

# **Downtown Nighttime Paid Parking Program Update**



City Council




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November 19, 2019

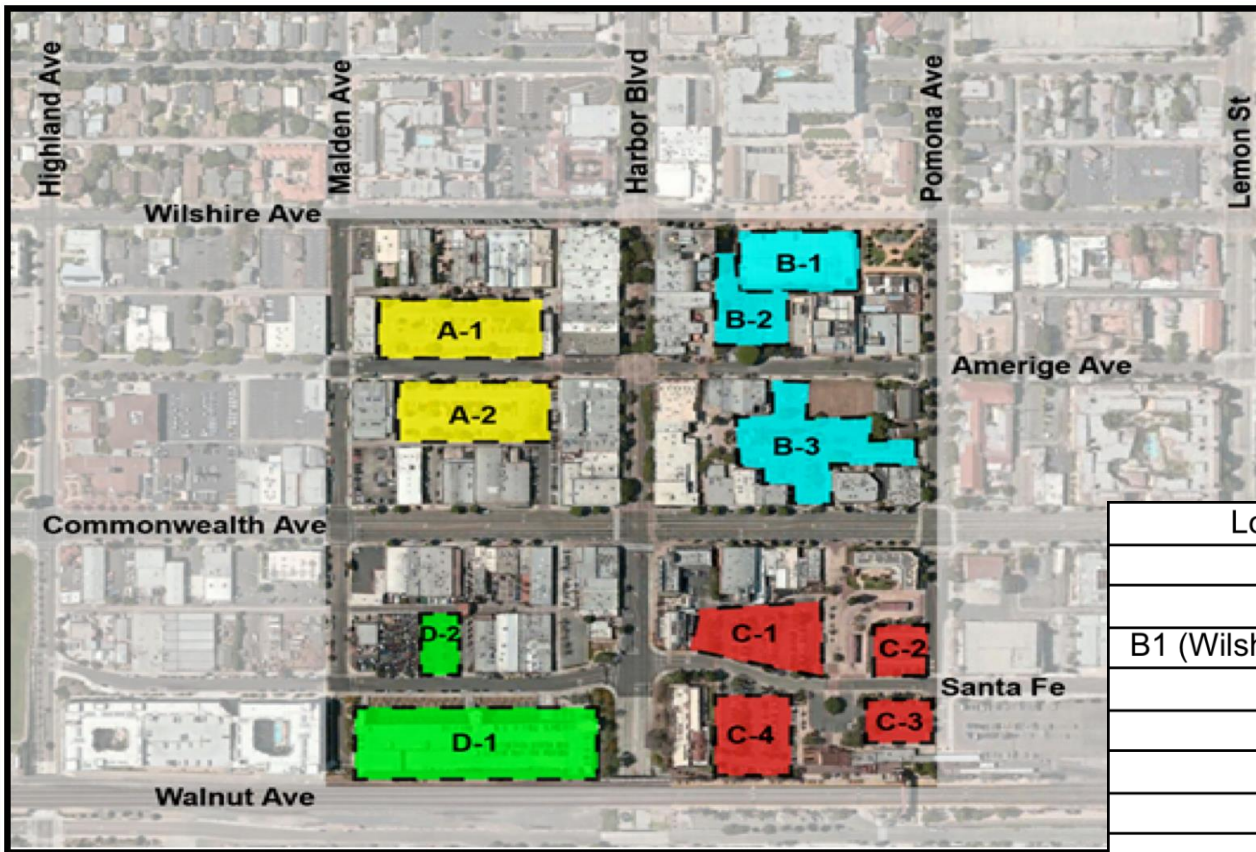
# Pilot Program Goals

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July to December 2019

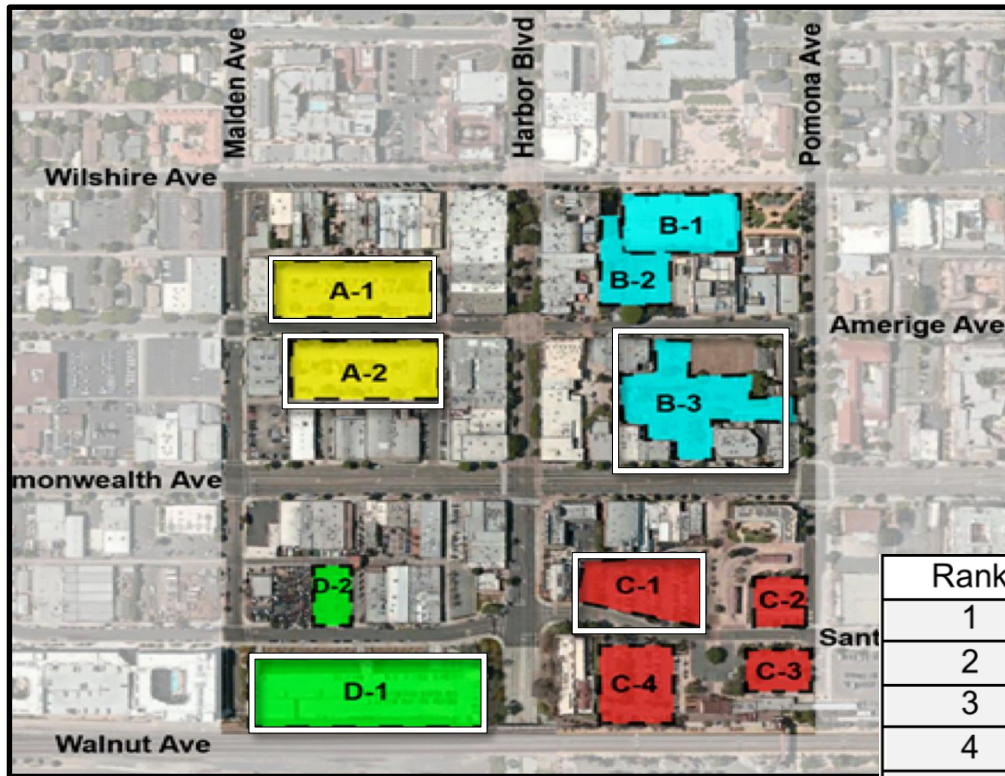
-  Collect data
-  Demonstrate potential revenue source
-  Evaluate feasibility of permanent program

# Paid Parking Locations



Location	Number of parking spaces
A1	129
A2	101
B1 (Wilshire Structure)	324
B2	44
B3	170
C1	104
C2	42
C3	43
C4	93
D1 (SOCO Structure)	816
D2	41
<b>Total</b>	<b>1,907</b>

