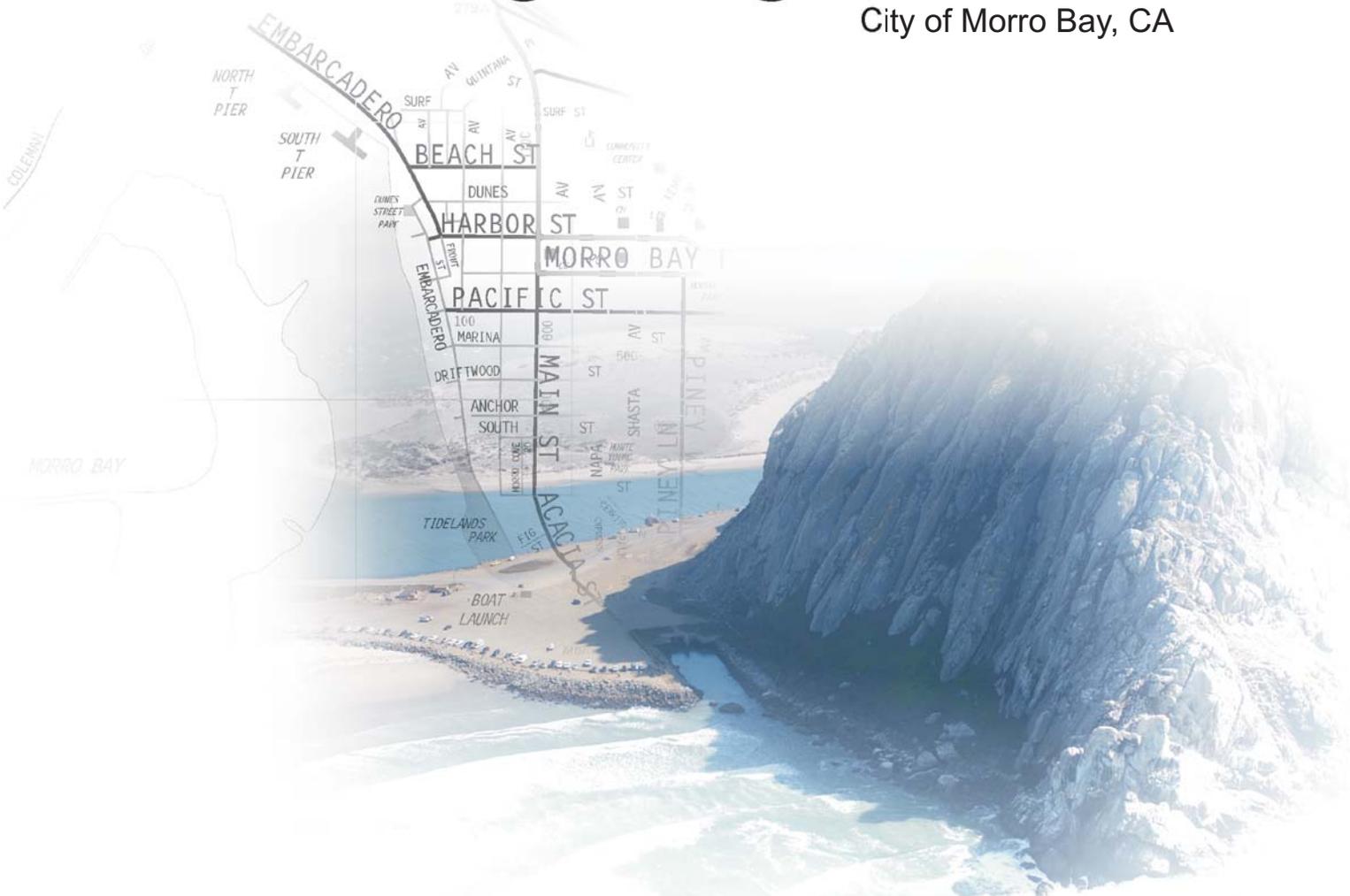


Parking Management Plan

City of Morro Bay, CA



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City of Morro Bay

PARKING MANAGEMENT PLAN

Final: October 2007

Prepared for:

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EXECUTIVE SUMMARY

The Morro Bay Parking Management Plan (“Plan”), prepared by TPG Consulting, Inc. covers a Study Area Boundary, as defined by the City, consisting of 42-blocks of the downtown (above the bluff) and Embarcadero (below the bluff) areas. The Plan was commissioned by the City of Morro Bay Public Services Department, for the purposes of:

- Determining whether there is a current or projected shortage of parking, and if so, to what extent;
- Formulating alternatives for addressing parking needs, supply and demand utilization strategies;
- Educating the community on the cost of parking;
- Developing a parking management plan for efficiently and effectively utilizing parking resources in a small coastal community where land values are at a premium.

The Plan begins with an inventory or examination of existing conditions, including: tabulation of the 2,453 available parking spaces within the Study Area by block supported by recent in-the field surveys of both on and off-street spaces, and public and private parking lots; existing parking regulations, existing land use, current posted parking time limitations, existing public transit, and existing signage.

Next, a Parking Demand Survey and a Duration Survey was conducted within a Demand Survey Boundary, as defined by the City, over two separate survey periods: *Weekday*, (a Tuesday preceding the Memorial Day weekend) and Weekend, (the Saturday of Memorial Day weekend--considered by the City to begin the “peak season” period.) The purpose of the demand and duration surveys was to gain understanding of weekday non-peak vs. weekend peak season parking utilization profiles and turn-over rates. The weekday and weekend demand and duration surveys were conducted over a 6-hour time period from Noon until 6:00 p.m. Demand within the Downtown and Embarcadero Areas is determined in the Plan by dividing the total “available” (empty) spaces by the total inventory of spaces in each one-hour interval during the 6-hour survey period. The resulting percentages are stratified by block and hour as follows:

- 75-85% Demand = Utilization acceptable. No parking supply shortage; 25% or more of spaces available in that block in that hour.
- 86-100% Demand = Utilization warning. Emerging “hot spot” of parking supply shortage; 15% or less or less of spaces were available or empty in that block in that hour.
- 100%+ Demand = Utilization unacceptable. Immediate supply shortage; no available spaces in that block in that hour; over 100% represents illegal parking in areas not designated for parking.

The Plan’s analysis of the Demand and Duration Surveys demonstrates that overall parking supplies are adequate within the Study Area, but that some blocks within downtown and Embarcadero are approaching or exceeding maximum utilization (86%-

100%+.) However, the Plan shows that these instances of critical demand occur only in a very few, isolated blocks and only for very short duration time periods (for only about a 1 hour interval.) Said differently, critical demand is definitely not an area-wide concern covering large numbers of blocks, either for the downtown or for the Embarcadero, nor is there any critical demand experienced in any block that exceeds more than a 1 hour interval. Importantly the demand survey also shows that while there are these few isolated blocks experiencing critical demand for short time periods, there are also public parking spaces with less than and up to 85% utilization in areas that are only 1-4 blocks away from those blocks experiencing the short duration critical demand.

Based upon these conclusions, the Plan goes on to explore current parking standards and a range of observations that would possibly explain the demand and turn-over profiles, including such factors as: availability and extent of information (including signage, maps, print or electronic literature) about where the available parking is located, quality of pedestrian connections between parking and destinations, time-limited parking restrictions, and availability of regulatory incentives or flexibility to adjust parking requirements (or “standards”; i.e. the required number of spaces per some criteria.) The Plan also explores a variety of plans or ordinances that are either currently proposed or adopted in the City or that are being utilized effectively in similar beach or tourist oriented communities that bear on good parking management. Based upon the compilation of this information, the Plan then assesses a range of alternative courses of action that might be appropriate for the City to consider undertaking as a means to more effectively manage its current parking supplies.

Following the identification of the range of alternatives, the City sought, through a public workshop held in November, 2006, community and staff input on a range of “Actions” (referred to as “tools in the tool-box”) the City could or should consider undertaking as needed to implement components of the recommended alternatives which were considered to be reasonable and feasible.

The Action Plan recommended in the Plan, and described more fully there, consists of the following components or “tools” available to the City to be undertaken individually or in combinations, at the direction of City Council and as financing will allow:

1. *Enhance Signage Program*
2. *Public Information*
3. *Shared Parking*
4. *Employee Parking*
5. *Expand/Enhance Trolley Service*
6. *Delivery Truck Parking*
7. *Angled Parking*
8. *Pedestrian Enhancements*
9. *Iteration of Time Limits*
10. *Public & Private-Public Partnership Parking*
11. *In-Lieu Fee Parking*
12. *Green Parking*

The Plan concludes with a Financial Plan identifying 1.) Various local, state and federal funding sources, potentially available to implement the Action Plan, 2.) Order-of-magnitude cost estimates for the various components of the Action Plan (not precise design level costs) and 3.) A potential 6-year timeline for implementing the Action Plan.

PREFACE

The preparation of this report was commissioned by the City of Morro Bay Public Services Department at the authorization of the City Council. As expressed in the Request for Proposal for this document, its intended purpose is to be multi-faceted:

- Determine whether there is a current or projected shortage of parking, and if so, to what extent;
- Formulate alternatives for addressing parking needs, supply and demand utilization strategies;
- Educate the community on the cost of parking; and
- Develop a parking management plan for efficiently and effectively utilizing parking resources in a small coastal community where land values are at a premium.

This plan has been prepared by TPG Consulting, Inc. on behalf of the City of Morro Bay Public Services Department. For additional information contact the City of Morro Bay Public Services Department at 955 Shasta Avenue, Morro Bay, CA, 93442, telephone (805) 772-6215.

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Harbor Advisory Board
Chamber of Commerce
Merchants Association*

CHAPTER 1 – INTRODUCTION

Contents & Format of this Document

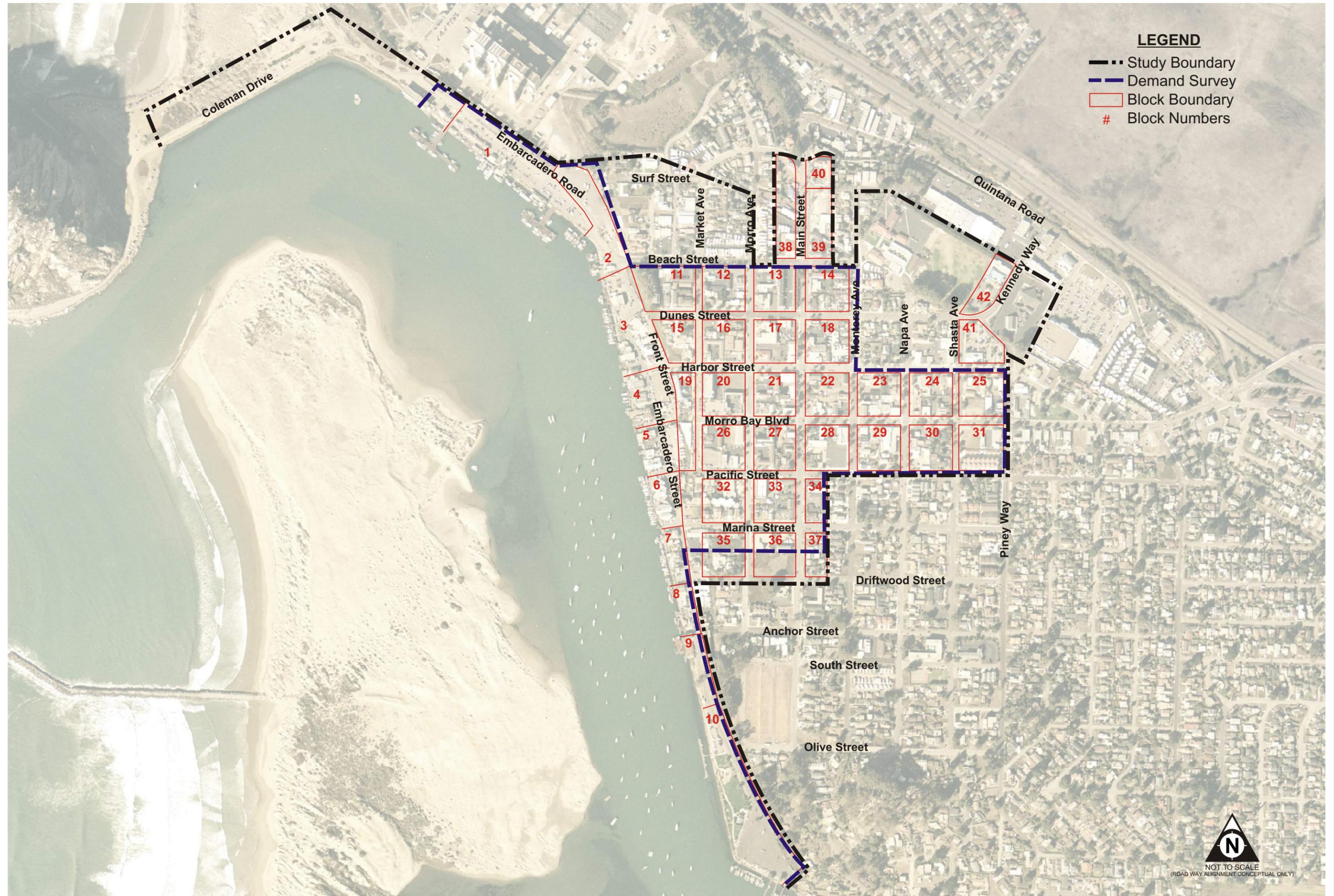
This document consists of a report on the existing parking conditions supported by recent supply and demand surveys within a study area defined by the City as well as more specific sub-parts of the Study Area referred to in this report as “the Downtown” (above the bluff) and “Embarcadero” (below the bluff) areas. Figure 1 depicts the overall Study Area Boundary and the block numbers assigned for reference purposes for each block inventoried for parking supply and evaluated for parking demand. The report and appendices contain documentation in narrative, tabular, and graphical formats, of parking supply information for these areas, including both spaces in off-street, public and private parking lots and on-street parking spaces. The existing parking conditions information is accompanied by an analysis of parking demand to identify extent and nature of parking supply or management needs. As background, this document also considers current circulation patterns, alternative modes of travel currently available, signage, City and emerging parking standards and their effect on accessibility and convenience of available parking, ability of the public to locate available parking, and the overall adequacy of the quantity and location of appropriately sized parking spaces, in particular for recreational vehicles and boat & trailer rigs and also for delivery-type vehicles.

Based upon the above analyses and evaluations, the report assesses potential alternative parking solutions to supply and demand issues. This report considers both the Downtown and the Embarcadero Areas, and will consider all modes of travel available or feasible in these two areas as well as incentives needed or already existing that may need to be marketed or implemented differently to enhance their use for better utilization of available parking supply. This report considers the current parking district boundary wherein the “in-lieu fees” pursuant to City Ordinance (Chapter 17.44) can be collected and offers recommendations for possible adjustments to the boundary to enhance financing of additional parking areas if determined needed.

Since the City desires this document to be geared to feasible implementation of solutions to parking supply or demand, the report includes an “Action Plan” identifying a menu of essential actions to more effectively manage parking specifically in the Downtown and Embarcadero Areas.

Following the analysis and alternative assessments, the report contains a financial component that evaluates various revenue sources and cost estimates for construction and operations and maintenance of components of the Action Plan items recommended in Chapter 5.

Graphics are included to illustrate survey results, other relevant existing conditions, and conceptual designs for selected action plan items. The appendices contain background data and information supporting conclusions of this report as well as other background and informational documents to aid in readers’ more comprehensive understanding of this document.



