



city of san luis obispo parking SERVICES

2010 annual report

May 2011



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A Division of Public Works***



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1.0 GENERAL

1.1 Introduction

This annual parking report is presented to identify key accomplishments, partnerships, issues, challenges, achievements, and a general “state of parking” and access in the City of San Luis Obispo. It is the goal of this report to meet these objectives and to provide clarity about the Parking Services Division and the Parking Enterprise Fund.

1.2 Parking Services’ Mission Statement

Working in partnership with the community, we are committed to providing equitable and high-quality parking services to the citizens, visitors, and businesses in the City of San Luis Obispo.

1.3 Parking Guiding Principles

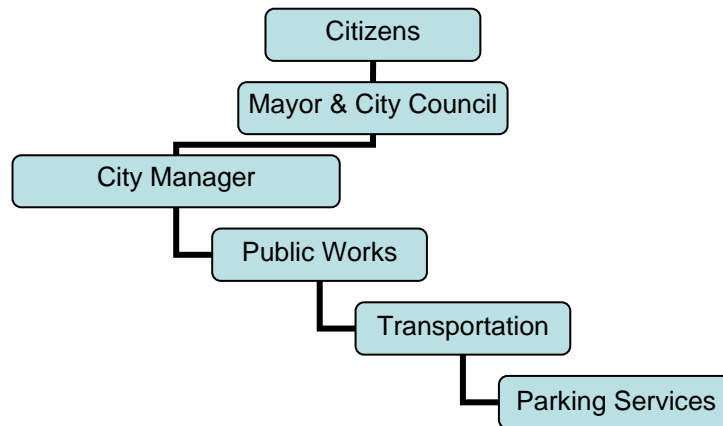
- Support the commercial core as a viable economic and cultural center and preserve its historic character.
- Support the goals of the Conceptual Physical Plan for the City’s Center.
- Provide enough parking in the commercial core for visitors and employees.
- Reduce the demand for employee parking through various programs such as carpooling, vanpools, transit subsidies, and bicycle and pedestrian systems development.
- Support the transportation strategy presented in the General Plan *Circulation Element*.
- Carry out the actions described in the *Access & Parking Management Plan* within budget constraints and consistent with *Financial Plan* goals and policies that are updated every two years.

1.4 Background

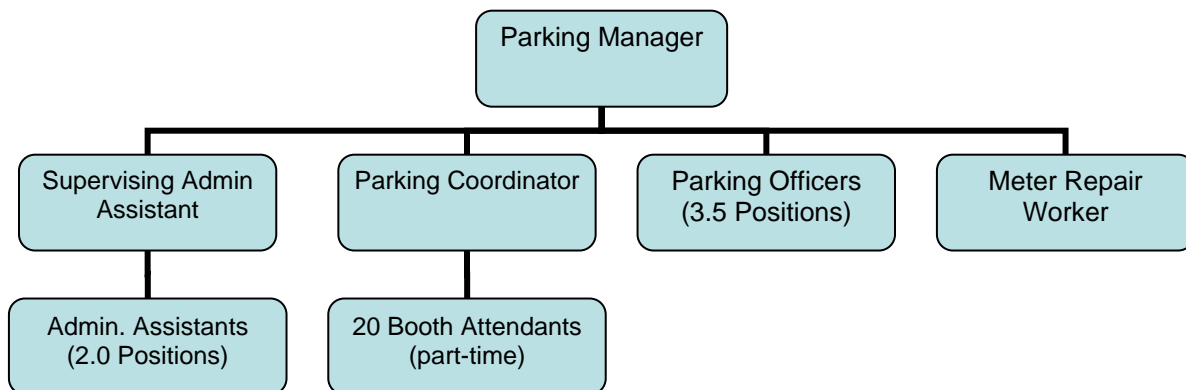
Public parking has been organized in the City of San Luis Obispo since 1947 when parking meters were first introduced as a method of managing parking in the city. In 1975, the Parking Enterprise Fund was developed to account for parking revenues and expenditures separate from the General Fund. The main management and enforcement of parking was moved from the Police Department to Public Works in the 1980s. Since that time the management, operation, and substantial enforcement of parking has been its own division.