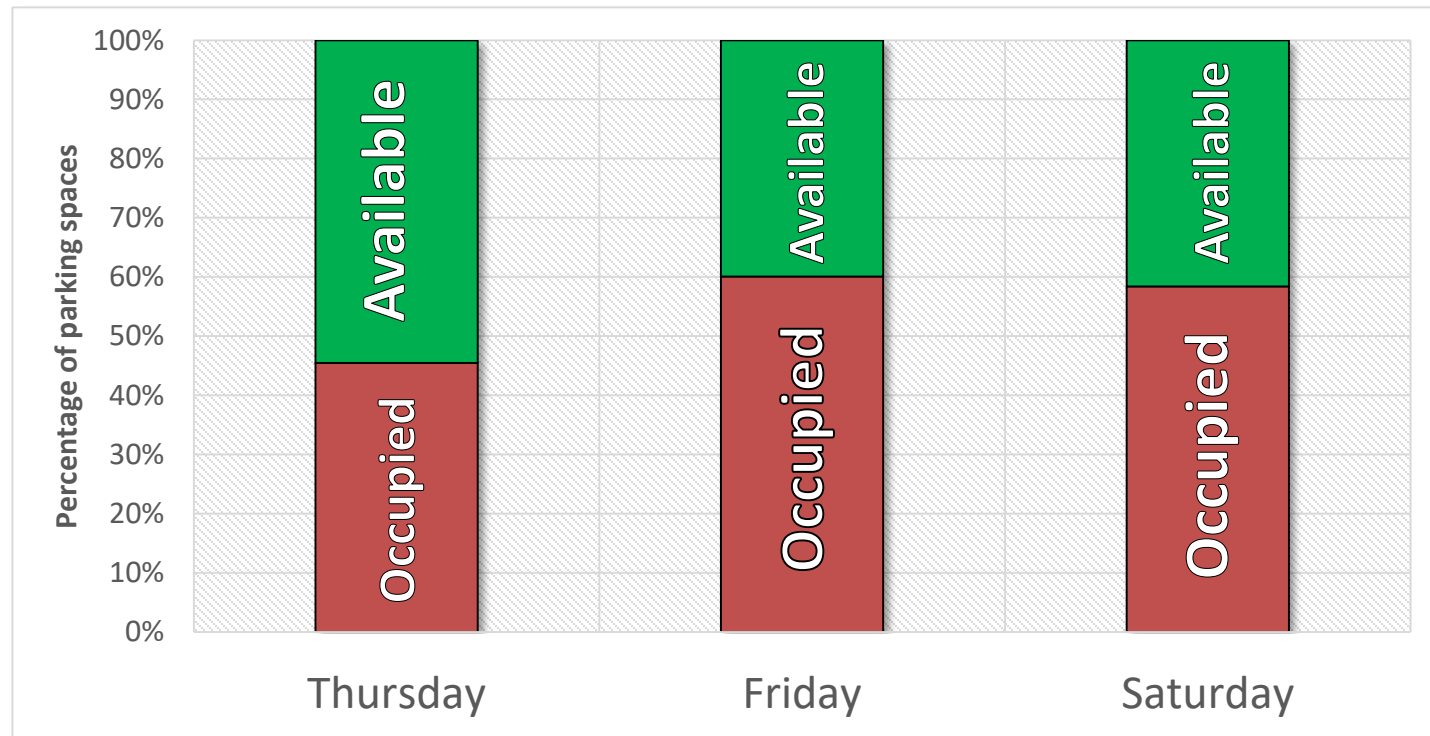
# Location Ranking



Rank	Thursday	Friday	Saturday
1	D1 (SOCO)	D1(SOCO)	D1(SOCO)
2	C1	A1	A1
3	A1	A2	C1
4	A2	B3	B3
5	B3	C1	A2
6	B1 (Wilshire)	B1 (Wilshire)	B1 (Wilshire)
7	D2	C4	B2
8	B2	B2	C4
9	C4	D2	D2
10	C3	C2	C2
11	C2	C3	C3

# Pre-9:00pm Parking Counts

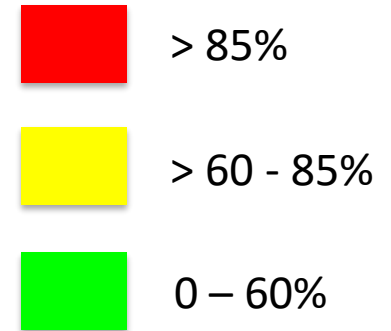
	Thursday	% of total program spaces	Friday	% of total program spaces	Saturday	% of total program spaces
Total cars already parked prior to 9:00pm	867	45%	1,146	60%	1,114	58%



# Pre-9:00pm Utilization

Rank	Thursday	# of available spaces @ 9:00pm	Friday	# of available spaces @ 9:00pm	Saturday	# of available spaces @ 9:00pm
1	C1 - 87%	14	C1 - 94%	6	D2 - 96%	2
2	A2 - 84%	17	A2 - 92%	8	A2 - 96%	4
3	D2 - 81%	8	A1 - 86%	18	C1 - 90%	10
4	A1 - 69%	40	D2 - 86%	6	A1 - 86%	18
5	C4 - 69%	29	C4 - 85%	14	C4 - 85%	14
6	B2 - 61%	17	B3 - 80%	34	B3 - 71%	49
7	B3 - 57%	73	C2 - 76%	10	C2 - 70%	13
8	C2 - 44%	24	B2 - 76%	11	B2 - 67%	15
9	D1 - 35%	530	C3 - 63%	16	C3 - 56%	19
10	C3 - 29%	31	D1 - 50%	408	D1 - 51%	400
11	B1 - 21%	256	B1 - 30%	227	B1 - 22%	253

