

Paso Robles Parking Update

May 2019



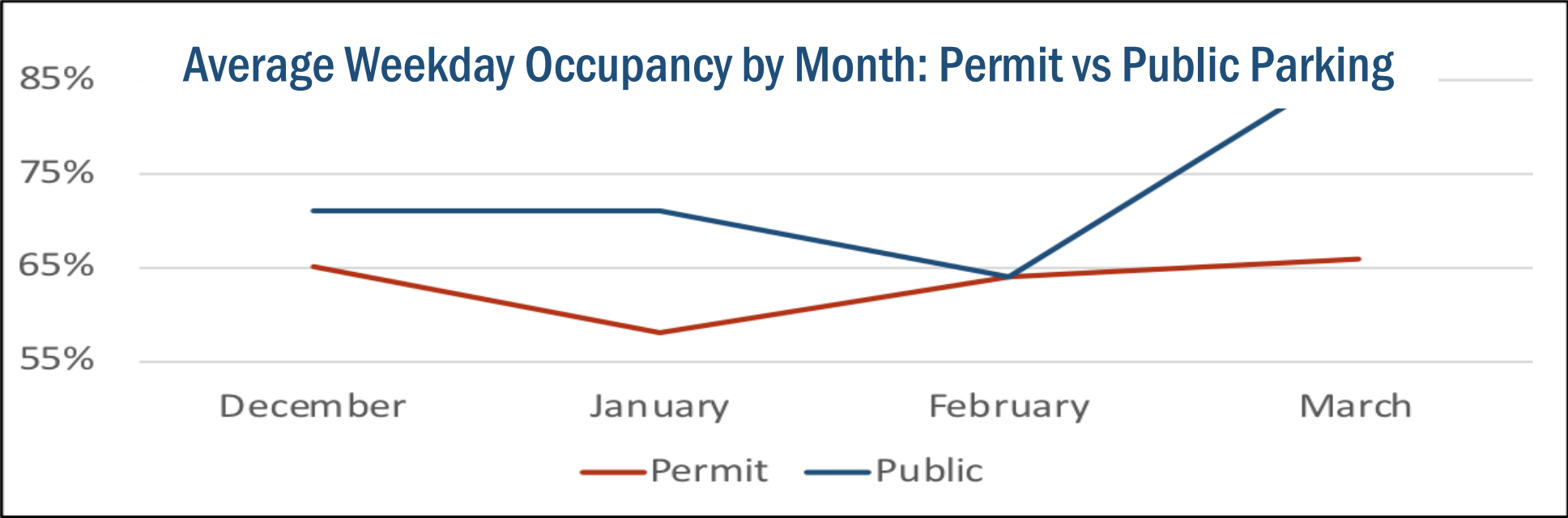
DIXON
RESOURCES UNLIMITED

Background

- **Dixon Resources Unlimited (DIXON) commissioned in March 2018**
 - **Parking Action Plan adopted June 2018**
- **Downtown Employee Parking Permit Program implemented November 2018**
 - **Ongoing data collection**

