



# City of San Luis Obispo Parking Services

FY 2014-15 ANNUAL REPORT



*Prepared by: Parking Services, a Division of  
the Public Works Department*

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# Moving Forward While Looking Back

The Parking Services Division experienced significant staff turnover in the 2014-15 period. In August 2014 Robert Horch, the Parking Services Manager of almost 11 years retired. In December, Madelyn Paasch the Supervising Administrative Assistant of 15 years retired, and in May, Paul O'Steen our senior Parking Enforcement Officer retired after 20 years of service. The Parking Services Division is an exemplary public parking operation thanks to the dedication and hard work of these individuals. As we move forward into a new fiscal year with new staff members, we are excited to continue to provide the same high-level of services to residents, businesses, and visitors alike.

## New Parking Manager

I would like to take this opportunity to introduce myself as the new Parking Services Manager for the City of San Luis Obispo. With over fourteen years in the parking industry in Southern California, I am truly proud to be part of such an influential and dynamic division in San Luis Obispo. On behalf of the Parking Services Division I am proud to present our Annual Report for July 2013 to June 2014. This report provides details about our services and policies during the past financial year as well as future initiatives.



Parking Services has accomplished quite a bit over the past year including: retirement of the debt service for 842 Palm Street structure and the original Marsh Street structure, installation of 'donation meters' as part of the City's Directed Giving campaign, establishment of a new Residential Parking Permit District, and the contracting of Walker Parking Consultants to perform an organizational assessment of the Division.

These accomplishments would not have been possible without the committed and knowledgeable staff we have working in Parking Services. Their willingness to go above and beyond is what makes this Division a successful and contributing member of the community.

Jeff Brown  
Parking Services Manager May 2015-Present

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## General Information

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. The time frame for this report is for the fiscal year beginning July 1, 2014 until June 30, 2015.



## 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



## Parking Guiding Principles

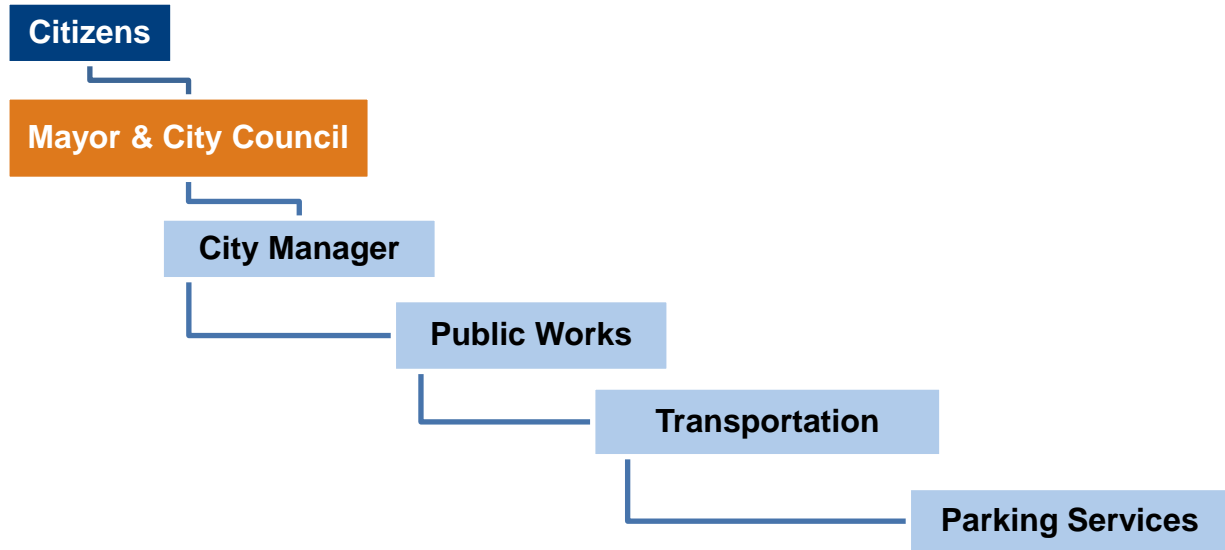
- Support the commercial core as a viable economic and cultural center while preserving its historic character.
- Support the goals of the Conceptual Physical Plan for the City's Center.
- Provide parking in the commercial core for visitors and employees.
- Reduce the demand for employee parking through 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*.
- Support the residential component of mixed use development downtown as presented in the Land Use Element.
- Carry out the actions described in the *Access & Parking Management Plan* within budget constraints and be consistent with *Financial Plan* goals and policies that are updated every two years.
- Neighborhood Wellness

