



MEMORANDUM

TO: DOWNTOWN PARKING ADVISORY BOARD

FROM: TERESA MCCLISH, COMMUNITY DEVELOPMENT DIRECTOR

BY: CHRISTOPHER TURNER, PLANNING INTERN

SUBJECT: CONSIDERATION OF METER TECHNOLOGIES FOR VILLAGE PARKING

DATE: MARCH 29, 2018

RECOMMENDATION:

It is recommended that the Downtown Parking Advisory Board (DPAB) evaluate the potential use of parking meters and kiosks in the Village and advise Staff regarding further consideration of their use to address concerns about congested parking.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

Impacts to financial and personnel resources will depend upon the direction given by the DPAB and the decisions made by the City Council.

BACKGROUND:

During the Downtown Parking Advisory Board meeting on July 20, 2017, Board members and members from the community expressed their concerns about the limited amount of parking in the Village and the impacts to local businesses. The discussion revealed that limited parking was largely due to employees of Village businesses, and other long term parkers, occupying spaces that would otherwise be reserved for potential patrons. Several options to remedy the parking problem were considered including reducing time limits for parking along East Branch Street, the Car Corral, and Olohan Alley, increased enforcement of current parking restrictions, designating select parking spaces along East Branch Street as twenty-minute parking, and implementing metered parking along East Branch Street and in the Car Corral.

The Board recommended that a letter be drafted and sent to all Village businesses urging them to instruct their employees to park outside of the Village prime parking area. A letter was written and sent to businesses on August 11, 2017. Additionally, City Staff were directed to research alternate funding sources for parking enforcement including, but not limited to, installation of parking meters in the Village.

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ANALYSIS OF ISSUES:

There are two main forms of metered parking; individual space parking meters and parking kiosks. The two forms of metered parking are useful in different situations and can be used in conjunction when there is a combination of on street parking and public parking lots, both of which exist in the Village.

Parking Kiosks

Parking kiosks are more effective in larger parking lots, such as the Car Corral or Olohan Alley. They consist of one or more kiosks in central locations within or adjacent to the parking lot where patrons can purchase tickets for an allotted amount of time. Typically patrons pay per hour, but the operator of the parking lot can choose to use other increments of time such as fifteen or thirty minute intervals. Kiosks can also be programmed to allow a maximum amount of time per transaction. For example, a patron could purchase time in thirty-minute intervals with a maximum of six hours.

Kiosks typically have two methods of monitoring. The first method is “pay and display.” This method consists of the patron purchasing a pass and displaying it on their dashboard, which can be monitored by parking enforcement officers. The second method is “pay by space.” This method consists of the patrons parking in a numbered space and entering the space number into the kiosk when they pay. The time is recorded into the kiosk and can be monitored through services provided by the manufacturer and accessed by parking enforcement officers. Pay by space allows patrons to add time to their parking stay without printing another receipt. However, a numbering system would need to be devised and painted onto designated parking spaces.

Depending on the manufacturer and product, parking kiosks can range between \$8,000 and \$10,000 for the unit and installation. An additional \$50 to \$60 per month is required for services and maintenance. Enforcement needs would require an augmentation in staff resources.

Parking Meters

Parking meters are better suited for use along roadways, such as East Branch Street, where there is no central location relative to on street parking spaces. Parking meter technology has evolved to accept multiple forms of payment including coins, credit cards, and payment through mobile apps. As with parking kiosks, modern meters can be programmed to use various increments of time, and to accept payments up to a specified maximum time limit.

Mobile application companies, such as ParkMobile and PayByPhone, allow parking operators to offer an additional method of payment for patrons. Mobile payment can be issued by parking space and allows patrons to receive alerts and add time to their parking meter remotely. Mobile parking apps reduce the need for coins which in turn reduce maintenance costs. However, mobile parking apps require a separate method of

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monitoring for enforcement officers who would need to look at the meter and the mobile parking monitoring system to discern whether a person has overstayed their parking limit.

Depending on manufacturer and product, parking meters cost between \$600 and \$900 each to purchase and install, and require approximately \$100 each in annual maintenance. There are approximately sixty street parking spaces along East Branch Street in the Village core. If every space received a parking meter, there would be an estimated initial purchase and installation cost of \$36,000 to \$54,000 with approximately \$6,000 in annual maintenance costs.

ALTERNATIVES:

The following alternatives are provided for the Board's consideration:

- Direct Staff regarding further consideration of kiosk and or space meters;
- Provide other direction to staff.

ADVANTAGES:

Metered parking discourages employees of Village businesses and other long term parkers from occupying parking spaces for long periods of time, potentially alleviating the Village parking problem. Metered parking also provides a source of funding for parking enforcement.

DISADVANTAGES:

Cost of implementing both kiosks and meters in all public parking areas in the Village could reach up to \$74,000 in initial installation costs, with an additional \$7,440 in annual maintenance costs. Enforcement would require additional monetary and staff resources.

ENVIRONMENTAL REVIEW:

In accordance with the California Environmental Quality Act (CEQA) and the State CEQA Guidelines, it has been determined that this item is not subject to CEQA per Section 15061(b)(3) of the Guidelines , regarding the general rule that where it can be seen with certainty that there is no possibility of a significant effect on the environment, an activity is not subject to CEQA.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.