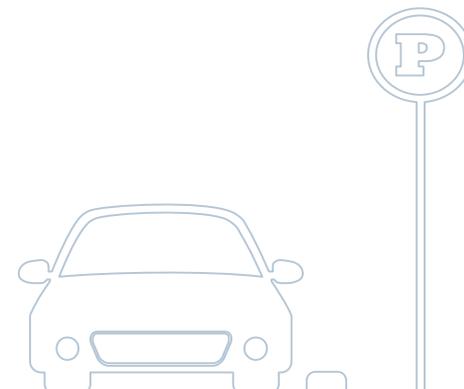


Downtown Parking Implementation Update

City Council Presentation

City of San Leandro

July 16, 2018



Downtown Parking Implementation Team

□ Team:

- Consultants (August 2017-Present)
 - Dixon Resources Unlimited
 - Julie Dixon
- City
 - Jeff Kay (Acting City Manager)
 - Mariana Garcia (Economic Development)
 - Keith Cooke (Engineering & Transportation)
 - Reh-Lin Chen (Engineering & Transportation)
 - Jennifer Auletta (Public Works)
 - Steve Lombardi (Public Works)
 - Nick Corti (Police)
 - Norite Vong (Finance)
 - Tony Batalla (IT)



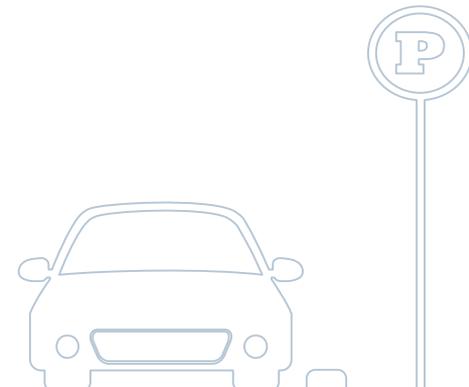
City Council Goals

- ❑ Place San Leandro on a firm foundation for long-term fiscal sustainability
- ❑ Advance projects and programs promoting sustainable economic development, including transforming San Leandro into a center for innovation
- ❑ Provide quality public safety service and grow our partnership with the community to keep San Leandro safe
- ❑ **Maintain and enhance San Leandro's infrastructure**
- ❑ Support and implement programs, activities and strengthen communication that enhances the quality of life and wellness, celebrates the arts and diversity and promotes civic pride



Parking Plan Goals

- ❑ Increase parking availability for daily customers
- ❑ Provide employees with adequate parking options
- ❑ Encourage residents to participate in the City's Residential Parking Program
- ❑ Maintain a sustainable parking program that uses efficient technology (parking meters, garage payment system, and enforcement)



Previous Actions

- ❑ **February 20, 2018:** City Council approved amending Title 6, Chapter 6-1 and 6-2 of the SLMC relating to Parking Regulations.

Municipal Code

San Leandro Municipal Code
San Leandro, California



Current through Ordinance 2017-019 and the December 2017 code supplement. For more recent amendments to this code, see the [CodeAlert](#) page.

This document is provided for informational purposes only. Please

San Leandro Municipal Code

Up	Previous	Next	Main		Search	Print	No Frames
TITLE 6 VEHICLES							
CHAPTER 6-1 TRAFFIC CONTROL							

ARTICLE 4. PARKING (GENERAL)

[Show All](#)

6-1-400 POSTING PROPERTY.

6-1-405 WHEN VEHICLES MAY BE REMOVED FROM STREETS.

6-1-410 REMOVAL OF UNAUTHORIZED VEHICLES FROM DISABLED PERSON'S PARKING SPACES.

6-1-415 ANGLE PARKING.

6-1-420 PARKING FOR DEMONSTRATION.

6-1-425 PARKING ON HILLS.

6-1-430 OVERNIGHT PARKING PROHIBITED—OFF-STREET PARKING OF CERTAIN SIZE VEHICLES.

