



**DATE:** July 1, 2014

**CATEGORY:** Unfinished Business

**DEPT.:** Community Development/Public Works

**TITLE:** **Levi's Stadium Impacts to Downtown – Stadium Event Day Parking Pilot Program**

### **RECOMMENDATION**

1. Approve a proposed stadium event day parking pilot program consisting of a paid parking system in the downtown public parking facilities and a permit parking pilot program for residential neighborhoods during events at Levi's Stadium in Santa Clara from August 2014 to May 2015.
2. Introduce an Ordinance Amending Section 19.92.1 of the Mountain View City Code Related to Parking in City Parking Lots, to be read in title only, further reading waived (Attachment 1 to the Council report).
3. Adopt a Resolution Establishing Parking Restrictions in the Downtown and Surrounding Residential Areas, Including Castro Street and City Parking Lots, During Events at Levi's Stadium in Santa Clara, to be read in title only, further reading waived (Attachment 2 to the Council report).
4. Adopt a Resolution Amending the City of Mountain View Master Fee Schedule to Include a Paid Parking Fee During Events at Levi's Stadium in Santa Clara for Fiscal Year 2014-15, to be read in title only, further reading waived (Attachment 3 to the Council report).
5. Appropriate \$48,000 in the Parking Maintenance and Assessment District Fund for the operation of a paid parking system during events at Levi's Stadium. (Five votes required)
6. Appropriate and transfer \$37,000 from the General Fund Reserve to the General Operating Fund for the operation of a permit parking program during events at Levi's Stadium. (Five votes required)

7. Authorize the City Manager or his designee to execute an agreement with a parking management company to operate and manage a paid parking system during events at Levi's Stadium.

## **BACKGROUND**

Levi's Stadium is scheduled to open in August 2014 with 17 events currently scheduled at the stadium from August 2014 through April 2015 (see Attachment 4 for a list of stadium events). The Santa Clara Stadium Authority developed a Traffic Management and Operations Plan to facilitate and encourage the use of transit on stadium event days. However, the increased reliance on regional transit facilities could impact downtown Mountain View and the surrounding residential neighborhood due to the anticipated use of Mountain View's Transit Center.

The Transit Center is in a unique position where the Valley Transportation Authority (VTA) provides stadium patrons direct light rail service to the stadium while Caltrain provides transit users a transfer point to VTA's light rail. VTA estimates that 2,600 to 3,400 customers may choose public transit and transfer from Caltrain to VTA in Mountain View. It is currently estimated that approximately 500 to 600 cars will park and ride from downtown Mountain View to Levi's Stadium. The Caltrain parking lot can accommodate 330 vehicles, leaving approximately 170 to 270 vehicles to park in nearby parking facilities.

At the June 17, 2014 City Council meeting, Council discussed the impacts Levi's Stadium could have on downtown Mountain View. Based upon the projections from VTA and the current parking demands in the downtown, as well as dialogue with the Downtown Committee, staff recommended the implementation of a stadium event parking pilot program through timed parking restrictions in certain downtown public parking facilities and on Castro Street, and the temporary relocation of the Sunday Farmers' Market on stadium event days. Council approved the temporary relocation of the Farmers' Market, but directed staff to formulate a paid parking program in all the downtown public parking facilities during the first year of the stadium's operation in conjunction with a residential parking permit program.

## **ANALYSIS**

Based upon City Council direction, staff created a revised stadium event parking pilot program that could be implemented during the first year of the stadium's operation. The program would consist of paid parking pilot program for stadium event patrons, timed parking restrictions for downtown visitors, and a parking permit pilot program

for the surrounding residential neighborhoods. Staff would evaluate the program during and after the first year of the stadium's operation, solicit input from residents and businesses, and return to the Downtown Committee and City Council with proposed long-term recommendations.

### **Paid Parking Pilot Program**

Paid parking would go into effect at the following public parking facilities on stadium event days from August 2014 through May 2015: Parking Structures 1 and 3, and Parking Lots 2, 4, 5, 6, 7, 8, 9, 11, and 12 (see Attachment 5). Approximately 1,400 parking spaces would be available for all-day parking. However, for 6 of the 17 stadium events, Parking Lot 12 will not be available due to the temporary relocation of the Sunday Farmers' Market, reducing the number of parking spaces available to approximately 1,240.

To accommodate downtown visitors, staff proposes timed parking restrictions at those same parking lots/structures. Currently, timed parking restrictions are in effect Monday through Friday from 8:00 a.m. to 5:00 p.m. for one hour on Castro Street and two hours in the public parking lots/structures (except for Parking Lot 11 with a three-hour time limit). On stadium event days, parking would be restricted at the 11 public parking lots and structures to provide available parking for downtown visitors as follows:

- Weekday Events: Three-hour time limit from 5:00 p.m. to 10:00 p.m.
- Weekend Events: Three-hour time limit from 8:00 a.m. to 10:00 p.m.

