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6-13-2025

**CITY OF ROSEBURG
DOWNTOWN PARKING COMMITTEE
Thursday, June 19, 2025 at 5:30-7:00p.m.
Roseburg Public Safety Center**

Public Access – Facebook Live at www.Facebook.com/CityofRoseburg

AGENDA

1. CALL TO ORDER

2. ROLL CALL

Zack Weiss, Chair
Erica Mills
Justin Deedon

Stuart Cowie
Jamie Maneha
Robbyn Repp

Rachel Pokrandt
Johnathan Perez

Aubree Haggans
Josh Frasier

3. APPROVAL OF MINUTES

- a. June 5, 2025 – Downtown Parking Committee

4. CONTINUED DISCUSSION OF IDEAS DISCUSSED AT PREVIOUS MEETING FOR DECREASING EXPENSES AND INCREASING REVENUE

- a. Short-term ideas
- b. Long-term ideas

5. DISCUSSION OF DRAFT RECCOMENDATIONS TO COUNCIL

6. ADJOURNMENT

The agenda packet is available on-line at:
<https://www.cityofroseburg.org/downtown-parking-committee>

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Please contact the office of the City Recorder, Roseburg City Hall, 900 SE Douglas Avenue, OR 97470 (Phone 541-492-6700) at least 48 hours prior to the scheduled meeting time if you need an accommodation. TDD users please call Oregon Telecommunications Relay Service at 1-800-735-2900.

**CITY OF ROSEBURG
DOWNTOWN PARKING COMMITTEE MINUTES
June 5, 2025**

CALL TO ORDER – Chair Zack Weiss called the meeting of the Downtown Parking Committee to order at 5:30 p.m. in the Umpqua Room of the Public Safety Center

ROLL CALL – Zack Weiss, Erica Mills, Justin Deedon, Jamie Maneha, Jonathan Perez, Aubree Haggans, Josh Frasier and Robbyn Repp

Absent: Rachel Pokrandt

Others Present: Community Development Director Stuart Cowie, Department Technician Kristin Martin

Others in the audience – Mark Benson, and Kyle Smith (ACE Parking), Pat Moore (The News Review), Blair Bailey, Tom Michalek

APPROVAL OF MINUTES – *Jonathan Perez moved to approve the minutes of the May 22, 2025; Downtown Parking Committee Meeting as presented. The motion was seconded by Erica Mills and approved with the following votes: Chair Weiss and Committee members Mills, Deedon, Maneha, Perez, Haggans, Frasier and Repp voted yes. No one voted no.*

SUMMARY OF IDEAS DISCUSSED AT PREVIOUS MEETING FOR DECREASING EXPENSES AND INCREASING REVENUE – Chair Weiss opened discussion of the short and long term ideas for decreasing expenses and increasing revenue previously presented to committee members. Director Cowie presented information about items included in the meeting packet. Included was a public comment in favor of the current parking program. Another document provided a list of the off street parking lots, and the number of permits issued with a total of available parking stalls at each location. Cowie provided detailed reports of the breakdown of account expenses within the off street parking fund for locations including the parking garage.

A question related to the cost to insure city property was asked, particularly the parking garage, and whether the city reviews the insurance costs in general to find the best price. Cowie stated that while he didn't know specifics, he was certain that the city reviewed those costs on a frequent basis in order to ensure the city was getting the best deal to insure properties. Discussion ensued. Director Cowie answered questions asked by committee members and explained that costs directly associated with maintaining locations within the off street parking program were allocated within the off street parking fund. Discussion ensued with Cowie elaborating on various expenses listed in the reports and it was agreed that the majority of the listed expenses were directly related to the parking garage.

Director Cowie asked the committee to review additional information provided by ACE Parking and compare payroll expenses between a six day and a five day enforcement schedule model. It was determined that eliminating a day of enforcement would indeed save associated payroll costs, but the loss of citation revenue generated on day in question was greater than the payroll cost savings. It was noted that this information would be discussed further with another agenda item.

