



## City of Grass Valley City Council Agenda Action Sheet

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**Title:** Parking Assessment Presentation

**CEQA:** Not a project

**Recommendation:** That (1) Council hear the presentation from staff and Dixon Resources Unlimited regarding their operational needs assessment; and (2) provide direction on next steps.

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**Prepared by:** Alexander K. Gammelgard, Chief of Police

**Council Meeting Date:** 03/11/2025

**Date Prepared:** 03/20/2025

**Agenda:** Consent

### **Background Information**

In 2007, the City conducted a downtown parking study recommending residential permit parking evaluation, improved employee parking, and higher turnover. In recent years, the City has made several parking management decisions, including implementing an employee permit parking program, amending the Grass Valley Municipal Code regarding off-street parking management, adding the parking lot at 309 Mill Street for public 3-hour and employee permitted parking, and launching a paid parking pilot at Pioneer Village. Downtown parking management should continue evolving to improve turnover and accessibility, particularly in anticipation of future impacts like the Wolf Creek Trail and increased residential density driven by statewide legislation and trends.

In December 2024, the City hired Dixon Resources Unlimited (DIXON) to conduct an operational needs assessment and support potential municipal code changes. DIXON's assessment, detailed in the attached *Operational Needs Assessment Memo* (Memo), outlines recommendations to improve compliance, optimize technology, manage parking supply and demand, address employee and residential needs, and enhance wayfinding. The Memo serves as a roadmap to improve convenience, turnover, and parking access in downtown Grass Valley for visitors, residents, and employees.

The Memo presents three tiered implementation approaches for the City's consideration, each requiring increasing investment and yielding greater parking management improvements:

- A. **Baseline Approach:** Focuses on the minimum practical enhancements to the City's parking program, such as more consistent enforcement, data collection, and select parking policy updates.
- B. **Enhanced Approach:** Builds on the baseline approach and includes select reforms that are compatible with the existing program, such as a transition to virtual permits, introducing on-street paid parking, and making additional parking policy changes.
- C. **Comprehensive Approach:** Encompasses all the recommendations listed in the memo, including investments in wayfinding and EV charging stations.

Appendix A of the Memo summarizes recommendations for each approach. According to DIXON, regardless of the approach, **consistent enforcement and data collection** will be critical to justify, adapt, and enforce parking policies. These two pillars will act as the foundation of any successful parking program going forward.

**Council Goals/Objectives:** The execution of this action attempts to achieve the following Strategic Goals:

GOAL #1 - Community and Sense of Place

GOAL #2 - Transportation

GOAL #5 - High Performance Government and Quality Services

GOAL #6 - Public Safety

**Fiscal Impact:** N/A - Not yet determined

**Funds Available:** N/A

**Account #:** N/A

**Reviewed by:** City Manager