

Parking

Action

Plan

City of Paso Robles, CA

May 2018

Dixon Resources Unlimited

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1. Introduction

This Parking Action Plan (PAP) is intended to outline the recommended near, mid, and long-term implementation steps to establish an effective and efficient parking program in Paso Robles. The recommendations have taken into consideration stakeholder feedback, previous studies, and on-site operational audits. Each recommendation has been organized by phase into the PAP with a list of detailed implementation steps. Any required follow up actions have also been highlighted in this plan. These recommendations are meant to address the current, upcoming and long-term parking challenges and needs of the community. Many of the recommendations will have an immediate impact on the parking management in the City and will establish the basis for future improvements. The recommended steps and timelines are meant to be realistic and achievable.

Project Background

Paso Robles has had two previous Parking Management Studies done, one in 2002 and the other in 2008. The 2002 study by Kimley-Horn and Associates concluded that there was sufficient available parking to meet the demand in Paso Robles. It found that employees comprised a majority of the parking and that only during peak hours between 11am and 1pm on weekdays did some locations in downtown see demand that exceeded capacity. The study suggested that, without proper parking management, more spaces may be needed downtown. The findings in the 2008 study by Parking Design Group were consistent with those from the previous study. Employees were still the majority of parkers and peak hour demand was roughly the same. The study also concluded that almost 600 additional spaces would be required in downtown Paso Robles as a result of the lack of demand management strategies, combined with new and planned developments.

2018 Existing Conditions and Needs Assessment

Dixon Resources Unlimited was contracted to review the existing conditions of Paso Robles to identify potential areas for improvement and to create a parking implementation roadmap for proposed program enhancements and solutions. The parking priorities for this assessment are:

- Manage on-street demand to maintain occupancy rates,
- use technology to improve the parking experience and
- the creation of an employee parking program.

A detailed ordinance review was also conducted to identify any issues in the municipal code that may affect future implementation.

Stakeholder Engagement

Recommendations within this PAP were developed following an initial site visit to Paso Robles on April 16th and 17th, 2018. A series of meetings were held with both City staff and external stakeholders. Valuable input was provided from the City Manager's Office, Police Department, Public Works, Maintenance Services, and Community Development.

Additionally, a Steering Committee of stakeholders that lived, worked, and owned businesses in and around downtown was assembled, including representatives of the Main Street Association, Chamber of Commerce, Planning Commission, and Travel Paso. Leading up to the site visit, City staff distributed invitations to a community open house about parking in downtown for the evening of the 16th. The open house was held in the City Council chambers and was standing room only. Many of the issues and ideas examined in this PAP was a direct result of the public feedback. Another key component of the on-site assessment included walking and driving tours of the City to understand the visitor parking experience. An initial overview of stakeholder feedback and initial findings was presented to City Council on the evening of the 17th. DIXON would like to thank and acknowledge everyone who participated in the stakeholder meetings. The feedback and ideas that were provided by participants allowed us to create customized solutions for Paso Robles.

2. Education and Outreach

To successfully implement the recommendations throughout this report, such as time limit zones, increased enforcement, and paid parking, Paso Robles should begin by launching an **education and outreach program** to inform the public about the upcoming program changes. Successful campaigns in other municipalities have included social media pages, online video instructions, flyers, press releases and field parking ambassadors to assist with education and demonstrations. A useful example is the City of Sacramento's online pricing sheet that explains the City's tiered pricing program using easy to understand graphics (Image 1). This sheet includes instructions on how to understand the signage, how to pay for parking including mobile payment information, and how the pricing structure works in the different tiered zones. The sheet is also branded with the "SacPark" brand that is included on all the parking outreach materials and signage. Sacramento also has an instructional video posted on their website to demonstrate how to use their smart meters.

Image 1. City of Sacramento On-Street Paid Parking Guide

Tiered Based Pricing Program


Posted Street Signage



How to Pay with Park Mobile

(Option available at meters and off-street lots)

Set up Parkmobile account using any of the following methods:

- Online: www.parkmobile.com
- Phone: 916-722-7275
- Download Parkmobile app



Pricing Structure for Each Zone

Tier 1= Regular hourly rate based on posted number of hours

Tier 2= Effective for up to one additional hour after end of Tier 1 time

Tier 3= Effective rate for every one hour parked past Tier 2

Meter Display

Parking smart meters accept:

- Coin
- Credit cards
- Parkmobile



Example of 1+ Zone

To Pay:

- Look for Parkmobile sticker on meter or parking lot signage
- Log onto your Parkmobile account or call 916-722-7275 and follow payment prompts.
- Parking zone numbers are located on each meter sticker or off-street lot signage. Parkmobile charges a \$0.35 fee per transaction



Hours	1	2	3+
Rate	\$1.00	\$1.75	\$3.75

Hours	1	2	3	4+
Rate	\$1.75	\$1.75	\$3.00	\$3.75

Hours	1	2	3	4	5+
Rate	\$1.75	\$1.75	\$1.75	\$3.00	\$3.75

Hours	1	2	3	4	5	6+
Rate	\$1.75	\$1.75	\$1.75	\$1.75	\$3.00	\$3.75

When communicating to the residents and the public about the parking program, it will be important for the City to **explain the program purpose, goals, and benefits of any changes**. The City should define and communicate the overall parking ethos.

The Seattle Department of Transportation (SDOT) has a good website example¹ about the importance of managing on-street parking (Quotes 1 and 2).

“Parking is a key piece of the transportation puzzle. As a limited resource that’s often in high demand, SDOT manages on-street parking to: balance competing needs (transit, customers, residents, shared vehicles), move people and goods efficiently, support business district vitality, and create livable neighborhoods”

Quote 1

“The Seattle Department of Transportation (SDOT) manages street parking to support a vibrant city with connected people, places, and products. Curbspace used for on-street parking (as well as transit, deliveries, and many other things) is a limited resource in high demand. So, we carefully balance competing needs in order to move people and goods efficiently, support business district vitality, and create livable neighborhoods. That’s why we regulate curbspace, install and maintain paid parking, loading, and short-term access in business districts as well as restricted parking zones in residential

Quote 2

SDOT is also effective in using **positive wording** to communicate parking regulations. Seattle’s “Can I Park Here?” brochure (Image 2) shifts the focus to what is allowed instead of what is prohibited. It concisely identifies signage information, how to avoid parking tickets, and how to “park like a pro”. Additionally, it is a one-stop-shop for parking information and resources with regard to paying parking tickets, digital tools, and contacts.

¹ <https://www.seattle.gov/transportation/permits-and-services/permits/parking-permits>

Image 2. SDOT “Can I Park Here?” Brochure Excerpt

PARKING NOT ALLOWED

ALLEYS
Do not park or stop in alleys. Commercial vehicles may load/unload for up to 30 minutes.

STOP, YIELD, CROSSWALKS
Do not park within 30 feet of Stop and Yield signs, nor within 20 feet of a crosswalk.

DRIVEWAYS
Do not park within 5 feet of driveways. Residents/property owners may paint curb yellow for 5 feet on each side of driveway.

FIRE HYDRANTS
Do not park within 15 feet of hydrants.

SIDEWALKS AND PLANTING STRIPS
Do not park on sidewalks, the planting or paved strip between the sidewalk and street.

TOW-AWAY ZONES
Do not stop in these zones or in any zones painted red.

NO STOPPING
No stopping in tow-away zones.

NO PARKING ZONES
Do not park in these zones.

TEMPORARY NO PARKING ZONES
Do not park here during the posted dates and times. Call Customer Service Bureau for questions at (206) 684-CITY.

OTHER DESIGNATED ZONES
Do not park in bus zones, taxi zones, charter bus zones, or carshare zones.

COMMERCIAL AND LARGE-SIZED VEHICLES
Do not park a truck/trailer over 80 inches wide on any street or alley, except in Industrial Zones, between midnight and 6 AM.

PARKING SOMETIMES ALLOWED

PARKING FOR PEOPLE WITH DISABILITIES
Do not park in designated disabled parking or use a permit unless: 1) you or your passenger has a disability, and 2) your vehicle displays a valid disabled placard, license plate, or tab. The fine for improper use is up to \$450.

LOAD AND UNLOAD
All vehicles may load/unload during posted hours. (Curb color: yellow.)

PASSENGER LOAD
All vehicles may stop for 3 minutes to pick up and drop off passengers during posted hours. (Curb color: white.)

TRUCK LOAD AND UNLOAD
Only truck-licensed vehicles may load/unload during posted hours. (Curb color: yellow.)

COMMERCIAL VEHICLE LOAD ZONES (CVLZ)
Only commercial vehicles may load/unload up to 30 minutes. Either payment is required or a valid CVLZ permit. Call: (206) 684-5103. (Curb color: yellow.)

OTHER SITUATIONS
LICENSE PLATES AND TABS
Do not park on-street with missing front or rear license plates, or with expired tabs.

72-HOUR RULE
Do not park your vehicle on the same block for more than 72 consecutive hours, or the vehicle will be considered abandoned and may be ticketed or towed.

HOW CLOSE CAN I PARK?

Seattle also implemented the “**Play Like a Parking Pro**” program. Using Monopoly-style card signage, along with a series of funny informational videos, the City communicates new parking program changes and regulations. This campaign is meant to educate drivers about the parking system, so they can park smart, understand the rules, and use tools like mobile payment and online maps to improve their experience. By taking a fun approach to an education campaign, the City improves the overall perception of parking while providing useful information. The City uses playful flags along with the Monopoly signage at the meters (Images 3 and 4).



Image 3. Seattle Parking Flag



Image 4. Seattle Play Like a Parking Pro Sign

Implementation Guide

Near-Term Steps:

1. The City should establish an easily recognizable unified parking brand with a graphic or symbol to represent the Paso Robles Parking Program. This should be included on all outreach materials, signage, and parking meters. This will allow the program to maintain cohesiveness.
2. Flyers should be mailed out to residents, business owners, and employees with information about upcoming parking program changes. Additionally, all information should be available on the City website and any business community webpages. If the City implements paid parking, information should include the type of meters, meter locations, the program start date, how to use the meters, and the program purpose. Any information about residential or employee permits should also be incorporated into the City's education and outreach campaign. Equally important,

the flyers should incorporate the City's parking brand, which will help to provide residents and employees a familiar marker when visiting downtown.

- a. The program purpose should focus on program benefits and improving the visitor experience in Paso Robles through effective parking management. Parking should be simple and easy to find and pay for. As identified on the SDOT webpage, there are also several proven benefits of parking management that may be highlighted.
 - b. The City should also consider using positive language to communicate parking regulations.
3. Paso Robles should host forums for public feedback and comments in preparation for the implementation of time limits and/or paid parking. This will allow the City to incorporate public feedback into any implementations.

3. Parking Demand Management

It is the industry standard that **the target parking occupancy rate is 85%**. At this level there are enough vacant parking spaces to minimize congestion from drivers searching for a space. At the same time, the 85% rate ensures that a location is not providing too much parking supply, which is an inefficient and costly use of valuable land.

The area of study for this PAP consists of the downtown area of Paso Robles which is roughly between 6th & 15th Streets and between Riverside & Vine Streets. The core of downtown is between 10th & 13th Streets and between Pine & Spring Streets. Based on the previous parking studies and stakeholder feedback, the peak parking occupancy periods are between 11am-1pm and 4pm-8pm, during the lunch and dinner rushes. While on-site, we observed that the parking spaces around Paso Robles City Park began to fill up as early as 7:30am in the morning while most of the businesses were still closed. This is an indication of business owners and employees parking in the downtown core. Additionally, while surveying the study area during peak periods, we observed a high occupancy level despite there being very few people walking about downtown. This indicates that employees are continually utilizing the convenient parking spaces throughout the day, therefore displacing potential customers. While the core area of downtown, especially the spaces around the park, were experiencing high occupancy rates, there were often vacant spaces available within a two to three block distance, as well as within the nearby parking lots.

The observed parking patterns and previous parking study results indicate that currently **Paso Robles likely has a parking management issue, rather than a parking supply issue**. Without strategic management, parking demand will often cluster tightly around certain locations, resulting in constrained availability precisely where most drivers would prefer to park. The City should ensure the effective distribution of parking demand to optimize the use of existing parking capacities. Without management cues toward less-obvious parking options, this pattern typically creates a strong perception that “there is nowhere to park”, even when ample availability can be found on nearby blocks.

The only parking restrictions that exist today in Paso Robles are for the Farmers Market that takes place



Image 5. Existing Regulatory Sign

along 11th Street. No parking is allowed in that location every Tuesday from 2pm-6pm and every Saturday from 7am-2pm (Image 5).

Time Limits

One parking management strategy the City can consider is implementing on-street time limits within the downtown core. Enforcement hours could **start at 8am and end at 9pm on weekdays and Saturdays** to start. The City could consider expanding the time limits to Sundays based upon need. The proposed 8am start time encourages employees and long-term parkers to utilize parking lots when they first arrive to downtown as opposed to parking on-street first and moving their cars later. Ending enforcement hours at 9pm will help create turnover and availability for visitors going to dinner later in the evening, especially during the summer season which draws visitors to City well into the evening.

There is a tradeoff for the City to consider between a 2 or 3-hour time limit on-street. A 2-hour limit would make it difficult for employees to move their cars from space to space because of the amount of times in a typical shift that would be required to move the vehicle. Therefore, employees would likely park more remotely and/or participate in an employee permit parking program. This would create more availability for customer and visitor parking. However, it should be noted that a 2-hour time limit may not be sufficient for all visitors, such as those going downtown to see a movie. Therefore, in this case longer-term parkers would be required to find spaces within an off-street parking lot or on the edges of downtown that do not have time limits.

On the other hand, the City could consider doing a 3-hour time limit for on-street parking instead. The 3-hour limit would allow visitors to spend a longer amount of time downtown while utilizing on-street parking. However, the reduced amount of turnover could impact parking availability. And, the negative impact of a longer time limit is that employees could more easily move their car during a shift to avoid time limit violation, while still parking in the convenient on-street spaces.

Regardless, on-street time limits encourage long-term parkers to use lots on the edges of downtown. Employees and business owners should not be using valuable spaces in front of restaurants and shops for long-term parking. However, the problem with time limit parking on its own is that it allows employees to shuffle their cars from space to space and may not be enough of a deterrent to encourage them to use parking lots. Extensive outreach and incentive programs may increase employee compliance, but the convenience of parking closer to work may be too much of a hurdle to overcome with time limits alone. Time limits on their own create little incentive for employees to change their behavior. If the City chooses not to charge for on-street parking it will also be difficult to encourage employees to purchase a parking permit and the City will not be able to create monetary incentives using rate models.

With the time limit only model, it is recommended that the City begin with on-street time limits only and consider implementing off-street time limits if it becomes necessary. If off-street time limits become necessary, the City should ideally implement a longer limit for

the off-street locations than the on-street. The purpose of this is to ensure a higher turnover rate on-street.

Achieving compliance with time limits will require consistent and effective enforcement. To do so, there will be a significant cost to the City with regard to enforcement and administrative staffing, technology, and signage. It is possible that parking citation revenue and in-lieu of fees may be sufficient to sustain the enforcement program, but financial sustainability and the ability to invest in program enhancements and technology may be hindered without the implementation of paid parking.

Section 12.38.050 of the City's Municipal Code states:

“When appropriate signs are in place indicating limited time parking, or parking meters are installed, no vehicle shall be parked for more time than specified on the appropriate signs or meters, between nine a.m. and five p.m., except Sunday and holidays, on any street or portion of a street as designated from time to time by resolution of the City Council.”

Ideally, the City should add a no reparking clause to improve the effectiveness of time limits. A no reparking clause would require drivers to move their cars either out of the block face, lot, or a certain distance away to be awarded a new time limit period. Additionally, the City should consider adjusting the hours of operation to 8am – 9pm, as described above. Finally, the City should delegate the decision-making authority of adjusting the times and days to the City Manager and/or a Traffic Engineer. See Appendix C for more information.

