



DATE: April 24, 2018

TO: Mayor and City Council

FROM: Interim Director of Public Works

SUBJECT Downtown Parking Study: Adoption of the Downtown Parking Management Plan and Professional Services Agreement with CDM Smith, Inc.

RECOMMENDATION

That Council adopts the Downtown Parking Management Plan and the attached resolution, authorizing the City Manager to execute a Professional Services Agreement with CDM Smith, Inc., for the services that were provided to update the Parking Management Plan.

SUMMARY

The Downtown Parking Management Plan provides strategy recommendations to efficiently utilize the parking supply in Downtown Hayward. The draft plan initially presented to Council for review at a work session on February 27, 2018, is now being presented for formal adoption. The key components of the draft plan reviewed by Council include parking time restrictions, permits for residents and employers/employees, and enforcement strategies.

Secondly, CDM Smith, Inc., (CDM), the consultant for the Downtown Parking Management Plan, has provided additional services in the amount of \$20,000. These additional services were requested by the City's internal parking working group (comprised of the members of the City Manager's office, Maintenance Services Department, Public Works, and Economic Development Department), and were not within the scope of the original contract. Furthermore, the original contract with CDM expired, requiring Council approval, for a new Professional Services Agreement to compensate for their services.

BACKGROUND

In fall of 2014, BART began the implementation of paid parking at the Hayward BART station. In response, pursuant to Council direction, staff implemented "interim parking strategies" to mitigate potential impacts to the downtown parking supply. In addition to the interim strategies, long-term, comprehensive parking policies were deemed critical to the growth and development of the Downtown area.

The consulting firm, CDM Smith, Inc. (CDM), was retained, and tasked with conducting a more focused analysis of parking supply and demand in Downtown Hayward. The goal was to develop a Downtown Parking Management Plan with long-term policies and regulations

to improve parking demand in the Downtown area. The proposed plan would protect the valuable City-provided downtown parking resources from day-long use by BART patrons, and other private park-and-ride users who do not contribute to the economic vitality of the Downtown.

The draft Downtown Parking Management Plan was presented to both the Council Infrastructure Committee (CIC) and full Council at a work session in February 2018 for feedback and recommendations. Both the CIC and Council endorsed the proposed strategies with some suggested revisions. The Plan also outlined capital needs, operating costs, staffing needs, and anticipated revenues associated with its implementation and coordinated enforcement efforts.

DISCUSSION

Staff proposes that the CIC and Council incorporate the following key components into the final Downtown Parking Management Plan for formal adoption.

1. Parking Time Restrictions

Time restrictions are effective in shifting the parking demand from overutilized on-street facilities to off-street facilities, and increasing turnover in high demand areas. The following strategies and recommendations were developed for on-street and off-street facilities. It should be noted that individuals displaying valid disabled persons parking placards are exempt from time restrictions.

On-Street Restrictions

- **One-hour parking:** One-hour parking restrictions are recommended on B Street and Main Street to increase turnover in the Downtown commercial area where parking is in high demand.
- **Two-hour parking:** Two-hour parking restrictions are recommended along A Street, Watkins Street, C Street, Montgomery Avenue in Downtown core, and on B Street and Grand Street west of the BART station to accommodate high parking demand from the mixed residential and commercial land uses.
- **Four-hour parking:** Four-hour parking restrictions are recommended in the residential area west of Grand Street to discourage BART patron parking.

Off-Street Restrictions

- **Four-hour parking:** Four-hour parking restrictions are recommended in all Muni lots to simplify the current complex system.

2. Permit Parking Policy

Permit parking programs are effective parking demand management tools that ensure efficient use of the City's limited public parking resources. Parking permits can be used to manage parking demand by directing users into the most appropriate spaces. Two types of permits are proposed:

Residential Parking Permits: Residents who choose to participate in the proposed Residential Preferential Parking Permit Program will not be subject to on-street time restrictions implemented as part of the Downtown Parking Management Plan. They will, however, need to adhere to the typical parking regulations (i.e., 72-hour limit, no parking in front of fire hydrants) applicable to any on-street public parking space. The objective is to protect on-street parking in residential zones from intrusion by BART patrons.

