

MINUTES
Nye Beach Commercial Parking District
Advisory Committee Meeting
City Hall Conference Room "A"
Wednesday, April 1, 2015

Advisory Committee Members Present: Kathy Cleary, Linda Neigebauer, Wendy Engler.

Advisory Committee Members Absent: Jody George

City Staff Present: Derrick Tokos (Community Development Director) and Wanda Haney (Executive Assistant).

Call to Order. The meeting came to order at 10:35 a.m.

Review of ordinance for parking district renewal. Tokos said that he has discovered that this process is more straightforward and easier than he originally thought. He has talked to the City Attorney, who will put together a memo confirming that this will work. The requirements for Economic Districts are in Statute, it's just that we don't work with them on a day-to-day basis. There is a provision that provides for an extension of the business licensing period. It will be one hearing instead of two hearings. We won't be able to change the boundary at this point.

Tokos met with the Bay Front Parking District, and they are on board with the Parking Management study. Tokos was thinking when their district expires in 2016, it makes sense to try to run this as a one- or two-year extension so they're all on the same timeframe. Let the study go through to see if it provides a recommendation to extend the district for a longer period or go to different ways; metering or whatever. Then we can form all three districts at the same time. Engler asked then if the businesses will do their regular business licenses. Tokos said one more year. This would be an extension to the Nye Beach district for a 12-month period. As a regular agenda item at their April 10th meeting, the City Council would initiate the extension. An ordinance would be thirty days out; he's thinking at their June 1st meeting. The Council would give instructions to staff to send out letters to all affected business owners that the Council will consider the ordinance for an extension of 12 months. The notice will explain why this is being done; it was originally authorized for five years, we have identified certain improvements, and these are all that have been done. It will note that there will be a parking study performed to inform whether or not this model should be continued, and this provides enough time for that study to be completed. The businesses then have an opportunity to remonstrate. It's just one year, but if 33% of the businesses are against that, the district expires and there's no 12-month extension. The Planning Commission has already initiated changes that are making their way to the City Council before July 1st eliminating payment-in-lieu-of. Off-street parking requirements have to be met. You wouldn't get five credited spaces; that goes away. Whoever is there is there; we can't go back retroactively. For zoning purposes only, it applies to new development. If they do an expansion and that kind of thing, they have to be in accordance with the zoning ordinance.

Tokos said that the study will give us an organized way to make the next transition. Engler agreed that it will make it more equal and will make more sense. Tokos said it will be an improvement over what we had prior. This study will be a further step in further improvements. Metering will be a big conversation as part of that, which is an entirely different revenue. It may be done in lieu of a business license surcharge possibly; or it could be in addition to a surcharge to generate revenue. That's all part of the discussion. You will get tangible information from the study. There will be an opportunity to weigh different options. The City Council will have tangible information to base a decision on. Cleary wondered if each district will get a percentage of the metering funds collected as income for each district in addition to the City taking part.

Scope of work. Tokos handed out a draft scope of work, which provided an outline of what the study would look like. In trying to keep it brief, he kept it to one page. As it states, it's about developing an effective parking management strategy for the three areas that will maximize the available parking supply to support a vibrant working waterfront and retail-oriented, tourist commercial businesses. It's timed so its recommendations will roll out about the time the districts expire, assuming there's a 12-month extension in Nye Beach. The payment-in-lieu-of option will not come back. That's what the Planning Commission is taking care of. That option was burdensome with customized agreements for every property owner. Straightforward and simple works best. There would be an existing conditions assessment. That's important to confirm that everybody is on the same page in terms of the boundaries of the study areas. They will inventory available parking spaces and regulatory practices. There will be some outreach with stakeholders upfront to make sure that we know what the opportunities are that people see and what the constraints are in terms of parking and access. When Tokos was talking to the Bay Front folks, from their perspective, what they hope to discover is if a parking structure is what everybody feels is needed down there to add additional parking. But this isn't a full-type envisioning. It's more about parking and maybe some transit components. Then they'll do a parking demand analysis during the peak and off-peak periods. Then a capital needs assessment just as we do for the transportation system plan, but this would be on the parking side. That will talk about the maintenance needs and the capital improvements needs. If it's the consensus that additional surface parking needs to be constructed, then it will cover what it's going to cost to do it. The study

will include that kind of thing. That gets outlined and then there's a financial study. Field studies will include turnover rates, capital needs, and how to pay for it. And if it's metering, then what's our payback on purchasing metering equipment. What should the rates be in terms of hourly to pay for the project cost estimates? It's done more expertly than the current parking district. This process will identify a program of projects to pay for, prioritize them through this, and identify funding strategies. Metering possibly won't be the end-all be-all. Room taxes may possibly be tapped. There may be some discussion about continuing the business license surcharge to be used to pay for capital projects.

