

TO: James L. App, City Manager  
FROM: Ronald Whisenand, Community Development Director  
SUBJECT: Downtown Parking Financing Plan  
DATE: January 16, 2007

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Needs: For the City Council to consider authorizing preparation of a Downtown long-term parking development Phase II financing plan.

- Facts:
1. In 2002 the City Council adopted a Downtown Parking Action Plan that identified a series of short, mid, and long term measures to address the supply and management of parking in the downtown (attached). The Action Plan was based on a Downtown Parking and Circulation Analysis prepared by Kimley-Horn and Associates dated September 2002 (copy available upon request).
  2. Several of the short term measures have been successful in terms of providing additional on-street parking in the downtown. Other voluntary measures to encourage long term employee parking outside of the downtown core have had limited success.
  3. One other short term measure was preparation of the Phase I parking financing plan. The first phase, which evaluated and recommended an in lieu parking fee, was acted on by the City Council on October 17, 2006 (copy available upon request).
  4. In order for the remainder (Phase II) of the parking financing study to be completed, updated parking information, projections, and management options is needed.
  5. Staff has received a proposal from Kimley-Horn and EPS to update the 2002 Downtown Parking and Circulation Analysis and Action Plan and conclude the Downtown Parking Financing Study (attached).

Analysis &  
Conclusion: It has been a long standing City Council goal to address parking in the downtown while enhancing the pedestrian friendly shopping environment. While some of the short-term Action Plan measures have been successful in adding (over a 100) new parking spaces, more can be done to address the demands for development in the downtown.

The City is in the “mid-term” phase of the Action Plan (2006-2009). Mid-term recommendations include readdressing the need for time restricted parking to address parking behaviors, budgeting funds for expanded parking in the downtown, and addressing how

circulation changes in the downtown could address commercial expansion and access to underutilized downtown parking resources. An updated parking study is needed in order to address these and other available measures as well as understand how projected downtown redevelopment and growth can be accommodated.

Kimley-Horn and Associates and Economic & Planning Systems (EPS) Scope of Work includes collection and analysis of updated parking and growth data, and preparation of a parking supply, management, and financing plan. The team's work efforts will include involvement of Council's Parking Ad Hoc Committee as well as stakeholders including Main Street and the Chamber of Commerce.

The proposed budget to prepare this project is \$55,000 and will take up to six months from startup to completion.

Fiscal

Impacts: The proposed project is estimated to not exceed \$55,000. Since the newly formed parking fund (from collection of parking in lieu fees) does not have a sufficient balance, the funding may be allocated from the General Emergency & Contingency Fund.

There is currently \$1,239,300 in the General Emergency & Contingency Fund.

Options:

- a. Adopt the attached Resolution appropriating \$55,000 from General Fund reserves to budget Account No. 110-710-5224-489 for this project.
- b. Amend, modify, or reject the above option.

Attachments:

- 1 – 2002 Paso Robles Downtown Parking Action Plan and Status Report
- 2 – Kimley-Horn/EPS Proposal, December 2006
- 3 - Resolution

# Paso Robles Downtown Parking Action Plan

(and Status Report as of December 2005)

## Short-Term (2002-2005); current / projected demand for 100 spaces:

- Provide angled on-street parking where feasible. **(Done; created 115 spaces)**
- Propose a budget in FY 03-04 for new/additional signs for parking lots. **(Done)**
- In cooperation with Main Street, mark curb faces in selected blocks to designate on-street parking spaces “for customers”. **(Was concluded to be not feasible / effective)**
- Allow loading zones to be established by the Streets & Utilities Committee. **(Done)**
- Establish a City Council ad hoc Committee to review options for ways to provide more off-street parking spaces (particularly in the form of parking lots that could later be used for parking structures). Considerations shall include potential locations and costs for the City to lease and improve vacant properties as interim locations for additional off-street parking. **(Done; preparation of a financing study which is now underway)**
- Direct staff to prepare the appropriate paperwork to extend the current favorable parking ratio that expires in December 2003 to December 2005. **(Done)**
- Encourage Main Street to work with downtown merchants to formulate and implement programs that provide incentives for employees to park outside of the downtown core area. (To the extent that these programs are successful, it may not be necessary to pursue less attractive and more expensive measures to free up customer parking in the downtown core area.) **(City staff understands Main Street made efforts but with limited success)**
- Do one of the following:
  - a. Determine to rely on business owners to control the parking of their employees, thereby freeing up additional on and off-street parking spaces for customers, for a three-year period (ending December 31, 2005). Prior to the close of the three year period, review the potential need for time restricted parking; **(Done; little perceived success)** or
  - b. Direct staff to prepare a FY 03-04 budget proposal to enforce parking time limits. The time limits would restrict parking between 10 AM and 2 PM weekdays and would apply to areas identified in the Kimley-Horn study:
    - i. No time limits in public parking lots at 12<sup>th</sup> & Railroad, Spring between 12<sup>th</sup> and 13<sup>th</sup>, and south of City Hall, and along 11<sup>th</sup> Street and outside of the core area defined below in ii, iii, iv.
    - ii. A time limit of 4 hours on Spring and Pine Streets south of 12<sup>th</sup>.
    - iii. A time limit of 2 hours on Park & Pine Streets from 12<sup>th</sup> to 14<sup>th</sup> Street and in the parking lot east of Marv’s Pizza.

