

PARKING

Downtown Refresher

Parking Model Review

Parking Rates Strategy

How Parking Relates



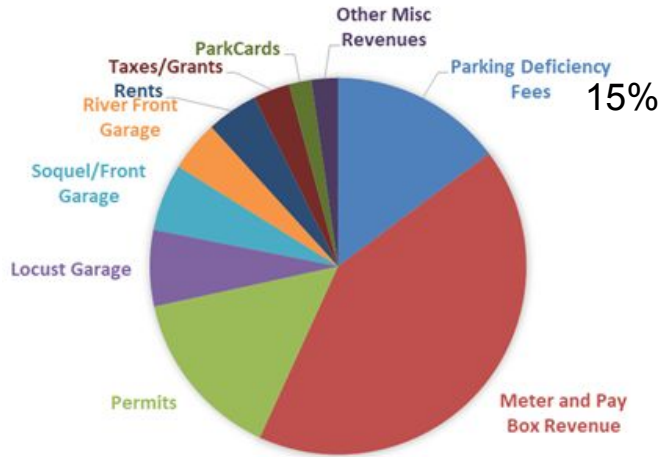
Downtown Parking District

- DT Parking District-1956
- Enterprise fund- user supported
- Downtown Commission advisory

- Reduced Parking Requirements
- Concentrated Supply
- “Shared” Supply
- **City supplied**

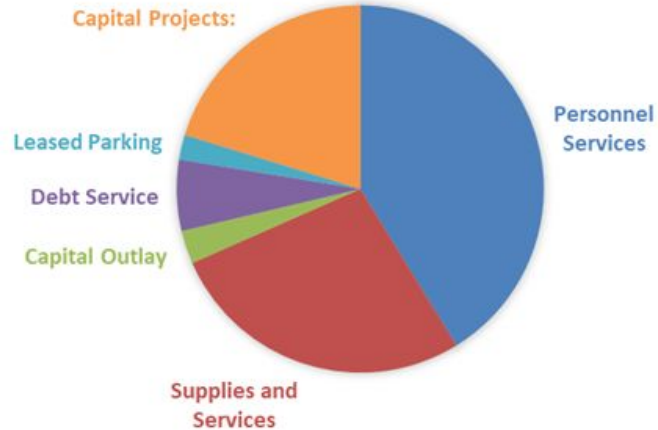


Parking District Revenues



Parking Deficiency Fees	\$844,000
Meter and Pay Box Revenue	\$2,397,000
Permits	\$840,600
Locust Garage	\$373,700
Soquel/Front Garage	\$328,400
River Front Garage	\$249,100
Rents	\$251,600
Taxes/Grants	\$178,700
ParkCards	\$110,000
Other Misc Revenues	\$130,000
	\$5,703,100

Parking District Expenditures



	<u>FY 18</u>
Personnel Services	\$ 2,551,600
Supplies and Services	\$ 1,681,000
Capital Outlay	\$ 180,900
Debt Service	\$ 387,700
Leased Parking	\$ 134,900
Capital Projects:	\$ 1,252,700
	\$ 6,188,800

Revenue

- Downtown meter, lot, and garage fees
- Downtown Lot & Garage Permit Sales
- Deficiency fees paid by Downtown businesses



Parking
Fund

-
- Citation Revenue



General
Fund

Downtown Basics: Shared Parking

- The District is based on a shared parking concept. Because of this, the parking requirements in the District are different than elsewhere in the City.
 - Different business hours
 - Mix of uses
 - Multiple trip purposes
- Parking Ratios for Downtown are different than for outside the District

Supply- How Much Parking Do We Have?

Cedar Church – 250 spaces - 1972

River Front – 440 spaces – 1971, (3rd deck -1985)

