

City of Oakdale Virtual Downtown Parking Community Meeting

September 11, 2024



Agenda

- Introductions
- Project Overview and Updates
- Preliminary Survey Results and Data Collection Analysis
- Project Next Steps



Parking Strategic Plan Overview

Operational Assessment

- Site-assessment ✓
- Review documentation and municipal code ✓
- Meetings with City staff/stakeholders ✓

Data Collection

- Inventory collection ✓
- Collect parking occupancy ✓
- Turnover and length of stay analysis ✓

Initial Recommendations

- Draft municipal code language to future-proof code
- Financial modeling / revenue projections

Stakeholder Engagement and Public Input

- Council parking workshop
- 3 rounds of community meetings
- Community survey ✓
- Present data and draft recommendations

Finalize Recommendations

- 2 rounds of draft revisions

City Council Presentation

Project Updates

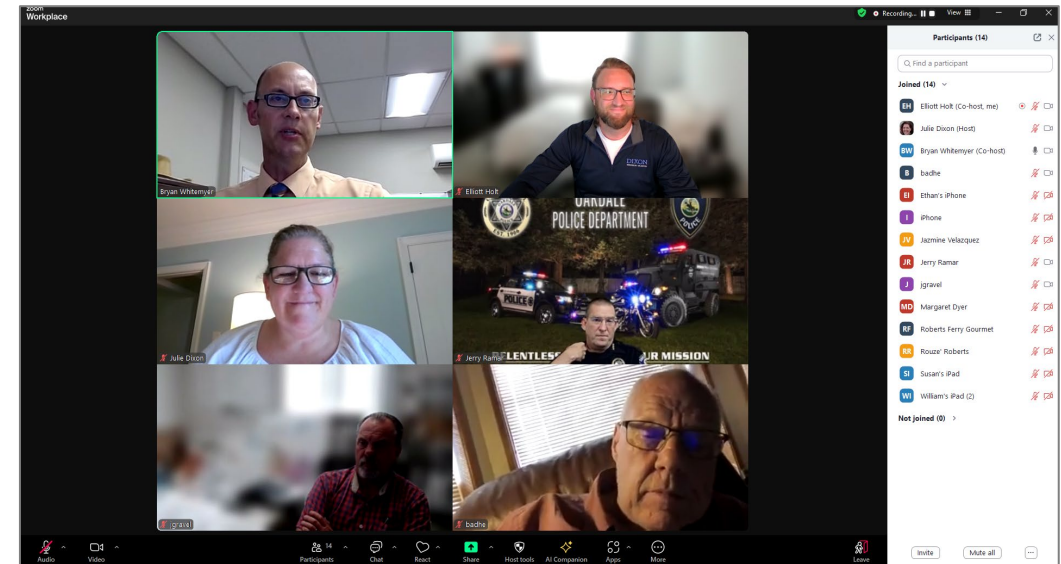
Operational Needs Assessment

- Site-assessments on June 4th-5th and June 17th
- Met with various stakeholders:
 - City Staff
 - Oakdale Merchant Group
 - Knock-and-Talks with Downtown Businesses
 - Downtown Parking Community Meeting



Community Outreach

- Virtual Community Meeting held August 1st
- Public Survey : August 1st-30th



Public Input Survey

Digital Survey

- The survey was open to the public from August 1st through August 30th
- Included question sets for multiple groups, including
 - Oakdale Residents
 - Downtown Business Owners
 - Downtown Employees
 - Visitors
 - General Questions
- 654 total responses received
 - 460 responses in the first week



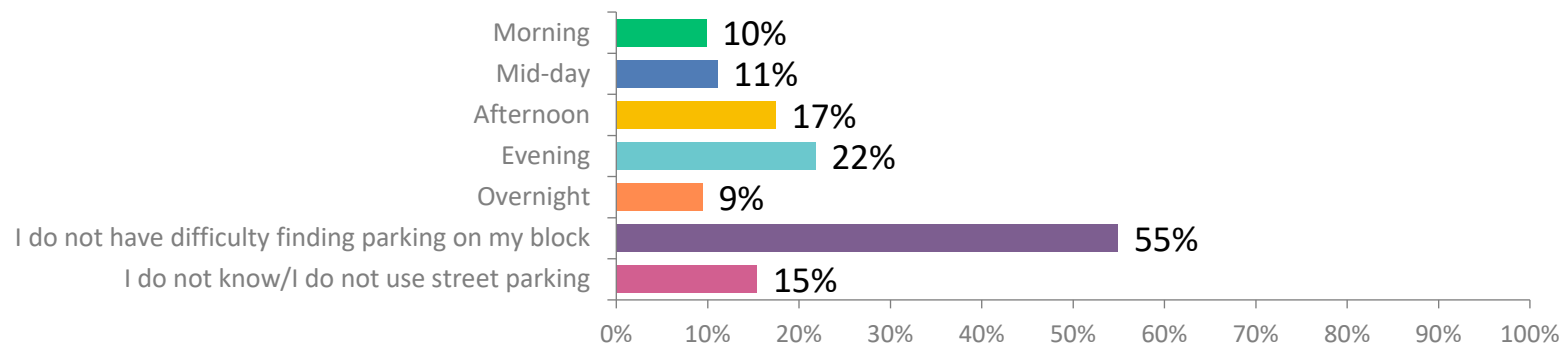
The screenshot shows the introductory page of a survey. At the top is the City of Oakdale logo, which features a tree and the text "CITY OF OAKDALE CALIFORNIA". Below the logo is the title "City of Oakdale Downtown Parking Survey" in green. The main text explains the purpose of the survey: "The City of Oakdale is conducting this public input survey on parking in downtown Oakdale to better understand the challenges and priorities most important to you, and to gather feedback on potential parking management strategies." It also specifies the target audience: "This survey is intended for completion by **current Oakdale residents, downtown business owners, downtown employees, and visitors** of downtown Oakdale." There are two green buttons: "OK" on the left and "NEXT" on the right. At the bottom, it says "Powered by SurveyMonkey" with the SurveyMonkey logo and a link to "See how easy it is to create surveys and forms."

Survey – Residential Question Set

Residential Questions

- 578 responded to this question set, of those:
 - 22% of respondents indicated that evening hours is when parking on their block is most congested
 - However, 55% of respondents indicated that they do not have difficulty finding parking on their block

Q8: Is there a particular time of the day where you experience parking congestion on your block (defined as fewer than two parking spaces available per block). (Select all that apply.)

