

City of San Luis Obispo Parking Rate Study Community Meeting

May 2, 2024



DIXON
RESOURCES UNLIMITED

Agenda

- Introduction and Study Overview
- Parking Utilization Update
- Financial Modeling Discussion

DIXON Company Profile

- Extensive parking and transportation management experience

- Holistic approach to parking management

Parking Studies	Implementation Support
Stakeholder Engagement	Contract Management
Technology/Automation	Solicitation/Procurement
Monetization Modeling	Revenue Reconciliations
Best Practice Comparisons	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

Data Collection

- Inventory collection
- Parking occupancy collection

Financial Modeling

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

Stakeholder Groups

Engagement with:

- Downtown SLO Parking Taskforce
- Parking & Access Committee
- City Parking Steering Committee
- Chamber of Commerce

Community Outreach

- Round 2 of Community Meetings to present data and draft recommendations

Finalize Recommendations

Community Outreach

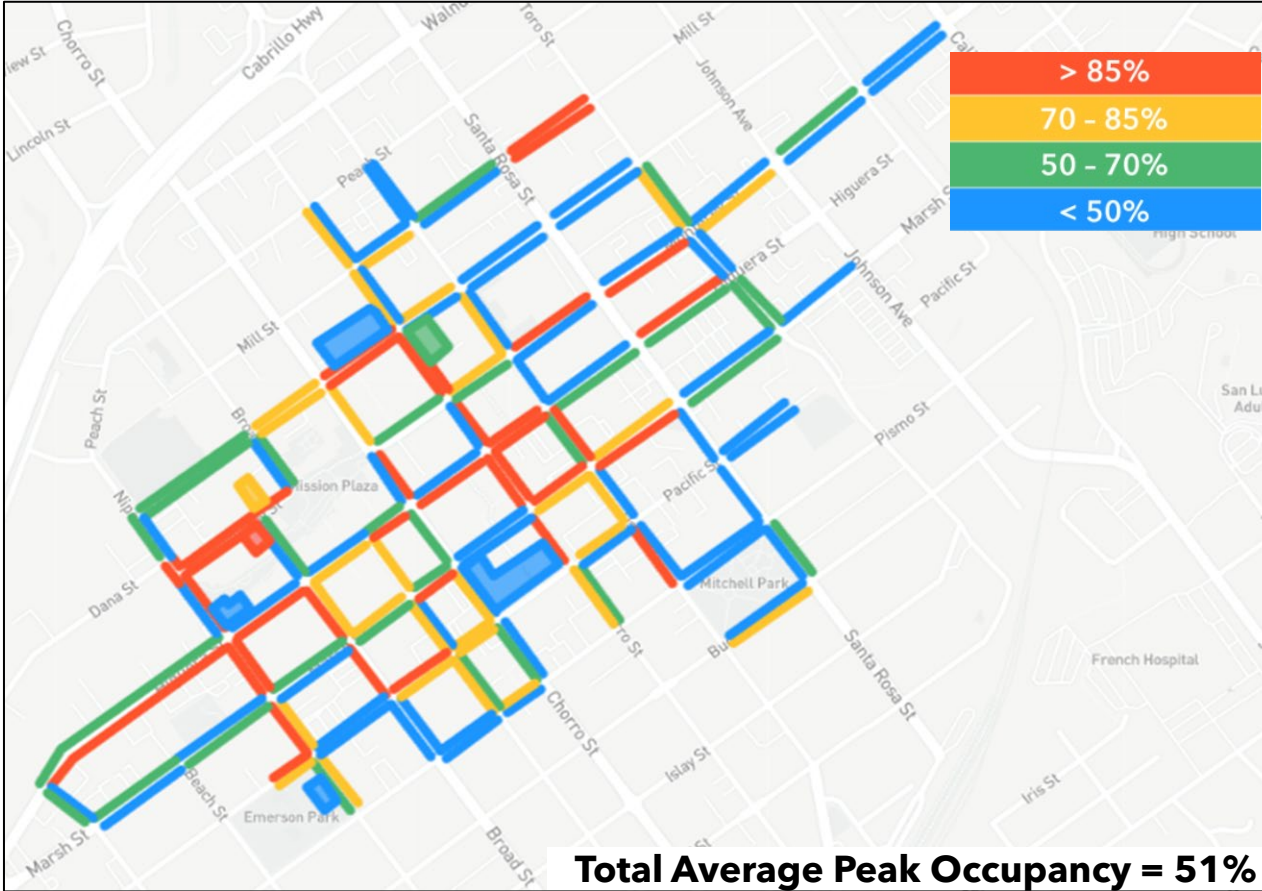
- Round 3 community meeting to present final rate model options

