



## TRANSPORTATION AND CIRCULATION COMMISSION & BOARD OF PARKING PLACE COMMISSION AGENDA

---

MEETING DATE: JULY 23, 2018

TO: TRANSPORTATION AND CIRCULATION COMMISSION / BOARD  
OF PARKING PLACE COMMISSION

FROM: COMMUNITY DEVELOPMENT &  
PUBLIC WORKS/TRAFFIC ENGINEERING

SUBJECT: DOWNTOWN PARKING PROGRAMS

---

### SUMMARY

Consideration of changes to the employee permit parking program and the creation of a nighttime paid parking pilot program.

### RECOMMENDATION

That the Transportation and Circulation Commission recommends to the City Council the following actions<sup>1</sup>:

1. Relocate 189 designated employee parking spaces from four centrally-located surface parking lots to perimeter lots (from Lots L-6, L-10, L-11, and L-15 to Lots L-1, L-2, L-4, and L-16).
2. Increase the fee for Employee Permits from \$6 per year to \$40 in 2019, \$80 in 2020, and \$120 in 2021.
3. Establish locations for a Paid Parking Pilot Program, utilizing temporary infrastructure with a third party vendor, for the area generally bounded by Wilshire Avenue on the north, the railroad tracks on the south, Malden Avenue on the west, and Pomona Avenue on the east.
4. Establish days, times and pricing for a Paid Parking Pilot Program, creating a 90-day pilot program charging a \$5 flat fee for parking on Thursday, Friday, and Saturday nights from 8:00 PM until 1:00 AM within the established area.

---

<sup>1</sup> The Board of Parking Place Commission will ratify those actions relevant Parking District Nos. 1 & 2, consistent with their authority under the Vehicle Parking District Law of 1943 following City Council approval.

5. Revise time periods for time limited parking, setting a standard 7:00 AM start time and 7:00 PM end time for any time limited parking areas (lot, structure, on-street) in Downtown and adding a 2-hour limitation, except Saturday, Sunday, and holidays<sup>2</sup>, on L-2, ensuring that all locations with employee designated spaces have time limits.

## DISCUSSION

### Background

In 2016, Fehr and Peers assisted the City with the preparation of an Existing Conditions Report (Report)<sup>3</sup> on the state of Downtown Fullerton parking. The Report was the first phase in a larger effort to improve management of the City's public parking supply. The Report evaluated the area between Berkeley and Truslow Avenues, centered around Harbor Boulevard (study area). It identified a total of 4,032 off-street public parking spaces throughout the study area in 24 lots and six (6) garage structures and an additional 1,684 on-street spaces.

The Report concluded that existing parking resources are sufficient to meet current and future demand and that the "basic building blocks of a successful Downtown parking program are in place, [but] there is no cohesive organizational structure to ensure the successful long-term management of the existing parking resources...[or a] stable on-going funding source." The Existing Conditions Report identified opportunities for changes to employee parking and consideration of paid parking opportunities among others such as improved directional "wayfinding" signage and the use of parking management technology.

Fehr and Peers was retained again in 2018 and tasked with proposing specific actions for implementation related to the employee permit parking program and paid parking for evening patrons. Their analysis is summarized in *Recommendations for Managing Employee and Evening Patron Parking in Downtown Fullerton* (Attachment 1), and is the basis for the recommendations below.

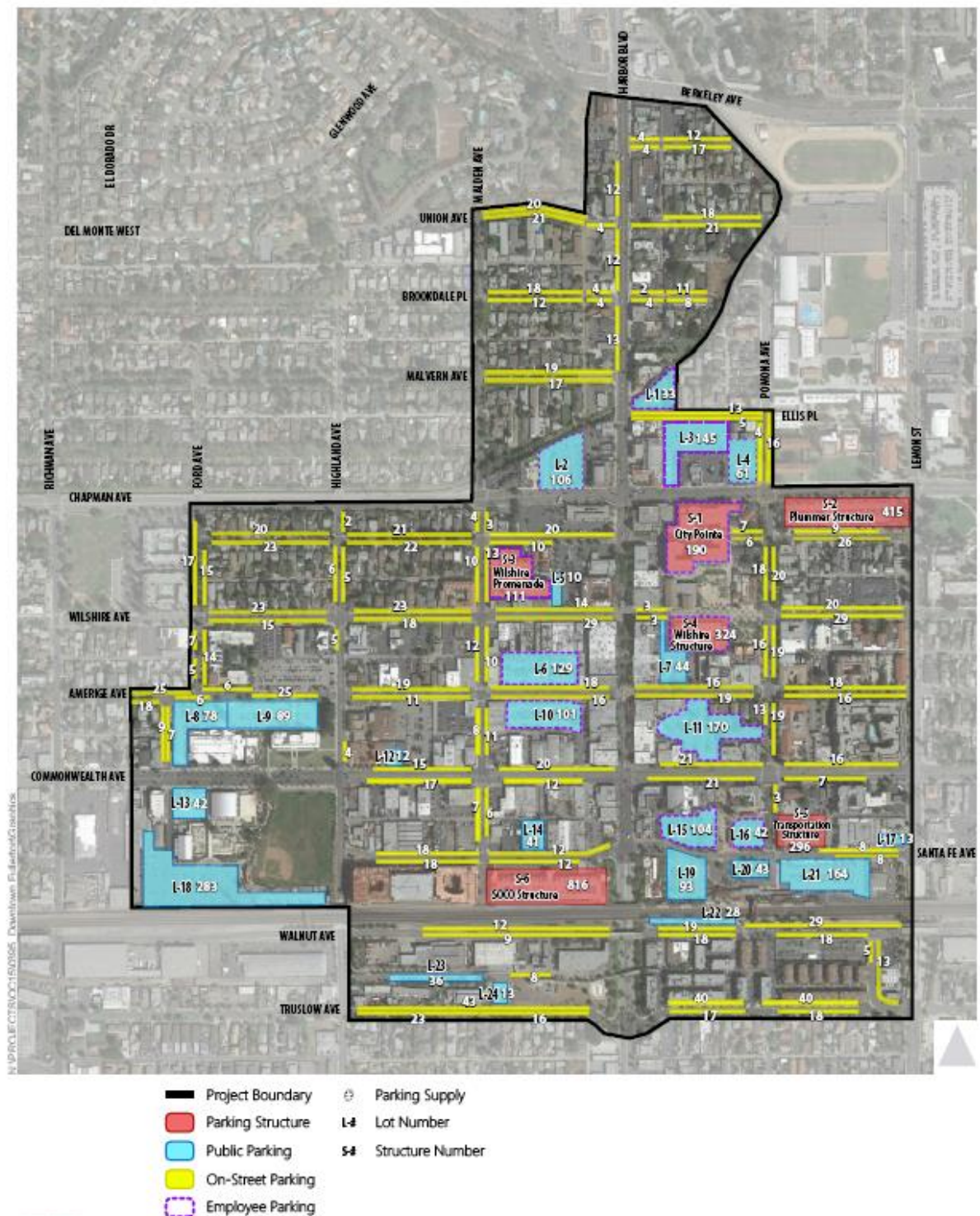
Figure 1 (Public Parking Facilities) identifies the lots, structures, and on-street parking areas included in the study area. Throughout this report, lots and structures will be identified with the numbering used on Figure 1.

---

<sup>2</sup> The proposed time limits for L-2, including exempt days, are consistent with those on L-3.

<sup>3</sup> Downtown Fullerton Parking Management Strategic Plan - Phase 1 Existing Conditions Report – February 16, 2016 – <https://docs.cityoffullerton.com/weblink/1/doc/587307/Page1.aspx>

**FIGURE 1 – PUBLIC PARKING FACILITIES**



## **Proposal**

### **A. Employee Permit Parking Program**

The City maintains a supply of parking spaces where vehicles displaying a City-issued permit may park for longer than the posted time limit. Throughout the study area there are approximately 720 of these yellow-striped employee parking stalls. Although these spaces are not exclusively limited to employee use, anyone parked in a yellow-striped space without a parking permit is subject to the posted time limits. These spaces are currently distributed across 10 lots and structures; 204 of the spaces are located in high-demand retail lots surrounding Harbor Boulevard and Amerige Avenue (L-6, L-10, and L-11), comprising 51% of the total spaces in these three lots. The Report identifies that locating a high percentage of employee stalls in high-demand lots during peak daytime hours limits the supply of short-term stalls for customers. The Report also identifies that the cost and number of employee permits should be revisited. Currently each permit costs \$6 per year; this fee has not increased since 2008.

