



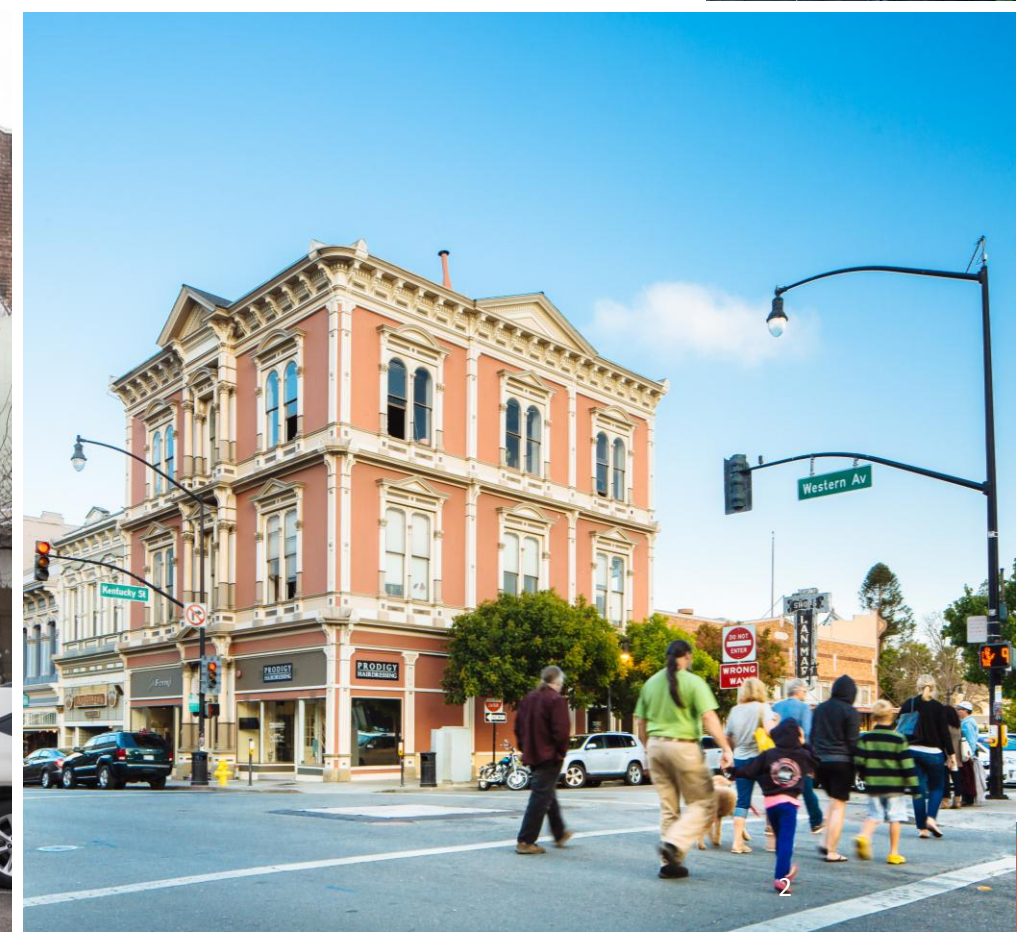
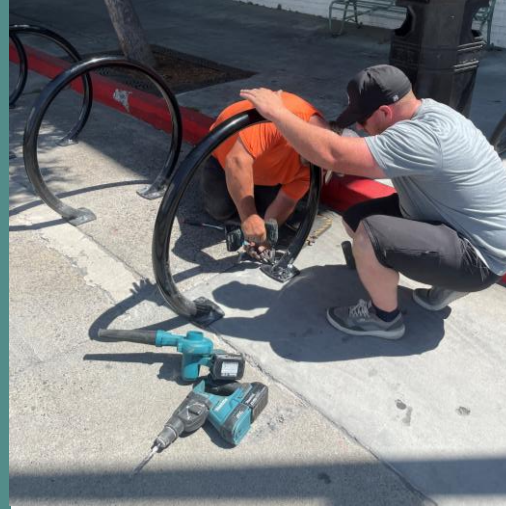
Downtown Area Parking Management Plan

CITY COUNCIL WORKSHOP

JANUARY 27, 2025

Overview

- Background
- Parking Utilization Findings
- Survey & Focus Group Findings
- Potential Strategies/Actions
- Paid Parking Analysis
- Next Steps





Background

- Council priority for FY2024/25-2025/26
- Plan funded by \$100k Metropolitan Transportation Commission grant
- Cross-departmental involvement from Public Works/Transit, Community Development, Economic Development & Open Government, & Police



Parking Management Plan Scope

- Collect data to understand how parking and curb space is being utilized.
- Engage businesses, employees, and visitors to understand travel behavior and preferences.
- Using both of the above, identify strategies to optimize parking and curb utilization **in support of a thriving downtown.**

Desired Outcomes

- Ease downtown congestion and pain points around parking, loading, deliveries, etc.; optimize curb space for various uses
- Help guide investments in downtown parking & mobility options
- Inform future development requirements
- Review and, if needed, update parking fees and regulations
- Identify actions needed to comply with state and regional policies
- **Create a vibrant and safe downtown that is accommodating to residents, visitors, employees, and businesses**