STUDY AREA BOUNDARY

The Project Context

Morro Bay has a largely a tourism-dependent economy, with a 3-month peak summer season between Memorial Day and Labor Day. Weekends and summer season holidays are particularly busy, especially along the Embarcadero and Downtown areas, which are the main activity areas of the community. During the remaining nine months the community is relatively calm in terms of tourism activity; with the exception of occasional weekends, off-season holidays and a few special events.

Morro Bay is blessed with a temperate year-round climate, which makes it an ideal location for a variety of recreational activities. The atmosphere offers residents and visitors the peaceful tranquility of a coastal fishing village within close proximity to metropolitan areas. Proximity of the bay, and its sandy beaches stretching from Morro Rock, located at the mid-point of the City north along the Morro Strand State Beach, and to the south to a sand spit encompassing the northerly reaches of the Montana de Oro State Park along the ocean and the bay, and the Morro Bay State- and Nationally-designated Estuary—all combine to make Morro Bay a popular and attractive tourist attraction.

Within the Study Area, a smaller area consisting of Blocks 1-37 within the Downtown and Embarcadero Areas was utilized for a parking demand survey. Blocks 38-42 were included for supply survey purposes only and were not analyzed for demand.

Within the Study Area Boundary, the Downtown and Embarcadero Areas are defined. The *Embarcadero Area* is defined as all the properties fronting on either Embarcadero or Front Street or otherwise below the bluff line and extending along Embarcadero to Morro Rock at the northerly extreme, and to the boat launch at the southerly extreme, consisting of Blocks 1-10. The *Downtown Area* is all that land lying essentially above the bluff and Embarcadero and Front Streets, consisting of Blocks 11- 42, all as shown on Figure 1.

The Downtown and Embarcadero Areas seem to each have their own unique and differing daily and seasonal “operational” characteristics and land use activities, and as such, their respective parking needs are different. This document assesses these differences and to the extent they are significant or different with distinction, will determine what specific actions, unique to each area and might be needed to provide additional or improved accessibility to parking supplies.

Existing Conditions

Existing Parking Resources

The Downtown and Embarcadero Areas provide both on-street parking and off-street parking in public and private lots situated within the interior of the numbered blocks. Within the Study Area Boundary there are 1057 on-street spaces and 1396 off-street spaces for a total number of available parking spaces of 2453. Currently the City oversees and enforces a total of 1783 public spaces (on-street and off-street public lots) within the Study Area Boundary. This represents approximately 73% of the spaces in the study area which is a relatively high percentage of public

spaces. All other parking spaces, not within the public lots or on-street are considered private spaces of which there are 670. No parking structures exist within the study area.

On Street Spaces		1057 ¹
Off-Street Public	726 ¹	
Off-Street Private	670	
<u>Total Off-Street</u>		<u>1396</u>
TOTAL AVAILABLE		2453

¹ Spaces overseen and enforced by the City = 1783.

Figure 2 shows by each numbered block in the study area the aggregated total of on-street parking and public and private off-street parking in that block. Figure 3 shows the location of the public lots and the number of spaces in each (public lots are defined as those lots which are designated as City-owned and operated).

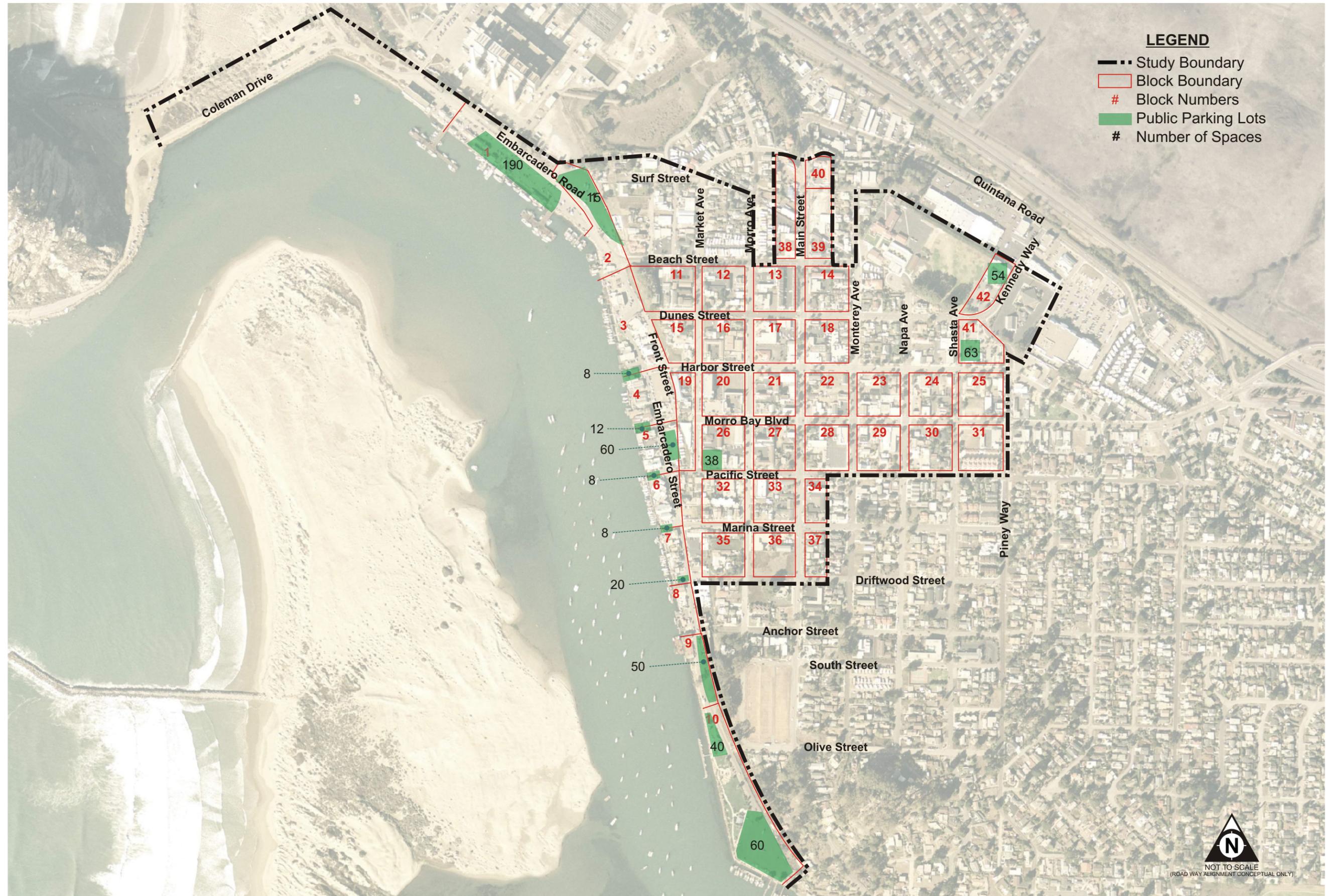
For additional assessment information about the parking resources relative to demand, please refer to Chapter 2 – Supply and Demand Analysis.

Existing Parking Regulations or Standards

Currently the City Municipal Code sets forth the standards and criteria for required parking facilities according to the various land uses within the City. Specifically, Chapter 17.44, entitled “Parking, Driveway and Loading Facilities”, identifies a variety of requirements for the express purposes of minimizing street congestion and traffic hazards, and providing safe and convenient access to land uses. The parking requirements in the Code are intended to establish parking standards relevant to the range of land use activities envisioned for the City by its adopted General Plan Land Use Element and the City’s Zoning Districts, primarily those set forth in Chapter 17.24 of the Zoning Ordinance. This Plan document will review and evaluate these standards relevant to the Downtown and Embarcadero Area and land uses/zoning to determine if the applicable standards are still reasonable and suitable or whether more contemporary standards should be considered for adoption.



PARKING STALL INVENTORY



PUBLIC PARKING LOT INVENTORY

Chapter 17.44 also includes an important provision relative to parking supply called ‘Parking In-Lieu Fees’. This provision states:

“Where it can be demonstrated that the reasonable and practical development of commercially zoned property precludes the provision of required off-street parking on the property located within or adjacent to the parking management plan area codified at the end of the chapter, that the applicant may satisfy parking requirements by payment of an in-lieu parking fee, currently set by Resolution of the City Council at \$15,000 per space. In setting the fee the Council considered all costs associated with the provision of the necessary parking including planning, design, land acquisition or lease costs and construction of improvements. It is the designated responsibility of the planning commission to determine total parking requirements for each individual project at the time of permit review.” (See Appendix C of this document.)

Chapter 17.44 states further:

“... fees accepted under this provision will be used by the City to provide the additional required parking at another location in lieu of the applicant providing the required off-street parking. Such parking must be provided within a reasonable distance from the contributing project or within close proximity to public transit providing access to the use. All such fees collected shall be used by the City for the planning, design, acquisition or lease of land, and development and redevelopment of public parking facilities within or adjacent to the parking management plan area and for public transit facilities providing access to said parking.”

This Plan document will consider the in-lieu fee program and City assess a range of options in making sure the program is functioning at optimal benefit to the commercial community. Further, it will assess options to increase its relative benefit, including potentially expanding the district within which the fees are collected, expanding the service capability of the Morro Bay Trolley, improved signage to better direct visitors to available parking, development of sites for additional parking, potential redesign of parking layouts (e.g. replacing parallel parking with angled parking where engineering criteria will allow.)

Existing Land Uses

Both the Downtown and Embarcadero Areas are characterized primarily by commercial land uses; however each area offers some slight variations in commercial purpose or customer focus.

The Downtown is characterized by uses which serve not only tourists and the visiting public, but more primarily serves the more essential commercial needs of the City residents. For example in the Downtown area you will find local banks, hairdressers, and a typical selection of fast-food restaurants. This character of uses is reflected by the primarily ‘Central Business’ zoning for the area.

The Embarcadero Area, on the other hand is characterized more by tourist-oriented business including souvenir and gift shops specializing in ‘surf and beach’ related products, and

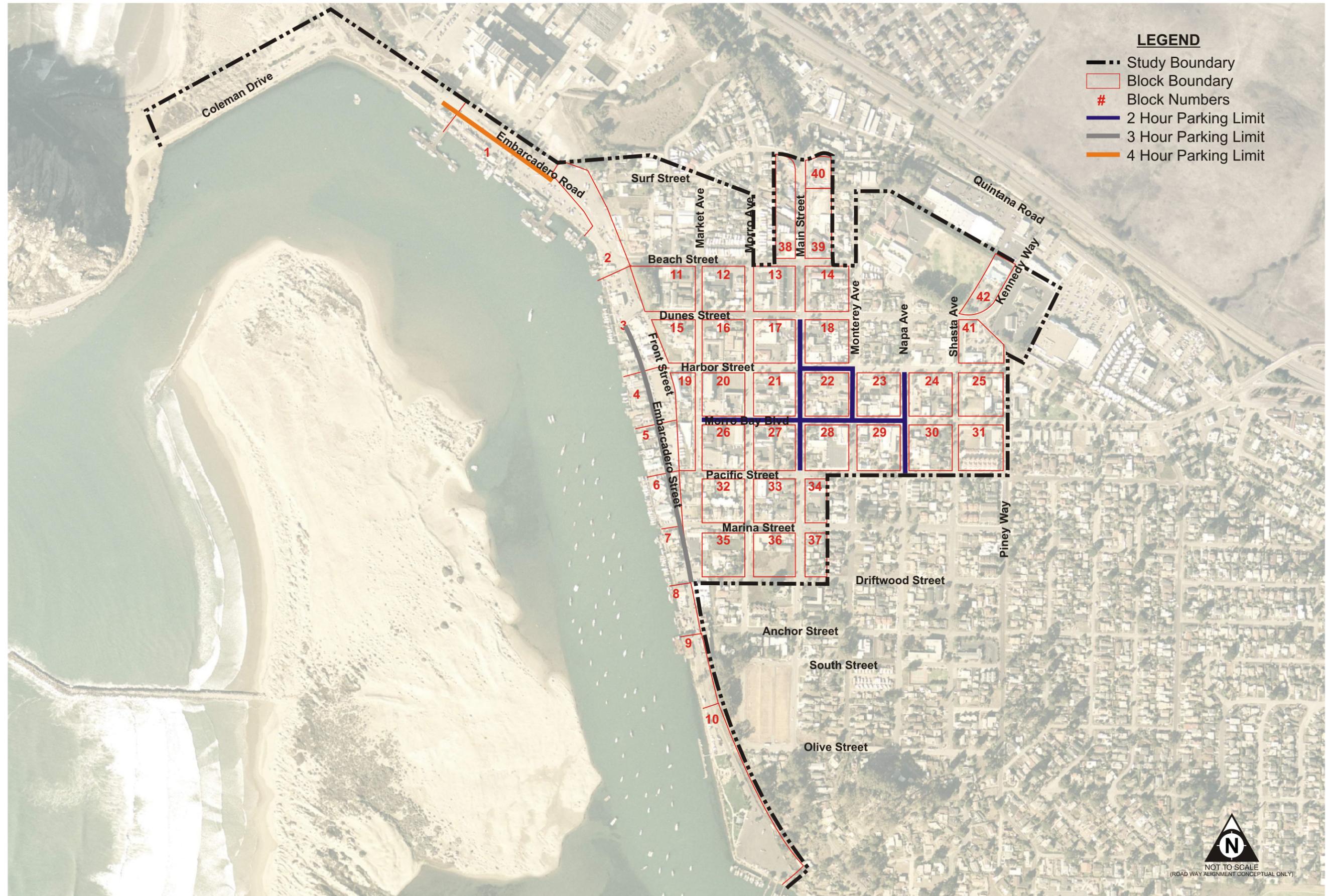
commercial and recreational fishing and boating shops and businesses. This character is reflected by the primarily ‘Visitor Serving Commercial’ and ‘Waterfront’ zoning for the area.

At the current time residential uses are not a predominant land use in the Study Area Boundary. However, the City is aware of development interests to serve emerging market demands for mixed-use development that could include residential uses.

Posted On-Street Time Limits

Several, but not all, parking areas are currently subject to posted time limits for parking. These are shown on Figure 4. The time limits are either posted as 2-Hour, 3-Hour or 4-Hour. A total of 468 spaces or 21% of the parking stalls are affected by these time limitations. The following tables indicate the locations of the time-limited parking.

Table 2			
<u>Summary of Posted Time-Limited Parking Spaces</u>			
<u>On-Street 2-Hour Posted Parking Limits</u>			
<u>Street</u>	<u>From</u>	<u>To</u>	<u># Spaces</u>
Morro Bay Blvd.	Napa Avenue on the east	Market Avenue on the west	68
Harbor Street	Monterey Avenue on the east	Main Street on the west	20
Napa Avenue	Harbor Street on the north	Pacific Street on the south	30
Monterey Avenue	Harbor Street on the north	Morro Bay Blvd. on the south	17
Main Street	Dunes Street on the north	Pacific Street on the south	52
			187
<u>On-Street 3-Hour Posted Parking Limits¹</u>			
<u>Street</u>	<u>From</u>	<u>To</u>	<u># Spaces</u>
Embarcadero Street	Beach Street on the north	Driftwood Street on the south	141
<u>Parking Lot 4-Hour Posted Parking Limits</u>			
<u>Block #</u>	<u>Street</u>		<u># Spaces</u>
#1	Embarcadero Street		140
TOTAL TIME LIMITED SPACES WITHIN STUDY AREA			468
¹ Includes portions of street extensions on west (bay) side of Embarcadero Street			



- LEGEND**
- Study Boundary
 - Block Boundary
 - # Block Numbers
 - 2 Hour Parking Limit
 - 3 Hour Parking Limit
 - 4 Hour Parking Limit

POSTED ON-STREET PARKING TIME LIMITS

Existing Public Transit

The City operates the Morro Bay Trolley as its fixed route public transportation system. The Trolley service is a two route, seasonal program that links the North Main Street and Downtown Business Districts, Embarcadero, and State Parks. The first trolley route was introduced in May of 1994, followed by the second route in 2001.

