

CITY of LA GRANDE

Urban Renewal Agency Work Session

Monday, February 22, 2021

6:00 p.m.

You can view the Work Session on Facebook Live at the following link:
www.facebook.com/CityofLaGrande

AGENDA

The purpose of a Urban Renewal Agency Work Session is to provide the Agency with an opportunity to informally discuss topics of common concern and interest and to exchange ideas with Staff, not to make decisions or to direct Staff toward a specific action or conclusion beyond identifying additional information the Agency would like to have presented at a later date. As no decisions are made, there will be no voting by the Agency at the Work Session. The District Manager or members of the Staff may confirm any additional information the Agency requires as part of any future discussions regarding the presented topic(s). If a Work Session topic subsequently requires official action, it will become an action (voting) item on a following Regular Session Agenda. Per ORS 192.670(1), Agency Members will be participating in this Work Session by electronic communication. Due to the COVID-19 Pandemic this Agency Work Session is for the sole purpose of conducting business on the agenda. No public comments will be entertained at this Work Session.

1. **CALL TO ORDER**

~ Stephen E. Clements, Mayor

6:00 p.m.

2. **ANNUAL REPORT ON LA GRANDE MAIN STREET DOWNTOWN**

~ Taylor Scroggins, Executive Director

- a. **Activities of the prior calendar year**
- b. **Detailed account of Urban Renewal Funds**
- c. **Detailed account of Urban Renewal Plan-related activities**
- d. **Accounting of all funds received and spent in previous year**
- e. **Budget for the current calendar year**
~ Status of major fundraising activities such as Beerfest
- f. **Work Plan for current calendar year**
- g. **Any funding or program requests of the Urban Renewal Agency**
- h. **Update on downtown parking**

"Any downtown parking or traffic related issues and/or any proposed changes must come to the City of La Grande only after LGMSD has appropriately determined there to be a consensus among downtown stakeholders supporting a proposal and the LGMSD board of directors has officially rendered a recommendation based on the needs, desires and benefits of downtown La Grande as a whole."

3. **ADJOURN**

7:00 p.m.

Kayla M. Rock
City Recorder



La Grande Main Street

www.lagrandemainstreet.org

Engage the community to create a welcoming and economically diverse downtown rooted in La Grande's history and culture.

Report on LGMSD Activities 2020

2020 was a difficult year for many organizations, La Grande Main Street included. State and Local Health and Public Safety Measures required LGMSD to reevaluate our usual activities. Out of a concern for public safety as well as a desire to focus on supporting our business community, we canceled many of our most popular events including our most lucrative fundraiser event, the Eastern Oregon Beer Festival. Our Board of Directors has been able to meet regularly through videoconferencing, as have our committees. We leveraged our social media presence to encourage our community to support their local businesses, and collaborated with other organizations like the Union County Chamber of Commerce to put on Shop Hops and other Shop Small events. By prioritizing our support efforts, maintaining a minimum of fundraising, and through the utilization of Federal and Local support programs, LGMSD was able to make it through 2020 without decreasing staff or incurring major losses on our cash carryover.

In the 1st Quarter of 2020, as the COVID-19 Pandemic had not yet affected us, LGMSD was focused on recruiting and renewing our Business Partnerships and planning the Eastern Oregon Beer Festival (EOBF), our biggest fundraiser event. LGMSD was also planning and organizing the annual Pub Crawl, which also serves as a fundraiser for the organization. At the end of the quarter, we had seen some renewed and new partnerships, but it was clear that the EOBF and Pub Crawl events would need to be at least postponed.

In the 2nd Quarter, partnerships continued to come in but it became clear that we would not be able to conduct our business as normal at this time. In an attempt to support our Downtown and other local businesses in a difficult time, our efforts refocused to education (sharing resources for business and organization relief with our business community) and promotion of downtown businesses (blasting on social media who was open and what services they were offering, such as online ordering, curbside pickup, and delivery). We also hosted some giveaways, rewarding users who shared our posts widely and shopped downtown with Downtown Coupons. In addition, we were delighted to provide major updates to Oregon Main Street on two grants: we were able to close out and apply for final reimbursement on the IOOF Building OMS Revitalization grant, and were able to file a major update and reimbursement request for the Liberty Theatre/Putnam Building OMS Revitalization grant.