Alignment with General Plan Update Policy Frameworks



IMPROVE
MOBILITY
OPTIONS



PROMOTE
ECONOMIC
DEVELOPMENT

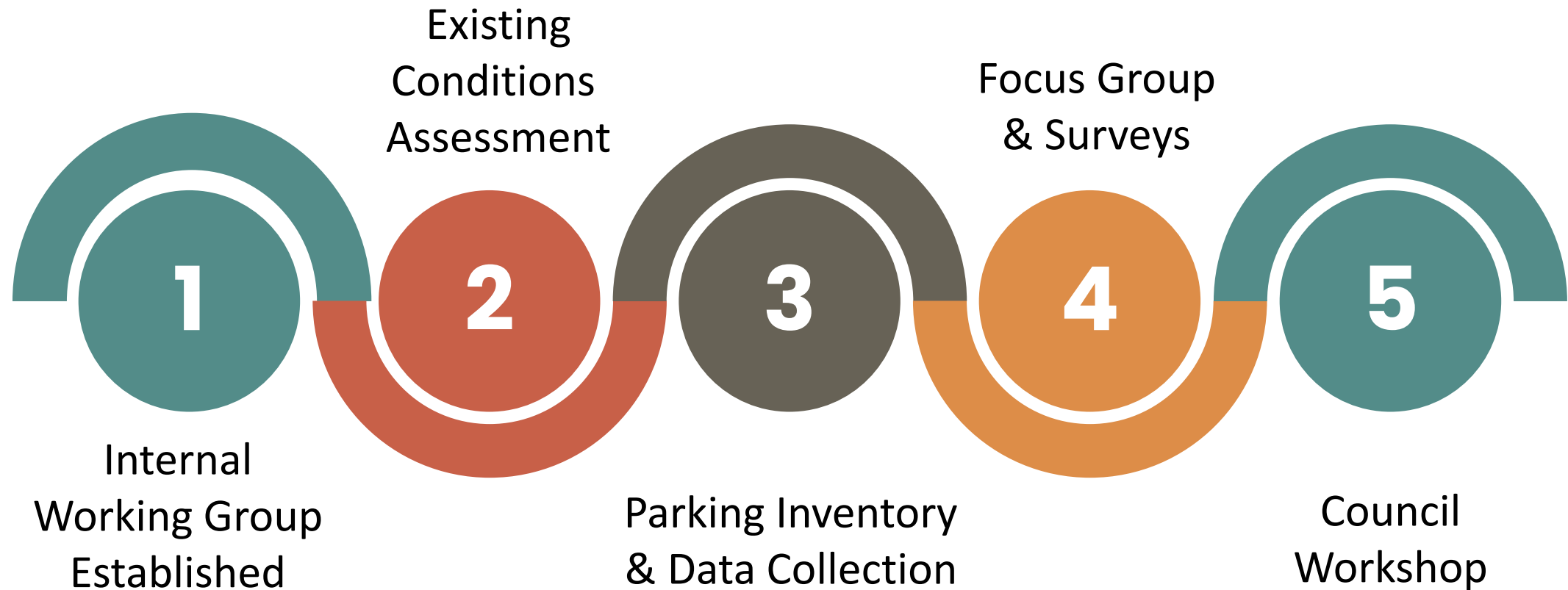


ACTIVATE
DOWNTOWN

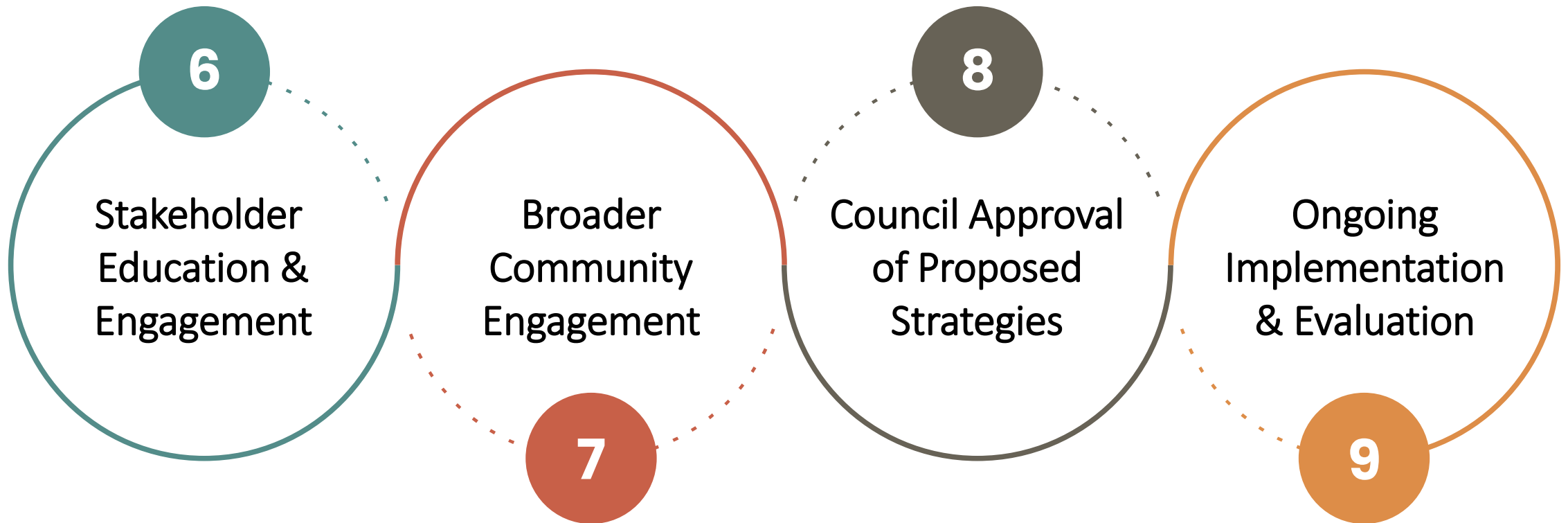


REDUCE BARRIERS
TO INFILL
DEVELOPMENT

How We Got Here



What's Next?





Workshop Goals

- Come away with a shared understanding of existing conditions, challenges, and opportunities
- Seek initial feedback on potential parking and curb management strategies
- Receive feedback on next steps including stakeholder outreach and education

Study Area

- Encompasses downtown core shopping, dining, and retail center.
- Approx. 134 acres or 0.2 square miles.





Existing Parking & Curb Regulations

- 2-hour limit on downtown streets and 4th & A Street Lot (8 AM – 6 PM, Mon – Sat)
- 4-10 hour limit in Keller Street Garage
- 23 different signs observed with varying designations (12-24-minute parking, loading, commercial deliveries, etc.)

Curb Uses



PARKING



ACCESSIBLE
PARKING



COMMERCIAL
DELIVERIES



PASSENGER
LOADING



TAXI STANDS



FOOD PICKUP



BUS STOPS



OUTDOOR
DINING/SEATING



RED CURB (FIRE
ACCESS OR
DAYLIGHTING)



BIKE LANES &
PARKING



Curb Use Challenges

- Challenges associated with delivery and loading generally, especially with proliferation of online retail, food delivery, and ride hailing apps
- Concerns about striped median on Petaluma Boulevard being used as de facto delivery/loading zone

Parking Utilization Findings

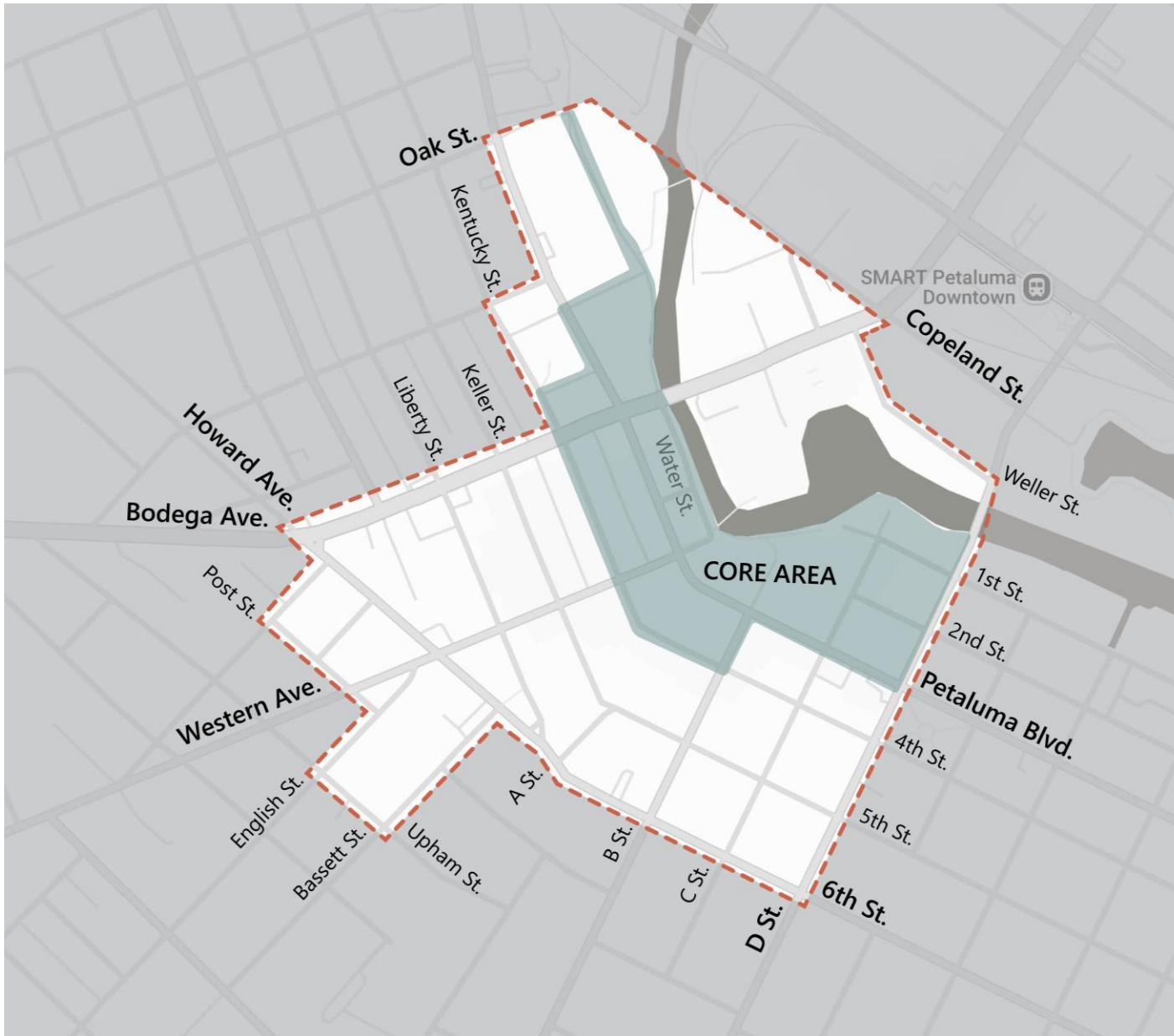
What Does Optimal Parking Utilization Look Like?

