

*Village, Barrio & Beach Area
Parking Study*

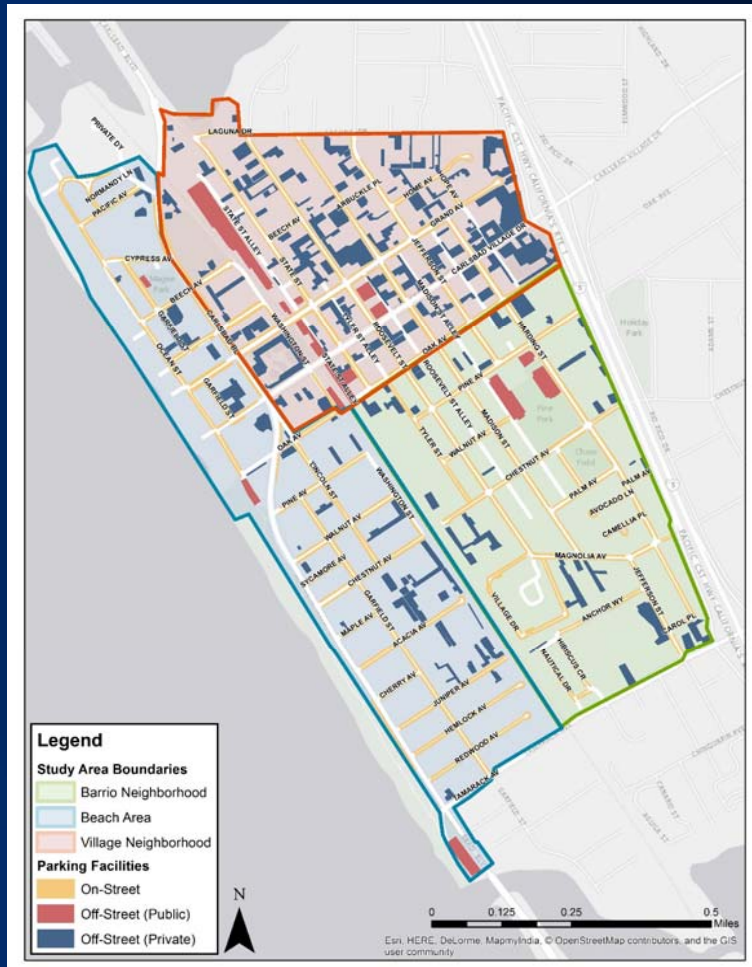
SS 16-01

- Deliver a presentation on the parking study and data collection efforts.
- Receive any comments from the community and Planning Commissioners on the parking study.
- Outline next steps in the process.
- No recommendation is proposed as staff is not requesting the Planning Commission take action.

Background



Parking Study Area



Goals

- Make parking more convenient for community members and visitors
- More efficiently use existing parking
- Support future parking needs
- Explore options for walkers, bicyclists and people who use public transportation
- Support the vision outlined in the Village and Barrio Master Plan

Outreach Efforts & Data Collection

Study Process (to date)

- **May – August 2016**
 - Parking Occupancy Data Collection And Analysis
- **May – June 2016**
 - On-site Survey
- **May – August 2016**
 - Online Survey
- **August 2016**
 - Community Meeting #1

Outreach Process (to date)

- On-site surveys conducted in the study area
- Online survey live on May 9 (closed August 31)
- E-newsletter, website and social media announcements
- Community group meetings
- Visited various businesses in person
- City Traffic Safety Commission Meeting
- Beach Preservation Committee Meeting

On-Site Surveys

Purpose: Identify parking behaviors on typical weekdays and weekends within the study area

- On-site surveys were conducted:
 - May: 14, 18, 21 and 26 = 1,282 Participants
 - June : 16, 18, 22 and 26 = 857 Participants
- At 8 locations:
 - 3 Beach locations
 - 3 Village locations
 - 2 Barrio locations

On-Site Survey Results

- Across the Beach, Village and Barrio areas, the majority of participants said they:
 - Drove alone in a car or with others
 - The other predominant mode of travel was walking
 - Found parking in less than 2 minutes
 - Found parking directly in front of or 1 block from their destination
 - On average, 54% of respondents answered they parked on-street

Online Survey

- Purpose of the survey was to identify a participant's typical parking behaviors and thoughts on improving the parking system
- Developed to gain perspectives from:
 - Residents: 223 respondents
 - Business owners: 48 respondents
 - Employees: 78 respondents
 - Visitors: 289 respondents

Online Survey Results

- Business Owner Results
 - 58% responded that they didn't provide parking for their employees
 - 84% responded that their customers park 2 blocks away or less from their business
- Employee Results
 - Over 50% noted they are able to park in less than 2 minutes
 - 53% noted they park in off-street lots

Online Survey Results (cont.)

