



# The Downtown Redwood City Parking Management Plan

*Using Policy Innovation and High-Tech  
to Manage a Valuable Resource*

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***Downtown Development Coordinator***

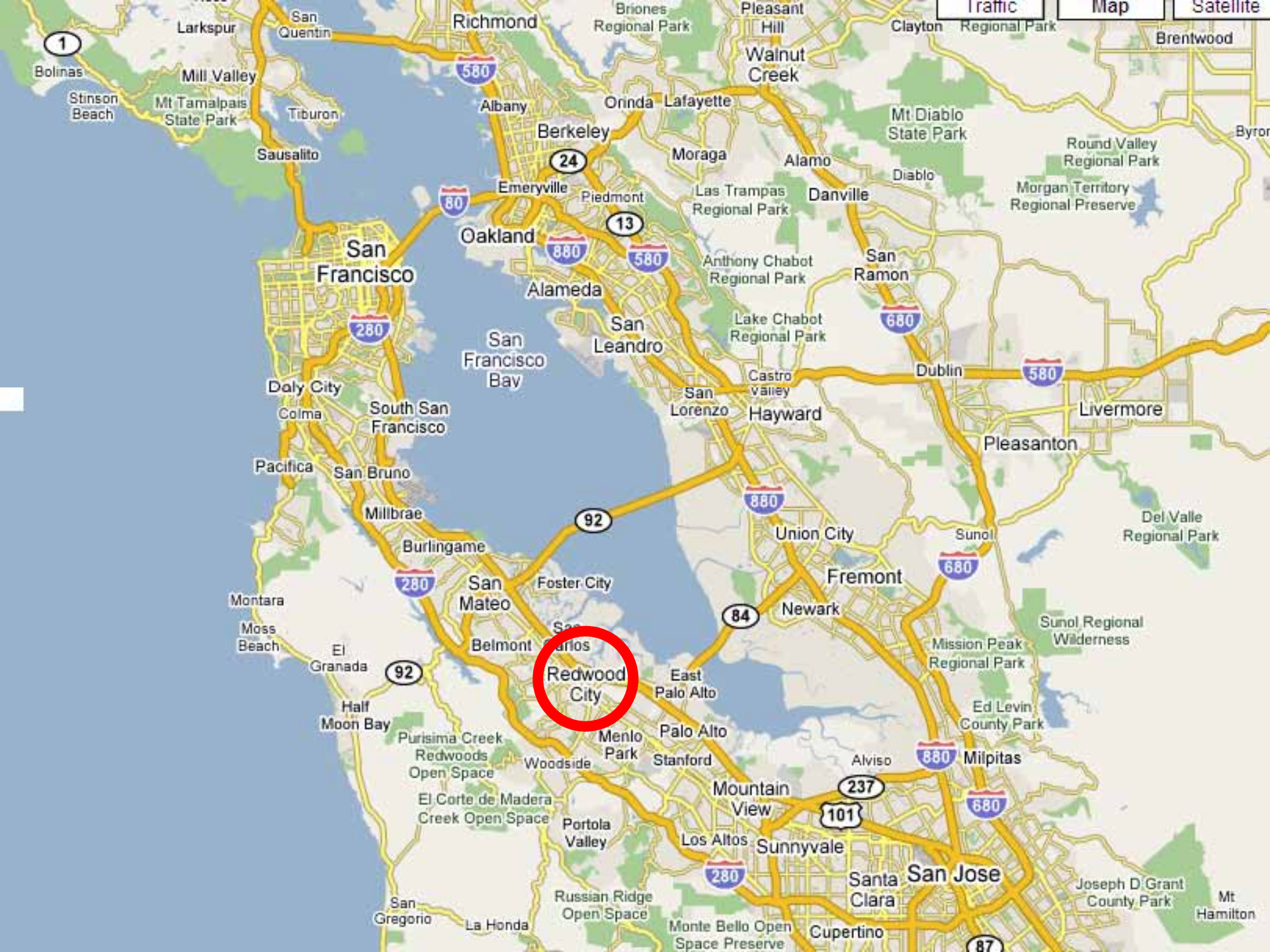
***City of Redwood City, Community Development Department***

# About Redwood City

- San Mateo County Seat.
- Founded in 1853.
- 19 square miles.
- Population: 76,087.
  - 54% White
  - 31% Latino
  - 9% Asian
  - 3% 2 or more races
  - 2% Black
  - 1% Pacific Islander
- Median Household Income: \$67,000.
- Median Home Price: \$730,500.







