

AGENDA

Longview Downtown Advisory Committee

SPECIAL MEETING DATE & TIME

Tuesday, March 29, 2022, 11:30 A.M.

Virtual on zoom:

<https://us02web.zoom.us/j/82366766198?pwd=STQrMnR5TGtpb3VoZC9qZTdGOUVoZz09>

Meeting ID: 823 6676 6198 Passcode: 1923 Dial by your location

+1 253 215 8782 US (Tacoma) +1 408 638 0968 US (San Jose)

1. Call to Order

2. Roll Call

3. Old Business

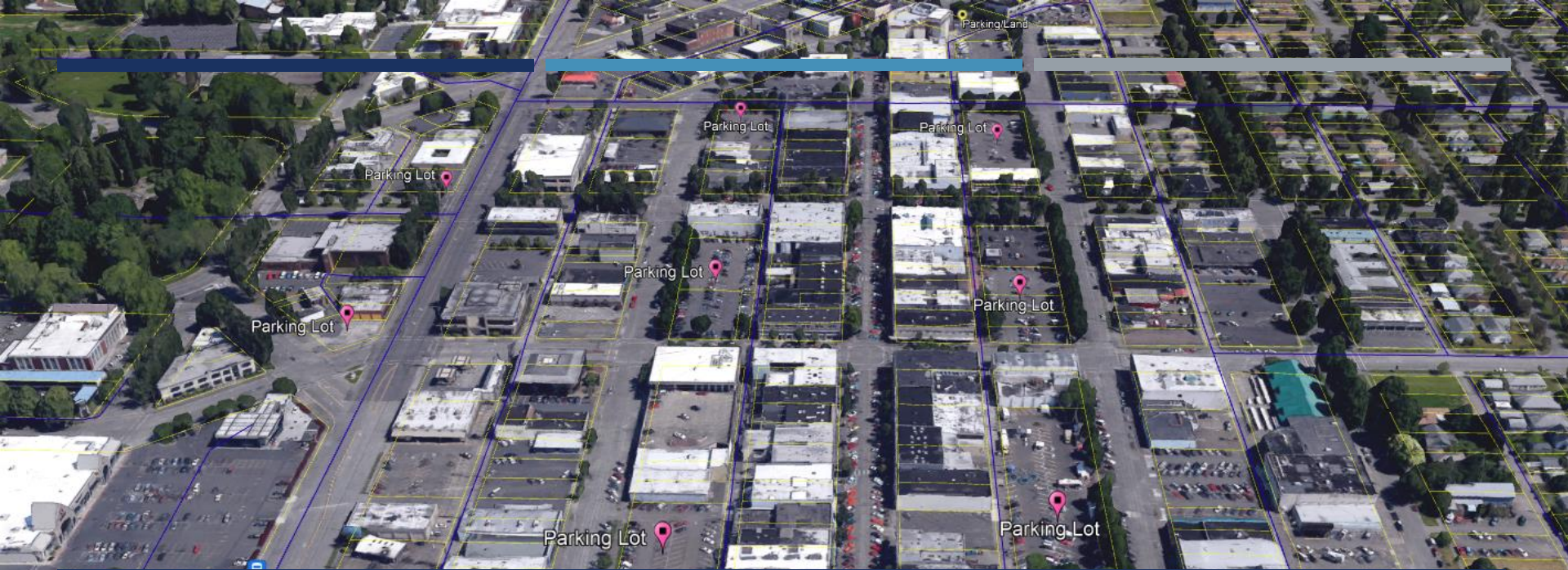
- Downtown Parking changes.
 - Subcommittee presentation and feedback
 - No action requested

4. New Business

- Return to In Person meeting format with virtual option as required starting with the next meeting?

