

1

DEPARTMENT OF
PUBLIC WORKS

CITY OF SACRAMENTO
CALIFORNIA

TRANSPORTATION DIVISION

CITY HALL
ROOM 304
915 I STREET
SACRAMENTO, CA
95814-2608

916-449-5307

ROBERT L. LEE
TRANSPORTATION
DIVISION MANAGER

March 22, 1988

Transportation & Community Development
and Budget & Finance Committees
Sacramento, California

HONORABLE MEMBERS IN SESSION:

SUBJECT: Final Report To The City Council From The Downtown
Transportation Task Force

SUMMARY

The Downtown Transportation Task Force was formed by the City Council on March 17, 1987 and began meetings on August 19, 1987. The Task Force has now completed its deliberations and has compiled a report documenting the recommendations of the Task Force. A list of Task Force members is attached.

Mr. Ken Hough, from the Sacramento Area Council of Governments, served as the Facilitator of the Task Force, and he will be present at the March 22, 1988 joint meeting of the Transportation and Community Development Committee and Budget and Finance Committee. Mr. Hough will make a general presentation of the report for the Task Force. In addition, the chairpersons of three subcommittees from the Task Force will also briefly present information and findings from their respective subcommittees.

March 22, 1988
Transportation & Community Development
and Budget & Finance Committees
Page 2

RECOMMENDATION

This report is submitted to the Joint Committees for their information. The Public Works Department recommends the Joint Committees provide staff with direction on action desired on the Downtown Transportation Task Force Report.

Respectfully submitted,



ROBERT L. LEE
TRANSPORTATION DIVISION MANAGER

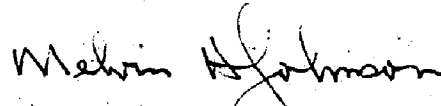
APPROVED FOR
COMMITTEE INFORMATION:

APPROVED:



FOR

SOLON WISHAM, JR.
ASSISTANT CITY MANAGER



MELVIN H. JOHNSON
DIRECTOR OF PUBLIC WORKS

March 22, 1988
All Districts

DOWNTOWN TRANSPORTATION TASK FORCE MEMBERS
1987-88

- o Spencer Bole, Chief
Automotive Division, County of Sacramento
- o Samuel D. Cochran
Representative for Commuters in downtown area
- o Wendy Hoyt, Assistant General Manager
Planning & Marketing, Regional Transit
- o Robert L. Lee
Transportation Division Manager, City
- o Virginia Moose, Vice Chairperson
Sacramento Housing & Redevelopment
- o Mark Morgan
Parking Division Manager, City
- o Bruce Pomer
Sacramento Chamber of Commerce
- o Jeff Pulverman, Chief
Sacramento Rideshare, Caltrans, District 3
- o Frank Ramirez
Planning Commission, City of Sacramento
- o Casey Randall, Chief
Office of Fleet Administration
State of California
- o Steve Sanders
Sacramento Transportation Coalition
- o Katie Sullivan, Store Manager
I. Magnin

FACILITATOR

- o Kenneth Hough
Supervising Planner
Sacramento Area Council of Governments

**DOWNTOWN TRANSPORTATION TASK FORCE
FINAL REPORT TO CITY COUNCIL**

prepared by:

**Downtown Transportation Task Force
appointed by Mayor Anne Rudin
City of Sacramento**

March 14, 1988

DOWNTOWN TRANSPORTATION TASK FORCE

1987-88

Appointed Members

Affiliation

- o Spencer Bole
Chief, Automotive
Division, County of
Sacramento
- o Samuel D. Cochran
Representative for
Commuters in
Downtown Area
- o Wendy Hoyt
Assistant General
Manager, Planning &
Marketing,
Regional Transit
- o Robert L. Lee
Manager, Transportation
Division,
City of Sacramento
- o Virginia Moose
Vice Chairperson,
Sacramento Housing &
Redevelopment
- o Mark Morgan
Parking Division Manager,
City of Sacramento
- o Bruce Pomer
Sacramento Chamber of
Commerce
- o Jeff Pulverman
Chief, Sacramento
Rideshare, Caltrans,
District 3
- o Frank Ramirez
Planning Commission,
City of Sacramento
- o Casey Randall
Chief, Office of Fleet
Administration, State of
California
- o Steve Sanders
Sacramento Transportation
Coalition
- o Katie Sullivan
Store Manager,
I. Magnin

DOWNTOWN TRANSPORTATION TASK FORCE

1987-88

Alternates

- o Dennis Smith
For Katie Sullivan

- o Marianne Arenas
For Casey Randall

- o Pat Wilcox
For Spencer Bole

- o Helen Childs
For Jeff Pulverman

Affiliation

- General Manager,
Downtown Plaza
Associates

- Parking Program Manager,
Office of Fleet
Administration, State of
California

- Administrative Services
Officer, Automotive
Division,
County of Sacramento

- Associate
Transportation Planner,
Sacramento Rideshare,
Caltrans, District 3

FACILITATOR

- o Kenneth Hough
Supervising Planner,
Sacramento Area Council
of Governments

DOWNTOWN TRANSPORTATION TASK FORCE

1987-88

SUPPORT SERVICES PROVIDED BY:

Marilyn Kuntemeyer	Senior Engineer Transportation Division, City of Sacramento
Patti Gonzales	Administrative Assistant II, Transportation Division, City of Sacramento
Mary Santori	Assistant to Transportation Division Manager, City of Sacramento
Joyce Fullerton	Steno Clerk III, Transportation Division, City of Sacramento
Mike Melvin	Chief, On-Street Parking, Parking Division, City of Sacramento
Dan McCann	Chief, Off-Street Parking, Parking Division, City of Sacramento
Jackie Santich	Office Manager, Parking Division City of Sacramento
Pilka Robinson	Planning Manager Regional Transit
Karyl Marsh	Transportation Coordinator, County of Sacramento

TABLE OF CONTENTS

Executive Summary	i
Introduction	1
Task Force Charge	1
Prior Studies	1
Format and Activities of the Task Force	3
Report Content	4
Recommendations for Immediate Implementation	5
Parking	5
Circulation	12
Alternative Modes	12
Recommendations Contingent on Funding or Further Review	15
Parking	15
Circulation	15
Alternative Modes	17
General Recommendation	20
Appendix A	A-1
Appendix B	B-1
Appendix C	C-1
Appendix D	D-1
Appendix E	E-1

EXECUTIVE SUMMARY

The Sacramento City Council charged the Downtown Transportation Task Force with creating a consensus among downtown interests to support specific actions to improve transportation. After 42 Task Force and subcommittee meetings, the Downtown Transportation Task Force reached unanimous agreement on 32 recommendations dealing with parking management and fees, traffic circulation, and alternative transport modes. The Task Force's finding that office and commercial space downtown may increase 86 percent under current proposals lent a sense of urgency to this effort. Key recommendations include:

- Parking rate increases at city parking lots and parking meters effective July 1, 1988. Parking meter rates are proposed to increase from 30 cents to 50 cents per hour. Hourly rates for the first three hours in off-street parking facilities would go from 25 cents an hour to 30 cents on weekends and 35, 40, or 45 cents during the week, with the higher rates at the more heavily used east-end facilities. Monthly permit fees would go up 15 percent, from a range of \$20 to \$58 to a range of \$25 to \$67.
- Use of parking fee revenues and other monies to create a Downtown Parking Alternatives Fund. Such a fund could be used to construct additional parking at light rail stations, park and ride lots and shuttle services in areas not served by light rail, and other programs that support the use of alternative modes of transportation to downtown.
- An economic survey in the downtown area, to be conducted as soon as possible. This survey would determine the economic contributions of commuters and short-term parkers. The results would be used by the city in structuring future parking rate adjustments.
- A comprehensive study leading to development of a Downtown Transportation Plan. The goals of this study are to prepare master plans for traffic circulation, light rail deployment in the downtown area, bus route improvements and transit service coordination, and pedestrian and bicycle circulation, and to establish frameworks for traffic impact analysis of development proposals and for setting priorities of street and transit improvements downtown.
- Develop baseline travel and employment information and establish a commute mode split goal for downtown. A mode split goal (ie., a target percentage of commuters using each transport mode) will aid the city in developing a balance between providing adequate parking and limiting parking availability to encourage use of alternative modes.

Most of the remaining recommendations cover specific actions to

increase the use of alternative transport modes or to marginally increase the parking supply. The 31 recommendations are summarized in the following table.

SUMMARY OF RECOMMENDATIONS OF THE DOWNTOWN TRANSPORTATION TASK FORCE

RECOMMENDATIONS FOR IMMEDIATE IMPLEMENTATION

PARKING	CIRCULATION	ALTERNATIVE MODES
<p>1) Immediate increases in parking fees: - Monthly = 15% - Hourly = \$ 0.10 - 0.20 more - Daily = \$ 0.25 - 0.50 more Use parking and other revenue to create a Downtown Parking Alternatives Fund.</p>	<p>14) Defer conversion of 3rd/5th and 9th/10th Streets to two-way operation.</p>	<p>17) Adopt strengthened TSM Ordinance; include specified features.</p>
<p>2) Conduct economic survey.</p>	<p>15) Preserve light rail easement along R Street.</p>	<p>18) Establish Inter-Agency Marketing Committee to coordinate marketing of transportation alternatives.</p>
<p>3) Future parking fee increases.</p>	<p>16) Examine bus and right-turn lanes during peak hours on J & L and 9th and 10th Streets.</p>	<p>19) Establish a program to offer transit validations for customers who use transit for shopping trips.</p>
<p>4) Continue to restrict parking revenues to transportation-related projects.</p>		
<p>5) Develop more parking at a pace that will not detract from efforts to promote alternative modes.</p>		
<p>6) Review minimum parking requirements to ensure that alternative modes are not discouraged.</p>		
<p>7) Avoid use of public funds to create private parking.</p>		
<p>8) Ensure that off-street parking in redevelopment projects is owned by City or SHRA.</p>		
<p>9) Restripe for compact cars.</p>		
<p>10) Allow temporary parking lots.</p>		
<p>11) Work with State on compliance with trip reduction measures and minimum parking requirements.</p>		
<p>12) Continue carpool/vanpool priority for parking permits but allow two permits for single drivers with valid need for every five carpool or vanpool permits.</p>		
<p>13) Maintain parking meter rates above prevailing hourly off-street parking fees.</p>		

SUMMARY OF RECOMMENDATIONS OF THE DOWNTOWN TRANSPORTATION TASK FORCE

RECOMMENDATIONS CONTINGENT ON FUNDING OR FURTHER REVIEW

PARKING	CIRCULATION	ALTERNATIVE MODES
<p>20) Use ten-hour meters for carpools.</p> <p>21) Continue to develop peripheral park-and-ride system using west-end parking lots.</p> <p>22) Develop park-and-ride lots and shuttle services in areas not served by light rail.</p> <p>23) Conduct a pilot project to evaluate privatization of city parking operations.</p>	<p>24) Conduct a comprehensive study to develop a Downtown Transportation Plan.</p> <p>25) Make specified improvements to the bikeway system.</p> <p>26) Work with RT to develop funding for a timed-transfer between the K Street Tram and light rail.</p>	<p>27) Develop baseline travel and employment data; Establish commute mode split goal for downtown.</p> <p>28) Undertake and fund specialized promotional and marketing efforts to encourage alternative modes.</p> <p>29) Implement expanded downtown ridesharing and public transit promotional program.</p> <p>30) Improve public awareness of, and quality of, bicycle facilities downtown.</p> <p>31) Investigate vanpool development program to serve downtown commuters.</p>

GENERAL RECOMMENDATION FROM ALL TASK FORCE MEMBERS

- 32) It is recommended that the City Council charge the Public Works Department with submitting a written report on the status of the implementation of the recommendations of the Downtown Transportation Task Force by January 1, 1989. Copies of this report will be provided to Task Force members..