Redwood City







ORACLE













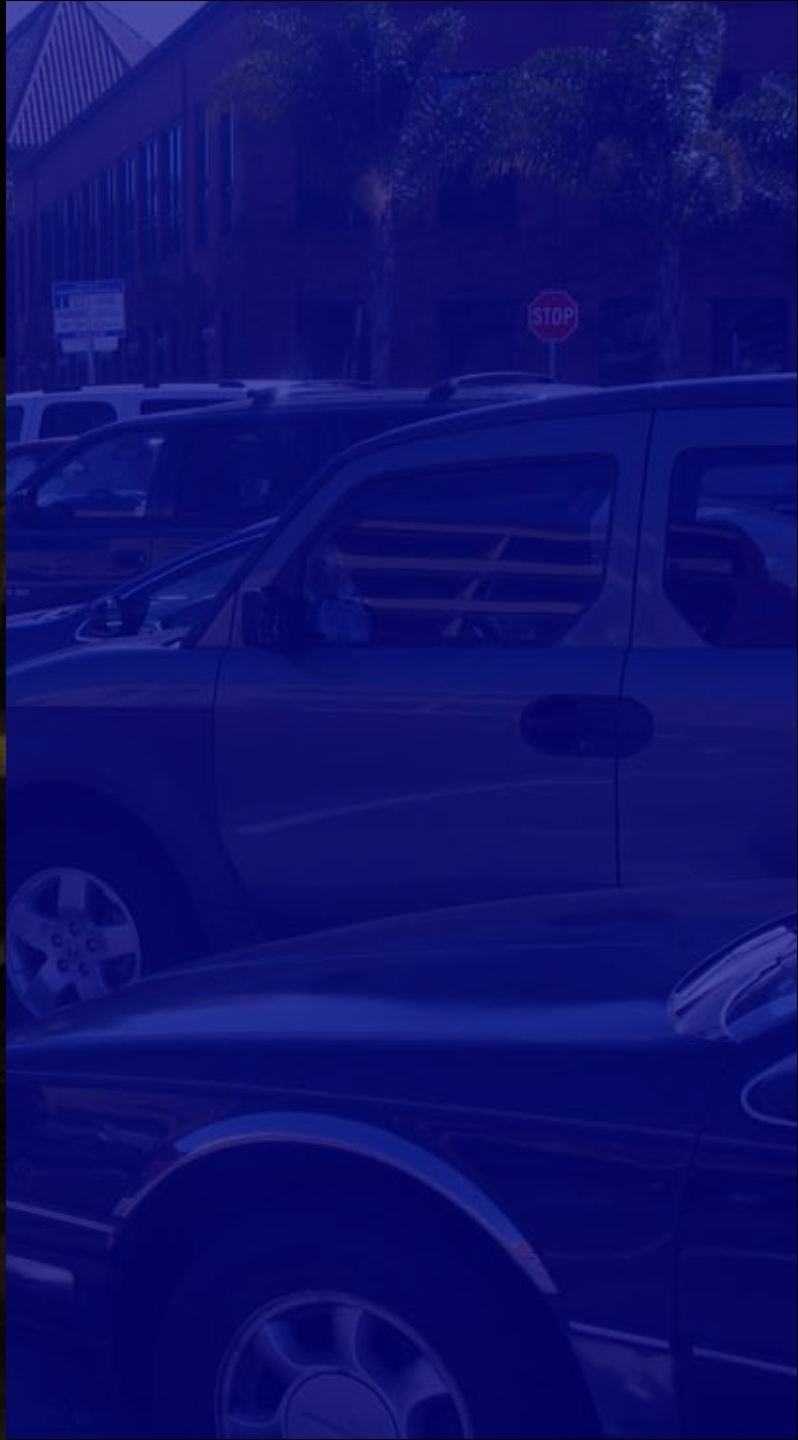






















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SH  
COURTESY OF THE  
BATH MUSEUM









