



PARKING ECOSYSTEM SUSTAINABILITY PLAN PART 2

Public Works Department

Land Use / Sustainability / Resilience Committee
September 13, 2021

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BACKGROUND

1. 2016 – Strategic Parking Plan (SPP) addressed future parking needs with a phased approach;
2. 2017 – City Council approved alternate plan consisting of six incremental rate changes and six program enhancements over two fiscal years;
3. 2018 & 2019 – Program updates to City Council and Transportation Committee included operations overview, technology challenges, recommendations to pursue strategies, and balancing measures; and



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BACKGROUND

4. July 13, 2020 – Land Use, Sustainability and Resilience Committee considered the Public Parking Program update and Parking Ecosystem Sustainability Plan (PESP) addressing program improvements and rate adjustments. The Committee directed staff to expedite the Budget Engagement Commission’s review of potential surplus of Garage 1 and 2.
5. November 9, 2020 – Land Use, Sustainability and Resilience Committee considered the Parking Ecosystem Sustainability Plan (PESP) Part 1 and infrastructure and equipment needs. The Committee directed staff to replace 157 single-space meters with 22 multi-space meters and to readdress the Committee with PESP Part 2 after the Finance Committee receives the report of surplus properties.



PUBLIC PARKING FUND ANALYSIS - PARKING OPERATIONS

Fiscal Year 2020-2021 Parking Operations (4150)

Actual Net (Loss)

Type	Actual Revenues	Actual Expenses ^{1,2,3}	Actual Net (Loss)
Garages	2,289,121	3,375,607	(1,086,487)
Meters	646,052	1,164,969	(518,917)
Lots	167,357	524,150	(356,793)
TOTAL	\$3,102,530	\$5,064,726	\$(1,962,197)

¹ Includes \$881,823 of encumbered funds for 100 multi-space pay stations to be carried over and paid in FY21/22.

² Includes \$11,780 of Property Insurance payments to be posted to FY20/21.

³ Includes \$23,853 of lease payments for Lot 38 from 3/16/21 to 6/30/21 to be paid in FY21/22.





PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP Part 2)

Parking Management Strategies

1. Maximize Limited Space
2. Hours of Operation
3. Demand Based Pricing



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PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP)




Strategy 1: Maximize Limited Space

Garage	Total Spaces	Reserved
G1	170	21
G2	155	49
G3	292	46
G7	397	92



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PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP)


Strategy 1. Maximize Limited Space
1.1 Decrease the number of Reserved parking spaces through attrition

Current (2021)	Phase 1 (2022)	Phase 2 (2023)	Phase 3 (2024)
Monthly Reserved Rate \$135/month	Monthly Reserved Rate \$205/month	Monthly Reserved Rate \$320/month	Monthly Reserved Rate \$400/month
1.2 Phase out Free Parking			
Free for first 90 minutes and then subject to Hourly Rates up to the Daily Max	Free for first 60 minutes and then subject to Hourly Rates up to the Daily Max	Free for first 30 minutes and then subject to Hourly Rates up to the Daily Max	Hourly Rates apply up to the Daily Max
1.3 Induce turnover and deter long-term parking of limited on-street spaces			
RCOE & Mission Inn \$1.50/hr Justice Center \$2.00/hr No Time Limit	All Areas \$2.00/hr 4 hour time limit	No Change	All Areas \$2.50/hr 4 hour time limit




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Strategy 2: Hours of Operation
An overview of current operational hours.



On-Street Parking is free after 5pm Mon-Fri




Garages are free after 5pm weekdays and before 9pm Thurs-Sat

Meter charges occur Mon-Fri
7am – 5pm in the Justice Center
9am – 5pm other Downtown locations


Garage charges
Weekdays (due upon exit)
G1 & G2 from 9am – 7pm
G3, G6 & G7 from 7am – 7pm

Thurs-Sat (due upon entry)
All Garages from 9pm – 1am




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Strategy 2. Hours of Operation General Strategies

- 2.1 Eliminate windows of free parking
- 2.2 Shift to consistent hours, targeting 24/7 operations
- 2.3 Eliminate public confusion during events
- 2.4 Induce turnover in surface lots & metered stalls




