Parking Management Plan Update

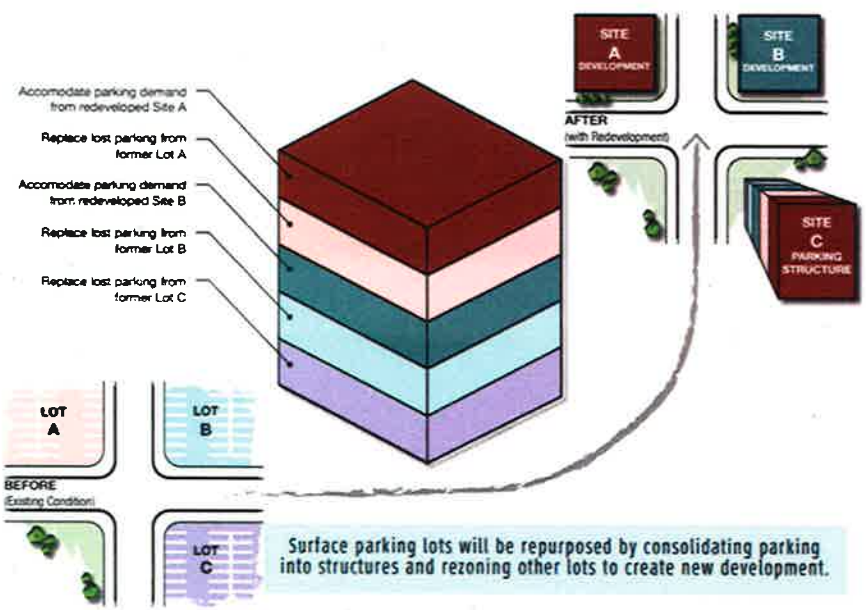
February 2018

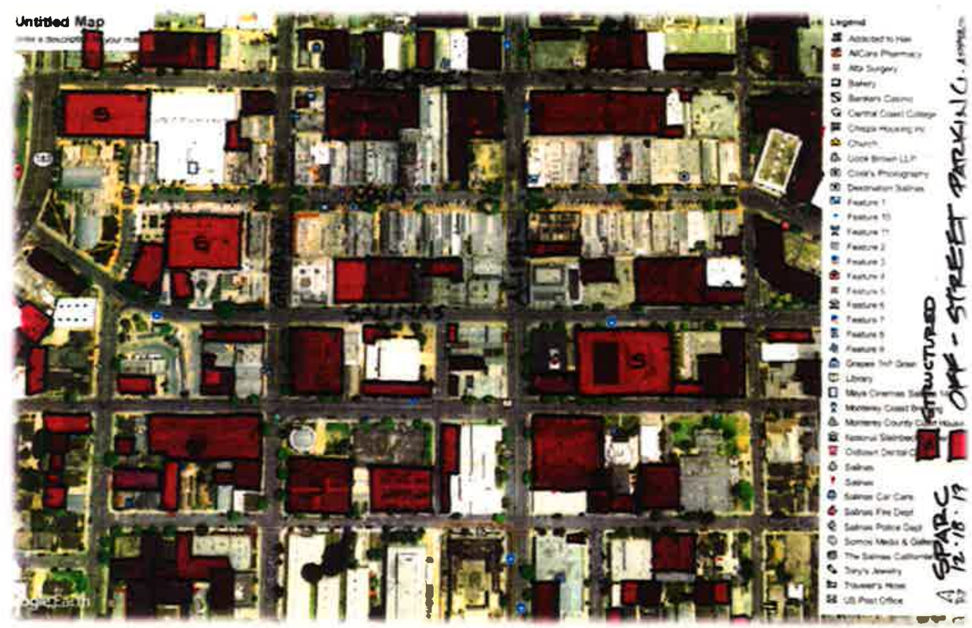
SALINAS
RICH IN LAND | RICH IN VALUES

Salinas Public Works

Parking Supply Downtown

- About 40% of downtown land is used for parking
- Abundant parking exists today and for the next few years
- Once two or more surface lots redevelop, structured parking will be needed (in about five years)
- Need to start saving now





Downtown Parking District had operating losses in Fiscal Year 2015-2016

(-$414,338)

and

Fiscal Year 2016-2017

(-$448,923)