Cedar Locust – 400 spaces - 1993

Soquel Front - 390 spaces - 2000

Total number Public Downtown spaces: 2,950

- Public Off-Street: 2135
- Public On-Street: 815

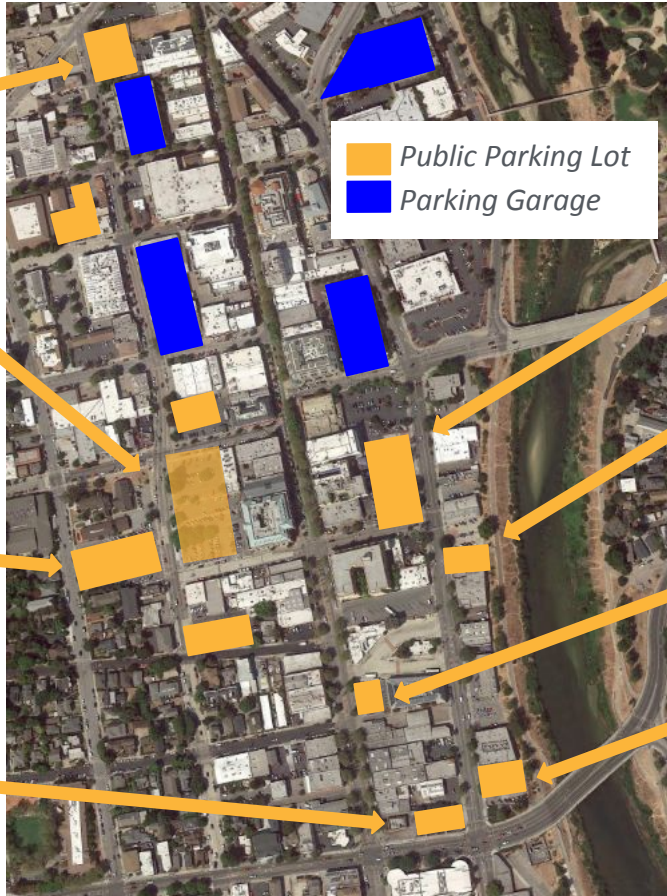
- **Leased: 140 spaces**

PARKING

Parking Model Review



Loss of Parking Supply Over Time



Lot 2
30 spaces
2018

Potential
Library
Mixed Use
Project =
135

Calvary
Church
106 spaces
2019

Lot 23
24 spaces
2019

Public Parking Lot
Parking Garage

Potential
Farmers'
Market Lot

Lot 22
25 spaces
2020

Lot 12
16 spaces
2020

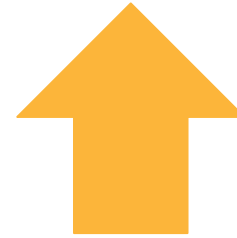
Lot 27
32 spaces
2025

Replacement / Lost Parking

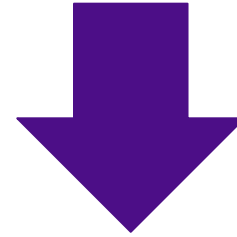
Lot 27 32 Spaces	Lot 22 25 Spaces
Lot 12 16 Spaces	Calvary Church 106 Spaces
Lot 2 30 Spaces	Lot 23 24 Spaces

= 233 Space by 2025

Parking & Future Development



North Pacific:
Existing
Parking Supply



South Pacific:
New Demand from
Future Housing
Development

PARKING SUPPLY & DEMAND -What is Full?

Garages: 90%

The cushion reduces the need to search for the last few parking spaces, provides for fluctuations, and minimizes illegal parking

On-Street: 85%

Leaves one to two spaces open per block face, minimizes the need to cruise for parking

What goes in to a model?

- Existing conditions: supply and demand
- Existing pricing, revenue, expenses
- Pipeline 10-year: anticipated development, anticipated changes in supply
- Pipeline 20-year: 80% Downtown Plan buildout

Caveat: no such thing as a crystal ball. Based upon best available data.

