



THE CITY OF SAN DIEGO
REPORT TO THE CITY COUNCIL

DATE ISSUED: October 2, 2009 REPORT NO: 09-057 Rev.

ATTENTION: City Councilmembers

SUBJECT: Parking Meter Utilization Improvement

REFERENCE: Manager's Report No. 04-133;
Manager's Report No. 04-249;
Manager's Report No. 04-061;
Manager's Report No. 04-214

REQUESTED ACTIONS:

1. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to establish a target on-street utilization rate of 85 percent to optimize parking; to authorize the Mayor to set meter rates between \$0.25 and \$2.50 and to set hours of meter operation within the range of 7 a.m. to 11:00 p.m. Monday through Sunday to achieve the target utilization rate;
2. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to allow a 30 day period for any individual that works, resides or owns a business located within 300 feet of the location where any associated change in meter rate or operating hours is implemented to appeal said change to the City Council. Said appeals shall be limited to claims that the implemented change is not consistent with achieving the target on-street utilization rate established by the City Council;
3. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to ensure payment compliance by users of the multi-space pay stations;
4. Adopt a resolution amending Council Policy 100-18 so that, on an annual basis, all of the costs of administering the Community Parking District (CPD) Program, including the services of a dedicated transportation engineer and parking meter operating costs, shall be applied prior to the calculation and allocation of the 45 percent share of parking meter revenue to the CPD's. Further, that advisory boards to the respective CPD's. shall also be authorized to analyze meter and on-street parking utilization data and make recommendations on meter locations, rates, time limits, hours of operation; and new parking technology; in addition to the activities and improvements already authorized pursuant to this Policy;

5. Adopt a resolution amending Council Policy 100-18 to require the Mayor to provide an annual accounting of parking meter revenues to the City Council to ensure parking meter revenue is used consistent with municipal code requirements. Said report shall include a listing of actual City expenditures consistent with parking meter revenue use. The report for each fiscal year will be provided to the City Council no later than the end of the first quarter of the following year

STAFF RECOMMENDATION:

Approve all requested actions.

BACKGROUND:

In June 2003, the City Council was asked to consider raising parking meter rates above \$1.00/hour. At the request of the City Council, the City Manager formed a Parking Task Force to make recommendations on various parking-related issues and return with those recommendations in early 2004. A final set of recommendations was brought forth in September 2004 in Manager's Report No. 04-214. The recommendation included adopting general policy guidelines for managing parking such as: on-street parking is a public resource; parking control tools should be utilized to manage and optimize parking supply and usage; and parking meter rates should vary and meters should be operated during the days and hours that require management of the supply.

The Parking Task Force further recommended the creation of the Downtown Parking Management Group [DPMG] which recommended the implementation of a pilot program in the Downtown Community Parking District. City Council approved the Downtown Parking Pilot Program [Pilot] on November 22, 2004. The goal of the Pilot was to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and that could later be applied citywide¹. The Pilot identified the DPMG as the advisory body for the Pilot and authorized it to work with city staff to test on-street parking management strategies and explore the use of new parking meter technology in selected Downtown neighborhoods (East Village, Marina, Cortez, and Little Italy).

Downtown Parking Pilot Program 2004

The DPMG and city staff completed a substantive review of the literature and practices of comparable cities to determine the appropriate strategies for managing the traffic and parking demand in downtown. They found that one of the most effective tools for managing on-street parking was to adjust pricing to meet a target occupancy/utilization rate of 85 percent (15 percent vacancy) on each city block². After reviewing utilization rates, the DPMG made recommendations to city staff to adjust hourly rates and time limits to optimize available parking. In addition, the DPMG researched new parking meter technologies that could better serve motorists, enhance the streetscape and improve the city's internal administration. The result was the installation of 50 new multi-space pay stations with credit card and wireless capabilities to serve approximately 300 on-street parking spaces. The new technology coupled with the management strategies were the fundamental elements of the Pilot.

¹ Manager's Report No. 04-249, November 17, 2004. Downtown Parking Pilot Program.

² Shoup, D. The High Cost of Free Parking. Washington, D.C.: American Planning Association, 2005

Pilot Methodology

The strategy of adjusting parking meter rates and time limits applied the familiar economic theory of supply and demand to on-street parking. Recognizing that the finite number of spaces makes parking a scarce resource, the DPMG made recommendations to adjust hourly meter rates and time limits based on demand. This approach is commonly referred to as performance-based pricing. For example, in highly desirable areas with convenient parking, the hourly rates were left at the highest allowable rate (\$1.25) and time limits were set shorter to promote turnover and access for more motorists. In less convenient locations where use of the metered spaces was lower and availability greater, the meter rates were lowered and the time limits extended to encourage long-term-parking motorists to park in these areas. Each month the DPMG analyzed meter occupancy surveys and utilization reports prepared cooperatively by CCDC and City staff. The DPMG then recommended appropriate adjustments to City staff.

All rate and time limit recommendations were made to influence parking behavior and push utilization towards the target rate of 85 percent (15 percent vacancy). The 85 percent target rate is considered the optimal point at which parking supply is maximized yet sufficient parking remains available to motorists to avoid cruising-induced traffic and to facilitate easy ingress and egress^{3, 4}. Whereas the conventional approach to setting parking meter rates has been to apply a static, uniform hourly rate regardless of location or duration, the new management strategies are much more dynamic. They require critical analysis of parking occupancy/utilization data to fine-tune rates yet provide the flexibility to easily respond to parking demand. In the Pilot, rates and time limits ranged from \$.50 to \$1.25 per hour and from one-hour to nine-hour durations.

Results of Pilot

Prior to the Pilot, the average utilization rate was approximately 18 percent (Table 1). After the Pilot, studies revealed a significant improvement in the utilization rates as well as an increase in meter revenue. By providing the flexibility to adjust time restrictions and meter rates the average utilization rate for the entire test area improved to 38 percent -- a 106 percent increase. Most notably, the Marina district utilization rates increased from 13 to 61 percent -- a 369 percent increase.

Varied Rates and Times: Utilization Rates			Table 1
	BEFORE	AFTER	% Increase
	2005 July	2007 December*	
Marina	13%	61%	369%
Little Italy	6%	24%	300%
Cortez	25%	67%	168%
East Village	20%	30%	50%
Total Pilot Area (Weighted Average)**	18%	38%	106%

* Quarter ending December 2007 (September through December)

** Weights based on number of metered spaces: Manna, 136; Little Italy, 22; Cortez, 40; and East Village 496

Source: DPMG Utilization Reports

³ Ibid.

⁴ Litman, T. *Parking Management Best Practices*. Washington, D.C.: American Planning Association, 2006

In addition, the strategies led to an 89 percent increase in meter revenue, from \$67,322 collected before the Pilot to \$127,537 during the Pilot (Table 2). This is especially significant in that the meter revenue increase resulted from improving utilization by only lowering the hourly meter rate and adjusting time limits. It should also be noted that the maximum hourly rate of \$1.25 allowed during the pilot limited the DPMG from recommending higher rates in the most highly utilized locations, where utilization rates significantly exceeded the 85 percent target. Allowing higher hourly rates in over-utilized locations would influence some users to choose lower-priced on-street or off-street alternatives, reduce utilization to the 85 percent target rate and thereby increase parking availability in the most convenient locations.

Varied Rates and Times: Revenue			Table 2
	BEFORE	AFTER	% Increase
	2005 - 1st Qtr	2007- 1st Qtr	
Meters in Pilot Areas*	\$ 67,322	\$ 127,537	89%
Downtown Community Parking District (overall)	\$ 986,468	\$ 1,174,918	19%

*Pilot areas include Cortez, East Village, Little Italy, and Marina

Source: April 30, 2007 DPMG Report #4

New Meter Technology

During the Pilot, new meter technology was also tested. The new meter technology better serves motorists, reduces sidewalk clutter, and improves internal administration. Upon payment, the pay station provides the customer a printed receipt to be placed on the car's front dash as proof of payment – a system referred to as “pay-and-display.”

The new pay stations accept a variety of payment methods including credit cards, coins and prepaid value cards. Results suggest that the convenience of additional payment options increased motorists' payment compliance. In fact, approximately 65 percent of the revenue collected from the new pay stations came from credit card payments (Table 3). Based on community feedback and a survey conducted by the Transportation Engineering Division, public acceptance of the pay stations has been favorable.

Payment Method at Multi-space Pay Stations		Table 3
		FY2007 Actuals
Credit cards		247,431.95
Coins and/or Prepaid Cards		135,574.55
% of Credit Card Payment		65%

Source: Annual City Parking Operations Audit of FY2007

In addition, the new pay stations provide wireless/real-time communication and data access for City staff and can be controlled/configured remotely with the flexibility to adjust rates and time

limits based on demand for peak seasons and special events. City staff also noted that the equipment has been reliable and the vendor has provided excellent service throughout the Pilot⁵.

The multi-space pay stations further augmented the utilization rates and meter revenue. City staff conducted studies in the Pilot area where the new pay stations were installed and found that East Village and parts of the Marina district had the greatest increases in utilization of 12 and 9 percent, respectively (Table 4). Areas of Core Columbia and adjacent to Petco Park showed a decrease; however, staff reported that the studies were conducted in different months with different seasonal and special event parking demands which likely contributed to the decrease.

Multi-space Pay Stations: Utilization Rates			Table 4
	BEFORE 2006 June	AFTER 2007 January	% Change
East Village	42%	54%	12%
Marina 1	50%	51%	1%
Marina 2	72%	81%	9%
Ball Park	74%	67%	-7%
Core Columbia	80%	66%	-14%

Source: April 4, 2007 Report to DPMG from Revenue Collections Division - City Transportation Engineering Study

The multi-space pay stations had a positive impact on meter revenue. The first quarter audit in 2006 (June to December) showed approximately \$218,368 collected from the multi-space pay stations; an increase of 24 percent over collections in 2005 during the same months from standard single-space meters (Table 5).

Multi-space Pay Stations: Revenue			Table 5
Standard Meters 2005 - June to Dec.	New Pay Stations 2006 - June to Dec.	% Increase	
\$ 175,503	\$ 218,368	24%	

Source: April 4, 2007 Report to DPMG from Revenue Collections Division - City Parking Operations Audits

Parking Enforcement

In a final report to the DPMG, Parking Enforcement staff noted two issues that surfaced during the Pilot: the need to update the Municipal Code and enforcement efficiency. Staff recommends the Municipal Code be amended to include language that clearly defines the new parking meter technology and details the conditions of payment compliance. The amended code would reduce enforcement challenges by prohibiting motorists from purchasing a pay-and-display receipt in one area and displaying it as the receipt for parking in a different area where the rates for the two areas are different⁶. Transportation Engineering and Parking Enforcement staff worked together

⁵ Final Report - Downtown Multi-space Parking Pay Station Pilot Project. The Office of the City Treasurer Revenue Collections Division provided the informational report to the Downtown Parking Management Group on April 4, 2007.

⁶ Final Report - Downtown Multi-space Parking Pay Station Pilot Project. The Office of the City Treasurer Revenue Collections Division provided the informational report to the Downtown Parking Management Group on April 4, 2007.

to draft the proposed changes to Municipal Code Chapter 08, Traffic and Vehicles, to more clearly define a multi-space pay station as a city-approved parking meter and clarify the appropriate use of the pay-and-display receipt.

