

July 20, 2022

City Council Meeting

Martinez Downtown Parking Study



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Agenda

- 1 **Quick Study Overview**
- 2 **Key Findings**
- 3 **Priority Recommendations**
- 4 **Discussion**

A blue-tinted photograph of a street scene. In the foreground, a classic dark-colored car is parked. To its left, a modern silver SUV is parked. Further left, a white car is parked. In the background, there are buildings with various signs, including "Hirsheim shoes", "BAR CAVA", and "Yogurt Pkatz". A large blue circle with the number "1" is centered in the image.

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Quick Study Overview

The City of Martinez Downtown Parking Study:

Evaluate the effectiveness of the existing parking program and identify opportunities to manage current and future demand better.

This includes:

- Reducing parking demand via mobility improvements and Park Once**
- Shifting parking demand toward underutilized locations**
- Maintaining consistent availability at desirable levels among the most convenient, high-demand parking spaces.**

Scope of Work

Background Study & Data Review

Supply & Demand Assessment

- On-street and key off-street facilities
- Focus on days and times of recurrent demand peaks
- Pre-COVID data collected via aerials
- Complemented by counts conducted last September

Stakeholder Engagement

- City Staff and Officials
- Two Community Workshops with Business and Property Owners
- Public Survey

Scope of Work

Strategy Development

- Management Solutions
- Supply Strategies
- Mobility Improvements

Final Report

- Two Presentations to City Council



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Key Findings

Parking Inventory

3,040

parking spaces in the data collection area

On-Street

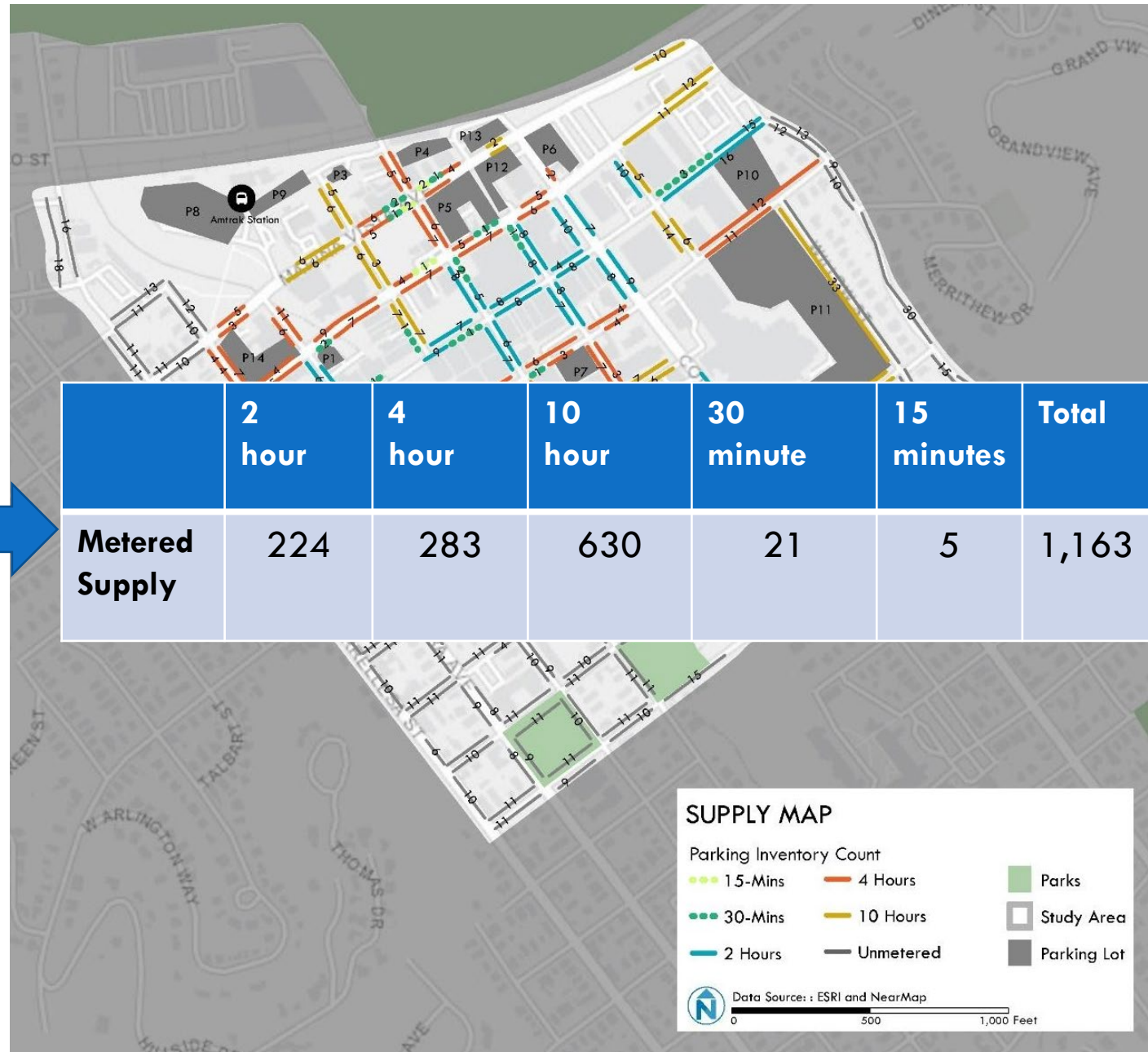
2,219

metered and unmetered parking spaces

Off-Street

821

14 off-street parking lots
5 privately managed* and 9 public & metered



*Privately managed off-street parking is typically reserved as accessory parking for tenants, residents, and visitors

Peak-Hour Utilization

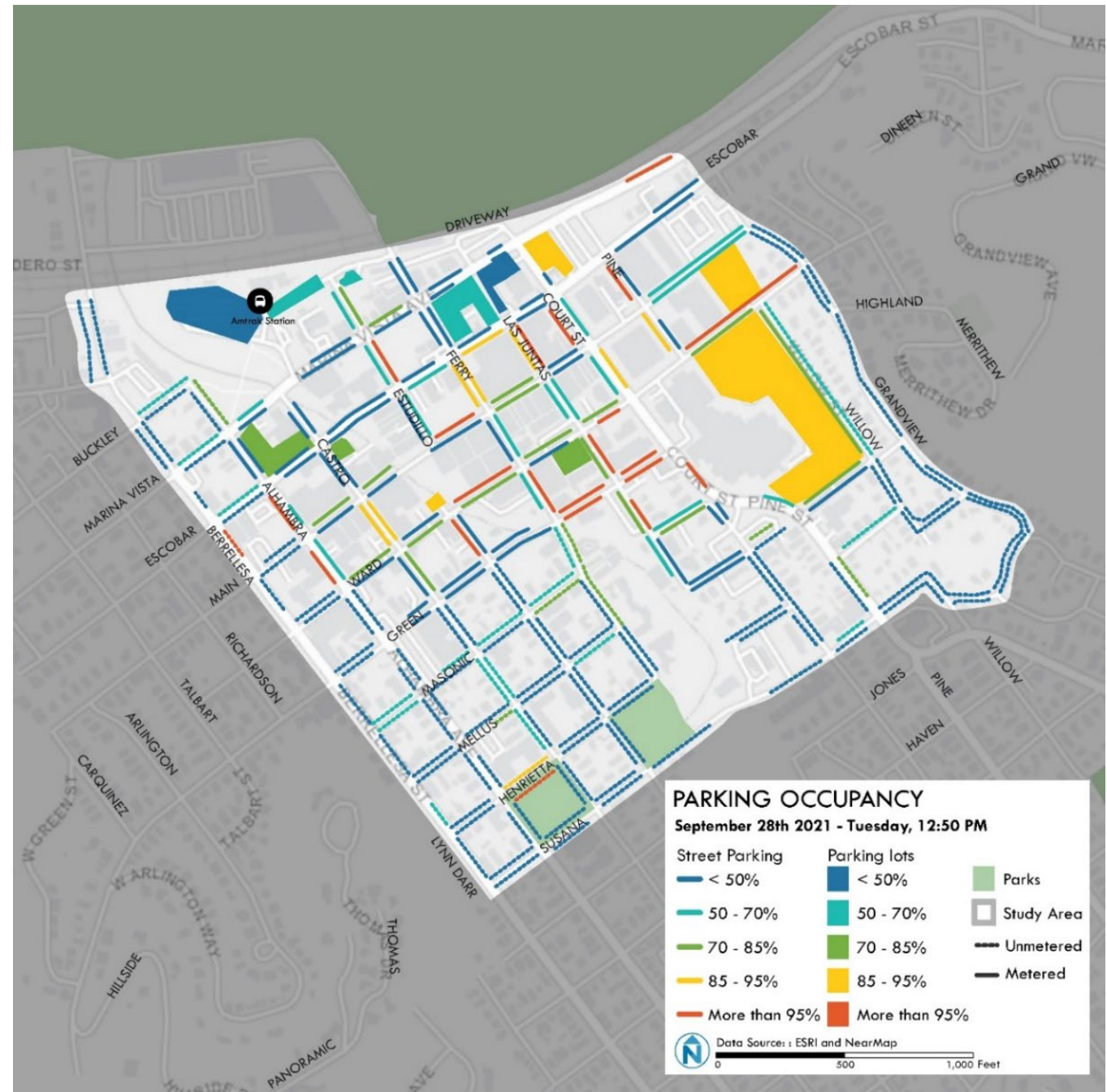
2018 (Pre-COVID)				2021			
On-Street Parking Utilization	# of Available On-Street Parking Spaces	Off-Street Parking Utilization	# of Available Parking Spaces	On-Street Parking Utilization	# of Available On-Street Parking Spaces	Off-Street Parking Utilization	# of Available Parking Spaces
51%	1,081	87%	110	45%	1,220	70%	246

