

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE April 16, 2013	AGENDA ITEM NUMBER
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TO: Mayor Shoji and City Councilors

FROM: Chris Chapanar, Police Captain
Through: Rodger Craddock, City Manager

ISSUE: Downtown Parking Enforcement Survey Results and Recommendations

BACKGROUND:

On December 18, 2012, staff presented council with a power point presentation outlining the downtown parking enforcement's historical evolution and its current state of operation. During the presentation, it was noted that there had been some recent concerns from downtown business owners due to the lack of parking enforcement. During the presentation, a few different options were discussed and at the conclusion, Council requested further research be done to determine the magnitude of the downtown parking problem. Council requested to be informed of the results and to be provided with some recommendations.

Coos Bay staff met with members of the Coos Bay Downtown Business Association (CBDA), and they requested a survey be conducted in order to determine the scope of the problem and identify some plausible recommendations. Through a power point presentation, Coos Bay Police Department staff will present an overview of the survey that was completed by Nathan Jurey, *CBDA Main Street Manager*, as well as provide the council with recommendations, one of which will be the hiring of a ¼ time employee for parking enforcement.

ADVANTAGES:

Council will be informed of the survey results and better equipped to make an informed decision on the options presented.

DISADVANTAGES:

N/A

BUDGET:

Budgetary impact will depend on the direction provided by council members. If it is the desire of Council to proceed with the hiring of a ¼ time employee for enforcement needs, a budgetary impact of \$19,421.00 annually will occur (this amount is a total weighted salary amount figured at the highest cost. The overall impact may be slightly less depending on whether or not a PERS contribution is required). This monetary amount has already been considered and accounted for in the 2013/2014 proposed budget. It is also the desire of staff that, over a period of time, the downtown parking enforcement program becomes revenue neutral.

RECOMMENDATION:

At the conclusion of the presentation, if council determines that parking enforcement is desired, staff will then recommend that council allow the hiring of a ¼ time enforcement officer to handle such needs. Staff will also recommend increasing the fine amount from \$7.00 to \$15.00 dollars for first time offenses. After 30 days, if the fine is still outstanding it will be recommended that the fine increase to \$30.00 and after 60 days the fine will be turned over to a collection agency. The increase in the fine amounts is intended to help sustain the program over time.

PARKING SURVEY FOR DOWNTOWN COOS BAY

by Nathan Jurey, CBDA Main Street Manager

Executive Summary.

The Coos Bay Downtown Association (CBDA) investigated parking issues in downtown Coos Bay by surveying both owners and employees from 74 different businesses. The businesses surveyed were located between Bayshore Avenue to the east, 5th Street to the west, Market Avenue to the north, and Curtis Avenue to the south.

Overall, downtown Coos Bay was both figuratively and literally split down the middle on the issue of the existence of a downtown parking issue. Approximately 39 percent believed we do not have a parking issue and 38 percent believe that we have a parking issue. The remaining respondents were noticeably split on the issue.

However, differences in opinion became more obvious when downtown Coos Bay was divided into four quadrants. The two quadrants (Quadrant 2 and Quadrant 3) on the western half of downtown strongly believe that a parking problem does not exist. In fact, a mere 11 percent of Quadrant 3 (near Outdoor-In) and 25 percent of Quadrant 2 (near The World Newspaper) believe that there is not a parking problem in downtown Coos Bay. On the other hand, the two quadrants (Quadrant 1 and Quadrant 4) on the eastern half of downtown believe that a downtown parking issue does exist. Approximately 40 percent of Quadrant 4 (near Benetti's) and 48 percent of Quadrant 1 (near the Tioga building) strongly believe that downtown Coos Bay has a parking problem.

The primary parking issue in the eastern half of downtown (Quadrant 1 and Quadrant 4) was automobiles in violation of the 90-minute regulation. However, several other issues were raised by Quadrants 1 and 4. In Quadrant 4 (near Benetti's), an "unsafe feeling" was the second most cited issue. This may be due to the condition of the area surrounding the public parking lot near 2nd Street and Curtis Avenue. In Quadrant 1 (near the Tioga Building), the limited number of physical parking spaces and the lack of available parking during special events are the two most regularly cited problems, besides the violation of the 90-minute regulation. It is reasonable that Quadrant 1 would want more parking spaces because it lacks a public parking lot. Furthermore, it is logical that the limited number of parking spaces would be further limited during special events.

In conclusion, downtown Coos Bay is split down the middle on the parking issue. However, the eastern half of downtown Coos Bay has an obvious issue with numerous complaints about automobiles in violation of the 90-minute parking regulation. This issue can be fixed using several methods. However, the thoughts of the entire downtown must be considered.

Methodology.

The Coos Bay Downtown Association (CBDA) conducted a survey of downtown business owners and employees asking them to identify the parking issues in downtown Coos Bay. The CBDA completed this survey during the last week of January and the first week of February. All surveyed businesses were located between Bayshore Avenue to the east, 5th Street to the west, Market Avenue to the north, and Curtis Avenue to the south.

Business owners and employees were asked to answer five questions from 74 different businesses. The CBDA allowed only one survey from each business to be completed. Typically, the business owner answered the questions. However, an employee sufficed if the owner was not available.

The five survey questions were:

1. Is parking an issue for your individual business?
2. Where does this issue normally occur?
3. What is the cause of this issue?
4. What is the solution to this issue?
5. Where do you and your employees park?

The survey structure was relatively straightforward. Businesses responded to the five questions. However, two structural issues must be noted. First, the respondents were asked to cite parking issues that occur throughout the year, not just at the present moment. Second, the respondents were asked to respond only for their individual business, location and situation. For instance, if the affect of a parking issue on a specific business was unclear, we asked whether that particular issue had an affect on their business, employees or customers. If the answer was no, it was thrown out as irrelevant.

Survey responses were written and noted during the actual survey interview. After the completion of all the surveys, the survey notes were categorized in order to better understand the collected data. In other words, if two businesses provided similar answers in different wording, those answers were coded under the same category. This process was completed for all five survey questions.

However, there are two main limitations to this survey. First, it was completed within two weeks time. Despite survey participants being asked to answer the questions with the entire year in mind, there may be problems that they just did not remember. In other words, a problem that only occurs during the summer months may not have been an issue at the time and thus, not be remembered by the survey participant. Second, the survey is geared towards the sentiments and opinions of those surveyed. This survey does not have cold, hard facts and data. However, the overall opinion of downtown is important must be taken into account when dealing with downtown parking.

Results.