#### Recommendation 1: Revise Locations of Employee Designated Spaces

Staff recommends that 164 of the 204 centrally-located yellow-striped employee parking spaces be relocated from Lots L-6, L-10, and L-11 to parking lots located on the perimeter of the core Downtown area (L-1, L-2, and L-4). The proposed lots, north of Chapman Avenue, are less than a ½ mile from the Harbor/Amerige intersection and would result in an approximate 6 to 8 minute walk for employees. It is worth noting that a typical transit commute includes up to a ½ mile walk between station and workplace. This proposal will retain 40 employee stalls in the Harbor/Amerige lots to accommodate limited employee parking. The proposed change will increase customer time-restricted parking to 360 spaces in these three lots (90% of total parking).

Staff also recommends a relocation of 25 of the 35 employee spaces serving the area north of the Fullerton Transportation Center from L-15 easterly to L-16.

Table 1 (Employee Parking Facilities) identifies each of the 12 lots and structures that provide employee spaces and the existing and proposed quantities.



**TABLE 1 – EMPLOYEE PARKING FACILITIES**

Facility Name	Total Spaces	Existing Employee Parking Spaces		Proposed Employee Parking Spaces		Difference	Net Customer Parking
L-1	33	10	30%	33	100%	23	0
L-2	106	0	0%	80	76%	80	26
L-3	145	58	40%	58	40%	0	87
L-4	61	0	0%	61	100%	61	0
L-6	129	83	64%	16	12%	-67	113
L-10	101	63	62%	12	12%	-51	89
L-11	170	58	34%	12	7%	-46	158
L-15	104	35	34%	9	9%	-25	95
L-16	42	17	40%	42	100%	25	0
S-1	111	85	77%	85	77%	0	26
S-3	190	86	45%	86	45%	0	104
S-4	324	278	86%	278	86%	0	46
<b>Total</b>	1,516	718		718			

**Recommendation 2: Increase the Fee for Employee Permits**

Staff recommends that the City increase the fee for the employee parking permits. Following a review of comparable programs, Fehr and Peers recommends an annual rate of \$120. As a result of feedback solicited from business owners, staff is recommending the increase be phased in over three years as follows: 2019 - \$40, 2020 - \$80, 2021 - \$120. Permits for partial year purchases would be prorated for the remainder of the year. Staff is currently exploring options to increase the efficiency and flexibility of the administration of the program concurrently with increased permit fees by year three of the increase.

**B. Nighttime Paid Parking Pilot Program**

The Report identifies that it is unusual for a city with an extensive public parking system to offer parking free of charge. In order to test the effectiveness and potential consequences of implementing paid parking, a 90-day pilot program is proposed. The pilot program will focus on patrons visiting downtown on peak nights, in recognition of the additional burden to City resources caused by the late night bar and restaurant scene in downtown. Any infrastructure needed to administer the pilot program, including staffing, will be provided by a third-party vendor. Pilot program improvements would either be temporary or otherwise cost effective.

**Recommendation 3: Establish Locations for Paid Parking Pilot Program**

Staff recommends that a paid parking pilot program be established to include lots and structures bounded by Wilshire Avenue on the north, the railroad tracks on the south, Malden Avenue on the west, and Pomona Avenue on the east. The area includes Lots L-6, L-7, L-10, L-11, L-15, L-16, L-19, L-20, and Structures

S-4 and S-6 for a total of 1,907 spaces of which 369 are striped for employees (net 1,538 spaces). This boundary is consistent with the concentration of businesses open after 10:00 PM. Staff is meeting with multiple parking services vendors to understand the mechanics of implementing a temporary program for this area. In addition to evaluating the pros/cons of access control, considerations include: L-16 and S-4 will likely be heavily utilized in the evening by employees; private parking spaces require access through Lots L-11, L-10 and L-15; and, that restaurants may need to accommodate take-out customers/delivery services. Staff is also exploring the feasibility of automated pay stations to reduce the personnel costs and security concerns associated with fee collection.

Recommendation 4: Establish Days, Times and Prices for Pilot Program

Staff recommends charging patrons a flat fee of five dollars (\$5) per night to park during a 90-day pilot period on Thursday, Friday, and Saturday evenings from 8:00 PM to 1:00 AM. As a result of feedback solicited from downtown stakeholders and business owners, the recommendation was modified from a 7:00 PM start time on a nightly basis to an 8:00 PM start time three days a week.

**C. Time Restrictions and Enforcement**

The Report identified that most of the public parking spaces in the lots, structures, and on the streets have time limited parking. These spaces generally have either 2- or 3-hour limits depending on the surrounding uses. The time restrictions start typically either at 7:00 AM, 8:00 AM, or 9:00 AM and end at 4:00 PM, 5:00 PM, or 6:00 PM. The lack of consistency of the hours during which time limits apply is confusing for patrons and adds difficulty to enforcement. Without recurring and consistent enforcement of time limits, there is no incentive for employees to utilize the designated spaces or for spaces to otherwise turn over to support the daytime retail, restaurant, and services business in the Downtown.

Recommendation 5: Revise Time Periods for Time Limited Parking

Modify the time period for enforcing time restrictions to 7:00 AM to 7:00 PM for all Downtown parking areas with time restrictions. No changes would be made to the time limits, however, time limits would be added to L-2, currently the only Downtown lot not fully time-limited. Sundays and Holidays should remain excluded from the time restrictions, as would Saturday on L-2 and L-3. In addition to the benefits of a consistent timeframe, the extended time period until 7:00 PM will help ensure turnover through dinnertime.

The Police Department Traffic Bureau is responsible for the enforcement of parking restrictions in Downtown Fullerton. The Traffic Bureau is funded for six Parking Control Officers (PCOs), but currently only has three PCOs on staff. The Police Department has started the recruitment process to fill the three vacant PCO positions, with the goal of increasing enforcement in Downtown. At the direction of the City Manager and Police Chief, the Traffic Bureau has adjusted the hours and responsibilities of current personnel to improve parking enforcement in Downtown until the new PCOs are hired and trained.

## **Re-Investment in the Downtown**

The purpose of the collection of fees is to create a revenue stream for Downtown operations. All revenues generated by the proposed actions will be designated for reinvestment into the operations of the Downtown, including maintenance, enforcement, safety and security. To note, portions of the Downtown parking area (generally L-6, L-7, L-10, L-11, and S-4) were established as Parking District No. 1 and Parking District No. 2 in 1958 and 1963, respectively. These Districts were formed under the Parking District Law of 1943 that requires any associated parking revenues to be returned to the District.

## **Outreach and Monitoring**

### **A. Community and Stakeholder Meetings**

A Community Meeting was held on May 21, 2018 for property owners, business owners, and other interested parties to introduce Fehr and Peers' preliminary recommendations to the Downtown stakeholders. Approximately 35 people were in attendance. The Community Meeting, along with a number of subsequent individual and group meetings, produced an informative dialogue regarding the proposals that has further shaped the recommendations.

### **B. Downtown Game Plan Webpage**

A project webpage [www.cityoffullerton.com/gameplan](http://www.cityoffullerton.com/gameplan) has been established and is updated as recommendations evolve and move through the public hearing process. Interested parties are also directly able to sign up on the webpage to receive updates. As indicated on the webpage, "Downtown Parking Programs" is one of three components that are part of the overall Game Plan for Downtown Fullerton.

### **C. Hearing Notices**

On July 9, 2018 hearing notices were mailed to property owners and business locations. In total, 511 notices were mailed to property owners (93) and business locations (418). The notice provided a summary of the proposed changes and provided a link to the Game Plan webpage. The same mailing list will be used for future public hearing notices, including City Council.