Pipeline: assumptions

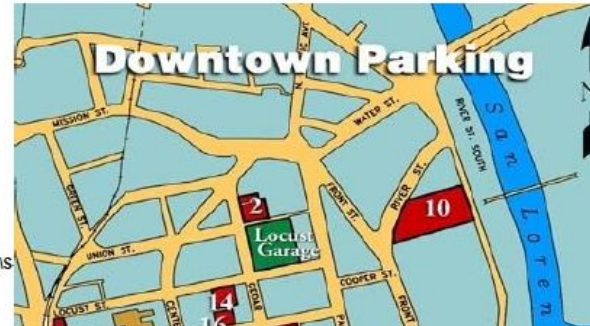
Land Use Development Plans

Project Location	Site (acres)	Residential Units Added/Displaced	Type	Commercial Space Added/ Displaced (sf)	Type	Comments	Parking Spaces Included Onsite			
							On-Site Parking, Total	Non-Res Parking	Residential Parking	Assumption:
Under Construction 555 Pacific	ASSUMED 2017 0.79	0	Small ownership units (SOUs)	0	Commercial	4 story building with below-grade parking on vacant site	0	0	0	Removed – N
Approved 1547 Pacific (Park Pacific)	ASSUMED 2019 0.58	79	Condominiums	4,300	Commercial	5 story building on vacant site	64	0	64	Updated proje
Pending Applications	ASSUMED 2021									
1013 Pacific	0.12	15	Condominiums	0	Commercial	Will replace 4300 sf of existing commercial space and 3 residential units, pay into district parking. Net gain of 15 units & 0 sf commercial.	0	0	0	April 6, 2017
802-812 Pacific Ave	2.1	206	Apartments	22,000	Retail	Size reflects extra height allowance, structured parking for residential, commercial pays into parking district	200	0	200	Likely to inclu
410-512 Front Street	1.2	140	Apartments	17,000	Retail	Size reflects extra height allowance, structured parking for residential, commercial pays into parking district	200	0	200	
512-530 Front Street		80	Apartments (80 Bedrooms)	7,000						
Housing on Calvary Church Lot		77	Apartments							
METRO projects		90	Apartments	35,000	Commercial					
Library	0	0		52,000	Library/Commerc	42000 SF Library, 10,000 SF Commercial				Source: *Per 10/31/2016 ei 10/31/16 ema
20yr 80% Downtown Plan build-out		17		205,952						
Total New Planned and Proposed		704		343,252			464	0	464	

Public Parking Supply – Spaces Added or Displaced

Facility	Location	Year of Construction	Year of Operation Planned	Total Spaces
Parking Garage at Cedar/Lincoln/Cathcart (Lot 4)	Cedar/Cathcart	2020	2021	600
Redev of Surface Parking for Garage	Cedar/Cathcart	2020		-135
Calvary Church Redevelopment		2019		-108
Lot 23- project		2019		-25
Lot 12- METRO		2020		-16
Lot 2- behind Bank of the West		2017		-28
Lot 22-		2020		-25
Lot 27- Laurel/Front		2025		-31
Total Spaces Added/Displaced				232

SOURCES: Carol Berg; Bay Area Economics, Inc. (BAE). Housing on Calvary Church property from Public Works memo on library/parking facility (P:\Projects\



libraryParking_StaffRep

Existing supply/demand, future projections with changes from development pipeline

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Observed/Status Quo Land Use, Parking Supply, and Demand																					
Input																					
Calculated																					
Land Use																					
		Existing		Future (Projected)																	
Category	Unit	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2028	2030	2032	2034	2036	Notes			
Residential																					
555 Pacific		0																	All project-specific information from Ca		
1547 Pacific (Park Pacific)					79														Removed (outside of Parking District))		
1013 Pacific							15												Updated project details from Eric M. pr		
802-812 Pacific Ave (Devcon Project)							206														
410-512 Front Street (Ross Project)							140														
Housing on Calvary Church Lot					77																
512-530 Front Street – Swenson Properties									80										*per 3/1 email from Carol		
METRO projects												90									
20 Yr Build-out													17								
Total Growth	Units	0	0	156	0	361	0	80	0	0	90	17	0	0	0	0	0	Units should be bedrooms rather than			
TOTAL	Units	495	495	495	651	651	1012	1012	1092	1092	1092	1182	1199	1199	1199	1199	1199				
Non-Residential																					
555 Pacific																			All project-specific information from Ca		
1547 Pacific (Park Pacific)					4,300																
1013 Pacific																					
802-812 Pacific Ave (Devcon Project)							22,000														
410-512 Front Street (Ross Project)							17,000														
Housing on Calvary Church Lot																					
512-530 Front Street – Swenson Properties									7,000										*per 3/1 email from Carol		
METRO projects												35,000									
Library						52,000															
20 Yr Build-out													41,190	41,190	41,190	41,190	41,190				
Total Growth	Square Feet	0	0	4300	52000	39000	0	7000	0	0	35000	41190	41190	41190	41190	41190	41190				
TOTAL	Square Feet	1,644,931	1,644,931	1,644,931	1,649,231	1,701,231	1,740,231	1,740,231	1,747,231	1,747,231	1,782,231	1,823,421	1,864,612	1,905,802	1,946,993	1,988,183	1,988,183	Source for existing square footage of r			
		% change in non-residential square footage (cumulative)		0.0%	0.0%	0.3%	3.4%	5.8%	5.8%	6.2%	6.2%	8.3%	10.9%	13.4%	15.9%	18.4%	20.9%				

Existing pricing info

Public Parking Supply, Demand & Prices – Existing

Conditions as of December 2016

Monthly Permits

Input
Calculated

Assumption

Share of Vehicles Parked in Off-Street Lots With Monthly Permits

Rationale & Sources

50% Average of observed percent of cars parked with permits at the three garages for which data were available (Soquel/Front, Locust, and River/Front)

