

**ADMINISTRATIVE ORDER NO. 53-21-03-F**  
**of the**  
**City Manager of the City of Eugene**

**TEMPORARY AMENDMENT OF THE PARKING FEE SCHEDULE  
ESTABLISHED BY ADMINISTRATIVE ORDER NO. 53-19-08-F, TO  
INSTITUTE FEES FOR EVENT VISITOR PERMIT PARKING IN THE  
TEMPORARY TRACK & FIELD EVENT PARKING DISTRICT, AND  
PROVIDING FOR AUTOMATIC REPEAL OF THOSE FEES.**

**The City Manager of the City of Eugene finds as follows:**

**A.** Pursuant to Section 2.020 and Chapter 5 of the Eugene Code, 1971 (EC), the City Manager has adopted the City's Parking Fee Schedule (the Fee schedule). The current Fee Schedule was adopted on June 24, 2019, by Administrative Order No. 53-19-08-F.

**B.** It is necessary to amend the Fee Schedule due to the formation of the Temporary Track & Field Event Parking District (temporary District) which was created to better manage parking issues during the 2021 Olympic Track and Field Trials. The temporary District was established by Administrative Order No. 53-21-02 and is depicted on the boundary map attached as Exhibit A to this Order. The temporary District provides for the issuance of event visitor parking permits in the temporary District for the time period beginning at 12:01 a.m. on June 16, 2021, through midnight on June 27, 2021. During the period the temporary District is in effect, between the hours of 7:00 a.m. and 11:00 p.m., no public parking is permitted in the temporary District. Only those with residential/guest parking permits or event visitor parking permits will be permitted to park in the temporary District between the hours of 7:00 a.m. and 11:00 p.m. Administrative Order No. 53-21-02 also provides that event visitors wishing to park in the temporary District must pay event visitor parking permit fees as established in accordance with Section 2.020 and Chapter 5 of the Eugene Code, 1971.

**C.** Pursuant to Administrative Order No. 53-21-02, on May 14, 2021, I issued Administrative Order No. 53-21-03 ordering that notice be given of the opportunity to submit written comments on my proposal to set temporary parking fees to park in the temporary District. The Notice specified that comments on the proposed amendments would be received for 15 days from May 18, 2021, the posting date of the Notice. A number of comments were submitted which are addressed in the City Manager's Findings attached as Exhibit B to this Order.

**D.** Based on my investigation pursuant to the provisions of Sections 2.020 and 5.055 of the Eugene Code, 1971, (see Exhibit B to this Order), I find that the Fee Schedule should be temporarily amended as proposed.

**On the basis of these findings, I order that:**

1. The Parking Fee Schedule established by Administrative Order No. 53-19-08-F is amended by adding the following temporary fees and regulations to Section B.4. (on-street, non-metered parking fees in the Campus District) of that Fee Schedule:

Notwithstanding the fees established in Section B.4. by Administrative Order No. 53-19-08-F, event visitor parking permits for parking in the Temporary Track & Field Event Parking District that was established by Administrative Order No. 53-21-02 and is depicted on the boundary map attached hereto, may be purchased at the rates set forth below. Event visitor parking permits authorize parking between the hours of 7:00 a.m. and 11:00 p.m. during the time period beginning at 12:01 a.m. on June 16, 2021, through midnight on June 27, 2021.

Rates for event visitor parking permits:

(The daily allotment of event visitor parking permits shall not exceed 400 permits per day.)

Daily Permit: \$20.00

2. The unamended fees established by Administrative Order No. 53-19-08-F remain in full force and effect.

3. This Administrative Order No. 53-21-03-F and the temporary fees established by this Order shall automatically be repealed at midnight on June 27, 2021.

Dated and effective this 8th day of June, 2021.