The survey revealed numerous parking issues. This section will provide a summary of the overall results collected from the five survey questions.

Is Parking an Issue?

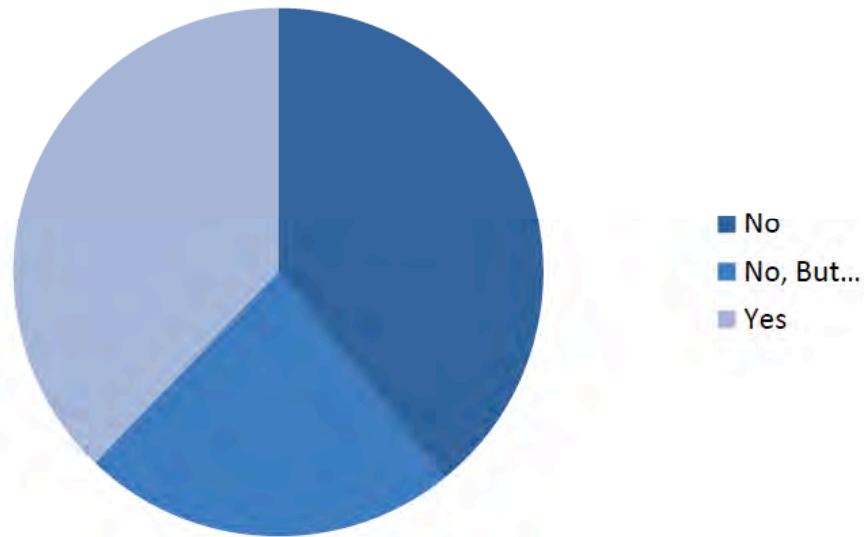


FIGURE 1 – Is parking an issue for your individual business?

When asked if parking is an issue for an individual business, the owners and employees responded with three general answers (see Figure 1). These three abbreviated answers with examples and percentages are shown in Table 1.

Answer	% of Respondents	Example
No	39.2%	There is no parking problem for my business
No, But...	23.0%	I do not have a parking problem, but every once in a while there is an issue
Yes	37.8%	I have a parking problem that must be dealt with

TABLE 1 – Is parking an issue for your individual business?

The delineation of three categories is typical of many opinions. Almost every opinion will have people who support, oppose, and are neutral to the idea. In the case of downtown Coos Bay, the parking issue is almost evenly split between those who believe there is a parking issue and those that do not.

What Causes the Parking Issue?

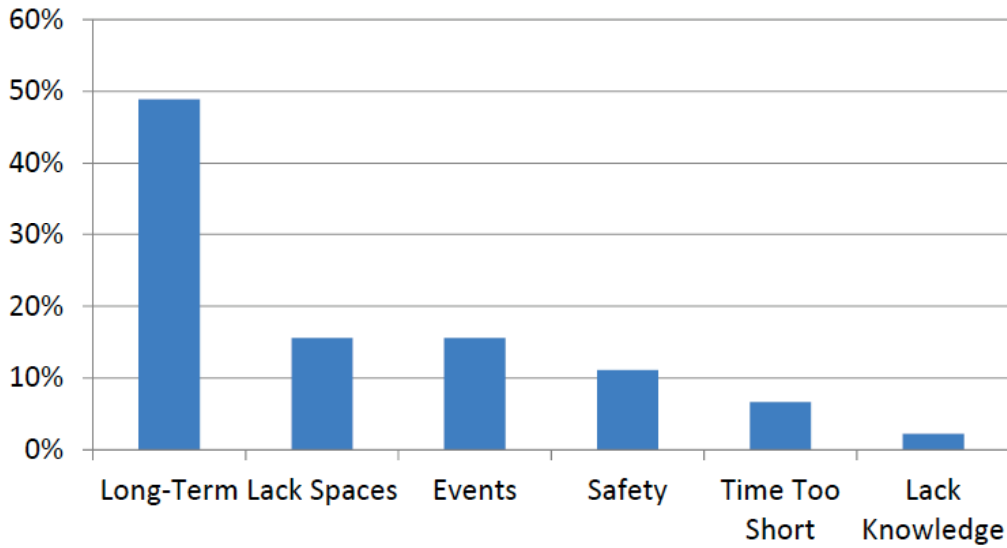


FIGURE 2 – What is the cause of this parking issue?

As seen in Figure 2 above, the overwhelming parking issue in downtown Coos Bay is the automobile that parks long-term (i.e. automobiles that are parked longer than 90 minutes). This was followed by a lack of the number of parking spaces then by the lack of available parking during special events. Next, people feeling unsafe in parking lots, the 90-minute parking restriction is too short, and customers not knowing the location of available parking lots were cited as the last three causes of the downtown parking issue. Table 2 (below) provides the actual percentage breakdown and a description for each answer.

However, we did not include the 29 responses that said there is no parking issue in downtown Coos Bay. Only those that responded, “Yes” and “No, but...” were included in the percentages for Figure 2 and Table 2.

Answer	% of Respondents	Description
Long-Term	48.9%	Cars that park longer than allowed in the 90 minute spots
Lack Spaces	15.6%	Need more parking spaces around their business
Events	15.6%	Parking is an issue during special events
Safety	11.1%	People do not feel safe in parking lots
Time Too Short	6.7%	The 90-minute parking spots are too short for customers needs
Lack Knowledge	2.2%	We have adequate parking, but customers do not know the location of parking lots

TABLE 2 – What is the cause of this parking issue?

Where Does the Parking Issue Occur?

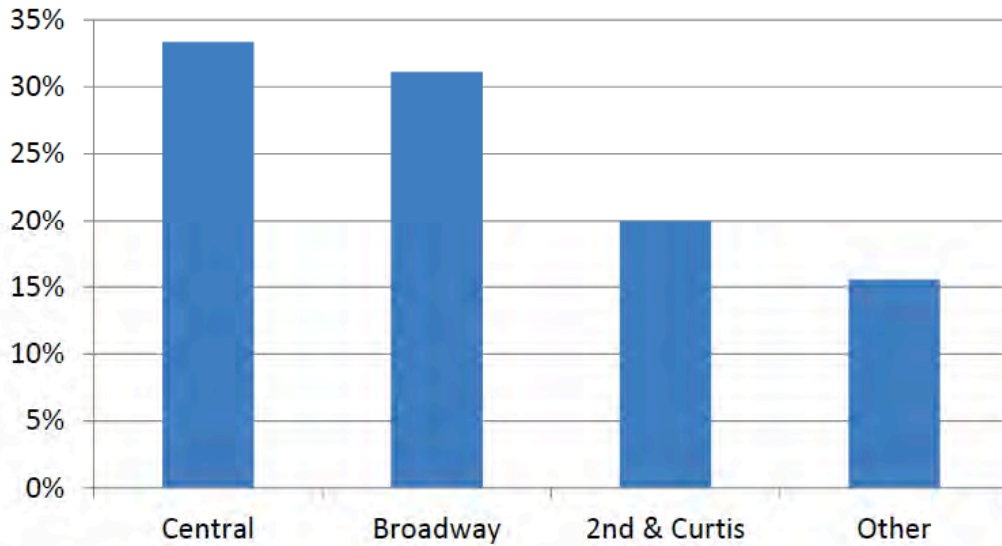


FIGURE 3 – Where does this parking issue normally occur?

