



City Council Agenda Item Staff Report

CITY OF SAN BRUNO

DATE: September 26, 2023

TO: Honorable Mayor and Members of the City Council

FROM: Alex D. McIntyre, City Manager

PREPARED BY: Ryan Johansen, Chief of Police

SUBJECT: Conduct a Study Session and Provide Feedback on Draft Regulations Relating to Paid On and Off-Street Parking Areas in the Downtown and El Camino Real Corridor

BACKGROUND:

The purpose of the study session is to receive Council's feedback on the draft regulations relating to paid on and off-street parking areas in the downtown and El Camino Real corridor. This study session was originally scheduled for the August 22, 2023 City Council meeting and was continued to the September 26, 2023 meeting.

Background of Downtown Parking Meters and Enhanced Parking Enforcement Project

The City completed Downtown Parking Management Plan¹ (Plan) in 2019. This Plan served to implement the City's General Plan (2009) and Transit Corridors Plan (2013) and to support the City Council's on-going efforts and interests in development and revitalization of San Bruno's downtown. The Plan identifies appropriate supply, distribution, and management of parking within the downtown to meet current and future parking demands and minimize spillover into residential areas.

The Plan existing conditions analysis included an occupancy and duration survey of parked vehicles within the study area, to establish a baseline understanding of current parking conditions. Overall, the study found that parking facilities on and near San Mateo Avenue are well used during the day on both weekdays and weekends, while the residential street blocks are more heavily used in the evenings and overnight, with total overnight parking occupancy close to capacity. A detailed analysis of occupancy and duration by time of day and location, along with the methodology for data collection, are described in the Plan. Specifically, the Plan analysis found:

- On-street parking on San Mateo Avenue in the downtown is heavily used during the weekday midday, but other areas are well below capacity at this time. On the weekend, midday parking occupancy is heavier and is sustained throughout the afternoon along both San Mateo Avenue and nearby side streets;
- Off-street parking supply in the downtown experiences extended periods of occupancies above the 85% target capacity level on both the weekdays and weekends;

¹ <https://www.sanbruno.ca.gov/628/Downtown-Parking-Management-Plan>

- In the evening on both weekdays and weekends, including the overnight count, off-street parking in residential areas is near or over capacity, implying that there is very high demand for residential parking;
- Public off-street parking lots are less well-used during the day, when primarily employees and short-term visitors are in the area. On the weekend, they are well used by visitors who are staying for longer durations or are possibly less familiar with parking options in the area; and
- Vehicles on San Mateo Avenue tend to stay for longer durations on weekends than on weekdays, with many vehicles exceeding the 2-hour time limits on the weekend.

The Plan identifies parking strategies to meet parking needs in the near-term, medium-term, and long-term timeframes, and recommends priorities based on the input of decision makers, stakeholders, and City staff. One of the top priorities is the installation of parking meters on San Mateo Avenue. These meters are intended to encourage short-term parking and direct long-term parkers into parking lots. Additionally, along with meters there would be other operational changes consisting of extended on-street parking enforcement hours by two hours (from 6:00 P.M. to 8:00 P.M.) to better manage the heavy-use evening period and increasing the maximum off-street parking restrictions by 5 hours (from a 5-hour to a 10-hour limit) spaces for longer parking periods by employees.

The City Council Strategic Initiatives for FY2021-22 included deployment of a comprehensive downtown and El Camino Real corridor parking meter program and enhancement of citywide parking enforcement capabilities. To accomplish this Strategic Initiative, on March 1, 2022 and November 8, 2022, staff reports were presented to City Council on the Downtown Parking Meters and Enhanced Parking Enforcement Project (Project). The first formal step to initiate this Project was the City Council adoption on April 11, 2023 of Resolution No. 2023-41 authorizing the creation of a Parking Enterprise Fund and Resolution No. 2023-43 authorizing the City Manager to execute a contract with T2 Systems in an amount not to exceed \$1.3 million for services related to the purchase, installation, and operation of multi-use metered parking kiosks. The system will utilize a pay-by-plate metering system, meaning that drivers parking in metered spaces pay by entering their license plate at a kiosk or via a web-based application. The meter pay stations offer drivers the convenience of paying for parking by cash, credit card, pay-by-phone or web application. The pay-by plate systems facilitate more effective and efficient tracking and enforcement using Automated License Plate Readers (ALPRs), and also allow for faster and more cost-friendly implementation by removing the need to paint numbered stalls throughout the area. Pay-by-plate systems also allow for variable fee parking, up to a maximum authorized in the City's Master Fee Schedule. The contract with T2 Systems has been executed and implementation is underway.

