



CITY OF BEND

## Meeting Notes

Downtown Parking Advisory Committee (DPAC)

Thursday, April 18, 2019

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### 3:30pm DPAC Meeting

**Roll Call:** Doug Watson, Dee Dee Cochran, Samuel Johnson, Jon Welter, Suzy Reininger, Michael Walker, Tim Cassinelli

Kim Curley-Commute Options, Mindy Aisling-DBBA, Michelle Rhoads-CET, Lynne Mildenstein-Library, Terence Spakousky-Diamond Parking, Jeff Hagler-Parks & Rec – ex-officios

#### 1. Introductions

Carolyn Eagan started introductions and everyone around the table stated who they were and whom they represented.

#### 2. Public comment

None.

#### 3. Overview of Park Mobile pilot areas

5 areas were set up as pilot areas to test how paid parking would work without using a paystation - Greenwood/Wall lot, Newport lot, Mirror Pond lots, Parking Garage, NW Irving between Oregon and Harriman.

Original plan was for trial to run through summer. Several committee members pointed out that Greenwood/Wall and Irving are underutilized. Carolyn had presented information on number of ParkMobile transactions per location per month. It was requested that a comparison number be added if possible, a percentage of maximum if always utilized.

Dee Dee talked to businesses. They are not pointing customers to Garage. Mindy agrees that business education needs to improve. Maybe cards to hand out.

Carolyn- Greenwood/Wall took away 2 hours free, only paid parking allowed with a 4 hour max. Do we want to change to match what we do at Mirror Pond lots? Dee Dee – some don't want to download app for various reasons. Carolyn stated that pay station or meters are too costly. Samuel – garage is noticeably more full due to shift in more permits. Michelle – are there any differences in days of week, also need to see seasonal response. Carolyn re-sign Greenwood/Wall to 2 hours free, 4 hours max. Irving pilot area do the same. Garage is 3 hours free, \$10 all day. Change to hourly with \$10 max.

Kim thinks consistency is important, not 2 hours in one spot, 3 hours in another and 4 hours max. Michelle agrees. Terence asked how you get the right car in right place if

all is the same. Mike cautioned to watch out for unintended consequences. Moving people out into neighborhoods and where small businesses are. Doug said that if area is an island of paid parking in middle of free parking and people would not use.

Carolyn said the City will be gathering data on visitors. Shared that City is earning almost \$7,000/month in permit revenue from ParkMobile.

**4. Overview of Parking Permit purchases under new pricing scheme**

Adjusted monthly permit rates at the beginning of the year. Green area had highest demand, then yellow, then the garage. Changed rates to reflect usage. With notice of rate changes, started to sell more permits and people are making choices around new pricing. Increase in permit sales: 900/month before changes, now 1,100.

**5. Overview of Employer/Employee participation in Parking Permit program**

Carolyn wanted to provide information on what will happen when rates go up and what City is doing with parking for their employees. City is currently in negotiations with associations.

Revenue is increasing as well as number of permits. It seems that pricing was a barrier. Carolyn asked if we want to offer discounts to employers with 100% compliance (either paid by company or by employees). Think on it and be prepared to discuss at a future meeting. Michelle Rhoads asked if the group pass program had been discussed as part of an incentive. Discuss at future meeting. Pass is a tool as is bike parking.

Based on business registration data, there are 420 businesses downtown. Need to obtain employment numbers to link up to employment units. 72 employees buy for selves. 68 businesses buy for employees.

Dee Dee again mentioned that none of businesses she talked to had a consistent message or even a correct message. Need to get information out. Kim said that they did go out and visit businesses in the past. Mindy suggested canvassing beyond first level/story of a building. Dee Dee suggested and others agreed that need to address information both in terms of customers and employees, they are two different groups. Need to address concerns such as perception of safety. Suzy stressed that need to add information on why parking in the right spots is so important, how much a parking spot is valued in terms of customer dollars lost. Good information for businesses and their employees to know.

Who is audience? What collateral can we get together? Subcommittee to discuss and provide information. Add bike, carpool and transit info.

**6. Update on South Mirror Pond lot construction**

Design was well thought out. Outreach was done. June 5<sup>th</sup> is goal for completion.

**7. New boundary enforcement**

New signs not up on Franklin yet. Some positive and some negative feedback received. Feedback is being monitored. Lynne mentioned that it has been good for the library and Boys and Girls Club.

**8. Parking Manager search**

Please share what you feel you would like to see. List of attributes, personality, etc. Carolyn will send out job description.

## **9. Roundtable**

Mindy mentioned that subcommittee meets on Thursday mornings at Jackson's Corner at 8:30 am. All are invited to attend. They toured unused spaces on periphery. Suggest letter from city to go out. Would like to use Security Pros at Newport Lot. Use of County lot for events moving forward. Looking at increasing commute options. Communication with public maybe on an art walk night. DBBA has stepped up posts on social media. Idea of a PSA brought up. Will look into.

Question was brought up of how or if we are capturing negative data – those who drive away. Response: that is very hard data to capture.

Send out data information before June meeting so can review. Doug said we need data about people. We have data about cars. Kim says she can share their survey data.

Do we want to get together in May? Yes.

- Discuss door-to-door collateral, audience. 2 buckets: customers and employees. Carolyn will work with subcommittee and bring back bulleted list.
- Susy asked about signage. Add to subcommittee. Send Carolyn photos, drawings, locations. What should signs look like so people can understand. Need to get up before summer.
- More data information. Capacity.

## **10. Adjourned at 4:47 pm.**