

REPORT TO THE CITY COUNCIL

City of Salinas, California

DATE: September 20, 2016

FROM: Gary Petersen, Public Works Director

THROUGH: Robert C. Russell, City Engineer

BY: James Serrano, Transportation Planner

SUBJECT: **PARKING MANAGEMENT PLAN CONSULTING SERVICES**

RECOMMENDATION:

It is recommended that the City Council authorize professional services for developing a Parking Management Plan.

DISCUSSION:

The Public Works Department manages the City parking assets such as the parking garages and city operated parking lots. In addition, the Public Works Department plays a major role in the operation parking programs of the City such as the Residential Permit Parking Program, downtown parking, parking around schools, etc. It is public works staff that receives requests for parking restrictions, maintaining parking zones, removal of parking and other parking operations related tasks. For years, department staff has been interested in managing the City parking resources effectively.

On March 17, 2015 the Council accepted the Salinas Downtown Vibrancy Plan, a key strategic document that provides recommendations and sets goals that will shape the downtown for the whole community. One of the key implementation recommendations of the Downtown Vibrancy Plan (2015) is to stimulate development activity by creating catalyst sites through the re-zoning of public surface parking lots to allow for desired uses such as residential or mixed-use development, and to focus on aligning the land use approval process to facilitate private investments in downtown development. This includes amending City land use designations and regulations to allow for and incentivize the recommended type(s) of housing development.

The implementation strategies for the Vibrancy Plan are therefore being carried out in a multi-prong approach towards accomplishment of the plan goals:

1. The formation of the Community Benefit District in July 2015;
2. Planning efforts for the conversion of Main Street into a two-way street with consideration of design ideas that improve the safety and attraction of downtown (began in February 2016);

3. Design work for improvements along major downtown transportation corridors that focus on moving people in downtown;
4. In June 2016 the Council approved the preparation of a Housing Target Market Analysis (HTMA) to better understand the target market, product demand, and absorption rates. The HTMA will consider the needs raised by Downtown Vibrancy Plan, including safety and security, pedestrian enhancements, attractive public spaces, improved mobility, better parking management, and other governance-related issues that may impede development. The HTMA outcomes will assist the city, private developers, and the community to focus and diversify their approach to community development, target funding to increase impact, and focus efforts where the data supports housing development;
5. In August, the City took the first step towards implementation of the Vibrancy Plan goal to manage the City's Parking Resources with the consolidation of parking enforcement into the Public Works Department and securing the services of a professional parking enforcement partner, Serco, Inc. The next step is developing the Parking Management Plan with a focus on downtown.

The attached proposal from transportation consultants Kimley-Horn, in the amount of \$127,330 is to assist in implementing the recommendations of the Salinas Downtown Vibrancy Plan for managing parking. The scope of services shows focus on supporting the work of City staff working on downtown Zoning, Housing and economic strategies with the parking analysis that is integral to these efforts. The work will determine where parking needs to be, what assets and facilities are needed and how to finance them. As it was with the work on the Vibrancy Plan, the City will work with the community to develop the solutions for parking.

The Housing Target Market Analysis will rely on the findings and recommendations of the Parking Management scope of work to identify parking related issues that would impede development and to provide recommendations regarding specific policy and regulations to be considered by the City to incentivize residential development Downtown.

Finally, the work on parking management also includes the consolidation of parking operations for effective citywide management of parking.

ISSUE:

Shall the City Council authorize an extension to the professional services with Kimley-Horn in the amount of \$127,330 for developing a Parking Management Plan.

FISCAL IMPACT:

Development of the Parking Management Plan is budgeted this year in the Capital Improvement Program (CIP 9232). There are sufficient funds in the program for this expense.

TIME CONSIDERATIONS:

There is much activity directed to meet the implementation goals of the Vibrancy Plan of which parking is a critical piece. The authorization of this task will allow existing city work to be coordinated with this effort.

ALTERNATIVES/IMPLICATIONS:

Council may decide not to authorize this task. If so, no improvement can be shown in the management of the City's parking assets, and achievement of Vibrancy Plans goals will be stymied.

CITY COUNCIL GOALS:

Development of the Parking Management Plan implements the Vibrancy Plan and improves the effectiveness of the City's parking program, meeting several of the Council's goals: Effective, Sustainable Government; Safe, Livable Community; and Excellent Infrastructure. It also supports the goal of Economic Prosperity.

CONCLUSIONS:

The Council is recommended to authorize an extension of the professional services agreement with Kimley-Horn in the amount of \$127,330 for developing a Parking Management Plan.

Back Up Pages:
Kimley Horn Proposal
Excerpt from Vibrancy Plan (Managing Parking Resources)