The second issue raised by enforcement staff was the additional time needed to verify the pay-and-display receipts. Parking Enforcement Officers reported that confirming a motorist's payment with the pay-and-display receipt was often more time consuming than verifying the expiration on a traditional single-space meter. During the Pilot there were fewer citations related to parking meters than in previous reports. However, the reasons for this may be a combination of the difficulties experienced by the enforcement officers as well as the increased compliance by motorists who utilized the credit card option with the new pay stations. Different enforcement methods will need to be explored as the use of multi-space meters is expanded.

Pilot Highlights

The Pilot achieved its goal and demonstrated that implementing a combination of flexible management strategies and the installation of new meter technology can optimize on-street parking, as evident in the data highlights:

- 106 percent increase in the utilization rate of on-street parking spaces by adjusting rates and time restrictions alone;
- Parking meter revenue increased by 89 percent to \$127,537 by adjusting rates and time restrictions alone;
- Upwards of an additional 12 percent increase in utilization rates with multi-space pay stations;
- An additional 24% increase in parking meter revenue with multi-space pay stations; and
- Improved payment convenience and compliance marked by 65% credit card payment at multi-space pay stations and a decrease in citation revenue.

Applicability of Pilot Results

When the Parking Meter Utilization Improvement Plan was previously brought before the City Council on March 30, 2009, concerns were raised as to whether the results of the pilot conducted Downtown could reasonably be applied to other non-downtown neighborhoods. It is important to understand that the Pilot did two very important things. First, it proved the strategies and technology recommended are effective tools to influence parking behavior. Second, it confirmed the value of local community and stakeholder input and recommendations to implement these tools effectively. The strategies recommended have been widely tested in Downtown and Main Street neighborhoods across the country with consistently similar results. Based on the significant information available, there is no reason to believe that the use of these tools in neighborhoods with different parking characteristics but similar community participation will have materially different or less positive outcomes.

Subsequent Community Outreach

At the request of the City Council, City staff with the assistance of both the DPMG and Uptown Partnership presented the plan at regularly scheduled public meetings of 14 Downtown and Uptown community and stakeholder boards and committees. Ten of the organizations support the plan, three (3) oppose it and one (1) deferred the matter to other organizations (Table 6).

Public Outreach Results		Table 6
Organization	Result	Recommendations/comments
Uptown Partnership	Support	
DPMG	Support	Reduce distance for appeals to coincide with other land use issues, reduce minimum rate to \$0.25 and make earliest hours 7 AM.
Parking Advisory Board	Support	None
Mid-City CPD Advisory Board	Support	None
Downtown Residents Group	Support	None
Center City Advisory Committee	Support	None
Gaslamp Quarter Association	Support	Will not support <u>implementing</u> operating hours later than 10 PM in the Gaslamp area.
Mission Hills BIA	Support	None
East Village Association	Support	None
Mission Hills Town Council	Support	None
Uptown Planners	Oppose	Reject the proposed parking meter utilization proposal
Hillcrest Town Council	Oppose	Exclude Uptown Community from Plan
Hillcrest BIA	Oppose	Exclude Uptown Community from Plan
Community Planners Committee	Other	Deferred to Uptown Planners and CCAC

Although encouraged to make recommendations for modification to the plan, those in opposition either rejected the plan in it's entirety or requested their neighborhood/community be excluded from the plan.

Next Steps

The Parking Task Force recommendations tested in the Pilot aimed to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and which could later be applied citywide. The average meter utilization rate in the City is 38% and the majority of meters are set at a fixed rate of \$1.25 per hour. The Pilot proved that the strategies and technology tested can be used effectively to increase utilization of existing parking resources and influence parking behaviors to achieve community-based parking goals and objectives. As a side benefit of improving utilization, related revenue from existing parking resources increases as well providing additional funding to support both City and CPD parking and transportation improvements. Based on the overwhelming success of the Pilot it is proposed that these tools be made available citywide.

Recommended Actions

1. Performance-based Pricing – Staff recommends that City Council establish a target utilization rate of 85 percent and authorize the Mayor to set meter rates between \$0.25 and \$2.50 to achieve the target utilization rate.

2. Flexible Operating Hours – Staff recommends the City Council authorize the Mayor to set hours of meter operations within the range of 7 a.m. to 11:00 p.m. Monday through Sunday to achieve the target utilization rate.

Modifying hours of operation was not tested in the Pilot; however, preliminary analysis of the usage of on-street parking indicates that there is a need to modify hours of meter operation in certain entertainment hot spots and other areas where the need to manage parking impacts extends outside the current operating limits. Based on anticipated recommendations to adjust the hours of operation for certain meters, staff also recommends that one (1) Parking Meter Supervisor be added to the Office of the City Treasurer Parking Meter Operations Program to facilitate maintenance/repair of meters and to provide for meter enforcement during non-traditional operating hours. To facilitate data collection, analysis, and enforcement, staff recommends testing new technologies and alternative enforcement strategies. The resulting increase in revenue will significantly exceed the cost of this additional position.

3. Maintain City Council Oversight – Staff recommends that City Council establish a 30-day period following the date any associated change in meter rate or operating hours is implemented within which any individual that works, resides or owns a business located within 300 feet of the location may appeal said change to the City Council. Said appeals shall be limited to claims that the subject change is not consistent with the required purpose of achieving the target on-street utilization rate established by the City Council.
4. Community-based Approach – Staff recommends that the Parking Advisory Boards for the respective Community Parking Districts, in collaboration with City staff, analyze utilization/occupancy data and make recommendations on adjustments to meter rates, time limits, and hours of operation, to achieve the established target rate. These changes will provide more flexibility to appropriately respond to parking demands and optimize existing on-street parking resources. In order to provide the necessary staff capability to assist with utilization data analysis and to review recommendations, staff proposes adding one (1) Sr. Transportation Engineer. This position would also serve as a resource to the Community Parking Districts and assist with implementation of appropriate activities and improvements. Existing staff in the City Planning and Community Investment Department would continue to provide contracting support to the Community Parking Districts and to the City Parking Advisory Board.
5. Council Policy 100-18 Modifications – To accommodate the proposed staffing plan, on-going costs associated with new technologies and actual costs of Parking Meter Operations, staff recommends amending Council Policy 100-18 (Community Parking District Policy). Staff also recommends eliminating the five percent (5%) allocation from the Community Parking District share of parking meter revenue for administrative services and instead subtracting all Parking Meter Operations and Community Parking District program support costs from the total parking meter revenue prior to the calculation of the 45 percent allocation to the Community Parking Districts.

FISCAL CONSIDERATIONS:

In addition to the significant non-fiscal benefits of the new strategies and technology, improving the utilization of City parking meters will also provide a considerable increase in parking meter revenue for both the General Fund and Community Parking Districts. If fully implemented, total parking meter revenue will grow over the current and following three (3) years to a maximum increase of \$8.6 million annually (Table 7).

Fiscal Summary: City					Table 7
Beginning Fiscal Year	FTE	Expenditure			Revenue
		PE	NPE and Cash Transfers	Total	
2010	1	\$58,504	\$110,018	\$168,522	\$1,540,859
2011	1	\$139,376	\$2,102,293	\$2,241,669	\$3,523,899
2012	(1)	(\$91,771)	\$675,258	\$583,487	\$1,537,121
2013	0	\$0	\$824,149	\$824,149	\$1,959,762

Implementation requires additional staffing (2.0 FTE) consisting of one (1) Sr. Engineer, one (1) Parking Meter Supervisor to review and process rate and time limit change recommendations and to repair and enforce meters during extended operating hours. Replacement of all existing meters with new technology meters will be completed in Fiscal Year 2011 allowing the reduction of one (1) Parking Meter Technician position in Fiscal year 2012.

Annual expenditures will grow by \$3.8 million by the end of Fiscal Year 2013. This amount includes new personnel expense (PE) of \$106,109 and non-personnel expense (NPE) and cash transfers totaling \$3.7 million. It is important to note that NPE and cash transfers for Fiscal Years 2010-2013 include increases in cash transfers of \$110,018, \$1,370,938, \$675,258 and \$824,149 respectively for increases in CPD allocations resulting from increases in total parking meter revenue.

Fiscal Summary: City			Table 8
Fiscal Year	General Fund		
	Annual Net Impact	Cumulative Impact	
2010	\$1,372,337	\$1,372,337	
2011	\$1,282,230	\$2,654,567	
2012	\$953,634	\$3,608,201	
2013	\$1,135,613	\$4,743,814	

The net impact to the City Budget resulting from the full implementation of these recommendations is a net increase in General Fund Revenue of nearly \$1.4 million annually beginning in Fiscal Year 2010 and growing to over \$4.7 million by the end of Fiscal Year 2013 (Table 8). It is important to note that there are limitations on the use of parking meter revenues and these revenues are not necessarily available for general use. However, it is estimated that

total General Fund expenditures for expenses which are consistent with the use limitations for parking meter revenue exceed the total parking meter revenue projected. As such, the additional parking meter revenue replaces general purpose monies being expended which are allowable for parking meter revenue use and thereby making these general purpose monies available for other uses.

Eliminating the five percent reimbursement to the General Fund for CPD administration services and subtracting General Fund parking meter and Community Parking District related operating costs from the total parking meter revenues prior to calculating the 45 percent CPD allocation will result in a net savings to the General Fund of \$634,219⁷ beginning in Fiscal Year 2010 and an additional annual savings of \$99,329 beginning in Fiscal Year 2011. Although CPD's will absorb 45 percent of parking meter operational expenses, the net CPD allocation will increase by nearly \$223,018 in Fiscal Year 2010 due to the increase in parking meter revenue (Table 9).

Fiscal Summary: Community Parking Districts Allocation		Table 9
	Increase/decrease in FY2010 allocation	
Elimination of 5% CPD Administration Services		\$113,000
Sharing Parking Meter Operations Expenses		(\$634,219)
CPD Share of Additional Parking Meter Revenue		\$744,237
Net Increase in CPD Allocation		\$223,018

The impact of implementing these recommendation is a net increase in the annual CPD allocation of \$223,018 beginning in Fiscal Year 2010 and growing to nearly 3.1 million by the end of Fiscal Year 2013 (Table 10).

