



Agenda Report

Fullerton City Council

MEETING DATE: AUGUST 21, 2018

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: KENNETH A. DOMER, CITY MANAGER

PREPARED BY: TED WHITE, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: DOWNTOWN PARKING – NIGHTTIME PAID PARKING PILOT PROGRAM

SUMMARY

Consideration of the creation of a Downtown nighttime paid parking pilot program.

RECOMMENDATION

1. Approve a 90-day Downtown nighttime paid parking pilot program within the following parameters:
 - a) **Location:** Public parking lots and structures generally bounded by Wilshire Avenue on the north, the railroad tracks on the south, Malden Avenue on the west and Pomona Avenue on the east
 - b) **Days and Times:** Thursday, Friday and Saturday nights between 8:00 PM and 1:00 AM
 - c) **Fees:** A flat fee for parking set at \$5 with the potential for adjustments based on demand, not to exceed \$10
 - d) **Use of Net Revenues:** Designate revenue from the program for reinvestment into the operations of the Downtown, generally including maintenance, enforcement, safety and security and including funding for the preparation of an Assessment Engineer's Report to inform consideration of the formation of a Business Improvement District and/or other type of Landscape, Lighting or Maintenance District.
2. Authorize staff to release a Request for Qualifications (RFQ) to procure parking management professional services, including implementation of the pilot program, and subsequently, bring an agreement with the successful RFQ respondent to City Council for review and approval.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statement/s:

- Fiscal and Organizational Stability
- Public Safety
- Infrastructure and City Assets.

FISCAL IMPACT

The pilot program will be self-funded through the collection of parking fees. Net revenues will be designated for reinvestment into Downtown operations.

DISCUSSION

Downtown Game Plan

The Community Development Department is leading a multi-pronged approach to improve Downtown, focusing on public safety, facilitating successful businesses, creating attractive public and private spaces and maintaining a positive reputation and perception. Current efforts include the subject Nighttime Paid Parking Pilot Program, as well as evaluating the employee permit parking program. In addition, changes to restaurant regulations that will simplify operational standards and strengthen enforcement tools are also in process. These efforts are also helping to inform and build support for a downtown partnership model that could include the formation of a Business Improvement District and/or Landscape, Lighting or Maintenance District. Information on the Downtown Game Plan is available at: www.cityoffullerton.com/gameplan.

Downtown Parking Background

In 2016, Fehr and Peers assisted the City with the preparation of an Existing Conditions Report (2016 Report)¹ on the state of Downtown Fullerton parking. The 2016 Report was intended as the first phase in a larger effort to improve management of the City's public parking supply. The 2016 Report evaluated the area between Berkeley and Truslow Avenues, centered around Harbor Boulevard (study area). It identified a total of 4032 off-street public parking spaces throughout the study area in 24 lots and six garage structures and an additional 1684 on-street spaces.

The 2016 Report concluded that existing parking resources are sufficient to meet current and future demand and that the “basic building blocks of a successful Downtown parking program are in place, [but] there is no cohesive organizational structure to ensure the successful long-term management of the existing parking resources... [or a] stable on-going funding source.” It identified opportunities for changes to employee parking and consideration of paid parking opportunities among others such as improved directional “wayfinding” signage and the use of parking management technology.

¹ Downtown Fullerton Parking Management Strategic Plan - Phase 1 Existing Conditions Report – February 16, 2016 – <https://docs.cityoffullerton.com/webiink/1/doc/587307/Page1.aspx>

Fehr and Peers was retained again in early 2018 and tasked with proposing specific actions for implementation related to the employee permit parking program and paid parking for nighttime patrons.

Transportation & Circulation Commission

On July 23, 2018, the Transportation & Circulation Commission (“Commission”) considered recommendations regarding changes to the employee permit parking program and establishing a nighttime paid parking pilot program. The Commission recommended that the nighttime paid parking pilot program move forward for City Council consideration. However, the Commission requested additional information on the proposed changes to the employee permit parking program and continued the discussion to a future meeting. Specifically, the Commission asked staff to review the number of employee parking spaces proposed to be relocated and provide supporting details for the proposed fee increase.