When asked where the parking issue normally occurs, three general areas were cited. The biggest issues are around Central Avenue and Broadway Avenue (see Figure 3). Table 3 provides the percentage breakdown of the respondents. Figure 3 and Table 3 include only those that responded “Yes” or “No, but...” in the survey. The 29 responses that strongly believed a parking problem does not exist in downtown Coos Bay were not included in this analysis.

Answer	% of Respondents	Location
Central	33.3%	On Central Avenue and adjacent streets and parking lots
Broadway	31.1%	Street parking and parking lots between Highway 101 North or South
2 nd & Curtis	20.0%	Parking lot located along Curtis Avenue between 2 nd Court to 4 th Street
Other	15.6%	All other parking locations in the survey area

TABLE 3 – Where does this parking issue normally occur?

What is the Parking Issue Solution?

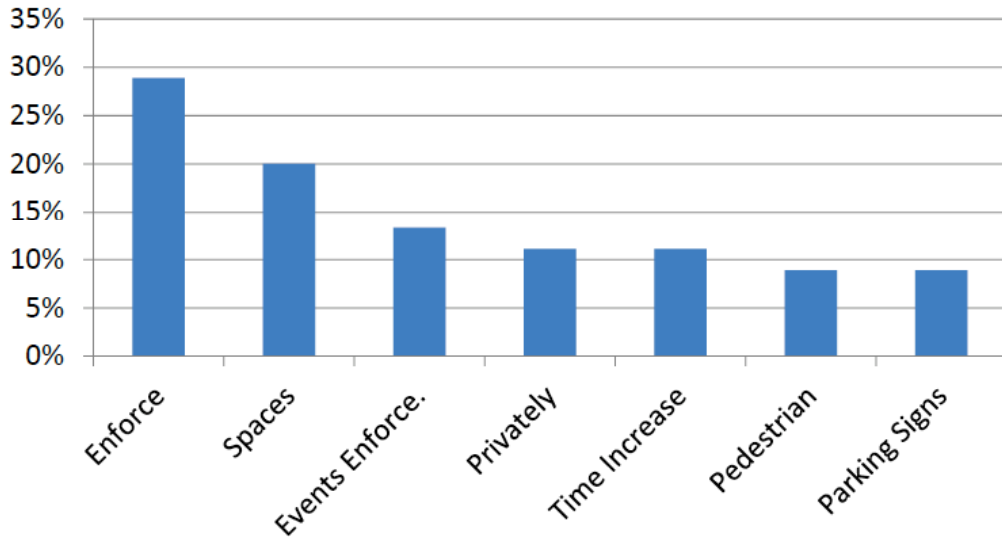


FIGURE 4 – What is the solution to this parking issue?

When asked to provide a solution for their parking issue, people responded with a multitude of answers. This is attributable to the diversity of opinions found in downtown Coos Bay. As seen in Figure 4, enforcement of the 90-minute parking regulation had the largest response. The next closest answer was to increase the number of parking spaces. The remaining answers were evenly spread out. Table 4 provides the percentage breakdown of the responses. The 29 responses that strongly believed a parking problem does not exist in downtown Coos Bay were not included in this analysis.

Answer	% of Respondents	Description
Enforce	28.9%	Enforce the 90-minute parking regulation
Spaces	20.0%	Increase the number of physical parking spaces
Events Enforcement	13.3%	Enforce parking regulation during events
Privately	11.1%	Parking issues should be dealt with between business to business
Time Increase	11.1%	Increase the time allowed to park in the 90-minute parking spaces
Pedestrian	8.9%	Increase pedestrian amenities to make walking more inviting
Parking Signs	8.9%	Increase the number of parking signs directing drivers to parking lots and parking spaces

TABLE 4 – What is the solution to this parking issue?

Where Do You Park?

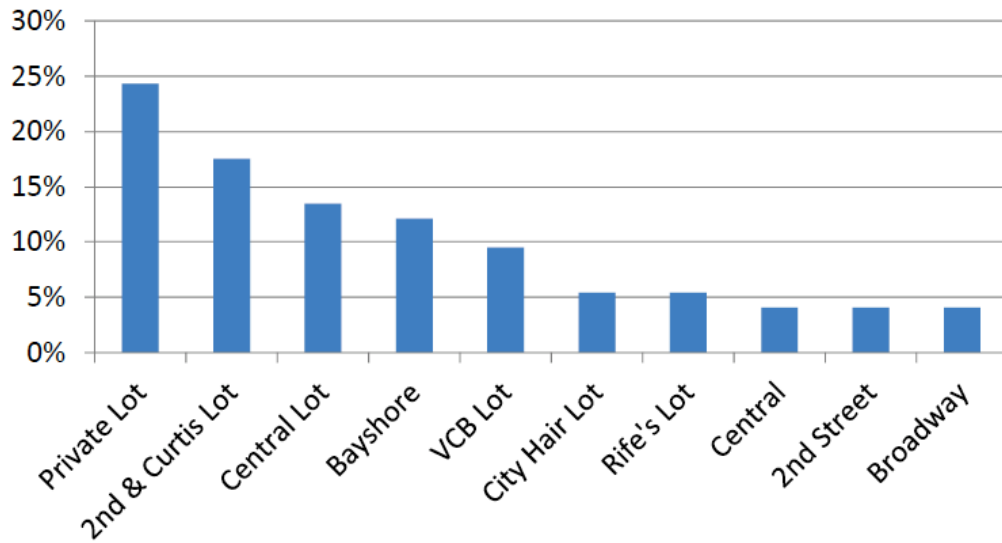


FIGURE 5 – Where do you and/or your employees park?

