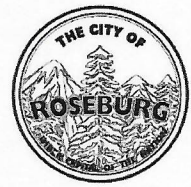


# ROSEBURG CITY COUNCIL AGENDA – MARCH 22, 2021



## Electronic Meeting

### Public 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)

*Comments on Agenda Items and Audience Participation can be provided in person electronically via Zoom. See next page for instructions on how to participate in virtual meetings.*

## **7:00 p.m. Regular Meeting**

- 1. Call to Order – Mayor Larry Rich**
- 2. Pledge of Allegiance**
- 3. Roll Call**

Beverly Cole	Bob Cotterell	Sheila Cox	Alison Eggers
Sheri Moothart	Brian Prawitz	Patrice Sipos	Andrea Zielinski
- 4. Mayor Reports**
  - A. Child Abuse Prevention Month Proclamation
  - B. National Library Week Proclamation
  - C. Budget Committee Appointments
- 5. Commission Reports/Council Ward Reports**
  - A. Parks and Recreation Commission Appointment
- 6. Audience Participation –In Person via Zoom/See Information on the Reverse**
- 7. Special Presentation**
  - A. Downtown Parking Assessment and Plan Presentation
- 8. Consent Agenda**
  - A. Minutes of March 8, 2021 Meeting
  - B. OLCC Additional Off-Premises Sales – Hacienda Vieja Mexican Restaurant
- 9. Department Items**
  - A. West Avenue Water Main Extension Bid Award Recommendation, 19WA04
  - B. Contract Award – Construction Management Services West Avenue Water Main Extension – 19WA04
  - C. Harrison St. - Harvard Ave. Storm Drain Improvements Bid Award Recommendation, 20PW21
  - D. 2021 Pavement Management Program – Phase I Bid Award Recommendation, 21PW01
  - E. Resident Observation Master Contract Award
- 10. Items from Mayor, City Council and City Manager**
- 11. Adjourn**
- 12. Executive Session ORS 192.660(2)**

## **Informational**

- A. City Manager Activity Report



## **AUDIENCE PARTICIPATION INFORMATION**

*The Roseburg City Council welcomes and encourages participation by citizens at all our meetings, with the exception of Executive Sessions, which, by state law, are closed to the public. To allow Council to deal with business on the agenda in a timely fashion, we ask that anyone wishing to address the Council follow these simple guidelines:*

**To provide comment during virtual meetings, contact the City Recorder by phone (541-492-6866) or email ([info@cityofroseburg.org](mailto:info@cityofroseburg.org)) by 4:00 p.m. the day of the meeting.** Please indicate at that time if ADA accommodations are requested. **Provide your name, address, phone number and which item on the agenda you wish to speak. You will then be provided with a link and phone number to the Council meeting. Log or call in prior to the start of the meeting using the link or phone number provided.**

- When accessing the meeting through the **ZOOM link**, you will be asked to enter your email and name. After entering your email and name, click “Join Webinar” to join the meeting as an attendee.
- When accessing the meeting through the **phone**, call the number provided.
- All attendees will be held in a “waiting room” until called on to speak.

**Persons addressing the Council must state their name and address for the record, including whether or not they are a resident of the City of Roseburg. All remarks shall be directed to the entire City Council. The Council reserves the right to delay any action requested until they are fully informed on the matter.**

### **TIME LIMITATIONS**

With the exception of public hearings, each speaker will be allotted a total of 6 minutes. At the 4-minute mark, a warning bell will sound at which point the Mayor will remind the speaker there are only 2 minutes left. All testimony given shall be new and not have been previously presented to Council. A total of 30 minutes shall be allocated for the “Audience Participation” portion of the meeting.

### **CITIZEN PARTICIPATION**

Anyone wishing to speak regarding an item on the agenda may do so when Council addresses that item. Anyone wishing to speak regarding an item on the Consent Agenda, or on a matter not on the evening’s agenda, may do so under “Audience Participation.”

### **PROVIDING COMMENTS**

If you join the meeting via Zoom, please select the “raise hand” button when the Mayor calls for speakers. You will be moved out of the “waiting room” to speak. After you have provided your comments, you will be moved back into the “waiting room”.

If you join the meeting on the phone number you provided to the City Recorder, you will be brought into the meeting to speak when the Mayor calls for speakers, then moved back to the “waiting room”.

If a matter presented to Council is of a complex nature, the Mayor or a majority of Council may:

1. Postpone the public comments to “Items From Mayor, Councilors or City Manager” after completion of the Council’s business agenda, or
2. Schedule the matter for continued discussion at a future Council meeting.

*The Mayor and City Council reserve the right to respond to audience comments after the audience participation portion of the meeting has been closed.*

**The City Council meetings are on Facebook Live and available to view on the City website the next day at: <https://www.cityofroseburg.org/your-government/mayor-council/council-videos>**

**The full agenda packet is available on the City’s website at: <https://cityofroseburg.org/your-governement/mayor-council/council-agendas>.**



# PROCLAMATION

## CITY OF ROSEBURG, OREGON

### CHILD ABUSE PREVENTION MONTH

**WHEREAS:** Children are vital to our city's future success, prosperity and quality of life as well as being our most vulnerable assets; and

**WHEREAS:** All children deserve to have the safe, stable, nurturing homes and communities they need to foster their healthy growth and development; and

**WHEREAS:** Child abuse and neglect is a community responsibility affecting both the current and future quality of life of a community; and

**WHEREAS:** Communities that provide parents with the social support, knowledge of parenting and child development and concrete resources they need to cope with stress and nurture their children ensure all children grow to their full potential; and

**WHEREAS:** Effective child abuse prevention strategies succeed because of partnerships created among citizens, human service agencies, schools, faith communities, health care providers, civic organizations, law enforcement agencies, and the business community;

**NOW, THEREFORE,** I, Larry Rich, Mayor of the City of Roseburg, Oregon, do hereby proclaim April 2021 as

### CHILD ABUSE PREVENTION MONTH

and call upon all citizens, community agencies, faith groups, medical facilities, elected leaders and businesses to increase their participation in our efforts to support families, thereby preventing child abuse and strengthening the communities in which we live.

**DATED** this 22<sup>nd</sup> day of March, 2021.

  
\_\_\_\_\_  
**THE HONORABLE MAYOR LARRY RICH**





# PROCLAMATION

CITY OF ROSEBURG, OREGON

## NATIONAL LIBRARY WEEK

**WHEREAS:** Roseburg Public Library and libraries across the country are not just about what they have for their communities, but what they do for and with people; and

**WHEREAS:** Libraries have long served as trusted and treasured institutions, often in the heart of their cities, towns, schools, and academic campuses; and

**WHEREAS:** Libraries serve people of all ages, interests and backgrounds, providing the resources and space to engage in literacy and lifelong learning; and

**WHEREAS:** Libraries and librarians open up a world of possibilities through innovative programming and the power of reading; and

**WHEREAS:** Libraries and librarians are looking beyond their traditional roles and providing more opportunities for community engagement and delivering services that connect with patrons' needs; and

**WHEREAS:** Librarians thoughtfully develop collections and programs that are wide-ranging and explore the diversity of our changing society; and


**WHEREAS:** Roseburg Public Library joins libraries, librarians, library workers, and library advocates across America in celebrating National Library Week.

**NOW, THEREFORE,** I, Larry Rich, Mayor of the City of Roseburg, do hereby proclaim April 4-10, 2021, as

## NATIONAL LIBRARY WEEK

in Roseburg and encourage citizens to participate in this observance.

**DATED** this 22<sup>nd</sup> day of March, 2021.

  
\_\_\_\_\_  
**THE HONORABLE MAYOR LARRY RICH**







## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

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### BUDGET COMMITTEE APPOINTMENT

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**Meeting Date:** March 22, 2021

**Department:** Administration

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

**Agenda Section:** Mayor Reports

**Staff Contact:** Mayor Larry Rich

**Contact Telephone Number:** 541-492-6866

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### ISSUE STATEMENT AND SUMMARY

There are two vacancies on the Budget Committee which need to be filled.

### BACKGROUND

**A. Council Action History.** n/a

**B. Analysis.**

The Municipal Code requires someone residing in the city limits to fill current vacancies. Staff has advertised the availability of the positions on this Committee through the local news media, City's website and social media multiple times since the vacancies occurred. Two new applications have now been received from Ms. Kelly Peter and Mr. Stephen Krimetz.

**C. Financial/Resource Considerations.** n/a

**D. Timing Considerations.**

It is recommended an appointment be confirmed as soon as practical.

### COUNCIL OPTIONS

The City Council has the option to appoint Ms. Peter and Mr. Krimetz to the Budget Committee or direct Staff to continue soliciting for more applications.

### STAFF RECOMMENDATION

Pursuant to the Municipal Code, Staff has not made a recommendation regarding an appointment as that responsibility lies with the Mayor.

### SUGGESTED MOTION

***"I MOVE TO APPOINT MS. KELLY PETER AND MR. STEPHEN KRIMETZ TO THE BUDGET COMMITTEE."***

### ATTACHMENTS:

Attachment #1 – Ms. Kelly Peter's Application

Attachment #2 – Mr. Stephen Krimetz Application



JAN 21 2021

City Administration



## CITY OF ROSEBURG COMMISSION APPLICATION

Application for Appointment to: **BUDGET COMMITTEE**

*Meets as needed, generally 7:00 p.m. during the spring to review the proposed annual operating budget and any supplemental budgets and make recommendations to the City Council as to final budget approval.*

Name: Peter Kelly  
Last First

Home Address: 339 W Laurelwood Ct., Roseburg, OR 97470  
Street Zip Code

Phone Number: 816-377-8831 Cell Phone: 816-377-8831

Email Address: kellybpeter@gmail.com

Occupation Librarian / Ingram Content Group  
Place of Employment

Business Address 201 Ingram Dr., Roseburg, OR 97471 541-679-3800  
Phone

1. Do you reside within the Roseburg city limits? Yes ☐ No ☐

2. Do you own property or a business within the City? Yes ☒ No ☐

3. How did you learn about this vacancy?

Newspaper ☐ Social Media ☐ City Website ☐ Word of Mouth ☐

Other ☒ Please Specify: City council meeting

4. The Municipal Code requires a minimum attendance rate of 75% each calendar year. Can you meet this requirement? Yes ☒ No ☐

5. What experience/training do you have that qualifies you for this particular appointment and what specific contributions do you hope to make?

I hold a Masters in Public Administration degree as well as a Masters in Library Science degree. My previous work experience includes being a library director for libraries in Kansas and Indiana that serve as their own taxing entities, similar to how city governments operate. Prior to moving to Roseburg to work as a librarian at Ingram, I was a library director in Indiana running a library with a \$2.2 million operating budget. My experience as a library director and through my MPA program has allowed me to become well-versed in local government planning, operations, fiscal management, budget, and governance. I would like to contribute this outside experience and perspective to the City of Roseburg in their budget planning process.



6. Please give a brief description of your involvement in community groups and activities.

I have served on the Roseburg Public Library library commission for three years and my commission appointment was renewed in January for another three-year term. Additionally, I volunteer at the Winston-Dillard food bank and for the Umpqua Valley Arts Association.

7. Please list community topics of particular concern to you that relate to this appointment.

- Finding ways to incorporate citizen engagement within the budget process to ensure residents not only understand the allocation of resources, but have a voice in deciding how the resources are allocated.
- Finding options to address the homelessness within the community.
- Ensuring a balanced budget with reserves in place.
- Economic development, with focus on downtown.
- Increased housing options, for both renters and buyers.

8. Please list your reasons for wishing to be appointed.

I have made Roseburg my home and wish to see it thrive. In that, I want to be part of the process in ensuring it does so. By being involved in local non profits and local government, I am able to contribute my time, knowledge, and expertise and do my small part in making Roseburg a wonderful place to live and work. I believe my experience in the public sector in other states will offer a fresh perspective to the City of Roseburg budget committee and potentially provide new ideas to help the community flourish.

  
Applicant Signature

01/21/2021  
Date

Return completed application to the City Administration Office, 900 SE Douglas, Roseburg, OR 97470 or e-mail to [info@cityofroseburg.org](mailto:info@cityofroseburg.org).

If applicable, you will be advised when the City Council will conduct interviews of the applicants. Plan to be present to discuss your application with the Council. The Council will endeavor to make its selection at that meeting; however, it may wish to take more time to deliberate before making the appointment.

Information on this form is public information.

Thank you for your expression of interest in serving the community.

**Note: City of Roseburg employees may not serve on an elected body.**



FEB 18 2021

City Administration



## CITY OF ROSEBURG COMMISSION APPLICATION

Application for Appointment to: **BUDGET COMMITTEE**

Meets as needed, generally 7:00 p.m. during the spring to review the proposed annual operating budget and any supplemental budgets and make recommendations to the City Council as to final budget approval.

Name: KRIMETZ PERKEN  
Last First

Home Address: 1787 NE ROCKY DR ROSEBURG 97470  
Street Zip Code

Phone Number: 541 671-2112 Cell Phone: 916 790 0875

Email Address: STEVEKRIMETZ@HOTMAIL.COM

Occupation RETIRED / STATE OF CALIF  
Place of Employment

Business Address \_\_\_\_\_ Phone \_\_\_\_\_

1. Do you reside within the Roseburg city limits? Yes ☒ No ☐
2. Do you own property or a business within the City? Yes ☒ No ☐
3. How did you learn about this vacancy?  
Newspaper ☐ Social Media ☒ City Website ☐ Word of Mouth ☐  
Other ☒ Please Specify: NEXTDOOR

4. The Municipal Code requires a minimum attendance rate of 75% each calendar year. Can you meet this requirement? Yes ☒ No ☐

5. What experience/training do you have that qualifies you for this particular appointment and what specific contributions do you hope to make?

CURRENTLY SIT ON THE HOMEOWNERS BOARD FOR  
ROCKY DRIVE HOA. HAVE SERVED ON A NUMBER OF  
CHARITABLE COMMITTEES IN SACRAMENTO AS A SECRETARY  
OR BOARD MEMBER. HOLD 3 COLLEGE DEGREES.  
B.S 1) INTERNATIONAL BUSINESS, CALIF. ST. UNIV. SACRAMENTO  
MBA 2) MASTERS BUSINESS ADMIN " " " "  
MA 3) INTERNATIONAL RELATIONS " " " "



6. Please give a brief description of your involvement in community groups and activities.

I HAVE SERVED AS A BOARD MEMBER + PRESIDENT OF THE ROCKY DRIVE HOMEOWNERS ASSOCIATION FROM 2016 TO PRESENT.

SERVED AS THE SECRETARY OF MY CHURCH BOARD FOR 3 YEARS IN SACRAMENTO AREA.

7. Please list community topics of particular concern to you that relate to this appointment.

LONG TERM DEVELOPMENT OF ROSEBURG / DOUGLAS CO

COMMUNITY PLANNING FOR HOUSING

PARKING IN THE DOWNTOWN CORRIDOR

PARKS + RECREATION W/IN CITY LIMITS

8. Please list your reasons for wishing to be appointed.

INTERESTED IN SERVING MY COMMUNITY AND MONITORING WHERE SPENDING IS TAKING PLACE. CONTRIBUTING TIME & EFFORT TO MAKE SURE THAT OUR SCARCE FINANCIAL RESOURCES ARE USED IN THE MOST EFFICIENT AND EQUITABLE MANNER.

  
Applicant Signature

2-17-2021

Date

Return completed application to the City Administration Office, 900 SE Douglas, Roseburg, OR 97470 or e-mail to [info@cityofroseburg.org](mailto:info@cityofroseburg.org).

If applicable, you will be advised when the City Council will conduct interviews of the applicants. Plan to be present to discuss your application with the Council. The Council will endeavor to make its selection at that meeting; however, it may wish to take more time to deliberate before making the appointment.

Information on this form is public information.  
Thank you for your expression of interest in serving the community.

**Note: City of Roseburg employees may not serve on an elected body.**





## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

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### PARKS & RECREATION COMMISSION APPOINTMENT

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Meeting Date: March 22, 2021

Agenda Section: Council Reports

Department: Administration

Staff Contact: Koree Tate, Management Assistant

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

Contact Telephone Number: 541-492-6866

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### ISSUE STATEMENT AND SUMMARY

There is one vacancy on the Parks & Recreation Commission which needs to be filled.

### BACKGROUND

**A. Council Action History.** n/a

**B. Analysis.**

The Municipal Code requires someone residing in the city limits to fill this vacancy. Staff has advertised the availability of a position on this Commission through the local news media, City's website and social media twice since the vacancy occurred. Two applications have now been received from Mr. Mike Baker and Mr. Tobiah Mogavero.

**C. Financial/Resource Considerations.** n/a

**D. Timing Considerations.**

It is recommended an appointment be confirmed as soon as practical.

### COUNCIL OPTIONS

The City Council has the option to appoint one of the applicants to the Parks & Recreation Commission or direct Staff to continue soliciting for more applications.

### STAFF RECOMMENDATION

Pursuant to the Municipal Code, Staff has not made a recommendation regarding an appointment as that responsibility lies with the Commission Chair and the Mayor.

### SUGGESTED MOTION

***"I MOVE TO APPOINT \_\_\_\_\_ TO THE PARKS & RECREATION COMMISSION."***

### ATTACHMENTS:

Attachment #1 – Mr. Mike Baker's Application

Attachment #2 – Mr. Tobiah Mogavero's Application



JAN 29 2021



## CITY OF ROSEBURG COMMISSION APPLICATION

Application for Appointment to: **PARKS & RECREATION COMMISSION**

*Parks & Recreation Commission meets at 8:15 a.m. on the first Wednesday of each month to consider and prepare long and short-range operation and management programs for the park system, investigate means of economic operations, consider/evaluate rules for park usage, establish operation parameters for the Stewart Park Golf Course, including long range goals, maintenance standards, financing and capital improvement. Applicants must either reside within the City.*

Name: Baker Mike  
Last First

Home Address: 1522 NW Keasey  
Street Zip Code

Phone Number: 541-215-5990 Cell Phone: Same

Email Address: mjbaker65@mydfn.net

Occupation Transportation Planning Mgr / ODOT  
Place of Employment

Business Address 3500 NW Stewart Parkway 541-957-3658  
Phone

1. Do you reside within the Roseburg city limits? Yes ☒ No ☐

2. Do you own property or a business within the City? Yes ☒ No ☐

3. How did you learn about this vacancy?

Newspaper ☐ Social Media ☐ City Website ☒ Word of Mouth ☐

Other ☒ Please Specify: Parks staff

4. The Municipal Code requires a minimum attendance rate of 75% each calendar year.

Can you meet this requirement? Yes ☒ No ☐

5. What experience/training do you have that qualifies you for this particular appointment and what specific contributions do you hope to make?

Served 4 years as chair. Volunteer for Movies in Park since inception. Geocaching volunteer. Have volunteered to assist city staff for various other activities. I'm interested in seeing further development Sunshine Park. Also interested in improving various multi use paths and trails throughout city. Interested in the effects of illegal camping.



6. Please give a brief description of your involvement in community groups and activities.

Current: 6 years Housing Authority, 3 years Transportation District. Past: 8 years city Council (4 as Park Chair), Casa de Belen (12 years), Boy Scouts of America 15 years (5 as District Chair).

7. Please list community topics of particular concern to you that relate to this appointment.

Recreational opportunities, park improvements, homeless camping

8. Please list your reasons for wishing to be appointed.

I have worked with many ob the co.mission. I have been a continuous volunteer for city parks. I enjoy working with city staff and visit the parks nearly every day.

\_\_\_\_\_  
Applicant Signature

Signed by submittal 1-28-2  
\_\_\_\_\_  
Date

Return completed application to the City Administration Office, 900 SE Douglas, Roseburg, OR 97470 or e-mail to [info@cityofroseburg.org](mailto:info@cityofroseburg.org).

If applicable, you will be advised when the City Council will conduct interviews of the applicants. Plan to be present to discuss your application with the Council. The Council will endeavor to make its selection at that meeting; however, it may wish to take more time to deliberate before making the appointment.

Information on this form is public information.  
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## CITY OF ROSEBURG COMMISSION APPLICATION

Application for Appointment to: **PARKS & RECREATION COMMISSION**

*Parks & Recreation Commission meets at 8:15 a.m. on the first Wednesday of each month to consider and prepare long and short-range operation and management programs for the park system, investigate means of economic operations, consider/evaluate rules for park usage, establish operation parameters for the Stewart Park Golf Course, including long range goals, maintenance standards, financing and capital improvement. Applicants must either reside within the City.*

Name: \_\_\_\_\_  
Last First

Home Address: \_\_\_\_\_  
Street Zip Code

Phone Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Occupation \_\_\_\_\_ / \_\_\_\_\_  
Place of Employment

Business Address \_\_\_\_\_  
Phone

1. Do you reside within the Roseburg city limits? Yes ☐ No ☐
2. Do you own property or a business within the City? Yes ☐ No ☐
3. How did you learn about this vacancy?  
Newspaper ☐ Social Media ☐ City Website ☐ Word of Mouth ☐  
Other ☐ Please Specify: \_\_\_\_\_
4. The Municipal Code requires a minimum attendance rate of 75% each calendar year.  
Can you meet this requirement? Yes ☐ No ☐
5. What experience/training do you have that qualifies you for this particular appointment and what specific contributions do you hope to make?



6. Please give a brief description of your involvement in community groups and activities.
7. Please list community topics of particular concern to you that relate to this appointment.
8. Please list your reasons for wishing to be appointed.

  
\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

Return completed application to the City Administration Office, 900 SE Douglas, Roseburg, OR 97470 or e-mail to [info@cityofroseburg.org](mailto:info@cityofroseburg.org).

If applicable, you will be advised when the City Council will conduct interviews of the applicants. Plan to be present to discuss your application with the Council. The Council will endeavor to make its selection at that meeting; however, it may wish to take more time to deliberate before making the appointment.

Information on this form is public information.  
Thank you for your expression of interest in serving the community.

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## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



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### DOWNTOWN PARKING ASSESSMENT AND PLAN PRESENTATION

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**Meeting Date:** March 22, 2021  
**Department:** Community Development  
**[www.cityofroseburg.org](http://www.cityofroseburg.org)**

**Agenda Section:** Special Presentation  
**Staff Contact:** Stuart Cowie  
**Contact Telephone Number:** 541-492-6750

---

#### ISSUE STATEMENT AND SUMMARY

The purpose of this memo is to present Council with the Downtown Parking Assessment and Plan.

#### BACKGROUND

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

April 27, 2020 – Council authorized termination of the Park Smart contract with the Downtown Roseburg Association.

##### **B. Analysis.**

On July 23, 2020, the City entered into a contract with Rick Williams Consulting to have them perform a parking assessment for the downtown area and Laurelwood neighborhood. The attached document is a copy of the draft assessment and plan. The plan identifies guiding principles in which a future parking program could operate. It also outlines specific parking management strategies that may be implemented over an immediate, short-term, mid-term, or long-term time frame. Each strategy is classified within one of the following criteria: Management and Administration, Policy and Code, Downtown Parking Operations, Residential Parking Operations, Communications and Outreach. Attached to the plan are five appendices that helped to shape the guiding principles and strategy recommendations provided within the plan. Each appendix acts as a white paper on the following subjects: Parking Inventory and Field Assessment, Review and Assessment of Policy and Code, Summary of Guiding Principles, Parking Management & Financial Review, and Summary of Public Outreach.

The consultant team worked with a Stakeholder Advisory Committee (SAC), made up of downtown property and business owners, and Laurelwood residents. The SAC met over the course of four work sessions to review work being completed by the consultant and provide feedback and input. The work of the SAC was also informed by a strong outreach effort to the community, comprised of an online survey and two public open houses.



**C. Financial/Resource Considerations.**

Payment to Rick Williams Consulting has occurred throughout the project as outlined within the terms of the contract. Future financial considerations will be evaluated based upon the implementation of strategies identified within the plan. These financial impacts will be evaluated prior to them being put into place as specific action items.

**D. Timing Considerations.**

The contract with Rick Williams Consulting expires April 1, 2021. Staff is looking for Council to accept the plan and staff will begin implementing strategies recommended within the plan.

**COUNCIL OPTIONS**

Council could choose to:

1. Accept the Downtown Parking Assessment and Plan; or
2. Not accept the Downtown Parking Assessment and Plan; or
3. Request additional information.

**STAFF RECOMMENDATION**

Staff recommends Council accept the Downtown Parking Assessment and Plan.

**SUGGESTED MOTION**

***"I move to accept the Downtown Parking Assessment and Plan."***

**ATTACHMENTS**

Downtown Parking Assessment and Plan



2021

**Downtown Parking Assessment and Plan**  
(COUNCIL DRAFT: March 15, 2021)

Prepared For:



Prepared By:

**RICK WILLIAMS CONSULTING**  
Parking & Transportation



# Acknowledgments

## 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         Roseburg Town Center/ Downtown Roseburg Association
- Misty Ross                      Downtown Personal Service Owner (Hair Garage Barber/Salon)
- Brian Prawitz                  City Council & Laurelwood Resident & Downtown Professional Service (BP Media)
- Ashley Hicks                  City Council (Former Downtown Business Owner)
- Stuart Cowie                   City Staff (Community Development Director)

## City Management Team

- Stuart Cowie                    Community Development Director
- Nikki Messenger               City Manager
- Ron Harker                      Finance Director
- Amy Sowa                        City Recorder
- Eric Johnson                    Communications Specialist

## Consultant Team – Rick Williams Consulting

- Rick Williams                   Lead Project Manager
- Owen Ronchelli                Vice President
- Pete Collins                    Vice President
- William Reynolds              Senior Associate
- Connor Williams               Data Manager/Field Technician
- Michael Vasbinder              Field Coordinator/Research

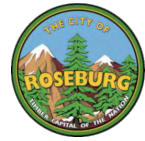
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## 1. Introduction

Rick Williams Consulting (RWC) was retained by the City of Roseburg to examine parking management solutions for both the on- and off-street systems in its downtown and adjacent Laurelwood Neighborhood. Through the stakeholder process, stated desired outcomes for the public parking system included:

- **Emphasize customer parking** – as the public parking system is prioritized to serve customers.
- **Consistent** – in format, messaging, and design.
- **Sustainable** – both financially and as it supports City goals.
- **Equitable** – by ensuring fairness and balance in regulation, affordability, and management
- **Convenient** – easy to navigate and interact with and take advantage of downtown’s walkable environment to connect to stores, restaurant, business, and recreational destinations.
- **Flexible** – to anticipate and respond to increasing demand for access to the downtown.
- **Clearly marked** – clearly communicate how and where to find appropriate and available parking; make parking understandable.

To achieve this, revisions will need to occur within the municipal code to add clarity and guidance toward meeting downtown’s parking vision. The City will need to strategically pursue upgrades to existing technologies and infrastructure (e.g., meters, signage and permit systems, and performance monitoring and reporting). A new and revamped enforcement program will provide reasonable oversight to the City’s public parking system to encourage compliance and help facilitate a successful parking program.

**The strategies recommended in this report were developed under the direction of the Parking Stakeholder Advisory Committee.**

### 1.1 The Process

The consultant team worked with the Downtown Stakeholder Advisory Committee (SAC) over the course of four (4) work sessions to understand desired outcomes, as well as current challenges and opportunities that clarified desired outcomes. The work of the SAC was also informed by a strong outreach effort to the community, comprised on an online survey and two public Open Houses (held Thursday, November 18<sup>th</sup>, 2020 and Wednesday, February 17<sup>th</sup>, 2021). Detailed information about the system was also compiled and presented to stakeholders. This included a complete inventory of public on and off-street parking in the downtown and the Laurelwood neighborhood and a thorough on-the-ground field assessment by the consultant in August 2020.



Several important topics were researched by the consultant for the SAC and summarized in a series of White Papers. Topics included:

- **White Paper #1:** Parking Inventory and Field Assessment (August 2020)
- **White Paper #2:** Review and Assessment of Policy and Code (September 2020)
- **White Paper #3:** Summary of Guiding Principles (October 2020)
- **White Paper #4:** Parking Management and Financial Review (November 2020)
- **White Paper #5:** Summary of Public Outreach Findings (February 2021)

Each of the five White Papers used available data and on-the-ground observations, incorporated research from industry best practices, and input from the public online survey and Open Houses. Outcomes and recommendations were tailored to Roseburg’s unique parking and access environment and validated through the Stakeholder Advisory Committee work sessions. We believe the recommendations that follow will





improve the efficiency and usability of the existing supply and set a foundation necessary to address future growth.

The Stakeholder Advisory Committee encourages the community to access the website and examine the extensive research that supports the strategies recommended in this report. Full copies of each White Paper are provided as appendices to this Report.

## 1.2 Key Findings and Recommendations of the Stakeholder Advisory Committee

Upon completion of this process, the Stakeholder Advisory Committee came to the following conclusions:

- Implementation of the recommended **strategies should be a priority** for downtown.
- The **City will need to lead the effort to initiate these solutions**, in partnerships with private partners and the broader community.
- **Recommendations will need to be strategically phased** in an immediate, near, mid, and long-term format.
- **Cost** of new programs likely exceed existing staff and budget capacity, thus the need for strategic phasing and evaluation of funding options.
- 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.

## 1.3 Where to Start – A Guide to Implementation

The strategies recommended here (see **Section 3**) are extensive and will require levels of time and resources that are not currently in place. Key immediate strategies that will catalyze the plan for success include:

- 1) Formalize policy and municipal code recommendations necessary to establishing a new framework for parking management (see **Appendices**), 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.
- 2) Continue the role of the existing Downtown SAC as a reconstituted Downtown Parking Work Group.
- 3) Initiate a new contract for enforcement and parking management with a third-party vendor.

These initial strategies should be completed within 12 months of implementation of this plan.

## 1.4 Plan Costs

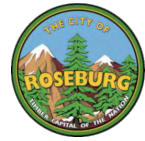
The Plan is formatted in implementation increments of Immediate, Short-term, Mid-term and Long-term duration.

### Immediate Term

It is envisioned that strategies that occur in the Immediate period (0 – 12 months) will come at little or no cost to the parking fund. However, this is based on the premise that these strategies can be developed and completed using existing City staff time and input from a new volunteer Downtown Parking Work Group (PWG), serving in an advisory capacity.

### Short-Term

Short-term strategies (12 – 24 months) include estimated costs of up to \$61,000 for new on-street time limit signage downtown, to \$18,225 in the Laurelwood neighborhood. This assumes a cost of \$600 per affected block face, providing signage to cover the current 822 stalls in the Downtown Parking Management District and 243 stalls in Laurelwood. Up to \$5,000 has been assumed for a new logo and up to \$7,500 for website improvements. An additional \$20,000 to \$25,000 would be necessary for data collection efforts to support



and inform other Mid and Long-term strategies. Short-term strategies related to pricing permits and/or citations would provide new revenue that would off-set some of these costs. While the placement of new signage on-street is a one-time cost, data collection efforts would be an ongoing program expense.

### **Mid-Term**

Mid-term strategies (24 – 48 months) are estimated at \$12,000 - \$16,000, to provide new identifier signage at the City's off-street facilities.

### **Long-Term**

Long-term strategies are estimated to be in the range of \$320,000 or more. The highest proportion of this estimate would go to funding a new parking meter system for the downtown (i.e., smart meter technology). The number estimated here assumes replacement of the 262 stalls currently metered in the downtown. Where such meters would be placed and in what sequence would be informed in short and mid-term strategy work related to new district boundary definitions, occupancy data collection, and revenue/expense analyses assessing financial feasibility. This work would be coupled with identification of other funding sources (that might be necessary if meter revenue does not cover equipment costs).

## **1.5 Consideration for City Council**

Downtown Roseburg is an active and vital commercial and customer district that will experience increasing pressure on its parking supply as desired growth occurs. This will require more strategic coordination of the parking system.

As City Council considers approval of this plan, key policy questions to consider include:

- 1) What is the City's role in, and priority for, managing parking?
- 2) What are the implications of this plan on the organization, administration, and daily operation of the City's current parking program?
- 3) What resources can be leveraged, with parking funds, to support implementation of recommendations within this plan?

The Stakeholder Advisory Committee believes this report is based on a solid understanding of how the parking system is currently functioning and makes recommendations that will help Roseburg continue to flourish. These recommendations are sensitive to the historic, pedestrian-friendly nature of downtown and recognize the importance of economic growth. The report also provides a basis for community discussion on enhancing the downtown parking system and experience. The information and recommendations in this report are intended to complement broader transportation and economic development efforts.





## 2. Guiding Principles

Strategies presented for consideration are intended to accomplish specific outcomes and support specific user priorities that were identified through the parking study process. The Stakeholder Advisory Committee consolidated these priorities into a formal set of Guiding Principles<sup>1</sup>. Success of any recommended strategies will be measured against these statements of priority, which include:



### 2.1 Priority Users

- **On-Street System (Downtown):** The most convenient on-street parking will be preserved for the priority user: the short-term customer trip<sup>2</sup>.
- **On-Street System (Adjacent Neighborhoods):** The most convenient on-street parking will be preserved for the priority user: the resident and their guests.
- **Off-Street System:** Coordinate public off-street parking to meet employee and residential demand, balanced with the need for customers and visitors seeking a longer term stay option.

### 2.2 Capacity Management

- **Optimize Utilization:** Manage the public parking system using the 85% Occupancy Standard to inform and guide decision-making<sup>3</sup>.

### 2.3 Information Systems (Supply and Customer-based)

- **Monitor and Report Utilization:** Performance measurements and reporting will be used to facilitate decision-making.
- **Product Quality:** The public on- and off-street parking systems will be safe, reliable, user-friendly, and attractive. They will complement the quality of downtown and attract visitors and customers.
- **System Communications:** Communications will be uniform and strategically coordinated.

### 2.4 Code and Regulation

- **Code & Regulation:** The City's parking code should be supportive of user priorities and reflect these Guiding Principles.

### 2.5 Financial Viability

- **Fiscal Stewardship:** All public parking operations should strive to be financially sustainable.

### 2.6 Roles and Coordination

- **Primary Role (City of Roseburg):** In the Downtown, the City is primarily responsible for supplying parking to customers, using its off-street system to balance demand of other users. In adjacent neighborhoods, the City will ensure primary access to residents and their guests.
- **Stakeholder Support:** Ensure that a representative body of affected private and public constituents routinely informs decision-making.

<sup>1</sup> The full draft of the Guiding Principles document is available in **Appendix C**.

<sup>2</sup> Customer is defined here as anyone using businesses downtown by a transient trip – this includes shopping, eating, entertainment, recreating, and visiting downtown amenities. As such, a customer can be a shopper, tourist, or local resident visiting the downtown.

<sup>3</sup> Cars currently move and circulate well in the downtown. The 85% Rule will help to manage growth and support priority users as demands change and conflicts emerge.



### 3. Parking Management Strategies

The solutions outlined below further support recommendations that grew from discussions among the City, the Stakeholder Advisory Committee, and based on input received through the public outreach process. The proposed parking strategies are generally organized in the following stages to guide implementation:

- **Immediate:** 0 – 12 months
- **Short-Term:** 12 – 24 months
- **Mid-Term:** 24 – 48 months
- **Long-Term:** 48+ months

However, the implementation schedule is flexible, and the order of projects may be changed as opportunities and resources are identified. For those same reasons, timelines can be accelerated or extended.

Each strategy is also classified within one of the following categories:

- **M:** Management and Administration
- **P:** Policy and Code
- **D:** Downtown Parking Operations
- **R:** Residential Parking Operations
- **C:** Communications and Outreach

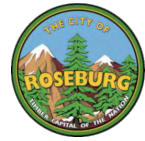
Where possible, planning-level cost estimates are provided (see **Table 1**). Final costs would require additional evaluation, scoping, and estimating. All strategies will require a level of support, coordination, commitment, and resource identification that goes well beyond what is currently in place.



**Table 1: Task Cost Summary Table<sup>4</sup>**

<b>Immediate (0 - 12 months)</b>	<b>Resource/Cost Estimate</b>
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>	
<b>Short-term (12 – 24 months)</b>	<b>Resource/Cost Estimate</b>
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>	
<b>Mid-term (24 – 48 months)</b>	<b>Resource/Cost Estimate</b>
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>	
<b>Long-term (48+ months)</b>	<b>Resource/Cost Estimate</b>
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>	

<sup>4</sup> All costs are provided only as estimates to facilitate discussion and to provide a framework for future decision-making.



### 3.1 Immediate (0 – 12 months)

#### P1 – Adopt Parking Code Updates

##### Action Statement

Review and implement as necessary the parking code recommendations outlined in **White Paper #2 (Appendix B)** as they relate to Title 8 of the City's Municipal Code. This will ensure that the parking code both informs and facilitates the parking priorities and desired outcomes of the Guiding Principles.

