

City of San Luis Obispo Parking Rate Study Community Meeting

April 4 & 5, 2024



DIXON
RESOURCES UNLIMITED

Agenda

- Introduction and Study Overview
- Survey and Outreach Findings
- Data Collection Findings
- Financial Modeling Discussion

DIXON Company Profile

- Extensive parking and transportation management experience
- Holistic approach to parking management
 - Parking Studies
 - Stakeholder Engagement
 - Technology/Automation
 - Monetization Modeling
 - Best Practice Comparisons
 - Implementation Support
 - Contract Management
 - Solicitation/Procurement
 - Revenue Reconciliations
 - Integrated Solutions
- Overall recommendations and training
- Implementation support services

Clients include:

CA	Alameda	CA	Palo Alto	MI	Birmingham
CA	Anaheim	CA	Pasadena	MT	Whitefish
CA	Berkeley	CA	Paso Robles	NJ	Atlantic City
CA	Beverly Hills	CA	Riverside	NJ	Princeton
CA	Costa Mesa	CA	San Francisco	NM	Albuquerque
CA	Chico	CA	San Jose	NV	Las Vegas
CA	Davis	CA	San Leandro	NV	Reno
CA	Downey	CA	Sausalito	OR	Beaverton
CA	Fresno	CA	Seal Beach	OR	Portland
CA	Los Angeles (DOT)	CA	Tustin	TX	Austin
CA	Los Angeles County	CO	Denver	TX	Dallas
CA	Monterey	CT	New Haven	UT	Park City
CA	Mountain View	CT	Stamford	UT	Salt Lake City
CA	Napa	FL	Brevard County	UT	Springdale
CA	Newport Beach	FL	Seaside	WA	Seattle
CA	Norwalk	HI	Maui	WA	Spokane
CA	Oakland	ID	Boise	WA	Vancouver
CA	Oceanside	IL	Oak Park	WI	Milwaukee

Parking Rate Study Overview

Community Outreach

- Round 1 of Community Meetings
- Public Input Survey
- Engagement with Downtown SLO Parking Taskforce

Data Collection

- Inventory collection
- Parking occupancy collection

Financial Modeling

- Assessing the financial impact of various rate models for Downtown SLO

Community Outreach

- Round 2 of Community Meetings to present data and draft recommendations
- Engagement with the Chamber of Commerce

Finalize Recommendations

City Council Presentation



Community Outreach Overview

- Online survey received 2,784 total responses between February 6, 2024, and March 8, 2024.
- Two community meetings were held, totaling 55 attendees.
- 80 emails were received from community members.
- Over 60 comments were received on City of SLO's social media posts (Instagram, Facebook, Twitter).

Summary of Key Themes

Combined from the survey, community meetings, and email/social media feedback:

Parking Experience

- Technology issues and general confusion regarding how to pay for parking (pay stations, multi-vendor mobile payment apps, rate structures, signage)
- Increase safety and user experience in garages, especially in gateless structure
- Concerns about transparency (2023 changes happened too quickly)
- Concerns about negative impact to locals, visitors, businesses

Policy / Rates

- Lowering rates and retaining free hours/days
- Decrease evening paid parking operating hours

Survey Results

- **Total Responses: 2,784**
 - Residents: 1,715 respondents
 - Visitors: 1,069 respondents
 - Business Owners: 104 respondents
 - Employees: 235 respondents

Multiple category option to respondents

Survey Results: Residents and Visitors Feedback

Parking Experience

- Both groups are **dissatisfied** with the current **paid parking technology experience**.
- When visiting Downtown SLO, both groups **prefer to stay for 3 hours**.
- Both groups believe the current **2-hour on-street time-limit is not long enough**.
- Both groups **feel safe** when using **parking structures**.
- Most residents are able to find an available parking space in **5 minutes or less**
- Many visitors take **more than 5 minutes** to find an available parking space.

Policy / Rates

- Both groups see **cost as the most important factor** when looking for parking.
- Residents want **reduced paid parking operating hours**.

Survey Results: Business Owners and Employees Feedback

Parking Experience

- Both groups believe the current **2-hour on-street time-limit** is **not enough time** for customers.
- Both groups believe their **customers** typically have a **challenge finding nearby parking**.
- Most business owners believe that their **employees** typically have a **challenge finding nearby parking**.
- 34% of employees park **within a block** from work, while 31% typically park **4 or more blocks** away.

Policy / Rates

- Both groups would prefer to **renew both on-street and structure parking permits quarterly**.
- Most business owners believe their **business revenue has drastically decreased** since the 2023 paid parking rate increases.

Community Meetings

Name	Date	Setting	Number of Attendees*
Community Meeting 1	February 13, 2024	In-Person	35
Community Meeting 2	February 14, 2024	Virtual	20

*Including DIXON and/or City staff.

Community members expressed the following for each key theme:

Paid Parking Rates

- Rates are too high.
- Rates changed too quickly.
- Rate changes are negatively impacting businesses and visitors.
- Rates should be more affordable, including discounted rates for certain groups, free parking hours/days, and longer time limits.
- Extended time limits.

Transparency

- Desire for more transparency and communication from the City regarding parking policies and changes.

Technology Issues and User Experience

- Confusion and frustration with the current parking system, including difficulties with payment methods, time limits, use of the gateless structure, mobile apps, and signage.
- Residents are asking for immediate action to improve the gateless structure parking experience.

Prioritizing Locals

- Advocacy for the prioritization of local residents and businesses in parking policies over tourism-related interests, such as through resident benefit programs.

Email and Social Media Feedback

Email commentary and SLO's social media sites (Instagram, Facebook, and Twitter) were monitored from February 5th to March 11th. Community members expressed the following for each key theme:

Paid Parking Rates and Operations

- Change paid parking hours to end at 6PM instead of 9PM.
- Keep the first hour free to encourage business activity, and free parking on Sundays.
- Implement demand-driven parking rates.
- Make pricing structures between on-street and off-street more consistent.
- Add more signage to make the pricing structures easier to understand.
- Have a discounted parking rate for residents.

Safety

- Cleanliness and safety should be a priority.
- Some parking structures feel unsafe due to poor lighting.

Technology Issues and User Experience

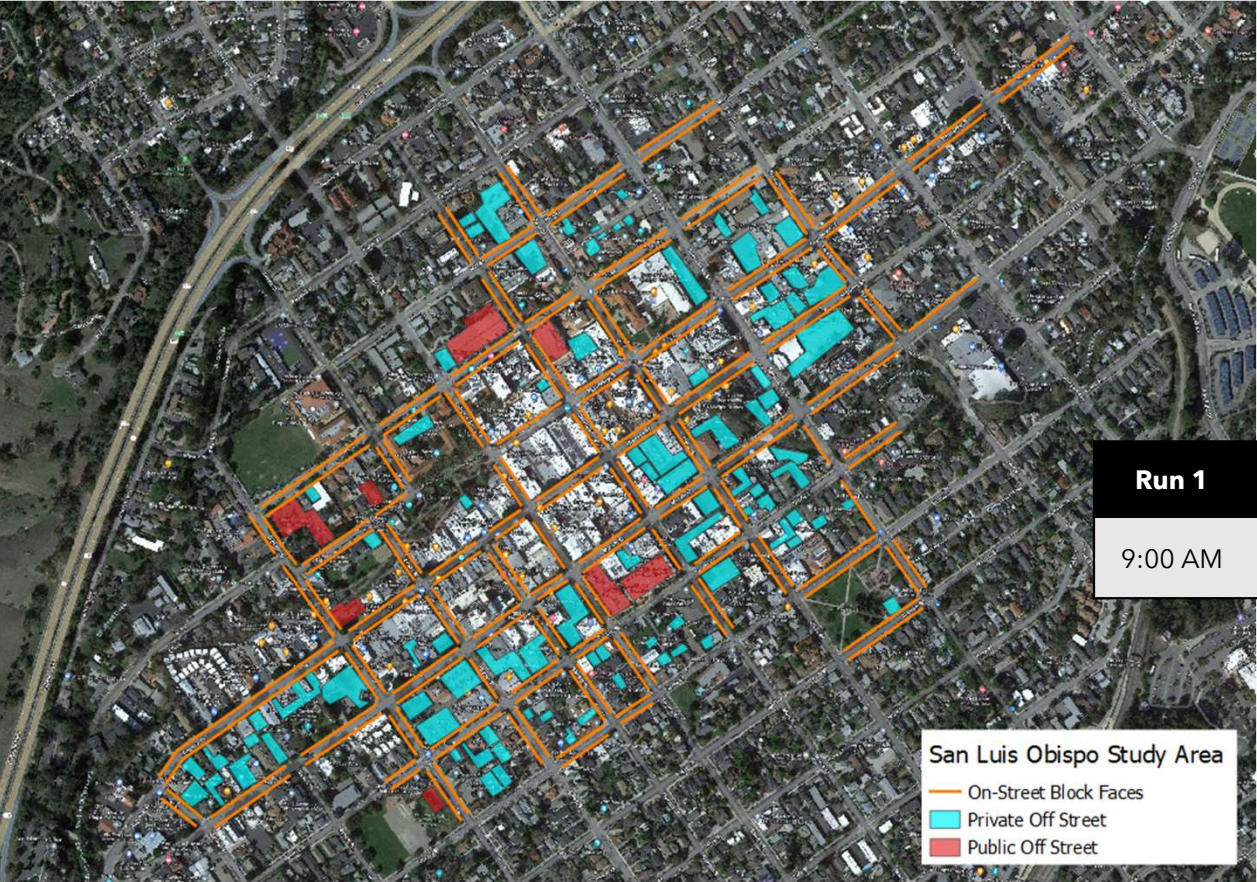
- Difficulty using kiosks and trying to estimate time needed to park prior.
- Concerns about the inability to add time to parking session via mobile app.

Accessibility

- More loading/unloading spaces around downtown.
- More accessible parking spaces.
- Better transit options, including more frequent bus routes downtown to encourage less vehicle use.