Staff recommends a three-hour time limit because it is long enough for downtown visitors to eat and shop in the evenings and weekends and too short for stadium event patrons to travel to and from the stadium and attend an event. The timed restrictions would not apply to the Civic Center parking garage. Also, Castro Street would still have the one-hour timed restriction on stadium event days. The Police Department would enforce the timed parking restrictions, citing cars that exceed the three-hour time limit. However, permits would be provided to Farmers' Market vendors to park over the three-hour limit in Parking Structure 3. The Parking District permits would also be valid.

The Mountain View City Code authorizes the City Council to restrict parking on City streets and in public parking lots/structures. In addition, the City Manager is currently authorized to issue parking permits to residents, businesses, and employees of

businesses within the Parking District for City-owned parking lots and structures within the Parking District. As part of the paid parking pilot program, staff recommends issuing permits to those persons who wish to park in these City-owned parking facilities for more than three hours on event days at Levi's Stadium. An ordinance has been prepared to include this group of individuals as persons to whom permits may be issued in order to utilize the existing permit program during the duration of the pilot program (see Attachment 1). Also, a resolution has been prepared outlining the details of the paid parking pilot program and the parking permit pilot program. It identifies all the streets and parking lots and structures where parking will be restricted on stadium event days (see Attachment 2).

Those parking for more than three hours at the downtown parking lots/structures would pay a parking fee. The pricing is proposed to be set according to the daily parking fee charged at the Caltrain parking lot, which is unknown at this time. At this time, Caltrain has not made a final determination regarding the parking fee that will be charged for event days at Levi's Stadium. It is possible that the fee will remain the daily rate of \$5.

If Caltrain chooses to not change their daily parking fee on event days or charges less than \$10, staff recommends charging \$10 per vehicle as a disincentive to use City parking facilities and to recover some of the implementation and operating costs. If, however, Caltrain increases their daily parking fee on stadium event days above \$10, the City will charge the same amount as Caltrain. Based on the estimated demand for 270 parking spaces, revenues at \$10 per vehicle fee would be \$45,900. However, this does not take into consideration any sharing of revenues for paid parking at Parking Structures 1 and 3 at 73.4 percent and 55.4 percent, respectively, to the taxing entities. In order to determine the revenue share, staff would need to know how much revenue is generated from each parking structure.

In order to implement paid parking in time for the stadium's August opening, staff recommends contracting with a parking management service company to coordinate and implement the paid parking. It is common for cities to contract with a parking company to operate and manage a paid parking program in their public parking facilities. For example, the cities of San Jose and San Mateo contract with Standard Parking and the City of Berkeley contracts with LAZ Parking.

The parking company would station parking attendants at each public parking facility to operate and manage the payment of a parking fee. To differentiate between a downtown visitor and a stadium patron, the parking attendant would facilitate the purchasing of a permit to allow the car to park in the parking facility over the allowed

time restrictions. Staff would also discuss with the parking company the possibility of implementing an online payment system to allow stadium patrons to prepay their parking permit.

For parking lots/structures with multiple entrances and exits, staff will work with the parking company to determine which entrances and exits should be closed off so there is only one point of entry and exit. The parking company would then be responsible for closing off the entrances and exits with equipment provided by the City.

Prior to the first August event, staff would install permanent regulatory signage at the entrance of all parking facilities outlining the stadium event day timed restrictions. Meanwhile, staff would place temporary directional signs around the downtown and key locations (i.e., Shoreline Boulevard) to direct stadium patrons to the public parking facilities. If the event is on a weekday, the signs would be placed the morning of the event and if the event is on the weekend, the signs would be placed on the Friday before the event.

### **Parking Permit Pilot Program**

In the residential neighborhoods surrounding the downtown commercial core and Transit Center, staff proposes a stadium event day permit pilot program with a limit of three-hour parking on-street between the hours of 8:00 a.m. and 10:00 p.m. on stadium event days. The goal of the permit program is to ensure that on-street parking in those neighborhoods remains available for residents. The proposed permit area encompasses approximately 2,500 addresses in the following neighborhoods (see Attachment 6):

- The greater downtown neighborhood from Evelyn Avenue to the north, Calderon Avenue to the east, El Camino Real to the south, and Shoreline Boulevard to the west.
- The Willowgate Street neighborhood from Central Avenue to the north, Highway 85 to the east, Willowgate Street to the south, and Moffett Boulevard to the west.
- The Jackson Street neighborhood from Stierlin Road/Central Avenue to the north (Windmill Park Lane is a private street), Moffett Boulevard to the east, Washington Alley to the south, and Shoreline Boulevard to the west.
- The businesses along Moffett Boulevard in those defined neighborhoods would also be eligible for a permit.

Each household and business would be mailed two parking permits. The permits would be valid on event days during the first year of the stadium's operation. If a business or household requires extra permits, they would need to come to City Hall with proof of residence or a business license and a justifiable reason why they need more permits.

