

Community Focus Statement B: Reduce the impacts associated with seasonal visitors and tourist activities.

Action Statement B.6: Establish a strategy/implementation plan for large events that proactively considers and responds to challenges associated with a large influx of visitors at one time.

B₆

Benchmark: A strategy and implementation plan created to identify off-street parking, traffic management, and local lodging opportunities.

Champion: Volunteer group or person or can be identified by the community

Estimated Cost: \$1,000 - \$50,000 depending upon resources needed.



Typical road in the Hilltop area with little room for parking and short site distances. Parked cars can create hazards for those parking as well as motorists. Photo source: Michael Baker International

In small mountainous communities like the Hilltop communities, it is often very difficult to handle the influx of traffic and visitors that large events bring. With winding roads and limited on- and off-street parking, parking can become a hazard as visitors leave their vehicles on the side of narrow roadways. It is extremely important to have a strategy and an implementation plan that would account for issues like these and would create safe parking and lodging opportunities for visitors to the community.

In the Hilltop communities, a community group could be created that would assess the most pressing issues associated with a large influx of visitors and work with local businesses to create a plan to remedy those issues. In the case of lack of parking, shared-use agreements could be put in place with businesses that have private off-street parking or with private residents who are willing to allow visitors to park for special events free of charge or minimal fee. Where traffic is an issue, the community group could work with the local sheriff's station to create a traffic management plan for especially impacted days. For lodging, the group could direct visitors to permitted short-term rentals and campgrounds or the nearest hotels and motels. All of these small actions could make a significant difference to the impacts associated with an influx of visitors and allow the community to still function well during large events.



Action	Action Leader	Timeline	Resources
1. Create a community group to lead the creation of a strategy and implementation plan.	Champion	Month 1	Traffic Management Plan Checklist http://ops.fhwa.dot.gov/publications/psechecklists/checklist_3.htm
2. Set up meetings with local businesses to talk about offering free parking in private off-street parking lots during large community events.	Community group	Month 2	
3. Work with staff at the local sheriff's station to create a traffic management plan that will work for the visitors and the community and will be enforced during large events.	Community group	Month 3	10 Tips on How to Promote Public Participation http://metroquest.com/10-tips-on-how-to-promote-public-participation/
4. Create a list of legal short term rentals, campgrounds, hotels/motels for visitors.	Community group	Month 4	
5. Manage a list of businesses and individuals that have offered parking.	Community group	Ongoing	Willamette Week, a Field Guide to Urban Camping http://www.wweek.com/news/2016/02/17/a-field-guide-to-urban-camping/
6. Work with local businesses to gather donations to give as gifts to the community members who have donated parking space.	Community group	Ongoing	
7. Give gifts after large events, and gather feedback about the success of parking and traffic management.	Community group	After large community events	Example Transportation Management Plans and Templates http://www.ops.fhwa.dot.gov/wz/resources/final_rule/tmp_examples/sample_tmps.htm