- At **85% occupancy**, 3 spaces out of every 20 are available; at least 1 space should be open on every block
- This demonstrates economic activity while ensuring an appropriate number of spaces are available to minimize “circling” for parking, a significant source of downtown congestion
- Off-street facilities and side streets absorb overflow during peaks & regular turnover is achieved through time limits and/or proper pricing



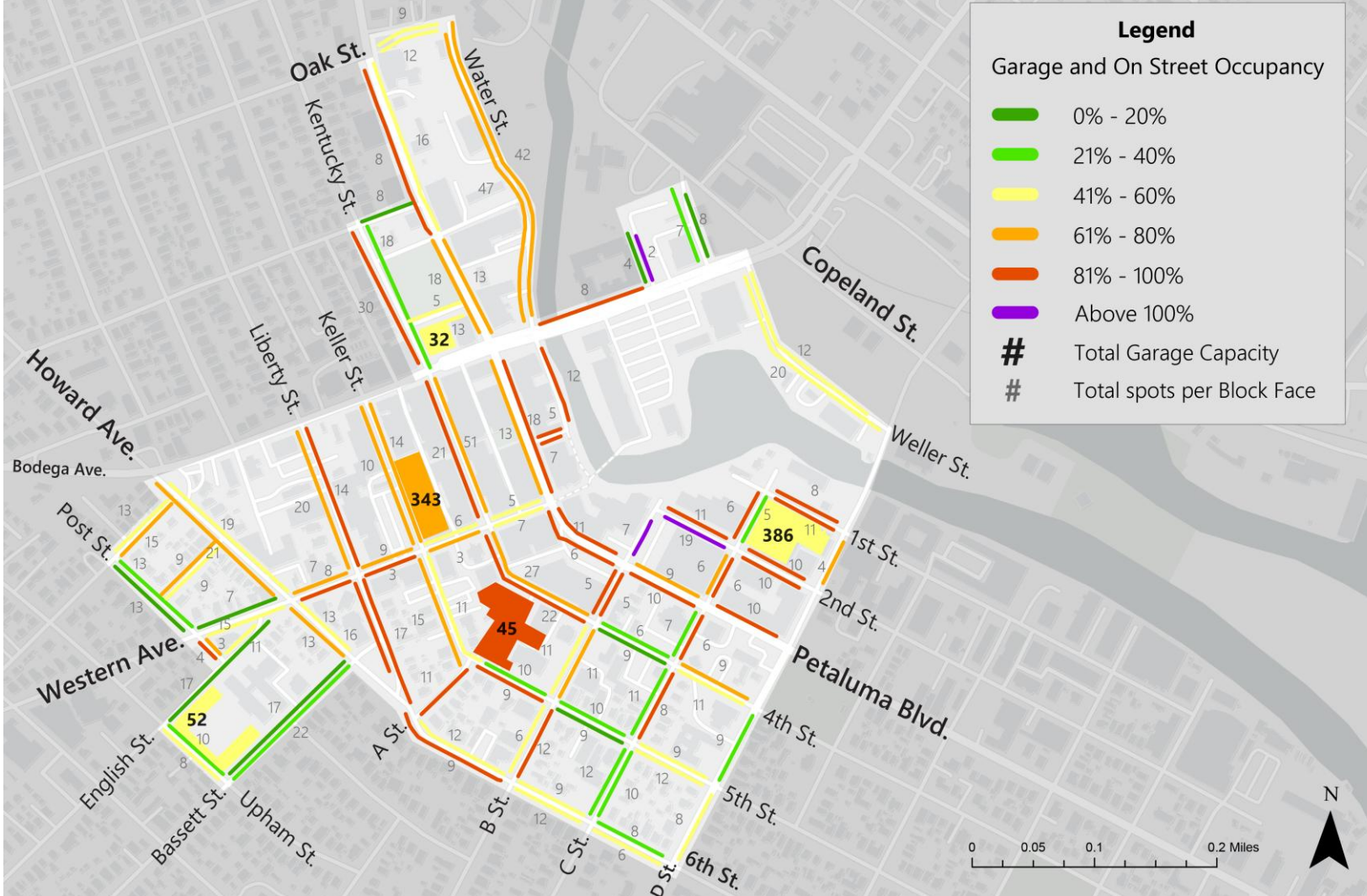
Core Parking Area

- Our attempt to define a sub-area where higher on-street utilization was observed across all counts
- Includes Theatre Square, Petaluma Mill, Petaluma Boulevard, 4th/ Kentucky Street



Downtown Petaluma Parking Inventory - Wednesday Afternoon

OCT
2024



Public On-Street & Off-Street Parking Utilization

- Wednesday afternoon (11am – 4pm) - October 2024
- On-Street Utilization: 64%
- Off-Street Utilization: 54%
- Core On-Street Utilization: 79%

Note: Number adjacent to block face indicates vehicle capacity. Areas identified as over 100% utilized are due to double parking, cars parked in red curb areas, etc.

Downtown Petaluma Parking Inventory - Thursday Afternoon

OCT
2024



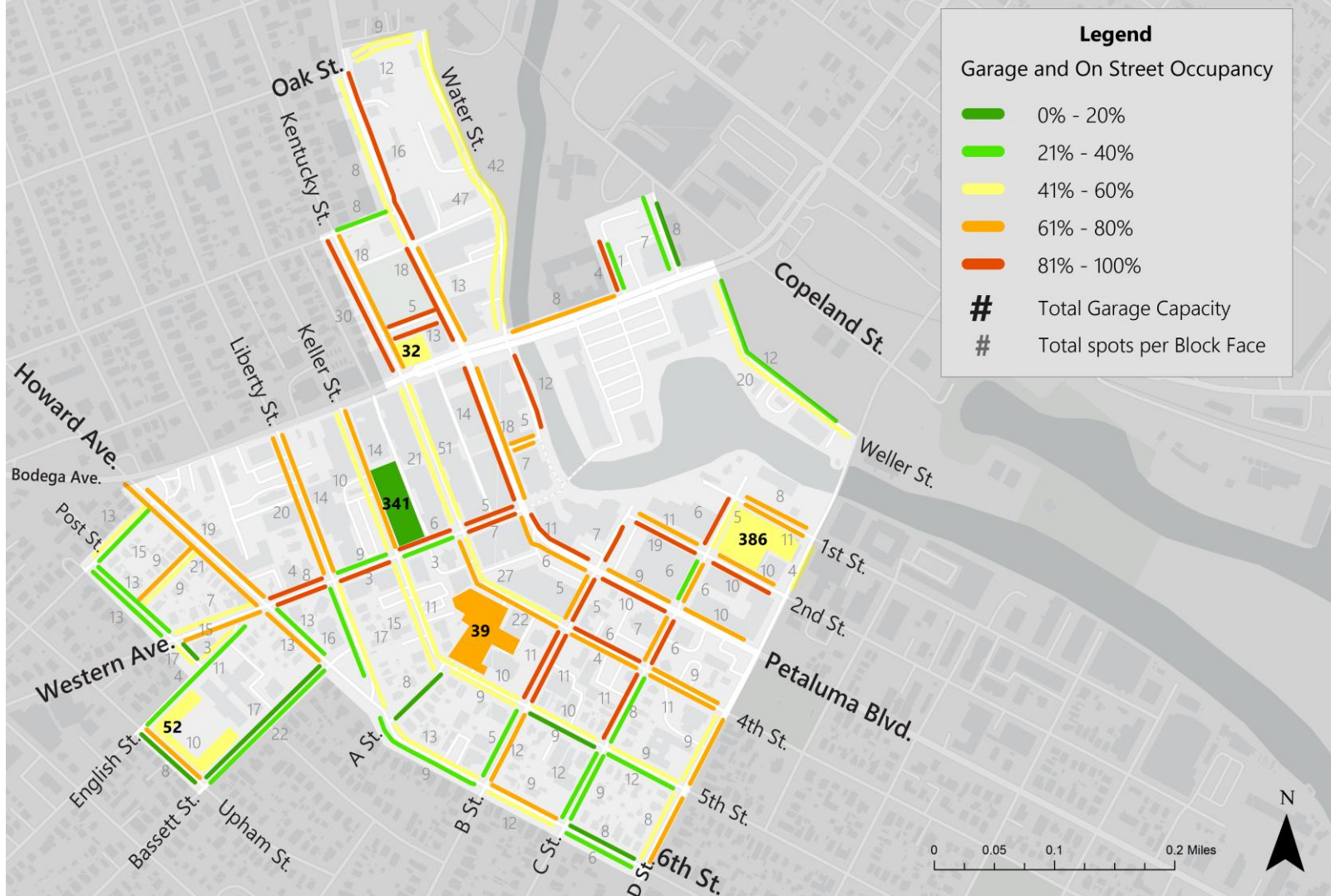
Public On-Street & Off-Street Parking Utilization