There will be an 8-month implementation schedule, assuming it gets budgeted. We are looking at the field surveys in August/September and December/January. Recommendations would be completed by March 2016 to inform us for the upcoming budgeting process. The decision can then be made if the existing districts would expire or if there's the desire to renew them in some capacity. The cost of the study is in the \$30-\$45 thousand range depending on the outreach. This will go through a formal RFP process. Once responses come in, a group will be put together to rate them. The thought is that the group will have somebody to represent each parking district so we have a half dozen raters to rate the proposals and select a consultant. That will be fleshed out in more detail when the RFP is put out. We have specific criteria for rating those proposals.

Tokos said, in talking with the Bay Front, they wondered where the transit is in this. It's just how explicit we want it to be; but their thought is that transit is a piece of the puzzle. We can't draft this into a full-out transportation study. Tokos will get some transit reference in here; but it needs to stay parking-focused. If it's targeted at calibrating metering that's because a lot of this information is important if metering is going to be considered as a funding tool. This work would have to be done for that. People will want to know where the money is going to go. It helps if they can see something. And it helps by having an advisory committee to ride herd on that over the years to make sure that happens.

Engler asked if someone from the Port has been attending the Bay Front Meetings. Tokos said that Port Manager Kevin Greenwood was there. Tokos said another piece of this for discussion and part of the study is on the Bay Front to look at having sticker parking for fishermen; and the Port would pay for that. There would be that type of arrangement being made; which is typical. Employers and employees parking there on a monthly basis will all be part of the conversation. This also could be considered for Nye Beach. Then determine what those pieces should cost. Tokos noted that some members of the Bay Front will get together to see if they can't get a 12-person van and get some sort of courtesy car running in the summer to help people get down from the different lots. They will put a proposal together and do it as a pilot with some of their funds. We will see how that goes. He said those sorts of programs can be effective if employees are faced with having to pay for parking; especially in the summer. That's the concept. Engler said hopefully the parking study is going on during the time they are having that transit. Tokos said they are concerned that employees will find spots; especially those who show up early before the parking is full. Then it's ineffective. They will run the pilot this summer. Metering may make it more viable down the road. Cleary asked if the Canyon Way lot is city-owned; and that was confirmed. Engler said and the one up on the next block. Tokos said that the lot at 9th and Hurbert is one of the only lots that doesn't fill up because of the distance from the Bay Front. Cleary wondered if that lot isn't more for the Deco District. Engler thought that would be a really good lot for the Recreation Center and the Pool. It's relatively flat, it's nearby, and it's visible.

Tokos summed up that on April 20th there will be an agenda item for the City Council to initiate a 12-month extension to the Nye Beach Parking District. Engler said then the business licenses would be due at the same time as usual. Tokos said the Council can docket consideration on a specific date, say June 1st, with instructions to staff to provide notice. Then our department would provide notice to all affected businesses so they have an opportunity to remonstrate. There is specific language required by Statute. The group members felt that made sense. Engler said it's good to have it laid out and clear; to have goals and objectives. She said the Bay Front is on Board, but asked about City Center. Tokos hasn't had a chance to meet with them yet. There are only three members. He doesn't expect any issues with it. City Center expires close to when the Bay Front does. The funding for the study as it's budgeted is \$15 thousand from General Fund, \$15 thousand from Bay Front, \$10 thousand from Nye Beach, and \$5 thousand from City Center. Cleary asked if Nye Beach had \$10 thousand; and Tokos said there's quite a bit more actually.

Draft Budget for FY 15/16. Tokos handed out the preliminary budget. He said essentially what it shows is that the \$8700 if collected is assuming the 12-month extension. Right now the district has about \$32 thousand available. Assuming the extension happens, that's about \$40 thousand. There's \$1500 budgeted for incidentals; sidewalk work and things of that nature (modest-cost things). Office supplies covers permitting; and Tokos has spent about \$137 already just in buying more door hangers and stickers. That's largely what that is. We could have close to \$30 thousand in contingency should something more substantial come up you want to contribute towards.

Engler asked if the \$10 thousand professional services is for enforcement. Tokos explained that's the study. Engler asked how much it costs to have the company that does parking enforcement. Tokos said it is supported by the fines. It's a fine-supported contract. He noted that the Bay Front Committee asked that TCB come in and talk to them about enforcement priorities and how it's working. If metering comes in, the revenue would not pay for enforcement; the fines pay. Any revenue would pay for capital projects identified and prioritized; not TCB, which would be covered with parking tickets. Engler said that she would like to see that contract. Tokos said it's handled through the Police Department; and he doesn't have the details. It is sustainable that way.