City Council Presentation

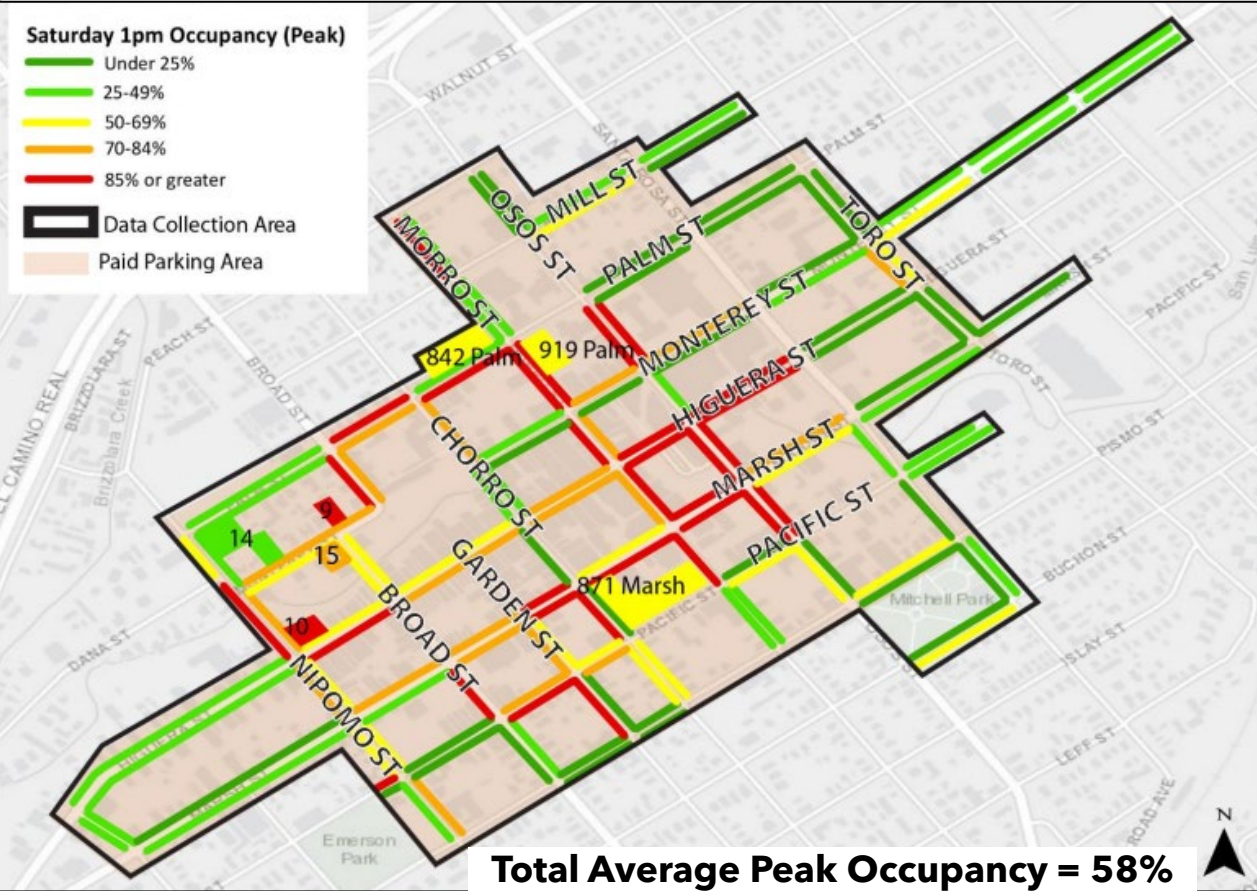


Parking Occupancy Data Comparison

Saturday Peak Occupancy (1-3pm)