The City should also be sure that regulatory signage is placed in any time limited zones to make it clear to drivers how long they are able to park on each block. Ideally, one sign should be placed at the beginning and one at the end of each time limited block face. For short segments with between 1-5 parking spaces, one time limit sign at the entrance to the time limited area is sufficient. For block faces that are longer than 200-250 feet, the City could add a third sign in the middle of the block face for ease of messaging to drivers.

Paid Parking

Paid parking is an opportunity to improve the management of the City's parking assets. A paid parking operation should be self-sustaining, and a successful program will allow the City to invest in the development of parking and transportation resources that directly benefit the community. Paso Robles could also consider implementing paid parking in conjunction with, or separate from, time limits. The disadvantage of a time limit only model is that the City's parking operation will likely not be self-sustaining. As outlined in Appendix A, the City should expect to budget approximately \$200,000 per year for enforcement staffing to effectively manage parking regulations. With the goal of compliance, the City should not rely on citation revenue to support the enforcement staffing budget. Additionally, there are a number of other investments in technology, signage, safety, and mobility enhancements that should be budgeted for, totaling \$1,100,000 in Year 1 and between \$370,000-\$560,000 per year thereafter. It is estimated that the annual revenue

from paid parking would allow the City to make these recommended investments, while possibly creating a surplus that can be allocated towards the City's broader mobility goals.

Not only will paid parking allow for a sustainable operation, it is also an important management tool for effecting change in driver behavior. Without assigning a baseline monetary value to the City's parking assets, it will be challenging to implement effective incentive programs. Paid parking can discourage employees from parking in convenient spaces meant for customers without having to implement time limits. A common stakeholder concern was that the 2 or 3-hour time limits would impact visitors' ability to eat a meal, watch a movie or shop during the same trip. While a longer time limit of 4-hours is an option to guarantee some turnover of parking spaces, this time limit wouldn't be as effective at combating employee use of on-street spaces downtown. Instead, the City can use certain rate models to achieve the desired amount of turnover.

Paid parking hours could be between **10am and 9pm on weekdays and Saturdays**. Paid parking allows for a later start time compared to the time limit only model because it will still discourage most employees from parking in the paid spaces. This provides a customer service benefit to those visiting downtown early in the day for breakfast or going to the park, but it will still address the peak lunch and dinner periods later in the day.

If Paso Robles proceeds with the implementation of paid parking, the City should focus on the downtown core as a starting point. Only on-street spaces should be metered to begin with, with the exception of the parking lot next to Marv's Pizza due to its central location. The City could also consider implementing paid parking in the City Hall Lot, but a number of spaces should be left available for library patrons. This can be achieved through signage, validation and enforcement.

Single-Space Meters vs. Pay Stations

The convenience and ease of use of single-space meters is what makes them effective for dense commercial areas. Smart single-space meters accept credit card (and therefore debit card) payments and are enabled with back office tools and **real-time access** to information and data. As opposed to any customer-facing services, the back-office tools are the software or web applications that are utilized by municipal staff to access information like data, maintenance updates, reporting tools, transaction histories, payment processing, noticing, and more. This would allow the City to monitor the meters and be notified of any maintenance issues. The selected equipment must meet the **Payment Card Industry (PCI) security standards** for credit card transactions to make sure only the last four digits of each card number is stored. Additionally, all payment information can be tracked and audited to ensure proper revenue reconciliation during collections. Most single-space meter vendors offer meter management systems to edit the display screen, manage rate structures and run reports. Smart single-space meters range in price from around \$400 to \$600 per meter mechanism plus approximately \$250 to \$400 for the meter housing and pole (not including shipping). There is an ongoing \$6 to \$8 per meter per month for data management in addition to transaction fees.

Pay stations are sometimes preferred because they require less infrastructure, therefore minimizing the impact on the streetscape. Pay stations, depending on configurations, are approximately \$8,500 per unit with monthly data management fees of approximately \$70.00 per pay station per month. This pay station rate estimate does not include installation and freight. The City should consider including the optional added features such as a motion-controlled light bar and a tilt board security feature with a siren. The typical pay station vendor also provides a meter management system that provides **real-time access** to pay station information and maintenance support requirements. Additionally, following year one, the City should budget approximately \$30.00 per month for the pay station warranties. While not required, the warranties are recommended to safeguard the program and ensure equipment performance and system uptime. Pay stations normally **support 7 to 12 on-street parking spaces**. A typical off-street surface lot requires 1 to 4 pay stations, depending upon the configuration and number of access points.

There are three main operational configurations for multi-space pay stations: pay and display, pay by space, and pay by plate:

- **Pay and Display:** The driver parks, purchases parking session time at the pay station, and then returns to their vehicle to display the receipt on their dashboard.
- **Pay by Space:** The driver parks in a numbered space, and then pays at the pay station using the parking space number. The driver is not required to return to their vehicle because their payment is electronically tied to their space number. Parking enforcement is able to use a web application to verify payment status by parking space number.
- **Pay by Plate:** Similar to pay by space, but the driver enters their license plate number at the pay station to record their payment. This method does not require drivers to return to their car as well and, similarly, parking enforcement verifies payment status by license plate using a web application.

It is recommended that the City **install pay stations** for on-street parking and potentially some off-street parking lots, such as the one next to Marv's Pizza and the City Hall lot. Stakeholder feedback identified sidewalk clutter from single space meters as one of the main deterrents to paid parking. However, **single space meters are recommended for block faces with 5 spaces or less** because of cost savings compared to an additional pay station. The **pay by plate** configuration is recommended for ease of enforcement and can be integrated with License Plate Recognition (LPR) technology. It is recommended that the City primarily implement **credit card/coin payment options**. Bill note acceptors typically require a substantial amount of maintenance support. Credit card payments are an easy-to-use, customer convenience with minimal maintenance support requirements. Bills and coins also require revenue collections and accounting.

For blocks that have single-space meters, the meters will indicate the paid parking requirement to drivers, therefore eliminating the need for signage. However, if there are time limits, signage is still recommended as described above. With pay stations, more

signage is required in order to make it clear to drivers which locations require payment. Signage should direct parkers to the nearest pay station.

It is also recommended that the City offer a **mobile payment** feature for customer convenience. A mobile payment solution allows drivers to pay for a parking session using their cellphone. They can either call a number to pay, or they can simply create an account on a mobile application to pay online. Zone numbers are assigned to each paid parking area for enforcement purposes, and the active paid parking sessions are tracked and verifiable by license plate number. A mobile payment solution can be provided to the City by a vendor at no cost to the City. Instead, the vendor is fully funded by the convenience fees charged to the user. The vendor would provide decals for the meters and would be responsible for the education and outreach. Mobile payment vendors also typically offer more robust validation programs that could be useful for managing library parkers in the City Hall Lot.

Currently, Section 12.42.080 of the Municipal Code states:

“When any vehicle shall be parked in any space alongside of or next to which a parking meter is located in accordance with the provisions of this chapter the operator of said vehicle upon so parking shall, and it shall be unlawful to fail to, deposit immediately one or more one cent coins or one or more five cent coins of the United States in such parking meter.”

This language only allows for payment by coin. Multiple payment types should be accepted. More information can be found in Appendix C.

Loading Zones

It is possible to charge for parking in loading zone spaces during non-loading zone hours. If the City restricts commercial loading to before a certain time, paid parking can be required afterwards. This can be communicated through the use of signage, and often times a municipality will choose to use a yellow colored meter head or pay station wrap to communicate to drivers that it is a loading zone area. Paso Robles should consider requiring **commercial deliveries before 10am** to reduce congestion on City streets during peak periods.

While on-site we observed what appeared to be loading zones that were illegitimate. Before implementing paid parking within loading zones, the City should be sure to do an audit of curb paint to identify any discrepancies. Some zones looked like they had been painted by the business owner to discourage people from parking in front of their location.

In addition to signage, the City may choose to paint the passenger and commercial vehicle loading zone curbs green and white. If the City decides to paint the curbs, the City should determine the appropriate staff and/or volunteers that will be responsible for periodically repainting them. While curb paint can make the regulated boundaries clearer, this creates demand for additional maintenance and upkeep. Additionally, the loading

zone curb paint will make it difficult to adjust regulations during special events and overtime if desired.

Rate Structures

There are several different rate structures available as options to the City. Each structure has positive and negative externalities associated with the way that rates are applied that should be considered. Regardless of the rate structure, municipalities will typically price on-street spaces higher than off-street in order to encourage longer-term parkers to store their cars off-street. This can create higher turnover on-street, which will increase access to nearby businesses for customers.

Flat Rate

A flat hourly rate with time limits across the downtown area would ensure turnover in on-street parking spaces. In this case ideally, the City would start by charging **\$0.75 per hour with a 2-hour limit**. This model is easy to implement and communicate to parkers. The problem with a flat rate model is that it does not incentivize drivers through tiered rates to park farther from the downtown core. However, if the primary issue is employee parking, then a flat hourly rate could address the core root of the City's occupancy issues.

Zone-Based/Tiered

In a zone-based model, rates are adjusted by zone and zones are created based on demand. This model can encourage longer-term parkers to park more remotely. However, it can also be more difficult to communicate for optimal effectiveness. A potential model for Paso Robles would have 3 zones. Zone 1 would encompass within **2 blocks of the park** and charge **\$1.50 per hour**. Zone 2 would be between **3-4 blocks from the park** and have a rate of **\$0.75 per hour**. Zone 3 would be **beyond 4 blocks from the park** and be **free** to park. These rates could be adjusted based on demand overtime to ensure optimal turnover and availability.

San Luis Obispo (SLO) uses a zone-based rate model for its on-street parking ranging from \$1.00 to \$1.75 per hour depending on the zone. SLO has multiple off-street parking options including 3 parking garages and several parking lots. The parking garages give the first hour of use free and charge \$1.25 per hour after the 1st. Their parking lots charge per hour consistent with the rate of the zone in which they are located.

Escalating/Pay-to-Stay

An escalating or pay-to-stay rate would incentivize longer-term parkers to store their cars in off-street lots or remote locations, but it would still give visitors the option to park on-street for a longer term if they are willing to pay. This provides more flexibility to visitors, but it does not ensure turnover. This model works by charging a higher rate for longer stays. For example, the first hour or two could be a low hourly rate, but then the price to park for hours 3 and 4 could be significantly higher. It would be important to choose a rate model that is high enough to discourage visitors and/or employees from storing their cars on-street all day long. If too many visitors and/or employees are willing to pay the

maximum rate, this model can fail to achieve turnover. The other downside to consider is that parkers may try to illegally feed the meters to receive a lower rate for longer stays instead of paying for their time upfront. The only way to combat this is by using single space sensors, which are not recommended for Paso Robles due to their high cost and variable level of accuracy. A possible escalating rate model for Paso Robles would have **hours 1-2 be \$0.75 per hour, hours 3-4 be \$1.50 per hour, and beyond 4 hours would be \$2.00 per hour with off-street lots charging \$0.50 per hour all day.** A visitor parking on-street in the City would pay \$32.50 for the day if they remained there during enforcement hours. Alternatively, a visitor parking off-street would pay \$5.50 for the day providing the visitor with enough incentive to park off-street outside of the core downtown area.

Typically, time limits are recommended to ensure turnover, however, it seems as though the occupancy problem in Paso Robles is primarily due to employee parking impacts. By implementing an escalating rate structure, this will discourage employees from parking on-street, while giving visitors/customers the flexibility to utilize the on-street parking as they desire. This rate model may be the optimal strategy to address the primary issue of employee parking and achieve the City's on-street occupancy objectives.

Regardless of the rate structure that the City decides to implement, Section 12.42.070 of the Municipal Code needs to be updated. As of now, the code only allows for one cent or five cent coins, and it establishes the time allotments for each:

“Parking meters, when installed, shall be so adjusted as either to show legal parking during a period of twelve minutes upon and after the deposit of a United States one cent coin therein, or twenty-four minutes upon and after the deposit of two United States one cent coins therein, or thirty-six minutes upon and after the deposit of three United States one cent coins therein, or forty-eight minutes upon and after the deposit of four United States one cent coins therein, or sixty minutes upon and after the deposit of five United States one cent coins or one United States five cent coin therein, or one hundred twenty minutes in such zones as may be designated by the city engineer upon and after the deposit of ten United States one cent coins or two United States five cent coins therein. Payment of the aforesaid amounts for the aforesaid periods shall be made for parking in the areas set forth above.”

The City should designate the City Manager or staff member to establish the parking meter rates, within a predefined range. For more information, see Appendix C.

Implementation Guide

Near-Term Steps

1. Update ordinances to allow for time limits and paid parking (See Appendix C).
 - a. Establish distribution schedule for paid parking revenue.
 - b. Establish a discretionary fund that can be directed towards program enhancements and community improvement projects.
 - c. Paid parking revenue should support equipment operating costs.
2. Begin education and outreach about time limits and/or paid parking.
3. Determine optimal time limit and/or paid parking rate model for Paso Robles.
 - a. The City could choose to implement time limits only in the near-term to determine the impact prior to considering paid parking.
 - b. Or, the city may choose to implement paid parking straight away to optimize the management of the City's resources and improve the sustainability of the parking program. This could be done through a paid parking pilot program.
4. Audit loading zone curb paint throughout downtown.

Mid-Term Steps

5. Following the completion of a paid parking pilot, the City should draft and issue a Request for Proposals (RFP) for paid parking technology, including mobile payment.
6. Select the vendor and install the meters.
7. Continually monitor on- and off-street occupancy on a bi-annual basis to determine any necessary rate or program adjustments.

4. Special Events

Paid Parking

If paid parking is implemented, the **rates can be easily modified** for special events that impact downtown parking in Paso Robles. Special event rates may help motivate drivers to park farther away or seek alternative modes of transportation. A **special event rate** can be easily integrated and implemented with smart paid parking technology. For ease of messaging, it is recommended that the City utilize a **flat rate** for special events. Any flat rate should be commensurate with the value of the existing rates for on- and off-street parking locations. Additionally, the City can utilize magnetic covers that are flush with the edges of any regulatory signage to alter the regulations during events.

To apply a special event rate, the City will need to **establish criteria** for when the rate would apply, the amount and the **advanced notification** requirements. Based upon these criteria, the City will have the option to increase special event pricing for any downtown special events, depending upon the need. It is important to keep in mind that special event rates will require increased hours of enforcement for any extended paid parking hours.

A unique approach to parking management could be to **implement pay stations for special event management before considering on-street paid parking on a daily basis**. While the infrastructure and technology cost would be significant, the large number of special events that take place in and around Paso Robles would likely sustain the program on its own without requiring paid parking year-round. This approach would allow drivers to get accustomed to the paid parking technology prior to considering a full blown paid parking operation. Additionally, many of the business owners and employees are concerned about how downtown essentially turns into a “parking lot” for special events. Paid parking would hopefully create more turnover and improve accessibility for those who want to shop and eat downtown during events. At a minimum, it would create a revenue source for the City that could be reinvested into the downtown.

Alternative Modes of Transportation

Promoting alternative transportation options should be encouraged throughout all levels of special event planning and promotions. For example, there are many **cross-promotions** occurring with services such as **Lyft and Uber** that both promote the City event and their services to encourage other transportation sources and reduce parking demand. Municipalities across the country are coordinating directly with these resources to encourage alternative transportation. Special event planning should ideally incorporate safe and accessible location(s) for the drop-off and pick-up of passengers.

Implementation Guide

Near-Term Steps

1. Begin outreach to ridesharing companies, Uber and Lyft about the potential to implement ridesharing incentive programs and drop-off/pick-up zones for special events.
2. Develop a Special Event Enforcement Plan and allocate the necessary enforcement resources to manage access, traffic flow and safety issues in Paso Robles.
3. Consider implementing paid parking technology such as pay stations on-street and in certain off-street lots to manage special event parking.
4. Establish criteria for when a special event parking rate will apply.

