



Parking Action Plan

Final Recommendations

City of Oceanside
October 1, 2019

DIXON
RESOURCES UNLIMITED

Project Background

The Parking Action Plan Recommendations take into consideration

Previous Studies

- Downtown Oceanside Master Parking and Traffic Plan – 1987
- Downtown Core Parking Use Analysis Report – 2009
- 9 Block Master Plan
- Bicycle Master Plan – 2008, 2017

On-site Operational Audits

Occupancy Count Study

- Round 1 - July 12 & 14, 2018
- Round 2 – October 25 & 27, 2018

Stakeholder Engagement

- Project Kick-off meeting with City staff – September 27, 2018
- MainStreet Oceanside Meet & Greet – November 6, 2018
- Community Parking Discussions
 - November 14, 2018
 - December 12, 2018
 - January 16, 2019
 - March 6, 2019

Online Resident and Downtown Business Owner Parking Survey

- December 13, 2018 – January 18, 2019
- Downtown business survey – 15 total responses
- Resident survey – 223 total responses

Parking Demand Management

Current Rates

Parking Facility	Rate
On-street	\$1.50 per hour, 4-hour max, 6:00 a.m. - 6:00 p.m.
Lot 20	\$5.00 – 8:00 a.m.-6:00 p.m. \$2.00 – 6:00 p.m.-8:00 a.m. \$7.00 - All Day
Lot 21 North End, Mid Section, South End & Lot 22	\$2.00 – 6:00 a.m.-lot closure: Closures: 8:00 p.m. Sept – May, 10:00 p.m. May – Sept
Lots 24 & 24 B	\$5.00 - All Day
Lot 26	\$5.00 – 4:00 a.m.-7:59 p.m. \$20.00 – 8:00 p.m.-3:59 a.m.
Lot 27 A&B, C&D	\$2.00 – 6:00 a.m.-lot closure: Closures: 8:00 p.m. Sept - May, 10:00 p.m. May - Sept
Lots 28, 29, 30, 31	\$3.00 per hour, \$10.00 All Day – 6:00 a.m.-11:00 p.m. Sept - May \$4.00 per hour, \$15.00 All Day – 6:00 a.m.-11:00 p.m. May - Sept

Parking Demand Management

Recommendations

- Upgrade existing paid parking technology
- Consider installing paid parking technology in downtown facilities
- Implement mobile payment
- 80% occupancy target
- Peak vs. non-peak periods
- Use of smart meters in highest demand locations
- No reparking rule
- Expand EV charging

Parking Demand Management



Recommended Rate Models

On-Street		
Season	Zone	Hourly Rates
Peak (May 15 - September 15)	1	\$2.50
	2	\$1.50
	3	\$1.00
Non Peak (September 16 - May 14)	1	\$1.50
	2	\$1.00
	3	\$0.50

Off-Street			
Season	Zone	Hourly Rates	All Day
Peak (May 15 - September 15)	1	\$4.00	\$15.00
	2	\$1.00	\$5.00
	3	\$1.00	\$5.00
Non Peak (September 16 - May 14)	1	\$3.00	\$10.00
	2	\$0.50	\$3.00
	3	\$0.50	\$3.00

Enforcement

Current Program Specifics

- 9 Full Time & 2 Part Time/Seasonal
- 5:00 a.m. to 9:30 p.m.
- 7 days per week
- \$58.00 to \$338.00 fine amount
- Citation management: Data Ticket