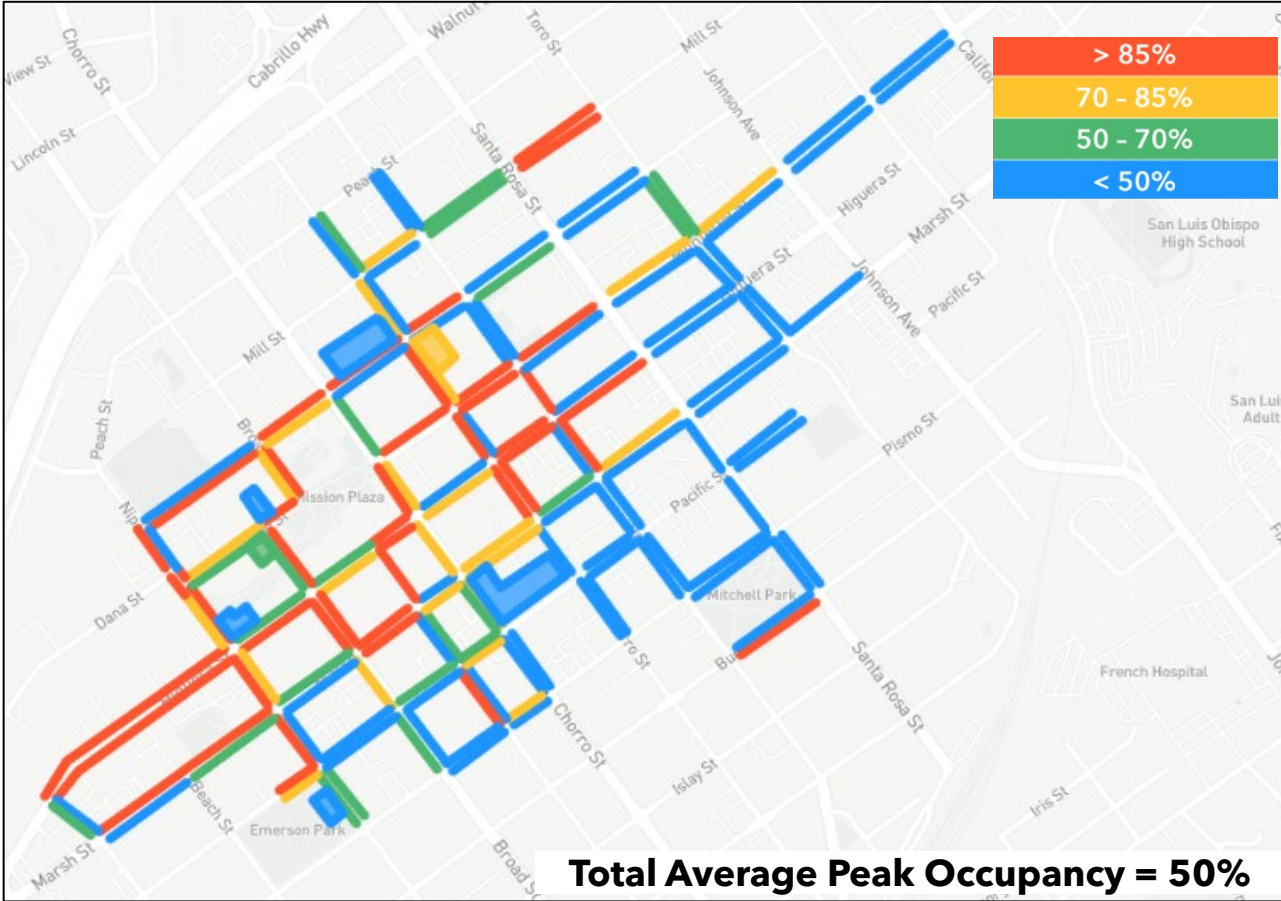
DIXON
March 2, 2024



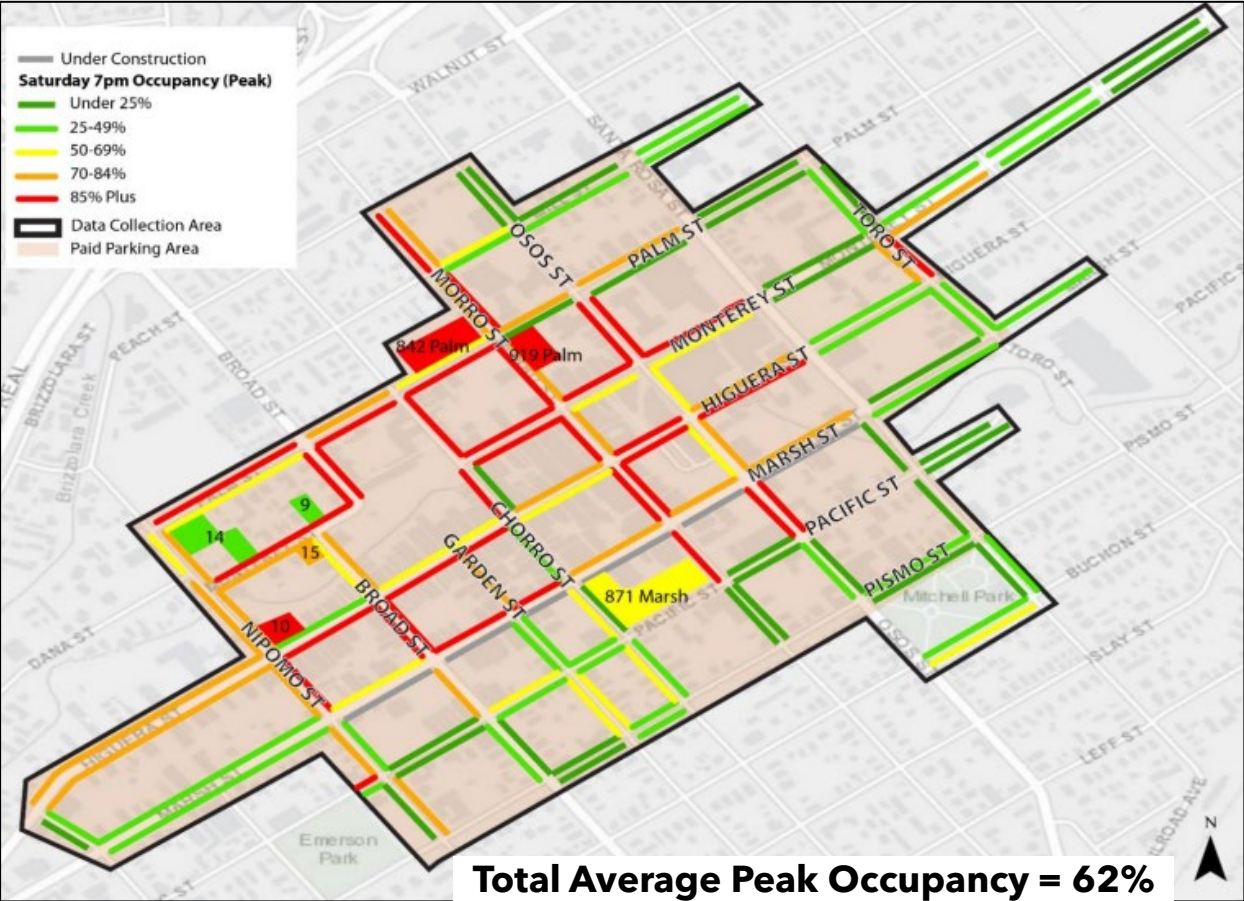
Walker Consultants
July 23, 2022

Parking Occupancy Data Comparison

Saturday Peak Occupancy (7-9pm)



