses significant congestion without adding supply and helped win support for removal of supply along a future downtown "carnival street;" an analysis to support conversion of a large but lightly-used institutional parking lot into a residential development; and a parking plan to Yachats, Oregon, that addresses a seasonal blitz of congestion with a holistic set of measures rather than new supply. At any given time, Studio Davis will typically be working on two to three larger public sector projects with a similar size and scope to this project, with several smaller projects (typically preparation of analyses and narratives in support of development, with budgets of \$2K-\$10K) rounding out our schedule.

As a national leader in parking studies, Studio Davis will serve as the prime consultant for this project, managing the project from inception until ultimate successful completion of the plan.

Brian Davis, AICP

Brian Davis is a thinker, tinkerer, and change-maker with a passion for enhancing a place's quality-of-life through smart, safe transportation systems. With 15 years' experience consulting for both public and private sector clients, Brian has extensive experience with the breadth of parking management issues and their impacts upon communities. His specialties include parking supply and demand analyses; land use processes related to parking requirements; public involvement, education; and outreach; permit programs and related management strategies; and transportation demand management. He is an ardent believer in using good data and clear communication to inform parking and transportation policy.



In addition to his role at Studio Davis, Brian has taught Portland State University's well-known class in Site Planning for the last several years, leading graduate students as they produce a full plan for development of a vacant site. He is a popular speaker on topics related to parking, transportation, and urban design, with recent speaking engagements at the Oregon Main Street Conference, Oregon Active Transportation Summit, Walk/Bike/Places, and many others. His is a founding member and volunteer for the Parking Reform Network, the nation's first advocacy group devoted specifically to parking policy. Prior to founding Studio Davis, Brian operated in essentially the same capacity, albeit under the umbrella of a larger firm, as director of the Portland-based firm StreetLab.

Brian boasts a nationwide portfolio of parking project experience, having worked with cities as large as Charlotte, North Carolina (population 850,000) and as small as Yachats, Oregon (population 950) to solve the unique set of parking issues present in those communities. He has extensive experience guiding stakeholder meetings and processes, serving as lead for these pieces on many projects. His experience is that the best outcomes arise when city staff and the consulting team are close, communicative collaborators lending their respective expertise toward the shared goal of effective solutions.

For this project, Brian will serve as Project Manager, and be the direct point of contact for the City. He prides himself on accessibility. The phone number given here is a personal cell phone (the only phone he uses) and if selected for this project, this will be one of only two to three primary assignments for the duration. What that means for City staff is that phone calls and emails are returned promptly, questions answered quickly, and overall a level of responsiveness is offered with which big firms can't compete. Completing this study on schedule will require a significant (~20 hrs/wk) time commitment from Brian for the duration of the project, and he is prepared to offer it. His current other project commitments are the downtown Audubon, NJ parking study, which will be largely dormant until event season starts in May, and three small development projects.

Quality Counts (QC)

Quality Counts (QC) is a nationwide full-service transportation data collection firm with more than 130 employees in 12 offices across the United States. Our company was founded in 2003 in Portland, OR to meet the need for a local, dedicated traffic data vendor. Over the past 20 years, QC has leveraged its specialized commitment to exceptional customer service, quality products, and innovative technology to become one of the most respected, industry-leading transportation data collection firms in the country. Our processes are rooted in a customer-first, transparent business model that maximizes project efficiency and reporting accuracy.



We believe in always striving to improve. Our system of data collection evolves with deliberate intent to advance the transportation data industry. With more than 200,000 studies on our resume, we are a trusted source of data and collection program development for numerous state DOTs, counties, cities, MPOs, COGs, private sector clients, FHWA, and the National Cooperative Highway Research Program (NCHRP). In fact, our data collection methods are so accurate that they are often used to establish “ground truth” corroborative data sets in nationwide studies of survey methodologies and technologies.

Our vast experience is made possible through the use of state-of-the-art hardware, software, and proven processing methods. We maintain a high level of industry-specific knowledge and cutting-edge technology to allow us to deliver solutions catered to unique transportation problems. Our team offers access to collection capabilities backed by an immense inventory of pneumatic tube counters, cameras, side-fire radars, drones, and fixed-wing aircraft. QC regularly utilizes manual processing methods for unrivaled 98% accuracy and complete reporting customization, proprietary QA/QC analytics applications for macro-level data validation across entire corridors, automated software for specialized safety assessments and aerial surveys, and Big Data analytics for origin-destination and travel time reporting.