1.5 City of San Luis Obispo Parking System Organization



1.6 Parking Services Organization Chart





2.0 ACCOMPLISHMENTS, PARTNERSHIPS, ISSUES, AND CHALLENGES

2.1 2010 Accomplishments

- a. The Parking Manager duties were expanded to include the "Downtown Champion" position as a City liaison for the downtown.
- b. Day to day parking services and hours of operations continued through the economic downturn with no increase in rates.
- c. Improved downtown parking lot landscape planters as part of the Downtown Beautification goal.
- d. In coordination with Cal Poly senior project, the archeological display case was updated in the 842 Palm parking structure.
- e. The non-slip edges on the stairwells in 919 Palm parking structure were repainted.
- f. Two office space leases were negotiated and executed.
- g. In coordination with the Principal Transportation Planner, an RFP for the design and environmental review of the proposed parking structure at Palm & Nipomo began. One public meeting was accomplished in October.
- h. An agreement was negotiated and executed to place a car share vehicle in the City Hall parking lot.
- i. Two light posts and lights were replaced on top of the 842 Palm Structure after one of the posts failed.
- j. A new security firm was hired to provide services in all City parking structures.
- k. The Parking Booth Attendant manual was updated.
- l. The Parking Services website was updated and improved with the addition of a site for the Palm-Nipomo parking structure project and the update of the parking meter key brochure.

2.2 Partnerships

Parking Services works and partners with the following groups to improve the level of service for the community:

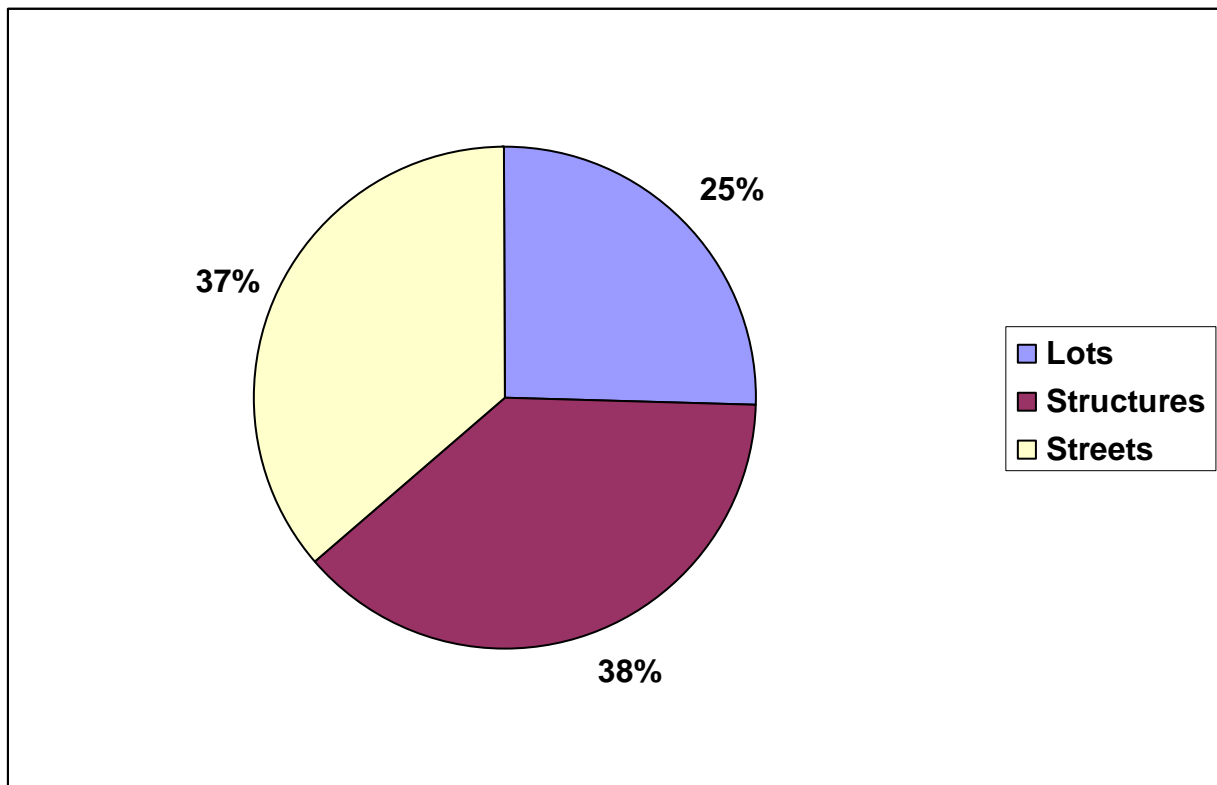
- a. Downtown Association Parking & Access Committee
- b. Downtown Association Board of Directors
- c. San Luis Obispo Chamber of Commerce
- d. Cal Poly San Luis Obispo University Police
- e. The Neighborhood Services Team
- f. Residents for Quality Neighborhoods (RQN)
- g. The Railroad Square Parking group



