



City of San Luis Obispo Parking Services

2012-13 ANNUAL REPORT

December 2013



*Prepared by: Parking Services
A Division of Public Works*

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1. GENERAL INFORMATION

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. The time frame for this report is for the fiscal year beginning July 1, 2012 to June 30, 2013.

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 while preserving 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 be consistent with *Financial Plan* goals and policies that are updated every two years.

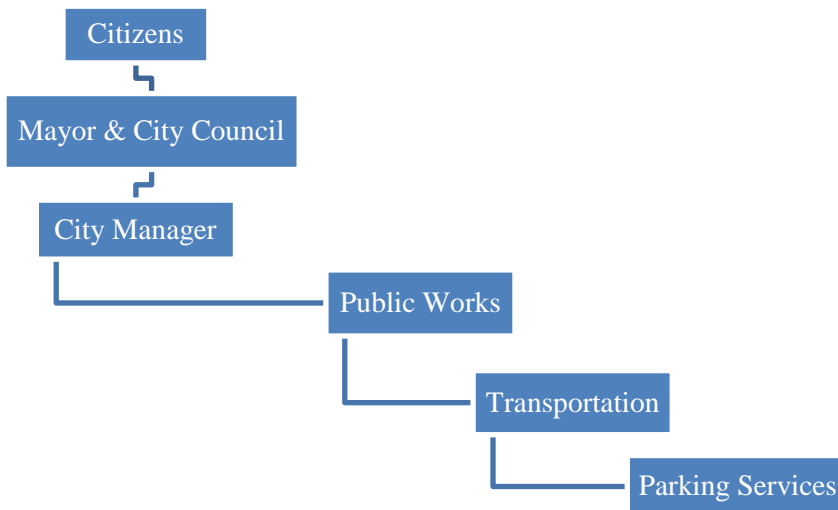
1.4. Background

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. The main management and enforcement of parking was moved from the Police Department to

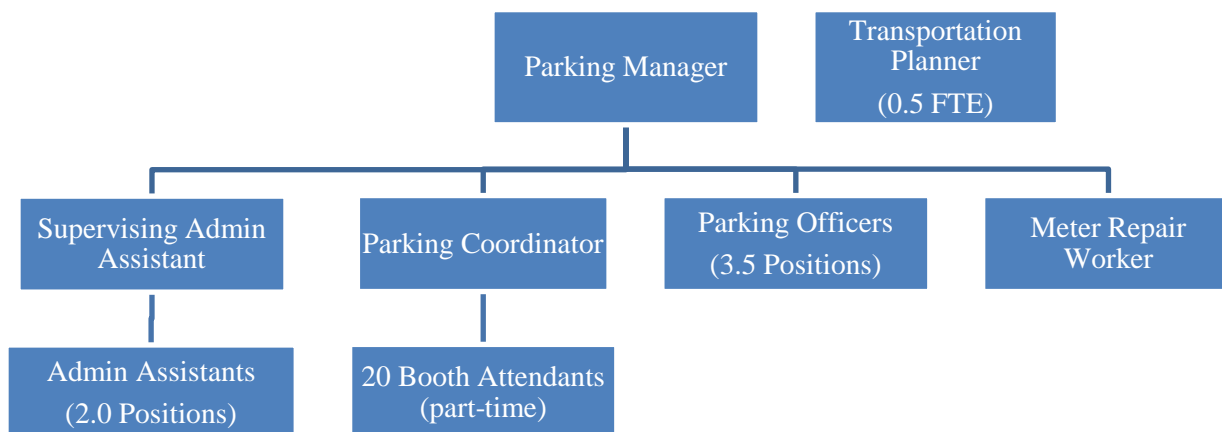


Public Works in the 1980s. Since that time the management, operation, and substantial enforcement of parking has been its own division.

1.5. City of San Luis Obispo Parking System Organization



1.6. Parking Services Organization Chart





2. ACCOMPLISHMENTS AND PARTNERSHIPS

2.1. 2012-13 Accomplishments

- a. Full implementation of Sunday parking from 1 pm to 6 pm.
- b. Full year with 404 credit card capable parking meters in the downtown “super-core.”
- c. Replacement of over 169 sign posts, 341 “No Parking 3 AM to 5 AM” signs, and other downtown parking signs. *(See Image Below)*
- d. Expansion of Lot 11 by removal of the Yung Building as part of the Chinatown project.
- e. Neighborhood Wellness goal implementation added weekend neighborhood parking enforcement.
- f. No Overnight Camping ordinance research and implementation.
- g. Research and study of oversized vehicle and trailer ordinance.
- h. Processed a potential residential parking district for Highland Drive near the Bishop’s Peak trail head.
- i. Continued work with stakeholders to update the Railroad Square parking management program.
- j. Replaced canvas awnings on the Marsh Street parking structure along Chorro Street.
- k. The Parking Manager continued to represent the City as the Downtown Champion.