The Morro Bay Trolley provides weekend service from Memorial Day weekend, in May, through the first weekend in October and on Mondays and Fridays from Memorial Day through Labor Day. Service days include Memorial Day, the 4th of July, and Labor Day. The hours of service are as follows:

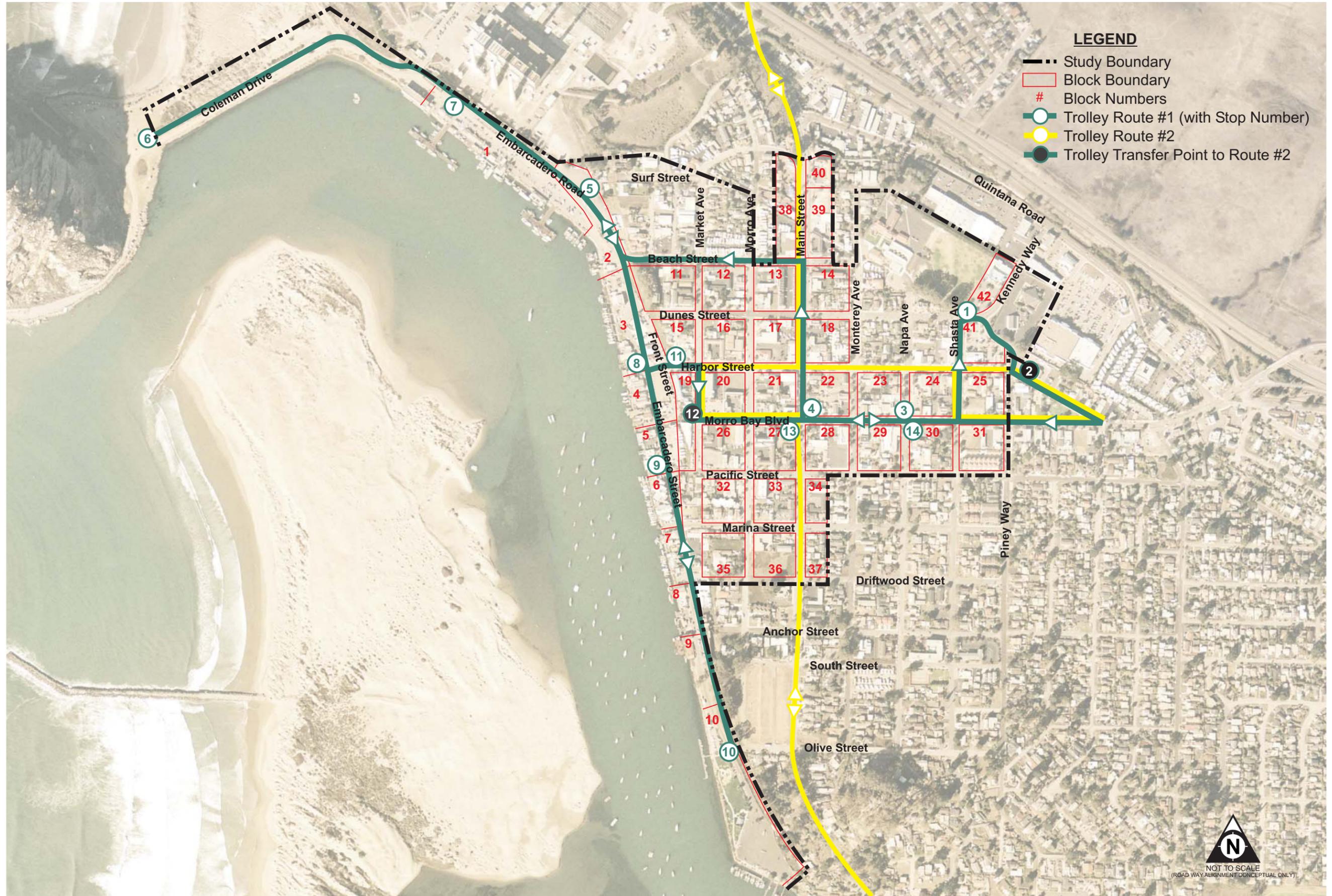
Mondays:	11 a.m. – 5 p.m.
Fridays:	11 a.m. – 8 p.m.
Saturdays:	11 a.m. – 9 p.m.
Sundays & Holidays:	11 a.m. – 6 p.m.

The Trolley has a per ride fare of 50¢. All Day Tickets can be purchased for \$2.00, and are good for unlimited rides on both routes for the day the ticket is purchased. Trolley tokens can be purchased from trolley drivers or from the Morro Bay Dial-A-Ride office (535 Harbor Street) in lieu of paying a cash fare.

Trolley Route #1 is the route most relevant to this study. This route serves the Embarcadero and Downtown commercial areas, looping at the northerly extent at Morro Rock, at the southerly extent at the public boat launch parking lot, and traveling east through Downtown at Morro Bay Blvd. near the City Park then back west to the Embarcadero via Main and Beach. The route completes one loop approximately every 30 minutes. Figure 5 shows the Trolley #1 Route and its stops, including the stops that serve as transfer points to Trolley Route #2.

Trolley Route #2 serves the northern and southern reaches of the City of Morro Bay, extending north along Highway 1 as far as Yerba Buena Street and the Morro Strand State Beach, and south to the Museum of Natural History and State park Campground at the northerly tip of the estuary within the Morro Bay State Park. The route completes one loop approximately every hour.

The City operates Morro Bay Dial-A-Ride (MBDAR) as its demand-response service. MBDAR was established in 1977 to serve both residents and visitors to the city. MBDAR provides door-to-door service throughout the City limits on a call-in basis (like a taxi service). The MBDAR also provides transfers to and from Regional Transit Authority's (RTA) fixed routes (operated by a Joint Powers Authority consisting of the County and its 7 incorporated cities).



TROLLEY ROUTES, STOPS & TRANSFER POINTS

MBDAR service is provided Monday through Friday from 6:45 a.m. until 6 p.m., and on Saturdays from 8 a.m. until 4 p.m., excluding holidays observed by the City. General MBDAR fares are \$1.50 per trip, or \$15.00 for a ticket book good for 11 rides. Seniors (age 65 and older), mobility impaired, and disabled persons ride for \$1.00 per trip, or \$10.00 per ticket book.

Regional fixed route and intercity paratransit service is provided to the City of Morro Bay by the San Luis Obispo Regional Transit Authority (SLORTA); RTA Route 12 (fixed route) and Runabout (ADA complementary paratransit) both provide service to Morro Bay.

Existing Signage

A large variety of signage exists within the Study Area Boundary relative to allowed or restricted parking. Some of the signs reflect a standard technical style, some attempt to be more artful or thematic to the Morro Bay ocean-side image. All of the signage varies in size, color, material, amount of text and style. Below are photographs of some of the representative signs.

There are signs within or at the public parking lots where parking is time-limited (2-, 3-, or 4-hour).



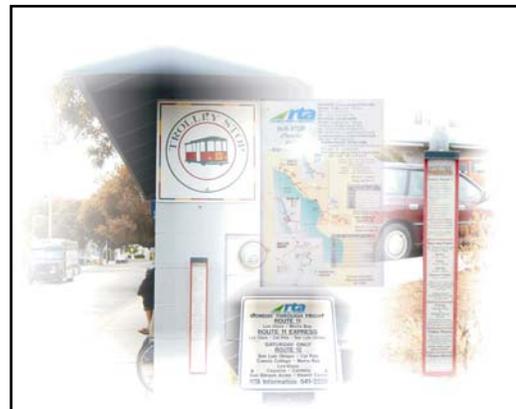
Some, but not all, of the signs at public parking lots precisely state “No Parking” during certain hours of the day for specified vehicles. Some, but not all signs restrict vehicles over a certain height or length and during specified hours of the day (normally 10 a.m. to 10 p.m.) There are no signs that indicate where commonly restricted RV or trailer parking is allowed, if at all.



There are no shelters available along the Trolley Route and only one shelter at the RTA transfer stop at City Park. This shelter has signage identifying the transit stop and showing routes or route maps and times of service and transfers.



Some of the Trolley Stops are only noted by a trolley logo sign on a pole without a shelter or other street furniture (such as benches).



There are other signs which indicate either “Free Parking”, “No Parking” and or “No Camping”, “No Sleeping in Vehicles”, “No RV Parking”, or “No RVs or Trailers” within certain public lots.

Some poles display a single sign, some display multiple signs.



There are several good directional signs both in the Downtown and Embarcadero Areas, but surprisingly none provide any direction to parking. The styles of the signs lack a consistency or theme that might make them more noticeable.



CHAPTER 2 – SUPPLY & DEMAND ANALYSIS

Survey Methodology

The purpose of the supply and demand survey was to determine supply of available parking and determine if the supply is adequate for the parking demand. The City commissioned this report, in part, to determine if supply is adequate to meet demand, particularly during peak-tourist season when visits to Morro Bay are at their highest. Based on the results of the supply and demand analysis, this report will evaluate what the potential solution sets or options are and how these options can be funded and implemented.

Surveys to count current parking supply and parking demand (utilization) were performed within the Study Area Boundary to determine baseline conditions and to help determine and compare non-peak season and peak-season parking utilization conditions and characteristics.

For purposes of this study, the term ‘peak season’ is generally intended to refer to those times of the year that reflect or capture effects of heightened tourist or visitor conditions as typically occur during the 3-month period of time between the holiday weekends of Memorial Day in May and Labor Day in September. Where this report refers to survey data from ‘peak season’, such survey data was collected on the Saturday of the Memorial Day weekend in 2007. It is understood that peak season-related conditions most often occur on most weekends during this 3-month period or during special or regular annual City-or community organization-events during this period, but also may occur during such special or regular annual events occurring outside this 3-month period. ‘Non-peak season’ is generally intended to refer to any other times of the year not included in ‘peak season’ as described above.

Supply Survey

For the Supply Survey, existing data provided by the City, recent aerial photography and on-the-ground reconnaissance and verification were utilized to establish, as accurately as possible, the current inventory (count) of existing parking spaces associated with each of the numbered blocks of the Downtown and Embarcadero Areas within the Study Area Boundary. For each numbered block all on-street parking spaces within each block’s respective street faces, as well as all private or public parking lot spaces interior to each block (referred to as “off-street” parking), were counted as available spaces. Without making any distinction between private and public spaces the total number of on-street and off-street spaces available for parking within a numbered block are shown circled on Figure 2. These on- and off-street total counts were recorded block-by-block in tabular form (See Appendix A.)

Demand Survey

The Demand Survey was conducted for all numbered blocks within the Demand Survey Boundary over two separate survey periods:

- Weekday, which occurred on a Tuesday prior to the beginning of the “peak season” (considered by the City to begin on Memorial Day weekend), and
- Weekend, which occurred during the peak season on the Saturday of Memorial Day weekend.

Both the Weekday and Weekend surveys were conducted over a 6-hour time period from Noon until 6:00 p.m. For these surveys it was determined appropriate to count the number of spaces (both on-street and off-street) being utilized in every block on a once-an-hour interval for both the Weekday (Tuesday) non-peak season, and the Weekend (Saturday) peak season survey periods. Appendix A Tables A1 through A6 show the Weekday and Weekend total demand of available spaces and percent of availability compared to the total spaces for each block for each of the six one-hour periods surveyed. Appendix Table A7 shows the demand results averaged across the full 6-hour survey period for both Weekday and Weekend surveys.

Duration Survey

In addition to the Demand Survey, a Duration Survey or “turn-over” survey was conducted for the area lying west of the line defined by the upper edge of the bluff, and encompassing those areas along Embarcadero Street and Front Street lying essentially between Dunes Street on the north and Driftwood Street on the South. This duration survey was conducted because this was the area where the City suspected the potential greatest shortage of parking supply.

The Duration Survey was conducted in Blocks 3, 4, 5, 6, 7, and the block faces of and the parking lot surrounded by, Front Street. Because of the suspected shortage of parking supply it was determined important to capture an approximate turn-over rate or duration of parking space utilization in this area. This was accomplished by monitoring whether license plate numbers changed within three 20-minute intervals in each hour for every space utilized in that hour. Off-street (parking lots) and on-street parking spaces were surveyed. This technique was used during both the Weekday and Weekend survey periods. All of these results are recorded block-by-block in tabular form in Appendix Tables B1 & B2.) If two or more license plates were recorded for a space in an hour, it was determined to be 100% utilized, or said differently, there was 100% demand for that space.

Analysis Methodology

Simplistically, parking supply (Appendix A) is represented by the raw count of spaces within and surrounding the numbered blocks, without differentiation between public and private spaces. The results of each of the hourly calculations by block, as well as a daily averaging were tabulated for *Weekday* and *Weekend*.

Parking demand, on the other hand, can be assessed in a number of ways. For this report, as alluded above, demand within the Downtown and Embarcadero Areas (Appendix A) was determined by dividing the total “available” (empty) spaces by the total inventory of spaces in each one hour interval during the 6-hour survey period. This calculation results in a percent of available spaces, which, when subtracted from 100% is considered to be “demand” (or the reverse of availability).

The resulting demand percentages were then categorized into ranges, as follows and shown graphically by a corresponding color scheme:

Yellow = Demand of 75% - 85%
Orange = Demand of 86% - 100%
Red = Demand over (+) 100%

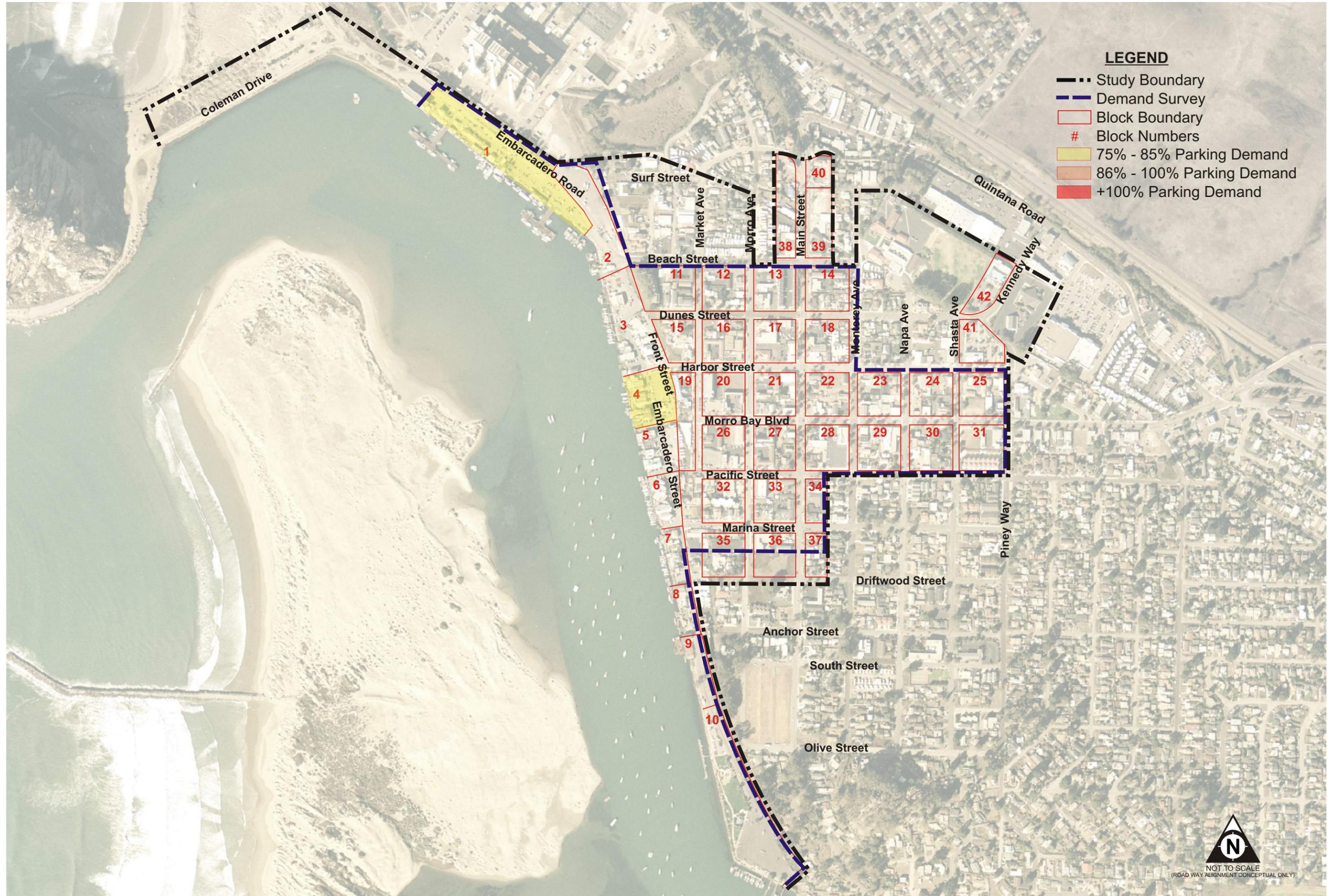
Any demand below 75% is considered to be acceptable and not representative of a serious or significant parking supply shortage. Where the survey sheets show a block with a demand of 75% or less it means that 25% or more of spaces within that block are available (empty) within that hour.