Pilot Data Analysis Results

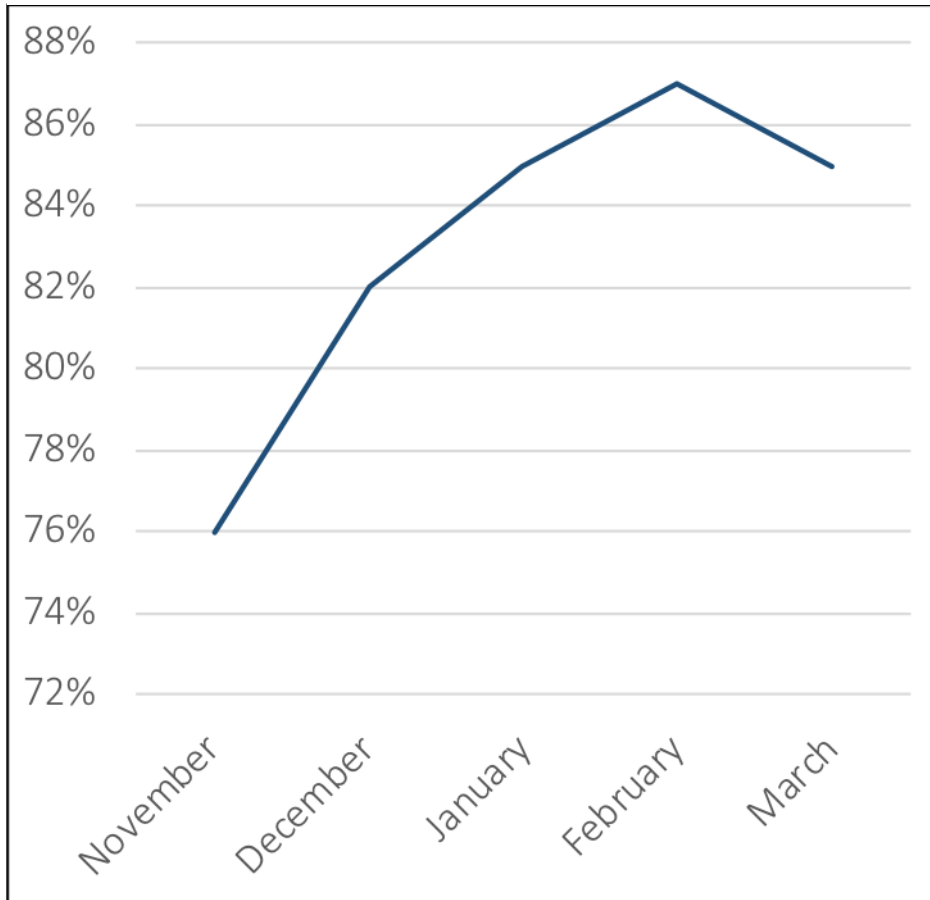
- Paso Robles typically has a **parking management issue**, rather than a parking supply issue
 - The public parking occupancy was consistently higher than permit parking occupancy.



