



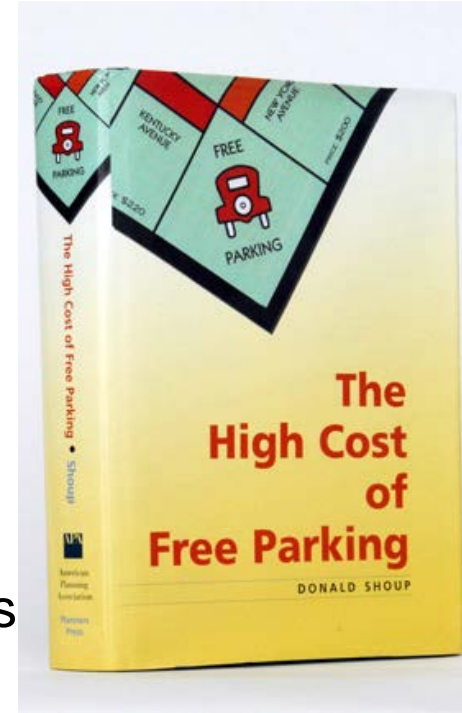
Progressive Parking Study Session

City Council Meeting
November 19, 2019

Kim Nadeau
Parking Manager, Finance Department

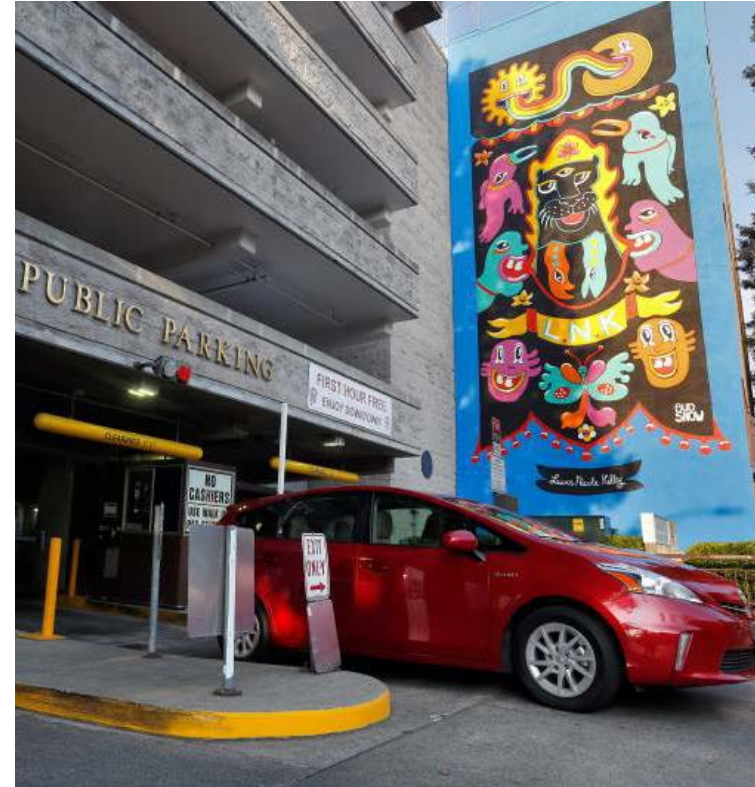
Progressive Parking Background

- March 2017, Study Session reviewing findings and recommendations of Nelson/Nygaard study.
- June 2017, Council adopts new garage and parking meter fees (including **Premium** and **Value** Zones) based on demand to better distribute the use of parking facilities and improve access to spaces.
- Council authorizes CFO to adjust parking meter rates by no more than \$0.25/hour, not more than every 6 months, to achieve 85% occupancy goal.



Background continued

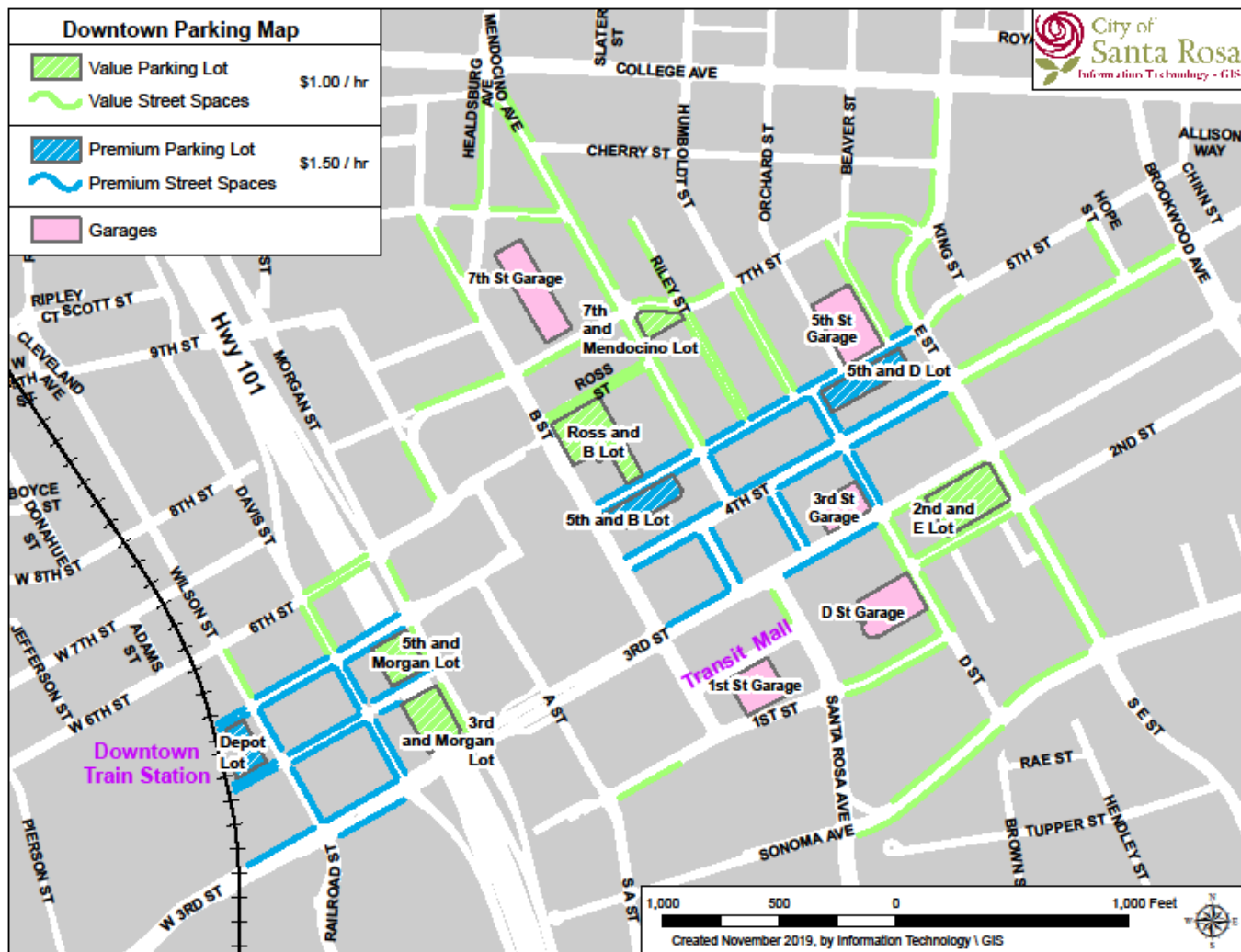
- Effective September 2017:
Low wage employee discount permits at 1st Street and 7th Street garages
- Effective November 2017:
First hour free and reduced hourly rate to \$0.50/hour at 1st Street and 7th Street garages
- Effective February 2019:
Discount commuter permit at 1st Street garage



