

**ROSEBURG CITY COUNCIL WORK SESSION AGENDA**  
November 1, 2023 at 4:00 p.m.  
Council Chambers – City Hall  
900 SE Douglas Avenue, Roseburg, Oregon 97470

**Public Online Access:**

City website at <https://www.cityofroseburg.org/your-government/mayor-council/council-videos>

Facebook Live at [www.Facebook.com/CityofRoseburg](http://www.Facebook.com/CityofRoseburg)

*Please note, there is no audience participation scheduled for this work session.*

**4:00 p.m. Work Session**

**1. Call to Order – Mayor Larry Rich**

**2. Roll Call**

Tom Michalek

David Mohr

Kylee Rummel

Andrea Zielinski

Ellen Porter

Ruth Smith

Patrice Sipos

Shelley Briggs Loosley

**3. Council Matters**

A. Downtown Parking Discussion

**4. Adjourn**

**\*\*\* AMERICANS WITH DISABILITIES ACT NOTICE \*\*\***

Please contact the City Recorder's Office, Roseburg City Hall, 900 SE Douglas, Roseburg, OR 97470-3397 (Phone 541-492-6866) 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.

## ROSEBURG CITY COUNCIL WORK STUDY SESSION



---

### DOWNTOWN/OFF-STREET PARKING

---

**Meeting Date: November 1, 2023**

**Staff Contact: Nikki Messenger, Stuart Cowie, Ron Harker**

[www.cityofroseburg.org](http://www.cityofroseburg.org)

**Contact Telephone Number: 541-492-6700**

---

### ISSUE STATEMENT AND SUMMARY

The Off-Street Parking Fund has been operating at a deficit. As an enterprise fund, it is meant to operate independently, without General Fund support. The issue for Council is to provide direction to staff regarding what steps should be implemented to offset this deficit. Decision points may include the following items:

#### **1. Should customer parking in the Downtown area be free?**

- a. If yes – how does the downtown area benefit from the free parking pay for the enforcement and overhead costs associated with it?
- b. If no – what does that look like and what are the impacts to downtown businesses?
  - i. Do we install new parking meters or rely just on an App?
    1. If new parking meters – how do we pay for them initially?
      - a. Local Improvement District
      - b. City funds and monthly fees on property owners to pay back costs
      - c. Combination of sources – LID, ARPA, future Urban Renewal?
    2. With parking meters or an app, do we set the parking fees at a rate high enough to cover all of the costs associated with enforcement and overhead?
      - a. If yes, rate structure will need to be determined and may be high enough that it may become a deterrent to downtown customers.
      - b. If no, there will still need to be a fee implemented to cover the costs above what the meter and/or app fees generate.
  - ii. Do we issue permits? How do those rates compare to on-street rates if parking is no longer free on-street?
    1. Parking Structure
    2. Surface Lots
    3. Residential Permits

**2. Does the parking program continue to include Laurelwood?**

- a. If yes, a rate study should be undertaken to determine the costs associated with this part of the program and permit fees adjusted accordingly.

**3. How do we handle permits for residential areas that abut the downtown area?**

- a. Residential areas directly abutting downtown need enforcement to prevent downtown employees from utilizing these areas for parking and monopolizing the street parking in these areas. How do we pay for that enforcement without penalizing the residential owners?

**BACKGROUND**

**A. Council Action History.**

April 27, 2020 - Authorized cancellation of the Parking Enforcement Services Contract with DRA/Park Smart by mutual consent effective March 31, 2020.

March 22, 2021 - Received a Downtown Parking Assessment and Plan Presentation from Rick Williams Consulting. Accepted the Downtown Parking Assessment and Plan.

December 13, 2021 – Awarded the contract for parking enforcement services to ACE Parking.

January 24, 2022 – Authorized a supplemental budget to the Off-Street Parking Fund establishing appropriation authority to manage the parking enforcement contract for fiscal year 2021-2022.

August 22, 2022 – Council was advised that ACE parking is failing to generate enough revenue to cover the cost of its contract. Council approved converting the free parking spaces in the parking lot behind Downtown Fitness and in the Parking Garage to time limited parking. Council also authorized the use of ARPA funds to pay for janitorial and security services for a period of one year for the downtown parking garage.

September 26, 2022 – Council was presented a detailed overview of the financial challenges facing the Off-Street Parking Fund and options for closing the funding gap. Council authorized staff to remove meters in appropriate areas and centralize working meters. Council directed staff to do further research and provide options with financial information to assist the parking program.

Council has authorized use of ARPA funds to directly cover the cash flow needs of the Off Street Parking Fund up to \$50,000 on four separate occasions, May 9, 2022, September 26, 2022, January 23, 2023 and June 12, 2023.

October 23, 2023 – Council adopted a resolution authorizing an appropriation transfer to transfer \$20,000 from General Fund Contingency to the Off-Street Parking Fund.

**B. Analysis.**

The decision on whether the City would be involved with parking downtown was made over 40 years ago when the City endeavored to build the Parking Garage in 1980. Bonds were sold to finance the construction and a Downtown Development District was formed. The district included a tax structure, which helped pay the debt on the bonds. Once the debt was paid, the funding was used to support efforts downtown, including financial support for the free parking district. The taxing district sunsetted in 2001 and the code was updated in 2005 to repeal the sections related to the Downtown Development Board and tax.

The current funding deficit in the Off-Street Parking Fund is approximately \$210,000. This number includes \$18,000 in lease revenue collected for the lot adjacent to U-haul on Stephens Street. In order to be conservative when looking at alternatives, staff is using \$225,000. This does not include any capital improvements, such as improvements to the Parking Garage, or paving, striping, signage or meter improvements. The basis for this calculation is outlined below.

The Off-Street Parking Fund is an enterprise fund, intended to be self-sufficient without support from the General Fund. Other enterprise funds include the Water Fund, Storm Drainage Fund, and Airport Fund. The table below shows the various overhead costs associated with owning and basic maintenance of the parking facilities. This does not include the costs associated with street maintenance, street marking, signage, street sweeping or related staff costs.

The parking enforcement contract with ACE Parking requires the vendor to turn all revenues over to the City monthly. The City is required to reimburse ACE for actual costs of the approved budgeted expenses including personnel costs, operating expenses, licensing fees, maintenances services requested by City, all taxes, supplies including tickets, utilities and cleaning supplies, cost of insurance, administrative charges, telephone expenses, mileage reimbursement, credit card fees and amortized capital costs (\$1200/mo). The contract includes a base management fee of \$1,750 per month and a clause for sharing net revenue if revenues exceed expenditures. The remaining amount of the amortized capital costs as of December 1, 2023 is \$39,507.

<b>Overhead Category</b>	<b>Budget</b>
<i>Central Services</i>	
City Services	\$ 6,000
Audit	\$ 2,600
<i>Subtotal</i>	<i>\$ 8,600</i>
<i>Utilities &amp; Insurance</i>	
Power	\$ 16,000
Water	\$ 950
Sewer	\$ 90
Storm	\$ 1,500
Property Insurance	\$ 7,500
Communications	\$ 1,600
Buildings & Grounds Maint.	\$ 20,000
<i>Subtotal</i>	<i>\$ 47,640</i>
<b>Overhead w/o contracts</b>	<b>\$ 56,240</b>
<i>Non-enforcement contracts</i>	
Cleaning Contract	\$ 24,000
Security Contract	\$ 21,771
<i>Subtotal</i>	<i>\$ 45,771</i>
<b>Overhead Budget w/o enforcement</b>	<b>\$ 102,011</b>

For the last six months, Ace's monthly invoices have averaged \$18,250. Over one year, that would total \$219,000. Revenues over the last six months are shown. At the monthly average shown, the program would generate \$111,084 annually.

The program costs approximately \$321,000 annually. Thus the funding shortfall of at least \$210,000.

<b>Six Month Average Revenue - April - September 2023</b>	
Parking Fines	\$ 1,985
Permits	\$ 4,970
Meters	\$ 802
<i>Subtotal Ace Revenue</i>	\$ 7,757
U-haul Lot Lease	\$ 1,500
<b>Average Monthly Revenue</b>	<b>\$ 9,257</b>

Free parking is not free. Someone is paying for it. For a private business that provides parking, there is a cost to owning and maintaining parking lots. Beyond the initial cost of purchasing or constructing the parking, there are costs for basic things like property taxes, insurance and storm drainage fees. Other costs can include costs associated with irrigation to maintain landscaping, power bills for the lighting, the costs to clean and maintain the asphalt, curbs and striping, and the cost to repave and restripe when needed.

For on-street parking spaces downtown, there is the cost of maintaining the street and storm drainage system. The costs associated with the signage and pavement markings. And the costs associated with street sweeping, which currently happens every week downtown – the only area of the City that receives this frequent of taxpayer funded street sweeping service.

For the off-street parking spaces downtown, there are costs associated with insurance, power, water, the fire sprinkler system maintenance and monitoring, elevator maintenance, inspections and repairs, other maintenance, repairs, and capital improvements. Currently at the parking structure, the City is paying for two contracts associated with cleaning/covering graffiti and security. Without parking enforcement, all of these issues get worse. We recently learned that the fire sprinkler system piping is beginning to fail and will need to be replaced.

In a world without parking enforcement, city staff was heavily inundated with complaints about employees and business owners utilizing on street parking and not moving their vehicles all day long. Naturally, they did not park in the spaces in front of their own businesses, they parked down the block or on another block in front of someone else's storefront. In order to try and combat this and keep parking free in the core, the city passed an ordinance requiring all downtown business owners to provide vehicle/plate information on all employees annually. Any employee vehicle could be ticketed for parking in the free parking zone. In theory, employees would need to either utilize meter spaces at the outskirts of downtown, or buy a permit to park in a lot or the parking structure. This may or may not have worked for a while, but eventually the businesses quit honoring the system and were not providing the information. This made enforcement difficult to impossible and the system slowly began failing. Without parking enforcement, there was little incentive to buy parking permits and utilization at the parking garage fell, which led to other problems with illegal activity occurring in the space. The elevator was vandalized multiple times and costs topped \$20,000 one year in repair costs alone.

In an attempt to quantify some of the costs associated with businesses that own and operate private parking facilities outside of the downtown core, staff used the parcels shown below as an example. The parcels are located just outside of the downtown core. The property does not have on-street parking available immediately adjacent. The following is a simplified analysis to determine an approximate monthly cost per space to have private parking spaces, which are required for this business under the City's land use regulations.



Lot 1 – R71592 – 0.14 acres -- 2023 Taxes \$585.69  
 RMV - \$79,716  
 16 parking spaces

Lot 2 – R71599 – 0.19 acres – 2023 Taxes \$744.02  
 RMV - \$102,788  
 18 parking spaces

Combined Total - 0.33 acres, 34 spaces,  
 Taxes \$1,330 = \$110.81/month = \$3.26/mo/space  
 Storm Fees = 5 ERU's x \$8.91/ERU/mo = \$44.55/mo =  
 \$1.31/mo/space

Total Property tax + Storm fee per space per month =  
 \$3.26 + \$1.31 = \$4.57 per space per month  
*Not included: maintenance/cleanup, water for irrigation, insurance costs - could easily round up to \$5/month per space*

Long term maintenance/paving costs – per owner  
 Estimate \$125,000 every 20 years = \$520/mo =  
 \$15.32/space/month

Given these figures, without considering purchase and/or construction costs, basic costs likely exceed \$5 per space per month. With long term maintenance included, this figure exceeds \$20 per space per month. As a next step, staff looked at a number of uses downtown, and looked at the number of parking spaces that would be required to be provided if that use was not located within the downtown/central business district. For example, the City's Land Use Regulations require 1 parking space for every 100 square feet for a restaurant. Working from available data from the Douglas County Assessor's site, staff looked at the following restaurants downtown.

<b>Restaurant Name</b>	<b>Square Footage</b>	<b>Spaces Required</b>	<b>Basic Monthly Cost per Space</b>	<b>Cost per month</b>	<b>Long Term monthly cost per space</b>	<b>Long Term Cost per Month</b>
Alexanders	2613	26	\$5	\$130	\$20	\$520
Brix - both sides w/o deck	4356	43	\$5	\$215	\$20	\$860
Urban Pizza	3920	39	\$5	\$195	\$20	\$780
North 40 - w/o upstairs	3920	39	\$5	\$195	\$20	\$780
Mariachi Loco	4000	40	\$5	\$200	\$20	\$800
Dino's	2500	25	\$5	\$125	\$20	\$500

Other types of businesses have different parking ratios based on the code. The following table is for example only. The number of seats in the Elks Lodge and First Christian were just guestimates for illustration purposes only.

