

# Draft Downtown Parking Management Plan

Planning and Redevelopment Department



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# Executive Summary

Automobiles are a significant part of American life. Consequently, it is important to understand that destinations are expected to accommodate people *and* their vehicles. Parking availability must be considered whenever and wherever development occurs.

## Purpose

The Downtown Parking Management Plan (PMP) has been developed to ensure that parking throughout Downtown Roseville is properly “managed.” As the area develops, an effective plan for providing adequate parking in support of the growth envisioned by the Downtown Specific Plan (DTSP) is critical.

## Plan Overview

Downtown Roseville is envisioned as the prosperous, vibrant, and pedestrian-friendly core of the City. As this vision becomes a reality, the increased interest in the area will result in added demands. Proper planning will help to address these issues.

Parking requirements are met through a variety of resources. The PMP establishes an implementation plan designed to specifically address the policies and strategies defined in the DTSP. Additionally, an approach to parking management that combines statistical research, community and staff input, and the review of the plans established by other municipalities is provided.

## Specifics

Providing additional public parking spaces within the plan area will be an ongoing challenge. The construction of new parking facilities (surface lots and/or parking garages) will require significant time, public space, and funding. Consequently, the initial plan recommendations seek to maximize the efficiency of the existing parking inventory. As the parking program evolves, the PMP proposes the:

- elimination of timed parking;
- development of a valet parking ordinance;
- expansion of merchant and neighborhood parking permit programs;
- consistent and increased use of parking enforcement;
- an ongoing review and adjustment of parking fees and fines, and the
- installation of high-tech, multi-space parking meters.

Long-term, as development occurs and interest in the area expands, the existing inventory will need to be supplemented in order to address the growing demand for parking. Surface parking lots, although they require space that might be best used for development projects, offer a temporary solution to an increase in parking demand. As an example, the 150+ space lot recently constructed in Historic Old Town addresses the increased evening demand created by the area’s venues. Shared parking arrangements between neighboring businesses can, in certain circumstances, provide both businesses additional parking at little or no cost. Finally, the most expensive, and most definitive, method for satisfying parking demand is the construction of new parking garages. The PMP projects the need for parking facilities by combining a basic statistical formula with observations and reviews.

In order to be successful, this plan needs to accomplish tasks beyond the management of the parking inventory. Without a proper support structure, it will be difficult to establish and maintain an effective program. The plan needs to be marketed properly. Strategies related to promotion include additional public outreach, an expanded signage program, and the increased use of marketing tools such as the city website.

Once established, the effort must be managed. A structure for program oversight, community engagement, revenue distribution, and maintenance is provided.

## **Implementation**

There are twenty-six recommendations included in the PMP that reflect, and expand upon, the strategies established by the DTSP. They are:

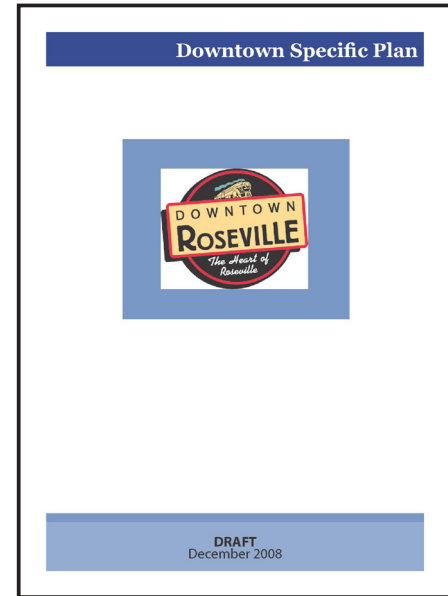
1. Provide ongoing parking demand surveys
2. Simplify long-term demand estimates
3. Reduce and/or eliminate time limits
4. Establish a valet parking ordinance
5. Expand the Merchant Permit Program
6. Limit neighborhood intrusion through signage
7. Increase parking enforcement
8. Place DMV liens on unpaid citations
9. Define “Market-Rate” pricing
10. Monitor Historic Old Town
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21. Market the program
22. Expand the Wayfinding Signage Program
23. Keep meter revenue in Downtown
24. Clarify an oversight structure
25. Gather public input
26. Define maintenance budget

The implementation of these measures, as appropriate, will assist in developing the “Park Once” strategy contained within the Downtown Specific Plan.

# Chapter 1: Introduction

## 1.1 Background

In April 2009 the City Council adopted the Downtown Specific Plan, a guide for downtown development over the next twenty years. The Plan addresses the elements that play a role in creating a vibrant and successful downtown. Parking represents one of these elements. In fact, Fehr & Peers, a traffic and parking consultant, wrote a draft parking management plan that was incorporated into the Downtown Specific Plan (DTSP). The document established parking policies, including a “Park Once” concept, and outlined the benefits of installing paid parking in Downtown Roseville. These strategies and policies are the basis for this Downtown Parking Management Plan (PMP). The PMP will update and expand the specific plan policies (DTSP, Chapter 6: Circulation and Parking) and further define the actions that will influence parking in Downtown Roseville.



Ultimately, this plan is the product of the draft parking management plan, a review of concepts developed in the parking management plans of other jurisdictions, staff input, and community outreach.

## 1.2 Plan Context and Role

The Downtown Parking Management Plan is an acknowledgement of the critical role that parking will play in the revitalization of Downtown Roseville. Still, it has been developed with the understanding that parking is but one element of many that contribute to a vibrant, interesting, and successful downtown. Too much emphasis on parking can be every bit as harmful to a downtown as too little emphasis; parking concerns should be dealt with in this context. If too much, or the wrong, available space in the Downtown is dedicated to parking in support of current and/or future development, you effectively undermine the potential for growth by:

- Eliminating prime development sites
- Disrupting street frontages
- Impacting pedestrian rhythms
- Devaluing alternative transportation opportunities



A vibrant downtown is full of people, shops, activities, and public gathering spaces. It is not defined by a collection of parking lots and cars.

Research indicates that most business and property owners in a downtown will cite a shortage of available parking as their biggest challenge. Consumers, when they were asked the same questions, also mentioned parking as an issue. It should be noted, however, that they were far less concerned about it. Parking concerns

are a common theme. Parking is considered an issue in all downtowns, even ones with more than adequate parking inventories. This implies that parking congestion, rather than parking inventory, is the issue. All things being equal, most potential parkers will seek the spaces closest to their destination. Therefore, popular locations will have a much higher demand for parking spaces than the surrounding areas. This concentrated demand creates congestion. Studies show that motorists will often “circle the block” multiple times in order to potentially find one of these high demand spaces vacant. In addition to overwhelming a section of the overall parking inventory, this approach also creates added traffic and an expanded carbon footprint in a downtown.

For the purpose of this plan, four categories of “parkers” have been identified. Per an excerpt from the Downtown Redwood City Parking Management Plan, typical users of parking in a downtown can be defined as:



### **The Unpleasables**

The unpleasables are a small but vocal group of downtown parkers. They want to park right in front of their destination, for free, all day. Sadly, nothing can be done to please them. Free parking will be jammed up and unavailable to them when they want it, and would thus anger them. Enforcement of time limits may free up a space or two for them, but then they may get a ticket, which of course will not please them. Charging them is of course upsetting, as is asking them to walk.

### **The Dream Parkers**

The dream parkers are called such because they are a dream from the parking manager’s point of view. They are easy-going folks who just want to get out of their car and hit the sidewalks. They’ll walk, they’ll pay – they really don’t mind what they have to do as long as it is reasonable. Unfortunately, they are also a small group. The vast majority of parkers fit into one of the next two categories.

### **The Convenience Hunters**

Convenience hunters want to be close to their destination. That is their primary concern. Usually they are coming to the area for a relatively short period of time to shop, eat, or run errands. They are often in a hurry and this adds to their desire for close-in parking spots. Like everyone else they enjoy free parking, but they want a convenient space badly enough that they are willing to pay for it.

### **The Bargain Hunters**

As the name implies, bargain hunters are looking for a great deal. They are typically people who will be in the Downtown for a while and don’t want to rack up a large tab for parking. Often times they are employees, merchants, or people on all-day Downtown visits. Typically they are willing to do what it takes to get that bargain, whether it is circling around the block or walking a few blocks. They just want the bargain. It is useful to note that while Bargain Hunters are willing to walk, they are not martyrs. They are only willing to walk if it saves them some money.

If you accept that a majority of people looking for parking are motivated by either “convenience” or a “bargain,” then there are methods for directing each group to different parking spaces in the Downtown. As an example, metering high demand spaces would redirect bargain hunters to outlying free or low-cost parking spaces. If the inexpensive spaces are readily available and relatively close to their destination, the bargain hunters will no longer compete for the more expensive, more convenient spaces.

It is critically important that decisions regarding parking in Downtown Roseville are based on fact, not perception. Each of the aforementioned parkers will have their own perception of parking availability. Before any decisions are made regarding the addition of public parking in the project area, at a minimum, the following should take place:

- Gather data -
  - Quantity of parking
  - Types of parking
  - Location of parking
  - Demand for parking
  
- Analyze the data to identify -
  - Quantity vs. demand
  - Areas of highest demand
  - Current inventory vs. projected demand
  
- Maximize the efficiency of existing parking
- Explore opportunities to limit parking congestion.

A parking management plan is developed to manage parking. If there are plenty of parking spaces available whenever and wherever they are “required,” then there is little or no need to manage the inventory. However, if this is not the case, the inventory can be managed by influencing the turnover of parking spaces. By acknowledging that all “parkers” are not the same, it is possible to redistribute the demand for parking spaces and create available spaces where they are most needed.

### **1.3 Goals**

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The Downtown Parking Management Plan will recommend methods for:

- Increasing the effectiveness of the current parking inventory
- Identifying and meeting future parking demand
- Leveraging parking to support and improve Downtown Roseville as a destination.

Conceptually, the plan policies and strategies have been addressed in the DTSP. The DTSP implementation strategy (Chapter 10: Implementation) is outlined as follows:

- Implementation Goal 10.3: Provide sufficient parking on short and long-term basis
  - Policy 10.3a: Establish a Parking District for the Downtown
  - Policy 10.3b: Implement a Parking Management Plan (PMP)
    - Strategy 10.3.1: Institute Market Rate Pricing
    - Strategy 10.3.2: Install Computerized “Pay by Space” Parking Meters

- Strategy 10.3.3: Assess Current Time Restrictions and Modify as Necessary
- Strategy 10.3.4: Keep Downtown Meter and Parking Revenue in Downtown
- Strategy 10.3.5: Require parking in lieu fees to satisfy minimum off-street parking requirements
- Strategy 10.3.6: Locate shared parking facilities where parking demands are highest
- Strategy 10.3.7: Minimize Traffic Intrusion into adjacent neighborhoods by installing wayfinding signs
- Strategy 10.3.8: Minimize Traffic Intrusion into adjacent neighborhoods by restricting on-street parking to residents
- Strategy 10.3.9: Develop and adopt design guidelines for parking facilities that reinforce Downtown's identity
- Strategy 10.3.10: Require parking facilities to include elements that emphasize pedestrian and bicycle modes of travel
- Policy 10.3c: Pursue additional on-street and at-grade parking to increase the number of parking spaces in the short-term
  - Strategy 10.3.11: City to pursue a long-term lease agreement with Union Pacific in the Historic Old Town District and develop at-grade parking
  - Strategy 10.3.12: Maximize on-street parking with future streetscape and private development projects

This PMP addresses plan strategies and defines an approach for each. As an example, the DTSP recommends the institution of market-rate pricing; this plan will establish the steps for setting market rates, monitoring the rates, and adjusting them as necessary. The realization of the PMP goals, and the timing of these accomplishments, will be impacted by funding, future development, and the support of the Council, community, and staff.

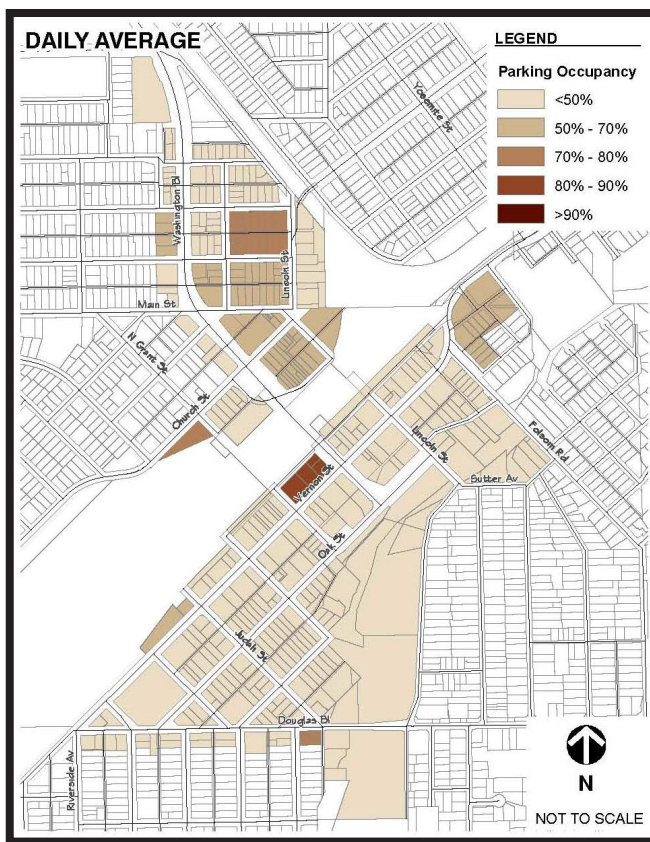
# Chapter 2: Statistical Analysis

In support of the draft parking management plan, Fehr & Peers provided an inventory of the available parking, a survey of weekday parking demand, and a parking model to analyze the data. Prior to the creation of the PMP, Fehr & Peers was also hired to provide updated inventory counts and to survey the current weekday and weekend demands.

## 2.1 Downtown Parking Inventory

Fehr & Peers completed the updated inventory of available parking in the Downtown Roseville Specific Plan area in February 2010. The count identified 4,014 total spaces, an increase of 604 spaces over the November 2006 Fehr & Peers inventory. This increase can primarily be attributed to the completion of the Vernon Street Parking Garage (550 spaces) during this timeframe. (See figures A1 – A23)

## 2.2 Parking Demand Surveys



Data will be the single biggest factor guiding the timing of actions recommended by the PMP. It is critical that current, accurate numbers are factored into the decision making process. The demand for public spaces throughout the project area will serve as the catalyst for determining when and where to apply program strategies. For the purpose of the PMP, the demand for parking is established by conducting hourly counts from 7:00 AM – 11:00 PM on weekdays and weekends. These counts are then demonstrated on a map as a percentage of the overall capacity for each contiguous block. For instance, if 10 cars are parked on a block that has 20 available parking spaces; then the demand for parking on this block at the time of the count is 50%.

Fehr & Peers completed parking demand surveys in the Downtown Roseville Specific Plan area in March, 2010. (See figures 2-19) This information has been used to identify current parking management strategies.

### RECOMMENDATION #1: ONGOING PARKING DEMAND SURVEYS

It is recommended that parking demand surveys are conducted every two years, or in conjunction with a significant change in the Downtown (large development project, an increase in public interest related to a new business or public space, new parking lots, etc.) This data will provide the basis for decisions related to metering, constructing additional public parking lots, enforcement, etc.



According to this data, if the Downtown Specific Plan vision is fully realized (in terms of total residential units and commercial square footage) between 1,792 and 2,054 additional public parking spaces will be required in order to meet peak demands.

The Fehr & Peers parking model provides an estimated projection of future needs. Recognizing this, the best approach to meeting future parking demand is to continually review the changes taking place in the Downtown and project how these specifically impact parking. New projects will require significant leadtimes to complete. In addition, a large percentage of these projects will be required to provide some on-site parking in order to substantially mitigate their impact on parking demand. As noted in Section 2.2, a survey of the parking use throughout the Downtown Specific Plan area indicates a current demand averaging between 50-70% of available parking inventory. Therefore, increases in parking demand that occur over the next couple of years can be met by maximizing the effectiveness of the current available parking supply.

An internal review of the data gathered during the specific plan process supports this position. The following review is based on a limited amount of information, but it provides a simplified look at current and future parking demands in Downtown Roseville. The data, unless otherwise noted, has been provided by the February 2010 Fehr & Peers' parking space inventory and the DTSP build out projections:

	Residential spaces	Commercial Square Footage
<b>Current Data</b>	255	939,404
Parking Generation (Demand)	<u>2/unit*</u>	<u>2.1/1,000'***</u>
Total Demand	510 spaces	1,973 spaces
Current Total Demand	2,483 spaces	
Current Parking Inventory	4,014 spaces <b>Current demand: 62% of inventory</b>	
<b>Proposed Build-Out Scenario</b>	1,275	4,158,449
Parking Generation (Demand)	<u>2/unit*</u>	<u>2.1/1,000'***</u>
Total Demand	2,550 spaces	8,733 spaces
Future Demand	11,283 spaces	
Current Parking Inventory	<u>4,014 spaces</u>	
Difference	7,269 spaces	
Private spaces required:		
New Residential Development (1 space per each new unit)	-1,020 spaces	
New Commercial Development (1 space per 500' – restaurant***)	<u>-5,794 spaces</u> 455 spaces	

**Additional Public Spaces required per the DTSP build out scenario: 455**

\*Residential parking requirements throughout the DTSP area vary based on both location and housing type. The maximum parking required for any DTSP residential unit is 2; therefore the use of 2 spaces per residential unit is a liberal approach to determining demand. Although this may artificially inflate the demand in this instance, it does assist in providing a scenario that avoids any significant parking shortfalls.

\*\*The estimated parking demand of 2.1 spaces per 1,000 square foot of commercial floor space was influenced by the data in “The Parking Handbook for Small Communities” by John D. Edwards.

\*\*\* The Downtown Specific plan does not require restaurants to provide on-site parking. The total New Commercial Development square footage was reduced by an estimate of 10% in consideration of this fact.

The internal review roughly indicates that all but 455 spaces of the future parking demand will be satisfied by private development. This is in contrast to the Fehr & Peers data, which indicates the need for about 2,000 public spaces at “build out.” Much of this difference can be attributed to the simplified and incremental approach taken with the internal review. Factors that will impact future demand such as: off-site and parcel consolidation credits, developers choosing to pay a



fee “in lieu” of providing on-site parking, and the estimated amount of restaurant space developed, were not fully considered. Still, these parking projections are for “build out” requirements and build out occurs at the end of the 20-year specific plan. Consequently, there would logically be plenty of time to respond to any of the factors that affect actual parking needs. In this context, it is easier to respond to additional parking requirements because you have up to 20 years to plan for and supply the inventory. Because the internal review process demonstrated in this section is more conservative than the Fehr & Peers

model (because of the factors listed above), it is less likely to result in the development of too many parking spaces. Plus, any shortcomings in this process can be identified by routinely updating the data and by consistently reviewing the recommended parking inventory updates (See Section 2.2: Parking Demand Surveys). These shortcomings can be addressed initially by increasing the effectiveness of the existing parking inventory. Long-term, large-scale needs can be addressed over the life of the plan in conjunction with actual development.

## **RECOMMENDATION #2: SIMPLIFY LONG-TERM DEMAND ESTIMATES**

Significant dollars should not be invested toward updating professionally developed parking models. An approach based on internal data review and observation will serve to adequately define parking needs. This review, including periodic inventories and downtown development projections, can be handled by city staff. By identifying qualified staff and working within existing departmental budgets and schedules, this research can be accomplished as needed at little or no additional cost. Initially, the following formulas are proposed:

- Parking Demand = (Residential Inventory x 2) + (Commercial Square Footage/1000 x 2.1)
- Parking Shortages = Parking Demand – Current Parking Inventory

These simple formulas can easily be revised based on updated parking demand surveys, staff observations, policy changes, and public feedback.

## **2.4 Return on Investment**

UCLA professor of urban planning, Donald Shoup, wrote a book entitled “*The High Cost of Free Parking*”. In the book he demonstrates how free parking is not actually free, that there are costs associated with land, maintenance, enforcement, etc. These costs are then passed on to the local municipality, property owners, business owners and consumers. In short, everyone pays for the cost of parking. *Who provides the parking spaces for cars, and who pays for them? Everybody does every time they write a check for the rent or mortgage, shop at a grocery store, or buy*

tickets for a movie. Free parking is not really free because its cost is bundled into higher prices for everything else. These costs should be the responsibility of those actually using the spaces. This is accomplished by metering parking and charging market-rate prices. Furthermore, Shoup recommends that the resulting “profits” be reinvested in the community. Locally, this approach is already an established DTSP policy. Downtown meter revenue must be applied to parking and pedestrian improvements within the plan area. (DTSP Strategy 10.3.4)



Professor Shoup’s theory has been adopted by jurisdictions throughout the world. A number of the parking strategies recommended by Fehr & Peers and adopted as part of Roseville’s Downtown Specific Plan (DTSP, Chapter 10: Implementation) relate to meters and meter income. Specifically, these strategies include:

- DTSP Strategy 10.3.1: Institute Market Rate Pricing
- DTSP Strategy 10.3.2: Install Computerized “Pay by Space” Parking Meters
- DTSP Strategy 10.3.4: Keep Downtown Meter and Parking Revenue in Downtown

This section will discuss the potential Return on Investment (ROI) for a metering program in Downtown Roseville. Although the specifics of a metering program are discussed in Chapter 3; the following defines how the program might generate ROI.

Based on some preliminary research, including an estimate from one potential meter supply company, the following data is used to estimate ROI:

- Parking demand at metered spaces: 85% (pricing should be set to establish 85% use of metered spaces),
- Meter rate: \$.25/per hour (as recommended by Fehr & Peers in the draft PMP),
- Total daily hours of meter coverage: 10
- Current downtown, on-street, public spaces available for metering: 1,305
- Estimated days per year that spaces will be metered: 260 (for estimated ROI weekdays were used, 5 days x 52 weeks = 260 days)

Daily value per metered parking space: 10 hours x .25/hr. x .85 usage = \$2.125/day

Annual value per parking space: \$2.125 x 260 days = \$552.50 annually per space

Annual Value per Parking Space (AV)	% of Spaces Metered (%)	Total On-Street Parking Spaces (SP)	70% to Downtown****	(.70) Annual Metering Program ROI: AV x % x SP x .70
\$552.50	10%	1,305	.70	\$50,664.25
\$552.50	20%	1,305	.70	\$100,941.75
\$552.50	50%	1,305	.70	\$252,354.37

\*\*\*\* One potential meter supplier has indicated that they could provide the entire metering program (meters, signage, enforcement, collections, etc.) for 30% of meter revenues. This would provide 70% of revenue to city. This provided the simplest method for demonstrating revenues after expenses.

These figures are representative of one potential scenario. They demonstrate the potential fiscal benefits of a Downtown metering program. There are likely some costs (staff, maintenance, signage, etc.) that are not considered by this process. Additionally, small changes to the data can substantially alter the ROI. An increase in hours or the hourly rate may result in additional ROI, assuming the demand remains at or near 85% of capacity. For example, if everything else remains the same, charging .50/hour would double the returns on investment demonstrated.

Revenues are an essential part of a metering program. In part, they provide the funding needed to maintain the program, add parking facilities, and improve the Downtown. It is important, however, that the program is developed and maintained for its social, rather than economic, benefits. If the primary goal is to maximize “profits,” this may be accomplished by raising prices at the expense of lowering occupancy rates. Unfortunately, this may also create too many vacant spaces in the area. This consequence is likely to negatively impact downtown businesses. The goal should be meter rates that create consistent turnover of the parking inventory. Meters will be installed in response to a high demand for parking; the pricing should be set to maintain demand and create available parking. This plan recommends pricing that results in 85% of spaces being occupied at any given time. The end result should be new customers, the elimination of cruising for parking, and reasonable meter revenues.

# Chapter 3: Improving Existing Parking

Additional parking inventory will likely be required as Downtown Roseville continues to develop. New parking spaces are, however, a drain on the Downtown’s assets. Each parking space costs thousands of dollars to construct and incrementally reduces the amount of space available for more interesting and attractive uses.

*Per Donald Shoup, parking structures at UCLA have cost at least \$22,500 per space added, or \$127 a month per space. These estimates were made with conservative assumptions, including a low interest rate, a long amortization period, a low opportunity cost of land, and no taxes. In addition, the external cost of congestion and pollution associated with driving to and from a parking space amounts to at least \$117 a month.*

Current parking inventories should be fully maximized before any consideration is given to constructing additional parking facilities.

## 3.1 Restrictions

### Time Limits

Time restrictions are one of the simplest and cheapest methods for creating turnover of available parking inventory. Signs are posted denoting how long a vehicle can occupy designated spaces; failure to vacate these spaces within the allotted timeframe should result in a parking citation being issued. Time limits are adjusted based on demand. The turnover created by time restrictions is intended to increase the availability of parking spaces in high demand areas. Time limits also discourage long-term parkers (employees, residents, etc.) from using the spaces coveted by the Downtown’s customers and visitors.

In terms of improving the use of existing parking inventories, the application of time restrictions will provide some benefit. Unfortunately, although this approach is quick and inexpensive, it is not overly effective. Time restrictions are difficult to cite; enforcement requires a minimum of two visits per space and people quickly find ways to circumvent the program’s intent. Eventually, local employees begin moving their cars every couple of hours to avoid tickets. This “parking shuffle” is counter-productive, adds to traffic congestion, and continues to limit the availability of the highest demand spaces. Additionally, the time limits established are often arbitrary or they are established at the whim of individual, albeit vocal, businesses.



### **RECOMMENDATION #3: REDUCE AND/OR ELIMINATE TIME LIMITS**

Time limits should only be used when there are no better alternatives for creating parking inventory turnover. When time restrictions are in place, they should be accompanied by a consistent and effective enforcement program. This can only be accomplished by a full-time effort throughout Downtown Roseville. All of the time limits in Downtown Roseville should be reviewed. It is recommended that a subcommittee of the RRC establish specific criteria for time limits. All current and future time limits established in Downtown Roseville should be considered against these standards. Unless a viable justification is provided, any time limits in excess of 4-hours should be eliminated. As an example, a space with a 6 or 8 hour time limit already encompasses most of the current Downtown “workday.” Therefore, these signs should be removed and no time limits should be enforced.

Finally, when a metering program is established in Downtown Roseville, it is recommended that all time limits within the metered area be eliminated. Turnover of the metered spaces can be realized through pricing strategies rather than time limits.

### ***Handicap Parking***

Designated handicap spaces should be provided in all public parking facilities. Wherever appropriate, on-street handicap spaces should be established as well. In any event, per the Roseville Municipal Code (RMC) : “Vehicles which display a distinguishing license plate or placard issued pursuant to Section 22511.5 of the Vehicle Code for handicapped persons or Section 9105 of the Vehicle Code for disabled veterans shall be exempt” from the parking restrictions established in Downtown Roseville. This exemption should be defined to include time restricted spaces, metered spaces, and permit only spaces. Exemptions would not include loading zones and valet areas.

### ***Valet Parking***

Valet parking is defined as an activity whereby a business or a third-party takes control of a vehicle from the operator, with or without charging a fee, and parks the vehicle for the operator.

Businesses that generate a lot of interest may find it beneficial to provide valet parking services. This is typically accomplished by establishing a vehicle drop off zone for customers, providing staff that take control of the vehicle, and then park the vehicle in an offsite, monitored location. This makes it much more convenient for their customers and effectively increases their ability to provide parking.

Valet parking is acceptable in Downtown Roseville. Still, a number of steps must be taken in order to obtain the approval of the Planning Director.

### **RECOMMENDATION #4: ESTABLISH VALET PARKING ORDINANCE**

A process should be developed for the review and approval of valet parking applications. The process should address:

- Valet “plan”:
  - Specific days and hours of operation
  - Description of business activities
  - Vehicle transportation route
  - Authorized parking facilities
  - Proof of required insurance
- Encroachment permit requirement
- Lease agreement, if on public property
- Creation of a valet parking zone
- Fines for violators



### ***Merchants Permit Program***

The Roseville Municipal Code has established the basic parameters for a merchant parking permit program. Merchants on the 200 block of Vernon Street have participated in this program for a number of years. For a small annual fee, merchants and their employees can purchase a permit that allows them to park in “permit exempt” spaces. These designated spaces are located on Atlantic Street and in the parking lot behind the Roseville Theater. The intent is to encourage merchants to park in areas outside of Vernon Street. This preserves the high demand spaces in front of the businesses for their customers.

As the demand for parking increases in Downtown Roseville, additional areas may find the program beneficial. At a minimum, new permit areas should define:

- The designation of a commercial parking permit zone
- An application process
- Permit fee and display criteria.

Although the existing merchants permit program has been moderately successful, there are still some issues associated with the effort. To date, the program has only issued a limited number of permits, there have been complaints regarding both the permits (requires permanent application to vehicle) and the exempt spaces (too many, too few, locations), and there are still a number of merchants parking on Vernon Street. As a general observation, for some merchants, it appears that the convenience of parking in front of the businesses outweighs the advantages of providing ample customer parking. Enforcement patterns are defined, vehicles are shuffled to avoid citations, and the intent of the permit program is undermined.

An expanded merchant parking permit program will only be successful if the advantages are clearly identifiable. Enforcement of time restrictions does not provide adequate incentive to support a permit program. However, if parking meters are installed throughout Downtown Roseville, a merchant permit program can provide a low cost alternative to meter rates.

### **RECOMMENDATION #5: EXPAND MERCHANT PERMIT PROGRAM**

The merchant permit parking program should be expanded in conjunction with the installation of meters throughout most, if not all, of Downtown Roseville. An expanded program should be designed to provide merchants and their employees a low-cost alternative to parking meter rates. All permit spaces should be within the applicable commercial corridor, but outside of the high demand parking areas. The following formula is recommended for determining the permit fee:

- Annual Meter Cost x 25% = Annual Merchant Parking Permit fee
- Annual Meter Cost = 9 (hrs/day) x (meter rate) x 5 (weekdays) x 48 (weeks)
- For example:
  - .25/hour: Annual Meter Cost = 9 x .25 x 5 x 48
  - Annual Meter Cost = \$540.00
  - Annual Merchant Parking Permit Fee = \$540.00 x 25%
  - Annual Merchant Permit Fee = \$135.00

This fee structure should only be established when the meter program nears capacity. In comparison to paying daily meter rates, this fee structure provides significant savings. The same structure is cost prohibitive and ineffective under any other circumstances. In any event, it is also

recommended that a number of remote spaces remain free as an alternative to the permit program.

### **Neighborhood Permits**

RMC, Section 11.20.420 Adoption of parking permit zones:

*“By resolution, the council may establish certain parking permit zones on streets within the city where persons occupying residences with frontage on such streets may be permitted two exemptions from the general restrictions of parking. Such exemptions shall be evidenced by a valid parking permit placard placed in the left front window on the dashboard of the parked vehicle. The director shall cause the erection of signs indicating the area so established. (Ord. 1861 § 1 (part), 1985.)”*

The growth envisioned for Downtown Roseville will result in an increased demand for parking throughout the area. Free long-term parking will eventually be much more difficult to locate. Consequently, some motorists may begin entering the surrounding neighborhoods in search of alternative parking opportunities. These “intrusions” need to be addressed in order to limit the impact development has on residential neighborhoods.

The City has previously used neighborhood parking permits to combat traffic/parking intrusions. Although successful in addressing this issue, there are other problems related to this type of program. Neighborhood programs are often unpopular with residents who want multiple permits issued. In addition, there are costs associated with enforcement, materials, signage, etc. There are other methods for limiting intrusions that should be considered in lieu of permits.

