



Market-priced Parking

Washington, D.C. | Redwood City, CA

By Neha Bhatt

Motorists circling city blocks hunting for open parking spots exacerbate local traffic, double parking, and the phenomenon of squatting in what parking spaces are available. Underpriced meter parking can attract more cars than there are parking spaces, but variably priced meters with the ability to respond to demand for parking can mitigate the issues associated with overcrowded on-street parking. The premise of a demand-based pricing model for parking is simple: when parking demand is high, meter rates would go up and when it is lower, rates would be cheaper. Two cities that have tried this approach are Washington, D.C. and Redwood City, CA.

In Washington, D.C., on street parking in the Eastern Market neighborhood was already tight, even before the opening of nearby Nationals Park. The new stadium was expected to draw significant car traffic on game days, a large contingent of which would be seeking on street parking rather than private garages and lots. Councilmember Tommy Wells, who represented these neighborhoods, introduced a pilot program for performance-based parking, in an effort to be proactive in managing the growing parking demand. A similar measure also took root in Redwood City, CA during a period of increasing downtown development, when leaders decided to use strategic meter pricing to alleviate parking issues.

Washington, D.C.

In 2008, the City Council passed a bill enacting a Performance Parking Pilot program. The new law identified special zones around the target neighborhoods where market priced meter rates would be implemented. Rates would be set based on observed parking demand instead of a universal rate that disregarded how busy a street was. Key provisions of the bill include:

- Parking rates could only be raised \$0.50 in one month and should be changed in order to reach target on street parking occupancy of 80-90%, leaving 10-20% of parking spaces open for incoming motorists.
- A portion of the parking meter revenues must be used to make improvements that increase non-driving choices such as sidewalks, bike parking, benches, traffic calming, signage, designated taxi stands, and safety measures within the pilot neighborhoods. A committee of local business owners and residents shall help determine what those improvements will be.
- Meter time limits were not entirely eliminated to ensure turnover during the busiest hours such as dinner.
- A report showing the results of pilot program shall be released annually.

The bill gave authority to the Department of Transportation to extend metering into evenings and weekends – some of the busiest times in the Eastern Market neighborhood – and to adjust meter rates to match demand. The goal was to prevent double parking and forcing motorists to hunt for parking, and to maximize turnover, especially at the storefronts. The neighborhoods are well served by bus lines and a Metro station, as well as being walkable and bikable. Strategically setting prices a little higher would have the effect of dissuading those who had other options from driving to the busy area. It also would mean those who do drive would have a good chance of finding parking without having to circle the block or double park.

Before the changes were put in place, Councilmember Wells led extensive neighborhood outreach. He held many meetings at churches, schools, in living rooms and in neighborhood stores to explain how the program would work and discuss concerns. To prevent motorists from flooding adjacent residential streets as a reaction to higher meter rates, the bill designated one side of residential streets for cars with local residential parking permits, i.e., only the local neighbors could park there. The other side is open to local neighbors and all other vehicles. The pilot was deemed a success and market-priced meter parking has since been extended to other parts of the City.

"Performance parking is about inventory management. We have a fixed inventory of public curbside parking. The question is simply how best to manage it. We already manage it to some degree with rules and rates. Can we manage it better?"

"Remember that new parking policies should come with a well thought out public relations plan. Rapid response to unintended consequences, quick corrections of implementation mistakes, and proactive public outreach will make performance parking much more palatable. Put a lot of effort into developing a good performance parking plan, and then put in twice the effort toward first-rate implementation."

Tommy Wells
Councilmember, Washington, D.C. (2009)

D.C.'s Performance-based Parking Pilot Zone Act:

http://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/performance_based_perf_pilot_zone_act_2008.pdf

Redwood City, CA

In 2006, when Redwood City, CA was experiencing an increase in development around its city center, leaders decided it would be strategic to take steps to manage the growing demand for on-street and off-street public parking. Leaders looked at best practices on optimizing metered parking inventory in the busy downtown. They decided to use more strategic meter pricing to mitigate demand and optimize parking turn over at storefronts on the busy streets. The City passed an ordinance in 2006 to allow downtown parking meter rates to be adjusted up or down in response to demand.