2.2. Partnerships

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

- a. San Luis Obispo Downtown Association
- b. San Luis Obispo Chamber of Commerce
- c. Cal Poly San Luis Obispo University Police
- d. The Neighborhood Services Team
- e. Resident groups including Residents for Quality Neighborhoods (RQN)
- f. The Railroad Square Parking group



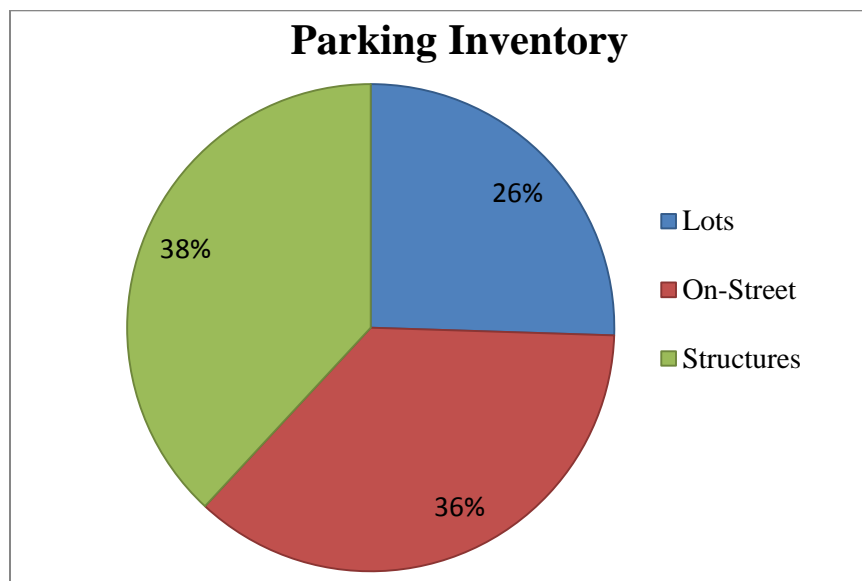


3. PARKING INVENTORY

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 is an additional surface parking lot on Mill St. 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 mentioned above.

3.1. Public Parking Inventory

Type of Parking	No. of Spaces
13 Parking Lots	788
On-Street Parking	1,125
3 Parking Structures	1,177
<i>Totals:</i>	3,090





3.2. 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	72	4					76
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	73	2			1		76
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	1 (PD) 6 (Bus)		5	272
Totals:		392	33	305	36	2	19	788

3.3. 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	\$16.6	242
Totals:		\$32.3	1,177

3.4. 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	194	Palm	113
Marsh	160	Pismo	39
Mill	28	Santa Rosa	12
Monterey	73	Toro	47
Subtotal:	620	Subtotal:	505
		Totals:	1,125



4. HOURS OF OPERATION

Parking Services hours of operation vary depending on the type of service. In the past year, 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.

4.1. Parking Lots and On Street Meters

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

1:00 pm to 6:00 pm Sunday

4.2. Parking Structures

- 842 Palm and 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

4.3. Parking Services Office

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



871 Marsh St. Parking Structure



Surface Parking Lot 11



5. 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.

5.1. 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 |



Credit Card Meter

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 Downtown Residential | \$10 a year |
| • Commercial Loading Zone | \$60 a year |
| • Neighborhood Residential | \$10 a year |
| • Replacement Residential | \$15 for the 1 st , \$25 thereafter |

5.4. Other Parking Rates

- | | |
|--------------------------------|---|
| • Construction Meter Bag | \$20 a day |
| • Meter Key Refundable Deposit | \$25 |
| • Validation Stickers/Tokens | \$45 for 100 hours |
| • Parking In-Lieu | \$18,330/space new construction/additions |
| | \$9,165/space community partners |
| • Parking In-Lieu | \$4,582/space occupancy change |
| | \$2,291/space community partners |



6. RESIDENTIAL PERMIT PARKING DISTRICTS

Beginning in the late 1970s Parking Services began implementing and enforcing 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. No parking districts were formed in the 2012-13. One new district was requested on Highland Drive near the Bishops Peak trail head but did not reach the initial 50% interest by the residents.