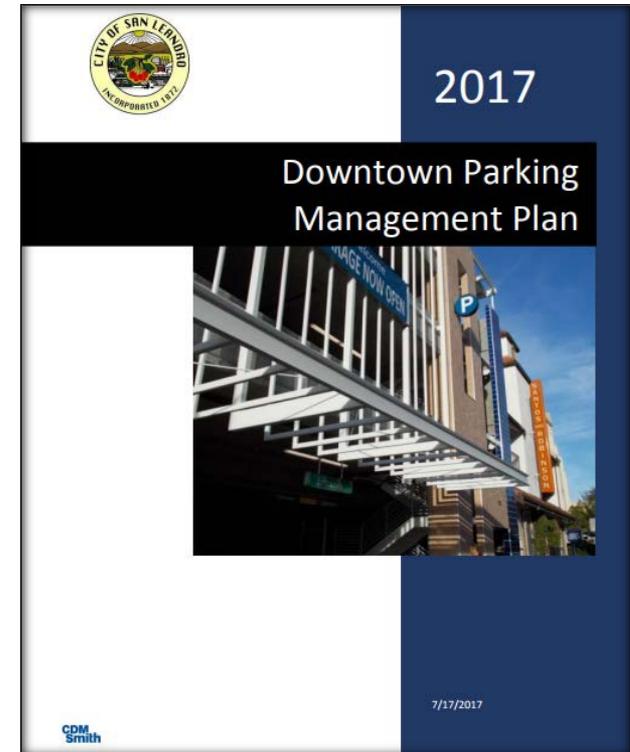
6-1-435 PARKING SPACES.

View the [mobile version](#).



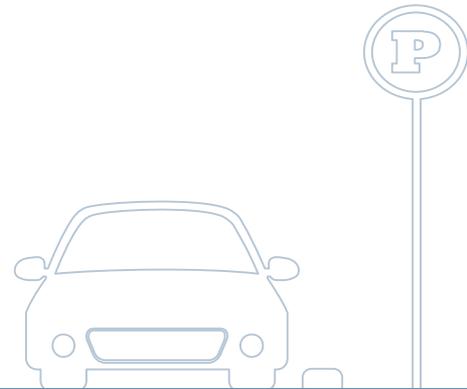
Updates as of July 1st

- ❑ Parking Rate Update
 - Parking Garage and Meter Rates
- ❑ Parking Technology Update
 - Pay Stations in the Downtown Parking Garage
 - LPR Reactivated
- ❑ No Re-Parking Signage
 - Washington Plaza/ Meters
- ❑ ParkSL Marketing Campaign



Ongoing Stakeholder Engagement

- ❑ Downtown Business Outreach
 - Individual meetings with 50+ managers and employees on multiple occasions
 - Mail out to all Downtown Businesses
- ❑ San Leandro Downtown Association
 - Board meeting
 - Downtown Business Meeting
- ❑ San Leandro Improvement Association
 - Staff meeting
 - Committee meeting scheduled for August 2018
- ❑ San Leandro Chamber of Commerce
 - Staff meeting
 - Member meeting scheduled for September 2018



Parking Rates Updated

Parking Garage Rates

	July 1, 2018
Reserved Permit	Eliminated
General Permit	\$35.00/ month
Employee Permit - <i>NEW</i>	\$35.00/ month
Low-Income Employee Permit - <i>NEW</i>	\$15.00/ month
Daily Parking	\$2.50/ day
Hourly Parking – <i>NEW (1st floor)</i>	\$0.75/ hour

Meter Rates

	July 1, 2018
Zone 1 (Orange Zone)	\$1.50/ hour
Zone 2 (Pink Zone)	\$0.75/ hour



Downtown Parking Garage: New Pay Stations

- ❑ Pay Stations installed May 22nd on the first and fourth floors
- ❑ 1st Floor – Hourly Parking
- ❑ 4th Floor – All Day Parking

PARKSL

ZONE 4
HOURLY PARKING

PAY BY APP

Download:



No Smartphone? Call 877-727-5995

Parking Zone:

3998

PARKSL

ZONE 5
ALL DAY PARKING

PAY BY APP

Download:



No Smartphone? Call 877-727-5995

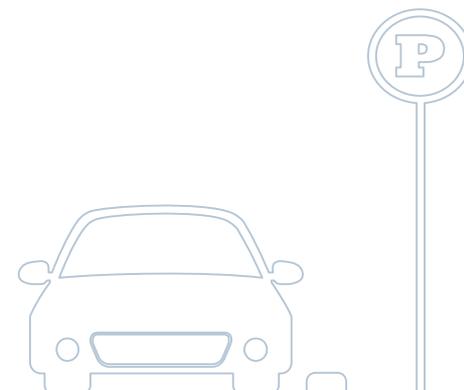
Parking Zone:

3996



License Plate Recognition (LPR) Technology Updated

- Updated as of June 20, 2018



“No Re-Parking” Ordinance Implemented

- ❑ Approved March 19, 2018
- ❑ Implemented May 29, 2018 in Zone 1 and Zone 2
- ❑ Implemented July 2, 2018 in Washington Plaza

No reparking in this Zone!

Vehicle must move to a different Zone after 2 hours

SLMC 6-1-810



Park San Leandro Marketing Campaign

New Website

P. (877) 727-5718 | info@ParkSL.com

PARKSL

ZONES

GARAGE

METERS

PERMITS

CONTACT

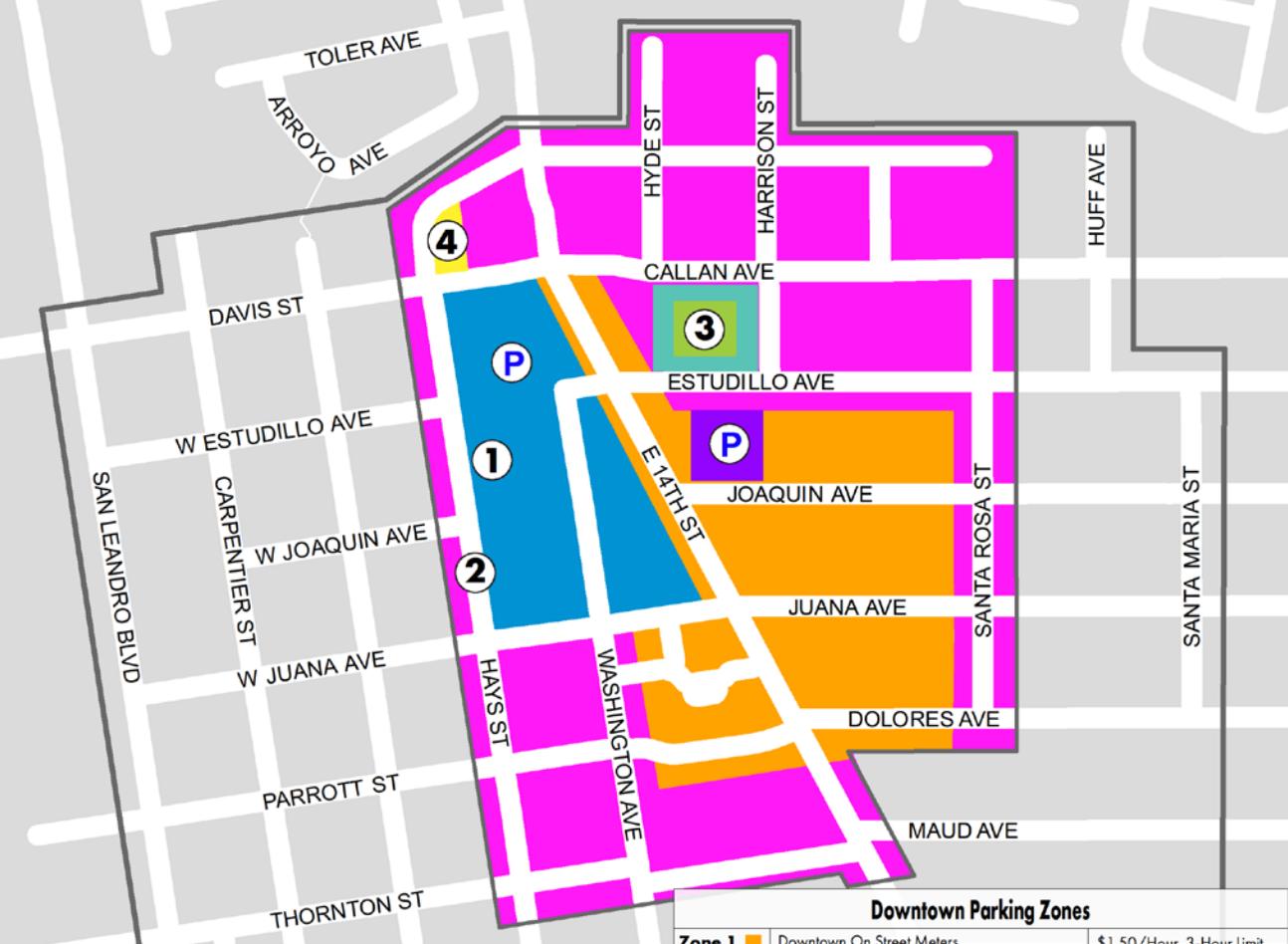
PAY TICKETS



www.parkSL.com



DOWNTOWN PARKING MAP



Employee Parking Areas		
1	Washington Plaza Employee Parking Lot	7am-5pm
2	Hays Street Employee On-Street Parking (Between W Juana & W Estudillo East Side ONLY) -PROPOSED	7am-5pm
3	Downtown Parking Garage Permit Parking	Floors 2 & 3
4	Dan Niemi Way Parking Lot	5am-2am

Downtown Parking Zones		
Zone 1	Downtown On Street Meters	\$1.50/Hour, 3-Hour Limit
Zone 2	Downtown On Street Meters	\$0.75/Hour, 3-Hour Limit
Zone 3	Best Building Parking Lot	Free Parking, 2-Hour Limit
Zone 4	Downtown Parking Garage Hourly Parking	\$0.75/Hour, 8am-5pm
Zone 5	Downtown Parking Garage All Day Parking	\$2.50/All Day, 8am-5pm
Zone 6	Washington Plaza	Free Parking, 2-Hour Limit
Zone 7	Dan Niemi Way Parking Lot	Free Parking, 5am-2am



PARKSL PARKSL

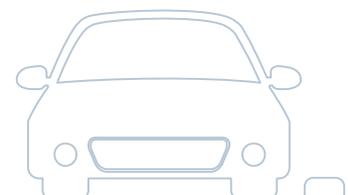
ZONE 4 HOURLY PARKING PAY BY APP	ZONE 5 ALL DAY PARKING PAY BY APP
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Download:
 **Parkmobile App**
 No Smartphone? Call 877-727-5995