DIXON
March 2, 2024

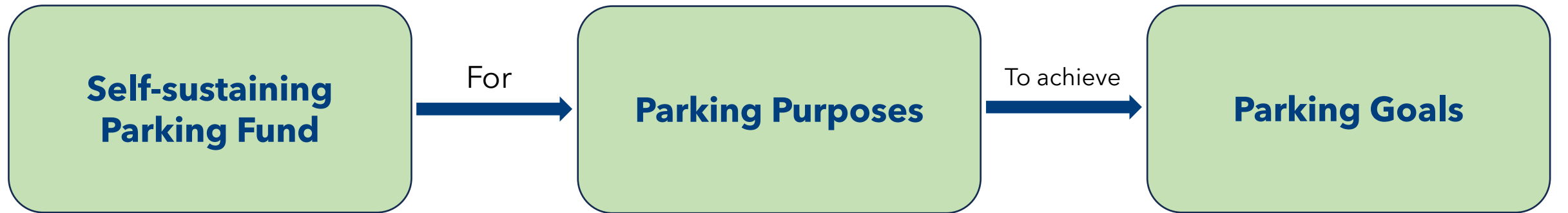


Walker Consultants
September 24, 2022

About the Parking Enterprise Fund

- Established in 1975
- Goal of Enterprise Funds: To finance or recover the cost of providing services primarily through user charges.
- Structure of Parking Enterprise Fund:

General Fund revenues **can not** be used for parking purposes.



Revenue Sources:

- Meters
- Structures
- Permits
- Fines
- Leases
- In-Lieu Fees

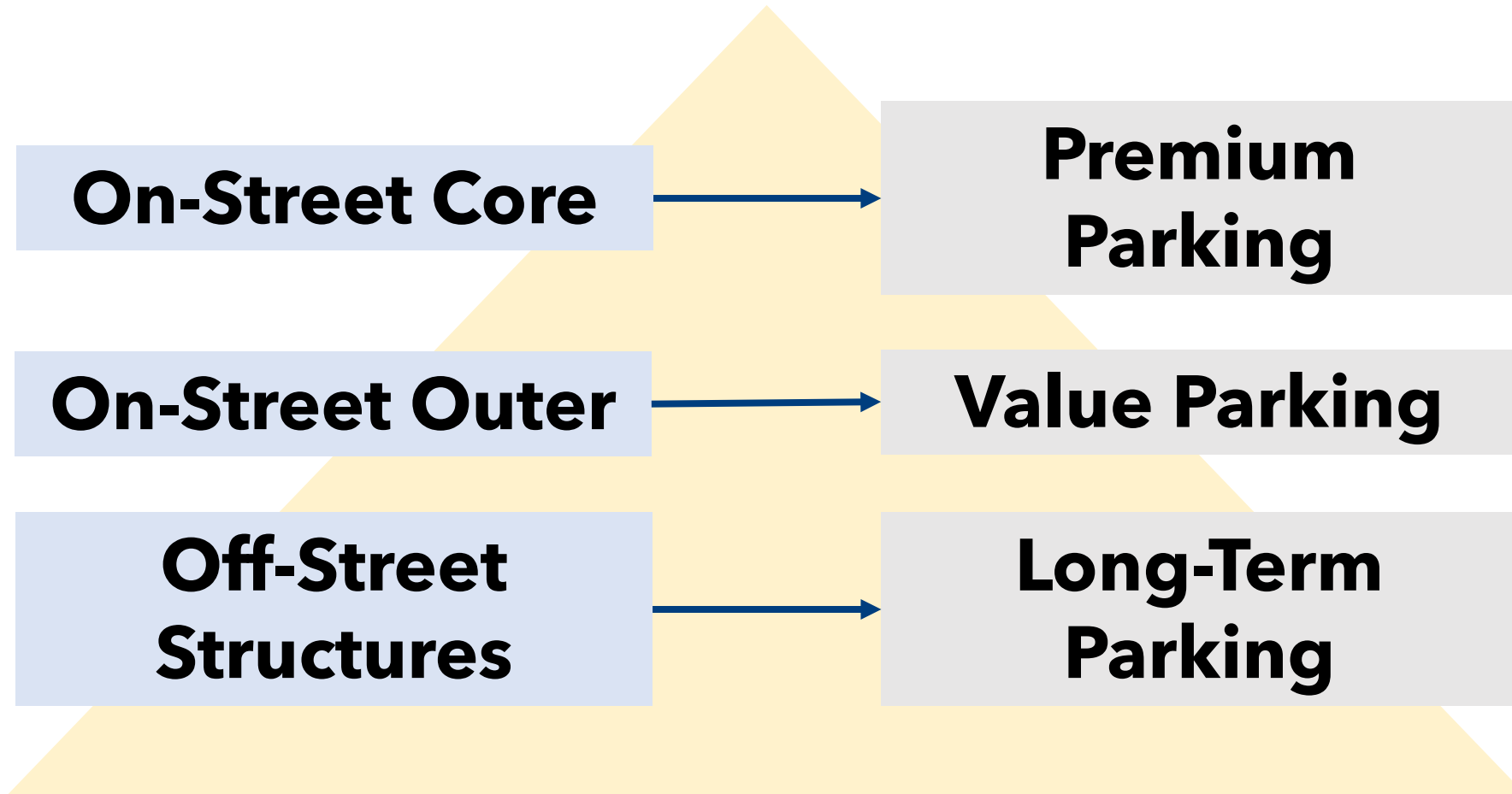
Parking Purposes include:

- Operation of parking program
- Maintenance of parking facilities
- Construction of new parking facilities
- Debt service

Parking Goals include:

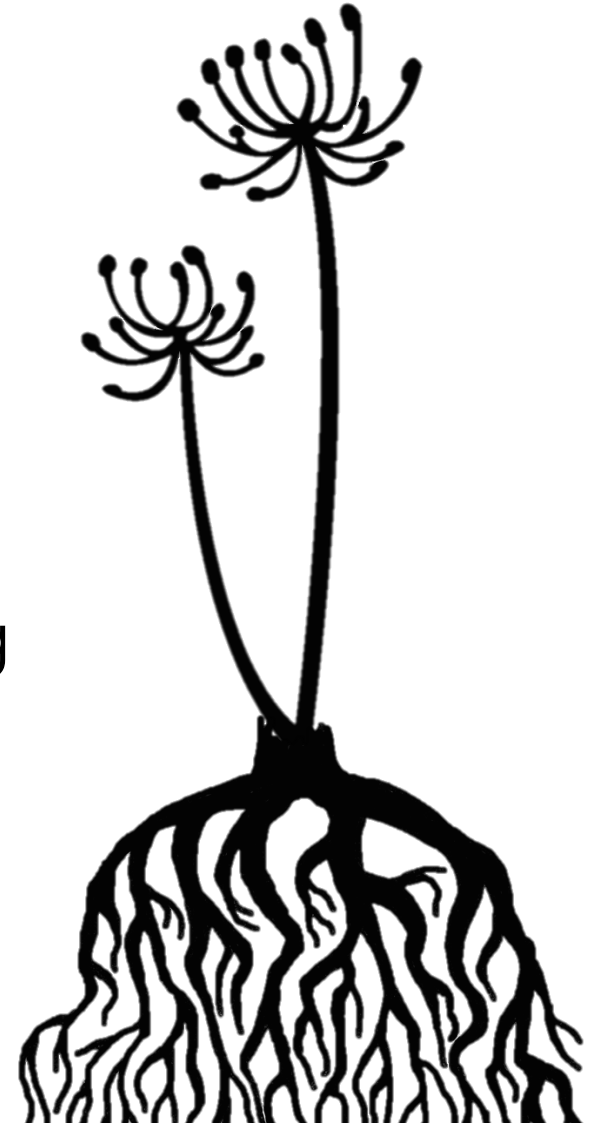
- Supporting the commercial core as an economic and cultural center
- Providing adequate, safe, and attractive parking for visitors and employees in the commercial core
- Recovering program costs