DOWNTOWN TRANSPORTATION TASK FORCE

FINAL REPORT TO CITY COUNCIL

INTRODUCTION

Task Force Charge

In approving the formation of the Downtown Transportation Task Force on March 17, 1987, the Sacramento City Council charged the Task Force with the following mission:

Under general city sponsorship, create a consensus among the major interests involved in providing or benefiting from downtown transportation services to support specific actions to improve transportation in the area. The consensus would update the joint City/State transportation strategy developed for the Capitol Area Plan in 1976 and the Central City Plan in 1980.

Recognizing that growth and development in the Central City is outpacing the development of the transportation system, the City Council identified a number of resulting problems to be addressed by the Task Force. These included adverse traffic congestion, air quality, noise, and safety impacts; excessive demand for commuter and visitor parking; conflict between commercial and residential neighborhoods over parking and traffic; duplication and underutilization of transportation services provided by a variety of agencies; and major public and private costs to provide and manage traffic improvements, transit services, and parking.

Prior Studies

In order to conduct its work and make appropriate recommendations to the Council, the Downtown Transportation Task Force reviewed the following prior studies at its first meetings.

The Capitol Area Plan (March 1977). This plan outlines the goals and policies governing the development and use of state facilities in metropolitan Sacramento. The Plan proposed a capital outlay program for meeting the state's office space needs and called for an overall capitol area design that would produce a safe and healthful environment consistent with the city's plans for the entire downtown area. The Plan's concept for transportation is to develop alternative modes of transportation to support the projected increase in the state-related downtown population. A combination of parking garages, parking lots under

freeways with shuttle buses, and transit alternatives was proposed. The Plan did not call for radical changes in transportation lifestyles, but rather called for reasonable incentives for encouraging desirable shifts in transportation patterns.

Capitol Area Plan Progress Report (December 1983). Following implementation of many of the recommendations of the Capitol Area Plan, the Progress Report identified continuing needs for increased parking supply, improved parking management practices and equipment in state facilities, increased marketing and use of transportation alternatives, and improved shuttle services between major downtown destinations. The Task Force concluded that the recommendations in the Plan and in the progress report were consistent with the desired results of the Task Force as identified by the City Council.

Sacramento Central City Community Plan (May 1980). This plan was prepared to guide public and private development and revitalization of the Central City Area. The transportation goal of this plan was to:

Encourage the development of an overall balanced system of transportation which emphasizes public transit, protects residential neighborhoods, promotes alternatives to the single occupant automobile commuter; and which provides for safe, convenient and efficient movement of people and goods in and through the Central City.

Thirteen sub-goals were included in the Central City Community Plan, and the Task Force has developed recommendations that are consistent with these sub-goals. The Plan also contained an eighteen-page transportation plan recommending numerous specific actions, facilities, management practices and policies. The Task Force agreed that these would be reviewed and that appropriate items would be folded into the Task Force's final report.

Downtown Sacramento: Redevelopment Strategy, Plan and Action Program, 1984-1991 (August 1984). This plan, otherwise known as the Sanger Report, set forth a comprehensive plan and strategy for redevelopment activities in the downtown area. A specific six-year action program was proposed. In keeping with the earlier plans, the Sanger Report recommended freeway and street improvements to increase capacity and minimize traffic in residential neighborhoods; improved transit; increased parking supply, especially short-term parking for customers and visitors to the retail core; and continued emphasis on carpooling.

Downtown Sacramento Parking Study (January 1988). On January 19, 1988 the City Council referred this study to the Task Force for comment. Prepared by Wilbur Smith and Associates, this study represents an update of a 1976 study by the same firm and is intended to evaluate the success of the city's current parking

program, present recommendations for a new program, and address conditions that were not foreseen at the time of the 1976 study. The study analyzes current parking needs, projects future parking needs, identifies alternative approaches to meeting those needs, and recommends a plan for meeting current and future needs. The recommendations concerning parking rates and alternative transportation modes are addressed in this Task Force report. The recommendations regarding new parking facilities were not specifically addressed by the Task Force due to the short time the Downtown Sacramento Parking Study was available for Task Force review.

Format and Activities of the Task Force

Including its first meeting on August 19, 1987 and its last meeting on March 14, 1988, the full Task Force held twelve meetings. In order to more thoroughly investigate the several problems identified by the City Council, the Task Force decided to form three subcommittees: Parking (15 meetings), Circulation (seven meetings), and Alternative Modes (five meetings). Task Force members also conducted independent research and field surveys, tabulated data, and drafted proposed material for this report.

It was agreed that the Task Force would limit its deliberations to the area between the American River on the north, Business 80 (W-X Freeway) on the south, Front Street on the west, and 16th Street on the east. The City Council had highlighted six desired results to give direction to the Task Force; these were reformulated and assigned to subcommittees as follows:

Parking: 1) Develop a joint strategy between the state, county, and city for the development and management of parking. The strategy should include the management and pricing of spaces, as well as actions to increase the supply of spaces. The strategy should cover all types of spaces including employee, visitor, and carpool parking and on- and off-street facilities.

Circulation: 2) Develop a more comprehensive and cost-effective mid-day transit circulator for downtown to replace or supplement the RT mid-day reduced fare program and the specialized shuttles run by the state, K Street merchants, and Macys/Weinstocks. 3) Study and evaluate traffic flow changes and other measures that could improve traffic circulation, including street traffic flow conversions, bus/HOV lanes, pedestrian and bicycle facilities, and parking lane controls to reduce congestion.

Alternative Modes: 4) Recommend measures to increase transit ridership, including bus service and routes, transit marketing, light rail, CBD fare and the mid-day reduced fare program in order to reinforce the city's plans for downtown

development. 5) Recommend ways to improve the coordination, verification, and marketing of carpool programs and to increase the supply of carpool spaces downtown, in order to reduce single-occupant automobile commuting.

It was agreed that a sixth desired result would be addressed by all three subcommittees: Recommend measures to increase public education and awareness regarding the transportation options available to downtown commuters and visitors, and more clearly communicate the cost and other tradeoffs associated with parking, traffic congestion, and transit measures.

Reports from the subcommittees were made to the full Task Force at each meeting and subcommittee minutes were distributed to Task Force members. Frequent Task Force meetings facilitated early consensus on many of the recommendations proposed by the subcommittees. The last four meetings of the Task Force were focused on parking rates and the draft Final Report.

Report Content

Consistent with the mission of the Task Force to create a consensus to support specific transportation improvements, and in light of the relatively short period of time and low budget within which the Task Force was asked to accomplish its mission, this report does not contain lengthy analyses, but is focused on recommendations. These are grouped into the following two categories:

- recommendations for immediate implementation; and
- recommendations contingent on funding or further review.

Within each of these two categories, recommendations are grouped under three headings: Parking, Circulation, or Alternative Modes.

RECOMMENDATIONS FOR IMMEDIATE IMPLEMENTATION

Parking

1. It is recommended that city parking fees be increased for one fiscal year beginning July 1, 1988 as shown on tables 1 through 4 (see map 1 for parking facility locations), and, in addition to using parking fee revenues to create new parking facilities, it is recommended that monies from the proposed parking fee increases be allocated to a Downtown Parking Alternatives Fund in amounts sufficient to help support the use of alternative modes of transportation to and within the downtown area. Also, state and county rates should be realigned to match city rates. These proposed rates differ from the Downtown Sacramento Parking Study in that the third-hour fee is proposed to be the same as the first two hours rather than substantially higher, the hourly rates proposed for four east-end parking lots are 15 cents less, and proposed weekend hourly rates for the first three hours are proposed to be set at 30 cents rather than at weekday rates.

The Task Force recognizes the negative impacts of the low rate for the first three hours (ie., additional traffic circulation and air pollution caused by commuters moving their cars every three hours), but recommends that the Council refrain from instituting a third-hour differential until an economic study can be completed (see recommendation number two). An economic study might show that commuters generate substantial retail trade in which case the city should consider developing a parking rate structure less discouraging to commuters relative to shoppers.

The Task Force also recognizes that the 15 cent reduction in east-end rate increases would generate about \$300,000 less than the 50 and 60 cent rates proposed in the Downtown Sacramento Parking Study. There is concern about the effect of this reduction on the Parking Fund and the proposed Downtown Parking Alternatives Fund. The Task Force determined, however, that its proposal strikes the best balance between raising new revenues and minimizing the financial impact on commuters, shoppers, and other short-term parkers.

The Task Force generally agrees with the Downtown Sacramento Parking Study that differential pricing should be used to reflect the intensity of the demand for parking. Accordingly, parking rates are higher at the east-end facilities than at the west-end. The consultant's report and the Task Force are recommending that this differential now be applied to weekday hourly rates as well as to the monthly rates.

