



**CITY OF SALINAS**  
**TRAFFIC & TRANSPORTATION COMMISSION**  
**STAFF REPORT**

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**DATE:** September 14, 2017  
**DEPARTMENT:** PUBLIC WORKS DEPARTMENT  
**FROM:** JAMES SERRANO, TRANSPORTATION MANAGER  
**TITLE:** PARKING MANAGEMENT PLAN (DOWNTOWN VIBRANCY)

**RECOMMENDED MOTION:**

Receive report on the Parking Management Plan

**RECOMMENDATION:**

Receive report on the Department of Public Works task to manage parking as prescribed by the Downtown Vibrancy Plan.

**BACKGROUND:**

The City Council adopted the Downtown Vibrancy Plan (DVP) in March 2015. Since then, City staff has been working on elements of the Vibrancy plan in accordance with the DVP's implementation strategy. This report focuses on Public Works task to manage parking in downtown. Staff is introducing the Parking Management Plan in order to prepare the Traffic and Transportation Commission for periodic updates on progress, as well as future recommendations that the Commission may be asked to make for future Council actions that implement parking strategies.

The Downtown Vibrancy Plan (DVP) devoted a whole chapter to parking management that underscores the role of parking as part of the equation to improve economic vitality. The DVP recognizes parking as an asset that supports economic operations in the downtown. It is important that this asset be managed in order to meet the DVP goals.

The City has engaged the services of transportation consultants, Kimley-Horn and Parking Operations consultant Matt Farrell to assist in developing a strategy to manage parking in downtown. The Parking Management Plan will be a comprehensive citywide plan. However, the initial tasks and focus will be meeting the DVP implementation goals. Tonight's discussion will therefore focus on elements of the Parking Management Plan that is associated with downtown.

## Managing Parking

Some aspects of the Parking Management Plan has already started.

1. **Parking Enforcement.** One of the first steps is the consolidation of resources and functions related to parking. In November 2016, the Public Works Department hired a parking enforcement contractor. This effort has increased parking enforcement in the City in support of City goals. In downtown, parking enforcement is helping to keep parking spaces open for patrons and visitors around downtown. An update on the parking enforcement program is planned in the near future.
2. **Downtown Demand Survey/Existing conditions.** Public Works completed a survey of supply and parking use in Fall 2016. This survey provides baseline or existing conditions of parking in downtown. The data is loaded into a parking model for downtown that describes parking use in downtown. The model can then later be updated to show changes in conditions and how parking is affected.
3. **Parking Recommendations for Housing Target Market Analysis (HTMA).** One of the first uses of the parking model was in producing the supplementary parking analysis for the City Planning Department's feasibility study for encouraging housing development downtown. In a report to Council on July 11, PW staff provided recommendations of parking strategies to consider in the event housing development is proposed downtown.

The next steps are critical. In order to manage parking, all city operations associated with parking need to be consolidated into an enterprise program. The program has to be managed comprehensively in order to meet the City's parking objectives and the program has to be able to sustain itself. For downtown specifically, it is also important to understand when and where to expand parking supply.

Staff will provide the Commission with the work plan and objectives that staff is working on in order to provide a recommendation to Council by April 2018. The development of the downtown Parking Management Plan therefore will therefore lead to the progress on the Vibrancy Plan's parking recommendations:

1. Establish Parking Enterprise Fund (work in progress)
2. Establish a Downtown Management District (work in progress)
3. Reinvest Parking Revenues
4. Provide the Right Amount of Parking
5. Price Parking to Meet Consumer Demand
6. Consolidate Government Center Parking (work in progress)
7. Build structured parking to free up developable land on unneeded surface parking lots
8. Establish Neighborhood Parking Zones.

No action is required of the Commission. Staff is working to meet the implementation goals of the Vibrancy Plan. Staff welcomes input from the Commission as the work moves forward. Staff will continue to update the Traffic and Transportation Commission at future meetings on progress of the Parking Management Plan.

ATTACHMENTS:

Exhibit – Vibrancy Plan Chapter 3