



LODI CITY COUNCIL

Carnegie Forum
305 West Pine Street, Lodi

"SHIRTSLEEVE" SESSION

Date: January 5, 2016

Time: 7:00 a.m.

For information regarding this Agenda please contact:

Jennifer M. Ferraiolo

City Clerk

Telephone: (209) 333-6702

Informal Informational Meeting

A. Roll Call by City Clerk

B. Topic(s)

B-1 Receive Information on Transit Parking Structure and Downtown Parking (PW)

C. Comments by Public on Non-Agenda Items

D. Adjournment

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

Jennifer M. Ferraiolo
City Clerk

All staff reports or other written documentation relating to each item of business referred to on the agenda are on file in the Office of the City Clerk, located at 221 W. Pine Street, Lodi, and are available for public inspection. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation contact the City Clerk's Office as soon as possible and at least 72 hours prior to the meeting date. Language interpreter requests must be received at least 72 hours in advance of the meeting to help ensure availability. Contact Jennifer M. Ferraiolo at (209) 333-6702. Solicitudes de interpretación de idiomas deben ser recibidas por lo menos con 72 horas de anticipación a la reunión para ayudar a asegurar la disponibilidad. Llame a Jennifer M. Ferraiolo (209) 333-6702.



CITY OF LODI COUNCIL COMMUNICATION

TM

AGENDA TITLE: Receive Information on Transit Parking Structure and Downtown Parking Utilization

MEETING DATE: January 5, 2016 (Shirtsleeve Session)

PREPARED BY: Interim Public Works Director

RECOMMENDED ACTION: Receive information on Transit Parking Structure and downtown parking utilization.

BACKGROUND INFORMATION: The Public Works Department has recently conducted surveys to address concerns about the utilization of the Transit Parking Structure and to evaluate the utilization of the City's downtown, on-street and off-street, permit parking areas.

Over the past several months, three parking surveys were conducted to evaluate the downtown Transit Parking Structure. An outreach survey was also distributed to gather information as to why the public does or does not park in the structure.

During this same period, staff has also collected information on parking utilization in the City's downtown area. This information provides follow up and supplemental information requested by the Council during a 2014 Shirtsleeve presentation regarding the topic of downtown permit parking.

At the Shirtsleeve Session, staff will present survey information regarding utilization of various downtown parking areas. In addition, staff will make recommendations for recovering the cost of maintaining City off-street parking areas, encouraging the purchase of parking permits, improving the image of the Transit Parking Structure, and options for discouraging long-term street parking.

FISCAL IMPACT: Not applicable.

FUNDING AVAILABLE: Not applicable.

Charles E. Swimley, Jr.
Interim Public Works Director

Prepared by Paula Fernandez, Transportation Manager/Senior Transportation Engineer
CS/PJF/tdb

cc: Interim City Engineer/Deputy Public Works Director

APPROVED: _____
Stephen Schwabauer, City Manager

The City of Lodi
Public Works
Transportation Division



Downtown Transit Parking Structure Utilization

Shirtsleeve January 5, 2016



Overview

- Parking Survey
- Community Feedback
- Structure Improvements
- Alternatives/Recommendations



Parking Survey

Three surveys in 2015

- 2 weekdays in July
10:30 AM and 4 PM
- Saturday in August
12:30 PM and 6 PM
- Farmer's Market in July
6:30 PM



Parking Survey

Weekdays Average

- 10:30 AM - 47 of 330 spaces (14%)
- 4 PM – 69 of 330 spaces (21%)

Saturday Average

- 12:30 PM – 68 of 330 spaces (21%)
- 6 PM – 68 of 330 spaces (21%)

Farmer's Market Average

- 308 of 330 spaces (93%)



Community Feedback

- Survey distributed to Chamber of Commerce members via email
- Distributed survey information during a Farmer's Market
- 104 community members participated



Community Feedback

1) What is your primary relationship to Downtown Lodi?

45% - shoppers (including restaurants, wine tasting, movie) or services

30% - business owners/executive

14% - residents

7% - employees

4% - out of town visitor



Community Feedback

2) I most often park in Downtown Lodi during the:

52% - daytime

28% - evenings

20% - other



Community Feedback

3) Where do you most often park in Downtown Lodi?

62% - on-street (any time limit parking)

14% - public parking lots

13% - private lots

6% - permit parking area (parking lot/on-street)

5% - parking structure



Community Feedback

4) Do you feel safe parking in Downtown Lodi?

