

# GROUP MACKENZIE

November 20, 2012

Plannext  
Attention: Eric M. Adams  
0650 SW Gaines Street, Unit 819  
Portland, OR 97239

Re: **Collaboration Corvallis**  
*Parking District Intercept Survey*  
Project Number 2110333.01

Dear Mr. Adams:

This letter presents a summary of the Parking District Intercept survey conducted by Group Mackenzie staff in four specific residential neighborhood “hot spot” areas surrounding the Oregon State University (OSU) campus. The study areas are shown on the attached exhibit. The purpose of the survey was to obtain parking information from persons parking in the neighborhoods and specifically asked questions regarding:

- Trip destination and duration
- Amount of time spent looking for an on-street parking space
- Time spent walking from the parking space to final destination
- Purchasing a neighborhood parking permit versus parking on-campus
- Altering mode of travel
- Potential location of Park-and-Ride

The four “hot spot” areas were identified in the April 2012 study as having high parking utilization from 10:00 AM – 1:30 PM. An intercept survey was also done in these areas in May 2012 to determine trip origin and destination, reasons for parking off-campus, duration of stay on-campus and trip frequency. This subject intercept survey was conducted on Tuesday, November 13, 2012 and asked specific questions regarding the availability of off-campus parking. Weather conditions were sunny and partly cloudy, normal for this time of year at this location. It is believed the weather had no impact on normal travel behavior.

## INTERCEPT SURVEY

Based on survey results, many previously recognized parking issues were verified and others identified. Overall, 94% of the persons surveyed had an on-campus destination and they drove and parked off-campus. This survey had 48 responses; however, 6 were not used for the following reasons: 1) the respondent did not make a commuting trip to OSU; or 2) the respondent made a commuting trip but chose not to answer the remaining survey questions.

The following summarizes trip characteristics and drivers’ opinions regarding parking off-campus versus on-campus.

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### ***Trip and Parking Length***

More than half of the persons surveyed had a driving trip length of 10 minutes or less and 64% had a driving trip length of 15 minutes or less. Of the trips that were 10 minutes or less, most drivers found an on-street parking space in 5 minutes or less. Approximately 75% of the drivers said it took 5 minutes or less to find a parking space and 10% said it took 6 – 20 minutes. In multiple instances, drivers spent more time looking for a parking space than it took to drive from their origin, and only one driver (2%) looked for a parking space for 20 minutes or more. Multiple drivers said it “varies” or “takes forever”, depending on the day.

Drivers were also asked how far is “too far” to walk from on-street parking to their final destination versus not driving or parking on-campus. (Typically, one can walk one-quarter mile in 5 minutes.) Of the 29 persons answering this question, 6 (20%) said 10 minutes is too far to walk; 11 (38%) said 15 minutes is too far and 10 (34%) said 20 minutes is too far. One person said 25 minutes is too far, but it should be noted they had a driving trip length of 25 minutes. From these responses, it is clear most drivers are willing to walk from one-half to one mile for free parking.

### ***Permit Costs***

Drivers were asked, “If a parking permit for the residential areas surrounding the OSU campus cost \$100 per year, would they purchase the permit or park somewhere else?” Of the 40 persons answering this question, only 8 would purchase the permit and one said they would potentially purchase it. The majority of the persons, 31 (78%), said they would park somewhere else.

The May intercept survey determined annual OSU parking permits for staff and students are \$267 and \$195, respectively. Term parking permits are \$104 and \$80, respectively. Based on responses from the May and November intercept surveys, the majority of students will not pay \$100 for an off-campus parking permit nor will they pay almost \$200 for an on-campus permit.

### ***Reser Stadium Parking versus On-Street Parking***

A follow-up question asked drivers if they had to purchase the \$100 annual parking permit, and it cost less to park at Reser Stadium, would they choose to park at Reser Stadium. Of the 28 persons answering this question, 30% indicated they would not park at Reser Stadium and 64% would park at Reser Stadium if it cost less than \$100 annually. Other drivers indicated they did not want to pay to park at any location.

### ***Paid Permit Parking versus Metered Parking***

Drivers were also asked that if they had to pay for neighborhood parking, would they prefer to pay via a parking meter (on an as-needed basis) or purchase an annual permit. More than 90% indicated they would prefer to purchase a permit, primarily due the long duration of stay on-campus. Only two people preferred parking meters and one preferred free parking.

