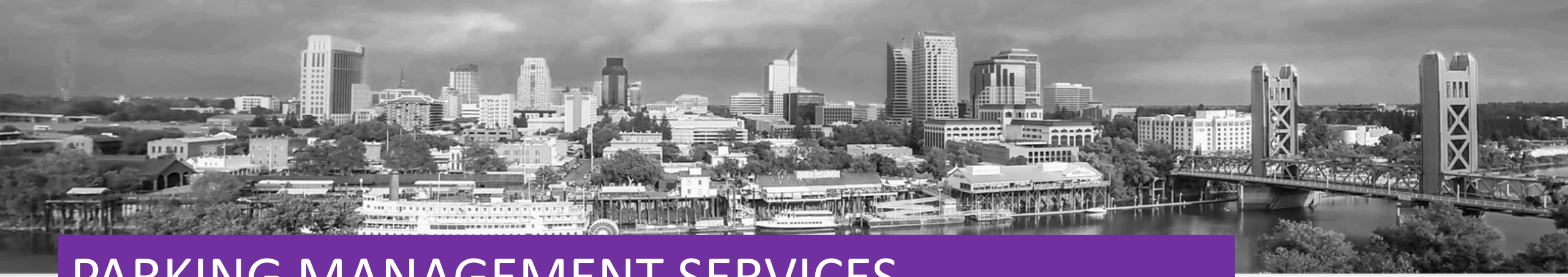
CITY OF SACRAMENTO PRESENTS

PARKING MODERNIZATION

SacPark®

PARKING DIVISION MANAGER

MATT EIERMAN



PARKING MANAGEMENT SERVICES

- **PARKING METERS: 6,200**
- **CITY-OWNED PARKING GARAGES: 5**
- **MANAGEMENT OF PRIVATELY-OWNED PARKING LOCATIONS: 61**
- **CITY-OWNED PARKING LOTS: 18**
- **DIVISION: 147 EMPLOYEES**

SacPark®

City of Sacramento Established: 1849

Population: 501,529 (2018 Census)