### **RECOMMENDATION #6: LIMIT NEIGHBORHOOD INTRUSIONS WITH SIGNAGE**

A signage program that directs motorists to free or low-cost public parking facilities and away from residential neighborhoods should limit parking issues. If the wayfinding signage does not effectively limit these issues, a neighborhood parking permit program may be required. A permit program could be developed in conjunction with the local neighborhood association(s). It should address permit quantities, exemptions, fines, and related issues.

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## **3.2 Enforcement**

Proper enforcement of parking requirements is essential to the success of any parking management program. Unfortunately, there are a significant percent of “parkers” who can quickly identify methods for circumventing the measures in place. For instance, people in the downtown simply move their cars a short distance to avoid citations. Quite often, co-workers simply switch spaces. This is counterproductive and limits a parking plan’s ability to ensure adequate parking turnover. Additionally, when enforcement is limited, parkers are often willing to weigh the cost of a ticket versus the cost or convenience of parking in high demand spaces. Therefore, the application of a consistent parking enforcement approach is a critical component of this PMP. Enforcement of time limits will always be a challenge, because there are too many ways to work around the process.

One solution to this issue is to combine a strong enforcement program with a high tech metering system. There are meters that can provide Parking Enforcement Officers (PEO) with reports that identify spaces that are expired. This allows the PEO to issue citations immediately. The increased likelihood of a citation and the costs associated with parking meter rates will convince many to take advantage of the surrounding free or low-cost parking spaces proposed in this PMP. This enhances parking turnover and increases the availability of high demand spaces.

## **RECOMMENDATION #7: INCREASED PARKING ENFORCEMENT**

In concert with the adoption of the PMP, it would be appropriate to intensify the coverage provided by the Police Department. Parking enforcement should be provided full-time within Downtown Roseville. In addition, the total hours of daily coverage provided should influence the effective hours of time limits, meters, etc. If PEO's are only available to issue citations from 7AM – 6 PM, there is no point in extending time limit restrictions or meter hours beyond this timeframe. If extended coverage is required, it may be beneficial to assign additional staff to the program. The demographics associated with some portions of the Downtown (theaters, bars, night clubs, restaurants, etc.) encourage higher parking demands during weekend and/or evening hours. Consequently, some consideration should be given to contracting to extending coverage hours. This should be considered in conjunction with the establishment of a defined funding source, such as parking meter revenue.

## **RECOMMENDATION #8: DMV LIENS ON UNPAID CITATIONS**

The process for collecting the revenues associated with citations should be reviewed. Since collections can be a difficult and costly process, consideration should be given to using Department of Motor Vehicles (DMV) liens. When an outstanding fine is attached to a DMV vehicle registration, it increases the likelihood that it will be paid.

### **3.3 Meters**

~~The use of parking meters in support of the DTSP parking management strategies has been~~ discussed repeatedly throughout this document. This section will define the specifics for creating and implementing the parking meter program.

A parking meter program is the best and most efficient method for creating the turnover necessary to manage high demands for parking. Technological advancements now provide the opportunity to easily monitor, enforce, and adjust parking meters in support of PMP goals. To reiterate, strategies recommended in the DTSP included:

- Institute Market-Rate Pricing (DTSP Strategy 10.3.1)
- Install computerized “Pay by Space” parking meters (DTSP Strategy 10.3.2)

#### ***Institute Market-Rate Pricing***

If you compare the current inventory of available parking in Downtown Roseville to the current demand for parking, it is clear that there are more than enough parking spaces in the area. Unfortunately, there are still indications, supported by community feedback, that parking is an issue in some parts of the Downtown. This is evidence of parking congestion. Parking congestion occurs when the demand for parking is focused on a specific area; a majority of “parkers” are competing for the same spaces. The net result is that these parking spaces are usually occupied and anyone seeking to park there becomes frustrated. When parking spaces are fully occupied most of the time, this is a problem. It is often an indication that a variety of parking needs are unnecessarily competing for the same spaces. High demand spaces should be available for customers rather than employees, residents, and other long-term parkers. How do you properly distribute these parking needs amongst the existing parking inventory? By installing meters and instituting market-rate pricing.



A thorough review of a number of parking management plans (Downtown Redwood City; Downtown Ventura; Old Pasadena; Berkeley; San Francisco; Seattle, WA) indicates a consensus that a consistent turnover of the parking inventory is the highest priority in peak demand areas. In fact, the specific goal is 85% capacity. “Traffic engineers usually recommend that about 15 percent of curb spaces – one space in every seven – should remain vacant to ensure easy ingress and egress.” Essentially, one in seven parking spaces should be available at any given time. This is accomplished by installing meters in, and around, peak demand areas. Meter pricing, in combination with a consistent enforcement program, will create parking turnover. Initially, the added cost of parking long-term in metered spaces should encourage employees and residents to seek free alternatives nearby. From there, parking capacities can be regulated by meter prices. Simply put, a price per hour is established: if capacities exceed 85%, raise the rate; if capacities drop below 85%, lower the rate. This allows the person(s) with program oversight to adjust prices, and thereby capacity, per an established schedule. Pricing alone will create the desired turnover; there will be no need for time limits, identifying who is parking in the spaces and why, or for parking space shuffling. Anyone willing to pay the metered rates should typically have one out of every seven parking spaces to choose from.



As the Downtown continues to evolve, and the demand for parking grows accordingly, market-rate pricing may actually vary throughout the day. Reviews of the parking meter program should include the ongoing consideration of meter rates. The program may, at some point, operate most efficiently (in terms of maintaining the 85% capacity rate envisioned) by having meter rates vary throughout the day. Establishing an hourly rate that achieves the desired turnover for peak demand hours may severely impact the meter usage when demands are lower. Fortunately, high-tech meters can be programmed to adjust prices throughout the day in

response to the varied demands. Consequently, as an example, a metered space may eventually be set at \$.50/hour in the morning, \$1.00/hour at midday, and \$.25/hour in the evening.

**RECOMMENDATION #9: “MARKET-RATE” PRICING DEFINED**

The Redevelopment Agency should take the lead in establishing and instituting market-rate pricing. Market-rate pricing shall be defined as the hourly meter rate required to establish 85% capacity for all metered spaces in the Downtown. Ongoing rate adjustments should be addressed via city ordinance. (see Section 3.4: Rates and Fees)

***Install Computerized “Pay by Space” Parking Meters***

Per the Downtown Specific Plan, if the revitalization of Downtown Roseville is successful, parking meters will be an important part of the area’s parking strategy. The installation of meters will represent a significant change in the Downtown. Therefore, it is highly likely that a parking meter program will be met with some resistance. This makes the program parameters; including where to install meters, when to install meters, and what type of meters to install, extremely important.

On-street parking meters should only be installed when



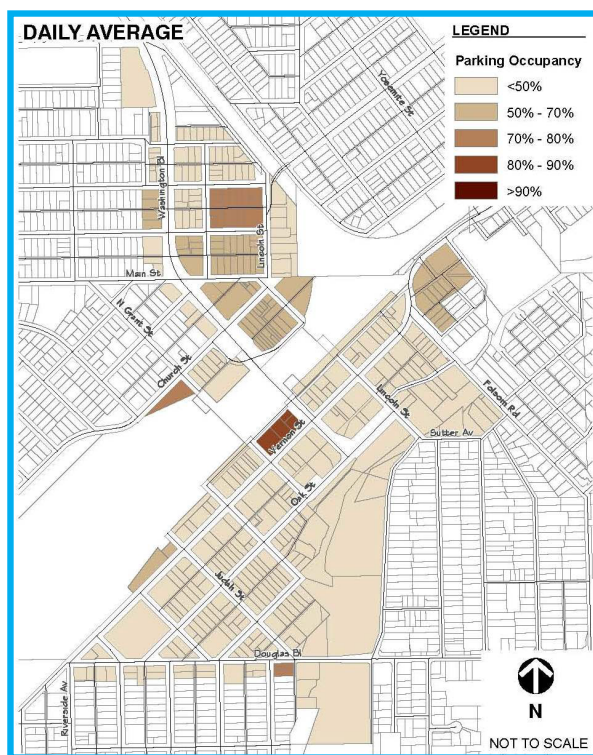
parking space demands (within a defined section of the Downtown plan area) exceed 75%. In these instances, every space within the high demand area (75%+ capacity) should be metered. In addition, the spaces directly adjacent to the high demand area should also be metered. This will reduce the likelihood that the parking demand will simply shift to the closest unmetered spaces. Section 2.2 Parking Demand Surveys recommends parking inventory counts every two years. These surveys should serve as the primary factor for determining high-demand/meter ready areas. In the interim, public input and staff observations may define the need for additional surveys of target areas in order to respond to the growing demand for parking.

**RECOMMENDATION #10: MONITOR HISTORIC OLD TOWN**

Based on both the Fehr & Peers March 2010 parking demand surveys and ongoing community feedback, the only area that currently demonstrates capacities near 75% is Historic Old Town (HOT). (See map)

A 150+ space public parking lot has recently (October 2010) been constructed in this area. It is recommended that an internal parking survey be conducted now that the new lot is completed. If the Historic Old Town on-street parking capacities continue to average in excess of 75%, then these parking spaces should be metered. Although the parking demand on the 200 block of Vernon Street should also be monitored, HOT would currently serve as the lone trial area for the Downtown parking meter program.

To reiterate, the goal of the parking meter program is to create turnover of the parking inventory. The ultimate program goal is to have cars parked in 85% of the available spaces. However, installing parking meters at 75% capacity allows the program an opportunity to stay ahead of future demands. Plus, the slightly lower demand ensures that the initial hourly meter rate will be more than reasonable for a significant period of time. This will provide people parking in Downtown Roseville an opportunity to adjust to the new environment. Metered spaces should also, for the foreseeable future, be supported by free parking.



**RECOMMENDATION #11: PROVIDE FREE PARKING**

Parking garages, public lots, and low demand spaces should be free until the overall demand for Downtown parking approaches 75%. Parking garages should remain free until they reach 85% capacity.

The installation of a parking meter program can be a daunting task. In order for the program to be successful, parking meters should be easy to install, user-friendly, flexible, and supportive of the enforcement process. Fortunately, there are a number of high-tech multi-space meters on the market that meet all of these needs and more. Meter stations cover multiple parking spaces, accept various forms of payment, offer software that tracks critical data, and provide electronic feedback to parking enforcement officers.

A successful parking meter program will require a long-term working relationship between the City of Roseville and their selected meter supplier. Initially, the program will require significant support from a supplier as an internal procedure is established regarding meter installation, program expansion, collections, enforcement, etc. The selected supplier must be willing participate in a small program that expands as parking demand grows. Any established meter supply agreement should include, at a minimum:

- Software/system upgrades,
- Ongoing maintenance, and
- Technical assistance.

Optimally, the meter supplier will provide a “build-transfer-operate” program. For example, an arrangement whereby the meter company installs the meters, collects the fees, and maintains the equipment. In exchange for these services, an established percentage of the parking meter receipts would be provided to the supplier. This approach reduces the City’s financial and staffing responsibilities. A build-transfer-operate program could be established for a mutually agreed upon timeframe. At the conclusion of the agreement, the City would own and operate the meters or extend the arrangement. Successful programs at other jurisdictions should be explored. “Piggybacking” onto an advantageous outside bid may be the easiest and most efficient method for establishing a meter program.

**RECOMMENDATION #12: CREATE METER INSTALLATION PLAN**

An action plan for installing computerized “pay by space” parking meters:

- Establish the entire DTSP area as a parking meter zone
- Identify high-demand areas (75%+ parking space capacity)
- Evaluate and choose a high-tech, multi-space parking meter
- Enter into a supply agreement
- Install meters in high-demand areas
- Monitor data and adjust program as necessary.

**3.4 Rates and Fees**

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Section 3.3, Meters, details the need for pricing flexibility. Meter rate adjustments represent the primary tool for regulating parking turnover. Market-rate pricing is defined as whatever hourly meter rates result in parking capacities staying near 85% of available spaces.

**RECOMMENDATION #13: ADJUST METER RATES AS NEEDED**

Fehr & Peers recommended an initial meter rate of \$.25/per hour. It is further recommended, that the rate be reviewed in relation to other jurisdictions when the meter program is officially instituted. Ultimately, the data gathered by the meter software will influence the pricing. Council should authorize an oversight body to adjust the prices on an ongoing basis, thereby ensuring that the 85% capacity ratio is maintained. *Instead of voting directly on the price of curb parking, a city council can establish a target occupancy rate – such as 85% - and instruct the parking authority to set the right prices to achieve the average rate. The parking authority can then monitor occupancy and charge the lowest price consistent with achieving the target rate.*

Fines and/or fees associated with citations, parking permits, etc. should be set at amounts that support PMP goals. For instance, citations are issued to enforce parking restrictions. If time

limits or parking meters continue to be exploited, an increase in the associated fines may be a further deterrent. Fees associated with a parking permit program may warrant an increase if demand significantly exceeds availability. This may not be applicable for any neighborhood parking permit program, where public goodwill is the primary goal.

**RECOMMENDATION #14: ADJUST OTHER FEES AS NEEDED**

Pricing should not be arbitrary. Any recommendations for adjustments should come from an oversight body, perhaps a subcommittee of the RRC. The City Attorney’s Office and the Police Department should provide additional review before any recommendations are forwarded to the City Council.

# Chapter 4: Planning for and Creating Additional Parking

Historic Old Town and the Vernon Street corridor are zoned as Central Business Districts in the DTSP. This designation ensures that future commercial and mixed-use development projects in Downtown Roseville will be focused in these areas. As projects develop, and the interest in Downtown Roseville begins to grow, so does the demand for parking.

Identifying parking demand and providing facilities and/or strategies for meeting these needs helps to ensure the long-term success of the DTSP. If the vision for Downtown Roseville is to become a reality, the demand for parking will ultimately be satisfied through a combination of private off-street parking and public parking facilities. A thriving, vibrant Downtown Roseville will likely be supported by multiple parking garages and an area-wide metering program. In the interim, it is essential that ongoing and ever evolving parking demands are addressed through a variety of timely responses.

## 4.1 Short-Term Solutions

### Surface Lots

Although surface level public parking facilities are rarely the optimum use of space in an active downtown, they are an effective method for quickly providing parking in or near high demand areas. For example, a project that added 150+ surface level parking spaces to Historic Old Town on Lincoln Street, near the Main Street intersection, was constructed in 2010. This public lot was developed on private property. A five-year lease ensures that the short-term parking needs in this district are partially mitigated. Although the DTSP vision identifies this property as a prime development location, the current economic environment limits this likelihood in the short-term. Therefore, improving the site to operate as a surface parking lot maximizes the current public benefit of this parcel. In the event that a development project that meets the DTSP “vision” is approved for this site, there are termination provisions in the lease.

### **RECOMMENDATION #15: SURFACE LEVEL LOTS ARE A SHORT-TERM SOLUTION**

As lots become available throughout Downtown Roseville, the City or the Redevelopment Agency should consider acquiring them for use as public parking facilities. The costs associated with parking lot improvements can be substantial, so it is recommended that particular consideration be given to lots that require minimal upgrades. (The Agency acquisition of the SureWest employee parking lot near the intersection of Oak and Lincoln Streets would be one example of this approach.) As in the case of the

mentioned Lincoln Street lot in Historic Old Town, private lots can also be leased and improved when necessary. Multi-year leases can offset some of the improvement costs, particularly if they are established in conjunction with the expanded use of parking meters.



Since property available for development is limited, surface parking lots are not a long-term solution in Downtown Roseville. These lots should be held for parking only until there is an interest in developing these parcels per the vision of the DTSP.

### ***Shared Parking***

Shared parking can be an effective tool for “increasing” parking inventory. Typically, a shared parking arrangement works when uses in close proximity create a demand for parking at different times. As an example, a theater might operate in the evening or on the weekend while a nearby office maintains weekday hours. If these businesses are willing to allow access to their private parking by the other use, they effectively double the amount of available parking at this location. Theater patrons use the parking lots in the evening and on the weekend and the office employees, visitors, and customers park there during weekday hours. Two distinct parking demands are thereby addressed by the same set of parking spaces.

### **RECOMMENDATION #16: IDENTIFY SHARED PARKING SITES**

A number of privately owned parking lots in Downtown Roseville have been identified as potential shared parking sites. At a minimum, each of these locations would require the willingness of the current property owner to open up their lots in support of other uses. Staff should begin a preliminary dialog with these property owners in order to gauge their willingness to participate in a shared parking arrangement. Shared lots may require clarifications regarding liability coverage, signage, hours available for public access, and maintenance.

### ***Parking Replacement***

Royer Park is a major attraction in Downtown Roseville. A Veterans Hall, sporting events, concerts, plays, picnics, and the playgrounds draw thousands of visitors to Royer Park each month. Parking is currently provided within the park and in surface lots nearby. The Downtown Specific Plan envisions a number of upgrades throughout the park and significant development alongside the park bordering Dry Creek. These changes will further expand Royer Park’s role as a public gathering place; and they will also eliminate some of the closest parking lots.



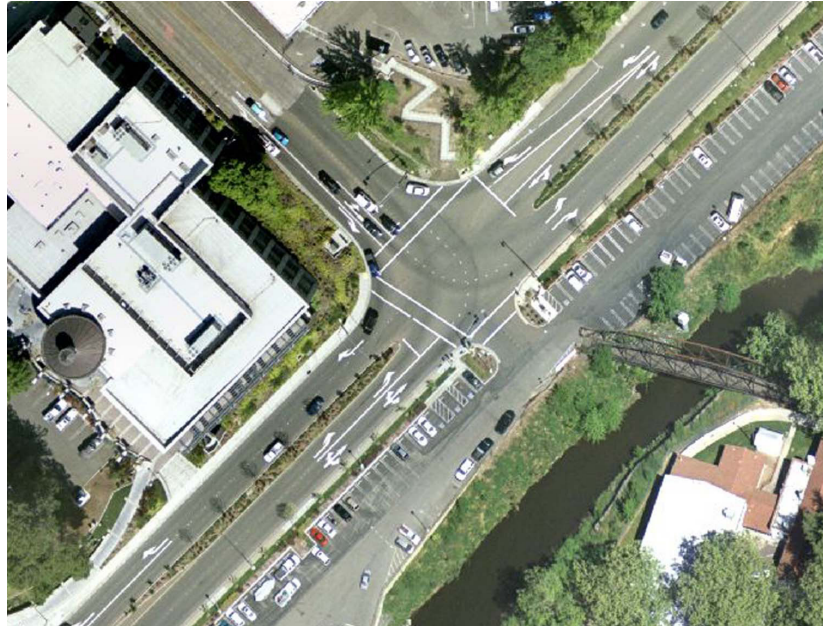
## **RECOMMENDATION #17: EXPAND ROYER PARK INVENTORY**

The addition of parking between the Veterans Hall and Lincoln Street, off of Park Drive, should be considered. All future improvement projects in, or adjacent to, Royer and Saugstad Parks should explore opportunities to add new parking spaces.

### **4.2 Long-Term Solutions**

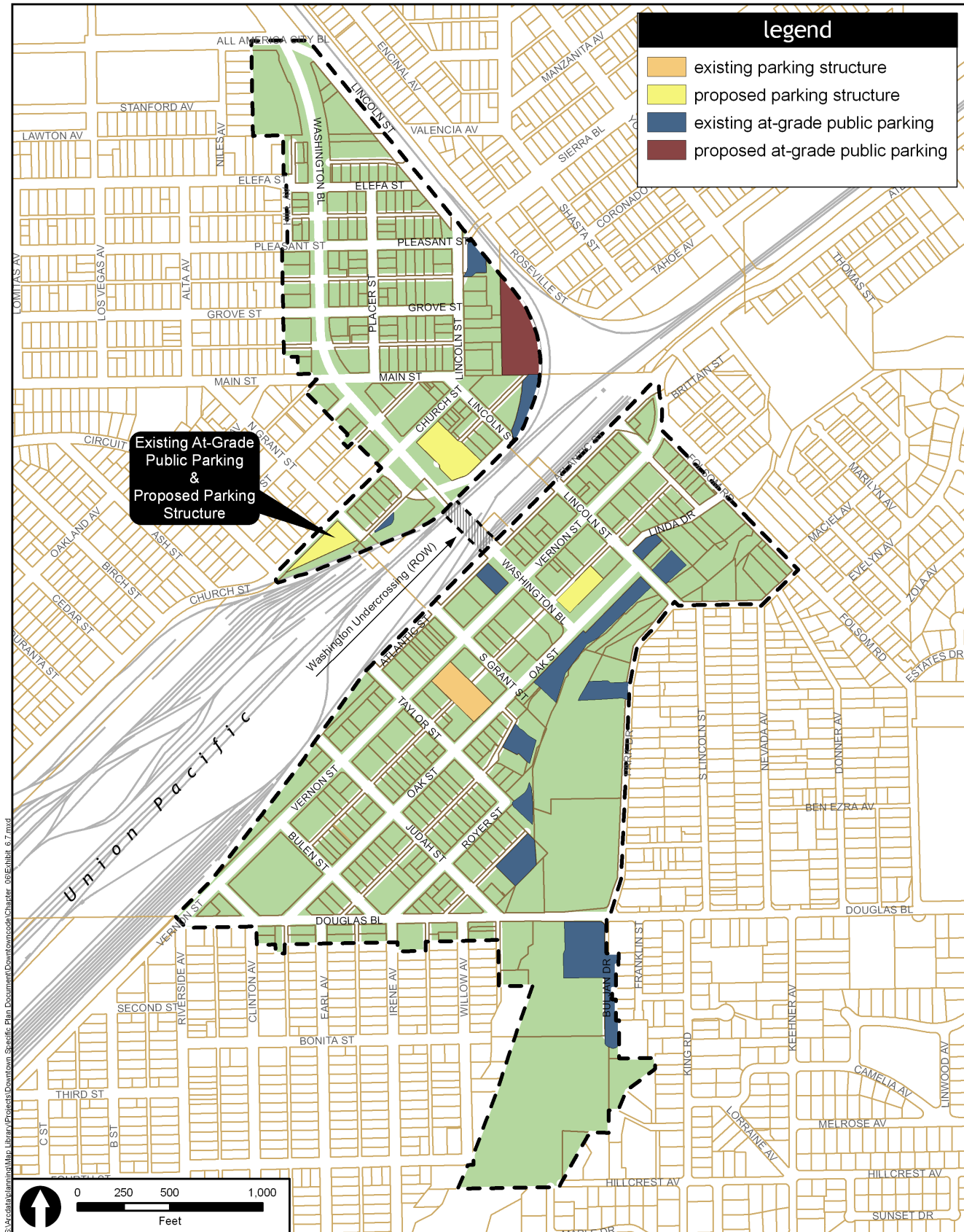
#### ***On-Street Parking Opportunities***

Prior public improvement projects, including the Vernon Street and Historic Old Town Streetscape Projects, have reduced lane widths, eliminated unnecessary curb cuts, and added diagonal parking. These improvements have nearly maximized the on-street parking space inventory. Chapter 6 of the DTSP discusses a few remaining opportunities for increasing the available on-street, curbside parking. Opportunities include: the extension of Atlantic Street from Taylor to Judah, diagonal parking on Atlantic Street, and the redesign of the curb lines around new development projects to allow for extra spaces. Ultimately, although some inventory will be added, right-of-way is already being efficiently used to provide the maximum amount of on-street parking. Additional public parking demand will need to be satisfied by other means.



#### ***Garages proposed by the Downtown Specific Plan***

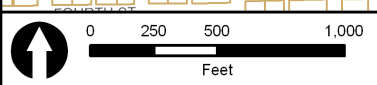
The Downtown Specific Plan, in order to further encourage the revitalization of Downtown Roseville through increased development, intentionally shifts some of the burden for providing parking from the private developer to the public sector. This is accomplished by reducing on-site parking requirements, establishing fees “in lieu” of on-site parking requirements, etc. As noted in the DTSP, this approach to parking in Downtown Roseville will create a need for 2,000 additional public spaces at specific plan “build out.” The DTSP recommends that three parking structures should be constructed over the next 20 years in order to meet this demand. Proposed locations for the new parking structures are demonstrated in the following exhibit.



**legend**

- existing parking structure
- proposed parking structure
- existing at-grade public parking
- proposed at-grade public parking

**Existing At-Grade  
Public Parking  
&  
Proposed Parking  
Structure**



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**RECOMMENDATION #18: FUND AND CONSTRUCT PUBLIC GARAGE(S)**

Promote garage construction through the use of in-lieu fees, as established by the DTSP, and future parking meter revenues.

***Park and Ride***

As Downtown Roseville develops, there may be a need for parking outside of the DSTP area. This might occur as the result of public interest exceeding the area’s ability to supply parking, because property previously dedicated to parking has been developed, or as part of a public transportation effort to reduce traffic congestion and the related environmental impacts. In any event, one method for addressing this concern is to use remote parking facilities.

**RECOMMENDATION #19: CREATE “SHUTTLE” LOTS**



In response to parking shortages, or in support of public transportation, remote “shuttle” lots can be created. These lots would provide drivers an opportunity to park outside of the congested area. Public transportation would then drive them to their destination and back. Eventually, this option might also work well for those employed in Downtown Roseville. Remote shuttle lots would provide a free or low cost option to parking in the Downtown. This concept would work well in conjunction with the soft-tired trolley contemplated in Section 6.4: Transit, of the DTSP.

***Neighborhood non-resident permits***

Although it is a stated goal of this plan to limit traffic intrusion into the surrounding neighborhoods, there may be long-term opportunities to utilize their available on-street parking inventory. If the resident parking needs are protected through a permit program, the remaining spaces could be sold as commercial permits. As an example, 85% of the neighborhood parking inventory could be reserved for residents. The balance could then be sold on a first-come, first-served basis to commercial customers. Theoretically, the commercial permits would be sold at a much higher rate and the subsequent revenues would be used for neighborhood programs or improvements.

**RECOMMENDATION #20: NON-RESIDENT PERMITS**

This program might be a limited option for addressing future commercial parking needs. Any non-resident parking permit program should be reviewed and approved by the appropriate neighborhood association.

# Chapter 5: Promoting the Plan

## 5.1 Educating and Informing

This plan recommends a number of changes to the ways in which downtown parking is managed. Parking meters, increased levels of enforcement, time limits changes, and a number of other adjustments are all part of the effort to ensure that current and future parking demands are addressed.

Significant changes are quite often met with an equally significant amount of public resistance. Therefore, it is vitally important that the downtown community, and Downtown visitors, understand:

- What specifically is being done?
- Why?
- When does it take effect?

### **RECOMMENDATION #21: MARKET THE PROGRAM**

The community must be informed. In addition to public forums, a variety of resources can be used to clearly explain the evolving parking environment in Downtown Roseville. Typical examples might include:

- A dedicated Downtown parking webpage
- The distribution of flyers detailing pending actions to Downtown businesses
- Temporary parking “ambassadors” – to provide direction or answer questions

## 5.2 Signage

Available parking is only effective to the extent that motorists can find and access it. A basic principle of this parking management plan is to create consistent turnover of the most highly sought after spaces. This will be accomplished through methods (metering, time restrictions, etc.) that inherently convince some percentage of “parkers” to look elsewhere for a parking space. The success of the plan is incumbent upon providing these drivers free or inexpensive parking options. If these optional spaces are not readily available and easily found, it is likely that the motorists will either park in the surrounding neighborhoods, park illegally, or simply leave.

Signage will be the primary method for identifying parking options and clearly directing motorists to parking facilities.

### **RECOMMENDATION #22: EXPAND WAYFINDING SIGNAGE PROGRAM**

Downtown Roseville already has an established wayfinding signage program, it is recommended that this program be expanded in support of the PMP. Careful consideration should be given to the placement of these signs so motorists are not directed through neighborhoods or onto congested streets.



### **5.3 Public Support**

The concepts, recommendations, and changes established by this plan have been presented and reviewed at a number of public forums. Each of these meetings provided the community an opportunity to express their concerns and offer input. As previously noted, this plan proposes some significant changes regarding the city’s approach to parking in the Downtown. Since these changes are likely to be met with apprehension, it is incumbent upon staff to continue to engage and involve our community. In particular, the local merchants groups, property owners, and neighborhood associations should be regularly updated.

#### **RECOMMENDATION #23: KEEP METER REVENUE IN DOWNTOWN**

A critical recommendation of this plan is that the revenues realized through metering should be invested directly back into Downtown Roseville. These revenues should be applied based on the following priority listing:

1. PMP operations
2. Parking development fund
3. Pedestrian and parking improvements and maintenance fund



# Chapter 6: Managing the Plan

A parking management plan's success is not just measured in terms of the strategies implemented by the plan. The overall effectiveness is determined by an organization's long-term ability to evaluate, support, and adjust the plan based on future needs and developments. Various city departments will need to provide oversight, public input should continually be encouraged and considered, funding must be monitored and effectively distributed, and the entire program will require ongoing maintenance.

## 6.1 Oversight

At the onset of the PMP, the following oversight structure is recommended:

### **RECOMMENDATION #24: ESTABLISH OVERSIGHT STRUCTURE**

Roseville City Council/Redevelopment Agency Board – Final approvals

Roseville Revitalization Committee (RRC) – Broad policy review/ recommendations

RRC Parking Subcommittee – Specific review of staff recommendations/community input

Staff:

*Planning, Housing, & Redevelopment* – DTSP and PMP, gather staff input, process for approvals

*City Attorney's Office* – Legal review of all PMP activities

*Development & Operations* – Monitor program, provide input as necessary

*Public Works: Traffic Studies* – Technical review of time limits, permit programs, signage

*Police Department* – Enforcement of parking regulations

*Transportation* – Carpool program, bike and pedestrian facilities

*Parks, Recreation & Libraries Department* – Input on parking within Downtown Roseville park facilities

*Central Services* – Public garage and parking lot maintenance/operations

The approved Downtown Parking Management Plan will be adopted as part of the Downtown Specific Plan and will, therefore, be subject to ongoing oversight by the Planning, Housing & Redevelopment Department. Individual issues will be directed to the identified department representatives for review and comment. Issues that require additional consideration, or modifications to the existing PMP, will be forwarded to the Roseville Revitalization Committee



(RRC) -Downtown Parking Subcommittee along with a staff recommendation. The RRC Parking subcommittee will also serve as an initial forum for public input. The RRC Parking Subcommittee recommendations will be forwarded to the RRC. After the RRC has completed their review, a final recommendation will be submitted to the Planning, Housing, & Redevelopment Director for action. If formal

approval is required, a staff report will be forwarded to the City Council/Redevelopment Agency Board. To Summarize:

- Planning & Redevelopment – ongoing PMP review
- Appropriate city staff – review of individual parking or parking plan issues

- RRC Parking Subcommittee – review of “significant” issues and staff recommendations for changes to the PMP
- RRC – review and approval of RRC subcommittee/staff recommendations
- Planning & Redevelopment Director – PMP actions or modifications
- Council/Redevelopment Agency – approvals, as necessary

Planning, Housing, & Redevelopment staff will also present regular updates to the RRC. In addition to keeping them informed, the updates will provide the committee members an opportunity to determine if any other issues should be considered “significant”.

## ***6.2 Public Input***

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Not only will public support be an important part of the process for establishing the Downtown Parking Management Plan, it is also a critical component of the plan’s future success. The bottom line is: the best gauge of the ongoing condition of the downtown parking environment is community feedback.

Throughout the life of the Downtown Specific Plan, and in conjunction with each parking management step, staff should solicit public input.

### **RECOMMENDATION #25: GATHER PUBLIC INPUT**

Public input can be gathered in a variety of ways. This should include, but not necessarily be limited to, the:

- Merge Downtown Parking Committee into RRC Parking Subcommittee
- Reports to the City Council and the Roseville Revitalization Committee (RRC)
- Public forums
- Outreach via the City website.



## ***6.3 Distribution of Revenues***

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This plan recommends the installation of parking meters throughout Downtown Roseville. As meters are installed, there will be an influx of new revenue. In addition to the revenues realized from the meter rates, there will likely be additional dollars available due to an increase in parking citations/fines.