- Thursday afternoon (11am - 4pm) - October 2024
- On-Street Utilization: 61%
- Off-Street Utilization: 57%
- Core On-Street Utilization: 70%

Note: Number adjacent to block face indicates vehicle capacity. Areas identified as over 100% utilized are due to double parking, cars parked in red curb areas, etc.

Downtown Petaluma Parking Inventory - Friday Morning

JUNE
2024



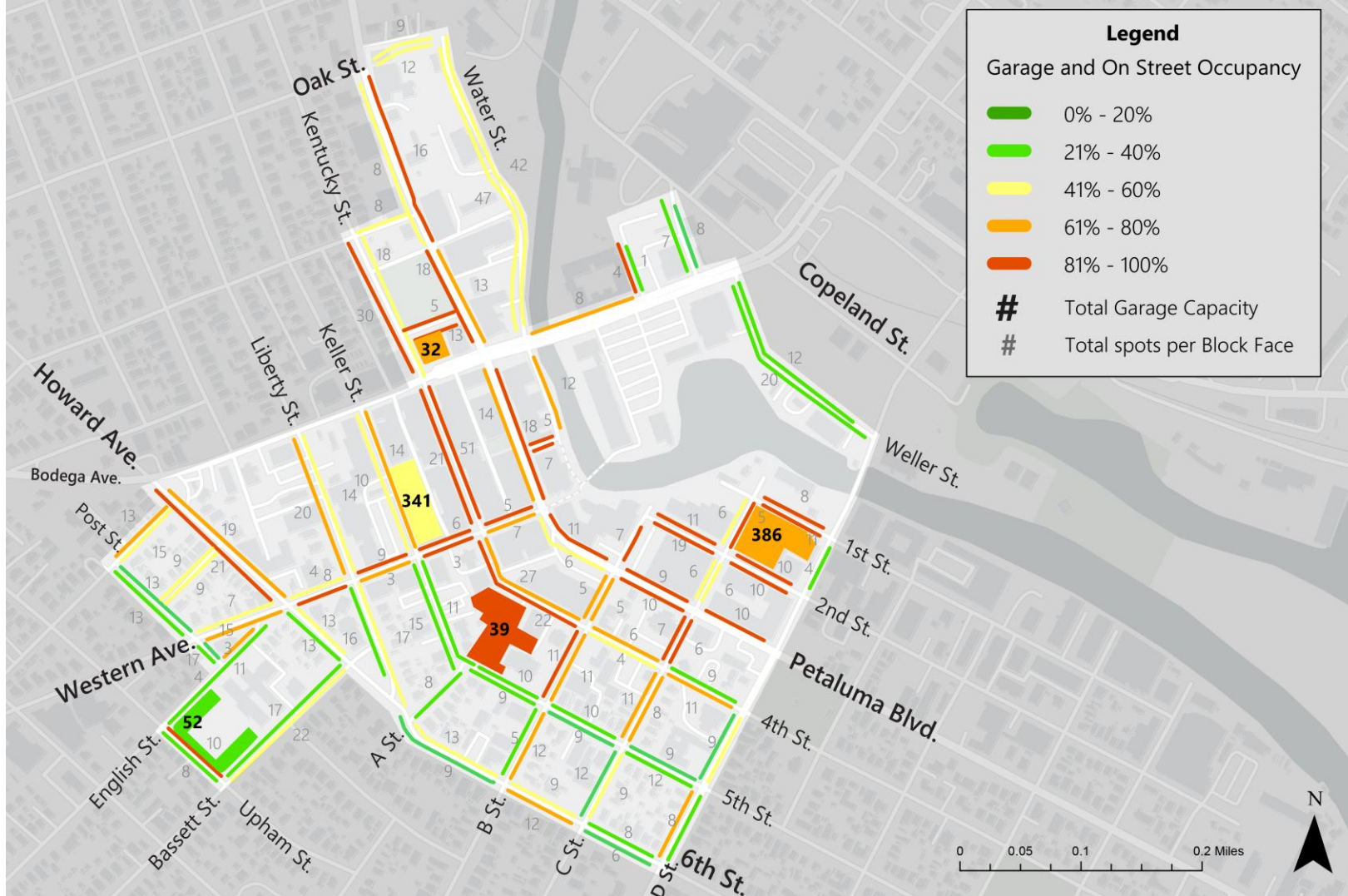
Public On-Street & Off-Street Parking Utilization

- Friday morning (7-10 am) - June 2024
- On-Street Utilization: 60%
- Off-Street Utilization: 52%
- Core On-Street Utilization: 72%

Note: Number adjacent to block face indicates vehicle capacity. Areas identified as over 100% utilized are due to double parking, cars parked in red curb areas, etc.

Downtown Petaluma Parking Inventory - Friday Afternoon

JUNE
2024



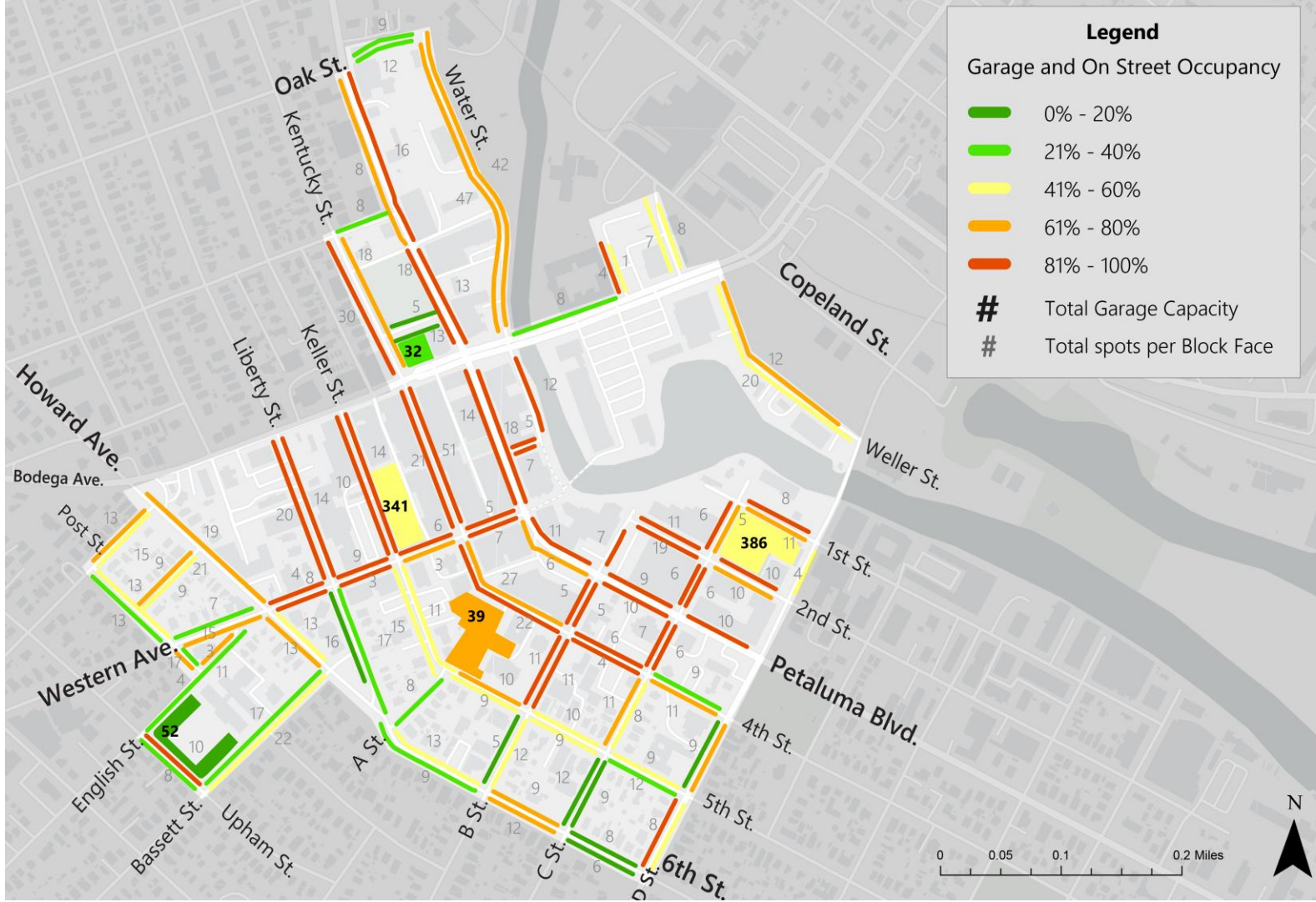
Public On-Street & Off-Street Parking Utilization

