



Downtown Chula Vista Parking Management Plan

City Council

September 27, 2022

Item No. 7.2

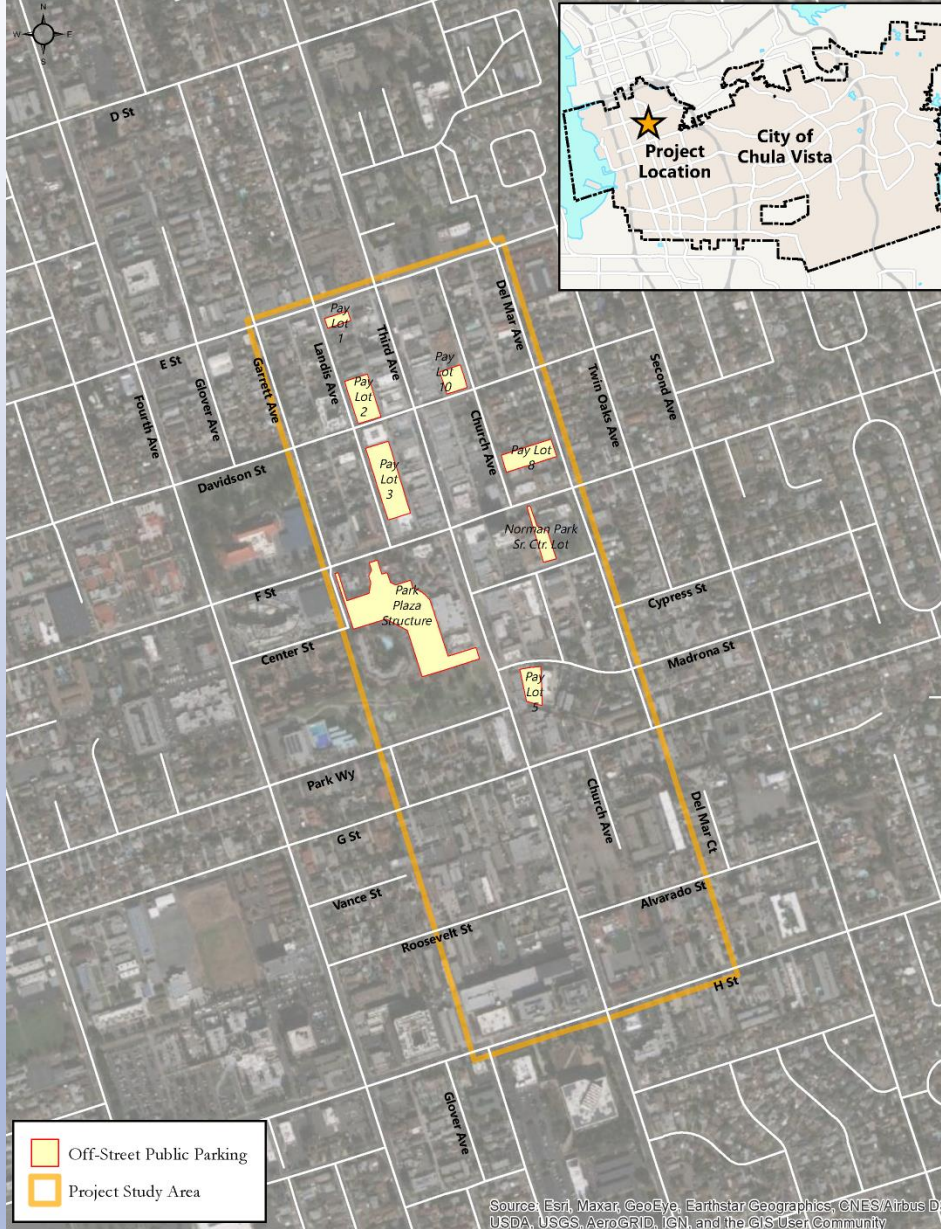




Table 2.1 - Public Parking by Cost and Time Restriction

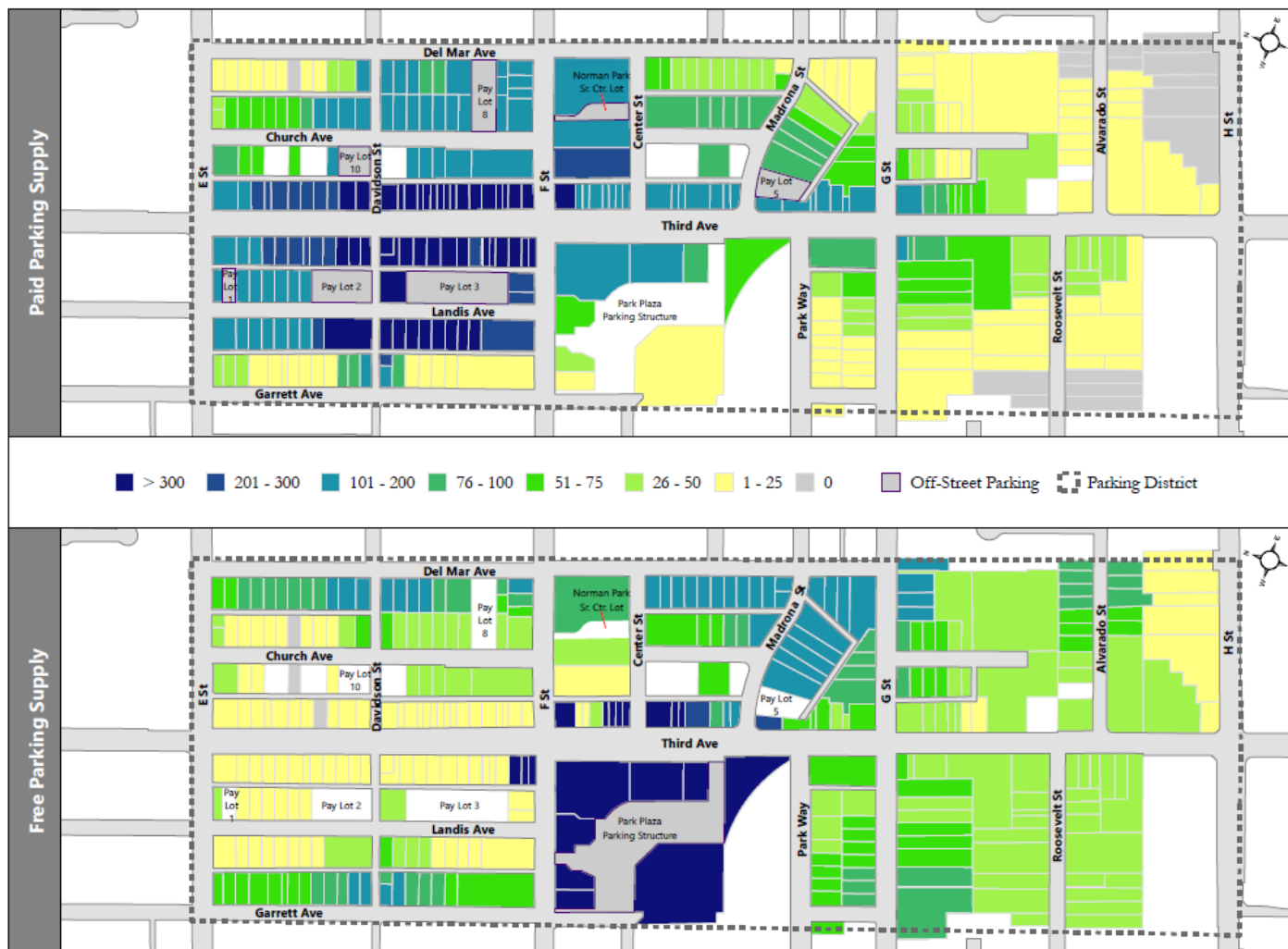
Cost and Time Restriction	Parking District	
	Supply	% of Total
Free Parking – Unlimited Time	20	1.3%
Free Parking – Time Limited	704	46.1%
Paid Parking – Time Limited	804	52.6%
Total	1,528	100%

Source: CR Associates (2022)

Table 2.2 - Summary of Off-Street Public Parking Facilities

Off-Street Facility	Time Restriction	Cost	Supply
Park Plaza Parking Structure	3 Hours	Free	670
Pay Lot 1	10 Hours	\$0.25/hour	14
Pay Lot 2	4 Hours	\$0.50/hour	74
Pay Lot 3	10 Hours	\$0.25/hour	118
Pay Lot 5	4 Hours	\$0.50/hour	42
Pay Lot 8	10 Hours	\$0.25/hour	53
Pay Lot 10	10 Hours	\$0.25/hour	28
Norman Park Senior Center Lot	2 Hours	\$0.50/hour	15
Total			1,014

Source: CR Associates (2022)