Fiscal Summary: Community Parking Districts Allocation			Table 10
Fiscal Year	General Fund		
	Annual Net Impact	Cumulative Impact	
2010	\$223,018	\$223,018	
2011	\$1,370,938	\$1,593,956	
2012	\$675,258	\$2,269,214	
2013	\$824,149	\$3,093,363	

The General Fund savings will be partially offset by additional annual expenditures of \$650,000 to fund the City's 55 percent share of costs to replace existing parking meters with new high-tech meters. These new meters will be solar powered, accept credit card payment, provide real-time wireless access to parking meter data, are necessary to avoid additional coin collection costs associated with the projected increases in parking meter revenue, and will allow for reductions in Parking Meter Operations staffing in Fiscal Year 2012. In fact, once all meters have credit, debit

⁷ Includes FY2010 CPD share (45%) of new costs associated with recommended actions.

and pre-paid parking card capability, coin payment could be eliminated allowing for further cost reductions.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

In June 2003, the City Council asked the City Manager to form a Parking Task Force to make recommendations on various parking-related issues. The Parking Task Force recommended the creation of a downtown working group which carried out the Pilot. A final set of Parking Task Force recommendations were brought forth in September 2004 in Manager's Report No. 04-214. The City Council passed Resolution R-299867 (November 22, 2004), Ordinance Number O-19343 (December 7, 2004), Ordinance Number O-19493 (May 19, 2006), and Ordinance Number O-19675 (November 15, 2007) which established the Downtown Pilot Program, granted the City Manager the authority to vary the time limits and meter rates for the Pilot program within the test areas identified in the DPMG Report #1 (East Village, Marina, Cortez, and Little Italy), and set the term of the Pilot from November 22, 2004 through April 30, 2009. The Parking Meter Utilization Improvement Plan was previously considered by the City Council on March 30, 2009. At that time the item was returned to the Mayor with instructions to conduct additional public outreach and resubmit the item to the City Council's Budget and Finance Committee at a later date.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

City staff provided information on the proposed changes for Parking Meter Utilization Improvement to the Downtown, Uptown, and Mid-City parking groups for the Community Parking Districts during December 2008 and January 2009. All of the groups approved the recommendations. Also, in January 2009, the Parking Advisory Board, with citywide representation from the Council Districts, the BID Council, the Community Planning Committee, and the Community Parking Districts, approved the Parking Meter Utilization Improvement changes.

The Pilot results and similar recommendations (as set forth in DPMG Report #4) were formally submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer in June of 2007 (see Attachment 2). During July 2007 the Centre City Development Corporation, acting as the Parking Advisory Board for the Downtown Community Parking District, approved the recommendations by the DPMG (see Attachment 3). In August 2007, the Mayor's Parking Advisory Board approved the recommendations.

The DPMG represents community stakeholders from the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. The monthly meetings of the DPMG are open to the public and attended by City staff and interested community members. During the Pilot, City staff also initiated a public outreach program to inform the public of the new approaches to on-street parking taking place in the downtown area.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The key stakeholders are the business owners, property owners, and residents in Downtown, Mid-City, and Uptown. There are just a few meters in other areas such as Mission Bay and Logan Heights. Within Downtown, the key stakeholders are the Downtown Residents Group,

Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. Other stakeholders, who may be impacted by changes in staff support and enforcement technologies/strategies include the business owners, property owners, and residents in the other Community Parking Districts of La Jolla, Old Town, and Pacific Beach, as well as the rest of the City.

 - FOR B. ANDERSON

William Anderson
CP&CI Department Director



Jay M. Goldstone
Chief Operating Officer

Attachments:

1. Final Report - Downtown Multi-space Parking Pay Station Pilot Project; prepared by The Office of the City Treasurer Revenue Collections Division for the Downtown Parking Management Group dated April 4, 2007
2. Report #4; Prepared by the Downtown Parking Management Group and submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer on June 30, 2007
3. Downtown Community Parking District Advisory Board (Centre City Development Corporation); Approval of the Downtown Parking Management Group, Report #4 dated July 19, 2007

Report to City Council – Attachment 1

Subject: Parking Meter Utilization Improvement

Final Report - Downtown Multi-space Parking Pay Station Pilot Project; prepared by The Office of the City Treasurer Revenue Collections Division for the Downtown Parking Management Group dated April 4, 2007



THE CITY OF SAN DIEGO

Report to the Downtown Parking Management Group

DATE ISSUED: April 4, 2007
ATTENTION: Downtown Parking Management Group
Agenda of April 5, 2007
SUBJECT: Final Report - Downtown Multi-space Parking Pay Station Pilot Project

SUMMARY

THIS IS AN INFORMATIONAL ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE COMMITTEE.

BACKGROUND

A nine-month pilot project was undertaken by the City and Downtown Community Parking District to evaluate multi-space parking meter technology in a production environment and determine its suitability for broader use within the City. This technology has the potential to increase occupancy and turnover of parking spaces, provide more complete and timely information and statistics, increase parking meter revenue, and provide greater flexibility and control of parking meter rates. The technology also provides a broader range of payment options including credit cards and one of many important components necessary to maximize overall parking utilization.

Through a competitive procurement process, Cale was selected as the multi-space parking meter vendor for this pilot project. The City has the option to extend the Cale contract to purchase additional multi-space parking meters for up to four (4) years following the pilot project period.

Before implementation, City staff and key stakeholders identified and selected various criteria to evaluate the success or failure of this pilot project (Attachment 1). Baseline data for existing parking meters at these locations was compiled in preparation for later comparison with data gathered during the pilot project period.

On June 5, 2006, 50 Cale Multi-space Pay Stations were put into service at various Downtown locations within the predetermined pilot project area. The Cale pay stations replaced 309 POM single-head parking meters previously installed at these locations. This milestone marked the completion of the implementation phase of the project and beginning of the evaluation phase.

All multi-space pay stations were installed in a *Pay & Display* mode. In this configuration, customers are provided a printed receipt that must then be displayed on the dash of their car showing proof of payment of the posted parking rate.

Revenue Collections Division • City Treasurer's Department

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April 4, 2007

During the evaluation phase, interim reports detailing the progress of the project were issued by City staff to the DPMG as follows:

<u>Report Date</u>	<u>Report Period</u>	<u>Date Submitted to DPMG</u>
10/4/2006	06/05/2006-09/05/2006	10/04/2006
01/31/2007	06/05/2006-01/05/2007	02/01/2007

DISCUSSION

The purpose of this final report is to summarize data and provide recommendations related to lessons learned during the Multi-space Parking Pay Station Pilot Project.

COST

Installation, maintenance and collection costs for the new technology were tracked and compared with costs for conventional single-head meters.

Service	Cost per Metered Space ¹ (\$)		
	Single Head	Multi-space	Difference
New meter/pay station	\$487	\$1,260	\$773
Installation	\$257	\$28	-\$229
New meter/pay station with installation	\$744	\$1,288	\$544
Removal	\$213	\$8	-\$205
Monthly cost of meter maintenance	\$5	\$15 ²	\$10

ENFORCEMENT

Injury reports, citation issuance and revenue, and enforcement officer time during the pilot project evaluation phase were tracked and compared to prior single head parking meter related data.

Injury reports

No significant injuries were recorded during the project evaluation phase. One minor injury report was filed for a strained calf resulting from jumping up to see a receipt in a taller vehicle. Parking Enforcement Officers (PEOs) also commented that reading pay station receipts on taller vehicle dashes could cause some neck strain.

¹ Using the pilot project ratio of 6.20 metered parking spaces per multi-space pay station.

² Increase in monthly maintenance costs is attributed to higher costs of supplies, materials and labor costs associated with two hour response time. Supplies and materials comprise 75.8% (\$70.55) of the costs; labor accounts for 24.2% (\$22.52).

Parking Citations

There was a significant decline in the number of parking citations issued for parking meter related violations in blocks where multi-space pay stations were installed.

Parking Citations	Single Head 6/5/05 – 1/5/06	Multi-space 6/5/06 – 1/5/07	Difference (%)
Number issued	2,984	2,325	-22.1 %
Revenue generated to date ³	\$97,206	\$62,802	-35.4 %

Although the data compiled neither supports nor negates the theory, it is possible that the reduction in parking citation issuance results from an increase in compliance. It is reasonable to assume that, without the option to pay by credit card, some customers with limited coins available to "feed" the meter may risk a citation rather than taking the time to obtain sufficient change. With the option to pay by credit card, the same customers may use their credit card and pay the full amount necessary rather than risking a citation. In addition, customers paying by credit card are more likely to pay for the maximum time allowed in case of any unexpected occurrence which could delay the return to their vehicle.

Time per block to enforce

The reduction in parking citation issuance may also be attributable to the additional time and effort necessary to enforce in a *Pay & Display* environment.

Enforcement	Single Head	Multi-space
Estimated PEO time to enforce one block face	30 second	15-20 minutes

Due to the low number of multi-space pay stations compared to single head meters located in the Downtown area, Parking Enforcement staff did not make widespread changes to their existing enforcement tactics. While doing so may be beneficial in a primarily multi-space *Pay & Display* environment, it is likely that additional enforcement staff and resources will be required to maintain optimum enforcement levels in *Pay & Display* configured zones.

It is clear that more enforcement staff time and resources are required to enforce meter related violations in a *Pay & Display* environment. In single head metered zones, officers remain in their vehicle generally shielded from public contacts. In *Pay & Display* zones, officers must leave their vehicle to walk each block face making them more available to public contacts which can frequently take them away from their enforcement related duties.

³ When comparing revenues from year-to-year it is expected that revenues generated from last year's citations will be greater than corresponding periods in the current year. Maximum revenue collection rates are not experienced until 18-24 months after the citation is issued.

Parking Enforcement staff surveyed several cities that currently use *Call* multi-space *Pay & Display* pay stations (Attachment 2). Many of the surveyed cities reported that they experienced similar enforcement issues:

- Incorrectly displaying receipts (upside down, overturned)
- Difficulty viewing receipts on oversized vehicles
- Purchasing a second receipt for additional time immediately after purchasing initial time

Enforcement officers in most of these cities currently walk or bicycle when enforcing multi-space *Pay & Display* beats. During the evaluation phase, City staff used prior single head meter enforcement methods which did not include dedicated walking or bicycle beats to enforce in the pilot project area.

Other enforcement issues

After consultation with the City Attorney's staff, staff discontinued using San Diego Municipal Code (SDMC) Section 86.14, Expired Meter, to cite vehicles parked in *Pay & Display* zones without a receipt displayed. It was determined that a driver is not in violation of this section, in its current form, when the receipt is not properly displayed. However, vehicles are subsequently being cited for violation of SDMC Section 86.09(e), Violation of Signs, as a result of the driver's failure to obey the "Display" requirement of the *Pay & Display* zone signage.

The following additional project related issues contributed to the increased time and effort necessary to enforce in the pilot project area:

- Using pay station receipts in single head metered locations
- Using pay station receipts purchased at one rate in block faces with a different rate

However, these issues result primarily from inconsistencies between the new technology and the current municipal code. City staff has identified ten (10) sections in the Municipal Code for review and is currently drafting changes to those sections to resolve these issues.

OPERATIONS

Data on collection time, equipment reliability, parking meter revenue, parking space usage and turnover, and parking supply was compiled for the multi-space pay stations and compared to similar data from single head parking meters.

Parking meter revenue and equipment reliability

The multi-space pay stations proved more reliable, required fewer collection resources, and produced more revenue than single head meters at the same locations.

Parking Meter/Pay Station	Single Head 6/23/05 – 12/23/05 ⁴	Multi-space 6/23/06 – 12/23/06 ⁴	Difference (%)
Collection time per meter	15.5 hours/wk (1 min./meter)	4.2 hours/wk (10 min./meter)	-72.9%
Parking meter malfunctions	147	141	-4.1%
Parking meter revenue	\$175,503	\$218,368	24.4%

City staff maintained a two (2) hour response time on all multi-space pay station repairs to minimize downtime and its negative impacts. The collection time reported for multi-space pay stations includes the use of two-person teams required for safe collection of multi-space pay station coin vaults. Single-person collection teams are used single head meter collections. During the project five (5) underutilized pay stations were relocated within the pilot project area.

Programming and Reporting Capabilities

Multi-space parking pay stations can be monitored, programmed, and controlled remotely by a central computer. Varying parking rates and time limits and other parking restrictions such as special event parking prohibitions can be changed from the central computer eliminating the need to individually program meters on-site and allowing staff to monitor and control services from a remote location.