- Friday afternoon (3-6pm) - June 2024
- On-Street Utilization: 62%
- Off-Street Utilization: 60%
- Core On-Street Utilization: 82%

Note: Number adjacent to block face indicates vehicle capacity. Areas identified as over 100% utilized are due to double parking, cars parked in red curb areas, etc.

Downtown Petaluma Parking Inventory - Friday Night

JUNE
2024



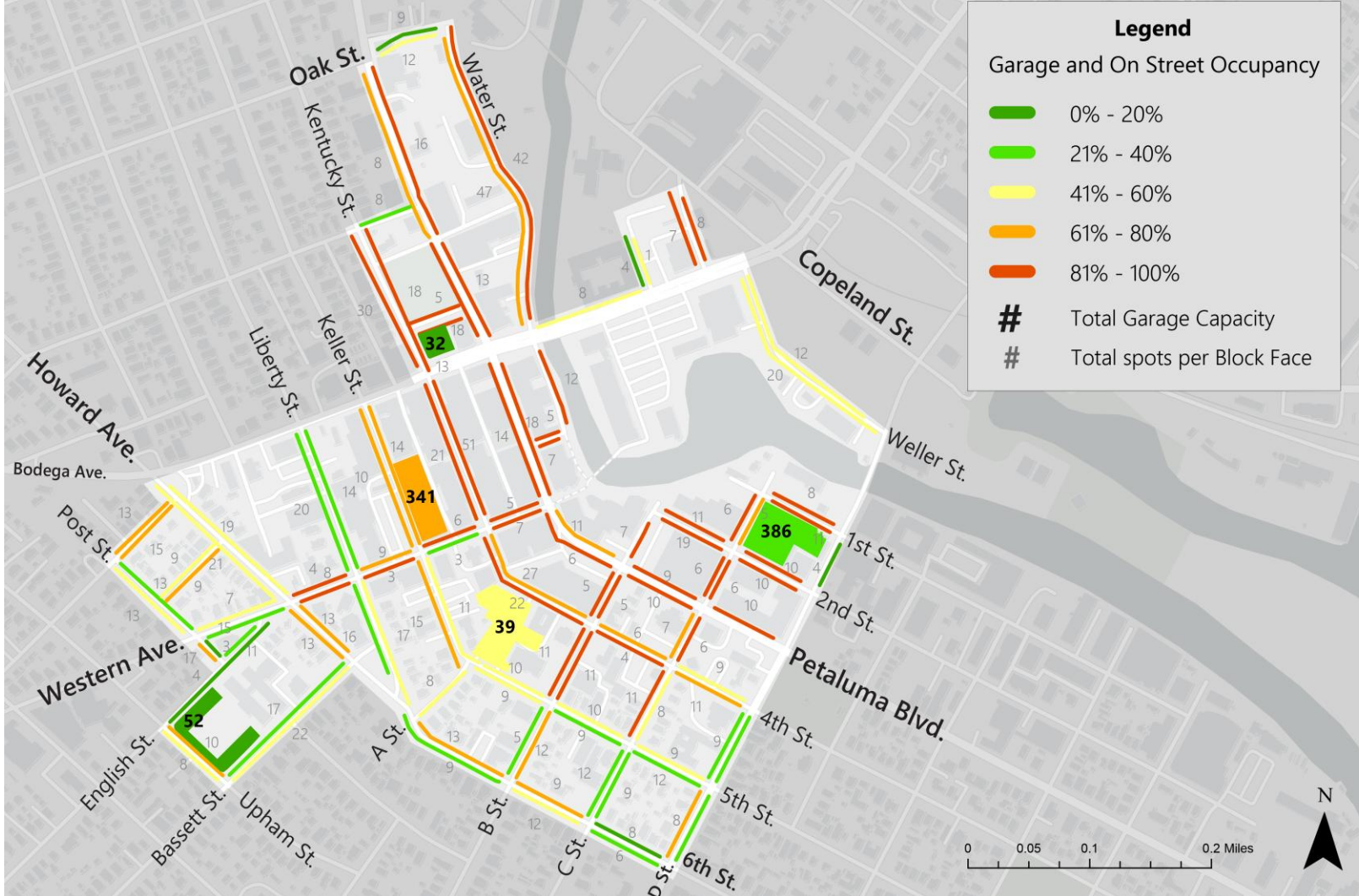
Public On-Street & Off-Street Parking Utilization

- Friday night (6-9pm) - June 2024
- On-Street Utilization: 68%
- Off-Street Utilization: 44%
- Core On-Street Utilization: 81%

Note: Number adjacent to block face indicates vehicle capacity. Areas identified as over 100% utilized are due to double parking, cars parked in red curb areas, etc.

Downtown Petaluma Parking Inventory - Saturday Afternoon

JUNE
2024



Public On-Street & Off-Street Parking Utilization

- Saturday afternoon (1-4pm) - June 2024
- On-Street Utilization: 69%
- Off-Street Utilization: 38%
- Core On-Street Utilization: 92%

Note: Number adjacent to block face indicates vehicle capacity. Areas identified as over 100% utilized are due to double parking, cars parked in red curb areas, etc.

Inventory Summary | Public Parking

Average Utilization Summary

| Time Period | Overall Utilization – On-Street | Overall Utilization in Downtown Core - On-Street | Overall Utilization – Off-Street |
|---|---------------------------------|--|----------------------------------|
| Parking Capacity | 1,333* | 552* | 858* |
| Wednesday 11AM to 4PM (October 2024) | 64% | 79% | 54% |
| Thursday 11AM to 4PM (October 2024) | 61% | 70% | 57% |
| Friday 7AM to 10 AM (June 2024) | 60% | 72% | 52% |
| Friday 3PM to 6PM (June 2024) | 62% | 82% | 60% |
| Friday 6PM to 9PM (June 2024) | 68% | 81% | 44% |
| Saturday 1PM to 4 PM (June 2024) | 69% | 92% | 38% |

* Slight variations are present in each data count due to roadway configuration changes. Changes are minor.