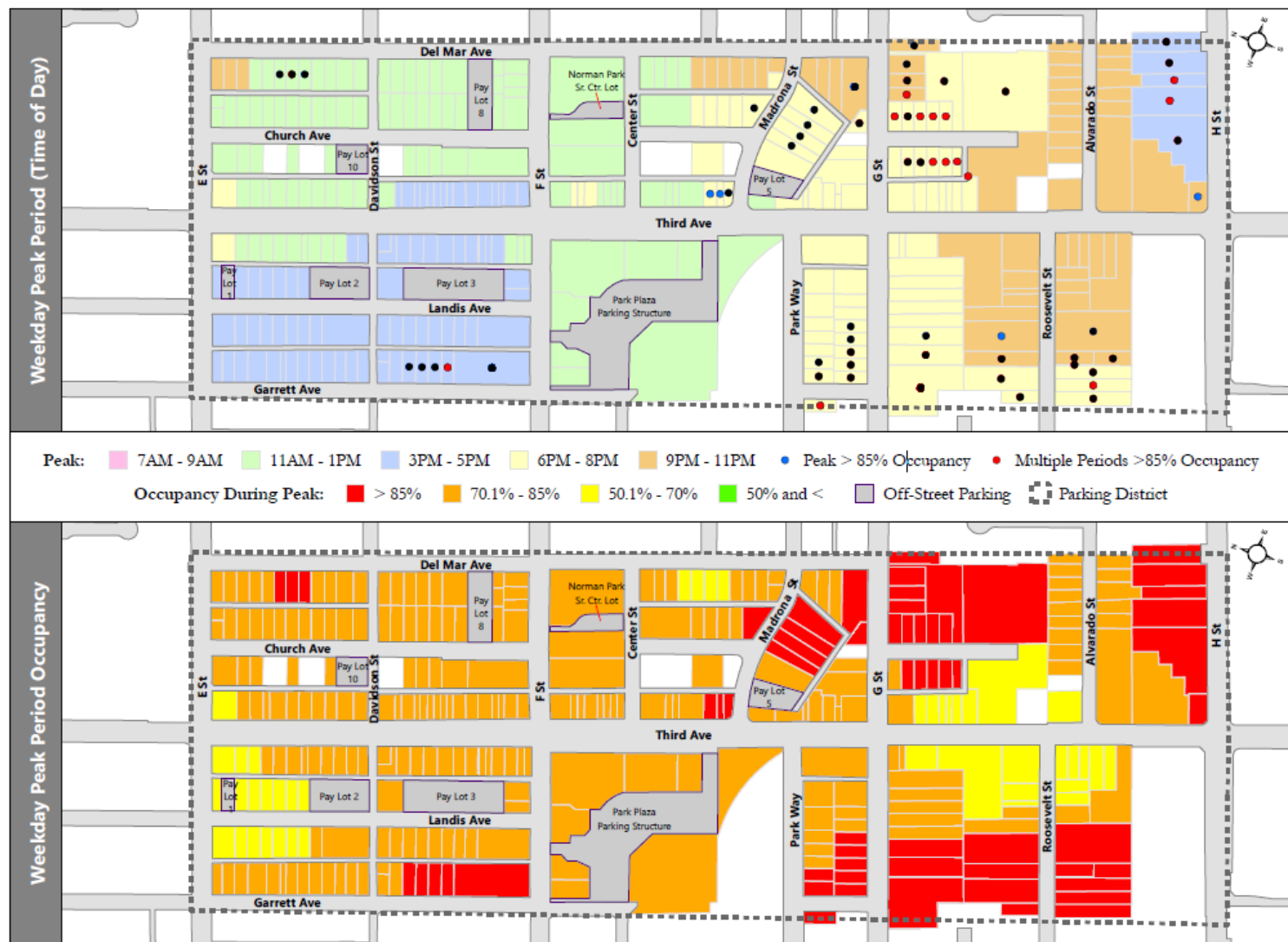


Downtown Chula Vista Parking District
Parking Management Plan



Figure 2-2
Estimated Supply of Parking within 1/8 Mile of Destinations

Parking Available within Walking Distance 6



Downtown Chula Vista Parking District
Parking Management Plan



Figure 2-3
Weekday Estimated Parking Occupancy within 1/8 Mile of Destinations -
Peak Period by Time of Day

Park Plaza Parking Structure

- 670 spaces
- Completed in 1984
- 1983 agreement with adjacent owners
- Agreement expired in 2018
- City responsible for maintenance, operation and capital improvements



- Develop a more holistic understanding of public parking demand within the Parking District
- Assess the City's parking infrastructure and operational practices
- Forecast parking demand within the project study area
- Provide recommendations to efficiently utilize parking resources and manage future parking demand



Objectives of the Downtown Chula Vista PMP

- Parking data collection (inventory, occupancy, turnover, and walking distance)
- Interviews and on-line questionnaires
- Stakeholder meetings
- Parking demand analysis

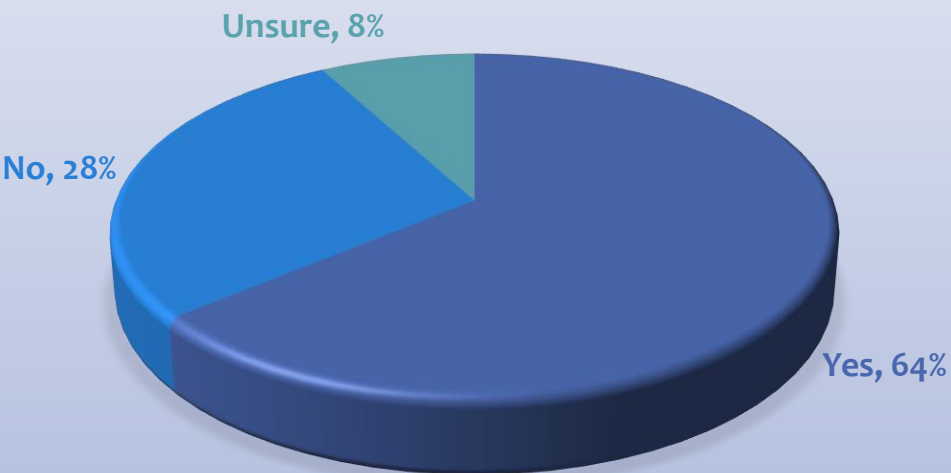


- **85% Occupancy within 1/8 of a Mile**
- **Encourage Turnover of Spaces near Commercial Uses**