Director Cowie opened discussion for a bullet list of short and long term ideas for the committee to consider as they formulate their final recommendation to City Council. The list included ideas generated by committee consensus during previous meetings of the Downtown Parking Committee. Cowie asked the committee to discuss each bullet point and decide which ideas they wished to include in their final recommendation to City Council.

Discussion of whether or not the Committee would recommend maintaining the ACE Parking contract, eliminate parking enforcement all together or develop a program using a volunteer employee model

ensued. It was stated that two of the options discussed would cancel the ACE Parking contract. Director Cowie stated that regardless of the model of parking enforcement the committee decided to recommend, many of the associated overhead costs of the locations, including the parking garage, would continue to exist. Discussion ensued where Cowie provided specific figures.

Erica Mills stated that she would like to see a short term moratorium on parking enforcement until a more efficient program could be developed for long term program sustainability. She went on to say that she felt that the current enforcement was too strong for the needs of Roseburg.

Joshua Frasier discussed ways that the deficit could be reduced by encouraging customers to visit the parking garage to realize how much improvement has been made over the years and encourage parking permit sales in the garage. It was agreed that permit fees needed to be increased and reviewed annually to keep up with cost to maintain the program. Discussion ensued.

Erica Mills stated that whatever model is chosen, it should be simple and easy to understand by customers. She went on to say that the needs of downtown customers and Laurelwood customers are uniquely different and that should be taken into consideration as the committee formulates its recommendation. Discussion ensued.

Joshua Frasier stated that he felt that enforcement was necessary as long as it was beneficial to downtown businesses, the majority of them being locally owned and patronized by local residents. Discussion ensued.

Discussion ensued with Director Cowie explaining specifics if an interim enforcement model should be recommended. Information was given with regard to what would result if the current contract with ACE Parking should be cancelled. *The consensus of the committee was to keep some sort of parking enforcement program subject to further review for efficiency and sustainability. Erica Mills was opposed and stated that she would like to explore options for some sort of moratorium pending exploration of a more efficient and sustainable parking program model.*

Discussion of the various nuances of paid parking on an hourly basis via a QR app with a limited number of meters downtown versus free time limited parking and removal of existing parking meters ensued. Director Cowie presented specific details for each option. ACE Parking provided information on day passes that are available to customers who did not wish to purchase long term parking passes. A question was asked of ACE Parking personnel about the cost of repairing the parking meters. They stated that the parts are difficult to find and are expensive. They currently use the older parts from meters that have been previously removed from the parking spaces. Erica Mills asked if it would be expensive to remove the parking meters all together. Director Cowie said he did not think it would be expensive. Discussion ensued. *The consensus of the committee was to keep a paid parking program where the first two hours are free (current practice) with the option to pay for additional time if needed utilizing a convenient online app option.*

Discussion of On-Street permit parking versus no Off-Street permit parking ensued. Director Cowie stated that the areas involved were areas in which very little to no parking occurred. *The consensus of the committee was to create On-Street permit parking in some form with an additional component to include more streets to the designated areas in order to provide more permitted parking opportunities.*

Discussion of the sale of the Shalimar and Phillips parking lots ensued. Director Cowie presented specific financial figures explaining the revenue generated by permit sales for each lot and stated that the number of permits sold on these lots was minimal. He reminded the committee that any revenue generated by the sale of these lots would be a short term influx of money. He asked committee members if the sale of these lots would be something they would support. It was stated that the short term influx of revenue would indeed help to purchase needed supplies for repair meters and help with other immediate cash needs, but the parking program revenue shortage would still exist. Chair Weiss stated that he felt that selling the lots and losing those assets would be a mistake at this point in time and he did not think the committee should include that as part of its recommendation to City Council. *The consensus of the*

committee was **not** to recommend the sale of the Shalimar and Phillips parking lots unless there would be a specific and long term use for the revenue generated by the sale. It was stated that future leases of a number of properties located near the lots could potentially lead to revenue from the sale of parking permits to those businesses.

