

**Sacramento Central City Parking Master Plan**  
**List of Issues and Potential Strategies**

Issue		Potential Strategies
<b>1.0 Maintaining a Balance between Parking Supply and Demand</b>		
1.01	Inadequate parking for commuters	1.) Meter more on-street spaces, 2.) Adjust rate structure for on-street and city off-street spaces, 3.) Set or modify time limits for on-street spaces, 4.) Build new city parking facility to address shortage
1.02	Not enough parking for visitors and events	1.) Develop a dynamic parking information and guidance system
1.03	More parking needed in K Street Mall/L Street retail area (with proposed strategies for development)	1.) Build new city parking facility to address shortage, 2.) Adjust rate structure for on street and city off-street spaces, 3.) Set parking requirements for new development to ensure adequate parking, 4.) Establish a Parking Assessment District, 5.) Partner with private owners of parking to make facilities available at nights or weekends, 6.) Use valet parking to increase capacity
1.04	More parking needed near Sacramento River (to meet increased public access goals of Riverfront Master Plan)	1.) Build new city parking facilities to address shortage
1.05	More parking needed on and around 16th Street	1.) Build new city parking facilities to address shortage, 2.) Adopt special circumstances for temporary use of vacant land for public off-street parking, 3.) Establish a Parking Assessment District, 5.) Partner with private owners of parking to make facilities available at nights or weekends 6.) Use valet parking to increase capacity
1.06	More space is required for deliveries particularly at 5th and J for the Downtown Plaza	1.) Designate more on-street and off-street locations for deliveries
1.07	Off-street lots/garages are closed nights and weekends in areas where there is demand	1.) Lease private or state lots and garages on nights and weekends for public use
1.08	There should be an adequate inventory of parking supply and demand (block by block, covering spaces that are not available to the public, including spaces used for storage)	1.) Build new city parking facilities to address shortage, 2.) Adopt special circumstances for temporary use of vacant land for public off-street parking
1.09	There is no existing inventory of spaces by curb color (use restriction).	1.) Create an inventory of Central City parking with information about use restrictions by space
1.10	Empty lots should be used for parking until developed	1.) Adopt special circumstances for temporary use of vacant land for public off-street parking
1.11	Are existing/planned parking adequate for the projected growth in the Central City for the next 10-15 years?	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans

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1.12	Be realistic with addressing parking issues. Do not use assumptions that are not proven out in the marketplace. (e.g. not everyone will use transit, carpool, etc.) Many people will drive their own vehicles despite incentives to do otherwise.	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans, 2.) Create a supplemental model for evaluating the parking trip reduction effects of demand management strategies
1.13	Will new mixed-use & in-fill projects in the Central City offset parking requirements, i.e. will associated alternate commute strategies reduce parking needs?	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans, 2.) Create a supplemental model for evaluating the parking trip reduction effects of demand management strategies
1.14	There should be more cross-use of parking lots/garages (including state and county lots/garages)	1.) Add private parking to the City's downtown parking information on the web site, 2.) Develop a dynamic parking information and guidance system, 3.) Lease private or state lots and garages on nights and weekends for public use
1.15	Not enough motorcycle spaces (long-term and short-term)	1.) Provide more motorcycle spaces on-street and in City garages
1.16	Use of empty lots for parking need fencing and landscaping	1.) Adopt special circumstances for temporary use of vacant land for public off-street parking
1.17	Off-street lots/garages are closed nights and weekends in areas where there is demand	1.) Lease private or state lots and garages on nights and weekends for public use
1.18	More diagonal parking.	1.) Provide more angle parking on streets where it is appropriate
1.19	During "Old Sac" Events the parking garages close forcing monthly customers to find alternate parking. At the same time visitors are coming to the west end to find parking.	1.) Develop a dynamic parking information and guidance system
1.20	Put City's resources where projected parking demand is greatest	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans, 2.) Set parking requirements for new development to ensure adequate parking, 3.) Build new city parking facilities to address shortage
1.21	There appears to be City resistance to privately owned off street parking	1.) Re-examine City policies relative to private provision of parking 2.) encourage private provision of parking
1.22	There is no existing inventory of spaces by curb color (use restriction).	1.) Create an inventory of Central City parking with information about use restrictions by space
<b>2.0 Using Parking Supply and Pricing as a Tool for Encouraging Use of Alternative Modes</b>		
2.01	Parking is not being used efficiently	1.) Change pricing structure to increase the efficiency of use