##### Strategy Description

**White Paper #2 (Appendix B)** provides a detailed outline of potential code revisions that clarify the intent of specific regulations, cleans up inconsistencies between sections and provides for clearer standards and processes for decision-making in Title 8 of the municipal code (e.g., fee and rate policies, types of parking, permit systems and roles of the City Council and City Manager in the on-going or day-to-day decision-making for parking management). It is recommended that City staff and legal counsel initiate an internal process to fully evaluate the policy and code related recommendations in **White Paper #2** and move forward with those deemed appropriate to improving the functioning of the code and the efficiency and success of parking management in the downtown.

Several areas of note in the white paper (with recommendations for revision) include:

- Policy Guidance – Purpose and Intent
- Policy Guidance – Fee and Rate Policy
- Definitions
- City Manager Powers
- Criteria for Administrative Action
- Meter regulations and legal time limits
- Special parking permits

##### Order of Implementation

Immediate

- Initiate code review
- Complete internal City presentations
- Public process and Council adoption

##### Estimated Costs

There should be minimal costs associated with this strategy other than staff time required for necessary policy and/or code changes.



## P2 – Formalize Guiding Principles

### Action Statement

Formalize Guiding Principles as policies for the management of parking in Roseburg.

### Strategy Description

The Guiding Principles summarized above and detailed in **White Paper #3 (Appendix C)** are based on the premise that to accommodate growth in the downtown effectively will require an integrated and comprehensive package of strategies which maintain balance and efficiency within the parking system and establish clear priorities necessary to “get the right vehicle to the right parking stall.” These Principles should be formally approved by the City Council within appropriate policy documents that define City’s role in parking management (e.g., code, Transportation System Plan, etc.).

Many cities formalize their Guiding Principles within a parking element of their Transportation Systems or Comprehensive Plans.<sup>5</sup> Others include Guiding Principles as a policy element within their municipal codes.<sup>6</sup> A simpler route, that other cities have taken, is to formally approve Guiding Principles as elements within an approved Parking Management Plan, like this report and document.<sup>7</sup>

### Order of Implementation

#### Immediate

- Formalize with Council acceptance of this plan or within other document most applicable to Roseburg’s policy processes.

### Estimated Costs

There should be minimal costs associated with this strategy other than staff time required for necessary policy and/or code changes.

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<sup>5</sup> Examples: Bend, OR and Redmond, WA

<sup>6</sup> Example: Portland OR includes their Guiding Principles as policy elements within Title 33.510 of their code.

<sup>7</sup> Examples: McMinnville, OR and Olympia, WA





### P3 – Define District Boundaries

#### Action Statement

Redefine parking management district boundaries, creating separate Downtown and Laurelwood Parking Management Districts. Any block faces zoned residential, should be eliminated from the Downtown Parking Management District.

#### Strategy Description

The parking study area for the 2020 Downtown Parking Assessment included areas both within the Downtown and the Laurelwood neighborhood (see **Figures A and B** maps below). Also, the parking code review indicated a lack of clear definition of parking management districts.

Parking best practices would suggest that “parking management districts” reflect the unique zoning and character of an area. Thus, downtown parking districts generally encompass city blocks that are commercial in nature, with a clear focus on ground level active business uses. Neighborhood districts encompass those blocks that are truly residential in both function and uses. Per best practice standards referred to above, the revision of the Downtown Parking Management District should not include any block faces zoned for residential. **Figure B** reflects the SAC’s interpretation of an appropriate boundary, which includes the High School and the area beyond Laurelwood Park.

It is recommended that the City reevaluate its current definition of the Downtown Parking Management District and narratively describe that within the **Definitions Section (8.02.005)** of the municipal code. Specific recommendations in this regard are addressed in **White Paper #2 (Appendix B)**, which would recommend specific definitions for the Downtown Parking Management District, the Laurelwood Parking Management District, and a potential Downtown Central Core (**Strategy D1**). This would likely revise or replace current definitions for Parking District, Primary Area, and Secondary Area (8.04.005 B – D).

#### Order of Implementation

##### Immediate

- Review and finalize boundary definitions
- Complete internal City presentations
- Coordinate implementation with **Strategy P1**

#### Estimated Costs

There should be minimal costs associated with this strategy other than staff time required for necessary policy and/or code changes.

**RICK WILLIAMS CONSULTING**  
Parking & Transportation





Figure B: Laurelwood Study Area Map







## M1 – Ongoing Daily Management

### Action Statement

Restructure or augment staff time allocated to effectively manage the parking system and implement new programs identified in the Downtown Parking Assessment and Plan.

### Strategy Description

The success of any multi-faceted parking system depends on administration, management, and communication. This includes ongoing management of facilities, oversight of third-party vendors, financial accounting and reporting, marketing and communications, customer service, and strategic and capital planning. As this plan is implemented and demand for parking grows, management capacity will likely need to be augmented beyond the current status quo approach.

**Implementation of the Parking Plan will likely require levels of staff effort and resources that exceed what is currently in place.**

Roseburg's current system for managing parking is not centralized in a single department or individual at the City level. From a strategic management point of view there is no clear single point of responsibility for guiding the parking system in a manner that gives due diligence to the evolving complexity of the existing system and the level of technical and response capability called for in this parking management plan. Several Oregon cities (e.g., Bend, Corvallis, McMinnville, Milwaukie) experienced the same issue and began by consolidating their parking services within a single city department with an existing staff or staff persons specifically assigned to parking issues (operations, management, communications). For Roseburg, this can be accomplished through restructuring an existing FTE position within the City to coordinate parking issues and strategic plan implementation and/or allocating time across staff positions within a single City Department (e.g., Community Development or Public Works).

As Roseburg assesses potential new third-party parking management vendors (see **Strategy M7**), the internal and external transition will need proper oversight and staff time management, which will include RFP writing and development of clear work scope deliverables, proposal review, and contract negotiations. Once a vendor is engaged, there needs to be a lead staff or single entity responsible for oversight of third-party contract performance, strategy implementation (from this Plan), and ongoing parking planning. There also needs to be coordinated communication of the transition to the public including residents, employers, employees, and visitors.

This recommended approach recognizes Roseburg's limited resources and allows for efficient transition back into parking management as the current COVID environment allows. It also stresses the need for internal oversight and communications distinct from that of a third-party parking management vendor.

### Order of Implementation

#### Immediate

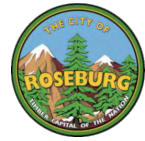
- Clarify internal responsibilities to centralize delivery of parking services (which includes role of City staff and expectations and responsibilities that could be allocated to a third-party service provider (for parking operations and enforcement services).

#### Short-Term

- Identify and/or restructure existing FTE to create a single City entity responsible for parking services and implementation of the *Downtown Parking Assessment and Plan*.

### Estimated Costs

Not known at this time. Could be restructuring of an existing position(s) coupled with a third-party vendor contract for operations services (parking and enforcement).



## M2 – Establish Downtown Parking Working Group

### Action Statement

Continue the role of the existing Downtown SAC as a reconstituted Downtown Parking Work Group (PWG). The PWG would consist of downtown stakeholders, staff, and City leadership to assist in implementation of the recommendations Downtown Parking Assessment and Plan. City staff would advise Council on all recommendations put forward by the PWG.

### Strategy Description

Active participation by those affected by downtown parking management strategies is best accomplished through an established advisory committee or work group that reviews the performance of the public parking system, serves as a sounding board for issues, periodically review the recommendations presented in this plan, and acts as a liaison to the broader stakeholder community as changes are implemented. The City should develop a process through which a representative cross-section of downtown interests routinely assists in the review and implementation of this planning effort.

The Stakeholder Advisory Committee established for this Downtown Parking Assessment effort includes representation by businesses, residents, professional service providers, the downtown business association, City staff, and City Council representatives. This existing group provides a solid foundation of a representative group well versed in the key elements of the new Parking Plan, and it is recommended that this group continue, by default, as the Plan transitions into the implementation phase. Members who no longer wish to participate or who have consistently been unable to attend or send other representation may be replaced through the application process outlined for the SAC at the outset of this process. This is a format commonly used in other Oregon cities (e.g., Bend, Hood River, Oregon City, and Springfield).

The PWG would meet as necessary (at least once a year) to assist the City in implementing the parking management plan, review parking issues, and inform City Council and other decision-making bodies on strategy implementation (via City staff). In the early going of Plan implementation (immediate and short-term), meetings would likely be more frequent. The PWG would use the recommendations in this plan as a basis for action, discussion, stakeholder communications, and tracking progress.

### Order of Implementation

#### Immediate

- Schedule regular meetings to advocate for, shepherd, track, and communicate the plan (meetings could be hosted by the City or through a partnership with the downtown business association).
- Assist in structuring a new third-party enforcement/parking management agreement (see **Strategy M7**).

#### Short-Term

- Establish business-to-business outreach.
- Facilitate data collection efforts.
- Assess plan progress.
- Inform City Council (via City staff).
- Coordinate and disseminate, through constituency groups, communications with the broader downtown business community.
- Determine and implement plan action items.

#### Mid- to Long-Term

- Meet on a more frequent schedule as warranted.

### Estimated Costs

There should be no additional costs to the City if current staff time is reallocated to parking per **Strategy M1**. Costs could also be mitigated if hosting of the PWG is facilitated through a partnership with the downtown business association.



### **M3 – Consolidate Parking Permits**

#### **Action Statement**

Consolidate all parking permits currently issued by multiple entities under a single distribution entity, preferably under the restructured third-party vendor contract recommended in **Strategy M7**.

#### **Strategy Description**

Per the consultant review of current parking operations, there are several different permit types in distribution in the downtown and Laurelwood. These include employee, residential, juror, and other special use permits issued by different agencies of the City. At minimum, these different permits are not coordinated, and in many cases, they are not issued with an agreement with the City regarding validity or area of use (on-street or off-street). This creates a problem for enforcement personnel and may come at a loss of revenue and/or conflicts for space between permit users and downtown visitors.

It is recommended the City engage with all current entities distributing permits to establish a coordinated system of permitting that would be managed through a single entity (preferably the City's parking and enforcement vendor).

Issues that should be resolved in this conversation would include:

- Types of permits allowed (e.g., employee, resident, juror, and other special use types).
- Criteria for use and location(s) for use (e.g., on-street, off-street, or other designated areas)
- Distinguishing permit by type (e.g., design) to ensure accurate tracking and documentation of use.
- Points of distribution to users (through centralized system) and documentation of permit distribution.
- Cost of permits by type of use.

#### **Order of Implementation**

##### **Immediate**

- Schedule meeting(s) to convene current entities issuing parking permits to establish criteria, guidelines, and costs for use of permits on City streets and off-street facilities.

##### **Short-Term**

- Finalize program framework and incorporate into portfolio of services to be provided in a third-party parking management and enforcement vendor agreement.

##### **Mid- to Long-Term**

- On-going program management by vendor.

#### **Estimated Costs**

Staff time to coordinate meetings and development of final framework.





## M4 – Review Court Procedures for Citations

### Action Statement

Work with the Roseburg Municipal Court to clarify violation procedures for issuing citations in the public rights-of-way Downtown and other managed parking areas.

### Strategy Description

Citation revenue was one of the three main revenue sources which funded the management and enforcement capabilities of Park-Smart. From 2016 through 2019, Park-Smart issued 11,938 parking citations<sup>8</sup>. Of the nearly 12,000 citations, 3,114 (26%) were voided while 7,894 (66%) citations were paid<sup>9</sup>. The cumulative revenue associated with the paid citations was \$542,587. The cumulative value of the voided citations was \$221,090 over the last four years.

Within the parking industry voided or waived tickets should be less than 10% of all tickets issued. As such, current levels in Roseburg are very high. This should be investigated to ascertain whether this was done internally by the parking management company or by the courts. If the voids occurred through the courts, it would be helpful to understand why so many were/are consistently being thrown out. Clarified criteria for issuing citations developed and implemented.

**The high level of waived or voided parking citations should be investigated to ascertain whether this was done internally by the parking management company or by the courts. If the courts, then a discussion to clarify and resolve issues that result in waivers or voids will improve the efficiency of enforcement and program revenue.**

### Order of Implementation

#### Immediate

- Schedule meeting(s) to meet with the Municipal Court to review voided or waived citations and develop clarified criteria for issuing citations.

#### Short-Term

- Finalize clarified criteria and incorporate into portfolio of services to be provided in a third-party parking management and enforcement vendor agreement.

#### Mid- to Long-Term

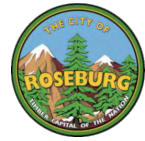
- On-going program enforcement by vendor.

### Estimated Costs

Staff time to coordinate meetings and development of clarified criteria and procedures for issuing parking citations.

<sup>8</sup> Source: 'Notice Count by Violation with Pay Off Amount' – City Excel summary.

<sup>9</sup> 747 remained open and unpaid at the time of writing.



## M5 – Track Parking Revenues and Expenses

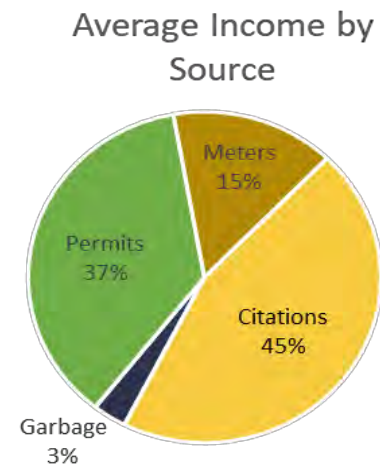
### Action Statement

Develop a parking revenue and expense tracking tool and routinely update and report.

### Strategy Description

To facilitate informed decision-making and to provide a sound basis for both financial viability of the existing parking program, and funding for future need, a more thorough system of reporting expenses and revenues generated from the parking system should be established. The format for reporting should be established by the City. Compilation of data to complete reporting can then be conducted internally by designated City staff (**Strategy M1**) or as a component of an approved scope of work by a third-party parking management vendor (**Strategy M7**). This is an industry best practice.

During the Parking Assessment it was found that current data does not provide clear and consistent information regarding actual revenue and expenses associated with the overall parking and enforcement program. The information provided was incomplete and at times conflicting, therefore, some basic assumptions had to be made and data was extrapolated when necessary to provide a more complete financial picture.



Given that much of the oversight of parking and enforcement was contracted out via a third-party operator, it was unclear as to the actual total cost of supporting the parking system<sup>10</sup>. At minimum, the City (or a third-party vendor) would account for all revenue and expenses related to parking and enforcement management annually, for both vendor and City activity. This “ledger”—a revenue and expense statement—would be replicable and comparable on a year-to-year basis by line item. The point being to show a very clear picture of revenues generated by type of revenue system (i.e., meters, enforcement, permits) and how those revenues are spent (i.e., on salaries/wages, operations, infrastructure, etc.). Such an accounting would then be made a part of a broader Annual Report of Parking Operations (see **Strategy M6**).

### Order of Implementation

#### Immediate

- Reformat current financial reporting to track revenue and expenses by category and begin monthly tracking.
- If new format is to be provided by a third-party vendor, incorporate specifics of such reporting into an approved scope of work within a new third-party management services contract (**Strategy M7**).

#### Short-Term

- Publish an annual financial report tracking, at minimum, parking revenue by type and expenses by operational category. This would be included in an annual parking report that summarizes finances as well as other system performance measures (see **Strategy M6**).

#### On-Going

- Routine annual reporting

### Estimated Costs

There should be no additional costs associated with this recommendation when coordinated with **Strategies M1 and M7**.

<sup>10</sup> e.g., accounting for contractor costs, city expenditures, wages, and salaries of parking versus non-parking personnel, and the overall relationship of income to expenses (resulting in a surplus or deficit of funds).



## M6 – Publish Annual Parking Performance Status Report

### Action Statement

Publish an annual Parking Performance Status Report.

### Strategy Description

An annual status and performance report will provide consistent tracking of performance measures (and fund status). An annual report provides transparency within the program and helps inform the City leadership and the PWG on opportunities, challenges, strategy implementation progress and system viability. This reinforces and facilitates decision-making.

Minimum performance “success measures” can be developed with the PWG. The measures below are useful metrics to track and incorporate into an annual summary report. Many could be incorporated into required tasks as part of a restructured parking management/enforcement agreement with a third-party vendor (**Strategy M7**).

- Parking Management District boundaries (i.e., maps for Downtown and Laurelwood)
- City lot locations and stall totals
- Rate schedules for on-street, off-street (by lot), and permits by type
- Number of permits sold (average month)
  - On-street permits (downtown) - if any
  - Off-street permits (downtown)
  - Residential permits (downtown and in Laurelwood)
- Citations issued
  - Number of citations issued / dollar value of citations
  - Number of citations voided, or waived / dollar value of citations voided or waived
  - Number of citations outstanding (unpaid)
- Revenue/Expense Summary
- Peak Occupancy (as measured in **Strategy M8**)
  - On-street
  - Off-street by lot/garage
  - Indications of areas of constraint (based on 85% Occupancy Standard)
  - Other measures of utilization
- Customer service (Routine tracking and reporting of customer complaints, recommendations and other input from users and stakeholders)



Performance measures should be tracked annually and comparatively to, for instance, the previous three fiscal years.

### Order of Implementation

#### Immediate

- Establish internal systems for gathering data for identified performance measures.

#### Short-Term and Ongoing

- Publish first Parking Performance Status Report
- Routine annual reporting

### Estimated Costs

Unknown. Responsibility of the duties could be managed by restructuring of an existing position (**Strategy M1**) or through reporting requirements that are made part of the scope of work for a third-party management contract with a vendor.





## M7 – Initiate Parking Vendor Contract

### Action Statement

Initiate a new contract for enforcement and parking management services with a third-party vendor.

### Strategy Description

Despite the contract termination of Park-Smart, contracting with a third-party enforcement company provides several benefits to a community Roseburg's size. A contracted service allows for built-in flexibility. There is a start of service and end of service term. Specific operational and performance metrics can be incorporated into the contract/agreement scope of services, with formats for tracking/monitoring and reporting outcomes (reporting directly to a designated City staff and Parking Work Group). In this way the cost-benefit goal necessary to sustainably operate a successful parking program is clearly laid out, routinely evaluated, and expected.

In addition, a contracted service allows for flexibility in terms of the actual current needs within in the system. In other words, the level of service can be specifically tailored to meet the parking needs (permit management, enforcement, maintenance, revenue, expense reporting, etc.). This concept is particularly critical as Roseburg begins a phased process to upgrade its current parking system with updated technologies and associated enforcement capabilities. Finally, an experienced third-party provider will bring a built-in expertise in terms of services, protocols, recommendations, and performance metrics.

Given current fiscal constraints within the parking system, it is recommended that the City structure its third-party contract solicitation in a format that would ask vendors to:

- Bid an estimated annual expense budget (updated annually—and approved by the City—to reflect reasonable expense inflation and/or line-item efficiencies.
- Propose a monthly Management Fee that includes the cost of management, supervision, accounting, billing, administration of validations and monthlies, and all other overhead and profit of the vendor.
- Propose revenue sharing options (vendor incentive) for a percentage of *net* revenues<sup>11</sup> derived in excess of an established revenue benchmark or threshold.
- Manage and track all gross revenues in an "owner account," with the vendor drawing approved expenses as needed.

Under these contract terms, the City will control all revenue from permits and citations (and meters, if applicable), paying only a Management Fee, expenses, and, in some years, a share of net revenue.

### Order of Implementation

#### Immediate

- Initiate development of a detailed scope of work for parking and enforcement management services<sup>12</sup>.
- Solicit vendors through and RFP or RFQ process.
- Award contract/agreement.

#### Short-Term

- Initiate new operations arrangement.

### Estimated Costs

Not known at this time. Under the new contract structure, the City would pay an operator a Management Fee and budgeted expenses using gross parking revenues (approximately \$177,000 from permits, meters, and

<sup>11</sup> A revenue sharing agreement tied to net revenue (rather than gross revenue) assures that when gross revenues do not exceed agreed upon expenses, revenue sharing would not put the City in a situation that would put the parking fund into a deficit.

<sup>12</sup> In some cases, a strategy planned for implementation at a later phase may require the vendor to have specialized capabilities (for example, see **Strategy R2**).



citations in 2018). This is a departure from the model in which a third-party operator retained all parking-related revenues and paid the City a fixed monthly fee.



## D1 – Redefine and Time-Limit the Downtown Core

### Action Statement

Eliminate the Downtown Free Parking Zone. Consider replacing the Free Parking Zone with a new “Downtown Central Core” boundary per time limit formatting recommendations in **Strategy D2**.

### Strategy Description

The current Downtown Free Parking Zone provides free and unlimited parking for anyone using the on-street system inside the Zone. The zone is currently irregularly configured and represents nearly 40% of all on-street parking in the downtown.

According to stakeholders and in interviews with those involved with enforcement, many employees abuse the free zone, which limits parking availability for customers and visitors. Also, enforcement personnel indicate that implementing violations within the free zone is severely flawed and unmanageable<sup>13</sup>. This creates significant inefficiencies for enforcement, and in high demand situations, limits the ability of the City to prioritize on-street parking for customers.

It is recommended that a more accurate representation of downtown's central core (or "heart of the downtown") be established. This core would represent the highest use area of the downtown, a core zone that requires high turnover and a higher volume of activity than other areas of the larger Downtown Parking Management District.

### Order of Implementation

#### Immediate

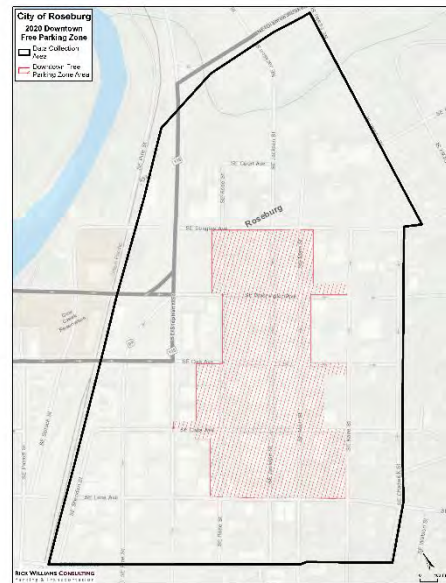
- Determine whether the boundary of the existing free parking zone truly represents the central core of downtown (see existing boundary at right).
- Coordinate time limit reformatting effort with PWG in conjunction with **Strategy D2**.

#### Short-Term and On-Going

- Implement signage changes.

### Estimated Costs

Cost estimates are provided for in **Strategy C1**.



*Existing Downtown Free Parking Zone*

<sup>13</sup> Per the process required, in 8.04.010 and 8.04.030 of the code, which requires businesses and other entities to report employee names and license plate numbers to the City.





## D2 – Define Consistent Time Limits in and around Downtown

### Action Statement

Simplify time limits in the Downtown Parking Management District to apply to all block faces in the District.

### Strategy Description

In Roseburg, there are 822 total on-street parking stalls within the Downtown study area and thirteen (13) different use types<sup>14</sup>. Over 50% of parking in the study area is unregulated and many areas have multiple time stays on single block faces. This creates confusion, makes enforcement very difficult and inefficient, and enables abuse.

Best practices recommend simplifying the parking system to the highest degree possible, using the presumption that every on-street parking customer is a first-time user<sup>15</sup>. To this end, the on-street system within a downtown parking management district should be time limited to a base standard<sup>16</sup> (whether free or paid parking) that best supports appropriate turnover while providing a reasonable stay option for the priority user of on-street parker: the short-term customer trip. Over the past four years, the consultant has conducted numerous studies in Northwest cities and found very high consistency in the use of 2- and 3-hour stalls as base standards for on-street parking<sup>17</sup>.

Stall Type	All	% Total
<b>On-Street Supply</b>	<b>822</b>	<b>100.0%</b>
10 Minute	16	1.9%
15 Minute	7	< 1%
30 Minute	4	< 1%
1 Hour	17	2.1%
2 Hour	229	27.9%
3 Hour	13	1.6%
5 Hour	15	1.8%
10 Hour	78	9.5%
Downtown Free Parking Zone <sup>1</sup>	322	39.2%
Unrestricted No Signage	102	12.4%
ADA accessible	15	1.8%
RV & Trail Parking Only	3	< 1%
Veteran Service Van Parking Only	1	< 1%

*Current stall types (2020)*

To this end, it is recommended that Roseburg create a 2-hour limit in what will become the higher turnover Downtown Core Zone established in **Strategy D1**. All other non-residential blocks within the Downtown Parking Management District boundary would be time limited at 3 hours. This would, in effect, create two sub-zones within the larger District. It is assumed that the existing parking meters, which are outdated and beyond their useful life, will be removed when time limits are implemented (see **Strategy D7** for a discussion of on-street paid parking). There would be no time limits in residential areas unless a parking permit program for a specific area (like Laurelwood) were established. Time limits in residential parking management districts (permit areas) would be "2 Hours or by Permit" during posted enforcement hours.

The intent is to ensure that any downtown block face that abuts a commercial storefront is structured to preserve and prioritize access for customers and visitors, using either a 2- or 3-hour standard. Time limits throughout the parking management district also support enforcement efforts and parking permit strategies to move employees to off-street facilities or other specifically designated areas that minimize conflicts with customers.

### Order of Implementation

#### Immediate

- Work with the Downtown PWG, City staff, and other stakeholders to determine an on-street time limit format for all non-residentially zoned parking within the Downtown Parking Management District.
- Using existing downtown on-street inventory map, develop a sign replacement plan.

#### Short- to Mid-Term

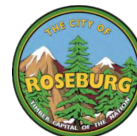
- Coordinate signage design with **Strategy C1**.
- Initiate signage changes.
- Remove existing parking meters.

<sup>14</sup> See **White Paper #1: Parking Inventory and Field Assessment (Appendix A)** for a detailed breakout of the parking inventory.

<sup>15</sup> Oregon Transportation and Growth Management Program - *Parking Made Easy: A Guide to Managing Parking in Your Community*.

<sup>16</sup> Base standard would be initially applied to all block faces in a given zone or district (e.g., 2 or 3 hours). Any other type of stall (e.g., loading zones, specialty stalls or other time formats like 15, 30, 60 minutes) would be considered exceptions to the base standard and approved based on specific criteria demonstrating the unique business need that would require changing the base standard.

<sup>17</sup> This includes cities like Albany, Ashland, Hood River, McMinnville, Newberg, and Salem, in Oregon.



## Estimated Costs

The cost for this strategy should be minimal as it involves discussion and process to determine the new, simplified time limit format. However, transitioning the existing metered area to free and time-limited parking would result in a reduction in annual gross revenue of approximately \$31,000 (based on 2018 data):

- 2018 Meter Revenue: \$31,000
  - 2018 Permit Revenue: \$54,000
  - 2018 Net Citation Revenue: \$92,000
- \$177,000

If Roseburg wishes to maintain consistent revenues (\$177,000) following the removal of all on-street meters, permit and net citation costs may be increased accordingly. The table below shows four (4) options for maintaining consistent gross revenues (estimates only) following the removal of on-street meters.

**Table 2: Options for Offsetting Lost Meter Revenue**

	Average Monthly Permit Cost Increase <sup>18</sup>	Average Citation Cost Increase <sup>19</sup>	Estimated Annual Increase in Permit Revenue	Estimated Annual Increase in Citation Revenue
<b>Option 1</b>	+\$2.00	+\$24.00	+\$5,000	+\$27,000
<b>Option 2</b>	+\$3.00	+\$22.00	+\$8,000	+\$25,000
<b>Option 3</b>	+\$4.00	+\$18.00	+\$11,000	+\$20,000
<b>Option 4</b>	+\$5.00	+\$16.00	+\$14,000	+\$18,000

<sup>18</sup> This is based on assumption that the approximately average monthly permit cost is now \$20.00 per month. White Paper #4 shows permit revenues of approximately \$54,000 (Table 4, after bulk discounts), leading to an assumption that there are approximately 225 permits sold each month (\$54,000 / \$20 / 12). If the number of monthly permits sold each month varies from this assumption, gross revenues would be different from what is shown in the table.

<sup>19</sup> This based on an assumed net revenue per citation paid. White Paper #4 shows citation revenues of approximately \$92,000 (Table 4) as well 2,254 paid citations in 2018 (Table 3), resulting in an assumed net revenue per citation of approximately \$41. If it is assumed that this revenue value represents 50% of what the user pays (to account for court fees), the average citation amount paid in 2018 was approximately \$82. The values in the table are based on these average citation values and assumptions regarding annual numbers of citations paid. If the average citation value is different from these assumptions, or the total number of paid citations significantly differs from these assumptions, gross revenues would be different from what is shown in this table.



### 3.2 Short-Term (12 – 24 months)

#### C1 – Install Consistent Public Parking Signage in Downtown

##### Action Statement

Develop a consistent signage package to integrate the public on and off-street parking system. Install a new signage package consistent with a new time limit format.

##### Strategy Description

Findings from the 2020 inventory and ground assessment showed a range of parking signage types. Quality of signage was an issue as well as conflicting information communicated. The inconsistency of signage (and signage design) conflicts with the goal of simplicity and understandability as factors supporting a "customer friendly" environment.

Given the recommendations to reformat and simplify parking within parking management districts, a new signage package is necessary and can be developed cost-effectively. This 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 systems. A great example of a such integration of public on- and off-street parking is shown at right (from Springfield, Oregon)<sup>20</sup>. Another example of a simple logo is from Seattle, WA using a stylized "P" is shown below right<sup>21</sup>.

It is recommended that a simple stylized "P" (using the City's colors) be created and extended throughout the public parking system as the parking brand. The brand can also be incorporated into downtown marketing and communications, such as maps and websites.

##### Order of Implementation

###### Immediate

- Develop and create a simple but recognizable logo to be ready for incorporation into implementation of new signage.
- Initiate a survey of all existing signage and estimate number of new signs based on a standard configuration per affected block face. A standard signage package is defined as a single block face with two poles with blade signs—one at each end of the block with arrows pointing inward.

###### Short-Term

- Integrate new logo into on- and off-street systems and all communications formats (maps, website, etc.)

##### Estimated Costs

A stylized "P" logo/brand could likely be developed in-house at a very low cost. A contract with a private graphic designer could involve costs of less than \$5,000 for a simple logo/brand. Based on information from other cities, estimated per unit costs for signage upgrades would be:

- Unit Costs for Signage<sup>22</sup>
  - Pole unit cost = \$470
  - Blade sign unit cost = \$30



<sup>20</sup> The Springfield example uses the City's colors in the stylized "P" logo, which is prominently placed in on and off-street signage. The intent being that anyone seeing the City parking logo knows intuitively that the parking is public and particularly prioritized for visitors.

<sup>21</sup> The "e-Park" tag was also a simple way to connect users into Seattle's electronic parking guidance system and other parking information available online.

<sup>22</sup> Only material costs are provided in these estimates, no labor.





## **C2 – Improve Parking Information on Website**

### **Action Statement**

Design, create, and upgrade existing parking website with information for customers and employees.

### **Strategy Description**

Communication with the public, including locals, visitors, and employees will be critical to the success of management strategies. Parking locations, rates, hours of operation, connections to transportation options, etc. should be marketed and communicated via a continually updated City website. The more information people have when it comes to parking, the better. Piggybacking on **Strategy C1**, the City's parking logo should be incorporated on the website.

### **Order of Implementation**

#### **Immediate**

- Working with stakeholders and City staff, create and launch the website.

#### **Ongoing**

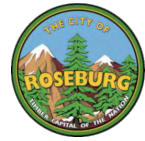
- Keep website information current.

### **Estimated Costs**

Costs associated with design and deployment of a coordinated and well-maintained webpage are estimated at \$5,000-\$7,500. Variations in cost depend on the complexity of the website, and how often the site is updated to reflect current parking management. The website could be hosted by the City, the downtown business association, or a third-party vendor.<sup>23</sup>

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<sup>23</sup> The consultant would note that having a downtown parking website hosted by the third-party parking vendor is not the most ideal option (only one of three options). The consultant believes any downtown website should incorporate a City logo and identity. The parking system needs to reflect a public function provided to the community by the City. See for instance: [Parking | City of Bend \(bendoregon.gov\)](http://bendoregon.gov).



## **P4 – Explore Funding Options**

### **Action Statement**

Explore and develop funding options for maintaining the existing parking supply and funding future infrastructure and program needs.

### **Strategy Description**

A wide range of funding sources and revenue streams could be used to implement an enhanced parking management plan in Roseburg. Given the costs of new infrastructure, considering new funding mechanisms is prudent. The list of potential sources summarized here is not exhaustive, nor are these sources mutually exclusive. Some may already be in place in Roseburg.

Funding sources and their use for projects, programs, and infrastructure, continues to evolve as various State laws or City ordinances are authorized. A decision to pursue any options for implementation should be reviewed by the City Attorney to determine their feasibility considering applicable laws.

### **Options Affecting Customers**

#### **User Fees**

Many cities collect revenue through parking meters and/or sale of permits and direct it to parking or transportation development enterprise funds. Transit or shuttle riders pay in the form of fares. These funds can be used to construct or bond for additional parking or transit capacity.

#### **Parking Fines**

Revenues are collected for parking violations and a portion directed to parking development enterprise funds.

### **Options Affecting Businesses**

#### **Parking and Business Improvement Area or District (BIA or BID)**

An assessment on businesses rather than property owners, these can be based on assessed value, gross sales, square footage, number of employees, or other factors established by the local legislative authority. As an example, Salem, Oregon assesses a fee on businesses in its downtown Parking District to support parking services and future supply.

#### **Parking Utility Fee/Tax**

Under this approach, each business within an established parking district pays a share of the Parking District operating budget based on the number of parking spaces needed by the business according to an approved assessment formula. The only Oregon example we could find is in place in Salem's Downtown Parking District, established in 1976. Salem's annual assessment is called a parking tax and the formula is based on:<sup>24</sup>

- Business type
- Gross floor area
- Customer parking demand

The “demand factor” is the number of customer parking spaces required by a particular type of business for every 1,000 square feet of gross floor area. Gross floor area includes walls, corridors, stairways, restrooms, closets, storage rooms, etc.

<sup>24</sup> [Pay Downtown Parking Tax \(cityofsalem.net\)](http://cityofsalem.net)



## Options Affecting Property Owners

### Special or Local Improvement District (SID/LID)

A SID or LID is a property tax assessment that requires buy-in by property owners within a specifically identified boundary. LIDs usually result from a petition process requiring a majority of owners to agree to an assessment for a specific purpose. Cities have used this mechanism to fund parking facilities or transit infrastructure improvements.

## Options Affecting Developers

### Fee-in-Lieu

Developers may be given the option to pay a fee in lieu of providing parking with a new private development. Fee-in-lieu fees provide the developer access entitlements to public parking facilities near the development site. As an example, a fee-in-lieu option is currently in place in Hood River, Oregon.

A useful guide to the diversity of cash-in-lieu programs and their advantages and disadvantages is provided by Donald Shop, in *Journal of Planning and Education Research*, 18:307-320, 1999.

## Options Affecting the General Public

### Divestment of Public Property

This would entail divesting ownership of one or more existing public lots (most underutilized) through sale to a private owner. Surplus revenue derived from such sales would then be allocated to a parking fund to support more efficient parking operations. Vancouver, WA divested itself of two parking garages in its downtown to buy down debt service on other parking assets being carried in its general fund. The city of Bozeman, MT has considered the sale of public surface lots to generate funds for the possible construction of a new parking garage that would allow new private land use(s), consolidate current supply, and anticipate future demand.

### General Fund Contribution

Local jurisdictions may make either one-time capital or ongoing operating contributions to a downtown parking or transit/shuttle program.

### Interfund Loan

This would entail a loan from one City fund to a Parking Fund for projects or upgrades, subject to future repayment based on pre-determined terms. This is a common form of funding for municipal projects.

### State and Federal Grants

In the past, a variety of state and federal grant programs have been applied to funding parking and transit infrastructure in business districts. In the current environment of more limited government funding, there may no longer be readily identifiable programs suitable for parking facility development, though transit may be more feasible.

## Recommended Options for Roseburg

In considering Roseburg's current funding needs, the consultant would suggest that a combination of the following would best provide funding for support of Parking Plan implementation. We would also suggest that (a) and (b) be pursued first as they provide less risk to the City. An interfund loan would be more strategically implemented post-COVID, and after more data regarding parking use and demand are assembled (**Strategy M8**).

- a. Rate restructuring – User Fees (**Strategy D3**)
- b. Divestment of underutilized public lot(s)
- c. Interfund Loan



## Order of Implementation

### Short-Term

- Evaluate all potential funding options as provided herein (and others not listed) for appropriateness to Roseburg, feasibility, and timing necessary to initiate.

### Mid-Term

- Narrow to a workable and implementable funding package to support costs identified and/or revised in this plan

## Estimated Costs

This is very much a process task, requiring research and conversations with City policy- and decision-makers and legal counsel, and discussion with a range of potentially affected stakeholders. Existing staff time to would be needed to vet feasible funding options (e.g., Fee-in-lieu, urban renewal, local improvement districts, capital funds, bonds, grants, etc.).

For the purposes of this discussion, it is assumed that costs would be absorbed internally by the City and through the parking management plan implementation process. These include:

- Internal legal review and recommendation
- Downtown Parking Work Group consideration and recommendation
- Public review and input
- City Council approval





## M8 – Implement Routine Data Collection

### Action Statement

Develop a reasonable schedule of data collection to assess performance.