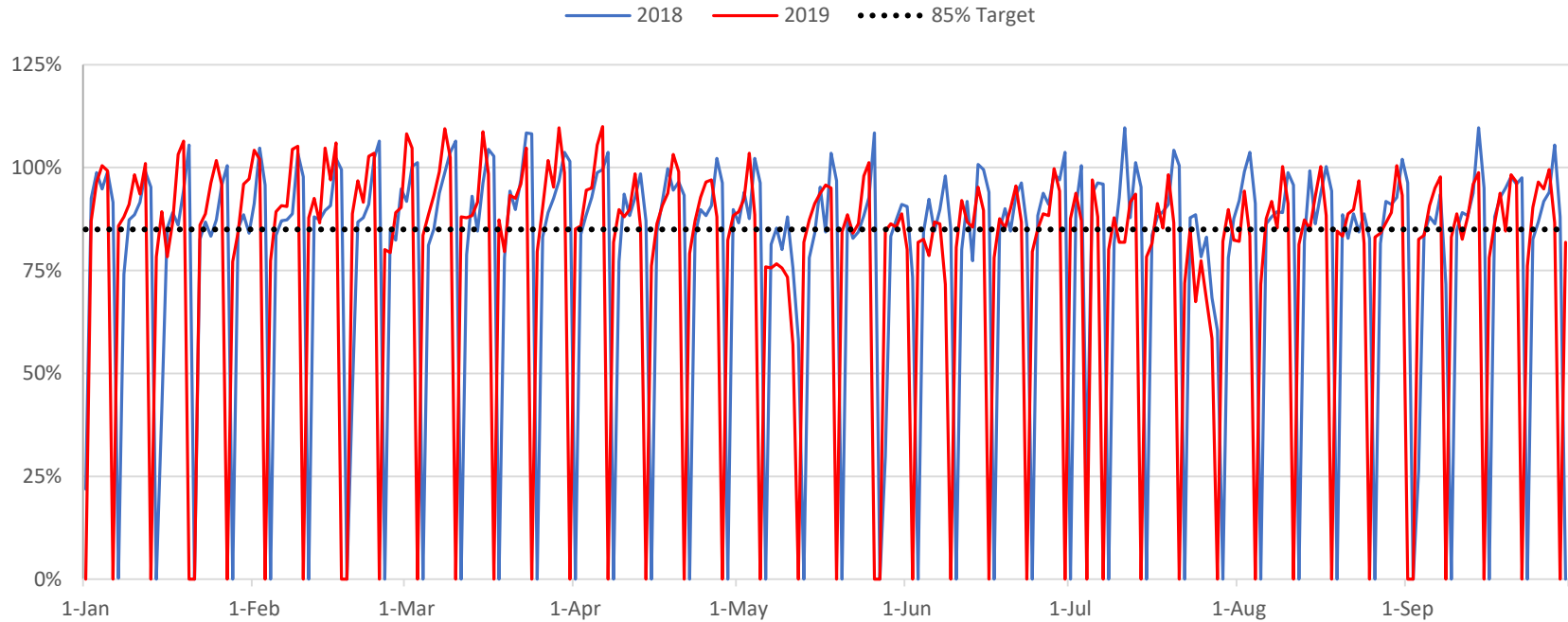
Background continued

- Effective January 2018:
 - Premium rates \$1.50/hr; 10 am – 8 pm
 - Value rates \$1.00/hr; 10 am – 6 pm
- Objectives:
 - Make spaces easier to find
 - Reduce congestion
 - Increase economic vitality
 - Provide more options to residents and visitors





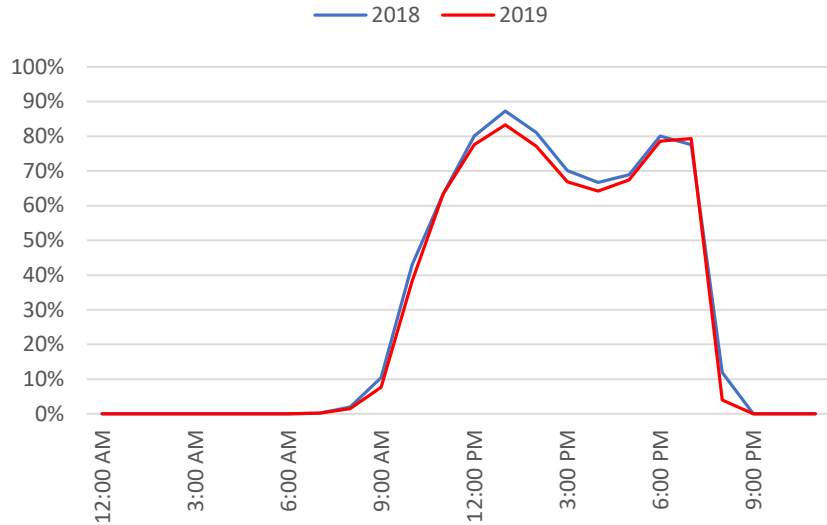
Premium On Street - Daily Peak Occupancy