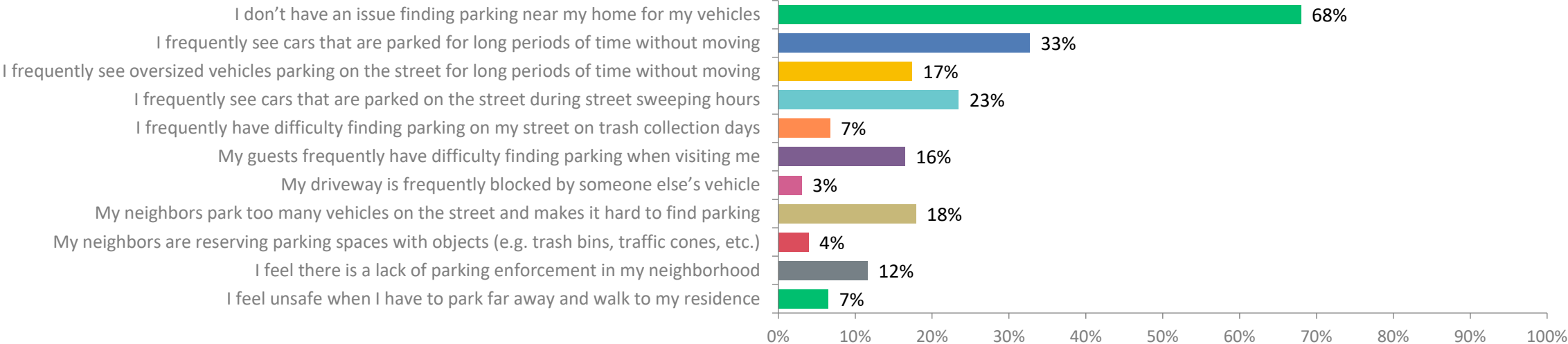


Survey – Residential Question Set

Residential Questions

- 68% of respondents indicated they don't have an issue finding parking near their homes
- 33% of respondents indicated they frequently see cars parking for extended periods of time without moving

Q11: Which of the following statements apply to your residential parking experience? (Select all that apply.)

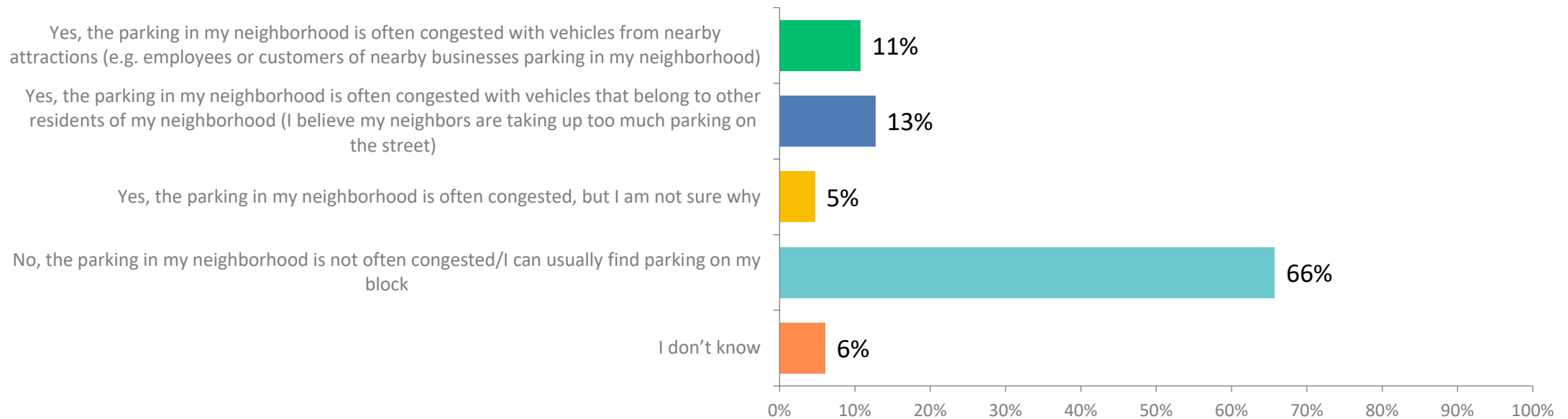


Survey – Residential Question Set

Residential Questions

- 66% of respondents indicated that parking in their neighborhood is not often congested and that they can typically find a place to park

Q17: Does your neighborhood often experience parking congestion? If so, what factor do you think contributes most to the congestion?

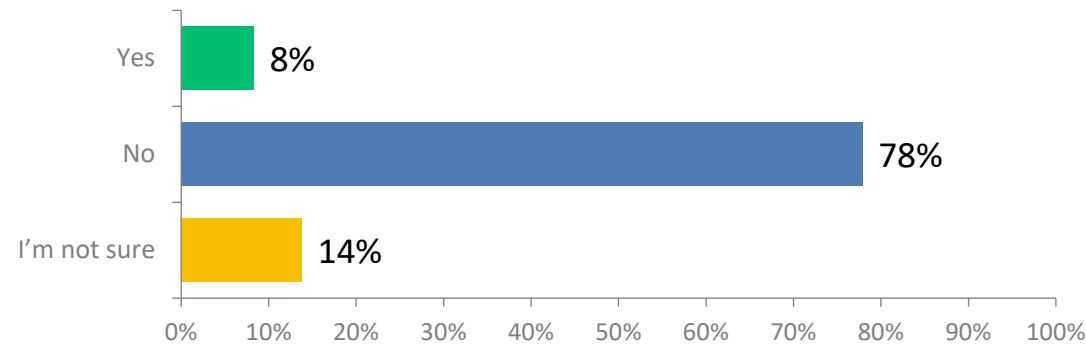


Survey – Residential Question Set

Residential Questions

- 78% of respondents indicated they would not consider purchasing an annual residential parking permit for their vehicles

Q18: Would you consider purchasing an annual residential parking permit for your vehicle if it allowed you or your guests to more easily find parking on the block where your household is located?

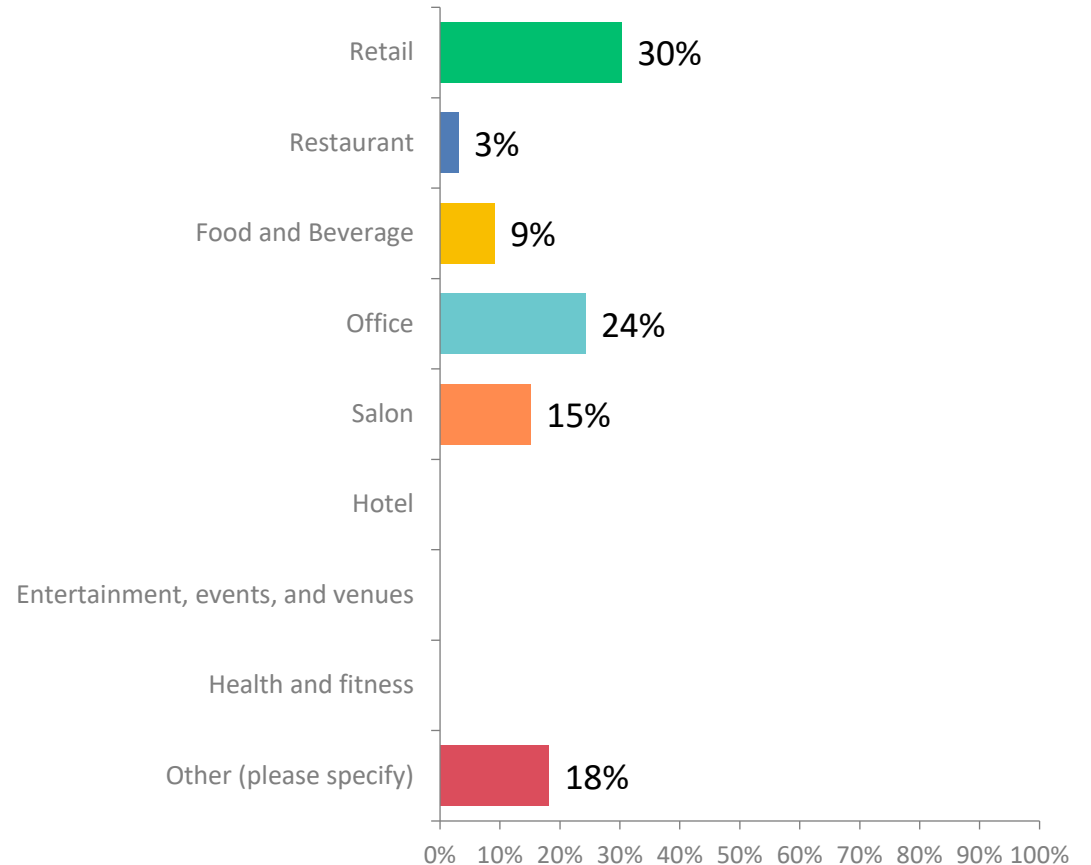


Survey – Downtown Business Owner Question Set

Downtown Business Owner Questions

- 35 respondents identified as an owner of a downtown business, of those:
 - 30% identified as retail businesses
 - 24% identified as an office setting
 - 15% identified as a Salon

