City of Oceanside, CA

Downtown Parking Action Plan

July 30, 2019

Prepared by: Dixon Resources Unlimited

Table of Contents

Images

Tables

Figures

1. Introduction

Dixon Resources Unlimited (DIXON) has prepared this Parking Action Plan (PAP) for the City of Oceanside (City) to outline the near-, mid-, and long-term steps needed to enhance the existing parking program in downtown Oceanside. The provided recommendations take into consideration previous studies, on-site operational audits, and stakeholder feedback. Each PAP recommendation is organized by phase with a list of detailed implementation steps and required follow-up actions. These recommendations are meant to address the current and long-term parking challenges in downtown Oceanside. Implementing PAP recommendations will provide immediate parking management benefits and establish the basis for future improvements. The recommended steps and timelines are meant to be realistic and achievable.

1.1. Project Background

In 1987, the City prepared a Downtown Oceanside Master Parking and Traffic Plan (Master Plan) in order to evaluate and identify parking sites and establish traffic and parking related policies to ensure sufficient parking and adequate traffic circulation in the future. The Master Plan was also prepared to implement the Local Coastal Plan. The Master Plan recommended the use of railroad right-of-way for parking facilities where demand existed, as well as improve downtown traffic circulation through the installation of traffic signals at key intersections, conversion of downtown streets to one-way traffic flow, and implementation of diagonal parking along 1st and 3rd Streets.

In 2002, the City commissioned Katz, Okitsu & Associates to prepare a parking study for downtown Oceanside. The report analyzed the existing conditions and anticipated changes in parking due to several proposed development projects. Recommendations were also included as part of the study, including the need to provide structure parking adjacent to the Oceanside Transit Center (OTC), opportunities to leverage shared use parking facilities, and opportunities to use existing City surface parking lots for potential parking structures. Several of the recommendations were implemented including completion of the 450-space OTC structure and Lots 27 A&B and C&D.

In 2009, Urban Place Consulting Group was commissioned by the City to revisit the downtown study conducted in 2002. The Downtown Core Parking Use Analysis Report was commissioned to determine parking demand in downtown Oceanside, as well as facilitate two workshops to collect stakeholder feedback regarding parking in the downtown core. The report produced recommendations that included installing diagonal parking on segments of Civic Center Drive, Seagaze Drive, and Pier View Way, changing time-limit parking, and revising parking signage and wayfinding.

These reports served as background material in order for DIXON to assess what aspects of the Action Plan are still feasible in the City and desired by the community. During recent stakeholder meetings, DIXON discussed wayfinding and parking signage, remote parking locations for downtown employees grouped with a shuttle service, parking enforcement,

impact of new development on parking, parking ratios for new developments, rideshare drop-off locations, parking guidance, bike share programs, code enforcement, parking revenue distribution, and shared parking opportunities.

The Downtown Oceanside & 9 Block Master Plan was also considered during the development of the PAP to ensure that recommendations in the report consider the downtown redevelopment and its impact on parking and mobility. Several developments have already been completed (Pier Side North Apartments, Pier Side South mixed-use development, Wyndham Hotel, and Springhill Suites), several of which have included private parking facilities. Of the projects currently under construction or in the planning stages, Lot 23 will provide the most public parking with 355 spaces (See Section 14). Once all development projects have been completed, the City is estimated to lose 718 parking spaces but gain 1,942, for a net gain of 1,224 spaces (See Appendix A).

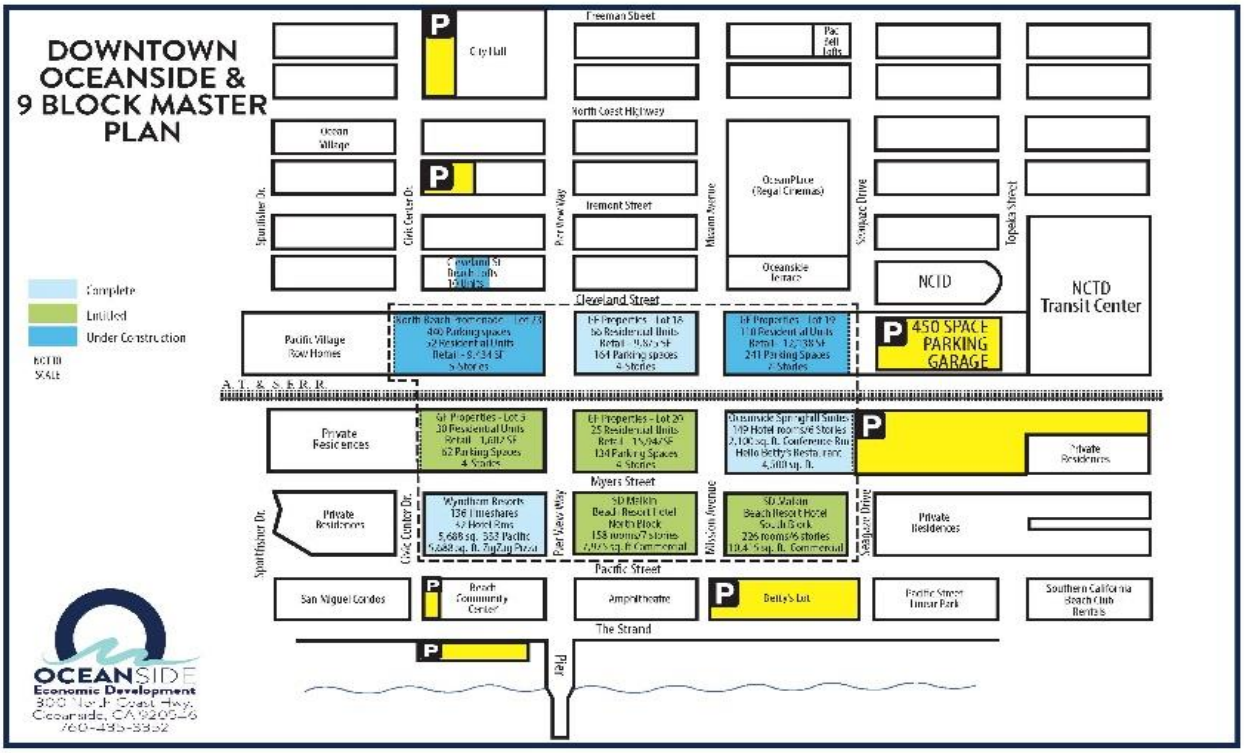


Figure 1. Downtown Oceanside 9 Block Master Plan

1.2. Stakeholder Engagement

Stakeholder engagement was a critical component of this study. The PAP recommendations were developed following multiple site visits on September 27, October 16, and December 11, 2018. A series of meetings were held with both City staff and external stakeholders, including MainStreet Oceanside, the City's Public Works, Planning, and Traffic Engineer Departments, and Parking Enforcement, each providing valuable input during stakeholder group meetings. A summary of stakeholder feedback and recommendations is included in Table 1.

Table 1. Summary of Stakeholder Meeting Feedback

Stakeholder Meeting	Stakeholder Ideas and Suggestions
Project Kick-off with Public Works, Planning, Traffic Engineering, and Parking Enforcement **September 27, 2018**	• Temporarily remove wayfinding signage along Mission Avenue • Address perceived parking shortage in downtown core • Enhance wayfinding and signage program • Modernize parking meters and pay stations • Adjust rate structure based upon demand • Address impact of development projects on downtown parking supply • Modernize parking enforcement technology, including implementation of license plate recognition (LPR) technology, and handheld devices • Create rideshare loading zones • Identify remote underutilized parking facilities • Implement free shuttle service within downtown core • Implement docked bike share program • Implement technology to guide drivers to available parking • Provide a more user-friendly permit interface for customers
Main Street Oceanside **November 6, 2018**	• Meet and greet with Main Street Association to discuss the process of the project
Community Parking Discussion **November 14, 2018**	• Improve pedestrian wayfinding signage • Identify parking locations for construction workers • Improve parking lot signage • Develop downtown employee parking program • Address perceived parking shortage in downtown core • Create rideshare loading zones • Educate the public about location and rates of municipal parking facilities
Community Parking Discussion **December 12, 2018**	• Address short-term parking and its impact on downtown parking
Community Parking Discussion **January 16, 2019**	• Address need for alternative modes of transportation in downtown core • Address on-street time limits • Enhance special event parking procedures

Stakeholder Meeting	Stakeholder Ideas and Suggestions
	• Improve wayfinding signage
Community Parking Discussion **March 6, 2019**	• Address need for additional handicap parking spaces • Concerns regarding the use of license plate recognition technology
Downtown Parking Study and Action Plan Presentation to City Staff **March 25, 2019**	• Address the parking rates and revenue collection equipment at Lot 23 • Should have consideration for the Coastal Commission when determining parking rates • Considerations for walkability at recommended shared parking facilities

On December 13, 2018, the City also released two online surveys, one to garner feedback from downtown businesses regarding employee and customer parking, and one survey garnering feedback from City residents regarding mobility and parking in the downtown core. Both surveys were developed to allow residents of the City, as well as business owners of downtown Oceanside to participate in the information gathering process. The surveys included questions designed to provide DIXON and the City with information on the topics of paid parking, time limits, amount of time spent in downtown by visitors, where they are parking, and what they would like changed. The City should use survey results while reviewing and prioritizing the recommendations within the PAP. Summary of both surveys are provided below, with full survey results included in Appendix B.

<u>Business Survey Results</u>

Total Survey Responses: 15

- 60% of business owners operate a retail establishment or restaurant.
- 27% of business owners indicated operating hours between 8:00 a.m. and 5:00 p.m. or between 8:00 a.m. and 8:00 p.m.
- 50% of business owners indicate they staff their downtown location with 10 or fewer employees during normal business hours while 14% indicate they staff their downtown location with more than 20 employees.
- More than half (58%) of business owners indicate they staff their downtown location with 10 or fewer employees between the hours of 11:00 a.m. – midnight.
- 50% of business owners offer parking to both customers and employees.
- 100% of business owners indicated their employees drive to work while 50% indicated their employees use public transit or rideshare.
- 57% of business owners would not support expanding paid parking in downtown Oceanside.
- 43% of business owners would support a free shuttle service that transports downtown employees from remote parking lots outside of the downtown core.

- 64% of business owners do not believe there is ample parking for customers.
- 69% of respondents believe customers should be allowed to park downtown for three hours or more.

Resident Survey Results

Total Survey Responses: 223

- More than half (51%) of residents live within the 92054 zip code.
- 66% of residents visit downtown more than once per week while 28% visit downtown multiple times a month.
- 52% of residents indicated they visited downtown to eat or shop.
- 46% of trips were two hours or less while 14% were four hours or more.
- 82% of residents used a personal vehicle to go downtown.
- 71% of residents found parking in 10 minutes or less during their most recent trip to downtown Oceanside.
- 50% of residents parked on-street while 32% parked at a public parking facility during their most recent trip to downtown Oceanside.
- 57% of residents parked within two blocks of their destination while 32% parked three or more blocks from their destination during their most recent trip to downtown Oceanside.
- 35% of residents were somewhat or very satisfied with their parking experience in downtown Oceanside.
- 58% of residents either disagreed or strongly disagreed with the statement "I am willing to pay for parking if it means I can stay in a parking space for a longer period of time."
- 54% of residents either agreed or strongly agreed with the statement "I am willing to pay for parking if it means I will more easily find a parking space."
- 57% of residents would utilize mobile payment if it was a payment option.

1.3. Financial Modeling Workbook

DIXON developed a Financial Modeling Workbook that allows the City to estimate potential paid parking revenues based on a variety of different rate structures. The workbook allows the City to adjust paid parking variables such as rates, hours of operation, compliance, and occupancy to project how changes in rates and demand may influence revenue and expenses. The City can utilize this workbook to determine any necessary adjustments to the existing rates and to forecast existing and future rate structures that will meet the City's goals.

1.4. Ordinance Review

DIXON completed a detailed ordinance review to identify any issues in the City's municipal code that may affect future implementation actions, streamline the City's ability to make

program adjustments, and future proof the City for future parking technology. Recommended ordinance changes are included throughout the report.

1.5. Data Analysis Report

DIXON conducted a parking occupancy count study to monitor vehicle occupancy throughout Downtown Oceanside. The study included two rounds of weekday and weekend data collection, one round during peak summer season (July 2018), and one round during off-peak season (October 2018). The City's goal is to understand parking occupancy and utilization trends in order to inform data-driven parking management decisions.

DIXON procured the services of National Data & Surveying Services (NDS) to collect data across 23 on-street roadways and 21 off-street municipal parking facilities in and around the City's downtown core. Parking occupancy counts were conducted at each location at 9:00 a.m., 12:00 p.m., 3:00 p.m., and 6:00 p.m. over two days in July 2018 and two days in October 2018. For each study area, the occupancy rate was calculated by dividing the number of observed vehicles by the total parking space supply. The two days during each count period were selected to allow for a comparison between weekday and weekend occupancy. Study locations are displayed in Figures 2 and 3 (Lot 23 added following the study).

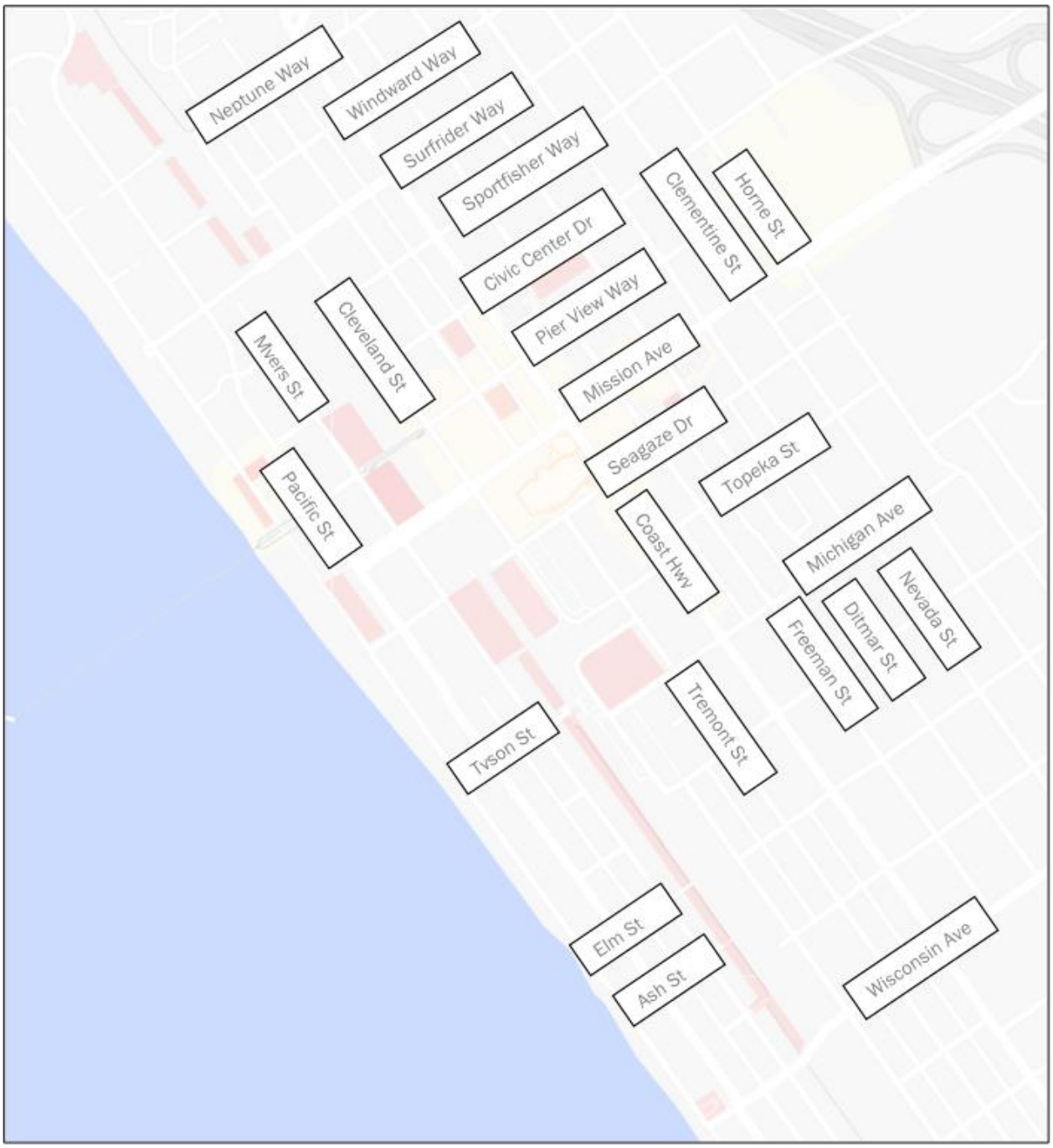


Figure 2. On-Street Study Area Locations Map

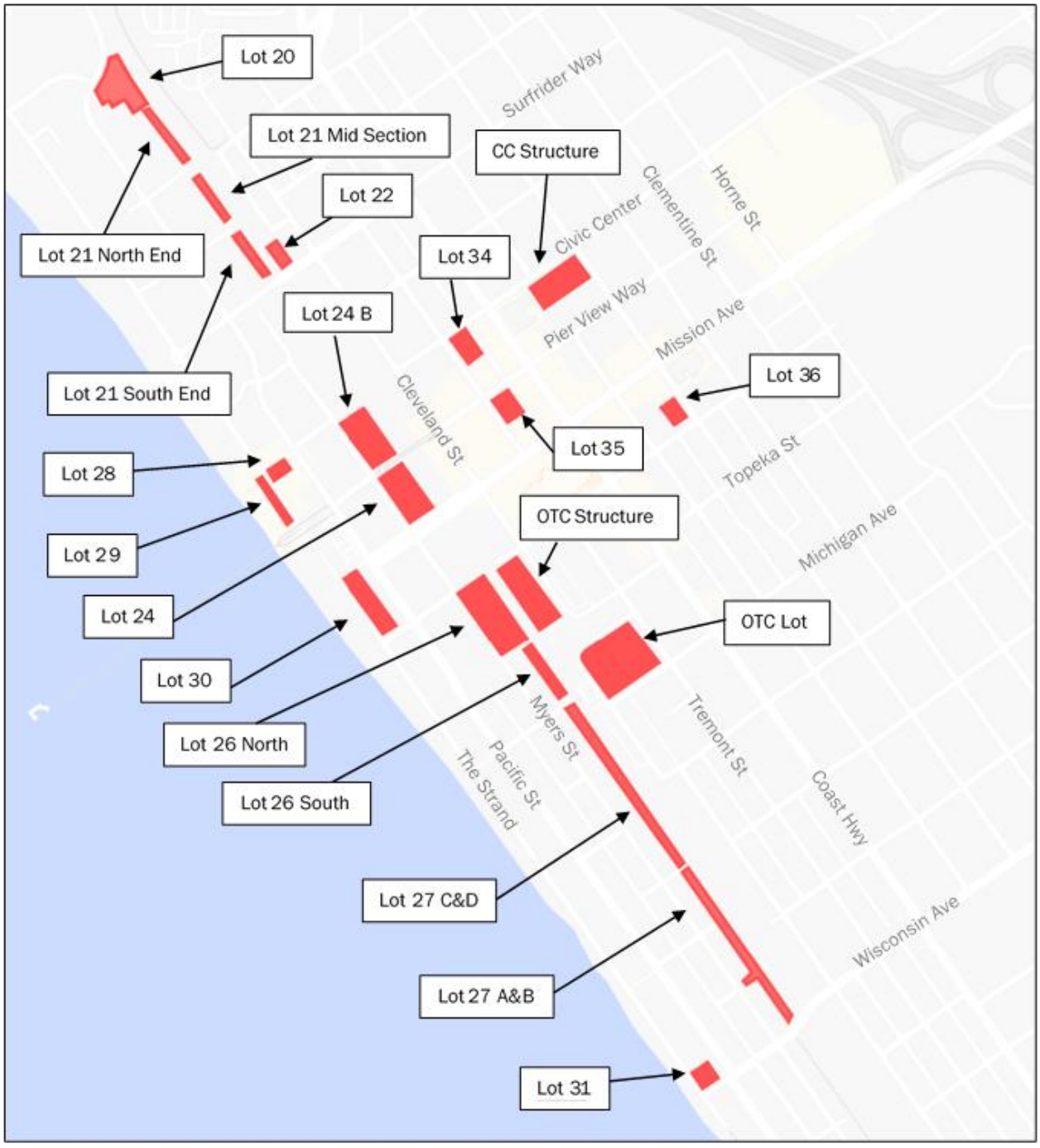


Figure 3. Off-Street Study Area Locations Map

On-Street Parking Occupancy Summary

Several observed on-street locations exceeded the 80% target occupancy rate for at least one time period. Elm Street and Topeka Street both exceeded the target threshold throughout all time periods during both rounds of data collection. When both rounds of data collection for weekday, weekend and daily average occupancy rates were combined, several observed on-street locations exceeded 80% for at least one time period. Elm Street, Michigan Avenue, and Elm Street all exceeded the 80% threshold during multiple time periods. The 6:00 p.m. weekday and weekend time period displayed the highest total daily average at 75% and 61%, respectively. The 9:00 a.m. weekday and weekend time period displayed the lowest total daily averages at 46% and 53%, respectively.

Off-Street Parking Occupancy Summary

Except for Lots 27 A&B, C&D, and 31, all the observed off-street locations exceeded the 80% target occupancy rate during at least one time period during the four-day occupancy study. The OTC surface lot daily average exceeded the 80% threshold during all four days of data collection while Lots 24 A, 28, 29, and CC Structure exceeded the threshold two of the four data collection days, all during peak summer season (Round 1).

During Round 1, when all lots are combined, the time period with the highest occupancy during the week as well as on the weekend was 3:00 p.m. at 67% and 76%, respectively. The lowest occupancy during Round 1 occurred during the 9:00 a.m. time period during the week and on the weekend at 49% and 41%, respectively. During Round 2, maximum total daily average occupancy occurred at 6 p.m. during the week, at 53%, and at 3:00 p.m. on the weekend, at 40%. As to be expected, a greater number of parking lots exceeded the 80% threshold during peak season (Round 1).

A complete data analysis with findings can be found in the City of Oceanside Data Analysis Report.

2. Parking Demand Management

The parking industry standard for the target occupancy rate is 85%. At this occupancy rate, there are enough vacant parking spaces to: 1) minimize congestion from drivers searching for spaces; and, 2) reduce oversupply, which is an inefficient and costly use of valuable land. When completing the 2018 Occupancy Study, an 80% threshold was utilized for analysis to indicate when municipal parking facilities were nearing the 85% threshold or becoming impacted.

Timed and paid parking are two strategies that, when properly enforced, can influence driver behavior and parking utilization. This PAP includes numerous recommendations that can help the City achieve the 80 percent occupancy rate while improving the parking experience.

The City also experiences two distinct parking seasons due to the number of beaches in close proximity to the downtown core. Parking occupancy fluctuates based upon the summer season when the City experiences greater beach-goer activity. The peak summer season is roughly May 15th until September 15th. During the Fall, Winter, and Spring seasons, the beach crowd decreases significantly, reducing the demand for downtown and beach parking facilities. While a seasonal rate structure has been implemented in Lots 28-31, the City should consider the seasonal nature of parking demand on other municipal lots near the beach and potentially introduce a seasonal rate structure.

Proper parking management strategies can improve the utilization and availability of existing parking supply. Without strategic management, parking demand will often cluster tightly around certain locations, resulting in constrained availability precisely where most drivers prefer to park. The City should ensure the effective distribution of parking demand to optimize its use of existing parking capacities. Without signage cues directing customers toward less visible parking options, this pattern can create a strong perception that “there is nowhere to park,” even when available parking can be found on nearby blocks or within parking facilities.

2.1. Time Limits

The City currently uses time limits, combined with paid parking, to manage parking demand in downtown. The City currently has a mix of time limits ranging from as little as five minutes to as high as four hours for on-street parking and from two hours to all day in most off-street non-pay spaces (Figures 4 and 5). Both IPS smart metered parking spaces and mechanical meter spaces have four-hour time limits. By offering a variety of time limits, the City can ensure that there is parking available for several uses.

Figure 4. Downtown Oceanside On-Street Time Limit Parking Locations

Figure 5. Free Downtown Off-Street Time Limited Parking Locations

Time limits can be an effective way to influence driver behavior. However, visitors and employees that need or want to stay in the downtown core for an extended duration should have adequate long-term parking options so that they are not forced to move their cars every few hours to avoid citations. This approach is often described as the "Park Once" philosophy. Depending on the length of stay, the time limits should be structured to minimize the amount of vehicle shuffling or re-parking around downtown. Turnover should be encouraged for prime on-street parking spaces, therefore long-term parking should be located off-street. Short-term parking is ideal for on-street stalls because of their convenient location next to shops and restaurants. This allows visitors and customers to park in close proximity to their destination for an efficient trip. On the other hand, off-street parking better serves longer visits because when the length of a visit is longer, the amount of time required to walk to and from the vehicle and the destination is less impactful to the overall trip. Parking turnover can act as a means of distributing limited on-street spaces where demand exceeds supply, such as near commercial areas where short-term on-street spaces are needed for consumers. When long-term visitors or employees utilize short-term on-street parking, this reduces the real rate of turnover in spaces that should be maximized to improve access to downtown.

To improve the effectiveness of existing time limits, it is recommended that the City implement a "no re-parking" rule. A no re-parking ordinance would require drivers to move their cars

either out of the block face, zone, or a certain distance away to be allotted a new time limit period:

- **Block face:** A block face policy prohibits drivers from re-parking on the same block face.
- **Zone:** A zone-based policy prohibits drivers from re-parking within the same zone.
- **Distance:** A distance-based policy prohibits drivers from re-parking within a certain distance.

The above options would each prohibit meter feeding and rubbing chalk off of tires for avoiding time limit restrictions. For example, the City of Davis has a no re-parking ordinance that prohibits drivers from re-parking on the same block face or within the same parking lot for a period of double the length of the posted time limit. Davis municipal code section 22.08.255 is provided below for reference:

City of Davis Municipal Code Section 22.08.255

Re-parking restrictions in timed parking zones within and around the downtown core area.

a) On-street parking on a city street. A vehicle will be deemed to have been stopped, parked or left standing for longer than the time allowed in this section, if it has not been moved at least "out of the block face" following the expiration of the posted time limit in a timed parking zone. A "block face" consists of the legal parking spaces on both sides of the street on a block (in which the vehicle is parked), bounded by an intersection at each end. A vehicle may not re-park in the same block face sooner than a "timeout period" (equal to double the posted time limit) following the time at which a vehicle was initially parked.

b) Off-street parking in a city-owned/leased parking lot or structure. A vehicle will be deemed to have been stopped, parked or left standing for longer than the time allowed in this section, if it has not been moved out of the parking lot or structure following the expiration of the posted time limit in a timed parking zone. A vehicle may not re-park in the same parking lot or structure sooner than a timeout period (equal to double the posted time limit) following the time at which a vehicle was initially parked.

To implement a no re-parking rule in Oceanside, the City should consider introducing a municipal code that prohibits vehicles from re-parking within a timed parking zone. A zone-based policy is typically more effective than a block face or distance policy because it requires drivers to move their car further away, therefore reducing the risk of drivers "shuffling" their cars between spaces. However, to implement a zone-based policy, the zones must be established and clearly communicated and signed. As an alternative, the City could consider a simplified block face or distance policy (such as 150 feet), which is simpler to communicate and does not require designation of zones

Image 1. City of Davis No Re-Parking Sign

The City of Davis has effective no re-parking signage posted throughout the downtown area (Image 1). This signage clearly communicates the no re-parking rule using the red coloring and the diagram of a block face. This ensures that the public is fully aware of and in full understanding of the rules, regardless of if they've read the municipal code or not.

Ideally, a sign should be placed at the beginning and at the end of each time limited block face. For short segments with between one to five parking spaces, one-time limit sign at the entrance to the time limited area is sufficient. For block faces that are longer than 200-250 feet, such as the 500 block of South Pacific Street, the City could add a third sign in the middle of the block face for ease of messaging to drivers. Reducing the amount of signage on the street would improve the aesthetic of downtown while still effectively communicating parking regulations to drivers.

Based upon current parking enforcement staffing constraints, time limit enforcement of the downtown core is inconsistent. Increasing staffing levels that provide more consistent downtown enforcement, along with a no re-parking ordinance will create more parking turnover along streets with high occupancy, such as Mission Avenue, Pier View Way, and Seagaze Drive (see Chapter 3 Enforcement).

2.2. Paid Parking

Oceanside utilizes single space parking meters for parking on-street and multi-space pay stations for parking in off-street municipal facilities in the downtown core and near the beaches. All paid parking is located west of the railroad tracks with the exception of Lot 22 and the soon-to-be opened Lot 23.

2.2.1. Single-Space Meters

Oceanside currently operates IPS single-space smart meters and POM mechanical meters. The City also installed six single-space POM smart meters in December 2017 in the Harbor Lot to test meter durability during weather and beach conditions.

The current rate for both the smart meters and mechanical meters is $1.50 per hour with a maximum time limit of four hours per parking session. Paid parking hours of operation are from 5:00 a.m. to 6:00 p.m. or 6:00 a.m. to 6:00 p.m., seven days a week. The hours of operation for single-space meters along the 100 block of South Myers Street are 24 hours.

Figure 6. Downtown Oceanside On-Street Single-Space Meter Locations

The City has approximately 479 single-space POM mechanical meters and 50 single-space smart meters, all on-street (Figure 6). Due to construction, a combination of approximately 50 IPS and POM meters have been removed along the 100 and 200 blocks of North Pacific and Myers Streets, 100 block of Seagaze Drive, and 100 block of Pier View Way, which will be repurposed in other locations. The convenience and ease of use of single-space meters is what makes them effective for dense commercial areas. The City could consider replacing the

mechanical meters with single-space smart meters to allow customers the ability to pay with multiple forms of payment, provide back end reporting, and improve collections procedures.

The IPS smart single-space meters accept credit card payments and are enabled with back office tools and real-time access to information and data. As opposed to any customer-facing services, the back-office tools are the software or web applications that are utilized by municipal staff to access data, maintenance updates, reporting tools, transaction histories, payment processing, noticing, and additional information. This allows the City to monitor the meters and be notified of any maintenance issues.

These single-space meters currently meet the Payment Card Industry (PCI) security standards for credit card transactions, which ensures that only the last four digits of each card number is stored. Additionally, all payment information can be tracked and audited to ensure proper revenue reconciliation during collections.

On top of the credit card transaction fee that the City accrues per transaction at IPS meters, the City also pays ongoing data management hosting fees to IPS at a rate of $5.75 per meter per month.

Image 2. IPS Single-Space Meter

In the future the City could consider investing in additional smart parking meters Procurement of single-space meters will likely range in price from approximately $400.00 to $600.00 per meter mechanism plus approximately $250.00 to $400.00 for the meter housing and pole (not including shipping).

Oceanside could consider multi-space pay station technology to replace existing single-space meters or expanding on-street paid parking locations. Typically, one pay station can serve between 5 and 10 on-street spaces, depending on the length of the block face. The advantage of on street pay stations is that it requires less infrastructure. However, this can be less convenient for the driver since the driver is required to walk to a pay station. If it is a Pay and Display configuration, the driver must return to the vehicle and place the ticket on the vehicle dashboard. Pricing for multi-space pay stations is outlined in the next section.

A no cost solution to replacing the existing single-space meter infrastructure is to implement mobile payment, which provides customers with another payment option, and allows the City to continue to use their existing meter technology. The City of San Leandro recently implemented a mobile payment solution to enhance the parking experience without having to replace their existing single-space meter inventory. Community feedback has been very positive in San Leandro, with many residents and visitors easily adapting to the new technology.

2.2.2. Pay Stations

The City currently has 14 VenTek pay stations installed in 15 off-street parking lots in the downtown core and beach area (Figure 7). Lots 28 and 29 share one pay station due to the close proximity of the lots. The City has 11 paid parking lots that allow vehicles to stay all-day for a flat rate ranging from $2.00 to $5.00, while another four paid parking lots offer an hourly rate with an all-day maximum rate. It is recommended that the City upgrade their existing pay station technology in all paid off-street facilities. Pay stations are most effective in lower turnover locations because otherwise a line could form. Additionally, because they can serve a higher number of spaces, they are more cost effective compared to single-space meters. The City can expect savings in ongoing fees, maintenance, and collections.

Figure 7. Downtown Oceanside Off-Street Pay Station Locations

The City recently completed a procurement for pay station technology at Lot 23. When the City decides to replace its existing infrastructure, there is an opportunity to utilize the procurement contract to expand the selected technology to all municipal paid parking facilities to provide a uniform solution. The approximate cost per unit would be $8,500.00 with monthly data management fees of approximately $70.00 per pay station per month. This pay station rate estimate does not include installation and freight. These rates also apply to the procurement of new pay stations the City decides to install in the future at parking lots that do not currently have paid parking infrastructure. The City should also consider including the optional added features such as a motion-controlled light bar and a tilt board security feature with a siren. Additionally, following the first year, the City should budget approximately $30.00 per month for the pay station warranties. While not required, the warranties are recommended to safeguard the program and ensure equipment performance and system uptime. A typical off-street surface lot requires one to four pay stations, depending upon the configuration and number of access points.

There are three main operational configurations for multi-space pay stations: Pay and Display, Pay by Space, and Pay by Plate:

- **Pay and Display:** The driver parks, purchases parking session time at the pay station, and then returns to the vehicle to display the dashboard receipt.
- **Pay by Space:** The driver parks in a numbered space, and then pays at the pay station using the parking space number. The driver is not required to return to the vehicle because payment is electronically tied to the space number. Parking enforcement is able to use a web application on a handheld device to verify payment status by parking space number.
- **Pay by Plate:** Similar to Pay by Space, but the driver enters the license plate number at the pay station to record payment. This method does not require drivers to return to their cars. Parking enforcement verifies payment status by license plate using a web application on a handheld device and/or license plate recognition (LPR) technology.

Currently, all of the City's downtown and beach area pay stations utilize a Pay and Display configuration utilizing two (2) types of VenTek pay stations, those with numerical keypads and those without. While those pay stations with numerical keypads have the capability to allow Pay by Space configuration, neither pay station type has the capability to allow Pay by Space configuration. Replacement of the existing pay station technology would allow the City to integrate with Pay by Plate configurations, which would allow drivers to enter their license plate numbers, improving enforcement efficiency by automating the process of verifying payment status by license plate on the handhelds in real-time, if configured. Based upon the recommendation to improve time limit enforcement, the City should also consider purchasing fixed or automated License Plate Recognition (LPR) technology (see Section 3.6).

Image 3. VenTek Pay Station

It is also recommended that pay stations be limited to primarily credit card only. While the State of California currently requires municipalities to offer either cash or coin as well, the payment method does not legally need to be applied across the operation consistently. The City could provide one pay station that accepts coin, and the rest could be credit card only. Basing the payment status off of the license plate number will easily allow drivers to pay for parking at any of the pay stations, regardless of where they park. Machines that accept cash and coin require more maintenance and collections because of the added mechanical parts in bill note acceptors and coin slot jamming.

2.3. Mobile Payment

It is recommended that the City offer a mobile payment feature for customer convenience. A mobile payment solution allows drivers to pay for their parking sessions using their cellphones and can be integrated with the citation management system for ease of enforcement. Drivers can either call a number to pay, or they can simply create an account on a mobile application to pay online. Users are able to complete one-time uses or establish accounts with the mobile payment provider that allow them to pay for parking and extend their stays without returning to their vehicles. The City can define the specific business rules as it relates to extending the parking session. It is recommended that the City apply the same time limit and no re-parking rule to mobile payment users for consistency and effectiveness of time limits.

A mobile payment solution can be provided to the City by a vendor at no cost to the City. Instead, the vendor is fully funded by the convenience fees charged to the users.

Mobile payment zone numbers are assigned to each paid parking area for enforcement purposes, and the active paid parking sessions are tracked and verifiable by license plate

number. Additionally, mobile payment vendors typically offer robust validation programs including resident discount programs, incentive programs, and retail validations. If the City decides to implement a validation program, the mobile payment vendor would manage this process for the City.

Utilization of mobile payment typically falls between 3% and 10% in most cities, and users pay a small transaction fee, usually between $0.10 and $0.35 depending on the size of the operation. While utilization may seem low, with the continued widespread use of smartphone technology, it is recommended that the City implement a mobile payment system for paid parking locations.

To prepare for implementation of mobile payment, the City will have to adjust the existing municipal codes to broaden the language. Currently, Section 13.10 defines "unlawful meter parking" as "No person shall cause, allow or permit any vehicle to remain parked in any metered parking space unless a signal indicating that meter fees have been paid is displayed by the adjacent parking meter."

While mobile payment status can be sent to IPS meters (when a successful mobile payment is made, the meter flashes green). This will cause a significant drain on the meter batteries. This is because the meters will constantly need to be "awake" to receive notification of whether a mobile payment user has completed a payment. Currently, the meters only connect to the internet if someone touches a button to wake the meter. Due to battery drain impacts, it is not recommended that the City proceed with this integration. The City should also be aware that POM mechanical meters cannot indicate payment status when a mobile payment is made. Suggested municipal code language is included below for consideration with the additional language in red font:

> **13.10 - Unlawful meter parking.**
> No person shall cause, allow or permit any vehicle to remain parked in any space that requires payment within a parking meter~~ed parking~~ area unless a paid parking session has been initiated ~~signal~~ or other methods of payment are approved indicating that meter fees have been paid ~~is displayed by the adjacent parking meter~~. This section shall not apply to (a) vehicles displaying a permit issued pursuant to section 13.24 of the Oceanside Traffic Code; or (b) vehicles displaying a special license plate as defined by the California Department of Motor Vehicles in accordance with California Vehicle Code section 22511.3, including Congressional Medal of Honor, Gold Star Family, Legion of Valor, Pearl Harbor Survivor, Ex-Prisoner of War and Purple Heart.

> Additionally, Section 13.9 must be updated because it currently requires parkers to immediately "deposit" coins into the parking meter. Suggested revisions are included below, which will allow for any allowable payment method as designated by the City:

> **13.9 Payment Required. ~~Deposit of coins.~~**
> Whenever any vehicle shall be parked in any space that requires payment within a parking meter area, as indicated on posted signage and/or a parking meter, during the established payment hours ~~alongside or next to which there is located under this article~~

~~a parking meter~~, the owner, operator, manager or driver of said vehicle shall upon entering said space, immediately initiate a paid parking session through a designated and city-approved payment method. ~~deposit the proper coin of the United States in said meter and said parking space may then be used by such vehicle during the parking limit provided for the coin deposited.~~

Verification of mobile payment status will require enforcement staff to use a web application to verify payment status. While this can be integrated with the citation management software, this will require an extra step for the enforcement officers when verifying payment status at the single-space meters and pay stations with the Pay and Display configuration. Because integration with single-space meters is not recommended due to battery drain, when an officer identifies an unpaid meter, they will also need to verify whether the driver has paid through the mobile payment application. This can easily be checked on the handhelds by entering in the license plate number, or through an LPR system.

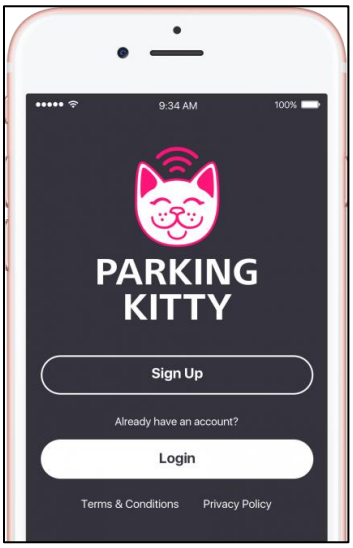


Image 4. Passport's Parking Kitty Application for Portland

Some vendors offer a white label service, which allows cities to utilize their own branding for the mobile payment service. A great example of this is Passport's Parking Kitty application in Portland, Oregon. This customized application turned paying for parking into a more positive and fun experience for drivers. Currently, Passport is the only mobile payment provider that offers a white labelled application. But, while white labeling would allow the promotion of the City's brand, it would take away from the ability to have a broader and unified parking experience region-wide to encourage utilization.

2.4. Meter Bagging/Reserved Parking

The City currently does not have a formal meter bagging or space reservation program. Typically, parking space reservations may be required when there is nearby construction or a special event. Signage should be placed at the reserved parking stall with 72-hour notice reserved parking stall with 72-hour notice along with a meter bag to signal that the meter is reserved. If the City introduces a formal space-reservation program, meter bags should be tracked and monitored based on the meter numbers and an allowable date range to ensure compliance with the program. The meter bags could be administered by the City's maintenance staff, or the City could choose to have the applicant's self-bag, along with a photograph for verification and record keeping purposes. Oceanside should also consider implementing a temporary signage program, notifying both drivers and PEOs that the space has been reserved.

2.5. Rate Structures

Currently, the City charges different maximum daily and hourly rates for on and off-street parking locations. All on-street metered spaces charge $1.50 per hour for a maximum four-hour parking session. Table 2 provides the parking rates and hours of operation for all off-street parking facilities. Typically, municipalities charge a higher on-street parking rate to encourage parking space turnover. Additionally, a higher hourly rate on-street will encourage longer-term parkers to store their vehicles in less convenient off-street spaces. The $1.50 per hour rate is comparable with other municipalities (See Table 3). However, the City should consider implementing a seasonal rate structure for those off-street locations to increase turnover and improve parking and traffic congestion.

There are several types of rate structures available to the City for consideration. Each structure has positive and negative impacts associated with the way that rates are applied. Each rate structure is described below.

Rate Structure:

- **Hourly Rate:** A consistent parking fee is charged per hour for the duration of the parking session.
- **Time of Day:** The hourly parking fee varies based on the time of day. A municipality can establish multiple time periods throughout the day with a different parking fee per hour during each time period.
- **Escalating Rate:** The parking fee increases over time based upon the length of stay with a lower rate charged for short parking sessions and a higher escalated amount charged for extended periods.

Table 2. Current Off-Street Parking Rates and Hours of Operation

Parking Facility	Rate
Lot 20	$5.00 – 8.00 a.m.-6:00 p.m. $2.00 – 6:00 p.m.-8:00 a.m. $7.00 - All Day (24 hours)
Lots 21 North End, Mid Section, South End & Lot 22	$2.00 – 6:00 a.m.-lot closure: Closures: 8:00 p.m. Sept – May, 10:00 p.m. May – Sept
Lot 24 & 24 B	$5.00 - All Day
Lot 26	$5.00 – 4:00 a.m.-7:59 p.m. $20.00 – 8:00 p.m.-3:59 a.m.
Lot 27 A&B, C&D	$2.00 – 6:00 a.m.-lot closure: Closures: 8:00 p.m. Sept - May, 10:00 p.m. May - Sept
Lot 28, 29, 30, 31	$3.00 per hour, $10.00 All Day – 6:00 a.m.-11:00 p.m. Sept - May $4.00 per hour, $15.00 All Day – 6:00 a.m.-11:00 p.m. May - Sept
Lot 34	4-hour free parking – 8 a.m.-6 p.m., parking allowed 24 hours – no time limits
Lot 35	2-hour free parking – 8 a.m.-9 p.m.
Lot 36	72-hour max stay free parking
CC & OTC Garages	Free parking all day (closed 2am-5am) for OTC Structure not CC

2.5.1. Comparative Rate Analysis

To understand the market rate for hourly parking, a comparative analysis of nearby municipalities was conducted. The results are outlined below in Table 3. The recommended hourly rates in Table 4 below are based upon this analysis as well as results from the 2018 Occupancy Study. It is recommended that the City charge an hourly rate that is consistent with the market rate to ensure that the rate is affordable and conducive for downtown business. If the City charges a rate that is too low, then it is likely that the rate will not influence driver behavior. However, if the rate is too high, this could discourage visitors from coming to downtown Oceanside. Regardless of the rate model chosen, the City should be cognizant of current and future rate trends. Currently, the hourly rate for the four municipal lots (Lots 28-31) in Oceanside is $3.00 per hour during non-peak season and $4.00 per hour during peak season. This is comparable to rates in other coastal cities such as the City of Seal Beach, which charges $2.00 per hour at municipal beach lots, and the City of Monterey, which charges between $0.50 and $1.50 per hour at its off-street facilities.

Table 3. Parking Rate Comparison

Location	On-Street Hourly Rates	Off-Street Rates
Oceanside	$1.50	Lots 28-31: $3.00 per hour, $10.00 maximum *(Non Peak), and* $4.00 per hour, $15.00 maximum *(Peak)*
Seal Beach	N/A	Beach Lots: $2.00 per hour, $10.00 maximum, $4.00 flat rate 6:00 p.m. to 10:00 p.m. *and* Main Street Lots: $1.00 per hour, 2-hour maximum
Coronado	$0.25	Garages: $7.50 per hour, $15.00 maximum *and* Surface Lots: $1.00 per hour for first two hours
Monterey	$1.50	$0.50 - $1.50 per hour, $5.00 - $15.00 maximum

2.5.2. Flat Hourly Rate

The City currently charges a flat hourly rate in four municipal lots (Lots 28, 29, 30, 31), as well as at all on-street metered spaces. This means that the same rate is charged for each hour of the parking session, regardless of location, time of day, day of week, or any other factor. This rate model is combined with a mix of time limits, as described above. If the City were to maintain a flat hourly rate model, it is recommended that the City continue to charge a higher on-street rate with a reduced maximum stay, two hours instead of four, to encourage drivers to utilize off-street parking facilities that offer longer parking sessions at lower rates.

A flat hourly rate is simple to communicate and understand. However, without any tiered pricing structure or variations in price, it does little to influence driver behavior. Therefore, even with the rate increase, it is possible that the existing occupancy trends would remain fairly similar, with most drivers continuing to favor prime parking locations.

2.5.3. Zone-Based/Tiered

It is recommended that the City implement a zone-based or tiered parking rate model for all paid parking locations, combined with peak and non-peak seasonal rates. In a zone-based model, rates are adjusted by zone, and zones are typically created based on parking demand. Rather than blanketing the downtown and beach area with the same rate model, as described above, this tiered rate model would give the City more flexibility to influence driver behavior. By offering a lower rate in more fringe or remote locations, this rate model encourages longer-term parkers to utilize the parking locations that are traditionally less desirable. Setting a higher rate in prime parking locations can also help encourage more turnover and is more conducive for shorter visits. In the case of Oceanside, this rate model should be combined with reduced on-street time limits to ensure turnover.

The City of San Mateo is an example of a California community with a tiered/zone-based rate structure. Parking is enforced in San Mateo Monday through Saturday from 8:00 a.m. to 6:00 p.m. There is no charge for parking after 6:00 p.m. There are two zones. The orange zone is the central area and the green zone includes the perimeter areas (Figure 8). The orange zone costs $1.50 per hour with a 3-hour time limit, and the green zone costs $1.00 per hour with the same time limit.

The City of Redwood City uses a similar zone-based rate model as well. In Redwood City, the on-street parking is divided into zones based upon their intended uses. The core downtown area (pink zone) is priced at $1.00 per hour. This is intended for lunchtime and daytime visitors and has a 2-hour time limit. The perimeter areas (orange zone) are priced at a reduced rate of $0.25 per hour, with the first 1.5 hours free in the garages. This parking, because it is less convenient, is intended for commuter and employee parking. Figure 9 below is a map of the parking zones in Redwood City.

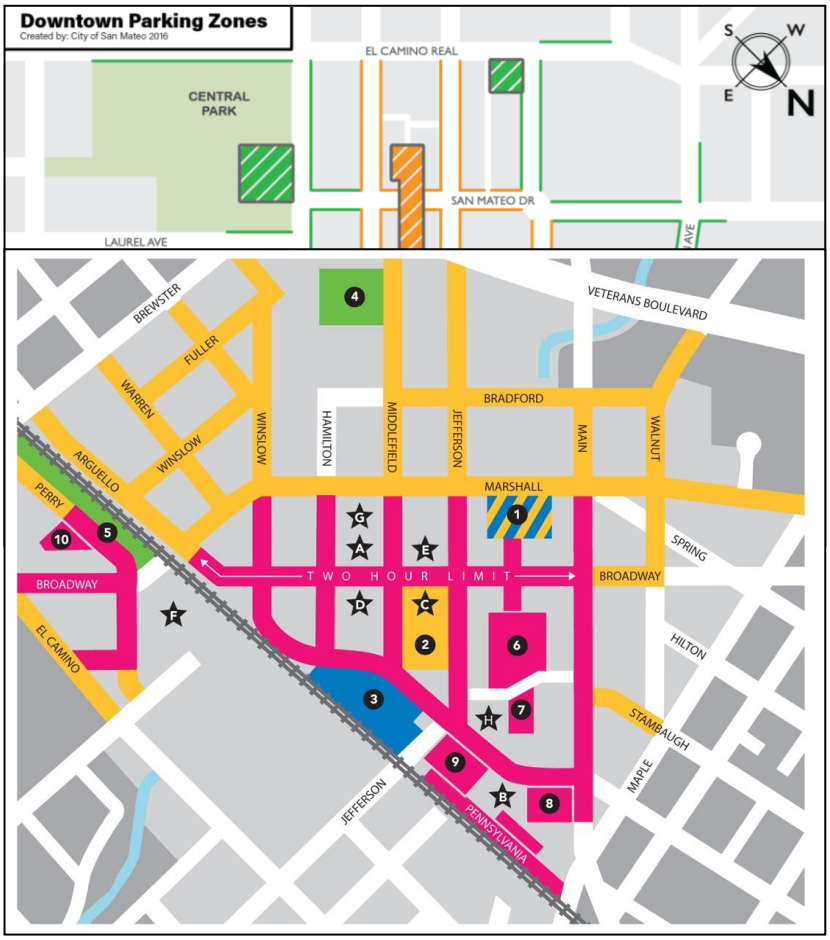


Figure 9. Redwood City Parking Zones

The City of San Jose also has a similar model. In San Jose, on-street metered parking within the downtown core is priced at $2.00 per hour, versus $1.00 per hour outside of the core. Most metered parking in San Jose is limited to either one or two hours.

The key for this type of rate model to be effective is that the tiered rates must be clearly communicated and easy to understand. For this reason, it is recommended that the City implement a three-zone system for simplicity.

In downtown Oceanside and the beach areas, it is recommended that Zone 1 be centrally located near Oceanside Pier, stretching from approximately Surfrider Way to Seagaze Drive, and Cleveland Street to the beach. During the 2018 Occupancy Study, weekday average occupancy rates at off-street facilities in Zone 1 ranged from a minimum of 46% in Lot 30 to a maximum of 85% in Lot 29. On the weekend the average occupancy rates ranged from a minimum of 59% in Lot 24B to a maximum of 89% in Lot 28. The recommended Zone 1 hourly rate is $1.50 per hour during non-peak season and $2.50 per hour during peak season, with a two-hour time limit applied year-round for on-street parking spaces. For all IPS smart meters, the rate adjustment can be scheduled through the back-end system to automatically update and display the appropriate rate on the meter screen. For the POM meters, the City should confirm that they have a handheld device to reprogram the POM meter rates. It is

recommended that Zone 2 should be the remainder of paid parking facilities west of the railroad tracks because they were found to be less utilized throughout the year (2018 Occupancy Study). Weekday average occupancy rates at the off-street facilities, during the 2018 Occupancy Study, ranged from a minimum of 0% in Lot 27 A&B to a maximum of 77% in Lot 26 South. On the weekend, average occupancy rates ranged from a minimum of 1% in Lots 27 A&B and C&D, to a maximum of 46% in Lot 20. Zone 3 are all on- and off-street facilities east of the railroad tracks. A map of the proposed zones is included in Figure 10. A rate of $1.50 per hour is recommended for Zone 2 on-street locations during peak season and $1.00 per hour rate is recommended for non-peak season. Currently, all on-street parking east of the railroad tracks (Zone 3) is either time limit parking or does not have any parking restrictions. As a result, these areas may be prone to "spillover" parking, where drivers choose to park in locations that do not require paid parking. The City should consider replacing time limit parking with a paid parking rate structure of $1.00 per hour during peak season and $0.50 during non-peak season to coincide with the implementation of paid parking technology.

For the off-street locations within Zone 1, the rates could be $4.00 per hour during peak season and $3.00 per hour during non-peak season. Both peak and non-peak season would have a maximum all-day rate of $15.00 and $10.00, respectively. For the off-street locations within Zone 2, an hourly rate could be introduced, with a rate of $1.00 per hour during peak season and $0.50 per hour during non-peak season. The maximum all-day rate would be $5.00 during peak season and $3.00 during non-peak season. Currently, paid parking has not been implemented in off-street parking facilities in Zone 3. Spillover parking from the beach areas could increase parking congestion in downtown parking facilities. It is recommended that a rate of $1.00 per hour during peak season and $0.50 per hour during non-peak season be implemented to address parking and traffic congestion. The maximum all-day rate would be $5.00 during peak season and $3.00 during non-peak season. The recommended off-street pricing structure considers the convenient location of the parking lots while still offering an incentive for long-term vehicle storage off-street. This is the recommended rate structure that should be implemented by the City as it prioritizes on-street parking turnover in the premium locations while providing more affordable options for spaces that are not located in the core.

Table 4. Potential On-Street Zone-Based Rate Model with Season Pricing

On-Street		
Season	Zone	Hourly Rates
Peak (May 15 - September 15)	1	$2.50
	2	$1.50
	3	$1.00
Non-Peak (September 16 - May 14)	1	$1.50
	2	$1.00
	3	$0.50

Table 5. Potential Off-Street Zone-Based Rate Model with Season Pricing

Off-Street			
Season	Zone	Hourly Rates	All Day
Peak (May 15 - September 15)	1	$4.00	$15.00
	2	$1.00	$5.00
	3	$1.00	$5.00
Non-Peak (September 16 - May 14)	1	$3.00	$10.00
	2	$0.50	$3.00
	3	$0.50	$3.00

The City could communicate the new zone-based approach to drivers through the use of a color system. Figure 10 presents Zone 1 as green, Zone 2 as red, and Zone 3 as purple. Color decals could be placed on all parking signage, pay station, and parking meters to indicate the zone. Drivers would then associate a color with a parking zone, and therefore a parking rate. A zoned-based approach would also allow the City to implement a zoned-based no re-parking ordinance prohibiting drivers from re-parking in the same zone at the end of a parking session.

Figure 10. Oceanside Recommended Parking Zones

If the City were to charge the above recommended rates (see Tables 4 and 5), it is estimated that the Year one revenue would be approximately $4,600,000 from on- and off-street parking. This estimate is based upon a 70 percent occupancy rate, 60 percent compliance rate, 6:00 a.m. to 10:00 p.m. hours of operation seven days a week.

The City must also consider the California Coastal Commission when determining whether to implement or revise parking rates or hours of operation. The California Coastal Commission is a state agency with regulatory oversight over land use and public access to coastal zones within California. Because the City of Oceanside is a coastal community with portions of the City within the coastal zone, including all of the on- and off-street public parking facilities near the beach, west of the railroad tracks, a Coastal Development Permit is required to impose or increase parking rates, as well as impose or modify hours of operation at public parking facilities.

With a zone-based model, the City should update the municipal code to allow the City Traffic Engineer to establish parking management zones. With Council Approval, a range of acceptable hourly rates and time limits could be established. Then, any rate and time limit adjustments could be made (within the range) without having to go to the Council for every decision. Suggested municipal code language is provided below with the additional language displayed in red font:

Sec. 13.5. – Designation of parking meter areas

(a) It is the intent of the city council to establish a target occupancy rate of 85 percent for public parking spaces within the City of Oceanside. Occupancy rate refers to the percentage of public parking spaces that are occupied by vehicles. The establishment of the target occupancy rate of 85 percent is based on well-accepted planning studies as well as the example of other municipalities. The city council finds that the establishment of the target occupancy rate of 85 percent is an effective strategy for managing on-street parking and congestion.

(b) The city council of the City of Oceanside, on the recommendation of the Public Works Division Manager, shall by resolution from time to time, establish parking meter areas, including therein such streets, portions of streets, City-owned or leased land or parking lots as parking conditions require, consistent with achieving the 85 percent target occupancy rate, based upon parking occupancy data and community input.

Sec. 13.5.1. - Parking meter areas established

(a) All parking meter areas heretofore established shall be and remain in effect, unless revised or adjusted in accordance with Section 13.6. The city council establishes a range of allowable paid parking rates from $0.25 to $6.00 per hour. The Public Works Division Manager shall set the hourly rates within each parking meter area, consistent with achieving the 85 percent target occupancy rate, based upon parking occupancy data and community input.

(b) When parking meter areas are hereafter established or when it is determined by the city council that there is a need for reconsideration and revision of the existing parking meter areas, the Public Works Division Manager or designee shall conduct a study of the area involved.

(c) The Public Works Division Manager study shall be directed toward an analysis of the parking demand to determine if and when parking occupancy exceeds the 85% target. The Public Works Division Manager shall recommend areas in which new parking meter areas shall be established and recommend changes in existing parking meter areas. The Public Works Division Manager's recommendation shall be based upon the following considerations:

(1) Character of the neighborhood;

(2) Density of metering;

(3) Amount and type of on- and off-street parking;

(4) Such other information as the city council may require or the Public Works Division Manager may deem appropriate.

(d) The regulation of vehicles by parking meters and the use of any approved method of payment in such meters or parking payment devices shall become effective upon the installation of such devices and appropriate signage.

2.6. Electric Vehicles

The City currently has seven electric vehicle (EV) charging stations at the OTC surface lot, installed in 2012. The City is also installing EV charging stations in Lot 23 which will require a paid parking permit. Other communities have experienced issues of abuse amongst electric vehicle owners parking their vehicles in the EV charging station without actively charging. Because of this, the City should implement an active charging policy and where appropriate, charge for parking in the spaces. An active charging policy ensures that EV spaces are being used to charge vehicles as opposed to providing reserved parking stalls to EV. Suggested municipal code language is included below as a reference:

Electric Vehicle Parking Regulations

A. Definitions.

1. "Electric vehicle" means either a *battery electric vehicle* or a *plug-in hybrid electric vehicle.*
2. "Battery electric vehicle" means a vehicle fueled entirely by electricity stored in the onboard battery. This type of vehicle is often referred to as a zero-emission vehicle.
3. "Plug-in hybrid electric vehicle" means a vehicle that is fueled by both a battery and another fuel source, such as a gasoline-powered internal combustion engine. This type of vehicle runs on electricity from the onboard battery until the battery is exhausted and then switches to an alternate power source.
4. "Charger" means an electrical component assembly or cluster of component assemblies designed specifically to charge batteries or other energy storage devices within *electric vehicles*.
5. "Actively charging" means the time during which the *connector* from the *charger* at a *charging station* is inserted into the *inlet* and electrical power is being transferred for the purpose of recharging the *electric vehicle's* on-board batteries.

6. “Electric vehicle charging station” means a parking space that is served by a *charger*.
7. “Electric vehicle charging station zone” means a dedicated parking zone for *electric vehicles* to park and actively connect to *chargers*.
8. “Connector” means a device inserted into the inlet for an *electric vehicle* that establishes an electrical connection from the *charger* to the *electric vehicle* for the purpose of charging and exchanging information.
9. “Inlet” means the device on the *electric vehicle* into which the *connector* is inserted for *charging* and information exchange.