Key provisions of the bill include:

- The target parking occupancy rate for all streets was set at 85%. Thus, at any given time, 15% of the parking spaces should be available for incoming motorists looking to visit or shop in the area.
- Surveys must be conducted at least once a year and no more than once quarterly to determine the actual parking occupancy rates on downtown streets. If parking occupancy was about 85%, the meter price required no change. If it was higher than 85%, the price

should be bumped up to mitigate demand. If it was lower, the price could be bumped down because demand was lower on that street.

- Meter rates may be adjusted in \$0.25 increments based on the occupancy patterns observed in the surveys. An increase that put the meter rate above \$1.50 per hour required City Council approval.
- Meter time limits are eliminated as the new market based pricing system would do the work of turning over parking spaces.
- Revenues from the meters are to be used to implement and improve downtown parking and traffic.

Redwood City's parking ordinance:

<http://shoup.bol.ucla.edu/RedwoodCity.pdf>

Redwood City's parking plan:

<http://www.redwoodcity.org/bit/transportation/parking/pdf/DowntownRedwoodCityParkingPlan.pdf>

(See discussion on market priced parking on pages 15-19)

Redwood City downtown parking web site:

<http://www.redwoodcity.org/bit/transportation/parking/index.html>



Market-priced Parking

Washington, D.C.

Prepared by Neha Bhatt

On street metered parking in the popular Eastern Market neighborhood of Washington, D.C. was already getting tight, even before the opening of the nearby Nationals Ballpark. Despite an aggressive transportation plan that beefed up transit, biking and walking options, the new stadium was expected to draw significant car traffic on game days. Many of those cars would be seeking cheap or free on street parking instead of paying to park in the private garages and lots. Councilmember Tommy Wells, who represented these neighborhoods, wanted the City to be proactive in managing the growing parking demand, which was already high in the evenings and on weekends.

In 2008, the City Council passed a bill enacting the Performance Parking Pilot program. The new law identified special zones around the target neighborhoods where market priced meter rates would be implemented. Rates would be set based on observed parking demand instead of a universal rate that disregarded how busy a street was. Key provisions of the bill included:

- Parking rates could only be raised \$0.50 in one month and should be changed in order to reach target on street parking occupancy of 80-90%, leaving 10-20% of parking spaces open for incoming motorists.
- A portion of the parking meter revenues must be used to make improvements that increase non-driving choices such as sidewalks, bike parking, benches, traffic calming, signage, designated taxi stands, and safety measures within the pilot neighborhoods. A committee of local business owners and residents shall help determine what those improvements will be.
- Meter time limits were not entirely eliminated to ensure turnover during the busiest hours such as dinner.
- A report showing the results of pilot program shall be released annually.

“Performance parking is about inventory management. We have a fixed inventory of public curbside parking. The question is simply how best to manage it. We already manage it to some degree with rules and rates. Can we manage it better?”

“Remember that new parking policies should come with a well thought out public relations plan. Rapid response to unintended consequences, quick corrections of implementation mistakes, and proactive public outreach will make performance parking much more palatable. Put a lot of effort into developing a good performance parking plan, and then put in twice the effort toward first-rate implementation.”

Tommy Wells
Councilmember, Washington, D.C. (2009)

Before the pilot was enacted, parking was free in the evenings and on weekends – some of the busiest times for the main streets of Eastern Market. The bill gave authority to the Department of Transportation to extend metering into evenings and weekends and to adjust meter rates to match demand. The goal was to prevent double parking and forcing motorists to hunt for parking, and to maximize turnover, especially at the storefronts. The neighborhoods are well served by bus lines and a Metro station, and the neighborhood is very walkable and bikable. Strategically setting prices a little higher would have the effect of dissuading those who had other options from driving to the busy area. It also would mean those who do drive would have a good chance of finding parking without having to circle the block or double park.

Before the changes were put in place, Councilmember Wells lead extensive neighborhood outreach. He held many meetings at churches, schools, in living rooms and in neighborhood stores to explain how the program would work and discuss concerns. To prevent motorists from flooding adjacent residential streets as a reaction to higher meter rates, the bill designated one side of residential streets for cars with local residential parking permits, i.e., only the local neighbors could park there. The other side is open to local neighbors and all other vehicles. The pilot was deemed a success and market-priced meter parking has since been extended to other parts of the City.

