

DOWNTOWN PARKING MANAGEMENT GROUP

REPORT #2

REPORT ON INITIAL TIME LIMIT AND RATE TEST INSTALLATION

RECOMMENDATIONS FOR PROPOSED PARKING TIME LIMITS AND
RATES WITHIN THE APPROVED TEST AREAS

MARCH 30, 2005

ISSUED TO:
DEPUTY MAYOR MICHAEL ZUCCHET

SUMMARY

The Downtown Parking Management Group ("Group") has determined the initial recommendations for testing varied time limits and rates within the designated Test Areas. City Staff will recommend to the City Manager that these recommendations be implemented in accordance with San Diego City Ordinance O-19336, adopted 11/29/04 and Council Resolution R-299867, adopted 11/15/04. The initial trial of new hours and rates will take place at the locations discussed below and shown in the attached maps. The test will primarily add 4-hour and 9-hour zones with rates ranging from \$0.50 to \$1.25. The purpose of the initial test will be to determine what combination of hours and/or rates in specific areas will increase meter utilization and best ensure turnover where required.

BACKGROUND

The City Managers Parking Task Force identified that the current one size fits all parking program for the City was less than the optimal solution to parking impacts within different areas of the City. The recommendations of the Task Force resulted in changes to the ordinances and resolutions regarding parking noted in the above summary. Deputy Mayor Michael Zucchet formed the Downtown Parking Management Group to begin to implement some of the ideas from the Task Force within the Centre City area/Parking District One.

The Group proceeded to initially examine the use of new technology in a pilot program for Centre City. During the data review for the New Technology Pilot Program, it was discovered that 54% of all of downtown's parking meters are used less than 40% of the time.

In the Group's First Report, recommendations to increase utilization were suggested. These recommendations included test areas for a New Technology Pilot Program and Test Areas for varying time limits and rates. The City Council passed San Diego City Ordinance O-19343, adopted 12/07/04 and Council Resolution R-299867, adopted 11/29/04, granting the City Manager authority to vary time limits and rates in four specific test areas as mapped in the First Report (see attached Maps, one test area in East Village, Marina, Cortez and Little Italy.)

DISCUSSION

The Group created these test areas where there is low metered space utilization to determine ways and means to more effectively manage the supply and demand of parking in very heavy and very low usage areas within the public right-of-way. Within the four varied time/rate test areas, the Group has completed a block-by-block analysis of the existing land uses and how they relate to parking patterns. The analysis also

considered land uses surrounding the test areas for their parking needs, as well as the parking needs of employees, visitors, businesses owners and residents within and adjacent to the test areas.

This Report notes that City Staff is recommending to the City Manager that the initial trial of varied time limits and rates commence as soon as practicable. This will involve compliance with the new parking ordinances to change hours and rates on the specified blocks. The test period for the new hours and rates should begin as soon as existing parking meters can be reprogrammed and the appropriate signage installed with public notification.

Following the changes, the Group will collect the necessary data on what variables are most effective in increasing parking space utilization. As data is collected and analyzed by the Group throughout the test period, further changes will be proposed by City Staff to the City Manager as required. It is expected that the testing of varied hours and rates will be completed at the same time as the New Technology Pilot Program ends.

There are possible impacts from this testing as noted in the First Report. Outreach to those affected and the general public is ongoing. Any negative impact should be minimal, particularly since the test areas are not large. The Group's goal is to significantly increase parking space utilization; therefore, monitoring will be frequent. The Group will make changes to specific test areas as soon as the Group notices trends that warrant revision. (In case of revisions, the Group will propose revised outreach to the affected community members to minimize any confusion.) Furthermore, the Ordinance and Resolution for this test program provide flexibility to reverse declining utilization limiting any potential revenue reduction.