<b>Business Name</b>	<b>Square Footage</b>		<b>Spaces Required</b>	<b>Basic Monthly Cost per Space</b>	<b>Cost per month</b>	<b>Long Term monthly cost per space</b>	<b>Long Term Cost per Month</b>
NW Lifestyles	3920	1 sp/300sf	13	\$5	\$65	\$20	\$260
Whiskey Creek Rustics	1827	1 sp/300sf	6	\$5	\$30	\$20	\$120
Wine Desitnation	2613	1 sp/300sf	9	\$5	\$45	\$20	\$180
Watkinson/Laird Law Office *	2000	1 sp/300sf	7	\$5	\$35	\$20	\$140
Pugh/Peterman Law Office	4000	1 sp/300sf	13	\$5	\$65	\$20	\$260
Downtown Fitness (footprint)	10890	1 sp/100sf	109	\$5	\$545	\$20	\$2,180
Elks Lodge (footprint)	11325	1 sp/4 seats	50	\$5	\$250	\$20	\$1,000
First Christian (footprint)	19602	1 sp/4 seats	50	\$5	\$250	\$20	\$1,000

The tables above are meant to demonstrate the costs that business owners outside of the downtown area may be paying to provide customer parking. They are not perfect and they are not meant to be. They are based on readily available data that may or may not be completely accurate. They do not account for multiple floors that some of these buildings have. They also do not include the 'sunk cost' associated with purchasing and/or constructing parking spaces. This cost may or may not be recovered when the business sells the property. By not including this cost, staff has attempted to reflect the fact that privately owned parking spaces are usually dedicated to the business' customers and employees, whereas downtown public spaces are communal.

### **Next steps....**

As noted in the beginning of the memo, there are several decisions that need to be made concerning how to fill the funding gap. Some of these options have been provided to Council previously. The decisions are not easy and it can be difficult to estimate what each option may generate. The program needs to generate a minimum of \$18,750 per month in *additional* revenue to stay viable. The question is how best to achieve this.

#### **1. Should customer parking in the Downtown area be free?**

- c. If yes – does that include removing existing meters and making the entire zone free?
  - i. Existing meters are at the end of their useful life and are taking more time to maintain than they are generating in revenue.
  - ii. In areas where meters are broken or have been removed and signage has not been installed, no revenue generated from spaces or from citations.
- d. If yes – how does the downtown area benefitting from the free parking pay for the enforcement and overhead costs associated with it? What methodology should be used to calculate fees?

ROUGH ESTIMATES –

- i. There are roughly 273 water meters in the zone. For various reasons, assume a 10% reduction in that number (private parking lots, etc.).

$$\$225,000 \div 245 = \$918.67/\text{year} = \$76.53/\text{month}$$

- ii. There is approximately 646,000 square feet of building space in the core area of downtown. This does not include basements or upper floors. If the fee costs were broken down by square footage....

$$\$225,000 \div 646,000 \text{ sf} = \$0.35/\text{sf}/\text{yr}$$

$$1,000 \text{ sf} = \$350/\text{yr} = \$29.17/\text{month per } 1,000 \text{ square feet}$$

- iii. If the fee were based on parking requirements, staff and/or consultant time would be required to determine each properties parking impact based on use and number of private spaces provided. The fee would vary for each property. This would be staff intensive and have ongoing staff costs associated with changes each time there was a change in use in a building in the district.

- e. If no – what mechanism will be used to charge for parking?

- i. Meters – if so – need to determine how to pay capital and maintenance costs.

- 1. Capital costs were estimated at \$342,000 previously. This did not include providing power to each multi-block unit. Solar may not work in the downtown setting, with buildings and trees creating shade throughout the day and winters in Oregon being what they are. Costs could easily exceed \$450,000. Funding mechanisms could include:

- a. Local Improvement District – for conversation purposes only -

\$500,000 LID, 10 years @ 5% interest (\$636,400 w/int)  
646,000 square feet

$$\$636,400 \div 646,000 = \$0.985/\text{sf over } 10 \text{ years}$$
$$1,000 \text{ sf} = \$985 \text{ per } 1,000 \text{ sf annually} = \$82/\text{mo}$$

$$\$1 \text{ million LID} = \$1.97/\text{sf over } 10 \text{ years}$$
$$1,000 \text{ sf} = \$1,970 \text{ annually} = \$164/\text{mo}$$

- b. ARPA funds, Urban Renewal Funds (Parking Structure – only if district boundary is amended), combination of all three – ARPA, LID, UR

2. Meter (or App) rates. Ace provided estimates on what could be generated utilizing an hourly rate scale. ESTIMATES ONLY. Note: Only one or two options adequately close the funding gap.

## On-Street Hourly Rate Projections

### Option 1: Flat Rate Pay to Park

Up to 4 Hours Downtown

<b>\$1.35, \$1.50, &amp; \$1.75</b>	<b>\$2.00, \$2.25, &amp; \$2.50</b>
-------------------------------------	-------------------------------------

Rate \$1.35	Count	Rate	1st Hour	2nd Hour	3rd Hour	4th Hour	Rate \$2.00	Car Count	Rate	1st Hour	2nd Hour	3rd Hour	4th Hour
Gross Totals	3,542	\$1.35	\$4,781.64	\$3,347.15	\$2,343.01	\$1,640.10	Gross Totals	3,542	\$2.00	\$7,083.92	\$4,958.74	\$3,471.12	\$2,429.78
CC Fees at 5%			-\$239.08	-\$167.36	-\$117.15	-\$82.01	CC Fees at 5%			-\$354.20	-\$247.94	-\$173.56	-\$121.49
Transaction Fees \$0.25			-\$885.49	-\$619.84	-\$433.89	-\$303.72	Transaction Fees \$0.25			-\$885.49	-\$619.84	-\$433.89	-\$303.72
<b>Potential Revenue</b>		<b>\$9,263.37</b>	<b>\$3,657.07</b>	<b>\$2,559.95</b>	<b>\$1,791.97</b>	<b>\$1,254.38</b>	<b>Potential Revenue</b>		<b>\$14,803.43</b>	<b>\$5,844.23</b>	<b>\$4,090.96</b>	<b>\$2,863.67</b>	<b>\$2,004.57</b>

Rate \$1.50	Car Count	Rate	1st Hour	2nd Hour	3rd Hour	4th Hour	Rate \$2.25	Count	Rate	1st Hour	2nd Hour	3rd Hour	4th Hour
Gross Totals	3,542	\$1.50	\$5,312.94	\$3,719.06	\$2,603.34	\$1,822.34	Gross Totals	3,542	\$2.25	\$7,969.41	\$5,578.58	\$3,905.01	\$2,733.51
CC Fees at 5%			-\$265.65	-\$185.95	-\$130.17	-\$91.12	CC Fees at 5%			-\$398.47	-\$278.93	-\$195.25	-\$136.68
Transaction Fees \$0.25			-\$885.49	-\$619.84	-\$433.89	-\$303.72	Transaction Fees \$0.25			-\$885.49	-\$619.84	-\$433.89	-\$303.72
<b>Potential Revenue</b>		<b>\$10,541.84</b>	<b>\$4,161.80</b>	<b>\$2,913.26</b>	<b>\$2,039.28</b>	<b>\$1,427.50</b>	<b>Potential Revenue</b>		<b>\$16,934.24</b>	<b>\$6,685.45</b>	<b>\$4,679.81</b>	<b>\$3,275.87</b>	<b>\$2,293.11</b>

Rate \$1.75	Count	Rate	1st Hour	2nd Hour	3rd Hour	4th Hour	Rate \$2.50	Car Count	Rate	1st Hour	2nd Hour	3rd Hour	4th Hour
Gross Totals	3,542	\$1.75	\$6,198.43	\$4,338.90	\$3,037.23	\$2,126.06	Gross Totals	3,542	\$2.50	\$8,854.90	\$6,198.43	\$4,338.90	\$3,037.23
CC Fees at 5%			-\$309.92	-\$216.94	-\$151.86	-\$106.30	CC Fees at 5%			-\$442.74	-\$309.92	-\$216.94	-\$151.86
Transaction Fees \$0.25			-\$885.49	-\$619.84	-\$433.89	-\$303.72	Transaction Fees \$0.25			-\$885.49	-\$619.84	-\$433.89	-\$303.72
<b>Potential Revenue</b>		<b>\$12,762.64</b>	<b>\$5,003.02</b>	<b>\$3,502.11</b>	<b>\$2,451.48</b>	<b>\$1,716.03</b>	<b>Potential Revenue</b>		<b>\$19,065.02</b>	<b>\$7,526.66</b>	<b>\$5,268.66</b>	<b>\$3,688.06</b>	<b>\$2,581.64</b>

### Option 2: Escalating Hourly Rates

- |                               |                               |
|-------------------------------|-------------------------------|
| \$1.50 – 1 <sup>st</sup> Hour | \$3.00 – 3 <sup>rd</sup> Hour |
| \$2.00 – 2 <sup>nd</sup> Hour | \$5.00 – 4 <sup>th</sup> Hour |

Escalating Rates	Count	1st Hour - \$1.50	2nd Hour - \$2.00	3rd Hour - \$3.00	4th Hour - \$5.00
Gross Totals	3,542	\$5,312.94	\$4,958.74	\$5,206.68	\$6,074.46
CC Fees at 5%		-\$265.65	-\$247.94	-\$260.33	-\$303.72
Transaction Fees \$0.25		-\$885.49	-\$619.84	-\$433.89	-\$303.72
<b>Total Revenue Potential</b>		<b>\$18,232.22</b>	<b>\$4,161.80</b>	<b>\$4,090.96</b>	<b>\$4,512.45</b>

*Projection Assumptions:*

- Vehicle counts are based on a monthly average from April 1, 2022 through September 30, 2022.
- The average monthly vehicle count has been reduced by 35% to account for the impact of hourly paid parking.
- Each hours' projected revenue has been reduced by 30% from the prior hour.
- Credit Card & transaction fees have been factored into the Potential Revenue.

- ii. Online App – need to determine rate structure and whether to remove existing meters. See above.
  1. Costs associated with signage
  2. May need to establish a way for people to pay outside of the app using cash.
- iii. Combination of customer pays and property/business owners pay in order to keep rates low.
  1. What ratio to use of customer cost versus owner cost?
  2. What methodology is used for property/business owners' contribution?
  3. Determination of how to set on-street rates.

4. Determination on how to set parking permit rates.
2. **Does the parking program continue to include Laurelwood?**
  - a. If yes, a rate study should be undertaken to determine the costs associated with this part of the program and permit fees adjusted accordingly.
3. **How do we handle permits for residential areas that abut the downtown area?**
  - a. Residential areas directly abutting downtown need enforcement to prevent downtown employees from utilizing these areas for parking and monopolizing the street parking in these areas. How do we pay for that enforcement without penalizing the residential owners?

**C. Financial/Resource Considerations.**

The Off-Street Parking Fund continues to operate at a deficit. The City has used a combination of ARPA and General Fund to cover the expenses associated with the vendor contract. Any solutions that Council may pursue will take time and resources to implement. Supplemental funding will be needed during that time frame. Given that there is only one Council meeting in November, staff will be bringing a funding request to the November 13 City Council meeting.

**ATTACHMENTS:**

- Attachment #1 – Chronology of Downtown – 1977-2013
- Attachment #2 – Downtown Projects, Programs & Code Changes 2005-present
- Attachment #3 – Map Depicting Parking District & Free Parking Zone
- Attachment #4 – Map Depicting Parking Facilities
- Attachment #5 -- Agenda Item from September 26, 2022 Council Meeting

## CHRONOLOGY OF DOWNTOWN RELATED ISSUES

**1977**

- Accepted the Carl Buttke Downtown Parking and Traffic Circulation Report - *February*

**1978**

- Ad-hoc Downtown Off-Street Parking Committee presented Downtown Parking District proposal. *March*
- City Council considered ordinance to purchase 7 lots and form a Downtown Parking District. *March*
- Parking District proposal abandoned after receiving public testimony. *April*
- President of Roseburg Downtown Association (RDA - membership organization) presented letter from merchants supporting downtown parking plan. *October*
- Council discussed possible purchase of Roseburg Motors property at request of RDA. Owner was not interested in selling. *November*

**1979**

- As a result of Mayoral State of the City Address, funds were budgeted for construction of parking structure (overpark). *January*
- Staff directed to select architect for overpark. *August*
- Overpark architect appointed by City Council. *November*

**1980**

- Bond counsel selected to work on overpark financing. *January*
- Design Review Committee consisting of City and Downtown representatives recommended local improvement district for off-site improvements. *February*
- Architect's work suspended pending final decision on design questions. *March*
- Design Committee returned with final plan and work commenced on design for three level structure. *April*
- Project advertised for construction bids. *May*
- Council dedicated, via ordinance, all off-street parking revenues to pay for overpark bonds. *June*
- Downtown merchants met to discuss parking program similar to Eugene. Information made clear that no general fund monies would be used to pay off the debt for overpark or off-street improvements. *June*
- At the request of RDA, Steering Committee appointed to form a Downtown Development Board similar to that operating in the City of Eugene. Committee met bi-weekly to lay groundwork for the District and define contents of the Downtown Development District ordinance for presentation to the City Council. Issues of parking meters, financing, expense allocation were discussed. *July*

- Overpark construction bid awarded to Todd Building; RDA thanked Council for efforts on this project. *August*
- Twenty-year revenue bonds issued for \$1,340,000. *August*
- Ordinance adopted to form walkway mall improvements local improvement district. *August*
- Jarvill v. City of Eugene 289 OR 157.613 )2d 1 (1980) upholds City's authority under Charter to create the district and impose taxes.