5. Adjournment

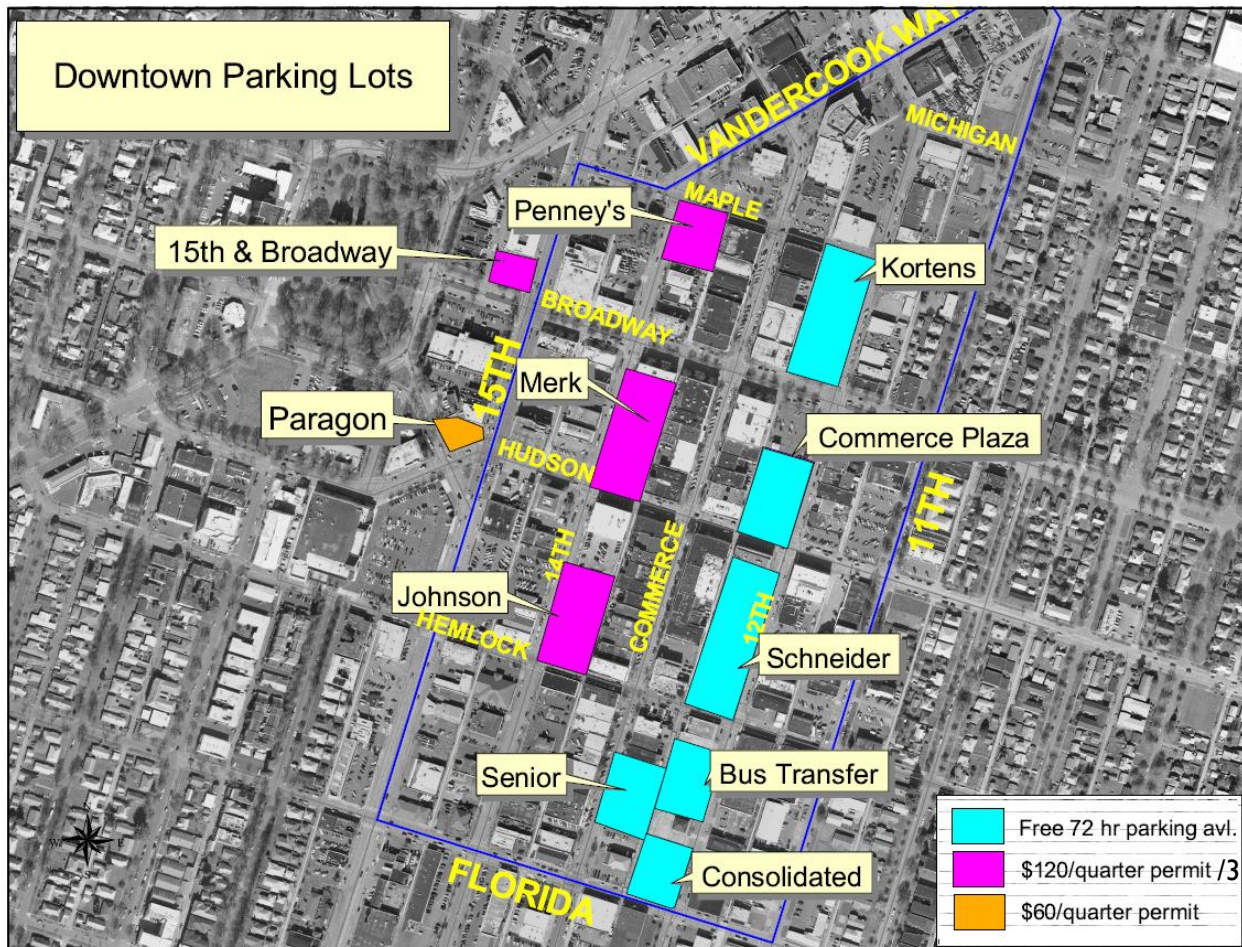
- Next meeting April 19, 2022



DOWNTOWN PARKING

4 OPTIONS TO ADDRESS PARKING AVAILABILITY, ENFORCEMENT AND PARKING LOT MAINTENANCE

Downtown Parking Lots



BACKGROUND AND RESOURCES

- 2008 Downtown Longview Action Plan, Hyatt/Palma Study [major changes and recommended free parking].
- 2018 Council Workshop recommendation and presentation [return to previous parking ordinance allowing parking permits in all lots]
- 2018 Parking Lot maintenance survey and estimate
- 2020 Community Development study of parking lot use
- 2021 Longview Residential Economic Impact Analysis by E.D. Hovee & Company, LLC Downtown (presented to City Council July 27, 2021)

WHAT ARE THE PROBLEMS



DECLINING PARKING FUND
2011 CHANGES (FREE PARKING)
RESULTED IN LESS REVENUE



LACK OF AVAILABILITY OF ON-STREET
CUSTOMER PARKING &
IMPACT OF 72 HOUR USE OF CITY LOTS



MAINTENANCE NEEDS OF
PARKING LOTS

COMMITTEE GOALS

It is well recognized that we have painted ourselves into corner. Options to recover are now very limited. There is no one solution that achieves all objectives and a combination of solutions is likely needed.

- Balance the parking needs of everyone who works, lives, shops, or owns a business in downtown Longview to the greatest extent possible.
- Rebuild the parking fund to assure ongoing and sustainable maintenance of lots.
- Look for the most cost effective parking system.

The time for action is now...