Unique Individuals on Monthly Permit Wait List

1150 Source: 1150 total permits requested by people on the waitlist, source: Public Works, 3/30

Share of Permit Wait List Members Currently Purchasing Daily/Hourly Parking

67% Calculated: equals (% of Waitlist Survey Respondents Who Drive)*(% of Waitlist Survey Respondents Who Park On-Street or in a City Lot/Garage within the Park)

Permits and Occupancy

	Supply (# of SPACES)	Permit Sales Max	Share of Vehicles Parked		Vehicles Parked at Peak Hour with Monthly Permit	Price (per month)	Daily Equiv (30 day month)	Permits Sold	Estimated Average Daily Revenue	Estimated Average Daily Price (Weighted Avg)
			Total Vehicles Parked at Peak Hour	With Monthly Permits						
MONTHLY PERMITS										
12 HR METER	194	151	-			\$35	\$1.17	151	\$ 176.17	
SOQUEL/FRONT GARAGE	395	500	349	46%	161	\$35	\$1.17	500	\$ 583.33	
LOCUST GARAGE	400	475	390	55%	213	\$35	\$1.17	475	\$ 554.17	
LOT 5 CALVARY CHURCH	106	121	102	50%	51	\$30	\$1.00	121	\$ 121.00	
LOT 10 RIVER/FRONT GARAGE	450	550	302	48%	145	\$35	\$1.17	550	\$ 641.67	
LOT 16 SENTINEL	38	10	38	50%	19	\$30	\$1.00	10	\$ 10.00	
LOT 20 BIRCH LANE	4	3	2	50%	1	\$28	\$0.93	3	\$ 2.80	
LOT 23 FRONT/LAUREL	24	6	21	50%	10	\$30	\$1.00	6	\$ 6.00	
LOT 27 LAUREL/FRONT	32	16	19	50%	9	\$30	\$1.00	16	\$ 16.00	
TOTALS	1,643	1,832	1,223		609			1,832	\$ 2,111.13	\$ 1.15

Source: City of Santa Cruz, e-mail: Permit waitlist.msg

Source: City of Santa Cruz, e-mail Source: For garages, 2016 data on % permit from Marlin Extrapolated from fact that there is a wait list for all permit types

Hourly/Daily Fees

Off-Street Does this assume that 100% of vehicles parked at peak hour are paying the daily rate? [Response: No.]

Lot	Type	Price	Daily Price	Hourly /Daily Vehicles Parked at Peak Hour		Estimated Average Daily Revenue	Estimated Average Daily Price (Weighted Avg)
				Estimated Average Daily Revenue	Estimated Average Daily Price (Weighted Avg)		
Front/South Lot	Off-street	\$10.00	\$10.00			\$0.00	
Front/Laurel (Events)	Off-street	\$10.00	\$10.00	0		\$0.00	
Laurel/Spruce Extension Lot	Off-street	\$0.75-\$1.50/hour	\$16.50	0		\$0.00	
Civic Auditorium Lot (Church/Center)	Off-street	\$0.50/hour	\$6.00	5		\$30.00	
Soquel/Front Garage	Off-street	\$5/day	\$5.00	188		\$940.00	

These are free time limited lots during non-event times [Response: OK. No vehicle
These are only \$10 on event nights. Event parking should be somehow weighted
*outside of District [Response: We took the 1 vehicle parked in this lot out of the

