

AGENDA

Longview Downtown Advisory Committee

SPECIAL MEETING

Tuesday, April 26, 2022 at 11:00 A.M.

In Person in Training Room or by Zoom

1. Meeting Details

- **In Person – Longview City Hall, Training Room**
1525 Broadway Street, 2nd Floor
- **By 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)

2. Call to order

3. Roll Call

4. Old Business

- Downtown Parking Options for City Council consideration:
 - The parking subcommittee will present its work and 4 options for consideration to address parking needs downtown.
 - A recommendation from the full DAC is requested to forward to City Council.
 - Timeline (for reference)
 - March 29 or April 5: DAC Special meeting on parking changes- subcommittee presentation- and feedback.
 - April 12: Staff present to City Manager, presentation review
 - April 19: DAC regular meeting, formal recommendation on proposed changes
 - April 19: Parking subcommittee meeting
 - May 5 or May 19 ~~April 21~~: City Council Workshop 6 pm on downtown parking
 - TBD City Council formal direction
 - TBD Request for proposals
 - TBD Ordinance on parking changes
 - 2023 Calendar Year: parking changes implemented

5. Adjournment

- Next meeting May 17, 2022

OPTIONS TO CONSIDER FOR PARKING NEEDS

1. No Change (city general fund budget would be needed to cover parking program costs)
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]

Option I: 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, 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.



Downtown Longview Parking Cost Matrix

520 Parking Lot		\$1.00/day	\$1.50/day	\$2/day
Max 8 hours	Available	\$5/wk	\$7.50/wk	\$10/wk
30% of spaces	156	\$156.00	\$234.00	\$312.00
40% of spaces	208	\$208.00	\$312.00	\$416.00
50% of spaces	260	\$260.00	\$390.00	\$520.00
Estimating 22 days/month		\$22.00	\$33.00	\$44.00
Per space example/quarter		\$66.00	\$99.00	\$132.00
Per space example/6 months		\$132.00	\$198.00	\$264.00
Per space example/year		\$264.00	\$396.00	\$528.00

Fee if prepaid for a year	\$198.00	\$297.00	\$396.00
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Minimum annual revenue generated if:		
30% of spaces leased for 12 months @ \$1/day		\$30,888.00
40% of spaces leased for 12 months @ \$1/day		\$41,184.00
50% of spaces leased for 12 months @ \$1/day		\$51,480.00
30% of spaces leased for 12 months @ \$1.50/day		\$46,332.00
40% of spaces leased for 12 months @ \$1.50/day		\$61,776.00
50% of spaces leased for 12 months @ \$1.50/day		\$77,220.00
30% of spaces leased for 12 months @ \$2/day		\$61,776.00
40% of spaces leased for 12 months @ \$2/day		\$82,368.00
50% of spaces leased for 12 months @ \$2/day		\$102,960.00

Leasing 1 space averaging 22 days a mo. (charging for 5 days/wk)

Offer a 25% discount if paid in full for the year

Current lease rates are \$120/quarter which most closely aligns with \$1.50/day or \$5/wk or \$33/mo. accounting for fees only being charged Tuesday thru Saturday

Estimating 260 days per year of days that can be charged for parking

No fee to park after 5pm on streets, in lots, Sun/Mon is free parking in this zone

Passport Parking is app based @ .35/transaction fee

honk parking is QR code based with a \$50/zone fee and a .25/trans. fee

Both integrate with Clancy which is the system we currently have

Both have their own parking software system

Estimated 520 downtown specific spaces allowing for 2 lots to be sold

520 Parking Lot		Lease
Max 8 hours	Available	\$7.50/wk
30% of spaces	156	\$234.00
40% of spaces	208	\$312.00
50% of spaces	260	\$390.00
Estimating 22 days/month		\$33.00
Per space example/quarter		\$99.00
Per space example/6 months		\$198.00
Per space example/year		\$396.00

Fee if prepaid for a year	\$297.00
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Fees below are paid by the quarter w/ no annual discount