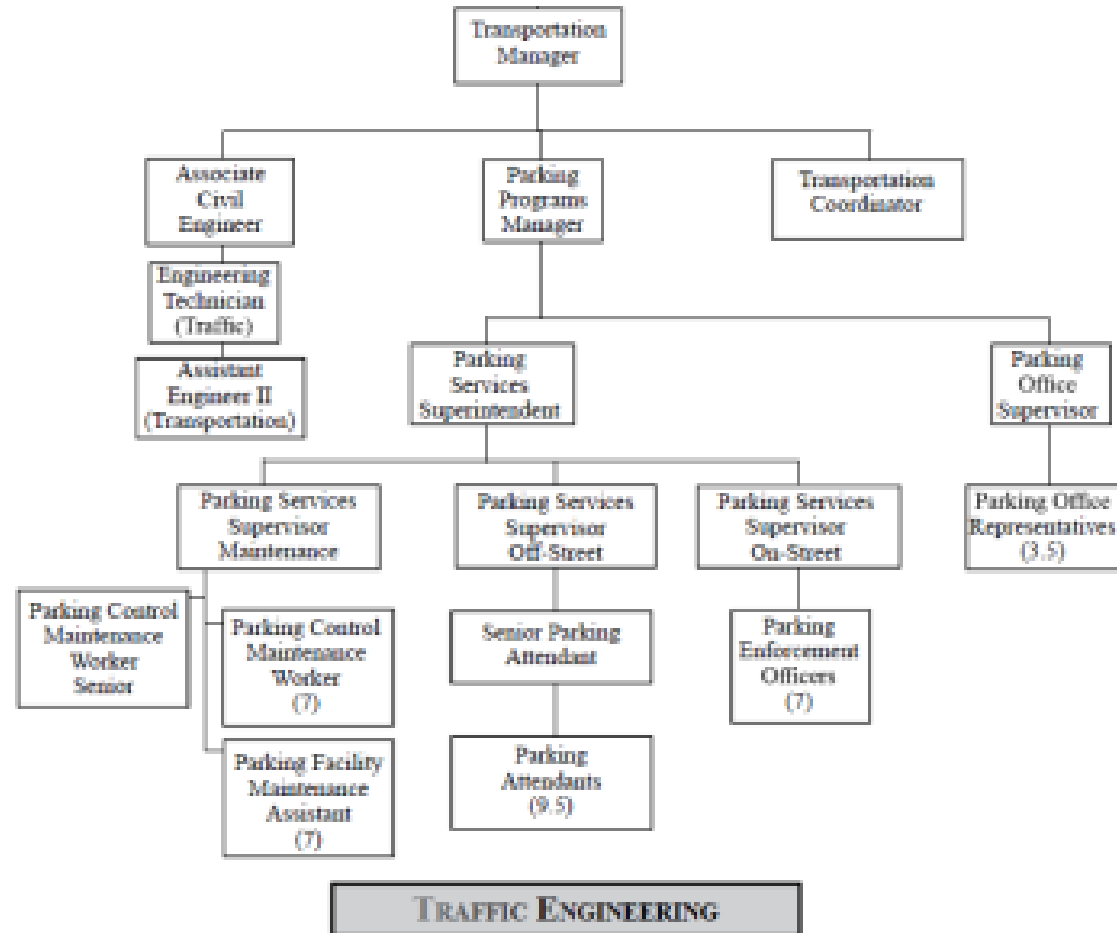
Recommendations

- Increase enforcement staff
 - 3 to 4 additional full-time officers
 - 1 or 2 additional part time/seasonal officers
 - Strengthened management structure with dedicated staffing commitments
- Outsourcing
- License plate recognition (LPR) technology
- Meter bagging/temporary signage
- VMS Phase 2 enforcement trial
- Windshield immobilization device



Staffing

City of Santa Cruz Parking Organizational Chart



Meter Maintenance and Revenue Collections

Current Program Specifics

- IPS Meters: Approximately 50 (30 are blocked off for construction)
- POM Meters: 479 (20 are blocked off for construction)
- VenTek Pay Stations: 20 (14 in the lots near the beach)

Recommendations

- Work with IPS to establish maintenance response protocol
- Upgrade existing paid parking technology
- Consider installing paid parking technology in downtown facilities
- Electronic locks
- Organize meter monies based on routes
 - Ongoing trend analysis
- Cross-training
- Purchase additional pay station coin and cash containers to do a swap-out during collections
- Outsource revenue collections
- Dedicated staffing resources to support meter maintenance, meter collections, and analysis



Employee Permit Parking

Recommendations

- Establish an affordable employee permit program
 - Digital, license plate-based permit
 - Automated permit management system
- Establish remote employee permit parking locations



Beach Area Residential Permit Parking

Current Program Specifics

- \$10.00 per year and valid for 3 years for home-owners
 - 1 permit per vehicle owned
- \$10.00 per year and valid for 1 year for renters
 - 1 permit per vehicle owned
- Maximum of 2 guest permits per eligible residence
- Eligible residents must be located on a street with metered parking or between Tyson and Wisconsin Streets where adequate off-street parking does not exist

Recommendations

- Consider adopting escalating rate schedule
- Limit permit purchases to a maximum of one year
- Digital, license plate-based permits
 - Automated permit management system