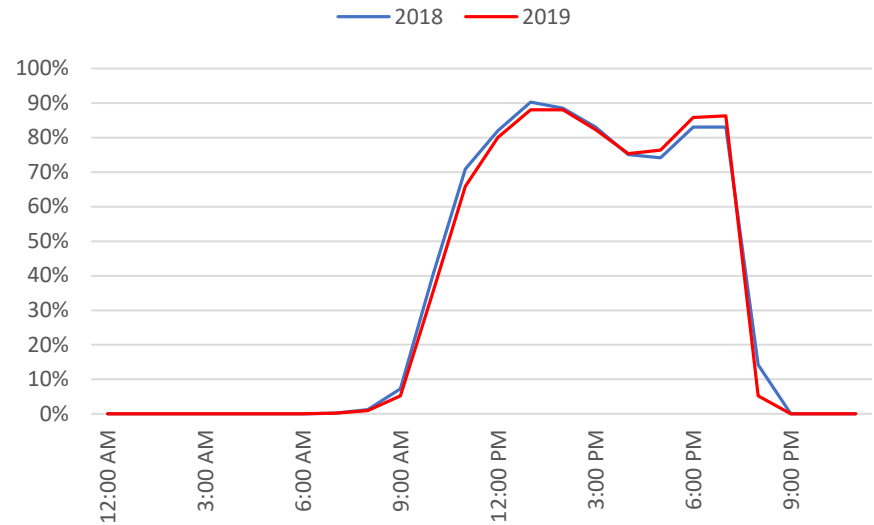
Daily peak occupancy for the premium on street spaces regularly exceeds the 85% target

Premium Streets - Average Occupancy

Paid Hours 10 am – 8 pm



Monday - Friday



Saturday

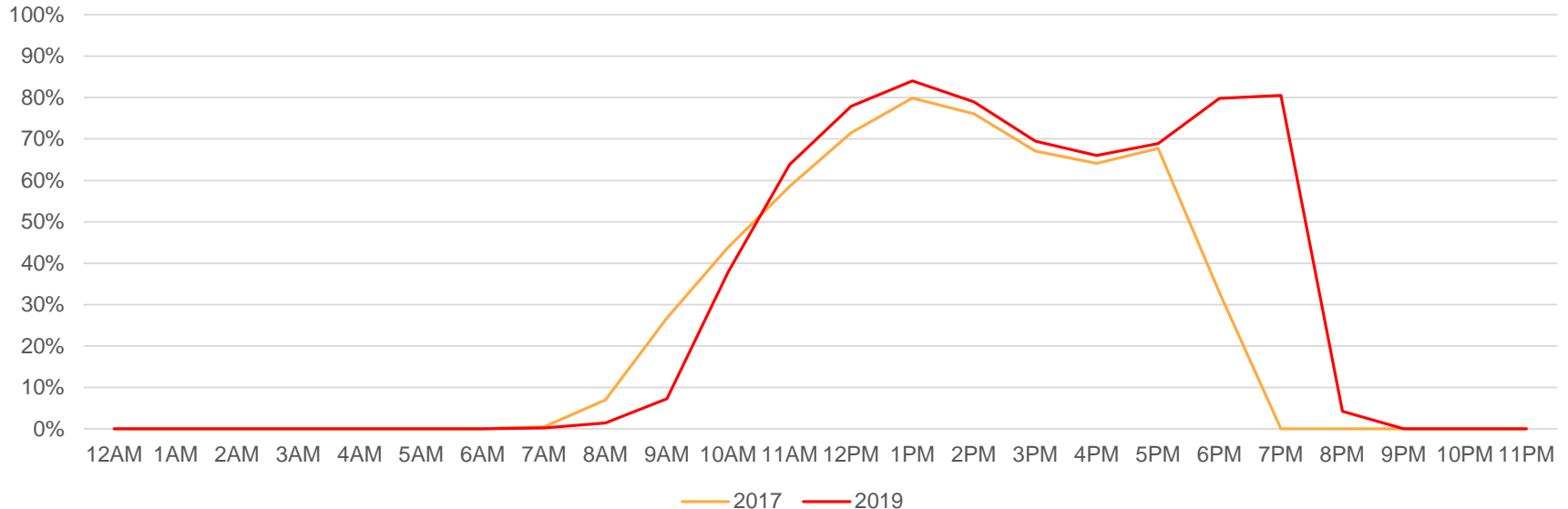
2019 average occupancy exceeds 80% at the lunch and dinner peak hours, on weekdays and Saturday, and has increased on Saturday from 6 pm – 8 pm



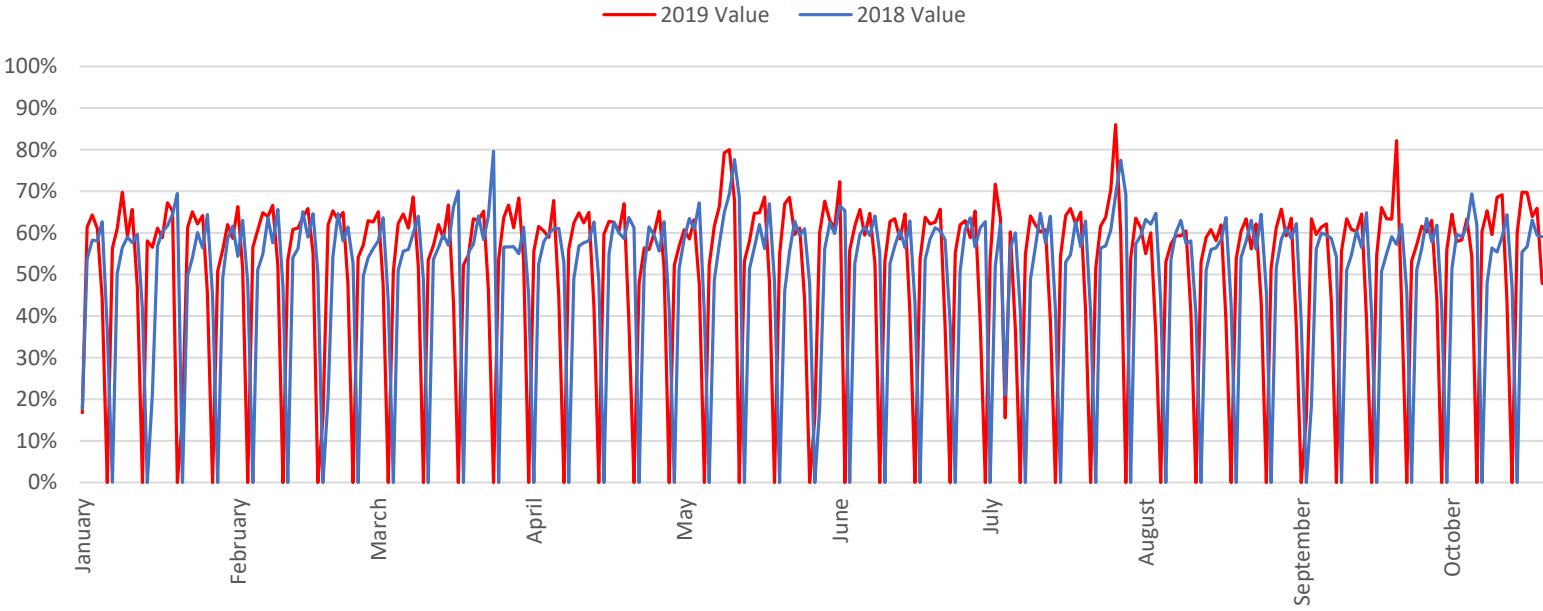
Premium Streets Average Occupancy Comparison

