



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
May 1, 2013**

TO: Mayor and City Council
FROM: Alan H. Shear, Assistant City Manager
SUBJECT: Downtown Parking Meters
DATE: April 24, 2013

RECOMMENDATION:

- A. Resolution authorizing allocation of \$60,000 of undesignated Parking District Reserve funds for the purchase of 100 credit card-enabled electronic parking meters for the long-term parking meter zones on Mellus and Willow Streets to accommodate Juror parking; and
- B. Provide direction to staff on proposed hourly parking rate increases for Phase I and Phase II.

BACKGROUND:

The City Council adopted a resolution on January 16, 2013 to eliminate free juror parking in metered parking spaces effective no later than May 1, 2013. This was the result of a meeting between City staff and the Presiding Judge and Chief Executive Officer of the Contra Costa County Court to discuss juror parking in the downtown area.

Juror parking was allowed in metered spaces on the following streets: Ward, Green, Mellus, Castro and portions of Pine and Marina Vista without the necessity of “feeding” the meters. The jurors would display a Court-issued parking pass on their vehicle dashboard; however, no agreements or ordinances were in place permanently allowing free juror parking. Court staff acknowledged that other communities do not allow free juror parking in metered areas and were receptive to ending the practice. Court staff requested the City formally adopt a resolution memorializing the action, which the Council did in January.

Currently, there are 62 credit card enabled parking meters on Main Street. The meters are on loan from IPS Inc. as part of a trial study to evaluate their effectiveness in improving convenience for patrons and eliminate fogging of the coin-only meters. The trial study, originally scheduled for 90 days, is approaching one year and the vendor IPS Inc. is encouraging the City to either purchase the meters or return them. IPS Inc. has more than 100,000 meters installed in over 100 cities in the United States and Canada. Some of the cities where credit-card meters are installed include San Francisco, Walnut Creek, Berkeley, Lafayette, and soon in Oakland.

There are two other vendors for credit card enabled parking meters, Duncan and MacKay. Both vendors are in the development states of their credit card enabled readers. Duncan has distributed meters to a hand full of users while MacKay has initiated only a few test areas. Staff believes it would be risky to deploy credit card enabled meters with a limited trial period from the other vendors.

DISCUSSION:

Should the City Council decide to allocate funds from the Parking Enterprise Fund to purchase the credit-card enabled meters, staff is recommending purchasing the 62 credit-card meters currently located on Main Street and purchasing 38 additional meters and installing all 100 meters at the long term parking areas where the jurors are directed to park on Willow Street and Mellus Street. Placement of the credit-card enabled meters on the designated streets will provide added convenience for jurors who often have to park for a minimum of four hours, or in some cases stay at the courts for an eight hour period.

Staff prepared the attached chart (Attachment A) which shows the actual number of jurors who appeared each week in Martinez for the past year (February 1, 2012 to February 1, 2013).

The total number of jurors who actually reported for their first day of jury service in Martinez from February 2012 to February 2013 totaled 21,668. The total number of jurors (TNJ=21,668) divided by the number of days that jurors are called to jury service(D=209), during the 12 month study period, provided staff with a predictable number of jurors who will require parking near the courts (J=103). Dividing the number of jurors by the number of service days provides the number of prospective jurors each day or 515 per week (103 jurors X 5 days = 515 jurors weekly).

The above figure does not include prospective jurors who are required to return to court after their first day of service to participate in the juror voir dire selection process. The figures do not include the jurors who were subsequently impaneled to serve on a jury. The court administrator indicated that the court does not track those figures; however, they estimated that at least 100 additional juror's return after the first day of service each week, for a weekly juror average of 615.

Determining Where Prospective Jurors Park

In order to determine where prospective jurors were actually parking, staff reviewed the following: (1) the interaction between individual prospective jurors; (2) their prior knowledge of the characteristics of the parking stock; (3) the instantaneous availability of parking opportunities and most importantly the availability of free parking at the court annex parking lot on Ward Street; (4) free on-street parking in specified areas where the juror displayed a "juror parking pass".

Research in this area suggests that driver's knowledge about a proposed destination and the availability of parking information on said destination from such sources as parking guidance systems (Polak et. al., 1989, Young, 1986) or pre-trip information will assist drivers in determining where to park. If this held true in Martinez, conducting a windshield parking survey of prospective jurors to verify that they were parking on streets designated on the juror parking pass would be required. The survey was conducted prior to the courts discontinuing the issuance of parking passes.