### **D. Interactive Mapping**

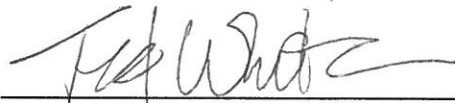
Following approval of the proposals, separate interactive maps will be created to assist businesses, employees, customers and other visitors to utilize public parking areas. Staff plans to modify the platform developed for the maps at [https://www.cityoffullerton.com/visitors/downtown\\_fullerton/restaurants\\_n\\_shopping.asp](https://www.cityoffullerton.com/visitors/downtown_fullerton/restaurants_n_shopping.asp) and provide updated information on separate maps for the employee permit parking areas and the nighttime paid parking areas. Links to maps will be provided to Downtown Game Plan subscribers. Files for printable maps will also be available.

**E. Public Education**

Following approval of the proposals, notification will be provided to property and business owners. Staff will also prepare press releases and work with local media to publicize the changes.

**F. Monitoring**

During the 90-day pilot program, staff will engage Downtown stakeholders regarding the nighttime paid parking program, make adjustments as necessary, and monitor potential impacts on surrounding residential neighborhoods. Staff will also continue to monitor the Employee Permit Parking Program.



---

Ted White  
Director of Community Development



## MEMORANDUM

Date: July 6, 2018

To: Ted White, AICP & Heather Allen, AICP – City of Fullerton, Community Development Department

From: Paul Herrmann, P.E.  
Jason D. Pack, P.E.

**Subject: Recommendations for Managing Employee and Evening Patron Parking in Downtown Fullerton**

*OC15-0359.01*

---

The purpose of this memorandum is to provide refined recommendations related to parking management in Downtown Fullerton; specifically focusing on employee parking and evening patron parking in the Downtown area. These recommendations utilize the data and recommendations from the Downtown Parking Management Plan Fehr & Peers conducted for the City in 2015.

This memorandum summarizes our recommendations and analysis. In summary, we recommend that Fullerton improve its Downtown parking management by:

- modifying the time restriction hours and variability between parking locations;
- relocating certain employee-designated spaces from patron preferred locations, freeing up prime retail parking spots for higher-turnover parking users;
- increasing the price for employee parking permits to bring the cost to market rate;
- enforcing parking regulations more stringently; and
- implementing a paid parking pilot program





The remainder of this memorandum summarizes the following:

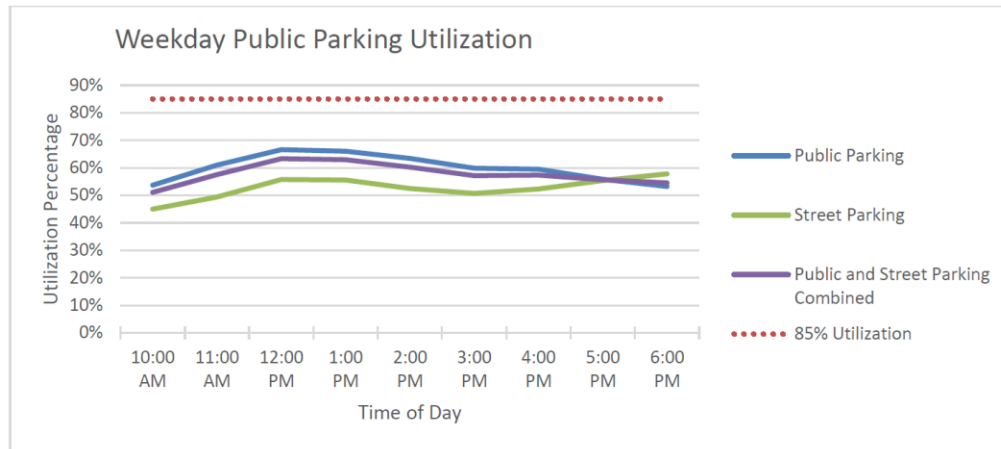
- Project Background
- Existing Challenges
- Recommendations

## **Project Background**

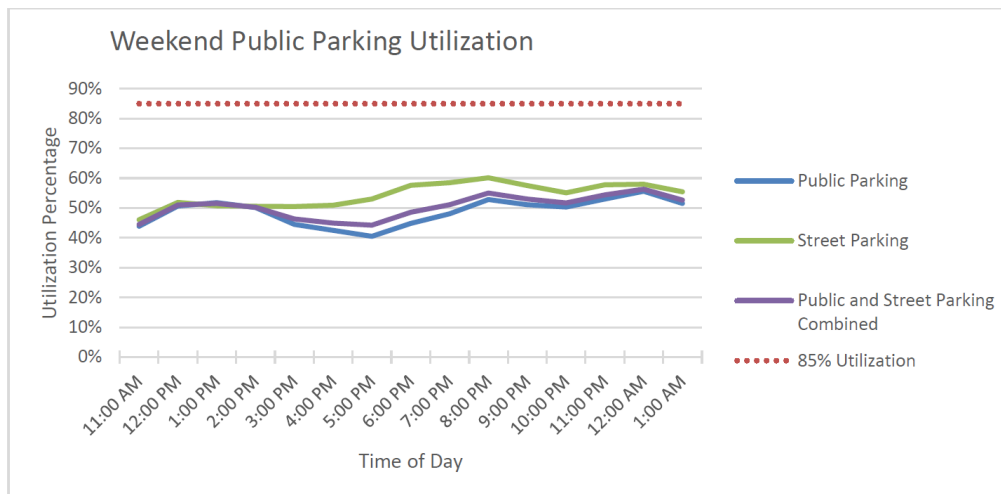
In 2015 and 2016, Fehr & Peers studied the existing parking conditions in Fullerton's Downtown and proposed recommendations on how to better manage parking for patrons and businesses. Specifically, Fehr & Peers prepared an existing conditions report, policy review memorandum, and parking management plan for the City of Fullerton. This work represents the foundation utilized to develop the more detailed recommendations summarized later in this memorandum.

For the existing conditions report, Fehr & Peers examined parking supply, infrastructure, technology, and management practices in the Downtown. Key results from that work include detailed parking inventory surveys that summarize the total number of spaces Downtown (5,666 spaces) into private, public, off-street, and on-street categories. The surveys show that off-street parking public parking supply is 4,032 spaces (the remaining 1,634 spaces are on-street spaces). Most on-street and off-street public parking spaces are free but subject to time restrictions. Most time restrictions end at 5:00PM and are not applicable on Sundays or holidays. However, each parking lot has unique restrictions. **Figure 1** shows the public parking lots and structures with their associated time restrictions.

Fehr & Peers also conducted parking utilization surveys on a typical Thursday and Saturday to estimate public parking demand. **Exhibit 1** and **Exhibit 2** summarizes the results.



**Exhibit 1 – Weekday Public Parking Utilization**



**Exhibit 2 – Weekend Public Parking Utilization**

We understand that there is a perception in Downtown Fullerton that there is a shortage in the supply of free, public parking. However, the surveys indicated that there is plenty of parking in total in Downtown Fullerton; although, we did observe that parking in the core of the Downtown (e.g. closest to the Harbor Boulevard/Amerige Avenue) is highly utilized.

To complete the policy review, Fehr & Peers examined the 2012 Fullerton Plan, Fullerton Municipal Code, and various city ordinances, studies (including the Downtown Fullerton Nighttime Paid



