

Meeting Date: 6/9/2016

Report Type: Staff/Discussion

Report ID: 2016-00391

Title: Special Event Parking Zone Designation and Regulation of On-Street Parking in the Central City

Location: Districts 3 and 4

Recommendation: Pass a Resolution: 1) Establishing all streets within the area bound by the Sacramento River to the east side of 19th Street, from the north sides of Richards Boulevard to the south side of W Street, along with the east side of 16th Street to the east side of 19th Street, from the north side of D Street to the south side of W Street, as the "Special Event Parking Zone" (within the existing parking meter zones). This general Special Event Parking Zone will support dynamic pricing during qualifying special events, when such parking controls are necessary (See Exhibit A); and 2) Designating all business districts or streets within the Central City, as defined by Sacramento City Code section 17.108.040, as those where the City Parking Manager has the authority to determine where to post and implement parking restrictions to prohibit vehicles from stopping, standing or parking during the posted, time, days or number of hours at unregulated or non-metered spaces pursuant to Sacramento City Code sections 10.36.020, 10.36.040 and 10.36.100.

Contact: Erika Galang, Program Specialist, (916) 808-8572; Matt Eierman, Parking Services Manager, (916) 808-0074, Department of Public Works

Presenter: Erika Galang, Program Specialist, (916) 808-8572; Matt Eierman, Parking Services Manager, (916) 808-0074, Department of Public Works

Department: Public Works Department

Division: On-Street Parking Admin

Dept ID: 15001511

Attachments:

1-Description/Analysis

2-Background

3-Resolution

4-Exhibit A - Map

City Attorney Review

Approved as to Form

Gerald Hicks

5/27/2016 10:14:26 AM

Approvals/Acknowledgements

Department Director or Designee: Jerry Way - 5/19/2016 8:06:53 AM

Description/Analysis

Issues:

Special Event Parking Zones

An increase in the number of entertainment venues will lead to periods of higher demand on the parking supply within the Central City. The addition of smart meters now provides the City a mechanism to manage the on-street parking supply during high-demand times such as special events. Prior to the proposal of any special event pricing at the meters, the parameters of a special event parking zone must first be established. Staff will return with an ordinance to set dynamic parking rates in the near future to support special events as well as short-term parking. Future management of the on-street parking supply will come by way of pricing, based on qualifiers such as event size and distance from the event epicenter.

In collaboration with stakeholder groups, staff recommends designating all streets within the area bound by the Sacramento River to the east side of 19th Street, from the north sides of Richards Boulevard to the south side of W Street, along with the east side of 16th Street to the east side of 19th Street, from the north side of D Street to the south side of W Street, as the “Special Event Parking Zone” (within the existing parking meter zones). This general Special Event Parking Zone will support dynamic pricing during qualifying special events, when such parking controls are necessary (*See Exhibit A*).

Streets within the Special Event Parking Zones shall have signs posted to identify them as such. The programming of specific meters in the Special Event Parking Zones to reflect any special event pricing will be based on qualifying factors, as not all areas within this zone will require special event pricing during every event. (*See Exhibit A*)

Regulation of On-Street Parking in the Central City

There are approximately 6,544 on-street parking spaces that currently have no existing parking regulations. These spaces are located on streets within the Central City, as defined by Sacramento City Code section 17.108.040. With the increasing need to manage parking inventory levels and to address concerns of local residents and businesses, a more efficient process is needed to resolve these parking issues.

Under the Sacramento City Code, the implementation of restrictions on any street in order to prohibit vehicles from stopping, standing or parking during the posted time, days or number of hours, must be authorized by resolution. In the past, staff has approached Council with individual requests to regulate specific streets. This practice does not serve the community’s immediate needs as it inhibits response times when each request must be presented to Council before changes can be implemented.

Staff recommends the City Council designate all business districts or streets within the Central City, as defined by Sacramento City Code section 17.108.040, as those where the City Parking Manager has the authority to determine where to post and implement parking restrictions to prohibit vehicles from stopping, standing or parking for during the posted, time, days or number of hours at unregulated or non-metered spaces. This process will save administrative time and provide a higher level of customer service to businesses and residents. This method shall include implementing restrictions, if necessary, on Sundays and holidays. Efforts to conduct outreach to affected residents and businesses in these areas will continue to be part of the process prior to implementation of any regulations.

Policy Considerations: These recommendations are consistent with:

- (1) The 2006 *Central City Parking Master Plan* goals to use time limits, rates and enforcement to efficiently manage parking supply.
- (2) The 2014 *City of Sacramento Selected Parking Assets, Parking System Assessment*

Economic Impacts: None

Environmental Considerations:

California Environmental Quality Act (CEQA): The proposed action is not a “project” as it involves governmental fiscal activities that are exempt from environmental review under Section 15378(b)(4) of the California Environmental Quality Act Guidelines.

