

STAFF REPORT

DATE: March 5, 2019

TO: City Council

FROM: Bob Clarke, Public Works Director
Brian Abbanat, Senior Transportation Planner
Nitish Sharma, Finance Director
Darren Pytel, Police Chief
Diane Parro, Community Engagement Director

SUBJECT: Downtown Paid Parking

Recommendations

1. Receive a comprehensive overview by staff and consultants on paid parking and the analysis conducted pursuant to the Direction provided by the City Council on November 7, 2017; and
2. Receive a status update on implementation of parking management endeavors; and
3. Provide direction on the implementation of paid parking, which would include the following actions:
Approve Resolution:
 - a. Approving downtown paid parking policy recommendations, with Council revisions.
 - b. Approving process for changing downtown paid parking rates.
 - c. Authorizing the City Manager to execute an Agreement for parking management services for a two year period not to exceed \$288,000 pursuant to a selection of a consultant based on the Request for Proposal
 - d. Approving a budget appropriation of \$100,000 in Fiscal Year 2018/19 and \$188,000 in Fiscal Year 2019/20 from the parking revenues collected in the parking fund towards the parking management services.
 - e. Establish a Parking Enterprise Fund to account for the revenues and expenditures from the paid parking program.
4. Introduce Ordinance amending the Davis Municipal Code Chapter 22, Article 22.08.
5. Direct staff to continue working with the Old East Davis neighborhood toward expansion of the residential parking district and inclusion of X-permit parking with timing to coincide with paid parking implementation. Also direct staff to begin similar discussion with the Old North Davis neighborhood.

Fiscal Impact

The upfront capital costs for equipment procurement/installation, ADA access improvements, and restriping are estimated at \$717,000, of which \$716,000 was appropriated in the FY 18/19 budget. Under the staff-recommended scenario, the ten-year net revenue is estimated at \$3.56 million. All revenue will be deposited into the Parking Enterprise Fund for tracking of revenues and expenditures. Staff proposes limiting any surplus revenue expenditures to downtown improvements or improving access to downtown.

Executive Summary

The downtown paid parking proposal consists of the following:

1. Provide for approximately 690 paid public parking spaces in the southeast quadrant roughly bounded by First Street, Third Street, D Street, and H Street. This represents approximately 32% of the public parking downtown.
2. Paid parking rates are proposed as:

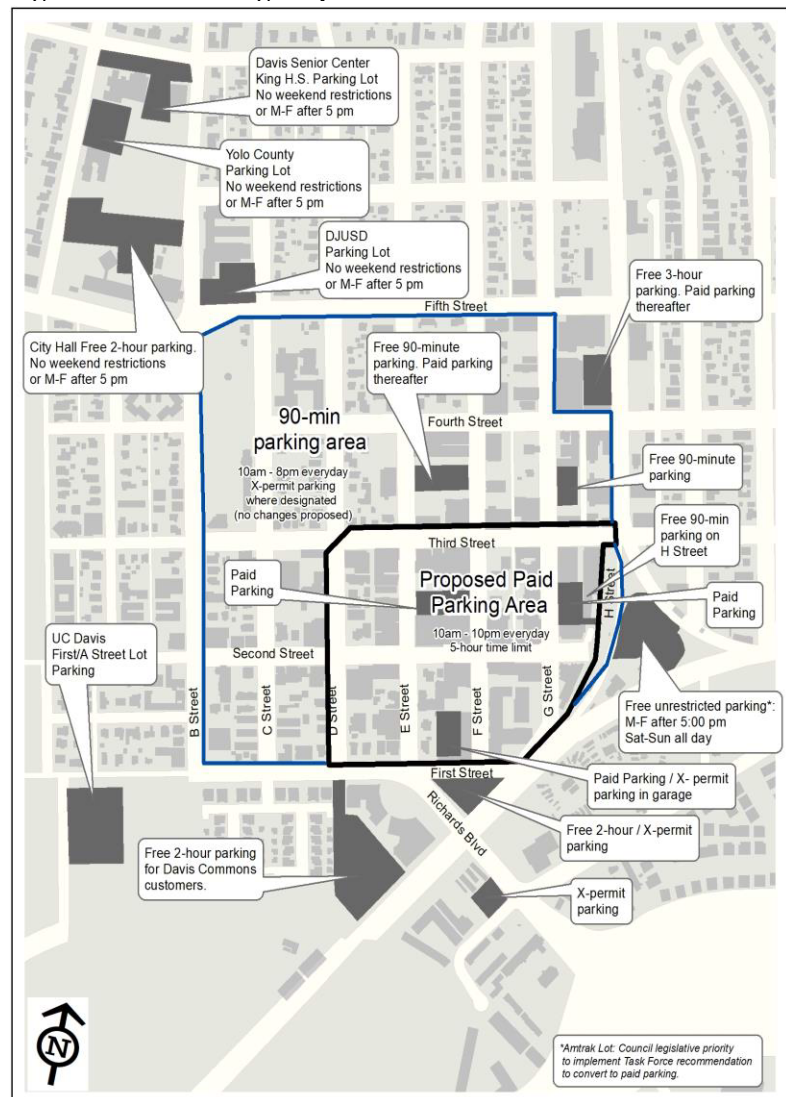
Type	Time of Day	Rate
Off-Peak	10:00 am to 11:30 am	\$.50/hr
	1:30 pm to 5:00 pm	
Peak	11:30 am to 1:30 pm	\$1.00/hr
	5:00 pm to 10:00 pm	

3. Paid spaces will have a five-hour time limit.
4. Enforce paid parking from 10:00 a.m. to 10:00 p.m. everyday.
5. Remnant on-street two-hour time restricted parking outside the paid parking zone will be converted to 90-minute parking.
6. Enforce 90-minute time-restricted parking 10:00 a.m. to 8 p.m. everyday.
7. Enforce paid parking seven days a week.
8. No changes to X-permit parking enforcement regulations.
9. Meter Technology: single-space meters are recommended for on-street spaces with multi-space pay stations recommended for off-street parking areas.
10. No re-parking restrictions will be eliminated in the paid parking area.

The proposal also includes:

1. Two additional Parking Enforcement Officers and parking management services needed to implement and manage downtown parking, funded by paid parking revenue, assumed in the City's financial model, and integrated into future City budgets.
2. Municipal Code amendments to implement paid parking and establish decision-making processes for any future changes.

Figure 1: Paid Parking Proposal



Background and Analysis

In Spring 2014, the City Council received the Downtown Parking Management Plan (DPMP), which reflected the outcome of the Downtown Parking Task Force (DPTF). The DPTF consisted of eleven Council-appointed members, six of whom were downtown business and/or property owners, met monthly over the course of a year, and completed their work in Fall of 2013. The DPTF unanimously supported the package of 19 recommendations to improve downtown parking management and supply. A summary of progress to date follows:

Table 1: DPMP Implementation Status Table

Original Recommendation Description	Status
Rec #1: Establish Paid Parking in Southeast Quadrant.	In Progress Subject of staff report.
Rec #2: Increase Employee Parking Options. <ul style="list-style-type: none"> • Fourth & G Parking Garage • City-owned lot @ NW corner of Richards & Olive Drive 	In Progress <ul style="list-style-type: none"> • Discussions with Fourth & G Garage owner on hold. Richards/Olive Parking lot construction complete.
Rec #2: Increase Employee Parking Options. <ul style="list-style-type: none"> • Old East Davis • Old North Davis 	In Progress Discussions initiated with Old East Davis.
Rec #3: Increase Employee Permit Fees and Streamline Employee Parking to Single "X" Permit.	Complete
Rec #4: Convert Amtrak Lot to Paid Parking.	Not Started Council-designated legislative priority due to existing constraints on past funding used for train depot improvements 20 years ago. Correspondence on 2/26/19 from the CTC Associate Deputy Director confirmed that how the City administers the parking structure is not part of the stipulation when the allocation was approved. That is, they do not object to the City charging for parking in the lot.
Rec #5: Restrict Delivery Vehicle Double-Parking During Lunch Peak.	Complete
Rec #6: Eliminate On-Street Green Waste in the Downtown.	Complete
Rec #7: Extend Enforcement to 8:00 p.m.	Not Started Deferred until implementation of Recommendation #1.
Rec #8: Establish Tiered-Fine Citation System.	Not Started City's current citation technology does not currently support this recommendation.
Rec #9: Upgrade Parking Enforcement Technology.	Complete
Rec #10: Invest in Electronic Information Systems.	In Progress Downtown Parking Guidance system construction is nearly complete.
Rec #11: Develop Transportation and Parking Alternatives Campaign.	On Hold pending resources. Developed GettingAroundDavis.org website. Public outreach campaign is beyond existing staff resources.

Original Recommendation Description	Status
Rec #12: Collect Quarterly Parking Occupancy Data	In Progress Most recent data collected in Spring 2016. Organizational bandwidth has prevented comprehensive data collection since.
Rec #13: Explore Voluntary Shared-Parking District.	On Hold. Contacts have been made with both local and remote corporate property owners (e.g. banks) who have declined participation.
Rec #14: Provide Van-Accessible Disabled Parking Upon Resurfacing and/or Metering	In Progress Accompanies Rec #1.
Rec #15: Streetscape Improvements	Not Started Downtown lighting needs being analyzed as part of Downtown Plan Update.
Rec #16: Expand Parking Supply	Not Started
Rec #17: Human Resources	In Progress Parking enforcement resources are included in this proposal.
Rec #18: Improve Transit Options	Not Started
Rec #19: Re-Examine In-Lieu Fees and Procedures	Complete In-lieu fee analysis complete. Action deferred until completion of the Downtown Plan Update.

All information regarding the DPMP can be found at the link below:

<https://cityofdavis.org/city-hall/public-works/transportation/transportation-planning/downtown-parking-management-plan>

Why Paid Parking?

Over the course of ten months, the DPTD studied parking management best practices, listening to experts in the field, reviewing downtown surveys, and studying downtown parking data. Their recommendations package reflected their belief in changes for improving the downtown parking situation. Paid parking was recognized by the DPTF as an essential tool because it:

Table 2: Paid Parking Justification Table

What	How/Why
Ensures on-street parking is available for customers.	Pricing meters to achieve 80%-85% occupancy rates ensures 1-2 spaces per block face are available, on average.
Increases customer parking capacity.	By relocating downtown employees (~15%-25% of all spaces) to more distant available parking supply that customers aren't willing to walk from.
Allows the City to extend timed parking restrictions, enabling customers to spend their money downtown longer without ticket anxiety.	Two-hour time restrictions are no longer needed to force parking turnover because pricing naturally results in users staying only as long as needed, up to five hours.
Allows the City to eliminate confusing Re-parking restrictions, making the downtown more customer-friendly.	Re-Parking restrictions aren't needed because downtown employees will likely shift to more appropriate parking locations.

What	How/Why
Reduces traffic congestion; pollution; and conflicts between cars, pedestrians, and bicyclists.	When occupancy rates exceed 90%, 80%-95% of all vehicles are circling downtown looking for parking. When priced correctly, visitors quickly find their parking, resulting in an improved downtown environment.
Can improve the downtown economic environment.	Studies show when paid parking is calibrated correctly, business can improve because 1) employees are replaced by customers, 2) parking space turnover increases. When parking is priced only high enough to achieve 85%-90% average occupancy, the overall downtown economy is not harmed, by definition.
Maximizes effectiveness of other DPMP recommendations.	Several recommendations aim to provide an alternative place for downtown employees to park. Their effectiveness is limited without an economic incentive to use them.

Recently, the Davis Futures Forum hosted Jeffrey Tumlin, Director of Strategy for Nelson/Nygaard, who presented on the challenges of parking in an urban environment. The video recording of that discussion can be found at the link below:

<https://dctv.davismedia.org/content/davis-futures-forum-presents-jeff-tumlin>

Paid Parking Implementation Planning

Prior to November 2017, City Council directed staff to implement lower cost, easily implementable recommendations prior to paid parking in the hope they would improve parking conditions. However, SE quadrant parking availability has not noticeably improved in part because paid parking, a key factor for their success, has not been implemented.

In November 2017 City Council approved expansion of downtown paid parking into the southeast quadrant as well as directed staff to return to City Council with Ordinances, Resolutions, and Contracts implementing revisions.

Since November 2017, Nelson/Nygaard and sub-consultant DIXON Resources Unlimited were hired to assist with paid parking implementation planning. Implementation planning resolves remaining policy, budget, outreach, and design issues required for fully informed decision-making prior to deploying paid parking in the field. Consultant's specific scope of work included:

Task 1: Policy Recommendations:

- a. Peer review of 11/7/17 City Council paid parking action
- b. Meter technology
- c. Paid parking pricing structure
- d. Administrative and enforcement staffing
- e. Municipal Code revisions
- f. Cost/revenue analysis
- g. Rewards / incentives program

Task 2: Project Design (forthcoming)

- a. Striping and compliance with Americans with Disabilities Act
- b. Meter equipment locations

Task 3: Community Outreach (forthcoming)

- a. Davis Downtown Parking Committee meetings
- b. Community Outreach Plan

Nelson/Nygaard's primary deliverable is the Davis Downtown Parking Strategy: Policy and Implementation Recommendations (Final Report), attached to this staff report (Attachment 10).

Please refer to the Final Report for deeper explanation of consultant recommendations as well as Attachment 5 to compare original DPTF with Nelson/Nygaard and final staff recommendations.

Municipal Code Revisions

Paid parking expansion requires revisions to Chapter 22, Article 22.08 of the Davis Municipal Code (Stopping, Standing, and Parking). The purpose of the revisions is twofold:

1. Clean up existing and eliminate any conflicting parking-related language.
2. Introduce new language delegating certain parking management decisions to City staff to ensure parking management best practices can be employed, including
 - a. Designating on- and off-street parking meter zones.
 - b. Setting rates, designating time of day or duration of stay restrictions.
 - c. Establishment of parking availability targets.

Importantly, the items in #2, above, retain appropriate City Council oversight of downtown parking management. However, they eliminate the need for cumbersome Muni Code amendments for a dynamic parking environment. For example, to ensure the paid parking system achieves parking availability performance objectives, a minimum and maximum rate of \$.25/hr and \$2.00/hr are proposed, within which rate changes can be made without amending the Ordinance.

Furthermore, adopting the proposed Ordinance will establish the policy framework for subsequent paid parking decision-making, set the groundwork for effective management, and provide implementation certainty so that resources can be confidently allocated.

The proposed Ordinance is included as Attachment 2.

Cost / Revenue Analysis

Downtown paid parking expansion is proposed as a parking management tool, but clearly has a revenue generating component. Likewise, effective management of this program will require capital, ongoing, and personnel costs. Several factors affect the cost-revenue equation:

Costs

1. Capital costs for meter equipment and ADA improvements/restriping
2. Two additional Parking Enforcement Officers
3. Two additional parking enforcement scooters with license plate recognition
4. IS/Finance administration and overhead
5. Equipment & vehicle rehab, replacement, and warranty
6. Meter operating costs (credit card fees)
7. Parking Manager position to oversee all downtown parking technology and policy

Revenue

Staff’s operating assumption is the program must cover costs. Yet paid parking revenues are heavily dependent on assumptions such as the number of parking spaces, average occupancy rate, time and days of enforcement, and rates. Nelson/Nygaard’s Final Report made several parking management recommendations which differed from the DPMP recommendations and have revenue effects, including:

1. Extending paid parking to 10am – 10pm (DPMP recommended 10am-8pm).
2. Using three daily “time bands” for rates (DPMP recommended peak/off-peak rates).
3. Including paid parking in the First & F garage (DPMP recommended leaving 3-hr/X-Permit).
4. Add Sunday enforcement (not a DPMP recommendation).

All four recommendations above are assumed in the consultant’s revenue analysis in the Final Report. If removed for policy considerations, a significant revenue reduction results (excepting #2, where peak/off-peak pricing slightly increases revenue). Fortunately, their financial model enables analysis of different policy combinations and their revenue effects.

Because City Council may have policy preferences that deviate slightly from staff’s or consultant’s recommendations, the Finance Department Finance staff has spent considerable time refining Nelson/Nygaard’s financial model. Key refinements include: 1) inclusion of all City expected costs over a 10-year timeframe, and 2) sensitivity to different policy options. Policy decisions are neither “right” nor “wrong”, but rather, result in parking supply management tradeoffs and their effects on costs and revenue. For example, City Council may want to focus discussion on three significant policy recommendations, which are summarized in the table below:

Table 3: Alternate Policy Options Revenue Table

Scenario	10-year Effect
Staff Recommendations (includes all three below)	\$3,555,000
DPTF Recommendation	
Exclude paid parking in First & F Garage	-\$982,000
“Other” Scenarios	
#1: Enforce 10am - 8pm instead of 10am – 10pm	-\$990,000
#2: Eliminate proposed Sunday Enforcement	-\$1,220,000
Total	+\$363,000

The table illustrates the extent to which policy decisions affect cost recovery. The final column to the right indicates the net cumulative effect of each Policy Option relative to the staff recommendation. The table does not consider initial capital costs for meters and installation which was estimated at \$717,000. Approximately \$650,000 currently exists for capital costs in CIP 8314 (Downtown Paid Parking) from the FY 18/19 budget allocation

Staff and consultants conclude parking conditions warrant the staff recommendations, but recognize City Council may consider other factors in determining their importance. The table illustrates the 10-year cumulative effect of the three policy options. The paid parking program can likely accommodate one or two alternative policy options, if desired by City Council. After the first year, staff will have a better understanding of revenues from the program.

Rewards/Validation Program Analysis

At the November 2017 meeting, Councilmembers also suggested exploration of reward/validation programs which can be best grouped into two categories: traditional and mobile validation. In a traditional validation program the City would distribute parking coupons/stamps to local merchants who could then issue them to customers for discounted parking. Merchants would reimburse the City once they issue the validation. Alternatively, the City could require businesses to purchase coupons/stamps to avoid parking revenue loss.

Mobile validation is a feature that can be added to a mobile payment platform. Vendors coordinate directly with local merchants. The City's only role is to promote the program, which can be done on the City website and parking signage/decals. This option is dependent on RFP and procurement of mobile payment vendor.

A reward/validation program can have significant challenges because 1) merchant participation is typically very low for merchant validation programs, 2) validated parking can affect parking availability particularly during peak hours, 3) merchant-managed validation programs have low participation rates, 4) the revenue effect of a meaningful City-managed validation program combined with other Council policy choices could cause the program to become revenue-deficient, and 5) the administrative effort for a City-managed validation program, including prevention of validation abuse, is likely greater than staffing levels will support.

To summarize:

1. If City Council desires to pursue a validation program, staff recommends a merchant-managed mobile validation program.
2. If City Council desires to pursue a City-managed validation program, staff recommends a one-year pilot capped at \$25,000, which will be evaluated at the end of one year.

Details regarding traditional and mobile validation programs can be found in Attachment 12.

Accessibility

When converting to paid parking, state law requires compliance with the Americans with Disabilities Act for accessible parking. 2% of the parking supply is required to be made accessible, which calculates to 14 total accessible spaces. The paid parking zone currently has 11 accessible spaces in the E Street Plaza lot, South G Street lot, and First & F parking structure. Three additional on-street accessible spaces may need to be provided. Other regulations may also apply.

X Permit Management

Technology currently exists to allow more control and flexibility for downtown employers to manage X-permits, including offering incentives to employees to take other transportation modes to work. While the City doesn't currently utilize this technology and costs versus existing technology aren't fully known, this option can be further explored and brought back to City Council prior to paid parking implementation.

Parking Management Services

Citywide parking issues are growing more complex each year. Downtown paid parking in particular, requires specialized knowledge and skills in parking policy, management, technology, public communications, and travel behavior. Staff proposes establishing a contract Parking Manager position for Fiscal Year 2018/19 and Fiscal Year 2019/20 to help implement and manage this project. Long term, this position is also expected to assume responsibility for citywide parking planning/policy and operations, including residential permit areas, and community outreach, which are currently spread across Police, Public Works, and City Manager's Departments. Approval of an RFP and budget adjustment of \$100,000 in Fiscal Year 2018/19 and \$188,000 for Fiscal Year 2019/20 for a Parking Manager staff position will enable the City to proactively address parking issues within a unified decision-making structure to better respond to our community's needs. This position is expected to serve as a contract employee for first 12-18 months then transition to a regular full time position. This total compensation costs is included in the financial analysis and therefore will not result in any increase to parking rates.

Parking Enterprise Fund

Staff is recommending to create a parking enterprise fund to account for all the revenues and expenditures related to the paid parking program. An enterprise fund is a business-type fund that allows the fund to own its assets, allow cost recovery of the infrastructure in place (depreciation expense) and set rates based on costs of services provided. The approval of the paid parking program will result in a deficit fund balance in the first year; however, the fund will stabilize in year 2.

Community and Business Outreach

Substantial time and energy has been spent reaching out to the community regarding Downtown Parking Management Plan implementation, including:

Direct Staff Outreach

1. 10 publicly noticed Downtown Parking Task Force meetings in 2013.
2. Davis Downtown Business Association (DDBA) Brown Bag presentation in Fall 2013.
3. 9 publicly noticed City Council meetings between 2013 and 2018.
4. Regular attendance and updates at DDBA Parking Committee meetings between 2013 and 2018.
5. Regularly maintained website: <https://cityofdavis.org/city-hall/public-works/transportation/transportation-planning/downtown-parking-management-plan>
6. DDBA Brown Bag presentation on 9/26/2018.

Since January, staff has completed the following:

1. Created a one-sheet flyer of information with a map about the proposal.
2. Attended 1/10/2019 DDBA Board meeting.
3. Scheduled 3 outreach meetings in downtown on Tuesday, 1/22/2019 at the Hunt Boyer. DDBA and Chamber of Commerce staff helped promote the meetings. Also, staff was available between the meetings for drop-in conversations.
4. Walked the downtown, handing out flyers to all businesses.
5. Posted on Facebook and NextDoor on 1/22/2019 and upon publication of staff report.
6. Davis Enterprise paid parking interview and story 2/3/2019.

7. One-hour outreach meetings with DDBA and Chamber of Commerce on 2/5/2019.
8. Three meetings with Davis Community Church, including 2/21/2019 conference call with consultants.
9. Coordination with Old East Davis regarding potential extension of residential preferential parking area, including potential for X-permits.

Davis Downtown Business Association Survey

The DDBA also developed an electronic survey that was sent to all members. Their executive summary (Attachment 6) states the following key findings:

1. Business owners strongly feel that there is a parking supply issue in downtown Davis. 71% of respondents feel the supply is not adequate.
2. A large portion of individual business owners are not supplying X-permits to their staff. 44% of respondents stated downtown employees park in time-limited spaces.
3. A large portion of respondents do not support the City's plan to implement paid parking downtown (77%).

The DDBA survey responses are largely consistent with those conducted in the past, prior downtown parking studies, and anecdotal observations. The DPTF considered these factors in their deliberations, ultimately recognizing that the package of 19 recommendations, including paid parking, reflected the best approach for improving downtown parking conditions. For example:

1. The DPTF included a recommendation to expand the parking supply (Recommendation #16), recognizing UC Davis and community growth, as well as enabling future alternative uses for street space while maintaining parking supply. However, there was also near unanimous consent that paid parking was a necessary tool to manage parking availability in the highest demand locations.
2. The DPTF made recommendations to both increase employee parking location options (Recommendation #2) and to develop a transportation and parking alternatives campaign (Recommendation #11), recognizing the effect of downtown employees occupying valuable on-street parking. Past efforts at outreach to business owners to increase X-permit purchases have been unsuccessful and the parking alternatives campaign has not been adequately resourced to have an effect. A proposal from Old East Davis to provide X-permit parking in exchange for an expanded residential permit area has been received by the City and described in the "X-Permit Parking Opportunity" section, below.
3. Opposition to paid parking from the business community (and beyond) is common whenever this difficult policy decision is considered. The DPTF (and staff) understood this likely response and proceeded with the recommendation as part of a parking management package which use best practices to better manage this scarce resource.

Communications Strategy for Paid Parking Launch

While outreach to date has focused on paid parking policies, an extensive outreach and communications strategy has been developed by Nelson/Nygaard and staff to continue raising awareness and providing assistance before, during, and after the paid parking launch (Attachment 11).