Multi-space parking pay stations also accept payment by credit card which encourages the use of public parking on street segments with longer time limits where a large amount of coins would be needed. In addition, pay stations are capable of imposing different parking rates and time limits during different hours or days of the week providing greater flexibility in implementing parking regulations. This feature is currently being employed in the Core Columbia and Marina neighborhoods of the Pilot Area, where parking rates and time limits on Saturdays are different from those on weekdays.

The multi-space parking pay stations store each transaction executed allowing the central computer to create reports and graphical statistics showing revenue, maintenance activities, and alarms. The stored information can be exported in various formats for presentation or subsequent processing. It may also be possible to extract parking occupancy and duration information for street segments making this data available to planners and engineers when evaluating parking related changes and improvements. The pay stations also report malfunctions

⁴ The period was selected to align multi-space periods with prior year single head meter audits ensuring an accurate comparison of multi-space and single head meter data.

directly on the machine display as well as by transmitting alert/alarm messages to the central computer and maintenance staff ensuring quick repair and minimal downtime.

Parking Occupancy, Duration and Turnover

Initial and final studies were conducted before and after the installation of the multi-space parking pay stations. Summaries of the 'before' and 'after' studies are shown in Attachments 3 and 4. The studies were conducted individually for each block, where multi-space parking pay stations were installed. Depending on where they fall, the individual blocks are grouped under each neighborhood in the Downtown Pilot Area. Attachments 3 and 4 show the parking occupancy, duration and turnover for each individual block. Overall, the results reveal that the average occupancy for each neighborhood, except the Ball Park and Core Columbia, has increased after installation of the multi-space parking pay stations as shown in Attachment 5.

Attachment 6 shows the average occupancies for each neighborhood before and after the installation of the multi-space parking pay stations. Certain East Village blocks (highlighted in Attachment 6) had a remarkable increase in occupancy. However, the increase in these blocks can be attributed to the removal of paid parking in these blocks during the pilot and the implementation of a 4-hour time limit. Since the increase in occupancy at these locations is attributed to factors other than the installation of multi-space parking pay stations, their occupancy values were not considered in determining average occupancies for those particular neighborhoods.

Other locations in Ball Park, Marina 1, and Core Columbia experienced a substantial decrease in parking occupancy. This is attributable to the fact that there were no time limits or parking meters prior to the installation of the multi-space parking pay stations at these locations (highlighted in Attachment 6). Installing parking meters and implementing a parking time limit at these locations could explain the large decrease in occupancy. Similarly, since the decrease of occupancy at these locations is attributed to factors other than the installation of multi-space parking pay stations, their occupancy values were not considered in determining average occupancies for those particular neighborhoods.

Despite adjusting for other factors potentially affecting occupancy levels, Ball Park and Core Columbia still experienced a decrease in average occupancy while other neighborhoods saw an increase. This may be attributed to seasonal variations, which typically affect parking patterns. The multi-space parking pay station pilot period did not cover an entire year. This precluded conducting studies during the same time of the year before and after installation of the multi-space machines. The initial study was conducted in June during warmer temperature and an on-going baseball season, as well as other summer events at the Convention Center and the surrounding area which is visited by tourists during this time of the year. The final study was conducted in January, which likely resulted in seasonal variations in the parking occupancy results.

Parking Supply

A study was conducted to determine the impact on the parking supply resulting from removing parking space markings (parking T's) adjacent to the new technology multi-space parking pay stations. City parking spaces are generally installed with a length of 22-24 feet at single head parking meter locations in order to accommodate most passenger vehicles. Operationally, delineated parking spaces are not required in *Pay & Display* multi-space pay station zones.

The study found that all, but three block faces, had parking T's in place adjacent to the new technology parking pay stations. A field evaluation was conducted on these three block faces and summarized below are the locations and the number of parking spaces with and without parking T's:

Location	Spaces without Parking T's	Spaces with Parking T's
'J' Street (10th Avenue - 11th Avenue) North Side	6	5
2nd Avenue (Island Avenue - 'J' Street) West Side	6	5
'F' Street (Park Boulevard - 13th Street) North Side	7	6

Based on the evaluation of these three blocks, the removal of parking T's would result in an increase in parking supply of approximately 19%. Implementing the *Pay & Display* pay stations on a large scale without delineated spaces or Parking "T"s will result in a significant increase in parking spaces. In addition, marked parking T's require frequent maintenance and their absence may reduce the associated maintenance burden the City currently bears.

However, the fact that removing parking "T"s will eliminate the City's ability to impound vehicles for parking too close and prohibiting other vehicles from exiting a parking space should also be considered. State law requires a vehicle to be parked illegally, in this case across a stall marking, to remove it for blocking another vehicle.

Sidewalk Access and Aesthetics

A single multi-space pay station replaces an average of just over six single head parking meters. This removes obstacles and greatly reduces sidewalk clutter facilitating pedestrian access and movement and improving the overall look of the street. It also provides for opportunities to place landscaping and other street furniture by freeing up space on the sidewalk.

PUBLIC ACCEPTANCE

With the assistance of key stakeholders like the DPMG and CCDC, information was collected to evaluate overall public acceptance of the new technology. The information such as the number of meter service requests and complaints, number of citation appeals, and anecdotal information from businesses and users of downtown parking was compared. In addition, a customer survey was developed to gain public and customer input.

Customer Survey

Customer surveys were developed in two different formats to target specific types of customers (Attachment 7 and 8). One format to survey users of the technology and a second intended to gather input from other stakeholders including downtown residents, businesses, and downtown parking users. Surveys collected user/stakeholder opinions on the convenience, ease of use, advantages, disadvantages, and aesthetics of the new parking pay stations. Users were surveyed on-site at various locations throughout the pilot project area in January 2007. The stakeholder survey was posted on the CCDC website and invitations to participate in the survey were sent via email to identified stakeholders.

Survey Question	Percentage of Positive Responses	
	User	Stakeholder (online)
Prefer New to Old?	79%	50%
Signage Adequate?	80%	--
Signage Clear and Understandable?	92%	--
Easy to Locate Pay Stations?	89%	--
Reasonable Distance?	87%	--
Easy to Use?	82%	--
Credit Card Option Beneficial?	85%	83%
Improved Overall Look of Street?	70%	69%
Conveniently Located?	--	64%
Noticed Any Problems? (No)	--	64%
Benefited from Installation	--	36%
No. of Respondents	61	36

A complete summary of the survey responses and comments is attached (Attachment 9, 10, and 11). While the user survey responses were more positive than the stakeholder survey responses, the responses from both groups were overwhelmingly favorable. In addition, respondents provided a variety of comments. The most common survey comments received are summarized below:

- Instructions should offer Spanish as an option
- Looks better than single head meters
- Credit card option convenient if you don't have change
- Needs to be implemented citywide
- Doesn't refund your pre-paid debit card for unused amount
- New meters should take dollar bills
- Proximity of pay station is key
- Inconvenient to walk back to car to post ticket
- Need better and more signs pointing to location of meter
- Can be misleading and confusing; people think they can park for free

- Difficult to use
- Hourly rate is too high
- Credit card feature did not work

Number of Complaints and Number of Positive Comments

To date, just two (2) complaints and one (1) contact which included both positive and negative comments have been received specific to the new multi-space pay stations. The following comments pertaining to the new technology were communicated:

- Lack of available parking for residents because of high occupancy levels (*700 block of Kettner Blvd*)
- New meters do not refund unused time on pre-paid parking meter cards
- Multi-space meters are an aesthetic improvement and presumably a cost effective option
- Pay station would not accept coins

Parking Enforcement staff reported receiving the following comments from citizens regarding the multi-space pay stations:

- Cannot locate where to pay
- Signs are inadequate or not visible
- When single-head meter not seen, assume parking is free
- Pay station does not give the maximum time allowed when using a credit card (Maintenance issue)
- New technology is confusing, especially for foreign visitors and tourists
- Pay stations do not always accept all methods of payment (Maintenance issue)

Requests for Appeal

Thirty-four appeal requests for citations associated with multi-space pay stations have been received to date.

Parking Citation Appeals	No. Requested	No. Upheld	No. Dismissed
Appeals	34	31	3
Administrative Hearings	9	2	3
Court Hearings	0	0	0

The 0.03 % rate of dismissal for the multi-space pay station related citations is significantly lower than the 1.9% average parking citation dismissal rate calculated for all citations issued during Fiscal Year 2006.

OTHER ISSUES

Other key issues impacting or resulting from this project which have been identified and either resolved or remain outstanding include the following:

Americans with Disabilities Act (ADA) Compliance

After the implementation of the project, it was determined that the Cale multi-space pay stations were not compliance with City, State, and or Federal ADA requirements. Cale agreed to lower the meters 1.5 inches at their expense to resolve the problem. In addition, agreement was reached on the appropriate ADA standard to be used for any subsequent installation of the multi-space technology. Cale and City staff completed the work on October 1, 2006, and the issue is resolved.

Credit Card Reconciliation

Initially, there was difficulty reconciling credit card deposits to multi-space pay station source transactions. Cale worked diligently with staff to resolve the issue. City staff also conferred with staff from the City of Portland, Oregon who currently have 200 Cale meters installed. Portland was not experiencing the same reconciliation problems. However, they were using real-time authorization for their credit card transactions. In January, Cale reconfigured the pay stations for real-time credit card authorization. There are still occasional discrepancies. However, these minor discrepancies are not material and Cale continues to work diligently to satisfy our needs in this area.

Pay & Display vs. Pay by Space

Although the Downtown Community Parking District has made a commitment to the *Pay & Display* model, this configuration does require greater enforcement resources than the alternative *Pay by Space* model. In addition, the *Pay & Display* model precludes the use of some new enforcement and customer service related technologies that may become available in the near future. As such, the option for *Pay by Space* configuration should not be excluded. Both configurations have their own strengths and weaknesses and may perform better in a given application. A more comprehensive comparison of the relevant strengths and weaknesses should be compiled to assist in planning for subsequent implementations.

CONCLUSION

The new multi-space parking pay stations performed well over the duration of the pilot period. While initial procurement and monthly communication and maintenance costs are higher than single head meters, these additional costs are offset over time by significantly lower coin collection and data gathering costs coupled with resulting parking meter revenue increases. The equipment is reliable and the vendor provided excellent service and support throughout the pilot period.

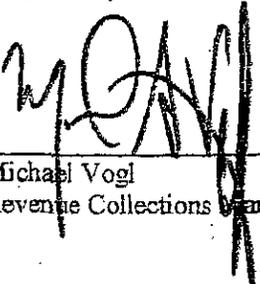
The volume of parking citations issued and resulting citation revenues decreased. Some of the reduction is attributable to Municipal Code discrepancies, the short term impracticality of modifying existing enforcement methods, and increased compliance with parking regulations due to the credit card payment option. However, enforcing parking meter related violations in a *Pay & Display* environment will likely require additional enforcement staff and resources to maintain optimal enforcement levels for all violations. Multi-space parking pay station related parking citation dismissal rates were significantly lower than the average rate calculated prior to the pilot project.