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2.02	Alternative modes (transit, biking, walking) and travel demand management should be encouraged to reduce parking demand	1.) Set maximum parking requirements for new development based on proximity to transit services, 2.) Encourage "Parking Cashout" by employers that provide free or subsidized parking to employees, 3.) Require or encourage preferential and/or subsidized parking for carpools and vanpools
2.03	Parking should be minimized or capped to encourage transit	1.) Set maximum parking requirements for new development based on proximity to transit services, 2.) Encourage "Parking Cashout" by employers that provide free or subsidized parking to employees, 3.) Require that a portion of new parking requirement for office development be a fee paid for transit station parking or other park and ride
2.04	Do not restrict amount of parking to force a behavior change that encourages transit; encourage transit rather than penalize downtown	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans, 2.) Set parking requirements for new development to ensure adequate parking, 3.) Build new city parking facilities to address shortage
2.05	Parking Plan/Strategies should include promoting the use of the extensive transit service in the Central City. It should examine options to expand that service through circulators and street car service.	1.) Set maximum parking requirements for new development based on proximity to transit services
2.06	The Parking Plan should also consider utilizing the more than 6, 000 parking spaces available at light rail stations (soon to be over 7,000).	1.) Set maximum parking requirements for new development based on proximity to transit services
2.07	The Plan should promote the concept of "park once" and develop strategies to promote transit for multiple trips in the Central City.	1.) Implement Fare Free Zone for transit in the Central City, 2.) Operate a free shuttle service with the Central City, 3.) Dedicate a proportion of net revenue from city parking to supplemental transit services for the Central City
2.09	Until transit can provide adequate services resulting in decreased dependence on auto can we "afford" decreasing parking requirements in central city just to promote infill?	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans
<b>3.0 Making the Most Efficient Use of Available Parking Spaces through Fee Rates, Time Restrictions, Use Restrictions, and Marketing</b>		
3.01	The loading and delivery areas are not adequate	1.) Designate more on-street and off-street locations for deliveries

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3.02	Parking should be short-term for on-street, long-term off-street	1.) Change pricing structure to increase the efficiency of use, 2.) Set or modify time limits for on-street spaces, 3.) Increase enforcement of on-street parking regulations
3.03	Parking is not being used efficiently	1.) Change pricing structure to increase the efficiency of use, 2.) Set or modify time limits for on-street spaces, 3.) Increase enforcement of on-street parking regulations
3.04	Keeping spaces available (to minimize congestion caused by "hunting" and to encourage people to come into downtown & Midtown)	1.) Change pricing structure to increase the efficiency of use, 2.) Price parking to ensure that some spaces are always in each subarea, 3.) Set or modify time limits for on-street spaces, 4.) Increase enforcement of on-street parking regulations
3.05	Better use of existing parking is through marketing	1.) Identify areas with available parking capacity and increase marketing for those facilities
3.06	The first two hours should be free in garages after 5:00 PM to support retail (or other mechanism).	1.) Evaluate the effects off allowing the first two hours of parking to be free in garages after 5:00 PM on retail business and net parking revenue
3.07	Parking should be free on weekends Downtown and in Old Sacramento.	1.) Evaluate the effects off allowing the first two hours of parking to be free on weekends in Downtown and Old Sacramento on retail business and net parking revenue
3.08	In Old Sacramento the first two hours should be free in garages.	1.) Evaluate the effects off allowing the first two hours of parking to be free in garages in Old Sacramento on retail business and net parking revenue
3.09	Needs & importance of preventing car camping on the street.	1.) Meter more on-street spaces, 2.) Adjust rate structure for on-street and city off-street spaces, 3.) Set or modify time limits for on-street spaces, 4.) Increase enforcement of on-street parking regulations, 5.) Dedicate net revenue from on-street enforcement to additional enforcement technology, equipment and labor, 6.) Revise regulations to facilitate enforceability
3.10	Downtown has a fairly good stock of parking, but the perception is that it is difficult, hard to find and expensive.	1.) Add private parking to the City's downtown parking information on the web site, 2.) Lease private or state lots and garages on nights and weekends for public use, 3.) Develop a dynamic parking information and guidance system
3.11	Lack of signage for available parking	1.) Develop a dynamic parking information and guidance system
<b>4.0 Treating Parking Supply as a Factor in Central City Development Planning</b>		

