



# **City of Costa Mesa**

# **Citywide Residential Parking Study**

**City Council Study Session November 9, 2021**

# DIXON Resources Unlimited

- Extensive parking and traffic management experience
- On and off-street programs:
  - Technology Operations
  - Customer Service
  - Procurement
  - Collections
  - Maintenance
  - Security/Safety
  - Enforcement
  - Parking Action Plan
- Revenue reconciliation
- Efficiency analysis
- Overall recommendations and training



## DIXON Clients:

CA	Alameda	CA	Pasadena	MI	Birmingham
CA	Anaheim	CA	Paso Robles	NC	Hendersonville
CA	Beverly Hills	CA	Riverside	NJ	Atlantic City
CA	Chico	CA	San Francisco	NJ	Princeton
CA	Davis	CA	San Jose	NM	Albuquerque
CA	Downey	CA	San Leandro	NV	Las Vegas
CA	Laguna Beach	CA	Sausalito	NV	Reno
CA	Los Angeles (DOT)	CA	Seal Beach	OR	Portland
CA	Los Angeles County	CA	Tustin	TX	Austin
CA	Monterey	CO	Denver	TX	Dallas
CA	Mountain View	CT	New Haven	UT	Park City
CA	Napa	CT	Stamford	UT	Salt Lake City
CA	National City	FL	Brevard County	UT	Springdale
CA	Newport Beach	FL	Seaside	WA	Seattle
CA	Norwalk	HI	Maui	WA	Spokane
CA	Oceanside	ID	Boise	WA	Vancouver
CA	Palo Alto	IL	Oak Park	WI	Milwaukee

# Citywide Residential Parking Study: Objectives

- Actively engage all community stakeholders.
  - i.e. single family residents, multi-family residents, and businesses.
- Holistically address parking challenges.
- Evaluate the current Residential Permit Parking Program.
- Develop recommendations that are equitable and will help alleviate current parking conditions.
- Implement best practices throughout the City based on the results of the data collection from City Council Districts 4 & 5.

# Community Outreach

## Community Meetings:

- March 15, 2021
- March 31, 2021
- June 30, 2021
- September 28, 2021
  
- Over 130 residents in attendance

## Topics Discussed:

- Residential permit parking
- Spillover parking
- Overnight parking
- Street sweeping
- Walkability
- Blocked driveways
- Pedestrian safety
- On-street parking availability
- Driveway visibility
- 72-hour parking enforcement
- Commercial parking
- Multi-family housing parking

## Online Survey:

- March 13, 2021, to April 18, 2021.
  
- The purpose of the survey was to gather initial feedback on policies and practices regarding residential on-street parking within the City.
  
- Offered in English and Spanish.
  
- 356 total responses.
  
- 4% took the survey in Spanish.

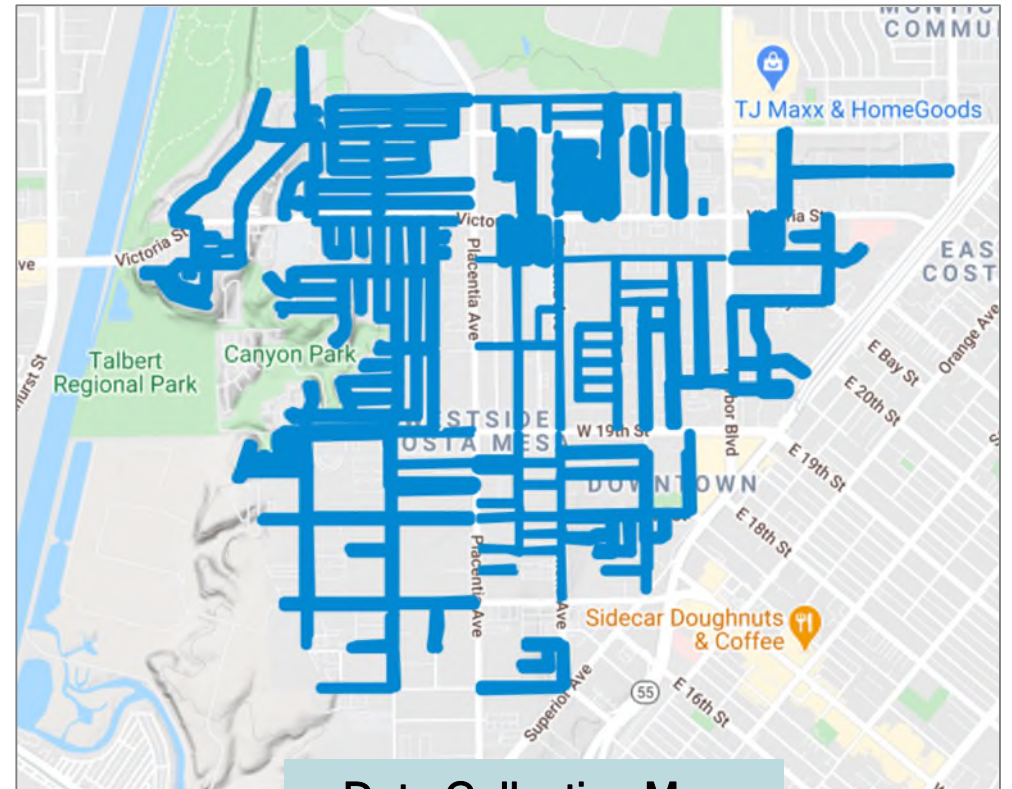
# On-Street Parking Data Collection

## City Council Districts 4 & 5

- 634 blocks- 10,410 spaces
- 1,814 permit spaces & 8,596 non-permit spaces
  - 849 permits issued in District 4
  - 619 permits issued in District 5