How the newly created revenues are distributed is an important component of the parking management plan. The program should strive to be self-sufficient. In this era of streamlined operating budgets, any costs related to the institution of this plan must be covered, to the fullest extent possible, by the revenues it generates. As recommended in Section 5.3: Public Support, program implementation, maintenance, operation, and material costs should be the first expenses covered by meter program revenues. In addition, a percentage of the revenues should be directed to a fund in support of parking facility development. Future parking demands can, in part, be addressed with funding from a current meter program.

By ensuring that revenues, in excess of program costs, are reinvested into the Downtown, it increases the likelihood that the community will support a parking meter program. This has proven to be a successful practice in a number of other jurisdictions.

## **6.4 Maintenance**

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A number of public improvement projects will likely occur in support of the Downtown Parking Management Plan. Parking meters, garages, and surface level lots will be installed or constructed in order to meet the ongoing demand for parking in Downtown Roseville. The long-term success of these efforts is largely incumbent upon the City’s ability to properly maintain each of its parking assets. A stable, recurring funding source for ongoing maintenance is mandatory.

### **RECOMMENDATION #26: ESTABLISH MAINTENANCE BUDGET**

The parking meter program should strive to be self-sufficient. Any revenues generated by the program should address program costs, including maintenance, prior to any secondary distributions. Parking meter technology has advanced dramatically over the past decade. The meters recommended in Section 3.3: Meters are designed to significantly reduce maintenance requirements. Any agreement with a meter supplier should include a provision for the supplier to provide long-term maintenance of the equipment. Maintenance should be provided in exchange for an established portion of the meter revenue.

Public parking facilities, including surface parking lots and public parking garages, have typically been maintained by the City of Roseville Administrative Services Department. Prior to the construction of any new parking facility, the Administrative Services Director, or a staff designee, should confirm that a budget for ongoing maintenance has been established. Whenever these public parking facilities have parking meters installed, facility maintenance should be considered a program cost. The costs would be covered by revenues specific to the meters at that location. Facility maintenance cost “reimbursements” from meter revenues would be secondary to the costs associated with maintaining the meters. If the facility maintenance costs are greater than the revenues produced by the meters installed at the facility, those costs would continue to be addressed by the existing Administrative Services budget.

# Chapter 7: Implementation Plan

Overall, this document has covered the expectation of future growth in Downtown Roseville and the need for parking management. Additionally, a list of recommendations have been presented in response to current and future parking conditions. This chapter collects these recommendations and defines an implementation “process” for each.

## **RECOMMENDATION**

### **# 1: ONGOING PARKING DEMAND SURVEYS**

- Establish a funding source: approximately \$7,000 every two years/can be reduced through staff participation on surveys
- Contract with consultant to conduct surveys and organize data on even years: 2012, 2014, etc.
- Evaluate data to identify high demand areas

### **#2: SIMPLIFY LONG-TERM DEMAND ESTIMATES**

- Develop a process for tracking added residential units and commercial space in Downtown Roseville (development data)
- Track parking inventory: February 2010 inventory + new public spaces + parking added by private development projects
- Plug data into formula provided
- Review data, feedback, and DTSP projections as necessary (annually) to determine the need for additional public parking facilities

### **#3: REDUCE AND/OR ELIMINATE TIME LIMITS**

- Extract time limit information from the February 2010 Fehr & Peers surveys
- Review existing time limit data with staff and RRC Parking Subcommittee
- Develop recommendations regarding time limits;
- Make minor adjustments to current limits: no parking time limits over 4 hours
- Monitor in relation to the proposed meter program, remove time limits as meters are installed

### **#4: ESTABLISH VALET PARKING ORDINANCE**

- Coordinate the development of a Valet Parking Ordinance with Planning staff
- Submit to Council for adoption
- Develop application and brochure
- Distribute to merchants associations and targeted businesses
- Post on website

### **#5: EXPAND MERCHANT PERMIT PROGRAM**

- Monitor in relation to the proposed meter program
- Expand program when free parking is no longer readily available
- Establish permit rates: Annual Meter Cost x 25%
- Expand upon the existing Downtown Merchant Parking Permit Program, revise ordinance
- Submit to Council for adoption
- Develop application, permit, and literature
- Distribute to merchants associations and targeted businesses
- Post on website

**#6: LIMIT NEIGHBORHOOD INTRUSION WITH SIGNAGE**

- Solicit input from downtown neighborhood associations regarding non-resident parking
- Add new signs that provide clear direction to nearby public parking facilities

**#7: INCREASED PARKING ENFORCEMENT**

- Define enforcement resources needed (personnel, funding)
- Staff and fund the effort
- Coordinate enforcement with other plan strategies (meters)

**#8: DMV LIENS ON UNPAID CITATIONS**

- Clarify current collection process for citations
- Coordinate with Department of Motor Vehicles (DMV) regarding the placement of liens against unpaid citations
- Establish an internal process for collections and liens

**#9: “MARKET-RATE” PRICING DEFINED**

- Establish an ordinance that defines market rate pricing as the rate required to maintain parking occupancy rates near 85%

**#10: MONITOR HISTORIC OLD TOWN**

- Monitor parking demand in Historic Old Town now that the Lincoln Street public parking lot is completed
- Project demand associated with proposed housing projects at Washington/Main and Pacific Street, if projects are formally approved
- If appropriate, as determined by parking demand, install first phase of parking meters in this district

**#11: PROVIDE FREE PARKING**

- Identify locations of parking spaces that can remain free long-term
- Include available free spaces in marketing materials

**#12: CREATE METER INSTALLATION PLAN**

- Establish the entire DTSP area as a parking meter zone
- Identify high-demand areas (75%+ parking space capacity)
- Evaluate and choose a high-tech, multi-space parking meter
- Enter into a supply agreement
- Install meters in high-demand areas
- Monitor data and adjust program as necessary.



**#13: ADJUST METER RATES AS NEEDED**

- Set initial meter rate: \$.25
- Request authorization from Council to set rates as needed to maintain identified occupancy
- Adjust rates

**#14: ADJUST OTHER FEES AS NEEDED**

- Track effectiveness of parking fees (fines, permits)
- Coordinate fee review
- Adjust fees

**#15: SURFACE LEVEL LOTS ARE A SHORT-TERM SOLUTION**

- Monitor parking demand throughout Downtown Roseville
- Identify peak demand areas
- Determine need for additional parking inventory (vs. meter install)
- Acquire property or establish lease
- Improve lot
- Replace lots with meter program, parking garages
- Develop property

**#16: IDENTIFY SHARED PARKING SITES**

- Monitor parking demand throughout Downtown Roseville
- Search for complementary parking lots
- Facilitate shared parking agreements

**#17: EXPAND ROYER PARK INVENTORY**

- Identify current parking inventory supporting Royer Park
- Review impacts of future projects on current inventory
- Identify opportunities to add or replace parking spaces

**#18: FUND AND CONSTRUCT PUBLIC GARAGE(S)**

- Monitor long-term parking projections
- Review parking garage construction and locations identified in DTSP
- Identify funding sources
- Construct, as needed

**#19: CREATE “SHUTTLE” LOTS**

- Monitor parking demand, new commercial development, and merchant parking permits
- If demand begins to exceed established goal of 85% or the Downtown’s workforce increases significantly, plans to use satellite lots should begin
- Establish locations, shared parking?
- Funding lot improvements
- Coordinate public transportation schedule
- Market

**#20: NON-RESIDENT PERMITS**

- Establish need
- Gather neighborhood support
- Inventory residential parking spaces
- Issue 85% of permits to residents at little or no cost
- Offer balance to non-residents at a “market rate”
- Invest revenues specific to permits in participating neighborhood

**#21: MARKET THE PROGRAM**

- Establish a marketing plan



**#22: EXPAND WAYFINDING SIGNAGE PROGRAM**

- Design Public Parking signs
- Define costs and establish budget
- Install signage

**#23: KEEP METER REVENUE IN DOWNTOWN**

- Reinforce PMP recommendations regarding costs/project

**#24: ESTABLISH OVERSIGHT STRUCTURE**

- Confirm oversight structure through PMP adoption
- Establish RRC Parking Subcommittee
- Create meeting schedule

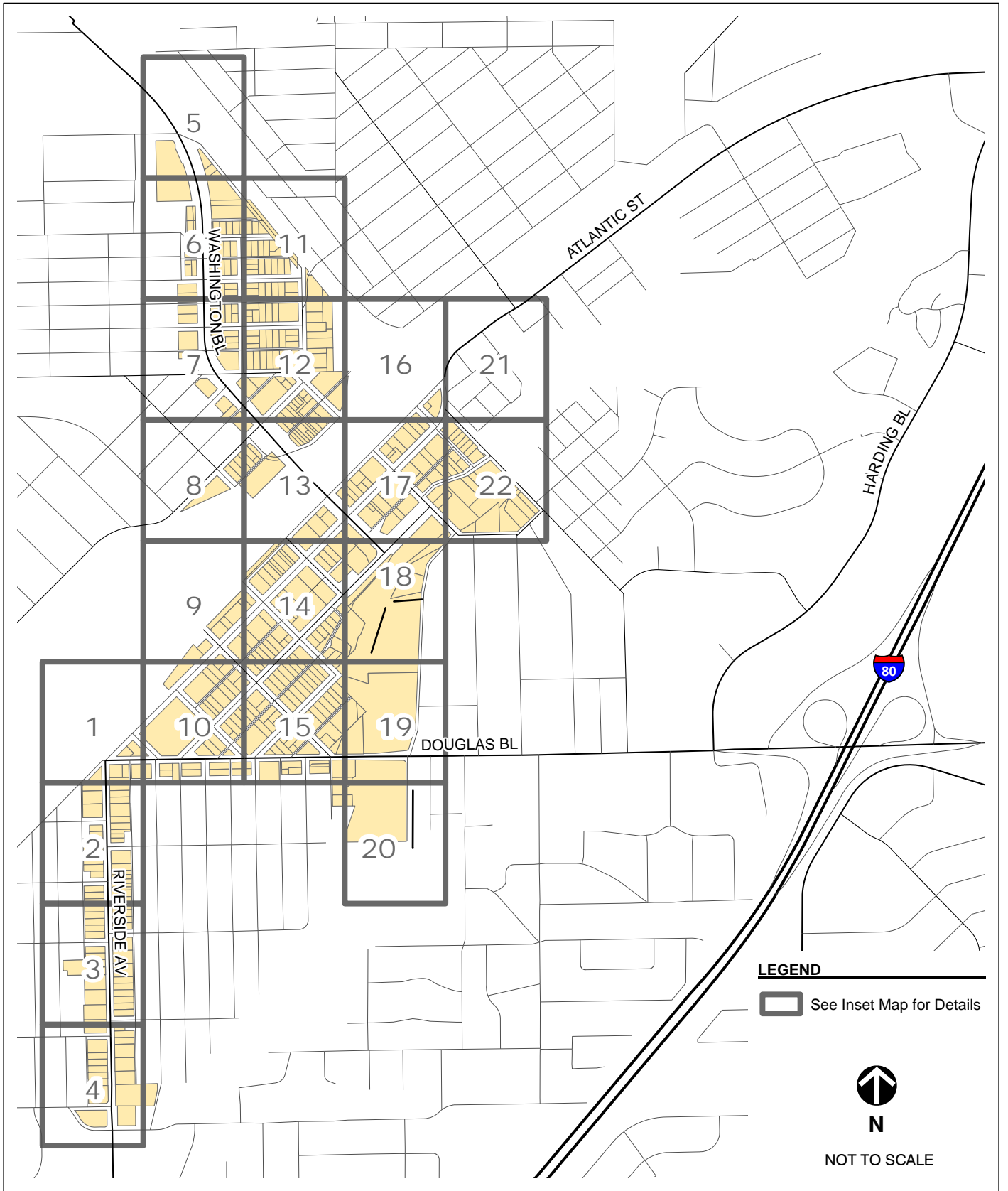
**#25: GATHER PUBLIC INPUT**

- Invite public participation and comment at oversight meetings
- Hold public forums in conjunction with changes in parking environment
- Offer interactive webpage

**#26: ESTABLISH MAINTENANCE BUDGET**

- Determine maintenance costs for all public parking facilities in Downtown Roseville
- Define initial funding source for maintenance
- When feasible, program revenues replace General Fund expenses related to this maintenance





**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



N

NOT TO SCALE



**FEHR & PEERS**  
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**INSET - 1**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A2**

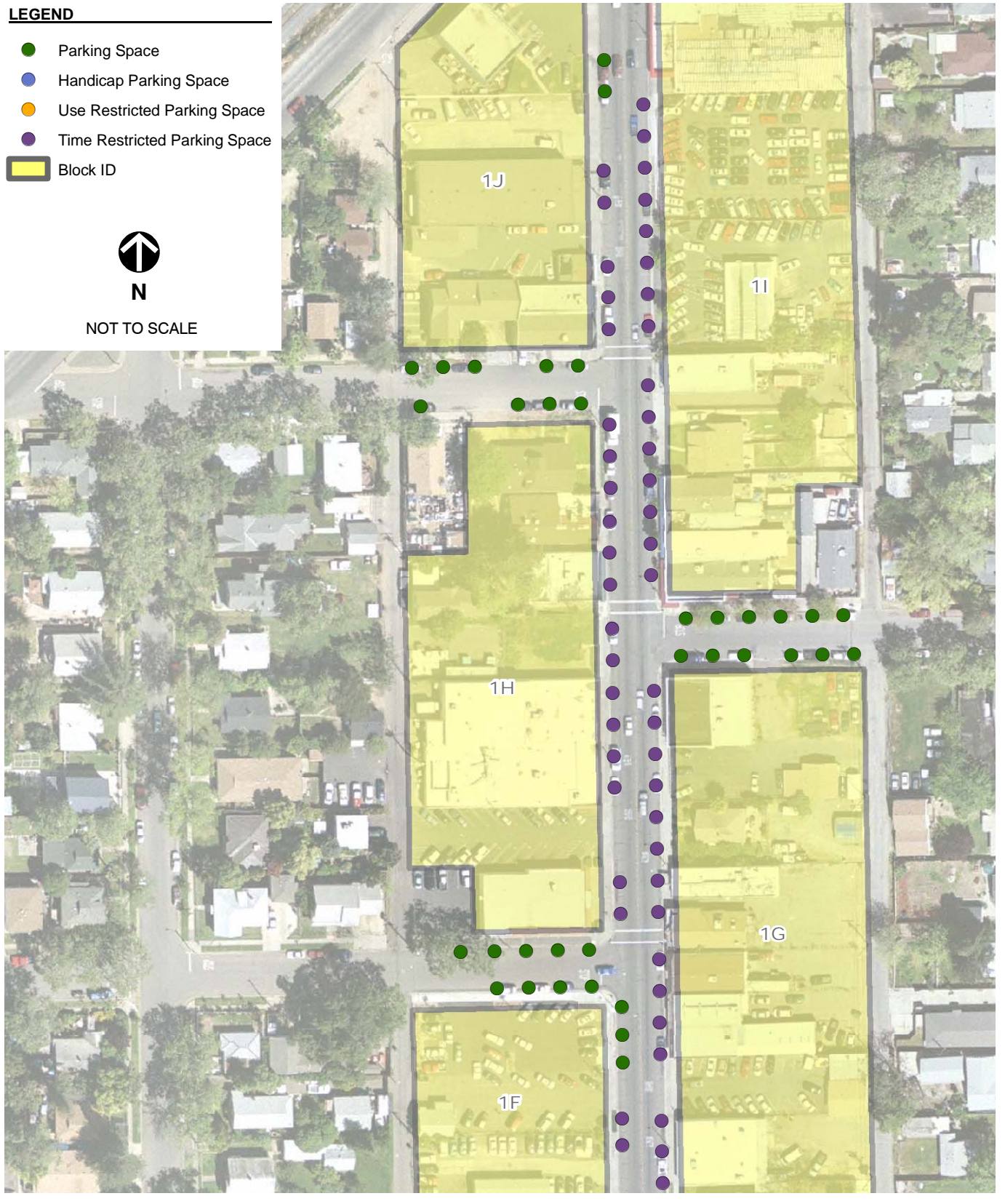
**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



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NOT TO SCALE








**FEHR & PEERS**  
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**INSET - 2**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A3**

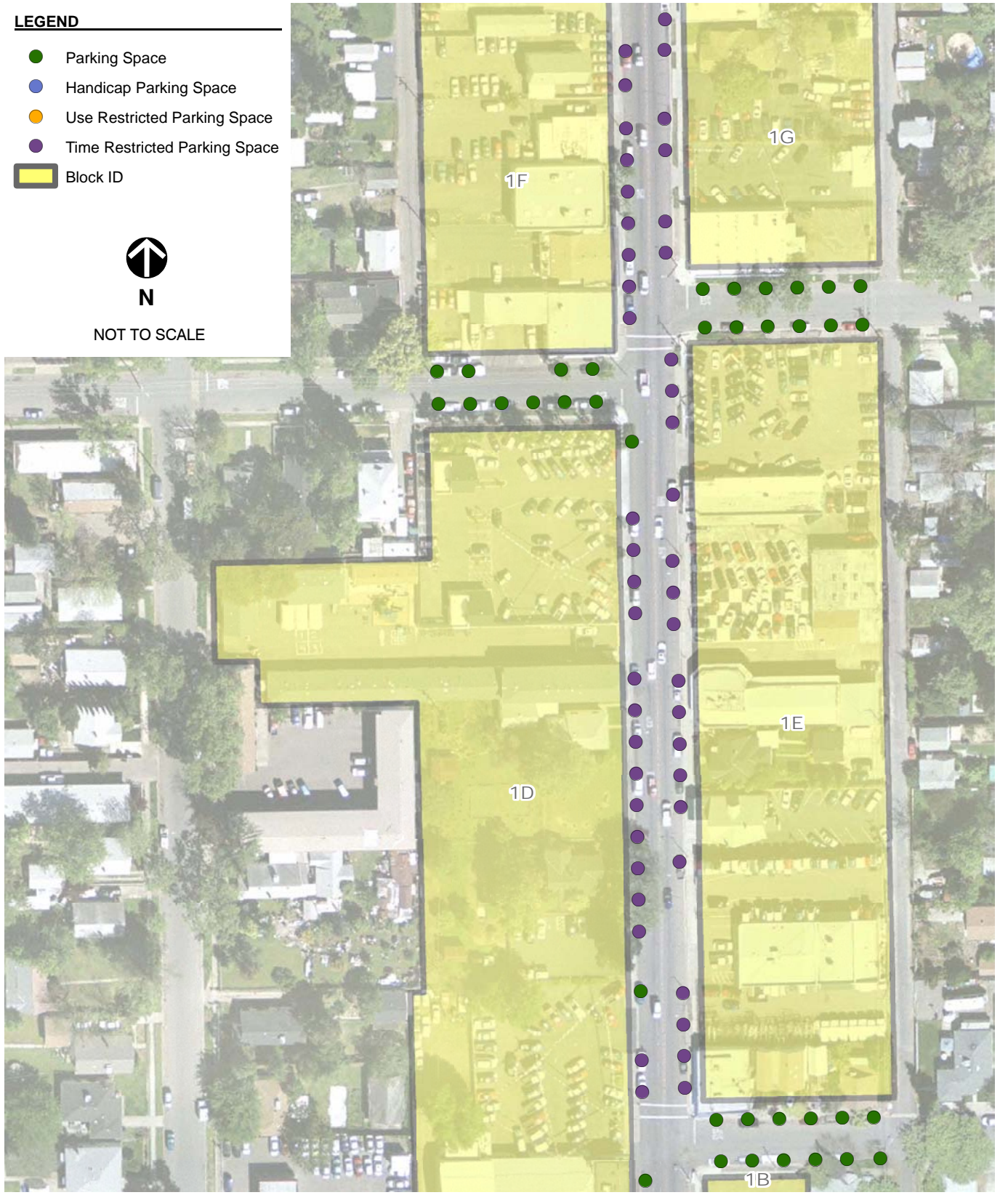
**LEGEND**

-  Parking Space
-  Handicap Parking Space
-  Use Restricted Parking Space
-  Time Restricted Parking Space
-  Block ID



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NOT TO SCALE



**FEHR & PEERS**  
TRANSPORTATION CONSULTANTS

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**INSET - 3**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A4**

**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



NOT TO SCALE



**FEHR & PEERS**  
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**INSET - 4**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A5**

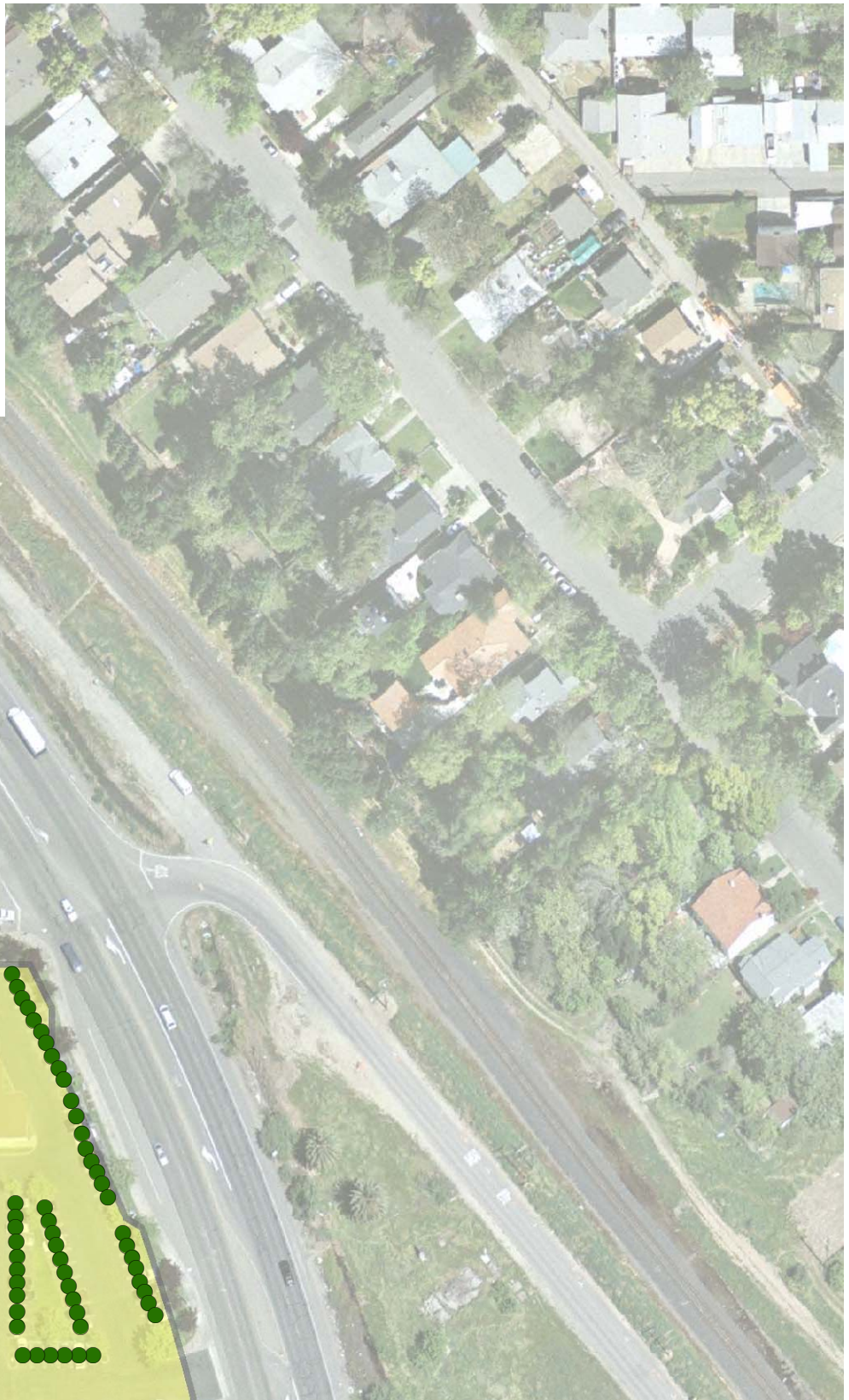
**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



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NOT TO SCALE



**FEHR & PEERS**  
TRANSPORTATION CONSULTANTS

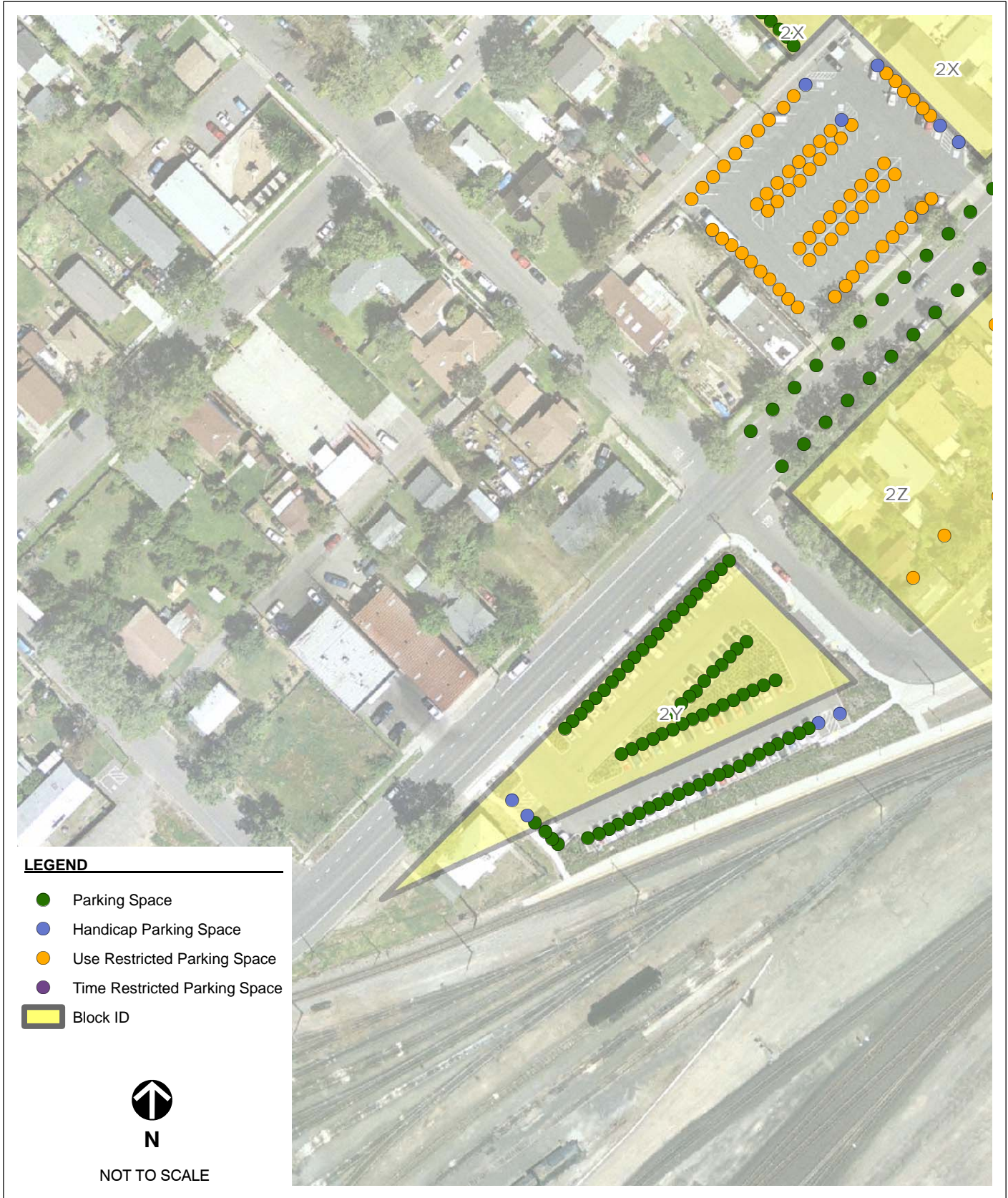
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**INSET - 5**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A6**









**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



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NOT TO SCALE



**FEHR & PEERS**  
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**INSET - 10**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A11**