### Strategy Description

A foundational element of this parking management plan is the facilitation of decision making with accurate data. The Guiding Principles intent to use the 85% Occupancy Standard will require some level of basic data collection, as well as to assist the City and stakeholders to separate the reality of parking performance versus perceived issues.

Parking information can be collected in samples, and other measures of success can be gathered through third-party data collection and/or volunteer processes (to reduce costs).

As such, a system for routine data collection should be established. The system does not need to be elaborate, but it should be consistent and structured to answer relevant questions about occupancy, seasonality, turnover, duration of stay, patterns of use, and enforcement.

Parking information can be collected in samples, and other measures of success can be gathered through third-party data collection and/or volunteer processes. Data can be used by the City and stakeholders to inform decisions, track use, and measure success.

### Order of Implementation

#### Short-Term

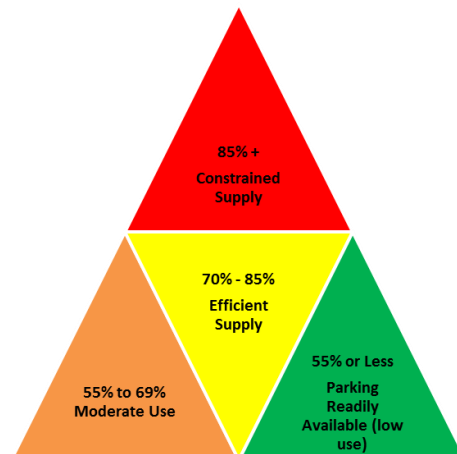
- Work with the Downtown Parking Working Group and City staff to develop a data collection schedule to monitor parking

#### Mid-Term

- Conduct baseline turnover and utilization study of the on- and off-street systems in downtown.

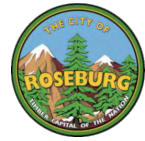
#### Long-Term

- Conduct occupancy and/or utilization updates at least every two years.



### Estimated Costs

The estimated cost of a data inventory and turnover/occupancy study would range from \$20,000 to \$25,000 if conducted by a third party. Costs can be minimized in subsequent surveys using the inventory and database developed for the first effort as well as sampling and using volunteers to collect data. Ideally, and over time, parking fund revenue will partially or fully cover the cost of updates.



### **D3 – Calibrate Parking Rates to Demand**

#### **Action Statement**

Routinely calibrate current pricing of off-street parking (particularly monthly permit rates) – "performance-based pricing." Over time, routinely adjust permit pricing to the ongoing findings of **Strategy M8**.

#### **Strategy Description**

Performance-based pricing uses rates to influence behavior. Facilities with low demand or in less convenient locations are priced lower than those with high demand or near high traffic destinations. Effective use of performance-based pricing results in better distribution of users across facilities, particularly those that are underused. This is a method to strategically manage the off-street facilities for employees and to maximize available stalls and revenue.

Over the course of plan implementation, data derived from routine occupancy assessments can be applied to rate decisions based on actual demand at specific facilities.

Public off-street facilities with excess capacity (after accommodating the long-term stay needs of permit-holders) should also be available to the public to accommodate visitor needs (see the Guiding Principles). To enforce this mixed environment, the garage and public off-street lots should either have a time limit (e.g. signed "4-Hours or By Valid Permit") or charge an hourly rate for non-permit holders.

#### **Order of Implementation**

##### **Short-Term**

- Price off-street parking based on demand and/or desire to influence behavior and occupancy at certain facilities and adjusting rates, as necessary.
- Determine whether additional data collection is necessary to inform baseline pricing.
- Market program to local businesses and employees.

##### **Mid- to Long-Term**

- Routinely assess demand at each off-street parking facility and adjust rates accordingly.

#### **Estimated Costs**

Rate systems will likely provide revenue to cover cost of program management.



## R1 – Install Consistent Signage in Laurelwood

### Action Statement

Update signage package in residential parking management districts (Laurelwood) consistent with **Strategy C1**.

### Strategy Description

Signage in the Laurelwood neighborhood is in place, but consultant observations during the field assessment noted that signage is not consistent and there are gaps where signage should be in place but is not.

The Laurelwood neighborhood should be included in the review and redesign of signage recommended in **Strategy C1**.

### Order of Implementation

#### Short-Term

- Initiate a survey of all existing signage and estimate number of new signs based on a standard configuration per affected block face (with **Strategy C1**).
- Include residential signage in broader logo and signage package development process in **Strategy C1**.

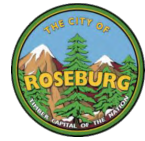


#### Mid-Term

- Integrate new logo into on- and off-street systems and all communications formats (e.g., maps, website, etc.)

### Estimated Costs

A stylized “P” logo/brand could likely be developed in-house at a very low cost. A contract with a private graphic designer could involve costs of less than \$5,000 for a simple logo/brand. Based on the 2020 inventory of the Laurelwood neighborhood, there are currently 243 stalls that currently require a permit. Using the standard stall package estimated for downtown in **Strategy C1**, new signage costs for this area would range from \$14,580 to \$18,225.



## R2 – Implement License Plate-Based Permitting in Residential Areas

### Action Statement

Tie residential permits to specific license plate(s).

### Strategy Description

Input from the public and the SAC indicated that there are times when residents with permits forget to display a valid permit in their vehicle and receive a citation in permitted areas. This is a common instance in many other cities as well, creating frustration. In many cases, the citation is subsequently waived.

By requiring that residential permits be tied to a specific license plate or license plates at a residence, this situation can be significantly minimized. Over time, the City could even move to an entirely electronic residential permit—a "virtual permit"—if its enforcement vendor possesses handheld or mobile citation technology, which can also be license plate based. These systems eliminate the need to distribute physical permits and can be set up to allow for issuance of permits in an online format. If successful in the residential application, a similar approach could be explored for other displayed permit contexts (e.g., employee and specialty use permits) that the City offers.



It is recommended that the City explore this approach and move to require it as a function a new third party enforcement vendor will provide as a part of **Strategy M7**.

### Order of Implementation

#### Short-Term

- Incorporate this permit management option within the development of a detailed scope of work for parking and enforcement management services per **Strategy M7**. Implementation of such a system contingent upon a new vendor contract.

### Estimated Costs

Costs will be a part of a new parking management/enforcement vendor contract. If program becomes virtual, there should be cost savings associated with both supplies (e.g., hang-tags, stickers) and process.





### R3 – Evaluate Residential Permit Rates

#### Action Statement

Evaluate current residential permit rates to ensure the program is revenue neutral.

#### Strategy Description

The goal of any residential permit program is to ensure that residents and their guests have priority access on residential streets. To facilitate this, the best practice is to issue residential permits in areas where parking demands from other uses limits access for the priority users. This entails costs to the City. Ideally, the cost of residential permits is set at a rate that:

1. Provides residents and their guests priority access to the curb space but does not facilitate or encourage the storage of vehicles on-street (particularly for homes that already have available garage or driveway space). This encourages congestion rather than influencing the demand that creates congestion, and
2. Covers the cost of administering the program.

In a recent sixteen city survey of residential programs throughout the US and Canada, the consultant found average annual residential permit fees ranged from as low as \$0 per year to a high of \$144. Roseburg's "base rate" for residential permits is \$10 per annual permit

The mid-range was about \$67. For the mid-range cities, most had cost recovery policies in place to address the outcomes described in (1) and (2) above.



#### Order of Implementation

##### Short-Term

- Conduct a cost recovery analysis specific to the current residential permit program in coordination with a permit pricing program developed for employee permits in **Strategy D3**.
- Re-evaluate and re-set the current base residential permit rate.
  - Implement **Strategy R2** -Tying all residential permits to a license plate number, with proof that the vehicle is (a) registered to the address of the residential unit and/or (b) proof of residency in the district (e.g., water bill, electric bill, etc.)<sup>25</sup>
  - Consider limiting the number of permits to 2 per residential unit (at the base rate)
  - Consider graduated rates that would provide the first two permits at the base rate, allowing one additional permit at 200% of the base rate.
  - Consider reducing the residential permit limit to 1 for residential units (at the base rate) that have driveways or garages. These units would be allowed 1 additional permit at 200% of the base rate.<sup>26</sup>
  - For multi-family residential units, the total number of allowed permits per unit would be reduced by the number of off-street stalls serving the multi-family residential site.

##### Mid-Term

- Routinely review and adjust rates accordingly.

#### Estimated Costs

New rate systems will likely provide revenue to cover cost of program management.

<sup>25</sup> This strategy alone will significantly reduce abuse of residential permits by non-residents.

<sup>26</sup> Monitoring and validating driveways and garages by address adds administrative burden to such a program.



## R4 – Reevaluate Need for No Parking Signage in Laurelwood

### Action Statement

Evaluate potential traffic conflict on W. Riverside Drive in the Laurelwood neighborhood.

### Strategy Description

Though not specifically a parking issue, the consultant team noticed potential traffic and circulation issues along W. Riverside Drive. As the photo at right shows, parking on both sides of the street appears to create a difficult pinch point, limiting maneuverability for both cars and (potentially) public safety vehicles.

The pinch points may be a factor of confusing signage or a situation that is now allowed (parking on both sides of the street) that should be reviewed.

Again, this is not a parking issue per the focus of this plan but should be addressed by the City's Traffic Engineer, which can inform the new signage package plan referenced in earlier strategies.





### 3.3 Mid-Term (24 – 48 months)

#### D4 – Assess ADA Compliance in City-Owned Facilities

##### Action Statement

Confirm that all City-owned off-street facilities comply with ADA parking requirements.

##### Strategy Description

All City-owned off-street facilities should be compliant with ADA parking requirements. This may require additional designated ADA stalls, depending on the facility's size, slope, access route planning, signage, and number of stalls. Additional information can be found at:

[https://www.ada.gov/restriping\\_parking/restriping2015.html](https://www.ada.gov/restriping_parking/restriping2015.html)

##### Order of Implementation

###### Short-Term

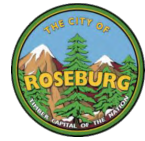
- Assess compliance with federal and state requirements for ADA parking.

###### Mid-Term

- Implement necessary improvement as funding allows.

##### Estimated Costs

Costs associated with this strategy are related to painting, signage, and maintenance of any new ADA-compliant stalls in off-street facilities. These costs could be rolled into an assessment of necessary upgrades recommended for **Strategy D5** and **Strategy D6**, which call for engaging a facilities specialist to conduct physical assessments, develop cost estimates, and outline an implementation schedule.



### C3 – Rename Public Off-Street Facilities

#### Action Statement

Rename all publicly owned/controlled lots by address.

#### Strategy Description

When communicating location to transient users of an area, the name of parking facilities is extremely important. Names like Shalimar Lot or Phillips Lot do not communicate useful information to users, particularly those who are less than familiar with the downtown. Industry best practices for naming off-street parking facilities suggest using an address or intersection associated with the main auto ingress point to a facility.

Roseburg's current facility identification format is not intuitive or informative. Renaming facilities by address will support the City's broader efforts to make the parking system more intuitive and easier to use.

As an example, Boulder, Colorado does a good job integrating a simple stylized "P" logo with identification of facilities by address—like the 10th & Walnut example at right. This approach easily and intuitively communicates not just a location, but a logo/brand that can be integrated into web communications, apps, wayfinding, and other materials.



#### Order of Implementation

##### Short-Term

- Coordinate with integrated signage package development (**Strategy C1**).
- Create budget package for installing new signage at all City owned/controlled lots.

##### Mid-Term

- Initiate installation of new signage.
- Coordinate new messaging into all communications (maps, app, webpage, etc.)

#### Estimated Costs

Initial costs would involve changing existing signage and integration in marketing and promotional materials, estimated to range between \$12,000 and \$16,000 for 6 facilities (assuming non-electric facility identifiers).





### 3.4 Long-Term (48+ months)

#### D5 – Implement Parking Garage Improvements

##### Action Statement

Develop and implement improvements at the downtown public parking garage to enhance its appearance, identity, safety, and pedestrian access.

##### Strategy Description

The City's public parking garage is truly an asset and opportunity moving forward. It is important to think of parking garages as an enduring resource, give that they are structured and intended to have long use lives (50-70 years). In other words, they are a stable and reliable asset when contrasted with surface parking which is intended "to go away" to make room for new buildings and land uses as Downtown grows. As such, this 299 stall garage should be a center piece for the City's off-street parking program; serving (according to the Guiding Principles) a diverse mix of users that includes employees, downtown residents and visitors needing longer term stay options.

As we noted in the physical assessment of the City parking system and the garage (see **Appendix A**), the garage is not well lit and there is graffiti along some of the walls and stairwell. This environment is not welcoming and leads to a feeling of being unsafe. These observations have been repeatedly confirmed in SAC work sessions and from comments provided in the Public Open Houses and online survey. The SAC concluded that upgrades to the garage's operating systems are critical to the City's ability to attract new users and establish a sense of safety and convenience.

It is recommended that the City engage in a facility review of the garage and develop an action plan and budget to implement improvements. At minimum, the following should be evaluated:

- Lighting/lamping upgrades (particularly in ingress/egress areas, stairwells, lobbies, and elevator plazas)
- Interior and external Signage upgrades (as developed in **Strategy C1**)
- Potential use of awnings as entry plaza identifiers
- Waterproofing needs (if any)
- Elevator improvement
- Interior and exterior paint upgrades
- Deep cleaning of pedestrian stairwells, lobbies, and entry/exit plazas.



##### Order of Implementation

###### Mid-Term

- Engage a consultant to conduct physical assessment, outline needed upgrades, estimate costs, and prepare an implementation schedule that is compatible with City funding.
- Initiate upgrades.

###### Long-Term

- Complete upgrades as funding permits.

##### Estimated Costs

Given the range of improvements that may be necessary to implement it is difficult to estimate what a full capital upgrade to the garage might be. To that end, we would recommend engaging a third-party facilities management/maintenance consultant to assess the garage and lay out both costs and a potential plan for phasing improvements (which would be based on availability of City funds). The City could add into this engagement an ADA compliance evaluation (**Strategy D4**) and additional assessments of the public surface lots (**Strategy D6**) We would estimate that such an assessment would be in the range of \$18,000 to \$22,000.



## **D6 – Implement Surface Lot Improvements**

### **Action Statement**

Bring all City-owned surface parking lots up to a uniform standard.

### **Strategy Description**

Given the proximity of the five City-owned parking lots to the downtown core, it is recommended that all lots maintain the same high standards for paving, striping, lighting, signage, and overall appearance. Consistency among the lots will support a positive and convenient user experience and reinforce the logo and messaging approach recommended in **Strategy C1**.

### **Order of Implementation**

#### **Mid-Term**

- Coordinate with **Strategy D5** assessment(s).
- Evaluate and prioritize City lots for upgrades.
- Determine improvements and budget costs.
- Initiate upgrades as funding permits.

#### **Long-Term**

- Complete upgrades as funding permits.

### **Estimated Costs**

These costs could be rolled into an assessment of necessary upgrades recommended for **Strategy D4** and **Strategy D5**, which calls for engaging a facilities specialist to conduct physical assessments, develop cost estimates, and outline an implementation schedule.



## D7 – Implement On-Street Paid Parking in Highest Demand Areas

### Action Statement

Strategically phase to multi-space pay-stations or single head smart meters in areas where demand exceeds 85% and based on ability to fund. Means to fund such an upgrade should be determined in **Strategy P4**, supplemented by data in **Strategy M8**.

### Strategy Description

One of the key goals of the strategies developed for implementation in earlier phases is to prioritize Downtown on-street parking for customers and visitors. If these strategies have the desired outcome of encouraging employees and long-term visitors to park off-street or out of the core, time-limited parking in Downtown with an effective enforcement program may be adequate to ensure that customers and visitors are able to find parking relatively easily within a short-walk of their destination. This cannot be known until all strategies are put into place and parking utilization data is collected.

However, following implementation of all strategies outlined in this plan for Downtown, parking occupancy data may demonstrate that areas of the Downtown Core routinely exceed 85% occupancy levels during peak periods, limiting parking availability for customers and visitors. Best practice consistently demonstrates that when parking demands begin to exceed the 85% occupancy threshold, implementing on-street paid parking (or increasing on-street paid parking rates) is the most effective way to manage demand and ensure that the greatest number of customers and visitors can be served by the limited number of Downtown on-street parking stalls. In a paid parking system, employees and long-term guests have a strong economic signal to park off-street or in other lower-costs long-term parking areas. The most convenient on-street parking stalls are therefore prioritized for short-term customer and visitor trips, allowing each stall to serve a higher number of vehicles per day on average, contributing to a thriving Downtown.

Due to the costs of installing and maintaining on-street paid parking infrastructure, the strategy is best deployed only when demands reach a point where it is starting to become difficult to find parking in Downtown. This helps to ensure that when paid parking is implemented, the system can pay for itself, and over time, fund additional parking and transportation improvements in Downtown.

### Funding Considerations

During the consultant review of parking finances, estimates of annual revenue generated from existing meters is approximately \$26,000. This low number may be the result of several factors: current rates, the age and operability of the coin only function of the existing meters, the high number of unregulated stalls within the Downtown Study Area boundary, and their location outside the highest demand area (what is now the downtown free zone). The difficulty for Roseburg moving forward will be the cost associated with a transition to new parking meter technology and determining if demand is sufficient to cover the cost of the new technology at reasonable rates.

As an example, the cost of replacing the same number of paid parking stalls (262 spaces) would be in the range of \$290,000 (assuming multi-space pay stations)<sup>27</sup>. The example budget shown provides estimates based on the consultants' recent work in evaluating financial feasibilities of new smart meter systems in other cities (e.g., Salem, OR and Leavenworth and Everett, WA).<sup>28</sup>

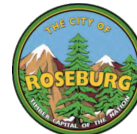
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**The intent of the expense and revenue analyses in the example cities was to determine if the revenue generated through the upgrade would cover the estimated cost to install and operate. In each of the example cities, this was the case, based on the actual demand data available. As such, no other sources of funding were needed to supplement the upgrades.**

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<sup>27</sup> For discussion purposes, given that 262 existing stalls are now metered.

<sup>28</sup> The example here is only for illustrative and discussion purposes as it is based on averages for such projects in other cities. Its conclusions should only be used to better understand potential outcomes and is not provided as a definitive estimate of cost for the City.



As the example shows, the annual debt cost for such a technology upgrade would be in the range of \$73,000 per year, carried over an assumed 5-year financing horizon<sup>29</sup>. There would be an additional annual operating cost of about \$64,032 per year to cover maintenance, equipment repair and associated back office fees that come with smart meters (e.g., operating supplies, software support, credit card fees, etc.). In total, the cost side of an upgrade using these assumptions (262 stalls metered) would total \$135,000 annually through the first five years, dropping in year six as debt is relieved. Of course, these numbers are only examples and could be lower depending on size of area metered and type of equipment selected.

Debt to Carry (Example Only)	
Parking Stalls Metered:	262
Meters to Purchase	29
<b>One-Time Costs</b>	
• Meter System	\$189,222
• Signage	\$3,144
• Installation	\$7,540
• Existing Meter Removal	\$13,100
Warranty (5 years)	\$78,600
Total Debt to Carry (5 years)	\$291,606
<b>Total Debt @ 5% financing</b>	<b>\$364,508</b>
<b>Annual Debt Expense (over 5 years)</b>	<b>\$72,902</b>

What is missing in the example above is potential revenue that could be generated using this technology. In the cities used to create the example, occupancy and use data was available which was translated into revenue generation estimates using various rate scenarios and actual observed visitor activity. The intent of the expense and revenue analyses in the example cities was to determine if the revenue generated through the upgrade would cover the estimated cost to install and operate. In each of the example cities, this was the case, based on the actual demand data available. As such, no other sources of funding were needed to supplement the upgrades and demand was high enough to cover debt/operating costs at reasonable rates.

What is lacking in Roseburg is data related to actual use, which makes forecasting revenue speculative, leaving us no insight into the net difference between estimated debt/operating cost and potential revenue. To this end, we would recommend that the decision to move to new meter technology be strategically phased using on-street use data collected as part of **Strategy M8**, supplemented by funding options developed in **Strategy P4**. To this end, a decision to move to smart meter technology would be based on good data, revenue projections, and demand, all best practice criteria.

### Order of Implementation

Immediate

- Complete **Strategy D1** and **Strategy D2** to determine time limit format for downtown.

### Short- to Mid-Term

- Conduct occupancy and use data collection for, at minimum, on-street stalls in the downtown parking management district (**Strategy M8**).
- Use data findings to determine when demand is sufficient to move some level of paid on-street parking (e.g., in newly identified Downtown Central Core).
- Discuss and determine preferred technology type (pay-station or single head smart meter).
- Finalize as necessary other funding options evaluated in **Strategy P4** that might be necessary to forward an upgrade to smart meter systems.

### Long-Term

- Solicit vendor proposals for new payment technology
- Receive cost proposals from vendors
- Select vendor
- Implement transition plan
- Expand paid system as demand and funding allows

<sup>29</sup> Single head smart meters could be lower in cost (in the \$200,000 range) but would continue the pattern of lots of meter poles in the pedestrian amenity space (which is an urban form question).





### Estimated Costs

Costs of new smart meter equipment is high. Roseburg should investigate all scenarios to determine the most beneficial and cost-effective formats for implementing this type of technology upgrade. Estimated costs for will range based on technology selected, vendor costs and size of supply. Estimates from projects recently completed in the Pacific Northwest are provided below.

- Multi-space meters \$6,000 - \$8,000 per unit (exclusive of indirect costs)
- Single Space Meters \$600 - \$800 per unit (exclusive of indirect costs)
- Data collection See **Strategy M8**



## 4. Summary

Roseburg is one of Oregon's top destination cities, nestled in the beautiful Umpqua Valley and possessing a small-town charm. The City is envisioned to grow, resulting in potential constraints in the downtown parking system which calls for more coordinated and strategic management. The strategies recommended in this report offer a toolbox of methods with which Roseburg can manage its parking-related challenges that come with a successful downtown.

This report recommends parking management strategies that directly address these issues through observation, best practices assessments, research, and stakeholder input. Strategies follow a logical order of implementation, from immediate, near, mid, and long-term, with estimated costs where appropriate. It is hoped that portions of this plan can be implemented as expediently as possible.



## **Appendix A: WP #1 - Parking Inventory and Field Assessment**



# White Paper #1: Parking Inventory & Field Notes

*September 2020 (v1)*

## 1.1 Study Areas

Per input from the City of Roseburg, the 2020 inventory boundaries were drawn to represent parking supplies in the downtown and in the Laurelwood area (near downtown). **Figures A and B** provide an illustration of the two study areas. Note that the inventory boundaries for the downtown and Laurelwood neighborhood were utilized strictly for data collection purposes only and do not necessarily reflect corresponding boundaries associated within current policy and/or code.

## 1.2 Parking Inventory (Supply)

Rick Williams Consulting (RWC) senior staff inventoried all on-street parking within the Downtown and Laurelwood inventory study areas on August 18, 2020. During the inventory, all spaces were catalogued by block face and time limit designation (on-street). On the same day, each of the six (6) City-owned off-street parking facilities were evaluated for stall count and physical condition.

Where physical stall markings were not in place, RWC used measuring wheels to estimate stall capacity. RWC uses a 23-foot standard to calculate stalls on blocks that are not marked or striped. RWC also accounts, in this type of measurement, for sight lines, turn radius for curb cuts, and things like fire hydrants to ensure that stall inventory estimates are both accurate and cognizant of actual operational functionality within a street's circulation system.

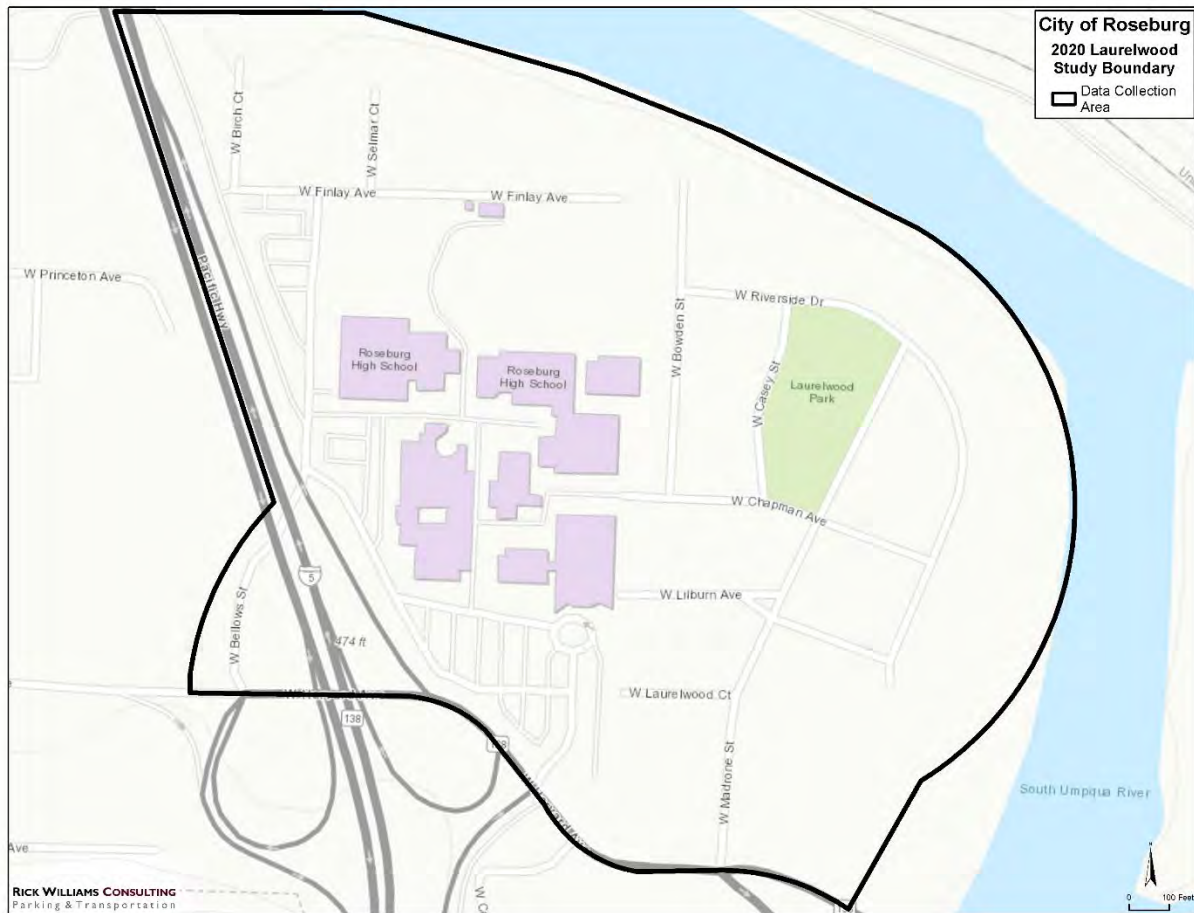
In total, the Downtown parking inventory is comprised of 1,365 publicly owned stalls, including 822 on-street stalls and 543 off-street stalls located in six (6) public facilities (5 lots/1 garage). The Laurelwood on-street parking inventory totals 261 on-street stalls. The complete area inventories are summarized in detail in the following sections.



[illegible]



Figure B: 2020 Laurelwood Inventory Study Area



## Downtown

### On-Street Parking

The on-street system is comprised of several stall types which can largely be separated by pay-to-park (coin meter), unmetered (no fee charged), and uniquely signed special use spaces (e.g., ADA accessible).

There are 822 total on-street parking stalls within the Downtown study area. Of this total, 262 (31.9%) are metered pay-to-park, while the remaining 560 (68.1%) are unmetered. Most unmetered stalls have no time restriction (424 stalls), which allow unlimited parking. Of these stalls, 322 (39.2% of total) are in the Downtown Free Parking Zone – Employee Parking Prohibited and 102 (12.4% of total) are unrestricted (no signage). The remaining unmetered stalls consist of 10-Minute (16 stalls), 15-Minute (7 stalls), 30-Minute (4 stalls), 1-Hour (17 stalls), 2-Hour (73 stalls), and special use (19 stalls). Pay-to-park stalls, which all have single head, coin-operated meters, consist of 2-Hour (156 stalls), 3-Hour (13 stalls), 5-Hour (15 stalls), and 10-Hour (78 stalls). The complete breakout of stalls by type in the downtown is summarized in **Table 1**.

Parking is enforced mostly Monday through Friday, with some stalls including Sunday, over a variety of hour ranges including 8:00 AM to 5:00 PM (12 stalls), 8:00 AM to 6:00 PM (35 stalls), 9:00 AM to 4:00 PM (1 stall), 9:00 AM to 5:00 PM (36 stalls), and 9:00 AM to 6:00 PM (234 stalls).

According to the City of Roseburg, enforcement hours of the Downtown Free Parking Zone stalls are from 9:00 AM to 5:00 PM, Monday through Saturday (322 stalls). Of the Downtown Free Parking Zone stalls, 14 stalls are also enforced from 1:00 AM to 5:00 AM. Sunday enforcement hours consist of 7:00 AM to 2:00 PM (3



stalls) and 9:00 AM to 2:00 PM (12 stalls), with most parking being free and unregulated all day. The remaining 153 stalls have no known enforcement hours associated with them.

*Table 1: Downtown on-street parking supply by stall type and restriction*

Stall Type	All	% Total	Metered	Unmetered	Signed Or by permit
<b>On-Street Supply</b>	<b>822</b>	<b>100.0%</b>	<b>262 (31.9%)</b>	<b>530 (64.5%)</b>	<b>30 (3.6%)</b>
10 Minute	16	1.9%	-	16	-
15 Minute	7	< 1%	-	7	-
30 Minute	4	< 1%	-	4	-
1 Hour	17	2.1%	-	17	-
2 Hour	229	27.9%	156	43	30
3 Hour	13	1.6%	13	-	-
5 Hour	15	1.8%	15	-	-
10 Hour	78	9.5%	78	-	-
Downtown Free Parking Zone <sup>1</sup>	322	39.2%	-	322	-
Unrestricted No Signage	102	12.4%	-	102	-
ADA accessible	15	1.8%	-	15	-
RV & Trail Parking Only	3	< 1%	-	3	-
Veteran Service Van Parking Only	1	< 1%	-	1	-

**Figures C and D** provide a detailed mapping of each of the 822 identified on-street stalls within the downtown inventory study area. Given the complexity of detail (and for readability) in the mapping, the inventory was divided in half for the area north and south of SE Washington.

<sup>1</sup> Employee Parking Prohibited



Figure C: Downtown on-street parking supply by stall type and restriction, North of SE Washington Avenue

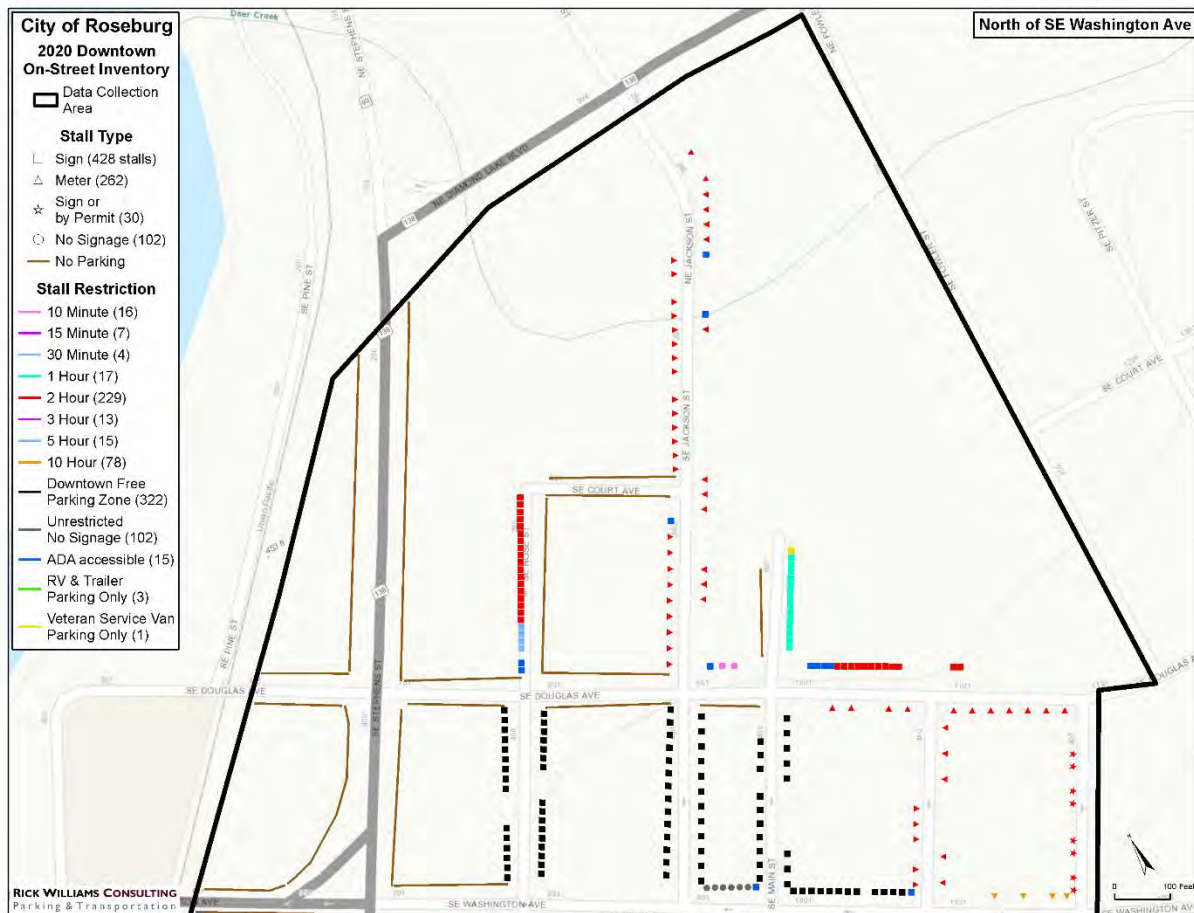
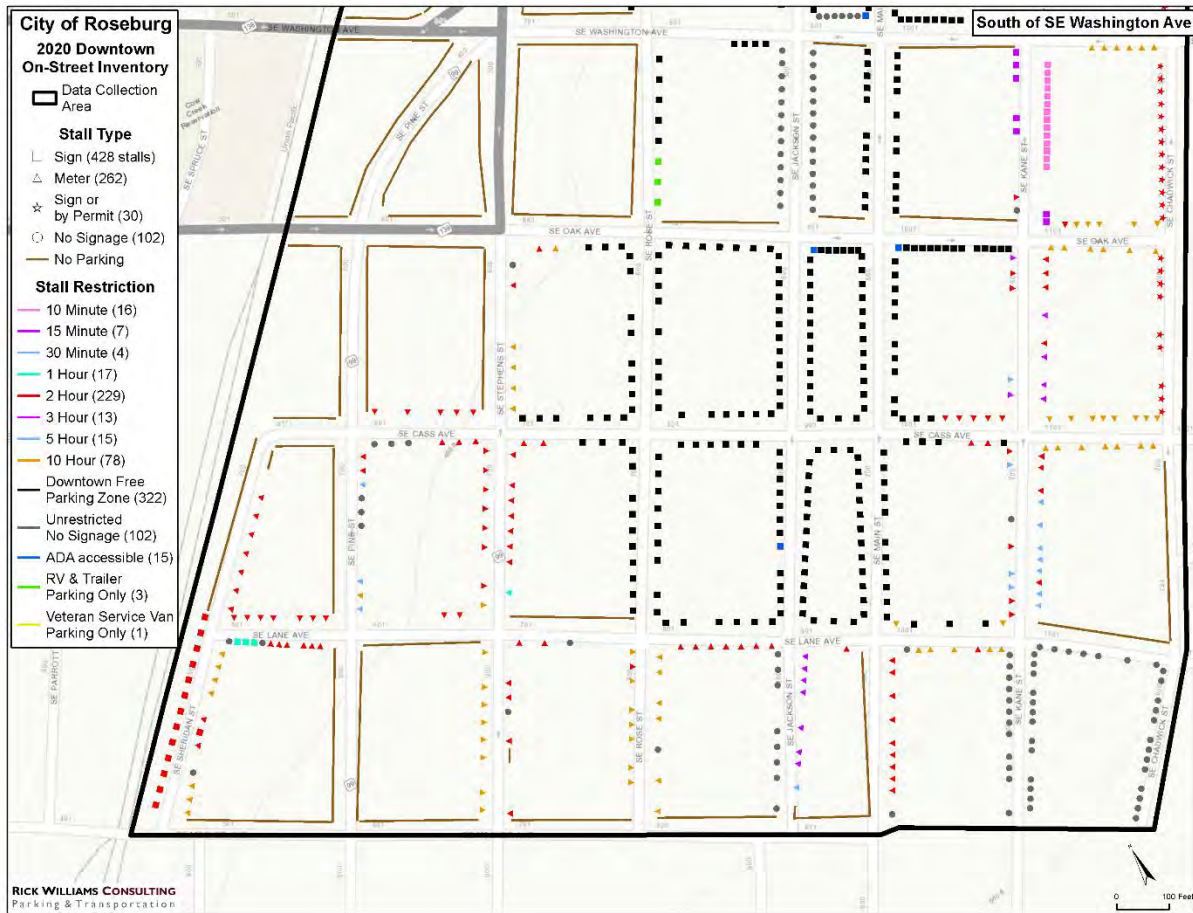






Figure D: Downtown on-street parking supply by stall type and restriction, South of SE Washington Avenue



## Off-Street Parking

The City owns six (6) off-street sites in the downtown inventory study area and all are publicly accessible. These sites total 543 stalls. The location of these sites is illustrated in **Figure E**.