Parking District Fund Actuals 2016-17 and 2015-16

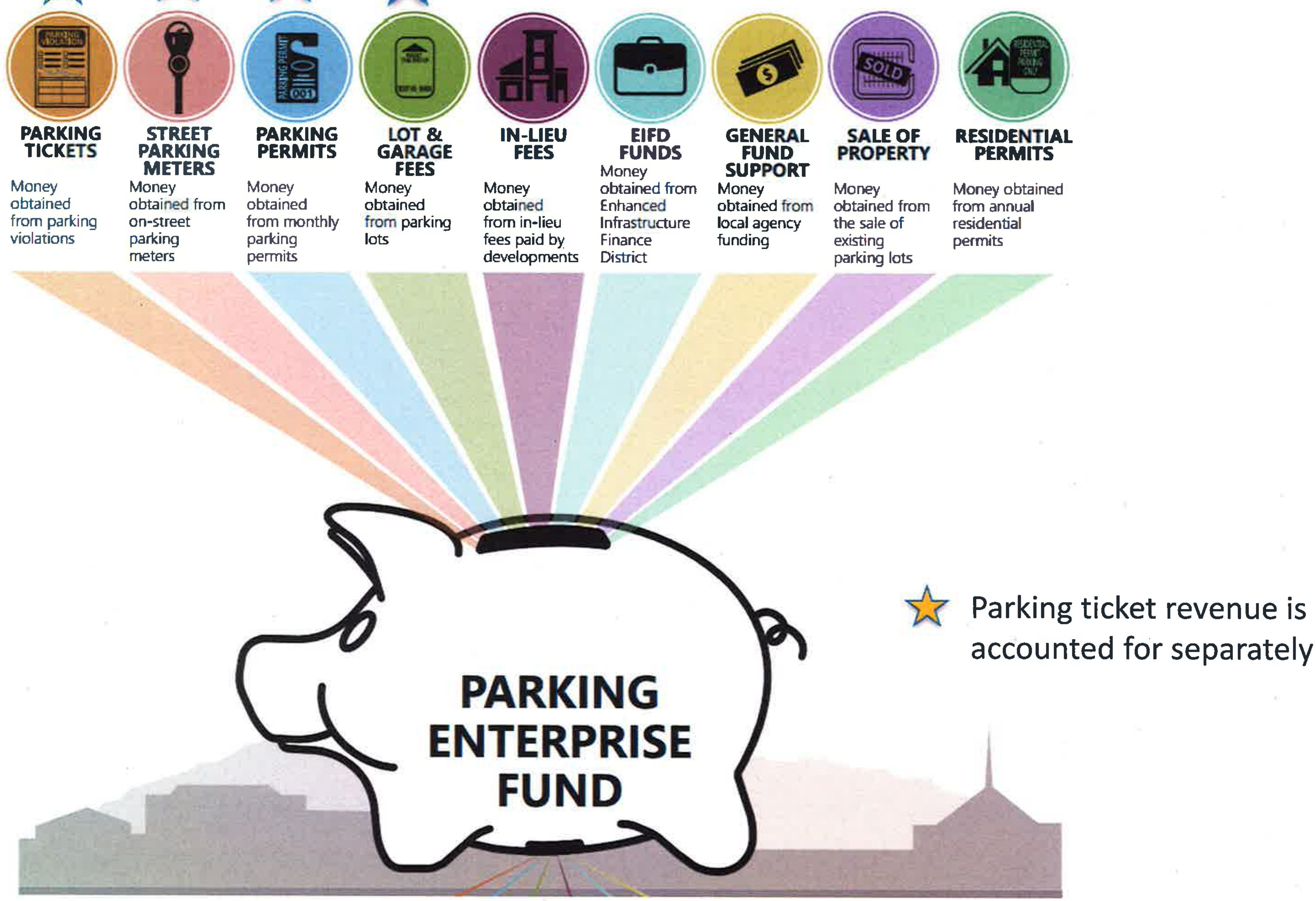
Account Description	2016-17	2015-16
Off Street Revenue		
Parking Lot Permits	$53,888	$37,855
Salinas Street Garage	$24,902	$35,309
Montrey Street Garage	$134,544	$127,618
Total Revenue	**$213,334**	**$200,782**
Off Street Expenses		
Presonnel		
Parking Supervisor	$123,499	$125,547
Administrative Overhead	$78,100	$69,065
Supplies and Materials	$17,296	$8,494
Outside Services		
Utlities	$26,914	$36,161
Maintenance & Repairs	$17,573	$17,510
Monterey St Garage Ops	$281,460	$162,518
Outside Services Other	$21,365	$126,418
Outside Services Total	**$347,312**	**$342,607**
Taxes & Memberships	$4,008	$3,601
Capital Outlay	$92,043	$46,021
Parking Debt Service	**$0**	**$19,585**
Total Expenses	**$662,258**	**$614,920**
Profit/Loss	**-$448,924**	**-$414,138**