Recommended Escalating Permit Rate Structure

Permit #1	\$10.00
Permit #2	\$20.00
Permit #3	\$100.00

Annual Beach Area Permit Parking

Current Program

- \$100.00 per year for residents and \$200.00 for non-residents
- Two types of permits offered:
 - Transferable hanging permit
 - Permanent decal
- Permit is accepted at any paid parking beach and harbor municipal parking facility within the City of Oceanside

Recommendations

- Digital, license plate-based permits
 - Automated permit management system (consider utilizing potential mobile payment vendor)

Special Events

Recommendations

- Paid event parking – such as Dia de Los Muertos and Scholastic Surf Contest
 - Program flat rate on POM and IPS meters and VenTek Pay Stations
 - Establish criteria for when the rate would apply
- Promote alternative modes of transportation
 - Rideshare
 - Geofencing (Define pick-up and drop-off locations)
 - Bike valet
 - FordX



Parking Benefit District

Current Parking Revenue Fund

- Meter revenue
- Permit sales

Recommendations

- Explore possibility of creating new Parking Benefit District
 - Invest in alternative modes of transportation
 - Parking and pedestrian improvements
 - Signage
 - Technology
 - Bike parking facilities

Sample Revenue Distribution Schedule

Revenue Allocation	Percent
Operating Costs <ul style="list-style-type: none">• Equipment• Personnel• Ongoing maintenance and upkeep	35%
Parking Program Improvement <ul style="list-style-type: none">• Technology• Parking supply• Wayfinding• Safety/security	40%
Transit Alternative Programs/ Discretionary <ul style="list-style-type: none">• Shuttle service• Bike share• Based upon Council approval	25%

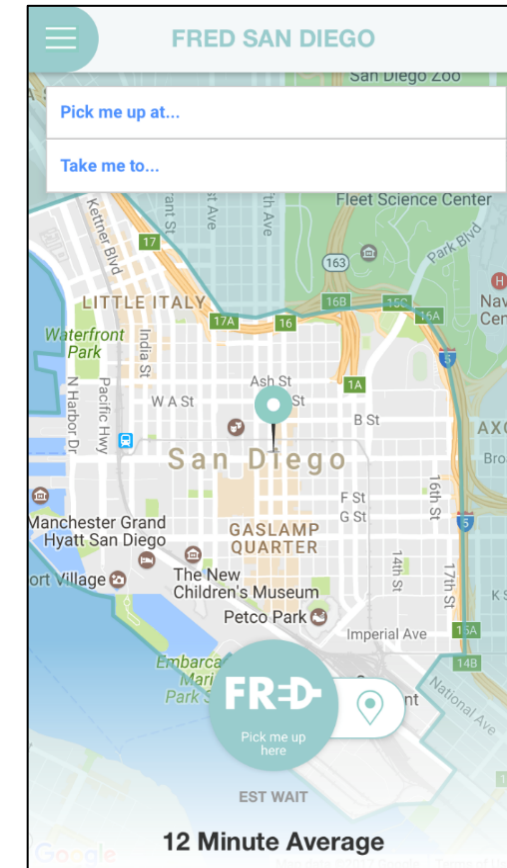
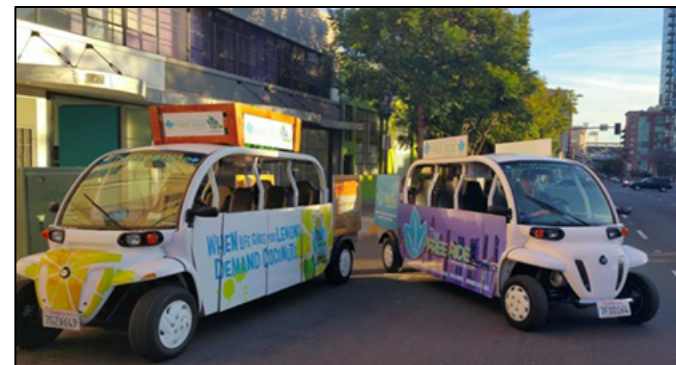
Transportation Demand Management

Current Program Specifics

- North County Transit District
 - The Coaster
 - Breeze
 - Sprinter
- Greyhound bus service
- Los Angeles Metro Metrolink
- Amtrak service
- Class I and III bike facilities

