EUGENE CITY COUNCIL
AGENDA ITEM SUMMARY

Work Session: Downtown Parking

Meeting Date: August 11, 2010   Agenda Item Number: B
Department: Planning & Development   Staff Contact: Jeff Petry
www.eugene-or.gov   Contact Telephone Number: 541-682-5079

ISSUE STATEMENT
This work session is a continuation of council's discussion of the City's parking program. It focuses on parking fund strategies presented to council earlier this year, the financial health of the parking fund, and downtown free parking options. No formal action is requested, however, staff is seeking feedback from the Mayor and council.

BACKGROUND
The council has held two work sessions focused on the City's parking program (October 29, 2008, and February 17, 2010). A Downtown Parking Subcommittee, comprised of Councilors Clark, Ortiz, Pryor, and Taylor, met four times to review the City's downtown parking system in between the two work sessions. The subcommittee reviewed options that could readily be implemented to spur greater use, draw more people, and leverage economic opportunities in downtown Eugene.

At the February 17, 2010, work session, a five-point strategy was presented to meet the downtown parking goals developed by the subcommittee. The strategy includes (1) Implementing easy payment options; (2) Increasing downtown parking garage safety; (3) Rebranding the downtown parking system, and (4) Marketing the downtown parking system. The fifth action item was expanding the current free parking program from downtown's parking structures, lots, and garages to the on-street metered parking spaces.

The council asked staff to explore on-street free parking options that are short in term (two to three years) and cost in the range of $100,000 - $200,000 in foregone meter revenue. Staff will present options to increase downtown free parking that meet these criteria. The work session will also include an overview of the parking fund financial forecast and a brief update on the parking system strategies.

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 and the Growth Management Policies.

COUNCIL OPTIONS
This is a work session item for discussion. Staff is seeking input and feedback from the Mayor and council on the four options listed in Attachment A.

CITY MANAGER'S RECOMMENDATION
No recommendation is necessary.

SUGGESTED MOTION
No motion is necessary.

ATTACHMENTS
A. Downtown On-Street Free Parking Options
B. Downtown On-Street Free Parking Options - Maps
C. Downtown Off-Street Revenue Map – Garages and Surface Lots