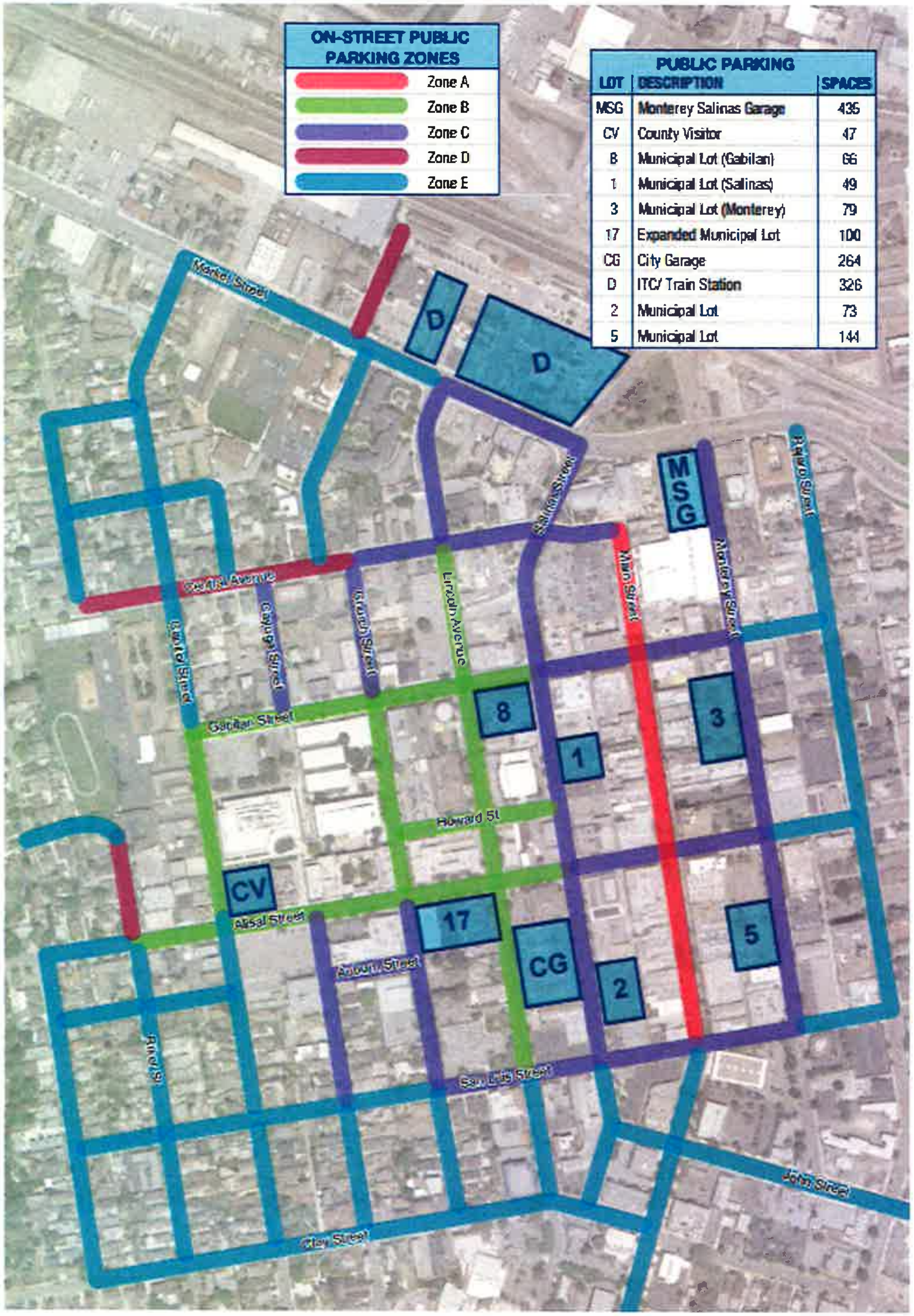
Establish Parking Enterprise Fund

Guiding Principles

- Downtown parking revenues must pay for expenses
- Users pay for the cost of parking
- Excess monies stay downtown to pay for new parking supply and support amenities

