



**DATE:** June 12, 2018

**CATEGORY:** New Business

**DEPT.:** Community Development

**TITLE:** **Levi's Stadium Parking Pilot Program Update and Modifications**

### **RECOMMENDATION**

1. Authorize the City Manager or his designee to extend an agreement with the California Farmers' Markets Association for the temporary use of Parking Lot 12 on Sunday Levi's Stadium events for up to another three years.
2. Discontinue the Levi's Stadium Parking Pilot Program.

### **BACKGROUND**

In July 2014, the City Council authorized a Levi's Stadium Parking Pilot Program (Program) in anticipation of the stadium's projected reliance on regional transit facilities and potential impact on downtown Mountain View and the surrounding residential neighborhoods. The pilot program included a residential parking permit program encompassing the greater downtown (both north and south of the Transit Center) where a three-hour, on-street parking time restriction was implemented. Two permits were mailed to all addresses within the program area which allowed residents to park beyond the three-hour time restriction. Meanwhile, paid parking locations were implemented at four downtown public parking facilities with a \$10 daily rate. The City hired a parking management company to staff the paid parking locations. The program went into effect on 17 stadium event days (including 10 49ers home games). The program also allowed the temporary relocation of the Sunday Farmers' Market from the Caltrain parking lot to Parking Lot 12 (California Street at Bryant Street) on stadium event days.

After the end of the program's first year, the City Council reviewed the pilot program and extended it for another year—2015, with modifications based upon the parking demand. The residential parking permit program was revised with a smaller boundary (Attachment 1) and the number of paid parking locations was reduced from four locations to one location. The City utilized its own staff to run the paid parking

program. The program was further modified to include only 49ers home games (10 events) while the Farmers' Market continued the temporary move on Sunday stadium event days to Parking Lot 12. The City also implemented the pilot program on February 7, 2016—Super Bowl 50, with modifications to the paid parking program. The paid parking fee was increased to \$20 and three public parking facilities were identified for paid parking. Also, street closures surrounded the Transit Center.

In June 2016, the City Council reviewed the pilot program again, extending the program for a third year, but with more modifications (Attachment 2). The residential parking permit program continued with the same boundaries as the previous year, but no paid parking locations were provided. The residential parking permit program continued on 49ers home games (10 events) to ensure the residential neighborhoods surrounding the Mountain View Transit Center have available on-street public parking until there was more certainty regarding implementation of the City's Residential Parking Permit Program, which is different from the Levi's Stadium Parking Pilot Program. The purpose of the Citywide program is to provide relief for neighborhoods that are affected by overflow parking by nonresidents from adjacent uses. The Farmers' Market was also allowed to continue the temporary use of Parking Lot 12 on Sunday Levi's Stadium event days through June 2019.

Most recently, the Levi's Stadium Parking Pilot Program was extended in August 2017 for a fourth year with no paid parking and the same residential parking permit program as the previous year. However, only eight 49ers home games were covered under the program. During the fourth year, staff received no comments from the community. Also, the Farmers' Market continued to relocate on Sunday stadium event days.

## ANALYSIS

The purpose of this Council report is to provide a summary overview of the Levi's Stadium Parking Pilot Program's four-year implementation period. Staff monitored and tracked the program through paid parking permits and parking enforcement information. Based on that experience, staff recommends discontinuing the program prior to the start of the 2018-19 49ers season (there are 10 home games scheduled with four weekday games and six weekend games).

Overall, staff believes parking demands on Levi's Stadium event days do not generate enough of a demand to sustain the parking pilot program. When the paid parking locations were implemented, the demand for parking on stadium event days was low—19 percent for the first year and 26 percent of the one lot in the second year. The revenue generated from the paid parking program was not enough to recover the costs

incurred for the first two years (including the Super Bowl 50 event). Approximately 23 parking citations were issued per event for the first year and 28 citations per event for the second year. Parking challenges only occurred on weekday stadium events. The events conflicted with downtown weekday parking demands (i.e., downtown employees and Transit Center users) where most of the downtown public parking facilities were already at or near capacity.

After the paid parking locations were removed and the residential boundaries were reduced to the current boundaries, parking enforcement was not an issue. Approximately six parking citations per event were issued in 2016 and 10 citations per event in 2017. This compares to a normal weekday/weekend, where an average of 21 citations are issued per day (based on a five-year average from 2013 through 2017). Like the first two years, parking challenges continue to occur on weekday events due to the downtown weekday parking demands. On the weekends, San Francisco Giants home games generated a greater parking demand than Levi's Stadium events. The program also continued to generate operating expenses – creating new signs with new program dates and purchasing and mailing new residential parking permits cost approximately \$12,000 (not including staff time) for the two years (or 18 event days).