Graph does not include Pine St or Train Station Lot parking supply

Pilot Data Analysis Results

Average Weekday Core On-Street Occupancy at Noon

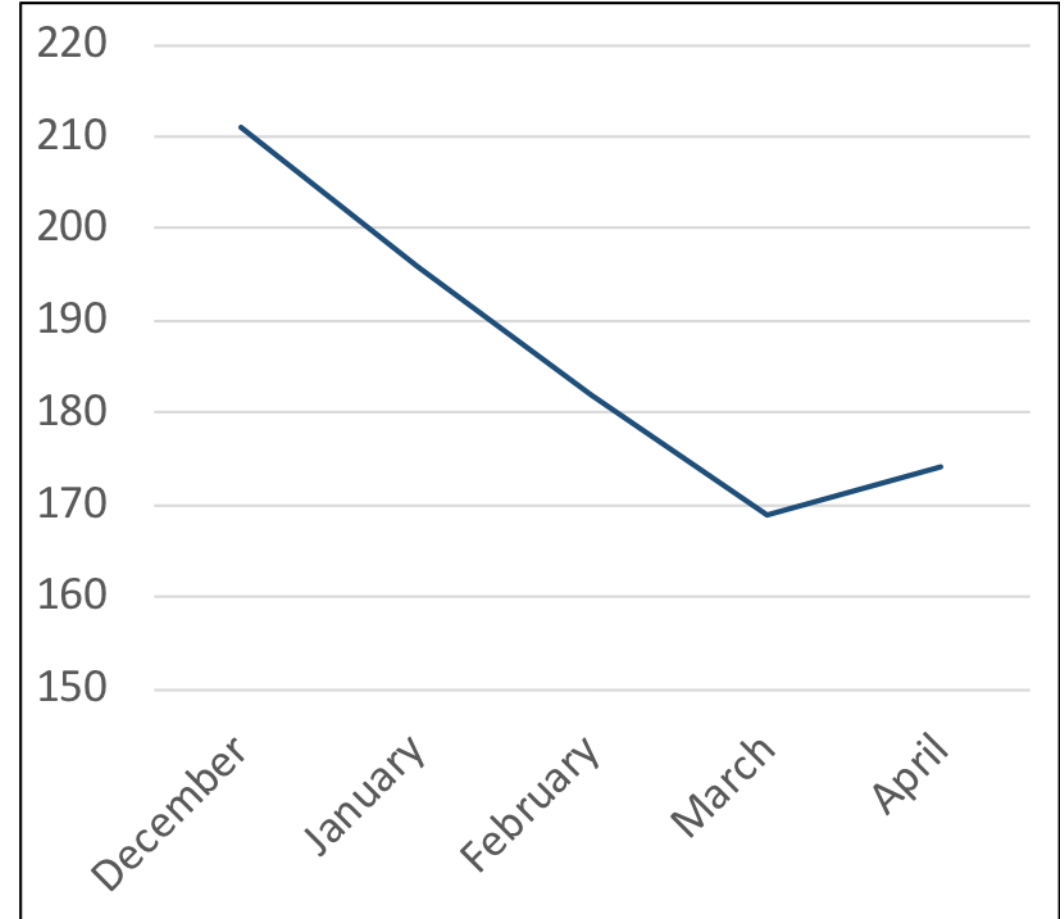


- On weekdays, the average on-street occupancy within the core area around the Park at noon has increased over time, reaching above 85%.
- Typically, around 50% of permit holders were observed parking on-street during the permit parking hours at least once per month.

Pilot Data Analysis Results

- The total number of permits sold has steadily decreased each month (211 in December versus 174 in April).
- Without on-street regulations, employees can continue to park on-street throughout the day without penalty.
- 35% of survey respondents did NOT park in the permit spaces daily

Total Permits Sold by Month



Data Analysis: Key Takeaways

- It was challenging to maintain support for a voluntary compliance-based program.
- It was common for permit holders to be observed within the public parking areas meant for customers.
- Permit parking was underutilized without the use of an oversell
- A significant amount of permit parking supply was unused throughout the day, displacing at least 55 total spaces that would otherwise be available to the public.
- The peak demand period on weekdays was primarily around the lunch hour within the area around the Park.

Ongoing Stakeholder Outreach

- Ongoing feedback from the Parking Steering Committee, permit holders, business owners, employees, and visitors parking@prcity.com
 - March 20 community meeting
 - May 6 Parking Steering Committee meeting
- Ongoing engagement
 - Monthly surveys with prizes
 - Social medial polls
 - Friendly reminder flyers
 - Proud participant posters

Frequent Stakeholder Feedback & Suggestions

- **“Additional ADA parking needed”**
 - Public Works addressing off-street; could consider additional on-street
 - ADA placard holders not subject to time limits or paid parking on-street
- **“Permit parking signage is confusing”**
 - City to order “Free All Day Visitor Parking” signs for parking lots on weekends
 - Could use decals to change “Downtown” to “Employee” Permit Parking Only
- **“The City should construct a parking garage”**
 - Not feasible with existing City budget
- **“The City should consider time limits or paid parking”**
 - Five next steps options are being considered

Items for Immediate Consideration

To prepare for the summer season, seeking City Council Authorization for the following two items:

1. Implementation of a time limit or paid parking plan package (one of the following):
 - a. Time Limits (Park Area)
 - b. Tiered Time Limits (Downtown)
 - c. Paid Hourly Parking (Park Area)
 - d. Paid Hourly Parking (Downtown)
 - e. Paid Parking – First 90 Minutes Free (Downtown)

2. Formal implementation of a downtown employee permit parking program

Parking Program Approach

- **Monday – Friday & Special Events**
 - **Potential expansion - Thursday, Friday & Saturday evenings**
- **Consider long-term sustainability & compliance**
- **Assumes extension of Employee Parking Permit**
 - **Identify additional off street parking locations**
- **Opportunities for incentive programs and merchant validation**