  
JTP

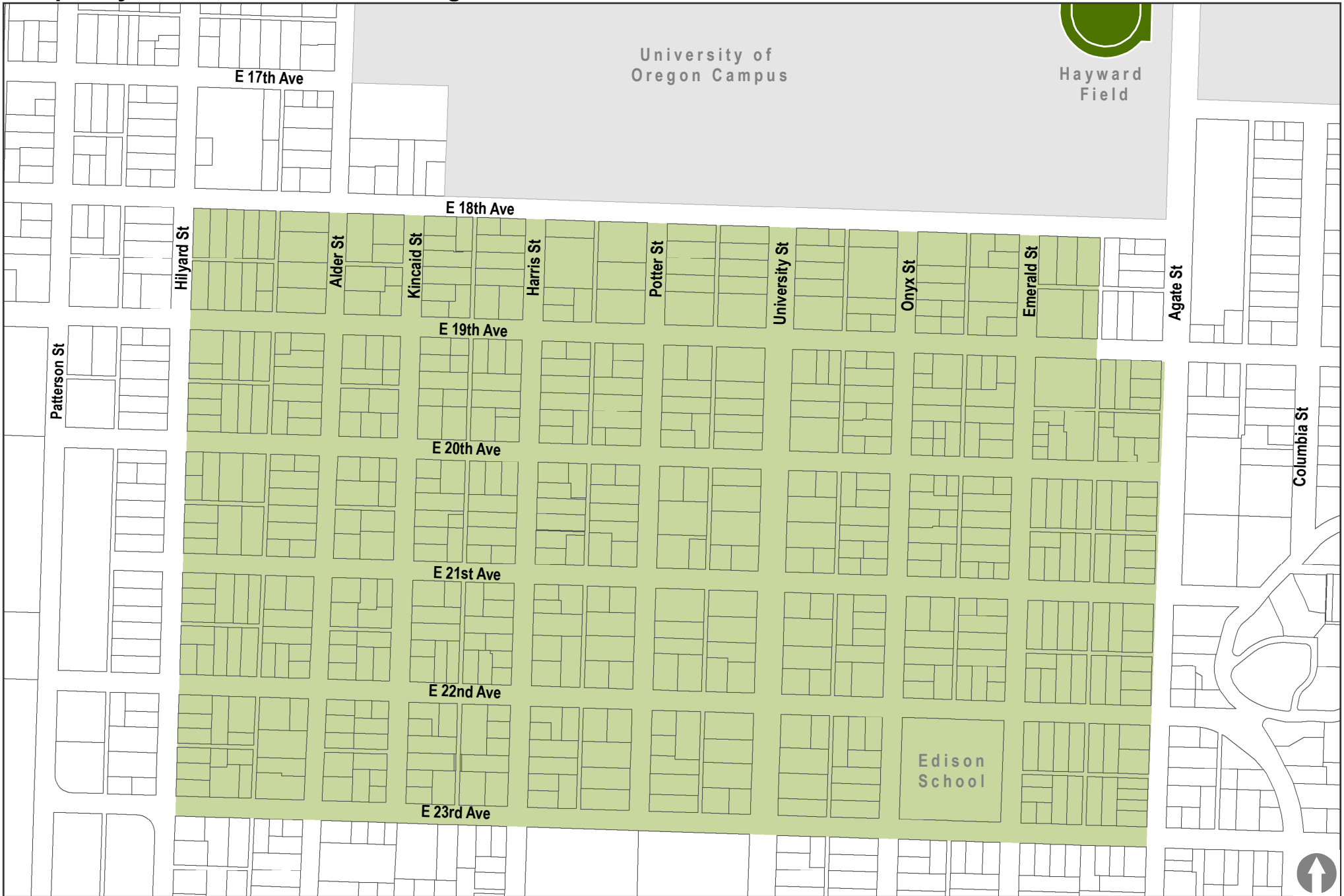
  
DD



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**Sarah Medary**  
City Manager


# Temporary Track & Field Event Parking District



 Temporary Track & Field Event Parking District

Caution: This map is based on imprecise source data, subject to change, and for general reference only.

