

PARKING STUDY

DOWNTOWN PARKING ENHANCEMENTS AND OPPORTUNITIES STUDY

PISMO BEACH, CA

Prepared for:
THE CITY OF PISMO BEACH

APRIL 26, 2016

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WALKER
PARKING CONSULTANTS

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EXECUTIVE SUMMARY

Downtown Pismo Beach experiences significant variations in the demand for public parking throughout the year. The peak demand is exemplified by the filling of every space during The Classic at Pismo Beach Car Show while the valleys are represented by the hundreds of days throughout the year when more than 900 of the roughly 1,800 public parking spaces Downtown sit empty, even at the busiest time of day. Regardless of the demand, the cost to park at the most popular parking location in town, the entrance to the Pier, is consistent at $1.00 per hour.

Some stakeholders in the City have questioned whether better use could be made of the prime location of the Pier Parking Lot, as a public space and destination. A plan to add public space at that location is detailed in the Downtown Strategic Plan, although substantial costs would be incurred to replace surface lot parking spaces with a subterranean parking structure. Meanwhile additional restaurants are opening adjacent to the Pier and along Downtown's Price Street Restaurant Row. Two luxury hotels approved within one to two blocks of the Pier Lot, that will build their own parking, will open as well.

Many vibrant small towns and cities line California's coast but most do not have their downtown commercial district located immediately adjacent to the beach. This element of Pismo Beach, clearly part of the City's charm and attraction, likely exacerbates the parking challenges identified above.

In this context, the City and citizens of Pismo Beach have engaged Walker Parking Consultants to perform a Parking Opportunities and Enhancements Study. The purpose of the study is to address the continuing high demand for parking in the Downtown Core during peak periods, particularly in the summer, in light of the low demand for parking spaces much of the rest of the year.

The noted trends, along with finalized plans for new luxury hotels in the Downtown Core and a Downtown Strategic Plan that seeks to devote the Pier Parking Lot to uses other than parking, were the impetus for the study. Based on concern over the adequacy of the number of spaces within the public parking system, a focus of the study is an assessment of the utility of constructing a parking structure.

As part of its analysis, Walker met with a range of stakeholders (e.g., local business owners, hoteliers, City Staff, and the Police Department), collected parking occupancy data, reviewed additional parking occupancy information and the Parking Enterprise Fund's historical revenue data, and created conceptual drawings for a parking structure Downtown.

KEY FINDINGS

Based on our analysis we identify the following key findings.

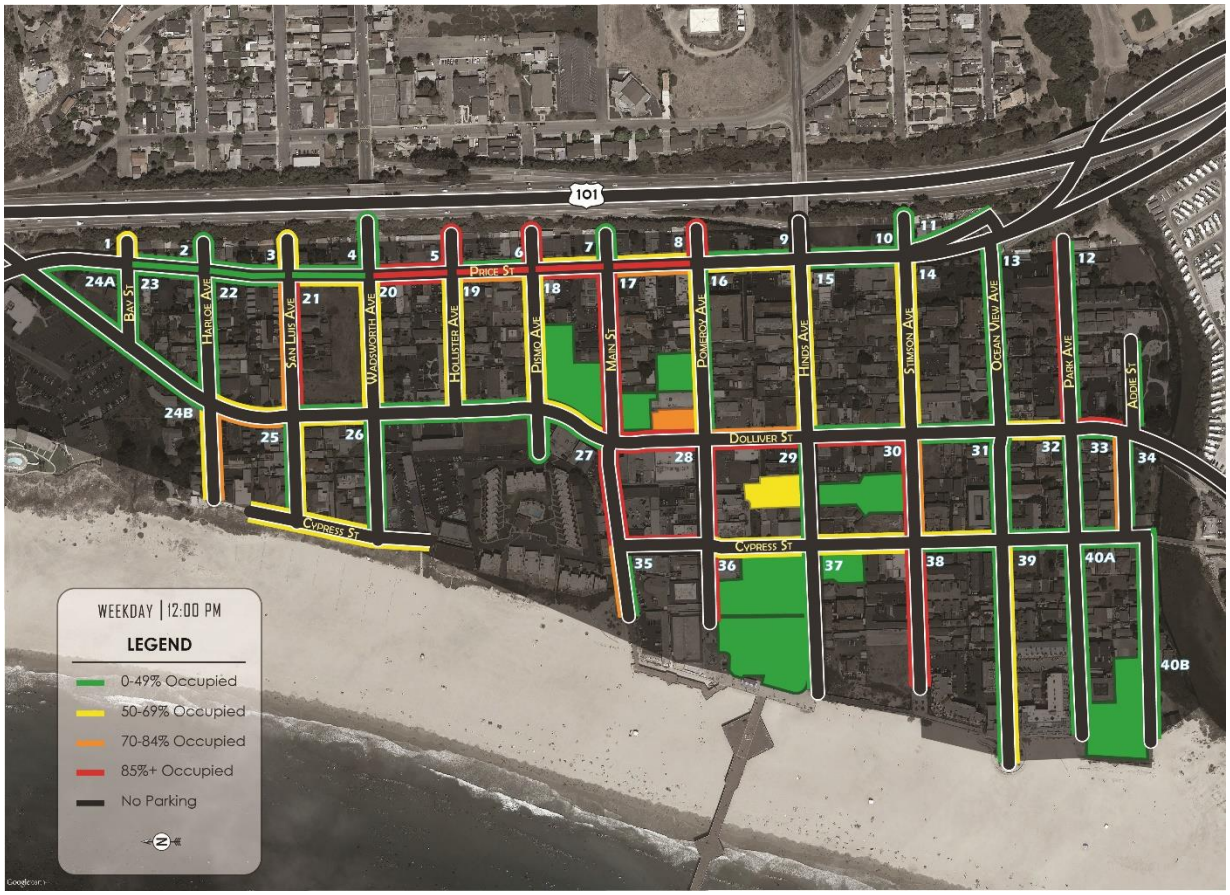
FINDINGS REGARDING PARKING SUPPLY AND DEMAND

- On peak demand days, such as summer weekends and busy non-summer weekends, the public parking supply in the City's Downtown Core effectively fills for at least one hour

per day. Many of these peak days are the result of events that are sponsored or supported in part by the City. Based on data and meetings with stakeholders, we estimate the design-day peak parking demand within the Downtown Core study area occurs on less than (165) of the days of the year.[1] Our occupancy counts on an event-filled October Saturday found that 94% of generally public spaces, 1716± out of 1,821 spaces, were full for no more than two hours during the peak.

- On the more than 200 non-peak days of the year, less than half of all public parking spaces in the downtown fill. On most days of the year, the City's three surface parking lots along Main or Dolliver Streets are completely empty. Throughout the Downtown study area, the number of available parking spaces exceeds 900 spaces on most days of the year. On a warm Thursday in October, 45% of spaces, 816± out of 1,821 spaces were full during the peak. Most of the time there is plenty of available parking.

Figure 1: Parking Demand Typical Busy Weekday Observed Fall 2015



Source: *Image; Google Earth Pro, 2015. Walker Parking Consultants*, 2015.

[1] Feedback on an earlier draft document suggested that an increasingly popular spring break of up to three weeks per year may result in peak conditions occurring on a total of up to 165± days per year.

- Parking demand is nearly always a function of the price charged for parking. The high occupancy rates for public parking during peak hours on peak demand days demonstrates that the price charged for parking on those days is currently set too low to manage demand for public parking. Increasing the price of parking in many cases need not reduce the number of visitors, but results in parking spaces being used more efficiently, resulting in more visitors accessing the destination.

- At this point the management of public parking spaces is more important than the total number. We conclude that, overall, the number of public parking spaces appears to be adequate to meet the demand for parking in the Downtown Core throughout the year. Changes to the management policies and practices regarding these spaces would likely increase efficiency and improve access to the Downtown Core.

- Future[2] development in the Downtown that will be built without additional parking spaces is limited to two restaurants, one at 101 Pomeroy, the other on Price Street. Although the two properties are located a significant distance from one another, based on the assumptions used in our model, we project parking demand for these restaurants are expected to add a combined parking demand of up to 88± spaces during the daytime peak although potentially up to 150± spaces in the evening (when overall demand is less than in the afternoon). It is impractical for the City to build additional public parking spaces for these restaurants.

FINDINGS REGARDING A POSSIBLE NEW PARKING STRUCTURE

- Consistent with the Downtown Strategic Plan, the only (partially) City-managed location in the Downtown that could physically accommodate a typical above-ground parking structure is the parking lot located on the northern corner of Main Street and Dolliver Street.[3] The City leases but does not own one of the two parcels making up this parking lot.

- Given code requirements, design guidelines and height restrictions, we project that a garage at the Main/Dolliver Street location could accommodate 321 cars. However, given that 91 spaces currently exist on the lot, the structure would result in an additional 230 parking spaces at that location. We emphasize that the result would be the addition of parking capacity on a surface lot that during our study was found to be empty on most days of the year.

- Based on preliminary renderings, we projected rough order of magnitude construction costs for the designed structure of $8.6 million or $26,000±/space. However, parking historical and projected structure costs from nearby San Luis Obispo suggest costs of roughly $35,000/space or $11.2± million dollars are likely more in line with what Pismo

[2] This includes the restaurant space at 101 Pomeroy Avenue, which was not opened at the time of the occupancy counts, but a portion of which has since opened.
[3] While it may be possible to construct and operate an automated vehicle storage and retrieval system (AVSRS) at other locations, the construction, operations and maintenance costs would be significantly higher per space. Further, responsive maintenance for such a system on the Central Coast could be challenging.

Beach should project. These costs suggest that the monthly cost of building, maintaining and operating spaces in a new garage could exceed $400/space. To the extent that these spaces may park employees, the City should consider whether a fraction of that expenditure could be used to provide employees with access to employment in the Pismo Beach commercial district.

Table 1: Parking Structure Construction Costs in SLO County, 2016 USD

	842 Palm	871 Marsh	Marsh Expansion	917 Palm	Planned Palm Nipomo	*Average*
Year Built	1988	1990	2002	2006	2007	
Cost	$ 3,700,000	$ 4,400,000	$ 7,600,000	$ 12,000,000	$ 14,907,500	
Projected Cost 2016 Dollars	$ 7,387,032	$ 8,361,288	$ 10,738,601	$ 15,361,015	$ 18,617,425	*12,093,072*
No. of Spaces	417	252	268	242	445	*325*
Projected Cost/Space 2016 Dollars	*$ 17,715*	*$ 33,180*	*$ 40,069*	*$ 63,475*	*$ 41,837*	*39,255*

Source: *Walker Parking Consultants*, 2016

- General construction costs for underground parking spaces could be as little as $26,000 to $30,000 per space for one level below grade only, assuming no unusual geotechnical considerations and not including improvements associated with the Plaza. However construction costs from San Luis Obispo suggest higher costs in Pismo Beach as well. Constructing additional parking on a second level would likely double the cost per parking space from what the second level costs. The high costs experienced in the City of San Luis Obispo also suggest a significant construction cost premium for the region.

- Building and maintaining any of the structured parking scenarios explored in our analysis would require a significant capital investment, which far exceeds the parking revenue currently generated by the system. Walker was unable to identify a significant source of revenue to construct, operate and maintain a parking structure in Downtown Pismo Beach. While a public/private partnership in the future would be the most feasible scenario for such funding, such agreements tend to include City-funding for a public structure rather than a developer-funded parking facility. Funding sources such as in lieu fees require development to occur (en masse) to provide sufficient funding for a parking structure.

POLICY FINDINGS AND CONSIDERATIONS

- The number of public parking spaces does not appear to be an economic development constraint. While the number of public parking spaces in the Downtown Core could become the constraint of business and economic development in the area, our data and conversations with stakeholders do not indicate that this is currently the case. The number of public parking spaces adequately serve the Downtown Core. Only a significant amount of new development in the Downtown Core, built *without* its own

parking supply, is likely to constrain the availability of parking to the point that existing businesses and uses such as the Pier would be negatively impacted.

- Simply adding spaces may not be the best way overall to address capacity issues. Addressing the dramatic swings in parking demand that occur throughout the year can be most productively addressed using parking management measures, rather than a parking structure that would not be used most of the year and could generate little to no revenue on its own.

- Many visitors can or do park in locations other than public parking when they come Downtown. The generally ample supply of parking at the City's many hotels represents an opportunity for visitors to come to Pismo Beach without using public parking.[4] Developing ways for these hotel guests to access Downtown without parking would be a cost effective way of addressing the demand of parking while being consistent with the goals expressed in the City's Downtown Strategic Plan.

- The City should consider the significant cost of building and maintaining a parking structure as part of any policy decision. As noted earlier funding a parking structure is challenging for any city, but particularly for a smaller city with low parking demand for much of the year. Improvements in how the City manages the parking is a far more cost-effective strategy.

- The price charged for parking should have some relation to the demand for parking.

- Goals set forth in the Downtown Strategic Plan related to land use call for a "balanced" parking approach. Increased parking supply would likely work contrary to the stated goals of encouraging efforts to encourage walkability and the use of bicycles. Such efforts are typically less capital- and land-intensive than building structured parking.

- Peak parking demand does not occur frequently enough to justify building more parking. Already, the City's parking system is underutilized most of the year. Building parking to accommodate spikes in demand is an expensive parking management strategy.

- Additional off-street parking spaces are typically the last spaces to be occupied but cost the most to build.