Revenue

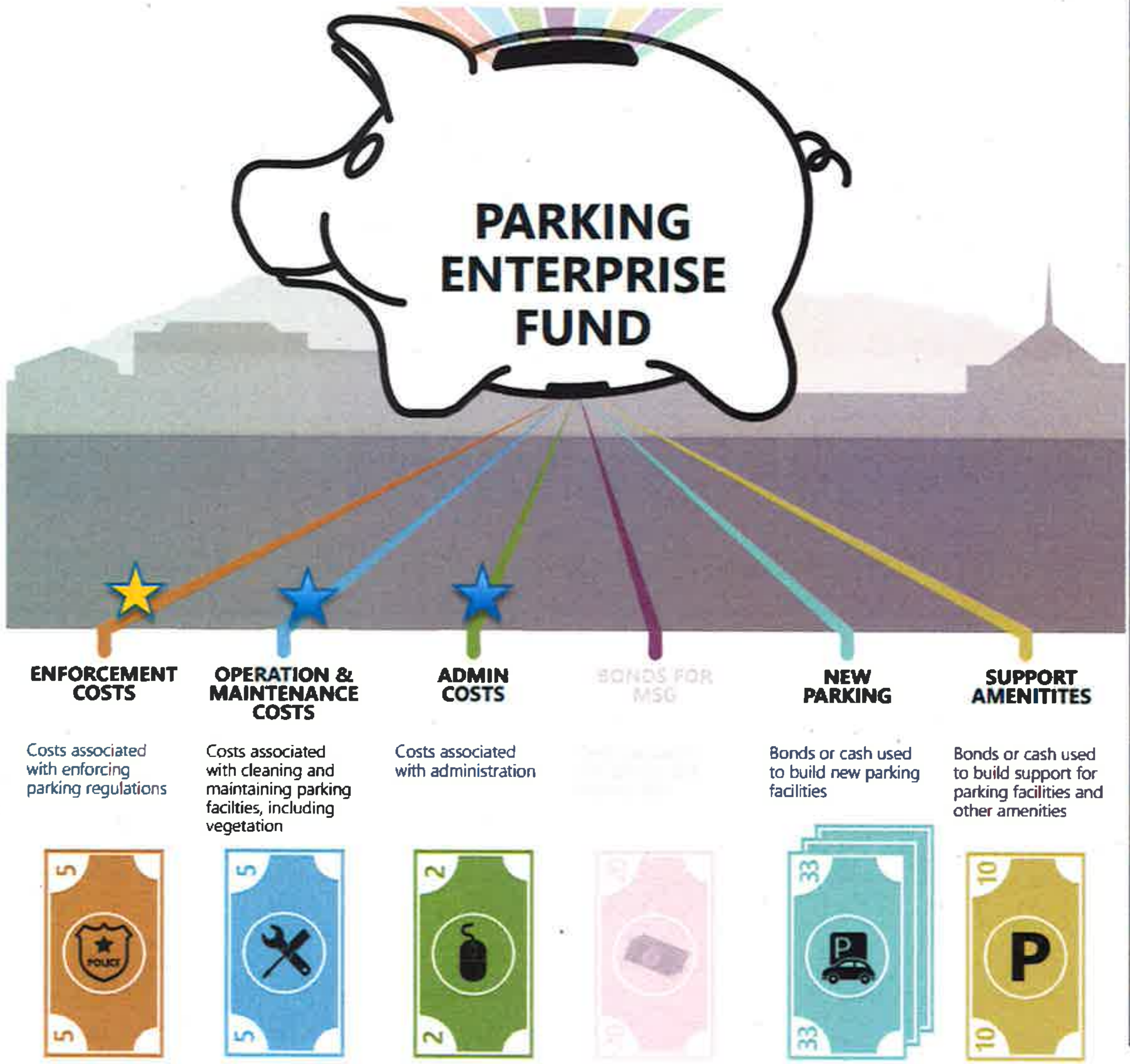

PARKING TICKETS
Money obtained from parking violations
STREET PARKING METERS
Money obtained from on-street parking meters
PARKING PERMITS
Money obtained from monthly parking permits
LOT & GARAGE FEES
Money obtained from parking lots
IN-LIEU FEES
Money obtained from in-lieu fees paid by developments
EIFD FUNDS
Money obtained from Enhanced Infrastructure Finance District
GENERAL FUND SUPPORT
Money obtained from local agency funding
SALE OF PROPERTY
Money obtained from the sale of existing parking lots
RESIDENTIAL PERMITS
Money obtained from annual residential permits
PARKING ENTERPRISE FUND