Parking fee increases are necessary to preserve the integrity of the Parking Fund, to maintain the fund's ability to carry out the parking programs necessary to provide for future parking needs, to meet increasing operating costs, and to support the Downtown Parking Alternatives Fund. Additional annual Parking Fund

TABLE 1

PROPOSED ON-STREET PARKING METER RATE INCREASES

	EXISTING	PROPOSED
Hourly fees in all but 10 hour meters	.30	.50
Hourly fee for 10 hour meters	.25	.25
Daily maximum for 10 hour meters	1.75	2.00

TABLE 2

PROPOSED SHORT-TERM HOURLY PARKING RATE INCREASES

	LOTS G, K, P, R		LOTS A, B, E		LOT H	
	EXISTING	PROPOSED	EXISTING	PROPOSED	EXISTING	PROPOSED
<u>DAY</u> 6AM - 6PM 1st 3 hrs, each	.25	.35	.25	.40	.25	.45
Each hour thereafter	1.00	1.00	1.00	1.00	1.00	1.00
<u>NIGHT</u> 6PM - 6AM 1st 5 hrs, each	.25	.35	.25	.35	.25	.35
Night Maximum	1.25	1.75	1.25	1.75	1.25	1.75
<u>Pre-charge</u>	1.50	2.00	1.50	2.00	1.50	2.00
<u>Weekends</u> 1st 3 hrs, each	.25	.30	.25	.30	.25	.30
Each hour thereafter	1.00	1.00	1.00	1.00	1.00	1.00

TABLE 3

PROPOSED DAILY (ALL DAY FLAT RATE) PARKING RATE INCREASES

	LOT C		LOT M		LOT Q		LOT W (RVs ONLY)	
	EXIST.	PROP.	EXIST.	PROP.	EXIST.	PROP.	EXIST.	PROP.
	ALL DAY 6AM - 6PM	1.75	2.25	.50	.75	1.75	2.25	2.50

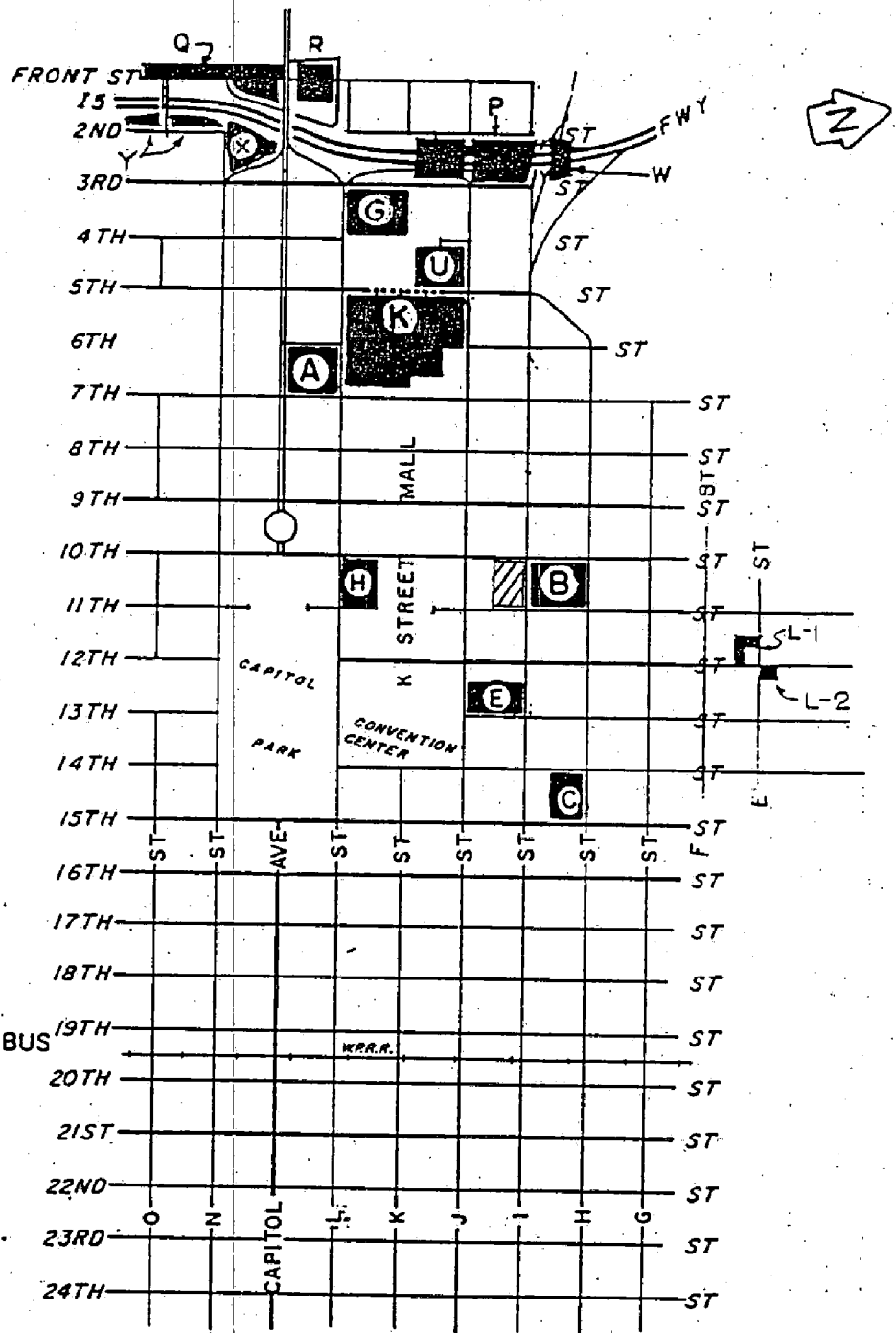
NOTE: Nights are free of charge at these lots.


TABLE 4

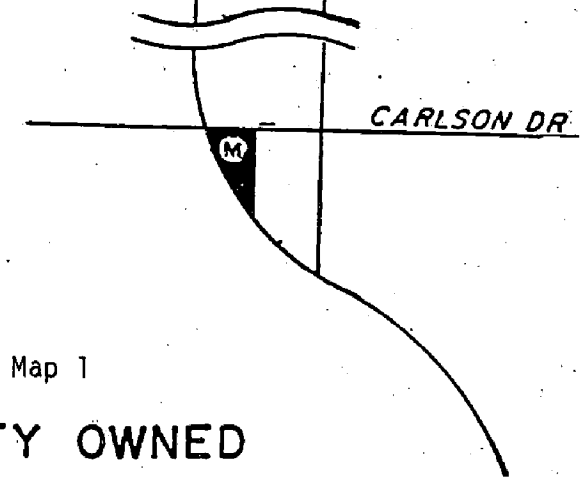
PROPOSED MONTHLY PARKING RATE INCREASES

LOCATION	LOT	CURRENT FEE	PROPOSED FEE
7th & L	A upper level	50.00	58.00
	lower level	58.00	67.00
11th & I	B upper level	42.00	48.00
	lower level	50.00	58.00
13th & J	E	50.00	58.00
4th & L	G	52.00	60.00
10th & L	H	58.00	67.00
6th & L	K underground	58.00	67.00
2nd & I	P	40.00	46.00
Front & Capitol Mall	Q	20.00	25.00
Front & Neasham Circle	R	38.00	44.00
4th & J	U	46.00	53.00
3rd & N	X	40.00	40.00
2nd & O	Y	40.00	40.00

PARKING SPACES AVAILABLE	
LOT A	562
B	621
C	167
E	876
G	1336
H	948
I	64
K	1935
M	156
P	876
Q	282
R	452
U	164
W	23 RV
	25 TOUR BUS
X	182
Y	86
TOTAL	8795



 SITE OF PROPOSED EASTEND GARAGE approximately 1000 spaces



Map 1
CITY OWNED PUBLIC PARKING FACILITIES

revenue generated by these increases would amount to:

- \$880,000 from off-street hourly and daily parkers; and
- \$380,000 from monthly permits.

In addition, \$700,000 more would be available to the General Fund from the on-street parking meter rate increases proposed. In total, the proposed rate increases would generate \$1.96 million per year in additional parking revenues.

The Downtown Parking Alternatives Fund could be administered by a proposed citywide parking commission. At present, city staff is investigating the formation of such a commission at the request of the City Council. Potential uses of the Downtown Parking Alternatives Fund include, but are not limited to,:

- additional parking at light rail stations;
- park and ride lots for bus or shuttle service in areas not served by light rail;
- marketing of alternative modes including transit, carpools and vanpools, and bicycles;
- transit pass subsidies instituted at the time of parking rate increases for a two- or three-month period and targeted at current single-occupant automobile commuters, especially those who live in areas with available transit capacity; and
- transit capital improvements and operating subsidies.

In addition to a share of revenue from parking rate increases including the on-street parking meter General Fund revenues, other possible sources of funds for the Downtown Parking Alternatives Fund include:

- allocation of a portion of city, county, state, private, and commercial parking fees;
- one-time levies on new parking spaces, both public and private; and
- in-lieu parking fee for variances to parking requirements.

2. It is recommended that the city conduct an economic survey in the downtown area as soon as possible to determine the economic contribution of auto and transit commuters and short-term parkers to the local economy and how adjustments to parking rates, and the attendant modal shift, might impact the downtown economy. The Task Force senses that the parking rates proposed in the Downtown Sacramento Parking Study are designed to discourage commuter parking in favor of shopper parking by proposing higher rates at east-end facilities and by not proposing a daily maximum

fee. Although there are other reasons to discourage commuter parking (traffic congestion, air pollution, cost of parking and road facilities), a finding that commuters do make a substantial contribution to the retail economy might soften the city's stance on commuter parking. It also needs to be determined what portion of short-term parkers are shoppers/clients and what portion are commuters. Task Force members would like to be consulted regarding the development of this survey and to be notified of its results.

3. It is recommended that further monthly parking rate increases be implemented each year consistent with the Downtown Sacramento Parking Study and in a manner that supports the downtown economy as reflected by the results of the economic survey, and that monthly permit rates be reviewed with each increase in the price of Regional Transit's monthly pass. This means the rates at the highest-priced parking lots would rise to \$90.00 over a two- to three-year period. In the long-range (five to ten years) annual increases of four to five percent will be needed to offset inflationary increases in operating costs, to generate funds for construction of new parking facilities, and to provide revenue for the Downtown Parking Alternatives Fund. Finally, it is important that the out-of-pocket cost of using transit does not exceed that of commuting by single-occupant automobile, hence the proposed monitoring of Regional Transit monthly pass rates.

4. It is recommended that the city continue its policy of restricting revenues from the Parking Fund to transportation-related projects. The need for increased parking supply and for enhanced transportation alternatives is so great that the Task Force feels that there should be no amount available for other purposes.