Of this total, two (2) City lots provide free (including the ground-level of the parking garage), unlimited parking to the public, with a combined 221 stalls (about 41% of all off-street parking downtown). The remaining 322 stalls consist of permit (240 stalls), employee (55 stalls), and special use (27 stalls) parking only. This is summarized in **Table 2**.





Table 2: Downtown off-street parking supply by stall type (combined supply)

Stall Type	Stalls	% Total
<b>Off-Street Supply Collected (6 sites)</b>	<b>543</b>	<b>100.0%</b>
Permit Parking Only	238	43.8%
Permit Parking Only Oversize Vehicles	2	< 1%
City Employee	53	9.8%
Employee Only	2	< 1%
2 Hour Public Safety Center Event Parking Only or by Permit	17	3.1%
Unrestricted No Signage	221	40.7%
ADA accessible	8	1.5%
Electric Vehicle	2	< 1%

The largest City facility is the Parking Garage (299 stalls), located at the corner of SE Washington and SE Rose. The smallest is the Shalimar Lot (19 stalls), located mid-block on the west side of SE Stephens, between SE Cass and SE Lane. All the off-street sites, except for the Free Parking lot (at the Corner of SE Cass and SE Rose), are primarily allocated to quarterly permit parking and employee parking. Of these sites, three (3) dedicate 100% of their parking supply to permit parking (Armory Lot, Shalimar Lot, and Phillips Lot).

**Table 3** provides a breakout of each lot by types of uses and fee (where applicable).

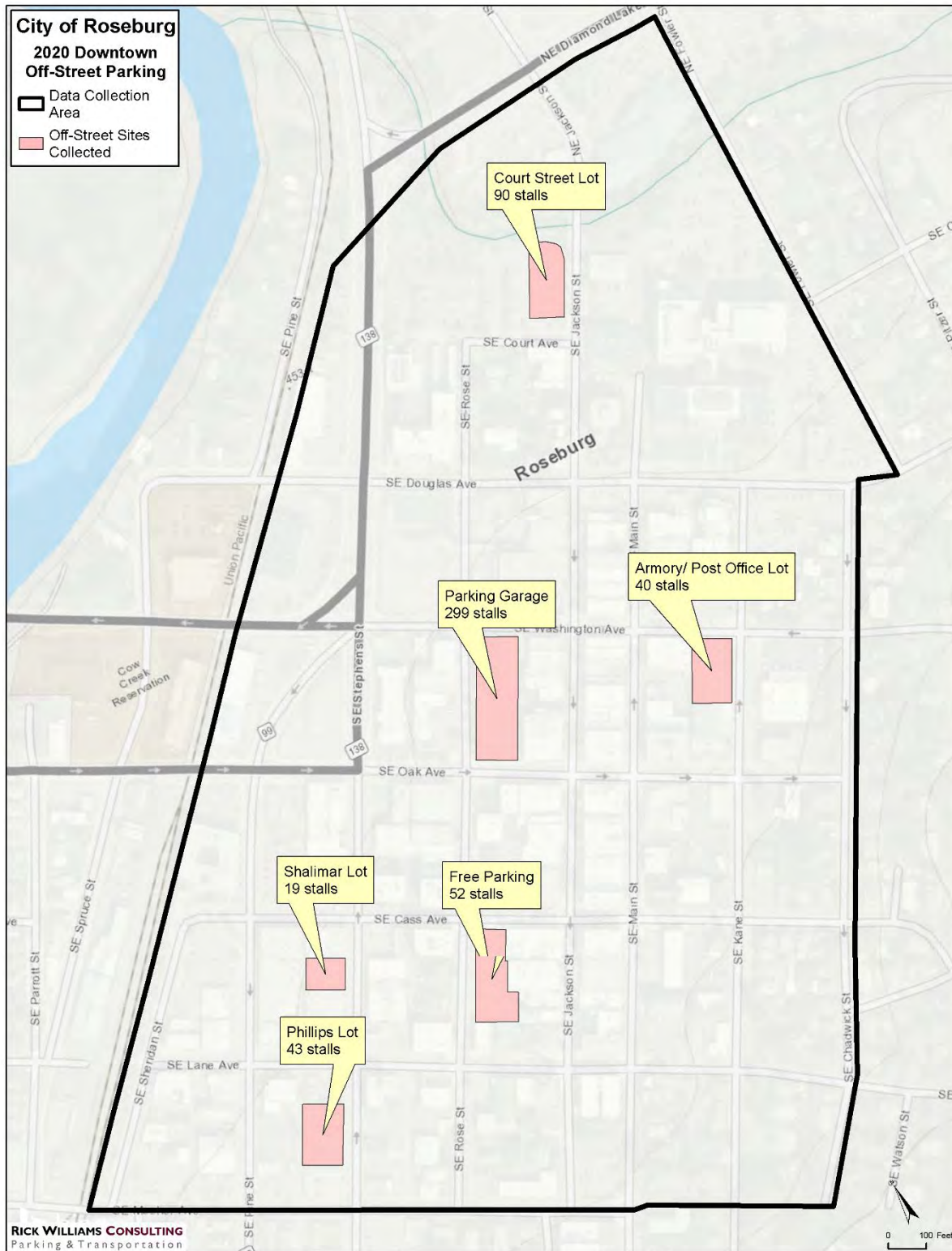
Table 3: Downtown off-street by site, stall type, and permit cost

Stall Type	Court Street Lot	Parking Garage <sup>2</sup>	Armory Lot	Free Parking	Shalimar Lot	Phillips Lots
<b>Permit Cost per Quarter</b>	<b>\$51.00</b>	<b>\$66.00</b> <b>\$51.00</b> <b>\$75.00</b>	<b>\$72.00</b>	-	<b>\$75.00</b>	<b>\$66.00</b>
<b>Off-Street Supply Subtotal</b>	<b>90</b>	<b>299</b>	<b>40</b>	<b>52</b>	<b>19</b>	<b>43</b>
Permit Parking Only	17	119	40	-	19	43
Permit Parking Only Oversize Vehicles	-	2	-	-	-	-
City Employee	53	-	-	-	-	-
Employee Only	-	-	-	2	-	-
2 Hour Public Safety Center Event Parking Only or by Permit	17	-	-	-	-	-
Unrestricted No Signage	-	173	-	48	-	-
ADA accessible	3	3	-	2	-	-
Electric Vehicle	-	2	-	-	-	-

<sup>2</sup> Parking permit costs per quarter are shown for the second, third, and oversized floor, respectively.



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





## Laurelwood

### On-Street Parking

The residential area is comprised of 261 on-street parking stalls, most of which are dedicated to Residential Permit Parking use (93.1%). The remaining stalls consist of no time restriction (16 stalls with no signage) and Park Use Only (2 stalls). Parking is enforced during school days from 8:00 AM to 2:00 PM at Residential Permit Parking stalls only. Parking is also enforced Monday through Friday from 4:00 AM to 6:00 PM on W Bellows Street between SW Washington Avenue and W Finlay Avenue, which allows for no parking through the corridor. However, an additional 42 stalls with no time restriction become available after the enforcement hours.<sup>3</sup> Parking is free and unregulated all day on non-school days, Saturday, and Sunday.

**Table 4** summarizes the parking supply within the Laurelwood inventory study area.

*Table 4: Laurelwood on-street parking supply by stall type and restriction*

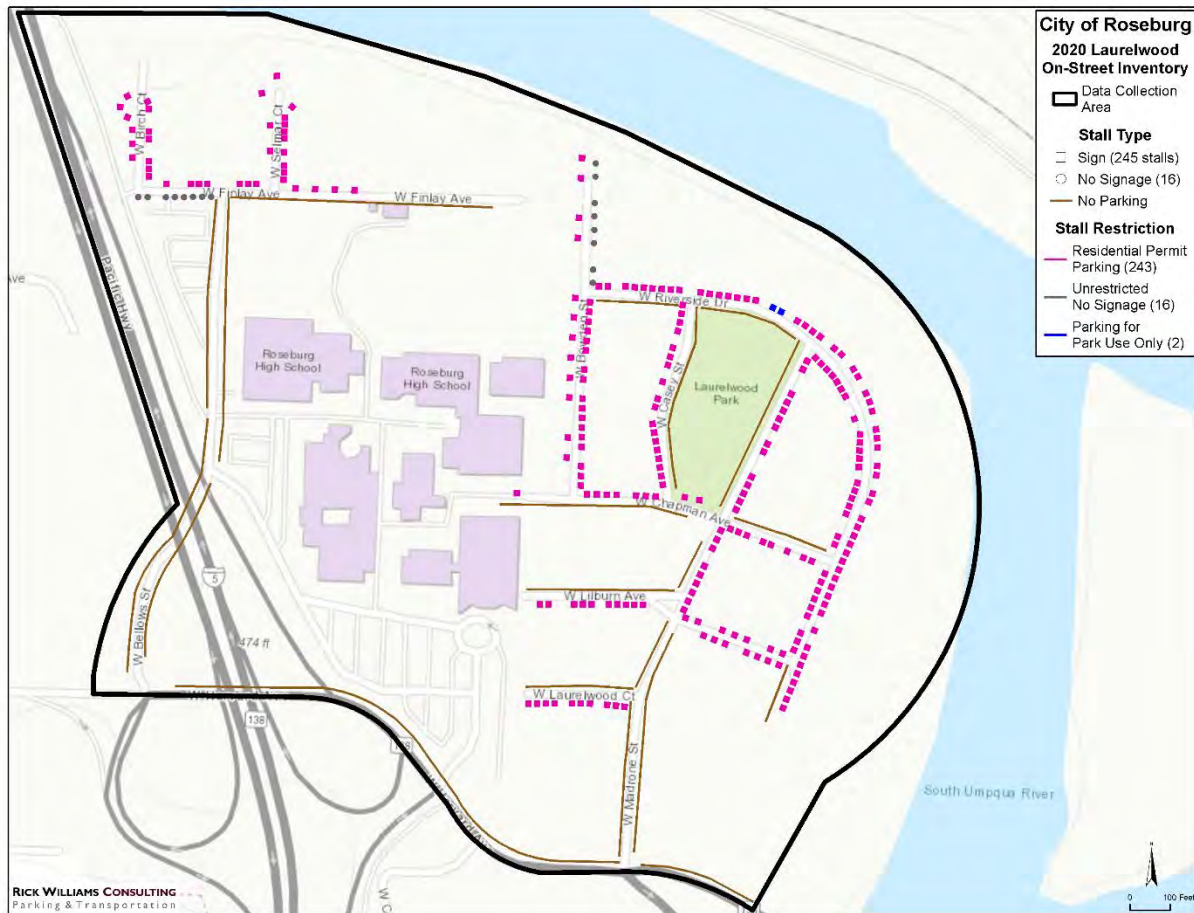
Stall Type	Stalls	% Total
<b>On-Street Supply</b>	<b>261</b>	<b>100.0%</b>
Residential Permit Parking Only	243	93.1%
Unrestricted No Signage	16	6.1%
Parking for Park Use Only	2	< 1%

**Figure F** provides a detailed mapping of each of the 261 identified on-street stalls within the Laurelwood inventory study area.

<sup>3</sup> For inventory purposes, this area is restricted to no parking for the majority of a typical day and is noted as such.



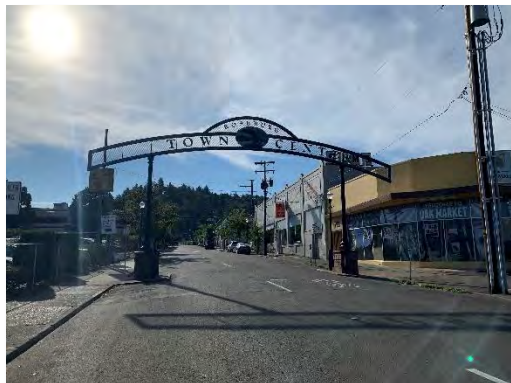
Figure F: Laurelwood on-street parking supply by stall type and restriction



### 1.3 Field Notes

#### Downtown - Overview

Downtown Roseburg is a beautiful and historic Main Street city located in the scenic Umpqua River Valley of Southern Oregon. The Downtown features several street amenities including hanging flower baskets, city maps, community art, ADA curb cuts, and bicycle racks. These features compliment historic buildings along Main street, which create a very walkable downtown serving a diversity of businesses. The photo montage below illustrates the variety and quality of these streetscape amenities.







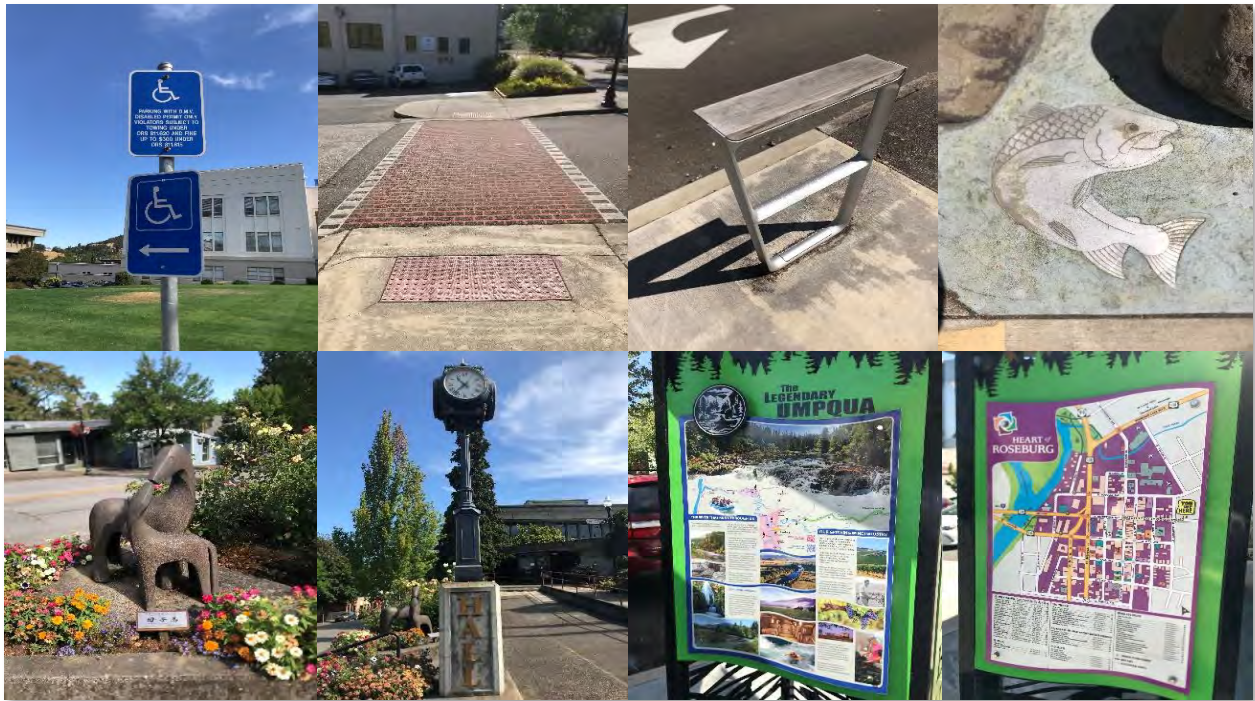
On-street parking Downtown on-street parking is well striped, creating an ordered system for drivers where allowed parking is easily identified (see photo at right). Drivers can park downtown in the 'free zone' which allows drivers to park on-street without having to pay nor adhere to a time stay. However, the boundary of the free zone is irregular and confusing as meters/time stays may begin in the middle of a street abutting the free zone.<sup>4</sup> Further, the on-street signage is also confusing, unclear, and not consistent. Overall, the parking occupancy of the on-street system was moderate the day of the inventory<sup>5</sup>. The highest on-street occupancy observed occurred in the free zone.

From visual observation, use appeared to be in the range of 50%-60% of supply, which is seen as moderate/adequate from an industry perspective (see graphic at right).

The free zone allows for free all day long-term parking near many retail shops along the main street. Single-head meters are on the periphery of the downtown, and in some instances are in front of single-family housing units. The meters are older and outdated coin-operated meters which do not allow for credit/debit card nor smartphone transactions, which (based on industry findings) is the preferred method of payment by users. The time-limits for the meters are inconsistent throughout the inventory and along single blackfaces, varying from 2 hours to 10 hours. Therefore, street signage did not always comport with the actual meter time-limit at a location. Rates also varied, along with enforcement hours. Recorded enforcement hours from meters included 8:00 AM-6:00 PM and 8:00 AM-5:00 PM (9 and 8 hours, respectively) allowing for enforcement gaps for 10-hour metered stalls. This can be frustrating to customers and communicates a confusing message overall. The photo montage below shows the range of meter type and quality. A further examination of the meters, meter location, corresponding signage and enforcement would benefit the on-and off-street systems. Off-street parking

<sup>4</sup>See map of Downtown Free Parking area in Appendix at the end of this document.

<sup>5</sup>Observations were completed in August 2020 with some COVID-19 restrictions in place.



a location. Rates also varied, along with enforcement hours. Recorded enforcement hours from meters included 8:00 AM-6:00 PM and 8:00 AM-5:00 PM (9 and 8 hours, respectively) allowing for enforcement gaps for 10-hour metered stalls. This can be frustrating to customers and communicates a confusing message overall. The photo montage below shows the range of meter



type and quality. A further examination of the meters, meter location, corresponding signage and enforcement would benefit the on-and off-street systems. Off-street parking

## Downtown - Parking

### Off-street parking

Like the on-street system, the six (6) public off-street lots and parking garage were largely underutilized at the time of observations (refer to **Figure E** Downtown off-street parking supply). Not surprisingly, the free zone lot, which is essentially an off-street extension of the on-street free zone, is the most occupied of the off-street lots. The lower level of the parking garage allows for visitor parking, while the two upper levels are permit only.

The Parking Garage is centrally located in downtown, however, not well utilized. It is not well lit and there is graffiti along some of the walls and stairwell. This environment is not welcoming and leads to a feeling of being unsafe.

The Court Street lot is divided into City employee parking, permit holders and public safety events parking, although the signage is somewhat confusing. The Armory lot, also a permit lot, is relatively well utilized. Finally, the Shalimar and Phillips permit lots had very low occupancies. Overall, the six (6) lots are well striped on smooth pavement. Signage is well marked but inconsistent and, at times, confusing. There is not a unifying City brand for the off-street lots.

Of the six (6) public off-street lots, the free zone lot and the Armory lot appeared to have the highest usage<sup>4</sup>



Free Zone Lot



Parking Garage



Phillips Lot

## Laurelwood - Parking

<sup>4</sup> Observations were completed in August 2020 with some COVID-19 restrictions in place.





The Laurelwood neighborhood near the local high school and Chadwick street, abutting the downtown area, are both part of Residential Permit Programs (RPP).

The street signage reflects that permit holders are prioritized for the on-street system. In the Laurelwood neighborhood, the residential permit stalls are enforced from 8:00 AM – 2:00 PM during school days. Overall signage is apparent in most areas, however, there are some gaps as well as confusing signage, which could lead to unwarranted parking tickets. Chadwick street signage is straightforward (2-hour parking or by residential permit).

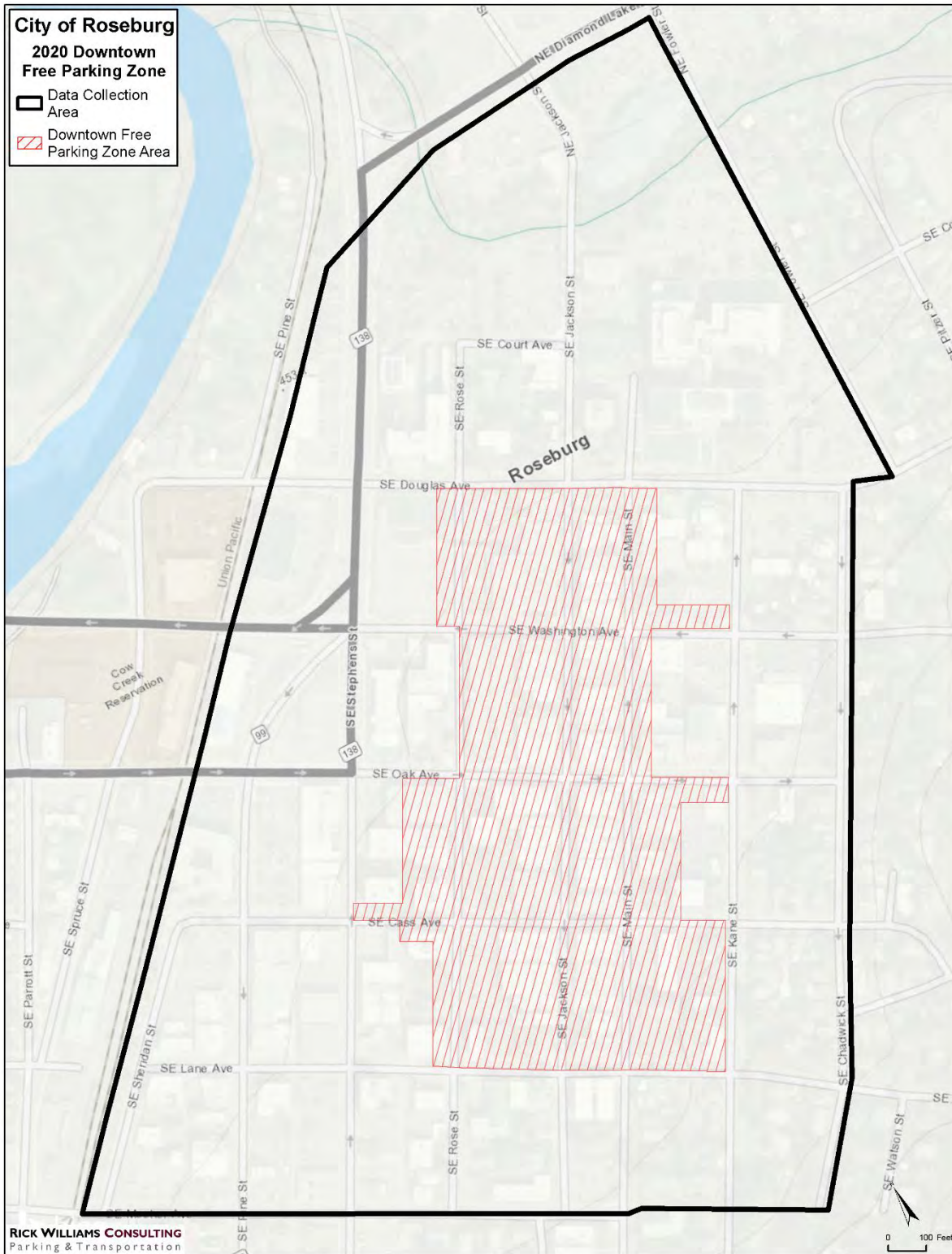


Overall, the RWC survey staff observed several promising elements of the on- and off-street parking systems. Further investigation and ultimately strategic recommendations will help modernize the systems allowing for an effective and efficient parking experience for all users.



## Appendix A

Figure G: Downtown Free Parking Zone area







## **Appendix B: WP #2 – Review and Assessment of Policy and Code**



## White Paper #2: Review and Assessment of Policy and Code

September 2020 (v1)

### 1.1 Purpose

The description of services for the Roseburg Downtown Parking Assessment calls for a review of the current Roseburg Municipal Code (RMC) regulations regarding the City's parking program and provide recommendations for amendments to help facilitate a more successful parking program. Current RMC regulations for parking are in Title 8, Chapter 8.02 - TRAFFIC CONTROL AND GENERAL PARKING REGULATIONS and Chapter 8.04. - PARKING IN DOWNTOWN PARKING DISTRICT, Chapter 8.06 - ON-STREET PARKING EXEMPTIONS, and Chapter 8.08 - PARKING FINES AND ADDITIONAL REMEDIES.

This Section will summarize the consultant's review of the parking code and recommendations for additions and revisions to the current code. The review will also propose several parking policy elements that will be beneficial to, and supportive of, specific code sections. The recommendations herein will also be referenced in the Recommendations and Implementation Plan.

### 1.2 Background

One of the most significant challenges of managing a municipal parking system is trying to accommodate the needs of competing user groups. The parking system simply cannot serve all users' needs equally, particularly when the demand for a space occurs during similar peak times. Parking is a scarce and costly resource that needs to be prioritized for the highest and best use.

*With a clear understanding of who has priority to a parking spot, policies can be developed that "get the right user to the right space." This outcome should be reflected both in a city's parking policy framework and, subsequently in its code regulations which are established to ensure parking priorities are delivered.*

Knowing there is a limited supply of parking, city parking managers must make decisions regarding who should get priority access to specific stalls. Further, when one group is not prioritized, city parking managers must consider how and in what form their parking needs should or should not be accommodated. Industry best practices emphasizes that there should be high clarity and agreement in identifying priority users of the parking system, particularly for publicly controlled on- and off-street resources. With a clear understanding of who has priority to a parking spot, policies can be developed that "get the right user to the right space." This outcome should be reflected both in a city's parking policy framework and, subsequently, in its code regulations which are established to ensure parking priorities are delivered.

The following analysis provides an overview of recommendations for revisions to Title 8 of the Roseburg Municipal Code related to parking management and program delivery. The intent here is to augment policy guidance and clarify regulatory standards within the code.

### 1.3 Title 8 Parking Code Review

Find below specific references in Title 8, Sections 8.02 - Traffic Control and General Parking Regulations and 8.04 - Parking in Downtown Parking District, that could be refined/modified to create a more direct functional relationship between the City's overall management of parking and intent to support a more efficient and successful downtown.

#### Policy Guidance - Purpose and Intent

##### 8.02.010 - Traffic laws—State statutes adopted.

Based on the premise that growth in the downtown will require an integrated and comprehensive package of strategies to respond to growth, it will be important to establish clear priorities necessary to facilitate an efficient and successful parking program. Without clear and consensus priorities, it becomes difficult to initiate solutions requiring changes to the parking system (and the status quo) and form partnerships between stakeholders that facilitate success.



### Consultant Finding:

At present, Title 8, Chapter 8.02 of the code does not include any reference to parking policy priorities. It does reference policy related to traffic laws in 8.02.010, stating "it is the policy of the City to conform its traffic laws as closely as feasible to the traffic laws of the State of Oregon." The 1999 Downtown Roseburg Master Plan<sup>1</sup> provided parking focused guidance for the downtown system and was heavily weighted (in parking guidance) to street systems and new parking infrastructure, with a specific recommendation to ensure that most on-street parking remain free and unregulated (except for time limits along Jackson Street). That said, the guidance from this document is over 20 years old and does not tie well into a linkage between policy intent and code regulations.

As related to parking and parking management in code, many cities include in their codes a section called "purpose and intent" (e.g., Portland) or "legislative findings" (e.g., Corvallis) which serve as pre-sections of a code chapter. The goal being to create a relationship between code regulations and a priority intent.

### Consultant Recommendation:

Consider retitling this section to Purpose and Intent – Traffic Laws and Parking Management. This would preserve 8.02.010 A and B, which specifically refers to policies related to traffic. A new section C would be added stating:

- C. Where parking is regulated, the City of Roseburg intends to:
1. Coordinate parking in a manner that supports the unique character of emerging downtown districts and neighborhoods.
  2. Strive to achieve parking operations that are financially sound and self-sustaining, taking into consideration affordability and efficiency.
  3. Capitalize on strategic investments in technology to improve parking management and the user experience.
  4. Manage the on-street system to provide a rate of turnover that supports "district" vitality.
  5. Reduce conflicts for access between users, prioritizing visitor access in commercial districts and residents and their guests in neighborhoods.
  6. Provide sufficient parking to meet employee demand, specifically in conjunction with City owned off-street facilities and other reasonable travel mode options.
  7. Be supportive of the City's goals for Downtown by managing parking to encourage other modes of travel where feasible.
  8. Use performance measurements and reporting to ensure the intent and purpose for parking management are achieved.

This revision would create a straightforward and easy to articulate outline of purpose and intent that will better inform the public (and readers of the code) as to the need for parking management when certain conditions require city actions and programs. It will better clarify actual code regulations as they will now tie back to stated priorities.

### **Policy Guidance – Fee/Rate Policy**

Adjusting parking rates and fees is always a difficult process. Cities that do not have clear criteria for adjusting rates and fees often experience political and community pushback, which at times delays or suspends financial decisions that can have significant impacts on parking and general funds, mitigation of access constraints and forward progress in evolving parking and access systems.

It is not uncommon for medium-small cities to not have established rate policies. However, growing cities that anticipate different parking and transportation needs and goals often provide a framework and path

<sup>1</sup> 1999 Downtown Roseburg Master Plan. See especially, Chapter IV.



from which rates can be adjusted based upon a clear policy statement(s). This type of approach can serve as a guide for Roseburg.

#### Consultant Finding:

Within the Roseburg Code, there is not clear direction as to a parking rate or fee policy to help guide decision making on rate increases (or decreases). There is also use of both the terms “fee” and “rate,” which, upon first review, may or may not have similar meaning.

There is only a reference in 8.02.030 F.4. – City Manager powers, that states the City Manager can exercise administrative action as regards “parking area time limitations, including the form of permissible parking and any fees thereof” though this authority *does not extend to* “establishing parking meter zones or parking meter rates.”<sup>2</sup> Subsequent code sections do not clearly state who does have authority or the specific criteria for setting rates or fees. In 8.02.040 D.4. – Criteria for administrative actions, it does indicate that the City Manager, with the decision of City Council, will consider “the demand for operating revenues, the cost of operation and enforcement of the parking regulations.” The consultant assumes parking rate and fee adjustments are targeted in this regard, though again, that is not clear.

#### Consultant Recommendation:

To guide rate changes over time, we recommend adopting a formal administrative document that outlines the City’s Parking Rate Policy and protocols for fee/rate adjustments. This document would then be referenced in 8.02.030 - City Manager powers and 8.02.040 – Criteria for administrative actions (see below).

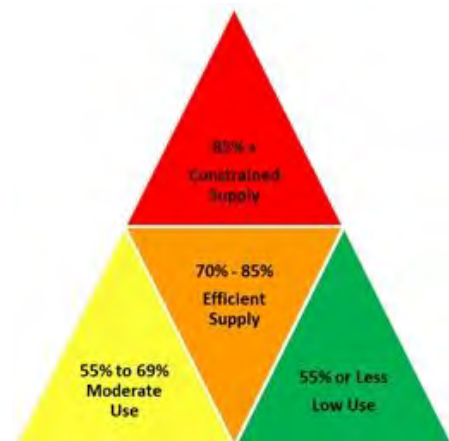
Evaluative criteria that are common in other municipalities, are described below. The City of Roseburg may want to consider other metrics and protocols that better fit its administrative and management capacities. The intent, as stated, is to create a formal administrative policy document that establishes clear metrics and protocols for advising City Council and the community on the strategic review and potential adjustment of parking rates and fees.

#### **Periodic Review**

Establish a routine review of parking rates to ensure that rates are adequate to parking demand and coverage of normal operating costs associated with the City’s parking operations and enforcement. Review would also be consistent with new language related to Purpose and Intent recommended above for 8.02.010 C. Best practices would suggest review no later than every two years.

#### **Target Occupancy Ranges**

On and off-street rates should be calibrated based on measured occupancy levels and compared to a set of targets (such as 85%) to determine whether rates are effectively supporting downtown businesses.<sup>3</sup>



#### **Establish Rate Ranges**

A rate range refers to the potential rates for a specific area or parking type (e.g. hourly on-street, employee, and residential permits and/or citations). For example, the new rate policy could allow for rate changes to be carried out administratively if they fall within a range established by Council and are based on an agreed-upon evaluation process. City Council should approve ranges that establish a minimum rate and an upper rate

<sup>2</sup> Emphasis added by the consultant.

<sup>3</sup> The “85% Rule” is an operating principle and industry based management tool for coordinating a parking supply. When occupancies routinely reach 85% in the peak hour, more *intensive and aggressive* parking management strategies are called for to assist patrons in finding available parking. The “85% Rule” standard will facilitate Roseburg’s ability to make reasonable and effective decisions regarding fees/rates, time stays, enforcement and other strategic decisions related to capacity management.





to which adjustments can be made over time. For instance, Vancouver, WA has rate ranges for on-street parking that range from \$0.35 - \$2.00 per hour and \$30 - \$150 per month for monthly passes. The decision to adjust rates is made based on clearly established criteria that are documented, measured, and reviewed by the City Manager and appropriate staff and/or committee. If criteria are met, then the City Manager has the authority to adjust rates within the approved ranges without Council approval. Once the top end of a rate range was achieved, City Council would need to approve new ranges.

### Key Metrics

Common metrics used for “calibrating” parking rates and fees include:

- **True cost:** True cost refers to the actual cost necessary to cover the normal operating cost and debt coverage of the parking inventory in question. This would include the cost of supplies, operating fees, maintenance, support, and operation of the on-street pay-to-park system as well as the reasonable cost of financing debt. Enforcement citation rates/fees would be based on the cost of labor, administrative support, and equipment/technology.
- **Growth & Maintenance:** Reasonable increments necessary to assure continued growth and replacement of the operating system itself? This would include turnover of equipment due to life cycle replacement, new technologies and/or other factors of growth in the *operating* system.
- **Parking occupancies:** Sustained occupancies in excess of 85% (i.e., market demand).
- **Comparable cities:** To ensure rates are reasonable with other like-sized cities, rates and fees should use comparisons to a set of reasonable comparable cities and routinely track their rate performance over time for on-street, off-street and enforcement. This provides the City with a “market” assessment of rates for similarly sized cities.

### Data Collection

Ideally, the City would move to a data-driven approach to inform fee/rate changes. This would require parking occupancy data to be collected on a regular schedule to assess the true parking environment.

### General Code Guidance

Find below specific references in Title 8, Section 8.02 - Traffic Control and General Parking Regulations, that could be refined/modified to create a more direct functional relationship between the City’s overall management of parking and intent to support a more efficient and successful downtown.

#### **8.02.005 - Definitions**

##### Consultant Finding:

With the conclusion of the downtown assessment of parking, it may be necessary to amend one definition in this code section (i.e., Downtown Parking District) and add definitions for fees and rates.

##### Consultant Recommendation:

Add new definitions:

- **Downtown Parking District** – the current definition may need revision per consultant recommendations, which would include in the “downtown parking district” only block faces that are zoned for commercial uses.
- **Fees and Rates** –8.02.005 should add definitions for both “fees” and “rates” as they currently seem to be used interchangeably throughout Section 8.02. If there is a clear distinction between the two terms, they



should be defined here. If they are intended to be one and the same, then one should be selected for consistent use throughout all sections of 8.02.

- **Metered Parking** – any time limited parking stall or parking area where use of parking is limited by a posted maximum time allowance and requires payment of a stated fee for use, whether by coin, credit/debit card or virtual payment (on-line payment or data base record).
- **Parking permit** – a document, card, hang-tag, sticker or chip for display in a vehicle, as well a virtual (data base record), showing accurately the driver of the vehicle has permission to park in a specific area and the terms and conditions of use are stated on the permit.
- **Time Limited Parking** – any parking stall or parking area where use of parking is limited by a posted maximum time allowance. Time limited parking may or may not require payment of a fee.
- **Types of Parking** – the code currently has definitions for loading zones and passenger loading zones. It may be useful to establish definitions for:
  - **High turnover parking stalls** – any parking stall signed or metered for stays of less than 1 hour.
  - **Long-term parking stalls** – any parking stall signed or metered for stays of more than 4 hours.
  - **Short-term parking stalls** – any parking stall signed or metered for stays of 1 to 4 hours.

#### **8.02.030 F.4. - City Manager powers (as relates to fees and rates)**

##### Consultant Finding:

8.02.030 F.4. currently states that the City Manager can, by administrative action, establish, maintain, or alter, "Parking areas and time limitations, including the form of permissible parking and any fees therefor. This authority does not include establishing parking meter zones or parking meter rates."

At this point, the City code does not provide clear direction or criteria for establishing or adjusting fees/rates.

##### Consultant Recommendation:

We recommend that the City consider changing the language in 8.02.030 F.4 to state:

- Parking areas and time limitations, including the form of permissible parking and any fees or rates therefor as provided in 8.02.040 D.4.