Land Size: 100 square miles

First Parking Meter Installed: 1944

Central City Parking Master Plan: 2005

Focus: Management of parking supply and demand

- Achieve Smart Growth
- Provide Long Term Parking Solutions

Parking Modernization: 2012

- Rates & Technology
- Policy & Legislative Reform
- System Expansion

SacPark®

Expand enforcement jurisdictions

Adjust parking rates

Implement more parking reforms

Event Parking

Parklet installations

Garage renovations

PARCS upgrade

Explore reclassification opportunities

Partner with public and private parking operators

Partner with private sector

New businesses in retail properties

Complete Smart meter installation

Establish new time regulations

Acquisition of more parking facilities

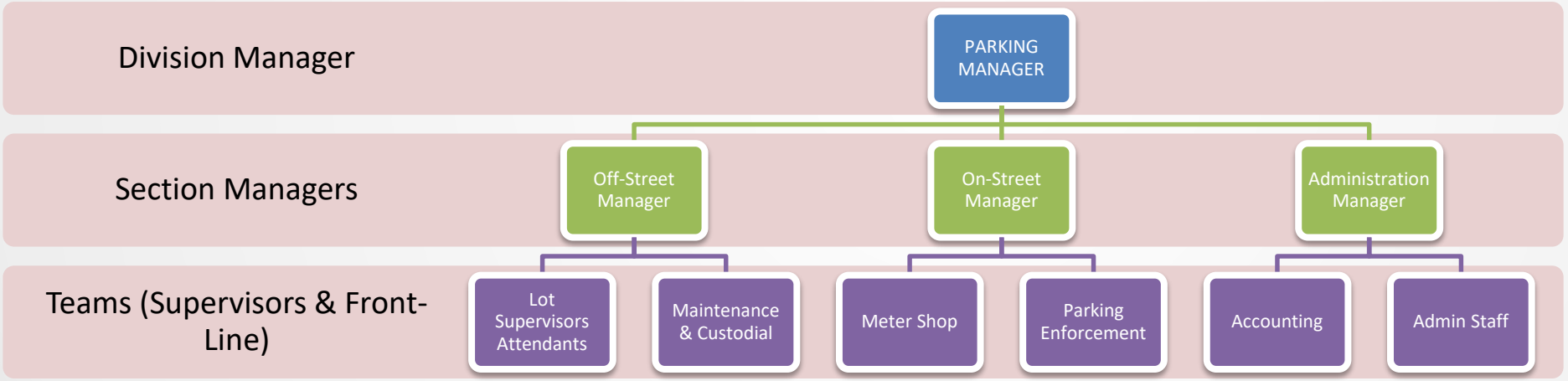
Employee enrichment

- INTERNAL CHANGES
- POLICY
- OPERATIONS
- PARTNERSHIPS
- MARKETING
- MEDIA MESSAGING

INTERNAL CHANGES

SacPark®

FORMER ORGANIZATIONAL STRUCTURE



SacPark®

Parking Services Division

Matt Eierman
Parking Services Division Manager

Ursula Johnson
Operations General Supervisor

Voltaire Villaverde
Operations General Supervisor

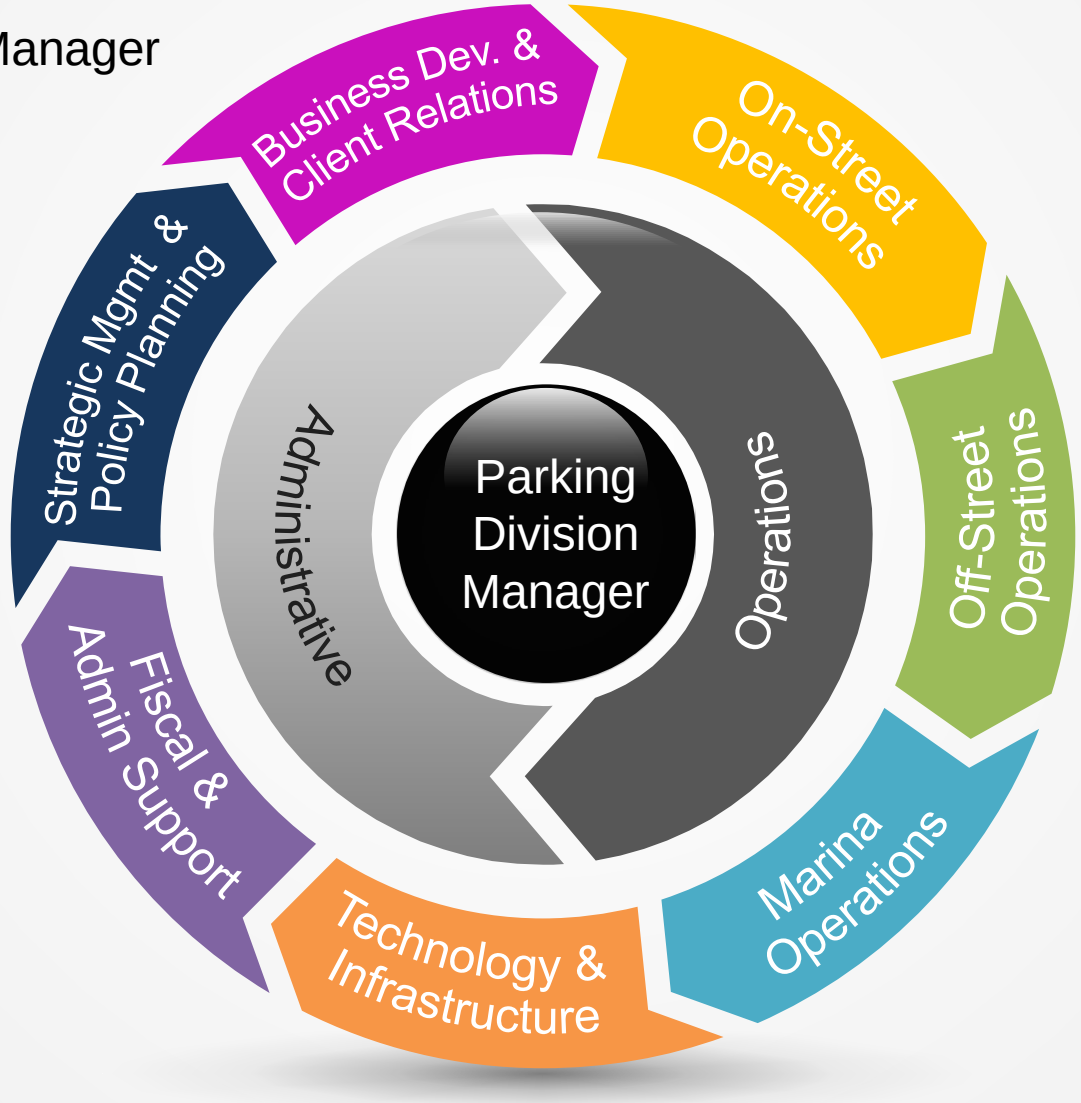
Keith Underwood
Marina Manager

Mike King
Program Specialist

Cherisse M. Knapp
Supervising Financial Analyst

Erika Galang
Program Specialist

Staci Hovermale
Operations General Supervisor



SacPark®

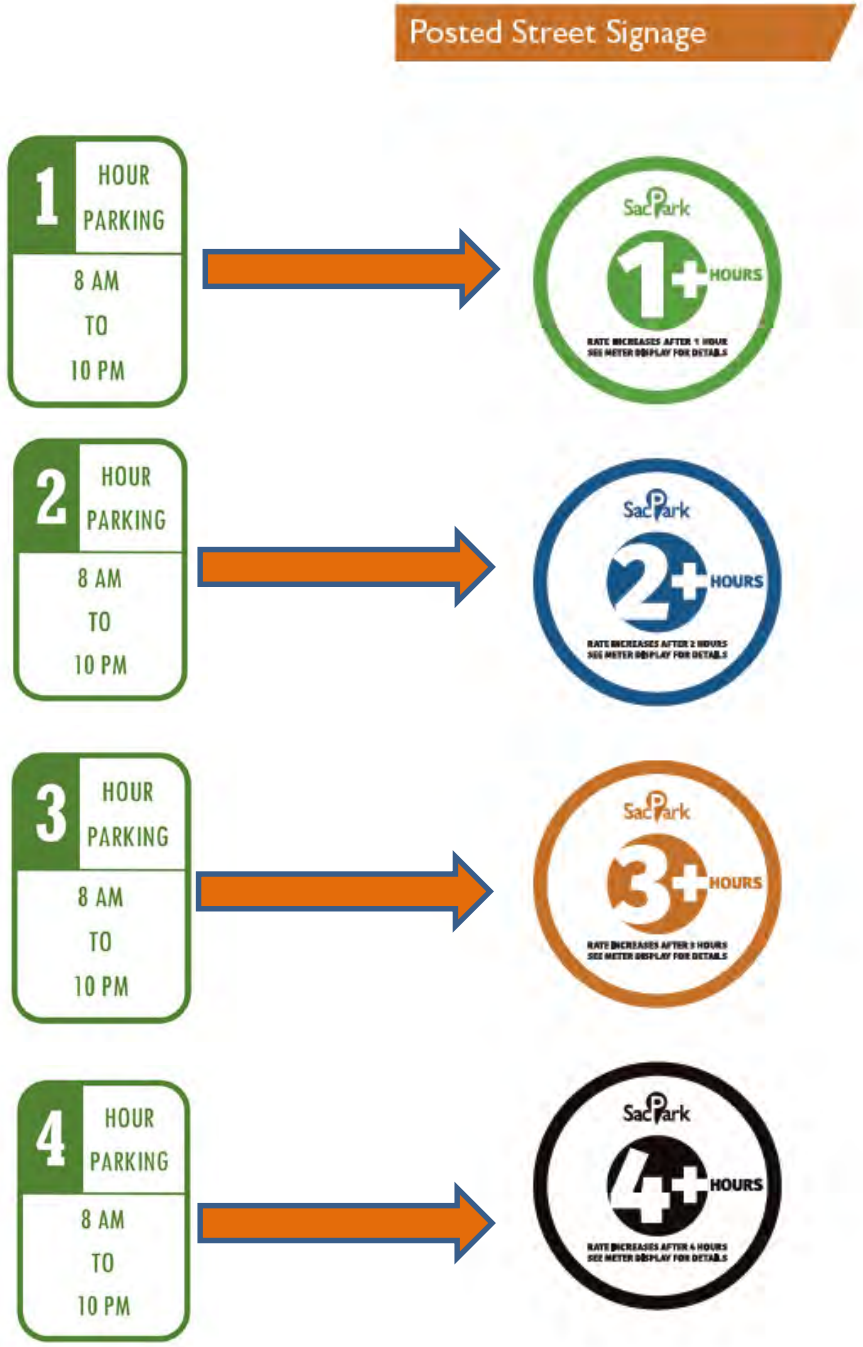
POLICY

On-Street Preparation for Modernization

TIER-BASED SYSTEM

Elimination of timed meter spaces:

Regulatory signage converted to informational signage

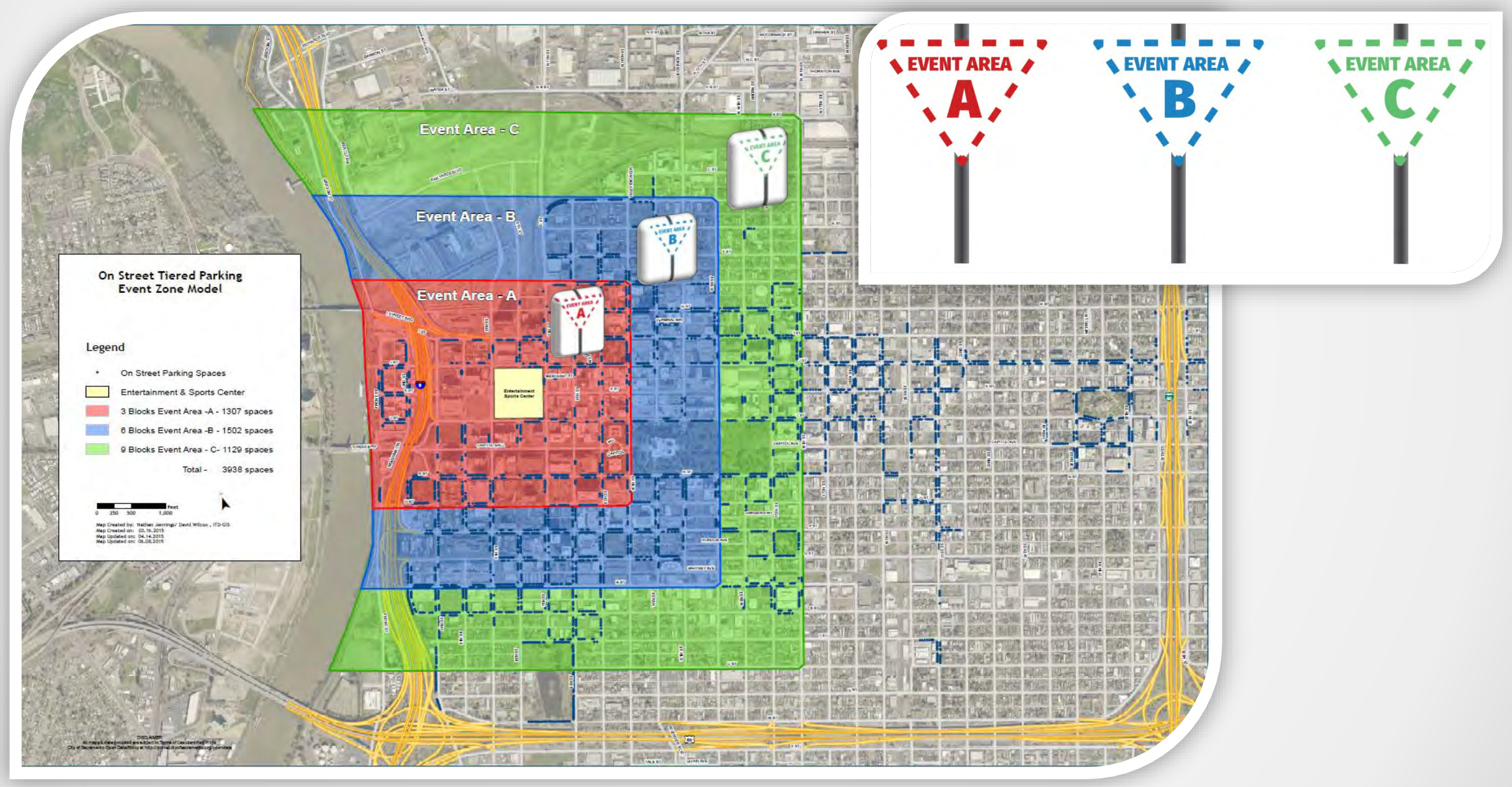


PARKING METER RATES

Tier-Based Meter Rate:
(Standard Operations)

Tier 1: $1.75 per hour
Tier 2: $3.00 next hour
Tier 3: $3.75 each hour thereafter

EVENT PARKING CONCEPT



Special Event Meter Rates

Events exceeding 15,000 expected attendees

Special Event Meter Rate:

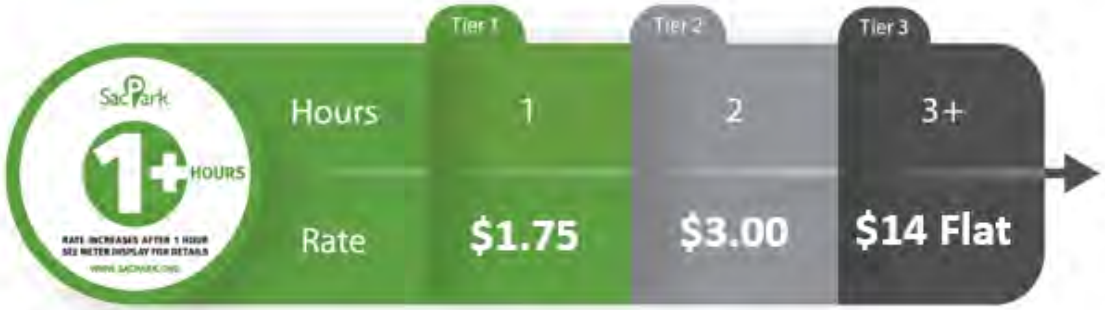
Tier 1: $1.75 per hour *
Tier 2: Meter Flat Rate

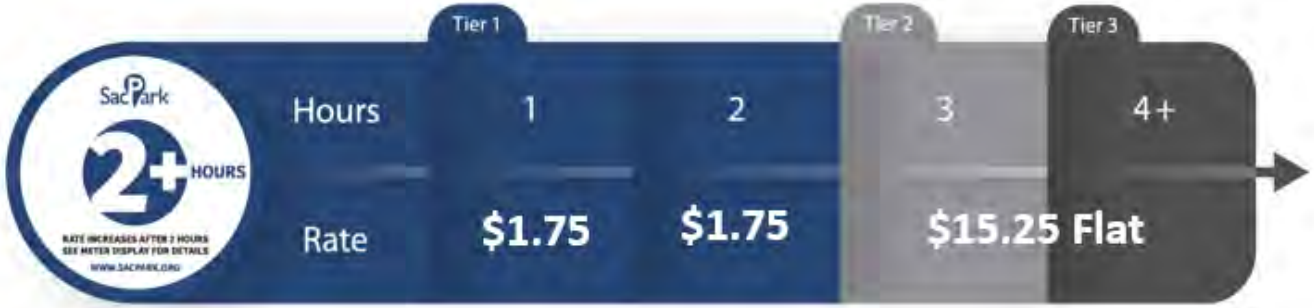
- *$18.75 max at meters*
- *Includes Tier 1 payment*

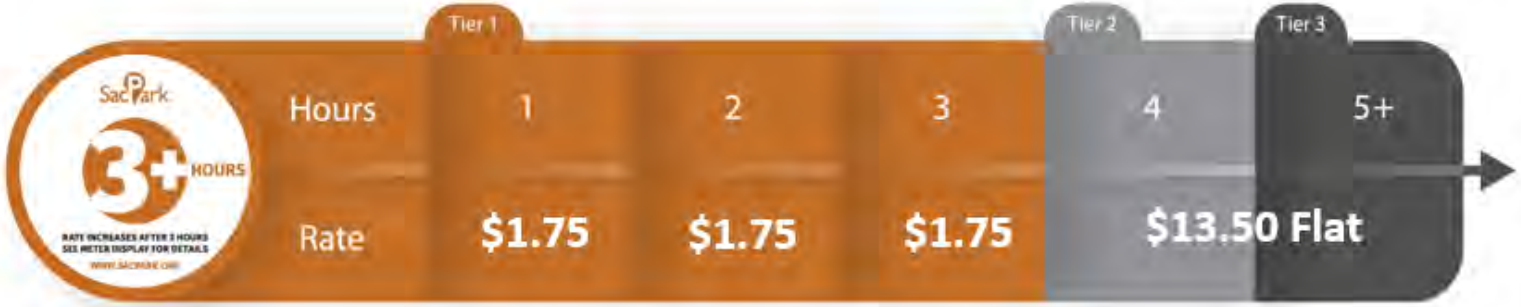
Off-Street Parking Incentive:

Reserve online to receive 25% off garage event rate

** Exception for 1+ Meters*



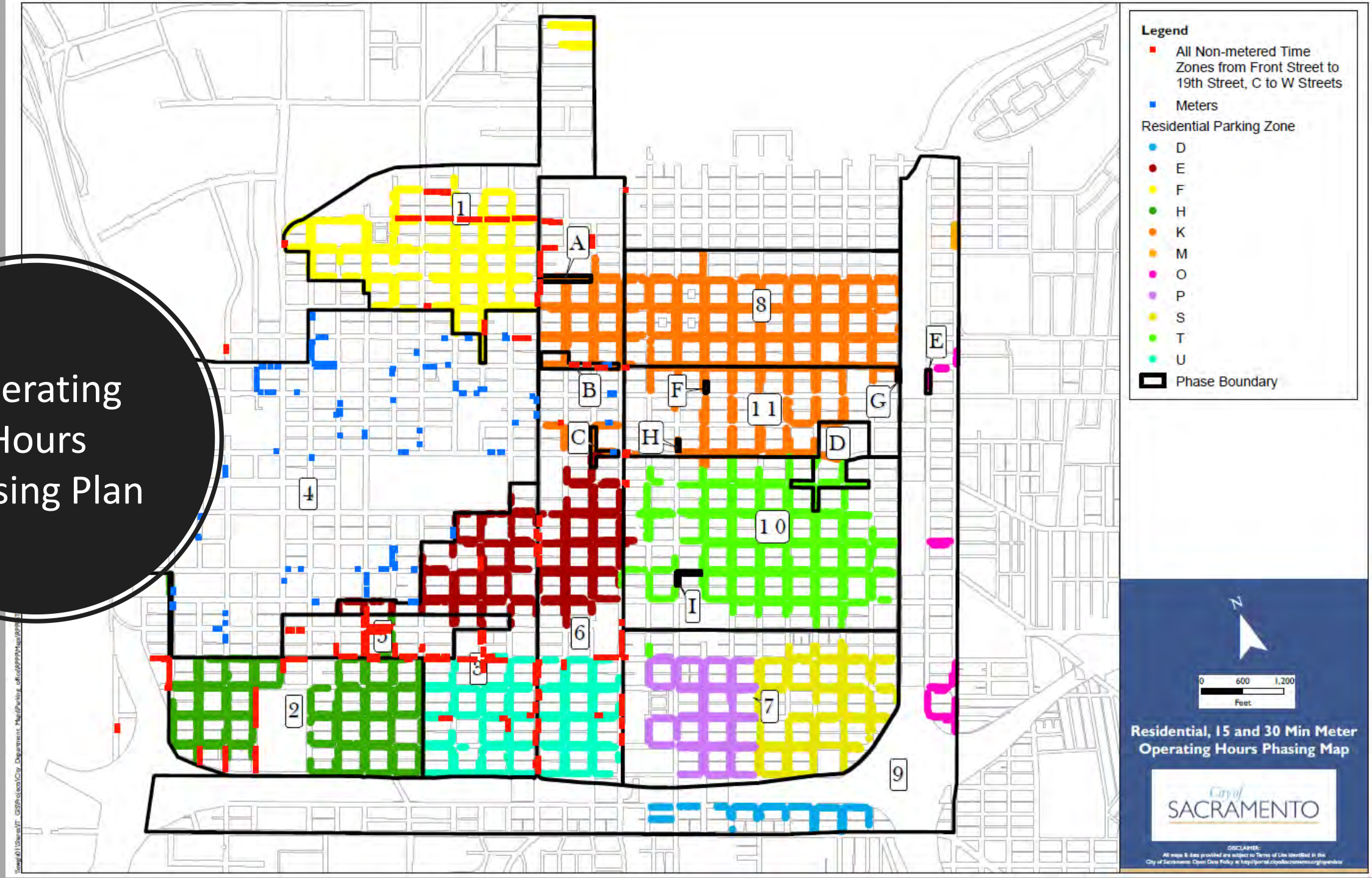




Extended Parking Operating Hours

- Residents
- Business Associations
- Survey
- Focus Group Study
- Marketing Consultant

Operating Hours Phasing Plan



OPERATIONS

SacPark®

TECHNOLOGY

Automated License Plate Recognition

- Wireless connections
- Integrated with payment and enforcement systems
- Enforcement of PbL locations (on- and off-street)
- Enforcement of time zones and RPP zones
- Boot list, various hot lists, etc.

Green vehicles

- Hybrids: Prius, C-Max
- EVs: GO-4, Chevy Bolt

TECHNOLOGY

Surface Lots

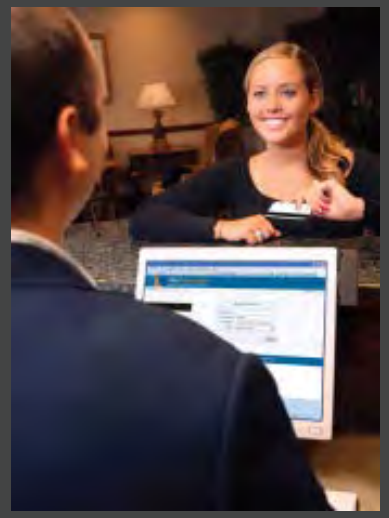
- o P&D to PbL
- o Hangtags to epermits
- o Enforced by LPR
- o TVMs at a lot near a light rail station

LED lighting

EV charging

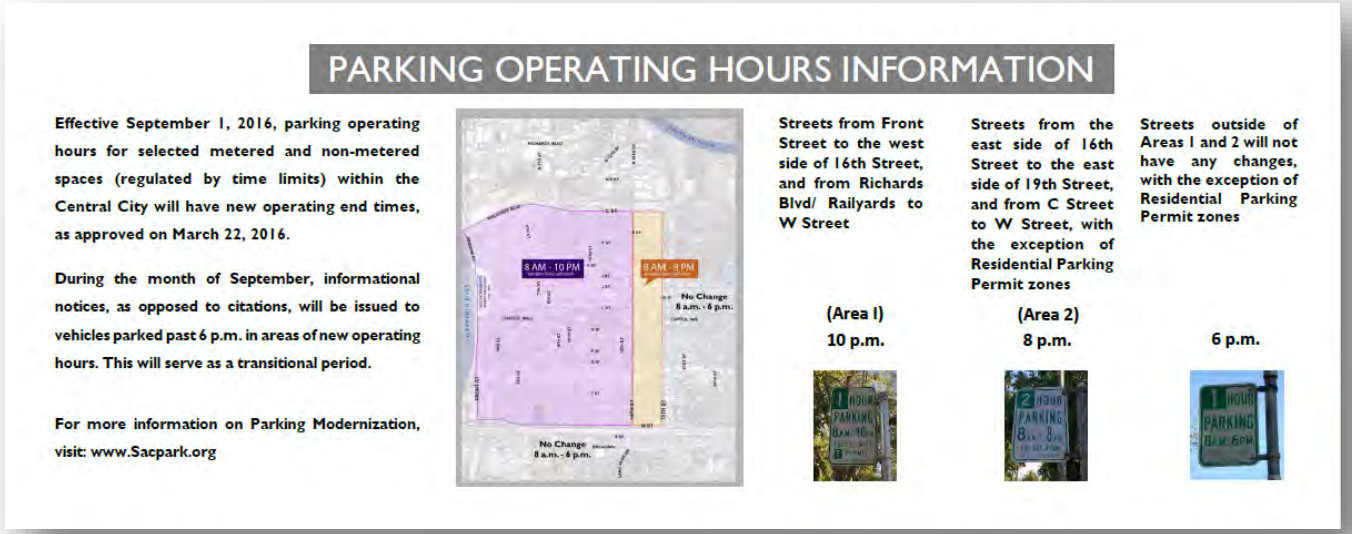
PARCS UPGRADE

- Stall availability by level
- Improved merchant validation program
- Faster transactions
- LPR
- Event parking support
- Online account access for customers



IMPLEMENTATION

- Stakeholder Outreach
- Soft Roll-Out
- Informational Flyers
- Warning Periods
- PARC Customer Service (on-site)
- Season Ticker Holder Parking



PARKING OPERATING HOURS INFORMATION

Effective September 1, 2016, parking operating hours for selected metered and non-metered spaces (regulated by time limits) within the Central City will have new operating end times, as approved on March 22, 2016.

During the month of September, informational notices, as opposed to citations, will be issued to vehicles parked past 6 p.m. in areas of new operating hours. This will serve as a transitional period.

For more information on Parking Modernization, visit: www.Sacpark.org

Streets from Front Street to the west side of 16th Street, and from Richards Blvd/ Railyards to W Street

(Area 1)
10 p.m.

Streets from the east side of 16th Street to the east side of 19th Street, and from C Street to W Street, with the exception of Residential Parking Permit zones

(Area 2)
8 p.m.

Streets outside of Areas 1 and 2 will not have any changes, with the exception of Residential Parking Permit zones

6 p.m.

