



City of Salem

Downtown Paid On-Street Parking Update

January 26, 2026



Agenda

- Overview of the Downtown Paid On-Street Parking Program
- Key Modifications and Features
- Revenue Performance and Projections
- Survey Results and Community Feedback
- Recommendations





**beep
beep** Salem

Program Overview

Launch Date: July 10, 2025

Key Features:

- New pay stations
(pay-by-plate system)
- 12-hour parking option
- Optional parking app:
Beep Beep Salem
- Reduced-rate parking permits for
employees earning $\leq \$25/\text{hour}$

Revenue Performance



FY 2025-2026 Revenue Projections:
\$1,400,000

Actual Revenue (First Six Months):
\$1,194,063.69

Monthly Breakdown:

- July: \$160,741.72
- August: \$214,863.15
- September: \$203,766.41
- October: \$226,164.54
- November: \$179,303.21
- December: \$209,244.66

Garage Permit Revenue Growth:

July: \$36,959 →
December: \$55,022

Survey Results



Survey Period:
November 24, 2025 – January 2, 2026

Respondents:
2,309 (82% visitors)

Survey Results



Key Findings:

48% visit Downtown weekly

55% use paid on-street parking;
30% use parkades

52% adjusted to the new system;
48% have not

Top Priorities for Revenue Use:

Downtown security services

Sidewalk cleaning

Streetscape maintenance

Downtown promotions/events

Community Feedback



Positive Feedback

- Easier parking access for customers
- Support from businesses for turnover improvements

Concerns

- App fee and inability to pay for less than an hour
- Safety concerns in parkades
(especially for late-night employees)
- Coin payment issues
- Requests to remove outdoor dining platforms

Key Takeaways



Paid parking system has improved turnover and revenue

Community feedback highlights areas for improvement

Recommendations aim to balance community needs and economic goals

Recommendations

Proposed Actions

- Enact ordinance in February 2026 to terminate Downtown Parking Tax retroactively to July 1, 2025
- Extend reduced-rate parking permits for low-income employees through FY 2027

Potential Enhancements

- Address app and coin payment concerns
- Explore parking validation system for businesses
- Increase security in parkades

Next Steps



Council decision on ordinance and permit extension



Continued monitoring and adjustments based on feedback

Questions?