Surplus/Deficit

Pricing and Demand Engine

Input
Calculated

Coefficients

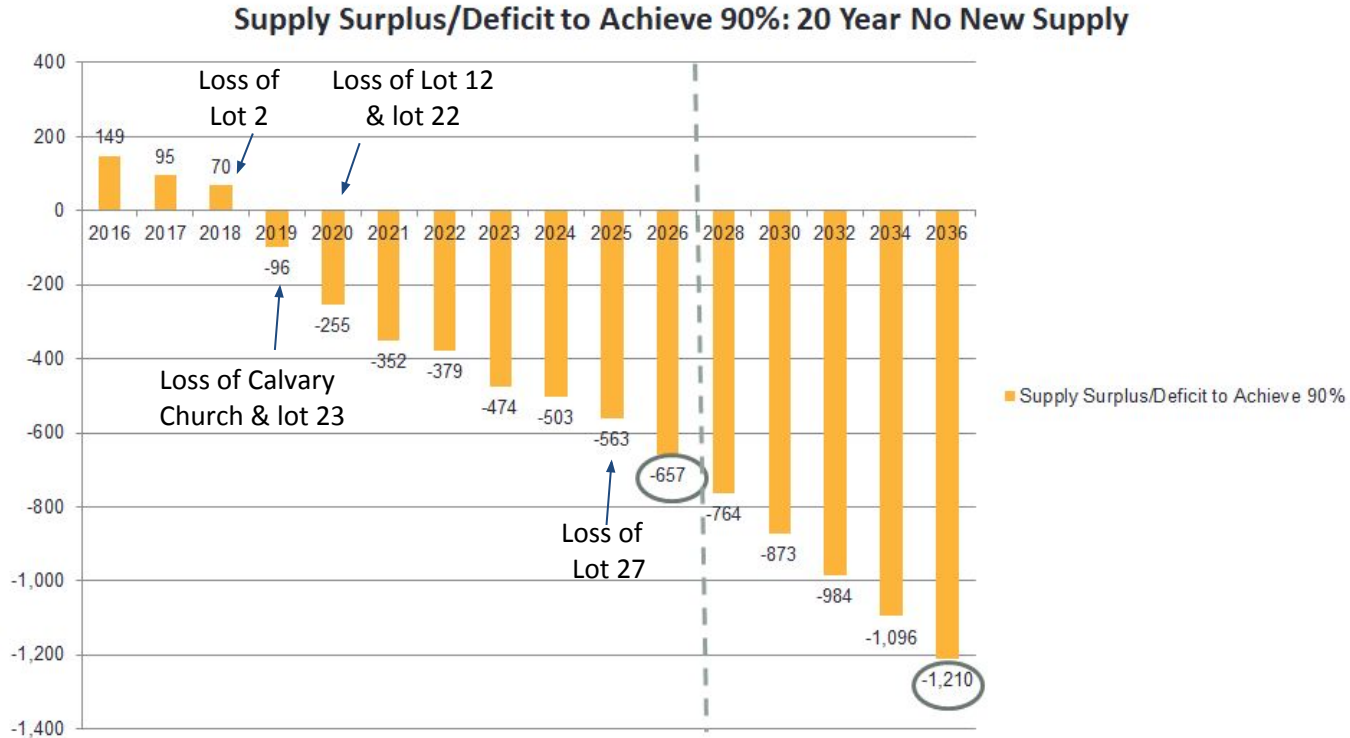
On-Street	0.7379
Off-Street Monthly	0.3833
Off-Street Daily/Hourly	1.1928

Source: Elasticities tab, coefficient reported in equation embedded in graph for each parking type

All years refer to Fiscal Years (e.g. "2016" refers to FY 2016, which ran from July 1, 2015 through June 30, 2016).