**Table 1: Levi's Stadium Parking Pilot Program Summary**

	2014-15	2015-16	February 6, 2016 Super Bowl 50	2016-17	2017-18
<b>Number of Stadium Events</b>	17 Events	10 Events	1 Event	10 Events	8 Events
<b>Total Number of Residential Permits Issued (estimated)</b>	3,930	1,640	N/A	1,640	1,640
<b>Paid Parking Locations</b>	Four Locations: <ul style="list-style-type: none"> <li>• Parking Structure 1</li> <li>• Parking Lot 4</li> <li>• Parking Lot 8</li> <li>• Parking Lot 9</li> </ul>	One Location: <ul style="list-style-type: none"> <li>• Parking Lot 9</li> </ul>	Three Locations: <ul style="list-style-type: none"> <li>• Parking Structure 1</li> <li>• Parking Structure 3</li> <li>• Parking Lot 9</li> </ul>	N/A	N/A
<b>Paid Parking Fee</b>	\$10 per Vehicle	\$10 per Vehicle	\$20 per Vehicle	N/A	N/A

	2014-15	2015-16	February 6, 2016 Super Bowl 50	2016-17	2017-18
<b>Average Parking Occupancy per Event</b>	19%	26%	16%	N/A	N/A
<b>Average Number of Paid Parking Permits Sold per Event</b>	91 (Total Sold: 1,547)	24 (Total Sold: 235)	Total Sold: 130	N/A	N/A
<b>Average Number of Parking Citations Issued per Event</b>	23	28	No citations reported.	6	10
<b>Program Cost</b>	\$61,500	\$11,000	\$4,000 (not including PD costs)	\$6,000	\$6,000
<b>Adjusted Gross Revenue to the City</b>	\$10,384	\$2,350	\$1,662	N/A	N/A
<b>Net Program Cost (not including staff time)</b>	\$51,116	\$8,650	\$2,338	\$6,000	\$6,000

## Outreach

Staff reached out to several downtown groups—Downtown Committee, Central Business Association, and the Old Mountain View Neighborhood Association (OMVNA) for their input on the program. The Downtown Committee and Central Business Association are in support of removing the program because the Monday-through-Friday parking demands continued to be greater than Levi's Stadium event parking demands.

Meanwhile, the OMVNA—Parking Subcommittee collected input from their residents. Over the past four years of the Levi's Stadium Parking Pilot Program, it was not clear if

there was a wide benefit of the program. Monday-through-Friday parking demands continued to have the most impact to the neighborhoods. The subcommittee believes the Residential Parking Permit Program is too complex and should be a simpler process. Last, if the City recommends discontinuing the Levi's Stadium program, the subcommittee requests there be a public review of the program at a City Council meeting to allow residents to provide input.

### **Farmers' Market**

Staff will continue to work with the Farmers' Market to ensure they have a temporary location on Sunday stadium event days. Until any development of Parking Lot 12 is approved by the City Council and ready to proceed with construction, staff recommends continuing an agreement with the Farmers' Market for the use of Parking Lot 12 on Sunday stadium event days for another three years. Staff will begin the process of discussing and identifying alternative locations after a plan and timeline for Parking Lot 12 are finalized.

### **FISCAL IMPACT**

Over the past four years, the Levi's Stadium Parking Pilot Program cost the City \$88,500. Costs were lower after the first year due to modifications in the pilot program and start-up costs (i.e., mounting poles for street signage, manufacturing directional signs) covered in the first year. However, during the two years of implementing paid parking, there was not enough revenue to cover the program costs. The costs were shared between the Parking Maintenance and Operations Assessment District (Parking District) and General Fund Reserve.

### **CONCLUSION**

Based on the four years of implementing the Levi's Stadium Parking Pilot Program, staff recommends discontinuing the program. Monday-through-Friday parking demands generated from downtown visitors and employees and Transit Center users continues to be the primary challenge for the City's downtown public parking system. Discontinuing the program will allow staff to focus more on implementation of parking programs to address those parking demands. In addition, the City's Residential Parking Permit Program, which was implemented in May 2017, is available for neighborhoods that see a need for permit parking on stadium event days. If Council discontinues the Levi's Stadium Program, staff will remove the Levi's Stadium street signage before the start of the 2018-19 49ers football season. However, staff will continue to work with the Sunday Farmers' Market to ensure they have a location on Sunday Levi's Stadium events.

**ALTERNATIVES**

1. Continue with the implementation of the current Levi's Stadium Parking Pilot Program with the residential parking permit program during the 2018-19 49ers football season—10 games beginning August 9, 2018 through December 23, 2018. If City Council chooses this alternative, program implementation would cost \$6,000 (\$2,000 from the Parking District and \$4,000 from the General Fund Reserve), and the program funding would be added to the Fiscal Year 2018-19 budget.
2. Provide other direction for the Levi's Stadium Parking Pilot Program.

**PUBLIC NOTICING**

Agenda posting and notices were mailed to residents within the current program boundaries. A copy of the report was sent to the Central Business Association, the Downtown Committee, and the OMVNA.

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- Attachments:
1. Levi's Stadium Parking Pilot Program Map
  2. June 7, 2016 City Council Report
  3. Downtown Mountain View Parking Map