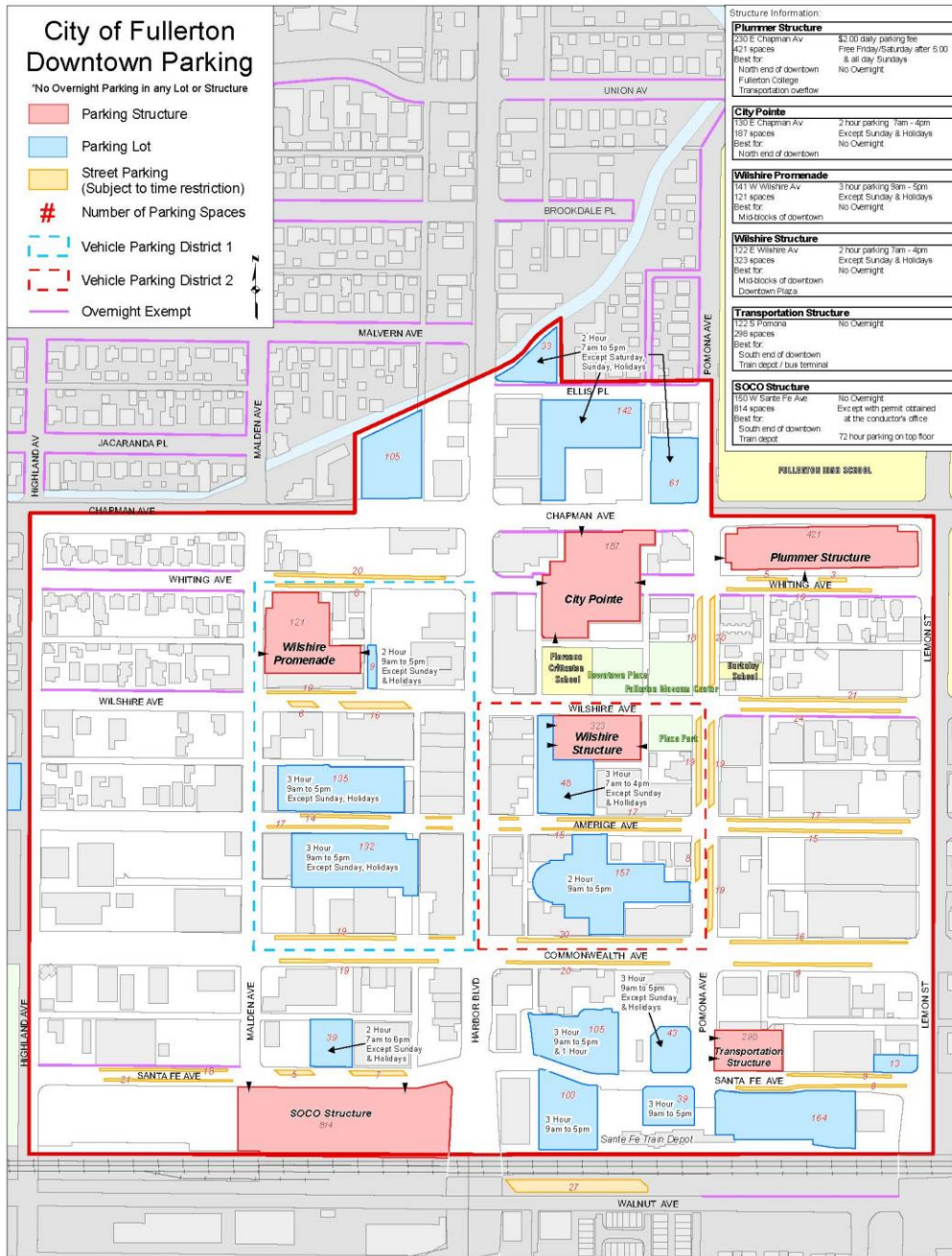
Parking Study that Fehr & Peers conducted in 2009), and agreements related to parking Downtown. These documents outline the story of how the Downtown parking situation grew and morphed into its current state. Our review indicated that certain ordinances require that any revenue earned from charging for parking within a parking district needs to be spent on improving that district.

Finally, Fehr & Peers provided recommendations for better managing Downtown parking in Fullerton in the Downtown Fullerton Parking Management Plan. These strategies were organized into bronze, silver, and gold categories, with bronze strategies in general being the easiest to implement but less impactful and gold strategies being the hardest to implement but most impactful. Examples of recommendations are to create parking management districts, implement access control, provide shared parking, and install improved signage.

While Fehr & Peers completed a substantial amount of parking related work for the City of Fullerton, it did not provide detailed recommendations to better manage its employee and evening patron parking, which is the purpose of this memo.



**Figure 1: Public Parking Facilities in Downtown Fullerton with Time Restrictions**





## Existing Challenges

In general, there is a popular misconception that parking is insufficient in the Downtown when actually, parking is plentiful, but typically not in the most convenient locations. In addition, the employee parking program and evening parking situation each have unique challenges.

### Challenges with Evening Parking

There are several challenges with Downtown parking during the evening. First, patrons utilize centrally located parking lots rather than utilizing the other available lots located in close proximity to the Downtown core. Additionally, certain patrons burden City resources in terms of property damage and extra policing needed around parking areas, especially in the evenings.

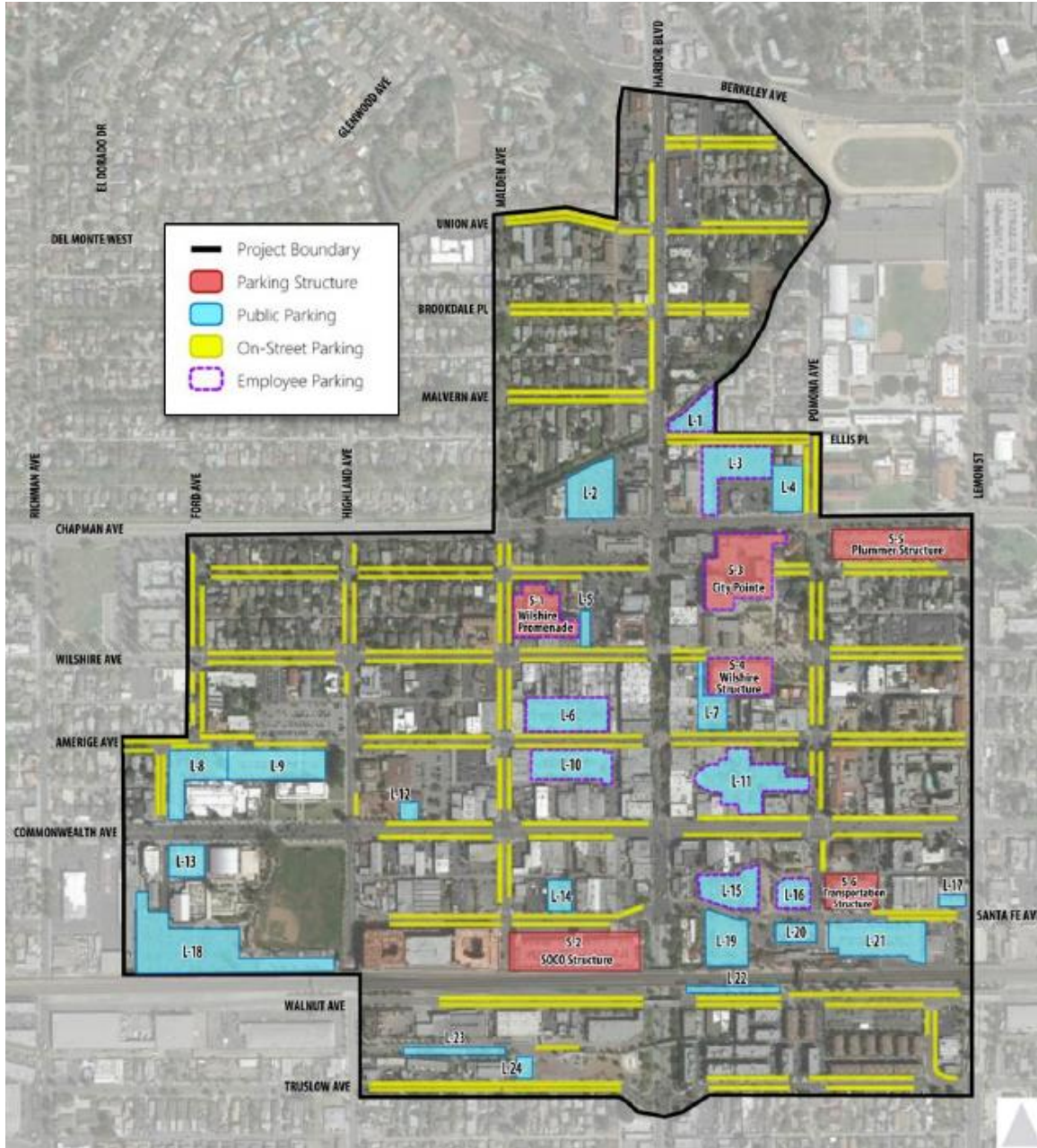
The most desirable parking lots are the four lots that surround intersection of Harbor Boulevard and Amerige Avenue: L-6, L-7, L-10, and L-11, as shown in **Figure 2**, during the evening peak period. These lots are centrally located with the best access to bars and restaurants. Meanwhile, there are plenty of other parking areas with much lower utilization that could be used by evening patrons that are still within walking distance of popular Downtown destinations. **Figure 3** shows the parking supply information related to parking demand in these key areas.