3.0 PARKING INVENTORY

3.1 Current Public Parking Inventory (managed)

<u>Type of Parking</u>	<u>No. Spaces</u>
13 Parking Lots	787
On Street Parking	1,129
3 Parking Structures	1,177
	3,093





3.2 Surface Lot Parking

Location	Address	Meters	Disabled	Permit	Reserved	Loading	Motorcycle	Total
Lot 2	736 Marsh	60	2			1	4	67
Lot 3	847 Palm	75	4					79
Lot 4	860 Pacific	51	5	6	5		8	75
Lot 8	990 Palm	2	2	39	3		1	47
Lot 9	680 Monterey	19	2		4			25
Lot 10	640 Higuera	27	2					29
Lot 11	847 Palm	63	1			1		65
Lot 13	1341 Nipomo	4	1	12			3	20
Lot 14	630 Palm	77	2					79
Lot 15	699 Monterey	12						12
Lot 18	955 Morro				8			8
Old Library	888 Morro				9			9
Amtrak			11	249	1(PD) 6(Bus)		5	272
Totals:		390	32	306	19	2	21	787

3.3 Structure Parking

Location	Opened	Cost in Millions	Number of Spaces
842 Palm	1988	\$3.7	415
871 Marsh	1990	\$4.4	252
	<i>expansion</i> 2002	\$7.6	268
919 Palm	2006	\$16.6	242
Totals:			1177





3.4 Downtown Area On-Street Parking

Street	Qty.	Street	Qty.
BROAD	59	MORRO	96
CARMEL	11	NIPOMO	56
CHORRO	48	OSOS	73
GARDEN	49	PACIFIC	70
HIGUERA	192	PALM	113
MARSH	163	PISMO	39
MILL	28	SANTA ROSA	13
MONTEREY	74	TORO	47
<i>Subtotal:</i>	<i>624</i>	<i>Subtotal:</i>	<i>507</i>
		<i>Total:</i>	<i>1131</i>

4.0 HOURS OF OPERATION

4.1 Parking Lots and On Street Meters

9:00 am to 6:00 pm Monday to Saturday

4.2 Parking Structure Hours

• 842 Palm and 919 Palm 8:00 am 7:00 pm Monday to Wednesday
8:00 am to 11:00 pm Thursday to Saturday

• 871 Marsh 8:00 am to 10:00 pm Monday to Wednesday
8:00 am to 11:00 pm Thursday to Saturday

4.3 Parking Services Office Hours

8:00 am to 5:00 pm Monday to Friday

5.0 PARKING RATES

5.1 Metered Lots and Streets Rates

- 2-Hour Core Meters \$1.25 an hour
- 10-Hour Non-Core Meters \$0.75 an hour
- Motorcycle Meters \$0.60 an hour

5.2 Structure Rates

- 1st 60 Minutes Free
- \$0.75 an hour or fraction thereof
- \$7.50 daily maximum





- Monthly Proxcard Rates
 - 842 Palm \$60 a month, \$180 a quarter
 - 919 Palm & 871 Marsh \$75 a month, \$225 a quarter

5.3 Permit Rates

- 10-Hour Meter \$40 a month
- 10-Hour Residential \$5 a year
- Commercial Loading Zone \$25 a year
- Replacement Residential \$15 for the 1st, \$25 thereafter

5.4 Other Parking Rates

- Construction Meter Bag \$17 a day
- Meter Key Refundable Deposit \$17
- Validation Stickers/Tokens \$45 for 100 hours
- Parking In-Lieu \$17,533/space new construction/additions
\$8,766/space community partners

- Parking In-Lieu \$4,383/space occupancy change
\$2,192/space community partners

6.0 RESIDENTIAL PERMIT PARKING DISTRICTS

6.1 Residential Permit Parking Districts

The City has eight (8) residential permit parking districts that were formed at the request of residents living at these locations. One district was requested on Cucaracha Court but did not reach the initial 50% interest by the residents. No districts were formed in the 2010.

DISTRICT	Date of Origin	Number of Households	Number of Permits	Linear Feet	Days of Enforcement	Hours of Enforcement
Alta Vista	Aug.1979	174	348	16,612	Mon - Fri	2am-5pm & 2am-10pm
South Tassajara	Oct.1994	56	112	4,777	Mon - Sun	24hrs & 10 pm-6 am
Parkview	Apr.1996	138	276	10,510	Mon - Sun	12 am - 7 am
Monterey Heights	May 1997	162	324	15,480	Mon - Fri	2 am - 10 pm
College Highlands	Feb. 2001	143	286	10,960	Mon - Sun	10 pm - 10 am
Ferrini	Jun. 2003	8	16	515	Mon - Sun	12 am - 5 pm
Murray	May 2004	32	64	1,519	Mon - Fri	8 am - 5 pm
Palomar-Serrano	Jun. 2005	43	86	1,925	Mon - Sun	10 pm - 6 am
		756	1512	62,298		



7.0 PARKING SERVICES SALES AND SERVICE

7.1 Cash Register Transactions

There were **8,844** cash register transactions in 2010 that included permit sales, parking fine payments, cash key sales, and parking validation sales.