Sustainability Considerations: This action supports the City of Sacramento’s sustainability goals to improve and optimize the transportation infrastructure.

Other: None

Commission/Committee Action: Not applicable

Rationale for Recommendation:

Special Event Parking Zones

The frequency of special events is expected to create increased pressure on the on-street parking supply. Over 200 new events are proposed at Golden 1 Center, along with the existing special events that the City regularly accommodates. There will be a need to manage the increased demand of on-street parking supply to encourage utilization of off-street parking facilities by those motorists requiring long-term parking for events. Special event signage will only affect metered parking spaces.

Designation of special event parking zones must first be established to allow staff time to post signage and work with stakeholders to determine the following qualifiers:

- Definition of a “special event”
- When special event rates should be charged at the meters
- Special event rates on parking meters

Staff will return to Council in the near future with an ordinance setting the proposed rates.

Regulation of On-Street Parking in the Central City

Sacramento City Code sections 10.36.020, 10.36.40 and 10.36.100 provide for restrictions on any street in order to prohibit vehicles from stopping, standing or parking during the posted time, days or number of hours as authorized by resolution. By enacting a resolution designating streets within the Central City where the City Parking Manager has the authority to take immediate corrective action, residents and businesses will be better served with a more efficient management of the parking supply.

Financial Considerations: Installation and removal of signage will be performed by department staff at a cost of approximately \$130,000. Sufficient funds are available in the Parking Services Division operating budget (Fund 1001).

Local Business Enterprise (LBE): There are no LBE considerations associated with the requested action.

Background

In September 2006, the Central City Parking Master Plan was published with recommendations to manage the parking supply to address the expected increase of in-fill and redevelopment projects. Recommendations included establishing parking rates that encourage efficient use of spaces, extending parking restrictions and enforcement beyond 6 p.m., and replacement of parking meters and support the increasing parking need with existing supply. The study was updated in 2011.

On August 9, 2012, City Council directed staff to pursue parking modernization through use of technology and rate enhancements, system expansion, parking policy and legislation reform. In response, Parking Services staff implemented a series of modernization efforts including procurement of 4,300 parking meters that allow on-street pay-by-phone capabilities.

In April 2014, a year-long assessment of the City's parking assets was completed. This new study, the City of Sacramento Selected Parking Assets, aligned with the 2006 Central City Master Plan and included more detailed recommendations to restructure the parking organization with a focus on meter pricing, technology, policy, enforcement and parking asset management.

In January 2014, Parking Services began the large-scale replacement of Central City parking meters with new smart meters. These solar-powered, single-spaced meters have the capability to accept credit cards, coin and mobile payments. With the installation of smart meters and integration of pay by phone capabilities, new methodologies of enforcement and rate strategies can now be implemented to achieve industry best practices that will support businesses, residents and visitors to Sacramento.

With the limited parking supply and the expected increase of developments, the City's current parking policies do not support the parking requirements for events and night time venues, which will cause further impacts to the parking supply available to Central City residents, businesses and visitors.