Problem #1: Declining parking fund, free parking

- Declining Parking Fund Balance:
 - This fund pays for the parking enforcement program including staff, equipment and paid for maintenance in the past.
 - Most or all of these costs in the future would need to be paid from the City's General Fund.
 - The parking program benefits downtown businesses but that priority may change if there is no parking fund.
- Parking Enforcement needs- vehicles, software, and human resource.
 - Declining revenue puts upgrades and improved enforcement software and hardware out of reach.
 - Current enforcement method lacks efficiency which allows more violations and less ticket revenue.
 - No efficient way to track 'chain-parking.'
 - Parking enforcement staff only half-time enforcement as result of declining parking fund.
- Too many warnings vs tickets (LMC 11.50.070 allows for a warning every calendar quarter)



City of Longview Violation Bureau

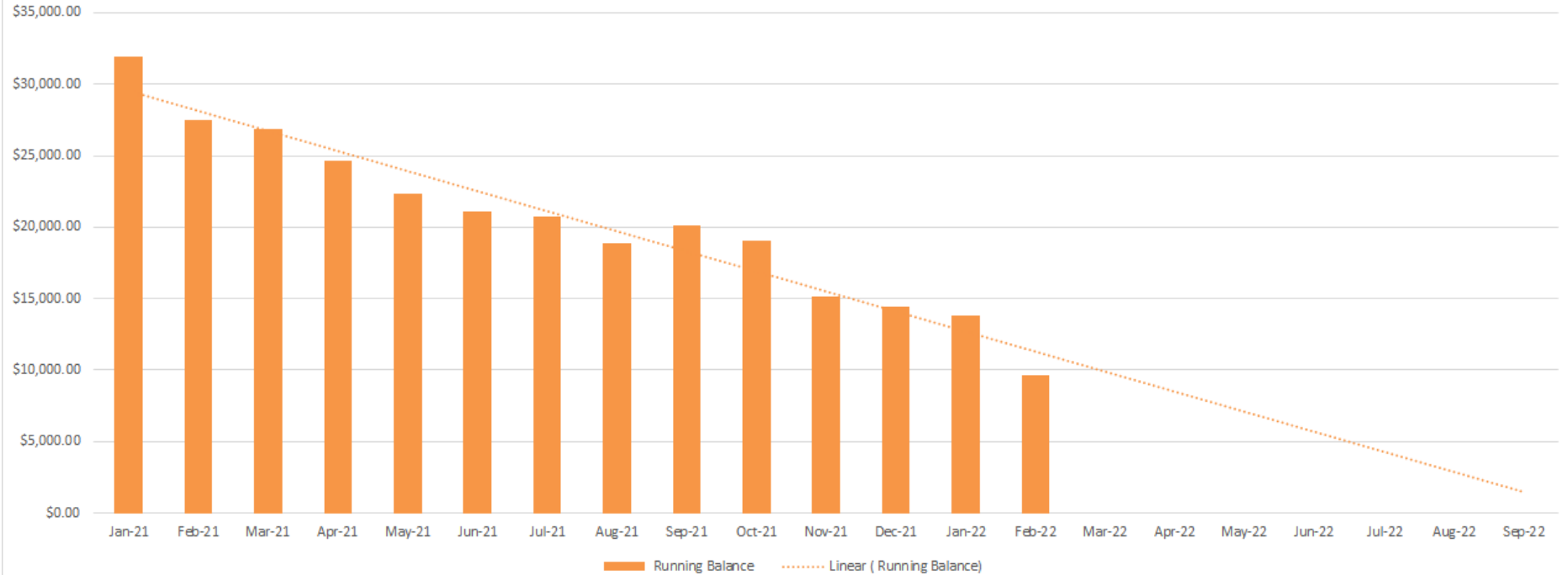
2010						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-10	\$4,085.80	\$3,525.50	\$7,658.62	\$7,661.30	-\$2.68	\$271,337.75
Feb-10	\$2,666.52	\$612.50	\$3,407.56	\$6,862.00	-\$3,454.44	\$267,883.31
Mar-10	\$4,413.28	\$7,376.00	\$11,825.87	\$10,802.18	\$1,023.69	\$268,907.00
Apr-10	\$5,221.53	\$5,342.00	\$10,600.30	\$7,469.12	\$3,131.18	\$272,038.18
May-10	\$5,310.17	\$415.00	\$5,772.29	\$7,356.74	-\$1,584.45	\$270,453.73
Jun-10	\$4,358.43	\$8,005.50	\$13,707.75	\$7,881.95	\$5,825.80	\$276,279.53
Jul-10	\$5,507.18	\$3,982.00	\$9,588.29	\$8,167.23	\$1,421.06	\$277,700.59
Aug-10	\$3,486.85	\$1,267.00	\$4,801.35	\$7,839.46	-\$3,038.11	\$274,662.48
Sep-10	\$2,734.52	\$8,507.50	\$11,291.67	\$14,180.41	-\$2,888.74	\$271,773.74
Oct-10	\$4,028.72	\$3,550.00	\$7,620.80	\$9,007.83	-\$1,387.03	\$270,386.71
Nov-10	\$3,678.20	\$881.00	\$4,594.95	\$7,444.64	-\$2,849.69	\$267,537.02
Dec-10	\$3,690.67	\$7,319.50	\$11,051.22	\$7,339.22	\$3,712.00	\$271,249.02
2010 TOTAL	\$49,181.87	\$50,783.50	\$101,920.67	\$102,012.08	-\$91.41	\$271,249.02