### **1981**

- Electorate approved City Charter amendment to allow formation of development districts. *May*
- Steering Committee conducted public hearing to receive input and answer questions on proposed Downtown Development District ordinance. Primary issue appeared to be removal of parking meters within the District. *October*
- City Council conducted hearing on same issue and adopted Ordinance No. 2328 creating the Downtown Development District. Funding to pay for overpark, etc., to be from perimeter meters, rental of parking spaces and taxes. *November*
- First Downtown Development Board appointed. Board met once/twice monthly to address primarily parking and taxing matters. *December*

### **1982**

- Work accepted on walkway improvements and costs added to assessment roles. *June*

### **1983**

- Downtown Board formed a Downtown Planning Committee charged with developing a plan for revitalization of the downtown community. *January*
- Subcommittees were formed to assist the Board in its work - Business Development, Fundraising, Main Street, Events and promotion, Historic Preservation and Visual Appearance. *April*
- Citizens planning meeting conducted to define downtown area needs. *May*

### **1984**

- City Council adopted "Downtown Plan" as presented by Downtown Development Board for revitalization of the downtown community.

### **1985**

- Roseburg Downtown Community, Incorporated (aka "Roseburg Town Center") formed to oversee the following and take over duties previously performed by the Downtown Development Board: *April*
  - A. Downtown and Neighborhood Revitalization
  - B. Events and Public Information

### C. Support Services

- City Council awarded \$30,000 matching grant for downtown revitalization to Roseburg Town Center. *August*

#### 1986

- Heidi Land hired as Roseburg Town Center Manager. Continuous dialogue between Town Center and City regarding downtown matters, particularly parking and finances.

#### 1988

- Ad-hock Downtown Parking Task Force formed to deal with numerous issues including traffic flow, parking, taxation and revenue generation to pay indebtedness. Resulted in recommendations for funding, and ultimately, review of need for a Downtown Development Board. *February*

#### 1989

- City Council granted \$25,000 personal services agreement with Roseburg Town Center. *September*
- Roseburg Town Center Board ceased to operate in same manner as previous; requested reactivation of the Downtown Development Board. *November*
- Mayor appointed new members to Downtown Development Board. *December*

#### 1991

- Per Ordinance No. 2772, Downtown Development District sunset date extended from January 1, 1992, to January 1, 2001. *December*

#### 1994

- At request of Downtown Development Board, Ordinance No. 2868 adopted deleting Downtown Development District sunset clause.

#### 1999

- Downtown Master Plan and incorporating ordinances adopted by City Council.

#### 2000

- Entered into contract with Roseburg Town Center to provide National Main Street Program for Downtown. *February*
- Began design on Downtown Demonstration Project. *July*
- Paid off Revenue Bonds. *August*

#### 2001

- Awarded bid for Demonstration Project. *January*
- Completed Demonstration Project. *July*
- Installed benches and trash receptacles. *Fall*

#### 2002

- Installed additional benches and trash receptacles. *Spring*
- Public Works and Utility Commission directed to review proposed local improvement district for the Downtown Development District and committed \$750,000 toward the project. *November*

### **2003**

- Negotiations began between City, Roseburg Town Center and Roseburg Business Association regarding continuance of the Downtown Development District.
- Council affirmed continuance of the downtown tax with modifications and referred suggestions for tax structure changes to the Downtown Development Board. *Sept.*
- Council repealed the downtown tax effective end of quarter 12/31/2003 and retained the Development District.

### **2004**

- Council presented with initiative petition to adopt ordinances repealing all references to Downtown Development District and Board. Declined to act. *February*
- Initiative Petition failed to pass in General Election. *May*

### **2005**

- Repealed Downtown Development Board provisions. *March*
- Repealed Downtown Development District Tax provisions. *March*
- Amended Downtown parking provisions to reflect repeal of Board and tax. *March*

### **2007**

- Parking enforcement contracted to Diamond Parking Services. *January*
- Funds transferred from inactive Downtown District Fund to Capital Outlay for the Douglas Avenue Rehabilitation Project – *January*
- Ordinance No. 3269 adopted to require employee and vehicle information for those within the secondary boundary of the free parking district – *June*

### **2008**

- Ordinance No. 3292 adopted which clarified that downtown employees may park in the free parking zone when they are not working - *October*

### **2009**

- Resolution No. 2009-17 adopted supporting establishment of a Vertical Housing Development Zone in the Downtown Historic District - *June*

### **2010**

- Facade improvement grant program initiated – *March*
- Adopted Resolution No. 2010-4 recognizing the Roseburg Downtown Main Street Association – *April*

- Study commenced to determine feasibility of undergrounding downtown utility services; determined to be financial unfeasible – *April*

### **2011**

- Study conducted regarding supply and demand for a downtown grocery store which concluded the downtown market area cannot compete for a full-service grocer but specialty foods could be successful – *March*
- First agreement authorized with Downtown Roseburg Association with the City contributing \$22,500 from Economic Development for Main Street Program efforts – *October*

### **2012**

- Due to concerns regarding transient activity in downtown, Police Chief reports on enhanced law enforcement efforts in that area – *February*
- Design scope approved for intersection improvements from I-5 to downtown and Highway 138 – *September*
- City entered into parking enforcement contract with Roseburg Downtown Association to be operated under ParkSmart – *September*

### **2013**

- Grant received to conduct a study on a potential downtown plaza – *April*
- Plaza study results shared indicating the project can only occur as a joint venture with private development – *July*
- Urban Renewal Board authorized continued funding for facade improvement grant program - *August*

## City of Roseburg Downtown Projects, Programs & Code Changes Since 2005

### Capital Improvements

Amended North Roseburg Urban Renewal District Boundary to include downtown (2005)

Douglas Avenue Rehabilitation Project – 2006

- Reconstructed Douglas Avenue from Stephens to Claire including new (historic looking) streetlights, benches, landscaping and crosswalk features to serve as a demonstration project.
- Design approved by Downtown Streetscape Committee
- Total project cost \$1.7 million from Urban Renewal/Transportation/Storm/Streetlight Sidewalk

Public Safety Center Project -

- Property Acquisitions (2006/7) Acquired properties and relocated residents in order to construct PSC. Total cost \$2.63 million from Urban Renewal.
- Design/construction/utility relocation/furniture (2008/9) Total project cost approx. \$16 million in Urban Renewal funding

Phase 1 (Urban Renewal) – Washington/Oak/Kane Improvements (2015) - This project made improvements downtown on Jackson, Main, Kane, and Rose Streets between Washington and Oak Avenues. Improvements included

- Upgraded street lighting
- ADA improvements at all intersections
- Constructing new at-grade intersections at four intersections. Each intersection was themed and included colored and textured concrete to match the theme.
- Water, storm drainage and sanitary sewer improvements as needed
- Installation of informational kiosks at each themed intersection.
- Installation of benches, bike racks and drinking fountains at the themed intersections.
- Replacement of damaged sidewalks as funding allowed
- Total cost \$2.63 million utilizing a combination of Urban Renewal, Sidewalk/Streetlight, and utility funding

Phase 2 (Urban Renewal) (2018) – This project included improvements on Rose, Jackson and Main Street between Cass and Lane Avenues. Improvements included:

- Upgraded street lighting
- ADA improvements at all intersections
- Constructing new at-grade intersections at four intersections. Each intersection was themed and included textured concrete to match the theme.
- Water, storm drainage and sanitary sewer improvements as needed
- Installation of informational kiosks.
- Total cost \$2.2 million utilizing a combination of Urban Renewal, Sidewalk/Streetlight, and utility funding

Parking Structure (Urban Renewal) (2016) -- Improvements to the downtown parking structure included the following:

- Updated lighting
- Removing solid hand rails and installing new hand rails to improve line of sight
- Updated signage
- Exterior aesthetic improvements
- Upgraded lighting
- Total cost of \$575,615 was funded via the Urban Renewal Fund
- Modernized elevator (2017) at cost of \$58,074

Deer Creek Path and Parking Lot

- Constructed additional parking, lighting, storm drainage treatment, stairs and walking path completing the connection from Diamond Lake Blvd. to Jackson Street.
- Total cost \$189,842 utilizing Urban Renewal Funds.

Downtown Streetlighting – Phase 3 – (Urban Renewal) (2019) This project included the following:

- Update existing non-LED antique style streetlighting downtown with LED fixtures.
- Replace the existing streetlighting on the alley east of the parking structure parallel to Jackson Street with new LED antique style lighting.
- Install new LED antique style streetlighting on Rose Street between Oak and Lane and on Cass and Lane Street from Rose to Stephens Street.
- Total cost \$469,290 from Urban Renewal Fund

Downtown Façade Grant Improvement Project (Urban Renewal) (2013 – 2019)

- \$150k provided in façade grant money
- \$525k in façade improvements only
- \$1.5 million in overall total improvements based on building permit valuation data

Parking Garage – Electrical Vehicle Charging Station (Pacific Power Grant) (2019)

### **Downtown Code and/or Contract Changes (2016-present)**

2016 – Changed contract structure with DRA/Parksmart for downtown parking enforcement from the City collecting all revenues and paying Parksmart to Parksmart keeping all revenues and paying City fixed amount (annually adjusted). Intent was that Parksmart would keep ‘profits’ and increase their revenues to support the DRA. In 2019, the Contract was renewed with reduced payments due to the City in 2019, 2020 and 2021.

2016 -- Received award for downtown rehabilitation ‘best street scape project’ for oak/Washington project

Derelict & Dangerous Building Code Updates – Adopted 12/11/17 & 09/10/18

- The City discovered that many derelict and dangerous buildings often become extensions of transient camps and homes for squatters. This was occurring throughout the City, but affected two significant properties in the downtown area including the old Safeway and Rite-Aid buildings. Council authorized amendments to the derelict building process empowering the City with the ability to register derelict buildings. Since that time a greater emphasis has been placed on how the City rectifies nuisances involving both dangerous and derelict buildings. These changes are having a positive effect in that negligent property owners/lenders/management companies are taking steps to ensure their buildings are cleaned up, secured and hopefully put back on the market for their intended purpose. As a result of this action the Safeway building was demolished in the spring of 2019. Continued work is occurring to help fix the Rite-Aid building.

#### Downtown Development District – 2019 (Ord. 3522)

- Removed Chapter 3.08 of the RMC referencing the Downtown Development Board and Downtown Development Fund, both of which were abolished in 2005.
- Updated portions of downtown parking code related to special permits, meters in historic districts, and downtown employee parking restrictions.

#### SRO's (Single Room Occupancy) – 2019

- Authorized the use of single-room occupancy units in the downtown area to assist in converting an old hotel into new housing.

#### Eliminated density limitations - 2019

- Did away with density limitations for dwelling units in our downtown area to provide more housing above commercial buildings.

#### Amended code to enable Public/Semi-public Uses in the downtown area facilitating a dormitory for UCC students - 2019

- Created a code change to enable the Flegel Center in downtown to be converted to a dormitory/baseball facility for the new UCC baseball team.

#### Business Right-of-Way Permit – 2020

- Developed this permit process to allow businesses to utilize the right-of-way for retail or seating associated with a restaurant during the COVID lockdown that restricted the number of occupants in commercial establishments.

#### Downtown Trash Receptacle Garbage Removal – 2020 - entered into a contract with New Way Janitorial to empty downtown trash receptacles after DRA cancelled this portion of their contract. Contract was amended/renewed in 2022.

#### Developed the Downtown Parking Assessment Plan – 2020/2021

- Formed the Parking Stakeholder Advisory Committee consisting of a downtown restaurant, retail business, personal service and professional service business, downtown workers and resident. This group met four times over the course of September 2020 to February 2021.
- Two virtual public hearings were held.

- A public survey about parking needs was filled out by more than 300 people, including 55 downtown businesses owners and workers.

#### Hired ACE Parking as new parking service contractor – 2022

- Began public education process of new parking requirements in January, February and March of 2022.
- ACE began issuing citations April 1, 2022.

#### Parking Structure Security and janitorial contracts (2022)

- Entered into contract for garbage/debris removal, and cleaning services for elevator, stairwells and landings as well as graffiti removal and other services at the downtown parking structure. Contract was renewed in 2023. Payment is via ARPA funds.
- Entered into a contract for private security to periodically patrol the parking structure an night 7 days/week. Contract was renewed in 2023. Payment is via ARPA funds.