B. Only plug-in *electric vehicles* that are *actively charging*, as indicated by the *electric vehicle charging station* monitor display, may be parked at *electric vehicle charging stations* or in *electric vehicle charging station zones* located on any street or any parking facility owned, leased, or operated by the City of Oceanside.

C. No person shall park or cause to be parked or allow to remain standing any vehicle at an *electric vehicle charging station* or in an *electric vehicle charging station zone* located on any street or in any parking facility owned, leased, or operated by the City of Oceanside, unless the vehicle is an *electric vehicle*, is *actively charging*, and has not exceeded any applicable parking time limit. Each EV parking stall will be clearly marked with signage indicating the proper angle as to which the vehicle shall be parked.

Section 2. Parking Demand Management Implementation Guide

Near-Term Steps

1. Review and update the municipal code for the viability of mobile payment.
2. Update the municipal code to allow the City to charge (where applicable) for EV charging stalls and limit use to active charging only.
3. Develop a “No Re-Parking” ordinance.
    a. If the City proceeds with a zone-based parking rate model, the City should consider adjusting the municipal code to allow the Director to establish parking management zones.
4. Draft and release an RFP to implement a mobile payment option.
5. Define the distribution schedule for paid parking revenue. This step should be incorporated into the planning of a Parking Benefit District as outlined in Section 9.
6. Use the Revenue Modeling Workbook to determine the optimal rate model and forecast revenue for on-street and off-street parking in the City.
    a. It is recommended that the City always utilize an on-street hourly rate that is higher than its off-street hourly rate. This will encourage longer-term parkers to store their cars off-street, and it will encourage increased turnover in more convenient on-street spaces.
    b. The tiered/zone-based rate model is recommended.
    c. Peak and non-peak season rates are recommended.
7. Begin education and outreach for the upcoming implementation of new rate structures in the City. Outreach should also include information about the residential and/or employee parking zones and their restrictions. Outreach should include both print and online materials.

8. Design and order any necessary signage and decals for the paid parking rate and time limit adjustments.
    a. Signage should include information about the adopted no re-parking ordinance.
9. Consider adjusting the on-street hours of operation by reducing time limits from four hours to two hours.
10. Establish formal meter bagging program to allow reserved parking for on- and off-street public parking facilities for services such as construction work, and for special events.

Mid-Term Steps:

1. Draft and release an RFP to replace POM meters with smart meters on-street at high parking occupancy locations.
    a. Extra POM meters can be kept as spares, relocated to high demand streets in need of paid parking, or they can be sold.
2. Utilize the vendor that was awarded the contract for paid parking technology in Lot 23 to replace all pay stations in the downtown core and beach areas.
    a. Pay stations should be configured for a Pay by Plate setup.
3. Develop a downtown merchant and employee permit parking program as described in Section 5.
4. Conduct occupancy monitoring on a bi-annual basis to determine any necessary rate or program adjustments. Active monitoring can help ensure program efficiency by keeping the parking rate structure up to date with current occupancy statistics. It is recommended that the City evaluate parking occupancy on a weekday and a weekend day during the peak and non-peak seasons.
5. Adjust paid parking rates, time limits, and/or hours of operation based upon occupancy data, consistent with achieving the 85% occupancy target.
    a. Ensure that enforcement is consistent to achieve compliance.

Long-Term Steps:

1. Ongoing occupancy monitoring and program adjustments as needed.

3. Enforcement

3.1. Staffing and Hours of Operation

Parking enforcement currently resides within the Public Works Department and staffs 10 full-time parking enforcement officers (PEO) working year-round to enforce parking regulations in the City, The City also has two part-time or seasonal officers that primarily work during peak season and periodically throughout the year, depending on hours accrued. The schedule for part-time/seasonal officers usually consists of three eight hour shifts each week, with a 30-minute break each shift. The full-time officers are on a consistent schedule of five consecutive days on and two consecutive days off, working eight-hour shifts between 5:00 a.m. and 9:30 p.m., seven days a week, with a 30-minute break each day. City also staffs one supervisor that oversees the parking program.

Each day two PEOs are assigned to at least one of six tasks, including addressing parking complaints, 72-hour infractions, and impound/towing; enforcing the downtown core and harbor; enforcing time limit zones; attending to the maintenance and upkeep of the parking meters and pay stations; meter detail (revenue collections); and, street sweeping.

Given the breadth of duties expected from enforcement staff, the City should consider broadening current staffing resources, especially to ensure that personnel have the bandwidth to focus on improving compliance with citywide parking policies. Whether the City decides to outsource parking meter collections or keep the program in-house, PEOs should minimize time spent with maintenance and revenue collections. Currently, staffing resources are not able to meet all of the needs of the parking program, and dedicated staffing resources should be considered for meter maintenance and the general management/oversight of automated technology.

Complaints and Impound: Typically, two PEOs are assigned each day to address parking complaints, 72-hour infractions, and towing/impound cases submitted to the City via a City web portal accessed via the City's website or by phone to a customer service call center. Parking enforcement will receive complaints throughout the day that require attention and are addressed as they are received. Complaints that are not addressed that day are addressed the following day. Individuals submit comments or complaints with a location for a specific incident or infraction. Individuals can also use this web portal to report broken parking meter or pay stations. In 2018, parking enforcement handled 4,465 complaints for an increase of 116% over 2012 totals.

Officers also address scofflaw cases that require towing. A scofflaw occurs when an individual has five or more outstanding parking violations and is in delinquent status, making a vehicle eligible for towing. Delinquent status occurs 29 days after the fifth citation has been issued. In 2018, 510 vehicles were towed for an increase of 122% over 2012 totals. PEOs also address 72-hour infractions each day. The 72-hour notice process begins with a vehicle being reported, followed by a PEO chalking the tires, logging the date and time of the chalking, and

then placing a notice on the windshield. A total of 3,567 vehicles were tagged in 2018, an increase of 150% over 2012 totals.

Downtown and Harbor: Typically, one PEO is assigned to enforce the downtown core, beach area, and harbor each day. All paid parking is located within these areas. This does not include time limit zone infractions.

Time Limit Zones: Depending on the day and number of staff available, one PEO is assigned to enforce all time limit parking, excluding 72-hour parking. As discussed in Section 2.1, time limits are primarily located in the downtown core and beach areas.

Meter Technician: One PEO has been assigned the task of meter technician and addresses all maintenance and upkeep of all paid parking technology. A part-time/seasonal PEO is assigned to assist the meter technician during peak season and as needed throughout the year. With the exception of Tuesday's when the meter technician attends to meter detail, attending to maintenance and upkeep on all equipment is a full-time job.

Meter Detail: This task includes all paid parking revenue collections and occurs every Tuesday, Friday, and Sunday. One PEO is assigned to this task, with the meter technician handling collections on Tuesdays. The City hired a private security officer to assist with collection duties and provide safety and security. Meter collections are explained further in Section 5.1.

Street Sweeping: The City is separated into 10 street sweeping zones, with each zone swept two days (Monday through Friday) per month. While street sweeping occurs throughout the City, the downtown core is within Zone 1 with street sweeping occurring on the first and third Monday of each Month. A minimum of three PEOs are assigned to street sweeping duty each day, with a fourth officer assigned every other Tuesday. It is the job of the PEOs to make sure all vehicles are off of the road and clear of street sweeping vehicles. A street sweeping shift is 6:30 a.m. to 3:00 p.m.

Table 5 presents the July 2018 peak season schedule and Table 6 presents the January 2018 non-peak season schedule. While July 2018 staffed 12 total enforcement officers, 10 full-time, January 2018 only staffed nine total officers, all full-time. Table 7 presents a potential staffing plan based upon the existing hours of operation and staffing levels. Ideally, the City should concentrate staffing around the peak mid-day hours, while still providing adequate coverage at the start and end of the day. A consistent schedule will ensure that coverage is optimized to meet demand.

Despite an ongoing staffing shortage, parking enforcement has experienced a sharp increase in parking-related activity (complaints, scofflaw, 72-hour violations) over the last six years. This has impacted the effectiveness of parking enforcement due to their limited resources. Without consistent enforcement, the City cannot improve compliance with the posted regulations and policies. It is recommended the City increase staffing levels to effectively manage the downtown and beach area parking facilities.

The addition of at least three to four full-time officers and one or two part-time/seasonal officers would help the department close schedule gaps and provide more consistent

coverage throughout each day. Ideally, officers should have set routes that ensure consistent coverage within their enforcement areas. The increased staffing would also improve the City's ability to provide more consistent and dedicated coverage to the time limit zones and the downtown core and beach area, which is critical.

These staffing recommendations are based upon the recommendation for the City to utilize LPR. LPR will significantly improve officer efficiency. It is recommended that the implementation of LPR should coincide with increased staffing as current staffing levels are not sufficient to effectively utilize LPR, especially in time limit parking zones where LPR will have the greatest impact.

Table 6. Peak Season (July 2018) Staffing Plan

PARKING ENFORCEMENT
PUBLIC WORKS DEPARTMENT
JULY 2018

RC: Revenue Collection
SS: St. Sweep 0630-1500
T: Tree Trim/Sign Maintenance 0630 - 1500 ● Meter Detail

DAY	SU	M	TU	W	TH	FR	SA	SU	M	TU	W	TH	FR	SA	SU	M	TU	W	TH	FR	SA	SU	M	TU	W	TH	FR	SA	SU	M	TU
DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1 VICTOR		0600 1430	0600 1430	0500 1330	0600 1430	0600 1430		0500 1330	0600 1430	0600 1430	0600 1430	0600 1430	0600 1430	1300 2130		0600 1430	0600 1430	0300 1130	0600 1430	0600 1830			0600 1430	0600 1430	0600 1430	0600 1430	0600 1430			0600 1430	0600 1430
2 VICTOR	0500 1330	0500 1330	1300 2130	1000 1830			0500 1330	V	0500 1330	1300 2130	1300 2130			0500 1330	V	0500 1330	1300 2130	1300 2130			0500 1330	0500 1330	0500 1330	1300 2130	1300 2130			0500 1330	0500 1330	0500 1330	1300 2130
3 VICTOR		SS	SS	H	SS	SS			SS	SS	SS	SS	SS			SS	SS	SS	SS	SS			SS	SS	SS	SS	SS	0600 1430	0500 1330	0630 1500	0630 1500
4 VICTOR	V	V	V	H	V			0500 1330	0630 1500 SS	0630 1500	0630 1500	0630 1500			0500 1330	SS	0630 1500	0630 1500 SS	0630 1500 SS			0500 1330	0630 1500	0630 1500	0630 1500	0630 1500			V	V	V
5 VICTOR		0500 1330 SS	0500 1330	H	0500 1330	0500 1330			0500 1330	0500 1330	0500 1330	0500 1330	0500 1330			0500 1330	0500 1330	0500 1330	0500 1330	0500 1330 SS	0800 1630		0500 1330	0500 1330	0500 1330	0500 1330	0500 1330			0500 1330	0500 1330
6 VICTOR	0600 1430		SS	H	SS	SS	0600 1430			SS	SS	SS	SS	0600 1430			SS	SS	SS	SS	0600 1430			SS	SS	SS	SS	V			V
7 VICTOR			0500 1330	0500 1330	0500 1330	0500 1330	0500 1330			0500 1330	0500 1330	0500 1330	0500 1330	0500 1330			0500 1330	0500 1330	0500 1330	0500 1330	0500 1330			0500 1330	0500 1330	0500 1330	0500 1330	0500 1330			0500 1330
8 VICTOR	0800 2130	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	V			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130	
9 VICTOR			0630 1500	H	SS	SS	0800 1630			SS	SS	SS	0630 1500	0800 1630			V	V	V	V	V			SS	SS	SS	0630 1500	0800 1630			0630 1500
10 VICTOR	1300 2130	1300 2130	1300 2130	1000 1830	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130			1300 2130	1300 2130	1300 2130
11 VICTOR	0500 1330	SS	SS					0800 1630	SS	SS					0500 1330	SS	SS					0800 1630	SS	SS					0800 1630	0630 1500	0630 1500
12 VICTOR					0800 1630	1300 2130	1300 2130														1300 2130			1300 1630		0800 1630	1300 2130	1300 2130			
SWEEP AREA		1	3	5	7	9			2	4	6	8	0			1	3	5	7	9			2	4	6	8	0			T	T

Table 7. Non-Peak Season (January 2018) Staffing Plan

PARKING ENFORCEMENT
PUBLIC WORKS DEPARTMENT
JANUARY 2018

RC: Revenue Collection
SS: St. Sweep 0630-1500
T: Tree Trim/Sign Maintenance 0630 - 1500 ● Meter Detail

DAY OF WEEK	M	TU	W	TH	FR	SA	SU	M	TU	W	TH	FR	SA	SU	M	TU	W	TH	FR	SA	SU	M	TU	W	TH	FR	SA	SU	M	TU	W
DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1 VICTOR	0500 1330	0600 1430	0300 1130	0600 1430	0600 1430			0600 1430	0600 1430	0600 1430	0600 1430	0600 1430			0600 1430	0600 1430	0600 1430	0600 1430	0600 1430			0600 1430	0600 1430	0600 1430	0600 1430	0600 1430			0600 1430	0600 1430	0600 1430
2 VICTOR	H	1300 2130	1300 2130			0500 1330	0500 1330	0500 1330	1300 2130	1300 2130			0500 1330	0500 1330	0500 1330	1300 2130	1300 2130			0500 1330	0500 1330	0500 1330	1300 2130	1300 2130			0500 1330	0500 1330	0500 1330	1300 2130	1300 2130
3 VICTOR	H	SS	SS	SS	SS			SS	SS	SS	SS	SS			H	SS	SS	SS	SS			SS	SS	SS	SS	SS			0630 1500	0630 1500	0630 1500
4 VICTOR	H	0630 1500 SS	0630 1500 SS	0630 1500 SS			0500 1330	0630 1500 SS	0630 1500 SS	0630 1500 SS	0630 1500 SS			0500 1330	H	0630 1500 SS	0630 1500 SS	0630 1500			0500 1330	0630 1500	0630 1500 SS	0630 1500	0630 1500			0500 1330	0630 1500	0630 1500	0630 1500
5 VICTOR	H	0500 1330	0500 1330	0500 1330	0500 1330			0500 1330	0500 1330	0500 1330	0500 1330	0500 1330			H	0500 1330	0300 1330	0500 1330	0500 1330			0500 1330	0500 1330	0500 1330	0500 1330	0500 1330			0500 1330	0500 1330	0500 1330
6 VICTOR	H		1300 2130	1300 2130	1300 2130	1300 2130	1300 2130	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130			1300 2130	1300 2130	1300 2130	1300 2130	1300 2130		
7 VICTOR	E	0500 1330	0800 1630	0800 1630	0800 1630 SS	0500 1330			0500 1330 SS	0800 1630	0800 1630	SS	0500 1330		E	0500 1330	0800 1630	0800 1630	0800 1630	0500 1330			0500 1330	V	V	V	V			V	V
8 VICTOR	H	SS	SS	SS	SS			SS	SS	SS	V	F			H	SS	SS	SS	SS			SS	SS	SS	SS	SS			0630 1500	0630 1500	0630 1500
9 VICTOR	H	F	F	F	-			-	-	-	-	-			H	V	V	SS	SS			SS	SS	SS	SS	SS			0630 1500	0630 1500	0630 1500
10 VICTOR																															
11 VICTOR																															
12 VICTOR																															
SWEEP AREA	H	3	5	7	9			2	4	6	8	0			H	3	5	7	9			2	4	6	8	0			T	T	T

Table 8. Potential Peak Season Staffing Plan

PROPOSED PEAK SEASON SCHEDULE							
	SUN	MON	TUE	WED	THU	FRI	SAT
5:00 AM	4FTE	2FTE/1PTE	2FTE/1PTE	2FTE/1PTE	3FTE	2FTE/1PTE	5FTE
5:30 AM							
6:00 AM		5FTE/1PTE	5FTE/1PTE	5FTE/1PTE	6FTE	5FTE	
6:30 AM							
7:00 AM							
7:30 AM							
8:00 AM							
8:30 AM							
9:00 AM	4FTE/1PTE	7FTE/1PTE	7FTE/1PTE	7FTE	8FTE	7FTE	5FTE/1PTE
9:30 AM							
10:00 AM							
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM							
12:30 PM							
1:00 PM	7FTE/3PTE	10FTE/2PTE	10FTE/1PTE	10FTE/1PTE	11FTE	9FTE/2PTE	8FTE/3PTE
1:30 PM	3FTE/3PTE	8FTE/1PTE	8FTE/1PTE	8FTE/1PTE	8FTE	7FTE/2PTE	3FTE/3PTE
2:00 PM							
2:30 PM		5FTE/1PTE	5FTE	5FTE/1PTE	5FTE	4FTE/2PTE	
3:00 PM							
3:30 PM							
4:00 PM							
4:30 PM							
5:00 PM							
5:30 PM	3FTE/2PTE	3FTE/1PTE	3FTE	3FTE/1PTE	3FTE	2FTE/2PTE	3FTE/2PTE
6:00 PM							
6:30 PM							
7:00 PM							
7:30 PM							
8:00 PM							
8:30 PM							
9:00 PM							

**Includes 13 full-time (FTE) officers and 3 part-time/seasonal (PTE) officers.*

Table 9. Potential Non-Peak Season Staffing Plan

<table>
<tr><th colspan="8">PROPOSED NON-PEAK SEASON SCHEDULE</th></tr>
<tr><th></th><th>SUN</th><th>MON</th><th>TUE</th><th>WED</th><th>THU</th><th>FRI</th><th>SAT</th></tr>
<tr><td>5:00 AM</td><td rowspan="12">3FTE</td><td>2FTE</td><td>2FTE</td><td>2FTE</td><td>3FTE</td><td>2FTE</td><td rowspan="12">4FTE</td></tr>
<tr><td>5:30 AM</td></tr>
<tr><td>6:00 AM</td><td rowspan="6">5FTE</td><td rowspan="6">5FTE</td><td rowspan="6">5FTE</td><td rowspan="6">6FTE</td><td rowspan="6">5FTE</td></tr>
<tr><td>6:30 AM</td></tr>
<tr><td>7:00 AM</td></tr>
<tr><td>7:30 AM</td></tr>
<tr><td>8:00 AM</td></tr>
<tr><td>8:30 AM</td></tr>
<tr><td>9:00 AM</td><td rowspan="6">7FTE</td><td rowspan="6">7FTE</td><td rowspan="6">7FTE</td><td rowspan="6">8FTE</td><td rowspan="6">6FTE</td></tr>
<tr><td>9:30 AM</td></tr>
<tr><td>10:00 AM</td></tr>
<tr><td>10:30 AM</td></tr>
<tr><td>11:00 AM</td></tr>
<tr><td>11:30 AM</td></tr>
<tr><td>12:00 PM</td><td rowspan="2">7FTE</td><td rowspan="2">10FTE</td><td rowspan="2">10FTE</td><td rowspan="2">10FTE</td><td rowspan="2">11FTE</td><td rowspan="2">9FTE</td><td rowspan="2">8FTE</td></tr>
<tr><td>12:30 PM</td></tr>
<tr><td>1:00 PM</td><td rowspan="12">4FTE</td><td rowspan="2">8FTE</td><td rowspan="2">8FTE</td><td rowspan="2">8FTE</td><td rowspan="2">8FTE</td><td rowspan="2">7FTE</td><td rowspan="12">4FTE</td></tr>
<tr><td>1:30 PM</td></tr>
<tr><td>2:00 PM</td><td rowspan="6">5FTE</td><td rowspan="6">5FTE</td><td rowspan="6">5FTE</td><td rowspan="6">5FTE</td><td rowspan="6">4FTE</td></tr>
<tr><td>2:30 PM</td></tr>
<tr><td>3:00 PM</td></tr>
<tr><td>3:30 PM</td></tr>
<tr><td>4:00 PM</td></tr>
<tr><td>4:30 PM</td></tr>
<tr><td>5:00 PM</td><td rowspan="6">3FTE</td><td rowspan="6">3FTE</td><td rowspan="6">3FTE</td><td rowspan="6">3FTE</td><td rowspan="6">3FTE</td></tr>
<tr><td>5:30 PM</td></tr>
<tr><td>6:00 PM</td></tr>
<tr><td>6:30 PM</td></tr>
<tr><td>7:00 PM</td></tr>
<tr><td>7:30 PM</td></tr>
<tr><td>8:00 PM</td><td rowspan="2">8:30 PM</td></tr>
<tr><td>9:00 PM</td></tr>
</table>

**Includes 13 full-time (FTE) officers.*

3.2. Compliance

The City should continue to take a compliance-based approach to enforcement. Often times, parking enforcement staff may be the only interaction that visitors have with City employees, so they should always be a positive representation for the community. A compliance-based approach includes issuing warning notices before citations for first-time offenders, educating drivers on regulations, answering customer questions, and requires consistency.

The City should develop a training manual with detailed job guidelines, policies, and procedures for parking enforcement staff based upon a compliance-based approach. This should cover all aspects of the enforcement, maintenance, and revenue collections work. A manual of policies and procedures is necessary for officer guidance and direction. A manual is not simply about personnel issues; it is also a "how to do the job" guideline, detailing enforcement policies, what to do when there is an ADA violation for example, so that every officer enforces in the same manner with the same compliance-based approach to enforcement. Documented job guidelines will help provide additional consistency between officers to ensure that each PEO is implementing the same rules in a fair and consistent manor.

A review of parking violation amounts suggests that Oceanside is on par with other California communities such as the City of Davis. Currently, the amount for an Americans with Disability Act (ADA) violation is $338.00. Other violations such as parking in a fire lane ($58.00), No Parking 5:00 a.m. – 6:00 a.m. ($58.00), Two-hour Zone ($58.00), and Parked Excess of 72 Hours ($83.00), are at or above other California communities. Higher fine amounts may improve compliance, therefore improving the effectiveness of parking policies. A full list of parking citation amounts is found in Appendix C.

3.3. Management Structure

The City should continue to house parking enforcement in the Public Works Department. Because the Public Works Department handles the majority of ongoing parking management, this streamlines the communication from top to bottom, which ultimately serves to improve enforcement consistency in the City. PEOs should continue to report to a manager who provides ongoing oversight and monitoring of enforcement data to ensure optimization of the operation. Enforcement technology provides the City with the ability to run reports and track officer productivity through Gap Management.

Gap Management is the process of ensuring that officers are effectively using their time in the field. As enforcement effectiveness improves, the City can expect increased levels of compliance, resulting in a decrease in the number of issued citations. Gap Management will allow the manager to understand whether a decrease in citations is due to ineffective enforcement or due to higher compliance. Any large gaps in time between citations should be accounted for whether the officer is chalking tires, providing warning notices, or conducting other job duties. If LPR is implemented, that data can also be used to help manage parking enforcement activity for Gap Management. The GPS locations of plate reads map out daily enforcement routes. This will allow the City to track officer productivity without basing it on the number of citations issued.

The implementation of LPR and other parking technologies will enhance the need for additional analysis. Access to well-organized and readily interpretable data will allow the City to make data-driven decisions. Allocating a layer of additional staffing resources for analysis will play an important role in improving Gap Management, identifying areas with greater or lesser need, and strengthening municipal policy.

Below is included an example of a municipal organization (City of Santa Cruz) that provides staffing and resource commitments for consistent enforcement and operational and maintenance support. In this example, the Supervisors for maintenance, off-street parking, and on-street parking all report to a Parking Services Superintendent. The City of Oceanside will benefit from a strengthened management structure with dedicated staffing commitments.

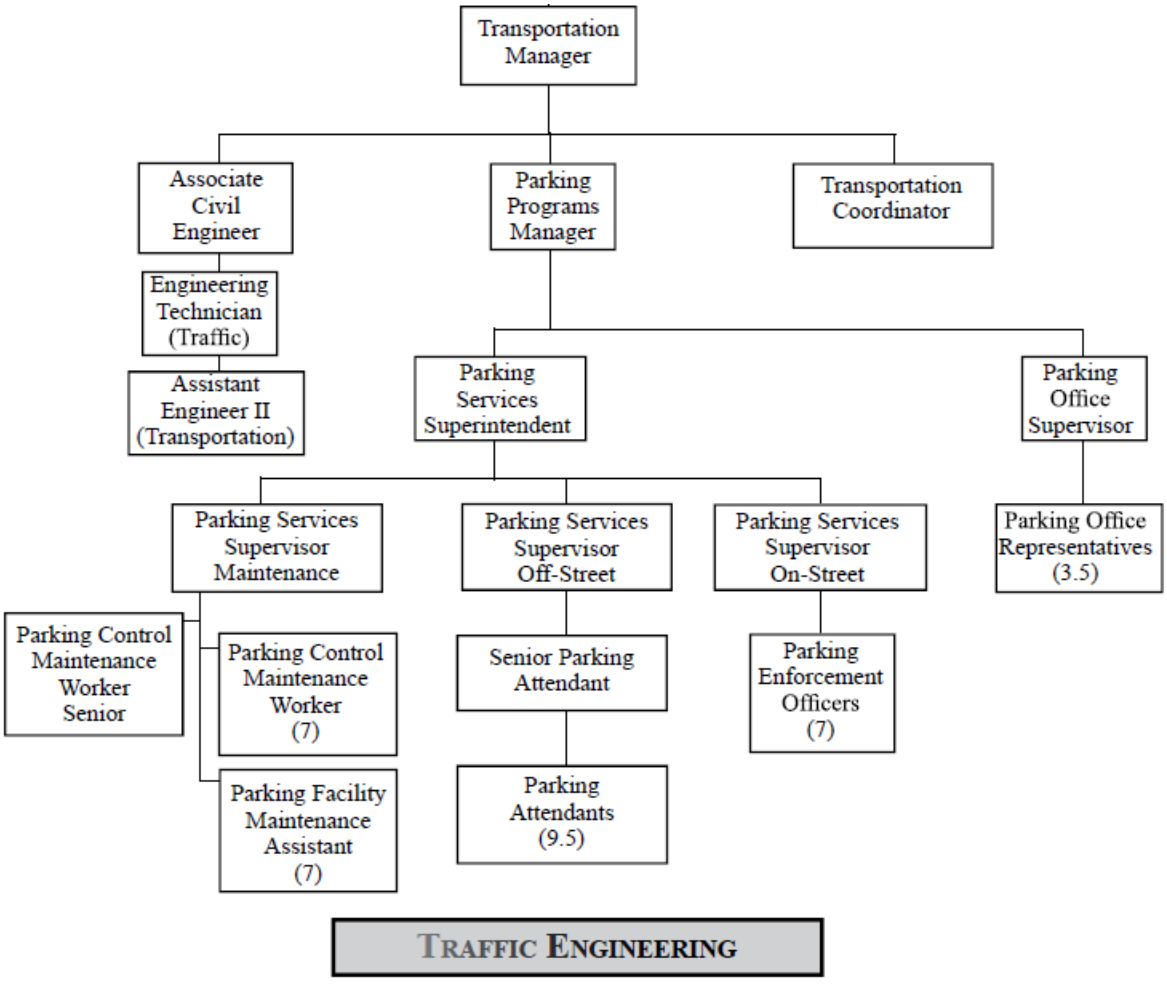


Figure 11. City of Santa Cruz Organizational Structure

3.4. Citation Management

In January 2019, the City transitioned from Duncan Solutions to Data Ticket for citation and permit management. On January 29, 2019, parking enforcement staff began using Samsung Galaxy Note 5 (N5) handhelds that operate the Data Ticket Systems citation issuance software, a one-piece solution that includes a printer. Over the first few weeks of operation the officers have not had significant issues with the issuance devices. As discussed in Section 2.2.2, the existing VenTek pay stations in the surface lots do not allow for Pay by Plate, therefore an integration with the handhelds for automated payment verification via license plate number is not an option until the equipment is replaced .

The handhelds allow the officers to take up to eight photos per citation. The officers typically take a photo of the violation, the vehicle, the license plate and the meter, while four photos may be sufficient in most cases, having the ability to take additional photos is useful to ensure that adequate documentation is collected to support the citations during the adjudication process. The officers also have the option for videos and voice recordings.

Image 5. Enforcement Officer Handheld

The enforcement officers currently use physical chalk for time limit monitoring. The N5 handheld does have a digital chalking feature which would allow the officers to record the valve stem location with a date/time stamp in the application. This feature is somewhat time consuming however, which is the reason behind using the physical chalk. If the City implements LPR for enforcement, the LPR system can automatically track for time limit violations using the digital chalking feature.

Violators are able to access, appeal, and pay their citations online through a web portal hosted by Data Ticket. A violator must provide a license plate number, state or province, and ticket number. An additional $2.95 is added to the overall fee for use of the online service. A low-income payment plan is offered by the City to individuals who qualify for low-income status. A violator must apply for the low-income plan within 60 days of the issuance of the parking violation, or within 10 days after an administrative hearing determination. To qualify for low-income status an individual must fill out and mail back or submit via email to the City an Indigent Parking Citation Payment Plan application. This application determines if you are eligible for the payment plan and requires verification documentation be included.

To contest a parking citation an individual must submit a request for review within 21 calendar days of the issuance of the parking citation or within 14 calendar days of the notice date shown on the Notice of Parking Citation. A request can be submitted three ways:

- In writing by sending a written explanation with the reason for contesting the citation, applicable documentation, and a copy of the citation to the City of Oceanside Parking Enforcement Center.
- In person at Oceanside City Hall.

- Online at a web portal hosted by the City. The individual will receive an email acknowledging the receipt of the submission.

The City's process of appeals includes two levels of adjudication which are conducted through the City. A few times per month an independent arbitrator comes in to the officiate. An individual will receive a written response through the mail within four to six weeks informing them of the adjudicator's decision.

The City of Oceanside issued 60,118 parking citations in CY2018, an increase of 16.7% when compared to CY2012. 48% of total citations were for violation of the street sweeping ordinance and 4.5% were issued warnings. Since 2012, the City has experienced an overall increase in street sweeping citations of 20% and an increase in issued warnings of 7.6%.

3.5. License Plate Recognition

License Plate Recognition (LPR) technology can significantly improve enforcement efficiency, especially for time limit management. Rather than solely relying on chalking vehicles through the N5 Data Ticket handheld or with physical chalk, the LPR cameras can automatically track license plate reads based upon their GPS location and notify the officer when there has been a violation. Additionally, if parking permits become license plate-based, and if all pay stations are configured for Pay by Plate, then the LPR can efficiently verify valid payment status.

LPR also has the added benefit of providing occupancy and utilization data. Data can be exported to Excel for ongoing analysis and review. The City could develop a data collection plan with fixed routes, days, and hours. Collecting data with LPR would be a cost-effective way for the City to understand on and off-street occupancy and utilization trends, which would allow for data-driven decisions about potential future time limit and rate adjustments.

Image 6. LPR Mounted on City of Seal Beach Enforcement Vehicle

Fixed-mounted LPR is also becoming common-place in communities across the country. While mobile LPR technology is installed on top of an enforcement vehicle to allow for license plate captures as the vehicle drives down the street, fixed-mounted cameras are typically installed at the entrance to parking facilities and captures the license plate of each vehicle that enters. The information is uploaded into a database and will notify enforcement officers when a vehicle has overstayed the time limit or has not paid for a parking session. Once a vehicle departs the facility the parking session ends. Fixed-mounted LPR does not require officers to continually patrol the parking facility to enforce parking restrictions, allowing them to be utilized in other areas of the community.

In order to more effectively and consistently enforce time limits throughout the downtown core, it is recommended that the City purchase at least two mobile LPR systems. The City currently has 11 pickup trucks and two Global Electric Motorcars (GEMS). Each of these vehicles could be equipped with the LPR; The LPR system can be permanently mounted onto the vehicles, along with the inclusion of a laptop for the LPR software.

LPR technology has become a common and useful parking management tool. It is imperative to understand that LPR for parking utilizes cameras to process images to identify vehicles for enforcement of permit policies and time limit regulations parking regulations. Public agencies must post LPR policies online that define the use of data. For the purposes of Oceanside, license plates would not be retained other than citations issued for adjudication purposes. Otherwise, information gathered is converted into data point for analysis and reporting.

LPR can be expanded to include scofflaw lists that will allow the City to identify delinquent vehicles with five or more unpaid parking citations. Additionally, the City can also consider expanding the technology for use by the Police Department to identify license plates connected to a crime or a person of interest. As an enforcement device, LPR cameras are attached to enforcement vehicles that patrol both streets and parking lots and can be used to manage parking violations, occupancy limits, scofflaw capture, and paid parking payment status.

There are several vendors that provide specialized parking LPR technology for enforcement. Many systems have developed their software to integrate with the citation and permit processing vendors in order to provide municipalities with a comprehensive program customized for their needs. LPR provides enforcement with visual (photo and/or video) evidence of a parking infraction to support adjudication. Some LPR systems have the ability to flag a violation and immediately 'push' or send citation information to an enforcement officer currently patrolling the streets. This process allows the PEO on the street the ability to issue a parking citation at the time it was flagged. Additionally, many vendors offer 'digital chalking' which uses software technology to track how long vehicles are parked in a specific area and simultaneously compare that to the time limit posted in that area. This particular feature has helped several cities provide a more accountable and consistent timed zone enforcement program without the need to invest in additional labor. New advancements in technology have also allowed enforcement vehicles with LPR technology to communicate with each other, allowing one vehicle to digitally chalk a time limit zone while another vehicle completes the patrol route, searching for parking infractions.

From an employee morale standpoint, LPR also provides a direct benefit to the enforcement officer by removing the physical chalking requirement, managing the marked timed zones and alerting the officer of an enforcement ready zone. Additionally, LPR mitigates a chronic problem faced by a number of agencies when patrons physically 'remove' chalk marks from tires. The LPR solution provides a documented record of the vehicle location and time/date stamp when the vehicle was initially identified and the resulting violation confirmation time/date stamp that will support the adjudication process.

If Oceanside were to implement LPR technology, they must consider upgrading their pay station technology to allow for Pay by Plate configuration. Without this upgrade, LPR won't be effective in paid parking lots and garages. The implementation of mobile payment in the community would also be easily enforced with LPR technology because the mobile payment vendors record payment status by license plate. As discussed in Section 3.1, the City must also consider increasing enforcement staff to fully utilize the LPR technology. Current levels do not allow for PEOs to be fully concentrate on enforcing time limit zones, which would provide the most benefit from LPR technology.

3.6. Booting

The City does not currently boot for scofflaw violations. The City should consider booting as a more efficient alternative to towing because it improves officer efficiency and safety. The traditional boot is being replaced with more innovative, automated, and customer- convenient options. Officer safety is always a concern during any boot release. If the City assumes booting responsibilities, there are two immobilization devices that the City should evaluate and consider that specifically address the issue of officer safety - Paylock SmartBoot and the Barnacle. Each of these immobilization devices provide a self-release service feature that allows the customer to manage delinquent citation payments and do not require enforcement officer field presence to complete a transaction. This minimizes wait time and mitigates the often-harsh exchange that can occur when the traditional boot is removed from the vehicle.

Image 7. Paylock SmartBoot

The Paylock SmartBoot looks just like a traditional boot, however, with embedded electronics that allow for programmed release. When a scofflaw is identified by a PEO, the SmartBoot is deployed by attaching it to the wheel. The violator can contact customer service immediately and pay the designated penalties due to the City. Prior to the payment process, the violator must acknowledge the financial responsibility to return the SmartBoot to a designated location. A credit hold is placed and if the equipment is not returned within the specified timeframe (typically 24 hours), the specified value is processed to the violator. The values range from $500.00 to $750.00 and equipment return compliance is high.

While also equipped with a violator release feature, the Barnacle is attached to the windshield rather than the tire. This is another enhanced opportunity for officer safety because, rather than bending down to attach the boot, the Barnacle can be attached to the windshield from the curbside. Industrial suction cups adhere the device to the windshield thereby obstructing the driver's view. The Barnacle is GPS-enabled and includes an anti-tamper alarm. Same as the SmartBoot, a violator must acknowledge financial responsibility for the device and, if not returned, they will be charged for the device at a price similar to the SmartBoot.

Image 8. Barnacle Windshield Immobilizer

Both solutions are a tremendous innovation to the traditional booting process. It is recommended that if the City assumes booting responsibilities, either of these options should be considered to more efficiently manage the process. Each of these solutions provide a management system that will automatically send a notification if an immobilization time limit is defined in the system identifying when a vehicle should be towed. The City can determine if this notification should be sent directly to the tow company or if an officer should solicit the service.

3.7. VMS Sensor Solution

In March 2017, the City began a pilot program with Vehicle Monitoring Systems (VMS) to collect on-street occupancy data. As part of the pilot project 10 in-ground sensors were installed along with one survey camera system along the 200 block of North Tremont Street to monitor and validate vehicle occupancy. The second phase of the pilot is to trial the enforcement technology to detect and regulate overtime parking along Tremont Street. VMS would integrate the back-end system with the Data Ticket enforcement application to notify enforcement officers when overtime violations have occurred. The City is in the final stages of approving the modified agreement with VMS to begin the second phase. Once approved, PEOs will begin time-limit enforcement using the VMS application.

Section 3. Enforcement Implementation Guide

Near-Term Steps

1. Initiate second phase of VMS pilot program to begin utilizing a sensor solution to monitor and enforce time limit parking.
2. Budget for additional enforcement positions based upon the need for additional staff to effectively enforce both the City and the downtown core.
3. Consider dedicated staffing resources for meter maintenance, analysis, and/or the general management/oversight of automated technology, thereby relieving some of the strain to current enforcement officers.
4. Develop training information and procedures that align with a customer-service focused approach to achieving compliance.
5. Hire additional enforcement officers based upon an optimized staffing plan.
6. Consider utilizing boots or windshield immobilizing devices to enforce scofflaws.
7. Draft and issue an RFP for LPR technology.
    a. Install LPR on enforcement vehicles or mount at entrance to parking facilities.

Section 3. Enforcement Implementation Guide

   b. Install signage requiring "head-in parking only" to ensure that license plates will be visible for enforcement.
   c. Integrate LPR technology with existing paid parking technology and permit/citation management software.
   d. Adjust job descriptions as required.
8. Utilize citation management vendor (Data Ticket) software to aid in Gap Management procedures.

Mid-Term Steps:

1. Ongoing Gap Management to monitor officer effectiveness.
2. Utilize LPR for ongoing occupancy and turnover data collection.
   a. Establish a data collection plan with fixed routes.
3. Ongoing training with any new or upcoming enforcement technology procured by the City.

Long-Term Steps:

1. Consider purchasing additional LPR devices depending on enforcement coverage.
2. Continually monitor and evaluate citation data and enforcement demand to make any necessary adjustments to enforcement staffing, hours, or routes. Staffing requirements may change due to efficiencies provided by future investments in enforcement technology.
3. Consider any necessary adjustments to staffing and hours of operation to meet the City's parking occupancy goals.

4. Maintenance and Revenue Collections

The City currently has one PEO that is solely assigned to parking meter and pay station maintenance and upkeep. The City also allocates one to two PEOs for paid parking revenue collections on a weekly basis. Because parking enforcement is understaffed it is recommended that any paid parking technology be configured to minimize maintenance and revenue collections. Providing a mobile payment option is another added benefit to discourage the use of coin. Currently all VenTek pay stations accept both coin and bills. If the City chooses to upgrade pay station technology, it should minimize the number of pay stations with bill note acceptors (BNA), thereby reducing the maintenance and collections.

Due to the City's current staffing limitations, a dedicated resource is needed to support meter collections, meter maintenance, and automated technology.

4.1. Meter Collections

Collections are typically completed in the morning on Tuesday, Friday, and Sunday each week by at least one PEO and one private security guard. While the main responsibility of the security guard is to provide safety and security, he also assists in collecting the coins from the meters as well as transporting the coin canister from the collection vehicle. The collection vehicle is one of the assigned compact pickup trucks also used for parking enforcement. At the end of each collection shift during the week, the coins are dropped off to the Finance Department where they are dumped into nylon bags and picked up by the armored transport service provider, Brinks. When meters are collected on the weekend the coins are placed in a secured room until Monday when they are picked up by Brinks for deposit and reconciliation.

After collection, the meter and pay station monies are transported to the bank for counting. A receipt is then provided to the City once all revenue has been reconciled. The meter and pay station monies are not currently organized based on a route or traceable to the specific canisters or coin box. The coin and cash are dumped into separate bags. Smart meters have a back-end software system that allows the City to compare the amount of money recorded by the meters versus the amount of money collected and counted. Additionally, the amount counted by the City should always be verified against the amount recorded by the bank once submitted. Counted monies should be traceable back to specific pay stations, meter routes, and collectors. This may require that the City develop separate routes for the smart meters versus the POM meters. This will allow the City to compare revenue trends over time for both predictive purposes and for added security. Any abnormalities in trends should be investigated.

The single-space meters currently have a closed-can system, which means that the coin canisters are secure. Coin cans are removed from the meters and inserted and emptied into a larger collection canister without the monies ever being exposed. This is considered an industry best practice because it reduces opportunity for revenues to be siphoned away and provides enhanced security.

The VenTek pay stations are collected as needed, but when possible, are collected at the same time as the parking meters. During the collection, a PEO will remove the coin and bill containers from the machine and empty the revenue into canvas bags while onsite. This means that there is open cash handling, making this procedure unsecure and unsafe for the PEOs. Ideally, the coin and cash boxes would be pulled from the machine and replaced with separate coin and cash boxes, removing the opportunity for misconduct.

The City could consider installing electronic locks (e-locks) such as the Medeco NexGen locks for parking meters and pay stations. E-locks are an electronic key system that are programmed for the daily collection routes. This adds another layer of security for the City. Typical key systems are less secure because there is no electronic record of use. Additionally, if there is any meter theft, this can result in the City needing to re-key the meters.

Image 9. Medeco Electronic Lock

The City is currently in the process of selecting a third-party vendor to outsource collections. If implemented, this would free up staff resources to concentrate on parking enforcement. The City should develop policies and procedures that require a fully transparent and open-communication collection process with the vendor. This will allow the City to stay informed of any collections issues and total revenue collected daily. The vendor should also establish a communication channel with the meter technician so that during collections, the collection agent can inform the meter technician if any meters or pay stations appear to need maintenance or repair.

4.2. Meter Maintenance

The PEO who is the designated meter technician, has the sole responsibility of conducting all maintenance on meters and pay stations. Depending on staff resources, a seasonal PEO will assist the meter technician PEO. The meter technician addresses everything from Level 1 maintenance such as jammed credit cards or coin chutes, to Level 2 maintenance such as a meter malfunction.

Maintenance of the meters and pay stations is done every day except on Tuesday when the meter technician assists with meter collections. Typically, meters are touched at least once per week, which is ideal.

The POM meters that need maintenance are identified on collection routes, by enforcement, and from citizen reporting. Both IPS and VenTek have self-reporting maintenance features that can alert the technician via email when something is wrong with the meters or pay stations. However, the meter technician uses the back-end systems to proactively identify issues instead of using the email alert system.

Step 4. Maintenance and Revenue Collections Implementation Guide

Near-Term Steps

1. Update the protocol for paid parking collections and revenue reconciliation, including:
    a. The smart meter technology will keep track of the deposited money. Therefore, the amount of cash and coin collected and counted should be cross-referenced with the meter management systems to ensure that all the monies are being reconciled. It is important that the paid parking collection process is securely managed.
    b. Ideally, monies should be collected and counted based upon the route.
    c. Credit card variance and verification.
    d. Pay Station collections should include a swap-out of coin and cash containers.
2. Ensure that any paid parking equipment is configured to minimize revenue collections and maintenance.
3. Select and transition to a third-party vendor for revenue collections.
    a. Establish policies and procedures to allow for a transparent collection process.
    b. Establish a line of communication to allow for third-party collection agents to inform the City meter technician when a meter or pay station is in need of maintenance or repair.
4. Consider budgeting for and purchasing e-locks for the single-space meters and pay stations.
5. Consider budgeting for a dedicated resource to support meter collections, meter maintenance, and analysis.

Mid-Term Steps:

1. Install e-locks if purchased.

5. Downtown Merchant and Employee Permit Parking

Oceanside currently does not have a merchant and employee permit program for businesses within the City or downtown core. A merchant and employee permit program would greatly improve the parking congestion occurring in the downtown core by encouraging downtown merchants and employees to utilize off-street parking facilities instead of on-street parking spaces. Creating more available on-street parking spaces will reduce the number of vehicles circling in search of parking. Many businesses do not operate on a typical 8 a.m. to 5 p.m. schedule and instead remain open into the evening when parking is at a premium. City's such as Seal Beach (CA) encourage Old Town merchants and employees to purchase annual parking passes through the City of Seal Beach Finance Office. The Seal Beach merchant (employee) parking pass allows merchants and employees to park in municipal lots at the beach or on 8th Street in Old Town.

The City of Oceanside should consider utilizing municipal parking lots near the beach that are underutilized throughout the year for permit parking (Figure 11). The City could offer merchants and employees affordable places to park without requiring coin payment or frequent re-parking.

While these municipal lots are within walking distance to most businesses in the downtown core, the City could implement a free shuttle service to provide that extra incentive to employees working in downtown to utilize the parking lots. As will be discussed further in Section 10.3, while the shuttle service can be an expensive endeavor, a portion of the revenue collected from the employee permit program could help offset some of the shuttle service costs.

When employees park a few blocks from the downtown core, customers have better access to shops and restaurants, helping to improve the local economy. In order to encourage off-site parking, the recommended employee permit rate should also cover the

Figure 12. City of Oceanside Employee Parking Recommendations

cost of added administrative requirements while still remaining affordable to incentivize participation.

5.1. Permit Rate Comparison

The below table includes the annual rate for downtown employee permits in a number of comparable cities.

Table 10. Permit Rate Comparison

Location	Downtown Permit Annual Rate
Laguna Beach	$300.00
Santa Monica	$155.00
Monterey	$228.00
Seal Beach	$50.00
Average	**$183.25**

Based upon the above rate comparison table, the average employee permit rate is $183.25. As a starting point it is recommended that the City choose a lower rate than the average, such as $100.00, and proceed with incremental increases on an annual basis based on permit demand. A consistent permit rate would apply to all designated Downtown Merchant and Employee Permit locations.

The City should also implement a low-income/service worker permit option. It is critical for the success of a downtown that low-income employees have an affordable option for parking. The City should establish an income threshold for qualification and with proof, employees could qualify for a reduced permit rate. Maintaining downtown employees at all pay scales is important to the success and vibrancy of downtown Oceanside.

As previously discussed, implementing a no re-parking ordinance will discourage merchants and employees from parking on-street in the time limited locations ideal for customers and visitors. However, the City should ensure that employees have enough accessible and affordable locations to park prior to implementing a no re-parking ordinance.

Should downtown parking supply in remote parking lots become constrained, the City may consider remote parking options. The City may consider negotiating shared parking agreements with private partners. If the City chooses to encourage remote employee parking, it will need to provide employees with reliable, convenient, and safe ways to get to and from downtown. The City may consider private partners located along accessible bus routes, such as the Maxson Street Park & Ride, Oceanside Plaza, and Mission Promenade (Figure 12). North County Transit District (NCTD) Breeze Bus Route 303 provides 37 weekday trips along Mission Avenue between the OTC and Vista Transit Center, with stops at both Mission Promenade and Oceanside Plaza. The Maxson Street Park & Ride is within walking distance to the Mission Promenade bus stop. The San Diego Association of Governments (SANDAG) iCommute program, in collaboration with NCTD has developed an employer benefit program that provides eligible employees with a 30-Day Pass to try one of their transit services. The City could also work with NCTD to develop a downtown Oceanside employee discount transit

pass similar to the Los Angeles County Metropolitan Transportation Authority (Metro) Employer Annual Pass Program. Employers within Los Angeles County are able to purchase passes in bulk for employees at large discounts. Monthly passes for this program range from $11.00 to $23.00 depending on the level of service near the business.

Figure 13. City of Oceanside Remote Employee Parking Recommendations

It is recommended that the City utilize Data Ticket or a mobile payment provider to automate the permit management system as well as establish the merchant and employee permit (virtual permit) offered through an online portal allowing the permit to be purchased from a computer or smartphone. The license plate would become the parking permit and LPR technology could be utilized to monitor and enforce. Applicants should be required to submit proof of employment to qualify for a permit. Proof of employment can include a recent paystub or a letter from an employer. The supporting documentation should be reviewed by an administrator and approved prior to accepting payment from the applicant. A vendor system will also allow the City to ability to set a cap on the number of permits with a wait list capability. The vendor system online portal should also allow the City to view applications, run reports and track program utilization. The City's current citation and permit management vendor, Data Ticket as well as most mobile payment providers have the capability to implement an automated permit management system with virtual permits and an online customer portal.

By establishing the merchant and employee permit as a virtual permit, the license plate number becomes the permit identifier for enforcement, removing the need for physical hangtags or stickers. Digital permits allow the City to efficiently enforce with the use of LPR

technology. This will be more efficient than the visual verification process required with physical permits.

When transitioning to an automated permit management system, the City should also be prepared to implement an education and outreach campaign. Ideally, merchants and employees should learn how to use the new system rather than relying upon ongoing administrative support. While this adjustment period can be challenging at the start, the vendor systems are typically designed with a user-friendly interface which should mitigate customer questions and complaints. In conjunction with the launch of the program, merchants and employees should be provided with information about the program, how to use the online portal, general information about LPR enforcement (if implemented), and step by step instructions for purchasing a permit.

For reference, the City of Paso Robles recently launched their first employee permit parking program. The Paso Robles Employee Parking Permit Pilot (PREP^4) included the following outreach materials along with the program launch. These outreach materials from PREP^4 are examples of using positive wording to communicate a program. Additionally, they incorporate the City's parking brand color palette for consistency. The use of these instructions and information has helped to provide a smoother transition for the City. A similar outreach approach is recommended for Oceanside.

Parking News!

Paso Robles Employee Parking Permit Program Pilot

The City of Paso Robles is launching the PREP^4 program to create designated permit parking locations throughout downtown for permit holders. Permit holders will have the opportunity to park in any available permit stall.

Purpose: Convenient on-street parking should be available for customers. Without time limits or paid parking, downtown employees are able to store their vehicles on-street in front of businesses throughout the day.

Goal: Create a low-cost permit program and designated permit parking areas to encourage employees to voluntarily store their cars away from businesses. Parking occupancy and utilization data will be collected throughout the pilot.

When: Permit sales will begin on November 1, 2018 and the permit pilot program will officially launch on December 1, 2018 through April 30, 2019.

Cost: $5.00 per month.

How: A link to an online portal will be posted on the City's website on November 1. Business owners and employees can create an account, select the permit type, upload proof of employment, and purchase the permits. Your license plate number will be your permit. Beginning December 1, permit-holders are eligible to park in any location designated for permit parking by signage.

What: The following permit types will be available:

- Daytime employee, valid 8:00AM-5:00PM, Monday-Friday (145 available)
- Evening employee, valid 5:00PM-8:00PM, Monday-Friday (145 available)
- Downtown resident, valid 8:00AM-8:00PM, Monday-Friday (5 available)

Where: Permits will be valid at the following locations, based upon posted signage:

- Portion of City Hall Lot
- Railroad Street Lot
- 12th Street Lot (next to Marv's Pizza)
- Portion of Spring Street Lot
- Pine Street Lot
- Portion of Train Station Lot

Image 10. Paso Robles Flyer (Front)

FAQs

What do I do if the permits are sold out?
If permits are sold out you can join a wait list. If there is a wait list, the City will consider expanding the program to accommodate everyone.

What if I have multiple cars?
For the pilot, only one license plate number can be tied to each permit.

What do I do if all the permit spaces near my work are full?
If you are a permit holder, you are eligible to park in any permit parking stall. There will be enough permit parking stalls for every permit holder to find a space. If one location is full, please check the others.

Will someone get a parking citation if they park in a permit parking stall without a permit?
Yes. The City's Parking Ambassador will be enforcing the permit parking areas to ensure that permit holders have a place to park.

How is the City collecting data, and why?
The City will be utilizing License Plate Recognition (LPR) camera technology mounted on a vehicle to collect data throughout the pilot. Parking occupancy and utilization data will be useful for the City when assessing the effectiveness of the pilot. The City can also use this information to make important parking management decisions in the future. Progress updates will be shared on a monthly basis.

Why is there a cap on the number of permits being sold?
The City intends to start small and expand the program if successful. It is important to implement new parking programs incrementally and to make data-driven decisions. The City also wants to ensure that there is enough parking available to permit holders, so additional permits will not be sold beyond the permit parking capacity.

Where should I park if I choose not to get a permit?
Please park anywhere outside of the downtown prime parking core, which is currently 10th to 13th Street and Spring to Pine. Ideally, on-street parking should be made available for customers.

Why is the program only Monday through Friday?
This is a starting point for the City, but the program could be expanded to the weekends if successful. This will require additional enforcement resources.

For more information, please contact parking@prcity.com

Image 11. Paso Robles Flyer (Back)

Step 5. Merchant and Employee Permit Parking Implementation Guide

Near-Term Steps

1. Implement an automated permit management system with Data Ticket or a mobile payment provider.
    a. Establish digital permitting.

Mid-Term Steps:

1. Establish merchant and employee permit parking locations.
    a. Monitor and adjust the cost of the merchant and employee parking permit as needed in order to: sustain the program; allow merchants and employees to park at a discount as compared with on-street parking in the downtown core; and, incentivize alternative modes of transportation.
    b. Allow for monthly and/or annual purchases to encourage flexibility.
2. Implement the online permit application process through Data Ticket or a mobile payment provider.
    a. Proof of employment should be required.
    b. The permitting system should be fully digital, based on license plates
    c. The City should allow for monthly, quarterly, or annual purchases
3. Educate local businesses by promoting designated merchant and employee permit parking locations and publishing information online and through mailers.
    a. Install appropriate signage to indicate merchant and employee parking areas.
    b. Send renewal notices by mail or email at least 30 days in advance of the permit expiration date.

Long-Term Steps:

1. Renewal notices should be sent by mail at least 30 days in advance of the permit expiration date.
2. Identify and designate additional merchant and employee permit parking locations as needed.
    a. This should primarily include parking lots located on the edges of downtown and/or remote parking lots such as Oceanside Plaza, Mission Promenade, and Maxson Street Park & Ride.

6. Beach Area Residential Permit Parking

The existing Beach Area Residential Parking Permit areas in Oceanside were defined by the city council and include any dwelling unit with an address on a street that is included in the beach parking meter area or The Strand (between Tyson and Wisconsin Streets) where residents of the dwelling unit do not have adequate off-street parking.

Currently the permits cost $10.00 per year and are valid for a maximum of three years. Permits issued to tenant residents who are not owners of the eligible dwelling unit are only valid for one year. Permits come in the form of decals and are nontransferable. Residents of an eligible dwelling unit can purchase one residential permit per vehicle owned after demonstrating that the vehicle is unable to be parked on-site of the eligible dwelling unit. The applicant must provide proof of current voter registration, or by other means, of an address within the program boundaries to obtain the permit. Each residence is also eligible to receive up to two guest permits, which are valid for three years. Guest permits for residents who are not owners of the eligible dwelling are valid for only one year. Guest permits come in the form of hang tags that are hung on the rearview mirror of the guest vehicle.

The City should consider limiting the permit purchases to a maximum of one year at a time. This will allow the City to adjust the program each year if necessary, without having to wait multiple years to phase out permit types or to transition to virtual permits.

The current permit maximum per address of one per vehicle should also be evaluated. It is unclear whether there is enough on-street availability for this number of permits to be issued. The City could consider reducing this permit cap to two per address if on-street occupancy is impacted. Or instead, an escalated pricing structure could also be considered. For example, the permit rate could increase based upon the number of permits purchased per address (Table 11). This type of rate structure could help discourage residents from storing additional vehicles on-street.

Table 11. Potential Escalating Residential Beach Permit Rate Structure

Permit #1	$10.00
Permit #2	$20.00
Permit #3	$100.00

It is also recommended that the City only offer short-term guest permits. Guest permits are typically meant for visiting friends and family, contractors, etc. Ideally, the City should require that residents manage their guest permits through an online portal using the license plate number of their guest. Guest permits should be valid for a short period of time only, such as a day pass or a weekly pass.

The City should consider utilizing their existing citation and permit management vendor (Data Ticket) or a mobile payment provider to transition the beach area residential permit to a virtual permit that requires license plate information when submitting an application. The virtual

permit program would eliminate the need for hang tags and permanent stickers. It is also recommended that the online customer portal be flexible enough to allow permit holders to update license plate and vehicle information attached to a permit with ease and convenience. This will also allow parking enforcement to fully implement and utilize LPR technology for permit parking enforcement.

Step 6. Beach Area Residential Permit Parking Implementation Guide

Near-Term Steps

1. Utilize the City's selected permit management vendor (Data Ticket) or a mobile payment provider to establish an online web portal. The web portal should request that users create an account and upload documents for proof of residency.
    a. Residents should also have the ability to sign up in person at a designated location in the City. Residents should be required to have the required documents with them when applying in person. City staff or an outsourced vendor should verify and enter the information into the software system. This will allow the information to be fully integrated with the enforcement handhelds for validation.
    b. Uploaded proof of residency documentation should be reviewed and verified by a designated administrator. Typically, acceptable proof of residency includes a utility bill, bank statement, or credit card bill from the last 30 days.
    c. This web portal should also be used for employee permit applications.
2. Consider eliminating decals and hang tags and transitioning to a virtual permit system. This will allow for a more efficient enforcement practice if LPR is implemented. Consider adopting an escalating rate schedule for permits.
3. Consider limiting permit purchases to one year maximum.
4. Consider adjusting the guest permit system for more accountability and short-term stays.
5. Consider adopting an escalating rate schedule.

Mid-Term Steps:

6. Monitor program effectiveness and utilization to determine whether the rates or permit caps should be adjusted.

Long-Term Steps:

1. Require that participants renew their permits on an annual basis. This will ensure that residency status is up to date. It is recommended that the City deny renewal to any residents with outstanding parking tickets.
    a. Renewal notices should be sent by mail at least 30 days in advance of the permit expiration date.

7. Annual Beach Permit Parking

The existing Beach Parking Permit areas in Oceanside, as defined by the city council, include any beach and harbor municipal parking facility that requires payment to park. Permits are valid for one year at a rate of $100.00 for residents and $200.00 for non-residents. Current vehicle registration and proof of residency is required to be eligible for a residential rate. Permits are not valid during posted special events. This permit excludes the vehicle owner from paying the daily rate at most of the paid parking lots within the beach area and harbor.

There are two types of permits offered:

- **Transferable Hanging Permit:** There is no replacement program if a hanging permit tag is lost or stolen. Individuals must purchase a new permit at a prorated monthly fee.
- **Permanent Decal:** The decal must be affixed to the windshield and is not transferable. The decal is eligible for replacement at a cost of $10.00 if the vehicle is stolen or sold, or the windshield is broken.

