

PARKING COMMITTEE MEETING MINUTES



October 14, 2021

8:00 A.M.

Virtual Meeting

The Parking Committee Meeting was called to order at 8:04 a.m. via Zoom on the above date with the following members and staff present:

Committee Members Navarro Chandler (*arrived at 8:11 a.m.), Charlotte Cook, Mickey Harvey, Stephanie Hitt, Tyler Jasper, Amy Kahl, Kayla Samnath; Medford Urban Renewal Agency Director Harry Weiss, Medford Urban Renewal Agency Administrative Support Technician David M. Hernandez, Diamond Parking Interim Manager Matt Gibson.

Committee members Stacy Derrig and Tiffany Perez were absent;

20. Approval of September 9, 2021 Minutes

Minutes are approved as submitted.

30. Oral Requests and Communications from the Audience

Medford Urban Renewal Agency Director Harry Weiss indicated that there were no oral requests and communications from the audience.

*Navarro Chandler joined the meeting.

40. Continued Committee Business

None.

50. Agenda Items

50.1 Block Face Rule

Mr. Weiss stated that the purpose of the Block Face Rule is to ensure turnover of high-value, on-street parking spaces for use by short term visitors, and to prevent longer-term parkers from moving their cars within the same block front in order to start a new parking time period. The City has received complaints concerning citations for violating the Block Face Rule, stating that there are no signs informing the public of the rule and that the language in the Medford Municipal Code is ambiguous. The City has suspended enforcement of the Block Face Rule pending review.

The Council will undertake a comprehensive review of the parking district to discuss how best to manage the parking resources and the possibility of implementing a self-sustaining fee-based parking system.

Committee Member Tyler Jasper mentioned he admired the parking system in Davis, California, as an option to pursue for Medford's parking system and believes it could also interest business owners and city residents by allowing them more flexible parking. Mr. Weiss explained that this system could be an option only if the policy would require the business owners or residents to purchase a permit that would allow them parking flexibility regarding the Block Face Rule.

Committee Member Mickey Harvey insisted on creating a quick access link to Downtown Parking information on the City's homepage.

Mr. Jasper asked Diamond Parking Interim Manager Matt Gibson if QR Codes can be printed on parking citations for easier access to the Downtown Parking webpage. Mr. Gibson stated that he would talk to the software designer to see if it is a possibility.

Mr. Weiss stated he will talk with the Communications Manager about putting a direct link to Downtown's parking information on the City's homepage and expressed favor in producing citations that will include our website link to the parking information.

Mr. Weiss asked the Committee if they would like to recommend to the Council to proceed with a text amendment to the code to make the Block Face Rule explicit, and to reinstate the enforcement of the Block Face Rule on the basis of a first time warning, with direction to the information about the rule and subsequent violations in the form of a citation.

Committee Member Charlotte Cook voiced concern how, in the past, the Block Face Rule has not accommodated clients who visit the same business multiple times a day. Mr. Weiss suggested that we can designate parking spaces for 15-30 minutes that can be excluded from the Block Face Rule to accommodate customer convenience.

Mr. Harvey stated that he would like MURA to draft a new Block Face Rule that can be reviewed by the Committee in December. Mr. Weiss explained that he will talk with the legal office on getting a draft completed by the next Parking Committee meeting on November 11, 2021.

50.2 Climate-Friendly & Equitable Communities Statewide Policy Development: Parking Reform

The State of Oregon is drafting a wide range of rules intended to implement the objectives for Climate-Friendly Areas and Equitable Communities. Parking reform is among the items being evaluated. Current parking practices amplify automobile dependency to the detriment of other means of mobility and land use development patterns. Off-street parking requirements typically result in the over-building of parking spaces, thereby impeding more productive land uses and increasing environmental impacts to water quality and heat island effects. The cost of parking is built into the rents charged for tenants, and in turn reflected in the cost of goods

and services provided. Thus, the cost of parking is distributed indirectly to the general public rather than directly to the actual users of the parking. Among the potential reforms being considered are changes to off-street parking requirements, either reducing or eliminating parking minimums and/or the imposition of parking maximums; and a requirement that local jurisdictions implement parking demand management strategies before building new structured parking. The rule-making process is ongoing and involves an advisory committee of local representatives included the Medford City Engineer.

Mr. Harvey voiced concern over implementation of this plan in Downtown, stating that it is possible to see a similar situation as the Glenn Orchard Apartments on East Main Street, where tenants have to park across the street in a private lot after hours. Mr. Weiss will contact the Glenn Orchard Apartments to find out what their parking standard is.

Mr. Jasper asked if our Parking Committee may give feedback or collaborate with the group who is administering the rules regarding the statewide policy development. Mr. Weiss stated that the Committee may give feedback either independently or through our representative Alex Georgevitch.

60. Council Liaison Remarks

None.

70. Committee Member Remarks

Mr. Jasper requested results on revenues being inadvertently collected by parking machines on Saturdays. Mr. Weiss stated he would forward an email to the Committee with the results.

Mr. Jasper asked how the public can view the recorded parking meetings. Mr. Weiss stated that the recordings are viewable by accessing the calendar page and selecting the meeting by date, but will double check with the City Recorder's Office to make sure that is accurate.

Mr. Jasper asked if MURA is still going to oversee the parklet program. Mr. Weiss stated MURA will not oversee parklets and mentioned that a program is being implemented to use ARPA funds to purchase modular prefabricated parklets for availability.

80. Staff Updates

The City of Medford and MURA will jointly appraise all existing parking facilities.

Next week the Council will move forward with the adoption of a master fee schedule that will be annually reviewed starting in May 2022.

90. Adjournment at 9:19 A.M.

David Hernandez
Medford Urban Renewal Agency Administrative Assistant