This change will refer to new language in 8.02.040 D.4. (see below) that provides the City Manager flexibility to manage fees/rates within the context of a City Council established administrative policy for managing fees/rates in Policy Guidance - Parking Fee/Rate Policy described above.

#### **8.02.030 F.4. - City Manager powers (as relates to enforcement)**

##### Consultant Finding:

8.02.030 I currently states that the City Manager can, by administrative action:

Adopt and enforce parking and traffic control regulations at the Roseburg Regional Airport. Enforcement will include state laws and City ordinances regarding motor vehicle operations and all parking and traffic control devices at the Airport.

No other section of the code addresses enforcement outside of the Roseburg Regional Airport.

##### Consultant Recommendation:

Revise 8.02.030 I to state:

- Adopt and enforce parking and traffic control regulations for all regulated parking areas or districts. Enforcement will include state laws and City ordinances regarding motor vehicle operations and all parking and traffic control devices where parking is regulated.



#### **8.02.040 – Criteria for administrative actions**

##### Consultant Finding:

8.02.040 D.4 currently states that administrative actions of the City Manager and the decision of the City Council upon review of such actions shall (among other conditions) be based upon consideration of “the demand for operating revenues, the cost of operation and enforcement of the parking regulations.” This language does not clarify a procedure for establishing the need for a fee/rate adjustment, nor a timeline for such review. The current language also infers that all fee/rate adjustments are case-by-case reviews by City Council, which reduces the flexibility of the City (through the City Manager) to adjust fees/rates as necessary to demand, within a City Council approved framework of criteria (see Policy Guidance - Fee/Rate Policy, above).

##### Consultant Recommendation:

Revise 8.02.040 D.4 to state:

- Guidance on fee/rates as set forth in the City’s Fee/Rate Policy for parking.

This change will allow the City Manager the flexibility to adjust rates more appropriate to demand and market circumstances, using clear metrics and standards. This will streamline the process and better support decision-making and system viability.

#### **8.02.090 B.1. - General parking regulations (parallel/angled parking).**

##### Consultant Finding:

8.02.090 B.1- Required Methods of Parking would appear to prohibit angled parking, requiring that all parking in a street will be “parallel with the edge of the roadway, heading in the direction of lawful traffic movement...” We were not sure if opportunities for angled parking exist in Roseburg but have experience with some cities that have found it advantageous, where feasible, to increasing parking capacity and supporting street level businesses.

##### Consultant Recommendation:

To provide flexibility in the future for examination of potential opportunities to expand on-street parking capacity, we would recommend that 8.02.090 B.1 be revised to state:

- Unless approved by the City Traffic Engineer, no person shall stand or park a vehicle in a street other than parallel with the edge of the roadway, headed in the direction of lawful traffic movement and with the curbside wheels of the vehicle within twelve inches of the edge of the curb, except where the street is marked or signed for angle parking.

#### **8.02.090 E.2. - General parking regulations (as regards bus stops and taxicab stands).**

##### Consultant Finding:

This reference is more a housekeeping question to ask if the City has actual taxicab stands in place. If so, it might be useful to remove the reference to taxicab stands. That said, such stands may exist at the airport. If taxicab stands are in place, then the finding and recommendation below are moot.

8.02.090 E.2 - Vehicles Other Than Buses or Taxicabs states:

- No person shall stop, stand or park a vehicle, other than a bus in a bus stand, *or other than a taxicab in a taxicab stand*, except that the driver of a passenger vehicle may temporarily stop for the purpose of, and while actually engaged in, loading or unloading passengers, when such stopping does not interfere with any bus or *taxicab* waiting to enter or about to enter such zone.



Consultant Recommendation:

If taxicab stands are not in place in the downtown or at the airport, then retitle 8.02.090 E.2 as Vehicles Other Than Buses, and state:

- No person shall stop, stand or park a vehicle, other than a bus in a bus stand, except that the driver of a passenger vehicle may temporarily stop for the purpose of, and while actually engaged in, loading or unloading passengers, when such stopping does not interfere with any bus waiting to enter or about to enter such zone.

**8.02.100 - Parking meter regulations.**

Consultant Finding:

Given changes in technologies for payment of parking and to recognize that parking stalls may be regulated by time limit only as well as through use of meters (coin operated and pay station), we believe the current titling of this section is outdated.

Consultant Recommendation:

8.02.100 should be retitled as 8.02.100 – Use of regulated parking.

**8.02.100 A. - Parking meter regulations (as regards payment for parking).**

Consultant Finding:

The current language is focused on coin use of metered parking. Regulated parking systems are a generally a combination of time limited (free) parking, which must be enforced, as well as metered systems which require coin or electronic payment (e.g., debit/credit cards).

Consultant Recommendation:

8.02.100 A. – should be updated to state:

- Payment for parking. No person shall park any vehicle in any metered parking space, except as otherwise permitted by this Chapter, without immediately depositing in the parking meter adjacent to such space, such lawful methods of payment (coin, credit/debit card or virtual payment) as are required by such meter and as designated by directions on the meter, and when required by the directions of the meter unless the parking meter indicates at the time such vehicle is parked that an unexpired portion of the period for which a payment has been previously deposited remains.

**8.02.100 B. - Parking meter regulations (as regards legal time limit).**

Consultant Finding:

As with the above change, the current code is focused on metered parking, when other types of unpaid parking are allowed (i.e., time limited). 8.02.100.B should be revised to reflect new definitions recommended for 8.02.005 and actual formatting (types) of parking on-street.

Consultant Recommendation

8.02.100 B. – should be updated to state:

- Legal Time Limit. Except as otherwise permitted by this Chapter, no person shall park a vehicle or allow a vehicle to remain parked in any time limited space beyond the maximum time limit for parking in such space.



**8.02.110 A. - Special parking permits (as regards disabled person parking permits).**Consultant Finding:

The issue related special parking permits for disabled persons is whether the code language in 8.02.110 A.1.a. (i)-(iii) applies only to the City's on-street "public parking zone" or whether "public parking zone" would include City (publicly owned) off-street parking facilities.

In the consultants' experience, rules for special parking permits do not pertain to how off-street parking is used, whether those spaces are time limited, free or pay-to-park. The interpretation we have of current language in 8.02.110 is that it does apply to any public parking zone. Thus, if the City has off-street facilities in a defined parking zone, then these rules would apply. Also, the language in A.1.a.(iii) is very wide open, allowing such permit holders to "park for an unlimited amount of time within the Downtown Parking District," which could lead in the future to residents in housing located within a downtown public parking zone to simply park a vehicle on-street or in a public lot indefinitely, while displaying a valid Disabled Person Parking Permit.

Consultant Recommendation:

Given the very technical issues related to disabled parking in local, state, and federal law, we recommend further discussion and review of this section by City staff and the City attorney to see if clarifying revisions to this code section should be pursued.

**8.02.110 B.1 - Special parking permits (as regards Delivery of Service Permits).**Consultant Finding:

8.02.110.B.1 should be revised to better reflect new definitions recommended in 8.02.005 above. The third sentence of the paragraph for 8.01.110 B.1 states:

- No *metered space* shall be used by any permit holder for any continuous period longer than the time provided on the *meter* in question.<sup>4</sup>

Consultant Recommendation:

Revise 8.02.110.B.1 should be revised as follows:

- No *time limited space* shall be used by any permit holder for any continuous period longer than the time provided on the *space* in question.

**8.02.110 C - Special parking permits (as regards Courtesy Visitor Permits).**Consultant Finding:

8.02.110 C describes rules of use for Courtesy Visitor Permits. The language does not indicate that there is a term limit on the permit (e.g., specific day(s)), only that the permittee is authorized "to park their vehicle without regard to time limits and without have to pay the meter fees in any parking space."

Consultant Recommendation

Revise 8.02.110.C should be revised as follows:

- Courtesy Visitor Permits. The City Manager may, at their discretion, make courtesy permits available to visitors of the City. Such permits shall be free *and limited to specific periods of use (e.g., hours, day(s))*. These permits, if properly displayed in accordance with the direction prescribed by the City Manager, shall authorize the permittee to park their vehicle without regard to time limits and without having to pay the meter fees in any parking space.

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<sup>4</sup> Emphasis added by the consultant.



## Chapter 8.04 – Parking in Downtown Parking District

### Consultant Finding:

Per discussions with City staff, Chapter 8.04 reflects the City's attempt to discourage and/or mitigate the use of on-street parking within the downtown free parking area by employees and students. Per 8.04.010 "no person who is employed, or is a contract service provider, or is attending school in the parking district, or employs another or resides in the parking district shall park a vehicle on the public way in the parking district while in his place of employment, in his residence, or attending school, between nine a.m. and five p.m. on any day excepting Sundays and holidays." Per 8.04.030 businesses and other state entities are supposed to report to the City employee names and license plate numbers by January 15 of each year. The intent is to be able to provide enforcement personnel with information to track use of parking by employees in the downtown. Staff has indicated that implementation of such provisions is severely flawed and unmanageable.

The consultant is aware of only one other City with such provisions – Corvallis, Oregon – who have also indicated that the program is "on the books" but not implemented or managed.

### Consultant Recommendation:

We believe that 8.04 could be eliminated through the parking management strategies that are recommended in the Recommendations Chapter of the Downtown Parking Assessment, given that those recommendations would initiate time limited parking within a larger are of the downtown. We recommend that a further evaluation of 8.04 take place once the broader strategies of the Downtown Parking Assessment are evaluated by City staff and City Council.

## Chapter 8.06.010 – On Street Parking Exemptions (as regards Purpose)

### Consultant Finding:

8.06.010 intends to exempt residents and their legitimate house-guests from certain restrictions placed parking on streets that front their primary residences. This is a good intent in residentially zone areas but can be difficult for residences built in areas that are zoned non-residential or mixed use, like the downtown. For instance, many new urban residential projects are being built in downtowns that provide for (require) ground level commercial uses, with residential on upper floors. Exempting residents in these types of developments from time limits can lead to the warehousing of residential vehicles on-street, during commercial business hours. It can also incent developers to not provide parking within their projects, knowing that certain commercial streets in the downtown exempt residents from time limits and other rules of use.

### Consultant Recommendation:

Revise 8.06.010 to state:

- The purpose of this Chapter is to provide permanent residents, and their legitimate house-guests, exemption from certain restrictions placed on on-street vehicle parking when such restrictions are placed on *residentially zoned* streets fronting their primary residences.

## Chapter 8.08.020 B and C – Immobilization of vehicles (as regards dollar amount resulting in action by City)

### Consultant Finding:

Per 8.08.020 B and C, City action to immobilize a vehicle for repeating parking violations begins when a vehicle "has been involved in five or more parking violations under the applicable Chapters of this Code, has outstanding bail, fines or both totaling \$250." This seems a very high bar to address repeat violations before immobilization of a vehicle can begin (with the proper notices already outlined in this code provision).



Consultant Recommendation:

We would recommend that the City consider revising 8.08.020 B and C to eliminate the \$250 provision and initiate action upon the fifth parking violation.

**1.4 Summary**

The code revisions provided above are intended to address areas of the code that lack clarity as well as to create a more direct relationship between the code and City parking management goals and objectives.



## **Appendix C: WP #3 - Summary of Guiding Principles**





## White Paper #3: Guiding Principles for Parking Management

September 2020 (v2)

*This memorandum outlines a draft set of Guiding Principles for the management of parking in downtown Roseburg. This preliminary draft was developed based on the input received from the Parking Stakeholder Advisory Committee and is intended to illicit reaction, discussion, and additional input from the Committee at its October 27, 2020 meeting.*

*The aim is to ensure that these proposed Guiding Principles are reflective of the intent, purpose, and priorities of the SAC for managing parking in the downtown. Input received at upcoming Committee meetings and scheduled public forums will be used to further revise and refine this draft prior to presenting a draft set of Guiding Principles to the Roseburg City Council. A final set of Guiding Principles will be established following input and refinement from Council.*

### 1.1 Stakeholder Committee Input

A successful downtown has a clear sense of place and offers an enticing mix of uses and amenities. The role of parking is to support the pursuit of this vision. *People do not come downtown to park; they come to experience an environment that is unique, active, and diverse.* A well-organized and effective parking system makes it safe, easy, and convenient for them to do so. Getting the right parker to the right stall—making a place for each user of downtown—defines a successful parking program.



#### Desired Outcomes

If parking is to be successful, the parking management plan will need to be:

- **Emphasize customer parking** – as the public parking system is prioritized to serve customers.
- **Consistent** – in format, messaging, and design.
- **Sustainable** – both financially and as it supports City goals.
- **Equitable** – in application and affordability.
- **Convenient** - easy to navigate and interact with and take advantage of downtown's walkable environment to connect to stores, restaurant, business, and recreational destinations.
- **Flexible** – to anticipate and respond to increasing demand for access to the downtown.
- **Clearly marked** – clearly communicate how and where to find appropriate and available parking; make parking understandable.

#### Supporting Roseburg's Unique Character

Roseburg is a special place. It is a beautiful community, connected to nature, and provides a high quality of life to its residents and visitors. Management of the parking system should reinforce and enhance Roseburg's unique qualities and character. These qualities include:

- A family-friendly small town that is welcoming and inviting.
- A place where people know each other.
- An amenity-rich community with an historic Main Street feel, unique shops, and great attractions.
- A high quality of life, affordability, and an engaged community.





- An attractive destination downtown that is both connected to nature (e.g., Umpqua Valley, Crater Lake) and conveniently proximate as a hub connection to the I-5 corridor.
- The downtown is diverse and easy to get around.

## 1.2 Guiding Principles – Elements of Parking Management

The Guiding Principles outlined here are summarized under theme categories. The intent is to establish a basis for consensus and provide both near- and long-term direction for parking management in downtown. The principles are presented in no particular order or priority.

### Priority Users

- On-Street System (Downtown): The most convenient on-street parking will be preserved for the priority user: the short-term customer trip.<sup>1</sup>

The on-street parking system in the downtown will be formatted in a manner that supports turnover and minimizes conflicts between the priority user and other users. Employees should not park on-street when at work and residents should not park on-street in downtown when at home, particularly when demand for customer parking is high.

On-street parking should be available for customers.

- On-Street System (Adjacent Neighborhoods): The most convenient on-street parking will be preserved for the priority user: the resident and their guests.

As with on-street parking in the downtown, neighborhood parking will be formatted in a manner that assures priority access and minimizes conflicts between the residential users in a neighborhood and other users. Employees should not park on-street in residential areas, particularly when demand for parking by neighborhood residents and guests is high. When demand is low and/or surpluses of parking exist, the City can accommodate non-priority users in the on-street system for interim periods (e.g., downtown visitors, events).

As parking downtown is prioritized for commercial uses, parking in neighborhoods should be prioritized for residents and their guests.

- Off-Street System: Coordinate public off-street parking to meet employee and residential demand, balanced with the need for customers and visitors seeking a longer term stay option.

The City's public off-street supply can serve as an effective resource to provide employees and downtown residents a convenient and reliable place to park. This reinforces the customer priority for the on-street system.

Existing parking resources should be managed to ensure efficient use of available public parking assets.

<sup>1</sup> Customer is defined here as anyone using businesses downtown by a transient trip – this includes shopping, eating, entertainment, recreating, and visiting downtown amenities. As such, a customer can be a shopper, tourist, or local resident visiting the downtown.



## Active Capacity Management

- **Optimize Utilization:** Manage the public parking system using the 85% Occupancy Standard to inform and guide decision-making.

The 85% Rule is an operating principle for coordinating parking supply. When occupancies routinely reach 85% during peak periods, more intensive and targeted parking management strategies are called for to assist priority users in finding available parking. The 85% Rule will facilitate reasonable and data-driven decisions regarding time stays, enforcement, and other practices related to capacity management.

Cars currently move and circulate well in the downtown. The 85% Rule will help to manage growth and support priority users as demands change and conflicts emerge.

## Information Systems (Supply and Customer Based)

### Supply-Based

- **Monitor and Report Utilization.** Performance measurements and reporting will be used to facilitate decision-making.

Committing to a routine, objective system of measurement and reporting ensures that decision-making will be informed by data. Key metrics include occupancy, turnover, average duration of stay, rate of violation, and customer input. Performance monitoring also provides a basis for routine evaluation of program effectiveness.

### Customer-Based

- **Product Quality.** The public on- and off-street parking systems will be safe, reliable, user-friendly, and attractive. They will complement the quality of downtown and attract visitors and customers.

The quality of the parking system and its supporting programs should reflect the quality of Roseburg itself. On-street parking should be uniformly managed and enforced to ensure an intuitive, reasonable sense of time limits. Off-street facilities should be of uniform quality and identity to create a clear sense of safety, convenience, understandability, and integrate with the pedestrian environment. Communications systems should be professional and effectively coordinated. All systems should, to the highest degree possible, be reliable and easy to use and understand.

Existing coin meters are very outdated. The garage feels unsafe in some areas.

- **System Communications.** Communications will be uniform and strategically coordinated.

Systems to improve understanding, awareness, and ease of use of parking should be periodically evaluated (signage, wayfinding, and collateral customer information). High-quality communication and marketing materials should be integrated into a usable package of services to accurately inform and guide the parking public. Ideally, communications systems would be integrated through a unique "Roseburg Parking" logo that distinguishes the public parking supply from private supply.

Communications systems should be reliable and easy to use and understand.



## Code and Regulation

- **Code & Regulation:** The City's parking code should be supportive of user priorities and reflect these Guiding Principles.

Roseburg's code for parking should be structured to reflect the City's vision for land use growth (commercial and residential). Its requirements and regulatory guidance should inform and be reflected in parking management strategies that will be implemented over time; its intent and purpose to facilitate an efficient and self-sustaining public parking system.

The code provides guidance to achieving desired parking outcomes.

## Financial Viability

- **Fiscal Stewardship:** All public parking operations should strive to be financially sustainable.

Parking revenues should cover the cost of operations while providing reasonable surpluses to ensure the highest quality access product, customer convenience, system maintenance, safety, and service delivery. This will require multiple funding sources for parking operations, maintenance, and system growth. Sources can include leases, enforcement fees, hourly rates and other user fees, and/or partnerships with the private sector.

## Roles and Coordination

- **Primary Role (City of Roseburg):** The City's role in providing public parking is listed in priority order and includes:

- Accommodating customer/visitor access downtown;
- Providing (in partnership with the private sector) reasonable access for downtown employees;
- Facilitating residential and/or guest access in neighborhoods adjacent to the downtown.

The cost for providing parking, especially off-street, is very high. The City cannot be fully responsible for providing parking to all users. The City's role must prioritize downtown's public system for customers and visitors.

The City is primarily responsible for supplying parking to customers, using its off-street system to balance demand of other users.

- **Stakeholder Support:** Ensure that a representative body of affected private and public constituents routinely informs decision-making.

Active participation by those affected by parking strategies helps to build an understanding of the inherent tradeoffs in all parking management decisions. This will be best accomplished through an established process that allows for routine review performance metrics stakeholders and ongoing input for emerging issues, challenges, or opportunities.





## **Appendix D: WP #4 - Parking Management & Financial Review**



## White Paper #4: Parking Management & Financial Review

November 2020 (v2)

### 1.1 Parking Management Overview

#### Background

Effective enforcement is a critical component of any parking management program. Prior to 2012, the City of Roseburg contracted with Diamond Parking for management and enforcement services. The City of Roseburg paid Diamond an annual flat service fee to manage the downtown on and off-street supply. Since 2012, the City contracted with the Downtown Roseburg Association (DRA) to oversee parking management for the City. In addition to managing a Main Street program, DRA was to operate the parking management services as 'Park-Smart', the enforcement arm and branded social enterprise under the DRA. The new contract remained similar initially, where the City paid the DRA a flat annual fee for service. However, the fee structure of contract changed in 2016 in that the DRA paid the City of Roseburg an annual flat fee to manage the parking enforcement, rather than the other way around. The new contract agreement with the DRA provided the City with a stable, guaranteed revenue stream. In return, the DRA assumed responsibility for the management and enforcement of the on and off-street parking program while retaining the parking-generated revenues. The presumed net parking revenue, after paying the annual fee to the City, remained with the DRA to cover program expenses. However, from 2016 to 2020, when the contract was ultimately terminated by the City, the presumed net revenue dwindled for a number of reasons. The reasons, outlined in **Section 1.2**, essentially led to reduced annual income from their primary parking-generated revenues: meters, permits, and citations.

#### Contractor Services and Responsibilities

Under the terms of both professional services contracts (pre 2012 and after) the contractors (Park-Smart/Diamond) were responsible for several specific services. The services are summarized below:

- **Patrol area and hours** – identifying where in the downtown enforcement is to occur and the specific hours of enforcement, 9:00 AM – 5:00 PM, Monday through Saturday, excluding holidays.
- **Operations methodology** – which emphasized the importance of customer service, courtesy, and professional manner; work is to be completed in a uniform and impartial manner.
- **Enforcement duties** – calls out what parking types to be patrolled (e.g., time limited, free parking, and metered zones) and what types of violations can be employed, the use of towing or booting, and reporting missing or damaged signage.
- Contractor services and responsibilities
  - ✓ Court appearances
  - ✓ Complaints
  - ✓ Fines and collections
  - ✓ Revenue collection
  - ✓ Parking meter maintenance
  - ✓ Parking permit administration
- **Vehicles** – standards for vehicle use during enforcement (if applicable).
- **Personnel** – code of conduct for enforcement staff.
- **Uniforms** – professional appearing, city-approved uniforms.
- **Training** – contract responsible for training their staff.
- **Reports and records**<sup>1</sup> – each officer to maintain a logbook of conversations and complaints while performing work duties. Officers will track citations, warnings, impounds and service requests from

<sup>1</sup> The first contract, prior to 2016, required monthly reports, whereas the second contract, beginning in 2016, switched the reporting frequency to quarterly



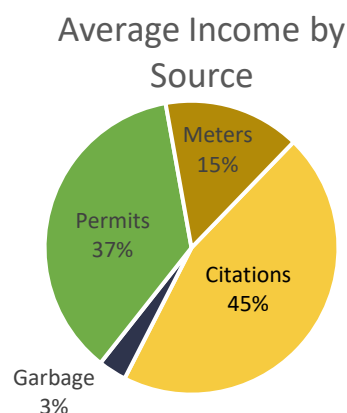
citizens. Prepare reports to show total work hours, customer service hours and time in court. This also included a summary of monthly ticket activity and records of complaints.

- **Business space, supplies, and equipment** – the contractor is responsible for furnishing their own office, maintenance, and storage space. They are also responsible for providing their own supplies for office and field work (including citations).

### Fee Structure

After 2016, the agreement changed from paying a contractor a monthly fee for service while the City retained all revenue derived from parking sources to a flat-fee model for services. The flat-fee model allowed the contractor (Park-Smart) to retain parking generated revenues but required them to pay the City an agreed upon annual fee (paid in monthly allotments). The assumed surplus revenue, beyond the annual fee, was then used to pay for Park-Smart's ongoing expenses as part of the services and responsibilities as described above. Therefore, Park-Smart relied on three main sources of parking revenue to pay the flat-fee as well as covering the cost of providing contractually obligated services; these sources of parking revenue include:

- **Meter Revenue** – Revenue from the coin operated meters, which made up approximately 15% of all revenues.
- **Permit Sales** – On- and off-street permit sales associated with special use permits, off-street facilities, and Residential Parking Permits. Permits accounted for approximately 37% of revenues.
- **Citations** – Citations for all on- and off-street parking infractions. Citations were the main source of revenue accounting for 45% of all funds.
- **Garbage** – Received money from a handful of local merchants to provide limited trash collection services. This made up approximately 3% of Park-Smart's revenues<sup>2</sup>.



To this end, these revenue sources were critical for Park-Smart to provide parking management and enforcement for the City of Roseburg. **Table 1** provides a summary of revenue sources.

Table 1: Park-Smart Quarterly and Annual Income Profile

Income Profile		
Service	Quarterly Average <sup>3</sup>	Estimate Annual Revenue <sup>4</sup>
Citations	\$19,652	\$78,607
Garbage	\$1,350	\$5,400
Permits	\$15,847	\$63,390
Meters	\$6,528	\$26,113
<i>Subtotal</i>	<i>\$43,377</i>	<i>\$173,510</i>
Discounts <sup>5</sup>	(\$1,071)	\$4,284
<b>Total</b>	<b>\$42,306</b>	<b>\$169,225</b>

<sup>2</sup> Garbage income was identified by Park Smart as part of their revenue because (in a separate contract with the Downtown Roseburg Association) the City contracted with the DRA to dispose of garbage in downtown. Garbage removal will not be included as a future revenue source for a third party vendor.

<sup>3</sup> The average income was derived from 6 quarters' worth of revenue reporting, from July 1, 2018 – December 31, 2019.

<sup>4</sup> Estimated annual revenues were extrapolated from the average quarterly income (i.e., four quarters).

<sup>5</sup> Bulk permit discount for permits purchases of 10 or more at a time.



## 1.2 Park-Smart Organization

### Overview of Park-Smart

As mentioned, Park-Smart was a social enterprise of the DRA, charged with managing and enforcing the City's on and off-street parking supply, including the Laurelwood District. Park-Smart was also responsible for managing the parking permit program, maintaining the parking meters, issuing citations for parking violations, and managing court appeals as needed. The parking enforcement officer (PEO) and staff administrator are Park-Smart employees (not subcontractors to the DRA or Park-Smart).

In 2016, through the partnership contract, the DRA paid to the City of Roseburg \$42,500 annually, or \$3,542 per month to manage the parking system. In turn, the DRA was entitled to all revenue associated with the parking enforcement duties. A contract amendment was signed in 2019 which extended the contract an additional two years. However, the contract was ultimately terminated on March 31, 2020.

**Table 2** provides an overview of Park-Smart's geographical jurisdiction, facilities they were responsible for, additional program responsibilities, organizational structure, and annual financial obligations to the city.

### Citation Processing

The citation processing was an important and time-consuming part of the contract for Park-Smart. Citations were issued by both the Park-Smart PEO and the local police<sup>6</sup>, however, the processing of citations with the traffic court as well as tracking citation metrics was administered by Park-Smart. Citations were issued using Ingenico handheld devices. Citations were tracked using a software system called OmniPark. After the contract termination with Park-Smart, citation activity in the downtown ceased for a period of time. Limited enforcement by the City is now under way. Beginning in October of 2020, warnings were being issued by the Police Department for those parking in violation in City owned lots and in November 2020, citations began to be issued.

Citation revenue was one of the three main contributing revenue sources which funded the management and enforcement capabilities of Park-Smart. From 2016 through 2019, Park-Smart issued 11,938 parking citations<sup>7</sup>. Of the nearly 12,000 citations, one out of every four issued (3,114, or 26%) were voided while 7,894 (66%) citations were paid. The cumulative revenue associated with the paid citations was \$542,587. The cumulative value of the voided citations was \$221,090. By industry standards this is a high level of voided citations, which should be investigated to ascertain whether this was done internally by the parking management company or by the courts. If the voids occurred through the courts, it would be helpful to understand why so many were/are consistently being thrown out. By comparison, over the same period, 747 citations remain open with a total cumulative value of \$46,516. The 2019 data represents the last complete year of parking enforcement under the management of Park-Smart.

#### Top Violations

- 2,476** Expired parking meter
- 186** Parking in a restricted area
- 161** No visible permit – in the restricted zone

**Table 3** (page 5) summarizes the breakdown of number of citations issued, number of citations paid, number of citations voided, number of citations that remain open and the values of each over the four-year period, 2016 through 2019<sup>8</sup>.

<sup>6</sup> Few citations were issued by local police – primarily only those pertaining to ADA parking violations in private parking lots or blocking access.

<sup>7</sup> Source: 'Notice Count By Violation with Pay Off Amount' – City Excel summary.

<sup>8</sup> Note that the numbers differ slightly than those provided in the Profit & Loss annual report provided by the DRA.





Table 2: Park-Smart Overview

<b>Park-Smart Overview</b>	
<b>Area covered</b>	<ul style="list-style-type: none"> <li>▪ Downtown Parking District: 0.145 square miles</li> <li>▪ Laurelwood Neighborhood: 0.063 square miles</li> <li>▪ Chadwick Neighborhood: 0.360 linear miles</li> </ul>
<b>Primary Focus Areas</b>	<b>Downtown Parking District</b>
	<b>On-Street</b> <ul style="list-style-type: none"> <li>▪ 424 Free stalls (322 in the Downtown Free Parking Zone)</li> <li>▪ 262 metered stalls</li> <li>▪ 117 Time-limited stalls</li> <li>▪ 19 Special use stalls</li> </ul>
	<b>Off-Street</b> <ul style="list-style-type: none"> <li>▪ 6 off-street lots</li> <li>▪ 543 total stalls <ul style="list-style-type: none"> <li>• 2 Free unlimited parking areas - 221 stalls</li> <li>• 4 lots: permit/employee/special use – 322 stalls</li> </ul> </li> </ul>
	<b>Laurelwood Neighborhood (RPP)</b>
	<ul style="list-style-type: none"> <li>▪ 261 on-street parking stalls</li> </ul>
	<b>Chadwick Neighborhood (RPP)</b>
	<ul style="list-style-type: none"> <li>▪ 43 on-street stalls</li> </ul>
<b>Additional Areas of Responsibilities</b>	<ul style="list-style-type: none"> <li>▪ Meter coin collection</li> <li>▪ Reporting of missing or damaged signage</li> <li>▪ Booting or towing of vehicles</li> <li>▪ Court appearances</li> <li>▪ Meter repair &amp; maintenance</li> <li>▪ Personnel training</li> </ul>
<b>Organization</b>	<b>Enforcement Staff</b>
	<ul style="list-style-type: none"> <li>▪ 2 total FTE</li> <li>▪ 1 FTE devoted to office/administrative duties</li> <li>▪ 1 FTE devoted to patrol</li> </ul>
<b>Park-Smart Annual Budget Elements</b>	<b>Operating Budget</b>
	<ul style="list-style-type: none"> <li>▪ \$126,162 (2018)</li> </ul>
	<b>Annual Fee to City</b>
	<ul style="list-style-type: none"> <li>▪ \$42,500 (2016)</li> <li>▪ \$45,000 (2017)</li> <li>▪ \$47,500 (2018)</li> </ul>

Table 3: Citation Summary (2016-19)<sup>9</sup>

Year	Citations issued <sup>10</sup>	Citations paid	Total citation value paid	Citations voided	Total citation value voided	Citations open	Total citation value open
<b>2016</b>	2,469	1,388	\$48,478	599	\$19,602	482	\$22,828
<b>2017</b>	3,380	2,395	\$179,629	940	\$74,833	45	\$3,170
<b>2018</b>	3,110	2,254	\$172,102	821	\$66,347	35	\$2,798
<b>2019</b>	2,979	1,857	\$142,378	754	\$60,308	185	\$17,717
<b>TOTALS</b>	<b>11,938</b>	<b>7,894</b>	<b>\$542,587</b>	<b>3,114</b>	<b>\$221,090</b>	<b>747</b>	<b>\$46,516</b>

### Patrol Duties

Park-Smart employed one full-time equivalent (FTE) Parking Enforcement Officer (PEO). The PEO routinely varied her routes which were up to the discretion of the Park-Smart staff, which included the PEO and the one office administrator. There were daily routines, but the routines varied based upon daily needs and priorities (i.e. complaint calls, broken meters, repeat violations, etc.) The Laurelwood neighborhood enforcement was always the same, following a fixed routine (in other words, not complaint-driven). Enforcement hours were Monday through Saturday, 9:00 AM – 5:00 PM excluding holidays<sup>11</sup>.

In addition to the PEOs, the local Police Department may also issue parking citations, though limited in number. These citations were processed by Park-Smart staff as a time saving measure for the Police Department. Despite forgoing revenue from the citations, the Police Department was content with this arrangement. As such, they have expressed their desire to have a new third-party parking enforcement company continue to process the Police Department's parking citations.

### Meter Enforcement

Meter enforcement was performed either on foot in downtown or in an old police car or a three-wheel intercept scooter. It is permissible for PEOs to reticket vehicles in meter and time-limited stalls. That is, if a vehicle is cited for non-payment and then is observed again after the time limit has been exceeded, it can again be cited for a time-limit violation. For vehicles parked improperly, one citation is given per day. This is a policy followed by many major cities for these types of violations.

As mentioned above, citations were issued using Ingenico handheld devices. The information was downloaded daily the OmniPark software system for tracking and monitoring citations as they move through the traffic court system. Currently, with the cancelation of Park-Smart contract, there is no parking enforcement being performed. Enforcement of metered time limits is challenging, particularly when there is a mix of time limits on a single block face. If a block has a mix of time limits (15-minutes, 1-hour, 2-hour, etc.), it is very difficult to check the shorter time-limited spaces effectively because the required passes (e.g., every 15 minutes) serve little value in enforcing the majority of spaces on the block. A lack of time-limit uniformity on block faces creates inefficiencies in the system that either require more concentrated time-intensive work or result in purposely omitted passes in order to properly monitor other parts of the parking system.

### Time Limit Enforcement in Unmetered Areas

The process for enforcing time limited stalls was not dissimilar to the meter enforcement process. The Park-Smart PEO patrolled a given block face, recording the license plates of each vehicle using pen and paper. They would then time their subsequent passes so they could identify those vehicles that had exceeded the posted time limit by checking the hand-written list of plates. When warranted, the PEO used their handheld device to

<sup>9</sup> Source: 'Notice Detail By Violation with \$' Excel summary – provided by City of Roseburg

<sup>10</sup> Note: Since warnings do not create revenue, they were not counted as citations issued.

<sup>11</sup> New Year's Day, MLK Day, President's Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day & Christmas Day.



issue a citation. The citation was printed and either placed on the windshield or handed to the driver if they were present. By using the handheld, the information was entered into the online system (OmniPark) for tracking and reporting purposes by the parking management contractor.

### **Enforcement in Downtown Free Zone & Unrestricted Stalls**

Since time limits were not in place in the Downtown Free Zone nor in any of the unrestricted stalls (on- or off-street), several citations focused on violations related to parking placement (e.g., over stalls lines, special use violations, etc.). These citations were also issued using the Ingenico handheld devices. Anecdotally, one of the complaints of the previous parking management contractor (prior to Park-Smart) was the overzealousness of officers enforcing these types of violations. However, overzealous enforcement of parking violations (both perceived or real) can be a result of direct or indirect financial incentives within the contract to share in the revenues. This can be particularly true when the contractor must rely on citation fees as the primary source of their revenue<sup>12</sup>.

In the case of enforcement of the Downtown Free Zone (including the Free lot) the focus for patrol was to ensure that vehicles did not belong to local employees or business owners. This process was done by checking the license plate against the OmniPark software database via the handheld device. If a license plate was registered to an employee, then a ticket was issued.

### **Off-Street Enforcement & Competing Permit Use**

The six (6) City-owned off-street facilities are currently a mix of free visitor or customer parking, permit parking, and special use parking (including City staff parking). Both the permit parking and the special use parking users are issued permits. The management and issuing of these permits were the responsibility of Park-Smart. However, in several cases, the county circuit court would issue jury summons with enclosed parking permits that allowed prospective jurors to park at any "2 Hour, 4 Hour, public parking or meter parking." Since these permits were issued by the courts rather than the parking management company (Park-Smart) this understandably created confusion for enforcement and complicated the ability to properly enforce parking violations. In other instances, the city would issue its own parking permits to guests or visitors on official business<sup>13</sup>; again, these permits were issued without coordination with Park-Smart, further contributing to enforcement confusion. Not only did the issuance of jurisdictionally sanctioned permits create uncertainty for enforcement personnel, but it also may have reduced meter revenues when vehicles displaying these permits were parked in metered stalls.

From the quarterly Park-Smart reports, it appears that off-street permit facilities were oversold when needed (Armory & Court Street lots). This practice is common when managing off-street facilities and is referred to as 'float'. This concept is an industry best practice, and, if managed properly, can create an efficient off-street parking system that maximizes stall capacity. 'Float' is based on the premise that all off-street parking stalls are not fully utilized throughout the workday (due to shifts in schedules, vacations, sicknesses, etc.). Therefore, the vacant stalls can be used by permits at a rate greater than 1 permit to 1 stall.<sup>14</sup> Assuming Park-Smart tracked actual usage of the facilities, this practice provides additional off-street capacity when proactively managed.

Enforcement of these facilities was integrated into the downtown enforcement routine. The enforcement process of the visitor stalls in the first floor of the parking garage and in the Free Visitors lot was similar to the process of enforcement of the Downtown Free Zone, where citations were limited to violations related to parking placement and improper employee parking. Whereas enforcement of the permit and special use stalls was generally complaint based, meaning a PEO would only check these stalls if a complaint were called in to Park-Smart.

<sup>12</sup> Citation revenues make up 45% of all operating income for Park-Smart in 2018/19.

<sup>13</sup> City will periodically issue permits for commission members that meet on a monthly or quarterly basis.

<sup>14</sup> The minimum industry standard for selling permits into a long-term parking supply (float) is 1.15 per stall.