Targeted Data Collection

Study Area

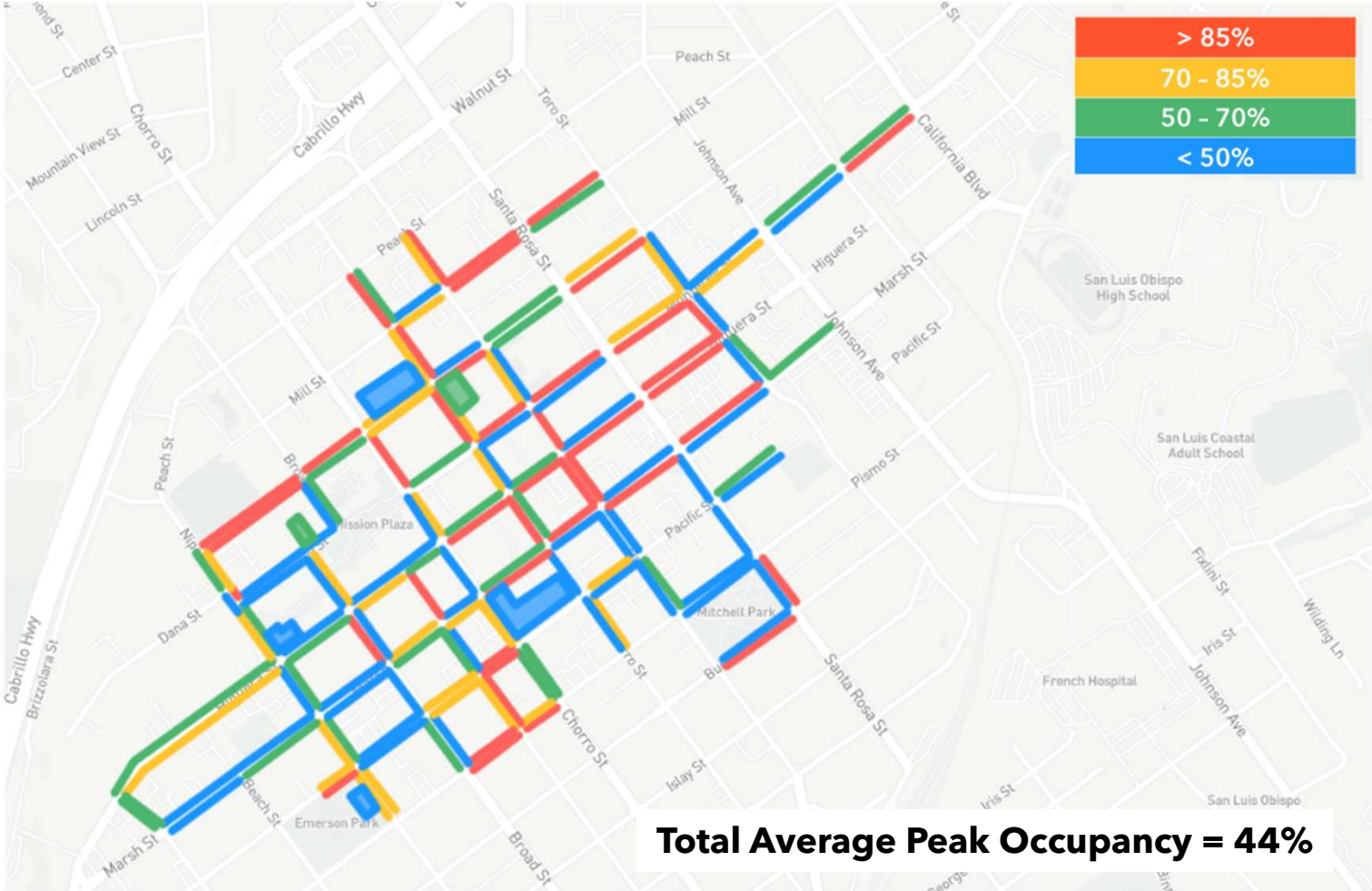


Collection Schedule

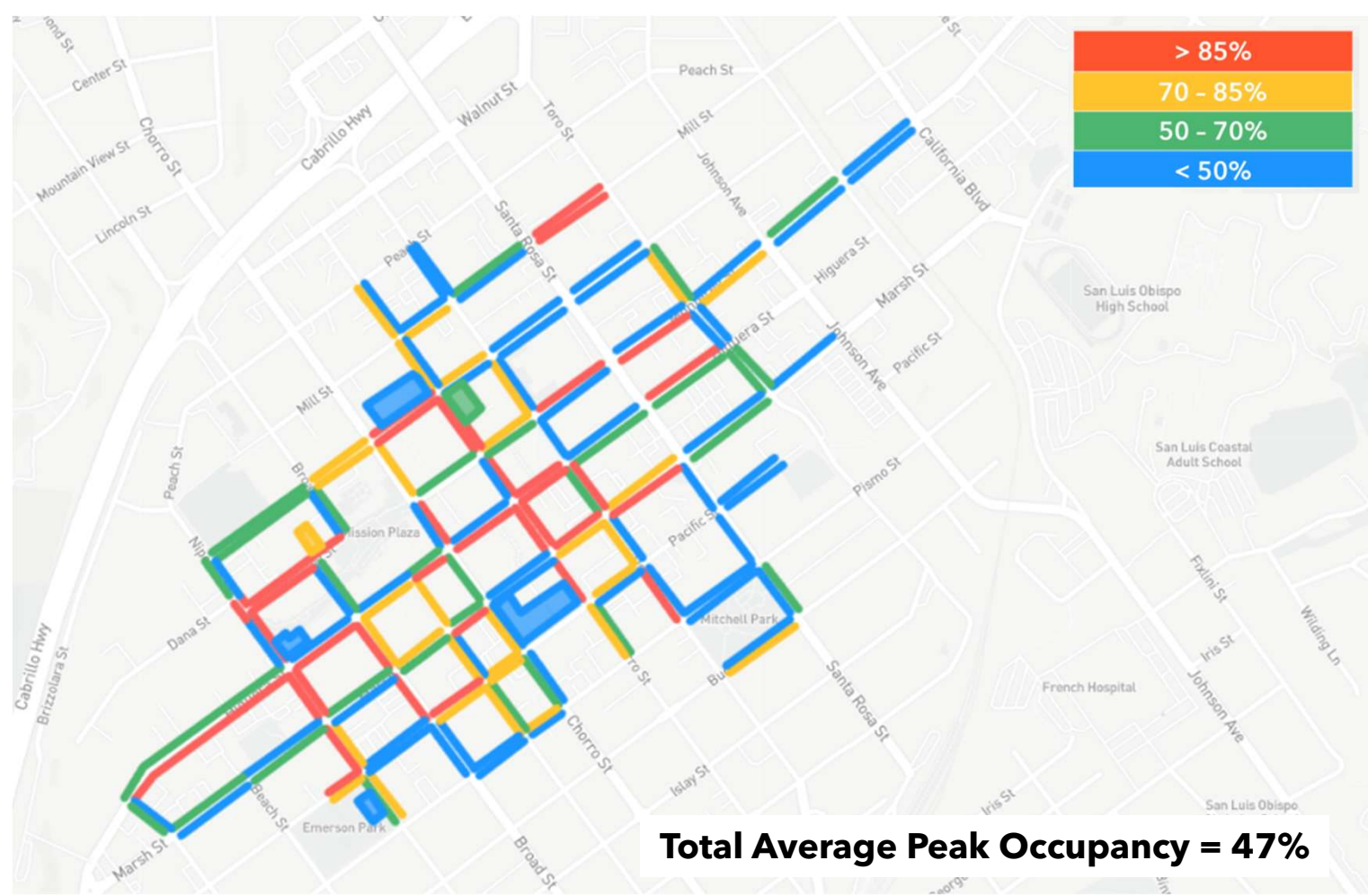
- Wednesday, February 28
- Saturday, March 2
- Saturday, March 9

Run 1	Run 2	Run 3	Run 4	Run 5	Run 6
9:00 AM	11:00 AM	1:00 PM	3:00 PM	5:00 PM	7:00 PM

Parking Occupancy - Wednesday Peak (1-3pm)

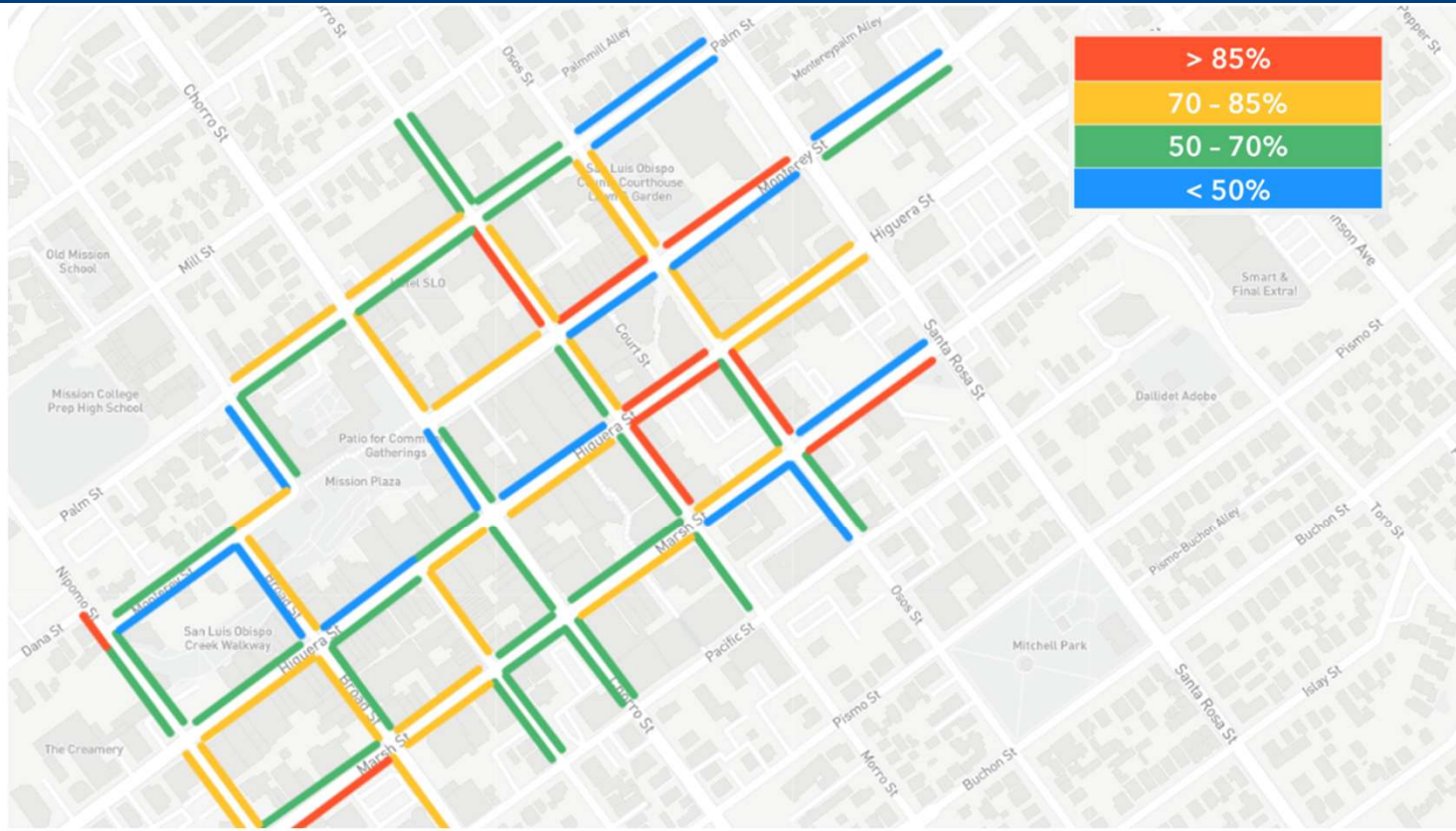


Parking Occupancy - Saturday Peak (1-3pm)



Parking Occupancy - Zone 1 On-street (Core)

- High Congestion on **Saturdays**
 - 11-3pm
 - 7-9pm
- Zone 1 has 2-hour max spaces
- Zone 1 is more congested than Zone 2
- Zone 1 is busier during **meal times**, especially on **Saturday**

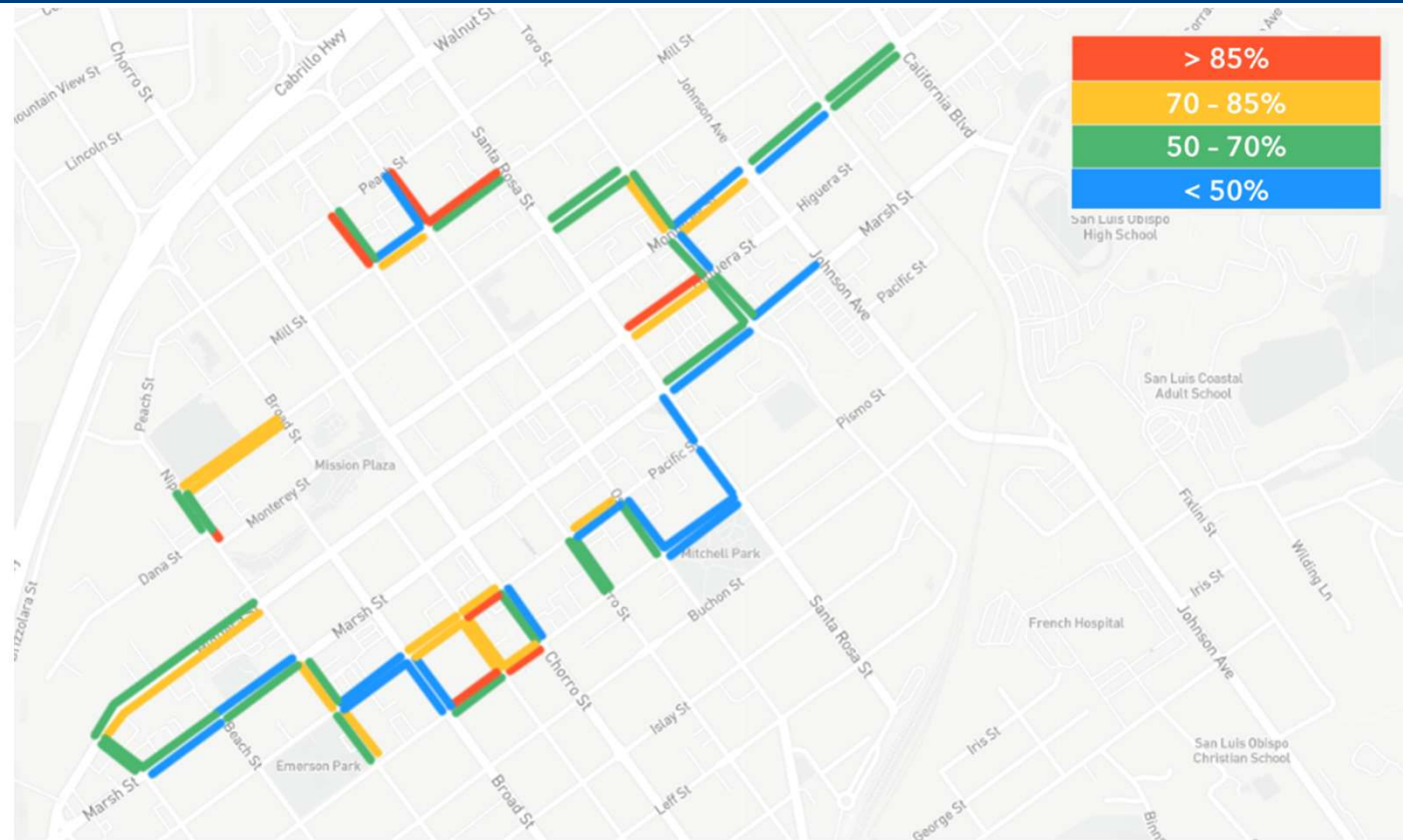


Day of the Week	9am-11am	11am-1pm	1pm-3pm	3pm-5pm	5pm-7pm	7pm-9pm	Average
Wednesday	54%	61%	62%	59%	60%	60%	60%
Saturday	51%	75%	70%	63%	69%	74%	68%
Average	52%	68%	66%	61%	65%	67%	64%

