



Legislation Details (With Text)

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Title: Staff Report for an Ordinance to Amend the City of San Leandro Municipal Code Title 6, Chapter 6-2 and a Resolution to Amend the City of San Leandro Administrative Code, adding Title 8, Chapter 14 for updates to parking definitions and regulations related to an Employee Parking Permit Program.
Sponsors: Tom Liao
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Attachments: 1. Downtown Employee Parking Map, 2. Parking PPT FINAL 7-16-18

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Staff Report for an Ordinance to Amend the City of San Leandro Municipal Code Title 6, Chapter 6-2 and a Resolution to Amend the City of San Leandro Administrative Code, adding Title 8, Chapter 14 for updates to parking definitions and regulations related to an Employee Parking Permit Program.

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council consider and approve the proposed ordinance to amend the Municipal Code to add regulations involving parking, specifically to add an Employee Parking Permit Program. Staff also recommends that the City Council consider the proposed resolution to amend the Administrative Code to add regulations regarding the Employee Parking Permit Program. In summary:

- Amend Article 4 of Chapter 6-2 of Title VI (6-2-400) of the City of San Leandro Municipal Code to add an Employee Parking Permit Program.
- Add Chapter 14 to Title VIII (8-14) of the San Leandro Administrative Code to administer an Employee Parking Permit Program.

BACKGROUND AND ANALYSIS

The City of San Leandro recently completed a Downtown Parking Management Plan (DPMP) to guide policies and regulations for parking in Downtown San Leandro. The San Leandro Downtown Parking Management Plan was funded by a grant from the Sustainable Communities Technical Assistance Program (SC-TAP) of the Alameda County Transportation Commission (ACTC). The plan analyzed parking inventory, utilization, and turnover in the core downtown and periphery areas. The data includes BART riders, employees of downtown businesses, shoppers, and residents who use

parking either for short durations or all-day.

With better understanding of parking patterns, on July 17, 2017, the City Council approved the DPMP with a strategy to aid future land-use and economic development decisions, and increase the sustainability of the Downtown area. On July 17, 2017, the City Council also approved a Consulting Services Agreement with Dixon Resources Unlimited (DIXON) for oversight of the Downtown San Leandro parking system and guided implementation of the City's new DPMP. The implementation of the DPMP is funded through the appropriation of \$600,000 from the Successor Agency to the City of San Leandro Redevelopment Agency's 2008 Bond Funds to the City of San Leandro Parking Fund's 2017-18 Operating Expenditure.

The DPMP included proposed regulations, rates and time restrictions for the Downtown Parking Garage, on-street parking and off-street public parking lots. Staff has worked with DIXON to establish an implementation plan that incorporates the DPMP recommendations with technology and operational solutions. As a result, a thorough assessment of the City of San Leandro Code was conducted and the proposed amendments to Title 6, Chapter 6-2 of the Municipal Code, as well as the addition of Title 8, Chapter 14 of the Administrative Code, are intended to improve the management of the San Leandro public parking system.

The proposed changes will allow for a more efficient and manageable parking program that will address chronic abuses and loopholes within the existing system. The amended codes are intended to promote compliance with City parking regulations and to improve the overall public parking experience.

Employee Parking Permit Program

Convenient public parking in Downtown San Leandro should be accessible and available to customers and visitors. Utilization of these spaces by employees can cause congestion in the downtown area, specifically in retail centers. Long-term parking by non-customers threatens the access to and success of Downtown San Leandro businesses. The Employee Parking Permit Program is intended to designate areas where employees can park long-term to allow the most convenient parking to remain available for customers. The proposed amendments to Title 6, Article 4 of the San Leandro Municipal Code and Title 8, Chapter 14 of the San Leandro Administrative Code will provide for an Employee Parking Permit Program in which downtown employees may obtain a permit to be able to park long-term in designated employee parking areas.

Employees of downtown businesses may park all day in the Estudillo Parking Garage, located along Estudillo Avenue, east of East 14th Street. However, in an effort to provide additional convenient parking options for local businesses, additional locations may be designated for long-term employee parking. The first proposed employee parking designated location will be the east side of Hays Street between West Juana Avenue and West Estudillo Avenue. This designated parking area will provide employees, particularly nearby Washington Plaza employees, an additional 30 employee parking spaces. Additional employee parking areas may be designated as needed. Although it is not especially common for cities to reserve on-street parking spaces for employees, in this instance staff believes that doing so will provide a convenient option for certain retail employees while opening up the most desirable spaces for shoppers at nearby businesses.

The proposed code changes are a comprehensive and foundational approach to improve the parking experience in San Leandro. The amended code provides for continued City Council oversight of the

Downtown parking system, and provides flexibility and options to adapt for the City's growing and evolving community.

If the proposed amendments are approved by the City Council, staff will complete a strategic information campaign that includes public notices, signage and messaging, coordinated outreach with the commercial businesses and proactive warnings.

Previous Actions

On September 19, 2016, the City Council, acting as the governing body of the Successor Agency to the City of San Leandro Redevelopment Agency, approved the transfer of \$600,000 in former Redevelopment Agency bond funds to the City of San Leandro for implementation of parking improvements.

On July 17, 2017, the City Council approved the San Leandro Downtown Parking Management Plan and Recommendations for Short-term Parking Action Plan.

On July 17, 2017, the City Council authorized the City Manager to Execute a Consulting Services Agreement with Dixon Resources Unlimited in the amount of \$130,000 for Oversight of the Downtown San Leandro parking system and Guided Implementation of the City's New Downtown Parking Management Plan, and to approve appropriation of \$600,000 from the Successor Agency to the City of San Leandro Redevelopment Agency's 2008 Bond Funds to the City of San Leandro Parking Fund's 2017-18 Operating Expenditure.

On February 20, 2018, the City Council approved an ordinance to amend the City of San Leandro Municipal Code Title 6, Chapters 6-1 and 6-2 to update definitions and regulations.

Current Agency Policies

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.
- Maintain and enhance San Leandro's infrastructure.

Applicable General Plan Policies

Policy T-1.7 Off-street Parking Standards. Implement variable parking standards that reflect such factors as proximity to transit, type of occupancy (seniors, etc.), number of bedrooms (for housing), and the expected level of parking demand. Parking requirements should reflect the City's goal of reducing vehicle miles traveled.

Policy T-5.7 Technology and Roadway Efficiency. Use technology, including smart phone applications, roadway sensors, and real-time data on congestion, travel time, and parking supply to create a more efficient transportation system, and to maximize the benefits of the existing road system before investing in its expansion.

Policy ED-4.5 Downtown San Leandro. Implement parking management strategies that ensure that convenient parking is available for shoppers and restaurant patrons in Downtown San Leandro.

Legal Analysis

The ordinance to amend the City of San Leandro Municipal Code Title 6, Chapter 6-2, and resolution to amend City of San Leandro Administrative Code Title 8, Chapter 14, has been reviewed by the City Attorney's Office and approved as to form.

Fiscal Impacts

As noted above, the City has \$600,000 in former Redevelopment Agency bond funds for implementation costs associated with parking consulting services and capital.

Budget Authority

Funding allocation for the Downtown Parking Management Implementation Plan:

- 1) \$600,000 -Parking Fund, Account No. 132-35-003-5120

ATTACHMENT(S)

Attachment(s) to Related Legislative Files

- Attached to Staff Report
 - *Downtown Employee Parking Map*
 - *Ordinance Amending Municipal Code*
 - *Resolution Amending Administrative Code*
- Attached to Ordinance
 - *Exhibit A - Proposed Changes to Title 6, Chapter 6-2 of the San Leandro Municipal Code*

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