Parking ticket revenue is accounted for separately



Parking District Budget: Revenue

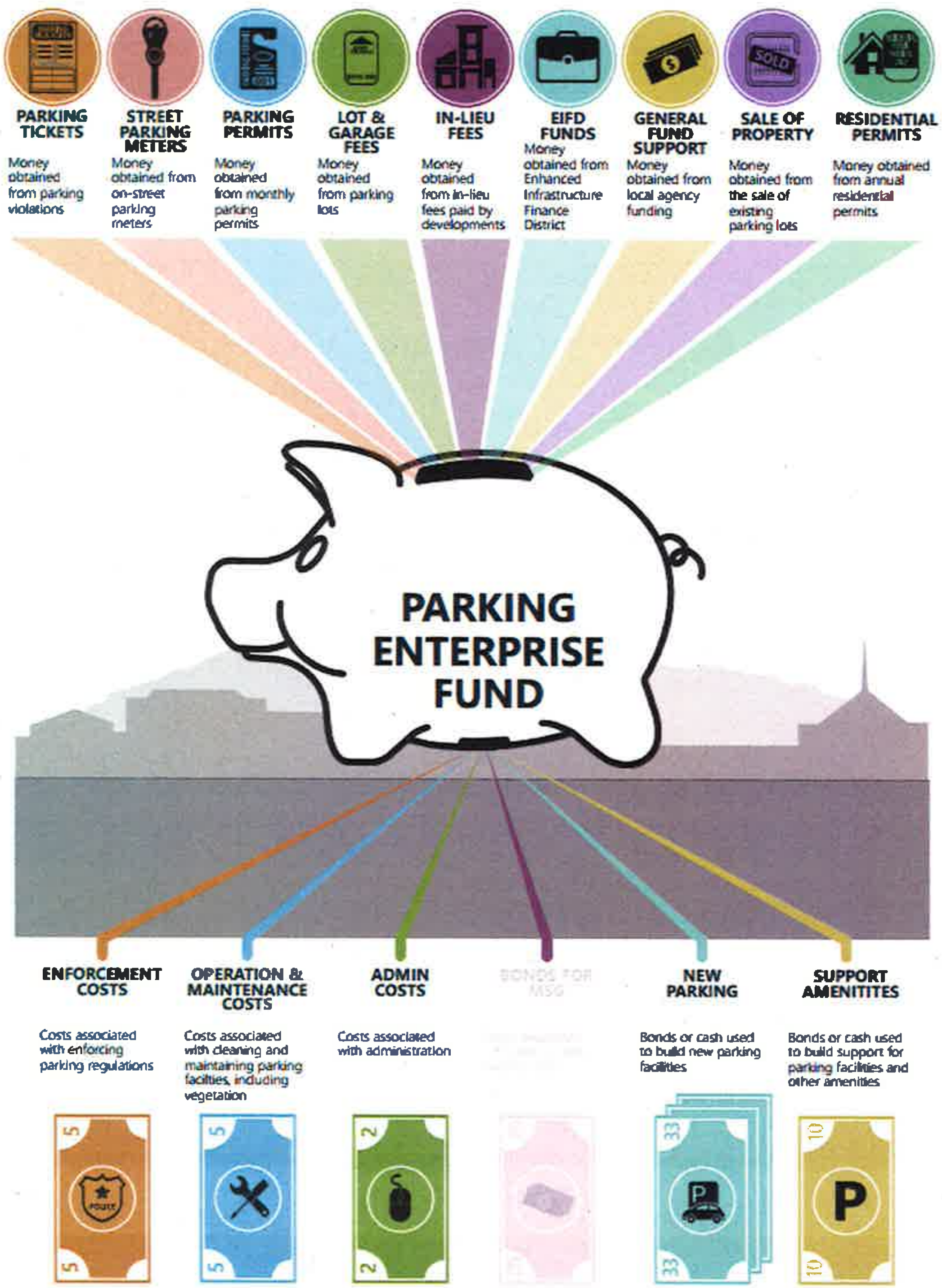
Off Street Revenue		
Monterey Street Garage	Monthlies ($40)	$110,400
	Hourly ($1.00)	$681,900
City Garage	Monthlies ($40)	$91,200
	Hourly ($0.75)	$190,700
Lot 1	Hourly ($1.00)	$115,000
Lot 2	Hourly ($1.00)	$100,300
Lot 3	Hourly ($1.00)	$113,800
Lot 5	Monthlies ($50)	$72000
Lot 8	Monthlies ($50)	$37,000
TOTAL OFF STREET:		**$1,512,200**
On Street Revenue		
Zone A ($1.25)		$349,700
Zone B ($0.75)		$333,600
Zone C ($0.50)		$353,800
TOTAL ON STREET		**$1,037,100**
TOTAL REVENUE		**$2,549,300**

