



The specific objectives for the Central City Parking Master Plan as stated by the City Council were as follows:

- To ensure sufficient parking to achieve the City's economic and in-fill development goals and boost Smart Growth principles
- To ensure parking supply and rates that support transit, other alternative modes and air quality
- To evaluate rate structures supportive of a comprehensive parking strategy
- To provide a two-year, five-year and long-term outlook of parking supply versus demand and identify opportunities for meeting that demand
- To guide daily operations of City's on-street and off-street parking facilities
- To incorporate community stakeholders concerns

This project reflects a combination of technical analysis and strategic consensus building around policy recommendations that emerged from the technical analysis. The product of this process is a policy framework that provides a blueprint for decision-making for parking management in the Central City. Additional implementation planning will be required to carry out many of the policy recommendations.

### ***Listening to the Community***

Community and stakeholder involvement was a vital component of the study. Since January of 2005, the City gathered input from a diverse range of stakeholders, recognizing that many different viewpoints regarding parking needed to be understood and addressed in order to move the study forward. A Stakeholder Group of roughly 100 members representing developers, business owners, residents, special interest groups and representatives of government agencies met to provide formal input and comments on the work in the project. The Stakeholder Group met five times between January 2005 and April 2006. Stakeholder input was also sought in smaller groups designed to focus on specific issues in specific areas. Rounds of Focus Group meetings were held in June 2005, August 2005 and March 2006.



Public input was received in a variety of ways in addition to the stakeholder group meetings and focus group meetings. The public was provided input at community organization meetings, a booth at a Farmers' Market in Cesar Chavez Park, a Public Open House and via emails, the webpage, and phone calls.

### ***Data on Existing Parking Supply and Data Collection***

An extensive data collection effort was undertaken to ensure that the Central City Parking Master Plan was grounded in objective and accurate information about how much parking there is, where it is, who owns and operates it, what the fees are for using it and how much it is used at different times of day and different days of the week. As indicated in Table 1, roughly 65,000 parking spaces were surveyed in two parts of the Central City. As indicated in the table below, the Core of the Central Business District - Focus Area 1 - had

roughly 50,000 spaces; the Midtown area – Focus Area 2 - had roughly 15,000 spaces. Of all of the 65,000 spaces surveyed, 10,000 are on-street and 55,000 were off-street in lots or garages. Additional, more-limited data collection was also performed for the remainder of the Central City but not reported here.

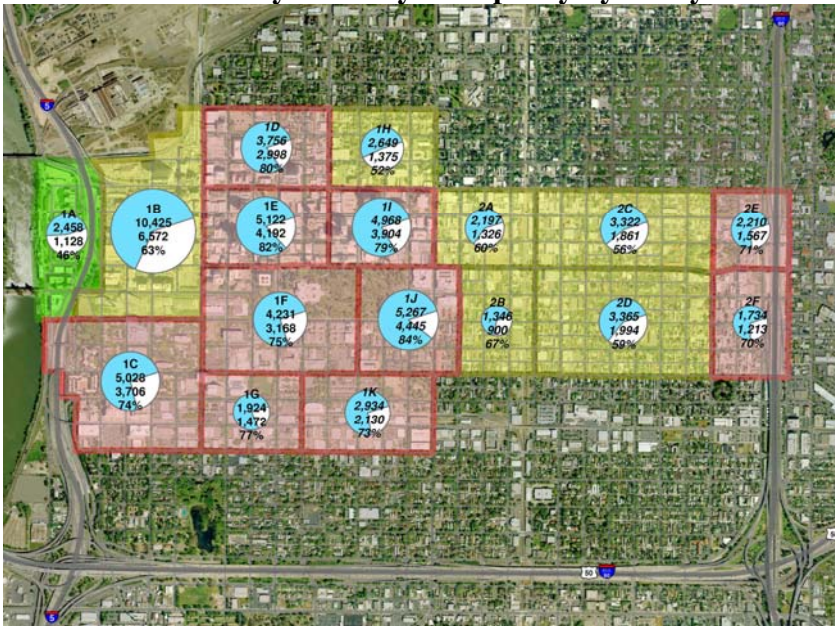
**TABLE 1 Summary of Parking Inventory and Occupancy Analysis**