= Peak Time

Parking Occupancy - Zone 2 On-street (Outer)

- High Congestion on **weekdays**
 - 11-3pm
- Zone 2 has 10-hour meter spaces
- Zone 2 is more congested on **weekdays** when more employees park in **long term spaces**



Day of the Week	9am-11am	11am-1pm	1pm-3pm	3pm-5pm	5pm-7pm	7pm-9pm	Average
⊕ Wednesday	60%	69%	67%	61%	48%	45%	58%
⊕ Saturday	31%	44%	53%	44%	38%	49%	44%
Average	46%	57%	60%	52%	43%	47%	51%

= Peak Time

Parking Occupancy- Public Off-street

- 3 Garages
- 4 Lots
- Average peak occupancy rate of **49%**
- Consider shared parking opportunities with private off-street lots (94 within study area)

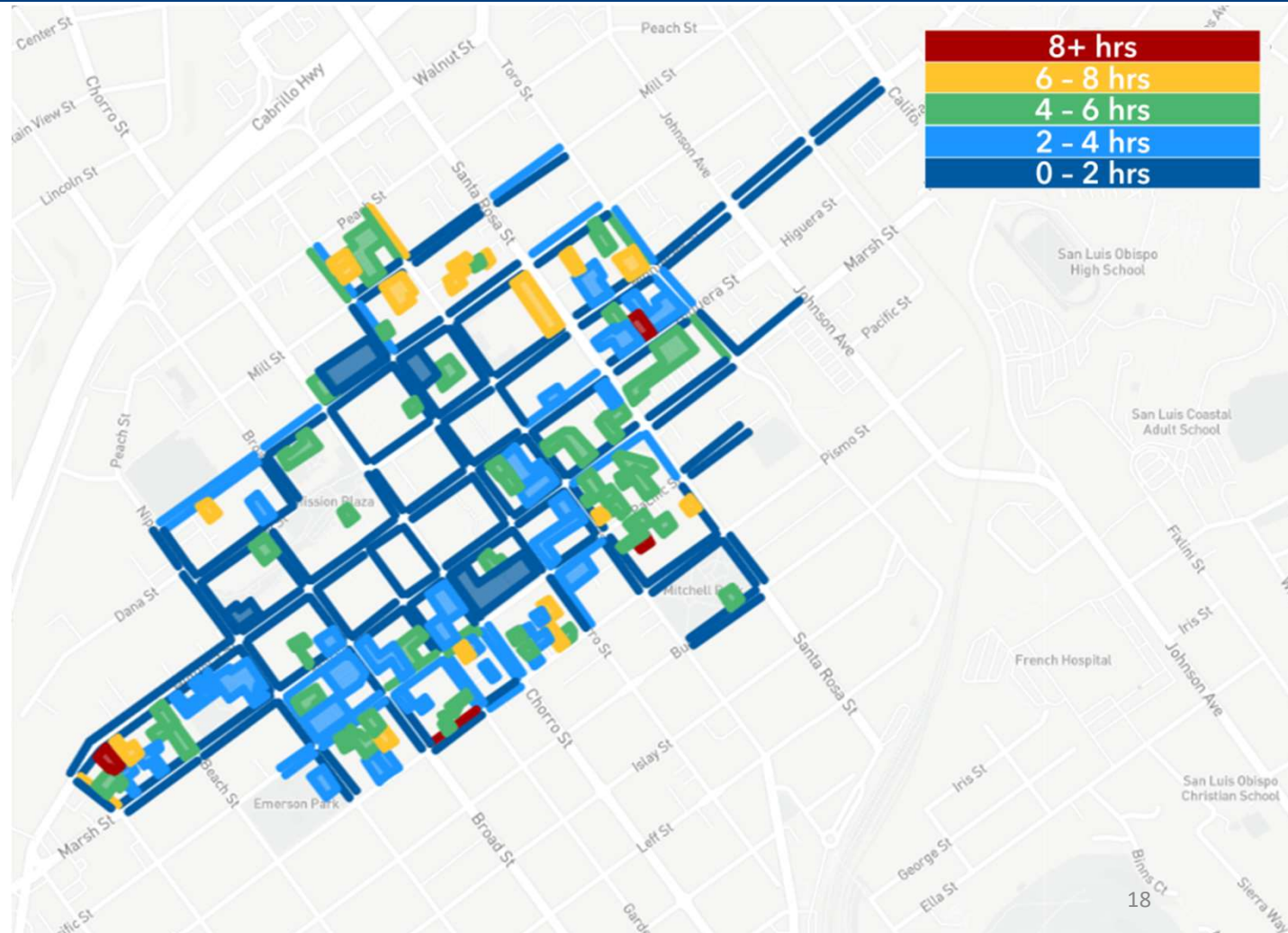


= Peak Time

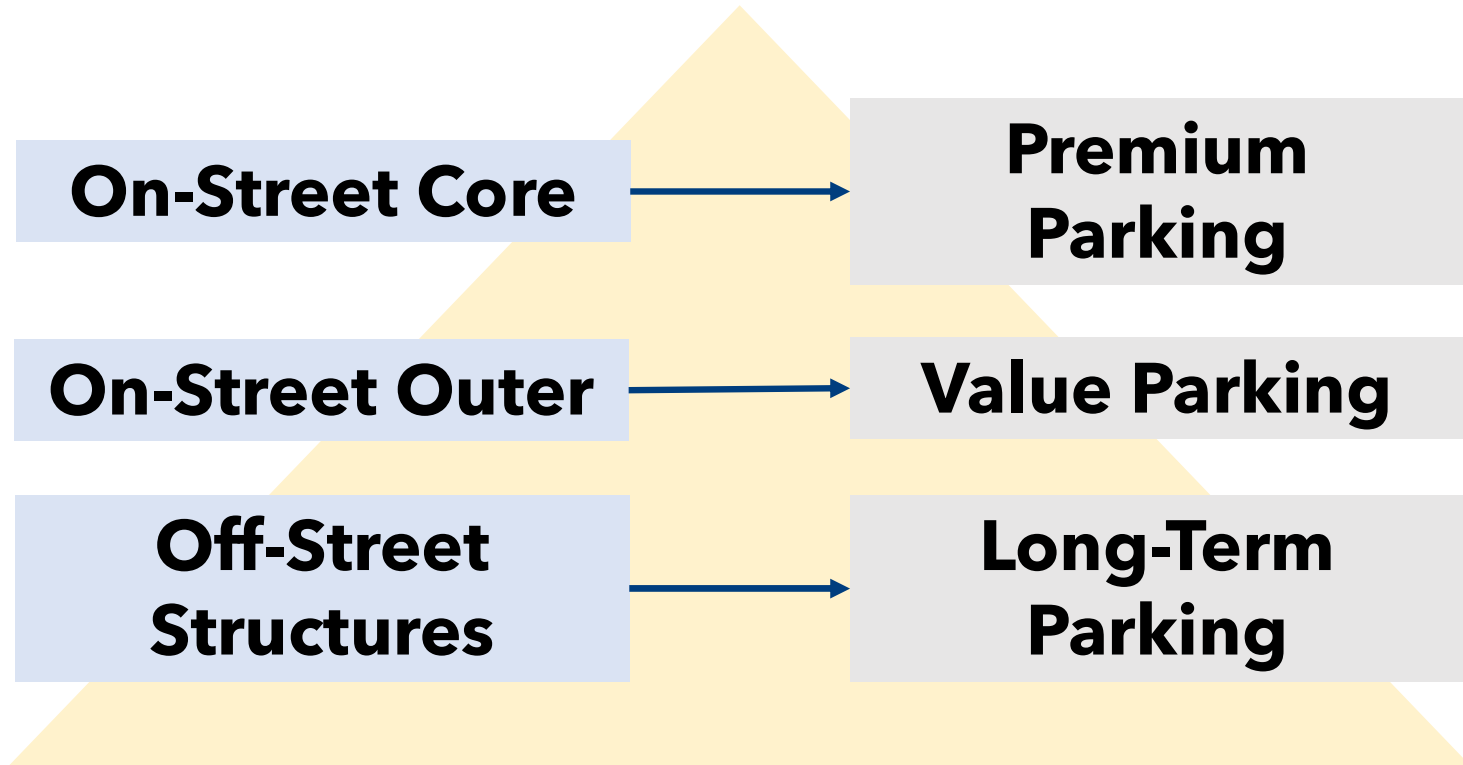
Day of the Week	9am-11am	11am-1pm	1pm-3pm	3pm-5pm	5pm-7pm	7pm-9pm	Average
⊕ Wednesday	26%	30%	33%	36%	25%	23%	29%
⊕ Saturday	12%	28%	41%	38%	40%	40%	33%
Average	19%	29%	37%	37%	33%	31%	31%

Average Length of Stay

- **On-street**
 - 81% stay < 2 hours
 - 13% stay 2-4 hours
- **Public off-street:**
 - 71% stay < 2 hours
 - 16% stay 2-4 hours
- **Private off-street:**
 - 21% stay < 2 hours
 - 44% stay 2-4 hours