PRIVATE PROPERTY  
CONVENTION HALL  
GUESTS ONLY  
PARKING LOT A  
NO PARKING IN THIS AREA











**BusinessWeek**

**TIME**

**Slate**



# Creating the Plan







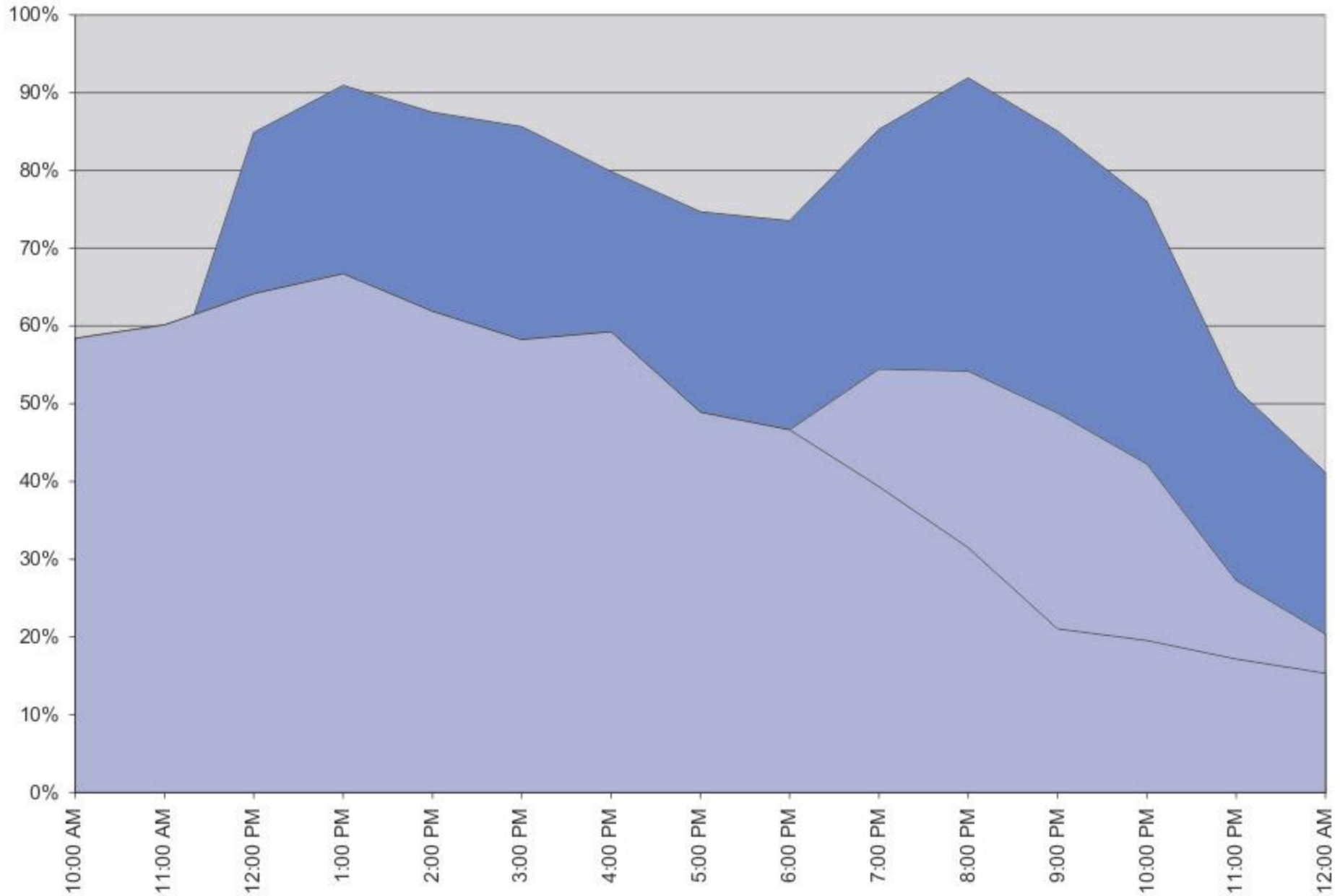
Creating a Culture of Community & Mutual Support Learning

# OCCUPANCY SURVEY -- CURB PARKING

Block Number	SIDE	CAP	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
9	Arguello	1	1	0	1	1	1	0	0	1	1	2	0
9	Broadway	5	4	0	5	5	5	5	4	5	4	4	5
0	Broadway	5	4	5	5	5	3	5	4	5	4	5	5
8	Broadway	5	5	4	5	5	4	5	5	5	4	5	5
7	Broadway	5	5	5	5	5	3	5	5	2	5	5	5
6	Broadway	5	3	5	5	4	4	5	4	5	4	5	5
1	Broadway	5	4	3	5	5	3	4	3	5	5	5	5
2	Broadway	5	4	2	4	5	5	5	4	3	4	5	5
3	Broadway	5	5	3	5	5	5	5	4	5	5	4	5
C-3	Broadway	9	7	8	10	9	7	8	10	7	9	9	9
5	Broadway	10	9	10	11	11	11	6	11	11	11	10	11
4	Broadway	10	8	9	9	9	9	8	9	9	9	9	9
C-5	Broadway	13	14	12	12	12	13	11	14	13	15	14	13
2	Hamilton	20	6	5	6	6	3	1	4	4	5	15	19
4	Jefferson	8	16	12	13	15	17	16	13	8	8	12	13
3	Jefferson	16	6	10	7	12	14	14	11	8	5	12	19
2	Middlefield	19	8	4	8	4	5	5	4	0	9	18	20
C-5	California	5	4	0	5	3	4	2	4	4	5	5	5
C-6	California	7	1	2	5	4	5	4	5	7	7	7	7
1	Hamilton	9	3	4	7	3	4	5	3	2	4	9	9
8	Hamilton	11	6	6	2	9	5	6	8	4	1	7	11
7	Hamilton	14	10	13	10	12	11	8	9	2	6	14	14
6	Jefferson	8	2	2	7	5	4	5	5	5	6	7	8
5	Jefferson	9	7	8	7	8	6	3	4	4	7	8	9
S-1	Main	10	6	7	10	9	6	7	9	7	10	9	7
S-2	Main	15	6	7	16	9	9	8	8	12	12	15	15



# Projected “Biggest Night” Parking Use



• Signage is key.