CONCLUSIONS

- Addressing the dramatic differences between peaks in parking demand and the more than two hundred days throughout the year, when the majority of public parking spaces sit empty and available parking spaces are plentiful, is the key parking challenge facing the City.

[4] We surmise that some hotel guests may drive to Downtown Pismo Beach if parking is available and inexpensive but may walk or bike if parking spaces are not available or priced. In such situations, adding parking supply will not increase economic activity and raising parking prices will not constrain economic activity.

- Identifying the appropriate number of parking spaces necessary to serve Downtown should not be based solely on the peak demand for parking, but on other factors including the cost to provide additional parking spaces, the frequency of peaks in parking demand, the length of the peaks, and the price charged for parking. That said, the current supply of parking appears to be adequate overall to serve local businesses, the Pier and the Beach. The Pier accommodates 800,000± visitors per year and local businesses do not appear to be suffering due to lack of (parking) access.

- The question of whether to construct underground parking to provide open space at the Pier Lot is, ultimately, not a parking question; the number of spaces to be built will not materially change the supply of parking at the Pier. However, given the cost of structured, replacement parking related to such a project, we must consider whether drivers and passengers would be willing to park farther inland and walk to the Pier and nearby businesses. In most cases, our observations, experience and data suggest that greater walking distances would be reasonable for a significant proportion of the drivers who currently park at the Pier Lot.

- The addition of two new restaurants, built without new parking (or dedicated on-site parking), will increase the demand for parking in the Downtown Core. However, the additional parking demand generated by these restaurants does not justify the construction of additional parking spaces (and its costs) solely to serve these restaurants. Instead improved management of the current demand for parking can be effective and cost effective. Additionally, based on the nature of the restaurants we project that the peak demand for parking that the new restaurants generate will occur in the evening, when more parking spaces are generally available.

- The high demand for parking during peak periods is, in part, the result of parking prices that are not aligned with the high demand. The demand for parking is always a function of price.

RECOMMENDATIONS AND KEY OBSERVATIONS

Based on the identified findings and considerations, we recommend that the City pursue a policy of managing parking demand before investing in additional parking supply:

- Pursuing a build (parking) option before additional parking management efforts have been implemented and tested is premature. A public/private partnership may represent an opportunity for such funding, however in our experience under such agreements it is the City which typically funds additional parking, not the developer.

- The current policy under which the City charges the same fee for parking regardless of demand or location is counterproductive to providing parking for the public.

- Building parking to accommodate spikes in demand is an expensive parking management strategy, particularly when demand-management strategies have not yet been attempted.

Added off-street parking, particularly structured parking are typically the last spaces to be occupied but cost the most.

PARKING PRICING RECOMMENDATIONS

On busy days, drivers will pay for parking with their time and frustration or with money. However, paying with money not only provides drivers with a choice (typically park conveniently or park free) but allows the City to generate revenue to enhance the parking and transportation system using operational and potentially capital improvements. The current revenue stream does not provide this opportunity.

Just as hotel room rates in the City fluctuate dramatically based on changes in seasonal demand, some form of "demand-based" pricing for parking would better manage the parking system and we suggest actually accommodate more vehicles and people.

- Manage the City's public parking spaces comprehensively, as a system, for the purpose of maximizing efficiency (accommodating as many vehicles and people as possible) and revenue to provide public parking and parking alternatives in a sustainable fashion.

- In general, charge a higher price for parking on busy days, in high demand locations, and lower prices in locations where demand is low. Efforts to charge for parking to recoup costs in parking facilities where parking demand is low are likely to be counterproductive, leading to low revenue and low utilization in these lots. Revenue should be recouped by the parking system as a whole.

- We preliminarily recommend the following parking pricing schedule based on parking demand observations. Occupancy should be monitored at least quarterly, with price adjusted accordingly.

    - Expand paid (metered) parking to Dolliver Street between Pismo and Stimson Avenue. Price parking along these blocks at the same rate charged in the City's public lots east of Dolliver Street;

    - Expand paid (metered) parking to Price Street between Pomeroy Avenue and San Luis Avenue. Given the more local nature of this destination, we recommend rates here of $1.00 per hour, 11:00 am to 8:00 pm. While we note that parking demand justifies paid parking from a parking management perspective, we understand that the local nature of the patronage may require other considerations.

    - From June 1st to September 30th:
        - Increase the hourly rate for paid parking in the Pier Lot and on-street parking west of Dolliver Street to at least $1.50 per hour;

    - For special event days and holidays such as The Classic at Pismo Beach Car Show and 4th of July:

- Implement an event/holiday hourly rate for paid parking in the Pier Lot and on-street parking west of Dolliver Street of $2.50 per hour;
- Implement an event/holiday rate for paid parking in the public surface lots east of Dolliver Street of $1.50 per hour;

- From October 1st to May 30th weekdays:
  - Provide parking free of charge in the public parking lots east of Dolliver Street during the off season. Parking may be allowed overnight by paid permit only;
  - Maintain the current parking prices in the public parking lots spaces west of Dolliver Street;
  - Consider implementing event parking prices on select days;

PARKING METER EQUIPMENT RECOMMENDATIONS

The extension of paid parking to other areas of downtown merits a consideration of alternative meter technology, as paid parking on Price Street using the current kiosks presents some challenges, especially because of the median parking.

- First, the current pay and display kiosks require that drivers exit their vehicle to pay the parking fee, and then return to their vehicle to display the receipt on the dashboard. This exposes drivers to cross traffic twice. Best practice dictates that customers not cross traffic when avoidable.

- Second, enforcement personnel would need to check the dashboards of all vehicles, thereby exposing themselves to oncoming traffic, as there aren't many buffer zones protecting pedestrians from moving vehicles. Therefore, it is recommended that pay and display kiosks not be used along Price Street.

- Third, it is best practice to utilize one method of operation across the board. A mixture of on-street parking equipment may confuse customers and reduce the level of customer service by unnecessarily complicating payment methods. Since pay and display is not ideal for Price Street, it is recommended that a pay-by-plate solution be implemented where paid parking is established.

SWITCH TO PAY-BY-PLATE

As an alternative to the current pay and display system we recommend a pay-by-license plate (PbP) solution. Depending on the specific application and manufacturer, most multi-space meters (kiosks) can be configured for use in one of three modes of operation: pay and display, pay-by-space, or pay-by-license plate. Switching to PbP allows customers to use their license plate number as a "permit" essentially eliminating the need to return to their vehicles. Therefore, avoiding the need for median parkers to cross traffic a second time.

PbP requires the customer to enter the license plate number into the meter. Enforcement is done with a License Plate Recognition (LPR) system. Enforcement can be done with a vehicle mounted CCTV system that scans the license plates of all parked cars, or with a hand held unit, either scanning or manually entering the license plate.

A benefit of switching to PbP is that it will interface well with a license plate permit system. This would allow the City to create a more efficient residential/business discount parking permit program by eliminating the need to distribute decals to customers. Using the recommended PbP system, the entire City could use license plates as a credential to enforce visitor, employee and permit parking. Virtually all parking can be enforced via mobile LPR.

The mobile LPR software can interface with permit and meter software so that all authorized license plates are accounted for. Prior to starting an enforcement session, the mobile LPR software downloads all the payment and permit data so that enforcement has up to the minute payment data. While enforcing, the payment data continues to be updated in real time.

Traditionally employees parking in the downtown have reasoned that enforcement can't be everywhere, so they may challenge the system by moving their vehicle regularly and/or risking a citation. Mobile LPR enables enforcement to be conducted more frequently, causing long-term parkers to rethink the efficiency of the enforcement. Compliance will likely improve. If it does not, citations will increase.

PAY-BY-CELL

PbP also opens other opportunities for improved customer service. Among those is pay-by-cell (PbC). PbC is an additional payment option now available, thanks to advances in wireless communication. PbC providers will set up a payment program at no cost to the City, in exchange for user-paid convenience fees (usually 35 cents per transaction). Drivers register with the service provider, placing a credit card on file for payment, which enables them to use their cell phone to pay for parking. Smart phone users can use a mobile app. Cell phone users can call the vendor and enter the appropriate location code and/or their license plate number, and select the parking duration. The PbC vendor deposits the parking fees into the facility's established bank account, keeping the convenience fees.

Enforcement is done by viewing a web-based report of paid transactions provided by the PbC vendor, which can interface with multi-space meter payment reports and in this case, will interface with the mobile LPR software, as the license plate would be used as the identifying credential. PbC data can also be viewed on web-based enforcement handhelds.

It is true that PbC will be used more frequently when it is the same people parking on a daily basis. However, increasingly the presence of QR codes or other snapshot mechanisms on signs can make PbC more user friendly to visitors. Thereby improving customer service as PbC allows customers to bypass any queuing that may occur at a kiosk on a busy day, see Figure 2.

Figure 2: Parking Queue during Pumpkins on the Pier October 24, 2015



Source: *Image; Walker Parking Consultants*, 2015

POSSIBLE OPERATIONAL AND CAPITAL IMPROVEMENT RECOMMENDATIONS

- In tandem with the parking pricing recommendations, create a system of parking signage and guidance to communicate to parkers the price and availability of parking.

- Implement an event parking plan to address parking demand not just for The Classic at Pismo Beach Car Show, but all busy summer weekends.

- Implement the Pedestrian and Bike Circulation measures, consistent with the Downtown Strategic Plan. Parking availability is always a function of walking distances. Plans such as the Promenade Extension not only effectively increase the supply of convenient parking, they also provide (driving and) parking alternatives as well as an additional destination for visitors.

- Create sinking funds to properly maintain existing off-street parking facilities and contribute to parking improvements to the extent possible. We typically recommend that cities set aside $20± per space per year to cover typical repairs and maintenance for surface parking.

RECOMMENDATION TO PROVIDE OPEN SPACE – AND PARKING – ON THE PIER LOT

The plan to build a Pier Plaza including replacement of surface parking spaces with subterranean parking spaces is an effort, not only to strengthen the Pier as a one-of-a-kind landmark, but to identify the best use for what some stakeholders called the most valuable location in the City. Nonetheless, we project that the plan as currently envisioned cannot be fully funded by current or future revenue generated from public parking or the City's parking in lieu fee program.

We project that the number of parking spaces in the Pier Lot could be reduced and replaced with open space, with replacement parking provided in the City's Main/Dolliver lot, without negatively impacting the number of visitors accessing the Pier and patronizing local businesses.[5] However, such a measure should be implemented carefully and likely over time taking into account the following recommended measures and considerations.

Figure 3: Acceptable Walking Distances and Level of Service for Proposed Parking Structure Site



Source: *Image; Google Earth Pro, 2015. Walker Parking Consultants*, 2015.

[5] We recognize that such recommendations could have implications with regard to the regulations of the California Coastal Commission (CCC) and the needs of the new restaurants at 101 Pomeroy, which were not open at the time Walker performed its off-peak occupancy counts in October. These issues are discussed in further detail in the body of the report.

Due to cost considerations and concerns expressed by local businesses regarding the impact on visitors, in the short and medium term, implement the City's vision to create destination open space at the site of the Pier Parking lot by piloting an effective reduction (though not complete elimination) of the parking supply through operational means rather than the large capital investment required by building subterranean parking. Use a limited number of parking spaces for events, such as the Wednesday Farmers' Market, or a temporary amusement park or Ferris wheel of the type envisioned by the City's Downtown Strategic Plan. Such a plan should be pursued during both low parking demand and high parking demand days, to gauge the impacts on visitor foot traffic.

In the long-term, if funding is identified and the City wishes to move forward with the construction of replacement parking spaces for spaces eliminated at the Pier Lot, the cost per space may be similar whether built as one level below grade at the Pier Lot or above grade at the Main/Dolliver Street Lot. However, building parking spaces more than one level below grade would approximately double the cost of construction. If the City seeks to construct net new parking spaces in the downtown, it should consider doing so on the site of Dolliver Street lots rather than at the Pier Lot, where construction and maintenance costs would be significantly less expensive.

SIGNAGE RECOMMENDATIONS

Perhaps the easiest and most obvious step to manage parking in the downtown is to implement a signage program, one that would direct visitors to empty spaces throughout downtown. This would not only alleviate demand in the core areas, but would also ease the traffic that occurs while visitors are looking for a parking space close to the beach.

There are several signage systems that can be implemented. The City has already begun experimenting with traditional static signs that aim to direct motorists to public lots. Another option is a dynamic signage system. Much like parking guidance systems for parking structures, which tell motorists how many spaces are open in each level of a garage, an on-street dynamic sign system could direct motorists to different public lots and provide them information about space availability. Below is an example of an on-street parking guidance system.

Figure 4: Example of Dynamic Signage



Source: *Image; Swarco City-Guidance System, 2015*

A dynamic, automatic parking guidance system (APGS), is more costly than just traditional static sign, but it is an option to consider, especially since traffic can get backed up downtown. This of course is not a cure all, but it may alleviate some traffic by reducing circling for parking.



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INTRODUCTION

The City of Pismo Beach engaged Walker Parking Consultants "Walker" to conduct a downtown parking opportunities and enhancements study. The objectives of the study were to assess current parking conditions, to project future parking conditions, to explore parking system enhancement options, and to identify funding opportunities for those parking enhancements. As such Walker developed the following report inclusive of City and stakeholder input.