It is recommended that the City consider utilizing their existing citation and permit management vendor (Data Ticket) or a mobile payment provider to transition the annual beach permit to a virtual permit that requires license plate information when submitting an application. The virtual permit program would eliminate the need for hang tags and decals. It is also recommended that the online customer portal be flexible enough to allow permit holders to update license plate and vehicle information attached to a permit with ease and convenience. This will allow parking enforcement to fully implement and utilize LPR technology.

Section 7. Annual Beach Permit Parking Implementation Guide

Near-Term Steps

1. Utilize the City's selected permit management vendor (Data Ticket) or a mobile payment provider to develop an online customer web portal. An online web portal should request that users create an account and upload documents for proof of residency and vehicle ownership.
    a. Residents should also have the ability to sign up in person at a designated location in the City. Residents should be required to have the required documents with them when applying in person. City staff or an outsourced vendor should verify and enter the information into the software system. This will allow the information to be fully integrated with the enforcement handhelds for validation.
    b. Uploaded proof of residency documentation should be reviewed and verified by a designated administrator. Typically, acceptable proof of residency includes a utility bill, bank statement, or credit card bill from the last 30 days.
2. Consider eliminating decals and hang tags and transitioning to a virtual permit system, allowing for a more efficient enforcement practice if LPR is implemented.

8. Special Events

8.1. Paid Event Parking

The City could consider modifying paid parking technology rates for special events that impact the downtown core and beach area parking. Special event rates may help motivate drivers to park farther away or seek alternative modes of transportation. A flat special event rate can easily be integrated and implemented for both on- and off-street parking utilizing the paid parking technology. The only exception is for all POM meters and a portion of the VenTek pay stations, which cannot be programmed for automatic rate adjustments. Ideally, the special event rate would apply in the areas with IPS meters as well as those VenTek pay stations that can be remotely accessed to adjust parking rates.

Image 12. City of Chico Time Limit Signage for Thursday Night Market

Any flat rate should be commensurate with the value of the existing rates for on- and off-street parking locations. The City does not currently adjust rates for parking during special events. However, the IPS meters have capability to be automatically adjusted using an automated calendar that programs a message to display on the meter informing drivers that they will not be able to park in the space after a specific time.

As discussed in Section 2.5.3, The City may need to apply for a California Coastal Commission Coastal Permit to implement special parking rates at public parking facilities within the coastal zone. All of the on- and off-street public parking facilities near the beach (west of the railroad tracks) are within the coastal zone.

To apply a special event rate, the City will need to establish criteria for when the rate would apply, the amount and the advanced notification requirements. Based upon these criteria, the City will have the option to increase special event pricing for any downtown special events, depending upon the need. It is important to keep in mind that special event rates will require increased hours of enforcement for any extended paid parking hours.

8.2. Alternative Modes of Transportation

Promoting alternative transportation options should be encouraged throughout all levels of special event planning and promotions. For example, the City can cross-promote services such as Lyft and Uber that both promote the City event and their services to encourage other transportation sources and reduce parking demand. Municipalities across the country are coordinating directly with these resources to encourage alternative transportation. Special event planning should ideally incorporate safe and accessible location(s) for the drop-off and pick-up of passengers.

For example, Lyft recently worked with the City of Las Vegas to develop a parking solution for the Life is Beautiful Festival. The festival was located in the heart of Downtown Las Vegas, with approximately 150,000 attendees. Lyft worked with the City to establish drop-off/pick-up zones to service the festival, as well as appropriate queuing areas. Service features like in-app geo-fencing, signage, and marketing channels can sometimes be used to improve event planning and management. Drivers can also be incentivized to service certain areas of a city. The City should work with popular ridesharing companies like Lyft and Uber to request trip data for impacted destinations. This will allow the City to better understand the impact of ridesharing on congestion throughout the City.

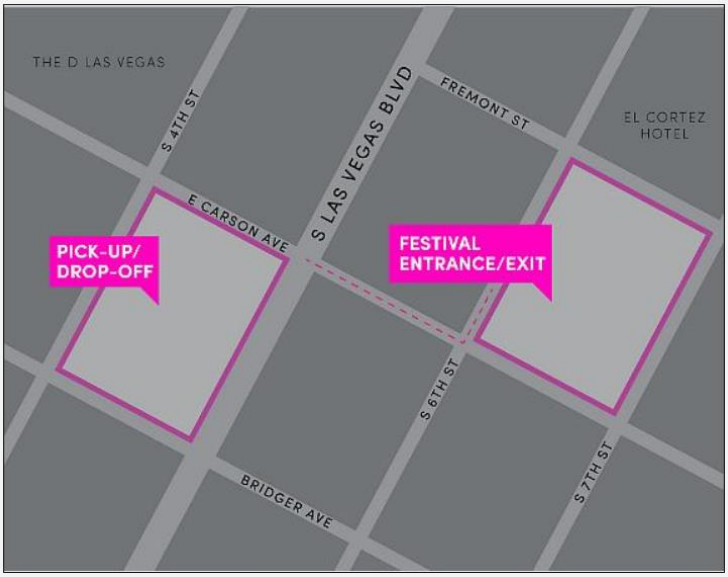


Image 13. Life is Beautiful Festival Lyft Drop-Off Zone

The City can also consider promoting services such as bicycle valet for all major events. BIKE SLO COUNTY is an example of a bicycle valet program in San Luis Obispo County that offers bike valet at numerous events throughout the county such as the SLO Night Farmer's Market. The service works similar to a regular vehicle valet service. Each rider is given a check tag that matches the tag attached to their bike. The bike is then carefully parked in a secure lot. Once you choose to depart the event you hand in the check tag and retrieve your bike. There is an event fee for the overall valet service but is free to bike riders during the event. The benefits of offering this service are that it helps alleviate traffic and parking congestion and encourages a healthy, sustainable form of transit for event attendees. This service can be promoted via informational flyers, social media and the City website.


Image 14. BIKE SLO COUNTY Valet Parking Area

Section 8. Special Events Implementation Guide

Near-Term Steps

1. Define a special event rate and when/where it will apply.
    a. Program the IPS meters and VenTek pay stations to automatically charge the flat special event rate when desired.
2. Perform outreach to ridesharing companies, Uber and Lyft, about the potential to implement ridesharing incentive programs and drop-off/pick-up zones for special events.
    a. Define safe pick-up and drop-off locations and coordinate with ridesharing companies to geo-fence the locations as allowable loading areas.

Mid-Term Steps:

1. If mobile payment is implemented, ensure it is also set up to charge special event rates.
2. Conduct ongoing promotion of alternative modes of transportation for special events.
3. Ongoing collaboration with ridesharing companies and potential bike valet programs.

Long-Term Steps:

1. Conduct ongoing promotion of alternative modes of transportation for special events.
2. Ongoing collaboration with ridesharing companies and potential bike valet programs.
3. Utilize any provided ridesharing data to adjust the program.
    a. Monitor SharedStreets platform and any other future data sharing platforms to access traffic data.

9. Parking Benefit District

Ideally, the Oceanside parking program should be self-sustaining, with a portion of all parking revenue reinvested into the parking program. A Parking Benefit District (PBD) would allow revenue from permit fees, parking citations, and paid parking to be directed into special parking funds. PBDs have been successfully implemented in many municipalities to help fund special projects and program improvements. Program improvements could include but are not limited to improved enforcement, technology, security enhancements, signage, transportation and mobility programs, and maintenance. The code below is an example of an ordinance that is appropriate for the City of Oceanside:

A special parking fund is hereby established for all paid parking revenue, including revenue from parking payment devices, permits, parking citations, and other approved methods of payment for parking, within all established parking meter areas and parking permit programs. The special parking fund is established to manage public parking supply and demand and improve transportation and parking related facilities and programs. On an annual basis, city council shall designate the amount of paid parking revenue determined necessary to support the paid parking operation, which includes the purchasing, leasing, installing, repairing, maintaining, operating, removing, promoting, regulating and enforcing of parking meter areas and parking permit programs and for the payment of any and all expenses relating thereto. Any surplus revenue, beyond what is necessary to support the operation, shall be allocated as follows:

(a) For the installation, operation, and maintenance of alternative mode programs, including pedestrian or bicycle enhancements, sidewalk cleaning, public transportation and shuttle programs, and other congestion mitigation programs.

(b) For the painting and marking of streets and curbs required for the direction of traffic and parking of motor vehicles.

(c) For the purchase, installation, construction, and maintenance of parking facilities, wayfinding signage, and parking technology.

An oversight committee should be established to define goals and allocate funds that will likely require extensive administrative support and resources. Predefined goals and objectives will create a level of transparency for the allocation of funds. Table 11 presents a sample revenue distribution schedule for a PBD:

Table 12. Sample Revenue Distribution Schedule

Revenue Allocation	Percent
Operating Costs • Equipment • Personnel	35%

Revenue Allocation	Percent
• Ongoing Maintenance and Upkeep	
Parking Program Improvement • Technology • Parking Supply • Wayfinding • Safety/Security	40%
Transit Alternative Programs/ Discretionary • Shuttle Route • Bike Share • Based upon Council approval	25%

Section 9. Parking Benefits District Implementation Guide

Near-Term Steps

1. Evaluate feasibility of new PBD in Oceanside that also supports the City's broader mobility and accessibility goals.
2. Adopt necessary ordinances to support the program.
3. Establish an authorized oversight committee.
4. Allocate administrative resources to launch and operate the program.
5. Define the revenue distribution schedules. A set of predefined allocation rates will ensure transparency for the community and will allow for a series of community and program improvements.

Mid-Term Steps:

1. Continue to allocate administrative resources to operate the program.
2. Continue allocation of funds set by oversight committee goals and objectives.

Long-Term Steps:

1. Continue to allocate administrative resources to operate the program.
2. Continue allocation of funds set by oversight committee goals and objectives.

10. Transportation Demand Management

Downtown Oceanside is the nexus of its community and within walking distance to the ocean and beaches. Easy, safe, convenient access and parking create a vibrant downtown and beach area where locals and visitors can enjoy the many retail establishments, restaurants, entertainment, and services. Downtown Oceanside is also where many of the local jobs reside, including most government jobs. There is a clear link between parking and multimodal transportation options. Using paid parking to invest in Transportation Demand Management (TDM) strategies can improve downtown access in the most cost-effective way. The City recognizes that it is harder and more expensive to build in dense areas where there is already existing traffic, where measured level of service impacts may require expensive mitigations or reduced project size, and where higher density can make transit, walking, and bicycling more viable transportation choices. Additionally, stakeholder feedback voiced support for initiatives to enhance mobility through alternative modes of transportation that would incentivize people to ditch their vehicles and use other means of transportation.

10.1. Public Transportation

Public transportation services in Oceanside are provided by NCTD, a multi-modal public transportation service provider operating in Northern San Diego County. NCTD provides commuter light rail service via The Coaster, to destinations along the coast including Carlsbad, Encinitas, Solana Beach, San Diego, and Sorrento Valley, seven days a week. Riders are able to catch one of 11 daily Coaster trips from the OTC, beginning at 5:00 a.m. each weekday morning. On the weekend the Coaster operates four trips, two trips in the morning (8:20 a.m. and 11:08 a.m.) and two trips in the afternoon (2:00 p.m. and 5:21 p.m.). A one-way adult ticket costs $4.00 for Zone 1 (destinations within North County), $5.00 for Zone 2 (Sorrento Valley), and $5.50 for Zone 3 (Old Town Transit Center and Santa Fe Depot). Free transfers to the SPRINTER or BREEZE are provided within two hours of ticket purchase. Tickets are available for purchase at ticket kiosks located at Coaster stations, NCTD customer service locations, Albertsons grocery stores, and on a mobile device by downloading the Compass Cloud application.

Image 15. NCTD Coaster Arriving at OTC

NCTD also operates the Sprinter, a 22-mile light rail service running east to west in North County between Oceanside and Escondido, with stops in Vista and San Marcos. The service operates every 30 minutes from the OTC, beginning at 4:00 a.m., Monday to Friday. On weekends and holidays, trains operate every 30 minutes from 10:00 a.m. to 6:00 p.m., and hourly before 10:00 a.m. and

after 6:00 p.m. Rates to ride the service range from a minimum of $2.00 for a one-way adult fare to a maximum of $100.00 for a Regional Rapid Express Monthly pass.

The Breeze and Flex services are operated by NCTD, providing daily bus service via more than 30 fixed and flex routes throughout the City and North County. As discussed in Section 5.1, Breeze Route 303 along Mission Avenue from downtown Oceanside to just north of Vista provides residents and downtown employees with an inexpensive commute alternative to downtown Oceanside via Mission Avenue, with two potential shared parking locations (Mission Promenade and Oceanside Plaza) located along the route. Rates to ride the service range from a minimum of $1.75 for a one-way adult pass to a maximum of $100.00 for a Regional Rapid Express Monthly pass.

.

The OTC provides more than 700 free off-street parking spaces to transit riders while an additional 523 off-street municipal spaces are available at low cost right across the railroad tracks with direct access to the bus depot and train platforms.

Regional transit services accessible via the OTC in downtown Oceanside are Metrolink, Greyhound and Amtrak. Metrolink is a commuter rail service operated by LA Metro, with destinations in Laguna Niguel, San Juan Capistrano, Irvine, Anaheim, San Bernardino, Riverside, and downtown Los Angeles. Greyhound Bus Lines offers service both regional and national bus service to many destinations including Los Angeles, San Diego, Las Vegas, and Phoenix. Amtrak provides service via the Pacific Surfliner to San Luis Obispo, Santa Barbara, Los Angeles, and San Diego.

NCTD provides real-time transit service tracking application using the Transit Mobile App (Image 16), that includes tools that allow

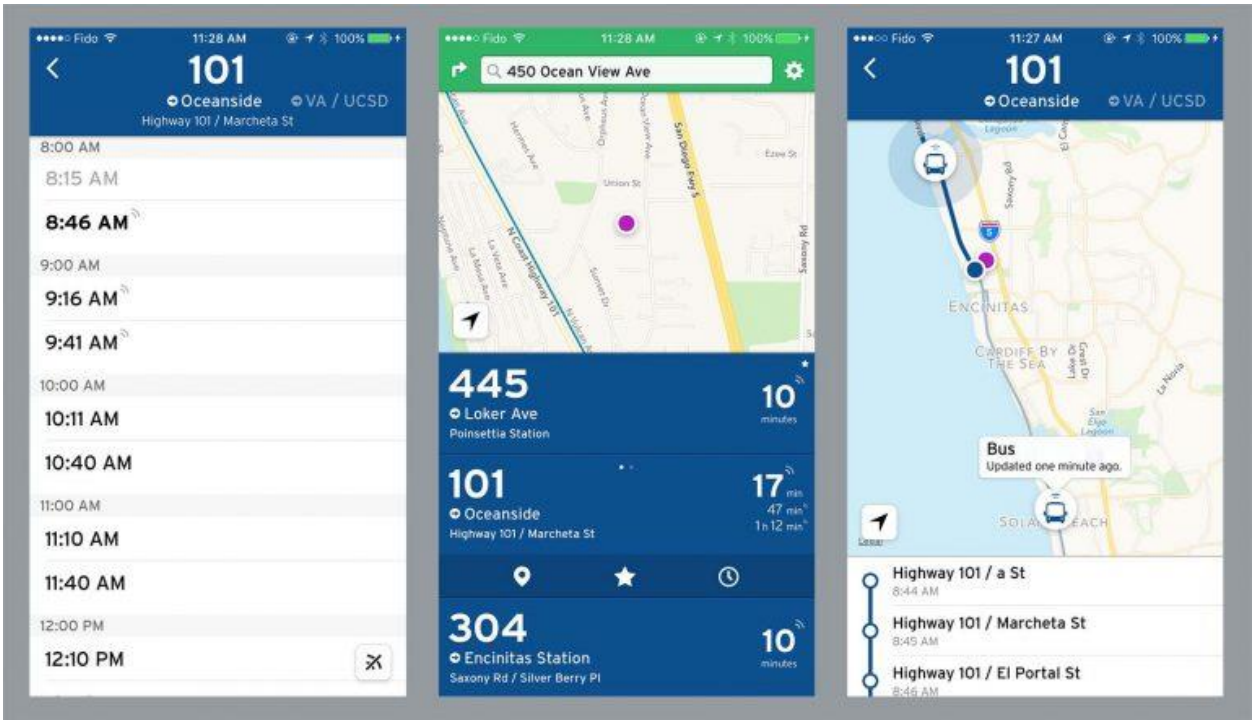


Image 16. NCTD Transit Mobile App

riders to track bus arrival information for how to ride the bus, and information regarding bus schedules, fares, and route maps. Multiple destinations can be accessed from the OTC in downtown Oceanside.

10.2. Bicycling

Since 2008, Oceanside has been recognized as a Bicycle Friendly Community by the League of American Cyclists. In 2017 the City was awarded a silver classification for its clearly marked bike trails, number of cycling events and incorporation of cycling into the development and future infrastructure of the community. The City has approximately nine miles of bike paths, 17 miles of bike routes, and 70 miles of bike lanes.

In 2017, the City updated the Bicycle Master Plan, an update to the 2008 Plan. The update was necessary due to the City's growth, to better understand and address local bicycle travel needs, but also to serve regional long-distance bicycle travel and to promote tourism. The Plan looked to identify and establish new facilities, determine where the City's bikeway system could be integrated with the existing San Diego County regional bikeway system, and evaluate the relationship between the City's system and mass transit.

The majority of bicycle and pedestrian facilities located in downtown Oceanside and the beach area consist of Class 3 Bike Routes. Class 3 Bike Routes provide for shared-use with pedestrians and/or motor vehicles and include bicycle identification signage and pavement markings. Coast Highway, Pacific Avenue and Bush Street all designate a portion of the roadway for Class 3 bike routes. Downtown Oceanside also has one Class 1 Bike Path that runs along the railroad right-of-way (Image 17). A Class 1 bike path, often called a mixed-use path, consists of a paved pathway separated from the street, often located along waterfronts, creeks, and railroad rights-of-way. Proposed downtown projects included in the 2017 Update were Class 3 Bike Routes along Surfrider Way and Horne Street.

Image 17. Class 1 Bike Path in Downtown Oceanside

The 2017 Plan also found that the City installed over 60 bike racks throughout the downtown core, including bike lockers at City Hall and OTC. However, the City should consider implementing a bicycle parking ordinance to continue to encourage the use of alternate forms of transportation. Requiring secure bicycle parking with new development projects is important to continue the progress the City has already made. The City of Encinitas has an effective bicycle parking ordinance that defines bicycle parking facilities as "stationary racks or devices designed to secure the frame and wheel of the bicycle." The ordinance lists the following provisions (provided in the 2017 Bicycle Master Plan).

- Buildings housing administrative/professional office space, shopping centers and other commercial uses of less than 20,000 square feet of floor area must provide a minimum of three bicycle parking spaces. Facilities with more than 20,000 square feet must supply a minimum of five spaces.
- Shopping centers with over 50,000 square feet of gross floor area must supply one bicycle parking space for every 33 required automobile spaces.
- Restaurants of less than 6,000 square feet of floor area must provide two spaces and restaurants with more than 6,000 square feet must provide five spaces.
- Recreation facilities must provide one bicycle space per 33 required automobile parking space. • Hospitals and churches must provide eight bicycle spaces.

Image 18. Bike Parking in Lot 27 C&D

Stakeholders are generally pleased with the facilities that currently exist in the City; however, the City should continue to improve safety and access to biking facilities. New electronic bike lockers at the OTC as well as the bike parking facility in Lot 27 C&D (Image 18) provide secure bike parking for more than 25 bike users. Assessing the feasibility of installing more bike lockers throughout the downtown core and beach area, potentially at off-street parking facilities, would help to alleviate any concerns bike users have with storing bicycles.

The City is also considering implementing a docked bike share program to allow individuals the opportunity to rent, for a fee or free of charge, bikes on a shot-term basis. Bike share programs usually allow a user to borrow a bike from a "dock" and return it at another "dock" that belongs to the same system (Image 19). These "docks" are bike racks that securely lock the bike, and can only be released by computer control, usually after payment information has been entered. Placing docking stations throughout the downtown core and in more remote parking lots would make parking in remote lots more feasible for visitors that view the walks as too far.

While the City is working with other local coastal communities on implementing docked bike share programs, it should also proactively prepare itself for dockless bike share programs in case they arrive in Oceanside. Dockless bikes can be difficult to manage and regulate, often limiting ADA accessibility to blocked sidewalks and ramps. Ordinances, such as those implemented in the City of Santa Monica, California, can be put into place to better manage bike sharing programs. The City of Santa Monica requires companies to

Image 19. Docked Bike Share Program

educate riders about safety, make helmets more available, share data with the City and respond to user and resident complaints. Additionally, Santa Monica has established a permit program that limits the number of bike/scooter share vendors and the number of mobility devices that may be deployed. A closely monitored dockless program is favorable compared to a traditional docked bike share program because it is more affordable to the City and more convenient to the users.

Additionally, the City should also prepare for and consider electronic bikes (e-bikes) that would allow riders to move about more easily, making it more appealing on hot days. Conducting one-year pilot programs can be an extremely useful, fast, and cost-effective approach. Taking this approach allows citizens to see and try real designs, allows for quick adjustments to new designs to improve their function, and makes it possible to gather real-world data and informed feedback on new designs, rather than asking engineers and/or regular citizens to evaluate innovative designs based only on renderings, drawings, and traffic model outputs. For example, tests of features such as new docking zones can be tried, evaluated, and adjusted if need be to ensure that they work properly and achieve their intended goals.

10.3. Shuttle Program

The City is considering implementing a neighborhood-based electric shuttle service to improve accessibility throughout the downtown core and beach area. The program will be operated by Beach Accesses Mobile Service (BAM), a locally based transportation company. Phase 1 would include a trial-based approach with three six-person electric shuttles servicing the beach crowd, offering rides from beach area municipal lots to the beach. Customers would pay a fare to ride and if successful, would include additional phases that potentially extends the service area into the downtown area with additional shuttles.

An alternative to a fare-based shuttle service approach is a micro mobility service that offers a free ride to customers. These free ride shuttle programs fund the staffing and operating costs through advertisements such as moving billboards, videos for passengers and even sample products that are given out during the rides. The vehicles are typically all electric with a seating capacity of up to five passengers. The benefit of utilizing smaller vehicles is that the insurance costs are significantly reduced. Additionally, micro mobility companies typically offer a mobile application to allow users to request a ride within certain boundaries; users are prompted to select their pickup and drop of locations, and the application provides real time driver ETAs and notifications.

Image 20. Circuit Shuttles

Free ride shuttle programs have been implemented in a number of locations including South Florida, San Diego, the Hamptons, and the Jersey Shore. In the City of San Diego, Circuit (formally The Free

Ride) operates under a partnership between the City, Civic San Diego and the Downtown San Diego Partnership. In San Diego, the program is called "FRED," which stands for "Free Ride Everywhere Downtown."

While the operating costs for FRED are covered by the advertising, the initial capital funding of $500,000.00 for the program came from downtown parking meter revenue. San Diego purchased a fleet of 15 vehicles for $200,000.00, and the additional $300,000.00 of funding went towards storage, charging stations and start-up personnel costs. Up to $2 million over five years was earmarked for the program. The shuttles operate between 7:00 a.m. and 9:00 p.m., Monday through Thursday, until Midnight on Friday and Saturday, and from 9:00 a.m. to 9:00 p.m. on Sunday. Drivers earn $14.66 per hour. Staffing and operating costs are funded by advertisement revenue.

Programs like FRED or BAM have the potential to be successful in Oceanside. The City could pursue a partnership with a micro mobility shuttle program to improve access and mobility throughout downtown Oceanside and beach area. The shuttles could be utilized for remote employee and visitor parking, including possible shared parking locations at Oceanside Plaza and Mission Promenade, as well as transporting employees into the downtown core from Lots 20, 21 North and South End, 21 Mid Section, and Lots 27 A&B and C&D. They would be a convenient service for any visitors who may have difficulty getting around the City by foot or bike. Extensive outreach will be necessary to inform visitors and employees about the shuttle service. Signage and flyers should encourage visitors to download the application. Typically, micro mobility programs are structured as on-demand services, however, Oceanside could solicit companies about the potential for a fixed route program if desired.

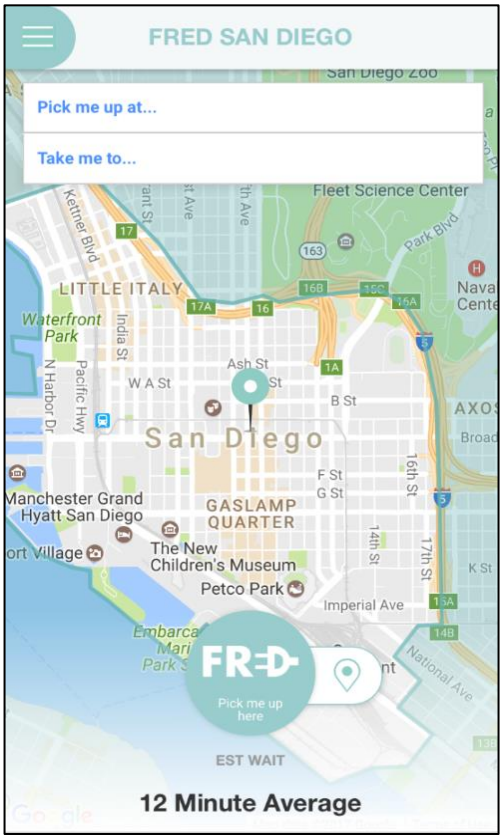


Image 21. San Diego FRED App

10.4. Carpooling

Carpooling is another TDM strategy to encourage commuters that have similar work schedules and routes to ride together. There are already several vendors and applications that provide carpooling services to commuters. Scoop and Waze are two of the more recognizable carpooling applications. CarpoolWorld is another online real-time trip-matching service. Commuters that carpool could be offered discounted parking permits, reduced hourly rate coupons for parking meters and dedicated carpool only parking spaces in employee parking areas. For example, Inugo[1], a Bluetooth parking technology provider, has parking beacons

[1] https://inugo.com/

that can verify whether drivers are carpooling or not. These Bluetooth beacons could be installed in conjunction with any future carpool permit program.

Section 10. Transportation Demand Management Implementation Guide

Near-Term Steps

1. Educate and promote the benefits of riding the transit services provided by NCTD.
2. Use a designated portion of paid parking revenue to invest in TDM strategies that will ensure cost-effective downtown access by improving transit, bicycle facilities, and create incentives for people to avoid driving.
    a. Update municipal ordinances to prepare the City for shared bike programs.
    b. Implement bike share program in downtown core and beach area with docked bikes.
    c. Consider starting an e-bike share pilot program in downtown core and beach area.
    d. Consider updating municipal code to offer mandatory bike valet for events over a certain size.
    e. Consider a shuttle program operated by a micro mobility company.
3. Add bike locker facilities at off-street parking lots.

Mid-Term Steps:

1. Continue to promote transit program benefits to employees and visitors through outreach campaigns.
2. If an e-bike share pilot is successful, proceed with the full implementation of a e-bike share program.

Long-Term Steps:

1. Continue to update the Bike Plan to assess project prioritization based on bicyclists' inputs/needs. This will include expanding from 'bike facilities' to modern/complete bikeway networks.

11. Shared Parking

The City could pursue shared parking agreements with businesses and landowners that may have parking availability. It is important to maximize existing parking resources in the area around downtown and consider all potential solutions.

The City should consider offering a monetized shared parking option that would be mutually beneficial to the private lot owners and the City, to allow for a more comprehensive approach to parking management in Oceanside. A portion of the revenue from shared parking should be set aside to support the enforcement, maintenance and upkeep of shared parking locations. Additionally, funds could be used to guarantee certain parking lot enhancements as an additional value add from the shared parking program. The City would install the necessary meters or pay stations, help establish the appropriate parking rates, designate any necessary time limits, and provide enforcement and basic maintenance. The shared parking agreement would establish any potential revenue splits.

Any shared parking location available to the public should be clearly communicated using the City's public parking brand and signage. Signage decals can be swapped out, or digital signage can include updated messaging during private parking versus public parking hours.

Remote shared parking locations could also be utilized for employee parking. As discussed in Section 5.1, there may be adequate space availability at the Oceanside Plaza and Mission Promenade to store vehicles during the day. Remote parking locations can be supported by a bike share and/or shuttle program to ensure accessibility (Sections 9.2 and 9.3). NCTD also provides convenient and accessible public transportation services to downtown Oceanside and the beach area via The Breeze.

To prepare for shared parking opportunities, the City should amend the municipal code to ensure feasibility. Additionally, a framework should be established for a negotiation process for off-street shared/public parking agreements in areas with high parking demand. This process would occur between owners of privately-operated off-street parking facilities, property owners and applicants for new developments. Some considerations to have when pursuing shared parking agreements with business owners are:

- **Term and Extension**: Evaluate return on investment and ensure terms that allow for potential redevelopment.
- **Use of Facilities**: Establish available hours, number of spaces, time limitations and ensure that base users will retain use at the end of the sharing period.
- **Maintenance:** Evaluate the added cost of maintenance and operation.
- **Operations:** Consider revenue collection operations (when applicable) and needed signage.
- **Utilities and Taxes:** Determine responsible parties and any cost sharing agreements.
- **Signage:** Consistency with City signage can improve the public experience.
- **Enforcement/Security:** Determine who handles enforcement and towing.

- **Insurance and Indemnification:** Consider litigation with any cost sharing.
- **Termination:** Establish a termination clause.

Section 11. Shared Parking Implementation Guide

Mid-Term Steps:

1. Review the existing paid parking vendor contract allows for the ordering of additional infrastructure. Order additional paid parking technology as needed.
2. Establish a framework for a negotiation process for off-street shared/public parking agreements in areas with high parking demand.
3. Explore the possibility of shared parking agreements with potential locations.
    a. Consider using remote shared parking locations for employee parking.
4. Determine the appropriate revenue split rates to sustain the program.
5. Work with property owners to determine the appropriate hourly rates and time limits for each location. Ideally, convenient parking outside of businesses should be time limited to ensure turnover and accessibility to the businesses.
6. Install paid parking technology at participating shared parking locations. The actual amount of equipment depends on the unique geography and configuration of each location, and it is typically one pay station for every 30 parking spaces. Pay stations should be in the pay and display configuration for ease of enforcement until the implementation of LPR.
7. Install the appropriate signage to indicate paid parking and time limits.
8. Incorporate the City's parking brand and wayfinding program into the shared parking agreement contract. Each location should be required to participate in the wayfinding program.
9. Allocate the necessary staffing resources to manage the participating locations. This may require additional staff.

Long-Term Steps:

1. Continue to evaluate new opportunities between the City and private business/landowners.

12. Lot 23

The City of Oceanside, through a public/private partnership, is currently constructing a five-story parking structure between Cleveland Street and the railroad tracks, south of Civic Center Drive. The new parking structure will include 350 public parking spaces and more than 80 private spaces for residents of the adjacent residential complex. The development will also include 10,000 square feet of retail and commercial space.

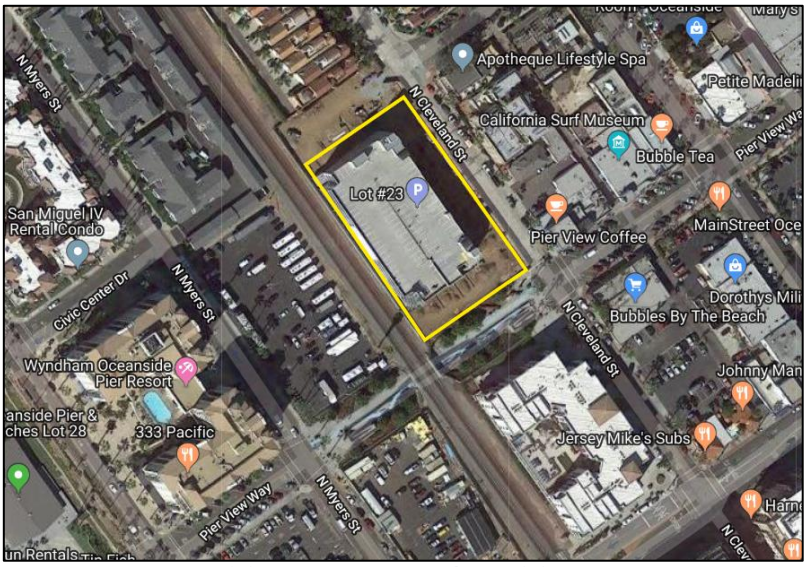


Image 22. Aerial View of Lot 23 Location

Lot 23 will be gateless with one vehicle access point for public parking along Cleveland Street, with one ingress and two egress lanes. The private parking facility will have gate-access with no access from the public parking structure. The main pedestrian entrance will be at the corner of Pier View Way and Cleveland Street with a large atrium and elevator and stairwell access. Additional pedestrian access to the facility will be located at several entry/exit points along an outdoor pedestrian walkway on the southwest side, next to the railroad tracks. Each level of the parking structure will be color-coded to help users visually connect to where they parked their vehicles.

Image 23. Lot 23 Roof-Level Color Scheme

The City recently released a Request for Qualifications (RFQ) for paid parking technology, with considerations for one multi-space pay station on each level of the parking structure. Specifications require the parking technology offer multiple forms of payment including as coin, credit card, and mobile payment, as well as pay-by-plate or pay-by-space configuration. The anticipated opening of the parking structure is late Spring 2019. It will be a fully paid parking facility.

It is recommended that the City implement an hourly rate structure consistent with Lots 28-31, that includes a seasonal pricing to ensure high turnover during peak season when parking demand is higher. An hourly rate will also allow for short-term parking, potentially

encouraging drivers to utilize the garage instead of parking on-street in areas with already high occupancy.

The City should also consider an LPR-mounted solution at the garage ingress/egress point to record license plate numbers. Combined with Pay by Plate configuration, this will provide a more efficient and cost-effective enforcement solution, allowing parking enforcement to concentrate on other areas of the City and only address parking infractions when they PEOs are alerted. Parking enforcement won't have to spend time walking the garage or, if implemented, maneuver an enforcement vehicle with camera-mounted LPR equipment through narrow tight turns to capture all license plates.

Step 12. Lot 23 Implementation Guide

Near-Term Steps

1. Introduce a paid parking rate model.
2. Develop and issue an RFP for LPR technology.

Long-Term Steps:

1. Ongoing maintenance and upkeep of the garage.

13. Wayfinding & Parking Guidance Systems (PGS)

13.1. Wayfinding

As part of the City of Oceanside Downtown Parking Study and Action Plan, a wayfinding audit was completed to identify existing wayfinding signage and infrastructure within the downtown core. The audit included a site visit that took place on October 16, 2018. The site visit, future downtown development, and discussions with city staff formulated recommendations for future wayfinding throughout the City.

Wayfinding informs people of the surroundings in a built environment. How a visitor navigates a new community has a lasting impression on whether that individual visits again in the future. An effective wayfinding system should be simple and have a clear message so that the user doesn't have to think. Signs should show only information that is relevant at a particular decision-point, such as the names of important nearby destinations and a directional arrow. Signage should be placed strategically to direct drivers to the lots in a manner that does not contribute to the congestion around the core of downtown.

Image 24. Oceanside Existing Wayfinding Signage

An audit of the downtown core revealed a robust wayfinding program already in place to direct drivers to municipal facilities. Figure 13 presents the typical wayfinding sign utilized by the City. The City has also installed signage with multiple arrows to complement the single-arrow signage. The City has installed 35 wayfinding signs, of which more than half (54%) are located along Coast Highway and Mission Avenue. During the site visit only a few locations were identified as lacking signage that could be beneficial to drivers searching for municipal parking facilities. Overall, the City has established an effective wayfinding program for both residents and visitors.

It is recommended the City continue to utilize the existing wayfinding signage design that has already been established throughout the downtown and beach areas (Image 24). While the City could invest in personalized wayfinding signage, DIXON recommends that the existing signage be utilized in the near-term to direct drivers to municipal facilities. The City may want to consider a long-term goal of implementing branded wayfinding similar to both the Cities of Santa Monica (Image 25) and Newport Beach (Image 26). Branded wayfinding can enhance the parking experience and promote the character of the community.

Image 25. Santa Monica Wayfinding Signage

Due to the ongoing construction occurring on Mission Avenue it is also recommended that the wayfinding signage along this roadway be removed temporarily until all construction has been completed. Figure 14 presents the locations of recommended wayfinding signage removal, of which seven signs are currently placed along Mission Avenue.

It is also recommended that the City install additional wayfinding signage throughout the downtown core to complement the existing signage infrastructure (Figure 15). As discussed above, the City should utilize the existing wayfinding design when installing the new signage. Signage along Mission Avenue directing drivers to other roadways to reach municipal facilities should be temporary removed until construction along Mission Avenue is completed. Other key locations for additional signage include the intersection of Michigan Avenue and Coast Highway directing drivers to the Amtrak Station; along Pacific Street directing drivers to Lots 21 North End, South End, and Mid Section; the Strand North at Surfrider Way directing drivers to Lots 28 and 29; and at Clementine Street directing drivers away from Mission Avenue. A total of 17 new wayfinding signs are recommended to enhance the parking experience in downtown Oceanside.

Image 26. Newport Beach Wayfinding Signage

Figure 14. Oceanside Existing Wayfinding Signage Locations

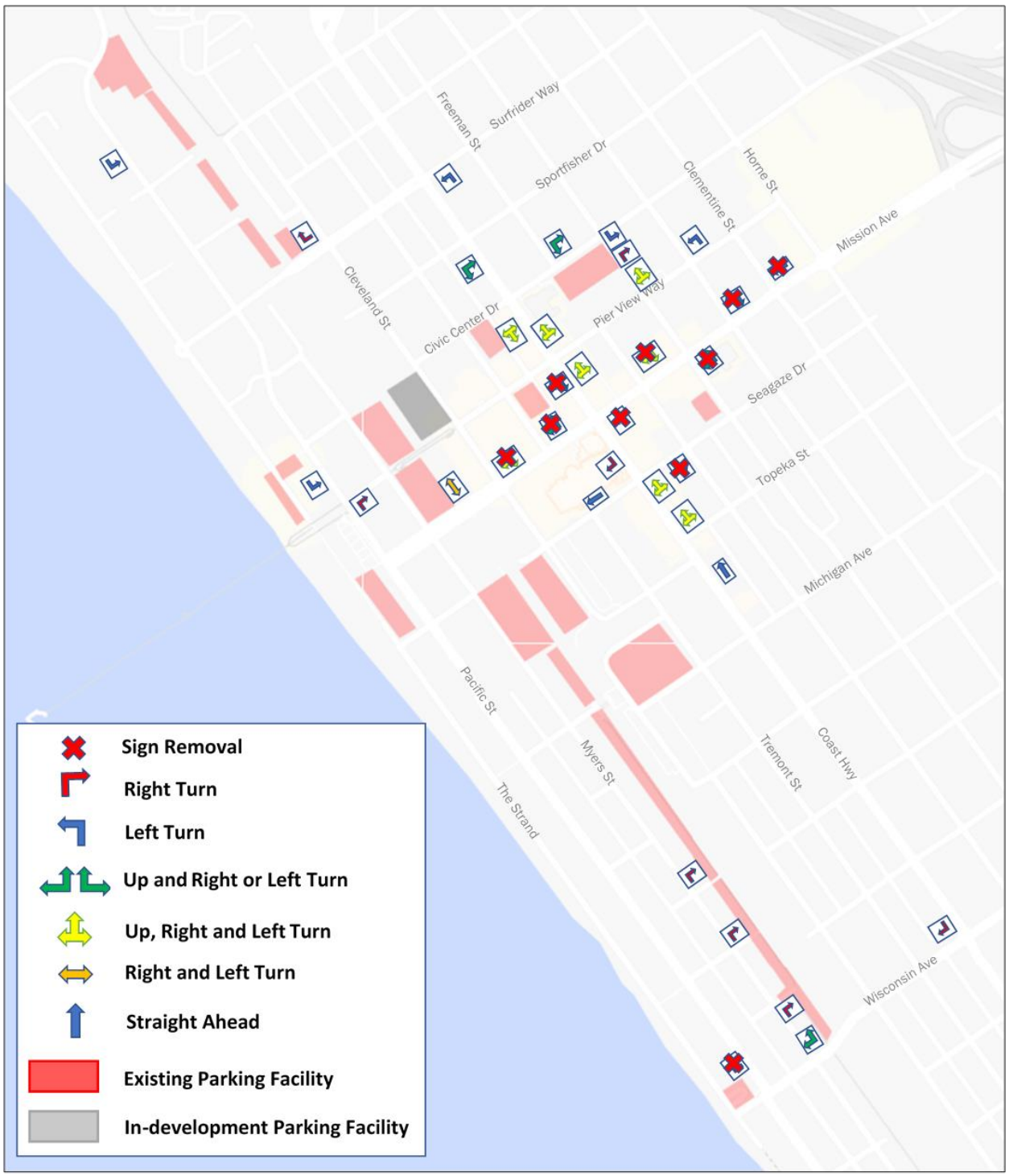


Figure 15. Oceanside Existing Wayfinding Signage Locations to be Removed

Figure 16. Oceanside Proposed Wayfinding Signage Locations

Stakeholders were also concerned with the lack of wayfinding signage along bicycle and pedestrian facilities to help navigate users to desired destinations such as the beach, Oceanside Pier, Civic Center, and the OTC. As discussed in Section 9.2, there are Class 3 Bike Routes along Coast Highway, Pacific Avenue, and Bush Street, as well as one Class 1 Bike Path along the railroad right-of-way. There is also a pedestrian-only tunnel that links Pier View Way on both sides of the railroad tracks.

Image 27. Oceanside Pedestrian Tunnel

Image 28. Colorado Springs Bicycle and Pedestrian Wayfinding

The City should consider implementing a robust pedestrian and wayfinding signage program similar to that installed by the City of Colorado Springs, possibly coinciding with the launch of a bike share program in the downtown core and beach area. Colorado Springs envisioned the signage as a way to enhance the bike and pedestrian experience while also navigating users to destinations never visited before.

13.2. PGS

As discussed in Section 3.8, the City of Oceanside began the first phase of an in-ground parking sensor pilot project with Vehicle Monitoring Systems (VMS) that included the installation of 10 in-ground sensors and one survey camera system along the 200 block of North Tremont Street, to collect on-street occupancy data as well as detect overstay parking vehicles. Between April 1, 2017, and December 11, 2017, a total of 7,067 parking events took place. The technology has the ability to integrate with other parking guidance system applications to provide real-time occupancy information along Tremont Street. Each sensor is battery-powered with wireless communication to transmit real-time occupancy information to a gateway server where the City can access aggregated data.

Once the real-time occupancy information is collected, it can be transmitted to either digital wayfinding signage or a basic integrated independent mobile application can be developed. The overall cost of the mobile application development does vary depending on the type of information to be displayed, any specific branding or graphics requirements, and additional features such as find my car, directions, traffic information, parking reservations, or third-party

integrations. If the City was to invest in an interactive City-developed website or application, the cost could be significant based upon the overall web design and features. However, there are several existing, free parking availability and guidance applications, such as Inrix (formerly ParkMe) and Parkopedia, that leverage available public parking information using an interactive parking application.

While VMS does not provide a mobile application for parking guidance, there are a growing number of other parking vendors who have delved into the mobile application space, many utilizing web applications that can feed from open source data platforms. VMS does have an open source platform with free API data exchange. Real-time data can be integrated with several existing parking applications. To stay competitive in today's market, most parking technology vendors recognize that an open platform is necessary.

Parking and transportation data can be directed to popular mapping applications such as Google Maps and Waze. Many municipalities understand that sharing data with any platform will allow the information to reach a broader audience, thus improving the overall operation and user experience. Because applications like Google Maps and Waze have such a large user base, it may not be valuable for the City to compete by introducing a standalone Oceanside mobile application. Some municipalities aim to create their own mobility applications; however, this can be a significant undertaking and often requires a costly software development process that must be maintained and supported on an ongoing basis.

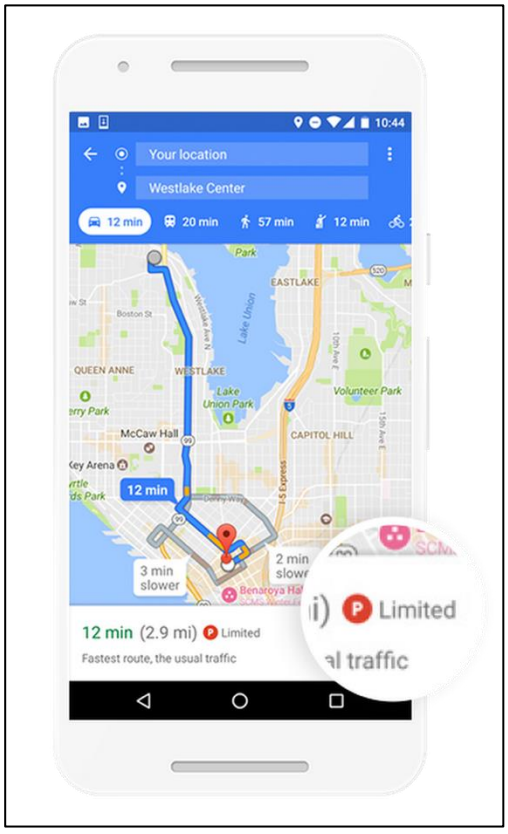


Image 29. Google Maps Parking Information

Implementing this solution on-street can be challenging. The VMS project would need to significantly expand its sensor footprint in the downtown core and beach area, installing a number of sensors to manage guidance on a space by space basis, especially with only a small percentage of IPS parking meters installed to-date. In the future if the City does expand their smart meter inventory, the City could attempt to predict occupancy based on meter payment data. However, not all drivers will pay for the meter – a portion of the drivers may not comply. Also, here are often a significant number of ADA placard holders that can skew the occupancy and payment data, as well as Beach Area Residential Permit holders that are permitted to park at meters without paying. This is why some parking technology companies attempt to use a predictive algorithm to estimate which areas are likely to have spaces available. Regardless of the approach, there are different issues with accuracy and users are guided based upon the probability of available parking and should not be directed to a specific parking space.

Section 13. Wayfinding & PGS Implementation Guide

Near-Term Steps

1. Expand parking signage throughout downtown Oceanside and beach area for consistency.
2. Consider expanding VMS occupancy counting and enforcement program to other on-street locations in the downtown core and beach area.

Mid-Term Steps:

1. Upon completion of a successful expansion of VMS sensors to other on-street locations, the City should consider implementing occupancy counting and PGS technology at off-street parking locations.
2. Consider releasing an RFP for a mobile application for parking guidance to display real time parking availability information.

Long-Term Steps:

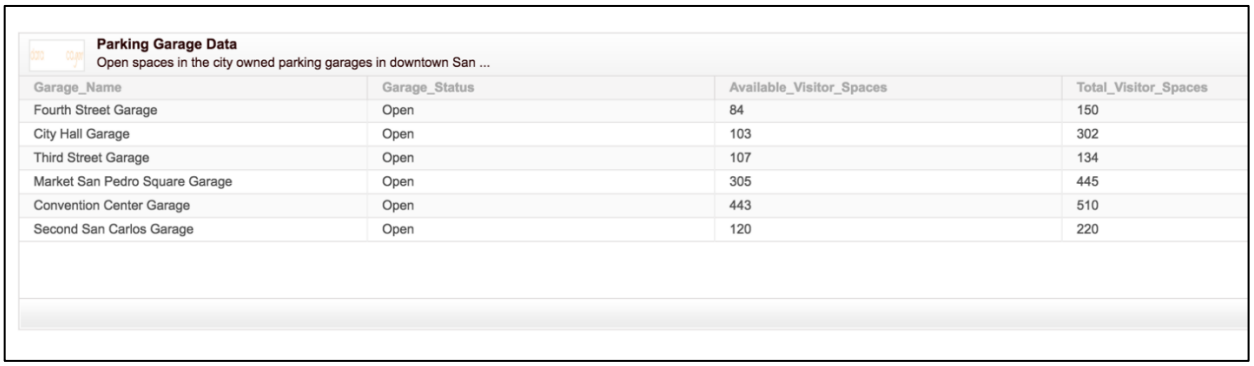
1. Continue to utilize VMS sensor program for data collection.
2. Continue to integrate the City's occupancy data with publicly available sources such as Google Maps and Waze.
3. Select a vendor and implement a mobile application to display real time parking availability information.

14. Education and Outreach

To successfully implement the recommendations throughout the PAP such as parking zones, parking rate adjustments, and employee permits, the City should launch education and outreach programs to inform the public about upcoming program changes. The City should utilize all available community resources to help push information into the community. MainStreet Oceanside can assist by coordinating stakeholder outreach and distributing parking information to business owners, employees, and residents.

MainStreet Oceanside is a downtown business association formed in the early 1990's but granted official status in July 2000. Most of the members are downtown business owners who get together to discuss common concerns and provide support to local businesses. Three out of four of the project's stakeholder meetings were held at the MainStreet Oceanside office in downtown Oceanside.

In the future, the City should consider working with MainStreet Oceanside to include additional details about parking meter rate adjustments, mobile payment information, and any future occupancy data. If the City invests in any occupancy counting technology, real-time occupancy data can be displayed on this website for trip planning purposes. For example, the City of San Jose has an interactive parking map on their website along with real-time parking availability data (Image 30).



Parking Garage Data
Open spaces in the city owned parking garages in downtown San ...

Garage_Name	Garage_Status	Available_Visitor_Spaces	Total_Visitor_Spaces
Fourth Street Garage	Open	84	150
City Hall Garage	Open	103	302
Third Street Garage	Open	107	134
Market San Pedro Square Garage	Open	305	445
Convention Center Garage	Open	443	510
Second San Carlos Garage	Open	120	220

Image 30. San Jose Parking Data

Beyond using informational websites, there are a number of outreach strategies the City can use. Successful education and outreach campaigns in other municipalities have included social media pages, online video instructions, flyers, press releases, and field PEOs to assist with education and demonstrations. A useful example is the City of Sacramento's online pricing sheet that explains its tiered pricing program using easy to understand graphics (Image 31). This sheet includes instructions on how to understand signage, how to pay for parking, including mobile payment information, and how the pricing structure works for different tiered zones. The sheet is also branded with the "SacPark" brand that is included on all parking outreach materials and signage. The City of Sacramento even has an instructional video posted on its website to demonstrate how to use its smart meters.

When communicating to the residents and the public about the parking program, it will be important for the City to explain the program purpose, goals, and benefits of any changes. The City should define and communicate its overall parking ethos.

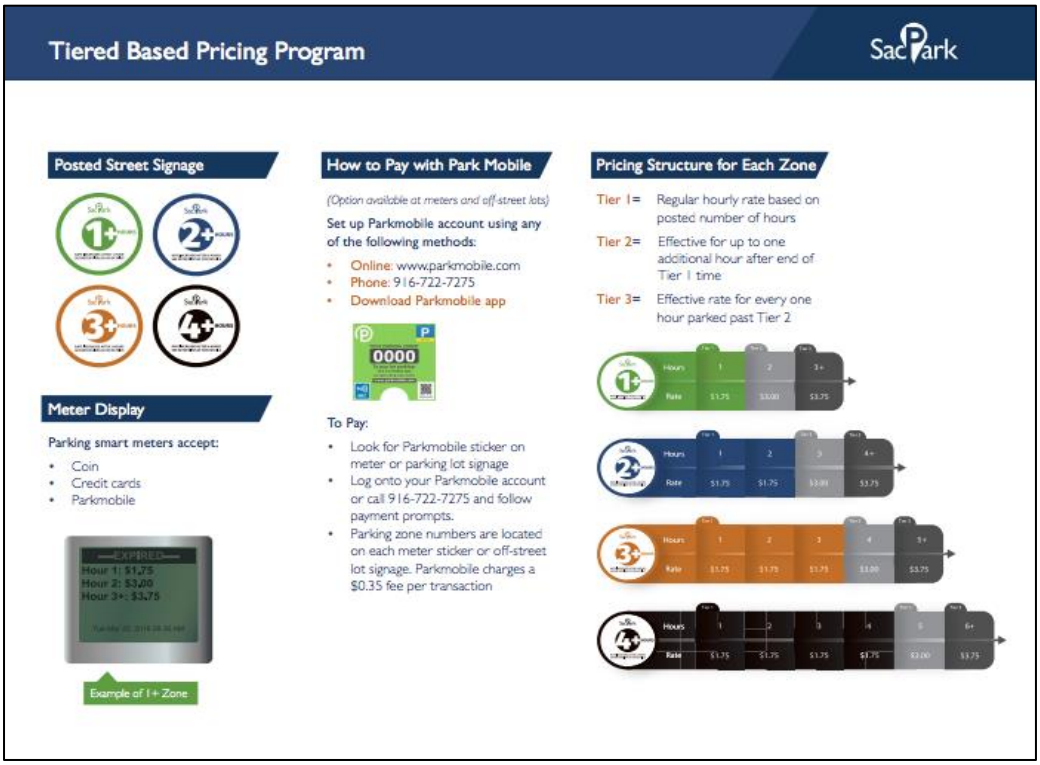


Image 31. SacPark Parking Information

The Seattle Department of Transportation (SDOT) has an effective example[2] on their website about the importance of managing on-street parking:

> *"Parking is a key piece of the transportation puzzle. As a limited resource that's often in high demand, SDOT manages on-street parking to: balance competing needs (transit, customers, residents, shared vehicles), move people and goods efficiently, support business district vitality, and create livable neighborhoods"*

> *"The Seattle Department of Transportation (SDOT) manages street parking to support a vibrant city with connected people, places, and products. Curb space used for on-street parking (as well as transit, deliveries, and many other things) is a limited resource in high demand. So, we carefully balance competing needs in order to move people and goods efficiently, support business district vitality, and create livable neighborhoods. That's why we regulate curb space, install and maintain paid parking, loading, and short-term access in business districts as well as restricted parking zones in residential areas."*

[2] https://www.seattle.gov/transportation/permits-and-services/permits/parking-permits

Image 32. Seattle DOT: Can I Park Here?" Brochure Excerpt

SDOT is also effective in using positive wording to communicate parking regulations. Seattle's "Can I Park Here?" brochure shifts the focus to what is allowed instead of what is prohibited (Image 32). It concisely identifies signage information, how to avoid parking tickets, and how to "Park Like a Pro." Additionally, it is a one-stop shop for parking information and resources with regard to paying parking tickets, digital tools, and contacts.

Image 33. Seattle Parking Flag

Image 34. Play Like a Parking Pro Flyer

Seattle has also implemented the "Play Like a Parking Pro" program. Using Monopoly-style card signage, along with a series of funny informational videos, the City communicates new parking

program changes and regulations. This campaign is meant to educate drivers about the parking system, so they can park smart, understand the rules, and use tools like mobile payment and online maps to improve their experience. By taking a fun approach to an educational campaign, the City improves the overall perception of parking while providing useful information. The City uses playful flags along with Monopoly signage at its meters (Images 33 and 34).

When the Portland Bureau of Transportation implemented their mobile payment application, called "Parking Kitty," a successful education and outreach campaign included the collaboration with iAmMoshow, the "Cat Rapper." The City released a humorous music video with the Cat Rapper promoting the mobile payment application. The YouTube video has over 20,000 views and it was broadcast in the news as well. The parking zone map uses Parking Kitty logos, and the City even sells Parking Kitty branded T-shirts. The City of Oceanside could consider taking a creative approach to promoting parking information to make the parking experience fun and positive.

Image 35. Parking Kitty Music Video

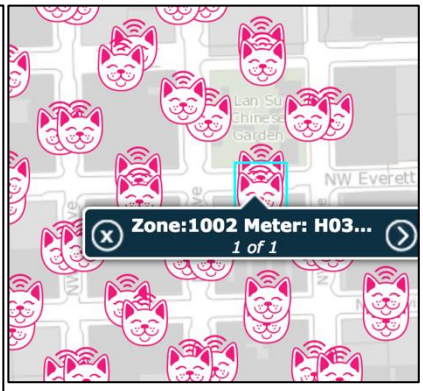


Image 36. Parking Kitty Zone Map

Section 14. Education and Outreach Implementation Guide

Near-Term Steps

1. The City should include the established parking brand on all outreach materials as well as any signage, parking meters, and equipment to maintain program cohesiveness.
2. Flyers should be mailed out to residents, business owners, and employees with information about any upcoming parking program changes. Additionally, all information should be available on the City website and any business community webpages, including the MainStreet Oceanside website. For example, if the City implements parking rate changes, information should include what the rate increase is going to be, the date that the rate is scheduled to change and the intended purpose of the rate change. Any information about residential or employee permits should also be incorporated into the City's education and outreach campaign. Flyers should incorporate the City's parking brand, which will help to provide residents and employees with a familiar marker when visiting downtown.
    a. The program purpose should focus on program benefits and improving the visitor experience in Oceanside through effective parking management. Parking should be simple, easy to find, and easy to purchase.
    b. The City should consider using positive language to communicate parking regulations.
3. The City should host forums for public feedback and comments in preparation for the implementation of any program changes. This will allow the City to incorporate public feedback into any implementation actions.

Long-Term Steps:

1. Continue to use MainStreet Oceanside to provide information to stakeholders.

15. Conclusion

Using the strategies and recommendations included throughout this PAP, the City of Oceanside can introduce parking program efficiencies that will improve the operation and overall downtown parking and mobility experience for its customers. The recommendations were developed based upon recent site visits, stakeholder feedback, data analysis, and industry best practices. The feasibility and prioritization of the strategies will ultimately be dependent on the City's ongoing review, public feedback, and estimated costs.

The table below presents a comprehensive implementation timeline of prioritized near, mid, and long-term steps outlined in the report. Near-term steps are to be completed within the first 12 months after the Parking Action Plan has been approved by city council. Mid-term steps are to be completed during year's two and three. Long-term steps are to be completed during year's four and five.