## Residential Parking Permit Zones

Park-Smart administered two (2) Residential Permit Parking (RPPs) programs. The RPP in the Laurelwood neighborhood prioritizes residential parking and was initiated in response to Roseburg High School students parking in the local neighborhood. The Chadwick RPP began in 1983 and abuts downtown to the east. The Chadwick RPP came about in response to employee and patron parking in the unmetered/unrestricted on-street parking supply along Chadwick Street. The RPPs were enforced using a mix of regular patrols to check for violations and complaint-driven calls.

### 1.3 Performance Management

#### Revenue/Expenses

The contractual relationship between Park-Smart (DRA) and the City of Roseburg was not unique, but unfortunately does not provide clear and consistent information regarding actual revenue and expenses associated with the enforcement program. The information provided was incomplete and at times conflicting, therefore, some basic assumptions have been made and data has been extrapolated when necessary to provide a more complete financial picture.

As stated above, Park-Smart (DRA) paid the City of Roseburg \$3,542 per month (\$42,500 annually) to provide on and off-street parking enforcement in 2016. The annual fee in 2017 increased to \$45,000 and then to \$47,500 in 2018. In fiscal year 2019, there was a signed contract amendment which renewed the contract with updated terms. As part of that contract amendment the city reduced its fee from \$47,500 (paid in 2018) to \$37,500 to reduce the financial burden on Park Smart, which, at the time, was struggling financially. Pursuant to the contract, DRA's annual fee to the City was to increase to \$48,925 (\$4,077/monthly) in 2020/21 and to \$50,392 (\$4,199/monthly) in 2021/22. This contract was terminated in March 2020, before these increases went into effect.

A single annual report from 2018 showing profit and loss for Park-Smart provides the most complete picture of income and expenses related to downtown's parking enforcement program. The report shows nearly \$177,000 in annual income from three primary sources: meters, permits, and citations. The report provides a detailed look at organizational expenses from accounting to insurance to travel and meetings. Annual expenses totaled nearly \$174,000, leaving a minimal amount of net revenue (\$3,300). **Table 4** through **6** provide a complete look at Park-Smart's 2018 financials.

Based on the information contained within the balance sheets and a profit and loss reports shared with the consultant team, it appears that the parking management program was operating efficiently. Unfortunately, financial reports do not tell the whole story. On one hand, extremely thin margins make it difficult to absorb market fluctuations (the ebb and flow of visitors to downtown), unforeseen expenses, rising cost of labor and insurance, and general maintenance required to keep a parking program functioning; on the other, there were internal factors that contributed to Park Smart's challenges. Elements such as staff turnover, a lawsuit that depleted funds, the inability to apply and enforce downtown parking policies (e.g., maintaining an employee vehicle list), and an insufficient number of staff to handle the ongoing workload. These factors combined with aforementioned enforcement challenges, along with revenue generation limitations made operating and maintaining the parking management contract at a high level challenging for Park Smart.

Table 4: 2018 Income Summary<sup>15</sup>

Income	Jan. – Dec. 2018
Meter	\$30,869.53
Permits	\$56,398.01
Citation	\$91,942.66
Discounts	(\$2,464.50)
Other Revenue	\$212.92
<b>Total Income</b>	<b>\$176,958.62</b>

<sup>15</sup> Source: 2018 DRA annual profit and loss report

Table 5: 2018 Expense Summary<sup>16</sup>

Expenses	Jan. – Dec. 2018	Details
Tax return	1,870.19	
Business expenses	70.90	
Contract services	50,321.27	
<i>Accounting fees</i>		1,890.00
<i>Citation management</i>		1,800.00
<i>City contract</i>		46,248.00
<i>CSO – credit agency</i>		110.00
<i>DMV – retaining records</i>		35.00
<i>Legal fees</i>		238.27
Rent	7,200.00	
Federal unemployment tax <sup>17</sup>	211.31	
Health insurance	33,362.24	
Insurance (liability – directors & officers)	4,411.82	
Meter maintenance	439.42	
<i>Batteries</i>		439.42
Operations	9,975.38	
<i>Bank service charges</i>		368.30
<i>Cell phone</i>		1,283.68
<i>Cleaning (downtown &amp; office)</i>		1,493.58
<i>Computer – website maintenance</i>		1,453.00
<i>Credit card processing</i>		1,336.14
<i>Entertainment</i>		388.00
<i>Fax</i>		9.99
<i>Hiring expenses</i>		153.00
<i>Leased equipment</i>		1,148.40
<i>Misc.</i>		1,299.99
<i>Refund – overpayment</i>		107.00
<i>Telephone</i>		934.30
Patrol vehicle	5,569.13	
<i>Fuel</i>		1,048.28
<i>Insurance</i>		1,464.40
<i>Licensing</i>		229.00
<i>Maintenance</i>		2,827.45
Payroll expenses	54,388.94	
<i>Federal payroll taxes</i>		7,470.11
<i>Oregon payroll taxes</i>		3,818.20
<i>SAIF</i>		353.04
<i>Wages</i>		42,747.59
Reconciliation	(4,025.62)	
Supplies	7,543.01	
<i>Office supplies</i>		6,434.99
<i>Postage, mailing services</i>		1,098.03
<i>Printing, copying</i>		9.99
Travel and meetings	2,324.41	
<i>Conference, convention, meeting</i>		54.84
<i>Mileage reimbursement</i>		2,109.57
<i>Training</i>		160.00
<b>Total Expenses</b>	<b>\$173,662.40</b>	

<sup>16</sup> Source: 2018 DRA annual profit and loss report<sup>17</sup> Referred to as FUTA in annual profit and loss statement





Table 6: 2018 Income &amp; Expense Summary

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

## 1.4 Considerations<sup>18</sup>

### Enforcement Personnel

#### Continue with a Third-Party Parking Management & Enforcement Service

Despite the contract termination of Park-Smart, contracting with a third-party enforcement company provides several benefits to a community Roseburg's size. A contracted service allows for built-in flexibility. There is a start of service and end of service term; during this time metrics can be tracked to conduct a cost-benefit analysis related to the level of service being provided. In addition, a contracted service allows for flexibility in terms of the actual current needs within the system. In other words, the level of service can be specifically tailored to meet the parking needs – permit management, enforcement, maintenance, etc. This concept is particularly critical as Roseburg begins to upgrade its current parking system with updated technologies and associated enforcement capabilities. Finally, a third-party service will bring a built-in expertise in terms of services, protocols, recommendations, and performance metrics.

The new service agreement should be mutually agreed upon by the City, the Police Department, the circuit court, and the service provider, and should establish clear roles and responsibilities for parking management tasks (on and off-street management, meter revenue collection, permit management, and enforcement). The agreement should clearly detail which entity is responsible for issuing all parking permits (both on and off-street) and specifically identify where they can be used within the downtown parking supply and any rates or fees associated with those permits. It should also address what happens when there are street or parking lot closures due to construction, which can have a sizable effect on parking/operating revenues depending on how long the closures last. Further, to ensure transparency, all parties should initially conduct monthly check-ins to review reporting protocols and financial agreements, gradually transitioning to quarterly or semi-annual meetings.

#### Incorporate Ambassadorial Services

Roseburg's downtown is destination-based, with vital street level activities in the Downtown Free Zone with retail and residential along the periphery. As Roseburg transitions to a new enforcement vendor, the role of the new Patrol Enforcement Officer(s) can be reimagined by blending enforcement activities with information services to users. This concept was noted in the previous DRA's contract<sup>19</sup>. Coupled with best practice metrics for compliance and upgraded technologies, the new downtown Parking Enforcement Office could be broadened into a Downtown Ambassador Service.

A shift from the traditional enforcement model to the ambassador approach will require a comprehensive training program, rewritten job descriptions, and a shift in the skills sought throughout hiring. Also, the process for establishing, implementing, monitoring, and reporting parking management activities should be clearly detailed in the scope of services within the operating agreement.

#### Dedicated City Staff Oversight

As Roseburg assesses new third-party parking management vendors, the internal and external transition will need proper oversight and staff time management. To this end, it is recommended that a portion of a current

<sup>18</sup> The consultant is providing the following actions as considerations for discussion currently, allowing time for input from the City, the SAC and public outreach process. Final recommendations will be contained in the strategy section of the draft and final report yet to come.

<sup>19</sup> See Section 3.2 'Operations Methodology' of the 'Contract for Professional/Personal Services' 2016.



staff member's time be dedicated to the management and oversight of the third-party vendor, including RFP writing, proposal review, contract negotiations, routine performance metric review<sup>20</sup>, staff performance review, budget tracking, capital improvement works, etc. Further, rolling out new a parking management team will also require communicating the transition to the public including residents, employers, employees, and visitors via a public relations campaign. This approach would also allow for the consolidation of all parking oversight under a single (part-time) Roseburg city staff member or parking manager.

### Performance Metrics - Financial

#### Ensure the Enforcement Program is Financially Self-Sustaining

A key success metric will be to ensure that the annual enforcement budget is adequate to cover the expected day-to-day parking management tasks. Moving forward, third-party contract language could require a routine schedule (e.g., quarterly) of performance reviews across a consistent set of metrics, which could include expense and revenue, citations issued/waived, permit sales, complaints, and facility condition/capital needs. Consistent and routine reviews would provide a greater sense of transparency, fiscal tracking, and recommendations for changes to the system to ensure that the parking system is financially self-sustaining. Future planning should, at minimum, calibrate meter, permit, and citation rates based on cost recovery for delivery of the program. See "**Performance Metrics – Operations**".

#### Establish an Evaluation Process for all Parking Related Fees

Currently, the median parking citation fee is \$28.00, with a max of \$78.00<sup>21</sup>. Fees established for parking violations should be based on four criteria and evaluated (at minimum) every two years:

- Minimum break-even cost
- Future system needs
- Compliance performance
- Comparable cities

### Performance Metrics - Operations

#### Define Enforcement Performance Metrics

The City's parking and enforcement programs should have established goals and measures that reflect best practice indices of success, efficiency, and compliance. These metrics should be readily available for staff to review to make any appropriate change requests. Best practice success metrics to ask a vendor to track include:

##### *Enforcement*

- Violation rate/capture rate
- Deployment of labor
- Infractions: by total and by type
- Revenue by type of citation
- Expense/revenue performance related to enforcement and citations
- Tracking of citation adjudication

##### *Off-street facilities and Permit Sales*

- Number sold by facility or area (e.g., Residential Permit Parking)
- Schedule of fees

<sup>20</sup> Which should include an evaluation of citations issued/paid/open/voided to ensure compliance and a high level of performance for all parties involved (e.g., parking management vendor, city, and county courts).

<sup>21</sup> See Appendix Table 7: Fee Schedule - 2020



- Float
- Expense/revenue performance related to permits

#### On-street

- Gross revenue derived from on-street meters/pay stations
- Schedule of fees
- Expense/revenue performance related to on-street system (sans enforcement)

### Routinely Track Enforcement Performance Metrics

Information necessary for tracking and quantifying established performance metrics would be gathered within the context of a routine schedule of data collection as outlined in the management services agreement with the third-party vendor. It is recommended that these metrics be periodically verified or “ground-truthed” by an independent parking management firm every three years. Periodic evaluations of parking behavior of both visitors and employees within the downtown and the residential permit parking (RPP) areas is an excellent method in helping better understand how the parking system is being utilized by the full cross-section of users. The results can provide valuable, constructive feedback for the City and the parking management contractor.

### Technology

#### Implement Technology Improvements

It is evident from the public comments made by visitors (see inset) to the downtown and those who have received citations that the parking meters are in dire need of an upgrade. This is further evidenced Park-Smart’s inability to find or procure replacement parts for existing meters due to their age and or general condition. There are several technology platforms that would allow users to pay for parking in several ways such as coin/cash, credit card, by phone, online, and/or using a mobile app. Some technologies are physically installed in the right-of-way such a single-head smart meters and multi-space pay stations while other are virtual like a parking payment mobile app or pay-by-phone service. All these examples require supportive signage to instruct users on how to pay for parking.

The physical technologies tend to have higher capital costs but are more intuitive to users (i.e., customer-friendly), while the virtual options can have less capital costs but require more user education and can frustrate less technologically-experienced users (i.e., less customer-friendly to some).

Regardless of the chosen technology route, Roseburg should strongly consider and fiscally plan for an upgrade of their existing parking payment equipment. Some examples of communities that have done that are Hood River, Oregon City, Salem, Oregon and Vancouver, Tacoma, Washington<sup>22</sup>.

### 1.5 Summary

Pursuing a management services agreement with a third-party parking operator makes good sense for Roseburg. The previous scope of work agreements are a great starting point for introducing a refreshed version for prospective vendors. The new one should emphasize the importance of regular reporting, a more fully integrated customer service component (e.g., downtown ambassadors), quarterly meetings with the city “parking manager,” and creating a fiscal environment (i.e., calibrate citation fees, adjust parking meter rates, and permit costs) where parking management can at least operate in a self-sustaining manner.

#### Comments About Roseburg’s Parking Meters

*“Unable to tell if meters are real or nostalgic”*

*“Meters in poor shape, I had no idea they were operational”*

*“I thought the meters had been abandoned and were inoperable. No marking on the meters”*

<sup>22</sup> In each of these examples there was high confidence that revenue generated from the system would cover the cost of investment.



## Appendix

Table 7: Fee Schedule - 2020

Violation	Issue Amount	Max Amount
Expired Meter	\$28.00	\$78.00
Handicapped Zone	\$210.00	\$260.00
Employee/Res 1 <sup>st</sup> Offense	\$28.00	\$28.00
Employee/Res 2 <sup>nd</sup> Offense	\$60.00	\$110.00
Employee/Res 3 <sup>rd</sup> Offense	\$115.00	\$160.00
No Visible Permit	\$28.00	\$78.00
Expired Permit	\$28.00	\$78.00
1 Hour Overtime	\$27.00	\$77.00
Opposing Traffic Mvmt	\$35.00	\$85.00
Restricted Zone	\$35.00	\$85.00
Loading Zone	\$28.00	\$78.00
Double Parked	\$15.00	\$65.00
Obstructing Crosswalk	\$35.00	\$85.00
30 Min Over Time	\$12.00	\$62.00
Parked in Alley	\$12.00	\$62.00
Obstructing Sidewalk	\$35.00	\$85.00
Blocking Driveway	\$17.00	\$67.00
Yellow Zone	\$12.00	\$62.00
Vehicle Running	\$12.00	\$62.00
Improperly Parked	\$30.00	\$80.00
Fire Hydrant	\$60.00	\$110.00
5 Hour Over Time	\$30.00	\$80.00
3 Hour Over Time	\$27.00	\$77.00
4 Hour Over Time	\$28.00	\$78.00
Hooded Meter	\$12.00	\$62.00
2 Hour Over Time	\$27.00	\$77.00
Tow Away Zone	\$35.00	\$85.00
Bus Zone	\$30.00	\$80.00
Over 12 Inches	\$12.00	\$62.00
10 Min Over Time	\$10.00	\$60.00
Outside Parking Marker	\$28.00	\$78.00
Blocking Alley	\$30.00	\$80.00
Parked in Restricted Area	\$35.00	\$85.00
Parked in Restricted Zone	\$28.00	\$78.00
Parked in Tow Away Zone	\$12.00	\$72.00
Free Parking Zone Req Penalty	\$100.00	\$150.00
<b>Median Violation</b>	<b>\$28.00</b>	<b>\$78.00</b>
<b>Average Violation</b>	<b>\$36.28</b>	<b>\$82.73</b>



## **Appendix E: WP #5 - Summary of Public Outreach Findings**





## Public Outreach Summary

*February 2021 (v2)*

### 1.1 Introduction

From September 2020 through February 2021, the Downtown Parking Assessment Project Team led an outreach campaign to engage residents and stakeholders to help understand, frame, and prioritize the key challenges and potential improvements for the parking experience in Roseburg.

This summary provides an overview of the variety of opportunities for stakeholder engagement and education that were offered throughout the project, highlights consistent themes—observed by the consultant team and self-reported by the community—and concludes with strategies for incorporating identified stakeholder priorities into the development of strategies.

The document is organized as follows:

- Virtual Open House Summaries
- Survey Results
- Summary Key Findings

### 1.2 Open House Summaries

Two virtual open house events were hosted during the project, hosted on Zoom and broadcast on Facebook Live. Both open house events were open to the community and publicized widely via traditional and social media and were available to watch on the Facebook page for those who were unable to attend the live event.

Each virtual Open House provided an opportunity to update the community on the project, obtain feedback, and answer questions. The following section summarizes each Open House along with key issues raised.

#### Open House #1

##### Overview

- **Date:** Wednesday, November 18, 2020
- **Virtual Platform:** Zoom, broadcast on Facebook Live
- **Format:** 45-Minute Presentation + Q & A.
- **Attendees:** Approximately 15 (including 2 individuals from the SAC on Zoom)

##### Issues Raised

- Concern regarding empty storefronts in Downtown and impact on future direction of the parking program
- Timing of getting an enforcement program back up and running
- Traffic associated with new development/housing
- Safety of Downtown streets/traffic speeds
- Safety of the Public Parking Garage and need for improved lighting, signage, and security patrols

#### Open House #2

##### Overview

- **Date:** Tuesday, February 17, 2021
- **Virtual Platform:** Zoom, broadcast on Facebook Live
- **Format:** 45-Minute Presentation + Q & A.
- **Attendees:** Approximately 12

No audience questions or concerns were raised during Open House #2.



### 1.3 Survey Results

- **Total Responses:** 303
- **Dates:** October 27, 2020 through November 30, 2020

#### Gender Identity



- Female: 192 responses
- Male: 86 responses
- Non-Binary: 1 response

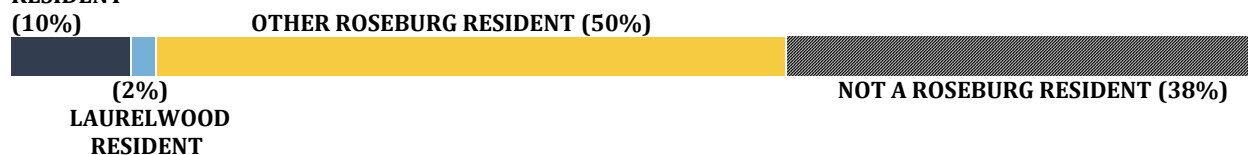
#### Age



- <34: 34 responses
- 35-44: 51 responses
- 45-54: 47 responses
- 55-64: 72 responses
- 65-74: 73 responses
- 75+: 14 responses

#### Roseburg Residents

##### DOWNTOWN ROSEBURG RESIDENT



- Downtown Resident: 29 responses
- Laurelwood Residents: 6 responses
- Other Roseburg Residents: 153 responses

#### Downtown Employees/Business Owners

##### DOWNTOWN EMPLOYEE (11%)

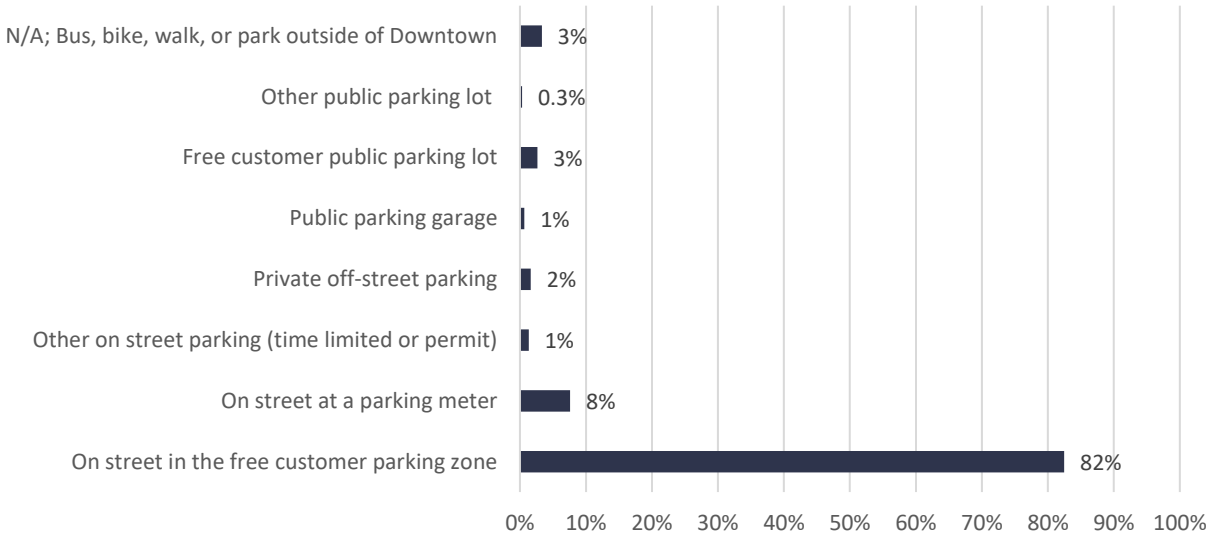


- Work Downtown: 32 responses
- Downtown Owner/Operator: 12 responses
- Work Downtown/Owner/Operator: 11 responses



## Parking Location (When Visiting Downtown)

- **Question:** When you drive to shops/restaurants/activities in Downtown Roseburg (non-work-related trips), where do you typically park?
- **Total Responses:** 302 (1 skipped)

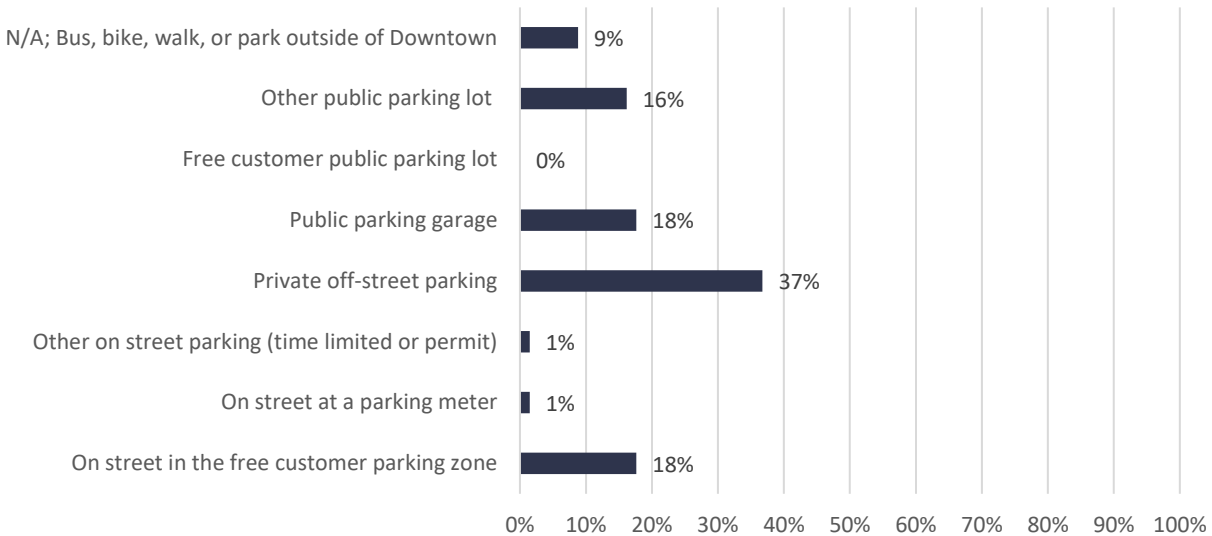


- N/A; Bus, bike, walk, or park outside of Downtown: 10 responses
- Other public parking lot: 1 response
- Free customer public parking lot: 8 responses
- Public parking garage: 2 responses
- Private off-street parking: 5 responses
- Other on street parking (time limited or permit): 4 responses
- On street at a parking meter: 23 responses
- On street in the free customer parking zone: 249 responses



### Parking Location (When Working Downtown)

- **Question:** When you drive to work in Downtown Roseburg, where do you typically park?
- **Total Responses:** 68 (235 skipped and/or not a Downtown business owner/employee)



*\*Chart expressed as percentage of respondents who indicated that they work Downtown (68 respondents)*

- N/A; Bus, bike, walk, or park outside of Downtown: 6 responses
- Other public parking lot: 11 responses
- Free customer public parking lot: 0 responses
- Public parking garage: 12 responses
- Private off-street parking: 25 responses
- Other on street parking (time limited or permit): 1 response
- On street at a parking meter: 1 response
- On street in the free customer parking zone: 12 responses



### Downtown Permit

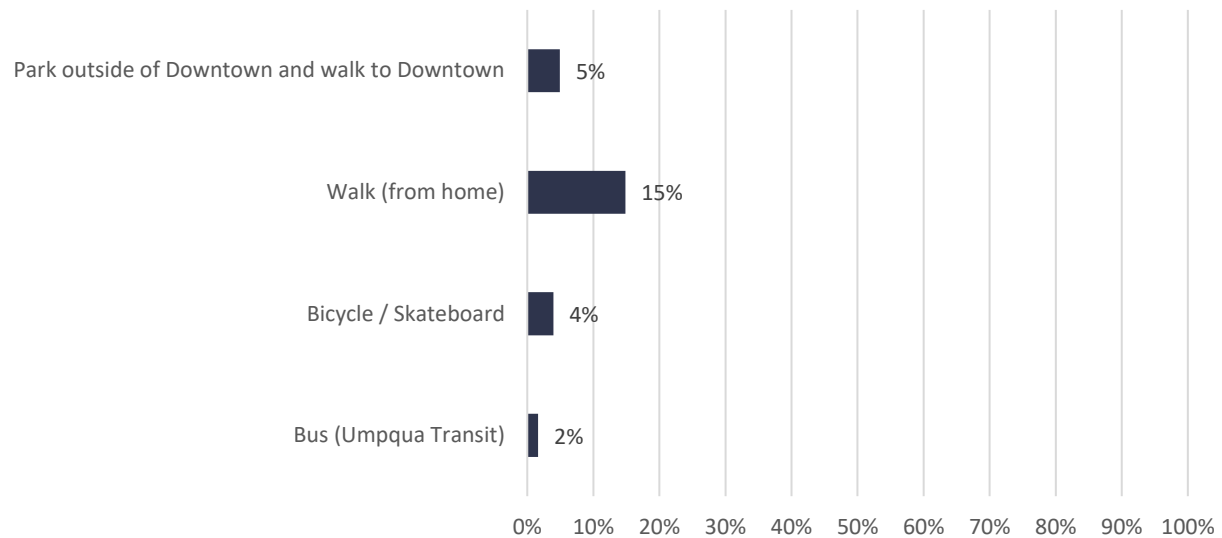
- **26 respondents** reported that they have a Downtown Parking Permit
  - 6 permit holders live in Downtown Roseburg.
  - 7 permit holders reported that they park in the public parking garage when working Downtown.
  - 9 permit holders reported that they park in the Court Street Lot, Armory Lot, Shalimar Lot, or Phillips Lot when working Downtown.
  - 2 permit holders did not indicate that they live or work Downtown (*permit use unknown*).
  - 1 permit holder reported parking in the free parking zone when working Downtown (*permit use unknown*).
  - 1 permit holder reported parking in a private lot when working Downtown (*permit use unknown*).





## Use of Alternative Modes

- **Question:** Do you occasionally (or frequently) travel to Downtown Roseburg using any following alternative options?
- **Total Responses:** 67 (236 skipped and/or do not typically use alternative modes)



*\*Chart expressed as percentage of total respondents (303 respondents)*

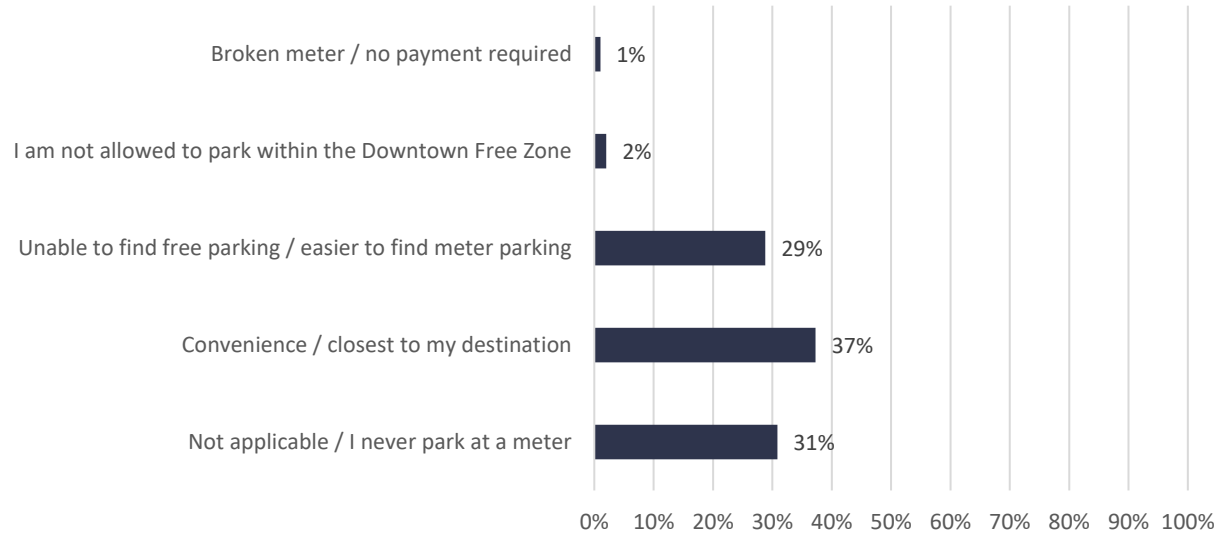
- Bus (Umpqua Transit) 5 responses
- Bicycle / Skateboard 12 responses\*
- Walk (from home) 45 responses\*
- Park outside of Downtown and walk: 15 responses\*

\*9 respondents are included in multiple categories.



## Parking Meters

- **Question:** When you drive and park at a meter, what is the primary reason for parking in the metered area? Please select only one choice.
- **Total Responses:** 295 (8 skipped / no answer)



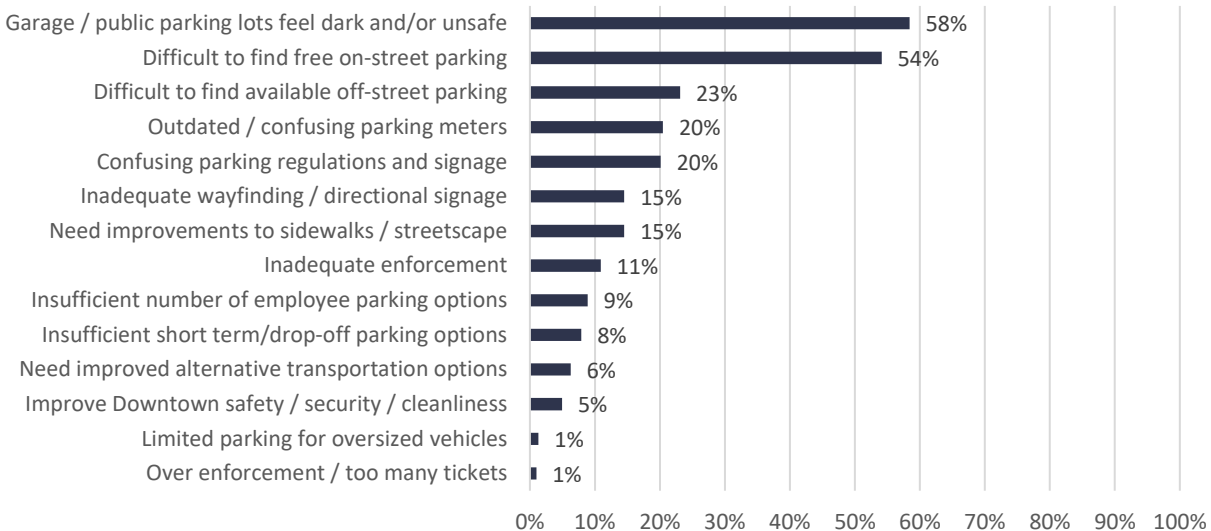
*\*Chart expressed as percentage of respondents who answered (295 respondents)*

- |   |               |
|---|---------------|
| • Broken meter / no payment required:                         | 3 responses   |
| • I am not allowed to park within the Downtown Free Zone:     | 6 responses   |
| • Unable to find free parking / easier to find meter parking: | 85 responses  |
| • Convenience / closest to my destination:                    | 110 responses |
| • Not applicable / I never park at a meter:                   | 91 responses  |



## Prioritization of Issues

- **Question:** If you could address 3 issues related to parking in Downtown Roseburg, what would you prioritize?
- **Total Responses:** 300 (3 skipped or noted no issues to address)

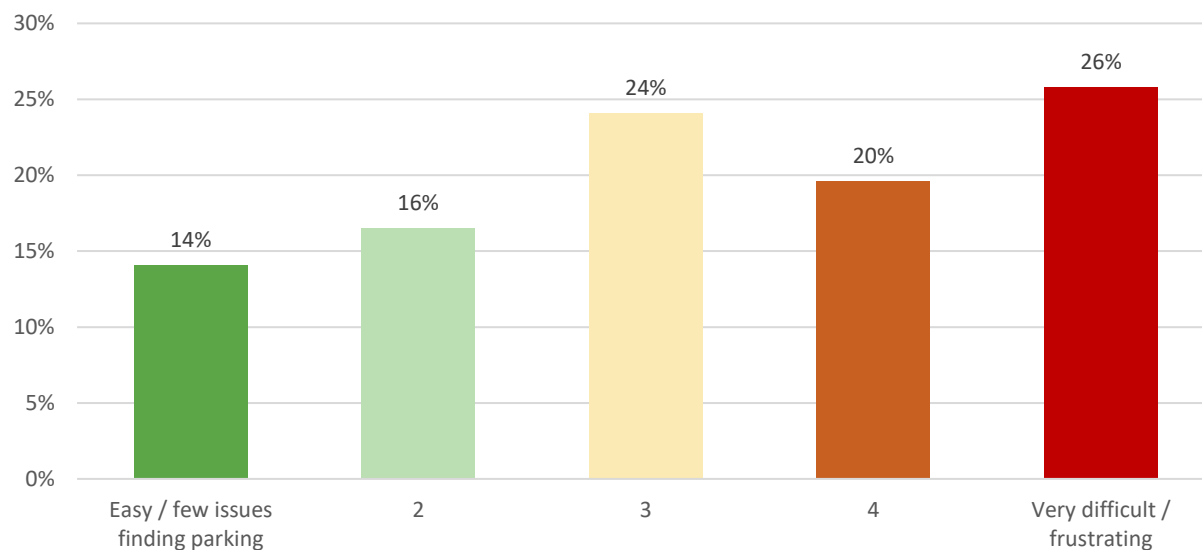


- |   |               |
|---|---------------|
| • Garage / public parking lots feel dark and/or unsafe:       | 177 responses |
| • Difficult to find free on-street parking:                   | 164 responses |
| • Difficult to find available off-street parking:             | 70 responses  |
| • Outdated / confusing parking meters:                        | 62 responses  |
| • Confusing parking regulations and signage:                  | 61 responses  |
| • Inadequate wayfinding / directional signage:                | 44 responses  |
| • Need improvements to sidewalks / streetscape:               | 44 responses  |
| • Inadequate enforcement:                                     | 33 responses  |
| • Insufficient number of employee parking options:            | 27 responses  |
| • Insufficient short term/drop-off parking options:           | 24 responses  |
| • Need improved alternative transportation options:           | 19 responses  |
| • Improve Downtown safety / security / cleanliness:           | 15 responses  |
| • Limited parking for oversized vehicles:                     | 4 responses   |
| • Over enforcement / too many tickets:                        | 3 responses   |
| • "Need fresh painted lines in Phillips Lot"                  | 1 response    |
| • "Delivery trucks stopping in street block safe parking"     | 1 response    |
| • "Go back to parallel parking"                               | 1 response    |
| • "Insufficient number of resident parking options"           | 1 response    |
| • "People parking in private lots they aren't patronizing"    | 1 response    |
| • Dislike revamping of one ways and single lanes with parking | 1 response    |



## Parking Difficulty

- **Question:** Typically, on a scale of 1 to 5, how difficult is it to find parking in Downtown Roseburg?
- **Total Responses:** 291 (12 skipped or noted that they do not park in Downtown)

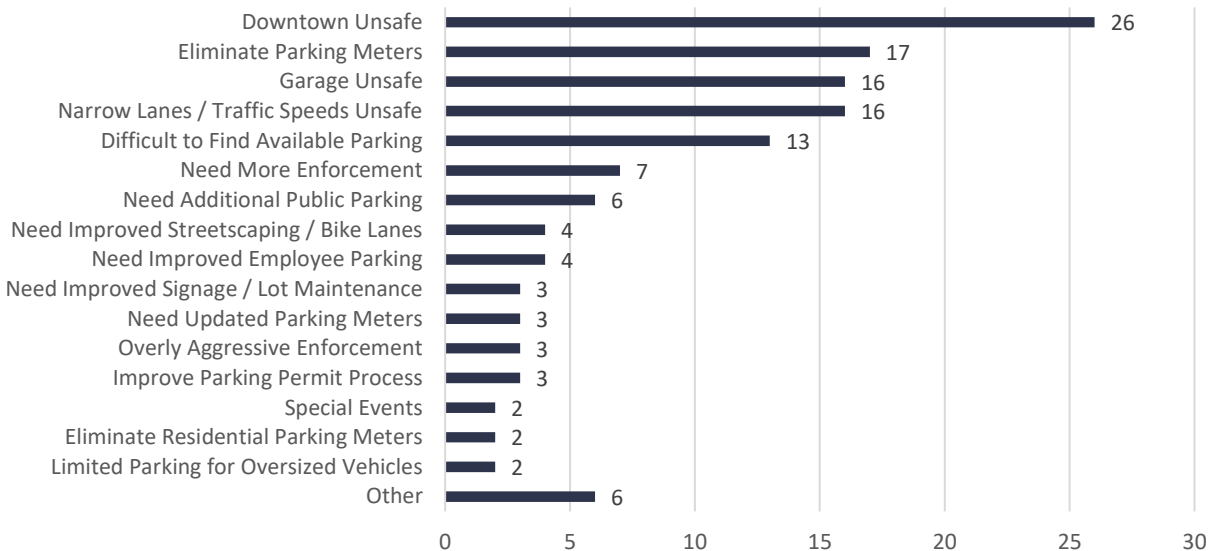


*\*Chart expressed as percentage of respondents who answered (291 respondents)*



## General Comments

- **Question:** What other comments would you like to share regarding parking in Downtown Roseburg?
- **Total Responses:** 115 respondents (classified into 133 specific comments)



## Sample Comments

- Downtown Unsafe
  - "I feel unsafe parking far from my destination"
  - "It doesn't feel safe to park my car and leave it unattended except for peak daytime shopping...."
- Eliminate Parking Meters
  - "The outdated meters and requirement to pay for parking makes downtown feel less welcoming to residents and visitors."
  - "At the least to help the small business & restaurants having a two-hour free on-street parking would be most helpful to promote the downtown area."
- Garage Unsafe
  - "I'd love to see the parking garage more approachable -- cleaner, more light, murals by local artists (or just a bit abstract mural painting day)"
  - "...If parking garage was well lit and had a security person, I would park there ...."
- Narrow Lanes / Traffic Speeds Unsafe
  - "The driving lanes are too narrow"
  - "...Speed is too fast with people trying to parallel park and car doors opening quickly ...."
- Difficult to Find Available Parking
  - "I usually avoid going to downtown because the parking is so bad- I sometimes have to drive around several blocks to find an open spot."
  - "Parking is most troublesome on Friday and Saturday nights."
- Need More Enforcement
  - We need to enforce the rules that employees stop parking in free zone... there is nowhere for customers to park depending on the time of day you come downtown... i.e. lunch or dinner hours."
  - "... I would like to see our parking rules enforced."
- Need Additional Public Parking
  - "It is my understanding that the 2 level parking structure was actually created to have 4 levels... add the 2 additional levels..."
  - "Another parking garage would greatly alleviate parking issues in downtown Roseburg."