SPECIAL EVENT OPERATIONS

- Roles of Parking Enforcement Officers
- Pre and Post-Event Traffic Control
- Curb Management
- Disabled Person Parking Loading Zones
- Wayfinding Signs
- Pre-pay Rates & Handheld Equipment (off-street)
- Reservation Management (off-street)

PARTNERSHIPS

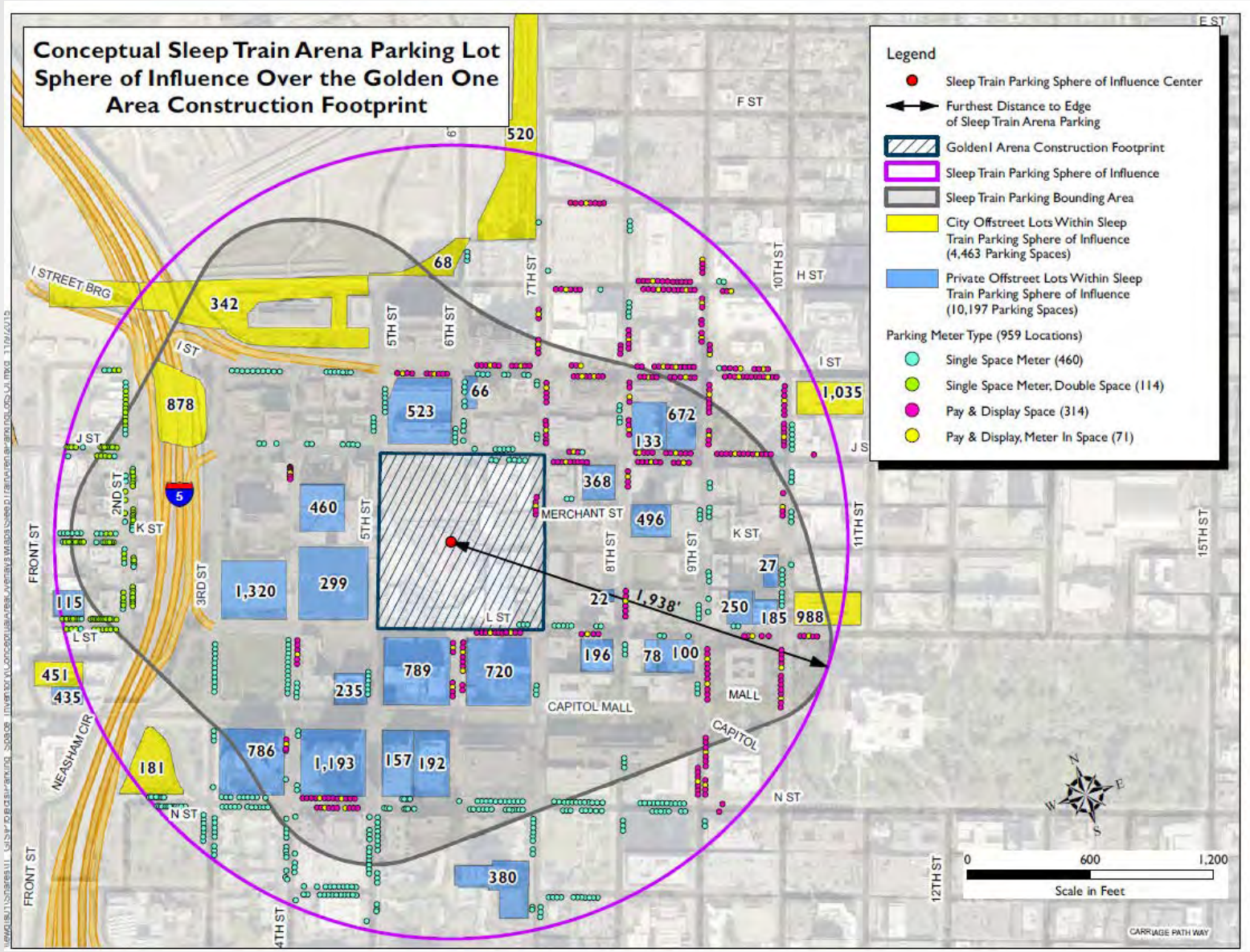
SacPark®

GOLDEN 1 CENTER

Credit: CBS13 Sacramento

- Entertainment & Sports Venue
- Home of the Sacramento Kings
- 17,600 seats
- Located in the heart of Downtown