Download:
 **Parkmobile App**
 No Smartphone? Call 877-727-5995

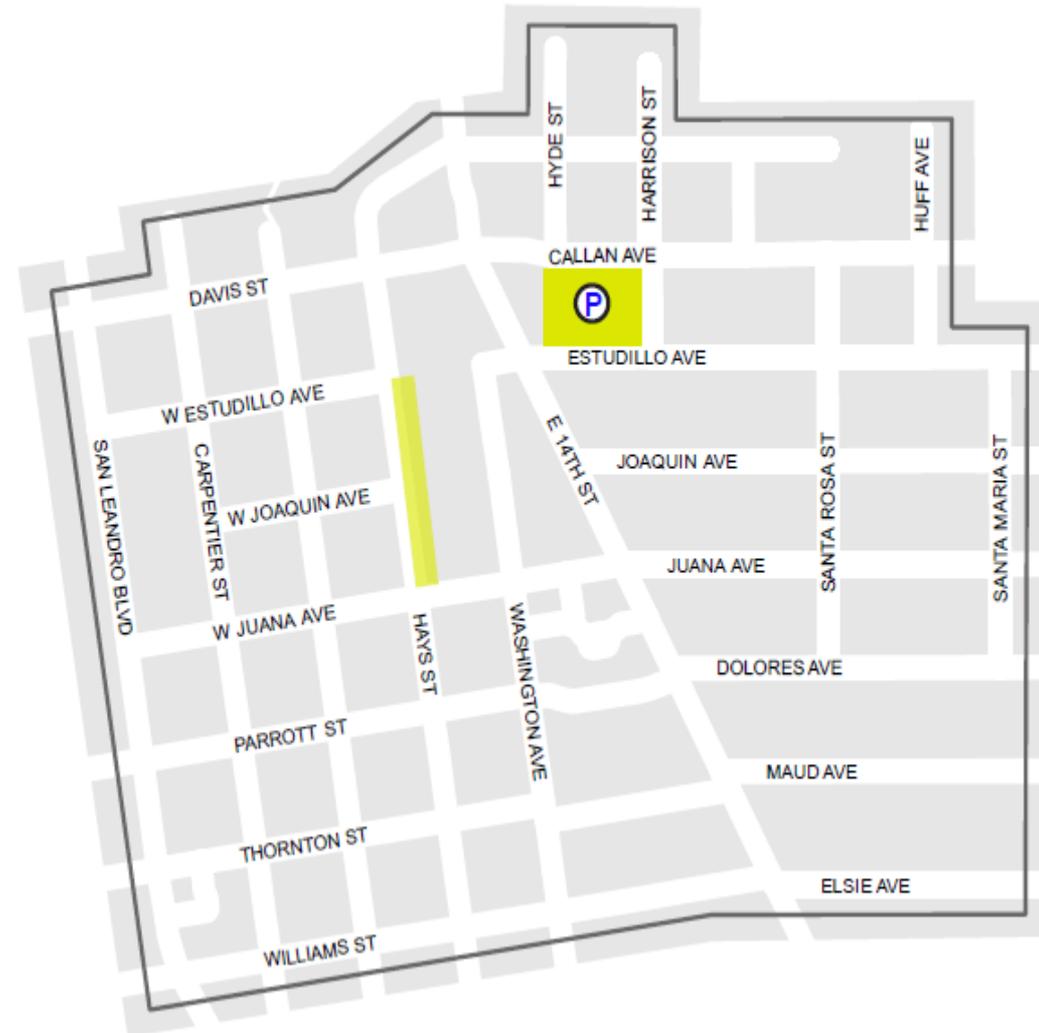
Parking Zone:
3998

Parking Zone:
3996



Employee Parking Permit Program (EPPP)

- ❑ Free up convenient public Downtown parking for customers and visitors
- ❑ Designate areas where employees can park long-term to allow convenient parking to remain available for customers
- ❑ First area proposed along east side of Hays St, between Estudillo and W Juana Aves.
- ❑ Potential designation of additional streets in future as needed and appropriate.



What's Next

One Year Extension of Parking Consulting Agreement

Develop Downtown Wayfinding Plan

Potential Special Permits

- Downtown Parking Permit
- Neighborhood Facilities Permit
- Residential Parking Permit Program

Enactment of Paid Parking at Pelton Plaza

Evaluate Paid Parking Near and Around BART Parking Lots

Ongoing Communication to Council & Community



Estimated Budget Summary

□ FY 17-18: \$195,557.31

Parking Solution	Vendor		Estimated Cost
Consulting Services/Implementation Support	DIXON	RFP- Selected Vendor	\$130,000.00
Handhelds	Data Ticket	Existing Contractor	\$8,053.72
