



## Memorandum

*To: Reh-Lin Chen and Kevin Cooke, City of San Leandro*

*From: Terri O'Connor, David Chew, and Ted Huynh, CDM Smith*

*Date: December 20, 2013*

*Subject: Strategies and Recommendations – Downtown San Leandro Parking Study*

As part of the San Leandro Parking Study, which is funded by the Metropolitan Transportation Commission FOCUS Technical Assistance program, the following memorandum summarizes and describes parking management strategies based from the parking data analysis conducted for Downtown San Leandro. The memorandum provides the City with next step recommendations for a parking management plan.

The San Leandro Parking Data Analysis dated December 2, 2013, indicates that the downtown area did not exhibit an overall parking utilization problem. Occupancies peaked at around 50 percent on both weekday and weekends and across all parking supply types. The parking analysis did not reveal significant reparking activity within the downtown core, suggesting users are not relocating to avoid time or meter restrictions. In addition, retail areas exhibited relatively higher turnover rates, indicating that visitors are not being turned away due to lack of parking. Average vehicle durations were generally low in the downtown, with many locations having vehicles parked for less than two hours. However, nearby residential areas in the periphery, particularly near the Bay Area Rapid Transit (BART) station, had noticeably higher vehicle durations, with many blockfaces having durations of longer than five hours.

## Recommendations

The following recommendations were based on and limited to the findings from the parking data analysis. They summarize potential parking management strategies to address areas of concern identified by the analysis.

### ***Simplify Parking Time Restrictions***

A range of various parking time restrictions are present throughout Downtown San Leandro, with no clear intent or consistency present in the locations of the restrictions. Many areas had two-hour time restrictions, while other small portions of the study area had three- or four-hour time limits. Standardizing the time restrictions simplifies the parking system for visitors to San Leandro and assures convenient and appropriate time limits that fit the need of most users in the City.

*On-Street:* The majority of users parking on-street in the core and the periphery areas are staying for two hours or less. A standardized three hour time limit at all currently regulated spaces would be an appropriate regulation for short-term visitors, while users who require parking for extended periods could do so in unregulated spaces further away from the core.

*Off-Street:* Existing time regulations in the off-street facilities are adequately serving its users, as overall occupancies remain under practical capacity (85 percent total occupancy) throughout the day. The Pelton Center Lot is the only lot to exhibit high amounts of occupancy; however, the lot exhibits high turnover as well. In addition, adequate parking surrounding the parking lot is available for users of this lot.

### ***Study Short-Term Parking***

There are a number of locations where short-term (15-30 minute) parking is clumped together such as 14<sup>th</sup> Street (Pelton Center) and Washington Plaza. Most of the remainder of the short-term spaces are laid out two spaces per block face. For short-term parking to be most advantageous, it should be much more dispersed and adjacent to high turnover land uses. Clumping of these spaces tends to invite improper use when no other parking is available.

At this time there is not sufficient data to support changing the duration of the short-term spaces. However, our experience shows that these spaces tend to have much higher durations than posted. Therefore we recommend that that city collect license plate data at a minimum of 30 minute intervals to confirm if this volume of short-term parking is appropriate for the Downtown.

### ***Implement Residential Permit Parking Program***

Parking occupancy and duration data indicated that spillover parking from San Leandro BART patrons are likely occurring along nearby on-street blockfaces, particularly where there are no current parking restrictions. Weekday data indicates high utilization of the residential on-street parking immediately east of the BART station and west of the downtown (to Hays Street), especially when compared to weekend data. Currently, the San Leandro municipal code supports a residential parking permit (RPP) program.<sup>1</sup> The implementation of an RPP program would deter BART users from utilizing these residential spaces for the entire day, while also reserving these spaces for local residents' use. Public outreach with local residents is recommended to determine feasibility and assist in forming the details of such a program.

### ***Conduct Stakeholder Outreach***

Meetings with downtown stakeholders are an important component to parking management plans. Stakeholder meetings assist in identifying key issues and concerns that are not immediately evident in the analysis of parking data. Although the data analysis has revealed the recommendations discussed above, outreach to the various stakeholders play a vital role in development the details of such strategies and can reveal new issues. Stakeholders can include, but are not limited to, local business owners, residents, employees, and customers.

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<sup>1</sup> San Leandro Municipal Code. 6-2-330 RESIDENTIAL PARKING PERMIT.

## **Policy and Analysis Strategies**

The following recommendations are presented to the City should they choose to pursue a parking management plan. While the analysis of existing parking data reveals existing parking behavior within the downtown, various additional steps are necessary to fully understand and manage the various aspects of parking.

### **Parking Policy Review**

A comprehensive evaluation of the existing parking management program assists in understanding the existing operation, management structure, and financial model. This effort can include interviews with current parking operations, enforcement staff, planning, and/or public works. The goal of this analysis is to provide a detailed picture of the existing parking management system and to identify where policy improvements and adjustments could be made in order to address parking issues.

### **Future Development**

Expected infill development in the short-term and larger new projects in the long term can have substantial impacts on existing parking utilization and availability. A parking demand analysis would evaluate existing parking supply and analyze the expected increase in parking demand based on new pipeline developments and pertinent policy changes. This analysis can be a powerful tool in determining if growth in supply is necessary as development occurs.

### **Expense and Revenue Analysis**

An expense and revenue analysis assesses the financial “health” of the current system and whether there are any improvements that could be made to the system for financial reporting of fee collection and/or management of a parking fund. The goal of this analysis is to facilitate a clear picture of the financial performance of parking operations and support strategic decision making relating to system needs.

cc: Kyle Simpson and David Early, The Planning Center | DC&E