Dan Franz

Working with Quality Counts for more than 16 years, Dan Franz has supervised numerous contracts including aggregate annual tube counts of more than 3,000 locations. In addition, he directly manages specialized projects where new approaches and dynamic methods are utilized. Dan joined Quality Counts as a field technician – deploying and collecting traffic data collection equipment and downloading data sets. Today, he oversees those same operations and manages traffic data collection contracts throughout the West Coast and nationwide.



For the Downtown Newberg Parking Study, Dan will lead in development of data collection methodology and tools, working closely with Brian to develop a data collection plan and leading in its execution.

Ben Cook

Ben oversees operations for QC's first and oldest market—Portland, Oregon. He ensures a high standard of execution for all clients on varied and dynamic transportation data collection projects across the Pacific Northwest. Ben has experience as a project manager numerous, innovative project including but not limited to drone studies, parking studies and ADA curb ramp analysis. With the knowledge that Ben has gained from his time spent with senior field technicians, and collaboration with QC leadership on projects, he can assure that every project is completed efficiently and to the highest level of quality.

Ben will serve as field lead for this project, leading data collection and quality control efforts.

Project Examples: Studio Davis

Studio Davis boasts a nationwide portfolio of public-sector parking studies, having completed a dozen studies similar in size and scope to Newberg's parking study. Three recent projects are described in detail below (with references provided), with other project information provided in the supplemental materials.

Downtown Forest Grove, Oregon Parking Management Plan (2019-22)

Forest Grove, a city of 25,000 about 25 miles west of Portland, has seen steady growth over the past several years. It is home to Pacific University, which combines with the robust mix of retail, restaurant, and entertainment uses to create significant parking demand in its downtown area.

Studio Davis conducted a robust analysis of parking supply, demand, and turnover within the downtown area, and worked with City staff on an outreach program that included four roundtable meetings of a group of identified local stakeholders and two presentations to Forest Grove's City Council. After the pandemic interrupted the original effort, our team was able to add another round of demand data collection, allowing for an apples-to-apples comparison of operating conditions before and after COVID in addition to providing new data on patterns as the pandemic wanes.

Though a recommendation of new supply was largely expected at the outset of this project, we delivered a parking plan that addressed the issues with a holistic set of measurements designed to activate underutilized parking on the outskirts of downtown without any additional parking. Further, our analysis of impacts and recommended mitigations helped win support for a Festival Street treatment on a key downtown street.



Downtown Yachats, Oregon Parking Education and Planning (2022)

Yachats is a city of about 1,000 on the Oregon Coast, but on summer weekends the population can triple or more as visitors flock to "The Gem of the Oregon Coast." Studio Davis prepared a comprehensive parking management plan for the downtown



area. The planning process convened with a site visit and inventory of all public and non-residential private parking facilities within the study area. An initial set of interviews was conducted with local stakeholders, followed by a broad public outreach campaign that generated a robust set of feedback. A detailed set of demand observations during peak season provided data on the exact timing, location, and severity of parking issues experienced by visitors.

Yachats has a sizable population of retirees who are often active in community affairs, so there was keen interest in the parking plan. Accordingly, the work included a significant outreach and education component, with the team interviewing business owners throughout the City and hosting a well-attended public workshop.

True to form, via diligent collaboration with the Yachats Planning Commission and City staff, we were able to deliver a plan that identifies underutilized parking resources throughout the downtown area and includes a comprehensive set of recommendations to activate these resources rather than create unnecessary additional supply. The plan is currently in draft form and will be heard by Council later in September.

Newport, Oregon Parking Plan (2017-20)

Newport is a city of about 11,000 stretching along the Central Coast of Oregon at the mouth of the Yaquina Bay. The city has three key commercial centers:

- **City Center**, home to City offices, the retail- and entertainment-oriented 'Deco District,' and a planned new aquatic center expected to host major events;
- **Nye Beach**, a popular tourist destination featuring restaurants, galleries, and art and music venues; and
- **The Bayfront**, another popular tourist destination that doubles as home base to perhaps the nation's most important Dungeness Crab fishing operation as well as other fisheries and related businesses.



