

Appendix B

City of Stockton, CA, Parking Operations Assessment

Project Trip # 2: Meeting Notes

April 2014

City of Stockton Current Operational Assessment & Parking Program Strategy
Trip #2: Stakeholder Engagement
February 4-7, 2014

Public Works (2/4, 2:30 – 3:15 PM)

- **Attendees:** Steve Chang, Ed Tofanelli & Spencer Butler
- Public Works currently oversees maintenance of parking meters
- Have 300-350 Duncan meters
- Would not like to go with another set of refurbished meters
- Would like to see multi space meters in core of downtown
- Spencer likes Pay by Space, Pay by License Plate
- All liked the idea of using a progressive pricing strategy
- Ed would like to see a technology solution that requires the least amount of maintenance. His crew has been cut down significantly and combined with the Streets Department.
- “Downtown Stockton Alliance is very price sensitive”; says we will hear from their membership
- Striping, signage and maintenance are big areas that PW covers
- Stockton is unionized
- Spencer has cost breakdown between Standard Parking and City staff costs for operating garages; doesn’t think that SP’s quality locally meets the City’s standards
- Public Works staff spend most of their time:
 - Fixing batteries on about 30 meters per day; 2% of total meters per day require battery replacement
 - Vandalism
 - Signage
 - Painting
- Observe very high on-street turnover near P&G, 100 square, County building, San Joaquin, Weber and Minor
- Report a real problem with County employees getting handicapped placards that don’t really need them

Police Department (2/5, 3:15 – 4:00 PM)

- **Attendees:** Lt. Flesher
- Stockton PD handles parking enforcement
- “We are at least 20 years behind in our technology for parking”
- PD doesn’t have any license plate recognition software
- PD is very open to turning over enforcement to someone else; staffing reductions are “killing them”
- Englewood/Duncan is what they currently have for enforcement; going with Data Ticket
- Current meters are “junk”
- Enforcement
 - Only enforce on-street
 - Not allowed to enforce in garages
 - CPD does not have enforcement authority
 - No one enforces in surface lots
 - CPD has courtesy notices but that’s their only tool

- Boot/Tow currently?
 - No booting allowed
 - Towed after 5 tickets
- Safety
 - Don't do any additional safety checks
 - Spencer's people rove around and check
- High traffic areas
 - Welfare building
 - Courthouse
 - Hunter's Square was a big money maker (where new Courthouse is going; might be)
 - There may be a new garage to go along with new Courthouse building
- Tickets
 - Meters violations account for about 50% of total tickets; other high ticket areas include:
 - Parallel parking
 - "White Zone" – lots of these but he doesn't know why they are where they are (i.e., eye doctor, Courthouse) <-- this is something to look at; what is the policy backing on this?
 - Time restricted
 - Total tickets per year: down to 14,000 from 30,000 due to staffing reductions
 - Used to have a "Parking Violation Deputy" (PVD); now this function is served by CSO's but they kept being laid off; difficult to keep employees because PD staff have to have extensive background checks; have been trying to hire this class of employees but they can't catch up
 - Outsourcing ticketing is legal in California
 - Four officers can issue citations but they are job sharing due to cut backs (1/3 time; Management Partners did a study said to reinstate PVD class with PVD job supervisor but this class of employees still has to help with Police functions like traffic, etc.)
 - Regular PD officers are answering 1,000 calls/day
- Funding
 - Department does not get any funding from parking
- There are regular meeting with event groups, PD, City, etc. Standard Parking attends these meetings but LaVerna (Parking Manager) doesn't anymore.