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Strategy 3. Demand Based Pricing General Strategies

- 3.1 Demand responsive pricing for Festival of Lights - by proximity to Mission Inn
- 3.2 Parking Hours of Operation for Festival of Lights extended to include parking lots
- 3.3 Incremental daily rate increase in all facilities
- 3.4 Create premium and value-based rates based on demand



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Strategy 3. Demand Based Pricing General Strategies

- 3.5 Reduce Daytime Weekday Monthly Parking Permit waiting list
- 3.6 Introduce Nighttime Weekday Monthly Parking Permit
- 3.7 Introduce a Weekend Daytime and Weekend Nighttime Monthly Permit



PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP Part 2)

Parking

Rates

1. Last rate increase was approved by City Council in 2017, which was the first adjustment since 2010.
2. PESP Part 2 includes three years of incremental rates based on the Parking Management Strategies (Maximizing Limited Space, Hours of Operation and Demand Based Pricing)
3. Opportunity to finance critical infrastructure needs, strategies to improve customer service, support future development, enhance safety and improve financial performance.





PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP) PARKING RATE IMPLEMENTATION PLAN

Projected PESP Financial Impact	July 1, 2022 (Phase 1)	July 1, 2023 (Phase 2)	July 1, 2024 ³ (Phase 3)
Revenues ⁴	\$5,592,000	\$6,073,000 ¹	\$5,899,000
Expenses ²	\$3,442,000	\$1,414,000	\$1,186,000
Projected Net Revenues	\$2,150,000	\$4,659,000	\$4,713,000

¹ Revenues in Phase 2 assume the parking garage smart system is installed by July 1, 2023 allowing 24-hour operation.
² Expenses in Phase 1 includes the projected \$1,500,000 cost of the parking garage smart system and \$600,000 Garage 3 & 6 Structural Maintenance project.
³ Revenues and Expenses of Garage 1 & 2 were removed as of July 1, 2024, assuming Garage 1 & 2 are sold.
⁴ Revenues based on 80% of 2019 occupancy levels.



STRATEGIC PLAN ALIGNMENT

The PESP aligns with the City's Strategic Priority 5 – High Performing Government (goal 5.2, 5.4), and Strategic Priority 6 Infrastructure, Mobility & Connectivity (goal 6.2, 6.3, 6.4).

Furthermore, the PESP aligns with each of the five Cross-Cutting Threads:

- 1. Community Trust** – PESP strategies reflect a careful set of policy programs that have been discussed at numerous public meetings, including key stakeholder community groups.
- 2. Equity** – The PESP promotes the Downtown Parking Program objective of delivering parking opportunities to everyone. The PESP balances affordability to the public with the City's operational needs.





STRATEGIC PLAN ALIGNMENT

3. **Fiscal Responsibility** – The PESP manages parking by promoting turnover to create accessible parking and capture revenue opportunities.
4. **Innovation** – The PESP targets installation of parking equipment that will integrate parking availability to mobile applications and vehicle navigations systems.
5. **Sustainability & Resiliency** – The reduction in motorist circulation between garages in search of parking will cut down on greenhouse gas emissions, and LED garage retrofits will reduce on energy use.



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RECOMMENDATIONS

That the Land Use / Sustainability / Resilience Committee:

1. Receive and file an update on the Public Parking Fund;
2. Recommend that the City Council approve the Parking Ecosystem Sustainability Plan Part 2 – program improvements and rate changes.



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SUPPORTING SLIDES



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PUBLIC PARKING ECOSYSTEM INVENTORY 2016 to 2021



On-Street Metered Parking Space down 1.6%



Garage Parking Spaces down 0.2%¹



Surface Lot Parking Spaces down 30.6%


¹ Once Garage 1 and 2 are sold, Garage Parking Spaces will decline to 20.4% of 2016 levels.




