

# SAC Committee

January 19, 2021

Meeting #4



## Roseburg Downtown Parking Assessment

Review Strategy Recommendations

Finalize Public Outreach

**RICK WILLIAMS CONSULTING**  
Parking & Transportation

## ***Stakeholder Advisory Committee***

Dick Baltus – Downtown Professional Service Provider (AHM Brands)

Ray Bartrum – Downtown Restaurant Owner (Old Soul Pizza)

Carole Cohen – Downtown Resident (1130 SE Cass)

Eva Marie Chasteen – Downtown Restaurant (Little Brothers Pub)

Paul Bentley – Downtown Professional Service Provider (Paul Bentley Architect)

Susie Johnston-Forte – DRA

Misty Ross – Downtown Personal Service Owner (Hair Garage Barber/Salon)

Brian Prawitz - City Council Liaison, Laurelwood Resident & Downtown Professional Service Provider

Ashley Hicks – City Council (Former Downtown Business Owner)

Stu Cowie – City Staff (Community Development Director)

## ***City Management Team***

Stu Cowie – Community Development Director

Nikki Messenger – City Manager

Ron Harker – Finance Director

Amy Sowa – City Recorder

Eric Johnson – Communications Specialist

# Agenda

- **Introductions**
- **Review SAC Meeting #3 Notes Summary**
- **Discussion of Draft Final Report**
- **Discuss timing and format of Final Open House**
- **Next Steps**
  - Finalize Strategy Recommendations Report per SAC inputs (put up on website)
  - Set a Public Open House date
  - Facilitate Final Open House
  - Produce Final Report
- **Adjourn**

# Meeting #3 Notes Summary

*Changes or additions?*



# Key Findings



- Implementation of the recommended **strategies should be a priority** for downtown.
- The **City will need to lead the effort to initiate these solutions**, in partnership with private partners and the broader community.
- **Cost** of new programs likely exceed existing staff and budget capacity, thus the need for strategic phasing and evaluation of funding options.
- **Recommendations will need to be strategically phased** in an immediate, near, mid, and long-term format.
- There is a **need for a continuing role of the current SAC** to review implementation of recommendations, serve as a sounding board, and facilitate reasonable forward movement.
- The outcome of plan implementation will be a **more vibrant downtown**, supporting existing businesses and commercial, residential/housing growth.

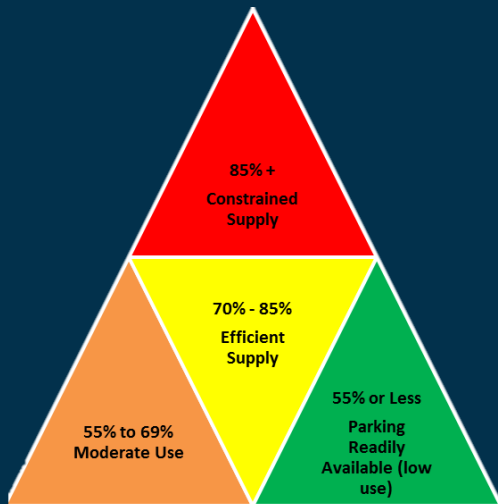
# Where to Begin

0 – 12 months



- ✓ **The Foundation:** Formalize policy and municipal code recommendations necessary to establishing a new framework for parking management which includes:
  - new Guiding Principles established for this Plan
  - establishing 85% Occupancy Rule as the standard for decision-making,
  - and refining new parking management district boundaries for Downtown and the Laurelwood neighborhood.
  - Consistent time limits throughout the downtown.
- ✓ **The Engine:** Continue the role of the existing Downtown SAC as a reconstituted Downtown Parking Work Group.
- ✓ **The Delivery System:** Initiate a new contract for enforcement and parking management with a third-party vendor.

# Short-Term 12 – 24 months



- ✓ **Funding:** Explore funding options for maintenance, infrastructure enhancements, and other parking program needs.
- ✓ **Data Collection:** Implement a reasonable schedule of routine data collection to assess performance and assist in determining when additional management is needed.
- ✓ **Rate Adjustments:** Calibrate permit rates based on data.

# Mid- to Long-Term

24 – 48+ months



- ✓ **Lot/Garage Improvements:** Invest in improvements to the public lots and garage.
- ✓ **On-Street Paid Parking:** When demand begins to exceed the 85% threshold in Downtown (making it difficult to customers and visitors to find parking), phase in multi-space pay stations in highest demand areas of Downtown based on data.



# Plan Cost



Immediate (0 -12 months)	Resource/Cost Estimate
P1 – Adopt Parking Code Updates	Staff time
P2 – Formalize Guiding Principles	Staff time
P3 – Define District Boundaries	Staff/PWG time
M1 – Restructure Existing Staff Time	Revenue neutral
M2 – Establish Downtown Parking Working Group	Staff/PWG time
M3 – Consolidate Parking Permits	Staff time/new revenue potential
M4 – Review Court Procedures for Citations	Staff time
M5 – Track Parking Revenues and Expenses	Staff time, then to vendor contract
M6 – Publish Annual Parking Performance Status Report	Staff time, then to vendor contract
M7 – Initiate Parking Vendor Contract	Staff time, then, at minimum, revenue neutral
D1 – Redefine the "Downtown Core" Boundary	Staff /PWG time
D2 – Define Consistent Time Limits in and around Downtown	Staff /PWG time
<b>Estimated Costs: Staff Time Only</b>	
Short-term (12 – 24 months)	Resource/Cost Estimate
C1 – Install Consistent Public Parking Signage in Downtown	\$5,000 New logo/Brand \$49,000 - \$61,000 @ \$600 per block face - signs
C2 – Improve Parking Information on Website	\$5,000 - \$7,500
P4 – Explore Funding Options	Staff/PWG/Council time
M8 – Implement Routine Data Collection	\$20,000 - \$25,000
D3 – Calibrate Parking Rates to Demand	Revenue positive
R1 – Install Consistent Signage in Laurelwood	\$14,580 - \$18,225. See Strategy C1
R2 – Implement License Plate-Based Permitting in Residential Areas	In vendor contract – See Strategy M7
R3 – Evaluate Residential Permit Rates	Revenue neutral
R4 – Reevaluate Need for No Parking Signage in Laurelwood	To City Traffic Engineer
<b>Estimated Costs: \$94,580 - \$117,725 (potentially reduced by additional revenue)</b>	
Mid-term (24 – 48 months)	Resource/Cost Estimate
D4 – Assess ADA Compliance in City-Owned Facilities	See Strategies D5 and D6
C3 – Rename Public Off-Street Facilities	\$12,000 - \$16,000
<b>Estimated Costs: \$12,000 - \$16,000</b>	
Long-term (48+ months)	Resource/Cost Estimate
D5 – Implement Parking Garage Improvements	\$18,000 - \$22,000
D6 – Implement Surface Lot Improvements	Cost of 3rd party assessment or by Public Works
D7 – Implement On-Street Paid Parking in Highest Demand Areas	\$295,000 (@ 262 stalls metered)
<b>Estimated Costs: \$300,000+</b>	

# Plan Discussion - Group



Q & A on Plan Details

# Virtual Open House #2



## Action Items

### **Date:**

February 17, 2021

### **Time:**

6:00pm – 7:30pm

### **Format:**

Virtual; Presentation (30 to 45 minutes) followed by Q & A

### **Topics:**

Presentation of Plan  
Recommendations, Input from  
Community

### **Facebook Live:**

<https://www.facebook.com/cityofroseburg>

# Next Steps

- Open House #2
- Finalize Recommendations Report
- Meetings as requested





*THANK YOU*