2017 8am – 6pm
9am occupancy = 27%

2019 10am – 8pm
7pm occupancy = 81%

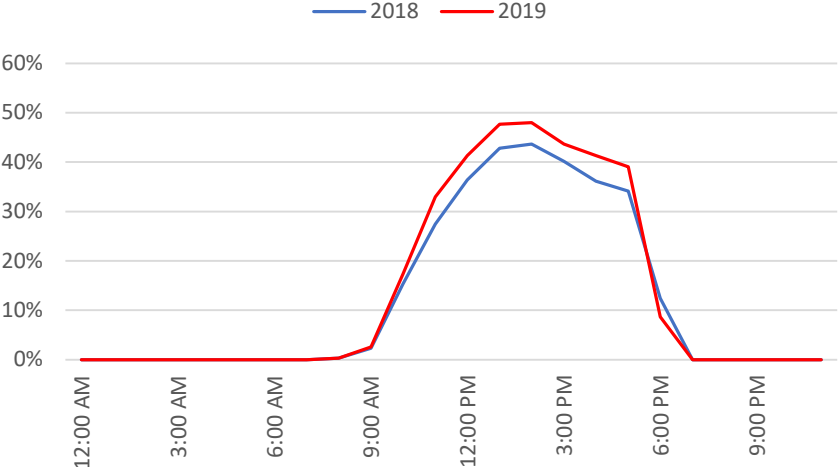
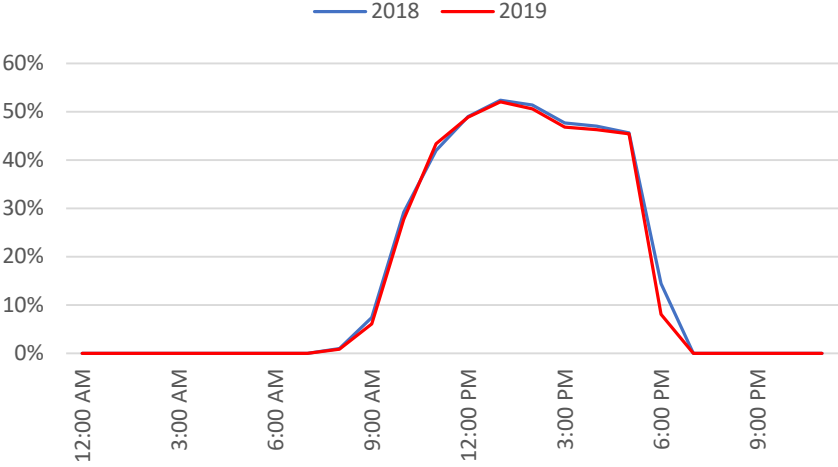


Daily Peak Occupancy Value Zone (Lots and Streets)



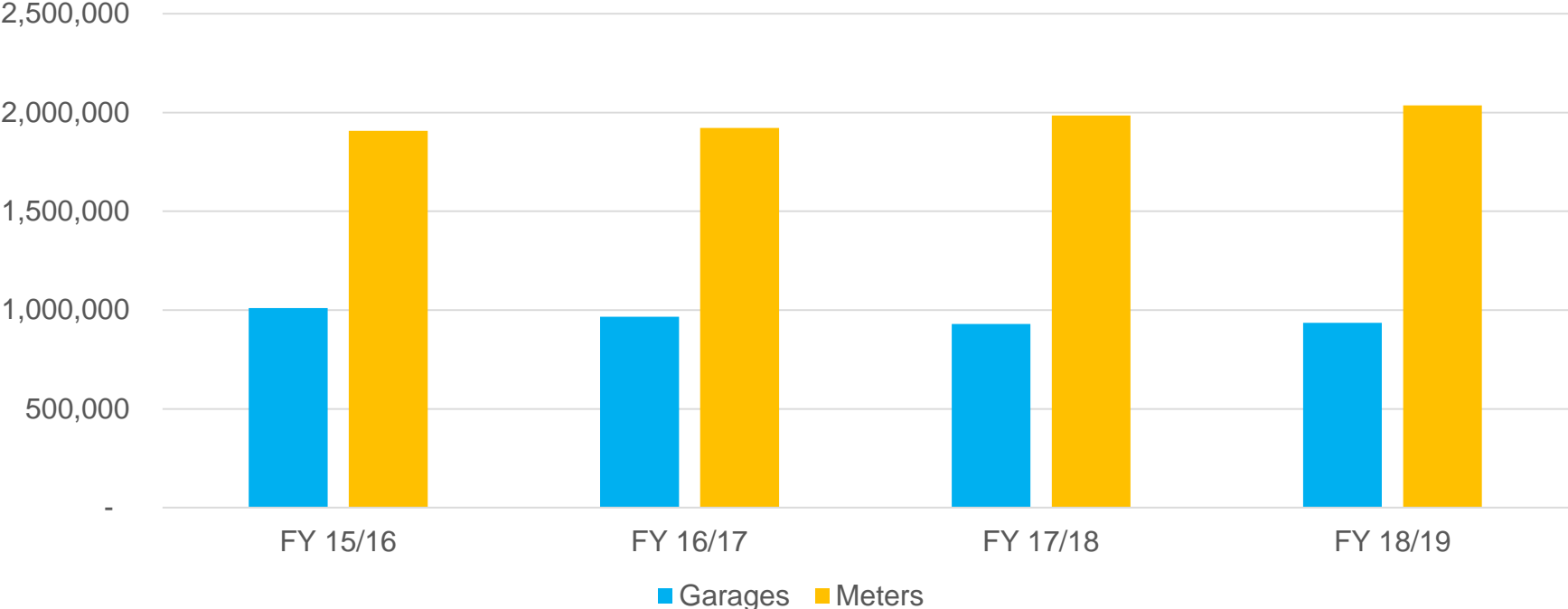
Daily peak occupancy in the value zone rarely reaches 70%- indicating there are spaces available for residents and visitors