METHODOLOGY

In order to identify opportunities for improving the Downtown Core parking system and enhancing the parking experience, Walker took the following approach:

1. Stakeholder meetings, with local business people, residents, and city staff, for the purpose of defining key parking problems and the obstacles to achieving solutions;
2. Definition of key issue(s);
3. Quantification of current parking demand within the identified study area, including the extent to which peak parking demand conditions occur;
4. Understanding of current parking policies including parking policies and the goals of the Downtown Strategic Plan;
5. Projections of the future demand for parking, including the need for additional parking spaces;
6. Feasibility of building structured spaces, including cost per net new space added to the public parking system; and
7. Identifying cost effective solutions to the construction of new parking spaces.

In identifying parking enhancement opportunities, we first assessed current parking conditions to gain an understanding of how utilized or underutilized parking is throughout the downtown. As peaks in parking demand are the result of its being a destination California beach town, Pismo Beach experiences significant seasonal peaks in parking demand. Typically summer months are the busiest, with off peak weekends reportedly becoming busy in recent months.

Because we know that summer months are the peak season for parking demand, we sought to understand whether parking demand during the off peak months are busy enough to justify significant investment in parking enhancement solutions such as capital improvements. For this reason Walker conducted parking occupancy counts in October 2015, for the purpose of quantifying demand during the off season.

Occupancy counts were conducted on what we identify as the typical weekday (Thursday) and a typically busy weekend day (Saturday) in October. Both on-street and off-street parking were included. All of the public lots were included in the study, and only a sampling of some private lots were included. Hotel lots were excluded from the study. Hotel proprietors are

typically reluctant to share their parking and it is likely that the peak demand for hotel parking would coincide with the peak demand for commercial areas.[6]

Future parking demand was projected using program data for approved new development that was not planned to add parking supply.

Apart from gathering parking demand data, Walker also identified locations for construction of a parking structure and the associated costs. These locations were all based on current city-controlled parking locations, with the only viable option being the surface lot located on the northeastern corner of Dolliver Street and Main Street. Once the location and dimensions of the parking structure were identified, we were able to determine the number of spaces that could be accommodated by a structure on the site and the associated cost of constructing, operating, and maintaining a new structure, and therefore the viability of alternatives.

[6] Although parking demand for hotels peaks in the evenings, the demand for hotel parking, particularly leisure hotels, typically remains high enough during the midday to make shared parking for daytime uses challenging for hotels.

STAKEHOLDER ENGAGEMENT

The stakeholder process engagement included two full days of meetings, including one large group meeting with representatives of the Parking Advisory Committee, as well as City staff members familiar with the parking system (Parking Supervisor, Community Development Director, Police Chief, and Police Officers), City Council and Planning Commission members, as well as citizens, business people and developers within the community. Each stakeholder was asked to provide insight with regard to the parking system based on their professional and personal experiences.

During the meetings a wide variety of views were expressed. Specific comments on potential developments or proprietary operating information are excluded from this written report, but considered by the project team when preparing the analysis. The following Table 2 briefly summarizes the highlights of these discussions.

While opinions regarding parking in the City range, there were two main concerns that surfaced during the stakeholder meetings. The first, was that if more parking were built, more visitors would come to Pismo Beach, thereby supporting more business. The other thought is that there is sufficient parking, but that it needs to be managed more appropriately. Better signage and wayfinding were identified as two of the "low-hanging fruit" for managing the City's parking system. Within the second group in particular, stakeholders identified the large number of days per year during which parking was available in abundance, even during the peak hours, as well as the relatively short time during which peak parking demand was experienced on busy days.

Table 2: Summary of Themes Expressed in Stakeholder Meetings

	Consensus
1	Wayfinding and better signage are two key areas that need improvement. "The City has not yet done its due dilligence in this regard." On busy days, traffic gets backed up because people are drawn to drive down Pomeroy Ave to try and find parking as close to the beach as they can. Yet, there are still empty lots nearby. Wayfinding and better signage could help mitigate the traffic that builds on busy days.
2	There has been an increase in activity (visitors) on weekends recently. Weekdays are still slow.
3	Car show is the busiest event of the year, there is a real parking crunch during this time.
4	Biggest market are visitors from the Central Valley.
5	For most of the year there is no parking problem, during the peak summer season parking is a major problem.
6	Stakeholders can always find parking when they need to go downtown.

	Disagreement
1	There is enough parking in downtown.
2	Local residents spend time downtown.
3	Paid parking on all streets.
4	Parking garage on the Pier Lot.
5	Build a parking garage.

Source: Walker Parking Consultants, 2015

Finally, several issues were identified which, while parking related, were ultimately policy questions related to matters other than parking. Foremost of these was the use of the Pier Lot parcel for a primary use other than parking. The discussion with stakeholders became one of how best to use for the property, rather than how many spaces were necessary at that location.

Ultimately, every community must identify the appropriate "design day" for its parking system. Designing for peaks in parking demand results in a significant amount of land and financial resources remaining underutilized on the days when parking spaces sit empty. Conversely, a parking system planned for an average day will be strained on half the days of the year, unless parking management measures are put in place to manage parking demand.

CURRENT CONDITIONS

Based upon an understanding of the needs and goals of the City, Walker implemented a plan to determine the current parking occupancy conditions and needs of the downtown Pismo Beach parking supply. This plan consisted of the following steps:

- Determination of the supply of parking spaces in the defined study area available to the general public.
- Determination of the intervals of peak demand on a typically busy weekday and weekend day during off peak season.
- Evaluating the adequacy of the parking system to accommodate intervals of peak demand.
- Determination of the frequency of peak parking demand.

Like many California beach cities, during the summer peak season Pismo Beach fills with visitors. While many coming Downtown drive from the Central Valley or visit Pismo Beach on their way to another destination, some are guests at hotels, vacation rentals, or other local short-term stays. The spikes in demand create such a strain on the parking supply that the immediate inclination is that the construction of additional spaces is necessary.

However, during the off peak season, the opposite occurs, Pismo Beach sees low parking demand, to the point that three of the five public parking lots sit empty. This trend of peaks and valleys in demand makes it difficult to assess whether building additional parking is necessary or justified. Still, while previous studies have focused on demand during the peak season, the results of this study attempt to consider parking demand during the off season.

SUPPLY AND DEMAND

Walker performed an inventory of public on-street, public off-street and select private off-street parking spaces in the Downtown Core area of Pismo Beach. The Downtown Core, an area consisting of primarily commercial, including a growing number of successful restaurant uses, as well a significant number of hotel and residential properties, is bordered by the Pacific Ocean to the west, U.S. Highway 101 to the east, Pismo Creek to the south, and the intersection of Price Street and Cabrillo Highway 1/Pacific Coast Highway to the northwest. The Downtown Core is divided into five sub-districts: Downtown Pier, Shopping, Restaurant Row, Office/Residential, and Resort.

Figure 5 illustrates the study area. Blocks that are wholly and partially in the study area have been numbered for ease of reference. It should be noted that the categories "public" and "private" apply to the ownership of an off-street parking area – the terms do not necessarily indicate how those parking areas are used by motorists coming to Pismo Beach. That is, in the absence of additional field data, it is not possible to determine the extent to which unauthorized parking is occurring in private parking areas.

Figure 5: Downtown Pismo Beach Study Area



Source: *Image; Google Earth Pro, 2015. Graphics; Walker Parking Consultants*, 2015

During its survey, Walker identified a total of 1,821± parking spaces in the study area. Of this total, 1,155± spaces are on-street, and 666± are off-street. Of the off-street spaces, 363± are public and 303± are private. Table 3 below summarizes the study area's parking supply by type (on-street and off-street) and by category (public and private).

Table 3: Downtown Pismo Beach Parking Supply by Type and by Category

	Space Category					
	Public		Private		Total	
Space Type	Spaces	% of Total	Spaces	% of Total	Spaces	% of Total
On-Street	1155	63%			1155	63%
Off-Street	363	20%	303	17%	666	37%
Total	1518	83%	303	17%	1821	100%

Source: *Walker Parking Consultants*, 2015.

Most parking spaces in the study area are public (83%), with nearly two-thirds being on-street (63%). Combined, the public on and off street spaces amount to an aggregate of 1,518± spaces.

Walker did not collect inventory or occupancy data for the numerous hotels in the study area. Additionally, most of the other private parking areas were also omitted (the five exceptions are discussed below). The decision reflects the judgement of Walker that the option of establishing provisional use agreements between the City of Pismo Beach and the owners and property managers of the private parking areas, which in some communities is a strategy for increasing the supply of public parking, is not a priority policy for developing additional parking resources in the Downtown Core.

In our experience, owners and managers of retail, restaurant, and hospitality service establishments are reluctant to enter agreements that might inconvenience potential customers. Perhaps more importantly, throughout the performance of the fieldwork for this engagement, members of Walker Parking Consultant's fieldwork team noticed that publicly owned off-street parking areas were significantly underutilized.

Although the study does not account for hotel parking and various other private parking lots found throughout the study area, the parking areas that are accounted for, are those which appeared viably shareable, meaning that demand for public parking in those locations could mean that the proprietors of those lots might be more willing to share their parking for public use.

As noted above, Walker sampled parking occupancy in five private off-street parking lots that may be suitable for public parking. Two of these areas, the two dirt lots found on blocks 36 and 37 currently provide untimed public parking for motorists who are not deterred by the absence of paving. A third area, the parking lot leased by the Pismo Beach Hotel (Block 29) primarily serves hotel guests but periodically converts into publicly-available parking during select special events like the annual "The Classic" car show.

Figure 6 illustrates the off-street parking areas that were surveyed as part of the current conditions.

Figure 6: Off-Street Parking in Study Area



Source: *Image; Google Earth Pro, 2015; Walker Parking Consultants*, 2015.

As shown in Figure 6 above, five (4 paid, 1 free) public parking lots and five private lots were surveyed in the study area. Most of the lots are at or near Pomeroy Avenue which serves as the gateway to the beach and the Pier. The following table summarizes the study area's parking supply by block, type, and category.

Table 4: Downtown Pismo Beach Parking Inventory Summary by Block

Block Number	Number of Spaces			
	On-Street Public	Off Street		Total
		Public	Private	
1				0
2	7			7
3	10			10
4	9			9
5	6			6
6	7			7
7	5			5
8	8			8
9	9			9
10	5			5
11	9			9
12	29			29
13	23			23
14	32			32
15	44			44
16	43			43
17	44	74	19	137
18	38	91		129
19	33			33
20	34			34
21	36			36
22	34			34
23	30			30
24A	14			14
24B	20			20
25	19			19
26	38			38
27	58			58
28	32			32
29	54		32	86
30	22		82	104
31	34			34
32	27			27
33	16			16
34	17			17
35	3			3
36	36	124	138	298
37	23		32	55
38	38			38
39	29			29
40A	35	74		109
40B	13			13
CUL-DE-SACS	42			42
MEDIANS	90			90
Total	1155	363	303	1821

Legend

Downtown Core Blocks

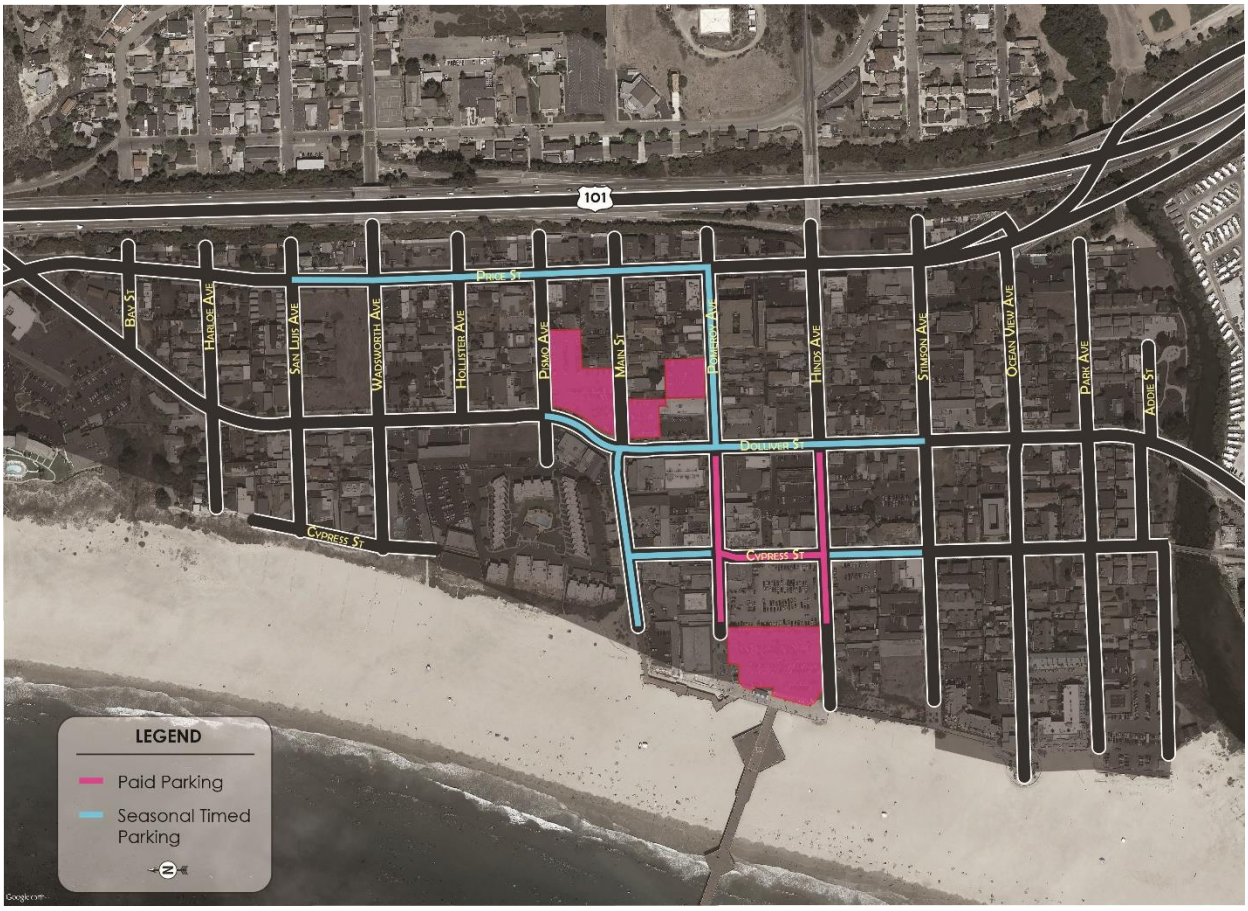
Source: *Walker Parking Consultants*, 2015.