5. It is recommended that the city develop new public parking facilities at a pace that will not detract from efforts to increase use of carpools, transit, and other alternative modes. This will require close monitoring by city staff, in cooperation with Regional Transit and the Sacramento Rideshare Office, over the years. More parking is needed to accommodate carpools, shoppers and clients, and commuters who lack alternatives, but parking supply should be held in check as a means of discouraging unnecessary single-occupant automobile commuting. The appropriate balance will be more easily defined if the city establishes a mode split goal for downtown, as suggested in recommendation number 27.

6. It is recommended that the city review its minimum parking requirements in its zoning ordinance for new developments in the downtown area to ensure they reflect a balanced view--that necessary parking be provided while not providing so much parking that use of alternative modes is discouraged. The appropriate balance will depend on the commute mode split goal selected by the city should recommendation number 27 be implemented.

7. It is recommended that the city build parking lots that will be available to the public rather than using public funds to develop private parking. Page 160 of the Sacramento Downtown Parking Study suggests that the use of publicly-funded parking by the Redevelopment Agency as an incentive to new development has implications for the well-being of the parking program for downtown. The Task Force feels that as long as there is a shortage of parking spaces needed by the public at-large, particularly for carpools and single-occupant drivers who have no available alternatives, the priority use of public funds for parking supply improvements should be for parking available to the public.

8. It is recommended that a goal of negotiations for future redevelopment projects be to ensure that off-street parking facilities are owned by SHRA or the city and that parking revenues are returned directly to the City Parking Fund.

9. It is recommended that the city continue restriping spaces for compact cars when it is safe and feasible to do so. This procedure may be the most inexpensive means of increasing the parking supply. The county and the state have also pursued this strategy; the county has used it to its full potential, creating about 50 more spaces while the state has created 500 more spaces and plans to gain 200 more. City lots have gained 50 spaces and city staff estimate 240 more spaces can be created as this program is continued.

10. It is recommended that the city consider allowing operation of temporary parking lots for commuter parking until development occurs. Until the downtown parking supply is increased to adequate levels, temporary surface parking lots will help relieve the parking load in the downtown area.

11. It is recommended that an official city/state working relationship be established in order to enact state policy or legislation to encourage the state government to comply with local trip reduction measures and minimum parking requirements in the development and operation of all state office facilities.

12. Regarding waiting lists for monthly permits, it is recommended that the city continue to give priority consideration to carpools and vanpools, but that two permits be issued to single-occupant drivers who can demonstrate a valid need for every five permits issued to carpools or vanpools. An appeal process will need to be developed to identify those individuals who have absolutely no reasonable transportation alternative available to them. A suggested process developed by the Task Force is included as Appendix A to this report. The same priorities and procedures could apply to county and state off-street parking facilities.

13. It is recommended that the city maintain its short-term on-street hourly parking meter fees at a level greater than the

prevailing hourly off-street parking fees in the downtown area. This practice is designed to enhance the availability of on-street parking for short-term use. The "prevailing" rate means the rate that applies to the greatest number of spaces; currently the greatest number of spaces is owned by the city--the off-street rate is \$.25 and the on-street rate is \$.30.

Circulation

14. It is recommended that the conversion of 3rd and 5th Streets and 9th and 10th Streets north of G Street to two-way, as called for in the Central City Community Plan, be deferred pending completion of the Downtown Transportation Plan proposed in recommendation # 24. Current traffic counts show that Third and Fifth Streets are carrying a total of approximately 2,000 vehicles in the peak hour. Although this is below capacity, the large amount of new development approved and proposed for downtown may create a need to use the existing excess capacity. Conversion to two-way operation would reduce the capacity of these streets.

15. It is recommended that the light rail easement along R Street be preserved pending completion of the Downtown Transportation Plan. Recent development proposals in the R Street corridor may jeopardize the easement.

16. It is recommended that the City Council direct staff to examine, in conjunction with merchants and Regional Transit, the feasibility of eliminating parking during peak hours along the right-hand sides of the most congested portions of 9th and 10th and J and L Streets to provide a lane for transit and right turns only. At present Regional Transit is operating approximately 50 buses on J and L Streets during the peak one and a half hours in the morning and in the late afternoon. Approximately 35 such buses are operated on 9th and 10th Streets. Regional Transit's Design Guidelines for Bus and Light Rail Facilities calls for a minimum of 20 buses per hour in the peak period for downtown lane reservation. This type of arrangement is used in some cities, such as San Francisco, Denver, and Portland, and can be an effective means of decreasing transit travel times. Parking demand is generally highest in the middle of the day, so the loss of parking during peak hours may not be a critical problem. The Task Force feels that every effort should be made to make transit an attractive alternative.

Alternative Modes

17. It is recommended that the city adopt a strengthened Citywide Transportation Systems Management (TSM) ordinance. The city is currently in the process of updating its Trip Reduction Ordinance; the Task Force supports this effort, but suggests the following additional features:

- Any fee levied for transportation systems management purposes should include adequate funding to allow the city staff to help in coordination of a regional ridesharing program.
- While employers of 25 to 99 employees should not be subject to the full certification requirements, a streamlined trip reduction certificate should be issued to these employers to ensure compliance, and a fee should be levied to fund necessary TSM activities.
- The provisions of the ordinance should apply to public as well as private employers.

18. It is recommended that an Interagency Marketing Committee be established to coordinate the marketing and promotion of transportation alternatives downtown. There is a need to bring together the promotional efforts downtown to deliver a consistent message and to ensure that transportation issues are identified and addressed. The committee would have the following objectives:

- Include promotion of transportation alternatives in ongoing advertising efforts such as Christmas season, sales, etc.
- Provide employees with information on transportation alternatives to free-up parking for shoppers.
- Include transportation information and services in planning and promotion of special events (such as the Jazz Festival, the Freedom Festival, and Saint Patrick's Day). This could be ensured through the city's permitting process.

The following organizations should be invited to serve on the committee:

City of Sacramento, Public Information Office
 Downtown Plaza Merchants' Association
 Sacramento Downtown Association
 Old Sacramento Merchants' Association
 Sacramento Visitor and Convention Bureau
 Sacramento Metropolitan Chamber of Commerce
 Sacramento Regional Transit District
 Sacramento County
 Sacramento Rideshare Office
 City of Sacramento, Transportation Division

19. It is recommended that the city work with merchants and Regional Transit to establish a program to offer transit validations for customers who use transit for shopping trips. This program would complement the parking validation program currently offered by merchants. Under this program, merchants would offer a 25-cent transit ticket to shoppers who present a

valid bus transfer or light rail ticket showing that they had travelled to the store by transit. If successful, investigations could be made to determine how best to fully subsidize longer (85-cent or \$1.00 tickets) transit trips and how to reward those who use the monthly pass. A similar program is in place now in Portland, Oregon; that program provides a \$1.35 transit validation.

RECOMMENDATIONS CONTINGENT ON FUNDING OR FURTHER REVIEW

Parking

20. It is recommended that ten-hour parking meter spaces be used as a resource for vanpools and carpools. These spaces could be designated "For Carpools Only From 7:00 a.m. to 10:00 a.m." Those meters closest to the central business district or major employment centers should be used in this way. The program should be carefully monitored to ensure that adequate spaces are available for ridesharing vehicles and that the reserved spaces are not underused to the detriment of other commuters.

21. Continue to develop a peripheral parking program, including expansion of the state's system and use of the city's west-end off-street parking lots. Lots G, P, Q, R, U, and X (see map 1) are underused by commuters and may be able to provide additional relief to the other facilities if some sort of low-cost shuttle or transit service is available to commuters who use these lots. Several Regional Transit bus routes terminate at Third and J Streets and have ample capacity in the morning peak as they travel east on J Street and as they travel west on L Street during the afternoon peak. The full peak-period fare of \$1.00 is discouraging, however, to most commuters for such a short ride. A discounted fare for holders of monthly peripheral parking permits, such as the \$.25 mid-day CBD fare, might encourage use of the west-end lots and generate additional revenue for Regional Transit at little or no cost. Shuttle arrangements similar to those provided by the state for its peripheral lots under the W-X freeway might also be explored.

22. It is recommended that park and ride facilities be developed with additional express bus or shuttle service to downtown from areas such as South Sacramento that currently lack light rail service. The facilities and shuttle services could be funded by a combination of user fees and the Downtown Parking Alternatives Fund.

23. It is recommended that the city conduct a pilot project to determine the advantages and disadvantages of privatization of city parking operations.

Circulation

24. It is recommended that the city budget funds in fiscal year 1988/89 to conduct a comprehensive study leading to development of a Downtown Transportation Plan. The Task Force reviewed the street and transit circulation systems downtown and was unable to locate sufficient data or to analyze the issues in enough detail to make firm recommendations for the future street and transit system needs of the downtown area. In reviewing the goals contained in previous planning studies and the circulation changes proposed in existing plans, the Task Force identified

three major conflicts:

- Roadway capacity needed for movement of traffic to and within the downtown area vs. impacts of traffic on residential neighborhoods.
- Freeway access needed for the downtown area vs. freeway operational and geometric constraints.
- Needed development of additional light rail lines to downtown vs. loss of potential light rail rights-of-way as new developments are approved.

Discussion of these and other issues regarding street and transit modifications that have been proposed led the Task Force to consider the magnitude of land use changes that are being proposed in the downtown area. Data presented in Appendix B shows that proposed and approved development could add over nine million square feet of office and commercial space within the Task Force's study area. This represents an increase of some 86 percent over the current office supply. A proposed work program, schedule, and budget for this study are shown in Appendix C. The goals for the study are as follows:

- Master street plan for downtown incorporating both traffic movement and preservation of residential neighborhoods.
- Light rail master plan for deployment of light rail corridors in the downtown area.
- Master plan for bus route improvements and transit service coordination.
- Master plan for pedestrian and bicycle circulation.
- Framework for transportation impact analysis of future development proposals in the downtown area.
- Framework for setting priorities of street and transit improvements downtown.

This study should be coordinated among:

City of Sacramento
Sacramento Housing and Redevelopment Agency
Sacramento Regional Transit District
State of California Department of General Services
State of California Department of Transportation
Capitol Area Development Authority
Sacramento Area Council of Governments
County of Sacramento

25. It is recommended that several improvements be made to the bikeway system in the downtown area as noted on map 2. The improvements are designed to improve the continuity of the bikeway system. On-street bike lanes are proposed for Capitol Mall, Second Street through Old Sacramento, and several streets near South Side Park. Off-street bike routes are proposed on the fringe of the Southern Pacific yard, through Capitol Park on the 13th and Capitol Avenue alignments, and on the R Street railroad crossing over Interstate 5. These improvements will require cooperation with Southern Pacific, Caltrans (Capitol Mall is State Route 275), State Parks and Recreation and Department of General Services (Capitol Park), and Regional Transit (I-5 Bridge has some impact on light rail plans).

