

CITY COUNCIL STUDY SESSION AGENDA



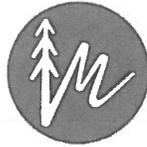
MEDFORD
OREGON

July 25, 2019

6:00 P.M.

Medford City Hall, Medford Room
411 W. 8th Street, Medford, Oregon

1. **Bear Creek Greenway Enhancements**
2. **Parking Commission Direction**
3. **Other Commission Direction**



MEMORANDUM

To: City Manager, Mayor Wheeler and City Councilors
From: Rich Rosenthal, Director
CC:
Date: July 18, 2019
Subject: Proposed Bear Creek Greenway Enhancements

The Citizens' Budget Committee and City Council allocated \$300,000 for Bear Creek Greenway Enhancements for the FY19-21 biennium. The Parks, Recreation and Facilities Department recommends the following resource allocation:

<i>Item</i>	<i>Cost</i>
Pathway lighting installation	\$188,350
Riparian restoration/blackberry removal	88,650
Sharps containers and disposal	10,000
Additional trash receptacles	13,000
TOTAL	\$300,000

Pathway Lighting

There are 7.2 miles of the Bear Creek Greenway within the Medford city limits. The Department examined multiple methods to economically and efficiently illuminate downtown sections of the pathway.

For this biennium, we propose installation of 69 solar-powered light poles between Barnett Road and McAndrews Road to create a 2.5-mile lighted Greenway corridor between Bear Creek Park and the Rogue Valley Mall. This capital improvement project would be funded with \$188,350 from the Greenway Enhancements allocation along with \$50,000 budgeted specifically for a FY19-21 Greenway lighting pilot project and a \$40,000 contribution from ODOT -- a grand total of \$278,350.

With an installed cost of \$4,000 per pole, solar lighting provides equivalent brightness and pole height as an electric-powered system without the need for trenching, conduits and



wiring as well as ongoing power costs and carbon footprint. A solar-powered light pole costs \$2,600 less to install than electric.

The solar fixture features a 30-watt, 4,200-lumen LED with a toughened-glass lens atop a 20-foot-high steel pole. The battery case has an expected life of seven years with a \$300 replacement cost, while the solar panel carries a 25-year warranty with a \$250 replacement cost. (Two sample solar light fixtures are deployed on the Greenway near the intersection of McAndrews and Biddle.)

A fully charged battery provides up to five nights of light. According to manufacturers, a measurable amount of battery re-charging occurs even on overcast days.

Funding is adequate to provide lighting at 120-foot intervals over a half-mile span between Jackson Street and McAndrews Road and along the 0.6-mile stretch within Bear Creek Park, which is Medford's most-used park based on the Dec. 2018 citizen survey.



Included in the Greenway lighting corridor are the recently retrofitted 30-watt electric-powered LED light fixtures attached to the I-5 viaduct crossbeams above 10th Street and Hawthorne Park, a distance of approximately fourth tenths of a mile. About 3,000 linear feet along Siskiyou Boulevard won't receive light fixtures because of inadequate right-of-way width. However, existing street lights, nearby residences or passing vehicles provide Greenway users with varying degrees of light.

Riparian Restoration/Blackberry Removal

The Department spends approximately \$115,000 per biennium to coordinate blackberry abatement and riparian restoration efforts on City property along the Greenway in partnership with Oregon Stewardship and others. The Department proposes \$88,650 for an additional 92.2 acres of Greenway projects:



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PARKS, RECREATION AND FACILITIES

Area	Size	Condition/Complexity	Initial Cost	Ongoing Annual Cost
Midway Park and Railroad Park north	32 acres	Dense blackberries on undeveloped parkland coupled with illegal campsites in close proximity to residences	\$21,000	\$8,600
Hilfiker Wall section south of Stage Road adjacent to San George Estates	5.2 acres	Dense blackberries and cottonwood pruning	\$5,450	\$1,400
North and south of U.S. Cellular Community Park	28.5 acres	Dense non-native vegetation along Bear Creek	\$18,900	\$7,000
Between Jackson St. and McAndrews Road	11.5 acres	Tree pruning and riparian abatement	\$7,500	\$4,000
City property between Airport and Gilman Road, west of RVIA	15 acres	Dense blackberries and illegal camping areas adjacent to residential areas	\$10,800	\$4,000
Total Costs	92.2 acres		\$63,650	\$25,000



Sharps Collection Containers

After research stemming from an inquiry by Councilor Bearnson, staff proposes \$10,000 for deployment of two sharps containers in easily accessible parking lot locations adjacent to the Greenway at Railroad and Hawthorne parks.

