



STAFF REPORT

SAUSALITO CITY COUNCIL

AGENDA TITLE:

Downtown Municipal Parking Lots – Hours of Operation and Rates

RECOMMENDED MOTION:

City Council approves recommended new parking lot hours of operation and rates to coincide with the installation of the new Multiple Space Meter parking system.

SUMMARY

The implementation of the new Multiple Space Meter system in the City's municipal parking lots creates the opportunity for the City Council to set new hours of operation and rates.

1. Staff is recommending that City Council approve new parking lot hours of operation for the municipal parking lots.
2. Staff is also recommending changes to the Parking Master Fee Schedule.
3. Sausalito residents will retain all of their current parking privileges. There are no suggested fee changes for area permit parking or commuter parking.

BACKGROUND

The City is in the process of replacing the aging parking equipment in Lots 1, 2, and 3. Lots 1 and 3 have entrance and exit gates that allow for 24 hour operation. The new MSM parking system eliminates the need for entrance and exit gates in Lots 1 and 3.

In conjunction with the replacement of the equipment in Lots 1, 2, and 3, the City is installing the MSM system in Lot 4 which includes on-street Humboldt Street parking.

The system being installed in all four lots will consist of multiple space meters (MSM) with an embedded wireless vehicle sensor in each parking space. Once a vehicle is parked in a space, the sensor alerts a computer that a vehicle is occupying the space. The new parking system will notify a Parking Enforcement Officer if the occupied parking space is unpaid or if the paid time has expired.

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ISSUES

Downtown parking consists of gated municipal lots, a pay-per-space lot, and metered on-street parking. The hours of operation for these lots varies from 24 hours a day (Lots 1 and 3), 8:30 am to 6:30 pm (Lot 2) or 9:00 am to 6:00 pm (metered). Parking rates vary from \$3.00 per hour in Lots 1 and 3, \$1.50 per hour in Lot 2, to \$1.00 per hour for metered street parking.

HOURS OF OPERATION

Currently Lot 1 and Lot 3 operate 24 hours a day and 7 days a week. Hours of operation for Lot 2 are from 8:30 a.m. to 6:30 p.m. and also 24/7. Lot 4, currently being a permit parking lot and not subject to hours of operation limitations, will need to have hours of operation set before the implementation of the new Multiple Space Meter (MSM) system.

To avoid confusion due to the existing different hours of operation between the downtown municipal parking lots, Staff recommends new standardized hours of operation for the downtown municipal lots. Staff recommends that these new hours of operation be set at 8:00 a.m. to 10 p.m.

Staff believes that 24 hour enforcement of the lots is not cost effective. The amount of parking revenue from late night and early morning use would not cover the cost of enforcement personnel. If the City were to standardize downtown parking lot hours to match either Lot 2 (6:30 p.m.) or metered on-street parking (6:00 p.m.) the City would see an approximate 20% loss in revenue from Lots 1 and 3. However, by ending lot hours of operation at 10:00 p.m., the City would only see an approximate 3% loss of revenue. Refer to Fiscal Impact for details.

Lot 4, being a permit lot, has no attached hours of operation. As this lot is further away from the downtown area and primarily services local establishments, Staff recommends the hours of operation for Lot 4 be set at 8:00 a.m. to 7:00 p.m. These hours of operation can be adjusted later, if needed, when staff reviews parking data.

PARKING RATES

Currently, downtown parking lot rates vary from \$1.50 to \$3.00 per hour. Metered on-street parking is set at \$1.00 per hour.

Parking Lot 2 has a reduced rate that is approximately one-half that of Lots 1 and 3. As Lot 2 is centrally located in the downtown area, this lot should have the same fee rates as Lot 1. Staff is recommending that Lots 1 and 2 have a rate of \$3.00 per hour and that the rate for Lot 3 be set at \$2.00 per hour.

As Lot 4 is being transitioned from a permit parking lot into a fee-for-use lot, new lot rates will need to be added to the Parking Master Fee Schedule. Staff recommends that the rate for Lot 4, being located further away from the downtown area, be set at \$1.00 per hour.

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Once Staff has a chance to review parking data over the next six months, Staff can present City Council with alternatives to the suggested rate changes if needed.

The new MSM system will have several features that will allow the City to meet the needs of residents and the business community. Some of them are:

- Adjustable seasonal rates for the downtown area.
- Adjustable peak rates for specific days and hours of the week.