The majority of the off-street parking spaces can be found in the private 601 Cypress lot on Block 36 and the Pier Lot serving the beach and boardwalk. Together, they comprise approximately 39% of all off-street parking spaces, and about 14% of the study area's total parking supply. [7]

While much of the parking in the study area is free, there are high-demand areas in which paid parking is established. These areas are:

- Pomeroy Avenue, from Dolliver Street to the Pier Lot,
- Cypress Street, from Pomeroy Avenue to Hinds Avenue, and
- Hinds Avenue, from Dolliver Street to the Pier Lot.

Figure 7: Paid and Seasonal Timed Parking



Source: *Image; Google Earth Pro, 2015. Walker Parking Consultants*, 2015.

As shown in Figure 7, there are three streets that contain paid parking, as well as, four public off-street lots. Multi space parking kiosks are used in all of the paid parking areas.

[7] At the time of the study (October 2015) 601 Cypress lot was still used as parking. It is now being developed.

Additionally, there are timed spaces located throughout the study area. The time policies are in place only during the peak parking season from June 1st to September 30th. There is a 3-hour parking limit in place from 10:00 am to 6:00 pm 7 days a week during the peak season. Since Walker conducted counts in late October, nearly a month after the end of the timed parking policy, the data reflect non-peak season parking activity.

DOWNTOWN PISMO BEACH PARKING DEMAND

Actual and consistent anecdotal data suggested that the public parking supply effectively fills during most summer days in the Downtown Core. However, less understood was the demand for parking on non-summer days. To determine demand for parking in the study area Walker performed occupancy counts on one weekday and one weekend day.

Based on our experience and input from City staff, Thursday and Saturday were chosen as typically busy days to perform the occupancy counts during the off-peak period. The actual occupancy counts were performed four times each day on Thursday, October 22, 2015 and Saturday October 24, 2015. On those two days, Walker's field staff performed counts every two hours between 10 AM and 6 PM, inclusive.

WEEKDAY DEMAND NON SUMMER

Peak weekday occupancy was observed at 12:00 PM, when 816± of 1,821 parking spaces (45%) were occupied. During this period, 52% percent of on-street spaces, 25% of public off-street spaces and 43% of private off-street spaces were occupied. Table 5 illustrates weekday parking occupancy by block and by space type.

Table 5: Peak Parking Demand by Block and by Space Type - Weekday Peak, 12:00 PM

	On-Street			Off-Street								
	Public			Public			Private			Total		
Block Number	Inventory	Demand	Utilization	Inventory	Demand	Utilization	Inventory	Demand	Utilization	Inventory	Demand	Utilization
1												
2	7	1	14%							7	1	14%
3	10	1	10%							10	1	10%
4	9	4	44%							9	4	44%
5	6	5	83%							6	5	83%
6	7	3	43%							7	3	43%
7	5	3	60%							5	3	60%
8	8	5	63%							8	5	63%
9	9	4	44%							9	4	44%
10	5	0	0%							5	0	0%
11	9	0	0%							9	0	0%
12	29	9	31%							29	9	31%
13	23	13	57%							23	13	57%
14	32	15	47%							32	15	47%
15	44	19	43%							44	19	43%
16	43	23	53%							43	23	53%
17	44	36	82%	74	4	5%	19	15	79%	137	55	40%
18	38	28	74%	91	4	4%				129	32	25%
19	33	17	52%							33	17	52%
20	34	24	71%							34	24	71%
21	36	23	64%							36	23	64%
22	34	18	53%							34	18	53%
23	30	6	20%							30	6	20%
24A	14	2	14%							14	2	14%
24B	20	3	15%							20	3	15%
25	19	12	63%							19	12	63%
26	38	18	47%							38	18	47%
27	58	29	50%							58	29	50%
28	32	31	97%							32	31	97%
29	54	41	76%				32	20	63%	86	61	71%
30	22	19	86%				82	26	32%	104	45	43%
31	34	11	32%							34	11	32%
32	27	6	22%							27	6	22%
33	16	6	38%							16	6	38%
34	17	2	12%							17	2	12%
35	3	0	0%							3	0	0%
36	36	21	58%	124	48	39%	138	65	47%	298	134	45%
37	23	18	78%				32	5	16%	55	23	42%
38	38	20	53%							38	20	53%
39	29	12	41%							29	12	41%
40A	35	3	9%	74	34	46%				109	37	34%
40B	13	2	15%							13	2	15%
CUL-DE-SACS	42	25	60%							42	25	60%
MEDIANS	90	57	63%							90	57	63%
Total	1155	595	52%	363	90	25%	303	131	43%	1821	816	45%

Legend
- 0 - 49% Occupied
- 50 - 69% Occupied
- 70 - 84% Occupied
- 85+% Occupied
- Downtown Core Blocks

Source: *Walker Parking Consultants*, 2015.

As shown in Table 5, during the weekday peak hour there is plenty of available parking throughout downtown. The areas that have high concentrations of parking demand are those which contain the most convenient parking spaces. Block 28 is the most utilized with respect to on-street parking, as it is at the center of much of the downtown activity. Block 28 is surrounded

by Dolliver Street, Main Street, Cypress Street, and Pomeroy Avenue, all of which are close to the beach and contain several popular businesses.

Despite a few high concentrations of parking activity, the overall occupancy of the study area at this time was only 45 percent. Moreover, during the weekday peak, all of the public off-street lots were lower than 45 percent occupied, with some going as low as 4 percent occupied at the time of the counts. This is consistent with our findings that, in most cases, on-street parking spaces fill more quickly than surface parking lots.

Typically off-street lots are less convenient, especially for those visiting destinations along Price Street. Adding to that, is the presence of plenty of free parking on-street, which when available people will choose over paid parking. Thus, the public off-street lots sit mostly empty.

Figure 8: Public Lot Occupancy at Weekday Peak (Off-Season)

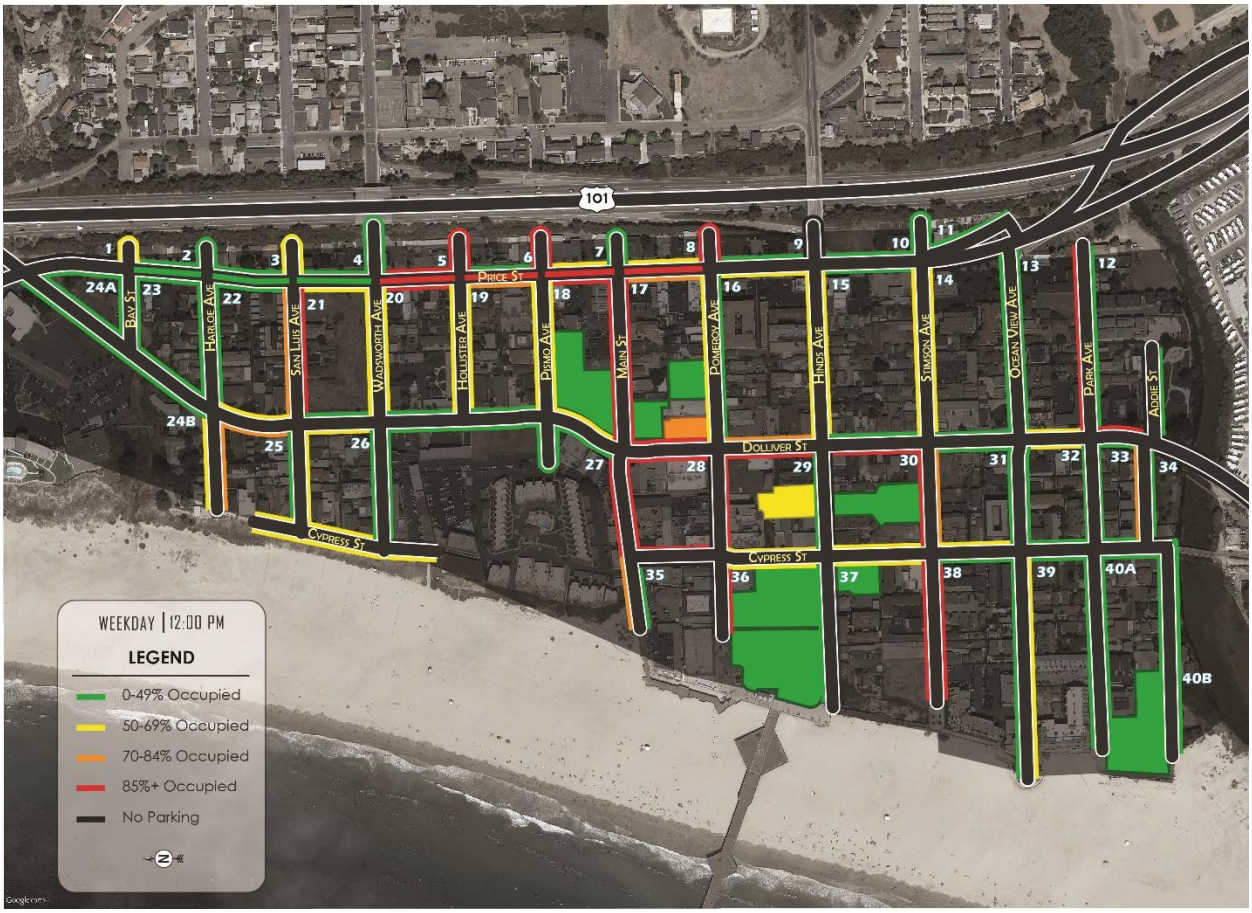


Source: *Google Earth Street View*, 2015.

In our experience, drivers will tend to primarily opt for on-street parking, and then off-street parking. In looking for the most convenient spaces, drivers will look for free parking first before considering paid parking.

Figure 9, is a map of the study area during the weekday interval of peak parking demand. The map is color coded to compare the different levels of parking demand by block and by block face. In looking at the map, it is clear that the areas that do have high parking activity are on the street. For example, the medians along Price St from Wadsworth to Pomeroy, are all shown to be 85 percent occupied or higher. The same can be said about the on-street parking along Main Street from Price to Cypress, and along Pomeroy from Dolliver Street to the Pier Lot.

Figure 9: On-Street and Off Street Utilization - Weekday Peak, 12:00 PM (Off-Season)



Source: *Image; Google Earth Pro, 2015. Graphics; Walker Parking Consultants*, 2015

A block-by-block consideration of the interval of peak parking demand reveals that while the overall occupancy percentage is less than 45 percent, several blocks experienced significant on-street parking demand. The majority of this heightened demand for on-street parking spaces occurred along Price Street, Main Street, Dolliver Street, and Pomeroy Avenue. High parking demand along Price Street is attributed to the concentration of restaurants that operate along that street and the number of visitor and employee cars present at lunch time.

The high demand for spaces along Pomeroy Avenue is due to both its location at the center of downtown Pismo Beach and its close proximity to the beach and popular restaurants and retail shops. Furthermore, Pomeroy Avenue serves as the gateway to the beach.

In looking at traffic patterns Pomeroy Avenue provides access to the beach from Highway 1, and leads visitors to the center of town. Thus, this street sees high demand, even when the overall demand in the study area is low.

WEEKEND DEMAND

Peak weekend occupancy was observed at 12:00 PM, when 1,716 of 1,821parking spaces (94%) were occupied. During this period, 93% percent of on-street spaces, 100% of public off-street spaces and 90% of private off-street spaces were occupied. Table 6 on the following page, summarizes weekend parking occupancy by block and by space type.