The funding is sufficient for both acquisition and two years of content-disposal costs for the specially designed freestanding stainless-steel 18-gallon metal collection containers. The container features an industrial-strength tilt-and-slide hinge door and a lockable, anti-tamper hopper that cannot be pried open.



Trash Receptacles

The Department proposes \$13,000 to increase the size and quantity of trash cans along the Greenway.

Park maintenance staff currently collect the contents of ten 32-gallon trash cans every other day – a two-person process due to employee safety concerns. By placing fifty 55-gallon trash cans along the Greenway, refuse capacity increases nearly nine-fold and reduces the frequency of collection from every two days to every three days or possibly longer during off-peak months.

Bear Creek Greenway Lighting
Central Medford Solar Lighting Proposal
Total Distance = 2.5 miles
Total Fixtures = 69 + 2 already obtained



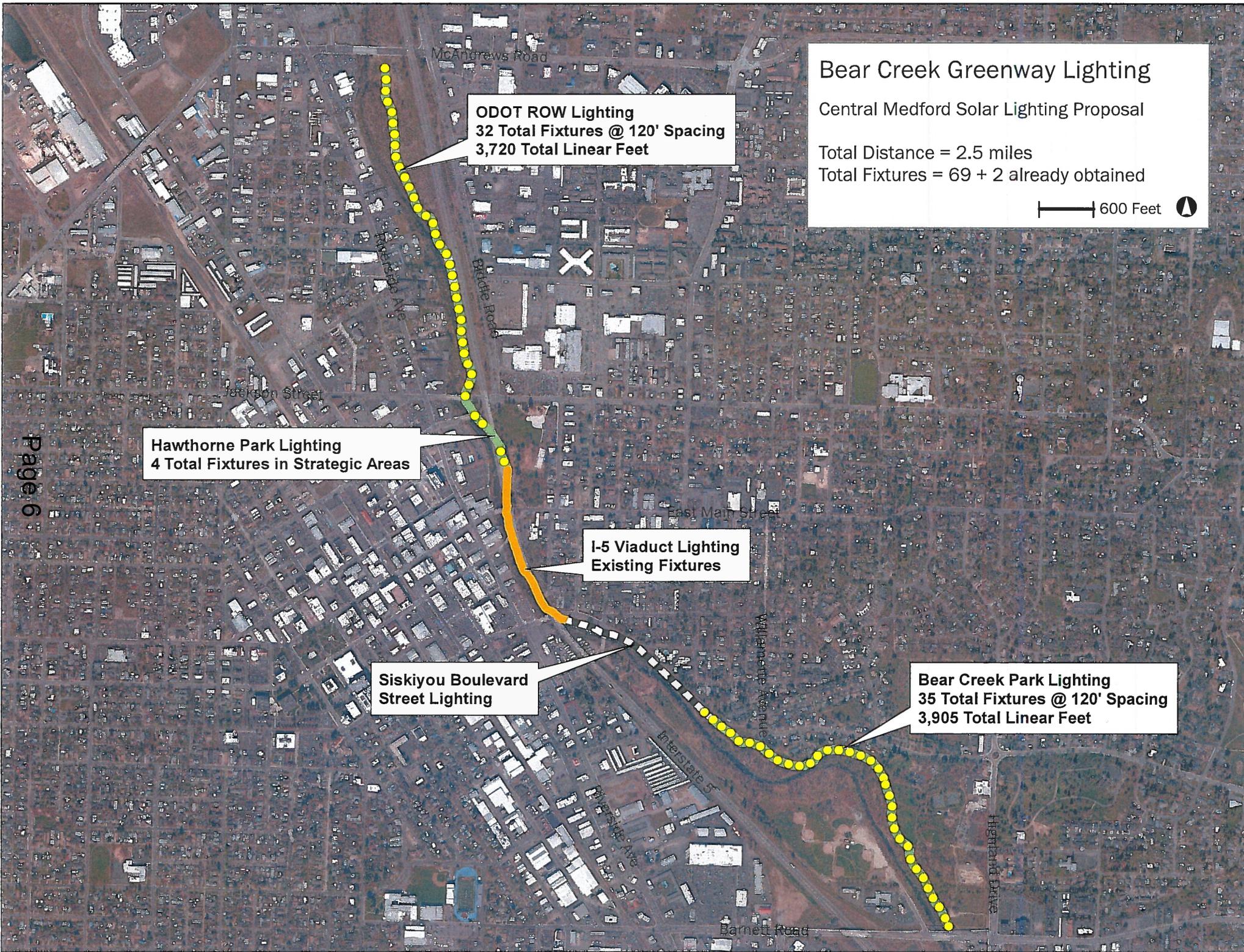
ODOT ROW Lighting
32 Total Fixtures @ 120' Spacing
3,720 Total Linear Feet