Recommendations

- Secure bike parking for the public
- Expand bike lockers throughout downtown within parking facilities
- Proactively prepare for docked and dockless bike share and e-scooter programs
- Implement a shuttle program, such as The Free Ride or FRAN
 - FordX pilot will begin soon
- Consider carpooling incentives



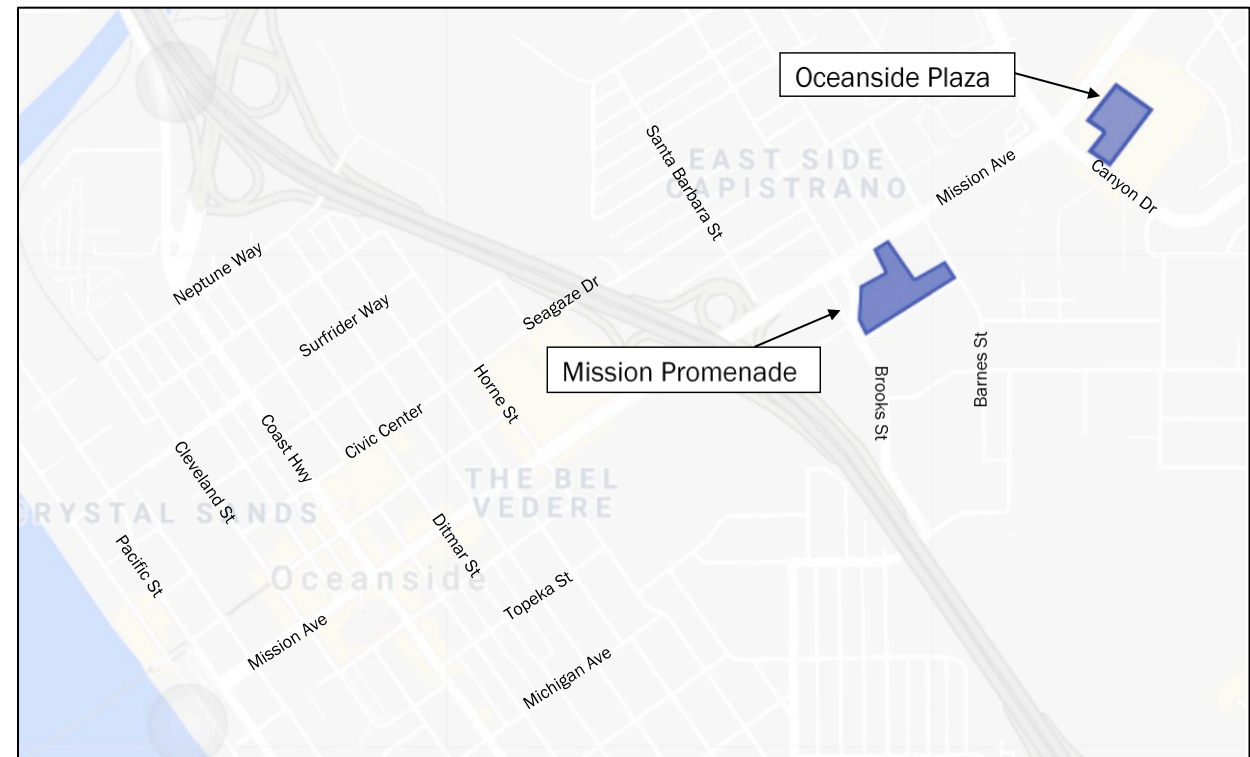
Shared Parking

Establish a framework

- **Term and extension:** Evaluate return on investment and ensure terms that allow for potential redevelopment.
- **Use of Facilities:** Establish available hours, number of spaces, time limitations and ensure base user will retain use at the end of the sharing period.
- **Maintenance:** Evaluate the added cost of maintenance and operation.
- **Operations:** Consider revenue collection operations (when applicable) and needed signage.
- **Utilities and Taxes:** Determine the responsible parties and any cost sharing agreements.
- **Signage:** Consistency with City signage can improve the public experience.
- **Enforcement/Security:** Determine who handles enforcement and towing.