Table 6: Parking Supply and Demand by Block and Space Type – Non-Summer Weekend Peak 12:00 PM

	On-Street			Off-Street								
	Public			Public			Private			Total		
Block Number	Inventory	Demand	Utilization	Inventory	Demand	Utilization	Inventory	Demand	Utilization	Inventory	Demand	Utilization
1												
2	7	2	29%							7	2	29%
3	10	8	80%							10	8	80%
4	9	7	78%							9	7	78%
5	6	6	100%							6	6	100%
6	7	7	100%							7	7	100%
7	5	5	100%							5	5	100%
8	8	8	100%							8	8	100%
9	9	10	111%							9	10	111%
10	5	4	80%							5	4	80%
11	9	2	22%							9	2	22%
12	29	23	79%							29	23	79%
13	23	25	109%							23	25	109%
14	32	32	100%							32	32	100%
15	44	43	98%							44	43	98%
16	43	42	98%							43	42	98%
17	44	47	107%	74	74	100%	19	19	100%	137	140	102%
18	38	49	129%	91	91	100%				129	140	109%
19	33	29	88%							33	29	88%
20	34	36	106%							34	36	106%
21	36	38	106%							36	38	106%
22	34	23	68%							34	23	68%
23	30	19	63%							30	19	63%
24A	14	3	21%							14	3	21%
24B	20	9	45%							20	9	45%
25	19	19	100%							19	19	100%
26	38	38	100%							38	38	100%
27	58	58	100%							58	58	100%
28	32	32	100%							32	32	100%
29	54	54	100%				32	18	56%	86	72	84%
30	22	28	127%				82	67	82%	104	95	91%
31	34	34	100%							34	34	100%
32	27	27	100%							27	27	100%
33	16	15	94%							16	15	94%
34	17	17	100%							17	17	100%
35	3	3	100%							3	3	100%
36	36	36	100%	124	124	100%	138	138	100%	298	298	100%
37	23	20	87%				32	32	100%	55	52	95%
38	38	38	100%							38	38	100%
39	29	29	100%							29	29	100%
40A	35	35	100%	74	74	100%				109	109	100%
40B	13	13	100%							13	13	100%
CUL-DE-SACS	42	29	69%							42	29	69%
MEDIANS	90	77	86%							90	77	86%
Total	1155	1079	93%	363	363	100%	303	274	90%	1821	1716	94%

Legend
- 0 - 49% Occupied
- 50 - 69% Occupied
- 70 - 84% Occupied
- 85+% Occupied
- Downtown Core Blocks

Source: *Walker Parking Consultants, 2015*.

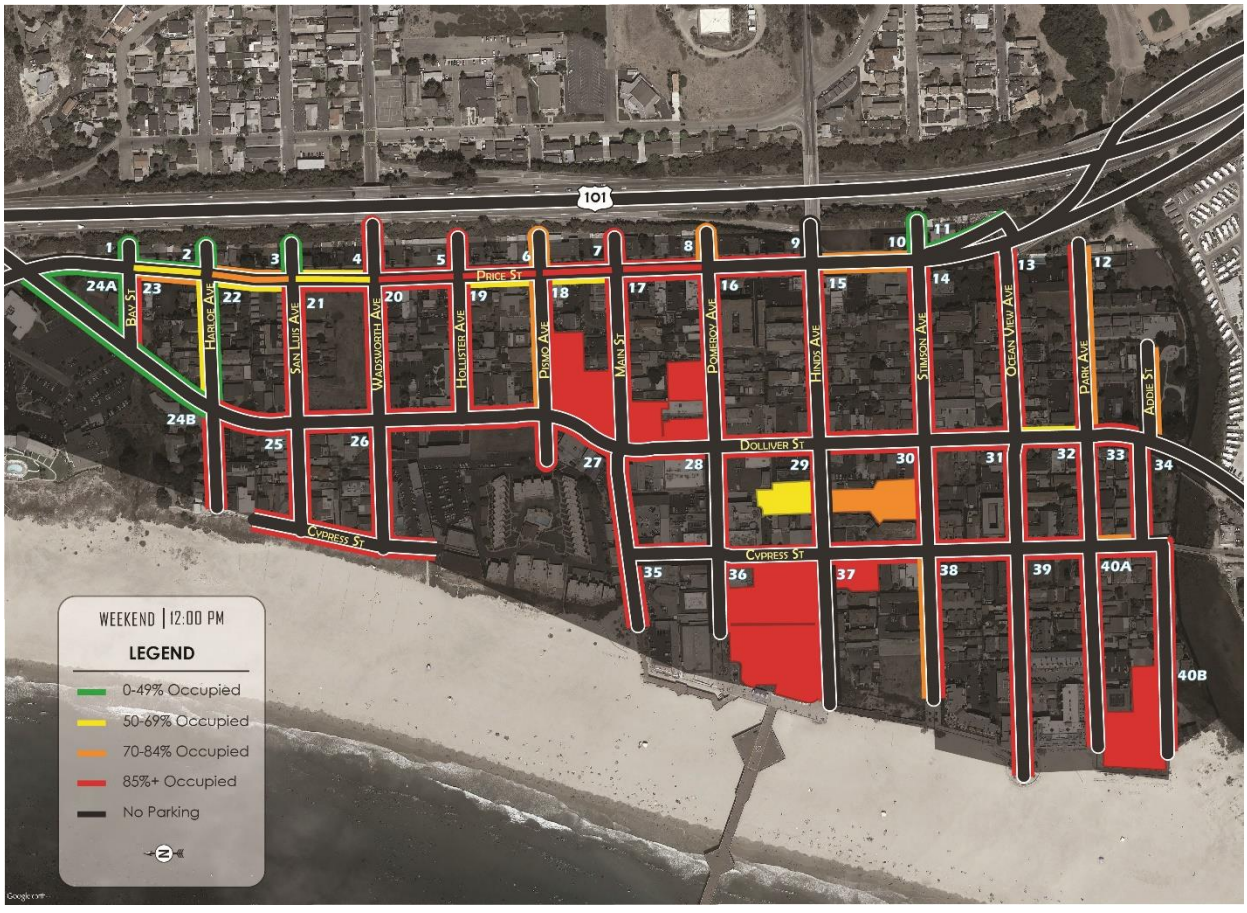
According to City staff, increased demand for public on and off-street spaces throughout the study area is a result of two factors. First, there has been a recent trend in Pismo Beach that has seen demand increase on the weekends, to near levels seen during the summer, although there is a general belief that this could be attributed to the drought and lack of winter's snow activities that have plagued the state over the last few years.

Second, there were two events occurring on the weekend of the day of counts. One was the City-sponsored Pumpkin's on the Pier event that drew many families to the beach. The other was a Jazz Festival, otherwise known as the "Jubilee by the Sea", which removed approximately a third of the spaces from the available supply in the Addie Street public parking lot. The combination of these two events saw the peak parking demand in the study area rise to above than normal conditions.

Furthermore, this unusual activity is evidenced by historical data which suggests that some public lots, even in the summer peak season rarely fill up to capacity (2016 *Traffic Study*, Hatch Mott MacDonald). Given that all of the public lots filled to capacity on the day of the counts, it is likely that the activity was above typical conditions for the off-peak season.

Figure 10, illustrates peak weekend on-street and off-street parking utilization by block and block face.

Figure 10: On-Street and Off-Street Utilization – Non-Summer Weekend Peak, 12:00 PM



Source: *Image; Google Earth Pro, 2015. Graphics; Walker Parking Consultants*, 2015

One important consideration, is how employees are affecting the parking supply, especially at the peak hour. Since restaurants tend to have high activity at 12:00 PM (downtown peak), it is likely that this is when restaurants have the most employees working, which translates to the most employee cars parked in the area.

In our experience, whenever there is a concentration of restaurants that are surrounded by unregulated street parking, employees will park in the most convenient spaces. Even when there are time policies in place to increase turnover, some employees will react by doing the "employee shuffle" in which they will park in time-limited spaces, but will move their vehicles before the time expires, thereby avoiding a citation.

In downtown Pismo Beach, the areas likely affected by employee parking are "restaurant row" on Price Street from Wadsworth to Hinds, and in the core area which contains blocks 28, 29, 30, 35, 36, and 37. While there does seem to be some employee parking, such as Brad's parking lot, it is assumed that most employees are parking somewhere nearby. To lessen the effect of employee parking on the overall downtown supply, parking management policies, like dedicated employee parking outside of the core, or greater advertisement of the discounted annual parking pass may be warranted.

EFFECTIVE SUPPLY AND PARKING ADEQUACY

At a given moment, a portion of a parking system's spaces are unavailable for use. The reasons for the unavailability include spaces needing repair, maintenance to a parking facility, and misparked and oversized vehicles occupying more than one space. Vehicular and pedestrian traffic can also render parking spaces unavailable. As a motorist waits for another driver to vacate a parking space, or for pedestrians to walk by, empty spaces ahead may remain unused as vehicles queue. Additionally, the configuration of spaces within a parking system can lead to spaces going underused. In a busier parking system, motorists may miss spaces obscured by landscaping or structures. Similarly, motorists may be reluctant to use spaces that appear difficult to navigate.

To account for the almost-inevitable unavailability of parking spaces in a parking system, Walker evaluates demand within a parking system by applying an effective supply factor (ESF) to that supply's inventory. Generally, Walker uses an ESF of 0.90 for off-street parking spaces and of 0.85 for on-street parking spaces. An ESF of .90 means that a parking area (such as a structure or a lot) with an inventory of 100 spaces is going to have an effective supply of 90 parking spaces. That is, at a given time, Walker projects that approximately 90 spaces will be available for use. In municipal areas such as downtown Pismo Beach, the determination of the effective supply factors for a parking system are informed by Walker's experiences with similar areas and the observations of field staff who collected the data.

For this study, Walker Parking Consultants assigned the following effective supply factors:

- 0.85 for all on-street parking spaces and
- 0.90 for all off-street parking spaces.

Table 7 summarizes the effective supply of the study area by block and by space type.

Table 7: Study Area Effective Supply by Block

Block Number	Number of Spaces			
	On-Street Public	Off Street		Total
		Public	Private	
1	0			0
2	6			6
3	9			9
4	8			8
5	5			5
6	6			6
7	4			4
8	7			7
9	8			8
10	4			4
11	8			8
12	25			25
13	20			20
14	27			27
15	37			37
16	37			37
17	37	67	17	121
18	32	82	0	114
19	28			28
20	29			29
21	31			31
22	29			29
23	26			26
24A	12			12
24B	17			17
25	16			16
26	32			32
27	49			49
28	27			27
29	46		29	75
30	19		74	93
31	29			29
32	23			23
33	14			14
34	14			14
35	3			3
36	31	112	124	266
37	20		29	48
38	32			32
39	25			25
40A	30	67		96
40B	11			11
CUL-DE-SACS	36			36
MEDIANS	77			77
Total	982	327	273	1581

Legend

Downtown Core Blocks

Source: *Walker Parking Consultants, 2015*.

Having determined the ESF for the parking spaces in the study area, Walker projected the effective parking supply of the study area on a block by block basis and then compared each block's effective supply to the weekday and weekend intervals of peak demand. Table 8 below, summarizes the effective supply factor calculations and provides an assessment of the parking adequacy of each block by space type.

Table 8: Parking Supply and Adequacy by Block - Weekday Peak, 12:00 PM

	On-Street			Off-Street								
	Public			Public			Private			Total		
Block Number	Effective Supply	Demand	Adequacy /(Deficit)	Effective Supply	Demand	Adequacy /(Deficit)	Effective Supply	Demand	Adequacy /(Deficit)	Effective Supply	Demand	Adequacy /(Deficit)
1												
2	6	1	5							6	1	5
3	9	1	8							9	1	8
4	8	4	4							8	4	4
5	5	5	0							5	5	0
6	6	3	3							6	3	3
7	4	3	1							4	3	1
8	7	5	2							7	5	2
9	8	4	4							8	4	4
10	4	0	4							4	0	4
11	8	0	8							8	0	8
12	25	9	16							25	9	16
13	20	13	7							20	13	7
14	27	15	12							27	15	12
15	37	19	18							37	19	18
16	37	23	14							37	23	14
17	37	36	1	67	4	63	17	15	2	121	55	66
18	32	28	4	82	4	78				114	32	82
19	28	17	11							28	17	11
20	29	24	5							29	24	5
21	31	23	8							31	23	8
22	29	18	11							29	18	11
23	26	6	20							26	6	20
24A	12	2	10							12	2	10
24B	17	3	14							17	3	14
25	16	12	4							16	12	4
26	32	18	14							32	18	14
27	49	29	20							49	29	20
28	27	31	(4)							27	31	(4)
29	46	41	5				29	20	9	75	61	14
30	19	19	0				74	26	48	93	45	48
31	29	11	18							29	11	18
32	23	6	17							23	6	17
33	14	6	8							14	6	8
34	14	2	12							14	2	12
35	3	0	3							3	0	3
36	31	21	10	112	48	64	124	65	59	266	134	132
37	20	18	2				29	5	24	48	23	25
38	32	20	12							32	20	12
39	25	12	13							25	12	13
40A	30	3	27	67	34	33				96	37	59
40B	11	2	9							11	2	9
CUL-DE-SACS	36	25	11							36	25	11
MEDIANS	77	57	20							77	57	20
Total	982	595	387	327	90	237	273	131	142	1581	816	765

Legend

Downtown Core Blocks

Source: *Walker Parking Consultants, 2015.*

Overall, the downtown Pismo Beach parking system has an adequate parking supply during the weekday interval of peak demand in the off season. At this time the system had an overall surplus of 768± spaces. Due to the high demand for on-street parking spaces in the core area, only Block 28 would appear to have a slight deficiency. However, given that Block 28 has the most convenient parking spaces in the core area, it is expected that these spaces will always fill up. It must also be noted that this block is paid and timed parking for four months of the year (June – September), and free parking eight months of the year.

The use of effective supply factors brings the competition for on-street parking spaces into sharper focus. As the following table shows, the core area has an inadequate supply of on-street parking spaces with a deficit of 97± spaces.