**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



N

NOT TO SCALE



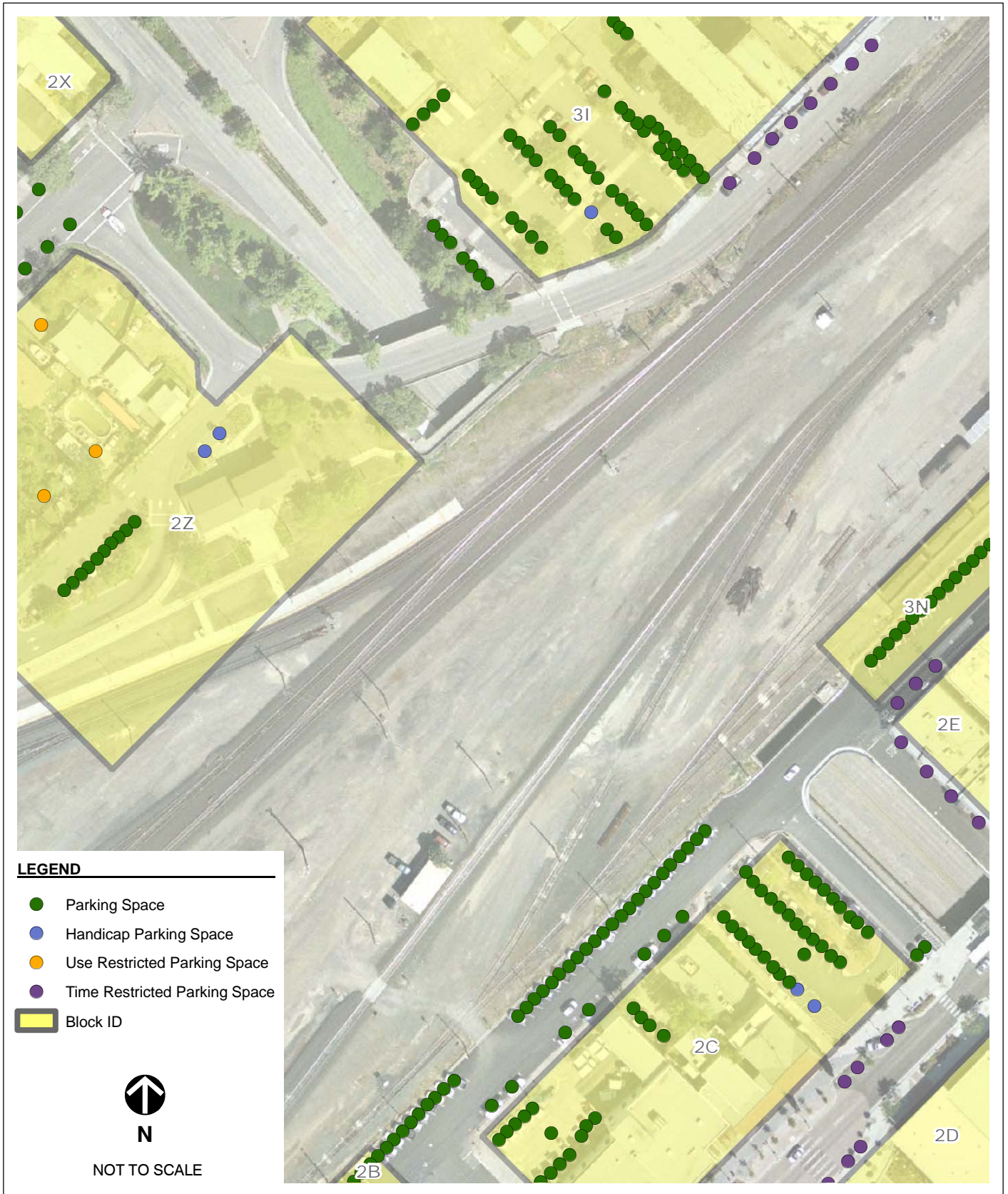
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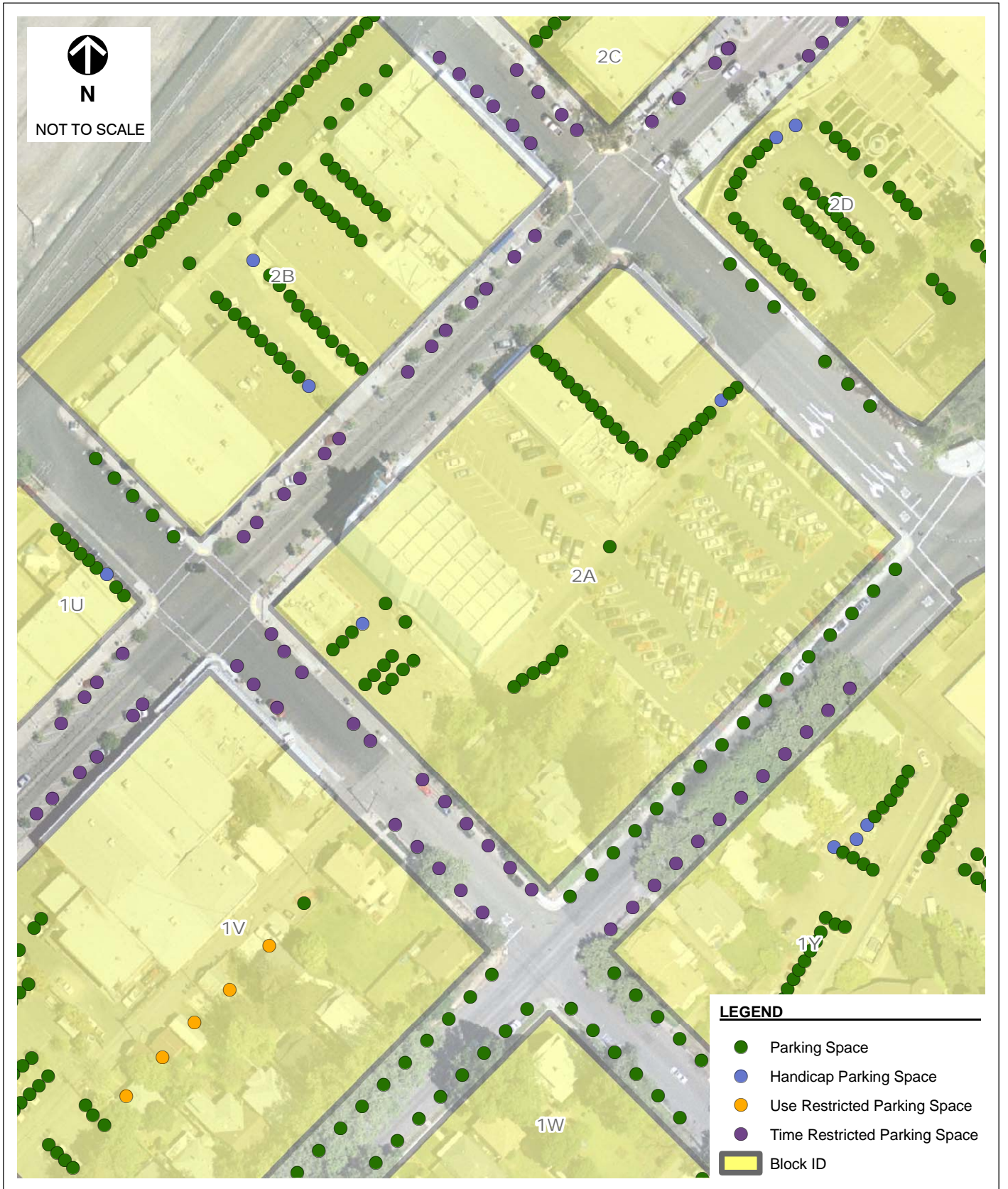
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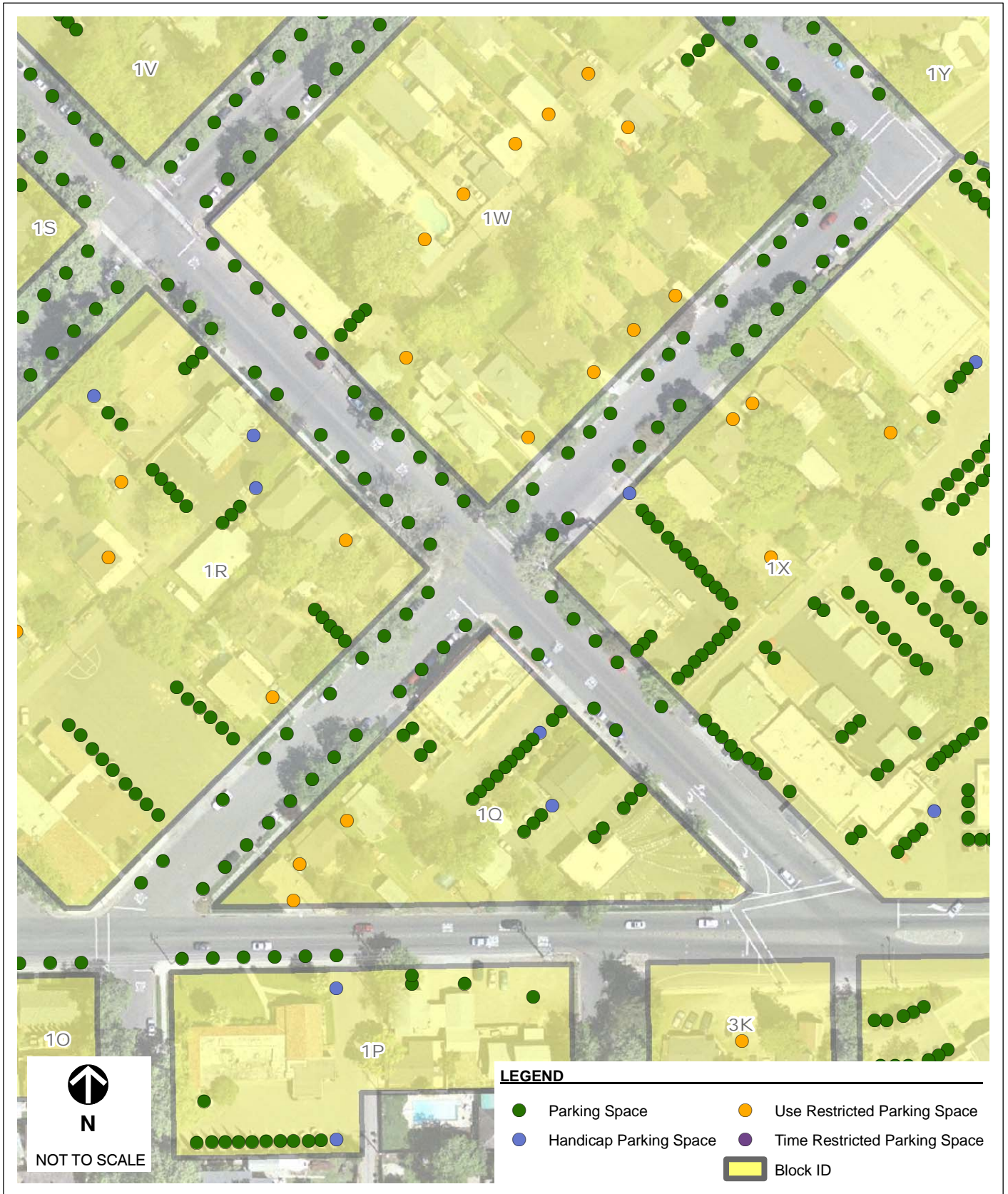
**INSET - 11**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A12**









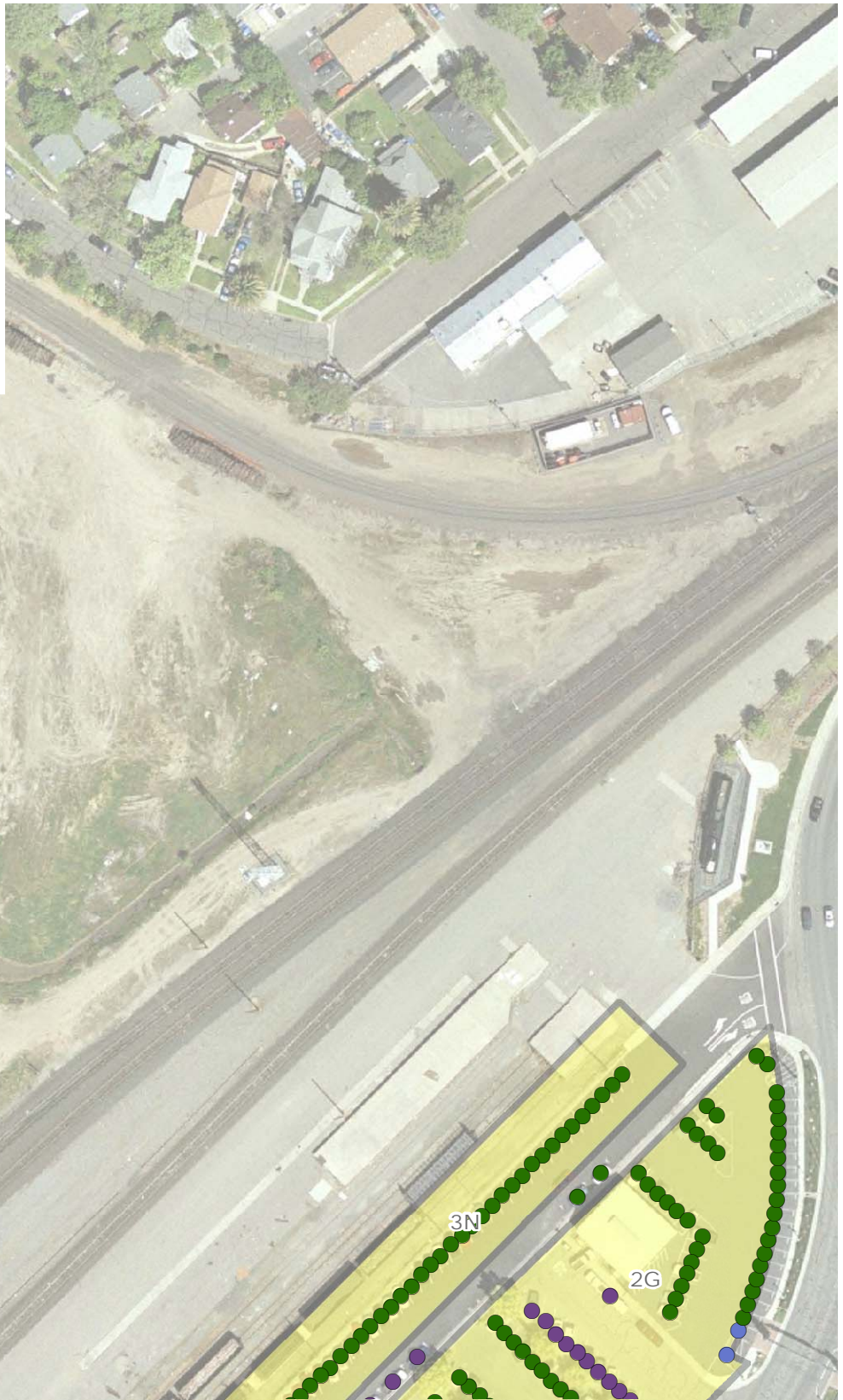
**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



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NOT TO SCALE



**FEHR & PEERS**  
TRANSPORTATION CONSULTANTS

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**INSET - 16**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A17**

**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



N

NOT TO SCALE



**FEHR & PEERS**  
TRANSPORTATION CONSULTANTS

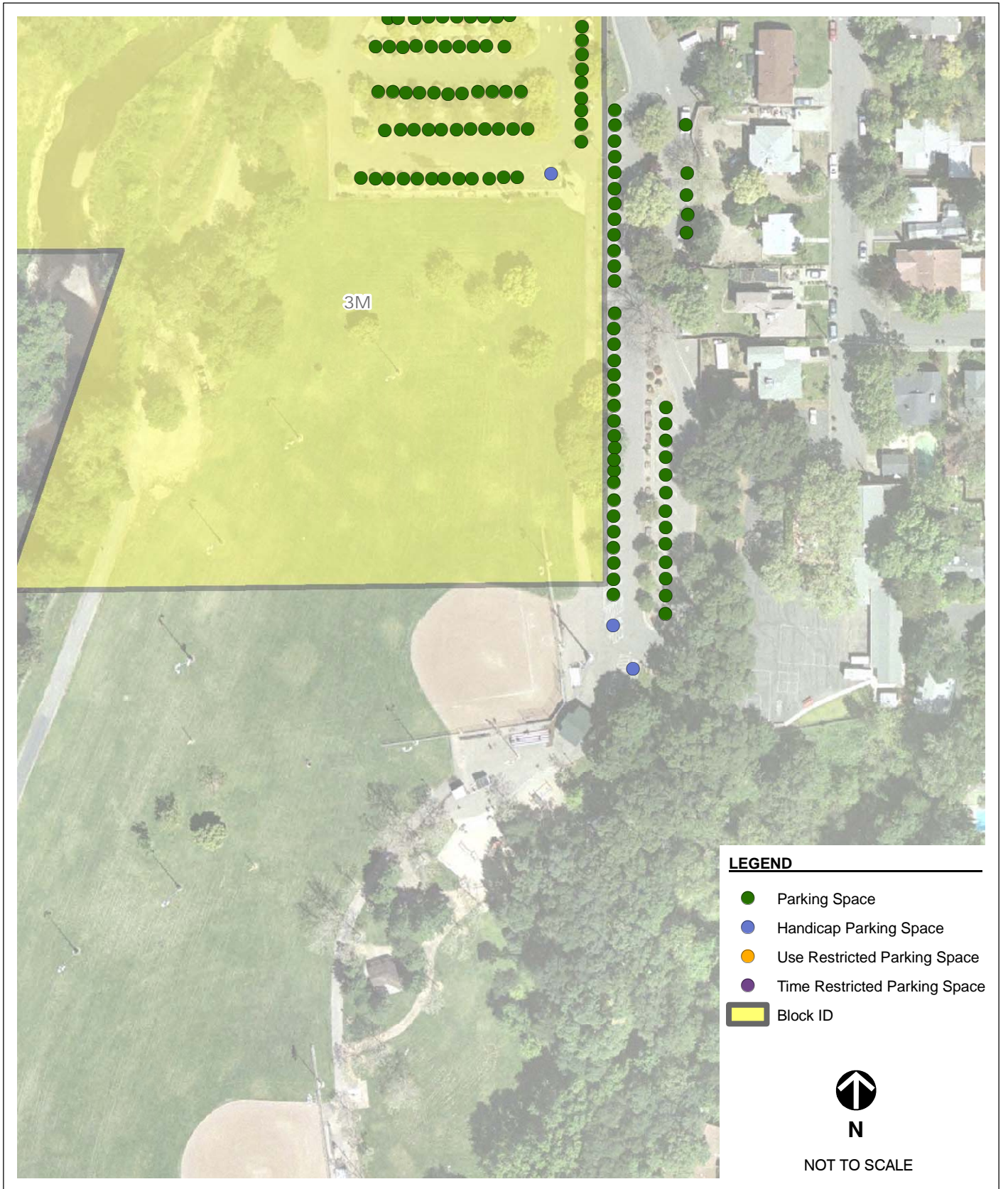
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**INSET - 17**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

**FIGURE A18**







**LEGEND**

- Parking Space
- Handicap Parking Space
- Use Restricted Parking Space
- Time Restricted Parking Space
- Block ID



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NOT TO SCALE



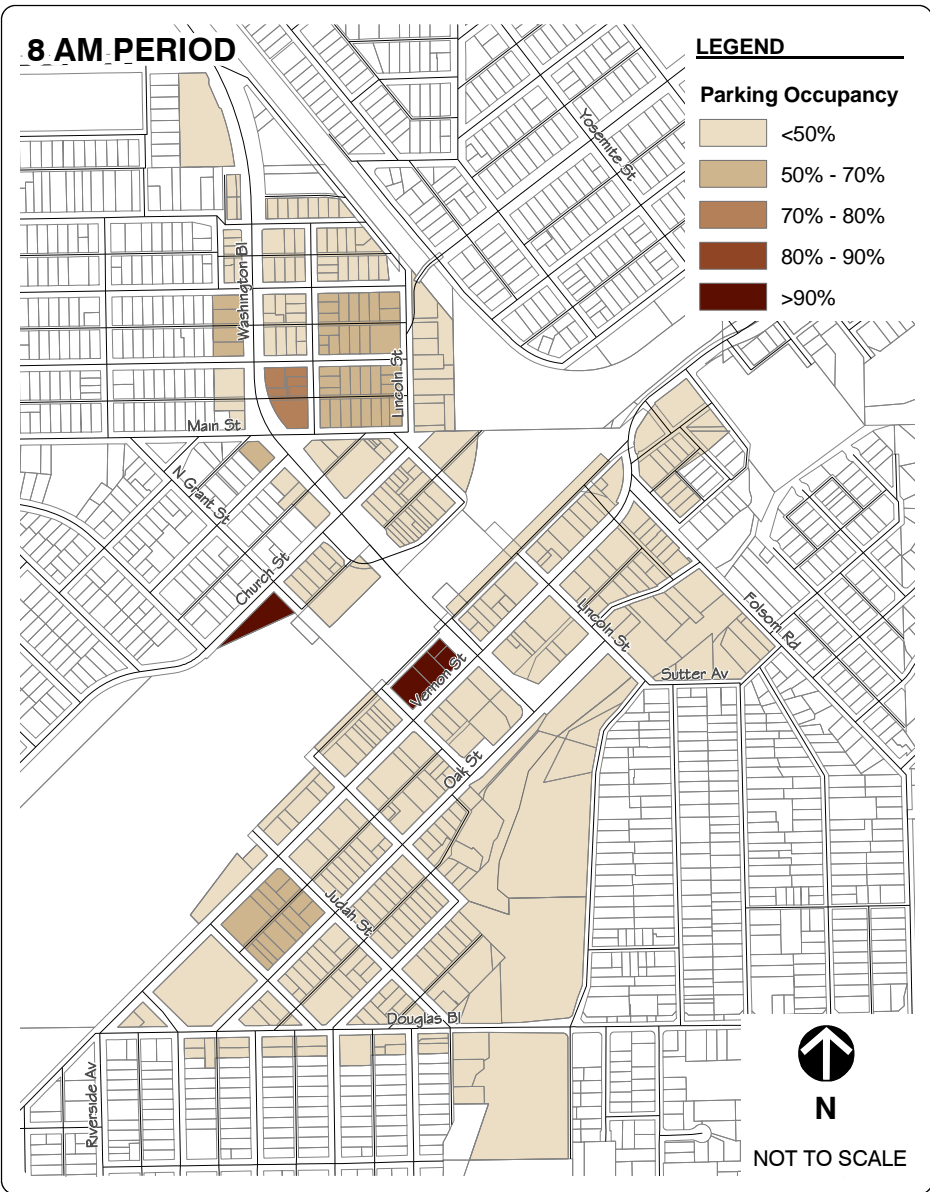
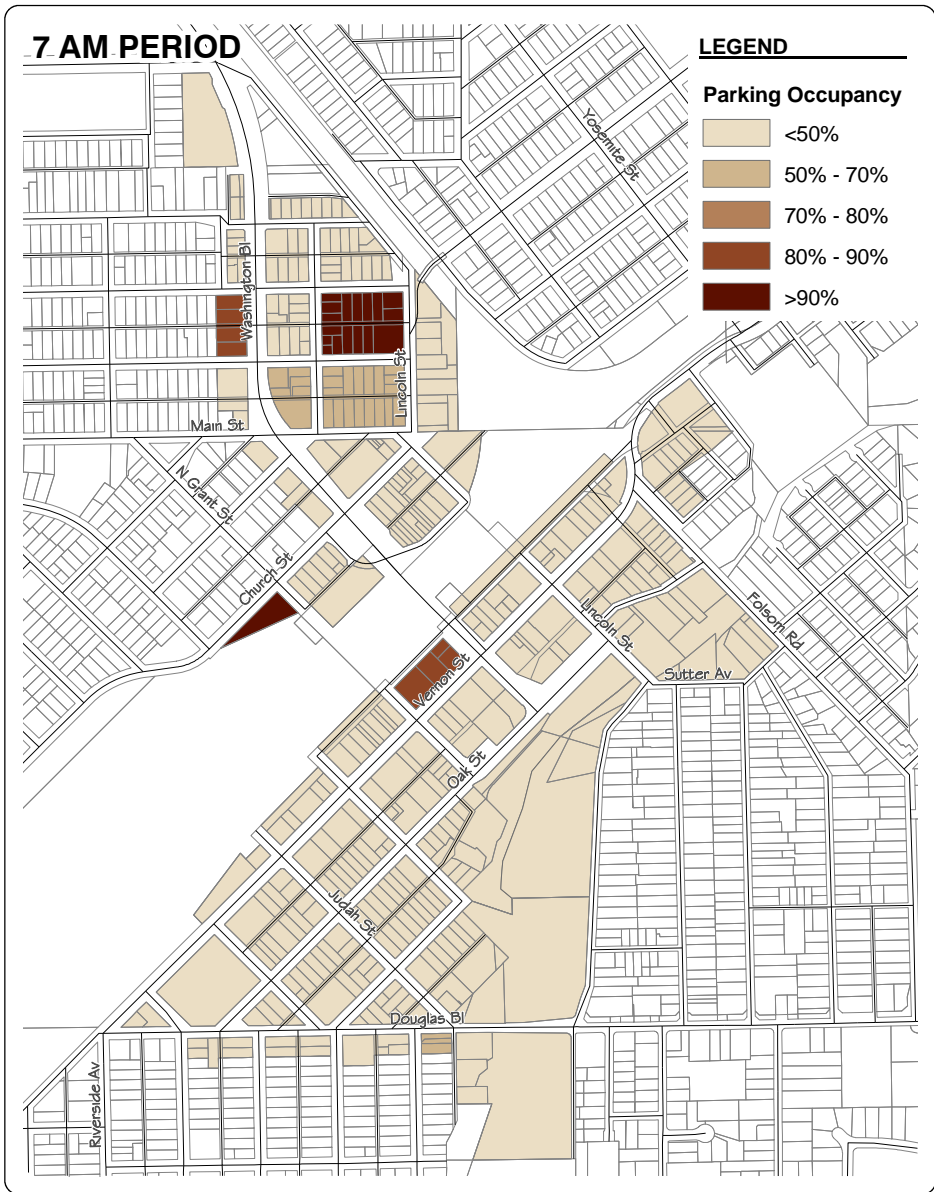
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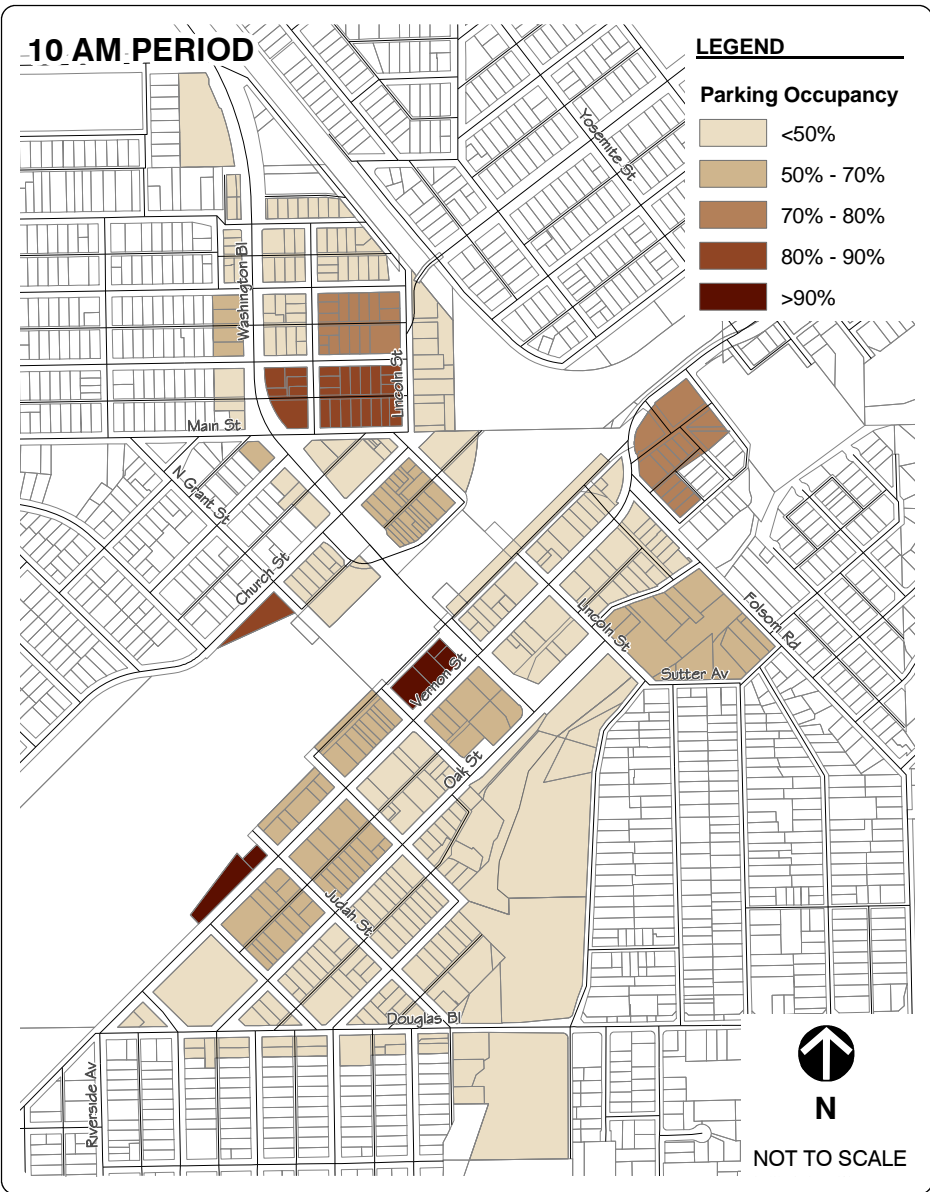
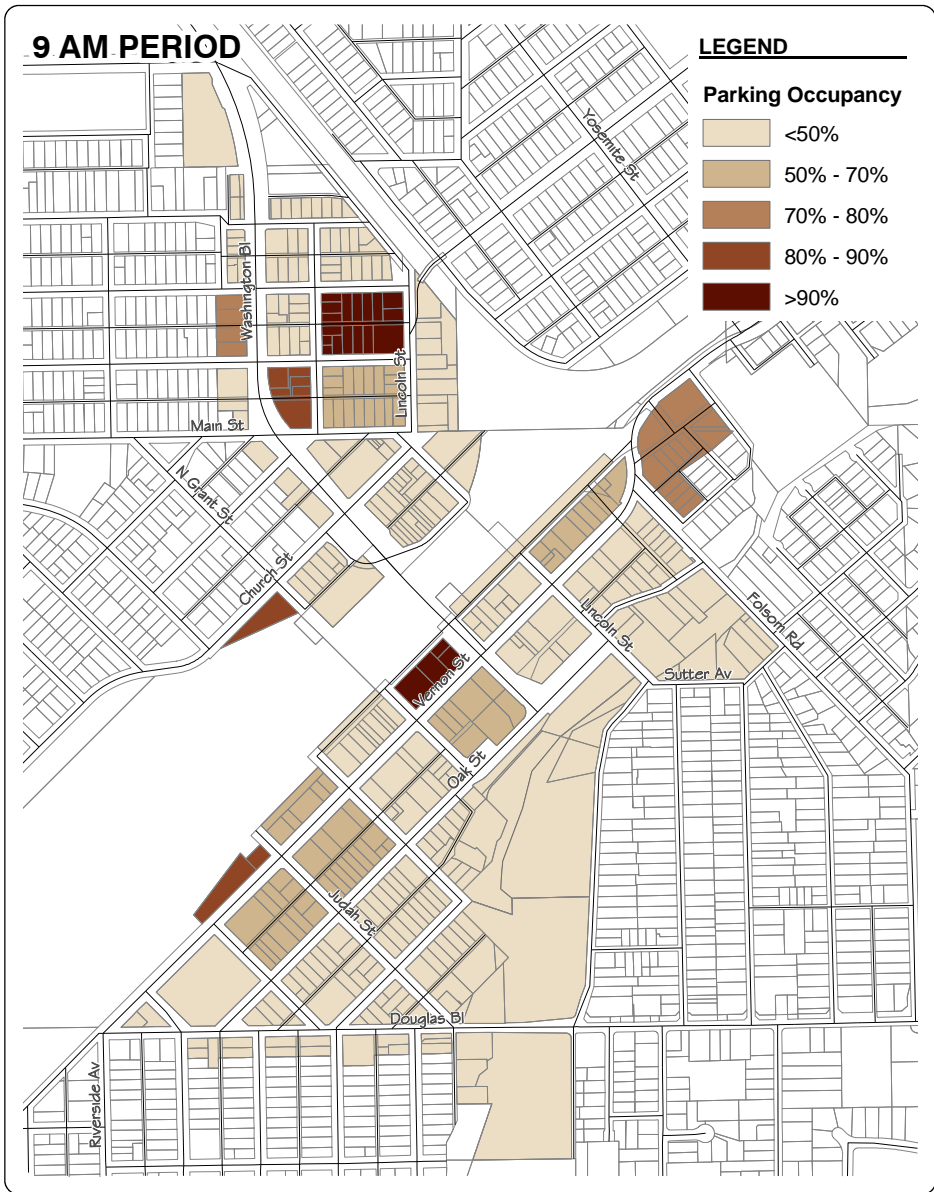
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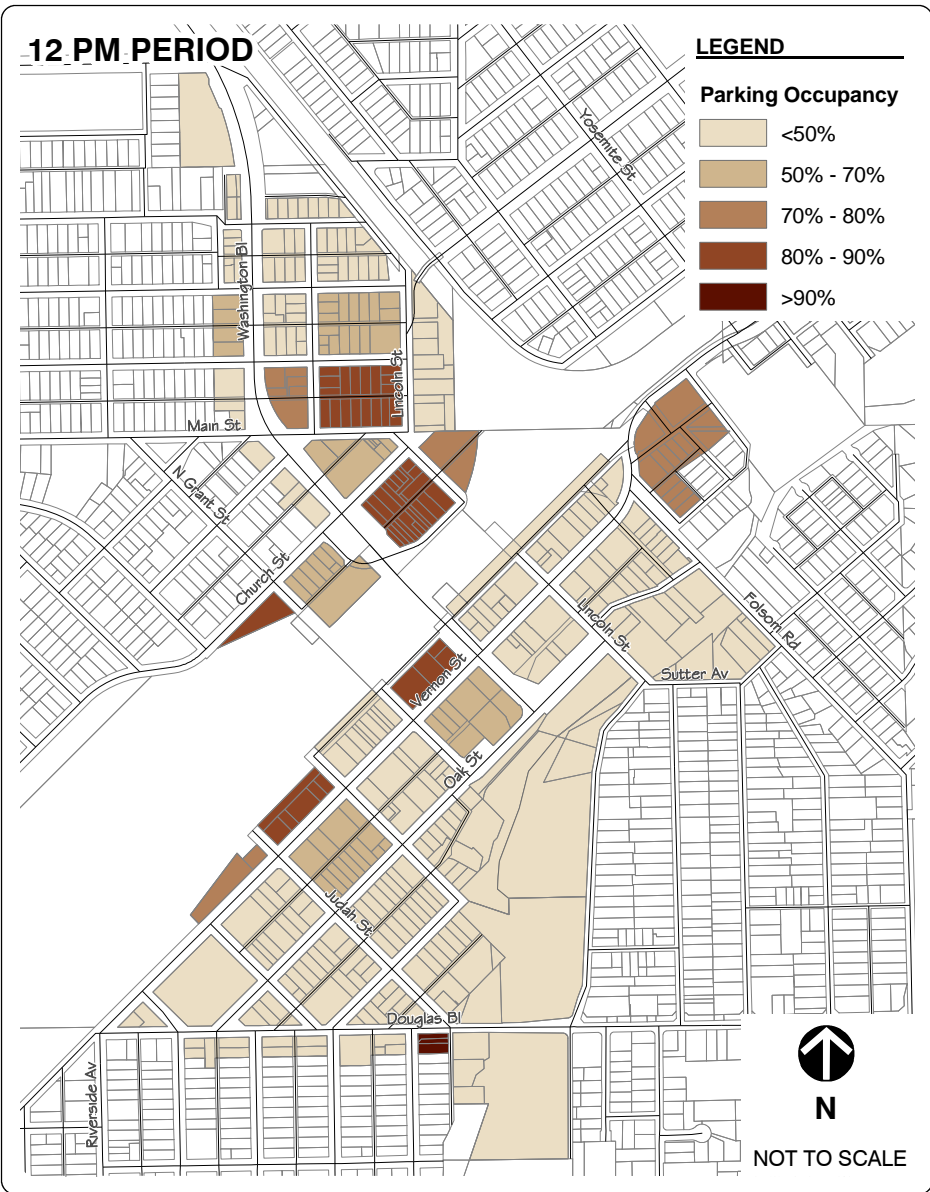
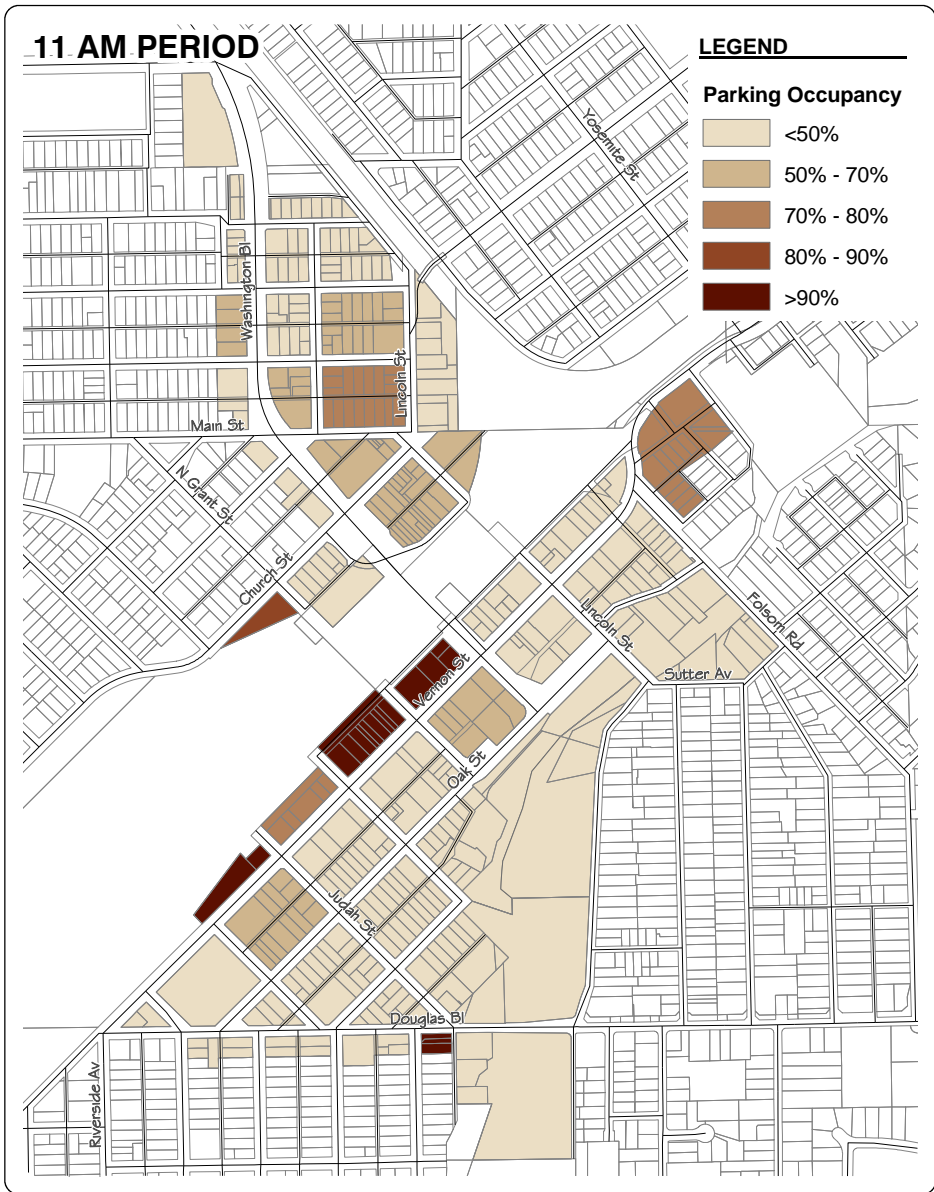
**INSET - 21**  
**DOWNTOWN ROSEVILLE PARKING STUDY**