• "in-lieu" fees a must!

- enables dev.  
- encourage dev.

• housing must

• build on transit

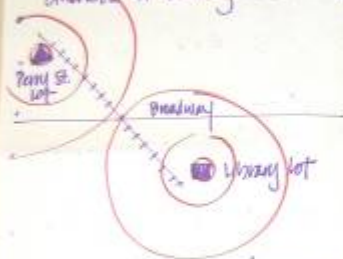
- lower demand  
for transit use

• must get comf  
City going up

- 3/29/2005
- Two price structures -- Nighttime, Daytime
  - Downtowns are designed around people, not cars.
  - "I would have paid \$5 just to get rid of the car" (after "cruising" for 20 min)

- Daytime is up to 6pm; Nighttime 6pm and
- Attractive parking is when your car is not like in a parking lot.
- Not enough 10-hour meters in the Marshall
- We should survey employee parking in
- I like the idea of valet parking
- Got to get a shuttle! should it larger redwood city?
- nighttime employee parking needs has
- Free parking at the county garage
- Most people have no idea that the CallTrax parking lot is there.
- we need to analyze the walking radii center points.
- We're changing for parking because it's

3/29/2005  
• ~~Expectation~~: parking prices should not change too often  
otherwise it is very discouraging



- signage is very important. make it easy to find downtown and then parking
- some people have lived here 20 years and don't know where Marshall St. Garage exists
- build a lot behind the post office
- "in-lieu will allow good things to come to Redwood City"
- "parking cash-out" option -- get \$ for what parking might have cost into paycheck (eg \$100/mo.)
- in-lieu will allow the city to build up.





CITY HALL

CITY OF CALIFORNIA

# The Elements of the Downtown Redwood City Parking Plan

## Periodic Table of the Elements

IA 1 H 1.0079																	VIIIA 2 He 4.0026						
3 Li 6.941	IIA 4 Be 9.0122																	5 B 10.81	6 C 12.011	7 N 14.007	8 O 15.999	9 F 18.998	10 Ne 20.179
11 Na 22.990	12 Mg 24.305	IIIB 21 Sc 44.956	IVB 22 Ti 47.90	VB 23 V 50.941	VIB 24 Cr 51.996	VIIIB 25 Mn 54.938	VIIIB 26 Fe 55.847	VIIIB 27 Co 58.933	VIIIB 28 Ni 58.71	IB 29 Cu 63.546	IIB 30 Zn 65.38	13 Al 26.982	14 Si 28.086	15 P 30.974	16 S 32.06	17 Cl 35.453	18 Ar 39.948						
19 K 39.098	20 Ca 40.08	21 Sc 44.956	22 Ti 47.90	23 V 50.941	24 Cr 51.996	25 Mn 54.938	26 Fe 55.847	27 Co 58.933	28 Ni 58.71	29 Cu 63.546	30 Zn 65.38	31 Ga 69.72	32 Ge 72.59	33 As 74.922	34 Se 78.96	35 Br 79.904	36 Kr 83.80						
37 Rb 85.468	38 Sr 87.62	39 Y 88.906	40 Zr 91.22	41 Nb 92.906	42 Mo 95.94	43 Tc (98)	44 Ru 101.07	45 Rh 102.91	46 Pd 106.4	47 Ag 107.87	48 Cd 112.41	49 In 114.82	50 Sn 118.69	51 Sb 121.75	52 Te 127.60	53 I 126.90	54 Xe 131.30						
55 Cs 132.91	56 Ba 137.33	57 La 138.91	58 Ce 140.12	59 Pr 140.91	60 Nd 144.24	61 Pm (145)	62 Sm 150.4	63 Eu 151.96	64 Gd 157.25	65 Tb 158.93	66 Dy 162.50	67 Ho 164.93	68 Er 167.26	69 Tm 168.93	70 Yb 173.04	85 At (210)	86 Rn (222)						
87 Fr (223)	88 Ra 226.03	89 Ac (227)	90 Th 232.04	91 Pa 231.0	92 U 238.03	93 Np 237.05	94 Pu (244)	95 Am (243)	96 Cm (247)	97 Bk (247)	98 Cf (251)	99 Es (254)	100 Fm (257)	101 Md (258)	102 No (259)								