For comparison and informational purposes, Staff conducted research on the municipal parking lot hours of operation and rates for the cities of San Rafael, Berkeley, Oakland, and San Francisco.

Staff learned that each of these cities operates various combinations of parking garages, parking lots using MSM style pay-for-use spaces, parking lots using meters, and on-street metered parking.

The days of operation for the garages and lots varied from 6 days each week to 7 days each week. The hours of operation also varied from 8 a.m. - 6 p.m. to 24 hours a day. The parking garages and lots nearest to downtown shopping areas were operated more days per week and more hours per day.

The parking rates varied from a low of \$1.00 per hour in the San Rafael parking garages and \$.75 per hour in the San Rafael parking lots to a high of \$3.50 per 30 minutes in selected city parking garages in San Francisco.

As expected, the larger cities of Berkeley, Oakland, and San Francisco had complex parking lot fee schedules depending on location, day of the week, and hour of the day along with the amount of hours parked. Short term parking was generally less expensive but parking for more hours in the same lot resulted in the hourly rate jumping from \$1.50 per hour to \$4.00 per hour.

FISCAL IMPACT

Below are two charts that reflect how changing the hours of operation will affect revenue generated from Lots 1 and 3. The charts are included for informational purposes to represent how changing lot hours of operation can impact City revenues. For comparison, statistics were used from two high traffic months and two low traffic months. The calculations are provided by Parking Analyst Jean Schurtz.

Sample estimate on lost revenue if Lots 1 and 3 operated from 8 a.m. to 6 p.m.:

Totals	Current Revenue 24 Hours	Revised 8 am to 6 pm	Projected Loss 8 am to 6 pm	Projected Revenue 8 am to 6 pm
July 2009	\$106,360.00	\$83,364.00	(\$22,996.00)	78.38%
August 2009	\$107,465.00	\$86,005.00	(\$21,460.00)	80.03%
December 2009	\$ 38,654.00	\$33,851.00	(\$ 4,803.00)	87.57%
January 2009	\$ 29,964.00	\$26,543.00	(\$ 3,421.00)	88.58%

Sample estimate on lost revenue if Lots 1 and 3 operated from 8 a.m. to 10 p.m.:

Totals	Current Revenue 24 Hours	Revised 8 am to 10 pm	Projected Loss 8 am to 10 pm	Projected Revenue 8 am to 10 pm
July 2009	\$106,360.00	\$103,265.00	(\$3,095.00)	97.09%
August 2009	\$107,465.00	\$104,902.00	(\$2,563.00)	97.62%
December 2009	\$ 38,654.00	\$ 37,714.00	(\$ 940.00)	97.57%
January 2009	\$ 29,964.00	\$ 29,361.00	(\$ 603.00)	97.99%

STAFF RECOMMENDATIONS

Staff recommends that City Council approve the changes in parking lot hours of operation and rates as outlined in the attached Parking Fee Schedule.

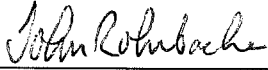
Staff also recommends no changes in the various discounts for commuters, hotel, and other permit parking.

ATTACHMENTS

City of Sausalito Parking Hours of Operation and Fee Schedule

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PREPARED BY:



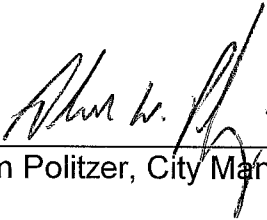
John Rohrbacher, Captain

REVIEWED BY (Department Head):



Scott Paulin, Chief of Police

SUBMITTED BY:



Adam Politzer, City Manager

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RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAUSALITO
AMENDING THE REVISED AND RESTATED MASTER FEE SCHEDULE ADOPTED
IN FY2008-09**

WHEREAS, in 1983 with the adoption of Resolution No. 3233, the City Council of the City of Sausalito adopted their first Master Fee Schedule which included fee schedules from all departments; and

WHEREAS, since 1988, the City Council of the City of Sausalito began to annually adopt a Revised and Restated Master Fee Schedule; and

WHEREAS, it is the policy of the City Council of the City of Sausalito to review and amend, as required, the Master Fee Schedule when fees are changed or corrections and/or clarifications need to be made to the Schedule; and

WHEREAS, it is the desire of the City Council to revise and restate the Master Fee Schedule on an annual basis; and