### ***Change in Travel Behavior***

Drivers were asked, “If they could not park for free near campus but could park for free north of Polk Street and east of 6<sup>th</sup> Avenue, would that change their travel mode from driving to either

biking, walking, or taking the bus?" Of the 16 persons answering this question, responses were extremely favorable regarding choosing a different travel mode. Specifically:

- 6% would rather walk
- 50% would rather bicycle
- 38% would rather use transit
- 6% would continue to drive and not change their travel mode

### ***Park and Ride***

The final question asked drivers if there was a remote Park-and-Ride lot served by transit, would they park there instead of driving to campus. Of the 39 persons answering this question, 56% indicated they would use a Park-and-Ride and 44% indicated they would not. Furthermore, only 13 drivers had suggestions regarding a preferred Park-and-Ride location, including: downtown, the Benton County Fairgrounds<sup>1</sup>, Fred Meyer, close to the Agriculture building and north of campus.

### ***Additional Comments Regarding Parking Issues***

In addition to the questions identified above, drivers were also asked to provide any other comments regarding parking. Their comments include the following:

- A Park-and Ride is needed.
- More free parking and parking lots are needed.
- There is a lack of long-term parking.
- There is a lack of guaranteed parking; and there is limited availability with one parking spot for every 3 drivers.
- Parking regulations change every semester, which is frustrating.
- The townhouse development near Chintimini Park will further decrease on-street availability.
- Transit is unreliable and takes too long to get to campus.

## **SUMMARY**

Overall, November intercept survey findings identified the following:

1. There is concern regarding the cost of off-campus parking permits.
2. There is a lack of free long-term off-campus parking.
3. More than half of the survey respondents had a driving time of less than 10 minutes to their parking location.
4. Most respondents are willing to walk between a half mile and a mile to their destination if parking is free.
5. 78% of the respondents would rather park elsewhere than pay \$100 for a parking permit. Additionally, 64% of the survey respondents would rather park at Reser Stadium if it cost less than an annual off-campus residential parking permit.

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<sup>1</sup> 3 respondents said the fairgrounds would not be a good location for a park and ride but 1 respondent thought that was the best place.

6. Over 90% of the respondents would prefer to purchase an annual parking permit than use a parking meter to park off-campus.
7. Drivers with an OSU destination feel that there is not enough long-term (8 hours or more) parking available.

## RECOMMENDATIONS

Based on the November intercept survey, the following is recommended:

1. Establish a residential parking district around the perimeter of the OSU campus. While further evaluation is necessary, it is generally recommended that both residents and non-residents be required to pay for parking permits.
2. Based on survey findings, the parking district will need to extend to at least Polk Street to the north to be effective.
3. Provide free or relatively inexpensive parking at Reser Stadium for 1–2 years to promote a change in driver behavior from parking in the residential neighborhoods.
4. After two years, begin increasing the cost of Reser Stadium parking until it is consistent with overall OSU campus parking policy.
5. Increase the amount of long-term parking. This includes consideration of parking structures or a remote Park-and-Ride location served by transit.