Changes to Recommendations Based on Community Outreach

Extensive conversations with key stakeholders during the 1/22/2019 meetings revealed some existing issues and potential unintended consequences from the original proposed revisions. These included:

- **Clarification of parking enforcement outside the paid parking area.** The one-sheet draft proposal provided to the business community was ambiguous about parking enforcement outside the paid parking area, with some interpreting it to be the same as within. For clarity, staff proposes enforcement outside the paid parking area from 10 am to 8 pm, consistent with the Downtown Parking Task Force recommendation. Staff also proposes to enforce this area seven days a week, consistent with the consultant recommendation.
- **Conversion of the North F Street and North G Street lots from 2-hour to 90-minute parking.** The purpose is to reduce potential parking displacement impacts to those locations or at least ensuring adequate space turnover. Overlaying paid parking in the North F Street lot after the free 90-minutes will provide a convenient option for those outside the paid zone who need to stay longer. Parking enforcement officers would not need to change their routing to accommodate this convenience and consistency within the 90-minute zone may improve parking enforcement efficiency.
- **Establish 5-hour parking limits.** The original recommendation eliminated time restrictions in the paid parking zone. However, a potential side effect could result in an unintentional economic incentive for overflow Capitol Corridor riders and potentially UC Davis students to park downtown all day. Staff proposes a five-hour time limit which will allow for long customer visits downtown starting at 5 pm, but would reduce the likelihood that non-customers such as Capitol Corridor riders will park all day in prime downtown parking spaces.

Old East Davis X-Permit Parking and Residential Permit Revisions

Converting the southeast quadrant to paid parking may result in downtown employees and visitors seeking free parking alternatives. A DPTF recommendation was to provide additional downtown employee parking in Old East Davis (OED) and Old North Davis (OND). That is, to “share” this resource with downtown employees during normal business hours (e.g. M-F 8am-6pm) when internal neighborhood parking demand is low.

Recognizing this possibility, staff and OED leadership initiated discussions in May, 2018 for potentially mutually beneficial solutions. OED asserts they experience externally generated parking impacts from the downtown, UC Davis, and Capitol Corridor. While portions of OED have residential permit parking on the western and southwestern edges, this has displaced parking impacts to residents further east. They have requested the residential parking permit boundary to extend to L Street.

Staff and OED recognize that OED will likely be attractive as a destination for free parking alternatives, and will likely be impacted by the conversion to paid parking. The potential conversion of the Amtrak parking lot to paid parking would further impact OED because of its proximity to the Amtrak station.

With the existing and anticipated need for additional X-permit parking, OED leadership submitted an initial proposal to staff in July, 2018, to expand the X-permit parking supply into the neighborhood in exchange for extending the residential permit boundary. The X-permit could overlay onto the residential permit geography on specific block faces. The OED proposal was based on the following objectives:

1. Strive for residential parking permit uniformity within the neighborhood. OED proposed to extend the existing T-permit boundary, rather than establish a third permit district.
2. Accommodate need for additional downtown employee parking. OED has proposed block faces for X-permit parking that they believe can accommodate a reasonable amount of externally generated parking impacts (i.e. downtown employees).
3. Strive for consensus. The OED proposal is a result of extensive conversations within their neighborhood, is vetted, and supported by residents.

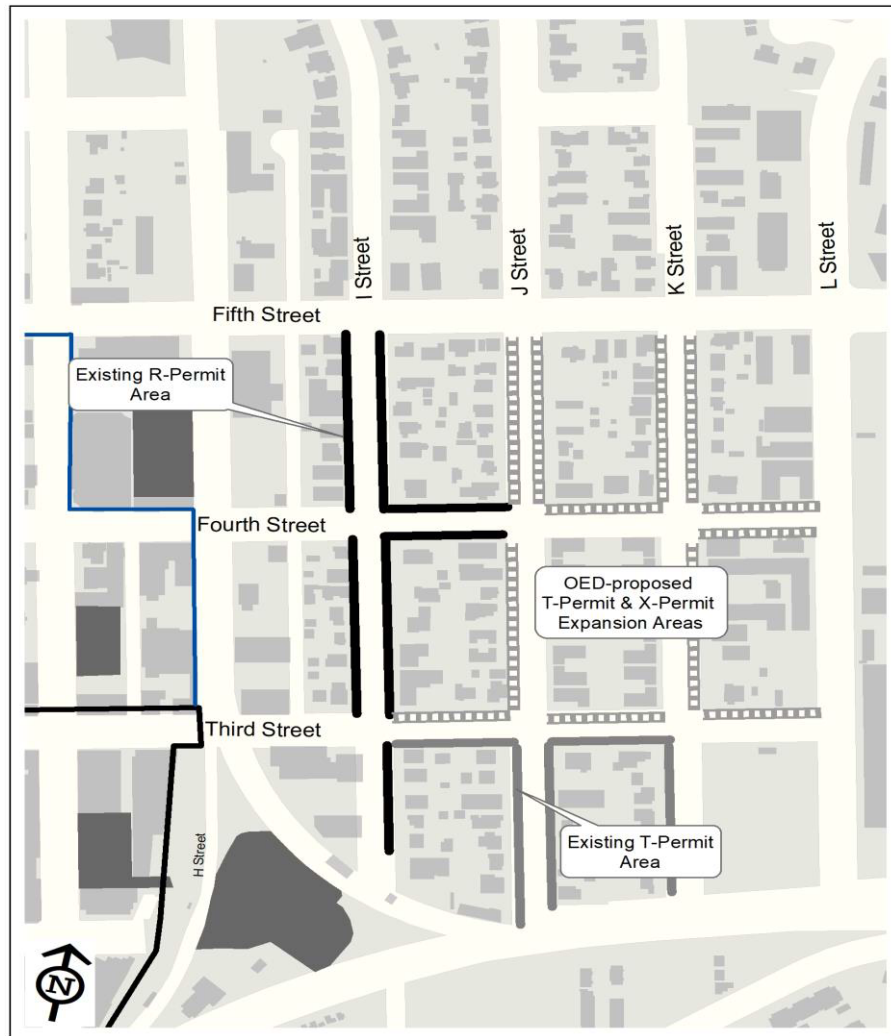
OED's initial proposal is consistent with goals 1, 2 and 3, set by OED and city staff in 2018. However, follow-up discussions between staff and OED leadership conclude that substantive concerns regarding policy and operational specifics, as well as questions for the city from OED residents, are not yet resolved at a level of detail that would lead to final OED assent. Neighborhood support for the initial proposal is conditional on resolution of these concerns and questions, and continued conversations with city staff will be required. Specifically:

1. The neighborhood does not support a "blanket" X-permit overlay on the designated block faces in their proposal. To mitigate against disproportional impacts and ensure adequate parking availability for residents, X-permit spaces should be marked on block faces, or X-permit block faces should be staggered. More X-permit spaces should be designated farther from downtown than closer.
2. City Council should not consider making X-permits available on I Street (which constitutes the majority of the existing "R" district) without extreme care in working with residents, as this would likely be the most impacted street. The introduction of X-permits in the existing "T" district should be made with similar care, as this area will also likely be attractive due to relative proximity to downtown. X permits in the existing R and T districts were not a part of OED's initial proposal, but could be included in a revised proposal if done with neighborhood collaboration.
3. If deviations to the OED proposal are desired by the City, the neighborhood requests mitigations potentially including increasing parking supply by converting to diagonal parking where appropriate, providing traffic calming features, and/or improving street cleaning services, among others.
4. The neighborhood wants the City's commitment that proposed parking changes – including both X-permit and residential permit expansion – are implemented concurrently with paid parking. They also want the City to return to OED with more clarity about the City's specific needs, to better understand what is requested from OED, and to avoid consenting to more impacts than would be needed by the City.

The OED proposal identifies up to 13 block faces that have support for conversion of some spaces to X-permit. If paid parking makes available 1-2 parking spaces per block face via downtown employee displacement and 32 block faces are converted to paid parking, approximately 64 spaces may be needed, which can likely be accommodated with the OED proposal. There are currently approximately 164 spaces on the block faces in the OED proposal. Thus, potentially, 40% of OED parking spaces in the proposal could be occupied by downtown employees.

The map below illustrates the potential changes to parking in OED.

Figure 2: OEDNA Proposal for Parking Revisions



Locations to Monitor/Potential Future Changes

Community outreach and staff observations have identified a few areas for which future parking regulation changes may be needed.

- **Parking Availability in the Northwest Quadrant.** The northwest quadrant, particularly the block faces surrounding Davis Community Church (DCC), should be monitored after paid parking implementation will be the northwest quadrant. The church is heavily

programmed throughout the week for which parking availability is important, particularly due to the number of seniors who participate. Currently 75 90-minute/X-permit parking spaces surround the entire block. Paid parking in the southeast quadrant could displace downtown employees into these parking spaces, impacting parking availability for DCC. Staff believes that an active use such as DCC should not be disproportionately impacted by paid parking when customer/visitor access is needed. However, conversion of all 90-minute/X-permit spaces to 90-minute would result in a loss of 11% of the total X-permit parking supply. Thus, since parking behavior cannot be accurately modeled, staff does not support pre-emptively mitigating for this potential impact. Rather, staff recommends closely monitoring this location and is receptive to removing X-permit parking on a block-by-block basis until parking impacts are better balanced with DCC parking needs.

Alternatively, City Council could direct staff to explore an incremental expansion of X-permit parking into OND in exchange for removing some X-permit spaces adjacent to DCC prior to paid parking implementation.

- **Old North Davis:** Conceivably, some parking impacts could be displaced into the OND neighborhood, where approximately 40% of the parking spaces are designated as N-permit for neighborhood residents. The rest are unrestricted. In 2013-14 staff coordinated with OND on revisions to the existing preferential parking district, which would allow downtown employees to park in the neighborhood. While those negotiations dissolved due to disagreements on policy and operational specifics, staff could re-engage with the neighborhood to explore expanding X-permit parking into the neighborhood. However, staff is currently focusing on OED as higher demand for X-permits is anticipated due to closer proximity to the southeast quadrant where employment density is greater. Additionally, crossing Fifth Street into OND is a likely a psychological barrier for downtown employees relative to OED, making OND a lower priority location for additional X-permit parking.

Paid Parking Launch Schedule

The Paid Parking Implementation Communications Strategy (Attachment 11) provides process information for the launch of paid parking. Below are some key milestones and their dates:

1. Identify a Parking Manager: Spring 2019
2. Coordinate with City Communications Staff: Spring 2019
3. Communications Training: Spring – Summer 2019
4. Develop Launch Strategy: Spring 2019
5. Community Engagement: Spring – Summer 2019
6. Program Implementation: Late Summer 2019

Evaluation

Staff emphasizes that downtown parking is a dynamic system and that not all parking behavior changes can be predicted. As a result, this program should be considered a beginning rather than a final solution. Parking policies and rates may need calibration to achieve the desired performance objectives. As a result, upon implementation and for a minimum of five years thereafter, staff will conduct annual paid parking evaluations and present to City Council that includes the following metrics:

1. Effects on parking occupancy rates

2. Financial effects
3. Parking enforcement (e.g. citations, permits)
4. Downtown economic impact (e.g. sales tax revenue)

Attachments

1. Resolution
2. Ordinance
3. Financial Analysis Table
4. Parking Manager RFP
5. DPMP / Nelson/Nygaard / Staff Recommendations Comparison Table
6. DDBA letter to City Council: Executive Summary of Downtown Parking Survey Results
7. Chamber of Commerce Letter Opposing Paid Parking Proposal
8. Old East Davis Neighborhood Association Letter Re: Parking Revisions
9. Davis Community Church Letter Re: Parking Revisions
10. Davis Downtown Parking Strategy: Policy and Implementation Recommendations
11. Paid Parking Implementation Communications Strategy
12. Paid Parking Merchant Validation Options

RESOLUTION NO-XXX. SERIES 2019

**RESOLUTION APPROVING DOWNTOWN PAID PARKING EXPANSION POLICY
RECOMMENDATIONS, APPROVING PROCESSES AND CRITERIA FOR CHANGING
DOWNTOWN PAID PARKING RATES, AUTHORIZING CITY MANAGER TO
APPROVE BUDGET ADJUSTMENT AND EXECUTE AN AGREEMENT FOR
PARKING MANAGEMENT SERVICES.
FOR DOWNTOWN PAID PARKING PROJECT, CIP NO. 8314**

WHEREAS, City Council's two-year goal aims to support increased parking availability by implementing City Council adopted Downtown Parking Task Force Recommendations; and

WHEREAS, in October 2014, the Downtown Parking Task Force unanimously supported a package of nineteen (19) recommendations, including establishing paid parking in the downtown; and

WHEREAS, on November 7, 2017, the City Council approved establishing paid parking in the downtown southeast quadrant, roughly bounded by First Street, Third Street, D Street and G Street; and

WHEREAS, on November 7, 2017, the City Council also supported establishing 90-minute parking restrictions for all off-street parking outside the paid parking zone; and

WHEREAS, on November 7 2017, the City Council directed staff to return to City council with Ordinances, Resolutions, and Contracts implementing revisions; and

WHEREAS, on February 20,2018 the City Council authorized a Consultant Agreement for final implementation planning and policy recommendations including selection of paid parking technology, pricing structures, administrative and enforcement staffing, Municipal Code revisions, project design, and community outreach; and

WHEREAS, the implementation planning and policy recommendations final report is complete and has informed final recommendations for paid parking and related parking revisions.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Davis:

1. Approves the downtown paid parking proposal as described in Attachment A.
2. Approves the process and criteria for changing downtown paid parking rates as described in Attachment B.
3. Authorizes an appropriation in the Parking Fund for \$100,000 in Fiscal Year 2018/19 and \$188,000 in Fiscal Year 2019/20 for parking management services.
4. Authorizes the City Manager to execute an Agreement for parking management services not to exceed \$288,000.

PASSED AND ADOPTED by the City Council of the City of Davis on this 5th day of March 2019, by the following vote:

AYES:

NOES:

ATTEST:

Brett Lee
Mayor

Zoe S. Mirabile, CMC
City Clerk

ATTACHMENT A

Paid Parking Proposal

Policy Recommendations

- The on-street paid parking area is defined as: the area bounded to the north by Third Street (both sides of Third Street included in the paid parking area); G Street to the east, including the easterly terminus of Second Street (both sides of G Street and Second Street included in the paid parking area); First Street to the South (First Street not included in the paid parking area, however); and D Street to the west (both sides of D Street included in paid parking area). Enforce paid parking requirements seven days a week.
- Enforce paid parking requirements from 10:00 a.m. to 10:00 p.m. everyday. 90-minute time-restricted parking will be enforced 10:00 a.m. to 8 p.m., everyday.
- Cost to park per hour will start at:

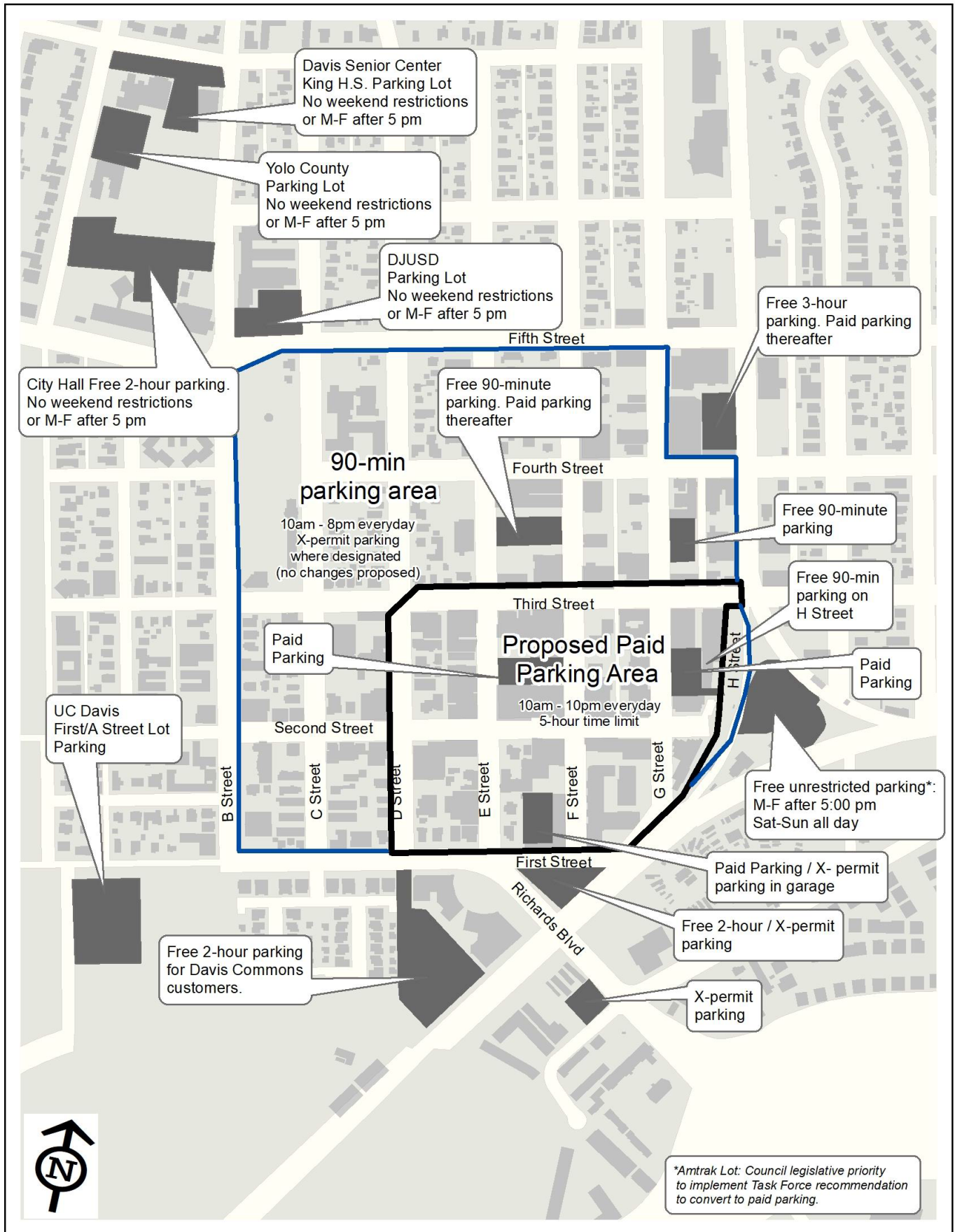
Type	Time of Day	Rate
Off-Peak	10:00 am to 11:30 am	\$.50/hr
	1:30 pm to 5:00 pm	
Peak	11:30 am to 1:30 pm	\$1.00/hr
	5:00 pm to 10:00 pm	

- Spaces within the paid parking area will have a five-hour time limit.
- Remnant on-street two-hour time restricted parking outside the paid parking zone will be converted to 90-minute parking.
- Meter Technology: single-space meters will be installed for on-street spaces with multi-space pay stations recommended for off-street parking areas.
- No re-parking restrictions will be eliminated in the paid parking area.

Evaluation

Upon implementation and for a minimum of five years thereafter, staff will conduct annual paid parking evaluations and present to City Council that includes the following metrics:

1. Effects on parking occupancy rates
2. Financial effects
3. Parking enforcement (e.g. citations, permits)
4. Downtown economic impact (e.g. sales tax revenue)



ATTACHMENT B

Process for Adjusting Paid Parking Rates

Rates will be adjusted to strive for an overall target of achieving average occupancy rates within a 60-80 percent occupancy range within the paid parking zone. Average occupancy rates are defined by the following:

- Days: Monday, Wednesday, Friday, Saturday
- Times:
 - 9-10 am
 - 12-1 pm (peak)
 - 3-4 pm
 - 7-8 pm (peak)

When parking occupancy analysis finds average occupancy rates below 60 percent, hourly rates should be reduced in \$0.25 per hour increments. When parking occupancy analysis finds average occupancy rates above 80 percent, hourly rates should be raised in \$0.25 per hour increments. The goal of this demand-responsive approach is to generally price parking at the lowest rate that achieves availability targets. Peak and off-peak rates may be adjusted independently of the overall average if justified. For example:

If average peak occupancy falls below 75 percent, rates should be reduced \$.25 per hour.
If average peak occupancy exceeds 90 percent, then rates should be increased \$.25 per hour.

If average off-peak occupancy falls below 50 percent rates should be reduced \$.25 per hour.
If average off-peak occupancy exceeds 80 percent, rates should be increased \$.25 per hour.

Any changes to parking rates will be based on data collected during a two-week duration in the Fall (mid to late October) and Spring (mid to late March) using the days and times referenced.

Any proposed rate changes will be subject to the following process:

1. Proposed changes will be:
 - a. Based on above criteria and summarized in a report available to the public.
 - b. Presented to local business organizations for feedback.
 - c. Presented to the Bicycling, Transportation, and Street Safety Commission for feedback.
2. Community outreach for increased rates will occur at least three weeks prior to the change taking effect. Community outreach will consist of, but not limited to:
 - a. Press release.
 - b. Social media announcements.
 - c. Announcements to business community leadership for distribution to their networks.
3. City Council will be informed of proposed rate changes by the City Manager's Office in memo format including stakeholder feedback.

Parking rates will not be adjusted more frequently than twice in any 12 month period.

ORDINANCE NO. _____

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF DAVIS
AMENDING ARTICLE 22.08 OF THE DAVIS MUNICIPAL CODE TO IMPLEMENT
PAID PARKING IN SPECIFIED PAID PARKING ZONES AND AMEND THE
LOCATION, LENGTH AND EFFECTIVE HOURS OF CERTAIN TIMED PARKING
AREAS**

WHEREAS, City Council's two-year goal aims to support increased parking availability by implementing City Council adopted Downtown Parking Task Force Recommendations; and

WHEREAS, in October 2014, the Downtown Parking Task Force unanimously supported a package of nineteen (19) recommendations, including establishing paid parking in the downtown; and

WHEREAS, on November 7, 2017, the City Council approved establishing paid parking in the downtown southeast quadrant, roughly bounded by First Street, Third Street, D Street and G Street; and

WHEREAS, on November 7, 2017, the City Council also supported establishing 90-minute parking restrictions for all off-street parking outside the paid parking zone; and

WHEREAS, on November 7 2017, the City Council directed staff to return to City council with Ordinances, Resolutions, and Contracts implementing revisions; and

WHEREAS, on March 5, 2019, the City Council approved a downtown parking proposal designating a proposed paid parking area consistent with the City Council's November 7, 2017 approval, and further designating a surrounding area to be established as a 90 minute timed parking area; and

WHEREAS, the City Council desires to amend the Municipal Code to implement the paid parking proposal, including the designation of a specific paid parking zone, a 90 minute parking area, and making other amendment to the Municipal Code to implement downtown paid parking,

NOW, THEREFORE, the City Council of the City of Davis does hereby ordain as follows:

SECTION 1. The City Council hereby adopts the recitals of this Ordinance as true and correct and such recitals are hereby incorporated by reference as though fully set forth in the text of this Ordinance.

SECTION 2. Section 22.08.170 of the Davis Municipal Code is amended to read as follows:

22.08.170 Parking on city streets—Generally.

(a) Whenever the City Traffic Engineer, with Safety Advisory Commission approval, shall determine ~~that the orderly, efficient movement of vehicles requires~~ that parking or standing of vehicles on city streets be prohibited, limited or restricted, the City Traffic Engineer shall have the ~~power and~~ authority, pursuant to California Vehicle Code Section 22561(n) to order signs

erected or posted indicating that the parking of vehicles is thus prohibited, limited or restricted, and that vehicles in violation may be removed.

(b) When signs authorized by the provisions of this section are in place, no person shall park or stand any vehicle contrary to the ~~directions~~ or provisions of such signs. When such signs so state, vehicles in violation may be removed in the manner permitted by the Vehicle Code.

SECTION 3. Section 22.08.175 is added to the Davis Municipal Code to read as follows:

22.08.175 Paid Parking-Generally.

Paid parking shall serve as a tool to manage demand to achieve a desired level of parking availability in designated areas of the city, in order to improve community access, economic vitality, and to improve the experience of visiting Davis.

(a) The City Manager’s Office, in consultation with the City Traffic Engineer shall develop and administer paid parking regulations to implement the paid parking provisions of this chapter.

(b) The Police Department shall enforce paid parking requirements in accordance with this chapter.

(c) Paid parking rates and regulations will be reviewed and modified from time to time by the City Manager in consultation with the City Traffic Engineer in accordance with this chapter to align parking demand with the desired level of availability.

(d) The on-street parking system shall promote integration and coherence with the off-street parking system in order to support larger community goals of economic vitality, quality of life, and sustainability.

SECTION 4. Section 22.08.255 of the Davis Municipal Code is amended to read as follows:

22.08.255 Reparking restrictions in timed parking zones within and around the downtown core area.

(a) **On-street parking on a city street.** A vehicle will be deemed to have been stopped, parked or left standing for longer than the time allowed in this section, if it has not been moved at least “out of the block face” following the expiration of the posted time limit in a timed parking zone. A “block face” consists of the legal parking spaces on both sides of the street on a block (in which the vehicle is parked), bounded by an intersection at each end. A vehicle may not re-park in the same block face sooner than a “timeout period” (equal to double the posted time limit) following the time at which a vehicle was initially parked.