	Focus Area		
	1	2	Both
<b>Parking Spaces</b>			
<b>On Street</b>	<b>5681</b>	<b>4173</b>	<b>9854</b>
<b>Off Street</b>	<b>43,352</b>	<b>10834</b>	<b>54,196</b>
<b>Total</b>	<b>49,043</b>	<b>15,007</b>	<b>64,050</b>
<b>Percent Occupied*</b>			
<b>On Street</b>	<b>82%</b>	<b>68%</b>	<b>77%</b>
<b>Off Street</b>	<b>71%</b>	<b>61%</b>	<b>69%</b>
<b>Total</b>	<b>72%</b>	<b>63%</b>	<b>70%</b>
<b>Total Available Parking Spaces at Mid-day</b>	<b>13,732</b>	<b>5,553</b>	<b>19,215</b>

\* On-street occupancy reflects spaces lots to street cleaning.

Overall there is adequate unused and available parking to meet current parking demand in the Central City but there is some variation in the space availability by sub-area as indicated in Figure 2 below. The overall mid-day occupancy level is about 70% but some some-areas approach 80 to 85% peak hour occupancies. There are 64,050 total spaces in the study area, of which approximately 19,215 (30%) are empty and available in the peak hour. This represents about \$400 million dollars in underutilized parking assets.

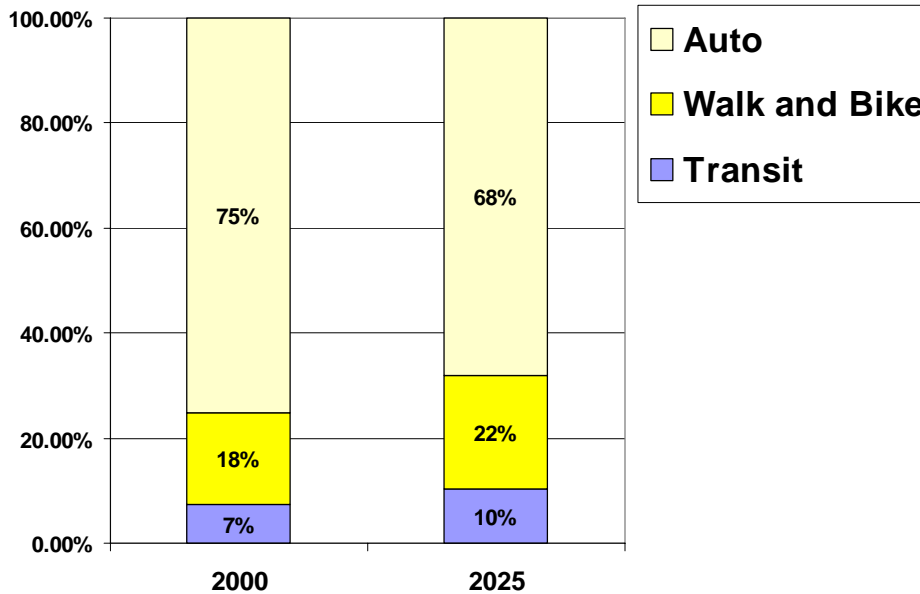
**FIGURE 2 Weekday Mid-day Occupancy by Analysis Area**



Like all of California’s major cities, Sacramento is relatively young. Most of the growth in the Sacramento metropolitan area has occurred well after the automobile became the dominant mode for travel in urban areas. As result, the Central City like the other parts of

Sacramento formed with a reliance on access by automobile. With this has come the need for parking as a place to store the automobile for people while they are in the Central City. In 2000, roughly 75% of travel to or from the Central City required the use of an automobile as indicated in Figure 3.