## Background

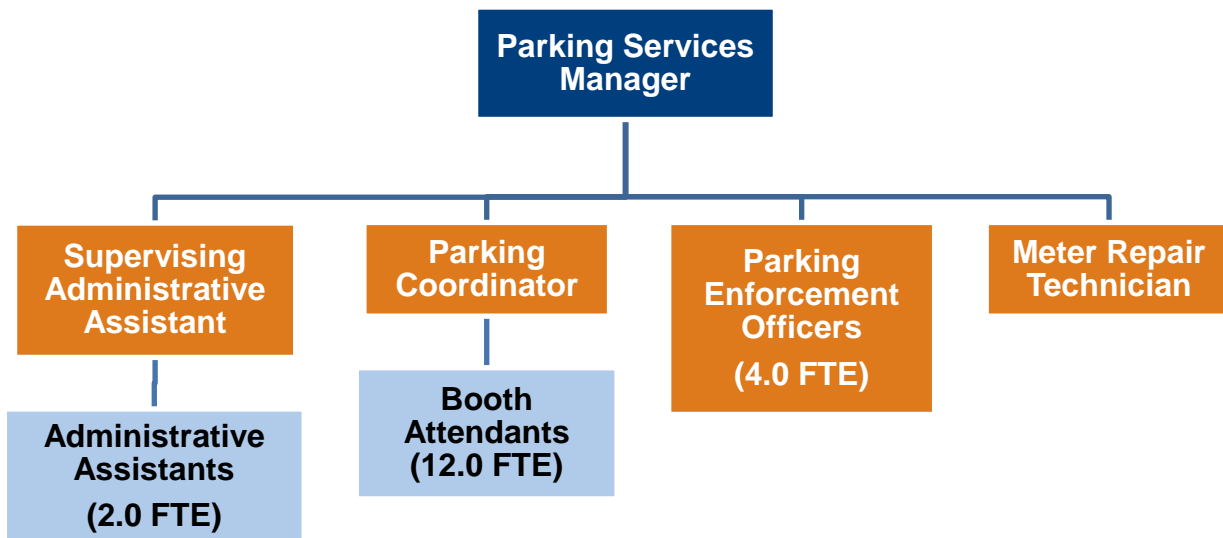
Public parking has been organized in the City of San Luis Obispo since 1947 when parking meters were first introduced as a method of managing parking in the city. The main management and enforcement of parking was moved from the Police Department to Public Works in the 1980s. Since that time the management,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



### City of San Luis Obispo Organization Chart



### Parking Services Organization Chart





# Accomplishments & Partnerships

## 2014-15 Accomplishments

1. Coin collection services contract agreement updated
2. Adoption of organizational assessment by Walker Parking Consultants
3. Hiring of a new Parking Manager
4. New handheld devices for Parking Enforcement Officers
5. Safety improvement to the building at 919 Palm Street parking structure including tile replacements
6. Elevator maintenance services contract agreement updated
7. Purchased a new safe for improved monetary security
8. Establishment and enforcement of 2-hour parking zone on Slack Street near Cal Poly campus
9. Final payment made toward Chinatown artifacts study
10. Relocated credit card capable parking meters from Lots 3 and 11 (closed due to construction) to Lot 10 and the 600 block of Higuera
11. Re-commissioned the pay-on-foot machine at 919 Palm Street parking structure
12. Replaced damaged/old signs throughout the Residential Parking Permit Districts
13. New hire of one full-time Parking Enforcement Officer and two part-time Parking Enforcement Officer
14. New 2-year Financial Plan adopted by City Council





## Partnerships

Parking Services Division actively partners with local groups to improve the level of service for the community.