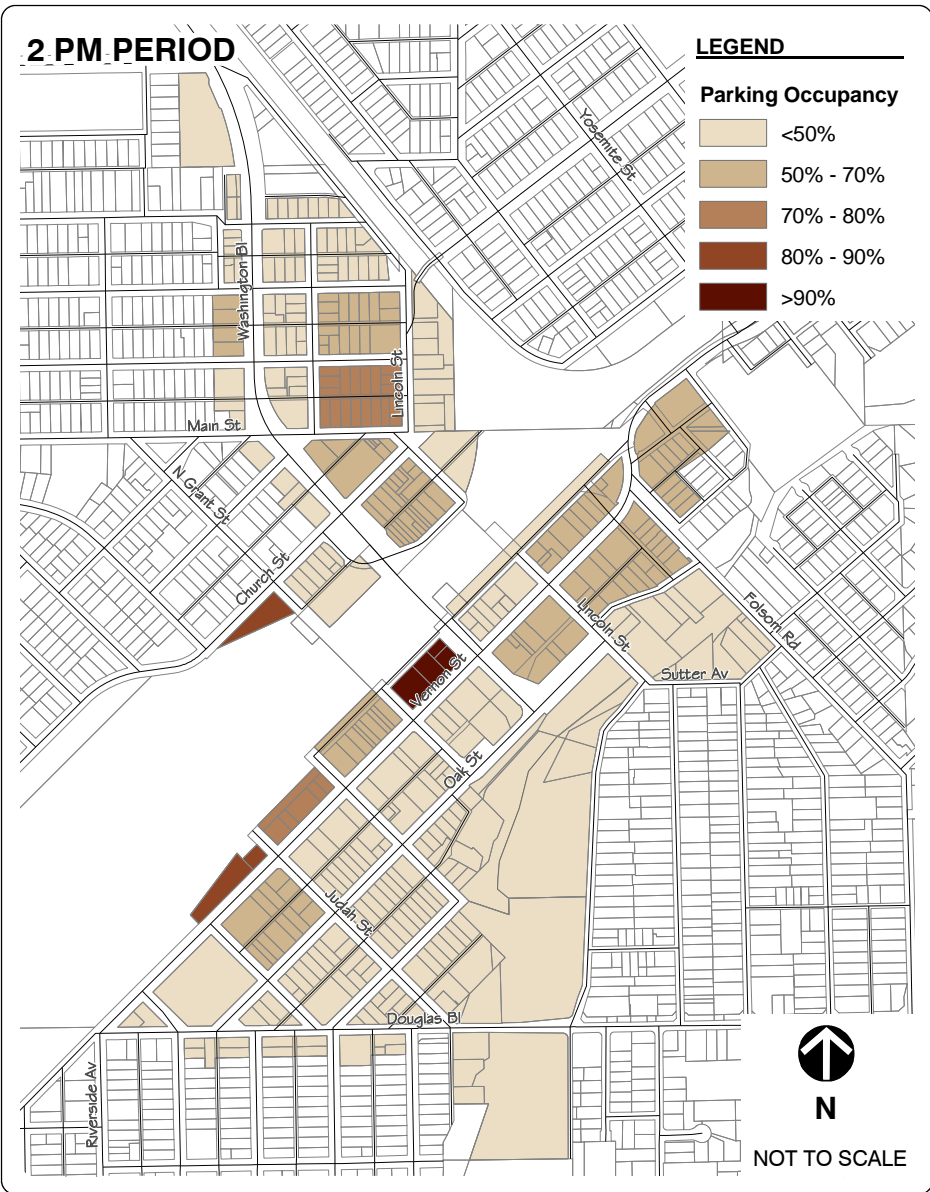
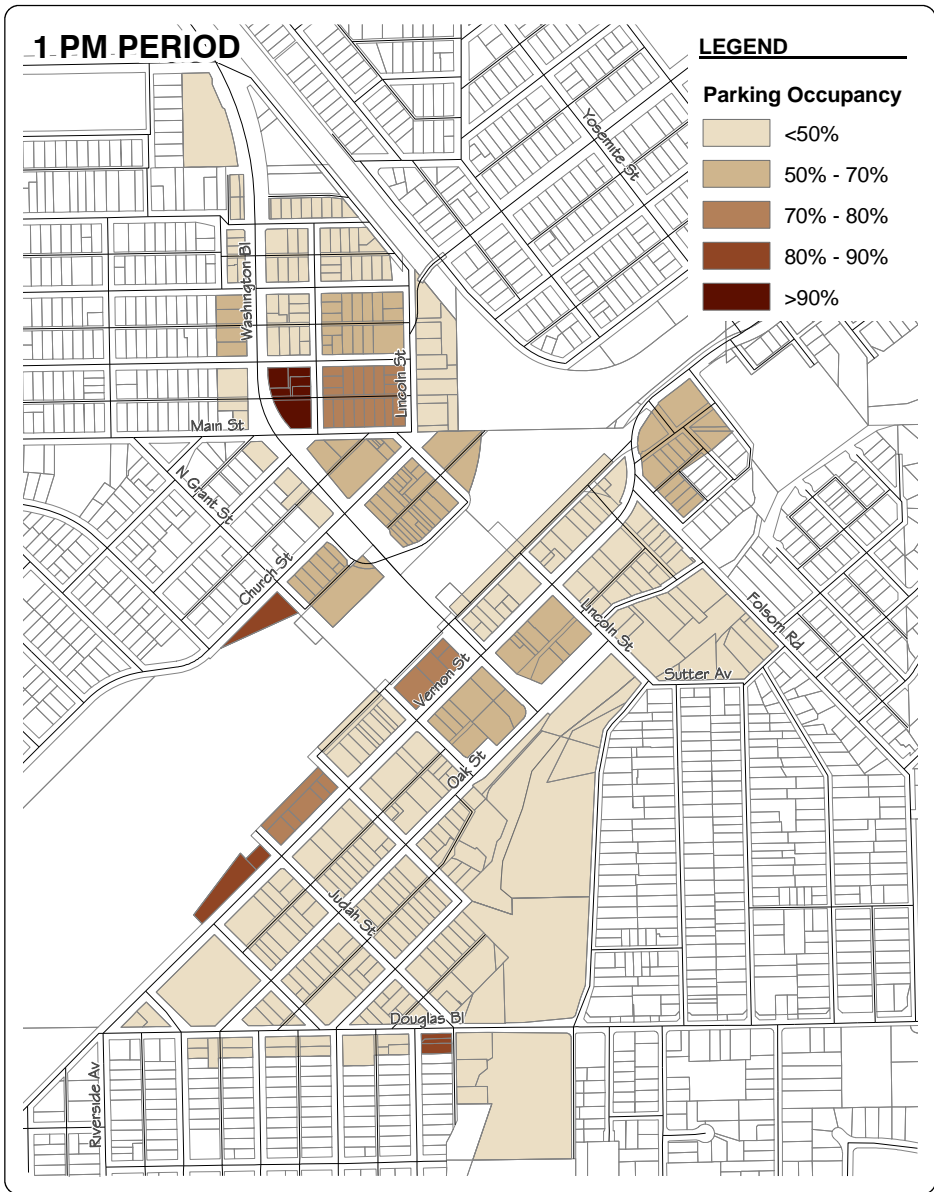
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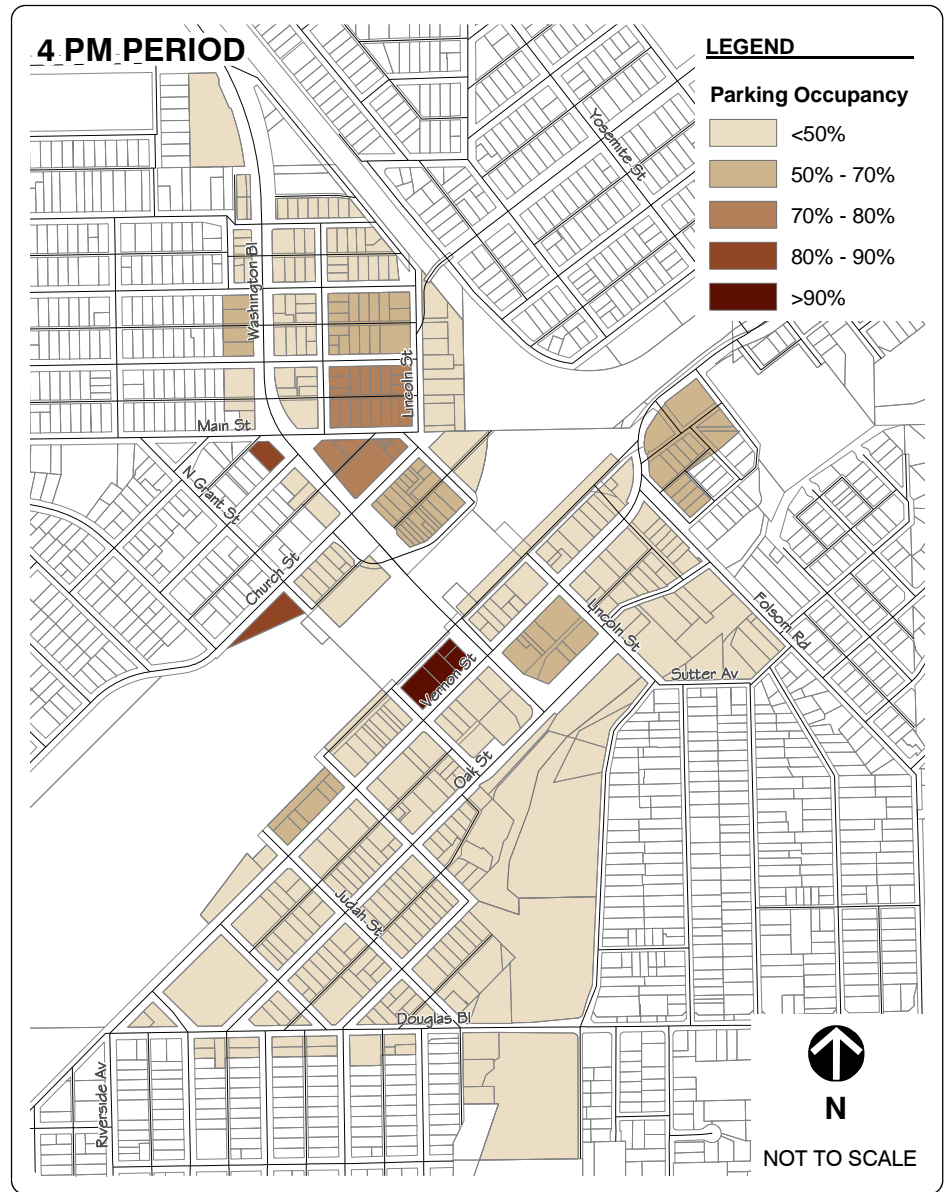
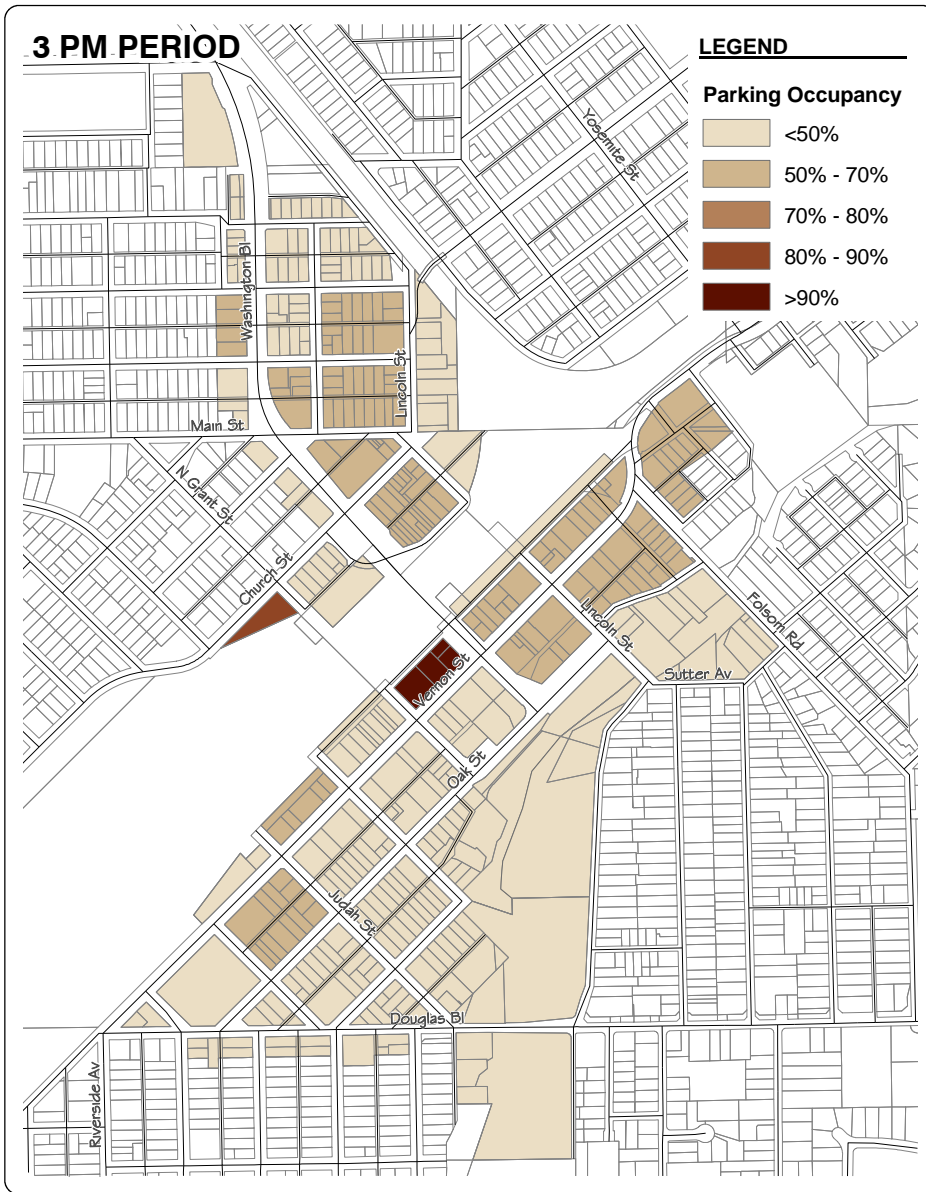


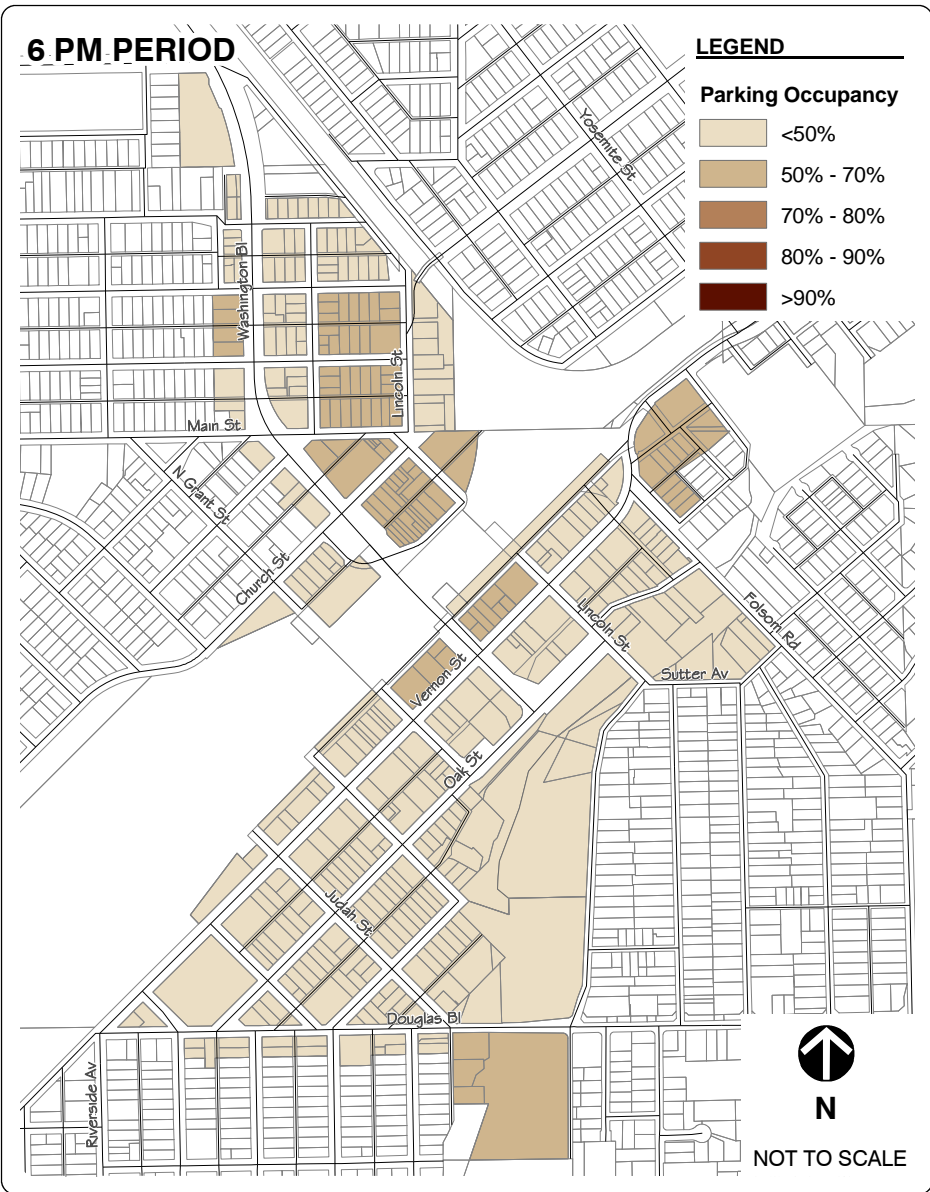
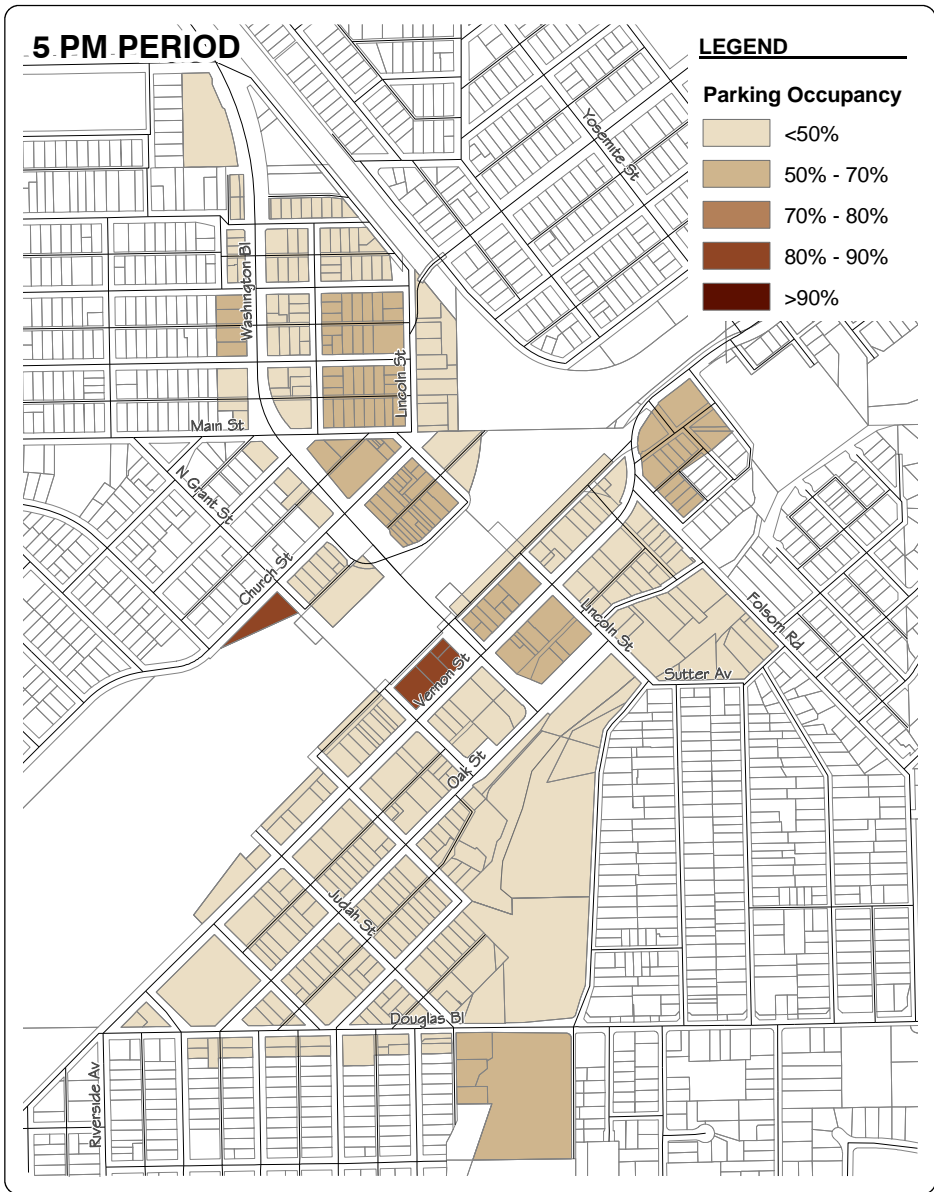


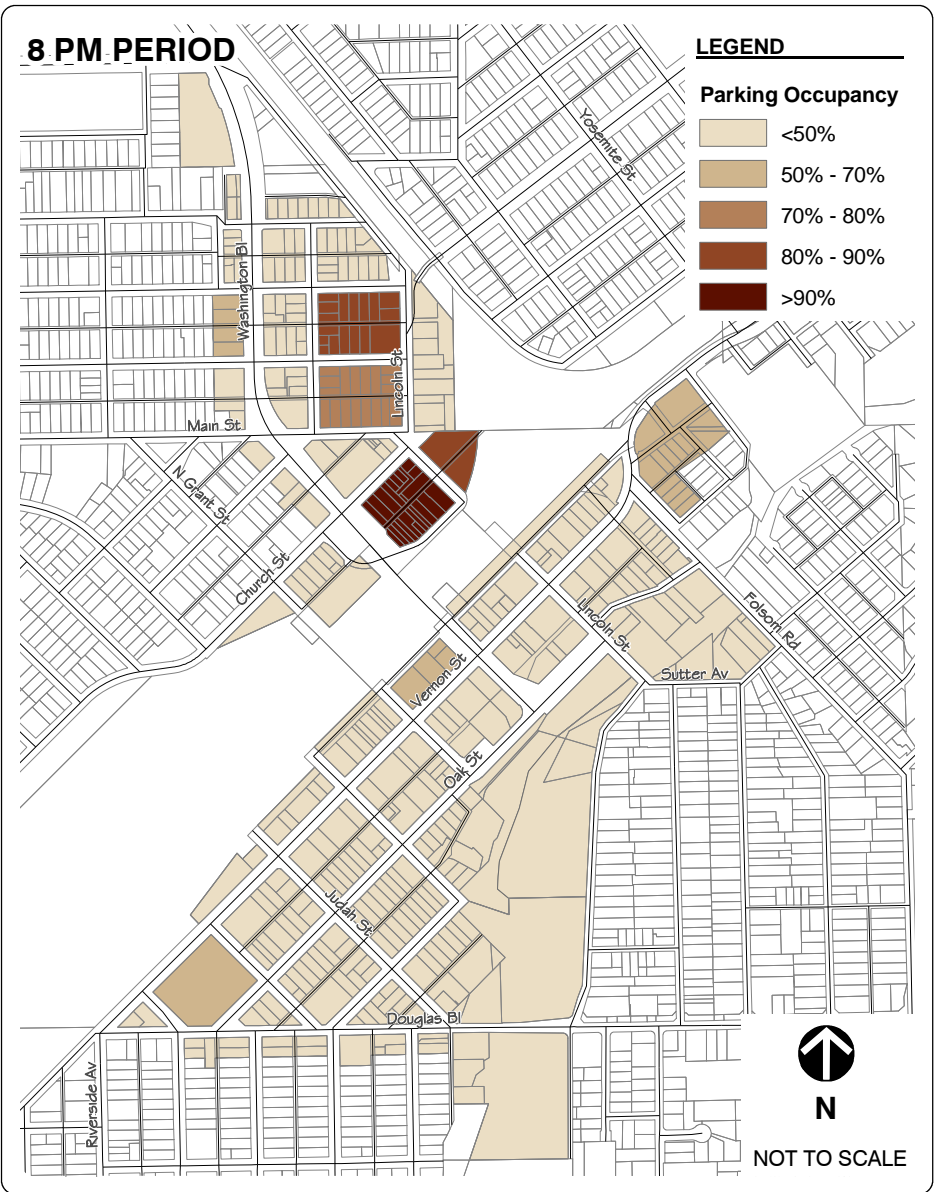
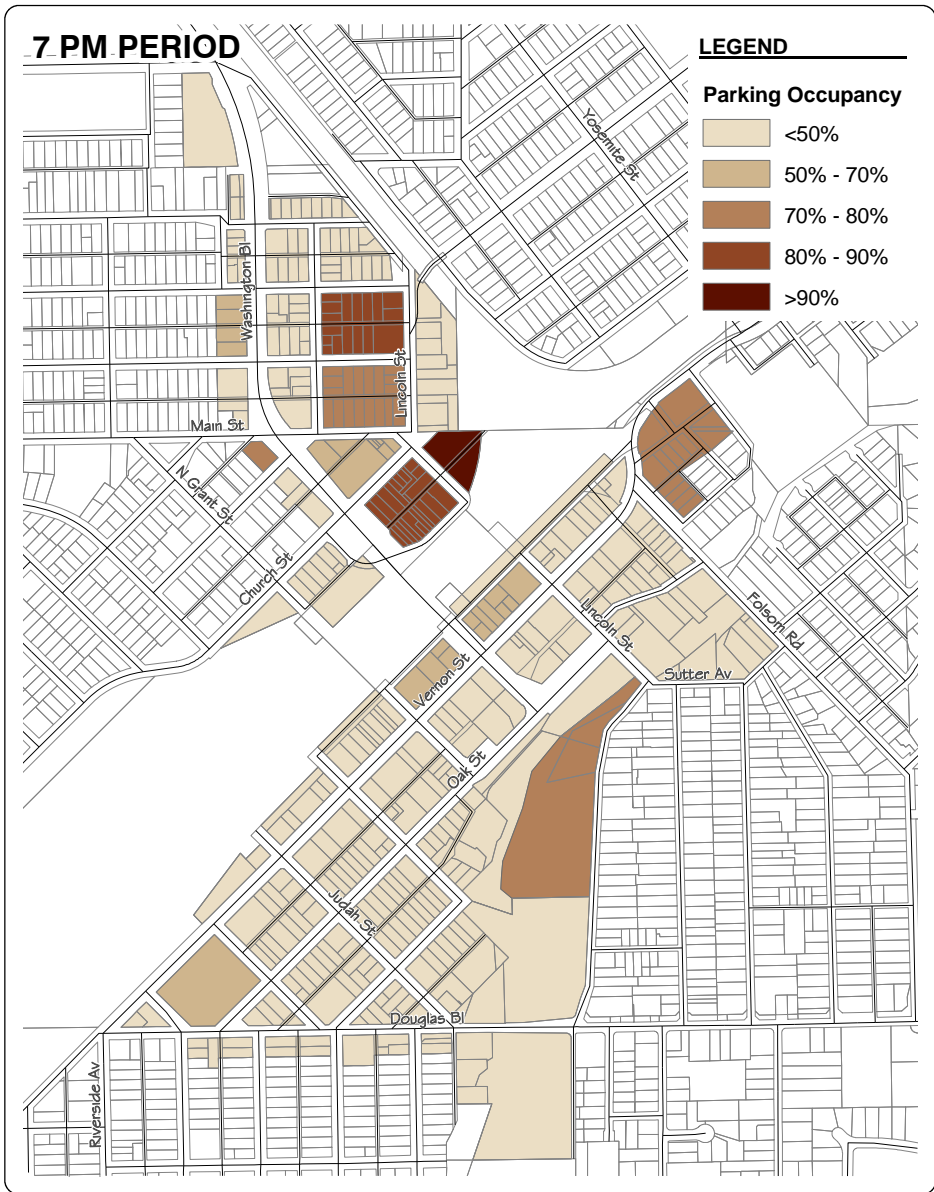