D.C.'s Performance-based Parking Pilot Zone Act:

http://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/performance_based_per_pilot_zone_act_2008.pdf

Councilmember Tommy Wells

Councilmember Jim Graham

A BILL

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To establish a performance parking pilot program to protect neighborhood parking; to manage the imminent demand for curbside parking created by new major retail and entertainment destinations; to promote retail patronage; to limit congestion; to create an Adams Morgan Taxicab Zone Pilot Program; and to create a Mount Pleasant Visitor Pass Pilot Program.

BE IT ENACTED BY THE COUNCIL OF THE DISTRICT OF COLUMBIA,

That this act may be cited as the “Performance Parking Pilot Zone Emergency Act of 2008”.

Sec. 2. Authorization of Performance Parking Pilot Program

(a) The Mayor is hereby authorized to establish a Performance Parking Pilot Program for the purpose of managing curbside parking and reducing congestion within and around established performance parking pilot zones.

(b) The authority to establish performance parking pilot zones within the District of Columbia is vested in the Council.

(c) The Mayor shall establish zone-specific parking management targets, and implement regulations, to achieve the following performance parking pilot zone goals:

1. Protect resident parking in residential zones;
2. Facilitate regular parking turnover in busy commercial areas;
3. Promote the use of non-auto transportation; and
4. Decrease vehicular congestion within each zone.

1 (d) Within each performance parking pilot zone, and notwithstanding any
2 other provision of law or regulation, the Mayor is hereby authorized to employ the
3 following to achieve the goals and targets established pursuant to Section 2(c) of this act:

- 4 1. Set or adjust curbside parking fees;
- 5 2. Set or adjust the days and hours during which curbside parking
6 fees apply;
- 7 3. Adjust parking fines, as needed, to dissuade illegal parking;
- 8 4. Exempt vehicles displaying valid in-zone RPP stickers from meter
9 payment, as needed.

10 (e) When increasing curbside parking fees within a performance parking pilot
11 zone, the Mayor shall:

- 12 1. Monitor curbside parking availability rates on commercial streets
13 to establish a need for any fee increase;
- 14 2. Except for fees in loading zones, not increase any fee by more than
15 \$0.50 in any one-month period, or more than once per month;
- 16 3. Except for fees in loading zones, provide notice to the affected
17 Ward Councilmember and ANC of any changes in curbside parking fees at least
18 10 days prior to implementation.

19 (f) Curbside signage, meter decals, and electronic displays shall provide
20 sufficient notice of changes to restrictions within a performance parking pilot zone,
21 except for changes to curbside parking fees pursuant to section 2(d) of this act.

22 (g) The Mayor shall designate a project manager who will serve as the main
23 point of contact for the public on matters related to each performance parking pilot zone.

(h) The Mayor shall publish a public web site that includes the following:
pilot zone boundaries, rules/regulations, information about how to use new parking fee
technologies, and a parking pilot project manager's name and contact information.

(i) The Performance Parking Pilot Program shall terminate two years from
the effective date of this act.

Sec. 3. Ballpark Performance Parking Pilot Zone

(a) The Ballpark Performance Parking Pilot Zone is hereby designated as the
area bounded by:

1. The Southeast-Southwest Freeway on the north, 10th Street, SE on
the east, 12th Street, SW on the west, and the Washington Channel and Anacostia
River on the south, including both sides of boundary streets, but not including the
Southeast-Southwest Freeway; and

2. East Capitol Street on the north, 11th Street, SE on the east,
Washington Avenue, SW and South Capitol Street on the west, and the Southeast-
Southwest Freeway on the south, including both sides of boundary streets, but not
including the Southeast-Southwest Freeway.

(b) The Mayor shall assign parking control and traffic control officers for
implementation of the pilot plan within the Ballpark Performance Parking Pilot Zone, and
enhanced enforcement on stadium event days;

(c) Pursuant to section 2(e), the Mayor shall adjust fees to achieve 10% to
20% availability of curbside parking spaces.

(d) Notwithstanding section 2(e)(2) of this Act, for curbside parking spaces
where there are not established parking fees on the effective date of this act, the Mayor

1 may increase fees up to once per month by an amount up to 50% of the initial fee set for
2 this parking pilot zone.