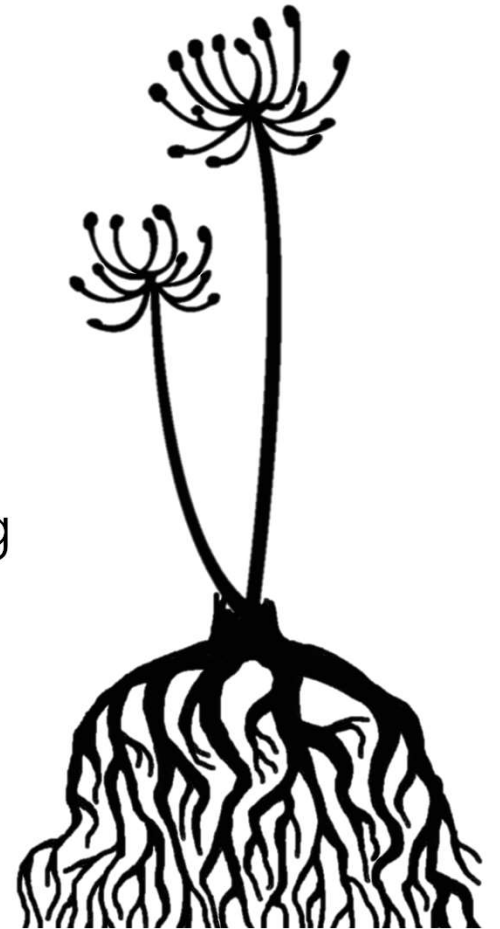


Parking Management

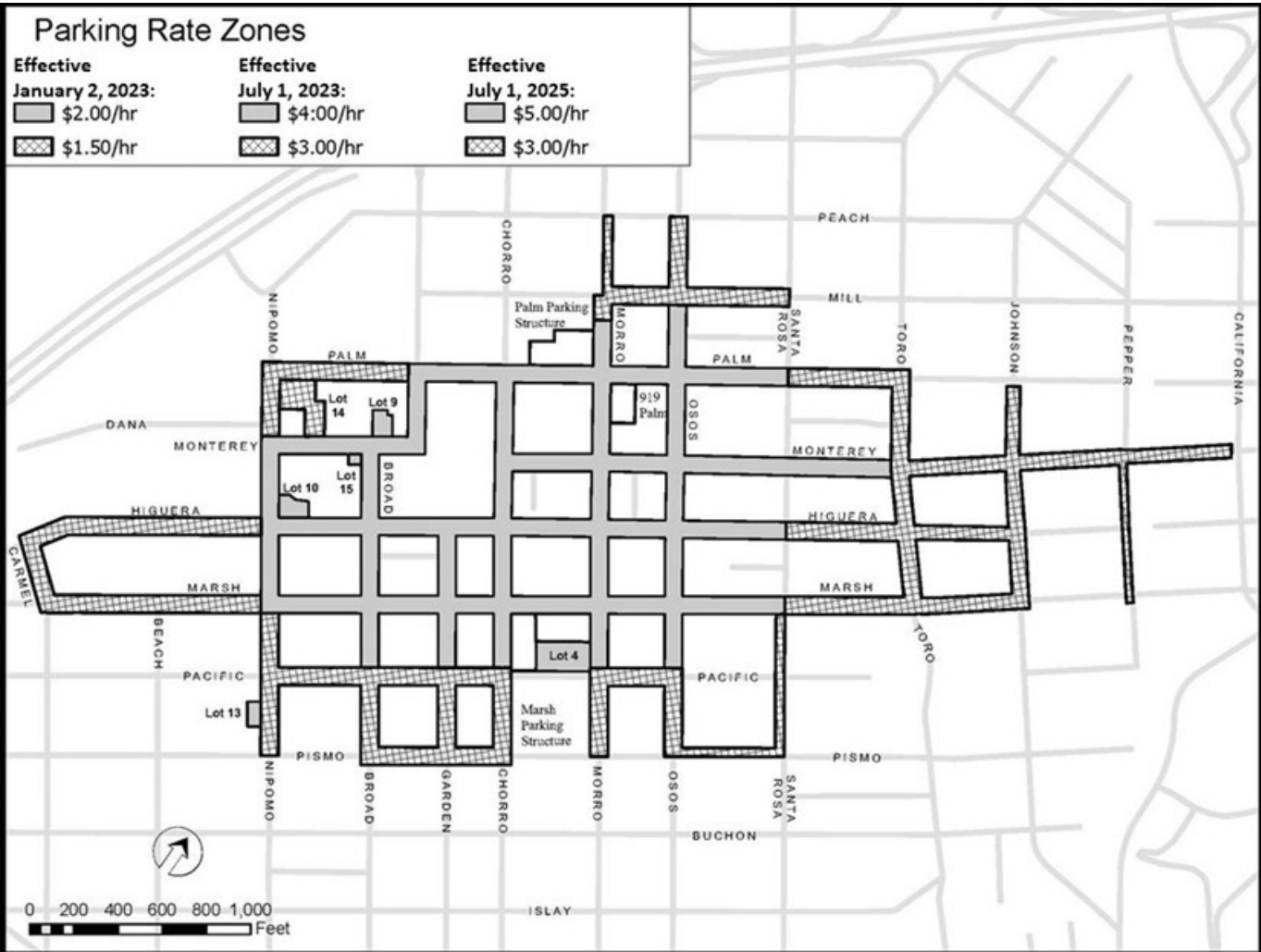


Parking Management

- No such thing as free parking
- Easy, convenient, accessible
- Making data-driven decisions
- Avoid band-aid solutions
- Compliance-based approach to managing parking
- Sustainability & adaptability



Existing Rate Zones



Key Considerations

- Increase turnover and parking availability
- Encourage people to patronize Downtown SLO
- Consistent and simple rate structure → easy to communicate
- Align premium pricing with on-street core spaces, and value pricing with on-street periphery and off-street spaces
- Ensure Parking Enterprise Fund is financially sufficient and balance the scale.

Evaluation of Community Requests

Scenario	Feasibility
Retain 1 hour free beyond 2025.	Yellow
Retain free parking in structures on Sundays.	Yellow
Reduce on-street paid parking hours.	Yellow
Eliminate paid parking on-street Sundays.	Yellow
Implement tier-based parking pricing. (i.e., 3 tiers of rates that escalate depending on length of stay)	Red
Decrease parking rates. Eliminate free hour in garage.	Green
Adjust parking permit fees.	Green
Continue to improve pay station user experience.	Green
Improve parking structure experience and do not pursue gateless conversion at other structures.	Green

Feasibility based on effectiveness of parking demand management, customer service aspect, and financial sustainability.

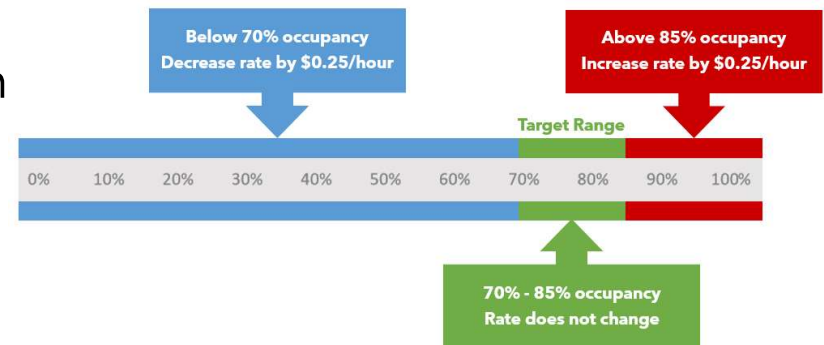
← Not possible with current technology partners.



Sample Pay on Entry Sign

Program and Operations Approaches

- Demand-based pricing
- Improve the jury parking and validation process
- Consider local incentives
- Employee parking options
 - Bulk discount for employers managing perm
 - Options for service worker/part-time
 - Consider alternate transit options
- Simplify mobile payment approach
- Focus on Parking Ambassador approach
- Improve digital wayfinding



The City has already initiated some technology improvements. There is also an upcoming implementation/technology roadmap.

What's next?

Derive 3 rate model options to be shared at the Council Workshop

In the meantime, direct your questions & comments to:

SLO@DixonResourcesUnlimited.com

Survey Results - Demographics

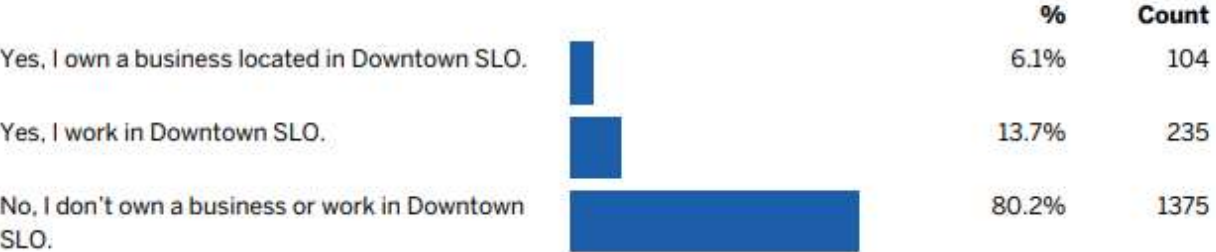
QUESTION 1

Do you reside in the City of San Luis Obispo?



QUESTION 18

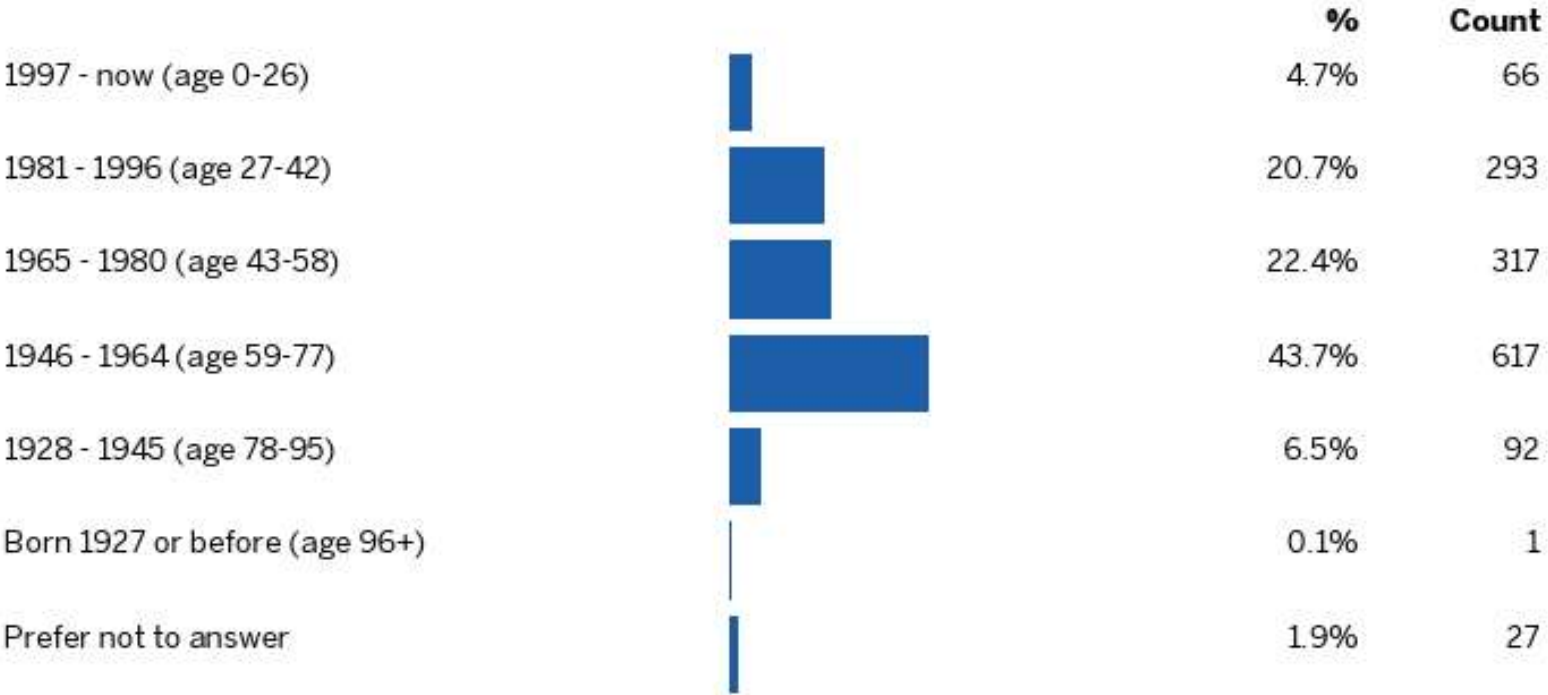
Do you own or work at a business located in Downtown SLO?



Survey Results - Demographics

QUESTION 68

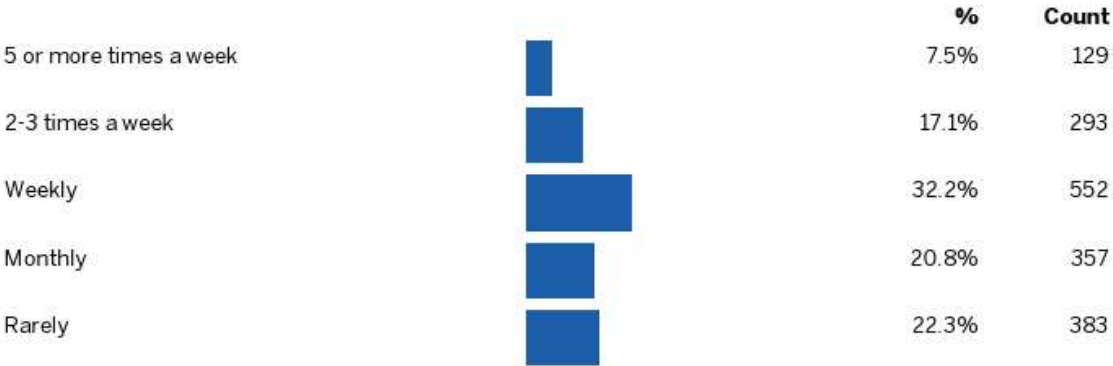
When were you born (what is your age group)?



Survey Results - Residents

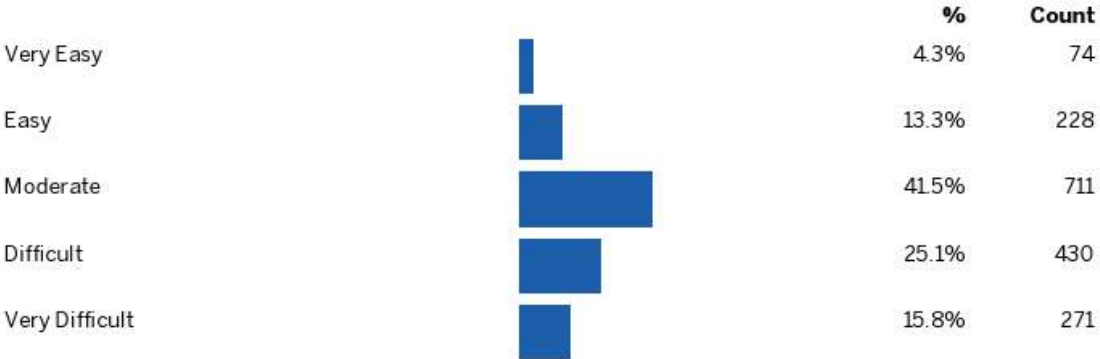
QUESTION 2

How often do you use public paid parking facilities in Downtown SLO?