In Quarters 3 and 4, we continued to share resources with the business community, and had to make some difficult decisions regarding our public events around the holidays. While we did not have our usual Downtown Trick or Treat, we did promote the City's Drive-Through Trick or Treat as a safe alternative. During the holidays, we could not have our usual parade and tree lighting, but we did erect a tree in Max Square, lit it with all new lights, and helped organize the 1st Annual Holiday Decoration Viewing Caravan, which took residents on a colorful tour of the festive decorations Downtown and throughout the area. During this event, we were also happy to contribute to the decorations ourselves, setting up a holiday decoration display in the vacant windows of the former JC Penney location in the heart of Downtown La Grande. Those decorations were up for weeks around the holidays, and on the night of the caravan families could spot Santa and Mrs. Claus waving from the store window.

Another bright spot in the Holiday season was Plaid Friday and Small Business Saturday. While safety restrictions did hamper some of the festivities, we were able to distribute some SBS materials and promote deals and discounts being offered by many downtown retailers.

As we enter 2021, our situation is looking up. We have a full and active Board of Directors, new recruits in all of our committees, and will benefit greatly from once again being able to hold public events, both while following stricter regulations in the first part of the year, and while enjoying looser restrictions as vaccination efforts allow for safer interactions with our community. We are planning to have the Easter Oregon Beer Festival once again. We have decided to hold it on August 21st, as we felt our usual June event may not be possible yet. We have secured our usual venue, the Union County Fairgrounds, and have begun notifying breweries throughout the region. We are also diversifying our fundraising; in the past, we have based our fundraising strategy on City contributions, Business Partnerships, a couple of minor fundraising events, and the EOBF. This year, though, we are planning to expand that strategy to include more fundraisers, a general community fundraising campaign, soliciting philanthropists for major gifts, and applying for grants for specific projects. This work has already begun: we have applied for a Destination Ready Grant from Travel Oregon. If awarded to us, this grant would give us funds to establish Downtown Directory signage at the corner of Adams and Greenwood, and at Max Square. It may also provide funding to establish two parklets, allowing two Downtown Restaurants to expand their outdoor seating where health and public safety provisions allow.

Our increased fundraising will not only satisfy our contribution match with the City for 2021, but will also allow us to increase our programming, including public events in a greater variety and greater frequency.

La Grande Main Street Downtown
Profit & Loss
 January through December 2020

02/16/21

Cash Basis

	Jan - Dec 20
Ordinary Income/Expense	
Income	
Interest Income	0.33
Annual Meeting	
Dessert Auction	40.00
Total Annual Meeting	40.00
Eastern. OR Beer Festival	
Grant	1,000.00
Sponsorships	1,525.00
Vendors	150.00
Total Eastern. OR Beer Festival	2,675.00
Grants	
Covid-19 Grants/Aid	10,456.65
City of La Grande	25,025.00
Donation	2,000.00
Total Grants	37,481.65
Membership	
2021 Partnership	4,450.00
2020 Membership	7,100.00
Total Membership	11,550.00
Promotions	
St Patrick's Day Pub Crawl	250.00
Total Promotions	250.00
Uncat Income -Amazon Smiles	22.44
Total Income	52,019.42
Expense	
Passthrough Grants	0.00
Office Expense	60.92
Beer Festival	
EOBF - Venue	1,000.00
EOBF promotions	
Web site	150.00
Total EOBF promotions	150.00
EOBF Supplies	
Misc	17.58