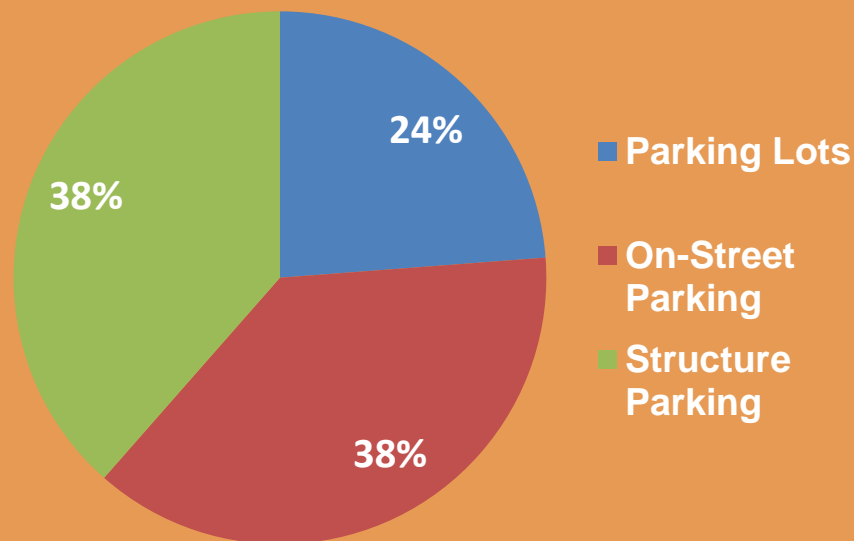
## Parking Inventory

Parking Services manages three different types of public parking in the City: on-street parking, surface lot parking, and structure parking. On-street parking is comprised of all metered parking spaces in the downtown area. There was a reduction in the number of parking spaces in surface parking lots 3 & 11 due to construction. A total of 61 spaces were permanently removed.

There is an additional surface parking lot on Mill Street; however, the lot is comprised of only six parking spaces and is currently leased for use by the adjacent commercial property. The following breakdown of the number of parking spaces by type of parking does not include the six additional parking spaces.

### Total Number of Parking Spaces

Type of Parking	No. of Spaces
13 Parking Lots	727
On-Street Parking	1,151
3 Parking Structures	1,177
<b>Totals:</b>	<b>3,055</b>





### Surface Lot Parking

Location	Address	Meters	Disabled	Permit	Reserved	Loading	M/C	Total
Lot 2	736 Marsh	59	2			1	2	64
Lot 3	847 Palm	42	4					46
Lot 4	860 Pacific	47	5	6	5		8	71
Lot 8	990 Palm	2	2	38	4		1	47
Lot 9	680 Monterey	19	2		4			25
Lot 10	640 Higuera	27	2					29
Lot 11	847 Palm	42	2			1		45
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
Railroad Square			11	249	7		5	272
<b>Totals:</b>		<b>331</b>	<b>33</b>	<b>305</b>	<b>37</b>	<b>2</b>	<b>19</b>	<b>727</b>

### Structure Parking

Location	Opened	Cost (in Millions)	No. of Spaces
842 Palm	1988	\$3.7	415
871 Marsh	1990	\$4.4	252
<i>Expansion</i>	2002	\$7.6	268
919 Palm	2006	\$12.2	242
<b>Totals:</b>		<b>\$27.9</b>	<b>1,177</b>

### Downtown Area On-Street Parking

Street	Qty.	Street	Qty.
Broad	59	Morro	97
Carmel	11	Nipomo	57
Chorro	47	Osos	73
Garden	48	Pacific	67
Higuera	196	Palm	137
Marsh	160	Pismo	39
Mill	28	Santa Rosa	12
Monterey	73	Toro	47
<b>Subtotal:</b>	<b>622</b>	<b>Subtotal:</b>	<b>529</b>
		<b>Totals:</b>	<b>1,151</b>



## Hours of Operation

Parking Services hours of operation vary depending on the type of service. In 2012 operating hours for parking lots, parking structures, and on-street parking were expanded to include Sunday afternoons from 1:00 pm to 6:00 pm.

