

Parking Program Update

August 11, 2021



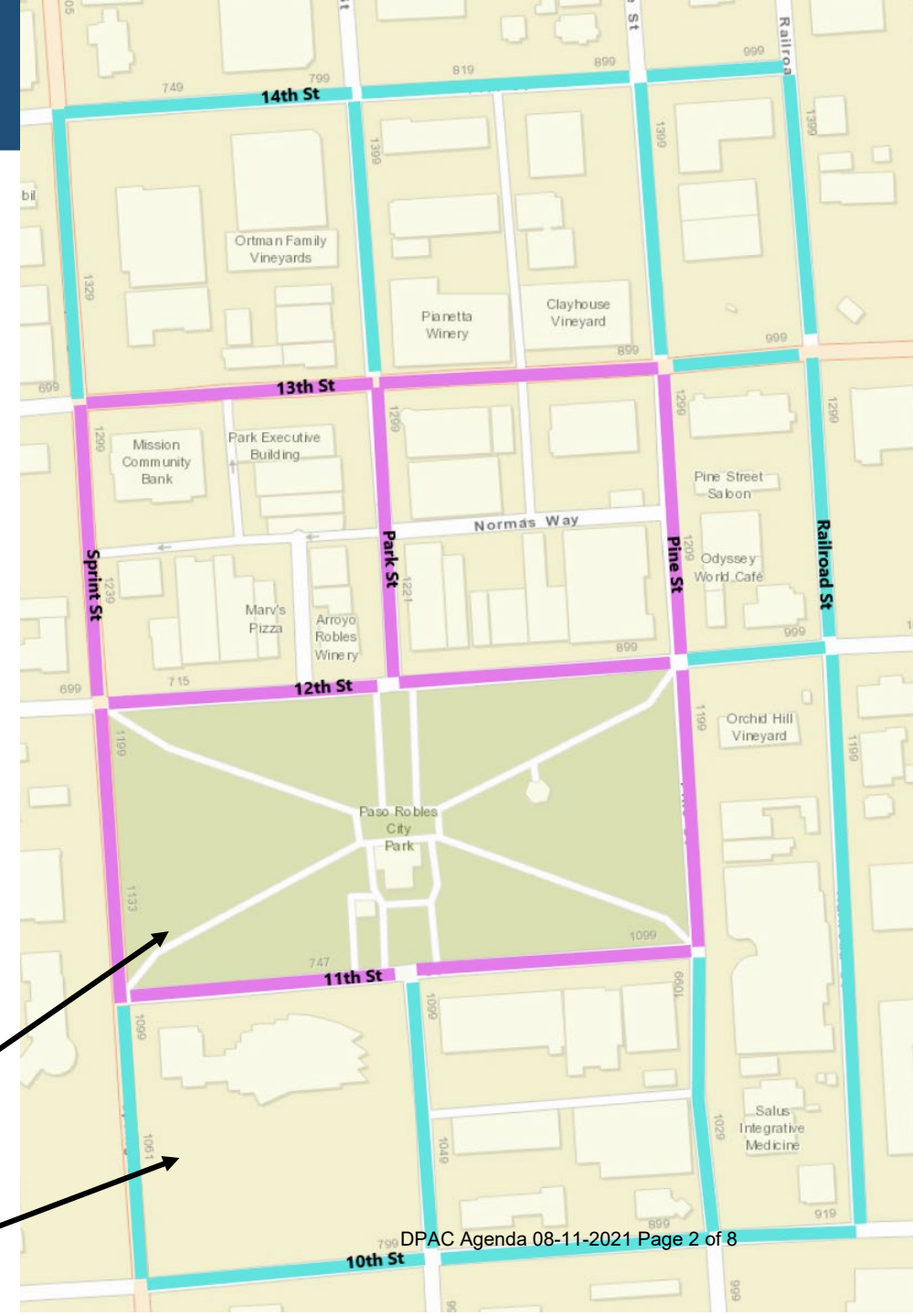
DIXON
RESOURCES UNLIMITED

Parking Management Solution

- Solution implemented August 14, 2019
 - Monday – Friday, 9 AM – 6 PM
 - Later expanded to 7 days/week, 9 AM – 8 PM
 - First 2 hours are free with license plate registration, followed by \$1.00 per hour
 - Initiate parking sessions at pay stations or via WayToPark app
- License Plate Recognition
- Automated citation and permit management system
- Data collection
- Stakeholder engagement

Downtown CORE
Data Collection
Area

Downtown Data
Collection
Area



Downtown Parking Program

The Downtown Parking program was initiated in 2019 with the following goals:

- Manage on-street demand to maintain occupancy rates
- Use technology to improve the parking experience
- Create an employee parking program
- Create a sustainable program that will be cost-neutral by year 5



Data Collection Plan

- Goals:
 - Enhance transparency and facilitate data-driven parking management decisions.
 - Establish a consistent schedule and process to share results.
 - Incorporate data collected during enforcement duties, including payment and citation data sources, to enhance results and provide ongoing metrics.