(b) **Off-street parking in a city-owned/leased parking lot or structure.** A vehicle will be deemed to have been stopped, parked or left standing for longer than the time allowed in this section, if it has not been moved out of the parking lot or structure following the expiration of the posted time limit in a timed parking zone. A vehicle may not re-park in the same parking lot or structure sooner than a timeout period (equal to double the posted time limit) following the time at which a vehicle was initially parked.

(c) **Scope.** The re-parking restriction shall apply to all vehicles parked in timed parking zones, where signage has been posted, indicating prominently thereon the re-parking restrictions, in the following areas:

Downtown Core Area, defined as the area bounded by 5th Street on the north, 1st Street on the south, A Street on the west, and the Union Pacific railroad tracks on the east, but excluding the paid parking zones designated by Section 22.08.450(a).

B Street, between 5th Street and 7th Street, east side of street.

C Street, between 5th Street and 6th Street, west side of street.

G Street, between 5th Street and a point approximately one hundred feet north, east side of street.

G Street, between 6th Street and a point approximately two hundred sixty feet north, east side of street.

I Street, between 3rd Street and the Union Pacific railroad tracks, west side of street.

I Street, between 3rd Street and a point approximately forty-five feet south, east side of street.

3rd Street, between I Street and the Union Pacific railroad tracks, both sides of street.

4th Street, between I Street and the Union Pacific railroad tracks, both sides of street.

6th Street, between B Street and C Street, south side of street.

(d) **Exceptions.** The three-minute passenger loading zones (marked with white curb painting) and twenty-minute limited parking zones (marked with green curb painting) in the downtown core area shall be exempt from the re-parking restrictions.

SECTION 5. Section 22.08.280 of the Davis Municipal Code is amended to read as follows:

22.08.280 Two-hour parking between 8:00 a.m. and 6:00 p.m. Monday through Saturday (Sundays and holidays excluded).

~~B Street, from First Street to a point approximately one hundred feet south of Second Street, east side of street.~~

B Street, from Fifth Street to Sixth Street, east side of street.

C Street, from Fifth Street to Sixth Street, west side of street.

~~D Street, from First Street to Third Street, both sides of street.~~

E Street, from a point approximately one hundred feet north of First Street to Fourth Street, both sides of street.

~~F Street, from a point approximately one hundred feet north of First Street to Fifth Street, west side of street.~~

~~F Street, from First Street to Fourth Street, east side of street.~~

~~G Street, from First Street to Fifth Street, both sides of street.~~

G Street, from Fifth Street to a point approximately one hundred feet north, east side of street.

G Street, from Sixth Street to a point approximately two hundred sixty feet north, east side of street.

I Street, from the Union Pacific railroad tracks to Third Street, west side of street.

I Street, from a point approximately forty-five feet south of Third Street to Third Street, east side of street.

~~First Street, from F Street to a point approximately seventy feet east of F Street, north side of street.~~

~~Second Street, from B Street to H Street, both sides of street.~~

~~Third Street, from C Street to I Street, both sides of street.~~

~~Fourth Street, from E Street to G Street, north side of street.~~

~~Fourth Street, from E Street to the Union Pacific railroad tracks, south side of street.~~

~~Fourth Street, north side, from G Street east to the driveway into the parking structure.~~

Sixth Street, from B Street to C Street, south side of street.

~~Alley East of G Street, from First Street to Second Street, both sides of street.
Alley East of G Street, from Third Street to Fourth Street, west side of street.~~

~~City Parking Lot located at 23 Russell Boulevard, also known as the “City Hall Lot.”
City Parking Lot located at 317 F Street, also known as the “North F Street Lot.”
City Parking Lot located at 320 G Street, also known as the “North G Street Lot.”
City Parking Lot located at 210 G Street, also known as the “South G Street Lot.”~~

SECTION 6. Section 22.08.285 of the Davis Municipal Code is amended to read as follows:

22.08.285 Ninety-minute parking between 8:00 a.m. and 6:00 p.m. every day~~Monday through Saturday (Sundays and holidays excluded).~~

B Street, from First Street to a point approximately one hundred feet south of Second Street, east side of street.

C Street, from First Street to Fifth Street, both sides of street.

D Street, from Third Street to Fifth Street, both sides of street.

E Street, from Third Street to Fifth Street, both sides of street.

F Street, from Third Street to Fifth Street, both sides of street.

G Street, from Third Street to Fifth Street, both sides of street.

Alley East of G Street, from Third Street to Fourth Street, west side of street

H Street, from Second Street to Third Street, east side of street.

Second Street, from B Street to D Street, both sides of street.

Third Street, from B Street to D Street, both sides of street.

First Street, from F Street to a point approximately seventy feet east of F Street, north side of street.

Fourth Street, from C Street to H Street, both sides of street.

City Parking Lot located at 320 G Street, also known as the “North G Street Lot.”

SECTION 7. Section 22.08.290 of the Davis Municipal Code is hereby deleted.

SECTION 8. Section 22.08.300 of the Davis Municipal Code is hereby deleted.

SECTION 9. Section 22.08.450 of the Davis Municipal Code is amended to read as follows:

22.08.450 Paid parking zones designated.

~~The following parking lot is hereby designated as a parking meter zone:~~

~~City Parking Lot located at 221 F Street, also known as the “E Street Plaza Parking Lot.”~~

(a) The paid parking zones are defined to include the following:

(i) The area bounded to the north by Third Street (both sides of Third Street included in the paid parking area); G Street to the east, including the easterly terminus of Second Street (both sides of G Street and Second Street included in the paid parking area); First Street to the South (First Street not included in the paid parking area, however); and D Street to the west (both sides of D Street included in paid parking area). The paid parking zone includes all on-street parking

spaces and parking lots and structures within the geographic boundaries of the paid parking zone as described in this section.

(ii) The City Parking Lot located at 317 F Street, also known as the “North F Street Lot.”

(b) The designation of the paid parking zones pursuant to this Section shall not affect the designation of any preferential permit parking areas within the paid parking zone pursuant to Article 22.12 of the Municipal Code, and the City Council may continue to designate preferential permit parking areas within the paid parking zone in accordance with Article 22.12, which may allow for parking within a preferential permit parking area with a valid parking permit, notwithstanding designation of that area as part of the paid parking zone.

(c) All spaces located within a parking meter zone, except for spaces ~~for the disabled, motorcycles, and electric vehicles,~~ exempted by state law shall be subject to this article.

SECTION 10. Section 22.08.460 of the Davis Municipal Code is amended to read as follows:

22.08.460 Authority to install single-space/pay-by-space/pay-and-display meters/machines.

At the direction of the City Manager, ~~the~~ city traffic engineer may install, or cause to be installed, pay parking meters, machines, or other technologies for payment in the parking meter zone(s) established by this Code in such places as, in the traffic engineer’s judgment, may be necessary for the regulation, control and inspection of the parking of vehicles therein.

SECTION 11. Section 22.08.470 of the Davis Municipal Code is amended to read as follows:

22.08.470 Single-space/Pay-by-space/Pay-and-display specifications.

Each ~~paid~~ parking meter or machine that is used shall, upon the deposit of the appropriate United States coins, currency, or credit card, or other payment technology with respect to a ~~paid~~ parking space controlled thereby, display or otherwise communicate the amount of time purchased on the timing mechanism of the machine or other payment device, or shall dispense a receipt showing the amount of time purchased and when lawful parking period will expire for that space, ~~or shall display the amount of time purchased on the timing mechanism of the machine.~~ Upon expiration of the lawful parking period, the right of a vehicle to occupy the space shall cease.

SECTION 12. Section 22.08.480 of the Davis Municipal Code is amended to read as follows:

22.08.480 Parking meter rates and restrictions.

The rate for parking in a parking meter zone during the hours of operation shall be twenty five cents per fifteen minute increment.

(a) The City Manager, in consultation with the City Traffic Engineer, shall be responsible for setting parking rates and designating time of day or duration of stay restrictions within the paid parking zone.

(b) Parking rates in the paid parking zone will be established at no less than \$0.25 per hour and no higher than \$2 per hour.

(c) Parking rates and restrictions within the paid parking zone shall be reviewed at least annually, and not more frequent than quarterly, to confirm that they are best suited to meeting the

objectives outlined in Section 22.08.175. Review of the parking rates shall be conducted in accordance with the demand responsive pricing process described in Section 22.08.485.

(d) The public shall be informed in advance of changes and clear communication of pricing and restrictions shall be made available to the public in order to facilitate compliance and ease of use of paid public parking spaces.

SECTION 13. Section 22.08.485 is added to the Davis Municipal Code to read as follows:

22.08.485 Demand responsive pricing.

(a) Parking rates and restrictions shall be adjusted in the paid parking zone based on estimated or measured occupancy to achieve availability targets as described in this section and in pursuit of the objectives outlined in Section 22.08.175.

(b) Rates will be adjusted to strive for an overall target of achieving occupancy targets within a 60-80 percent occupancy range within the paid parking zone. When parking occupancy analysis finds occupancy rates below 60 percent, hourly rates should be lowered in \$0.25 per hour increments. When parking occupancy analysis finds occupancy rates above 80 percent, hourly rates should be raised in \$0.25 per hour increments. The goal of this demand-responsive approach is to generally price parking at the lowest rate that achieves availability targets.

(c) The geographic boundary for demand responsive pricing changes can be established by the City Manager's Office as either the entirety of the paid parking zone, or a subset within if needed to reflect demand differences in different parts of the paid parking zone.

(d) Utilization data shall be collected on a regular basis to determine occupancy rates and inform decisions on adjustments to rates and restrictions.

(e) Reports shall be issued to the public annually to communicate the intent and performance of the demand responsive paid parking program.

SECTION 14. Section 22.08.490 is deleted from the Davis Municipal Code.

SECTION 15. Section 22.08.500 of the Davis Municipal Code is amended to read as follows:

22.08.500 Operation of single-space/pay-by-space/pay-and-display meters/machines.

(a) When any vehicle is parked in any ~~parking meter space within a paid parking zone~~, the operator of the vehicle shall, immediately after entering the parking space, deposit or cause to be deposited in the meter/machine controlling the space the proper ~~coin or~~ currency of the United States, credit card, or other acceptable payment media as is required by Section 22.08.4980 and the rates and restrictions established pursuant thereto for the paid parking space. Parking or standing a vehicle in a designated paid parking space shall be lawful only for the period of time corresponding to the amount of United States ~~coins~~, currency or credit deposited.

(b) The operator of vehicle, after the proper deposit, shall also set in operation the timing mechanism on the meter/machine, if any, in accordance with directions properly appearing thereon. In addition, if the parking space is controlled by a pay-and-display machine, the operator of the vehicle shall immediately cause the parking receipt provided by the machine to be placed face up on the driver's side dashboard of the vehicle. Failure to make a proper deposit and to set the timing mechanism in operation or place the receipt on the vehicle dashboard, as applicable, shall constitute a violation of this article.

SECTION 16. Section 22.08.510 of the Davis Municipal Code is amended to read as follows:

22.08.510 Overtime parking in parking meter zones.

- (a) No vehicle shall remain in a space for which there is a pay parking meter/machine when the meter/machine or receipt indicates that the lawful parking period has expired.
- (b) The indication by a single-space meter or pay-by-space machine or payment tool that the lawful parking time has expired or the display of a pay-and-display parking receipt indicating that the lawful parking time has expired, during the hours of operation for any meter or machine, shall be prima facie evidence that the motor vehicle has been parked overtime and beyond the lawful parking period.

SECTION 17. The City Clerk shall certify to the adoption of this Ordinance and shall cause the same or a summary thereof to be published as required by law.

SECTION 18. This Ordinance shall take effect and be in full force and effect thirty (30) days from and after the date of its final passage and adoption.

INTRODUCED on the _____ day of _____, 2019, and **PASSED AND ADOPTED** by the City Council of the City of Davis on this _____ day of _____, 2019, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Brett Lee
Mayor of the City of Davis

ATTEST:

Zoe S. Mirabile, CMC
City Clerk

FINANCIAL ANALYSIS TABLE

	On Street	Off Street	Time Band-1 / Off-Peak	Time Band-2 / Peak	Time Band-3 / Off-Peak	Revenues ^e	Expenses ^f	Revenues ^e	Expenses ^f	Cumulative Net Surplus / (Deficit)	10-Year Cumulative Change (Base Comparison)
Consultant Recommendation											
10am-10pm / First & F Garage / 3-Time Bands ^b	420	271	\$ 0.25	\$ 1.00	\$ 0.50	\$ 888,000	\$ 670,000	\$ 8,880,000	\$ 7,445,000	\$ 1,435,000	
Downtown Parking Task Force											
Remove First & F Garage (-174 spaces)	420	97	\$ 0.25	\$ 1.00	\$ 0.50	\$ 808,308	\$ 663,000	\$ 7,784,280	\$ 7,331,000	\$ 453,280	\$ (981,720)
Other Scenarios											
1: 10am - 8pm (Eliminate 2-Hr Enforcement)	420	271	\$ 0.25	\$ 1.00	\$ 0.50	\$ 789,000	\$ 670,000	\$ 7,890,000	\$ 7,445,000	\$ 445,000	\$ (990,000)
2: No Sunday Enforcement	420	271	\$ 0.25	\$ 1.00	\$ 0.50	\$ 700,692	\$ 636,820	\$ 7,305,720	\$ 7,090,940	\$ 214,780	\$ (1,220,220)
3: Peak/Off-Peak (No Time Bands) ^d	420	271	n/a	\$ 1.00	\$ 0.50	\$ 902,000	\$ 670,000	\$ 9,020,000	\$ 7,445,000	\$ 1,575,000	\$ 140,000
4: Increase Spaces (On-Street: 40 spaces)	460	271	\$ 0.25	\$ 1.00	\$ 0.50	\$ 936,000	\$ 683,000	\$ 9,360,000	\$ 7,615,000	\$ 1,745,000	\$ 310,000
5: Increase/Decrease Rates	420	271	\$ 0.50	\$ 0.75	\$ 1.25	\$ 1,072,000	\$ 670,000	\$ 10,720,000	\$ 7,445,000	\$ 3,275,000	\$ 1,840,000
6: Increase Spaces and Lower Rates	460	331	\$ 0.25	\$ 0.75	\$ 0.50	\$ 838,000	\$ 683,000	\$ 8,380,000	\$ 7,615,000	\$ 765,000	\$ (670,000)
7: Peak/Off-Peak (Peak = 7 hrs; Off-Peak = 5 hrs)^c	420	271	n/a	\$ 1.00	\$ 0.50	\$ 1,100,000	\$ 670,000	\$ 11,000,000	\$ 7,445,000	\$ 3,555,000	\$ 2,120,000
8: Increase Spaces (Boy Scout Lot: 61 spaces) / Peak/Off-Peak	420	332	n/a	\$ 1.00	\$ 0.50	\$ 1,191,000	\$ 670,000	\$ 11,910,000	\$ 7,445,000	\$ 4,465,000	\$ 3,030,000
9: Increase Spaces (Boy Scout Lot: 61 spaces) / 3-Time Bands	420	332	\$ 0.25	\$ 1.00	\$ 0.50	\$ 960,000	\$ 678,000	\$ 9,600,000	\$ 7,538,000	\$ 2,062,000	\$ 627,000
Assumptions:											
a. Capital investment funded by General Fund includes equipment costs (base unit, pay station, electronic lock, shipping, installation) and ADA improvements (\$582,000 to \$661,000 based on # of meters/spaces)											
b. Timeband-1 hours from 10:00 am to 12:00 pm; Timeband-2 hours from 12:00 pm to 6:00 pm; Timeband-3 hours from 6:00 pm to 10:00 pm											
c. Peak hours from 12:00 pm to 2:00 pm and 5:00 pm to 10:00 pm; Off-Peak hours from 10:00 am to 12:00 pm and 2:00 pm to 5:00 pm. Removes 3 Time Bands from consultant recommendation.											
d. Peak hours from 11:30 am to 1:30 pm and 5:00 pm to 8:00 pm; Off-Peak hours from 10:00 am to 11:30 am and 1:30 pm to 5:00 pm											
e. Revenues based on average occupancy during higher demand periods at 70% and average occupancy during lowest demand priced periods at 50%											
f. Expenses include two parking control scooters with license plate reader; equipment/vehicle capital rehabilitation/replacement and warranty; administration and overhead costs; operating costs (software and communication fees, credit card transaction fees excluding merchant fees); personnel costs for a Parking Manager (annual base salary at \$104,000) and two Police Service Specialist/Parking Enforcement Officer (annual base salary at \$56,000)											

Note: Bold text indicate staff recommendation.



REQUEST FOR PROPOSAL: PARKING MANAGER

The City of Davis invites proposals from qualified individuals, firms, or teams for a limited-term appointment as the City's Parking Manager. This position will work closely with Police Department Parking Enforcement, Public Works Transportation, and City Manager's Office staff in executing recommendations from the 2014 Downtown Parking Management Plan (DPMP) and recently completed Davis Downtown Parking Strategy report (DDPS).

The need for a Parking Manager originates from the City Council's November 2017 direction to expand paid parking in the southeast quadrant of downtown, which was a recommendation from the DPMP. The DDPS was an implementation planning effort to advance the City Council's broad direction into specific actions required to successfully deploy paid parking. The DDPS resulted in 60 recommendations in the following areas:

1. Parking Pricing (Rates, time limits, enforcement hours, technology, etc.)
2. Enforcement
3. Citation and Permit Management
4. Revenue Reconciliation
5. Parking Program Management
6. Validation & Rewards Programs
7. Signage and Wayfinding
8. Parking Facility Improvements

As such, the Parking Manager will be responsible for leading the execution and management of downtown paid parking and high priority parking operations recommendations from the DDPS. This position will serve as both the project manager and public relations staff for expansion of downtown paid parking.

Major Responsibilities:

1. Implement paid parking recommendations from DDPS including:
 - a. Policies
 - b. Procurement
 - c. Installation
 - d. Management
2. Implement high priority parking operations recommendations from the DDPS.
3. Serve as lead internal and external contact for all matters relating to downtown parking.

4. Supervise Parking Enforcement staff for successful deployment of paid parking.

Duration: Position is a 12-month appointment, with the potential to extend by up to 6 months. Commitment for the appointment is expected to average approximately 30 hours per week, and may vary significantly from week to week.

During the term of this contract, the City of Davis plans to conduct a hiring process for a full-time city employee to fill the role after the contract is complete.

Environment: Position is located in Davis, CA and will report directly to the Police Chief and receive input from relevant department directors. Position will require a "hands on" approach with a consistent local presence. However, on-site availability may be negotiable for exceptional candidates. This position will be supported by administrative staff from either the Police Department or the City Manager's Office.

Qualifications:

Knowledge of:

- Principles and practices in the management and regulation of on-street and off-street municipal parking programs.
- Relationships between parking supply and cost and customer access to residential, retail, event, and professional services.
- Public procurement and contracting laws, rules, and regulations.
- Procedures for developing bid specifications and awarding contracts for public agencies.
- Laws and ordinances pertaining to regulation and enforcement of on-street and off-street municipal parking.
- Revenue analysis and scheduling methods.
- Principles and practices of public administration, governmental budgeting, supervision, personnel administration, analytical procedures, and modern office management methods and practices.

Experience:

Any combination of education and experience that demonstrates ability to perform the Major Responsibilities.

Proposal Requirements:

Responsive proposals will include the following:

- Cover letter explaining interest in position, overview of qualifications, and depth of experience (2-page maximum).
- Resume
- Cost proposal
- List of References

**RECOMMENDATIONS COMPARISON
DPTF / Nelson Nygaard / Staff**

Task	Description	N/N Recommendation	N/N Rec. consistent with DPMP?	Staff Final Recommendation in Response to N/N Recommendations.
1a	Peer Review of 11/7/17 City Council Paid Parking Action (Note: N/N recommendations on items not discussed by City Council are grouped into this Task)	Move forward with the boundary approved by City Council in Nov. 2017. Include First/F garage as paid/X-permit. Eliminate time restriction in paid parking area. Establish paid parking on Sundays Shift enforcement start to 10 am. Extend parking enforcement to 10 pm.	Yes. No. DPMP proposed First/F garage remain 3-hr free / X-permit. No. DPMP proposed extending time restrictions from 2 hours to 3 or 4 hours. No. DPMP recommended paid parking Monday-Saturday. Yes. No. DPMP recommended extending parking enforcement to 8 pm.	Support. Support. Ensures consistency if converted to paid parking/X-permit. Oppose. Staff proposes 5-hour time limits. Support. Occupancy rates justify Sunday enforcement. Support. Support.

Task	Description	N/N Recommendation	N/N Rec. consistent with DPMP?	Staff Final Recommendation in Response to N/N Recommendations.														
1b	Meter Technology	<ul style="list-style-type: none"> On-street: Single-space parking meters within paid parking area. Off-street: Pay-by-Plate multi-space pay stations within paid parking area. 	DPMP is silent on meter technology.	Support.														
1c	Paid Parking Pricing Structure	<p>Three proposed time bands and starting rates:</p> <table border="1" data-bbox="722 1150 1250 1503"> <tr> <td data-bbox="722 1308 946 1503">10 am - 12 pm</td> <td data-bbox="722 1150 946 1308">\$0.25/hr</td> </tr> <tr> <td data-bbox="946 1308 1136 1503">12 pm – 6 pm</td> <td data-bbox="946 1150 1136 1308">\$1.00/hr</td> </tr> <tr> <td data-bbox="1136 1308 1250 1503">6 pm – 10 pm</td> <td data-bbox="1136 1150 1250 1308">\$.50/hr</td> </tr> </table>	10 am - 12 pm	\$0.25/hr	12 pm – 6 pm	\$1.00/hr	6 pm – 10 pm	\$.50/hr	<p>No. DPMP proposed two time bands, peak & off-peak:</p> <table border="1" data-bbox="946 730 1250 1150"> <tr> <td data-bbox="946 888 1136 1150">Peak (Lunch & Eve): • 11:30 am - 1:30 pm • 5 pm – 8 pm</td> <td data-bbox="946 730 1136 888">\$1.00/hr</td> </tr> <tr> <td data-bbox="1136 888 1250 1150">Off-Peak: • Before 11:30 am • 1:30 pm – 5 pm</td> <td data-bbox="1136 730 1250 888">\$.50/hr</td> </tr> </table>	Peak (Lunch & Eve): • 11:30 am - 1:30 pm • 5 pm – 8 pm	\$1.00/hr	Off-Peak: • Before 11:30 am • 1:30 pm – 5 pm	\$.50/hr	<p>Partial. Staff supports starting rates of \$1.00/\$.50 for peak/off-peak.</p> <p>Staff prefers DPMP peak/off-peak hours over N/N’s three time bands due to:</p> <ul style="list-style-type: none"> Better alignment with parking demand. Less confusing for visitors. <table border="1" data-bbox="946 128 1250 730"> <tr> <td data-bbox="946 426 1136 730">Peak (Lunch & Eve): • 11:30 am - 1:30 pm • 5 pm – 10 pm</td> <td data-bbox="946 128 1136 426">\$1.00/hr</td> </tr> <tr> <td data-bbox="1136 426 1250 730">Off-Peak: • Before 11:30 am • 1:30 pm – 5 pm</td> <td data-bbox="1136 128 1250 426">\$.50/hr</td> </tr> </table>	Peak (Lunch & Eve): • 11:30 am - 1:30 pm • 5 pm – 10 pm	\$1.00/hr	Off-Peak: • Before 11:30 am • 1:30 pm – 5 pm	\$.50/hr
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Task	Description	N/N Recommendation	N/N Rec. consistent with DPMP?	Staff Final Recommendation in Response to N/N Recommendations.
1d	Administrative and Enforcement Staffing	<ul style="list-style-type: none"> • One to two additional full-time parking enforcement officers. • Create Parking Manager position. • Create Mobility Coordinator position. 	<p>Yes. DPMP recommended administrative resources necessary for successful DPMP implementation.</p>	<p>Partial. Staff supports the need for additional enforcement officers and Parking Manager position.</p> <p>Staff does not support Mobility Coordinator position at this time.</p>

Stewart Savage, Executive Director
Davis Downtown
PO Box 72497
Davis, CA 95617



POWERED BY THE PEOPLE

January 28, 2019

City Council
City of Davis
23 Russell Blvd
Davis, CA 95616

Re: Executive Summary of Downtown Parking Survey Results

Davis City Council:

The Davis Downtown Business Association (DDBA) conducted a parking survey that was sent to all of our members in December of 2018. The survey consisted of 41 questions. The goal of the survey was to get respondents to provide valuable information and insight as to their views of the current parking situation in Downtown Davis, i.e. customer impact, employee use/impact, support of paid parking, etc.