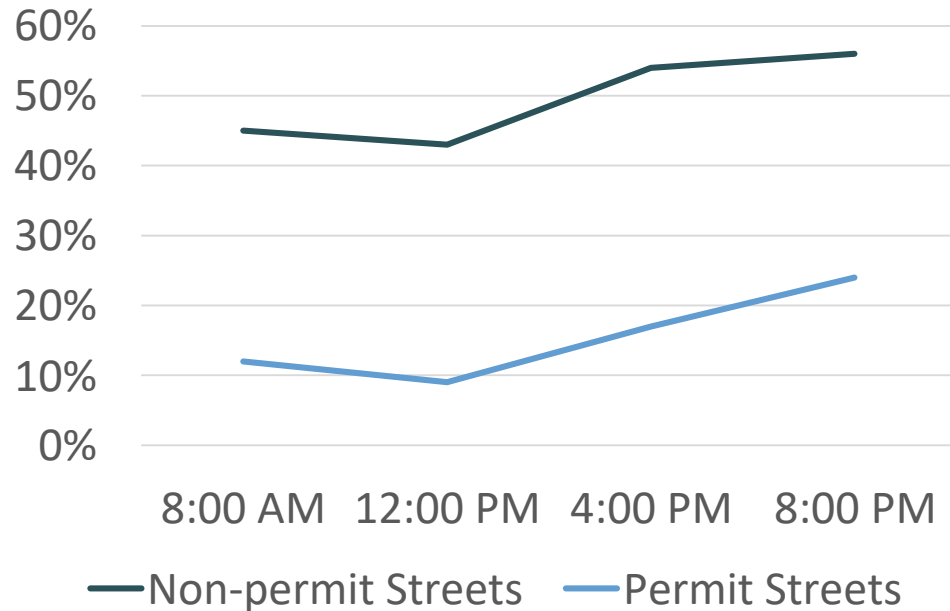
Tuesday October 13 & Saturday October 17

- 8am, 12pm, 4pm, and 8pm



Data Collection Map

# Occupancy Findings - Weekday



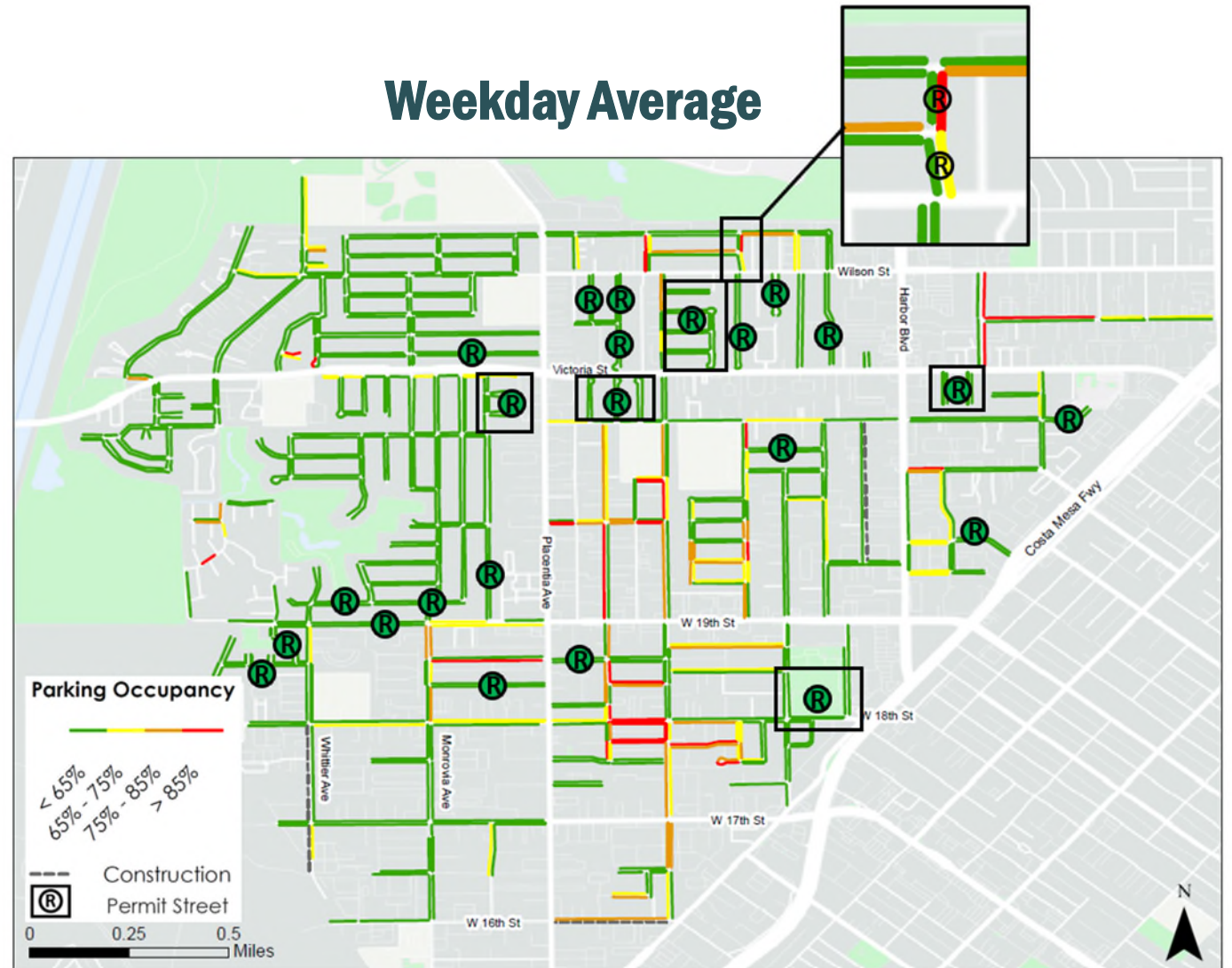
Weekday Occupancy				
Observation Round	Non-permit Streets		Permit Streets	
	Vehicles Parked	Occupancy	Vehicles Parked	Occupancy
	8:00 AM	3882	45%	214
12:00 PM	3735	43%	160	9%
4:00 PM	4652	54%	301	17%
8:00 PM	4846	56%	444	24%
<b>Average</b>	<b>4279</b>	<b>50%</b>	<b>280</b>	<b>15%</b>