While new supply was absolutely on the table at the outset of this project—our work included feasibility studies for parking garages on both Nye Beach and the Bayfront—the final plan went in a different direction entirely, utilizing transit, branding, signage, and lighting to activate existing under-utilized supply, and brings parking meters to the Oregon Coast for the first time.

This project entailed our most robust outreach effort to date. Three public meetings—one for each district—were held at the outset and a stakeholder committee composed of representatives for each district met a staggering 11 times over the course of this project. Luckily, a longtime member of the stakeholder committee, a fisherman-turned-reality TV star, was instrumental in helping the fishing community embrace metering, and the plan subsequently was shepherded across the finish line. Meters are expected April 2023.

Project Examples: Quality Counts

Intel Ronler Acres - Beginning in 2022, this on-going quarterly parking count occurs during predetermined 3-hour periods on single weekdays. Scope of work includes inventory collection of over 5,000 stalls across 21 surface lots and 4 parking structures. Inventory counts require identification and distinction of multiple stall categories including ADA, motorcycle and bike parking. Scope also includes accurate occupancy counts throughout the entire campus. Data collected is provided to client in a report

as well as a GIS map deliverable. The data provided the client with comprehensive understanding of typical employee parking trends across its campus.

Bend Parks and Recreation – This parking occupancy study was awarded to QC for data collection occurring in summer of 2022. The study area consisted of 14 lot and street parking locations in a high demand area in the City of Bend’s riverfront recreation areas. The count durations occurred during a mid-week day and Saturday and targeted high volume periods of parking activity for 10 hours. The QC surveyor used drone footage to capture hourly snapshots of occupancy which produced efficient and accurate occupancy data. The data delivered assisted in determining the impact of seasonal events, such as concerts and greenspace events, on parking demand in the city of Bend

City of Sitka Traffic Study – In 2022 QC was selected to perform the traffic data collection for the City of Sitka, Alaska. This dynamic collection effort included parking occupancy counts in the City of Sitka’s downtown. Parking demand and supply was monitored with QC video filming equipment deployed at 4 locations at Sitka’s bus transit pickup/drop off terminals. This data was then processed into a report for the client and detailed the parking trends related to city public transportation.

Sandpoint Parking Study – QC was responsible for this parking study in Sandpoint, Idaho which took place in the Fall of 2022. The study area spanned the Sandpoint downtown and riverfront areas. In order to collect hourly turnover data, video filming equipment was mobilized and recorded detailed parking information, including license plate numbers, throughout a pre-determined driving route which was precisely navigated by a QC surveyor over the course of 2 twelve-hour count durations on mid-week and Saturday collections. The resulting data assisted the city of Sandpoint interpreting parking demand trends.

Downtown Northfield – In the Fall of 2022, QC was responsible for parking data collection in the city of Northfield, Minnesota. This study of occupancy and duration took place in the city’s downtown area and consisted of hourly counts throughout a 12-hour duration on a mid-week day and Saturday. Data collected helped the city analyze average parking demand in its downtown core.

Project Scope & Understanding

Overview & Management

The foundation of our approach is that a strong collaboration between the consultant and city staff is essential to a successful project. Our goal is to fuse your expertise on the unique challenges and opportunities before Newberg with our expertise in all matters parking to deliver parking plan that allows the City to sustainably grow and thrive. We believe parking policy is one of the most important determining factors of a community’s economic competitiveness and quality of life, and look forward to our role in crafting a plan that positions Newberg for success.

With that in mind, upon kickoff we will agree on a check-in schedule that provides plenty of points of contact for the City without overly burdening staff. In between the formal check-ins, I (Brian) am just a phone call away with only a few projects running concurrently.

Our approach draws heavily upon our recent experiences and lessons learned in two cities with some interesting similarities to Newberg: **Forest Grove** and **Yachats**. The context of Forest Grove's downtown is strikingly similar to Newberg's. The cities are nearly identical in size, featuring similar-sized universities on the edge of their downtowns. The downtowns both feature a similar mix of uses, and the emerging wine scene around Forest Grove is increasingly growing a presence downtown. We think our recent experience here will supercharge an understanding of the parking environment in Newberg as the City emerges from COVID and continues to grow as a wine destination.