Q23: Which of the following best describes your business?
(Select the most appropriate response.)

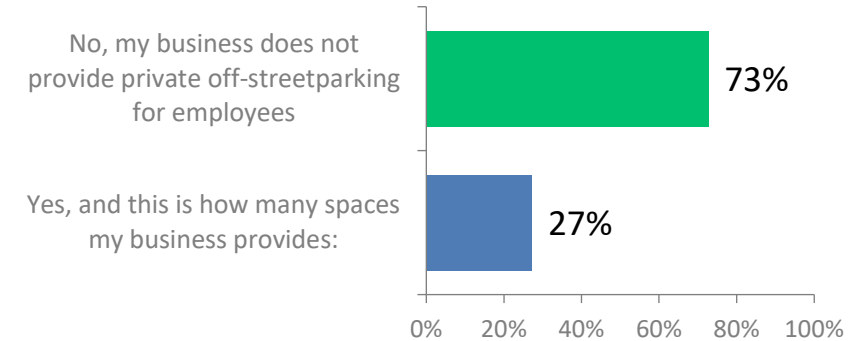


Survey – Downtown Business Owner Question Set

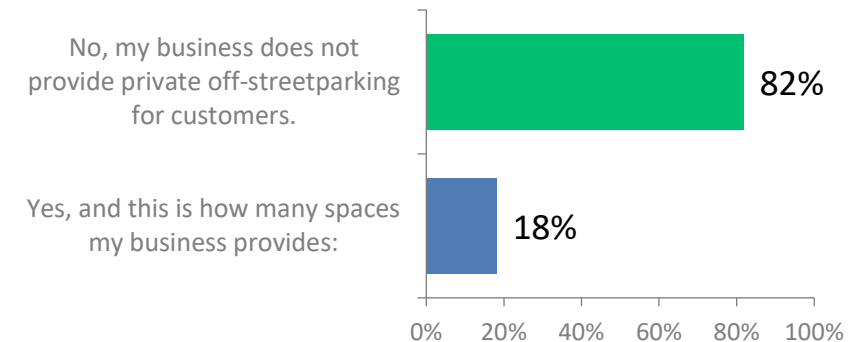
Downtown Business Owner Questions

- 73% of downtown business owners indicated they do not provide off-street parking for their employees
- 82% indicated they do not provide off-street parking for their customers

Q24: If your business provides private off-street parking for employees, how many spaces are available?



Q25: If your business provides private off-street parking for customers, how many spaces are available?

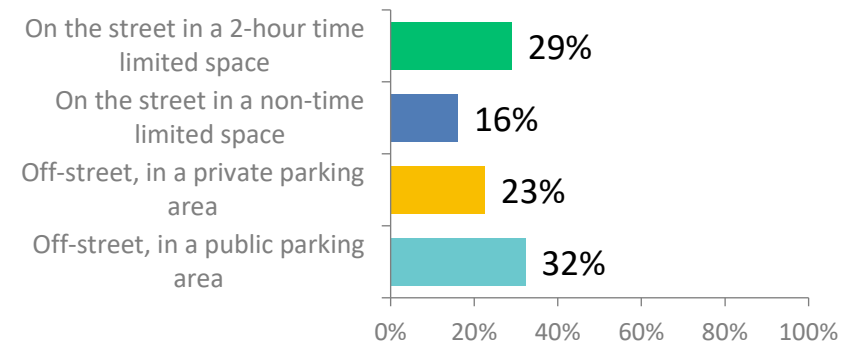


Survey – Downtown Business Owner Question Set

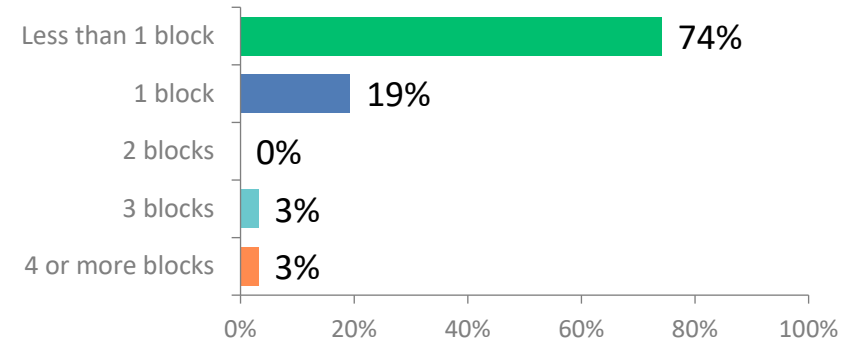
Downtown Business Owner Questions

- Of the downtown business owners that drive to work:
 - 32% park in a public, off-street lot
 - 29% park on-street in a 2-hour time zone
 - 23% park in a private off-street lot
 - 16% park on-street in spaces that do not have time limits
 - 93% park 1 block or less from their business

Q30: Where do you typically park while you are at work?



Q31: How far away do you typically park from your business?

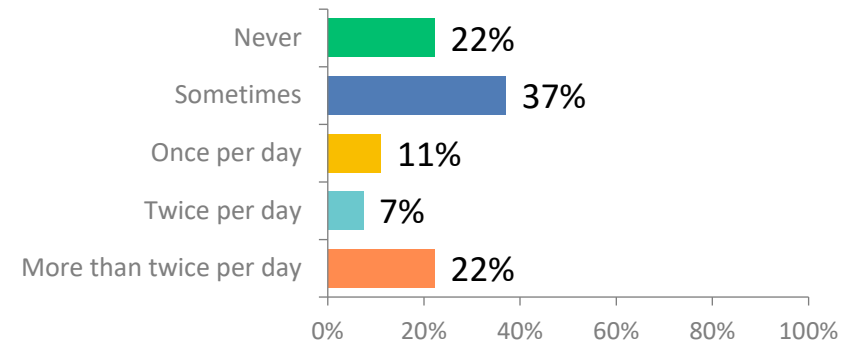


Survey – Downtown Business Owner Question Set

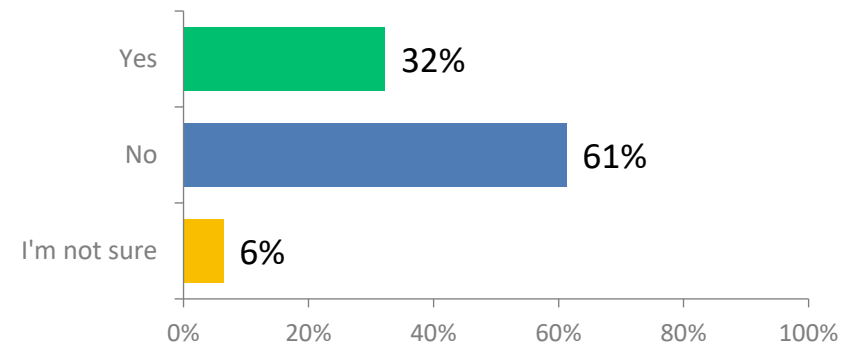
Downtown Business Owner Questions

- Of the respondents with 2-hour time limits on the street near their businesses:
 - 78% utilize the 2-hour parking at least sometimes while at work
 - 22% use the 2-hour parking areas at least twice per day
- 61% of all respondents indicate that there is not enough parking available for their customers

Q35: How frequently do you park in 2-hour time limit spaces while at work?