## 1.4 Key Findings

- **Customers and visitors to Downtown typically park on-street in the free parking zone.** Only 8% of respondents indicated that they "typically" park on-street at a parking meter, and fewer than 1% indicated that they typically park in the Parking Garage for non-work trips to Downtown.
- **Although not their preferred parking location, nearly 70% of survey respondents indicated that they do park and pay at a parking meter at least occasionally** (31% indicated that they never park at a parking meter).
- While a majority (71%) of the 68 respondents who work Downtown indicated that they typically park off-street for work trips to Downtown (including 37% in private lots and 34% in public lots or the Garage), **a significant percentage (18%) indicated that they park on-street in the free zone while working Downtown.** Given the limited size of the Downtown Free Parking Zone (322 stalls), even a relatively small number of employees parking all day in the area can contribute to perceptions that parking availability for customers is limited in Downtown.
- Of the 23 survey respondents who typically park in the Parking Garage or other public parking lot when working downtown, most (70%) have a parking permit, but **30% indicated that they do not have a parking permit.**
- **Fewer than 2% of survey respondents indicated that they even occasionally ride transit to Downtown, and fewer than 4% of survey respondents indicated that they occasionally bike or skateboard.** A higher percentage (15% and 5%, respectively), either walk from home or park outside of Downtown and walk into Downtown at least occasionally.
- **A majority (58%) of survey respondents feel that the Garage and/or public parking lots feel dark and/or unsafe.** This was the single most consistent theme expressed by survey respondents.
- **Opinions on the difficulty of finding parking in Downtown are somewhat mixed.** A majority (54%) of survey respondents feel that it can be difficult for some to find free on-street parking, and 23% feel that it can be difficult for some to find available off-street parking, noting these as key issues the City should address related to parking. However, less than half (46%) of survey respondents personally find it at least moderately difficult to find parking in Downtown, while approximately 30% personally do not feel parking in Downtown is much of a challenge at all.
- **Signage, communication of regulations, and maintenance of equipment/facilities were commonly cited as key issues to address.** 20% of survey respondents feel that the existing parking meters are outdated and/or confusing and 20% of survey respondents feel that some parking regulations and signage are confusing.
- **Many survey respondents expressed safety as a priority issue in their comments.** Particularly at night, many residents and visitors feel unsafe parking and walking in parts of Downtown,

**MINUTES OF THE REGULAR MEETING  
OF THE CITY COUNCIL MEETING  
March 8, 2021**

Mayor Rich called the regular meeting of the Roseburg City Council to order at 7:00 p.m. on March 8, 2021 electronically via Zoom in Roseburg, Oregon. Councilor Cox led the Pledge of Allegiance.

**ROLL CALL**

**Present:** Councilors Bob Cotterell, Sheila Cox, Alison Eggers, Sheri Moothart, Brian Prawitz, Patrice Sipos and Andrea Zielinski.

**Absent:** Councilor Beverly Cole

**Others Present:** City Manager Nikki Messenger, Assistant City Manager/City Recorder Amy Sowa, City Attorney Jim Forrester, Finance Director Ron Harker, Police Chief Gary Klopfenstein, Public Works Director Brice Perkins, Human Resources Director John VanWinkle, Community Development Director Stuart Cowie and Management Assistant Koree Tate.

Mayor Rich explained the meeting was conducted remotely to address the increase in the number of COVID-19 cases reported throughout the County and State, and as permitted by HB4212 adopted by the State legislature. The public could watch the meeting live on YouTube and the City's Facebook page. Comments were submitted via email to the City Recorder prior to 4:00 p.m.

**PROBLEM GAMBLING AWARENESS MONTH PROCLAMATION**

Mayor Rich proclaimed March 2021 as Problem Gambling Awareness Month and encouraged citizens to participate in the observance. Cati Adkins, Adapt Prevention Program Director, thanked the Mayor, Council and Roseburg Staff for proclaiming March as the month where the City of Roseburg joins Oregon and the Nation to raise awareness about Problem Gambling. The impact from problem gambling could be catastrophic for individuals, community members and families, but it was often an issue that went overlooked. The theme this year was, "Awareness Plus Action." The issues in reference with the proclamation was not about gambling, but about problem gambling. Unlike chemical addiction, problem gambling was hard to recognize and was known as a hidden addiction. Eight percent of all Oregonians had confirmed they had a problem with gambling. Oregon was a national leader in the field of services to provide prevention, outreach, treatment and recovery, and was all funded by the Oregon Health Authority and Oregon Lottery. In Oregon, all treatment for gambling was free. In Douglas County, Adapt provides services to assist with gambling problems that was comprehensive to help the individual and families. Ms. Adkins asked those interested to go to [Adaptoregon.org](http://Adaptoregon.org) for more information or resources.

**CITY MANAGER COMPENSATION AND CONTRACT AMENDMENT**

Mr. VanWinkle stated that Council decided to amend the City Manager evaluation process at the February 8, 2021 Council meeting. During the last Executive Session meeting, Council concluded the City Manager evaluation process. At the conclusion of each annual performance evaluation, City Council had the opportunity to adjust the City Manager's salary. For comparison purposes, other non-represented employees received a 3% cost of living

03/22/2021

adjustment effective July 1, 2020. Council had the opportunity to choose to grant a merit increase in addition to any cost of living adjustment. The City Manager's current salary was \$12,917 per month and had not been adjusted since September 1, 2019. A 3% adjustment would increase the City Manager's salary to \$13,305 per month, effective back to the September 1, 2020 anniversary date.

Mayor Rich stated emailed comments were received:

Julie Hammond, Roseburg, stated no public servant should ever make more than four times the median household income of the constituents they claim to represent.

Dennis Rogers, Cannaking Dispensaries, said as a public servant the City Manager should not earn more than two times the median household income of constituents they represent, and wanted to know what happened to limited government. He believed most founding fathers were not paid, but were a volunteer for their position.

Mayor Rich said they needed to make a decision to update the contract, change the evaluation period to July and determine if a 3% cost of living increase were to be included. Councilor Cotterell moved to award the City Manager a 3% Cost of Living Increase that was given to other non-represented employees and to move the evaluation period to July. The motion was seconded by Councilor Prawitz. Councilor Cotterell recalled the City Manager nor Municipal Judge did not receive step increases and only received a cost of living (COLA) increase when approved. Mr. VanWinkle explained non-presented staff had step increases along with a COLA, but the City Manager did not. Councilor Cox said the City Manager position had always been set by contract and could be provided a COLA increase based on the percentage given to other non-represented employees.

Councilor Eggers said she wanted it on record that Council took a lot of time and care developing and comparing the City Manager salary to other cities. Councilor Prawitz noted all department heads had competitive salaries. He wanted the best possible employees compared to other cities and felt they were right in line. After going through the City Manager hiring process, he was certain they were in great shape with their decision for hiring Ms. Messenger. The motion was approved with the following vote: Councilors Cotterell, Cox, Eggers, Moothart, Prawitz, Sipos and Zielinski voted yes. No one voted no.

#### COMMISSION AND WARD REPORTS

Mayor Rich reported Homeless Commission Member, Mike Fieldman, and Representative Gary Leif had been working with Speaker Kotex for a Bill 2004 to fund a low barrier shelter and navigation center. They were able to talk to the speaker and have Roseburg included in the bill. There were five cities in Oregon that would have the opportunity to receive the money. For Roseburg, it would be \$1.5 million dollars and a matter of passing through both chambers and to the Governor to sign. Mayor Rich felt this was good news to obtain funds towards building a shelter and to have it completed by summer 2022.

#### AUDIENCE PARTICIPATION – EMAILED COMMENTS PRIOR TO THE MEETING

Mayor Rich announced comments were received electronically prior to the meeting for specific agenda items that would be discussed during those sections of the meeting.

## CONSENT AGENDA

Councilor Cotterell moved to approve the minutes of February 22, 2021. The motion was seconded by Councilor Cox and approved with the following vote: Councilors Cotterell, Cox, Eggers, Moothart, Prawitz, Sipos and Zielinski voted yes. No one voted no.

## RESOLUTION NO. 2021-06 – DECLARING CERTAIN REAL PROPERTY AS SURPLUS

Ms. Sowa reported that two properties, 1054 NE Cedar and 154 SE Mosher Avenue, were registered as Derelict by the City in 2018. Over the next year and a half, the property owners failed to abate the nuisance, bring the properties into compliance and pay the fines. Roseburg Municipal Code Section 4.04.190 gives the City authority to foreclose on real property on which city liens had been filed if the property owner remained delinquent on the total assessment. On January 30, 2020, the City conducted a public auction on the two properties. No one from the public bid on either property, so the City chose to purchase both properties. State statute requires a one-year redemption period following sale of the property to provide the owner or legal representative of the owner an opportunity to pay final assessments and redeem ownership of the property. The one-year redemption period ended January 30, 2021, and the properties were deeded to the City on February 3, 2021. The building on 154 SE Mosher Avenue was deemed dangerous and was demolished by the City, leaving it as a vacant lot.

Ms. Sowa said several people had expressed interest in purchasing one or both of the properties, and before going through the process of selling the properties, the City must determine the properties were not needed for public use or that the public interest may be furthered by disposal of such property. Staff from all City departments confirmed the properties were not needed for public use. The following real market values for the properties were listed on the Douglas County Assessor's webpage:

- 1054 NE Cedar Street: \$99,178
- 154 SE Mosher Avenue (vacant lot only): \$37,500

Council was asked to determine whether or not to declare the properties as surplus and provide direction regarding value and procedure to sell. Ms. Sowa confirmed once a proposal was received, a public hearing would be scheduled for the potential sale of the property.

In response to Councilor Cox and Mayor Rich, Ms. Sowa confirmed the City was no longer under contract with a local real estate agent and a new agreement would be required when one was chosen. Councilor Cotterell questioned if the City would have to go through a bidding process. Ms. Sowa stated the City could select a realtor without such process and responded to Councilor Sipos that advertising would be at the discretion of the chosen realtor.

Councilor Cotterell moved to adopt Resolution No. 2021-06, entitled, "A Resolution Declaring Certain City of Roseburg Real Property as Surplus." The motion was seconded by Councilor Sipos and approved with the following vote: Councilors Cotterell, Cox, Eggers, Moothart, Prawitz, Sipos and Zielinski voted yes. No one voted no.

Councilor Cotterell moved to proceed using the values listed by the Douglas County Assessor and use a realtor for the surplus property. The motion was seconded by Councilor Prawitz. Mayor Rich noted the realtor could advise the City regarding a price for the properties with a fair market value. Councilor Moothart added property was moving quickly and agreed a realtor

could provide fair market value. Attorney Forrester asked to have the motion changed. Councilors Cotterell and Prawitz withdrew their motion and second. Councilor Cotterell moved to allow a realtor and City Staff develop fair market value for the surplus properties. The motion was seconded by Councilor Eggers and approved by the following vote: Councilors Cotterell, Cox, Eggers, Moothart, Prawitz, Sipos and Zielinski voted yes. No one voted no. Mayor Rich declared Resolution No. 2021-06 as adopted.

ORDINANCE NO. 3551 – AMENDING RMC CHAPTER 6.04, KEEPING FARM ANIMALS, SECOND READING

Ms. Sowa read Ordinance No. 3551, entitled, “An Ordinance Amending Certain Sections of Chapter 6.04 of the Roseburg Municipal Code,” for the second time.

Mayor Rich stated emailed comments were received for this item:

Ashley Hicks, 730 SE Flint Street, provided information regarding the benefit of having chickens and opposed the suggested Ordinance changes. She questioned the number of dogs legally allowed at a residence and wanted to know how many livestock permits had been issued and if those with permits were contacted about the changes.

Manya Nicholson, Roseburg resident, shared slaughtering livestock could be a public nuisance along with noise, smells, and rodents. She said containment of any livestock was essential and was in favor of the Ordinance changes.

Susie Osborn, Roseburg resident, supported the Ordinance changes and stated there should be rules that everyone was expected to follow and information for when an individual chooses not to comply with their permit. She suggested adding something within the ordinance to allow police to rescind a permit when the permit holder violates the rules.

Councilor Cotterell moved to adopt Ordinance No. 3551. The motion was seconded by Councilor Zielinski. Roll call vote was taken: Councilors Cotterell, Cox, Eggers, Moothart, Prawitz, Sipos and Zielinski voted yes. No one voted no. Mayor Rich declared Ordinance No. 3551 as adopted.

ORDINANCE NO. 3552 – AMENDING TITLE 9, BUSINESS PERMITS, LICENSES, TAXES AND REGULATIONS, SECOND READING

Ms. Sowa read Ordinance No. 3552, entitled, “An Ordinance Amending Title 9 – Business Permits, Licenses, Taxes and Regulations, of the Roseburg Municipal Code,” for the second time. Councilor Cotterell moved to adopt Ordinance No. 3552. The motion was seconded by Councilor Moothart. Roll call vote was taken: Councilors Cotterell, Cox, Eggers, Moothart, Prawitz, Sipos and Zielinski voted yes. No one voted no. Mayor Rich declared Ordinance No. 3552 as adopted.

ORDINANCE NO. 3553 – AMENDING TITLE 2 – GOVERNMENTAL PROVISIONS OF THE ROSEBURG MUNICIPAL CODE, SECOND READING

Ms. Sowa read Ordinance No. 3553, entitled, “An Ordinance Amending Title 2 – Governmental Provisions, of the Roseburg Municipal Code,” for the second time. Councilor Sipos moved to adopt Ordinance No. 3553. The motion was seconded by Councilor Cotterell. Roll call vote



was taken: Councilors Cotterell, Cox, Eggers, Moothart, Prawitz, Sipos and Zielinski voted yes. No one voted no. Mayor Rich declared Ordinance No. 3553 as adopted.

#### AIRPORT PARKING LOT IMPROVEMENTS BID AWARD RECOMMENDATION – 20PW22

Mr. Perkins reported that in 2004, Commercial Hangars A and B that were located to the southwest of the Fixed Base Operator (FBO) Hangar were demolished. As a result, the entrance into the Roseburg Airport and FBO changed and was now through the gravel area that remained after the demolition project. This parking lot improvement project would surface the area with asphalt and include the following additional elements:

- Concrete sidewalk along the south side of the FBO Hangar with an ADA access ramp onto the sidewalk.
- An ADA parking space and unloading zone adjacent to the new ADA access ramp.
- A landscape planter along the south side of the FBO between the existing building and new concrete sidewalk.
- ADA access path from the FBO to Aviation Dr.
- A new driveway approach along Aviation Dr.
- Landscaping along Aviation Dr. on both sides of the new driveway approach.
- Storm drainage to collect storm water runoff from the new asphalt surface.

Mr. Perkins said the project was advertised on January 21, 2021 and bids received were separated into Schedule A for the majority of the work with an alternate Schedule B for fencing. Three bids were received on February 11, 2021:

<b>Bidder</b>	<b>Schedule A</b>	<b>Schedule B</b>	<b>Total Bid</b>
Black Pearl Asphalt Maintenance, LLC	\$ 117,588.50	\$8,100.00	\$ 125,688.50
LTM Inc. DBA Knife River Materials	\$ 123,736.00	\$7,850.00	\$ 131,586.00
Wildish Construction Co.	\$ 141,774.00	\$10,040.00	\$ 151,814.00
<b><i>Engineer's Estimate</i></b>	<b><i>\$ 117,821.00</i></b>	<b><i>\$7,005.00</i></b>	<b><i>\$ 124,826.00</i></b>

If awarded, the Notice to Proceed would be issued as soon as possible and the contractor would have seventy calendar days to complete the project. The project went before the Airport Commission on February 18, 2021 and was unanimously approved to proceed to Council.

Councilor Cox said the Airport Commission was very supportive of the project and moved to award Schedules A and B of the Airport Parking Lot Improvements Project to the lowest responsible bidder, Black Pearl Asphalt Maintenance, LLC for \$125,688.50. The motion was seconded by Councilor Cotterell and approved with the following vote: Councilors Cotterell, Cox, Eggers, Moothart, Prawitz, Sipos and Zielinski voted yes. No one voted no.

#### HOUSING NEEDS ANALYSIS UPDATE

Mr. Cowie discussed that since the adoption of the Housing Needs Analysis in September 2019, the Community Development Department had been actively working on implementing action items provided in the document. As part of the development, five housing policies were created:

1. Land Availability
2. Opportunities for housing development to meet the City's identified housing needs
3. Affordable Housing

4. Infrastructure Planning
5. Funding

Forty-four implementation items were created as ways in which the policies identified could be implemented. Some of the implementation items were general in nature and could be interpreted as ongoing activity, while others were very specific. Some point to a single action, while others could be combined to achieve one particular outcome. Over the last year the City had worked on 15 implementation items that included (1) items the City was working on prior to the Housing Needs Analysis, (2) indirect work that resulted from new development proposals and permits, (3) work the City initiated to stay consistent with recent changes to state law, and (4) action items identified under City Goal #1; “Develop and implement policies to enhance housing opportunities” for 2020-2022.

Mr. Cowie continued with information identified under Goal #1, adopted through Resolution 2020-01:

*Implement House Bill 2001 Provisions (Middle Housing Project)*

In 2019, the Oregon Legislature passed House Bill 2001 to help provide citizens with more housing choices, beyond that of a typical detached single-family residence. Under the bill, by June 30, 2021, cities with a population of less than 25,000 must allow duplexes in areas zoned for single-family dwellings. By June 30, 2022, cities with a population of more than 25,000 must allow people to build duplexes, triplexes, fourplexes, cottage clusters, and townhouses in residential areas.

Roseburg sat in a unique situation, in that the current population was 24,890, just short of the 25,000 to require triplexes, fourplexes, cottage clusters and townhouses. Recognizing those future changes, the City applied for a grant through the Department of Land Conservation and Development (DLCD) in April of 2020. The grant was designed to assist in amending the code to better enable the use of duplexes in residential areas and to help prepare future amendments to allow triplexes, fourplexes, cottage clusters and townhouses, recognizing that by June 30, 2022, most likely the population would exceed 25,000. The City was awarded the grant in June of 2020, and a contract was executed between the City, DLCD and 3J Consulting in August of 2020. Since that time, a Steering Advisory Committee was formed and met three times to discuss the project and review draft code; a community survey was launched that saw 353 individuals provide feedback; a public open house was held on December 8, 2020; and a second open house had been tentatively scheduled for April 2021.

It was anticipated that the Planning Commission would hold a public hearing surrounding duplex-related amendments to the code in May, with Council reviewing the amendments in June to ensure the City was compliant with new state law. Amendments concerning triplexes, fourplexes, cottage clusters and townhomes would be provided to the City by the consultant at the end of the grant in June, giving the City the opportunity to fine-tune the amendments the following year prior to required implementation in June of 2022.

*Pursue UGB Swap*

Although this project had moved slowly, the City took necessary steps to complete items that would bolster a future application. Adoption of the Housing Needs Analysis into the City

Comprehensive Plan, was a vital step in identifying the UGB swap as a potential option for providing more suitable residential land for development. In addition, studies concerning traffic impacts and the feasibility of future infrastructure improvements were currently underway, in an effort to help strengthen an application that was scheduled to be presented this summer. Ongoing discussion had occurred with the two property owners, whose property would be moved outside the UGB to help facilitate the swap. Two public meetings were held, primarily consisting of people living in and owning property within the Charter Oaks area. A future public meeting with the Charter Oaks neighborhood would be conducted prior to submittal of an application.

*Continue Urban Renewal Multi-Family Housing Incentives*

Since adoption of the Diamond Lake Urban Renewal Plan on June 25, 2018, the City reviewed or was in process of reviewing 400 new apartment units along the Diamond Lake corridor within the Urban Renewal District. Significant multi-family dwelling projects had been under construction for Deer Creek Village apartments, which consisted of 68-units of affordable housing geared toward serving the veteran population. That facility was able to partner with the City to qualify for the SDC buydown program in which \$314,367 of SDC fees were deferred by the Urban Renewal Agency. Completion of this project was anticipated in the spring.

In addition, Oak Springs apartments located on NE Pomona Street was under construction with several buildings nearing completion. Three of the eight buildings were recently granted a temporary certificate of occupancy, meaning 36 new units were available to rent. The remaining buildings were slated for completion in the coming months. Oak Springs consisted of a total of 89 two-bedroom units of market rate housing. This facility also partnered with the City to qualify for the SDC buydown program in which \$409,968 of SDC fees were deferred by the Urban Renewal Agency.

Although unable to qualify for the SDC buydown option, as the owner had indicated a desire to request tax exemption status once constructed, the City in March of 2020 issued Conditional Use Permit approval, and was currently processing a Site Review application for Sunshine Apartments. This new apartment complex would be located on the corner of Sunshine Road and Hwy 138E, across from Sunshine Park. The apartments would consist of 144 units of affordable housing, including both one, two and three bedroom units.

The owner and developer of the property, Wishcamper Development Partners, was the recipient of \$9.8 million state grant designed to increase affordable housing. The grant was among \$75 million distributed in July of 2020 in Local Innovation and Fast Track (LIFT) funding. The LIFT program was approved during the 2016 session of the Oregon Legislature to help spur affordable housing across the state for low-income families, including those in rural communities.

Finally, within the last month the City received a Conditional Use Permit application for a 100-unit apartment complex adjacent to Oak Springs Apartments on the corner of Pomona St. and Hwy 138E. This development proposal was submitted by Timberview Construction, the same developer constructing Oak Springs Apartments. The application was being processed and additional SDC buydown options would be evaluated.

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Mr. Cowie said the remaining action item identified within Goal #1 was to prioritize recommendations from the Housing Needs Analysis. It was anticipated upon completion of the Middle Housing Project and submittal of a future UGB swap application that staff would return to Council to discuss other recommendations.

In response to Councilor Cotterell, Mr. Cowie confirmed the types of homes would not be mandated, but left to the developers to have incentives to put them in place. There would be some code changes around duplexes to make them available for all residential zones. Councilor Eggers said she noticed some homes in her neighborhood were providing improvements to provide a rentable space.

Mr. Cowie provided a map showing growth in the Urban Renewal District for Deer Creek Village, Oak Springs Apartments and future location for apartments on Sunshine Road. He never imagined that in such a short time his department would be reviewing over 400 units of apartments for the community. In response to Councilor Moothart, Mr. Cowie reported there was a mix of affordable and market value rentals. Councilor Prawitz added he had been on the Housing Needs Advisory Committee and knew the community needed affordable housing, but also needed all levels of housing. Councilor Cotterell wanted to know that with the new work for housing, what percentage had asked for property tax exemption. Ms. Messenger reported only the one property on Sunshine Road had applied for an exemption. Mr. Cowie noted that they were trying to provide a housing mix for what people needed and more would come forward in future meetings.

#### PUBLIC EDUCATION AND GOVERNMENT (PEG) CHANNEL UPDATE

Mr. Harker provided information regarding the long history of broadcasting City Council meetings through a Public Education and Government (PEG) Channel that as provided free of charge through a franchise agreement with Charter Cable. In order to record and broadcast City Council meetings, the City must own, operate, and support several pieces of equipment within City Hall and the Council Chambers. In the past, the City made upgrades to audio and visual equipment, including microphones and camera upgrades. The PEG channel equipment specifically required to broadcast over the Charter channel currently failed and needed to be replaced should the City choose to continue to broadcast meetings through this medium.

In order to continue to broadcast over the PEG channel the City would need to invest in the following equipment:

- Teradeck Slice 756 Decoder ..... \$ 3,990
  - Teradeck Slice 776 Encoder ..... \$ 3,990
  - Miscellaneous Cables..... \$ 250
  - Leightonix Ultranexus HD X2 ..... \$10,995
- \$19,225

The City's history using the PEG Channel to broadcast City Council meetings goes back decades, and in the beginning a local cable channel was the only viable way of broadcasting public meetings to the general population. However, due to developments in satellite, internet, and streaming video technologies, cable TV was no longer a sole source for video media content for the City's residents.

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Mr. Harker did not have statistical information regarding the level of penetration that Charter continued to maintain in the community, but it was certain that the PEG channel would gain access to only a portion of the population. With advancements in live streaming technologies over the last decade, it became much more feasible and affordable to broadcast public meetings over social media such as Facebook Live. Recording meetings and making them available for later viewing had also become feasible and affordable. During this past year, due to COVID restrictions, the City initiated efforts to broadcast not only City Council meetings but also Special Meetings and hearings using Facebook Live, recording, and posting the recordings to the City's website.

The City started presenting Council meetings live on Facebook in April 2020. Then, around October 2020, the City transitioned all of its public meetings onto Facebook Live. Since that transition, the City Facebook page has grown exponentially. The City gained over 1,500 new followers on the City of Roseburg page; bringing the City to 2,221 followers. The City had continued to demonstrate audience growth over a period of time by use of social media. The City's average engagement rate with its followers, since implementing the Council meetings on Facebook, was 8.6 percent. To give perspective, typically a "good" engagement rate on Facebook was anything above 5 percent. Based on this metric, the City was doing a good job of posting content that seemed to resonate with its audience. For the videos themselves, the City had seen a gain in public interest. The City's most popular public meeting video in the past six months was its first Homeless Commission meeting on January 25, 2021. That video alone was watched by over 6,700 people on Facebook. It was shared 32 times in the community, and the City received over 98 comments on the post. Looking at the Council meeting videos in general, the City averaged around 2,500 views per video. Depending on the topics at the meeting, the viewership was typically in the 2,400 to 2,600 range; based on the last six months of data. For Commission meeting videos (not including the Homeless Commission), they have a lower average viewership of around 400 to 500.

Mr. Harker said should the Council decide to continue to broadcast over the PEG Channel, there would be a one-time outlay of approximately \$20,000; otherwise, the discontinued use would not incur any additional expenses. Ms. Messenger added Planning Commission meetings were also broadcast on the PEG Channel, but other Commissions were not. Councilor Cox said she remembered when they started the Channel, how it seemed outdated now, and realized technology was now different and thought it could be frustrating that only Charter subscribers had the ability to watch the meeting on television.

Councilor Cotterell agreed and felt \$20,000 was a lot of money that could be used elsewhere. Councilor Sipos agreed and felt the newer technology was sufficient without the need to spend more money. In response to Councilor Prawitz, Mr. Harker explained the equipment started with Douglas County, the City took it over, and there was a separate room inside city hall where the equipment was housed to code, decode, maneuver cameras and upload the link for the Charter channel. The manipulated signal had to pass through and out to Charter for them to use their equipment for the broadcast. It had nothing to do with the cameras in the Council Chamber. When meetings go back to in-person, the cameras in the Council Chamber would be used to continue livestreaming meetings on Facebook live without the need for the Charter Channel.



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Councilor Prawitz confirm he struggled with the notion of reducing visual capability for those using the Charter cable channel even if it were only five people. If they decided to not use the funds he would love to see the money go toward building some emergency shelter huts to help the unhoused out of the cold weather. In response to Councilor Eggers, Mr. Harker explained the City had done what they could to keep the equipment working, but parts were not readily available. Ms. Messenger added there was an added expense to have an employee run the equipment to broadcast the meetings. The PEG Channel had been inoperable for some time and the City had not received any calls or complaints of missed meetings.

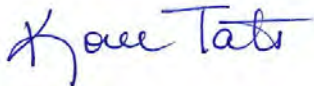
Mayor Rich said he was interested to know how many people watched the channel besides himself and hoped he was not the only person left who did not use Facebook for the meetings. Mr. Harker explained Facebook live was not the only means to watch meetings as they were also uploaded to the City website. Councilor Cotterell suggested to hold off on spending money at this point unless persons in the community came forward requesting it be available. Mayor Rich asked Council if they approved to discontinue immediate use of the PEG Channel operations based on the increased viewership on social media and the City website unless citizens came forward seeking access. The vote was approved by the following: Councilors Cotterell, Cox, Eggers, Moothart, Sipos and Zielinski voted yes. Councilor Prawitz did not provide a vote

#### ITEMS FROM MAYOR/CITY COUNCIL/CITY MANAGER

No new items brought forward.

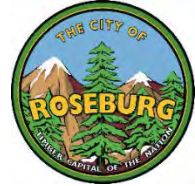
#### ADJOURNMENT

Mayor Rich adjourned the meeting at 8:27 p.m.



Koree Tate  
Management Assistant

# ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



## OLCC ADDITIONAL OFF-PREMISES LICENSE HACIENDA VIEJA MEXICAN RESTAURANT – 780 NW GARDEN VALLEY BOULEVARD #45

Meeting Date: March 22, 2021

Agenda Section: Consent Agenda

Department: Administration

Staff Contact: Koree Tate, Management Assistant

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

Contact Telephone Number: 541-492-6866

### ISSUE STATEMENT AND SUMMARY

Roseburg Municipal Code Chapter 9.12 requires staff review of all applications submitted to the Oregon Liquor Control Commission for a license to sell alcoholic beverages within the City. Upon completion of staff review, the City Recorder is required to submit the application and a recommendation concerning endorsement to the Council for its consideration. Changes to existing licenses must be processed in the same manner.

### BACKGROUND

OLCC has received an application from Hacienda Vieja Mexican Restaurant located at 780 NW Garden Valley Boulevard #45 to add an “Off-Premises” license. Hacienda Vieja Mexican Restaurant was previously approved by the Council at the January 25, 2021 meeting for a “Full On-Premises Commercial” license.

- A. Council Action History.** Chapter 9.12 requires Council to make a recommendation to OLCC on the approval or denial of all liquor license applications submitted by any establishment located inside City limits.
- B. Analysis.** The Police Department previously conducted a background investigation on the applicant and found no reason to deny the application.
- C. Financial and/or Resource Considerations.** The applicant has paid the appropriate fee for City review of the application.
- D. Timing Issues.** The applicant is requesting endorsement from the Council for immediate submittal to OLCC.

### COUNCIL OPTIONS

Council may recommend OLCC approval of the application as submitted or recommend denial based on OLCC criteria.

**STAFF RECOMMENDATION**

Staff recommends Council approval of the application as submitted.

**SUGGESTED MOTION**

***“I MOVE TO RECOMMEND APPROVAL OF THE OLCC ADDITIONAL LICENSE APPLICATION FOR HACIENDA VIEJA MEXICAN RESTAURANT LOCATED AT 780 NW GARDEN VALLEY BOULEVARD #45 IN ROSEBURG, OREGON.”***

**ATTACHMENTS**

Attachment #1 - Subject Application

**cc:** License Applicant w/copy of agenda  
Jonathan Crawl and Amanda Cooper, OLCC Representatives  
OLCC License File



OREGON LIQUOR CONTROL COMMISSION

# LIQUOR LICENSE APPLICATION

PRINT FORM

RESET FORM

1. Application. **Do not include** any OLCC fees with your application packet (the license fee will be collected at a later time). Application is being made for:

License Applied For:	CITY AND COUNTY USE ONLY
<input type="checkbox"/> Brewery 1 <sup>st</sup> Location	Date application received and/or date stamp:
<input type="checkbox"/> Brewery Additional location (2 <sup>nd</sup> ) <input type="checkbox"/> (3 <sup>rd</sup> ) <input type="checkbox"/>	Name of City or County:
<input type="checkbox"/> Brewery-Public House (BPH) 1 <sup>st</sup> location	Recommends this license be:
<input type="checkbox"/> BPH Additional location (2 <sup>nd</sup> ) <input type="checkbox"/> (3 <sup>rd</sup> ) <input type="checkbox"/>	<input type="checkbox"/> Granted <input type="checkbox"/> Denied
<input type="checkbox"/> Distillery	By: _____
<input type="checkbox"/> Full On-Premises, Commercial	Date: _____
<input type="checkbox"/> Full On-Premises, Caterer	
<input type="checkbox"/> Full On-Premises, Passenger Carrier	
<input type="checkbox"/> Full On-Premises, Other Public Location	
<input type="checkbox"/> Full On-Premises, For Profit Private Club	
<input type="checkbox"/> Full On-Premises, Nonprofit Private Club	
<input type="checkbox"/> Grower Sales Privilege (GSP) 1 <sup>st</sup> location	
<input type="checkbox"/> GSP Additional location (2 <sup>nd</sup> ) <input type="checkbox"/> (3 <sup>rd</sup> ) <input type="checkbox"/>	<b>OLCC USE ONLY</b>
<input type="checkbox"/> Limited On-Premises	Date application received: <u>3/2/21</u>
<input checked="" type="checkbox"/> Off-Premises	Date application accepted: <u>3/2/21</u>
<input type="checkbox"/> Warehouse	
<input type="checkbox"/> Wholesale Malt Beverage & Wine	
<input type="checkbox"/> Winery 1 <sup>st</sup> Location	License Action(s): <u>A/P/IV</u>
<input type="checkbox"/> Winery Additional location (2 <sup>nd</sup> ) <input type="checkbox"/> (3 <sup>rd</sup> ) <input type="checkbox"/>	
<input type="checkbox"/> (4 <sup>th</sup> ) <input type="checkbox"/> (5 <sup>th</sup> ) <input type="checkbox"/>	

2. Identify the applicant(s) applying for the license(s). **ENTITY (example: corporation or LLC) or INDIVIDUAL(S)**<sup>1</sup> applying for the license(s):

Hacienda Vieja Mexican Restaurant Roseburg, LLC

App #1: NAME OF ENTITY OR INDIVIDUAL APPLICANT

App #2: NAME OF ENTITY OR INDIVIDUAL APPLICANT

App #3: NAME OF ENTITY OR INDIVIDUAL APPLICANT

App #4: NAME OF ENTITY OR INDIVIDUAL APPLICANT

3. Trade Name of the Business (Name Customers Will See) Hacienda Vieja Mexican Restaurant		
4. Business Address (Number and Street Address of the Location that will have the liquor license) 780 NW Garden Valley Blvd #45		
City Roseburg	County Douglas	Zip Code 97471

<sup>1</sup> Read the instructions on page 1 carefully. If an entity is applying for the license, list the name of the entity as an applicant. If an individual is applying as a sole proprietor (no entity), list the individual as an applicant.