- Permit parking streets had an average occupancy of 15% throughout the day. This is significantly lower than the average occupancy of non-permit streets (50%).
- 70% occupancy indicates residential parking occupancy is high and management decisions should be considered.

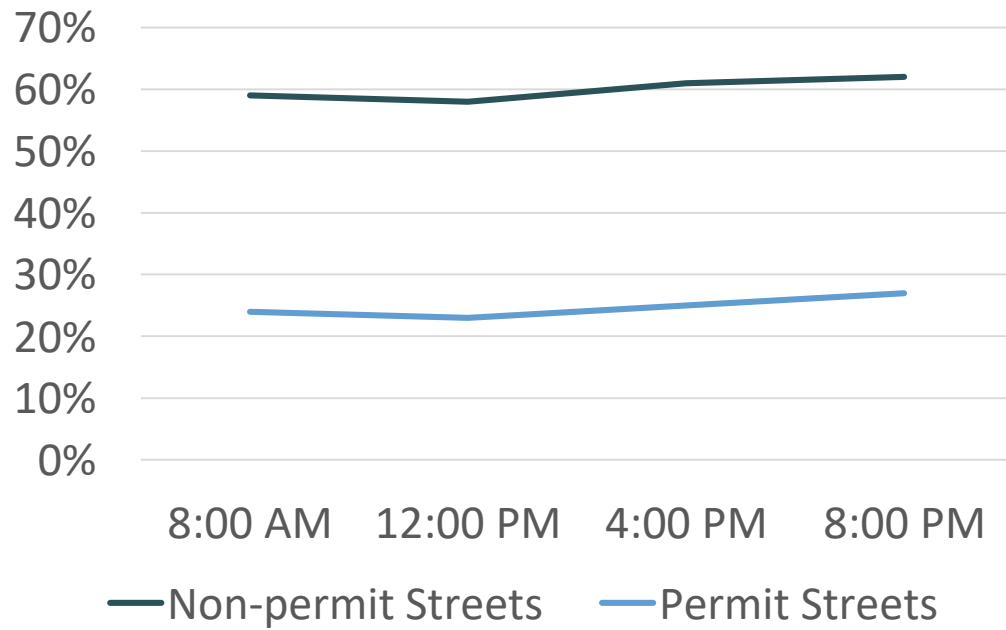


# Weekday Average Occupancy

- **Ⓜ** symbol indicates a RPP street
  - **Red** indicates occupancy exceeded 85%.
- While the total average occupancy for all blocks did not reach 85%, individual blocks did.
- Only two **permit** blocks exceeded 65% weekday average occupancy.