Expenses



Parking District Budget: Expenses	
Personnel	
Parking Manager	$128,000
Parking Supervisor	$81,000
Support Services	$178,700
Total Personnel	**$387,700**
Operations	**$172,600**
Professional Services	
Garage Operations	$270,000
Kiosk Maintenance	$19,000
Landscaping	$60,000
Sweeping	$36,000
Trash	$55,000
General Maintenance	$107,000
Security	$60,000
Small Contracts	$3,000
Utilities	$40,000
Total Professional Services	**$650,000**
Administrative Overhead	**$70,000**
TOTAL EXPENSES	**$1,280,300**

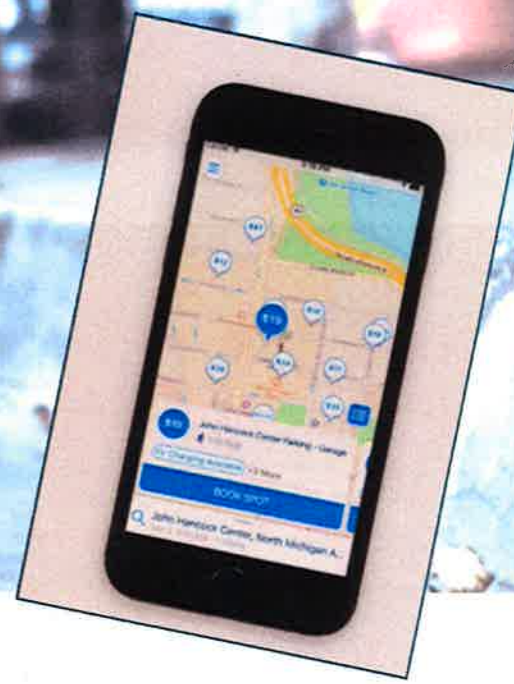
★ Parking ticket revenue is accounted for separately



Parking District Budget: Revenues/Expenses	
TOTAL REVENUE	$2,549,300
TOTAL EXPENSES	$1,280,300
NET OPERATING REVENUE	$1,269,000
CAPITAL: PARKING KIOSK EQUIPMENT PURCHASE FINANCING	$200,000
NET REVENUE	$1,069,000

Conclusions

- Abundant parking within the parking district
- Managing Parking increases choice for visitors
- Managing Parking will cut down on traffic (seeking parking)
- Managing Parking will create revenues that can be reinvested in the Parking District.
- Parking revenues can help enhance downtown experience.
- Accountability/Stakeholder Input



Next Steps

- Discuss Parking Plan with SCCIA
  - Proposed Strategy and Implementation Plan,
  - Develop Short Term Budget and Capital Improvement Program,
  - Solicit Input on make up of Parking Oversight Committee