Parking demand between 75% and 85% is considered to be an early-warning of a potential emerging supply shortage and is therefore shown in the least intense, or yellow color.

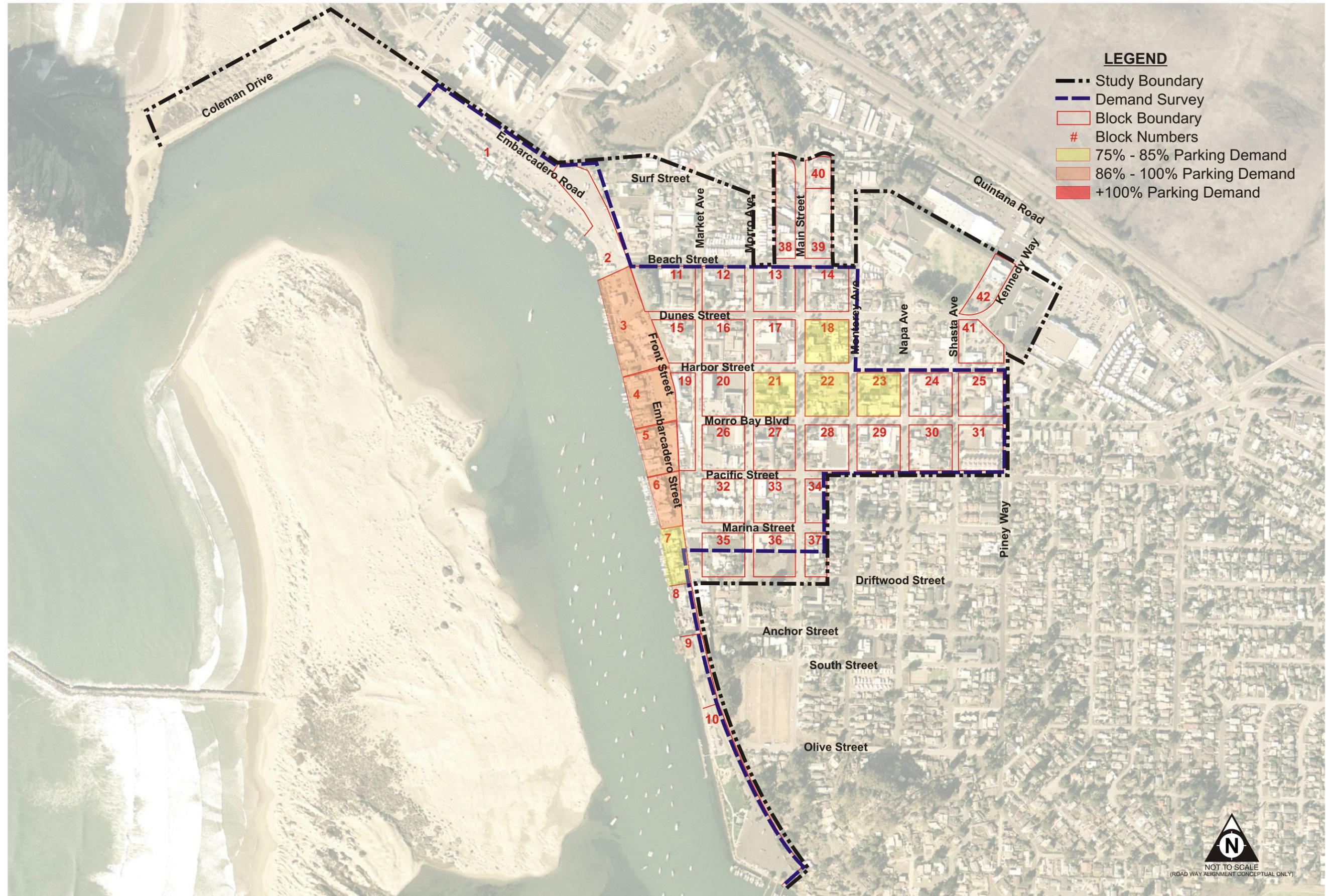
On the other hand, high demand, where a critical parking need may already exist (referred to as a “hot spot”), is considered to be 85% or higher and is shown by the orange highlight. Where the survey sheets show a block with a demand between 85% and 100% during any hour interval, it means that 15% or less of spaces were available or empty. Assuming these spaces are probably dispersed around or within the interior of the block, this is the point at which finding a convenient parking space becomes difficult or time consuming, and beyond a perception of “acceptable” to the driver. In this situation the driver may have to circle a block more than once to find an empty space in which to park.

A block showing a demand over 100% in any hour clearly represents an immediate supply shortage for that time period and is shown by the red highlight. Such demand may be reflective of peak or short term spikes of activity. Demand shown at over 100% reflects illegal parking, such as parking in a location where the car fits but where there is no painted or otherwise marked space.

Figures 6 & 7 graphically display the Parking Demand Weekday and Weekend Average results from Appendix Table A7.



PARKING DEMAND- WEEKDAY AVERAGE

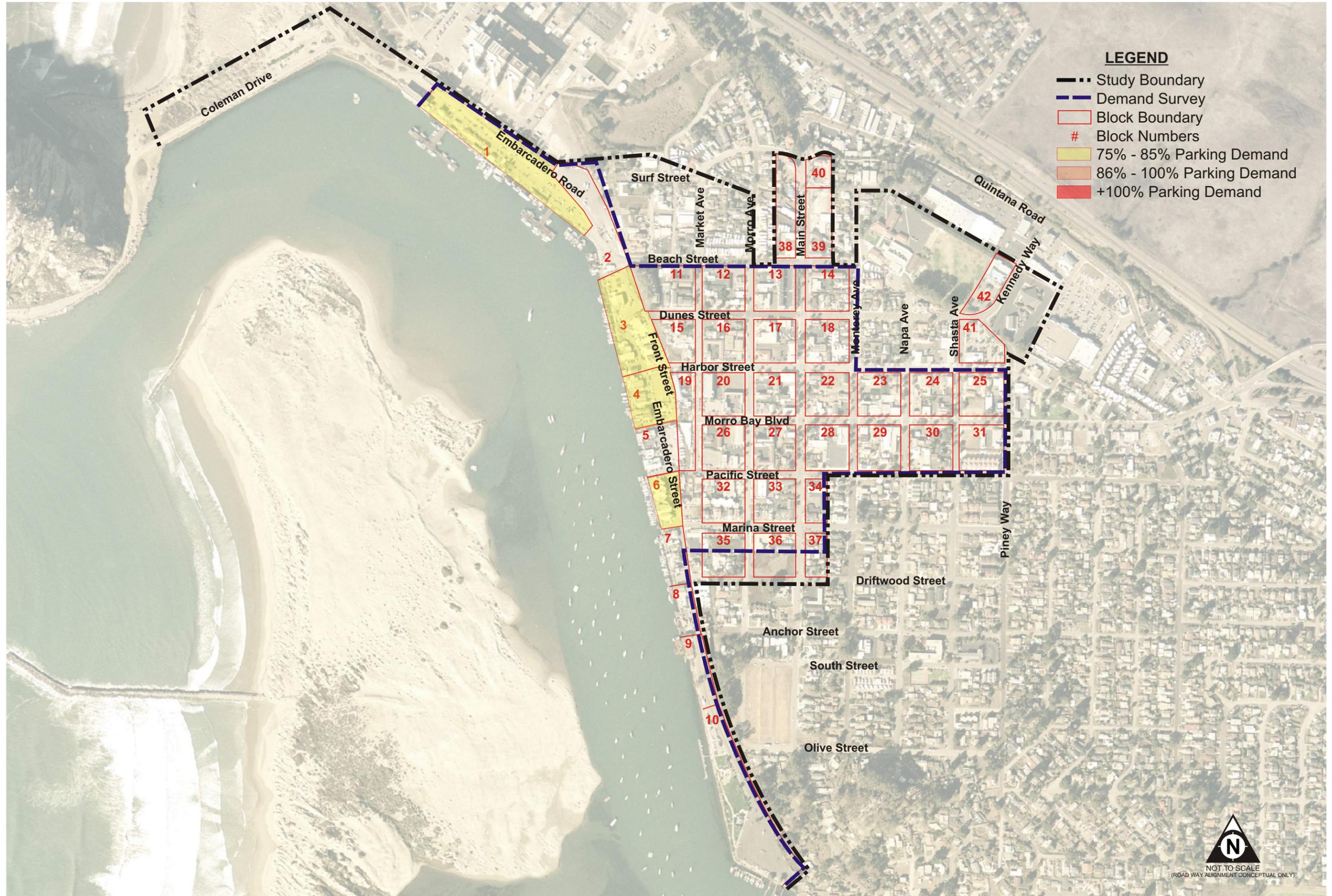


PARKING DEMAND- WEEKEND AVERAGE

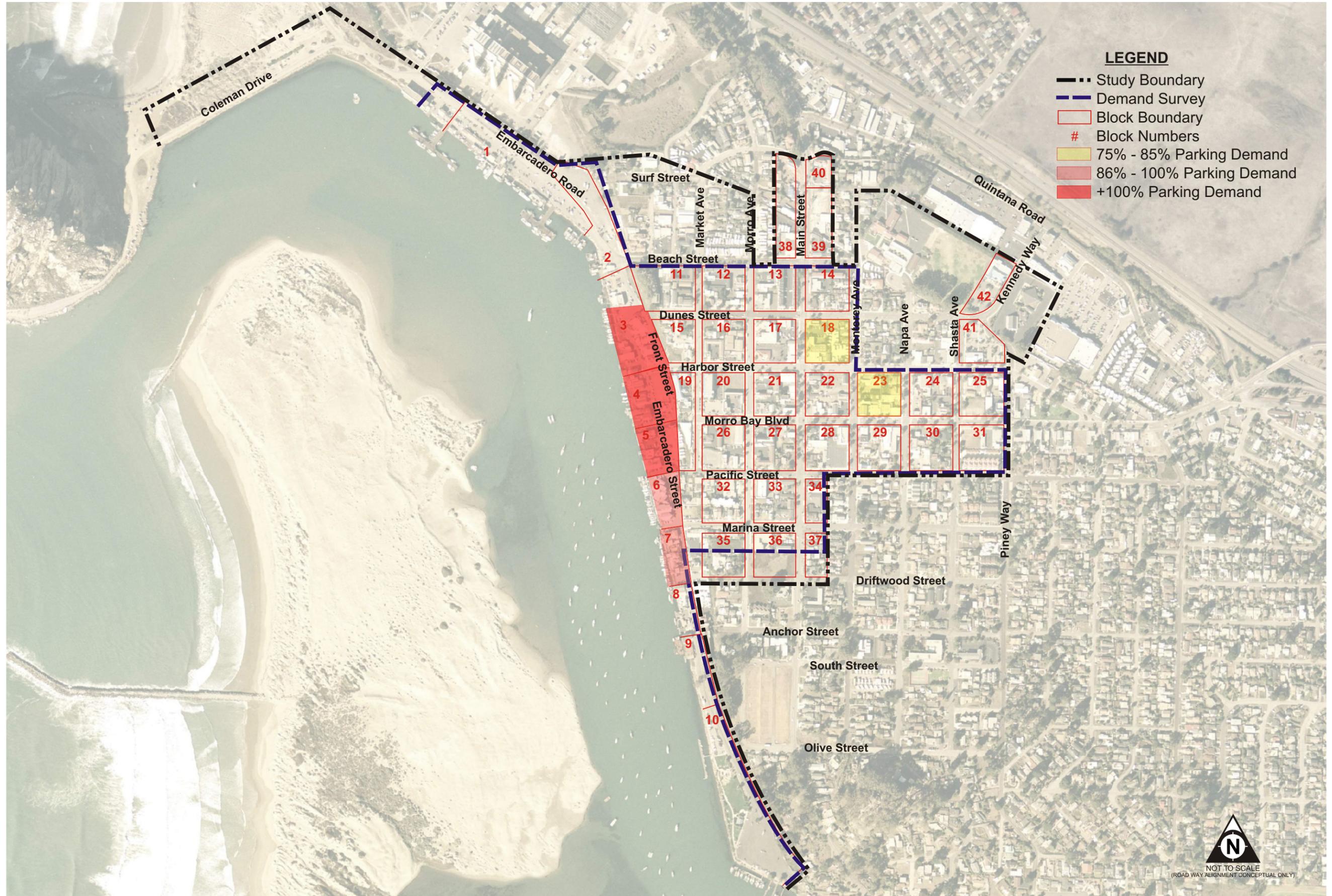
Figures 8 & 9 show where the Peak Hour Demand is greatest both for Weekday and Weekend. Peak Hour Demand was determined to be that hour where the calculated Total Demand percentage was the highest compared to the other five hour intervals, or that hour which experienced the most concentrated demand of parking shortages. Therefore, the Weekday Peak Hour Demand occurred during the hour interval between 1:00 p.m. and 2:00 p.m. (see Appendix Table A2). This may be explained by peak lunch time activity.

Similarly, the Weekend Peak Hour Demand also occurred during the hour interval between 1:00 p.m. and 2:00 p.m. (see Appendix Table A2). While the Weekend hour intervals between 1:00 p.m. and 2:00 p.m., and 4:00 p.m. and 5:00 p.m. both experienced roughly the same overall Total Demand, the survey study showed there to be more critical supply issues during the 1:00 p.m. to 2:00 p.m. hour (see Appendix Tables A2 and A4). Demand during the 4:00 p.m. to 5:00 p.m. hour can be at least partially explained by the fact that the Farmer's Market begins at 4:00 every Saturday during the peak season between Memorial Day and Labor Day and brings an influx of visitors. Main Street is closed from 2:00 p.m. to 7:00 p.m., reducing the availability of on-street parking, and possibly reducing access to some off-street parking.