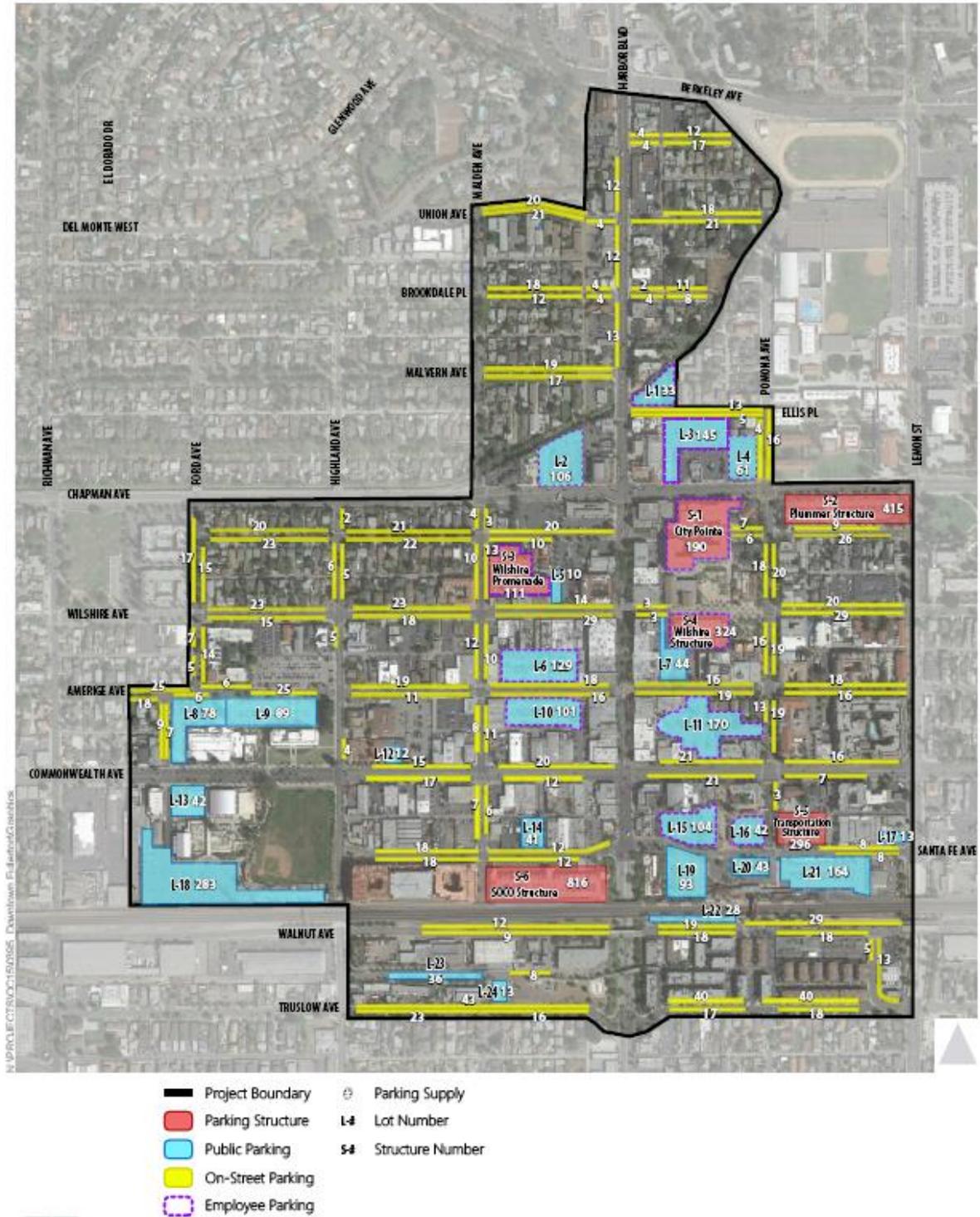
Nighttime Paid Parking Pilot Program

The 2016 Report identifies that it is unusual for a city with an extensive public parking system to offer parking free of charge. A 90-day pilot program is proposed in order to test the effectiveness and potential consequences of implementing paid parking. The pilot program will focus on patrons visiting Downtown during peak nighttime entertainment hours, in recognition of the additional burden to City resources caused by the late night restaurant and bar scene in downtown.