Downtown Petaluma Private Lot Parking Inventory

1PM Wednesday, June 26, 2024



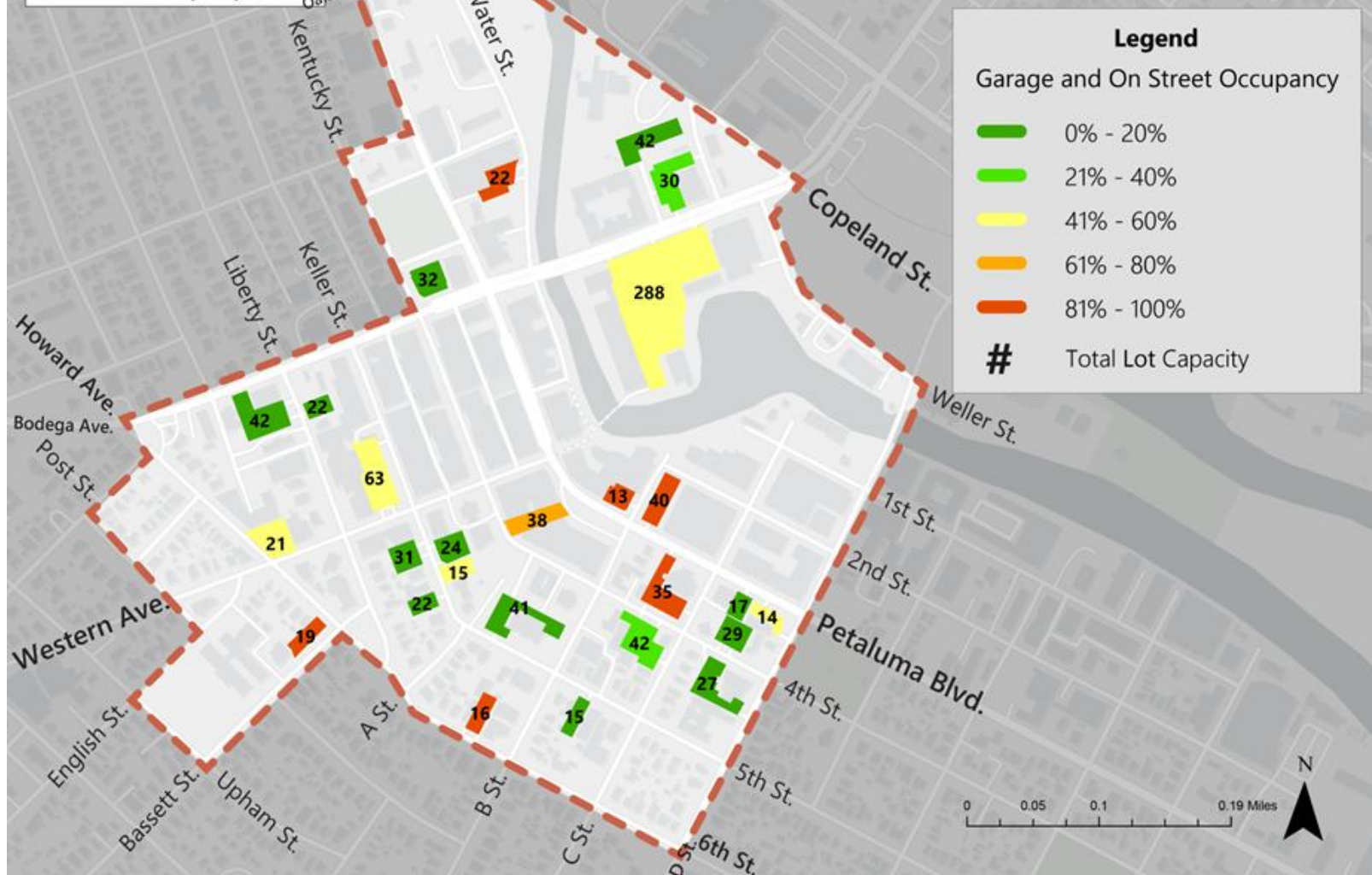
Private Off-Street Parking Utilization

- Weekday afternoon
- Overall utilization: 60%
- Total capacity: 1,000

Note: Number indicates vehicle capacity. Please note that the private parking supply is likely greater, as this exercise involved identifying larger lots viewable through aerial imagery only.

Downtown Petaluma Private Lot Parking Inventory

5PM Saturday, July 8, 2023
OR 3PM Tuesday, July 4, 2023



Private Off-Street Parking Utilization

- Partly holiday & weekend
- Overall utilization: 26%
- Total capacity: 1,000

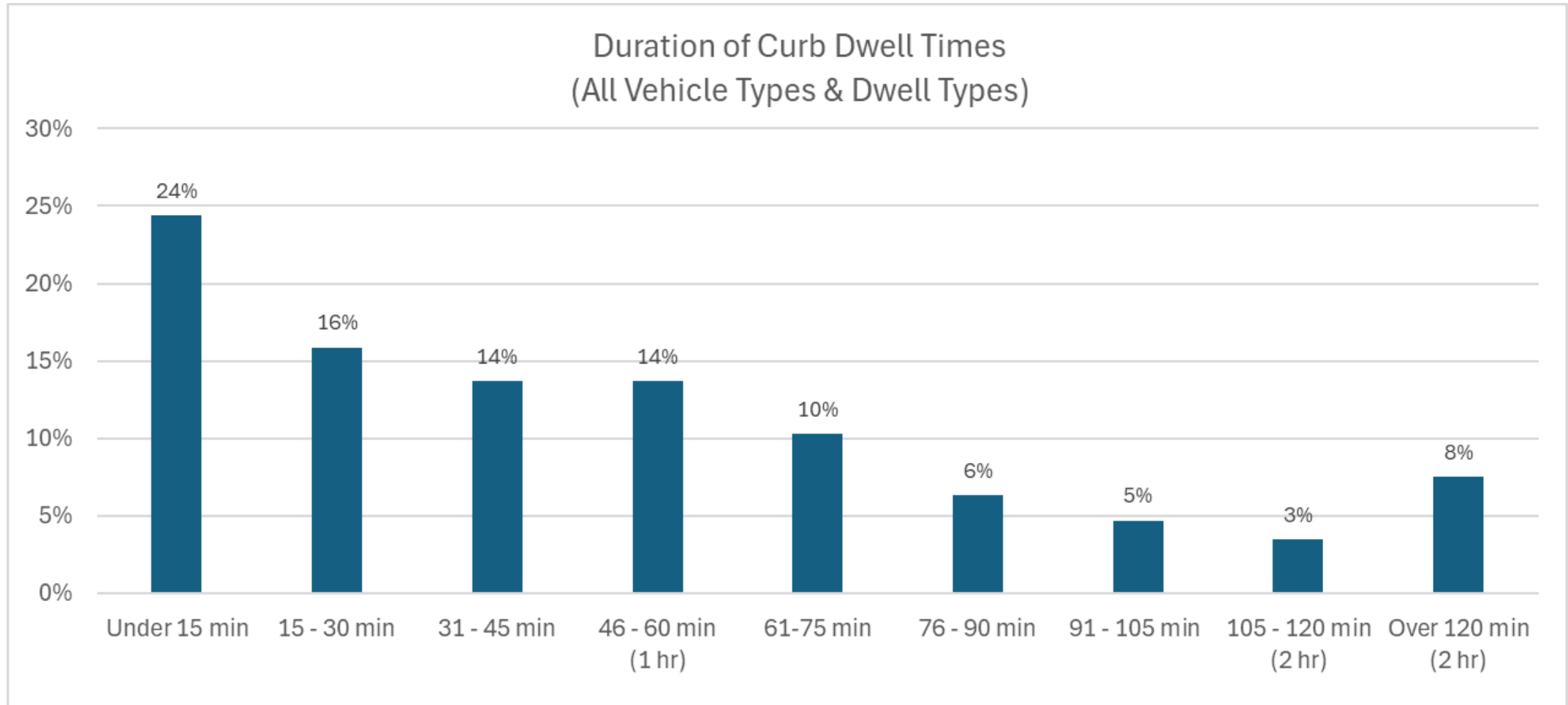
Note: Number indicates vehicle capacity. Please note that the private parking supply is likely greater, as this exercise involved identifying larger lots viewable through aerial imagery only.