7.2 Breakdown of Transactions

• Parking fine payments	4,614
• 10-Hour permits (based on monthly permits)	3,631
• Parking Validations (100 hour each)	135
• 10-Hour residential annual permits	50
• Cash keys sold	370
• Commercial Loading Zone permits	44

8.0 PARKING ENFORCEMENT AND ADJUDICATION

8.1 Philosophy of Parking Enforcement

An effective Parking Services program must protect and fairly apportion parking spaces for all legitimate users by ensuring that those who violate parking regulations are: held accountable for doing so; encouraged to comply with existing regulations; and discouraged from parking overtime. Parking fines for non-payment of citations must be high enough to discourage violators from being habitual offenders but not so punitive as to create an economic disincentive to park downtown. For repeat offenders who fail to observe parking regulations and fail to pay outstanding parking fines, towing and impounding may be expected consequences.

Parking staff have a multiple service roles for the City. In addition to enforcing parking violations, they are City ambassadors providing directions, finding lost vehicles, assisting the City's Police department, and providing suggestions and locations of various downtown businesses.

8.2 Parking Services Officers Statistics

• Number of parking citations issued	23,208
• Number of service calls	11,477
• Number of Holiday Elf Citations (Holiday warnings)	210



8.3 Parking Adjudication (40215 Calif. Vehicle Code)

• Administrative Reviews	1,450
% Upheld	61%
% Dismissed	39%
• Number of parking meters tested for adjudication	91
• Administrative Hearings	128
% Upheld	76%
% Dismissed	24%
• Municipal Court Hearings	0

8.4 Parking Fine Collection Rate

2010 Parking Fine collection rate	94%
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9.0 PARKING STRUCTURE USE

9.1 842 Palm Street (415 public parking spaces)

• Average Occupancy Rate	46%
• Average Daily Revenue	\$493
• Annual revenue of daily parkers	\$148,548
• Daily average of cars parked	497
• Annual cars parked	149,916

9.2 871 Marsh Street (520 public parking spaces)

• Average Occupancy Rate	51%
• Average Daily Revenue	\$1,149
• Annual revenue of daily parkers	\$311,545
• Daily average of cars parked	1,377
• Annual cars parked	373,760

9.3 919 Palm Street (192 public parking spaces)

• Average Occupancy Rate	81%
• Average Daily Revenue	\$589
• Annual revenue of daily parkers	\$178,483
• Daily average of cars parked	641
• Annual cars parked	193,999



10.0 PARKING / TRANSPORTATION DEMAND MANAGEMENT INITIATIVES

10.1 Parking Demand Reduction Initiatives

- Funding of the SLO Transit Downtown Access (bus) Pass
- City's Trip Reduction Program.
- Providing reserved spaces at no charge for carpools at 842 Palm.
- Ride-on dedicated spaces with free 10-hour meter permits.
- One car share vehicle parking space in City Hall lot.
- Bicycle Coalition rental exchange at 860 Pacific.
- Downtown commuter bicycle locker parking program.
- Juror parking in 842 Palm Structure.

