



## Legislation Text

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Staff Report for an Ordinance to Amend the City of San Leandro Municipal Code Title 6, Chapters 6-1 and 6-2; to update parking definitions and regulations.

### **SUMMARY AND RECOMMENDATIONS**

Staff recommends that the City Council consider the proposed ordinance to amend Municipal Code provisions to update definitions and regulations involving parking. The amendments are related to: angled parking, curb markings, shifting of parked vehicles, flexibility to effectively enforce local parking laws, parking meters and zones, on and off-street parking, and electric vehicle charging stations. The ordinance intends to improve the management and effectiveness of the San Leandro public parking system through the following:

- Amend Article 4 of Chapter 6-1 of Title VI (6-1-415) of the San Leandro Municipal Code, to require vehicles to park at the angle to the curb or edge of the roadway indicated by signs or markings.
- Amend Article 5 of Chapter 6-1 of Title VI (6-1-505) of the San Leandro Municipal Code, to redefine yellow, white and green curb markings.
- Amend Article 8 of Chapter 6-1 of Title VI (6-1-810(b)) of the San Leandro Municipal Code, to not allow shifting of parked vehicles.
- Amend Article 1 of Chapter 6-2 of Title VI (6-2-100) of the San Leandro Municipal Code, to allow variation of parking regulations when special parking or traffic conditions require different hours or days of parking restrictions.
- Amend Article 1 of Chapter 6-2 of Title VI (6-2-105) of the San Leandro Municipal Code, to add off-street parking meter zones and establish zones to be known as "Parking Meter Zones."
- Amend Article 3 of Chapter 6-2 of Title VI (6-2-310 & 335) of the San Leandro Municipal Code to define visitor permit, process requirements and allow for technology automation and efficiencies.
- Amend Article 3 of Chapter 6-2 of Title VI (6-2-315 & 325) of the San Leandro Municipal Code to allow for technology automation and process efficiency.
- Amend Article 3 of Chapter 6-2 of Title VI (6-2-320 & 345) of the San Leandro Municipal Code to clarify resident petitioning and validation process for Residential Parking Permit (RPP) consideration.
- Amend Article 3 of Chapter 6-2 of Title VI (6-2-330) of the San Leandro Municipal Code to specify residential parking permit requirements including valid registration and proof of vehicle ownership, also providing the ability to limit the quantity of permits.
- Amend Article 3 of Chapter 6-2 of Title VI (6-2-355) of the San Leandro Municipal Code to enhance the policies to allow for permit program accountability and revocation of permits for fraudulent use.
- Amend Article 4 of Chapter 6-2 of Title VI (6-2-405) of the San Leandro Municipal Code, making it unlawful to park in a designated electric vehicle charging station parking stall unless

the vehicle is actively charging.

## **BACKGROUND**

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 DPMP 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 term or all-day.

On July 17, 2017 City Council adopted the DPMP with a strategy to aid future land-use, economic development decisions and increase the sustainability of the Downtown. The City Council also approved a Consulting Services Agreement with Dixon Resources Unlimited (DIXON) for oversight of the Downtown San Leandro parking system and to guide implementation of the City's new DPMP.

The DPMP included proposed regulations, rates and time restrictions for the Downtown Parking Garage, on-street parking and off-street public parking lots. Staff 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 Municipal Code was conducted and the proposed amendments to Title 6, Chapters 6-1 and 6-2 are intended to improve the management of the San Leandro public parking system.

## **ANALYSIS**

The proposed changes will provide a more efficient and manageable parking program that will address chronic abuses and loopholes within the existing system. The code amendments are intended to promote compliance with City parking regulations and to improve the overall public parking experience. Existing codes rely on inefficient processes and the updates are intended to introduce customer conveniences and automation.

Some of the recommended code changes will tighten parking restrictions to optimize compliance monitoring. For example, the amendment to Article 8 of Chapter 6-1 of Title VI (6-1-810(b)) of the San Leandro Municipal Code will not allow shifting of parked vehicles. Therefore, vehicles will no longer be allowed to hopscotch within time limit zones like Washington Plaza. The City will utilize new license plate recognition (LPR) technology mounted on parking aide vehicles to monitor compliance with this regulation and ensure that parking space utilization adheres to the posted policy. The LPR technology will have the ability to monitor space occupancy within designated zones and, based upon the proposed code amendment, vehicles will be required to move at least one-tenth of a mile.