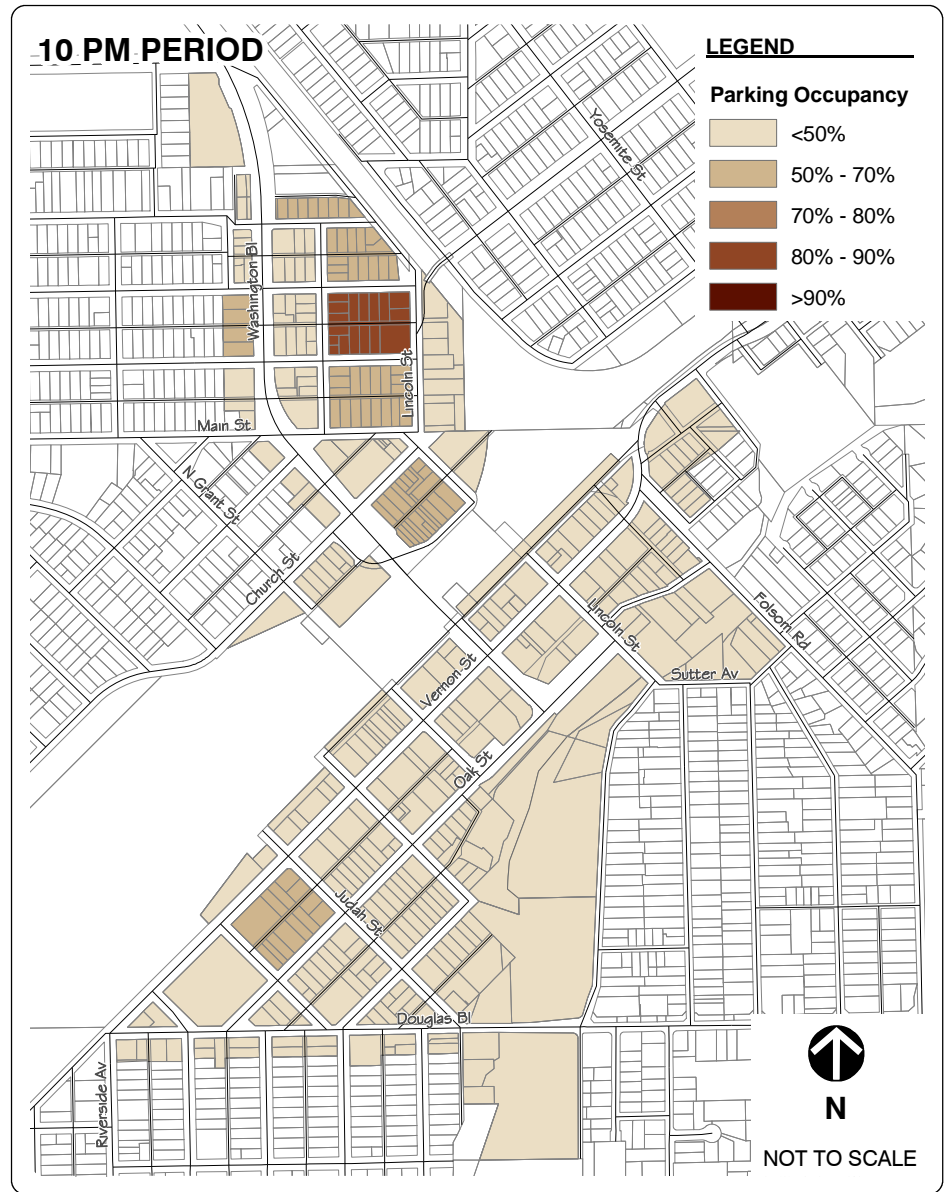
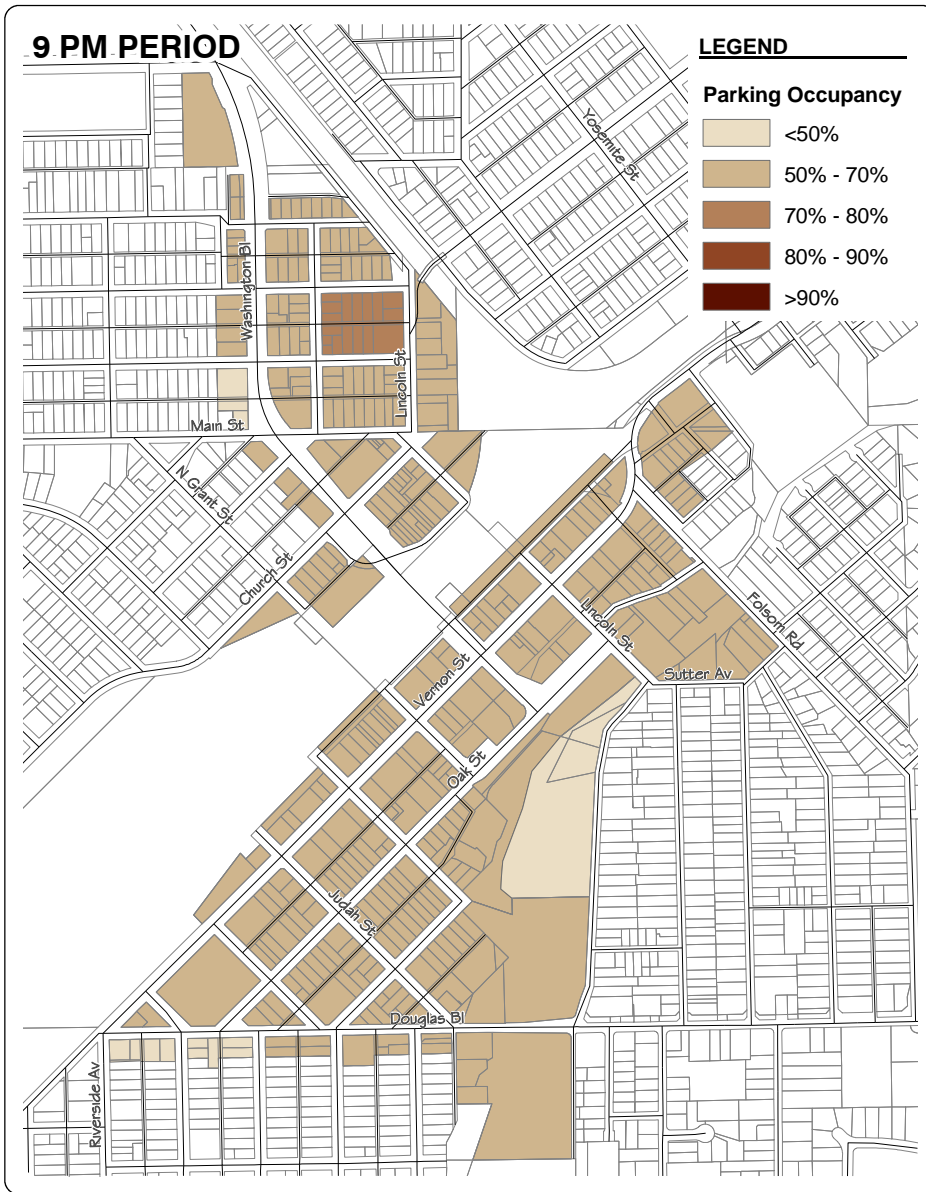










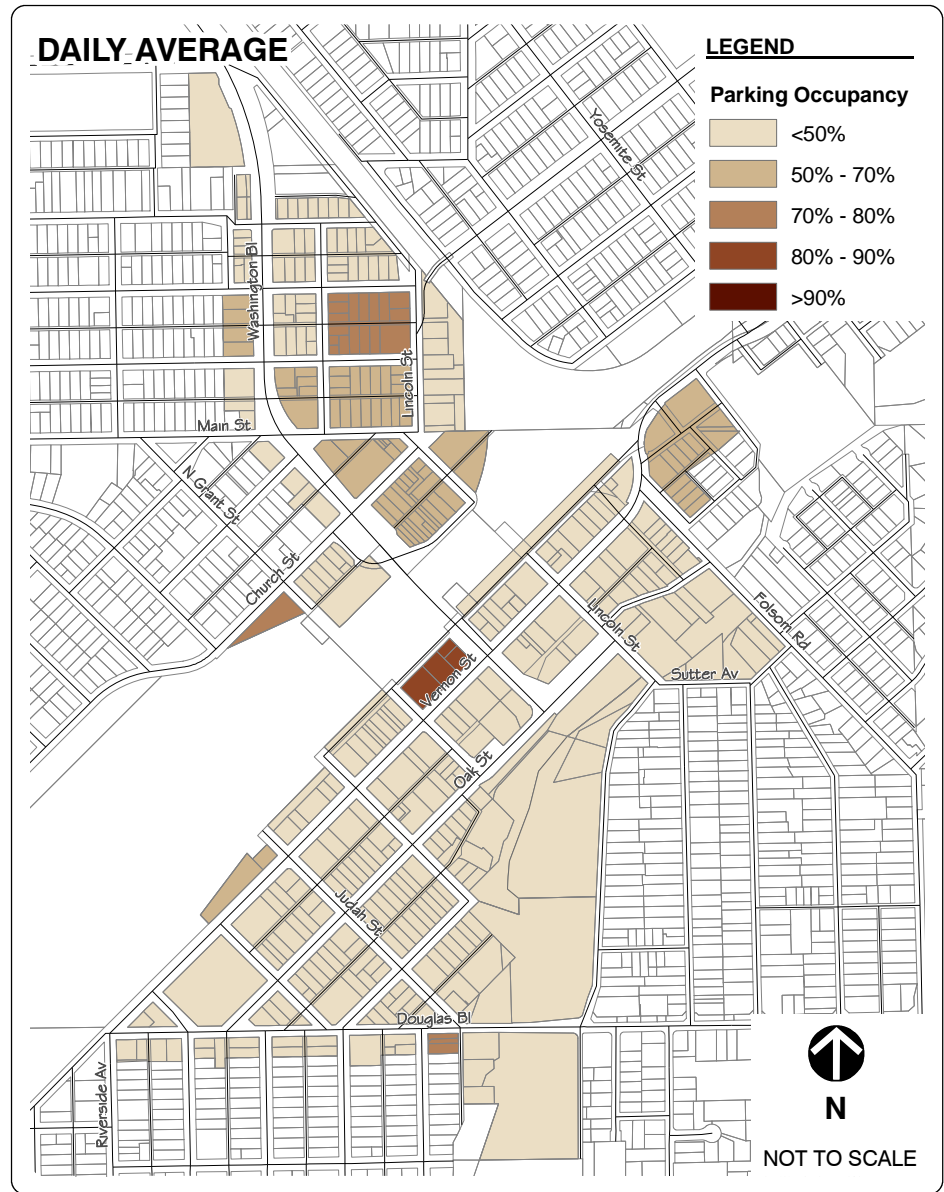
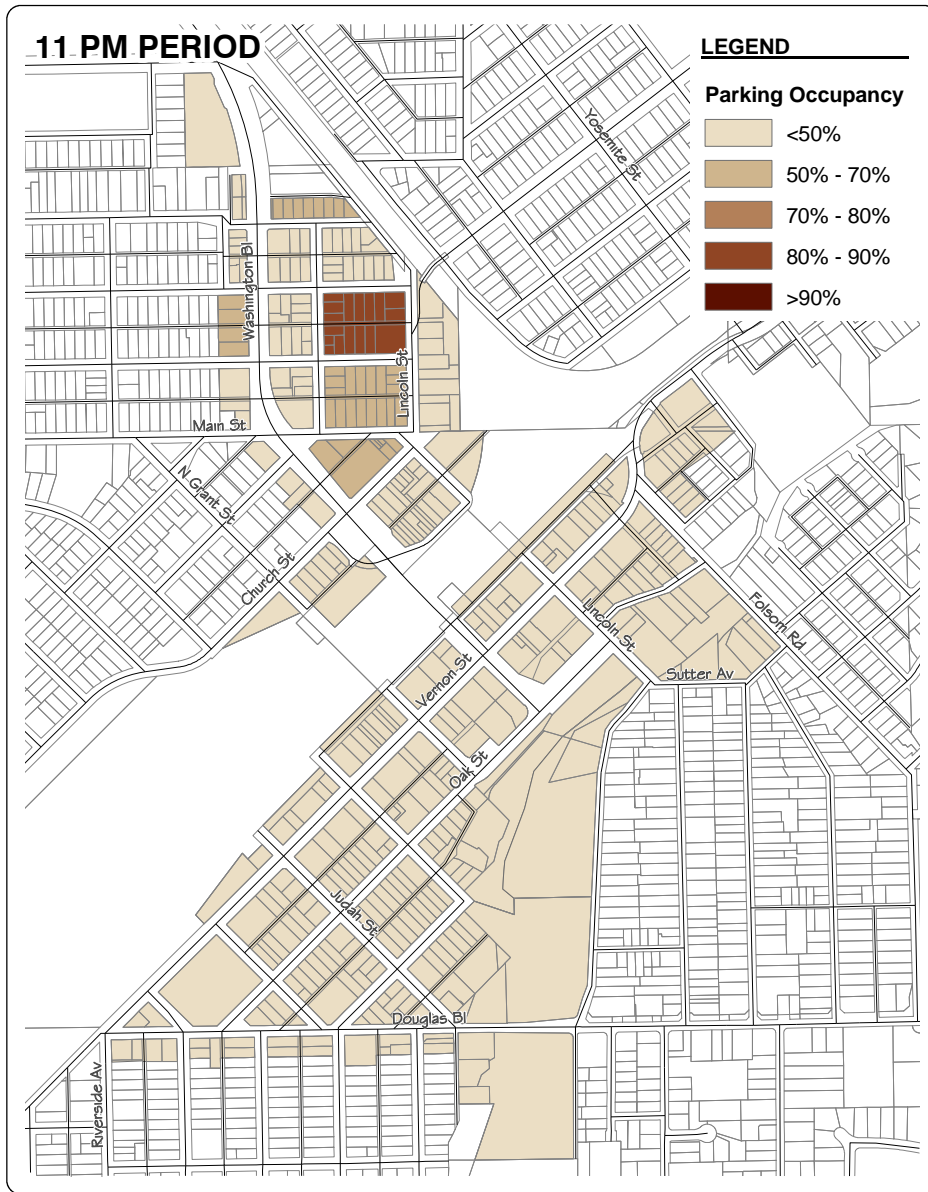


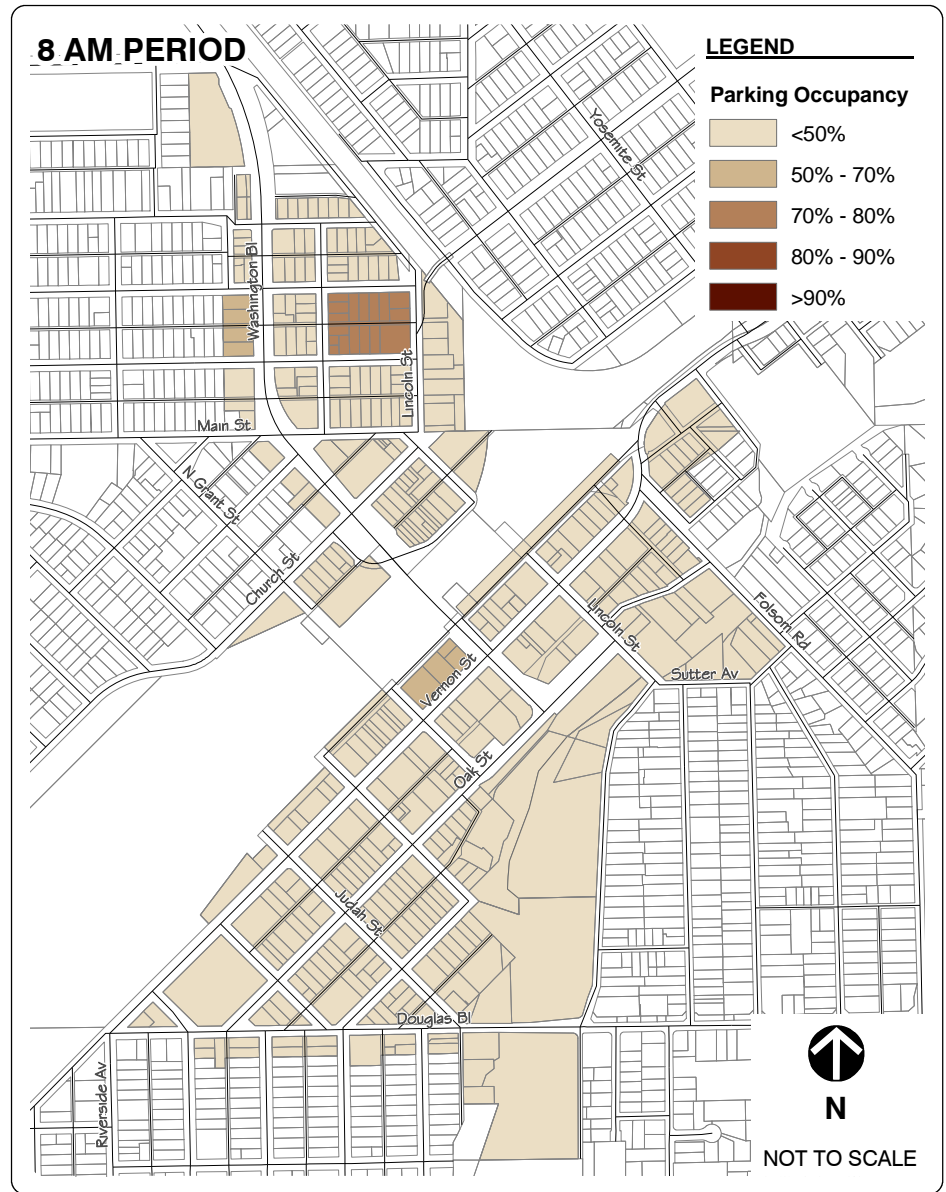
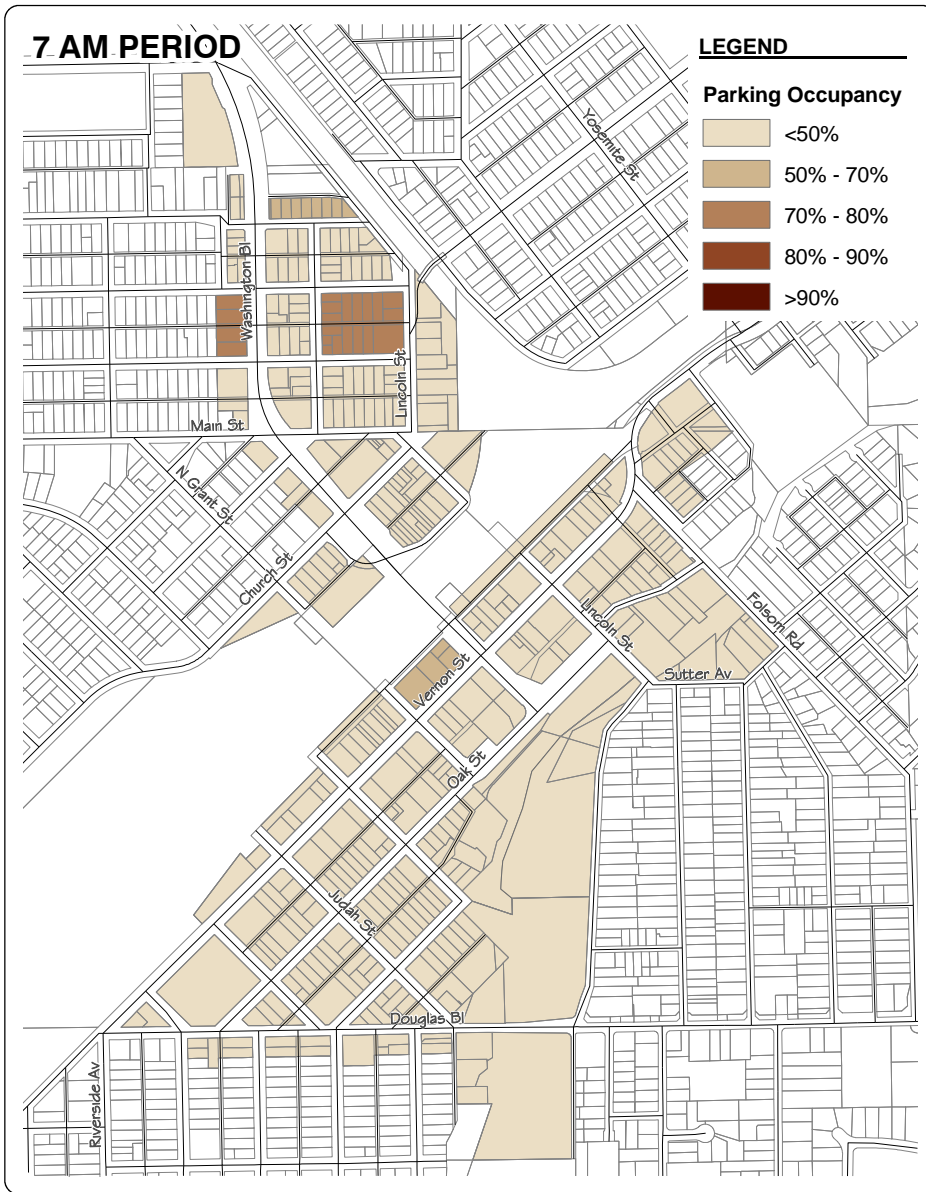
**FEHR & PEERS**  
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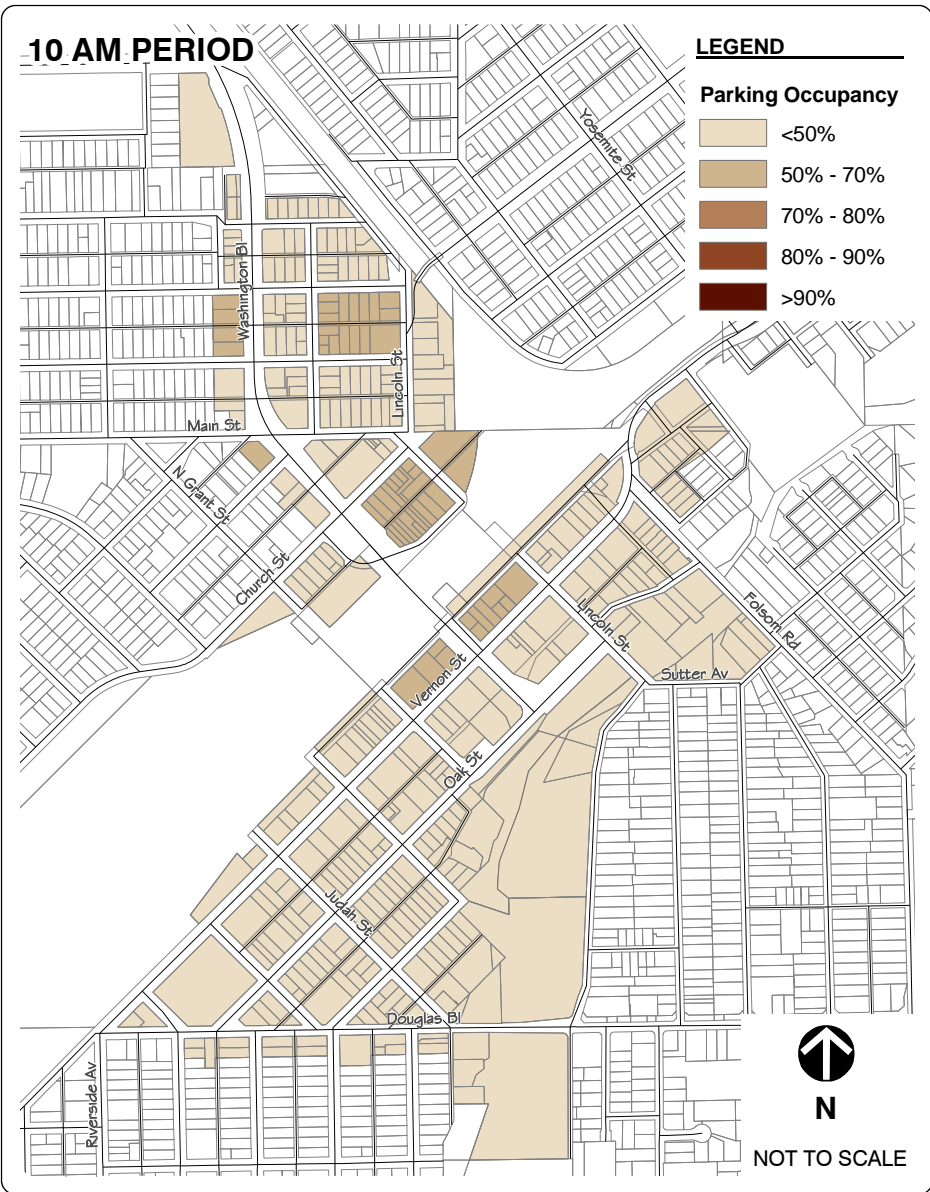
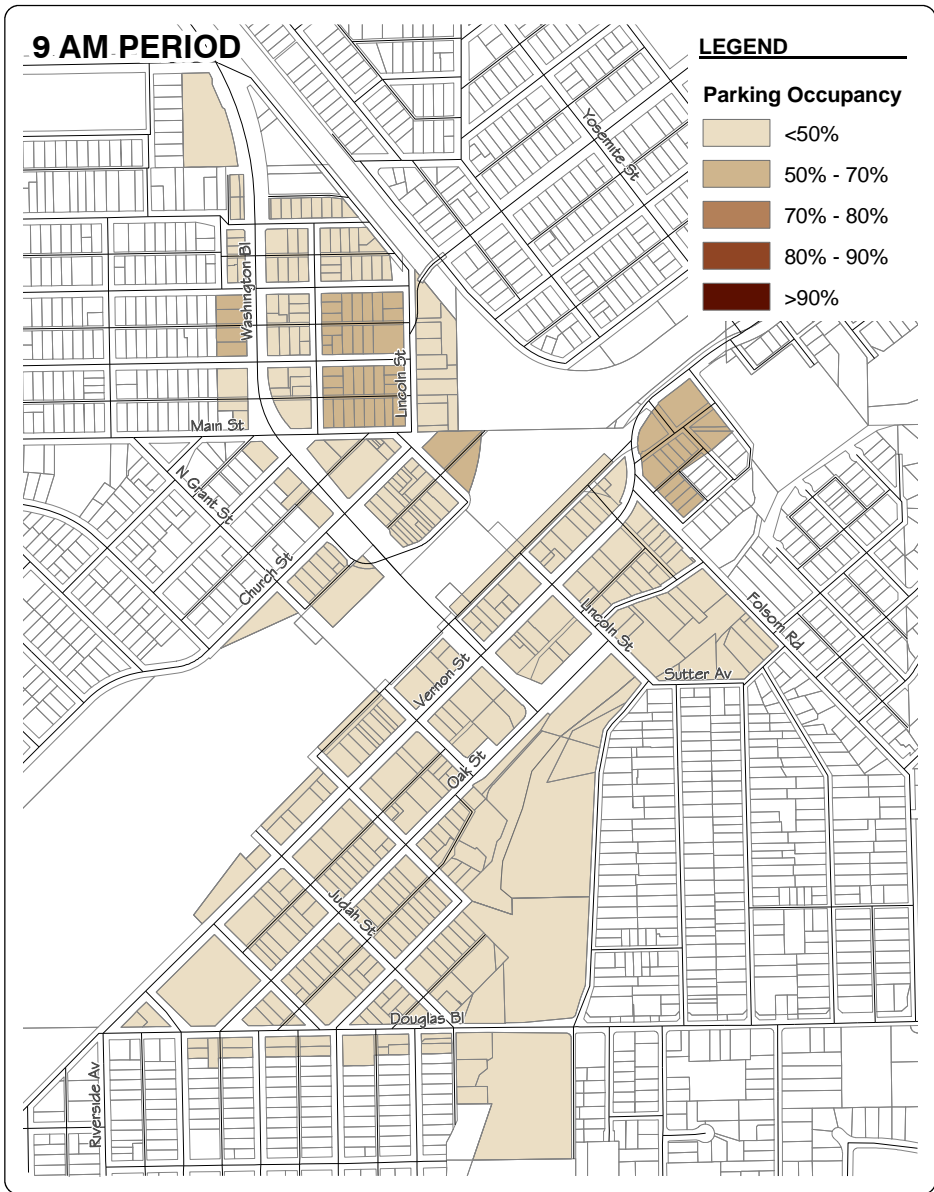
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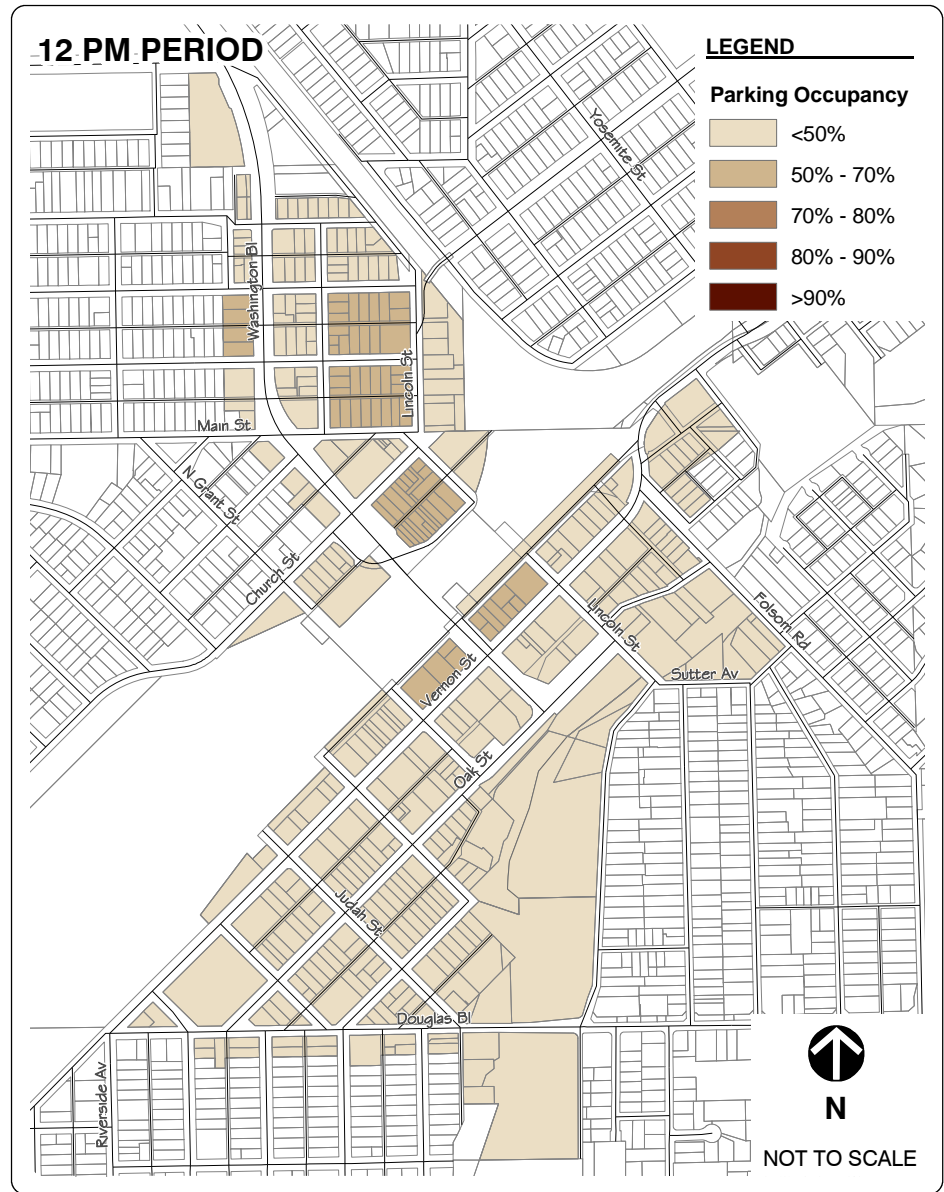
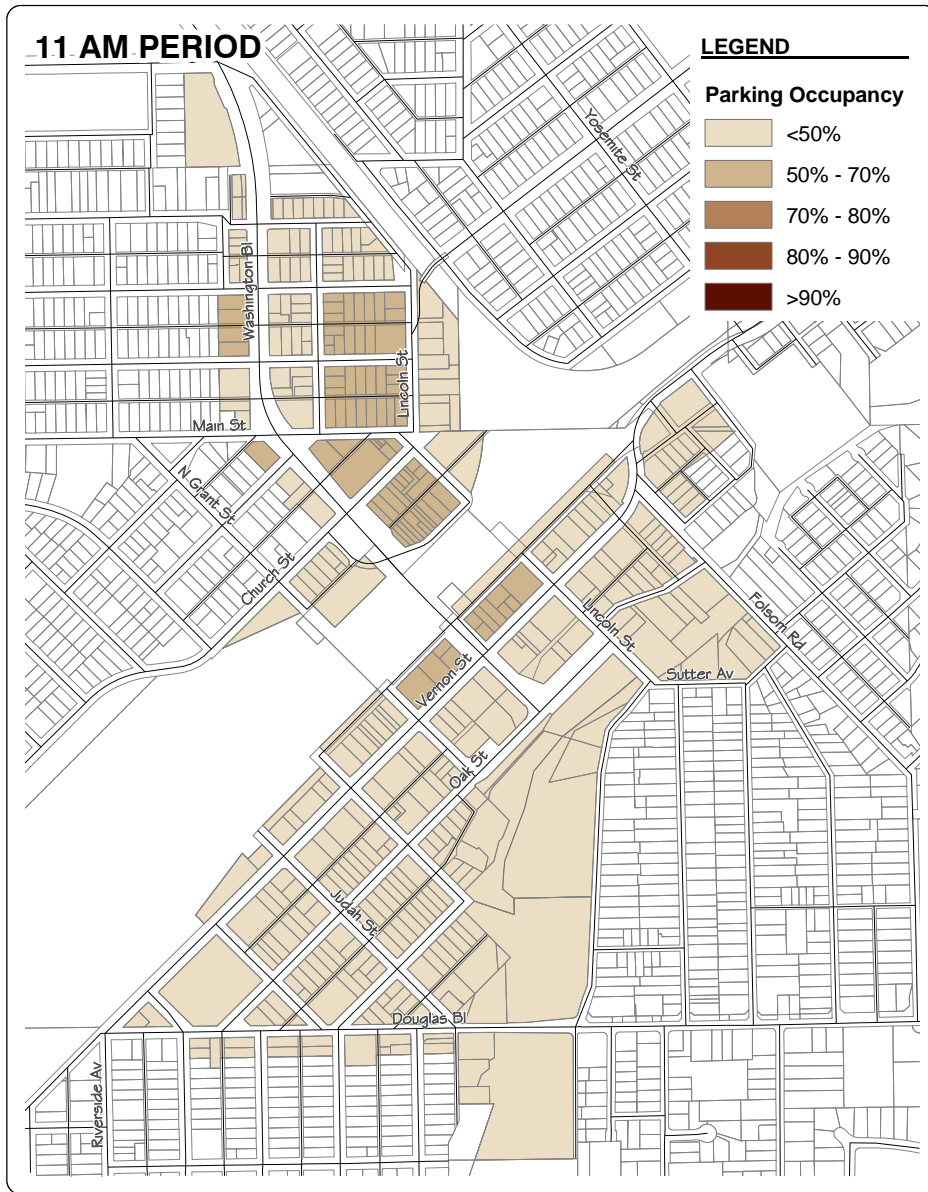
**WEEKDAY PARKING OCCUPANCY RATE**  
**9 PM AND 10 PM PERIOD**