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4.01	Adequate parking should be required with new development	1.) Set parking requirements for new development to ensure adequate parking, 2.) Set maximum parking requirements for new development based on proximity to transit services
4.02	Need innovative parking solutions for development on small lots	1.) Adopt special circumstances for temporary use of vacant land for public off-street parking
4.03	Adding parking in downtown is expensive and impacts development/business costs	1.) Examine the role of parking in new development and business costs
4.04	Parking has impacts on land use and circulation system	1.) Evaluate the impact of new parking on traffic circulation and sensitive land uses
4.05	Develop Master Plan for parking versus parking requirements by project	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans, 2.) Create a supplemental model for evaluating the parking trip reduction effects of demand management strategies, 3.) Set parking requirements for new development to ensure adequate parking, 4.) Set maximum parking requirements for new development based on proximity to transit services
4.06	The general attractiveness and open space in the Midtown Area and how parking impacts that.	1.) Evaluate how parking impacts Central City open spaces
4.07	Zoning for private parking lots and garages is stringent and makes it difficult to get permits to operate lots and garages as paid parking facilities	1.) Adopt special circumstances for temporary use of vacant land for public off-street parking
4.08	Beautification ordinance for parking lots makes the cost of turning unused surface parking lots greater than the return. Many empty lots that could be used for public parking go unused for this reason.	1.) Adopt special circumstances for temporary use of vacant land for public off-street parking
4.09	Existing use of lots by private owners that are not up to current surface, shading and landscape requirements. "Sunset" the exemption?	1.) Review the current requirements and enforcement of landscaping for parking lots
4.10	Infill will compound parking problem without good planning.	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans

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4.11	Need for more flexible parking standards (e.g. be able to change parking ratios) along Richards Blvd. to accommodate large office complexes; mixed use.	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans, 2.) Create a supplemental model for evaluating the parking trip reduction effects of demand management strategies, 3.) Set parking requirements for new development to ensure adequate parking, 4.) Set maximum parking requirements for new development based on proximity to transit services
4.12	Need to create a Mini Parking Plan for N. 16th/N 12th Street "Gateway" District that provides on-street parking or common surface lots for small businesses/retail/services, within walking distance of emerging retail areas.	1.) Meter more on-street spaces, 2.) Adjust rate structure for on-street and city off-street spaces, 3.) Set or modify time limits for on-street spaces
4.13	Need to balance on-street parking needs with traffic circulation.	1.) Evaluate the impact of on-street parking on traffic circulation
4.14	Parking is expensive and should be minimized	1.) Create a model to project supply and demand using existing or proposed code requirements and City parking plans as well as transit plans, 2.) Create a supplemental model for evaluating the parking trip reduction effects of demand management strategies, 3.) Set parking requirements for new development to ensure adequate parking, 4.) Set maximum parking requirements for new development based on proximity to transit services
4.15	Difficult to land new businesses downtown due to parking.	1.) Review City policies related to use of parking to encourage new Central City development
4.16	Beautification costs money	1.) Review the current requirements and enforcement of landscaping for parking lots
4.17	Cost to retail customers. Validation programs and use of free parking to drive evenings and weekend customer base can be a valuable redevelopment tool	1.) Review City policies related to use of parking to encourage Central City retail
4.18	Could not get financing without parking spaces, need flexibility with policies	1.) Review City policies related to use of parking to encourage new Central City development
4.19	The City's parking policies should support retailers.	1.) Review City policies for parking as they relate to retail land uses in the Central City
4.20	Parking policies are needed to support economic development in the Central City.	1.) Review City policies for parking as they relate to economic development in the Central City