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PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP)




Strategy 2. Hours of Operation


2.1 Implement consistent hours of operation in the City's garages

Current (2021)	Phase 1 (2022)	Phase 2 (2023)	Phase 3 (2024)
<p>G1 & G2 9am - 7pm</p> <p>G3 & G7 7am - 7pm</p> <p>G6 6am - 7pm</p>	<p>All Garages</p> <p>Monday – Friday Hourly Rates or Daily Max for entry between 7am – 1am</p> <p>Saturday – Sunday Hourly Rates or Daily Max for entry between 11am – 1am</p>	<p>All Garages</p> <p>Hourly rates or Daily Max charged 24/7 upon installation of smart parking access revenue control systems</p>	<p>No Change</p> <p><small>*G1 & G2 have been removed</small></p>


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Strategy 2. Hours of Operation


2.2 Eliminate public confusion during weekend events as to whether City will charge in garages

Current (2021)	Phase 1 (2022)	Phase 2 (2023)	Phase 3 (2024)
<p>No specific schedule Special Event rate parking on weekends when expect 600+ spaces to be utilized by event attendees</p>	<p>Saturday & Sunday Hourly Rate or Daily Max for entry between 11am – 1am</p> <p>\$10 Flat Rate upon entry Daily from 8pm - 1am</p>	<p>Hourly rate or Daily Max 24/7 upon installation of smart parking access revenue control systems</p>	<p>No Change</p> <p><small>*G1 & G2 have been removed</small></p>

2.3 Induce turnover at on-street spaces (meters) and surface lots


<p>RCOE & Mission Inn M - F 9am – 5pm Justice Center M - F 7am – 5pm</p>	<p>Hourly Rates Charged Mon – Sat 7am – 8pm Except Holidays</p>	<p>No Change</p>	<p>Hourly Rates Charged Mon – Sat 7am – 10pm Except Holidays</p> <p><small>*G1 & G2 have been removed 20</small></p>
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PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP)


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Strategy 3. Demand-Based Pricing

3.1 Demand responsive pricing for Festival of Lights - by proximity to Mission Inn
3.2 Parking Hours of Operation for Festival of Lights extended to include parking lots

Current (2021)	Phase 1 (2022)	Phase 2 (2023)	Phase 3 (2024)
<p>Garages Flat Entrance Fee Nightly Fri – Sun \$10</p> <p>Prepaid: \$5</p> <p>Parking Lots Free</p>	<p>Garages Flat Entrance Fee Thurs & Fri 7pm – 1am Sat & Sun 11am – 1am G1 & G3 \$20 G7 \$15 G2 & G6 \$10</p> <p>Prepaid by 10/1: \$10 Prepaid by 11/14: \$5</p> <p>Parking Lots \$10</p>	<p>Garages Flat Entrance Fee Thurs & Fri 7pm – 1am Sat & Sun 11am – 1am G1 & G3 \$25 G7 \$20 G2 \$15 G6 \$10</p> <p>Prepaid by 10/1: \$10 Prepaid by 11/14: \$10</p> <p>Parking Lots \$15</p>	<p>Garages Flat Entrance Fee Thurs & Fri 7pm – 1am Sat & Sun 11am – 1am G3 \$30 G7 \$25 G6 \$15</p> <p>Prepaid by 10/1: \$10 Prepaid by 11/14: \$15</p> <p>Parking Lots \$15 <small>* G1 & G2 have been removed</small></p>



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Strategy 3. Demand-Based Pricing

3.3 Incremental daily rate increase in all facilities
3.4 Create premium and value rates at facilities based on demand

Current (2021)	Phase 1 (2022)	Phase 2 (2023)	Phase 3 (2024)
<p>All Garages Hourly rates charged up to \$8 Daily Max</p> <p>\$5 Flat Rate upon entry Thurs – Sun from 9pm – 1am</p>	<p>All Garages Hourly rates charged up to \$12 Daily Max</p> <p>\$10 Daily Flat Rate upon entry from 8pm – 1am</p>	<p>All Garages Hourly rates charged up to \$16 Daily Max</p> <p>\$10 Daily Flat Rate upon entry from 8pm – 1am</p>	<p>G6 Hourly rates charged up to \$16 Daily Max</p> <p>G3 & G7 Hourly rates charged up to \$20 Daily Max</p> <p>\$12 Daily Flat Rate upon entry from 8pm – 1am <small>*G1 & G2 have been removed</small></p>