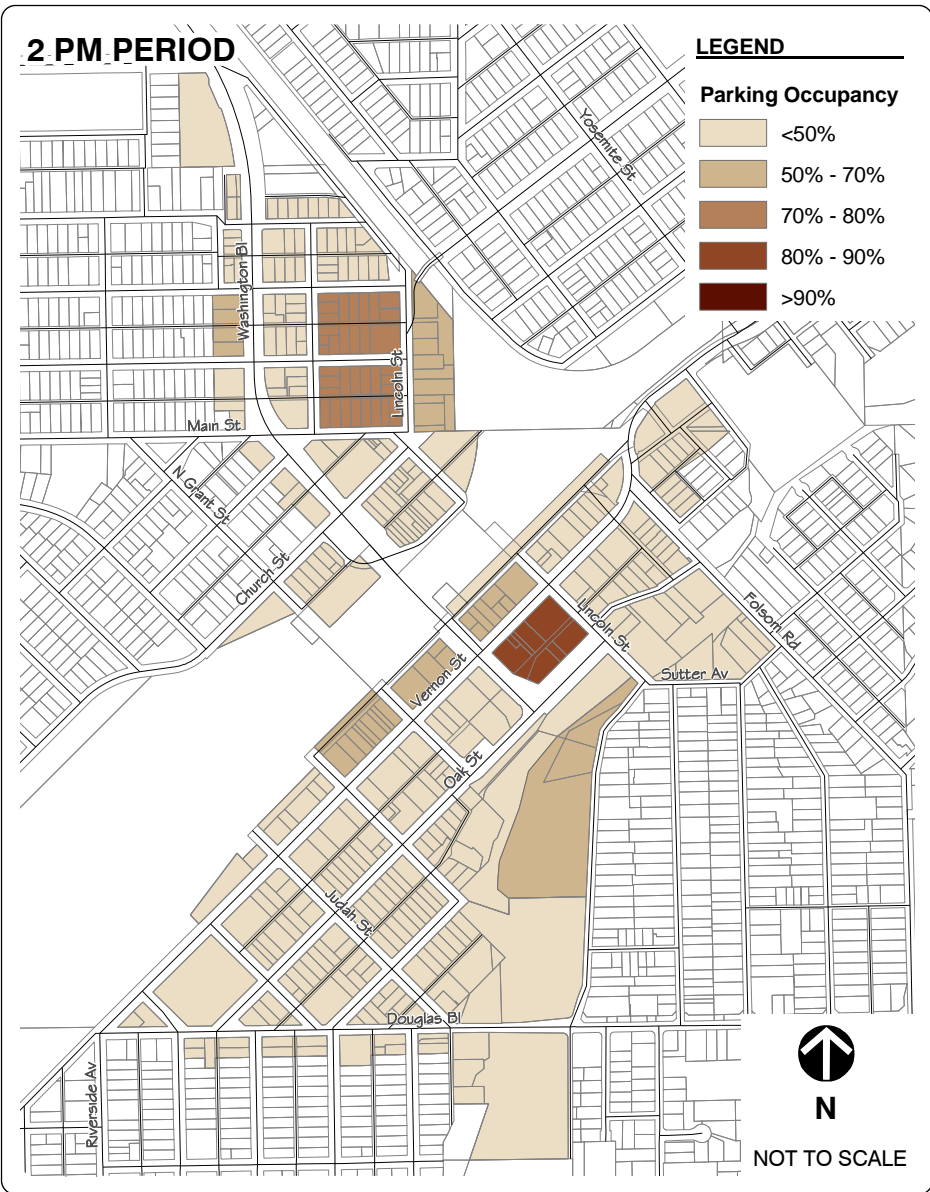
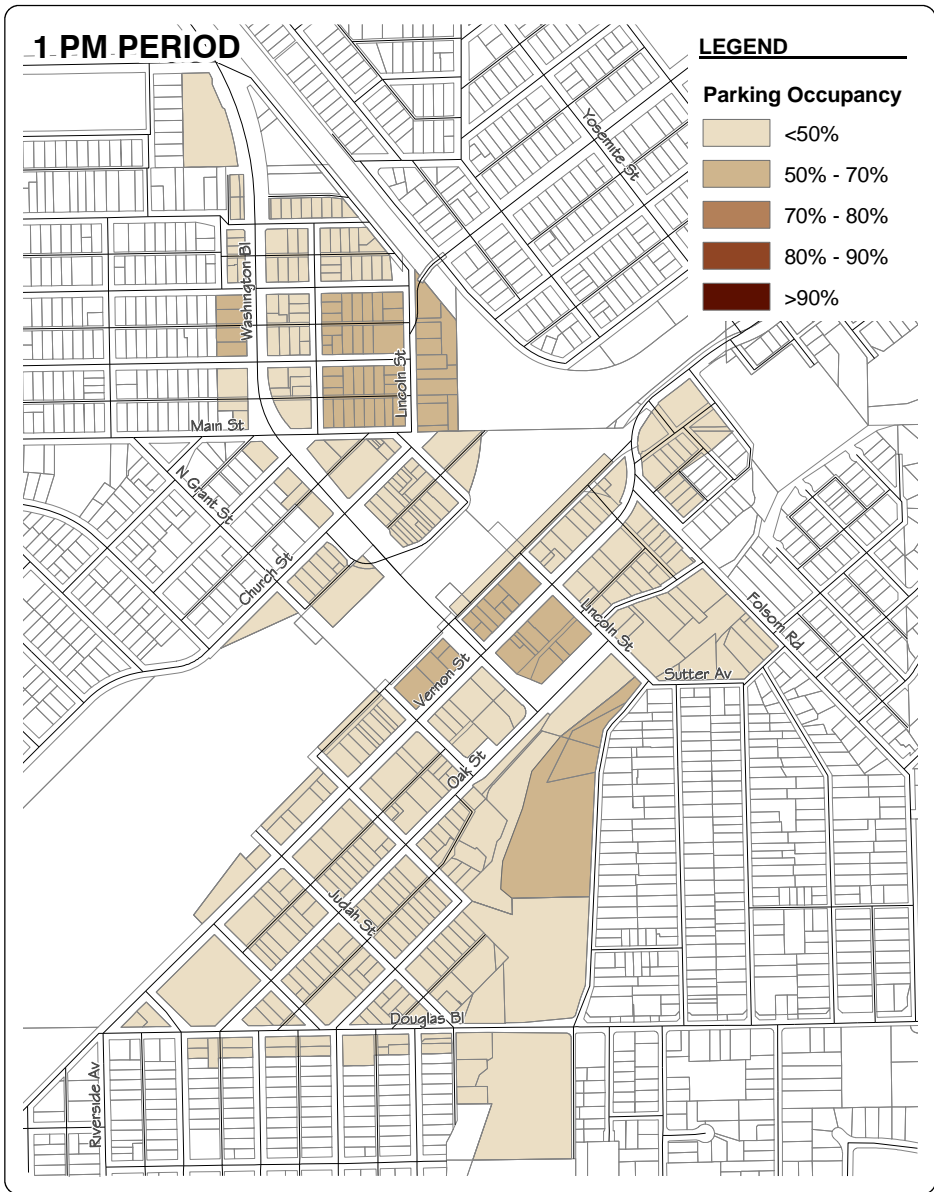
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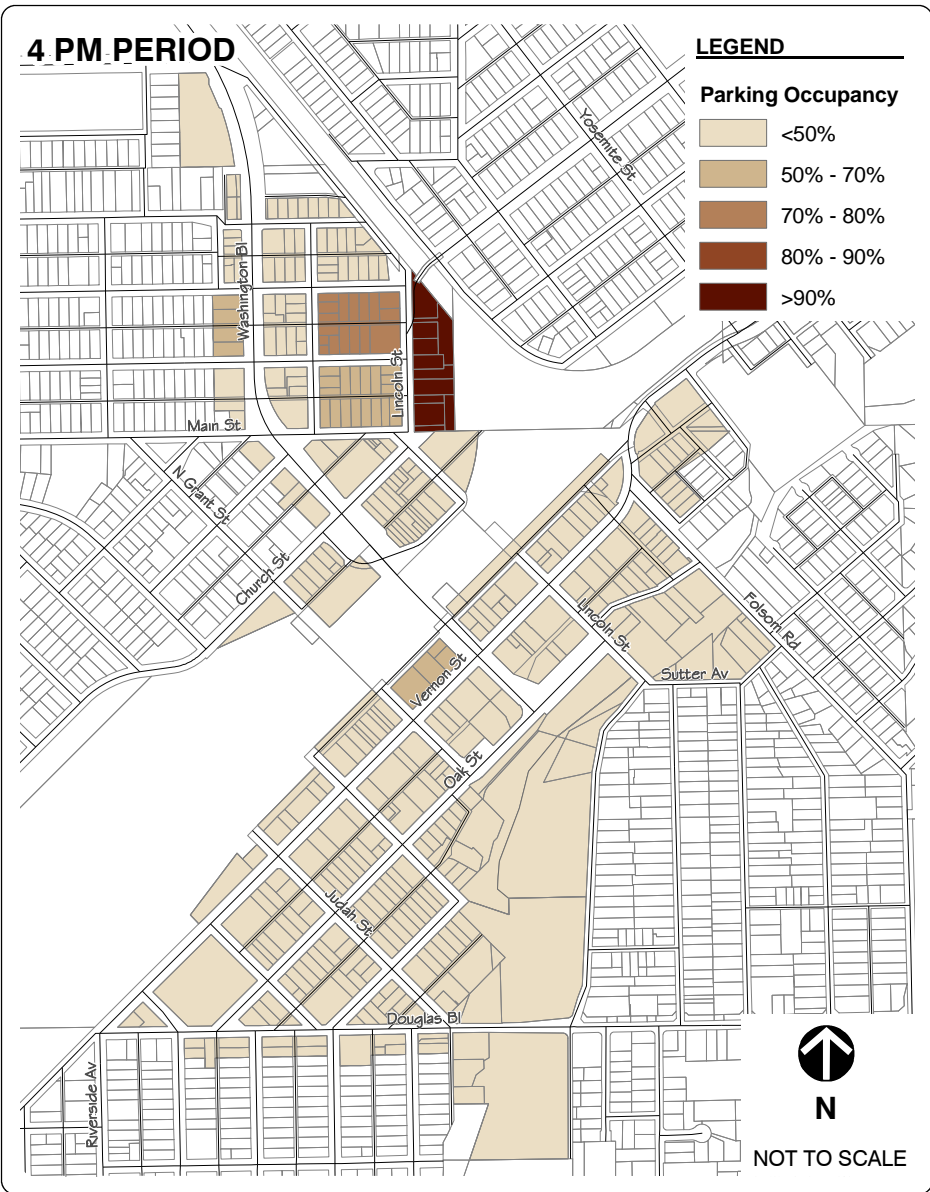
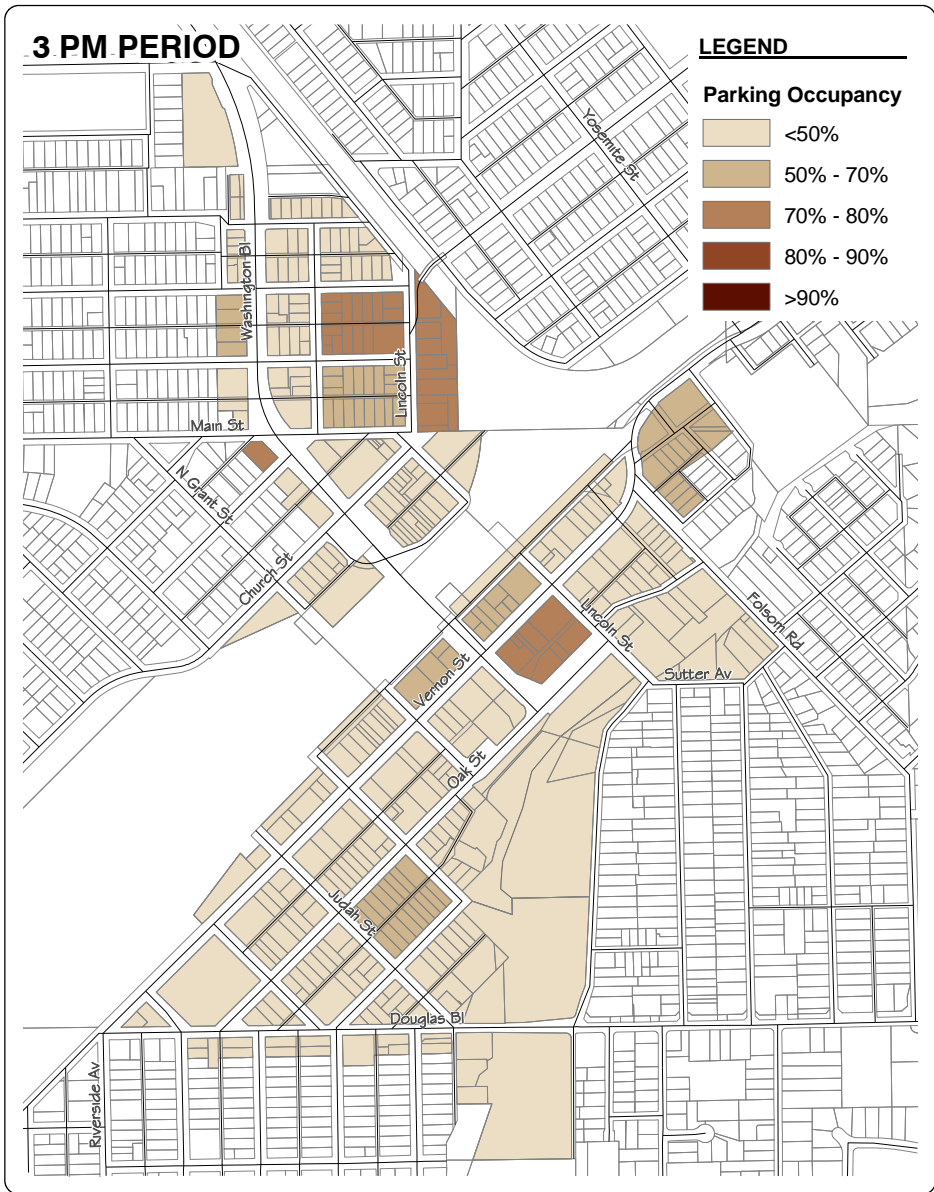


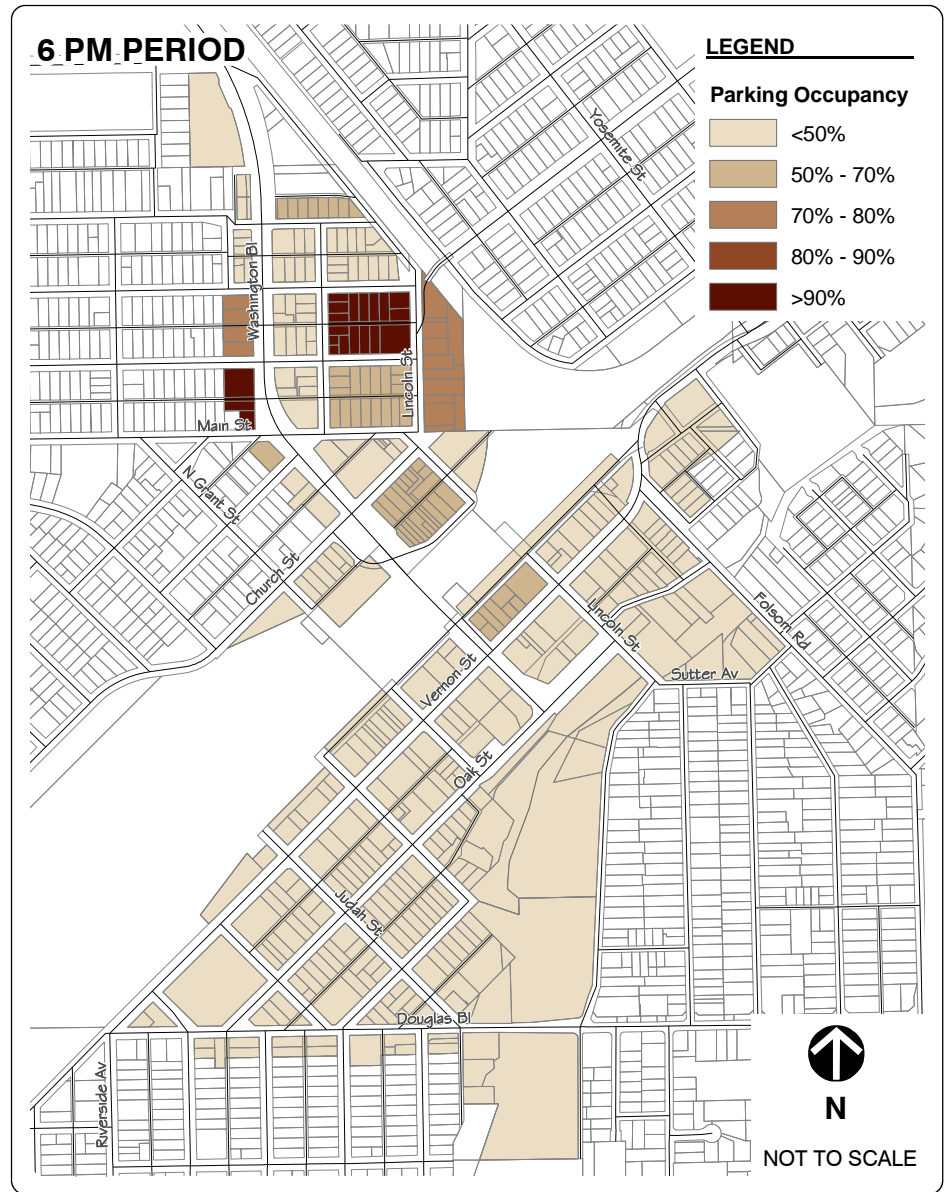
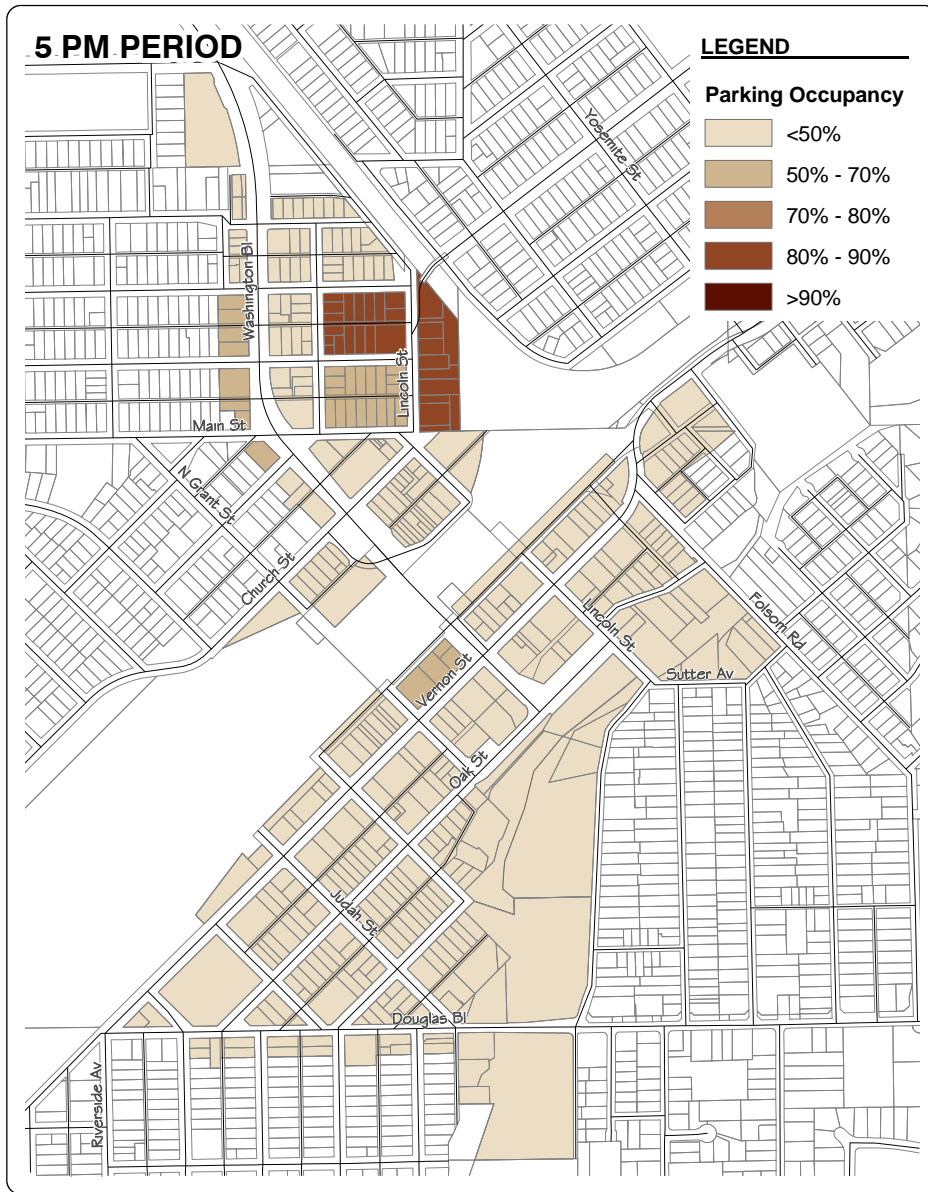










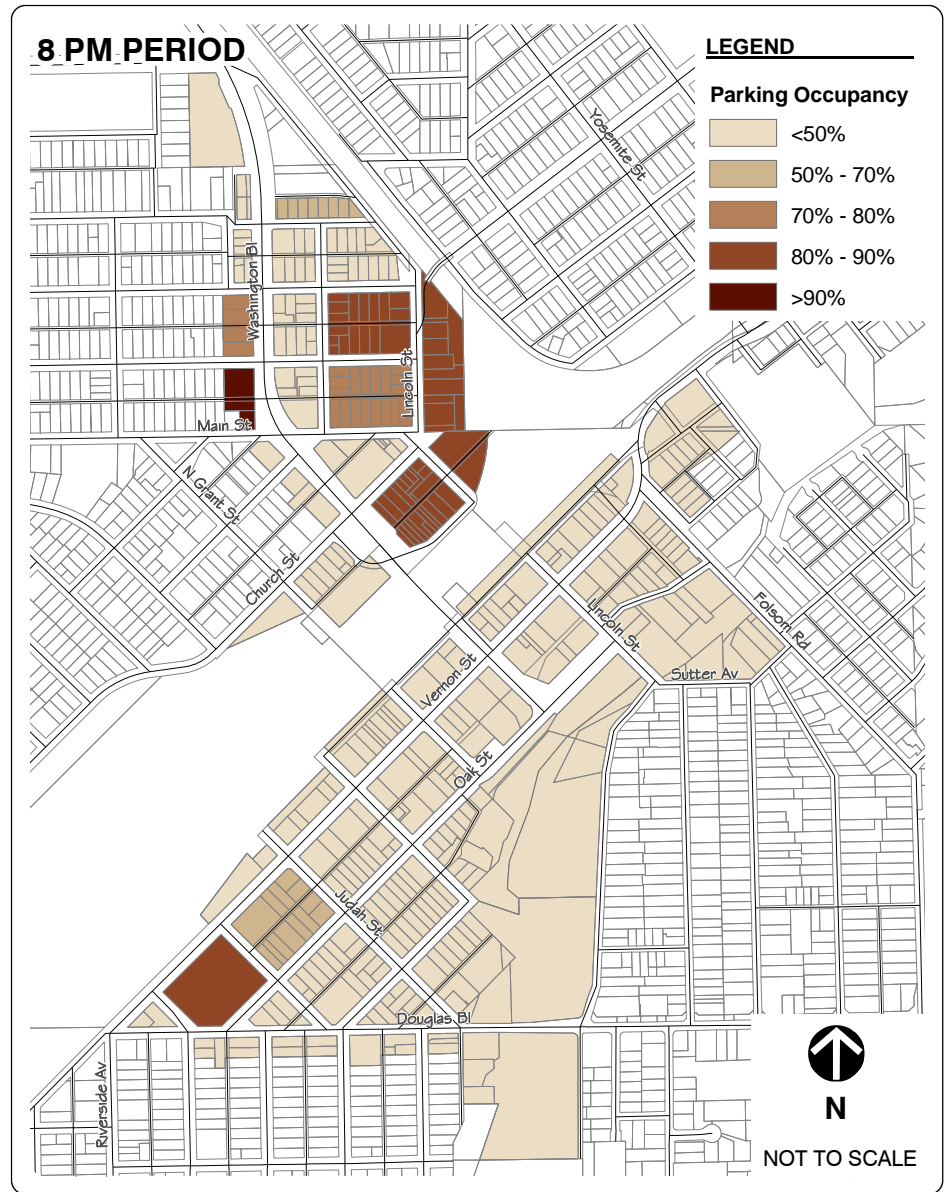
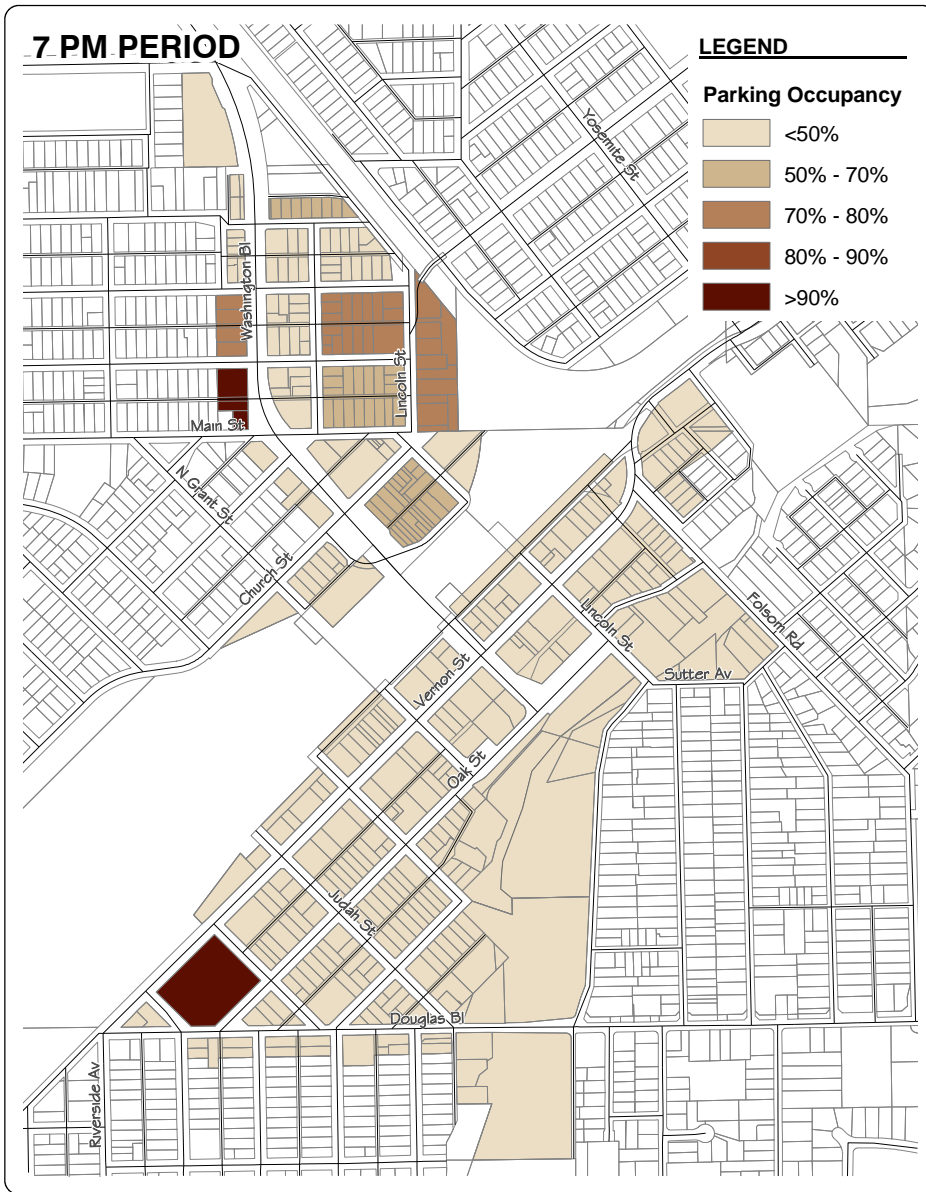