Table 9: Parking Supply and Adequacy by Block - Weekend Peak, 12:00 PM

	On-Street			Off-Street								
	Public			Public			Private			Total		
Block Number	Effective Supply	Demand	Adequacy /(Deficit)	Effective Supply	Demand	Adequacy /(Deficit)	Effective Supply	Demand	Adequacy /(Deficit)	Effective Supply	Demand	Adequacy/(Deficit)
1												
2	6	2	4							6	2	4
3	9	8	1							9	8	1
4	8	7	1							8	7	1
5	5	6	(1)							5	6	(1)
6	6	7	(1)							6	7	(1)
7	4	5	(1)							4	5	(1)
8	7	8	(1)							7	8	(1)
9	8	10	(2)							8	10	(2)
10	4	4	0							4	4	0
11	8	2	6							8	2	6
12	25	23	2							25	23	2
13	20	25	(5)							20	25	(5)
14	27	32	(5)							27	32	(5)
15	37	43	(6)							37	43	(6)
16	37	42	(5)							37	42	(5)
17	37	47	(10)	67	74	(7)	17	19	(2)	121	140	(19)
18	32	49	(17)	82	91	(9)				114	140	(26)
19	28	29	(1)							28	29	(1)
20	29	36	(7)							29	36	(7)
21	31	38	(7)							31	38	(7)
22	29	23	6							29	23	6
23	26	19	7							26	19	7
24A	12	3	9							12	3	9
24B	17	9	8							17	9	8
25	16	19	(3)							16	19	(3)
26	32	38	(6)							32	38	(6)
27	49	58	(9)							49	58	(9)
28	27	32	(5)							27	32	(5)
29	46	54	(8)				29	18	11	75	72	3
30	19	28	(9)				74	67	7	93	95	(3)
31	29	34	(5)							29	34	(5)
32	23	27	(4)							23	27	(4)
33	14	15	(1)							14	15	(1)
34	14	17	(3)							14	17	(3)
35	3	3	0							3	3	0
36	31	36	(5)	112	124	(12)	124	138	(14)	266	298	(32)
37	20	20	0				29	32	(3)	48	52	(4)
38	32	38	(6)							32	38	(6)
39	25	29	(4)							25	29	(4)
40A	30	35	(5)	67	74	(7)				96	109	(13)
40B	11	13	(2)							11	13	(2)
CUL-DE-SACS	36	29	7							36	29	7
MEDIANS	77	77	(1)							77	77	(1)
Total	982	1079	(97)	327	363	(36)	273	274	(1)	1581	1716	(135)

Legend

Downtown Core Blocks

Source: *Walker Parking Consultants, 2015.*

The overall parking space deficit for the study area on the weekend was 135± spaces. In looking at all of the blocks, there seems to be a deficiency in nearly every one. Of course, these results are influenced by the combination of events that took place on the day of counts, so the deficiencies are overstated. Nonetheless in the popular areas of the downtown, west of Dolliver Street and along Price Street, there are certainly high surges in parking demand. This level of activity in the core areas of downtown resembles peak season trends.

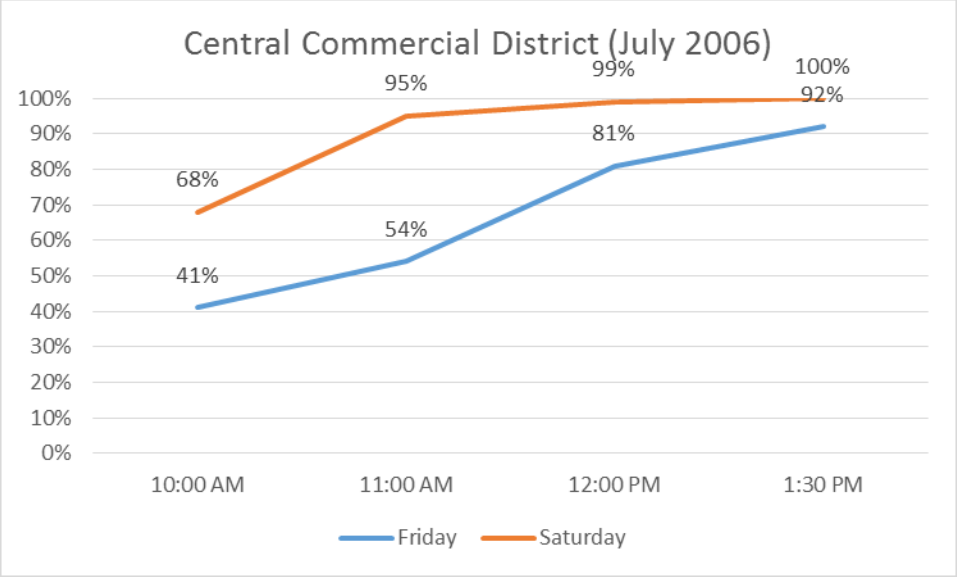
Ultimately, what this reveals is that the demand during the weekday in the off season is quite low, and that even with an effective supply factor, supply is more than enough to meet demand. Conversely, the demand on the weekends during the off season resembles summer conditions, but only in the core areas. To understand whether the demand documented during the off season justifies parking enhancements in the downtown, Walker compared off season parking data to peak season data.

PEAK SEASON DEMAND VS. OFF-PEAK SEASON DEMAND

An assessment and evaluation of potential parking enhancements warrants an analysis of the seasonal demand for parking in the study area. One of the ways to achieve this is to compare demand during the peak season with the off season. It is well documented that during the peak season (Late Spring, Summer, and Early Fall), there is very high demand for parking. This is especially true on the weekends.

For example, in the 2006 Downtown Parking Study conducted by Wilbur Smith Associates, it was revealed that the parking supply during weekends in the summer months is deficient around the central commercial district (area bounded by Main, Dolliver, and Stimson).

Figure 11: Occupancy (Central Commercial District, July 2006)



Source: *City of Pismo Beach Downtown Parking Study by* Wilbur *Smith Associates, 2006*

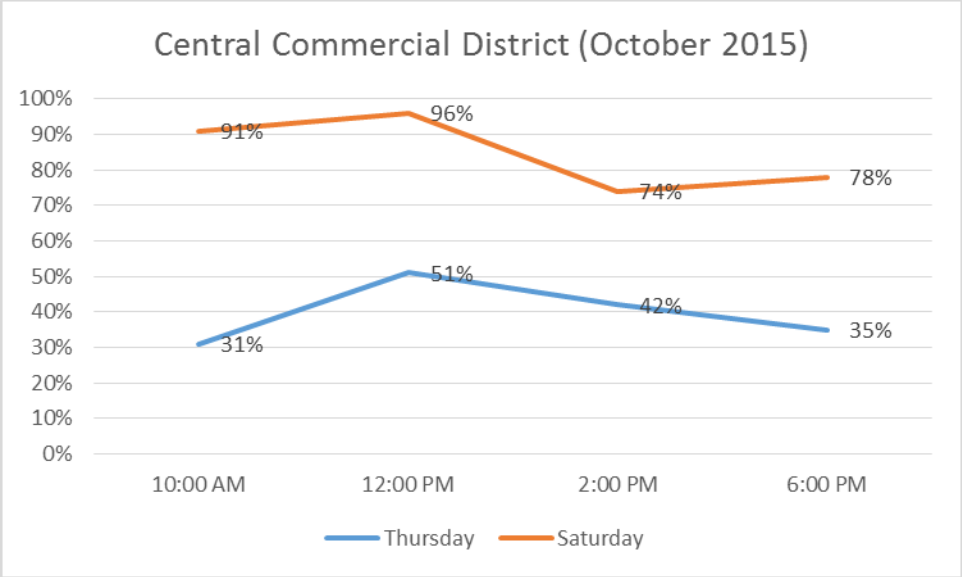
Figure 11 above illustrates the point about summer weekends (as shown by the orange line) reaching capacity at the peak hour (1:30PM).

Additionally, the more recent 2016 Citywide Transportation Model and Circulation Study performed by Hatch Mott MacDonald, found that during summer weekdays and weekends

parking occupancy consistently reaches levels above 85 percent in this section of the downtown including the public lots on Main Street. This means that during the peak season, approximately three months of the year, parking is at capacity in the core areas.

Conversely, in looking at the occupancy of the central commercial district during the off season, we see less parking activity. Figure 12 illustrates central commercial district occupancy for October 2015.

Figure 12: Occupancy (Central Commercial District, October 2015)

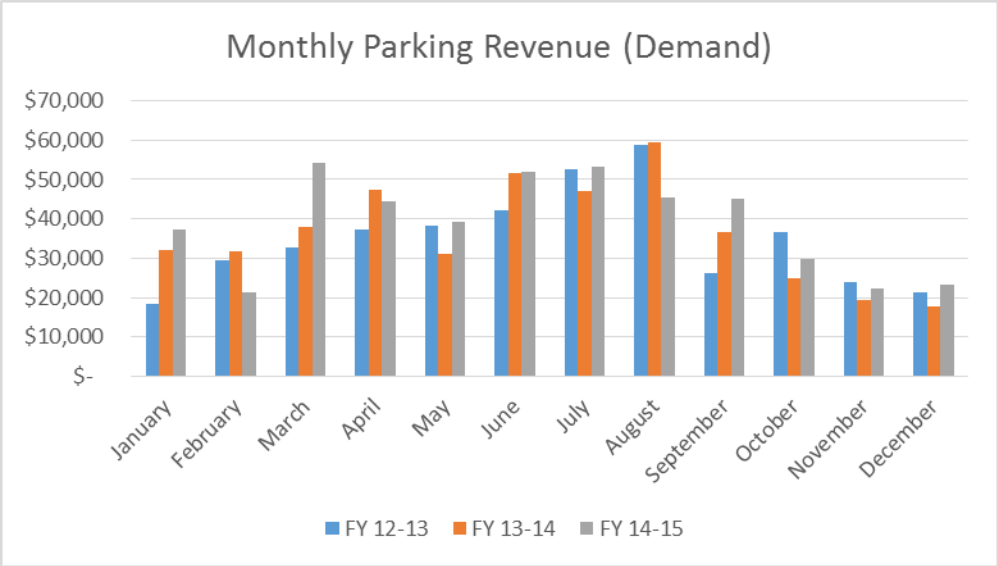


Source: *Walker Parking Consultants, 2015.*

One thing to note is that Saturday counts were taken when there were a series of events downtown that influenced the occupancy results. Nonetheless, there is a clear drop in activity from the peak (12:00 PM) to the 2:00 PM hour on the weekend. Weekday occupancy within the central commercial district only reached 51%, meaning that half of the spaces were available at the peak hour.

While, there is sufficient evidence that the summer months are much busier than the rest of the year, Walker sought to execute a month by month analysis of parking demand. However, since parking occupancy data is generally not tracked for the entire year, Walker compared parking revenue data to gauge the general demand trends across the year. Of course, this analysis does not factor in any fluctuations in price for parking that may have affected demand, but it generally shows the comparison between peak season and off season demand. Figure 13, below shows a month by month breakdown of parking revenues, and general trends of demand, for the past three years.

Figure 13: Monthly Parking Revenue (Demand)



Source: *Walker Parking Consultants, 2015.*

In looking at the graph, it confirms that the summer months (June – August) comprise the peak season, and the times of the year in which downtown experiences a parking crunch. Conversely, from the graph we can see that beginning in September through the end of the year there is a visible drop in demand. There is a slight uptick in demand in March – April; however, for at least eight months out of the year demand is well below the level of the summer peak, as indicated by parking revenues.

Knowing that peak season demand is consistent, it is important to follow any developments that may displace parking, add demand, and exacerbate the parking crunch that is felt on peak season days. As such, Walker has collected data for the projects that are slated for development in the near future. Using this data, Walker conducted an analysis of future conditions, looking at both future supply and demand.

NUMBER OF HIGH DEMAND VS. LOW DEMAND PARKING DAYS

The previous discussion demonstrated the significant difference in parking demand on high-demand days compared to low demand days. The next question was the frequency with which each is likely to occur.

We calculated the number of high-demand days based on the following assumptions:

- ~70 days in summer, from early June through August 15th; According to conversations with City staff and some stakeholders, summer vacation parking demand conditions drop off significantly in mid-August with the beginning of school;
- ~33 days for Christmas – New Years, Spring Break and Thanksgiving weekend holidays;
- ~Four 3-day weekends outside of the holidays listed above; and
- ~Fifty event days outside of the holidays identified above, such as Pumpkins on the Pier, during which time Walker identified peak parking demand conditions.

Based on these assumptions, the total number of peak-parking demand days per year were 165 days with the remaining 200 days per year low-demand days,

In order to confirm the assumptions, we looked at the total parking revenue generated by the Pier Lot. Occupancy counts confirmed that the peak demand for parking at the Pier Lot occurred when all 124 spaces were occupied (165 days/year) and just 48 spaces were occupied on the weekend (200 day/year). We then applied a turnover factor to calculate the extent to which the full spaces were either turning over (on the peak day) or sitting empty (on the off-peak day). Our assumptions resulted in annual revenue of projections $220,000±, similar to what was reported by the Parking Enterprise Fund for the Pier Lot (all three meters), which we suggest verifies our general assumptions regarding the number of high-demand and low demand days during the year.

FUTURE CONDITIONS

Once we established current parking conditions we measure future developments' impact on parking supply and demand to determine the extent to which we project that conditions will change.

FUTURE PARKING DEMAND

Based on information provided by City staff with regard to development we assume that the following new development will take place without the addition of a concomitant dedicated supply of on-site parking.