The DDBA performed a thorough review/analysis of the survey results, and three major themes were represented in the parking survey:

1. Business owners strongly feel that there is a parking supply issue in Downtown Davis
 - a. Question #16 shows that 71% of the respondents feel that the automotive parking supply in Downtown Davis is not adequate
 - i. Survey Response: "It is difficult to park in front of the location you may want to shop. However, due to the closeness of the shops and restaurants one can easily walk from one location to the next. The time limits on street parking does require one to shop quickly."
2. Large portion of individual business owners are not supplying X Permits to their staff
 - a. Question #27 reports that out of the 55 respondents who answered this question, 44% of employees who work downtown park in time limited spaces (non X-permit zones)
 - i. Survey Response: "It's very hard to keep moving their cars every two hours. When the parking permit for downtown for employees is so expensive."

- ii. Survey Response: “When they need to move the vehicle, there is no space and they have to drive around, in some cases 10 minutes or longer to find parking.”
- 3. Large portion of respondents do not support the City’s plan to implement paid parking in Downtown Davis
 - a. Question #38 shows that out of the 69 respondents that answered this question, 77% do not support the City’s plan to implement paid parking downtown
 - i. Survey Response: “Time limited free parking is necessary, requiring payment for short stops is a disincentive to shopping downtown. I won’t stop for lunch if I have to pay for parking to pick up a sandwich.”
 - ii. Survey Response: “Better enforcement of parking time limits. Shorten time limits in high demand areas. Bigger push for employees to park remotely.”

The survey results and additional detail have been attached to this Executive Summary. In total, we received 90 survey responses. Of the 90 responses, 67 were identified as downtown business owners, 11 as non-business owners, and 12 as unidentified. The summary information is broken down according to the aforementioned groups. The chart and graph information is generated by the survey system and contains all responses.

If you have any additional questions on the survey or the responses please feel free to reach out to me directly.

Warm regards,



Stewart Savage
Executive Director, Davis Downtown
stewart@davisdowntown.com

1/28/19

Brett Lee, Mayor
City of Davis
23 Russell Blvd., Suite 1
Davis, CA 95616

Dear Mayor Lee,

Since its inception, the Davis Chamber of Commerce has had a commitment to the local community. Our Chamber is a vibrant business organization which reflects the vitality, education, community involvement, and quality of life characteristics of our locale. With over 500-member business, it is an invaluable resource to individuals, organizations and businesses, offering opportunities for growth, education, professional seminars and networking.

At the core of our City is a friendly, lively downtown business district. Residents and visitors alike enjoy the variety and quality of our shopping, dining and cultural pursuits. The University of Davis and the downtown are seamlessly joined, and activities, events and people flow effortlessly between them. The Davis Chamber see access to the downtown as critically important as it is the epicenter of what makes Davis the great community it is. This is why the Davis Chamber of Commerce has carefully considered the current Paid Parking Proposal that the Council will be voting on and has decided to provide strong objection to the current proposal as presented and respectfully request that you vote *NO* on the current proposal.

The Davis Chamber does not believe the proposal will enhance the unique character of the City or enhance downtown business vitality. We are equally skeptical that it will meet the objectives laid out by City planners to "increase parking availability." Additionally, the proposal as presented to the community, does not do anything to address the real issue that must be addressed of increasing the supply of new parking spots.

The proposal does not enhance the unique character of the City. At the core of what makes Davis, Davis is our downtown. We have a robust set of restaurants, nightlife, museums, the Farmers Market and business that make up our vibrant downtown. The downtown is an essential place for the citizens of our City to meet and enjoy what it means to be part of Davis. It serves as an essential part of the retail and business community and the current proposal will provide a systemic deterrent from people enjoying this essential part of Davis.

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Director of Events & Marketing
Bobbi Vaughn
Director of Membership
Jovita Husband
Front Office Administrator

We encourage the City to revisit the proposal and come up with a different solution that does not detract accessibility from the unique character of the City.

The proposal does not enhance downtown business vitality. It is the Davis Chambers' strong belief; the proposal will adversely impact the downtown business community. In the City owns words it believes that the proposal will "change people's behavior." We agree. Unfortunately, many small businesses, especially retail business in downtown, do not have the financial margins to survive the unproven impacts of the City proposal. It is our belief, a parking fee as proposed will both deter people from coming downtown, will encourage them to shop in other areas of the community or drive to neighboring communities with big box stores with free parking. All will have a negative impact to the downtown business community. With this proposal in place, it will now pencil out for people to drive to neighboring Cities. As the DAVIS Chamber, we would rather City planners encourage people to come to our City rather than go to other communities to shop and work with that business community.

The proposal does not meet the objective laid out by City leadership to "increase parking availability." We believe the proposal will have the opposite impact of encouraging people who do come downtown to move regularly. We believe it is likely visitors will find a parking spot and stay in that location for extended periods of time and not move as assumed by planners. This is most likely to be found with employees of companies and the University who will be forced to pay for a parking spot but will have the capacity to remain in that spot for an unlimited period of time. Based upon the way its structured, as compared to University paid parking, it is easy to see how people could find an economic advantage parking in Downtown versus on the Campus. Additionally, those who don't want to pay but are willing to walk a distance, will park in areas that are not downtown but are residential areas.

The proposal does not meet the needed objective of increasing the supply of new parking spots. The City of Davis has not added new parking spots, in any real significant way, for a substantial amount of time despite the fact both the City and the University populations have grown dramatically. This fact must be addressed directly by the City if it ever hopes to deal with the parking issue downtown. We would encourage the City to look for a solution of new parking spaces before asking the Community to pay an additional downtown parking tax. We believe a *direct nexus* must exist to more new spaces before the community should be asked to support any parking proposal.

For the above reasons, the Davis Chamber of Commerce respectfully ask the City Council to **VOTE NO** on the current Paid Parking Proposal.

Sincerely,



Carolyn Stiver
Board Chair
Davis Chamber of Commerce

OLD EAST DAVIS NEIGHBORHOOD ASSOCIATION

PO Box 72972

DAVIS CA 95617

February 28, 2019

Dear Davis City Council Members:

On behalf of the Old East Davis Neighborhood Association (OEDNA), I am writing to request that you support ongoing efforts by OEDNA and City staff to achieve a mutually acceptable parking plan for OED (Old East Davis), as part of the conversion to paid parking downtown and consequent need for additional X-permit parking. Broadly, this plan should address current and anticipated impacts on parking availability for OED residents, while at the same time allow for limited X-permit parking in an extended parking district within OED.

The blocks of OED bounded by J and L Streets on the east and west, and by 3rd and 5th Streets on the north and south, contain perhaps the largest area of unrestricted parking in close proximity to the downtown core. Parking availability on these blocks is currently impacted by the desirability of these spaces as alternatives to downtown, on-campus, and AMTRAK station parking. These impacts are expected to increase as the City moves to paid parking downtown, and with the possible conversion to paid parking at the AMTRAK station. OED residents express a clear need for enforceable parking restrictions in these blocks, along with continued enforcement in the existing 'R' and 'T' districts in OED, so that residents and their guests have adequate and predictable street parking—a constituent part of the full use of a property.

At the same time, OED understands that with the conversion to paid parking downtown, the City desires to increase the supply of X-permit parking in the vicinity of downtown. OED residents are willing and able to work collaboratively with the City, to provide limited X-permit parking within an extended parking district covering the currently unrestricted blocks in OED.

The staff report for the downtown parking plan includes a map showing an initial proposal by OEDNA for an extended parking district, including limited X-permit parking. Revisions of this proposal based on feedback from City staff will likely be needed. Significant concerns of OED residents include, but are not limited to: questions about the placement and density of X-permit spaces, enforcement, and the possible incorporation of traffic-calming measures and/or improved street-sweeping. These will need to be definitively addressed by the City, before OEDNA supports a final plan.

Brian Abbanat, Senior Transportation Planner, has patiently worked with OEDNA representatives to reach the current stage of discussions. It is our impression that the feedback Brian has received from other City staff on OEDNA's proposal has changed over time, and that the balance between the City's goals, constraints and flexibility to meet OEDNA's needs should be clarified, so that Brian and OEDNA can finalize a plan.

OEDNA requests that the City Council:

- 1) affirm their support for the ongoing discussions between OEDNA and City staff for a mutually beneficial parking plan;
- 2) provide direction and details that are adequate to support finalization of a plan (including likely future requests for additional details);
- 3) request progress reports at reasonable intervals on the status of discussions between OEDNA and City staff; and
- 4) commit to implementing a parking plan for OED, including an expanded parking district and limited X-permit parking, concurrently with the downtown paid parking plan.

Respectfully submitted,



Rhonda Reed, President

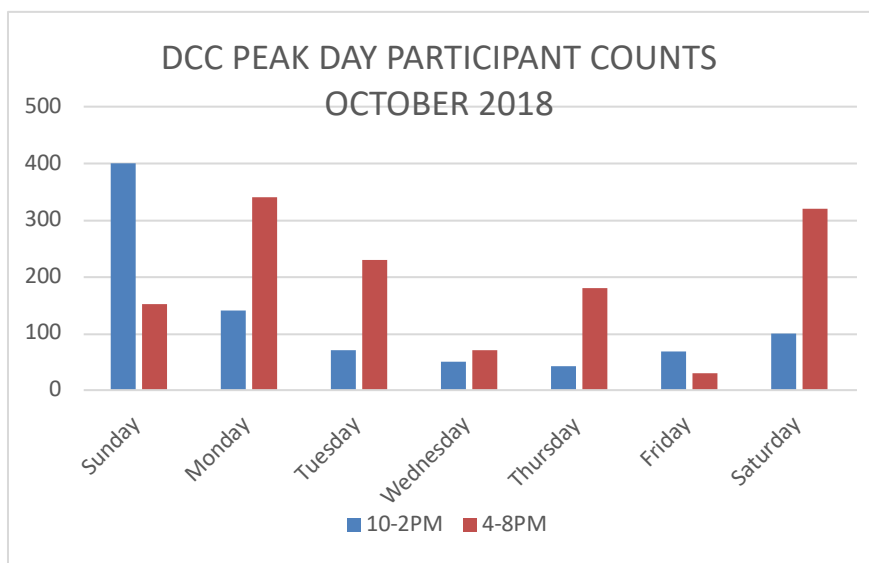
DAVIS COMMUNITY CHURCH
January 24, 2019
Re: Downtown Paid Parking Proposal

Dear City Councilmembers,

We are writing to you to express our commitment to remain a central gathering place for Davis residents as we have been for 150 years. Davis Community Church currently carries out programs on the entire block between 4th, 5th, C and D Streets which draw between 7,000-8,000 participants each month for classes, worship, music practice, events and meetings. While we maintain staff parking on-site, visitors, facility users and volunteers to our campus walk, ride bicycles or buses, or park on city streets. We believe it is in the best interest of the City, as well as downtown businesses, that convenient and adequate parking be maintained in our neighborhood, so we can continue to draw people to downtown Davis and continue to serve the public good.

We have submitted detailed October 2018 participant counts to Brian Abbanat and Diane Parro which helps to inform our parking demand. October is an average month for us, with less demand in the summer and more in December (Advent) and March/April (Lent). The chart below illustrates peak daily participants on site. As you can see, we have significant demand for parking during midday and evenings most days of the week. (These data do not include DCC Nursery School which serves 17 children each class and Empower Yolo which provides social services.) To reduce demand, we provide bicycle parking and carpool matching, host environmental programs such as Cool Davis, help organize transit vans from senior living facilities, celebrate Bike Month and Earth Day, and distribute bus passes to those unable to afford them. Our downtown location also encourages walking and transit use such as YoloBus and Unitrans.

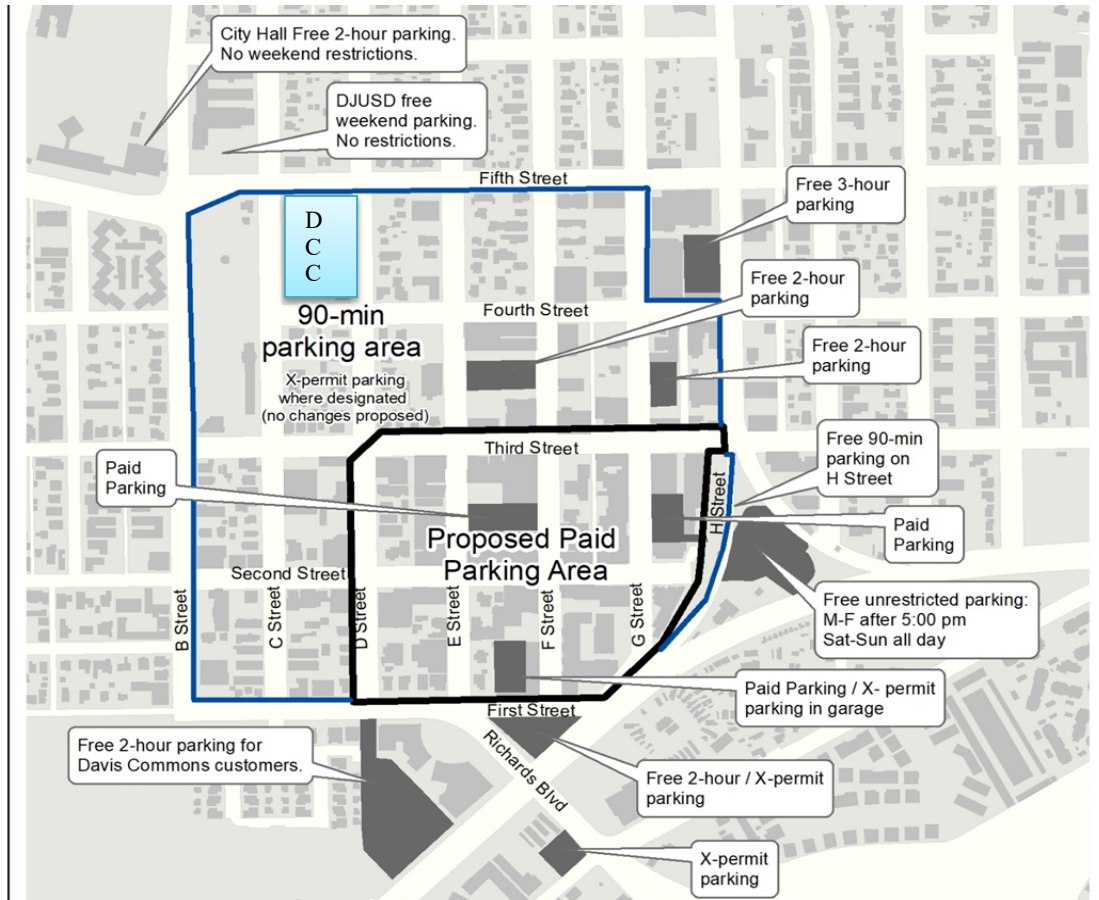
Most program participants stay less than two hours; however, there are significant exceptions. We work closely with City staff using two methods to manage these exceptions. DCC receives about 22 annual parking passes which are distributed from our office as needed, primarily for staff and volunteers whose responsibilities span more than 90 minutes. We also request relief of 90-minute parking limitations from the Davis Police Department for both regular and special events such as Rotary meetings (2.25 hours), and a recent Advanced Care Planning Workshop (2.5 hours). In October 2018, we had a dozen such events.



We understand that the current City

proposal to modify parking in the downtown core is to:

- Provide for approximately 691 paid public parking spaces in the area shown on the map below. This is 32% of the public parking downtown.
- Enforce paid parking requirements seven days a week.
- Enforce paid parking requirements from 10:00 a.m. to 10:00 p.m. everyday.
- Cost to park per hour between \$0.50 and \$1.00
- Parking in the paid spaces will have no time limits.



Map from City of Davis with Davis Community Church (DCC) highlighted

We support the City's efforts to utilize parking resources more efficiently, make short term parking more available, and increase multi-modal transportation use. Our hope is that additional development or parking management changes don't unduly impact our programs. In particular:

- We understand that the major goal is to make short term parking more available in downtown, so the paid parking area is designed to encourage downtown employees to park along C, D and 4th Streets with X-permits. However, when employees from businesses several blocks away park around our facility, these parking stalls are no longer available for short term parking for our program participants and this creates the opposite effect than what's desired. **The highest and best use of the parking stalls adjacent to our facility is short term parking, not long-term parking for remotely-located employees.** The city has invested in long term parking lots and garages more suited to employee parking, as well as in bicycle lanes and transit to make low-carbon commuting feasible. **Please consider removing the X-permit option from the parking spaces surrounding our facility.**
- The limitation of 90 minutes is designed to prevent free all day parking by downtown employees and university students while allowing sufficient time for business patrons to complete their errands.

However, this effectively limits our programs to 90 minutes during enforcement hours unless the Davis PD agrees to suspend ticketing. This creates an undue burden on our facility based on a standard that doesn't consider the unique public service aspect of our facility, and extra work for Davis PD. **Please consider enforcing the 90-minute limitation only from 11AM until 7 PM Monday-Friday for the parking spaces surrounding our facility.** This would still meet the goal of limiting free all day parking, while accommodating most of our events longer than 90 minutes.

A healthy downtown includes a robust assortment of residential, commercial, service, government and entertainment land uses that draws people to eat downtown, shop downtown and visit service-related businesses. Downtown Davis businesses benefit from the 7,000-8,000 program participants we draw each month to worship, attend classes and concerts, practice and study, eat and care for those less fortunate. Our social services improve the lives of many Davisites. Our facilities are utilized by Scouts, Rotary, Alcoholics Anonymous, music groups, Empower Yolo, multicultural schools, Yolo Hospice, and many others. If short term parking is unavailable, these programs may seek locations outside downtown Davis. This loss diminishes the long time goal of the City Council to strengthen downtown, and will increase traffic and associated carbon emissions.

Thank you for giving us an opportunity to share our parking demand data and concerns. We look forward to finding a resolution to this issue that meets the community's goals. If you would like to discuss this issue further, please contact Cheryl Essex at cheryl.essex.davis@gmail.com.

Sincerely,

C: Cheryl Essex, Elder; the Rev. Dr. Chris Neufeld-Erdman, Pastor



DAVIS DOWNTOWN PARKING STRATEGY

Policy and Implementation Recommendations

October 2018



With Jay Primus

Table of Contents

	Page
1 Introduction.....	1-1
2 Parking Pricing.....	2-1
Parking Management Principles	2-1
Where to Manage Parking	2-2
When to Manage Parking	2-3
Coordinate On- and Off-Street Pricing.....	2-3
Extend or Eliminate Time Limits	2-3
Time of Day Pricing.....	2-4
Demand Responsive Pricing.....	2-5
Paid Parking Technology	2-6
3 Enforcement.....	3-1
Staffing.....	3-1
Schedule	3-2
Enforcement Vehicles.....	3-3
Handhelds	3-3
License Plate Recognition	3-3
Scofflaws.....	3-4
Street Sweeping	3-5
E Street Plaza Lot	3-5
Amtrak Plaza Lot	3-5
Davis Commons Lot.....	3-6
Preferential Parking Permit Areas	3-6
Special Events.....	3-7
Paid Parking Enforcement.....	3-8
Parking Ambassador Model.....	3-8
4 Citation and Permit Management	4-1
T2 Systems.....	4-1
Fines and Penalties.....	4-3
Adjudication.....	4-4
Permits.....	4-5
5 Revenue Reconciliation	5-1
Counting and Collections.....	5-1
Reconciliation.....	5-2
6 Parking Program Management	6-1
Roles and Responsibilities.....	6-1
7 Validation & Rewards Programs	7-1
8 Signage and Wayfinding	8-1
Signage	8-1
Wayfinding.....	8-1
9 Parking Facility Improvements	9-1
Safety and Security	9-1
Electric Vehicle Charging Stations.....	9-1
1 st & F Street Garage	9-1

10	Financial Estimate.....	10-1
	Appendix A Validation and Rewards Program Interview Summaries	A-1
	Appendix B Revenue Estimate Assumptions Summary	B-1
	Appendix C Recommendations Summary	C-1

Table of Figures

		Page
Figure 1	Proposed Paid Parking Area	2-2
Figure 2	Proposed Time Bands and Initial Starting Rates	2-4
Figure 3	Parking Availability Performance Standards	2-5
Figure 4	Sample Revenue Distribution Schedule.....	2-8
Figure 5	Currently Weekly Enforcement Schedule, 8 a.m. to 6 p.m. Monday–Saturday.....	3-2
Figure 6	City of Davis Violation Fines.....	4-3
Figure 7	Recommended Noticing and Collections Timeline	4-4
Appendix Figure 1	Overall Supply Assumptions	B-1
Appendix Figure 2	On-Street Parking Assumptions	B-1
Appendix Figure 3	Off-Street Parking Assumptions	B-2
Appendix Figure 4	Recommendations Summary.....	C-1

1 INTRODUCTION

City Council began considering ways to optimize downtown parking operations through the recommendations of the Downtown Parking Task Force in 2013. The Council directed staff to “continue to support increased parking availability and implement City Council adopted Downtown Parking Task Force Recommendations” to help achieve the goal of improving downtown economic vitality. This task force recommended 19 measures to improve downtown parking management and right size the parking supply, which included implementing paid parking downtown. In 2016, City Council directed staff to develop a proposed pricing structure and approved an initial paid parking program at some off-street facilities. Staff were to install parking kiosks in one lot and then monitor the effects. In 2017, City Council expressed interest in considering a program to implement paid on-street pricing in a limited area. This memorandum provides detailed recommendations on the design and implementation of a paid parking program in downtown Davis.

2 PARKING PRICING

Paid parking is intended to address a range of issues downtown. Occupancy data and observation make it clear it is challenging to find a parking space downtown for much of the day. The primary goals of paid parking are to create more available parking spaces and to improve the experience of people driving to downtown Davis. Together these goals are expected to improve the economic vitality of downtown by making it easier for their customers and clients to find a parking space.

Maintaining a minimum level of parking availability is the core goal of the proposed paid parking program.

Parking occupancy data from recent years also shows that parking is not *always* difficult to find. Mornings, in particular, have plenty of parking availability. Typically, it becomes difficult to find a space around lunchtime and remains difficult through the evening. Parking occupancy tends to be highest where parking is free. As in most cities, in Davis parking availability on-street is much lower than in off-street facilities. This is a classic opportunity—by better managing on- and off-street parking as a system, more people will use open off-street spaces, which helps to open up spaces on-street. In general, good management should make it easier for everyone to find a parking space quickly and easily.

Besides the difficulty in finding a parking space, confusing and inconsistent parking regulations and signage can also degrade the user experience when parking downtown. To create a more positive experience for visitors and change the perception of how easy it is to park downtown, we recommend the parking system use (to the extent possible) consistent and simple rules, no time limits, and well-designed signage. Making parking as simple, easy, and user-friendly as possible is an opportunity for Davis to distinguish its downtown as a destination.

PARKING MANAGEMENT PRINCIPLES

To guide the implementation of paid parking, we recommend the following parking management principles:

1. **Maintain a minimum level of parking availability.** The intent of this core goal is to make it easy for people to park whenever they choose to drive. Performance of parking management is measured by the percentage of time that this minimum level of availability is maintained.
2. **Create a positive user experience.** Creating a positive experience starts with making it easy to find a place to park, and continues with making it as easy to pay, having the rules be simple and easy to quickly understand, and moving away from unnecessary or counterproductive parking management strategies, such as inconvenient time limits.
3. **Create an integrated and coherent system.** Managing both on- and off-street parking together as a coherent whole will help to achieve availability goals and make the parking system more legible to users. This parking management approach downtown

needs to work in concert with parking management strategies used surrounding the paid zone, such as nearby permit-parking blocks.

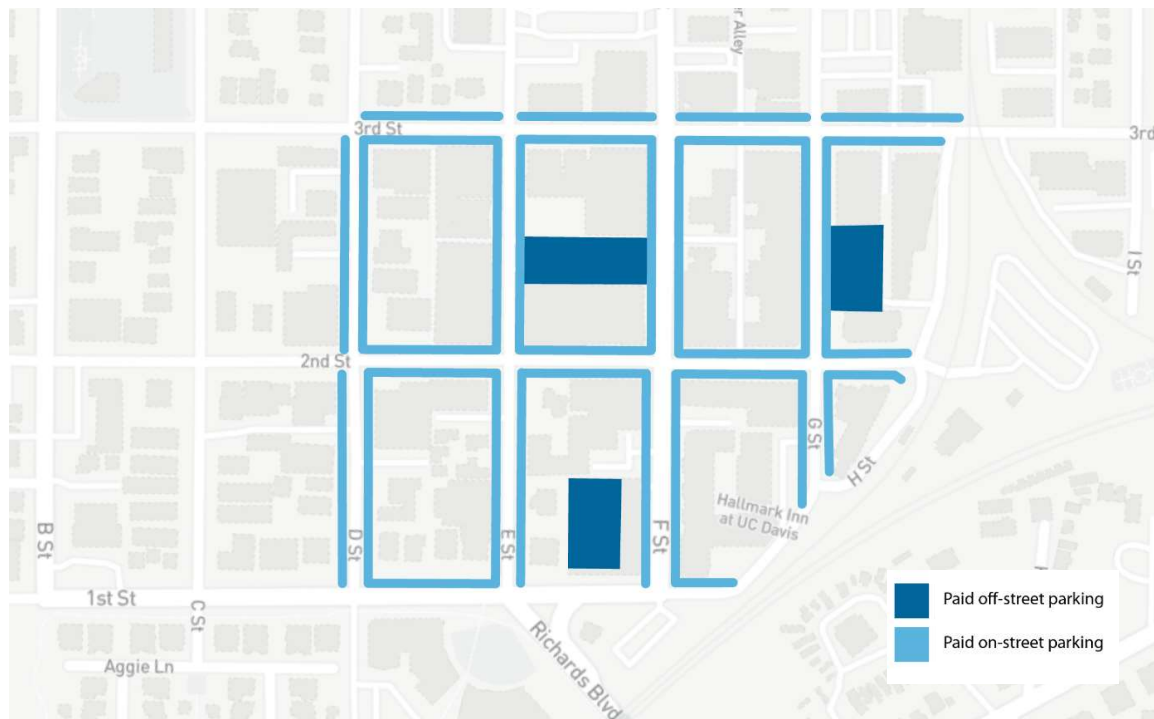
4. **Be transparent in parking management decisions.** In implementing a demand-responsive pricing parking program, the City should strive to be transparent about how it makes parking management decisions. This will reinforce the idea that the City uses paid parking not to generate revenue but rather to achieve larger goals for economic vitality, quality of life, and sustainability.