Lanthanide Series	57 La 138.91	58 Ce 140.12	59 Pr 140.91	60 Nd 144.24	61 Pm (145)	62 Sm 150.4	63 Eu 151.96	64 Gd 157.25	65 Tb 158.93	66 Dy 162.50	67 Ho 164.93	68 Er 167.26	69 Tm 168.93	70 Yb 173.04
Actinide Series	89 Ac (227)	90 Th 232.04	91 Pa 231.0	92 U 238.03	93 Np 237.05	94 Pu (244)	95 Am (243)	96 Cm (247)	97 Bk (247)	98 Cf (251)	99 Es (254)	100 Fm (257)	101 Md (258)	102 No (259)



# Part #1

## Simplify and Reduce Parking Requirements

30.1

### Article 30

#### OFF-STREET PARKING AND LOADING

##### Sections:

- 30.1 Purpose.
- 30.2.1 Required Parking—Residential Uses.
- 30.2.2 Required Parking—Commercial Uses.
- 30.2.3 Required Parking—Industrial Uses.
- 30.3 Required Parking—Miscellaneous Uses.
- 30.4 Uses Not Specifically Mentioned.
- 30.5 Size of Spaces.
- 30.6 Parking Area Standards, Spaces and Aisles.
- 30.7 Required Loading Facilities.
- 30.8 Access Drives.
- 30.9 Access to Public Right-of-Way.
- 30.10 Improvement of Right-of-Way.
- 30.11 Joint Use of Parking Spaces.
- 30.12 Character of Obligation.
- 30.13 Approval of Parking or Loading Plans.
- 30.14 Fractional Measurements.
- 30.15 Location of Required Parking and Loading Facilities.
- 30.16 Exceptions for Parking Assessment District.
- 30.17 Improvements for Parking and Loading Facilities.

##### 30.1 Purpose.

The purpose of this article is to require that all uses of land in the City which normally terminate or generate vehicle trips provide on that land, or reasonably close, adequate space on which to park and load the vehicles involved, in order that the public streets may be used primarily for the movement of traffic and not the storage of vehicles. (Ord. 1130, eff. 7-16-64; Ord. 1130.272, eff. 11-15-90)

##### 30.2.1 Required Parking—Residential Uses.

In all districts in connection with every use of property and for each building site, there shall be provided off-street parking spaces for vehicles according to the following schedule:

- A. Dwellings, single-family containing four (4) bedrooms or less: two (2) covered spaces; not located within any required front or side yard.
- B. Dwellings, single-family, containing more than four (4) bedrooms: two (2) covered spaces, plus five-tenths (0.5) covered space for every bedroom beyond (fractional spaces shall be rounded up to a full space).

# DOWNTOWN PRECISE PLAN



REDWOOD CITY, CALIFORNIA | COMMUNITY INTENT & GUIDING PRINCIPLES | DEVELOPMENT REGULATIONS | CITY ACTIONS |



	<b>Old Code</b>	<b>New Code</b>
<b>Number of LU Categories</b>	26	3
<b>New Uses in Old Buildings Grandfathered?</b>	No	Yes
<b>Maximums?</b>	No	Yes
<b>Shared Parking Bonus?</b>	No	Yes
<b>In-Lieu?</b>	No	Yes
<b>Form Standards?</b>	Minimal	Extensive





# Part #2

## Performance-Based Prices





# Performance-Based Pricing

- Parking Ordinance sets “Target Occupancy Rate” of 85%:
  - *If occupancy is consistently and significantly above 85%, staff must raise the price.*
  - *If occupancy is consistently and significantly below 85%, staff must lower the price.*





# Market Rate Pricing

- Ordinance sets some limits on price adjustments:
  - *At least 1, but no more than 4 adjustments per year.*
  - *Prices may only be raised or lowered in increments of \$0.25.*
  - *May not exceed \$1.50 without City Council approval.*