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Operations Review (2/5; 10 AM – 3 PM)

- **Attendees:** Spencer, Micah, LaVerna, Stan (Parking Attendant Supervisor), Jacque (Front office)
- *Notes from Off-Street Audit can be found in separate spreadsheet*
- Staff is unsure about when last supply/demand study was done
- Jury parking is an issue – can have up to 565 jurors. They usually come on Wed and Thursday. Parking is usually notified only one day in advance.
- Try to oversell parking assets at 10%
- Is there validation for surface lots? Everyone gets half an hour; sticker is pre-paid by businesses; 2 hour validation; movie theatre is four hours; Spencer seems unsure about how to monitor validation tickets

- Attendants make \$13k/year; \$26k per lot (2 attendants)
- 30 minutes free was in an agreement with downtown merchants – where is this documented?
- *Idea: What about doing away with validation program and implement first hour free?*
- *Question: Was the Parking Authority approved by Council, and what are the terms?*
- Parking has been moved around frequently and be under many different managers
- Spencer has some frustrations with how he feels that parking is used to incent economic development projects, i.e., French 25
- *Question for Micah: What is the process for performance reviews?*

Budgeting/Finance (2/5; 3:15 – 3:45 PM)

Attendees: Micah Runner, LaVerna Blanco

- *LaVerna said she would provide:*
 - *Management Partners report*
 - *5-6 year budget*
 - *Debt Service schedule*
 - *What is currently charged to parking – rough estimate*

Central/Standard Parking (2/5; 3:45 – 4:30 PM)

Attendees: Victor Alister, Micah Runner

- Standard has had a little more than a year of involvement
- They eliminated free/validating parking, regardless of existing deals (i.e., like with movie theater)
- \$800k in profit for 2013 (does not include debt service and may not include overhead expenses; include parking assessment)
- They implement control onsite audits; *Victor said that we can see documentation*
- They also manage on and off-street operations in San Jose, Santa Monica, San Mateo
- Upgraded controls – led to increased revenue
- May – Dec 2012 (~\$600k profit)
- Facility Manager: Cynthia (FTE), Booth Attendants (FTEs), 2 maintenance people (7-8 total)
- Put in a bid to receiver (out of 3; Central Parking) – selected because of flat management fee
- *Note: It would be good for us to talk to Kevin, the receiver representative*

City Council Member Dyane Burgos Medina (2/5, 3:45 – 4:30 PM)

- Meters are difficult – only take change
- Hears from her constituents that there is limited parking downtown
- Would like to see an option for longer validation; merchants are willing to pay and pass that on to their customers (90 mins would be ideal)
- Her main goal on Council is to recruit more market rate housing but she doesn't see what the parking options are for downtown residential
- 'Currently, downtown residents don't have anywhere to park'
- Getting people downtown at night and on the weekends is a big priority
- Touching/over the line it is \$77/ticket!
- Length on meters is an issue

Downtown Stockton Alliance Board Meeting (2/6, 4:30 – 6 PM)

- “We’ve hit the tipping point”
- Not enough police downtown
- “Our money has gone into a general fund”
- “We get hit three ways”: parking assessment, property taxes and paying for parking for our tenants/properties
- Like the idea of a Parking Enterprise Fund
- Would like to see better organizational management; too siloed currently
- Need relief from enforcement mentality
- Bring back parallel parking!
- Would like to see the private owners purchase the facilities
- We have enough spaces to accommodate us “for a while”; “it is the allocation of those spaces, accessibility and pricing that is upside down”
- Lack of strategic economic development plan
- Lack of marketing strategy
- “The City has progressed – we now have good department heads”
- Like idea of one hour free, used to have that
- “Our money should stay here and we need to avoid it being siphoned off”
- Parking needs to be taken out of the City’s hands
- 6 City Managers in the last 15 years; 5 Economic Development Directors – “so much turnover”
- “The parking assessment formula is so very confusing and we don’t know where the money goes”
- Parking assessment was sold as this would pay for the parking garage bonds – would like to see that money go directly to paying the debt service and not be siphoned off for other things
- The arena is really key to our success; please address this in your report
- County is getting special treatment and not helping out
- “Downtown Stockton is a business park”
- Q: Could they refinance the parking ramp bonds at a lower rate because of the bankruptcy? There was a bank board member that said they would do it.
- Q: “What parking is going to be provided for the big, new County building?”; County is not paying into the parking district
- Q: How does bankruptcy affect existing deals?? (For example, parking payment in perpetuity deal with County)
- Dan Court: “By the time I add it all up, I might as well buy a parking garage!”
- *Note: We need to chat with SMG – they are managing the arena and the Bob Hope Theatre.*
- What is the structure of the assessment? Does it have sunset?