5. Parking Benefit District

If the City decides to implement paid parking, the establishment of a Parking Benefit District (PBD) is recommended. Ideally, the parking program in Paso Robles should be **self-sustaining**, with a portion of the **revenue reinvested into the downtown**. A PBD would allow revenue from permit fees and paid parking to be directed into a **Special Parking Fund**. For more information on the recommended ordinance updates, see Appendix C. PBDs have been successfully implemented in many municipalities to help fund special projects and program improvements. Program improvements could include but are not limited to improved enforcement, technology, security enhancements, signage, transportation programs, and maintenance. An oversight committee should be established to define goals and allocate funds. Predefined goals and objectives will create a level of transparency for the allocation of the funds. Below is a sample revenue distribution schedule for a PBD:

Sample Revenue Distribution Schedule

Revenue Allocation	Percent
Operating Costs <ul style="list-style-type: none">• Equipment• Personnel• Ongoing Maintenance and Upkeep	35%
Parking Program Improvement <ul style="list-style-type: none">• Technology• Parking Supply• Wayfinding• Safety/Security	40%
Transit Alternative Programs/ Discretionary <ul style="list-style-type: none">• Shuttle Route• Bike Share• Based upon Council approval	25%

Implementation

Near-Term Steps

1. Evaluate feasibility of PBD in Paso Robles.
2. Adopt necessary ordinances to support the program (See Appendix C)
3. Establish an authorized oversight committee, such as a Parking Advisory Committee (PAC)
 - a. Or, this could be the Downtown Main Street Association.

4. Define the revenue distribution schedules. A set of predefined allocation rates will ensure transparency for the community and will allow for a series of community and program improvements.

Long-Term Steps

5. Continue allocation of funds set by oversight committee goals and objectives.

6. Employee Permit Parking

Employee parking should be **proactively addressed** prior to the implementation of time limited or paid parking to ensure that employees have an affordable location to park. Ideally, the most convenient parking should only be utilized for near-term customer parking if possible, and employees should be storing their cars off-site. There are multiple parking lots located on the edges of downtown that are optimal for employee permit parking, including the **Park and Ride** section of the transit station on Railroad street, the lot located on the corner of **17th and Park**, the **Old City Hall** lot (4th and Pine St) and the **Hunter Auto lot after 5pm** for evening/late-night workers.

In some areas of Paso Robles, residential curbsides go largely unused much of the day, including in areas where nearby employees struggle to find appropriate parking options. Many cities have successfully addressed this opportunity by creating permits for local employees to allow them to park on residential streets during the daytime. The number of employee permits issued should be limited to ensure that local curbsides can accommodate the demand without constraining resident parking access.

The recommended employee permit rate should cover the cost of the added administrative requirements, but it should still be affordable to employees. If the City implements paid parking, the employee permit rate needs to be more affordable to incentivize participation in the program. A reasonable rate could be **\$20.00 per month**. If the City charges the recommended escalating rate structure, a 5-hour shift would cost \$8.50 to park on-street. With 20 days of work in a month, that would amount to \$170.00 per month. Therefore, the recommended rate of \$20.00 is a much more affordable option. Regardless, the cost of the permit should sustain the cost of administering and managing the program. The City should also consider offering a **low-income/service worker permit** for those that have an annual or hourly income under a predefined threshold at a discounted rate of **\$10.00 per month**. Maintaining downtown employees at all pay scales is important to the success and vibrancy of downtown Paso Robles.

If the City does not implement paid parking on-street, it may be difficult to get employees to participate in the permit program. Therefore, rates would need to be very minimal. And, the City will likely need to offer other incentives to employees to encourage remote parking. Therefore, paid on-street parking is recommended to effectively manage the employee parking issue.

Implementation

Near-Term Steps

1. Update the ordinances to allow for an employee permit parking program (See Appendix C)
 - a. Consider establishing a low-income/service worker permit rate.
2. Identify and designate the employee permit parking locations.

- a. This should primarily include parking lots located on the edges of downtown and/or remote parking lots.
3. Determine a nominal cost for employee parking that will sustain the program while allowing employees to park at a discount compared to on-street parking.
4. Educate the local businesses about the upcoming program.
5. Implement the online permit application process through the City's selected permit management vendor.
 - a. Proof of employment should be required.
 - b. The permitting system should be fully digital, based on license plates
 - c. The City should allow for monthly, quarterly, or annual purchases
6. Publish information online and send mailers to inform businesses and employees of the upcoming program.
7. Install appropriate signage to indicate employee parking areas.

Long-Term Steps

8. Renewal notices should be sent by mail at least 30 days in advance of the permit expiration date.
9. Based upon parking occupancy rates, more remote parking locations could be considered in the future if necessary.
 - a. These locations could be supported by a bike share program or shuttle route.
 - b. One location to consider is the Fair Parking Lot.

7. Residential Permit Parking

In preparation for the implementation of paid parking, the City should initiate a residential parking permit (RPP) program to **prevent spillover parking** in the residential neighborhoods. This program would allow only residents of these areas, and their guests, to park on street. The City should update the ordinances to allow the residential neighborhoods to be **permit eligible**. This means the program will be available, and enacted only if desired. This will allow the residents to determine the impacts in their neighborhood and allow them the opportunity to consider an RPP program. More information on the specific required ordinances is outlined in Appendix C.

Typically, a **petitioning process** is established that allows residents to enact the specific permit regulations allowed by ordinance. Qualifying residents would then obtain a hangtag or sticker based upon **proof of residency**. A progressive outreach campaign should be implemented by the City that would allow surrounding neighborhoods to 'opt in' to the RPP program based upon their proximity to the paid parking program. There is usually a minimal charge to residents, at a minimum, to cover the administrative and support costs associated with the RPP program.

There are a few locations in the commercial area of downtown that include residential dwelling units. These residents should also have the opportunity to participate in a residential permit parking program. Parking permits could be provided upon implementation of timed or paid parking. The downtown residential permits could be valid in certain parking lots. Ideally, they should not be valid on-street where there is metered parking due to the expense and purpose of the meters.

Many municipalities choose to have an **online customer portal** for residents to apply for a permit and upload supporting documentation. Typically, RPP programs also allow for a certain number of **guest parking permits** per household, which can also be managed online. Ideally, for ease of enforcement, a license plate would be linked to a permit for easy verification by a Parking Ambassador. It will also be important for the City to install signage identifying the RPP zones. This will ensure that visitors are notified of the parking restrictions in the residential areas, and that it will be easily enforceable.

The City will need to update the Municipal Code to prepare for a RPP program. For information can be found in Appendix C.

Implementation

Near-Term Steps

1. Establish a set of predefined residential permit restrictions that neighborhoods may be eligible for. Neighborhoods should be required to agree upon one of the standardized permit restriction formats to apply for the program.

- a. The City should consider the appropriate hours and days of the week that permits could be required based on occupancy rates and enforcement resources.
2. Update the ordinances to make the residential neighborhoods and downtown residences permit eligible through a petitioning process.
 - a. A threshold should be set that requires a certain percentage of each neighborhood to sign the petition to implement a residential permit parking restriction.
 - b. The City should proactively recommend the residential permit parking program to neighborhoods prior to the implementation of paid parking. An educational outreach campaign will be necessary to safeguard the neighborhoods and prevent spillover parking.
3. Determine any limitations on permits or guest permits. Typically, municipalities limit the number of guest permits per property and/or the number of valid days per guest permit to prevent fraud and over-parking.
4. Determine the permit cost, if any, and the costs associated with operating and supporting the program. There is a cost associated with administering and enforcing the permits. A small fee for the permit can help the City recover this cost. To keep the cost low, the City may want to subsidize the permit program with other revenue streams generated from paid parking and/or citations.

Long-Term Steps

5. Design and order the necessary signage.
6. Utilize the City's selected permit management vendor for the RPP program. An online web portal should request that users create an account and upload documents for proof of residency. This software solution should be included within the permit and citation management RFP solicitation.
 - a. Residents should also have the ability to sign up in person at a designated location in the City. Residents should be required to have the required documents with them when applying in person. City staff or an outsourced vendor should verify and enter the information into the software system. This will allow the information to be fully integrated with the enforcement handhelds for validation.
 - b. Uploaded proof of residency documentation should be reviewed and verified by a designated administrator. Typically, acceptable proof of residency includes a utility bill, bank statement, or credit card bill from the last 30 days.
 - c. This web portal should also be used for employee permit applications.
7. Publish information online and send mailers to the residents that will be affected by the residential permit parking zones. Instructions for how to sign up for the program should be provided.
8. Require that participants renew their permits on an annual basis. This will ensure that residency status is up to date. It is recommended that the City deny renewal to any residents with outstanding parking tickets.
 - a. Renewal notices should be sent by mail at least 30 days in advance of the permit expiration date.

9. Install signage at the entrances to the zones that indicate residential permit parking only.

8. Enforcement Staffing

Ideally, police officers should be focused on public safety matters, not parking

Currently the City uses sworn police enforcement officers for any parking related citations. However, their primary concern is management health and safety issues, not parking. Instead, **dedicated non-sworn** enforcement officers should be allocated to support the parking enforcement needs in Paso Robles. Consistent enforcement is critical for the success of time restrictions, residential and employee permit management and paid parking programs.

The City should take a compliance-based **Parking Ambassador** approach to enforcement. Compliance-based approaches include issuing warning notices before citations for first time offenders, educating parkers on regulations and answering customer questions. Often times parking enforcement staff may be the only interaction that visitors have with City employees, so they should be a positive representation for the community. The parking ambassador approach puts a positive spin on that interaction, creating a better image for the City.

Ideally the City should have **2 full-time Parking Ambassador positions**. Depending on the operating hours and days, the City may want to consider additional part time staff. However, if the City procures the recommended enforcement technology, there may be an opportunity to adjust staffing levels due to the added efficiencies. Handheld devices and license plate recognition technology are recommended to improve operational efficiency. The Parking Ambassadors can also be trained to **provide Level 1 maintenance** and revenue collections for the parking pay stations. Level 1 maintenance is the basic and preventative maintenance that is typically handled by city staff. Other maintenance support can be provided by the vendor. Updates to ordinances will be required to increase the citation amount and can be based on comparable cities.

Implementation

Near-Term Steps

1. Update ordinances (See Appendix C).
2. Identify potential Parking Ambassador positions. Create at least 2 dedicated Parking Ambassador positions.
 - a. Additional Parking Ambassador positions should be considered based on the volume of citations and the level of infrastructure to be enforced.
3. Write a job description for the Parking Ambassadors.
 - a. The Parking Ambassadors may also be responsible for preventative maintenance and revenue collections.

- b. The Parking Ambassadors, under general supervision, should patrol the assigned areas to enforce parking regulations and ordinances, maintain records, and issue citations.
 - c. Examples of duties include observing vehicles for parking violations, issuing citations, operating computer equipment and handhelds, filling out data fields related to code violations and VINs, acting as an ambassador to the public to answer questions, and notifying police when appropriate.
4. Create a training manual with detailed job guidelines and policy and procedures for dedicated Parking Ambassadors. This should cover all aspects of the enforcement, maintenance, and revenue collections work. A manual of policies and procedures is necessary for guidance and direction for the enforcement officers. A manual is not just about personnel issues; it is also a "how to do the job" guideline, detailing enforcement policies so that every officer enforces in the same manner.
5. Hire and train the Parking Ambassadors.
6. Cyclical enforcement beats, or routes, should be established to allow for a minimum of 3-4 patrols per shift for each enforcement area.

Long-Term Steps

7. Continually monitor and evaluate citation data and enforcement demand to make any necessary adjustments to enforcement staffing, hours, or beats.
 - a. Staffing requirements may change due to efficiencies provided by any future investments in enforcement technology.

9. Enforcement Technology

To ensure efficiency, parking enforcement staff should be equipped with citation issuance handheld devices. This will ease the burden of required management support as well as provide violators with immediate and accessible payment options. It is also recommended that the City solicit a citation processing management system. This solution will automate the administrative processes, including DMV look ups and notice generation. Most importantly, the system will be integrated with the recommended citation enforcement handheld equipment. Violators should be able to access, appeal and pay their citations online. Additionally, citation processing software solutions typically offer delinquent collection services specific to parking, with collection rates above 90%. **The recommended increase in enforcement will likely result in a significant increase in citations—the efficiencies and automations offered by a vendor solution will be essential for citation management by the City.**

Parking Ambassadors should utilize **citation issuance handheld devices** and Bluetooth printers instead of issuing paper tickets. These devices can integrate in real-time with paid parking technology and permit management systems, as well as **License Plate Recognition (LPR) technology**. LPR is recommended to improve time limit enforcement by allowing the Parking Ambassadors to virtually chalk for time limit violations. LPR will significantly increase parking enforcement efficiency.

Currently, section 12.38.070 of the City's code classifies parking citations as a misdemeanor offence:

“Any person violating any provisions of this chapter is guilty of a misdemeanor, and upon conviction thereof, shall be punishable by a fine not exceeding five hundred dollars, or by imprisonment in the county jail of San Luis Obispo County for a period not exceeding six months or by both such fine and imprisonment.”

The Municipal Code should be updated to reflect the decriminalization of parking citations. Parking citations should be classified as civil infractions. More information can be found in Appendix C.

Implementation

Near-Term Steps

1. Update the Municipal Code to reflect the decriminalization of parking citations.
2. Consider system pricing and feature options to anticipate budget requirements.
 - a. There are vendors that provide comprehensive citation and permit management solutions. The City may choose to utilize all or a portion of the offered solutions.

3. Draft and issue a Request for Proposals (RFP) for a Citation and Permit Processing Management System, including enforcement handhelds and License Plate Recognition (LPR) technology.
 - a. Determine the citation and permit processing tasks to be completed by the City versus those that will be managed by a vendor. The following checklist (Figure 2) includes the typical parking citation and permit processing tasks. The City may use this checklist to decide which tasks should be either outsourced to a vendor, included as an optional service in an RFP, or kept in-house to be managed by the City. It is recommended that the City process the citations in-house while utilizing vendor software to automate tasks such as DMV lookups and noticing. The vendor solutions will allow the City to scale up the size of the operation due to the efficiencies and automations offered by the software.

Parking Citation Processing Tasks

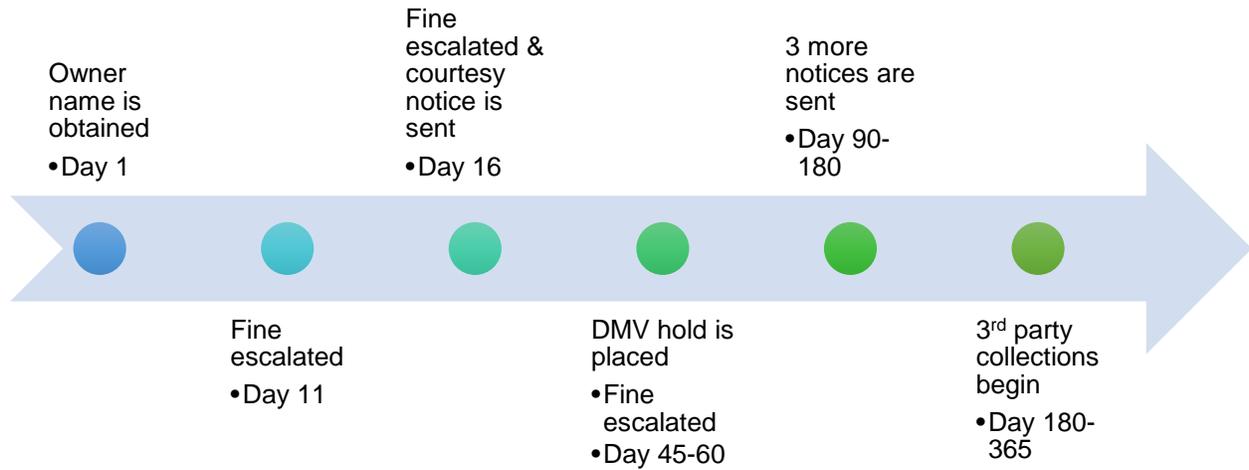
Task	Outsource To vendor	Optional vendor service	Keep In-house
Citation entry (handwritten citations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mail-in payment processing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appeal processing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer support (phone/email)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DMV lookups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notice mailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DMV holds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Debt collections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop/supply handheld citation stock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop/supply handwritten citation books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Parking Permit Processing Tasks

Task	Outsource to vendor	Optional vendor service	Keep in-house
Renewal mailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permit Application review (validate eligibility)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fulfillment of physical permit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop/supply permit stock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer support (phone/email)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- b. Additionally, the City should consider the following features for the handheld ticket writers:
- i. Real-time transmission;
 - ii. Ability to take, send, and view color photos;
 - iii. Ability to view prior citations, warnings, and valid permit information during the citation issuance process;
 - iv. The use of a chalking feature;
 - v. The use of a default citation;
 - vi. A simple and user-friendly user interface; and
 - vii. Customizable public-facing web user interface to pay and appeal parking citation
 - viii. A toll-free telephone number to accept citation payments over the phone.