RECOMMENDATIONS

The following are specific recommendations for new time limits and rates for block segments within the four test areas:

<u>Area/Block Segments</u>	<u>Time Limit</u>	<u>Rate</u>
MARINA 2 (including approximately 29 new meters) Kettner Blvd from E St to G St E St from Pacific Hwy to RR F St from RR to Kettner Blvd (south side only) Pacific Hwy from E St to F St (east side only)	9 Hr	\$0.75
G St from Pacific Hwy to State St (except south side from Kettner Blvd to India St) Pacific Hwy from F St to G St (east side only) F St from Pacific Hwy to RR	4 Hr	\$1.25

<u>Area/Block Segments</u>	<u>Time Limit</u>	<u>Rate</u>
LITTLE ITALY (including approximately 6 new meters) Grape St from Pacific Hwy to California St	9 Hr	\$0.75
Grape St from Columbia St to Kettner Blvd (excluding the 15 minute zone and the construction and driveway areas)	2 Hr	\$1.25
CORTEZ (no new meters) Eighth Ave from Ash St to Beech St (east side) Eighth Ave from Ash St to Beech St (west side/northern half) Ninth Ave from Ash St to Beech St (west side only) Beech St from Eighth Ave to Ninth Ave (south side only)	9 Hr	\$0.50
EAST VILLAGE (including approximately 187 new meters) E, F and G Sts from Ninth Ave to 13 th St (west side) (except for E St - south side - from Ninth Ave to Tenth Ave) Ninth, Tenth and Eleventh Aves and 13 th St (west side) from E St to G St	4 Hr	\$1.00
E, F and G Sts from 13 th St (east side) to 16th St 13 th (east side), 14 th , 15 th and 16 th Sts from E St to G St	9 Hr	\$0.50

PROCESS/NEXT STEPS

Prior to activating the new time limits and rates, City Staff will develop an implementation plan that will include installation of new signs to alert motorists to time limit and rate changes, installation of single-head meters along block segments where they currently do not exist but are previously authorized and notification in accordance with new Parking Ordinances and publicity.

Upon termination of the New Technology Pilot Program, a report will be issued covering all strategies explored by the Downtown Parking Management Group for the use of the Parking Advisory Board, Parking Districts, the City Council and City Manager/Mayor in planning for the future.

As the strategies are put in place and tested, the Group will conduct monthly analysis at bi-weekly meetings subject to data availability. The Group will continue to explore better utilization of all curb space in downtown and propose further initiatives as they are created.

Respectfully submitted,



Scott Kessler, Chair
Downtown Parking Management Group

Attachments:

- 1 Downtown Parking Management Group--Member Roster
- 2 Maps, Downtown Parking Management Group, Test Areas - Proposed Parking Time Limits and Rates (Marina 2, Little Italy, Cortez, East Village)
- 3 Parking Meter Utilization Rates in Downtown

**DOWNTOWN PARKING MANAGEMENT GROUP
MEMBER ROSTER**

<u>Name:</u>	<u>Organization:</u>
Scott Kessler, Chair	Business Improvement District (BID) Council
John Cunningham, Vice Chair	Centre City Advisory Committee
Christopher Hall	Centre City Advisory Committee
Bill Keller	Centre City Advisory Committee
John Lawrence	Centre City Advisory Committee
Paul Robinson	Centre City Advisory Committee
Frank Alessi	Centre City Development Corporation
Gary Smith	Downtown Residents Group
Erik Judson	San Diego Padres
Kevin Casey, Ex Officio	Downtown Partnership (BID)
Jimmy Parker, Ex Officio	Gaslamp Quarter Association (BID)
To Be Appointed, Ex Officio	Little Italy Association (BID)

<u>Other Participants:</u>	
Andrew Phillips	Centre City Development Corporation
John W. Collum	Centre City Development Corporation
Mike Dibas	City of San Diego
Charles Flowers	City of San Diego
Julio Fuentes	City of San Diego
Don Mullen	City of San Diego
Jose Rios	City of San Diego
Mario Sierra	City of San Diego
Michele St. Bernard	City of San Diego
Deborah Van Wanseele	City of San Diego
Cliff Yarges	City of San Diego





CORTEZ

MAP

Downtown Parking Management Group

Test Areas - Proposed Parking Time Limits and Rates

LEGEND

- 2 Hours @ \$1.25 hr.
- 9 Hours @ \$.50 hr.
- Residential Permit Parking Area (no changes)
- No Parking Zone
- Construction and/or Driveway Zone (no parking)