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4.21	There is an increasing need for policies to support residential uses.	1.) Review City policies for parking as they relate to residential land uses and new development in the Central City
4.22	Parking should be considered as a tool to assist/incentivize a specific development or targeted revitalization area.	1.) Review City policies for parking as they relate to providing incentives for revitalization development in the Central City
4.23	Parking should be considered as a tool to assist with upgrading/adapting important historic buildings.	1.) Review City policies for parking as they relate to providing incentives for revitalization development in the Central City
4.24	Parking should be considered as a tool to retain or attract a major employer.	1.) Review City policies for parking as they relate to retaining or attracting major employers in the Central City
4.25	Parking should be considered as a tool to support public facilities or events.	1.) Review City policies for parking as they relate to support of public facilities or events in the Central City
4.26	Parking revenues should be considered as a dedicated source for community projects in the Central City.	1.) Dedicate a proportion of net revenue from City parking to community projects in the Central City
<b>5.0 Addressing Competition for Spaces between Businesses and Residents in Central City Neighborhoods</b>		
5.01	Parking demand for businesses is taking spaces needed for residents, especially on nights and weekends	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free
5.02	Parking spaces are committed to more than one party	1.) Develop a GIS inventory of "committed spaces" and monitor commitments
5.03	Landlords often rent out their required residential parking spaces to businesses or commuters with the rationale that residential renters can get a permit to park on the street.	1.) Develop a GIS inventory of "committed spaces" and monitor commitments
5.04	Garages are often rented for storage, further eroding the existing off street parking capacity.	1.) Build new city parking facilities to address shortage, 2.) Adopt special circumstances for temporary use of vacant land for public off-street parking
5.05	Don't punish existing residents for decades of Planning Commission variances. Almost all new projects request variances and most renting residents now rely on on-street parking.	1.) Develop a GIS inventory of "committed spaces" and monitor commitments
5.06	Parking demand for businesses is taking spaces needed for residents, especially on nights and weekends	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of residential on-street parking regulations particularly on nights and weekends

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5.07	Bar patrons parking on residential streets are a nuisance (blocked driveways, late night noise) and bar owners need to take responsibility for parking needs of their customers	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of residential on-street parking regulations particularly on nights and weekends, 3.) Extend the enforcement hours for residential permits in zones where there are restaurants and bars that are open in the evenings
5.08	Parking should be balanced with residential needs	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of residential on-street parking regulations particularly on nights and weekends
5.09	Parking is critical to viability of businesses	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of on-street parking regulations particularly on nights and weekends, 3.) Adopt special circumstances for temporary use of vacant land for public off-street parking
5.10	Parking near restaurants/nightlife needs to be within close walking distance	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of residential on-street parking regulations particularly on nights and weekends, 3.) Adopt special circumstances for temporary use of vacant land for public off-street parking
5.11	Develop policies that support and encourage shared parking so commercial lots can be used at night to alleviate parking demand by non-resident uses so residents can park by their homes.	1.) Lease private or state lots and garages on nights and weekends for public use, 2.) Develop a dynamic parking information and guidance system
5.12	As high density infill occurs, should or will these new residents be afforded the access to residential permit street parking given its finite nature or should we be looking at off-street strictly for them?	1.) Build new city parking facilities to address shortage, 2.) Adopt special circumstances for temporary use of vacant land for public off-street parking
5.13	Office workers should not be allowed to park in spaces in residential/retail neighborhoods.	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of on-street parking regulations
5.14	Lack of on-street permits for business	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of on-street parking regulations
5.15	Direct parking revenue to neighborhood improvements such as sidewalk cleaning, repair, etc.	1.) Dedicate a proportion of net revenue from residential neighborhood meters to neighborhood improvement projects
5.16	People will park for free in neighborhoods to avoid paying	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of on-street parking regulations