**FIGURE 3 Expected Change in Travel Mode for Central City Travel**



As the Central City continues to develop and redevelop, the density of uses increases and use of transit, ridesharing, bicycling, and walking become more feasible options. Reliance on the automobile in the Central City has already decreased from what it once was and is expected to continue to decrease further over time. Current projections suggest that the share of trips by automobile will decrease to about 68% by 2025. While this reduction will allow for more efficient use of land in the Central City, there will still be need for parking to support growth. As a result of these mode shifts, the Central City is likely to experience a growth in person travel of 45% between 2000 and 2025, but an increase in vehicle trips of only about 30%.

***Impacts of Future Development on Parking Supply / Demand Relationship***

Considerable development is expected to occur in the Central City area of the City of Sacramento through infill projects and redevelopment. In recent decades, growth has been concentrated in office development. In addition to continued growth in the office sector, future growth is expected in residential and restaurant / entertainment / nightlife categories. The impacts of this additional development on the parking demand relationship is primarily dependent upon more effective management of existing parking assets and the amount of parking provided with each new project.

Office Development

The parking demand associated with office development can be generally satisfied if parking is provided at the current minimum-parking requirement of one space per 600

square feet of development. The typical government office project has a parking demand slightly lower than the zoning minimum, while the typical private office project has a parking demand slightly higher than the zoning minimum. The current off-street parking surplus in much of the core business district provides a buffer to accommodate demand variations. However, if office employees continue to park on-street rather than in typically more expensive off-street locations, short-term parking for visitors and business customers will become more difficult to find.

### Residential Development

Many new residential units are anticipated in the Central City. Zoning requirements for parking associated with this development is typically one off-street space per unit, plus limited parking for visitors. As many household have than one vehicle, parking demand is anticipated to exceed the zoning minimum off-street supply. In some areas of the City, particularly in the core business district, the excess parking demand could be accommodated in off-street facilities that are under-utilized at night. However, in much of midtown, the additional demand can only be accommodated on-street. This results in increased demand for on-street parking, particularly in the evening hours, when existing residents, new residents, and visitors / business patrons compete for on-street spaces.

### Restaurant / Entertainment / Night Life Development

The central city has already experienced evening on-street parking shortages due to development of restaurants in areas without convenient, available off-street parking. Convenient off-street parking is necessary not only to mitigate impacts to residents of the affected areas, but also to ensure the continued economic viability of the business enterprises. Since many of these projects involve re-use of existing structures without sufficient parking, continued development in this business sector provides a significant parking supply challenge.

### ***Managing the Parking Supply and Demand***

Satisfying the numerous goals for parking in the Central City requires balancing the needs and interests of many different stakeholders – Central City residents, business owners, employers, developers, government agencies, shoppers, tourists and other visitors. Most people who come to the Central City must rely on the automobile, either as the driver or as a passenger, and so parking is a necessary element of the economic vibrancy and livability of the area.

But conditions are changing with redevelopment in the Central City. Densities are increasing and there is a greater mix of uses. These changes are making transit, ridesharing and other alternative modes of travel more feasible. How parking is managed can have a significant impact on the viability of alternative modes. Most people who come to the Central City have choices about how they travel and, if they drive, they have a choice about where they park. Parking supply, price and restrictions are important determinants of how people chose to travel.

The Central City Parking Master Plan is a set of policy recommendations designed to guide the City in its management of the Central City parking supply over which it has control or influence.

The Plan is designed to be a blueprint for how to manage the supply, price and restrictions of city owned or operated parking. But the policy recommendations of this plan also provide support for alternative modes and the reduction of vehicle trips. The work in the Master Plan project recognizes that different people who travel to the Central City have different needs and identifies the priorities of the different groups of travelers for parking.