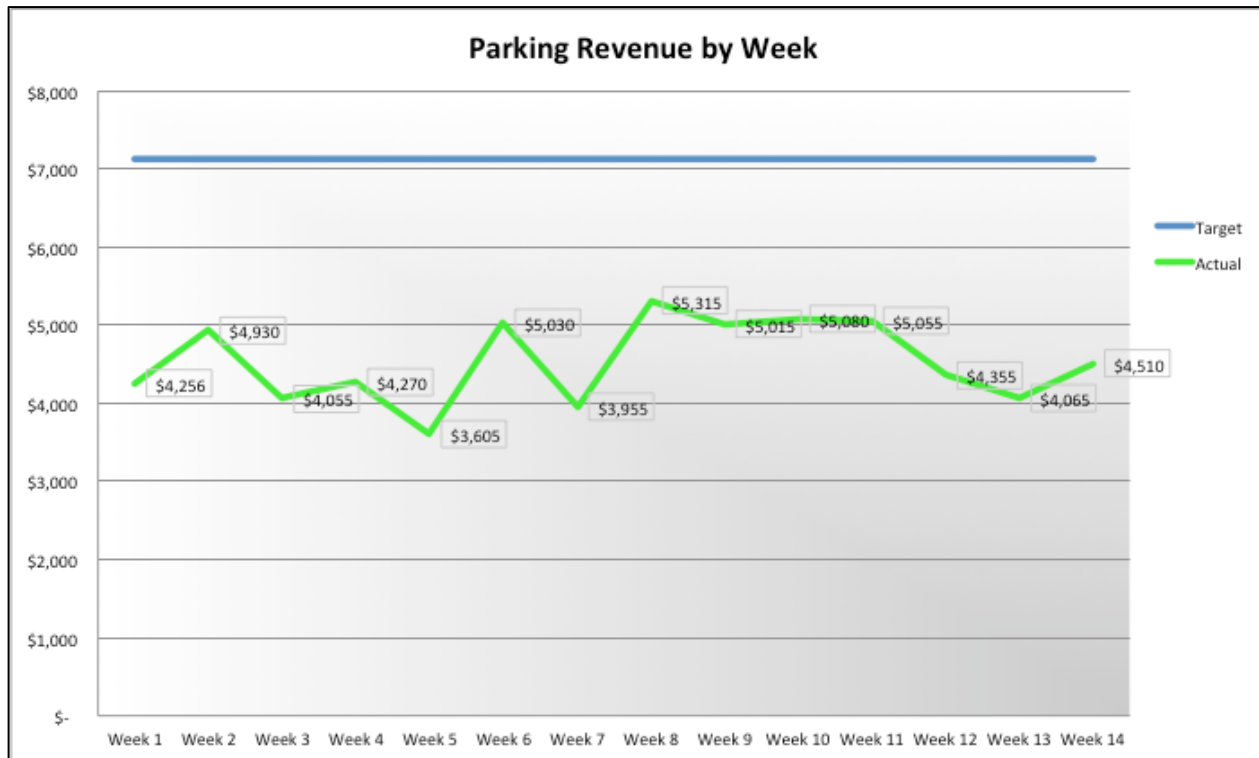
## Utilization Rate





# Post-9:00pm Parking Counts

	Thursday	Friday	Saturday	Total per week
Avg. new parkers after 9:00pm	158	361	388	<b>907</b>
Avg. Paid Parking Revenue @ \$5 per car	\$790	\$1,805	\$1,940	<b>\$4,535</b>
SP+ Estimates based on preliminary count data	1,425 new parkers after 9:00pm			<b>\$7,125</b>



# Other Pilot Program Components

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- No attributable increases to parking in free lots and/or abutting residential streets
- No significant complaints from customers, employees, and/or residents
- 1,397 Citations issued for failure to pay for parking
  - 10% appealed
  - 65% appeals denied
- Two issues/concerns raised by businesses were immediately addressed



# Daytime Long-Term Parking

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- SP+ performed several manual counts of employee permit parking placards
- Counts were lower than expected based on the number of employees parking permits issued
  - Hang tag display not required after 6:00pm

## Current Employee Parking Program

- City issued (\$6 per year) to allow vehicles to park in a yellow-striped stalls for longer than the posted time limits
- High percentage of cars that are already in the most desirable lots pre-9:00pm
- Low turnover of vehicles in these lots
- Existing Conditions Report for Downtown Parking in 2016
- Recommended two separate actions/programs
  - Revise the employee permit parking program
  - Pilot paid parking program for evening patrons
- Transportation & Circulation Commission tabled action on the daytime parking portion in July 2018
- Recommend restarting efforts to revise the employee permit parking program to balance long-term parking needs with need for vehicle turnover in most desirable parking lots

# Recommendation

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- Receive and file progress report
- Authorize the preparation of a scope of services and cost proposal from SP+ for the development and implementation daytime long-term parking program replace the existing Employee Permit Parking Program and return to the City Council for program consideration

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