93% - feel safe

7% - do not feel safe

5) Do you feel safe parking in the Downtown Parking Structure?

51% - feel safe

49% - do not feel safe



Community Feedback

6) What is needed at the parking structure to encourage you to park there?

56% - more security

(police or security officers)

26% - nothing needed/too far to walk

18% - more lighting



Structure Improvements

Prior to Survey

- Installed security cameras in 2013

After Survey

- Additional steam cleaning and repainted parking striping/replaced bollards
- Facility maintenance – upgraded lighting (ongoing)
- Increased janitorial cleaning services in elevators
- Increased LPD Partners presence during weekday hours
- Shifted security services presence to Structure



Alternatives / Recommendations

Alt 1* – Additional security hours (\$3,900)

Mon-Sun 24 hours/day

Alt 2 – Additional security officer (\$7,300)

enforcing at same hours as current enforcement

Mon-Fri 6PM – 6AM

Sat-Sun 24 hours/day

Alt 3* – Additional security cameras (\$8-\$11K each)

*Recommended alternatives



Questions?

The City of Lodi
Public Works



Shirtsleeve Session Meeting
Downtown Parking Utilization
January 5, 2016



Overview

- 2014 Parking Shirtsleeve Summary
- Parking Survey
- Community Feedback
- Recommendations
- Parking Meter Information



2014 Parking Shirtsleeve Summary

- Permit Revenues
 - Average annual revenue \$7,000 (2009-2014)
- Violation Revenues
 - Average annual revenue \$39,000 (2009-2014)
- Annual Costs (permit parking area)
 - \$30,000 (enforcement, clean up, landscaping, lighting, minor repairs) **Excludes Capital Replacement**
- Construction Maintenance Costs
 - \$4,400/space (119 spaces @ \$4,400 = \$523,600)



2014 Parking Shirtsleeve Summary

2 Alternatives

- 1) Annual Costs & Reconstruction (Full Cost Recovery)
\$40/Space/Month
- 2) Reconstruction Only
\$18/Space/Month

Staff's recommendation:

- Increase permit cost from \$5 to \$40 per month
- Consider increasing overtime violation fine from \$45 to \$120 per violation