## ***Policy Recommendations***

The project team worked with the City Council to identify specific goals and for parking in the Central City drawing on previous documents to find statements of the City's priorities and policies. Policy recommendations were then developed for each of the nine goals that the Council adopted. The recommendations were developed over a seventeen-month period in a process that included data collection and analysis, public input and dialogue, review of practice in other cities and collaboration with the City Council and other departments within the City. The final goals adopted by the City Council and the recommendations corresponding to each were as follows:

- 1. Support the citywide goals of economic development, livable neighborhoods, achieving sustainability and improving public safety**
  - Create flexible parking requirements for new development to allow creativity in meeting parking need without over-supplying parking
  - Establish "in-lieu-of-parking" fee as an option to allow developers to pay into a parking fund rather than build code-required parking
  - Require parking plans from institutional developments
- 2. Supply parking to meet need**
  - Revise parking minimums and maximums to more closely match current demand rates
  - Allow reduction of parking requirement for shared-use parking
  - Broker arrangements with private parking operators to keep garages open at nights and on weekends to meet needs for entertainment, conventions and special events
  - Create one or more benefit assessment districts where appropriate to provide more public parking where deficiencies already exist
  - Allow short-term use of vacant lots for parking when a serious deficiency exists in the area
  - Monitor parking supply and demand to identify when deficiencies exist

- Consider creative ways to get more parking from existing space devoted to parking – re-striping, angle parking, stack parking, valet parking, etc.
- 3. Use time limits, rates and enforcement to manage parking supply efficiently**
    - Identify the priorities for different types of parkers (disabled parkers, downtown residents, shoppers, commuters, etc.) in different parts of the Central City
    - Price City-owned parking to reflect the priority among users and to maintain occupancy at or below 85% to ensure availability for priority users
    - Use parking meters, pricing structure, time limits and enforcement to manage the use of City-owned spaces
  - 4. Modify the Residential Permit Parking (RPP) program to manage the retail/residential interface**
    - Extend enforcement hours for RPP beyond 6 P.M. to reduce spillover parking from restaurants and bars into neighborhoods
    - Install parking meters or pay stations in RPP areas where spillover occurs and charge during all hours for non-residents
    - Create consistent criteria for creating new RPP zones or for extending existing ones
    - Sell commuter permits for use of RPP spaces during the day if there is surplus daytime parking
  - 5. Minimize the negative impacts of parking**
    - Maintain minimum standards for landscaping, lighting and physical improvement of public and private parking facilities
    - Encourage or require ground-floor retail in free-standing parking facilities
    - Prohibit the private development of new stand-alone parking that is not associated with a specific new development
  - 6. Make parking safe, secure, attractive and convenient**
    - Use the Parking Fund to ensure that there is adequate maintenance, cleaning and security for the City's parking assets
    - Enhance the marketing of and information about City-owned parking for automobiles and bicycles
    - Evaluate parking accessibility for the disabled and work to bring City facilities into compliance with state and federal guidelines
    - Replace parking meters with new equipment that gives users more payment options
  - 7. Operate City-owned parking in a financial sound manner**
    - Set parking fees and fines at levels that cover capital, operating, maintenance and enforcement costs and generate additional revenue to expand the parking program to meet the growing needs of the City
    - Consider creative mechanisms for financing parking operations
    - Structure the City's parking management structure and financial accounting to optimize the efficiency and effectiveness of the parking program
  - 8. Promote alternative modes of transportation and walkable communities**
    - Adjust parking requirements downward over time as transit services and ridership increase
    - Allow flexibility to reduce the parking requirement when a developer provides long-term financial support for transit or other trip reduction programs
    - Seek funds to promote use of transit and other alternative modes to reduce the parking needs of new or existing developments

- Require bicycle parking with new developments
  - Seek funds for adding bicycle parking to existing developments
- 9. Provide transportation options to encourage use of existing parking supply**
- Consider shuttle services to link existing surplus parking with areas of parking deficiency
  - Seek funds to improve lighting between existing parking garages and night-time entertainment areas

## ***Conclusions***

The policy recommendations developed for the Sacramento Central City Parking Master Plan and adopted by the City Council have given the City a framework for managing its downtown parking supply and demand. The policies adopted will allow the City to pursue programs that permit the continued development and redevelopment of the area in a way that promotes economic vitality while also creating an attractive environment for living, working shopping or visiting. The policies encourage use of alternative modes while also ensuring there is adequate parking to support the businesses and to avoid serious spill-over problems in the residential neighborhoods. The extensive process of public and business outreach provided the dialogue needed to produce recommendations that support the appropriate balance of needs in the Central City.