Q37: On a typical day, do you think there is enough parking available for your customers?

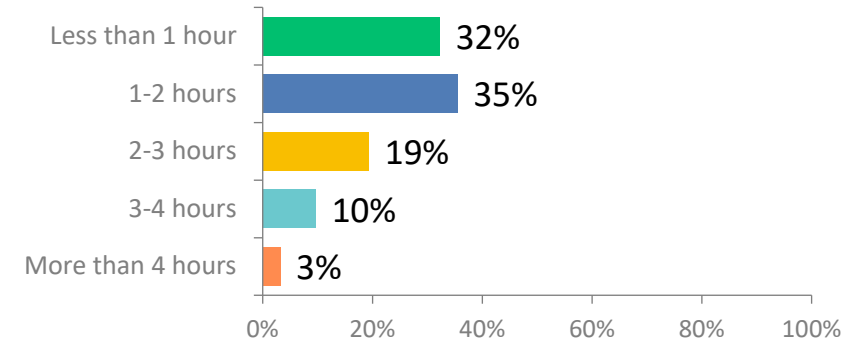


Survey – Downtown Business Owner Question Set

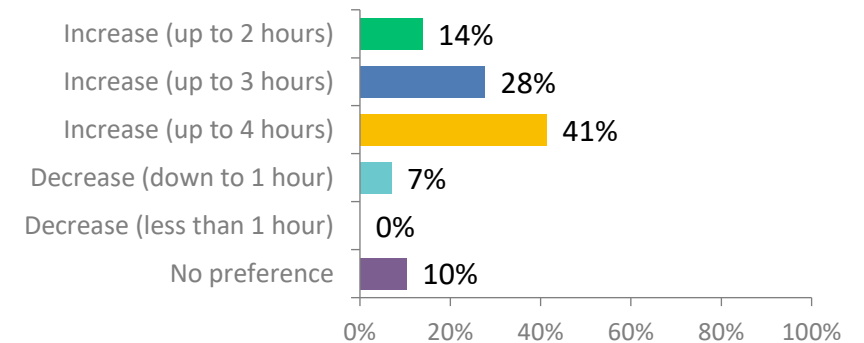
Downtown Business Owner Questions

- Of the respondents with 2-hour time limits on the street near their businesses:
 - 67% say customers spend less than 2 hours at their business
 - 19% say their customers spend between 2-3 hours
- 41% of these respondents would prefer the time limits be increased to up to 4 hours

Q38: How much time does your typical customer spend at your business?



Q40: Would you prefer to increase or decrease the time limits on the block where your business is located?

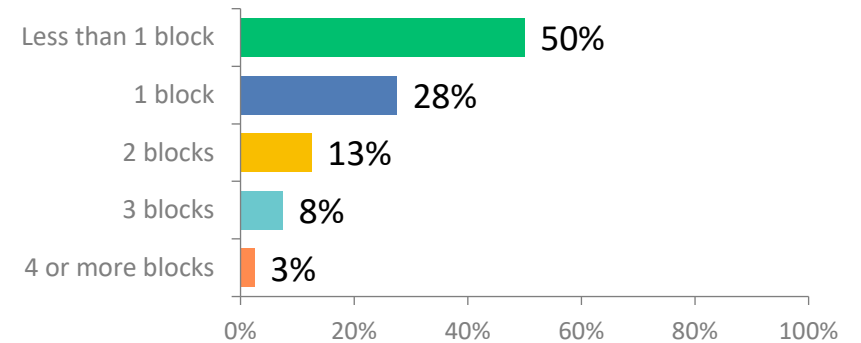


Survey – Downtown Employee Question Set

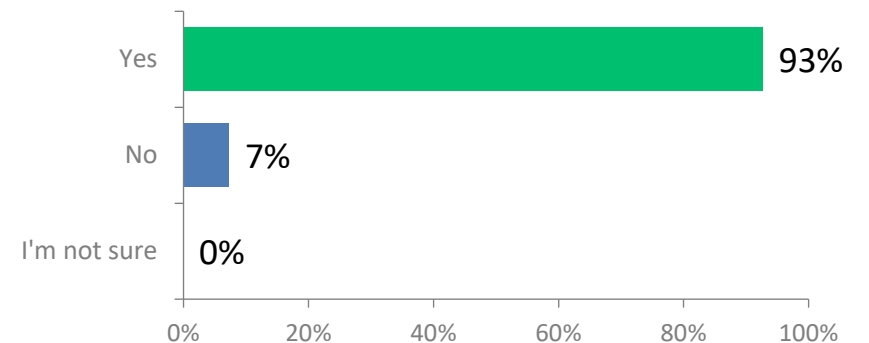
Downtown Employee Questions

- 42 responded to this set, of those:
 - 50% arrive to work before 8am
 - 67% leave between 4-6pm
 - 95% drive to work alone
 - 33% park in off-street public lot
 - 30% park in a 2-hour on-street space
- 78% park 1 block or less from their work
- 41% indicate there is 2-hour time limits on the block where they work

Q47: How far away do you typically park from work?



Q50: Are there 2-hour time limits on the block where you work?

