

Parking Action Plan

Paso Robles, California

June 19, 2018

DIXON
RESOURCES UNLIMITED

Dixon Resources Unlimited

→ Extensive parking and traffic management experience

→ On and off-street programs:

- Technology
- Operations
- Customer Service
- Procurement
- Collections
- Maintenance
- Security/Safety
- Enforcement

→ Revenue reconciliation

→ Efficiency analysis

→ Overall recommendations and training

CA	Alameda	CA	Seal Beach
CA	Anaheim	CO	Denver
CA	Beverly Hills	FL	Seaside
CA	Downey	HI	Maui
CA	Livermore	ID	Boise
CA	Los Angeles	IL	Oak Park
CA	Napa	MI	Ann Arbor
CA	National City	NJ	Atlantic City
CA	Newport Beach	NM	Albuquerque
CA	Oakland	NV	Las Vegas
CA	Oceanside	NV	Reno
CA	Ontario CC	OR	Portland
CA	Palo Alto	TX	Austin
CA	Pasadena	TX	Dallas
CA	Riverside	UT	Park City
CA	San Diego, Port	UT	Salt Lake City
CA	San Francisco	UT	Springdale
CA	San Jose	WA	Seattle
CA	San Leandro	WA	Spokane
CA	Santa Cruz, Port	WA	Vancouver
CA	Sausalito	WI	Milwaukee

Project Overview

Project Background

- 2002 and 2008 Parking Studies

Site Visit: April 16-17, 2018

Stakeholder Engagement

- City Manager's Office
- Police Department
- Public Works
- Maintenance Services
- Community Development

April 17 City Council Presentation

Parking Action Plan (PAP)

- Near, mid, and long-term implementation steps

Steering Committee, including:

- Main Street Association
- Chamber of Commerce
- Planning Commission
- Travel Paso

Education and Outreach

- Explain program purpose, goals, and benefits of paid parking
 - “Parking Ethos”
- Positive Wording
- Unified parking brand
- Public feedback forums



Shared Parking

- Maximize existing parking resources
- Mutually beneficial approach
 - Revenue split
- Incorporate City's brand/wayfinding
- Potential locations:
 - Paso Robles Inn
 - Fair Parking Lot
 - Pioneer Museum
 - Hunter Auto Body Shop

Establish a framework:

- Term and extension
- Use of facility
- Maintenance
- Operations
- Utilities and Taxes
- Signage
- Enforcement/Security
- Insurance and Indemnification
- Termination

Employee Permit Parking

- Proactively address prior to implementation of time limited or paid parking
- Park n Ride, 17th and Park Lot, Old City Hall Lot (4th and Pine), and Hunter Auto Lot after 5pm
- Residential streets
 - Some curbsides are largely unused most of the day
 - Limit number of permits to minimize impact
- Nominal cost to sustain the program (\$20.00 per month)
 - Rate should be affordable for employees making minimum wage
 - Low-income permit rate (\$10.00 per month)
- Online permit management system with digital, license plate-based permits

Wayfinding

- Will be consistent throughout Paso Robles – extending existing agreement
 - Parking brand
- Directional signage to lots including any shared parking
 - Consider naming lots
- Promote parking online
- Parking Guidance System
 - Digital messaging
 - Real-time occupancy counts



Pedestrian Safety

- Frequent concern of stakeholders
- Safe routes into downtown from parking lots
- Repaving of parking lots
 - ADA compliance
- Visibility of crosswalks on 13th Street



Bike Sharing

- Start a pilot program with a Bike Share Company
 - Throughout Downtown
 - To/from nearby Hotels
 - Docking stations
- Electronic bikes
- Dockless Bike Share
 - May limit ADA accessibility
- Docking stations located at lots and throughout downtown
- Low-cost option to make remote parking more accessible