Sincerely,

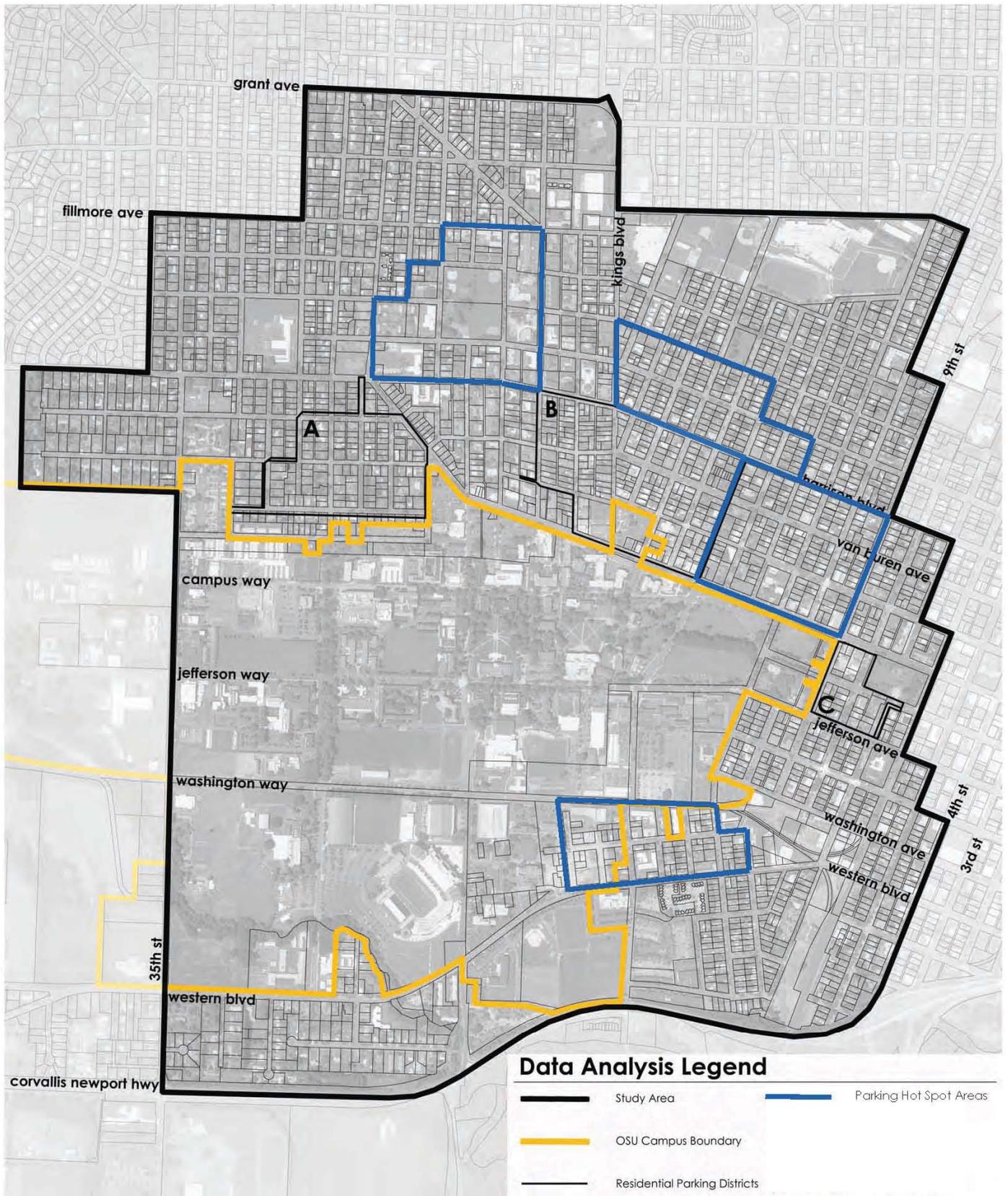


Gabriela Frask  
Land Use Planner

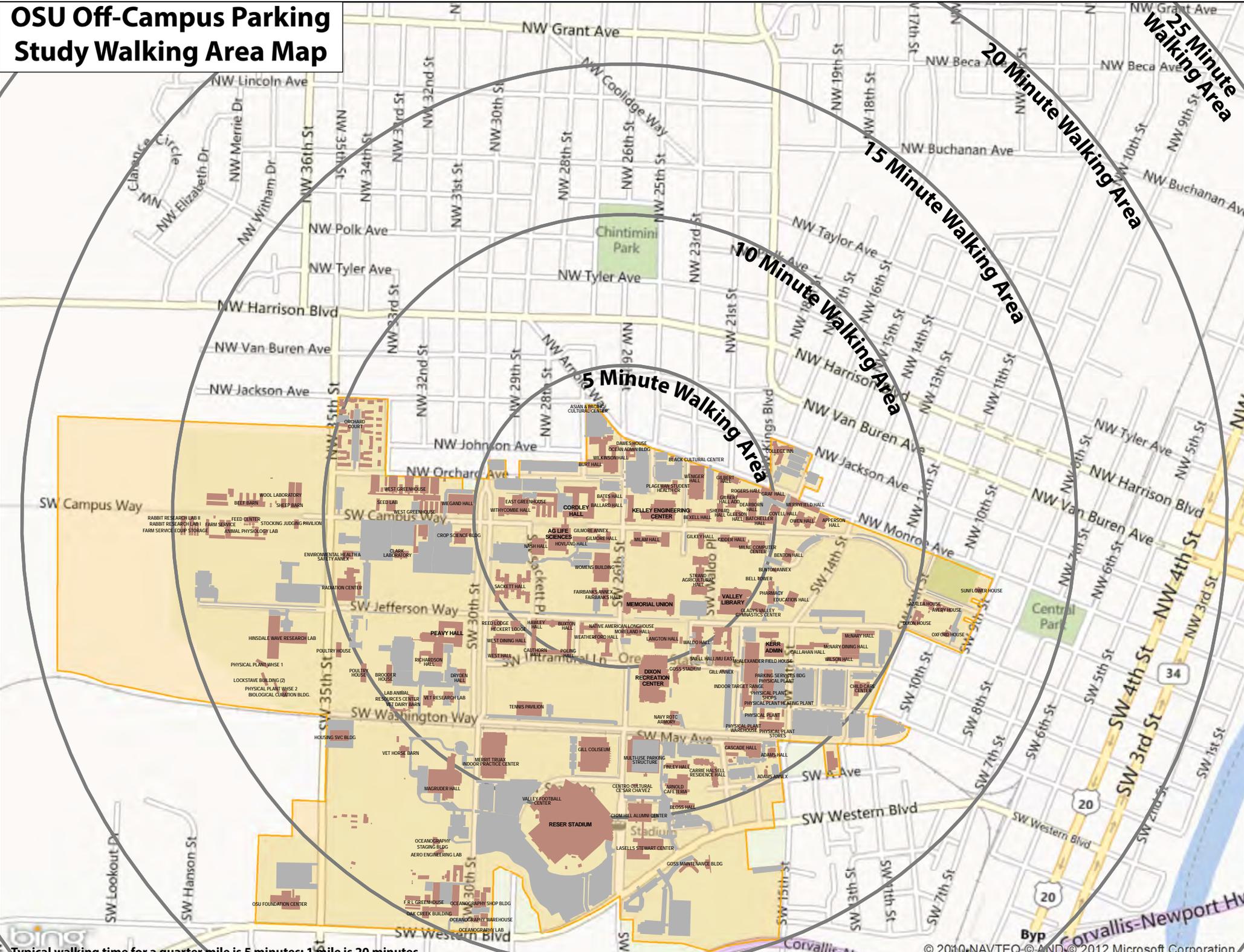


Christopher M. Clemow, PE, PTOE  
Transportation Engineer

Enclosures: Utilization – Parking Hot Spots  
OSU Parking Area Walking Map  
Survey



# OSU Off-Campus Parking Study Walking Area Map



Typical walking time for a quarter mile is 5 minutes; 1 mile is 20 minutes

### Parking District Survey

Time: \_\_\_\_\_ Location: \_\_\_\_\_

- Are you a student or staff commuting to **OSU**?            Y        N \_\_\_\_\_
- Approximately how **long** was your trip? \_\_\_\_\_
- How much **time** do you typically spend looking for an on-street parking space? \_\_\_\_\_
- How **far is too far to walk** from free on-street parking to your final destination, versus not driving or parking on campus? \_\_\_\_\_
- If it cost **\$100/year for a permit** to park in this area, would you purchase it, or park elsewhere?  
\_\_\_\_\_
- If you had to purchase a permit to park in this area, and it cost less to park at **Reser Stadium**, would you park at Reser instead? \_\_\_\_\_
- If you had to pay for parking in this area, would you be more likely to buy a **yearly permit or use a parking meter** on an "as needed" basis? \_\_\_\_\_
- If you could not park in this area, but could park north of Polk Street or east of 6th Avenue for free, would it **change your mode of travel** –transit, bike or walk? \_\_\_\_\_
- If a remote **park-and-ride** location were available, served by transit, would you park there?    Y        N
  - What location would be easiest for you to use? \_\_\_\_\_
- Other comments on parking issues \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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- Are you a student or staff commuting to **OSU**?            Y        N \_\_\_\_\_
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- How much **time** do you typically spend looking for an on-street parking space? \_\_\_\_\_
- How **far is too far to walk** from free on-street parking to your final destination, versus not driving or parking on campus? \_\_\_\_\_
- If it cost **\$100/year for a permit** to park in this area, would you purchase it, or park elsewhere?  
\_\_\_\_\_
- If you had to purchase a permit to park in this area, and it cost less to park at **Reser Stadium**, would you park at Reser instead? \_\_\_\_\_
- If you had to pay for parking in this area, would you be more likely to buy a **yearly permit or use a parking meter** on an "as needed" basis? \_\_\_\_\_
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  - What location would be easiest for you to use? \_\_\_\_\_
- Other comments on parking issues \_\_\_\_\_  
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\_\_\_\_\_