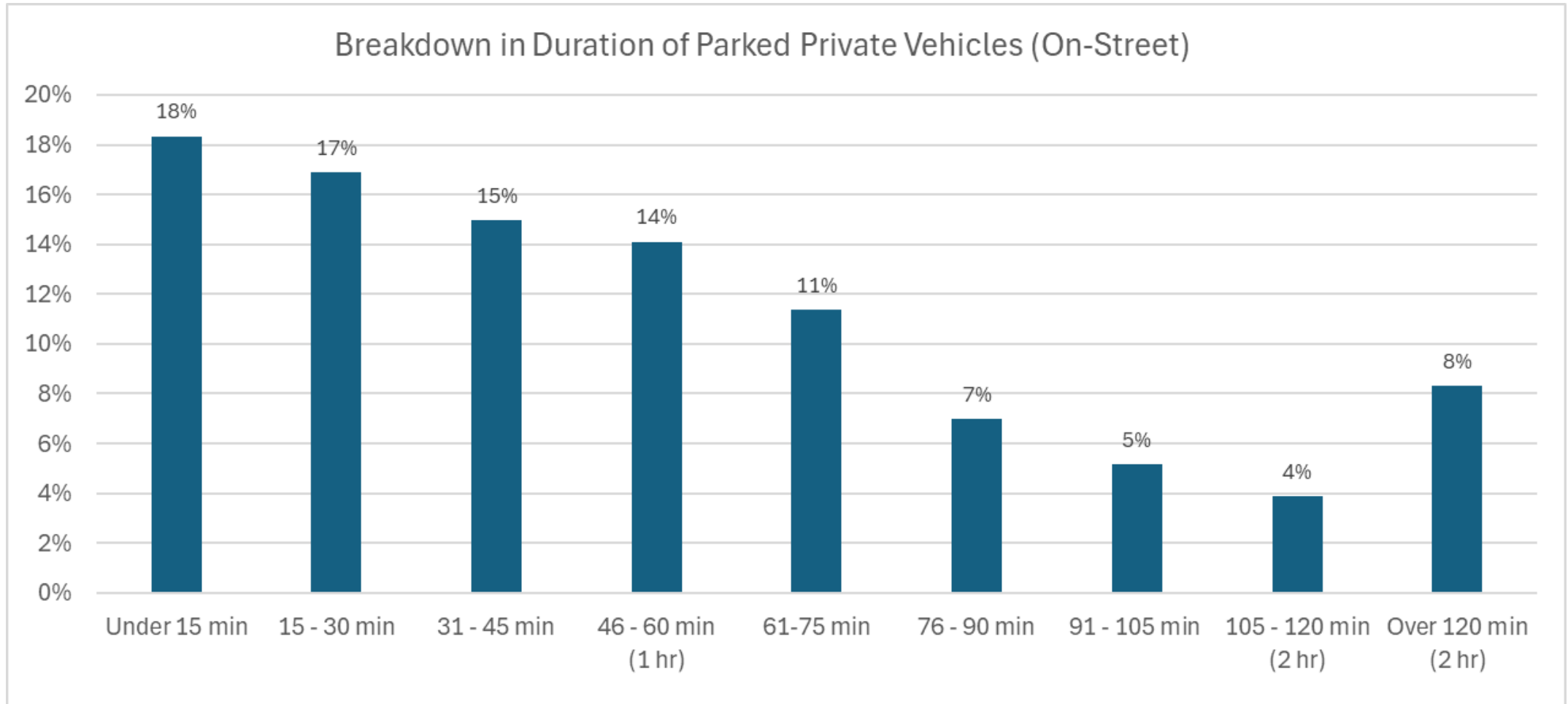
Turnover (“Dwell Time”) Analysis

- Collected on Kentucky Street between Western Avenue – Washington Street from 7 AM-7 PM on Wednesday – Friday (10/23, 10/24, 6/21)
- 1:04 average parking duration for private vehicles
- Several vehicles observed using red curb areas for idling, loading, or deliveries

Turnover (“Dwell Time”) Analysis



Turnover (“Dwell Time”) Analysis



Survey & Focus Group Findings

Business & Property Manager Focus Group

- Free parking & high turnover rates make it easier for patrons to visit downtown businesses.
- Interest in how LumaGo can help alleviate parking demand, especially from employees.
- Two-hour parking restriction is challenging for employees.
- Loading zones are insufficient for today's demand & there's a need for more short-term parking.
- **Recommended Improvements:** Using private lots to increase parking capacity, improving security, especially in off-street facilities; and encouraging LumaGo Use.

Visitor Survey

- 617 responses
- Most respondents do not travel downtown regularly or numerous times each week.
- The most popular reasons for visiting downtown are shopping (29%), dining (28%), and business/employment (22%).
- 60% of respondents typically use street parking on a typical day traveling downtown. 15% report using the Keller Street Garage & 9% Theater Square Garage.
- 70% of respondents find it moderately to very difficult to find parking downtown.
- 62% of respondents say safety concerns are somewhat to very challenging in parking garages.
- Primary challenges or barriers when traveling downtown are traffic congestion (33%) & limited parking availability (27%).

Employee Survey

- 65 of 70 respondents stated they drive to work
- Almost all respondents (85%) arrive in the morning and leave before 8 pm
- 70% of respondents are downtown 5 days/week
- 80% of respondents can park within a 4-minute walk to their workplace, and about half are within a 2-minute walk
- **40% of respondents note that they park in the 2-hour zone and move their car during their shift**
- 85% of employees note that parking as close to their workplace as possible is 'very important' (57%) or 'somewhat important' (28%)
- 58% of employees who currently drive alone are interested in other modes (38% being interested in transit)

Potential Strategies/Actions

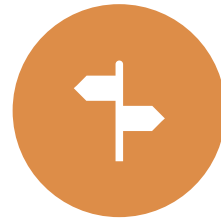
Potential Strategies/Actions



IMPROVE
TRANSPORTATION
OPTIONS



CREATE MORE
FREQUENT
TURNOVER



PROMOTE /
INCENTIVIZE
LONG-TERM
PARKING
OPTIONS



IMPROVE
LOADING ACCESS
& SAFETY



EXPAND
PARKING
SUPPLY



Potential Strategies/Actions

Improve Transportation Options

Reduce parking demand by continuing to invest in and promote car-free mobility options, seeking to make walking, bicycling, and transit safe and convenient for those willing and able to use car-free modes.

Potential Strategies/Actions

- Increase transit service to connect downtown employees and visitors with satellite parking areas and transit hubs
- Improve bicycle and pedestrian infrastructure to and through downtown
- Implement/encourage occasional car-free events in certain parts of downtown to promote activity and encourage visitors to use car-free modes



Potential Strategies/Actions

Create More Frequent Turnover

Maximize economic productivity and reduce congestion by ensuring high-demand on-street parking areas are utilized primarily by patrons and see frequent turnover using time limits and/or metered parking.

Potential Strategies/Actions

- Implement more short-term parking in the downtown (<30 minutes) in response to business feedback
- Consider enforcing time limits on Sundays



Potential Strategies/Actions

Promote Long-Term Parking Options

Redistribute demand and reduce congestion by promoting or incentivizing use of long-term areas, such as off-street lots and garages, as well as streets outside the downtown core.