### Parking Lots and On Street Meters

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

1:00 pm to 6:00 pm Sunday

### Parking Structures

- 842 Palm & 919 Palm

8:00 am to 7:00 pm Monday to Wednesday

8:00 am to 11:00 pm Thursday to Saturday

1:00 pm to 6:00 pm Sunday

- 871 Marsh

8:00 am to 10:00 pm Monday to Wednesday

8:00 am to 11:00 pm Thursday to Saturday

1:00 pm to 6:00 pm Sunday

### Parking Services Office

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



871 Marsh St. Parking Structure



919 Palm St. Parking Structure



## Parking Rates

Parking rates are used to manage different types of parking. As an example, on-street metered parking in the “Super Core” is \$1.50 per hour for a limit of 2 hours to accommodate short-term parking in high demand areas. Whereas on-street metered parking outside of the downtown core is \$0.75 per hour for a limit of 10 hours to accommodate long-term parking.

### Metered Lots and On-Street Rates

- |                            |                |
|----------------------------|----------------|
| • 2-Hour Super Core Meters | \$1.50 an hour |
| • 2-Hour Core Meters       | \$1.25 an hour |
| • 10-Hour Non-Core Meters  | \$0.75 an hour |
| • Motorcycle Meters        | \$0.60 an hour |

### Structure Rates

- |                                      |                               |
|--------------------------------------|-------------------------------|
| • 1 <sup>st</sup> 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 |

### Permit Rates

- |                                |  |
|--------------------------------|--|
| • 10-Hour Meter                | \$40 a month                                   |
| • 10-Hour Downtown Residential | \$10 a year                                    |
| • Commercial Loading Zone      | \$60 a year                                    |
| • Neighborhood Residential     | \$10 a year                                    |
| • Replacement Residential      | \$15 for the 1 <sup>st</sup> , \$25 thereafter |