Near-Term Steps - Within the First 12 Months after PAP Approval	
Section	Recommendation
12	Introduce rate structure at Lot 23
4	Update protocol for paid parking collections and revenue reconciliation
3	Utilize VMS pilot program to monitor and enforce time limit parking
4	Ensure any paid parking equipment is configured to minimize revenue collections and maintenance
4	Transition to third-party vendor for revenue collections
2	Update municipal code to allow for mobile payment
2	Update municipal code to address EV charging
2	Develop a "No re-parking" ordinance
9	Evaluate feasibility of parking benefit district
9	Develop parking benefit district ordinance
4	Budget for electronic locks
3	Budget for additional enforcement staffing
3	Consider dedicated staffing resources for meter collections, meter maintenance, analysis, and/or the management of automated technology.
4	
3	Develop training information and procedures that align with a customer-service focused approach to achieving compliance.
3	Expand enforcement staffing consistent with optimized staffing plan
3	Utilize boot and windshield immobilizing devices to enforce scofflaws
2	Release RFP to implement mobile payment
3	Release RFP for mobile and fixed LPR technology
12	
9	Establish parking benefit district oversight committee and allocate administrative resources to launch and operate program
2	Define the paid parking revenue distribution schedule
9	

Near-Term Steps - Within the First 12 Months after PAP Approval	
Section	Recommendation
2	Use revenue model to determine rate structure
8	Define a special event rate
2	Education and Outreach Campaign about Upcoming Program Changes
14	
13	Expand parking wayfinding signage and branding for consistency
2	Design and order updated signage or decals
3	Utilize Data Ticket to aid in gap management procedures
5	Implement automated permit management system with Data Ticket or a mobile payment provider
6	Establish online web portal for beach area residential permit program
6	Transition beach area residential permit program to virtual permits and eliminate decals and hang tags
7	Establish online web portal for annual beach permit program
7	Transition annual beach permit program to virtual permits and eliminate decals and hang tags
6	Adjust beach area residential permit renewal process to one year maximum
6	Adjust beach area residential guest permit system to short-term stays
6	Adopt escalating rate schedule for beach area residential permit program
2	Reduce on-street time limit parking hours from four hours to two hours
10	Develop an outreach campaign to promote public transportation services
8	Outreach to ridesharing companies
10	Designate a portion of paid parking revenue to TDM strategies such as bike share pilot program and shuttle program
10	Add bike locker facilities at off-street parking lots
2	Establish formal meter bagging/reserved parking program that allows for reserved parking for services such as construction work, and for special events at on- and off-street public parking facilities.
13	Expand VMS sensor program
14	Host public feedback forums

Mid-Term Steps - 12 - 36 Months after PAP Approval	
Section	Recommendation
4	Install e-locks if purchased
9	Continue to allocate administrative resources to operate parking benefit district
9	Continue to allocate funds generated by parking benefit district
11	Review existing paid parking vendor contracts to determine if procurement of additional paid parking technology is allowed
2	Release RFP to replace POM single-space meters with single-space smart meters
2	Upgrade existing multi-space pay station technology
3	Ongoing gap management to monitor officer effectiveness
2	Develop downtown merchant and employee permit parking program
5	Establish and promote merchant and employee permit parking locations
5	Implement online merchant and employee permit application process through Data Ticket or a mobile payment provider
5	Public information online and send mailers about merchant and employee permit program
11	Establish a framework for shared parking agreements
11	Explore possible shared parking locations
11	Determine appropriate revenue distribution with shared parking location owner(s)
11	Establish appropriate operating hours and paid parking rates at shared parking locations
11	Install paid parking technology and signage at shared parking locations as needed
11	Incorporate parking brand with any shared parking locations
11	Allocate enforcement staff as needed to enforce shared parking locations
13	Implement PGS technology at off-street public parking facilities
2	Bi-annual occupancy monitoring/utilize LPR and VMS for data collection
3	
13	
13	Release RFP for a mobile application for parking guidance to display real time parking availability information
2	Adjust Paid Parking Rates, Time Limits, and/or Operating Hours as needed
3	Ongoing training with new or upcoming enforcement technology
8	Integrate special event rate with mobile payment provider
8	Promote alternative modes of transportation and bike valet for special events
10	Continue to promote public transportation services
8	Continue outreach to rideshare companies
6	Monitor and adjust beach area residential permit rates or caps as needed
10	Expand electronic bike share program

Long-Term Steps - 3 - 5 Years after PAP Approval	
Section	Recommendation
9	Continue to allocate administrative resources to operate parking benefit district
9	Continue to allocate funds generated by parking benefit district
5	Establish permit renewal process
6	Require annual renewal of beach area residential permits
5	Identify and designate additional merchant and employee permit parking locations as needed. These locations could be used as shared parking locations.
11	Continue to evaluate new shared parking opportunities as needed
3	Purchase additional LPR technology as needed
2	Ongoing Occupancy Monitoring and Program Adjustments as Needed
3	
13	
3	Adjust staffing levels and hours of operation as needed
13	Continue to integrate occupancy data with publicly available parking guidance sources
13	Implement mobile application to display real time parking availability information
12	Ongoing maintenance and upkeep of Lot 23
8	Continue to promote alternative modes of transportation and bike valet for special events
8	Continue outreach to rideshare companies
8	Utilize ridesharing company data (if obtained) to make adjustments to special event plans
10	Continue to update the Bike Plan
14	Continue to use MainStreet Association to provide information to stakeholders

16. Appendix A Downtown Parking Memo

City of Oceanside

Office of the City Manager

Memorandum

To: Honorable Mayor and City Councilmembers

From: Peter A. Weiss, Assistant City Manager

Through: Michelle Skaggs Lawrence, Interim City Manager

Date: August 24, 2015

Subject: **Downtown Parking**

During the August 19, 2015, Council Meeting, a question had been asked regarding the parking availability for the downtown. In addition to the public parking, the question also addressed the parking being provided by the various projects in the downtown.

The following table is a summary of the Actual and Future Loss of parking compared with the actual and future Addition of parking:

Actual and Future Loss	718 spaces
Actual and Future Gain	1,942 spaces
Long-term net new	1,224 spaces

Actual Parking Loss

The City constructed two surface parking lots on private property to support the Regal Cinema project, Lots 32 and 33. The City also constructed Lot 23, on City-owned property. With development currently in process, the parking on these three lots will be removed.

Lot 32	143 spaces
Lot 33	133 spaces
Actual Loss	276 spaces

Future Parking Loss

The future development of the City-owned property by Pelican, the remaining CitiMark property, along with the Oceanside Beach Resort will remove additional existing parking. This parking is currently in Lots 24 and 24A. Lot 24A was originally constructed to offset the temporary loss of parking associated with the development of the Wyndham resort, but is included in this analysis.

Lot 23	183 spaces
Lot 24	101 spaces
Lot 24A	158 spaces
Future loss	442 spaces
Total Loss	718 spaces

Actual Parking Gain

Since the original construction of Lots 23, 32 and 33, a number of parking additions have occurred in the downtown. These include the following:

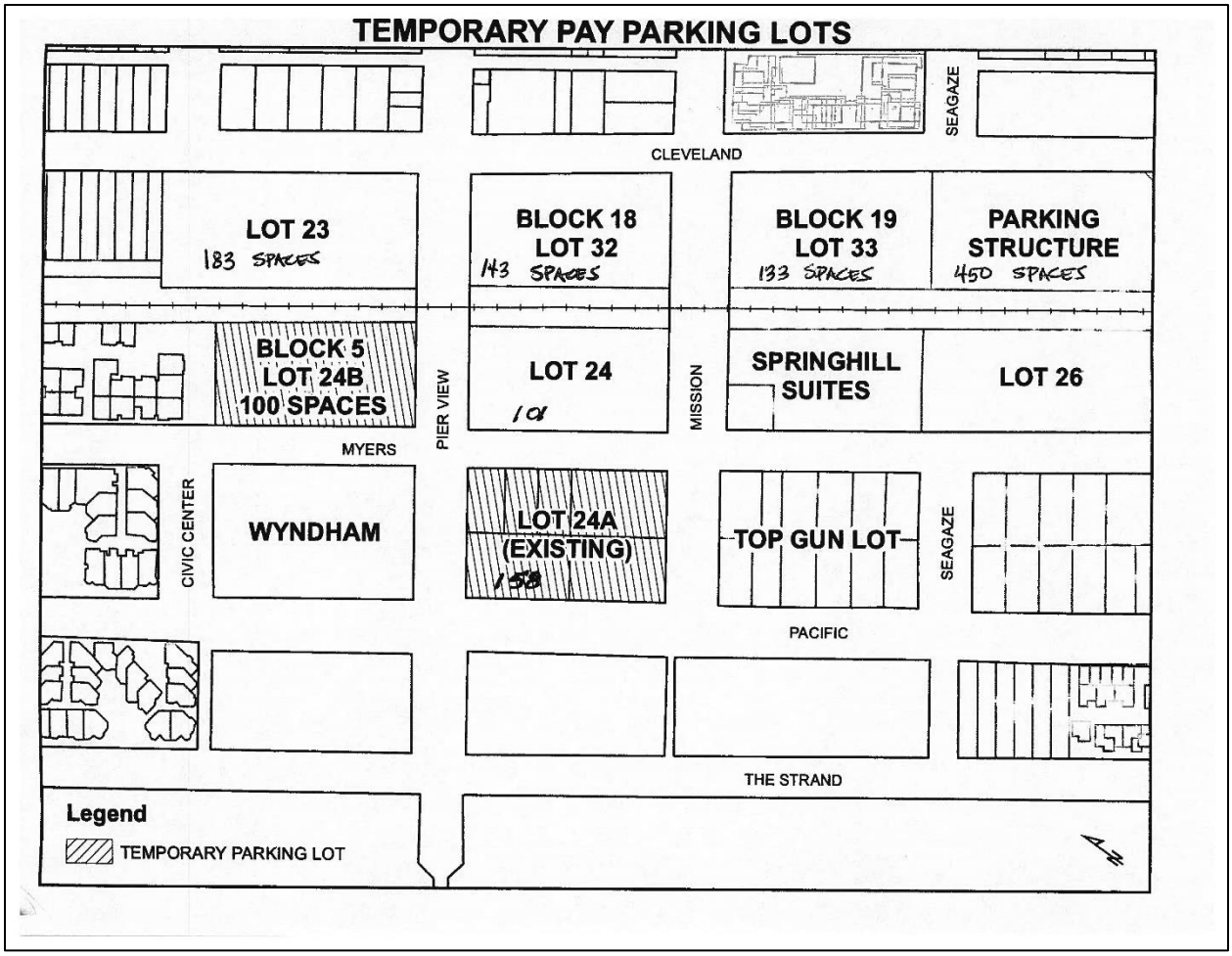
Parallel to Diagonal street parking	60 spaces
OTC structure	450 spaces
Lot 26	253 spaces
Lot 27	277 spaces
Actual Gain	1,040 spaces

Future Parking Gain

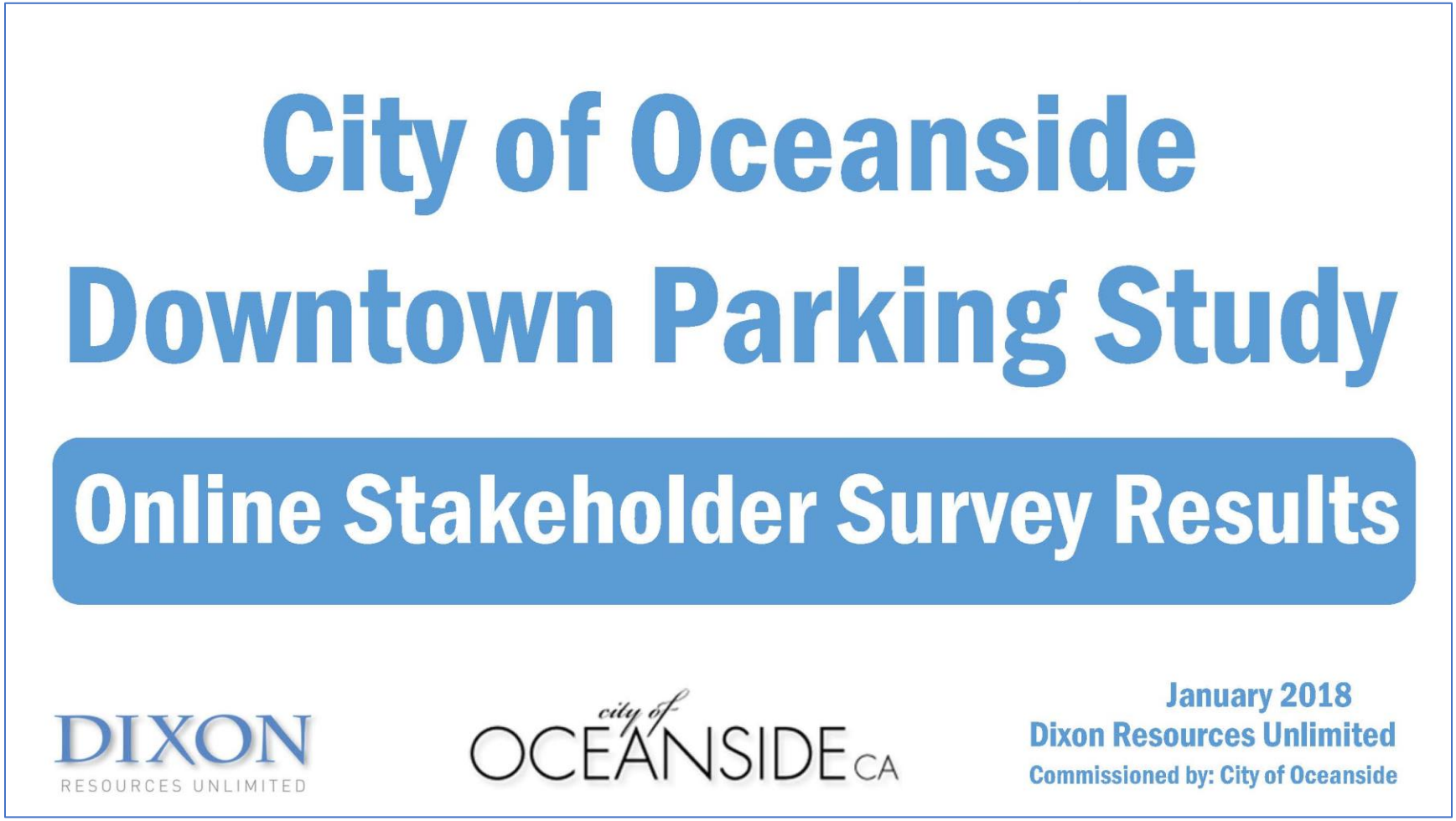
With the development of the City-owned property by Pelican, the CityMark properties, and the Oceanside Beach Resort, a number of additional parking spaces will be made available. These additional parking numbers reflect those approved for the projects through the entitlement, and may change based on the actual uses that ultimately are constructed. Additionally, the space count reflected below is the number of spaces that are not required for the residential component of any project, but reflect those spaces needed to the visitor-serving commercial portions of the projects.

Lot 23	355 spaces
CityMark	
Block 5	9 spaces
Block 18	65 spaces
Block 19	89 spaces
Block 20	90 spaces
Block 21	166 spaces
Oceanside Beach Resort	
North and South	128 spaces
Future Gain	902 spaces
Total Gain	1,942 spaces

Cc: Rick Brown, Interim Development Services Director, Chief Building Official
Scott Smith, City Engineer
Jeff Hunt, City Planner
Doug Eddow, Real Estate Manager


TEMPORARY PAY PARKING LOTS
SEAGAZE
CLEVELAND
LOT 23
183 SPACES
BLOCK 18
LOT 32
143 SPACES
BLOCK 19
LOT 33
133 SPACES
PARKING
STRUCTURE
450 SPACES
BLOCK 5
LOT 24B
100 SPACES
PIER VIEW
LOT 24
MISSION
SPRINGHILL
SUITES
LOT 26
MYERS
CIVIC CENTER
WYNDHAM
LOT 24A
(EXISTING)
TOP GUN LOT
SEAGAZE
PACIFIC
THE STRAND
Legend
TEMPORARY PARKING LOT

17. Appendix B Downtown Business & Resident Survey Results

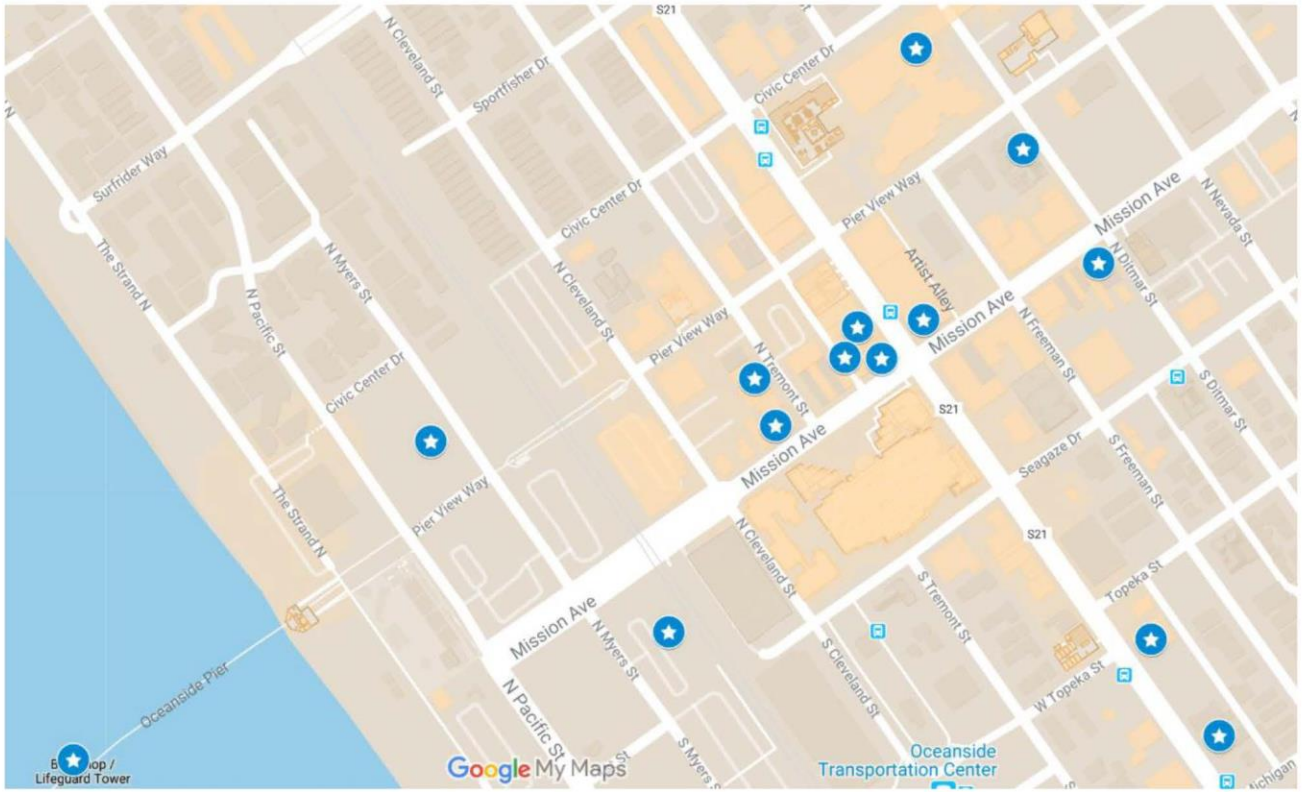


Online Survey Methodology

- Promoted via City Facebook and Twitter pages December 13, 2018 – January 18, 2019
- Distributed to 1,200+ Main Street Association stakeholders
- Promoted online via North County Daily Star
- Two stakeholder surveys
  - Downtown businesses
    - 12 questions
    - 14 total responses as of January 11, 2019
  - Oceanside residents
    - 13 questions
    - 180 total responses as of January 11, 2019

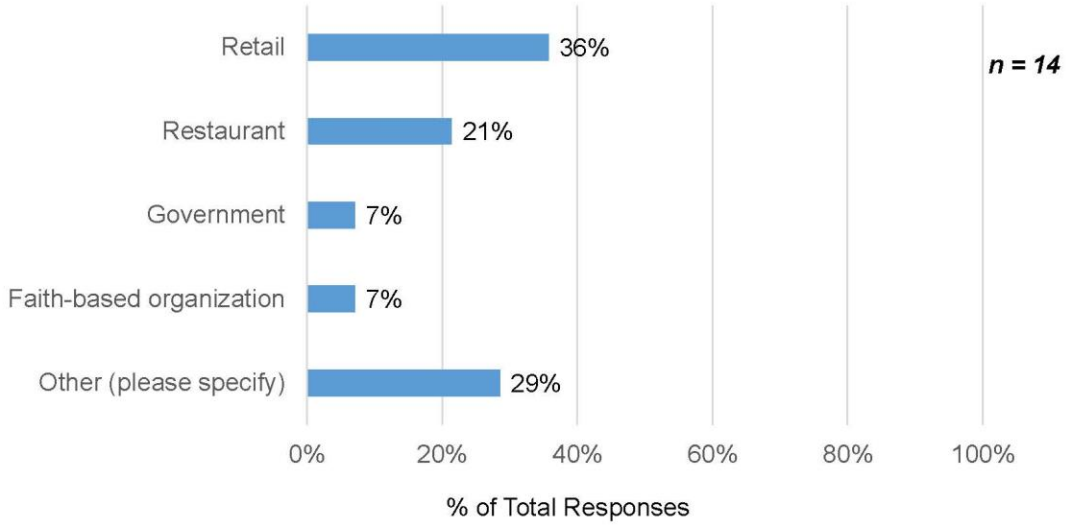
Downtown Business Survey Results

1. Where is your business located?



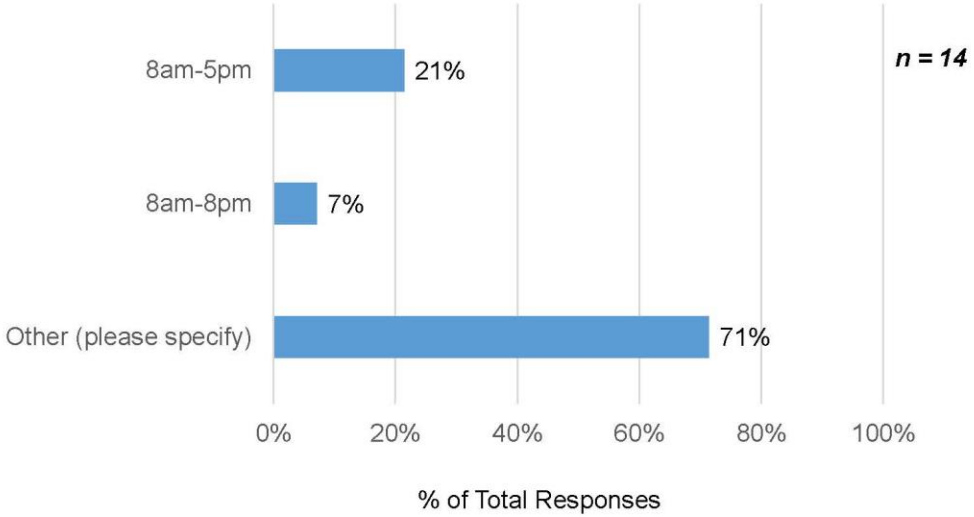
2. What type of business do you operate?

- 57% of respondents operate a retail establishment or restaurant



- Other responses include:
  - Operating a resort
  - Dry cleaners
  - Franchise development

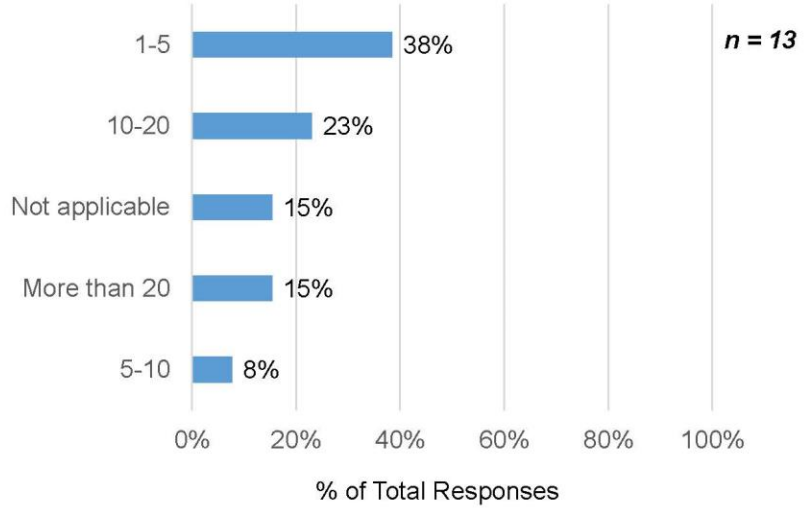
3. What are your hours of operation?



- Other responses include:
  - 9am-2am
  - 9am-9pm
  - 9am-6pm
  - 11am-9am
  - 11am-10pm
  - 24 hours per day

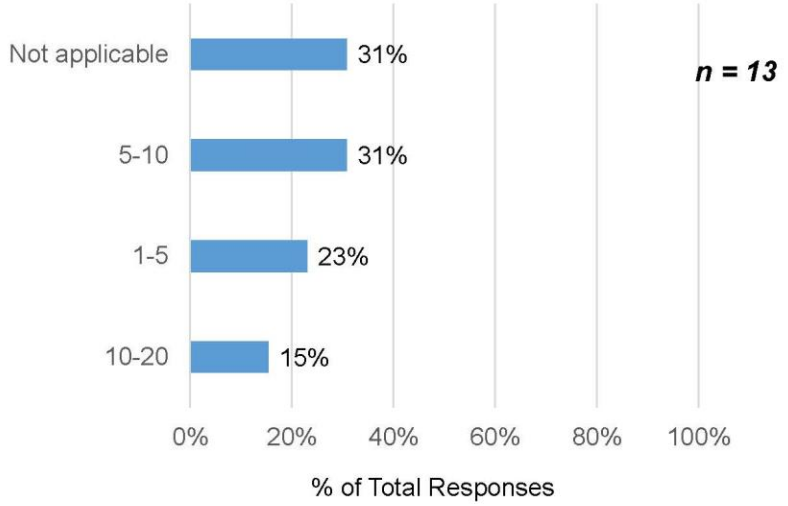
4. During normal business hours (8am-5pm) how many employees do you staff at your downtown location?

- 46% of respondents indicate they staff their downtown location with 10 or fewer employees during normal business hours
- 15% of respondents indicate they staff their downtown location with more than 20 employees during normal business hours



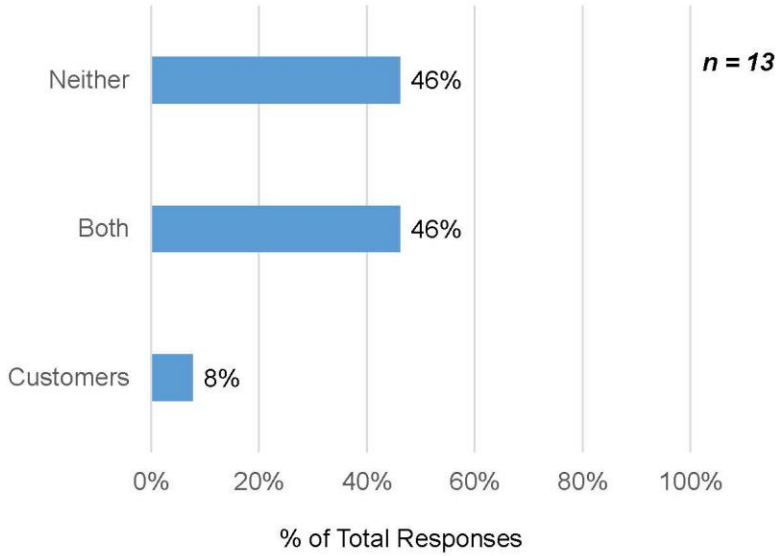
5. During the hours of 11am-midnight, how many employees do you staff at your downtown location?

- More than half (54%) of respondents indicate they staff their downtown location with 10 or fewer employees between the hours of 11am-midnight



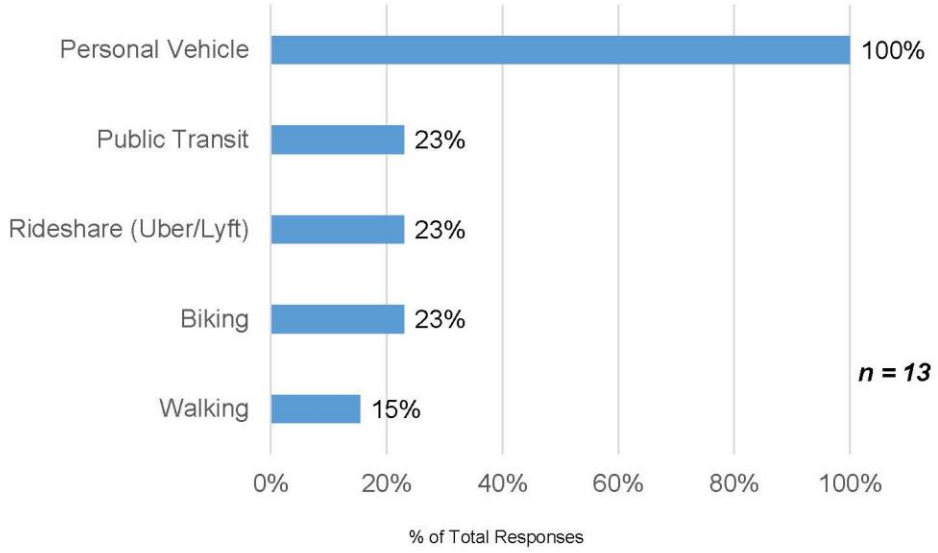
6. Which of the following (employees and customers) do you offer private, off-street parking to?

- 46% of respondents offer parking to both customers and employees

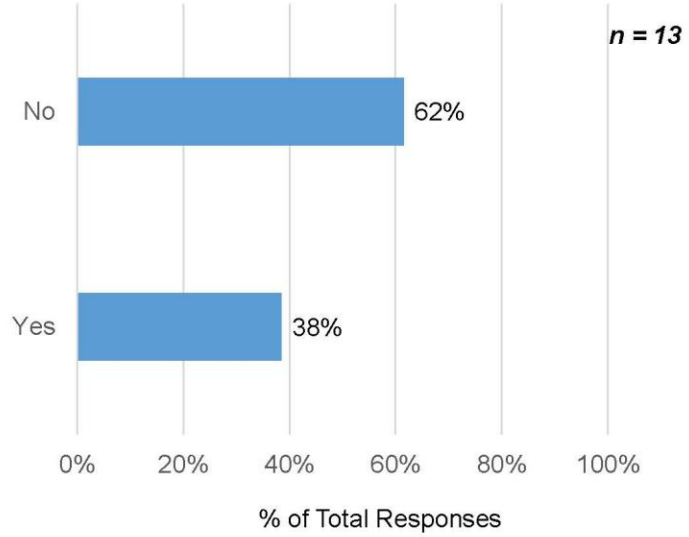


7. What modes of transportation do your employees use to commute to work? (Select all that apply)

- 100% of respondents indicated their employees drive to work
- 46% of respondents indicated their employees use public transit or rideshare to commute to work

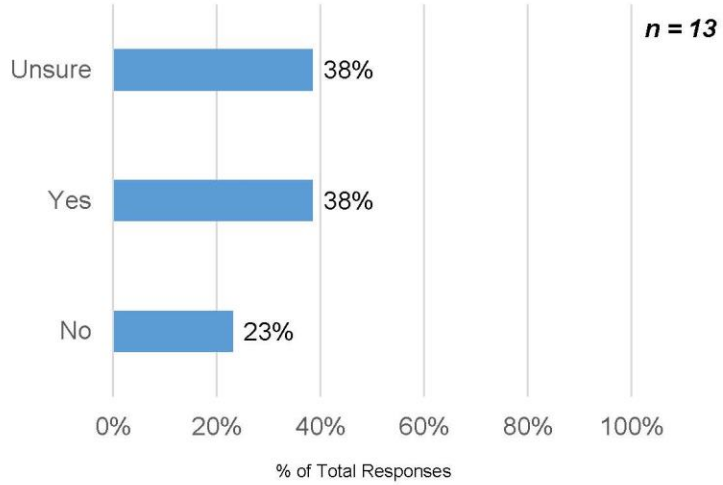


8. Would you support expanding paid parking in downtown Oceanside?



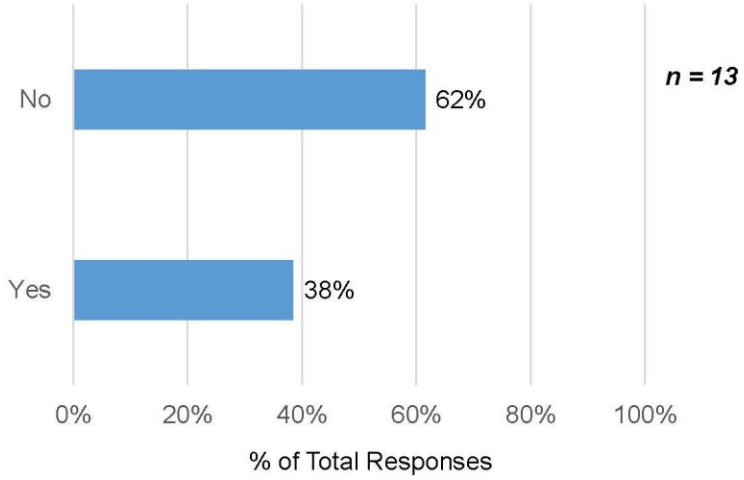
- Reasons why respondents would not support expanding paid parking include:
  - Paid parking would prohibit visitors/customers from visiting downtown
  - Paid parking would be another added expense to employees
  - Do not support paid parking fees comparable to San Diego and other coastal communities

9. Would you support a free shuttle service that transports downtown employees from remote parking lots outside of downtown Oceanside?



- Reasons why respondents would not support a free shuttle service include:
  - Free shuttle service would not benefit businesses, but has value to the community
  - The added expense to the City could be better used in other areas such as litter collection, sidewalk repair, homelessness
  - Would not be convenient for employees

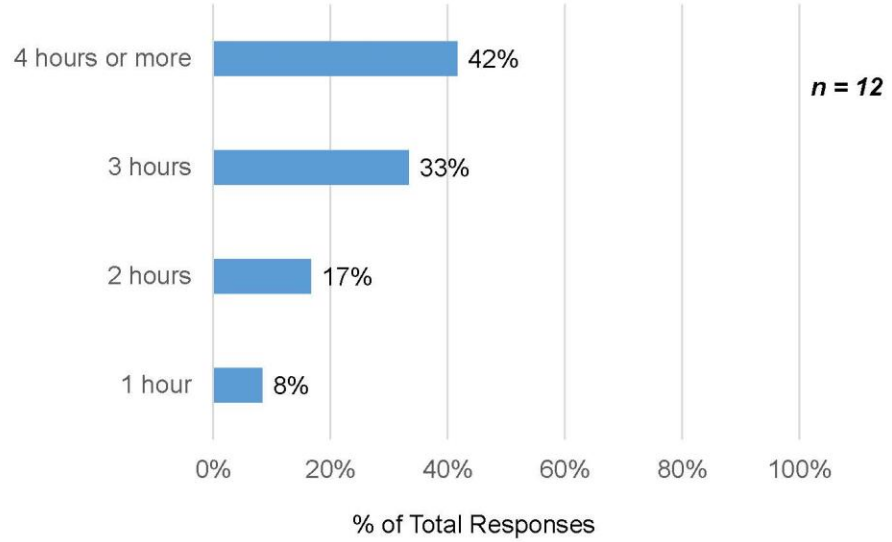
10. Do you believe that your customers have ample parking that allows them to easily visit your business?



- Reasons why respondents do not believe their customers have ample parking downtown include:
  - Downtown parking is already limited
  - Timed on-street parking enforcement is not enforced frequently enough
  - Available parking is being occupied by construction workers
  - There is limited parking along Coast Highway

11. How long should customers be allowed to park downtown?

- 75% of respondents believe customers should be allowed to park downtown for 3 hours or more



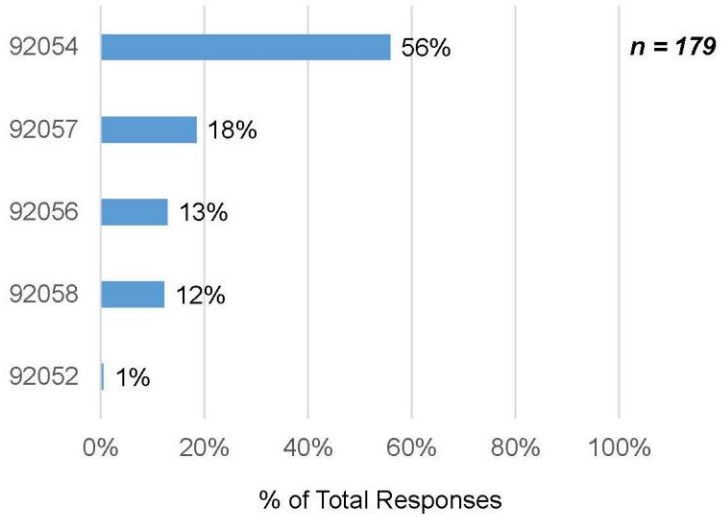
12. If you could change one thing about parking in downtown Oceanside, what would it be?

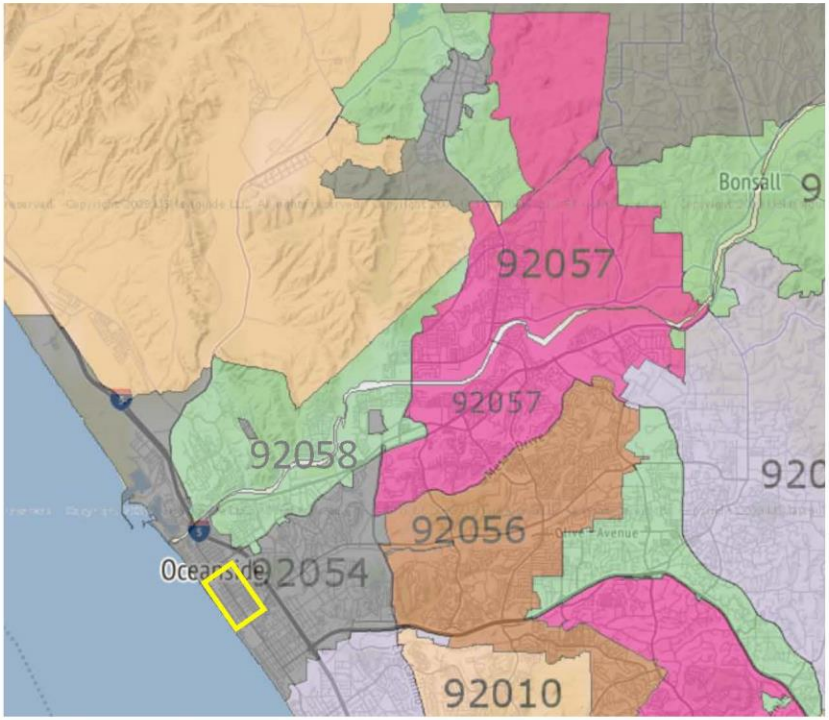
12 responses included:

- Increase parking downtown
- Improve parking signage
- Offer 24-hour parking in some municipal lots
- Permit oversized vehicles in some municipal lots
- Regulate construction and city employee parking
- Add parking meters east of the railroad tracks

Resident Survey Results

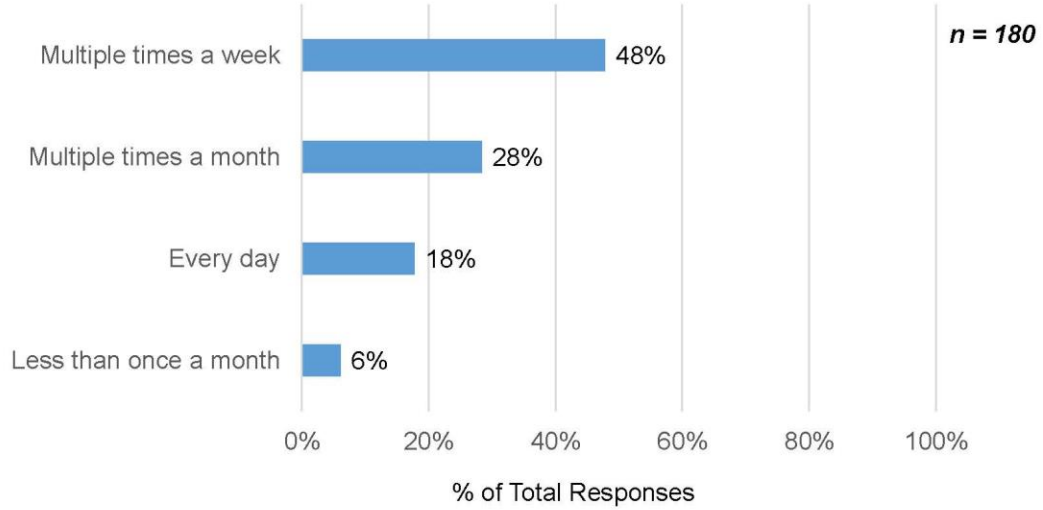
1. Where do you live?





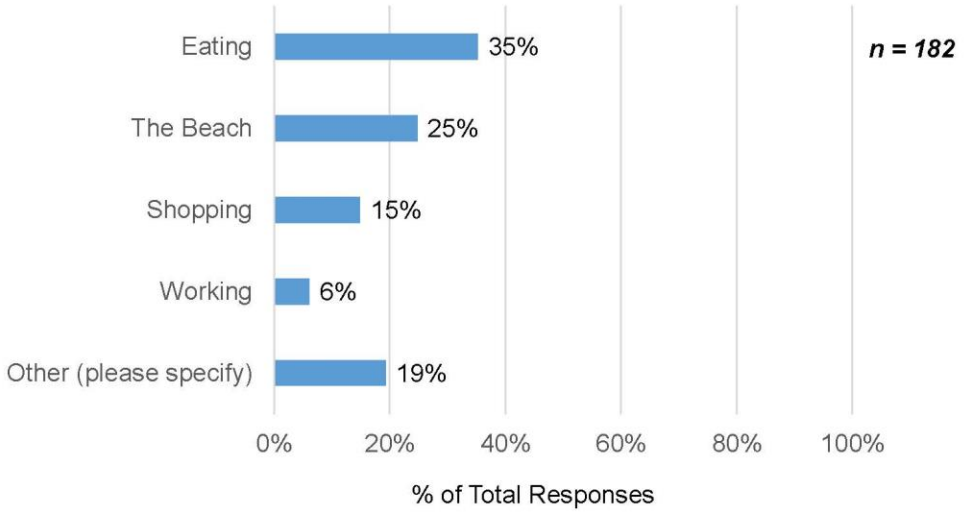
2. How often do you visit downtown Oceanside?

- 66% of respondents visit downtown more than once per week
- 28% of respondents visit downtown multiple times a month



3. What was the primary purpose of your most recent visit to downtown?

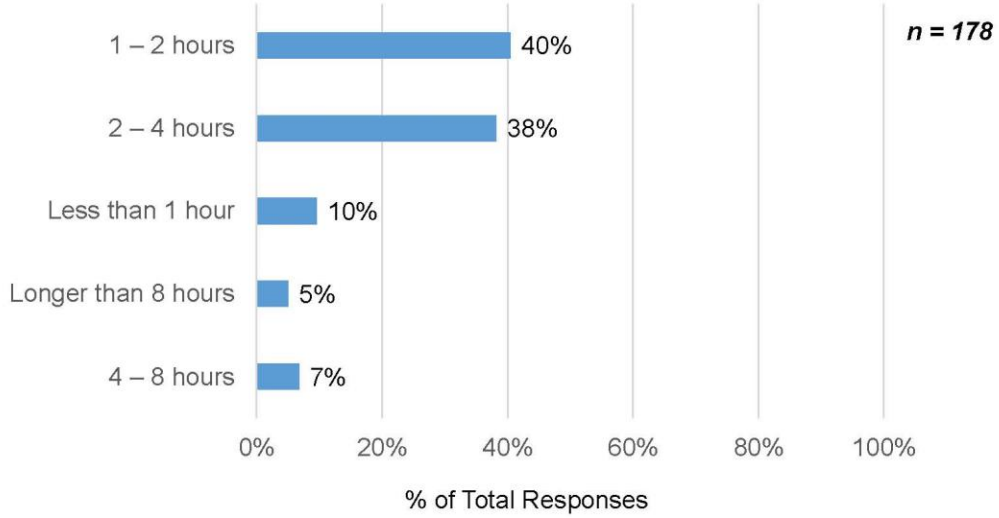
- 50% of respondents indicated they visited downtown to eat or shop



- Other responses included:
  - Visiting downtown for a medical purpose
  - Recreation
  - Going to the theater
  - Volunteering

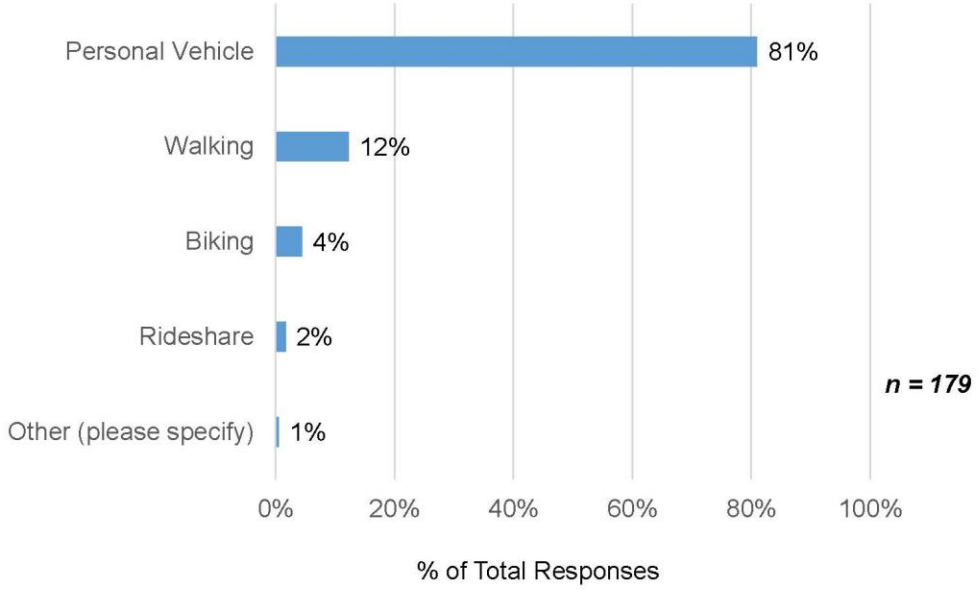
4. How long was your visit?

- 50% of trips were 2 hours or less
- 12% of trips were 4 hours or more



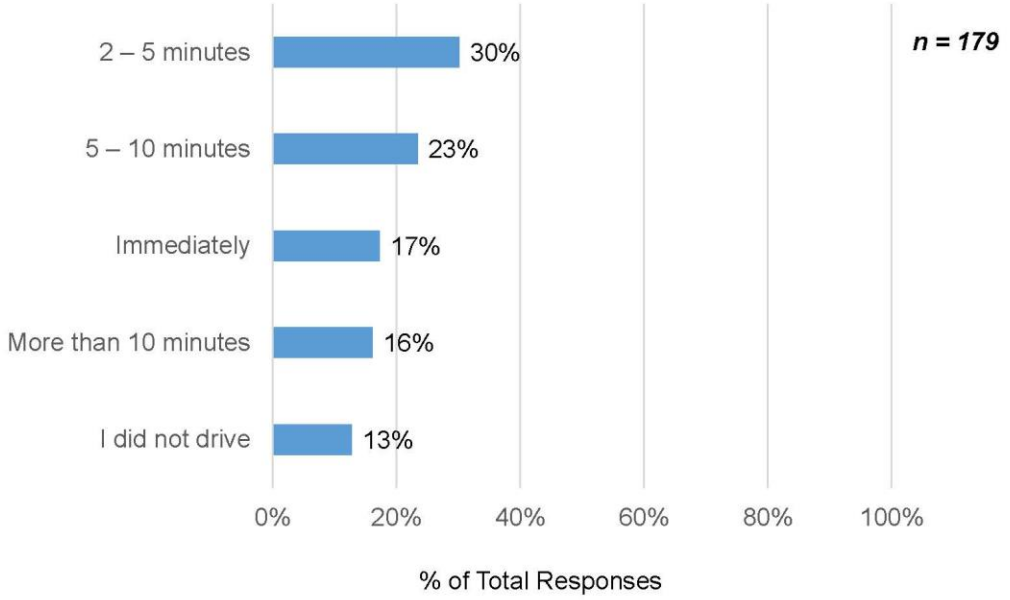
5. What mode of transportation did you use to get to downtown?

- 81% of respondents used a personal vehicle to go downtown



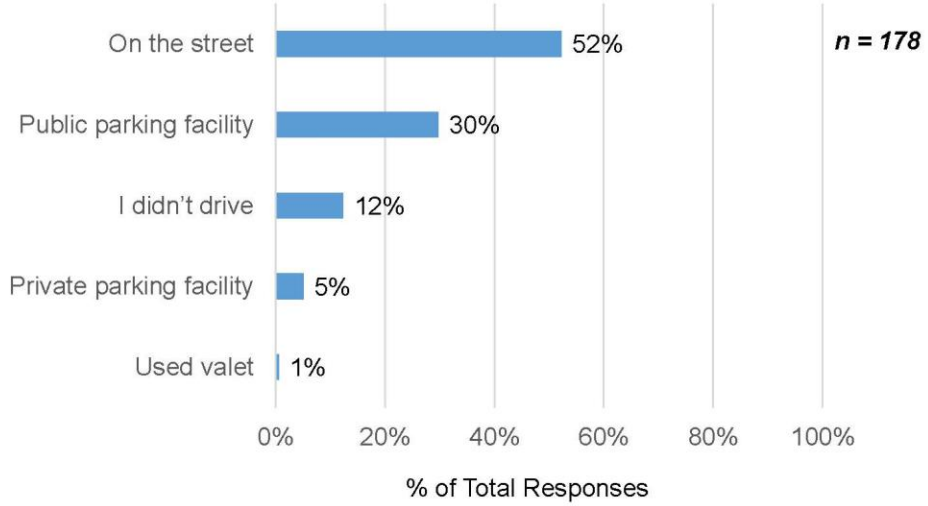
6. How long did it take you to find parking?

- 70% of respondents found parking in 10 minutes or less
- 17% found parking immediately
- 13% did not drive



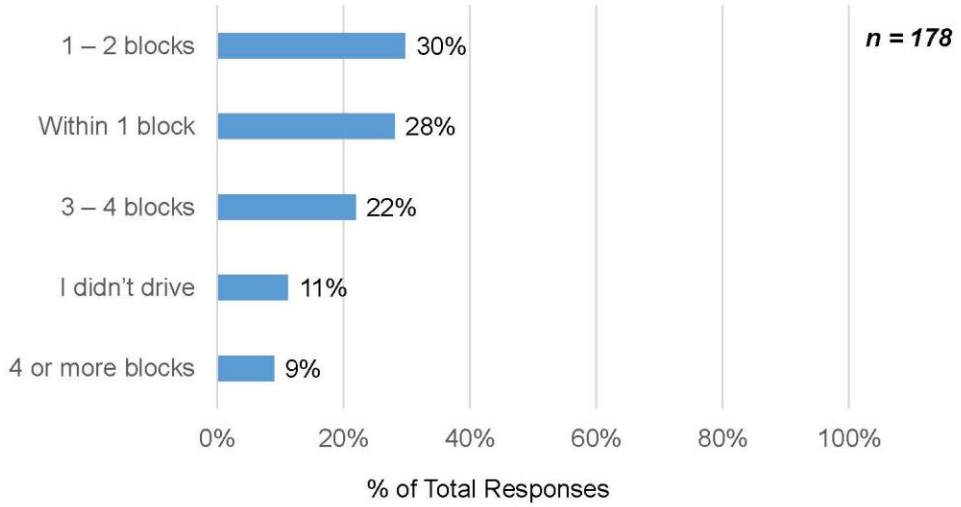
7. Where did you park?

- 52% of respondents parked on-street
- 30% of respondents parked at a public parking facility
- 12% did not drive



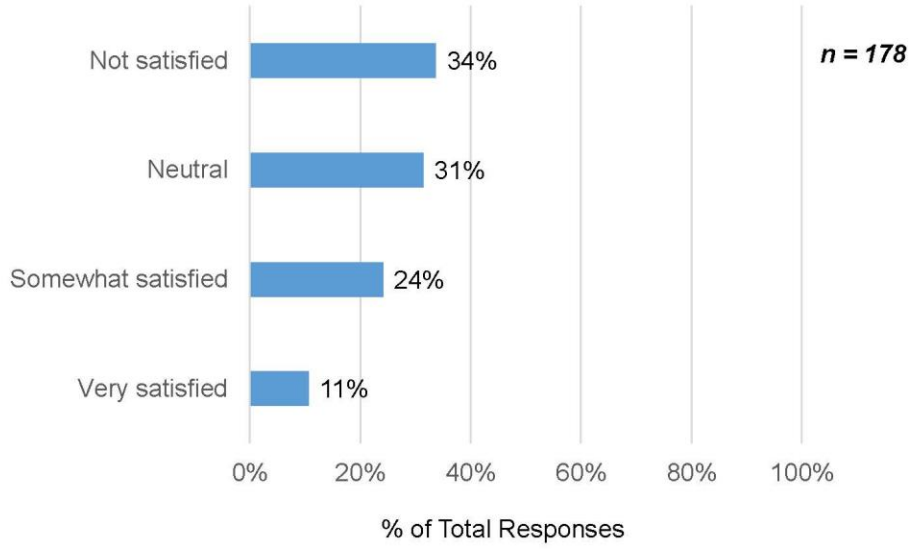
8. How far from your destination did you park?

- 58% of respondents parked within 2 blocks of their destination
- 31% of respondents parked 3 or more blocks from their destination



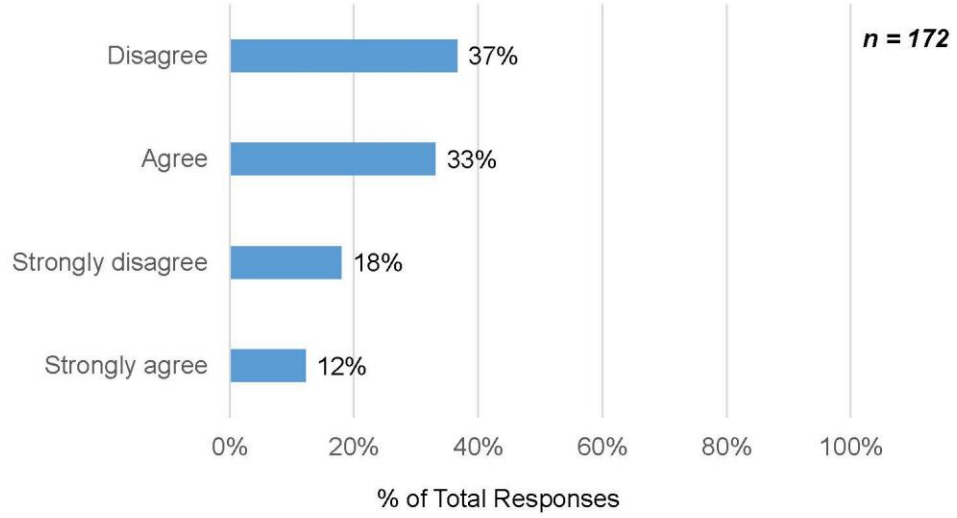
9. Please rate your experience parking in downtown Oceanside

- 35% of respondents were somewhat or very satisfied with their parking experience
- 34% of respondents were not satisfied with their parking experience



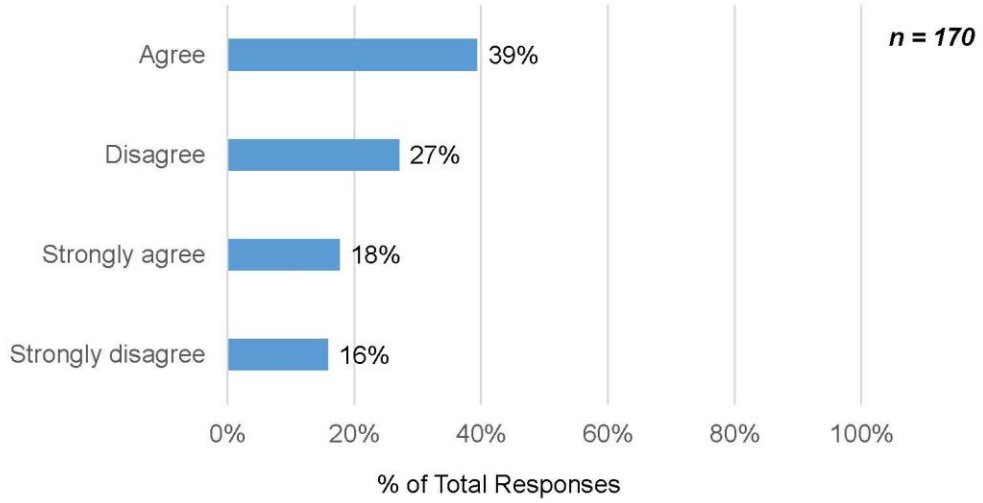
10. "I am willing to pay for parking if it means I can stay in a parking space for a longer period of time."

- 45% of respondents either agreed or strongly agreed
- 55% of respondents either disagreed or strongly disagreed



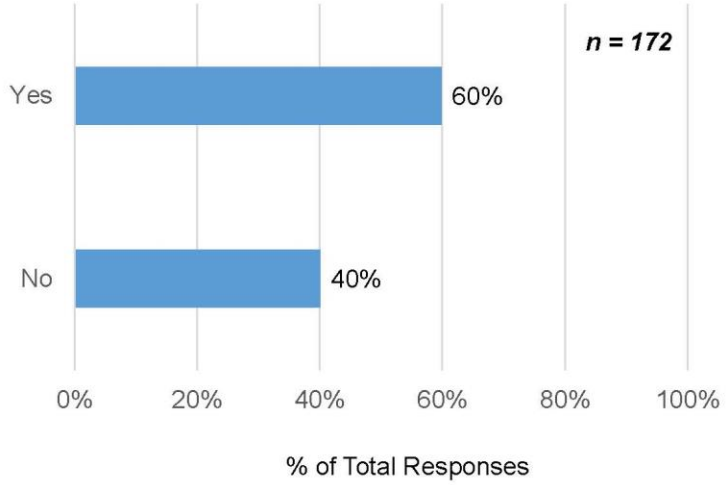
11. "I am willing to pay for parking if it means I will more easily find a parking space.."

- 57% of respondents either agreed or strongly agreed
- 43% of respondents either disagreed or strongly disagreed



12. If you were able to pay for parking using your mobile device would you use it?

- 60% of respondents would utilize mobile payment if it was a payment option



- Reasons why respondents would not use mobile payment include:
  - Do not want to pay the additional charges
  - Do not want to download another mobile app
  - Prefer to pay with cash
  - Prefer free parking
  - Safety and security

13. If you could change one thing about parking in downtown Oceanside, what would it be?

139 responses included:

- Provide more parking (48)
- Provide more free parking (18)
- Eliminate reverse parking on Mission Avenue (8)
- Improve safety and security (7)
- Reduce paid parking rates (6)
- Less commercial development (6)
- Increase parking enforcement (5)
- Increase ADA parking (5)
- Eliminate paid parking (3)
- Improve parking signage (3)
- Provide more accessible parking (3)
- Increase parking time limits (3)

NEXT STEPS

Develop Draft of Parking Action Plan

Any feedback?