La Grande Main Street Downtown
Profit & Loss
 January through December 2020

	Jan - Dec 20
Total EOBF Supplies	17.58
Total Beer Festival	1,167.58
Board Expenses	
Newsletter	322.00
Memberships & Dues	454.95
Misc	45.00
Payroll Tax Company Expense	3,467.94
Total Board Expenses	4,289.89
Business Development Committee	
Hot Topics	30.00
Total Business Development Committee	30.00
Design Committee	
Flower Baskets	5,215.97
Total Design Committee	5,215.97
Fees/Licenses	96.00
Insurance	
Board	847.00
Liability & Events	1,278.32
Total Insurance	2,125.32
Overhead	
Bank charges & Credit Card Fees	199.96
Misc	-12.99
Postage	61.55
Rent	5,730.00
Supplies	49.96
Utilities	
Gas	430.89
Internet & Telephone	196.54
Utilities - Electricity	705.79
Total Utilities	1,333.22
Web Hosting/Mgt	150.00
Total Overhead	7,511.70
Promotion Committee	
St. Patrick's Day Pub Crawl	
Copies	41.70

11:57 AM

02/16/21

Cash Basis

La Grande Main Street Downtown
Profit & Loss
January through December 2020

	<u>Jan - Dec 20</u>
Total St. Patrick's Day Pub Crawl	41.70
Advertising/Facebook	42.49
Christmas Lights/Decorations	338.43
Christmas Parade	165.09
Crazy Days	150.00
New Year's Eve	120.00
St Patrick's Day Pub Crawl	<u>28.89</u>
Total Promotion Committee	886.60
Staffing	
Meals	57.97
Salary	
Salary Expenses	<u>34,256.82</u>
Total Salary	34,256.82
Travel & Seminars	<u>496.07</u>
Total Staffing	<u>34,810.86</u>
Total Expense	<u>56,194.84</u>
Net Ordinary Income	<u>-4,175.42</u>
Net Income	<u><u>-4,175.42</u></u>

**La Grande Main Street Downtown
2020 Budget**

	2020			
	Budget		Itemized	Total
REVENUE				
Cash carry over as of 1/1/20		\$ 61,521.88		\$ 61,521.88
CITY FUNDS		\$ 25,000.00	\$ 25,025.00	
DONATION		\$ 1,000.00	\$ 2,000.00	
SCHOLARSHIPS/GRANTS		\$ 3,000.00	\$ 10,456.65	
				\$ 37,481.65
BOARD				
Annual Banquet				
Ticket Sales	\$ 250.00		\$ -	
Dessert Auction	\$ 350.00		\$ 40.00	
		\$ 600.00		\$ 40.00
Uncat - Amazon Smiles			\$ 22.44	
Miscellaneous Income (including interest)	\$ 10.00	\$ 10.00	\$ 0.33	
				\$ 22.77
COMMITTEES				
Business Development				
Design Committee				
Art Walk	\$ -		\$ -	
Membership 2019				
2020 Membership	\$ 12,000.00		\$ 7,100.00	
2021 Membership (collected during 2020)	\$ -		\$ 4,450.00	
Extra Events:				
Discover Downtown	\$ 100.00		\$ -	
Hot Topics	\$ 100.00		\$ -	
Crazy Days	\$ 100.00		\$ -	
Halloween Trick or Treat	\$ 100.00		\$ -	
New Year's Eve	\$ 100.00		\$ -	
Plaid Friday/Small Business Saturday	\$ 100.00		\$ -	
Total Membership		\$ 12,600.00		\$ 11,550.00
Organization				
Discover Downtown	\$ 1,000.00		\$ -	
Annual Pub Crawl	\$ 1,000.00		\$ 250.00	
Other Fund Raiser	\$ 1,000.00		\$ -	
		\$ 3,000.00		\$ 250.00
Promotions				
Crazy Days	\$ 350.00		\$ -	
Other Promotion	\$ 100.00		\$ -	
		\$ 450.00		\$ -
EASTERN OREGON BEER FESTIVAL		\$ 35,850.00		\$ 2,675.00
INCOME		\$ 86,010.00		\$ 52,019.42
CASH CARRY OVER		\$ 61,521.88		\$ 61,521.88
INCOME PLUS CASH CARRYOVER		\$ 147,531.88		\$ 113,541.30
EXPENSES				
BOARD				
Payroll Tax Company	\$ 3,500.00		\$ 3,467.94	
Annual Banquet	\$ 1,050.00		\$ -	
Misc.	\$ 1,000.00		\$ 105.92	
Fees & License	\$ 100.00		\$ 96.00	
CT-12	\$ 150.00		\$ 150.00	
Newsletter			\$ 322.00	
Non-Profit License	\$ 50.00		\$ 50.00	
		\$ 5,750.00		\$ 4,191.86