#### Mural Projects – 2022- ongoing



# Appendix A

Figure G: Downtown Free Parking Zone area

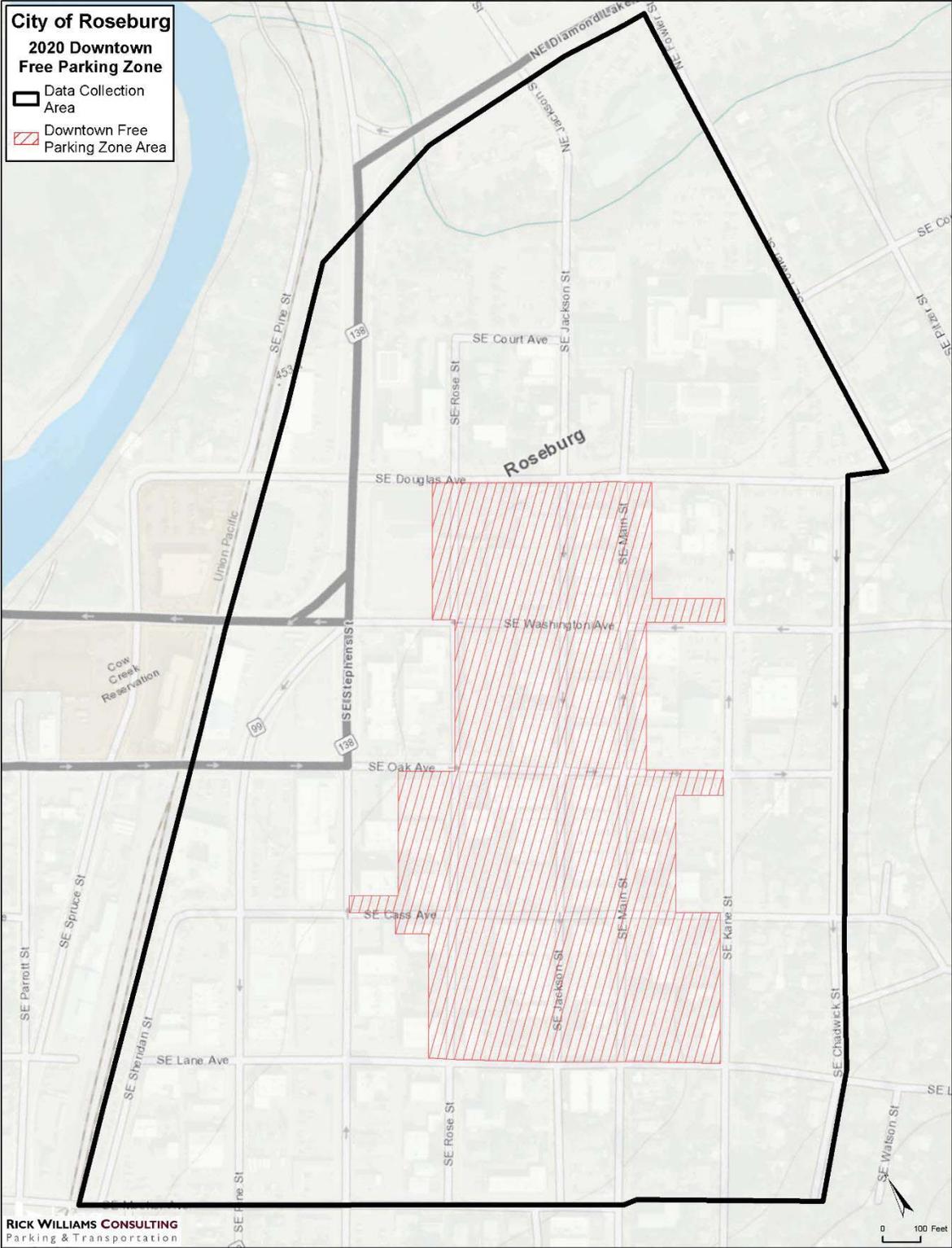
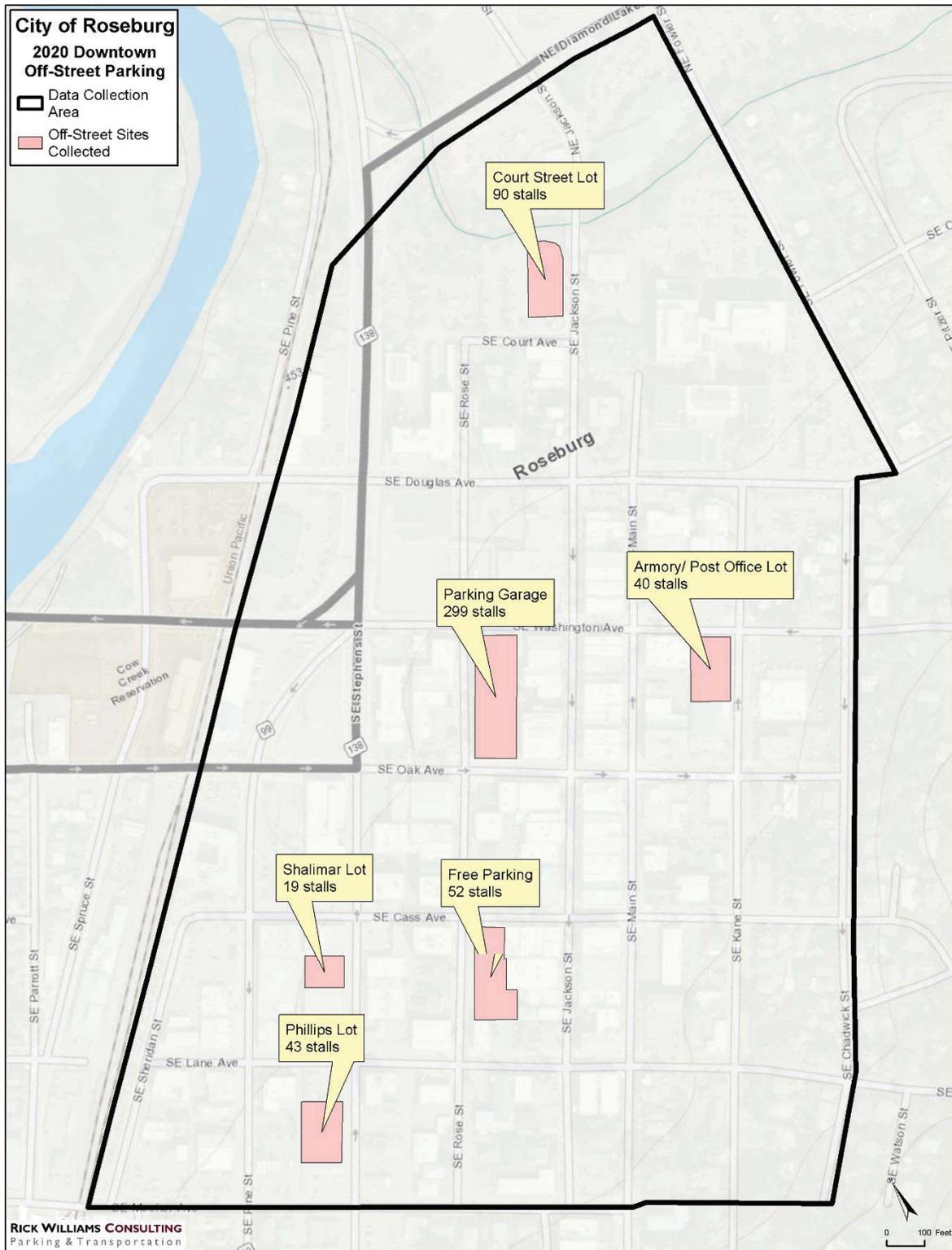
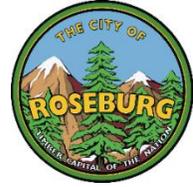




Figure E: Downtown off-street parking supply by site and stall count



## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



---

### PARKING ENFORCEMENT SERVICES DISCUSSION

---

**Meeting Date: September 26, 2022**  
**Department: Admin/CDD**  
**[www.cityofroseburg.org](http://www.cityofroseburg.org)**

**Agenda Section: Department Item**  
**Staff Contact: Nikki Messenger/Stuart Cowie**  
**Contact Telephone Number: 541-492-6750**

---

#### ISSUE STATEMENT AND SUMMARY

The City's downtown parking enforcement contract continues to operate at a financial deficit. And while the contractor has made suggestions about changes that may increase revenue, staff believes a significant deficit may still remain. Staff is seeking to lead a discussion with Council regarding short and medium term options to fund the program.

The purpose of this memo is to discuss the recommendations provided by ACE and to start a larger conversation about the future of the parking program and how it may be funded. Regardless of whether parking enforcement is provided by ACE, another vendor, or the City, without permanent additional funding the new parking program cannot sustain itself.

#### BACKGROUND

##### **A. Council Action History.**

April 27, 2020 - Authorized cancellation of the Parking Enforcement Services Contract with DRA/Park Smart by mutual consent effective March 31, 2020.

March 22, 2021 - Received a Downtown Parking Assessment and Plan Presentation from Rick Williams Consulting. Accepted the Downtown Parking Assessment and Plan.

December 13, 2021 – Awarded the contract for parking enforcement services to ACE Parking.

January 24, 2022 – Authorized a supplemental budget to the Off-Street Parking Fund establishing appropriation authority to manage the parking enforcement contract for fiscal year 2021-2022.

May 9, 2022 – Authorized staff to utilize ARPA funds to directly cover the cash flow needs of the Off Street Parking Fund up to \$50,000.

August 22, 2022 – Council was advised that ACE parking is failing to generate enough revenue to cover the cost of its contract. Council approved converting the free parking

spaces in the parking lot behind Downtown Fitness and in the Parking Garage to time limited parking. Council also authorized the use of ARPA funds to pay for janitorial and security services for a period of one year for the downtown parking garage.

**B. Analysis.**

The City entered into a contract for parking enforcement services with ACE Parking at the beginning of 2022 for the downtown area and Laurelwood neighborhood. City Council authorized a supplemental budget shortly thereafter to provide additional funding to the Off-Street Parking Fund in order to help cover the cost of the new contract while ACE began establishing the new parking program.

Unfortunately, after several months of monitoring, ACE has been unable to generate the revenue necessary in order to cover the cost of the contract. In order to continue, changes to the parking program requiring Council action must occur. Council was advised of this issue at its August 22, 2022 meeting. During that meeting, Council was presented with different options identified within the Downtown Parking Plan and suggested by ACE, to help improve the program and generate additional revenue.

Council authorized two of these recommendations, 1) utilizing ARPA funds to pay for contracted services to clean and patrol the parking structure and 2) creating time limited parking in the free lot behind Downtown Fitness and the first floor of the Parking Structure. The Council further requested staff work with ACE to prepare a more detailed recommendation converting spaces with broken meters to time limited/permit parking.

Attachment 1 is a series of maps ACE has provided indicating different downtown blocks where broken meters should be removed and converted to new time limited/permit parking. Also included within the maps are limited areas where some working meters should remain that generate substantial revenue.

In addition to these recommendations, ACE has suggested the use of on-street payment options via text, app or QR code as provided in Attachment 2. This on-street payment option is an inexpensive way to help address concerns from downtown business owners who have indicated that two-hour time limits are not enough to enable individuals to utilize their business or services. If one desired to park longer than the two hour period they could use the ACE parking app, text or utilize the QR code enabling them to pay for an additional 2-4 hour period, 4-6 hour period, or over 8 hour period. The cost for this service would be passed onto the user through a credit card transaction fee. The placement of signs next to existing time limited signs indicating the instructions for how one could utilize this ACE service would need to occur throughout the downtown parking district.

Although beneficial, ACE is unable to predict how much additional revenue these improvements may generate. Based on the current revenue shortfall it is doubtful the recommended improvements will generate enough revenue to cover the cost of the contract, let alone the funding necessary to help cover costs associated with maintenance of the parking garage and other surface parking lots.

It is clear that broken meters need to be removed, but we would caution implementing additional time limited/permit signs or ACE-dependent parking changes, such as the ACE extended payment option, until additional forms of revenue for the sustainability of the overall parking program are determined and agreed upon. This requires Council discussion and input. Until, this occurs staff recommends that the removal of broken meters be the only item in which Council authorizes staff to immediately begin. Authorizing additional recommendations surrounding time limited/permit parking enforcement and ACE-dependent parking changes without other forms of revenue to pay for continued enforcement is premature.

### **C. Financial/Resource Considerations.**

Under the current contract, the City receives all revenues collected by ACE parking and reimburses ACE for their expenses plus a monthly base management fee (\$1,750) and monthly equipment amortization (\$1,211). Losses to the City for cost of the contract alone have varied between \$7,163 and \$15,454 per month and total \$75,757 through August. The contract is not the only expense for the Off Street Parking Fund. Other expenses include utilities, insurance and maintenance of the parking lots. So far this fiscal year (July & August), those total just under \$8,100. Projecting out current losses plus other expenses, the annual loss could be approximately \$146,500. This does not include that additional \$45,771 committed to the cleaning and security services at the parking garage.