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Strategy 3. Demand-Based Pricing

3.5 Reduce Daytime Weekday Monthly Parking Permit waiting list
3.6 Introduce Nighttime Weekday Monthly Parking Permit

Current (2021)	Phase 1 (2022)	Phase 2 (2023)	Phase 3 (2024)
G1, G2 & G6 \$70	G1, G2, G6, & G7 \$105	G2, G6, & G7 \$130	G6, & G7 \$160
G3 \$80	G3 \$120	G1 & G3 \$160	G3 \$190
G7 \$60	Lots \$85	Lots \$110	Lots \$110
Lots \$60	Daytime Permit: Valid 6am – 6pm	Daytime Permit: Valid 6am – 6pm	Daytime Permit: Valid 6am – 6pm
Daytime Permit: Valid 5am – 6pm	Nighttime Permit: Valid 6pm – 6am	Nighttime Permit: Valid 6pm – 6am	Nighttime Permit: Valid 6pm – 6am
No Nighttime Permit			*G1 & G2 have been removed ²³



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PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP)


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Strategy 3. Demand-Based Pricing

3.7 Introduce a weekend daytime and weekend nighttime monthly permit


Current (2021)	Phase 1 (2022)	Phase 2 (2023)	Phase 3 (2024)
None	Weekend Day Permit Saturday & Sunday 6am to 6pm G3 \$58 All other garages \$48	Weekend Day Permit Saturday & Sunday 6am to 6pm G1 & G3 \$95 All other garages \$75	Weekend Day Permit Saturday & Sunday 6am to 6pm G3 \$120 G6 & G7 \$95
	Weekend Night Permit Friday 6pm to Monday 6am All Garages \$72	Weekend Night Permit Friday 6pm to Monday 6am All Garages \$116	Weekend Night Permit Friday 6pm to Monday 6am All Garages \$144 *G1 & G2 have been removed ²⁴


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PARKING ECOSYSTEM SUSTAINABILITY PLAN (PESP)




Strategy 3: Demand-Based Pricing

This is one example of data used to determine Demand-Based Pricing.


2019 Festival of Lights - Vehicle Entries in Public Parking Garages

Garage	Capacity	Opening Weekend	Dec. 5-8	Dec. 12-15	Dec. 19-22	Dec. 26-29	Total Vehicles	Average Turn Over Rate Per Space
G1	170	531	778	725	861	781	3,676	22
G2	155	565	569	661	568	512	2,875	19
G3	292	909	938	1,149	1,172	962	5,130	18
G6	538	747	397	862	1,012	467	3,485	6
G7	397	962	909	896	721	731	4,218	11
Total	1,552	3,713	3,591	4,292	4,334	3,453	19,383	15


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PUBLIC PARKING FUND ANALYSIS - NET IMPACT

Fiscal Year 2020-2021 - Impacts to Parking Fund Balance




Parking
Operations
\$(1,962,197)



Parking
Enforcement
\$210,033

=

\$(1,752,164)
Net Loss for
FY20/21
posted to
Public Parking
Fund


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PUBLIC PARKING FUND ANALYSIS WORKING CAPITAL UPDATE

Fiscal Year 2020-2021 – Impacts to Public Parking Fund Balance (570)			
Type	Actual Revenues	Actual Expenses	Actual Net Gain (Loss)
Public Parking Fund – Beginning Working Capital on 7/1/2020			\$ 2,417,124
Operations (4150)	3,102,530	5,064,726 ^{1,2,3}	(1,962,197)
Enforcement (4151)	1,297,867	1,087,835	210,033
Public Parking Fund – Estimated Ending Working Capital on 6/30/2021			\$ 664,960

¹ Includes \$881,823 of encumbered funds for 100 multi-space pay stations to be carried over and paid in FY21/22.
² Includes \$11,780 of Property Insurance payments to be posted to FY20/21.
³ Includes \$23,853 of lease payments for Lot 38 from 3/16/21 to 6/30/21 to be paid in FY21/22.