1. Time Limits (Park Area)

5-Year Net Income: **(\$684,200)**

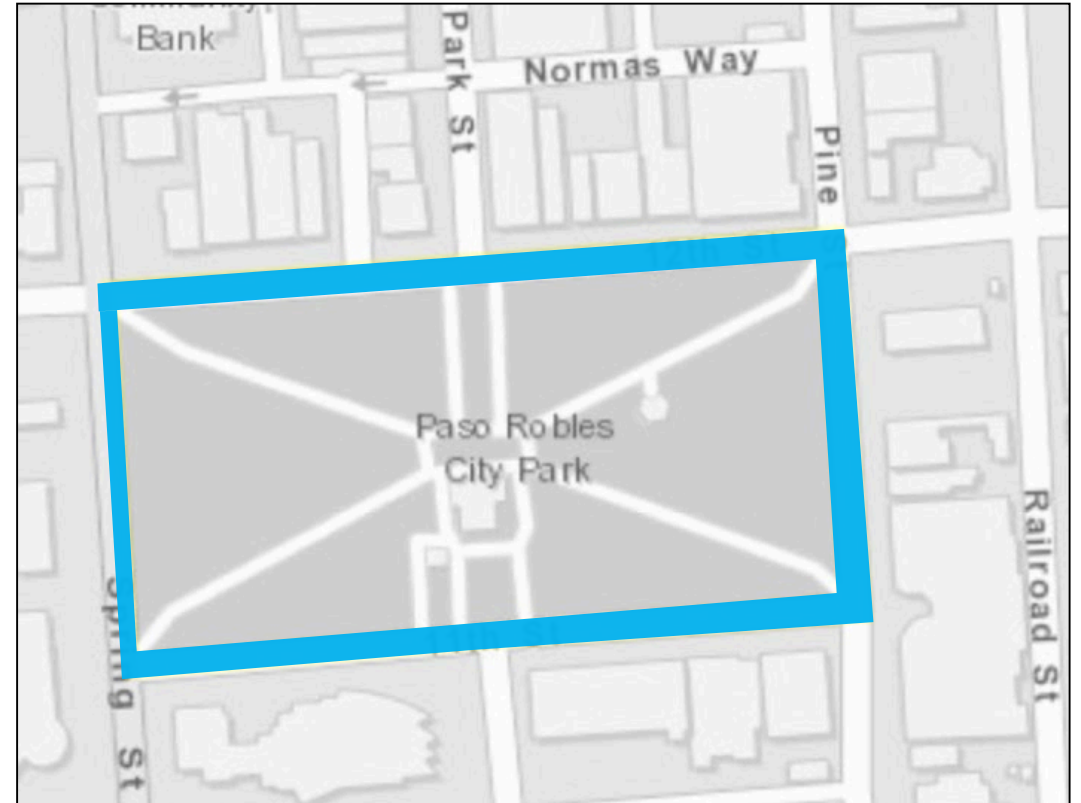
- 2-hour time limit on-street
- 9:00AM – 5:00PM
- No re-parking

Benefits:

- Park Area only will streamline enforcement
- Increased turnover around the Park

Drawbacks:

- Spillover to surrounding Downtown areas
- Potential residential spillover
- Requires long operating hours to be effective
- No revenue to support operation
- Requires consistent enforcement



*Location: Park perimeter - both sides of the street
(between Spring & Pine; 11th & 12th)*

2. Tiered Time Limits (Downtown)

5-Year Net Income: **(\$716,200)**

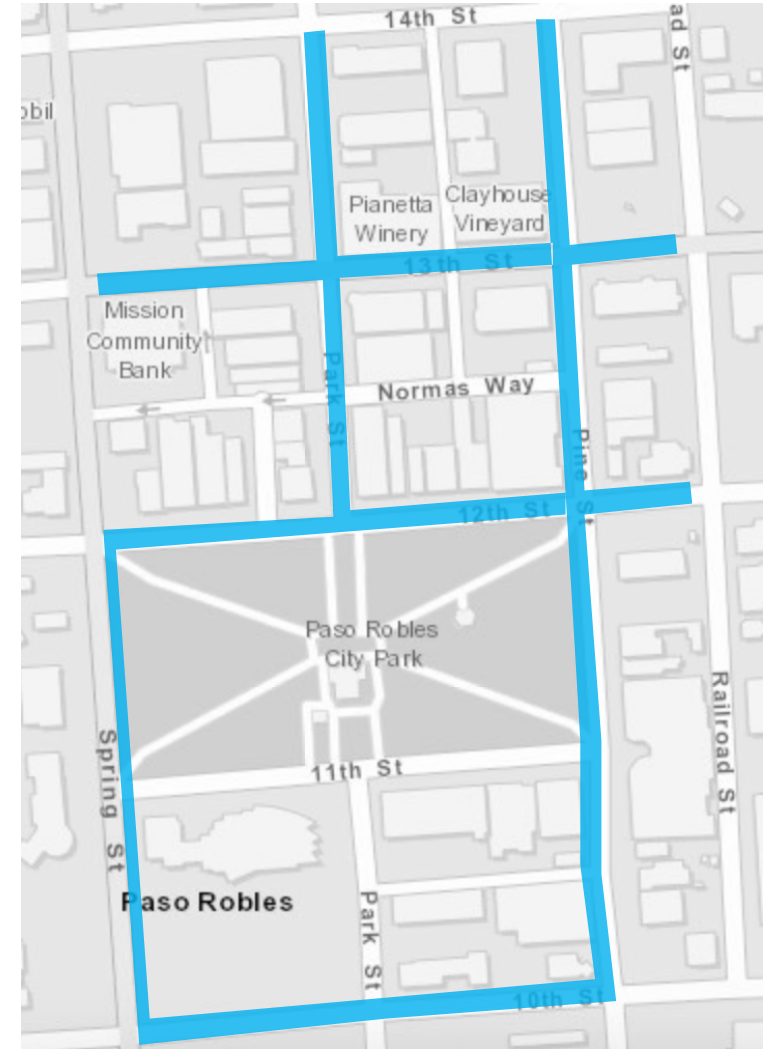
- 2-hour & 3-hour time limits on-street
- 9:00AM – 5:00PM
- No re-parking

