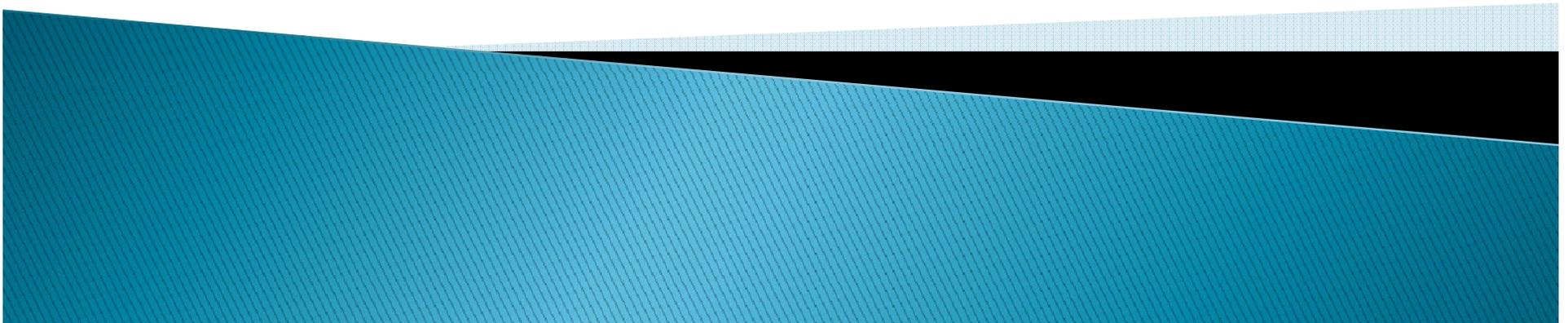




# Parking Modernization

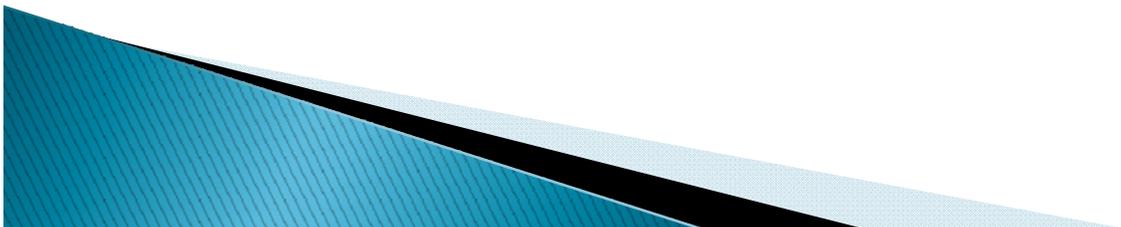
City of Sacramento

August 9, 2012



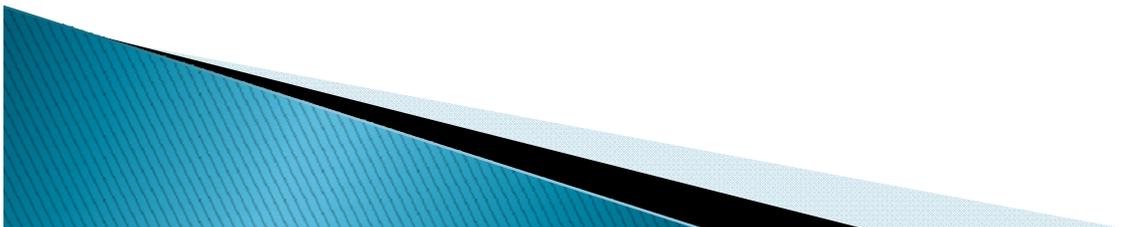
# Parking Modernization

- ▶ Background
- ▶ Existing conditions
- ▶ Goals of modernization
- ▶ Modernization recommendations
- ▶ Next steps



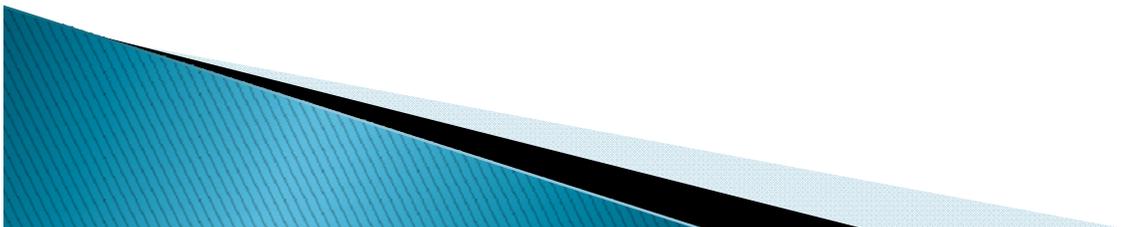
# Background

- ▶ We are behind in technology
- ▶ Lessons Learned
  - City's parking enterprise is a valuable asset
  - Parking fund can be leveraged to support community projects
  - Technology facilitates greater efficiency, improves customer service, and contributes to smart growth
  - We have gaps in state and local legislation