Value On Streets - Average Occupancy

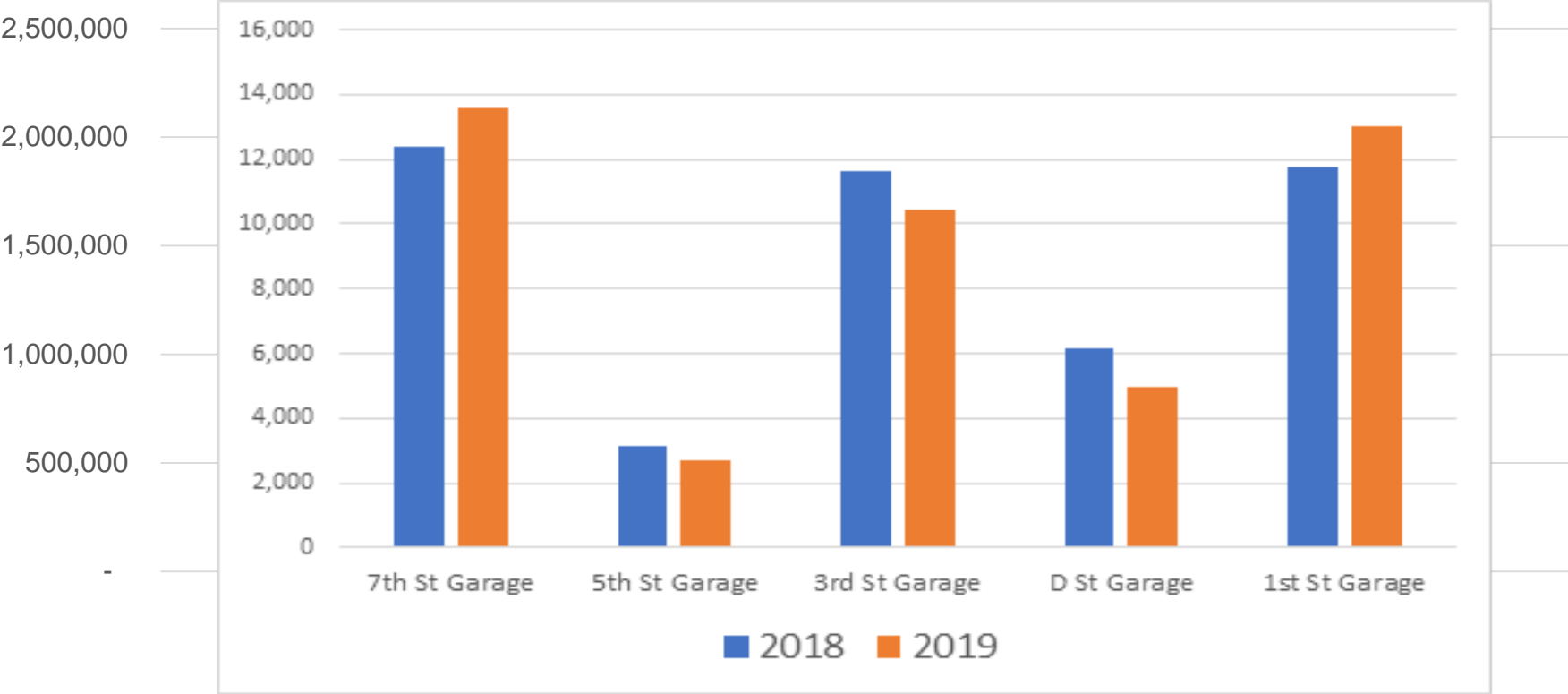


Demand for parking in the Value Zone on Saturday is growing year over year

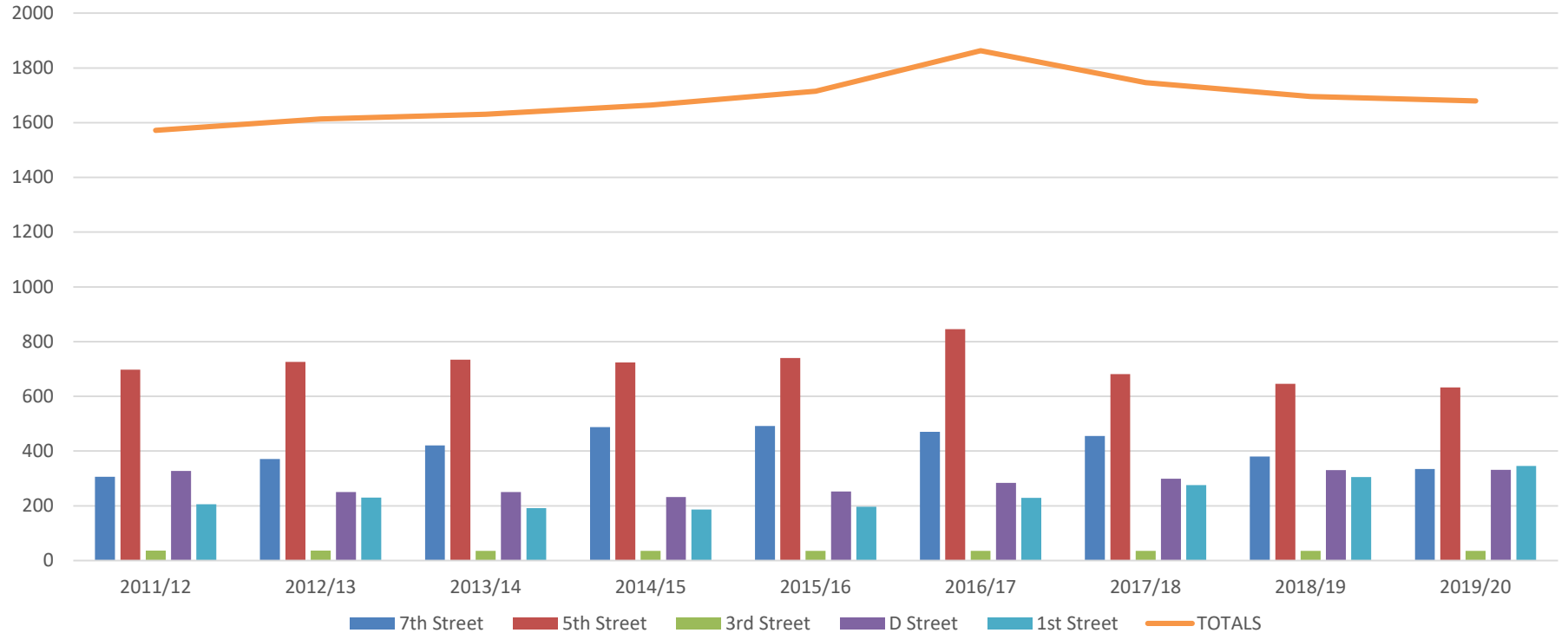
PARKING TRANSACTIONS



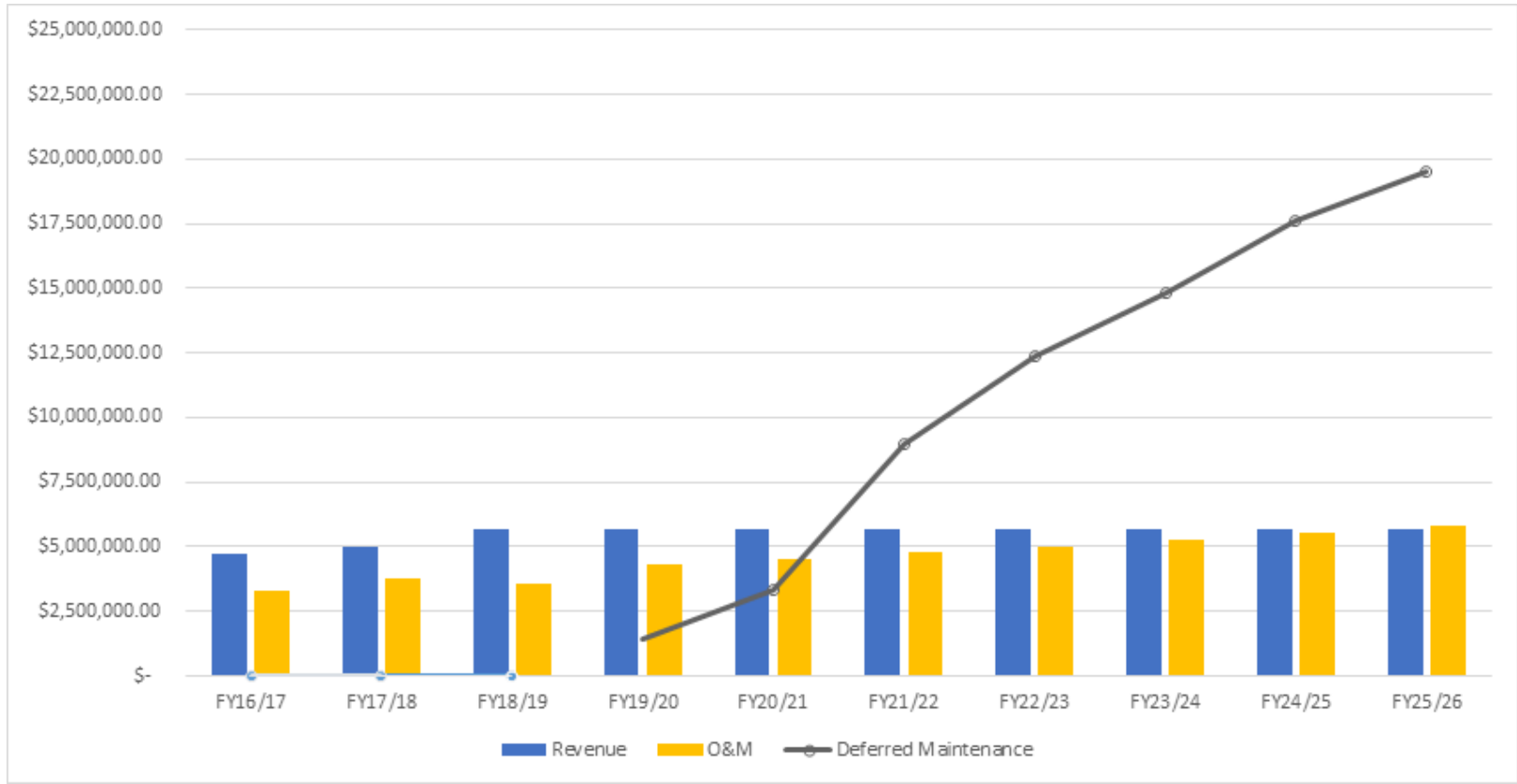
DAILY PARKING GARAGE TRANSACTIONS



AVERAGE MONTHLY GARAGE PERMIT SALES



REVENUE AND COSTS



INSURED GARAGE VALUES

5 TH STREET GARAGE	\$18,571,628
D STREET GARAGE	\$15,231,949
1 ST STREET GARAGE	\$18,839,794
3 RD STREET GARAGE	\$ 5,998,654
7 TH STREET GARAGE	<u>\$30,990,978</u>
TOTAL	\$89,633,033

COMPARABLE CITIES

Berkeley:

Mon-Sat 9am to 6pm (on-street); 7am to 10pm (lot)
\$3.75/hr Core; \$1.25/hr Perimeter

Daly City:

Mon-Sat 8am to 6pm \$1.00/hr

Monterey:

Every day 9am to 8pm \$1.50/hr

San Rafael:

Mon-Sat 8am to 6pm \$1.50/hr

COMPARABLE CITIES

San Luis Obispo:

Mon-Sat 9am to 6pm; Sunday 1pm to 6pm
\$1.75/hr Core; \$1.50/hr Perimeter

San Mateo:

Mon-Sat 8am to 6pm
\$1.50/hr Core; \$1.00/hr Perimeter

Walnut Creek:

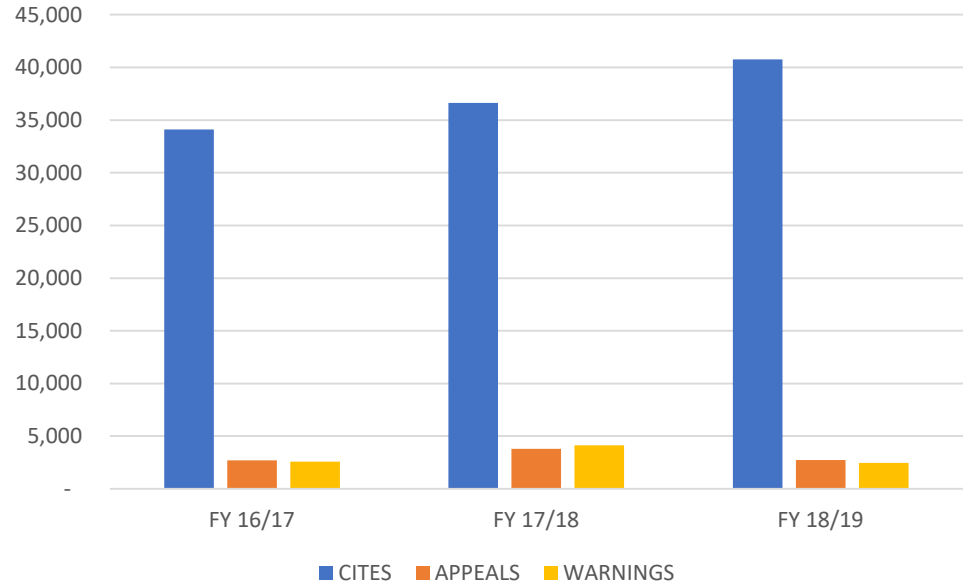
Mon-Sat 10am to 8pm
\$2/hr Core; \$1/hr Perimeter

ENFORCEMENT DATA

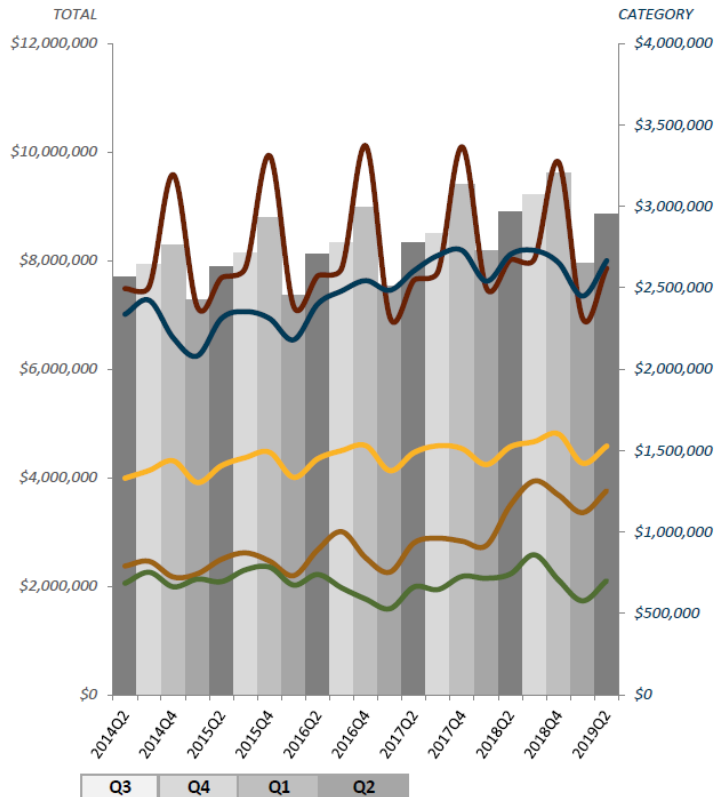
Average 8% appealed
Average 7% warnings

6PM-8 PM:
18% warnings
21% of total citations

>2% transactions cited
.5 FTE PEO add FY 18/19



ECONOMIC DATA – Sales Tax Performance - Citywide



TOTAL				
2019Q2	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$8,856,134	-0.4%	-\$31,874	1.9%	\$659,680

GENERAL RETAIL				
2019Q2	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$2,619,459	-1.9%	-\$51,105	-2.3%	-\$256,770
% of 2019Q2 Total:		29.6%		

FOOD PRODUCTS				
2019Q2	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$1,526,688	0.2%	\$3,663	2.2%	\$129,095
% of Total:		17.2%		

TRANSPORTATION				
2019Q2	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$2,665,519	-1.4%	-\$38,051	-1.6%	-\$174,505
% of Total:		30.1%		