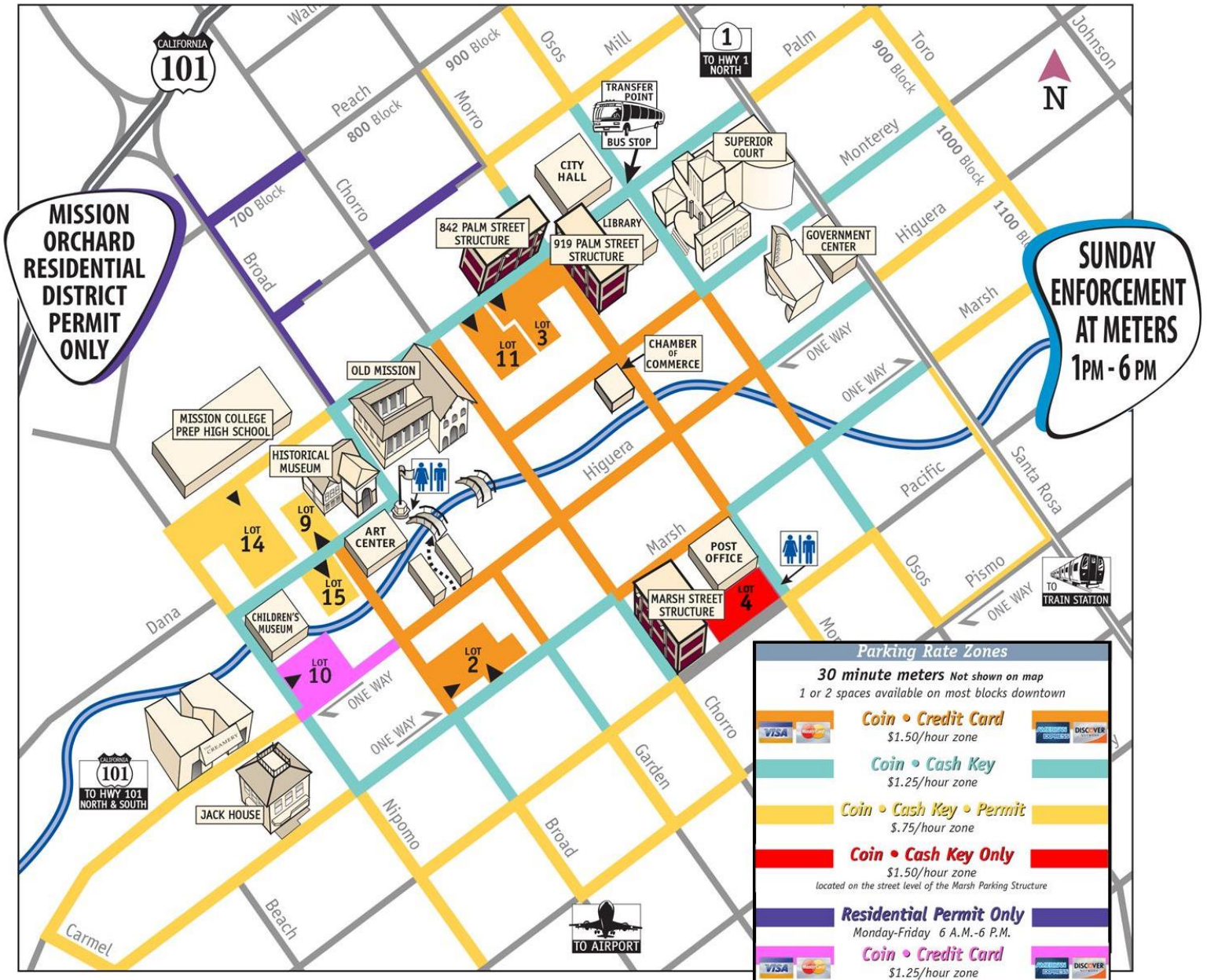
### Other Parking Rates

- Construction Meter Bag \$20 a day
  - Meter Key Refundable Deposit \$25
  - Validation Stickers/Tokens \$45 for 100 hours
  - Parking In-Lieu Fees
- New Construction**  
\$18,641 per space  
\$9,321 per space community partners
- Occupancy Change**  
\$4,660 per space  
\$2,330 per space community partners





Downtown Parking Rate Zone Map (Updated April 2015)





## Residential Parking Permit Districts

Beginning in the late 1970s Parking Services began implementing and enforcing residential permit parking districts. The City has nine (9) residential permit parking districts that were formed at the request of residents living at these locations. The newest Residential Parking Permit District was approved by City Council May 2014 and took effect September 2014.

### Residential Permit Parking Districts

District	Date of Origin	No. of Households	No. 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 & 10pm-6am
Parkview	Apr. 1996	138	276	10,510	Mon – Sun	12am-7am
Monterey Heights	May 1997	162	324	15,480	Mon – Fri	2am-10pm
College Highlands	Feb. 2001	143	286	10,960	Mon – Sun	10pm-10am
Ferrini	June 2003	8	16	515	Mon – Sun	12am-5pm
Murray	May 2004	32	64	1,519	Mon – Fri	8am-5pm
Palomar-Serrano	June 2005	43	86	1,925	Mon – Sun	10pm-6am
Mission Orchard	May 2014	67	134	1,054	Mon – Fri	6am-6pm
<b>Totals:</b>		<b>823</b>	<b>1,646</b>	<b>63,352</b>		

### Residential Permit Parking Citation Statistics

In 2014-15 parking enforcement was expanded to include a 2-hour time limit parking zone along Slack Street bordering the Cal Poly campus. This has resulted in a significant increase in Overtime Parking citation issued. Parking Enforcement Officers issued 2,148 citations outside of the Downtown. The three most common citations issued were:

- a. No Residential Permit violations (1,201 issued)
- b. Overtime Parking violations (526 issued)
- c. Prohibited Parking violations (157 issued)

These three citation types account for nearly **88%** of all citations issued in residential permit parking districts.





## Sales & Services

Parking Services administrative staff interacts with customers, residents, and visitors through front counter transactions, phone calls, mail, and email. Administrative staff also process administrative parking citation reviews, direct individuals to appropriate city departments, and distribute parking information; which are not reflected in the summary of transactions. Though the information shown is sale transactions, providing superior customer service is the main focus. Several other city offices will accept parking fine payments, but the majority of transactions occur at the Parking Services office.

The cash register transactions shown below include all the transactions completed by the various city offices. The breakdown of the transactions shown below, by type, include some of the more popular transactions that take place at the Parking Services office front counter.

### Cash Register Transactions

There were **10,610** cash register transactions in 2014-15

#### Transactions by Type

• 10-Hour monthly meter permits	3,402
• Residential parking district permits	1,426
• Parking Validations (100 hour each)	174
• 10-Hour residential annual permits	52
• Cash keys sold	99
• Commercial Loading Zone permits	46



# Parking Enforcement & Adjudication

Parking Enforcement Officers perform multiple service roles for the City. In addition to enforcing parking violations, they act as ambassadors providing directions, finding lost vehicles, assisting the City's Police Department, and providing suggestions and locations of various downtown businesses.