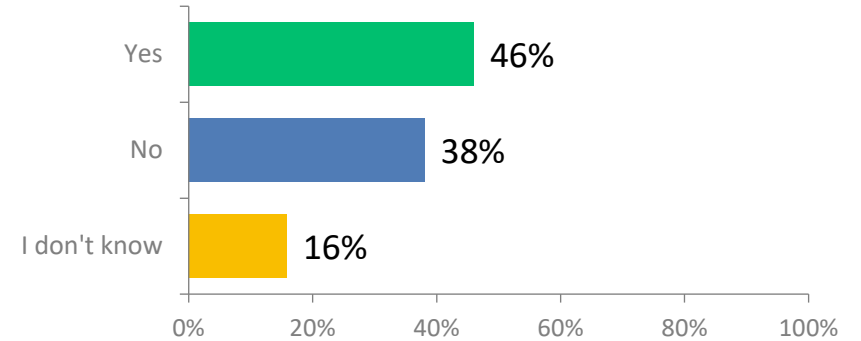


Survey – Downtown Employee Question Set

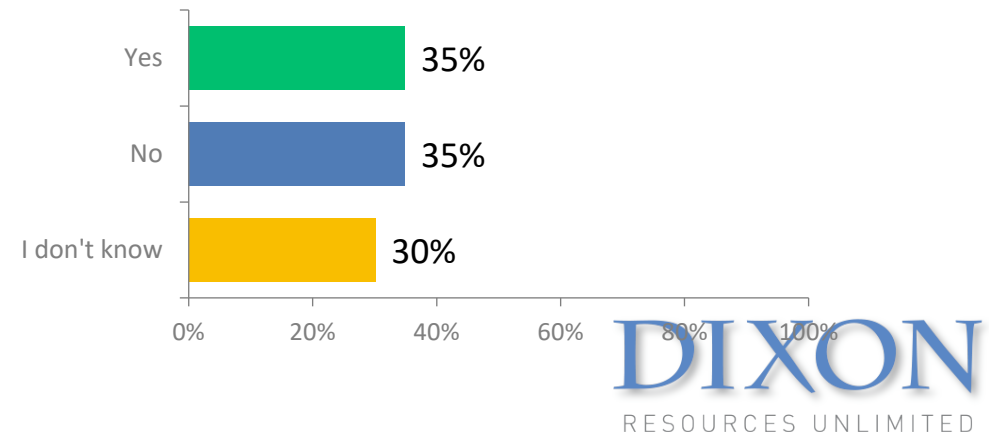
Downtown Employee Questions

- Of the respondents:
 - 46% showed interest in an employee parking permit if it allowed the business owner to more easily find parking in a dedicated area
 - 35% of people indicating they owned a business downtown say they would consider purchasing a parking permit for their employees to park in designated employee parking areas
 - 35% indicated they would not support this

Q59: Would you consider purchasing an annual employee parking permit for your vehicle if it allowed you to more easily find parking in a dedicated employee parking area?



Q61: If you own a business in downtown Oakdale, would you consider purchasing annual employee parking permits for your employees if it allowed them to park in designated on- or off-street parking areas?

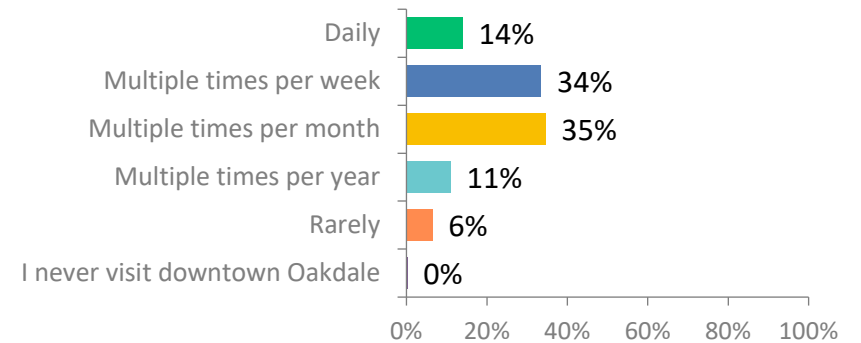


Survey – Downtown Visitor Question Set

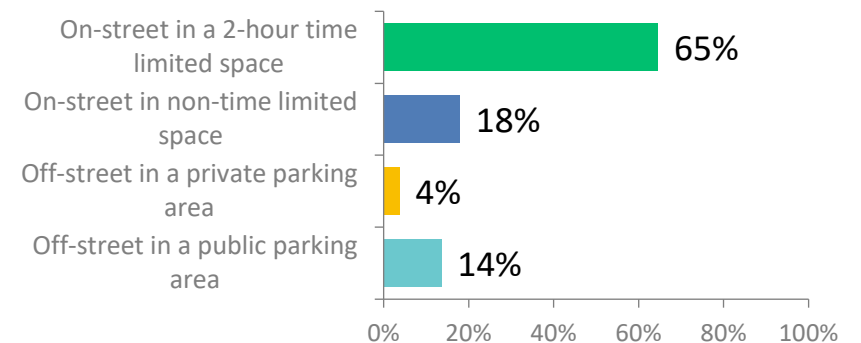
Downtown Visitor Questions

- 370 individuals responded to this set of questions, of those:
 - 14% visit downtown daily
 - 34% visit downtown multiple times per week
 - 35% visit downtown multiple times per month
- 96% drive to get downtown, of those:
 - 65% typically park in a 2-hour space
 - 14% typically park off-street
 - 18% typically park in an on-street space with no time limit

Q63: How often do you typically visit downtown Oakdale?



Q65: Where do you typically park when you visit downtown Oakdale?

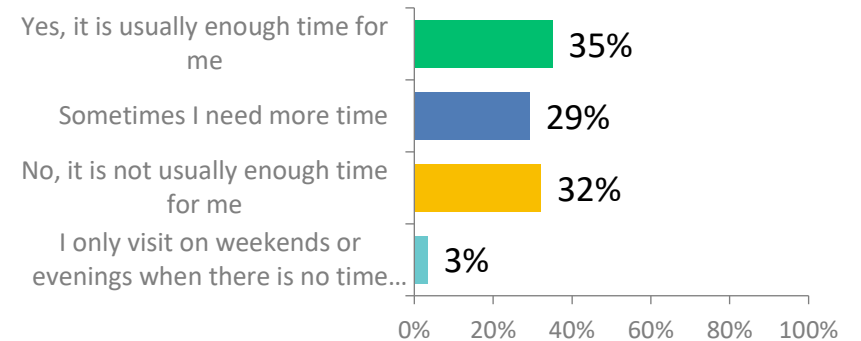


Survey – Downtown Visitor Question Set

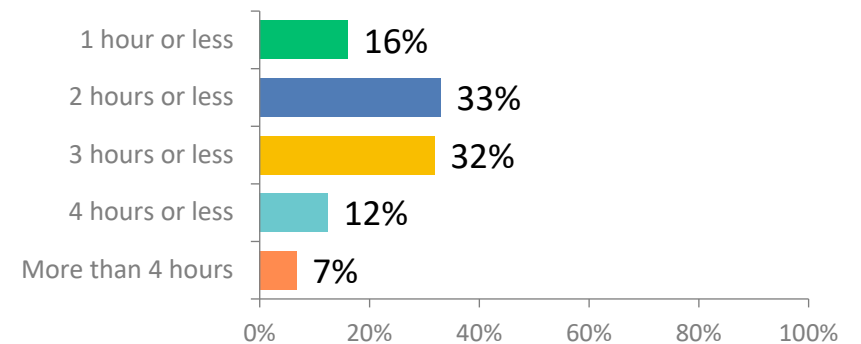
Downtown Visitor Questions

- Of those that drive to visit downtown:
 - 35% indicate 2-hours is sufficient for them
 - 29% indicate sometimes they need more time
 - 32% indicate 2-hours is not sufficient for them
- 49% of all visitors responding to this set indicate they spend 2 hours or less to visit downtown
- 32% indicated they need up to 3 hours for a typical visit

Q68: Does the current 2-hour on-street time limit typically provide enough time for you when you visit downtown Oakdale?



Q69: How long is your typical visit to downtown Oakdale?