Discussion to increase Off-Street parking permit fees versus no increase in Off-Street parking permit fees ensued. Director Cowie presented a financial breakdown of expenses related to the parking program and an explanation of the revenue generated by the various sources within the parking fund. Cowie asked the committee if an increase in parking permit fees would be something they would support. Discussion ensued. *The consensus of the committee was to recommend an increase in parking permit fees and continue to review parking fees annually to determine if they continued to generate the necessary revenue and maintain a level in line with industry standards. In addition, the committee wished to recommend a tiered system for parking permit fees to allow for the different parking permit locations.*

Discussion to increase citation fees, which are set by the Municipal Court judge, versus no increase in citation fees ensued. Director Cowie stated that the last increase in Municipal Court citation fees occurred in 2019. *The consensus of the committee was, while they could eventually support an increase in Municipal Court citation fees, they would recommend that the increase be delayed as to lessen the effect of the of changes to the parking program they are already proposing and give customers an opportunity to comply with the changes being proposed. In addition, use citation fees as a form of enforcement rather than a source of revenue.*

Discussion of having no enforcement on Mondays versus continuing the current schedule of enforcement Monday through Saturday ensued. It was noted that Monday was historically the slowest day of enforcement. Director Cowie asked the committee to continue discussion of the documents presented earlier which summarized information provided by ACE Parking and compared payroll expenses between a six day and a five day enforcement schedule model. Cowie restated that eliminating a day of enforcement would indeed save associated payroll costs, but the loss of citation revenue generated for the day in question was greater than the payroll cost savings. Discussion ensued. *The consensus of the committee was to keep the current enforcement schedule which was parking enforcement Monday through Saturday schedule and revisit this recommendation at a later date.*

Chair Weiss stated that he would like to see a broader selection of the day pass permit in order to provide more options for customers.

It was decided that the long-term discussion ideas would be discussed at the next meeting.

ADJOURNMENT – The meeting adjourned at 7:16 p.m. The next Downtown Parking Committee Meeting is scheduled for June 19, 2025, at 5:30 p.m.

Respectfully submitted,



Kristin Martin
Department Technician

PUBLIC COMMENT

Stuart I. Cowie

From: Ryan <r_moss6@yahoo.com>
Sent: Friday, June 6, 2025 11:54 AM
To: Stuart I. Cowie
Subject: Ace Parking

[You don't often get email from r_moss6@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Good morning,

My name is Ryan Moss and I am a Security Officer for Adapt Integrated Health Care - Youth and Family located on Jackson street. I have worked alongside the Ace Parking team for three years now, and I have found their support to be invaluable.

I am writing this email in support of the Ace Parking team, in return for the much support they have given us.

Humbly and with respect,

Ryan Moss.

SHORT-TERM & LONG-TERM IDEAS

Short-term Ideas

- Change 4-hour free parking limits within the Rose St. lot and 1st-floor of the Parking Garage to two-hour free parking with the ability to pay for more additional time with the ACE app or turn this into permit parking.
- Adjust cost of off-street parking lot permits and new on-street permit to ACE recommendations.
- Do we allow for 10% discount for more than 10 off-street permits. Do we allow for 15% discount for more than 15 off-street permits.
- Discuss cost per hour for on-street spaces after two-hour time limit. ACE has recommended \$1.50 per hour previously.
- Discuss need for both new L's and T's for parallel parking plus curb painting.

Long-term Ideas

- Explore ACE being able to enforce parking in private lots to increase revenue.
- Explore options for downtown businesses to assist in paying remaining expenses to balance off-street parking fund.
- Explore options for downtown property owners to assist in paying remaining expenses to balance off-street parking fund.
- Explore options to demolish the parking garage vs. continuance of the parking garage.