Please note that, on Thursday, Friday, and Saturday nights, between the hours of 10 PM and 1 AM, peak demand occurs for many popular businesses in the Downtown area. Some patrons have caused property damage Downtown, and thus necessitated the need for extra police presence in the area. Both of these effects place additional burden on City resources.



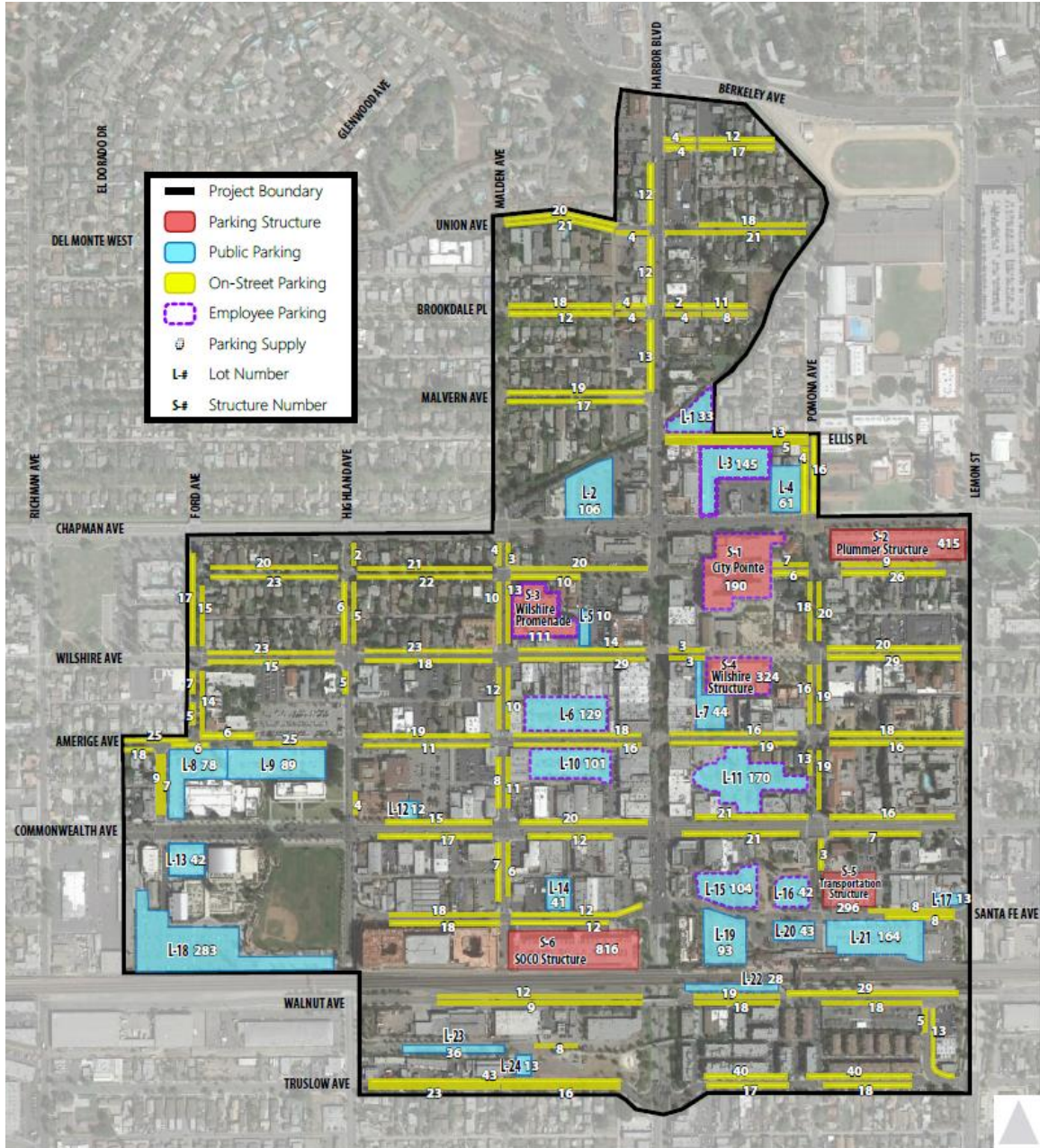


**Figure 2: Public Parking Facilities in Downtown Fullerton**





**Figure 3: Public Parking Facilities in Downtown Fullerton with Supply Numbers**







### **Employee Permit Parking Program**

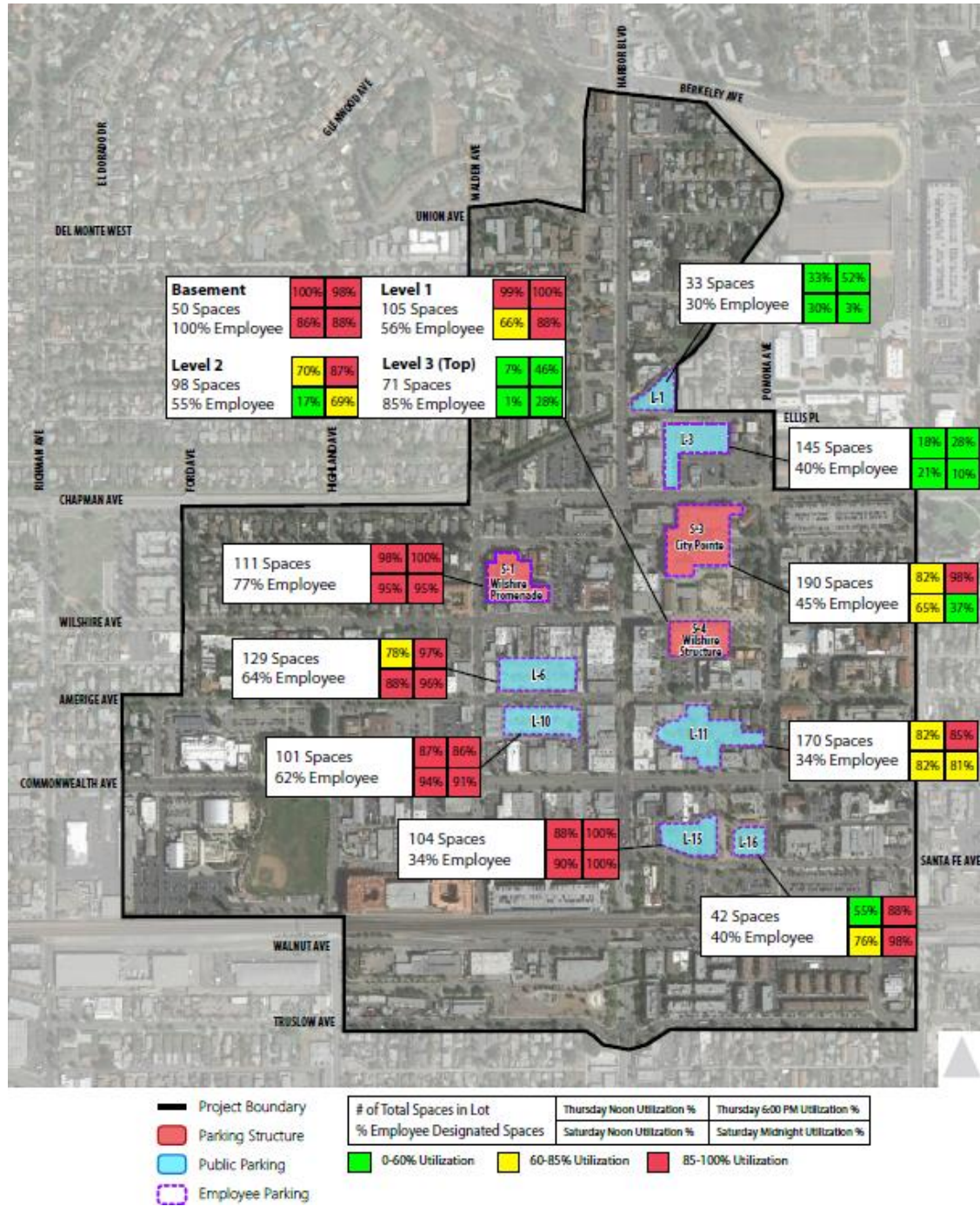
Currently, the employee parking permit program is administered by the City with an annual cost of \$6 per permit. This permit allows employees to park in designated employee parking locations (designated with yellow striping) that are located in high demand parking locations which, with permits, remove parking restriction requirements. The key concern with the employee permit parking program is that employees of Downtown businesses are parking in prime retail spots that could be better utilized by business patrons that have higher turnover. This results in customers having fewer parking options Downtown, and low turn-over of high demand parking spaces.