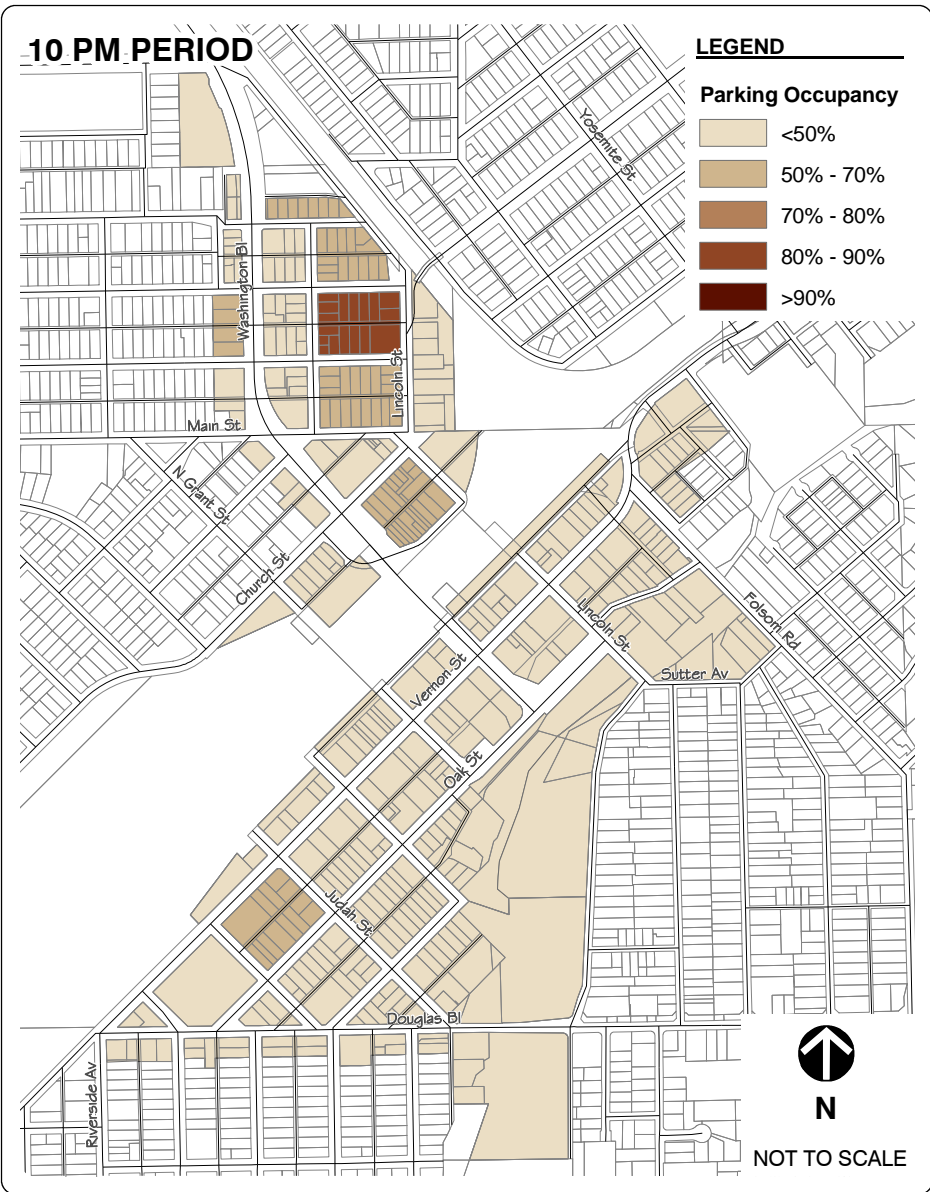
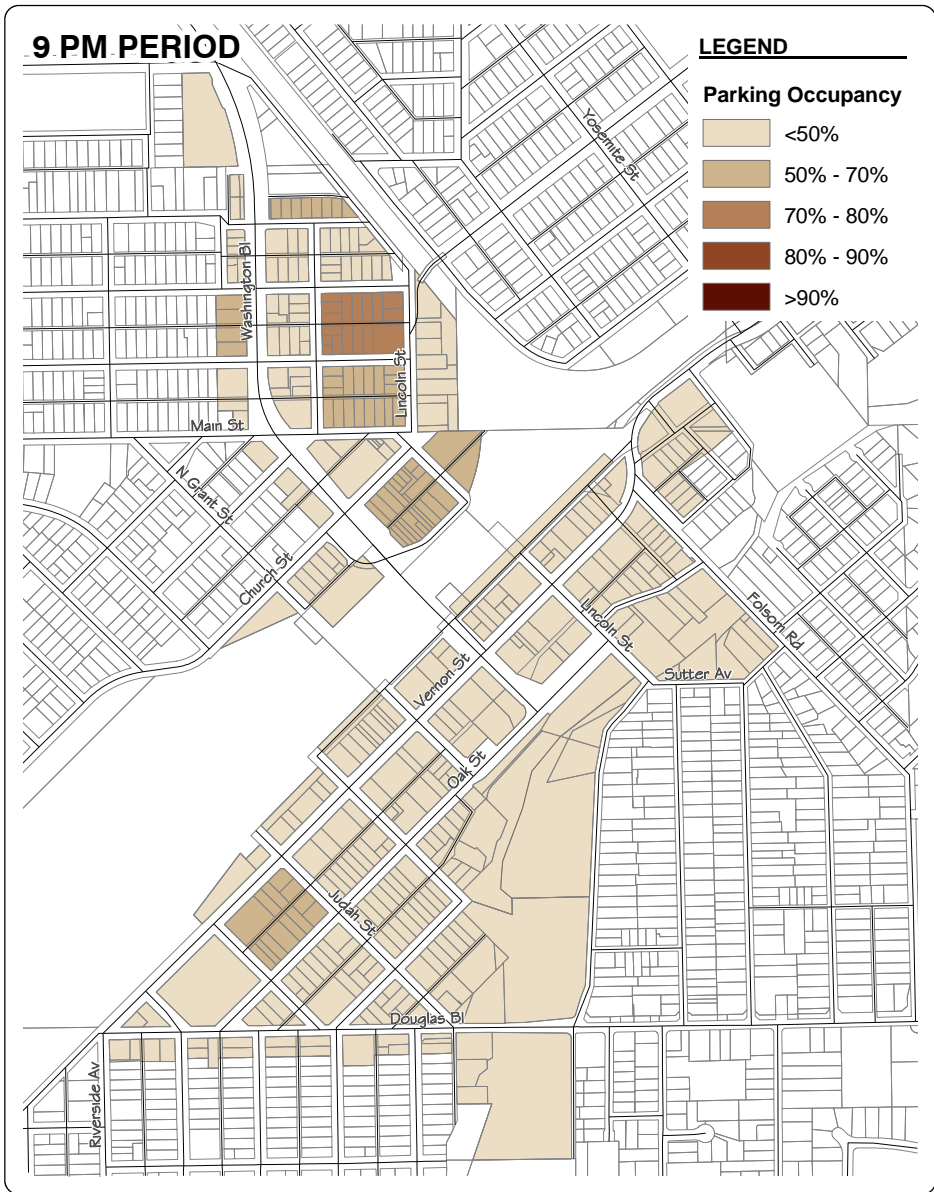
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TRANSPORTATION CONSULTANTS

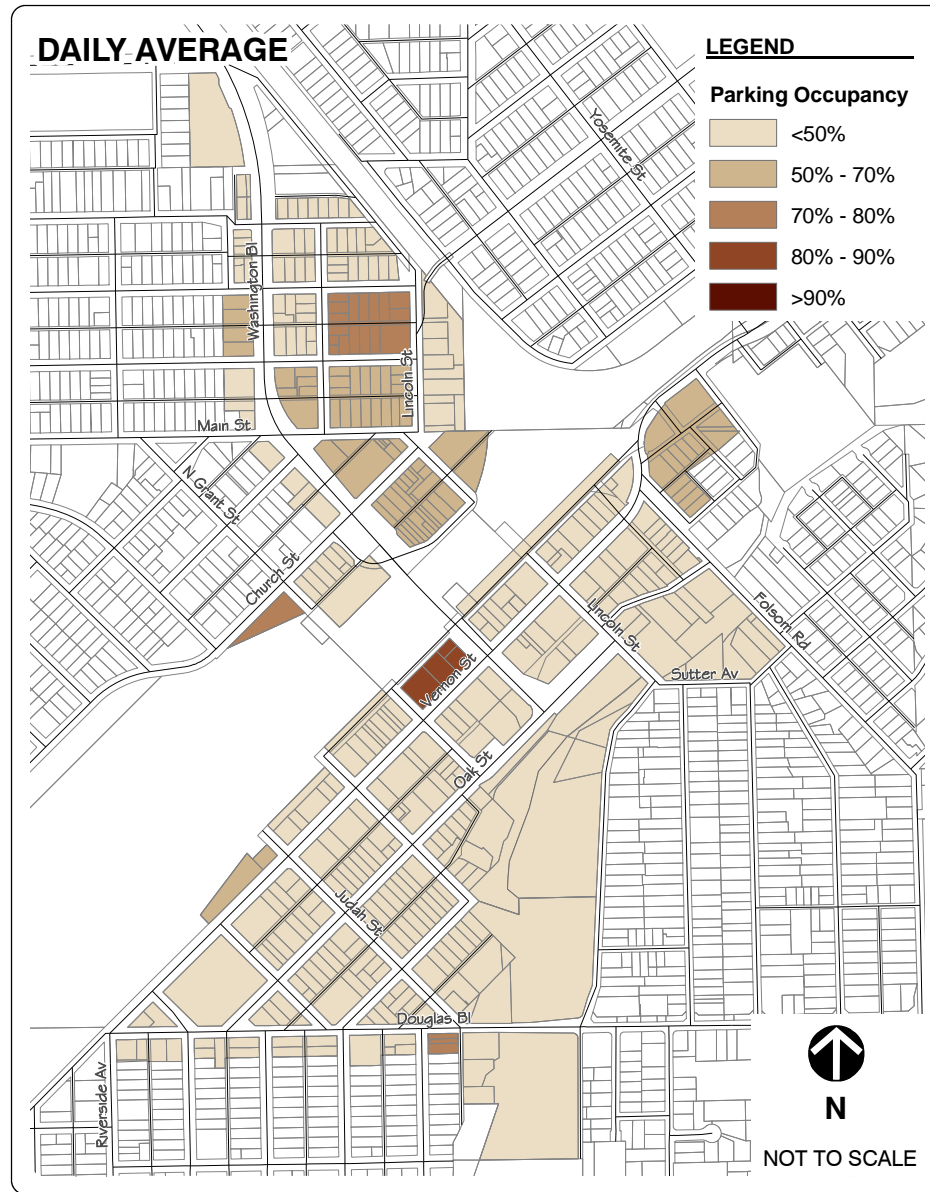
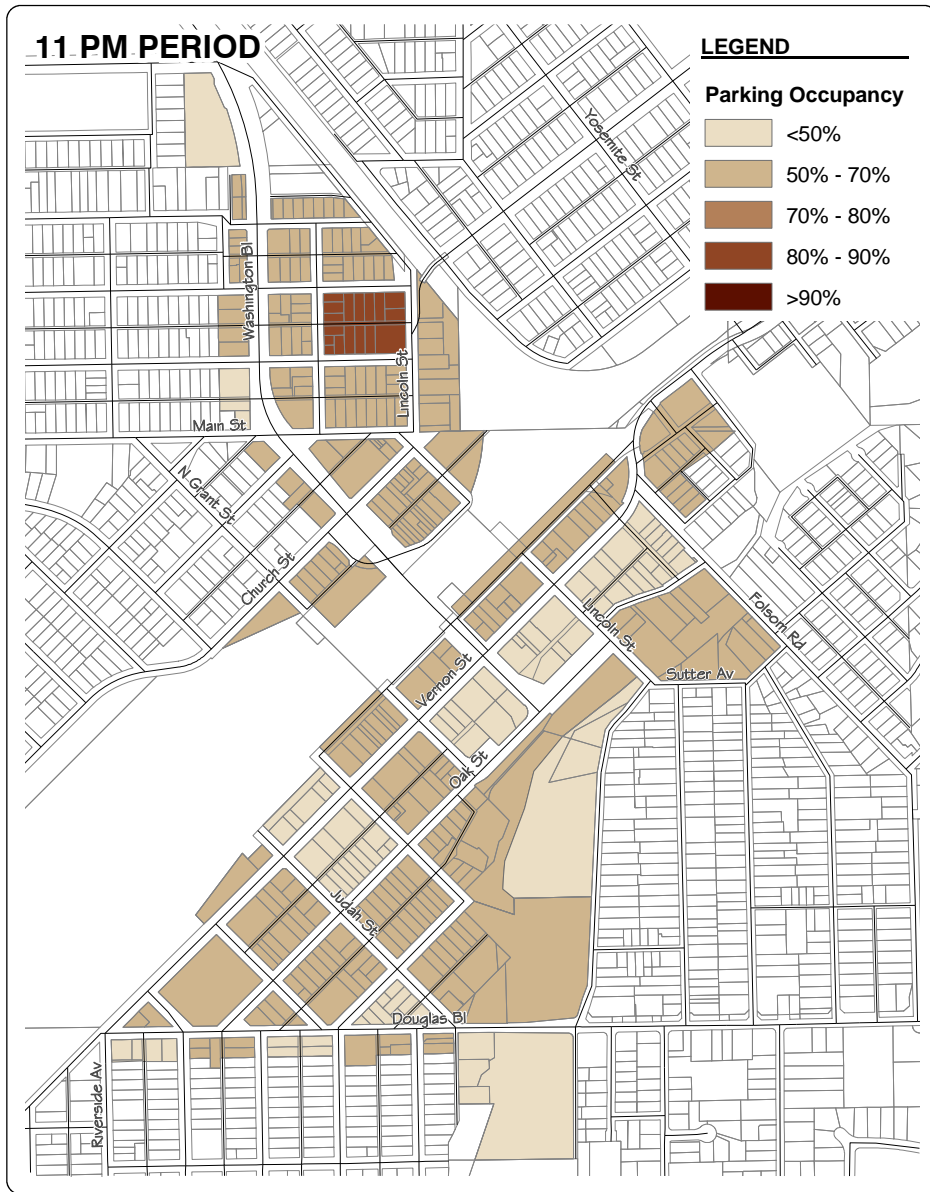
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**WEEKEND PARKING OCCUPANCY RATE**  
**5 PM AND 6 PM PERIOD**

**FIGURE 16**







## Appendix C - Implementation Plan Table

### RECOMMENDATION # 1: ONGOING PARKING DEMAND SURVEYS

Steps	Responsibility	Timing/Details	Completion Date
Establish a funding source: approximately \$7,000 every two years/can be reduced through staff participation on surveys	Planning, Housing & Redevelopment	Every two years: FY 2012/13. 2014/15, 2016/17...	Until meter program is fully developed; electronic data from meters will replace this activity
Contract with consultant to conduct surveys and organize data on even years: 2012, 2014, etc.	Planning, Housing & Redevelopment	Every two years: FY 2012/13. 2014/15, 2016/17...	Until meter program is fully developed; electronic data from meters will replace this activity
Evaluate data to identify high demand areas	Planning, Housing & Redevelopment	Every two years: FY 2012/13. 2014/15, 2016/17...	Until meter program is fully developed; electronic data from meters will replace this activity

### #2: SIMPLIFY LONG-TERM DEMAND ESTIMATES

Steps	Responsibility	Timing/Details	Completion Date
Develop a process for tracking added residential units and commercial space in Downtown Roseville (development data)	Planning, Housing & Redevelopment	PMP proposes formula	Summer, 2011
Track parking inventory: 02/10 inventory + new public spaces + parking added by private development projects	Planning, Housing & Redevelopment	Twice a year or after any significant development project. January 1/July 1	Ongoing
Plug data into formula provided	Planning, Housing & Redevelopment	January 1/July 1 annually	Ongoing
Review data, feedback, and DTSP projections to determine the need for public parking facilities	Planning, Housing & Redevelopment	January 1/July 1 annually	Ongoing

### #3: REDUCE AND/OR ELIMINATE TIME LIMITS

Steps	Responsibility	Timing/Details	Completion Date
Extract time limit information from Fehr & Peers surveys	Planning, Housing & Redevelopment	Data in hand, needs to be organized	Summer, 2011
Review existing time limit data with staff and RRC Parking Subcommittee	Planning, Housing & Redevelopment	3 <sup>rd</sup> quarterly RRC Parking Subcommittee meeting	October, 2011
Develop recommendations regarding time limits; (eliminate limits over 4 hrs)	RRC Parking Subcommittee	4th quarterly RRC Parking Subcommittee meeting	January, 2012
Make minor adjustments to current limits: no parking time limits over 4 hours	Public Works - Transportation	Staff shall respond to committee recommendations	2012
Monitor in relation to the proposed meter program, remove time limits as meters are installed	Public Works - Transportation	Time limits completely removed from areas where meters are installed	TBD

### #4: ESTABLISH VALET PARKING ORDINANCE

Steps	Responsibility	Timing/Details	Completion Date
Coordinate the development of a Valet Parking Ordinance with Planning staff: (see Sacramento ordinance)	Planning, Housing & Redevelopment	City of Sacramento ordinance can be used as a guideline, process can begin immediately	Summer, 2011
Submit to Council for adoption	Planning, Housing & Redevelopment	2 <sup>nd</sup> Council meeting in September	November, 2011
Develop application and brochure	Planning, Housing & Redevelopment	After adoption	December, 2011
Distribute to merchants associations and targeted businesses	Planning, Housing & Redevelopment	Merchants meetings, site visits	12/31/2011
Post on website	Planning, Housing & Redevelopment	Existing Downtown webpages	January, 2012

**#5: EXPAND MERCHANT PERMIT PROGRAM**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Monitor in relation to the proposed meter program	Planning, Housing & Redevelopment	Meter installations may increase need for permits	Ongoing
Expand program when free parking is no longer readily available	Planning, Housing & Redevelopment	Monitor merchant parking opportunities in HOT and on Vernon St. separately	TBD
Establish permit rates: Annual Meter Cost x 25%	Planning, Housing & Redevelopment	Reviewed annually (Jan. 1 <sup>st</sup> ), per meter rates at that time	Ongoing
Expand upon the existing Downtown Merchant Parking Permit Program, revise ordinance	City Attorney's Office	After meter installations begin	TBD
Submit to Council for adoption	Planning, Housing & Redevelopment	When needed	TBD
Develop application, permit, and literature	Planning, Housing & Redevelopment	After adoption	TBD
Distribute to merchants associations and businesses	Planning, Housing & Redevelopment	Merchants meetings, site visits	TBD
Post on website	Planning, Housing & Redevelopment	Existing Downtown webpages	TBD

**#6: LIMIT NEIGHBORHOOD INTRUSION WITH SIGNAGE**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Solicit input from downtown neighborhood associations regarding non-resident parking	Planning, Housing & Redevelopment	Continual dialog	Ongoing
Add new signs that provide clear direction to nearby public parking facilities	Public Works	Initial signs can be installed in 2012, added signs can be installed as needed	Ongoing

**#7: INCREASED PARKING ENFORCEMENT**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Define enforcement resources needed (personnel, funding)	Police	Enforcement needs to expand as soon as possible	Ongoing
Fund and staff the effort	Police	Expand in 2011/12 FY	Ongoing
Coordinate enforcement with other plan strategies (meters)	Planning, Housing & Redevelopment	Notify enforcement personnel of all program changes	Ongoing

**#8: DMV LIENS ON UNPAID CITATIONS**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Clarify current collection process for citations	City Attorney's Office	Review with staff	12/31/2010
Coordinate with Department of Motor Vehicles (DMV) regarding the placement of liens against unpaid citations	City Attorney's Office	Contact DMV	12/31/2011
Establish an internal process for collections and liens	City Attorney's Office	Review with staff	12/31/2011

**#9: "MARKET-RATE" PRICING DEFINED**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Establish an ordinance that defines market rate pricing as the rate required to maintain parking occupancy rates near 85%	Planning, Housing & Redevelopment	Adopt PMP, develop ordinance	12/31/2012

**#10: MONITOR HISTORIC OLD TOWN**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Monitor parking demand in Historic Old Town	Planning, Housing & Redevelopment	New surface lot was completed in October, 2010; monitor parking demand in HOT through PMP adoption	12/31/2011
Project demand associated with proposed housing projects at Washington/Main and Pacific Street if projects are formally approved	Planning, Housing & Redevelopment	At plan submittals	12/31/2013
If appropriate, as determined by parking demand, install first phase of parking meters in this district	Planning, Housing & Redevelopment	When overall parking demand reaches 75% of capacity	TBD

**#11: PROVIDE FREE PARKING**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Identify locations of parking spaces that can remain free long-term	Planning, Housing & Redevelopment	Inventory public parking garages and lots; identify remote parking spaces	12/31/2011
Include available free spaces in marketing materials	Planning, Housing & Redevelopment	When metering program begins	Ongoing

**#12: CREATE METER INSTALLATION PLAN**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Establish the entire DTSP area as a parking meter zone	City Attorney's Office	Adopt PMP, establish ordinance	12/31/2011
Identify high-demand areas (75%+ parking space capacity)	Planning, Housing & Redevelopment	Consultant - every two years: FY 2012/13, 2014/15, 2016/17	Until meter program is fully developed; electronic data from meters will replace this activity
Evaluate and choose a high-tech, multi-space meter	RRC Parking Subcommittee	Request for proposal or an existing agreement	TBD
Enter into a supply agreement	Planning, Housing & Redevelopment	Successful proposal, 60 days after award	TBD
Install meters in high-demand areas	Planning, Housing & Redevelopment	As required per parking demand data	TBD
Monitor data and adjust program as necessary	Planning, Housing & Redevelopment	Meters will continuously provide data for review	Ongoing

**#13: ADJUST METER RATES AS NEEDED**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Set initial meter rate: \$.25	Planning, Housing & Redevelopment	Per consultant recommendation	TBD
Request Council authorization to set rates as needed to maintain identified occupancy	Planning, Housing & Redevelopment	Adopt PMP, establish ordinance	12/31/2012
Adjust rates	RRC	RRC - 2 <sup>nd</sup> Monday/odd months	As needed

**#14: ADJUST OTHER FEES AS NEEDED**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Track effectiveness of parking fees (fines, permits)	Planning, Housing & Redevelopment	Staff observation	Ongoing
Coordinate fee review	Planning, Housing & Redevelopment	RRC Parking Subcommittee, staff	As needed
Adjust fees	City Attorney's Office	Per recommendations of above	As needed

### #15: SURFACE LEVEL LOTS ARE A SHORT-TERM SOLUTION

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Monitor parking demand throughout Downtown Roseville	Planning, Housing & Redevelopment	Every two years: FY 2012/13. 2014/15, 2016/17...	Until meter program is fully developed; electronic data from meters will replace this activity
Identify peak demand areas	Planning, Housing & Redevelopment	Consultant surveys, meter data, community input	Ongoing
Determine need for additional parking inventory (vs. meter install)	Planning, Housing & Redevelopment	Every two years: FY 2012/13. 2014/15, 2016/17...	Until meter program is fully developed; electronic data from meters will replace this activity
Acquire property or establish lease	Planning, Housing & Redevelopment	Evaluate all property for sale in Downtown	TBD
Improve lot	Planning, Housing & Redevelopment	Per budget \$	TBD
Replace lots with meter program, parking garages	Planning, Housing & Redevelopment	Lots are a short-term solution; replace whenever practical	TBD
Develop property	Planning, Housing & Redevelopment	Offer property to private developers	TBD

### #16: IDENTIFY SHARED PARKING SITES

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Monitor parking demand throughout Downtown Roseville	Planning, Housing & Redevelopment	Every two years: FY 2012/13. 2014/15, 2016/17...	Until meter program is fully developed; electronic data from meters will replace this activity
Search for complementary parking lots	Planning, Housing & Redevelopment	Initial review by 12/31/2011	Ongoing
Facilitate shared parking agreements	Planning, Housing & Redevelopment	Clarify benefits, address concerns	Ongoing

**#17: EXPAND ROYER PARK INVENTORY**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Identify current parking inventory supporting Royer Park	Planning, Housing & Redevelopment	Data in hand, needs to be organized	09/30/2011
Review impacts of future projects on current inventory	Parks, Recreation & Libraries	Monitor development, track inventory changes	Ongoing
Identify opportunities to add or replace parking spaces	Parks, Recreation & Libraries	Immediately, DTSP projects impacts to current inventory	Ongoing

**#18: FUND AND CONSTRUCT PUBLIC GARAGE(S)**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Monitor long-term parking projections	Planning, Housing & Redevelopment	January 1/July 1 annually	Ongoing
Review parking garage construction and locations identified in DTSP	Planning, Housing & Redevelopment	Data gathered will identify sites and schedules for new garage construction	Ongoing
Identify funding sources	Planning, Housing & Redevelopment	In lieu fees, PMP revenues	Ongoing
Construct	Central Services	Over the "life" of the DTSP	2029

### #19: CREATE “SHUTTLE” LOTS

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Monitor parking demand, new commercial development, and merchant parking permits	Planning, Housing & Redevelopment	Twice a year or after any significant development project. January 1/July 1	Ongoing
If demand begins to exceed established goal of 85% or there’s a significant increase in Downtown’s workforce, plans to use lots outside of the area should begin	Planning, Housing & Redevelopment	In the event that the Downtown parking inventory cannot meet demand	Ongoing
Establish locations, shared parking?	Planning, Housing & Redevelopment	When and where	TBD
Fund lot improvements	Planning, Housing & Redevelopment	Program revenues, grants	TBD
Coordinate public transportation schedule	Public Works – Transit Services	Route between lot and Downtown; every 15 minutes?	TBD
Market	Planning, Housing & Redevelopment	Multiple media	Ongoing

### #20: NON-RESIDENT PERMITS

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Establish need	Planning, Housing & Redevelopment	Use caution	TBD
Gather neighborhood support	Planning, Housing & Redevelopment	Prior to any formal consideration	TBD
Count residential spaces	Planning, Housing & Redevelopment	Data in hand, needs to be organized	09/30/2011
Issue 85% of permits to residents at little or no cost	Police Department	Residential spaces x .85, minimum of 2 per lot	Ongoing
Offer remaining permits to non-residents at “market rate”	Police Department	Residential spaces x .15	Ongoing
Invest revenues specific to permits in participating neighborhood	Planning, Housing & Redevelopment	Non-resident sales – program costs = revenues	Ongoing

**#21: MARKET THE PROGRAM**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Establish a marketing plan	Planning, Housing & Redevelopment	Multiple media	06/30/2012

**#22: EXPAND WAYFINDING SIGNAGE PROGRAM**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Design Public Parking signs	Planning, Housing & Redevelopment	Existing wayfinding signs	Summer, 2012
Define costs and establish budget	Planning, Housing & Redevelopment	Quote from supplier	Summer, 2012
Install signs	Public Works - Streets	Schedule w/sign crew	06/30/2012, as needed

**#23: KEEP METER REVENUE IN DOWNTOWN**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Reinforce PMP recommendations regarding costs/project	Planning, Housing & Redevelopment	<ol style="list-style-type: none"> <li>1. PMP operational costs</li> <li>2. Parking development fund</li> <li>3. Improvements, maintenance</li> </ol>	Ongoing, per annual budgets

**#24: ESTABLISH OVERSIGHT STRUCTURE**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Confirm oversight structure through PMP adoption	Planning, Housing & Redevelopment	Recommended in Chapter 6	06/30/2011
Establish RRC Parking Subcommittee	Planning, Housing & Redevelopment	03/2010 Staff presentation 05/2011 Subcommittee formed	09/30/2011
Create meeting schedule	Planning, Housing & Redevelopment	RRC Parking Subcommittee – as needed RRC – 2 <sup>nd</sup> Monday odd months	Ongoing

**#25: GATHER PUBLIC INPUT**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Invite public participation and comment at oversight meetings	Planning, Housing & Redevelopment	RRC Parking Subcommittee – quarterly RRC – every other month Council – per agenda	Ongoing
Hold public forums in conjunction with changes in parking environment	Planning, Housing & Redevelopment	PMP adoption, prior to initial meter installation, for permit programs	Ongoing
Offer interactive webpage	Planning, Housing & Redevelopment	Update current webpages	06/30/2012

**#26: ESTABLISH MAINTENANCE BUDGET**

<b>Steps</b>	<b>Responsibility</b>	<b>Timing/Details</b>	<b>Completion Date</b>
Determine maintenance costs for all public parking facilities in Downtown Roseville	Central Services	2011/12 FY establishes budget for current maintenance; future additions TBD	09/30/2011 – current Ongoing
Define initial funding source for maintenance	Central Services	2011/12 FY establishes budget for current maintenance	06/30/2011
Program revenues replace General Fund expenses related to this maintenance	Planning, Housing & Redevelopment	Dependent upon program revenues	Ongoing