The multi-space parking pay stations clearly improved overall parking space occupancy, duration, and turnover. The ability to accept payment by credit card and impose different rates for different hours and days are essential tools to maximize the impact and leverage the use of varied rates and time restriction. The use of multi-space parking pay stations reduced the number of obstacles on the sidewalk and improved overall street aesthetics. It was also confirmed that, with *Pay & Display* pay stations, parking stall delineations could be removed to further increase the parking supply. It is reasonable to conclude that removing parking "T"s on a wide scale will further increase parking meter revenue and reduce street maintenance costs.

Overall feedback from users of the multi-space parking pay stations was highly favorable. Feedback from other Downtown stakeholders was less upbeat but still positive. Most important, survey respondents overwhelmingly preferred the new multi-space pay stations over single head parking meters. Users readily adapted and accepted the new technology with minimal complaints.

The multi-space parking pay stations are both a reliable and cost effective alternative for metered parking zones. The technology provides a variety of significant benefits over single head parking meter equipment with minimal challenges and is better suited to support both current and future needs related to the effective management of the City's parking resources.

Respectfully Submitted,



Michael Vogl
Revenue Collections Manager

EVALUATION FOR MULTI-SPACE METERS

May 17, 2006

This is the data we will be collecting as the baseline before we go-live with the new Multi-space meters on June 5th. We will be collecting the same data after the new meters are installed as evaluation criteria for success. There are four different time frames methods. They should be collected using the same method after go-live for comparison. These are:

- a) One time cost/revenue
- b) 9 month period/ Biweekly data per block face
- c) One time 9 month period per beat (before and after pilot)
- d) 9 month period/Biweekly data per block (both sides - not face)

COST: (Parking Management will collect baseline): Installation and maintenance, and collection. We will compare the cost of installing and maintaining, and collecting the new devices versus the cost of installing and maintaining conventional single head parking meters.

Factors	Method
Cost per single space meter	One time cost present meter and Multi after (JOSE)
Cost of installation	One time cost present meter and Multi after (JOSE)
Monthly Cost of meter maintenance	9 month period/ Biweekly data per block face (JOSE)

ENFORCEMENT: (Parking Management will collect baseline): Issues related to the time that it takes to enforce the new devices versus the time that it takes to enforce conventional single head parking meters.

Factors	Method
Injury reports	One time 9 month period per beat (before and after pilot) (ALINA)
Number of citations issued and revenue	9 month period/Biweekly data per block (both sides-not ace) (DAN DICKEL)
Time per block to enforce meters	Two week special collection/per beat, before and after pilot (ALINA)

OPERATIONS: (Parking Management and Traffic Engineering will collect): We will evaluate the parking occupancy increase or decrease when compared to what we have now. Revenues from the different type of payment method separated (coins, bills, cards, credit cards, etc.) We will also evaluate the increase in parking supply.

Factors	Method
Collection time per meter	9 month period/Biweekly data per block face (JOSE)
Number of malfunctions	9 month period/Biweekly data per block face (JOSE)
Pilot area meter revenue	One time 9 month period revenue before and after pilot (JOSE)
Usage per meter/space	Part of Duration study (TRAFFIC ENG.)
Parking Turn Over/space (parking supply)	Part of Duration study (TRAFFIC ENG.)

PUBLIC ACCEPTANCE: We could track the number of meter service requests/complaints. This is the area where we need CCDC and the DPMG to assist us. We will need anecdotal information from businesses and users of on street parking downtown, and if there are funds available, potentially a survey during a public education campaign.

Factors	Method
Number of Complaints	Collected by Traffic Eng from different sources(TRAFFIC ENG.)
Review factors to be included in a survey	Collected by Traffic Eng from different sources(TRAFFIC ENG.)
Number of Positive Comments	Collected by Traffic Eng from different sources(TRAFFIC ENG.)
Public Acceptance	PIO will send Outreach documentation (PIO)

SURVEY OF CITIES WITH CALE PAY AND DISPLAY METERS BY

After speaking with Parking Enforcement Supervisors at other Parking Enforcement agencies that use the Cale Multi-Space Pay and Display meters, I have found they have experienced many of the same enforcement problems and difficulties that we have.

Enforcement difficulties:

- malfunctioning meters
- not accepting every type of payment (bills, coins, credit cards)
- vandalized (glued slots, broken into for money)
- receipts wrongfully displayed (none, upside down, covered, folded, wrong location)
- inability to see receipts in oversized vehicles (tractor-trailers, raised vehicles)
- large vehicles using two or more spaces

Cities and Parking Enforcement Supervisors

Boston MA
Irene Rizzo (617) 635-3125

Portland OR
Mark Freedman (503) 832-1209

Berkley CA
Marla Clark (510) 981-5890

Baltimore MD
Gail Desch (443) 573-2800

Pittsburgh PA
Nancy Coleman (412) 255-2800

These cities have been using the Cale Pay and Display meters for minimum of at least two years. As stated, they all have experienced the same difficulties and problems we have.

Following are some details of their enforcement:

- All use the displayed on the dash receipt. The exception is Portland, who uses a receipt that sticks to the passenger side window.
- All enforce the Cale metered area by walking their beat, except Portland's officers who walk or ride bikes.
- All have the same city-wide parking rate. The public is able to park in any metered area, even at single space meters. Receipts must be properly displayed, and time zones are enforced.
- If someone decides to purchase another receipt shortly after the first receipt, the officer must calculate and add the time. Times zones are enforced.
- Vehicles are cited for receipts not being properly displayed, as per the instruction on the receipts and meter.
- The cities judicial systems are upholding the citations. Officers must note how the receipt was displayed and include the receipt serial number or as and as much of the information as possible.
- When no receipt is displayed, the vehicle is cited. Pittsburgh has the photo capability on their hand held computers.
- Portland was the only city with stall makings, and they are going to be removed. The belief is more room for parking. Only one receipt is needed for any size vehicle, including a trailer. For tall vehicles, the officer must see if it is displayed. Portland does not have that problem we do, because the receipts are affixed to the passenger side window.

PARKING DURATION STUDY **ATTACHMENT 3**
 (Based on 60-minute check intervals, 6/1/2006)

Location		(%)	(Hrs)	(Veh/space)
<u>Street</u>	<u>Block</u>	<u>Occupancy</u>	<u>Duration</u>	<u>Turnover</u>
<u>EAST VILLAGE</u>				
'F' Street	s/s 15th to 16th	0.02	1.00	0.17
'F' Street	s/s 14th to 15th	0.18	2.44	0.75
'F' Street	s/s 13th to 14th	0.89	5.64	1.57
'F' Street	s/s Park to 13th	0.37	1.86	2.00
'F' Street	s/s 11th to Park	0.12	1.00	1.20
'F' Street	s/s 10th to 11th	0.17	1.25	1.33
'F' Street	s/s 9th to 10th	0.62	2.67	2.33
13th Street	w/s F to G	0.48	1.84	2.59
'F' Street	n/s 14th to 15th	0.01	1.00	0.05
'F' Street	n/s 13th to 14th	0.50	2.12	2.13
'F' Street	n/s Park to 13th	0.11	1.00	1.00
'F' Street	n/s 11th to Park	0.42	3.80	1.00
'F' Street	n/s 10th to 11th	0.22	3.20	0.63
'F' Street	n/s 9th to 10th	0.75	1.69	4.00
<u>SALL PARK</u>				
'J' Street	n/s 10th to 11th	0.78	4.13	1.88
08th Ave	e/s J to Island	0.58	1.32	4.40
'J' Street	s/s 06th to 07th	0.89	2.11	4.22
'J' Street	n/s 06th to 07th	1.00	2.86	3.50
<u>MARINA 1</u>				
02nd Avenue	w/s Island to Market	0.57	2.03	2.82
02nd Avenue	e/s Island to Market	0.43	1.38	3.08
02nd Avenue	e/s island to J	0.51	2.31	2.21
02nd Avenue	w/s Island to J	0.92	3.44	2.67
<u>CORE COLUMBIA</u>				
'F' Street	n/s 01st to Front	1.00	2.37	4.22
'F' Street	n/s Front to Union	1.00	1.71	5.83
'F' Street	n/s Union to State	1.00	2.94	3.40
State Street	e/s F to E	0.92	2.52	3.67
Union Street	w/s F to G	0.80	2.00	4.00
Union Street	w/s G to Market	0.89	5.07	1.75
Union Street	e/s G to Market	0.43	1.43	3.00
Market Street	n/s Union to State	1.00	4.00	2.50
State Street	e/s Market to G	0.92	4.58	2.00
State Street	e/s F to G	0.65	2.05	3.17
Market Street	n/s Front to Union	0.79	2.17	3.63
Front Street	w/s G to Market	0.80	2.21	3.63
'G' Street	s/s State to Union	0.96	4.10	2.33
'G' Street	s/s Union to Front	0.76	1.81	4.20
'G' Street	n/s Front to 01st	0.84	1.83	4.60
'G' Street	n/s Front to Union	0.82	2.23	3.67
'G' Street	n/s Union to State	0.50	1.60	3.13
<u>MARINA 2</u>				
Kettner Boulevard	e/s G to F	0.91	6.41	1.42
Kettner Boulevard	w/s G to F	0.89	5.17	1.71
Pacific Highway	e/s G to F	0.69	3.44	2.00
'F' Street	n/s Kettner to Pacific Hwy	0.39	2.60	1.50