To ensure more adequate and equitable parking enforcement throughout the City, the City Council also adopted Resolution No. 2023-42 authorizing a contract partnership with LAZ Parking for citywide parking enforcement and metered parking management. The contract with LAZ Parking has been executed and staff is working to initiate their services.

DISCUSSION:

Paid parking policies are proposed to be established for on and off-street parking in the downtown and El Camino Real corridor. The City is purchasing and installing eighty-four (84) T2 Cosmo II Kiosks, with the intent to have these meter pay stations operational on January 1,

2024. These kiosk locations are shown in Attachment 3. There are approximately 839 parking spaces on streets and within the eight (8) City parking lots that will be converted from free to paid parking spaces during designated enforcement hours. The streets and parking lots that are proposed to be included in the metered parking program are shown in Attachment 4.

In order for the City to implement paid parking regulations, a new Municipal Code Ordinance and City Council Resolution must be adopted to authorize paid parking in specified locations and establish a comprehensive set of paid parking policies for on and off-street parking. The draft ordinance amending the City of San Bruno Municipal Code Title 7 (Vehicles and Traffic) to add regulations relating to paid on and off-street parking areas in the city is provided for review as Attachment 1. The draft resolution adopting rates and regulations for paid parking on City owned or controlled on and off-street parking facilities is provided as Attachment 2. The ordinance and resolution collectively form the “policies” referred to in this report.

The City is allowed pursuant to California Vehicle Code Section 22508 and Vehicle Code Section 32 which authorize the City to establish on and off-street parking meter areas by resolution. California Vehicle Code Section 22508 further authorizes the City to establish rates of fees for parking meters and allows the rate of fees to be variable based upon criteria identified by the City.

Overview of Proposed Policies

The draft paid parking policies have been developed to accomplish the following purposes and objectives for on and off-street parking in specified locations:

- Establish parking meter areas, required methods of parking, parking controls, removal authority for unlawfully parked vehicles, parking space use restrictions, and other regulatory provisions related to the paid parking program.
- Establish the ability of the City Council to adopt a resolution establishing a range of meter rates, days and hours of paid parking enforcement, time limits, and methodology for periodic adjustment of parking meter rates for designated paid parking areas.
- Formally establish the City Hall Employee Parking Lot as a public parking lot during non-business hours.

The following minimum and maximum meter rates, days and hours of enforcement, and time limits are proposed for specified on street parking areas:

Table 1: On Street Parking Regulations		
<i>On Street Parking Locations</i>	<i>Minimum Meter Rate</i>	<i>Maximum Meter Rate</i>
Street Area 1: San Mateo Avenue, Jenevein Avenue, Easton Avenue, Huntington Avenue, West Angus Avenue, and Mastick Avenue (See Resolution Exhibit A for locations)	\$1.00 per hour	\$3.00 per hour
Street Area 2: El Camino Real	\$1.00 per hour	\$3.00 per hour
Days and Hours of Parking Meter Enforcement	Monday through Sunday, 8:00 A.M. to 8:00 P.M.	
Time Limits	2 hours Maximum, Except for Approved Short-Term Spaces	

The following minimum and maximum meter rates, days and hours of enforcement, and time limits are proposed for specified off-street parking lots:

Table 2: Off-Street Parking Lot Regulations		
<i>Off-Street Parking Lot Location</i>	<i>Minimum Meter Rate</i>	<i>Maximum Meter Rate</i>
All Lots in Downtown	\$.50 per hour	\$3.00 per hour
City Hall Employee Parking Lot	\$.50 per hour	\$3.00 per hour
Days and Hours of Parking Meter Enforcement	Monday through Sunday, 8:00 A.M. to 6:00 P.M.	
Time Limits	10 hours Maximum	