Potential Strategies/Actions

- Improve lighting and security in the Keller Street Garage
- Improve wayfinding to garages and lots, including through real-time signage indicating number of spaces available
- Implement an employee permit system, with permit areas located in garages or outside downtown core streets
- Increase or remove time limits on streets with lower utilization
- Create satellite parking areas linked to downtown by transit/microtransit, and shared bikes and scooters



Potential Strategies/Actions

Improve Loading Access & Safety

Minimize conflicts from loading by introducing designated locations and, if feasible, hours for certain deliveries

Potential Strategies/Actions

- Implement time-of-day restrictions for vehicles above a certain size
- Increase the availability of loading zones, which can be utilized for commercial loading/deliveries, passenger loading, etc.
- Consider designated pickup and/or waiting areas for ride hail and food delivery drivers



Potential Strategies/Actions

Expand Parking Supply

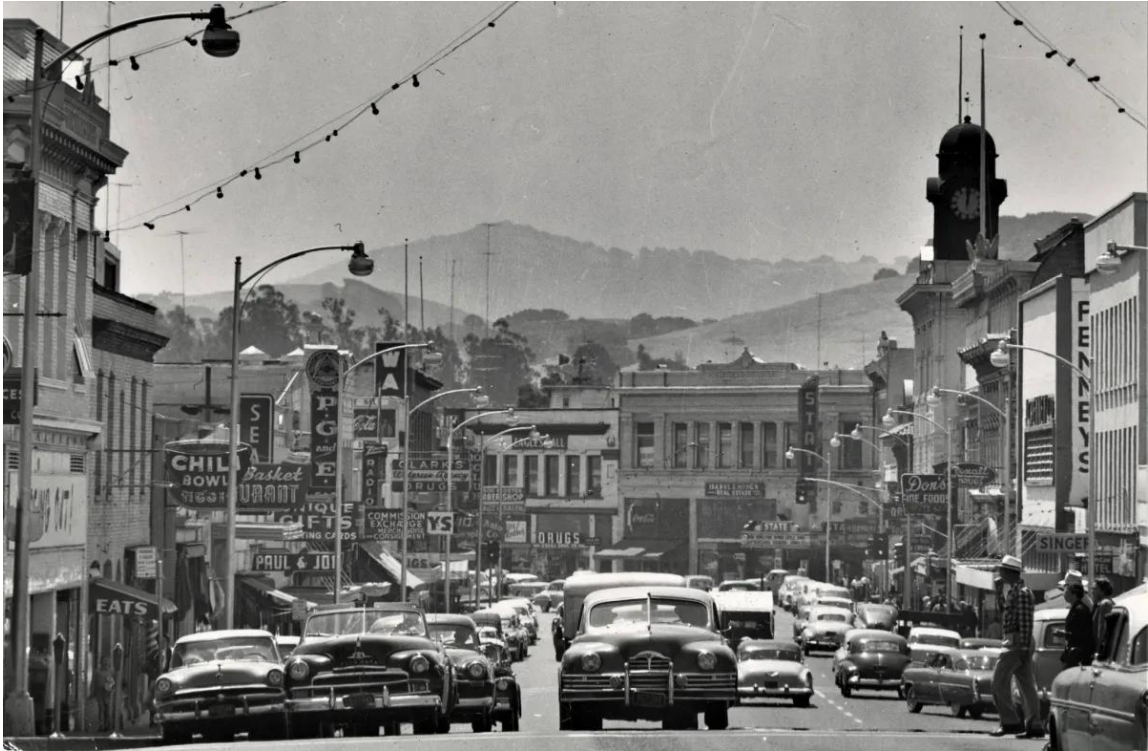
Expand parking supply by reconfiguring existing streets or creating new off-street parking opportunities.*

Potential Strategies/Actions

- Promote ‘shared parking’ opportunities between private property owners and businesses
- Explore leasing private parking for public use
- Explore opportunities to add angled parking to streets with excess width

*Capital cost of building new off-street parking estimated at \$3,000/space for lots and \$35,000/space for garages, exclusive of land costs

Paid Parking Analysis



Petaluma Boulevard, 1950. Source: Petaluma Historical Library & Museum

Paid Parking History

- Parking meters dating back to 1950s or earlier; revenue used to fund public improvements
- Records from 1976 and 1984 suspending meter collection, but no records located directing removal
- Last discussed by City Council in 2005, focused on funding options for Keller Street Garage improvements & security



Paid Parking Analysis

- Used by cities as tool to incentivize car-free travel, parking in long-term or lower-demand areas, and parking turnover.
- City currently charges for Residential Permits (\$28), 4th & A Street Lot Reserved Permits (\$432), & Hotel Petaluma Guest Permits in Keller Street Garage (\$240)
- Bank of America (privately owned): \$2/hour up to 2 hours; \$7.50 to 1 AM; \$10 to 7 AM next day

Parking Pricing in North Bay Cities

| City | Days | On-Street Hourly Cost | On-Street Time Limit(s) | Off-Street Hourly Cost | Off-Street Time Limit(s) | Notes |
|-------------|---------|-----------------------|-------------------------|------------------------|--------------------------|--|
| Mill Valley | Mon-Sun | \$2.50 | 1, 2 | \$1.50 | 1, 2 | <ul style="list-style-type: none"> Resident Shopper Vehicle Permit (RSVP) allows Mill Valley residents to park for free in metered parking areas for \$75 annually (time limits still apply) 110 designated employee spaces (\$132 per permit) |
| San Rafael | Mon-Sat | \$1.50 | 2 | \$0.75-1.00 | 2, 4, 10 | <ul style="list-style-type: none"> Free parking in garages on weekends; lots and streets still paid on Saturday |
| Santa Rosa | Mon-Sat | \$1.00-1.50 | 3, 4 | \$0.50-1.50 | 3, 4, 9, unlimited | <ul style="list-style-type: none"> Garages: first hour free, daily maximum rates, monthly permits (\$62-160), low wage employee permits (\$31) |

Paid Parking Analysis

- High revenue generating potential
- Project team can develop detailed revenue model and provide more information about capital and ongoing costs if desired
- Establishing Parking Benefits District would ensure revenue is invested in downtown area and could assist with implementation of strategies/actions adopted in Plan (street improvements, Keller Street Garage upgrades/maintenance/security, real-time parking availability signage, etc.)

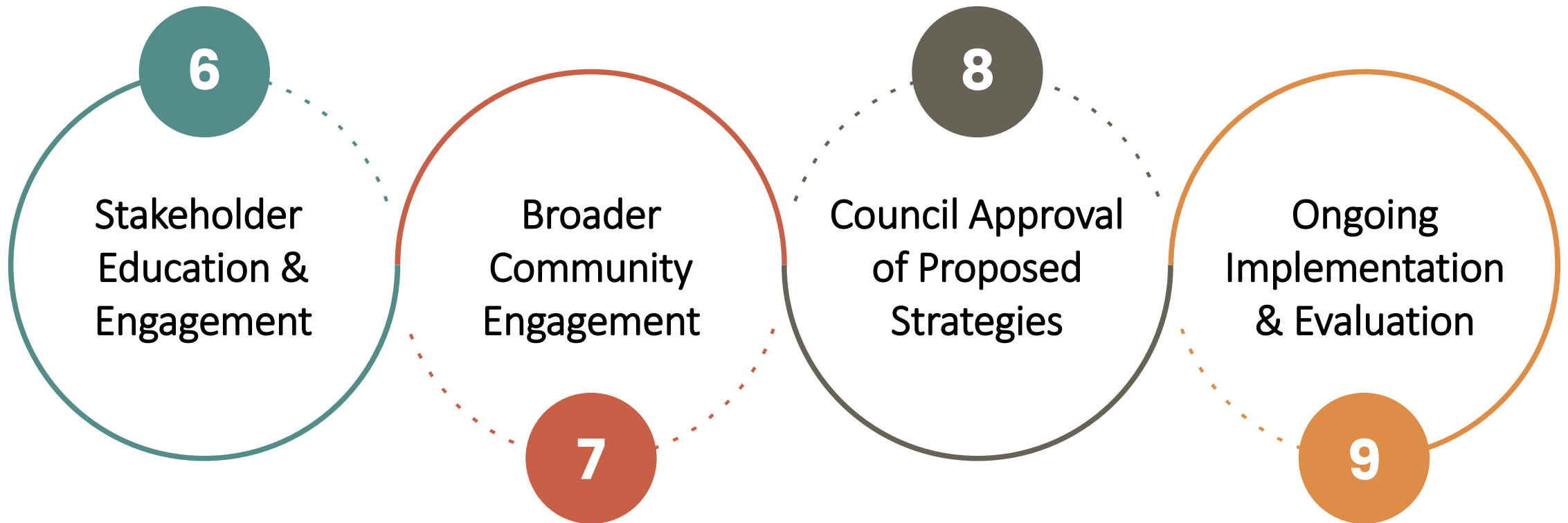




Workshop Goals

- Come away with a shared understanding of existing conditions, challenges, and opportunities
- Seek initial feedback on potential parking and curb management strategies
- Receive feedback on next steps including stakeholder outreach and education

What's Next?



Questions & Discussion

CITYOFPETALUMA.ORG/DOWNTOWN-PARKING