- Resident Results
 - 72% noted that they have designated parking and are able to park in less than 2 minutes
- Visitor Results
 - 75% of visitors noted they are able to park in 5 minutes or less
 - 60% of visitors noted they could park within 1 block of their destination

Parking Data Collection

- Occupancy data collected to determine weekday, weekend, and seasonal parking demands
 - Thursday, May 19
 - Saturday, May 21
 - Thursday, July 14
 - Saturday, July 16
- May: 6 a.m. – 9 p.m.
- July: 6 a.m. – 11:30 p.m.
- On-street and off-street facilities

May Parking Data Collection

- Average Parking Occupancies (All Facilities)
 - Weekday Peak Parking Occupancy: 46% (1 p.m.)
 - Weekend Peak Parking Occupancy: 49% (9 a.m.)
- Public Parking Only – Peak Parking Occupancy
 - Weekend : 49% at both 9 a.m. and 1 p.m.
 - Weekday: 43% at 1 p.m.

July Parking Data Collection

- Average Parking Occupancies (All Facilities)
 - Weekday Peak Parking Occupancy: 53% (7 p.m.)
 - Weekend Peak Parking Occupancy: 54% (7 p.m.)
- Public Parking Only – Peak Parking Occupancy
 - Weekend : 57% at 1 p.m.
 - Weekday: 49% at 7 p.m.

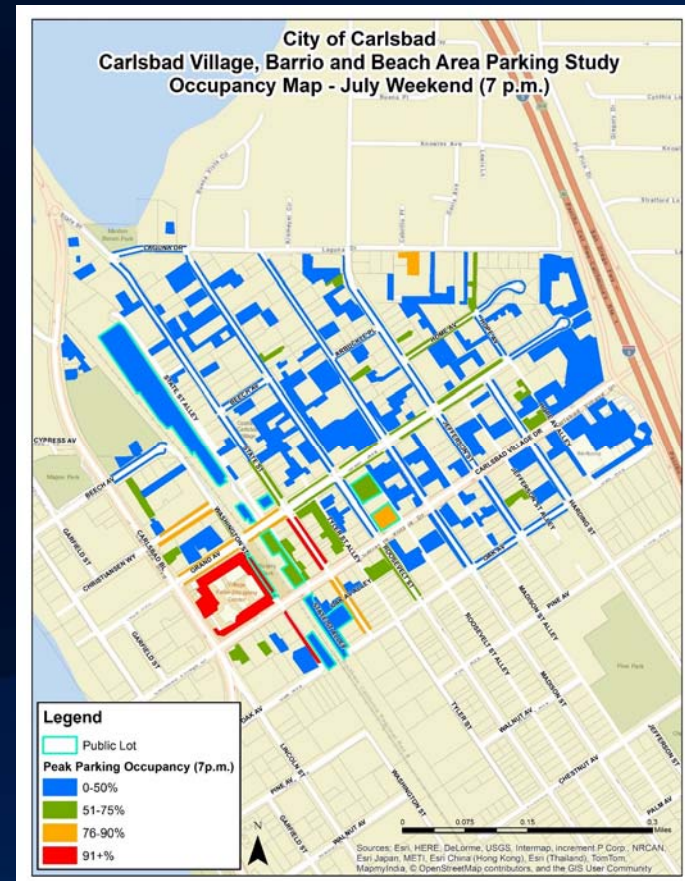
May Weekend Peak Occupancy



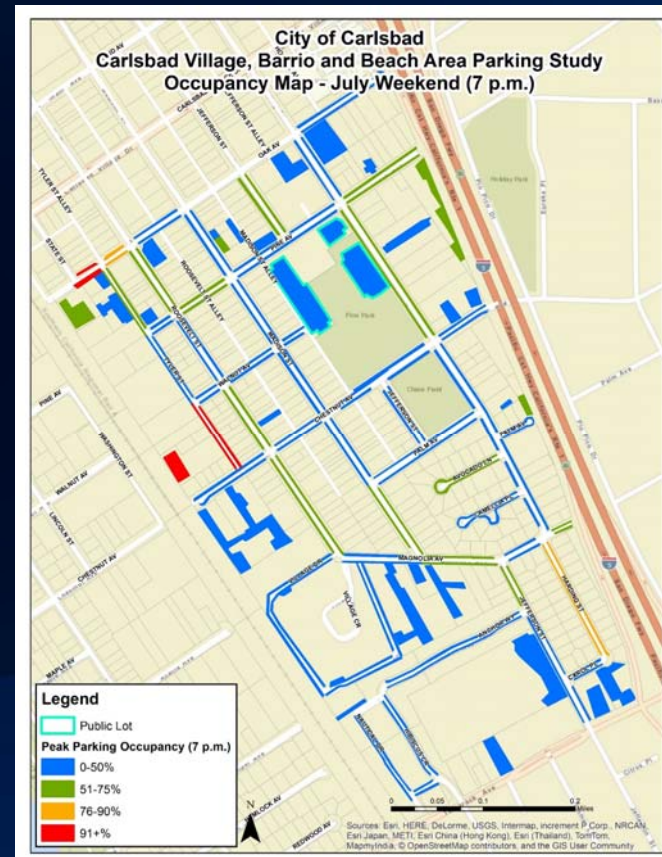
July Weekend Peak Occupancy



July Weekend Peak Occupancy (Village)



July Weekend Peak Occupancy (Barrio)



July Weekend Peak Occupancy (Beach Area)

