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**CITY OF ROSEBURG
DOWNTOWN PARKING COMMITTEE MINUTES
June 19, 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, Jamie Maneha, Jonathan Perez, Aubree Haggans, Josh Frasier and Robbyn Repp

Absent: Rachel Pokrandt, Justin Deedon

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

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

APPROVAL OF MINUTES – *Jonathan Perez moved to approve the minutes of the June 5, 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, Maneha, Perez, Haggans, Frasier and Repp voted yes. No one voted no.*

Director Cowie presented a brief summary of items for discussion at this meeting and stated a more thorough discussion of the **short and long term ideas for decreasing expenses and increasing revenue** (presented at an earlier meeting) would occur while the Committee worked to develop a final draft proposal to present to the City Council. He went on to remind committee members that their task was to formulate a list of recommendations on ways to improve the parking program for presentation to the City Council at their July 14, 2025, meeting.

DISCUSSION OF DRAFT RECOMMENDATIONS TO COUNCIL -

Director Cowie presented a list of draft recommendations for consideration to be presented to the City Council which included ideas generated by committee consensus during previous meetings of the Downtown Parking Committee. He asked the Committee to develop a final list of ideas they wished to include in their final recommendation. Discussion ensued.

The consensus of the Committee was to present the following recommendations (summarized by Director Cowie after meeting discussion items) to the City Council:

The Committee recommended that the City Council maintain the parking enforcement contract with ACE Parking.

The Committee recommended that ACE Parking continue to provide parking enforcement services Monday-Saturday from 9:00am to 5:00pm excluding holidays.

Director Cowie and ACE personnel answered questions from the Committee regarding fees associated with credit card payments and the security of the payment process. Discussion ensued. Questions were asked and answered about the potential vandalism that could occur with the payment kiosks.

The Committee recommended 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 scanned pay signs or the ACE mobile parking app. In addition, the Committee recommended several centralized parking meter kiosks to be placed in the downtown core to enable those not wanting to use scanned pay signs or apps with

the ability to pay at a parking meter kiosk. In addition, downtown on-street spaces marked with a three-hour free time limit should be changed to reflect a two-hour time limit with the option to pay for additional time utilizing scanned pay signs or the ACE mobile parking app. Adjusting all time limited on-street parking spaces to a two-hour free time limit with the ability to pay for additional time will help to increase uniformity.

Director Cowie asked the Committee to review a chart which provided rough estimates for the removal of existing meters and the installation of new signage. Cowie stated that a new parking kiosk costs approximately \$10,000 each with approximate installation costs at \$2,500 when located strategically near existing power.

Committee members asked if they would be informed of the progress in decreasing deficit of the parking program and how soon the proposed recommendations would be implemented should the City Council accept the Committee's recommendations. Discussion ensued. Director Cowie and ACE personnel stated that information would be provided as requested and provided clarification of various figures for the projected revenue.

The Committee recommended a payment of \$1.50 per hour to be paid via scanned pay signs, ACE mobile app or centralized kiosk for those wanting to park beyond the free two-hour time limit for on-street parking within the downtown parking district. Committee members asked questions about which Director Cowie provided clarification.

The Committee recommended implementation of a \$50.00 per month on-street parking permit at the following street locations as recommended by ACE Parking.

- 400 block of SE Rose Street
- 700 block of SE Rose Street.
- 1000 block of SE Lane Avenue
- 800 block of SE Main Street
- 1100 block of SE Washington Avenue
- 700 block of SE Pine Street
- 700 block SE Kane Street

The Committee recommended installing a new and more consistent signage package to integrate the on- and off-street parking system which would mean creating a simple and recognizable "logo" intended to communicate public parking. This identifier would then be integrated into all signage within the City's on- and off-street parking system.

The Committee recommended that parking lots with faded striping be re-striped and on-street parallel parking stalls with faded thermoplastic "L's" and "T's" be replaced including new paint or thermoplastic along curbed areas where parking is restricted.

The Committee recommended adjusting the cost of off-street parking permits at each of the city parking lots and parking garage. In addition, it was suggested these parking permit fees be evaluated by the City Council annually and permit fees be set in a tiered system with costs for the most desirable parking spaces being at the highest and the least desirable locations being the lowest.

The Committee recommended the following off-street parking permit fee adjustments:

Garage Floor 1- Oversize - \$25 to \$35 a month

Garage Floor 2 - \$22 to \$30 a month

Garage Floor 3 - \$17 to \$25 a month

Armory Lot - \$35 to \$45 a month

Court Lot - \$22 to \$30 a month

Rose Lot - \$30 to \$35 a month

Phillips Lot - \$28 to \$20 a month

Shalimar Lot - \$32 to \$20 a month

The Committee recommended an increase in residential on-street permits within the Laurelwood neighborhood of \$10 to \$70 per school year (180 days).

The Committee did not recommend an immediate increase in citation fees, which are set by the municipal court judge. The Committee recommended the possibility of an increase in citation fees being 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.