Staff developed a recommended process for adjusting parking meter rates from time to time to optimize management of the use and occupancy of the parking spaces. A target occupancy rate of eighty-five percent (85%) is recommended to be established in the resolution as the goal sought to be achieved with the rate structure for parking meters. Occupancy rate refers to the percentage of public parking spaces that are occupied by vehicles. Such target occupancy rate balances the consistent use of the public parking supply with minimizing the time it takes for individual parkers to find a parking space. Parking rates are proposed to be set at an amount between the minimum and maximum rates to achieve the 85% target occupancy rate, based upon parking occupancy data collected by the meter system. The City will obtain utilization data from the T2 meter system and analyze actual parking space usage to set rates. This performance pricing model is used successfully in many jurisdictions. Essentially, it functions on the principle that the pricing is set on demand. If too many parking spaces are vacant, the meter

price would go down. If too many (over 85%) parking spaces are used, the price would go up. Rates may vary by time of day based on peak demand periods.

To implement this pricing approach, the Chief of Police or their designee will review a study of average occupancy for each on and off-street parking facility that has parking meters. The study would be prepared at least biennially and not more frequently than quarterly. Based on the survey results, the Chief of Police or their designee will adjust the hourly meter rates up or down in accordance with the ranges in the adopted Master Fee Schedule, to seek to achieve the target occupancy rate.

Provisions for Discounted Rate Program for Downtown Businesses

To reduce the fiscal impacts on downtown business owners and employees, the policies establish a discounted rate program for downtown businesses. A maximum of two (2) vehicles per downtown business would be eligible for up to 100 percent discount on meter rates in off-street parking lots as determined by the Chief of Police or their designee, based on occupancy objectives. The Discounted Rate Program would not include on street parking. Program participants would be limited to downtown business employees and owners.

Community Engagement

The City held a meeting with downtown businesses on August 10, 2023. At the meeting, staff provided an updated on the proposed parking policies and the discounted rate program for downtown businesses. An overview of comments and discussion topics will be provided in the staff presentation to the City Council.

Next Steps

With input received from this study session, staff will finalize the ordinance and resolution and return to City Council for introduction and adoption in the fall. Staff is working towards the goal of implementing the paid parking meters on January 1, 2024.

FISCAL IMPACT:

There is no fiscal impact with receiving this study session. If the ordinance and resolution are approved and the meter program initiated, paid parking will generate substantial revenue for the City. All paid parking revenues collected pursuant to the ordinance will be deposited into the City of San Bruno Parking Enterprise Fund, which is restricted to fund the installation and management of paid parking downtown and the cost of contracted services for parking enforcement. Surveys of other cities reveal that each metered parking space is estimated to generate between \$225 to \$309 per month in meter revenue, and there are an estimated 839 parking spaces within the proposed metering area. As presented in the City Council staff report for the April 11, 2023 meeting, this equates to between \$188,775 to \$259,251 per month, or between \$2.265 million to \$3.111 million annually, in estimated total net revenues. Staff estimated a net gain of approximately \$9.8 million over the 5-year term of the proposed contract. Even when accounting for the estimated cost of purchasing and installing meters (\$1.3 million), there is an estimated net gain of approximately \$8.5 million over that 5-year period.

Staff has also considered the possibility that revenues could be lower (or higher) than those projected, as it will vary based on pricing. The program is expected to generate a fiscal gain for the City even if metering revenues are a fraction of what has been projected here. As examples, if metering revenues are half of what has been projected, the estimated net revenue to the City

over the first five years would be \$3.1 million. If the revenues were a mere 25% of the projections, the City's net revenue from this program would still be approximately \$300,000.

ENVIRONMENTAL IMPACT:

The discussion of proposed regulations does not have the potential for creation of a significant environmental impact pursuant to the California Environmental Quality Act (CEQA), and as such are exempt from further environmental consideration per CEQA Guidelines Section 15061(b)(3).

RECOMMENDATION:

Conduct the study session and provide feedback on the draft regulations relating to paid on and off-street parking areas in the downtown and El Camino Real corridor.

ALTERNATIVES:

None.

ATTACHMENTS:

1. Draft Ordinance
2. Draft Resolution with Map of Paid Parking Areas
3. Approved Pay Kiosk Station Locations
4. Metered Parking Location Map