Proposed Pricing and Quantity:

- First permit free for first year, second permit \$50 per year
- Limit of two permits per household
- Guest permits – 5-day limit - \$5.00 per permit

Because Hayward has taken the initiative to implement the Downtown RPP zone, the CIC recommended that the first permit offered be free of charge for the first year. The number of permits per household are limited to discourage multiple vehicle ownership in the Downtown, which is a transit-oriented development environment.

Business Parking Permits: Downtown Hayward businesses who choose to participate in the new Business Parking Permit program will not be subject to time restrictions in off-street facilities and designated zones to the west of BART station. They will, however, need to adhere to the typical parking regulations (i.e., 72-hour limit, no parking in front of fire hydrants) applicable to any on-street public parking space. The objective is to shift employee parking away from highly utilized on-street parking spaces adjacent to retail establishments into off-street facilities, and designated zones to the west of the BART station.

Proposed Pricing and Quantity:

- \$50 per year per permit
- Limit of 20 permits per business

Currently, out of 71 Downtown employers, only 11 have more than 20 employees. These employers typically have their own off-street parking facilities, and do not need parking permits.

3. Enforcement

Enhanced enforcement efforts aided by new technology and adequate staffing is a necessary component of a successful parking management system.

Technology: At the February 27, 2018 Council meeting, Council discussed the option of purchasing an enforcement vehicle accommodated with License Plate Recognition (LPR) equipment or retrofitting an existing vehicle with LPR equipment during the initial year. Staff research indicated that the existing vehicles are not suitable to be retrofitted with LPR. The LPR system would enhance enforcement efforts by replacing the conventional “chalking the tire” method.

Staffing: At the February 27, 2018 Council meeting, Council discussed the option to evaluate the efficiency of the new equipment before recommending any additional personnel or purchasing a second enforcement vehicle.

4. Wayfinding

A coordinated wayfinding system, better directional signage, and signs identifying parking lots and structures would improve the use of the off-street parking. Council determined that this was an important issue to be addressed and recommended expeditiously prioritizing and funding the installation of wayfinding signs.

ECONOMIC IMPACT

The Downtown Parking Management Plan, if approved, will provide an opportunity for residents and businesses in the Downtown to purchase permits allowing unrestricted parking in designated zones. Based on Council’s recommendations, the cost will be \$50 per year, per permit for both residents and businesses. The proposed plan will support and enhance the Downtown as a place where local employees, customers, residents, and visitors can find convenient parking to suit their specific needs, while they are spending time in the area.

FISCAL IMPACT

Regarding the downtown parking management plan, Council recommended the RPP implementation, wayfinding signage installation, and purchase of one LPR vehicle with related technology occur in FY 2018-19. The estimated capital expense of \$120,000, includes Downtown Hayward RPP implementation costs (\$25,000), one LPR equipped vehicle (\$80,000), and a Wayfinding Signage program (\$15,000). Funding for a portion of these expenses was appropriated as part of the FY 2018 CIP, however, funding to cover the cost of the purchase of the LPR equipped vehicle has not been identified. If the plan is approved by Council, staff will return for an appropriation to purchase the equipment and fund start-up costs. None of the costs in this portion of the plan are considered ongoing.

Regarding the CDM Professional Services Agreement, a new \$20,000 contract with CDM is necessary to complete the current scope of work. Additional allocation and authorization are not required to complete this action. No additional funds are necessary as there are adequate funds to cover the increased contract amount in the current adopted budget.

By way of background, the original contract with CDM authorized by Council on April 14, 2015, was for an amount not-to-exceed \$85,000. Council authorized a contract amendment to add an additional \$40,000 to evaluate the implementation of parking management, and the feasibility of an enforcement program in November 2016.