Parking Utilization

Parking Demand peaked on weekdays around noon when daytime workers are at their jobs and restaurants and retail shops are open.

On-street parking, for both unmetered and metered spaces, is 45% and a five percentage-point reduction from 2018.

Parking utilization for off-street lots has also declined. As of September 2021, the off-street parking utilization rate is 70% during the weekday peak.



A blue-tinted photograph of a street scene. In the foreground, a classic dark-colored car is driving towards the camera. To the left, several modern cars are parked along the curb. The buildings on the left have various signs, including "Hirschheim shoes" on a hanging sign, "BAR CAVA", and "Yogurt Pkatz". In the background, there are trees and a hillside. A large, solid blue circle is centered in the upper half of the image, containing the white number "3".

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Priority Recommendations

Adjust Parking rates and limits along the most popular streets in Downtown

In the next 1 to 2 years:

1. **Gradually increase parking fees** so that parking rates for the highest demand public off-street facilities and on-street spaces reflect actual demand.
2. **Use the meter-rate updates to create higher-priced “premium” and lower-priced “value” zones.** The City may consider offering free parking for the first hour of metered parking in value zones to ease drivers into on-demand pricing.
3. **Set parking time limits to serve intended visitors.** Locations with high turnover of visitors may benefit from shorter time limits, while more extended time limits should be permitted at off-street facilities with the lowest utilization
4. **Install signage about parking regulations that clearly communicates restrictions and time limits.**

Key Partners:

Public Works Department, Finance Division, City Manager’s Office, Transportation Consultant Teams



Deploy Innovative Technologies

In the next 1 to 2 years:

1. **Replace parking meters that do not accept credit cards and allow for various forms of payment including pay-by-phone** which allows for users to replenish their meter remotely.
2. **Consider multispacer pay-stations, or kiosks,** for meter replacement or when expanding on-street pricing.
3. **Coordinate with rollout of any on-street meter-rate increase,** to ensure that cost increases are combined with increased payment convenience and options.

Note: The City Council may want to accelerate these improvements to coincide with the necessary upgrades from 3G to 4G technology on existing credit card-enabled meters.

Key Partners:

Finance Division, Public Works Department



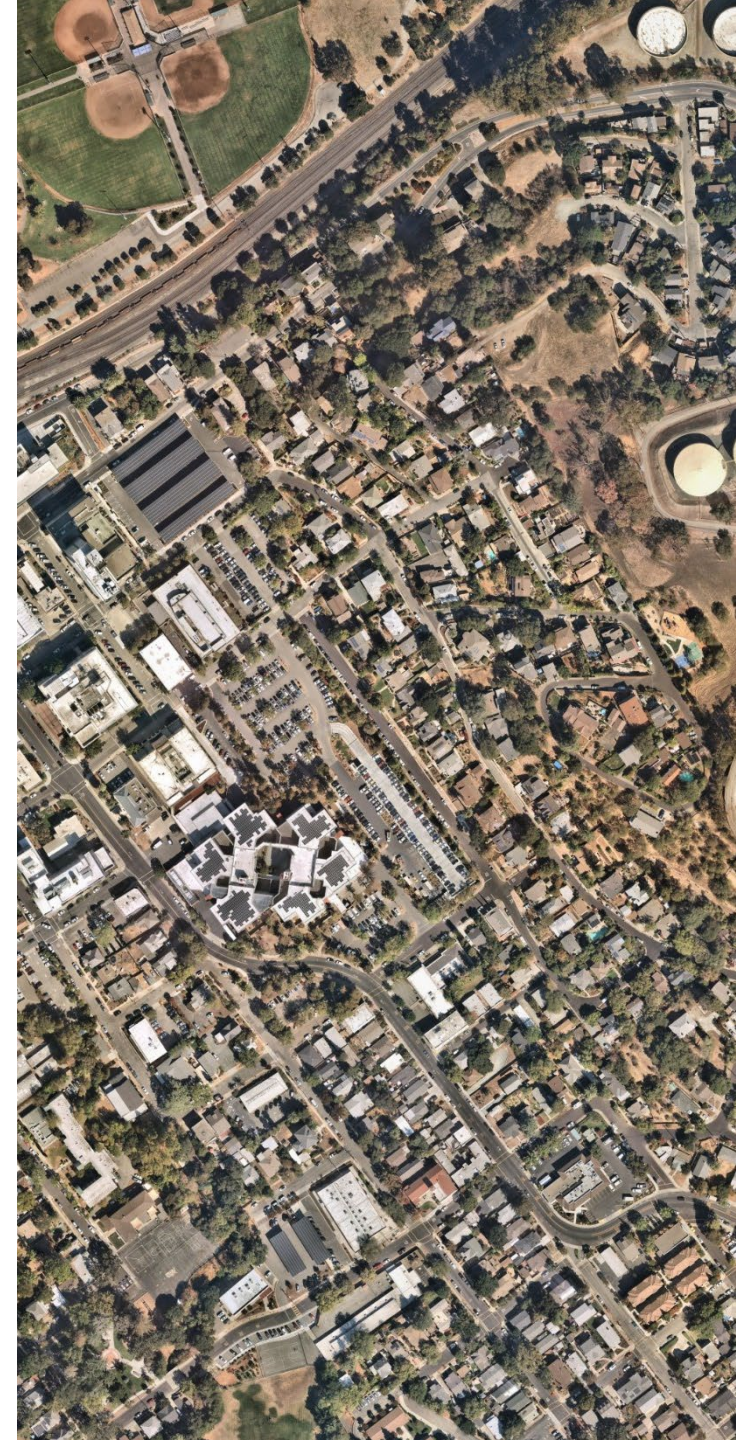
Continue to expand City policies that support the use of parklets.

In the next 1 year:

1. **Update the parklet program.** The existing parklet program should be updated with new parameters that include revisions to the rental fee, maintenance requirements, and the allocation of parklets per business.
2. **Set an annual cap on the expansion of parklets.** The City should consider establishing an annual cap on the expansion of parklets based on overall parking capacity during that year.
3. **Update the cap every year,** based on recent utilization analysis to make sure parking impacts have been managed.

Key Partners:

Community Development Department, Public Works Department, Finance Division



Improve parking wayfinding to guide drivers to “right-fit” parking options

In the next 1 to 2 years:

1. **Install wayfinding signage at key gateways** and secondary downtown streets to direct visitors to public parking facilities and other key destinations.
2. **Install complementary signage geared toward all travel modes**, to emphasize non-driving walk, bike, and microtransit options for local travel, emphasizing Park Once opportunities from all public parking locations.
3. **Consistently place signs at lot entrances** to mark lots in which visitor parking is accommodated.
4. **Mark bike parking locations on Downtown Martinez maps** and any other wayfinding maps.