4. Implement the citation and permit management system. This solution should include an online web portal for permit applications and payments.
5. Utilize the selected citation management vendor for parking citation collections and noticing. The following graphic (Figure 3) depicts a recommended timeline for noticing and collections, and when to advance to a 3rd party collections agency.



10. Wayfinding

The **signage and parking brand should be consistent** throughout Paso Robles, including sign format, symbols and colors. There are currently some parking wayfinding signs mounted throughout downtown, as seen below. The lettering on the existing signs is too small, and they aren't always placed effectively to direct drivers to the parking lots. Also, the format is inconsistent, and there isn't always a "P" included. Ideally, the City should establish an easily recognizable parking brand to incorporate into the signage. A wayfinding signage refresh could be beneficial, especially once the City starts to implement some of the recommendations throughout this PAP. Additionally, the City should consider naming the various parking lots to incorporate their names into the overall wayfinding system.



Image 6. Existing Wayfinding Signage

A unified parking brand provides an improvement to the overall customer experience. The direction of the signage needs to be clear and easy to understand. The wayfinding signage located throughout the City should focus on directing visitors to the parking lots located throughout downtown. Signage should be placed strategically to direct drivers to the lots in a manner that does not contribute to the congestion around the core of downtown.

Any City-managed parking area including those established with a shared parking agreement needs to be clearly identified and the signage should promote the parking location, any time restrictions and any applicable rates/fees. For shared parking agreements, the parking brand/signage should be required in conjunction with the terms and conditions of the agreement.

The City can deliver parking information through multiple outlets including vehicle messaging systems, wayfinding signage, and various websites, including the tourism

board, hotel, travel and parking sources. The technology exists to provide parking and transportation information in real-time if desired. The City must be proactive to **educate and inform** those preparing to visit Paso Robles.

Implementation

Near-Term Steps

1. Define parking brand or logo for Paso Robles.
2. Consider naming the parking lots for ease of communication.
3. Update signage to direct vehicles to parking lots on edges of downtown core utilizing the parking brand.

Long-Term Steps

6. In the future, any City-owned lot could be equipped with a vehicle counting system so that available parking information may be displayed and promoted in real-time.
 - a. In-ground induction loop systems can provide real-time occupancy counts. This is the simplest and most cost-effective method of aggregating the number of available spaces throughout a lot. The loop system would be installed at the ingress and egress points of the lots, and software algorithm uses a simple formula based on the total inventory of the lot to determine how many spaces are available at any time.
 - b. Occupancy data can be displayed via the internet for real time parking availability information.
 - c. The number of available spaces should be displayed on digital messaging monument signage.
7. Place programmable LED signage at 4 main entrances to downtown with parking information.
 - a. North and South end of Spring St.
 - b. 101 offramp near 17th
 - c. 13th St.

11. Shared Parking

The City could pursue shared parking agreements with businesses and land owners that may have parking availability. It is important to **maximize existing parking resources** in the area around downtown and consider all potential solutions. The City should consider offering a monetized shared parking option that would be **mutually beneficial to the private lot owners and the City**, to allow for a more **comprehensive approach** to parking management in Paso Robles. A portion of the revenue from shared parking should be set aside to support the enforcement, maintenance and upkeep of shared parking locations. Additionally, funds could be used to **guarantee certain parking lot enhancements** as an additional value add from the shared parking program. The City would install the necessary meters or pay stations, help establish the appropriate parking rates, designate any necessary time limits, and provide enforcement and basic maintenance. The shared parking agreement would establish any **potential revenue splits**.

Implementation

Near-Term Steps

1. Amend the ordinances to allow for shared parking.
2. Establish a framework for a negotiation process for off-street shared/public parking agreements in areas with high parking demand. This process would occur between owners of privately-operated off-street parking facilities, property owners and applicants for new developments. Some considerations to have when pursuing shared parking agreements with business owners are:
 - a. Term and extension: evaluate return on investment and ensure terms that allow for potential redevelopment.
 - b. Use of Facilities: establish available hours, number of spaces, time limitations and ensure base user will retain use at the end of the sharing period.
 - c. Maintenance: evaluate the added cost of maintenance and operation.
 - d. Operations: consider revenue collection operations (when applicable) and needed signage.
 - e. Utilities and Taxes: determine the responsible parties and any cost sharing agreements.
 - f. Signage: consistency with City signage can improve the public experience.
 - g. Enforcement/Security: determine who handles enforcement and towing.
 - h. Insurance and Indemnification: consider litigation with any cost sharing.
 - i. Termination
3. Explore the possibility of any shared parking agreements with any potential locations, including:
 - a. Paso Robles Inn
 - b. Fair Parking Lot

- c. Pioneer Museum
 - d. Hunter Auto Body Shop
4. Incorporate the City's parking brand and wayfinding program into the shared parking agreement contract. Each location should also be required to participate in the wayfinding program.

Long-Term Steps

5. Work with property owners to determine the appropriate hourly rates and time limits for each location. Ideally, the convenient parking outside of businesses should be time limited to ensure turnover and accessibility to the businesses.
6. Determine the appropriate revenue split rates to sustain the program.
7. Ensure that existing paid parking vendor contract allows for the ordering of additional infrastructure and order the additional paid parking technology needed.
8. Allocate the necessary parking ambassador resources to manage the participating locations. This may require additional staff.
9. Install paid parking technology at participating shared parking locations. The actual amount of equipment depends on the unique geography and configuration of each location, and it is typically 1 pay station for every 30 parking spaces. Like on-street, the pay stations should be in the pay and display configuration for ease of enforcement.
10. Install the appropriate signage to indicate paid parking and time limits.
11. Continue to evaluate for new opportunities between the City and private business/land owners.

12. Pedestrian Safety

A frequent concern of the stakeholders was the level of pedestrian safety and walkability throughout downtown. If the City wants drivers to utilize parking outside of the immediate core, there should be an effort to ensure that the pedestrian routes into downtown are safe and accessible. For example, some sidewalks are unfinished and don't connect some of the lots to the core. Additionally, 13th Street is a busy thoroughfare and crosswalks are hard to see for the driver. Better lighting along Railroad Street between the transit station and downtown would improve visibility at night for pedestrians and drivers. The City should ensure that walking routes are pedestrian-friendly to improve the overall visitor experience. One good feature that was noted can be seen in Image 7. The sidewalk bulb-outs in this case have a traffic-calming effect and can make it safer and easier for pedestrians to cross the street. This type of approach should be considered in other locations with low visibility.

It was also noted that some City-owned parking lots are uneven and ADA noncompliant. If the City wants to implement an overall parking brand, and eventually paid parking, these parking lots should be improved.



Image 7. Sidewalk Bulb Out



Image 8. Noncompliant ADA Space

Implementation

Near-Term Steps

1. Get feedback from community on which parts of downtown are the least walkable.
 - a. Focus primarily on areas that connect remote parking to the downtown core.

2. Clearly designate crosswalks along 13th Street and other identified areas of concern according to stakeholder feedback.
3. Finish sidewalk along Railroad Avenue and other identified areas according to stakeholder feedback.

Mid-Term Steps

4. Improve lighting along Railroad Street.
5. Resurface parking lots that are unsafe.
6. Making ADA compliant, restriping.

13. Bike Sharing

Paso Robles has been making considerable improvements to its bikeability to increase ridership around the City. Paso Robles should consider partnering with a Bike Share Company to start a pilot program downtown and to/from nearby hotels. **Docking stations** located around downtown and next to more remote parking lots would make parking in remote lots more feasible for visitors that view the walks as too far. Additionally, the City should consider implementing **electronic bikes** (e-bikes) that would allow riders to move about more easily, making it more appealing on hot days.

Dockless Bike Share is also an option but poses potential problems because they can be left anywhere and can be hard to manage and regulate. Many cities experience a significant amount of complaints due to dockless bikes, especially regarding blocked sidewalks and ramps, which limits ADA accessibility.

Bike sharing has been successfully implemented in municipalities across the country, including Denver and San Francisco, and it is a low-cost option to make remote parking viable in Paso Robles. These programs can be outsourced at no cost to the City, funded by advertising monies.

Implementation

Near-Term Steps

1. Assess need when planned updates and creation of bike lanes are completed.
2. Consider starting a bike share pilot program in downtown, ideally with docked e-bikes.

Long-Term Steps

3. If the pilot is successful, proceed with the full implementation of a bike share program.
4. Continue to assess the level of ridership.

14. Free Ride Everywhere Downtown (FRED) Shuttle

The Free Ride is a free shuttle program that has been successfully implemented in several cities throughout the country. The shuttle program is free to the users because the staffing and operating costs are completely **funded by advertisements**. There are moving billboards, videos for passengers and even sample products that are given out



Image 9. The Free Ride Shuttles

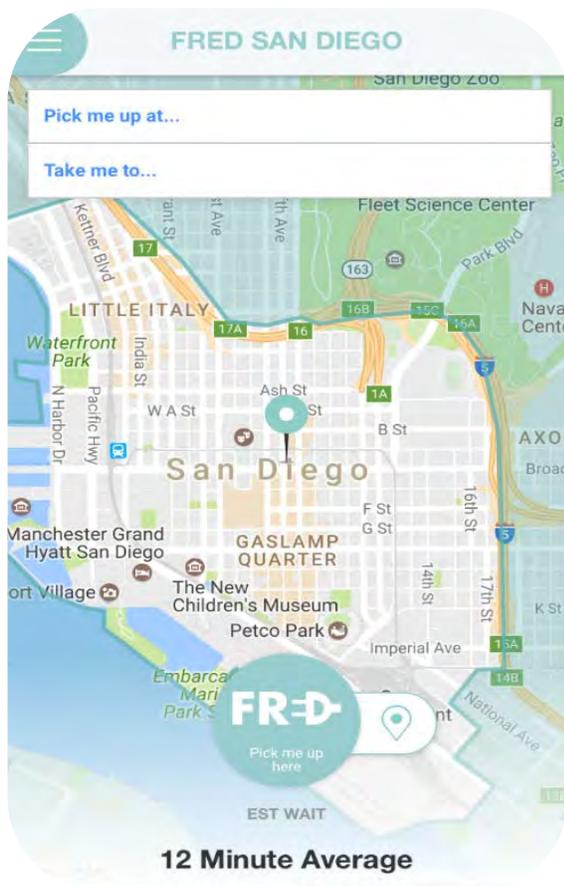


Image 10. San Diego FRED Application Interface

during the rides. The vehicles are all **electric** and each fit up to 5 passengers. Additionally, a **mobile application** will allow users to request a ride within certain boundaries; users are prompted to select their pick up and drop of locations, and the application provides real time driver ETAs and notifications. So far, The Free Ride has been implemented in South Florida, California, the Hamptons, and the Jersey Shore.

In the City of San Diego, The Free Ride operates under a partnership between the City, Civic San Diego and the Downtown San Diego Partnership. In San Diego, the program is called “FRED”, which stands for “Free Ride Everywhere Downtown”. The initial funding of \$500,000.00 for the program came from downtown parking meter revenue. The City purchased a fleet of 15 vehicles for \$200,000.00, and the additional \$300,000.00 of funding went towards storage, charging stations and start-up personnel costs. The shuttles operate between 7:00am and

9:00pm, Monday through Thursday, until Midnight on Friday and Saturday, and from 9:00am to 9:00pm on Sundays. The drivers earn \$14.66 per hour. The staffing and operating costs are funded by advertisement revenue.

A program like FRED has the potential to be very successful in Paso Robles. The level of tourism would be ideal to support The Free Ride's platform. The City could pursue a partnership with a free shuttle program such as FRED to improve access and mobility throughout downtown. These shuttles could be utilized for remote employee and visitor parking, and they would be a convenient service for any visitors who may have difficulty getting around the City by foot or bike. Extensive outreach will be necessary to inform visitors and employees about the shuttle service. Signage and flyers should encourage visitors to download the application. Typically, the FRED program is structured as an on-demand service, however the City could solicit the company about the potential for a fixed route program if desired.

Implementation

Near-Term Steps

1. Pursue a partnership with a free shuttle company such as The Free Ride.
 - a. Ideally, a portion of the projected paid parking revenue should be earmarked for the purchase of the vehicle fleet, vehicle storage, charging station and start-up personnel costs.
 - b. The City should work with The Free Ride to determine the feasibility of implementing both on-demand versus fixed route services.
2. Assess number of shuttles needed to meet expected demand in Paso Robles.

Mid-Term Steps

3. Procure required number of shuttles and hire drivers.
4. Promote program to employees and visitors through outreach campaigns.

Long-Term Steps

5. Continually assess ridership levels and wait times to determine any necessary program changes.
6. Paso Robles may need to add to fleet if ridership increases.

15. Valet

Paso Robles frequently has events and a consistently busy summer season, which may support a valet program within the downtown core. Drivers are typically more willing to consider valet parking during events. Certain pricing structures could be used to encourage valet use by long-term parkers. An example of this could be offering to lower the hourly rate for customers that stay longer during an event. For example, a customer that utilizes valet for 2 hours could pay \$3 per hour, but a customer that utilizes valet for 5 hours could receive a \$2 per hour rate. This type of rate structure could **encourage long-term parkers to utilize the valet program**. It would also help **incentivize customers to stay downtown longer**, while having a minimal impact on parking availability. Valet can be used to achieve greater capacity out of existing parking facilities, as valet-parked vehicles can be organized into tandem arrangements (bumper to bumper) that can **increase capacity by as much as 40%**.

Implementation

Near-Term Steps

1. Assess need and demand for a valet program.

Long-Term Steps

2. Research and solicit nearby valet operators.
3. Identify ideal locations
 - a. Merv's lot could be considered for drop-off/pick-up
 - b. Cars could be stored at the Transit Center or City Hall on evenings/weekends
 - c. The City should also consider the potential of converting Hunter's Auto Body Shop into a parking lot that could be used for valet storage as well.
4. Create a rate model for days and hours of operation.
 - a. Define the special event rates.
 - b. Determine a rate structure that will incentivize use of the program.

16. Parking Garage

A significant amount of the stakeholders were in favor of constructing a parking garage to address the parking availability issue in Paso Robles. While a parking garage may solve the occupancy issue, there is no guarantee that the convenient on-street spaces will improve in availability, which is the priority. Currently, employee parking is unregulated, meaning that the City likely has a parking management issue rather than a parking supply issue. The construction of a parking garage would be a significant investment for the City. Instead, the City should first implement parking management strategies such as time limits, paid parking, enforcement, and demand management strategies that promote alternative modes of transportation. It is anticipated that, if the City strategically manages the existing supply, that the City can avoid constructing a parking garage for at least the near and mid-term.