In any downtown, the locations that people park should be spread out relatively evenly. In downtown Coos Bay, there are a multitude of locations being used by business owners and their employees. The largest proportion of businesses utilized their own private lots (see Figure 5). The next closest location was the parking lot on 2nd Street and Curtis Avenue. Due to its size, it is logical that this parking lot has the next highest number of users. Table 5 provides the percentage breakdown for each location.

Answer	% of Respondents	Location
Private Lot	24.3%	Private lots scattered throughout downtown
2 nd & Curtis Lot	17.6%	Public parking lot located along Curtis Avenue from 2 nd Court to 4 th Street
Central Lot	13.5%	Parking lots located on either side of 3 rd Street between Central and Commercial (by Jennie’s Shoes & Hall Building)
Bayshore	12.2%	Street parking located along Bayshore Avenue
VCB Lot	9.5%	Public parking lots located north and south of the Visitor’s Information Center
City Hair Lot	5.4%	Public parking lot located next to City Hair on Highway 101
Rife’s Lot	5.4%	Public parking lot located next to Rife’s Furniture
Central Avenue	4.1%	Street parking located along Central Avenue
2 nd Street	4.1%	Street parking located along 2 nd Street
Broadway	4.1%	Street parking located along Broadway Avenue

TABLE 5 – Where do you and/or your employees park?

Locational Results.

Despite the lack of a clear opinion, dividing downtown into four quadrants revealed differences within the downtown itself. These four quadrants were divided as shown in Table 6. Figure 6 provides a rough sketch of Quadrants 1-4 for visualization purposes only. The following sections provide data and information on Quadrants 1-4.

Quadrant 1	Bayshore Avenue to 2 nd Street and Market Avenue to Central Avenue
Quadrant 2	2 nd Street to 5 th Street and Market Avenue to Central Avenue
Quadrant 3	2 nd Street to 5 th Street and Central Avenue to Curtis Avenue
Quadrant 4	Bayshore Avenue to 2 nd Street and Central Avenue to Curtis Avenue

Table 6 – Division of Quadrants in Downtown Coos Bay

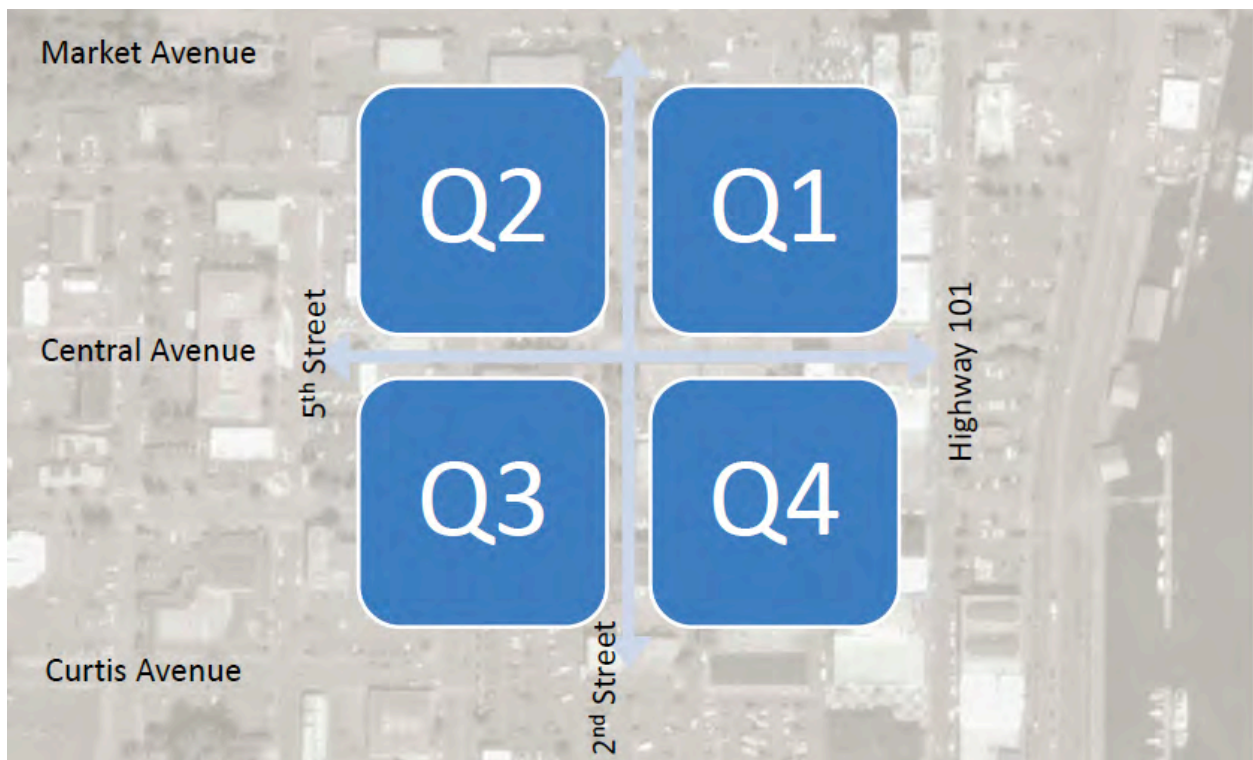


Table 6 – Division of Quadrants in Downtown Coos Bay

Quadrant 1.

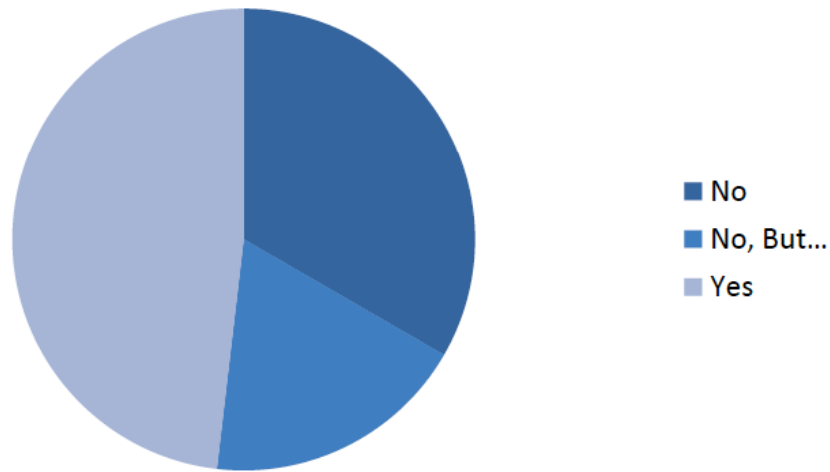


FIGURE 7 – Is there a parking issue in Quadrant 1?