These principles can help guide implementation of the paid parking system and reflect how to better manage parking in coordination with this new system on surrounding streets as the downtown parking management program is implemented, monitored, and adjusted over time. The implementation recommendations described in the next sections reflect these principles.

WHERE TO MANAGE PARKING

The paid parking boundaries recommended in the City Council staff report dated November 7, 2017 are a sensible starting point. The recommended paid parking area (shown in Figure 1) generally reflects only block faces in the core commercial district, which is 691 parking spaces.

Figure 1 Proposed Paid Parking Area



Starting with the right paid parking area is important. If the area is too small it will make pricing far less effective as drivers will be able to easily avoid paying for parking by simply parking at nearby unmetered blocks. If the area is too large, the City risks eroding support for the project.

While proposed changes in the permit parking noted in the staff report will help to reduce the number of people that seek to park on blocks adjacent to the paid area, the paid parking program should monitor how the paid parking area affects parking occupancy on surrounding blocks. If the paid area creates significant spillover issues in certain areas, the City can consider how to

address those, whether improving the permit program or, if and where sensible, expanding the paid parking area. **We recommend the City move forward with the proposed area for the paid parking program.**

WHEN TO MANAGE PARKING

The primary goal of paid parking is to ensure that there is always a minimum level of parking availability across the paid parking zone. To support the vitality of downtown businesses, parking meters should be used to manage parking demand when businesses are open and there is parking availability is low. While this may vary from day to day and it would be possible, say, to have a different start time for the meters on every day of the week in an effort to perfectly tailor meter hours to demand, it is better to have consistent simple meter hours and are easy for drivers to understand and remember.

Occupancy data suggests that it is currently easy to find a parking space in the earliest parts of the day, and as such, we recommend that meters not operate until 10 a.m., which is one to three hours later than most downtowns. Similarly, occupancy data suggest that parking availability is low well into the evening most days of the week including Sundays. These trends are consistent with many downtown businesses' operating hours: Many are open until 10 p.m. or later, and most on Sundays.

Accordingly, **we recommend that meters operate from 10 a.m. to 10 p.m. every day of the week.** While there is some variation in demand across days and times, we recommend that the City keep times as consistent and simple as possible so it is easy for people to understand and remember when to pay for parking rather than trying to exactly match that for each day of the week. When parking demand is low, prices will also be very low.

COORDINATE ON- AND OFF-STREET PRICING

In many cities, on-street parking is priced lower than off-street parking and tends to have the highest occupancy. To make it easier to find parking and more evenly distribute parking demand **we recommend that initial rates for on- and off-street prices be set in relation to one another and that the City use demand-responsible pricing to manage demand toward availability targets.** City staff should adjust rates up or down to find the lowest possible rate that achieves availability targets.

To support this coordination between on- and off-street parking rates, **we also recommend the City not offer free hours in off-street parking facilities within the pay zone.** To ensure a minimum level of parking availability it is preferable to charge a lower rate overall across all facilities and times of day. This can also ensure more consistency and predictability across the parking system so drivers have clear expectations around when and where to pay for parking.

EXTEND OR ELIMINATE TIME LIMITS

Many cities rely on restrictive time limits to create parking turnover. Given that the primary goal of the parking management program is to create *availability* (rather than turnover, which is ill-defined, difficult to measure, and does not necessarily create availability), **we recommend the City eliminate time limits across the entire paid (non-permit) parking system** for the following reasons:

- Time limits do not make for a positive customer experience. They are inconvenient and at times can be stressful for shoppers who lose track of time or are anxious about receiving a parking ticket. They also make it hard for people to linger downtown and spend more money.
- Time limits are inefficient to enforce as enforcement officers must pass vehicles twice to measure time passed rather than once to see if the meter has been paid.

Innovative parking programs have found that prices are the most effective way to ensure a minimum level of availability. Pricing is a more direct, understandable, and predictable signal to users, and as such, it is more effective at informing users’ decisions.

The proposed 90-minute time limits at permit parking areas surrounding the meter district, as described in a 2017 recommendation presentation to Council, is sensible. Shortening the time limit in this non-paid area from 120 to 90 minutes will make enforcement more efficient and reduce the number of people who use this area to avoid paying for parking.

TIME OF DAY PRICING

Given that parking demand varies throughout the day, **we recommend that the program be set up to allow City staff to adjust rates during different time bands to achieve a target level of availability throughout the day.** Assuming meters operate from 10 a.m. to 10 p.m., we recommend using the following time bands to match typical demand patterns across the day: 10 a.m. to 12 p.m., 12 p.m. to 6 p.m., and 6 p.m. to 10 p.m. These three time bands reflect periods that appear from recent parking data to have different demand dynamics today: Occupancy is lowest in the early morning, slightly higher in the late morning, reaches its peak in the early afternoon, and drops but only slightly in the evening.

Figure 2 presents an initial proposed hourly price for each time band. Per the demand dynamics noted in the previous paragraph, we propose that prices during the first time band start low, and then rise to their highest levels in the 12 p.m. to 6 p.m. band, which includes the times with peak parking occupancy levels today. Prices can start coming down slightly in the evening, but given data showing that demand is generally higher in the evening than in the late morning, we recommend that the price be set between those for the morning and afternoon bands. If a driver arrives at a meter during one time band but leaves during another, they would pay the correct hourly rates for each period in which they park.

Introducing parking pricing will likely change some of these parking demand dynamics, and we propose that staff be empowered to shift prices independently within each time band to achieve the target availability level during each period.

Figure 2 Proposed Time Bands and Initial Starting Rates

Proposed time bands	Proposed on-street starting rate	Proposed off-street starting rate
10 a.m.–12 p.m.	\$0.25	\$0.25
12 p.m.–6 p.m.	\$1.00	\$1.00
6 p.m.–10 p.m.	\$0.50	\$0.50

While on- and off-street parking prices would start at the same rate to limit the number of nuances drivers need to understand at the outset, we recommend that staff be empowered to adjust on- and off-street prices independently to achieve the availability target in each. Drivers

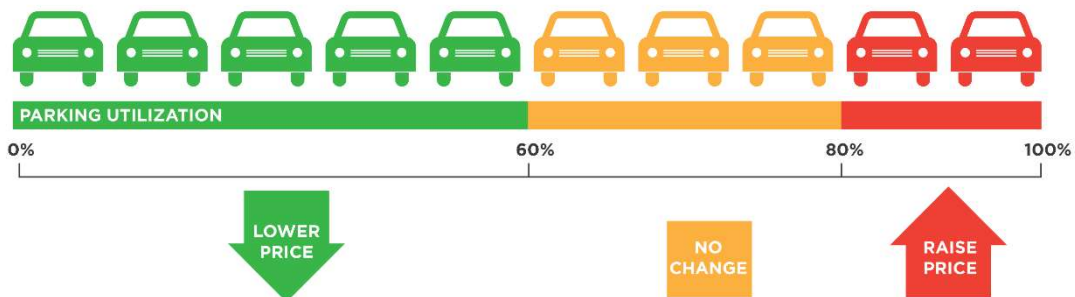
often start searching for parking in the location that is most convenient to their destination, and in mixed-use districts with thriving shops and restaurants fronting streets rather than parking lots that means street parking is often in highest demand. As such, when demand dynamics settle after the establishment of parking pricing, the City may find that it takes a higher price to achieve target availability levels on-street than at off-street facilities. This will allow drivers to compare rates so they can make informed choices about where to park.

As noted earlier, we recommend that the City focus the paid parking program on creating *availability* rather than *turnover*. That means the price someone pays for an increment of time in any given period should reflect the level of parking demand during that period. To encourage turnover, some cities use length of stay pricing, whereby it gets more costly to park the longer one stays. This pricing approach is not effective at creating *availability* because it typically means it costs just as much to park when demand is low as when it is high. In addition to being less effective at achieving useful goals, length of stay pricing is more difficult to implement, communicate, and enforce. In the end, so long as a driver can easily find a parking space, how long other drivers park is not relevant. For all of these reasons, we recommend that prices adjust based on the time of day, not by length of stay. Additional factors such as varying block, day of week, or season have some merit but are not recommended at program initiation in order to start with a simple program that is easy to understand and use.

DEMAND RESPONSIVE PRICING

To actively maintain a minimum level of availability over time, **we recommend that City staff periodically adjust both on- and off-street parking rates to respond to changes in demand over time.** Adjustments would be made no more than quarterly. In order to achieve the goal of always having at least one or two available parking spaces per block, meter rates should be adjusted to find the lowest price that keeps parking occupancy rates between 60% and 80% across most blocks in the program area (see Figure 3). During any particular price adjustment, rates should go up or down by no more than \$0.25 or \$0.50.

Figure 3 Parking Availability Performance Standards



The target is expressed as a range rather than a singular target (e.g., 80%) to ensure that prices can stabilize and feel more predictable to users. To track performance and inform rate changes, the City must periodically gather high quality occupancy data.

Parking demand varies block by block. In Davis, during the paid parking program we recommend adjusting on-street rates for the whole area rather than block by block and adjust rates at each off-street lot separately. During the initial implementation period and with the benefit of rich

occupancy data, City staff can evaluate to what extent Davis would benefit from evolving towards adjusting rates block to block.

PAID PARKING TECHNOLOGY

To implement paid parking, the City of Davis will need to consider a range of logistical issues, from meter or pay station technology to use of new revenues from the program. This section discusses these issues.

Maintenance

The E Street Plaza lot has two Luke multi-space pay stations. The pay stations were originally solar powered but ongoing issues with the power supply promoted a shift to AC power, which has improved the functionality of the pay stations. A special fund established by City Council provides the funding for operation and maintenance of the pay stations. When any level of maintenance is required, a T2 Systems technician is dispatched to repair the pay station. Having internal City staff trained to handle basic Level 1 preventative maintenance issues, such as coin and bill collector jams, could help reduce repair times. This is more critical with the implementation of paid parking since an increase in infrastructure and equipment will require an increase in maintenance. **We recommend the City request Level 1 maintenance training from the selected parking meter vendor for the Parking Enforcement Officers (PEOs) and/or a parking meter maintenance and collections employee.**

Single-Space Meters vs. Pay Stations

Single-space meters are convenient and easy to use making them effective for dense commercial areas. Smart single-space meters accept credit and debit card payments and are enabled with back office tools and real-time access to information and data that would allow the City to monitor the meters and be notified of any maintenance issues. The selected equipment must meet the Payment Card Industry (PCI) security standards for credit card transactions to make sure only the last four digits of each card number is stored. Additionally, all payment information can be tracked and audited to ensure proper revenue reconciliation during collections. Most single-space meter vendors offer meter management systems to edit the display screen, manage rate structures, and run reports. Smart single-space meters range in price from around \$400 to \$600 per meter mechanism plus approximately \$250 to \$400 for the meter housing and pole (not including shipping). There is an ongoing \$5 to \$8 per meter per month for data management in addition to transaction fees.

Pay stations are sometimes preferred because they require less infrastructure, therefore minimizing the impact on the streetscape. Depending on configurations, pay stations are approximately \$7,500 per unit with monthly data management fees of approximately \$55 per pay station per month, not including installation and freight. The City should consider including the optional added features such as a motion-controlled light bar and a tilt board security feature with a siren. The typical pay station vendor also provides a meter management system that provides real-time access to pay station information and maintenance support requirements. Additionally, following year one, the City should budget approximately \$450 for the pay station warranties. While not required, the warranties are recommended to safeguard the program and ensure equipment performance and system uptime. Pay stations normally support seven to 12 on-street

parking spaces. A typical off-street surface lot requires one to four pay stations, depending upon the configuration and number of access points.

We recommended that the City install single-space parking meters for on-street parking within the paid parking area. Parking meters are considered to be more user-friendly than pay stations, as they do not require customers to enter a license plate number or place a ticket on a vehicle dashboard to validate payment. They are also more convenient than the alternatives due to their proximity to each parking space. While meters result in more physical infrastructure than pay stations, the amount of signage required for the single space meters is minimal because the meters themselves identify the spaces as paid parking locations. Pay stations require additional signage to ensure that drivers are aware of the paid parking zones. Single-space meter poles can also be utilized for bike parking, which would be especially beneficial for a bike-friendly community like Davis. The impact of meter down-time is also minimized with single-space meters—if a pay station isn't functioning, that impacts a number of spaces, rather than just a single space. Cities such as Pasadena, Santa Monica, and Sacramento have implemented a combination of single-space meters and pay stations throughout their communities based upon the level of demand, turnover, and streetscape needs. For these examples, single-space meters are utilized in the high-demand and high-turnover core parking locations. Pay stations effectively manage parking in areas further outside of the core with less demand and turnover.

For all off-street parking locations, including parking garages, we recommend the City install multi-space pay stations. With the implementation of pay stations, the Pay by Plate configuration is recommended for ease of enforcement and can be integrated with License Plate Recognition (LPR) technology, as discussed in the enforcement section.

It is recommended that the City primarily implement credit card/coin payment options for both on-street parking meters and off-street pay stations. Pay stations that accept dollar bills typically require a substantial amount of maintenance support. Credit card payments are an easy-to-use, and they provide customer convenience with minimal maintenance support requirements. Bills and coins also require revenue collections and accounting.

Additionally, we recommended that the City offer a mobile payment feature for customer convenience. A mobile payment solution can be provided to the City by a vendor at no cost to the City. Instead, the vendor is fully funded by the convenience fees charged to the user. The vendor would provide decals for the meters and would be responsible for the education and outreach. Some communities choose to implement pay stations with mobile payment, or mobile payment-only solutions, to minimize the amount of paid parking infrastructure. However, as with pay stations, mobile payment requires extensive signage to ensure that drivers understand the boundaries of paid parking zones. Mobile payment can be a customer convenience, it does require drivers to download a mobile application to utilize all of the features—this can be an inconvenient process, and it can take up storage space and contribute to cellular data limits for customers. Typically, utilization of mobile payment falls between three and five percent, indicating that the majority of drivers still prefer to utilize a physical parking meter or pay station. Therefore, mobile payment is recommended as an added feature but not as a replacement for meters.

For paid parking, each vendor offers a unique package of technology and services. One way of deciding which vendor and what technology is most appropriate for the City of Davis is to conduct a competitive vendor trial with a combination of vendors. **We recommend the City include a competitive vendor trial as part of the Request for Proposals (RFP) selection process.** This provides the opportunity for community feedback to ensure that the City ultimately selects a vendor that best suites the needs of Davis. This approach could be considered

for the City’s on-street or off-street locations, however, trialing the off-street pay stations in the various surface lots would likely be the most effective approach. This way, each pay station vendor that is trialed can be dedicated to a single lot. This may make it simpler for the City to inform the public about the trial. For on-street paid parking, the City has the opportunity to piggyback off of Sacramento’s single-space meter contract, which could expedite the process of procuring single-space meters.

Revenue Distribution

Prior to implementing paid parking, we recommend the City determine how net parking revenue will be used. Paid parking may generate a significant amount of revenue that can be allocated to both sustain the operation and to fund projects such as parking facility maintenance and improvements, security enhancements, transportation demand management (TDM) programs, road and sidewalk improvements, and active transportation facilities. Figure 4 shows a sample revenue distribution schedule.

Figure 4 Sample Revenue Distribution Schedule

Revenue Allocation	Percent	Estimated Annual Revenue Distribution*
Operating Costs <ul style="list-style-type: none"> ▪ Equipment ▪ Personnel ▪ Ongoing Maintenance and Upkeep 	35%	\$310,800
Parking Program Improvement <ul style="list-style-type: none"> ▪ Technology ▪ Parking Supply ▪ Wayfinding ▪ Safety/Security 	40%	\$355,200
Transit Alternative Programs/ Discretionary <ul style="list-style-type: none"> ▪ Shuttle Route ▪ Bike Share ▪ Based upon Council approval 	25%	\$222,000
Total	100%	\$888,000

The \$888,000 total revenue estimate included in this table includes potential revenues from meters and permits.

3 ENFORCEMENT

Based on interviews and ride-alongs, the parking enforcement staff in Davis is a highly motivated team, however, the current staffing level and lack of some technology integration have resulted in an insufficient level of enforcement. Without consistent enforcement, the City is likely experiencing relatively low compliance rates.

When the City implements paid parking, consistent enforcement will be critical to determine the effectiveness of the rate structure and hours of operation. Therefore, we recommend that the City make investments in the enforcement operation prior to or in conjunction with a paid parking expansion.

The enforcement team has showed an eagerness to introduce and utilize new technology and procedures to improve the operation. Site visit observations and interviews revealed specific issues with the parking enforcement program, which are discussed in the sections below.

STAFFING

Parking enforcement is located within the Davis Police Department. Three full-time Parking Enforcement Officers (PEOs) report directly to the Parking Enforcement Supervisor, Michele Hardy.

As recently as six years ago the department staffed four PEOs, but budgetary cuts resulted in the elimination of three officers. This has placed a greater burden on the remaining three PEOs to effectively enforce the parking regulations. As presented in Figure 5, there is only one PEO on shift on both Mondays and Saturdays, and there is currently no enforcement on Sundays. Realistically, one PEO is unable to enforce the more than 2,100 on- and off-street parking spaces that exist within the downtown core, as well as all the preferential permit areas. The enforcement area is too large to be effectively managed by the current staffing level. This sentiment is shared by the PEOs as well, who find it challenging to manage their daily routes, especially with the level of congestion and traffic that occurs downtown during peak hours.

Ideally, each enforcement area should be monitored between three to four times per day to improve compliance. **We recommend the City create an additional one to two full-time PEO positions, staffed by either full or part-time employees.** Additional staffing will allow for the prioritization of staff in the different areas of the City and it will allow for more frequent routes and coverage. Typically, paid parking is easier to enforce compared to time limits because time limits require the PEOs to return to each space twice to monitor for overstays. To enforce paid parking, a PEO will only need to assess whether any car parked during metering hours has paid.

SCHEDULE

The PEOs are full-time employees, each working four ten-hour shifts per week. Paid parking and time limits are enforced Monday thru Saturday, except on City holidays. Figure 5 shows the current work schedule.

Figure 5 Currently Weekly Enforcement Schedule, 8 a.m. to 6 p.m. Monday–Saturday

Day	PEO 1	PEO 2	PEO 3	Enforcement Hours
Monday	10	0	0	10
Tuesday	10	10	0	20
Wednesday	10	10	10	30
Thursday	10	10	10	30
Friday	0	10	10	20
Saturday	0	0	10	10
Sunday	0	0	0	0
Total	40	40	40	120

Each PEO is typically assigned to designated zones, but due to the large coverage areas, the PEOs must alternate between the specific areas within their zone that they monitor each day. With the size of the enforcement areas, it isn't possible for the PEOs to enforce specific routes on a consistent daily basis. The PEOs revealed that there is sometimes a level of predictability in their enforcement schedules and routing methodologies that, they think, allows drivers to strategically avoid parking citations. PEOs are also periodically pulled away from enforcement duties to assist with crossing guard duties and pay station collections.

With an additional one to two PEO positions, the team would be able to provide more concentrated levels of enforcement downtown, which should be the priority to achieve adequate parking availability. With the introduction of paid parking, we recommend the City adjust the enforcement hours to match the proposed paid parking hours of operation. Downtown enforcement hours will need to be extended further into the evening to support paid parking operation from 10 a.m. to 10 p.m. seven days per week. Hiring additional enforcement staff as well as shifting and increasing staffing until 10 p.m. would cover peak periods. There are several existing permit parking zones that will require compliance monitoring in addition to the downtown coverage requirements.

We recommend the City implement a tiered staff schedule of enforcement beats and routes to prevent violators from predicting when enforcement occurs. A reallocation of the City's enforcement hours and resources is one possible solution to adequately address peak violation periods. Enforcement data should be monitored to determine any necessary adjustments.

ENFORCEMENT VEHICLES

Parking Enforcement uses two Smart Cars and one GO-4 cart for enforcement duties. While the enforcement vehicles are not assigned to a specific PEO, the officers typically use the same vehicle daily.

HANDHELDS

At the time of the assessment, only one PEO has been issued a citation handheld issuance device (an Android smartphone with an enforcement application), to use while in the field. The other two PEOs rely on License Plate Recognition (LPR)-integrated laptops mounted inside the enforcement vehicle to issue citations. The handheld has the capability of looking up previous violations but is not integrated with LPR. Having the ability to capture data using the LPR and then transfer that data to a handheld device would provide a more seamless and efficient citation issuance process. This integration has been achieved by a number of municipalities and is feasible for Davis through vendor Application Program Interfaces (APIs). **To improve PEO efficiency, we recommend the City immediately issue integrated handheld devices to the remaining officers.** PEOs should be utilizing handhelds for taking photos of the violations and issuing citations. Additional handhelds for the remaining PEOs were ordered in June, and one was delivered on July 17.

The City currently contracts T2 Systems for citation and permit management. The T2 Flex contract includes citation mobile enforcement software for supported iOS and Android devices. This allows officers to access citation and permit history and issue citations and/or warnings. However, as stated above, two of the PEOs have not been issued a handheld, but instead use their personal mobile phones for communication and data collection.

LICENSE PLATE RECOGNITION

Parking Enforcement currently has three vehicles equipped with the Genetec AutoVu SharpX LPR system. The LPR system can efficiently read license plate numbers as the PEOs drive, and the system can automatically run plate numbers against backend databases to verify information, such as permit status, in real-time. All of the license plate reads are geolocated with coordinates based on GPS location. Each of the license plate reads are displayed on the laptop mapping interface as they occur.



Davis Enforcement Vehicle.
Source: Dixon Resources Unlimited



Genetec AutoVu SharpX LPR Camera.
Source: Dixon Resources Unlimited

Each vehicle is also equipped with specialized valve-stem cameras for digital chalking to enforce time limits, however, the three LPR systems do not communicate with each other. For time limit enforcement, the same vehicle must re-read the same area to determine a time limit violation. Ideally, either of the LPR systems should be able to check any of the routes by sharing information. **We recommend that a real-time connection between LPR units be established.** This would improve enforcement efficiency by allowing PEOs to overlap enforcement routes when activity is high in a specific area.

The LPR system is currently integrated with the T2 pay stations in the E Street Plaza lot, but the PEOs choose to use LPR to verify payment status due to the physical constraints of the lot. Instead, a PEO must spend additional time walking the E Street lot to verify payment status using a printed list from the pay station and their handheld device. This process is an inefficient use of enforcement time.

Observations revealed that while the primary use of LPR should be for timed parking enforcement, officers are utilizing the technology to capture non-time limit violation images, such as parking more than 18 inches from a curb. These types of violations are typically easier and more efficient to record using a handheld device. PEOs are spending unnecessary time maneuvering the vehicle, in traffic, to effectively capture images of a violation using LPR. This process is very inefficient and time consuming and also would be alleviated through wider use of handheld devices.

Observations also revealed connectivity issues with LPR—the system periodically loses signal. However, the e-ticket writer still allows the officers to issue citations. **We recommended that the City work with Genetec and the company's distributor, PCS Mobile, to resolve any connectivity issues.**

There is also an opportunity for the City to collect occupancy and utilization data through the use of LPR. The LPR systems record geolocated datasets with license plate numbers, therefore, the City could use the system along predefined routes to collect data. Collected data can be downloaded through the Genetec software and exported to Excel or Geographic Information Systems (GIS) for analysis. License plate numbers can be tracked to determine turnover. The City could collect certain routes and a sampling of information at certain times and days over time to measure current and ongoing occupancy and turnover rates. As LPR technology advances, there will be more opportunities to utilize it as an effective data collection tool. Ensuring that the City takes advantage of these advances will support performance-based parking pricing, as such an approach to setting prices requires regular data collection. Maximizing the use of LPR for this purpose (within the bounds of the technology's capabilities) will be important in ensuring data collection is cost- and time-efficient.

