

Vision 2020
DRAFT MEETING NOTES
October 11, 2007

Meeting Participants

Suzi Bicknell, Go Downtown Salem!
Ray Burststedt, SEDCOR
Chane Griggs, Department of Administrative Services (DAS)
Pat Harger, Salem Hospital
Lyle Mordhorst, West Salem Les Schwab
Linda Norris, City of Salem
Allan Pollock, Salem-Keizer Transit
Councilor Bruce Rogers, City of Salem
Mayor Janet Taylor, City of Salem
Doug Vande Griend, Go Downtown Salem!
Roger Yost, Go Downtown Salem!
Scott Young, DAS

Staff in Attendance

Linda Berman
Tim Gerling
Annie Gorski
Glenn Gross
Thom Kaffun
Courtney Knox
Tony Mounts
Rick Scott
Klaus Schilde
Sherry Stump
Jim Upham
Sheri Wahrgren
Vickie Hardin Woods

Guests

Libby Barg, Barney & Worth
Cliff Boyer, Salem Monthly
Rick Williams
Clark Worth, Barney & Worth

1. Hillsboro Tour Feedback

On October 4, several Vision 2020 Team members met with officials and toured downtown Hillsboro to learn about their Vision 2020 process and garner ideas for Salem. Begun in 1998, Hillsboro 2020 developed a vision for the entire city. The Hillsboro Vision was formally adopted by the Council in May of 2000. With the combined efforts of community organizations, businesses, and the City, 116 of the 147 projects identified in the Vision have been completed. Members who attended shared their impressions, including:

- Nine years later, the Vision is still alive and growing. The goals and projects identified in the plan remain an integral part of the Community's focus. There is a lot of activity and they don't use urban renewal.
- A video presentation similar to Hillsboro's would be a useful tool for Salem's Vision 2020. Their population growth and diversity mirror's Salem.
- Hillsboro had a strong community outreach component and it seemed integral to their success to learn from the citizen base what they wanted their community to look like.
- Ongoing involvement with an implementation team is crucial to their success. They rely on partners for implementation and weren't just looking to the City for outcomes. The citizen group monitors progress and reports to citizens and council each year.

For more information, see [http: www.hillsboro2020.org](http://www.hillsboro2020.org). To read notes from the tour and meetings, visit www.cityofsaalem.net/vision2020.html.

2. Progress Report: Parking Management Strategy

In 2004, the City completed a parking study to assess parking constraints and opportunities in the downtown core. More than 6,000 on-street spaces were identified with some type of time constraint, 1,200-1,500 metered spaces within Capitol Mall, and approximately 7,000 off-street spaces in public and private ownership. Yet, on-street capacity was congested. The study recommended a parking management strategy. The two-hour parking limit has been in place since February 2007 and recent surveys suggest parking congestion has decreased. Off-street parking capacity still exists, but it is unevenly distributed to the location of demand.

Consultant Rick Williams provided an overview of several parking policy questions critical to resolving as part of the overall parking management strategy for downtown.

- Who do you give limited capacity to? There are four primary parking users: commuters, customers, vendors, and residents. Each user generates different demand. For example, one stall can be used for one employee or four customer visits.
- Is your whole solution access to parking? What is the role of transit, housing, bicycle commuting, etc.? If you increase parking capacity, you're decreasing reliance on other modes. Conversely, if the number of people using transit increases, you can decrease parking capacity required. One alternative to current structure is to lower or eliminate minimum parking requirements so they are based on actual demand or "right sizing" which can result in significant cost savings.
- What is the desired modal split for commuting? Ideas for strategies include: a) identifying parking priorities in terms of users to create capacity for; b) investing in multiple forms of capacity with various incentives; and c) establishing maximum parking development standards tied to modal split goals for transit use, or commuters who bike or walk.

3. State Planning & Anticipated Projects

Scott Young, Deputy Administrator, Facilities Division in Oregon's Department of Administrative Services (DAS), presented an overview of planned projects on the Capitol Mall and addressed challenges the State faces in meeting employee parking demand. DAS manages approximately 4,500 spaces in Salem for employees and visitors with the goal of providing half a space per person and encouraging use of other modes of transportation. Demand is greater than capacity with more than 8,700 people working on the Mall. Employees without reserved spaces purchase parking at the Yellow Lot, from private providers, use meters or the park and ride lot.

Planned projects for the Yellow and Red lots will address parking needs on site:

- Red lot: 60,000 SF Office, 750-800 spaces in a parking garage
- Yellow lot: 250,000 SF office, 250 spaces in an underground garage

4. Go Downtown Salem! Update

Suzi Bicknell, Executive Director, provided an update regarding the formation, organization and priorities of Go Downtown Salem! The organization is five months old and has identified three main priority areas: (1) economic development of downtown – including marketing and developing housing; (2) maintenance and safety – focused on beautification, circulation and community ambassadors; and (3) services such as promoting culture and entertainment, and developing events.

Their mission is: *To establish Downtown Salem as the vibrant arts, entertainment, business and cultural destination of the Mid-Willamette Valley through public-private collaboration for the benefit of businesses, investors, residents, and visitors.*

All board members are downtown business or property owners. Initial funding was provided through a grant from the Parking Fund. Future funding is expected to come from the EID assessment (a per square foot assessment to all property owners in the downtown), grants and other sources.

5. Next Steps

- *Council Work Session.* On October 15, the City Council will hold a work session on the Vision 2020 project. Everyone is invited to attend.
- *Community Outreach and Forum.* Libby Barg, of Barney and Worth, provided an overview of the community outreach strategy and a packet of materials provided to Team members with talking points, surveys, and flyers on the December 5th community forum. Over the next two months, we'll be reaching out to more than 40 neighborhood associations and community-based organizations. Staff will be asking Team members to participate in these briefings and work with employees to get the word out about the community forum and provide their feedback to the process. The survey is available on-line at www.cityofsalem.net/vision2020.html. In November, the Team will be provided with an update on the survey feedback to-date and in December, we'll share what we're hearing with the community at the forum. Team members will be asked to staff table discussions. Details will be provided at the November Team meeting.
- *Next Meeting.* The next meeting is scheduled for November 15 at Salem Electric in West Salem.