

PARKSL

Parking Program Update

City Council Presentation
City of San Leandro
February 1, 2021



Downtown Parking Management Plan

Guiding Principles

- Downtown San Leandro is a valuable community asset
- Simplify parking operations
- Make downtown accessible to all users through multiple modes
- Optimize parking in support of downtown businesses
- Prioritize residential parking for residents
- Manage parking with an understanding of systemic and fiscal impacts

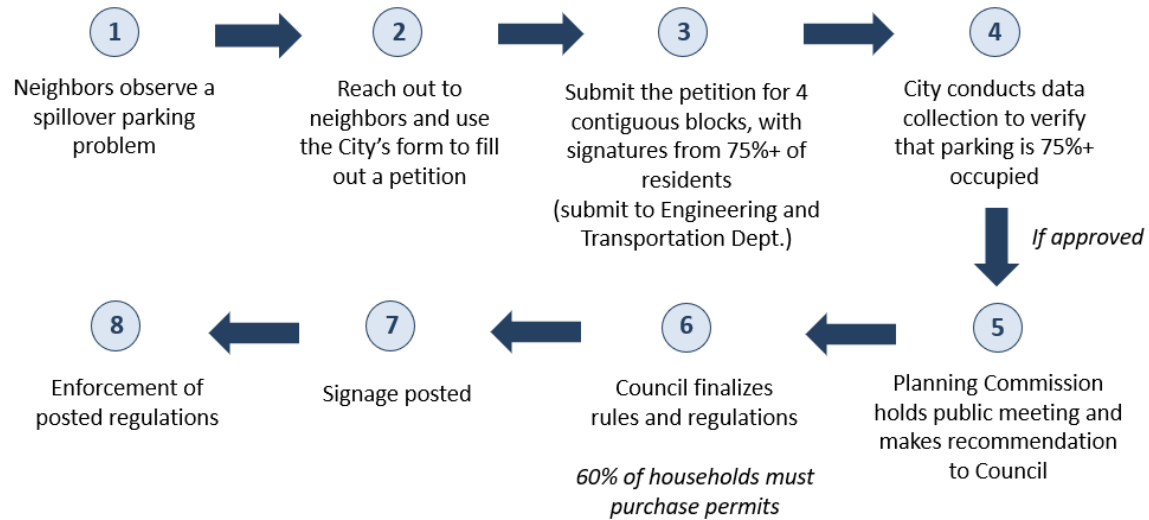
Project Background (July 2017 - Current)

- Downtown Parking Management Plan
- Employee parking permit program
- Parking technology improvements
 - Mobile Payment
 - Updated existing LPR equipment
 - Utilized existing Data Ticket agreement
 - Pay stations at the garage
- Municipal code update
 - No re-parking ordinance
- Parking rate update
- Shared parking
- ParkSL
 - CPPA awarded 2018 Public Parking Program of the Year

Project Update

- Evaluation of residential parking policy
- On-going parking technology improvements
- Expanded employee permit zone
- Self-sustaining parking enforcement
- Parking contracts
- COVID-19 response