3 (e) Notwithstanding section 2(d)(1) of this Act and except south of the
4 Southeast Southwest Freeway, where curbside fees existed before the establishment of
5 the performance, the Mayor shall not set the initial performance parking pilot zone fee
6 higher than the existing fee.

7 (f) Notwithstanding any other provision of this Act, the Mayor shall not
8 charge curbside parking fees on District or Federal holidays.

9 (g) Within the first 30 days of implementation of the Ballpark Performance
10 Parking Pilot Zone, the Mayor may issue warning citations for curbside parking
11 violations related to the pilot program.

12 **Sec. 4. Columbia Heights Retail Performance Parking Pilot Zone**

13 (a) The Columbia Heights Retail Performance Parking Pilot Zone is hereby
14 designated as:

- 15 1. The area bounded by:
- 16 i. 1100 through 1500 blocks of Monroe Street, NW;
 - 17 ii. 1100 through 1500 blocks of Harvard Street, NW;
 - 18 iii. 2900 through 3400 blocks of 11th Street, NW;
 - 19 iv. 2900 through 3300 blocks of 16th Street NW;
- 20 including both sides of boundary streets; and
- 21 2. Both sides of the 2900 through 3400 blocks of 14th Street, NW.

22 (b) The Mayor shall take the following actions for the Columbia Heights
23 Retail Performance Parking Pilot Zone:

1 1. Install, on all residential streets in the zone and all other
2 approaches to the municipal parking garage, signs that direct traffic toward off-
3 street parking within the retail complex on the west side of the 3100 block of 14th
4 Street NW, state the price for such off-street parking, and encourage public
5 transportation use;

6 2. Assign a sufficient number of parking control officers and traffic
7 control officers to enforce parking regulations seven days per week; and

8 3. Implement revisions to residential permit parking zones.

9 (c) Notwithstanding section 2(d)(1) of this act, any curbside parking fee set
10 within the Columbia Heights Retail Performance Parking Pilot Zone at the initiation of
11 the pilot program shall not exceed \$2.00 per hour.

12 (d) Notwithstanding section 2(d)(3) of this act, any increases in parking fines
13 in the Columbia Heights Retail Performance Parking Pilot Zone shall be subject to the
14 Council review and approval requirements of D.C. Code § 50-2610.

15 (e) Within the first 30 days of implementation of the Columbia Heights Retail
16 Performance Parking Pilot Zone, the Mayor shall only issue warning citations for
17 curbside parking violations related to the pilot program in this zone.

18 **Sec. 5. Expenditure of Parking Pilot Program Revenue**

19 One hundred percent of annual curbside parking fee revenue from each
20 performance parking pilot zone shall be used for the following purposes:

21 (a) 20% shall be for general purposes of the DDOT Operating Fund.

22 (b) Up to 60% shall be used to repay the cost of procurement and maintenance
23 of new meters and related signage for the pilot program in that zone.

(c) Once the cost of meter procurement is paid in full for a zone, up to 5% shall be used to pay for meter maintenance and related signage in that zone.

(d) The remaining balance of curbside parking revenues shall be used solely for the purpose of non-automobile transportation improvements in that pilot zone. The Mayor shall involve pilot zone residents, businesses, Advisory Neighborhood Commissions, and Ward Councilmembers in prioritizing such improvements. Such improvements may include:

1. Enhancements to bus and rail facilities to improve access and level of service such as electronic real-time schedule displays outside of stations and stops, display of large full-color bus and rail maps, bus-only and bus priority lanes, and programs to increase electronic fare payment technologies;

2. Enhancements to increase the safety, convenience, and comfort of pedestrians, such as new or improved sidewalks, lighting, signage, benches, improved streetscapes, countdown crosswalk signals, and neighborhood traffic calming; and

3. Improvements to biking infrastructure such as painted and separated bike lanes, installation of public bike racks, and way-finding signage for bicyclists.

Sec. 6. Reporting Requirements and Oversight of Performance Parking Pilot Zones

(a) Prior to implementation, or upon the effective date of this act, whichever is later, DDOT shall transmit a detailed pilot zone plan to the Council and to the Chairs of all ANCs within a performance parking pilot zone. The plan shall set zone-specific

1 parking management targets and shall detail parking changes, which may include new
2 parking restrictions and curbside parking fees.

