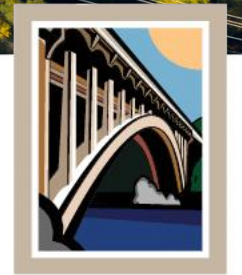


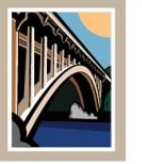


City Council Quarterly Presentation
Historic District Parking Solutions
August 24, 2021



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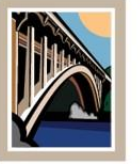
Quarterly Presentation Plan



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- Background/How Did We Get Here?
- Update/What's Been Done?
- Additional Parking Solution Details
- Questions/Comments

Background/How Did We Get Here?



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- March 2019: City Council appointed 11-member Historic District Parking Solutions Ad Hoc Committee to explore possible solutions to alleviate traffic and parking concerns in residential and commercial areas of the District
- Committee met monthly for a year to identify issues and research/vet potential solutions
- June 2020: Committee recommended to City Council a portfolio approach/comprehensive solution package to implement/adapt over time

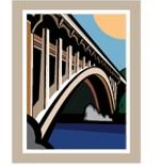


City of Folsom
Historic District Parking Solutions
Ad Hoc Committee Recommendations

Report to Council

June 1, 2020

Committee Recommendation: Portfolio Approach



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Short Term High Priority

Establish designated loading zones for ridesharing and Smart RT

Establish an In-Lieu fee for parking

Improve and expand wayfinding signage to encourage use of parking garage

Create a special district to fund parking improvements

Provide shuttle options to parking garage and Light Rail

Design, implement and enforce residential parking permit program

Enhance pedestrian safety to and from the Railroad Block parking garage

Increase frequency and scope of parking enforcement

Educate Historic District employees about parking options

Long Term High Priority

Offer incentives to reward beneficial parking behavior

Build an additional public parking garage

Long Term Low Priority

Consider establishing valet parking services at key locations

Improve overall circulation design for access to the Historic District

Consider use of small undeveloped or underdeveloped lots for infill parking

Ongoing and Existing Solutions

Continue to improve bicycle and pedestrian access to Historic District

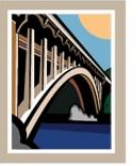
Promote ways to get in and around the Historic District

Work with Special Event organizers to manage parking demand

Address parking standards for Historic District through Zoning Code update

Adaptively manage Historic District parking

Update/What's Been Done?



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1. City Team meetings on implementation monthly
2. Stakeholder coordination
3. Grant funding applications
4. Wayfinding signs
5. Security upgrades, traffic calming for parking structure
6. Rideshare, loading and curbside pickup zones and signs
7. Updated parking maps for employees and visitors
8. Progress on residential parking consideration
9. Webpage with background, report, and implementation matrix updated quarterly

Implementation Matrix



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Historic District Parking Solutions Implementation Matrix (Updated August 17, 2021)

Timeframe	Priority	Objective	Status
Short-Term	High	Establish designated loading zones for ridesharing and Smart RT	Rideshare signs posted on 800 and 900 blocks of Sutter. Truck loading zones marked at Sutter/Decatur and on Wool next to Chamber building. Reaching out to rideshare companies about other opportunities in high volume areas.
		Establish in-lieu fee for parking	Pursue funding opportunities for consultant services to prepare a parking in-lieu fee for City Council consideration.
		Improve and expand wayfinding signage to encourage use of parking garage	Approved FY21-22 budget for security enhancement in garage, expanded parking capacity signage, wayfinding and circulation improvements.
		Create special fund for parking improvements	Create special fund to ensure that revenue collected in the area goes toward parking improvements. When we have a revenue stream identified, this will be set up/established.
		Design, implement and enforce residential permit parking program	Discussing potential pilot permit parking program Historic District residents.
		Enhance pedestrian safety to and from parking structure	Camera systems were installed as planned and connected and to and monitored by Police dispatch (3 cameras in Plaza Area and 2 near RT area with 15 total views). Consider funding private party for nighttime safe chaperone to parking structures and lots.
	Increase frequency and scope of parking enforcement	On-street parking enforcement in the Historic District continues to be monitored in pandemic perspective in coordination with FHDA.	
	Low	Provide shuttle options to parking garage and light rail	Consider micro-mobility options, especially as things open up (e.g., Via, RT last mile). Private shuttle services resumed. City is considering options to expand funding golf carts.
Educate HD employees about parking options		City is preparing an information toolkit that can be shared with employees. City recommends FHDA create incentive program for employees to incentivize positive parking behavior.	
Ongoing	n/a	Continue to improve bicycle and ped access to HD	Conceptual design completed for Riley Street sidewalk from Sutter to East Bidwell. Waiting to hear on grant for final design and construction.
		Promote ways to get in and around the HD	Restriping of Trader's Lane access and parking lot in near term (late 2021) with signs and sensors for available space following in 2022. Conceptual design stage now. Staff preferred option will be presented to City Council as part of regular update on parking solutions.