The Committee recommended exploring options to generate additional revenue by having ACE Parking enforce private parking lots.

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

The Committee recommended implementing an incentive program for off-street parking permits. Discussion ensued regarding a number of examples including:

- One month free through the purchase of a prorated 3-month permit.
- Discount for buying permits for the entirety of the year.
- Continuation of 10% off for 10 or more permits and 15% off for 15 or more.
- Discount for purchasing permits within a specific time frame of new parking permit fees being implemented.

The Committee recommended providing additional oversized parking permit spaces to the first floor of the parking garage adding that currently there are only four oversized parking spaces.

The Committee recommended adjusting the 4-hour free parking on the first floor of the garage and within the Rose Street lot to become 2-hour free parking with the ability to pay \$1.50 per hour for additional time utilizing scanned pay signs within the parking area, the ACE mobile app, or nearby parking meter kiosk.

The Committee recommended adding motorcycle spaces to the downtown area on SE Jackson Street and SE Main Street.

Discussion ensued regarding ways the city could inform the public of the changes if the City Council approves the Committee's recommendations.

The Committee recommended creating a social media campaign for use to educate the public and promote the new parking program. They agreed that the campaign should emphasize improvements to the parking garage including cleanliness and safety and perhaps offer free parking permits for a period of time to encourage customers to utilize the parking garage.

Erica Mills stated that it will be important to remind those using the free incentives that they were temporary and that at some point, regular parking rates will become effective. Discussion ensued.

The Committee recommended that businesses and/or property owners within the downtown parking district are not required to pay any remaining deficit necessary to balance the Off-Street Parking Fund. The Committee expressed the desire to continue utilizing money from the General Fund – Other Requirements to provide cash flow assistance until it is determined how much of a deficit may remain once changes are made to increase parking revenue. The Committee went on to recommend the ACE Parking contract be cancelled, and no parking enforcement occurs if businesses or property owners within the downtown parking district are required to pay for the balance of the remaining expenses of the Off-Street Fund.

The Committee recommended that parking meters removed from the parking district be donated, sold or provided to others for future reuse.

The Committee recommended that additional meetings be held every other month while the new parking program is being implemented and in order to evaluate and assess progress being made.

The Committee recommended that once operational and after a 6-month period, a re-assessment of the program should occur to evaluate revenue and expenses to determine the state of the Off-Street Parking Fund.

Director Cowie opened discussion of the breakdown of costs for parking enforcement specific to the Laurelwood neighborhood. He also provided a list that included parking permit cost adjustments for all parking locations included in the Downtown Parking Program. Discussion ensued. Cowie reviewed the information provided in each document and Committee members asked questions for clarification as needed. Committee members suggested adjustments to the various individual rates they wanted included in their final recommendation to the City Council.

The consensus of the Committee was to reevaluate parking enforcement in the Laurelwood neighborhood after the summer months and when the school year and full enforcement resumes. The committee agreed that after permit holders in this area realized the increase in permit fees was forthcoming, they may wish to stop enforcement in the neighborhood all together. Discussion ensued.

Director Cowie noted that the time scheduled for the meeting was from 5:30 to 7:00 pm and it was now past that time. The consensus of the Committee was to extend the meeting to finalize discussion points as needed which would enable them to form a recommendation for recommendation to the City Council.

Continued discussion of short-term ideas ensued. Committee members discussed various frustrations conveyed to them by customers who utilize the various parking permits and parking options. The Committee agreed that there should be more areas designated specifically for motorcycles.

Continued discussion of long-term ideas ensued. Committee members discussed a number of long-term ideas which were introduced in a previous meeting of the Downtown Parking Committee. Director Cowie asked the Committee if after discussion, they would consider exploring options for downtown businesses and/or property owners to assist in paying the remaining expenses to balance the off-street parking fund. Discussion ensued. Committee members shared their personal concerns about such a model.

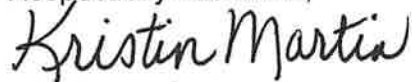
Aubree Haggans asked if it was a common practice for business and/or property owners in general to incur costs to sustain a successful parking program. Discussion ensued. Committee members shared their personal concerns about this model. ACE personnel provided additional details citing information gathered from the program models of other ACE Parking clients. Director Cowie stated that no matter what recommendations the Committee agreed to present to City Council, results would not be immediate but would happen as the program was refined and nuances developed over time. He reminded the Committee that while a more sustainable parking program was evolving, the budget deficit would still exist.

Chair Weiss asked Committee members if they would be willing to request and establish a schedule of additional meetings in order to continue discussion and monitor the progress of their recommendations should the City Council adopt them. Discussion ensued.

Director Cowie thanked everyone for their participation as a member of the Downtown Parking Committee. He went on to thank ACE Parking for their participation in the committee's discussion.

ADJOURNMENT – The meeting adjourned at 7:50 p.m.

Respectfully submitted,



Kristin Martin

Department Technician