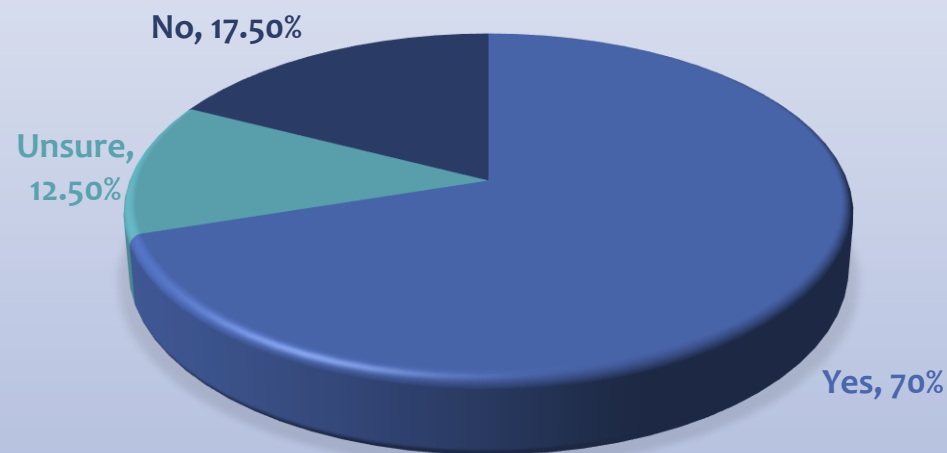
Existing Parking Supply Adequate for Current Demand



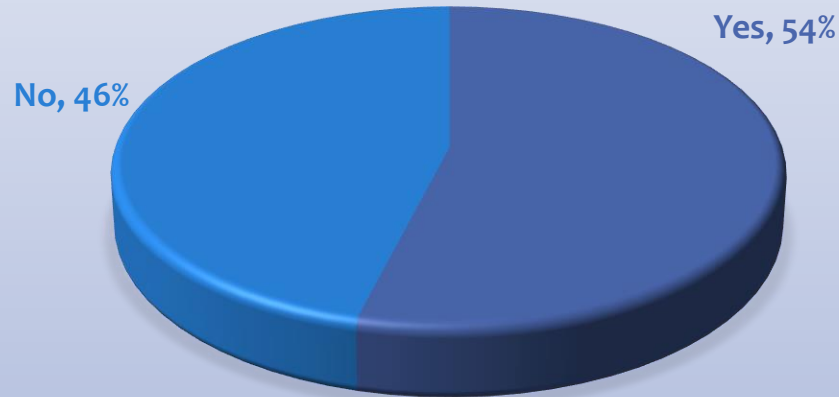
**PATRONS: WOULD LIKE METERS
TO HAVE A MORE CONVENIENT
FORM OF PAYMENT (SUCH AS
CREDIT CARDS)**



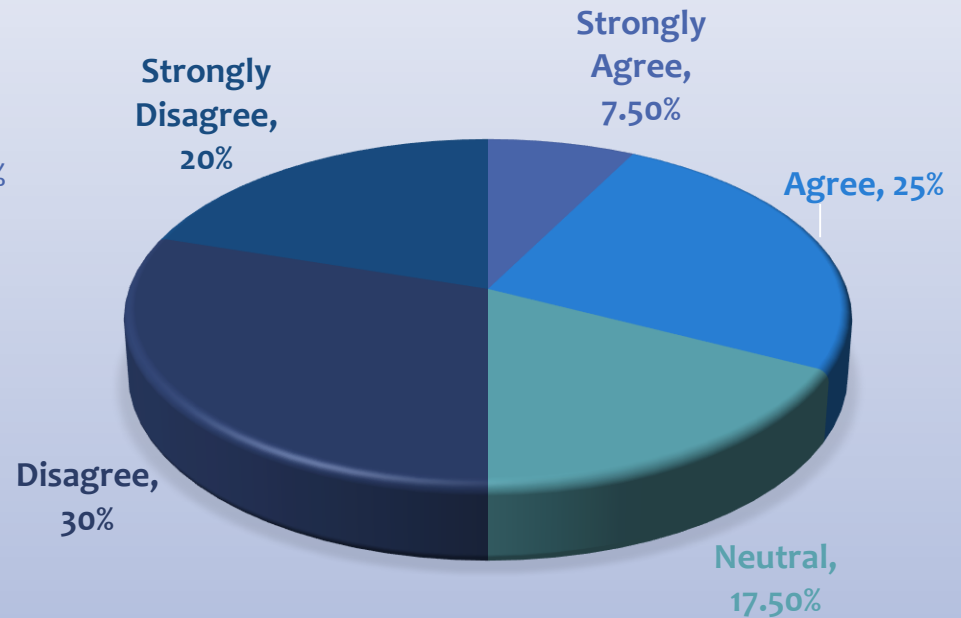
**BUSINESS: WOULD LIKE METERS
TO HAVE A MORE CONVENIENT
FORM OF PAYMENT (SUCH AS
CREDIT CARDS)**