Attachment 2

EAST VILLAGE

MAP

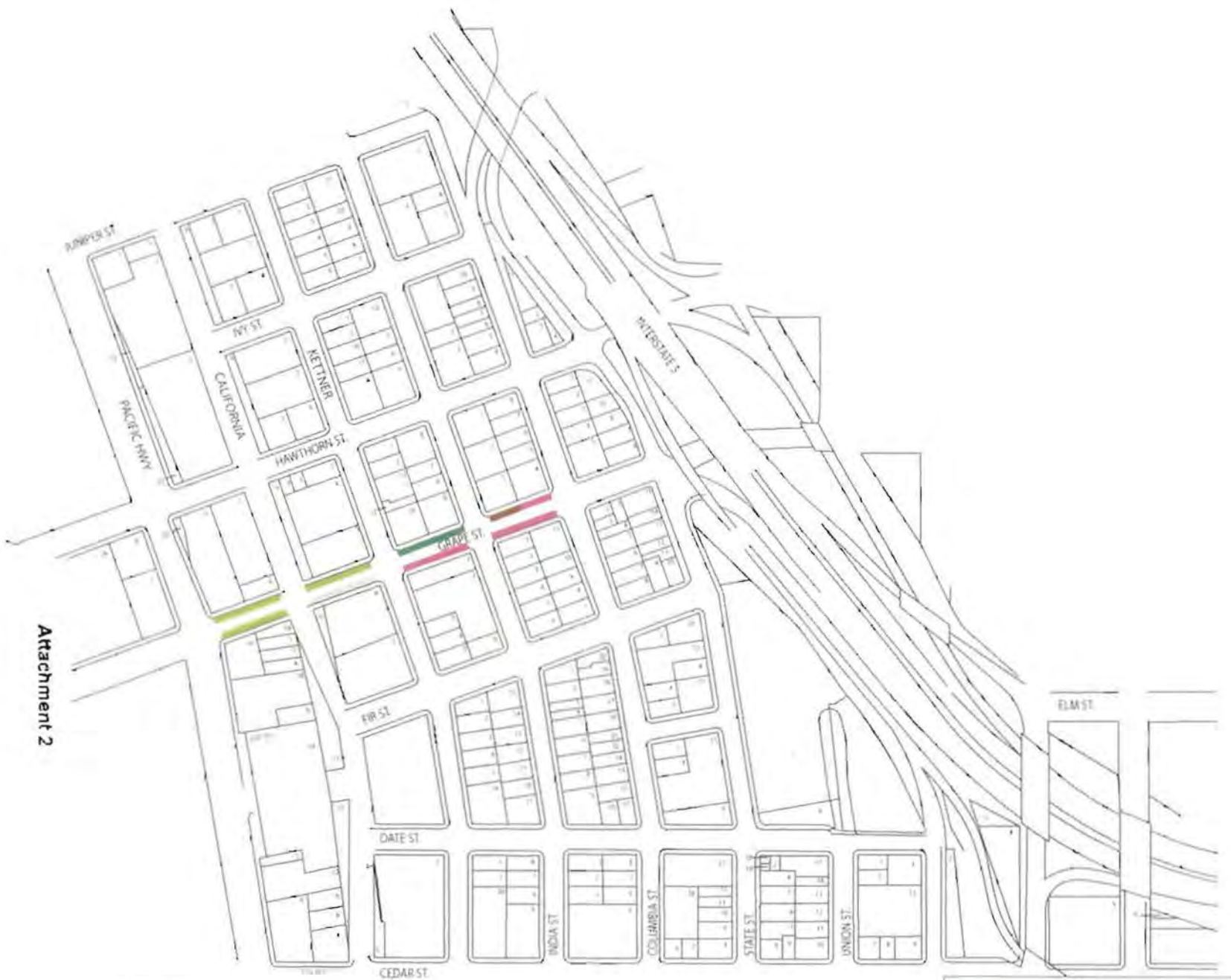
Downtown Parking Management Group

Test Areas - Proposed Parking Time Limits and Rates

LEGEND

- 2 Hours @ \$1.25 hr.
- 4 Hours @ \$1.00 hr.
- 9 Hours @ \$.50 hr.