# Part #3

## Eliminate Time Limits







CITY HALL  
PARKING  
ONLY

30 MINUTE  
PARKING

8 AM TO 6 PM  
EXCEPT SUNDAYS  
AND  
HOLIDAYS  
OR BY PERMIT

PERMITS AVAILABLE AT  
CITY HALL RECEPTIONIST  
RCCC SECTION 20.186.8

1 HOUR  
PARKING

9 AM TO 6 PM  
EXCEPT SUNDAY  
AND HOLIDAYS

10 MIN  
PARKING

9 AM TO 6 PM

36 MINUTE  
PARKING

9 AM TO 6 PM

→

2 HOUR  
PARKING

9 A.M. TO 6 P.M.

20 MIN  
PARKING

4 HOUR  
PARKING

9 AM TO 6 PM  
MON-FRI

→







REDWOOD CITY POLICE

REDWOOD CITY POLICE

PARKING ENFORCEMENT

9774

INTERCEPTOR

REDWOOD CITY POLICE

PARKING ENFORCEMENT

9774

INTERCEPTOR

REDWOOD CITY POLICE

PARKING ENFORCEMENT

9774

INTERCEPTOR

REDWOOD CITY POLICE

PARKING ENFORCEMENT

9774

INTERCEPTOR



STATE: CA  
 YEAR: 2005  
 TIME: 2:13  
 MODEL: SA990  
 BODY STYLE: 40  
 COLOR: 607  
 EXP DATE: 09/01  
 LICENSE NO: 4ZKM207  
 VIN NO. OR LAST 4 DIGITS: 7868  
 TYPE OF VIOLATION: MARSIPAL 157  
 ISSUING OFFICER: Bui  
 ID#: VR

RC-157161 CITY OF REDWOOD CITY  
 PARKING VIOLATION  
 DATE: 2-19-2005  
 TIME: 2:13  
 PLATE: 4ZKM207  
 VIOLATION: MARSIPAL 157  
 FINE: 7868

PROOF OF CORRECTION IS REQUIRED: If proof of correction is provided to a Police Officer or authorized representative of the Department of Motor Vehicles, the fine amount will be reduced to \$10.00. Both the proof of correction and \$10.00 must be submitted within 21 days of the issuance date. A copy of the registration is acceptable for CVC40004 only.

	REGISTRATION EXPIRES	FINE ON VEHICLE	FINE
1	CVC 4004	REGISTERED	\$0.00
2	CVC 554	TIRE ON VEHICLE	\$5.00
3	RCC 25102	METER PARKING	\$5.00
4	RCC 25105	METER FEES	\$5.00
5	RCC 25108	POSTED TIME LIMIT	\$20.00
6	RCC 25109	PARK SPACES PROVIDED	\$20.00
7	RCC 25109	BACKED IN WHEEL SPACE	\$20.00
8	RCC 25109	RED ZONE	\$30.00
9	RCC 25109	YELLOW ZONE	\$30.00
10	RCC 25109	WHITE ZONE	\$30.00
11	RCC 25109	GREEN ZONE	\$30.00
12	RCC 25109	NIGHT PARKING LIMIT	\$50.00
13	RCC 25109	ONE WAY WRONG SIDE	\$100.00
14	CVC 22502	HANDICAP ZONE	\$120.00
15	CVC 22507	PARKED - INTERSECTION	
16	CVC 22504	PARKED - CROSSWALK	
17	CVC 22508	PARKED - BLOCK DRIVEWAY	
18	CVC 22507	PARKED - BLOCK SIDEWALK	
19	CVC 22514	PARKED - FIRE HYDRANT	
20	CVC 22504	NOT WITHIN 10' OF CURB	
21	OTHER		

You must pay the parking penalty or contact the station within 21 days of issuance. Failure to do so may result in additional penalties and the loss of your right to contest the citation. Also, a hold may be placed on your vehicle registration. (40219 CVC)

You may pay by calling a check or money order payable to: The City of Redwood City, 1000 S. Main Street, Redwood City, CA 94063-9003. Office of Parking Violations, P.O. Box 9003, Redwood City, CA 94063-9003.  
 Do not mail cash.  
 If the penalty is not indicated on the citation, you will receive a written notice of the amount. You may request a hearing by requesting an initial review by writing, telephoning or appearing in person. This sheet provides your reasons for requesting the initial review and include any documentation pertinent to your appeal. You will be notified by mail of the results of the review. You will also be provided with information on how to request an administrative hearing if you are not satisfied with the results of the initial review.

For additional information please phone the Office of Parking Violations at 1-800-362-7167

SECTION VIOLATED	NO. OF PERSONS LEFT	CORRECTION	SALE NO.	AGENCY	DATE

OFFICE OF PARKING VIOLATIONS  
 P.O. BOX 9003  
 REDWOOD CITY, CA 94065-9003

OFFICE OF PARKING VIOLATIONS  
 P.O. BOX 9003  
 REDWOOD CITY, CA 94065-9003

PLACE STAMP HERE

PLACE STAMP HERE

REMOVE TAPE FROM FLAP, FOLD AND SEAL  
 DO NOT MAIL, COINS OR STAMPS  
 HAVE YOU ENCLOSED YOUR CHECK OR MONEY ORDER?