Prior to the first stadium event, approximately 150 permanent regulatory signs outlining the stadium event day parking regulations would be placed throughout the neighborhoods. Staff believes that approximately half of the signs could be placed on existing poles and streetlights. The Police Department will enforce the three-hour time limit.

### **FISCAL IMPACT**

The recommended paid parking program is estimated to generate approximately \$46,000 (before any revenue sharing). Implementation of a stadium event parking pilot program is estimated to cost approximately \$85,000. The cost includes hiring a parking management services company, a sign program for the directional and regulatory signs, the start-up costs for the permit program, and Police enforcement. An appropriation in the Parking District and General Operating Fund would be necessary to implement the program. Revenues from the paid parking pilot program may offset the pilot program costs, but an accurate revenue projection is uncertain until there is some experience with the pilot program.

Based upon preliminary discussions with a parking management services company, the cost to manage paid parking for one stadium event is approximately \$2,000 (five hours of paid parking with one parking attendant per paid parking location—11 total locations and one parking manager overseeing the operations) or an estimated total of approximately \$34,000 for all 17 currently scheduled stadium events.

Meanwhile, three Police Assistants would enforce the proposed timed parking restrictions in the public parking facilities and surrounding residential neighborhoods during stadium events. Police enforcement would begin three hours prior to the start of the event through three hours after the event begins, for a total of six hours. The cost to enforce the time restrictions is approximately \$360 per stadium event or an estimated total of approximately \$6,000 for the 17 stadium events. Thirty-four percent (34%) of the costs would be paid for by the Parking District and 66 percent by the General Fund. Signage for the paid parking pilot program and parking permit pilot program would cost approximately \$30,000. Fifteen percent (15%) of the costs would be paid for by the Parking District and 85 percent by the General Fund.

In addition, approximately 33 barricades are needed to close off multiple entry and exit points in the public parking lots/structure. The cost is \$150 per barricade or an estimated total of approximately \$5,000. For the parking permit pilot program, the permits cost \$3,000 to produce, and mailing the notices and parking permits would cost approximately \$2,000. Lastly, staff is requesting an additional \$5,000 to be used toward additional expenses that may arise during the implementation of the pilot programs.

A summary of estimated costs for the first year of the stadium event day parking pilot program as follows:

Parking Attendants	\$34,000
Parking Enforcement	6,000
Signage Program	30,000
Barricades	5,000
Permits	3,000
Mailing Notices/Permits	2,000
Miscellaneous Contingency	<u>5,000</u>
Total Estimated Costs	<u>\$85,000</u>

### ALTERNATIVES

1. Reduce the number of paid parking locations from 11 to the following four locations: Parking Structure 1, and Parking Lots 4, 8, and 9. The four locations would provide 552 parking spaces to stadium patrons and three of the four locations are in close proximity to the Transit Center. The same pricing structure outlined in the paid parking section of the Analysis section would be used. If Caltrain increases their daily parking fee to greater than \$10 on stadium event days, the City will charge the same amount as Caltrain. If Caltrain charges the standard \$5 up to \$10, staff recommends charging \$10. This alternative to manage paid parking in the four locations would reduce the cost of parking attendants and barricades and would be an estimated savings of approximately \$26,400. The projected revenues would be for the same estimated 270 spaces at \$10, or approximately \$45,900 (less 73.4 percent of the revenues generated in Parking Structure 1).
2. Do not implement paid parking in Parking Structure 3 to accommodate Farmers' Market and Civic Center patrons. A timed parking restriction of three hours

during a stadium event would still be in effect and enforced at the parking structure. This would save approximately \$2,600.

3. Do not implement paid parking and instead implement timed parking restrictions in all the public parking facilities. The same timed parking restrictions outlined in the paid parking section of the Analysis section would be used – three-hour time limit on weekdays from 5:00 p.m. until 10:00 p.m. and three-hour time limit on weekends from 8:00 a.m. until 10:00 p.m.
4. Reduce the proposed area of the residential permit parking program to a five-block radius around the Mountain View Downtown Transit Center.
5. Do not implement a parking permit pilot program in the residential neighborhoods.
6. Provide other direction on the stadium event day parking pilot program.

### **PUBLIC NOTICING**

Agenda posting and a copy of the report was sent to the Central Business Association, Chamber of Commerce, and Downtown Committee. In addition, notices were mailed to all the affected residents and downtown businesses. Staff has received numerous e-mails on the issue and met with the Old Mountain View Neighborhood Association – Parking Subcommittee to give them an update and receive input from them.

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- Attachments:
1. Ordinance
  2. Resolution
  3. Resolution
  4. Levi's Stadium Event Schedule, August 2014 Through April 2015
  5. Downtown Parking Map
  6. Proposed Residential Permit Program Map
  7. June 17, 2014 City Council Report

cc: Central Business Association

Downtown Committee

Mountain View Chamber of Commerce

PC – Nowaski, TBM, TP, CTE, PWD, PCE – Arango, STE