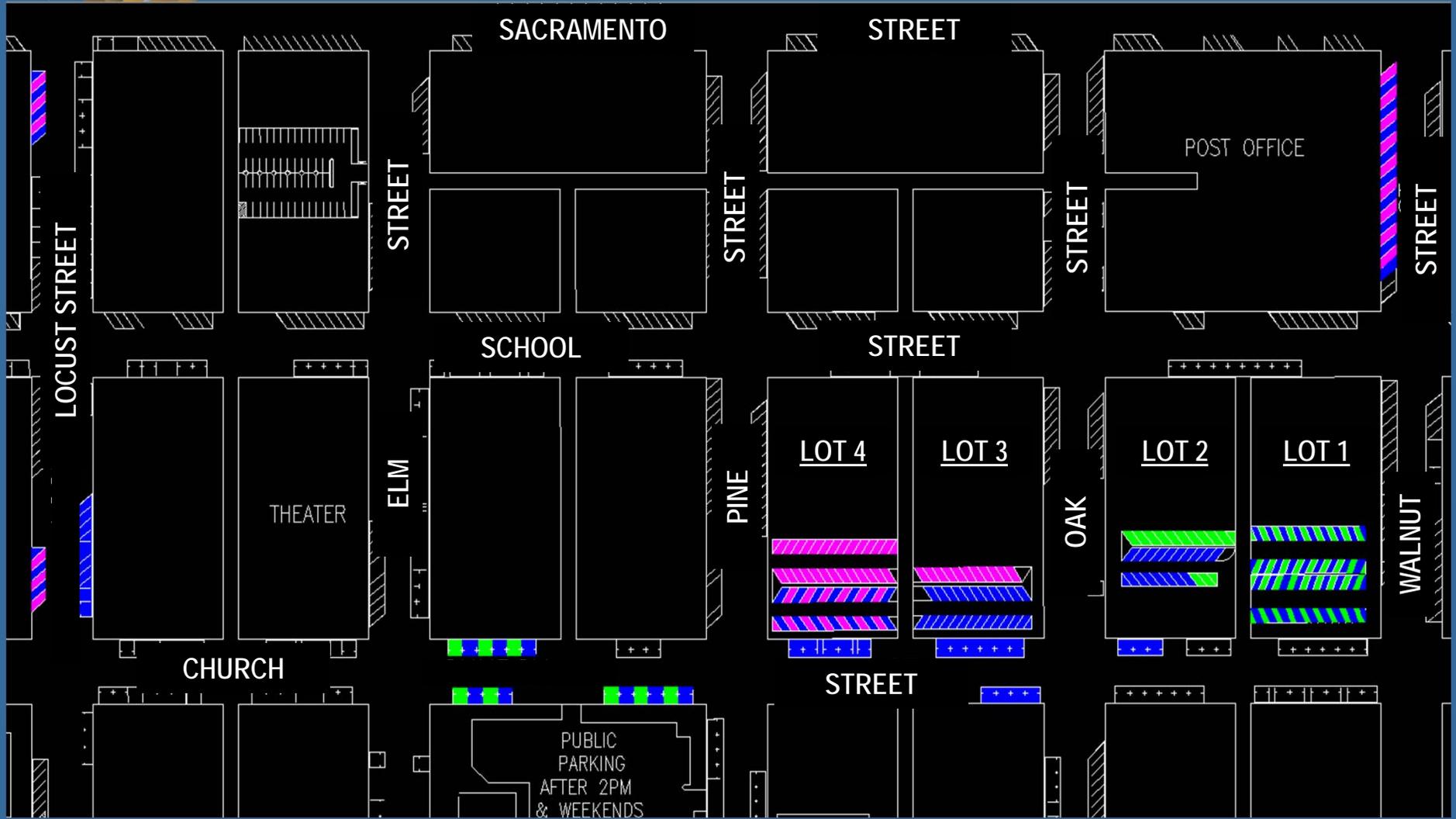
2014 Parking Shirtsleeve Summary

Council's Feedback:

- Some interest to increase fee (\$18 per month)
- Online permit purchase
- Some interest to increase fine for multiple violations



Parking Survey



Permit Only

90-Minute

3-Hour



Parking Survey

On-Street Parking:

- 24 Permit Only
- 45 Permit/Time Limit

69 Total parking spaces

Parking Lots:

- 45 Time Limit (90 minutes or 3 hours)
- 38 Permit Only
- 83 Permit/Time Limit

166 Total parking spaces

Two full day surveys:

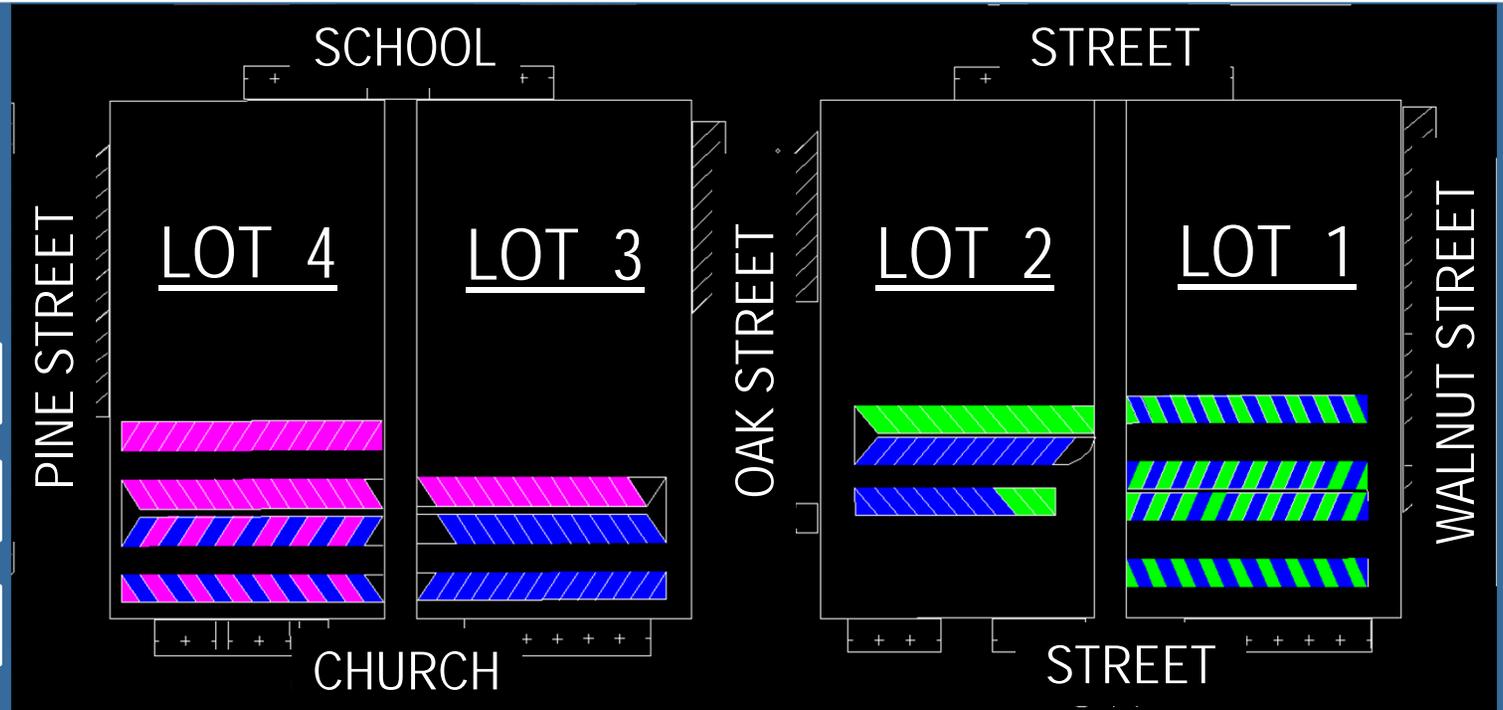
- 9AM, 10:30AM, 11:30AM, 1PM, 2PM, 3:30PM and 4:30PM
- Weekday in July and September 2015