There is also a significant amount of remote parking resources that the City could tap into if necessary. Supported by a bike share program or shuttle route, remote parking is a preferable alternative to constructing a parking garage for a number of reasons: Remote parking would be significantly less expensive to implement, the amount of vehicle congestion in the downtown core would be limited, and the land that would otherwise be utilized for a parking garage could be dedicated to a better purpose. Space in the

downtown core is limited, so the City should strategically invest in land uses that improve the overall vibrancy of the downtown.



Image 11. City Hall Parking Lot

Following the implementation of the aforementioned strategies, if the City is continuing to experience high occupancy rates, the City should at that point consider constructing a parking garage. One location proposed by stakeholders is along Railroad Street behind the movie theater. Another location proposed is on top of the existing City Hall parking lot.

Implementation

Near-Term Steps

1. The City should implement the aforementioned parking management and demand management strategies prior to considering the development of parking garage.

Long-Term Steps

2. Continue to monitor occupancy rates to assess the need for a parking garage.
 - a. If downtown occupancy rates consistently reach above 85%, the City could consider constructing a parking garage.

Appendix A: Budget Estimates

The following table outlines the recommended budget amount by year for the various recommendations described in the PAP. The estimated upfront capital amounts are meant to be conservative estimates to account for any unforeseen costs. The City should also consider that the majority of parking meter and pay station vendors have meter rental programs that would reduce the upfront capital investment amount. The City could likely pursue a 30-60 day pilot with the option to buy the infrastructure at a discounted rate.

Estimated Upfront Capital Budget					
Budget Item	Year 1	Year 2	Year 3	Year 4	Year 5
Pay Stations and Fees*	\$700,000	\$250,000	\$250,000	\$250,000	\$250,000
Signage	\$40,000	\$20,000	\$10,000	\$0	\$0
Citation and Permit Management System, Including Handhelds	\$15,000	\$20,000	\$20,000	\$20,000	\$20,000
2 Parking Ambassador Positions	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
1 Vehicle: Acquisition and Fuel	\$75,000	\$10,000	\$10,000	\$10,000	\$10,000
License Plate Recognition Technology	\$120,000	\$10,000	\$10,000	\$10,000	\$10,000
Pedestrian Safety Improvements	\$50,000	\$50,000	\$50,000	\$0	\$0
Parking Lot Repaving and Striping	\$100,000	\$10,000	\$10,000	\$10,000	\$10,000
Shuttle Program	\$0	\$0	\$200,000	\$200,000	\$200,000
TOTAL	\$1,300,000	\$570,000	\$760,000	\$700,000	\$700,000

The next table outlines the estimated annual revenue if the City were to implement paid parking. The estimated revenue from special events is included separately to allow the City to determine the variance between charging only during special events versus year-round. Both estimates are meant to be conservative. These amounts do not include citation revenue because the goal of the program is compliance. However, in some cases, the enforcement staff can be sustained by citation revenue. Additionally, revenue from residential and employee permit programs was not included because the cost of the permits should ideally be just enough to sustain those programs.

Estimated Revenue	
Annual Meter Revenue	\$700,000
Annual Special Event Meter Revenue	\$380,000
TOTAL	\$1,080,000

Based upon the estimated expenses and revenue, the below table outlines the estimated net profit per year and the cumulative amount of profit overtime for Years 1-5. It is anticipated that a paid parking program in Paso Robles would be self-sustaining and profitable overtime to allow the City to make investments in mobility and safety improvements.

Paid Parking Profit					
Profit	Year 1	Year 2	Year 3	Year 4	Year 5
Net Profit per Year	(\$220,000)	\$510,000	\$320,000	\$380,000	\$380,000
Cumulative Net Profit	(\$220,000)	\$290,000	\$610,000	\$990,000	\$1,370,000

Appendix B: Comprehensive Timeline

The following table outlines the recommended implementation phasing for the steps described throughout the PAP.

Parking Action Plan Section	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5	Phase 6
Education and Outreach	1-3			2		
Parking Demand Management	1-3	4-5	6	7		
Special Events		1-4		1		
Parking Benefit District	1-2	3-4		5		
Employee Permit Parking	1	2-4	5-7	8		8-9
Residential Permit Parking	1-3	4-5	6-7	8-9	8	
Enforcement Staffing	1-4	5-6		7		
Enforcement Technology	1-3	4-5		5		
Wayfinding	1	2-3	3	6-7		
Shared Parking	1-4		5-8	9-10	11	
Pedestrian Safety	1	2-3	4-6			
Bike Sharing			1-2	3		4
FRED Shuttle			1-2	3-4	5-6	
Valet			1	2-4		
Parking Garage		1			2	

Appendix C: Ordinance Review

Adjustments to Existing Ordinances

The table below includes the sections of the Paso Robles Municipal Code that have recommended adjustments based on industry best practices and the recommendations in the PAP. The red text in the 'current language' column are areas of concern, the blue text in the 'suggested ordinance language' column are the portions that have been adjusted, and the green text in the 'reference ordinance language' column are the sections that have been highlighted for consideration and reference.

Current Code Reference	Current Language	Comments	Suggested Ordinance Language	Reference Ordinance Language	Reference Ordinance
12.32.060 - Storing vehicles on street.	A. Time Limit. No person who owns or has possession, custody or control of any vehicle, trailer or trailer coach shall park such vehicle, trailer or trailer coach upon any street or alley for more than a consecutive period of forty-eight hours . B. Removal. In the event a vehicle is parked or left standing upon a street or alley in excess of a consecutive period of one hundred twenty hours, any member of the police department authorized by the chief of police may remove said vehicle from the street in the manner and subject to the requirements of Division 11, Chapter 10, Articles 1, 2 and 3 of the vehicle code of the state of California.	The City should consider adjusting this to 72-hours to make enforcement easier to manage.	A. Time Limit. No person who owns or has possession, custody or control of any vehicle, trailer or trailer coach shall park such vehicle, trailer or trailer coach upon any street or alley for more than a consecutive period of seventy-two hours . B. Removal. In the event a vehicle is parked or left standing upon a street or alley in excess of a consecutive period of one hundred twenty hours, any member of the police department authorized by the chief of police may remove said vehicle from the street in the manner and subject to the requirements of Division 11, Chapter 10, Articles 1, 2 and 3 of the vehicle code of the state of California.	E. Seventy-Two (72) Hour Limitation - No person shall park or leave standing, or cause to be parked or left standing any vehicle on any street, parking lot or parking area on the property of the San Diego Unified Port District for seventy-two (72) or more consecutive hours. This Seventy-Two (72) Hour limitation applies to any street, parking lot or parking area within the San Diego Unified Port District's jurisdiction, regardless of any other posted parking designations and/or restrictions. A vehicle must move at least one-tenth (1/10) of one mile in order to park and be afforded a seventy-two (72) hour period.	San Diego Port Authority Section No. 8.16 - Parking Restrictions
				No person who owns or has possession, custody or control of any vehicle shall park such vehicle upon any street or alley for more than a consecutive period of seventy-two hours .	City of San Luis Obispo 10.36.050
12.38.050 - Limited time parking.	When appropriate signs are in place indicating limited time parking, or parking meters are installed, no vehicle shall be parked for more time than specified on the appropriate signs or meters, between nine a.m. and five p.m. , except Sunday and holidays, on any street or portion of a street as designated from time to time by resolution of the City Council .	The City should add a no reparking clause to improve the effectiveness of time limits. The City should consider adjusting the hours of operation and delegating the decision to a City staff member such as the City Manager or Traffic Engineer	When appropriate signs are in place indicating limited time parking, or parking meters are installed, no vehicle shall be parked for more time than specified on the appropriate signs or meters. A vehicle will be deemed to have been parked longer than the posted time limit, if it has not been moved at least "out of the block face" or parking lot after the expiration of the maximum time limitation indicated on the posted signage or parking meter. A block face is defined as the block in which the vehicle is parked, bordered by an intersection at each end. A vehicle may not return to the initial block face or parking lot sooner than two hours following the expiration of the initial time period. The City Manager or their designee may set and adjust the posted time limits or period of operation of parking meters between the hours of 7:00am	A vehicle will be deemed to have been parked longer than the posted time limit if it has not been moved at least "Out of the Block Face" after the expiration of the maximum time limitation indicated on posted signage or meter ends. A Block Face is defined as the block in which the vehicle is parked, bordered by an intersection at each end. A vehicle may not return to the same block sooner than two hours following the expiration of the initial time period.	11.72.440 City of Seattle

Current Code Reference	Current Language	Comments	Suggested Ordinance Language	Reference Ordinance Language	Reference Ordinance
			and 10:00pm on any day with the intent of achieving the target utilization rate of 85 percent.	<p>E. Seventy-Two (72) Hour Limitation - No person shall park or leave standing, or cause to be parked or left standing any vehicle on any street, parking lot or parking area on the property of the San Diego Unified Port District for seventy-two (72) or more consecutive hours. This Seventy-Two (72) Hour limitation applies to any street, parking lot or parking area within the San Diego Unified Port District's jurisdiction, regardless of any other posted parking designations and/or restrictions. A vehicle must move at least one-tenth (1/10) of one mile in order to park and be afforded a seventy-two (72) hour period.</p>	San Diego Port Authority Section No. 8.16 - Parking Restrictions
	Any operator or owner of a vehicle to whom a citation has been issued for a parking violation as defined in Chapters 12.32, 12.36 and 12.38 may within forty-eight hours of the time of issuance of said violation, pay to the Police Department as a penalty for and in full satisfaction of such violation the sum of five dollars. The failure of such owner or operator to make such payment within forty-eight hours shall render such owner or operator subject to the penalties	While this is good motivation for violators to pay their citations promptly, a \$5 rate does to encourage compliance with parking regulations. Instead, an escalation schedule should be adopted.	Remove ordinance and create an escalation schedule, including the code number, violation, rate if paid within 48 hours, rate if paid within 21 days, rate if paid after 21 days, and rate if paid after 56 days.	(b) The City Manager may set and adjust the time period of operation of parking meters before 8:00 a.m., but no earlier than 7:00 a.m., and later than 6:00 p.m., but no later than 11:00 p.m., every day except on Sundays and holidays, but in no event for a length of time less than ten hours each day, consistent with achieving the target utilization rate of 85 percent, based upon parking utilization data and community input as set forth in City Council Policy No. 100-18.	San Diego Municipal Code: 86.0128
12.38.060 - Citation for violation— Procedures.				(b) For the purpose of regulating the use of streets and traffic thereon and as a deterrent to illegal parking, the following fees are established: [See Table in San Diego Unified Port District - Pot Code Section No. 8.15]	San Diego Unified Port District Section 8.15

Current Code Reference	Current Language	Comments	Suggested Ordinance Language	Reference Ordinance Language	Reference Ordinance
	hereinafter provided for violations to the provisions to these chapters.			<p>11.31.120 - Monetary penalties. A. A person found to have committed a traffic infraction shall be assessed a monetary penalty. No penalty may exceed \$250.00 for each offense unless a higher penalty is specifically provided for in this title or by statute. B. There shall be a penalty of \$25.00 for failure to respond to a notice of traffic infraction, to appear at a requested hearing or to pay a monetary penalty imposed pursuant to this chapter.</p>	City of Seattle
12.38.070 - Penalties for violations.	Any person violating any provisions of this chapter is guilty of a misdemeanor , and upon conviction thereof, shall be punishable by a fine not exceeding five hundred dollars, or by imprisonment in the county jail of San Luis Obispo County for a period not exceeding six months or by both such fine and imprisonment.	The City should decriminalize parking citations to make them civil infractions instead of misdemeanors.	<p>Failure to perform any act required or the performance of any act prohibited by this chapter is designated as a traffic infraction and may not be classified as a criminal offense.</p> <p>Parking notices Whenever any motor vehicle without an operator is found parked, standing or stopped in violation of this subtitle, the officer finding it may take its registration number and any other information displayed on the vehicle which may identify its user, and shall fix conspicuously to such vehicle a notice of traffic infraction.</p> <p>Notice of traffic infraction—Determination—Response. A notice of traffic infraction represents a determination that an infraction has been committed. The determination will be final unless contested as provided in this chapter.</p>	<p>11.31.010 - Violations as traffic infractions. Except as otherwise provided in Section 11.34.020 or elsewhere in this title, failure to perform any act required or the performance of any act prohibited by this title is designated as a traffic infraction and may not be classified as a criminal offense.</p> <p>11.31.030 - Parking notices. Whenever any motor vehicle without an operator is found parked, standing or stopped in violation of this subtitle, the officer finding it may take its registration number and any other information displayed on the vehicle which may identify its user, and shall fix conspicuously to such vehicle a notice of traffic infraction. (RCW 46.63.030(3))</p> <p>11.31.040 - Notice of traffic infraction—Determination—Response. A notice of traffic infraction represents a determination that an infraction has been committed. The determination will be final unless contested as provided in this chapter. (RCW 46.63.060)</p>	City of Seattle Section 11.31

Current Code Reference	Current Language	Comments	Suggested Ordinance Language	Reference Ordinance Language	Reference Ordinance
			<p>Any person who receives a notice of traffic infraction shall respond to such notice within twenty-one (21) days of the date of notice. [Include instructions on how to contest a citation]</p>	<p>11.31.050 - Response to notice of traffic infraction—Contesting determination—Hearing—Failure to appear. A. Any person who receives a notice of traffic infraction shall respond to such notice as provided in this section within fifteen (15) days of the date of the notice. B. If the person determined to have committed the infraction does not contest the determination the person shall respond by completing the appropriate portion of the notice of infraction and submitting it, either by mail or in person, to the Municipal Court of Seattle. A check or money order in the amount of the penalty prescribed for the infraction must be submitted with the response. When a response which does not contest the determination is received, an appropriate order shall be entered in the court's records, and a record of the response and order shall be furnished to the Department of Licensing in accordance with RCW 46.20.270. C. If the person determined to have committed the infraction wishes to contest the determination the person shall respond by completing the portion of the notice of infraction requesting a hearing and submitting it, either by mail or in person, to the Municipal Court of Seattle. The court shall notify the person in writing of the time, place, and date of the hearing, and that date shall not be sooner than seven (7) days from the date of the notice, except by agreement.</p>	

Current Code Reference	Current Language	Comments	Suggested Ordinance Language	Reference Ordinance Language	Reference Ordinance
12.42.020 - Streets listed.	<p>The following portions of streets within the city are hereby established as parking meter zones:</p> <p>(1) North side of Tenth Street from Park Street to Spring Street. (2) South side of Eleventh Street from Park Street to Spring Street. (3) Both sides of Twelfth Street from Railroad Street to the Alley immediately East of Vine Street. (4) Both sides of Thirteenth Street from Railroad Street to Oak Street. (5) Both sides of Fourteenth Street from Pine Street to Spring Street. (6) Both sides of Pine Street from Eleventh Street to Fourteenth Street. (7) West side of Park Street from Tenth Street to Eleventh Street and both sides of Park Street from Twelfth Street to Fifteenth Street. (8) East side of Spring Street from Tenth Street to Eleventh Street and both sides of Spring Street from Twelfth Street to Fifteenth Street.</p>	<p>Parking zones should be established at the discretion of a designated City staff member for flexibility.</p>	<p>The City Manager or designee shall establish parking meter zones upon streets or portions of streets of the City of Paso Robles, and the City Manager shall cause parking meters to be installed and shall cause parking meter spaces to be designated, as hereinafter provided. The Council, on recommendation of the City Manager, may change or eliminate any of said zones.</p>	<p>The Council of the City of San Diego, on the recommendation of the City Manager, shall by ordinance from time to time as traffic conditions require, establish zones to be known as "Parking Meter Zones," upon such streets or portions of streets of the City of San Diego as are selected for the location of said parking meter zones; and the City Manager shall cause parking meters to be installed and shall cause parking meter spaces to be designated, as hereinafter provided. The Council, on recommendation of the City Manager, may change or eliminate any of said zones.</p>	<p>San Diego Municipal Code: 82.04</p>
12.42.050 - Markings—Painting—Parking within.	<p>The city engineer shall have lines or markings painted or placed upon the curb or street adjacent to each parking meter designating the parking space for which said meter is to be used, and each vehicle parked adjacent or next to any parking meter shall park within the lines or markings so established. It shall be unlawful to park any vehicle across any such line or marking or to park a vehicle in such a position that the same shall not be entirely within the space designated by such lines or markings.</p>	<p>This ordinance should be updated to allow for multi-space meters (pay stations)</p>	<p>The city engineer shall have lines or markings painted or placed upon the curb or street for each metered parking space, whether it be a single-space or multi-space metered area. For single-space parking meter zones, each parking meter shall be placed upon the curb immediately adjacent to individual parking spaces. Each single-space parking meter shall be placed or set in such manner as to display whether the parking space adjacent to that meter is legally in use or not. Multi-space parking meters installed in parking meter zones shall be placed upon the curb immediately within the parking meter zone(s) or portions thereof to which they apply. It shall be unlawful to park any vehicle across any such line or marking or to park a vehicle in such a position that the same shall not be entirely within the space designated by such lines or markings.</p>	<p>Where the Council of the City of San Diego creates a parking meter zone, the installation and operation of parking meters shall be as follows:</p> <p>(a) Single-space parking meters installed in parking meter zones established as provided in Section 82.04 shall be placed upon the curb immediately adjacent to individual parking spaces. Each single-space parking meter shall be placed or set in such manner as to display whether the parking space adjacent to that meter is legally in use or not....(b) Multi-space parking meters installed in parking meter zones established as provided in Section 82.04 shall be placed upon the curb immediately within the parking meter zone(s) or portions thereof to which they apply.</p>	<p>San Diego Municipal Code: 82.06</p>