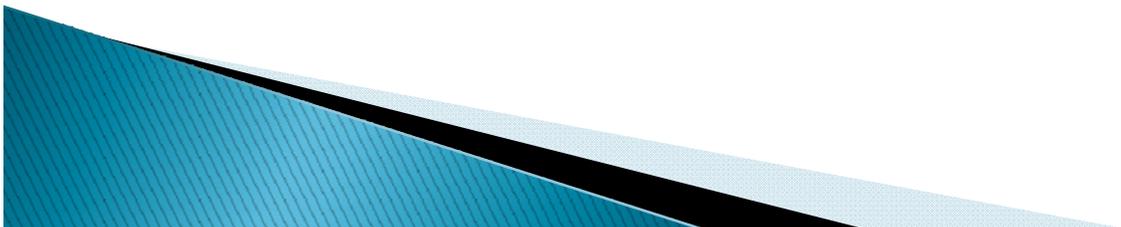
# Existing Conditions

- ▶ 17 Off-Street Parking Facilities with more than 10,000 spaces
- ▶ 5,500 On-Street metered spaces
- ▶ 52 Parking Control Officers cover all assets including the Disabled Placard Abuse program
- ▶ Administrative team supports a \$30 Million annual operation



# Goals of Modernization

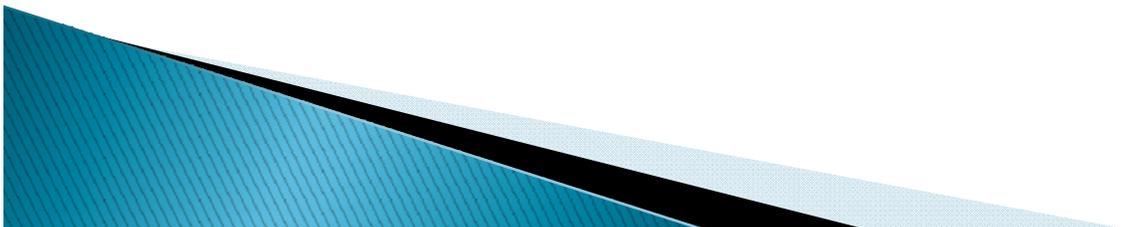
- ▶ Enhanced customer experience
- ▶ Create operational efficiencies
- ▶ Create community project opportunities
- ▶ Align parking policies with AB32 and SB375
- ▶ Restore parking revenues



# Modernization Recommendations

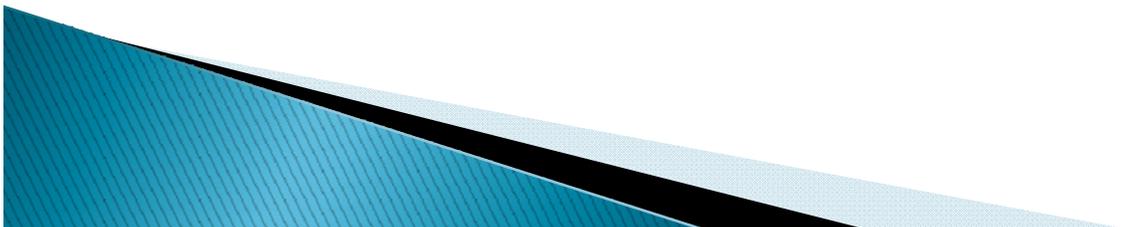
A three-pronged approach to include:

- ▶ Technology / Rates
- ▶ Expansion
- ▶ Legislation



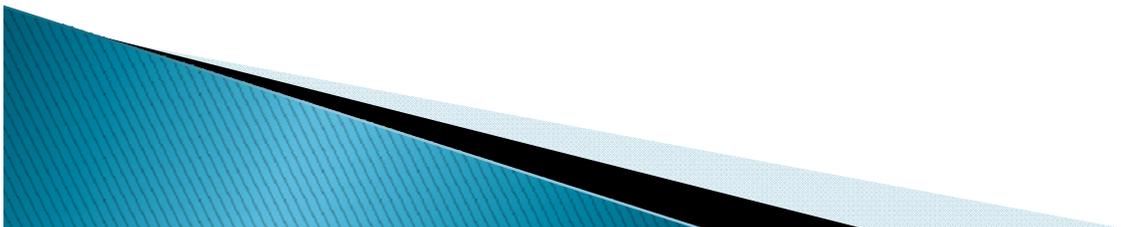
# Technology / Rates

- ▶ Next generation parking meters
  - credit card enabled
  - pay-by-phone
  - solar powered
- ▶ Demand Based Pricing
  - increased parking availability
  - supports businesses
  - reduced congestion