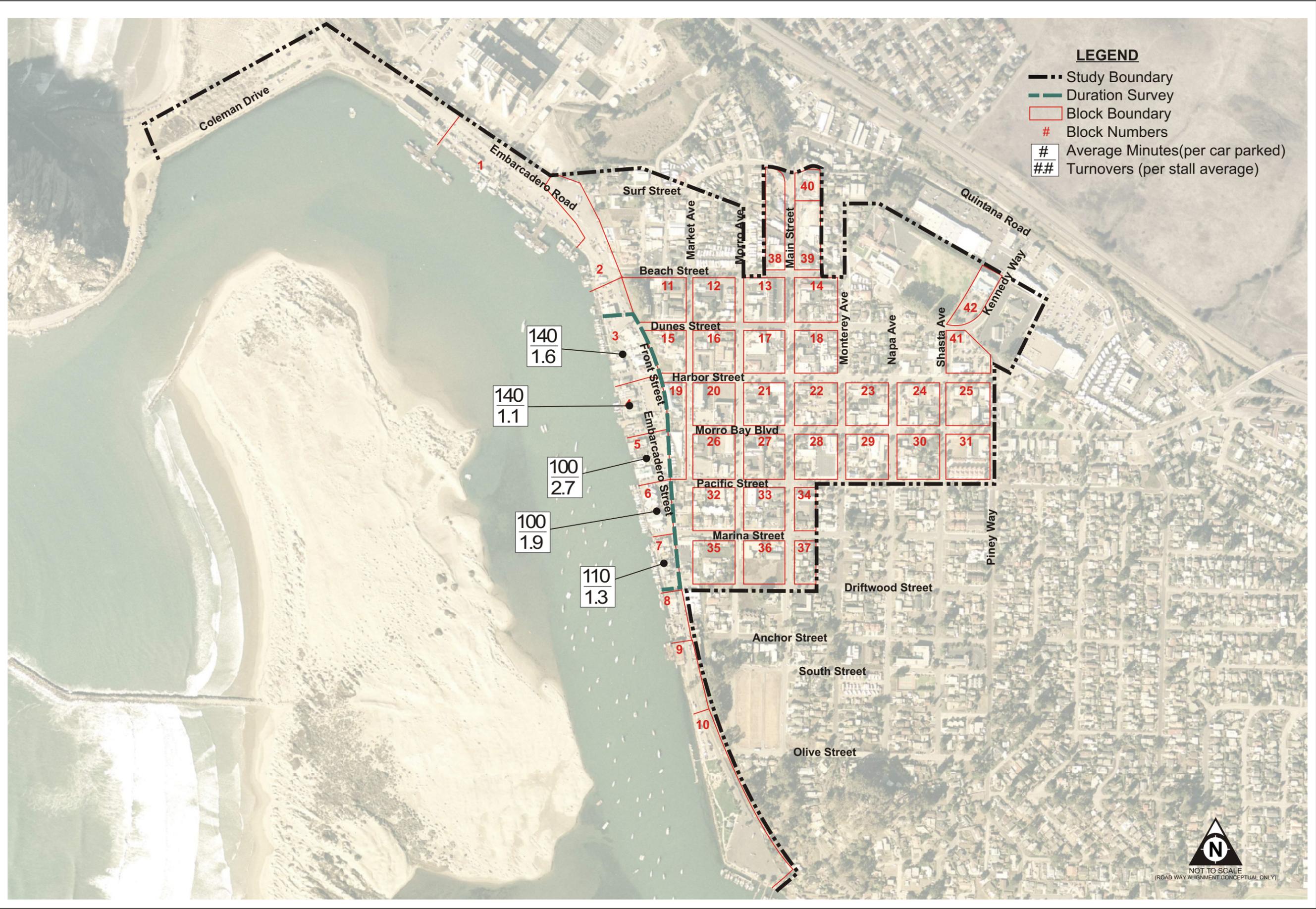
As mentioned above in Analysis Methodology, for the core of the Embarcadero Area, defined to be Blocks 3-7 along Embarcadero Street and Front Street, the City wanted both Demand and Duration evaluated. This means that in addition to raw demand, the duration of parking space use (or turn-over of the spaces) was looked at as well. As described earlier this was accomplished by noting the change of license plate numbers at twenty minute intervals within an hour. These survey results are shown for Weekday and Weekend on Appendix Tables B1 & B2 respectively. These results are also displayed graphically on Figures 10 & 11. The data tabulated in Appendix Tables B1 & B2 indicates the average number of minutes each car parked (distinguished by license plate changes) or remained in a space over successive 20-minute intervals. Then the "turn over" rate was tabulated showing the average number of times a space is used in the 6-hour survey period.



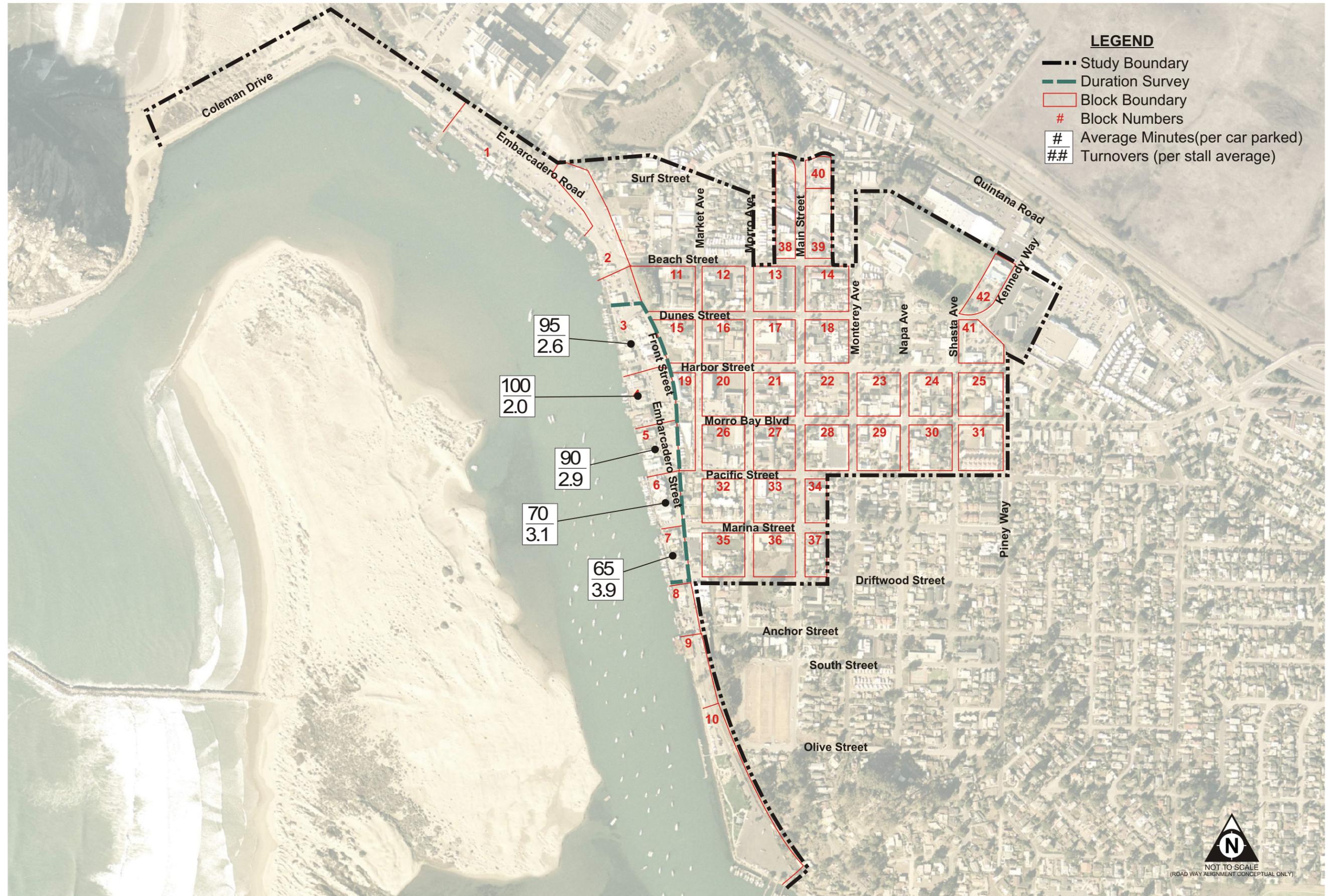
PARKING DEMAND- WEEKDAY PEAK HOUR, 1-2 P.M.



PARKING DEMAND- WEEKEND PEAK HOUR, 1-2 P.M.



WEEKDAY PARKING DURATION



WEEKEND PARKING DURATION

Weekday Demand Results

The Weekday Demand Survey tallies show that, overall within the Demand Survey Boundary, there is not a critical parking shortage during the weekday. However, there are several blocks within the Embarcadero core that are demonstrating “early warning” of possible critical demand, at least for the early afternoon hours/lunch time (i.e. Noon-2:00 p.m.). Based upon the hourly averaging Blocks #1 and #5 may be experiencing the most critical supply shortage weekday.

The Peak-Hour *Weekday* Demand, where there is the lowest overall availability of parking spaces throughout the study area (47%), is the hour between 1:00 p.m. and 2:00 p.m. This Peak Hour demand is highest (between 85% and 100%) within Blocks 3 and 5 along the Embarcadero and is emerging as critical (75% to 85%) within Blocks 1, 3, 4, & 6. Further, Appendix Table A2, shows total demand is 53% with 1161 spaces out of a total available 2182 spaces being utilized during that hour. The next highest demand hours are at Noon – 1:00 p.m. and 2:00 p.m. – 3:00 p.m. at 51%.

Keying in to individual block data (rather than study area averages), Blocks 3 & 6 in the Embarcadero Area may be emerging as isolated “hot spots” as they are experiencing high parking demand--88% and 93% respectively, during the traditional lunch hour of Noon – 1:00 p.m. This information is reflected in Appendix Table A1.

This inventory data shows that overall, weekday parking supplies are currently adequate in the Downtown and Embarcadero Areas with indicators of emerging high demand during peak season activities only in isolated blocks in the Embarcadero Core and only for short, 1-2 hour duration, time spans despite ample availability of parking within nearby Blocks 1 and 2 to the north and Blocks 9 and 10 to the south.

Weekend Demand Results

The overall Weekend Demand Survey Boundary hourly average tallies show that the Downtown Area does not seem to be experiencing a worry-some shortage of parking; but some blocks in the core of Downtown, Blocks 18, 21, 22, & 23 may be emerging as “hot spots”. However, Blocks 3, 4, 5, & 6 and Front Street of the Embarcadero Core are definitely experiencing critical demand in the 86% -100% range. This is probably easily explained by the high visitor draw of this area for tourist-oriented retail shopping and bay-side restaurant dining.

The Peak-Hour *Weekend* Demand occurs during the 1-2 p.m. hour. This Peak Hour demand shows an immediate supply shortage (over 100% demand) within Blocks 3, 4, and 5 along the Embarcadero and is deemed critical (85% to 100%) within Blocks 6, and 7 along the Embarcadero. This may be explained by peak lunch time activity. Appendix Table A2 shows the survey results for the 1:00 p.m. hour.

The 4-5 p.m. hour showed roughly the same demand percentages as the 1-2 p.m. hour, but with less dense demand overall. Demand within the 4:00 p.m. hour can be partially explained, at least

in the Downtown Area, by the Farmer's Market event which begins every Saturday at 4:00 p.m. Appendix Table A4 shows the survey results for the 4:00 p.m. hour.

Keying into individual block data (rather than study area averages), Blocks 2-7 and Front Street in the Embarcadero Areas are definitely experiencing parking shortages, particularly during the Noon - 2:00 p.m. hour(s), but also from 2:00 p.m. - 4:00 p.m. Parking demand tapers slightly at the 5:00 p.m. hour, but is still critical. This inventory data shows that overall, the weekend parking supplies in the Downtown are adequate, and isolated core blocks within the Embarcadero are experiencing critical demand only during peak season activities, and again, only for short, 1-2 hour duration, time spans, despite ample availability of parking within nearby Blocks 1 and 2 to the north and Blocks 9 and 10 to the south

Duration Survey Results

The Weekday Duration Survey shows that the average vehicle parks for 90-100 minutes. The typical parking stall turns over between once and twice. This reflects the weekday use by employees and visitors with longer dwell times. The Weekend data shows the average vehicle parks for 65-80 minutes, which is much shorter than during the weekday. The typical parking stall turns over between 2.5 and 4 times. This data reflects the shorter duration stays by tourists.

Summary Survey Conclusions

The above narratives indicate that some parking shortages do exist in certain areas overall, but in actuality these "shortages" are only occurring in certain blocks during certain hours of the day during a Peak Season weekend. The data suggests that these few blocks are experiencing parking demand at or exceeding the threshold for criticality (over 75%, in the Orange or Red) and may need advance planning to prevent further parking demand or perceived shortages. However, the data also shows the north end of the Embarcadero Area has 2 fairly expansive public parking lots and abundant on-street parking (providing a total of about 390 spaces, representing approximately 46% of all the parking within the Embarcadero Area, defined as Blocks 1-10). These spaces are within a relatively short 2-9 block distance from the predominantly core retail area of the Embarcadero (Blocks 3-7), a generally easy walking distance. The demand survey showed however, that the highest (peak) demand for these spaces was 84% for the 2-3:00 p.m. hour weekday; the average weekday demand was 77%. Only two other one-hour periods experienced demand over 80%, the hour before the 2-3:00 p.m. peak and the hour after the 2-3:00 p.m. In all other hourly intervals, whether weekday or weekend, demand for these spaces was below or well-below 75%. These isolated short periods and locations of critical parking demand, coupled with the abundance of available parking in nearby blocks during these peak demand periods suggests that these critical short-term parking demands may, in reality, be more the result of a variety of other factors besides an actual supply shortage, suggesting effective management techniques, not more supply, will benefit the situation.

In order to begin to explain or determine the reasons for isolated parking demand deficiencies and to formulate reasonable alternative solutions to meet that demand, it will be necessary to

evaluate in more detail the possible variety of factors affecting these peak demands. The factors explored will include, but will not necessarily be limited to:

- existing land uses and their respective parking generation characteristics
- scheduled special events
- adequacy of currently required parking standards
- adequacy of in-lieu fee program and boundary
- options for accessibility to available parking

These factors, and others that may be identified, will be evaluated for their potential cost-benefit affect on preventing further supply shortages or otherwise directing parking demand to existing supply and will ultimately lead to a menu of “Actions” that can be taken to better manage and utilize available parking supply.

CHAPTER 3 – STANDARDS ASSESSMENT

“Management solutions should be used whenever they are more cost effective than adding more parking supply.” --Todd Litman, Parking Management Best practices

Introduction

Seeking to understand parking requirements, one first needs to understand “land use”. This is not as easy as it may sound, as there can be a variety of notions about what the term “land use” means and how land uses, found in a wide range of contexts (e.g. urban or rural) and influenced by numerous surrounding forces (e.g. whether public transit is available or not) accurately translate to parking demand. First and foremost, however, it is imperative to accept the reality that an adopted parking requirement “standard” (e.g. one parking space per 500 sq. ft. of net retail sales area) does not, by itself, generate parking need.

Typically, and in this case with the City of Morro Bay, parking space requirements are historically derived based on a formula that takes into consideration the major purposes of the occupancy of the land, or to the activities of the uses established on the land. However, it is important to emphasize that the premise of this Parking Management Plan is that adopted *requirements* for parking, or parking *standards*, do not directly translate to, create or equate to *demand*, regardless of how widely accepted the City’s parking space requirements may be. This is contrary to the essential premise or assumption of the 1992 Draft Parking Management Plan that was based on the assumption that the adopted standards determined what the actual need for parking is or must be. In reality, human behavioral and physical constraining factors beyond mere adopted standards is what result in real demand which in turn determine the real need—how much and where. The rationale for this report’s premise is further elaborated below.