QUESTION 7

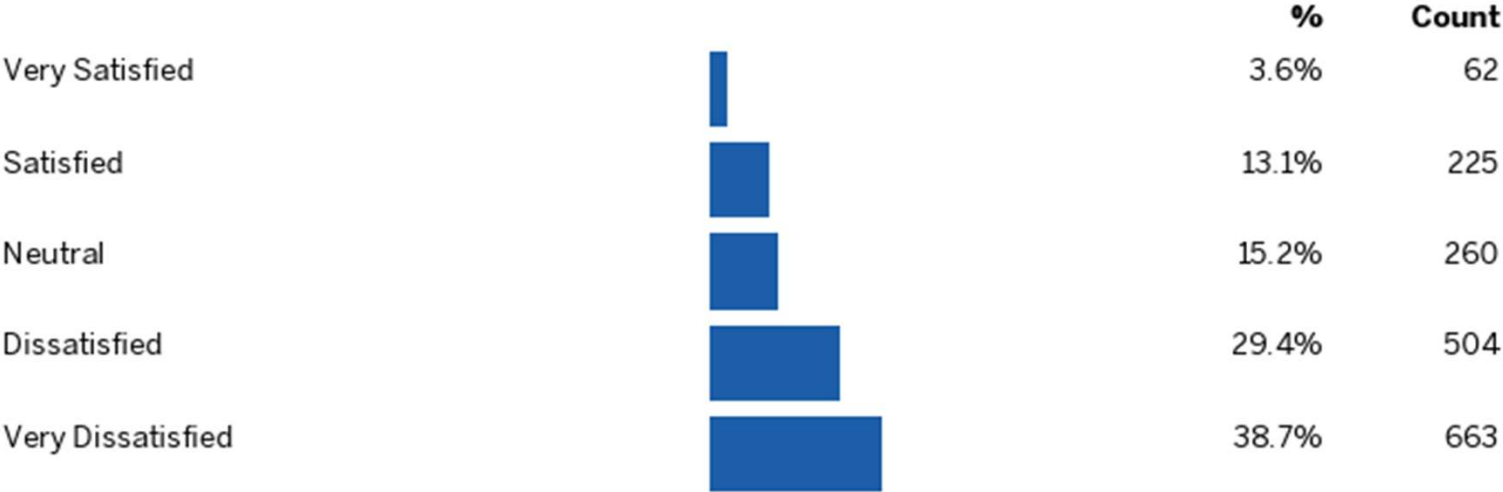
How easy is it to find an available parking space in your most frequently visited areas?



Survey Results - Residents

QUESTION 3

How satisfied are you with the current experience of using paid parking technology (parking meters, pay stations, mobile payment apps) in Downtown SLO?



Survey Results - Residents

QUESTION 4

**What do you consider to be the most important factors when looking for parking?
Rank the following factors from (1) most important to (4) least important.**

1. Cost: Finding a space that is priced at a low rate
2. Speed: Quickly finding an available parking space
3. Convenience: Finding a space right next to my destination
4. Experience: Finding a space in a clean and well-lit environment

QUESTION 11

While the Parking Fund is restricted to funding parking-related items, there are other ways to enhance the overall parking experience. If there was an additional funding source, where would you like to see money reinvested?

Please rank the items from (1) most important to (5) least important.

1. Safety programs (e.g., pedestrian safety, traffic control)
2. Improving street lighting
3. Public transportation improvements (transit)
4. Environmental initiatives (e.g., green spaces, pollution reduction)
5. Beautification projects (e.g., landscaping, public art)

QUESTION 13

If there is additional revenue from paid parking after offsetting operational costs, which of the following options would you like to see this money reinvested?

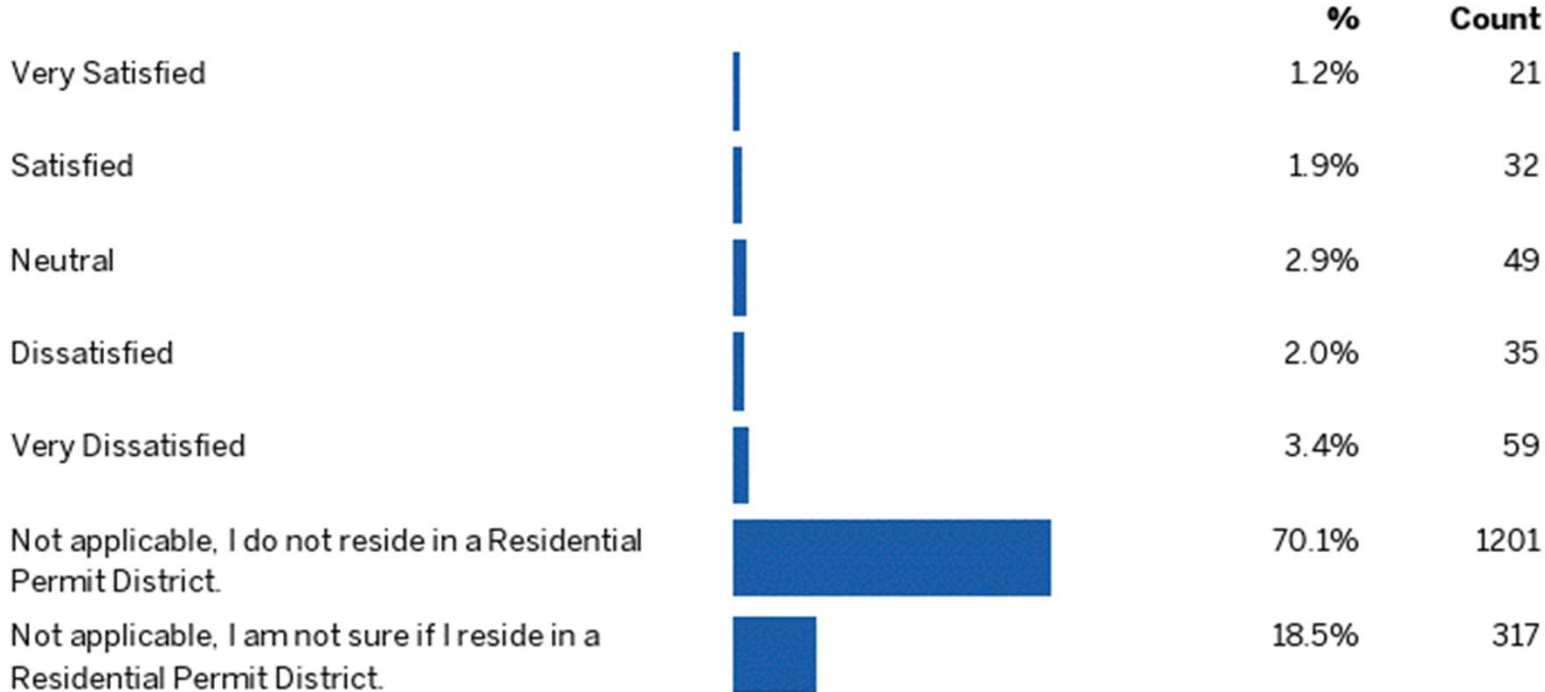
Please rank the items from (1) most important to (4) least important.

1. Reduced paid parking enforcement times (Current: Mon-Sat, 9AM - 9 PM, and Sun 1PM - 9PM)
2. Reduced rates for on-street parking
3. Reduced rates for the parking structure
4. Additional discounted parking programs (e.g., discount permits, validations, free time)

Survey Results - Residents

QUESTION 12

If you reside in a Residential Permit District, how satisfied are you with the experience of acquiring a residential permit?



Survey Results - Residents







QUESTION 8

Does the current 2-hour time limit for most on-street parking spots typically provide enough time for you when you visit Downtown SLO?

		%	Count
Yes, it is usually enough time for me		44.9%	769
No, it is usually not enough time for me		55.1%	945

QUESTION 9

Typically, when you visit Downtown SLO, how long would you prefer to visit Downtown?

		%	Count
Less than 1 hour		3.4%	59
1 hour		6.1%	104
2 hours		28.6%	491
3 hours		41.5%	711
4 hours		14.5%	249
Over 4 hours		5.8%	100

Survey Results - Residents

QUESTION 10

How well-informed do you feel about parking policies and any recent changes in Downtown SLO?

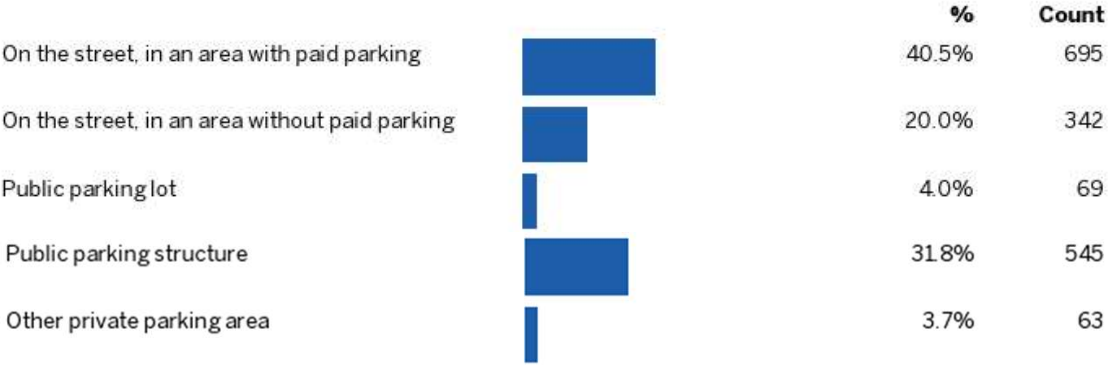


Survey Results - Residents

(Questions answered based on respondents' most recent experience parking in Downtown SLO)

QUESTION 14

Where did you park?



QUESTION 15

How long did it take you to find an available parking space?

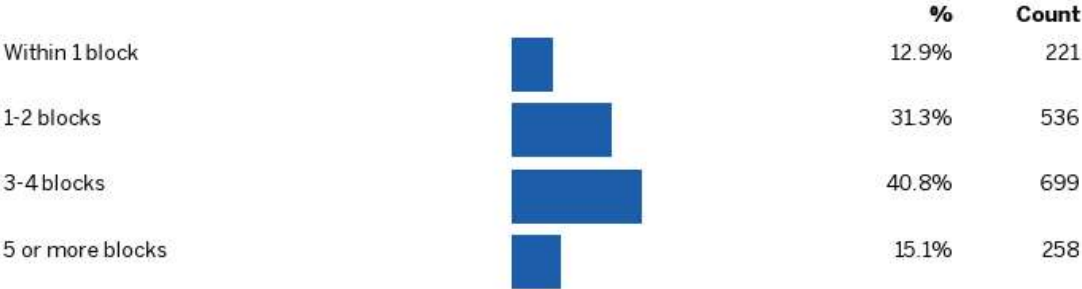


Survey Results - Residents

(Questions answered based on respondents' most recent experience parking in Downtown SLO)

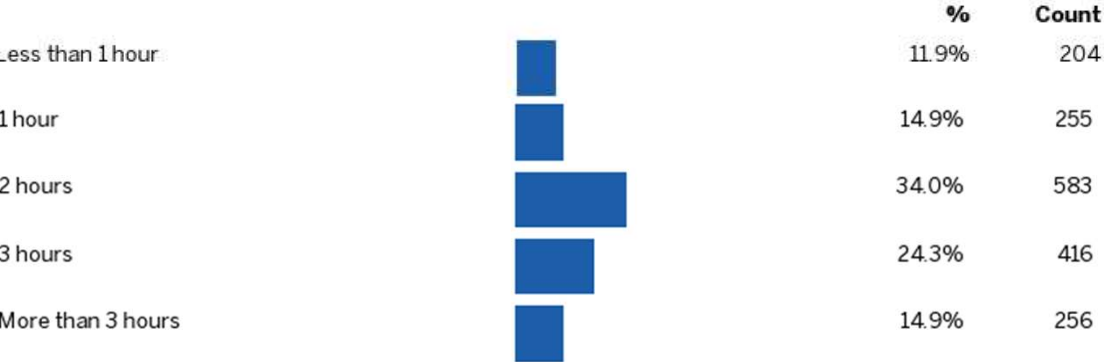
QUESTION 16

How far away from your destination did you park?



QUESTION 17

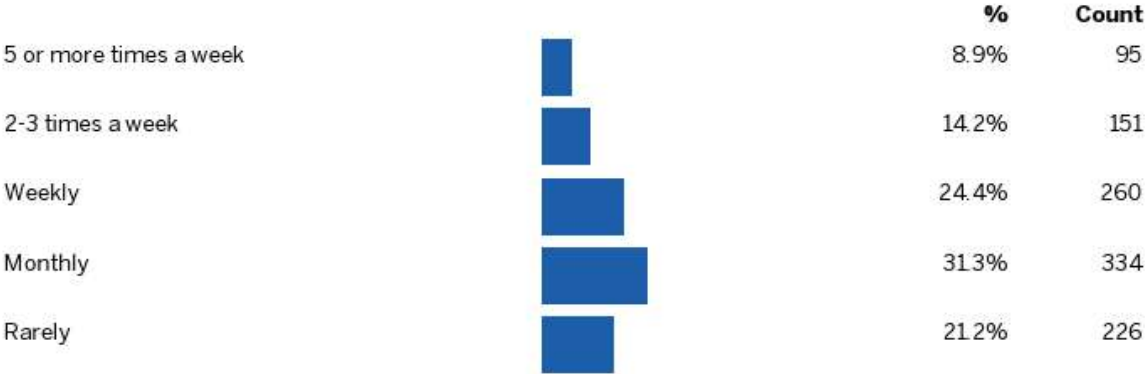
Approximately how long was your visit to Downtown?