# Occupancy Findings - Weekend



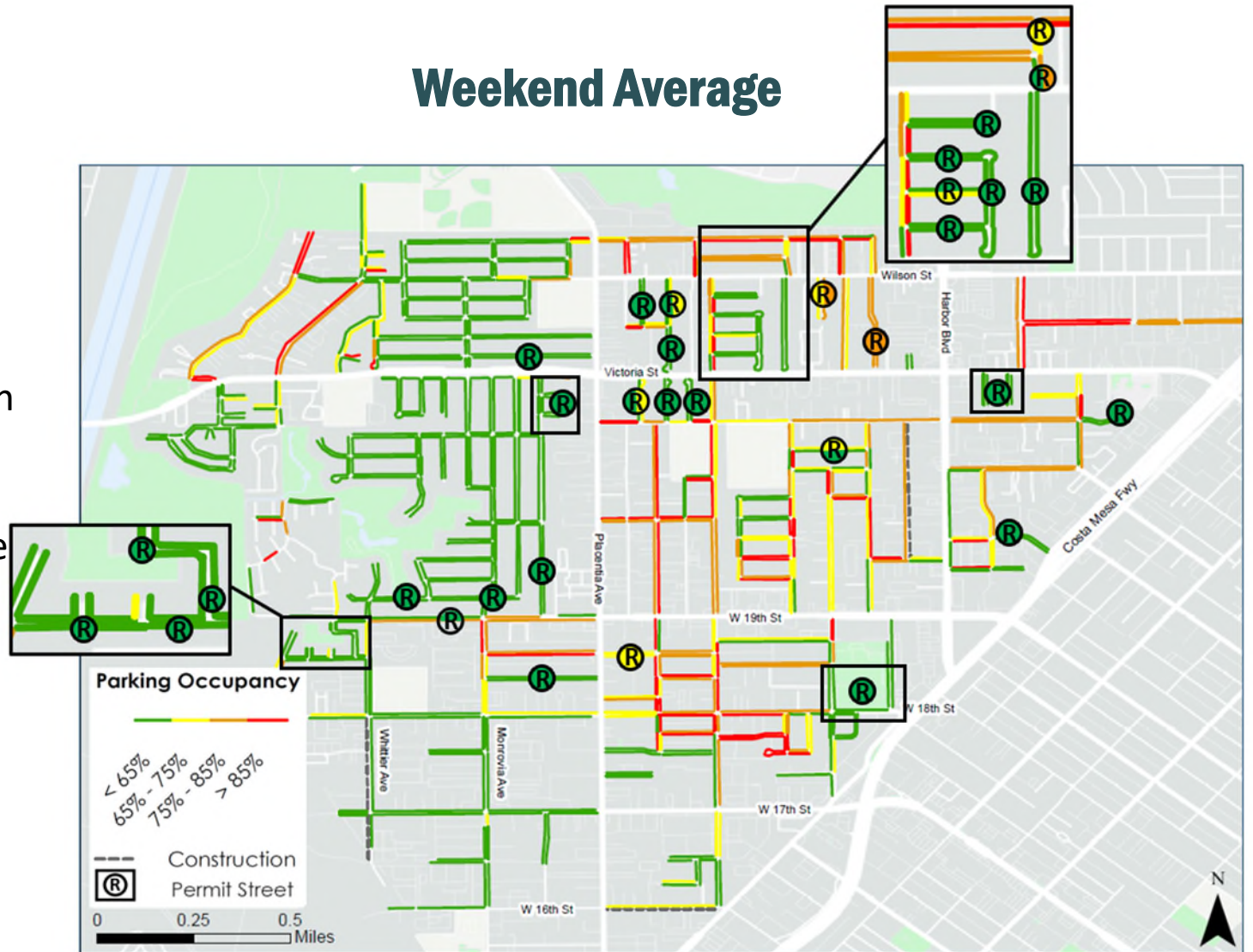
Weekend Occupancy				
	Non-permit Streets		Permit Streets	
Observation Round	Vehicles	Occupancy	Vehicles	Occupancy
	Parked		Parked	
8:00 AM	5070	59%	435	24%
12:00 PM	4946	58%	410	23%
4:00 PM	5277	61%	453	25%
8:00 PM	5352	62%	488	27%
Average	5161	60%	447	25%

➤ Permit parking streets had an average occupancy of 25% throughout the day.



# Weekend Average Occupancy

- (R) symbol indicates a RPP street
  - Red indicates occupancy exceeded 85%.
- Again, the total average occupancy did not reach 85%, but individual blocks did.
- Most permit streets did not exceed 65% average occupancy.
- No permit streets reached the 85% average occupancy.



# Data Collection Conclusions

- The permit streets are underutilized.
  - On permit streets, 75-85% of the street was unoccupied.
- The current program exacerbates the issues between single family and multi-family neighborhoods.
  - Permit parking pushes the problem to another street.
  - Multi-family neighborhoods are impacted.

# Citywide Residential Parking Study

The draft recommendations are based on:

- 2016 California State Attorney General opinion
- Data collection results
- An assessment of current operations & policies
- Residential Parking Survey
- Case studies
- Industry best practices
- Community outreach feedback

Recommended strategies in near-, mid-, and long-term

# Guiding Principles

- ✓ **Equitable access:** Develop equitable programs that appropriately balance the parking needs of all residents, businesses, and visitors, while enabling the on-street parking supply to serve the community fairly and enhance access for all.
- ✓ **Sustainable solutions:** Implement financially sustainable strategies that modernize and streamline parking program management.
- ✓ **Efficient program management:** Create an efficient and adaptable parking system that is optimized for the City's current needs but can be incrementally updated and adjusted over time.