RESOLUTION NO. 2016-XXX

Adopted by the Sacramento City Council
June 9, 2016

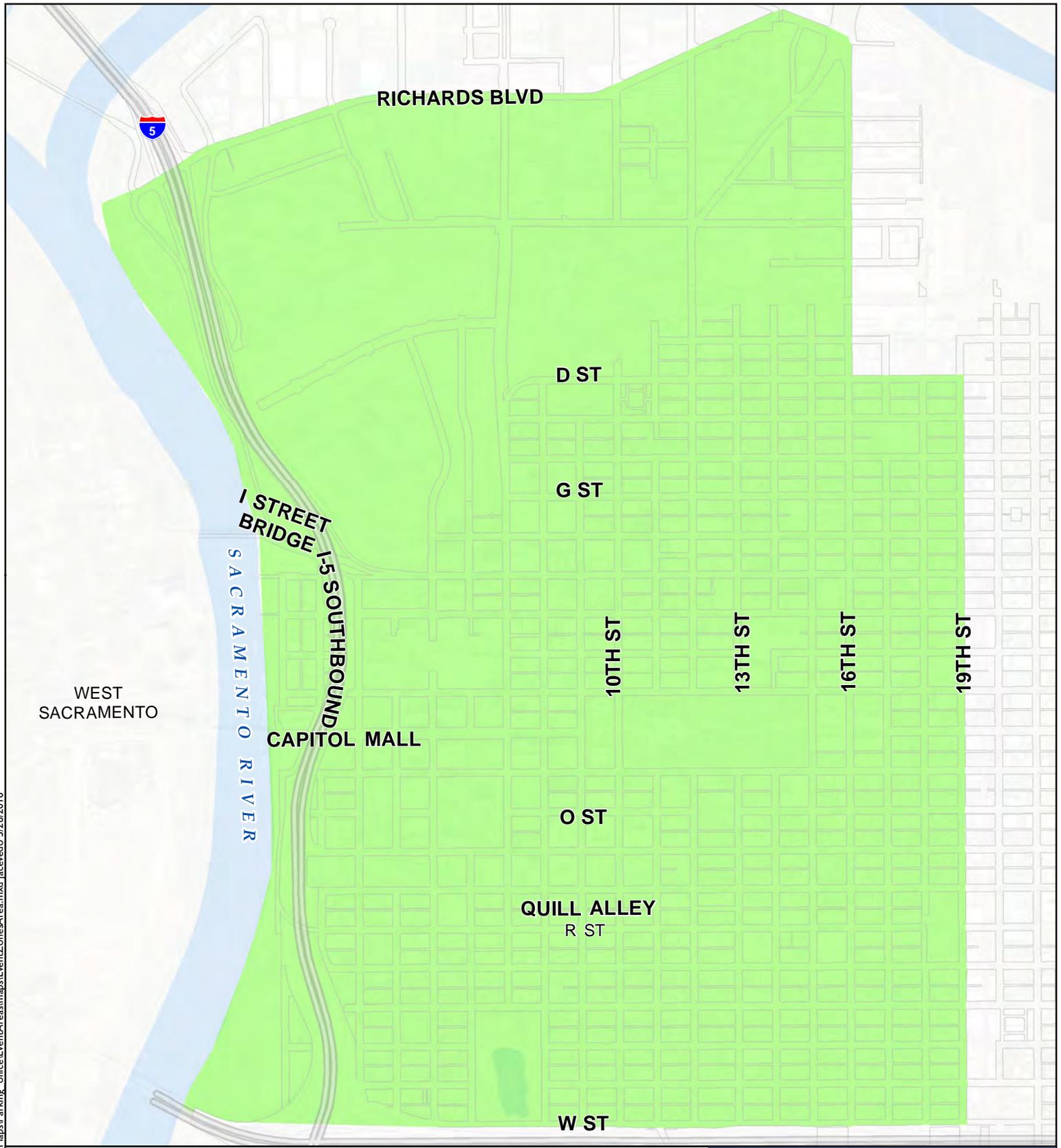
SPECIAL EVENT PARKING ZONE DESIGNATION AND REGULATION OF ON-STREET PARKING IN THE CENTRAL CITY

BACKGROUND

- A. In September 2006, the Central City Parking Master Plan was published with policy recommendations to manage the parking supply to address the expected increase of in-fill and redevelopment projects. This study was updated in 2011.
- B. On August 9, 2012, the City Council directed staff to pursue parking modernization through use of technology and rate enhancements, system expansion, parking policy and legislative reform.
- C. An increase in the number of entertainment venues will lead to periods of higher demand on the parking supply within the Central City. The addition of smart meters now provides the City a mechanism to manage the on-street parking supply during high-demand times, such as special events.
- D. Designation of special event parking zones will provide management of the on-street parking supply, when necessary, to encourage long-term parking in off-street facilities and keep spaces on the street available for short-term parking.
- E. There are approximately 6,544 unregulated parking spaces within the Central City. With the increased need to manage parking inventory levels and to address concerns of local residents and businesses, a more efficient process is needed to resolve these parking issues.
- F. Under Sacramento City Code, the implementation of restrictions on any street in order to prohibit vehicles from stopping, standing or parking for during the posted time, day or number of hours is authorized by resolution. By enacting a resolution designating streets within the Central City where the Parking Manager has the authority to take immediate corrective action, residents and businesses will be better served.

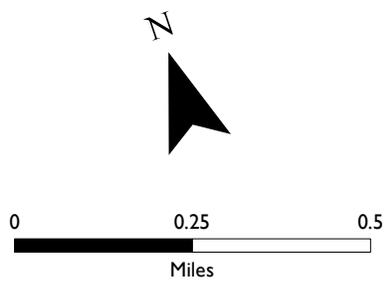
BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. Establishing all streets within the area bound by the Sacramento River to the east side of 19th Street, from the north sides of Richards Boulevard to the south side of W Street, along with the east side of 16th Street to the east side of 19th Street, from the north side of D Street to the south side of W Street, as the “Special Event Parking Zone” (within the existing parking meter zones). This general Special Event Parking Zone will support dynamic pricing during qualifying special events, when such parking controls are necessary (See Exhibit A).
- Section 2. Designating all business districts or streets within the Central City, as defined by Sacramento City Code section 17.108.040, as those where the City Parking Manager has the authority to determine where to post and implement parking restrictions to prohibit vehicles from stopping, standing or parking during the posted, time, days or number of hours at unregulated or non-metered spaces pursuant to Sacramento City Code sections 10.36.020, 10.36.040 and 10.36.100.



Legend

 Special Event Parking Zone



**Special Event
Parking Zone**



**City of
SACRAMENTO**

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