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City of Eugene  
Planning and Development  
May 23, 2016



## CITY MANAGER' S FINDINGS

### Investigation of Revenue Needs of Parking Services Pursuant to EC 2.020(2) and 5.055 and Responses to Public Comments

Pursuant to Sections 2.020(2) and 5.055 the City Manager has considered the following criteria in determining parking services fees:

#### **2.020 City Manager - Authority to Set Fees and Charges.**

(2) Unless the city manager determines in writing that consideration of one or more of the following factors is irrelevant or inapplicable, in determining the amount of any such fee the city manager shall consider:

##### **(a) Applicable policies, enactments and directives of the council.**

Findings: The **Financial Management Goals & Policies (FMGP)** in the FY 2021 Adopted Budget provide the framework and direction for financial planning and decision making by the City Council, City Boards, Commissions and Committees, and City staff. They are designed to ensure the financial integrity of the City and a service delivery system that addresses the needs and desires of Eugene's citizens and policies are periodically updated to reflect changes in Council policy, legal and professional requirements, and changes in accepted industry practices. The City Council adopted the Financial Management Goals and Policies on April 8, 1996. Minor edits have occurred since initial adoption. These include approval of the Debt Issuance Guidelines on May 14, 2007, and the Unappropriated Ending Fund Balance Policy (B.7.) in July, 2007.

##### FMGP A. Resource Planning and Allocation Policies

##### Policy B.4. (Enterprise Funds)

Whenever financially feasible, business-type activities which receive their funding principally through user charges, will be established as Enterprise Funds if doing so will facilitate rate setting for cost recovery and provide information to determine the efficiency and effectiveness of operations.

The **Climate Recovery Ordinance** includes four goals:

1. Reduce community fossil fuel use by 50% of 2010 levels by 2030.
2. Reduce total community greenhouse gas emissions to an amount that is no more than the city of Eugene's average share of a global atmospheric greenhouse gas level of 350 ppm, which was estimated in 2016 to require an annual average emission reduction level of 7.6%
3. City of Eugene owned facilities and operations are to be carbon neutral by 2020, meaning no net release of greenhouse gas emissions.
4. Reduce the City of Eugene's use of fossil fuels by 50% compared to 2010 usage.

The proposed amendment to parking fee schedule will provide additional resources for the Parking Enterprise Fund to work towards the Climate

Recovery Ordinance goals by creating a temporary paid parking district abutting a large and nation event at Hayward Field.

**(b) The amount charged by the city in the past.**

Findings: The proposed parking fee is consistent with other fees, such as parking at nearby meters and builds the current rate based on cost recovery needs.

**(c) The full costs of providing the service supported by the fee.**

Findings: The proposed parking fee is intended to offset the full cost of providing the event parking district to mitigate parking in a neighborhood abutting a large event.

**(d) The amounts charged by other comparable providers.**

Findings: The City of Eugene's Parking Services program is an enterprise fund that is responsible for the operations and maintenance of on-street parking system, the off-street parking system, and adjudication services. In Oregon, there is not a comparable municipal provider. However, the proposed rates are in line with the parking fees at the University of Oregon and downtown private parking operators.

**(e) The revenue needs of the city as determined by the adopted city budget.**

Findings: The Parking Enterprise Fund is a distressed fund in the FY22 Proposed Budget due to the impact of COVID on parking revenue. The proposed fee is intended to offset the expenses of a temporary parking district.

**Factors listed in (a) – (e) above that are irrelevant or inapplicable in determining the amount of the fees, if any, are listed here:**

**5.055 Criteria for Administrative Actions.** The administrative action of the city manager or the manager's designee shall be based upon consideration of:

**(a) Traffic engineering principles and traffic investigations.**

Findings: Not applicable.

**(b) Standards, limitations, and rules promulgated by the Oregon Transportation Commission or the Oregon Public Utility Commission or their successors.**

Findings: Not applicable.

**(c) Other recognized traffic control standards.**

Findings: The proposed amendments to the fee order are intended to offset the expense of designating the temporary event parking district's traffic control plan for event parking signs and reader boards at the entering streets to the temporary event district.

**(d) The city's adopted transportation-related plans and policies.**

Findings: The proposed fee amendment is consistent with the following Goals, Policies, and Potential Actions in the Eugene 2035 Transportation System Plan, adopted by City Council on June 26, 2017.