# CA Attorney General's Opinion

- The 2016 California State Attorney General opinion (#14-304) states:

*“In issuing long-term residential parking permits, local authorities may not distinguish among residents based on the type of dwelling in which they live”.*

- Develop a solution that equitably serves all residents.

# RPP Program Options

Strategy	Analysis	Recommendation
<p><b>Option 1: No change to the RPP program</b></p>	<ul style="list-style-type: none"> <li>➤ Does not address the 2016 Attorney General’s opinion (#14-304).</li> <li>➤ Does not address inadequate parking supply in multi-family residential neighborhoods.</li> </ul>	<p style="text-align: center;"><b>X</b> <b>Not Recommended</b></p>
<p><b>Option 2: Eliminate the RPP program</b></p>	<ul style="list-style-type: none"> <li>➤ COVID-19 and suspended enforcement provided a preview of program elimination.</li> <li>➤ The data collection results suggest that the RPP program should not be eliminated.</li> </ul>	<p style="text-align: center;"><b>X</b> <b>Not recommended at this time. Consider for future evaluation.</b></p>
<p><b>Option 3: Implement a Citywide RPP program</b></p>	<ul style="list-style-type: none"> <li>➤ Significant costs to implement and enforce a Citywide RPP program.</li> <li>➤ The requirement to obtain permits could be burdensome for residents and their guests.</li> </ul>	<p style="text-align: center;"><b>X</b> <b>Not recommended at this time.</b></p>
<p><b>Option 4: Implement revised RPP program guidelines</b></p>	<ul style="list-style-type: none"> <li>➤ The data collection results suggest there is significant parking demand in specific neighborhoods.</li> <li>➤ The RPP program is a tool to manage parking demand within a neighborhood.</li> <li>➤ Implement recommendations to better align with the guiding principles of an equitable, sustainable, and efficient program.</li> </ul>	<p style="text-align: center;"><b>✓</b> <b>Recommended strategy</b></p>



# Petitioning Analysis

Comparable Cities Petitioning Analysis	
City	Current Petitioning Process
Costa Mesa	51% sign petition; City survey; 70%+ on-street parking utilization
Anaheim	51% sign petition; 75% vote yes per street segment - \$500 fee
Brea	All households eligible
Fullerton	65% of residents; staff approval
Huntington Beach	20% of residents or 25 households; City approval
Irvine	Initiated by Director of Public Works or request by homeowner's association + parking study
Lake Forest	67% of property owners; 30 or more single-family detached homes must be affected
Orange	75% sign petition; 75% occupation during City review - \$2,500 fee
Placentia	Undefined
Rancho Santa Margarita	N/A
Santa Ana	66% of residential lots sign petition; director approval
Seal Beach	In areas designated by municipal code; primarily Old Town
Stanton	51% sign petition; City survey; 75% or more supporting signatures - \$660 fee
Tustin	60% or more

# Near-term: Permit Zone Recommendation

## Create new permit zones:

- Limited to external parking impacts only:
  - Neighborhoods near commercial areas, OC fair, & near city boundaries only.
- Create a minimum segment length of 2,000 ft.

## Petitioning & occupancy study:

- Continue petition to be signed by 51% of residents.
  - In rental complexes, allow residents, property managers, and property owners to all participate in the petition equitably.
- Continue 70% occupancy threshold for new permit zones.

# Near-term: New Permit Policies

## Permit eligibility:

- Allow all residents and housing types to purchase permits in compliance with the 2016 AG opinion.
- Oversized vehicles, as defined by the Costa Mesa Municipal Code, should not be eligible for permits.

## Permit maximums:

- Replace the **3 permit per household** limit, with **1 permit per eligible driver**.
  - Eligible driver: resident on a permit street with a vehicle registered to the same address, with a valid driver's license.
- Staff recommendation: consider a 3 permit per household maximum

## ***Benefits:***

- *Reduces excess parking demand.*
- *Provides an equitable solution for residents who require a vehicle.*
- *Residents who choose to own additional vehicles are incentivized to use any on-site parking, rather than rely on on-street parking for vehicle storage.*



# Near-term: Permit Fees

## Implement an annual permit fee:

- In order for the program to become financially sustainable, and to invest in modernizing the program, implement an annual \$25 permit fee.
  - *Other Southern California cities range from \$10 to over \$70.*

## Escalating rate structure:

- First permit is \$25, second is \$35, and third is \$50. Additional permits can then be offered at an additional premium.
- Introduce a low-cost permit for qualifying low-income residents.