11.0 PARKING ENTERPRISE FUND

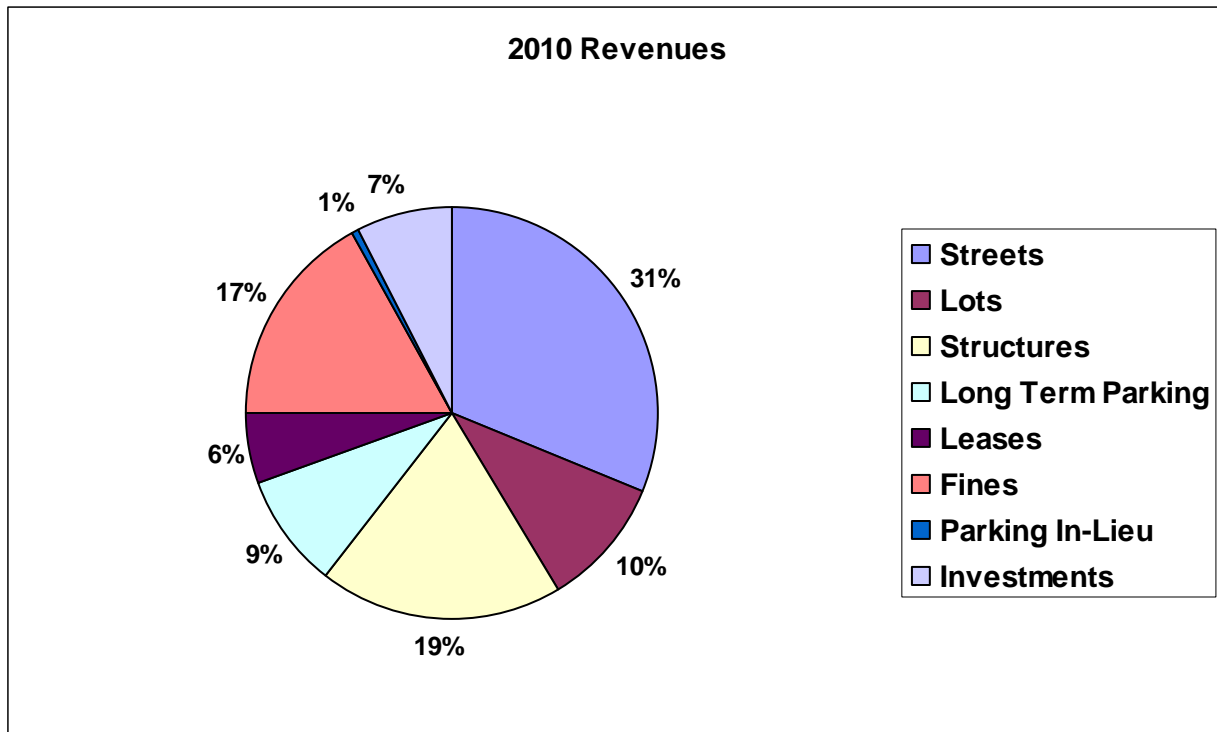
11.1 Parking Enterprise Fund Fiscal Policies

- a. Under generally accepted accounting principles, different types of governmental activities are accounted for differently depending on their purpose.
- b. Each fund exists as a separate financing entity from other funds, with its own revenue sources, expenditures, and fund equity.
- c. The City will set fees and rates at levels which fully cover the total direct and indirect costs including operations, capital outlay, and debt service.
- d. The City will review and adjust enterprise fees and rate structures as required to ensure that they remain appropriate and equitable.
- e. All parking fine revenues will be allocated to the Parking Enterprise Fund, except for those collected by Police staff (who is funded by the General Fund) in implementing neighborhood wellness programs.
- f. The City will maintain a minimum fund balance of at least 20% of operating expenditures in the Parking Enterprise Fund.
- g. The City will set enterprise fund rates at levels needed to fully cover debt service requirements as well as operations, maintenance, administration, and capital investment costs. The ability to afford new debt for enterprise operations will be evaluated as an integral part of the City's rate review and setting process.



12.0 PARKING REVENUES

Type	2010 Revenue
Streets	\$ 1,170,700
Lots	\$ 391,200
Structures	\$ 714,300
Long Term Parking	\$ 335,500
Leases	\$ 209,300
Fines	\$ 644,900
Parking In-Lieu	\$ 20,200
Investments	\$ 278,900
Other	\$ 300
Total	\$ 3,425,300





13.0 PARKING EXPENSES

13.1 Operating Programs

Operating Programs	
Staffing	\$1,001,900
Contract Services	\$478,600
Other Operating Expenses	\$166,900
Total	\$1,647,400

13.2 Capital Projects

Capital Projects	
Palm Nipomo Design	\$97,700
Palm Nipomo Land Acquisition	\$500
Garage Renovation 842 Lights	\$19,600
Radio System Upgrade	\$41,100
Fox Pro Replacement (I.T.)	\$27,400
Network Switch Upgrade (I.T.)	\$3,800
Laser Fiche (I.T.)	\$2,300
Total	\$192,400



13.3 Debt Service

Debt Service	
842 Palm & Original Marsh	\$492,900
Marsh Expansion	\$427,700
919 Palm	\$536,200
Dispatch Center & Radios	\$9,000
Total	\$1,465,800



13.4 Total Expenses

Operating Programs	\$1,647,400
Capital Projects	\$192,400
Debt Service	\$1,465,800
General Government	\$517,200
	<u>\$3,822,800</u>