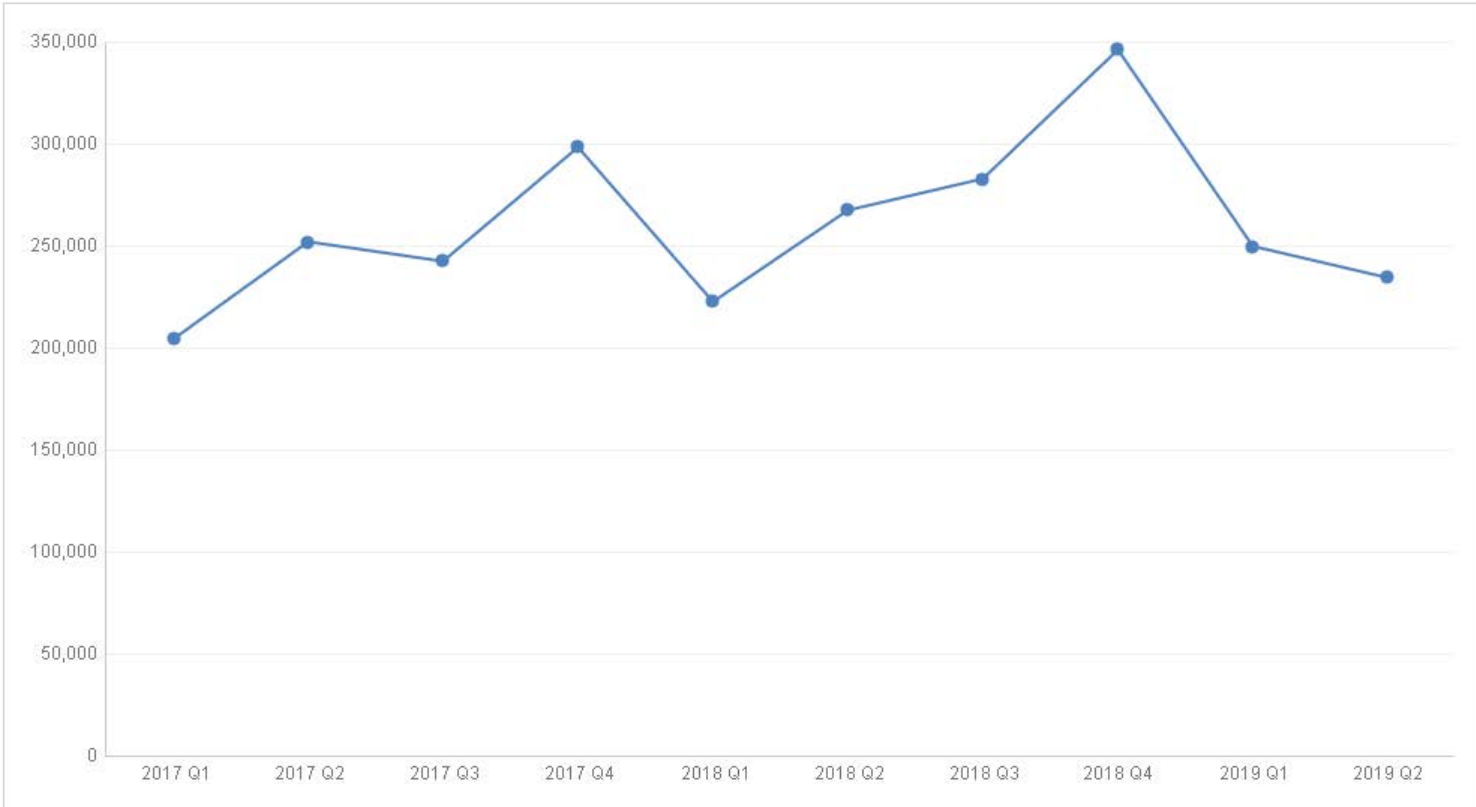
CONSTRUCTION				
2019Q2	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$1,253,317	7.6%	\$88,780	23.3%	\$926,624
% of Total:		14.2%		

BUSINESS TO BUSINESS				
2019Q2	QoQ %Δ	QoQ \$Δ	YoY %Δ	YoY \$Δ
\$700,684	-5.6%	-\$41,257	0.4%	\$11,059
% of Total:		7.9%		

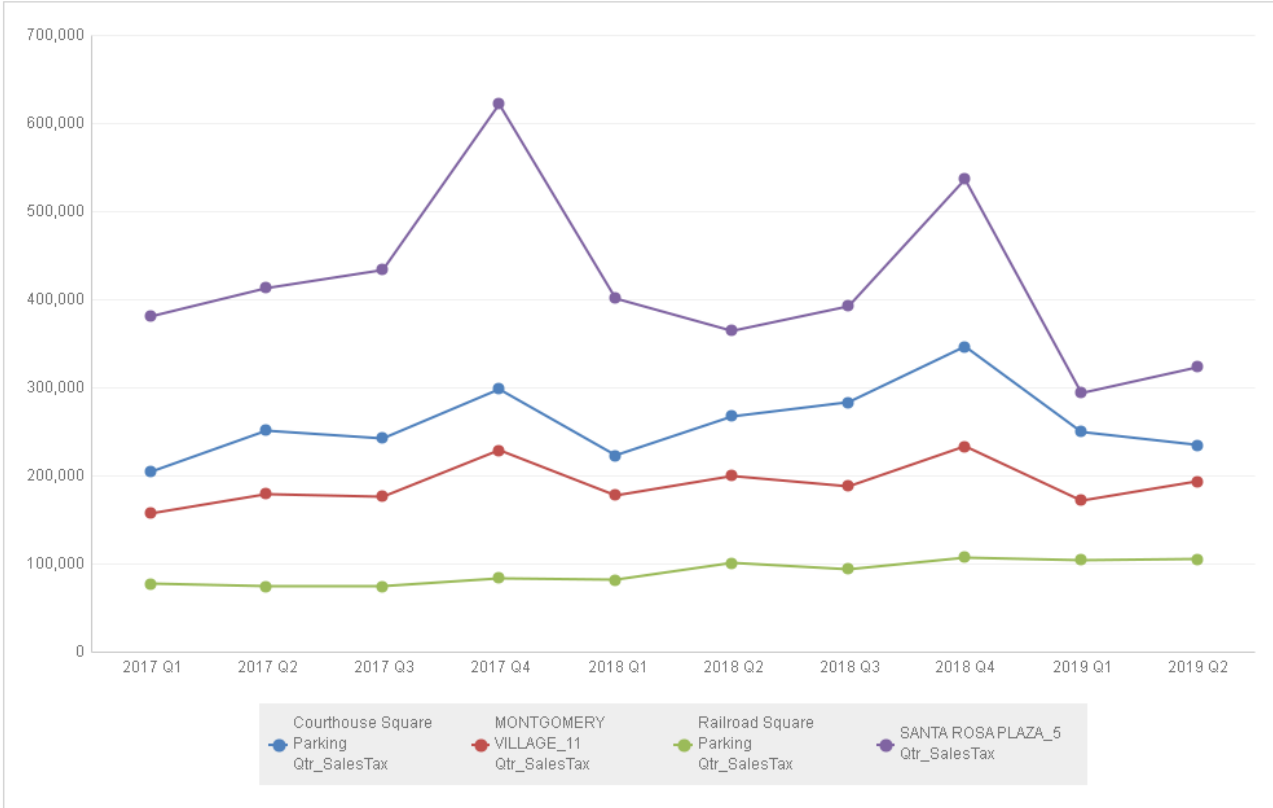
QoQ = 19Q2 / 18Q2

YoY = YE 19Q2 / YE 18Q2

ECONOMIC DATA – Courthouse Square Area Sales Tax



ECONOMIC DATA – Courthouse Square Area Sales Tax



SUMMARY

- Peak parking occupancy in the Premium zone regularly exceeds 85% and exceeds 80% from 6 p.m. and 8 p.m.
- Some success in changing parking behavior to more underutilized locations in the Value zone and 1st and 7th Street garages.

Questions?