*Roadway and Parking Policies*

*Potential Actions for Roadway and Parking Policies*

Requiring ongoing transportation demand management (TDM) for large attractions and employment centers at times and locations where such measures are necessary to reduce congestion or optimize limited parking.

TRANSPLAN TDM Policy #2 Parking Management Policy Definition/Intent states:

"Parking management strategies address both the supply and demand for vehicle parking. They contribute to balancing travel demand within the region among the various modes of transportation available. To promote parking equity in the region, consideration should be given to applying parking management strategies at a region-wide level, in addition to downtown centers.

It further identifies Parking Management Demand Strategy 2.2 "Shift free parking areas to paid parking where appropriate."

The fee associated with the temporary neighborhood event parking district will provide vehicle demand management, including fewer vehicles seeking free parking in the neighborhood, per the described policies.

**(e) Existing state and local laws regulating use of public ways.**

Findings: Not applicable.

**(f) The efficient use of the public way by the public.**

Findings: Not applicable.

**(g) The use of abutting property.**

Findings: Adequately serving the adjoining property owners and all roadway users was a critical consideration in the process of balancing everyday use of the right of way with peak parking loads very close to available supply. The proposed fee in conjunction with the proposed event parking district will maintain residential and visitor parking options and manage event parking demand.

**(h) The intensity of use of the street by vehicles and pedestrians.**

Findings: The City considered the conditions of the streets for the proposed fee amendment and determined that the proposed fee amendment will impact, or be affected by, the intensity of use of the street by vehicles and pedestrians. The proposed fee in conjunction with the proposed event parking district will maintain residential and visitor parking options and manage event parking demand.

**(i) The physical condition and characteristics of the street and abutting property.**

Findings: The abutting streets are designated parking spaces and the fee does not change their status.

**(j) Emergencies.**

Findings: The proposed fee schedule amendment will not impact emergency response services.

**(k) The public health, safety and welfare.**

Findings: The proposed fee schedule amendment will not impact public health and safety.

**(l) Special events of community interest including parades and public gatherings.**

Findings: The proposed fee schedule amendment will assist in managing parking demand for a large event held near the proposed event parking district.

**(m) Construction within or adjacent to the street.**

Findings: Not Applicable

**(n) When establishing conditions upon the use of parking in the public way and city-owned parking facilities:**

**1. Applicable and appropriate time limits.**

Findings: The proposed fee amendment will work in conjunction with the proposed temporary event parking district's time limits to manage parking demand from the large event at Hayward Field.

**2. The vehicle type and purpose.**

Findings: The proposed fee schedule amendment will apply to all vehicles.

**3. The relative, seasonal and special event demands for parking spaces within the areas of the requested parking.**

Findings: The proposed fee amendment will work in conjunction with the proposed temporary event parking district to manage parking demand from the large event at Hayward Field.

**4. The other public uses for the property.**

Findings: The proposed fee amendment will work in conjunction with the proposed temporary event parking district to manage parking demand from the large event at Hayward Field.

**5. The location and physical characteristics of the parking area or facility.**

Findings: The proposed fee amendment will work in conjunction with the proposed temporary event parking district to manage parking demand from the large event at Hayward Field in an existing residential parking area for on-street parking.

**6. The demand for operating revenues, the costs of operations and enforcement.**

Findings: The proposed fee amendment is intended to offset the expenses associated with the temporary event parking district.

**7. The use of parking regulations to promote city adopted goals and policies.**

Findings: The proposed fee amendments is consistent with the following Goals, Policies, and Potential Actions in the Eugene 2035 Transportation System Plan, adopted by City Council on June 26, 2017.

*Roadway and Parking Policies*

*Potential Actions for Roadway and Parking Policies*

Requiring ongoing transportation demand management (TDM) for large attractions and employment centers at times and locations where such measures are necessary to reduce congestion or optimize limited parking.

TRANSPLAN TDM Policy #2 Parking Management Policy

Definition/Intent states:

“Parking management strategies address both the supply and demand for vehicle parking. They contribute to balancing travel demand within the region among the various modes of transportation available. To promote parking equity in the region, consideration should be given to applying parking management strategies at a region-wide level, in addition to downtown centers.

