

PARKSL

Parking Program Update

City Council Presentation

City of San Leandro

February 4, 2019

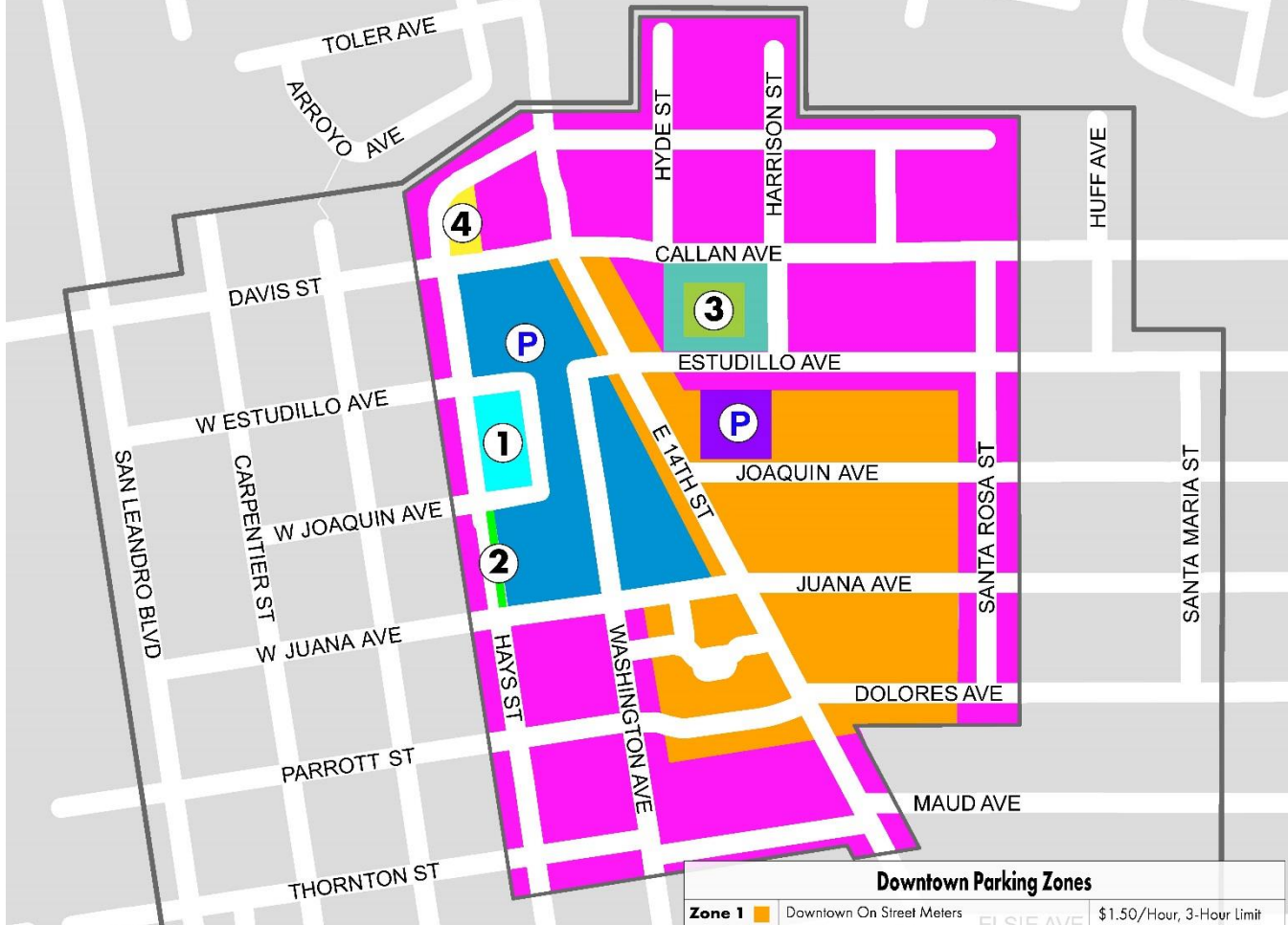


Project Update

- ❑ Downtown Parking Management Plan
 - Dixon Resources Unlimited (DIXON)
 - Implementation plan
- ❑ Employee parking permit program
- ❑ Parking technology improvements
- ❑ Residential parking permit program
- ❑ Municipal Code Update – Enforcement
 - Consent item