Solutions Implementation Matrix (Updated August 17, 2021)

	Status
organizers to	Worked closely with FHDA to implement parklets and road closures. Per FHDA, continuing closure of 700 block of Sutter Street on weekends through the calendar year.
is for HD through	Draft Zoning Code to incorporate these recommendations with workshops and adoption hearings in Fall 2021. HCD workshop Nov 30th directed: 1) End use of Variance for granting parking reductions in Sutter Street Entertainment District and instead replace with Admin Permit Process including required findings before HDC will award permit. 2) Allow payment of in-lieu fees for parking reductions. Only in-lieu fee, shared parkign , off-ste parking nearby or availability of parking in garage warrant parking reduction. 3) If outdoor seating is more than 25% of indoor seating area, parking required for outdoor seating at same ratio for indoor.
arking	Consider as a long term strategy for holistic approach as improvements and solutions are implemented over time. City will continue implementing parking solutions and pilot programs to address short term needs. Effective longer term Parking Management Plans traditionally rely on paid parking programs and there's not currently consensus on paid parking.
d beneficial	Evaluate potential incentives to consider in the moving forward plan (public and private).
icture	Estimated cost of second parking structure is \$50M and is likely contingent on paid parking or other consistent revenue stream.
key locations	Staff is exploring the potential to set aside seed money for coordinated-shared valet parking.
on design for	Longer term infrastructure analysis for potential to re-route vehicles for improved circulation when there are more significant changes in the district moving forward.
developed lots for	Consider potential to use or purchase lot at Gold Lake and Leidesdorff lot.

Implementation Matrix



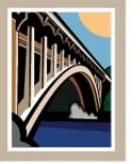
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Historic District Parking Solutions Implementation Matrix (Updated August 17, 2021)

Timeframe	Priority	Objective	Status
Short-Term	High	Establish designated loading zones for ridesharing and Smart RT	Rideshare signs posted on 800 and marked at Sutter/Decatur and on out to rideshare companies about
		Establish in-lieu fee for parking	Pursue funding opportunities for c lieu fee for City Council considerat
		Improve and expand wayfinding signage to encourage use of parking garage	Approved FY21-22 budget for sect parking capacity signage, wayfindi
		Create special fund for parking improvements	Create special fund to ensure that parking improvements. When we be set up/established.
		Design, implement and enforce residential permit parking program	Discussing potential pilot permit p
		Enhance pedestrian safety to and from parking structure	Camera systems were installed as monitored by Police dispatch (3 c with 15 total views). Consider fun chaperone to parking structures a
	Increase frequency and scope of parking enforcement	On-street parking enforcment in t monitored in pandemic perspecth	
Low	Provide shuttle options to parking garage and light rail	Consider micro-mobility options, (last mile). Private shuttle services expand funding golf carts.	
	Educate HD employees about parking options	City is preparing an information to City recommends FHDA create inc incentivize positive parking behav	
Ongoing	n/a	Continue to improve bicycle and ped access to HD	Conceptual design completed for Bidwell. Waiting to hear on grant
		Promote ways to get in and around the HD	Restripping of Trader's Lane access with signs and sensors for availabl design stage now. Staff preferred part of regular update on parking