It further identifies Parking Management Demand Strategy 2.2 “Shift free parking areas to paid parking where appropriate.”



The fee associated with the temporary neighborhood event parking district will provide vehicle demand management, including fewer vehicles seeking free parking in the neighborhood, per the described policies.

**8. Abuse by applicants of any parking-related permits.**

Findings: The proposed parking fee amendment in conjunction with the proposed event parking district will work with parking related permits and minimize potential abuses.

**9. The impact on nearby commercial uses.**

Findings: The proposed parking fee amendment would not impact nearby commercial uses as there are on-street parking options abutting the commercial areas. This fee is applicable to a residentially zoned area.

**10. The ease of enforcing the provisions of this chapter.**

Findings: The proposed parking fee amendments can be enforced with existing staff resources per the provisions of this chapter.

**11. The availability of other parking spaces.**

Findings: The proposed fee amendment does not impact the availability of other parking spaces and actively managed event parking demand.

## **RESPONSES TO PUBLIC COMMENTS**

Pursuant to Administrative Order No. 53-21-03, notice of the proposed changes to the parking fee schedule associated with a temporary event parking district created to support the 2021 Olympic Track and Field Trials was posted in two places at City Hall and provided to the Mayor and City Council as well as to anyone who requested the notice. In addition, the City mailed one-thousand nine hundred (1,900) post cards to residents and property owners located within the temporary event parking district as well as three-hundred sixty (360) emails to residential permit parking customers soliciting comments on the proposed parking fee. Thirty-Six (36) comments were submitted. A summary of the comments is set out below, followed by my response to the comments.

**Comments from those supporting the proposal.** Thirteen people submitted comments stating that they supported the proposed parking fee amendments and the temporary event parking district.

### **Response:**

No changes to the fee schedule are proposed as the result of these comments.

**Comments from those concerned with the fee amount.** Four people submitted comments about the level of the fee amount.

**Response:** I considered various fee amounts based on event parking for football and basketball games, as well as parking downtown. I also consulted with TrackTown around the athletes' experience and I have concluded that the proposed \$20 event fee is appropriate. If new temporary event districts are implemented in the future, I will use data from the 2021 Olympic Track and Field Trials to inform fees associated with those future districts.

No changes to the fee schedule are proposed as the result of these comments.

**Comments from those concerned about climate recovery goals and environmental impacts.** Seven people submitted comments stating concerns with the fee not meeting climate recovery goals and need for environmental impact studies.

**Response:** Even before the Olympic Trials was opened to near full capacity, there was demand for parking in the neighborhoods surrounding Hayward Field. On the south side of campus in the South University Neighborhood Association (SUNA), the parking restrictions are 2-hour parking, Monday through Friday, 7:00 AM to 6:00 PM. There is free and unrestricted parking on Saturday and Sundays. This means that a vehicle can park for free and without restrictions starting at 4:00 PM till 9:00 AM the next day. If it's a weekend, the vehicle can park from Friday at 4:00 PM till Monday at 9:00 AM. If the track and field events are during these traditional "business hours" of 7:00 am to 6:00 PM, then the City can enforce the parking restrictions. In looking at the event schedule, it looks like most events start at either noon or later during the week days and go well into the evening. There are a few days where events start at 9:00 AM, but those are on Saturday and Sunday (schedule is here: <https://www.usatf.org/events/2021/2020-u-s-olympic-team-trials-track-field/schedule>). As it currently stands, SUNA will have mostly free and unrestricted parking for the majority of the event. This will encourage drivers to drive and park in the neighborhood to attend a large event. There were shuttles running during each Olympic Trials and there will be shuttles running during this year's event. Because the streets are for public use, there is no method where we cannot allow event attendees to park on the public street. Free and unregulated parking next to a

venue that can hold over 9,000 fans will encourage attendees to drive to the event and not utilize the free shuttle services and promoted parking options.