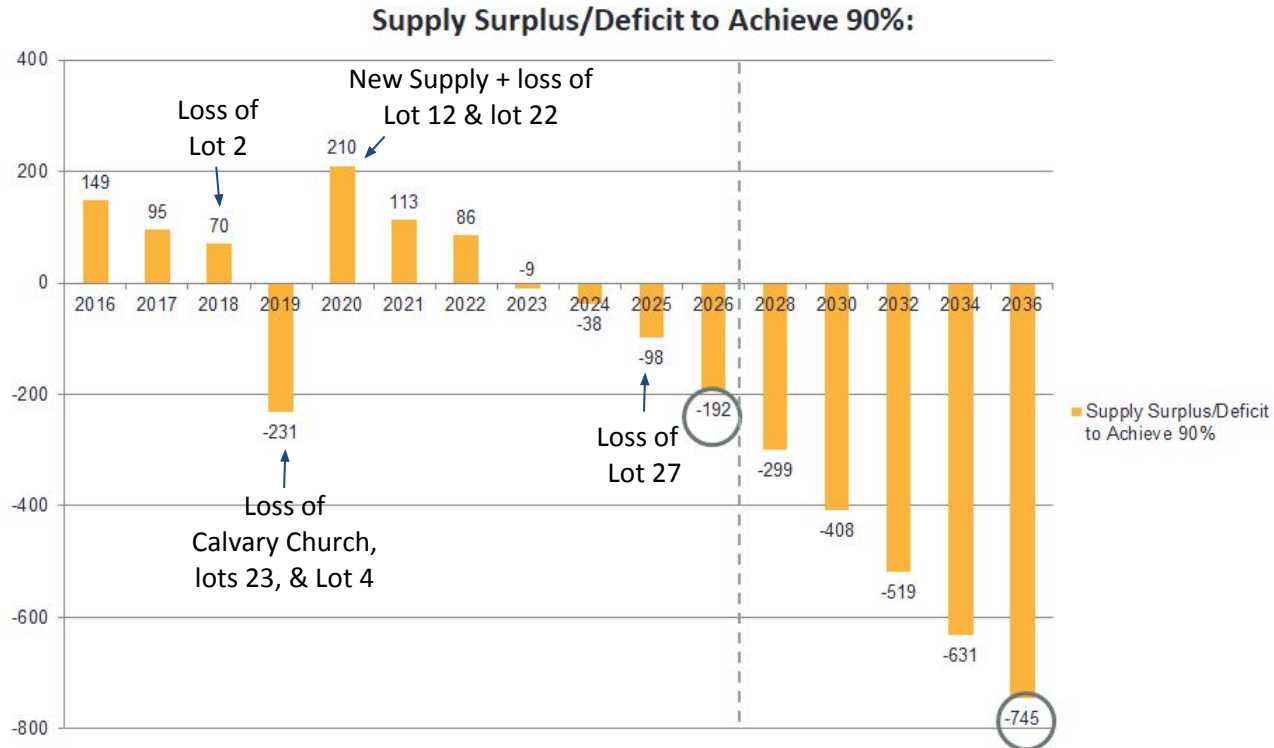
Fiscal Year:	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2026	2030	2032	2034	2036	
On-Street Demand	698	698	698	700	722	738	738	741	741	741	756	774	791	809	826	844	
Off-Street Monthly	609	609	609	611	630	644	644	647	647	647	660	675	690	706	721	736	
Off-Street Daily/Hourly	1,214	1,214	1,214	1,217	1,256	1,284	1,284	1,289	1,289	1,289	1,315	1,346	1,376	1,407	1,437	1,467	
Total Unadjusted Demand	2,521	2,521	2,521	2,528	2,607	2,667	2,667	2,678	2,678	2,678	2,678	2,731	2,795	2,858	2,921	2,984	3,047
Price Index Assuming 3% Inflation	1.00	1.03	1.06	1.09	1.13	1.16	1.19	1.23	1.27	1.30	1.34	1.38	1.43	1.47	1.51	1.56	
On-Street Price Increase Projected		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
On-Street Average Daily Price, in Current Year Dollars	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24	\$ 6.24
On-Street Average Daily Price in Real Dollars	\$ 6.24	\$ 6.05	\$ 5.88	\$ 5.71	\$ 5.54	\$ 5.38	\$ 5.22	\$ 5.07	\$ 4.92	\$ 4.78	\$ 4.64	\$ 4.50	\$ 4.37	\$ 4.25	\$ 4.12	\$ 4.00	
Monthly Permit Price Increase Projected		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Monthly Permit Average Daily Price, in Current Year Dollars	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15	\$ 1.15
Monthly Permit Average Daily Price in Real Dollars	\$ 1.15	\$ 1.12	\$ 1.09	\$ 1.05	\$ 1.02	\$ 0.99	\$ 0.97	\$ 0.94	\$ 0.91	\$ 0.88	\$ 0.86	\$ 0.83	\$ 0.81	\$ 0.78	\$ 0.76	\$ 0.74	
Off-Street Hourly/Daily Price Increase Projected		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Off-Street Hourly/Daily Average Daily Price, in Current Year Dollars	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79	\$ 4.79
Off-Street Hourly/Daily Average Daily Price in Real Dollars	\$ 4.79	\$ 4.65	\$ 4.52	\$ 4.39	\$ 4.26	\$ 4.14	\$ 4.02	\$ 3.90	\$ 3.78	\$ 3.67	\$ 3.57	\$ 3.46	\$ 3.36	\$ 3.26	\$ 3.17	\$ 3.08	
Adjusted On-Street Parking Demand (After Adjusting for TDM Measures and Elasticity)	698	703	710	718	747	771	778	788	795	803	826	853	880	907	935	964	Demand in 2T
Adjusted Monthly Parking Demand (After Adjusting for TDM measures and Elasticity)	609	609	615	622	647	668	674	683	689	695	716	739	762	786	810	835	103%
Adjusted Off-Street Hourly/Daily Parking Demand (After Adjusting for TDM measures and Elasticity)	1,214	1,231	1,242	1,257	1,308	1,350	1,362	1,380	1,392	1,405	1,446	1,493	1,540	1,588	1,637	1,687	103%
Adjusted Total Public Parking Demand (After Adjusting for Elasticity)	2,521	2,544	2,567	2,597	2,703	2,790	2,815	2,851	2,877	2,903	2,988	3,084	3,182	3,282	3,383	3,486	103%
Projected Public Supply	2,950	2,922	2,922	2,654	3,213	3,213	3,213	3,159	3,159	3,128	3,128	3,128	3,128	3,128	3,128	3,128	
Projected Total Public Parking Surplus/Deficit	429	378	355	57	510	423	398	308	282	225	140	44	-54	-154	-255	-358	
Projected Effective Supply (90%)	2,655	2,630	2,630	2,389	2,892	2,892	2,892	2,843	2,843	2,815	2,815	2,815	2,815	2,815	2,815	2,815	
Projected Total Effective Parking Surplus/Deficit (90%)	134	86	63	-208	189	102	77	-8	-34	-88	-173	-269	-367	-467	-568	-670	
Total Percent utilization (should be at 90% for greatest efficiency)	85%	87%	88%	98%	84%	87%	88%	90%	91%	93%	96%	99%	102%	105%	108%	111%	
Supply required for 90% occupancy	2,801	2,827	2,852	2,885	3,003	3,100	3,127	3,168	3,197	3,226	3,320	3,427	3,536	3,647	3,759	3,873	
Supply Surplus/Deficit to Achieve 90%	149	95	70	-231	210	113	86	-9	-38	-98	-192	-299	-408	-519	-631	-745	

