

**CITY OF ROSEBURG
DOWNTOWN PARKING COMMITTEE MINUTES
May 22, 2025**

CALL TO ORDER – Chair Zack Weiss called the meeting of the Downtown Parking Committee to order at 5:31 p.m. in the Umpqua Room of the Public Safety Center

ROLL CALL – Zack Weiss, Erica Mills, Justin Deedon, Jamie Maneha, Rachel Pokrandt – UCC (5:44 p.m.), Jonathan Perez, Aubree Haggans, Josh Frasier and Robbyn Repp

Absent: none

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

Director Cowie introduced Kristin Martin, Department Technician who will serve as the recording secretary for the Downtown Parking Committee.

Others in the audience – Mark Benson, Brandon Johnson and Kyle Smith (ACE Parking), Pat Moore (The News Review), Obadiah Vatlands (sp)

APPROVAL OF MINUTES – *Erica Mills moved to approve the minutes of the May 8, 2025, Downtown Parking Committee Meeting as presented. The motion was seconded by Justin Deedon and approved with the following votes: Chair Weiss and Committee members Mills, Deedon, Maneha, Pokrandt, Perez, Haggans, Frasier and Repp voted yes. No one voted no.*

Director Cowie presented copies of emails and other documents, which contained a number of public comments received regarding the downtown parking program. One document in particular was provided by Justin Deedon and it summarized a list of community concerns about the current parking program. Deedon stated that he was hopeful that some of the concerns listed would be addressed as the Downtown Parking Committee continued its deliberations before making recommendations to the Council.

REVIEW WAYS TO CUT PARKING ENFORCEMENT COSTS – Chair Weiss opened discussion to review ways of reducing parking enforcement costs and asked committee members if they had any questions or suggestions for ways to cut costs or increase revenue in the downtown parking program. Justin Deedon added that a number of the public comments received included concerns for the cost of the parking program. Discussion ensued and one suggestion was to secure volunteers to staff ACE Parking in lieu of paid personnel. The Committee agreed that review of the program expenses was needed to determine specific areas where the deficit could be reduced, including the possible use of a volunteer employee model for staffing.

Committee members asked ACE personnel and staff to explain various figures listed in the operating statements they provided, and questions were raised as to whether some expenses could be re allocated to different departments within the city's General Fund budget and not in the Off Street Parking Fund. Director Cowie explained that the amounts listed were the associated costs related to sustaining those particular parking locations thus becoming part of the Off Street Parking Fund. He went on to explain that those expenses would need to be paid yearly regardless. Discussion ensued with Committee requests of staff and ACE personnel to provide details on how costs are incurred to sustain certain locations at the next committee meeting.

A question was asked about costs associated specifically with the parking garage, separate from the other parking lots, and if there was a reserve fund dedicated to the repairs needed to bring the structure up to code due to its age. Committee members offered input with regards to the parking structure. Director Cowie stated that he did not believe that there was any plan or funds allocated to address the maintenance of the parking garage.

A question was asked if the city has considered selling the parking garage or any of the parking lots in order to generate additional revenue. Director Cowie explained that in such a scenario, there would be a one-time influx of cash due to the sale of the property and added that there might not be too many buyers for such lots or even a parking garage. In addition, he said the need for parking would still exist. ACE personnel provided statistical information about the parking garage and the various lots including the number of available spaces and how many of those spaces were currently reserved and permitted. This information also included the number of residential street parking spaces including the Laurelwood neighborhood. Discussion ensued.

Committee members agreed that the parking garage itself seemed to be an issue and asked whether or not it could continue to be a viable parking option for Roseburg. It was suggested that the parking garage be demolished and replaced with a surface lot. An additional idea was suggested would be the placement of electrical vehicle charging stations that would in turn generate more revenue for the Off Street Parking Fund. Director Cowie stated that there were currently charging stations available in the parking garage, but they did not appear to be utilized much. Discussion ensued.