## **EXHIBIT A**

### **Paso Robles Downtown Parking Options**

- iv. A time limit of 4 hours on 12, 13, and 14<sup>th</sup> Streets.
- When development occurs at the NE and SE corners of 4<sup>th</sup> and Spring Streets, propose a budget for modifying lane configurations to channel a lane of traffic east on 4<sup>th</sup> Street and north on Pine Street. **(May be implemented with new Development plans)**

#### **Mid-Term (2006-2009); projected demand for 350 additional spaces:**

- Reevaluate the need for time-restricted parking (if not established in the short-term program or if there is a perceived need to consider expansion of either the time limits or geographic area to which they apply).
- Consider whether or not to further extend the favorable parking ratio for new development in the downtown area. **(Will be considered before 12/31/05)**
- Budget funds for acquisition and design of a facility to expand the number of off-street parking spaces within Area IV (as defined in the Kimley-Horn report). The location of the additional off-street parking would be based on opportunity for purchase of land. Property would be improved for surface level parking as an interim measure, with future structured parking as a long-range plan.
- Once the 13<sup>th</sup> Street bridge project is complete, as a trial measure, close off 13<sup>th</sup> Street for a two-week period in the block between Railroad and Park Streets, installing traffic counting devices elsewhere to determine the patterns of traffic that result from the change. This trial would include installing directional signs at 10<sup>th</sup> and 16<sup>th</sup> Streets, designed to channel traffic to Riverside and Creston Roads. Depending upon the outcome of the trial (measured in terms of reasonable success in redirecting traffic), consider the budget for a permanent barrier.

#### **Long-Term (2010 and beyond); projected demand for 550 more spaces:**

- Reevaluate the need for time-restricted parking (if not established in the short-term program or if there is a perceived need to consider expansion of either the time limits or geographic area to which they apply).
- Consider whether or not to further extend the favorable parking ratio for new development in the downtown area.
- Design and construct one or more multi-level parking lots to service Area IV as defined by the Kimley-Horn Report.
- Plan for and implement measures to direct Spring Street traffic east to the Riverside Avenue corridor, based on a new rail underpass or overpass being constructed at 4<sup>th</sup> and Pine / Riverside.

January 4, 2007

Mr. Ron Whisenand  
City of Paso Robles  
1000 Spring Street  
Paso Robles, CA 93446

**Re: Downtown Parking Study Update**

Dear Mr. Whisenand:

Kimley-Horn and Associates, Inc. is pleased to submit this letter agreement to provide parking consulting services to complete an update of our 2002 Downtown Parking and Circulation study report for the City of Paso Robles. This letter includes a description of our project understanding and a preliminary scope of services – which is based upon our previous discussions and our review of your Report/Presentation Outline. We have not yet included a detailed fee estimate or schedule to complete the assignment, but will after you and Jason Moody (EPS) have had a chance to review this preliminary scope of services. An approximate fee for the tasks we have defined is provided after the task descriptions.

**PROJECT UNDERSTANDING AND APPROACH**

The City of Paso Robles would like to update the 2002 Downtown Parking and Circulation study report in order to assess the current parking supply and demand, consider current and future land use changes, and readdress some of the issues and recommendations identified in the 2002 report. The effort would include collecting new parking supply and demand data, defining a new future land use scenario, and a redefinition of the action plan recommendations for parking and circulation improvements.