PARKING SUPPLY & DEMAND



Parking Demand Projection: No New Supply Scenario

PARKING SUPPLY & DEMAND



Parking Demand Projection: Building Additional Supply

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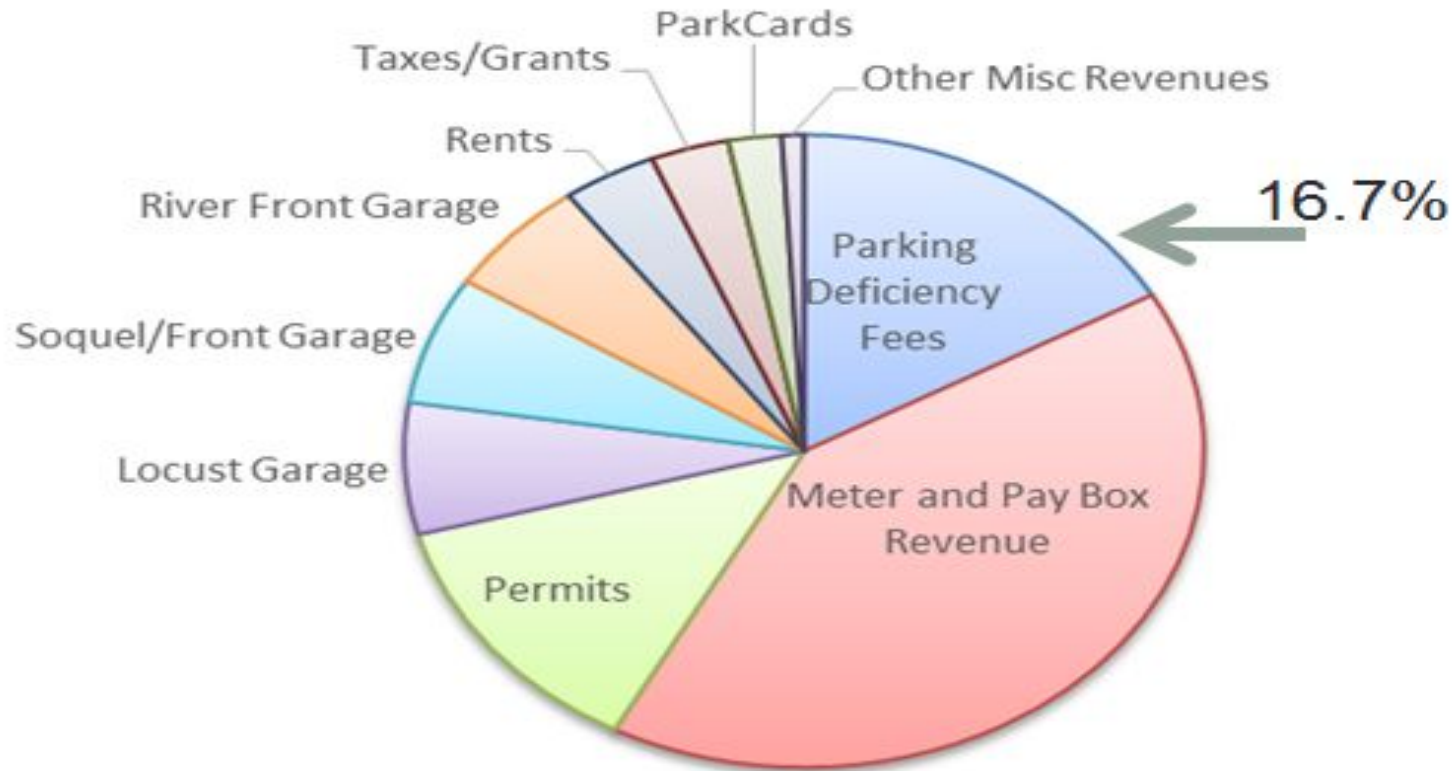
Parking Rates Strategy