PATRONS: DISCOURAGED TO VISIT BECAUSE OF PARKING



BUSINESS: SATISFIED WITH QUANTITY OF PARKING CLOSE TO THEIR BUSINESS



Install Smart Meters (excluding 15 meters at Senior Center), \$0.75 On-street Meter Rate, \$0.50 Off-street Meter Rate, \$0.50 for Park Plaza Parking Structure		
Number of Meters		481
Revenue		
Coin and Credit Card (On-Street)	\$	333,000.00
Usage (hourly per year)		444,208
Hourly Rate (On-Street)	\$	0.75
Coin and Credit Card (Off-Street) \$0.50/hour	\$	245,000.00
Usage (hourly per year)		489,438.00
Hourly Rate (Off-Street)	\$	0.50
Permit Rental	\$	30,000.00
Citations	\$	217,000.00
Park Plaza Structure Revenue	\$	388,000.00
Usage (hourly per year)		776,437.00
Hourly Rate (Off-Street)	\$	0.50
Total	\$	1,213,000.00
Expense		
Surface Lot Credit Card Fees @ 10 cents flat rate + 2.5%	\$	(40,000.00)
Ace District Mangement Costs	\$	(208,000.00)
Ace Structure Maintenance Costs	\$	(60,000.00)
Other Contracted Services	\$	(18,000.00)
Other Supplies and Services	\$	(22,000.00)
Utilities	\$	(10,000.00)
City Staff Services (a)	\$	(75,000.00)
Curb Café Revenue Loss - assumes 10 cafes, 30 spaces)	\$	(50,000.00)
Parking Citation Proceeds to County (b)	\$	(80,000.00)
CIP Project Expense	\$	(59,000.00)
Contribution to Operating Reserve (c)	\$	(34,000.00)
Contribution to Capital Reserve (d)	\$	(150,000.00)
Non-routine Structure Maintenance	\$	(5,000.00)
Smart Meter Vendor Contract	\$	(55,000.00)
Smart Meter Vendor Fee @ 6 cents per swipe	\$	(21,000.00)
Smart Meter Credit Card Fees @ 10 cents flat rate + 2.5%	\$	(42,000.00)
Park Plaza Annual Subscription Fees and Annual Call Center Fees	\$	(62,000.00)
Park Plaza Structure Credit Card Fees @ 10 cents flat rate + 2.5%	\$	(70,000.00)
Total Expense	\$	(1,061,000.00)
(Deficit) / Surplus	\$	152,000.00

(a) City staff time to maintain parking facilities and manage the parking district.

(b) Allocation of a portion of parking citation collections to the County of San Diego in accordance with relevant sections of the California Government Code, Vehicle Code, and Penal Code.

(c) Six months of parking meter fund expenses to be built up over a six-month period.

(d) Reserve fund to replace assets and build up fund for future parking structure.