Parking Survey



- Permit Only
- 3-Hour
- 90-Minute



Public Parking Lot	Average Usage (Space)	Peak Usage (Space)	
		Time	Usage
Lot 1	49 of 60 (82%)	2:00PM	58 of 60 (97%)
Lot 2	21 of 26 (81%)	11:30AM	25 of 26 (96%)
Lot 3	26 of 33 (79%)	11:30AM	31 of 33 (94%)
Lot 4	41 of 47 (87%)	10:30AM	46 of 47 (98%)



Parking Survey

On-Street Permit/Time Limit Parking Survey

- Parking space – 69 total
- Average utilization – 58%
- Peak utilization – 60% to 100%



Community Feedback

- Survey was distributed to downtown businesses via email and hand delivered
- Survey information was also available at a Farmer's Market booth
- 79 community members participated



Community Feedback

1) What is your relationship to Downtown Lodi

70% - business owners/executive

28% - employees

2% - residents

2) I most often park in Downtown Lodi during the:

96% - daytime

4% - evenings



Community Feedback

3) Where do you most often park in Downtown Lodi

20% - private lots

19% - permit parking areas

19% - on-street (any time limit parking)

19% - public parking lots (free or any time limit)

6% - parking structure



Community Feedback

4) The City of Lodi is considering changing the downtown parking permit fee from \$5 to \$18 per month (in parking lots at Church St/Pine St, Church St/Oak St, and Church St/Walnut St; on-street on blocks of Walnut St, Church St and Locust St).
Would you agree?

61% - not in favor

14% - in favor

25% - no opinion



Community Feedback

5) The City of Lodi is considering increasing the parking fine for violators with multiple violations. Current overtime violation amount is \$45.00 for each violation. Would you agree?

56% - not in favor

35% - in favor

9% - no opinion



Increased Enforcement

- Permit Sales

181 parking permits purchased in last full quarter (increased enforcement from July through September)

- Last year, 110 permits sold per quarter



Recommendations

- Increase parking permit fee from \$5 to \$18 per month
- Increase the overtime parking fine for multiple violations during same offense to \$90:
 - 1st violation - \$45
 - 2nd violation - \$90 (\$135 total)



Parking Meter Information



- Fall 1947 – Installed parking meters and established parking meter area
- Fall 1981 – Removed parking meters



Parking Meter Information

Why City removed Parking Meters?



- Requested by Central Lodi Improvement Committee to assist in getting participation in forming the Downtown Assessment District
- Meters were in poor condition
- Meters were worn out and difficult to maintain
- Numerous citizen complaints
- Net monthly meter revenue was declining



Parking Meter Information

City of Stockton

Traditional Coin Meter



Meter with Park Mobile App

- Allow credit card payment
- Enforcement can track the parked vehicles by mobile app
- No additional cost for the meter conversation