Our work in Yachats also informs this approach, partially because we expect some similarities to the tourism-driven seasonal patterns that we observed there (and in Newport and Cannon Beach before that). Our work in Yachats also consisted of a close collaboration with partners at the State (the project was funded and administered by the State of Oregon's Transportation and Growth Management program) to right-size both the data collection and public involvement components, allowing us to deliver a thoughtful and ultimately popular plan while efficiently using the limited resources of this tiny city. The data collection and public involvement plan we recommend herein are based upon our success there.

We have reviewed the 2016 parking study and plan conducted for downtown Newberg and will use this as a jumping-off point for the current work, however we do believe we can significantly improve upon both the analysis and the recommendations offered within that work product. The 2016 analysis is overly simplistic at times and asks the wrong questions at others, leading to a generic and not readily implementable set of recommendations. Our goal would be to focus the analysis on the known or raised issues, and generate a set of recommendations that the City could implement quickly and at minimal cost in addition to longer-term, more aspirational recommendations.

Kick-Off Meeting

The project will commence with a kick-off meeting, during which we expect to finalize the timeline, goals, and details of the project. Studio Davis will prepare an agenda in advance of the meeting. Per the RFP, the City will prepare minutes following, however we are prepared to help as needed in that regard. For expedience, we recommend that this meeting be conducted virtually, although we are happy to attend the meeting in Newberg if the City has a strong preference for such.

Parking Inventory

The first key piece of field work will consist of the parking inventory: A detailed data collection effort that will identify, locate, and characterize each parking stall in the study area.

The 2016 parking inventory will serve as a jumping-off point for conducting the inventory, however we do expect there to be a significant field-work piece in order to verify exact current counts and parameters.

The ultimate goal of this stage will be to build a spreadsheet that includes counts of stalls by type, management strategy, presence of striping, and other relevant characteristics, which can ultimately be integrated into a GIS database. Each spreadsheet row will thus become a GIS "feature." For on-street parking each row/feature will represent one block face, and for off-street parking each row/feature will represent either a lot or portion of a lot as appropriate. A visualization of the map created for a parking study in Forest Grove, Oregon is shown to the right.

The spreadsheets created within this step will subsequently become our data collection tools for the demand data required for the next step. This step will be performed by Dan and Ben, with Brian assisting as needed.

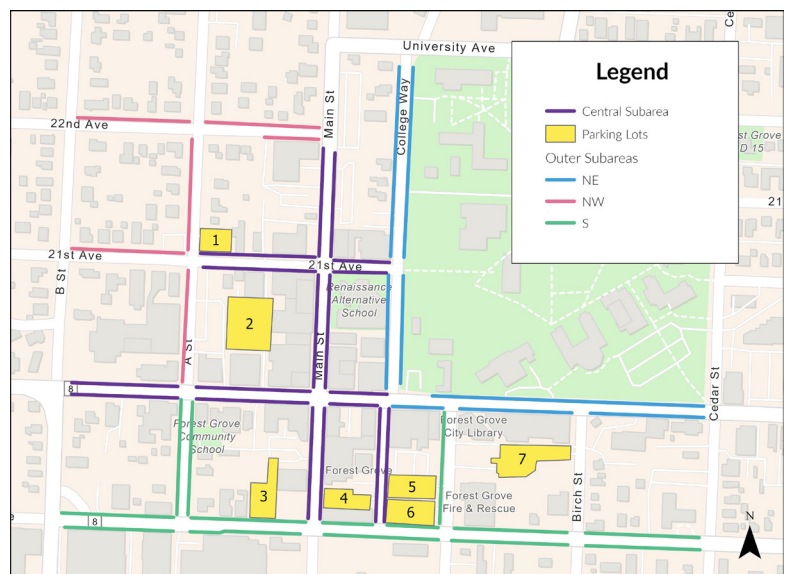


Fig. 1: Example of a study area map from Forest Grove, OR. Underlying GIS data for each lot or block face shown above includes detailed parking supply information

Demand Data Collection

Using the inventory spreadsheets created above as a the basis of our data collection tool, the team will undertake supply and demand observations for parking within the study area.