FOR MORE INFORMATION
Staff Contact: Jeff Petry
Telephone: 541-682-6077
Staff e-mail: jeff.t.petry@ci.eugene.or.us
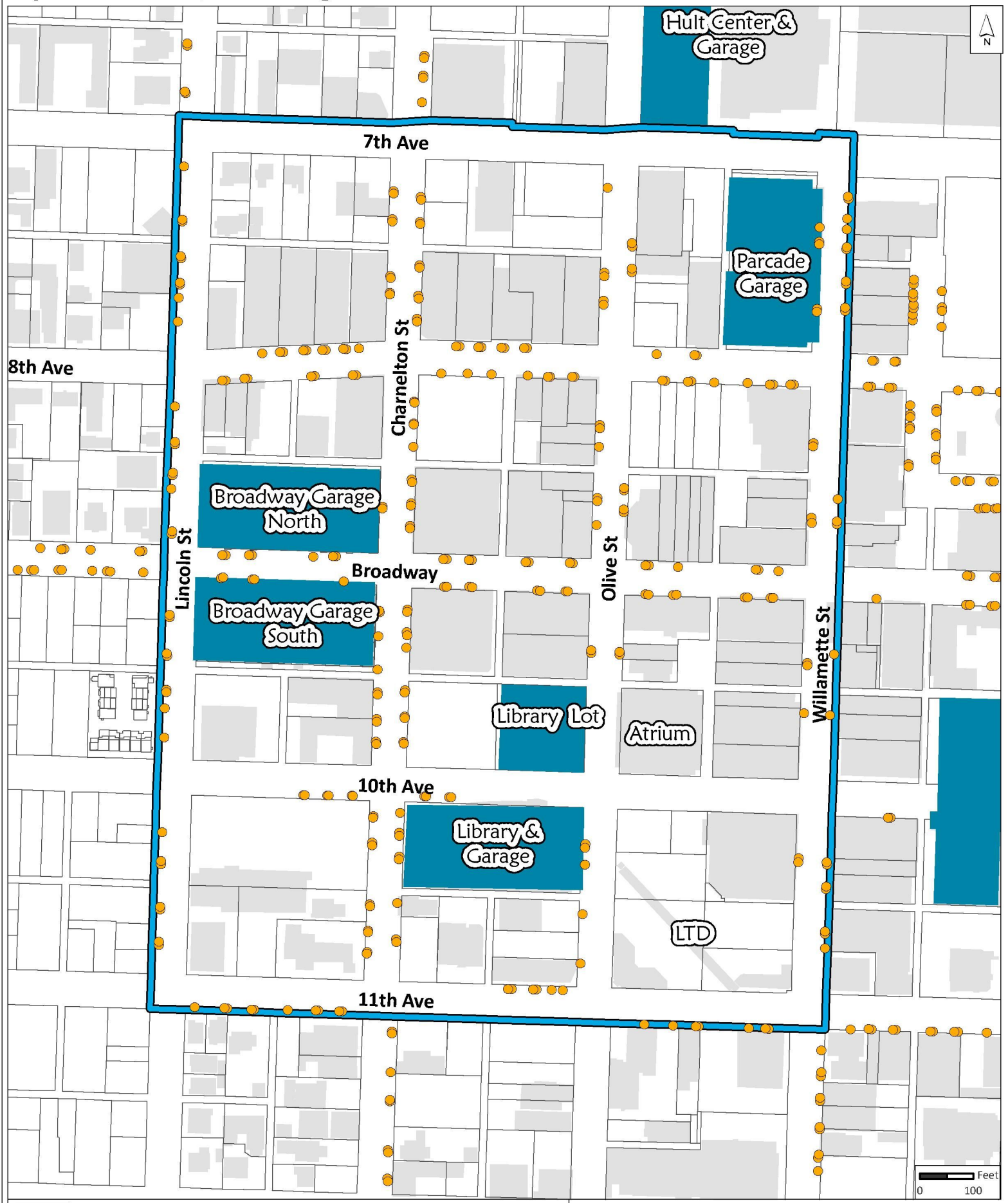
Downtown Free Parking Options

A summary of each of the downtown free parking options is provided in this attachment. The loss of on-street meter revenue is the immediate impact of removing meter heads in each of the options. The one-time capital expense line item includes the staff and materials costs of removing meter heads, installing time-limited parking signs, and capping existing meter poles.

Downtown On-Street Parking Options	Foregone On-Street Meter Revenue	One-Time Expenses
Option 1	$220,000	$22,000
Option 2	$160,000	$16,000
Option 3	$120,000	$1,200

Funding Implications:
While the removal of on-street meters will result in a loss of revenue, it is unclear what other impacts there may be. After implementation of an on-street free parking program there may be additional citation revenue as was the case during the previous free programs. We may also experience a loss of permit revenue as employees move from the garages to the free on-street program. The magnitude of these impacts will depend upon the size of the program implemented. Staff will identify and present a range of funding options to off-set any overall reduction in parking fund revenues at the work session.

Exhibit B

Option 1: $220,000 Foregone Meter Revenue

Option 2: $160,000 Foregone Meter Revenue

Hult Center & Garage

Parcade Garage

7th Ave

8th Ave

Charnelton St

Lawrence St

Lincoln St

Broadway Garage North

Broadway

Broadway Garage South

Olive St

Library Lot

Atrium

Willamette St

10th Ave

Library & Garage

LTD

11th Ave

N

Feet
0   100

Free Parking Zone

City Parking Garages and Lots

Parking Meters

City of Eugene
Planning and Development Department
Community Development Division
August 4, 2010