Other proposed adaptations to the Municipal Code include an overall reorganization of Chapter 6-2 to address the workflow of the proposed changes to the parking meter operation. First, defining Parking Meter Zones (6-2-100). This section is being updated to allow Council the future flexibility to address special parking needs or restrictions that may be considered in the near future, including the upcoming recommendation to create a Parking Meter Zone near and immediately around the BART parking lots.

Staff recommends that Parking Meters (6-2-105) be updated to address the existing technology

changes and allow for future adjustments. For example, the code changes will facilitate the paid parking experience and allow for the use of different types of paid parking technology including the use of mobile payment services. Customers will no longer be limited to payment with coins at the meters but now will have the option to pay for parking via phone (text, call, or mobile application). After a City issued RFP, Parkmobile, LLC, was selected to provide mobile payments to support the San Leandro parking program. Parkmobile currently serves local communities in the area such as Oakland, Walnut Creek, and Berkeley among others, which means that many customers are already familiar with the vendor in the East Bay. The mobile payment service is provided at no cost to the City and customers pay a transaction fee to utilize the service.

Consistent with the DPMP, updates are being applied to most of the posted time limits throughout downtown. The proposed amendment to Time Expired (6-2-120) will prohibit a person from feeding a meter beyond the posted time limit. To achieve the objectives of parking space occupancy and turnover, this section combined with the no reparking updates will be imperative to achieve the overall goals and objectives defined within the DPMP. The current Time Limit (6-2-125) incorporates recent state legislation that allows a vehicle to park at an inoperable meter but must still comply with the posted time limits.

Staff also recommends updates to Article 3 Residential Parking Permit (RPP) Program. The overall proposed enhancements to this Article are intended to allow for the use of technology and automation as a customer convenience. Since Parking Aides will be utilizing LPR technology to monitor parking, the City has the opportunity to eventually transition to a digital or virtual permit rather than a physical sticker or display. This will provide users the opportunity to manage their permit account online and allow the convenience of utilizing their license plate as the permit for their vehicle. This section also tightens the restrictions ensuring that RPP vehicles must have a valid registration to participate and prohibits non-motorized vehicles from participating, which will help to manage on-street vehicle storage issues.

As BART usage continues to expand, and parking regulations are further enforced around the BART station, it is anticipated that the surrounding residential areas will be impacted. By strengthening the RPP regulations, the City is preparing for this issue and staff is outlining a strategic approach to proactively address the residential areas that will be impacted, along with the community serving facilities that may also need parking in the RPP zones.

If the proposed amendments are approved by City Council, staff intends to develop a strategic information campaign that includes public notice, signage and messaging, coordinated outreach with the commercial businesses and a proactive warning campaign. Our City Parking Aides are now equipped with handheld enforcement technology that allows for a warning notice to be issued in lieu of a parking citation. In coordination with the public outreach and education campaign, the advanced technology also provides verification if previous warning notices have been issued by location or violation. This can be an effective tool in sharing the information and educating those parking in San Leandro.

The proposed code changes are a comprehensive and foundational approach to improve the parking experience in San Leandro. The amended code still provides City Council oversight and prepares the City for the future by providing the flexibility and options to adapt for a growing and evolving community.

## **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, 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.

## **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-4.1 Coordination with Service Providers. Work collaboratively with AC Transit and BART to ensure that public transit service remains safe, reliable, and affordable, and to improve service frequency and coverage within San Leandro neighborhoods and employment centers.

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, Chapters 6-1 and 6-2 has been reviewed by the City Attorney's Office and approved as to form.

## **Fiscal Impacts**

No funding is required for this ordinance.

## **ATTACHMENT(S)**

### **Attachment(s) to Related Legislative Files**

- Attached to Ordinance:
  - *Exhibit A: Proposed Changes to Parking Ordinance*

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