Compared to other quadrants, Quadrant 1 had a relatively high percentage of people responding that parking is an issue downtown. As shown in Figure 7 and Table 7, this is a relatively large proportion of the overall responses for Quadrant 1.

Answer	% of Respondents	Example
No	33.3%	There is no parking problem for my business
No, But...	18.5%	I do not have a parking problem, but every once in a while there is an issue
Yes	48.1%	I have a parking problem that must be dealt with

TABLE 7 – Is there a parking issue in Quadrant 1?

As shown in Figure 8 and Table 8 below, the cause of parking problems in Quadrant 1 is overwhelmingly the violation of the 90-minute regulation. After that issue, the limited number of physical parking spaces and the lack of available parking during events are the two next biggest problems. It is reasonable that businesses in Quadrant 1 have a lack of parking spaces because a public parking lot does not exist. Furthermore, special events would understandably exacerbate this problem.

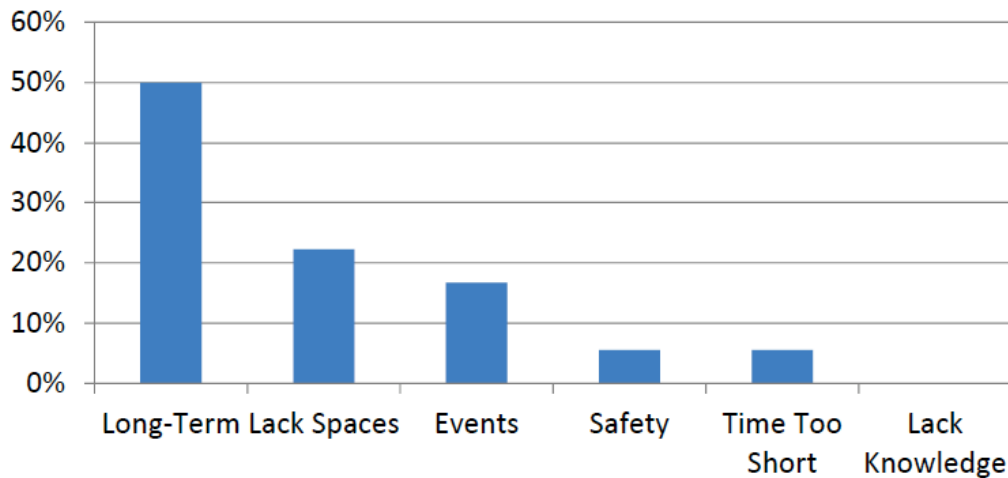


FIGURE 8 – What is the cause of the parking issue in Quadrant 1?

Answer	% of Respondents	Description
Long-Term	50.0%	Cars that park longer than allowed in the 90 minute spots
Lack Spaces	22.2%	Need more parking spaces around their business
Events	16.7%	Parking is an issue during special events
Safety	5.6%	People do not feel safe in parking lots
Time Too Short	5.6%	The 90-minute parking spots are too short for customers needs
Lack Knowledge	0.0%	We have adequate parking, but customers do not know the location of parking lots

TABLE 8 – What is the cause of the parking issue in Quadrant 1?

Quadrant 2.

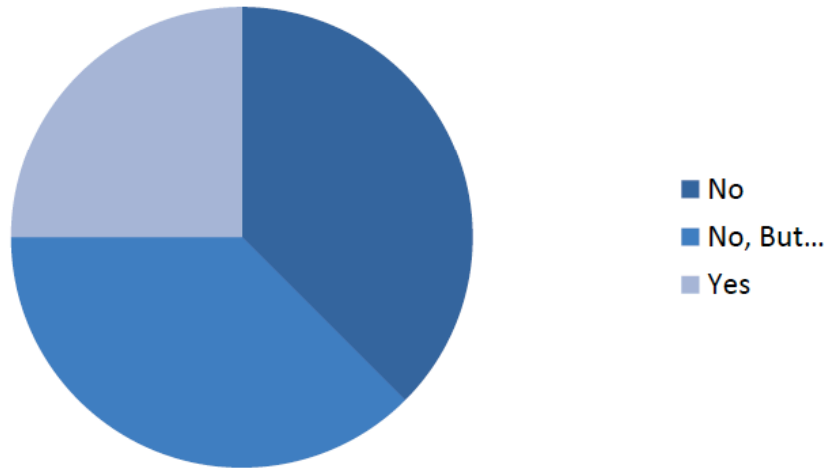


FIGURE 9 – Is parking an issue in Quadrant 2?

Overall, Quadrant 2 does not believe that a parking problem exists in downtown. In fact, only 25 percent of Quadrant 2 replied that a parking problem exists in downtown Coos Bay. This information is provided in Figure 9 and Table 9.

Answer	% of Respondents	Example
No	37.5%	There is no parking problem for my business
No, But...	37.5%	I do not have a parking problem, but every once in a while there is an issue
Yes	25.0%	I have a parking problem that must be dealt with

TABLE 9 – Is parking an issue in Quadrant 2?

Quadrant 3.

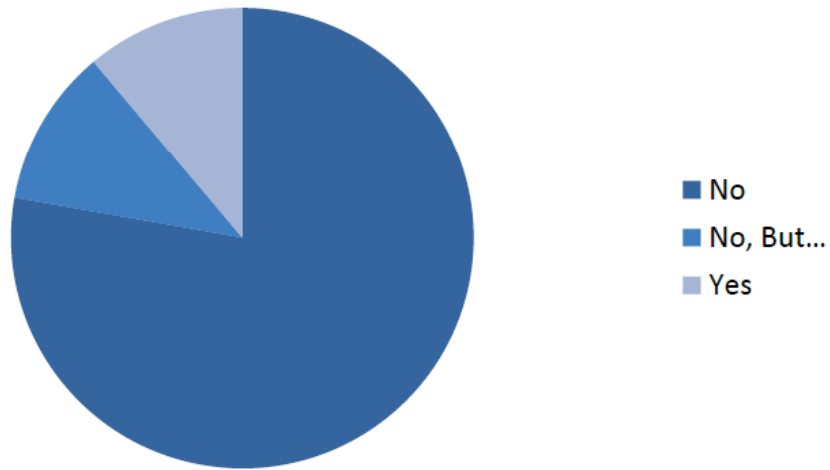


FIGURE 10 – Is parking an issue in Quadrant 3?

Quadrant 3 overwhelmingly responded that a parking problem does not exist. In fact, over 75 percent of Quadrant 3 responded that a parking problem does not exist in downtown Coos Bay. This information is depicted in Figure 10 and Table 10.