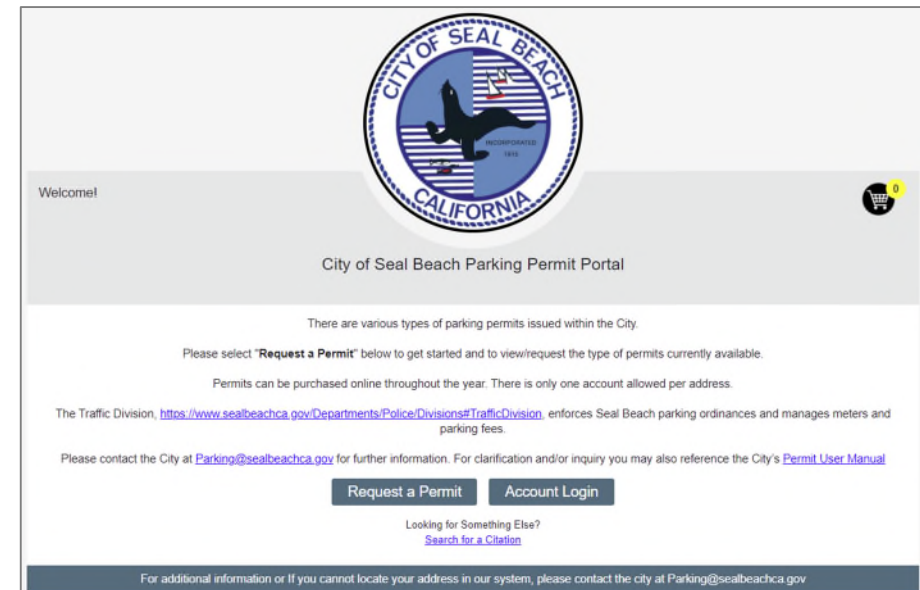
Comparable Cities Rate Analysis	
City	Current permit fee
Costa Mesa	Free
Anaheim	\$30
Brea	\$25 in person; \$19 online
Fullerton	\$10 admin fee + \$2 per permit
Huntington Beach	\$24 first; \$10 for additional permits
Irvine	\$25
Lake Forest	\$20
Orange	\$30
Placentia	\$10
Rancho Santa Margarita	\$30
Santa Ana	\$72.29
Seal Beach	\$20
Stanton	\$25
Tustin	\$50

# Near-term: Permit Management System

## Implement an automated permit management system (PMS):

- Residents can self-manage their accounts.
  - login, create an account, apply for a permit, upload supporting documentation, purchase permits, make edits, etc.
- Pivotal in moving towards permits by license plate.
- A PMS can range from \$1,000-\$3,000 for initial set-up costs, and \$500-\$2,000/month for the software subscription.\*
  - This can be included FY 2021-2022 budget.

*\*PMS cost estimate based on procurement as an added module to the full system selected by the Police Department.*



# Near-term: License Plate Recognition Cameras

Implement mobile license plate recognition (LPR) cameras, and transition to virtually managed permits:

- Improves enforcement efficiency and coverage.
- Automates permit enforcement:
  - The license plate number becomes the permit identifier.
- Evaluate the opportunity to leverage the LPR cameras owned by the Costa Mesa Police Department.

Ongoing data collection:

- Leverage LPR data collected during enforcement.
- Ongoing program evaluation, based on occupancy data.





# Near-term: Enforcement

## Adjust enforcement staffing:

- Allocate additional staff to parking enforcement.
- Critical to effective enforcement of permit zones.

## New permit zone enforcement:

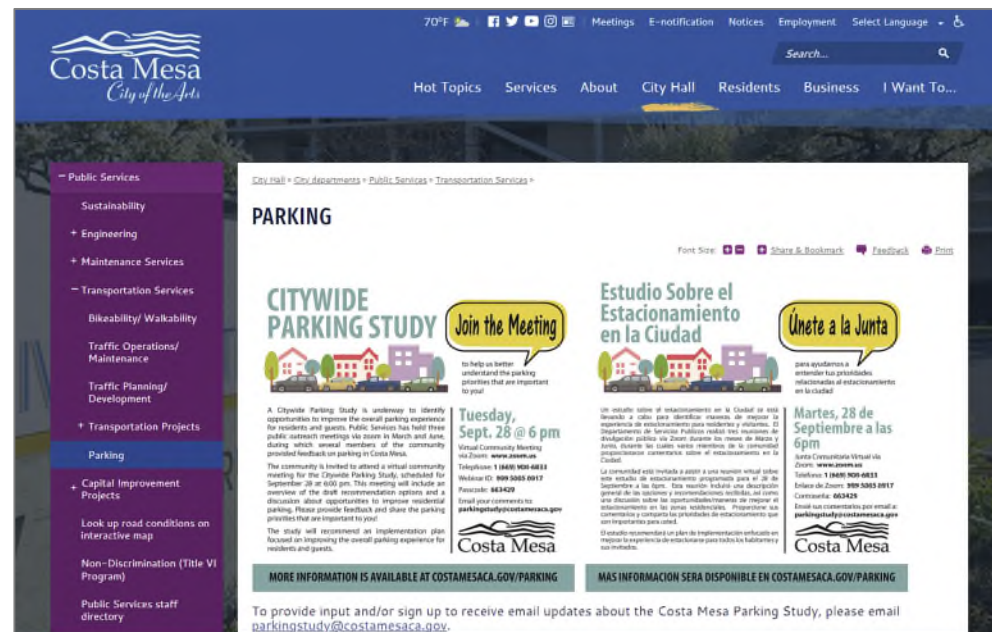
- Only active upon:
  - Installation of signs
  - 50% of households have purchased permits
- Issue warning notices and permit program flyers to assist with outreach.