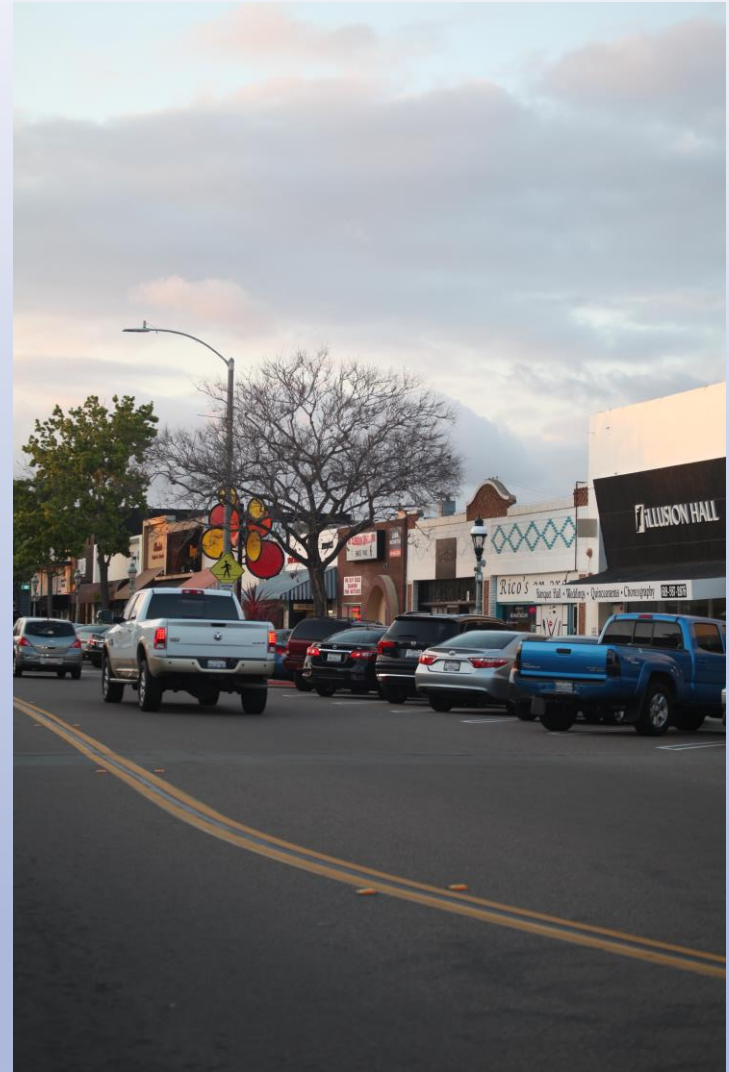
Parking District Financial Analysis 15

Install Smart Meters



- It was determined from the outreach surveys that 64% of respondents indicated that the lack of convenience of the coin-operated parking meters was a deterrent.
- Both patrons and business owners indicated a strong preference for allowing more convenient forms of payment at meters.
- Smart Meters increase parking efficiency and revenues by maximizing parking turn-over.
- Smart meters have the following additional benefits:
 - Parking conditions can be monitored remotely and allow for real time parking analysis without the high cost of physical data collection
 - Financial metrics can easily be tracked
 - Allows City to adjust and control enforcement periods remotely, such as during special events.

**Shift Parking
Enforcement Time
from 9:00 AM -
6:00 pm to 10:00
AM - 8:00 PM**



- Altering the parking enforcement hours to coincide with business operation hours will enhance ability to manage supply during highest demand periods and facilitate parking turnover.
- Parking in front of dining and drinking establishments peaks in the early evening. Since current enforcement ends at 6:00 pm, the prime spaces are taken up by longer term parkers such as residents and employees instead of patrons.
- There is not high demand prior to 10:00 am. Starting enforcement later reduces staff time for ticketing when there are few cars parking and allows for early deliveries and pick-up at businesses



Update Parking Fees

- **\$0.75 / hour** - On-Street Parking (meters)
- **\$0.50 / hour** - Off-street Parking (lots & structure)



- Smart meters will necessitate operational costs such as software and credit card processing fees which range from \$0.27 - \$0.35 per swipe. The fee needs to be increased to cover these and other related costs
- The parking fee is lower for the off-street lots and parking structure to encourage parking in these locations in order to free-up spaces in front of business.
- The City is now responsible for maintenance and capital improvements to parking structure. The revenue from the parking structure will help off-set these costs.
- Chula Vista's parking user fees is currently among the lowest in the region indicating that it may be undercharging

Jurisdiction	Parking Rate
City of San Diego	\$1.25 /hour
City of La Mesa	\$0.75 / hour

Update Wayfinding Signage



- Existing signage is inconsistent
- Wayfinding for off-street parking and parking structure is unclear
- Parking enforcement hours and parking rates need to be visible and easily understood



Update In-Lieu Parking Fee Program



- Parking In-Lieu Fee is calculated based on the value of the land that would be occupied by a single parking space (not the cost of constructing a space)
- Cost is insufficient to significantly contribute to construction of additional parking and should be based on parking construction costs.
- Current In-Lieu Parking Fee Program should explicitly apply to residential land uses.



Facilitate Non-Vehicular Transportation Modes



- Accessible and visible non-vehicular parking spaces encourages less reliance on automobile and therefore reduces parking demand
- The recommendation would help avoid potential sidewalk clutter and trip hazards from bicycles and scooters not having convenient, safe parking



Park Plaza Parking Structure Improvement and Maintenance

- Implement parking fee of \$0.50/hour
- Various capital projects for physical improvements, including ADA
- Signage and striping



- Agreement for adjacent businesses to maintain and operate structure expired at the end of 2018 and the City now has financial responsibility for all maintenance, operations, and capital improvements of parking structure.
- The appropriate funding source is parking fee revenues from the Parking Meter Fund (and not the General Fund)
- Implementation of a parking fee and access control would encourage parking turnover and reduce the number of vehicles occupying spaces for an extended period of time
- There is deferred maintenance that needs to be addressed for the 38-year old structure



Curbside Management

- Flexible curbside management for a variety of parking uses
- Signage
- Consider providing spaces for food delivery/app-based delivery



- Absence of adequate commercial loading and short-term parking areas encourages double-parking which was identified during field observations. This results in blocking through traffic and parking areas.
- Increased use of food-delivery services has created a demand for short-term spaces.