Parking Management

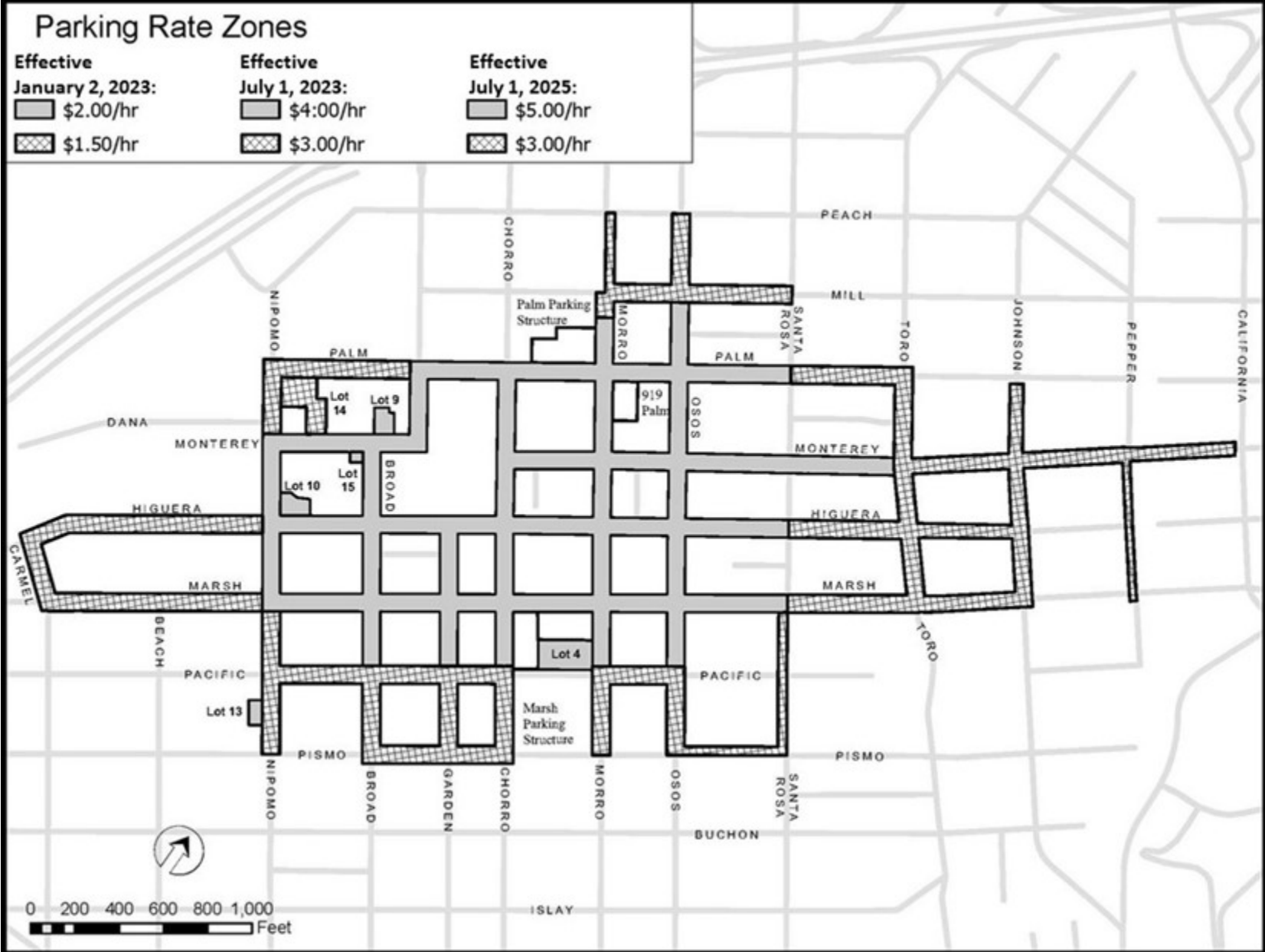


Parking Management

- 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



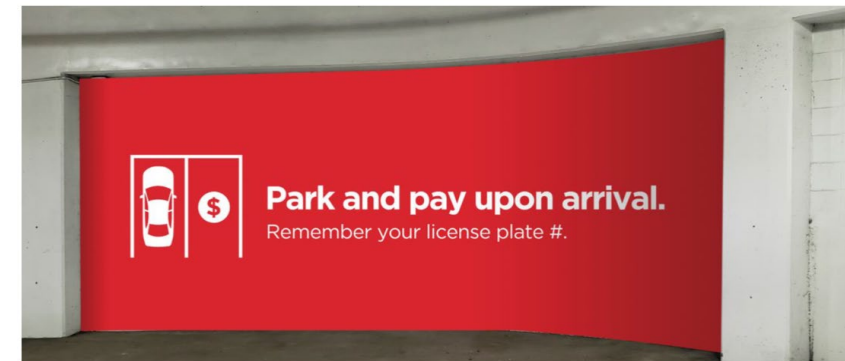
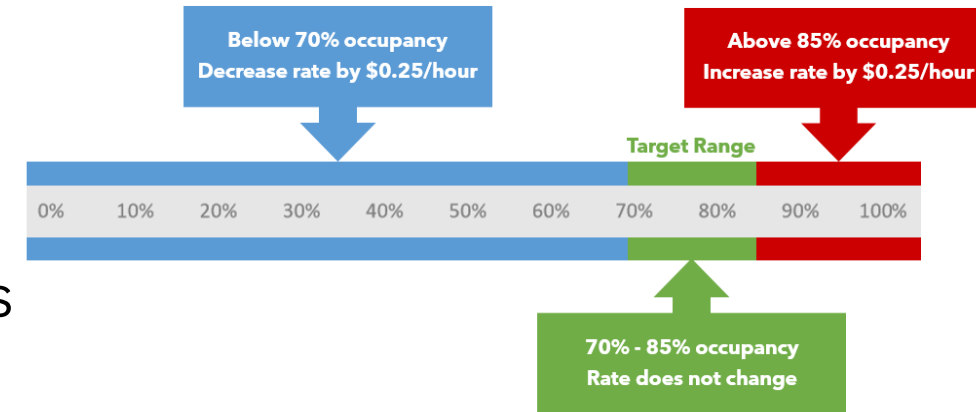
Key Considerations for Financial Modeling

- **Consistent and simple rate structure → easy to communicate**
- Increase turnover and parking availability
- Encourage people to patronize Downtown SLO
- Align premium pricing with on-street core spaces, and value pricing with on-street periphery and off-street spaces
- Ensure Parking Enterprise Fund maintains a financially sustainable forecast

Program and Operations Approaches

- Demand-based pricing
- Improve the jury parking & validation process
- Consider local incentives
- Employee parking options
 - More accessible permit pricing options
 - Bulk discount for employers managing permits
 - 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.