The courts now provide prospective jurors with the following notice, which also appears on their website:

Juror Parking Notice

There is very little parking around the courthouses in Martinez. You will find limited free parking next to the Bray courthouse in the Detention Facility parking lot on Ward Street. Most other parking is metered.

The City of Martinez has posted a map showing the locations of long-term parking meters (up to 10 hours) on their website:

www.cityofmartinez.org/downtown_parking.asp

The City of Martinez currently charges 25 cents per hour at the 10-hour meters in coins, subject to change.

Do not park in restricted parking zones (red, yellow, green or blue) unless you are authorized to do so. Jurors are financially responsible for any parking tickets they receive.

Windshield Survey and Results

Public works and police employees conducted windshield surveys of both 10 hour and 4 hour meters designated on the juror parking pass and all city-owned parking lots on several different days in March and April 2013.

All data collectors were asked to determine whether each metered parking space was occupied by a juror (parking pass displayed), occupied by another vehicle or the space was vacant. On each day surveyed, numerous jurors were found at the free meters designated on the juror parking pass. Jurors were concentrated near the court and on Marina Vista. The number of jurors varied from 90 to 165 in a particular day. There was a daily average of 115 jurors parked on the five survey days.

The city-owned parking lots were also surveyed to determine use during the day. The survey revealed that the city lots were not being used by jurors, but were near capacity during the survey period, which was between 10:00 a.m. and noon. Parking lot 4, which has a capacity of 64 spaces, never had more than eight vacant spots and on three occasions been at capacity. Vacancies at meters could be found throughout the downtown, but the highest concentration was on Castro Street.

Parking Strategy

The City Council has already eliminated free juror parking as of May 1, 2013. The new client base of juror parking will provide additional revenue which one day may enable the Parking Enforcement Fund to pay for the financing of a parking structure. The remaining issue is how to direct and encourage jurors to utilize metered parking spaces around the courts. Council has recommended evaluating a tiered parking rate approach, which staff considered with a proposed comprehensive downtown parking strategy.

The strategy uses three metered parking zones. Metered parking is limited to Monday through Friday, excluding holidays. Parking meters on Main Street and the adjacent side streets are limited to 2-hour duration. The goal of the two hour zones is to create convenient parking for drivers wishing to shop and/or eat downtown, and allow more customers with parking convenience.

Since downtown Martinez is home to many businesses other than retail stores, the City provides longer term 4-hour meter parking intended for non-retail customers along Escobar Street and Ward Street and the adjacent side streets. The City has also set aside over 300 parking spaces along the fringes of the downtown and public parking lots for all-day parking. The goal is that business owners and their employees will park in the outer areas, to assure that customers have adequate parking, it is suggested that jurors park in the long term parking meter zones or in the County parking lot off Mellus Street. Many of the 10-hour zones are located within a short walk of the Courts.

The central objective of the above methodology is to ensure that one or two on-street spaces are frequently available, with the goal of creating turnover and benefitting businesses on the block, as well as the customers they serve.

Staff is recommending increasing the hourly parking rates in two phases:

Current rates:	2 hour zone: 4 hour zone: 10 hour zone:	\$0.50/hr \$0.50/hr \$0.25/hr
Proposed Rate Increase Phase I: January 1, 2014	2 hour zone: 4 hour zone: 10 hour zone:	\$0.75/hr \$0.75/hr \$0.50/hr
Proposed Rate Increase Phase II: January 1, 2015	2 hour zone: 4 hour zone: 10 hour zone:	\$1.00/hr \$0.75/hr (remain the same) \$0.50/hr (remain the same)

The purchase price of each credit-card enabled parking meter is \$600.00. Staff is recommending purchasing the current 62 meters on Main Street, and moving them to the juror-designated areas, as well as procuring an additional 38 meters for a total of 100, at a cost of \$60,000. Once the 62 credit-card enabled meters are moved from Main Street, it is recommended to replace them with the coin-only meters.

As stated earlier, the City Council has eliminated free juror parking and meters that accept credit cards will offer a convenience to those called to serve jury duty. Prospective jurors will spend many hours in Martinez and forcing them to produce numerous coins to “feed a meter” in order to avoid a citation is not customer friendly. The recently conducted windshield study yielded an average daily number of 115 jurors, Monday – Friday. There are 209 days per year that the Courts are in session. Therefore, based upon those numbers, the following annual gross new meter revenue is estimated for the Parking Enterprise Fund per the recommended proposed rate increases:

	10-hour Meters	Anticipated Increase in Gross Revenue to Parking Fund
Current Rate	\$0.25/hr	\$48,070*
Phase I Increase (Jan 1, 2014)	\$0.50/hr	\$96,140**
Phase II Increase (Jan 1, 2015)	\$0.50/hr	\$96,140

*\$2/day (\$0.25/hr x 8 hours) x 115 jurors/day x 209 days/yr = **\$48,070.**

\$4/day (\$0.50/hr x 8 hours) x 115 jurors/day x 209 days/yr = **\$96,140.