3 (b) During the term of the zone-specific performance parking pilot, DDOT, in
4 collaboration with the Ward councilmember, shall conduct quarterly public meetings, to
5 provide an update on all parking management targets within the zone, and an opportunity
6 for public comment on the program.

7 (c) If a zone-specific performance parking pilot is not meeting established
8 parking management targets after the second quarter of operation, DDOT shall re-
9 evaluate the strategies used and implement a revised plan. Within 30 days after the
10 second quarter of operation, any revised plan shall be implemented and transmitted to the
11 Council and ANCs, pursuant to paragraph (a).

12 (d) The Mayor shall submit an annual report for the prior fiscal year on each
13 zone-specific performance parking pilot. The report shall be transmitted to the Council
14 within 30 days after the fourth quarter for each zone-specific performance parking pilot,
15 and shall provide an update on all parking management targets within the zone. At a
16 minimum, the report shall include:

- 17 1. Any changes to established parking fees;
- 18 2. A description of curbside parking availability;
- 19 3. A description of parking turnover rates on retail streets;
- 20 4. Congestion and double parking statistics for retail streets;
- 21 5. Statistics on use of pay by phone technology;
- 22 6. Number, location and nature of parking violations and citations

23 issued;

1 7. Total revenue from the pilot zone;

2 8. A itemization of expenditures for meter procurement and
3 maintenance, enhanced enforcement, and non-auto transportation improvements
4 in each pilot zone; and

5 9. Any recommendations for legislative or regulatory initiatives to
6 improve curbside parking efficiency.

7 (e) Sixty days prior to the expiration of a zone-specific performance parking
8 pilot, the Mayor shall produce a final report evaluating the success of the zone-specific
9 performance parking pilot. The report shall include recommendations for continuation of
10 some or all aspects of the pilot within the zone.

11 **Sec. 7. Adams Morgan Taxicab Zone Pilot Program**

12 (a) The Mayor shall establish a taxicab zone in Adams Morgan by May 15,
13 2008, which shall extend the width of 18th Street, NW, from 18th Street, NW, and
14 Kalorama Road, NW, to 18th Street, NW and Columbia Road, NW.

15 (b) Except as provided in this section, Title 31 of the D.C. Municipal
16 Regulations shall apply to the established taxicab zone.

17 (c) The Mayor shall post signage throughout the zone identifying zone hours,
18 zone restrictions, and taxicab stand locations, and give notice of the same to the D.C.
19 Taxicab Commission, affected ANCs and business organizations prior to implementation
20 of the Adams Morgan Taxicab Zone Pilot Program.

21 (d) A taxicab, as defined in D.C. Official Code § 9-1103.01, shall not pick up
22 a passenger for hire within a designated taxicab zone during taxi zone hours, except for at
23 a designated taxicab stand.

(e) For the purposes of this section, the term “taxi zone hours” shall mean from 9:00 p.m. Thursday through 4:00 a.m. Friday; from 9:00 p.m. Friday through 4:00 a.m. Saturday; and from 9:00 p.m. Saturday through 4:00 a.m. Sunday.

(f) The Mayor shall establish two taxicab stands within the Adams Morgan taxicab zone. Taxicab stands shall:

1. Be clearly identified with signage;
2. Have adequate queue space for a maximum number of taxicabs, as identified by the Mayor; and
3. Have adequate space for taxicab patrons to queue.

(g) In such taxicab stands, taxicabs shall stand only while awaiting passengers for hire.

(h) The provisions of this act shall be enforced pursuant to D.C. Official Code § 50-312 (f) and (g).

(i) The Adams Morgan Taxicab Zone Pilot Program shall terminate on October 1, 2010.

(j) 45 days prior to the termination of the Adams Morgan Taxicab Zone Pilot Program, the Mayor shall present a report to the Council on the efficacy of the program, which shall include recommendations on the continued need for a designated taxicab zone in Adams Morgan.

Sec. 8. Mount Pleasant Visitor Pass Pilot Program

(a) The Mayor shall implement a one year visitor parking pilot program for Residential Permit Parking (RPP) areas within ANC1D boundaries.