Next Steps (continued)

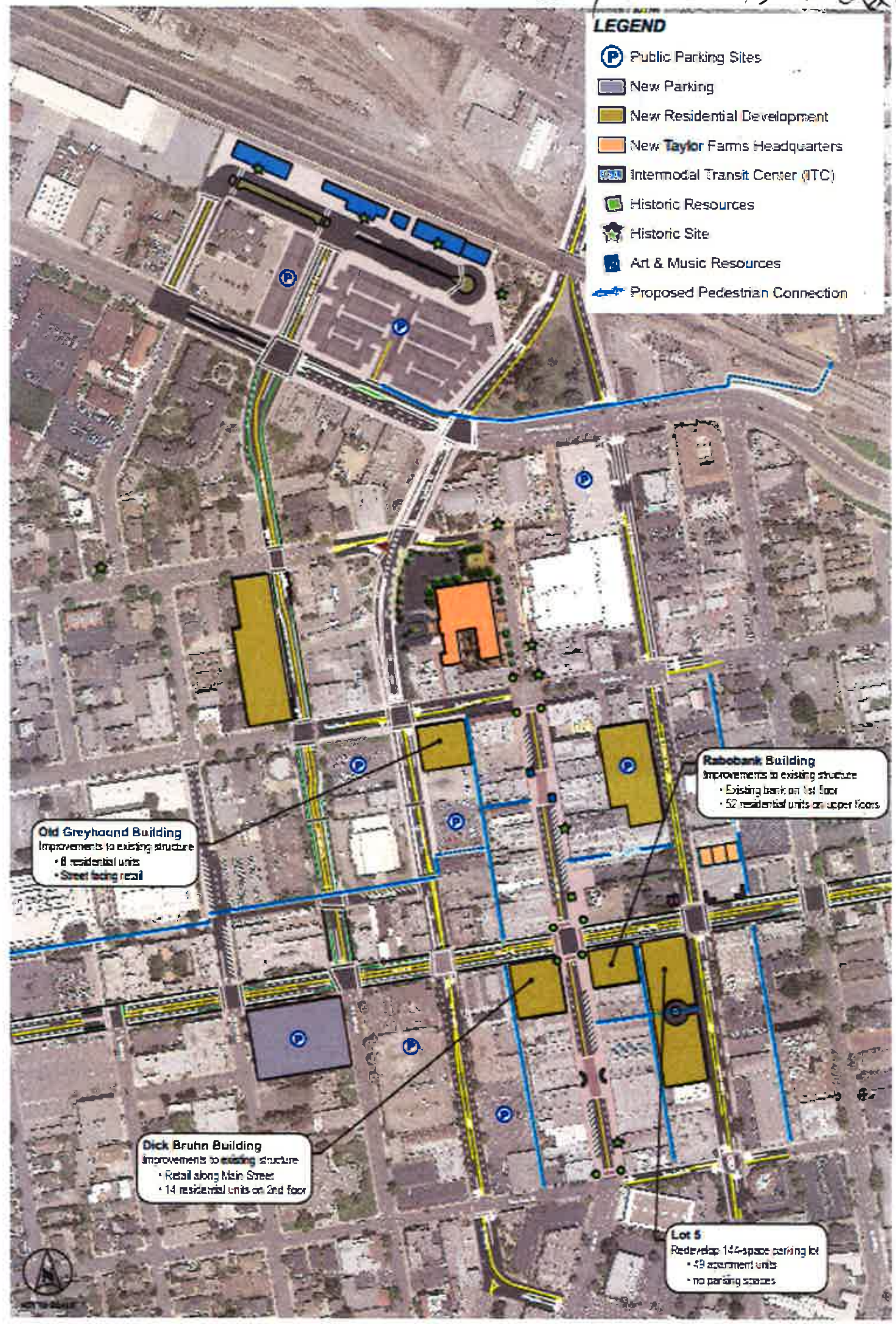
- Work with Oversight Committee to Refine Plan and Engage Downtown Merchants and Residents
  - Property Owners
  - Merchants
  - County
  - City
  - District Staff