# Near-term: Branding & Marketing

## City website:

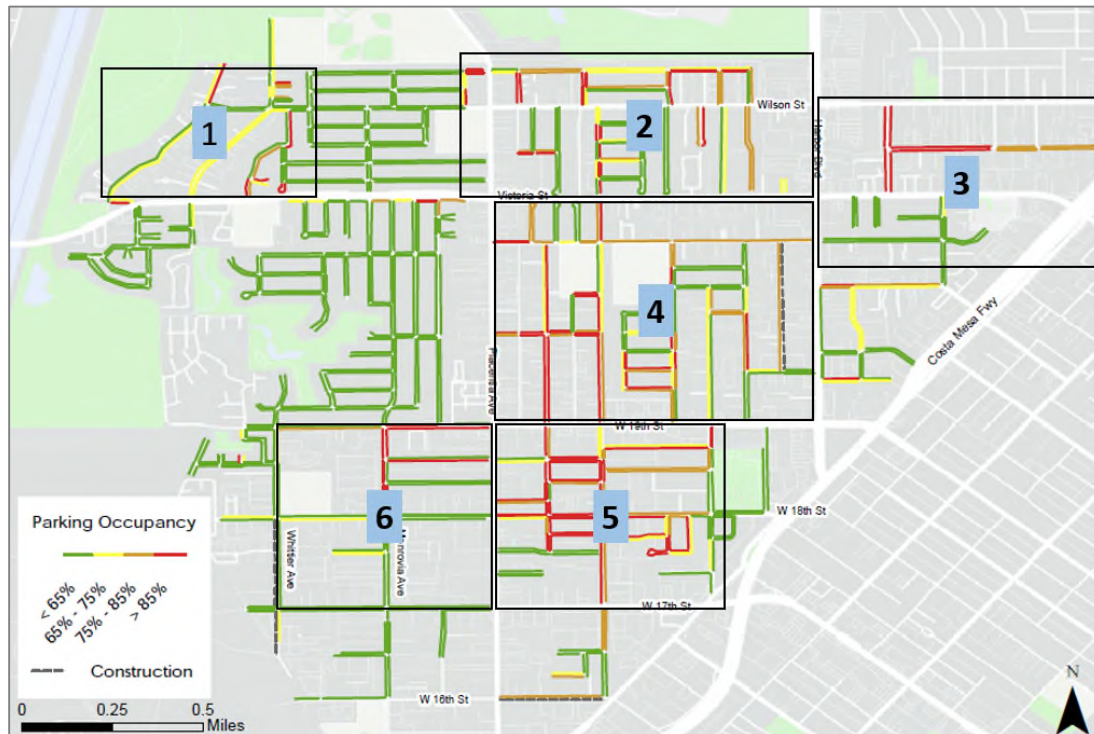
- Transportation Services' "Parking" landing page:
  - Information hub for parking.
  - Includes links to purchase permits and pay for parking citations.



# Mid-term: Shared Parking Agreements

## Shared parking agreements:

- Agreements between the City and private property owners to increase parking opportunities.
  - Can provide additional residential parking opportunities.
- Meant to be mutually beneficial - leverages the parking supply when it is typically underutilized.



Neighborhood	Estimated Shared Parking Space Inventory within 500ft	Site types
1	300-350 spaces	School; Church; Commercial; Public/City
2	250-300 spaces	School; Church
3	250-300 spaces	Church; Commercial
4	300-350 spaces	School; Public
5	100-200	Church
6	50	School

# Mid-term: Alternative Transportation Modes

## Recent achievements:

- Over 7 miles of improved bike lanes
- 25 bicycle racks installed in 2021
- Construction completion of Merrimac Way Active Transportation Improvements including the first cycle tracks in the City
- Over \$2 million approved by City Council in FY 21-22 budget for active transportation projects

## Continue to promote & enhance alternative modes:

- Improve walkability and pedestrian infrastructure.
  - Lighting can improve visibility and the feeling of safety.
  - Better for the environment & reduces roadway congestion.
- Prioritize locations within a reasonable distance to:
  - Transit stops, schools, libraries, hospitals, and medical clinics, community centers, commercial areas, and public parks.