COMMITTEES				
Business Development				
Copies/Advertising	\$ 200.00		\$ -	
Hot Topics	\$ -		\$ 30.00	
Projects	\$ 300.00		\$ -	
		\$ 500.00		\$ 30.00
Design				
Art Projects	\$ 2,500.00		\$ -	
Copies/Advertising	\$ 50.00		\$ -	
Flower Baskets	\$ 2,500.00		\$ 5,215.97	
Other projects	\$ 200.00		\$ -	
		\$ 5,250.00		\$ 5,215.97
Organization				
Membership Letter				
Copies	\$ -		\$ 454.95	
Marketing	\$ -		\$ -	
Discover Downtown	\$ 500.00		\$ -	
Copies	\$ 100.00		\$ -	
St Patrick Day Pub Crawl (Team with Promo)	\$ 300.00		\$ 28.89	
Welcome Packets	\$ 200.00		\$ -	
Other Events	\$ 500.00		\$ -	
		\$ 1,760.00		\$ 28.89
Promotions				
Advertising/Face Book	\$ 200.00		\$ 42.49	
Copies	\$ 50.00		\$ 41.70	
Christmas Decorations	\$ 2,000.00		\$ 338.43	
Christmas Parade	\$ 1,000.00		\$ 165.09	
Crazy Days	\$ 250.00		\$ 150.00	
Halloween	\$ 100.00		\$ -	
New Years Eve Ball Drop	\$ 200.00		\$ 120.00	
Plaid Friday/Small Business Saturday	\$ 25.00		\$ -	
Other Promotions - Downtown Coupons	\$ 75.00		\$ 28.89	
		\$ 3,900.00		\$ 886.60
EASTERN OREGON BEER FESTIVAL		\$ 17,790.00		\$ 1,167.58
INSURANCE				
Board	\$ 850.00		\$ 847.00	
LGMSD Events & Volunteers	\$ 1,350.00		\$ 1,278.32	
		\$ 2,200.00		\$ 2,125.32
OVERHEAD				
Bank & Square charges	\$ 200.00		\$ 199.96	
Meetings	\$ 100.00		\$ 83.01	
Office Equipment	\$ 500.00		\$ -	
Postage	\$ 75.00		\$ 61.55	
Rent	\$ 5,700.00		\$ 5,730.00	
Supplies	\$ 500.00		\$ 49.96	
Utilities - Electricity, Telephone, Gas	\$ 1,200.00		\$ 1,333.22	
Web Hosting/Mgt	\$ 150.00		\$ 150.00	
Other	\$ 100.00		\$ 130.06	
		\$ 8,525.00		\$ 7,737.76
STAFFING				
Salary & Contract work				
Director	\$ 35,200.00		\$ 34,256.82	
Salary & Contract work	\$ 35,200.00	\$ 35,200.00	\$ 34,256.82	\$ 34,256.82
Meals	\$ 500.00		\$ 57.97	
Travel & Seminars	\$ 2,500.00		\$ 496.07	

	\$ 3,000.00	\$ 3,000.00	\$ 554.04	\$ 554.04
CONTINGENCY				
TOTAL EXPENSES		\$ 90,775.00		\$ 56,194.84
Possible Cash Carry Over		\$ 56,756.88		\$ 57,346.46