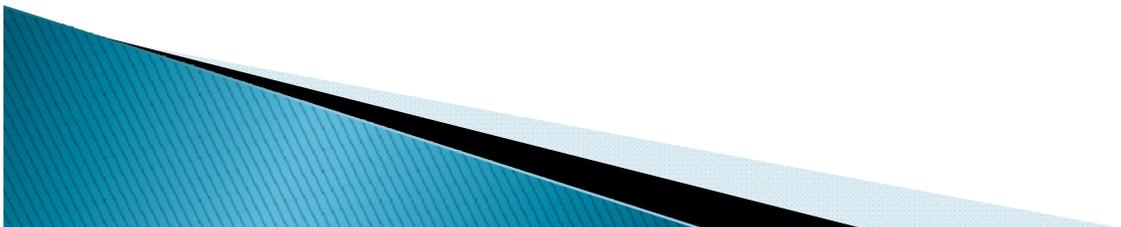
# Technology / Rates

- ▶ License Plate Recognition Update (LPR)
  - increased efficiency
  - stolen vehicle recovery
  - scofflaw enforcement
- ▶ City Parking “App” for mobile devices
  - parking locations
  - rates
  - availability



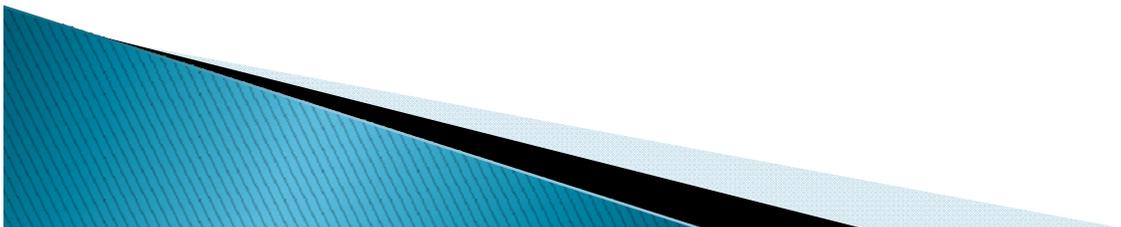
# Parking Expansion

- ▶ Partner with Public and Private Sector
  - Add new parking supply
  - Create efficiencies
  - Promote better land use
- ▶ Expanded hours of operation
  - Supports businesses and residents in transition zones
- ▶ New opportunity areas
  - Metered parking throughout central city
  - River District



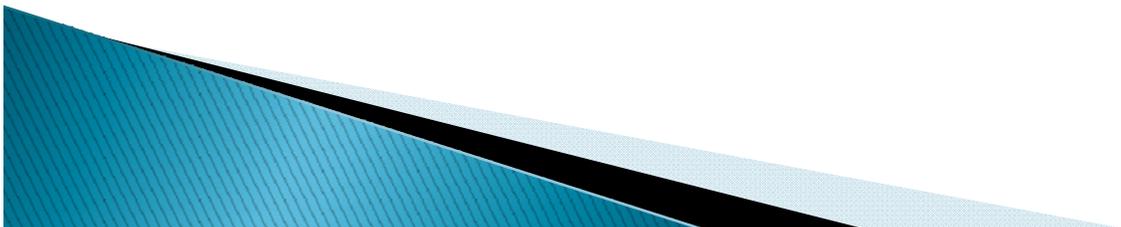
# Legislation

- ▶ Expand Parking Manager authority
  - Expands existing authority to set rates
  - New authority to adjust time limit restrictions
- ▶ Improve delinquent citation collection
  - Closes loopholes in State law for parking scofflaws
  - Reduces threshold to “boot” vehicles
  - Improves parking citation collection



# Legislation

- ▶ Address disabled placard abuse
  - Recent survey 73% usage
  - There are over 103,000 placards issued in Sacramento County
  - We have a special program aimed at abuse
  - Will provide improved access for the disabled
  - Reduce vehicle miles traveled
  - Increase parking supply to support businesses
  - Restore lost parking revenues



# Next Steps

- ▶ Release RFP for new parking meters (next 90 days)
- ▶ Provide disabled parking legislation update (90 days)
- ▶ Parking Modernization update (mid-year)
- ▶ Seek Council approval to expand Parking Manager authority (next 60 days)