## 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 over the time limit.

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.

## Parking Enforcement Officers Statistics

- Number of parking citations issued 21,194

## Parking Adjudication (§ 40215 California Vehicle Code)

- Administrative Reviews 1,744
  - % Dismissed 67%
- Administrative Hearings 83
  - % Dismissed 48%

## Parking Fine Collection Rate

- 2014-15 Collection Rate 88%



## Parking Structure Use

Parking structure usage differs based on several variables including: day of week, time of year, and by individual parking structure. The 1<sup>st</sup> hour of structure parking is free as a way to incentivize downtown guests to park in the structures as opposed to on the street or in the parking lots. Monitoring parking structure usage helps Parking Services staff track parking trends over the life of the structures, identify peak parking demand times, and account for revenue generated by the structures.

### 842 Palm Street (415 public parking spaces)

• Average Occupancy Rate	55%
• Average Daily Revenue	\$574
• Annual revenue of daily parkers	\$203,141
• Daily average of cars parked	528
• Annual cars parked	186,121

### 871 Marsh Street (520 public parking spaces)

• Average Occupancy Rate	62%
• Average Daily Revenue	\$1,226
• Annual revenue of daily parkers	\$438,029
• Daily average of cars parked	1,360
• Annual cars parked	485,212

### 919 Palm Street (192 public parking spaces)

• Average Occupancy Rate	80%
• Average Daily Revenue	\$562
• Annual revenue of daily parkers	\$197,703
• Daily average of cars parked	583
• Annual cars parked	204,288



# Parking/Transportation Demand Management

Parking and transportation demand management is part of a city-wide effort to alleviate the negative impacts of vehicle use by supporting and increasing residents' access to alternative forms of transportation. For more information on parking and transportation demand management initiatives, please see the City's 2011 Access and Parking Management Plan.

## Parking Demand Reduction Initiatives

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





## Parking Enterprise Fund

In 1975, the Parking Enterprise Fund was established to account for parking revenues and expenditures separate from the General Fund.

### 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 the Police Department (who are 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.



## Parking Revenues

Parking Services is funded through multiple revenue sources with over one-quarter from on-street metered parking alone. The only major difference from 2013-14 fiscal year is the significant increase in long-term parking revenue. Long-term parking revenue includes: cash keys, 10-hour meter permits, ProxCards, commercial loading zone permits, etc.

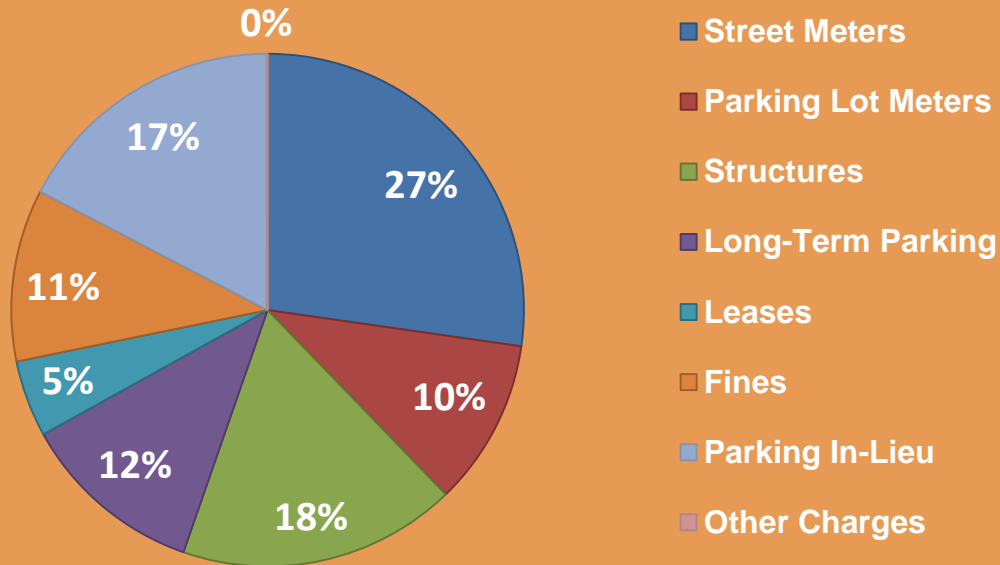
Parking Services oversees 15,000 sq. ft. of retail space, 5,300 sq. ft. of office space, and three residential parcels located in the downtown area. The retail space and office space contribute to the Parking Fund as part of the Leases revenue type.