Background Context of Standards Assessment

Historically cities have adopted parking standards that are often essentially or totally copied from another jurisdiction. Consequently, over time, parking standards have evolved to appear quite uniform from jurisdiction to jurisdiction. Unfortunately these standards most often fail to adequately take into consideration the many unique local variables or human and physical factors that can and do influence parking needs/demands and habits such as: demographics—particularly as they may reflect on such factors as car ownership trends; predominant and ranges of the city’s land uses and densities; whether and to what extent public transit is available and utilized; whether and to what extent biking and walking are planned for and utilized as alternate modes of travel; and the extent to which on-street or public parking, in addition to private parking, is available, and the quality of pedestrian connections from parking lots to key destinations, just to name a few.

Therefore the process of determining standards appropriate for a community is a complex one for many reasons; not the least of which is the fact that most parking standards, many of which are employed in Morro Bay, are not supported by an abundance of *statistically or contextually*

accurate data or surveys. Further, even though widely accepted, the origin of most standards is not really known. Parking space requirements are further complicated by the variety of current land uses that one can now catalog in modern society (like “internet cafes”), some of which are often not well-defined or even defined at all in many zoning ordinances, and the variety of perceived parking needs based upon subtle differences between these many land uses. There is also an endless list of factors upon which parking ratios may be based (that is, the number of parking spaces per some factor), such as gross floor area, sales floor area, lodging rooms, visitors, seats, etc.) (The January, 2006 issue of the American Planning Association’s Zoning Practice on “Smart Parking” contains a list of 216 different bases for parking ratios). Lastly, the general public tends to perceive in more urban settings that parking problems exist when there is not enough free parking right in front of or within a few feet from where they want to go; a nearly impossible expectation to meet practically in all instances.

How land uses are defined and which parking standards and factors are chosen for that land use can have unintended consequences, as well. For instance, the factor chosen as the basis for a parking requirement can reflect on a company’s hiring and investment decisions. [Shoup, Zoning Practice, January 2006]. Consider, in Shoup’s example, the possible effects of the following two distinct requirements:

- 1) One space per employee on the shift of maximum employment;
- 2) Two parking spaces per 1,000 square feet of floor area.

If the City requires one space per employee, theoretically a firm cannot hire more staff without adding more parking spaces. Requiring parking in proportion to employees thus increases the cost of employing labor and may reduce the number of workers hired. Often-times, employees are added to a company’s work-force in small numbers incrementally over time, without ever physically adding more parking. In these instances, communities may begin to feel the adverse effects of “spill-over” parking into areas (like residential neighborhoods) not intended to supply employee-related parking.

Alternately, as in scenario No. 2 above, if the City requires two spaces per 1,000 sq. ft, a firm cannot expand its plant without adding more parking spaces, even if the expansion adds no new employees.

Regardless of the factoring chosen, parking ratios have been moderated some and are now more commonly based on requiring enough spaces to meet “peak demand” based upon locally conducted surveys. Even so, using peak demand to set a minimum parking requirement still can leave many parking spaces empty most, if not all, of the time. [Shoup, “Ask the Author”, Zoning Practice, February 2006].

The prevailing conclusion being derived by current experts with authority developed from studying and analyzing parking phenomena over time is that “over-supply” of parking generally results from historically-applied parking standards regardless of the various land use definitions and factors applied as summarized above. The reason for this is because these standards evolved from a post-WWII car-dependent culture and deriving methodologies geared toward assuring

there are enough spaces to meet any “peak demand”. This thinking perpetuates the erroneous perception that if enough free parking everywhere for every use could not be provided, and notably during the time period between Thanksgiving and Christmas, then there will be a “shortage” of parking.

Commonly, the experts are beginning to reveal, when this perception is evaluated more closely, evidence will surface to show there may not actually be an over-all parking supply shortage, even though there may be intermittent periods of congestion in isolated locations, as is the case in Morro Bay. Instead, symptoms of other short-comings begin to come to light, such as: a lack of user information about where the available parking is; barriers to safe, comfortable pedestrian access to or lack of connections from key destinations to the available parking; inconvenient, cost-prohibitive, or unavailable public transit; or over-priced or time-limited parking nearby, to name a possible few.

Next, beyond determining a proper standard or ratio for parking requirements, all parking has a cost, even though most all parking is perceived to be “free”. According to Shoup [June 2005], for 99 percent of the trips we, as a society, make in our vehicles, parking is free, meaning we don’t pay directly for it the instant we use it. In Morro Bay, since there are no metered spaces, and no “park for a fee” lots, this percentage is probably 100%. Regardless, all parking, whether on-street or off, public or private, has a cost that must be considered or factored into parking requirements.

The City of Morro Bay inherently understands this concept, since it has adopted an “In-Lieu Fee” parking program, whereby development pays a pro-rata share of the pre-determined cost per parking space (\$15,000¹), instead of actually providing the space. In this fashion a capital fund is generated for the express purpose of resolving parking needs on a comprehensive City-wide basis rather than on a project-by-project basis. The City’s in-lieu fee program, embodied in Ordinance Code section 17.44.020.A.7, allows developers to satisfy parking requirements by the payment of an “in-lieu” parking fee when it can be demonstrated that the required off-street parking cannot reasonably and practically be integrated into the development of commercially zoned property.

However, it is critical to understand that any fee to recover the cost of parking can create a cycle that effects, to various degrees, whether new development or redevelopment occurs and what land uses then occur from such development activity.

Adding to the somewhat problematic aspect of the in-lieu fee burden to development is the fact that development is rarely provided any credit for available on-street parking. There is dearth of information related to valid ways to offer such a credit, because there doesn’t seem to be a widely accepted way to determine which business is making use of the on-street spaces or at

¹ The fee calculated by the City reflects an “average” cost of providing both surface spaces (est. at \$11,000-\$12,000 per space) and structure spaces (est. at \$20,000 to \$25,000 per space) and also assumes some joint (multiple) use of each space. The City acknowledges that development of surface spaces is clearly more cost effective, however, in anticipation of a potential decline in inventory of available land for surface lots may effect the need in the future to consider new stalls in structures, making the collection of the fee a necessary tool in the tool box in order to plan ahead for additional parking supply solutions.

what rate. Consequently, a clear-cut means or formulation to provide a credit and to whom is rarely available in city ordinances, but there are some standards out there that can be considered. (Please see discussion below under the “Emerging Parking Standard Trends” section of this Chapter).

Commonly on-street parking becomes part of an uncalculated supply and typically, new development is burdened with the “cost” of providing “off-street” parking through the in-lieu fee that does not factor in available on-street supplies. It does follow, many will argue, that increasing parking requirements or cost of parking (i.e. through high in-lieu fees) can deter or retard development and re-development (including of historic properties and buildings), and where it does not, can result in more and more “asphalt eyesores” [Shoup, February 2006]. By extrapolation, off-street parking requirements indirectly drive up development costs since less land, presumably, is available for development, not to mention the cost to construct the parking. In areas zoned for residential uses or mixed commercial residential uses, historically-accepted parking standards have the potential to reduce the supply of housing and increase its price, even in neighborhoods where you want to encourage higher density. [Shoup, February 2006].

As is evident in the demand survey conducted for Morro Bay, the “peak demand” periods are generally of rather short duration, both in the Downtown and the Embarcadero, where upwards of 85-100% (and more) of parking supply is utilized only in a few isolated blocks and, within those blocks, for no more than one or two-hour stretches at mid-day (Noon-2:00 p.m., generally). What this means is that:

- 1) There is a “congestion” (demand) problem for these isolated blocks for brief period at mid-day;
- 2) There is generally ample supply during these peak hours in very nearby surrounding blocks;
- 3) There is generally ample supply in these blocks immediately before and after the brief peak period;
- 4) Trying to increase supply during these peak periods in the affected blocks is probably difficult and expensive; and
- 5) Parking demand is probably more effectively met by utilizing, more cost effectively, parking *management* techniques.

City Ordinance Parking Standards

Overview of Adopted Standards

Chapter 17.44 of the Morro Bay Ordinance Code sets forth the currently adopted parking requirements for the City. These standards, in affect since last amended by the City in 1999, are applied to new development within the City. Chapter 17.44, sets forth the standards for parking facilities (spaces), standards for driveways and drive approaches, loading facilities, and parking management programs and districts (including a Parking In-Lieu Fee program and a Parking Management Plan Boundary, wherein the in-lieu fee program applies). The stated purposes of Chapter 17.44 are as follows.

- To minimize street congestion and traffic hazards; and
- To provide safe and convenient access to land use.

The City ordinance chapter also contains provisions for exceptions to these express standards which may only be granted by the [planning] director or the planning commission subject to appropriate conditions adopted with a use-permit and based upon findings as specified.

Overview of City-Proposed Draft Parking Standards

At the writing of this Plan, said adopted parking requirements are in the process of being revised. The proposed draft of Chapter 17.21 of the new City Zoning Ordinance proposes revisions to the current Chapter 17.44 referenced above for parking requirements. The proposed revisions are provided in-full on-line at the City's website (www.morro-bay.ca.us). The stated purposes of the draft ordinance are expressed below:

- Ensure that off-street parking and loading facilities are provided for new land uses and for major alterations and enlargements of existing uses in proportion to the need for such facilities created by each use.
- Establish parking standards for commercial uses consistent with the need for and the feasibility of providing parking on specific commercial sites.
- Ensure that off-street parking and loading facilities are designed in a manner that will ensure efficiency, protect the public safety, and where appropriate, protect surrounding land uses from adverse impacts.

These purposes are different than the purposes expressed in the current ordinance, and, while perhaps subtle, these differences are significant. These draft purpose statements intend to recognize and anticipate that parking should be provided based upon a determined need rather than the blind application of a vague or unsubstantiated standard which is a more realistic approach to achieving adequate parking supply in the City.

In addition to the proposed new purpose statements, the City's draft ordinance proposes several other important changes to the actual parking requirements or standards. These proposed revisions are discussed and compared to existing adopted standards in more detail below in the context of the respective topical headings.

Off-Street Parking by Use

The ratios of parking spaces required by Chapter 17.44 of the currently in-effect standards as well as the parking space ratios of the proposed draft Chapter 17.21 apply to every new use or new or enlarged structure, in particular where such enlargement or new use is a change to a more intensive use that would require the provision of more parking spaces over what already exists. (The additional spaces thereby required is only to be based upon the number of spaces required for the actual changed or expanded portion). Table 3 on the following pages is a summary of the existing and proposed standards side-by-side. Highlighting with the “proposed” columns denote a change from existing.

In summary, the City’s existing and proposed parking ordinances both require parking spaces based upon an established ratio of so many spaces per some factor for general categories of land uses (e.g. residential, commercial, industrial) and for sub-sets of more specific uses within the broader categories.

Generally speaking, except as described above, the proposed and existing ordinances treat the parking requirements for uses not contained in Table 3 as follows:

For uses not specifically listed, then the ordinances provide that the [planning] director shall determine the parking requirement based on [the director’s judgment of] the parking required for the most similar use of equivalent intensity.

For a mixture of uses on the same site (such as within a master-planned development with common parking areas,) the parking requirements shall be determined by adding the requirements for the individual uses.

For a mixture of functions in a single use building, parking requirements are determined as that required for the principal use based on the total area of all internal functions. For joint use parking, the director may authorize it where there is no conflict in the operating hours of the concerned uses or where the total number of spaces is not less than the sum of the individual parking requirements of the joint uses, provided the concerned parties submit an adequate executed agreement governing the joint parking.

The proposed draft ordinance requirements the “space per sq. ft. requirements” will result in fewer parking spaces being required for several specific land uses. These changes, while relatively minor (they apply to only a few land use types and would not seem to impact significantly the ultimate supply of parking available around the City from new development), are a step in the right direction toward avoiding “over supply” of parking.

Please note, the text in Table 3 is for summary purposes only and is not to be interpreted verbatim. Reader should consult existing adopted and proposed draft Zoning Ordinances on file at the City of Morro Bay, Public Services Department.

TABLE 3

EXISTING AND PROPOSED ZONING ORDINANCE PARKING REQUIREMENTS

	Existing Zone Ordinance Requirements		Proposed Zone Ordinance Requirements	
<i>Use Classification</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>
Residential				
Single-Family Dwelling, exceptions allowed in Overlay Zones and for 2nd unit/guest houses	2 per dwelling for lots over 3,600 square feet, 1 space for lots under 3,600 square feet; all spaces shall be covered and enclosed		2 per dwelling; covered; exceptions allowed in Overlay Zones, and for guest houses, & 2nd units.	
Second Units	1 per bedroom max 2/unit, which may be uncovered but not in tandem or in yard setbacks		See 17.48.320F	
Multiple Family Residential	Studio: 1 per unit (covered.) 1 bedroom units: 1 .5 per unit (covered.) 2 or more bedroom units: 2 per unit (covered.)		Studio: 1 per unit (covered.) 1+ bedroom units: 1-1/2 per first bedroom+1/2 for each addt'l bdrm, not to exceed 2 spaces per unit (covered). 1 guest space for each 5 units in developments, of 5 or more units for guests (can be uncovered.)	
Mobile Home Parks	1 per unit, to be located adjacent to the unit plus 0.5 spaces per unit, which may be located in common or guest parking areas		1 per unit located with the unit. ½ space per unit located in common or guest parking.	
Group Housing (Formerly Boardinghouses, fraternities, sororities)	1 per 1.5 residents, or 1.5 per bedroom, whichever is greater		1 per 1.5 occupants or 1.5 per bedroom, whichever is greater,	

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Service-Enriched Housing (Formerly “Elderly housing”)	Units less than 600 sq. ft. in area may provide less parking than required above with a minimum of 0.5 per unit		Units less than 600 sq. ft. in area designed for elderly and to be inhabited by at least one resident of 60+ yrs of age; may provide less parking than required above with a minimum of 0.5 per unit	
Family Day Care (formerly Large-family day care homes”)	1 per employee		1 <i>additional</i> off-street parking space per employee of proprietor	
Public and Semipublic				
Cemetery	As determined by the Director		Not defined	
Clubs and Lodges	1 per 1 00 sq. ft. of floor area used for assembly purposes)	1	1 per 40 sq. ft. of floor area in assembly room(s)	
Colleges and Trade School (formerly “Adult, business and trade schools”)	1 per 50 sq. ft. of classroom assembly floor area	1	1 per 50 sq. ft. of classroom assembly floor area	
Community Center (formerly “Assembly halls, auditoriums, theaters, stadiums”, see also below for: “Commercial Entertainment & Recreation”)	Fixed seating: 1 per 4 seats; Non-fixed seating: 1 per 50 sq. ft. of floor area used for assembly purpose	1	1 per 4 fixed seats, or 1 per 40 sq. ft. of non-fixed seating space, or 1 per 2 ft. length or fraction thereof of booth or bench seating.	
Community Social Service Facilities	1 per 50 sq. ft. of floor area used for assembly purposes	1		

TABLE 3

EXISTING AND PROPOSED ZONING ORDINANCE PARKING REQUIREMENTS

	Existing Zone Ordinance Requirements		Proposed Zone Ordinance Requirements	
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Conference Facilities	1 per 50 sq. ft. of floor area used for assembly purposes	3	1 per 50 sq. ft. of floor area used for assembly purposes	
Cultural Institutions (formerly "Libraries")	1 per 500 sq. ft. of gross floor area plus 1 per 50 sq. ft. of floor area used for assembly purposes	4	1 per 500 sq. ft. of gross floor area plus 1 per 50 sq. ft. of floor area used for assembly purposes	
Day Care Center (formerly "Nursery schools or day care facilities")	1 per 6 children; maximum enrollment based on maximum occupancy load	1	1.5 per 420 sq. ft. net classroom floor area + minimum 1 per administration.	
Government Offices	1 per 300 sq. ft of gross floor area	2		
Hospitals and Clinics	1 per bed	3	1 per bed	
Park and Recreation Facilities	As determined by the Director		Previously covered a list of uses including: Bowling, billiards, games, amusements, outdoor game areas, gymnasiums, handball, racquetball, tennis skating rinks, dance halls skateboard parks, community swimming pool, each with their own requirements ranging from one per court or 1 per 100 sq. ft. of floor or pool area, plus additional per sq. ft. of area devoted to spectators, or for shower, locker or changing areas.	
Public Safety Facilities	As determined by the Director			

TABLE 3

EXISTING AND PROPOSED ZONING ORDINANCE PARKING REQUIREMENTS

	Existing Zone Ordinance Requirements		Proposed Zone Ordinance Requirements	
<i>Use Classification</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>
Religious Facilities	1 per 50 sq. ft. of floor area used for assembly purposes if seats are not fixed		Formerly part of reqmt for Clubs & lodges (see above.) Additional requirement for classrooms per elementary and secondary school reqmts. (see below)	
Residential Care Facilities (formerly “Rest homes, convalescent hospitals”)	1 per 3 beds	1	1 per 3 beds	
Schools, Public or Private	Elementary and junior high schools: 2 per classroom plus 1 per 300 sq. ft. of office, assembly, or common facility gross floor area High schools: 4 per classroom plus 1 per 300 sq. ft. of office, assembly, or common facility gross floor area.	1	Elementary and junior high schools: 2 per classroom plus 1 per 300 sq. ft. of office, assembly, or common facility gross floor area High schools: 4 per classroom plus 1 per 300 sq. ft. of office, assembly, or common facility gross floor area.	
Commercial				
Adult Business Establishments	1 per 400 sq. ft. of gross floor area			
Animal Sales and Services				
<i>Kennel</i>	1 per 300 sq. ft. of gross floor area plus 1 per 1,500 sq. ft. of kennel area	1	1 per 300 sq. ft. of gross floor area plus 1 per 1,500 sq. ft. of kennel area; (Previously applied also to “Animal hospitals, veterinary clinics, small animal boarding.”	
<i>Kennels with Outdoor Activity Areas</i>	1 per 300 sq.ft. of gross floor area	1	Not defined.	