26. The city should work with Regional Transit and downtown merchants in developing funding for a timed transfer between the K Street Tram and light rail. Since light rail began operation in 1987, Tram ridership has increased 70 percent.

Alternative Modes

27. It is recommended that the city develop baseline travel and employment information for downtown and establish a commute mode split goal for downtown. One of the first tasks that must be undertaken in developing the Downtown Transportation Plan proposed above is to improve the level of information regarding downtown commuter and shopper travel. It is especially important to know the current commute mode split, the current downtown employment base, and the overall number of downtown trips, in order to develop goals for the transportation programs and to correctly plan transportation improvements.

This information should be collected as soon as possible, and be used in the development of all the specific transportation services and facilities for downtown. The data could be collected through the proposed economic survey, or some other comprehensive survey effort. Once the information has been collected, the city should set a mode split goal for downtown, and evaluate each transportation program or improvement in light of the progress toward attaining that goal.

For example, the State of California has set a commute mode split goal for the Capitol Area Plan, which is used to determine parking supply, ridesharing programs, bicycle facilities, and transit service improvements. Progress is monitored biannually, with adjustments made in the transportation strategy based on the results of the monitoring. The long-term state goal is to have 50 percent of its employees arriving in the core area by Regional Transit or shuttle (28 percent now), 30 percent by carpool or vanpool (37 percent now), six percent by bicycle (two percent now), five percent by walking (two percent now), and nine percent by single-occupant vehicle or motorcycle (31 percent now).

PROPOSED BIKEWAY SYSTEM IMPROVEMENTS

LEGEND:

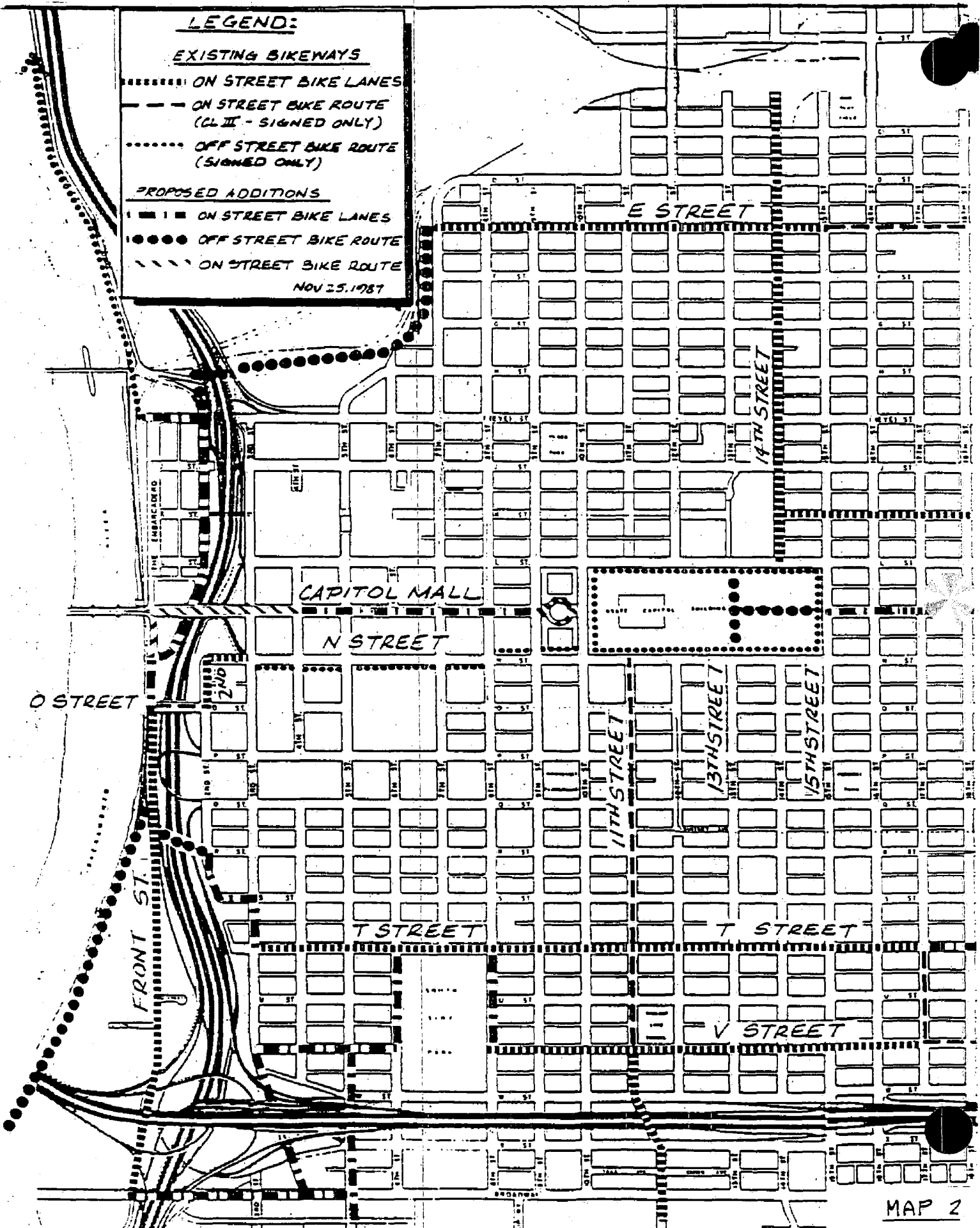
EXISTING BIKEWAYS

- ON STREET BIKE LANES
- - - ON STREET BIKE ROUTE (CL II - SIGNED ONLY)
- OFF STREET BIKE ROUTE (SIGNED ONLY)

PROPOSED ADDITIONS

- ▣ ON STREET BIKE LANES
- OFF STREET BIKE ROUTE
- - - ON STREET BIKE ROUTE

NOV 25, 1987



MAP 2

28. It is recommended that the city undertake and fund specialized promotional and marketing efforts to encourage alternative transportation. A private advertising firm could be contracted by the city to conduct this program in cooperation with the Interagency Marketing Committee. A first-year budget of \$100,000 is proposed. The Downtown Parking Alternatives Fund might be the source of revenue for this program. Professional-quality materials and messages would be provided to encourage transit and ridesharing among downtown workers and visitors. This program would complement the Downtown Rideshare and Public Transit Program described in the following recommendation.

29. It is recommended that the city, county, state, and private sector provide funding to develop and implement an expanded Downtown Ridesharing and Public Transit Promotional Program. The Task Force believes the potential exists to substantially increase the levels of ridesharing and transit commuting by downtown employees. The services are in place, and the institutional arrangements exist to effectively encourage the use of alternative transportation. Promotional efforts, however, are labor-intensive and involve media costs that would require additional resources. The major elements of an expanded program for downtown are organizational outreach, marketing, and client services. Appendix D details a conceptual five-year program that would cost an additional \$238,000 in the first year for services that could be provided by Regional Transit and Sacramento Rideshare. City support might be funded, in part, through a portion of any fees levied through the city's proposed Transportation Management Ordinance and through the Downtown Parking Alternatives Fund.

30. It is recommended that the city take action to improve the public awareness of, and the quality and usefulness of, bicycle parking facilities in the downtown area. The Task Force took inventory of the condition of the existing bicycle facilities serving downtown and identified four problems that inhibit their use: security, proximity to trip destinations, access and signage of facilities, and the convenience and ease of use of the facilities. Appendix E highlights several measures that could address these problems and indicates their estimated costs. Further review is required to determine whether mo-peds could be allowed on bike paths.

31. It is recommended that the city investigate the potential for a vanpool development program to serve downtown commuters. Vanpooling has the potential to serve a significant portion of downtown commuters, especially those commuting long distances. As trip lengths in the region increase as a result of growth in outlying areas, the feasibility of vanpooling will also increase. To stimulate vanpooling, issues such as the start-up time and costs for establishing a vanpool, and the provision of close-in parking need to be addressed.

General Recommendation

32. It is recommended that the City Council charge the Public Works Department with submitting a written report (with copies to Task Force members) on the status of implementation of the recommendations of the Task Force by January 1, 1989.

APPENDIX A

PROCESS FOR SINGLE OCCUPANT VEHICLE
MONTHLY PARKING PERMIT APPEALS

1. Commuter asks for single occupant parking permit at parking location of choice.
2. Parking lot supervisor does the following:

A. Issue Permit if available.

(1) If "carpool-only" available refer to rideshare for match list. Hold conditional permit for 10 days to give commuter opportunity to recruit riders and activate carpools.

B. Offer other parking facilities as options if available (private and public).

C. Indicate other alternatives to downtown parking:

Give commuter the Alternatives List:

1. Regional Transit
1400 29th Street
Sacramento, CA 95812
324-BUSS
2. Office carpool with existing parker
3. Rideshare Assistance:
Sacramento Rideshare
1120 N Street, Room 2120
(916)445-POOL

3. Using the attached criteria, Sacramento Rideshare works with commuter reviewing attempted alternatives to single occupant car commuting, including:

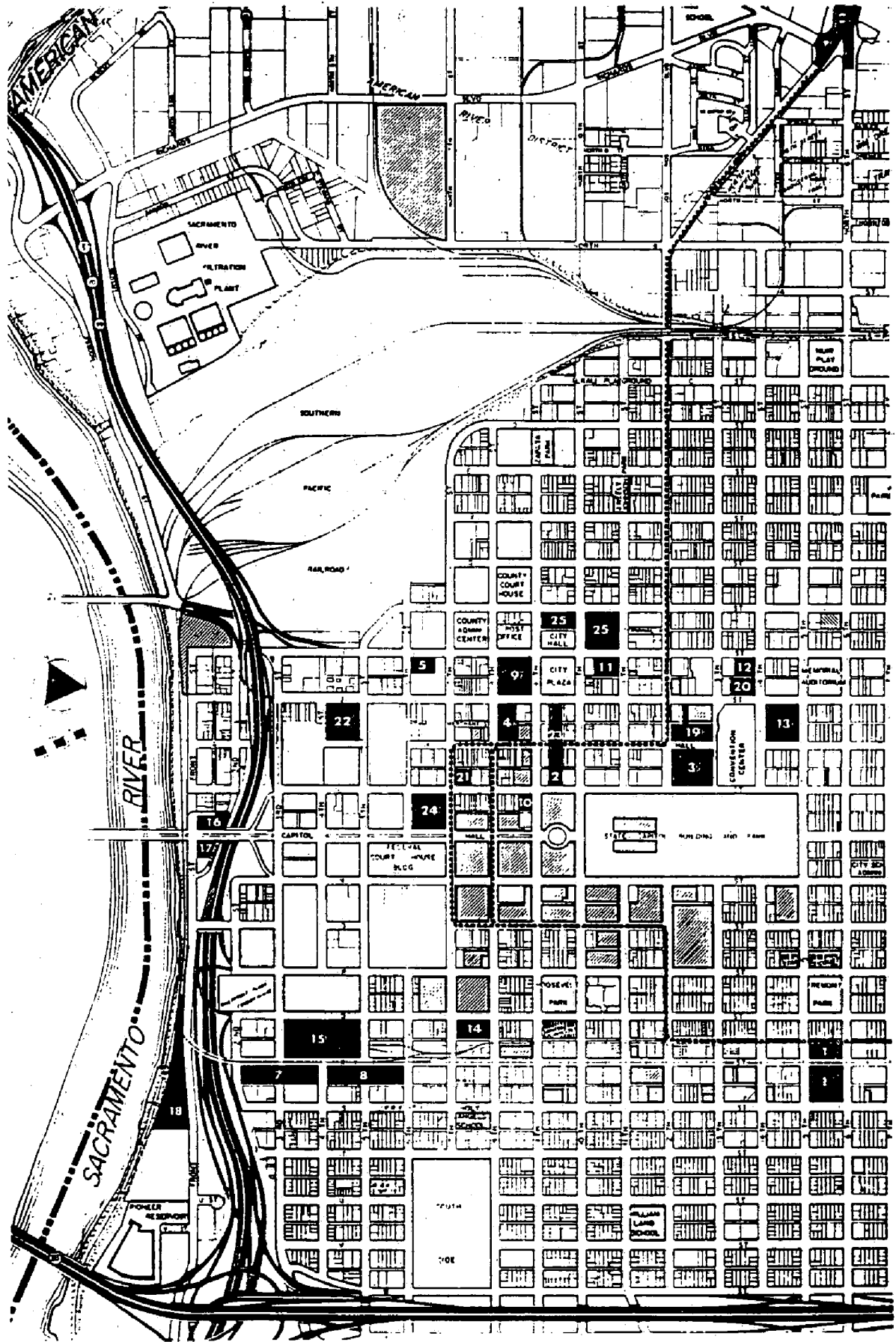
USING A FEASIBILITY RATING - Excellent, Good, Fair, Possible, Poor for each alternative.

-Carpooling -



office contacts
rideshare match list
advertising
-who was contacted, outcome

-Bus system -

identify commute route, map out bus
schedule(s)



**PROJECT LOCATIONS FOR LAND USE CHANGES
PROPOSED DOWNTOWN (WEST OF 16TH STREET)**

-  — PROJECT BOUNDARIES
(00 = NUMBER FROM TABLE)
-  — STATE BUILDINGS OR LOTS

APPENDIX C

APPENDIX C

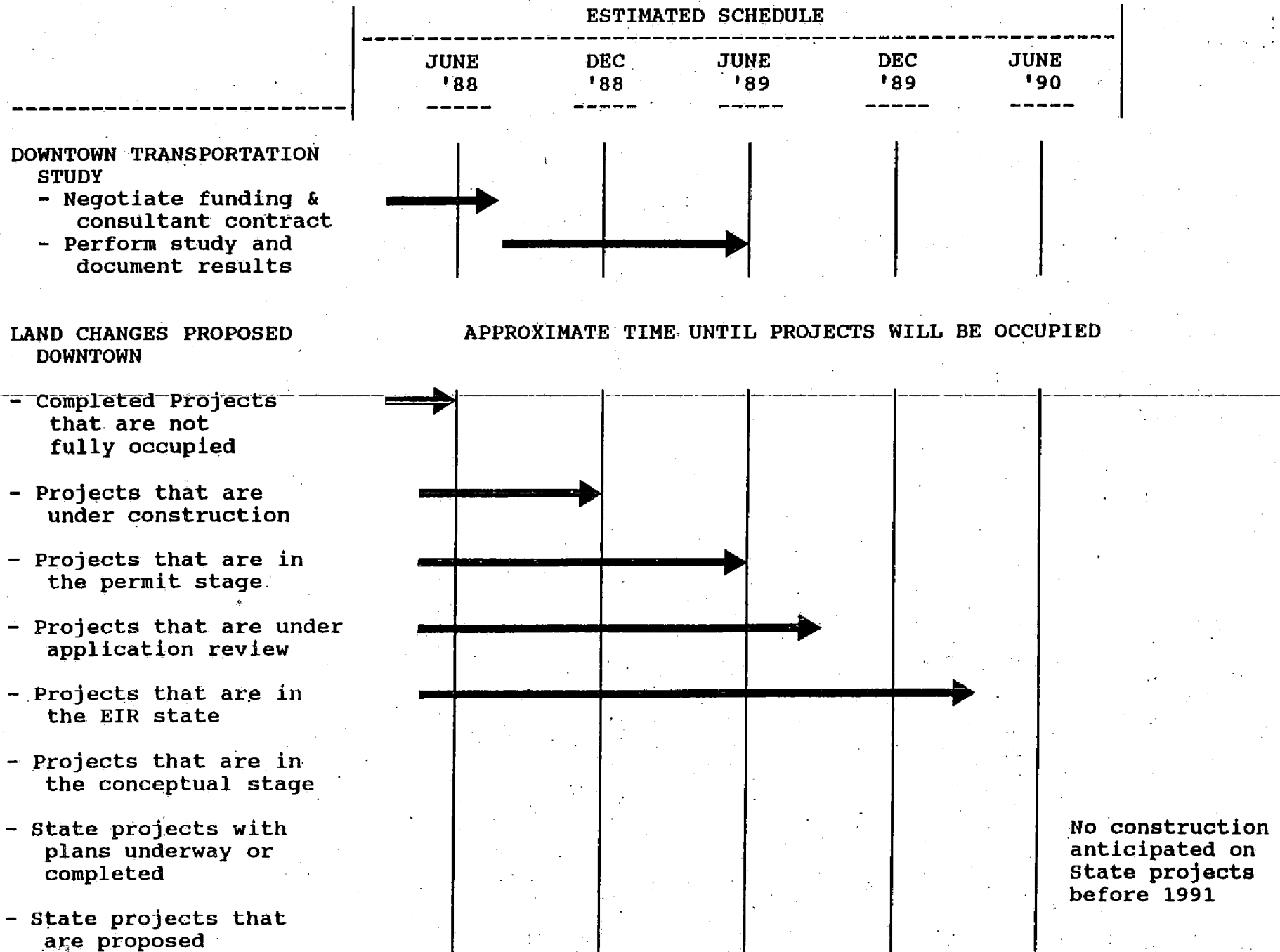
PROPOSED WORK PROGRAM
FOR
DOWNTOWN TRANSPORTATION PLAN

The work program to develop a Downtown Transportation Plan should include but not be limited to the following items:

<u>Proposed Task</u>	<u>Estimated Cost</u>	
1) Data Collection	\$ 45,000	- \$ 55,000
2) Development of a Computer Model to address the downtown circulation issues: - Vehicle travel demand - Transit travel demand - Parking supply - Effectiveness of transportation system management (TSM) measures	50,000	- 60,000
3) Evaluation to determine a recommended circulation system: - For streets - For freeway access - For transit needs - For bicycles - For pedestrians	85,000	- 95,000
4) Development of an implementation plan for the recommended circulation system that includes: - ability to analyze transportation impacts of changes in proposed land use changes; - ability to prioritize transportation system improvements	60,000	- 70,000
TOTAL ESTIMATED COST	\$240,000	- \$280,000

An estimated schedule for this proposed study is shown on Figure C-1 on the following page.

FIGURE C-1



APPENDIX D

Date: December 8, 1987
To: Mayor's Downtown Task Force
From: Alternative Transportation Subcommittee
Subject: Sacramento Rideshare and Regional Transit Resource
Needs to Develop and Implement the Downtown Ride-
share/Public Transit Program

The purpose of this memorandum is to provide an estimate of Sacramento Rideshare and Sacramento Regional Transit's resource needs to implement a Downtown Rideshare/Regional Transit Program to divert single occupant vehicle commuters to ridesharing alternatives (carpool, vanpool, bus, light rail, bicycling, and walking). All resource needs identified would be used exclusively on the Downtown Rideshare/Regional Transit Program. A detailed work program would be developed once program funding is determined and secured.

DOWNTOWN RIDESHARE PROGRAM ELEMENTS

Essentially, the proposed Downtown Rideshare/Regional Transit Program involves the expansion of the key existing Rideshare and Regional Transit Program elements:

Organizational Outreach

A. Rideshare

The majority of the Rideshare program's resources are currently directed toward the Organizational Outreach Program. This effort includes the development, implementation, administration, and evaluation of rideshare programs at large employers (work forces 100 employees), colleges, and military bases. Extensive technical assistance is rendered to these organizations regarding the development of the facilities and services to encourage commuter use of ridesharing alternatives, including computer matching for carpools and vanpools; rideshare marketing; parking and work hour management strategies to encourage ridesharing; development of bicycle commuting support facilities; vanpool development; and advocacy of employer rideshare subsidies (for transit, carpools, and vanpools). Approximately 190 employer "clients" are now involved in the Outreach Program.

Although many of these employers are located downtown, Sacramento Rideshare's downtown effort is often limited to computer matching of downtown employees due to our inability to gain access via any statutory trip reduction requirement and the existence of ridesharing support elements already (flex-time for State employees, parking fees, preferential parking for carpools, etc.).

Additional resources are needed to fully incorporate the downtown employer market into the Outreach Program to accomplish the following:

- Provide assistance to downtown employers subject to any new statutory trip reduction requirement;
- Promote the development of the ridesharing support infrastructure for those employees currently not subject to existing disincentives and incentives; and
- Provide technical assistance regarding rideshare program development to new downtown employers.