Some of the issues that would be reconsidered include the need for and timing of constructing additional public parking including but not limited to a parking structure – based upon a new future demand forecast and the anticipated cost and financing options. The update would help determine if the existing supply could be managed more effectively to accommodate demand – through efforts such as increasing the average or expected walk-distance to parking spaces not located in the highest demand areas, time restrictions and enforcement. Employee parking and the effectiveness of efforts to convince employees to park in areas with lower parking demand would also be studied. The effort would also determine if there are areas where the supply could be increased with additional angled parking or smaller surface lots, before construction of a parking structure. The report would include updated recommendations from the recent financing study completed by Economic & Planning Systems, Inc. to fund future parking facilities.

## SCOPE OF SERVICES

### **Task 1: Kickoff Meeting with City**

Kimley-Horn would arrange for and attend a kickoff meeting with City staff to discuss the project issues, scope of services and schedule. During the meeting, we will also discuss the action items from the 2002 study that have already been implemented, employee incentives that have or have not worked, development proposals, and a general assessment of parking deficiencies.

*Deliverables: Meeting attendance and summary notes.*

### **Task 2: Collect New Parking Data**

We will collect new (2007) weekday and Saturday parking data – in the same study area as the 2002 report. We anticipate a smaller effort for this than was completed in 2002 in terms of the number of survey days and hours. The data will include number of spaces available by location (using the same zone system from the 2002 report), and number of spaces occupied. We will also collect duration data by recording license plate numbers for different spaces to determine how long different vehicles are parked in different spaces – primarily for the on-street parking around the park. We have assumed collecting data as indicated in the following table. Ideally, we will schedule the survey days so that they begin on the same day as the kickoff meeting. We want to obtain “typical” day data, and not data during any special events or atypical high demand days. If we do not collect data on the same day as the kickoff meeting, the data collection will likely occur within the first week after the kickoff meeting, and is anticipated to be in January 2007. We will work closely with City staff to determine which days to survey.

**Parking Survey Days**

Day of Week	No. of Survey Days	Total Number of Hours Assumed
Weekday	1	10
Saturday	1	10
<b>Total</b>	<b>2</b>	<b>20 Hours</b>

In addition to the parking space data, we will obtain some anecdotal data from the employees and patrons of the shops and restaurants by asking them questions about how long they park, their destinations and what incentives or costs would be required to get them to park further away. We will utilize this anecdotal data to help define the parking patterns and attitudes – in order to better define parking management strategies.

*Deliverable: No deliverable to the City, data collection only, deliverable will be part of Task 5.*

**Task 3: Obtain Future Land Use Data**

We will obtain new (2007) land use data from City staff for use in projecting future parking demand. We anticipate having a second meeting with City staff to discuss the land use data and the associated parking demand. We will utilize ITE Parking Demand estimates for comparison purposes, but will attempt to define unique rates for the Downtown area by working with staff.

*Deliverable: Meeting attendance and summary notes.*

**Task 4: Circulation Improvements**

We will obtain information about roadway improvements that have been made since 2002 and planned improvements during our second meeting (Task 3) with City staff. This information will be used to help determine if the improvements help to expand the walk distance or allow for additional roadways to be re-stripped for angled parking – now or in the future. Our analysis and information in the report will address the issue of 13<sup>th</sup> Street being a “barrier”, as far as walk distance is concerned, and work closely with City staff to define anticipated land use changes that are expected to occur north of 13<sup>th</sup> Street that would help to expand the downtown revitalization area – which could lead to increased pedestrian activity between the areas north and south of 13<sup>th</sup> Street. Information from this meeting will be used to define parking management strategies and provide for an update to the 2002 recommendations. We do not anticipate collecting new traffic count data as part of this task.

*Deliverable: Meeting attendance (same meeting as Task 3) and summary notes.*

**Task 5: Data Analysis**

We will develop quantitative current and future parking demand information by zone. We will develop estimates of the average and peak parking demand for the time periods when data was collected. We will accomplish this by preparing spreadsheets and graphic charts that illustrate demand by time of day and day of week. We also include the effect of parking duration into our demand calculations, and indicate where there may be nearby parking that is under utilized at or about the same time where there may be higher demand in different areas. The analysis will define average parking in terms of demand or surplus, with a timeline for future demand, based upon land use and development assumptions.