Components

- Deficiency Fees
- Permits
- Hourly: meters, lots, and garages
- Transportation Demand Management
- Bonding Assumptions
- Operations and Maintenance Costs

Proposed Parking Rates - Deficiency Fees



Deficiency Fees

	Year 1	Year 2	Year 3	Year 4	Year 5
	2019	2020	2021	2022	2023
20% Annual Reduction	(178,000)	(356,000)	(534,000)	(712,000)	(890,000)

2019: \$340/space

2020: \$255/space

2021: \$170/space

2022: \$85/space

2023: eliminated

Parking Rates - Monthly Permits

	Existing	Year 1	Year 2	Year 3	Year 4	Year 5
		Increase \$6/mo	Increase \$10/month	Increase \$10/month	Increase \$10/month	Increase \$10/month
Cost/month	\$39/month	\$45/month	\$55/month	\$65/month	\$75/month	\$75/month

Existing: 1770 monthly permits in 7 structures and at meters

Parking Rates – Hourly: Meters

	Existing Rate	Year 1	Year 2	Year 3	Year 4	Year 5
		Increase 1	Increase 2	No Change	No Change	No Change
20 minute	\$0.75/hour	\$1.00/hour	\$1.50/hour	\$1.50/hour	\$1.50/hour	\$1.50/hour
30 minute	\$1.00/hour	\$1.25/hour	\$1.50/hour	\$1.50/hour	\$1.50/hour	\$1.50/hour
2 hour variable	\$0.75/hour	\$1.00/hour	\$1.50/hour	\$1.50/hour	\$1.50/hour	\$1.50/hour
2 hour variable	\$1.00/hour	\$1.25/hour	\$1.50/hour	\$1.50/hour	\$1.50/hour	\$1.50/hour
12 hour	\$0.50/hour	\$0.75/hour	\$1.00/hour	\$1.00/hour	\$1.00/hour	\$1.00/hour

Existing: 815 total meters

Parking Rates – Hourly: Lots and Garages

	Existing	Year 1	Year 2	Year 3	Year 4	Year 5
		Increase 1	Increase 2	No Change	No Change	No Change
Cost/hour	\$0.50/hour	\$1/hour	\$1.25/hour	\$1.25/hour	\$1.25/hour	\$1.25/hour

Daily Max: \$8

Parking Rates - TDM

- New funding for TDM - \$585,000/yr
- Annual, reliable, expanded
- Paid for by parking revenue
- All modes- meet people where they are

Transit

Bike / Bike Share

Carpool/ Rideshare

Emergency Ride Home



Bonding and New Supply

- 2016 Concept Plan - Range of Parking Costs
- \$33-37 M plus two years construction inflation
- 30 year Bond at 5% interest
- Assumes 600 total spaces
- \$2.9 M annual payment
 - paid with user fees from new rates strategy

Operational Expenses

- Maintain existing levels of operations and maintenance (O&M) downtown
- New O&M costs for new project
- Maintain existing levels of Capital Investment (Improvement)

Rates Strategy Summary

- Deficiency Fees: sunset
- Permits: increase to in line with a monthly transit pass
- Hourly:
 - Meters: increase \$0.25/hr, then \$0.25-\$0.50/hr
 - Lots: increase \$0.50/hr, then \$0.25/hr

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How Parking Relates

June 19th Downtown Commission Meeting



- Presented proposed rate strategy
- DTC voted 4-1
 - Increase permit, garage, lot and meter user fees
 - Sunset deficiency fee 20%/year
 - Fund TDM at \$300k/year
 - Construct a new parking supply project

June 19th + September 11, 2018 Council



- Presented and adopted proposed rate strategy
 - Increase permit, garage, lot and meter user fees
 - Sunset deficiency fee 20%/year
 - Fund TDM at \$585k/year*
 - Construct a new parking supply project

*Increase in TDM funding from \$300k to \$585k approved at February 11, 2019 City Council meeting

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Questions?