The City worked with the South University Neighborhood Association and TrackTown to explore other ideas. City Staff's experience with the 2008, 2012, and 2016 Olympic Track and Field Trials, as well as various other track and field meets, as well as softball games, is that the SUNA area will be full of parked vehicles to take advantage of the close proximity to the event venue, and free unrestricted parking. The City can issue tickets during the day, which is mostly noon and 4:00 PM for the events that generate parking demand for the Olympic Trials. Our experience is that event goers view the \$16 ticket as an event parking fee.

During the 2016 Olympic Trials, the City hired Community Planning Workshop to count vehicles and measure the impact to the neighborhood during the event. The assessment is available on our webpage at [www.eugeneparking.com](http://www.eugeneparking.com). We experienced high parking demand. We also looked at issued parking tickets during the 10-day event and found that two-thirds of all city issued tickets were to vehicles in the neighborhood during the event.

What we have experienced and know is that residents are upset at the City because we did not issue enough tickets and should have enforced harder during the event. Visitors are upset with the City because a lot of tickets were issued and leave with a distaste for Eugene. We are hoping to change the narrative this time around by using proven methods to mitigate demand for free and unregulated parking by creating the temporary event parking district and doubling parking fines. We can promote the district to athletes and their support staff so they can maintain their COVID bubble by opting to drive separately to the event. The City will spend some money on signs to create the temporary district.

The proposed temporary event district will mirror the Arena Parking District, which is to the east of campus and part of the Arena Parking Agreement with regulated parking 7:00 AM to 11:00 PM, Mon-Sun. Event parking permits for 22 basketball games are issued to park on the streets in the neighborhood and the fees goes to support free annual parking permits for residents of the arena event district.

The temporary event parking district is located in an existing parking regulated area. Residential permits and free guest permits remain valid for the area. The proposed fee would help mitigate excess parking demand experienced during previous events. The streets in this area are not part of a City sponsored rest stop or similar vehicle or tent camping program. The district would have unregulated parking overnight.

As such, embedding the cost of parking into the event with the event fee will support climate recovery and transportation goals of the community to create mobility choices. A parking fee, with associated parking fines doubling, will incentivize event goers to use the spectator shuttles, bike share program, or other transit options. Leave parking free and unregulated would encourage more driving to the event.

No changes to the fee schedule are proposed as the result of these comments

**Comments from those concerned about community economic and public safety conditions.** Eleven people submitted comments stating concerns with holding the Olympic Trials and creating a fee while the community members are experiencing homelessness, housing crisis, pandemic, wildfires and/or economic recession.

**Response:** The proposed fee for a temporary event parking district is in place to manage parking demand in the abutting neighborhood. The City is working and partnering with other

agencies, non-profits, and community members to for community wide recovery assistance. The opening up of the economy, per state and federal guidelines, is one step towards economic recovery to assist those in need in our community. The Olympic Trials event is allowed under current federal, state, and county restrictions and guidelines.

No changes to the fee schedule are proposed as the result of these comments

**Comments from those concerned about project investment.** Five people submitted comments stating concerns that the City has not named a project in University Park for investment of remaining revenue.

**Response:** The proposed fee for a temporary event parking district is in place to manage parking demand in the neighborhood. The impact to neighborhood livability through a temporary parking management plan will provide mitigation through increased parking restrictions during daytime hours. This is the first time Eugene has implemented a temporary event parking district in this neighborhood. Neighborhood meetings showed support for the concept of a temporary parking district as well as the idea that any revenues collected which exceed the costs of the temporary event parking district could be invested in University Park, a public park located in the neighborhood. The fee schedule sets fees for parking, it does not identify expenditure requirements. Additionally, at this point it is not clear whether the temporary parking event parking district will generate revenue that could be invested in park projects so specific parks projects are not addressed in the fee schedule.

No changes to the fee schedule are proposed as the result of these comments

**Comments from those concerned about doubling of parking fine.** Four people submitted comments stating concerns about the fee schedule not mentioning the doubling of the parking fine.

**Response:** This proposed fee for a temporary event parking district is adopted by the City Manager. Parking fines are set by the Presiding Judge of the Eugene Municipal Court. The Municipal Court Judge has issued an order setting a \$40 presumptive fine for violations of the temporary event parking district.