SCOFFLAWS

The City currently does not boot or tow vehicles for repeat violations (violators with repeat violations are known as “scofflaws”). The manual process and limited revenue opportunities made the time-consuming process a low priority for the department, however, scofflaw enforcement is an effective tool to ensure compliance and collect citation revenue. Scofflaw data can be automatically uploaded into the LPR system in real-time for ease of enforcement. **We recommend the City re-implement the towing program or consider utilizing automated vehicle immobilization devices, especially with the potential expansion of paid parking.** It will be challenging for the City to achieve program compliance without a boot or tow program. This can have a significant impact on both meter revenue and citation

collections. An updated program will require procedures and protocols that address officer safety and scofflaw self-release capabilities.

STREET SWEEPING

Street sweeping is scheduled to occur in the downtown core on Tuesday and Friday each week between 2:00 a.m. and 6:00 a.m., and is enforced by Patrol Officers when they are available. Parking enforcement regulations are posted along the street sweeping routes, but a lack of available staff, and an inconsistent street sweeping schedule, inhibit adequate enforcement. **We recommend the City expand the enforcement hours to manage street sweeping violations, though this would likely require additional staff or overtime hours.** While street sweeping violations do not impact congestion during the peak occupancy hours downtown, they are still important to manage for environmental purposes: When vehicles block the street sweeping routes, this allows additional debris to collect in the roadway which further contaminates storm water runoff.



Street Sweeping Signage.

Source: Dixon Resources

E STREET PLAZA LOT

Located in the downtown core, the E Street Plaza lot (210 E Street) provides 56 hourly parking spaces. The lot is typically at capacity most days during the lunch and evening peak periods. The City has implemented a paid parking program at the lot with two multi-space pay stations. The parking rate is \$0.25 per 15 minutes, or \$1.00 per hour. Observations during ride-alongs revealed inefficiencies in enforcing the lot, as the PEO needed to spend extra time walking the lot to enforce unpaid parking violations. Many vehicles parking in the lot were unpaid at the time of the assessment, which is indicative of a lack of consistent enforcement. **We recommend the City use LPR to enforce this lot to accelerate the enforcement process and more efficiently document violators.** The central location of this lot should make it a priority enforcement area to ensure effective utilization of the spaces. It is likely that the lack of consistent enforcement today not only results in reduced revenue but it also allows nearby employees to utilize the convenient customer parking.



E Street Plaza Lot Signage.

Source: Dixon Resources Unlimited

AMTRAK PLAZA LOT

The Amtrak Plaza lot (840 Second Street) is bound by the railroad tracks to the south and east, and H Street to the west. A federal funding agreement between Amtrak and the City of Davis allows Amtrak patrons to park in the lot for free from 5:00 a.m. to 5:00 p.m. This is the only such agreement in place for an Amtrak parking lot in California. The lot is open to the public after 5:00



Amtrak Lot Signage.

Source: Dixon Resources Unlimited

p.m. on weekdays, weekends, and holidays. Patrons are not required to provide verification or eligibility documentation to acquire a paper permit. Prior to boarding a train, patrons collect a

permit from an attendant at the Amtrak kiosk and display the permit on their vehicle dashboard. Amtrak kiosk attendant shifts begin at 8:00 a.m., Monday to Friday. However, the kiosk is not secure, allowing anyone parking prior to that time to access a permit from the counter. Because the permits are not unique to a certain vehicle or driver, the PEOs are unable to discern between an Amtrak patron and non-Amtrak patron. Therefore, it is likely that the permit program is being abused. **We recommend the City implement an integrated verification process for obtaining a parking permit, allowing only Amtrak customers to park in the lot.** A more secure location for permits within the Amtrak kiosk will also help prevent non-Amtrak patrons from obtaining a permit.

DAVIS COMMONS LOT

Located in the downtown core at the southern end of D Street, this parking lot is meant to provide customer parking for the Davis Commons shopping center. The City is responsible for enforcing both the two-hour time limit and the customer-parking-only regulation. PEOs are unable to identify which vehicles belong to customers of the shopping center and which belong to employees of downtown businesses, parking enforcement is a challenge here. The Arboretum GATEway Garden is also adjacent to the parking lot, and since the location is licensed as public parking for use by the public, there is conflict about who can park at the location and PEOs are unclear on when they can enforce. PEOs advised that unless they personally verify someone park in the lot and walk toward the Arboretum, a citation cannot be issued. While a validation program is not generally recommended, particularly at meters, it could have limited usefulness in this lot. Employees should be encouraged to purchase an X permit and park at the nearby Boy Scout lot and/or 1st & F Street garage. Regardless, the parking regulations for this location need to be clarified and communicated to the PEOs, merchants and the general public.

PREFERENTIAL PARKING PERMIT AREAS

Residents are able to purchase permits for parking on residential streets through the existing preferential permit program. Preferential permit parking areas are located in residential neighborhoods near the UC Davis campus and downtown core to prevent spillover parking from the nearby time-limit areas. The resident permits are digital permits, meaning they are each linked to a specific license plate number. This is meant to allow for efficient enforcement by LPR. Residents are required to purchase permits through the City's online portal. To create an account, residents must type in their own address, rather than selecting it from a dropdown of eligible addresses. This can create challenges with data entry errors and repeated addresses, making it difficult for the City to track and verify permits.



Preferential N Permit Parking Space.
Source: Dixon Resources Unlimited

Residents are also able to obtain visitor permits, plastic placards that are to be displayed on the vehicle dashboard. In Old North Davis some of the parking spaces are marked with white paint and have a letter signifying the specific permit area. Visitors are required to park within 100 feet of the home address to which the placard is assigned. This parking rule is challenging for PEOs to enforce because they must spend extra time physically measuring the distance of the vehicle from the listed street address. Currently, PEOs only cite vehicles that are “clearly” more than 100 feet

from the address listed on the placard, such as a vehicle parked several houses. These marked spaces and the 100-foot rule are extremely cumbersome to enforce and do not work well with the use of LPR. Additionally, they add an extra layer of complexity to the permit program that makes it challenging to adjust regulations and boundaries overtime if necessary. **We recommend the City eliminate the 100-foot rule in preferential permit zones.**

The preferential permit regulations in each zone are also extremely varied, with unique rules for each permit area to achieve specific objectives. Examples include reducing the parking impact of University of California, Davis students on neighborhoods near the campus, Amtrak spillover parking in the Old East Davis neighborhood, and spillover of downtown employees in adjacent neighborhoods. These rules include unique permit start and end times and limitations on the number of visitor permits allowed per household. This requires the PEOs to either communicate with the Parking Enforcement Supervisor or look up how many visitor permits are allowable at a given household to issue a citation.

We recommend the City streamline the overall preferential permit parking program to allow aid in the effective management and enforcement of the program. Changes should be done thoughtfully and with extensive stakeholder engagement. Ideally, enforcement times and the number of permits allowed per household should be set within a predefined range for ease of enforcement, communication, and management.

The City recently converted to online automated permit management through T2 but has not yet automated many of the tasks. It is the understanding of the Police Department that the reason for the lack of certain automations from T2 is because of the complexity of the program. However, upon an initial review of the system, there are a number of features and automations that T2 offers for permit management that are not currently deployed. For example, permit information is still being manually entered into the system. The Parking Enforcement Supervisor also has to manually search for citation and permit information in need of review, rather than being prompted with a queue on her dashboard. The existing handheld device is also not integrated with the LPR system, and not all of the officers are using handhelds. The Police Department has the opportunity to utilize a range of integrated handhelds devices that have been successfully integrated with the City's LPR technology to support the PEOs. It is unclear why the permit management system has not been fully automated, and the City may be able to mandate certain updates from T2. Customer direct input and automation will provide convenience, efficiency and access to Police Department staff. **The contract expires in March 2019, therefore we recommend the City begin vetting current vendor features and other citation/permit management vendors to prepare for the solicitation process.**

The City would benefit from the effective management of the preferential parking zones in order to understand the true resident demand on the City's downtown parking resources. Currently, without effective enforcement in adjacent residential areas, it is unknown how many of the parked vehicles actually belong to residents and their guests. This makes it difficult to precisely predict the impact of the paid parking program on permit parking. In general, it is likely that there will be an increase in demand for employee permit parking, and as such, the City should monitor parking occupancy dynamics in permit areas and adjust the program in response.

SPECIAL EVENTS

The City does not currently have policies or procedures for parking enforcement during special events such as the Davis Farmers Market, Fourth of July Parade, Halloween Downtown Treat Trail, Picnic Day Parade, and the Bicycle Criterium Race. The Davis Farmers Market, located in

Central Park on C Street between 3rd Street and 5th Street is held every Saturday from 8:00 a.m. to 1:00 p.m., and Wednesdays from 4:30 p.m. to sunset from mid-March to October and 3:00 p.m. to 6:00 p.m. from November to early March. This popular event draws a large amount of vehicle traffic. During the event, parking is prohibited on C Street between 3rd Street and 4th Street. The ban removes needed parking for both residents and visitors, pushing them to other areas of the downtown core. The added vehicle traffic and parking congestion creates a Saturday peak period similar to weekday rushes. With only one PEO on duty, effective enforcement is challenging on Saturdays. **We recommend the City establish special event parking policies with guidelines for effective parking enforcement and appropriate staffing levels, except for Fourth of July since the City does not enforce parking on holidays.**

PAID PARKING ENFORCEMENT

As the City expands the paid parking program, it will be important to ensure there is adequate staffing and resources to effectively manage enforcement. The type of meters and payment types will impact the optimal enforcement methodologies.

Single-space meters typically only require visual verification to confirm payment status by viewing the red/green flashing lights on the meter heads. However, if the City decides to implement mobile payment as a payment option, an additional verification step will be required by the PEOs. A mobile payment solution allows drivers to pay for a parking session using their cellphone. They can either call a number to pay, or they can simply create an account on a mobile application to pay online. Zone numbers are assigned to each paid parking area for enforcement purposes, and the active paid parking sessions are tracked and verifiable by license plate number through the enforcement handhelds. Any mobile payment vendor should be required to integrate with the City's enforcement handhelds.

In locations with pay stations, there are three configurations that could be considered:

- **Pay and Display:** The driver parks, purchases parking session time at the pay station, and then returns to their vehicle to display the receipt on their dashboard.
- **Pay by Space:** The driver parks in a numbered space, and then pays at the pay station using the parking space number. The driver is not required to return to their vehicle because their payment is electronically tied to their space number. Parking enforcement is able to use a web application to verify payment status by parking space number.
- **Pay by Plate:** Similar to pay by space, but the driver enters their license plate number at the pay station to record their payment. This method also does not require drivers to return to their car and parking enforcement verifies payment status by license plate using a web application.

We recommend the City implement the Pay by Plate configuration for enforcement because it allows PEOs to verify payment status through the use of LPR.

PARKING AMBASSADOR MODEL

Regardless of the enforcement tactics and technology utilized, we recommend the City always take a compliance-based Parking Ambassador approach to enforcement. The primary goal of enforcement should always be to achieve compliance. Compliance-based approaches include issuing warning notices before citations for first time offenders, educating parkers on regulations, and answering customer questions. Often, parking enforcement staff are the only interaction that visitors have with City employees, so they should

be a positive representation for the community. The parking ambassador approach puts a positive spin on that interaction, creating a better image for the City. If the City decides to implement paid parking as recommended, the Parking Ambassador model will improve compliance and increase meter revenue, while decreasing the number of citations being issued. This results in a more effective program while reducing the administrative demand.

4 CITATION AND PERMIT MANAGEMENT

The City of Davis issued 6,286 citations between May 1, 2017 and May 16, 2018. Just under 20% of those citations still had an outstanding balance due of \$100,068. The City's 80% collection rate for parking citations is higher than the industry standard 72%. A total of 342 citations were appealed during the same time period with 47% upheld, 13% dismissed, 39% converted to a warning, and 1% still pending. The outstanding balance for the upheld citations was \$1,438.60.

T2 SYSTEMS

T2 Systems (T2) is the current parking citations and permit management vendor for the City of Davis. Since spring 2016, T2 has provided several services that are described in the T2 software section below. The contract stipulates that T2 provide a fully automated parking citation and permit management system. The City's contract with T2 was initiated in March 2016 for a three-year contract term. Prior to T2 the City manually managed the parking citations and permit management system.

T2 Reporting

T2 is contracted to provide daily, weekly, and monthly reports of both citation and permit activity, including payments and appeals. While these reports can and have been provided in both excel and PDF formats, the City should have access to an online dashboard with graphic displays for data analysis and reporting, as well as access to a Crystal Reports library with more than 400 reports. During the site visit, we observed parking enforcement to be primarily using daily PDF reports to monitor citation and permit activity and have yet to fully utilize the data analysis tools provided by T2. The customizable dashboards are intended for Davis to easily keep track of paid parking and permit revenue, as well as pay station inventory for ongoing maintenance and upkeep. Based on the on-site visit interviews, there has been insufficient training provided by T2 to the City regarding the management system and all its features. Additionally, a number of tasks, which could be automated, are still being managed manually. For example, there should be a queue of appeals to review, without requiring the reviewer to manually search each citation for more information.

The vendor contract also includes T2 Flex, a fully-hosted web-based portal for accessing and monitoring, in real-time, parking information from any device. This also includes FlexPort, a web portal providing parkers with the ability to purchase permits, pay and appeal citations, and review parking information online.

T2 Services

1. T2 provides project management services for the implementation of both T2 Flex and Genetec AutoVu.
2. T2 is contracted to enter all handwritten citations into the T2 system.

3. T2 provides daily communication for registered owner information to the California Department of Motor Vehicles (DMV).
4. T2 processes citation and permit payments collected through the mail.
5. T2 provides technical support with a target response time of two hours, Monday through Friday.

T2 Software

T2 provides citation mobile enforcement software that has been installed on City-issued handheld devices. This software enables officers to issue citations and warnings remotely. As mentioned in the Enforcement subsection Handhelds, only one PEO is currently equipped with a handheld device. The City should immediately provide all PEOs with handheld devices to improve enforcement efficiency.

T2 also provides Citation eTicketbook, a software package that integrates the CF-19 Toughbook laptop with Genetec AutoVu SharpX LPR units. This allows the officers to issue citations and warnings from the Toughbook mounted inside the enforcement vehicle.

T2 Hardware

Genetec AutoVu SharpX LPR units are mounted to the three Smart Car enforcement vehicles. The LPR units capture license plate images at any time of day and at high speeds.

Datamax O'Neil Apex 3i portable printers with point of sale bundle with receipt printer, electronic cash drawer, and barcode scanner. The printer is integrated with the City-issued handhelds. Observations revealed this printer works well with the handheld device.

Panasonic CF-19 Toughbooks are laptops installed in each enforcement vehicle that are integrated with the LPR units. While the Toughbooks are intended to automate and digitize the citation process, observations revealed the officers manually entering citations into the system. Shortcuts nor hotkeys exist to speed up the process, nor is there a dropdown menu to easily navigate the system. The system also does not prepopulate many of the fields that would typically prepopulate in a handheld device based on location and previous citations.

Fees

Citation processing fees by T2 under the terms of the current contract include:

- \$0.75 per citation
- \$1.05 per citation for first notice, including postage
- \$1.05 per citation for second notice, including postage
- \$3.95 per citation for credit card convenience fee (paid by customer)
- \$4.00 per social security number search for FTB
- 15% per FTB Collection
- 30% per delinquent collection
- 30% for out of state processing

Citation processing fees vary from one processing vendor to the next, from monthly subscription fees, to per citation processing fees, to percentage of revenue collected. The best way to validate

the existing fees is to release a Request for Proposals for these services to assess the current marketplace.

The T2 platform is intended to assist the City with managing citation collections, data entry, payment processing, and appeals processing. Currently, the City’s parking management platform (T2) lacks the level of automation and integration that is commonly provided to other municipalities. The platform should provide customizable dashboards to easily keep track of paid parking and permit revenue, as well as pay station inventory for ongoing maintenance and upkeep. **We recommend the City evaluate the existing citation/permit management agreement with T2 to identify opportunities for enhancement.**

FINES AND PENALTIES

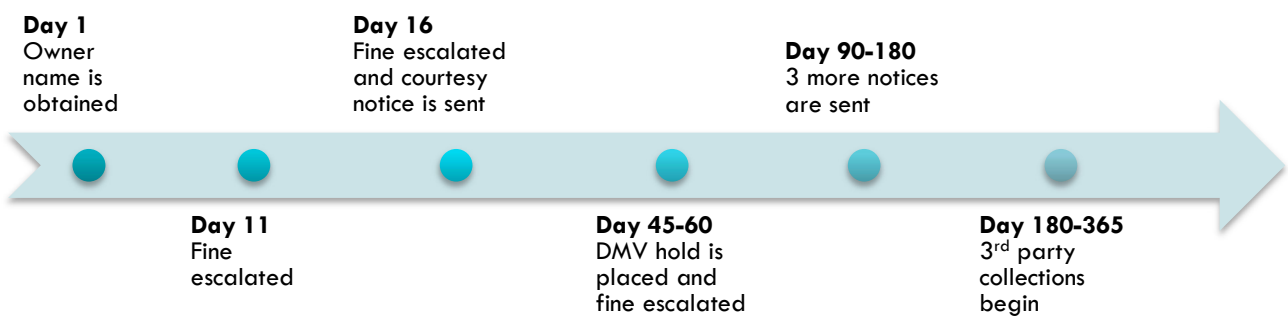
Figure 6 outlines City of Davis violation and citation fees.

Figure 6 City of Davis Violation Fines

Violation	Fine
Americans with Disabilities Act (ADA) violation	\$308
Blocking Access to Curb Ramp	\$258
Missing License Plate	\$117
Current Registration Tabs	\$117
Fire Lane Violation	\$88
Parked in Front of Driveway	\$55
Parked on Sidewalk	\$50
Double Parking	\$50
Parked within 15 FT of Fire Hydrant	\$50
Right Curb, Right Wheel Over 18 inches	\$50
Parking in Crosswalk	\$50
No Parking Anytime	\$50
Red Zone	\$50
White Zone	\$50
Green Zone	\$50
Parking Outside Markings	\$50
No Parking 2:00 AM - 6:00 AM	\$50.
Two-Hour Parking	\$50
120-Hour Parking	\$50
Permit Parking	\$50
No Parking on City Property	\$50
Parking on Private Property	\$50
Failure to pay the meter	\$50

Parking staff raised a question as to whether current fines are sufficient deterrents to potential violators. The City does not have an escalation schedule in place for parking violations, a method that has proven to be an effective deterrent for repeat offenders in other communities. **We recommend the City escalate fine amounts after a certain number of days to encourage early payment and offer a discounted rate to those who pay their citations within a certain number of hours or days.** This is a practice that has successfully been implemented in a number of municipalities and has been proven to increase citation collection rates. Figure 7 depicts a recommended timeline for noticing and collections, and when to advance to a 3rd party collections agency.

Figure 7 Recommended Noticing and Collections Timeline



During the site visit, we noticed unnecessary language included on the printed citations. The “Fix it Ticket” language may be confusing to violators, potentially deterring or delaying payment. Citations should only include pertinent language and provide easy-to-understand instructions on how to pay. **We recommend the City eliminate excess language printed on citations.**

DMV holds are currently used as a deterrent for repeat violators who have not paid parking fines. Holds impede an individual’s ability to renew a California driver license or vehicle registration for unpaid parking penalties and fees filed with the California DMV. However, the recent passage of Assembly Bill (AB) 503 will directly impact the DMV’s ability to place holds and collect outstanding parking citation fees. Under the new legislation (effective July 1, 2018), violators with low incomes must be provided the opportunity to resolve outstanding parking fines via a payment plan before the DMV can place a hold. It is assumed that repeat offenders (low-income or not) are less likely to pay their fines even when on a payment plan. This will likely lead to a decrease in fees collected as well as an increase in non-compliance with parking regulations.

As the City implements a paid parking program, the possible increase of non-compliant, non-paying customers at revenue-generating parking spaces must be considered. **To mitigate the reduction of DMV holds, we recommend the City transition to Franchise Tax Board (FTB) holds.** The FTB will still have the power to garnish a debtor’s wages for unpaid parking penalties and will not be affected by the implementation of AB503. Therefore, repeat violators will still be penalized, encouraging them to resolve outstanding parking fees as well as comply with parking regulations.

ADJUDICATION

First-level appeal requests may be submitted through the City of Davis Parking Services web portal. Violators upload the necessary documentation to the web portal, along with the citation.

The Parking Enforcement Supervisor reviews the filed appeal and makes a determination within seven to 12 days. The City dismissed approximately 15% of citations between May 2017 and May 2018. When a first-level appeal has been denied, customers may opt for a second-level review that are conducted by department volunteers.

PERMITS

The City manages both the preferential (residential) and commuter permit programs. The management of the permitting system is extremely complex, time-consuming, and lacks convenience for several reasons:

- Each permit zone has customized rules and rates.
- Customers must pay for a permit upfront prior to being approved.
- Parking enforcement is not provided an online dashboard/queue to review and verify permits. Instead they are provided daily summary PDF reports, requiring manual searches for pertinent vehicle information.
- Customers can only purchase permits and pay for citations online.
- Customers can only purchase one permit at a time.
- Customers are only provided with the option of paying by credit card.

X Commuter Permit

The X Commuter Permit is available to anyone working in the downtown core. It is a virtual permit that is tied to a license plate number and is available for \$10 per month or \$120 per year. Customers can purchase a permit online via personal computer or smartphone, or a police department computer kiosk. Employees must upload documentation proving employment when purchasing the X permit.

X permit parking within the downtown core is available at the 1st & F Street garage, the Boy Scout Cabin lot, and the western and northwestern periphery of downtown.

While the City has been unable to establish an official permit partnership with the owner of the 4th & G Street garage to date, the facility presents an opportunity to accommodate a potential increase in X permit parking that will likely follow the introduction of paid parking downtown. Currently the utilization of the X permit program is low, but it is anticipated that the implementation of paid parking will incentivize more participation. A portion of the spaces in this facility is dedicated to specific tenants, some of which become available to the public on weekends and evenings. **We recommend the City renew efforts to pursue a shared parking arrangement with the garage owner to potentially utilize the unreserved spaces for X commuter permit parking.** A revenue sharing agreement could help facilitate a partnership.

The permit as it is constructed disincentivizes employees from carpooling. Most carpool programs rely on a group of individuals alternating driving privileges. The X permit does not allow the permit to transfer amongst a group as the permit is tied to a street address.

Introduce carpool parking permit that allows multiple license plates to register for a single permit.

Despite the low monthly rate of \$10 for an X permit, there has been low participation in the commuter permit program. Employees likely opt instead to utilize on-street parking in the

downtown core. The implementation of paid parking will likely influence more employees to purchase the X permit. Paid parking will allow the City to influence employee behavior through the use of a rate structure. The current time-limit-only model for on-street parking allows employees to park all day for free as long as they move their cars one or two times during each shift. In many cases, employees do not need to move their cars due to the lack of consistent enforcement. Paid parking would be easier to manage for enforcement and it would provide a monetary incentive to participating in the X permit program.

The implementation of paid parking will also directly impact commuters living at or below the federal poverty level. Other cities have addressed this by establishing low-income employee permits. **We recommend the City establish a low-income commuter X permit with a salary threshold for qualifying permit holders.** With proof of income uploaded to the online permit management system portal, the City or the permit management vendor could verify eligibility.

Preferential Permit

There are 11 Preferential Parking permit zones citywide that require \$15.25 per permit annually. Of the 11 zones, six are adjacent to the downtown core. The low price is one factor that incentivizes residents to continue using a personal vehicle as a primary means of transportation. It is also unlikely that the cost of this permit sustains the management and enforcement of the program. **We recommend the City implement an escalated rate model (i.e., first permit is \$25, the second is \$100, etc.) to cover the costs of the program.** This could also potentially impact the number of vehicles a resident chooses to own. Based upon a previous fee consultant study, the Police Department has recommended that the City Attorney should be consulted on whether the City can charge to issue the permit or if the administrative costs for enforcement and administration can be incorporated.

Residents can also purchase an X Preferential permit for \$15.25. This permit allows an individual to park in designated on-street parking spaces located primarily in the downtown core.

The visitor permit is a plastic placard that costs \$15.25 and can be acquired through a resident of a preferential permit zone. Each visitor permit can be used for up to 14 days. The Police Department shared that during the previous implementation, overall, the community did not support virtual visitor passes and found the process to be too cumbersome. Instead, visitors must place the placard on their vehicle driver-side dashboard for verification purposes. These permits are plastic placards and not tied to a license plate, therefore, parking enforcement must spend additional time surveying vehicles. **We recommend the City transition to a digital visitor permit to speed up the enforcement process and save valuable time that could be spent enforcing other areas.** Visitor permits could be managed by residents through the online portal.



