



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2671
www. CityofSacramento.org

STAFF REPORT
January 24, 2006

Honorable Mayor and
Members of the City Council

Subject: Central City Parking Master Plan –Funding & Financials

Location/Council District:

Area bounded by Broadway, Sacramento River, American River, and Alhambra Boulevard
- Council Districts 1, 3 & 4 (see Attachment A map)

Recommendation:

This report provides recommendations for Council consideration. Council action will be requested in early 2006 on all the parking recommendations that have been discussed.

Contact: Fran Halbakken, Interim Director of Transportation, 808-7194

Presenters: Fran Halbakken, Interim Director of Transportation
Howard Chan, Parking Services Manager

Department: Transportation

Division: Parking

Organization No: 3461 & 3481

Summary:

The objective of the Central City Parking Master Plan (Master Plan) is to develop criteria, policies and procedures that will be used to guide the City when making decisions related to parking in the Central City. This report, the fifth in a series of reports to Council, brings forward recommendations concerning funding and financial matters. Prior and future Council dates for the Central City Parking Master Plan include:

1. Aug 05 – Council adopted goals and objectives for Central City parking
2. Sept 05 – Presented recommendations on parking supply
3. Oct 05 – Council adopted recommendations for case study area
4. Nov 05 – Presented recommendations for management of existing supply and demand management
5. Jan 06 (today) – Discuss recommendations for funding and financials

6. Mar 06 (anticipated) – consider approval of Central City Parking Master Plan

Committee/Commission Action:

The Planning Commission received an informational report on May 12, 2005 and January 19, 2006. The Disability Advisory Commission (DAC) received a presentation on June 16, 2005. The Physical Access Subcommittee of the DAC discussed the recommendations on November 3, 2005. The Development Oversight Commission will receive a report in February 2006.

Background Information:

On August 2, 2005, City Council approved goals and objectives for the City's parking program. Specific recommendations to implement the approved goals and objectives have been developed. In this presentation, the previously approved goals and objectives are listed first and shown in **bold** font, followed by the recommendations shown in *italics*.

- 1. Support the citywide goals of economic development, livable neighborhoods, achieving sustainability and improving public safety**

- 1.2.1 Adopt City policy and guidelines to establish "in-lieu-of-parking" fees for development of less than the minimum required parking*

Other recommendations were discussed at September 27, 2005 Council meeting

- 2. Supply parking to meet need**

- 2.2.4 Consider use of a Benefit Assessment District to fund new parking where there is a deficiency of parking for existing commercial land uses*

Other recommendations were discussed at September 27, 2005 Council meeting

- 3. Use time limits, rates and enforcement to manage parking supply efficiently**

Recommendations were discussed at November 29, 2005 Council meeting

- 4. Modify the Residential Parking Program to manage the retail/residential interface**

Recommendations were discussed at November 29, 2005 Council meeting

- 5. Minimize the negative impacts of parking**

Recommendations were discussed at November 29, 2005 Council meeting

- 6. Make parking safe, secure, attractive and convenient**

Recommendations were discussed at November 29, 2005 Council meeting

7. Operate City-owned parking in a financially sound manner

7.1 Ensure that the City’s parking program is financially self-sufficient

7.1.1 Set parking fees and fines at levels that cover capital, operating, maintenance and enforcement costs and generate additional revenue to expand the parking program to meet the growing needs of the City

7.2 Offer City-owned public parking at a rate that recognizes the cost of providing parking and the economic value of the parking

(See Recommendation 7.1.1)

7.3 Provide parking discounts when they reflect appropriate incentives for the use of City-owned parking and when the discount is financially feasible

7.3.1 Maintain discounts for the disabled (free on-street), low-income workers, part-time workers and shoppers where appropriate

7.4 Structure the financial accounting from parking and parking enforcement with sufficient flexibility to allow maximum effectiveness in the parking program

7.4.1 Combine all revenue from the City’s on and off-street parking operations into a single Parking Enterprise Fund.

7.4.2 Use the combined Parking Enterprise Fund to support all City parking programs or other programs to accommodate or reduce parking demand

7.4.3 Consider a parking surcharge on all commercial parking to provide funding for increased enforcement and promotion of alternative modes

7.5 Maintain all City-owned parking facilities and revenue collection equipment for maximum effectiveness and efficiency

7.5.1 Maintain revenue collection equipment for on-street and off-street operations and replace when and where appropriate

7.6 Provide operational policies and procedures to ensure that the City’s parking program is run effectively, efficiently and according to the highest standards of the parking profession

7.6.1 Update the City’s employee manuals for parking-related functions

7.6.2 Enhance the financial and operational reporting capabilities to allow optimal financial management of the City’s parking assets

7.6.3 Replace the City’s parking validation system for shoppers with a system that is less susceptible to abuse and requires less administrative support from the City