TABLE 3

EXISTING AND PROPOSED ZONING ORDINANCE PARKING REQUIREMENTS

<i>Use Classification</i>	Existing Zone Ordinance Requirements		Proposed Zone Ordinance Requirements	
	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>
Automobile Sales and Services				
<i>Automobile Rentals</i>	1 per 400 sq. ft.; plus 2 storage spaces			
<i>Automobile/Vehicle Sales and Leasing</i>	1 per 250 sq. ft. of interior display space; plus 1 per 1000 sq. ft. of parts department; plus 1 per 25 outdoor display spaces	1	1 per 300 sq. ft. of sales area	
<i>Automobile/Vehicle Service and Repair, Major</i>	1 per office, 2 per service bay, 1 every 2 full pumps, 1 per 300 sq. ft. sales area		(formerly “major” and “minor” not distinguished) 1 per service bay plus 2 per pump island	
<i>Automobile/Vehicle Service and Repair, Minor</i>	1 per 400 sq. ft. of gross floor area			
<i>Automobile/Vehicle Washing</i>	1 plus tandem reservoir spaces equal to 5 times washing capacity		1 plus tandem reservoir spaces equal to 5 times washing capacity	
<i>Large Vehicle Sales, Services and Rental</i>	1 per 500 sq. ft.; plus 1 per 500 sq. ft. of outdoor display	1		
Bank And Other Financial Institutions	1 per 300 sq. ft. of gross floor area	2	1 per 300 sq. ft. of gross floor area	
Bed And Breakfast Inns	2 + 1 per room or group of rooms intended to be occupied as a unit		2 + 1 per room or group of rooms intended to be occupied as a unit	
Building Materials and Services	1 per 300 sq. ft.; plus 1 per 2000 sq. ft. of outdoor storage area and 1 per 500 sq. ft. of enclosed processing or milling area.	1		

TABLE 3

EXISTING AND PROPOSED ZONING ORDINANCE PARKING REQUIREMENTS

	Existing Zone Ordinance Requirements		Proposed Zone Ordinance Requirements	
<i>Use Classification</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>
Business Services	1 per 300 sq. ft. of gross floor area with a minimum of 2 per tenant in an office complex	1		
Commercial Entertainment and Recreation			See above for "Community Center"	
<i>Large-scale</i>	1 per 4 seats or every 40 feet of non-fixed seating space; (for booth or bench seating, each two feet of length or fraction thereof shall count as one seat.)	3		
<i>Small-scale</i>	1 per 200 sq. ft.			
<i>Boating and Fishing Facilities(formerly "Marinas and moorings")</i>	1 per 35 lineal feet of boat tie-down area or 2 per 35 lineal feet of boat tie-down area to be used by live aboard boats. 1 per each mooring location.		1 per 35 lineal feet of boat tie-down area or 2 per 35 lineal feet of boat tie-down area to be used by live aboard boats. 1 per each mooring location. Also: "Cruise ships or other for hire passenger vessels" 1 per 6.5 lineal feet of boat length.	
<i>Golf Course(formerly included "Golf driving ranges")</i>	5 per hole plus that required for clubhouse uses; 2 per tee for driving ranges		5 per hole plus that required for clubhouse uses; 2 per tee for driving ranges	
<i>Overnight RV Parking</i>	1 per camping space plus 1 common space for each 5 camping spaces		1 per camping space plus 1 common space for each 5 camping spaces	
Eating and Drinking Establishments				

TABLE 3

EXISTING AND PROPOSED ZONING ORDINANCE PARKING REQUIREMENTS

	Existing Zone Ordinance Requirements		Proposed Zone Ordinance Requirements	
<i>Use Classification</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>	<i>Number of Off-Street Parking Spaces Required</i>	<i>Off Street Loading Spaces: Group Number</i>
<i>Bars/Night Clubs/Lounges</i>	1 per 60 sq. ft. of customer seating area, plus 1 per 30 sq. ft. of dance floor			
<i>Restaurants, Full and Limited Service</i>	1 per 60 sq. ft. of customer seating area, for restaurants in combination with a hotel, motel, or R-V park, a minimum of 1 per 90 sq. ft. of customer seating area	1	1 per 60 sq. ft. of customer seating area, for restaurants in combination with a hotel, motel, or R-V park, a minimum of 1 per 90 sq. ft. of customer seating area. Also required 1 per 30 sq. ft. of dance floor.	
<i>With Drive-Through Facilities</i>	1 per 60 sq. ft. gross area; plus queue space for 5 cars for drive-up service			
<i>With Outdoor Eating Areas</i>	0 for outdoor seating areas of less than 125 sq.ft. 1 additional per 3 seats for outdoor seating areas above 1 25 sq. ft			
Food and Beverage Sales	1 per 400 sq. ft. for the first 1,000 sq. ft. of gross floor area; 1 per 500 sq. ft. over 1,000 sq. ft.	1		
<i>Liquor stores</i>	1 per 250 sq. ft.	1		
Home Improvement Sales and Services	1 per 400 sq. ft. of gross floor area plus 1 per 500 sq. ft. outdoor storage area and outdoor display area	1		
Hotels and motels	1 per room or group of rooms intended to be occupied as a unit, plus 1 for each 10 rooms, plus 2 for each resident manager's quarters.	1	1 per room or group of rooms intended to be occupied as a unit, plus 1 for each 10 rooms, plus 2 for each resident manager's quarters.	

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Laboratories	1 per 500 sq. ft. of gross floor area	1		
Maintenance and Repair Services	1 per 300 sq. ft.; minimum 2 per tenant			
Marine Sales and Services	1 per 400 sq. ft			
Mortuaries and Funeral Homes	1 per 50 sq. ft. of floor area used for assembly purposes	1	1 per 40 sq. ft. of floor area in assembly room(s).	
Office, Business And Professional (formerly covered "Title insurance companies")	1 per 300 sq. ft. of gross floor area	2	1 per 300 sq. ft. of gross floor area, but not less than 2 per tenancy in an office complex	
Offices, Medical and Dental	1 per 300 sq. ft. of gross floor area	2	1 per 300 sq. ft. of gross floor area, but not less than 2 per tenancy in an office complex	
Personal Improvement Services	1 per 300 sq. ft. of gross floor area with a minimum of 2 per tenant in a development or shopping center		1 per 300 sq. ft. of gross floor area with a minimum of 2 per tenant in a development or shopping center	
Personal Services	1 per 300 sq. ft. of gross floor area with a minimum of 2 per tenant in a development or shopping center		1 per 300 sq. ft. of gross floor area with a minimum of 2 per tenant in a development or shopping center	
Retail Sales	1 per 300 sq. ft.0 for outdoor sales areas of less than 125 sq.ft.0.5 times the parking ratio for outdoor sales areas above 1 25 sq. ft.	1	1 per 300 sq. ft.0 for outdoor sales areas of less than 125 sq.ft.0.5 times the parking ratio for outdoor sales areas above 1 25 sq. ft.	
<i>Large Format</i>	1 per 500 sq. ft. 0 for outdoor sales areas of less than 125 sq. ft.	3	Not distinguished.	

TABLE 3

EXISTING AND PROPOSED ZONING ORDINANCE PARKING REQUIREMENTS

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	0.5 times the parking ratio for outdoor sales areas above 1 25 sq. ft.			
Wholesale, Distributing and Storage (formerly “Warehousing not associated with another use”.)	1 per 1000 sq. ft. plus 1 per 300 sq. ft. of accessory office area	1	1 per 1000 sq. ft. of <i>gross floor area</i> plus 1 per 300 sq. ft. of accessory office area	
Industrial				
Contractor's Yards	1 per 1,500 sq. ft. plus 1 per 500 sq. ft. of building area		1 per 1,500 sq. ft. plus 1 per 500 sq. ft. of building area	
Handicraft/Custom Manufacturing	1 per 1 ,000 sq. ft. of gross floor area		1 per 500 sq. ft. of gross floor area	
Industry, Coastal-Related and General	1 per 1 ,000 sq. ft. of gross floor area	1		
Industry, Limited	1 per 750 sq. ft. of gross floor area	1	(formerly not “Limited”) 1 per 500 sq. ft. of gross floor area	
Warehousing and storage				
<i>Indoor Commercial Storage</i>	1 per 2,000 sq. ft. plus 1 per 300 sq. ft. of accessory office area			
<i>Mini-Storage</i>	1 per 800 sq. ft. plus 1 per 300 sq. ft. of accessory office area			
<i>Outdoor Storage</i>	1 per 5,000 sq. ft. of outdoor storage area			
Transportation, Communication and Utilities				

TABLE 3

EXISTING AND PROPOSED ZONING ORDINANCE PARKING REQUIREMENTS

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Communication facilities	As determined by the Director			
Docks, Piers, and other Coastal-Related Infrastructure	As determined by the Director			
Recycling Facilities	As determined by the Director			
Utilities, Major	As determined by the Director			
Agriculture and Extractive Uses				
Agriculture, Coastal-Related	1		Not defined	
Crop and Animal Raising	1		Not defined	
<i>Equestrian Boarding</i>	As determined by the Director		Not defined	
Mining and Quarrying	1		Not defined	
Nurseries	1 per 500 sq. ft. outdoor display area		Not defined	
Farm Supply Stores (formerly covered under "Outdoor sales")	1 per 400 sq. ft.		1 per 2,000 sq. ft. of outdoor or warehouse storage area + 1 per 300 sq. ft. of indoor sales or accessory office area, + 1 per 500 sq. ft. of enclosed processing or milling area.	

On-Street Provisions

The following is text excerpted from the currently adopted Chapter 17.44 Parking, Driveway and Loading Facilities requirements.

17.44.020 Parking Facilities.

A. Off-Street Parking – General Requirements...

6. Off-Site Parking Facilities.

a. Off-street parking requirements may be met partially or wholly upon a site other than the site on which the use and/or structure is located. Said site shall be located within six hundred feet of the use to be served and an adequate indenture shall be recorded designating the off-street parking facility and the use or structure to be served, providing legal description of the sites, and certifying that the parking facility shall not be used for any other purpose.

b. Upon submission of satisfactory evidence that other off-street parking facilities that meet the requirements of this chapter have been provided, or that the use requiring off-site parking has ceased, been removed, or altered so as to no longer require the off-site parking facility, the planning commission shall remove the restriction.

Although this text contains a heading and text referring to “Off-Site Parking Facilities”, it is clear that it falls under the broader heading of “Off-Street” indicating that all off-site parking proposed must also be “off street”. Therefore the current ordinance contains no credit allowance for “on-street” parking that might be available to the use or uses.

Neither the current nor the proposed parking ordinances contain a method for crediting a development’s parking requirements with any amount of available on-street parking. On-site parking remains the key component in the parking equation.

Shared Parking

Currently Section 17.44.020A.5 of the adopted City Zoning Ordinance contains provision for off-street shared parking, entitled “Joint Use Parking Facilities”. This section reads as follows:

“The director may authorize the joint use of parking spaces where there is no conflict in the operating hours of the concerned uses or where the total number of spaces is not less than the sum of the individual parking requirements of the joint users, provided that the concerned parties submit an adequate executed agreement governing the joint parking.”

In the pure sense, “shared parking” means that a (one) parking facility is built to serve multiple users or destinations. [Litman, 2006] And further, it is also intended to suggest, more contemporarily, that an actual reduction of the mathematical sum of spaces required for the individual uses can be allowed where the aggregate spaces are to be “shared” in a common parking facility. Litman provides the following example:

100 employees can usually share 60 to 80 parking spaces since, at any particular time, some are on leave, some are commuting by an alternative mode, some are in the field, and some are working another shift.

So in this example, the total number of spaces otherwise individually required is able to be reduced based upon realities of sharing spaces. Or, think of it as the number of spaces required being distributed in a more pro-rata fashion amongst all the users based upon calculated sharing; spaces can be shared rather than reserved or dedicated.

The first component of the Morro Bay ordinance shared parking requirement which says, "...where there is no conflict in the operating hours of the concerned uses ..." represents the more typical implementation of shared parking and has the potential, thereby, to make more effective use of land. This language provides that a single parking lot can be used by two or more uses as long as their operating hours or parking demands do not overlap. Many municipalities have successfully taken this concept a step further by making sure that "peak hours" of uses wanting to share parking do not overlap. A common example of this would be an office building sharing parking with a restaurant or theater, since peak demand for offices occurs during weekdays and on weekend evenings for restaurants and theaters. [Litman, 2006]

The second component of the Morro Bay Zoning ordinance language is less effective in managing over-supply of parking in that it requires the *aggregate* number of parking spaces required for the "joint (shared) uses" to be equal to the *sum total* of spaces that would be required for each use in a singular-use arrangement. There is, therefore, no provision contained in the language to allow a reduction of spaces to more accurately reflect actual demand of the joint users. The language, probably unintentionally, perpetuates the current over-supply of parking that is evident from the Supply/Demand survey results, because it doesn't allow for a reduction of spaces based upon documented or more accurate evidence of need or demand for the joint users.

The draft proposed parking standards, however, contain an important change related to more expressly described provisions for "joint use parking" and actually containing language encouraging use of more shared parking. The joint use or "shared" parking changes proposed are significant in that they allow, through a minor (planning director-approved) use permit process a reduction of up to 20 percent of the total number of spaces otherwise required by the chapter and providing findings as specified can be made. A greater reduction is allowed through the provision for a planning commission-approved use permit process. The City could consider further enhancement to the joint use provisions to achieve parking more proportional to actual need by including a provision to allow, similar to the proposed new "Off-Site Parking" requirements, of a Parking Demand Study that substantiates the proposed number of joint-use parking spaces. The proposed joint use ordinance provisions could also include requirements that development plans demonstrate pedestrian-safe accommodations between the joint-use parking and the business destinations and surrounding uses, and allow space credits by including provisions if bicycle and motorcycle parking facilities are proposed.