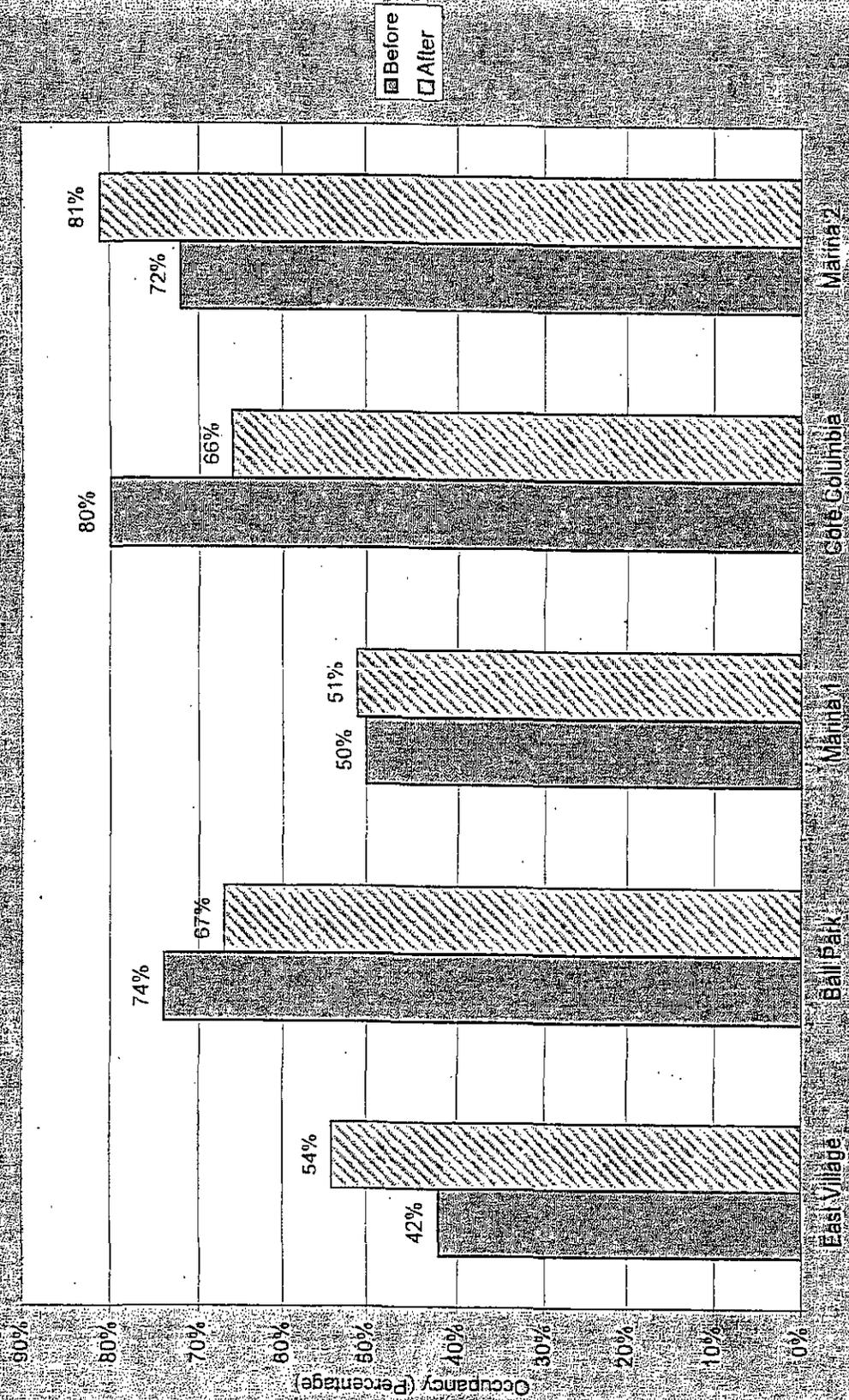
PARKING DURATION STUDY

ATTACHMENT 4

(Based on 60-minute check intervals, 1/17/2007)

Location Street	Block	(%) Occupancy	(Hrs) Duration	(Veh/space) Turnover
<u>EAST VILLAGE</u>				
'F' Street	s/s 15th to 16th	0.45	2.45	1.83
'F' Street	s/s 14th to 15th	0.85	4.25	2.00
'F' Street	s/s 13th to 14th	0.83	5.80	1.43
'F' Street	s/s Park to 13th	0.63	2.44	2.57
'F' Street	s/s 11th to Park	0.44	1.47	3.00
'F' Street	s/s 10th to 11th	0.73	2.44	3.00
'F' Street	s/s 9th to 10th	0.63	3.17	2.00
13th Street	w/s F to G	0.69	3.29	2.09
'F' Street	n/s 14th to 15th	0.64	4.48	1.42
'F' Street	n/s 13th to 14th	0.49	4.88	1.00
'F' Street	n/s Park to 13th	0.29	2.09	1.38
'F' Street	n/s 11th to Park	0.40	2.00	2.00
'F' Street	n/s 10th to 11th	0.26	2.33	1.13
'F' Street	n/s 9th to 10th	0.59	2.76	2.13
<u>BALL PARK</u>				
'J' Street	n/s 10th to 11th	0.56	2.29	2.43
08th Ave	e/s J to Island	0.66	1.61	4.13
'J' Street	s/s 06th to 07th	0.67	1.54	4.33
'J' Street	n/s 06th to 07th	0.79	2.22	3.56
<u>MARINA 1</u>				
02nd Avenue	w/s island to Market	0.45	2.33	1.91
02nd Avenue	e/s Island to Market	0.57	2.06	2.75
02nd Avenue	e/s island to J	0.52	2.50	2.11
02nd Avenue	w/s Island to J	0.31	2.07	1.50
<u>CORE COLUMBIA</u>				
'F' Street	n/s 01st to Front	0.96	2.65	3.64
'F' Street	n/s Front to Union	0.94	2.06	4.57
'F' Street	n/s Union to State	0.75	1.82	4.13
State Street	e/s F to E	0.66	2.12	3.09
Union Street	w/s F to G	0.74	1.76	4.20
Union Street	w/s G to Market	0.42	1.75	2.40
Union Street	e/s G to Market	0.52	1.53	3.40
Market Street	n/s Union to State	0.45	1.89	2.38
State Street	e/s Market to G	0.27	1.59	1.70
State Street	e/s F to G	0.52	1.94	2.67
Market Street	n/s Front to Union	0.56	1.67	3.38
Front Street	w/s G to Market	0.58	1.88	3.09
'G' Street	s/s State to Union	0.36	1.53	2.38
'G' Street	s/s Union to Front	0.78	2.04	3.83
'G' Street	n/s Front to 01st	0.70	1.48	4.71
'G' Street	n/s Front to Union	0.69	2.18	3.14
'G' Street	n/s Union to State	0.41	1.61	2.57
<u>MARINA 2</u>				
Kettner Boulevard	e/s G to F	0.84	6.31	1.33
Kettner Boulevard	w/s G to F	0.81	7.22	1.13
Pacific Highway	e/s G to F	0.73	4.13	1.78
'F' Street	n/s Kettner to Pacific Hwy	0.87	4.83	1.80

Parking Duration Occupancy Comparison



PARKING DURATION OCCUPANCY COMPARISON

ATTACHMENT 6

(Based on 60-minute check intervals)

Street	Block	'Before' Occupancy	'After' Occupancy
<u>EAST VILLAGE</u>			
F Street	s/s 15th to 16th	0.07	0.45
F Street	s/s 14th to 15th	0.18	0.25
F Street	s/s 13th to 14th	0.89	0.83
F Street	s/s Park to 13th	0.37	0.63
F Street	s/s 11th to Park	0.12	0.44
F Street	s/s 10th to 11th	0.17	0.73
F Street	s/s 9th to 10th	0.62	0.63
F Street	w/s F to G	0.48	0.69
F Street	n/s 14th to 15th	0.04	0.64
F Street	n/s 13th to 14th	0.50	0.49
F Street	n/s Park to 13th	0.11	0.29
F Street	n/s 11th to Park	0.42	0.40
F Street	n/s 10th to 11th	0.22	0.26
F Street	n/s 9th to 10th	0.75	0.59
Average		0.42	0.54
<u>BALL PARK</u>			
I Street	n/s 10th to 11th	0.78	0.56
08th Avenue	e/s J to Island	0.58	0.66
J Street	s/s 06th to 07th	0.89	0.67
J Street	n/s 06th to 07th	1.00	0.79
Average		0.74	0.67
<u>MARINA 1</u>			
02nd Avenue	w/s Island to Market	0.57	0.45
02nd Avenue	e/s Island to Market	0.43	0.57
02nd Avenue	e/s island to J	0.51	0.52
02nd Avenue	w/s Island to J	0.92	0.31
Average		0.50	0.51
<u>CORE COLUMBIA</u>			
F Street	n/s 01st to Front	1.00	0.96
F Street	n/s Front to Union	1.00	0.94
F Street	n/s Union to State	1.00	0.75
State Street	e/s F to E	0.92	0.66
Union Street	w/s F to G	0.80	0.74
Union Street	w/s G to Market	0.89	0.42
Union Street	e/s G to Market	0.43	0.52
Market Street	n/s Union to State	1.00	0.45
State Street	e/s Market to G	0.92	0.27
State Street	e/s F to G	0.65	0.52
Market Street	n/s Front to Union	0.79	0.56
Front Street	w/s G to Market	0.80	0.58
G Street	s/s State to Union	0.96	0.36
G Street	s/s Union to Front	0.76	0.78
G Street	n/s Front to 01st	0.84	0.70
G Street	n/s Front to Union	0.82	0.69
G Street	n/s Union to State	0.50	0.41
Average		0.80	0.66
<u>MARINA 2</u>			
Kettner Boulevard	e/s G to F	0.91	0.84
Kettner Boulevard	w/s G to F	0.89	0.81
Pacific Highway	e/s G to F	0.69	0.73
F Street	n/s Kettner to Pacific Hwy	0.39	0.87
Average		0.72	0.81

* These occupancies were not included in calculating the average for each neighborhood since the 'after' change to occupancy levels is attributed to factors other than the installation of the multi-space parking pay stations.



THE CITY OF SAN DIEGO

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PAY & DISPLAY PARKING USER SURVEY

Location: Marina Ballpark East Village

Block Name & Number (Optional): _____

How often do you use the Pay & Display meters?

- Daily
- Weekly
- Monthly
- Rarely

Do you prefer the Pay & Display meters to the single head meters?

- Yes
- No

Was the signage along the block adequate in number and located properly?

- Yes
- No

Were the messages displayed on the signage clear and easy to understand?

- Yes
- No

Was it easy to locate the Pay & Display meter after you parked?

- Yes
- No

Was the Pay & Display meter located within a reasonable distance to your vehicle?

- Yes
- No

Did you find the Pay and Display meter easy to use?

- Yes
- No

Do you think the option of paying with a credit card is beneficial?

Yes No

Do you feel that replacing multiple single-space meters with one Pay & Display meter improves/detracts from the overall look of the street?

Improves Detracts Neutral

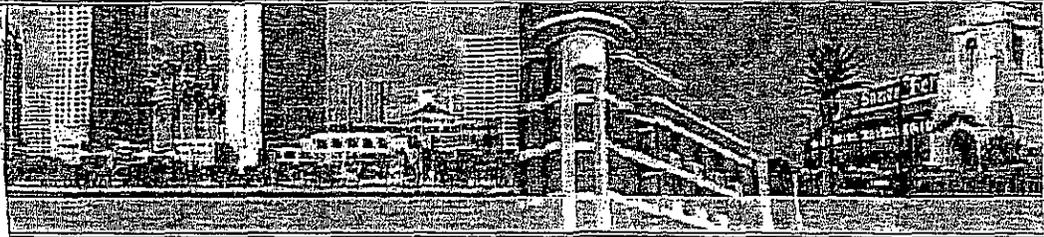
Comments: _____

Centre City
Development
Corporation

CCDC

ABOUT CCDC PROJECTS RESOURCES PLANNING NE

- PROJECTS
 - Interactive Map
 - All Projects
 - Residential
 - Commercial
 - Mixed Use
 - Public / Infrastructure
 - Special Programs



- RESOURCES
 - CCDC Board
 - Info. Ctr & Tours
 - Living Guide
 - Planning
 - Newsletters/Pubs
 - Centre City Advisory Committee
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PAY & DISPLAY PARKING SURVEY

As part of CCDC's comprehensive public outreach process, CCDC is conducting a survey to gather information about the Pay & Display parking meters. Please take a few minutes to answer the following questions:

1. Location:

- Marina
- Ballpark
- East Village

2. Block Name & Number:

3. How often do you, your customers/guests/employees use the Pay & Display meters?

- Daily
- Weekly
- Monthly
- Rarely
- Unknown

Comments:

4. Do you feel that the Pay & Display meters are conveniently located?

- Yes
- No

Comments:

5. Do you feel that you, your customers/guests/employees benefit from being able to use a credit card at the Pay & Display meters?

- Yes
- No

Comments:

6. Do you, your customers/guests/employees prefer the Pay & Display to the single-space meters?

Yes No

Comments:

7. Do you feel that replacing multiple single-space meters with one Pay & Display meter improves/detracts from the overall look of the street?