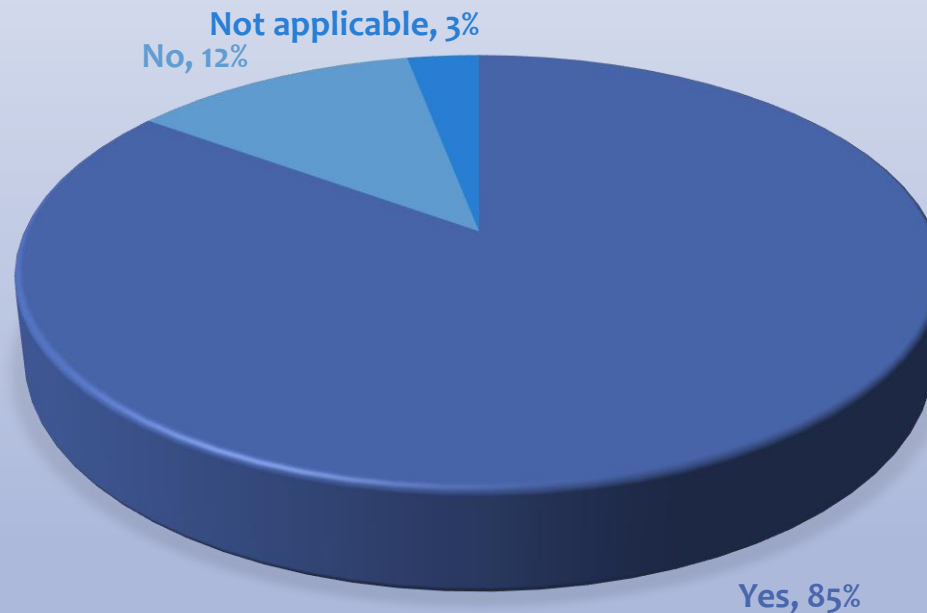
Norman Park Senior Center

- Remove meters and increase time restriction to four hours
- Permitted senior parking only
- Consider 1-2 spaces with one-hour limit for short-term use



Parking Time Limitations Conflict with Norman Park Activities

NORMAN PARK PATRONS: DISCOURAGED TO VISIT NORMAN PARK SENIOR CENTER ON DUE TO PARKING



Special Events Management



- Field and drone observations identified that parking lots were less than 50% occupied during special community events.
- On-street parking occupancy was over 85% indicating lack of awareness of surface parking locations and perception that they may be higher cost



Expand District Boundaries



- 21 meters are technically located outside of the Parking District Boundaries though operated as if they are included
- This administrative change would clarify the status of these 21 meters



Provide Funding for Future Parking Supply



- Based on analysis of future growth within and around the parking district approximately 200 spaces will be needed in the future depending on pace of redevelopment
- No current funding source is identified to construct additional parking to accommodate anticipated future demand



Curb Café Recommendations



- Pandemic created need for outdoor dining
- Curb café program has been generally successful
- Limited number of curb cafes allowed by program does not have significant effect on parking supply



Electric Vehicle Charging Stations (EVCS)

Table 6.1 - Recommended ECVSS

Off-Street Facility	Total Parking Supply	EVCSs Under Construction	Recommended EVCSs (5%)
Park Plaza Parking Structure ^a	670	0	34
Pay Lot 2	74	16	-
Pay Lot 3	118	0	6
Pay Lot 5	42	0	3
Pay Lot 8	53	0	3
Pay Lot 10	28	0	2
Totals	985	16	48

^a Including adjacent surface lot near Third Avenue

Source: CR Associates (2022)



- EV ownership in Chula Vista has increased every year since 2016
- Legislation that encourages EV use indicates that this trend will continue

Table 2 – Electric Vehicle Ownership Within South Bay Region and City of Chula Vista

Region	Vehicle Type	2016	2017	2018	2019	2020
South Bay	Non-EV	346,745	395,042	400,564	405,886	408,889
	EV	1,090	1,511	2,220	3,172	3,934
	Total	347,835	396,553	402,784	409,058	412,823
	% EV	0.3%	0.4%	0.6%	0.8%	1.0%
Chula Vista	Non-EV	169,571	192,953	196,294	199,453	201,290
	EV	720	993	1,496	2,162	2,694
	Total	170,291	193,946	197,790	201,615	203,984
	% EV	0.4%	0.5%	0.8%	1.1%	1.3%

Source: California Energy Commission (2021)²

Implementation Process	PMP Recommendations
Proposed for Approval Tonight	1. Smart meters 9. Modify Norman Park parking restrictions 11. Expand Parking District boundary
Subsequent City Council Actions	2. Shift parking enforcement hours 3. Update parking fees 5. Revise Parking In-Lieu Fee Program 7. Park Plaza Parking Structure improvement
Staff-Level Administrative Actions	4. Update wayfinding signage 6. Facilitate non-vehicular transportation 8. Curbside management 10. Special events management 12. Future parking supply (capital reserve) 13. Curb Café recommendations 14. Electric vehicle charging stations