Operation and banking fees will still apply. IPS. Inc. will continue to charge \$0.13 per credit-card transaction and the City's bank will also maintain collecting a fee based upon the amount of each transaction. Notwithstanding the fees, the additional revenue collected as a result of prospective jurors now paying for parking will ensure repayment of the \$60,000 to the Parking Fund within 18 months.

FISCAL IMPACT:

Undesignated Parking Fund Reserve	\$808,713
100 credit-card enabled parking meters	<u>(60,000)</u>
Undesignated Parking Fund Reserve	\$748,713

Since free juror parking is eliminated, it is anticipated that the gross revenue to the parking fund will increase \$48,070 per year based on the current meter rates. If Council approves the recommended increases to the meter rates, the annual gross revenue to the Parking Fund is anticipated to increase \$96,140. The projections do not include additional parking revenue resulting from increasing the 2-hour meter rate.

ACTION

- A. Resolution authorizing allocation of \$60,000 of undesignated Parking District Reserve funds for the purchase of 100 credit card-enabled electronic parking meters for the long-term parking meter zones on Mellus and Willow Streets to accommodate Juror parking; and
- B. Provide direction to staff on proposed hourly parking rate increases for Phase I and Phase II.

Attachments:
Attachment A, Number of Jurors
Resolution

APPROVED BY:



City Manager

Attachment A

The total number of jurors who reported for first day of jury service in Martinez February 1, 2012 to February 1, 2013

February 1-3, 2012	340	July 30-August 3, 2012	183
February 6-10, 2012	226	August 6-10, 2012	363
February 13-17, 2012	352	August 13-17, 2012	510
February 20-24, 2013	351	August 20-24, 2012	598
February 27-March 2, 2012	550	August 27-31, 2012	496
March 5-9, 2012	383	September 3-7, 2012	168
March 12-16, 2012	527	September 10-14, 2012	535
March 19-23, 2012	343	September 17-21, 2012	493
March 26-30, 2012	482	September 24-28, 2012	563
April 2-6, 2012	440	October 1-5, 2012	282
April 9-13, 2012	329	October 8-12, 2012	582
April 16-20, 2012	278	October 15-19, 2012	338
April 23-27, 2012	337	October 22-26, 2012	528
April 30-May 4, 2012	610	October 29-November 2, 2012	486
May 7-11, 2012	313	November 5-9, 2012	494
May 14-18, 2012	614	November 12-16, 2012	191
May 21-28, 2012	472	November 19-23, 2013	187
May 28-June-1, 2012	335	November 26-30, 2012	526
June 4-8, 2012	183	December 3-7, 2012	565
June 11-15, 2012	542	December 10-14, 2012	581
June 18-22, 2012	287	December 17-21, 2012	447
June 25-29, 2012	338	December 24-28, 2012	0
July 2-6, 2012	267	December 31-January 4, 2013	547
July 9-13, 2012	546	January 7-11, 2013	675
July 16-20, 2012	369	January 14-18, 2013	719
July 23-27, 2012	443	January 21-25, 2013	354
		January 28-February 1, 2013	<u>504</u>
			21668

RESOLUTION NO. -13

ALLOCATING \$60,000 OF UNDESIGNATED PARKING DISTRICT RESERVE
FOR THE PURCHASE OF UP TO 100 CREDIT CARD-ENABLED
ELECTRONIC METER MECHANISMS FOR MELLUS STREET
AND WILLOW STREET

WHEREAS, the City of Martinez maintains parking meters in the downtown area; and

WHEREAS, there is a general benefit to the jurors called to serve jury duty and the City to enable the electronic meters to accept credit card payments in the vicinity of the Courts; and

WHEREAS, the cost to purchase 100 parking meters with electronic mechanisms to accept credit cards is estimated to be \$60,000; and

WHEREAS, with additional revenue collected as a result of prospective jurors paying for parking, the Parking Fund will be reimbursed for the \$60,000 outlay within 18 months; and

WHEREAS, the cost for installation, shipping and twelve months for IPS management costs of the retrofitted meters is included in the purchase price.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Martinez, that \$60,000 be allocated from the Undesignated Parking Reserve funds for the purchase of electronic retrofit parking meter components and operating costs.

* * * * *

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 1st day of May, 2013, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