



DATE: June 7, 2016

CATEGORY: Consent

DEPT.: Community Development

TITLE: **Levi's Stadium Parking Program Update**

RECOMMENDATION

1. Extend the Levi's Stadium Parking Program from July 1, 2016 through June 30, 2017 with the residential parking permit program.
2. 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 1 to the Council report).
3. 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 from July 1, 2016 through June 30, 2019.

BACKGROUND

In July 2014, the City Council authorized a Levi's Stadium Parking Pilot 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) and four paid parking locations. The program went into effect on 17 stadium event days. 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.

In April 2015, the City Council reviewed the pilot program and extended it for another year based upon parking demand (Attachment 2). The residential parking permit program was revised with a smaller boundary and the number of paid parking locations was reduced from four locations to one location. The program was further modified to include only 49er home games 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 (fee increase and number of paid parking lots) and street closures surrounding the Transit Center.

ANALYSIS

The purpose of this Council report is to provide a summary overview of the pilot program's two-year implementation period and outline options regarding the future of the program. Staff monitored and tracked the program through paid parking permits and parking enforcement citations.

Overall, the demand for parking on stadium event days was low—19 percent parking demand for the first year and 26 percent in the second year, with Super Bowl 50 generating 16 percent parking utilization. Parking challenges only occurred on weekday stadium events because the events conflicted with downtown weekday parking demands where most of the downtown public parking facilities were already at or near capacity. A majority of the expenses for the pilot program occurred in the first year due to the on-street parking signage and paid parking operations. Meanwhile, the revenue generated from the paid parking program was not enough to recover the costs incurred. Below is an overview of the program over the past two years, including the Super Bowl 50 event:

	2014-15 Pilot Program	2015-16 Pilot Program with Modifications	February 6, 2016 Super Bowl 50
Number of Stadium Events	17 Events	10 Events	1 Event
Total Number of Residential Permits Issued (estimated)	3,930	1,640	N/A
Paid Parking Locations	555 Parking Spaces <ul style="list-style-type: none"> • Parking Structure 1 (Bryant Street between West Evelyn Avenue and Villa Street) • Parking Lot 4 (Hope Street between West Evelyn Avenue and Villa Street) • Parking Lot 8 (Hope Street between West Evelyn Avenue and Villa Street) • Parking Lot 9 (West Dana Street between Hope and View Streets) 	90 Parking Spaces <ul style="list-style-type: none"> • Parking Lot 9 (West Dana Street between Hope and View Streets) 	808 Parking Spaces <ul style="list-style-type: none"> • Parking Structure 1 (Bryant Street between West Evelyn Avenue and Villa Street) • Parking Structure 3 (California Street at Bryant Street) • Parking Lot 9 (West Dana Street between Hope and View Streets)
Paid Parking Fee	\$10 per Vehicle	\$10 per Vehicle	\$20 per Vehicle
Average Parking Occupancy per Event	19%	26%	16% (occupancy for the one-day event)
Average Number of Paid Parking Permits Sold per Event	91 (Total Sold: 1,547)	24 (Total Sold: 235)	Total Sold: 130
Average Number of Parking Citations Issued per Event	23	28	N/A
Program Cost	\$61,500	\$11,000	\$4,000 (not including PD costs)
Adjusted Gross Revenue to the City	\$10,384	\$2,350	\$1,662
Net Program Cost	\$51,116	\$8,650	\$2,338

2016-17 Levi's Stadium Events

Based on the past two years of the parking program, parking demands on Levi's Stadium event days do not generate enough of a demand to sustain its own parking program. Monday through Friday parking demands generated from downtown visitors and employees and Transit Center users continues to be the challenge for the City's downtown parking system. Levi's Stadium currently has eight non-football events scheduled from June 2016 through September 2016 with most of the events held on a Saturday (one event is scheduled for a Friday). Meanwhile, ten (10) 49er home games are scheduled at Levi's Stadium from August 2016 through the beginning of January 2017. Seven of those games are scheduled for Sunday and the remaining three are weekday games (Monday, Thursday, and Friday).

Staff is recommending a continuation of the parking program from July 1, 2016 through May 31, 2017, with modifications to the program. The residential parking permit program with the same boundaries used in the previous year (2015-16— Attachment 3) should continue during the 2016 49ers season to ensure the residential neighborhoods surrounding the Mountain View Transit Center have available on-street public parking. Until there is more certainty regarding the proposed Residential Parking Permit Program, the Levi's Stadium residential permit program should continue.

Meanwhile, *staff recommends discontinuing the paid parking program.* Based on the demand for paid parking, the Caltrain parking lot with 330 parking spaces could absorb the parking demand. Caltrain reports the Mountain View Transit Center parking lot has not been at capacity on weekend stadium event days. (No formal tracking of the parking capacity was completed by Caltrain.) Staff will coordinate with VTA and Caltrain to ensure the community and stadium patrons understand changes to the City's parking program and where to park on stadium event days.

Lastly, the City should continue the Farmers' Market agreement for another three years to ensure the Farmers' Market has a temporary location on Sunday stadium event days. The Farmers' Market will continue to need a temporary location of the market on Sunday stadium event days. Until any development of Parking Lot 12 breaks ground, which would be at least several years away, staff recommends continuing the relocation.

FISCAL IMPACT

The initial year of the Levi's Stadium Parking Pilot Program cost the City approximately \$61,500 and \$15,000 in the second year (not including Police Department costs for Super Bowl 50). Costs were significantly lower the second 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. The costs were shared between the Parking Maintenance and Operations Assessment District and General Fund Reserve.

Implementing a modified parking pilot program for a third year would reduce the program costs. The current program budget has a remaining balance to fund street sign updates with the new dates and issuing new residential parking permits. Parking enforcement will be charged to the current operating budget. If the budget is insufficient to cover costs, staff will return with a budget modification at a later date.

ALTERNATIVES

1. Continue with the implementation of the current Levi's Stadium Parking Program with the residential parking permit boundaries and paid parking program (one location at Parking Lot 9—Dana Street between Hope and View Streets). This alternative would increase the program costs to \$3,000 for the implementation of the paid parking program over the ten (10) 49er home games.
2. Discontinue the residential parking permit program and paid parking program and continue the temporary Sunday Farmers' Market move.
3. Provide other direction for the Levi's Stadium Parking Program.

PUBLIC NOTICING

Agenda posting and a copy of the report was sent to the Central Business Association, the Chamber of Commerce, the Downtown Committee, and the Old Mountain View Neighborhood Association.

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- Attachments:
1. Resolution
 2. [April 21, 2015 Council Report](#)
 3. Residential Parking Permit Program Map