That will come into the conversation if we create parking metering. There's an expectation that enforcement will be active enough to ensure those meters are respected. Cleary said she never sees TCB in Nye Beach. Neigebauer sees them, and she saw them down on the Bay Front the other day.

Other topics. Tokos said that was all he had to share but wondered if anyone had anything else. Cleary said that we talked about changing the boundary and wondered if we would pick up that conversation. Tokos said we can't for twelve months. Cleary asked if once we get through the twelve months, we might. Tokos said part of that may come through the study itself. If the study says the business license surcharge is something that still should be done, then that is something that needs to be discussed a bit. We can tweak where that applies.

Neigebauer said that she went to the meeting about the expansion of the Inn at Nye Beach. She said that looking at their parking, even during the week, there's no parking up there on the street even with just the number of existing rooms. Engler noted that a block away north of the skate park is a lot; a flat space. Tokos said that's city-owned. Engler said it's not being used for anything; although it would take some money to improve it. She wondered if that's too far away. Neigebauer said it's a dangerous turn all the way through there, and there are no sidewalks and no crosswalks. Engler said it would be nice to get sidewalk on the south side of 8th. Also there's a free right turn that could be a stop. It's dangerous for pedestrians. Maybe some lighting is needed. Neigebauer said there probably needs to be a 3-way stop right there. Cleary said that lot Engler mentioned is a thought. Engler said also it would look good to have it improved. Neigebauer said that could be a plan for the parking district. Tokos said we could take a look at that as part of the study; but noted that the group had mentioned Don Davis Park area for improvements, and it doesn't make sense to look at the skate park as well.

Neigebauer wondered about the low-income apartments (the three-story building at 8th and Oceanview where they just put on peaked roofs) and if their parking is adequate for that use. She doesn't know if they have adequate parking for apartments. Engler said they won't be in the parking district. Neigebauer said it should be regulated by the apartments. Tokos said if a new development comes in, they have to meet the parking ratios. The Inn at Nye Beach needed one space per unit. They had thirteen new units and put in fifteen. They exceeded the ratio. Neigebauer said part of it is that the people don't want to park down there. Tokos said we can't enforce that. Metering will change that. It's not an issue for people visiting. They are accustomed to paying for parking. If they want to go there, they will. They will enjoy the shops and restaurants. But it will be a deterrent for employees wanting to take that space every day when they will be faced with paying a fee. Cleary agreed that it will impact the locals.

Engler said that maybe in the winter, the meters wouldn't be active. Tokos said we can look at that or scale them. Tokos said this winter the Bay Front has been hammered because the weather has been nice. Nye Beach, too. He believes that scaling is a better approach. He said the trick with turning off meters is behavior. You have the meters turned off and then on for a period of time, and people flip out. Cleary thought that scaling is a good idea. Tokos said much like the local gas tax. It's still something; you have to feed the meters. Engler thought that if there were very specific projects funded by metering, it would help with the locals a lot. Payment-in-lieu-of funds were always slipping into a void. Tokos said an advisory committee will be formed to oversee this; not ad hoc. This study will help program it better. Engler said like you get out of all studies. The merchants did that. They had identified projects. They spent a long time brainstorming. They even counted spaces. Cleary said we have a list from when we started the district. We did a walk-around and listed things like uneven pavers in crosswalks. Engler said they had all driveways marked that are on vacant lots. Neigebauer said but for some that's the off-street for that dwelling.

Next Meeting. Tokos thought it makes sense to wait and see how the reauthorization goes. When asked, he said it wouldn't hurt if the committee members went to the City Council meeting. He said it never hurts for the members to say that you think this is a reasonable thing to do. Engler said or even just write a letter. Cleary asked what if the Council says yes. Tokos said then the ordinance is scheduled at least 30 days out; he's thinking the first meeting in June. That gives us time for the notice. It gives the business owners 30 days to respond. Tokos said he will send it by email so the committee knows it's going out. Then you can go door to door to talk to folks. Tokos will try to write the notice in such a manner so that the business owners won't flip out. Although we have to put mandatory language in there that's fairly strong. Cleary thought it's best to wait until after that to schedule another meeting and see how to go forward. Tokos will schedule the next meeting by email.

Adjournment. Having no further business to discuss, the meeting adjourned at 11:17 a.m.

Respectfully submitted,

Wanda Haney
Executive Assistant