Permit Sales Decline 2010-2021

- Data shows permit sales dropped from 295 to an average of 50 per quarter when the parking lot laws changed.
- (\$\$\$ amount not realized)

2021						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-21	\$1,319.13	\$1,085.00	\$2,407.61	\$4,913.45	-\$2,505.84	\$31,900.84
Feb-21	\$1,058.63	\$73.00	\$1,134.70	\$5,541.95	-\$4,407.25	\$27,493.59
Mar-21	\$1,773.71	\$3,083.50	\$4,860.16	\$5,511.34	-\$651.18	\$26,842.41
Apr-21	\$1,087.82	\$2,252.25	\$3,341.73	\$5,538.07	-\$2,196.34	\$24,646.07
May-21	\$3,228.69	\$46.25	\$3,276.29	\$5,563.64	-\$2,287.35	\$22,358.72
Jun-21	\$1,422.17	\$3,138.50	\$4,562.00	\$5,860.10	-\$1,298.10	\$21,060.62
Jul-21	\$3,986.07	\$1,149.00	\$5,138.07	\$5,495.13	-\$357.06	\$20,703.56
Aug-21	\$2,565.28	\$1,456.00	\$4,022.61	\$5,866.07	-\$1,843.46	\$18,860.10
Sep-21	\$3,667.34	\$3,323.50	\$6,992.24	\$5,703.94	\$1,288.30	\$20,148.40
Oct-21	\$2,216.41	\$2,520.00	\$4,737.97	\$5,849.91	-\$1,111.94	\$19,036.46
Nov-21	\$1,667.70	\$517.50	\$2,186.65	\$6,106.35	-\$3,919.70	\$15,116.76
Dec-21	\$1,510.71	\$3,901.52	\$5,412.23	\$6,129.02	-\$716.79	\$14,399.97
2021 TOTAL	\$25,503.66	\$22,546.02	\$48,072.26	\$68,078.97	-\$20,006.71	\$14,399.97

Downtown Parking Fund Balance



Projected decline of the parking fund to zero by November in 2022

Problem #2: Lack of on-street parking for customers/72 hour lot parking

- On-street parking heavily used by employees and people willing to move their cars.
 - Street parking is highly desired for shoppers and businesses with no back entrance.
 - Current rules and enforcement methods do not discourage long-term parking on-street.
 - A known issue is employees and residents downtown who are willing to move their cars to different parking spaces throughout the day.
- Too many warnings being issued. Current LMC allows one warning per vehicle, per *quarter*. Chain parking is difficult to track and enforce.
- With free 72 hour parking in several parking lots, negative activities like RV camping, storage of cars for sale and abandoned/inoperable vehicles is occurring.
- Parking lots with 72 hour parking undercuts lease sales.



Problem #3 Maintenance needs of the parking lots

- Maintenance needs for city owned parking lots- \$1,416,300 in 2022 dollars + \$30,447 annual maintenance.
- Repair and maintenance costs have increased by 85% since 2018 when assessed.
- Chronic under-utilization of certain public parking lots.
 - Hovee study estimated only 30% of overall spaces are used consistently.