3:00 PM

02/03/21

Cash Basis

La Grande Main Street Downtown
Balance Sheet
As of February 3, 2021

	<u>Feb 3, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
Community Bank Checking	54,966.81
Community Bank Savings	3,915.32
Total Checking/Savings	<u>58,882.13</u>
Total Current Assets	58,882.13
Other Assets	
Security Deposit	1,004.00
Total Other Assets	<u>1,004.00</u>
TOTAL ASSETS	<u>59,886.13</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Vendor Deposit	50.00
Payroll Liabilities	
Oregon Statewide Transit Tax	3.00
Federal Unemployment Insurance	18.00
Federal Income	20.00
Medicare - Company	43.50
Medicare - Employee	43.50
Oregon Income Tax	112.00
Oregon Unemployment Tax	60.00
Oregon Workers Comp - Company	1.63
Oregon Workers Comp - Employee	1.63
Social Security - Company	186.00
Social Security - Employee	186.00
Total Payroll Liabilities	675.26
Promotional Downtown Coupons	500.00
Total Other Current Liabilities	<u>1,225.26</u>
Total Current Liabilities	1,225.26
Total Liabilities	1,225.26
Equity	
Unrestricted Net Assets	61,785.15
Net Income	<u>-3,124.28</u>

3:00 PM
02/03/21
Cash Basis

La Grande Main Street Downtown
Balance Sheet
As of February 3, 2021

	<u>Feb 3, 21</u>
Total Equity	<u>58,660.87</u>
TOTAL LIABILITIES & EQUITY	<u>59,886.13</u>

**La Grande Main Street Downtown
2021 Draft Budget**

REVENUE	Budget		Itemized	Total
Cash carry over as of 1/1/20		\$ 57,346.46		\$ 57,346.46
CITY FUNDS		\$ 25,000.00		
DONATION		\$ 2,000.00		
SCHOLARSHIPS/GRANTS				
BOARD				
Annual Banquet				
Ticket Sales	\$ 250.00			
Dessert Auction	\$ 350.00			
		\$ 600.00		\$ -
Miscellaneous Income (including interest)	\$ 25.00			\$ -
COMMITTEES				
Business Development				
Design Committee				
Art Walk	\$ -			
Membership 2021				
Deposited in 2020 for 2021 (\$4,450)				
2021 Membership	\$ 7,500.00			
Total Membership		\$ 7,500.00		\$ -
Organization				
Easter eggs	\$ 250.00			
Discover Downtown	\$ 250.00			
Annual Pub Crawl	\$ 1,000.00			
Crazy Days	\$ 1,000.00			
Other Fund Raiser	\$ 1,000.00			
		\$ 3,500.00		\$ -
Promotions				
Other Promotion				\$ -
EASTERN OREGON BEER FESTIVAL		\$ 35,000.00		
INCOME		\$ 73,600.00		\$ -
CASH CARRY OVER		\$ 57,346.46		\$ 57,346.46
INCOME PLUS CASH CARRYOVER		\$ 130,946.46		\$ 57,346.46
EXPENSES	Itemized	Total		
BOARD				

Payroll Tax Company	\$ 3,500.00		
Annual Banquet	\$ 1,000.00		
Misc. (Zoom Constant Contact)	\$ 600.00		
Fees & Permits	\$ 100.00		
CT-12	\$ 100.00		
Non-Profit License	\$ 50.00		
		\$ 5,350.00	\$ -
COMMITTEES			
Business Development			
Copies/Advertising	\$ 100.00		
Hot Topics	\$ -		
Projects	\$ 300.00		
		\$ 400.00	\$ -
Design			
Art Projects	\$ 2,500.00		
Copies/Advertising	\$ 50.00		
Flower Baskets	\$ 3,500.00		
Other projects	\$ 200.00		
		\$ 6,250.00	\$ -
Organization			
Membership Letter			
Copies	\$ -		
Marketing	\$ -		
Cookie Crawl	\$ 100.00		
Discover Downtown			
Copies			
St Patrick Day Pub Crawl (Team with Promo)	\$ 100.00		
Welcome Packets	\$ 200.00		
Other Events	\$ 300.00		
		\$ 700.00	\$ -
Promotions			
Advertising/Face Book	\$ 200.00		
Copies	\$ 100.00		
Christmas Decorations	\$ 2,500.00		
Christmas Parade	\$ 1,000.00		
Crazy Days	\$ 500.00		
Halloween	\$ 100.00		
New Years Eve Ball Drop	\$ 200.00		
Plaid Friday/Small Business Saturday	\$ 25.00		
Other Promotions - Downtown Coupons	\$ 75.00		
		\$ 4,700.00	\$ -
EASTERN OREGON BEER FESTIVAL		\$ 15,000.00	
INSURANCE			
Board	\$ 850.00		
LGMSD Events	\$ 1,000.00		
LGMSD Volunteers	\$ 300.00		

