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November 19, 1999

City Council
Sacramento, California



Honorable Members in Session:

SUBJECT: OLD SACRAMENTO ON-STREET PAID PARKING PROGRAM

LOCATION AND COUNCIL DISTRICT: Old Sacramento, Council District 1

RECOMMENDATION:

This report recommends the City Council adopt the resolution:

- Approving the implementation of an on-street paid parking program in Old Sacramento to consist of parking meters beginning in spring 2000 as recommended by the Old Sacramento Management Board
- Amending the Fee & Charge Report to add a fee of \$.25 for 15 minutes for parking within Old Sacramento
- Amending the On-Street Parking budget by \$200,000 for installation costs and the addition of a .5 FTE Parking Meter Coin Collector
- Authorizing the City Manager to execute a Memorandum of Agreement with the Old Sacramento Management Board

CONTACT PERSON: Ed Astone, Old Sacramento Town Manager, 264-8209
Barbara Bonebrake, Department Manager; 264-7733

FOR COUNCIL MEETING OF: November 30, 1999

SUMMARY:

On August 26, 1999, the Old Sacramento Management Board (OSMB) unanimously recommended implementing an On-Street Paid Parking Program in order to support Old Sacramento operations.

On February 23, 1999, the Council approved the Old Sacramento Management Financing Plan which included approval of the concept of developing an on-street paid parking program to benefit Old Sacramento operations. A goal of the overall approved plan was to provide stability to Old Sacramento's budget and to reduce reliance on the net General Fund support. The specific recommendation was to develop a detailed plan for an on-street paid parking program in Old Sacramento as a three-year pilot program, and return to Council when details of the program have been completed.

This report recommends the implementation of a three year pilot on-street paid parking program in Old Sacramento consisting of parking meters. Over the three year period, revenues to the General Fund will increase. Old Sacramento is supported by the General Fund.

COMMITTEE/COMMISSION ACTION:

There was none required for this report.

BACKGROUND INFORMATION:

On February 23, 1999, the Council approved the Old Sacramento Management Plan. A component of this recommendation was the approval of the concept of an on-street paid parking program to benefit Old Sacramento operations. At that time, the City Manager was authorized to develop a detailed plan for an on-street paid parking program as a three year pilot program and return to Council when details were completed to request authorization to implement the program and authorize an amendment to the Fee and Charge Report.

The February report explained that the Old Sacramento Historic District had historically been under-funded given the number and level of programs and services it has been expected to provide, and the growing success of the Historic District as a tourist destination as well as a local attraction. A one-time General Fund allocation of \$200,000 was allocated to the Old Sacramento budget for the last fiscal year. Budget stability depends upon the implementation of an on-street paid parking program in Old Sacramento with the revenue from this new source to be deposited in the General Fund

After the February report, a Working Committee was convened consisting of Old Sacramento property owners, merchants, management staff and various stakeholders (City staff, Downtown Partnership, and State Railroad Museum representatives). The Committee met eight times beginning April 28th and three public meetings were held. A facilitator was used to conduct the meetings. The Committee thoroughly researched and

explored the existing challenges of the parking situation in Old Sacramento; gathered background information including information from other historic districts; reviewed cost estimates and revenue projections; and discussed potential alternatives and their pros and cons at length.

One of the first tasks of the Committee was to define the purpose of a paid parking program, which the Committee determined to be to: 1) Control and enhance parking for client convenience in a way that is customized to the historic district; 2) Provide support for operations, management, and promotion of Old Sacramento now and as it continues to grow; 3) Enhance the overall business health of Old Sacramento; and 4) Enhance Old Sacramento as a national historic landmark.

After initial brainstorming sessions, the Committee narrowed potential alternatives to four: 1) parking meters; 2) ticket dispensing/pay-by-space machines; 3) gating the area; and 4) leaving as is with no paid on-street parking. In addition to the Committee thoroughly discussing the alternatives, both in Working Committee meetings and at the public meetings, the alternatives were also discussed with affected City departments.

Throughout the process the Committee tried to look at the parking issue comprehensively; making a concerted effort to ensure that on- and off-street parking was coordinated to the extent possible and complemented each other in terms of service to the customer by providing short and long term parking options. The Committee was also concerned about maximizing use of employee parking programs and validation programs in the parking garages.

The Committee listened intently to input at the public meetings. There was opposition expressed from merchants, primarily regarding the fear that they would lose business if customers had to pay to park on the street. Staff research discovered that this fear had been expressed in other historic districts that were surveyed, however, according to those people interviewed, sales tax figures generally didn't support this contention. Many of the merchants did acknowledge there is a parking shortage due in part by employees taking up parking spaces on the streets, so there was some thought that paid parking could increase availability and turnover of spaces. When asked which of the "paid parking" alternatives they would prefer, most public meeting attendees favored meters.

After the thorough research and discussion outlined above was completed, the Committee recommended on-street paid parking be implemented by a 9 to 2 vote. Meters were then voted as the preferred alternative. City staff members on the Committee did not participate in this vote. Details of the metering program were discussed and recommendations were made as to hours/days of operation, time limits, cost to park, and keeping 15-minute spaces free. The general details outlined by the Committee are:

- Existing handicapped parking remains as is; no charge (per law)
- Hours for meter operation – 10:00 a.m. to 8:00 p.m.
- Days of operation – 7 days per week

- Maintain existing time limits (45 and 90 minutes)
- 15-minute spaces – keep free
- Charge – 25 cents for 15 minutes (This rate change is requested and supported by a majority of the Parking Committee and OSMB in order to keep the 15, 45, and 90 minute increments; they felt these were very important for the retail use.)

