

**CITY OF REDWOOD
CITY
REDEVELOPMENT
DEPARTMENT**

Memo

To: Mayor and Council Members
From: Dan Zack, Project Manager
Date: 5/2/2007
Re: Parking Meters-New Hours of Enforcement

Parking Adjustment

Per the Downtown Parking Management Plan, hours of enforcement in the Core will be adjusted as follows effective Tuesday, May 8th:

Old hours of enforcement: 10am to 10pm every day

New hours of enforcement: 10am to 8pm Monday through Saturday

Discussion

The initial prices and hours of enforcement in the parking plan—created almost two years ago—were based on the expected parking patterns that would be brought with the cinema, and represented an educated guess based on the best data available at the time.

However, the parking plan wisely requires staff to adjust the plan to respond to actual conditions in the field. In particular, the plan calls for adjustments to be made in order to prevent parking from being underutilized or overcrowded. Surveys and adjustments are to be made by staff at least once and not more than four times per year.

The new system has been in effect for two months and we now have a good amount of data. We have been analyzing this data to try to determine what our actual patterns of activity are and whether we can use our first adjustment to scale the hours of enforcement back without causing parking jams.

Some of the key observations are:

- Broadway is turning over better than before, but is still nearly full at peak times. The 75¢ rate is pretty close to the mark—on some blocks it appears to be a little low. On side streets north of Broadway the 50¢ may be on the high side, but the data isn't yet conclusive.

- Sunday is our slowest day. There are only about 1/3 as many cars Downtown on Sunday as there are on Fridays and only 1/2 as many cars as all other days.
- Monday through Thursday our activity drops off between 6pm and 7pm.
- On Friday and Saturday the core is busy until almost 11pm.

In light of this data, staff will be adjusting the hours of enforcement in the "Core" area from 10am to 10pm every day to 10am to 8pm Monday through Saturday. After 8pm and all day Sunday would be free. Outside of the Core enforcement would remain 10am to 6pm Monday through Friday.

This would have minor revenue implications. Overall, revenue is lower than it ultimately will be for several reasons: Century 12 is still open, this time of year is a slow period for movies, Courthouse Square events are not being in full swing, and there is still an abundance of empty retail space. Removing Sunday and 8pm to 10pm from the revenue-generating period would remove about \$1,000 from the approximately \$9,000 per week generated by the new meters.

In terms of how this would affect the performance of the parking supply, the effect would be fairly benign. 8pm is a slightly later than necessary for Monday through Thursday, and too early for Friday and Saturday, but overall should work well. It is possible to set different hours of enforcement for each day of the week, but adding another level of complexity at this early stage is not recommended.

The signage is being changed without too much difficulty. Stickers with the new hours would simply be placed over the current hours. Also, staff is designing decals for each individual meter which also show the hours of enforcement.

New Meter Transaction Data

Below are a few statistics on how much the new meters are being used and how people are paying.

Daily Number of Transactions

- Average: 1,700
- High: 2,200 (Friday)
- Low: 800 (Sunday)

Payment Type

- Coins: 65% (about 1,100 per day)
- Bills: 15% (about 250 per day)
- Credit Card: 25% (about 350 per day)