



## Staff Report

**TO:** City Council  
**FROM:** Christina Taylor, Community Development Director  
**DATE** June 1, 2021  
**SUBJECT: Presentation of Parking Management Master Plan Findings**

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### **Background and Analysis:**

Within the past few years, the Planning Department has been met with a variety of parking concerns throughout the City. The majority of the parking issues and concerns were focused in the downtown area. In 2019, the Southern California Association of Governments (SCAG) released a grant funded opportunity for five cities to have their parking opportunities and challenges studied. The Planning Department applied on behalf of the City and was selected to receive one of the five \$100k grants to study parking issues. The study began in June of 2020 and concluded in February 2021.

The Parking Management Master Plan was broken down into five tasks:

1. Parking Utilization,
2. Outreach and Engagement,
3. Downtown Parking Requirements,
4. Parking Meter Pricing, and
5. Parking Management Master Plan.

The study primarily focused on the downtown area but also looked at City-wide parking standards and utilization. The study identified approximately 10,500 spaces in the included areas and assessed utilization of these spaces. The City held two outreach sessions and attended an Economic Development Committee meeting to gather information from business owners and operators. The input gathered from these meetings was incorporated into the study. The study provided analysis of the existing parking stock, current parking standards, alternative parking options and recommendations. The final recommendations include:

- Modifying the downtown parking requirements (zoning code amendment),
- Establishing a parking in-lieu fee program,
- Create a shared parking program or shared parking standards, and
- Consider paid parking (long term).

During the study period, City staff received information about parking best practices, parking management and ideas to pair with economic development strategies. The study also provided a list of many other strategies the City could employ in the short and long-term time frames based on development of the downtown area and the City as a whole. These recommendations and strategies are not hard and fast requirements but rather meant to be ideas or guides the City can use as growth and revitalization continue to occur.

**Fiscal Impact:**

The study and presentation were prepared through grant funding with no fiscal impact to the City. The cost to prepare this staff report is estimated to be \$425.

**Recommended Action:**

Receive and file.

**Attachments:**

- A. Parking Management Master Plan Presentation
- B. Parking Management Master Plan