Survey Results - Visitors

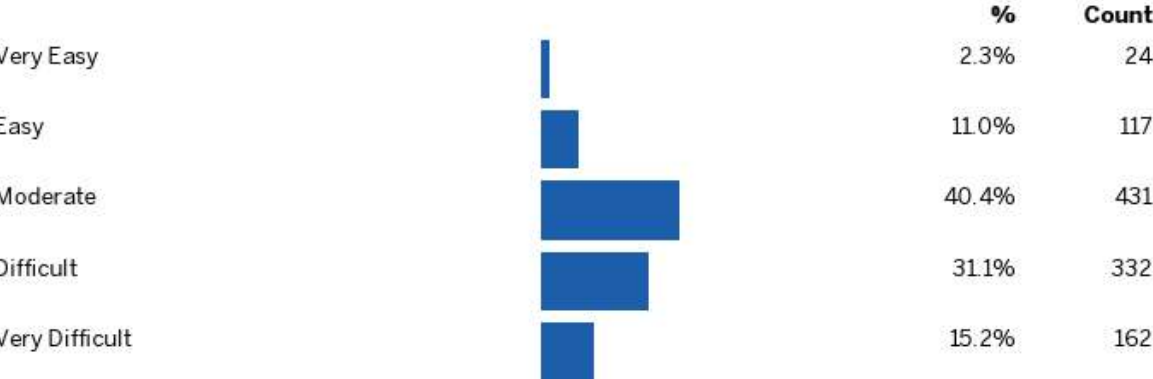
QUESTION 19

How often do you use public parking facilities in Downtown SLO?



QUESTION 25

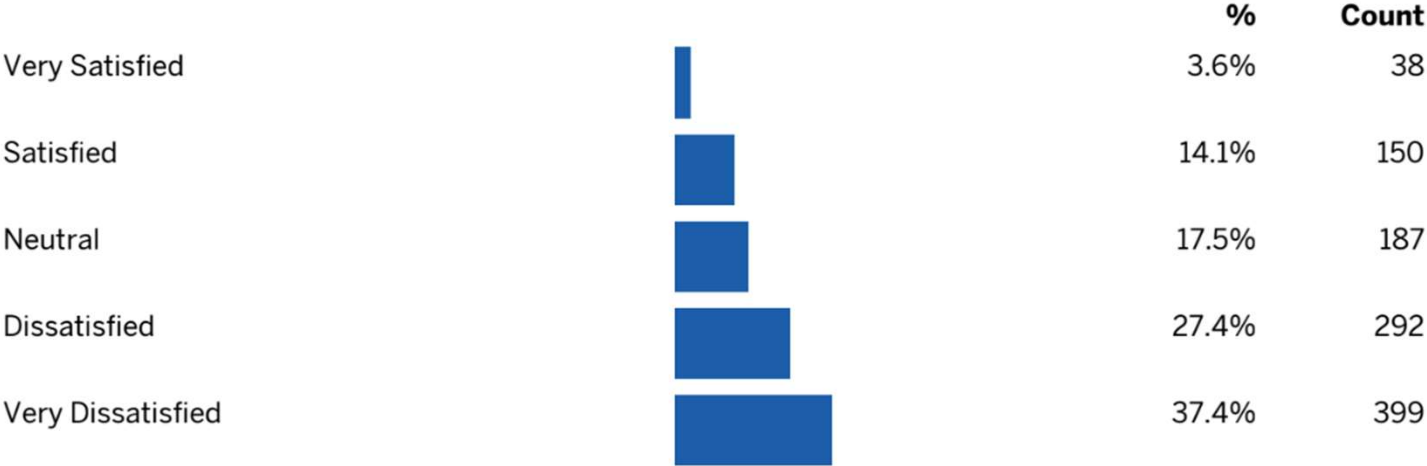
How easy is it to find an available parking space in your most frequently visited areas?



Survey Results - Visitors

QUESTION 20

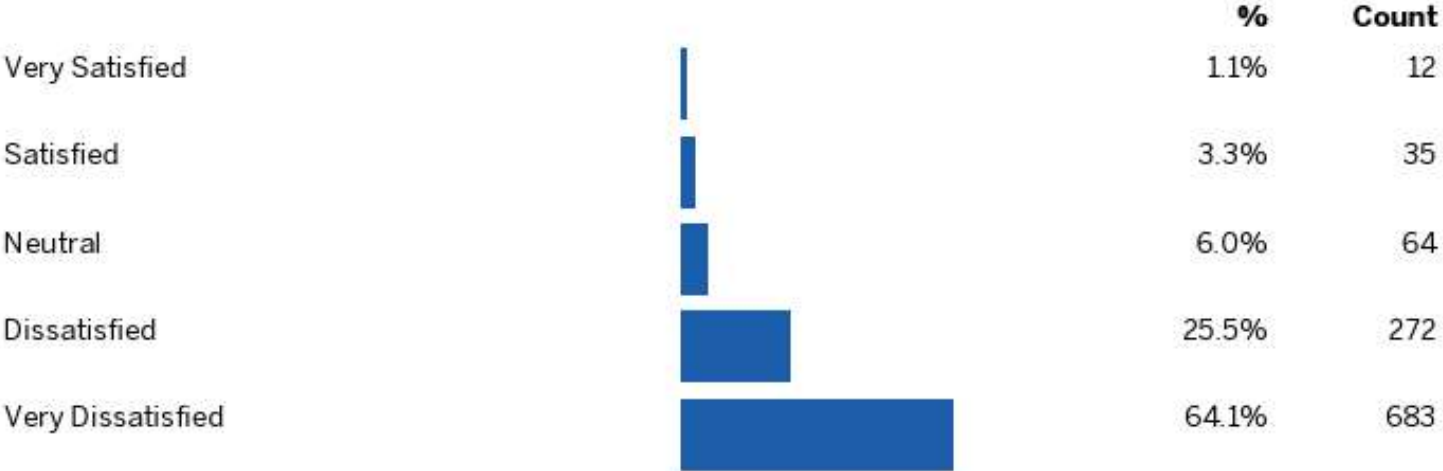
How satisfied are you with the current experience of using paid parking technology (parking meters, pay stations, mobile payment apps) in Downtown SLO?



Survey Results - Visitors

QUESTION 21

How satisfied are you with the current paid parking rates in Downtown SLO?



QUESTION 22

**What do you consider to be the most important factors when looking for parking?
Rank the following factors from (1) most important to (4) least important.**

1. Cost: Finding a space that is priced at a low rate
2. Speed: Quickly finding an available parking space
3. Convenience: Finding a space right next to my destination
4. Experience: Finding a space in a clean and well-lit environment

Survey Results - Visitors

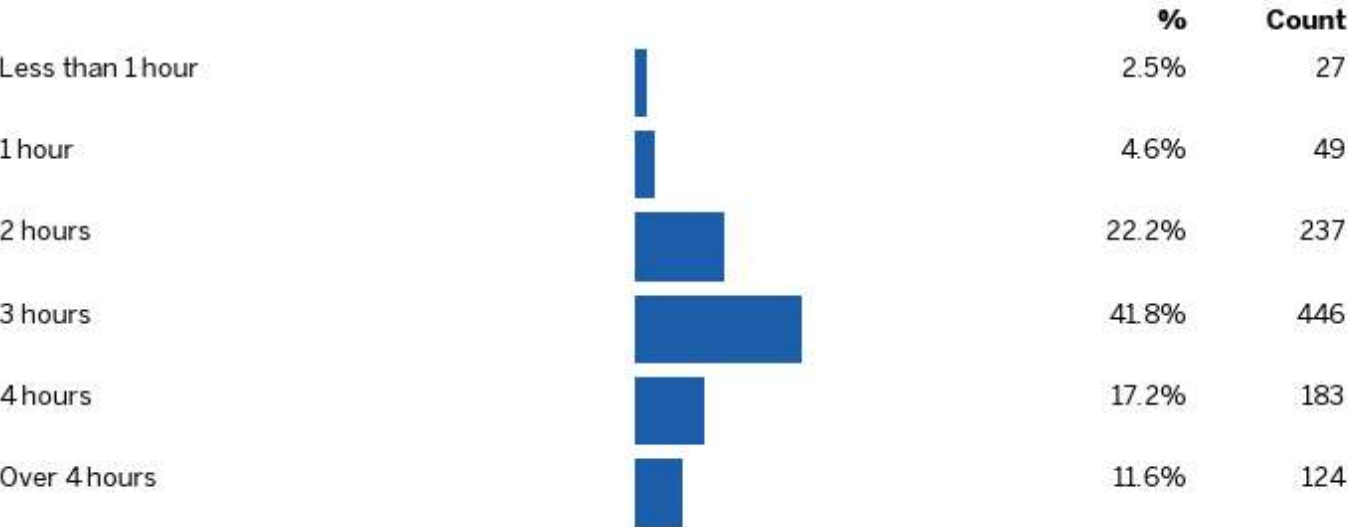
QUESTION 26

Does the current 2-hour time limit for most on-street parking spaces typically provide enough time for you when you visit Downtown SLO?



QUESTION 27

Typically, when you visit Downtown SLO, how long would you prefer to visit Downtown?

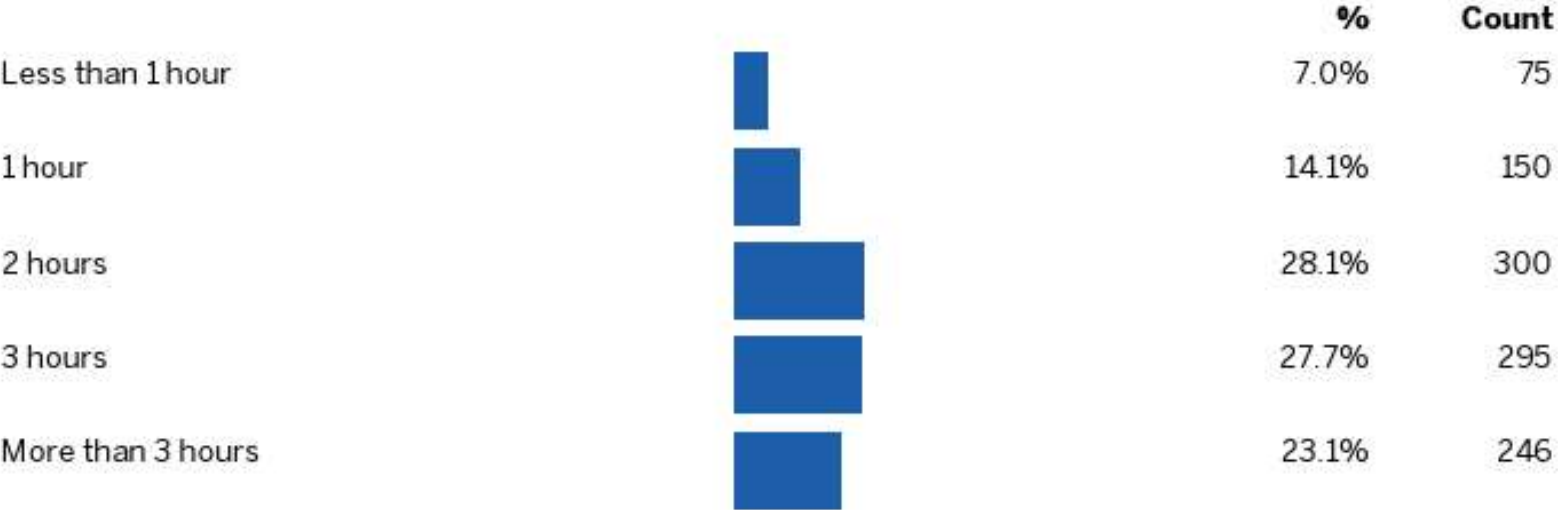


Survey Results - Visitors

(Question answered based on respondents' most recent experience parking in Downtown SLO)