		\$ 2,150.00		\$ -
OVERHEAD				
Bank & Square charges	\$ 100.00			
Meetings	\$ 100.00			
Office Remodel (furniture, paint, etc)	\$ 5,000.00			
Postage	\$ 110.00			
Rent	\$ 6,000.00			
Supplies	\$ 150.00			
Utilities - Electricity, Telephone, Gas	\$ 1,500.00			
Web Hosting/Mgt	\$ 150.00			
Other	\$ 100.00			
		\$ 13,210.00		\$ -
STAFFING				
Salary & Contract work				
Director	\$ 36,000.00			
Salary & Contract work		\$ 36,000.00		\$ -
Meals	\$ 500.00			
Travel & Seminars	\$ 2,500.00			
		\$ 3,000.00		\$ -
CONTINGENCY				
TOTAL EXPENSES		\$ 86,760.00		\$ -
Possible Cash Carry Over		\$ 44,186.46		\$ -

LGMSD Business Development Committee

Parking Recommendations

La Grande Main Street Downtown’s Business Development Committee, with the City of La Grande, gathered input and information regarding parking downtown from the downtown business community, community residents, and downtown consumers.

The Business Development Committee distributed copies of the surveys to downtown businesses and their employees over a month long period from April 22 to May 29, 2019; the survey was also available online at lagrandemainstreet.org. At the end of the survey period, the Business Development Committee analyzed and summarized the information, preparing the following report of the findings and recommendations.

FINDINGS AND RECOMMENDATIONS:

After conducting a survey of Downtown La Grande Residents, Employees, and Business Owners, the Business Development Committee has learned that while the parking situation in Downtown La Grande is not as dire as it might seem, there are still some concrete steps that can be taken to improve the situation. There are also steps that can be taken to increase awareness of parking availability within the Central Business Zone (CBZ).

In the short term, efforts should focus around better communication and education regarding the availability of parking Downtown. These efforts will include:

1. An online map on lagrandemainstreet.org that shows availability of Handicap-only, all-day, and all-day-with-permit parking spots within the CBZ. The map will also include bike rack locations, and a note that all 2-hour parking in the CBZ is all-day parking for anyone with a handicap parking placard.



Fig. A: Survey Respondents generally did not feel there were enough handicapped spaces Downtown, unaware that all 2-hour spaces are all-day with a placard

2. Books of tear-off one-sheet parking maps, like the online map, that can be distributed to

LGMSD Business Development Committee

Parking Recommendations

- businesses to share with employees and anyone who is having trouble finding parking.
3. A marketing campaign to inform the general public about parking availability downtown.
 4. Exploring opportunities with the City to offer a discount to Business owners who wish to bulk-buy All-Day parking permits, to assign to employees (rather than expecting employees to buy permits themselves).
 5. Consult with the City on the painting of parallel parking demarcations on Adams Ave. This would mitigate any parking losses caused by inefficient parking spot usage.

1 TO 3 YEAR RECOMMENDATIONS:

La Grande Main Street Downtown will work with the City to establish a modicum of additional permit-allowed/permit-only parking spots for Downtown employees, especially as the Downtown workforce expands. These efforts should include:

1. Identify parking lots and individual parking spots away from ideal customer parking that could allow permit parking during business hours (or even require a permit during business hours)
2. Implement wayfinding signage to better identify parking opportunities Downtown.



Fig. B: Most respondents were willing to walk a block or more after parking, suggesting that out-of-the-way employee lots would be well-received.

3 TO 5 YEAR RECOMMENDATIONS:

Working with the City to identify offsite parking to accommodate increased numbers of employee-and-resident-reserved parking spots. For employees in particular, this could mean a parking lot outside of the Downtown area with a free bus or shuttle to take employees

LGMSD Business Development Committee

Parking Recommendations

Downtown. This result was not found very favorable by survey respondents, but is frankly more practical than other potential solutions.