There is limited incentive for employees to park elsewhere since permits are inexpensive, and there is limited enforcement of parking rules and regulations in the area. Since permits are only \$6 for a year, there is little incentive for businesses to manage the number of permits purchased. In fact, in 2017, 18 different businesses purchased 25 or more employee parking permits; nine of which purchased 50 or more permits.

In 2017, 1,991 employee permits were administered while only 718 employee spaces are marked in the Downtown. With a ratio of almost three permits issued per space, we would expect the employee parking demand for the entire Downtown to be full during the daytime and evening time periods. However, our surveys indicated that numerous parking lots are underutilizing the employee designated parking spaces; specifically the upper floors of the Wilshire Structure and lots L-1, L-3, and L-16 are underutilized, as shown in **Figure 4** and **Figure 5**. The unutilized employee spaces in those parking areas total approximately 40 available employee spaces that are not being utilized.

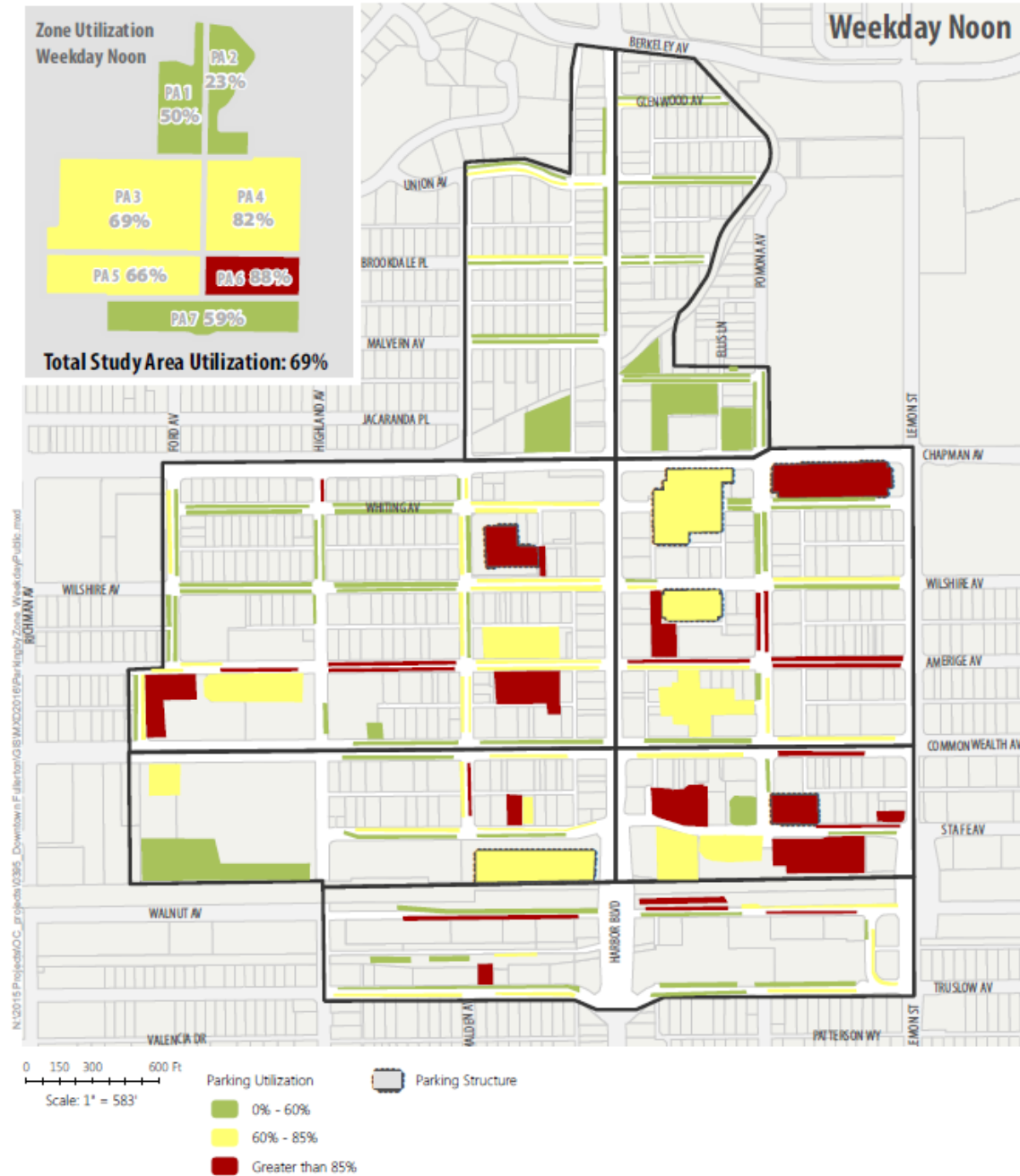


**Figure 4: Employee Parking Utilization in Downtown Fullerton**





**Figure 5: Weekday Noon Public Parking Lot Utilization**







Finally, since the City provides little enforcement of any parking restrictions, related to both hourly and employee parking, parking restrictions in the Downtown are likely ignored in many instances.

## **Recommendations**

The goal of this effort is to better manage the parking supply in Downtown Fullerton. Specifically:

- Increase turnover in patron preferred parking areas
- Manage employee parking better
- Manage peak parking demand better, especially in prime retail areas
- Set employee permit fee at market rate

Our review of the parking occupancy data reveals the following:

- The Downtown core (area surrounding Harbor Boulevard and Amerige Avenue intersection) is highly occupied during the day and evening peak periods
- There is high demand at the Plummer Structure and Transportation Structure during weekday midday only. This implies that high school and/or college students utilize the Plummer structure and transit commuters utilize the Transportation Structure
- There are 718 total employee designated spaces and 1,991 employee parking permits issued
- Employees fill the patron preferred lots in the Downtown core except for the top floor of the Wilshire Structure
- Current parking management is limited to time restrictions that are not consistent between lots, making enforcement difficult

Fehr & Peers has identified strategies for addressing the previously described challenges, outlined below. These recommendations are intended to be cumulatively effective (e.g. each will work in isolation, but they will be most effective when fully implemented together). Also, Fehr & Peers recognizes that an important consideration when creating such strategies is that the City doesn't want to implement any solution that will result in either patrons or employees parking in nearby residential areas. Fehr & Peers believes that these strategies meet this criterion, however, spillover should still be monitored in nearby residential areas upon implementation.

### **1. Refinement of Time Restrictions and Enforcement**

The time restrictions should be redefined and made more consistent across all parking lots and garages. This will make parking in the Downtown simpler, less confusing, and easier to enforce. We



also recommend extending the time period for which the time restrictions apply in order to increase turnover in patron preferred lots and reward people willing to walk to their destinations. We recommend the following:

- Modify the time period for enforcing time restrictions to 7:00 AM to 7:00 PM for:
  - All time restricted on-street parking spaces
  - Wilshire Promenade, SOCO, City Pointe, and Wilshire Structures
  - Surface parking lots L-1, L-2, L-3, L-4, L-5, L-6, L-7, L-10, L-11, L-12, L-14, L-15, L-16, L-17, L-19, L-20, and L-21
- Sundays and Holidays should remain excluded from the time restrictions
- Maintain current/differing time limits in individual parking lots as they have been set based on surrounding uses

These modification will require:

- Updated regulatory signage
- Increased parking enforcement
- Public education
- Updated online parking map

More resources should be devoted towards bolstering the implementation of parking enforcement. Both employees and residents should know that there will be consequences for violating parking rules, which will decrease instances of abuse. In addition to enforcement of time restrictions, the Plummer Structure should be monitored and priced parking revisited. At this time the public notice is that it costs \$2 per day to park for the full day and is almost completely utilized (likely by nearby students). The enforcement at this structure needs to be increased and monitored to reveal if the daily parking fee should be increased. \$2 per day is low in comparison to other nearby schools and an increased fee could better manage the parking supply midday in the structure.