Parking Meter Information

City of Sacramento

Pay & Display Meter Stations

- \$8,500 per station plus installation



Single Space Meter

- \$600 per meter plus installation



Parking Meter Information



City of Davis

Multi-Space Off-Street Parking Kiosks

- \$11,300 per kiosk plus installation



Parking Meter Information

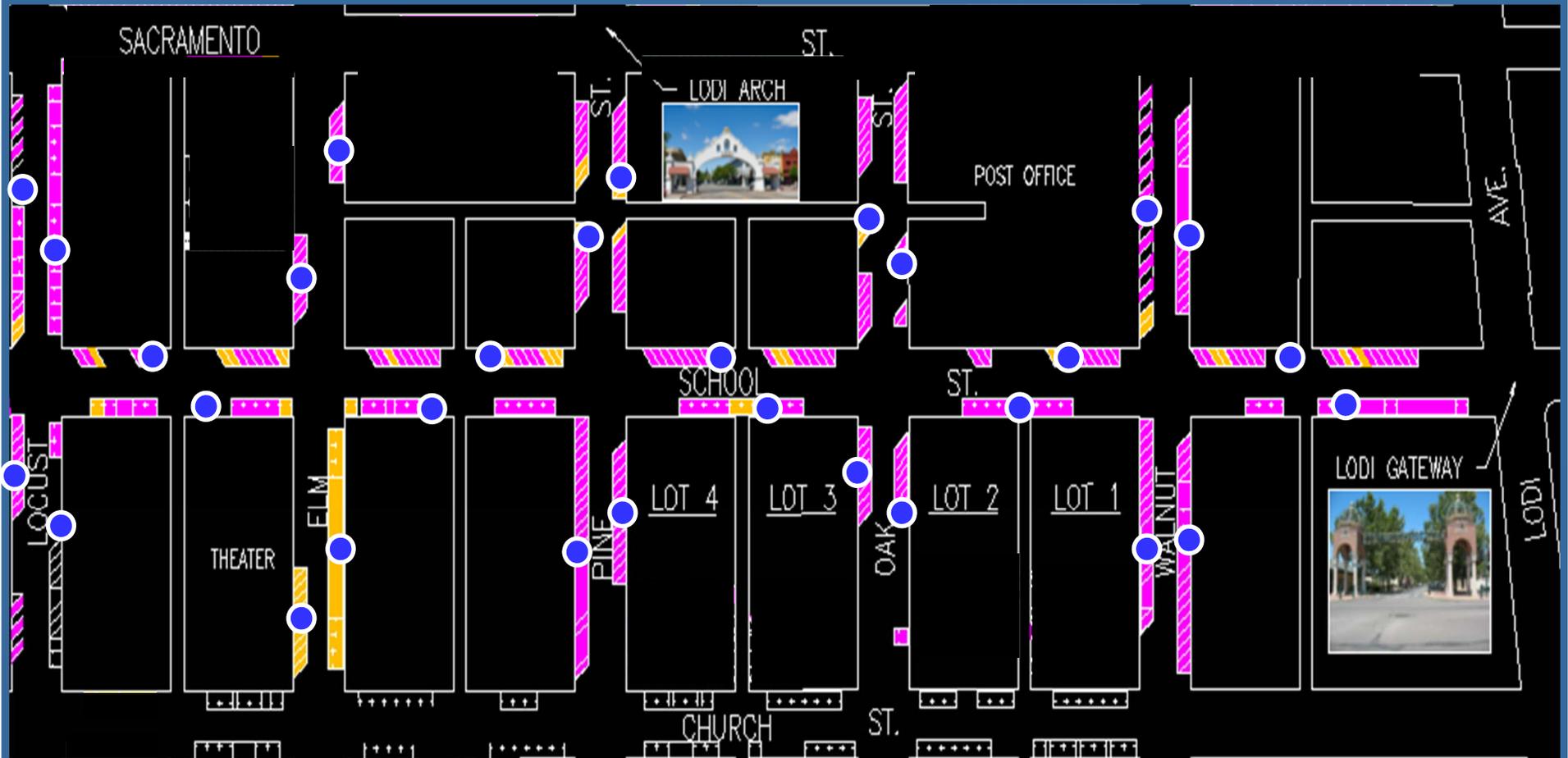
Revenue Estimate

On-Street Parking (time-limit parking only)

- School St (from Locust St to Lodi Ave)
- Elm St, Pine St, Oak St and Walnut St (from Church St to Sacramento St)
- Total spaces: 250 90-min and 43 30-min
- Assume 60% occupancy
- Monday through Friday 9am - 5pm
- \$0.50 per half hour
- Estimate annual revenue - \$366,080



Parking Meter Information



90-Minute

30-Minute

Meter Location



Questions