B. Regional Transit

Regional Transit would piggy back on Rideshare's program to provide maximum utilization of scarce financial resources. Specifically RT would:

- Provide Rideshare with companion pieces on the why, what and how of public transit three-times per year.
- Produce an employee pack designed specifically for the downtown commuter with information on the bus routes, light rail lines and tram service within downtown; special emphasis on discounts for the Central City - to be updated annually.
- Coordinate special events with high visibility outreach efforts, i.e., Clean Air Week and Rideshare Week.
- Encourage Regional Transit use in the marketing and promotion of special events where RT has proven to be effective such as the Jazz Festival, Santa Parade, and St. Patrick's Parade, as well as events such as the Camellia Festival, Waterfront Festival, and marathons.
- Develop a strong program to combine Regional Transit's participation in Rideshare/Transit Days.

- Promote participation of downtown merchants in Regional Transit's Passport Program (currently over 200 merchants offer discounts to RT riders with monthly passes).
- Coordinate merchants in a program where shoppers who ride transit are given either a discount or return transit ticket by downtown merchants.

Marketing

A. Rideshare

Sacramento Rideshare currently wages an aggressive marketing campaign to inform commuters of why they should consider ridesharing alternatives, what alternatives are available, and how to access these alternatives. The marketing effort includes direct media advertising, promotions, and development of collateral material. Current marketing budget levels are grossly inadequate. Additional resources are necessary to fully penetrate the market and convey the aforementioned message to downtown commuters.

B. Regional Transit

Regional Transit currently markets its services on a regional level. The following would be a concentrated effort on just downtown.

Develop a campaign to inform employers of the benefits of transit:

- Subsidize monthly transit pass rather than "free" parking.
- Low cost employee perk.
- Convenient customer access by transit - important since parking is limited downtown.
- Reduce traffic congestion.
- Eliminate pollutants.

Develop a campaign to inform employees of the benefits of transit.

- Lower costs than driving and parking.
- Time management tool - you can read or work on the train/bus.
- Faster travel time on transit than by automobile.
- Arrive at work/home relaxed - rather than tense and frustrated from driving in traffic.

Client Services

A. Rideshare

Sacramento Rideshare serves as a multimodal transportation broker providing information and placement assistance to commuters regarding carpooling, vanpooling, public transit, and bicycling. Our Client Services Department performs a variety of functions essential to program delivery, including data entry, matchlist production, transit referrals, production of bicycle route maps and information, and vanpool development. Additional resources are needed to adequately support the proposed Downtown Rideshare Program.

B. Regional Transit

Create a data base of Regional Transit rider information (Recording rider demographics). Prepare a training program for Rideshare consultants.

Resource Needs

A. Rideshare

Sacramento Rideshare's supplemental resource needs to implement the proposed Downtown Rideshare Program are as follows:

	FISCAL YEAR				
	<u>88/89</u>	<u>89/90</u>	<u>90/91</u>	<u>91/92</u>	<u>92/93</u>
Staff	\$150,000	\$157,500	\$165,500	\$174,000	\$183,000
Computer					
Enhancements	<u>12,700</u>	<u>15,000</u>	<u>5,000</u>	<u>5,000</u>	<u>5,000</u>
TOTAL	\$162,700	\$172,500	\$170,500	\$179,000	\$188,000

(All projections assume a 5% inflation factor)

B. Regional Transit

	<u>88/89</u>	<u>89/90</u>	<u>90/91</u>	<u>91/92</u>	<u>92/93</u>
Staff (lpy)	\$30,000	\$31,500	\$33,075	\$34,730	\$36,465
Marketing	<u>45,500</u>	<u>47,775</u>	<u>50,640</u>	<u>53,172</u>	<u>55,830</u>
TOTAL	\$75,500	\$79,275	\$83,715	\$87,902	\$92,295

(All Rideshare and Regional Transit projections assume a 5% inflation factor).

C. Total Costs

Rideshare	\$162,700	\$172,500	\$170,500	\$179,000	\$183,000
Regional Transit	75,500	79,275	83,715	87,902	92,295
TOTAL	\$238,200	\$251,725	\$254,215	\$266,902	\$275,295

PROGRAM BENEFITS AND FUNDING

In FY 1986/87 Sacramento Rideshare placed 3,884 people into daily car/vanpools; Sacramento Regional Transit carried 14.6 million riders. More funding is critical if Sacramento is to reduce costly traffic congestion, maintain and enhance our air quality, and have a viable downtown with a healthy economy.

It is recommended that the Downtown Rideshare/Regional Transit Program be funded, in part, through a portion of the fee levied against employers through the City's Trip Reduction Ordinance. Payment would be made to the City by the employer annually, as part of the compliance process, along with the required documents (e.g., Transportation Demand Management Plan). Parking fee and citation revenue should also be explored as a potential funding source.

APPENDIX E

DEPARTMENT OF TRANSPORTATION

DISTRICT 3

P.O. BOX 911, MARYSVILLE 95901

(916) 323-0839

TDD 323-7665

November 16, 1987

TO: Alternative Transportation Subcommittee

SUBJECT: Downtown Bicycle Parking Facilities

Pursuant to the Subcommittee's request, Sacramento Rideshare has inventoried and analyzed downtown bicycle parking facilities. The following summary and recommendations are provided for the Subcommittee's consideration.

Based on the aforementioned study, four major bicycle parking problem areas have been identified that we believe inhibit bicycle commuting to the downtown area.

- o Security
- o Proximity to destination
- o Access/signage
- o Convenience of facility/ease of use

SECURITY

The lack of secure bicycle parking facilities is probably the greatest deterrent to potential cyclists. A Baltimore survey determined that 25 percent of area cyclists had been victims of bicycle theft and, of these, 20 percent had forsaken cycling. Security depends as much on site location as on hardware (locker, racks, etc.). However, it appears insufficient consideration was given to both factors in many existing downtown bicycle parking areas. Many unsupervised facilities use Ralley Racks or Rack 3's (particular types of racks). In these areas, the greatest number of damaged facilities are found, probably caused by attempted or successful bicycle thefts. Unsupervised bicycle parking areas should use U-Lok racks (not impervious, but less susceptible to damage) and/or lockers. For those areas having adequate supervision (i.e., within view of toll booths at parking garages), less secure racks are probably adequate. Bicycle lockers offer the best security and are used at some state and public facilities. Many state facilities provide unsupervised but enclosed bicycle storage areas. A key is required to enter the area and theft is usually not a concern (unless the bicycle is left over night).

Recommendations

- o A thorough inventory of public bicycle facilities should be conducted by City staff to determine the adequacy of existing facilities based on location and available surveillance.
- o Bicycle parking facilities should be located where surveillance is apparent and consistent. If this is not possible, enclosed areas, lockers, or U-locks should be used. Lockers are preferable where no supervision is available.

PROXIMITY TO DESTINATION

An attractive element of cycling to the downtown area is the ability to ride and park very near to your destination. For the commuter with all-day parking needs, a walk of between one to three blocks from a secure parking facility to the jobsite is reasonable. For those without that option, locking a bicycle to a post or railing near the destination's entrance or taking the bicycle inside the building (employees) is the normal practice. However, locking bicycles to posts and railings is both hazardous to pedestrians and unsightly. Downtown Davis offers ample on-street bicycle racks in commercial areas. It is difficult to find any in Sacramento. However, Sacramento does offer a sufficient number of off-street facilities (the adequacy of which can be debated).

Recommendations

- o The City should develop a network of on-street (on public rights-of-way) bicycle parking facilities within downtown commercial and employment areas.
- o Off-street bicycle parking facility locations should be studied to determine adequacy of location based on proximity to probable destinations.

The essential objective of both recommendations is to establish conveniently located bicycle parking.

ACCESS/SIGNAGE

Few existing off-street parking facilities are easily located. Even if the general location is known, the actual facility may still be difficult to find (i.e., the public parking garage under Weinstocks). Pathfinder signage directing cyclists to bicycle parking is non-existent. The Sacramento Bicycle Commuter Guide, developed by the City and County of Sacramento, California Department of General Services, and Sacramento Rideshare, does include a map showing where most public and

state parking facilities are located. However, some of the facilities are totally inadequate, no longer exist, or are difficult to locate.

Recommendations

- o A network of Pathfinder signs directing cyclists to adequate state, public and private bicycle parking facilities should be developed. Such signage would also act as a marketing tool and encourage non-cyclists to try the cycling alternative.
- o A "Downtown Bicycle Commuting Guide" including detailed information regarding available bicycle parking facilities should be developed and widely distributed. Again, the Guide would also be a marketing device to promote bicycle commuting.

CONVENIENCE OF FACILITY/EASE OF USE

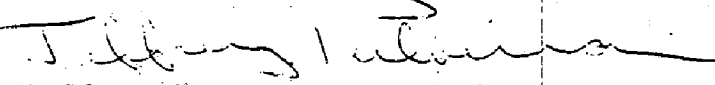
Numerous rack and locker design differences can make their use difficult. Having an area sheltered from the weather is also of utmost importance to a cyclist. Availability for use is also often difficult to determine as some facilities fail to provide adequate information on how to obtain a key for use.

Recommendations

- o Easy to use lockers or racks should be considered when developing new facilities or replacing old or damaged units. Visible instructions should be provided.
- o Where feasible, covered facilities should be provided when developing new facilities.
- o Information regarding use should be provided at each existing and new facility.

SUMMARY

All of the aforementioned recommendations are of nominal cost and relatively easy to implement. Since Sacramento offers a level topography and moderate climate, bicycle commuting is a realistic commuting alternative which can help alleviate downtown traffic. It should be given appropriate attention and mention by the Task Force.


Jeffrey Pulverman, Chief
Sacramento Rideshare

cc Tom Neumann

JP:jg

Feasibility Rating (cont.)

-Light rail -

identify commute route, map out lightrail schedules

NOTE: Sacramento Rideshare shall validate the commuter's home address, place of employment, or other demographics by suitable means (e.g., pay stubs from employer, utility bills, etc.).

4. Sacramento Rideshare evaluates the commuter's situation and recommends the most suitable of the above alternatives. Commuters for whom Sacramento Rideshare cannot develop alternatives, shall be referred to City Sacramento Parking Division via Sacramento Rideshare memorandum (signed by the chief administrative officer). Memorandum shall include why:

-Sacramento Rideshare is unable to place the commuter in a carpool or to provide public transportation alternatives.
(Identify Alternatives Explored)

-The commuter's situation is unique because...(include brief explanation).

A. Approval:

The Transportation Division will facilitate the commuter if space is available after satisfying other priorities. Commuter will retain space as long as conditions that justified space remain constant. Refusal of three (3) offers of parking space shall terminate special condition consideration. Staff shall coordinate reevaluation surveys to determine continued need.