Current Code Reference	Current Language	Comments	Suggested Ordinance Language	Reference Ordinance Language	Reference Ordinance
12.42.060 - Overparking— Exceptions.	<p>It shall be unlawful for any person between the hours of nine a.m. and six p.m. of any day to cause, allow, permit, or suffer any vehicle registered in his name or operated or controlled by him to be parked in any parking space upon any street within a parking meter zone adjacent to which a parking meter is established for more than the time indicated by proper signs placed in such parking meter or zone indicating the maximum parking time allowed in such parking space or any time during which the meter is displaying a signal indicating that the space is illegally in use, except during the time necessary to set the said meter to show legal parking, and excepting also during the time from six p.m. to nine a.m., and on Sunday and on legal holidays.</p>	<p>This should be adjusted to allow for multi-space meters and a no reparking clause should be added.</p>	<p>It shall be unlawful for any person, except outside of the designated parking meter hours and days of operation, to cause, allow, permit, or suffer any vehicle registered in his name or operated or controlled by him to be parked in any parking space upon any street within a parking meter zone for more than the time indicated by proper signs placed in such parking meter zone indicating the maximum parking time allowed in such parking space. A vehicle will be deemed to have been parked longer than the posted time limit, if it has not been moved at least "out of the block face" or parking lot after the expiration of the maximum time limitation indicated on the posted signage or parking meter. A block face is defined as the block in which the vehicle is parked, bordered by an intersection at each end. A vehicle may not return to the initial block face or parking lot sooner than two hours following the expiration of the initial time period.</p>	<p>A vehicle will be deemed to have been parked longer than the posted time limit if it has not been moved at least "Out of the Block Face" after the expiration of the maximum time limitation indicated on posted signage or meter ends. A Block Face is defined as the block in which the vehicle is parked, bordered by an intersection at each end. A vehicle may not return to the same block sooner than two hours following the expiration of the initial time period.</p>	<p>11.72.440 City of Seattle</p>
12.42.070 - Coins listed for certain time limits.	<p>Parking meters, when installed, shall be so adjusted as either to show legal parking during a period of twelve minutes upon and after the deposit of a United States one cent coin therein, or twenty-four minutes upon and after the deposit of two United States one cent coins therein, or thirty-six minutes upon and after the deposit of three United States one cent coins therein, or forty-eight minutes upon and after the deposit of four United States one cent coins therein, or sixty minutes upon and after the deposit of five United States one cent coins or one United States five cent coin therein, or one hundred twenty minutes in such zones as may be designated by the city engineer upon and after the deposit of ten United States one cent coins or two United States five cent coins therein. Payment of the aforesaid amounts for the aforesaid periods shall be made for parking in the areas set forth above.</p>	<p>The City should designate the City Manager or staff member to establish the parking meter rates, within a predefined range.</p>	<p>(a) It is the intent of the City Council to establish a target utilization rate of 85 percent for all parking meters within the City of Paso Robles. Utilization rate refers to the amount of time that vehicles occupy a parking meter space during the allowed hours of operation of the parking meter. The establishment of the target utilization rate of 85 percent is based on well-accepted planning studies as well as the example of other municipalities. The City Council finds that the establishment of the target utilization rate of 85 percent is one of the most effective strategies for managing on-street parking and for recovering at least a portion of the estimated reasonable costs associated with parking and traffic control and management impacting the parking of vehicles within parking meter zones. (b) All parking meter rates heretofore established shall be and remain in effect, unless otherwise set or adjusted by the City Manager or City Council as proscribed in this subsection. The City Council establishes a range of hourly parking meter rates from \$0.50 to \$5.00. The City Manager, or their designee, shall set the rate of the parking meter zones, consistent with achieving the 85 percent target utilization rate, based upon parking utilization data and community input.</p>	<p>(a) It is the intent of the City Council to establish a target utilization rate of 85 percent for all parking meters within the City of San Diego. Utilization rate refers to the amount of time that vehicles occupy a parking meter space during the allowed hours of operation of the parking meter. The establishment of the target utilization rate of 85 percent is based on well-accepted planning studies as well as the example of other municipalities. The City Council finds that the establishment of the target utilization rate of 85 percent is one of the most effective strategies for managing on-street parking and for recovering at least a portion of the estimated reasonable costs associated with parking and traffic control and management impacting the parking of vehicles within parking meter zones. (b) All parking meter rates heretofore established shall be and remain in effect, unless otherwise set or adjusted by the City Manager or City Council as proscribed in this subsection. Under the authority of California Vehicle Code section 22508, the City Council establishes a range of hourly parking meter rates from \$0.25 to \$2.50. The City Manager shall set the rate of a parking meter, consistent with achieving the 85 percent target utilization rate, based upon parking utilization data and community input as set forth in Council Policy No. 100-18; except that, whenever the Council of the City of San Diego, by resolution or ordinance, sets the parking meter rate, the effective rate shall be the rate set by the Council.</p>	<p>City of San Diego §86.0123 Parking Meter Rates — Authority</p>

Current Code Reference	Current Language	Comments	Suggested Ordinance Language	Reference Ordinance Language	Reference Ordinance
12.42.080 - Coin deposit required.	When any vehicle shall be parked in any space alongside of or next to which a parking meter is located in accordance with the provisions of this chapter the operator of said vehicle upon so parking shall, and it shall be unlawful to fail to, deposit immediately one or more one cent coins or one or more five cent coins of the United States in such parking meter.	This language only allows for payment by coin. Multiple payment types should be accepted.	When any vehicle is parked in any space alongside of or next to a single-space parking meter which is located in accordance with the provisions of this chapter, or when any vehicle is parked in any space or zone adjacent to which a multi-space parking meter is located in accordance with the provisions of this chapter , the operator of said vehicle shall, upon entering said parking space or zone, immediately cause to be deposited coins in the appropriate denomination, or otherwise immediately purchase time using an approved method of payment, according to the time interval desired within the maximum limit and the posted parking rates.	(c) When any vehicle is parked in any space alongside of or next to a single-space parking meter which is located in accordance with the provisions of this chapter, or when any vehicle is parked in any space or zone adjacent to which a multi-space parking meter is located in accordance with the provisions of this chapter, the operator of said vehicle shall, upon entering said parking space or zone, immediately cause to be deposited coins in the appropriate denomination, or otherwise immediately purchase time using an approved method of payment, according to the time interval desired within the maximum limit and the posted parking rates.	San Diego Municipal Code: 86.0123
12.42.090 - Substitutes—Slugs.	It shall be unlawful to deposit or cause to be deposited in any parking meter, any slug, device or metallic substitute for one cent or five cent coins of the United States.	This is too specific to one and five cent coins.	It shall be unlawful to deposit or cause to be deposited in any parking meter, any slug, device or metallic substitute for lawful payment.	No person shall deposit or cause to be deposited in any parking meter any slugs, device, metal substance, or other substitute for lawful payment.	Santa Monica Municipal Code: 3.16.280
12.42.110 - Citation for violation— Procedure.	<p>It shall be the duty of each police officer to take the number of any meter at which any vehicle is over-parked, as provided in this chapter; the state vehicle license of such vehicle; the time and date of such over-parking, and the make of such vehicle; and issue, in writing and attach to such vehicle a citation for illegal parking in the same form and subject to the same procedure provided for by the laws of the state of California applicable to the traffic violations within this city.</p> <p>Any operator or owner of a vehicle to whom a citation has been issued may, within forty-eight hours of the time of the issuance of said citation, pay to the police judge of the city court of this city as a penalty for and in full satisfaction of such violation the sum of one dollar. The failure of such owner or operator to make such payment within forty-eight hours shall render such owner or operator subject to the penalties hereinafter provided for violation of the provisions of this chapter.</p>	<p>While this is good motivation for violators to pay their citations promptly, a \$5 rate does to encourage compliance with parking regulations. Instead, an escalation schedule should be adopted.</p>	<p><i>Remove ordinance and create an escalation schedule, including the code number, violation, rate if paid within 48 hours, rate if paid within 21 days, rate if paid after 21 days, and rate if paid after 56 days.</i></p>	(b) For the purpose of regulating the use of streets and traffic thereon and as a deterrent to illegal parking, the following fees are established: [See Table in San Diego Unified Port District - Pot Code Section No. 8.15]	San Diego Unified Port District Section 8.15

Current Code Reference	Current Language	Comments	Suggested Ordinance Language	Reference Ordinance Language	Reference Ordinance
				11.31.120 - Monetary penalties. A. A person found to have committed a traffic infraction shall be assessed a monetary penalty. No penalty may exceed \$250.00 for each offense unless a higher penalty is specifically provided for in this title or by statute. B. There shall be a penalty of \$25.00 for failure to respond to a notice of traffic infraction, to appear at a requested hearing or to pay a monetary penalty imposed pursuant to this chapter.	City of Seattle

Additional Reference Ordinances

In addition to the suggested ordinance adjustments outlined above, the City will need to introduce a number of new ordinances to prepare for the recommendations throughout the PAP. This list of ordinances is meant to be a reference for the City to ensure that all of the necessary ordinances are in place should the City choose to implement any or all of the recommendations. This list has been compiled based on industry best practices.

PAID PARKING ORDINANCES		
Parking Meter Rates – Authority		
Source	Ordinance Text	Comments
San Diego Municipal Code: 86.0123	(a) It is the intent of the City Council to establish a target utilization rate of 85 percent for all parking meters within the City of San Diego. Utilization rate refers to the amount of time that vehicles occupy a parking meter space during the allowed hours of operation of the parking meter. The establishment of the target utilization rate of 85 percent is based on well-accepted planning studies as well as the example of other municipalities. The City Council finds that the establishment of the target utilization rate of 85 percent is one of the most effective strategies for managing on-street parking and for recovering at least a portion of the estimated reasonable costs associated with parking and traffic control and management impacting the parking of vehicles within parking meter zones. (b) All parking meter rates heretofore established shall be and remain in effect, unless otherwise set or adjusted by the City Manager or City Council as proscribed in this subsection. Under the authority of California Vehicle Code section 22508, the City Council establishes a range of hourly parking meter rates from \$0.25 to \$2.50. The City Manager shall set the rate of a parking meter, consistent with achieving the 85 percent target utilization rate, based upon parking utilization data and community input as set forth in Council Policy No. 100-18; except that, whenever the Council of the City of San Diego, by resolution or ordinance, sets the parking meter rate, the effective rate shall be the rate set by the Council.	The City should consider setting the same target utilization rate as outlined in San Diego's code. Paso Robles should designate a City employee or board/ commission with the authority to adjust parking meter rates.
Santa Monica Municipal Code: 3.16.170	(2) At least annually and not more frequently than quarterly, the City shall survey the average occupancy for each parking meter zone or area in the City that has parking meters. Based on the survey results, the City may adjust the parking rates up or down in twenty-five cent intervals to seek to achieve the target occupancy rate. The base parking meter rate, and any adjustments to that rate made pursuant to this Chapter, shall become effective upon the programming of the parking meter for that rate. A current schedule of parking meter rates shall be available at the City Clerk's office	A parking study can be conducted to determine any necessary adjustments to meet target utilization goals. A limit to the rate of change will ensure an incremental approach.
Use of Meters		
San Diego Municipal Code: 86.0123	(c) When any vehicle is parked in any space alongside of or next to a single-space parking meter which is located in accordance with the provisions of this chapter, or when any vehicle is parked in any space or zone adjacent to which a multi-space parking meter is located in accordance with the provisions of this chapter, the operator of said vehicle shall, upon entering said parking space or zone, immediately cause to be deposited coins in the appropriate denomination, or otherwise immediately purchase time using an approved method of payment, according to the time interval desired within the maximum limit and the posted parking rates.	
Santa Monica Municipal Code: 3.16.120	(b) Subsection (a) of this Section shall not require an operator of a vehicle to deposit payment in a parking meter when: (1) The parking meter indicates an unexpired portion remains of the period for which payment had been previously made; or (2) An officer of the Fire or Police Department has determined a period of emergency exists; or	