QUESTION 31

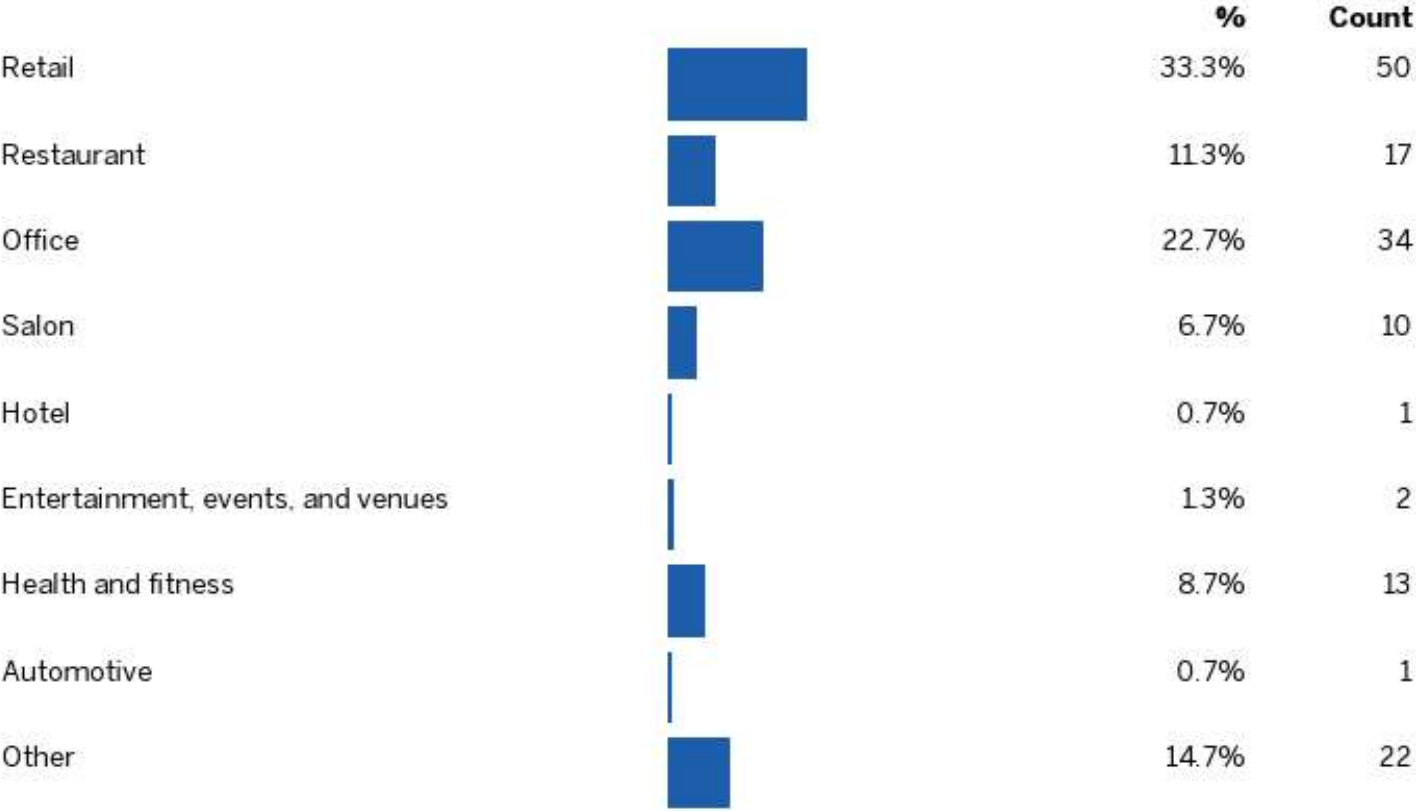
Approximately how long was your visit to Downtown?



Survey Results - Business Owners

QUESTION 33

Which of the following best describes your business?



Survey Results - Business Owners

QUESTION 39

Do you think the current on-street time limit of 2 hours typically provides enough time for your customers to park in and visit Downtown?



QUESTION 40

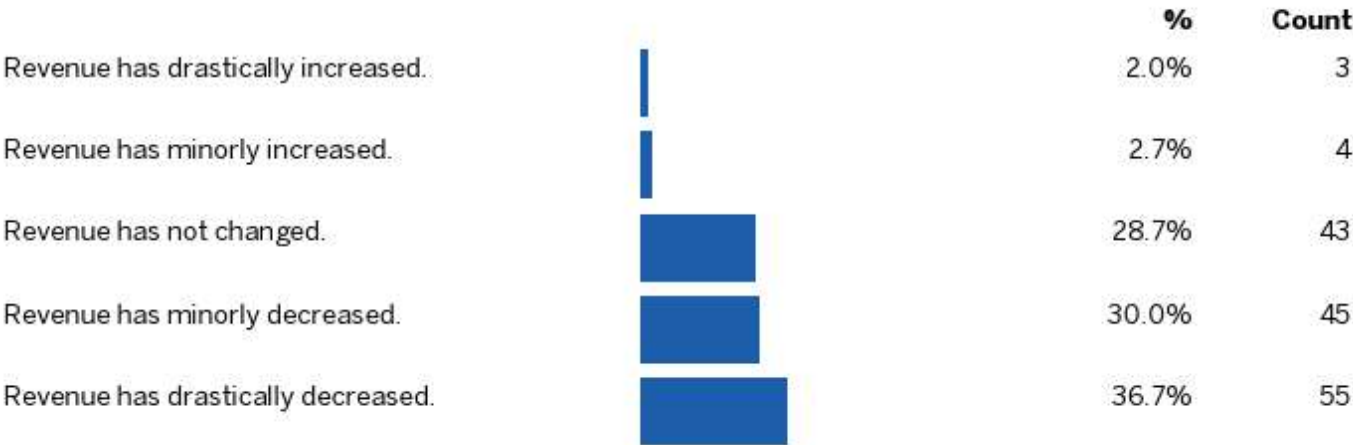
On a typical day, do you think there is enough convenient parking available for your customers Downtown?



Survey Results - Business Owners

QUESTION 41

How has the 2023 paid parking rate increases affected your business revenue?



QUESTION 42

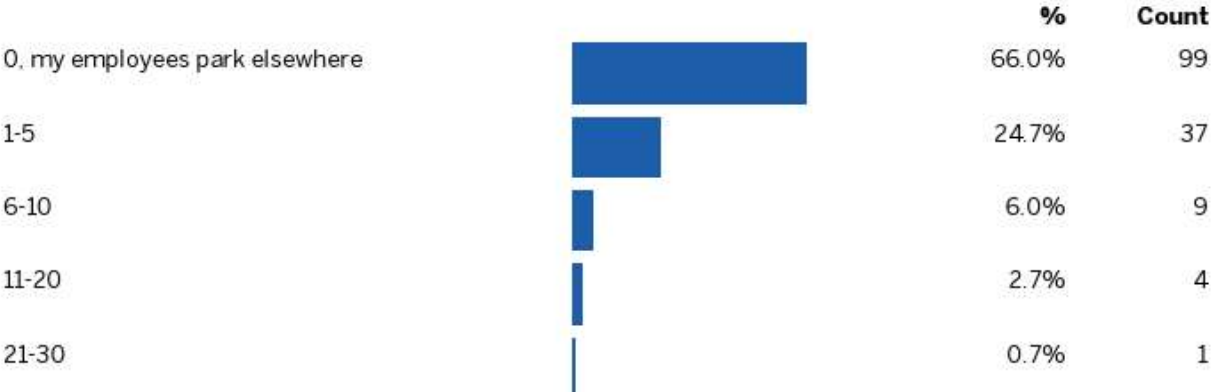
Do you believe there are sufficient long-term parking options available for customers in your area?



Survey Results - Business Owners

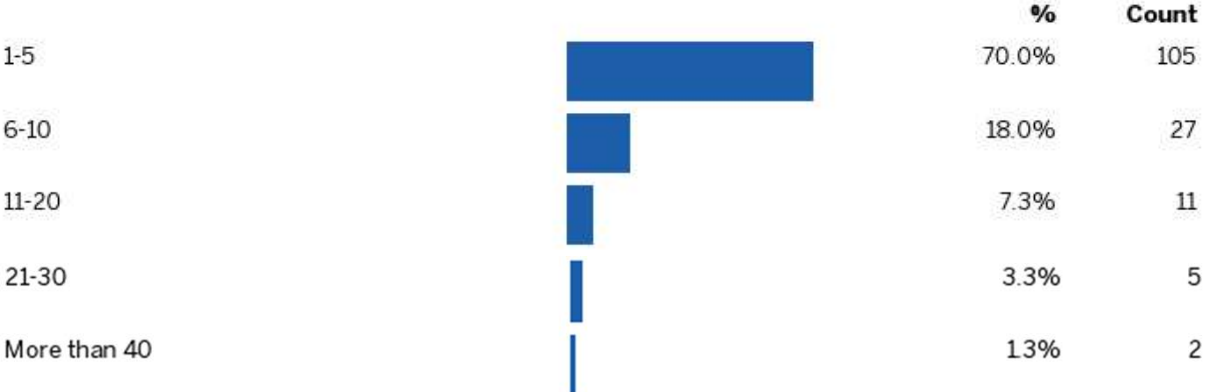
QUESTION 35

How many on-site parking spaces does your business provide for employees?



QUESTION 36

What is the maximum number of employees you have at work at any given time?



Survey Results - Business Owners

QUESTION 44

On a typical day, do you think there is enough convenient parking available for your employees Downtown?

		%	Count
Yes, my employees can typically find nearby parking.		30.7%	46
No, my employees typically have a challenge finding nearby parking.		69.3%	104

QUESTION 45

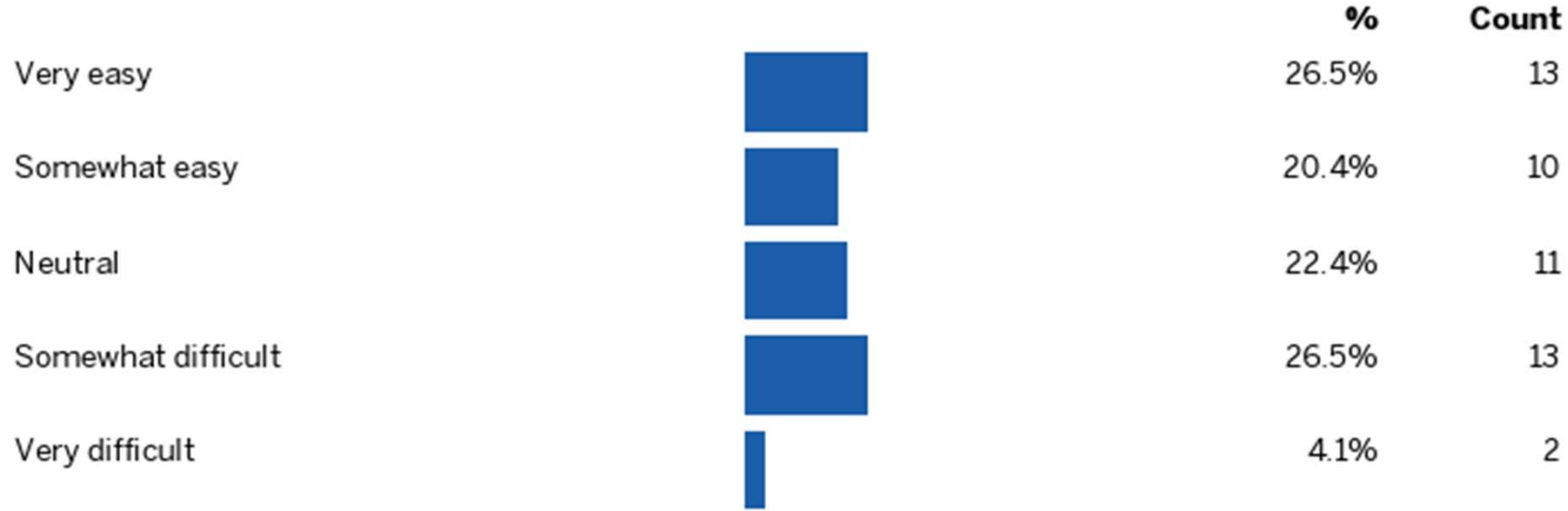
Do you purchase either the Quarterly Structure Pass (for parking structures) and the 10-hour meter permit (for street parking) for yourself or your employees?

		%	Count
Yes		32.7%	49
No		67.3%	101

Survey Results - Business Owners

QUESTION 58

How would you rate your experience applying for City parking permits?