Answer	% of Respondents	Example
No	77.8%	There is no parking problem for my business
No, But...	11.1%	I do not have a parking problem, but every once in a while there is an issue
Yes	11.1%	I have a parking problem that must be dealt with

TABLE 10 – Is parking an issue in Quadrant 3?

Quadrant 4.

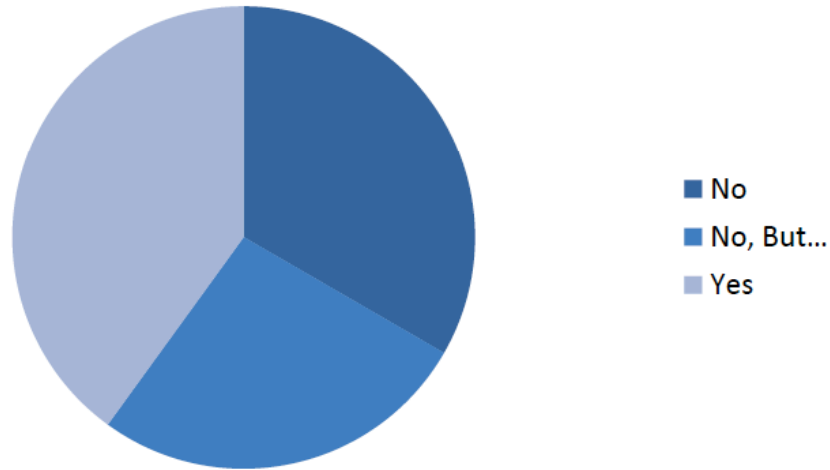


FIGURE 11 – Is parking an issue in Quadrant 4?

Compared to other quadrants, Quadrant 4 had a relatively high percentage of people responding that parking is an issue downtown. As shown in Figure 11 and Table 11, this is a relatively large proportion of the overall responses for Quadrant 4.

Answer	% of Respondents	Example
No	33.3%	There is no parking problem for my business
No, But...	26.7%	I do not have a parking problem, but every once in a while there is an issue
Yes	40.0%	I have a parking problem that must be dealt with

TABLE 11 – Is parking an issue in Quadrant 4?

As shown in Figure 12 and Table 12 below, the cause of parking problems in Quadrant 4 is overwhelmingly the violation of the 90-minute regulation. After that issue, an “unsafe feeling” was the second most cited parking issue. This may be due to the condition of the area surrounding the public parking lot near 2nd Street and Curtis Avenue.

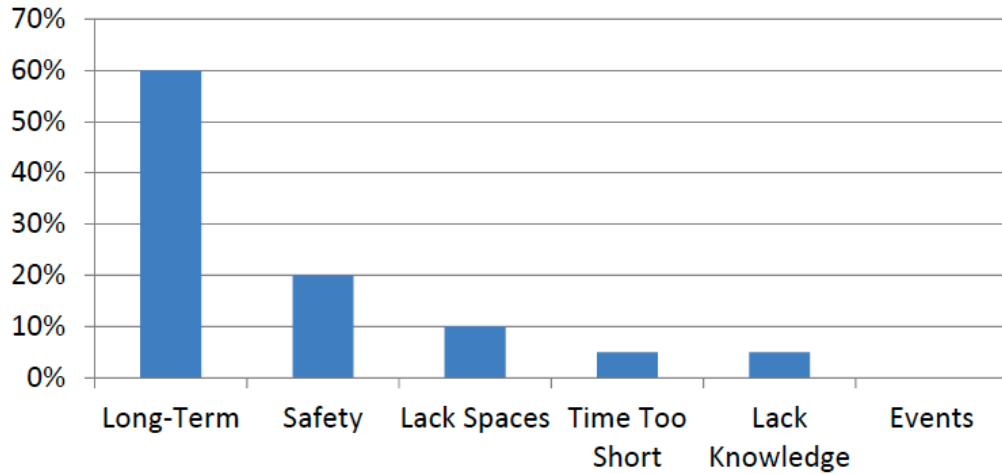


FIGURE 12 – What is the cause of the parking issue in Quadrant 4?

Answer	% of Respondents	Description
Long-Term	60.0%	Cars that park longer than allowed in the 90 minute spots
Safety	20.0%	People do not feel safe in parking lots
Lack Spaces	10.0%	Need more parking spaces around their business
Time Too Short	5.0%	The 90-minute parking spots are too short for customers needs
Lack Knowledge	5.0%	We have adequate parking, but customers do not know the location of parking lots
Events	0.0%	Parking is an issue during special events

TABLE 12 – What is the cause of the parking issue in Quadrant 4?

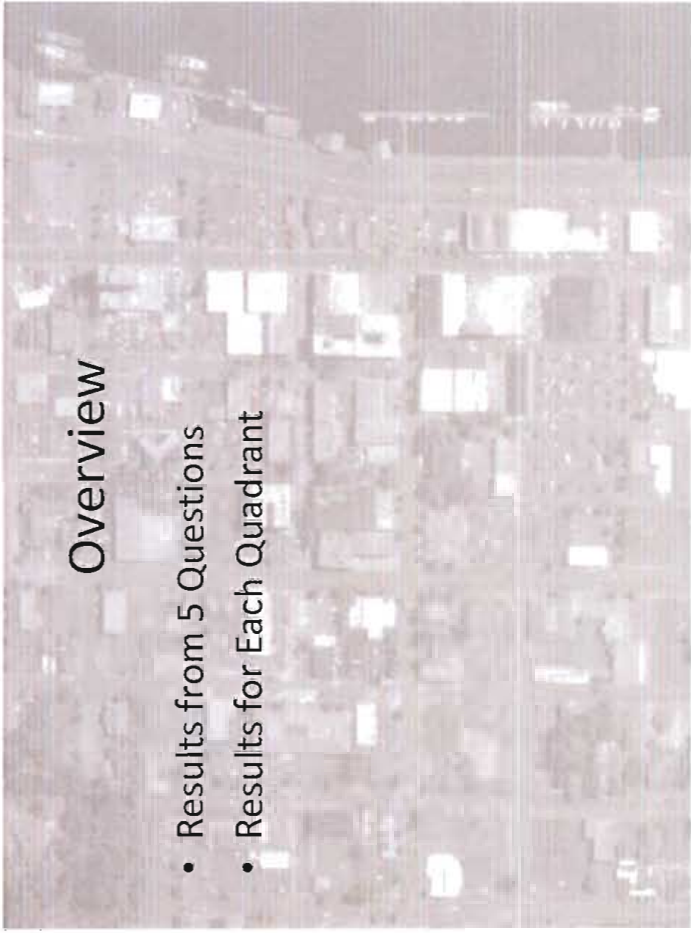
Conclusions.