No changes to the fee schedule are proposed as the result of these comments

**Comments from those concerned with access to parking or shuttles.** Eleven people submitted comments stating that their concern about the effect the temporary event district will have on their access to parking close to their residence or blocking access to alleys and/or designating a different off-site parking area with shuttles for the event.

**Response:** The proposed fee for a temporary event parking district will provide parking demand management to allow access to residences and increased enforcement for parking infractions. The temporary event parking district is located in an existing parking regulated area. Residential permits and free guest permits remain valid for the area. The proposed fee will help mitigate excess parking demand in the area.

Even before the Olympic Trials was opened to near full capacity, there was demand for parking in the neighborhoods surrounding Hayward Field. On the south side of campus in the South University Neighborhood Association (SUNA), the parking restrictions are 2-hour parking, Monday through Friday, 7:00 AM to 6:00 PM. There is free and unrestricted parking on Saturday and Sundays. This means that a vehicle can park for free and without restrictions starting at 4:00 PM till 9:00 AM the next day. If it's a weekend, the vehicle can park from Friday at 4:00 PM till Monday at 9:00 AM. If the

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The City worked with the South University Neighborhood Association and TrackTown to explore other ideas. City Staff’s experience with the 2008, 2012, and 2016 Olympic Track and Field Trials, as well as various other track and field meets, as well as softball games, is that the SUNA area will be full of parked vehicles to take advantage of the close proximity to the event venue, and free unrestricted parking. The City can issue tickets during the day, which is mostly noon and 4:00 PM for the events that generate parking demand for the Olympic Trials. Our experience is that event goers view the \$16 ticket as an event parking fee.

During the 2016 Olympic Trials, the City hired Community Planning Workshop to count vehicles and measure the impact to the neighborhood during the event. The assessment is available on our webpage at [www.eugeneparking.com](http://www.eugeneparking.com). We experienced high parking demand. We also looked at issued parking tickets during the 10-day event and found that two-thirds of all city issued tickets were to vehicles in the neighborhood during the event.

The proposed temporary event district will mirror the Arena Parking District, which is to the east of campus and part of the Arena Parking Agreement with regulated parking 7:00 AM to 11:00 PM, Mon-Sun. Event parking permits for 22 basketball games are issued to park on the streets in the neighborhood and the fees goes to support free annual parking permits for residents of the arena event district.

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As such, embedding the cost of parking into the event with the event fee will support climate recovery and transportation goals of the community to create mobility choices. A parking fee, with associated parking fines doubling, will incentivize event goers to use the spectator shuttles, bike share program, or other transit options. Leave parking free and unregulated would encourage more driving to the event.

No changes to the fee schedule are proposed as the result of these comments.

**Comments from those with general parking questions.** Three people submitted comments with general parking questions.

**Response:** City Staff responded to questions around service permits and provided information on arena parking district in the Fairmount Neighborhood.

No changes to the fee schedule are proposed as the result of these comments.

**Comments from those concerned with parking access for visitors.** One person submitted comments opposed to the proposal because it is not welcoming to our visitors and streets are for public use.

**Response:** City Staff's experience with the 2008, 2012, and 2016 Olympic Track and Field Trials, as well as various other track and field meets, as well as softball games, is that the SUNA area will be full of parked vehicles to take advantage of the close proximity to the event venue, and free unrestricted parking. The City can issue tickets during the day, which is mostly noon and 4:00 PM for the events that generate parking demand for the Olympic Trials. Our experience is that event goers view the \$16 ticket as an event parking fee.

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What we have experienced and know is that residents are upset at the City because we did not issue enough tickets and should have enforced harder during the event. Visitors are upset with the City because a lot of tickets were issued causing visitors to leave with a distaste for Eugene. We are hoping to change the narrative this time around by using proven methods to mitigate demand for free and unregulated parking by creating the temporary event parking district and doubling parking fines. We can promote the district to athletes and their support staff so they can maintain their COVID bubble by opting to drive separately to the event. The City will spend some money on signs to create the temporary district. The proposal is supported by the managing entities for the US Olympic Trials to present a welcoming experience to our visitors.

No changes to the fee schedule are proposed as the result of these comments