*Deliverable: Spreadsheets and graphics to present data – for use in reports.*

### ***Task 6: Future Parking Supply and Management***

Based upon the results of the previous tasks, we will update the action plan implementation steps, and define actions that could increase the supply and define parking management strategies. The analysis and recommendations will focus on solutions to the parking supply and demand situation, including updated action steps that would manage the parking supply through management activities such as time restrictions - in lieu of constructing a parking structure. We will produce a technical memorandum that defines a "tool kit" of solutions that will include the possibility of introducing parking meters on selected streets – which will continue to be a controversial issue with some of the downtown advocates/business owners – as a potential method of controlling employee parking.

The technical memorandum will include a section on opportunities and constraints (or pros and cons) of expanding the downtown parking area where developers can pay in lieu fees. The memorandum will be submitted to City staff for review and comment. The final memorandum will be incorporated into the draft report. We will work closely with City staff to coordinate the efforts of this task with the City's Town Centre Plan, and assess possible sites for a future parking structure(s) in association with a new City Hall and other planned development projects.

*Deliverable: Summary parking management technical memorandum.*

### ***Task 7: Parking Financing Strategy (EPS)***

EPS will prepare a Parking Financing Strategy memorandum for the Parking Management Plan developed in Task 6. The Parking Financing Strategy will evaluate and describe the sources and uses of funds necessary to cover the one-time and on-going costs associated with the preferred Parking Management Plan. Working with Kimley-Horn and Associates, EPS will estimate the costs and revenues associated various parking management options presented (e.g. meters, time limits, increased enforcement, additional surface or structure spaces, etc). The Financing Strategy will estimate the potential revenue generated from both existing and proposed sources (e.g. impact fees, assessment district, meters and enforcement, etc.). In cases where one-time or on-going operating costs are not covered by corresponding operating revenues, EPS will evaluate the availability of other funding mechanisms that may be available. The memorandum will also address the existing in lieu fee program and make recommendations on whether the current fee is properly set in terms of meeting the objectives of a parking financing program.

Given that the parking management strategies are likely to evolve through time in response to increasing demand for parking, the corresponding financing mechanisms will also evolve. Consequently, both the Parking Management Plan and the Parking Financing Strategy are likely to be presented as a phased

program with relatively lower costs solutions provided in early phases and the potential for expanded facilities (e.g. parking garage) provided in the long-term.

The Parking Financing Strategy and Parking Management Plan will be prepared as a coordinated effort incorporating input from City staff and Council as well as community stakeholders. The EPS budget estimate includes the costs associated with an initial kick-off meeting and two public meetings. It also includes the cost associated with the preparation of an Administrative Draft, Public Review Draft, and Final memorandum that presents the Parking Financing Strategy. Finally, the budget includes EPS work with Kimely-Horn Associates on the land use data assumptions (Task 3).

*Deliverable: Summary parking financing technical memorandum*

**Task 8: Preparation of Preliminary Draft Reports (for Staff Review)**

We will prepare a preliminary draft report (3 copies) summarizing the updated analysis and discussions from Tasks 1-7 for City staff review and comment. We will obtain one set of consolidated comments from staff.

*Deliverable: 3 Preliminary Draft Reports.*

**Task 9: Final Draft Report (for Main Street and Chamber Review)**

We will use City staff comments from Task 8 to prepare a revised report (Final Draft), and submit 5 copies for staff to present to Main Street and the Chamber for review and comment. We will rely upon City staff to obtain comments and provide one set of consolidated comments to Kimley-horn for report revisions. We anticipate having a meeting or workshop with City staff, Main Street and Chamber representatives to discuss the report and findings. The meeting is identified in Task 11.

*Deliverable: 5 Draft Reports.*

**Task 10: Preparation of Final Report**

We will use the consolidated comments that City staff obtains from Main Street and Chamber representatives to revise the Final Draft Report. We have assumed 8 hours of revision efforts. We will submit 5 hard copies of a Final report and 1 CD ROM with the report in pdf format for City reproduction. Additional copies can be provided at cost, or we can provide the City with a copy of the report on CD Rom for reproduction

*Deliverable: 5 Draft Reports, 1 Report on CD ROM in pdf format for City reproduction. Additional hard copies of the report can be provided at cost, as additional services.*

***Task 11: Meetings and Presentations***

This task defines the meetings and presentations that will occur throughout the project as part of this proposal fee.

Task 1 Kickoff meeting (already included in the Task 1 budget).

Task 3 Future Land Use and Task 4 Circulation Improvements meeting (one meeting – already included in the budgets for those tasks).