Overall, the downtown Coos Bay was split down the middle on the issue of the existence of a downtown parking issue. However, differences in opinion became more obvious when downtown Coos Bay was divided into four quadrants. The two quadrants (Quadrant 2 and Quadrant 3) on the western half of downtown strongly believed that a parking problem does not exist. On the other hand, the two quadrants (Quadrant 1 and Quadrant 4) on the eastern half of downtown responded that there is a downtown parking issue.

In conclusion, downtown Coos Bay is divided on the parking issue. However, the eastern half of downtown Coos Bay responded with automobiles in violation of the 90-minute parking regulation as their biggest complaint. This issue can be fixed using several methods. However, the thoughts of the entire downtown must be considered.



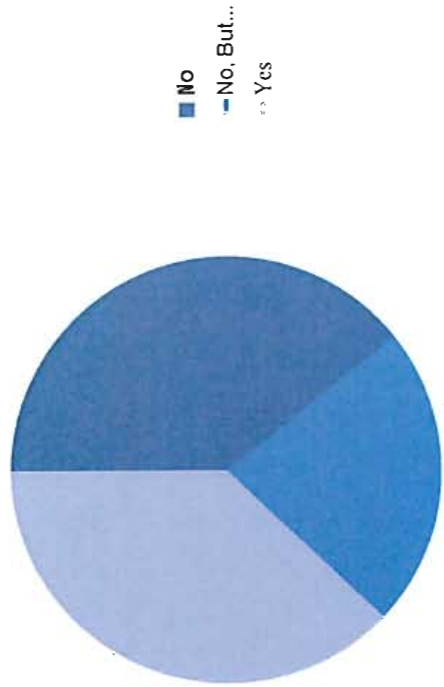
Parking Survey for Downtown Coos Bay



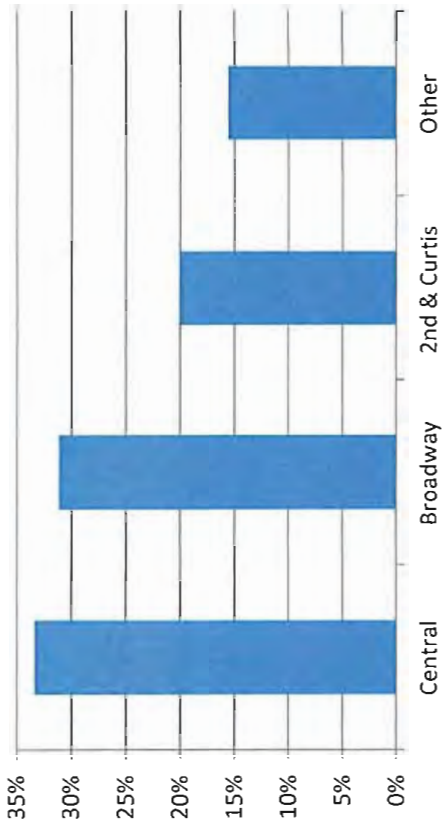
Overview

- Results from 5 Questions
- Results for Each Quadrant

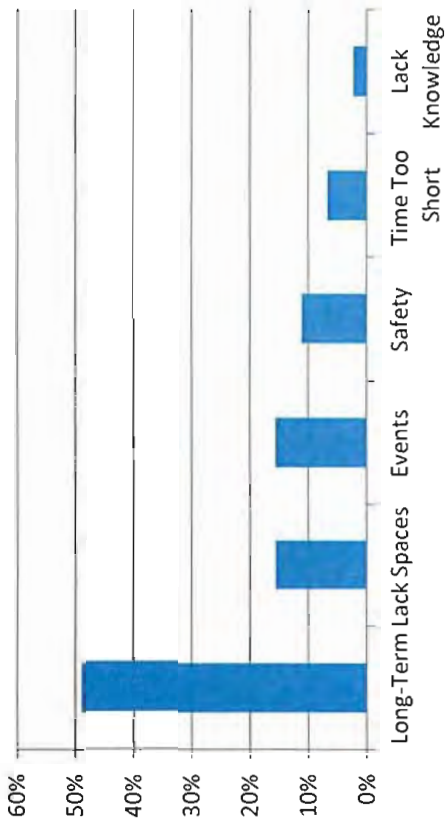
QUESTION 1 – Is parking an issue for
your individual business?



QUESTION 3 – Where does this issue
normally occur?

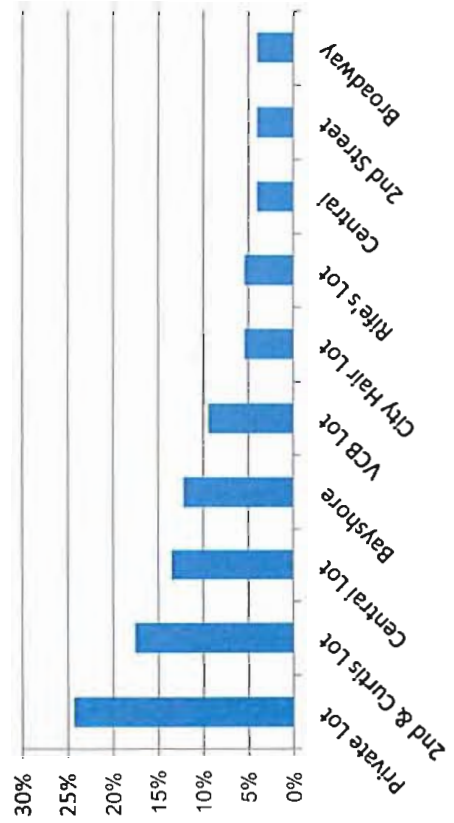


QUESTION 2 – What is the cause of this issue?