**OUT OF
SERVICE
FOR
REPAIRS**

Parking Lot Maintenance needs 2018

Parking Lot	Condition	Cost to Repair	Treatment needed
Lot 78W (Senior)	Good	\$10,110	Crack fill, seal coat
Lot 78S (Consolidated)	Good	\$11,350	Crack fill, seal coat
Bus Transfer Lot	Great	\$500	Crack fill
Lot 87 (Johnson)	Poor	\$96,590	Overlay, asphalt repairs, curb repairs
Lot 79E (Schneider)	Poor	\$204,490	Overlay, asphalt repairs, curb repairs
Lot 80 (Commerce Plaza)	Good	\$11,200	Crack fill, seal coat, curb repairs
Lot 86 (Merk)	Fair	\$16,500	Crack fill, seal coat, asphalt repairs, curb repairs
Lot 81 (Kortens)	Good	\$12,700	Crack fill, seal coat
Lot 85 (Penny's)	Poor	\$100,750	Overlay, asphalt repairs, curb repairs
Lot 111 (15 th & Broadway)	Poor	\$52,650	Overlay, asphalt repairs
Lot 112 (Paragon)	Poor	\$43,712	Overlay, concrete repair
Columbia Theatre	Fair	\$5,100	Crack fill, seal coat
Columbia Theatre triangle	Poor	\$46,800	Overlay, concrete repair



SCHNEIDER LOT

OPTIONS TO CONSIDER

1. No Change
2. Taxes, levy, bond, grants or Business Improvement District or Local Improvement District, Privatization
3. Return to 2010 parking laws: Free 2-hour on-street & 3-hour in lot, permits available for sale in all lots. [Enforcement and permit revenue model]
4. Pay-to-park system for on-street parking and city parking lots. [Paid parking revenue model, enforcement becomes small supplement]

No Change Option

Implications

- With no change the parking fund balance will be depleted. Creating an undue burden on the general fund.
- The current parking enforcement program loses \$15,000 per year and leaves permit revenue un-realized.
- Maintenance issues could close lots to the public.

Solutions

- Sell selected parking lots (short term solution). Once the sale revenues are depleted the parking fund will continue to decline.
- End the parking enforcement program.

Option 2: Taxes, levy, bond, grants or Business Improvement District or Local Improvement District, Privatization

Implications

- Voters city-wide are unlikely to support a narrow bond for downtown parking.
- BID and LID's are very unlikely to succeed since the lots exist and still function.
- The previous BID (1970's?) passed at a time when major retailers inhabited the downtown core.

Solutions

- Privatization of parking lots and parking enforcement.
- A general fund loan to support the maintenance and human resource needs.
- Sell selected parking lots (short term solution). Once the sale revenues are depleted the parking fund will continue to decline.



Option 3: Return to 2010 parking laws

Implications

- Free 2-hour on-street & 3-hour in lot, permits available for sale in all lots.
- Enforcement and permit revenue model still relies on issuing tickets.
- Return the parking fund to solvency.
- Fund may take a decade to return to previous levels that supported maintenance.
- Requires an investment in enforcement technology.
- New parking signs est. \$9,000

Solutions

- Ordinance to change parking laws.
- Use proceeds of selling the most damaged parking lots to fund maintenance and repairs while parking fund rebuilds.
- A general fund loan to support the maintenance and human resource needs.
- Purchase more efficient license plate reader system.



Option 4: Pay-to-Park System

Implications

- Pay-to-park system for on-street parking and city parking lots.
- Paid parking revenue model, enforcement becomes small supplement.
- Gives city maximum flexibility to set prices, times, extensions, validations/coupons
- Generates revenue with less dependence on enforcement.
- No upfront cost. Subscription or transaction fees cover expense.
- Widespread adoption of pay-to-park systems normalizes implementation.
- Savings possible by partnering with Vancouver/Portland metro area.

Solutions

- Ordinance to change parking laws.
- Select a vendor through an RFP process.
- Use proceeds of selling the most damaged parking lots to fund maintenance and repairs while parking fund rebuilds.



ADDRESSING CONCERNS ABOUT APP BASED SYSTEMS

Pay by phone call

- Most vendors offer an option to pay with a phone call. An automated system will prompt for the license plate and credit card number using voice recognition.

Pay by validation/coupon code

- All vendors offer some version of the validation/coupon code payment method. This is a way for merchants (downtown business owners) to pay for the costs of their customers parking. Each code could be purchased by the merchant. Validation codes could also be used if the city decided to offer free parking to everyone either for special events or on a regular basis.

COUPON

Pay Station (Staff does not recommend)

- Stations are available but come with drawbacks:
 - Maintenance
 - Expense (\$8,000 + \$10,000)
 - Staff time in collecting coins or cash, reconciling payments collected, maintaining hardware &
 - Employee safety while collecting cash
 - Vandalism
 - Could be placed inside a cooperating building to solve some of these issues but validation codes might work better





Questions?

Thank you to DAC subcommittee members Bill Hallanger, Ariel Large, Brad Whittaker, and staff!

