

SAC Committee

November 17, 2020

Meeting #3



Roseburg Downtown Parking Assessment

Finance and Enforcement

Public Outreach

Strategy Brainstorm

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 Notes Summary** Williams
 - Any changes or additions?
- **Finance/Enforcement Review** Ronchelli/Collins
- **Quick Update of Online Survey results (to date)** Reynolds
- **Open House info** Reynolds
- **Discuss strategy ideas** Williams
- **Next Steps** Williams
 - Prepare Strategy Recommendations Report
 - Finalize code review
 - Set a December SAC meeting
- **Adjourn**

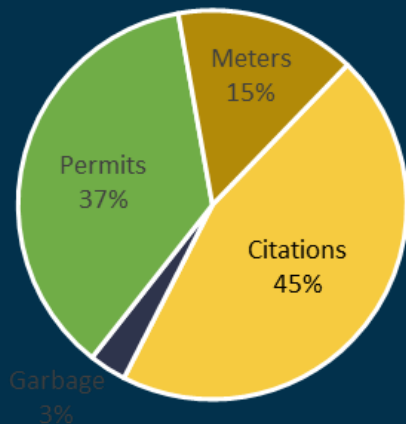
Meeting #2 Notes Summary

Changes or additions?



Revenue & Expenses – General Observations

Average Income
by Source



- Enforcement/Management (third-party) contract terminated in March 2020.
- Program does not generate much in surplus revenue (see below, about \$3,000).

Profit & Loss	January – December 2018
Total Income	\$176,958.62
Total Expenses	(\$173,662.40)
Net Income	\$3,296.22

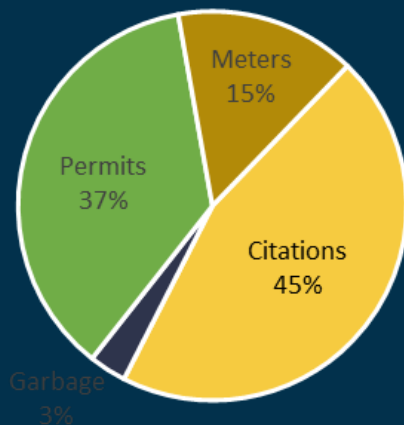
- Citation revenue is bulk of all revenue @ 45% at **\$79,000** annually
- Meter revenue is 15% -about **\$26,000** annually.
 - *This is usually the foundation of a paid parking system.*
- Permits account for 37% of revenue - **\$63,000** annually.
- Low revenue likely driven by large free parking area and quality of existing coin meters

Revenue & Expenses – General Observations

- Revenue potential impacted by high rate of citations voided/waived.

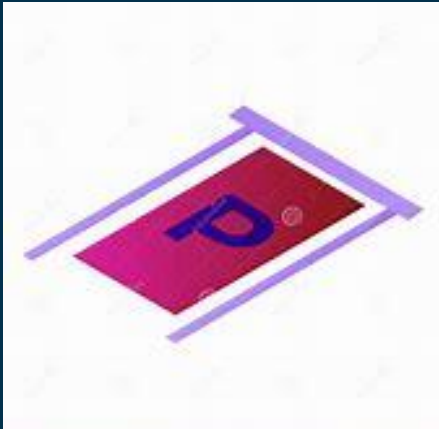
	Citations issued	Citations paid	Total citation value paid	Citations voided	Total citation value voided	Citations open	Total citation value open
Year							
2016	2,469	1,388	\$48,478	599	\$19,602	482	\$22,828
2017	3,380	2,395	\$179,629	940	\$74,833	45	\$3,170
2018	3,110	2,254	\$172,102	821	\$66,347	35	\$2,798
2019	2,979	1,857	\$142,378	754	\$60,308	185	\$17,717
TOTALS	11,938	7,894	\$542,587	3,114	\$221,090	747	\$46,516

Average Income by Source



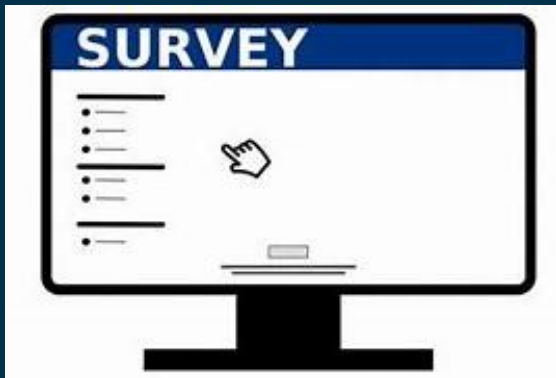
- 26%** of citations are voided (4 YR Average)
- Annual value of voided citations about **\$55,000** (4 YR Average)
 - *This is 2X current meter revenue*
- Work with courts to understand why such a high rate of voids and means to correct.

Enforcement



- Previous parking management and enforcement arrangement lacked a tight scope of services and clear performance metrics.
- Overall efficiency of the system is hindered by:
 - *Age/quality of meter system*
 - *Large area of unregulated parking*
 - *Decentralized permit programs*
- Given current finances and internal City capacity, a new format for parking and enforcement management services will need to be developed.
 - *A performance / metrics-based relationship with a professional parking management vendor.*
 - *Active City oversight of contract performance.*
 - *On-going role of a stakeholder group to review and give input to outcomes.*

Online Survey Results



Quick Update

- **211** online responses (through 11/16)
 - Primarily on 10/30, 11/2, & 11/3
 - Includes **50** employees/business owners
- Key Issues to Date (>50% identified)
 - “Difficult to find free on-street parking”
 - “Garage/public parking lots feels dark and/or unsafe”
- Current Demographics
 - 55% Roseburg Residents
 - 55% Age 55 or older
 - Only 11% under age 35
 - 65% Female

Virtual Open House



Wednesday, November 18

Date:

Wednesday, November 18th

Time:

5:30pm – 7:00pm

Format:

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

Topics:

Project Goals; Existing Conditions;
Guiding Principles

Facebook Live:

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

Strategy Brainstorm



Thoughts and Ideas

- New parking management enforcement agreement
- Rethink / revise definition of Downtown and Downtown Core area
- Time limit all parking in “Downtown”
- Distinguish Downtown from Laurelwood – distinct parking management districts
- Create a consistent and uniform signage package (on and off-street)
- Tie residential permits to license plate.

Strategy Brainstorm (cont.)



Thoughts and Ideas

- Implement a more strategic purpose for off-street lots and pricing of permits to facilitate use of the off-street supply.
- Mid to Long-term phase purchase and install of new meter technology
 - *Identify means to fund new technology and program support*
- Consider upgrades to pricing (visitor rates and permits)
- Defined and continuing role of stakeholders (SAC) in on-going input and review of plan implementation and performance.

Next Steps



- Open House - 11/18
- Prepare Public Outreach Findings Summary
- Prepare Draft Strategy Recommendations Report
- Finalize code review
- Set a December SAC meeting



THANK YOU