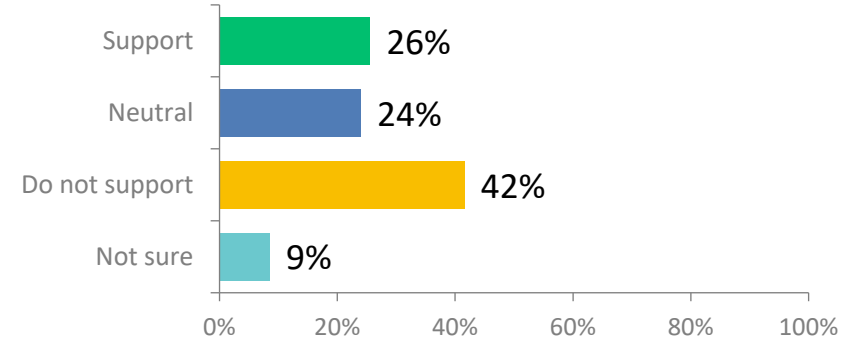


Survey - General Question Set

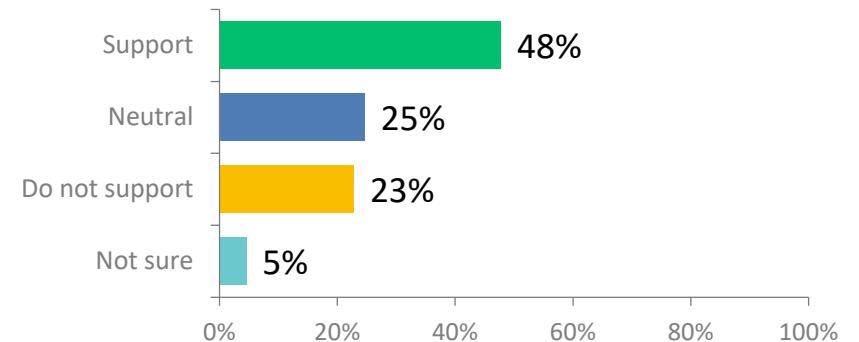
General Questions

- 324 respondents to this set, of those:
 - 25% supported increasing short-term parking supply
 - 42% did not support increasing short-term parking supply
- 48% supported the use of on-street spaces for shorter parking sessions (2 hours or less) and off-street spaces for longer parking sessions (2+ hours)
 - 34% did not support this option

Q75: Would you be in favor of increasing the supply of short-term parking spaces (up to 30 minutes max) in certain areas to expedite quick trips, pickup of food or goods, and services like Uber, Lyft, DoorDash, Grubhub, etc.



Q76: Would you agree to prioritize the most convenient on-street spaces for customer parking and shorter parking sessions (2 hours or less) and allow off-street parking locations for longer parking sessions (2 hours or more).

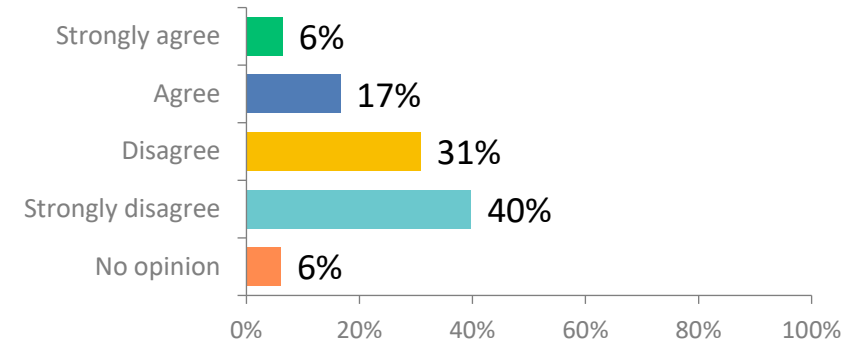


Survey - General Question Set

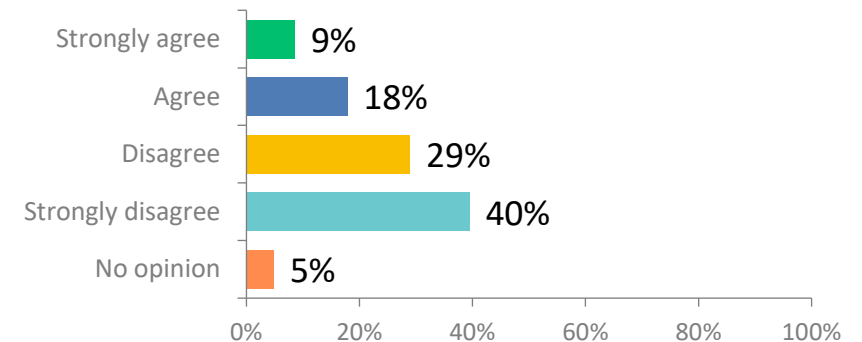
General Questions

- Regarding the statement: "I am willing to pay for parking if it means I can park for a longer period of time."
 - 71% of respondents did not agree with this statement
 - 23% agreed with this statement
- Regarding the statement: I am willing to pay for parking if it means I will more easily find a parking space."
 - 69% of respondents did not agree with this statement
 - 27% agreed with this statement

Q77: Considering the current 2-hour time limits in designated areas downtown, please rate your support for the following statement: "I am willing to pay for parking if it means I can park for a longer period of time."



Q78: Please rate your support for the following statement: "I am willing to pay for parking if it means I will more easily find a parking space."



Survey - General Question Set

General Questions

- 324 individuals responded to the ranking of downtown priorities
- The priorities were ranked as follows:
 - Improved signage and wayfinding was ranked 1st
 - More long-term parking (3+hours) was ranked 2nd
 - Improved maintenance of public parking facilities was ranked 3rd
 - More short-term parking (5-30 min. or loading zones) was ranked 4th
 - Additional mobility options was ranked 5th

Survey - General Question Set

General Questions

	1	2	3	4	5	TOTAL	SCORE
Improved signage to direct drivers to destinations or available parking (e.g. wayfinding or directional signage, real-time parking availability data, better communication of parking policies)	26.85% 87	31.17% 101	24.07% 78	11.73% 38	6.17% 20	324	3.61
Improved maintenance of public parking facilities (upkeep, cleanliness, lighting, safety)	19.44% 63	25.31% 82	21.60% 70	24.07% 78	9.57% 31	324	3.21
More opportunities for long-term parking (3+ hours)	37.65% 122	13.27% 43	26.54% 86	12.35% 40	10.19% 33	324	3.56
More opportunities for short-term parking (5-30 minutes or loading zones)	8.95% 29	19.44% 63	16.67% 54	31.79% 103	23.15% 75	324	2.59
Additional mobility options (transit, shuttles, bike parking, walkability improvements)	7.10% 23	10.80% 35	11.11% 36	20.06% 65	50.93% 165	324	2.03

Project Updates

Data Collection and Strategy

- Parking Inventory Collection
 - 821 spaces identified in the full study area
 - 539 spaces located just in the downtown core
- Data Collection
 - License Plate Recognition (LPR)-based process
 - Handheld data collected during routine enforcement patrols, from June 17th to September 6th
 - Vehicle-mounted collection of the full study area, July 9th to August 1st
 - Used specific collection intervals:
 - Monday-Friday at 9am, 12pm, 3pm, and 6pm



Parking Data Collection - Inventory

Study Areas

- Full Study Area
 - Included a total of 821 spaces
 - Included a total of 10 lots
- Downtown
 - Included a total of 539 spaces
 - Included lots 1-7
 - Approx. boundaries are:
 - D Street to G Street
 - 1st Avenue to Yosemite Avenue