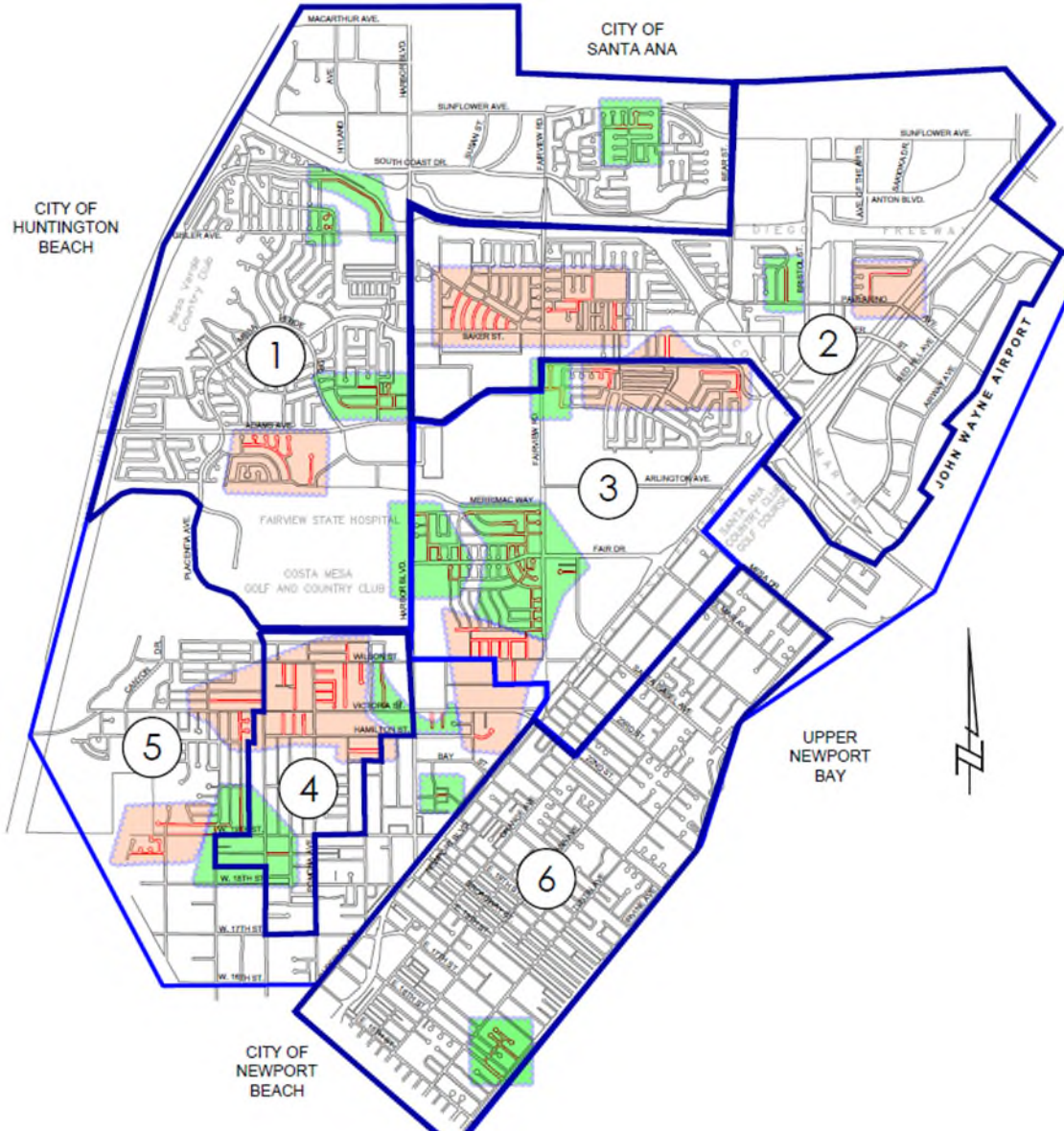





# Implementation Phases

Prior to implementation and permit zone re-evaluation, the City must complete the following implementation steps (6-9 months):

1. Adopt the updated permit zone guidelines, program guidelines and the permit fee rate structure.
2. Implement an automated permit management system (PMS).
3. Notify current permit holders of new program.
4. Develop an extensive public outreach and education campaign.

# Current Permit Zones



-  Permit parking streets
-  Existing permits with external factors including commercial parking impacts
-  Existing permits without external factors

Zone Type	Number of Streets (approximate)	Renewal Phase
External Impacts	60-70 streets	<b>Phase 1</b>
Without External Factors	50-60 streets	<b>Phase 2</b>



# Implementation Phases

The existing permit zones can be re-evaluated and renewed in two phases:

## Phase 1: (1-3 months)

Existing zones with **external parking impacts and commercial parking impacts** will be renewed:

- Impacts from neighboring cities
- Orange County Fairgrounds
- Commercial parking demand
- Near schools and recreation facilities

## Phase 2: (6-12 months) for grandfathered permits

Existing Zones with **residential parking demand** (without external impacts) will be re-evaluated:

1. Zones must provide a petition signed by 51% of residents
  2. Zones that meet 2,000 ft/4 block minimum can be renewed
  3. Zones that do not meet the minimum zone size will be re-evaluated under the new guidelines
  4. Zones that re-apply within 6 months will be given re-evaluation priority
  5. Limited to grandfathered permit zones
- Must meet new eligible drive criteria
  - Will be subject to new fee structure

# Citywide Residential Parking Study

## What's Next

Task	Estimated Timeline
Operational Needs Assessment	<i>Complete</i>
Data Collection	<i>Complete</i>
Community Meetings	<i>Complete</i>
Citywide Parking Survey	<i>Complete</i>
Community Meeting	<i>Complete</i>
Recommendation Outline	<i>Complete</i>
Community Meeting	<i>Complete</i>
Draft Plan	Fall 2021
Final Plan	Q1 2022
Present to City Council	Q1 2022

# Questions?

## Thank you!

Visit: [costamesaca.gov/parking](https://costamesaca.gov/parking)  
[parkingstudy@costamesaca.gov](mailto:parkingstudy@costamesaca.gov)