Timeframe	Priority	Objective	Status		
	High	Work with special event organizers to manage parking demand	Worked closely with FHDA to implement parklets and road closures. Per FHDA, continuing closure of 700 block of Sutter Street on weekends through the calendar year.		
		Address parking standards for HD through Zoning Code update	Draft Zoning Code to incorporate these recommendations with workshops and adoption hearings in Fall 2021. HCD workshop Nov 30th directed: 1) End use of Variance for granting parking reductions in Sutter Street Entertainment District and instead replace with Admin Permit Process including required findings before HDC will award permit. 2) Allow payment of in-lieu fees for parking reductions. Only in-lieu fee, shared parkign , off-ste parking nearby or availability of parking in garage warrant parking reduction. 3) If outdoor seating is more than 25% of indoor seating area, parking required for outdoor seating at same ratio for indoor.		
		Adaptively manage HD parking	Consider as a long term strategy for holistic approach as improvements and solutions are implemented over time. City will continue implementing parking solutions and pilot programs to address short term needs. Effective longer term Parking Management Plans traditionally rely on paid parking programs and there's not currently consensus on paid parking.		
		Long-Term	High	Offer incentives to reward beneficial parking behavior	Evaluatate potential incentives to consider in the moving forward plan (public and private).
				Build second parking structure	Estimated cost of second parking structure is \$50M and is likely contingent on paid parking or other consistent revenue stream.
			Low	Establish valet parking at key locations	Staff is exploring the potential to set aside seed money for coordinated-shared valet parking.
	Improve overall circulation design for access to HD			Longer term infrastructure analysis for potential to re-route vehicles for improved circulation when there are more significant changes in the district moving forward.	
			Consider use of small undeveloped lots for infill parking	Consider potential to use or purchase lot at Gold Lake and Leidesdorff lot.	

Additional Parking Solution Details



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- Enhanced Wayfinding Signage Program
- Pilot Residential Parking Program
- Coordinated shuttle and/or valet services
- Parking Enforcement
- Parking Management Consultant

Enhanced Wayfinding Signage



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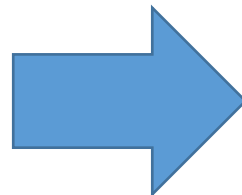
Historic Folsom

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Free Parking

Railroad Block
Spaces

175



Historic Folsom

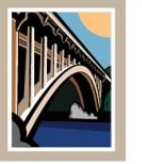
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Free Parking

<u>Lot</u>	<u>Spaces</u>
Rail Block	175
Lt Rail North	71
Lt Rail South	30
Traders Ln	FULL
Scott St	FULL

- Install sensors at public surface lots
- Modify displays at district gateways
- Cloud data (can be used by parking app)

Pilot Residential Parking Program



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- Proposal by Historic District residents
- Limited scope
- May require City Council approval

Shuttle/Valet Service

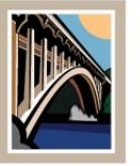


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- Shuttle service currently provided by one HD merchant (the “surfer shuttle”)
- Valet service was offered by one restaurant but may have been canceled due to lack of use
- Potential opportunity to add one or more shuttles
- City subsidy/support?



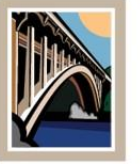
Parking Enforcement



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- Prior to Covid, parking enforcement was provided by Citizens Assisting Police (CAPS) program
- CAPS has been suspended due to Covid but is being reinstated
- Consider enforcement alternatives
- Potential increase in parking fines; keep fines in the Historic District

Parking Management Consultant

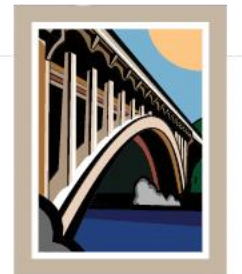


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- Should the City consider retaining parking consultant to further develop and implement parking management plan?
- Several plan elements lack consensus and need resolution before proceeding (permits, fees, etc)



Questions/Comments



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