

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Downtown Projects – Parking

Meeting Date: February 17, 2010
Department: Planning & Development
www.eugene-or.gov

Agenda Item Number: A
Staff Contact: Susan Muir/Jeff Petry
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ISSUE STATEMENT

This work session is a continuation of the council's discussion of downtown economic development. It focuses on the work of the City Council Parking Subcommittee that has reviewed downtown parking options over the past year. No formal action is requested. However, staff is seeking feedback from the Mayor and the City Council.

BACKGROUND

The City Council's discussion of downtown revitalization is part of a larger conversation on local economic development actions. The overarching goal is to foster a vibrant downtown while boosting the local economy. The four strategy areas set out to achieve this goal are: jobs and redevelopment, safety, parking and attractions and amenities.

Downtown Parking is one of eight projects that the council has reviewed. The council discussed funding options for the other seven projects, which include Safety, Lane Community College Downtown Center, Veterans, Green Infrastructure, Business Assistance & Housing, Arts & Entertainment District, and Beam/Centre Court, at the February 10, 2010, work session. Two of the seven projects reviewed included a downtown parking component. The Safety project includes a recommendation that the Urban Renewal Agency assumes the debt service payments of the Parking Fund on the Broadway Garages, with the Parking Fund transferring an additional \$740,000 to the General Fund for downtown public safety. The Green Infrastructure project discusses the installation of electric vehicle charging stations in downtown City-managed surface lots and parking structures.

The council held a Downtown Parking work session on October 29, 2008. As a result of the work session, a Downtown Parking Subcommittee, comprised of Councilors Clark, Ortiz, Pryor, and Taylor, was formed to review the City's downtown parking (See Attachment C for the parking discussion timeline.) The subcommittee reviewed options that could readily be implemented to spur greater use, draw more people, and leverage economic opportunities in downtown Eugene.

The subcommittee discussions focused on "Rebranding" the City's existing downtown parking system, using "Easy Payment" technologies, and "Free Parking." Staff has started to move forward with rebranding and easy payment strategies. However, the subcommittee identified a need to check in with the council on the free parking options. The subcommittee identified areas in downtown to explore providing free on-street parking (see Attachment A). The free parking option calls for removal of all on-street meters within the boundary and replacing them with signs limiting parking from 30 minutes to three hours. We are asking for council direction on the free parking strategy.

RELATED CITY POLICIES

Improvements to downtown parking are supported by the City Council's 2009 goals and vision; City Council's Downtown Collective Statements August 2009; Eugene City Code 9.6410 (4) – Downtown Parking Exempt Zone; the Downtown Plan; the Central Area Transportation Study; the Growth Management Policies.

COUNCIL OPTIONS

This is a work session item for discussion; no options have been developed at this time. Staff is seeking input and feedback from the Mayor and City Council.

CITY MANAGER'S RECOMMENDATION

No recommendation is necessary.

SUGGESTED MOTION

No motion is necessary.

ATTACHMENTS

- A. Downtown Parking Options (On-Street Revenue Maps)
- B. Downtown Garage and Surface Parking Lots (Revenue and Free Parking Map)
- C. Parking Conversations & Meetings Timeline

FOR MORE INFORMATION

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Downtown Parking Options

A summary of each of the options in this attachment is provided. The foregone on-street meter revenue is the immediate impact of removing meter heads in each of the options. An analysis, with ranges, of the secondary impact to parking garages and surface lots is provided in the details of each option. The capital expense line item is the staff and materials costs of removing meter heads and installing time-limited parking signs and capping existing meter poles.

Downtown On-Street Parking Options	Foregone On-Street Meter Revenue	Capital Expenses
1. Downtown/Midtown	\$650,000	\$75,000
2. Downtown Public Safety Zone	\$440,000	\$50,000
3. West Broadway	\$100,000	\$10,000
4. 5-Point Parking Plan	\$5,000 - \$10,000	\$1,000

1. Downtown/Midtown (On-Street Free Parking with Time Limits)

What: On-street free parking with time limits in the downtown core that was outlined by City Council Parking Subcommittee for review. The review area is bound by 5th Avenue on the north side, High Street on the east side, 11th Avenue on the south side to Oak Street, Oak Street from 11th Avenue to 16th Avenue, 16th Avenue to Olive Street, Olive Street from 16th Avenue to 11th Avenue, and 11th Avenue to Lincoln Street, and Lincoln Street on the west side

Funding Recommendation: The value of these on-street meters (actual revenue received) in FY09 was \$650,000. The removal of the on street meters will result in revenue loss (direct foregone revenue). A secondary impact may occur as parkers move from paid off-street parking options (parking garages and surface lots) to free on-street parking spaces. Additionally, parking time limits will require enforcement to create turnover. There may be an increase in citation revenue.