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5.17	Develop a structure for commuter parking to pay for enforcement of residential parking zones. Residents should not have to pay for a problem created by commuters.	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of residential on-street parking regulations particularly on nights and weekends
5.18	On-street is finite resource. More office, retail, entertainment & high density residential will place more pressure on the existing, older on-street residential zones. Requiring more enforcement for longer times on those zones.	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of residential on-street parking regulations particularly on nights and weekends
5.19	Continue to encourage downtown residential and entertainment uses to create a 24 hour downtown environment.	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of residential on-street parking regulations particularly on nights and weekends
5.20	Encourage more nightlife downtown	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of residential on-street parking regulations particularly on nights and weekends
5.21	There needs to be reconciliation of the residential permit zones so that a single block does not have spaces in multiple zones.	1.) Reconcile the residential permit zones so that a single block does not have spaces in multiple zones
<b>6.0 Allowing Parking Rates and other Mechanisms for Generating Revenue and Financing to Ensure that Adequate Parking Supply is Provided and Maintained</b>		
6.01	Revise parking fees annually to help meet goals	1.) Change pricing structure to increase the efficiency of use
6.02	Parking fees vary by area, time of day and for on-street versus off-street. Fee differences should promote overall goals	1.) Change pricing structure to increase the efficiency of use
6.03	High parking prices creates a competitive disadvantage with areas outside the Central City for attracting employees	1.) Review City policies for parking as they relate to retaining or attracting major employers in the Central City
6.04	Parking prices creates a competitive disadvantage for retail with areas outside the Central City	1.) Review City policies for parking as they relate to retail land uses in the Central City
6.05	Need more return on parking through rates	1.) Meter more on-street spaces, 2.) Increase the rate on on-street meters, 3.) Change the time limits on on-street meters, 4.) Price off-street city facilities competitively
6.06	Is the City's goal to break even?	
6.07	There is potential for revenue from advertising on the backs of parking tickets in the off-street facilities (and the on-street spaces if a pay-and-display system is adopted).	1.) Explore option of selling advertising on the back of parking tickets from City facilities

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6.08	Lack of affordable off street parking	1.) Build new city parking facilities to address shortage, 2.) Adopt special circumstances for temporary use of vacant land for public off-street parking
6.09	Since enforcement drives private and government parking revenues, we need to recoup a daily (per space) contribution from off street users to support the enforcement that fills those spaces.	1.) Dedicate net revenue from City parking revenue tax to additional enforcement of the residential permit parking program
6.10	Other cities use a revolving fund to jump-start their programs	1.) Consider new financial mechanisms for generating funds for parking supply, equipment and enforcement
6.11	There should be a Capital Improvement Program for on-street parking to replace revenue collection and enforcement equipment.	1.) Create a Capital Improvement Program for on-street and off-street parking facilities and equipment
6.12	More revenue could be generated for the City if the number of monthly parkers was increased in some of the off-street facilities.	1.) Review the options for adding monthly parkers in City facilities and evaluate its impact on net revenue
<b>7.0 Providing Appropriate and Effective Enforcement of Parking Regulations and Restrictions</b>		
7.01	People abuse parking regulations and there needs to be more enforcement (time limits, handicapped spaces, delivery trucks, blocked driveways)	1.) Meter residential spaces 24/7 and allow resident and visitor parking for free, 2.) Increase enforcement of on-street parking regulations particularly on nights and weekends
7.02	For City parking facilities, including meter monitoring, can private sector do it cheaper?	1.) Consider outsourcing some of the City parking functions such as revenue collection, maintenance, enforcement, etc.
7.03	People abuse parking regulations and there needs to be more enforcement: disabled parking, delivery zones, time limits, blocked driveways, etc.	1.) Increase enforcement of on-street parking regulations, 2.) Dedicate net revenue from on-street enforcement to additional enforcement technology, equipment and labor, 3.) Revise regulations to facilitate enforceability
7.04	Inconsistent parking enforcement	1.) Review consistency of parking enforcement
7.05	Miss-use of decals & placards	1.) Increase enforcement of on-street parking regulations, 2.) Dedicate net revenue from on-street enforcement to additional enforcement technology, equipment and labor, 3.) Revise regulations to facilitate enforceability
7.06	Enforcement of parking in alleyways & empty lots	1.) Increase enforcement of parking regulations in alleyways and empty lots
7.07	Enforcement &/or non-enforcement on Garbage & Street Sweeping days.	1.) Increase enforcement of on-street parking regulations, 2.) Dedicate net revenue from on-street enforcement to additional enforcement technology, equipment and labor, 3.) Revise regulations to facilitate enforceability
7.08	Enforcement is the common denominator that protects all stakeholders and regulates access.	1.) Increase enforcement of on-street parking regulations, 2.) Dedicate net revenue from on-street enforcement to additional enforcement technology, equipment and labor, 3.) Revise regulations to facilitate enforceability