- **Insurance and Indemnification:** Consider litigation with any cost sharing.
- **Termination**

Potential Locations:

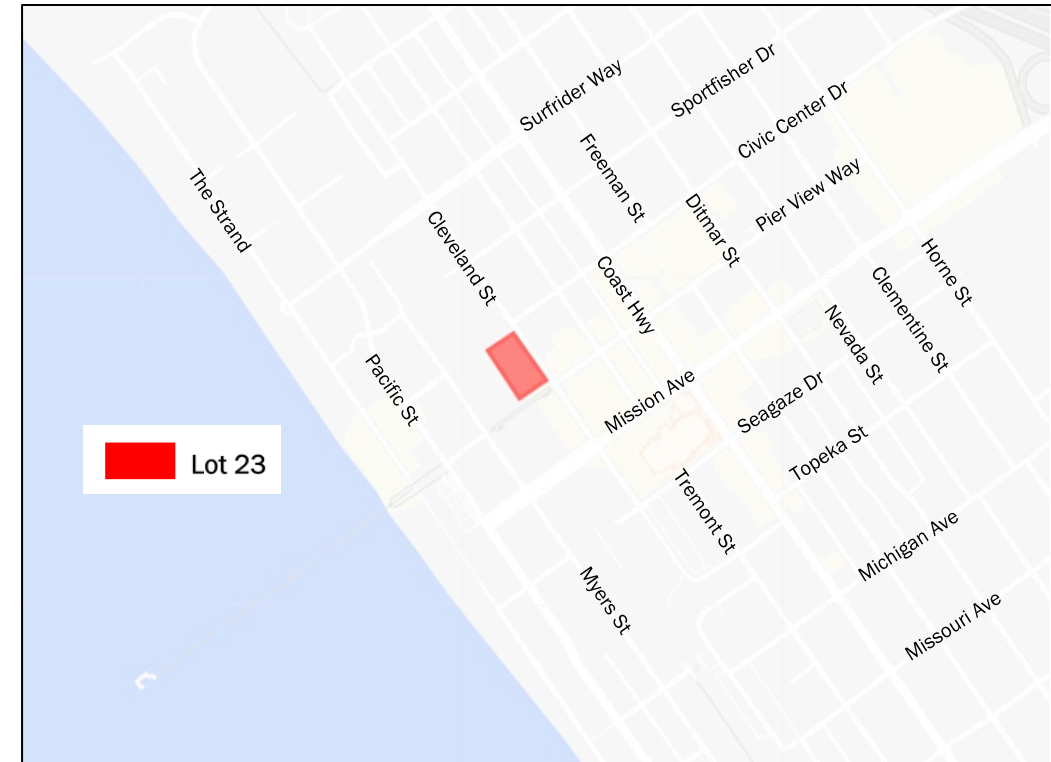


Lot 23

- 350 public parking spaces
- 1 multi-space pay station on each level
- Anticipated opening – soon

Recommendations

- Implement paid parking solution (license plate based)
- Introduce an hourly rate structure with seasonal pricing
 - Peak Season: \$4.00 per hour, \$15.00 All Day
 - Non-Peak Season: \$3.00 per hour, \$10.00 All Day



Wayfinding and Parking Guidance

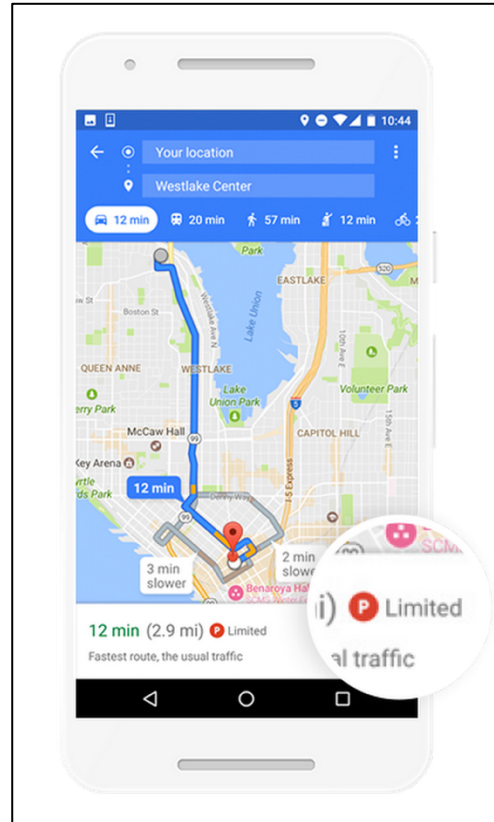
- Expand parking and pedestrian signage
- Occupancy counting technology
 - Provide data to various outlets using APIs
 - Expand VMS occupancy counting program
- Automated parking guidance systems
- Google Maps and Waze