Improves Detracts Neutral

Comments:

8. Have you noticed any problems with the Pay & Display meters?

Yes No

Comments:

9. What advantages have you noticed to the Pay & Display meters?

10. What disadvantages have you noticed to the Pay & Display meters?

11. Have you benefited from the installation of the Pay & Display meters?

Yes No Neutral

Comments:

12. Overall, what is your opinion of the Pay & Display meters?

[Submit Survey](#)

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**New Technology Parking Survey
User Responses**

<u>Location:</u>	<u>Number</u>	<u>% of Total</u>
Marina	33	54%
East Village	18	30%
Balipark	10	16%
	61	100%

<u>Frequency of Use:</u>	<u>Number</u>	<u>% of Total</u>
Daily	15	25%
Weekly	6	10%
Monthly	5	8%
Rarely	35	57%
	61	100%

<u>Prefer New to Old:</u>	<u>Number</u>	<u>% of Total</u>
Yes	48	79%
No	12	20%
Neutral	1	2%
	61	100%

<u>Signage Adequate:</u>	<u>Number</u>	<u>% of Total</u>
Yes	49	80%
No	12	20%
Neutral	0	0%
	61	100%

<u>Signage Clear and Easy to Understand:</u>	<u>Number</u>	<u>% of Total</u>
Yes	56	92%
No	5	8%
Neutral	0	0%
	61	100%

<u>Easy to Locate Meters:</u>	<u>Number</u>	<u>% of Total</u>
Yes	54	89%
No	7	11%
Neutral	0	0%
	61	100%

<u>Reasonable Distance:</u>	<u>Number</u>	<u>% of Total</u>
Yes	53	87%
No	6	10%
Neutral	2	3%
	61	100%

<u>Easy to Use:</u>	<u>Number</u>	<u>% of Total</u>
Yes	50	82%
No	10	16%
Neutral	1	2%
	61	100%

<u>Credit Card Beneficial:</u>	<u>Number</u>	<u>% of Total</u>
Yes	52	85%
No	6	10%
Neutral	3	5%
	61	100%

<u>Overall Look of Street:</u>	<u>Number</u>	<u>% of Total</u>
Improves	43	70%
Detracts	0	0%
Neutral	15	25%
N/A	3	5%
	61	100%

New Technology Parking Survey
Online Responses

<u>Location:</u>	<u>Number</u>	<u>% of Total</u>
Marina	20	56%
East Village	13	36%
Ballpark	3	8%
	36	100%

<u>Frequency of Use:</u>		
Daily	10	28%
Weekly	11	31%
Monthly	1	3%
Rarely	12	33%
Unknown	2	6%
	36	100%

<u>Conveniently Located:</u>		
Yes	23	64%
No	11	31%
N/A	2	6%
	36	100%

<u>Credit Cards Beneficial:</u>		
Yes	30	83%
No	5	14%
N/A	1	3%
	36	100%

<u>Prefer New to Old:</u>		
Yes	18	50%
No	16	44%
N/A	2	6%
	36	100%

<u>Overall Look of Street:</u>		
Improves	25	69%
Detracts	3	8%
Neutral	8	22%
	36	100%

<u>Noticed any Problems:</u>		
Yes	12	33%
No	23	64%
N/A	1	3%
	36	100%

<u>Benefited from Installation:</u>		
Yes	13	36%
No	10	28%
Neutral	10	28%
N/A	3	8%
	36	100%



THE CITY OF SAN DIEGO

Centre City
Development
Corporation

User Parking Survey Comments:

- It should take dollar bills, doesn't make sense to put \$1.00 or \$2.00 on a credit card.
- Instructions should be in Spanish as well.
- "P" on meter was thought to stand for "Parking", it should spell out "Pay Station".
- Proximity is key.
- Refund with prepaid parking card would be helpful.
- Make supply of parking cards more reliable. Should be refunds.
- Cost too much. Don't like walking back to car to post ticket, especially if it's raining.
- Doesn't like that refund is not allowable on the pre-paid debit cards.
- Pre-paid debit cards don't refund unused amount.
- Would prefer to use single-head meters cause they're closer to work.
- The credit card feature did not work.
- Doesn't refund your pre-paid debit card amount.
- Marked parking spaces are needed to avoid confusion.
- Credit card feature did not work the first time. Prefers to pay small amounts with cash.
- Would like the machine to accept dollars. Prefer to park at a 4-hour meter if she plans to park for 2 hours to avoid getting a ticket.
- Machine wasn't working while being interviewed. Customer had to move to a different parking meter.
- Would rather park on the street, rather than pay \$20+ at the Hyatt.
- "Espanol" button also offers other languages. Those languages offered should be listed.
- Credit card feature doesn't work often. Doesn't like walking to and from machine to post ticket in car.
- Need more signs pointing to the location of the meter.
- New meter is very misleading because some people think you can park for free.
- Meter doesn't take change well, usually has to insert coins twice. Meter doesn't like credit cards either.
- How much will it cost taxpayers to replace old meters with new?
- Instead of a "P" displayed on the meter, it should read "Parking Meter".

Report to City Council – Attachment 2

Subject: Parking Meter Utilization Improvement

Report #4; Prepared by the Downtown Parking Management Group and submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer on June 30, 2007

DOWNTOWN PARKING MANAGEMENT GROUP

REPORT #4

Report on Action through April 2007

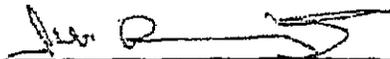
Report on actions of the Downtown Parking Management Group on the occasion of completing assessment of new technology meters.

April 30, 2007

Issued to: Councilmember Kevin Faulconer, Council District 2
Mayor Jerry Sanders, City of San Diego

Copy to: Board of Directors, Centre City Development Corporation
Nancy Graham, President – Centre City Development Corporation

Respectfully submitted,



John Cunningham, Chair
Downtown Parking Management Group
Date Submitted: June 30, 2007

Enclosure: (1) "Final Report – Downtown Multi-Space Parking Pay Station Pilot Project"
From Revenue Collections Department – City Treasurers Department,
City of San Diego dated April 4, 2007

Attachments: (1) List of Members
(2) Maps of Varied Time Rates Test Areas (Original Base)
(3) Maps of New Parking Meter Technology Test Areas (Original Base)
(4) Map of Location of 50 New Technology Parking Meters

SUMMARY

The Downtown Parking Management Group ("DPMG") has overseen the implementation of the initial recommendations for testing varied time limits and rates within designated test areas of downtown. City staff implemented these recommendations in accordance with San Diego City Ordinance O-19336, adopted 11/29/04 and Council Resolution R-299867, adopted 11/15/04. The initial trial of new hours and rates has resulted in increases of up to 300% in utilization in selected areas. The DPMG and City staff have identified several areas to install meters where curb cuts were eliminated, new buildings have been completed, bus stops too long, etc. These efforts have resulted in the installation of 699 additional meters. City parking meter revenues within the Centre City for the quarter ending in March, 2005, were \$986,468.16 and in the quarter ended March, 2007 were \$1,174,918: a 21% increase. The meters associated with the test area as of the quarter ending in March, 2005, collected \$67,322.25, and as of the quarter ending in March, 2007, collected \$127,537.60 in parking meter revenue; this represents an 89% increase in revenue. Based on this information, one can conclude that the DPMG efforts are adding to the total utilization of meters and not simply shifting users from one area to another. In addition to implementation of varied time limits and rates, CALE was selected as vendor for the New Parking Meter Technology; installation of 50 meters and evaluation of the Pilot Program are complete. A detailed evaluation is included in this report and in a separate report by City staff is included as Enclosure (1).

The DPMG has demonstrated parking behaviors can be changed, that parking space utilization can be improved, that the new parking meter technology enables more flexibility in managing parking; all without an excessive burden on users or a negative impact on overall revenue.

BACKGROUND

The City Manager's Parking Task Force identified that the current "one size fits all" parking program for the City was a less than optimal solution to parking impacts within different areas of the City. The recommendations of the Parking Task Force resulted in changes to the ordinances and resolutions regarding parking. City Council District 2 formed the Downtown Parking Management Group to begin implementation of some of the ideas from the Parking Task Force within the Centre City area/Downtown Community Parking District. The Centre City Development Corporation's Board of Directors acts as the Community Parking Advisory Board for the Downtown Community Parking District. In addition, the City initiated a Public Outreach Program to inform the public of the new parking meters.

The DPMG proceeded to initially examine the use of new parking meter technology in a pilot program for the Centre City. During the data review for the New Parking Meter Technology Pilot Program ("Pilot Program"), it was discovered that 54% of all of downtown's parking meters were used less than 40% of the time.

In the DPMG's Report #1, recommendations to increase utilization were suggested. These recommendations included test areas for a Pilot Program and test areas for

varying time limits and rates. The City Council passed San Diego City Ordinance O-19343, adopted 12/07/04 and Council Resolution R-299867, adopted 11/29/04, granting the City Manager authority to vary time limits and rates in four specific test areas as mapped in Report #1 (see attached Maps for test areas in the East Village, Marina, Cortez, and Little Italy Districts). The DPMG Reports #2 and #3 described incremental changes, identification of areas where previously installed meters had been removed and then replaced, and the status of the Pilot Program's report dates.

DISCUSSION

The DPMG created the test areas where there is low metered space utilization to determine ways and means to more effectively manage the supply and demand of parking in very heavy and very low usage areas within the public right-of-way. Within the four varied time/rate test areas, the DPMG completed a block-by-block analysis of the existing land uses and how they relate to parking patterns. The analysis also considered land usage surrounding the test areas for their parking needs, as well as the parking needs of employees, visitors, business owners and residents within and adjacent to the test areas. As an example: ensuring proper locations for short duration visitor parking for retail, medium duration for office visitors, and long duration for employees.

In the Pilot Program test areas the DPMG, in conjunction with City staff, determined which existing meters would be replaced with new meters. Some block faces were left unmarked by parking "Ts" to determine the validity of the vendor's contention that more cars could be parked on a given block face without "Ts". This Report and the enclosed report prepared by City staff, notes that City staff has worked with CALE to install, maintain, monitor, change, relocate, audit, and otherwise collect and collate. The DPMG has been collecting and analyzing the necessary data on what variables are most effective in increasing parking space utilization. Minor changes to rates and times have been made following data analysis to improve utilization and this process will continue through out the testing period. The Public Outreach Program on the use of the New Parking Meter Technology is considered very successful as evidenced by the very limited number of complaints and contested citations. Outreach to those affected businesses and residents, and to the general public is ongoing.

The DPMG's goal is to significantly increase parking space utilization; therefore, monitoring remains frequent. The DPMG will make changes to specific test areas as soon as the DPMG notices trends that warrant revision. In case of significant revisions, the DPMG will propose subsequent outreach to the affected community members to minimize any confusion. Furthermore, the Ordinance and Resolution for this test program provides flexibility to reverse declining utilization, if any occurs, limiting any potential revenue reduction.