EUGENE

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

Option 3: $120,000 Foregone Meter Revenue

Hult Center & Garage

Parcade Garage

7th Ave

8th Ave

Charnelton St

Lincoln St

Broadway Garage North

Broadway

Broadway Garage South

Lawrence St

Olive St

Library Lot

Atrium

Willamette St

10th Ave

Library & Garage
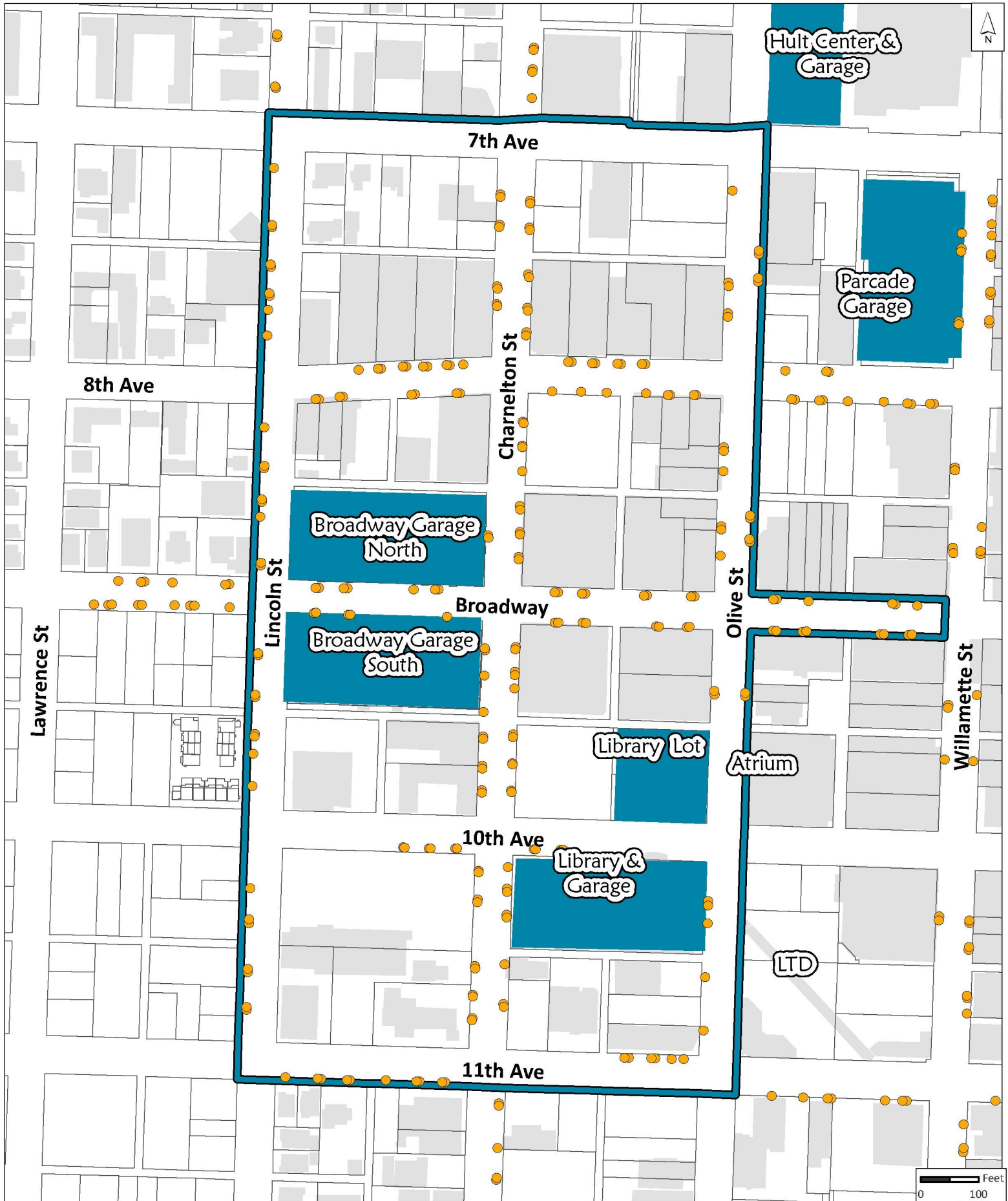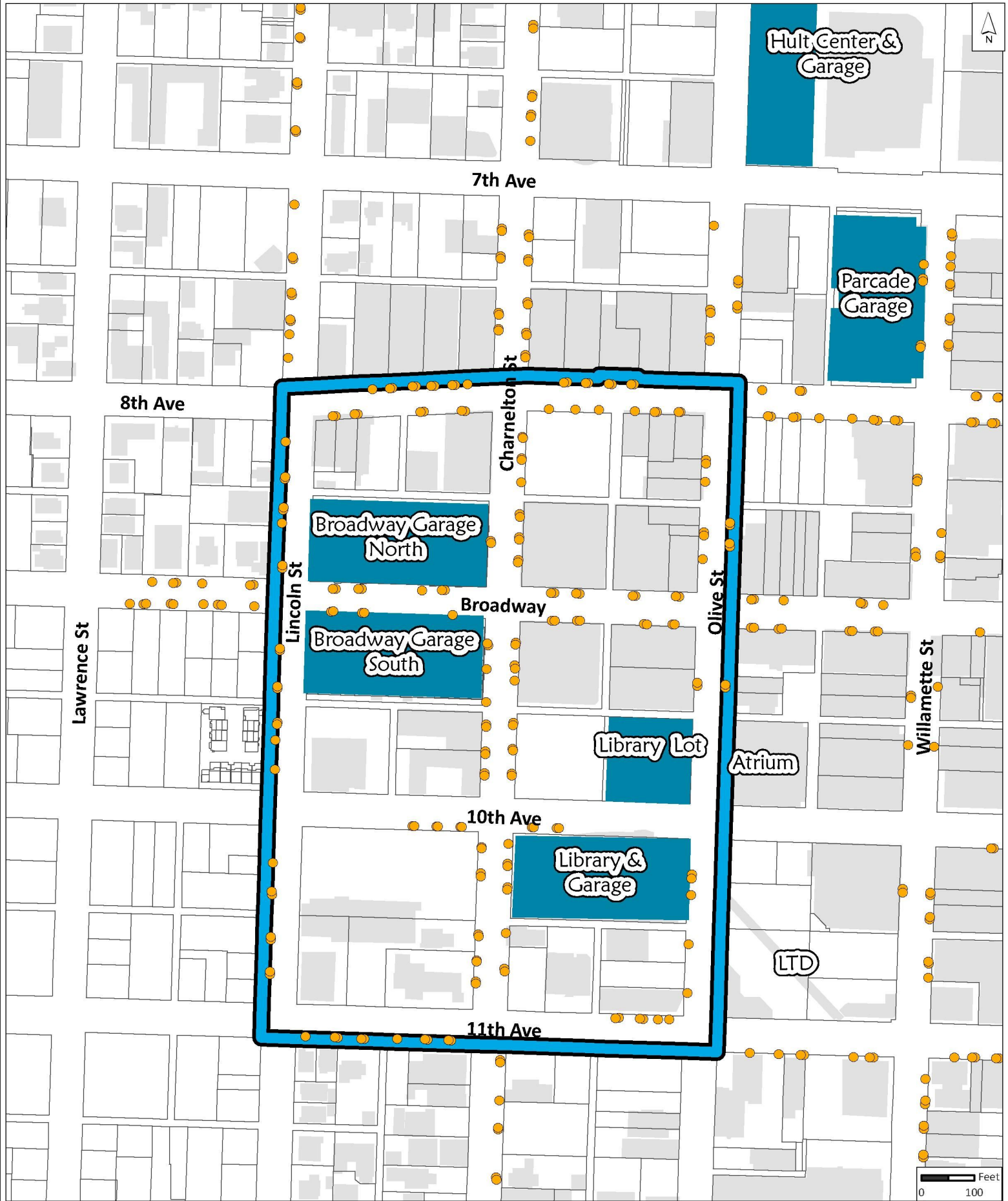
LTD