18. Appendix C Parking Citations Fee Tables

Parking Violation Fines and Penalties				
CVC or Municipal Code	Violation Description	Fee[1]	Revenue Account	Source / Year
CVC 22500 (B)	parked blocking crosswalk	$58.00	1101.4196.0007 (see the revenue account exceptions on the last page of the Parking Violations Fines and Penalties portion of the fee schedule)	Resolution No.: 07-R0325-1 Jun-07
CVC 22500 (E)	parked blocking driveway	$58.00		
CVC 22500 (F)	parked blocking sidewalk	$58.00		
CVC 22500 (G)	obstructing traffic	$58.00		
CVC 22500 (H)	double parked	$58.00		
CVC 22500 (I)	parked at bus stop	$58.00		
CVC 22500 (L)	blocking wheelchair ramp	$58.00		
CVC 22500.1	parked in fire lane	$58.00		
CVC 22502 (A)	parked more than 18" from curb	$58.00		
CVC 22502 (A)	parked wrong side of street	$58.00		
CVC 22507.8 (A)[2]	handicapped zone	$338.00		
CVC 22507.8 (B)[2]	blocking handicap zone	$338.00		
CVC 22507.8 (C)[2]	parked blocking crosshatch markings	$338.00		
CVC 22514	parked within 15 ft of fire hydrant	$58.00		
CVC 22522[2]	parked within 3 ft of handicap ramp	$338.00		
CVC 5200 (A)	no license plate on vehicle	$58.00		
CVC 5204 (A)[3]	current registration not displayed	$83.00		
CVC 22511.56[2]	misuse of placard	$338.00		
OCC 29A50	boat trailer parked on street	$58.00		
OCC 29A50	boat trailer parking only	$58.00		
OCC 5.12	parked in bike lane	$58.00		
OCC 7.2(A)	parked vehicle for sale	$58.00		

[1] Fines may be automatically adjusted per State or County of San Diego law, resolution, or lawful action (due to State increases, fees were updated on 12/07/10).

[2] CVC sets this penalty at $250 minimum. Penal code 1465.6 requires an additional 10% ($25) assessment imposed to be deposited to the City's general fund. Penal code 1465.5 requires an additional $2 for every $10 of the fine ($50) to be remitted to the County . Plus an additional $12.50 charged per item number 4 in the notation on the last page of the Parking Violations Fines and Penalties portion of the fee schedule. ($250+ $25+ $50 + $12.50 = $338).

[3] 50% of this fine is remitted to the State pursuant to Vehicle Code 40200.5,40225(d) - Revenue Account 101.2010.0017.

Parking Violation Fines and Penalties				
CVC or Municipal Code	Violation Description	Fee[1]	Revenue Account	Source / Year
OCR 85-52	no slip renter permit displayed	$58.00	1101.4196.0007 (see the revenue account exceptions on the last page of the Parking Violations Fines and Penalties portion of the fee schedule)	Resolution No.: 07-R0325-1 Jun-07
OCR 91-297	4 hour zone	$58.00		
OTC 10.1	parked blocking parkway	$58.00		
OTC 10.10	wheels not cramped on grade	$58.00		
OTC 10.14(A)(1)	comml vehicle in res. zone 3 hours	$83.00		
OTC 10.14(A)(2)	comml. vehicle in res. zone 2-6am	$83.00		
OTC 10.16(C)	facing wrong direction/one way st	$58.00		
OTC 10.17	front wheel not within 6in. of curb	$58.00		
OTC 10.17(A)	out of markings-diagonal parking	$58.00		
OTC 10.18	parked out of/over marked space	$58.00		
OTC 10.19	no stopping zone	$58.00		
OTC 10.20	no parking 5am- 6am	$58.00		
OTC 10.22	15 minute zone	$58.00		
OTC 10.23	over 30 minutes 8am- 6pm	$58.00		
OTC 10.24	over 1 hour posted times	$58.00		
OTC 10.25	2 hour zone	$58.00		
OTC 10.27	trailer unmoved 1/2 mile 72 hour	$58.00		
OTC 10.28	oversized vehicle 1/2 mile 72 hr res	$58.00		
OTC 10.3 (F)	hazardous parking	$83.00		
OTC 10.3 (A)	parked on/ in center median	$58.00		
OTC 10.3 (B)	blocking marked walkway	$58.00		
OTC 10.3 (D)	posted no parking	$58.00		
OTC 10.3 (D)	red curb no parking	$58.00		
OTC 10.3 (E)	parked within 7.5 ft of RR Tracks	$58.00		
OTC 10.3 (G)	temporary posted no parking zone	$58.00		
OTC 10.3 (I)	within 20 ft of crosswalk	$58.00		
OTC 10.3.1	no parking zone, street sweeping	$58.00		
[1] Fines may be automatically adjusted per State or County of San Diego law, resolution, or lawful action (due to State increases, fees were updated on 12/07/10).				

Parking Violation Fines and Penalties				
CVC or Municipal Code	Violation Description	Fee[1]	Revenue Account	Source / Year
OTC 10.4	parked excess of 72 hours	$83.00	1101.4196.0007 (see the revenue account exceptions on the last page of the Parking Violations Fines and Penalties portion of the fee schedule)	Resolution No.: 07-R0325-1 Jun-07
OTC 10.5	parked for demonstration/sale	$58.00		
OTC 11.3	20 minute loading zone	$58.00		
OTC 11.4	parked 5 mins. pass loading zone	$58.00		
OTC 11.5	parked in alley	$58.00		
OTC 13.10	meter violation	$43.00		
OTC 13.13	parked over 5 nights/30 day period	$58.00		
OTC 13.16	fail to display receipt	$58.00		
OTC 13.16.1	backed into space	$58.00		
OTC 13.17	lot closed, restricted	$58.00		
OTC 13.18	improperly parked	$58.00		
OTC 13.24.1	permit parking only	$58.00		
OTC 13.26	vehicle parked over 7 foot- posted	$58.00		
OTC 13.6	not parked in metered space	$58.00		
CVC 40225 (c)	admin fee (registration violation reduction)	$10.00	1101.4196.0007	CVC 40225(c)
CVC 40226	admin fee (failure to display disabled placard)	$25.00	1101.4196.0007	CVC 40226
	second late fee	$10.00	1101.4196.0007	**

[1] Fines may be automatically adjusted per State or County of San Diego law, resolution, or lawful action (due to State increases, fees were updated on 12/07/10).

** Includes a $4.00 fee pursuant to CVC 4763 for delinquent parking violations given to the DMV pursuant to Section 40220. Upon outsourcing, all delinquent violations receive a $10 "second late fee" regardless of DMV notification. Per CVC 40203.5 (a) late payment penalties shall be established by the governing body.

Note:

1. The fine on any violation not listed will be $50. (Currently $58 due to State/County increases.)
2. All late penalties are established at double the amount of the fine with the exception of handicapped violations.
3. Handicapped violations have a late penalty amount of $50.
4. All fines include a $12.50 fee remitted to the County per the following; a $1.50 criminal justice facility fee, a $1.50 county courthouse construction fund fee, a $2.00 trial court administration fee, and a $3 trial court trust fund fee per California Government Code Sec. 76000-76101; a $4.50 State courthouse facilities construction and immediate critical needs fee remitted per Government Code Sec. 70372(b).

Revenue Account Exceptions:

101.2010.0013 - $50.00 - PC1465.2, VC22507.8

101.2010.0015 - $4.50 - GC70372(b)

101.2010.0020 - $3.00 - GC76000.3

101.2010.0017 - 50% automobile registration/equipment violation - VC40200.5, 40225(d)

101.2010.0012 - $3.00 - GC76000 ($1.50 GC76100 and $1.50 GC76101)

101.2010.0014 - $2.00 - GC76000(c)(d)

City of Oceanside
Data Analysis Report

January 2019
Dixon Resources Unlimited
dixonresourcesunlimited.com
Commissioned by: City of Oceanside

Table of Contents

1.0 Introduction

This report presents the findings from data collection efforts held in July and October of 2018 at key locations within the City of Oceanside (City). Occupancy data were collected for on-street and off-street locations in the downtown area.

Our report is divided into four primary sections and two appendices. First, we discuss the project background, the data types collected, and our methodology. Second, we report the data collected from the on-street locations. Third, we report the data collected from the off-street locations. Fourth, we offer our conclusions. Finally, the data collected is presented in the two appendices.

1.1 Project Background

The City commissioned Dixon Resources Unlimited (DIXON) to complete a Parking Roadmap Study for the City. Included within this study is a parking occupancy count study to monitor vehicle occupancy throughout Downtown. To provide a comparative analysis, the City contracted DIXON to provide two rounds of weekday and weekend data collection, one round during peak summer season (July 2018), and one round during off-peak season (October 2018). The City's goal is to understand parking occupancy and utilization trends in order to inform data-driven parking management decisions.

DIXON procured the services of National Data & Surveying Services (NDS) to collect data across 23 on-street roadways and 21 off-street municipal parking facilities in and around the City's downtown core (Figures 1-3). Table 1 provides descriptions of the 23 on-street locations included within the study area, and Table 2 provides descriptions of the 21 off-street locations. Major roadways located within the study area included Civic Center Drive, Coast Highway, Mission Avenue, Pier View Way, and Seagaze Drive. The 21 off-street study areas consisted of 19 surface lots and two garages, including the Civic Center Parking Structure (CC Structure) and Oceanside Transportation Center Structure (OTC Structure). A detailed description of the location and parking supply inventory associated with each survey area is provided in the corresponding sections below.

1.2 Data Types

Occupancy Data

One of DIXON's objectives was to determine the parking space occupancy for key roadways, lots, and garages located in the City's downtown core. Parking occupancy counts were conducted at each location at 9 AM, 12 PM, 3 PM, and 6 PM. For each study

area, the occupancy rate was calculated by dividing the number of observed vehicles by the total parking space supply.

Study locations were measured on whether occupancy exceeded an 80% threshold. Maintaining at least a 20% vacancy rate minimizes driver congestion without providing an oversupply, thereby improving traffic flow and visitor experience while efficiently utilizing the City's parking supply. The parking occupancy tables in the appendices highlight areas of concern in light red (80% to 100%) and areas where occupancy exceeded inventory supply in magenta (over100%). Occupancy exceeded 100% in locations where on-street parking spaces were unmarked, allowing for vehicles to overpark along a roadway block, and in locations where vehicles were illegally parked.

1.3 Data Collection Methodology

Data collection took place over two days in July 2018 and two days in October 2018. Weekday data for all study areas were collected during 9 AM, 12 PM, 3 PM, and 6 PM observations on Thursday, July 12th, and Thursday, October 25th. Weekend data for all study areas were collected during 9 AM, 12 PM, 3 PM, and 6 PM observations on Saturday, July 14th, and Saturday, October 27th. The two days during each count period were selected to allow for a comparison between weekday and weekend occupancy. DIXON selected the data collection dates with input by the City to ensure that no major events conflicted with typical daily operations.

Table 1 and Table 2 present brief descriptions of each of the study areas for on-street and off-street locations, respectively. Study area locations are displayed in Figures 1-3.

Table 1. On-Street Study Area Descriptions

Sub Section	Study Area	Space Inventory	Description
2.1.1	Ash Street	2	On-street parking between Myers Street and its eastern terminus
2.1.2	Civic Center Drive	128	On-street parking between Pacific Street and Horne Street
2.1.3	Clementine Street	110	On-street parking between Surfrider Way and Seagaze Drive
2.1.4	Cleveland Street	136	On-street parking between Neptune Way and Missouri Avenue
2.1.5	Coast Highway	88	On-street parking between Winward Way and Topeka Street
2.1.6	Ditmar Street	113	On-street parking between Surfrider Way and Seagaze Drive
2.1.7	Elm Street	5	On-street parking between Myers Street and its eastern terminus
2.1.8	Freeman Street	129	On-street parking between Surfrider Way and Topeka Street
2.1.9	Horne Street	89	On-street parking between Surfrider Way and Seagaze Drive
2.1.10	Michigan Avenue	6	On-street parking between Cleveland Street and Tremont Street
2.1.11	Mission Avenue	51	On-street parking between Myers Street and Clementine Street
2.1.12	Myers Street	278	On-street parking between Sportfisher Drive and Wisconsin Avenue
2.1.13	Neptune Way	55	On-street parking between its western terminus and Coast Highway
2.1.14	Nevada Street	124	On-street parking between Surfrider Way and Seagaze Drive
2.1.15	Pacific Street	184	On-street parking between Breakwater Way and Tyson Street
2.1.16	Pier View Way	175	On-street parking between Pacific Street and Horne Street
2.1.17	Seagaze Drive	126	On-street parking between Pacific Street and Horne Street
2.1.18	Sportfisher Drive	119	On-street parking between Pacific Street and Myers Street
2.1.19	Surfrider Way	128	On-street parking between its western terminus and Horne Street
2.1.20	Topeka Street	26	On-street parking between Tremont Street and Freeman Street
2.1.21	Tremont Street	245	On-street parking between Neptune Way and Michigan Avenue
2.1.22	Tyson Street	23	On-street parking between Pacific Street and its eastern terminus
2.1.23	Windward Way	61	On-street parking between its western terminus and Coast Highway

Figure 1. On-Street Study Area Location Map (North-South Streets)

The heat map displays weekday occupancy rates observed during the 9 AM time period on Thursday, July 12th.

Figure 2. On-Street Study Area Location Map (East-West Streets)

The heat map displays weekday occupancy rates observed during the 9 AM time period on Thursday, July 12th.

Table 2. Off-Street Study Area Descriptions

Sub Section	Study Area	Space Inventory	Description
3.1.1	Lot 20	119	Surface Lot
3.1.2	Lot 21 North End	36	Surface Lot
3.1.3	Lot 21 Mid-Section	62	Surface Lot
3.1.4	Lot 21 South End	56	Surface Lot
3.1.5	Lot 22	25	Surface Lot
3.1.6	Lot 24 A	159	Surface Lot
3.1.7	Lot 24 B	108	Surface Lot
3.1.8	Lot 26 North	193	Surface Lot
3.1.9	Lot 26 South	57	Surface Lot
3.1.10	Lot 27 A&B	133	Surface Lot
3.1.11	Lot 27 C&D	140	Surface Lot
3.1.12	Lot 28	18	Surface Lot
3.1.13	Lot 29	31	Surface Lot
3.1.14	Lot 30	115	Surface Lot
3.1.15	Lot 31	42	Surface Lot
3.1.16	Lot 34	43	Surface Lot
3.1.17	Lot 35	33	Surface Lot
3.1.18	Lot 36	39	Surface Lot
3.1.19	Oceanside Transit Center (OTC)	262	Surface Lot
3.1.20	OTC Structure	445	Parking Garage
3.1.21	CC Structure	285	Parking Garage

Figure 3. Off-Street Study Area Location Map

The heat map displays weekday occupancy rates observed during the 9 AM time period on Thursday, July 12th.

2.0 On-Street Parking

2.1 On-Street Data

The following section provides an overview of each roadway included in the data collection study. All block segments are summarized to provide average on-street occupancy rates per time period for the entire stretch of roadway included in each study area. Data tables by day and time period for each roadway block segment can be found in Appendix A.

2.1.1 Ash Street

On-street occupancy was recorded for a one-block segment of Ash Street stretching from Myers Street in the southwest to Lot 27 A&B in the northeast. Counts were recorded for the northern and southern sides of the street. As shown in Table 3, Ash Street's inventory consists of 2 metered spaces located within one residential block. During the study, parking restrictions were observed on posted signage.

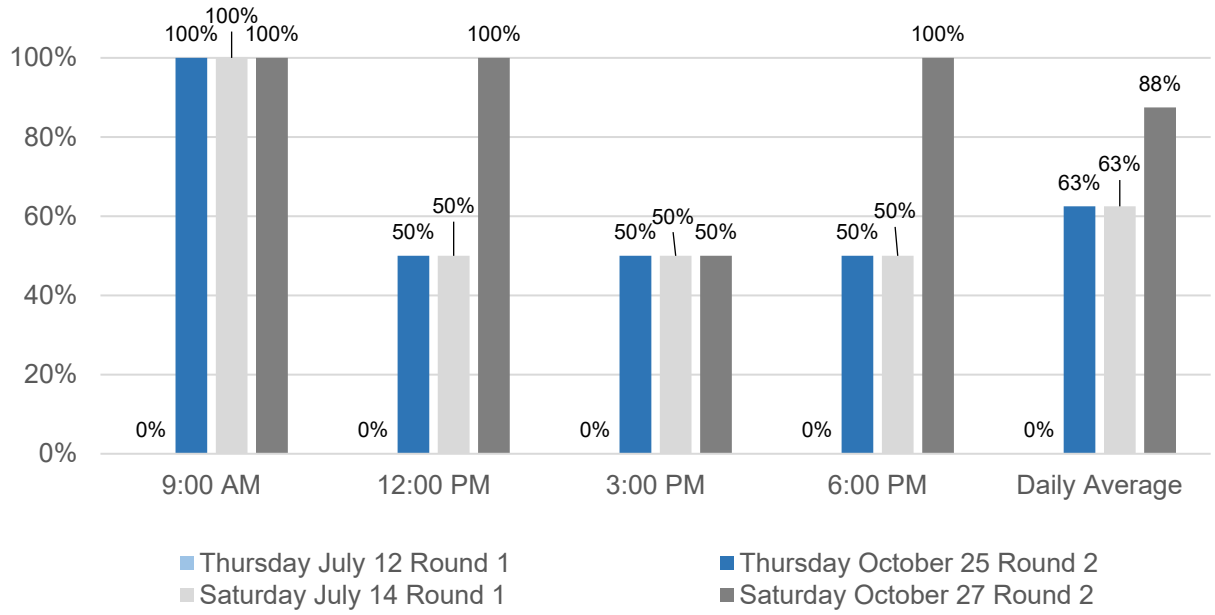
Table 3. Ash Street Inventory Data

Space Type	Restriction	#
Metered	6 AM – 6 PM. No Parking 1st & 3rd Monday 6 AM – 10 AM	2
Total		**2**

Occupancy Data

Ash Street's on-street occupancy rate across all time periods throughout the week was observed to be low during peak summer season (Round 1 - July 12 & 14), averaging 31%, and high during non-peak season (Round 2 - October 25 & 27), averaging 75%. Figure 4 displays observed occupancy rates by day and time period.

Figure 4. Ash Street Occupancy Data



2.1.2 Civic Center Drive

On-street occupancy data were recorded for an eight-block segment of Civic Center Drive stretching from Pacific Street in the southwest to Horne Street in the northeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 4, Civic Center Drive's inventory consists of 128 marked, unmarked, metered, and loading spaces located within single and multi-family residential, commercial, and government land use areas. During the study, various parking restrictions were observed on posted signage.

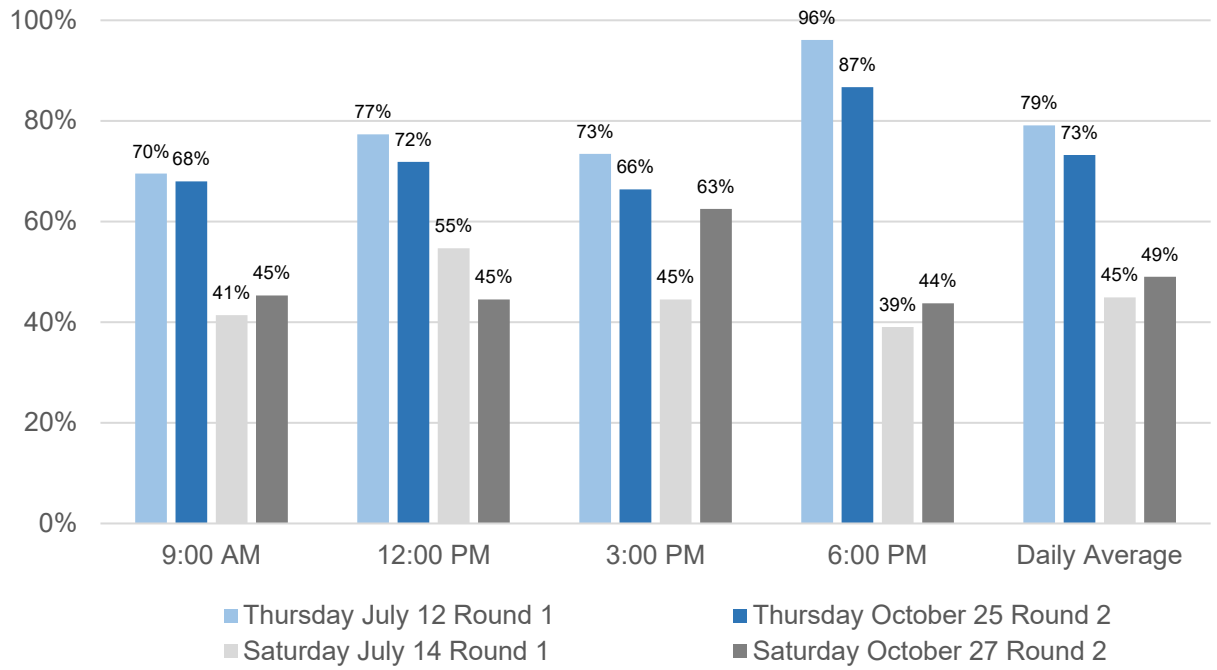
Table 4. Civic Center Drive Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 8 AM (1st & 3rd Monday) - Street Sweeping	47
Unmarked	No Parking 5 AM to 6 AM	8
Unmarked	2 HR Parking 9 AM to 6 PM - Except Sundays & Holidays	6
Marked	No Parking 6 AM to 7 AM (1st & 3rd Wednesday) - Street Sweeping	38
Marked	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	9
Marked	No Parking 5 AM to 6 AM	8
Metered	Metered Parking 5 AM to 6 PM. No Parking 6 AM to 7 AM (1st & 3rd Wednesday)- Street Sweeping	5
Metered	Metered Parking 5 AM to 6 PM	6
Loading	No Parking 6 AM to 8 AM (1st & 3rd Monday) - Street Sweeping	1
Total		**128**

Occupancy Data

Figure 5 displays observed occupancy rates by day and time period for Rounds 1 and 2. On-street occupancy was noticeably higher during the week than on the weekend. Average occupancy during the week was 79% during Round 1 and 73% during Round 2. Average occupancy during the weekend was 45% during Round 1 and 49% during Round 2. The only time period during the study to exceed the 80% occupancy threshold was 6 PM on Thursday during both rounds of data collection.

Figure 5. Civic Center Drive Occupancy Data



2.1.3 Clementine Street

On-street occupancy was recorded for a five-block segment of Clementine Street stretching from Surfrider Drive in the northwest to Seagaze Drive in the southeast. Counts were recorded for both the eastern and western sides of the street. Occupancy counts were not recorded along the east side of the 100 block of Clementine Street from Mission Avenue to Seagaze Drive because of “No Parking Anytime” restrictions. As shown in Table 5, Clementine Street’s inventory consists of 110 unmarked spaces primarily located within single and multi-family residential areas. During the study, various parking restrictions were observed on posted signage.

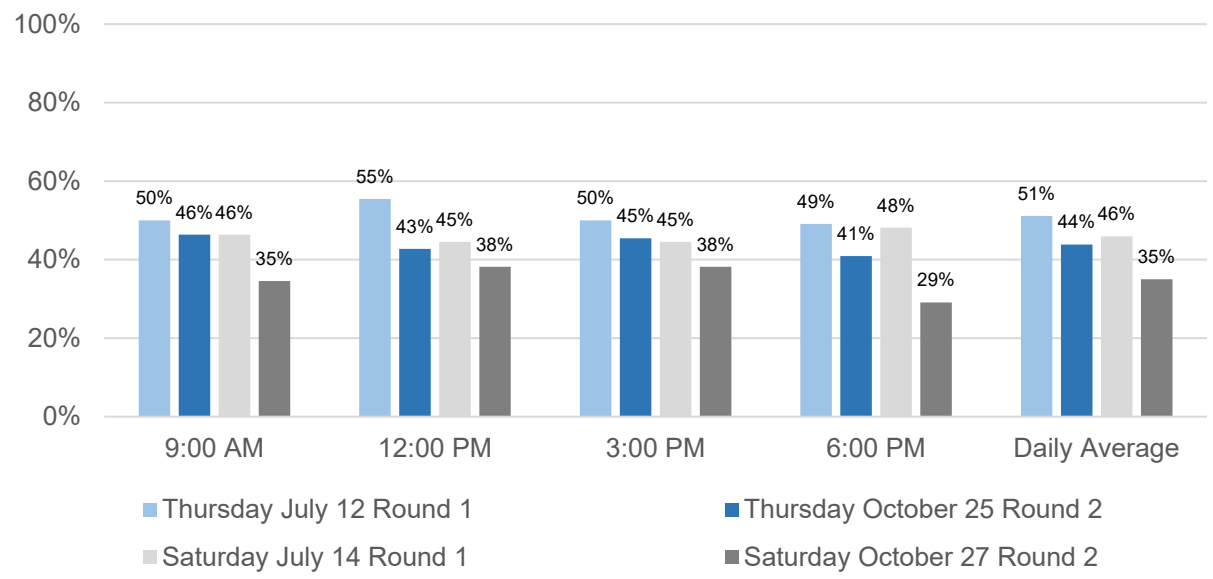
Table 5. Clementine Street Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 9 AM (1st & 3rd Monday)- Street Sweeping	27
Unmarked	No Parking 9 AM to 12 PM (1st & 3rd Monday) - Street Sweeping	27
Unmarked	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking 5 AM to 6 AM	24
Unmarked	None	32
Total		**110**

Occupancy Data

Figure 6 displays observed occupancy rates by day and time period for Clementine Street during Rounds 1 and 2. On-street occupancy was low during both weekday and weekend data count periods. Average occupancy during the week was 48% throughout all time periods and 41% on the weekend, both well below the 80% occupancy threshold. Weekday occupancy ranged from 49% to 55% during Round 1 and from 41% to 46% during Round 2. On the weekend, occupancy ranged from 45% to 48% during Round 1 and 29% to 38% in Round 2.

Figure 6. Clementine Street Occupancy Data



2.1.4 Cleveland Street

On-street occupancy data were recorded for a seven-block segment of Cleveland Street stretching from Neptune Way in the northwest to Missouri Avenue in the southeast. Counts were recorded for both the eastern and western sides of the street. Occupancy counts were not recorded along both sides of the 100 N block, Mission Avenue to Seagaze Drive, the west side of the 300 N block, Civic Center Drive to Pier View Way, and the 400 S block, Michigan Avenue to Missouri Avenue, due to "No Parking Anytime" restrictions and construction. As shown in Table 6, Cleveland Street's inventory consists of 136 unmarked and marked spaces located in both commercial and residential blocks. During the study, various parking restrictions were observed on posted signage.

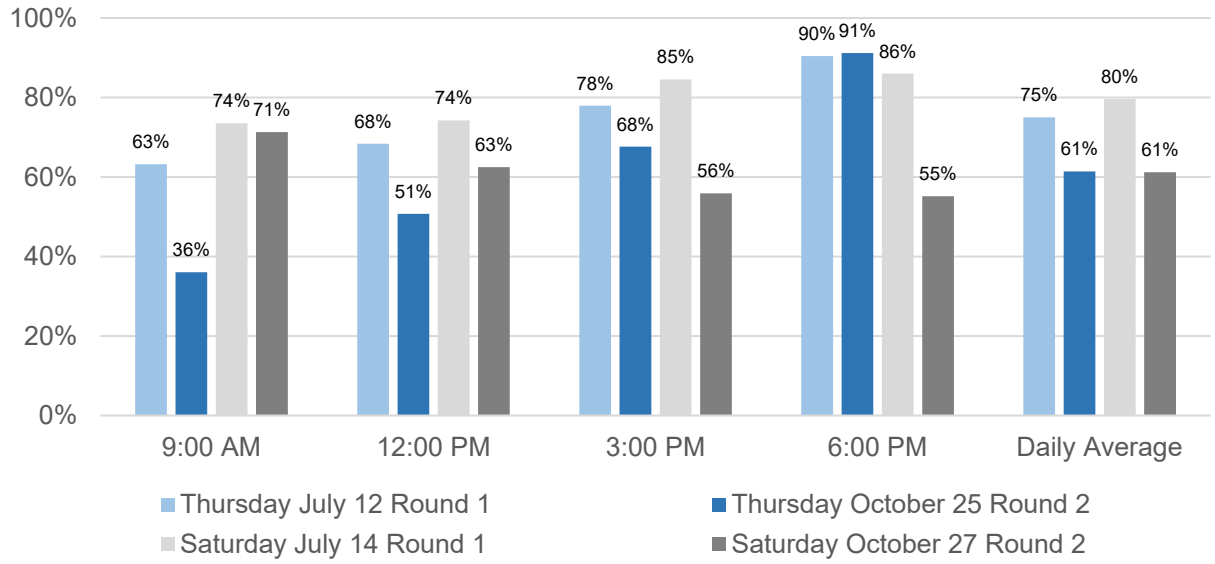
Table 6. Cleveland Street Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 10 AM (1st & 3rd Monday)- Street Sweeping	101
Unmarked	4 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	10
Unmarked	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking 5 AM to 6 AM	11
Marked	2 HR Parking 9 AMAM to 6 PM, No Parking 5 AM to 6 AM	9
Marked	None	5
Total		**136**

Occupancy Data

Figure 7 displays observed occupancy rates by day and time period for Rounds 1 and 2. During Round 1, on-street occupancy was high during both weekday and weekend data count periods. Throughout all time periods, average weekday occupancy was 75% and average weekend occupancy was 80%. During Round 2, weekday and weekend average occupancy rates were much lower, at 61% each. Occupancy was greater than 80% during the 6 PM time period on three of four data collection days, with a high of 91% during Round 2 during the week.

Figure 7. Cleveland Street Occupancy Data



2.1.5 Coast Highway

On-street occupancy data were recorded for a six-block segment of Coast Highway, stretching from Windward Way in the northwest to Topeka Street in the southeast. Though the study area included the 700 N block, Neptune Way to Windward Way, and the 100 N block, Mission Avenue to Seagaze Drive, no occupancy data were collected in these areas because parking is not permitted along one or both sides of the street. Counts were recorded for both the northern and southern sides of the street for the six-block segment. As shown in Table 7, Coast Highway's inventory consists of 88 unmarked, white, and yellow spaces located in primarily commercial blocks. During the study, various parking restrictions were observed on posted signage.

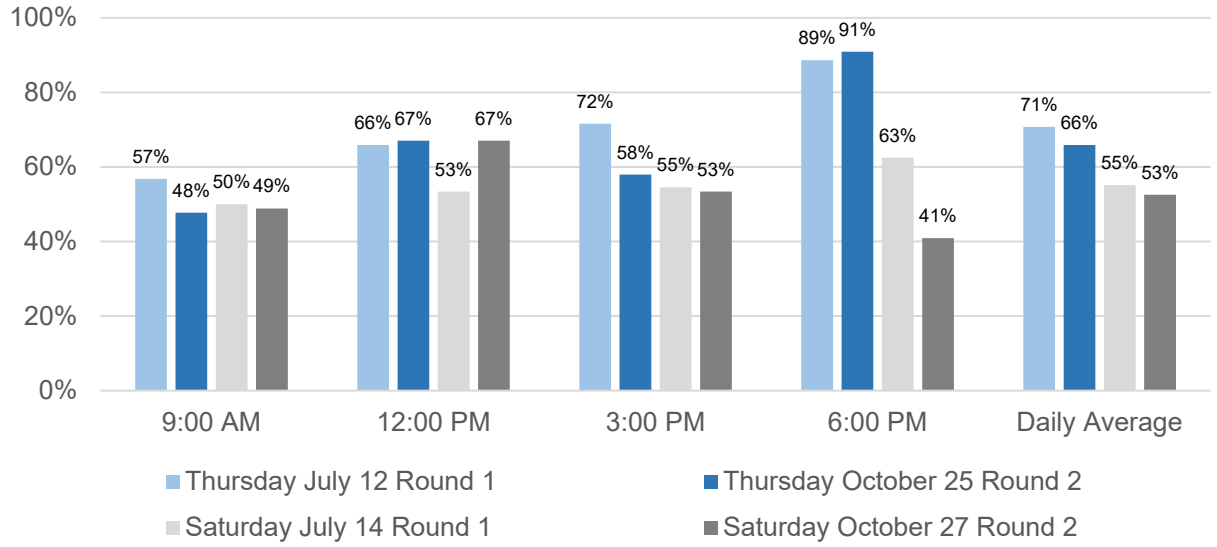
Table 7. Coast Highway Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 5 AM to 6 AM	22
Unmarked	No Parking 5 AM to 6 AM, 2 HR Parking 9 AM to 6 PM	7
Unmarked	2 HR Parking 9 AM to 6 PM	37
Unmarked	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	14
Unmarked	None	5
White	No Parking 5 AM to 6 AM	1
White	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	1
Yellow	No Parking 5 AM to 6 AM	1
Total		**88**

Occupancy Data

Figure 8 displays observed occupancy rates by day and time period for Rounds 1 and 2. During Round 1, on-street occupancy averaged 71% across all time periods during the week and 55% on the weekend. Occupancy rates during Round 1 ranged from a maximum of 89% at 6 PM during the week, to a low of 50% at 9 AM during the weekend. During Round 2, Coast Highway averaged 55% occupancy across all time periods during the week and 53% on the weekend, both well below the 80% threshold. Occupancy rates during Round 2 ranged from a maximum of 91% at 6 PM during the week, to a low of 41% at 6 PM during the same day.

Figure 8. Coast Highway Occupancy Data



2.1.6 Ditmar Street

On-street occupancy data were recorded for a five-block segment of Ditmar Street stretching from Surfrider Way in the northwest to Seagaze Drive in the southeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 8, Ditmar Street's inventory consists of 113 unmarked and handicap spaces located in commercial and both single and multi-family residential areas. During the study, various parking restrictions were observed on posted signage.

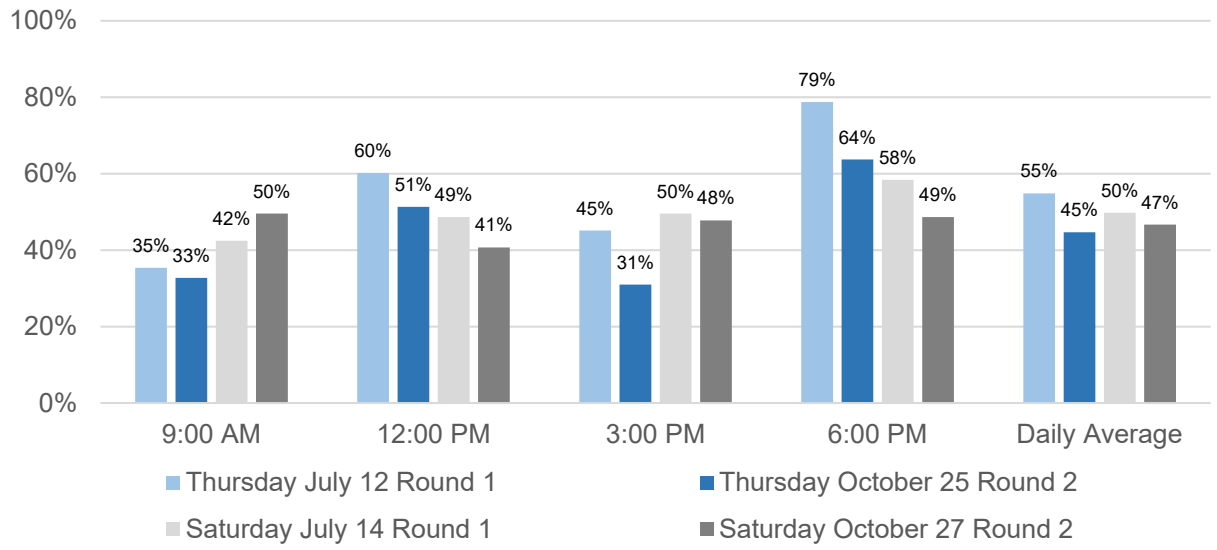
Table 8. Ditmar Street Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 9 AM (1st & 3rd Monday)- Street Sweeping	25
Unmarked	No Parking 9 AM to 12 PM (1st & 3rd Monday)- Street Sweeping	27
Unmarked	2 HR Parking 9 AM to 6 PM	12
Unmarked	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking 5 AM to 6 AM	22
Unmarked	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays	25
Handicap	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking 5 AM to 6 AM	2
Total		**113**

Occupancy Data

Occupancy rates for both rounds of data collection on Ditmar Street were well below the 80% threshold. The Round 1 on-street occupancy rate averaged 55% across all time periods during the week, and 50% during the weekend. Average occupancy rates during Round 2 were slightly lower, with weekday and weekend averages of 45% and 47%, respectively. During both data collection rounds, weekday occupancy peaked at 6 PM during the evening dinner rush. Occupancy was steadier on the weekend during both rounds, with an average of 50% of parking spaces occupied throughout the day during Round 1 and 47% during Round 2.

Figure 9. Ditmar Street Occupancy Data



2.1.7 Elm Street

On-street occupancy data were recorded for a one-block segment of Elm Street stretching from Myers Street in the southwest to Lots 27 A&B and C&D in the northeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 9, Ditmar Street's inventory consists of five unmarked spaces located within a single-family residential neighborhood, next to a municipal parking facility. During the study, various parking restrictions were observed on posted signage.

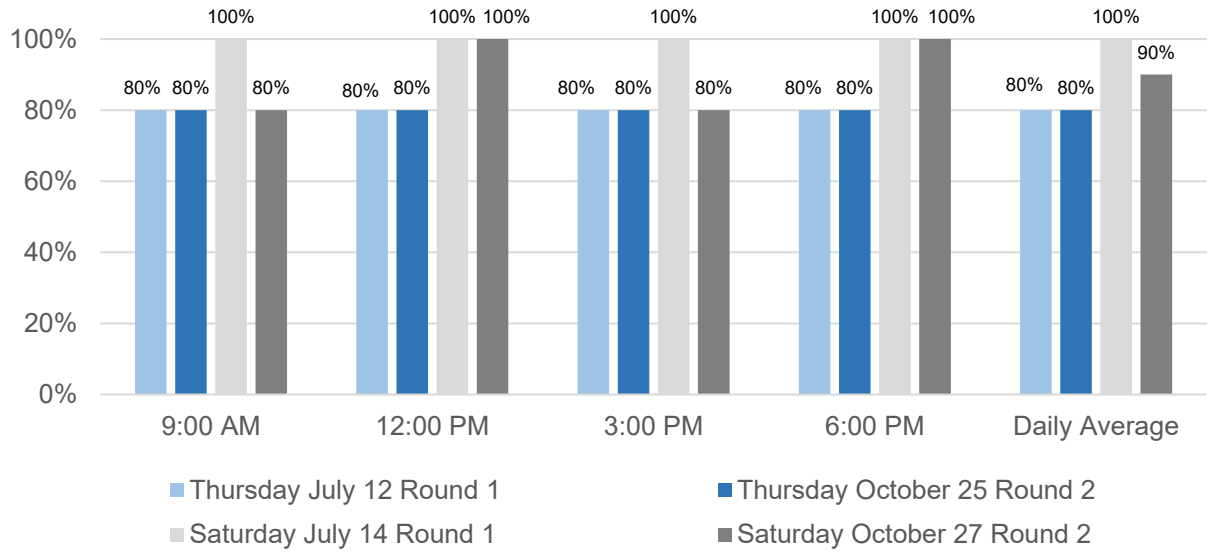
Table 9. Elm Street Inventory Data

Space Type	Restriction	#
Unmarked	4 HR Parking- 6 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	5
Total		**5**

Occupancy Data

Occupancy rates for each time period throughout all four occupancy count days exceeded the 80% threshold.

Figure 10. Elm Street Occupancy Data



2.1.8 Freeman Street

On-street occupancy data were recorded for a five-block segment of Freeman Street stretching from Surfrider Way in the northwest to Topeka Street in the southeast. Counts were recorded for both the eastern and western sides of the street. As shown in Table 10, Freeman Street's inventory consists of 129 unmarked, loading, and green spaces

located within commercial as well as both single and multi-family residential areas. Freeman street is bisected by Oceanside City Hall. During the study, various parking restrictions were observed on posted signage.

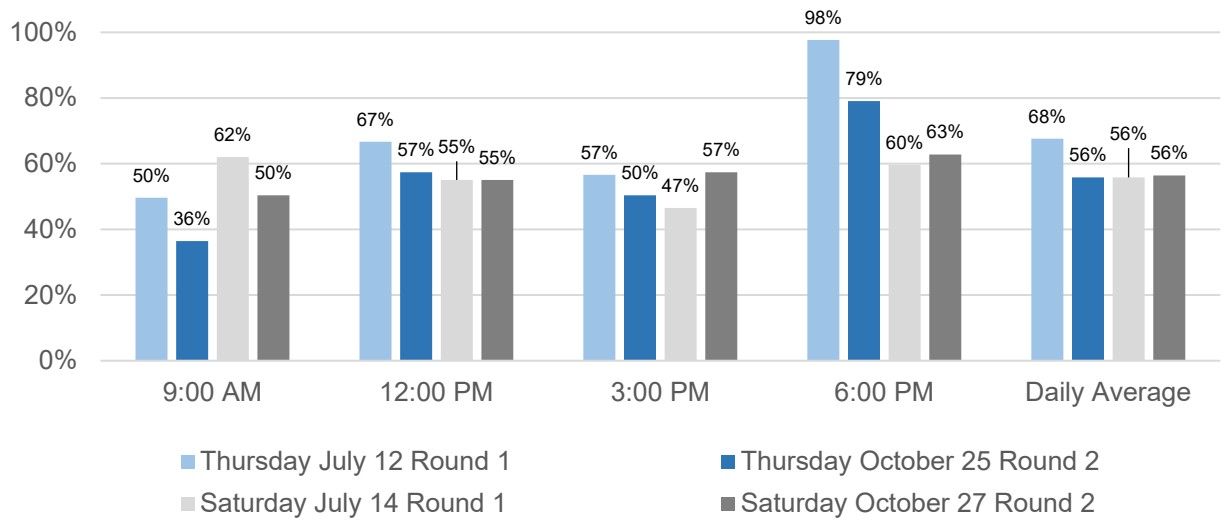
Table 10. Freeman Street Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 9 AM to 12 PM (1st & 3rd Monday)- Street Sweeping	13
Unmarked	No Parking 6 AM to 9 AM (1st & 3rd Monday)- Street Sweeping	14
Unmarked	No Parking 6 AM to 7 AM (1st & 3rd Wednesday)- Street Sweeping	12
Unmarked	No Parking 10 AM to 2PM (1st & 3rd Monday) - Street Sweeping	7
Unmarked	No Parking 5 AM to 6 AM	11
Unmarked	2 HR Parking 9 AM to 6 PM	40
Unmarked	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	23
Loading	No Parking 6 AM to 7 AM (1st & 3rd Wednesday)- Street Sweeping	2
Loading	No Parking 5 AM to 6 AM	1
Loading	No Parking 10 AM to 2 PM (1st & 3rd Monday) - Street Sweeping	1
Green	No Parking 10 AM to 2 PM (1st & 3rd Monday) - Street Sweeping	5
Total		**129**

Occupancy Data

Freeman Street's on-street occupancy rate averaged 56% across all time periods during three of four data collection days. The daily average occupancy rate for the fourth data collection day (Thursday July 12th) was 68% with near capacity (98%) during the 6 PM time period. Occupancy along the 200 N block, Pier View Way to Mission Avenue, on that Thursday in July at 6 PM, during the peak dinner rush, exceeded 100%, while the 100 N block, Mission Avenue to Seagaze Drive, was at capacity (Appendix A). Overall, average occupancy across all four data collections days was well below the 80% threshold.

Figure 11. Freeman Street Occupancy Data



2.1.9 Horne Street

On-street occupancy data were recorded for a five-block segment of Horne Street stretching from Surfrider Way in the northwest to Seagaze Drive in the southeast. Counts were recorded for both the eastern and western sides of the street. Occupancy counts were not recorded along the eastern side of the 200 N block, Pier View Way to Mission Avenue, due to "No Parking Anytime" restrictions. As shown in Table 11, Horne Street's inventory consists of 89 unmarked, loading, loading and yellow spaces located within commercial as well as both single and multi-family residential areas, including a shopping center between Civic Center Drive and Mission Avenue. Horne Street represents the eastern boundary of the data collection study area. During the study, various parking restrictions were observed on posted signage.

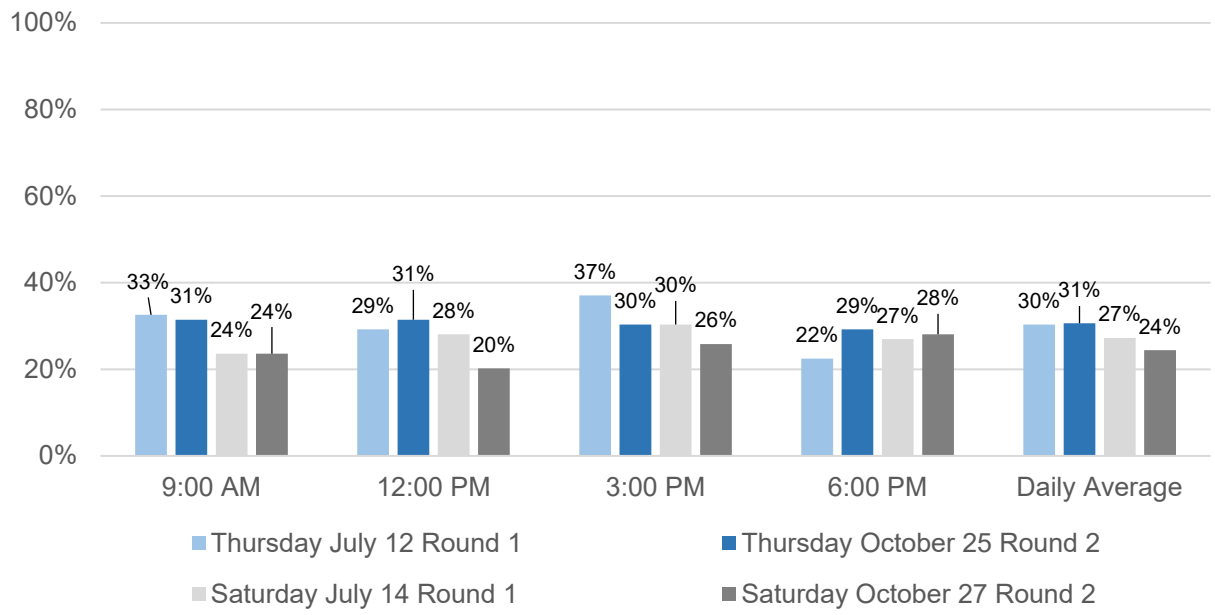
Table 11. Horne Street Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 5 AM to 6 AM (1st & 3rd Monday)- Street Sweeping	14
Unmarked	No Parking 8 AM to 9 AM (1st & 3rd Monday)- Street Sweeping	12
Unmarked	No Parking 9 AM to 12 PM (1st & 3rd Wednesday)- Street Sweeping	9
Unmarked	No Parking 6 AM to 9 AM (1st & 3rd Monday) - Street Sweeping	14
Unmarked	No Parking 6 AM to 7 AM (1st & 3rd Monday)- Street Sweeping	9
Unmarked	5 Min Passenger Loading Zone 7 AM to 8 AM & 2 PM to 3PM (Monday, Thursday, Friday)	10
Unmarked	No Parking 5 AM to 6 AM	5
Loading	None	15
Yellow	None	1
Total		**89**

Occupancy Data

Horne Street's Round 1 average weekday and weekend on-street occupancy rates were well below the 80% threshold, at 30% and 27%, respectively, across all time periods. Round 2 averages were similar, with weekday and weekend averages of 31% and 24%, respectively. Occupancy was steady across all four days, ranging from a peak of 37% during weekday peak summer season, to a low of 20% on the weekend during off-peak season. Notably, zero vehicles were parked along the 100 N block, Mission Avenue to Seagaze Drive, during 10 of 16 data collection periods, across all four days (Appendix A).

Figure 12. Horne Street Occupancy Data



2.1.10 Michigan Avenue

On-street occupancy data were recorded for the 300 block segment of Michigan Avenue stretching from Cleveland Street in the southwest to Tremont Street in the northeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 12, Michigan Avenue's inventory consists of six unmarked and marked spaces located adjacent to the OTC. There were no parking restrictions observed during the study.

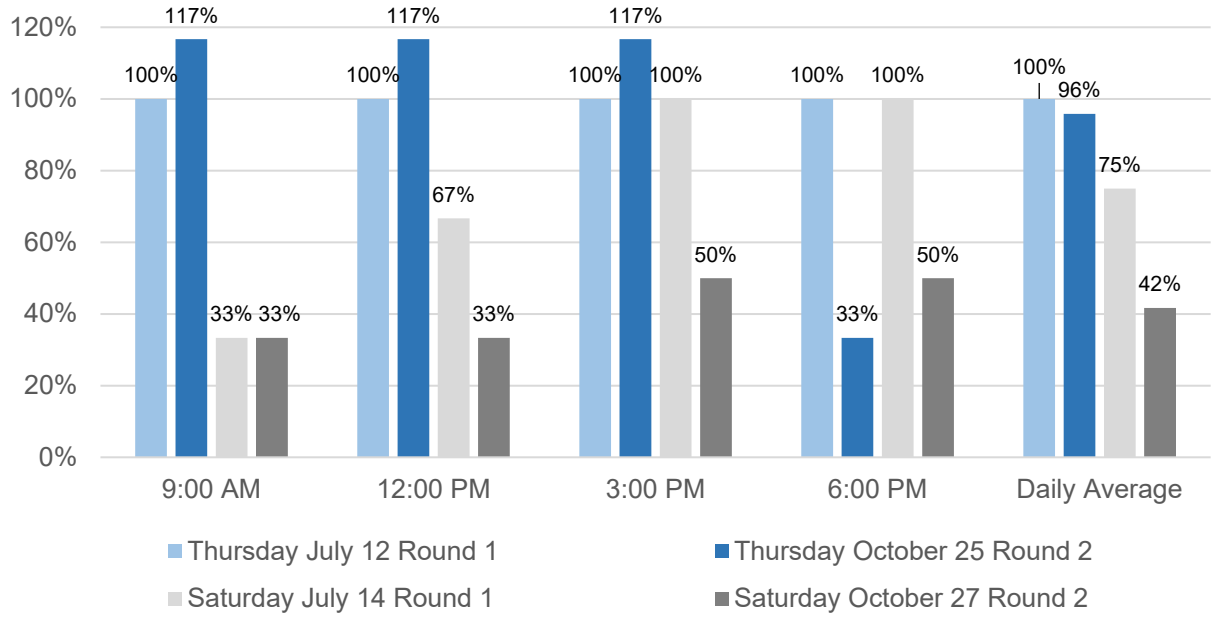
Table 12. Michigan Avenue Inventory Data

Space Type	Restriction	#
Unmarked	None	3
Marked	None	3
Total		**6**

Occupancy Data

Michigan Avenue's Rounds 1 and 2 weekday on-street occupancy rates averaged 100% and 96%, respectively, across all time periods. All four weekday time periods during Round 1 were 100% occupied, while three of four weekday time periods during Round 2 exceeded 100% occupancy. The 200 block of Michigan Street is located adjacent to the OTC parking lot, which was routinely at capacity throughout the study. On the weekend during Round 2, occupancy was much lower, averaging 42% across all time periods, with parking activity steadily increasing throughout the day.

Figure 13. Michigan Avenue Occupancy Data



2.1.11 Mission Avenue

On-street occupancy data were recorded for a seven-block segment of Mission Avenue, stretching from Myers Street in the southwest to Nevada Street in the northeast. Counts were recorded for both the northern and southern sides of the street. Occupancy counts along both sides of the 100 block, Pacific Street to Myers Street, and 900 block, Clementine Street to Horne Street, as well as the southern side of the 400 block, Tremont Street to Coast Highway, were not collected due to "No Parking Anytime" restrictions. As shown in Table 13, Mission Avenue's inventory consists of 51 unmarked, marked, handicap, grey, green, and 5-minute passenger loading spaces. Land use along Mission Avenue is primarily commercial, providing access from Interstate 5 to Oceanside City Hall and the beach. During the study, various parking restrictions were observed on posted signage.

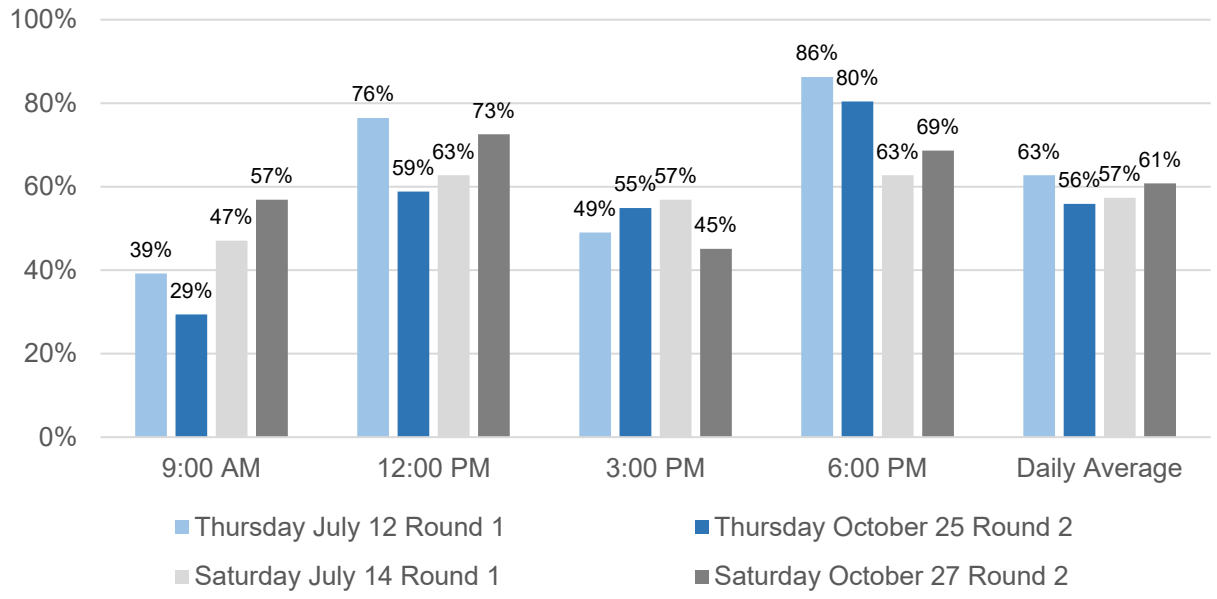
Table 13. Mission Avenue Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 5 AM to 6 AM, 1 Hour Parking	2
Unmarked	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	16
Marked	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	20
Marked	1 HR Parking 9 AM to 9 PM, No Parking 5 AM to 6 AM	3
Marked	None	2
HC	2 HR Parking 9 AM to 9 PM, No Parking 5 AM to 6 AM	1
Grey	2 HR Parking 9 AM to 9 PM, No Parking 5 AM to 6 AM	1
Green	No Parking 5 AM to 6 AM	4
5 Min Passenger Loading	None	2
Total		**51**

Occupancy Data

Mission Avenue's Round 1 average weekday and weekend on-street occupancy rates were well below the 80% threshold, at 63%and 57%, respectively, across all time periods. Round 2 averages were slightly less, with weekday and weekend averages of 56% and 61%, respectively. Occupancy fluctuated throughout all four days, ranging from a peak of 86% during the 6 PM weekday Round 1 time period, to a low of 29% during the 9 AM weekday Round 2 time period. While overall occupancy rates were well below the 80% threshold, occupancy along the 400 block, Tremont Street to Coast Highway, exceeded 100% during the 3 PM and 6 PM weekday time periods during both rounds (Appendix A).

Figure 14. Mission Avenue Occupancy Data



2.1.12 Myers Street

On-street occupancy data were recorded for a 12-block segment of Myers Street stretching from Sportfisher Drive in the northwest to Wisconsin Avenue in the southeast. Counts were recorded for both the eastern and western sides of the street. Occupancy counts were not recorded along the 500 N block, Surfrider Way to Sportfisher Drive, due to "No Parking Anytime" restrictions. As shown in Table 14, Myers Street's inventory consists of 278 unmarked, metered, yellow, and green spaces. Land use along Myers Street consists of single and multi-family residential, commercial, light industrial, and recreational areas. During the study, various parking restrictions were observed on posted signage.

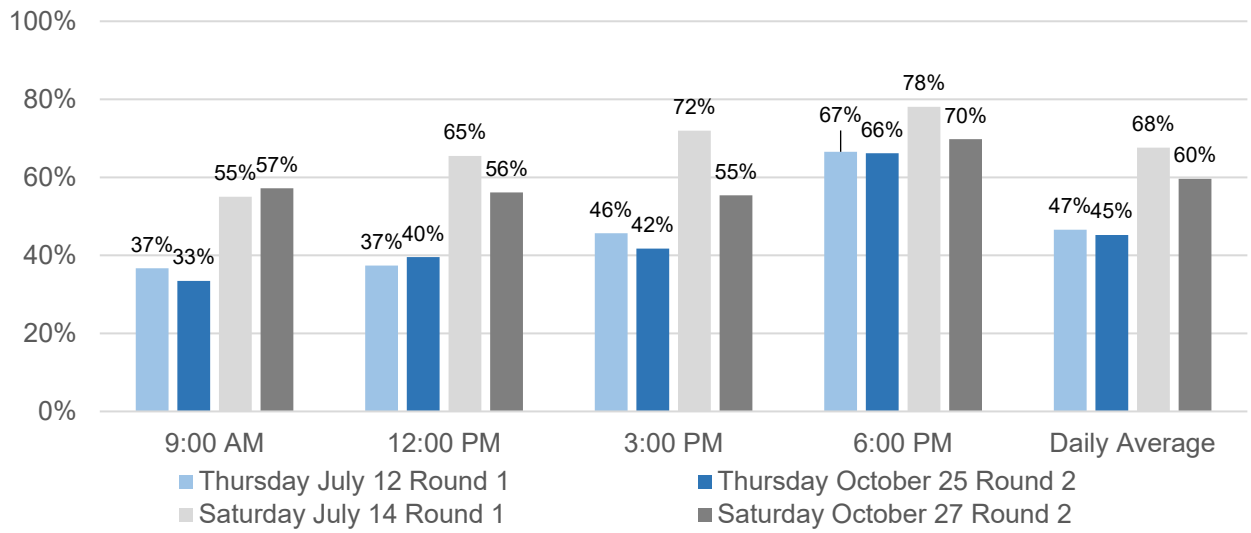
Table 14. Myers Street Inventory Data

Space Type	Restriction	#
Unmarked	4 HR Parking- 6 AM to 6 PM, No Parking 10 AM to 2 PM (1st & 3rd Monday) - Street Sweeping	65
Unmarked	4 HR Parking- 6 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	51
Unmarked	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping, 20 Min Parking	9
Unmarked	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping, 4 Hour Parking - 6 AM to 6 PM	14
Metered	Metered Parking 5 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	29
Metered	Metered Parking 5 AM to 6 PM, No Parking 2 AM to 5 AM	36
Metered	Metered Parking 5 AM to 6 PM	59
Metered	None	11
Yellow	Metered Parking 5 AM to 6 PM, No Parking 2 AM to 5 AM	2
Yellow	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping, 20 Min Parking	1
Green	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping, 20 Min Parking	1
Total		**278**

Occupancy Data

Myers Street's Round 1 average weekday and weekend on-street occupancy rates were well below the 80% threshold, at 47% and 68%, respectively, across all time periods. Round 2 averages were slightly less, with weekday and weekend averages of 45% and 60%, respectively. During both rounds, occupancy was higher across all time periods on the weekend than during the week. Myers Street parking is in close proximity to the beach.