THE CITY'S SHARED PARKING CONCEPT



*Map does not represent 100% of existing parking supply

Off-Street Spaces 15,619

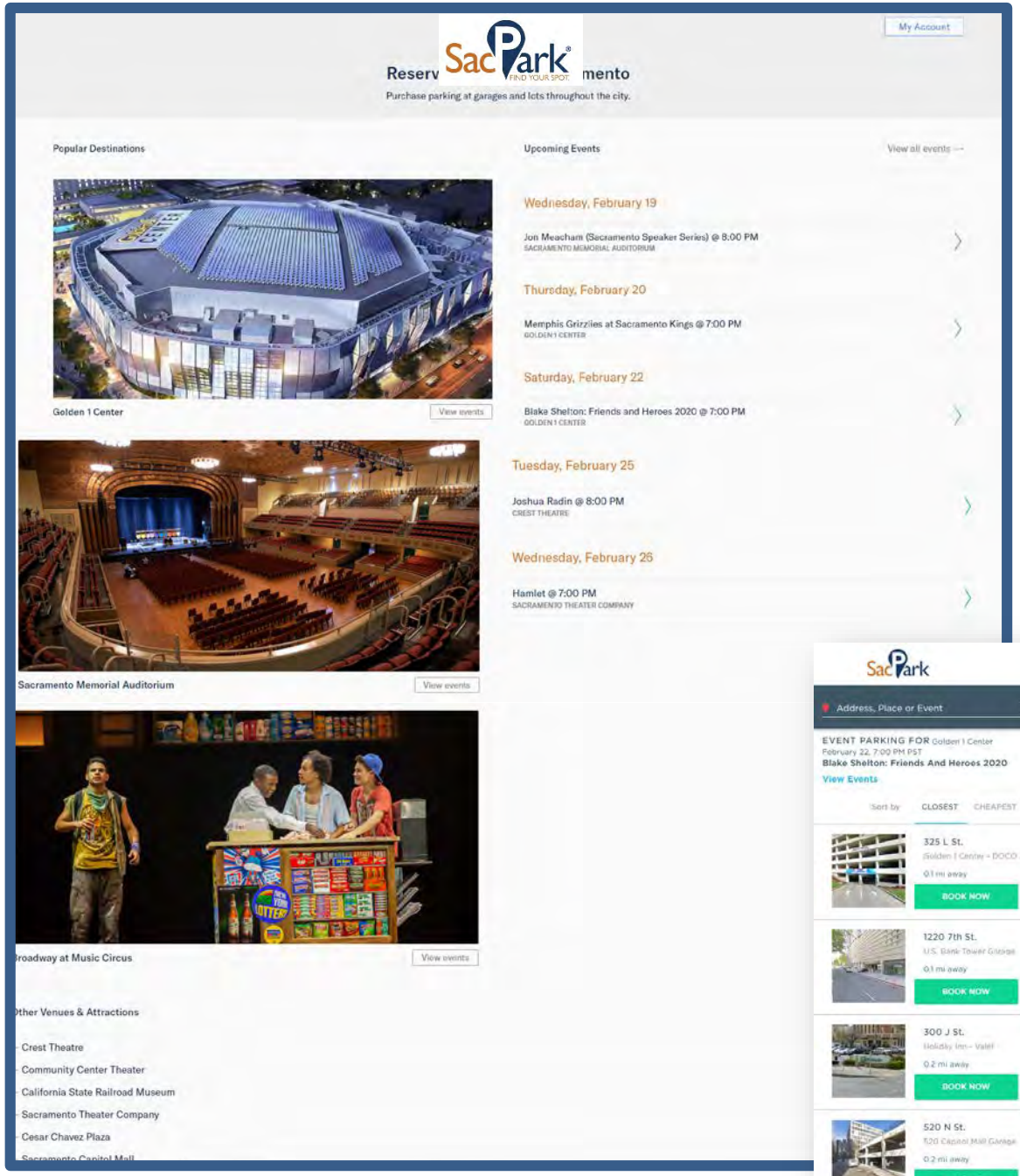
CERTIFIED PARTNERS PROGRAM

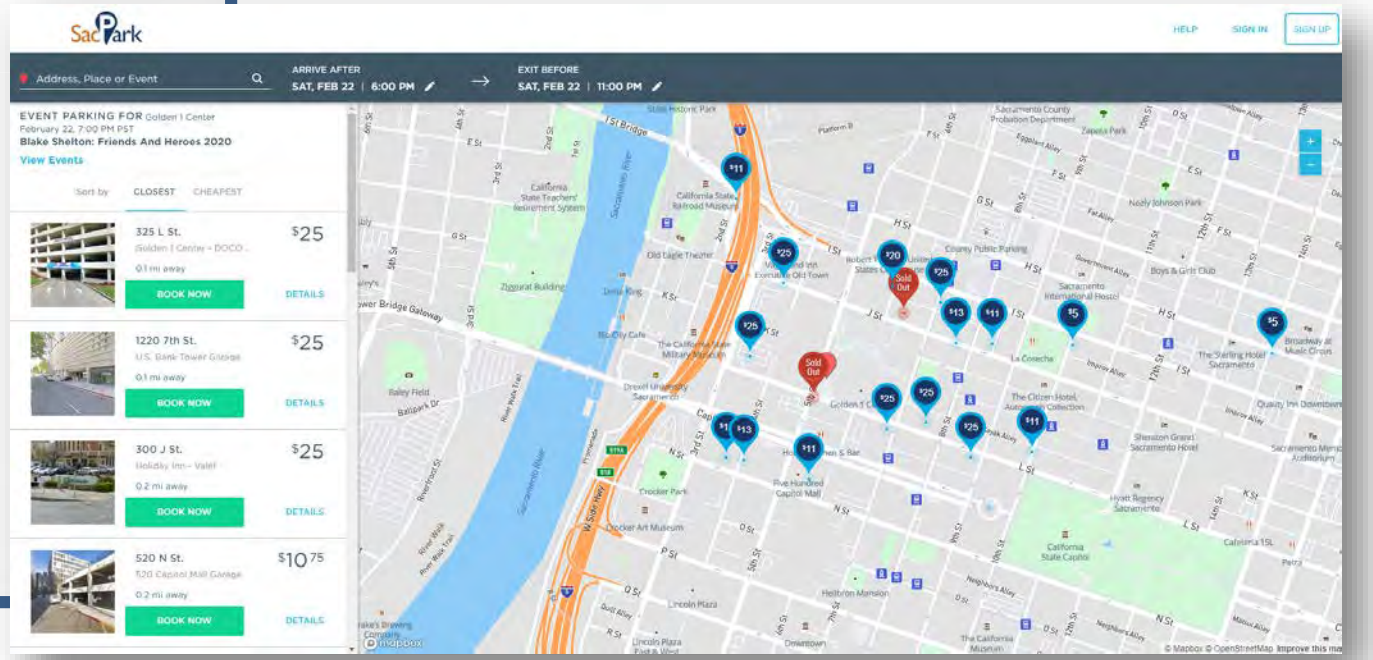
- Selling parking on the behalf of others
- Keeps rates competitive
- Provides options to customer
- Ease of use for customers
- Great relationships with our partners
- Manage Season Ticket Holder Parking

MARKET INFORMATION AVAILABLE TO THE PUBLIC

- Consumer has control over what they want to pay for parking

- Private parking facilities are not restricted to what they charge – preservation of free market





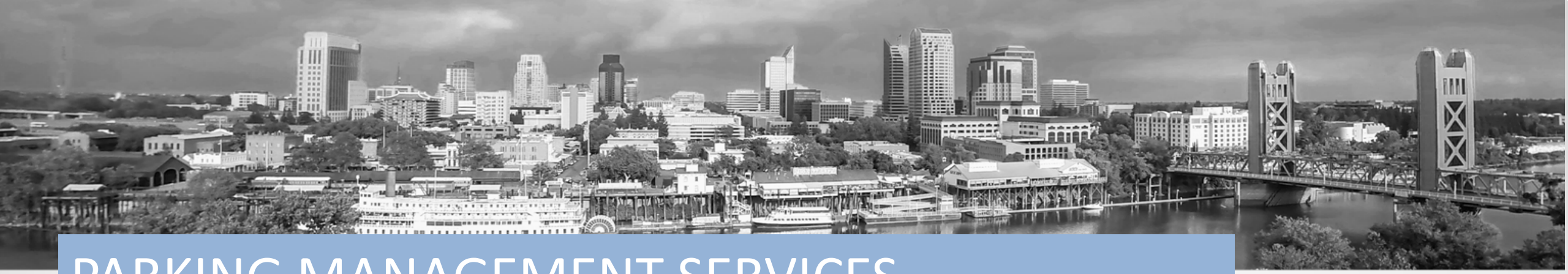
CERTIFIED PARTNERS PROGRAM

30 LOCATIONS

760K PARKING RESERVATIONS

$8.7M REVENUE TO PARTNERS

$260K TICKETING PLATFORM (14,370 RESERVATIONS)

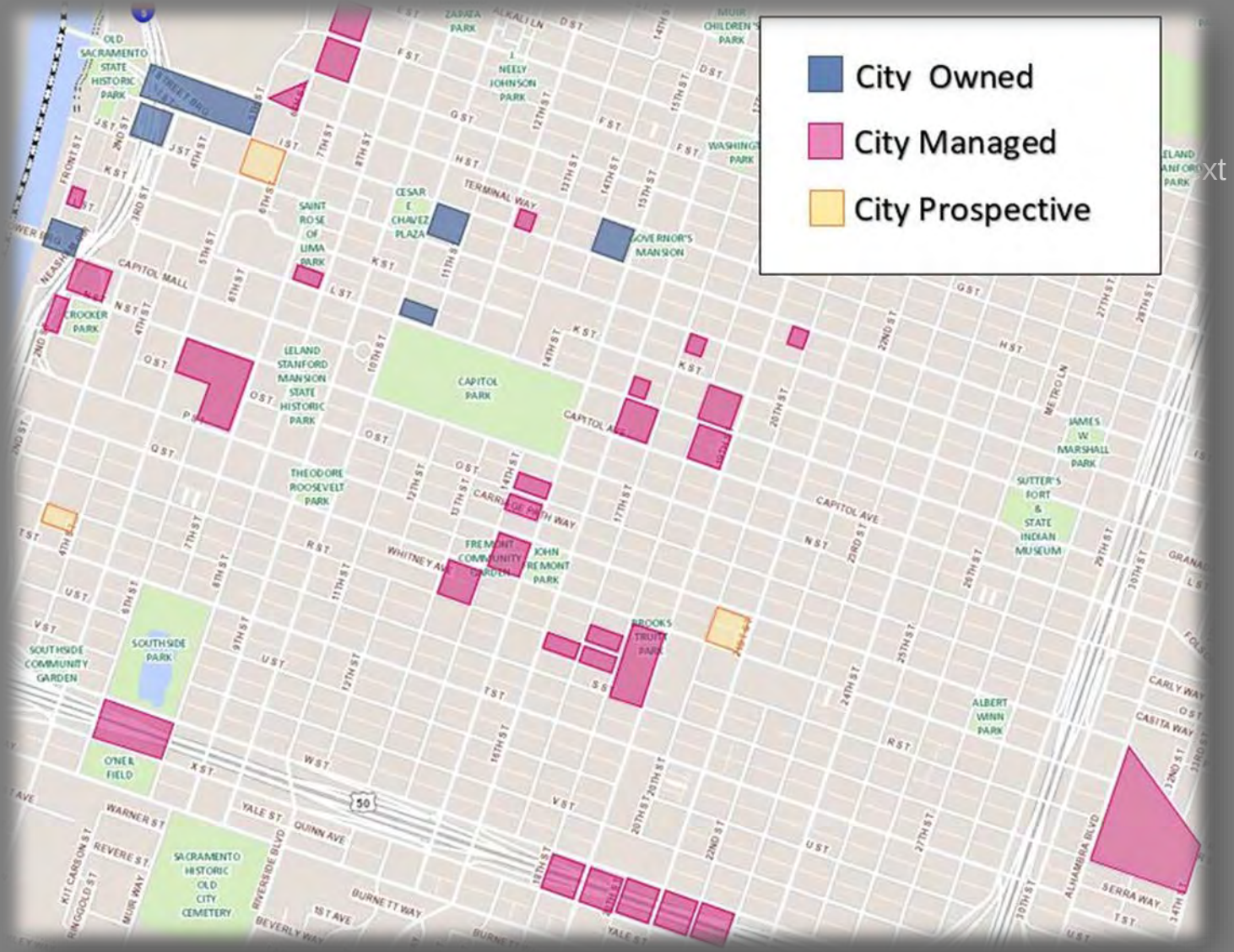


PARKING MANAGEMENT SERVICES

Off-Street Parking

- Enforcement
- Full Management
- Customized services for each location

CITY MANAGED PRIVATELY OWNED LOCATIONS



- Maximizing under-utilized parking
- Over 44 private locations
- 18,992 spaces

MARKETING

SacPark®

FEDERAL REGISTERED TRADEMARK

United States of America
United States Patent and Trademark Office

SacPark
FIND YOUR SPOT.