Our recommended data collection package is to collect occupancy-only data collection for all on- and off-street parking within the study area for one ten-hour weekday AND one ten-hour weekend day. We believe that this package will generally provide a better understanding of the parking system in downtown Newberg than the 2016 data collection package (occupancy and turnover data for one weekday only). Often parking in downtown contexts will exhibit remarkably different patterns between weekdays and weekends, and expect this to be particularly with the presence of George Fox University within downtown Newberg alongside significant "day trippers" from the Portland area. We feel that understanding these dynamics will lead to a more insightful set of recommendations than diving deeper into weekday demand patterns by studying turnover, which are more useful in situations where parking is metered or may be metered, particularly with the differences in cost.

Stakeholder Involvement and Alignment with Technical Process

With a comprehensive study and planning effort like that envisioned within this scope, it's best to envision the work as two parallel processes that together will determine what interventions are possible: An analytical process that examines data and operational factors in depth, and a political process where stakeholders and interested members of the public expect (nay, demand!) to have a voice in the process. This is not to suggest that stakeholders or the public should be assigned veto power over interventions that are clearly warranted by the analysis. Rather, we have learned through trial and error (especially the latter) that the outreach processes have to be integrated with the analyses from the get-go, so that involved members of the public develop a level of understanding and subsequent buy-in as the project moves forward. This is sometimes challenging on a tight timeline, but certainly possible as we demonstrated in Yachats. Our outreach strategy for Newberg is based on our experience there

We are recommending a total of three points of contact with stakeholders and/or the public (to be determined in consult with the City). We recommend all meetings take place in person in downtown Newberg, with a potential option to attend virtually, and our budget assumes the City will provide meeting spaces while we will provide any needed materials.

- Contact 1: Initial listening session. People describe problems, challenges, experiences. This is done early in the project, prior to the bulk of analysis work, and no solutions are presented by the project team. (Week of April 3, 2023).
- Contact 2: Present results of the supply & demand analysis, as that phase concludes. Describe how the analysis supports or conflicts with challenges described in the previous meeting. Invite people to suggest solutions. Discuss potential interventions at a high level, but do not present concrete recommendations. (Week of May 8, 2023).
- Contact 3: Present the draft plan to stakeholders, with an emphasis on how problems and ideas addressed in the first two meetings have been proactively implemented. The goal is for stakeholders to understand they've played a role in crafting the plan to win buy-in. (Week of May 29, 2023).

Additionally, the RFP lists several local groups with whom we intend to collaborate and share data over the course of this project, including Taste Newberg, the Newberg Downtown Coalition, and the local Chamber of Commerce. Our budget herein anticipates the three contacts detailed above and ongoing coordination with these groups and others as needed. Brian will facilitate all meetings and perform all consultant-side work for the outreach piece.

Plan and Deliverables

The final report will be a detailed compilation of our work on the project. We will work closely with the City to ensure that the format, content, and appearance are suited to the audience, but generally we expect to produce a document that is accessible to both lay and technical audiences and contains a wealth of maps and infographics to complement the narrative. While consultant reports often include extraneous details and wind up longer than optimal, we will aim to "right-size" the deliverable like the data collection and meeting schedule (and the parking itself of course). We envision a succinct report of no more than approximately 30 to 40 pages of text and graphics, along with appendices including maps and data as needed.

The maps shown within the report will be created in GIS. Each block face and parking lot or area will be coded as a feature, with parameters such as the number of stalls, occupancy numbers and percentages during each observation, etc., coded as attributes. We are happy to include these GIS layers as a deliverable for this project.

We also have budgeted time to creating a brochure or other brief summary of the work as requested by the RFP, and remain flexible in terms of creating or tailoring other deliverables as needed over the course of the project.

In closing, the key challenge with this project will be completing it over the ambitious ten week timeline while still delivering an excellent quality study and plan to the City. Our project team is uniquely suited to excel here. We have unparalleled experience with similar studies in similar contexts in Oregon and beyond, while still representing a fresh perspective for the City. We are ready to hit the ground running on both the technical and political pieces of this project, and have a proactive plan ready to keep both pieces moving along in tandem. And I (Brian) will handle the project from start to finish individually, acting as a single point of contact for the City. Parking analyses and planning are our bread and butter. We are regionally and, increasingly, nationally recognized as leaders in the field, and we are looking forward to delivering for Newberg.