END

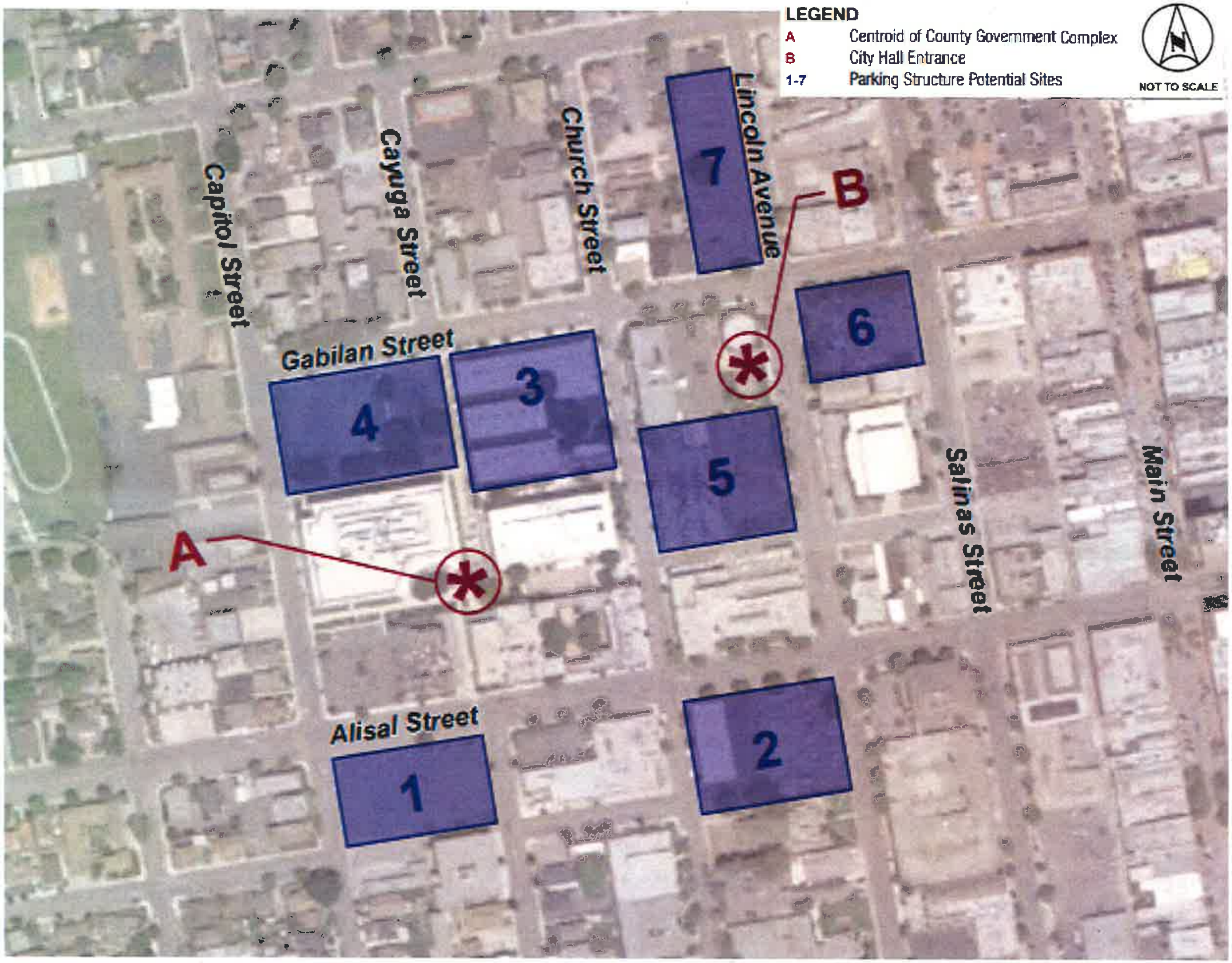
Extra Slides

Housing Target Market Analysis

- Incentivize redevelopment of surface parking lots to residential
- Lower parking rate
- Allow shared parking
- Parking In-lieu fees
- Collect funds such that future parking can be built



New Parking in Government Center



Build Structured Parking

- Identifying revenues needed to support Downtown Parking District operations, capital improvements, and new parking; and
- Continued conversations about opportunity sites for shared parking with the County and Downtown parking facilities.