DRAFT RECOMMENDATIONS TO COUNCIL

Downtown Parking Committee Draft Recommendations

1. The Committee recommends that City Council maintain the parking enforcement contract with ACE.
2. The Committee recommends that ACE continue to provide parking enforcement services Monday-Saturday from 9:00am to 5:00pm excepting holidays.
3. The Committee recommends that all existing parking meters be removed and that all on-street parking spaces located within the parking district not marked with a free time limit be marked to indicate a two-hour free parking limit with the ability to pay for additional time utilizing the ACE mobile parking app. In addition, the Committee recommends several centralized parking meter kiosks to be placed in the downtown core to enable those not wanting to use the app to pay at a parking meter kiosk. Downtown on-street spaces marked with a three-hour free time limit will continue to remain with the option to pay for additional time utilizing the ACE mobile parking app.

Rough cost estimates for existing meter removal and new sign installation.

		Cost Est.	
Sign w/existing pole	130	\$50	\$6,500
New sign & Pole	92	\$250	\$23,000
Remove Meter & Pole	171	\$150	\$25,650
			\$55,150

A new parking kiosk costs approximately \$10,000 with approximate installation costs at \$2,500 when located strategically near existing power.

4. The Committee recommends implementation of on-street parking permits at the following street locations as recommended by ACE.
 - 400 Blk SE Rose St.
 - 700 Blk SE Rose St.
 - 1000 Blk SE Lane Ave.
 - 800 Blk SE Main St.
 - 1100 Blk SE Washington Ave.
 - 700 Blk SE Pine St.
5. The Committee recommends adjusting the cost of off-street parking permits at each of the City parking lots and parking garage. These parking permit fees should be adjusted by City Council annually. Permit fees should be set in a tiered system with costs set for the most desirable parking spaces being at the highest and the least desirable locations being the lowest.

6. The Committee does not recommend an increase in citation fees currently. Citation fees are set by the municipal judge. The Committee recommends the possibility of an increase in citation fees be evaluated later after an adjustment period to free time-limited parking with the use of an app to pay for additional time, on-street permitting, and an increase in off-street permit rates has occurred.

7. The Committee does not recommend a divestment of the property on which the underutilized Phillips or Shalimar parking lots are located.

LAURELWOOD BREAKDOWN OF
COSTS
&
PROPOSED PERMIT COST
ADJUSTMENTS

Laurelwood Breakdown of Costs

\$246,945.00 Total Budgeted Operating Cost

249600 Total Labor Minutes per Year

\$0.99 Operating Cost per Minute

180 Total School Days per Year

30 Average Enforcement Minutes per Day

5400 Estimated Laurelwood Minutes per Year

\$5,342.56 Total Operating Cost for Laurelwood per Year

77 Current Laurelwood Permits

\$69.38 Breakeven Point for Annual Permits

Proposed Permit Cost Adjustments

Name	# of Stalls	# of Permits Sold	Current Cost per Month	Daily Breakdown	Proposed Adjustment to Cost per Month	Daily Breakdown	Estimated Revenue
Garage Fl. 1, Oversize	4	4	\$25.00	\$0.83	\$35.00	\$1.16	\$140.00
Garage Fl. 2	107	70	\$22.00	\$0.73	\$30.00	\$1.00	\$2,100.00
Garage Fl. 3	126	126	\$17.00	\$0.56	\$25.00	\$0.83	\$3,150.00
Armory Lot	39	36	\$35.00	\$1.16	\$45.00	\$1.50	\$1,620.00
Court Lot	26	11	\$22.00	\$0.73	\$30.00	\$1.00	\$330.00
Phillips Lot	29	4	\$28.00	\$0.93	\$25.00	\$0.83	\$100.00
Rose Lot	14	14	\$30.00		\$35.00	\$1.16	\$420.00
Shalimar Lot	18	0	\$32.00	\$1.06	\$25.00	\$0.83	\$0.00
On-Street	129	estimated 20 per month			\$50.00	\$1.60	\$1,000.00
Chadwick On-Street		44	\$10 per year	\$0.02	\$100 per year	\$0.27	\$4,400.00
Laurelwood On-Street		77	\$10 per schoolday (180) a year	\$0.05	\$70 per schoolday per year	\$0.38	\$5,390.00
Construction Permit		10 per month	\$5 a day		\$10 a day		\$100.00
Daily Pass		10 per month	\$5 a day		\$10 a day		\$100.00