(b) For the purposes of this pilot program, DDOT is authorized to:

- 1 1. Charge a fee for each permit issued pursuant to this program; and
- 2 2. Limit the hours for which an RPP permit is valid.

3 (c) The Mayor shall publish proposed regulations to implement the program
4 within 90 days of the effective date of this act. After a 30-day period of review, or upon
5 Council approval, whichever comes sooner, the proposed regulations shall be in effect.

6 **Sec. 9. Fiscal impact statement**

7 The Council adopts the attached fiscal impact statement as the fiscal impact
8 statement as the fiscal impact statement required by section 602(c)(3) of the District of
9 Columbia Home Rule Act, approved December 24, 1973 (87 Stat. 813; D.C. Official
10 Code § 1-206.02(c)(3)).

11 **Sec. 10. Transmittal**

12 The Secretary of the Council shall transmit a copy of this resolution, upon its
13 adoption, to the Mayor.

14 **Sec. 11. Effective date**

15 This resolution shall take effect immediately.

Market-priced Parking

Redwood City, CA

Prepared by Neha Bhatt

When Redwood City, CA was undergoing increasing downtown development, leaders decided it would be strategic to take steps to manage the growing demand for on-street and off-street public parking. It was acknowledged that underpriced meter parking attracted more cars than there were parking spaces. Motorists were left to circle the blocks hunting for an open spot exacerbating local traffic, double parking and the phenomenon of squatting parking spaces that were found available.

Leaders looked at best practices on optimizing metered parking inventory in the busy downtown. They decided to use more strategic meter pricing to mitigate demand and optimize parking turn over at storefronts on the busy streets. The City passed an ordinance in 2006 to allow downtown parking meter rates to be adjusted up or down in response to demand. Where parking demand was high, meter rates would go up and where it was lower, rates would be cheaper.

"We've all witnessed the wonderful renaissance and increasing level of activity in Downtown Redwood City over the last few years. That ongoing success is bringing parking challenges...The new rates and other strategies we're implementing will be helpful as Downtown continues its resurgence."

Jeffrey Gee

Mayor, Redwood City (2014)

SOURCE: www.redwoodcity.org

Public parking in Redwood City is most expensive in the downtown core and cheaper on less busy streets and in garages. Motorists willing to park a couple of blocks away or off-street, will pay less or nothing.

Orange zone costs \$1 per hour, yellow is \$0.25; green indicates free garage parking during evenings/weekends. Blue garages are free during business hours within the busy areas for the first 1.5 hours or longer with validation. Image from www.redwoodcity.org



Key provisions of the bill include:

- The target parking occupancy rate for all streets was set at 85%. Thus, at any given time, 15% of the parking spaces should be available for incoming motorists looking to visit or shop in the area.
- Surveys must be conducted at least once a year and no more than once quarterly to determine the actual parking occupancy rates on downtown streets. If parking occupancy was about 85%, the meter price required no change. If it was higher than 85%, the price should be bumped up to mitigate demand. If it was lower, the price could be bumped down because demand was lower on that street.
- Meter rates may be adjusted in \$0.25 increments based on the occupancy patterns observed in the surveys. An increase that put the meter rate above \$1.50 per hour required City Council approval.
- Meter time limits are eliminated as the new market based pricing system would do the work of turning over parking spaces.
- Revenues from the meters are to be used to implement and improve downtown parking and traffic.

Many other cities are using market pricing to manage parking demand. See the Washington, D.C. market priced meter pilot within the Local Leaders Council [Model Policies](#) web site.

Redwood City's parking ordinance:

<http://shoup.bol.ucla.edu/RedwoodCity.pdf>

Redwood City's parking plan:

<http://www.redwoodcity.org/bit/transportation/parking/pdf/DowntownRedwoodCityParkingPlan.pdf>

(See discussion on market priced parking on age 15-19)

Redwood City downtown parking web site:

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**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF
REDWOOD CITY AMENDING CHAPTER 20, ARTICLE VII OF
THE REDWOOD CITY MUNICIPAL CODE BY AMENDING
SECTIONS 20.96 THROUGH 20.96.21 IN THEIR ENTIRETY
AND DIVISIONS 4, 5 AND 9 IN THEIR ENTIRETY**