During the August 22<sup>nd</sup> meeting we discussed options that could be utilized to generate additional revenue. Below are options broken into categories for Council to consider and discuss:

#### *A. (Options Affecting Customers)*

##### *(1) Multi-Space Meters in the Central Business District*

ACE provided the City with multi-space meter information. If the City were to utilize this system, ACE recommends that the City install 39 multi-space meters. Rough estimates indicate that cost of purchasing, shipping and installing these meters would cost \$342,925. Monthly expenses regarding warranty, software, receipt paper would be approximately \$2,500 a month. No funding for this currently exists. Studies would need to be conducted in order to determine how much users would need to pay per hour in order to generate revenue sufficient to cover the cost of the infrastructure, plus the remaining cost of the contract with ACE and the on-going expenses of the surface lots and parking garage. Without an estimate of projected revenue or funds necessary to pay for the infrastructure, staff recommends this is not a viable option to consider at this point in time.

##### *(2) Revisit adjusting monthly permit fees and/or citation fees.*

The parking rates throughout the city are lower than the rates in comparable cities and need to be adjusted to reflect current conditions. ACE recommends making the following adjustments to the monthly parking permit rates while also simplifying the permit rate structure from 8 rates to 4 rates. Although necessary, this recommendation alone will not be enough to generate the revenue necessary to meet our expenses.

*B. (Options Affecting Businesses)**Parking Utility Fee on Water Meter*

Approximately 273 water meters are located within the boundaries of the downtown parking district. If the Council were to enact a flat fee to cover the projected funding deficit it would be approximately \$45 dollars per meter per month if no other revenue sources were included. The parking utility fee would be incorporated into water billing statements for those located within the parking district boundary.

*C. (Options affecting the General Public)**Sell Public Property*

This would entail selling one or more underutilized permit parking lots to a private owner. Revenue derived from any sale would be allocated to the parking fund. This is not a long term solution, but could serve as a good short-term solution to cover existing costs.

**D. Timing Considerations.**

Implementing plans around any of the options will take a considerable amount of time and effort. In the meanwhile, if we are to continue to contract with ACE parking, Council must take action quickly as we are continuing to have to utilize supplemental funding in order to cover the costs of the ACE contract and will need to continue to do so until additional revenue sources are created and implemented.

**COUNCIL OPTIONS**

The Council has the following options:

1. Authorize staff to remove broken meters and centralize working meters in appropriate areas; and
2. Direct staff to prepare additional details regarding a parking utility fee district; and/or
3. Direct staff to bring back additional information regarding potentially selling one or two underutilized parking lots; and/or
4. Direct staff to bring back additional information of another type; or
5. Direct staff to cancel the parking services agreement with ACE Parking. This will require the City to pay for the equipment purchased by ACE ( approx. \$50k) and will eliminate enforcement downtown, which was problematic before.

**STAFF RECOMMENDATION**

Staff is bringing this to Council's attention in order to generate a discussion on the best ways to proceed with this issue. It is imperative that the entirety of the financial situation be addressed quickly. Continually supplementing the parking fund means that all Roseburg taxpayers are paying for the downtown free parking area. Resolving the financial situation will take community involvement with the downtown area and multiple Council actions. It will most likely require a combination of each of the options identified above in order to diversify the revenue necessary to pay for the program. The hope is

that as the new parking program continues to evolve and become established that it will generate more revenue and for itself, but it is hard to predict whether or not it will ever be self-sustaining. In its current state, staff believes without additional revenue from business and property owners parking enforcement in the downtown area will be unable to continue.

Staff recommends Council authorize staff to remove broken meters and centralize working meters.

Staff further recommends Council provide direction on additional revenue sources Council may want to pursue.

Staff recommends that additional suggestions regarding revenue sources solely dependent upon enforcement efforts or ACE related products, such as additional on street time limited/permit signage, use of the ACE app, adjustments to permit fees/citation fines be revisited after the identification and implementation of sustainable funding to ensure the program can continue.

#### **SUGGESTED MOTION**

***“I move to authorize staff to remove broken meters in appropriate areas and centralize working meters as determined by staff.”***

***Staff is seeking direction regarding Council’s preferred alternatives for generating sustainable revenue so that additional details can be developed and brought back for Council action.***

#### **ATTACHMENTS**

Attachment #1 – Recommended Meter Removal and Time Limited/Permit Replacement  
Attachment #2 – On-Street Payment Options via ACE App, Text, QR Code

# THE MOBILITY REVOLUTION STARTS HERE™

## DOWNTOWN PARKING CHANGES

Prepared Exclusively For: City of Roseburg

September 2022



MOBILITY  
SOLUTIONS

# DOWNTOWN PARKING CHANGES

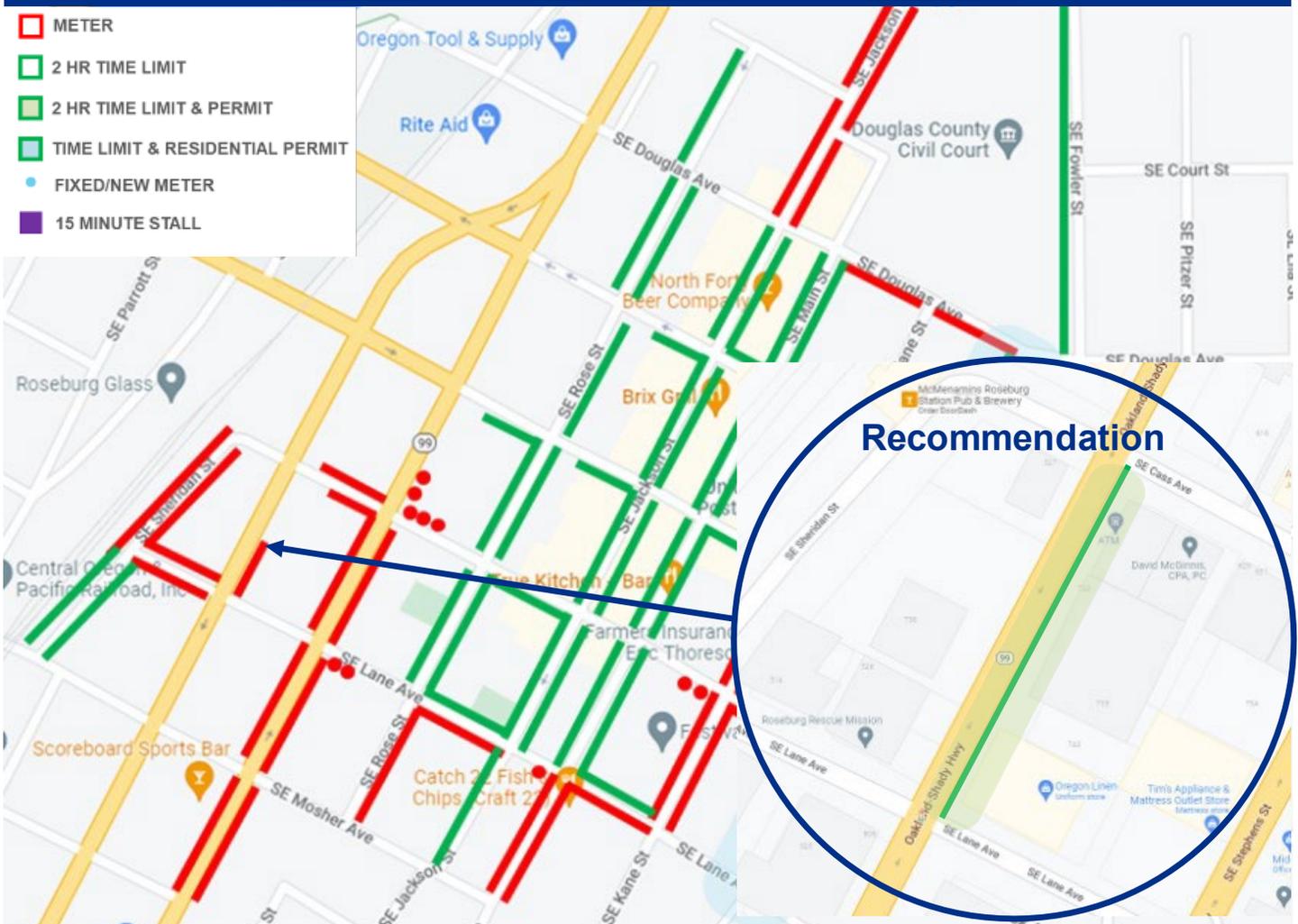


## RECOMMENDED CHANGES – 700 BLOCK PINE

- ▶ Current: 9 Stalls, 5 Working Meters
- ▶ Recommendation: Pull All 5 Meters and Change to 2 Hours Parking & Permit

### Existing Meters, Limits & Permit Locations

- METER
- 2 HR TIME LIMIT
- 2 HR TIME LIMIT & PERMIT
- TIME LIMIT & RESIDENTIAL PERMIT
- FIXED/NEW METER
- 15 MINUTE STALL



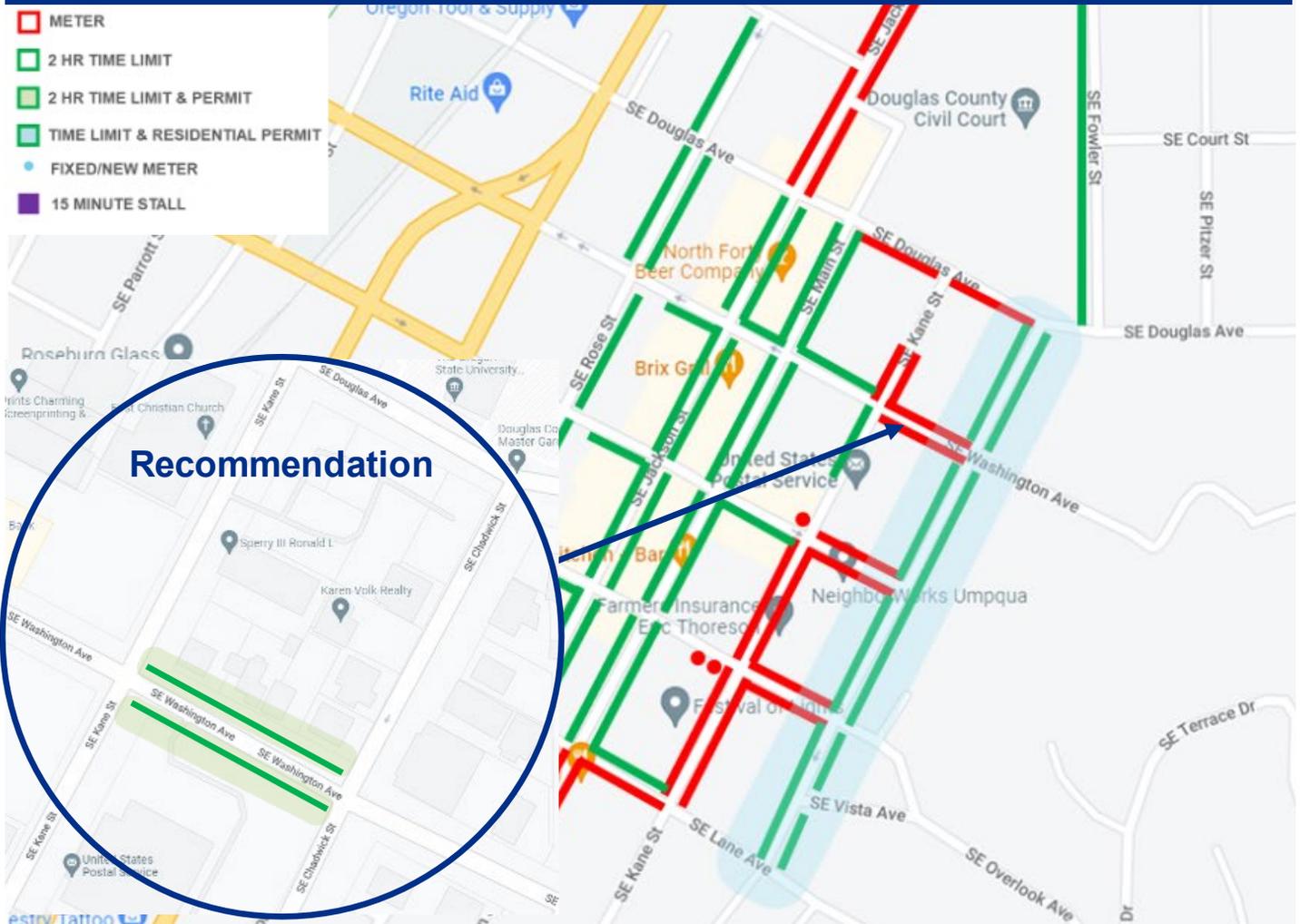
# DOWNTOWN PARKING CHANGES



## RECOMMENDED CHANGES – 1100 BLOCK WASHINGTON

- ▶ Current: 10 Stalls, 10 Meters (6 Working, 4 Broken/Missing)
- ▶ Recommendation: Pull All 10 Meters and Change to 2 Hour Parking & Permit