The Committee unanimously approved encouraging all merchants and property owners to participate in the employee parking program (POSE), encouraging all merchants and property owners to participate in the validation program, and encouraging merchants and business owners to pay part of employee parking.

The Old Sacramento Management Board unanimously approved the Committee's recommendation. The Board approved the purpose, and the guidelines/ recommendations listed above. The Board also approved empowering the Committee to recommend adjustments to the operational guidelines of the on-street paid parking program to the Board.

The On-Street Paid Parking Committee will be established as an ongoing regular advisory committee of the Old Sacramento Management Board to evaluate on-street paid parking and recommend adjustments to the program as necessary. The Committee plans on meeting quarterly, and reviewing sales tax figures, parking space occupancy, and meter/ citation revenue information to assist in evaluating parking impacts.

A Memorandum of Agreement between the City and the Old Sacramento Management Board is proposed to be executed that would obligate the City Manager to recommend additional annual budget allocations commencing fiscal year 2000-01 to benefit the Old Sacramento operating budget reflective of the measurement of vehicle volume utilizing on-street parking in Old Sacramento. The additional allocation is not intended to replace existing annual funding sources. The 1999-2000 operating budget reflects a base vehicle volume from which adjustments will be made.

Revenue generated from on-street parking may only be used to fund activities associated with the regulation and control of traffic and parking on City streets and in off-street public parking facilities.

FINANCIAL CONSIDERATIONS:

In 1998-99, a one-time General Fund appropriation of \$200,000 was allocated to Old Sacramento Management to support special programs and marketing activities with the understanding that implementation of an on-street paid parking program would increase the General Fund in future years.

Based on a 50% parking space occupancy rate, 340 days per year, 10 hours per day, the total gross annual revenue anticipated is \$425,000. The initial cost of installation is approximately \$160,000 with annual anticipated maintenance/replacement costs of

\$40,000 including a .5 FTE Parking Meter Coin Collector. The Old Sacramento budget includes a General Fund increase from prior years of \$200,000. Future increases would be handled within the City's normal budget process. The On-Street Parking Division budget would receive a General Fund (administrative contingency) allocation of \$200,000 for installation of the meters as well as the addition of a .5 FTE Parking Meter Coin Collector and meter costs. The revenue generated would offset parking related costs.

Old Sacramento operating revenue and expenditure budgets for fiscal year 2000 reflect the Council's action on the Old Sacramento Management Plan in February including the \$200,000 General Fund allocation.

There is also a possibility of increased enforcement collections due to the addition of meters.

ENVIRONMENTAL CONSIDERATIONS:

The project is exempt from the provisions of the California Environmental Quality Act (CEQA) under Section 15301. The project involves the operation of existing public streets and will involve the addition of minor new facilities to the existing streetscape. The project will not result in removal or significant alterations to existing historic features in this area. The new meters are designed in a manner that reflects the historic character of other surrounding structures and features.

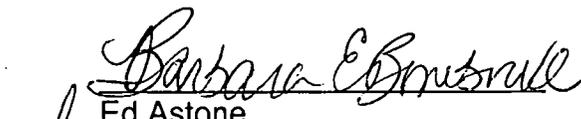
POLICY CONSIDERATIONS:

The recommended actions are consistent with the City's goal to create a financially stable organization to manage and maintain the Old Sacramento Historic District.

ESBD CONSIDERATIONS:

There are none in this report.

Respectfully submitted,

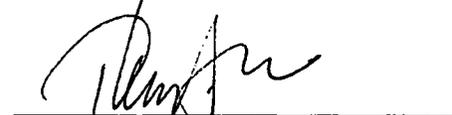

Ed Astone
Old Sacramento Town Manager


Barbara Bonebrake
Downtown Department Manager

RECOMMENDATION APPROVED:

APPROVED:


Robert P. Thomas
City Manager


Thomas V. Lee
Deputy City Manager

RESOLUTION NO. 99-701

ADOPTED BY THE SACRAMENTO CITY COUNCIL
ON DATE OF _____



**IMPLEMENTATION OF THE
OLD SACRAMENTO ON-STREET PAID PARKING PROGRAM**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

1. Approve the implementation of an on-street paid parking program in Old Sacramento to consist of parking meters beginning in spring 2000
2. Authorize the City Manager to execute a Memorandum of Agreement with Old Sacramento Management Board
3. Amend the Fee and Charge Report to add a fee of \$.25 for fifteen (15) minutes for parking in Old Sacramento
4. Approve the addition of a .5 FTE Parking Meter Coin Collector
5. Amend the 1999-00 operating budget for On-Street Parking by the following amount:

On-Street Parking	101-310-3176-4461	\$150,000
	101-310-3176-4258	\$ 27,500
	101-310-3176-4101	\$ 22,500
Administrative Contingency	101-710-7012-4999	(\$200,000)

FOR CITY CLERK USE ONLY

RESOLUTION NO: _____

DATE ADOPTED: _____

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6. Based on the information presented to it and upon all information in the public record, and in compliance with Public Resource Code Section 21080(b)(8), the City Council finds that the amended fee is for the purpose of meeting operating expenses, including employee wage rates and fringe benefits.

MAYOR

ATTEST:

CITY CLERK

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DATE ADOPTED: _____