7.6.4 Expand the Parking Manager’s authority over setting of rates, time limits and hours of enforcement

8. Promote alternative modes of transportation and walkable communities

8.3.7 Consider having development projects “unbundle” parking costs from other costs to avoid leasing of too much parking

Other recommendations were discussed at November 29, 2005 Council meeting

9. Provide transportation options to encourage use of existing parking supply

Recommendations were discussed at November 29, 2005 Council meeting

Surface parking policy

City Council directed staff to report back with an interim surface parking lot. A multi-departmental team drafted policy recommendations for all surface parking lots instead of only interim surface parking lots. These recommendations would apply to C-2 and C-3 zones in the Central Business District and C-2 zones citywide.

Staff used the following guidelines to frame the policy development:

- Allow time for existing stand-alone surface parking lots to comply with new policy
- Avoid loss of parking
- Must be fair and clear
- Code Enforcement must be able to enforce
- Should not be overly onerous

Draft policy for **all existing stand-alone surface parking lots:**

- Obtain a parking lot permit for specified lot from City within six months or discontinue operations;
- Permit to include business operating terms;
- Meet requirements for improved surface and provision of spaces for disabled parkers; and
- 2-year approval, renewable upon review. Nominal fee to cover processing of permit. Administrative citation procedure similar to administrative penalty for enforcement.

Draft policy for **all new stand-alone surface parking lots:**

- New lots cannot be contiguous to other existing surface stand-alone parking lots, meet design standards for layout and disabled spaces, required to meet all above requirements and make additional improvements as follows:

Under 15 spaces – Lowest level of improvements.

Between 15 spaces to 60 spaces – Tiered amount of improvements with more required for higher number of spaces. Require additional improvements if spaces are available to general public for daily use.

Greater than 60 spaces - Full improvements for drainage, lighting and landscaping.

After two 2-year permits, require additional improvements with third 2-year permit and increase level of improvements for fourth and fifth permit. Public access triggers higher level of improvements.

New surface parking lot policy will require revisions to ordinance(s) that would be considered by the Law & Legislation Committee prior to City Council approval.

Financial Considerations:

No actions are being taken which have a direct financial impact.

Environmental Considerations:

This activity is not considered a project as defined by Section 15378 of the California Environmental Quality Act (CEQA) guidelines. The activity involves no physical construction and has no potential to cause a significant impact on the environment (CEQA Section 15061 (b)(3)).

Policy Considerations:

The Central City Parking Master Plan is consistent with the City of Sacramento’s Strategic Plan goals of improving and diversifying the transportation system, enhancing and preserving neighborhoods, and expanding economic development throughout the City.

Emerging Small Business Development (ESBD):

No goods or services are being procured with this Council action. The project consultant, DKS Associates, has met the ESBD requirement of 20% participation for City projects.