6.1. 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
Totals:		756	1,512	62,298		

6.2. Residential Permit Parking Citation Statistics

In 2012-13 parking enforcement was expanded to include weekend enforcement in residential areas. As part of this report, violations are tracked for review Monday through Sunday. Parking Enforcement Officers issued 2,150 citations in the residential areas outside of the downtown. The three most common citations issued were:

- a. No Residential Permit violations with 1,275 issued
- b. Prohibited Parking violations with 306 issued, and
- c. Blocking Sidewalk Access violations with 154 issued

These three citation types account for 80.7% of all citations issued in residential permit parking districts.



7. SALES AND SERVICES

Parking Services administrative staffs interact with customers, residents, and visitors through front counter transactions, phone calls, mail, and email. Administrative staffs 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. Several other city offices will accept parking fine payments but the majority of transactions occur at the Parking Services office.

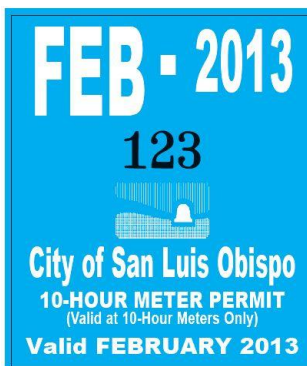
The cash register transactions shown below include all the transactions completed by the various city offices. The breakdown of the transactions shown below only includes the transactions performed at the Parking Services office front counter. Miscellaneous includes meter bag sales, cash key refills, and event parking permits. These transactions are not tracked individually.

7.1. Cash Register Transactions

There were **9,209** cash register transactions in 2012-13

7.2. Breakdown of Transactions

• Parking fine payments	4,082
• 10-Hour residential monthly permits	3,213
• Residential parking district permits	1,210
• Parking Validations (100 hour each)	159
• 10-Hour residential annual permits	55
• Cash keys sold	89
• Commercial Loading Zone permits	44
• Miscellaneous	357



10-Hour Meter Permit



Cash Key



8. PARKING ENFORCEMENT AND ADJUDICATION

Parking Enforcement Officers perform 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.

8.1. 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.

8.2. Parking Services Officers Statistics

• Number of parking citations issued	28,690
• Number of service calls	11,007
• Number of Holiday Citations (Holiday warnings)	229

8.3. Parking Adjudication (§ 40215 Calif. Vehicle Code)

• Administrative Reviews	1,844
% Upheld	48%
% Dismissed	52%
• Number of parking meters tested for adjudication	48
• Administrative Hearings	145
% Upheld	61%
% Dismissed	39%
• Municipal Court Hearings	0

8.4. Parking Fine Collection Rate

• 2012-13 Parking Fine collection rate	93%
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9. PARKING STRUCTURE USE

Parking structure usage differs based on several variables including: day of week, time of year, and by individual parking structure. The 1st 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	53%
• Average Daily Revenue	\$513
• Annual revenue of daily parkers	\$185,775
• Daily average of cars parked	505
• Annual cars parked	171,610

871 Marsh Street (520 public parking spaces)

• Average Occupancy Rate	56%
• Average Daily Revenue	\$1,211
• Annual revenue of daily parkers	\$438,416
• Daily average of cars parked	1,377
• Annual cars parked	475,464

919 Palm Street (192 public parking spaces)

• Average Occupancy Rate	79%
• Average Daily Revenue	\$545
• Annual revenue of daily parkers	\$197,359
• Daily average of cars parked	571
• Annual cars parked	199,723



919 Palm St. Parking Structure



10. PARKING / TRANSPORTATION DEMAND MANAGEMENT INITIATIVES

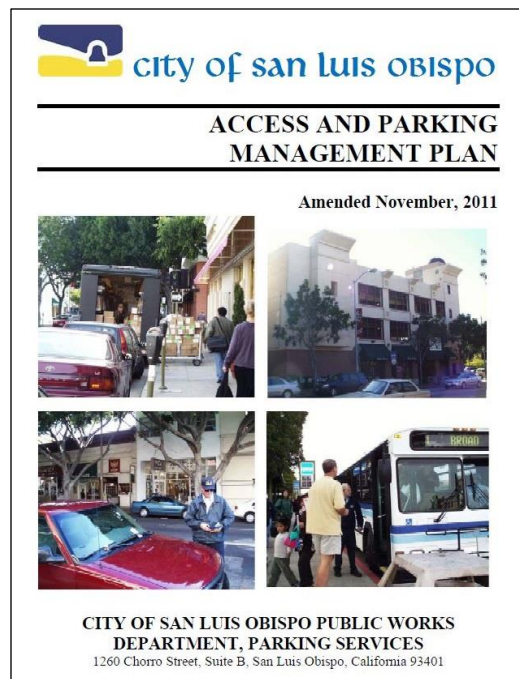
Parking and transportation demand management is part of a city-wide effort to alleviate the negative impacts of vehicle use by supporting and increasing residents' access to alternative forms of transportation. For more information on parking and transportation demand management initiatives please see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