5+ YEARS RECOMMENDATIONS:

With an evaluation of Downtown La Grande's occupancy/residency expansion, efforts should focus on identifying areas where new lots, or perhaps even a parking structure, could be built to accommodate new residents. In particular, as more Downtown buildings renovate their upper floors with residence in mind, a careful eye should be turned to where these new residents can be expected to park. Certainly we can encourage new residents to consider biking or walking to all of their destinations (especially as the selection of retail stores in the Downtown area increases), but we must also remember that this area, like the rest of the country, is difficult to navigate without a personal vehicle, and residents will want a place to park theirs.

LGMSD Business Development Committee Parking Recommendations

Detailed Parking Survey Results and Analysis

Parking Survey Summary

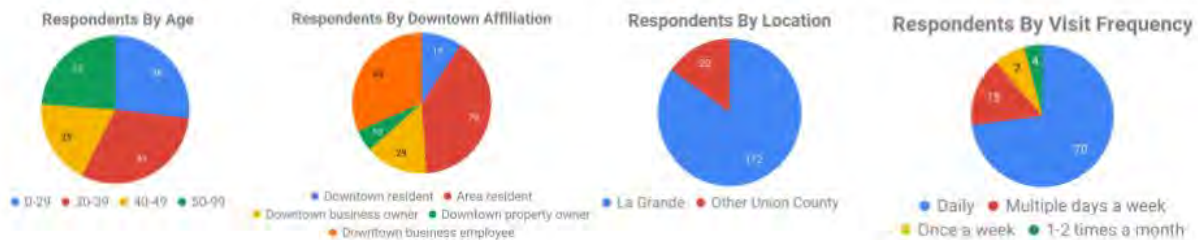
June 6th, 2019



Methodology and Demographics



- A total of 134 responses were received
- Respondents were asked to indicate their agreement to a series of questions along a 5 point scale
- Results are generally presented as the percent of respondents indicating agreement or strong agreement with a given statement, referred to here as favorability
- To assist with analysis, respondents were asked a number of demographic questions, summarized below
- 42 respondents (32% of total) self identified with one or more downtown affiliations (resident, business owner, employee or property owner)



LGMSD Business Development Committee

Parking Recommendations



High Level Findings

- Respondents have low favorability regarding parking availability generally and for the disabled
- While most respondents are willing to walk a block or more and believe the 2 hour limit is appropriate for customers, they also would like employees to have separate parking and would pay for a parking pass
- Few respondents indicate interest in using a shuttle or paying for metered parking



Proposed Recommendations



Communication

Raise awareness around current parking alternatives (passes for purchase, 24 hour parking on Jefferson, etc.)

Culture

Set expectations with a clear statement of broader strategy or intent behind parking framework (i.e. "La Grande wants to drive retail traffic by focusing on accessible 2 hour parking for customers rather than long term parking for employees")

Investment

If there is interest or funding for larger changes, consider:

- Additional disability parking
- Angled parking on Adams
- Separate parking structure
- Avoiding meters and shuttle

LGMSD Business Development Committee

Parking Recommendations

Appendix



Age Demographic Details



- Parking pass favorability decreases as age increases
- Younger respondents are least favorable regarding parking availability and willingness to walk
- The oldest section of respondents is most favorable regarding handicap parking availability



LGMSD Business Development Committee

Parking Recommendations



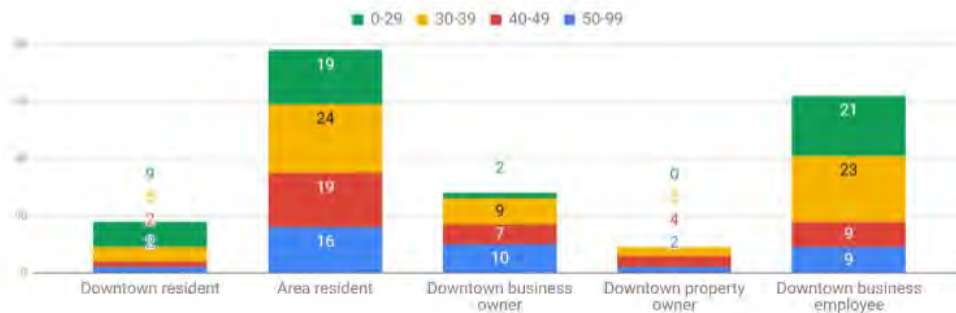
Downtown Affiliation Demographic Details