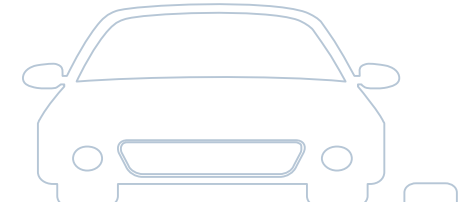


DOWNTOWN PARKING MAP



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



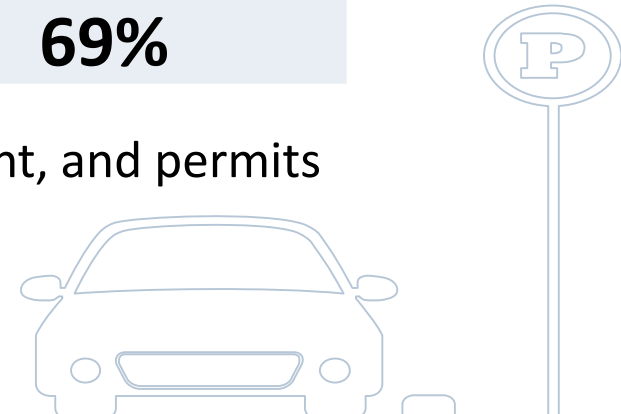
Downtown Area



Paid Parking Revenue

Month	2017	2018*	Increase
June	\$10,031	\$11,643	16%
July	\$11,030	\$39,222	256%
August	\$8,954	\$20,914	134%
September	\$8,519	\$17,002	100%
October	\$9,634	\$20,702	115%
November	\$8,291	\$14,239	72%
December	\$5,228	\$12,702	143%
Total	\$111,306	\$188,011	69%

*2018 includes revenue from parking meters, pay stations, mobile payment, and permits



Employee Parking Permit Program

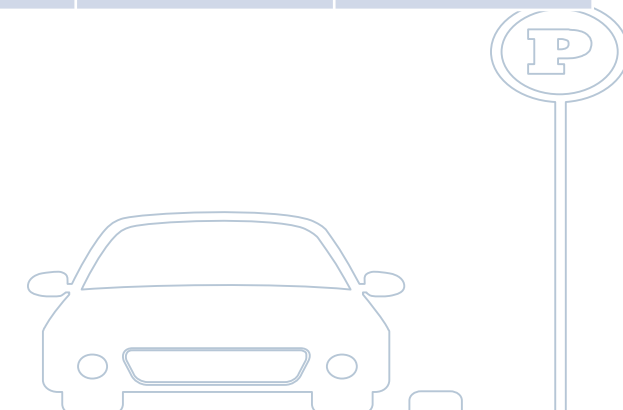
Employee Parking Permits:

Permit Type	Locations	Cost
Downtown	Downtown Parking Garage – Levels 2 & 3; Designated Employee Area (Hays St)	\$35/month
Low-Income	Downtown Parking Garage – Levels 2 & 3; Designated Employee Area (Hays St)	\$15/month
Washington Plaza	Washington Plaza Employee Parking Lot (Spaces 14-27, 31-32); Downtown Parking Garage – Levels 2 & 3; Designated Employee Area (Hays St)	\$15/month
Washington Plaza with Safeway Designation	Washington Plaza Employee Parking Lot (Spaces 1-13, 14-27); Downtown Parking Garage – Levels 2 & 3; Designated Employee Area (Hays St)	\$15/month

<http://parks1.com/employee-permits/>

Permit Issued By Month:

Month	Total Permits	Total Revenue
July	177	\$5,795
August	246	\$7,430
September	220	\$6,760
October	220	\$6,800
November	225	\$6,875
December	205	\$6,320
Total	1,293	\$39,980



Smart Meter Installation

- ❑ Pelton Plaza agreement
- ❑ W Juana Ave
- ❑ 67 smart meters installed
 - Coin
 - Credit card
 - Apple Pay
 - ParkMobile