Visitor Permit Placard.

Source: Dixon Resources Unlimited

Amtrak Permit

The permit is free for Amtrak patrons per a federal agreement with the City of Davis. Patrons are not required to verify the use of Amtrak to obtain the paper permit. The lot is open to the public after 6:00 p.m. on weekdays and all-day Saturday and Sunday. The proximity to retail,

entertainment, and eating establishments makes this a great location for shared parking. We recommend the City establish shared parking agreement at this lot to leverage visitor parking after hours to alleviate traffic congestion and on-street parking issues.

5 REVENUE RECONCILIATION

COUNTING AND COLLECTIONS

In 2016 the City of Davis implemented a paid parking program at the E Street Plaza lot, which is still in operation to date. The City installed two multi-space Digital Luke pay stations that accept credit card, coin, and bill payments. Once per week a PEO is pulled away from parking enforcement duties to collect monies from the pay stations. Using a parking enforcement vehicle, a PEO transports the monies to the City's Finance Department. The PEO waits up to one to two hours while the counting process is completed, then uses the enforcement vehicle to transport the counted pay station revenue, along with the Finance bank deposit, to the bank. This entire process results in a PEO performing duties outside of enforcement for upwards of four hours each week.

In addition to the challenges associated with using already limited parking enforcement staff for tasks unrelated to enforcement, there are safety and security risks with having a PEO transport the revenue and bank deposit using a parking enforcement vehicle, as the PEO does not have proper safety equipment to transport large sums of money. **We recommend the City hire an armored transport service for revenue collections and transport to alleviate safety and security issues that may arise.**

When the City expands the paid parking program, we recommend a closed-canister (closed-can) system for single-space meters. This means that the coin canister located inside the meters is retrieved by collection staff, inserted and emptied into a larger collection can without the monies ever being exposed. This is considered an industry best practice because it reduces opportunity for revenues to be siphoned away.

With the expansion of the paid parking program, we recommend the City hire a dedicated parking meter maintenance and collections employee. This would allow the PEOs to focus on enforcement, and the maintenance and collections staff member could be trained to provide basic preventative (Level 1) maintenance. Initially, parking meters should be collected once per week. Then, based upon the level of coin use and demand, this schedule can be adjusted. At the same time, the meters can be wiped down and checked for any maintenance issues. Parking meters and pay stations track the number of coins and bills within the machines and can automatically notify collections staff when they are close to full. They can also automatically notify staff of specific maintenance issues.



Digital Luke Pay Station.
Source: Dixon Resources Unlimited

RECONCILIATION

Currently, the City has not implemented an official policy to ensure accurate reconciliation for the two Luke pay stations in the E Street Plaza lot. The process includes printing a deposit slip that is sealed in a bag and taken to the City Finance Department. While staff report that there has not been a variance between the receipts and the actual revenue amounts collected to date, implementing a full paid parking program will likely increase both the revenue collected and the opportunity for error or theft to occur. **We recommend the City establish reconciliation procedures for both cash and credit card transactions.**

Smart meters have a back-end software system that will allow the City to compare the amount of money recorded by the meters versus the amount of money collected and counted. Additionally, the amount counted by the City should always be verified against the amount recorded by the bank once submitted. When the City expands the paid parking operation, there should be tight controls and procedures in place. **We recommend that the meters are collected based upon consistent routes, and the counted monies are traceable back to specific pay stations, meter routes, and collectors.** This will allow the City to compare revenue trends over time for both predictive purposes and for added security. Any abnormalities in trends should be investigated.

When the City procures meters, we recommend electronic locks (e-locks) such as the Medeco NexGen locks be included. E-locks are an electronic key system that are programmed for the daily collection routes. This adds another layer of security for the City. Typical key systems are less secure because there is no electronic record of use. Additionally, if there is any meter theft, this can result in the City needing to re-key the meters.

6 PARKING PROGRAM MANAGEMENT

ROLES AND RESPONSIBILITIES

Parking citation and permit processes are currently managed as follows:

- **Police Department:** Manages parking enforcement staff; administers permit program; handles pay station collections.
- **Police Services Specialist Supervisor:** First level appeals; citation dismissals.
- **Volunteer Adjudicators:** Second level appeals.
- **City Finance Department:** Revenue reconciliation; coin counting.
- **T2:** Data entry of manual citations; online citation payment; online permit payment; DMV inquiries; delinquent citation noticing; DMV vehicle registration holds and releases.

The Parking Enforcement Department falls under the Police Department umbrella and the staff is supervised by the Parking Enforcement Supervisor, who oversees parking and permitting, citation issuances, revenue collections, and performs the citations appeals process, among other non-parking related duties.

Ideally, the City should create a Parking Manager position that would provide centralized management and coordination among the various departments involved in parking. The primary focus of the Police Department is health and safety concerns. The expansion of paid parking will require a solid management foundation to ensure effective management, oversight, and reporting. **With this increase in parking-related responsibilities, we recommend the City identify the appropriate department and staff to manage parking.** The designated department should be fully trained to utilize the features included in a citation and permit management system, including reporting and revenue reconciliation tools.

We recommend the City establish a Mobility Coordinator position to support parking and transportation-related projects, as well as build support for paid parking throughout the downtown core. The Coordinator would also promote and champion remote parking locations and the use of transportation demand management programs. Mobility Coordinators have been instrumental in implementing transit alternative programs in other municipalities and could prove to be significantly valuable for a community like Davis.

7 VALIDATION AND REWARDS PROGRAMS

Peer research about validation and rewards program in other cities included web research and a series of seven interviews. Interviewees included staff from five cities that have implemented such programs as well as two vendors who make the programs available through a mobile app. The findings are detailed in the Appendix A, but high-level takeaways included:

- **Few cities have ongoing validation and rewards programs.** Of the five cities that Nelson\Nygaard interviewed, only one (Urbana, Illinois) has an ongoing validation and rewards program still in place. Long-term cost projections deterred Ventura from continuing a temporary program that city established when it introduced parking pricing several years ago. Houston, Texas and Ann Arbor, Michigan have not seen a need for an ongoing validation and rewards program, and they have each eliminated trials of the concept. Tampa, Florida discontinued their merchant validation program after a few months due a lack of participation from businesses.
- **Business participation is limited without robust marketing and promotion from city staff.** Tampa city staff attributed the lack of interest in their merchant validation program to marketing and outreach shortcomings. City staff did not have capacity to fully support the program, and businesses did not promote the program on their own. Staff at Urbana, Illinois has not done a big marketing push for their merchant validation program. They estimated that there are at least five businesses that continue to use the program, but that represents only a small percentage of businesses in that city's downtown overall. In general, staff in other cities speculated that in order for a validation and rewards program to have a significant impact, City staff need to promote the program on an ongoing basis.

Based on this research, **we recommend the City of Davis not implement a validation or rewards program.** A validation and rewards program can detract from the City's overall policy goals in implementing paid parking and the purpose of the program – using prices to ensure that shoppers can find available parking spaces. In addition, developing a well-used validation and rewards program would require a significant investment of staff time and resources for marketing and promotion. Instead, the City should focus available funding and staff time on:

- **Emphasizing to businesses that paid parking will make parking available where and when their customers want it.** The primary goal of implementing paid parking is to ensure that shoppers can find an open parking space even during peak times rather than the frustrating experience of circling to find a space. As part of implementing paid parking, City staff will regularly analyze parking demand to find the lowest price possible that ensures people can easily find parking, which will help to create a positive visitor experience.

- **Ensuring that paid parking is as user-friendly as possible.** Paid parking should be simple and easy to use for downtown visitors. Investing resources in selecting the most user-friendly technologies, having clear and attractive parking signage and decals, marketing the anticipated benefits of the program, and conducting educational outreach to ensure that customers feel comfortable with the changes can help ensure that people know how to use the system and can decrease customers' chances of getting tickets. An easy to use system and well-informed customers will help minimize the extent to which paid parking deters customers from visiting downtown, as business owners may fear.

Should the City determine that it would like to move forward with a validation and rewards program, we recommend the following:

- **Implement a temporary parking credit or validation and rewards program through a mobile payment app.** Implementing a temporary program could potentially ease the transition for local businesses and downtown visitors.
- **Only implement a long-term validation and reward program if certain objectives of the overall downtown parking management system can only be achieved through such a program.** A key element to a successful long-term validation or rewards programs is a clear purpose. If Davis decides to implement a long-term validation program, it should clearly state how that program helps to achieve key goals and how the performance and benefits of the program will be measured and compared to the costs.
- **Develop a marketing strategy to support a validation and rewards program.** A validation or rewards program—temporary or long-term—will be more effective if people know about it. Some mobile payment vendors allow business to register for validation and rewards programs directly with the vendor but offer minimal support for marketing and outreach. The City should be prepared to promote the validation and rewards program and see what promotional support would be useful for businesses.

8 SIGNAGE AND WAYFINDING

SIGNAGE

Proper signage improves compliance and eases enforcement. Currently there is no internal electronic reporting system for the officers to report issues with signage noticed in the field.

We recommend the City conduct a signage audit to ensure that outdated signage is removed and that space numbers are adequately identified. While many of the signs that we observed during the site visit were in good condition, there may be others that are faded and outdated. Outdated signage can create confusion and clutter. Signage and wayfinding is most effective when the message is simple and easy to notice. Site visit observations revealed parking signs to be too cluttered, distracting observers from the primary message.



Example of Cluttered Sign.

Source: Dixon Resources Unlimited

WAYFINDING

Wayfinding has the function to inform people of the surroundings in a built environment. How a visitor navigates a new community has a lasting impression on whether that individual visits again in the future. An effective wayfinding system should be simple and have a clear message so that the user doesn't have to think; signs should show only information that is relevant at a particular decision-point, such as the names of important nearby destinations and a directional arrow. Signage should be placed strategically to direct drivers to the lots in a manner that does not contribute to the congestion around the core of downtown.

During the site visit, we observed the wayfinding signage, and particularly the “P” parking signs that were implemented two years ago, to be effective. However, while the City currently does not have a partnership agreement with the 4th & G Street garage, the parking signs direct visitors to that garage. This is misleading as patrons of the garage may falsely believe that their vehicle is more secure because the City regularly enforces the garage, even though it does not. Other signage within the downtown core was observed to be outdated and provided incorrect information. **We recommend the City develop a robust wayfinding program with standardized signage infrastructure.**



Parking Wayfinding.

Source: Dixon Resources Unlimited

9 PARKING FACILITY IMPROVEMENTS

SAFETY AND SECURITY

During the site visit, both parking enforcement staff and City officials voiced concerns regarding lack of safety and security in the Boy Scout Cabin and North F Street lots, as well as the 1st & F Street garage. During the site visit, we observed minimal lighting and a lack of security cameras in these facilities. **We recommend the City improve lighting and implement security cameras at all surface lots and parking garages.**

ELECTRIC VEHICLE CHARGING STATIONS

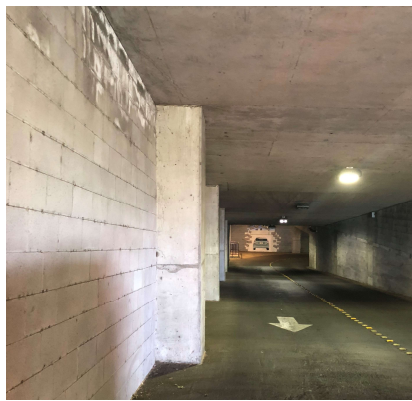
Electric Vehicle (EV) charging stations are available at the E Street Plaza lot, Amtrak lot, and 4th & G Street garage. Signage at each charging station prohibits non-electric vehicles from parking in the spaces. Discussions during the site visit revealed ongoing issues with patrons both abusing the time limits and stealing the charging cable to use on their own vehicle. Other communities have implemented charging fees and “Active Charging Only” rules as preventative measures. **We recommend the City implement “Active Charging Only” rules at EV Charging Stations and establish a charging fee to deter abuse of the charging stations.**

1ST & F STREET GARAGE

During the site visit, we observed the 1st and F Street facility to also be in poor condition. As mentioned above, the lighting was poor, conditions were dirty, and paint was peeling. Many of the light fixtures were covered in spider webs. These issues combine to create an unappealing atmosphere for visitors. **We recommend the City improve the lighting as well as power wash and repaint the interior of the 1st and F garage to improve the user-experience.**



1st & F Street Garage Lighting.
Source: Dixon Resources Unlimited



1st & F Street Garage Access Ramp.
Source: Dixon Resources Unlimited



1st & F Street Garage Lighting.
Source: Dixon Resources Unlimited

10 FINANCIAL ESTIMATE

Nelson\Nygaard and Dixon Resources Unlimited developed estimates of potential costs and revenues in the early years of paid parking in downtown Davis. The revenue estimate is based on the recommendations above, an estimate of the number of priced parking spaces, and a set of assumptions about parking occupancy, seasonal variability, and other factors (summarized in Appendix B).

Given that the program is organized around a performance standard of keeping parking occupancy between 60% and 80%, we assumed that on- and off-street parking occupancy across the pricing area would *average* 70% (the midpoint of the range) during high demand periods. During low demand periods, occupancy was assumed to be outside of this range at 50%. The cost estimate is based on a conservative estimate of average equipment, warranty, software, and transaction fees based on the Dixon team's recent experience.

We estimate that the program will generate about \$186,000 — or \$207 per space — in its first year. This includes potential revenues from meters and permits. In the first year, expenses will exceed revenues, as the program invests in physical and organizational infrastructure to operate the program. Operations and maintenance costs are small relative to the initial investment required to install new equipment, therefore the program is expected to generate a positive balance in subsequent years that could be used to support other elements of the downtown parking and transportation program. As noted in the staffing and operations memo, the City would be wise to establish a clear local use for these new funds that returns at least some of this value directly to downtown. Equipment costs will decline in subsequent years. By year 7, annual revenue is estimated to reach \$727,000.

Appendix A Validation and Rewards Program Interview Summaries

Ann Arbor, MI

Background	The Downtown Development Authority (DDA) in Ann Arbor, MI previously provided validation tickets but does not currently offer a rewards and validation program.
Rewards/Validation	When the Epark mobile payment app launched in June 2017, DDA provided validation tickets to its four Merchant Group Directors, who could distribute the validation tickets at their discretion. Each ticket had a validation code that could be entered into the app for discounted parking. Parking occupancy downtown is continuously high so DDA did not see a need for continuing the program.
Technology & Compatibility	<ul style="list-style-type: none"> ▪ DDA contracted with Passport for their mobile payment app. The main purpose for the app was to provide consumers with a payment option in addition to the city’s traditional meters. ▪ DDA did not have to purchase any additional equipment. The mobile app was compatible with its existing meters and enforcement officer technology.
App Usage	Usage of the app has been increasing since the app launched in summer 2017. In June 2017, the program had just over 10,000 transactions through the mobile app. In March 2018, the app had more than 53,000 transactions.
Level of effort	<ul style="list-style-type: none"> ▪ Implementation of the mobile app had political support from the DDA board. Distributing validation tickets to Merchant Group Directors DDA demonstrates ongoing support for the tool by covering all transaction fees (20 cents per transaction). ▪ Implementing the technology is fairly easy. It required three staff members—one person from DDA and two people from the parking operator (Republic Parking). Staff had to take inventory of all existing meters to be incorporated into the system, noting the meter numbers, time limits, and any special notes (e.g. handicap parking). ▪ There is no ongoing work required for DDA staff. DDA’s parking operator works with Passport to communicate any system changes.
Lessons learned	Covering the transaction fee for customers who use the mobile app to pay for parking has been a successful strategy for DDA, demonstrating DDA’s continued support for customer service and convenience.

Houston, TX

Background	The City of Houston, TX provides a resident discount program for Houston residents but does not currently offer a rewards and validation program.
Validation/Rewards	<ul style="list-style-type: none"> ▪ Houston considered a validation and/or rewards program when they implemented the ParkHouston mobile payment app but decided against it. Customers were already used to pay for parking so there was not much of a need for it. ▪ Houston offers a resident discount program. Houston residents who register for the program can use the mobile app to pay for parking with no convenience fee. This program has been a useful tool for promoting the app.
Technology & Compatibility	<ul style="list-style-type: none"> ▪ The City of Houston, TX contracted with Parkmobile for their ParkHouston mobile payment app. Houston wanted a mobile payment option to: <ul style="list-style-type: none"> ○ Provide another option for people to pay for parking; ○ Improve customer service with an app that provides reminders when peoples' parking payment will expire; and ○ Reduce the frequency of collecting money from meters. ▪ The City did not need to purchase any additional equipment (meters or enforcement technology) but they were required to make investments in additional signage to help inform people about the app.
App Usage	The number of transactions through the mobile app has increased from 3 to 5% in 2013 to 10 to 15% in 2018.
Level of effort	<ul style="list-style-type: none"> ▪ Houston City Council was supportive of the ParkHouston app. The Mayor was the first person to complete a transaction when the app debuted. ▪ About three to 5 City staff had to help support implementation of the app. Meter operations had to provide the configuration (rates, time limits, and locations) for each zone. Compliance had to help integrate the app with the citation management system. The vendor handled installation of signage and decals. ▪ Three City staff dedicate about 25% of their time to app maintenance and support. Customer service also helps assist customers who have questions about the app.
Lessons learned	<ul style="list-style-type: none"> ▪ Think about creative ways to get the word out about the app. Many people in Houston still do not know it is available. ▪ Clarify expectations about installation and maintenance of signage. Some of the signage in Houston was not installed well and turnaround time for replacement/maintenance has been longer than expected. ▪ If Houston implements a merchant validation program in the future, the City would try to encourage the mobile app vendor to work directly with businesses to so that there is less administrative burden on City staff.

Tampa, FL

Background	The City of Tampa, FL previously offered a merchant validation program but has since discontinued the program due to a lack of business participation.
Validation/Rewards	<ul style="list-style-type: none"> ▪ Tampa previously had a merchant validation program that was made available through Parkmobile but cancelled the program due to a lack of interest from businesses. Only one business signed up for the program. The program did not help attract more people to their store so the business discontinued their participation after two months. City staff discontinued the entire program one month later. ▪ Unfortunately, this contributed to a financial loss for the City who paid for the program up front. For the merchant validation program, Tampa had an agreement with Parkmobile to cover the cost of parking up front. The City would then recoup those cost from the merchant and customer who would then split the cost of parking. This model was problematic due to the lack of participation from businesses. ▪ City staff attribute the lack of interest in the program to marketing and outreach shortcomings. Parkmobile did a presentation at a Downtown Partnership meeting to help promote the new program. They also provided City staff with marketing materials and advertising the program was left to city staff, however, the staff person at the time in charge of promotion of the program did not follow through.
Technology & Compatibility	<ul style="list-style-type: none"> ▪ The City of Tampa, FL contracted with Parkmobile for their mobile payment app. The main purpose for the app was to provide consumers with an alternative option to pay for parking. ▪ The City did not need to purchase any additional equipment (meters or enforcement technology). Tampa currently has T2 digital pay stations.
App Usage	Approximately 30% of all daily transactions are through the mobile app.
Level of effort	Approximately five City staff were heavily involved in the implementation of the mobile payment app but only one city staff person is needed to support the app. An additional staff person would likely be needed to support marketing and outreach if Tampa still had the merchant validation program.
Lessons learned	Tampa's merchant validation program may have been successful if they had adequate staff dedicated to marketing and outreach. City staff could have also offered additional support to businesses to promote the program.

Urbana, IL

Background	The City of Urbana, IL currently offers a merchant validation program through their mobile payment app MobileMeter .
Validation/Rewards	<ul style="list-style-type: none"> ▪ The City of Urbana has an ongoing merchant validation program. City staff estimated that the program has at least five participating businesses. ▪ The program is available at no extra cost to the City. Businesses that are interested in participating in the program are required to create a Passport account online and link the account to a credit card to pay for validation codes. The cost is equal to the discount offered. For example, if the merchant chooses to offer customers \$1 off parking, the validation codes will cost \$1 have the ability to generate their own validation codes ▪ City staff are glad that they are not responsible handling program registration. When the program was first released, the City produced their own validation cards and provided them to businesses for distribution to their customers. They continue to promote the program on the City website.
Technology & Compatibility	<ul style="list-style-type: none"> ▪ The City of Urbana, IL contracted with Passport for their mobile payment app and merchant validation program. Urbana's chose to adopt this app since the adjacent City of Champaign had already adopted it. ▪ The City had to purchase four LG tablets and accessories for Parking Enforcement Officers to use.
App Usage	<ul style="list-style-type: none"> ▪ Approximately 55 to 60% of all parking payment transactions are through the mobile app, depending on the month. ▪ Usage is impacted by the University of Urbana-Champaign and fluctuates seasonally, decreasing in summer and in December.
Level of effort	<ul style="list-style-type: none"> ▪ Urbana City Council was supportive of adopting the merchant validation program to replace their existing validation option, which was parking meter cash keys (i.e. a key that is inserted into the meter and adds time to the meter). ▪ Two City staff helped with implementation and set-up. Similarly, two City staff provide ongoing app maintenance and support.
Lessons learned	<ul style="list-style-type: none"> ▪ Implementing a parking app requires additional signage and decals on meters. To reduce the turn-around time for replacements, Urbana City staff keep some blank signage and decals at the office. ▪ Promotions are key. The City of Urbana used on-street banners, business cards, and discounts to help promote the mobile payment option. ▪ The parking payment app has helped significantly decrease the number of meter collection days. ▪ When the app was first implemented, the City of Urbana did not enforce parking for two weeks, giving customers the opportunity to adapt to the new technology.

Ventura, CA

Background	The City of Ventura, CA offered a temporary parking validation program when paid parking was first implemented downtown in September 2010.
Validation/Rewards	<ul style="list-style-type: none"> ▪ The City of Ventura offered a parking validation coupon program for the first three to four months of the paid parking to help people get used to the new system. ▪ People would visit downtown, park, visit a downtown business, and get a validation coupon, which they could use the next time they visited downtown. This helped encourage their return to downtown. ▪ The City decided to promote the validation program more widely by publicizing a “Master Coupon” with a validation code in the local newspaper. ▪ City staff contemplated continuing the program but decided against it since long-term cost projections were too high for the city to maintain.
Technology & Compatibility	The City did not have any compatibility issues. They purchased meters with the installation of paid parking.
App Usage	The City of Ventura does not currently offer a mobile payment option.
Level of effort	Implementing the program was not a huge effort for the City. City staff made sure that they had a clear purpose for why the validation program was needed. In Ventura’s case, downtown merchants were calling for a validation program. They were concerned that paid parking would deter customers and interfere with their business.
Lessons learned	Establishing a clear purpose for the validation program—to get people to adapt to the new system—helped make Ventura’s program a success. Publicizing a “Master Coupon” helped fulfill this purpose and encouraged people to visit downtown and use the new parking meters.

Appendix B Revenue Estimate Assumptions

Appendix Figure 1 Overall Supply Assumptions

Total # of metered spaces	691
# of on-street metered spaces	420
# of off-street metered spaces	271

Appendix Figure 2 On-Street Parking Assumptions

Total # of on-street metered spaces	420
Peak occupancy (%)	70%
Peak occupancy (#)	294
Off-peak occupancy (%)	50%
Off-peak occupancy (#)	210
Timeband 1	10am to 12pm
# of hours	2
Peak or off-peak?	Off-peak
Cost per hour	\$ 0.25
Timeband 2	12pm to 6pm
# of hours	6
Peak or off-peak?	Peak
Cost per hour	\$ 1.00
Timeband 3	6pm to 10pm
# of hours	4
Peak or off-peak?	Peak
Cost per hour	\$ 0.50
Total hours of enforcement (#)	12
Peak hours of enforcement (#)	6
Off-peak hours of enforcement (#)	6
Days per week	7
Weeks per year	52
Weeks per season/quarter	13
# of spring weeks	13
Assumed increase/decrease in occupancy	0%
# of summer weeks	13
Assumed increase/decrease in occupancy	-25%
# of fall weeks	13

Nelson\Nygaard Assumption: Assumes that prices achieve the target occupancy level (60-80%, or a 70% average); in reality, it will take a few rounds of price adjustments for occupancy to settle in the target range.

Nelson\Nygaard Assumption.

Updated to reflect feedback from the Davis team.

Nelson\Nygaard Assumption.

Nelson\Nygaard Assumption.

DAVIS DOWNTOWN PARKING STRATEGY | POLICY AND IMPLEMENTATION RECOMMENDATIONS
City of Davis

Assumed increase/decrease in occupancy	0%	Nelson\Nygaard Assumption.
# of winter weeks	13	
Assumed increase/decrease in occupancy	0%	Nelson\Nygaard Assumption
Compliance Rate	60%	Dixon Assumption.