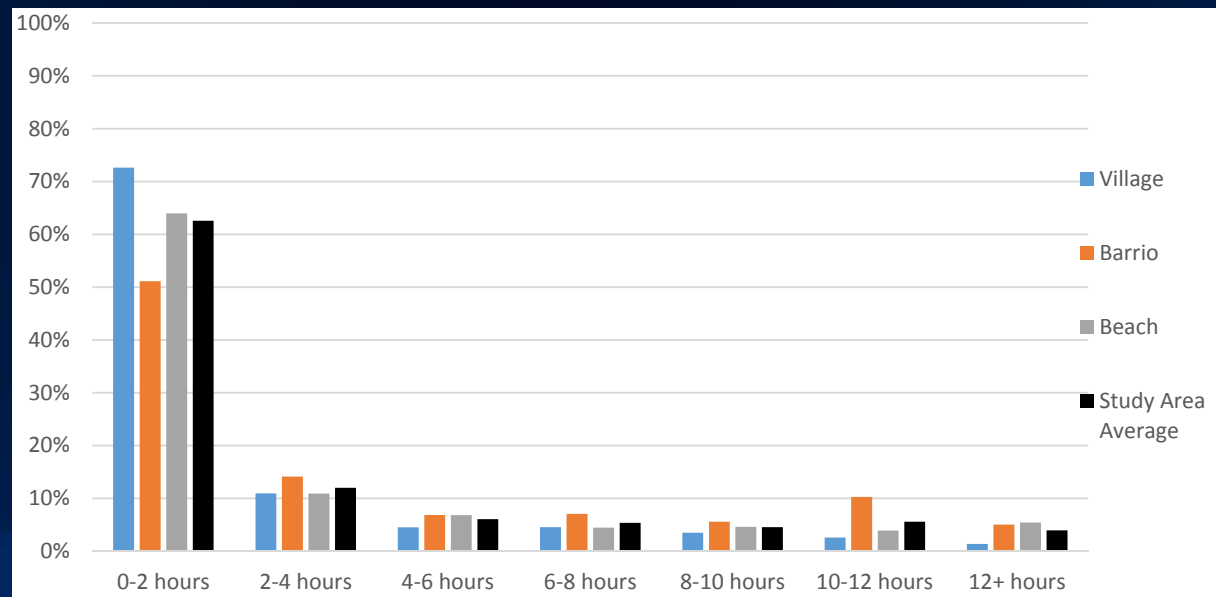


Parking Data Collection

- Village area tended to have the greatest variation in occupancies throughout the day
 - 20-50% occupancies throughout the day
- Peak Parking Occupancies by Parking Type (July Weekend)
 - On-street: 53%
 - Public Lots: 52%
 - Private Lots: 36%

Parking Data Collection

- On average, 63% of vehicles are parked on the street for 2 hours or less throughout the study area



Next Steps

- **Fall/Winter 2016**
 - Model future parking scenarios based on community input and collected data
- **Early 2017**
 - Draft parking management plan available for public review
 - Community meeting #2 and second online survey
- **Spring 2017**
 - Incorporate community feedback on recommendations
 - Finalize parking management plan
 - Present parking plan to Planning Commission and City Council for review and comment

Your Participation in the Process

- Your opinion provides important context for data
- Your input helps to determine appropriate parking strategies for the community
- Comments will be documented and incorporated into the Management Plan

Questions and Answers

Q. What are some of the parking changes you're looking at making and will it include paid parking and/or new parking garages?

A. The Parking Study and creation of the Parking Management Plan is a multi-step process. The city is collecting data and will make recommendations based on that data and on input from the community. There are no recommendations yet.

Questions and Answers (cont.)

Q. Will the Parking Management Plan include a trolley for the Village area?

A. The city is conducting a feasibility study of trolley service that could serve destinations in and around the Village, Barrio and beach areas. The study is expected to be completed by fall 2017.

Questions and Answers (cont.)

Q. Why do you allow developers to pay a parking-in-lieu fee instead of constructing parking spaces?

A. The parking in-lieu fee allows developers to pay toward the development and maintenance of shared public parking facilities rather than providing some or all of their parking on premises, subject to city approval. This promotes recycling of parking spaces among many customers throughout the day, rather than devoting spaces to a single business. The character of the Village lends itself to this practice, as visitors can park their vehicle and then walk throughout the Village, and when they leave a new customer uses the space. The parking in-lieu fee will be analyzed as part of the Parking Study and Management Plan.

Questions and Answers (cont.)

Q. Why don't you increase the street parking and/or provide more community parking lots on the perimeters of the Village?

A. The Parking Study and Management Plan will look at how to maximize the efficiency of existing parking, so this is a possibility. Everything is on the table. Different ways to increase public parking both now and into the future are discussed in the draft Village and Barrio Master Plan.

Questions and Answers (cont.)

Q. Why are we studying parking? Can't the system be left as it is?

A. When the city undertook the creation of the Village and Barrio Master Plan, the issue of parking began to surface as a key factor that influenced other decisions. As a result, the city decided to dive deeply into the parking issue to gather sound data on which to base future decisions.

Questions?