



Council Agenda Report

From: Ty Lewis, Acting Police Chief
Subject: Adoption of the 2018 Downtown Parking Action Plan
Date: June 19, 2018

Facts

1. In March of 2018, the City Council commissioned Dixon Resources Unlimited to conduct a Downtown parking Existing Conditions and Needs Assessment study.
2. In April of 2018, Dixon Resources Unlimited conducted a series of onsite visits and community engagement meetings to ensure a thorough review of existing Downtown parking conditions. The consultant met with City Council Members, Staff, a Steering Committee comprised of residents and business owners, and a large number of other community stakeholders. The consultant also reviewed two previous parking management studies, one from 2002 and the other from 2008.
3. City staff and the consultant participated in parking technology demonstrations from various vendors and viewed a number of contemporary parking solutions successfully utilized by similarly sized municipalities with similar parking challenges.
4. Between March and June of 2018, the consultant and City staff continued to refine information gleaned from previous studies, community engagement meetings, outside parking programs, best practices, technology trends, and case studies. This thorough examination resulted in a Parking Action Plan that provides the framework to create and implement a tailored parking program with specific solutions addressing Paso Robles parking challenges.
5. The Parking Action Plan recommends short, mid, and long-term implementation steps to establish an effective and efficient parking program in Paso Robles. Recommendations address current, upcoming and long-term parking challenges and needs of the community.
6. The Parking Action Plan identifies three critical components to effectively address Downtown parking challenges:
 - Managing on-street demand to maintain occupancy rates,
 - Use technology to improve the parking experience and
 - Creation of an Employee Parking Program (EPP).
7. The consultant also performed a comprehensive ordinance review of the Paso Robles Municipal Code related to parking. The review has identified necessary modifications and additions to the code to support effective future parking management.

Options

1. Take no action.
2. Adopt the 2018 Paso Robles Parking Action Plan.
3. Reject the 2018 Paso Robles Parking Action Plan as drafted.
4. Provide alternative direction as may be appropriate.

Analysis and Conclusions

The 2018 Paso Robles Parking Action Plan recommends 13 immediate steps to mitigate Downtown parking challenges:

1. Update municipal code ordinances to allow for time limits and paid parking.

2. Establish an easily recognizable and unified parking brand to represent the Paso Robles Parking Program.
3. 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.
4. Develop a Special Event Enforcement Plan and allocate the necessary enforcement resources to manage access, traffic flow and safety issues in Paso Robles.
5. Evaluate feasibility of a Parking Benefit District in Paso Robles and adopt necessary ordinances to support the program.
6. Initiate an Employee Parking Permit (EPP) program.
7. Initiate a Residential Parking Permit (RPP) program to prevent spillover parking in the residential neighborhoods.
8. Establish a dedicated Parking Ambassador program to handle all Downtown parking related matters and enforcement.
9. Acquire a citation processing management system, handheld citation equipment, and License Plate Recognition (LPR) technology.
10. Name all parking lots for ease of communication. Update signage to direct vehicles to parking lots on edges of downtown core utilizing a parking brand.
11. Pursue shared parking agreements with businesses and land owners that may have parking availability and establish a framework to negotiate off-street shared/public parking agreements in areas with high parking demand.
12. Ensure pedestrian routes to and from Downtown parking lots are safe and accessible.
13. Establish a Bike Sharing Program, valet parking, or a Downtown free ride shuttle program.

Each of these functional areas supports the City's development and future planning for Downtown. The 2018 Paso Robles Parking Action Plan provides the foundational building blocks necessary to implement a robust and reliable Downtown parking program; a program that provides modularity and flexible solutions that can grow and expand with the City's evolving needs.

Fiscal Impact

There are no fiscal impacts by adopting the 2018 Paso Robles Parking Action Plan. However, implementing one or more of the initiatives recommended within the plan will incur one time and recurring costs to support any desired parking initiatives undertaken by the City.

The proposed budget to establish a parking program in the first year includes \$300,000 in one-time expenditures (acquiring the parking management software, etc.) and \$94,300 in net on-going annual operating costs.

Recommendation

Adopt the 2018 Paso Robles Parking Action Plan and direct the City Manager and Police Chief to work with the stakeholders to initiate its implementation.

Attachments

1. 2018 Parking Action Plan prepared by Dixon Resources Unlimited

Please Refer to Attachment Documents:

**Item #21: Adoption of the 2018 Downtown Parking
Action Plan**

- **Attachment - 2018 Parking Action Plan**

www.prcity.com/government/departments/police/pdf/Parking-Action-Plan.pdf

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