30% of spaces leased for 12 months @ \$1.50/day	\$61,776.00
40% of spaces leased for 12 months @ \$1.50/day	\$82,368.00
50% of spaces leased for 12 months @ \$1.50/day	\$102,960.00

Fees below are paid in advance for the year

		Max 2 hours	Max 2 hours	Max 2 hours		
471 Street Spaces	Avail.	\$.50/hr	\$.75/hr	\$1/hr	.35 Vendor fee	CC trans.
one unique		\$1.00	\$1.50	\$2.00		3% of
25%	118	\$118.00	\$177.00	\$236.00	\$41.30	
50%	236	\$236.00	\$354.00	\$472.00	\$82.60	
75%	354	\$354.00	\$531.00	\$708.00	\$123.90	
Space multi use	Avail.	2 unique	2 unique	2 unique	.35 Vendor fee	CC trans.
25%	118	\$236.00	\$354.00	\$472.00	\$82.60	
50%	236	\$472.00	\$708.00	\$944.00	\$165.20	
75%	354	\$708.00	\$1,062.00	\$1,416.00	\$247.80	
Space multi use	Avail.	3 unique	3 unique	3 unique	.35 Vendor fee	CC trans.
25%	118	\$354.00	\$531.00	\$708.00	\$123.90	
50%	236	\$708.00	\$1,062.00	\$1,416.00	\$247.80	
75%	354	\$1,062.00	\$1,593.00	\$2,124.00	\$371.70	
Space multi use	Avail.	4 unique	4 unique	4 unique	.35 Vendor fee	CC trans.
25%	118	\$472.00	\$708.00	\$944.00	\$165.20	
50%	236	\$944.00	\$1,416.00	\$1,888.00	\$330.40	
75%	354	\$1,416.00	\$2,124.00	\$2,832.00	\$495.60	

Approx. annual revenue generated if:	(assuming that parking is charged for 260 days/year)
25% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.	\$92,040.00
50% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.	\$184,080.00
75% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.	\$276,120.00

Vendor Fees calculated for the scenario above:			
25% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.		-\$23,010.00	
50% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.		-\$46,020.00	
75% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.		-\$69,030.00	

Net Income after vendor fees are paid:			
25% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.		\$69,030.00	
50% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.		\$138,060.00	
75% of spaces are parked in by 3 unique visitors per day @ \$.75/hr.		\$207,090.00	

**Street spaces in this example are in a zone between 12th Ave to the west & 14th Ave to the east and Maple St to the north to Florida St to the south. Approximately 471 spaces.

**Example above is calculating 25%, 50% or 75% capacity of any given day of the total of 471 spaces in the above described area.

471 Street Spaces		\$.75/hr 2 hr				
one unique	Avail.	1 unique	Total fees to		.35 Vendor fee	3% cc
25%	118	\$177.00	\$46.61		\$41.30	\$5.31
50%	236	\$354.00	\$93.22		\$82.60	\$10.62
75%	354	\$531.00	\$139.83		\$123.90	\$15.93
Space multi use	Avail.	2 unique	Total fees to		.35 Vendor fee	CC trans.
25%	118	\$354.00	\$93.22		\$82.60	\$10.62
50%	236	\$708.00	\$186.44		\$165.20	\$21.24
75%	354	\$1,062.00	\$279.66		\$247.80	\$31.86
Space multi use	Avail.	3 unique	Total fees to		.35 Vendor fee	CC trans.
25%	118	\$531.00	\$139.83		\$123.90	\$15.93
50%	236	\$1,062.00	\$279.66		\$247.80	\$31.86
75%	354	\$1,593.00	\$419.49		\$371.70	\$47.79
Space multi use	Avail.	4 unique	Total fees to		.35 Vendor fee	CC trans.
25%	118	\$708.00	\$186.44		\$165.20	\$21.24
50%	236	\$1,416.00	\$372.88		\$330.40	\$42.48
75%	354	\$2,124.00	\$559.32		\$495.60	\$63.72

\$.75/hr parking fee includes city paying the per transaction fee and the cc fee for the consumer