# OREGON LIQUOR CONTROL COMMISSION BUSINESS INFORMATION

Please Print or Type

Applicant Name: Hacienda Vieja Mexican Restaurant Roseburg, LLC Phone: (541) 900-1023

Trade Name (dba): Hacienda Vieja Mexican Restaurant

Business Location Address: 780 NW Garden Valley Blvd #45

City: Roseburg ZIP Code: 97471

## DAYS AND HOURS OF OPERATION

### Business Hours:

Sunday	11:00 AM	to	10:00 PM
Monday	11:00 AM	to	10:00 PM
Tuesday	11:00 AM	to	10:00 PM
Wednesday	11:00 AM	to	10:00 PM
Thursday	11:00 AM	to	10:00 PM
Friday	11:00 AM	to	10:00 PM
Saturday	11:00 AM	to	10:00 PM

### Outdoor Area Hours:

Sunday	_____	to	_____
Monday	_____	to	_____
Tuesday	_____	to	_____
Wednesday	_____	to	_____
Thursday	_____	to	_____
Friday	_____	to	_____
Saturday	_____	to	_____

The outdoor area is used for:

- ☐ Food service Hours: \_\_\_\_\_ to \_\_\_\_\_
- ☐ Alcohol service Hours: \_\_\_\_\_ to \_\_\_\_\_
- ☐ Enclosed, how \_\_\_\_\_

The exterior area is adequately viewed and/or supervised by Service Permittees.

\_\_\_\_\_  
(Investigator's Initials)

Seasonal Variations: ☐ Yes ☒ No If yes, explain: \_\_\_\_\_

## ENTERTAINMENT

Check all that apply:

- |  |   |
|--|---|
| <input type="checkbox"/> Live Music                | <input type="checkbox"/> Karaoke                |
| <input checked="" type="checkbox"/> Recorded Music | <input type="checkbox"/> Coin-operated Games    |
| <input type="checkbox"/> DJ Music                  | <input type="checkbox"/> Video Lottery Machines |
| <input type="checkbox"/> Dancing                   | <input type="checkbox"/> Social Gaming          |
| <input type="checkbox"/> Nude Entertainers         | <input type="checkbox"/> Pool Tables            |
|  | <input type="checkbox"/> Other: _____           |

## DAYS & HOURS OF LIVE OR DJ MUSIC

Sunday	_____	to	_____
Monday	_____	to	_____
Tuesday	_____	to	_____
Wednesday	_____	to	_____
Thursday	_____	to	_____
Friday	_____	to	_____
Saturday	_____	to	_____

## SEATING COUNT

Restaurant: 84 Outdoor: \_\_\_\_\_

Lounge: \_\_\_\_\_ Other (explain): Waiting Area: 6

Banquet: \_\_\_\_\_ Total Seating: 90

### OLCC USE ONLY

Investigator Verified Seating: \_\_\_\_\_(Y) \_\_\_\_\_(N)

Investigator Initials: \_\_\_\_\_

Date: \_\_\_\_\_

I understand if my answers are not true and complete, the OLCC may deny my license application.

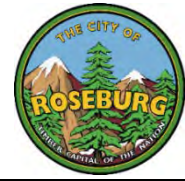
Applicant Signature: [Signature] Date: 02/19/2021

1-800-452-OLCC (6522)

www.oregon.gov/olcc

(rev. 12/07)





## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

### WEST AVENUE WATER MAIN EXTENSION BID AWARD RECOMMENDATION – 19WA04

**Meeting Date:** March 22, 2021

**Department:** Public Works

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

**Agenda Section:** Department Items

**Staff Contact:** Brice Perkins, PW Director

**Contact Telephone Number:** 541-492-6730

#### ISSUE STATEMENT AND SUMMARY

The City recently received bids for the West Avenue Water Main Extension project. The issue for the City Council is whether to award the construction contract.

#### A. Council Action History.

On November 8, 2018, City Council awarded the West Avenue Water Main Extension project design contract to Murraysmith.

#### B. Analysis.

There are two major transmission mains between the water treatment plant in Winchester and the City's main reservoir complex located on Bellview Court (Reservoir Hill). The mains were installed in phases between 1934 and 2013. The existing transmission mains vary in size from 20-inch to 30-inch and consist of various pipe materials. The 30-inch transmission main terminates north of Reservoir Hill at West Avenue where it connects back into the 24-inch transmission main. The 24-inch main then functions as a single supply transmission main the remaining distance of approximately 1600 feet to the storage facilities at Reservoir Hill. The adopted Water System Master Plan recommends an extension of the 30-inch transmission main between West Avenue and Reservoir #7 in order to provide system redundancy to the reservoirs.

Murraysmith's design calculations determined that a 24-inch pipeline extension was adequate for current and future capacity of the Water Treatment Plant.

Five bids were received. They are summarized below:

#	Bidder	Total Bid Amount
1	Trench Line Excavation, Inc.	\$1,225,000.00
2	Black Pearl Paving & Excavation	\$1,101,944.00
3	Cradar Enterprise, Inc.	\$1,277,280.00
4	Laskey-Clifton Corp.	\$1,405,895.00
5	Emery & Sons Construction Group LLC	\$1,228,533.00
	<i>Engineer's Estimate</i>	<i>\$ 1,457,027.00</i>

**C. Financial/Resource Considerations.**

The FY 2020-21 Water Fund budget includes \$2,000,000 for this project. The total project costs are estimated below:

Design		\$	240,805.00
Construction		\$	1,101,944.00
Construction Mgt. Support	(Murraysmith)	\$	61,004.00
Construction Mgt. Support	(i.e. Engineering)	\$	34,560.00
Contingency	(7.5%)	\$	<u>82,645.80</u>
<b>Total</b>		<b>\$</b>	<b>1,520,958.80</b>

**D. Timing Considerations.**

If awarded, the Notice to Proceed would be issued in May after execution of the construction contract. The contractor is allowed 120 calendar days to complete the project.

**COUNCIL OPTIONS**

The Council has the following options:

1. Award the contract to the lowest responsible bidder, Black Pearl Paving & Excavation, LLC, for \$1,101,944.00; or
2. Request additional information; or
3. Reject all bids.

**STAFF RECOMMENDATION**

Funds have been budgeted and are available to construct the project. The bid appears to be both responsive and responsible. The Public Works Commission discussed this project at their March 11, 2021, meeting. The Commission unanimously recommended awarding the project to the lowest responsible bidder, Black Pearl Paving & Excavation, LLC, for \$1,101,944.00. Staff concurs with this recommendation.

**SUGGESTED MOTION**

***"I move to award the West Avenue Water Main Extension Project to the lowest responsible bidder, Black Pearl Paving & Excavation, LLC, for \$1,101,944.00."***

**ATTACHMENTS:**

None

## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



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### CONTRACT AWARD - CONSTRUCTION MANAGEMENT SERVICES WEST AVENUE WATER MAIN EXTENSION- 19WA04

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Meeting Date: March 22, 2021  
Department: Public Works  
[www.cityofroseburg.org](http://www.cityofroseburg.org)

Agenda Section: Department Items  
Staff Contact: Brice Perkins, PW Director  
Contact Telephone Number: 541-492-6730

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#### ISSUE STATEMENT AND SUMMARY

Staff recently negotiated a proposed scope and fee for limited construction management (CM) services for the West Avenue Water Main Extension project with Murraysmith. The issue for the Council is whether to award the construction management (CM) services contract.

#### A. Council Action History.

On November 8, 2018, City Council awarded the West Avenue Water Main Extension project design contract to Murraysmith.

#### B. Analysis.

Construction documents were completed in December 2020 and construction bids were opened on March 4, 2021. Considering their role as the design engineer, staff negotiated directly with Murraysmith for the CM services required for this project. It is anticipated that construction will begin in May 2021.

The proposed scope of work includes project management and coordination, pre-construction services, clarifications and interpretations, submittal review, request for information support, weekly progress meetings, monthly site visits, preparation of record drawings, and other miscellaneous services. Additionally, the scope of work includes geotechnical and cathodic protection system support during construction.

#### C. Financial/Resource Considerations.

The FY 20-21 Water Capital budget includes \$2,000,000 for this project. The cost of the proposed construction management contract with Murraysmith is \$61,004.00. Total project costs are estimated below:

Design	\$ 240,805.00
Construction	\$ 1,101,944.00
Construction Mgt. (Murraysmith)	\$ 61,004.00
Construction Mgt. (i.e. Engineering)	\$ 34,560.00
Contingency (7.5%)	<u>\$ 82,645.80</u>
<b>Total</b>	<b>\$ 1,520,958.80</b>

**D. Timing Considerations.**

The award of the construction project is on this same Council agenda. It is important to identify how the resident observation will be achieved at this time.

**COUNCIL OPTIONS**

The Council has the following options:

1. Award a construction management services contract to Murraysmith for an amount not to exceed \$61,004.00; or
2. Request additional information; or
3. Recommend staff issue a Request for Proposals for the construction management services.

**STAFF RECOMMENDATION**

Funds have been budgeted and are available for the proposed CM Services contract. The Public Works Commission discussed this contract at their March 11, 2021, meeting. The Commission unanimously recommended awarding the contract to Murraysmith for an amount not to exceed \$61,004.00. Staff concurs with this recommendation.

**SUGGESTED MOTION**

***"I move to award the West Avenue Water Main Extension Construction Management Services contract to Murraysmith for an amount not to exceed \$61,004.00."***

**ATTACHMENTS:**

None

## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



### HARRISON ST. - HARVARD AVE. STORM DRAIN IMPROVEMENTS BID AWARD RECOMMENDATION – 20PW21

Meeting Date: March 22, 2021

Department: Public Works

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

Agenda Section: Department Items

Staff Contact: Brice Perkins, PW Director

Contact Telephone Number: 541-492-6730

#### ISSUE STATEMENT AND SUMMARY

The City recently received bids for the Harrison St. - Harvard Ave. Storm Drain Improvements project. The issue for the City Council is whether to award the construction contract.

#### A. Council Action History.

None.

#### B. Analysis.

The project consists of replacing approximately 325 linear feet of undersized 8-inch concrete storm sewer pipe in Harrison Street where it crosses Harvard Avenue. Harrison Street has a large flat low area with poor drainage and a history of standing water. The 2011 Roseburg Storm Water Master Plan identifies the area west of I-5 and east of Keady Court as being a problem area where the storm drainage system is under capacity. In 2013, i.e. Engineering, Inc. performed a study of the area which included hydraulic modeling and recommended improvements. One of the recommendations was to replace the 8-inch storm drain on Harrison Street with larger capacity 12-inch storm drain.

Due to their familiarity with the storm system in this area, staff negotiated directly with i.e. Engineering, Inc. to provide civil design services to develop construction drawings for this project. Staff assembled the bid documents and special provisions. The project was advertised for bid on February 2, 2021. Construction management will be provided by staff.

One bid was received on February 23, 2021, and is summarized below:

#	Bidder	Total Bid Amount
1	Black Pearl Paving & Excavation	\$ 205,604.00
	<i>Engineer's Estimate</i>	\$ 185,295.00



**C. Financial/Resource Considerations.**

Funds are available in the fiscal year 2021 Storm Drain Fund. The total project costs are estimated below:

Design	\$ 16,410.00
Construction	\$ 205,604.00
Contingency (7.5%)	\$ 15,420.00
<b>Total</b>	<b>\$ 237,434.00</b>

**D. Timing Considerations.**

If awarded, the Notice to Proceed would be issued in April after execution of the construction contract. The contractor is allowed 60 calendar days to complete the project.

**COUNCIL OPTIONS**

The Council has the following options:

1. Award the contract to the lowest responsible bidder, Black Pearl Paving & Excavation, for \$205,604.00; or
2. Request additional information; or
3. Reject all bids.

**STAFF RECOMMENDATION**

Funds have been budgeted and are available to construct the project. The bid appears to be both responsive and responsible. The Public Works Commission discussed this project at their March 11, 2021, meeting and unanimously recommended awarding the project to the lowest responsible bidder, Black Pearl Paving & Excavation, for \$205,604.00. Staff concurs with this recommendation.

**SUGGESTED MOTION**

***"I move to award the Harrison St. - Harvard Ave. Storm Drain Improvements Project to the lowest responsible bidder, Black Pearl Paving & Excavation, for \$205,604.00."***

**ATTACHMENTS:**

None

## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



### 2021 PAVEMENT MANAGEMENT PROGRAM – PHASE I BID AWARD RECOMMENDATION – 21PW01

Meeting Date: March 22, 2021  
Department: Public Works  
[www.cityofroseburg.org](http://www.cityofroseburg.org)

Agenda Section: Department Items  
Staff Contact: Brice Perkins, PW Director  
Contact Telephone Number: 541-492-6730

#### ISSUE STATEMENT AND SUMMARY

Construction bids were received for Phase I of the 2021 Pavement Management Program (PMP) project. The issue for the City Council is whether to award the construction contract.

#### A. Council Action History.

On September 23, 2019, Council awarded a new Five Year Pavement Management Program engineering contract to Century West Engineering.

#### B. Analysis.

As part of the City's annual pavement rehabilitation work, the City identified the rehabilitation of Lincoln Street from Sunset Street to Malheur Avenue as the priority for 2021. The project consists of utility trench restoration, grinding and repaving 37 feet wide and roughly 3,300 lineal feet of roadway and the replacement of 12 Americans with Disabilities (ADA) ramps.

To encourage competitive bidding, staff divided this year's PMP project into phases. Phase I will be constructed this fiscal year and consists of removing and replacing the 12 ADA ramps. Phase II will bid later this spring for summer construction and will include the 2" grind and inlay. Phase I of this project was advertised for bid on February 11, 2021.

Three bids were received on March 4, 2021, and are summarized below:

No.	Bidder	Total Bid Amount
1	Guido Construction, Inc.	\$185,897.00
2	Pacific Excavation	\$201,691.00
3	Brown Construction	\$248,386.00
	<i>Engineer's Estimate</i>	<i>\$172,760.00</i>

**C. Financial/Resource Considerations.**

The FY 20-21 Transportation Fund budget includes \$1,522,500.00 for capital improvements. To date \$1,095,897.00 has been expended. Total project costs are estimated below.

Construction	\$ 185,897.00
Construction Mgt. Support (Century West)	\$ 16,391.00
Construction Mgt. Support (i.e. Engineering)	\$ 18,720.00
<u>Contingency (5% of const.)</u>	<u>\$ 9,294.85</u>
<i>Total Estimated Costs</i>	<i>\$ 230,302.85</i>

**D. Timing Considerations.**

If awarded, the Notice to Proceed would be issued in April. The contractor is allowed 90 calendar days to complete the project.

**COUNCIL OPTIONS**

The Council has the following options:

1. Award the contract to the lowest responsible bidder, Guido Construction, Inc. for \$185,897.00; or
2. Request additional information; or
3. Reject all bids.

**STAFF RECOMMENDATION**

Funds have been budgeted and are available to construct the project. The bid appears to be both responsive and responsible. The Public Works Commission discussed this project at their March 11, 2021, meeting and unanimously recommended awarding the project to the lowest responsible bidder, Guido Construction, Inc., for \$185,897.00. Staff concurs with this recommendation.

**SUGGESTED MOTION**

***“I move to award the 2021 Pavement Management Program – Phase I Project to the lowest responsible bidder, Guido Construction, Inc., for \$185,897.00.”***

**ATTACHMENTS:**

None

## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY



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### RESIDENT OBSERVATION MASTER CONTRACT AWARD

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**Meeting Date:** March 22, 2021

**Department:** Public Works

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

**Agenda Section:** Department Items

**Staff Contact:** Brice Perkins, PW Director

**Contact Telephone Number:** 541-492-6730

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#### ISSUE STATEMENT AND SUMMARY

The City has several construction projects scheduled for this summer. The issue for the Council is whether to authorize a master contract to provide resident observation (inspection) services for multiple projects.

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

City Council awarded Resident Observation Master Contracts to i.e. Engineering, Inc. on April 23, 2018, and May 13, 2019.

#### **B. Analysis.**

Staff's intent is to execute a master contract with i.e. Engineering, Inc. for resident observation services. Each task order under the master contract would be individually negotiated, based on an agreed upon scope of work. Work that would be accomplished under this contract is field inspection services for construction projects. Staff has determined that entering into a contract with i.e. Engineering, Inc. is the most cost effective method to provide field inspection services required to successfully complete the projects currently scheduled this construction season.

At this time, staff intends to utilize this contract for inspection services on the West Avenue Water Main Extension, Phase I of the Lincoln Street Improvements, and the 24" Water Transmission Main from Hooker Rd. to Isabell Ave. projects.

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

It is staff's intent to enter into a master contract and negotiate task orders as required on a project by project basis. A new task order will be negotiated for each project, and the cost for these services will be included in the overall project cost and will be funded accordingly. Any task orders over \$50,000.00 will require approval from the City Council after a recommendation by the Public Works Commission. The combined value of all task orders will not exceed \$100,000.00.

**D. Timing Considerations.**

Two of the three projects for which this contract may be utilized have been bid and are ready for award. It is important to identify how the resident observation will be achieved at this time.

**COUNCIL OPTIONS**

The Council has the following options:

1. Award a master contract for resident observation services to i.e. Engineering, Inc.;  
or
2. Request additional information; or
3. Recommend not moving forward with the master contract at this time.

**STAFF RECOMMENDATION**

The Public Works Commission discussed this contract at their March 11, 2021, meeting and unanimously recommended that the Council award a master engineering contract for resident observation services to i.e. Engineering, Inc. for an amount not to exceed \$100,000. Staff concurs with this recommendation.

**SUGGESTED MOTION**

***“I move to award a master engineering contract for resident observation services to i.e. Engineering, Inc. for an amount not to exceed \$100,000.”***

**ATTACHMENTS:**

None





## ROSEBURG CITY COUNCIL AGENDA ITEM SUMMARY

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### CITY MANAGER ACTIVITY REPORT

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**Meeting Date:** March 22, 2021

**Department:** Administration

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

**Agenda Section:** Informational

**Staff Contact:** Nikki Messenger, City Manager

**Contact Telephone Number:** 541-492-6866

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### ISSUE STATEMENT AND SUMMARY

At each meeting, the City Manager provides the City Council with a report on the activities of the City, along with an update on operational/personnel related issues which may be of interest to the Council. These reports shall be strictly informational and will not require any action on the Council's part. The reports are intended to provide a mechanism to solicit feedback and enhance communication between the Council, City Manager and City Staff. For your March 22, 2021 meeting, the following items are included:

- Department Head Meeting Agendas
- Tentative Future Council Agenda Items
- City Manager Weekly Messages



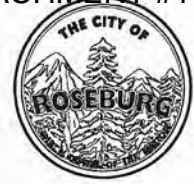
Agenda  
Department Head Meeting  
Electronically via Zoom  
March 9, 2021 - 10:00 a.m.

1. Review March 8, 2021 City Council Meeting Synopsis
2. Review March 22, 2021 City Council Meeting Agenda
3. Review Tentative Future Council Meeting Agendas
4. Documents, Events, or Grants to review and/or sign
  - A. Grant Check List – Library Book Bag Project
5. Department Items
  - A. COVID Impacts, Changes, Numbers and/or Updates (NM)



Agenda  
Department Head Meeting  
Electronically via Zoom  
March 15, 2021 - 10:00 a.m.

1. Review March 22, 2021 City Council Meeting Agenda
2. Review March 22, 2021 Urban Renewal Agency Board Meeting Agenda
3. Review Tentative Future Council Meeting Agendas
4. Documents, Events, or Grants to review and/or sign
5. Department Items
  - A. COVID Impacts, Changes, Numbers and/or Updates (NM)



## **TENTATIVE FUTURE COUNCIL AGENDA**

### **Unscheduled**

- Airport Fees for Fire Agency Services
- Parklet Update
- Solid Waste Flow Control Ordinance
- Umpqua Basin Urban Services Agreement

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### **April 12, 2021**

#### Mayor Reports

- A. Volunteer Recognition Month and Proclamation
- B. Arbor Day Proclamation

#### Consent Agenda

- A. Minutes of March 22, 2021
- B. 2021 OLCC Annual License Renewal Endorsement

#### Special Presentation

- A. Roseburg Public Library Strategic Plan Report
- B. Umpqua Economic Development Partnership Annual Report

#### Public Hearing

- A. Resolution No. 2021-07 – Supplemental Budget and Appropriation Revisions for the Equipment Replacement and Water Funds, Fiscal Year 2020-21
- B. Ordinance No. 3554 – Crescent Street Vacation, First Reading
- C. CDBG Grant Closeout– Emergency Small Business and Microenterprise Assistance Program
- D. CDBG Grant – Emergency Small Business and Microenterprise Assistance Program

#### Ordinances

- A. Ordinance No. 3555 – Amending RMC Title 8 – Traffic, First Reading

#### Department Items

- A. Beulah Park Bid Award Recommendation
- B. Capital Improvement Plan Adoption
- C. Annual Fee Updates Discussion

#### Informational

- A. City Manager Activity Report

### **Urban Renewal Agency Board Meeting**

#### Consent Agenda

- A. Minutes of January 25, 2021

#### Discussion Items

- A. Incentive Program Funds Discussion

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### **April 26, 2021**

#### Mayor Reports

- A. Historic Preservation Month Proclamation
- B. EMS Week Proclamation
- C. Bike to School Day Proclamation

#### Consent Agenda

- A. Minutes of April 12, 2021

#### Ordinances

- A. Ordinance No. 3554 – Crescent Street Vacation, Second Reading
- B. Ordinance No. 3555 – Amending RMC Title 8 – Traffic, Second Reading

#### Department Items

- A. Annual Fee Update

- B. Stewart Parkway Bridge End Panel Bid Award Recommendation
  - Informational
  - A. City Manager Activity Report
  - B. Municipal Court Quarterly Report
  - C. Financial Quarterly Report
- 

### **May 10, 2021**

#### Mayors Reports

- A. National Public Works Week Proclamation

#### Consent Agenda

- A. Minutes of April 26, 2021

#### Resolutions

- A. Resolution No. 2021- -- - Annual Fee Updates

#### Informational

- A. City Manager Activity Report
- 

### **May 24, 2021**

#### Consent Agenda

- A. Minutes of May 10, 2021

#### Department Items

- A. Water Treatment Plant Standby Generator Bid Award (CM Services awarded with Design Contract)

#### Informational

- A. City Manager Activity Report
- 

### **June 14, 2021**

#### Consent Agenda

- A. Minutes of May 24, 2021

#### Public Hearing

- A. Resolution No. 2021- -- - 2021-22 Budget Adoption

#### Resolutions

- A. Resolution No. 2021- -- - Budget Appropriation

#### Informational

- A. City Manager Activity Report

### **Urban Renewal Agency Board Meeting**

#### Consent Agenda

- A. Minutes of previous meeting

#### Public Hearing

- A. Resolution No. UR2021-02 - 2021-22 Budget Adoption
- 

### **June 28, 2021**

#### Consent Agenda

- A. Minutes of June 14, 2021

#### Department Items

- A. 24-inch Hooker to Isabell Bid Award
- B. 24-inch Hooker to Isabell Contract Management Services
- C. Washington Avenue Bore Crossing (CM Services awarded with Design Contract)
- D. 2021 Storm CIPP Bid Award

#### Informational

- A. City Manager Activity Report



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**July 12, 2021**

Mayor Reports

- A. Parks and Recreation Month Proclamation

Special Presentation

- A. Roseburg Public Library RARE Participant Presentation by Katie Fischer

Consent Agenda

- A. Minutes of June 28, 2021

Department Items

- A. Lincoln Street Grind Inlay Bid Award
- B. Fulton Shop Roof Bid Award

Informational

- A. City Manager Activity Report

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**July 26, 2021**

Consent Agenda

- A. Minutes of July 12, 2021

Informational

- A. City Manager Activity Report
- B. Municipal Court Quarterly Report
- C. Financial Quarterly Report

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**August 9, 2021**

Consent Agenda

- A. Minutes of July 26, 2021

Informational

- A. City Manager Activity Report

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**August 23 2021**

Consent Agenda

- A. Minutes of August 9, 2021

Informational

- A. City Manager Activity Report

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**September 13, 2021**

Consent Agenda

- A. Minutes of August 23, 2021

Informational

- A. City Manager Activity Report

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**September 27, 2021**

Consent Agenda

- A. Minutes of September 13, 2021

Informational

- A. City Manager Activity Report

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**October 11, 2021**

Consent Agenda

- A. Minutes of September 27, 2021

Informational

- A. City Manager Activity Report
-

**October 25, 2021**

INFORMATIONAL A  
ATTACHMENT #1

Consent Agenda

- A. Minutes of October 11, 2021

Department Items

- A. 2021 Oregon Public Library Statistical Report

Informational

- A. City Manager Activity Report
  - B. Municipal Court Quarterly Report
  - C. Financial Quarterly Report
-

## Friday Message March 5, 2021

- As you are aware, Fire Chief Gary Garrisi has announced his retirement effective March 31st. After receiving input from Fire Department management staff and the department heads, the decision was made to run an internal process to evaluate whether any internal candidates were interested and qualified. I am pleased to announce that we completed that process this week, and current Fire Marshal Monte Bryan will become Chief effective April 1. Congratulations Monte and welcome to the team!
- Attached to this email, you will find HB 2004-dash 5. This is a bill that has been proposed by Speaker Kotek to fund navigation centers throughout the state. I am happy to report that in coordination with Mike Fieldman from Rep. Leif's office, Roseburg has been added to the bill as a city that would receive dedicated funding (\$1.5 million) should the bill get through the process and get funded. As used in this bill, "navigation center" is what we have been referring to as a "low barrier shelter" with wrap around services. I have also included the letter that went to Speaker Kotek outlining the efforts and accomplishments the City has put forth in their efforts regarding homelessness. If this bill is successful, we will have our work cut out for us to get a navigation center up and running by the summer of 2022.
- In other legislative news, staff consented to the League including the City of Roseburg's logo to their correspondence to the legislature related to HB 2015. Recent legislation has lowered the cities' portion of state shared revenue related to the state's marijuana tax. HB 2015 would allow cities to raise their local tax (currently capped at 3%) to up to 10% to help mitigate this change. The City would not be committed to raising the local tax, but would have the option should the legislation pass, which of course would be a Council decision.
- Battalion Chief Fairbairn has spent most of this past week at the Pierce Manufacturing plant in Appleton, Wisconsin reviewing the specification for a new Hazardous Materials Response vehicle. This new apparatus is being provided to the City of Roseburg by the Oregon State Fire Marshal's Office as a replacement for the current 2006 Tractor Trailer for our continued participation in the state's Hazardous Materials Response Teams. The new apparatus will have the most up-to-date equipment and safety features and will provide a better working platform during an incident. The City of Roseburg has been participating with the State response teams for the past 15 years and this partnership provides an enhanced mission that better serves not only our community, but the region as well. The anticipated arrival date for the vehicle is mid-April.





- The Parks Commission was scheduled to meet on Wednesday, but failed to reach a quorum. The agenda item will be rescheduled for their April meeting.
- On the bi-weekly COVID related call with cities, Commissioner Freeman mentioned that all three approved vaccines have been received in Douglas County. Given the numbers over the past two weeks, it appears that Douglas County may be staying in the “extreme” risk category for another two weeks. Official numbers are expected early next week.
- Work crew clean-up activities were pretty spread out this week and covered areas under the Fowler Street, Oak Street, Washington Street and Diamond Lake Blvd bridges, and city property north and south of the airport, on Keasey Street and near Templin Beach Park.
- Meetings next week (virtual via Zoom):
  - City Council – Monday 3/8 @ 7 pm
  - Public Works Commission – Thursday, 3/11 @ 3:30 pm

HB 2004-5  
(LC 1188)  
3/3/21 (RLM/ps)

Requested by Representative KOTEK

**PROPOSED AMENDMENTS TO  
HOUSE BILL 2004**

1 In line 2 of the printed bill, before the period insert “; and declaring an  
2 emergency”.

3 Delete lines 4 through 8 and insert:

4 **“SECTION 1. In addition to and not in lieu of any other appropri-**  
5 **ation, there is appropriated to the Housing and Community Services**  
6 **Department, for the biennium beginning July 1, 2021, out of the Gen-**  
7 **eral Fund, the following amounts:**

8 **“(1) \$27,000,000 for grants under section 9, chapter \_\_, Oregon Laws**  
9 **2021 (Enrolled House Bill 2006); and**

10 **“(2) \$2,000,000 for technical assistance under section 9, chapter \_\_,**  
11 **Oregon Laws 2021 (Enrolled House Bill 2006).**

12 **“SECTION 2. In addition to and not in lieu of any other appropri-**  
13 **ation, there is appropriated to the Oregon Department of Administra-**  
14 **tive Services, for the biennium beginning July 1, 2021, out of the**  
15 **General Fund, the following amounts:**

16 **“(1) \$1,500,000 to the City of McMinnville for a navigation center,**  
17 **pursuant to section 10, chapter \_\_, Oregon Laws 2021 (Enrolled House**  
18 **Bill 2006);**

19 **“(2) \$1,500,000 to the City of Roseburg for a navigation center pur-**  
20 **suant to section 10, chapter \_\_, Oregon Laws 2021 (Enrolled House Bill**  
21 **2006).**



1       “(3) \$2,500,000 to the City of Bend for a navigation center pursuant  
2 to section 10, chapter \_\_, Oregon Laws 2021 (Enrolled House Bill 2006);

3       “(4) \$2,500,000 to the City of Medford for a navigation center pur-  
4 suant to section 10, chapter \_\_, Oregon Laws 2021 (Enrolled House Bill  
5 2006);

6       “(5) \$5,000,000 to the City of Salem for a navigation center pursuant  
7 to section 10, chapter \_\_, Oregon Laws 2021 (Enrolled House Bill 2006);  
8 and

9       “(6) \$5,000,000 to Lane County for a navigation center within the  
10 City of Eugene pursuant to section 10, chapter \_\_, Oregon Laws 2021  
11 (Enrolled House Bill 2006).

12       “SECTION 3. Sections 1 and 2 of this 2021 Act become operative on  
13 the date that chapter \_\_, Oregon Laws 2021 (Enrolled House Bill 2006),  
14 becomes law.

15       “SECTION 4. This 2021 Act being necessary for the immediate  
16 preservation of the public peace, health and safety, an emergency is  
17 declared to exist, and this 2021 Act takes effect on its passage.”.  
18

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# City of Roseburg

900 S.E. Douglas Avenue Roseburg, Oregon 97470 | [www.cityofroseburg.org](http://www.cityofroseburg.org) | Phone (541) 492-6700

March 1, 2021

Representative Tina Kotek  
900 Court St. NE, Room 269  
Salem, OR 97301

Dear Speaker Kotek:

The City of Roseburg has taken many steps to address homelessness, but the one thing that has been missing is a significant source of funding to implement a navigation center/low barrier shelter. The City Council has put a concerted effort into their goal to: "Explore strategies to address issues related to unhoused individuals within the community" and is well positioned to work with community partners to successfully implement a low barrier shelter and related services. Inclusion of \$1.5 million in HB 2004 –dash 3 would allow the City of Roseburg to achieve this goal. The City of Roseburg is willing to be the recipient of these funds and administer them for the purposes of this legislation.

The following is a brief synopsis of the work the City has put into realizing change within our community:

- In 2019, the City completed a Housing Needs Analysis (HNA) to define local needs across the full spectrum of housing choices.
  - As a part of the HNA and with funding assistance from The Ford Family Foundation, the City went a step further and commissioned the "Roseburg Homeless Population Study" to gain additional data about the people that are unhoused in our community and what their particular challenges/barriers may be. The report listed a number of recommendations that the City continues to implement.
- The Council held a number of work study sessions to hear from local service providers and learn more about existing services that are available. The work study sessions included a listening session for citizens to express their views and often, their frustrations related to this issue. Since that time, the Council has accomplished the following:
  - Visited three Rogue Retreat facilities in Medford – Hope Village (tiny home village), the Kelly Shelter (low barrier congregate shelter), and the Urban Campground. This was a great opportunity for a contingent of Council and staff to learn, ask questions, and be inspired.
  - Created a Homeless Commission with the goal of establishing a low barrier shelter. The Commission is made up the following members – the Mayor Larry Rich, Brent Eichman, the CEO of Umpqua Health (local CCO), Shaun Pritchard, the CEO of United Community Action Network (local COC), KC Bolton, the CEO of Aviva Health (OHA provider), Dr. Greg Brigham, CEO of ADAPT, and community members Shelly Briggs-Loosely and Mike Fieldman.
  - Adopted updates to the Roseburg Municipal Code to make it easier for community partners to provide temporary shelter alternatives by allowing "Severe Event Shelters" and vehicle camping.
  - Utilized CARES Act Funding to provide over \$200,000 in funding to local partners providing services to those living outside.

- The City is a recipient of a three-year grant to provide Crisis Intervention services. This program pairs a mental health expert with the Police Department to prevent arrests and/or hospital visits for police calls related to mental health issues.
- The City is a funding-partner in the development of a new Sobering Center, which is slated to open this summer.
- The Police Chief and Municipal Judge worked together to create a diversion program for homeless individuals cited with low level offenses. In a nutshell, the judge will dismiss the citation if the individual engages with services and meets goal(s) set by the individual and the service provider.
- Staff is working with community partners to establish an engagement center. Local service providers currently work collaboratively through "Connecting Point", a once per week effort to provide a one-stop shop for a variety of services from showers, to health/dental care, to DHS and OHA benefit enrollment, social security enrollment, and housing. The engagement center would take this to a seven day per week effort with a much greater impact.
- City staff actively participate in the Local Public Safety Coordinating Committee and on the Housing subcommittee with a key focus on restorative justice and to identify and remove barriers to successful reintegration post-incarceration.

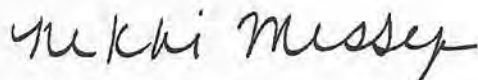
Keep in mind, most of this work occurred during the "COVID era", which even further demonstrates the Council's determination to make real change. At this time, the Homeless Commission has recruited the staff at Rogue Retreat to perform an assessment and help guide the City on the next steps to institute a successful program of not just providing a hand out, but providing a hand up to our unhoused neighbors. We know this will include housing at all levels and coordination with other local agencies to provide wrap around services and supportive housing.

In addition, significant work is occurring to address the full spectrum of housing needs. Current projects geared towards providing additional housing opportunities include the following:

- Working with a consultant on the "middle housing" code updates. This will address many of the high priority items outlined in the Housing Needs Analysis and meet the requirements of HB 2001.
- Preparing an application for an Urban Growth Boundary swap to remove steep, difficult (and expensive) to develop land and replacing it with flatter land located contiguous to the existing UGB.
- Offering multi-family housing incentives through the City's newest Urban Renewal Area. This program lowers the cost of developing multi-family housing in the area by paying the SDCs or public infrastructure development costs.

The City's plan moving forward is to contract with Rogue Retreat to produce a road map to establishing a successful navigation center. The City would not operate the center. The City would contract with a third party to operate the center and collaborate with local agencies to provide the necessary wrap around services. Dedicated funding via inclusion in HB 2024-dash 3 would ensure the center could be funded, open and operating prior to July of 2022. The City looks forward to serving as the administrative agency to receive and manage these funds. Thank you for your consideration.

Sincerely,



Nikki Messenger, P.E.  
City Manager



## Friday Message March 12, 2021

- Early indications are that cities may receive substantial funding from the American Rescue Plan that passed this week. We're not sure if the state will make adjustments to the formula, but the early information from LOC is that Roseburg could get as much as \$4.79 million. This money has more flexibility than the CARES Act funding and a longer timeline (2024) for spending. More to come on this!
- The Public Works Commission met Thursday and forwarded a number of project related recommendations to the Council. These items will be included in the March 22 Council agenda.
- Today I attended the virtual meeting of the Southwest Area Commission on Transportation (SWACT). We received a number of updates on ODOT projects, both regional and statewide.
- Staff continues to monitor and gather information on how other cities are dealing with the challenges surrounding homelessness. The City of Medford is considering some interesting changes and today, I spoke with the Eugene City Manager to pick her brain and she is sending me some additional information regarding their decision making processes.
- Amy Sowa is working on an agreement with Rogue Retreat to perform an assessment and help build a road map to opening a low barrier shelter. Amy also submitted a grant application to The Ford Family Foundation to assist in paying for 1/3 of the \$15,000 study.
- This week's work crew activities including cleaning up homeless debris at the following locations: Jackson Street bridge, Fowler Street bridge, Washington Street bridge, SE Pine Street, and along the river at Gaddis Park and near disc golf. The crew also worked on nuisance abatement at two properties on Pine Street.
- Staff met with Anvil NW/Experience Roseburg this week to go over their activities for the last quarter. If you haven't checked out their YouTube channel, you can find it here: <https://www.youtube.com/channel/UCRBJFglkNnRQsu7Yjd12wNg/videos>
- I am planning on being on vacation March 26- April 2, returning to the office April 5.
- Meetings next week: Library Commission 3/16 @ 4:00 p.m. electronically via Zoom

***Daylight Savings Time ends this weekend – spring forward Sunday morning@ 2:00 a.m.***