Based on the Fehr and Peers recommendations and modified based on feedback received from Downtown stakeholders and input from the Transportation & Circulation Commission, the following are the proposed pilot program details:

Location: The pilot program will include lots and structures bounded by Wilshire Avenue on the north, the railroad tracks on the south, Malden Avenue on the west and Pomona Avenue on the east. The area includes Lots L-6, L-7, L-10, L-11, L-15, L-16, L-19, L-20 and Structures S-4 and S-6 as identified in Figure 1 for a total of 1907 spaces (roughly 50% of public spaces in lots and structures). This boundary is consistent with the concentration of businesses open after 10:00 PM. The pilot program will take into consideration such issues as providing access to private parking spaces within the boundaries of the program, accommodating take-out/delivery parking and facilitating parking for residential units.

FIGURE 1 – PUBLIC PARKING FACILITIES



Days and Times: The pilot program will apply on Thursday, Friday and Saturday nights for vehicles entering the designated lots from 8:00 PM to 1:00 AM. Vehicles already parked in the structures and/or lots prior to 8:00 PM would not be subject to paid parking and there would be no time limit on those vehicles. The Council may wish to note that Fehr & Peers originally recommended a 7:00 PM start time, but based on feedback from the community, staff and the Transportation & Circulation Commission recommended moving the start time back to 8:00 PM to accommodate traditional dinner patrons.

Fees: The pilot program will charge a flat fee set at \$5 with the potential for adjustments based on demand, not to exceed \$10, in consultation with the parking management company. The recommendation to maintain flexibility in the amount of fee charged during the pilot program was a recommendation of the Transportation & Circulation Commission.

Professional Services for Implementation: The pilot program will be implemented by a parking management company through a professional services agreement following selection through an RFQ process. The selected parking management company, in consultation with the Community Development, Police and Public Works Departments, will finalize pilot program implementation within the City Council-approved parameters. It is expected that implementation of the pilot program will occur by means of a combination of personnel, technology and temporary equipment. The City Council will review and approve the professional services agreement with the top-ranked vendor.

Outreach and Monitoring

A. Community Meeting

A meeting was held on May 21, 2018 for property owners, business owners and other interested parties to introduce Fehr and Peers' preliminary recommendations to the Downtown stakeholders. Approximately 35 people were in attendance. The community meeting, along with a number of subsequent individual and group meetings throughout June, July and August, produced an informative dialogue that has shaped the recommendations for location, days and times brought forward to the Transportation & Circulation Commission and City Council.

B. Downtown Game Plan Webpage

The Downtown Game Plan webpage was launched following the Community Meeting and is being updated as recommendations evolve and move through the public hearing process. Interested parties are also directly able to sign up on the webpage to receive updates, including meeting notices.

C. Hearing Notices

In advance of the Transportation & Circulation Commission meeting, on July 9, 2018, hearing notices were mailed to property owners and business locations. In total, 511 notices were mailed to property owners (93) and business locations (418). The notice provided a summary of the proposed changes and provided a link to the Game Plan webpage. The same mailing list was used for the City Council meeting, mailed August 9, 2018.

D. Public Education

Following approval, notification will be provided to property and business owners. Staff will also work with local businesses and media to publicize the pilot program in addition to working with the selected parking management company to advertise the pilot program in advance of kick-off. Interactive parking district maps will also be updated to reflect the changes associated with the pilot program.

E. Monitoring

During the 90-day pilot program, staff will engage Downtown stakeholders regarding the nighttime paid parking program, make adjustments as necessary and monitor potential impacts on surrounding residential neighborhoods. An online feedback tool and survey will be developed to facilitate data collection and provide an opportunity for businesses and customers to share their experiences. The parking management company will provide parking occupancy rates before and during the pilot program to help gauge the success of the program.

Attachments:

- Attachment 1 - PowerPoint Presentation