11th Ave

Feet
0   100

Free Parking Zone   City Parking Garages and Lots

Parking Meters

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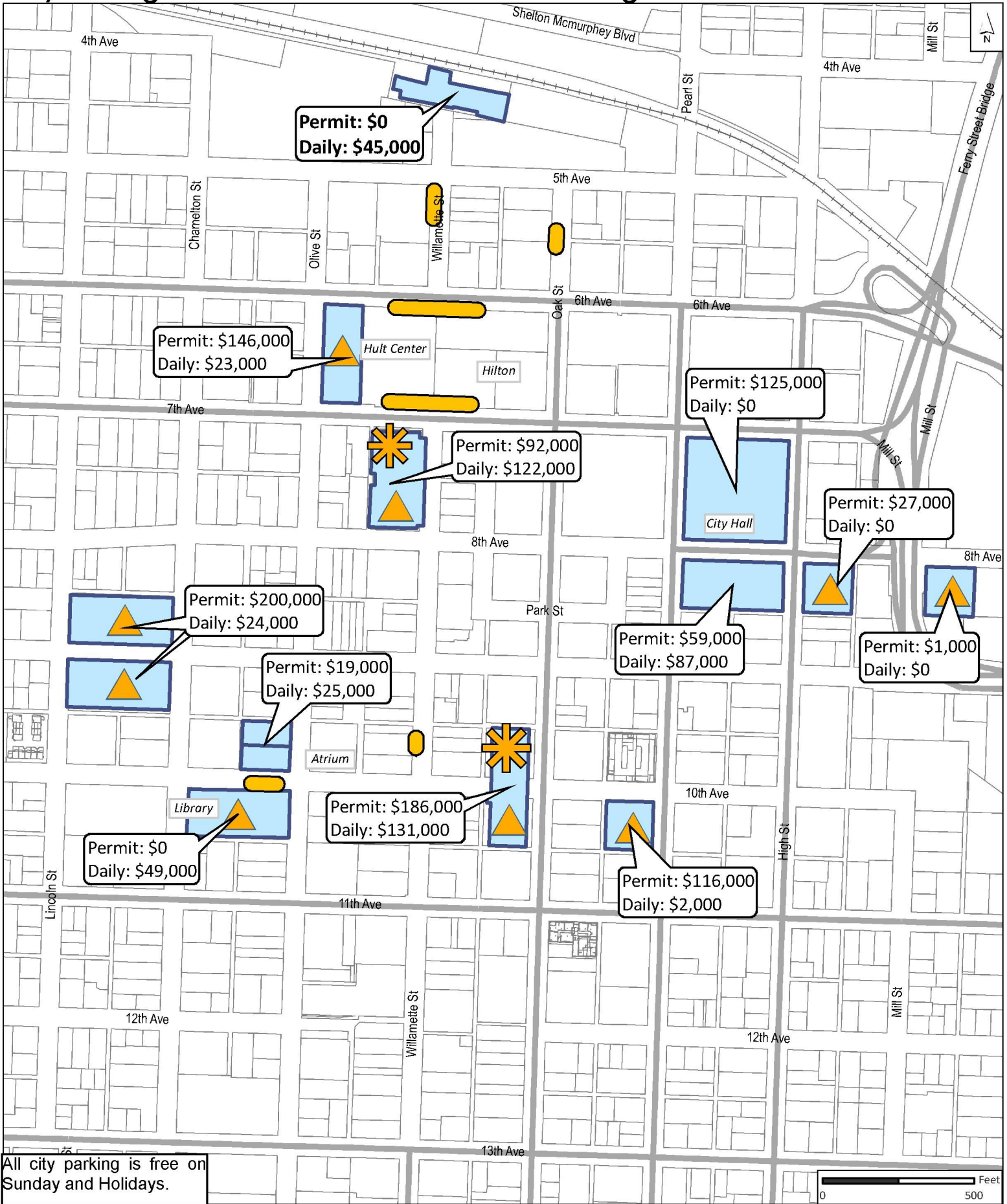
City Garage and Lot Revenue & Free Parking

Permit: $0
Daily: $45,000

Permit: $146,000
Daily: $23,000

Hult Center

Hilton

Permit: $92,000
Daily: $122,000

Permit: $125,000
Daily: $0

City Hall

Permit: $27,000
Daily: $0

Permit: $200,000
Daily: $24,000

Permit: $19,000
Daily: $25,000

Atrium

Permit: $59,000
Daily: $87,000

Permit: $1,000
Daily: $0

Library

Permit: $0
Daily: $49,000

Permit: $186,000
Daily: $131,000

Permit: $116,000
Daily: $2,000

All city parking is free on Sunday and Holidays.

0 — 500 Feet

⬭ Free Parking on-street

✳ 1st Hour Free

▲ Weekends Free
 - except event parking

▢ City Parking Garages/Surface Lots

Total annual revenue is $1.48 million.

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