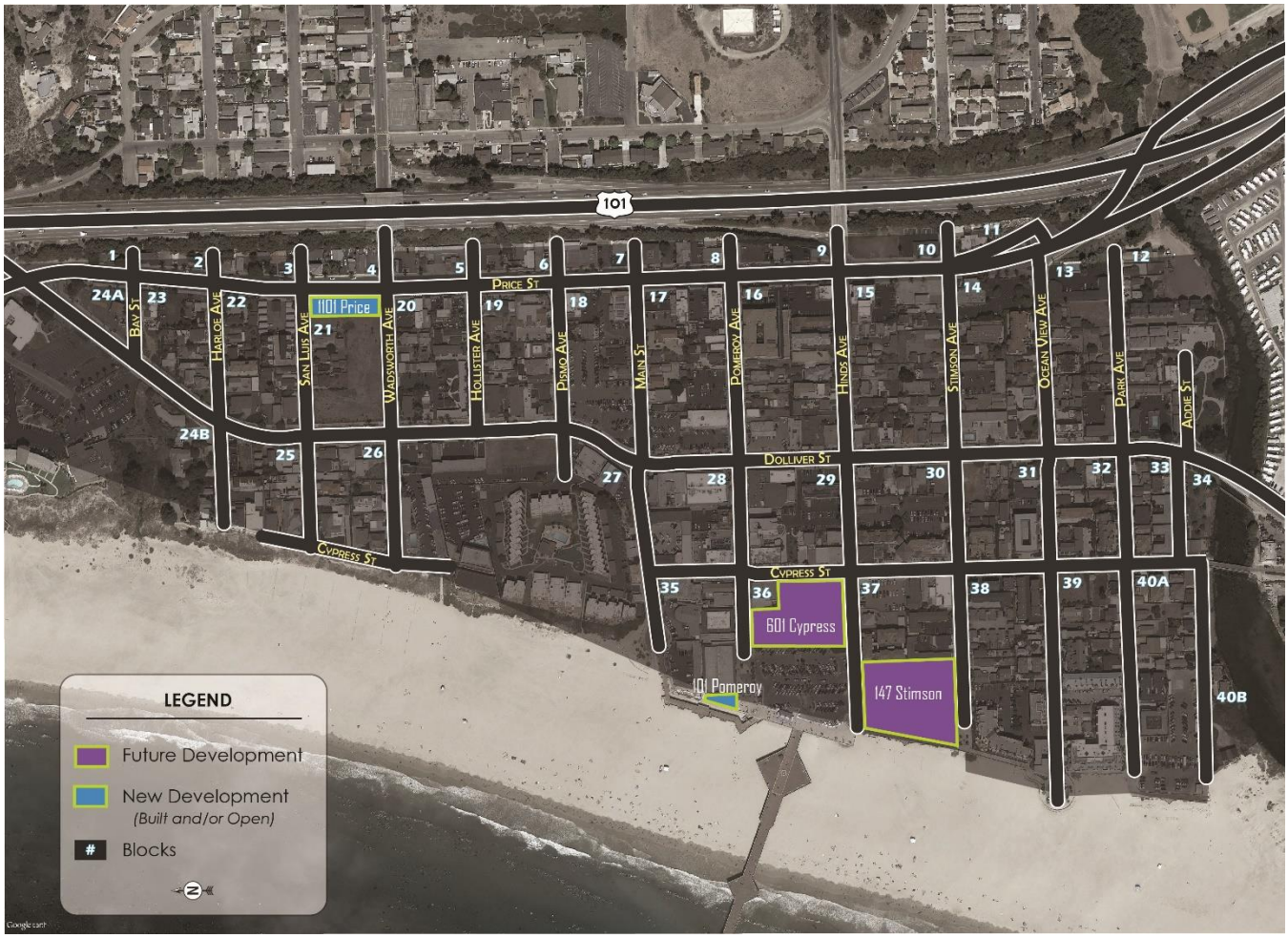
- 1101 Price Street Pismo Village (Restaurant; 2,478 square feet, not yet built at the time of our occupancy counts)
- 101 Pomeroy Avenue (Restaurant: 6,400 square feet of restaurant, not yet open at the time of our occupancy counts)

We also considered the following new land uses but concluded that it was reasonable to assume that the code required spaces for the hotels will be sufficient to park both the hotel rooms and the auxiliary restaurants.

- 601 Cypress Inn @ The Pier (Hotel and Restaurant; 3,842 square feet)
- 147 Pismo Beach Hotel (Hotel and Restaurant; 4,300 square feet)

Figure 14 illustrates the locations of the newly built and/or opened and future developments.

Figure 14: New and Future Development



Source: *Image; Google Earth Pro, 2015. Graphics; Walker Parking Consultants*, 2015

In total, these projects aggregate to approximately 9,000 square feet of future restaurant space. We reiterate that it is assumed that the hotel portions of these developments will provide adequate parking for guests and restaurant patrons.

Based on the nature of the two restaurants, and assumptions regarding mode split for patrons and employees, Walker's Shared Parking Model projects that peak parking demand could result in a combined increase in parking demand Downtown of nearly 140± spaces in the evening, at around 7:00 pm, at which time overall parking demand in the study area would be significantly lower, and parking space availability higher than the lunch time peak. For the lunchtime peak we project a total increase in peak parking demand between 12:00 noon and 2:00 pm of the busiest month of 94± spaces.

FUTURE SUPPLY

The hotel project being built at 601 Cypress (Block 36) will likely have the largest impact on parking. While, the hotel itself will provide parking for its guests, and we project will effectively result in a net zero parking supply, it is displacing a parking lot that is highly used. This lot has a capacity of approximately 138 spaces, and during the weekend peak fills to capacity. Table 10 shows the current and future supply of parking considering the developments that are in the pipeline.

Table 10: Future Study Area Supply

Space Type	Current	Future
On-Street	1155	1155
Off-Street	666	528
Total	1821	1683

Source: *Walker Parking Consultants, 2015*.

NET IMPACT OF FUTURE DEVELOPMENT

Table 10 demonstrates a decrease in the study area parking supply from 1,821± spaces to 1,683± spaces, a reduction of 138. Assuming that the demand will remain consistent as the data has shown, in the off season in October, weekday parking occupancy rates would increase to 50 percent from 46 percent on a weekday. Likewise off season weekend peak occupancy could increase to 102 percent from 94 percent, meaning that there would be a parking deficit at the *current* price charged for parking during the peak season. Although we keep in mind that the conditions observed on the weekend in October were influenced by the increased level of visitors from two concurrent events there is a concern that the removal of this many spaces could displace parking spaces for vehicles.

That said, we also note the addition of more than 200 hotel rooms in the district and their guests, whose cars will be parked in the hotels, will likely become pedestrians in the Downtown Core, having parked once and frequenting multiple destinations on foot.

With the elimination of approximately 138 spaces of publicly-available parking, vehicles that use that lot will need to find parking elsewhere. During the off season those vehicles may be well accommodated in the public lots located on Blocks 17, 18, 36 and 40. Data has shown that these lots are underutilized with only 25 percent combined occupancy on weekdays.

The displaced vehicles may first opt for free on-street parking, before parking off-street in a paid lot. The real challenge however, is what happens to those vehicles on weekends during the peak season, when on-street spaces and most public off-street spaces are full.

In reviewing the data, the weekend at the peak hour is really only when parking is at capacity and deficiencies are apparent. During the October counts, while the overall occupancy in the study area was 94 percent on the weekend at 12:00 PM (peak), by 2:00 PM the occupancy

dropped to 77 percent. This means that once the dirt lot on Block 36 disappears, the weekend peak occupancy (12:00 PM) would be 102 percent, but the 2:00 PM occupancy would be 83 percent. While that level of occupancy is high, it may still not warrant a build scenario, especially since most days of the year there are plenty of parking spaces available.

IMPACT OF NEW DEVELOPMENT (APRIL 2016 UPDATE)

At the time of the field work and analysis, there were several projects slated for development as discussed in the previous section. Today, some of those projects are now open or currently being developed. Wooly's at 101 Pomeroy opened its doors in November of 2015, with the Oyster Loft opening in April 2016. No obvious changes in demand were noted until the recent closing of the 601 Cypress Lot (Figure 15). In conversations with the City staff, there have been a few noticeable trends.

Figure 15: Development of 601 Cypress (March 2016)



Source: *Image; Walker Parking Consultants*, 2016

1. It appears that on busy days, the public lots east of Dolliver are filling up earlier than usual. This has been measured by the noticeable use of the 300 Block Pomeroy Avenue Lot on Block 17, which is typically the last to fill.

2. On busy days, employees of Downtown Core businesses appear to be parking three or four blocks away from the core as far as Ocean View Avenue. Employees in uniform have been seen walking to and from their vehicles near this street. This observation is in line with what we expected once the lot closed.

3. It appears that Price Street is also filling faster than usual on busy days.

Despite the changes in demand, these observations are only evident on busy days. While weekdays have seen a rise in the use of public lots by employees (20-30 cars per staff's observations), it is still too early to determine whether the loss of parking supply will result in a significant increase in peak days to justify a design-build scenario for a structure.

CONCEPT GARAGE ANALYSIS

In the scope of services for this engagement Walker was asked to consider the possibility of the construction of a parking garage to augment the parking supply Downtown. In this section of the report we determine where a parking garage could be built, how much it would cost to build, and what it could look like.

Upon reviewing the various City-owned public parking lots, the most appropriate location for a traditional (as opposed to an automated) parking garage is at the eastern side of Dolliver Street between of Main Street and Pomeroy Street. Although, an automated vehicle stacking and retrieval system (AVSRS) could be considered at other sites, the cost per space of such a system would be much higher. Maintenance and operation costs of such a system along with the City's coastal location would also likely present significant challenges. Therefore, the optimal location for a structure is the public lot on the noted parcel on Dolliver Street.

A parking structure in this location would position the facility central to the City's two popular destinations, the beach and nearby shops, and "restaurant row" along Price Street. In considering the Main Street and Dolliver Street location, Walker conducted a walking level of service analysis to understand how much visitors would need to walk to reach either of the previously mentioned destinations. The following map demonstrates the walking level of service for the Main Street and Dolliver Street concept garage.

Figure 16: Acceptable Walking Distances and Level of Service for Proposed Parking Structure Site



Source: *Image; Google Earth Pro, 2015. Graphics; Walker Parking Consultants*, 2015

Ideally, a visitor's destination would be located within 400 feet (LOS A) of the parking facility. In looking at the map above, it is clear that Price Street is certainly within that range. The beach is not within the LOS A range, but within the LOS C range. However, being a beach town, it is likely that visitors are more willing to walk longer distances here than in other settings, such as a suburban setting. Therefore, the location of the garage to two of downtown's most popular destinations is appropriate.

GARAGE SPECIFICATIONS

Since the location of the garage was determined to be satisfactory in terms of walking distances, Walker proceeded to design a concept garage that would fit on the current Main and Dolliver Street lot. It must be noted that the City only partially owns the parking lot. For the garage to be built, it would need to acquire the second, currently privately owned parcel, which makes up part of the lot. Having said that, the zoning code allows for a maximum of 35

feet in this area. The concept garage is approximately 37 feet and 6 inches high at the top of the roof's bumper wall, and 42 feet high at the top of the elevator tower, meaning that if the garage were to be built, a conditional use permit or zoning change would be needed. Table 11 shows the number of spaces that could fit in the garage and the space that they would require.

Table 11: Concept Garage Specifications

Levels	Square Foot Area	No. of Spaces
Ground Level		64
Second Level	34,600	85
Third Level	34,600	85
Roof Level	32,000	87
Totals	***101,200***	***321***

Source: *Walker Parking Consultants, 2015*.

In total, the garage could fit 321 parking spaces. Walker developed a concept design for the parking garage, shown in Figure 17 below.

Figure 17: Concept Parking Garage



Source: *Image; Google Street view, 2015. Graphics; Walker Parking Consultants*, 2015

GARAGE COSTS

While a garage can be built given the physical dimensions of the Main and Dolliver Street lot, cost is a crucial consideration. In total, the 321-space concept garage is projected to cost $8.6 million or $26,000/space given typical California public section garage construction costs. Accounting for soft costs and operating and maintenance costs, the City could expect to pay between $250 to $300 per year to own and operate the parking garage (without parking equipment).

However, understanding that construction costs on the Central Coast have specific challenges, we looked at the costs of other similarly-sized structures in San Luis Obispo County to gauge how the projection compares. Table 12 below shows construction costs of parking structures in San Luis Obispo, adjusted by 2.5% per year to reach 2016 USD figures. Looking at the table, we see that on average a parking structure on the Central Coast could reasonably be projected to cost $35,000/space to construct. Based on this calculation, the City could expect to pay annual costs of more than $400 per month per space to construct and maintain a new parking structure. The fact that most or all of these spaces could sit empty on most days of the year in the foreseeable future should be a consideration when planning for such a facility.