Key Partners:

Public Works Department and Community Development Department



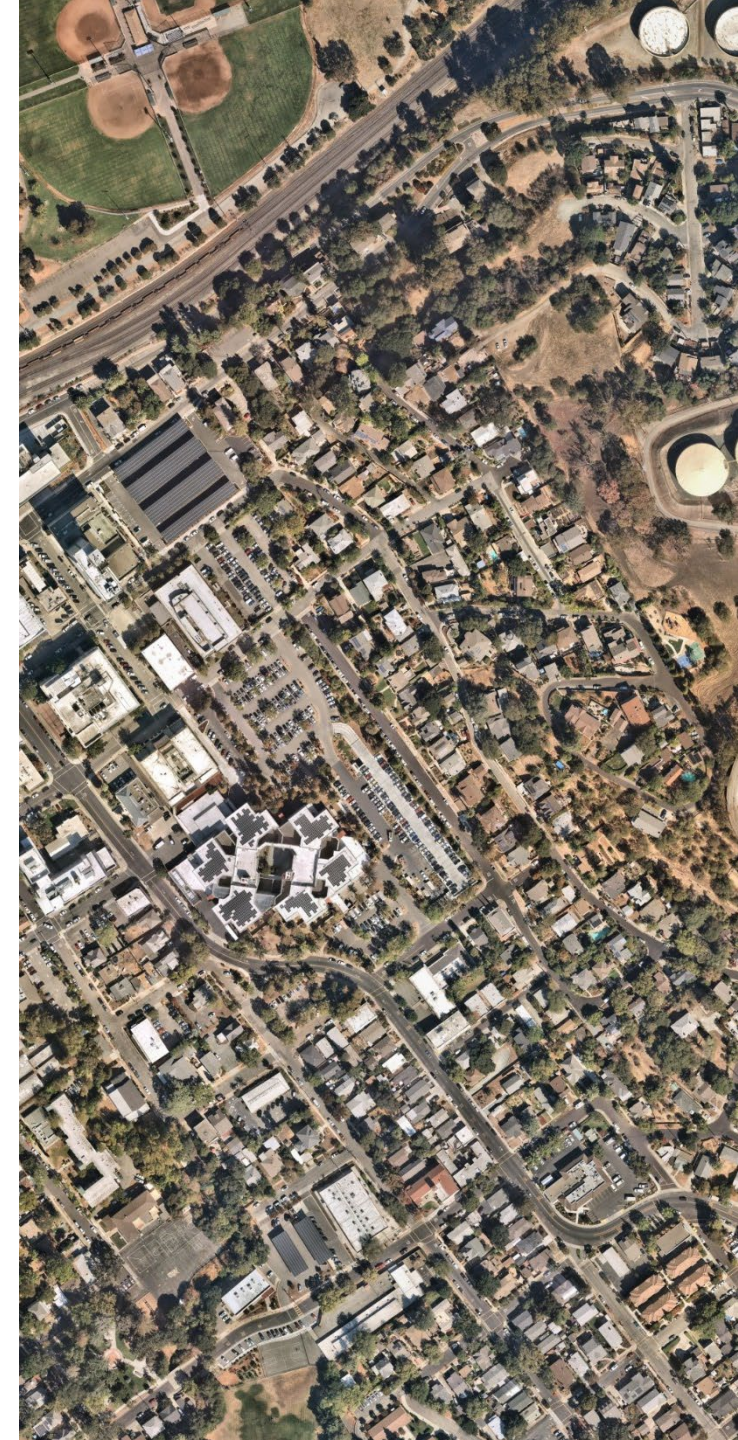
Improve the pedestrian experience.

In the next 1 to 2 years:

1. **Replace sidewalks.** Sidewalks that are in a state of disrepair should be replaced.
2. **Provide access across driveways.** Pedestrian access should be provided across driveways by maintaining the elevation and material type of the sidewalk.
3. **Install curb extensions or bulb-outs.** Where feasible, curb extensions or bulb-outs should be installed to reduce crossing distances, slow turning vehicles, and increase the visibility of pedestrians.
4. **Provide pedestrian-oriented light fixtures.** Light fixtures such as those installed along Ferry Street, should be provided along key pathways to parking facilities and other Downtown destinations.