10.1. 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. Juror parking in 842 Palm Street Structure



Ride-on Shuttle Bus





11. PARKING ENTERPRISE FUND

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

11.2 Parking Revenues

Parking Services is funded through multiple revenue sources with the majority (56%) from on-street and surface lot metered parking use and parking structure use. Parking in-lieu fees accounted for a relatively large portion of the revenues (17%) for 2012-13 as a result of the Chinatown Project in-lieu fees that were paid to Parking Services during that time.

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 shown in the table on Page 16.

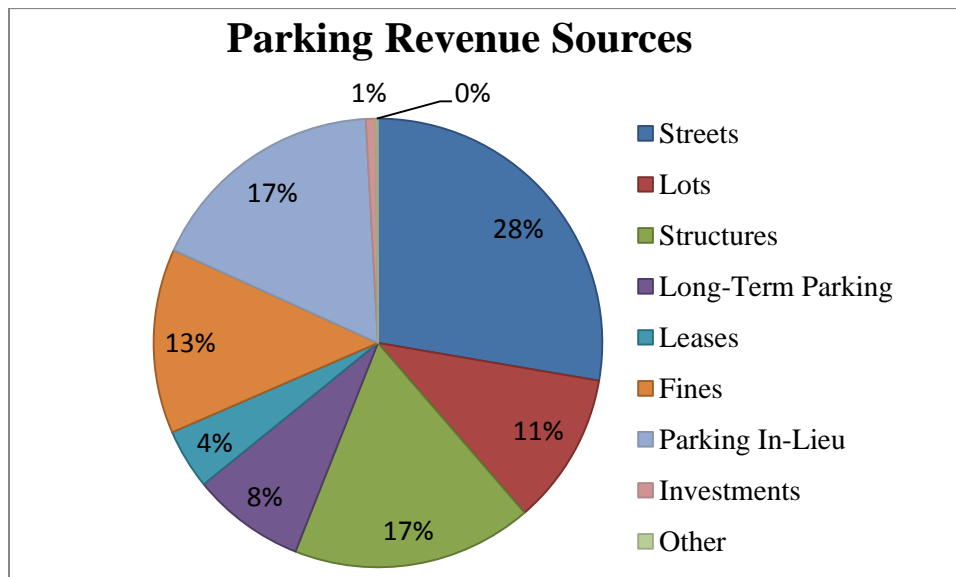


The 2012-13 fiscal year is the first full year of operating the approximately 400 new credit card meters; below are several significant statistics. Comparison of the average transaction amount for each payment type indicates that cash is typically used for short-term parking needs while credit/debit cards are typically used for longer-term parking.

- Cash transactions: 64%
- Credit/debit card transactions: 36%
- Average cash transaction amount: \$0.70
- Average credit/debit transaction amount: \$1.69

Revenue Type*	2012-13
Street Meters	\$1,313,000
Parking Lot Meters	\$519,900
Structures	\$821,600
Long-Term Parking	\$386,700
Leases	\$205,300
Fines	\$631,100
Parking In-Lieu	\$822,200
Investments	\$33,600
Other	(7,400)
Totals:	\$4,726,000

*Figures are based on 2013-14 Mid-Year Budget Review





11.3 Parking Expenses

Operating programs, which cover all staffing and contracted services, accounts for nearly half (44%) of Parking Fund expenditures. Contract services include such items as: security, coin collection, elevator upkeep, and document management. Debt service for the parking structures accounts for 36% of the Parking Fund expenditures however, the retirement of the debt service for 842 Palm St. structure and the original Marsh St. structure in the 2014-15 budget cycle will reduce this figure.

Operating Programs	Cost	Debt Service	Cost
Staffing	\$1,081,000	842 Palm and Original Marsh	\$517,300
Contract Services	\$598,500	Marsh Expansion	\$420,200
Other	\$169,000	919 Palm	\$551,500
Totals:	\$1,848,500	Dispatch Center & Radios	\$9,700
		Totals:	\$1,498,700

Expense Type	Cost
Operating Programs	\$1,848,500
Capital Projects	\$56,300
Debt Service	\$1,498,700
Retrospective Insurance Charge	\$83,500
Legal Services	\$100,700
General Government	\$592,100
Totals:	\$4,179,800