### Existing Meters, Limits & Permit Locations



# DOWNTOWN PARKING CHANGES



## RECOMMENDED CHANGES – 500 BLOCK LANE

- ▶ Current: 13 Stalls, 13 Meters (2 Working, 11 Broken/Missing)
- ▶ Recommendation: Replace 11 Broken Meters

## RECOMMENDED CHANGES – 600-1000 BLOCK LANE

- ▶ Current: 36 Stalls, 18 Meters, 3 Working, 15 Broken/Missing
- ▶ Recommendation: Pull All Meters and Change to 2 Hour Parking & Permit

### Existing Meters, Limits & Permit Locations



# DOWNTOWN PARKING CHANGES



## RECOMMENDED CHANGES – 200 BLOCK SE JACKSON

- ▶ Current: 21 Stalls, 19 Meters (13 Working, 6 Broken/Missing)
- ▶ Recommendation: Replace 6 Broken Meters

## RECOMMENDED CHANGES – 300 BLOCK SE JACKSON

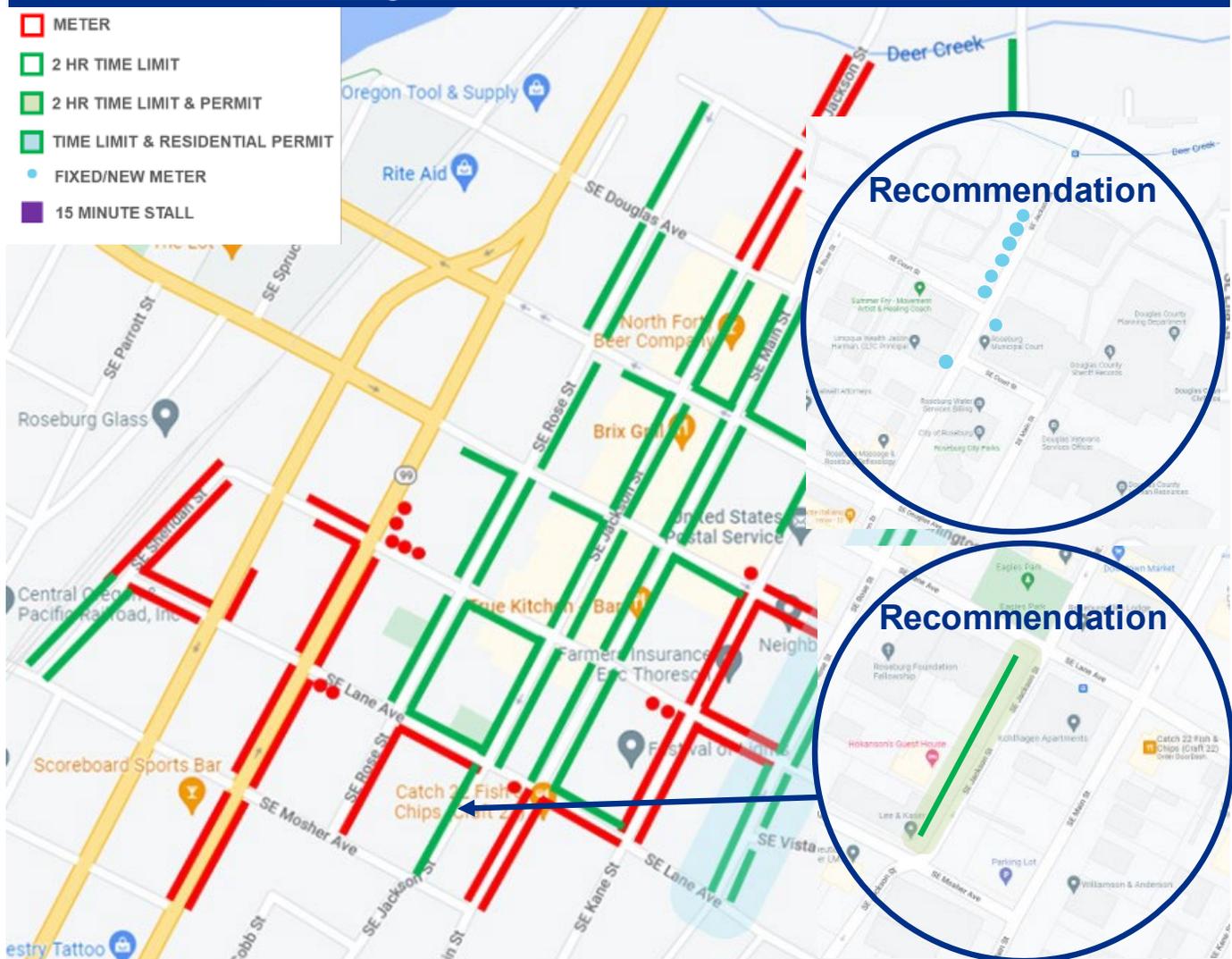
- ▶ Current: 15 Stalls, 15 Meters (13 Working, 2 Broken/Missing)
- ▶ Recommendation: Replace 2 Broken Meters

## RECOMMENDED CHANGES – 800 BLOCK SE JACKSON

- ▶ Current: 14 Stalls, 8 Meters (2 Working, 6 Broken/Missing)
- ▶ Recommendation: Pull All 8 Meters and Change to 2 Hour Parking & Permit

### Existing Meters, Limits & Permit Locations

- METER
- 2 HR TIME LIMIT
- 2 HR TIME LIMIT & PERMIT
- TIME LIMIT & RESIDENTIAL PERMIT
- FIXED/NEW METER
- 15 MINUTE STALL



# DOWNTOWN PARKING CHANGES



## RECOMMENDED CHANGES – 600 - 900 BLOCK SE STEPHENS

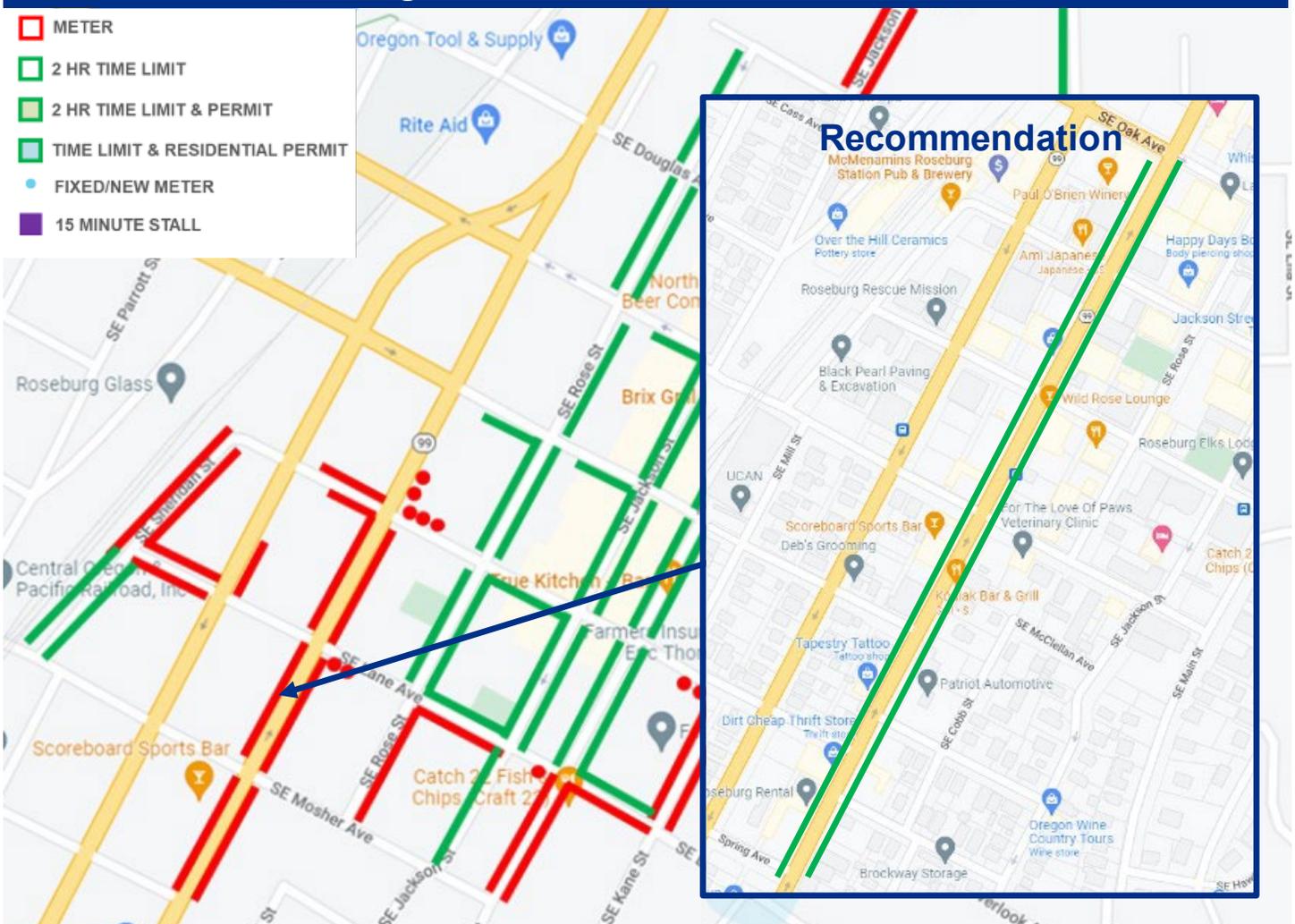
- ▶ Current: 50 Stalls, 40 Meters (10 Working, 30 Broken/Missing)
- ▶ Recommendation: Pull All 40 Meters and Change to 2 Hour Parking

## RECOMMENDED CHANGES – 1000 - 1100 BLOCK SE STEPHENS

- ▶ Current: No Time Zone or Meters
- ▶ Recommendation: Add 2 Hour Parking Zone

### Existing Meters, Limits & Permit Locations

- METER
- 2 HR TIME LIMIT
- 2 HR TIME LIMIT & PERMIT
- TIME LIMIT & RESIDENTIAL PERMIT
- FIXED/NEW METER
- 15 MINUTE STALL