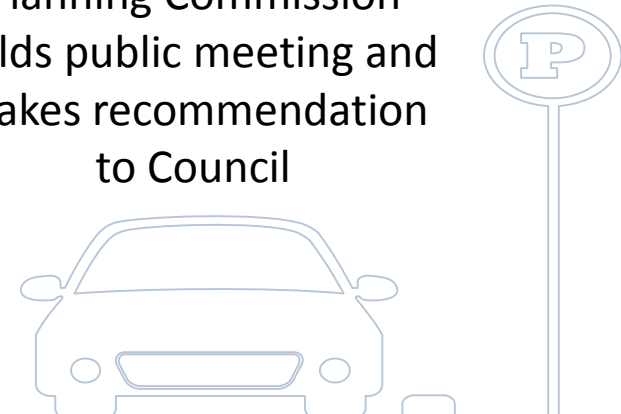
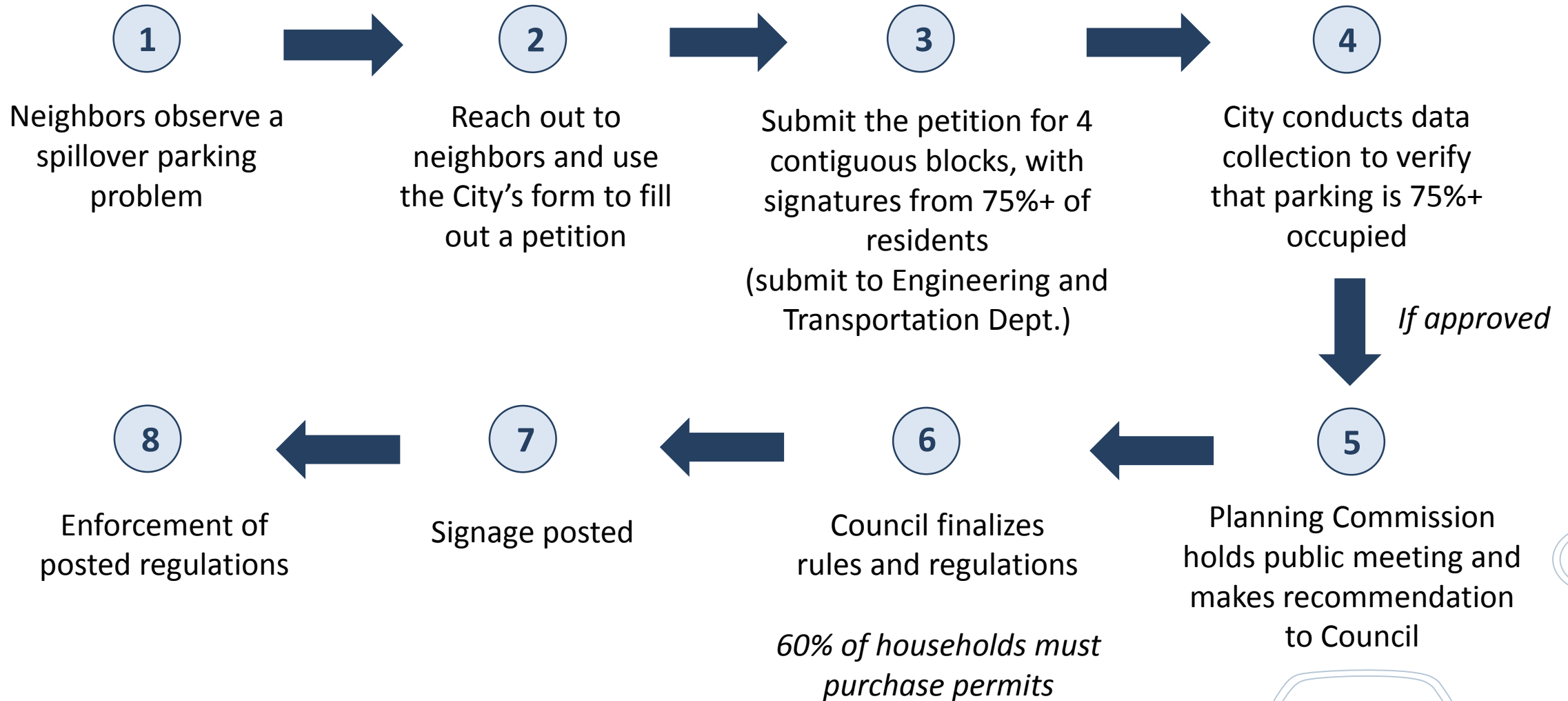


Residential Parking Permit Program

- ❑ RPP Program was adopted February 18, 2003
- ❑ Each household is eligible to obtain 2 permits
 - First permit \$20
 - Second permit \$40
 - 14 day visitor permits at \$10 each
- ❑ Current RPP Areas
 - McKinley Court as of 2003
 - January 2019: 14 out of 21 McKinley households are participating and 18 permits have been purchased



Residential Parking Permit Program



Parking Enforcement – Municipal Code Update

- Municipal Code Update: Title 6, Chapter 6-1-825
 - Allow special contractors designated by the chief of police to enforce parking regulations.

Civilian employees of the City of San Leandro or special contractors designated by the chief of police shall enforce provisions of this title and the California Vehicle Code relating to the standing or parking of vehicles that legally may be enforced by persons other than peace officers.



Parking Enforcement

- ❑ The Downtown Parking Garage and surrounding paid parking lots were developed with the objective that the parking fees collected cover the full cost of the facility
- ❑ Create turn over to support economic development and maximize the efficiency of the City's overall parking system
- ❑ Ongoing challenge for the City to maintain full staffing of the five budgeted part-time positions
- ❑ Research finds that retaining a private contractor to enforce local parking regulations is a feasible solution
 - i.e. City of Vallejo, City of Antioch, and City of Union City etc.



Questions?