VIOLATIONS

CITY

RC-157161 CITY OF REDWOOD CITY

# Part #4

**Dedicate Surplus Parking Revenue to  
the Downtown Parking Meter Zone**







Courtesy of Doug Kolovszari





Courtesy of Doug Kolovszari





**Pasadena sidewalk**



**Melrose sidewalk**

# Part #5

**Upgrade meters in the busiest areas to multi-space meters.**







PAY HERE  
P  
PAY-BY-SPACE  
PARKING

Flamingo Fresco  
THE FLAMINGO RESTAURANT



















# How's it Working?





# How's it Working?

“Dying is easy. Parking is hard.”

-Art Buchwald

- Some love it, some hate it, most don't care.
- Proponents are quiet, opponents are loud.
- Many people have forgotten about old problems, focused on new “problems” that aren't as bad.

# How's it Working?

- Some meters had initial technical glitches.
  - *Wireless communications.*
  - *Some faulty parts.*
  - *Loose connections due to shipping.*
- Some people are struggling with the new meters.
  - *Not sure what to do with receipt.*
  - *Lines.*
  - *Glare.*
  - *Not sure what buttons to press.*



# How's it Working?

- About 3,000 successful transactions a day at new meters.
- Price structure is working well.
  - *Busy areas turning over better.*
  - *Many people have shifted to cheaper areas.*
  - *Broadway occupancy went from 100% to 82%.*
    - *Average visit is 72 minutes, used to have a 1-hour time limit.*
  - *Monthly permit sales up 50%.*

# Lessons Learned





# Lessons Learned – Creating the Plan

- Talk to the community from the beginning.
  - *They will have great ideas.*
  - *If they feel ownership for the plan they will support you.*

# Lessons Learned – Creating the Plan

- **Level with people.**
  - *If you have challenges, explain them.*
  - *If the easy solution has drawbacks, tell that to people.*
  - *If the best solution is really different, don't be afraid to present it to people and explain why you think it will meet their needs.*



# Lessons Learned – Creating the Plan

- Include pieces that are important to the stakeholders.
  - *Inclusion of elimination of time limits and return of the revenue to Downtown were key reasons that this passed.*
  - *The monthly permit program was important to people, so we worked with them on it until we got it right.*

# Lessons Learned – User-Friendliness





# Lessons Learned – User-Friendliness



# Lessons Learned – User-Friendliness





# Lessons Learned – User-Friendliness

## Why Have I Received a Warning?

Downtown Redwood City has recently made some changes to its parking system. You have violated one or both of the following new regulations:

- 1. Failure to properly pay the new "pay-by-space" parking meters.*
- 2. Failure to pay during new extended hours of meter enforcement in the Downtown "Core" zone. The new hours of meter enforcement in the Core are 10am to 10pm every day.*

We understand that this is new, so you have NOT received a citation for this violation. Tips for avoiding citations in the future are included in this flyer for your convenience.

We hope you have a great experience in our Downtown and we look forward to seeing you again!

Sincerely,  
The City of Redwood City

For more information go to  
[www.redwoodcity.org/parking](http://www.redwoodcity.org/parking)



## OFFICE OF PARKING VIOLATIONS **WARNING**

**YOU HAVE COMMITTED A PARKING VIOLATION  
BUT YOU HAVE NOT RECEIVED A CITATION**

**READ REVERSE SIDE TO LEARN HOW TO  
AVOID CITATIONS IN THE FUTURE**

# Lessons Learned – User-Friendliness

## Using the New Pay-By-Space Parking Meters

If your parking space doesn't have an old-fashioned parking meter, it is regulated by our new "Pay-By-Space" meters. These meters are very convenient and offer many benefits, such as credit card payment, cell phone payment, dollar bill payment, the ability to add time from any meter, and less sidewalk clutter.



### How to use them:

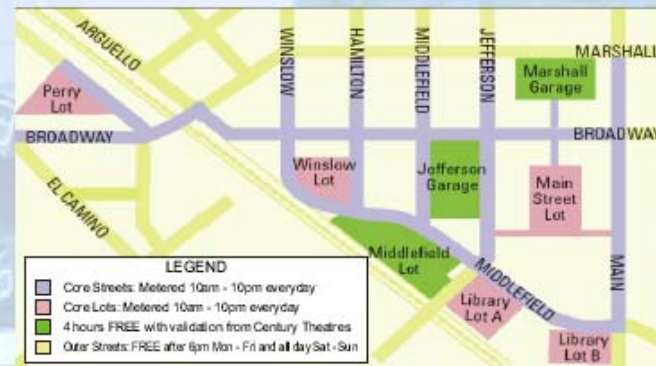
1. Note your stall number (for on-street parking it is on the curb, for parking lots it is at the back of the stall).
2. Go to any pay-by-space meter and enter the stall number.
3. Pay and go!