RECITALS

Whereas, planned new development in Downtown Redwood City is likely to increase traffic and parking demand. (*Downtown Mixed Use Retail/Cinema Project Environmental Report, 2000*); and

Whereas, the City has conducted a substantive review of the literature and the practices of other cities to determine the most effective ways of managing the traffic and parking demand; and

Whereas, based on that review the City has determined that the most effective tool for managing on-street parking is a program of pricing the on-street public parking at a rate so as to achieve a fifteen percent (15%) vacancy rate in the parking spaces on each block. (*See Shoup, Donald. The High Cost of Free Parking. American Planning Association Planners Press. 2005*); and

Whereas, underpriced on-street parking causes "cruising," which adds to traffic congestion. *Shoup, page 291*; and

Whereas, a vacancy rate of about 15% is necessary to avoid cruising-induced traffic, to facilitate easy ingress and egress, and to offer parking opportunities to as many different people as possible. *Shoup, page 297*; and

Whereas, California Vehicle Code Section 22508 authorizes cities to establish parking meter zones and to fix the rate of fees for such zones; and

Whereas, parking meter rate ordinances "may ... justify a fee system intended and calculated to hasten the departure of parked vehicles in congested areas, as well as to defray the cost of installation and supervision." *DeAryan v. City of San Diego*, 75 CA2d 292, 296 (1946); and

Whereas, such parking meter rate ordinances are for the purpose of regulating traffic and the parking of vehicles in the public streets, not a tax for revenue purposes. *Id* at 293; and

Whereas, receipts from such parking meter rate ordinances "may be used not only in defraying the expenses of installation, operation and control of such parking space and parking meters, but also those incurred in the control of traffic which may affect or be affected by the parking of vehicles in the parking meter zones thus created, including those incurred in connection with painting lines and signs, maintaining mechanical traffic signals and other expenses of regulating traffic and enforcing traffic regulations with respect to all traffic which may affect or be affected by the parking of vehicles in parking meter zones." *Id* at 296; and

Whereas, using parking meter rates to achieve a vacancy rate of about 15% negates the necessity for time restrictions on the use of parking spaces; and

Whereas, certain formerly unmetered off-street parking facilities must be metered in order to meet the demands of changing patterns of use of Downtown parking; and

Whereas, the parking permit program requires modifications in order to meet the demands of changing patterns of use of Downtown parking.

NOW THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF REDWOOD CITY THAT: *[excerpt]*

**Sec. 20.120. PERIODIC ADJUSTMENT OF DOWNTOWN METER ZONE
METER RATES:**

Under the authority of California Vehicle Code section 22508, the City Council hereby adopts the following process for adjusting Downtown Meter Zone meter rates from time to time to manage the use and occupancy of the parking spaces for the public benefit in all parking areas within the Downtown Meter Zone.

A. To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

B. At least annually and not more frequently than quarterly, the Parking Manager shall survey the average occupancy for each parking area in the Downtown Meter Zone that has parking meters. Based on the survey results, the Parking Manager shall adjust the rates up or down in twenty-five cent (\$0.25) intervals to seek to achieve the target occupancy rate. The base parking meter rate, and any adjustments to that rate made pursuant to this ordinance, shall become effective upon the programming of the parking meter for that rate. A current schedule of meter rates shall be available at the City Clerk's office.

C. The hourly meter rate shall not exceed one dollar and fifty cents (\$1.50) without the express approval of the City Council.

D. This Section does not apply to the parking facilities described in Section 20.119 of this Division during the "peak hours."

**Sec. 20.121. USE OF DOWNTOWN METER ZONE PARKING METER
REVENUES:**

Revenues generated from on-street and off-street parking within the Downtown Meter Zone boundaries shall be accounted for separately from other City funds and may be used only for the following purposes:

A. All expenses of administration of the parking program

B. All expenses of installation, operation and control of parking equipment and facilities within or designed to serve the Downtown Core Meter Zone

C. All expenses for the control of traffic (including pedestrian and vehicle safety, comfort and convenience) which may affect or be affected by the parking of vehicles in the Downtown Core Meter Zone, including the enforcement of traffic regulations as to such traffic.

D. Such other expenditures within or for the benefit of the Downtown Core Meter Zone as the City Council may, by resolution, determine to be legal and appropriate.

This ordinance shall take effect on February 1, 2006.