

Downtown Strategic Parking Plan and Implementation

Public Works Department

City Council
March 21, 2017

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BACKGROUND

1. February 2016 – Dixon was hired to prepare a Downtown Parking Strategy
2. December 2016 – Presented findings and recommendations to Land Use Committee
3. January 24, 2017 – Council adopted specific items for implementation and asked staff to return with additional recommendations



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CITY COUNCIL APPROVED CHANGES EFFECTIVE APRIL 1, 2017

1. Retain 90-minute free parking in Garages
2. 50% increase to monthly reserved parking spaces
3. \$5 prepaid and \$10 at-entry for Festival of Lights on Friday, Saturday and Sunday nights
4. Limit discounted tokens to 200 per business per month
5. Change Justice Center parking to end at 5 p.m.
6. \$5 upon entry Thursdays, Fridays and Saturdays in garages from 9 p.m. to 3 a.m.



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PARKING PROGRAM GOALS

1. Use demand base pricing to maximize utilization
2. Promote on-street parking for short-term visits by encouraging turnover using hourly rates
3. Distribute long-term parkers to off-street garages with price incentive
4. Fund needed enhancements through adjusted revenue structure



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CURRENT HOURLY RATES-CUMULATIVE BY HOUR

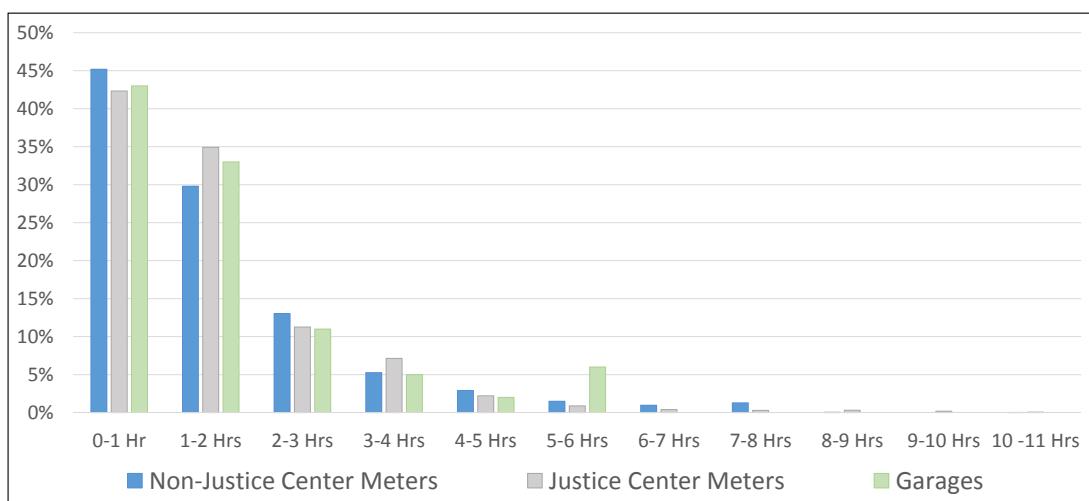
Hours Parked	Garages 7:00a.m.-7:00p.m. 90min Free/\$1 per 30min	On-Street Justice Center 7:00a.m.-5:00p.m.* \$1.50 per hour	On-Street Non-Justice Center 9:00a.m.-5:00p.m. \$1.00 per hour
1	0	\$1.50	\$1.00
2	\$1.00	\$3.00	\$2.00
3	\$3.00	\$4.50	\$3.00
4	\$5.00	\$6.00	\$4.00
5	\$7.00	\$7.50	\$5.00
6	\$8.00	\$9.00	\$6.00
7		\$10.50	\$7.00
8		\$12.00	\$8.00
9		\$13.50	
10		\$15.00	

*Effective April 1, 2017, Justice Center end time will be 5:00 p.m.

