



Employee Permit Parking Pilot

Summary

Background: The proposed pilot program is a 6-month trial beginning on November 1, 2018. The pilot is an attempt to improve on-street parking availability in the downtown core for customers without requiring regulations such as time limits or paid parking. This initial 6-month pilot is a starting point for the City to collect data and feedback on downtown parking behavior.

Overview: The City will designate one hundred fifty (150) parking spaces for downtown employee permit parking in five (5) public lots downtown. **A set number of parking stalls will be designated for permit parking in each lot**, and that number will be reviewed monthly utilizing license plate recognition camera data to determine program utilization and effectiveness. A public relations campaign will run during this time to educate downtown business owners and employees on the value of storing their cars off-street to create more on-street availability for customer parking. The fees collected for the parking permits will go into a downtown parking fund to help offset the costs of the program.

Employee Benefits: Participating employees will be **guaranteed parking downtown**. Parking lots will be well-lit and within the downtown core or less than a 5-minute walk. The City, Chamber and Main Street will work with downtown merchants to put together a monthly prize drawing for permit holders with high-value prizes for the length of the pilot program (6 months).

Data/Feedback Collection: License plate recognition (LPR) technology will be used to monitor parking occupancy rates and utilization patterns to estimate participation rates and program success. Employees with permits who cannot find parking are asked to call 805.237.3888 so that the number of stalls can be increased and/or enforcement can ensure that only permit holders are using the permitted spaces.

Enforcement: The LPR system will be integrated with an automated citation and permit management system. The Parking Ambassador will utilize this technology to ensure compliance with the program and provide enforcement.

Costs: The estimated total cost for the six-month trial is estimated not to exceed \$10,000. Parking permits will cost **\$5/month** per employee.

Details: The license plate data collected throughout the pilot will provide key insights into the City's parking occupancy, utilization, and permit program participation to give the City ability to make data-driven decisions moving forward.

Permit sales would launch November 1, along with the data collection effort, and the permit parking regulations would be implemented for December 1.



A portion of five (5) City-owned parking lots would be set aside for employee permit parking between 8:00AM and 8:00PM on weekdays, with an estimated total number of approximately seventy-five (75) permit spaces.

Daytime and evening permits would be available to employees that upload proof of employment through the online portal. Monthly permits would be priced at just \$5.00 each and could be purchased through an online portal in bulk by employers or individually by employees.

A preliminary cap on the number of permits would initially be defined for the pilot to ensure adequate permit parking spaces for permit holders.

Based upon the steering committee feedback, there are a number of business owners who are willing to participate in providing incentives to employees to participate in the program. Ideally, this program will mitigate the impact of on-street employee parking and create more parking availability for customers, especially during the holiday season. There will be a substantial amount of outreach to support the pilot in coordination with the City and the Downtown Main Street Association. There is already a concept to promote parking availability during the holiday shopping season.

Data and utilization will be monitored closely throughout the proposed pilot, and regularly scheduled updates can be provided to the Downtown Main Street Association and City Council. DIXON will provide the ongoing project management throughout the pilot program. The Police Department will provide Parking Ambassador personnel to support the field work along with a vehicle that can be used for the LPR and program monitoring. There will be a need for support from Public Works to prepare the parking lots including general lot clean up, potential lighting improvements, signage and space markings.