Parking Data Collection - Utilization and Occupancy

Parking Utilization

- Parking utilization data includes:
 - Parking occupancy
 - Parking turnover
 - Length of stay

Target Occupancy

- Industry standard for target occupancy rate is **85%**

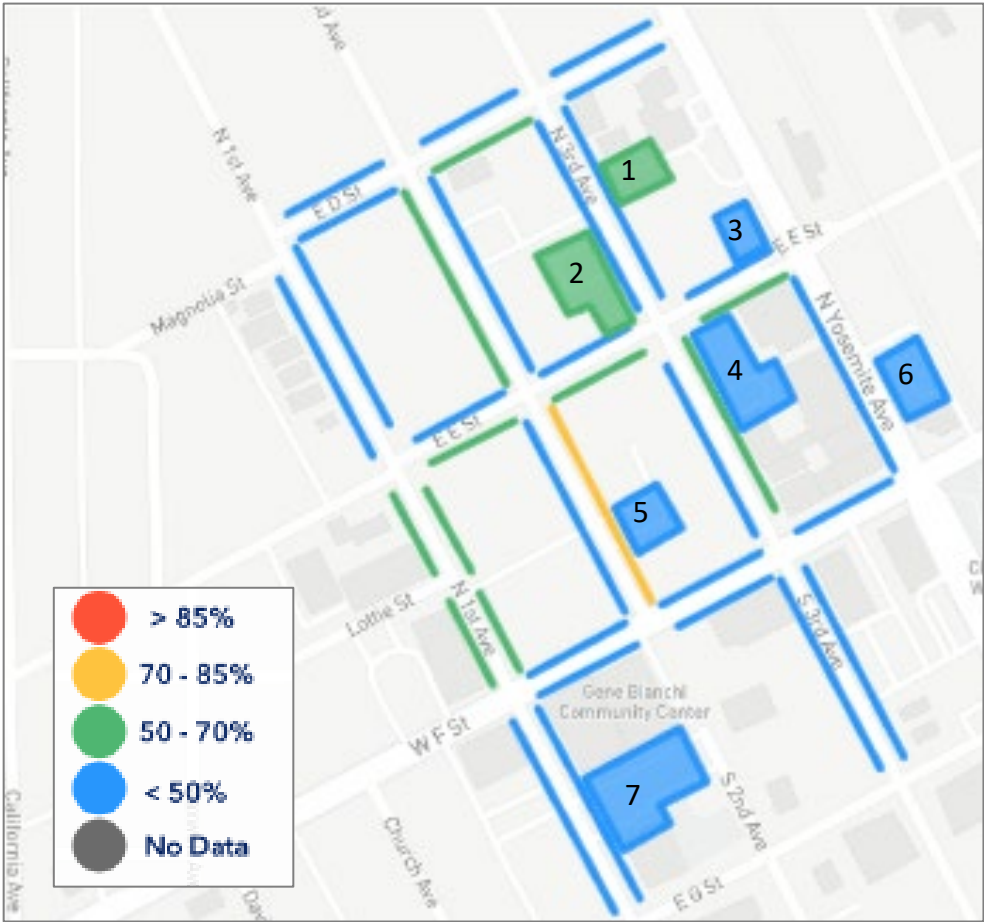


Average Occupancy - Downtown

Downtown Area

- 45% average occupancy
- Highest average occupancy:
 - 52% on Tuesdays at 12pm
- Lowest average occupancy:
 - 35% on Mondays at 6pm

Day of the Week	9am	12pm	3pm	6pm	Average
⊕ Monday	42%	40%	38%	35%	40%
⊕ Tuesday	48%	52%	49%	39%	48%
⊕ Wednesday	46%	49%	47%	43%	47%
⊕ Thursday	47%	45%	47%	50%	47%
⊕ Friday	42%	48%	41%	53%	45%
Average	45%	46%	45%	45%	45%



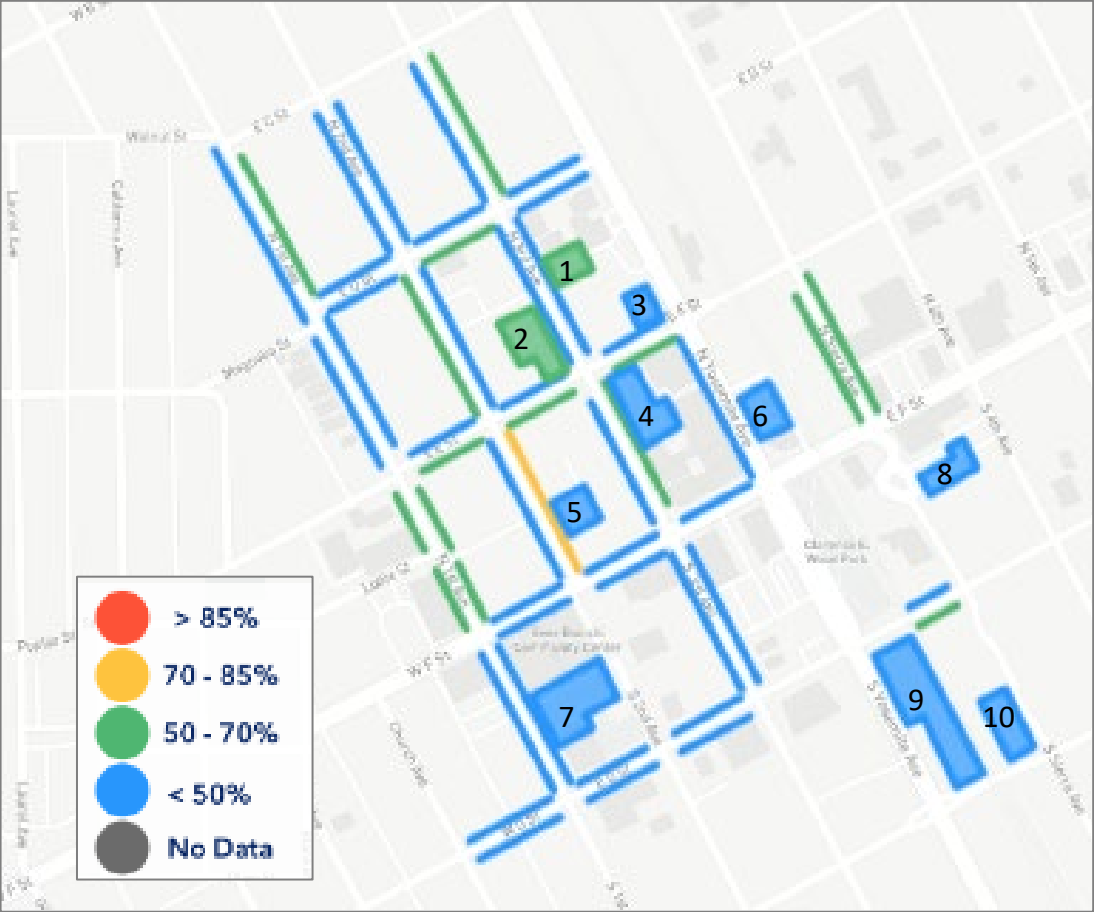
Average occupancy rates recorded for downtown locations collected between 6/17/24-9/6/24, with collection intervals conducted Mon-Fri at between 9am and 6pm