Reg. No. 5,136,469

Registered Feb. 07, 2017

Int. Cl.: 39

Service Mark

Principal Register

City of Sacramento (CALIFORNIA municipal corporation)
915 I Street
Sacramento, CA 95814

CLASS 39: Parking garages services; Parking lot services; Parking place rental; Parking space rental; Providing real-time information concerning vehicle parking space availability; Provision of car parking facilities; Rental of parking spaces; Rental of car parking spaces; Rental of vehicle parking spaces; Vehicle parking services relating to the availability of on-street and off-street parking spaces

FIRST USE 5-20-2016; IN COMMERCE 5-20-2016

The mark consists of the word "SACPARK"; the phrase "FIND YOUR SPOT." in smaller font and capital letters appears directly below "ARK" of "SACPARK". The "P" in "SACPARK" is stylized with a tear drop shape loop around the "P".

No claim is made to the exclusive right to use the following apart from the mark as shown: "FIND YOUR SPOT."

SER. NO. 87-065,216, FILED 06-08-2016
HEATHER ALISON SALES, EXAMINING ATTORNEY

Michelle K. Lee
Director of the United States
Patent and Trademark Office

SacPark®
FIND YOUR SPOT.

Guarantee your parking spot
for special events!
Reserve at SacPark.org
SacPark

Tiered Based Pricing Program

Posted Street Signage

Meter Display

Parking smart meters accept:

- Coin
- Credit cards
- Parkmobile

Example of 1+ Zone

How to Pay with Park Mobile

(Option available at meters and off-street lots)

Set up Parkmobile account using any of the following methods:

- Online: www.parkmobile.com
- Phone: 916-722-7275
- Download Parkmobile app

To Pay:

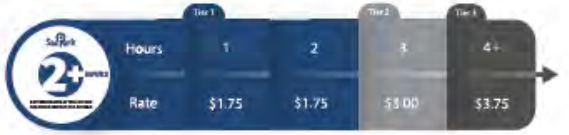
- Look for Parkmobile sticker on meter or parking lot signage
- Log onto your Parkmobile account or call 916-722-7275 and follow payment prompts.
- Parking zone numbers are located on each meter sticker or off-street lot signage. Parkmobile charges a $0.35 fee per transaction

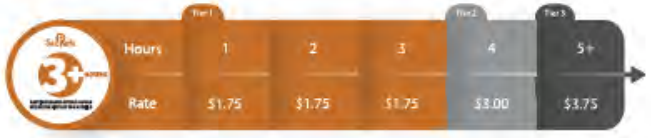
Pricing Structure for Each Zone

Tier 1= Regular hourly rate based on posted number of hours

Tier 2= Effective for up to one additional hour after end of Tier 1 time

Tier 3= Effective rate for every one hour parked past Tier 2





CERTIFIED PARTNER PROGRAM

MAKE PARKING EASY

By providing potential customers the option of reserving parking through the SacPark app system, your operation will benefit from guaranteed revenue, more efficient operations planning and return customers who will be more likely to choose your facility for their future parking needs.

QUESTIONS OR CONCERNS

Business Services
Monday - Friday: (916) 808-2606
8:00 a.m. – 4:30 p.m.
Email: ParkingCSR@cityofsacramento.org

AUGUST 2016

MARKETING SERVICES

Website
With over 2.6 million page views per year received on the City of Sacramento website and direct access to Golden 1 Center event parking, your facility will gain increased exposure to potential customers

Reservation Maintenance
A participating facility will have the ability to adjust the number of spaces available for reservations or simply be invisible on the app/website, when necessary, to accommodate its own operations.

Media
Participating facilities will be recognized in online media. Radio and television marketing will direct users to the app to increase exposure of your facility to potential customers.

App Features
- Navigation to your facility
- Reservations
- Faster ingress and egress time
- Cashless operation
- Control your own facility pricing

EVENT PARKING

Credentials
Customers using the reservation system may choose to print out a bar/QR coded parking pass or display the code on a smart phone to be scanned at the facility entrance.

The facility may utilize an existing compatible credential scanner or an external handheld device such as an iPhone 6. Manual redemption methods may also be used at facilities without existing compatible equipment.

PORTAL SECURITY

The City of Sacramento abides by all Payment Card Industry Data Security Standards (PCI DSS) to ensure the safest payment portals for app users. Credit card information is not stored on the City's environment.

SacPark
FIND YOUR SPOT.

REGISTRATION

(916) 808–2606
ParkingCSR@cityofsacramento.org

CERTIFIED PARTNER PRICING

NO-RISK START UP

A trial period for three months of free marketing services is provided with the Base Package. Reservation Processing and Credit Card Gateway fees apply to reservations made online or via the SacPark app. Payment of the Marketing Services fee is required to continue participation after the initial trial period.

BASE PACKAGE

Marketing Services
- First 3 months **free**
- $200 per month thereafter

Reservation Processing (Web or App)
- 15% of transaction amount

Credit Card Gateway
- $0.07 per transaction

OPTIONAL EQUIPMENT UPGRADES

Facilities may use existing compatible parking system equipment to scan reservation credentials, however equipment is not required as manual redemption methods may be utilized.

Upgrades are available, at an additional cost, for partners who wish to supplement their systems.

Compatible equipment, software and user training available for additional fee through our partner, Parking Panda

(443) 417- 4219
Email: Patrick@parkingpanda.com

HANDHELD DEVICE SOFTWARE OPTION

- Includes: Unlimited devices, users and access to all facility entries from any device and 4,000 free transactions
- Features: Track and record onsite payments, revenue control with reports, flat rate price configuration, process digital validations, monitor facility dashboard and link to Bluetooth printer for receipts
- Credit card merchant fees may apply

COMPS AND VALIDATION OPTION

- Features: Digital passes, email or text distribution, add managers, track passes created and redeemed, ability to scan at integrated locations via P3OS
- Works with handheld devices, most major PARCs equipment and manual redemption

AUGUST 2016

CERTIFIED PARTNER PROGRAM BROCHURE

PARKING MANAGEMENT SERVICES

SERVICE OPTIONS:

Option 1

(Enforcement Only)

Parking Enforcement Staff Patrolling
Custom Enforcement Routes
Citation issuance
Customer Service
Adherence
Individualized plan for established parking regulations

Option 2

(Payment Management & Enforcement)

Parking Enforcement Staff Patrolling
Custom Enforcement Routes
Citation issuance
Customer Service
Adherence
Individualized plan for established parking regulations
Custom Payment Types (daily/hourly/event based)
Manage and Maintain Parking Payment Equipment as well as: Preventative Maintenance, Collecting & Reporting
Mobile payment solution
Monthly Statements

Option 3

(Enforcement & Monthly Parking Contracts)