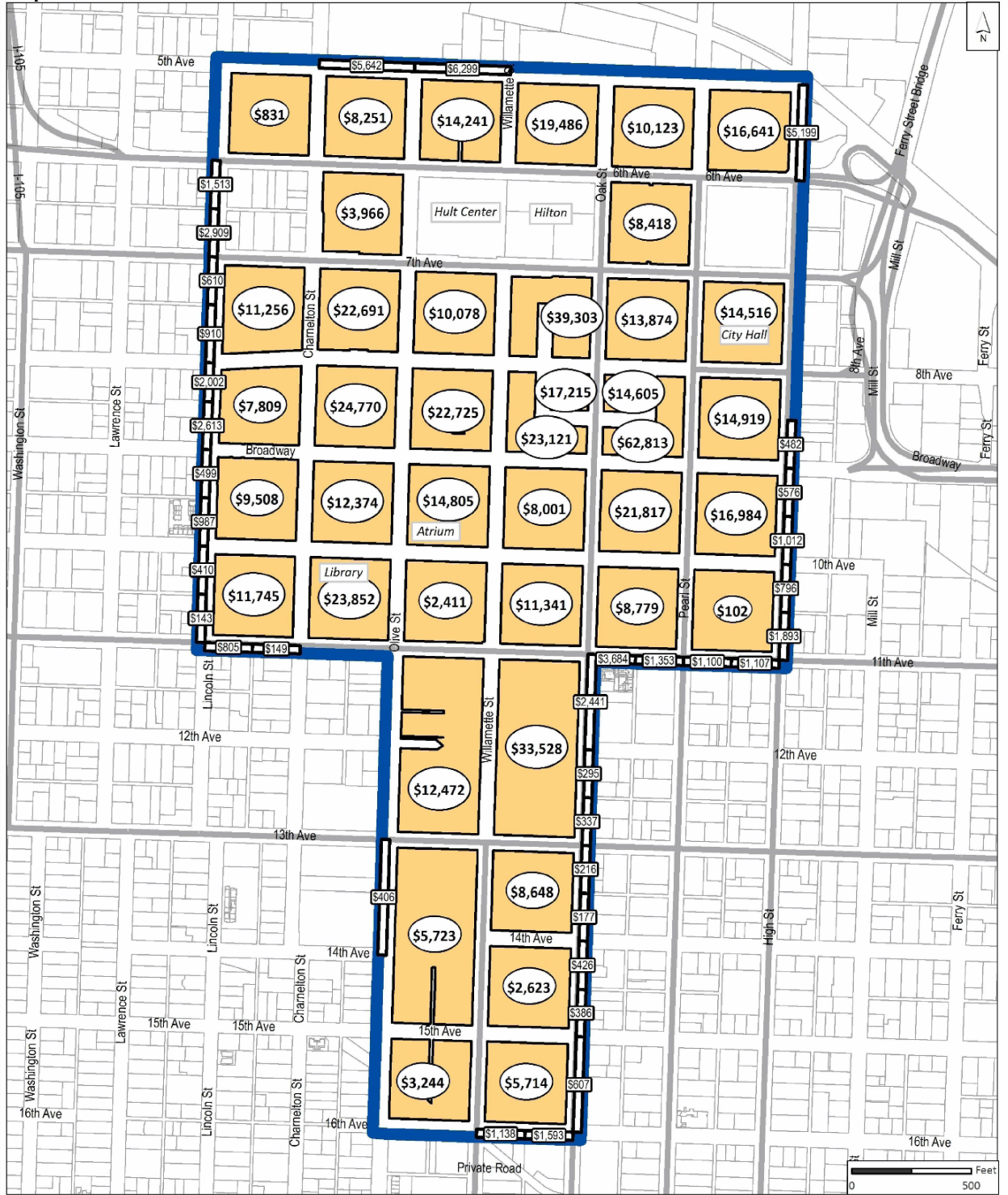
The funding recommendation would include a combination of the following items:

- Eliminate the “First Hour Free” in the Parcade and Overpark garages.
- Eliminate “Saturday Free Parking” in all of the parking garages and surface lots.
- Increase meter rates in the campus parking district
- Increase the number of meters in the campus parking district
- Implement a new on-street commuter parking permit for multi-family complexes in the campus parking district.
- Increase the Residential Parking Permit price (currently \$20/year)
- Reduce all or a portion of the Parking Fund’s annual transfer to the General Fund (13% of revenue received in the parking fund; FY10 = \$617,000)

How Much:

Direct Foregone Meter Revenue:	\$650,000 decrease
Indirect Foregone City Revenue:	\$0 - \$430,000 decrease (0-30% of off-street revenue)
Indirect Revenue Increases (Citations):	\$0 - \$60,000 increase (0-30% of current revenue)

Option 1. Downtown/Midtown



\$\$ Blocks with Meter Revenue Totals (Annual)

Total Meter Revenue: \$650,000

City of Eugene
 Planning and Development Department
 Community Development Division
 February 10, 2010



Caution: This map is based on imprecise source data, subject to change and for general reference only.

2. Downtown Public Safety Zone

What: Implement on-street free parking with time limits in the Downtown Public Safety Zone. If the zone's boundary does not include both sides of the street, then the boundary is amended to add the additional meters. This occurs on 8th Avenue, south side of City Hall.

Funding Recommendation: The value of these on-street meters (actual revenue received) in FY09 was \$440,000. The removal of the on street meters will result in revenue loss (direct foregone revenue). A secondary impact may occur as parkers move from paid off-street parking options (parking garages and surface lots) to free on-street parking spaces. Additionally, parking time limits will require enforcement to create turnover. There may be an increase in citation revenue as well.

The funding recommendation would be a combination of the following:

- Eliminate the "First Hour Free" in the Parcade and Overpark garages.
- Eliminate "Saturday Free Parking" in all of the parking garages and surface lots.
- Increase meter rates in the campus parking district
- Increase the number of meters in the campus parking district
- Implement a new on-street commuter parking permit for multi-family complexes in the campus parking district.
- Increase the Residential Parking Permit price (currently \$20/year)
- Reduce all or a portion of the Parking Fund's annual transfer to the General Fund (13% of revenue received in the parking fund; FY10 = \$617,000)

How Much:

Direct Foregone Meter Revenue:	\$ 440,000 decrease
Indirect Foregone City Revenue:	\$0 - \$430,000 decrease (0-30% of off-street revenue)
Indirect Revenue Increases (Citations):	\$0 - \$40,000 increase (0-20% of current revenue)