Respectfully Submitted by: _____
Howard Chan
Parking Services Manager

Approved by: _____
Francesca Halbakken
Interim Director of Transportation

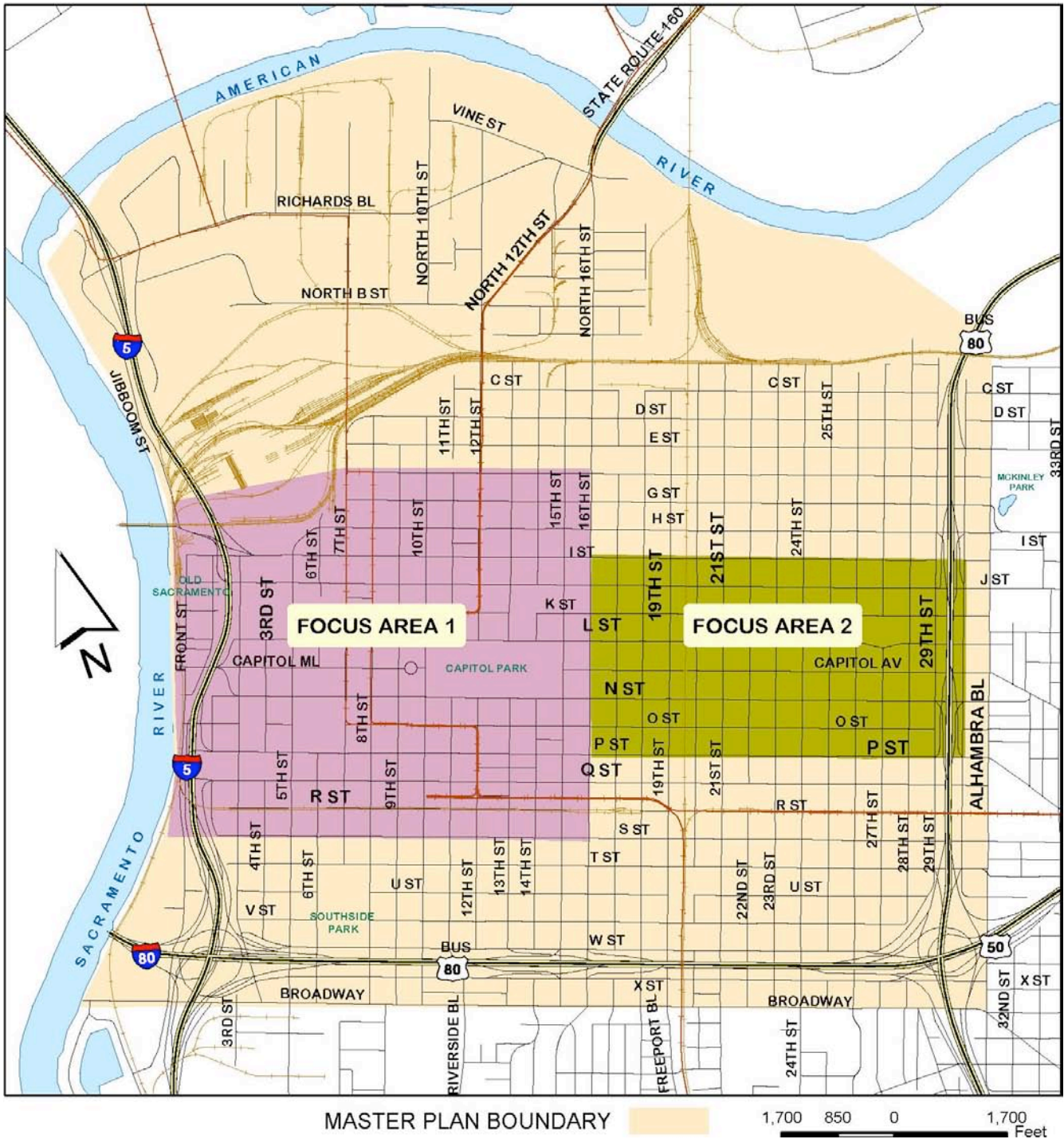
Recommendation Approved:


RAY KERRIDGE
Interim City Manager

Table of Contents:
Pg 1-5 Report
Pg 6 Attachment A, Location Map
Pg 7 Attachment B, Presentation

Location Map for

CENTRAL CITY PARKING MASTER PLAN BOUNDARY AND FOCUS AREAS






City of Sacramento

Central City Parking Master Plan

City Council Meeting
January 24, 2006

DKS Associates
TRANSPORTATION SOLUTIONS



City Council Meeting Schedule

- ◆ **August 05** – Goals and Objectives
- ◆ **September 05** - Parking Supply
- ◆ **November 05** - Management of Parking Demand and Existing Supply
- ◆ **January 06** - Funding and Financial Management
- ◆ **March 06** – Consider Approval of Parking Master Plan

Designed in 28 point font but printed in readable font to conserve paper

Community Involvement



- ◆ Stakeholder Group Meetings
- ◆ Focus Group Meetings
- ◆ Community Organization Presentations
- ◆ Public Open House
- ◆ Project Newsletters
- ◆ Media Relations
- ◆ Project Webpage

Policy Recommendations

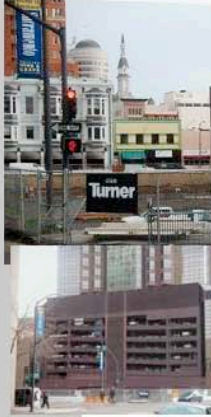
Goals - 9

Objectives - 30

▶ *Recommendations - 80*



Goals for which recommendations were made in September 2005



Parking Supply

1. Support citywide goals of economic development, livable neighborhoods, achieving sustainability and improving public safety
2. Supply parking to meet need

Goals for which recommendations were made in November 2005

Management of Parking Demand and of Existing Supply



3. Use time limits, rates and enforcement to manage parking supply efficiently
4. Modify Residential Parking Program to manage retail/residential interface
5. Minimize negative impacts of parking
6. Make parking safe, secure, attractive and convenient

Goals for which recommendations were made in Nov. 2005 (continued)

- 8. Promote alternative modes of transportation and walkable communities
- 9. Provide transportation options to encourage use of existing parking supply



Goals for which recommendations will be made today

Funding and Financial Management

- Funding elements from goals 1, 2 & 8
- 7. Operate City-owned parking in a financially sound manner



Goal 1 - Support citywide goals of economic development, livable neighborhoods, achieving sustainability and improving public safety

1.2.1 Adopt City policy and guidelines to establish “in-lieu-of-parking” fees for development of less than the minimum required parking




Goal 2 - Supply parking to meet need

2.2.4 Consider use of a Benefit Assessment District to fund new parking where there is a deficiency of parking for existing commercial land uses



