

TO: James L. App, City Manager  
FROM: Ronald Whisenand, Community Development Director  
SUBJECT: Downtown Parking Management Study  
DATE: October 2, 2007

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NEEDS: For the City Council to consider a contract to examine time restricted parking in the downtown including implementation strategies.

FACTS:

1. The City Council directed staff on to retain an outside expert to assist in the analysis of time restricted parking in the downtown core.
2. Requests for proposals (RFP) were mailed to a number of qualified firms and two, Parking Design Group (PDG) and Walker Parking Consultants responded.
3. PDG indicates it can provide the City's requested services for \$34,900; and Walker Parking Consultants have proposed a fee of \$55,500.
4. Staff and Council Ad Hoc members Strong and Hamon interviewed both firms on August 28, 2007 and recommend awarding a contract with PDG for an amount not to exceed \$35,000.

ANALYSIS &

CONCLUSION: The study will evaluate implementation of time restricted parking zones in the downtown. The study will also identify fixed and operational costs for managing a downtown parking program. Consistent with Council direction, the analysis will not address additional parking supply or the use of transit to access remote businesses and parking areas. These items will be addressed in the Town Centre Master Plan.

The study will explore parking management options that would help pay for program operation and fund future parking acquisitions.

POLICY

REFERENCE: Council direction of May 30, 2007

FISCAL

IMPACT: The proposed project is estimated not to exceed \$35,000. 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 a balance of \$1,063,600 in the General Emergency & Contingency Fund.

Options:

- a. Adopt the attached Resolution to award a contract to PDG and appropriate \$35,000 to budget Account No. 110-710-5224-489.
- b. Amend, modify, or reject the above option.

Attachments:

- 1 – Resolution
- 2 – Summary Scope of Work

**Downtown Parking Management Study  
Summary Scope of Work  
September 14, 2007**

- Kick-off meeting with City staff and downtown tour
- Review Kimley-Horn Study of 2002, meet with Bill Dvorak of Kimley-Horn to review 2002 assumptions and parking data, and provide City with an update of necessary parking data for the original 50 square block study area
- Work with City staff to update downtown build out assumptions, review major downtown projects approved since 2002, and consider any changes to downtown development trends
- Identify areas where time restricted parking zones should be applied
- Identify potential impacts on surrounding businesses and neighborhoods caused by time restricted parking zones and suggest a range of measures to mitigate those impacts
- Evaluate the types of uses present in our downtown and make recommendations on appropriate time limits
- Identify any infrastructure or equipment necessary to fully implement the time restricted parking program
- Identify any costs associated with infrastructure and equipment including installation and on-going maintenance
- Present specific enforcement strategy for time restrictions
- Identify all equipment, personnel, and systems necessary for operating, maintaining, enforcing, and collecting associated with time restricted parking
- Identify costs associated with the program including but not limited to equipment, maintenance, insurance, and personnel
- Identify options to financially maintain a parking enforcement program including the option of paid parking
- Provide a financial pro forma on costs associated with the program and an optional pro forma using other long term funding strategies including paid parking
- In addition to the kick off meeting, attend one public workshop, a full day of City Council briefings on draft findings, and one evening Council adoption hearing. The proposal should identify fixed costs of attending additional meetings outside of the scope of work.
- Work milestones should include a report on data collection results, administrative draft, public review draft, and final report.

RESOLUTION NO. 07-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AWARDING A CONTRACT, APPROPRIATING \$35,000 FOR ANALYSIS OF  
DOWNTOWN TIME RESTRICTED PARKING ZONES, AND AUTHORIZING THE CITY  
MANAGER TO SIGN A CONSULTANT SERVICES AGREEMENT WITH  
PARKING DESIGN GROUP (PDG)

WHEREAS, the City directed staff on May 30, 2007 to retain an outside expert to analyze implementation of time restricted parking zones in the City's downtown core; and

WHEREAS, proposals to prepare a downtown parking management study were received and evaluated for conformance with the City's scope of work; and

WHEREAS, the Downtown Parking Ad Hoc Committee met on August 28, 2007 to review the proposals and interview prospective consultant teams; and

WHEREAS, the Council Ad Hoc Committee determined that the proposal by Parking Design Group (PDG) met the City's requirements; and

WHEREAS, PDG has submitted a budget of \$34,900 to complete the work.

THEREFORE, BE IT RESOLVED by the City Council of the City of El Paso de Robles as follows:

SECTION 1. To engage the professional services of PDG to prepare an analysis of Downtown Parking Time Restricted Parking Zones.

SECTION 2. To approve a one time budget appropriation of \$35,000 from General Emergency & Contingency Fund reserves to Budget Account No.110-710-5224-489 to fund this Scope of Work to prepare a Downtown Parking Management Study for time restricted parking zones.

SECTION 3. To authorize the City Manager to sign a Consultant Services Agreement with PDG in the amount not to exceed \$35,000 on behalf of the City.

PASSED AND ADOPTED THIS 2<sup>nd</sup> day of October, 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