ACE personnel provided information as to the number of parking spots available in the parking garage. Discussion ensued suggesting various parking scenarios should the parking garage be demolished and replaced with a surface lot. ACE also provided an estimate of cost savings that would occur should they (ACE Parking) discontinue renting off-site office space and operate out of a vacant office within the city owned property. Director Cowie stated that demolition of the parking garage could result in sizable costs and the consideration to do so should be discussed in greater detail at some point to determine if demolition would be the best course of action for the structure. Discussion ensued.

A question was asked whether or not parking availability was a problem. It was stated that it could likely be that citizens felt that the parking available was not located in convenient proximity to businesses and they were expected to walk too long of distance to their destination. Discussion ensued with questions about how other parking lots were utilized were in comparison to the city enforced lots. It was noted that many lots were consistently underutilized, and they were located in more remote locations making them less convenient for access to businesses. It was also suggested that the long term goal of the city should be to find ways to encourage citizens to utilize the more remote parking locations.

Discussion ensued with ACE Parking personnel that included a breakdown of citations issued for specific days of the week, to determine whether or not the number of days for parking enforcement could be reduced. Details included specific details about parking enforcement in the Laurelwood neighborhood.

REVIEW POSSIBLE REVENUE SPLITS – Before discussion of revenue, Justin Deedon stated again that exploring a volunteer staffing model to reduce the funding deficit would be something he would like to consider. Discussion ensued about various agencies that might provide these services.

Robbyn Repp asked if a scan format or QR scan system could be explored as a more efficient means to collect revenue. ACE Parking personnel stated that they do provide similar collection options to other agencies that they serve, and they have proven successful with the similar parking permit choices that the city currently utilizes. Discussion ensued. Consensus of the Committee was that this was a possible solution they would like to explore.

Director Cowie opened discussion specific to revenue with regard to the parking program, including information ACE Parking provided to council in September 2024. Discussion of the various revenue models ensued. The Committee again expressed interest in exploring options for a scan program as a means to collect parking revenue. Consensus was that it would be more efficient for customers, a more accurate and secure way to collect funds and could account for areas where the 2 hour parking allotment was present. ACE Parking personnel stated that there would also be cash and credit card payment options as well, to accommodate those clients who were unable to pay electronically. Discussion ensued.

Rachel Pokrandt shared concern that additional equipment, software programs and other materials would increase the budget deficit and not reduce it as per the directive to the committee by City Council. Discussion ensued and it was determined that upgraded equipment and more efficient ways to pay parking fees would actually increase the city's ability to collect revenue. It was also stated that many of the current meters in the city are older and needing repair or even replacement.

Director Cowie also suggested the committee consider raising parking fees to generate additional revenue and went on to say that it had been several years since a rate increase had been made. He added that compared to other jurisdictions, the price to pay to park in Roseburg was much lower. Justin Deedon also added that to his recollection, parking fees had not been increased since 2012. Discussion ensued and the committee expressed interest in exploring this option in further discussion. Rachel Pokrandt also stated that there needed to be an annual review to increase fees in order to keep up with increased costs to sustain the parking program.

The committee agreed that the recommendation they would be presenting to Council would be just the start of additional conversations and exploration in order to reduce the budget deficit of the parking program and making it more efficient and sustainable.

Brief discussion ensued regarding parking in the Laurelwood neighborhood and the days that ACE Parking patrolled the area. Director Cowie stated that the reason Laurelwood has been under the current parking enforcement program was at the request of the neighborhood residents because of issues with parking problems at Roseburg High School. ACE Parking personnel answered various questions of committee members regarding parking issues in the Laurelwood neighborhood.

Director Cowie asked committee members if there was a chance that at some point, they felt they might recommend that parking program discontinue. The consensus of the committee was that would indeed be a viable option for consideration.

Chair Weiss stated that he would like to recommend exploring an option to sell the parking garage instead of demolishing it. Discussion ensued including data related to revenue generated by the various permit options available in the garage. Jamie Maneha asked if there were grants available to restore and maintain the structure. The consensus of the Committee was that applying for grants in the future would be good.

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

Respectfully submitted,



Kristin Martin
Department Technician