Permit Management Software	Data Ticket	Existing Contractor	\$5,000.00
LPR Update / Training	Genetec	Existing Equipment	\$13,300.00
Mobile Payment (including on & off-street signage & marketing)	ParkMobile	RFP- Selected Vendor	No Cost to City
Garage Pay Stations (2) – hardware	Parkeon	RFP- Selected Vendor	\$24,400.00
Garage Entrance Signs	PICTOFORM	New Vendor	\$4,930.00
Meter Decals & Installation	Folger Graphics	Existing Vendor	\$4,973.59
Website	440 Creates	Existing Vendor	\$4,900.00

Estimated Cost: \$195,557.31

□ FY 18-19: \$226,635.00

Parking Solution	Vendor		Estimated Cost
Consulting Services/Implementation Support	DIXON	RFP- Selected Vendor	\$90,000.00
Permit Management Estimated Operating Costs (Annual)	Data Ticket	Existing Contractor	\$1,000.00
Mobile Payment (including on & off-street signage & marketing)	ParkMobile	RFP- Selected Vendor	No Cost to City
Garage Pay Stations (2) - operating cost & warranty (3 years)	Parkeon	RFP- Selected Vendor	\$5,635.00
Garage Signs & Improvements	TBD	RFP- TBD Vendor	\$40,000.00
Single Space Meters –Pelton Plaza	TBD	RFP- TBD Vendor	\$90,000.00

Estimated Cost: \$226,635.00

Questions?