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AVERAGE DURATION OF STAY BY HOURS



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PROPOSED HOURLY RATES-CUMULATIVE BY HOUR

Hours Parked	Garages 7:00a.m.-7:00p.m. 90min Free/\$1 per 30min	On-Street Justice Center 7:00a.m.-5:00p.m. \$2.00 per hour	On-Street Non-Justice Center 9:00a.m.-5:00p.m. \$1.50 per hour
1	0	\$2.00	\$1.50
2	\$1.00	\$4.00	\$3.00
3	\$3.00	\$6.00	\$4.50
4	\$5.00	\$8.00	\$6.00
5	\$7.00	\$10.00	\$7.50
6	\$8.00	\$12.00	\$9.00
7		\$14.00	\$10.50
8		\$16.00	\$12.00
9		\$18.00	
10		\$20.00	

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MONTHLY PERMIT PARKING

- Proposed demand based pricing based on location
- Currently garage permits have same rate: \$60



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\$25 DISCOUNTED EMPLOYEE PERMIT PROGRAM

To Qualify:

1. Part-time employee making less than \$15 per hour
2. Provide paystub, license, employer verification and registration

Permits are subject to availability in locations below:

1. Lot 3 (Tenth Street)
2. Lot 33 (Convention Center)
3. Lot 40 (Mission Inn Ave & Fairmount Blvd)
4. Lot 50 (Previously RTA Location)
5. Garage 7 (Fox Entertainment Plaza)
6. Garage 2 (Orange between University Ave & Ninth St)



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DOWNTOWN DISABLED SPACES

Disabled placard holders can park in any metered or green time limited space without fees or penalties.

Disabled spaces by location:

1. 24 – On-street
2. 39 – Garages
3. 54 – Surface Lots



City's inventory of spaces complies with ADA requirements.

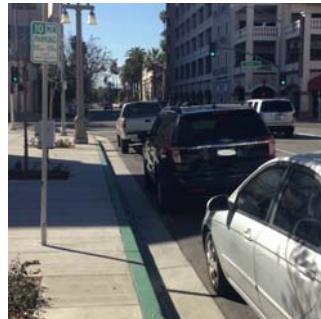
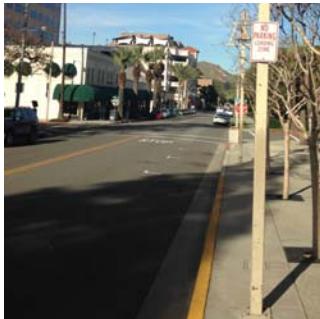


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SHORT-TERM/LOADING ZONES DOWNTOWN

1. Yellow Curb - 24 Freight Loading Zones
2. Green Curb - 32 Short-Term Parking Spaces
3. White Curb - 10 Passenger Loading Zones



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PROPOSED 2-YEAR IMPLEMENTATION PLAN

Parking Program Areas	Current	July 1, 2017	July 1, 2018	Revenues
On-Street & Surface Lot Hourly Rates				
1. Justice Center	\$1.50	\$2.00		\$116,000
2. Non-Justice Center	\$1.00	\$1.50		\$166,000
Surface Lots				
3. Monthly Permits	\$40	\$50		\$21,000
Garages				
Monthly Permits				
4. Garages 1, 2, 4 & 6	\$60		\$70	\$93,000
Garage 3 (Cal Tower)	\$60		\$80	
Garage 7 (Fox Theatre)	\$60		\$60	
Other				
5. Discounted Employee Permit Program Day Permits Mon-Fri 5:00 a.m. - 5:00 p.m.	N/A		\$25	\$15,000
6. Special Events - Fee upon entry implemented when expected to use 600+ spaces	N/A		\$5	TBD

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PROPOSED 2-YEAR IMPLEMENTATION PLAN

Enhancements	July 1, 2017	July 1, 2018
7. Add RTA & Greyhound lots as Temporary lots to Parking Inventory as Lots 50 & 51	\$2,000	
8. Provide Enhanced Security Services	\$75,000	\$45,000
9. Branding, Signage, Facility Maintenance	\$104,000	
10. Wayfinding, Lighting	\$45,000	\$65,000
11. Phase 1 of 3 for Meter Replacement		\$300,000
12. Future Years – Fund Capital Improvements such as potential new garages and Phases 2 & 3 for meter replacement.		\$400,000



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RECOMMENDATIONS

That the City Council adopt a resolution to amend the Parking Rate and Hour Schedule to reflect the two-year implementation plan to include rate changes and program improvements.



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