RECOMMENDATIONS

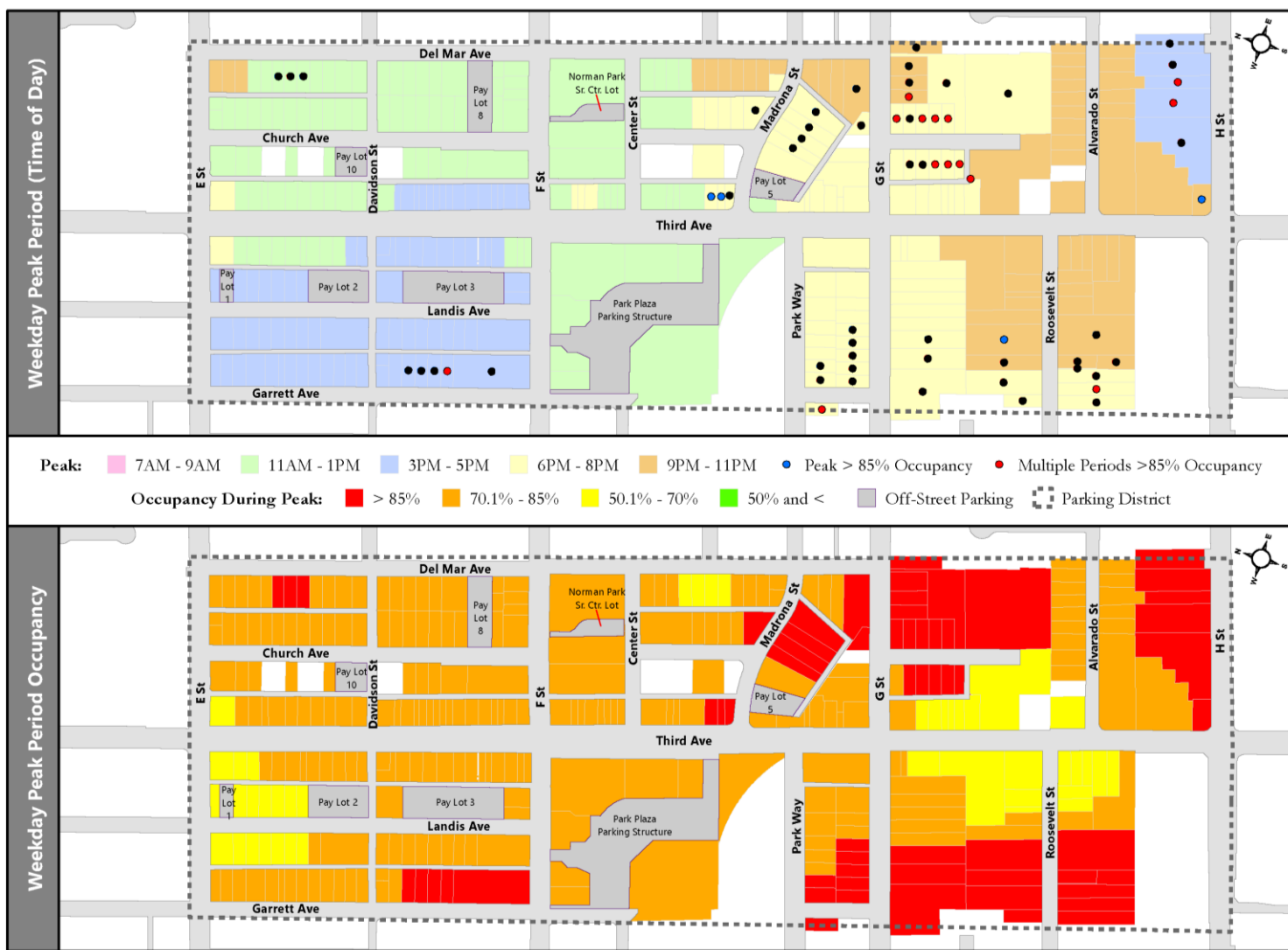
1. Adopt the Resolution approving the Downtown Chula Vista Parking Management Plan, dated August 2022
2. Implement Recommendation #1 – Smart Meters
3. Implement Recommendation #9 – Modify parking restrictions at Norman Park Senior Center Parking Lot
4. Implement Recommendation #11 – Expand the Parking District Boundary

(Backup slides)

- **Parking data collection**
 - **Inventory of public parking spaces**
 - **Parking occupancy surveys**
 - **Parking turnover observations**
 - **Walking distance analysis**
- **Public outreach**
 - **Intercept online surveys**
 - **Pop-up booths at community event**
 - **TAVA presentations**
 - **Norman Park Senior Center presentations**

Parking Occupancy on Third Avenue

Segment	Percent Occupancy				
	7AM - 9AM	11AM - 1PM	3PM - 5PM	6PM - 8 PM	9PM - 11PM
E to Davidson	50% or below	70.1% - 85%	50.1% - 70%	50.1% - 70%	50% or below
Davidson to F	50% or below	70.1% to 85%	Above 85%	Above 85%	70.1% - 85%
F to Madrona	50.1% - 70%	Above 85%	Above 85%	Above 85%	Above 85%



Downtown Chula Vista Parking Management Plan

Figure 2-3
Weekday Estimated Parking Occupancy within 1/8 Mile of Destinations -
Peak Period by Time of Day