Average Occupancy - Full Study Area

Full Study Area

- 41% average occupancy
- Highest average occupancy:
 - 49% on Tuesdays at 12pm
- Lowest average occupancy:
 - 35% on Mondays at 9am, 3pm, and 6pm and on Fridays at 9am

Day of the Week	9am	12pm	3pm	6pm	Average
Monday	36%	38%	35%	35%	37%
Tuesday	38%	49%	46%	34%	43%
Wednesday	39%	44%	42%	39%	42%
Thursday	39%	41%	43%	45%	42%
Friday	36%	43%	37%	42%	40%
Average	38%	43%	41%	40%	41%



Average occupancy rates recorded for all locations collected between 6/17/24-9/6/24, with collection intervals conducted Mon-Fri at between 9am and 6pm

Average Length of Stay - Full Study Area

Full Study Area

- Average length of stay is 2.98 hours
- Breakdown:

Day of the Week	0-2 hrs	2-4 hrs	4-6 hrs	6-8 hrs	8+ hrs
⊕ Monday	43%	18%	28%	5%	7%
⊕ Tuesday	33%	31%	28%	6%	2%
⊕ Wednesday	44%	22%	27%	3%	3%
⊕ Thursday	45%	24%	23%	2%	4%
⊕ Friday	52%	19%	22%	3%	3%
Total	44%	23%	25%	4%	4%



Average length of stay rates recorded for all locations collected between 6/17/24-9/6/24, with collection intervals conducted Mon-Fri at between 9am and 6pm

High Occupancy - Full Study Area

Full Study Area

- 14 locations reported over 85% occupancy for at least 10% of data collection runs:

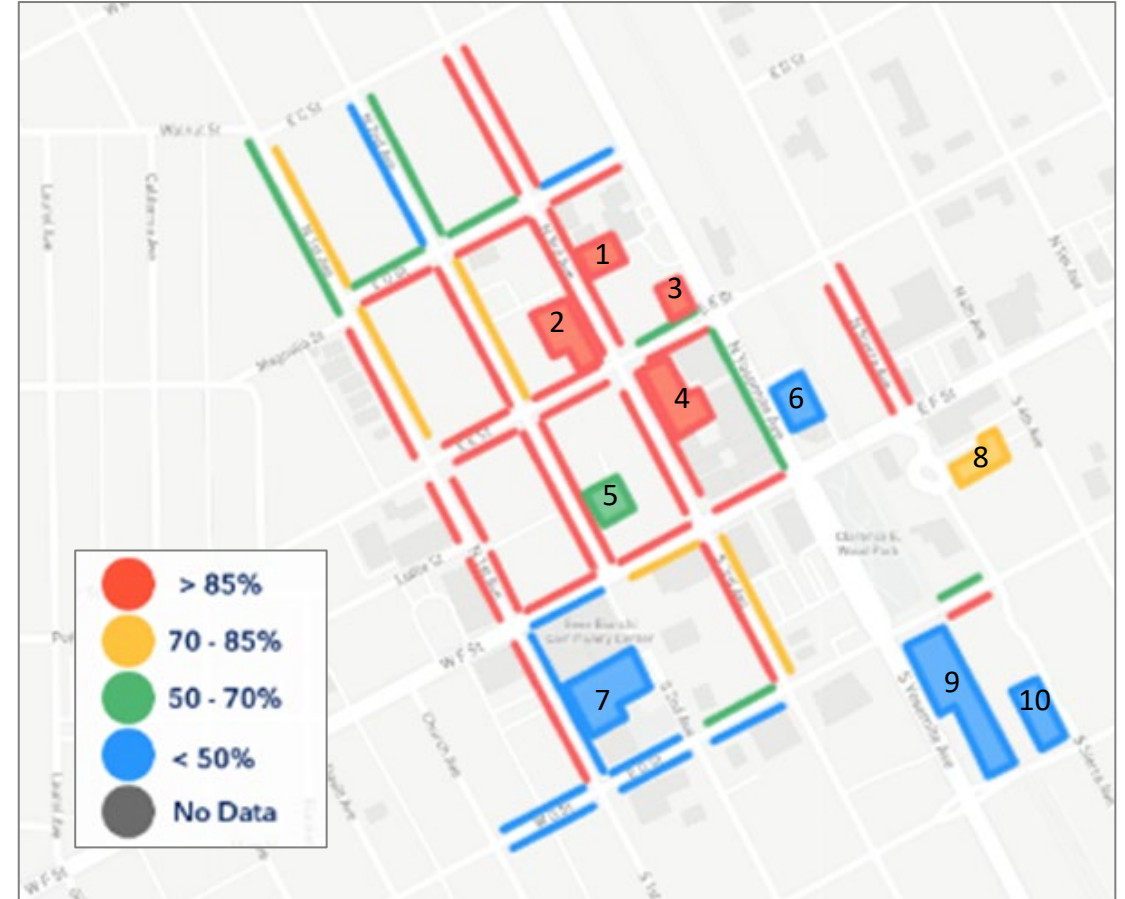
Block Face & Parking Facility	85% Runs	Total Runs
N 2ND AVE (E F ST - E E ST)	30%	164
N 1ST AVE (POPLAR ST - LOTTIE ST)	25%	119
N 3RD AVE (E E ST - E F ST)	20%	112
LOT 1	19%	31
N 3RD AVE (E F ST - E E ST)	19%	130
E D ST (N 2ND AVE - N 3RD AVE)	19%	47
N SIERRA AVE (E E ST - E F ST)	18%	11
N 3RD AVE (E D ST - E E ST)	18%	116
E E ST (N 2ND AVE - N 3RD AVE)	17%	81
N 1ST AVE (LOTTIE ST - S 1ST AVE)	16%	111
N 1ST AVE (LOTTIE ST - POPLAR ST)	16%	139
LOT 2	14%	78
E E ST (N 1ST AVE - N 2ND AVE)	11%	85
N 1ST AVE (S 1ST AVE - LOTTIE ST)	10%	107

Locations reporting over 85% occupancy rates for 10% or more of collection runs, includes data from all locations collected between 6/17/24-9/6/24, with collection intervals conducted Mon-Fri at between 9am and 6pm

Average Peak Occupancy - Full Study Area

Full Study Area

- Locations outside of downtown had low average peak occupancy rates (under 50%), including:
 - Portions of G Street
 - Lots 6, 7, 9, and 10



Average peak occupancy rates recorded for all locations collected between 6/17/24-9/6/24, with collection intervals conducted Mon-Fri at between 9am and 6pm

Data Collection - Preliminary Key Takeaways

Key Takeaways

- Average occupancy downtown is 45%, with periods of high occupancy and congestion in certain locations
 - Downtown locations like Lot 1, Lot 2, portions of 1st Avenue and portions of 2nd Avenue routinely have occupancy rates over 85%
 - Areas outside downtown, but within 1-2 blocks of downtown like Lots 8,9 and 10, have low average occupancy rates (less than 50%)
- Average length of stay in all observed areas is close to 3 hours, however 44-45% of vehicles turnover within the first 2 hours

What's next?

Finalize parking utilization analysis, finalize public survey analysis, and review at a City Council Workshop on October 7, 2024

In the meantime, direct your questions & comments to:

Oakdale@DixonResourcesUnlimited.com

Questions

