

MEMORANDUM

COMMUNITY DEVELOPMENT DEPARTMENT ENGINEERING SECTION

DATE: 8/31/2018

TO: City Council of Redwood City

FROM: Christian Hammack, Parking and Transportation Demand Manager

RE: Current Parking Usage and Implication for Development of Downtown Park

The purpose of this memo is to update Council on the current status of Redwood City's downtown parking program, to discuss implications of the proposed Downtown Park Project, and to outline opportunities for offsetting any impacts. The discussion includes data on the current parking supply, parking use, impacts of the park designs and potential steps to address current or potential parking issues.

Current Parking Supply

The City currently owns and operates approximately 2,500 parking spaces during weekdays. Approximately 4,800 parking spaces are available on evenings and weekends through publicly owned parking and through shared parking agreements with private property owners. See Exhibit A for a map of downtown parking locations. The breakdown of the parking supply is as follows:

Table: Parking Supply

Facility Type	Publicly-Available Parking Spaces	
	Weekdays	Evenings / Weekends / Holidays
On-street	1028	1028
City off-street lot	486	486
City garage	1047	1047
Privately owned garage*	N/A	2299
Total	2,561	4,860

*available evenings and weekends

Current Parking Use

The City's parking policies seek to achieve an average parking occupancy between 70% and 85% during peak times. This use level means that there are always some open parking spaces, making it easy for new parkers to find a spot. In December, 2017 we collected and analyzed parking occupancy data to understand how well our current

policies are achieving our occupancy goal. Additional data was collected and analyzed in June 2018. Data was collected on a typical Wednesday, Thursday, and Saturday and then analyzed by a transportation consultant. The weekdays had the highest average parking occupancy. Highlights of the results include:

- *Length of Stay:* Most people (69-74%) parking in the core parking zone stayed for less than 2 hours. Approximately 50% of parkers stay for less than one hour.

Table: Current Parking Patterns

Location	Average Occupancy	Peak Activity	
	Weekday, 8a-8p	Time(s)	Occupancy
On-street(Core)	80%	Noon/7pm	90%
On-street(Periphery)	78%	Noon	87%
City off-street lot	70%	8pm	86%
City garage	67%	8pm	80%

- Occupancies peak in the evenings when parking is free on-street and in the parking lots within the core parking area – at 8 pm few on-street spaces were available and parking is hard to find
- Public use of private parking facilities remains light, with occupancies not exceeding 25% on a typical evening or weekend.

Potential Parking Implications of Downtown Park

The Downtown Park Sites Assessment and Feasibility Study identified two City parking lots in downtown Redwood City as the preferred, potential park sites:

- Library Lot A, with 51 parking spaces, and
- Main Street Lot with 149 parking spaces.

Both parking lots are actively used; the average daily occupancy in the Main Street Lot is 83% and 73% in Library Lot A. Proposed park designs maintain 70 to 120 parking spaces out of the current 200. The table below summarizes the existing supply and demand and the estimated parking shortfall if the park(s) were to be developed as proposed.

Potential Parking Changes due to Park Development

Site	Parking Spaces (existing)	Average Occupancy	Average Spaces Used	Desired Parking Spaces*	Parking Spaces w/ Park	Space Deficit w/ Park
Main Street Lot	149	83%	124	145	70 – 110	35 - 77
Lot A	51	73%	37	44	0-10	31 - 44
Total	200	80%	161	189	70 - 120	66 - 121

* Desired number of parking spaces to achieve an average 85% occupancy

As mentioned above, the average daytime parking occupancy across downtown is 70 - 80%. Assuming an average occupancy of 80% across all 2,500 daytime parking spaces; there is a system wide surplus of roughly 125 parking spaces. Based on these data, there is sufficient parking across the downtown to accommodate new downtown park(s).

While there is an adequate parking supply across the system, there are unique uses in the Main Street Lot that need to be considered. The City currently sells monthly parking permits to downtown employees and residents. Over the last year, the City has seen a reduction in the use of these permits – never approaching the cap of 100 permits. For September, only 44 permits have been sold and for most of 2018 fewer than 50 permits were issued. Approximately 15-30 of the permits issued in any given month are to residents who live in the apartments next to the Main Street Lot. Should the parks be built as proposed, monthly parkers would use a larger share of the available parking spaces – but they could still be accommodated as they are today.

Listed below are efforts either underway, planned or available to minimize the impact of any potential reduction of parking on downtown parking.

Next Steps

While parking is available at all times on most days, there are specific locations at specific times that are heavily parked and exceed the 85% occupancy goal. Staff is working to address areas that are over parked to bring them in line with current policy. Following is a list of initiatives that are under way, planned for the next few months, or could be enacted if there were support:

Current Initiatives

- **More shared use parking.** Two projects under construction now (at 2075 Broadway and 851 Hamilton) will add over 400 publically-accessible parking spaces on evenings and weekends.
- **Transportation demand management.** With the adoption of the Citywide Transportation Plan, the City Council established a goal of 50% of trips citywide be made by ways other than driving alone. The implementation of transportation demand management programs for new developments will help shift downtown employees and residents into carpooling, transit, walking, and bicycling. In turn, this will free up parking for downtown patrons whose only option is to drive alone.
- **Parking guidance system.** A consultant is currently designing a real-time, dynamic parking guidance system for downtown. The system tell people where parking is available and help guide them to those spaces. This will balance parking use across the full parking supply (including private garages which are heavily underused), reducing peak period hotspots.

Upcoming Initiatives

- **New parking supply.** City staff is exploring the opportunity to participate in the construction of the new parking structure on the County of San Mateo’s campus. By partially funding construction of the garage, the City will have 150 more parking spaces available for public at all times.
- **Adjusting parking policies.** Staff is evaluating the detailed parking occupancy data to recommend policy adjustments (price and hours) to achieve the 85% occupancy goal and to shift any long-term parkers into city lots and garages. This will help keep storefront parking available for use by patrons.

Potential, Future Initiatives

- **Discounted permits.** Currently the monthly permit rates for Marshall Garage are higher than for Main Street Lot. To minimize the impact of fewer parking spaces in the Main Street Lot, staff could develop a discounted permit rate for qualifying low income and/or senior residents.
- **Employee parking program.** Staff could work with the downtown business community to develop an employee parking program to help employees access parking at a reasonable monthly cost.
- **Permit parking in private garages.** Staff could initiate discussions with new downtown developments about making a limited number of monthly passes available to the public. This could address concerns of residents who live next to the Main Street Lot as well as downtown service employees.

Exhibit A – Map of Downtown Redwood City Parking Facilities