## **2. Refinements to Employee Parking Program**

### **2a. New Locations for Employee Designated Spaces**

Fehr & Peers suggests that 164 of the 204 employee parking spaces located in the patron preferred parking lots (L-6, L-10, and L-11 in **Figure 1**) be relocated to parking lots located external to the core Downtown area as shown in **Table 1** below. We recommend retaining 40 employee parking spaces in L-6, L-10 and L-11 to accommodate limited employee parking while not impacting



turnover. We also recommend shifting 26 of the 35 spaces out of L-15 and making L-16 100% employee eligible parking. Lastly, we recommend monitoring the employee parking supply after implementation and the increase in enforcement, and adjust as necessary.

**Table 1: Facilities to Relocate Employee Parking Spaces To**

Facility Name	Total Spaces	Existing Employee Parking Spaces		Proposed Employee Parking Spaces		Difference
L-1	33	10	30%	33	100%	23
L-2	106	0	0%	81	76%	81
L-4	61	0	0%	61	100%	61
L-6	129	83	64%	16	12%	-67
L-10	101	63	62%	12	12%	-51
L-11	170	58	34%	12	7%	-46
L-15	104	35	34%	9	9%	-26
L-16	42	17	40%	42	100%	25
<b>Total</b>						<b>0</b>

Updated Public Parking Facilities in Downtown Fullerton with and without supply numbers figures are provided in **Appendix A** that reflect the above changes.

## 2b. New Pricing of Permits

Fehr & Peers suggests that the City of Fullerton increases the cost of employee parking permits to market rate and monitor how effective the management strategy is. A comparable City (Whittier) charges \$10 per month (or a discount at \$100 per year). We feel that this pricing is consistent with the City's desire to create a disincentive to buy excess permits while not pricing businesses out of the permit program. Other employee parking permit rates for comparable downtowns are provided in **Table 2**.



**Table 2: Comparable Downtown Employee Permit Parking Rates**

Downtown	Type	Cost Per Month	Cost Per Year
Whittier	-	\$ 10	\$ 100
Riverside	Surface Lot	\$ 50	\$ 600
	Structure Parking	\$ 60	\$ 720
	Premium Reserved	\$ 135	\$ 1,620
Hermosa Beach	-	\$ 12	\$ 143
Palo Alto	-	\$ 61	\$ 730

In addition, the City should periodically monitor the elasticity of the pricing to determine at what point businesses find these permits too expensive. Continuing to engage business owners about parking conditions Downtown, as the City has previously done, is one way to monitor permit price elasticity. Finally, when informing business owners of the increased price of permits, the City should emphasize that the intent of the price increase is not to collect additional revenue; rather it is a strategy to better manage parking Downtown so that both employees and patrons have access to parking, which should ultimately benefit business.

### **3. Paid Parking Program for Evening Downtown Patrons**

This section summarizes recommendations for implementing a paid parking program in the Downtown core for evening patrons. To test the effectiveness and public acceptance this idea, Fehr & Peers recommends that the City implement a pilot paid parking program for three months. If the program is successful, the City can then consider converting the pilot into an official program and expand the paid locations and time periods as appropriate. In the meantime, below are details on how to implement a pilot.

#### **3a. Locations**

Fehr & Peers recommends that the parking lots and structures bounded by Wilshire Avenue, Malden Avenue, the railroad tracks and Pomona Avenue should be included in the pilot program. The increased time restrictions will also place higher value on parking lots that have a flat fee to park the entire evening. Patrons that want to park for free can still park in the free structures north of Wilshire Avenue or east of Pomona Avenue with no time restrictions.

After testing the initial response to these locations, the Transportation Structure (S-6), L-21 and the on-street parking should be considered for expanding the paid parking program if successful.



### **3b. Days and Times to Charge**

We recommend initially charging patrons to park on Thursday, Friday, and Saturday evenings from 8:00 PM to 1:00 AM. Thursday, Friday, and Saturday evenings are the busiest nights Downtown according to the Downtown Fullerton Nighttime Paid Parking Study that Fehr & Peers conducted in 2009. Also, according to the Fullerton police, 10:00 PM is when the bar crowd, which is this policy's target audience, starts to surge. Also, 8:00 PM is late enough in the evening that it wouldn't significantly affect restaurant patrons, which is not this program's target audience.

It is recommended that public perception be monitored and the days and times adjusted to best serve the community. The days could be expanded to all week nights if the demand and public perception warrants the change.

### **3c. Pricing**

It is recommended to charge patrons a flat fee of five dollars per night to park. This price was determined by looking at other communities that charge for evening parking, such as San Jose, which charges a five dollar flat rate for parking after 10:00 PM on Thursday, Friday, and Saturday evenings. At this price, San Jose did not see backlash from the community for high prices, but did see substantial revenues that could be reinvested into the community. The experiences in communities like San Jose indicate that there is a market for patrons that will pay a nominal fee for convenient parking. Pricing should be monitored and adjusted if the lots are being over- or under-utilized.

### **3d. Ranges of Implementation**

Fehr & Peers has provided recommendations for pilot program implementation above. Based on the feedback from the community following the pilot program, the ultimate strategy for the potential long term implementation could be based on a range of locations, nights of the week, time periods and/or cost.

The minimum implementation strategy that could be effective would be to focus the paid parking program at the four most centrally located lots (L-6, L-7, L-10 and L-11) three nights a week, from 10:00 PM to 1:00 AM for as low as two dollars. The maximum recommended implementation strategy would be to expand the charge lots to all public parking lots and street parking every night of the week as early as 7:00 PM and charge as much as \$20 for the night. As the pilot program and





potential long term parking strategy are implemented, the community perception should be monitored and strategies refined.

### **3e. Vendors and set up**

Fehr & Peers recommends that the City contract to a third-party parking services vendor to manage the pilot program. We have identified two vendors who are willing to manage a pilot program for the City for three months: Standard Parking and United Parking. These and other vendors would be considered through a competitive RFQ process. The preliminary estimates of revenues, costs, and net incomes of their services are summarized in **Table 3**. The estimates are based on three nights a week from 8:00 PM to 1:00 AM in the nine lots and two structures noted above, priced at \$5 per space. The estimates assume full occupancy at the pay lots each night the system is in place with no turn over. Revenues would vary if the lots are not full each night (decrease in revenue), if it is not feasible to include all spaces in the pilot program (decrease in revenue), or if there is high turnover (increase in revenue). Total costs would increase if additional attendant staffing is needed. Additionally, other revenue and cost structures may be feasible as determined through the RFQ process.

**Table 3: Comparison of Vendors to Manage a Three Month Pilot Program**

<b>Vendor</b>	<b>Total Revenue</b>	<b>Hourly Rate (per attendant)</b>	<b>Total Costs</b>	<b>Net Income</b>
United Parking	\$343,300	\$29	\$89,700	\$253,600
Standard Parking	\$343,300	\$36	\$111,300	\$232,000

For the above costs, each vendor would hire a parking attendant at each lot to collect fees, set up cones/barricades to prevent people from entering the lots without paying, and enforce parking restrictions at the lots. Standard Parking's man hour rate includes all fees, such as supplies, insurance, and payroll expenses. United Parking's man hour rate includes all fees except startup equipment (i.e. podium, umbrella, traffic cones, and credit card terminals).

### **3f. Infrastructure**

The pilot program can be implemented without any infrastructure, though will be most effective combined with updating the time restrictions which requires new regulatory signage. If the pilot program is successful, machine operated ticket booths and regulatory signage are recommended to ultimately replace the temporary vendors. As the paid parking locations expand to on-street parking, parking meters are also recommended.