Parking Enforcement Staff Patrolling
Custom Enforcement Routes
Citation issuance
Customer Service
Adherence
Individualized plan for established parking regulations
Manage monthly contracts and credential system (i.e. Hangtags, License Plate, etc.)
Issuance of credentials
Billing
Monthly Statements

Option 4

(Full Management)

Parking Enforcement Staff Patrolling
Custom Enforcement Routes
Citation issuance
Customer Service
Adherence
Custom Payment Types (daily/hourly/event based)
Individualized plan for established parking regulations
Manage and Maintain Parking Payment Equipment as well as: Preventative Maintenance, Collecting & Reporting
Mobile payment solution
Monthly Statements

Manage monthly contracts and credential system (i.e. Hangtags, License Plate, etc.)
Issuance of credentials
Billing
Monthly Statements

Wayfinding & Reservations

GetHereSac.com

SacPark.org

MEDIA

SacPark®

Major changes to **parking** in **Sacramento** could mean higher prices ...
Sacramento News & Review (blog) - Jul 15, 2015
Parking in the central city is going to get more expensive and restrictive, if of proposed changes make it past the **Sacramento** City ...
Sacramento considers **parking** meter rate, hour increases
KCRA Sacramento - Jul 17, 2015
KCRA Sacramento View all

New App Latest Move in **Sacramento**, Calif.'s **Parking** Overhaul
Government Technology - Jan 22, 2015
Parkmobile will enable Sacramentans and visitors to California's state capi for **parking** more efficiently using their smartphones.

Is the Golden 1 Center accessible enough for people with disabilities?
ABC10.com - Oct 5, 2016
The city of **Sacramento** said traffic plans "ran without a hitch" Tuesday, ... There are three **parking** guards with wheelchair accessible spots less ...

Sacramento parking cops to expanc
KCRA Sacramento - Dec 14, 2015
West **Sacramento** Mayor Christopher Cab a growing number of people **parking** illega

Golden 1 Center Opening Raises Concerns Where I
CBS Local - Apr 15, 2016
"We have plenty of **parking** here in **Sacramento** and we on 7,000 cars at maximum at a full arena," he said.

Sacramento bars, restaurants say new met criticism of downtown **Sacramento**'s new p

New **Sacramento Parking** Regulations Disgruntle Residents And ...
Capital Public Radio News - Aug 16, 2016
The **Sacramento** City Council approved changes to **parking** hours and time limits this spring. The City has missed the mark in both regards ...

Will disable
Sacramento
With the dow
Tuesday gave
No More Free
Capital Public
View all

Could California Chrome sit out Belmont Stakes?
SPORTS | Page C1

THE SACRAMENTO BEE

Monday, May 19, 2014 sacbee.com $1

AT&T agrees to buy DirecTV

$49 BILLION DEAL FIGHTS CABLE FIRMS

By Cecilia Kang
The Washington Post

AT&T announced Sunday that it was acquiring DirecTV in a $49 billion deal that would create a new telecom and television behemoth to rival cable firms – while raising fresh concerns over competition and options for consumers.

AT&T would gain 20 million U.S.

THE PUBLIC EYE
A Bee investigation

ONLINE
Read previous stories on the downtown arena deal. sacbee.com/arena

Arena parking plans hazy

By Tony Bizjak, Dale Kasler and Ryan Lillis
tbizjak@sacbee.com

When the Sacramento City Council votes Tuesday on a $477 million downtown arena deal, one significant piece of the financial puzzle will remain unclear.

To manage its end of the financing – a $255 million subsidy – the city is counting on raising net parking revenues by as much as 50 percent in the next seven years, documents show. While city leaders say they're confident they can do it, they acknowledge they are six months away from presenting a definitive plan for how.

It leaves a tough question hanging: How much will parking rates rise in coming years, and how often?

City Parking Manager Matt Eierman said his department's still-evolving plan to modernize parking operations will include rate increases, as well as new meters that take credit cards, extended meter hours, and changeable, demand-based pricing at meters and garages. He declined to say how much rates might increase, but said current meter rates, at $1.25 an hour, are low and could be raised in increments without causing downtown visitors and workers sticker shock.

"We will go at the market rate," Eierman said. "We haven't decided what that is."

Speaking separately, Assistant City Manager John Dangberg said drivers can expect meter rates to go up 25 cents next year. Eierman's group will bring its recommendations to the council later this year.

The council may be faced with raising meter and garage rates several times in the early years of the arena loan. The city's arena financing plan relies on steadily increasing net revenue from parking operations over several years, topping out at a net increase of $7.5 million in 2021. Yet current net revenues from city garages, meters and parking citations were flat for five years during the recession, and are only beginning to improve.

A recent consultant's report suggests the city could boost its street parking meter rates in the next four years to $3 an hour, and increase rates in four of its five downtown ga-

ARENA | Page A2

DEADLY FLOODS HIT TEXAS AND EUROPE

Parking in **Sacramento** to cost 50 cen
KCRA Sacramento - Nov 10, 2015
The **Sacramento** City Council approved the
According to City **Parking** Manager Matt Eim
Sacramento City Council approves higher pa
Blog - Sacramento Bee (blog) - Nov 10, 201
Sacramento Bee...

Letters: **Parking** scam
Sacramento Bee - Mar 7,
Perhaps the officer misspo
determined to write more p

Downtown merchants tentatively support proposed p
Sacramento Business Journal - Aug 10, 2016
The city of **Sacramento** has proposed charging motorists $1
downtown streets and garages on busy nights at the Golden

New Arena **Parking** Plan Could Affect Old **Sacramento** Businesses
FOX40 - Aug 13, 2016
Pretty soon, a lot of people will be fantasizing of traveling back in time to the days when **parking** in Old **Sacramento** wasn't so darn expensive.

Parking Meters Bring Frustration, Tickets In Downtown **Sacramento**
CBS Local - Dec 30, 2016
Parking Meters Bring Frustration, Tickets In Downtown **Sacramento** ... The only thing worse than getting a **parking** ticket is getting one when you ...

...o **Parking** Hours Ahead Of ...
...s are popping up downtown telling
...ny of the signs ...
...ion and a lot of complaints about the
...art phone app, ...
...2016
...er? Get out your wallets. The long run of free evening
...ento streets is officially over.
...g Meters Unexpectedly Resetting?
...ramento, each time a car leaves a **parking** space, the
...to zero. The city says that ensures ...
...**Sacramento parking** in Midtown, downtown
...2016
. Drivers in
...ng a ...
...ny, pretty

miracle ON 7TH STREET

After the opening of the Golden 1 Center last year, downtown business owners held their breath and waited for a parking mess — that seemingly never came

by **WILLIE CLARK** illustration: **SARA BOGOVICH**

When the Golden 1 Center opened in October 2016, many businesses, city residents and patrons of the area were worried about the impact. Specifically, many business owners worried about parking regulations and the massive influx of arena-goers into the downtown ecosystem.

Brian Jacks, principal broker at Jacks Commercial Real Estate, had a client that used to reside near the arena. He says his client (a law firm) made the decision to avoid the situation altogether by relocating to South Natomas in July 2015, before the arena was even finished.

But then last October came and went. The Golden 1 Center opened, and — contrary to what people may have been fearing — the world didn't end.

"I think most people were anticipating a little bit more challenge with respect to the traffic with the completion of the arena, but I really don't feel like the traffic has been too much of an issue," Jacks says. "I think it's been well managed with a lot of the tools that have been put into place."

This is the result of a long effort from the City of Sacramento Parking Services Division, which dates back to before the new arena was conceived. Matt Eierman, Sacramento's city parking manager, says that parking studies were done as far back as 2006, and that updating Sacramento's parking was under discussion well ahead of the opening of the Golden 1 Center. The new area ended up being the major impetus for these changes.

To prepare, Eierman and his team spent time at the Sleep Train Arena,

Source: Comstock Magazine

SacPark®