Oceanside
Wayfinding Sign



Santa Monica
Wayfinding Sign

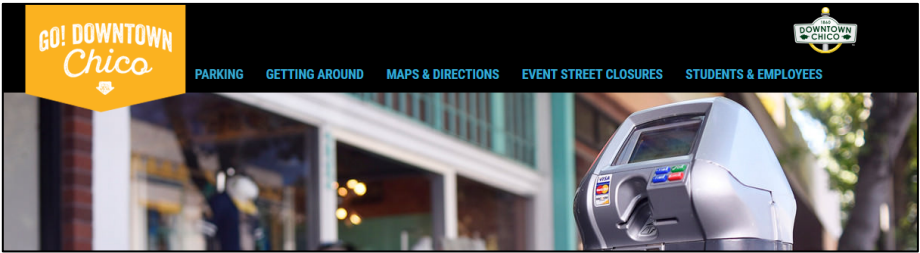


Google Maps
Parking Data



Oceanside
Parking Lot Signage

Education and Outreach



Portland Parking Kitty:



iAmMoshow - Parking Kitty (Official Video)

Park Smart

Parking/Access Resource Committee

Seattle DOT:

Sacramento:

PARKING NOT ALLOWED

ALLEYS
Do not park or stop in alleys. Commercial vehicles may load/unload for up to 30 minutes.

STOP, YIELD, CROSSWALKS
Do not park within 30 feet of Stop and Yield signs, nor within 20 feet of a crosswalk.

DRIVEWAYS
Do not park within 5 feet of driveways. Residents/property owners may paint curb yellow for 5 feet on each side of driveway.

FIRE HYDRANTS
Do not park within 15 feet of hydrants.

SIDEWALKS AND PLANTING STRIPS
Do not park on sidewalks, the planting or paved strip between the sidewalk and street.

TOW-AWAY ZONES
Do not stop in these zones or in any zones painted red.

NO PARKING ZONES
Do not park in these zones.

TEMPORARY NO PARKING ZONES
Do not park here during the posted dates and times. Call Customer Service Bureau for questions at (206) 684-CITY.

OTHER DESIGNATED ZONES
Do not park in bus zones, taxi zones, charter bus zones, or carshare zones.

COMMERCIAL AND LARGE-SIZED VEHICLES
Do not park a truck/trailer over 80 inches wide on any street or alley, except in Industrial Zones, between midnight and 6 AM.

PARKING SOMETIMES ALLOWED

PARKING FOR PEOPLE WITH DISABILITIES
Do not park in designated disabled parking or use a permit unless: 1) you or your passenger has a disability, and 2) your vehicle displays a valid disabled placard, license plate, or tab. The fine for improper use is up to \$450.

LOAD AND UNLOAD
All vehicles may load/unload during posted hours. (Curb color: yellow.)

PASSENGER LOAD
All vehicles may stop for 3 minutes to pick up and drop off passengers during posted hours. (Curb color: white.)

TRUCK LOAD AND UNLOAD
Only truck-licensed vehicles may load/unload during posted hours. (Curb color: yellow.)

COMMERCIAL VEHICLE LOAD ZONES (CVLZ)
Only commercial vehicles may load/unload up to 30 minutes. Either payment is required or a valid CVLZ permit. Call: (206) 684-5103. (Curb color: yellow.)

OTHER SITUATIONS

LICENSE PLATES AND TABS
Do not park on-street with missing front or rear license plates, or with expired tabs.

72-HOUR RULE
Do not park your vehicle on the same block for more than 72 consecutive hours, or the vehicle will be considered abandoned and may be ticketed or towed.

PAID PARKING
Payment is required at pay station or by phone. Blue signs with an 'After 5' symbol indicate a 3-hour time limit after 5 PM. Green signs indicate a better value with a lower rate or longer time limit allowed.

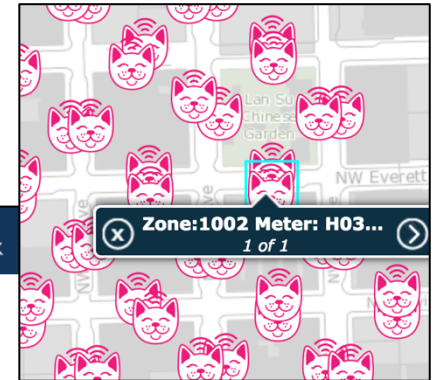
RESTRICTED PARKING ZONE (RPZ)
If your vehicle has an RPZ permit, you may park along signed RPZ streets for up to 72 hours. If not, you are limited to the time posted. Call: (206) 684-5086.