WHEREAS, on June 24, 2008, the City Council adopted the latest Revised and Restated Master Fee Schedule by adoption of Resolution No. 4957; and

WHEREAS, since the adoption of Resolution No. 4957, the following amendments were made and restated: Resolution No. 4984 which revised the Planning Division Fee Schedule on November 25, 2009, Resolution No. 5003 which revised the Building Division Fee Schedule on February 24, 2009, Resolution No. 5045 which revised the Parks and Recreation, Police/Parking Division and the Library Fee Schedules on July 7, 2009, Resolution No. 5052 which revised the Planning and Engineering Fee Schedules on July 21, 2009, and Resolution No. 5150 which revised the Planning, Building, Engineering and Police Fee Schedules on June 1, 2010; and

WHEREAS, the Master Fee Schedule is currently being reviewed and contains recommended modifications as follows in the attached Exhibit.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Sausalito does hereby:

1. Amend the Revised and Restated Master Fee Schedule as attached hereto in Exhibit A; and

2. Leaves in full force and effect any other fees or fines adopted by the City of Sausalito that are contained in said Master Fee Schedule previously adopted in 2008, along with the above noted amendments.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Sausalito on the _____ day of _____, 2010, by the following vote:

AYES: Councilmembers:
NOES: Councilmembers:
ABSENT: Councilmembers:
ABSTAIN: Councilmembers:

MAYOR OF THE CITY OF SAUSALITO

ATTEST:

CITY CLERK

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City Of Sausalito
Master Fee Schedule
Proposed Changes in Parking Fees Hours of Operation
July 1, 2010

MUNICIPAL PARKING LOT #1	Current Fee	Proposed Fee
Hourly Rate	\$1.00 per 20 minutes for the first two hours; \$2.00 per hour for each subsequent hour or increment thereof; \$25 per day maximum; \$25 lost ticket charge	\$3.00 per hour \$25 per day maximum Hours of Operation 8 a.m. to 10 p.m. Free parking 10 p.m. to 8 a.m.
Resident Card	3 hours free parking during daytime hours 8AM to 6PM and free 6PM to 8AM using resident card; \$1.00 per half hour billed at all other times with a daily maximum charge of \$25	3 hours free parking during daytime hours 8AM to 6PM and free 6PM to 8AM using resident card; \$3.00 per hour billed at all other times with a daily maximum charge of \$25
MUNICIPAL PARKING LOT #2	Current Fee	Proposed Fee
Hourly Rate	up to 20 minutes \$0.50 up to 40 minutes \$1.00 up to 60 minutes \$1.50 1-2 hours \$3.00 2-3 hours \$4.00 3-4 hours \$5.50 4-5 hours \$7.75 5-6 hours \$10.00 7-8 hours \$15.50 8-9 hours \$19.00 Daily maximum \$25.00	\$3.00 per hour \$25 per day maximum Hours of Operation 8 a.m. to 10 p.m. Free parking 10 p.m. to 8 a.m.
Resident Card	Did not apply	3 hours free parking during daytime hours 8AM to 6PM and free 6PM to 8AM using resident card; \$3.00 per hour billed at all other times with a daily maximum charge of \$25
Debit Card - Commuter and Downtown Employee Parking in <u>Lot #2</u> (weekdays only May through October; weekends as well as weekdays November through April 1)	Did not apply	\$10.00 per day (\$42 minimum per card)

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MUNICIPAL PARKING LOT #3	Current Fee	Proposed Fee
Hourly Rate	\$1.00 per 20 minutes for the first two hours; \$2.00 per hour for each subsequent hour or increment thereof; \$25 per day maximum; \$25 lost ticket charge	\$2.00 per hour \$25 per day maximum Hours of Operation 8 a.m. to 10 p.m. Free parking 10 p.m. to 8 a.m.
Resident Card	3 hours free parking during daytime hours 8AM to 6PM and free 6PM to 8AM using proximity card; \$1.00 per half hour billed at all other times with a daily maximum charge of \$25	3 hours free parking during daytime hours 8AM to 6PM and free 6PM to 8AM using resident card; \$2.00 per hour billed at all other times with a daily maximum charge of \$25
MUNICIPAL PARKING LOT #4	Current Fee	Proposed Fee
Hourly Rate	Did not apply Permit lot only	\$1.00 per hour \$5 per day maximum Hour of Operation 8 a.m. to 7 p.m. Free parking 7 p.m. to 8 a.m.

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