

MINUTES
Downtown Advisory Board
 Thursday, September 23 – 2:00 P.M.
 350 Commercial St NE

Members Present	Members Absent	Staff Present	Guests
Jim Bauer Suzi Bicknell Jeff Corner Debra Edwards Bill Davis Paul Gehlar Jim Lewis Anna Peterson Allan Pollock	Darr Goss - E Sylvia Dorney - E Brian Moore - E Dana Vugteveen - E	Linda Norris – CMO Anita Sandoval – UD Sheri Wahrgren – UD Sara Bratcher – UD Jeff Barnes - UD	Rick Williams Diane McLaran Jeff Leach Bill Puntney

1. CALL TO ORDER

Vice Chair Bauer called the meeting to order at 2:03 PM, noting a quorum of appointed members was present.

2. APPROVAL OF AGENDA

A. September 23, 2010

Ms Bicknell made a motion to approve the agenda for September 23, 2010. The motion was seconded and approved unanimously.

3. APPROVAL OF MINUTES

A. August 26, 2010

Mr Corner made a motion to approve the minutes from August 26, 2010, as presented. The motion was seconded and approved unanimously.

4. REPORT ON COMMITTEES

A. None.

5. PUBLIC COMMENT:

There were no comments on topics other than those on the agenda.

6. ACTION ITEMS:

A. Amendment to SRC Chapter 102 – Sara Bratcher

Ms Bratcher reviewed the memo from the Board packet regarding off-street student parking within the Parking District. The proposed amendment, which was requested by representatives of Chemeketa Community College, allows a student attending a class at an educational institution to park in the District on the first day of class without a parking permit. If the class lasts more than one day, students are then required to purchase an applicable parking permit for all additional class days.

Q -How did you assess that student parking needed to be reviewed?

A -Diane McLaran, CCBI, responded it became an issue for those visiting CCBI because they didn't realize they couldn't park in the parkades without a permit. This gives extra time to work with students so they don't get citations.

Q. How does Enforcement know it is a student?

A. Staff do regular patrols through the parkades. There has been an increase in cars parked in the northeast area of the Marion Parkade since CCBI opened. It's been recorded that the same cars park there multiple times.

Q. Do you know ahead of time who your students are?

A. Not always; there is more than one educational facility in the building, and we wanted to be friendlier.

Q. Do you know the number of cars on any given day?

A. On average, 50-100 students attend part or all of day.

Ms McLaran commented the responsibility is with CCBI to educate their clients. They purchase bulk passes at a discounted rate.

Q. How would the bulk rate compare to a space a business might rent for an employee for the month? Is there some level of equity there?

A. The City offers a 60 percent discount on 1000+ daily permits. The discounted rate is available to all employers. Pricing has already been approved. It's still less expensive to buy monthly permits rather than purchase daily parking permits at the discounted rate.

The Board voiced concern as to how Parking Services will be able to enforce student parking. Ms Norris commented the Legal Department did not look at this from an operational issue. Part of the problem is who is in that car and what are they doing that day. Staff will look more closely at the operational end of the revision.

The Board discussed concerns regarding the definition of an educational institution, but concluded classes taught in a retail establishment are covered by customer parking regulations. If an establishment feels they belong in the educational institution "group", those employers will need to contact Parking Services for a determination.

Ms Bicknell made a motion to amend SRC 102.045(a) to allow a student attending an educational institution to park in the Downtown Parking District on the first scheduled day of class without a parking permit. The motion was seconded and passed unanimously.

7. INFORMATION ITEMS:

A. Information on Parking Practices in Other Cities – Sara Bratcher.

Ms Bratcher reviewed the *Downtown Parking Management Comparisons* memo and matrix distributed at the meeting. She reported staff gathered data from various western cities with downtown commercial centers or similar functions and conducted a review of their on-street and off-street parking management policies and practices.

Of those surveyed, Salem is the only city with a Parking District, and the only city that has free parking both on and off-street. Ms Bratcher also reported a brief amount of time was also spent

researching to see if additional Parking Districts exist nationally, however no other communities were identified.

Ms Wahgren clarified information on parking practices in other communities was gathered as part of a request by the Board. Any change in the community parking strategy would involve a high level of community involvement.

B. 2010 Parking Resource Update

The *Update of Parking Resources – Downtown Parking Zone – Final Report* was provided in the Board packet. Rick Williams reviewed the Final Report, reporting the on-street system is operating at an above average capacity with the core retail zone exceeding 90% and new growth occurring in the evening hours. Off-street supply has utilization at low to moderate usage.

Q. Why can't we have three hours parking vs. two hours?

A. Data suggests the majority of vehicles are parked for less than two hours, and the garages are under-utilized. Very few cities have three hour parking as it's not conducive to retail. For every hour a parking space does not turnover, the retailer potentially loses \$20, so if there are two fewer turnovers in one day, the retailer potentially loses \$40.

Q. What are impediments to parking downtown? Some people don't want to shop downtown because they don't want to park in the garages and don't think they can complete their business in 2 hours.

A. The parking turnover at malls is no different than in downtown. The time perception may be different to users. Only 3.7 percent of cars stay longer than two hours. This has been a consistent finding for five years. If you wanted three hour on-street parking you could vary the hourly rate through the use of meters with 75 cents for the first and second hour, then increase to \$1.50 for the third hour. If you go back to free parking all day, then you increase the likelihood employees will violate on-street parking.

Q. Has there been any thought to installing some kind of counter on the garages to indicate how many spaces are available inside?

A. That's a great idea. Many people have a fear of garages. Making it not look like a garage for downtown retail is important. Including better signage and a counter to update shoppers of available stalls is not that big of a cost.

Q. Can you tell how many employees are gaming the system?

A. It's better than in 2006, but employees are obviously still out there in the spaces because the occupancy in garages hasn't gone up.

The *Downtown Salem Parking Study Strategy Recommendations* were distributed. Mr Williams shared recommendations based on the 2006 Parking Management Plan and analysis of the data findings from the 2010 Parking District Inventory and Survey Update. He reviewed the key findings and strategy recommendations from the handout, organized by Policy Level and Parking Management actions.

Vice-Chair Bauer added this information will be shared with the Consultants of the Strategic Action Plan to include in their analysis. Ms Wahgren commented parking is an infrastructure to help us get to where we want to be. The Board will probably want to create a task force or survey, but could

implement some of the management strategies that are easy to attain. The results and recommendations will be discussed further at the next meeting.

The Board expressed concern this information be shared with the public in an effort to be transparent with the analysis. Ms Wahrgren shared the Board has been going before the Agency on a regular basis to update them on the Strategic Action Plan, so this information could also be shared in a similar manner. Staff will consider options to inform the public of the results of the study and the recommendations.

8. NEW BUSINESS

Vice Chair Bauer announced on September 13, the Agency approved funding of the Wayfinding signage in Riverfront Downtown Urban Renewal Area.

9. ADJOURN

Vice Chair Bauer adjourned the meeting at 3:37 P.M. The next scheduled meeting is October 28, 2010, at 2:00 PM.