## Free Parking on Nights and Weekends

Yes. In Downtown Redwood City we now charge for parking in some areas on nights and on weekends. We know that many of you want to park right in the heart of the action and keeping the meters on helps ensure that you can get a spot as close as you want. What good is free parking if it is all full?

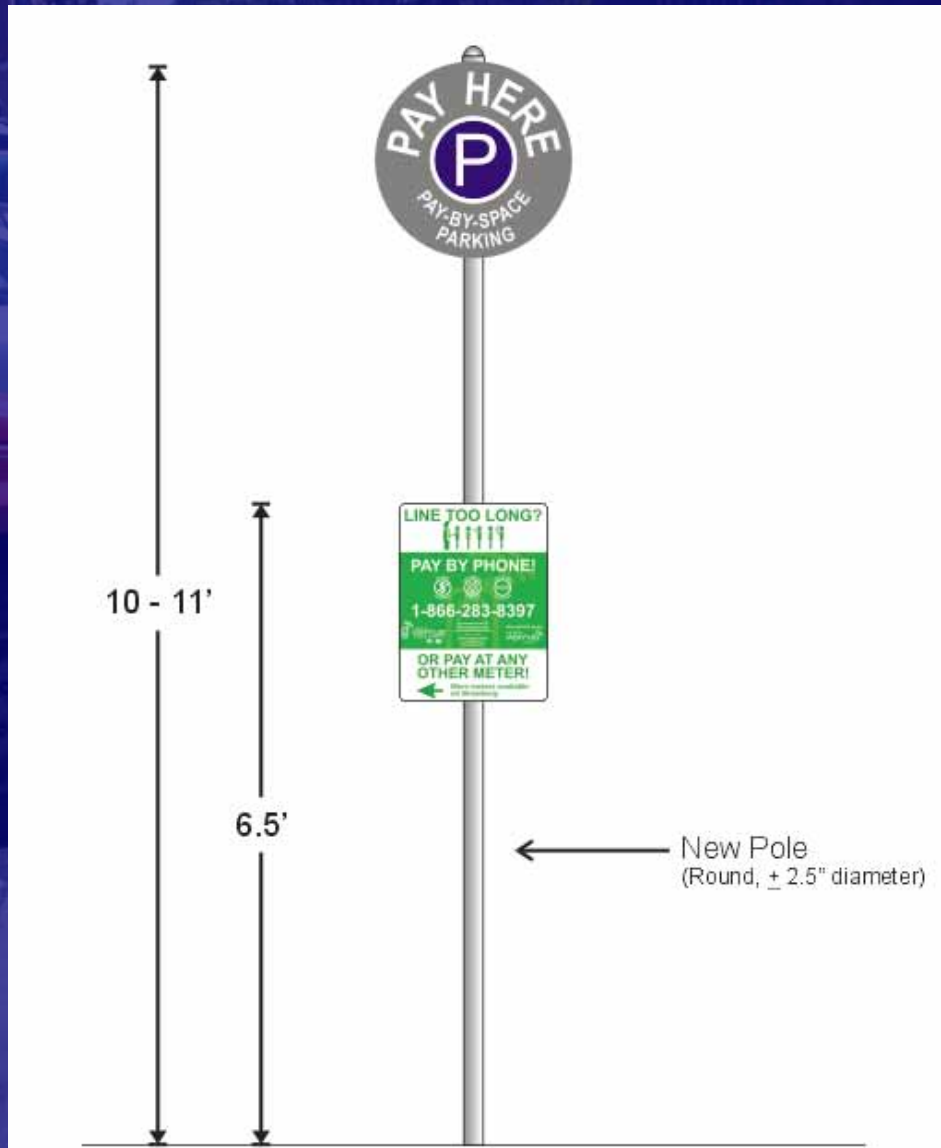
But if you are a connoisseur of FREE PARKING, don't worry! We've got something for everyone!

The map below shows which areas are free at night and on the weekends, and which areas aren't. Freebies are available within one block of Broadway!





# Lessons Learned – User-Friendliness



# Lessons Learned – User-Friendliness





# Lessons Learned – User-Friendliness



# Lessons Learned – User-Friendliness





# Lessons Learned – User-Friendliness



# Lessons Learned – Final Thoughts

- Good pricing creates turnover and vacancies.
- Time limits aren't necessary.
- Be prepared to be flexible and responsive.  
No matter how well you plan, you will miss things.



# Lessons Learned – Final Thoughts

- Some people hate change, even good change.
- At the beginning, invest significant resources in public education.
- For at least the first year, continuously promote the benefits of the program.











**Contact Information:**  
**[dzack@redwoodcity.org](mailto:dzack@redwoodcity.org)**  
**(650) 780-7363**