Survey Results - Business Owners

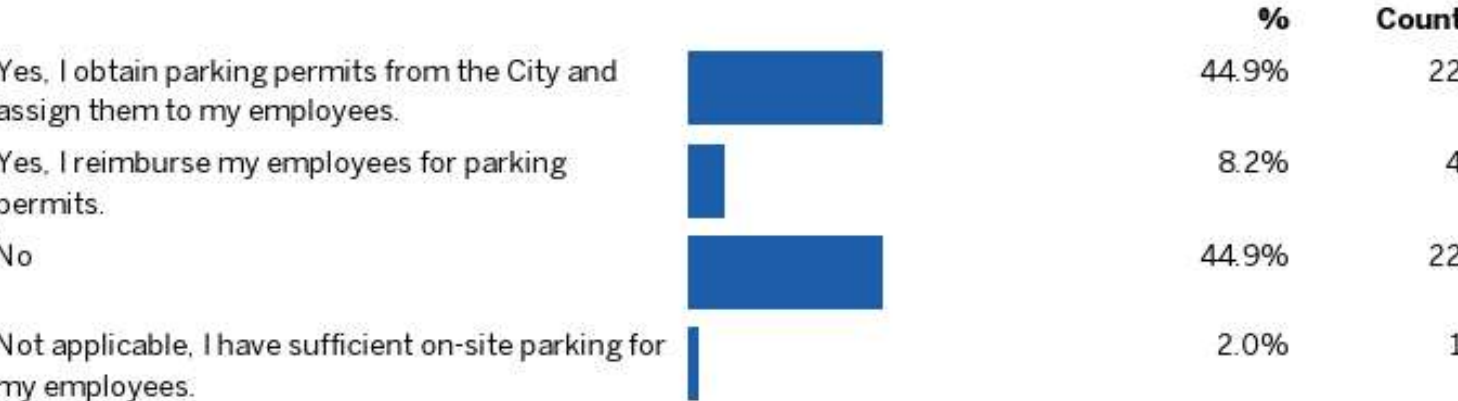
QUESTION 59

At what frequency would you prefer to renew or reapply for City parking permits?



QUESTION 60

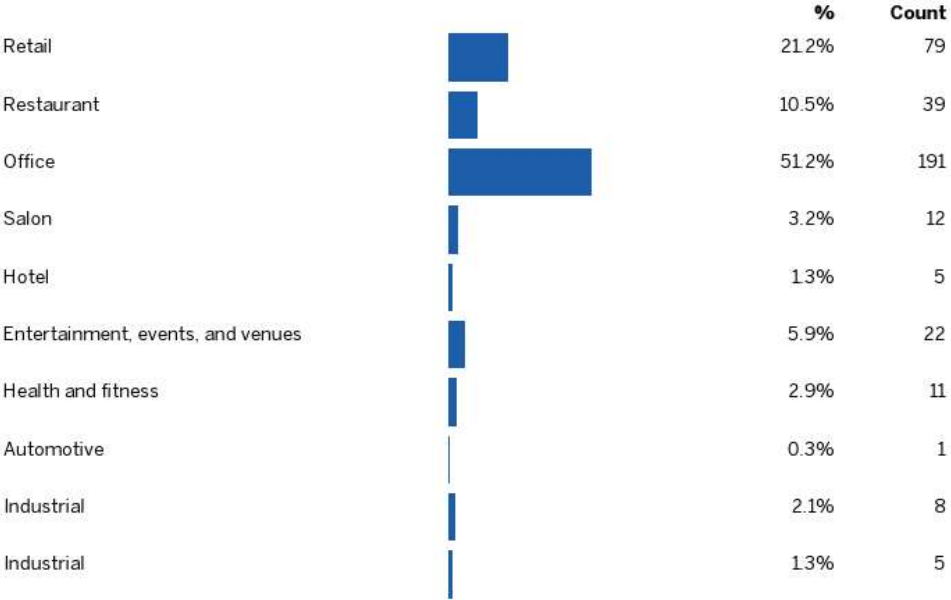
If you have employees who cannot park on-site for work, do you provide them with the City parking permits?



Survey Results - Employees

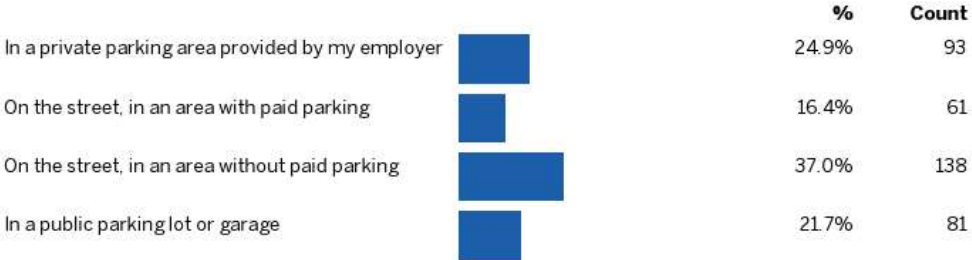
QUESTION 46

Which of the following best describes where you work?



QUESTION 48

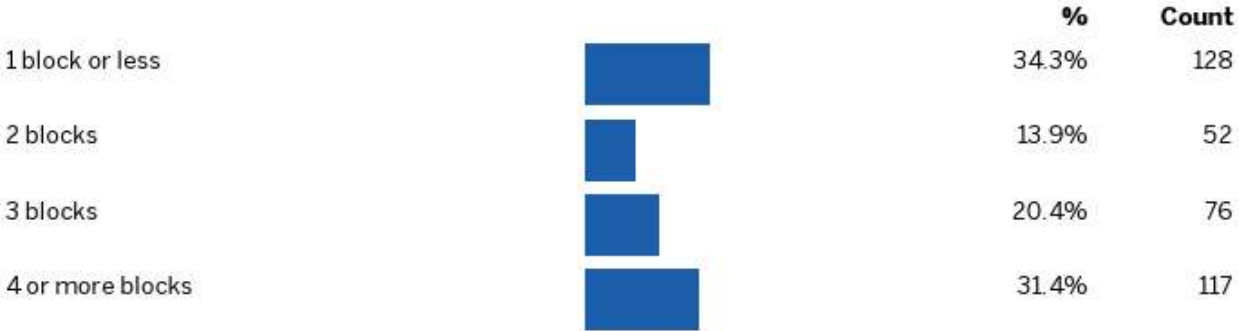
Where do you typically park while you are at work?



Survey Results - Employees

QUESTION 49

How far away do you typically park from work?



QUESTION 50

How long does it typically take you to find an available parking space before work?



Survey Results - Employees

QUESTION 52

Do you think the current on-street time limit of 2 hours typically provides enough time for your customers to park in and visit Downtown?



QUESTION 53

On a typical day, do you think there is enough convenient parking available for your customers Downtown?



Survey Results - Employees

QUESTION 54

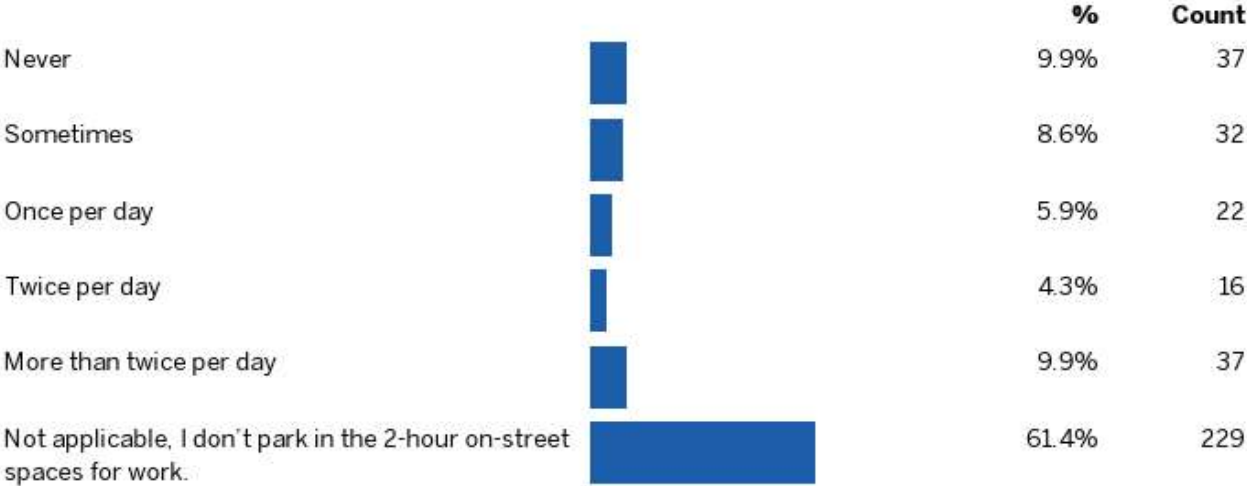
Do you believe there are sufficient long-term parking options available for customers in your area?



Survey Results - Employees

QUESTION 51

If you are parking in 2-hour on-street spaces, how frequently do you park or re-park while at work?



QUESTION 57

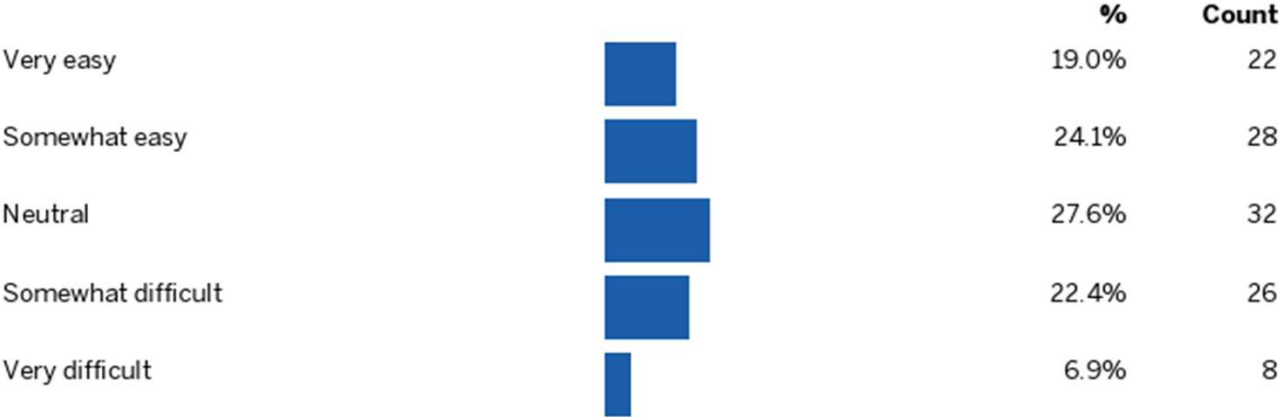
Do you purchase either the Quarterly Structure Pass (for parking structures) and the 10-hour meter permit (for street parking)?



Survey Results - Employees

QUESTION 62

How would you rate your experience applying for City parking permits?



QUESTION 63

At what frequency would you prefer to renew or reapply for City parking permits?



Financial Model if Rates Reverted

Applying parking rates & operating hours prior to July 1, 2023:

- **On-street/Lots**
 - Core (Zone 1): \$2.00/h
 - Outer (Zone 2/3): \$1.50/h
 - Operating hours: Mon-Sat 9 AM - 9 PM, Sundays 1 PM - 9PM
- **Structures**
 - \$1.50/h, \$6/daily max
 - First hour free
 - Operating hours: 24/7, 7 days per week

Applying current permit rates:

- 10h Meter Permit: \$60/month
- Structure Permit: \$255/quarter
- Overnight Parking Permit: \$375/quarter
- Preferential Parking: \$20/year

Year 1

<u>Projected Revenue</u>	
On-Street Paid Parking	\$3,560,000
Off-Street Structures Paid Parking	\$1,380,000
Long-term (Permit) Revenue	\$695,000
Other Parking Revenue	\$589,000
Citations and Fines	\$1,252,000
Misc. (incl. Interest on Investments)	\$76,000
Cumulative Projected Revenue	\$7,552,000

<u>Projected Expenses</u>	
Forecasted Annual Expenses	\$9,985,000
20% Contingency	\$1,997,000
Cumulative Projected Expenses	\$11,982,000

Net Profit/Loss **-\$4,430,000**

Adjustment Options to Bridge the Gap

Option #1: Lowest Rates, Remove Free Hour

- **On-street/Lots**
 - Core (Zone 1): \$2/h → \$2.50/h
 - Outer (Zone 2): \$1.75/h → \$2.00/h
 - Operating hours: Mon-Sat 9 AM - 9 PM, Sundays 1 PM - 9PM
- **Structures**
 - \$1.50/h, \$6/daily max → \$2/h, \$8/daily max
 - First hour free → remove
 - Operating hours: 24/7, 7 days per week

Year 1

Cumulative Projected Revenue	\$11,998,000
Cumulative Projected Expenses	\$11,982,000
Net Profit/Loss	\$16,000

Option #2: Higher Rates, Retain Free Hour

- **On-street/Lots**
 - Core (Zone 1): \$2/h → \$4.00/h
 - Outer (Zone 2): \$1.75/h → \$3.25/h
 - Operating hours: Mon-Sat 9 AM - 9 PM, Sundays 10 AM - 9PM
- **Structures**
 - \$1.50/h, \$6/daily max → \$2/h, \$8/daily max
 - First hour free
 - Operating hours: 24/7, 7 days per week

Year 1

Cumulative Projected Revenue	\$12,028,000
Cumulative Projected Expenses	\$11,982,000
Net Profit/Loss	\$46,000