Residential Parking Permit Program

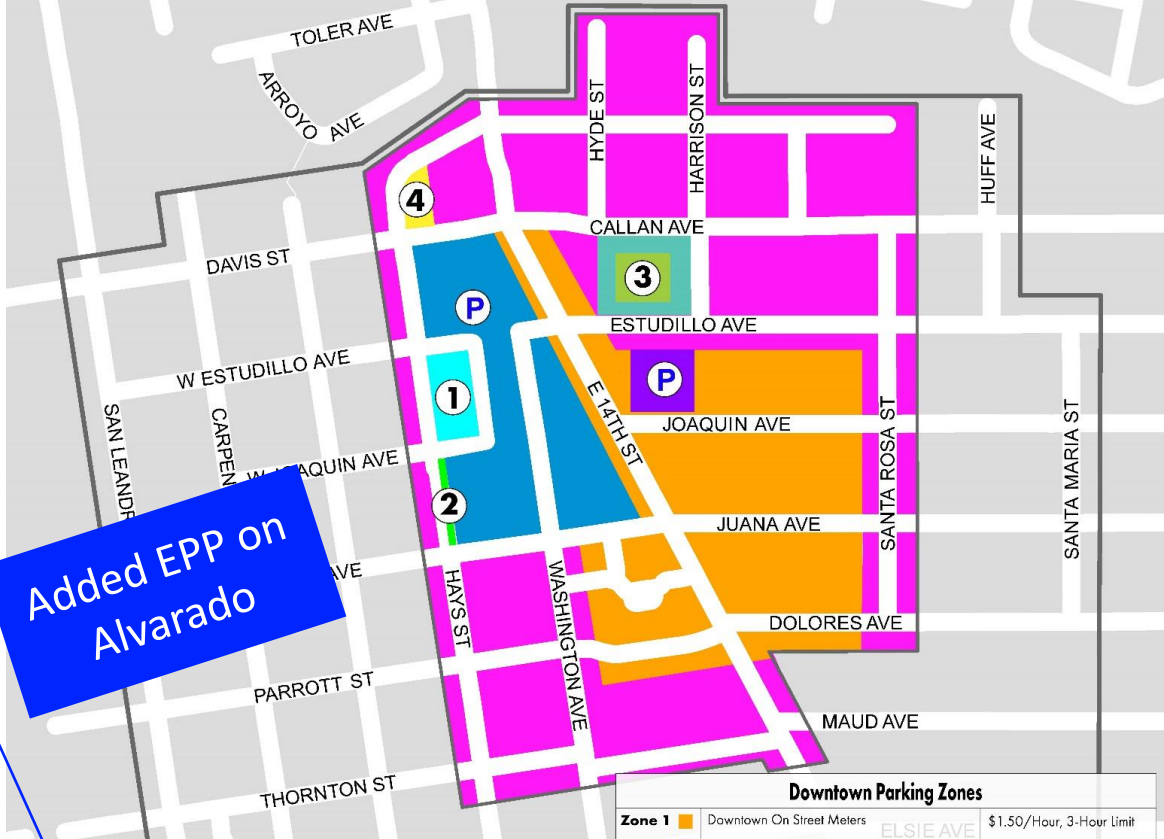


- Evaluated residential parking
 - Existing regulations in place to serve residents

Option for
phased
replacement of
POM meters
with MacKay
smart meters



DOWNTOWN PARKING MAP



Added EPP on Alvarado

Employee Parking Areas	
1	Washington Plaza Employee Parking Lot 8am-5pm
2	Hays Street Employee On-Street Parking (Between W Juana & W Estudillo East Side ONLY) - PROPOSED 8am-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

Expanded Employee Permit Zone

Employee Permit Sales

Permit Sales

Month	2019	2020
Jan	65	270
Feb	120	272
Mar	84	184
Apr	204	0
May	209	0
Jun	207	0
Jul	208	269
Aug	211	164
Sep	215	158
Oct	290	161
Nov	293	150
Dec	275	149
Total	2,381	1,777



Parking Contracts

Review of expiring parking
contracts

COVID-19 Response

- Extended permit expirations
- Revenue tracking
- Suspended enforcement
 - Restarted in July
 - 2-week warning notice phase
- Updated website announcements



2019 / 2020 Paid Parking Revenues

Month	2019 Revenue	2020 Revenue	Difference
March	\$25,673.73	\$15,118.39	(\$10,555.34)
April	\$25,413.15	\$1,533.91	(\$23,879.24)
May	\$26,799.37	\$4,741.67	(\$22,057.70)
June	\$24,205.51	\$2,253.85	(\$21,951.66)
July	\$26,391.06	\$7,731.11	(\$18,659.95)
August	\$29,226.43	\$9,518.98	(\$19,707.45)
September	\$30,128.94	\$9,247.81	(\$20,881.13)
October	\$37,337.33	\$13,495.09	(\$23,842.24)
Mar - Oct	\$225,175.52	\$63,640.81	(\$161,534.71)

Paid
Parking
Revenue
Tracking



What's Next?

DIXON is available to work with staff to provide evaluation of parking around new developments in San Leandro

Questions?

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