Figure 15. Myers Street Occupancy Data



2.1.13 Neptune Way

On-street occupancy data were recorded for a four-block segment of Neptune Way stretching from the entrance to the beach in the southwest to Coast Highway in the northeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 15, Neptune Way's inventory consists of 55 unmarked, metered, and 5-minute passenger loading spaces located primarily within single and multi-family residential areas. During the study, various parking restrictions were observed on posted signage.

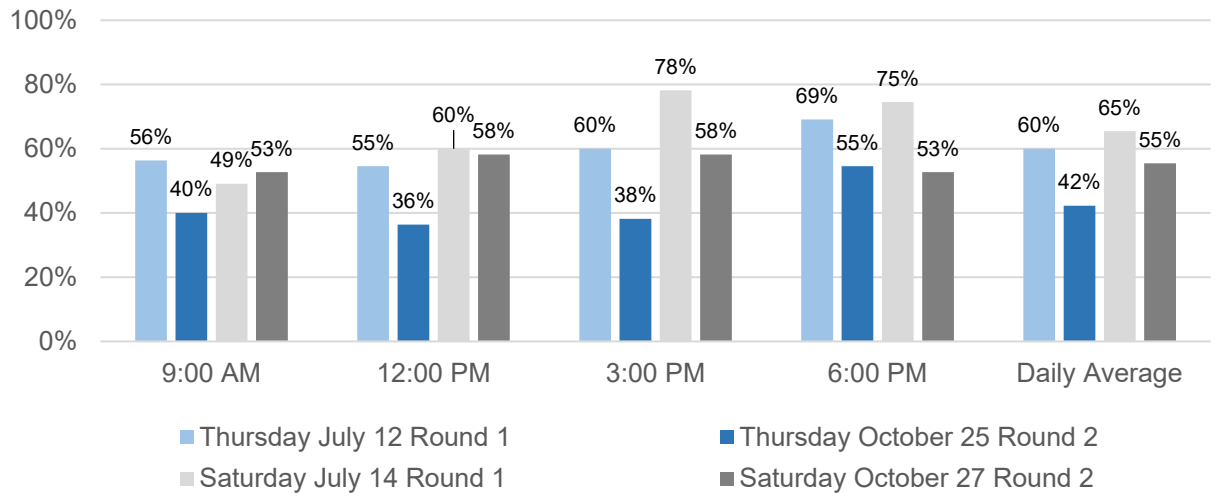
Table 15. Neptune Way Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	37
Metered	Metered Parking 6 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	17
5 Min Passenger Loading	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	1
Total		**55**

Occupancy Data

Neptune Way's Round 1 average weekday and weekend on-street occupancy rates were well below the 80% threshold, at 60% and 65%, respectively, across all time periods. Round 2 average occupancies were lower, with weekday and weekend averages of 42% and 55%, respectively. Weekday occupancy during both Rounds 1 and 2 gradually increase to peak occupancy during the 6 PM time period, at 69% and 55%, respectively. Peak occupancy on the weekend occurred midday during both Rounds 1 (78% during 3 PM) and 2 (58% during both 12 PM and 3 PM).

Figure 16. Neptune Way Occupancy Data



2.1.14 Nevada Street

On-street occupancy data were recorded for a five-block segment of Nevada Street stretching from Surfrider Way in the northwest to Seagaze Drive in the southeast. Counts were recorded for both the eastern and western sides of the street. As shown in Table 16, Nevada Street's inventory consists of 124 unmarked spaces located primarily within single and multi-family residential areas, as well as commercial areas. During the study, various parking restrictions were observed on posted signage.

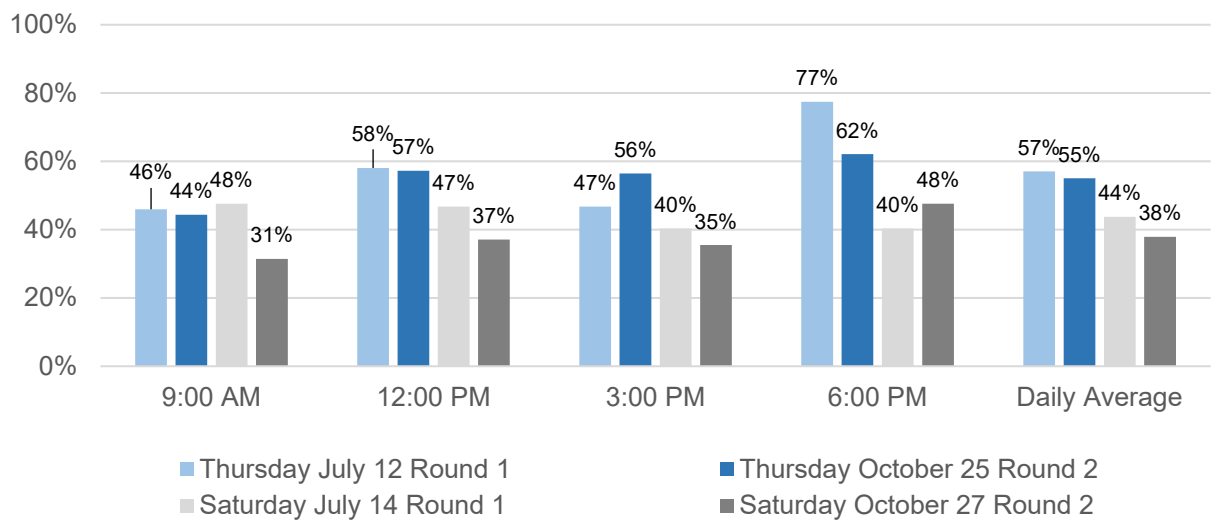
Table 16. Nevada Street Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 9 AM (1st & 3rd Monday) - Street Sweeping	28
Unmarked	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking 5 AM to 6 AM	34
Unmarked	2 HR Parking 8 AM to 5 PM- Except Sundays & Holidays, No Parking 5 AM to 6 AM	13
Unmarked	No Parking 9 AM to 12 PM (1st & 3rd Monday)- Street Sweeping	13
Unmarked	No Parking 9 AM to 12 AM Monday- Street Sweeping	15
Unmarked	No Parking 5 AM to 6 AM Monday	21
Total		**124**

Occupancy Data

Nevada Street's Round 1 average weekday and weekend on-street occupancy rates were well below the 80% threshold, at 57% and 44%, respectively, across all time periods. Round 2 averages were slightly lower, with weekday and weekend averages of 55% and 38%, respectively. Weekday occupancy for Rounds 1 and 2, as well as on the weekend for Round 2, gradually increased to peak occupancy during the 6 PM time period, at 77%, 62%, and 48%, respectively. Weekend peak occupancy for Round 1 was 48% during the 9 AM time period. While overall occupancy rates were well below the 80% threshold, average occupancy along the 300 block of Nevada Street, Civic Center Drive to Pier View Way, during Round 1 was 98%, and during Round 2 was 102%. (Appendix A).

Figure 17. Nevada Street Occupancy Data



2.1.15 Pacific Street

On-street occupancy data were recorded for a nine-block segment of Pacific Street stretching from Breakwater Way in the northwest to Tyson Street in the southeast. Counts were recorded for both the eastern and western sides of the street. As shown in Table 17, Pacific Street's inventory consists of 184 metered, yellow, and 5-minute passenger loading spaces located primarily within single and multi-family residential areas, as well as resort and commercial areas. Pacific Street is the closest parallel street to the beach. During the study, various parking restrictions were observed on posted signage.

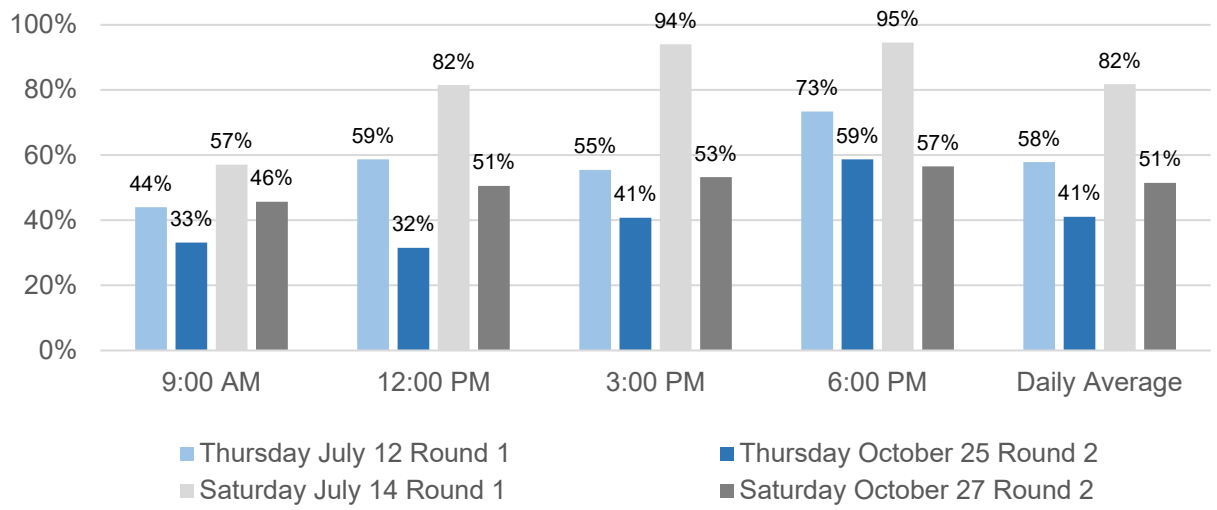
Table 17. Pacific Street Inventory Data

Space Type	Restriction	#
Metered	Metered Parking 6 AM to 6 PM, No Parking 10 AM to 2 PM (1st & 3rd Monday)- Street Sweeping	64
Metered	Metered Parking 6 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday)- Street Sweeping	43
Metered	Metered Parking 6 AM to 6 PM, No Parking 2 AM to 5 AM	37
Metered	Metered Parking 6 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday)- Street Sweeping, No Parking Vehicles over 7 Ft. High	2
Metered	Metered Parking 5 AM to 6 PM, No Parking 10 AM to 2 PM (1st & 3rd Monday)- Street Sweeping	22
Metered	Metered Parking 5 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday)- Street Sweeping	11
Yellow	Metered Parking 6 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday)- Street Sweeping	2
5 Min Passenger Loading	Metered Parking 5 AM to 6 PM, No Parking 2 AM to 5 AM	3
Total		**184**

Occupancy Data

Pacific Street's Round 1 average weekday on-street occupancy rate was well below the 80% threshold, at 58%. Weekend on-street occupancy across all time periods was 82%, exceeding the target threshold. Round 2 averages were significantly lower, with weekday and weekend averages of 41% and 51%, respectively. While occupancy increased throughout all four data collection days, occupancy peaked during all four data collection days during the 6 PM time period.

Figure 18. Pacific Street Occupancy Data



2.1.16 Pier View Way

On-street occupancy data were recorded for a seven-block segment of Pier View Way stretching from Myers Street in the southwest to Horne Street in the northeast. Counts were recorded for both the northern and southern sides of the street. During both rounds of data collection, the 300 block, Cleveland Street to Tremont Street, 400 block, Tremont Street to Coast Highway, and 500 block, Coast Highway to Ditmar Street, were closed at different time points each day for the Farmers Market. As shown in Table 18, Pier View Way's inventory consists of 175 unmarked, marked, metered, loading, 15 minute, and green spaces located primarily within commercial and government areas. During the study, various parking restrictions were observed on posted signage.

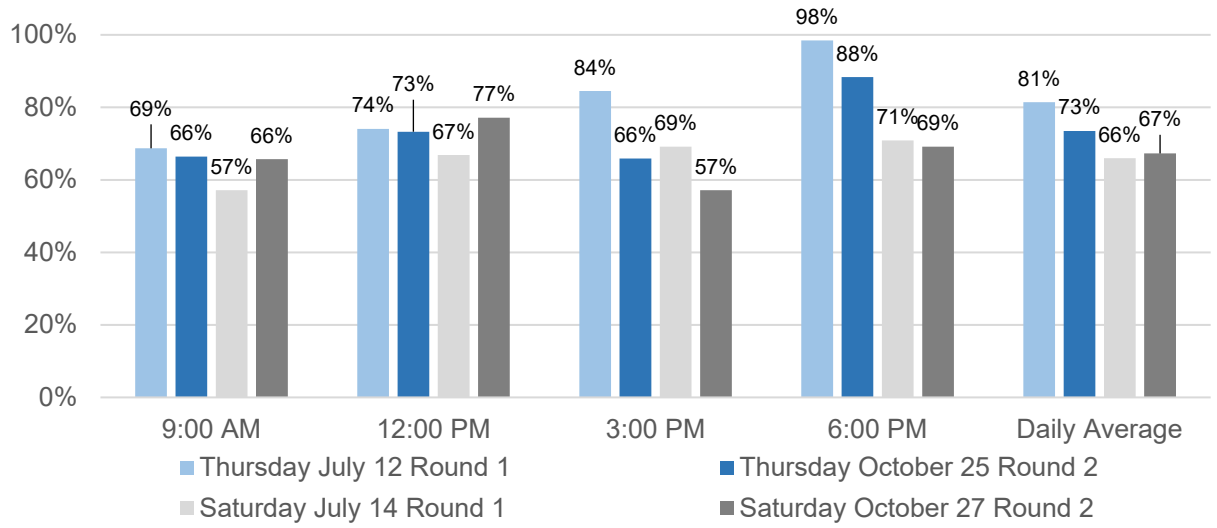
Table 18. Pier View Way Inventory Data

Space Type	Restriction	#
Unmarked	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	9
Unmarked	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking Thursday 2 PM to 11 PM	6
Unmarked	2 HR Parking 9 AM to 6 PM, No Parking Thursday 5 AM to 2 PM	6
Unmarked	None	4
Marked	No Parking 5 AM to 6 AM	39
Marked	No Parking 5 AM to 6 AM, No Parking Thursday 2 PM to 11 PM	12
Marked	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking Thursday 2 PM to 11 PM	10
Marked	2 HR Parking 9 AM to 6 PM, No Parking Thursday 5 AM to 2 PM	36
Marked	None	14
Metered	Metered Parking 5 AM to 6 PM, No Parking 2 AM to 5 AM	29
Loading	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking Thursday 2 PM to 11 PM	1
Loading	2 HR Parking 9 AM to 6 PM, No Parking Thursday 5 AM to 2 PM	2
15 Minute	2 HR Parking 9 AM to 6 PM- Except Sundays & Holidays, No Parking Thursday 2 PM to 11 PM	3
15 Minute	No Parking 5 AM to 6 AM	2
Green	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	2
Total		**175**

Occupancy Data

Pier View Way's Round 1 average weekday on-street occupancy rate was just above the 80% threshold, at 81%, across all time periods, and accounted for block segment closures due to the Farmers Market. Occupancy increased throughout the weekday during Round 1, with a peak of 98% during the 6 PM time period. Round 1 average weekend on-street occupancy rate was below the threshold, at 66%. Similarly, Round 2 average weekday occupancy of 73% was impacted by the Farmers Market block segment closures. Round 2 average weekend on-street occupancy was slightly higher than in Round 1.

Figure 19. Pier View Way Occupancy Data



2.1.17 Seagaze Drive

On-street occupancy data were recorded for a nine-block segment of Seagaze Drive stretching from Myers Street in the southwest to Horne Street in the northeast. Counts were recorded for both the northern and southern sides of the street. Occupancy counts were not recorded between The Strand and Pacific Street due to "No Parking Anytime" restrictions. As shown in Table 19, Seagaze Drive's inventory consists of 126 unmarked, marked, metered, and 15-minute spaces located primarily within commercial and multi-family residential areas. During the study, various parking restrictions were observed on posted signage.

Table 19. Seagaze Drive Inventory Data

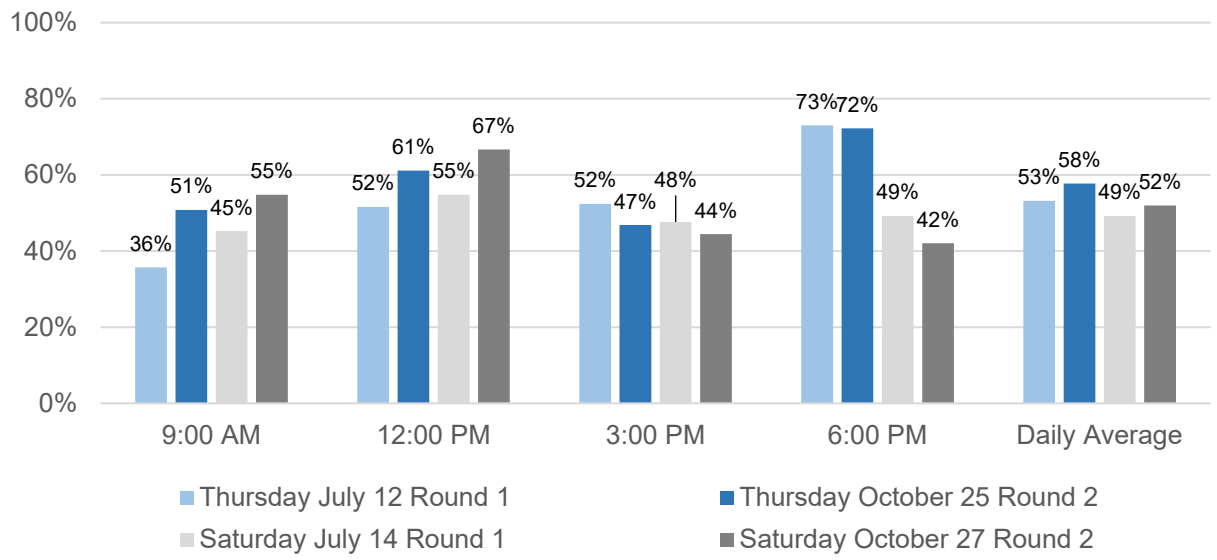
Space Type	Restriction	#
Unmarked	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	40
Unmarked	None	2
Marked	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	25
Marked	None	44
Metered	Metered Parking 5 AM to 6 PM, No Parking 2 AM to 5 AM	12
15 Minute	2 HR Parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	3
Total		**126**

Occupancy Data

Seagaze Drive's Round 1 average weekday and weekend on-street occupancy rates were well below the 80% threshold, at 53% and 49%, respectively, across all time periods. Round 2 weekday and weekend averages were slightly higher, at 58% and 52%, respectively. During Round 1, weekday occupancy rates gradually increased throughout

the day, while during Round 2,weekday occupancy rates fluctuated throughout the day. Occupancy rates fluctuated on the weekend, with occupancy peaking at 12 PM during both Rounds 1 and 2, at 55% and 67%, respectively. Occupancy exceeded 100% at 6 PM during the week in Round 1 along the 300 block, Cleveland Street to Tremont Street, at 6 PM, and again on the weekend at 9 AM along the 600 block, Freeman Street to Ditmar Street. (Appendix A).

Figure 20. Seagaze Drive Occupancy Data



2.1.18 Sportfisher Drive

On-street occupancy data were recorded for an eight-block segment of Sportfisher Drive stretching from Myers Street in the southwest to Horne Street in the northeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 20, Sportfisher Drive's inventory consists of 119 unmarked and metered spaces located primarily within single and multi-family residential areas. During the study, various parking restrictions were observed on posted signage.

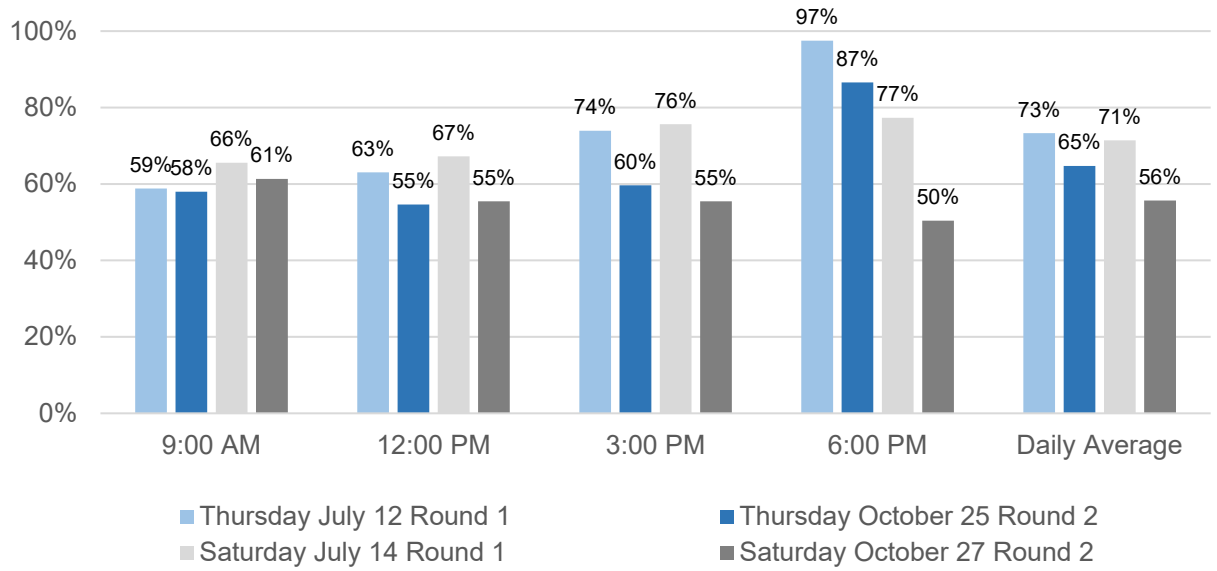
Table 20. Sportfisher Drive Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	32
Unmarked	No Parking 9 AM to 12 PM (1st & 3rd Monday) - Street Sweeping	36
Unmarked	No Parking 6 AM to 9 AM (1st & 3rd Monday) - Street Sweeping	40
Metered	Metered Parking 5 AM to 6 PM, No Parking 10 AM to 2 PM (1st & 3rd Monday) - Street Sweeping	11
Total		**119**

Occupancy Data

Sportfisher Drive's Round 1 average weekday and weekend on-street occupancy rates were slightly below the 80% threshold, at 73% and 71%, respectively, across all time periods. Round 2 averages were lower than Round 1, with weekday and weekend averages of 65% and 56%, respectively. While Round 1 weekend rates only increased slightly (2%) between 9 AM and 3 PM, there was a significant increase (27%) between 3 PM and 6 PM. During the 6 PM time period during the week, the 100 block, Pacific Street to Myers Street, 300 block, Cleveland Street to Tremont Street, 400 block, Tremont Street to Coast Highway, 600 block, Freeman Street to Ditmar Street, and 700 block, Ditmar Street to Nevada Street, were either at or exceeded 100% occupancy. On the weekend, the 300 block of Sportfisher Drive exceeded 100% during both the 3 PM and 6 PM time periods (Appendix A).

Figure 21. Sportfisher Drive Occupancy Data



2.1.19 Surfrider Way

On-street occupancy data were recorded for a nine-block segment of Surfrider Way stretching from the Strand in the southwest to Horne Street in the northeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 21, Surfrider Way's inventory consists of 128 unmarked, metered, and yellow spaces located within single and multi-family residential, commercial, and resort areas. During the study, various parking restrictions were observed on posted signage.

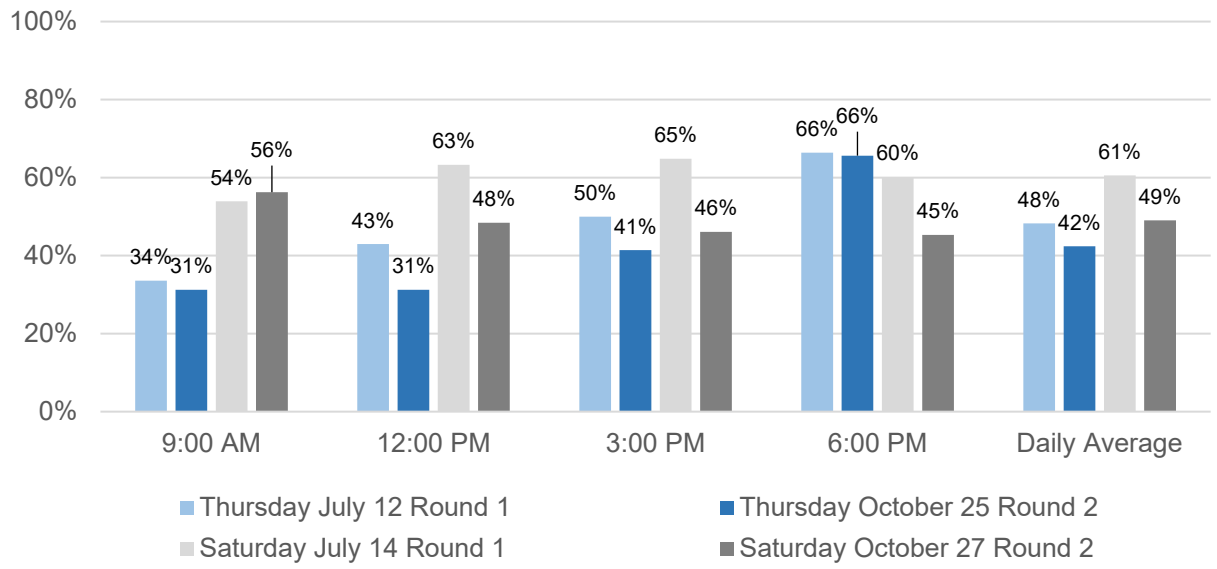
Table 21. Surfrider Way Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	40
Unmarked	No Parking 9 AM to 12 PM (1st & 3rd Monday) - Street Sweeping	32
Unmarked	No Parking 6 AM to 9 AM (1st & 3rd Monday) - Street Sweeping	35
Unmarked	No Parking 9 AM to 1 PM (1st & 3rd Monday) - Street Sweeping	7
Metered	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	12
Yellow	None	2
Total		**128**

Occupancy Data

Surfrider Way's Round 1 average weekday and weekend on-street occupancy rates were well below the 80% threshold, at 48% and 61%, respectively, across all time periods. Round 2 averages were slightly lower, with weekday and weekend averages of 42% and 49%, respectively. Weekday occupancy for both rounds peaked at 66% during the 6 PM time period, while weekend peak occupancy occurred at 3 PM (65%) in Round 1 and at 9 AM (56%) in Round 2. Both Round 1 (34%) and Round 2 (31%) weekday occupancy were lowest earlier in the day.

Figure 22. Surfrider Way Occupancy Data



2.1.20 Topeka Street

On-street occupancy data were recorded for a two-block segment of Topeka Street stretching from Tremont Street in the southwest to Freeman Street in the northeast. Counts were recorded for both the northern and southern sides of the street. The two-block segment is bisected by Coast Highway. As shown in Table 22, Topeka Street's

inventory consists of 26 unmarked spaces located primarily within commercial areas. During the study parking restrictions were observed on posted signage.

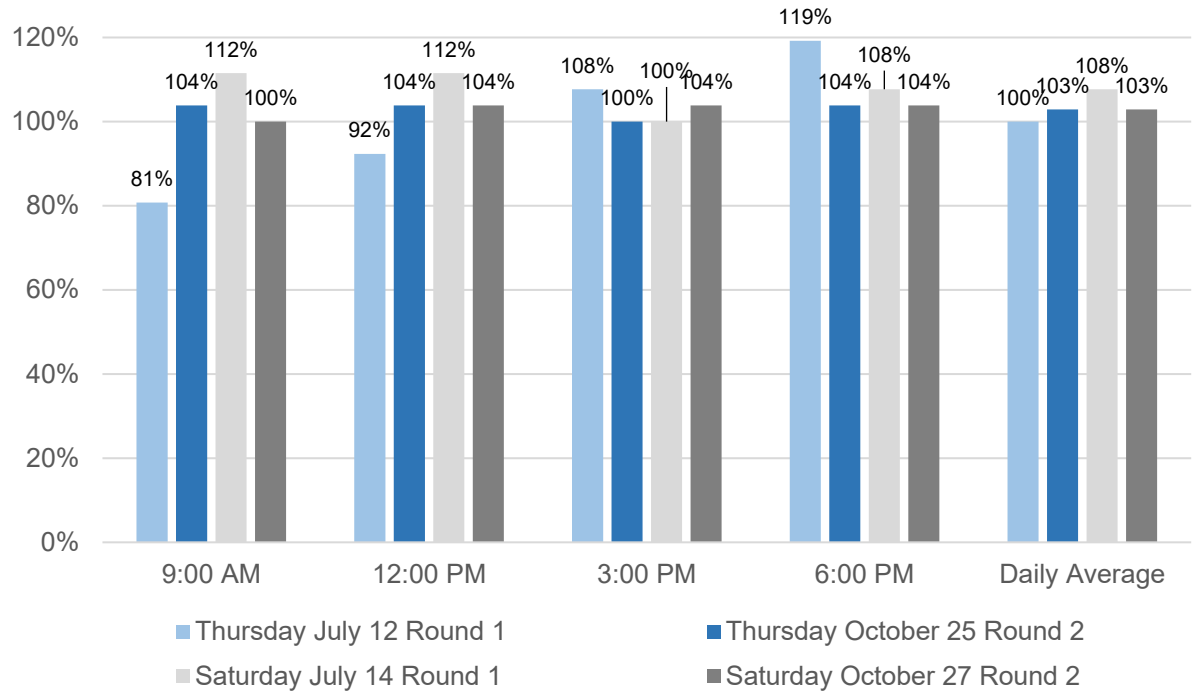
Table 22. Topeka Street Inventory Data

Space Type	Restriction	#
Unmarked	2 Hour parking 9 AM to 6 PM, No Parking 5 AM to 6 AM	13
Unmarked	None	13
Total		**26**

Occupancy Data

Topeka Street's Round 1 average weekday and weekend on-street occupancy rates were well above the 80% threshold, at 100% and 108%, respectively, across all time periods. Round 2 averages also exceeded the threshold, with weekday and weekend averages of 103% each. All time periods during both rounds of data collection exceeded 80%, with 11 of the 16 rounds above 100%. Topeka Street parking is located in close proximity to the OTC, restaurants, and an automotive repair facility.

Figure 23. Topeka Street Occupancy Data



2.1.21 Tremont Street

On-street occupancy data were recorded for an eight-block segment of Tremont Street stretching from Neptune Way in the northwest to Michigan Avenue in the southeast. Counts were recorded for both the eastern and western sides of the street. During both

rounds of data collection, the 200 N block, Pier View Way to Mission Avenue, and 300 N block, Civic Center Drive to Pier View Way, were closed due to the Farmers Market and construction. As shown in Table 23, Tremont Street's inventory consists of 245 unmarked, marked, loading, motorcycle, and 15-minute spaces located primarily within single and multi-family residential, commercial, and public transportation areas. During the study, various parking restrictions were observed on posted signage.

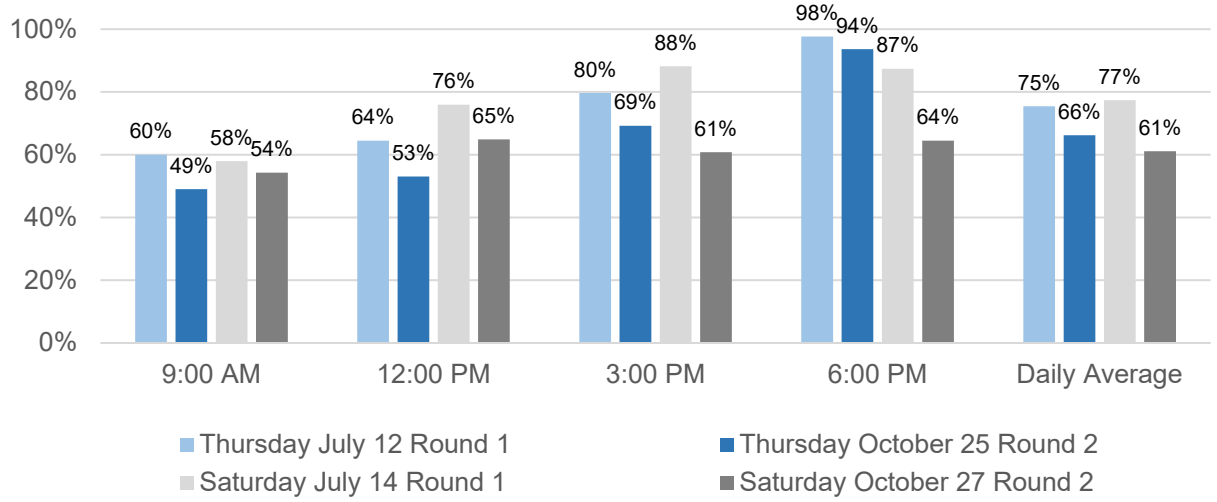
Table 23. Tremont Street Inventory Data

Space Type	Restriction	#
Unmarked	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	154
Unmarked	No Parking 4 AM to 6 AM (2nd & 4th Monday)	16
Unmarked	2 HR Parking 9 AM to 6 PM, No Parking Thursday 2 PM to 11 PM	16
Marked	2 HR Parking 9 AM to 6 PM, No Parking Thursday 2 PM to 11 PM	54
Loading	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	2
Motorcycle	2 HR Parking 9 AM to 6 PM, No Parking Thursday 2 PM to 11 PM	1
15 Min	2 HR Parking 9 AM to 6 PM, No Parking Thursday 2 PM to 11 PM	2
Total		**245**

Occupancy Data

Tremont Street's Round 1 average weekday and weekend on-street occupancy rates were slightly below the 80% threshold, at 75% and 77%, respectively, across all time periods. Round 2 averages were also below the threshold, with weekday and weekend averages of 66% and 61%, respectively. During both rounds of weekday data collection, peak occupancy occurred during the 6 PM time period, exceeding 90% occupancy on both occasions. During Round 1 weekend data collection, occupancy exceeded 80% during both the 3 PM and 6 PM time periods.

Figure 24. Tremont Street Occupancy Data



2.1.22 Tyson Street

On-street occupancy data were recorded for a two-block segment of Tyson Street stretching from Pacific Street in the southwest to the entrance to Lots 26 South and 27 C&D in the northeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 24, Tyson Street's inventory consists of 23 metered spaces located near the beach, primarily within single and multi-family residential areas. During the study, various parking restrictions were observed on posted signage.

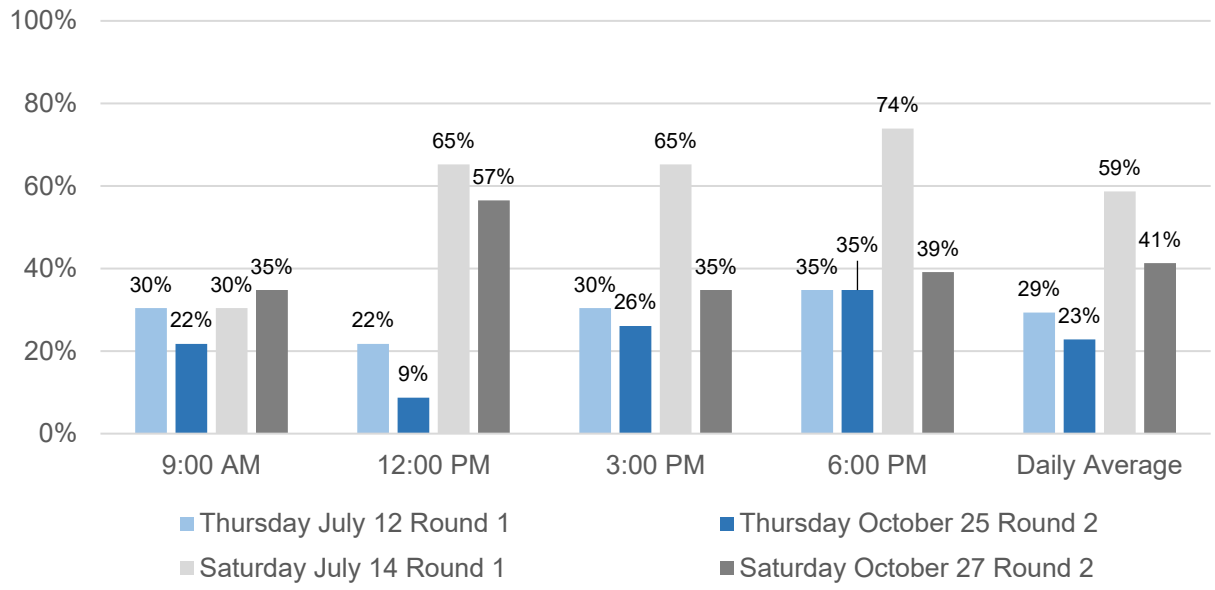
Table 24. Tyson Street Inventory Data

Space Type	Restriction	#
Metered	Metered Parking 6 AM to 6 PM, No Parking 10 AM to 2 PM (1st & 3rd Monday) - Street Sweeping	17
Metered	Metered Parking 6 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	6
Total		**23**

Occupancy Data

Tyson Street's Round 1 average weekday and weekend on-street occupancy rates were well below the 80% threshold, at 29% and 59%, respectively, across all time periods. Round 2 averages were also well below the threshold, with weekday and weekend averages of 23% and 41%, respectively. Weekend occupancy was much higher during both rounds of data collection. While the average occupancy across all time periods for all four data collection days was very low, Round 1 weekend occupancy rates along the 200 block, Pacific Street to Myers Street, during the 12 PM, 3 PM, and 6 PM time periods exceeded 80% (Appendix A).

Figure 25. Tyson Street Occupancy Data



2.1.23 Windward Way

On-street occupancy data were recorded for a four-block segment of Windward Way stretching from the entrance to the beach in the southwest to Coast Highway in the northeast. Counts were recorded for both the northern and southern sides of the street. As shown in Table 25, Windward Way's inventory consists of 61 unmarked, metered, handicap, and 5-minute passenger loading spaces located primarily within single and multi-family residential areas. During the study, various parking restrictions were observed on posted signage.

Table 25. Windward Way Inventory Data

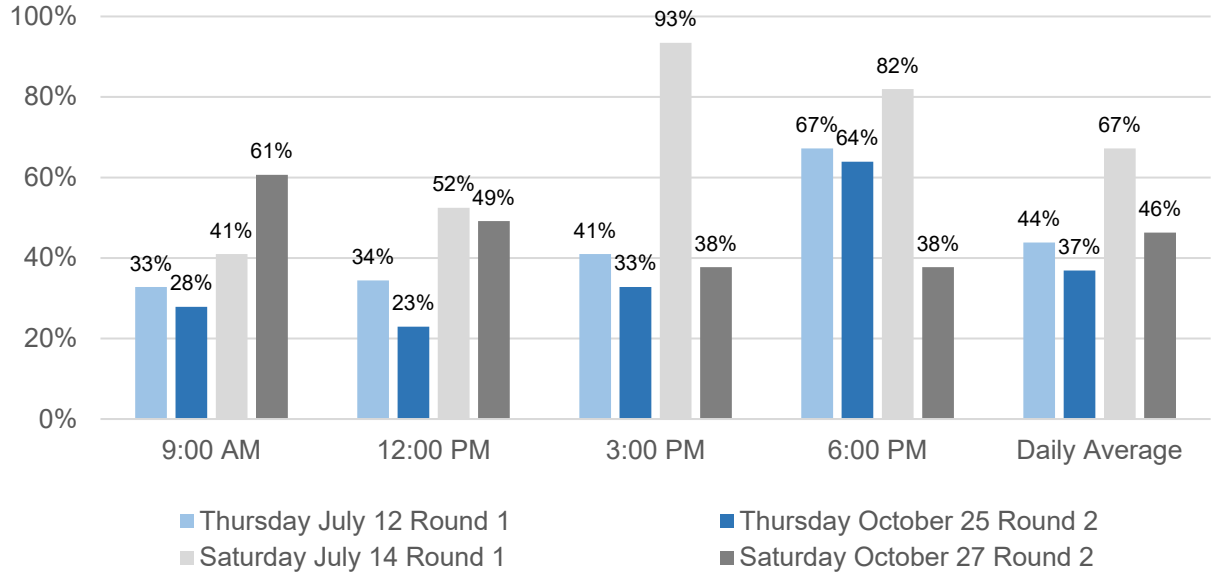
Space Type	Restriction	#
Unmarked	No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	30
Metered	Metered Parking 6 AM to 6 PM, No Parking 6 AM to 10 AM (1st & 3rd Monday) - Street Sweeping	19
Metered	Metered Parking 6 AM to 6 PM	10
Handicap	Metered Parking 6 AM to 6 PM	1
5 Min Passenger Loading	Metered Parking 6 AM to 6 PM	1
Total		**61**

Occupancy Data

Windward Way's Round 1 average weekday and weekend on-street occupancy rates were below the 80% threshold, at 44% and 67%, respectively, across all time periods. Round 2 averages were well below the threshold, with weekday and weekend averages

of 37% and 46%, respectively. While weekday occupancy rates increased throughout the day during both rounds of data collection, with peak occupancy occurring during the 6 PM time period (Round 1, 67% Round 2, 64%), peak occupancy on the weekend occurred earlier in the day, 93% during the 3 PM time period during Round 1 and 61% during the 9 AM time period during Round 2.

Figure 26. Windward Way Occupancy Data



2.2 Daily Comparisons

2.2.1 Occupancy Rates

Tables 26 through 31 compare Rounds 1 and 2 weekday, weekend, and daily average occupancy rates across each of the 23 on-street locations. Several observed on-street locations exceeded the 80% threshold occupancy rate for at least one time period. Elm Street and Topeka Street both exceeded this target throughout all time periods during both rounds of data collection. When both rounds of data collection for weekday, weekend and daily average occupancy rates were combined, several observed on-street locations exceeded 80% for at least one time period. Elm Street, Michigan Avenue, and Elm Street all exceeded the 80% threshold during multiple time periods. The 6 PM weekday and weekend time period displayed the highest total daily average at 75% and 61%, respectively. The 9 AM weekday and weekend time period displayed the lowest total daily averages at 46% and 53%, respectively.

Table 26. Round 1 Weekday Occupancy Rates Across On-Street Locations

Location	Inventory	Thursday July 12				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Ash Street	2	0%	0%	0%	0%	0%
Civic Center Drive	128	70%	77%	73%	96%	79%
Clementine Street	110	50%	55%	50%	49%	51%
Cleveland Street	136	63%	68%	78%	90%	75%
Coast Highway	88	57%	66%	72%	89%	71%
Ditmar Street	113	35%	60%	45%	79%	55%
Elm Street	5	80%	80%	80%	80%	80%
Freeman Street	129	50%	67%	57%	98%	68%
Horne Street	89	33%	29%	37%	22%	30%
Michigan Avenue	6	100%	100%	100%	100%	100%
Mission Avenue	51	39%	76%	49%	86%	63%
Myers Street	278	37%	37%	46%	67%	47%
Neptune Way	55	56%	55%	60%	69%	60%
Nevada Street	124	46%	58%	47%	77%	57%
Pacific Street	184	44%	59%	55%	73%	58%
Pier View Way	175	69%	74%	84%	98%	81%
Seagaze Drive	126	36%	52%	52%	73%	53%
Sportfisher Drive	119	59%	63%	74%	97%	73%
Surfrider Way	128	34%	43%	50%	66%	48%
Topeka Street	26	81%	92%	108%	119%	100%
Tremont Street	245	60%	64%	80%	98%	75%
Tyson Street	23	30%	22%	30%	35%	29%
Windward Way	61	33%	34%	41%	67%	44%
Total % Average	**2401**	**49%**	**57%**	**59%**	**78%**	**59%**

Table 27. Round 1 Weekend Occupancy Rates Across On-Street Locations

Location	Inventory	Saturday July 14				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Ash Street	2	100%	50%	50%	50%	63%
Civic Center Drive	128	41%	55%	45%	39%	45%
Clementine Street	110	46%	45%	45%	48%	46%
Cleveland Street	136	74%	74%	85%	86%	80%
Coast Highway	88	50%	53%	55%	63%	55%
Ditmar Street	113	42%	49%	50%	58%	50%
Elm Street	5	100%	100%	100%	100%	100%
Freeman Street	129	62%	55%	47%	60%	56%
Horne Street	89	24%	28%	30%	27%	27%
Michigan Avenue	6	33%	67%	100%	100%	75%
Mission Avenue	51	47%	63%	57%	63%	57%
Myers Street	278	55%	65%	72%	78%	68%
Neptune Way	55	49%	60%	78%	75%	65%
Nevada Street	124	48%	47%	40%	40%	44%
Pacific Street	184	57%	82%	94%	95%	82%
Pier View Way	175	57%	67%	69%	71%	66%
Seagaze Drive	126	45%	55%	48%	49%	49%

Location	Inventory	Saturday July 14				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Sportfisher Drive	119	66%	67%	76%	77%	71%
Surfrider Way	128	54%	63%	65%	60%	61%
Topeka Street	26	112%	112%	100%	108%	108%
Tremont Street	245	58%	76%	88%	87%	77%
Tyson Street	23	30%	65%	65%	74%	59%
Windward Way	61	41%	52%	93%	82%	67%
Total % Average	**2401**	**53%**	**62%**	**66%**	**68%**	**62%**

Table 28. Round 2 Weekday Occupancy Rates Across On-Street Locations

Location	Inventory	Thursday October 25				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Ash Street	2	100%	50%	50%	50%	63%
Civic Center Drive	128	68%	72%	66%	87%	73%
Clementine Street	110	46%	43%	45%	41%	44%
Cleveland Street	136	36%	51%	68%	91%	61%
Coast Highway	88	48%	67%	58%	91%	66%
Ditmar Street	113	33%	51%	31%	64%	45%
Elm Street	5	80%	80%	80%	80%	80%
Freeman Street	129	36%	57%	50%	79%	56%
Horne Street	89	31%	31%	30%	29%	31%
Michigan Avenue	6	117%	117%	117%	33%	96%
Mission Avenue	51	29%	59%	55%	80%	56%
Myers Street	278	33%	40%	42%	66%	45%
Neptune Way	55	40%	36%	38%	55%	42%
Nevada Street	124	44%	57%	56%	62%	55%
Pacific Street	184	33%	32%	41%	59%	41%
Pier View Way	175	66%	73%	66%	88%	73%
Seagaze Drive	126	51%	61%	47%	72%	58%
Sportfisher Drive	119	58%	55%	60%	87%	65%
Surfrider Way	128	31%	31%	41%	66%	42%
Topeka Street	26	104%	104%	100%	104%	103%
Tremont Street	245	49%	53%	69%	94%	66%
Tyson Street	23	22%	9%	26%	35%	23%
Windward Way	61	28%	23%	33%	64%	37%
Total % Average	**2401**	**44%**	**50%**	**51%**	**72%**	**52%**

Table 29. Round 2 Weekend Occupancy Rates Across On-Street Locations

Location	Inventory	Saturday October 27				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Ash Street	2	100%	100%	50%	100%	88%
Civic Center Drive	128	45%	45%	63%	44%	49%
Clementine Street	110	35%	38%	38%	29%	35%
Cleveland Street	136	71%	63%	56%	55%	61%
Coast Highway	88	49%	67%	53%	41%	53%
Ditmar Street	113	50%	41%	48%	49%	47%
Elm Street	5	80%	100%	80%	100%	90%
Freeman Street	129	50%	55%	57%	63%	56%
Horne Street	89	24%	20%	26%	28%	24%
Michigan Avenue	6	33%	33%	50%	50%	42%
Mission Avenue	51	57%	73%	45%	69%	61%
Myers Street	278	57%	56%	55%	70%	60%
Neptune Way	55	53%	58%	58%	53%	55%
Nevada Street	124	31%	37%	35%	48%	38%
Pacific Street	184	46%	51%	53%	57%	51%
Pier View Way	175	66%	77%	57%	69%	67%
Seagaze Drive	126	55%	67%	44%	42%	52%
Sportfisher Drive	119	61%	55%	55%	50%	56%
Surfrider Way	128	56%	48%	46%	45%	49%
Topeka Street	26	100%	104%	104%	104%	103%
Tremont Street	245	54%	65%	61%	64%	61%
Tyson Street	23	35%	57%	35%	39%	41%
Windward Way	61	61%	49%	38%	38%	46%
Total % Average	**2401**	**52%**	**55%**	**52%**	**54%**	**53%**

Table 30. Weekday Rounds 1 & 2 Combined Average Occupancy Rates Across On-Street Locations

Location	Inventory	Thursday Rounds 1 & 2 Combined Average				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Ash Street	2	50%	25%	25%	25%	31%
Civic Center Drive	128	69%	75%	70%	91%	76%
Clementine Street	110	48%	49%	48%	45%	48%
Cleveland Street	136	50%	60%	73%	91%	68%
Coast Highway	88	52%	66%	65%	90%	68%
Ditmar Street	113	34%	56%	38%	71%	50%
Elm Street	5	80%	80%	80%	80%	80%
Freeman Street	129	43%	62%	53%	88%	62%
Horne Street	89	32%	30%	34%	26%	30%
Michigan Avenue	6	108%	108%	108%	67%	98%
Mission Avenue	51	34%	68%	52%	83%	59%
Myers Street	278	35%	38%	44%	66%	46%
Neptune Way	55	48%	45%	49%	62%	51%
Nevada Street	124	45%	58%	52%	70%	56%

Location	Inventory	Thursday Rounds 1 & 2 Combined Average				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Pacific Street	184	39%	45%	48%	66%	49%
Pier View Way	175	68%	74%	75%	93%	77%
Seagaze Drive	126	43%	56%	50%	73%	55%
Sportfisher Drive	119	58%	59%	67%	92%	69%
Surfrider Way	128	32%	37%	46%	66%	45%
Topeka Street	26	92%	98%	104%	112%	101%
Tremont Street	245	55%	64%	74%	96%	70%
Tyson Street	23	26%	15%	28%	35%	26%
Windward Way	61	30%	29%	37%	66%	40%
Total % Average	**2401**	**46%**	**54%**	**55%**	**75%**	**58%**

Table 31. Weekend Rounds 1 & 2 Combined Average Occupancy Rates Across On-Street Locations

Location	Inventory	Saturday Rounds 1 & 2 Combined Average				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Ash Street	2	100%	75%	50%	75%	75%
Civic Center Drive	128	43%	50%	54%	41%	47%
Clementine Street	110	40%	41%	41%	39%	40%
Cleveland Street	136	72%	68%	70%	71%	70%
Coast Highway	88	49%	60%	54%	52%	54%
Ditmar Street	113	46%	45%	49%	54%	48%
Elm Street	5	90%	100%	90%	100%	95%
Freeman Street	129	56%	55%	52%	61%	56%
Horne Street	89	24%	24%	28%	28%	26%
Michigan Avenue	6	33%	50%	75%	75%	58%
Mission Avenue	51	52%	68%	51%	66%	59%
Myers Street	278	56%	61%	64%	74%	64%
Neptune Way	55	51%	59%	68%	64%	60%
Nevada Street	124	40%	42%	38%	44%	41%
Pacific Street	184	51%	66%	74%	76%	67%
Pier View Way	175	61%	72%	63%	70%	67%
Seagaze Drive	126	50%	61%	46%	46%	51%
Sportfisher Drive	119	63%	61%	66%	64%	64%
Surfrider Way	128	55%	56%	55%	53%	55%
Topeka Street	26	106%	108%	102%	106%	105%
Tremont Street	245	56%	70%	74%	76%	69%
Tyson Street	23	33%	61%	50%	57%	50%
Windward Way	61	51%	51%	66%	60%	57%
Total % Average	**2401**	**53%**	**59%**	**59%**	**61%**	**58%**

3.0 Off-Street Parking

3.1 Off-Street Data

The following section provides an overview of each surface lot and parking garage included in the data collection study. Data tables by day and time period for each off-street municipal facility can be found in Appendix B.

3.1.1 Lot 20

Off-street occupancy was recorded for Lot 20, a municipal public parking lot located on the northwestern edge of downtown, bordered by Pacific Street to the north and west, Lot 21 North End to the southeast, and railroad tracks to the northeast. As shown in Table 32, the inventory for Lot 20 consists of 119 spaces of which 112 are regular parking spaces. The remaining space types include handicap regular, handicap van, and motorcycle.

Table 32. Lot 20 Inventory Data

Space Type	#
Regular	112
Handicap Regular	4
Handicap Van	1
Motorcycle	2
Total	**119**

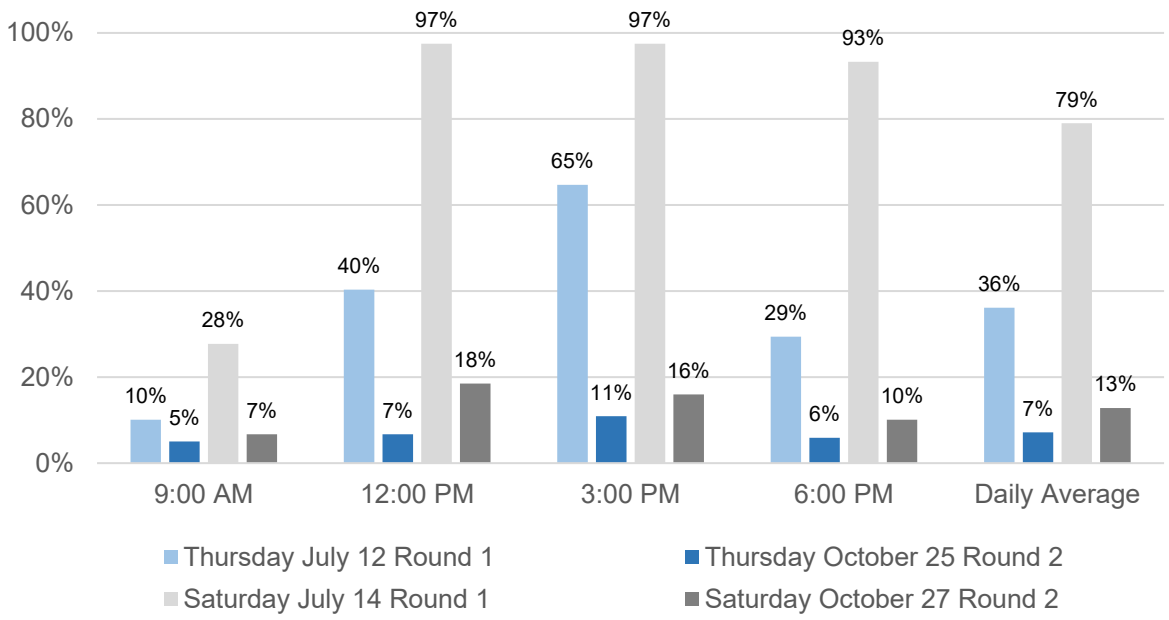
Occupancy Data

Round 1 (July 12 and 14) occupancy rates in Lot 20 averaged 36% across all time periods during the week and 79% on the weekend. Round 2 (October 25 and 27) averages were significantly less, with weekday and weekend averages of 7% and 13%, respectively. Round 1 weekday occupancy rates ranged from a minimum of 10% during the 9 AM time period to a maximum of 65% during the 3 PM time period, while Round 2 weekday rates ranged from a minimum of 5% during the 9 AM time period to a maximum of 11% during the 3 PM time period. During both rounds of weekday data collection, occupancy declined during the 6 PM time period. Round 1 occupancy rates increased sharply during the weekend, ranging from a minimum of 28% during the 9 AM time period to a maximum of 97% during the 12 PM and 3 PM time periods. Round 2 weekend occupancy gradually decreased from 12 PM until 6 PM.

Figure 27 displays observed occupancy rates by day and time period for both rounds of data collection. Occupancy rates during both rounds of weekday and Round 2 weekend

data collection reflect a pattern of greater usage between 12 PM and 3 PM, while Round 1 weekend occupancy rates reflect a pattern of heavy usage beginning at 12 PM.

Figure 27. Lot 20 Occupancy Data



3.1.2 Lot 21 North End

Off-street occupancy was recorded for Lot 21 North End, a municipal public parking lot bordered by Lot 20 to the northwest, Montllor Farms to the southwest, Lot 21 Mid Section and Neptune Way to the southeast, and railroad tracks to the northeast. As shown in Table 33, The inventory for Lot 21 North End consists of 36 regular spaces.

Table 33. Lot 21 North End Inventory Data

Space Type	#
Regular	36
Total	**36**

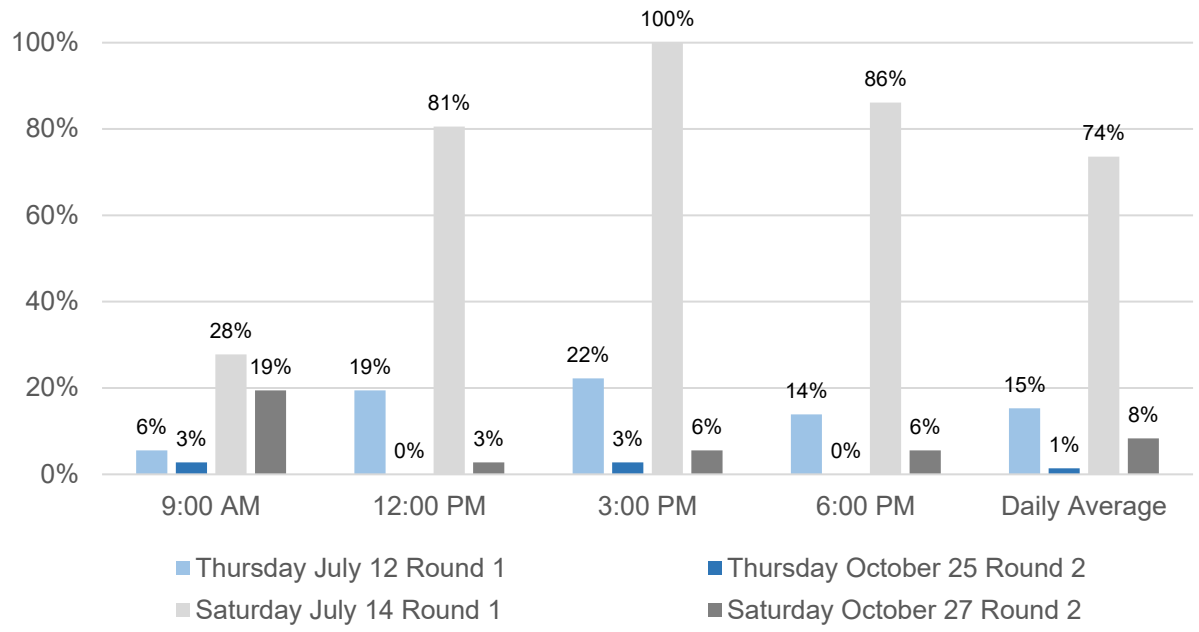
Occupancy Data

Round 1 occupancy rates in Lot 21 North End averaged 15% across all time periods during the week and 74% on the weekend. Round 2 averages were significantly less, with weekday and weekend averages of 1% and 8%, respectively. Round 1 weekday occupancy rates ranged from a minimum of 6% during the 9 AM time period to a maximum of 22% during the 3 PM time period, while Round 2 weekday rates remained low, between 0% and 3% throughout the day. Round 1 occupancy rates increased sharply during the weekend, ranging from a minimum of 28% during the 9 AM time period to 100%

occupancy during the 3 PM time period. Round 2 weekend occupancy declined sharply after the 9 AM time period (19%) to between 3% and 6% for the remainder of the day.