Hawthorne Park Lighting
4 Total Fixtures in Strategic Areas

I-5 Viaduct Lighting
Existing Fixtures

Siskiyou Boulevard Street Lighting

Bear Creek Park Lighting
35 Total Fixtures @ 120' Spacing
3,905 Total Linear Feet





MEMORANDUM

To: City Council

From: Eric Zimmerman, Deputy City Manager

CC: Brian Sjothun, City Manager

Date: July 19, 2019

Subject: Parking Commission

This memorandum is intended to inform the City Council of the opportunity to provide direction to the Parking Commission and to inform the City Council of the current structure and work of the commission.

Duties of the Commission

The Parking Commission is charged with "advising the City Council on matters related to parking in the Central Business District." The Commission consists of nine members, representing varying constituencies and stakeholders. Commissioners serve for three year terms.

According to the Boards and Commissions Pamphlet, the Parking Commission advises on the following matters related to parking:

- a) Downtown parking policies
- b) Plans for management of parking regulations and safety
- c) Proper public use of parking
- d) Protection of public structures and lots
- e) Grievances, objections and suggestions regarding parking
- f) Requests for changes, additions and variances
- g) Short and long term planning for parking as it relates to revitalization and development



Current Work

- A public survey is out in order to gain a better understanding of public perceptions regarding parking in the downtown area.
- Responded to security concerns in the parking garages and on the foot bridge adjacent to a parking lot by directing staff to develop an increased security contract not to exceed \$50k annually for future consideration.
- Directed staff to develop a Valet Parking Policy to enable the city to work with potential vendors interested in pursuing a valet parking program in support of their business options.
- Provided for additional fee waivers for parking permits for students identified to have a need for assistance.

On Going Challenges

- Identifying the overarching goals of the parking district (economic turnover, convenience, student access, etc.).
- Development of a parking system that is adaptive to capacity needs but complimentary to the system overall that may allow for increased efficiency and a lower reliance on surface parking lots.
- Address the unclear signage and payment options.
- Determining the future of parking operations and the City's role; should the city continue with publicly owned surface lots?
- Improve public perception of downtown parking, develop clear signage, and define reasonable expectations for a growing urban center.
- Expanding the parking district to compliment economic development in the downtown area.



- Professionalizing the parking program to address the above needs with best practices.

Discussion

In 2018 the Parking Commission received a report from a contracted parking consultant regarding the on-street parking utilization. The report provided insight into the use of on-street parking, the payment system challenges, the signage challenges, and the turnover of spots by visitors. A large take away from the report identified that one of the biggest challenges to parking in downtown Medford is that the system is unclear and a more understandable system would likely result in, at a minimum, improved customer satisfaction.

In late 2019 and early 2020, the Planning Department has scheduled a parking study regarding the surface parking lots. Combined with the report about on-street parking, the city should have more than enough information to develop a parking program that meets the needs of a 21st century downtown and aligns with the development standards for future commercial and residential uses in the downtown area.

With the information from these two studies, the city can address the on-going challenges listed above and design a parking program to meet the needs of Medford moving forward. There will be technical details that need professional attention, stakeholder input that will need public attention, and parking program management that will need staff/contracted attention.

The Parking Commission was not set up to have the technical expertise to develop a parking program. The Parking Commission is most successful when they provide insight into the experience of stakeholders and recommend small adjustments to improve the experience of parking downtown. Conversely, a parking program is a technical endeavor and though it relies on public input to fine-tune and meet the public's need for service it will require more technical attention in the coming months and years to deliver solutions for the future.



During the discussion at the study session, staff will present two ideas to help align the work of the Parking Commission with other city endeavors and to enhance the capacity of technical program design and management:

- Consider nesting the Parking Commission under the Transportation Commission similar to the Traffic Coordinating Committee and the Bicycle & Pedestrian Advisory Committee.
- Utilize the parking fund to hire or contract technical staff, charged with developing a parking system based upon the parking studies, manage the parking program, direct the enforcement contract, and staff the future parking advisory committee/commission.

These changes will begin the process of moving the parking program toward being a staff level initiative that produces results and provides technical expertise to the downtown parking situation. Staff believes this will allow the parking program to adapt to changes more responsively, expand the district when appropriate, and provide solutions to the on-going challenges listed above. This should enhance the level of stakeholder engagement and alignment between economic impacts, community impacts, and the primary user groups by providing specific and actionable items for discussion to an advisory body.