PEAK HOURS
Do not park during the posted times, or your vehicle will be towed. Restricted hours vary so check signs carefully.

TIME-LIMITED AREAS
Park up to posted time limit. You must then move your vehicle off the block (both sides of the street); for example, to the next block or around the corner.

HOW CLOSE CAN I PARK?

5 ft	15 ft	20 ft	30 ft
driveway	fire hydrant	crosswalk	stop/yield sign



Tiered Based Pricing Program

Posted Street Signage

Meter Display

Parking smart meters accept:

- Coin
- Credit cards
- Parkmobile

Example of 1+ Zone

How to Pay with Park Mobile

(Option available at meters and off-street lots)

Set up Parkmobile account using any of the following methods:

- Online: www.parkmobile.com
- Phone: 916-722-7275
- Download Parkmobile app

To Pay:

- Look for Parkmobile sticker on meter or parking lot signage
- Log onto your Parkmobile account or call 916-722-7275 and follow payment prompts.
- Parking zone numbers are located on each meter sticker or off-street lot signage. Parkmobile charges a \$0.35 fee per transaction

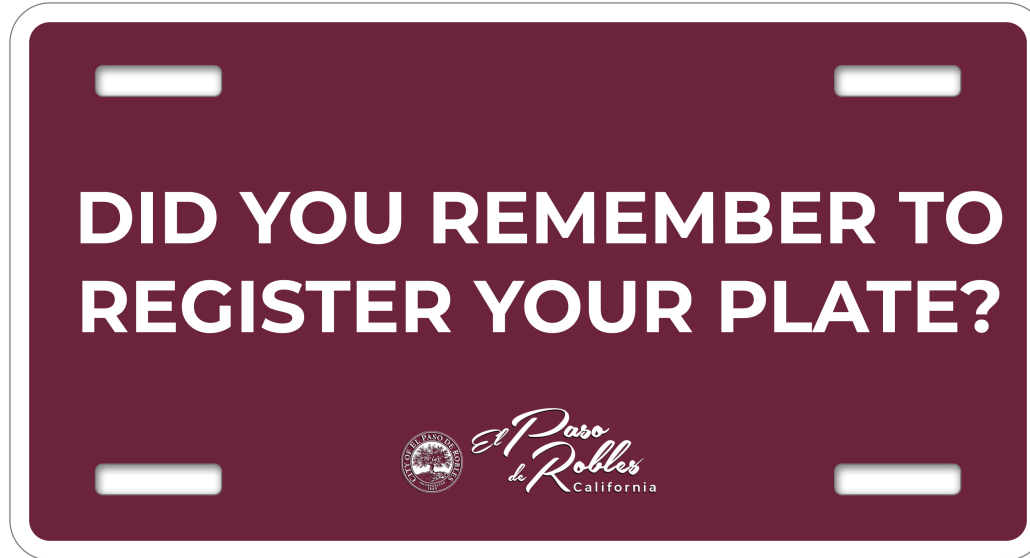
Pricing Structure for Each Zone

Tier 1 = Regular hourly rate based on posted number of hours

Tier 2 = Effective for up to one additional hour after end of Tier 1 time

Tier 3 = Effective rate for every one hour parked past Tier 2

Education and Outreach



Pay by License Plate at the New Parking Kiosks




El Paso de Robles
 California



Or Via Mobile with the WaytoPark App!

WE VALIDATE

PARKING

HERE



El Paso de Robles
 California




Did you know that there is PLENTY OF PARKING AVAILABLE in downtown Paso?

Thanks to the employee parking permit program and paid parking, it's easier than ever to find a parking space midweek.

Parking is cheaper and easier than you think.



HOW IT WORKS!

- Register your license plate – with the WayToPark app or any of 34 kiosks located downtown!
- First two hours are free! It's only \$1 per hour after that. Keep up to the minute with the WayToPark app!
- No need to place paperwork on the dashboard of your car. Just park, and go.



Paid parking hours are Monday-Friday 9:00AM – 6:00PM

! Parking How-To Demo: Oct. 17 at 9:30AM at 12th & Pine, please RSVP to 805.227.7275 !

See you downtown!

Questions? Go to www.prcity.com/parking



Contact

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