Figure 28 displays observed occupancy rates by day and time period for both rounds of data collection. While Round 1 weekday occupancy rates reflect minor usage of the lot, most of the usage during both rounds of the occupancy study occurred on the weekend during peak summer season (Round 1).

Figure 28. Lot 21 North End Occupancy Data



3.1.3 Lot 21 Mid Section

Off-street occupancy was recorded for Lot 21 Mid Section, a municipal public parking lot bordered by Lot 21 North End to the northwest, multi-family housing units to the southwest, Lot 21 South End and Windward Way to the southeast, and railroad tracks to the northeast. As shown in Table 34, the inventory for Lot 21 Mid Section consists of 62 regular spaces.

Table 34. Lot 21 Mid Section Inventory Data

Space Type	#
Regular	62
Total	**62**

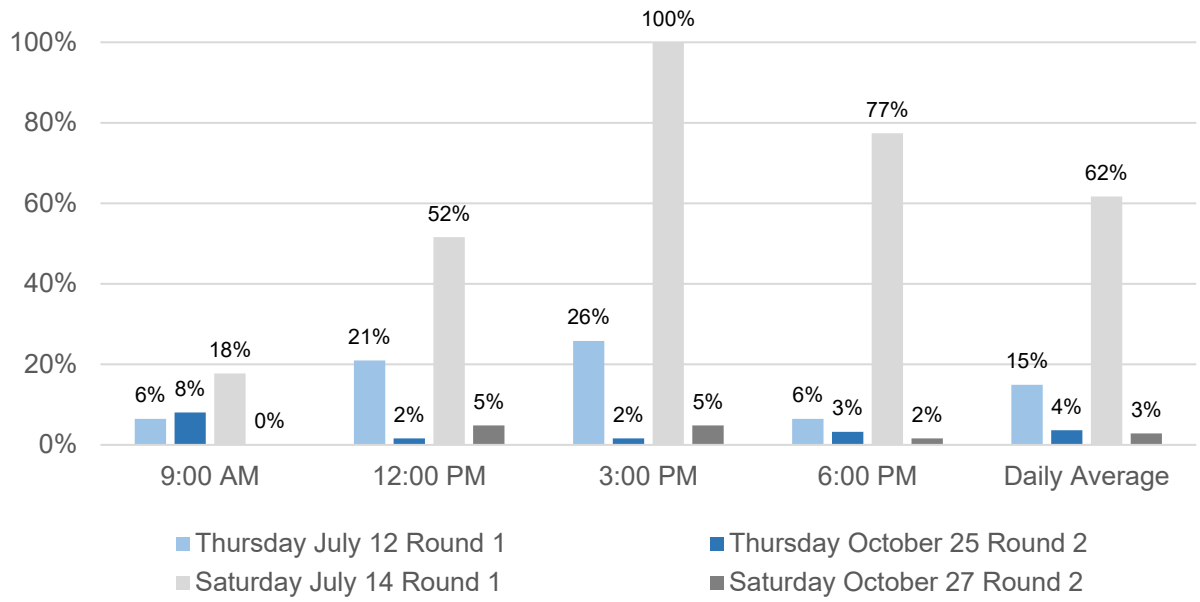
Occupancy Data

During Round 1, Lot 21 Mid Section averaged 15% across all time periods during the week and 62% on the weekend. Round 2 occupancy rates during the week and on the

weekend dropped significantly when compared to Round 1, to 4% and 3%, respectively. Round 1 weekday occupancy rates ranged from a minimum of 6% during the 9 AM time period to a maximum of 26% during the 3 PM time period, while Round 2 weekday rates remained low, between 2% and 8% throughout the day. Round 1 occupancy rates increased sharply during the weekend, beginning the day at 18% during the 9 AM time period, increasing to 52% during the 12 PM time period, and then 100% occupancy during the 3 PM time period. Round 2 weekend occupancy remained very low throughout the day, ranging from 0% during the 9 AM time period to 5% during both the 12 PM and 3 PM time periods.

Figure 29 displays observed occupancy rates by day and time period for both rounds of data collection. Similar to Lot 21 North End, during Round 1, weekday occupancy rates for Lot 21 Mid Section reflect minor usage of the lot while most of the usage during both rounds of the occupancy study occurred on the weekend during peak summer season (Round 1).

Figure 29. Lot 21 Mid Section Occupancy Data



3.1.4 Lot 21 South End

Off-street occupancy was recorded for Lot 21 South End, a municipal public parking lot bordered by Lot 21 Mid Section and Windward Way to the northwest, Beachwood Motel to the southwest, Surfrider Way to the southeast, and railroad tracks to the northeast. As shown in Table 35, Lot 21 South End inventory of 56 spaces consists primarily of regular parking spaces with a small supply of handicap regular and handicap van space types.

Table 35. Lot 21 South End Inventory Data

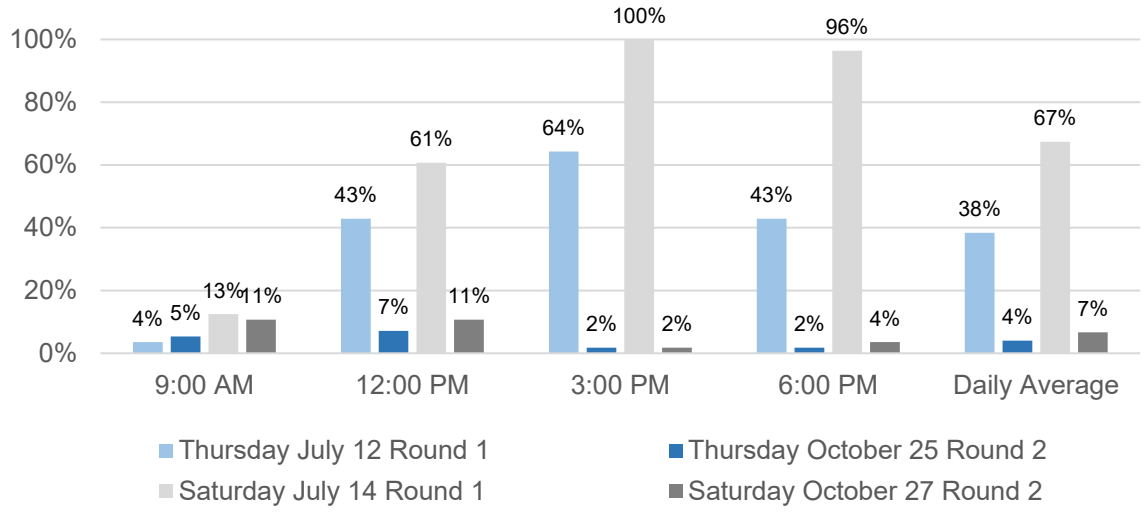
Space Type	#
Regular	50
Handicap Regular	4
Handicap Van	2
Total	**56**

Occupancy Data

Similar to both Lots 21 North End and Mid Section, occupancy rates are much higher during Round 1 than during Round 2. Round 1 occupancy rates averaged 38% across all time periods during the week and 67% on the weekend. Round 2 averages were significantly less, with weekday and weekend averages of 4% and 7%, respectively. Round 1 weekday occupancy rates ranged from a minimum of 4% during the 9 AM time period to a maximum of 64% during the 3 PM time period, while Round 2 weekday rates remained low, between 2% and 7% throughout the day. Round 1 occupancy rates increased sharply during the weekend, beginning the day at 13% during the 9 AM time period, increasing to 61% during the 12 PM time period, and then 100% occupancy during the 3 PM time period and 97% occupancy during the 6 PM time period. Round 2 weekend occupancy remained very low throughout the day, ranging from 2% during the 3 PM time period to 11% during both the 9 AM and 12 PM time periods.

Figure 30 displays observed occupancy rates by day and time period for both rounds of data collection. Similar to Lots 21 North End and Mid Section, during Round 1, weekday occupancy rates for Lot 21 South End reflect minor usage of the lot while most of the usage during both rounds of the occupancy study occurred on the weekend during peak summer season (Round 1).

Figure 30. Lot 21 South End Occupancy Data



3.1.5 Lot 22

Off-street occupancy was recorded for Lot 22, a municipal public parking lot bordered by multi-family housing to the northwest, railroad tracks to the southwest, Surfrider Way to the southeast, and Pappy's Market to the northeast. As shown in Table 36, Lot 22 inventory of 25 spaces consists primarily of regular parking spaces with a small supply of handicap regular and motorcycle space types.

Table 36. Lot 22 Inventory Data

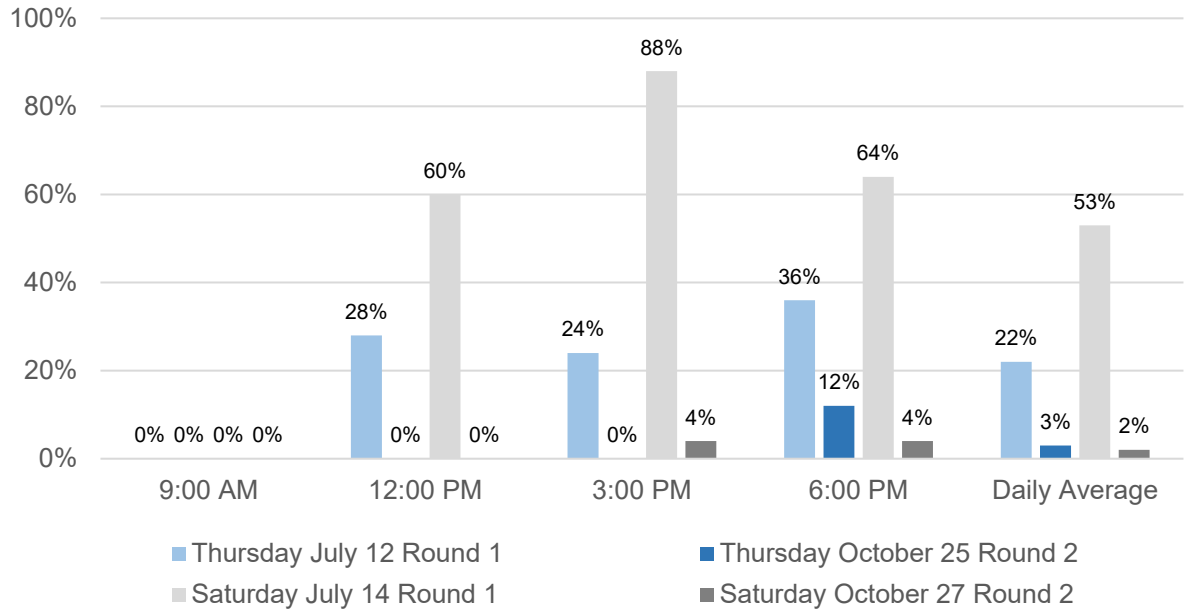
Space Type	#
Regular	23
Handicap Regular	1
Motorcycle	1
Total	**25**

Occupancy Data

Round 1 occupancy rates in Lot 22 averaged 22% across all time periods during the week and 53% on the weekend. Round 2 averages were significantly less, with weekday and weekend averages of 3% and 2%, respectively. During all four days of data collection zero occupancy was observed during the 9 AM time period. Additionally, zero occupancy was observed during the 12 PM time period for Round 2 weekday and weekend data collections, as well as 3 PM during the week. The only time period during the occupancy study with significant usage was at 3 PM on the weekend in Round 1 when the occupancy rate of 88% exceeded the 80% threshold.

Figure 31 displays observed occupancy rates by day and time period for both rounds of data collection. While Round 1 weekday occupancy rates reflect some minor usage of the lot, most of the usage during both rounds of data collection occurred during peak summer season (Round 1) on the weekend.

Figure 31. Lot 22 Occupancy Data



3.1.6 Lot 24 A

Off-street occupancy was recorded for Lot 24 A, a municipal public parking lot bordered by Wyndham Oceanside Pier Resort to the northwest, Pier Plaza Amphitheater to the southwest, Mission Avenue to the southeast, and Myers Street to the northeast. As shown in Table 37, Lot 24 A inventory of 159 spaces consists primarily of regular parking spaces with a small supply of handicap regular, handicap van, and motorcycle space types.

Table 37. Lot 24 A Inventory Data

Space Type	#
Regular	144
Handicap Regular	7
Handicap Van	4
Motorcycle	4
Total	**159**

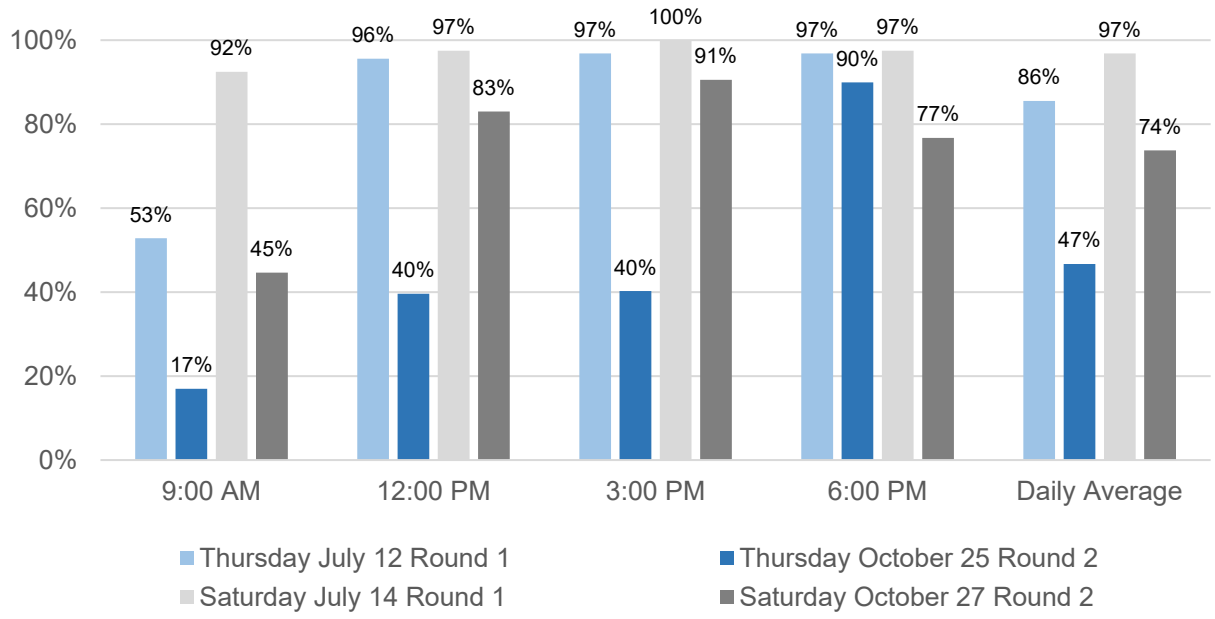
Occupancy Data

Round 1 occupancy rates in Lot 24 A averaged 86% across all time periods during the week and 97% on the weekend, both exceeding the 80% occupancy threshold. Round 2 averages were significantly less, with weekday and weekend averages of 47% and 74%, respectively. During Round 1, seven of eight observed time periods exceeded 90% occupancy. Round 2 occupancy rates during the week increased significantly throughout the day, ranging from a minimum of 17% during the 9 AM time period to a maximum of

90% during the 6 PM time period. Round 2 occupancy rates on the weekend exceeded 80% occupancy during both the 12 PM and 3 PM time periods.

Figure 32 displays observed occupancy rates by day and time period for both rounds of data collection. Lot 24 A is in close proximity to popular tourist destinations such as Oceanside Pier, the beach, and retail and entertainment establishments along Mission Avenue.

Figure 32. Lot 24 A Occupancy Data



3.1.7 Lot 24 B

Off-street occupancy was recorded for Lot 24 B, a municipal public parking lot bordered by multi-family housing units to the northwest, Wyndham Oceanside Pier Resort to the southwest, pedestrian walkway to the southeast, and railroad tracks to the northeast. As shown in Table 38, Lot 24 B inventory of 108 spaces consists primarily of regular parking spaces with a small supply of handicap regular and handicap van space types.

Table 38. Lot 24 B Inventory Data

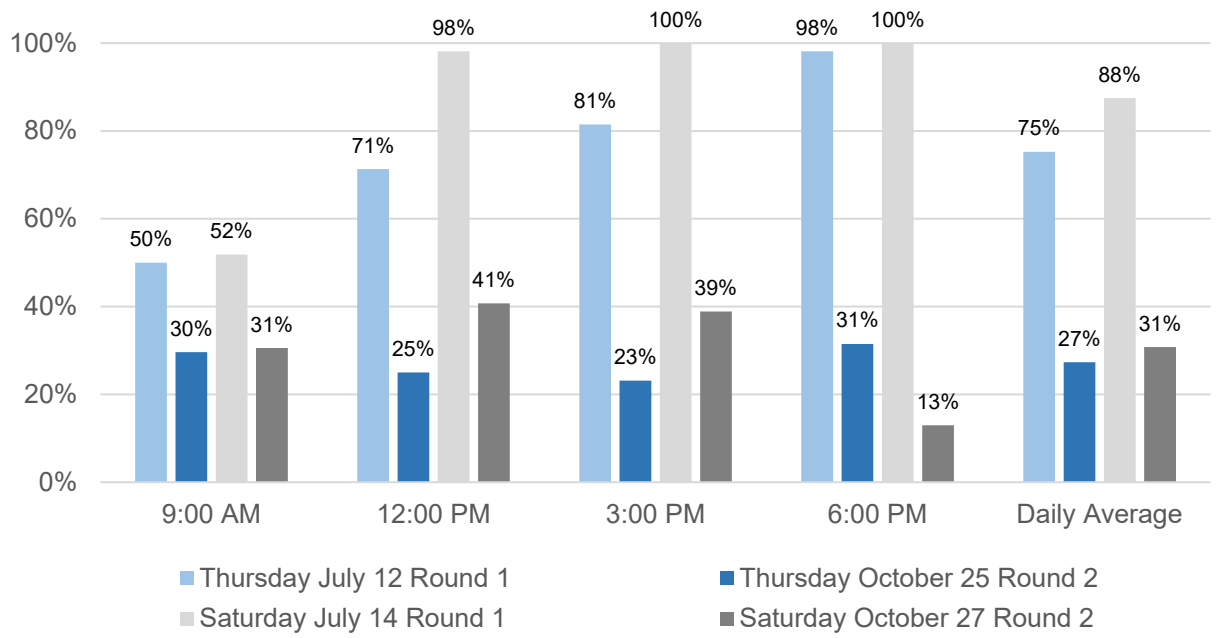
Space Type	#
Regular	103
Handicap Regular	2
Handicap Van	3
Total	**108**

Occupancy Data

Round 1 occupancy rates in Lot 24 B averaged 75% across all time periods during the week and 88% on the weekend. Round 2 averages were significantly less, with weekday and weekend averages of 27% and 31%, respectively. During Round 1, five of eight time periods exceeded the occupancy threshold. Round 2 occupancy rates during the week were steady, ranging from a minimum 23% during the 3 PM time period to a maximum 31% during the 6 PM time period. Round 2 occupancy rates on the weekend peaked in the middle of the day at 41%, before declining to 13% during the 6 PM time periods.

Figure 33 displays observed occupancy rates by day and time period for both rounds of data collection.

Figure 33. Lot 24 B Occupancy Data



3.1.8 Lot 26 North

Off-street occupancy was recorded for Lot 26 North, a municipal public parking lot bordered by SpringHill Suites to the northwest, Sea View Apartment Complex to the southwest, Lot 26 South to the southeast, and railroad tracks to the northeast. As shown in Table 39, Lot 26 North inventory of 193 spaces consists primarily of regular parking spaces with a small supply of handicap regular and handicap van space types.

Table 39. Lot 26 North Inventory Data

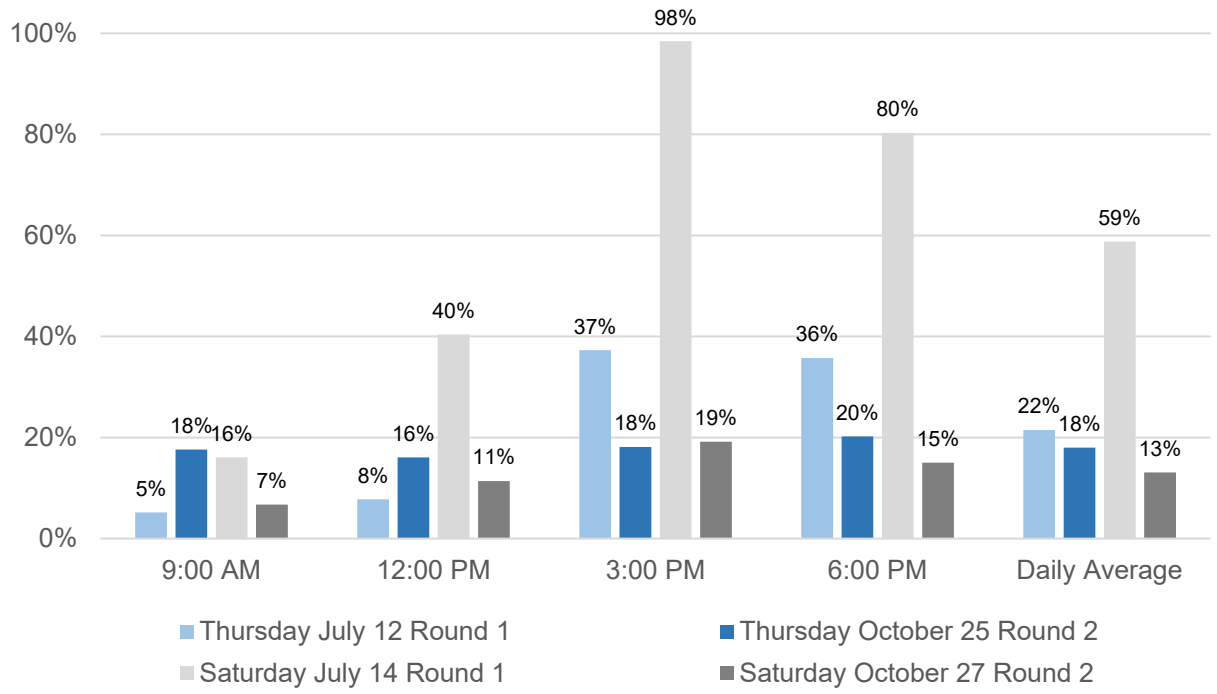
Space Type	#
Regular	190
Handicap Regular	2
Handicap Van	1
Total	**193**

Occupancy Data

Both Rounds 1 and 2 average occupancy rates in Lot 26 North across all time periods during the week and on the weekend were well below the 80% occupancy threshold. Round 1 average occupancy rate during the week was 22% and on the weekend was 59%, across all time periods. Round 2 averages were significantly less, with weekday and weekend averages of 18% and 13%, respectively. While Round 2 occupancy was steady throughout both days, Round 1 occupancy increased significantly during the 3 PM and 6 PM time periods, when weekend occupancy exceeded the 80% threshold.

Figure 34 displays observed occupancy rates by day and time period for both rounds of data collection. Most of the parking activity in Lot 26 North occurred on the weekend during peak summer season (Round 1).

Figure 34. Lot 26 North Occupancy Data



3.1.9 Lot 26 South

Off-street occupancy was recorded for Lot 26 South, a municipal public parking lot bordered by Lot 26 North to the northwest, single-family homes to the southwest, Lot 27 C&D and Tyson Street to the southeast, and railroad tracks to the northeast. As shown in Table 40, Lot 26 South inventory of 193 spaces consists primarily of regular parking spaces with a small supply of handicap regular and handicap van space types.

Table 40. Lot 26 South Inventory Data

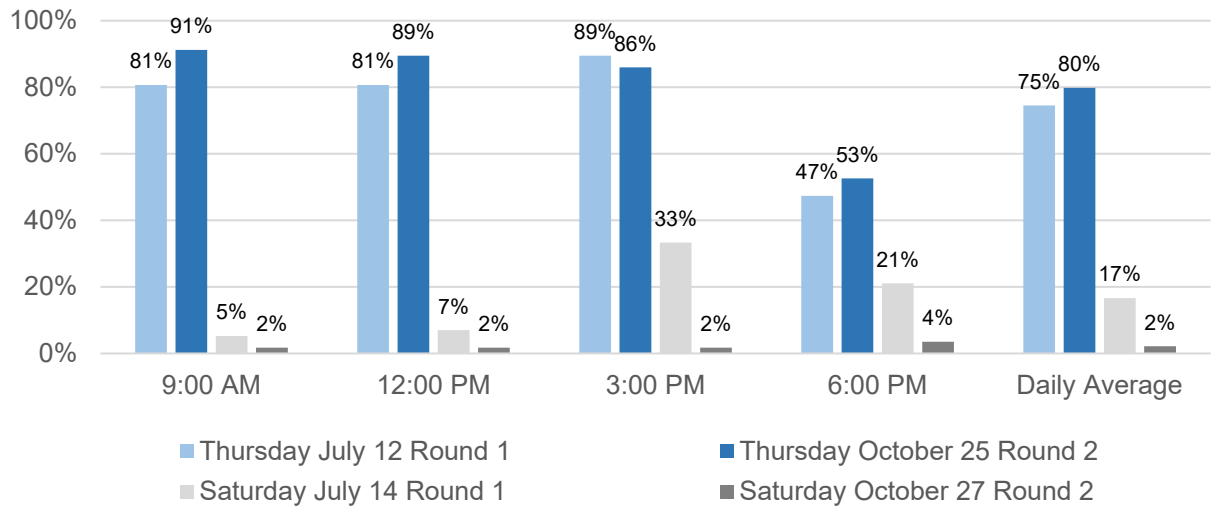
Space Type	#
Regular	48
Handicap Regular	4
Handicap Van	5
Total	**57**

Occupancy Data

Round 1 occupancy rates in Lot 26 South averaged 75% across all time periods during the week but declined significantly on the weekend, to 17%. Round 2 averages during the week were slightly higher, at 80%, but significantly lower on the weekend, at 2%. Weekday data collection during both rounds exceeded the 80% occupancy threshold during the 9 AM, 12 PM, and 3 PM time periods. However, Lot 26 South was used sparingly on the weekend during both rounds of data collection.

Figure 35 displays observed occupancy rates by day and time period for both rounds of data collection. Lot 26 South was primarily utilized earlier in the day during the week and much less on the weekends, especially during non-peak season.

Figure 35. Lot 26 South Occupancy Data



3.1.10 Lot 27 A&B

Off-street occupancy was recorded for Lot 27 A&B, a municipal public parking lot bordered by Lot 27 C&D to the northwest, single-family homes to the southwest, Wisconsin Avenue to the southeast, and railroad tracks to the northeast. As shown in Table 41, Lot 27 A&B inventory of 133 spaces consists primarily of regular parking spaces with a small supply of handicap regular and handicap van space types.

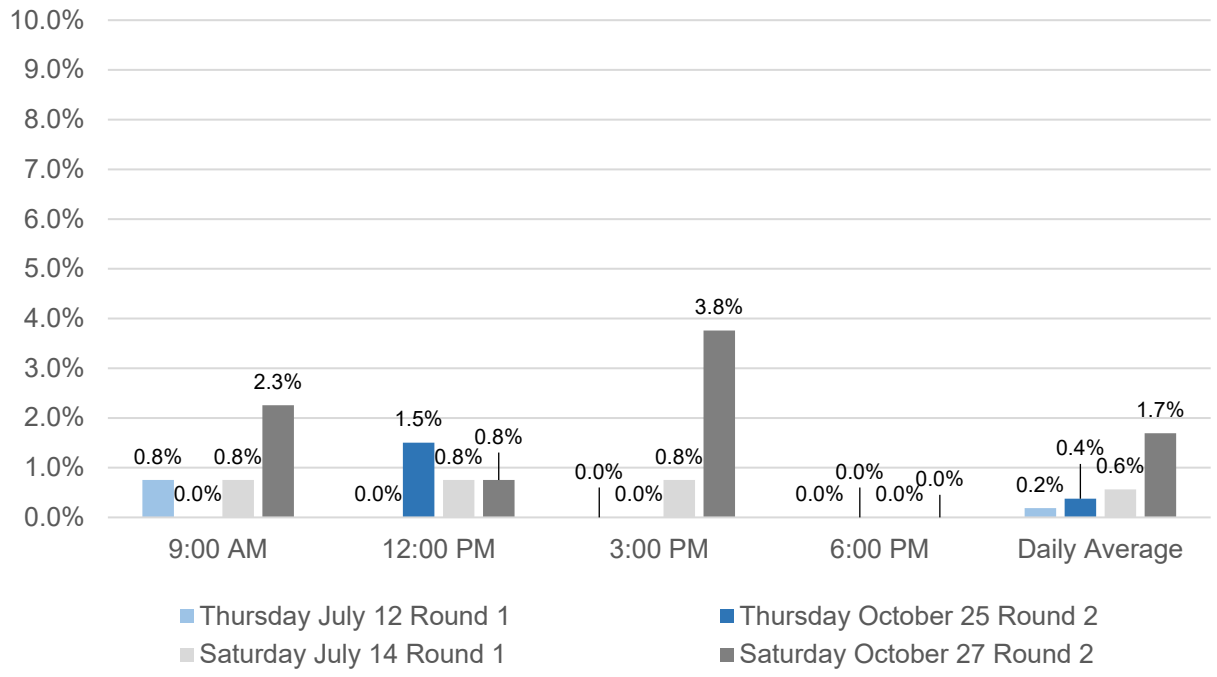
Table 41. Lot 27 A&B Inventory Data

Space Type	#
Regular	131
Handicap Regular	1
Handicap Van	1
Total	**133**

Occupancy Data

A total of 15 vehicles occupied Lot 27 A&B throughout both rounds of data collection, for a combined overall occupancy average of less than 1% across all time periods. Of the 15 total vehicles, 9 occupied the lot on the weekend in Round 2. Figure 36 displays observed occupancy rates by day and time period for both rounds of data collection.

Figure 36. Lot 27 A&B Occupancy Data



3.1.11 Lot 27 C&D

Off-street occupancy was recorded for Lot 27 C&D, a municipal public parking lot bordered by Lot 26 South to the northwest, single-family homes to the southwest, Lot 27 A&B to the southeast, and railroad tracks to the northeast. As shown in Table 42, Lot 27 C&D inventory of 140 spaces consists primarily of regular parking spaces with a small supply of handicap van space types.

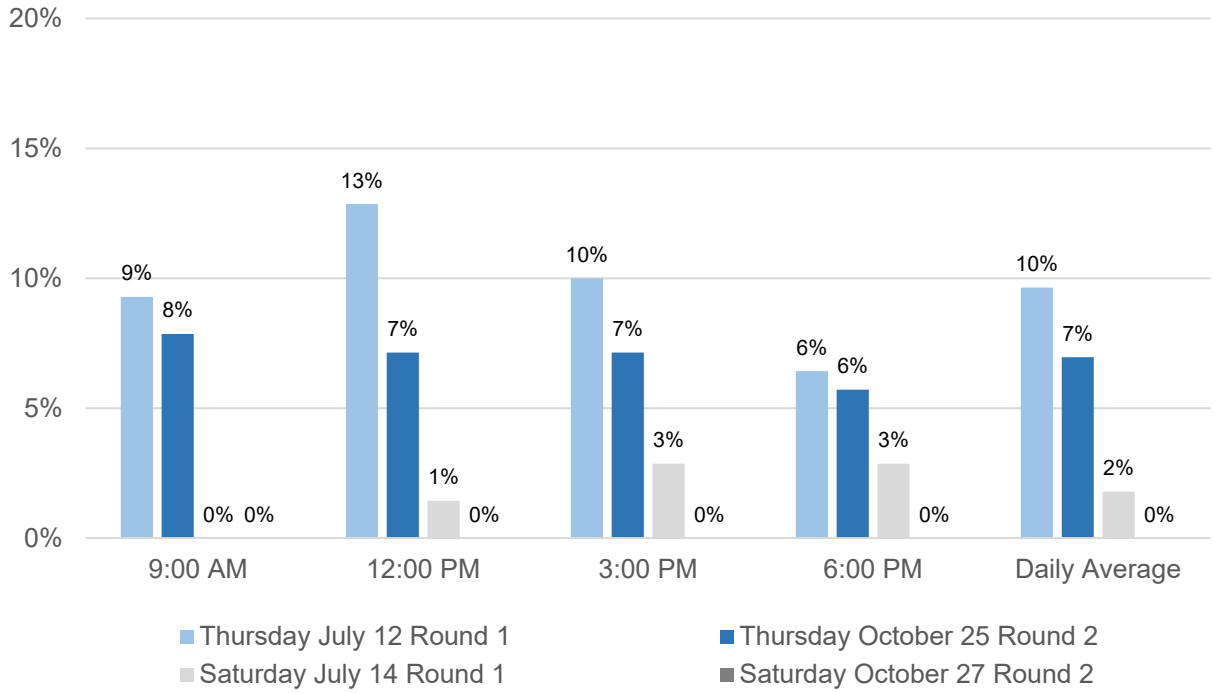
Table 42. Lot 27 C&D Inventory Data

Space Type	#
Regular	134
Handicap Van	6
Total	**140**

Occupancy Data

Occupancy was higher in Lot 27 C&D during both rounds of data collection than in Lot 27 A&B. However, occupancy rates across all time periods during both rounds never exceeded 13% (Round 1 weekday, 12 PM), with little to no occupancy on the weekend. Figure 37 displays observed occupancy rates by day and time period for both rounds of data collection.

Figure 37. Lot 27 C&D Occupancy Data



3.1.12 Lot 28

Off-street occupancy was recorded for Lot 28, a municipal public parking lot bordered by condo units to the northwest, Lot 29 and the beach to the southwest, the Junior Seau Recreational Center and Oceanside Pier to the southeast, and Pacific Street to the northeast. As shown in Table 43, Lot 28 inventory of 18 spaces consists primarily of regular parking spaces with a one handicap regular space.

Table 43. Lot 28 Inventory Data

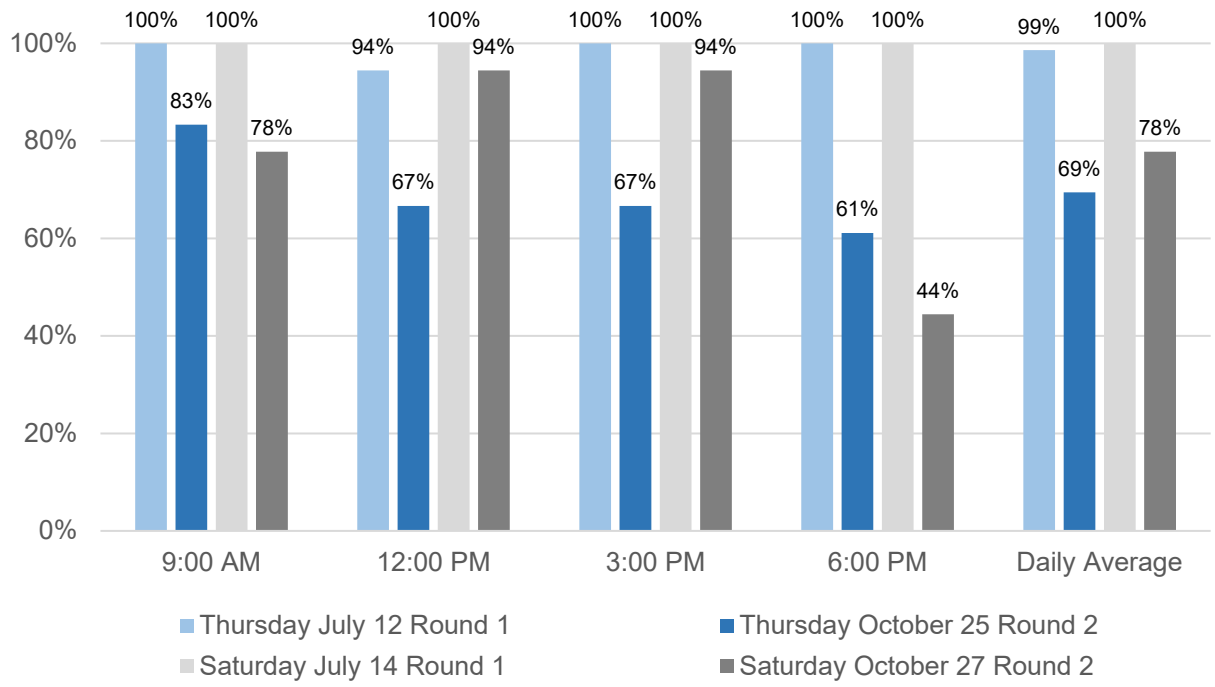
Space Type	#
Regular	17
Handicap Regular	1
Total	**18**

Occupancy Data

Round 1 occupancy rates in Lot 28 averaged 99% across all time periods during the week and 100% on the weekend. Round 2 averages were less, with weekday and weekend averages of 69% and 78%, respectively. Lot 28 was at capacity during seven of eight time periods throughout Round 1. Round 2 weekday rates ranged from a minimum of 61% during the 6 PM time period to a maximum of 83% during the 9 AM time period, while weekend rates ranged from a minimum of 44% during the 6 PM time period to a maximum of 94% during the 12 PM and 3 PM time periods.

Figure 38 displays observed occupancy rates by day and time period for both rounds of data collection. Lot 28 is in close proximity to popular tourist destinations such as Oceanside Pier, the beach, and retail and entertainment establishments along Mission Avenue.

Figure 38. Lot 28 Occupancy Data



3.1.13 Lot 29

Off-street occupancy was recorded for Lot 29, a municipal public parking lot bordered by the beach to the north and west, Oceanside Pier to the southeast, and Junior Seau Recreational Center and Lot 28 to the northeast. As shown in Table 44, Lot 29 inventory of 31 spaces consists primarily of regular parking spaces with a small supply of handicap regular, handicap van, and 5-minute loading space types.

Table 44. Lot 29 Inventory Data

Space Type	#
Regular	27
Handicap Regular	1
Handicap Van	1
5 Minute Loading	2
Total	**31**

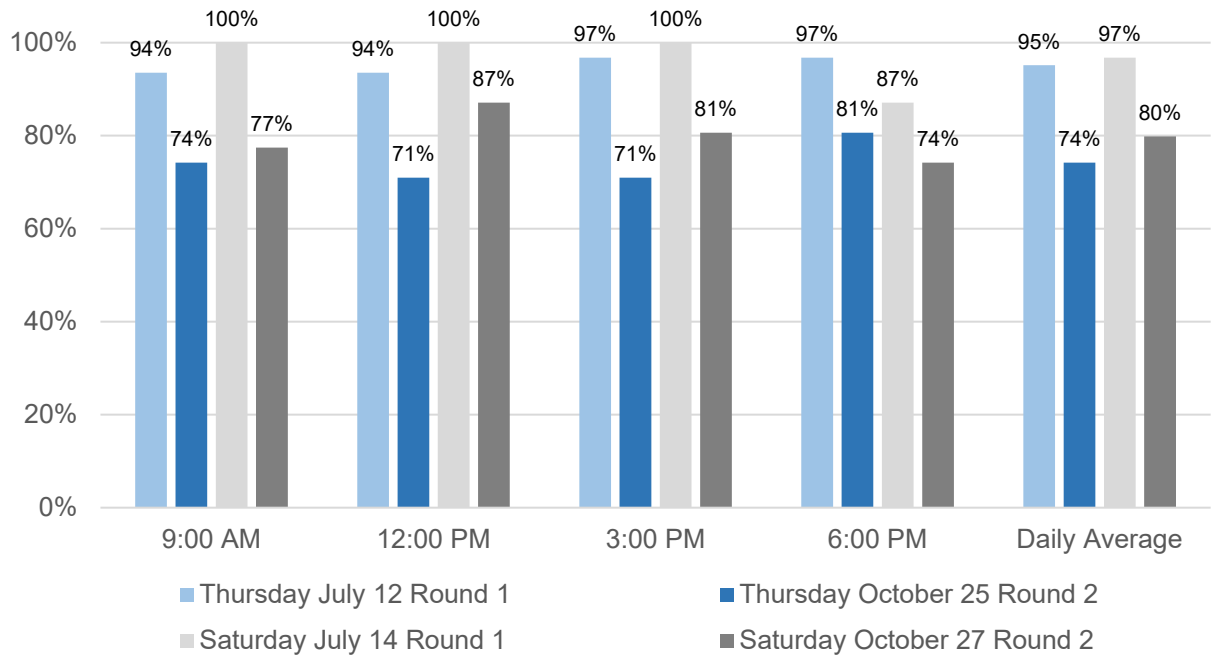
Occupancy Data

Round 1 occupancy rates in Lot 29 averaged 95% across all time periods during the week and 97% on the weekend. Round 2 averages were less, with weekday and weekend averages of 74% and 80%, respectively. Occupancy in Lot 29 exceeded the 80%

occupancy threshold during 11 of 16 time periods throughout both data collection rounds. Occupancy during the remaining five time periods ranged from 71% to 77%.

Figure 39 displays observed occupancy rates by day and time period for both rounds of data collection. Similar to Lot 38, Lot 29 is in close proximity to popular tourist destinations such as Oceanside Pier, the beach, and retail and entertainment establishments along Mission Avenue.

Figure 39. Lot 29 Occupancy Data



3.1.14 Lot 30

Off-street occupancy was recorded for Lot 30, a municipal public parking lot bordered by Pier Plaza Amphitheater to the northwest, the beach to the southwest, Pacific Street Linear Park to the southeast, and Pacific Street to the northeast. As shown in Table 45, Lot 30 inventory of 115 spaces primarily consists of regular parking spaces with a small supply of handicap regular, handicap van, and motorcycle space types.

Table 45. Lot 30 Inventory Data

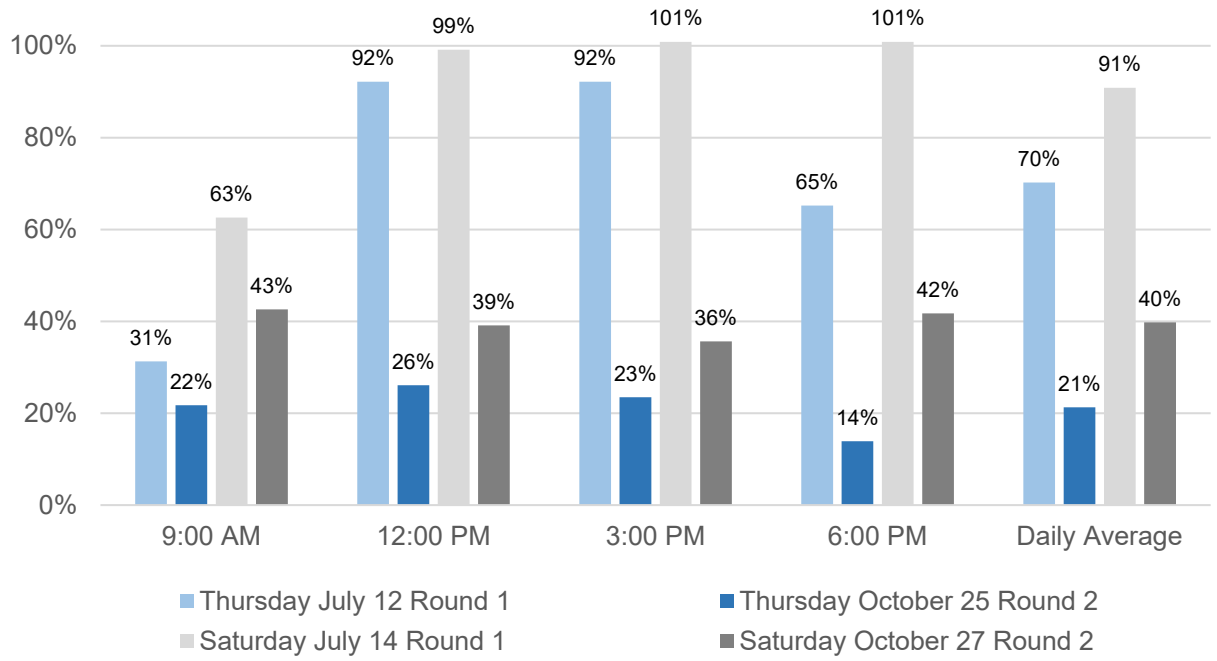
Space Type	#
Regular	110
Handicap Regular	3
Handicap Van	1
Motorcycle	1
Total	**115**

Occupancy Data

Round 1 occupancy rates in Lot 30 averaged 70% across all time periods during the week and 91% on the weekend. Round 2 averages were significantly less, with weekday and weekend averages of 21% and 40%, respectively. Round 1 weekday occupancy rates peaked during early to mid-afternoon with a rate of 92% during both the 12 PM and 3 PM time periods. Occupancy declined to 65% during the 6 PM time period. On the weekend, occupancy ranged between 99% and 101% between 12 PM and 6 PM. Round 2 weekday rates ranged from a maximum of 26% during the 12 PM time period to a minimum of 14% during the 6 PM time period, while weekend rates ranged from a maximum of 43% during the 9 AM time period to a minimum of 36% during the 3 PM time period.

Figure 40 displays observed occupancy rates by day and time period for both rounds of data collection. Occupancy rates peaked on the weekend during Round 1 while occupancy during Round 2 was well below the 80% occupancy threshold.

Figure 40. Lot 30 Occupancy Data



3.1.15 Lot 31

Off-street occupancy was recorded for Lot 31, a municipal public parking lot bordered by vacation rental properties to the northwest, the beach to the southwest, Wisconsin Avenue to the southeast, and Pacific Street to the northeast. As shown in Table 46, Lot 31 inventory of 42 spaces consists primarily of regular parking spaces with a small supply of handicap regular and handicap van space types.

Table 46. Lot 31 Inventory Data

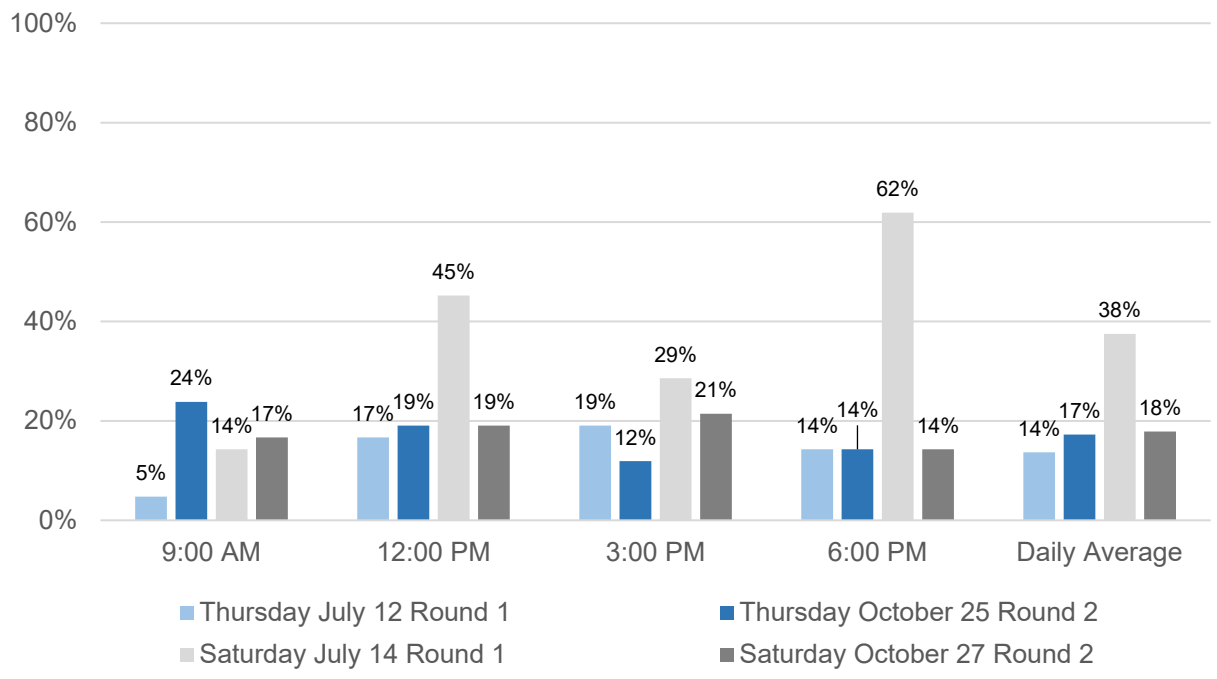
Space Type	#
Regular	34
Handicap Regular	7
Handicap Van	1
Total	**42**

Occupancy Data

Round 1 occupancy rates in Lot 31 averaged 14% across all time periods during the week and 38% on the weekend. Round 2 averages were slightly higher during the week at 17% but lower on the weekend at 18%. Round 1 weekday occupancy rates ranged from a maximum rate of 19% during the 3 PM time period to a minimum of 5% during the 9 AM time period. On the weekend, rates ranged from a maximum of 62% during the 6 PM time period to a minimum of 14% during the 9 AM time period. Round 2 occupancy rates were steadier with less change from one time period to the next. Weekday rates ranged from a maximum of 24% to a minimum of 12%, while weekend rates ranged from a maximum of 21% to a minimum of 14%.

Figure 41 displays observed occupancy rates by day and time period for both rounds of data collection.

Figure 41. Lot 31 Occupancy Data



3.1.16 Lot 34

Off-street occupancy was recorded for Lot 34, a municipal public parking lot bordered by Civic Center Drive to the northwest, Tremont Street to the southwest, Stone Brewing Tap House to the southeast, and retail stores to the northeast. As shown in Table 47, Lot 34 inventory of 43 spaces consists primarily of regular parking spaces with a small supply of handicap regular and motorcycle space types.

Table 47. Lot 34 Inventory Data

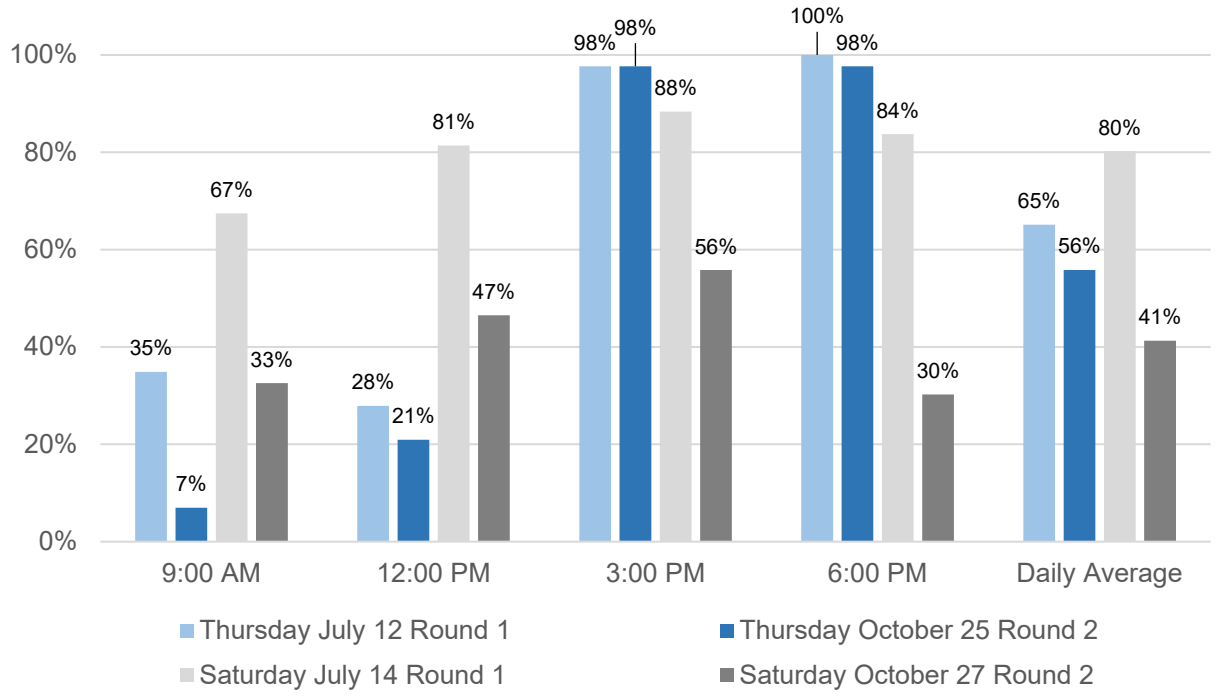
Space Type	#
Regular	39
Handicap Regular	2
Motorcycle	2
Total	**43**

Occupancy Data

Round 1 occupancy rates in Lot 34 averaged 65% across all time periods during the week and 80% on the weekend. Round 2 averages were less, with weekday and weekend averages of 56% and 41%, respectively. Round 1 weekday and weekend occupancy rates exceeded the 80% occupancy threshold during five of eight time periods. Round 2 weekday occupancy rates also exceeded the 80% threshold with 98% occupancy during both the 3 PM and 6 PM time periods. During both weekday data counts, occupancy increased significantly from 12 PM to 3 PM with Round 1. Round 2 weekend occupancy rates ranged from a maximum of 56% during the 3 PM time period to a minimum of 30% during the 6 PM time period.

Figure 42 displays observed occupancy rates by day and time period for both rounds of data collection.

Figure 42. Lot 34 Occupancy Data



3.1.17 Lot 35

Off-street occupancy was recorded for Lot 35, a municipal public parking lot bordered by Pier View Way to the northwest, Tremont Street to the southwest, restaurants and retail establishments to the southeast, and Sunshine Brooks Theater to the northeast. Lot 35 was closed during the 3 PM and 6 PM time periods during the Round 2 weekday data collection. As shown in Table 48, Lot 35 inventory of 33 spaces consists primarily of regular parking spaces with a small supply of handicap regular and motorcycle space types.

Table 48. Lot 35 Inventory Data

Space Type	#
Regular	24
Handicap Regular	3
Motorcycle	6
Total	**33**

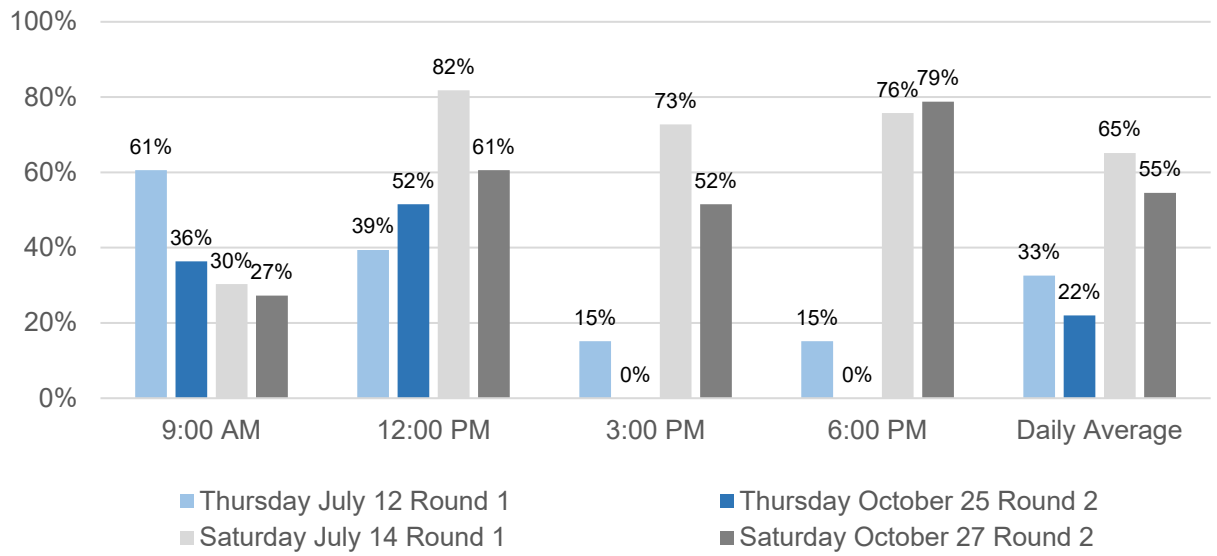
Occupancy Data

Round 1 occupancy rates in Lot 35 averaged 33% across all time periods during the week and 65% on the weekend. Round 2 averages were less, with weekday and weekend averages of 22% and 55%, respectively. Weekday occupancy during both rounds

declined significantly throughout the day, with 0% occupancy during both 3 PM and 6 PM time periods in Round 2. Occupancy on the weekend during both rounds was higher in the afternoon and early evening.

Figure 43 displays observed occupancy rates by day and time period for both rounds of data collection. While both Lots 34 and 35 are in proximity to each other, Lot 34 displayed higher rates of occupancy throughout the study.

Figure 43. Lot 35 Occupancy Data



3.1.18 Lot 36

Off-street occupancy was recorded for Lot 36, a municipal public parking lot bordered by commercial and retail establishments to the northwest, Grace Vineyard Church to the southwest, Seagaze Drive to the southeast, and Ditmar Street to the northeast. As shown in Table 49, Lot 36 inventory of 39 spaces consists primarily of regular parking spaces with a small supply of handicap regular and handicap van space types.

Table 49. Lot 36 Inventory Data

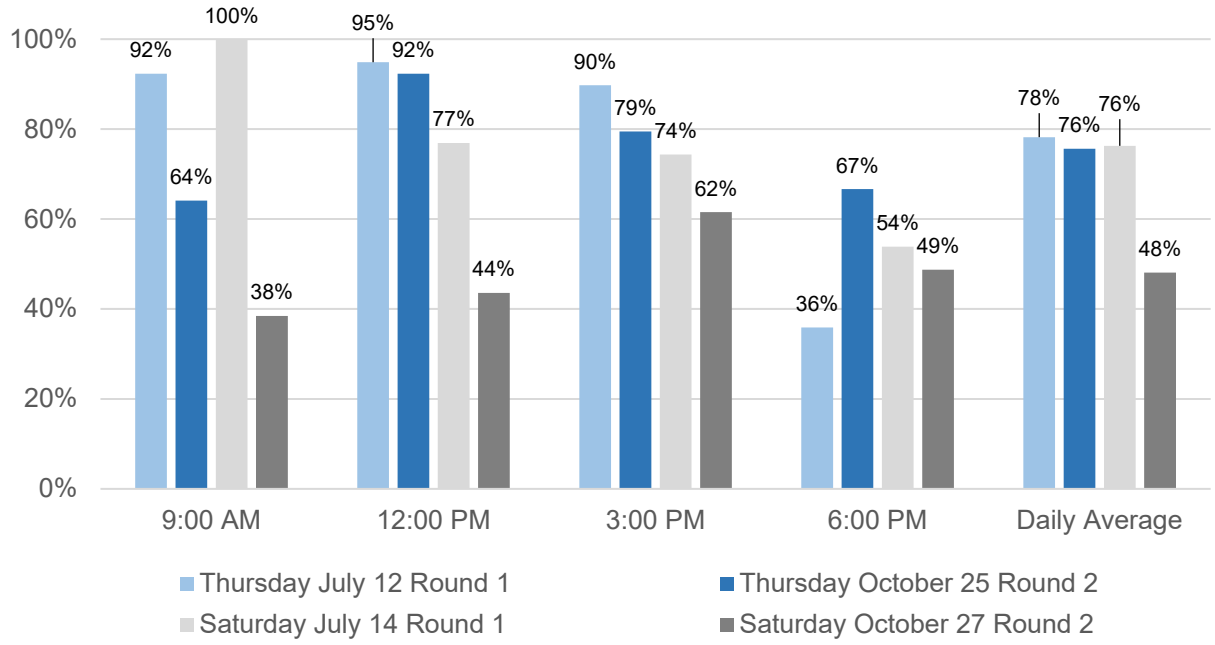
Space Type	#
Regular	37
Handicap Regular	1
Handicap Van	1
Total	**39**

Occupancy Data

Round 1 occupancy rates in Lot 36 averaged 78% across all time periods during the week and 76% on the weekend. Round 2 averages were less, with weekday and weekend averages of 76% and 48%, respectively. Round 1 weekday and weekend occupancy peaked earlier in the day with 95% occupancy at 12 PM during the week and 100% occupancy at 9 AM on the weekend. Weekday occupancy in Round 1 during both 12 PM and 3 PM time periods also exceeded the 80% threshold, with 95% and 90%, respectively. Round 2 weekday ranged from a maximum of 92% during the 12 PM time period to a minimum of 64% during the 9 AM time period, while on the weekend the occupancy peaked at 62% during the 3 PM time period, increasing from a minimum of 38% during the 9 AM time period.