Key Partners:

Community Development Department, Public Works Department



Expand Bike and Micro-Mobility Infrastructure Amenities

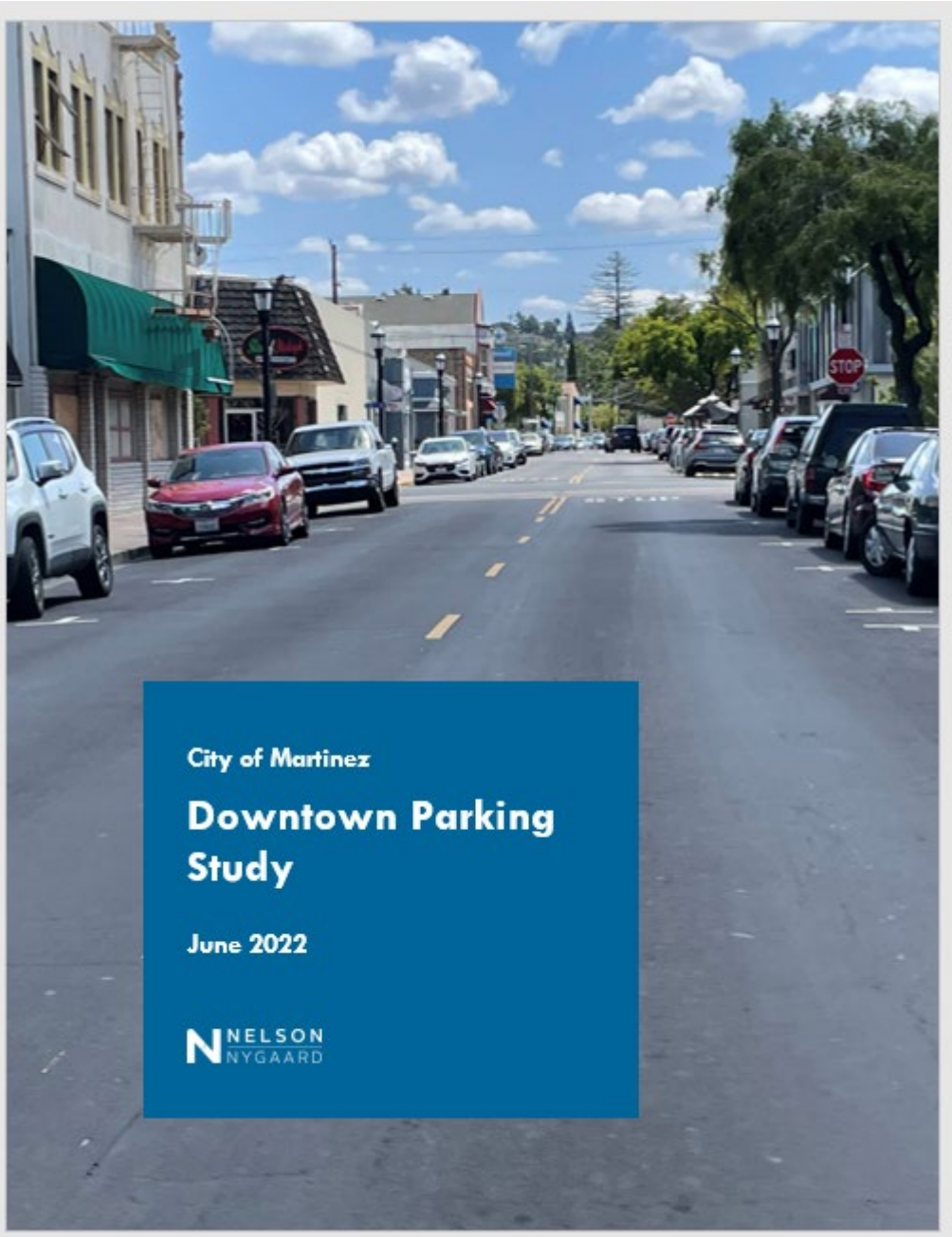
In the next 1 to 2 years:

1. **Look for sponsors to fund a new bike rack program.**
2. Initiate conversations with **3rd-party micromobility vendors** to bring bike share and scooter share programs to the Downtown.
3. **Provide more short-term bicycle parking** where the typical parking duration is less than two hours. This type of parking is most supportive of retail, service, and institutional uses.
4. **Provide long-term bicycle parking** near locations like the Amtrak Station or Courthouse. Long-term parking should provide secure and covered storage for periods longer than two hours. Provide bicycle repair stations with tools and space for the standard maintenance of a bicycle near long-term bicycle parking locations.
5. **Provide bicycle repair stations** with tools and space for the standard maintenance of a bicycle near long-term bicycle parking locations.

Key Partners:

Community Development Department, Public Works Department, Bike Advocacy Groups, and Micromobility Vendors.





City of Martinez

Downtown Parking Study

June 2022

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Thank You

Tom Brown, Nelson\Nygaard

Dana Rubin, Nelson\Nygaard