CHANGES WITHIN THE TEST AREAS SINCE LAST REPORT, APRIL 2006 (REPORT 3) ARE NOTED BELOW:

<u>Area/Block Segments</u>	<u>Time Limits</u>	<u>Rate</u>
<u>Marina I & II</u> G Street All new meters east of India Street changed from 4 hours Mon-Sat to 4 hours Mon-Fri and 9 hours on Sat. (This tested the ability of the Technology to allow differing times rates at meters and of users to understand signage)	4 Hours Mon-Fri 9 Hours Sat	50¢
<u>Marina II</u> Kettner Boulevard from E Street to G Street E Street from Railroad to Kettner Boulevard (Not included due to Construction)	9 Hours	50¢ increased to 75¢
F Street from Railroad to Kettner Boulevard (south side only)	9 Hours	50¢ increased to 75¢
<u>East Village</u> Old meters replace on F Street by new meters then moved due to under utilization. From 15 th Street to 16 th Street to Marina I & II	9 Hours to 4 Hours	50¢ decreased to Free

NEW TECHNOLOGY METERS PROGRAM:

Each new meters installed replaced an average of 6 old meters.

Fifty new meters were installed in the test areas in accordance with Attachment (4).

CONCLUSION

EVALUATION OF VARIED RATES AND TIMES:

The DMPG has been successful in changing parking habits and increasing utilization rates while experimenting in very limited areas of centre city. Expanding these areas and increasing the variable extent of both rates and times would provide further information and data on parking behavior. In particular, it would be beneficial to understand the public's acceptance or rejection of modified hours; particularly hours before or after the 8 a.m. to 6 p.m. "one size fits all", currently in place city wide. This knowledge would be valuable in determining the future parking strategy for the Downtown Community Parking District and extremely useful for other parking districts. It would provide some information to those with other than primarily commuter or "normal working" hours. It would especially be useful for the City in other "mixed use" areas and particularly the "Villages" in the City's Comprehensive Parking Plan.

EVALUATION OF NEW TECHNOLOGY METERS:

A. Public Perception

As evidenced by the results of User and Neighborhood Survey Results reported in enclosure (1) by City Staff, it appears that the public has few problems. This can be confirmed by the low number of tickets contested (thirty-four in nine months of which only two were dismissed). The 0.03% overall dismissal rate for new meters compared with the average 1.9% dismissal rate for old meters is significantly lower.

B. New Meter Flexibility

City parking card, credit card, and coin acceptance combined with ability to purchase amount of time required resulted in a 22.1% decline in parking citations for over limit and expired meter citations. Despite the loss of revenue from these meter associated citations, a decline in these types of citations is a GOOD thing for the public. Testing in the Ball Park, Marina I and Marina II revealed that the New Meter Technology, which refuses to grant time beyond the further limited time on special events days, or can grant different rates and different time periods, greatly increases flexibility for administrators and did not cause significant problems with the using public even with the minimum signage used. Users learned to read the meter display which has multiple language capabilities.

C. Enforcement

1. Pay and Display technology required enforcement personnel to dismount and check each windshield which significantly increased the amount of time required for each route. More of these meters will require a larger number of enforcement personnel for the same level of service. Other jurisdictions using Pay and Display technology use foot or bicycle routes. This increase in time per route was not planned for and no additional personnel or routes were established. This resulted in personnel not being available to enforce other parking regulations which caused a decline in citations NOT associated with meters. This non-meter citation reduction is NOT a good thing.
2. Large vehicles caused a problem for enforcement personnel to read the displayed receipt.
3. City ordinance currently allows carrying displayed receipts from area to area and requires closer scrutiny by enforcement personnel.

D. Purchase/Maintenance of Equipment

Although the original purchase cost of the equipment is higher, the continuing overall maintenance cost of the equipment is lower including such things as:

- Capital cost of acquiring the meters higher
- Installation/removal lower
- Maintenance easier (meter "calls in" when maintenance needed) Supplies higher

- Collections costs lower (accepts credit cards, "calls in" when collection needed) (See enclosure (1) for specifics on cost, installation, maintenance, supplies and collections.)

E. New Meter Technology Summary

Pros:

Easy to use. (City Parking Card, Credit/Debit Card, Cash can be used).

Reduces "street furniture" clutter by significant amounts.

Collection time significantly reduced. Reduces down time by notifying department when maintenance required.

Allows up to 19% more cars per block face without parking "Ts".

Cons:

Does not return time back on City Parking Card.

Increased enforcement time (pay and display).

Down time affects more than one space.

Existing City Ordinance makes rate/time variances more difficult to enforce.

Allows large vehicles to occupy many spaces for one fee on block faces without parking "Ts".

Spaces without parking "Ts" may "maroon" vehicles until adjacent parkers return to move cars if parked too closely.

COMPREHENSIVE CONCLUSION

Overall, the Varied Time/Rates Program and the New Technology Meter Program are evaluated as successful. Elements of these programs may be beneficial throughout the City for City Staff and other parking districts to better utilize the available curb space in parking impacted areas.

PROCESSES/NEXT STEPS

A. City Staff and Community Parking Districts Recommendations:

1. That New Meter Technology be approved for use within the City.

2. That Variable Time Limits be considered when requested by Community Parking Districts.
- B. Downtown Community Parking District Approve and Recommend that the Mayor and City Council take the following actions:
1. Extend the remit of the DPMG until April 30, 2009.
 2. Direct the DPMG and City staff to draft ordinances allowing variable time limits up to 24 hours and 7 days a week in selected areas of the Centre City.
 3. Direct the DPMG and City staff to draft ordinances allowing variable meter rates, in selected areas of the Centre City, of up to \$3.00 per hour and as low as \$0.25 per hour.
 4. Direct the DPMG and City staff to draft an ordinance bringing all block faces in Centre City, and within the Downtown Community Parking District, into Metered/Timed control as a parking impacted area.
 5. Direct the DPMG and City staff to draft ordinances, as required, to place or remove meters on selected block faces as determined by the DPMG and City Staff.
 6. DPMG advise Downtown Community Parking District and City Staff on numbers of additional New Technology Meters to procure and whether to explore alternative uses for New Technology Meters, such as Pay-by-Space versus Pay and Display in selected areas.

The DPMG Pilot Program was extended until October 2007 to enable complete evaluation of New Meter Technology and complete analysis of Varied Rates and Times.

The DPMG has continued collection and analysis of data from the pilot program areas. The new technology pilot program has been implemented and the initial evaluation has been completed. Specific block faces were selected to provide a direct comparison of new and old parking meter technology.

Upon termination of the Varied Rates and Times Program, a final report will be issued covering all strategies explored by the DPMG for the use of the Parking Advisory Board, Parking Districts, the City Council and Mayor in planning for the future.

As the strategies are put in place and tested, the DPMG will continue to explore better utilization of all curb space in downtown and propose further initiatives as they are created.

Report to City Council – Attachment 3

Subject: Parking Meter Utilization Improvement

Downtown Community Parking District Advisory Board (Centre City Development Corporation); Approval of the Downtown Parking Management Group, Report #4 dated July 19, 2007.

LELELE
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**Centre City
Development
Corporation**

DATE ISSUED: July 19, 2007

ATTENTION: Centre City Development Corporation
Meeting of July 25, 2007

SUBJECT: Downtown Parking Management Group -- Report #4 -- General

STAFF CONTACT: A.J. Magana, Accountant/Financial Analyst
Andrew Phillips, Finance Accounting Manager

REQUESTED ACTION: That the Centre City Development Corporation ("Corporation"), acting as the Community Parking Advisory Board for the Downtown Community Parking District, recommend that the Mayor and City Council take the following actions regarding the Downtown Parking Management Group ("DPMG").

- Extend the remit of the DPMG until April 30, 2009 which would extend the time frame of the existing pilot program.
- Direct the DPMG and City staff to draft ordinances allowing variable time limits up to 24 hours and 7 days a week in selected areas of the Centre City.
- Direct the DPMG and City staff to draft ordinances allowing variable meter rates, in selected areas of the Centre City, of up to \$3.00 per hour and as low as \$0.25 per hour.
- Direct the DPMG and City staff to draft an ordinance bringing all block faces in Centre City, and within Downtown Community Parking District, into Metered/Timed control as a parking impacted area.
- Direct the DPMG and City staff to draft ordinances, as required, to place or remove meters on selected block faces as determined by the DPMG and City Staff.
- Authorize the DPMG to advise the Downtown Community Parking District and City Staff on the number of additional New Technology Meters to procure and whether to explore alternative uses for New Technology Meters, such as Pay-by-Space versus Pay and Display in selected areas.

Item Number	6. Page 1 of 3
Meeting of	July 25, 2007
Agenda Number	652

STAFF RECOMMENDATION: That the Corporation, acting as the Downtown Community Parking District, recommend that the Mayor and City Council take the actions regarding the DPMG as noted in the bullets listed above.

SUMMARY: The DPMG is overseeing the implementation and the initial recommendations for testing varied time limits and rates within the designated test areas of downtown. The initial trial of the new hours and rates has resulted in increases of up to 300 percent utilization in selected areas. The DPMG and City staff has identified several areas to install meters where curb cuts were eliminated, new buildings have been completed, bus stops are too long, etc. These efforts have resulted in the installation of 699 additional meters. As a result of the varied time limits and rates, revenues have also increased.

In addition to the implementation of varied time limits and rates, the DPMG in conjunction with the City staff, coordinated the installation of 50 meters of the Pilot Program for the New Parking Meter Technology. The attached report from the DPMG has been issued to Councilmember Kevin Faulconer and Mayor Jerry Sanders and, with Committee and Board approval, will be acting as Community Parking Advisory Board for the Downtown Community Parking District giving its support for the DPMG to continue its efforts in implementing the pilot program throughout downtown.

FISCAL CONSIDERATIONS: None with the actions, however parking meter revenue may increase or decrease based on changes made to rates and times. Any expenditure made will utilize Parking Meter Revenues.

COMMITTEE RECOMMENDATION: On July 11, 2007, the Budget/Finance and Administration Committee voted unanimously (Kim Kilkenny, Fred Maas, Robert McNeely, Wayne Rafflesberger, Jennifer LeSar, Janice Brown, Teddy Cruz) to approve and accept the DPMG Report #4.

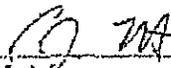
CENTRE CITY ADVISORY COMMITTEE RECOMMENDATION: On July 18, 2007, the Centre City Advisory Committee was presented this item for information purposes only.

OTHER RECOMMENDATIONS: None.

BACKGROUND: In 2004 the City Manager's Parking Task Force identified that the current "one size fits all" parking for the City was a less than optimal solution to parking impacts within different areas of the City. The DPMG was formed by City Council District 2 to begin implementation of some of the ideas from the Parking Task Force within the Centre City Area/Downtown Community Parking District. The DPMG has overseen the implementation of the initial recommendations for testing varied rates and time limits within designated areas of downtown. In addition, CALE was selected as the vendor for the New Parking Meter Technology. Installation of 50 meters for the Pilot Program and evaluation of the program are complete.

<u>Item Number</u>	<u>6. Page 2 of 3</u>
<u>Meeting of</u>	<u>July 25, 2007</u>
<u>Agenda Number</u>	<u>652</u>

Respectfully submitted,

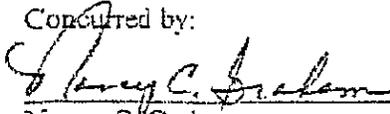


A.J. Magana
Accountant/Financial Analyst



Andrew Phillips
Finance Accounting Manager

Concurred by:



Nancy C. Graham
President

Attachment:

Downtown Parking Management Group - Report #4

Item Number	6, Page 3 of 3
Meeting of	July 25, 2007
Agenda Number	652