Goal 7 - Operate City-owned parking in a financially sound manner


Objective 7.1: Ensure that City's parking program is financially self-sufficient



7.1.1 Set parking fees and fines to cover capital, O & M, and enforcement costs and generate additional revenue to expand parking program to meet City's growing needs

Goal 7 - Operate City-owned parking in a financially sound manner



Objective 7.2: Offer City-owned public parking at a rate that recognizes the cost of providing parking and the economic value of the parking
(covered in last recommendation)



Goal 7 - Operate City-owned parking in a financially sound manner

Objective 7.3: Provide parking discounts when they reflect appropriate incentives for use of City-owned parking and when discount is financially feasible

7.3.1 Maintain discounts for disabled (free on-street), low-income & part-time workers and shoppers where appropriate





Goal 7 - Operate City-owned parking in a financially sound manner

Objective 7.4. Structure financial accounting from parking and enforcement with sufficient flexibility to allow max. effectiveness in parking program

7.4.1 Combine all revenue from City's on and off-street parking operations into single Parking Enterprise Fund

7.4.2 Use combined Parking Enterprise Fund to support all City parking programs or other programs to accommodate/reduce parking demand

7.4.3 Consider parking surcharge on all commercial parking to provide funding for increased enforcement and promotion of alternative modes



Goal 7 - Operate City-owned parking in a financially sound manner

Objective 7.5 Maintain all City-owned parking facilities and revenue collection equipment for maximum effectiveness and efficiency

7.5.1 Maintain revenue collection equipment for on-street and off-street operations and replace when and where appropriate



Goal 7 - Operate City-owned parking in a financially sound manner

Objective 7.6 Provide operational policies and procedures to ensure that City's parking program is run effectively, efficiently and according to highest standards of parking profession

7.6.1 Update City employee manuals for parking-related functions

7.6.2 Enhance financial and operational reporting capabilities to allow optimal financial management of City's parking assets

Goal 7 - Operate City-owned parking in a financially sound manner

- 7.6.3 Replace the City's parking validation system for shoppers with a system that is less susceptible to abuse and requires less administrative support from the City*
- 7.6.4 Expand the Parking Manager's authority over setting of rates, time limits and hours of enforcement*

Goal 8 – Promote alternative modes of transportation and walkable communities

- 8.3.7 Consider having development projects “unbundle” parking costs from other costs to avoid leasing of too much parking*

Draft Surface Parking Lot Policy

Applies to C-2 and C-3 zone in CBD and C-2 zone citywide stand alone parking

Different requirements for different kinds of lots

- ◆ Existing Lots
- ◆ New lots with less than 15 Spaces
- ◆ New lots with 15 to 60 spaces
- ◆ New lots with more than 60 spaces

Minimum Requirements for All Lots

Require owners to obtain parking lot permit within 6 months

- ◆ Business Operations certificate
- ◆ Sign with contact name, phone number and parking lot permit posted
- ◆ Insurance with City listed as additional insured (hold City harmless)
- ◆ Agree to operate in clean and safe manner
- ◆ Establish hours of operation with lot secured when not in use
- ◆ Meet requirements for improved surface and provision of spaces for disabled parkers

Existing Lots

Additional Requirements

- ◆ Time limit of two years
- ◆ Renewable upon review
- ◆ Nominal fee for administration of permit process
- ◆ Administrative citation procedure similar to administrative penalty for enforcement purposes



New lots under 15 spaces

Additional Requirements

- ◆ Be screened from street
- ◆ Meet design standards for layout and disabled spaces
- ◆ Not contiguous to an existing stand-alone surface parking lot



New lots between 15 to 60 spaces

Additional Requirements

- ◆ Meet design standards for layout and disabled spaces
- ◆ Improvements on sliding scale from 25% to 75% of full improvements
- ◆ Public access requires 25% additional improvements



New lots above 60 spaces

Additional Requirements

- ◆ Meet design standards for layout and disabled spaces
- ◆ Full improvements for drainage, lighting and landscaping/shading



Examples of surface parking with 15-60 spaces

Parking lot Located at L Street between 16th and 17th Streets.

Stall Count: 16



Examples of surface parking with 15-60 spaces

Parking lot bordered by I, J, 10th and 11th Streets.

Stall Count: 23



Examples of surface parking with 15-60 spaces

Parking lot Located at the corner of 14th and I Streets.

Stall Count: 34



Examples of surface parking with 15-60 spaces

Parking lot Located at J Street between 22nd and 23rd Streets.

Stall Count: 50



Examples of surface parking with 60+ spaces

Parking lot Located at the corner of 16th and J Streets.

Stall Count: 63



Examples of surface parking with 60+ spaces

Parking lot Located at the corner of 14th and I Streets.

Stall Count: 119