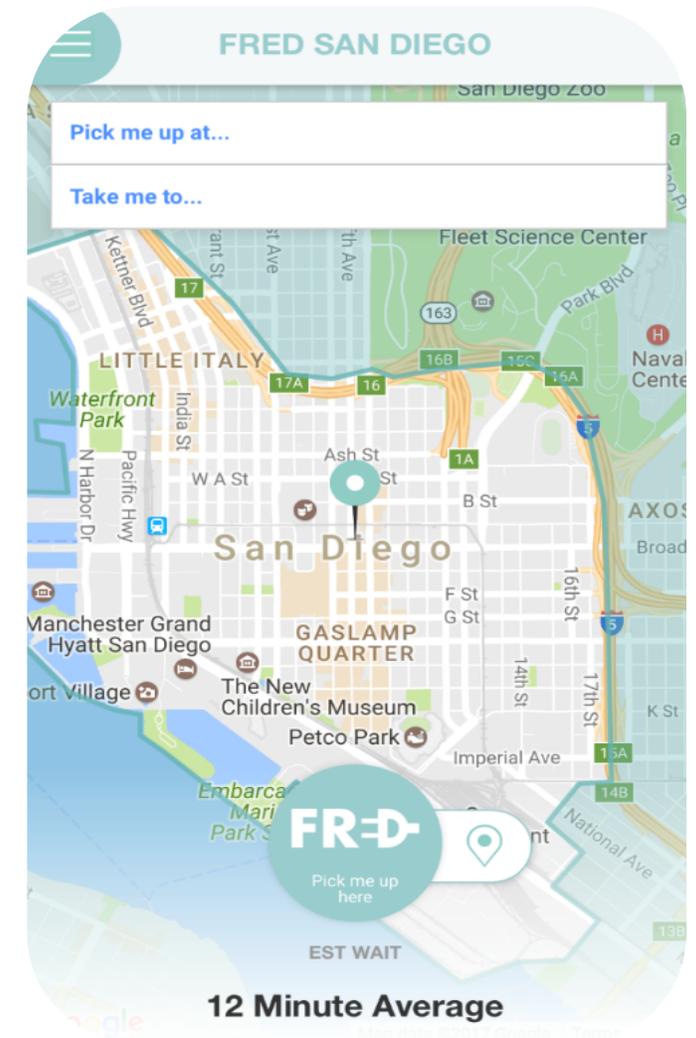


Valet Parking

- Rate structure could encourage long-term parkers to use the service
 - \$6.00 for 2 hours (\$3.00 per hour) vs.
 - \$10.00 for 5 hours (\$2.00 per hour)
- Incentivizes customers to stay downtown longer
- Can increase capacity by as much as 40%
- Marv's Lot drop-off/pick-up
- Store cars at Transit Center or City Hall Lot

FRED Shuttle

- Improves access and mobility downtown
- On-demand service or fixed routes
- Staffing and operations funded by advertisements



Special Events

- Special event flat rate
- Establish criteria for when event rates will apply
 - Advanced notification requirements
- Familiarizes drivers with paid parking in Paso Robles
- Promotes alternate modes of transportation to events
- Encourages turnover and improves access to downtown businesses



Parking Demand Management

Paso Robles likely has a parking management issue, rather than a parking supply issue

- 85% target occupancy rate
- Issue of employee parking

Time Limits

- 2 vs. 3-hour limits
- 8am to 9pm Monday – Saturday
- Start with on-street
- No reparking ordinance
- Inconvenience to visitors
- May not sustain the cost of the operation

Paid Parking

vs.

- Discourages employees without need for time limits
- Revenue allows for a sustainable operation
- Baseline monetary value for parking allows for incentive programs
- 10am – 9pm Monday – Saturday
- On-street & parking lot next to Marv's Pizza
- Primarily pay stations w/ mobile payment

Parking Demand Management *cont.*

Rate Structures

- **Flat Rate**
 - \$0.75 per hour
 - 2-hour time limit
- **Zone-Based / Tiered**
 - Zone 1: within 2 blocks of the park
 - \$1.50 per hour
 - Zone 2: within 3-4 blocks of the park
 - \$0.75 per hour
 - Zone 3: Free

Recommended:

- **Escalating / Pay-to-Stay**
 - Hours 1-2: \$0.75 per hour
 - Hours 3-4: \$1.50 per hour
 - Beyond 4 hours: \$2.00 per hour
 - \$32.50 for all day
 - Off-Street: \$0.50 per hour all day

The City could trial paid parking through a pilot program or with Special Event rates as a starting point.

Parking Demand Management *cont.*

12.38.060 - Citation for violation— Procedures.

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 hereinafter provided for violations to the provisions to these chapters.

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.**

Ordinances only allow for pennies and nickels

Early payment penalty amount of \$5.00 is too low

Parking Benefit District

- Special Parking Fund
- Revenue reinvested into the downtown
 - Establish a distribution schedule before implementation of paid parking

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%

Residential Permit Parking

- Prevent spillover parking
- Update ordinances to make areas permit eligible
 - Petitioning process for implementation
- Online customer portal
 - Proof of residency
 - Digital permits
- Guest permits
- Nominal cost to sustain the program

Enforcement Staffing

- 2 full-time dedicated non-sworn resources
 - Parking Ambassadors
 - Consistency and compliance
 - Cyclical beats/routes
- Provide basic preventative maintenance (Level 1) and revenue collections for paid parking station
- Funded and sustained by paid parking and citation revenue

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

Enforcement Technology

- Handheld devices
- License Plate Recognition (LPR)
- RFP for automated citation and permit management system
 - Integrated with handhelds and LPR
 - Fine escalations
 - Collection rate above 90%
- Update municipal code:
decriminalization of citations

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.”*

Parking Garage

- Stakeholder support
- Not guaranteed to solve on-street problem
- Could be an option after other solutions have been pursued and occupancy rates remain high
- Potential locations:
 - City Hall Parking Lot
 - Railroad Street



City Hall Parking Lot

Budget Estimates

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

Budget Estimates

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

← Charging during Special Events only versus Year-Round

- Citation revenue not included
 - Goal of the program is compliance
 - In some cases, the enforcement staff can be sustained by citation revenue.
- Residential and employee permit program revenue not included
 - Cost of the permits should ideally be just enough to sustain those programs.

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

Timeline

Near-term

- Identify employee parking locations
- Outreach & incentives (90 days)
- Identify shared parking locations
- Warning notices & enforcement
- Signage
- Baseline data collection, LPR
 - Measure progress
- Safety improvements
- Special event paid parking
- Valet
- Ordinance updates

Mid-term

- Time limits and/or paid parking?
 - Parking Benefit District
- Remote employee parking
- Mode shift incentives and alternatives
 - Bike share
 - Shuttles
 - Commuter benefits
- Residential and employee permits

Long-term

- Consider the need for a parking garage

Incremental adjustments

Contact Information

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