B. Disapproval:

Written notification shall be sent to the commuter and Rideshare.

APPENDIX B

LAND USE CHANGES PROPOSED DOWNTOWN (WEST OF 16TH STREET)

COMPILED BY: CIRCULATION SUBCOMMITTEE OF DOWNTOWN TASK FORCE

DATE: FEBRUARY, 1988

STATUS CATEGORY	AMOUNT OF DEVELOPMENT PROPOSED					DESCRIPTION	PARKING SPACES PROPOSED	
	OFFICE	COMMERCIAL /RETAIL	HOTEL	RESIDEN- TIAL	OTHER		MINIMUM	MAXIMUM
	(1000 SQ FT)	(1000 SQ FT)	(ROOMS)	(D.U.'S)	(1000 SQ FT)			

SUMMARY OF PROJECTS SHOWN ON FOLLOWING PAGES

- COMPLETED PROJECTS THAT ARE NOT FULLY OCCUPIED	523.0	13.5	0	0	6.0		1,056	1,056
- PROJECTS THAT ARE UNDER CONSTRUCTION	404.8	53.0	508	124	53.4		1,345	1,345
- PROJECTS THAT ARE IN THE PERMIT STAGE	423.0	0.0	0	0	0.0		1,009	1,084
- PROJECTS THAT ARE UNDER APPLICATION REVIEW	480.0	16.5	0	0	136.0		913	913
- PROJECTS THAT ARE IN THE EIR STAGE	2,958.0	130.7	550	0	129.0		7,020	7,313
- PROJECTS THAT ARE IN THE CONCEPTUAL STAGE	1,952.5	338.8	230	43	0.0		5,509	5,560
- STATE PROJECTS WITH PLANS UNDERWAY OR COMPLETED	871.4	0.0	0	249	0.0		0	0
- STATE PROJECTS THAT ARE PROPOSED	1,153.4	0.0	0	400	0.0		2,831	5,831
TOTALS	8,766.1	552.5	1288	816	324.4		19,683	23,102

LAND USE CHANGES PROPOSED DOWNTOWN (WEST OF 16TH STREET)

COMPILED BY: CIRCULATION SUBCOMMITTEE OF DOWNTOWN TASK FORCE

DATE: FEBRUARY, 1988

STATUS CATEGORY	I.D. # ON ATTACHED MAP	PROJECT	PROJECT LOCATION	AMOUNT OF DEVELOPMENT PROPOSED					PARKING SPACES PROPOSED		
				OFFICE	COMMERCIAL	HOTEL	RESIDEN-	OTHER	DESCRIPTION	MINIMUM	MAXIMUM
				(1000 SQ FT)	/RETAIL (1000 SQ FT)	(ROOMS)	TIAL (D.U.'S)	(1000 SQ FT)			
Completed (not fully occupied)	1.	Benvenuti Plaza	15th/S	380.0	13.5			6	- Loading dock	844	844
	2.	Capitol Place	915 L Street	143.0						212	212
SUBTOTAL FOR COMPLETED PROJECTS				523.0	13.5	0	0	6		1,056	1,056
Under construction	3.	Hyatt Regency	L / 11th		26.5	508		22.5	- Ballroom	631	631
								11.4	- Cocktail lounge		
								19.5	- Meeting rooms		
	4.	Renaissance Tower	K / 8th	341.0	11.0					492	492
	5.	Riverview Plaza	I / 6th	7.8	15.5		124			50	50
	6.	906 G Street		56.0						172	172
SUBTOTAL FOR PROJECTS UNDER CONSTRUCTION				404.8	53.0	508	124	53.4		1,345	1,345
Permit stage	7.	Thomson Diggs	1801 2nd	197.0						444	444
	8.	Duke Development	5th/R	226.0						565	640
SUBTOTAL FOR PROJECTS IN PERMIT STAGE				423.0	0.0	0	0	0		1,009	1,084

LAND USE CHANGES PROPOSED DOWNTOWN (WEST OF 16TH STREET)

COMPILED BY: CIRCULATION SUBCOMMITTEE OF DOWNTOWN TASK FORCE

DATE: FEBRUARY, 1988

STATUS CATEGORY	I.D. # ON ATTACHED MAP	PROJECT	PROJECT LOCATION	AMOUNT OF DEVELOPMENT PROPOSED					PARKING SPACES PROPOSED		
				OFFICE	COMMERCIAL	HOTEL	RESIDEN-	OTHER	DESCRIPTION	MINIMUM	MAXIMUM
				(1000 SQ FT)	/RETAIL (1000 SQ FT)	(ROOMS)	TIAL (D.U.'S)	(1000 SQ FT)			
Approved pending design review	9.	Library expansion	8th-9th/I-J	307.0	16.5				133 - Library/Educ. Complex 3 - Day Care Center	762	762
Application under environmental review	10.	Capitol Park West	830 L Street (SW corner)	173.0						151	151
SUBTOTAL FOR PROJECTS UNDER APPLICATION				480.0	16.5	0	0	136		913	913
EIR Stage	11.	East End Parking Garage	10th-11th/I-J		18.7 (Max.)					840	1,133
	12.	1300 I Street Building	I between 13th & 14th	236.0	17.5					585	585
	13.	Convention Center Expansion	14th-15th/J-K						100 Exhibit Hall 29 Support Facil.	0	0
	14.	Golden State Tower	Q between 7th & 8th	359.0	13.5					640	640

LAND USE CHANGES PROPOSED DOWNTOWN (WEST OF 16TH STREET)

COMPILED BY: CIRCULATION SUBCOMMITTEE OF DOWNTOWN TASK FORCE

DATE: FEBRUARY, 1988

STATUS CATEGORY	I.D. # ON ATTACHED MAP	PROJECT	PROJECT LOCATION	AMOUNT OF DEVELOPMENT PROPOSED					PARKING SPACES PROPOSED		
				OFFICE	COMMERCIAL /RETAIL	HOTEL	RESIDEN- TIAL	OTHER	DESCRIPTION	MINIMUM	MAXIMUM
				(1000 SQ FT)	(1000 SQ FT)	(ROOMS)	(D.U.'S)	(1000 SQ FT)			
EIR Stage (continued)	15.	California Capitol Center	3rd to 5th betw. Q & R	1,500.0	40.0	250				3,000	3,000
	16.	111 Capitol Mall	N. side of Capitol Mall 2nd/Front	183.0	11.0					505	505
	17.	Docks Suites Hotel	S. side of Capitol Mall 2nd/Front			300				250	250
	18.	Museum of Railroad Technology (MORT)		?	?	?	?			?	?
	19.	12th & K		500.0	20.0					850	850
	20.	1325 J Street		180.0	10.0					350	350
	SUBTOTAL FOR PROJECTS IN EIR STAGE			2,958.0	130.7	550	0	129		7,020	7,313
Conceptual Stage	21.	Greyhound	7th & L	400.0	120.0					1,000	1,000
	22.	D-1 Parcel	4th-5th/J-K	250.0	100.0					850	850
	23.	Retail Galleria	9th-10th/J-L		90.0					150	150

LAND USE CHANGES PROPOSED DOWNTOWN (WEST OF 16TH STREET)

COMPILED BY: CIRCULATION SUBCOMMITTEE OF DOWNTOWN TASK FORCE

DATE: FEBRUARY, 1988

STATUS CATEGORY	I.D. # ON ATTACHED MAP	PROJECT	PROJECT LOCATION	AMOUNT OF DEVELOPMENT PROPOSED					PARKING SPACES PROPOSED		
				OFFICE	COMMERCIAL	HOTEL	RESIDEN-	OTHER	DESCRIPTION	MINIMUM	MAXIMUM
				(1000 SQ FT)	/RETAIL (1000 SQ FT)	(ROOMS)	TIAL (D.U.'S)	(1000 SQ FT)			
Conceptual Stage (continued)	24.	Lot A - Existing City parking	6th-7th/ L-Capitol	300.0	16.8	230				1,250	1,250
	25.	Civic Center Complex	9th-11th/H-I	620.0						1,449	1,500
	26.	Crocker Bank	Capitol Mall 4th/5th(south side)	300.0						500	500
	27.	1111 G Street		82.5	12.0		43			310	310
SUBTOTAL FOR CONCEPTUAL PROJECTS				1,952.5	338.8	230	43	0		5,509	5,560
STATE DEVELOPMENT PROJECTS											
- Plans underway or completed. (Waiting for final approval or additional funding.)	NA	Site 4	16th-17th/ L-Capitol	293.7							
	NA	Site 4A	8th & O/SW corner				150				
	NA	Site 5	9th-10th/M-O	105.3							
	NA	Site 7	10th-11th/O-P	232.4							
	NA	Site 8	Undetermined	240.0							
	NA	Site 21	14th & N				99				
SUBTOTAL FOR STATE PROJECTS WITH PLANS UNDERWAY OR COMPLETED				871.4			249				

LAND USE CHANGES PROPOSED DOWNTOWN (WEST OF 16TH STREET)

COMPILED BY: CIRCULATION SUBCOMMITTEE OF DOWNTOWN TASK FORCE

DATE: FEBRUARY, 1988

STATUS CATEGORY	I.D. # ON ATTACHED MAP	PROJECT	PROJECT LOCATION	AMOUNT OF DEVELOPMENT PROPOSED					PARKING SPACES PROPOSED		
				OFFICE (1000 SQ FT)	COMMERCIAL /RETAIL (1000 SQ FT)	HOTEL (ROOMS)	RESIDEN- TIAL (D.U.'S)	OTHER (1000 SQ FT)	DESCRIPTION	MINIMUM	MAXIMUM
STATE DEVELOPMENT PROJECTS											
- Proposed projects	NA	Site 1-D	11th-12th/P-Q	69.0							
	NA	Site 2	Undetermined	250.0							
	NA	Site 3 Expansion	7th-8th/M-O	67.5							
		Site 6	Undetermined	100.0							
		Site 9	16th St. Corridor	116.2							
		Site 10	Undetermined	228.0							
		Site 11	Undetermined	322.7							
		Residential	Various locations				400 (Max.)				
		Parking Garages	Various locations						2400	2400	
		Peripheral Parking Lots under W-X Freeway	- 18th to 22nd - 6th to 8th - I-5 Interchange						431	1481	
									0	850	
									0	1100	
SUBTOTAL FOR PROPOSED PROJECTS OF THE STATE				1,153.4			400		2831	5831	
TOTALS				8,766.1	552.5	1288	816	324.4	19,683	23,102	