	<p>(3) In compliance with the directions of a police officer or traffic control sign or signal; or (4) A posted sign at the parking space indicates words similar to “Except Sunday” or “Except Sundays and Holidays” and the day is a Sunday or a holiday.</p>	<p>The City could outline exceptions, but it is important to have the flexibility to change operating days</p>
<p>Parking Meters – Parking Regulated San Diego Municipal Code: 86.0124</p>	<p>(a) The City Manager is instructed to have lines or markings painted or placed upon the curb or upon the street adjacent to each single-space parking meter for the purpose of designating the parking space for which said meter is to be used, and each vehicle parking alongside of or next to any single-space parking meter shall park within the lines or markings so established, and the City Manager is instructed to have lines or markings painted or placed upon the curb or upon the street in any parking meter zone that is controlled by a multi-space parking meter that does not produce a receipt to be used by the parking user as proof of valid parking as described in section 86.0126.</p> <p>(b) No person shall park any vehicle across any line or marking or park said vehicle in such position that the same shall not be entirely within the area so designated by such lines or markings.</p> <p>(c) When a parking space in any parking meter zone is parallel to the adjacent curb or sidewalk, any vehicle parked in such parking space shall be parked so that the foremost part of such vehicle shall be alongside of and nearest the single-space parking meter except where the single-space parking meter is mounted to the rear of the parking space, in which case, any vehicle parked in such parking space shall be parked so that the rearmost part of such vehicle shall be alongside of and nearest the single-space parking meter.</p> <p>(d) When a parking space in any parking meter zone is diagonal to the curb or sidewalk, any vehicle parked in such parking space shall be parked with the foremost part of such vehicle directly at and nearest to such single-space meter except where the single-space parking meter is mounted to the rear of the parking space, in which case, any vehicle parked in such parking space shall be parked so that the rearmost part of such vehicle shall be directly at and nearest to such single-space parking meter.</p>	<p>Space markings are important to ensure that metered spaces are not utilized improperly</p>
<p>Parking Meter Zones – Established San Diego Municipal Code: 86.0125</p>	<p>(a) All parking meter zones heretofore established shall be and remain in effect, unless revised or adjusted in accordance with section 82.04.</p> <p>(b) When parking meter zones are hereafter established or when it is determined by the City Council that there is a need for reconsideration and revision of the existing parking meter zones, the City Manager shall conduct a study of the area involved.</p> <p>(c) The City Manager’s study shall be directed toward an analysis of the efficiency, safety and regulation of the traffic upon the public streets. The City Manager shall recommend areas in which new parking meter zones shall be established and recommend changes in existing parking meter zones. The City Manager’s recommendation shall be based upon the following considerations:</p> <ol style="list-style-type: none"> (1) Character of the neighborhood; (2) Density of metering; (3) Amount and type of off-street parking; (4) Relative vehicle turnover; (5) Such other information as the Council may require or the Manager may deem appropriate. <p>The regulation of traffic by parking meters and the use of any approved method of payment in such meters shall become effective upon the installation of appropriate parking</p>	
<p>Parking Meter – Extra Time Prohibited San Diego Municipal Code: 86.0127</p>	<p>(a) No person shall permit a vehicle to remain parked beyond the period of legal parking time established for any parking meter zone.</p> <p>(b) No person shall purchase time from any parking meter using any method of payment for the purpose of increasing or extending the parking time of any vehicle beyond the legal parking time which has been established for the parking space or zone adjacent to which said parking meter is placed.</p> <p>(c) Notwithstanding the foregoing, car share vehicles that are operated as part of a fleet owned and operated by a City-approved car share vendor that was selected through a competitive process to participate in a City car share program are exempt from this</p>	<p>Section (c) may be disregarded; car sharing is not recommended for Paso Robles at this time.</p>

	section, except when the meter, receipt, card, or electronic device is located in a parking meter zone with a time limit of less than 2 hours.	
Parking Meter – Time of Operation		
San Diego Municipal Code: 86.0128	<p>(a) Parking meters shall be operated in parking meter zones every day between the hours of 8:00 a.m. and 6:00 p.m., except Sundays and holidays, unless otherwise determined by the City Manager as set forth in section 86.16 (b) or (c); provided, however, that whenever the Council of the City of San Diego specifies by resolution or ordinance the time period of operation of parking meters, the parking meters shall operate during the times set by the City Council.</p> <p>(b) The City Manager may set and adjust the time period of operation of parking meters before 8:00 a.m., but no earlier than 7:00 a.m., and later than 6:00 p.m., but no later than 11:00 p.m., every day except on Sundays and holidays, but in no event for a length of time less than ten hours each day, consistent with achieving the target utilization rate of 85 percent, based upon parking utilization data and community input as set forth in City Council Policy No. 100-18.</p> <p>(c) The City Manager may set and adjust the time period of operation of said parking meters for any length of time between the hours of 7:00 a.m. and 11:00 p.m. on Sundays and holidays, consistent with achieving the target utilization rate of 85 percent, based upon parking utilization data and community input as set forth in City Council Policy 100-18.</p>	
Parking Meter – Tampering With		
San Diego Municipal Code: 86.0129	It shall be unlawful for and a violation of the provisions of this Chapter for any unauthorized person to deface, injure, tamper with, open or willfully break, destroy or impair the usefulness of any parking meters installed under the provisions of this Chapter.	
Parking Beyond Meter Space		
Santa Monica Municipal Code: 3.16.260	No owner or operator shall allow any portion of his or her vehicle to be parked across any line or marking designating a metered parking space.	
Slugs		
Santa Monica Municipal Code: 3.16.280	No person shall deposit or cause to be deposited in any parking meter any slugs, device, metal substance, or other substitute for lawful payment.	
Proper display of proof of payment receipt		
Seattle Municipal Code: 11.76.005 and 15	<p>It is unlawful to park or permit to be parked any vehicle in a space controlled by a "pay and display" parking pay station without properly displaying a receipt issued from a pay station controlling the space in the manner as described in this section, unless valid payment has been made by mobile device</p> <p>(d) It is unlawful to park or permit to be parked any vehicle in a space controlled by a parking pay station without payment properly recorded as described by the instructions posted on the parking payment device.</p>	“as described by the instructions posted on the parking payment device” allows for any configuration, including pay by plate.
Parking Meter Zones – Authority		
San Diego Municipal Code: 82.04	The Council of the City of San Diego, on the recommendation of the City Manager, shall by ordinance from time to time as traffic conditions require, establish zones to be known as “Parking Meter Zones,” upon such streets or portions of streets of the City of San Diego as are selected for the location of said parking meter zones; and the City Manager shall cause parking meters to be installed and shall cause parking meter spaces to be designated, as hereinafter provided. The Council, on recommendation of the City Manager, may change or eliminate any of said zones.	
Parking Meters – Installation		
San Diego Municipal Code: 82.05	The City Manager is hereby authorized to install or place parking meters in such parking meter zones provided for herein, or to be provided hereafter; and the City Manager is hereby directed to maintain said meters in good workable condition.	
Parking Meters – Installation and Operation		
San Diego Municipal Code: 82.06	<p>Where the Council of the City of San Diego creates a parking meter zone, the installation and operation of parking meters shall be as follows:</p> <p>(a) Single-space parking meters installed in parking meter zones established as provided in Section 82.04 shall be placed upon the curb immediately adjacent to individual parking spaces. Each single-space parking meter shall be placed or set in such manner as to display whether the parking space adjacent to that meter is legally in use or not. Upon the deposit of coins or the purchase of time using an approved method of payment, each single-space parking meter shall be set to display a sign indicating</p>	

	<p>legal parking and shall continue to operate for that period of time not exceeding the limit of parking time which has been established for that area or zone. Upon the expiration of legal parking time, each single-space parking meter shall indicate by proper signal that the lawful parking period has expired.</p> <p>(b) Multi-space parking meters installed in parking meter zones established as provided in Section 82.04 shall be placed upon the curb immediately within the parking meter zone(s) or portions thereof to which they apply.</p> <p>(c) Upon the purchase of time using an approved method of payment, a multi space parking meter shall either produce a receipt to be used by the parking user as proof of valid parking as described in section 86.14, or electronically record the expiration of the time purchased for an individual parking space entered by the parking user, which may be checked for enforcement or other purposes. A receipt produced by a multi-space parking meter shall be displayed by the parking user in a fully visible and conspicuous location as instructed on the receipt, in order to be valid or otherwise considered effective. A vehicle is lawfully parked in a parking meter zone if:</p> <p>(1) the vehicle displays a receipt which is legible to an enforcement officer, evidencing purchase of parking meter time at the posted parking rate and within the maximum time limit at the multi-space parking meter located immediately adjacent to the parking meter zone where the vehicle is parked. The receipt, shall indicate the expiration of parking time, which shall be the equivalent of an expiration time indicated by the parking meter; or</p> <p>(2) the vehicle is parked in a designated parking space which has a multi space parking meter that does not produce a receipt for display, but which indicates a valid parking time.</p>	Paso Robles should allow for the use of mobile payment
<p>Electric Vehicle Charging Stations, Definitions City of San Leandro 6-2-500</p>	<p>The definitions given in this section govern the construction of this Article:</p> <p>(a) An "Electric Vehicle (EV)" shall be defined as any motor vehicle registered to operate on California public roadways and operates either partially or exclusively on electrical energy from the grid, or an off-board source, that is stored on-board for motive purpose. Electric vehicle includes: (1) a battery electric vehicle (BEV); (2) a plug-in hybrid electric vehicle (PHEV); (3) a neighborhood electric vehicle (NEV); (4) an electric motorcycle.</p> <p>(b) "Charging" shall mean an electric vehicle parked at an electric vehicle charging station that is electrically connected to the charging station equipment.</p> <p>(c) "Electric Vehicle Charging Station (EVCS)" shall mean a public parking space that is served by battery charging station equipment that has as its primary purpose the transfer of electric energy (by conductive or inductive means) to a battery or other energy storage device in a plug-in electric vehicle.</p>	
<p>Parking at Public Electric Vehicle Charging Stations City of San Leandro 6-2-505</p>	<p>Each electric vehicle parking stall will be clearly marked with signage. When so marked, it is unlawful to park in a designated electric vehicle charging station parking stall unless the vehicle is actively charging.</p>	Paso Robles should require active charging only for use of the public EV charging stations
<p>Fees City of San Leandro 6-2-510</p>	<p>Fees will be charged for electric vehicle charging in conformance with the latest adopted Title 6, Chapter 4, Section 6.4.100 of the San Leandro Administrative Code. In order to encourage and facilitate maximum usage of the charging station, fees will be charged in two (2) tiers. The first four (4) hours of charging will be at the initial rate, and shall be the first tier; any hour or portion of an hour beyond four (4) hours will be charged at the rate specified in the City user fees and service charges, and shall be the second tier.</p>	
ENFORCEMENT		
Enforcement of all parking regulations by Parking Meter Division		
<p>City of Monterey Municipal Code: Sec. 20-18</p>	<p>All persons duly assigned by the City Manager to the Parking Meter Division, either as permanent or temporary personnel of such division, are hereby empowered and directed to enforce all laws of the state and the City regulating the parking of motor vehicles. Such regulations include but are not limited to time limits, meter violations, loading zones, no stopping zones, passenger zones, permit parking zones and double parking. Such persons shall have the same authority as peace officers in the enforcement of such regulations including the authority to issue citations, or notices to appear and to execute complaints for violations thereof.</p>	
COLLECTIONS		
Accounting for Money		
<p>San Diego Municipal Code: 82.09</p>	<p>(a) The City Manager is authorized, to designate a person or persons to make regular collections of the money deposited in said parking meters. The person or persons so designated shall collect and deliver to the Treasurer of the City of San Diego all</p>	

	<p>money deposited in the parking meters; the Treasurer shall keep accurate account of all the parking meter money so delivered to him and any parking meter funds generated through other methods of payment.</p> <p>(b) Money deposited in the parking meters and any parking meter funds generated through other methods of payment may be expended to meet the costs and expenditures involved in the inspection, repair, regulation, installation, operation, control and use of the parking spaces and parking meters described herein, and the costs involved in the regulation, management, and control of the parking of vehicles and the control of traffic, which may affect or be affected by the parking of vehicles in the parking meter zones created hereby, including the purchase, replacement, installation, repair, servicing and operation of mechanical or electrical traffic signals for the direction of said traffic or said parking, and the cost of painting streets, curbs and sidewalks with appropriate markings, lines and signs, and the purchase, construction, erection, repair and replacement of street and curb signs for the direction of said traffic or said parking, and for the cost of patrolling said parking meter zones and enforcing therein all traffic laws and regulations concerning the parking of vehicles and the movement of traffic which may affect or be affected by such parking of vehicles, or for any of said purposes.</p>	<p>It is recommended the City establish Parking Benefit Districts. Examples can be found below.</p>
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PARKING BENEFIT DISTRICT

EXAMPLE #1: CITY OF VENTURA, CA

Establishment of district and of district boundaries

Ventura Municipal Code: Sec. 4.400.010	A Downtown Parking District is hereby established. The boundaries of the district shall be the same as the Downtown Specific Plan Boundary as approved by the City Council in March 2007, as it may be amended from time to time.	District boundaries will determine the allocation of revenue.
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Purpose

Ventura Municipal Code: Sec. 4.400.020	The Downtown Parking District is established to manage public parking supply and demand within the district boundaries as well as improve transportation and parking related facilities and programs.	Typically, Parking Benefit Districts are meant to improve parking and transportation related programs and facilities within the boundaries.
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Use of revenue

Ventura Municipal Code: Sec. 4.400.030	<p>All revenues collected from parking pay stations, meters, leases, and permits, in the Downtown Parking District shall be placed in a special fund, which fund shall be used exclusively for activities benefiting the parking district. The specific authorized use of revenues shall be as follows:</p> <ol style="list-style-type: none"> (1) For purchasing, leasing, installing, repairing, maintaining, operating, removing, regulating and policing of pay stations and/or parking meters in the parking district and for the payment of any and all expenses relating thereto. (2) For purchasing, leasing, acquiring, improving, operating and maintaining on- or off-street parking facilities. (3) For installation and maintenance of alternative mode programs, landscaping, pedestrian linkages, sidewalk cleaning, street furniture, way finding systems, and traffic-control devices and signals. (4) For the painting and marking of streets and curbs required for the direction of traffic and parking of motor vehicles. (5) For proper security within the district. (6) For the proper regulation, control, enforcement and inspection of parking and traffic upon the public streets and off-street parking facilities. (7) To be pledged as security for the payment of principal of and interest on financing mechanisms used by the city to meet any of the purposes authorized by this section. (8) For transportation and parking planning, marketing and education programs related to the Downtown Parking District. (9) For construction and maintenance of public restrooms that enhance parking facilities. (10) Revenues from residential parking permits may, in addition to the foregoing, be used for sidewalk, landscaping and other transportation, pedestrian or bicycle enhancements on streets where the residential permit parking is provided. 	The City should establish a special parking fund.
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EXAMPLE #2: CITY OF HOUSTON, TX

Designation of district; time limit, continuation, modification or termination of district		
Houston Municipal Code Sec. 26-711	<p>(a) City council hereby designates the Washington Avenue Corridor as a parking benefit district for a period ending on the 180th day following the first anniversary of the effective date of its designation (December 12, 2012), provided that the parking benefit district shall continue after the expiration of this period unless city council takes action to terminate the district.</p> <p>(b)As soon as practicable after the time period provided in subsection (a) of this section:</p> <p>(1) The director shall report to city council on the effectiveness of the parking benefit district and provide his recommendations for continuation, modification or termination of the district; and</p> <p>(2) The Washington Avenue Corridor Advisory Committee created in division 4 of this article may make recommendations to the mayor and city council regarding modifications to the parking benefit district.</p> <p>(c) Upon recommendation from the traffic engineer, city council may modify or terminate the parking benefit district prior to or after the time period provided in subsection (a) of this section if the traffic engineer determines that termination or modification is necessary for public safety or mobility purposes.</p>	
Disposition of revenue		
Houston Municipal Code Sec. 26-714	<p>(a) All fees and revenues generated from the use of parking meters in a parking benefit district and the issuance of permits under this article shall be allocated to the parking benefit district. All fees and revenues generated from the issuance of parking citations in a parking benefit district shall be allocated to the parking management special revenue fund.</p> <p>(b) All the total combined fees and revenue of a parking benefit district and the parking management special revenue fund shall be first expended to defray the total administrative costs, signage, enforcement, debt service, and the installation, operation and maintenance of parking meters placed in service in a parking benefit district on or after the effective date of designation of the parking benefit district. The total administrative costs shall be shared and paid by a parking benefit district and from the parking management special revenue fund in proportion to the total combined fees and revenue generated by or deposited into each respectively for the previous year.</p> <p>(c) Sixty percent of fees and revenues in excess of the total administrative costs shall be applied to the projects recommended by the advisory committee. The remaining funds shall be deposited in the parking management special revenue fund.</p> <p>(d) The threshold amount of net revenue (the remaining total combined fees and revenue of a parking benefit district and the parking management special revenue fund after the total administrative costs are paid) that must be generated before a project may be initiated is \$100,000.</p> <p>(e) Fees and revenue generated from a parking benefit district may be used in conjunction with other public funds or public-private partnership funds available for projects to benefit the district.</p> <p>(f) In the event that a parking benefit district is terminated, any fees and revenues generated from the use of parking meters in the parking benefit district that have not been expended shall be transferred to the parking management special revenue fund.</p>	The City may want to consider establishing an advisory committee to determine the use of a portion of revenue.
TIME LIMITS		
Limited Parking		
San Diego Municipal Code: 86.0106	The City Manager is authorized to determine the parking time limit on any designated street or portion thereof. Such limitations shall be effective when appropriate signs giving notice thereof are erected upon such street.	Rather than listing each location, the City should consider simplifying the code with general language, similar to that found in San Diego's municipal code. Posted signage can indicate the parking requirements.
San Diego Municipal Code: 86.0108	The City Manager is hereby authorized to determine the location of Loading Zones, Passenger Loading Zones, Bus Loading Zones, Taxi Zones, prohibited Standing or Parking Zones, Time-Limited Parking Zones of 30 Minutes or Less, Time-Limited Parking Zones for Ballpark Event Residential Permit Parking Districts, Safety Zones, Disabled Persons Parking Zones, Alley	

