

How Will the City of Sacramento Address the Question 'Where Do I Park?'



CENTRAL CITY PARKING MASTER PLAN

COMMUNITY UPDATE

SUMMER 2005

CITY APPROVES PARKING GOALS

The City Council approved the goals developed for the master plan at its August 2 meeting:

- ◆ Supply parking to meet need
- ◆ Use time limits, rates and enforcement to manage parking supply efficiently
- ◆ Modify the residential parking program to manage the retail/residential interface
- ◆ Minimize the negative impacts of parking
- ◆ Make parking safe, secure, attractive and convenient
- ◆ Make City-owned parking financially sound
- ◆ Support the citywide goals of expanding economic development and livable neighborhoods, achieving sustainability and improving public safety
- ◆ Promote alternative modes of transportation and walkable communities
- ◆ Provide transportation options to encourage use of existing parking supply

Visit the City's Web site at www.cityofsacramento.org for a full list of objectives.



PARKING STUDY RESULTS TO DATE INDICATE SUPPLY ADEQUATE WITH EXCEPTIONS

Months of extensive data collection have provided the study team with much of the necessary information to develop the master plan. Roughly 65,000 spaces were surveyed in two sections of downtown. The core of the Central Business District contained roughly 50,000 spaces while the Midtown area includes about 15,000 spaces. Of the total 65,000 spaces surveyed, 10,000 are on-street and 55,000 are off-street (parking lots or parking garages).

Overall, there is adequate parking to meet the current needs in the central city. However, there is peak demand in specific areas, at certain times of the day and in some cases on certain days of the week.

Future parking supply and demand is also being studied, given the extensive downtown development on the horizon.

LISTENING TO THE COMMUNITY

In addition to parking data, the City will continue to incorporate public perspectives into the study. Since January, the City has gathered input from stakeholders with many different viewpoints and needs which have helped the study move forward.

For the past several months, stakeholder group meetings, community organization meetings and focus group meetings have been held to obtain public input. The public also has provided ideas and suggestions via a booth at the Farmers Market in Cesar Chavez Park, by email and by phone. Further comments and suggestions are encouraged!

TRACK THIS PROJECT

The team will be presenting the Central City Parking Master Plan to City Council during a series of four presentations at key milestones. The first presentation was given on August 2nd. **The second presentation is planned for September 27th.** Additional presentations are anticipated for October and December.

Please visit the project Web page at www.cityofsacramento.org for details.

PUBLIC OPEN HOUSE: THURSDAY, SEPTEMBER 15TH. (DETAILS ON REVERSE) ▶▶

CENTRAL CITY PARKING MASTER PLAN PROJECT BACKGROUND

Downtown Sacramento is a regional hub for residents, employees, and visitors who live, work and play downtown. As the central city embraces new office, retail and residential projects, the parking issue continues to weigh heavily on City policy makers, businesses and area residents. The goal of developing a diverse downtown area with a vibrant mix of land uses creates ongoing parking challenges.

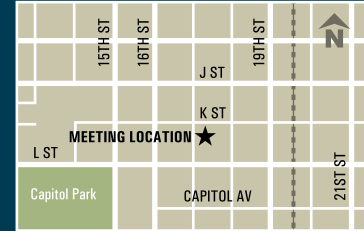
To address current and future planning needs, the City of Sacramento, Department of Transportation initiated a comprehensive on and off-street parking master plan for downtown. The Central City Parking Master Plan will:

- ◆ Incorporate community stakeholders' concerns
- ◆ Ensure sufficient parking to achieve the City's economic and in-fill development goals and boost Smart Growth principles
- ◆ Ensure parking supply and rates that support transit, other alternative modes and air quality
- ◆ Evaluate rate structures supportive of a comprehensive parking strategy
- ◆ Provide a two-year, five-year and long-term outlook of parking supply versus demand and identify opportunities for meeting that demand
- ◆ Guide daily operations of the City's on and off-street parking facilities

SHARE YOUR VIEWPOINT!

CENTRAL CITY PARKING OPEN HOUSE
Thursday, September 15, 2005
4:30 p.m. to 7:00 p.m.
(presentation at 5:15 p.m.)
YWCA Auditorium, 1122 17th Street*

Stop by anytime to learn more about the project, provide your input, and speak one-on-one with project team staff.



*The meeting location is accessible to people with disabilities. Those needing reasonable accommodations should call Kristy Day at (916) 448-2440 at least 72 hours in advance for assistance with arrangements.

Questions? For more information or to be placed on the project mailing list, visit www.cityofsacramento.org or call Fran Halbakkan, City of Sacramento Department of Transportation (916) 808-7194.

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WHERE WILL YOU PARK? ATTEND THE OPEN HOUSE THURSDAY, SEPTEMBER 15.

- CITY COUNCIL
 Mayor Heather Fargo
 District 1 Raymond L. Tretaway III
 District 2 Sandy Sheedy
 District 3 Steve Cohn
 District 4 Robert King Fong
 District 5 Lauren Hammond
 District 6 Kevin McCarty
 District 7 Robbie Waters
 District 8 Bonnie J. Pannell



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