## **Summary**

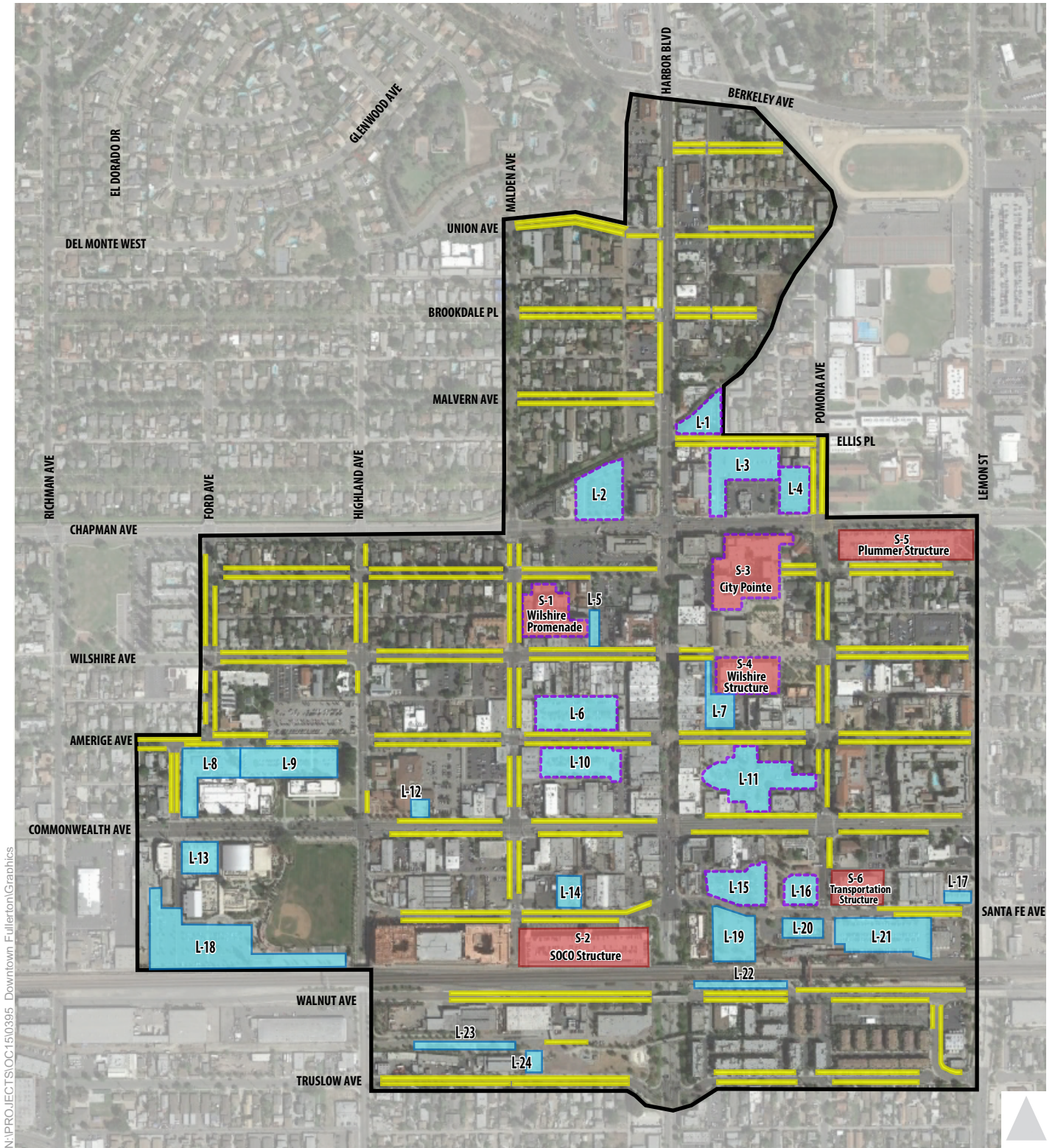
Fehr & Peers recommends that Fullerton modify parking and time restrictions in Downtown to extend later in the evening and to be more consistent across all time restricted lots. We also recommend the City modify the employee parking program by relocating employee-designated spaces out of the central core, increasing the price of employee permits to market rate, and investing more in parking enforcement resources. Lastly, we recommend that the City conduct a pilot evening patron paid parking program, in which the City would hire a third-party parking services vendor to charge patrons \$5 per night to park in the Downtown core on Thursday, Friday, and Saturday evenings from 8:00 PM to 1:00 AM.

It has been our pleasure to prepare this memorandum. Please let us know if you have any comments or questions.

### **Appendices:**

#### **Appendix A-1: Proposed Public Parking Facilities in Downtown Fullerton**

#### **Appendix A-2: Proposed Public Parking Facilities in Downtown Fullerton with Supply Numbers**



- Project Boundary
- Parking Structure
- Public Parking
- On-Street Parking
- Employee Parking
- L-#** Lot Number
- S-#** Structure Number

Figure A-1

## Proposed Public Parking Facilities in Downtown Fullerton





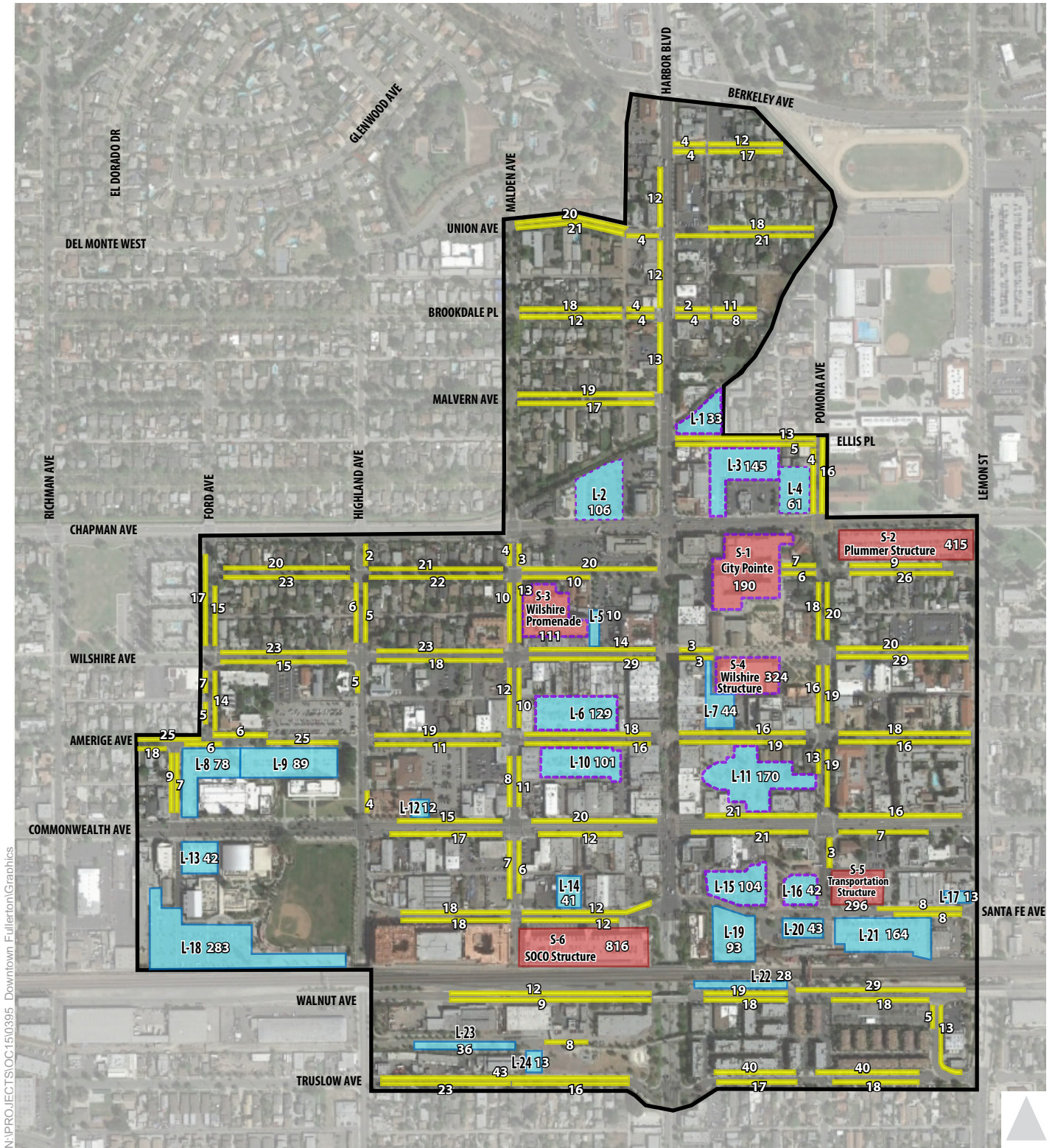


Figure A-2

## Proposed Public Parking Facilities in Downtown Fullerton with Supply Numbers