Task 8 meeting to preview or review the preliminary draft report and obtain City staff comments. (Preparation, travel and meeting attendance: \$1,800 labor + \$100 expense).

Task 9 meeting/workshop with staff, Main Street and Chamber representatives to discuss the report findings. (Preparation, travel and meeting attendance: \$1,800 labor + \$100 expense).

Task 11 Public Meeting – assumed to be during a City Council meeting or Special Meeting. We anticipate preparing a PowerPoint-type presentation for this meeting, and the efforts to prepare the presentation are include in this task. (\$2,800 labor + \$400 expense).

*Deliverable: 3 meetings (2 part of previous tasks), 1 workshop, 1 public meeting and powerpoint presentation.*

Preparation for and attendance at additional meetings could be provided on a time and materials basis.

**SCHEDULE**

We anticipate completing the tasks described above within five months after written authorization to proceed. The project schedule is presented below, but could be subject to change upon completion of our Task 1 kickoff meeting.

<b>Task</b>	<b>Month 1</b>	<b>Month 2</b>	<b>Month 3</b>	<b>Month 4</b>	<b>Month 5</b>
1	■				
2		■			
3		■			
4		■			
5		■	■		
6			■	■	
7		■	■	■	
8					■
9					■
10					■
11	*	*		*	*

**ADDITIONAL SERVICES**

Any services not specifically provided for in the above scope of services will be considered additional services and can be performed at our then current hourly rates, which can be provided to the City. Additional services we can provide include, but are not limited to, the following: collection of traffic counts, intersection analysis, conceptual parking lot designs, additional parking survey and data collection days, meetings not defined in the scope, lighting design, development of shared parking agreements, additional report copies or other items not specifically defined in the scope of services of this agreement.

**CLOSURE**

In addition to the matters set forth herein, our Agreement shall include and be subject to, and only to, the terms and conditions in the attached Standard Provisions, which are incorporated by reference. As used in the Standard Provisions, the term "the Consultant" shall refer to Kimley-Horn and Associates, Inc., and the term "the Client" shall refer to the City of Paso Robles.

If you concur in all the foregoing and wish to direct us to proceed with the services, please have authorized persons execute both copies of this Agreement in the spaces provided below, retain one copy, and return the other to us. Fees and times stated in this Agreement are valid for sixty (60) days after the date of this letter.

We look forward to working with you on this project. Please call me if you have any questions or if you require any additional information.

Sincerely,

**KIMLEY-HORN AND ASSOCIATES, INC.**

Bill Dvorak, AICP  
Vice President

**Approved by:**

**By** \_\_\_\_\_

**Title** \_\_\_\_\_

**Date** \_\_\_\_\_

Cc: Jason Moody, EPS

Attachment: Standard Provisions

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RESOLUTION NO.

A RESOLUTION OF  
THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
APROPRIATION OF FUNDS FOR CONSULTANTS  
TO PREPARE A DOWNTOWN LONG-TERM  
PARKING DEVELOPMENT PHASE II FINANCING PLAN

WHEREAS, on January 16, 2007, the City Council selected the professional consulting firms of Kimley-Horn Associates, Inc. and Economic & Planning Systems (EPS) to prepare a Downtown long-term parking development Phase II financing plan; and

WHEREAS, it has been determined by the City Council that it is necessary to prepare an updated parking analysis and financing study to assist the City in ensuring that the downtown remains vibrant and successful consistent with General Plan and Economic Strategy policies; and

WHEREAS, the City has received a proposal from the consulting firms of Kimley-Horn Associates and EPS to prepare a Downtown long-term parking development Phase II financing plan, which includes a cost estimate for the proposed Scope of Work of \$55,000, which is included in Exhibit A.

WHEREAS, this budget appropriation will be effective with the fiscal year beginning July 1, 2006.

THEREFORE, BE IT RESOLVED AS FOLLOWS:

SECTION 1. The City Council of the City of Paso Robles does hereby approve a one time budget appropriation of \$55,000 from General Emergency & Contingency Fund reserves to Budget Account No.110-710-5224-489 to fund this Scope of Work to prepare a Downtown long-term parking development Phase II financing plan.

PASSED AND ADOPTED THIS 16th day of January, 2007 by the following Roll Call Vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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FRANK R. MECHAM, MAYOR

ATTEST:

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DEBORAH ROBINSON, DEPUTY CITY CLERK