# DOWNTOWN PARKING CHANGES

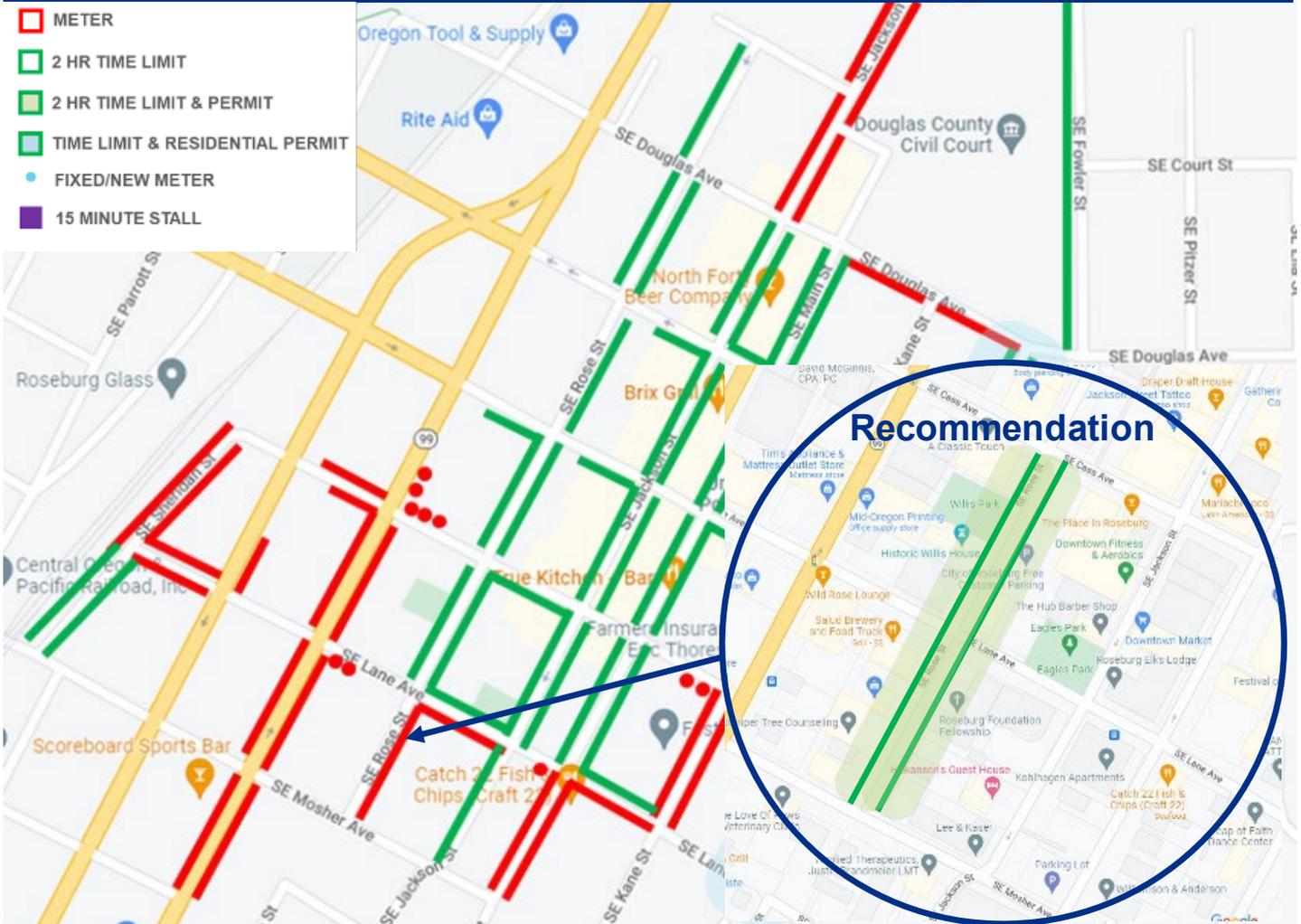


## RECOMMENDED CHANGES – 700 - 800 BLOCK SE ROSE AVE

- ▶ Current: 16 Stalls, 14 Meters (4 Working, 10 Broken/Missing)
- ▶ Recommendation: Add 2 Hr Time Limit and Permit to 700 Block, Pull All 14 Meters on 800 Block and Change to 2 Hour Parking & Permit

### Existing Meters, Limits & Permit Locations

- METER
- 2 HR TIME LIMIT
- 2 HR TIME LIMIT & PERMIT
- TIME LIMIT & RESIDENTIAL PERMIT
- FIXED/NEW METER
- 15 MINUTE STALL





# DOWNTOWN PARKING CHANGES

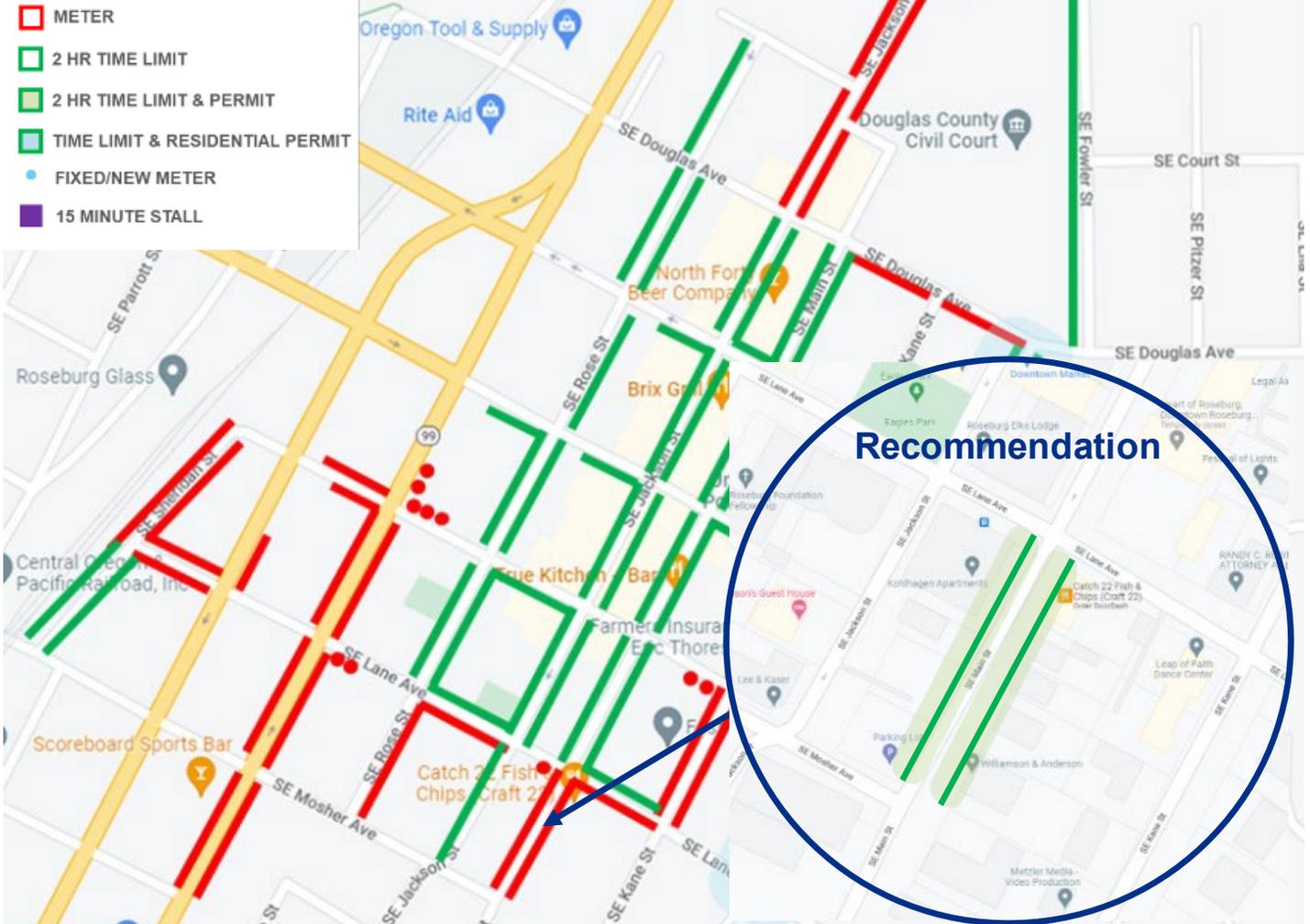


## RECOMMENDED CHANGES – 800 BLOCK SE MAIN ST

- ▶ Current: 21 Stalls, 19 Meters (10 Working, 9 Broken/Missing)
- ▶ Recommendation: Pull All 19 Meters and Change to 2 Hour Parking & Permit

### Existing Meters, Limits & Permit Locations

- METER
- 2 HR TIME LIMIT
- 2 HR TIME LIMIT & PERMIT
- TIME LIMIT & RESIDENTIAL PERMIT
- FIXED/NEW METER
- 15 MINUTE STALL



# DOWNTOWN PARKING CHANGES

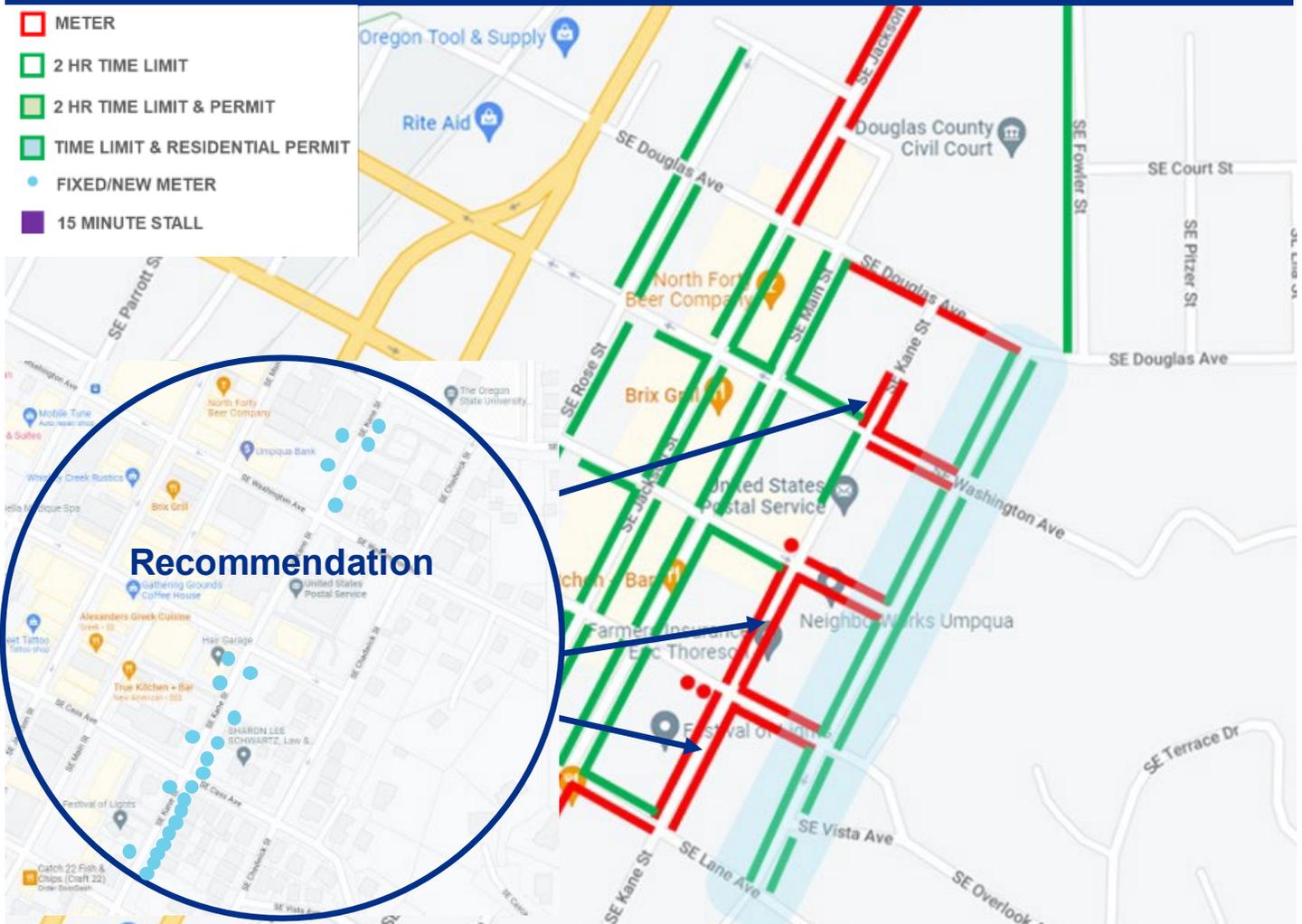


## RECOMMENDED CHANGES – 400, 600, 700 BLOCKS SE KANE

- ▶ Current: 41 Stalls, 40 Meters (15 Working, 25 Broken/Missing)
- ▶ Recommendation: Replace 25 Broken/Missing Meters

### Existing Meters, Limits & Permit Locations

- METER
- 2 HR TIME LIMIT
- 2 HR TIME LIMIT & PERMIT
- TIME LIMIT & RESIDENTIAL PERMIT
- FIXED/NEW METER
- 15 MINUTE STALL