The 2014-15 fiscal year is the third full year of operating the approximately 400 credit card capable meters. Comparison of the average transaction amount for each payment type indicates that cash is typically used for short-term parking needs, while credit/debit cards are typically used for longer-term parking.

- Average cash transaction amount: \$0.70
- Average credit/debit transaction amount: \$1.71
- Average transaction amount: \$0.95

## Operating Revenue Sources

Revenue by Type	2014-15
<b>Sales and Services</b>	
Street Meters	\$1,340,221
Parking Lot Meters	\$516,749
Structures	\$863,077
Long-Term Parking	\$571,388
Leases	\$237,822
<b>Other</b>	
Parking In-Lieu	\$852,825
Other Service Charges	\$194
<b>Fines</b>	
Fines and Forfeitures	\$534,182
<b>Totals: \$4,916,458</b>	

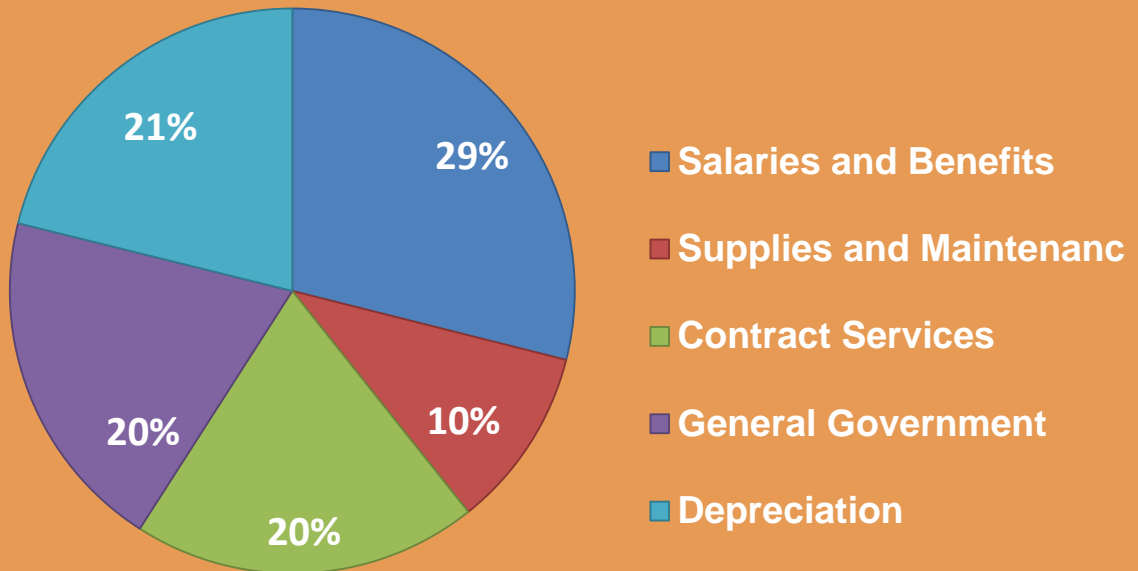


### Parking Expenses

Staffing costs, including benefits, accounts for nearly 30% of the total Operating Programs expenses for the 2014-15 fiscal year. Contract services include such items as: security, coin collection, elevator maintenance, citation processing, and document management; accounts for 20% of the total Operating Programs expenses.

### Operating Expenses

Expense Type	Cost
<b>Operating Programs</b>	
Salaries and Benefits	\$883,662
Supplies and Maintenance	\$316,653
Contract Services	\$604,486
General Government	\$604,225
Depreciation	\$645,860
<b>Totals:</b>	<b>\$3,054,886</b>







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**San Luis Obispo Parking Services**  
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**Thank you for reading our Annual Report!**

If you have any further questions and or inquiries regarding the  
Parking Services Division please email us at [parkinginfo@slocity.org](mailto:parkinginfo@slocity.org)  
or call 805-781-7230