Appendix Figure 3 Off-Street Parking Assumptions

Total # of off-street metered spaces	271	
Peak occupancy (%)	70%	Nelson\Nygaard Assumption.
Peak occupancy (#)	190	
Off-peak occupancy (%)	50%	Nelson\Nygaard Assumption.
Off-peak occupancy (#)	136	
Timeband 1	10am to 12pm	
# of hours	2	
Peak or off-peak?	Off-peak	
Cost per hour	\$ 0.25	
Timeband 2	12pm to 6pm	
# of hours	6	
Peak or off-peak?	Peak	
Cost per hour	\$ 1.00	Updated to reflect feedback from the Davis team.
Timeband 3	6pm to 10pm	
# of hours	4	
Peak or off-peak?	Peak	
Cost per hour	\$ 0.50	Updated to reflect feedback from the Davis team.
Total hours of enforcement (#)	12	
Peak hours of enforcement (#)	6	
Off-peak hours of enforcement (#)	6	
Days per week	7	
Weeks per year	52	
Weeks per season/quarter	13	
# of spring weeks	13	
Assumed increase/decrease in occupancy	0%	Nelson\Nygaard Assumption.
# of summer weeks	13	
Assumed increase/decrease in occupancy	-25%	Nelson\Nygaard Assumption.
# of fall weeks	13	
Assumed increase/decrease in occupancy	0%	Nelson\Nygaard Assumption.
# of winter weeks	13	
Assumed increase/decrease in occupancy	0%	Nelson\Nygaard Assumption.
Compliance Rate	60%	Dixon Assumption.

Appendix C Recommendations Summary

Appendix Figure 4 Recommendations Summary

Category	Recommendation	Benefit	Phase
Parking Pricing	Implement paid parking within the proposed area for paid parking implementation.	If the area is too small it will make pricing far less effective as drivers will be able to easily avoid paying for parking by simply parking at nearby unmetered blocks. If the area is too large, the City risks eroding support for the project.	Mid-term
	Operate meters from 10 a.m. to 10 p.m. every day of the week.	Consistent and simple times makes it easier easy for people to understand and remember when to pay for parking.	Mid-term
	Set initial rates for on- and off-street prices in relation to one another.	Makes it easier to find parking and more evenly distribute parking demand.	Mid-term
	Use demand-responsible pricing to manage demand toward availability targets.	It is preferable to charge a lower rate overall across all facilities and times of day to ensure a minimum level of parking availability.	Mid-term
	Do not offer free hours in off-street parking facilities within the pay zone.	Ensure more consistency and predictability across the parking system so drivers have clear expectations about when and where to pay for parking.	Mid-term
	Eliminate time limits across the entire paid (non-permit) parking system.	Time limits do not make for a positive customer experience and are inefficient to enforce.	Mid-term
	Set up time of day pricing to allow City staff to adjust rates during different times of day.	Time of day pricing helps achieve a target level of availability throughout the day.	Mid-term
	Periodically adjust both on- and off-street parking rates to respond to changes in demand over time.	Helps maintain a minimum level of availability over time.	Mid-term
	Implement a training program for enforcement staff to handle Level 1 maintenance issues on pay stations.	Reduces maintenance response and meter down time.	Short-term
	Install single-space parking meters for on-street parking within the paid parking area.	Single space meters are user friendly, conveniently located to parking spaces, and double as additional bike parking with the meter poles.	Mid-term
	Install multi-space pay stations for all off-street parking locations, including parking garages.	Requires less infrastructure, provides ease of enforcement and can be integrated with LPR technology.	Mid-term
	Implement mobile payment option with paid parking.	Offers customers convenient option of payment.	Short-term

DAVIS DOWNTOWN PARKING STRATEGY | POLICY AND IMPLEMENTATION RECOMMENDATIONS
City of Davis

Category	Recommendation	Benefit	Phase
	Implement credit card/coin payment options for parking meters and pay stations.	Offers easy-to-use, customer convenience with minimal maintenance support requirements.	Mid-term
	Include a competitive vendor trial as part of the RFP selection process for off-street pay stations.	Provides the opportunity for public feedback.	Short-term
	Establish a paid parking revenue distribution plan and, potentially, a vehicle like a Parking Benefit District (PBD) to manage revenue collection and distribution.	Helps sustain the operation and invest revenue to fund special projects and program improvements.	Short-term
Enforcement	Hire one to two additional Full-time (FTE) PEOs	Additional enforcement staff will all for more consistent and effective enforcement.	Short-term
	Implement a tiered staff schedule of enforcement beats/routes.	Prevents violators from predicting when enforcement occurs.	Short-term
	Equip enforcement officers with handheld devices to supplement LPR enforcement.	Will improve enforcement efficiency and eliminate liability issues from officers using personal phones, which is already prohibited.	Short-term
	Establish a real-time connection between LPR units.	Will allow officers to overlap enforcement routes to improve the management of time limits.	Short-term
	Work with Genetec to resolve LPR connectivity issue.	Will improve enforcement efficiency.	Short-term
	Reinstitute the towing program.	Will improve compliance and citation collection rate.	Short-term
	Extend parking enforcement hours to include early morning street sweeping schedule.	Increases citation revenue and improves street sweeping operations.	Long-term
	Use LPR to enforce the E Street Plaza lot.	Accelerates the enforcement process and more efficiently documents violators.	Short-term
	Establish a formal verification process for acquiring an Amtrak parking permit.	May increase parking availability at the Amtrak lot for eligible patrons and reduces opportunity for permit abuse.	Mid-term
	Eliminate the 100-foot rule in preferential permit zones.	Very difficult rule to enforce and would save PEOs time when surveying preferential permit zones.	Short-term
	Streamline the preferential parking permit program by standardizing rules and regulations for all permit areas.	Will improve the ability to manage and enforce the program while potentially identifying parking resources that could be utilized for daytime employee parking.	Mid-term
	Begin parking citation and permit management vendor procurement process to meet the March 2019 contract term.	Beginning the process now will allow the City to vet other vendors and complete the RFP process prior to the end of the existing contract.	Short-term

DAVIS DOWNTOWN PARKING STRATEGY | POLICY AND IMPLEMENTATION RECOMMENDATIONS
City of Davis

Category	Recommendation	Benefit	Phase
Citation and Permit Management	Establish special event parking policies.	Will provide effective parking enforcement and appropriate staffing levels during peak events.	Mid-term
	Implement the Pay by Plate configuration for enforcement.	Allows PEOs to verify payment status through the use of LPR.	Mid-term
	Implement Parking Ambassador approach to enforcement.	Educates parkers on regulations and answers customer questions. Creates positive image for the City while improving compliance.	Short-term
	Evaluate the existing citation/permit management agreement with T2 to identify opportunities for enhancement.	Taking advantage of all the services provided in the agreement will improve the management of the citations and permitting process.	Short-term
	Consider an increase in citation penalties.	A higher penalty will likely encourage timely payment of the original fine.	Mid-term
	Offer discount rate for paying a parking citation prior to the due date.	Incentivizes payment of citations, improving rate of payment.	Mid-term
	Eliminate excess language printed on citations.	Removes clutter from the citation form, making it easier to understand and decreasing likelihood of non-payment.	Short-term
	Transition to Franchise Tax Board (FTB) holds.	This would provide the City with the most leverage to collect penalties after AB503 is instituted.	Short-term
	Renew efforts to pursue a shared parking arrangement with the 4th & G Street garage owner.	Unreserved spaces could be used for commuter X permit parking.	Short-term
	Introduce carpool parking permit that allows multiple license plates to register for a single permit.	Minor inducement to carpool.	Mid-term
	Introduce low-income commuter X permit.	Eases the burden of paid parking on low-income downtown employees who must drive.	Mid-term
	Implement escalation rate model for purchase of parking permit.	Impacts vehicle ownership, potentially improving parking availability.	Long-term
	Implement digital visitor permit.	Improves the efficiency of the parking enforcement process.	Mid-term
Establish shared parking agreement at the Amtrak lot for evening and weekend use.	Would provide additional parking options for visitors, freeing up on-street parking and alleviating traffic congestion.	Mid-term	
Revenue Reconciliation	Implement armored transport service to transport paid parking collection revenue.	Revenue collection would be more secure and the PEO will be able to focus on enforcement duties.	Short-term
	Implement closed-can system for single-space parking meters.	Provides security of coin operation.	Mid-term

DAVIS DOWNTOWN PARKING STRATEGY | POLICY AND IMPLEMENTATION RECOMMENDATIONS
City of Davis

Category	Recommendation	Benefit	Phase
	Hire one dedicated meter maintenance and collections FTE.	Will allow the City to effectively manage the increased amount of paid parking infrastructure.	Mid-term
	Establish reconciliation procedures for both cash and credit card transactions.	Establish best practices for future paid parking.	Short-term
	Hire one dedicated meter maintenance and collections FTE.	Will allow the City to effectively manage the increased amount of paid parking infrastructure.	Mid-term
	Implement route-based collection schedules.	This will allow the City to compare revenue trends overtime for both predictive purposes but also for added security.	Mid-term
	Implement electronic locks for single-space meters.	Provides security of coin operation and maintenance.	Mid-term
	Identify the appropriate City department to manage the overall parking program moving forward.	Would establish a more stable and efficient program with improved management and oversight.	Short-term
	Institute a mobility coordinator position.	Would support and champion transportation projects to encourage mode shift and reduce congestion.	Long-term
Validation & Rewards Programs	Note: We do not recommend the City of Davis implement a validation or rewards program, however, should the City determine that it would like to move forward with this, we recommend the following:		
	Implement a temporary parking credit or validation and rewards program through a mobile payment app.	Could help ease the transition for local businesses and downtown visitors.	Mid-term
	Only implement a long-term validation and reward program if certain objectives of the overall downtown parking management system can only be achieved through such a program.	Clearly states how the program helps to achieve key goals and how the performance and benefits of the program will be measured and compared to the costs.	Mid-term
	Develop a marketing strategy to support a validation and rewards program.	Will be more effective if people know about it.	Mid-term
Signage and wayfinding	Conduct a signage audit to identify and eliminate outdated parking signage.	Improve the visitor experience and promote alternative parking facilities.	Short-term
	Develop robust wayfinding program with standardized signage infrastructure.	Improves navigation throughout the downtown core.	Short-term
Parking Facility Improvements	Improve lighting and implement security cameras at all surface lots and parking garages.	Improves parking facility safety and security.	Mid-term
	Implement "Active Charging Only" rule at EV Charging Stations.	Prohibits non-electric charging vehicles from occupying charging spaces.	Short-term

DAVIS DOWNTOWN PARKING STRATEGY | POLICY AND IMPLEMENTATION RECOMMENDATIONS
City of Davis

Category	Recommendation	Benefit	Phase
	Establish an EV charging fee at EV charging stations.	Deters abuse of the charging station and creates turnover to allowing for more customer usage.	Long-term
	Improve and clean up the 1 st & F Street garage.	Promotes a positive image of the City and increases facility usage.	Short-term



DAVIS PAID PARKING COMMUNICATIONS STRATEGY

This communications strategy is intended to:

- Build understanding among decision-makers and key stakeholders for paid parking in Davis.
- Plan the smooth launch and initial operation of paid parking.
- Plan ongoing communications about parking management.

Key messages

Clear and consistent messaging is crucial. The following messages explain:

- How and why the program was developed
- Its benefits
- How it aligns with other city plans and initiatives.

How and why the city developed the paid parking plan

- Paid parking in downtown was recommended in the 2014 Downtown Parking Management Plan developed by the Downtown Parking Task Force (DPTF)
- In November 2017, City Council approved paid parking for downtown.
- City staff will implement paid parking in downtown by late Summer/early Fall 2019.

How paid parking helps achieve goals for downtown

- The goal of the paid parking program is to help downtown businesses thrive by making it easier to find parking.
- Paid parking is the best tool to make it easier to find a parking space – time limits alone do not work well.
- Customers visiting downtown businesses will have a better experience if parking is easy to find.
- It is a smart approach—the city will only use meters when and where it is hard to find a parking space and will find the lowest price possible that makes it easy to find parking.

Communications approach, tools, and resources

Develop a program brand and identity

How the new parking management looks and feels (the name, meters, signage, website, etc.) wherever people interact with it will shape how they feel about it, whether positive or negative.

Because this is so crucially important, the city should make conscious choices and invest time, energy, and resources in this critical component – and opportunity – when launching a new parking management program.

This could include branding the program via name, tagline, logo, and associated style guide that defines look/feel/colors/etc. At a minimum, the city should use consistent colors and designs across all materials, as well as consider how it would like to simultaneously improve signage and materials for off-street parking.

Communications tools

This table summarizes the various tools the city could use throughout the approval and implementation process.

Tool	Description	Target Audience/Use
Overview and messaging	<ul style="list-style-type: none"> One page summary to use when training elected officials and key staff to more effectively understand and represent the program with key messages 	<ul style="list-style-type: none"> City Council City staff training
12 and 18 minute overview presentations	<ul style="list-style-type: none"> Background information Parking program 101 FAQs 	<ul style="list-style-type: none"> City Council City staff training Community stakeholder group meetings Key stakeholders in one-on-one meetings
Single page leave behind materials	<ul style="list-style-type: none"> A one page summary of background & 'how-to' information A one page FAQ to help train city staff and others to field questions but also used with stakeholders and on website 	<ul style="list-style-type: none"> Public meetings Downtown establishments Community venues
Decals and signs	<ul style="list-style-type: none"> Paid parking signs with hours of enforcement For a mobile payment option, decals and signs will need to include information about how to download the app and the zone number 	<ul style="list-style-type: none"> General public On and near parking meters
Website	<ul style="list-style-type: none"> Why the city is implementing paid parking Where there will be paid parking When paid parking will be enforced Cost of parking Contact information Links for paying or appealing parking citation online FAQ 	<ul style="list-style-type: none"> General public

PAID PARKING COMMUNICATIONS STRATEGY
City of Davis

Tool	Description	Target Audience/Use
Social Media	<ul style="list-style-type: none"> ▪ Posts on the City of Davis Facebook and Twitter 	<ul style="list-style-type: none"> ▪ General public ▪ Educate people about paid parking ▪ Alerts about issues/changes/updates, etc.

Steps and schedule

Designate a Parking Manager

To implement paid parking, the city needs to identify a Parking Manager responsible for coordinating its successful implementation and launch. While that person will have many responsibilities, this section summarizes those that are communications-related.

2. Identify a Parking Manager (Spring 2019)

- The city must identify a Parking Manager who can represent the program and coordinate communication efforts, including:
 - Finalize a prioritized list of stakeholders within government and the community.
 - Finalize the communications plan.
 - Execute the communications plan, including:
 - Lead briefings with city officials.
 - Train key city employees about the program and how to respond to inquiries.
 - Engage with community stakeholders, including numerous one-on-one meetings and presentations to community groups.
 - Represent the project before City Council, as needed.
- The Parking Manager could be a city staff member or a temporary contracted employee.

Internal Coordination

3. Coordinate efforts with city communications staff (Spring 2019)

After the parking program is approved, it is imperative that the city's communications team clearly understands the program to help inform the community and city staff. We recommend the Parking Manager:

- Organize a kick-off meeting with communications staff to:
 - Ensure they understand the program.
 - Identify how to use the city's communications tools.
 - Update the communications plans with their input.
 - Ensure clear roles, responsibilities, and timeline.
- Collaborate in the development of strategies that help:
 - Identify how to brief related staff to build a common understanding and way of talking about paid parking among as many departments and staff as possible.

- Develop strategies for community outreach (i.e., identifying neighborhood meetings).

Launch

4. Training (Spring – Summer 2019)

Many staff members will be involved with the program, and it is critical that they understand the program and are trained in how to talk about it effectively. The Parking Manager should:

- Organize and facilitate communications training sessions for various groups as well as one-on-one sessions for key staff to ensure that all city staff understand the nature of the program, timing, and key messages. Parking enforcement staff are a particularly important group to work with.

5. Develop the launch strategy (Spring 2019)

The launch of paid parking is a unique moment that needs special attention and planning. We recommend the Parking Manager:

- Identify key moments to communicate the program (e.g., when meters are being installed, when meetings with community leaders should take place, etc.).
- Do door-to-door outreach to make connections with as many downtown businesses as possible.
- Sharpen and expand the FAQ to anticipate stakeholder questions and ensure useful and productive responses that strike the right tone.
- Plan for “Meter Greeters” for several days when meters are first activated that will help people use meters for the first time and ensure a seamless launch.
- Plan and host outreach events. If possible, leverage and/or coordinate with other downtown events.
- Provide a 30-day grace period for enforcement of the meters. During that time, parking enforcement officers can distribute friendly information about how to avoid tickets.

6. Engage with the community (Spring – Summer 2019; up to and past launch)

The Parking Manager should engage with key stakeholders, in particular leaders in the community as well as those who may have reservations about the program. This is particularly important during the time leading up to the program launch but may also extend past the program launch. Steps include:

- Identify community leaders (such as leaders associated with the Downtown Business Association) and those who may oppose the program.
- Refine and update as necessary project overview information and FAQ to use during meetings.
- When possible meet with folks one-on-one to walk through the rationale for the program, its benefits, and their concerns.

Implementation and operation

7. Program implementation (late Summer 2019; ongoing after launch)

Parking needs to become a routine part of the city's day-to-day communication and operations beginning with the launch of the program. During the first few months, the Parking Manager should ensure that communications continue to educate the local community about how to use the meters and why the program benefits the city and the downtown. To continually share information about the program, the following is recommended:

- Ongoing communications
 - Develop a website where the city can explain the program, publish rates, and provide regular updates and announcements.
 - Work with the city communications team to develop and ongoing communications plan that leverages existing social media platforms and other communications channels. Maintain an email list for those would like to stay more informed. Send regular updates to these subscribers.
 - Announce future changes to parking management through the communication channels described above (i.e., website, social media, email list, etc.)
- Program monitoring
 - The Parking Manager should be prepared to monitor and summarize the performance of the program to the City Council, key stakeholders, and the broader community. This is especially important when changing rates or making other parking management changes in the future.

DAVIS PAID PARKING

Merchant Validation Program Options

To support the implementation of paid parking in Downtown Davis, City staff requested case study research of merchant validation programs. This research highlights pros and cons of two potential program options and will help guide the City in their decision-making moving forward. Figure 1 describes each of these options—a traditional validation program and a mobile validation program—and their pros and cons for implementation.

Figure 1 Merchant Validation Program Options

Description	Pros/Cons
<p>Traditional Validation</p> <p>The City would distribute parking coupons/stamps to local merchants who could then issue them to customers for discounted parking. Merchants would reimburse the City once they issue the validation. Alternatively, the City could require businesses to purchase coupons/stamps to avoid parking revenue loss.</p>	<p>Pros</p> <ul style="list-style-type: none"> ▪ Supports local businesses who are interested in a validation program. ▪ Potential to improve the customer experience with a discount on parking. <p>Cons</p> <ul style="list-style-type: none"> ▪ City required to promote and manage this program. ▪ Street meters commercially viable today would take additional features/programming to smoothly integrate a validation program. For example, customers would need to be able to scan or enter a code on the meter to receive their validation. ▪ Potential delay in parking revenue as the City waits for reimbursement from merchants. ▪ Potential loss of revenue for businesses if they are required to purchase coupons/stamps up front and customers do not materialize. This may deter businesses from participating in the program. ▪ Paid parking aims to reduce parking demand, however, validation programs can conflict with this principle and contribute to reduced parking turnover (i.e., people park for longer because they have a discount).
<p>Mobile Validation</p> <p>Mobile validation is a feature that can be added to a mobile payment platform. Customer receive a code from a merchant they visit and enter this code in the mobile payment app for the validation. Vendors coordinate directly with local merchants. The City's only role is to promote the program, which can be done on the City website and parking signage/decals. This option is dependent on RFP and procurement of mobile payment vendor.</p>	<p>Pros</p> <ul style="list-style-type: none"> ▪ Mobile app manages program. City is only required to promote the program. ▪ Assuming the City implements a mobile payment app, there is no additional cost to the City to implement the program unless the City chooses to offer a discounted 'bulk' parking purchase rate for businesses. ▪ Supports local businesses who are interested in a validation program. ▪ Potential to improve the customer experience with a discount on parking. <p>Cons</p> <ul style="list-style-type: none"> ▪ Potential loss of revenue for businesses if they are required to purchase validation codes up front and customers do not materialize. This may deter businesses from participating in the program. ▪ Validation programs are often thought as a way to attract customers but most people travel with a purpose. A validation program is unlikely to be a draw for customers to visit the merchant. ▪ Paid parking aims to reduce parking demand, however, validation programs can conflict with this principle and contribute to reduced parking turnover (i.e., people park for longer because they have a discount).

Recommendation

Nelson\Nygaard recommends pursuing a mobile validation feature in lieu of a traditional merchant validation program. The merchant validation program does not require the City to manage the program—merchants can work directly with the mobile app vendor. A mobile validation program also does not require any additional costs

for the City, assuming the City pursues a mobile payment option. If a merchant validation program is pursued, the following parameters should be noted to ensure it is operationally viable.

- Implement a merchant-based program. Local business owners work directly with the mobile platform vendor rather than the City acting as a liaison.
- Identify specific technology and how it would interface with the customer. Validation and rewards programs are compatible with several types of hardware and software. The City should be sure to consider how customers will interact with the mobile app and meter technology. Appropriate signage and decals will be needed to inform customers about the mobile payment platform and the validation program.
- Develop a strong marketing and outreach strategy to promote the program. Validation and rewards programs do not sell themselves, and programs that have failed to invest in promoting them have seen them wither on the vine, with low levels of participation from businesses. Businesses may be able to help promote the program but City staff should be prepared to heavily promote the program and support businesses, if needed.

Mobile Validation Example

A mobile validation program has successfully been implemented in Urbana, IL. The City contracted with Passport for their mobile payment app (MobileMeter) and merchant validation program.

The program is available at no extra cost to the City. Businesses that are interested in participating in the program are required to create a Passport account online and link the account to a credit card to pay for validation codes. The cost is equal to the discount offered. For example, if the merchant chooses to offer customers \$1 off parking, the validation codes will cost \$1 have the ability to generate their own validation codes.

When the program was first released, the City produced their own validation cards and provided them to businesses for distribution to their customers. They continue to promote the program on the City website. Urbana City Council was supportive of adopting the merchant validation program to replace their existing validation option, which was parking meter cash keys (i.e. a key that is inserted into the meter and adds time to the meter). City staff are glad that they are not responsible handling program registration.

Merchants have the ability generate their own validation codes for distribution to customers via the online platform. Merchants create an online account by entering their business information, payment information, and what type of validation they want to create (e.g., \$1 off). They can also keep track of how many validation codes they issue and how many of those codes have been used. Screenshots of this interface are shown on the following page.

PAID PARKING IMPLEMENTATION | MERCHANT VALIDATION
City of Davis


Select Validation Test

Number of Validations

[Generate Validation Code](#)

[Download as PDF](#)

S.No	Validation Code
1	8FYV2AC
2	KYS7FVN
3	QYSY4NY
4	S8212VZ
5	AMLKT32




Discount Code
Enter the following code in your Passport App to receive up to \$0.5 Off your parking stay

8FYV2AC

Expires: 9:45am on Tuesday 11th July 2017

Courtesy of Passport



Discount Code
Enter the following code in your Passport App to receive up to \$0.5 Off your parking stay

KYS7FVN

Expires: 9:45am on Tuesday 11th July 2017

Courtesy of Passport

Validation Summary

Generate Validation Codes

Manage Validations

Reports

Account Settings

Reports

Validations

Date Range Current Day

User All Users

Zone All Zones

Filter by All

[Generate Report](#)

Reports

S.No	Validation Name	Validation Code	Created On	Expires On	Value (\$)	Issued By	Used On	Discount (\$)	Cost to Business (\$)
1	Test	KYS7FVN	Jul 11 2017 09:44 AM	Jul 11 2017 09:45 AM	.50	Jill Smith	Not used	NA	NA
2	Test	S8212VZ	Jul 11 2017 09:44 AM	Jul 11 2017 09:45 AM	.50	Jill Smith	Not used	NA	NA
3	Test	QYSY4NY	Jul 11 2017 09:44 AM	Jul 11 2017 09:45 AM	.50	Jill Smith	Not used	NA	NA
4	Test	AMLKT32	Jul 11 2017 09:44 AM	Jul 11 2017 09:45 AM	.50	Jill Smith	Not used	NA	NA
5	Test	8FYV2AC	Jul 11 2017 09:44 AM	Jul 11 2017 09:45 AM	.50	Jill Smith	Not used	NA	NA

[Back](#)

Merchants have the ability to generate their own codes (above) and track if/when they have been used (below).
Source: Passport Merchant User Guide

03-05-19 City Council Meeting

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05 - 97