In January 2018, the City's internal parking working group reviewed the proposed parking management plan, and recommended updating the parking occupancy analysis with recent data and presenting to the CIC. These recommendations were not within the scope of the original contract, and required additional services in the amount of \$20,000. Furthermore, the original contract expired, and could not be amended to compensate for the additional services. As such, a Council resolution is required to execute a new \$20,000 contract with CDM.

STRATEGIC INITIATIVES

This agenda item supports the Complete Streets Strategic Initiative. The purpose of the Complete Streets initiative is to build streets that are safe, comfortable, and convenient for everyone regardless of age or ability, including motorists, pedestrians, bicyclists and public transportation riders. This item supports the following goal and objective:

Goal 2: Provide Complete Streets that balance the diverse needs of users of the public right-of-way.

Objective 1: Increase walking, biking, transit usage, carpooling, and other sustainable modes of transportation by designing and retrofitting streets to accommodate all modes.

This agenda item also supports the Complete Communities Strategic Initiative. The purpose of the Complete Communities initiative is to create and support structures, services, and amenities to provide inclusive and equitable access with the goal of becoming a thriving and promising place to live, work, and play for all. This item supports the following goal and objective:

Goal 1: Improve quality of life for residents, business owners, and community members in all Hayward neighborhoods.

Objective 4: Create resilient and sustainable neighborhoods.

SUSTAINABILITY FEATURES

The proposed Downtown Parking Management Plan supports sustainability and mobility goals identified in the City's 2040 General Plan. The plan proposes policies to efficiently manage public parking in the Downtown. The recommended Residential and Business Permit Parking Programs would minimize the adverse effects of spill over parking from BART patrons. The proposed policies will also discourage multiple vehicle ownership in Downtown, which is a transit-oriented zone. Transit-oriented development is a key strategy for reducing greenhouse gas emissions in Hayward. Staff will evaluate the needs of an enforcement vehicle, and explore the option of buying an electric vehicle to reduce emissions. The plan particularly supports the following goals and policies:

Goal M-9: Provide and manage a balanced approach to parking that meets economic development and sustainability goals.

Policy M-9.5: Identify Parking Deficiencies and Conflicts.

PUBLIC CONTACT

Staff presented results of the preliminary parking analysis, related to the then recent BART action on charging for parking, to the Council Economic Development Committee (CEDC) on April 6, 2015.

In October 2016, staff solicited comments from visitors to the Downtown area via surveys; 134 surveys were completed. To complement this effort, a more detailed survey was posted on-line on the City's website, Facebook page, Nextdoor, and sent via e-mail. Approximately 840 on-line surveys were completed.

In summer of 2017, staff also interviewed Downtown merchants and residents who lived near the Hayward BART station.

Staff presented the recommendations to the CIC on January 24, 2018, the Chamber's Government Relations Council (GRC) on February 2, 2018, full Council on February 27, 2018, and United Merchants of Downtown Hayward on April 2, 2018.

During the outreach efforts, the majority of residents and merchants indicated support for the proposed parking management strategies. A few respondents were satisfied with existing policies and did not believe that there was a need for a new Downtown Parking Management Plan. Concerns were, however, expressed regarding the loss of free long-term employee parking in the Muni lots.

NEXT STEPS

If Council adopts the Plan, the proposed recommendations will be implemented in the Downtown study area as follows:

- In July, staff will provide a report to Council describing a specific plan for implementing the policies contained in the Plan.
- Staff will also present action items related to the revised permit-fee structure and any amendments to the Municipal Code, Traffic Code and Traffic Regulations necessitated by the adoption of the Plan.
- The impacts of the proposed recommendations will be evaluated and brought before the CIC and Council for further consideration one-year after implementation of the program.

Prepared by: Fred Kelley, Transportation Manager

Recommended by: Alex Ameri, Interim Director of Public Works

Approved by:



Kelly McAdoo, City Manager