Sample Pay on Entry Sign

Option A: Prioritizes First Hour Free in Structures

Changes in **yellow highlight**, all other parameters retained from **current** model

On-street/Lots

- Core (Zone 1): \$4.00/h (No change)
- Outer (Zone 2/3): \$3.00/h (No change)
- Operating hours: Mon-Sat 9 AM - 9 PM
Sundays 1 PM - 9 PM

Structures

- \$3.00/h, \$12 daily max → \$2.50/h, \$10 max
- First hour free
- Operating hours: 24/7, 7 days per week
- Free Sundays → remove

Permits

- 10h meter permit: \$60/mo
- Structure permit: \$85/mo

Projected Revenue

	2024-25	2025-26	2026-27	2026-28	2026-29
On-Street Paid Parking	\$6,110,000	\$6,110,000	\$6,110,000	\$6,110,000	\$6,110,000
Off-Street Structures Paid Parking	\$1,350,000	\$1,350,000	\$1,750,000	\$1,750,000	\$1,750,000
Long-term (Permit) Revenue	\$900,000	\$900,000	\$900,000	\$900,000	\$900,000
Other Parking Revenue	\$590,000	\$590,000	\$600,000	\$620,000	\$620,000
Citations and Fines	\$1,250,000	\$1,230,000	\$1,280,000	\$1,250,000	\$1,250,000
Misc. (incl. Interest on Investments)	\$80,000	\$80,000	\$100,000	\$110,000	\$130,000
Total Projected Revenue	\$10,280,000	\$10,270,000	\$10,730,000	\$10,730,000	\$10,760,000

Projected Expenses

Total Expenditures	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Total Projected Expenses	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000

Change in Financial Position*

\$300,000	\$410,000	\$200,000	\$610,000	\$190,000
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* Difference between projected revenue and projected expenses.

Option B: Prioritizes Lowest Rates

Changes in **yellow highlight**, all other parameters retained from **current** model

On-street/Lots

- Core (Zone 1): \$4.00/h → \$2.75/h
- Outer (Zone 2/3): \$3.00/h → \$2.25/h
- Operating hours: Mon-Sat 9 AM - 9 PM
Sundays 1 PM - 9 PM

Structures

- \$3.00/h, \$12 daily max → \$2.00/h, \$8 max
- First hour free → remove
- Operating hours: 24/7, 7 days per week
- Free Sundays → remove

Permits

- 10h meter permit: \$60/mo
- Structure permit: \$85/mo

<u>Projected Revenue</u>	2024-25	2025-26	2026-27	2026-28	2026-29
On-Street Paid Parking	\$4,310,000	\$4,310,000	\$4,310,000	\$4,310,000	\$4,310,000
Off-Street Structures Paid Parking	\$2,860,000	\$2,860,000	\$3,690,000	\$3,690,000	\$3,690,000
Long-term (Permit) Revenue	\$900,000	\$900,000	\$900,000	\$900,000	\$900,000
Other Parking Revenue	\$590,000	\$590,000	\$600,000	\$620,000	\$620,000
Citations and Fines	\$1,250,000	\$1,230,000	\$1,280,000	\$1,250,000	\$1,250,000
Misc. (incl. Interest on Investments)	\$80,000	\$80,000	\$100,000	\$110,000	\$130,000
Total Projected Revenue	\$9,990,000	\$9,980,000	\$10,870,000	\$10,880,000	\$10,900,000
<u>Projected Expenses</u>					
Total Expenditures	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Total Projected Expenses	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Change in Financial Position*	\$10,000	\$120,000	\$340,000	\$760,000	\$330,000

* Difference between projected revenue and projected expenses.

Option C: Prioritizes Structure Parking

Changes in **yellow highlight**, all other parameters retained from **current** model

On-street/Lots

- Core (Zone 1): \$4.00/h → \$3.00/h
- Outer (Zone 2/3): \$3.00/h → \$2.50/h
- Operating hours: Mon-Sat 9 AM - 9 PM
Sundays 1 PM - 9 PM

Structures

- \$3.00/h, \$12 daily max → \$2.00/h, \$8 max
- First hour free → remove
- Operating hours: 24/7, 7 days per week
- Free Sundays → remove

Permits

- 10h meter permit: \$60/mo → \$45/mo
- Structure permit: \$85/mo → \$65/mo

<u>Projected Revenue</u>	2024-25	2025-26	2026-27	2026-28	2026-29
On-Street Paid Parking	\$4,730,000	\$4,730,000	\$4,730,000	\$4,730,000	\$4,730,000
Off-Street Structures Paid Parking	\$2,860,000	\$2,860,000	\$3,690,000	\$3,690,000	\$3,690,000
Long-term (Permit) Revenue	\$700,000	\$700,000	\$700,000	\$700,000	\$700,000
Other Parking Revenue	\$590,000	\$590,000	\$600,000	\$620,000	\$620,000
Citations and Fines	\$1,250,000	\$1,230,000	\$1,280,000	\$1,250,000	\$1,250,000
Misc. (incl. Interest on Investments)	\$80,000	\$80,000	\$100,000	\$110,000	\$130,000
Total Projected Revenue	\$10,210,000	\$10,200,000	\$11,100,000	\$11,100,000	\$11,120,000
<u>Projected Expenses</u>					
Total Expenditures	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Total Projected Expenses	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Change in Financial Position*	\$230,000	\$340,000	\$570,000	\$980,000	\$550,000

* Difference between projected revenue and projected expenses.