Figure 44 displays observed occupancy rates by day and time period for both rounds of data collection. Average occupancy remained stable between 76% and 78% during three of four data collection days.

Figure 44. Lot 36 Occupancy Data



3.1.19 CC Structure

Off-street occupancy was recorded for the CC Structure, a municipal public parking garage located within the Oceanside City Hall complex. As shown in Table 50, the CC Structure inventory of 285 spaces consists primarily of regular parking spaces with a small

supply of handicap regular, handicap van, reserved, carpool reserved, motorcycle, city vehicle only, maintenance vehicle only, and motor pool space types.

Table 50. CC Structure Inventory Data

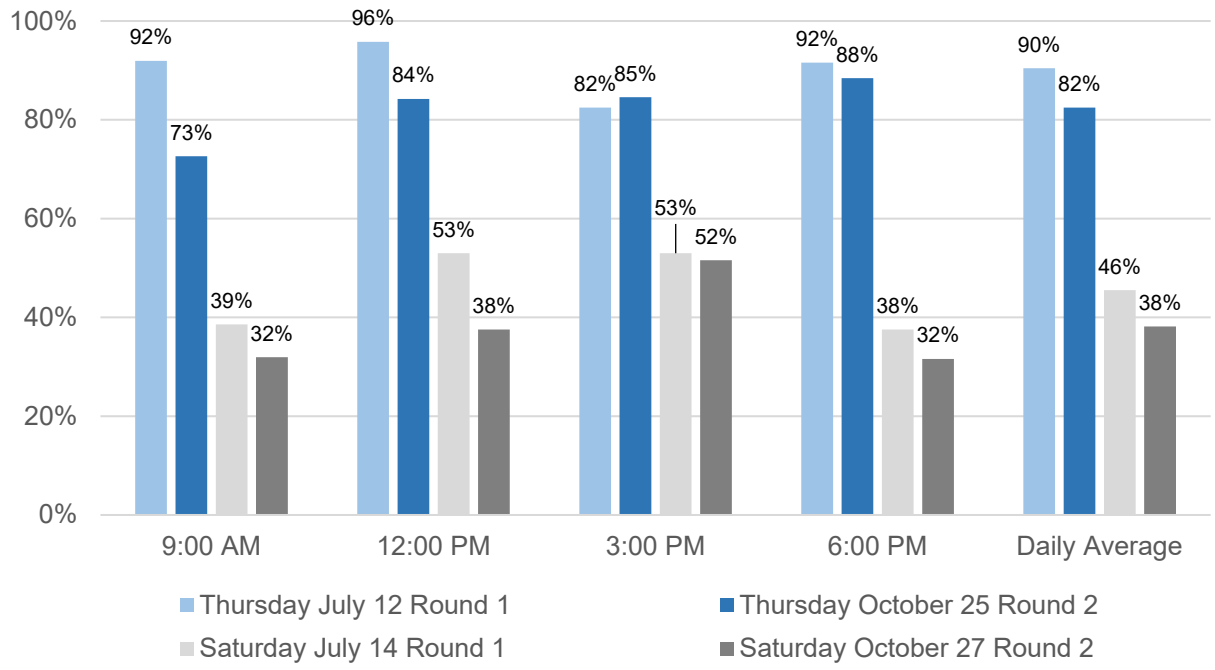
Space Type	#
Regular	216
Handicap Regular	6
Handicap Van	1
Reserved	13
Carpool Reserved	2
Motorcycle	2
City Vehicle Only	36
Maintenance Vehicle	1
Motor Pool	8
Total	**285**

Occupancy Data

Round 1 occupancy rates in the CC Structure averaged 90% across all time periods during the week and 46% on the weekend. Round 2 averages were less, with weekday and weekend averages of 82% and 38%, respectively. Weekday occupancy rates during both rounds were much higher than on the weekend, with seven of eight time periods exceeding 80% occupancy. Weekend occupancy rates during both rounds peaked earlier in the day with 53% occupancy during the 12 PM and 3 PM time periods in Round 1 and 52% occupancy during the 3 PM time period in Round 2. Occupancy was less than 40% during the remaining time periods.

Figure 45 displays observed occupancy rates by day and time period for both rounds of data collection. Occupancy rates were higher during both weekday periods when City Hall was open. On the weekend, when City Hall was closed, occupancy declined significantly.

Figure 45. CC Structure Occupancy Data



3.1.20 Oceanside Transportation Center (OTC)

Off-street occupancy was recorded for the OTC, a municipal public parking lot located within the Oceanside Transportation Center, adjacent to railroad tracks with daily Amtrak, Metrolink, Sprinter, and Coaster service. As shown in Table 51, OTC inventory of 262 spaces consists primarily of regular parking spaces with a small supply of handicap regular, 2-hour parking, electric vehicle charging only, motorcycle, and Greyhound package express only space types.

Table 51. OTC Inventory Data

Space Type	#
Regular	233
Handicap Regular	5
2 Hour Parking	6
Electric Vehicle Charging (2 Hour Parking Only)	12
Motorcycle	1
Greyhound Package Express Only	5
Total	**262**

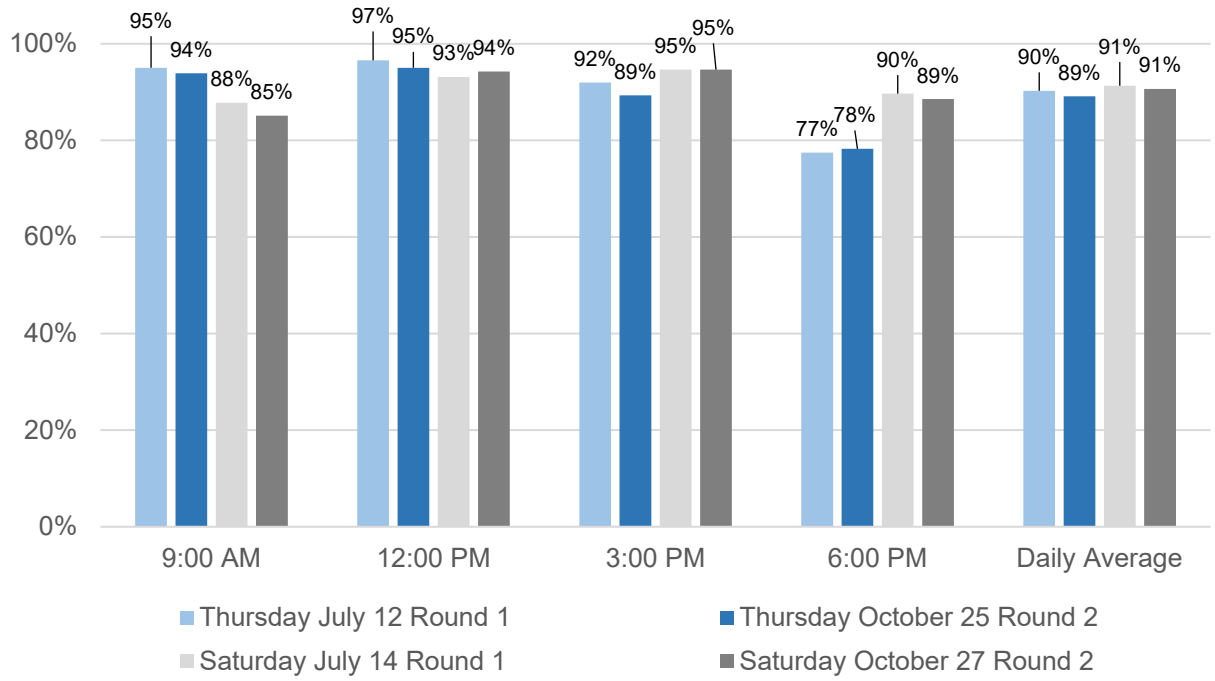
Occupancy Data

Round 1 occupancy rates in the OTC averaged 90% across all time periods during the week and 91% on the weekend. Round 2 averages were very similar, with weekday and

weekend averages of 89% and 91%, respectively. Of a total of 16 data collection time periods, 14 exceeded 85% occupancy. Occupancy during the remaining two time periods, both at 6 PM during the week, were 77% (Round 1) and 78% (Round 2), respectively.

Figure 46 displays observed occupancy rates by day and time period for both rounds of data collection. Various transit services are offered at the station, with free parking offered within the lot.

Figure 46. OTC Occupancy Data



3.1.21 OTC Structure

Off-street occupancy was recorded for the OTC Structure, a municipal public parking garage also located within the Oceanside Transportation Center. As shown in Table 52, the OTC Structure inventory of 445 spaces consist primarily of regular parking spaces with a small supply of handicap regular space.

Table 52. OTC Structure Inventory Data

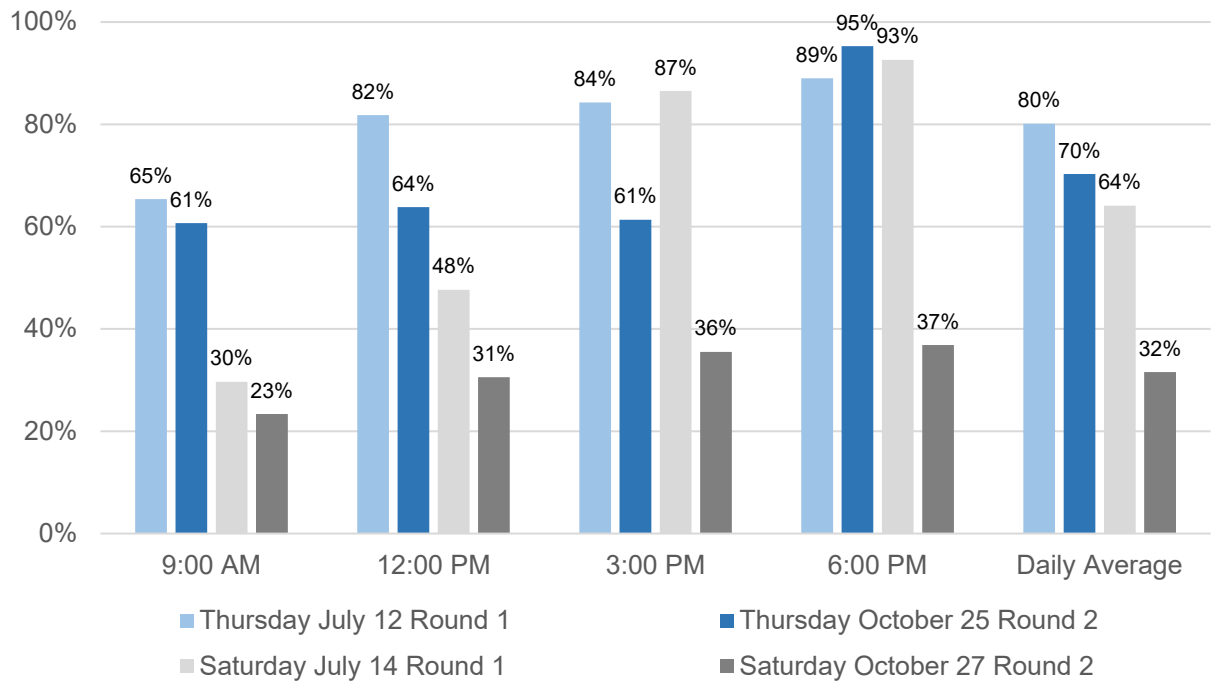
Space Type	#
Regular	435
Handicap Regular	10
Total	**445**

Occupancy Data

Round 1 occupancy rates in the OTC Structure averaged 80% across all time periods during the week and 64% on the weekend. Round 2 averages were less, with weekday and weekend averages of 70% and 32%, respectively. Occupancy rates increased throughout the day during each round of data collection. Round 1 weekday and weekend occupancy rates exceeded the 80% threshold during five of eight time periods, all from early afternoon on, while only one of eight time periods during Round 2 exceeded the threshold, during the 6 PM weekday time period (95%).

Figure 47 displays observed occupancy rates by day and time period for both rounds of data collection. Occupancy rates were higher during peak summer season (Round 1). While occupancy at the OTC surface lot was higher throughout the two rounds of data collection, the OTC Structure does experience higher rates of occupancy due to the customers using the different transit services.

Figure 47. OTC Structure Occupancy Data



3.2 Data Comparisons

3.2.1 Occupancy Rates

Tables 53 through 58 compare weekday, weekend, and daily average occupancy rates for both Rounds 1 and 2 across each of the 21 off-street locations. Except for Lots 27 A&B, C&D, and 31, all the observed off-street location exceeded the 80% target occupancy rate during at least one time period during the four-day occupancy study. Oceanside Transportation Center surface lot (OTC) daily average exceeded the 80% threshold during all four days of data collection while Lots 24 A, 28, 29, and CC Structure exceeded the threshold two of the four data collection days, all during peak summer season (Round 1).

During Round 1, when all lots are combined, the time period with the highest occupancy during the week as well as on the weekend was 3 PM at 67% and 76%, respectively. The lowest occupancy during Round 1 occurred during the 9 AM time period during the week and on the weekend at 49% and 41% respectively. During Round 2, maximum total daily average occupancy occurred at 6 PM during the week, at 53%, and at 3 PM on the weekend, at 40%. As to be expected, a greater number of parking lots exceeded the 80% threshold during peak season (Round 1).

Table 53. Round 1 Weekday Occupancy Rates Across Off-Street Locations

Location	Inventory	Thursday July 12				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Lot 20	119	10%	40%	65%	29%	36%
Lot 21 South End	56	4%	43%	64%	43%	38%
Lot 21 Mid Section	62	6%	21%	26%	6%	15%
Lot 21 North End	36	6%	19%	22%	14%	15%
Lot 22	25	0%	28%	24%	36%	22%
Lot 24 A	159	53%	96%	97%	97%	86%
Lot 24 B	108	50%	71%	81%	98%	75%
Lot 26 South	57	81%	81%	89%	47%	75%
Lot 26 North	193	5%	8%	37%	36%	22%
Lot 27 A&B	133	1%	0%	0%	0%	0%
Lot 27 C&D	140	9%	13%	10%	6%	10%
Lot 28	18	100%	94%	100%	100%	99%
Lot 29	31	94%	94%	97%	97%	95%
Lot 30	115	31%	92%	92%	65%	70%
Lot 31	42	5%	17%	19%	14%	14%
Lot 34	43	35%	28%	98%	100%	65%
Lot 35	33	61%	39%	15%	15%	33%
Lot 36	39	92%	95%	90%	36%	78%
CC Structure	285	92%	96%	82%	92%	90%

Location	Inventory	Thursday July 12				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
OTC	262	95%	97%	92%	77%	90%
OTC Structure	445	65%	82%	84%	89%	80%
Total % Average	**2,401**	**49%**	**63%**	**67%**	**62%**	**61%**

Table 54. Round 1 Weekend Occupancy Rates Across Off-Street Locations

Location	Inventory	Saturday July 14				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Lot 20	119	28%	97%	97%	93%	79%
Lot 21 South End	56	13%	61%	100%	96%	67%
Lot 21 Mid Section	62	18%	52%	100%	77%	62%
Lot 21 North End	36	28%	81%	100%	86%	74%
Lot 22	25	0%	60%	88%	64%	53%
Lot 24 A	159	92%	97%	100%	97%	97%
Lot 24 B	108	52%	98%	100%	100%	88%
Lot 26 South	57	5%	7%	33%	21%	17%
Lot 26 North	193	16%	40%	98%	80%	59%
Lot 27 A&B	133	1%	1%	1%	0%	1%
Lot 27 C&D	140	0%	1%	3%	3%	2%
Lot 28	18	100%	100%	100%	100%	100%
Lot 29	31	100%	100%	100%	87%	97%
Lot 30	115	63%	99%	101%	101%	91%
Lot 31	42	14%	45%	29%	62%	38%
Lot 34	43	67%	81%	88%	84%	80%
Lot 35	33	30%	82%	73%	76%	65%
Lot 36	39	100%	77%	74%	54%	76%
CC Structure	285	39%	53%	53%	38%	46%
OTC	262	88%	93%	95%	90%	91%
OTC Structure	445	30%	48%	87%	93%	64%
Total % Average	**2,401**	**41%**	**61%**	**76%**	**72%**	**62%**

Table 55. Round 2 Weekday Occupancy Rates Across Off-Street Locations

Location	Inventory	Thursday October 25				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Lot 20	119	5%	7%	11%	6%	7%
Lot 21 South End	56	5%	7%	2%	2%	4%
Lot 21 Mid Section	62	8%	2%	2%	3%	4%
Lot 21 North End	36	3%	0%	3%	0%	1%
Lot 22	25	0%	0%	0%	12%	3%
Lot 24 A	159	17%	40%	40%	90%	47%
Lot 24 B	108	30%	25%	23%	31%	27%
Lot 26 South	57	91%	89%	86%	53%	80%
Lot 26 North	193	18%	16%	18%	20%	18%
Lot 27 A&B	133	0%	2%	0%	0%	0%
Lot 27 C&D	140	8%	7%	7%	6%	7%
Lot 28	18	83%	67%	67%	61%	69%
Lot 29	31	74%	71%	71%	81%	74%

Location	Inventory	Thursday October 25				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Lot 30	115	22%	26%	23%	14%	21%
Lot 31	42	24%	19%	12%	14%	17%
Lot 34	43	7%	21%	98%	98%	56%
Lot 35	33	36%	52%	0%	0%	22%
Lot 36	39	64%	92%	79%	67%	76%
CC Structure	285	73%	84%	85%	88%	82%
OTC	262	94%	95%	89%	78%	89%
OTC Structure	445	61%	64%	61%	95%	70%
Total % Average	**2,401**	**42%**	**46%**	**45%**	**53%**	**47%**

Table 56. Round 2 Weekend Occupancy Rates Across Off-Street Locations

Location	Inventory	Saturday October 27				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Lot 20	119	7%	18%	16%	10%	13%
Lot 21 South End	56	11%	11%	2%	4%	7%
Lot 21 Mid Section	62	0%	5%	5%	2%	3%
Lot 21 North End	36	19%	3%	6%	6%	8%
Lot 22	25	0%	0%	4%	4%	2%
Lot 24 A	159	45%	83%	91%	77%	74%
Lot 24 B	108	31%	41%	39%	13%	31%
Lot 26 South	57	2%	2%	2%	4%	2%
Lot 26 North	193	7%	11%	19%	15%	13%
Lot 27 A&B	133	2%	1%	4%	0%	2%
Lot 27 C&D	140	0%	0%	0%	0%	0%
Lot 28	18	78%	94%	94%	44%	78%
Lot 29	31	77%	87%	81%	74%	80%
Lot 30	115	43%	39%	36%	42%	40%
Lot 31	42	17%	19%	21%	14%	18%
Lot 34	43	33%	47%	56%	30%	41%
Lot 35	33	27%	61%	52%	79%	55%
Lot 36	39	38%	44%	62%	49%	48%
CC Structure	285	32%	38%	52%	32%	38%
OTC	262	85%	94%	95%	89%	91%
OTC Structure	445	23%	31%	36%	37%	32%
Total % Average	**2,401**	**29%**	**36%**	**40%**	**34%**	**35%**

Table 57. Weekday Rounds 1 & 2 Combined Average Occupancy Rates Across Off-Street Locations

Location	Inventory	Thursday Rounds 1 & 2 Combined Average				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Lot 20	119	8%	24%	38%	18%	22%
Lot 21 South End	56	4%	25%	33%	22%	21%
Lot 21 Mid Section	62	7%	11%	14%	5%	9%
Lot 21 North End	36	4%	10%	13%	7%	8%
Lot 22	25	0%	14%	12%	24%	13%

Location	Inventory	Thursday Rounds 1 & 2 Combined Average				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Lot 24 A	159	35%	68%	69%	93%	66%
Lot 24 B	108	40%	48%	52%	65%	51%
Lot 26 South	57	86%	85%	88%	50%	77%
Lot 26 North	193	11%	12%	28%	28%	20%
Lot 27 A&B	133	0%	1%	0%	0%	0%
Lot 27 C&D	140	9%	10%	9%	6%	8%
Lot 28	18	92%	81%	83%	81%	84%
Lot 29	31	84%	82%	84%	89%	85%
Lot 30	115	27%	59%	58%	40%	46%
Lot 31	42	14%	18%	15%	14%	15%
Lot 34	43	21%	24%	98%	99%	60%
Lot 35	33	48%	45%	8%	8%	27%
Lot 36	39	78%	94%	85%	51%	77%
CC Structure	285	82%	90%	84%	90%	86%
OTC	262	94%	96%	91%	78%	90%
OTC Structure	445	63%	73%	73%	92%	75%
Total % Average	**2,401**	**46%**	**55%**	**56%**	**58%**	**54%**

Table 58. Weekend Rounds 1 & 2 Combined Average Occupancy Rates Across Off-Street Locations

Location	Inventory	Saturday Rounds 1 & 2 Combined Average				
		9 AM	12 PM	3 PM	6 PM	Daily % Average
Lot 20	119	17%	58%	57%	52%	46%
Lot 21 South End	56	12%	36%	51%	50%	37%
Lot 21 Mid Section	62	9%	28%	52%	40%	32%
Lot 21 North End	36	24%	42%	53%	46%	41%
Lot 22	25	0%	30%	46%	34%	28%
Lot 24 A	159	69%	90%	95%	87%	85%
Lot 24 B	108	41%	69%	69%	56%	59%
Lot 26 South	57	4%	4%	18%	12%	9%
Lot 26 North	193	11%	26%	59%	48%	36%
Lot 27 A&B	133	2%	1%	2%	0%	1%
Lot 27 C&D	140	0%	1%	1%	1%	1%
Lot 28	18	89%	97%	97%	72%	89%
Lot 29	31	89%	94%	90%	81%	88%
Lot 30	115	53%	69%	68%	71%	65%
Lot 31	42	15%	32%	25%	38%	28%
Lot 34	43	50%	64%	72%	57%	61%
Lot 35	33	29%	71%	62%	77%	60%
Lot 36	39	69%	60%	68%	51%	62%
CC Structure	285	35%	45%	52%	35%	42%
OTC	262	86%	94%	95%	89%	91%
OTC Structure	445	27%	39%	61%	65%	48%
Total % Average	**2,401**	**35%**	**49%**	**58%**	**53%**	**49%**

4.0 Conclusions

The data collection types, study locations, and study time periods were selected to better understand weekday and weekend parking trends in downtown Oceanside. The data analysis results are intended to allow the City to make program adjustments applicable to the needs and uses of each on-street or off-street public parking location in the downtown area. The data are meant to provide a baseline by which to measure future occupancy rates as the City of Oceanside continues to grow and change.

5.0 Appendix A: On-Street Data Tables

Ash Street Occupancy Data

Ash Street Occupancy		Thursday July 12					Saturday July 14				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
200	2	0%	0%	0%	0%	0%	100%	50%	50%	50%	63%
Average:		**0%**	**0%**	**0%**	**0%**	**0%**	**100%**	**50%**	**50%**	**50%**	**63%**

Ash Street Occupancy		Thursday October 25					Saturday October 27				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
200	2	100%	50%	50%	50%	63%	100%	100%	50%	100%	88%
Average:		**100%**	**50%**	**50%**	**50%**	**63%**	**100%**	**100%**	**50%**	**100%**	**88%**

Civic Center Drive Occupancy Data

Civic Center Drive Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	**11**	18%	9%	45%	100%	43%	27%	100%	91%	100%	79%
300	**17**	76%	94%	88%	88%	87%	59%	76%	82%	94%	78%
400	**14**	50%	86%	107%	107%	88%	64%	57%	64%	71%	64%
500	**13**	69%	69%	54%	108%	75%	69%	69%	38%	23%	50%
600	**25**	88%	92%	76%	96%	88%	48%	68%	44%	16%	44%
700	**16**	100%	100%	81%	100%	95%	13%	38%	25%	13%	22%
800	**18**	72%	78%	61%	94%	76%	6%	6%	6%	6%	6%
900	**14**	50%	57%	64%	79%	63%	50%	36%	21%	21%	32%
Average:		**70%**	**77%**	**73%**	**96%**	**79%**	**41%**	**55%**	**45%**	**39%**	**45%**

Civic Center Drive Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	11	27%	18%	9%	82%	34%	36%	36%	27%	82%	45%
300	17	94%	100%	100%	100%	99%	65%	94%	94%	47%	75%
400	14	43%	36%	93%	93%	66%	79%	64%	50%	43%	59%
500	13	69%	77%	77%	77%	75%	54%	46%	108%	85%	73%
600	25	88%	92%	64%	88%	83%	56%	52%	96%	32%	59%
700	16	88%	94%	81%	100%	91%	31%	13%	44%	31%	30%
800	18	56%	72%	50%	100%	69%	0%	6%	11%	0%	4%
900	14	50%	50%	43%	43%	46%	43%	43%	50%	64%	50%
Average:		68%	72%	66%	87%	73%	45%	45%	63%	44%	49%

Clementine Street Occupancy Data

Clementine Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	7	29%	57%	57%	43%	46%	0%	0%	0%	0%	0%
200 N	24	0%	25%	8%	0%	8%	0%	0%	0%	0%	0%
300 N	25	96%	96%	68%	44%	76%	64%	64%	60%	44%	58%
400 N	25	40%	44%	52%	56%	48%	60%	60%	56%	72%	62%
500 N	29	66%	55%	66%	90%	69%	69%	62%	69%	83%	71%
Average:		50%	55%	50%	49%	51%	46%	45%	45%	48%	46%

Clementine Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	7	14%	14%	0%	0%	7%	0%	14%	29%	0%	11%
200 N	24	8%	21%	13%	4%	11%	0%	0%	0%	0%	0%
300 N	25	92%	88%	96%	48%	81%	32%	40%	36%	20%	32%
400 N	25	36%	28%	44%	56%	41%	32%	48%	48%	56%	46%
500 N	29	55%	41%	41%	62%	50%	76%	66%	66%	45%	63%
Average:		46%	43%	45%	41%	44%	35%	38%	38%	29%	35%

Cleveland Street Occupancy Data

Cleveland Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
200 N	20	75%	95%	95%	95%	90%	60%	80%	70%	95%	76%
300 N	10	40%	100%	100%	100%	85%	80%	70%	70%	70%	73%
400 N	28	79%	75%	75%	100%	82%	71%	79%	86%	86%	80%
500 N	27	59%	56%	81%	89%	71%	89%	89%	93%	89%	90%
600 N	13	46%	77%	77%	100%	75%	92%	92%	92%	100%	94%
700 N	20	50%	55%	60%	90%	64%	65%	60%	90%	80%	74%
700 N	13	62%	15%	54%	69%	50%	77%	54%	77%	69%	69%
400 S	5	100%	100%	100%	40%	85%	20%	20%	100%	100%	60%
	Average:	**63%**	**68%**	**78%**	**90%**	**75%**	**74%**	**74%**	**85%**	**86%**	**80%**

Cleveland Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
200 N	20	10%	80%	105%	100%	74%	60%	65%	65%	70%	65%
300 N	10	10%	80%	120%	120%	83%	80%	80%	60%	50%	68%
400 N	28	36%	50%	82%	104%	68%	75%	61%	68%	61%	66%
500 N	27	52%	44%	59%	100%	64%	74%	74%	59%	59%	67%
600 N	13	54%	54%	38%	92%	60%	69%	62%	54%	62%	62%
700 N	20	25%	25%	20%	65%	34%	75%	40%	40%	40%	49%
700 N	13	38%	15%	54%	54%	40%	69%	62%	31%	31%	48%
400 S	5	100%	100%	80%	80%	90%	60%	60%	60%	60%	60%
	Average:	**36%**	**51%**	**68%**	**91%**	**61%**	**71%**	**63%**	**56%**	**55%**	**61%**

Coast Highway Occupancy Data

Coast Highway Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
200 N	18	83%	89%	111%	106%	97%	94%	94%	72%	72%	83%
300 N	19	95%	74%	89%	105%	91%	63%	68%	63%	68%	66%
400 N	23	30%	61%	52%	96%	60%	30%	26%	57%	65%	45%
500 N	8	50%	63%	38%	63%	53%	38%	38%	38%	38%	38%
600 N	5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
100 S	15	40%	60%	73%	80%	63%	33%	53%	47%	73%	52%
Average:		**57%**	**66%**	**72%**	**89%**	**71%**	**50%**	**53%**	**55%**	**63%**	**55%**

Coast Highway Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
200 N	18	72%	78%	83%	100%	83%	100%	89%	72%	83%	86%
300 N	19	79%	89%	95%	100%	91%	68%	74%	74%	53%	67%
400 N	23	39%	83%	39%	104%	66%	26%	70%	48%	22%	41%
500 N	8	0%	0%	13%	113%	31%	38%	50%	0%	0%	22%
600 N	5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
100 S	15	33%	60%	53%	67%	53%	20%	60%	60%	40%	45%
Average:		**48%**	**67%**	**58%**	**91%**	**66%**	**49%**	**67%**	**53%**	**41%**	**53%**

Ditmar Street Occupancy Data

Ditmar Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
100 N	25	16%	68%	44%	68%	49%	52%	52%	40%	60%	51%
200 N	24	25%	38%	33%	38%	33%	21%	42%	25%	50%	34%
300 N	12	33%	67%	42%	108%	63%	0%	0%	0%	42%	10%
400 N	23	57%	83%	61%	100%	75%	61%	70%	74%	43%	62%
500 N	29	45%	52%	45%	93%	59%	55%	55%	79%	83%	68%
Average:		**35%**	**60%**	**45%**	**79%**	**55%**	**42%**	**49%**	**50%**	**58%**	**50%**

Ditmar Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	25	24%	64%	40%	52%	45%	24%	40%	52%	36%	36%
200 N	24	21%	38%	21%	25%	26%	46%	25%	25%	46%	35%
300 N	12	33%	58%	25%	83%	50%	50%	8%	33%	33%	31%
400 N	23	30%	70%	30%	91%	55%	52%	43%	48%	52%	49%
500 N	29	52%	34%	34%	76%	49%	72%	66%	69%	66%	68%
Average:		**33%**	**51%**	**31%**	**64%**	**45%**	**50%**	**41%**	**48%**	**49%**	**47%**

Elm Street Occupancy Data

Elm Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	5	80%	80%	80%	80%	80%	100%	100%	100%	100%	100%
Average:		**80%**	**80%**	**80%**	**80%**	**80%**	**100%**	**100%**	**100%**	**100%**	**100%**

Elm Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	5	80%	80%	80%	80%	80%	80%	100%	80%	100%	90%
Average:		**80%**	**80%**	**80%**	**80%**	**80%**	**80%**	**100%**	**80%**	**100%**	**90%**

Freeman Street Occupancy Data

Freeman Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	26	50%	81%	38%	100%	67%	50%	50%	42%	73%	54%
200 N	23	74%	78%	83%	109%	86%	91%	70%	57%	91%	77%
400 N	26	54%	77%	65%	96%	73%	65%	62%	42%	31%	50%
500 N	27	48%	63%	52%	96%	65%	59%	67%	67%	59%	63%
100 S	27	26%	37%	48%	89%	50%	48%	30%	26%	48%	38%
Average:		**50%**	**67%**	**57%**	**98%**	**68%**	**62%**	**55%**	**47%**	**60%**	**56%**

Freeman Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	26	19%	77%	42%	88%	57%	54%	65%	54%	73%	62%
200 N	23	39%	78%	52%	109%	70%	91%	78%	70%	74%	78%
400 N	26	50%	50%	54%	100%	63%	19%	31%	65%	46%	40%
500 N	27	52%	37%	41%	52%	45%	67%	70%	70%	63%	68%
100 S	27	22%	48%	63%	52%	46%	26%	33%	30%	59%	37%
Average:		**36%**	**57%**	**50%**	**79%**	**56%**	**50%**	**55%**	**57%**	**63%**	**56%**

Horne Street Occupancy Data

Horne Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	15	7%	0%	0%	0%	2%	0%	0%	0%	0%	0%
200 N	10	50%	20%	50%	0%	30%	10%	50%	40%	10%	28%
300 N	15	7%	20%	13%	7%	12%	20%	27%	20%	33%	25%
400 N	23	39%	26%	52%	61%	45%	52%	61%	65%	61%	60%
500 N	26	50%	58%	54%	19%	45%	19%	8%	19%	15%	15%
Average:		**33%**	**29%**	**37%**	**22%**	**30%**	**24%**	**28%**	**30%**	**27%**	**27%**

Horne Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	15	33%	27%	7%	40%	27%	27%	7%	0%	0%	8%
200 N	10	30%	30%	30%	0%	23%	20%	20%	20%	20%	20%
300 N	15	13%	20%	20%	0%	13%	7%	13%	7%	13%	10%
400 N	23	35%	39%	39%	74%	47%	48%	48%	74%	78%	62%
500 N	26	38%	35%	42%	12%	32%	12%	8%	12%	12%	11%
Average:		**31%**	**31%**	**30%**	**29%**	**31%**	**24%**	**20%**	**26%**	**28%**	**24%**

Michigan Avenue Occupancy Data

Michigan Avenue Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
300	6	100%	100%	100%	100%	100%	33%	67%	100%	100%	75%
	Average:	**100%**	**100%**	**100%**	**100%**	**100%**	**33%**	**67%**	**100%**	**100%**	**75%**

Michigan Avenue Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
300	6	117%	117%	117%	33%	96%	33%	33%	50%	50%	42%
	Average:	**117%**	**117%**	**117%**	**33%**	**96%**	**33%**	**33%**	**50%**	**50%**	**42%**

Mission Avenue Occupancy Data

Mission Avenue Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
200	4	25%	100%	100%	100%	81%	50%	100%	50%	100%	75%
300	5	100%	80%	60%	80%	80%	60%	60%	80%	80%	70%
400	6	67%	100%	117%	117%	100%	83%	50%	33%	83%	63%
500	4	100%	100%	75%	100%	94%	100%	100%	100%	100%	100%
600	8	38%	88%	13%	113%	63%	75%	88%	75%	88%	81%
700	16	13%	81%	19%	75%	47%	25%	69%	69%	50%	53%
800	8	13%	13%	50%	50%	31%	0%	0%	0%	0%	0%
	Average:	**39%**	**76%**	**49%**	**86%**	**63%**	**47%**	**63%**	**57%**	**63%**	**57%**

Mission Avenue Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
200	4	0%	25%	100%	100%	56%	100%	100%	75%	100%	94%
300	5	0%	0%	80%	60%	35%	60%	60%	60%	100%	70%
400	6	50%	67%	117%	133%	92%	67%	33%	83%	83%	67%
500	4	75%	75%	100%	100%	88%	100%	75%	25%	100%	75%
600	8	38%	75%	13%	75%	50%	50%	50%	50%	75%	56%
700	16	25%	81%	44%	75%	56%	50%	75%	44%	50%	55%
800	8	25%	38%	13%	50%	31%	25%	113%	0%	38%	44%
	Average:	**29%**	**59%**	**55%**	**80%**	**56%**	**57%**	**73%**	**45%**	**69%**	**61%**

Myers Street Occupancy Data

Myers Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
100 N	16	50%	81%	100%	94%	81%	31%	88%	100%	106%	81%
200 N	15	7%	100%	93%	100%	75%	7%	47%	47%	47%	37%
300 N	18	22%	39%	39%	83%	46%	17%	94%	83%	83%	69%
500 N	29	34%	28%	41%	100%	51%	69%	79%	100%	100%	87%
100 S	59	29%	29%	32%	59%	37%	54%	49%	80%	83%	66%
200 S	31	32%	26%	32%	45%	34%	68%	81%	61%	81%	73%
300 S	13	69%	54%	54%	77%	63%	54%	85%	62%	77%	69%
400 S	13	38%	31%	46%	46%	40%	69%	92%	85%	100%	87%
500 S	13	46%	46%	38%	54%	46%	69%	38%	46%	77%	58%
600 S	26	38%	19%	38%	54%	38%	77%	58%	65%	69%	67%
700 S	20	55%	40%	50%	65%	53%	60%	60%	60%	65%	61%
800 S	25	44%	24%	44%	48%	40%	56%	48%	52%	44%	50%
	Average:	**37%**	**37%**	**46%**	**67%**	**47%**	**55%**	**65%**	**72%**	**78%**	**68%**

Myers Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
100 N	16	6%	31%	69%	100%	52%	6%	50%	69%	88%	53%
200 N	15	0%	13%	27%	93%	33%	13%	67%	80%	100%	65%
300 N	18	0%	11%	33%	89%	33%	6%	17%	22%	50%	24%
500 N	29	45%	59%	55%	72%	58%	72%	55%	48%	76%	63%
100 S	59	31%	31%	29%	49%	35%	56%	37%	41%	54%	47%
200 S	31	58%	48%	35%	65%	52%	74%	68%	65%	77%	71%
300 S	13	38%	69%	69%	85%	65%	92%	77%	62%	69%	75%
400 S	13	69%	46%	62%	92%	67%	85%	85%	77%	77%	81%
500 S	13	23%	31%	23%	46%	31%	62%	77%	77%	100%	79%
600 S	26	38%	42%	42%	65%	47%	65%	77%	62%	62%	66%
700 S	20	40%	75%	60%	80%	64%	75%	70%	85%	75%	76%
800 S	25	32%	24%	32%	24%	28%	60%	44%	32%	60%	49%
	Average:	**33%**	**40%**	**42%**	**66%**	**45%**	**57%**	**56%**	**55%**	**70%**	**60%**

Neptune Way Occupancy Data

Neptune Way Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	4	50%	75%	75%	50%	63%	75%	75%	50%	100%	75%
200	14	57%	57%	57%	71%	61%	57%	71%	86%	86%	75%
300	3	100%	100%	67%	100%	92%	33%	67%	100%	100%	75%
300	18	72%	61%	72%	94%	75%	67%	72%	94%	94%	82%
400	16	31%	31%	44%	38%	36%	19%	31%	56%	31%	34%
Average:		**56%**	**55%**	**60%**	**69%**	**60%**	**49%**	**60%**	**78%**	**75%**	**65%**

Neptune Way Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	4	50%	50%	50%	50%	50%	50%	50%	50%	75%	56%
200	14	36%	36%	43%	64%	45%	64%	64%	86%	57%	68%
300	3	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%
300	18	50%	39%	39%	56%	46%	50%	56%	56%	56%	54%
400	16	25%	25%	25%	44%	30%	44%	56%	38%	38%	44%
Average:		**40%**	**36%**	**38%**	**55%**	**42%**	**53%**	**58%**	**58%**	**53%**	**55%**

Nevada Street Occupancy Data

Nevada Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	26	0%	8%	12%	23%	11%	8%	8%	0%	4%	5%
200 N	21	10%	76%	19%	71%	44%	10%	24%	29%	14%	19%
300 N	21	110%	90%	86%	105%	98%	67%	52%	43%	52%	54%
400 N	27	56%	45%	52%	86%	60%	62%	66%	59%	52%	59%
500 N	29	59%	76%	62%	97%	73%	79%	72%	62%	69%	71%
Average:		**46%**	**58%**	**47%**	**77%**	**57%**	**48%**	**47%**	**40%**	**40%**	**44%**

Nevada Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
100 N	26	8%	19%	23%	4%	13%	0%	19%	23%	38%	20%
200 N	21	29%	81%	86%	48%	61%	0%	33%	19%	43%	24%
300 N	21	114%	105%	100%	90%	102%	10%	10%	5%	33%	14%
400 N	27	45%	52%	48%	79%	56%	62%	48%	38%	41%	47%
500 N	29	34%	41%	38%	83%	49%	66%	62%	76%	72%	69%
Average:		**44%**	**57%**	**56%**	**62%**	**55%**	**31%**	**37%**	**35%**	**48%**	**38%**

Pacific Street Occupancy Data

Pacific Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
100 N	11	27%	100%	73%	100%	75%	82%	100%	100%	100%	95%
200 N	10	80%	80%	80%	80%	80%	70%	100%	90%	100%	90%
300 N	13	31%	85%	77%	77%	67%	31%	77%	85%	92%	71%
400 N	16	31%	69%	56%	75%	58%	0%	100%	100%	100%	75%
500 N	23	30%	39%	61%	87%	54%	43%	87%	100%	100%	83%
600 N	25	28%	52%	52%	60%	48%	68%	76%	92%	88%	81%
700 N	17	35%	41%	41%	47%	41%	47%	76%	94%	94%	78%
800 N	28	50%	39%	36%	75%	50%	61%	50%	96%	96%	76%
100 S	41	66%	66%	56%	73%	65%	80%	90%	90%	90%	88%
Average:		**44%**	**59%**	**55%**	**73%**	**58%**	**57%**	**82%**	**94%**	**95%**	**82%**

Pacific Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100 N	11	27%	9%	27%	91%	39%	9%	64%	45%	64%	45%
200 N	10	50%	70%	90%	90%	75%	80%	80%	80%	80%	80%
300 N	13	54%	54%	77%	85%	67%	54%	77%	54%	85%	67%
400 N	16	6%	25%	0%	44%	19%	6%	25%	31%	38%	25%
500 N	23	39%	13%	30%	35%	29%	39%	35%	26%	26%	32%
600 N	25	20%	24%	36%	60%	35%	40%	40%	48%	52%	45%
700 N	17	12%	6%	18%	24%	15%	53%	53%	53%	53%	53%
800 N	28	32%	39%	46%	50%	42%	64%	57%	75%	68%	66%
100 S	41	49%	44%	51%	73%	54%	51%	51%	61%	61%	56%
Average:		**33%**	**32%**	**41%**	**59%**	**41%**	**46%**	**51%**	**53%**	**57%**	**51%**

Pier View Way Occupancy Data

Pier View Way Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	29	62%	97%	100%	100%	90%	62%	97%	100%	100%	90%
300	26	54%	46%	Closed	Closed	25%	73%	81%	81%	100%	84%
400	20	95%	30%	Closed	Closed	31%	80%	90%	75%	80%	81%
500	44	Closed	Closed	93%	95%	47%	84%	82%	95%	84%	86%
700	11	73%	91%	55%	100%	80%	0%	45%	27%	100%	43%
800	27	81%	96%	89%	100%	92%	33%	33%	41%	19%	31%
900	18	50%	83%	50%	100%	71%	6%	0%	0%	0%	1%
Average:		**69%**	**74%**	**84%**	**98%**	**81%**	**57%**	**67%**	**69%**	**71%**	**66%**

Pier View Way Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	29	55%	52%	48%	66%	55%	76%	83%	97%	100%	89%
300	26	54%	54%	Closed	Closed	27%	96%	58%	77%	81%	78%
400	20	75%	85%	Closed	Closed	40%	65%	75%	75%	40%	64%
500	44	Closed	Closed	89%	95%	46%	84%	91%	61%	82%	80%
700	11	82%	73%	55%	100%	77%	36%	55%	27%	73%	48%
800	27	89%	96%	85%	93%	91%	37%	93%	22%	70%	56%
900	18	50%	89%	17%	94%	63%	22%	56%	6%	0%	21%
	Average:	**66%**	**73%**	**66%**	**88%**	**73%**	**66%**	**77%**	**57%**	**69%**	**67%**

Seagaze Drive Occupancy Data

Seagaze Drive Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	12	33%	67%	75%	100%	69%	50%	100%	100%	100%	88%
300	4	25%	50%	100%	125%	75%	0%	100%	100%	75%	69%
400	9	22%	22%	89%	89%	56%	44%	78%	100%	56%	69%
400	16	56%	100%	100%	100%	89%	81%	88%	88%	94%	88%
500	16	44%	63%	44%	100%	63%	31%	63%	44%	50%	47%
600	13	77%	69%	69%	100%	79%	108%	54%	69%	54%	71%
700	15	0%	53%	47%	87%	47%	40%	67%	20%	20%	37%
800	15	0%	13%	0%	7%	5%	7%	7%	0%	0%	3%
900	26	54%	38%	54%	62%	52%	46%	42%	42%	54%	46%
	Average:	**36%**	**52%**	**52%**	**73%**	**53%**	**45%**	**55%**	**48%**	**49%**	**49%**

Seagaze Drive Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	12	0%	8%	50%	100%	40%	17%	25%	50%	75%	42%
300	4	25%	75%	100%	100%	75%	75%	75%	50%	100%	75%
400	9	33%	67%	44%	67%	53%	22%	44%	33%	67%	42%
400	16	63%	75%	81%	88%	77%	94%	100%	81%	94%	92%
500	16	6%	63%	19%	88%	44%	38%	44%	50%	19%	38%
600	13	85%	85%	69%	92%	83%	77%	100%	38%	8%	56%
700	15	73%	60%	67%	40%	60%	33%	73%	33%	20%	40%
800	15	27%	60%	7%	20%	28%	33%	80%	0%	0%	28%
900	26	100%	85%	50%	100%	84%	88%	73%	65%	69%	74%
	Average:	51%	61%	47%	72%	58%	55%	67%	44%	42%	52%

Sportfisher Drive Occupancy Data

Sportfisher Drive Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	11	45%	18%	45%	100%	52%	9%	55%	109%	100%	68%
300	15	47%	53%	87%	133%	80%	73%	80%	107%	107%	92%
400	17	59%	88%	100%	100%	87%	76%	59%	82%	88%	76%
500	15	27%	67%	53%	87%	58%	47%	60%	40%	27%	43%
600	15	60%	73%	80%	100%	78%	53%	53%	53%	47%	52%
700	16	75%	75%	81%	100%	83%	100%	94%	81%	94%	92%
800	14	79%	64%	64%	93%	75%	79%	64%	57%	71%	68%
900	16	75%	50%	69%	69%	66%	69%	69%	81%	88%	77%
	Average:	59%	63%	74%	97%	73%	66%	67%	76%	77%	71%

Sportfisher Drive Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	11	9%	9%	9%	9%	9%	36%	18%	9%	18%	20%
300	15	40%	27%	60%	133%	65%	73%	33%	33%	33%	43%
400	17	82%	76%	82%	88%	82%	71%	59%	71%	65%	66%
500	15	87%	67%	60%	80%	73%	53%	80%	60%	33%	57%
600	15	47%	53%	53%	93%	62%	40%	40%	47%	27%	38%
700	16	81%	63%	63%	106%	78%	75%	69%	81%	63%	72%
800	14	57%	64%	57%	79%	64%	71%	79%	64%	100%	79%
900	16	44%	63%	75%	81%	66%	63%	56%	63%	56%	59%
Average:		**58%**	**55%**	**60%**	**87%**	**65%**	**61%**	**55%**	**55%**	**50%**	**56%**

Surfrider Way Occupancy Data

Surfrider Way Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	2	50%	50%	0%	0%	25%	0%	100%	50%	0%	38%
200	19	16%	42%	58%	68%	46%	32%	68%	100%	95%	74%
300	16	25%	38%	75%	100%	59%	75%	81%	94%	88%	84%
400	10	0%	30%	0%	60%	23%	0%	30%	40%	20%	23%
500	14	29%	29%	7%	64%	32%	43%	43%	36%	36%	39%
600	15	33%	47%	73%	87%	60%	67%	73%	67%	60%	67%
700	18	44%	33%	72%	56%	51%	61%	67%	44%	44%	54%
800	17	59%	59%	65%	71%	63%	59%	53%	71%	71%	63%
900	17	47%	59%	29%	35%	43%	82%	71%	53%	53%	65%
Average:		**34%**	**43%**	**50%**	**66%**	**48%**	**54%**	**63%**	**65%**	**60%**	**61%**

Surfrider Way Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	2	0%	0%	100%	50%	38%	0%	0%	0%	0%	0%
200	19	21%	26%	47%	58%	38%	42%	32%	32%	21%	32%
300	16	19%	19%	19%	94%	38%	56%	38%	50%	50%	48%
400	10	0%	0%	0%	90%	23%	0%	0%	0%	0%	0%
500	14	29%	43%	14%	29%	29%	29%	14%	14%	29%	21%
600	15	33%	33%	40%	80%	47%	67%	67%	73%	73%	70%
700	18	44%	39%	72%	72%	57%	83%	89%	67%	72%	78%
800	17	53%	47%	65%	71%	59%	94%	82%	65%	59%	75%
900	17	41%	35%	41%	41%	40%	59%	47%	53%	47%	51%
Average:		**31%**	**31%**	**41%**	**66%**	**42%**	**56%**	**48%**	**46%**	**45%**	**49%**

Topeka Street Occupancy Data

Topeka Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
400	13	62%	77%	108%	123%	92%	108%	115%	108%	92%	106%
500	13	100%	108%	108%	115%	108%	115%	108%	92%	123%	110%
Average:		**81%**	**92%**	**108%**	**119%**	**100%**	**112%**	**112%**	**100%**	**108%**	**108%**

Topeka Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
400	13	100%	92%	92%	92%	94%	92%	100%	100%	100%	98%
500	13	108%	115%	108%	115%	112%	108%	108%	108%	108%	108%
Average:		**104%**	**104%**	**100%**	**104%**	**103%**	**100%**	**104%**	**104%**	**104%**	**103%**

Tremont Street Occupancy Data

Tremont Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
200 N	36	69%	42%	Closed	Closed	28%	72%	94%	97%	100%	91%
300 N	37	38%	46%	Closed	Closed	42%	16%	68%	76%	95%	64%
400 N	28	79%	89%	100%	114%	96%	61%	75%	100%	100%	84%
500 N	29	24%	31%	76%	90%	55%	41%	52%	90%	83%	66%
600 N	27	30%	48%	41%	89%	52%	52%	63%	89%	70%	69%
700 N	28	71%	82%	68%	93%	79%	75%	75%	79%	93%	80%
100 S	32	81%	97%	100%	103%	95%	91%	94%	94%	84%	91%
200 S	28	89%	89%	89%	96%	91%	61%	82%	82%	68%	73%
Average:		**60%**	**64%**	**80%**	**98%**	**75%**	**58%**	**76%**	**88%**	**87%**	**77%**

Tremont Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
200 N	36	19%	67%	Closed	Closed	22%	33%	89%	86%	89%	74%
300 N	37	Construction	16%	Closed	Closed	16%	16%	30%	46%	54%	36%
400 N	28	54%	82%	93%	93%	80%	68%	75%	79%	75%	74%
500 N	29	17%	10%	52%	93%	43%	45%	34%	24%	34%	34%
600 N	27	30%	26%	37%	100%	48%	59%	59%	48%	56%	56%
700 N	28	68%	54%	54%	96%	68%	54%	57%	54%	61%	56%
100 S	32	72%	78%	75%	91%	79%	91%	94%	78%	81%	86%
200 S	28	89%	96%	104%	89%	95%	82%	82%	68%	61%	73%
Average:		**49%**	**53%**	**69%**	**94%**	**66%**	**54%**	**65%**	**61%**	**64%**	**61%**

Tyson Street Occupancy Data

Tyson Street Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	**Inventory**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**	**9AM**	**12PM**	**3PM**	**6PM**	**Daily % Average**
100	6	0%	17%	17%	33%	17%	17%	17%	17%	50%	25%
200	17	41%	24%	35%	35%	34%	35%	82%	82%	82%	71%
Average:		**30%**	**22%**	**30%**	**35%**	**29%**	**30%**	**65%**	**65%**	**74%**	**59%**

Tyson Street Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	6	0%	0%	0%	17%	4%	33%	67%	17%	17%	33%
200	17	29%	12%	35%	41%	29%	35%	53%	41%	47%	44%
	Average:	**22%**	**9%**	**26%**	**35%**	**23%**	**35%**	**57%**	**35%**	**39%**	**41%**

Windward Way Occupancy Data

Windward Way Occupancy		Thursday July 12 Round 1					Saturday July 14 Round 1				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	12	17%	50%	50%	50%	42%	25%	58%	92%	92%	67%
200	19	32%	16%	26%	58%	33%	37%	32%	95%	95%	64%
300	15	47%	60%	87%	93%	72%	73%	67%	113%	93%	87%
400	15	33%	20%	7%	67%	32%	27%	60%	73%	47%	52%
	Average:	**33%**	**34%**	**41%**	**67%**	**44%**	**41%**	**52%**	**93%**	**82%**	**67%**

Windward Way Occupancy		Thursday October 25 Round 2					Saturday October 27 Round 2				
Block	Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
100	12	25%	0%	33%	17%	19%	42%	58%	0%	17%	29%
200	19	42%	42%	42%	42%	42%	58%	32%	42%	47%	45%
300	15	33%	27%	40%	100%	50%	87%	67%	60%	53%	67%
400	15	7%	13%	13%	93%	32%	53%	47%	40%	27%	42%
	Average:	**28%**	**23%**	**33%**	**64%**	**37%**	**61%**	**49%**	**38%**	**38%**	**46%**

6.0 Appendix B: Off-Street Data Tables

Lot 20 Occupancy Data

Lot 20 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
119	10%	40%	65%	29%	36%	28%	97%	97%	93%	79%

Lot 20 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
119	5%	7%	11%	6%	7%	7%	18%	16%	10%	13%

Lot 21 South End Occupancy Data

Lot 21 South End Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
56	4%	43%	64%	43%	38%	13%	61%	100%	96%	67%

Lot 21 South End Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
56	5%	7%	2%	2%	4%	11%	11%	2%	4%	7%

Lot 21 Mid Section Occupancy Data

Lot 21 Mid Section Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
62	6%	21%	26%	6%	15%	18%	52%	100%	77%	62%

Lot 21 Mid Section Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
62	8%	2%	2%	3%	4%	0%	5%	5%	2%	3%

Lot 21 North End Occupancy Data

Lot 21 North End Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
36	6%	19%	22%	14%	15%	28%	81%	100%	86%	74%

Lot 21 North End Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
36	3%	0%	3%	0%	1%	19%	3%	6%	6%	8%

Lot 22 Occupancy Data

Lot 22 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
25	0%	28%	24%	36%	22%	0%	60%	88%	64%	53%

Lot 22 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
25	0%	0%	0%	12%	3%	0%	0%	4%	4%	2%

Lot 24 A Occupancy Data

Lot 24 A Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
159	53%	96%	97%	97%	86%	92%	97%	100%	97%	97%

Lot 24 A Occupancy	Thursday October 25 Round 2	Saturday October 27 Round 2

Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
159	17%	40%	40%	90%	47%	45%	83%	91%	77%	74%

Lot 24 B Occupancy Data

Lot 24 B Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
108	50%	71%	82%	98%	75%	52%	98%	100%	100%	88%

Lot 24 B Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
108	30%	25%	23%	32%	27%	31%	41%	39%	13%	31%

Lot 26 South Occupancy Data

Lot 26 South Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
57	81%	81%	89%	47%	75%	5%	7%	33%	21%	17%

Lot 26 South Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
57	91%	89%	86%	53%	80%	2%	2%	2%	4%	2%

Lot 26 North Occupancy Data

Lot 26 North Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
193	5%	8%	37%	36%	22%	16%	40%	98%	80%	59%

Lot 26 North Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
193	18%	16%	18%	20%	18%	7%	11%	19%	15%	13%

Lot 27 A&B Occupancy Data

Lot 27 A&B Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
133	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%

Lot 27 A&B Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
133	0%	2%	0%	0%	0%	2%	1%	4%	0%	2%

Lot 27 C&D Occupancy Data

Lot 27 C&D Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
140	9%	13%	10%	6%	10%	0%	1%	3%	3%	2%

Lot 27 C&D Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
140	8%	7%	7%	6%	7%	0%	0%	0%	0%	0%

Lot 28 Occupancy Data

Lot 28 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
18	100.0%	94.4%	100.0%	100.0%	98.6%	100.0%	100.0%	100.0%	100.0%	100.0%

Lot 28 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
18	83.3%	66.7%	66.7%	61.1%	69.4%	77.8%	94.4%	94.4%	44.4%	77.8%

Lot 29 Occupancy Data

Lot 29 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
193	94%	94%	97%	97%	95%	100%	100%	100%	87%	97%

Lot 29 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
193	74%	71%	71%	81%	74%	77%	87%	81%	74%	80%

Lot 30 Occupancy Data

Lot 30 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
115	31%	92%	92%	65%	70%	63%	99%	101%	101%	91%

Lot 30 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
115	22%	26%	23%	14%	21%	43%	39%	36%	42%	40%

Lot 31 Occupancy Data

Lot 31 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
42	5%	17%	19%	14%	14%	14%	45%	29%	62%	38%

Lot 31 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
42	**24%**	19%	12%	14%	17%	17%	19%	21%	14%	18%

Lot 34 Occupancy Data

Lot 34 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
43	35%	28%	98%	100%	65%	67%	81%	88%	84%	80%

Lot 34 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
43	7%	21%	98%	98%	56%	33%	47%	56%	30%	41%

Lot 35 Occupancy Data

Lot 35 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
33	61%	39%	15%	15%	33%	30%	82%	73%	76%	65%

Lot 35 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
33	36%	52%	0%	0%	44%	27%	61%	52%	79%	55%

Lot 36 Occupancy Data

Lot 36 Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
39	92%	95%	90%	36%	78%	100%	77%	74%	54%	76%

Lot 36 Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
39	64%	92%	79%	67%	76%	38%	44%	62%	49%	48%

CC Structure Occupancy Data

CC Structure Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
285	92%	96%	82%	92%	90%	39%	53%	53%	38%	46%

CC Structure Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
285	73%	84%	85%	88%	82%	32%	38%	52%	32%	38%

OTC Occupancy Data

OTC Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
282	95%	97%	92%	77%	90%	88%	93%	95%	90%	91%

OTC Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
282	94%	95%	89%	78%	89%	85%	94%	95%	89%	91%

OTC Structure Occupancy Data

OTC Structure Occupancy	Thursday July 12 Round 1					Saturday July 14 Round 1				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
445	65.4%	81.8%	84.3%	89.0%	80.1%	29.7%	47.6%	86.5%	92.6%	64.1%

OTC Structure Occupancy	Thursday October 25 Round 2					Saturday October 27 Round 2				
Inventory	9AM	12PM	3PM	6PM	Daily % Average	9AM	12PM	3PM	6PM	Daily % Average
445	60.7%	63.8%	61.3%	95.3%	70.3%	23.4%	30.6%	35.5%	36.9%	31.6%