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7.09	Enforcement is non-existent and lack of response	1.) Increase enforcement of on-street parking regulations, 2.) Dedicate net revenue from on-street enforcement to additional enforcement technology, equipment and labor, 3.) Revise regulations to facilitate enforceability
7.10	On-street handicap parking meter abuse. A large number of Downtown meters are consumed by parkers who display a handicap placard, but do not appear to be handicapped. While the large number of handicapped space in garages sit empty.	1.) Increase enforcement of on-street parking regulations, 2.) Dedicate net revenue from on-street enforcement to additional enforcement technology, equipment and labor, 3.) Revise regulations to facilitate enforceability
7.11	There is a need to track enforcement officers for safety monitoring and to be able to assess how often each block is being enforced to improve deployment.	1.) Install GPS equipment in parking enforcement vehicles to allow monitoring of vehicle location
7.12	There is too much abuse of the disabled-parker placards	1.) Increase enforcement of disabled parker spaces
7.13	Better enforcement of on-street parking is needed i.e. SBC trucks 15 <sup>th</sup> and J.	1.) Increase enforcement of on-street parking regulations
<b>8.0 Providing Adequate Security, Safety and Attractiveness for Parking in the Central City</b>		
8.01	Security concerns for parking at night	1.) Increase the security of parking through improved street lighting, surveillance systems, and police presences, 2.) Dedicate a portion of net revenue from parking enforcement to increased security
8.02	Elderly advised to park on-street to avoid garages	1.) Increase the security of parking through improved street lighting, surveillance systems, and police presences, 2.) Dedicate a portion of net revenue from parking enforcement to increased security
8.03	Parking poses a visibility problem for pedestrians	1.) Review impact of on-street parking on visibility for pedestriains
8.04	When considering state parking for shared use, security is a big issue	1.) Increase the security of parking through improved street lighting, surveillance systems, and police presences, 2.) Dedicate a portion of net revenue from parking enforcement to increased security
8.05	If people feel that downtown is unsafe, they won't come to shop & park.	1.) Increase the security of parking through improved street lighting, surveillance systems, and police presences, 2.) Dedicate a portion of net revenue from parking enforcement to increased security
8.06	More street lighting	1.) Increase the security of parking through improved street lighting, surveillance systems, and police presences, 2.) Dedicate a portion of net revenue from parking enforcement to increased security