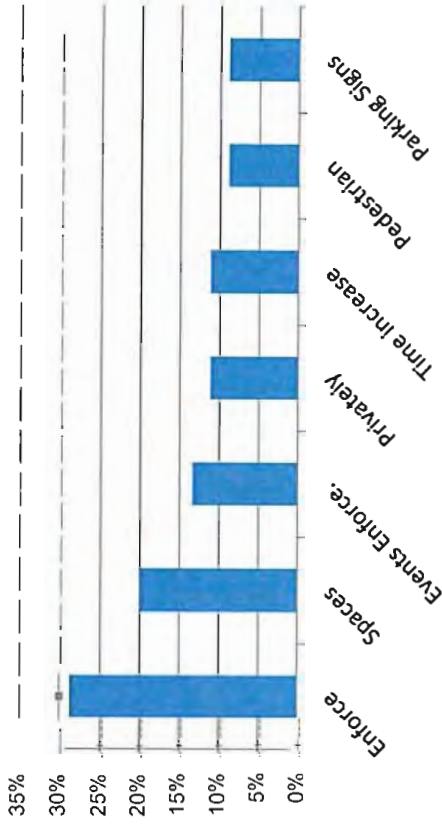


45 Responses (Does not include 29 responses that say there is no problem)

QUESTION 5 - Where do you and your employees park?

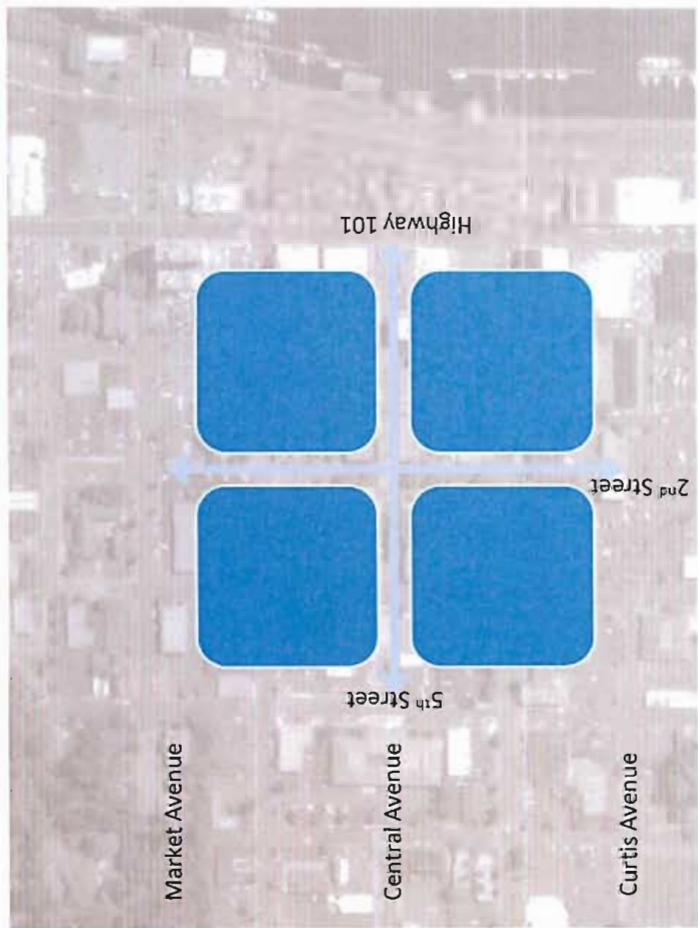


QUESTION 4 – What is the solution to this issue?



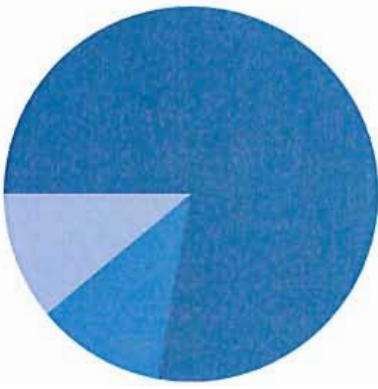
Locational Issues

- Each location has its own set of problems
- What would work in one area may not work in another



Quadrant 3

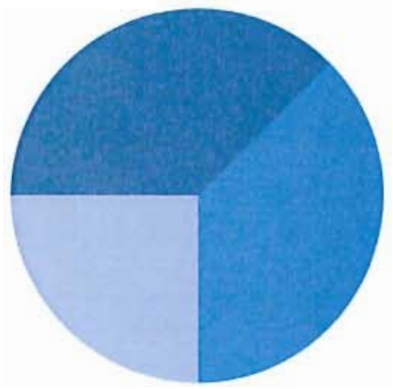
Is Parking an Issue?



■ No
 ■ No, But...
 ■ Yes

Quadrant 2

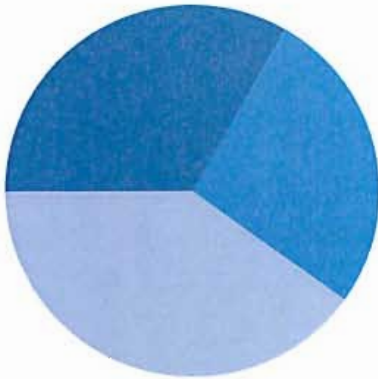
Is Parking an Issue?



■ No
 ■ No, But...
 ■ Yes

Quadrant 4

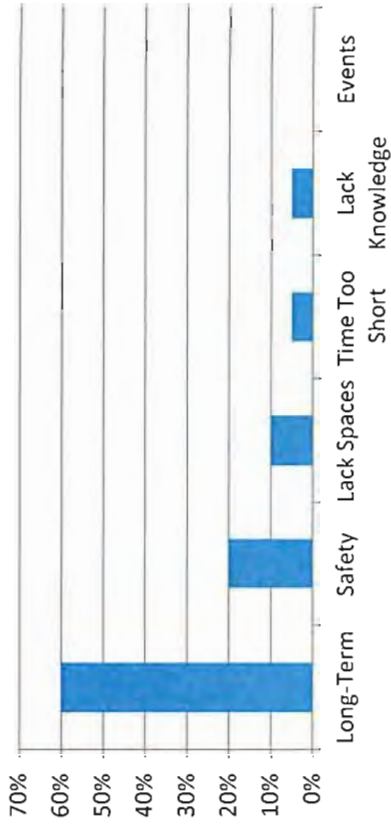
Is Parking an Issue?



No
No, But...
Yes

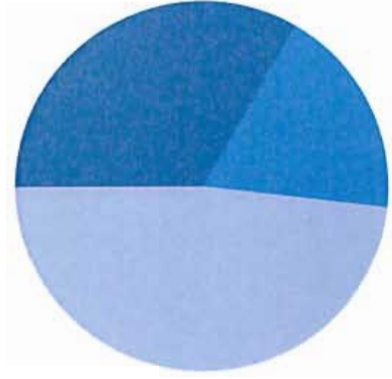
Quadrant 4

What is the cause?



Quadrant 1

Is Parking an Issue?



No
No, But...
Yes

Quadrant 1

What is the cause?

