



## Staff Reports

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**To:** Honorable Mayor and Members of City Council

**From:** Dr. Peter Pirnejad, Assistant City Manager - Development Services

**Prepared By:** Tony Valadez, Parking Programs Manager

**TITLE:**  
Downtown Parking Existing Conditions Report

### **RECOMMENDED ACTION:**

Receive a presentation on the Downtown Parking Program Existing Conditions from the City's Consultant, Dixon Resources Unlimited.

### **DISCUSSION:**

As background, in 2014/15 the City hired Walker Parking Consultants to conduct a parking study of the existing conditions of the City's Downtown Parking Program. The Walker study documented a series of findings and recommendations aimed at improving the parking in the downtown area.

The purpose of the Parking Program Existing Conditions Report being presented to City Council today is to show what has changed since the 2015 report was presented. To determine if the recommendations from the 2015 Walker report are still relevant, an examination of the City's existing parking conditions was conducted and summarized in the Narrative (see Attachment 1).

The Narrative is a document completed by the consulting firm Dixon Resources Unlimited in conjunction with the City's Parking Programs Manager. The Narrative is not a report; it is a snapshot summary of the Parking Program's existing conditions. The Narrative looks at the Parking Program from three different perspectives: what the program was in the past, what the program is now, and where the Parking Program will go. Various data points are presented in the Narrative ranging from citation data to electric vehicle charging station usage data.

There will be a stakeholder outreach meeting on Thursday, August 23<sup>rd</sup> that will be complete by the September 4<sup>th</sup> City Council meeting date. This stakeholder outreach has been provisionally called the Parking Focus Group. The following stakeholders will be present at the Parking Focus Group meeting:

- Craig Smith, Executive Director, Downtown Napa Association
- Bill La Liberte, Property Manager, Oxbow Public Market
- Travis Stanley, President and CEO, Napa Chamber of Commerce
- Sarah Wallin, Director of Guest Services, Visit Napa Valley

- Elizabeth Habkirk, Deputy Director of Public Works, County of Napa
- Robin Schabes, Economic Development Manager, City of Napa
- Erin Morris, Planning and Code Enforcement Manager, City of Napa
- Lorien Clark, Transportation Planner, City of Napa
- Jennifer Gonzalez, Police Captain, City of Napa
- Dr. Peter Pirnejad, Assistant City Manager, City of Napa
- Tony Valadez, Parking Programs Manager, City of Napa
- Julie Dixon, Principal Consultant, Dixon Resources Unlimited
- Emily Kwatinetz, Associate Consultant, Dixon Resources Unlimited

The purpose of the Parking Focus Group is to have the participating stakeholders lend their thoughts on the City's Parking Program. All present stakeholders will have the opportunity to voice their opinions as the Parking Programs Manager introduces ideas on how to improve the City's Parking Program. As parking goes through changes, the Parking Focus Group has the opportunity to provide feedback on the City's Parking Program. The Parking Focus Group will be asked to provide feedback on multiple aspects of the parking program, including but not limited to, enforcement, permit parking locations and costs, encroachment permits, time limits on parking in street and surface lots, parking garages, delivery loading zones, and associated parking matters.

The Council will receive a full presentation of parking conditions at the meeting.

**FINANCIAL IMPACTS:**

This agenda item is informational and does not result in a financial impact without future Council action.

**CEQA:**

The Assistant City Manager has determined that the Recommended Action described in this Agenda Report is not subject to CEQA, pursuant to CEQA Guidelines Section 15060(c).

**DOCUMENTS ATTACHED:**

ATCH 1 - Parking Program Narrative

**NOTIFICATION:**

The Agenda was posted at least 72 hours in advance of the Council meeting.