	Parking Zones, Consular Parking Zones, Street Sweeping Zones, Pedicab Resting Zones, Pedicab Parking Zones, Electric Vehicle Charging Station Zones, and Car Share Parking Zones. Such zones shall be effective when appropriate signs or curb markings giving notice thereof are erected upon such zones.	
Parking in excess of 72-hours prohibited San Diego Municipal Code: 86.0118	No person shall park or cause to be parked or allow to remain standing any vehicle upon any street or highway in excess of seventy-two (72) consecutive hours.	
RESIDENTIAL PERMIT PARKING		
Legislative purpose		
San Diego Municipal Code: 86.2001	This Division is enacted in response to the serious adverse effects caused certain areas and neighborhoods of the City of San Diego by motor vehicle congestion, particularly the parking of motor vehicles on the streets of such areas and neighborhoods by non-residents thereof. As set forth in more specific detail in Section 86.2002 of this Division, such long-term parking by non-residents threatens the health, safety and welfare of all the residents of the City of San Diego. In order to protect and promote the integrity of these areas and neighborhoods, it is necessary to enact parking regulations restricting unlimited parking by non-residents therein, while providing the opportunity for residents to park near their homes. Uniform parking regulations restricting residents and non-residents alike would not serve the public interest. Rather such regulation would contribute to neighborhood decline while ignoring the public transit alternatives to automobile travel available to non-residents. For the reasons set forth in this Division, a system of preferential resident parking is enacted hereby for the City of San Diego.	The City should consider proactively enacting a residential permit parking program. The goal is to make the neighborhoods "permit ready" prior to the implementation of paid parking.
Legislative findings		
San Diego Municipal Code: 86.2002	<p>(a) General Finding. The City Council finds as a result of public testimony, evidence generated by both professional planning studies and derived from other sources, that the continued vitality of the City of San Diego depends on the preservation of safe, healthy and attractive neighborhoods and other residential areas therein. The Council further finds that the flight of residents and property owners from major metropolitan cities can be traced in part to the deterioration of such cities as attractive and comfortable places in which to reside. The Council further finds that one factor that has contributed to this deterioration is the excessive and burdensome practice of non-residents of certain areas and neighborhoods parking their motor vehicles for extended periods of time therein. Since there is in certain areas of the city at any one time a large surplus of motor vehicles over available on and off-street parking spaces, this condition detracts from a healthy and complete environment. A system of preferential resident parking will serve to reduce a number of strains on residents of the city and thus promote the general public welfare.</p> <p>(b) Specific Findings. The following specific legislative findings of the City Council in support of preferential resident parking are set forth as illustrations of the need compelling the enactment of this Division. They are intended as illustrations only and do not exhaust the subject of the factual basis supporting its adoption:</p> <p>(1) The safety, health and welfare of the residents of the city can be greatly enhanced by maintenance of the attractiveness and livability of its neighborhoods and other residential areas;</p> <p>(2) It is a fact of modern living in the city that a large number of San Diego residents possess automobiles and as a result are daily faced with the need to store these automobiles in or near their residences;</p> <p>(3) Certain neighborhoods and areas of the city do not have sufficient on or off-street space to accommodate the convenient parking of motor vehicles by residents thereof in the vicinity of their homes;</p> <p>(4) Such areas as described in (3) above are often further burdened by influxes of motor vehicles owned by non-residents which compete for the inadequate available on-street parking spaces;</p> <p>(5) There further exist certain parking "attractors" within the City of San Diego, i.e. hospital, university, and industrial complexes, military bases, beaches, and locations convenient for commuter parking, which further aggravate resident parking problems;</p> <p>(6) Unnecessary vehicle miles, noise, pollution, and strains on inter-personal relationships caused by the conditions set forth herein work unacceptable hardships on residents of these neighborhoods and other residential areas by causing the deterioration of air quality, safety, tranquility, aesthetics and other values available in a residential environment;</p> <p>(7) If allowed to continue unchecked, these adverse effects on the residents of the city will contribute to a further decline of the living conditions therein, a reduction in the attractiveness of residing within said city and consequent injury to the general public welfare;</p>	Implementing a residential parking program will help Paso Robles maintain urban neighborhoods as attractive and comfortable places to reside.

	<p>(8) A system of preferential residential parking as enacted in this Division will serve to promote the safety, health and welfare of all the residents of the city by reducing unnecessary personal motor vehicle travel, noise and pollution, and by promoting improvements in air quality, the convenience and attractiveness of urban residential living, and the increased use of public mass transit facilities available now and in the future. The public welfare will also be served by ensuring a more stable and valuable property tax base in order to generate the revenues necessary to provide essential public services.</p>	
<p>Designation of residential permit parking areas San Diego Municipal Code: 86.2004</p>	<p>The City Council shall upon recommendation of the City Manager, consider for designation as residential permit parking areas those residential areas meeting and satisfying the objective criteria therefor established in this Division. It may in its discretion then designate by resolution certain residential areas as residential permit parking areas in which resident motor vehicles displaying a valid parking permit may stand or be parked without limitation by parking time or parking area restrictions established by this Division. Said resolution shall also state the applicable parking regulation and period of the day for its application, and the fee to be charged upon permit issuance.</p>	<p>Paso Robles should prepare urban neighborhoods for permit parking.</p>
<p>Designation criteria San Diego Municipal Code: 86.2005</p>	<p>(a) A residential area shall be deemed eligible for consideration as a residential permit parking area if based on surveys and studies prepared at the direction of the City Manager or his designee, objective criteria establish that the residential area is impacted by commuter vehicles for any extended period during the day or night, on weekends, or during holidays.</p> <p>(b) In determining whether a residential area identified as eligible for residential permit parking may be designated as a residential permit parking area, the City Manager and the City Council shall take into account factors which include but are not limited to the following:</p> <p>(1) The extent of the desire and need of the residents for residential permit parking and their willingness to bear the administrative costs in connection therewith;</p> <p>(2) The extent to which legal on-street parking spaces are occupied by motor vehicles during the period proposed for parking restriction;</p> <p>(3) The extent to which vehicles parking in the area during the period proposed for parking restriction are commuter vehicles rather than resident vehicles; and</p> <p>(4) The extent to which motor vehicles registered to persons residing in the residential area cannot be accommodated by the number of available off-street parking spaces.</p>	
<p>Designation process San Diego Municipal Code: 86.2006</p>	<p>(a) Upon receipt of a verified petition by residents of a least 50% of the living units in the area proposed for designation, the City Manager or his designee shall undertake or cause to be undertaken such surveys or studies as are deemed necessary to determine whether a residential area is eligible for residential permit parking. Such surveys or studies shall be completed within 90 days of receipt of a petition calling for such surveys or studies to be undertaken, unless otherwise provided by the City Council.</p> <p>(b) Within thirty days of the completion of surveys and studies to determine whether designation criteria are met, the City Manager or his designee shall notice as herein provided a public hearing or hearings in or as close to the neighborhood as possible on the subject of the eligibility of the residential area under consideration for residential permit parking. Said hearing or hearings shall also be conducted for the purpose of ascertaining boundaries for the proposed residential permit parking area as well as the appropriate area prohibition or time limitation on parking and the period of the day for its application.</p> <p>The City Clerk shall cause notice of such hearing or hearings to be published twice in a newspaper of general circulation printed and published in this city. The first publication shall be not less than ten days prior to the date of such hearing.</p> <p>The City Manager or his designee shall direct the Superintendent of Streets to, and such Superintendent shall cause notice of such hearing to be conspicuously posted in the proposed residential permit parking area.</p> <p>The notice shall clearly state the purpose of the hearing, the location and boundaries tentatively considered for the proposed residential permit parking area and, if applicable, the permit fee to be charged therefor. During such hearing or hearings, any</p>	<p>It is recommended that the City implement a petitioning process for residents that reside in the permit-ready neighborhoods.</p>

	interested person shall be entitled to appear and be heard, subject to appropriate rules of order adopted by the City Manager or his designee.	
Recommendation of the City Manager		
San Diego Municipal Code: 86.2007	<p>(a) Within sixty days of the completion of the hearing or hearings conducted with regard to a particular residential area, the City manager shall recommend by written report to the City Council, based on the record of such hearing or hearings and the surveys and studies performed, whether to designate the residential area under consideration as a residential permit parking area.</p> <p>(b) In the report of the City Manager, he shall set forth the evidence generated as a result of surveys and studies performed, significant subjects and concerns raised at the public hearing or hearings conducted, the findings relative to those designation criteria listed in Section 86.2005 deemed applicable to the residential area and conclusions as to whether the findings justify preferential residential parking for that particular area, the proposed boundaries of the residential permit parking area, any proposed area prohibition or time limitation and period of day for its application.</p> <p>(c) The designation process and designation criteria set forth in this Division shall also be utilized by the City Manager and the City Council in determining whether to remove designation as a residential permit parking area from a particular residential area.</p>	
Issuance of Permits		
San Diego Municipal Code: 86.2008	<p>(a) The City Manager is hereby authorized and directed to issue, upon written application therefor, a parking permit. Each such permit shall be designated by the City Manager or designee to state or reflect thereon the particular residential permit parking area as well as the license number of the motor vehicle for which it is issued. No more than one parking permit shall be issued to each motor vehicle for which application is made. The City Manager is authorized to issue such rules and regulations, not inconsistent with this Division, governing the manner in which persons shall qualify for parking permits.</p> <p>(b) Parking permits may be issued for motor vehicles only upon application of the following persons:</p> <p>(1) A legal resident of the residential permit parking area who has a motor vehicle registered in his name, or who has a motor vehicle for his exclusive use and under his control;</p> <p>(2) A person who owns or leases commercial property and actively engages in business activity within a residential permit parking area. However, no more than one parking permit may be issued for each business establishment for a motor vehicle registered to or under the control of such a person.</p> <p>(c) Proof of residency or ownership shall be demonstrated in a manner determined by the City Manager.</p> <p>(d) The City Council may, by resolution, limit the number of permits issued to any resident or dwelling unit if such limitation would further the goals of the residential permit parking program.</p> <p>(e) Proof of motor vehicle ownership or vehicle use and control shall be demonstrated in a manner determined by the City Manager.</p> <p>(f) Temporary residential parking permits may be issued for vehicles which are:</p> <p>(1) owned, rented or under the operational control of any person who owns or leases property in the residential permit area; or</p> <p>(2) used in providing services to persons or property in the residential permit area. Temporary residential parking permits may also be issued to vehicles owned by temporary visitors who are residing in the residential permit parking area. Such temporary residential parking permits shall have all of the rights and privileges of a regular permit. A temporary parking permit shall be valid for no more than fourteen (14) days from the date of issuance. No resident of a residential permit parking area shall be issued more than two temporary parking permits at any one time. A temporary residential parking permit issued to a vehicle providing services or to vehicles owned by temporary visitors shall be considered to be a temporary permit issued to the resident of the property where the services are provided or the temporary visitors are residing.</p> <p>(g) A visitor parking permit is a permit which is not affixed or assigned to an identified vehicle and which may be used on resident or nonresident vehicles as the user may need. The City Council may, by resolution, authorize the issuance of visitor parking</p>	<p>License plate numbers should be used as the unique identifier for each permit.</p> <p>It is important to require proof of residency or ownership to prevent fraud.</p> <p>In most cases, the number of permits will need to be limited.</p>

	<p>permits in any residential permit parking area. When authorized, visitor parking permits may be issued under the following conditions:</p> <p>(1) The permit is issued to a person who qualifies under Section 86.2008(b).</p> <p>(2) The applicant for a visitor parking permit has not reached the limits, if any, set by the Council pursuant to Section 86.2008(d).</p> <p>(3) Only one visitor parking permit shall be issued to any resident or dwelling unit within the permit parking area.</p> <p>(4) Such other conditions and restrictions that the City Council by resolution imposes or that the City Manager deems appropriate.</p>	
Posting of Residential Permit Parking Area		
San Diego Municipal Code: 86.2009	Upon the adoption by the City Council of a resolution designating a residential permit parking area, the City Manager pursuant to Section 82.01 of this Code shall cause appropriate signs to be erected in the area indicating prominently thereon the area prohibition or time limitation, period of the day for its application, and conditions under which permit parking shall be exempt therefrom.	
Display of Permits		
San Diego Municipal Code: 86.2010	Permits shall be displayed in a manner determined by the Chief of Police.	
Permit Parking Exceptions		
San Diego Municipal Code: 86.2011	A resident motor vehicle or transient motor vehicle on which is displayed a valid parking permit as provided for herein shall be permitted to stand or be parked in the residential permit parking area for which the permit has been issued without being limited by time restrictions or area prohibitions established pursuant to this Division. Said resident motor vehicle or transient motor vehicle shall not be exempt from parking restrictions or prohibitions established pursuant to authority other than this Division. All other motor vehicles other than vehicles specified in Section 81.06 of this Code and vehicles where the operator or the passenger being transported by said vehicle is physically disabled and the vehicle displays a license issued under the provisions of Section 9105 or Section 22511.5 of the California Vehicle Code, parked within a residential permit parking area shall be subject to the time restrictions or area prohibitions adopted as provided in this Division as well as the penalties provided for herein.	
Application for and Duration of Permit		
San Diego Municipal Code: 86.2012	Each parking permit issued by the City Manager or designee shall be valid for not more than one year from date of issuance. Permits shall expire on the last day of the anniversary month of the formation of the area for which it was issued. Permits may be renewed during the anniversary month of the area in such manner as may be required by the City Manager. Each application or reapplication for a parking permit shall contain information sufficient to identify the applicant, his residence address or address of real property owned or leased within a residential permit parking area, and the license number of the motor vehicle for which application is made, and such other information that may be deemed relevant by the City Manager.	
Permit Fees		
San Diego Municipal Code: 86.2013	<p>(a) The fees for a residential permit parking shall be set by the Council based upon the recommendation of the City Manager. The City Manager shall from time to time recommend such fees to the Council that reflect an amount to equal but not to exceed the cost of the administration of the program.</p> <p>(b) A copy of the fee schedule shall be filed in the rate book of fees on file in the office of the City Clerk.</p>	
Penalty Provisions		
San Diego Municipal Code: 86.2014	(a) It shall be unlawful and a violation of this Division unless expressly provided to the contrary herein, for any person to stand or park a motor vehicle for a period exceeding the time limitation or in violation of the area prohibition established pursuant hereto. Said violation shall be an infraction punishable in accordance with the provisions of Section 12.0201 of this Code.	

	<p>(b) It shall be unlawful and a violation of this Division for a person to falsely represent himself as eligible for a parking permit or to furnish false information in an application therefor.</p> <p>(c) It shall be unlawful and a violation of this Division for a person holding a valid parking permit issued pursuant hereto to permit the use or display of such permit on a motor vehicle other than that for which the permit is issued. Such conduct shall constitute an unlawful act and violation of this Division both by the person holding the valid parking permit and the person who so uses or displays the permit on a motor vehicle other than that for which it is issued.</p> <p>(d) It shall be unlawful and a violation of this Division for a person to copy, produce or otherwise bring into existence a facsimile or counterfeit parking permit or permits without written authorization from the City Manager or designee. It shall further be unlawful and a violation of this Division for a person to transfer the beneficial ownership of or a continuous right to use a visitor parking permit or to knowingly use or display a facsimile or counterfeit parking permit in order to evade area prohibitions or time limitations on parking applicable in a residential permit parking area. A violation of this subsection shall be a misdemeanor punishable in accordance with the provisions of Section 12.0201 of this Code.</p>	
<p>Revocation of Permit San Diego Municipal Code: 86.2015</p>	<p>The City Manager or designee is authorized to revoke the residential parking permit of any person found to be in violation of this Division and, upon written notification thereof, the person shall surrender such permit to the City Manager or designee. Failure when so requested, to surrender a residential parking permit so revoked shall constitute a violation of law and of this Division.</p>	