Option D: Community Request (Reduce Rates, First Hour Free)

Changes in **yellow highlight**, all other parameters retained from **current** model

On-street/Lots

- Core (Zone 1): \$4.00/h → \$3.00/h
- Outer (Zone 2/3): \$3.00/h → \$2.50/h
- Operating hours: Mon-Sat 9 AM - 9 PM
Sundays 1 PM - 9 PM

Structures

- \$3.00/h, \$12 daily max → \$2.50/h, \$10 max
- First hour free
- Operating hours: 24/7, 7 days per week
- Free Sundays → remove

Permits

- 10h meter permit: \$60/mo
- Structure permit: \$85/mo → \$45/mo

Validations

- \$2/hr → \$1/hr

<u>Projected Revenue</u>	2024-25	2025-26	2026-27	2026-28	2026-29
On-Street Paid Parking	\$4,730,000	\$4,730,000	\$4,730,000	\$4,730,000	\$4,730,000
Off-Street Structures Paid Parking	\$1,350,000	\$1,350,000	\$1,750,000	\$1,750,000	\$1,750,000
Long-term (Permit) Revenue	\$680,000	\$680,000	\$680,000	\$680,000	\$680,000
Other Parking Revenue	\$590,000	\$590,000	\$600,000	\$620,000	\$620,000
Citations and Fines	\$1,250,000	\$1,230,000	\$1,280,000	\$1,250,000	\$1,250,000
Misc. (incl. Interest on Investments)	\$80,000	\$80,000	\$100,000	\$110,000	\$130,000
Total Projected Revenue	\$8,680,000	\$8,670,000	\$9,130,000	\$9,130,000	\$9,150,000
<u>Projected Expenses</u>					
Total Expenditures	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Total Projected Expenses	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Change in Financial Position*	-\$1,300,000	-\$1,190,000	-\$1,400,000	-\$990,000	-\$1,410,000

* Difference between projected revenue and projected expenses.

Option E: Community Request (Option C rates, Reduced Operating Hours)

Changes in **yellow highlight**, all other parameters retained from **current** model

On-street/Lots

- Core (Zone 1): \$4.00/h → \$3.00/h
- Outer (Zone 2/3): \$3.00/h → \$2.50/h
- Operating hours: Mon-Sat 9 AM - 6 PM
Sundays 1 PM - 6 PM

Structures

- \$3.00/h, \$12 daily max → \$2.00/h, \$8 max
- First hour free → remove
- Operating hours: 24/7, 7 days per week
- Free Sundays → remove

Permits

- 10h meter permit: \$60/mo → \$45/mo
- Structure permit: \$85/mo → \$65/mo

<u>Projected Revenue</u>	2024-25	2025-26	2026-27	2026-28	2026-29
On-Street Paid Parking	\$3,490,000	\$3,490,000	\$3,490,000	\$3,490,000	\$3,490,000
Off-Street Structures Paid Parking	\$2,860,000	\$2,860,000	\$3,690,000	\$3,690,000	\$3,690,000
Long-term (Permit) Revenue	\$700,000	\$700,000	\$700,000	\$700,000	\$700,000
Other Parking Revenue	\$590,000	\$590,000	\$600,000	\$620,000	\$620,000
Citations and Fines	\$1,250,000	\$1,230,000	\$1,280,000	\$1,250,000	\$1,250,000
Misc. (incl. Interest on Investments)	\$80,000	\$80,000	\$100,000	\$110,000	\$130,000
Total Projected Revenue	\$8,970,000	\$8,960,000	\$9,850,000	\$9,850,000	\$9,880,000
<u>Projected Expenses</u>					
Total Expenditures	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Total Projected Expenses	\$9,990,000	\$9,860,000	\$10,530,000	\$10,120,000	\$10,570,000
Change in Financial Position*	-\$1,010,000	-\$900,000	-\$680,000	-\$260,000	-\$690,000

* Difference between projected revenue and projected expenses.

Summary of Financially Sustainable Options



	Option A: Retain Free Hour	Option B: Lowest Rates	Option C: Structure Parking
On-street Rates	Core: \$4.00/h Outer: \$3.00/h	Core: \$2.75/h Outer: \$2.25/h	Core: \$3.00/h Outer: \$2.50/h
On-street Hours	Mon-Sat, 9 AM - 9 PM Sundays, 1 PM - 9 PM	Mon-Sat, 9 AM - 9 PM Sundays, 1 PM - 9 PM	Mon-Sat, 9 AM - 9 PM Sundays, 1 PM - 9 PM
Off-street Rates	\$2.50/h, \$10.00 daily max First hour free	\$2.00/h, \$8.00 daily max	\$2.00/h, \$8.00 daily max
Off-street Hours	7 days per week	7 days per week	7 days per week
Permit Rates	<ul style="list-style-type: none"> 10h meter permit: \$60/mo Structure permit: \$85/mo 	<ul style="list-style-type: none"> 10h meter permit: \$60/mo Structure permit: \$85/mo 	<ul style="list-style-type: none"> 10h meter permit: \$45/mo Structure permit: \$65/mo

Other Considerations, Not Recommended

- Extend 2-hour on-street limit to 3-hours
 - Not recommended as longer-term parkers should be in the structures
 - 81% of on-street stays are already less than 2 hours
- Reduction in operating hours
 - Not recommended as it decreases ability to balance parking demand

What's next?

Presentation at the Council Workshop on May 14

In the meantime, direct your questions & comments to:

SLO@DixonResourcesUnlimited.com