Benefits:

- Consistent solution
- Increased turnover & permit program participation

Drawbacks:

- Potential residential spillover
- Requires long operating hours to be effective
- No revenue to support operation
- Requires consistent enforcement



Location:

10th through 14th between Spring & Pine St

3. Paid Hourly Parking (Park Area)

5-Year Net Income: **(\$163,200)**

- 75¢ per hour (no time limit)
- Pay stations & Mobile Application
- 10:00AM – 2:00PM

Benefits:

- Simple rate structure
- Easier to monitor than time limits
- Can be combined with validation/incentive programs
- Customers not subject to time limit
- Ability to expand paid parking for special events

Drawbacks:

- Spillover to surrounding Downtown areas
- Potential residential spillover
- Does not guarantee turnover
- Pay station maintenance & support

4. Paid Hourly Parking (Downtown)

5-Year Net Income: **(\$40,200)**

- 75¢ per hour (no time limit)
- Pay stations & Mobile Application
- 10:00AM – 2:00PM

Benefits:

- Consistency throughout Downtown
 - Easier to communicate regulations
- Encourages permit program participation
- More flexibility with broader implementation
- Easier to monitor than time limits
- Can be combined with validation/incentive programs
- Customers not subject to time limit
- Ability to expand paid parking for special events

Drawbacks:

- Potential residential spillover
- Does not guarantee turnover
- Pay station maintenance & support

5. Paid Parking – First 90 Minutes Free (Customized for Paso Robles)

- \$1.00 per hour (no time limit) – First 90 minutes free
- Pay stations & Mobile Application
- 9:00AM – 5:00PM
- No re-parking allowed

5-Year Net Income: \$159,800

Benefits:

- 90-minutes free is a customer convenience
- Encourages permit program participation
- More flexibility with broader implementation
- Easier to monitor & manage than time limits
- Can be combined with validation/incentive programs
- Customers not subject to time limit
- Ability to expand paid parking for special events

Drawbacks:

- Drivers must initiate parking session
- Potential residential spillover
- Does not guarantee turnover
- Pay station maintenance & support

Mobile Payment – Paid Parking

- User can initiate their parking session and pay for parking using their phone
 - Can create an account through the application, or
 - Call a phone number
- Ability to extend time remotely
- Reminders sent to users
- No charge to the City; User pays a small convenience fee (~.25¢)
- Integrated with enforcement technology for ease of enforcement
 - Parking session verified by license plate

Incentive Program / Merchant Validation – Paid Parking

- **Businesses can create validation codes**
 - **Customized parameters**
 - Value of time
 - Hours/date range
 - **Code can be utilized at the Pay Station or through the mobile payment app**
 - **Ability to pre-purchase time**
- **Managed and monitored by license plate number**
- **Special programs & promotions, like resident parking credits**

Enforcement Technology – Paid and/or Time Limit

- Automated Citation and Permit Management
 - Handheld citation issuance device
 - Online portal (data security priority)
- License Plate Recognition (LPR) technology
 - Successful pilot period
 - Enforcement efficiency
 - Ongoing data collection & monitoring

Permit Parking Program - Paid and/or Time Limit

- Eliminate evening and residential permits due to low demand
- Oversell permits & proactively monitor occupancy
- Introduce carpool & electric vehicle incentives
- Depending on program option:
 - Time Limit Model - consider increasing the permit rate
 - Paid Parking Model - maintain a lower monthly permit rate
- Permit parking locations
 - Add: alley next to Pine St Saloon
 - Remove: Train Station Lot & all on-street permit spaces
 - Identify and negotiate additional permit parking locations

Follow Up Actions

The following items will be brought back to upcoming Council meetings for consideration:

- **ADA Parking**
- **Parking Citation Fine Amounts**
- **Valet Parking**
- **Event Parking**
- **Shuttle Program**
- **Parking Structure**

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

parking@prcity.com

Thank you!