# DOWNTOWN PARKING CHANGES

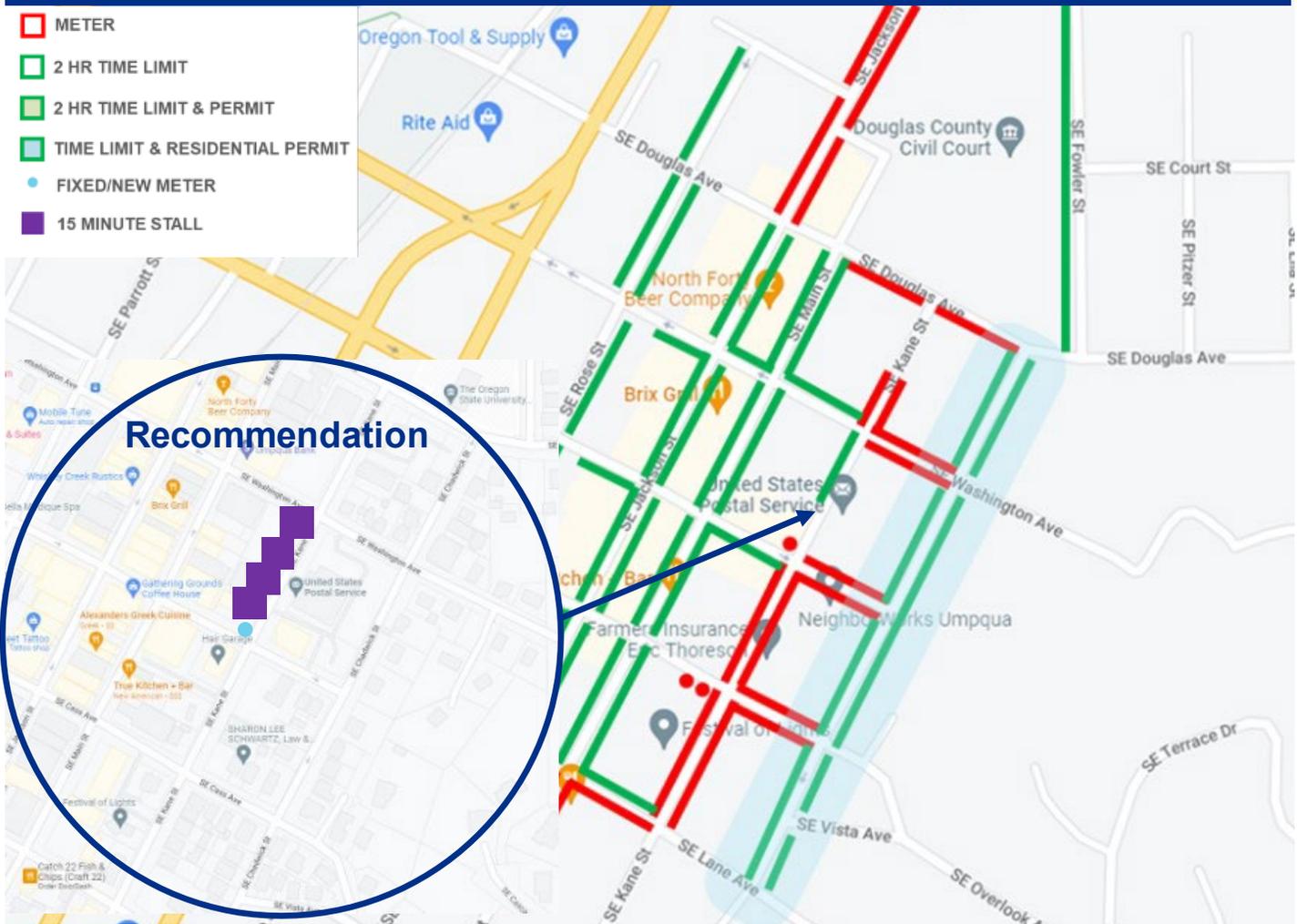


## RECOMMENDED CHANGES – 500 BLOCK SE KANE

- ▶ Current: 7 Stalls, 1 Broken/Missing Meter
- ▶ Recommendation: 4 -15 Minute Stalls, Install Post and Meter

### Existing Meters, Limits & Permit Locations

- ◻ METER
- ◻ 2 HR TIME LIMIT
- ◻ 2 HR TIME LIMIT & PERMIT
- ◻ TIME LIMIT & RESIDENTIAL PERMIT
- FIXED/NEW METER
- 15 MINUTE STALL



# DOWNTOWN PARKING CHANGES

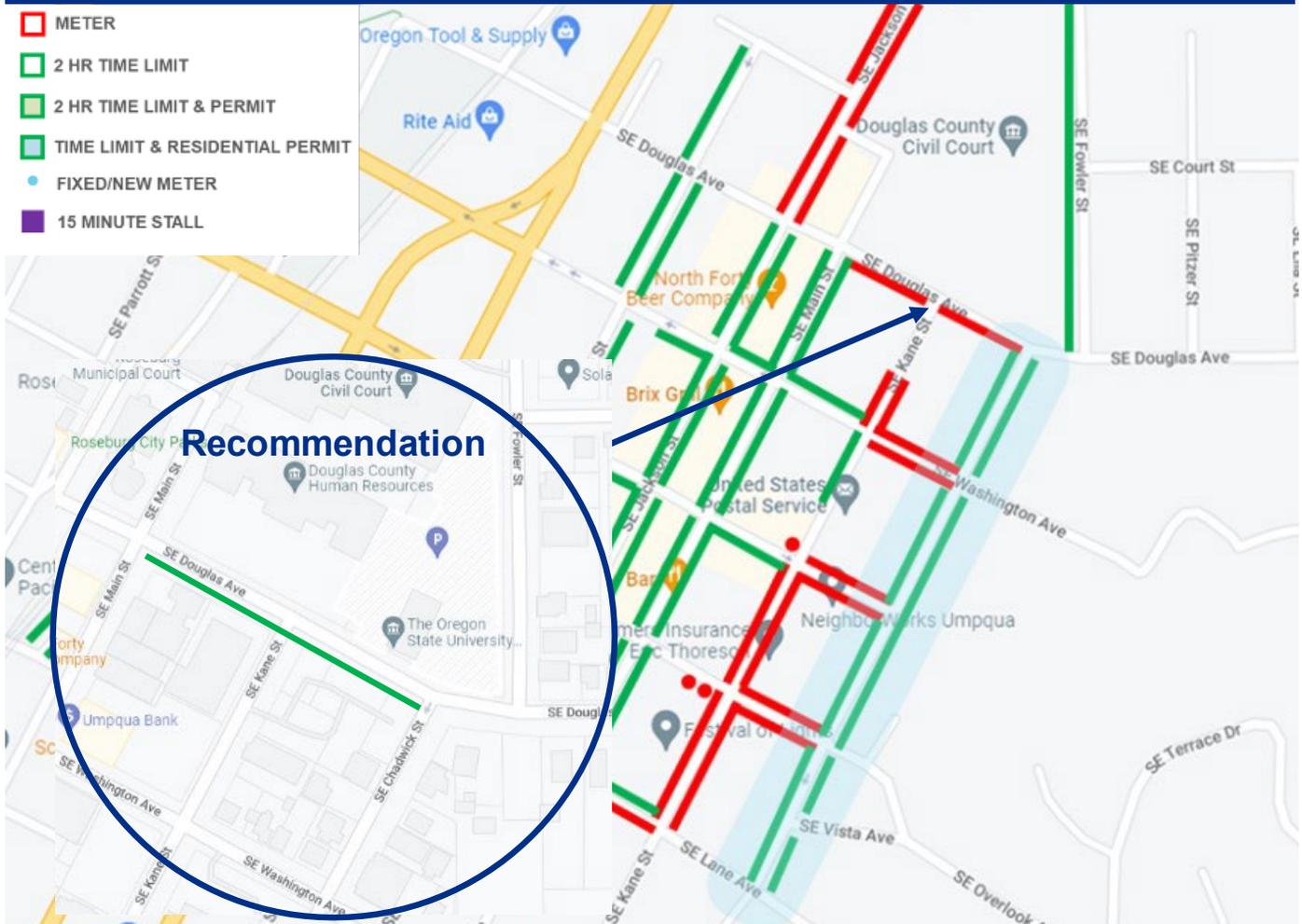


## RECOMMENDED CHANGES – 1000-1100 BLOCKS SE Douglas

- ▶ Current: 11 Stalls, 11 Meters (7 Working Meters, 4 Broken/Missing)
- ▶ Recommendation: Pull All 11 Meters and Change to 2 Hour Parking

### Existing Meters, Limits & Permit Locations

- METER
- 2 HR TIME LIMIT
- 2 HR TIME LIMIT & PERMIT
- TIME LIMIT & RESIDENTIAL PERMIT
- FIXED/NEW METER
- 15 MINUTE STALL







# THE MOBILITY REVOLUTION STARTS HERE™

## ON-STREET PAYMENT OPTIONS

Prepared Exclusively For: City of Roseburg

September 2022



MOBILITY  
SOLUTIONS

# ON-STREET PAYMENT OPTIONS



## EXTENDED PARKING OPTIONS PROS & CONS

### EXTENDED PAYMENT OPTIONS VIA TEXT, APP, QR CODE

#### Option 1: 2 Hours Free; Ability To Pay For Additional Two Hours Via Text to Pay/QR Code, NO Parking Over 4 Hours

Up to 2 Hours – No Charge    2-4 Hours – Additional Charge (TBD)    Over 4 Hours Not Allowed

Pros	Cons
<ul style="list-style-type: none"> <li>▶ Retains the free parking option on key Downtown streets</li> <li>▶ Ensures spaces are not occupied for an entire day</li> <li>▶ Provides visitors the ability to purchase additional time for extended stays beyond the 2 hours of free parking</li> <li>▶ Most Downtown visits should be finished within 4 hours</li> <li>▶ Can utilize QR Code decals that can be posted inside retail stores so customers can extend parking up to 4 hours without returning to their vehicle</li> <li>▶ Generates revenue off stalls not currently earning anything</li> <li>▶ Minimizes the credit card fees so the City's parking revenue is maximized</li> <li>▶ Eliminates confusion of having parkers calculate their stay and price needed to pay</li> <li>▶ Eliminates the need to make multiple payments – one time payment is all that is offered</li> </ul>	<ul style="list-style-type: none"> <li>▶ Limits parking to 4 hours maximum. This could be a problem for tattoo appointments and hair salon guests who state appts can last 4.5 hours</li> <li>▶ Would require customers to pay for 2 hours even if they plan to stay for a shorter period</li> <li>▶ Would reduce stall turnover as vehicles can remain in place for up to twice as long as currently allowed</li> <li>▶ Competes with off-street parking options for longer duration parking</li> <li>▶ Customers could still get ticketed if they stay beyond the period for which they paid</li> </ul>

#### Option 2: 2 Hours Free; Ability To Pay For Additional Time Without Limits

Up to 2 Hours – No Charge

2 – 4 Hours \$2.00 Additional Charge

4 – 6 Hours \$4.00 Additional Charge

Over 8 Hours \$5.00 Additional Charge (Total Cost = \$11)

Pros	Cons
<ul style="list-style-type: none"> <li>▶ Retains the free parking option on key Downtown streets</li> <li>▶ Give visitors options if they need to stay longer</li> <li>▶ Increases revenue the longer a vehicle is parked</li> <li>▶ Covers every visitor possibility in terms of spending time Downtown</li> <li>▶ Can utilize QR Code decals that can be posted inside retail stores so customers can extend parking up to 4 hours without returning to their vehicle</li> <li>▶ Increases income to the City through additional parking revenue and minimal credit card charges</li> </ul>	<ul style="list-style-type: none"> <li>▶ Might limit stall turnover as visitors could monopolize spaces for an entire day</li> <li>▶ Accelerated pricing model might be viewed as a 'money grab' by the City</li> <li>▶ Individual parkers would have to estimate the duration of parking and pay accordingly</li> <li>▶ Customers could still get ticketed if they stay beyond the period for which they paid</li> </ul>

**NOTE:**

- Need to determine if the time increment for additional parking beyond the two hours free should be 2 additional hours or 3 additional hours since retailers quoted 4.5 hour hair salon appointments.
- Need to determine what the incremental charges will be, i.e. how much for each additional time. Is it \$2.00 or \$3.00 or?
- We recommend avoiding smaller timed increments due to parkers' natural tendency to underestimate their needed parking time. This results in reduced revenue for the City, increases the impact of credit card fees, and can lead to increased citation issuing.

# ON-STREET PAYMENT OPTIONS



SAMPLE PAY BY TEXT, APP, QR CODE SIGN



## PAY-BY-PLATE

LICENSE PLATE REQUIRED FOR PAYMENT

### PAYMENT OPTIONS LOT # 0123

**TEXT**



TEXT LOT #0123 TO  
858-223-1558

**SCAN**



SCAN QR CODE FOR  
PAYMENT LINK

**APP**



DOWNLOAD THE ACE APP  
SELECT LOT #0123 TO  
PROCESS PAYMENT

CALL 555-555-3555 FOR MONTHLY PARKING INFORMATION

# ON-STREET PAYMENT OPTIONS



## URBAN PRICING PROGRAMS

Downtown Parking Programs - West Coast			
	Max Duration	Price/Hr	Notes
Seattle: 8am to 11am	2 hrs	\$1.00	
Seattle: 11am to 5 pm	2 hrs	\$2.00 to \$4.00	
Seattle: 5pm to 8pm	2 hrs	\$1.00	
Portland	2 hrs	\$2.00	<i>As stalls move away from the Downtown core, parking extends to 3 &amp; 4 hrs; further away as much as 10 hrs</i>
Eugene	2 hrs	\$1.35	<i>Some zones allow parking up to 5 hours</i>
San Francisco	2 hrs	\$2.00	<i>Rates can increase up to \$7/hr in some areas; further from the core areas, parking times can extend to 4 hrs (25%)</i>
Oakland	2 hrs	\$2.00	
San Jose - Downtown	1 hr	\$2.00	
San Jose - University	4 hrs	\$2.00	<i>This is for parking immediately surrounding the University campus</i>
Sacramento	1 hr	\$1.75	<i>Limits based on area - 1 hr in Core; 2 hrs in next zone and 3 hrs in Zone 3</i>
Long Beach	2 hrs	\$1.50	
San Diego	1hr & 2 hrs	\$1.25	<i>Rates along waterfront increase to \$1.75/hr or \$2.50/hr</i>
Phoenix	2 hrs	\$1.50	<i>Can park up to 4 hrs after 5pm; Even charge on Sundays and Holidays</i>