March 3, 2005



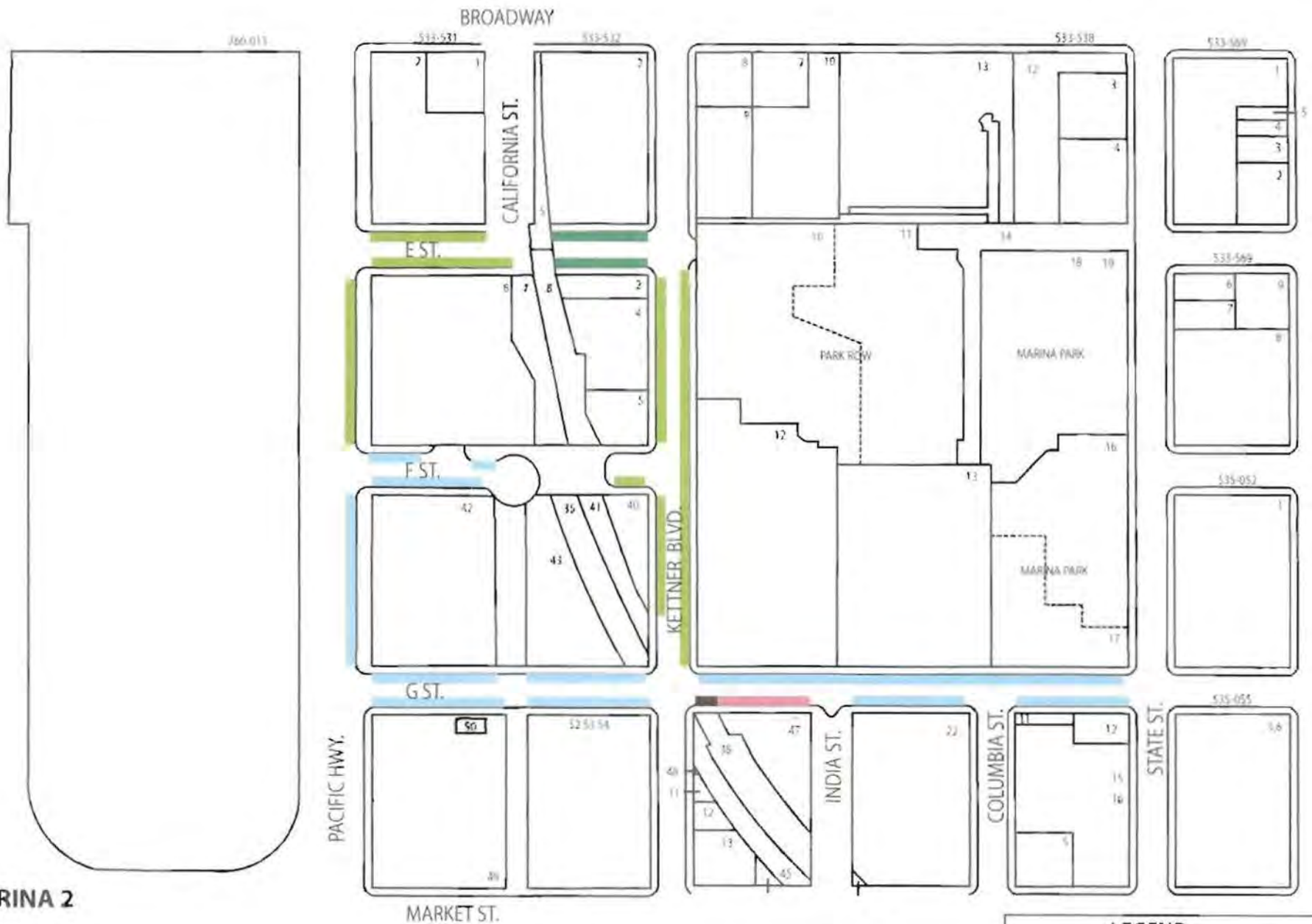
Attachment 2

LITTLE ITALY

MAP
Downtown Parking Management Group
 Test Areas - Proposed Parking Time Limits and Rates

LEGEND	
	15 Min. @ \$1.25 hr.
	2 Hours @ 1.25 hr.
	2 Hours Free
	9 Hours @ \$.75 hr.
	Construction and/or Driveway Zone (no parking)

MARINA 2



LEGEND	
	30 Minutes @ \$1.25
	2 Hours @ 1.25 hr.
	4 Hours @ 1.25 hr.
	9 Hours @ \$.75 hr.
	Construction and/or Driveway Zone (no parking)

Parking Meter Utilization Rates in Downtown

Number of Parking Meters	Percentage of All Meters	Utilization Rate
608	19%	< 20%
1,120	35%	21% - 40%
1,184	37%	41% - 60%
288	9%	61% - 100%
3,200	100%	