Table 12: Parking Structure Construction Costs in SLO County, 2016 USD

	842 Palm	871 Marsh	Marsh Expansion	917 Palm minus Office	Planned Palm Nipomo	*Average*
Year Built	1988	1990	2002	2006	2007	
Cost	$ 3,700,000	$ 4,400,000	$ 7,600,000	$ 7,900,000	$ 14,907,500	
Projected Cost 2016 Dollars	$ 7,387,032	$ 8,361,288	$ 10,738,601	$ 10,112,668	$ 18,617,425	*$ 11,043,403*
No. of Spaces	417	252	268	242	445	*325*
Projected Cost/Space 2016 Dollars	*$ 17,715*	*$ 33,180*	*$ 40,069*	*$ 41,788*	*$ 41,837*	*34,918*

Source: *Walker Parking Consultants, 2016.*

DEMAND FOR THE CONCEPT GARAGE

The supply and demand section of this report demonstrates that the City does not need a garage at this point in time. An important question is, under what circumstances could the City reach the point of needing a parking structure? Certainly a significant increase in development could spur the need for a structure, as a sharp increase in demand could fill the 321-parking space concept garage. Of course, the garage is likely to fill during the peak season, and especially when popular events are taking place.

Still, demand is currently too inconsistent to support the construction of a parking structure. However, future development may generate sufficient parking demand so as to justify the building of a garage. Assuming a 15/25/60 split of future square footage made up of restaurant/retail/hotel the City could potentially generate enough constant demand for parking with 15,500 SF of new restaurant, 28,500 SF of retail, and a 100-room hotel.

Using Walker's shared parking model, we project that this amount of square footage for the land uses discussed, could generate a 317 space-demand during the weekend peak hour (12:00 PM) in late December. Of course, filling a garage is contingent upon other parking policies, but on a conceptual level, assuming parking management is accounted for, this is a stable way of bringing enough demand to fill the garage. And, this is only for the days in the year in which Pismo Beach, sees low activity (off peak season). During the summer and major events like the car show, the City is likely to draw enough demand to fill the garage.

RECOMMENDATIONS

While the fluctuations in parking demand make it challenging to plan for a build scenario for parking, there are opportunities for enhancing supply in downtown Pismo Beach. Parking management measures and demand-based pricing provide an opportunity to more appropriately manage the parking supply and potentially generate additional parking revenue in order to reinvest back into the parking system.

Before considering a build scenario, we recommend that the City of Pismo Beach implement parking management techniques to distribute parking demand throughout downtown and encourage the use of parking alternatives. These measures will likely be needed whether additional supply is built. It is best that the measures be implemented first to determine their effectiveness; we project they can measurably improve the efficiency and availability of parking in the City.

It is well known that the parking lot at the northeast corner of Main and Dolliver Street is underutilized on most days of the year. This fact strongly suggests that it currently would not be prudent to make an investment in a parking structure, especially since the City can't sell the spaces it already owns. It would be politically unsustainable, and the residents of Pismo Beach may push back if the City wants to spend more money building additional parking. Nonetheless, there are steps that the City can take to help alleviate the parking demand during peak times.

PARKING PRICING RECOMMENDATIONS

On busy days, drivers will pay for parking with their time and frustration or with money. However, paying with money not only provides drivers with a choice (typically park conveniently or park free) but allows the City to generate revenue to enhance the parking and transportation system using operational and potentially capital improvements. The current revenue stream does not provide this opportunity.

Just as hotel room rates in the City fluctuate dramatically based on changes in seasonal demand, some form of "demand-based" pricing for parking would better manage the parking system and, we suggest, actually accommodate more vehicles and people.

- Manage the City's public parking spaces comprehensively, as a system, for the purpose of maximizing efficiency (accommodating as many vehicles and people as possible) and revenue to provide public parking and parking alternatives in a sustainable fashion.

- In general, charge a higher price for parking on busy days, in high demand locations, and lower prices in locations where demand is low. Efforts to charge for parking to recoup costs in parking facilities where parking demand is low are likely to be counterproductive, leading to low revenue and low utilization in these lots. Revenue should be recouped by the parking system as a whole.

- We preliminarily recommend the following parking pricing schedule based on parking demand observations. Occupancy should be monitored at least quarterly, with price adjusted accordingly.

    - Expand paid (metered) parking to Dolliver Street between Pismo and Stimson Avenue.[8] Price parking along these blocks at the same rate charged in the City's public lots east of Dolliver Street;

    - Expand paid (metered) parking to Price Street between Pomeroy Avenue and San Luis Avenue. Given the more local nature of this destination, we recommend rates her of $1.00 per hour, 11:00 am to 8:00 pm. While we note that parking demand justifies paid parking from a parking management perspective, we understand that the local nature of the patronage may require other considerations.

    - From June 1st to September 30th:
        - Increase the hourly rate for paid parking in the Pier Lot and on-street parking west of Dolliver Street to at least $1.50 per hour;

    - For special event days and holidays such as The Classic at Pismo Beach Car Show and 4th of July:
        - Implement an event/holiday hourly rate for paid parking in the Pier Lot and on-street parking west of Dolliver Street of $2.50 per hour;
        - Implement an event/holiday rate for paid parking in the public surface lots east of Dolliver Street of $1.50 per hour;

    - From October 1st to May 30th weekdays:
        - Provide parking free of charge in the public parking lots east of Dolliver Street during the off season. Parking may be allowed overnight by paid permit only.
        - Maintain the current parking prices in the public parking lots spaces west of Dolliver Street;
        - Consider implementing event parking prices on select days;

PARKING METER EQUIPMENT RECOMMENDATIONS

The extension of paid parking to other areas of downtown merits a consideration of alternative meter technology, as paid parking on Price Street using the current kiosks presents some challenges, especially because of the median parking.

[8] We understand that due to Caltrans restrictions striping spaces may not be possible along Dolliver Street, but with a Pay-by-Plate system it

- First, the current pay and display kiosks require that drivers exit their vehicle to pay the parking fee, and then return to their vehicle to display the receipt on the dashboard. This exposes drivers to cross traffic twice. Best practice dictates that customers not cross traffic when avoidable.

- Second, enforcement personnel would need to check the dashboards of all vehicles, thereby exposing themselves to oncoming traffic, as there aren't many buffer zones protecting pedestrians from moving vehicles. Therefore, it is recommended that pay and display kiosks not be used along Price Street.

- Third, it is best practice to utilize one method of operation across the board. A mixture of on-street parking equipment may confuse customers and reduce the level of customer service by unnecessarily complicating payment methods. Since pay and display is not ideal for Price Street, it is recommended that a pay-by-plate solution be implemented where paid parking is established.

SWITCH TO PAY-BY-PLATE

As an alternative to the current pay and display system we recommend a pay-by-license plate (PbP) solution. Depending on the specific application and manufacturer, most multi-space meters (kiosks) can be configured for use in one of three modes of operation: pay and display, pay-by-space, or pay-by-license plate. Switching to PbP allows customers to use their license plate number as a "permit" essentially eliminating the need to return to their vehicles. Therefore, avoiding the need for median parkers to cross traffic a second time.

PbP requires the customer to enter the license plate number into the meter. Enforcement is done with a License Plate Recognition (LPR) system. Enforcement can be done with a vehicle mounted CCTV system that scans the license plates of all parked cars, or with a hand held unit, either scanning or manually entering the license plate.

A benefit of switching to PbP is that it will interface well with a license plate permit system. This would allow the City to create a more efficient residential/business discount parking permit program by eliminating the need to distribute decals to customers. Using the recommended PbP system, the entire City could use license plates as a credential to enforce visitor, employee and permit parking. Virtually all parking can be enforced via mobile LPR.

The mobile LPR software can interface with permit and meter software so that all authorized license plates are accounted for. Prior to starting an enforcement session, the mobile LPR software downloads all the payment and permit data so that enforcement has up to the minute payment data. While enforcing, the payment data continues to be updated in real time.

Traditionally employees parking in the downtown have reasoned that enforcement can't be everywhere, so they may challenge the system by moving their vehicle regularly and/or risking a citation. Mobile LPR enables enforcement to be conducted more frequently, causing long-term parkers to rethink the efficiency of the enforcement. Compliance will likely improve. If it does not, citations will increase.

PAY-BY-CELL

PbP also opens other opportunities for improved customer service. Among those is pay-by-cell (PbC). PbC is an additional payment option now available, thanks to advances in wireless communication. PbC providers will set up a payment program at no cost to the City, in exchange for user-paid convenience fees (usually 35 cents per transaction). Drivers register with the service provider, placing a credit card on file for payment, which enables them to use their cell phone to pay for parking. Smart phone users can use a mobile app. Cell phone users can call the vendor and enter the appropriate location code and/or their license plate number, and select the parking duration. The PbC vendor deposits the parking fees into the facility's established bank account, keeping the convenience fees.

Enforcement is done by viewing a web-based report of paid transactions provided by the PbC vendor, which can interface with multi-space meter payment reports and in this case, will interface with the mobile LPR software, as the license plate would be used as the identifying credential. PbC data can also be viewed on web-based enforcement handhelds.

It is true that PbC will be used more frequently when it is the same people parking on a daily basis. However, increasingly the presence of QR codes or other snapshot mechanisms on signs can make PbC more user friendly to visitors. Thereby improving customer service as PbC allows customers to bypass any queuing that may occur at a kiosk on a busy day, see Figure 18.

Figure 18: Parking Queue during Pumpkins on the Pier October 24, 2015



Source: *Image; Walker Parking Consultants*, 2015

COMPARISON (PAY AND DISPLAY VS. PAY BY PLATE)

Table 13: Pay and Display vs. Pay by Plate

Pay & Display (P&D)	**Pay by Plate (PbP)**
Motorist Interface	**Motorist Interface**
Motorist parks car, walks to meter.	Motorist parks car, walks to meter.
Makes payment, receives receipt.	Enters license plate #.
Returns to car, places receipt in car as proof of payment.	Makes payment.
Enforcement	**Enforcement**
Receipts are manually/visually inspected by on-foot personnel.	Meters download paid license plate data. Personnel drives a mobile License Plate Recognition (LPR) vehicle, or walks with a handheld LPR unit, or manually enters license plate #s into handheld unit.
Advantages	**Advantages**
Motorist doesn't need to enter space or plate # .	Motorist doesn't need to return to car w/receipt.
No need to designate or maintain space #s.	No need to designate or maintain space #s.
More cars fit on street without marked spaces.	More cars fit on street without marked spaces.
Option to allow motorist to use receipt to park in different locations if time hasn't expired.	Motorist can add time from any meter in system.
Safety/PR benefit of enforcement personnel walking the streets/inspecting vehicles.	Option to allow motorist to repark in different space if time hasn't expired.
Enforcement requires no hardware or software.	Easily integrates w/Pay by Cell system.
	Mobile LPR is an extremely efficient enforcement tool.
Challenges	**Challenges**
Motorist needs to return to car w/receipt.	Motorist needs to remember and correctly enter plate # into meter.

Source: *Walker Parking Consultants*, 2016

POSSIBLE OPERATIONAL AND CAPITAL IMPROVEMENTS RECOMMENDATIONS

- In tandem with the parking pricing recommendations, create a system of parking signage and guidance to communicate to parkers the price and availability of parking.
- Implement an event parking plan to address parking demand not just for The Classic at Pismo Beach Car Show, but all busy summer weekends.

- Implement the Pedestrian and Bike Circulation measures, consistent with the Downtown Strategic Plan. Parking availability is always a function of walking distances. Plans such as the Promenade Extension not only effectively increase the supply of convenient parking, they also provide (driving and) parking alternatives as well as an additional destination for visitors.

- Create sinking funds to properly maintain existing off-street parking facilities and contribute to parking improvements to the extent possible. We typically recommend that cities set aside $20± per space per year to cover typical repairs and maintenance for surface parking.

RECOMMENDATION TO PROVIDE OPEN SPACE – AND PARKING – AT THE PIER LOT

The plan to build a Pier Plaza including replacement of surface parking spaces with subterranean parking spaces is an effort, not only to strengthen the Pier as a one-of-a-kind landmark, but to identify the best use for what some stakeholders called the most valuable location in the City. Nonetheless, we project that the Plan as currently envisioned cannot be fully funded by current or future revenue generated from public parking or the City's parking in lieu fee program.

We project that a number of parking spaces in the Pier Lot could be reduced and replaced with open space, with replacement parking provided in the City's Main/Dolliver Street lot, without negatively impacting the number of visitors accessing the Pier and patronizing local businesses.[9] However, such a measure should be implemented carefully and likely over time taking into account the following recommended measures and considerations.

SIGNAGE RECOMMENDATIONS

Perhaps the easiest and most obvious step by way of a recommendation is to implement a signage program, one that would direct visitors to empty spaces throughout downtown. This would not only alleviate demand in the core areas, but would also ease the traffic that occurs while visitors are looking for a parking space close to the beach.

There are several signage systems that can be implemented. The City has already begun experimenting with traditional static signs that aim to direct motorists to public lots. Another option is a dynamic signage system. Much like parking guidance systems for parking structures, which tell motorists how many spaces are open in each level of a garage, an on-street dynamic sign system could direct motorists to different public lots and provide them information about space availability. Figure 19 below is an example of an on-street parking guidance system.

[9] We recognize that such recommendations could have implications with regard to the regulations of the California Coastal Commission (CCC) and the needs of the new restaurants at 101 Pomeroy, which were not open at the time Walker performed its off-peak occupancy counts in October. These issues are discussed in further detail in the body of the report.

Figure 19: Example of Dynamic Signage



Source: *Image; Swarco City-Guidance System, 2015*

Of course, a dynamic signage system is more costly than just traditional static sign, but it is an option to consider, especially since traffic can get backed up downtown. This of course is not a cure all, but it may alleviate some traffic by reducing circling for parking.



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