- Property owners have the lowest favorability for dedicated employee parking
- Downtown residents have a substantially stronger level of favorability regarding the 2 hour limit
- Business owners have the strongest favorability towards buying annual passes



Downtown Affiliation Count By Age Category

- Area residents are split evenly between age groups
- Downtown residents and employees are primarily made up of a younger demographic



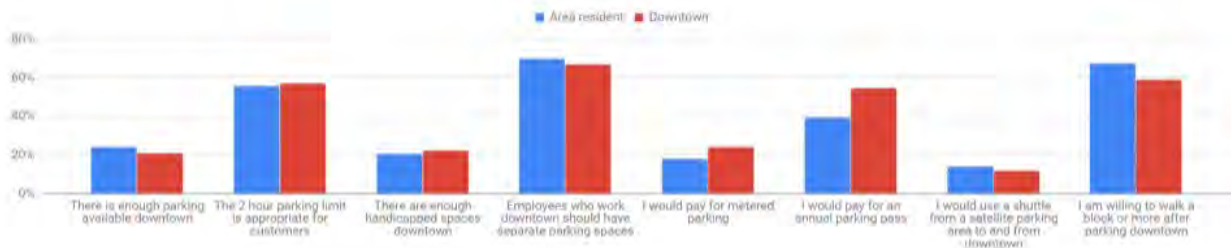
LGMSD Business Development Committee

Parking Recommendations



Downtown Affiliates and Area Residents

- Those who work or live downtown are more likely to be favorable towards paying for a parking pass or using meters
- Area residents are more favorable regarding willingness to walk a block or more after parking downtown



Location Demographic Details

- Visitors from outside La Grande have substantially lower favorability towards dedicated employee parking
- There is almost no variability across locations in willingness to walk or pay for an annual parking pass



LGMSD Business Development Committee

Parking Recommendations



Visit Frequency Demographic Details

- Several trends emerge as visit frequency increases:
 - Favorability towards 2 hour parking and taking a shuttle increases
 - Favorability towards paying for an annual pass decreases
 - Favorability towards handicap space availability decreases all the way to zero



Correlation Analysis

- Those who are willing to walk are more likely to also be satisfied with parking
- Those who think employees should have their own parking are less likely to pay for annual passes
- Those who would be willing to pay for meters are more likely to pay for an annual pass

	Enough parking	2 hour is enough	Enough handicap	Employees should have spaces	Would pay for meters	Would pay for annual pass	Would use shuttle	Willing to walk
Enough parking	X	0.2	0.1	-0.1	-0.1	0.0	0.0	0.4
2 hour is enough	0.2	X	0.1	0.0	0.0	0.0	0.1	0.2
Enough handicap	0.1	0.1	X	0.1	0.0	0.0	0.0	0.0
Employees should have spaces	-0.1	0.0	0.1	X	-0.1	-0.2	0.1	0.1
Would pay for meters	-0.1	0.0	0.0	-0.1	X	0.4	0.3	0.0
Would pay for annual pass	0.0	0.0	0.0	-0.2	0.4	X	0.1	-0.1
Would use shuttle	0.0	0.1	0.0	0.1	0.3	0.1	X	0.1
Willing to walk	0.4	0.2	0.0	0.1	0.0	-0.1	0.1	X

LGMSD Business Development Committee

Parking Recommendations



Free Response Analysis

Recommendations suggested by respondents in the free response sections of the survey include:

- Free parking for employees
- Free parking for business owners
- Free parking for residents
- Permits for employees and lots for permits only
- Permits for residents and lots for them
- Eliminate 2 hour limits
- Installing some bike racks
- Painting parking lines on Adams for the parallel parkers who don't know how to park