

“Placerville, a Unique Historical Past Forging into a Golden Future”



City Manager’s Report
August 8, 2017, City Council Meeting
Prepared by: M. Cleve Morris, City Manager
Item #: 3.2

Subject: Review and provide information regarding the new parking program regulations.

Background:

In 2013, staff recommended to the City Council the need to re-look at our Parking Program. At that time, expenditures were exceeding revenues and there was no money available to properly maintain parking facilities Downtown. That year, the Council appointed the Measure H Sales Tax Committee, with the addition of two members from the Placerville Downtown Association (Dennis Thomas and Sheila Hill (Kelly)), to serve as the Ad Hoc Parking Advisory Committee to review the program. The Committee met in November of 2013, April of 2014, May of 2014 and January of 2015. In early 2015, Sheila Hill was replaced on the Committee by Sue Rees. The Committee then met in June 2015. Due to the Downtown Rehabilitation Project, staff suspended meetings until September of 2016, not wanting to implement the changes during the Downtown construction. During the budget review in May of 2015 and 2016, staff reiterated the need to review the parking program as it was running in a deficit and was not able to pay back the loan for the Parking Pay Station purchased in 2006. The Pay Stations were nearing their end of life, beginning to fail, and were in need of replacement. The Committee met in September, November and December of 2016 in public meetings to review potential changes to the program. The goal was to establish a new program that would fund badly needed improvements to parking lots, fully fund on-going operations and replace the failing Parking Pay Stations.

During the meetings, the Committee considered the following options:

- Reduce Free Parking in All surface Lots from 2 hours to 1 hour.
- Reduce Free Parking in the Parking Structure from 2 hours to 1 hour.
- Eliminate Free Parking in the Parking Structure.
- Charge \$0.50 per hour the first two hours in the parking structure.
- Eliminate free parking in all City parking lots.
- Charge \$0.50 per hour the first two hours in all City parking lots.
- Reduce on-street free parking from two hours to one hour.
- Enforce daily parking rules in the small Center Street Parking Lot.
- Eliminate Multiple Lease Discounts.
- Lease Spaces between the Shell Station and Jack Russell Brewery.
- Limit Spaces between the Shell Station and Jack Russell Brewery to 2 hour free parking.
- Enforce parking regulations on Sundays.
- Evaluate use of parking spaces behind old City Hall.

- Add daily parking on 3rd floor of Parking Structure.
- Extend daily parking rules from 5:00 to 6:00 pm.
- Extend daily parking rules from 5:00 to 7:00 pm.
- Extend daily parking rules from 5:00 to 8:00 pm.
- Provide a \$2.00 discount for the advance purchase of ten hours of parking in lots.
- Reestablish PBIA/PBID Tax Assessments.
- Place add-on sales tax measure on the ballot.
- Establish Common Area Maintenance (CAM) charges based on square footage.
- Keep two hour free parking with \$2.00 per hour parking thereafter.
- Use Downtown Business Surtax for parking.
- Increase free parking to 3 hours.
- Eliminate daily paid parking program.

Discussion:

The Committee met three times in the fall of 2016 and recommended the following program:

1. Maintain 2-Hour free parking in all lots and on Main Street
2. Increase Daily Parking from \$1.00/Hour to \$2.00/Hour
3. Increase Leased Parking fees by the change in the Consumer Price Index (27.23%)
4. Eliminate multiple lease discounts
5. Lease Spaces between the Shell Station and Jack Russell Brewery
6. Enforce Daily Parking rules in the Small Center Street Lot
7. Extend daily parking enforcement from 5:00 pm to 7:00 pm
8. Evaluate use of Parking spaces behind Historic City Hall
9. Account for Parking Citation Revenue within the Downtown Parking District Fund
10. Enforce Daily and leased parking rules seven days a week (with Ghost Day)

It is important to note that members of the Ad Hoc Parking Advisory Committee made two presentations to the Placerville Downtown Association (PDA) last fall, and the PDA unanimously endorsed the Committee's recommendations. At its meeting held on January 24, 2017, the City Council adopted Resolution No. 8489 which approved the increases in the daily parking rate and leased parking rates as mentioned above. The Council also adopted Ordinance No. 1688 which approved the above mentioned changes to the Downtown Parking Program. With the exception of #5, all of these items have been implemented. Spaces identified in #5 were originally free parking, although the codes stated they were to be 2 hour parking. They have now been changed to 2 hour parking and are being enforced that way. Staff is still researching whether or not there is a need to increase leased parking areas and make a portion or all of this area leased parking.

The spaces behind Historic City Hall were originally given to court employees for parking. The Courts are now leasing some of those spaces and the other spaces are also being leased to other individuals.

The major differences that are noticed by businesses and citizens are as follows:

Parking Provision	Old Program	New Program
2 Hour Fee Parking	2 Hours Free per day Monday – Saturday. Free parking all day on Sunday. Moving car does not grant additional time.	2 Hours Free per day 7 days per week. Moving car does not grant additional time.
Parking Enforcement Hours	Monday – Saturday 8:00 a.m. – 5:00 p.m. Excluding City Holidays	7 Days per week, 8:00 a.m. – 7:00 p.m. Excluding City Holidays
Pay Stations	Pay by Space	Pay by Plate
Permit Parking Fees	All lots except 2 nd Floor of the Parking Structure - \$40 per month. 2 nd Floor of the Parking Structure - \$60 per month.	All lots except 2 nd Floor of the Parking Structure - \$50 per month. 2 nd Floor of the Parking Structure - \$70 per month.
Hourly fees for parking after 2 hours free	\$1.00 per hour	\$2.00 per hour

The following concerns have been raised by the public:

1. People do not know their license plate number when they get to the pay station.
2. People cannot make the pay stations work.
3. People were used to Sunday being free. It is affecting business Downtown.
4. If I come Downtown in the morning for 15 minutes and return in the afternoon, I get ticketed because the system does not know I left in between.
5. If I come before 8:00 the pay station will not let me add time.
6. Signs do not list enforcement time. How long do I have to pay in the evening?
7. I have always parked in the leased spaces after 5:00 pm.
8. The pay station would not take cash.
9. Was unable to extend time on the station or the mobile app.
10. I was forced to park over the line because everyone else was.
11. I have always been able to come and go all day long.
12. I have a permit. So, why did I get a ticket while parked on the street.
13. I don't have a license plate. So, I didn't know how to pay at the pay station.
14. I didn't know there was only one zone so I kept moving my car.
15. I arrive too early for the pay stations to take payment.
16. Customers won't stay longer than the two free hours.
17. Customers are always looking at their watch so they don't have to put more money in rather than enjoying the shops and classes.
18. I couldn't see the signs because brush is overgrown.

Attachment one to this report is a document outlining the revenue and expenditure increases or decreases as a result of these changes. Attachment two is the budget for the parking program as approved by the Council in June. All revenues generated from the parking program are used to administer and maintain the Parking District. No revenues from the parking program are being used for any other City purpose. If direction is given to change the service that results in a reduction of revenues, a corresponding decrease in expenditures will be necessary.

If Council feels there are additional adjustments or changes to the program to consider, direction should be given to the Ad Hoc Parking Advisory Committee.

Options: Information Report only

Cost: Information Report only

Budget Impact: Information Report only

Recommendation:

Review and provide information regarding new parking program regulations.



M. Cleve Morris, City Manager



**Dave Warren,
Director of Finance**

Attachment 1: Revenue and Expenditure Increases/Decreases from proposed changes

Attachment 2: Fiscal Year 2017-2018 Adopted Parking Program Budget

Attachment 3: Letter from Dennis Thomas, Parking Committee Chair