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8.07	More security is needed in the City garages.	1.) Increase the security and attractiveness of parking through improved street lighting, surveillance systems, more frequent cleaning and police presence
8.08	The City's parking facilities should be kept cleaner so that they are more inviting.	1.) Increase the security and attractiveness of parking through improved street lighting, surveillance systems, more frequent cleaning and police presence
8.09	Better lighting and better maintenance (trash, urination, general cleaning of structure, etc.).	1.) Increase the security and attractiveness of parking through improved street lighting, surveillance systems, more frequent cleaning and police presence
<b>9.0 Providing Efficient, Effective and Customer-Friendly Operation of the City's Parking Supply</b>		
9.01	Lack of repair to broken meters/painted curbs, signage	1.) Replace mechanical meters with new meter technology, 2.) Include meter replacement in the Capital Improvement Plan, 3.) Increase on-street rates to pay for additional maintenance and signage
9.02	There is a need for new and consistent on-street revenue collection equipment. Most of the existing meters are old and there are many different kinds making parts replacement difficult.	1.) Replace on-street revenue collection equipment (meters) with new equipment, 2.) Allow for borrowing against the Enterprise Fund for on-street parking equipment for revenue collection and for enforcement.
9.03	The existing parking revenue equipment is not producing all of the reports that are desired by the City.	1.) Review data and report needs with the revenue equipment vendor to achieve desired reporting goals
9.04	Have as "customer-friendly" approach as possible.	1.) Review customer-friendliness of existing parking operations and identify ways to increase customer-friendliness
9.05	There should be meter that take coins other than just quarters.	1.) Replace on-street revenue equipment (meters) with new equipment that takes multiple coin types, bills and credit cards
9.06	There should be more convenient ways to pay for parking such as a monthly pass.	1.) Replace on-street revenue equipment (meters) with new equipment that takes multiple coin types, bills and credit cards
9.07	There should be a central place to pay for parking on a block with multiple modes: cash, coin, ATM/debit, credit card.	1.) Replace on-street revenue equipment (meters) with new equipment that takes multiple coin types, bills and credit cards
9.08	It should be possible to track which businesses validate parking.	1.) Enhance the parking validation information system
9.09	The City should be running City parking more like a business.	1.) Review the revenue implications of City's operational procedures in parking, 2.) Evaluate outsourcing of some parking management functions such as revenue collection, maintenance, enforcement, etc., 3.) Define a monthly performance report for all facilities.

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<b>10.0 Ensuring that the Internal Audit Findings are Incorporated into Daily Operations</b>		
10.01	The “Blind Cashout” procedure that is used in the Downtown plaza garage should be used in other garages as well.	1.) Evaluate the 'blind Cashout' procedure as an option for all City off-street facilities
10.02	There is a need for stronger and clearer policies for attendance and sick leave.	1.) Revise policies in the parking employees' manuals to increase clarity and specificity
10.03	More detail should be provided in the employees’ manuals about operational procedures.	1.) Provide more detail on operational procedures in the employees' manuals
10.04	There is a need for clearer policies about how attendants should treat customers who claim to have validation but it does not show up on the ticket.	1.) Revise policies in the parking employees' manuals to increase clarity and specificity
10.05	There is a need for clearer policies about acceptable employee behavior and conduct while on the job.	1.) Revise policies in the parking employees' manuals to increase clarity and specificity
<b>Other items for the study team to consider</b>		
11.01	Seek out solutions from other cities	
11.02	Focus on Area 2, it is a good place for a car share program	
11.03	Support a car share program for new residential development that wants to reduce parking it must provide, and for existing Midtown residents.	
11.04	Put parks on top of parking garages	
11.05	The continued decline in the central core area - from 7th to 10th, and J to L Streets	
11.06	Account for prior entitlement	
11.07	Work will not account (physical only) zoning administration procedure	
11.08	R Street is supposed to be transit-orientated with high density mixed use	
11.09	The study area should include R Street Corridor since there are infill issues there	
11.10	Consider the location of spaces to parks	
11.11	Market how and why to come downtown, make it alive and attractive	

**Sacramento Central City Parking Master Plan  
List of Issues and Potential Strategies**

<b>Issue</b>		<b>Potential Strategies</b>
11.12	Slowing traffic on Capitol Ave, which is not strictly a parking issue but is related, particularly as parking affects traffic circulation.	
11.13	Seek out solutions from other cities	
11.14	Focus on Area 2, it is a good place for a car share program	
11.15	Support a car share program for new residential development that wants to reduce parking it must provide, and for existing Midtown residents.	
11.16	Put parks on top of parking garages	
11.17	Require all new housing and office space to include a transferable 20 year RT pass. Ask Bev. Scott to issue a new RT Decade Pass in support of the City's infill policies.	