Conduct Parking Occupancy Study once per quarter

Q1	February
Q2	May
Q3	August
Q4	November

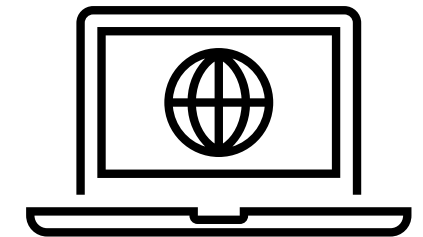


Data collection frequency for on-street & off-street locations

3 weekdays
2 weekend days
9am, 12pm, 3pm, 6pm



Data to be posted on City website



Why is a Special Event Parking Plan needed?

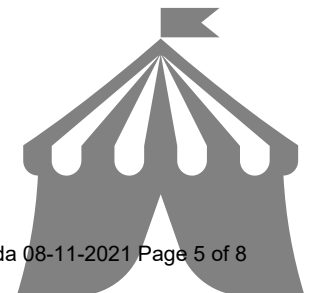
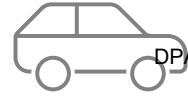
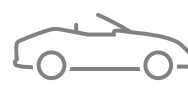
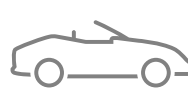
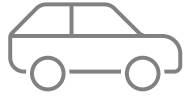
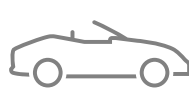
Optimize parking management for:

- Event attendees
- Vendors
- Public parking patrons
- Downtown businesses and employees

Most events will occur at least partially during paid parking operating times

- Monday – Sunday, 9:00 a.m. - 8:00 p.m.
- Except Thanksgiving Day, Christmas Day, and New Year's Day

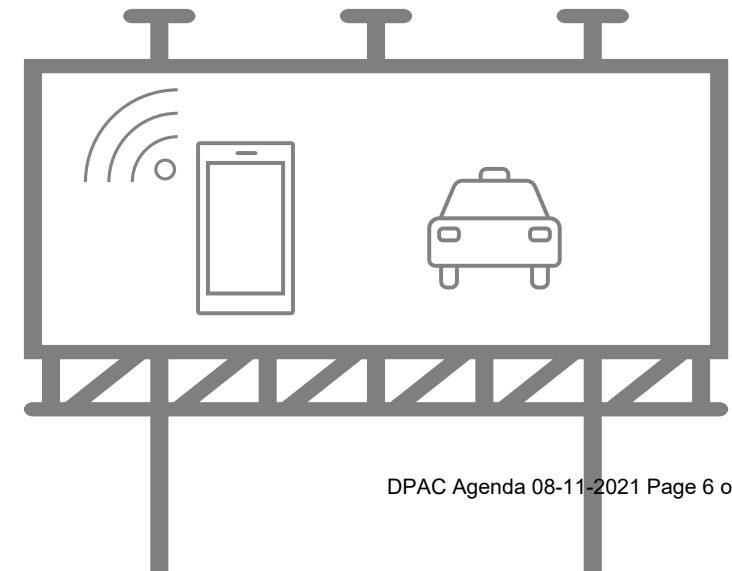
Events could impact permit parking locations



Special Event - Considerations

- Parking demand will vary depending on size/type of event
- Cost sustainability of the parking program and related staff time
- Signage and promotion of alternative parking and mode options
- Mobile app and pay station discount codes, incentives, and ads
- Street closures and access to permit lots
- Valet parking
- Vendor loading and parking
- Rideshare/TNC and passenger loading

Agenda Item 06



Initial Idea: Update Permit Process for Special Events

- Amend the permitting process to require information such as:
 - Vendor parking requirements
 - Mitigation strategies
 - Temporary signage plan
 - Requirements for use of public parking spaces, lots, and streets
- Consider escalating paid parking rates during certain special events.
- Include a fee for public parking space rentals
 - Support staff time to process applications and coordinate parking program adjustments
 - Different fee for use of regular vs. paid spaces?
 - During vs. outside of paid parking operating hours

Please direct any comments, suggestions,
concerns, and questions to:

parking@prcity.com

Thank you!