



DATE: November 15, 2016

TO: Mayor and City Council

FROM: Director of Public Works

SUBJECT

Professional Services Agreement with CDM Smith, Inc. for Downtown Parking Study

RECOMMENDATION

That Council adopts the attached resolution, authorizing the City Manager to execute an amendment to the professional services agreement with CDM Smith, Inc. to evaluate the implementation of a parking management and enforcement program.

BACKGROUND

In the fall of 2014, the City of Hayward was notified that BART would implement daily parking charges at the Hayward BART station. In response, “interim parking strategies” were implemented to mitigate potential impacts to the downtown area. At the time, it was recognized that long-term comprehensive parking policies would be critical to the growth and development of the downtown area.

On April 14, 2015, Council authorized the execution of a Professional Services Agreement with consultant group, CDM Smith, Inc., in an amount not-to-exceed \$85,000 to prepare a comprehensive Downtown Parking Study. CDM Smith was tasked to conduct a more focused analysis of parking supply and demand in Downtown Hayward before and after implementation of BART pricing and the City’s “interim” regulatory changes, with the goal of developing long-term strategies and policies.

City staff subsequently obtained a grant from MTC’s Parking Management and Transportation Demand Management (TDM) Grant program. The grant amount of \$438,000 (\$100,000 in City local match) would have covered the purchase of pricing and enforcement technology, education programs, and wayfinding signage. However, implementation of a paid parking and pilot pricing program was a requirement of the grant received from MTC. Council, at the February 23, 2016 meeting, expressed concerns related to implementing paid parking as part of the pilot program. Aware of these concerns, staff worked with its consultant team to devise a strategy that would follow Council’s directives, yet fall within the overall framework of MTC’s Parking Management grant guidelines. At the March 22, 2016 City Council meeting, staff presented a modified pricing approach that would allow free parking for the first hour and a graduated pricing spectrum for the following hours. Council and the community

members reiterated their concerns and expressed that it was premature to implement a paid parking program, and subsequently declined the MTC grant.

DISCUSSION

Currently, parking enforcement efforts citywide are conducted primarily by the Maintenance Services Department (MSD) as an off-shoot of their street sweeping program and the Hayward Police Department (HPD). MSD has been tasked with enforcing the existing eight Residential Permit Parking (RPP) program areas, the downtown area, and the South Hayward BART station area parking premises. With the addition of the proposed permit parking program for both residents and merchants in the downtown area, that enforcement burden would only be exacerbated.

The City's internal parking working group, comprised of the members of the City Manager's office, Public Works and Economic Development departments, along with its consultant team, believes that a more standardized approach to enforcement should be evaluated. This amendment will allow staff and the consultant team to develop a formal staffing plan for citywide parking management and enforcement within the municipal organization. The focal point of the analysis will be to outline capital needs, operating costs, necessary staffing needs, and anticipated revenues associated with such a coordinated enforcement effort. The amendment would also analyze combining the citywide RPP program, the South Hayward JPA, and the proposed downtown merchant/resident permit parking area.

FISCAL IMPACT

The amendment would allow an additional \$40,000 to the existing professional services agreement that originally allocated \$85,000 for the Downtown Parking Study approved by Council on April 14, 2015. There is sufficient funding in the Downtown Parking Study Project in the Capital Improvement Program to support the contract increase.

SUSTAINABILITY FEATURES

The action taken for this agenda report will not result in physical development, purchase or service, or a new policy or legislation. Any physical work will depend upon future Council action.

PUBLIC CONTACT

Staff presented results of the preliminary parking analysis to the Council Economic Development Committee (CEDC) on April 6, 2015. In October 2015, staff solicited comments from visitors to the downtown area on a Friday night and a Saturday during the Farmers Market via survey; 134 surveys were completed. In addition, a more detailed survey was posted on-line on the City's website, Facebook page, the social network Nextdoor, and disseminated via e-mail. Approximately 840 on-line surveys were filled out and submitted.

The proposed additional analysis includes an optional outreach task to include one business stakeholder focus group and one community open house. The purpose of these meetings is to provide a forum for business and community stakeholders to better understand the elements of the project and to provide input.

NEXT STEPS

A draft of the final Downtown Parking Study report will be presented to Council for review in early 2017. Both staff and the consultant estimate that the technical tasks for the comprehensive parking analysis can be completed within three months of authorization.

Prepared by: Fred Kelley, Transportation Manager

Recommended by: Morad Fakhrai, Director of Public Works

Approved by:



Kelly McAdoo, City Manager