The proposed draft parking ordinance continues the Parking In-lieu Payment program with virtually no changes either to the area of the district or to the implementation program or fee.

Mixed Use Standards

The current adopted zoning ordinance contains provisions to allow for mixed use development through the use of a special combining use/overlay zone (Section 17.40.070.). Although there are “as-of-right” mixed use allowances in ~~any~~ some of the adopted zoning districts (e.g. C-1, G-O, and MCR), there are no specific companion mixed use parking requirements, suggests that such parking requirements are determined through perhaps a planned unit development permit or through a conditional use permit where the “additive provisions” of the earlier summarized shared parking provisions apply; not necessarily resulting in a reduction of parking to achieve a true “shared” parking arrangement.

The proposed draft zoning ordinance does contain an express zoning district for mixed uses called “MX” (described in proposed Section 17.07 Commercial Districts.) It allows a variety of uses either permitted “as-of-right” with no discretionary permit, permitted as-of-right” subject to express limitations, permitted with a “Minor” use permit subject to review and approval by the Public Services Director, and permitted with a full conditional use permit subject to public review and discretionary review by the City Planning Commission. The proposed draft zoning ordinance language suggests that the “MX” zone is intended to be applied primarily in areas designated by the General Plan for commercial uses, in which case residential uses proposed as part of the “mixed” uses cannot be allowed “as-of-right” but with a conditional use permit. It is assumed in these instances the provisions of the proposed draft “Joint Use Parking Facilities provisions of proposed Section 17.21.050 (described above) would apply. There are no other standards in this parking section that appear to be expressly applicable to mixed use development proposals.

Emerging Parking Standard Trends

Mixed Use Standards

The structure and content of the City’s existing and proposed parking ordinances are typical of many cities’ standards, especially smaller cities. While the exact ratios of spaces per square footage of particular land uses (or of some other factor) have varied or evolved over time, parking ratios based upon square footage has been the common practice over the last twenty-five to thirty years. It is also somewhat typical or common, that “mixed use” provisions have been an “additive” process, as is the case with the one provision of the City’s joint use standard, as a way to determine the aggregate parking needed for the total project. However, the term “mixed use” is evolving to hold a different meaning in terms of land usage. For example, with increasing real-estate costs, there is a trend toward mixed uses being those that allow work-live use arrangements; in other words, where the citizen who works in the building also has his/her residence there. This land use pattern has the potential to result, first, in perhaps fewer cars, and second, fewer trips, and therefore ultimately, a need for fewer spaces. Ladera Ranches in Orange County is an example where such zoning & companion parking provisions exist. Also, in mixed-

use areas of old Pasadena, minimum parking requirements are reduced by 25% from non mixed-use areas to account for this reduction in vehicle trips.

Transit Oriented Development and Public Transit

With social and scientific pressures to reduce pollution related to automobile exhaust, there is a continually growing impetus to increase and expand operations of public transit. As a result, a companion trend is emerging to adopt land use patterns and densities oriented to increasing opportunities for utilization of public transit as a safe and convenient alternative mode of transportation rather than the single-occupant vehicle. Achieving these development patterns and reducing single-occupant vehicle trips ultimately translates to reduced demands for vehicle parking; supporting the potential to further reduce the ratio of spaces required for various land use types. While the relatively small square area and population of Morro Bay may not make utilization of this trend necessary or feasible, it can be considered useful in making moving about the City from convenient parking lots to tourist-oriented destinations easier to accomplish by public transit rather than by travel in personal vehicles.

Public transit can also serve as a means to free up limited parking spaces in the Downtown and Embarcadero Areas that are currently taken up by employees of the businesses that serve these areas. Studies have shown that even when time limits are imposed on business fronting parking, many employees will chose to move their cars every couple of hours as opposed to parking in public lots located farther away (Ventura Best Practices). This parking dilemma can be solved by simply providing employees incentives for parking in the large peripheral public parking lots. For instance, in the neighboring City of San Luis Obispo free monthly passes are offered to all downtown employees.

Shared Parking

Flexibility in the City Zoning ordinance to allow for 'shared' parking arrangements, has the potential to contribute to more effective and efficient utilization of land, particularly where over-supply of parking relative to demand is documented to occur, as in Morro Bay's Downtown and Embarcadero Areas.

Allowances for shared parking are most desirable where adjacent, nearby or otherwise "connected" uses, exhibit non- or only partially- overlapping peak use hours. A useful example might be a restaurant that only serves breakfast and lunch and is open 6 a.m. - 2 p.m. next to or nearby to a hotel/motel which check-in time is 3:00 p.m. In this instance, many of the hotel/motel guests may choose to walk to the restaurant, thereby reducing "demand" for parking at the restaurant. Similarly, if there is a facility for evening entertainment nearby, a mutual agreement could be entered into that would allow "sharing" of spaces at the restaurant which is closed in the evening, thereby reducing the "demand" at the entertainment use.

In Downtown Morro Bay, there may be some retail facilities open from 10-5 with dedicated parking lots for their day-time patrons. At the end of the day these parking lots are virtually empty. Allowances for shared parking may enable a business owner to work out mutual

agreements to “share” these spaces with another new business who otherwise would be required to provide his own on-site parking. Moreover, cities can provide incentives for shared parking by rewarding businesses with reduced parking requirements. Where over-supply is evident, empty parking spaces are reminders of wasteful and economically inefficient use of land.

The City of Bellevue, Washington, zoning ordinance includes a provision for a 10% reduction of required parking for individual uses with over-lapping hours of operation, where sharing of spaces is proposed, providing four criteria are met:

- a) Parking areas share a property line;
- b) A vehicular connection between the lots exists;
- c) A convenient, visible pedestrian connection between the lots exists; and
- d) The Availability of parking for all affected properties is indicated by directional signs, as permitted by ... (reference to Sign Code requirements.)

Closer to home, the City of San Luis Obispo Zoning Code promotes the use of shared parking through it’s policy objectives; “Consolidate parking to minimize areas devoted exclusively to parking when demands can be satisfied more efficiently by shared facilities”. The zoning ordinance includes a provision for up to a 30% reduction of required parking if a percentage of a site’s parking is shared, as long as the peak parking demands of the uses involved do not overlap.

10-30% reductions are typical depending on specific conditions; actual reductions depend on demand patterns and the severity of problems that result if demand occasionally exceeds the parking facility’s capacity. (Litman, pg. 71) Various guides describe how to determine suitable reductions: Barton-Aschman, 1982; ITE, 1995; Stein Engineering, 1997. Kuzmyak et al., 2003 describe successful shared parking examples.

Implementation of the following additional techniques, as suggested by Todd Litman, in his book, Parking Management Best Practices, would work to encourage shared parking. Many of these are already being pursued to some extent by the City either by current ordinances and programs or by proposed or authorized, but pending ordinances and programs:

- a) Encouraging mixed-use development, particularly those that offer higher density, clustered activities that promote shared parking opportunities or arrangements
- b) Discourage projects which propose or request reserved parking, particularly at multi-family (apartment) developments and at commercial workplaces and commercial parking lots, except where deemed essential or as an option to motorists who pay a premium
- c) Improving pedestrian connections and walking conditions between destinations and parking (see discussion below on “Pedestrian Enhancements”)
- d) Add to zoning ordinance requirements the submittal of evidence to demonstrate how agreements among property owners who share parking facilities identify:
 - o How specific potential conflicts will be avoided and addressed;
 - o Responsibilities for maintenance, cleaning and lighting costs;

- Liability requirements (i.e. if standard liability insurance adequately covers shared parking facilities and use)
- Maximize on-street parking supply and manage it efficiently (see related discussion in this chapter on Angled Parking, Employee Parking, and Timed Parking Restrictions)
- Provide public, off-street parking
- Reward businesses that share parking with reduced parking requirements and density bonuses.

Convert Parking Minimums to Maximums

Traditionally, city zoning codes have prescribed the use of minimum parking requirements based on land use and size to regulate parking. As noted earlier this can result in over-supply. The Maryland Smart Growth Best Practices finds these minimum requirements are most often derived from maximum parking demand rates associated with published industry studies that measure peak parking demands, resulting in excessive and inflexible minimum parking requirements that do not take into account local geographic and demographic factors.

The City can more effectively control parking supply by converting minimum parking requirements to maximums. Parking maximums curtail parking surpluses by placing a ceiling on the total number of parking spaces that can be constructed at a given development site; instead of giving developers the option to supply more parking than required, they are restricted from over projecting parking demand.

Depending on the severity of a localities need for parking management, maximums can be written into City zoning codes as stand alone directives or as a complement to parking minimums. Research concludes that the successful implementation of parking maximums has proven most successful in areas that have access to public transportation, much like Morro Bay's Downtown and Embarcadero Area.

On-Street Parking Credits

Historically cities and traffic engineers have tended to shy away from on-street parking on the basis that parking should be the responsibility of business owners and land owners, and that streets should focus on accommodating traffic. Contemporary parking strategies, however, focus on the use of on-street parking as an efficient, pedestrian-friendly means of meeting parking requirements. Recent studies suggest that one on-street parking space can substitute for two to three off-street spaces, because they serve multiple destinations and do not require access lanes (Shoup, 2005). Furthermore, on-street parking can promote pedestrian-friendly environments by enforcing slower traffic speeds (traffic calming), and providing a buffer between pedestrians and vehicle traffic. This is especially important in tourist areas, such as Morro Bay's Embarcadero, where there is a mix of pedestrian and vehicle traffic that is generally not familiar with the area.

In an effort to achieve maximum parking supplies while encouraging mixed-use development, many cities are employing strategies aimed at "reducing off-street parking by crediting adjacent

on-street parking towards fulfilling on-site parking requirements” (West Hyattsville Parking Plan, 2003). Methods for determining credits focus on the number of available on-street parking spaces within a given distance from a destination/use. For example, the City of Frisco, Colorado, a small tourist destination near the ski resort town of Breckenridge, provides for one parking space reduction for properties within its Central Core (CC) and West Main Mixed Use (MU) districts, for every 25 feet of linear frontage abutting a public right-of-way on which legal on-street parking exists within 300 feet of the property (City of Frisco Zoning Ordinance, 180-23).

Employer-Paid Parking (the “cash-out” concept)

Over-supply of free parking is an invitation for people to drive to work; and more specifically, to drive to work alone; whether this “free” parking is on-street or off. However, as noted above, all parking comes at a cost, so in reality none of it is “free”. The cost for almost all parking then is typically subsidized by all community members in other ways, whether through increasing the cost of goods and services or by diversion of the tax dollars from other important public needs.

In Morro Bay, employees who park “free” are benefiting from effectively employer- or public-subsidized parking. Section 43845 of the California Health and Safety Code currently requires that employers who provide a parking subsidy to employees must also offer a parking cash-out program.

Summary Conclusion of Standards Assessment

As discussed in the previous chapters, the City generally has an over-supply of parking, meaning there is an adequate supply of parking on weekdays and weekends, during peak season and off, in both the Downtown and Embarcadero Areas, with the exception of a few isolated blocks during very short durations of time. This Chapter notes, however, that requirements of the current zoning ordinance are typical of most city parking requirements; whatever dissimilarities there may be are likely differences without a distinction when it comes to preventing “over-supply”. The proposed Draft Zoning and Parking ordinance revisions, while largely similar to the adopted ordinance provisions do contain some key proposals for changes that could allow the City to better-manage the establishment of new parking. Some of these have the potential to begin to limit the proliferation of over-supply, namely by incorporating provisions for reducing parking through allowing “joint use parking” with substantiation by required project-specific Parking Demand Studies together with criteria for allowing required parking to be “off-site”. Whether a true reduction of the over-supply results from the proposed new zoning ordinance provisions, if they are adopted, will depend largely upon the commitment of the development community and the decision-making bodies to pursue or require creative alternatives to the typical on-site or strict “per square foot” type of solutions.

The next chapter, Chapter 4, will begin to evaluate in more detail the City’s current and proposed standards together with the emerging trends identified in this Chapter, and along with consideration of existing parking conditions and survey results discussed in Chapters 1 and 2 in order to construct the basis for an Action Plan, which will then be discussed in Chapter 5.

CHAPTER 4 – OBSERVATIONS & ASSESSMENT OF ALTERNATIVES

Introduction

Chapters 1 & 2 identified the parking situation in Morro Bay to be one characterized by an overall adequate supply of parking within the Downtown and Embarcadero Areas but with brief isolated times and confined locations of, peak demand beyond the acceptable supply range of 85% available parking. While demand may be high in isolated areas for brief periods of time, there is still quite adequate supply nearby to these peak demand locations. The good news of this finding is that huge capital expenditures to build a new surface parking lots or parking structures is not necessarily warranted at this time in Morro Bay. The challenge, then, is to identify solutions suitable and cost effective for Morro Bay to implement that will help redirect or re-distribute the demand to available parking. Chapter 3 identified a number of common and emerging techniques that serve to better *manage* available parking to increase its utilization and hopefully reduce the demand in areas experiencing fleeting parking shortages.

Observations

Based upon the results of the demand survey conducted for this Parking Management Plan, it can be fairly concluded that the implementation of these existing standards over time has not resulted in a severe parking shortage “problem” overall in the downtown and Embarcadero Areas of Morro Bay, and in fact, have resulted in a general “over-supply” of parking, suggesting an abundance of additional parking supply is not needed. However, the standards as implemented together with the collection of in-lieu fees without commensurate expenditures on methods to get users adequately connected/directed to that available parking have perhaps exacerbated the isolated “peak demand” shortages in particular locations.

The reasons for the under-utilized parking supply in much of the Downtown and the north and south extremes of the Embarcadero Area hint at the potential solution sets to be explored. Keys to better utilization of available parking are believed to be reflected by the following situations that were observed to be occurring in the study area:

- Inadequate or unsafe pedestrian connections from destinations to parking supplies;
- Inconvenient or insufficient transit connections to Downtown and Embarcadero Areas;
- Lack of directional signage or other information to locate the available supply;
- Inappropriate time restrictions in certain areas of high demand;
- Inconvenient circulation due to conflicts with delivery trucks or other large vehicles;
- Under-utilized or missed opportunities to “share” parking spaces among uses with non-overlapping peak demand periods;
- Under-utilized street capacity

Chapter 3 outlined the City’s current parking requirements and explored various approaches to parking management emerging in the United States and in communities of similar character to Morro Bay. There are a number of techniques the City of Morro Bay could employ that would

serve to better manage and achieve higher utilization of the City's available parking supply. Those that are believed would be the most effective in Morro Bay are presented below.

Potential Parking Management Alternatives

Angled Parking

Converting on-street parallel parking to angled parking is frequently the most cost-efficient way to achieve additional parking supply in targeted locations of need (for example where enlarging parking lots is not possible) by increasing the capacity of on-street parking. Conversion from parallel to angle frequently requires no land acquisition and relatively little expense compared to constructing a new surface lot or parking structure. Expenses commonly involve removal of old line work, possible new top-coat/"slurry" seal, re-painting line-work for the angled spaces and possibly new signage, and potentially changing posted speed limits.

Generally speaking, 45-degree angled parking, for instance, is achievable on streets where the width from curb face to centerline is about 34-ft (or full street width curb face to curb face of about 68 ft. if angled parking is desirable on both sides of the street) and where traffic speeds are optimally at or can be lowered to 25 miles per hour. Further, an increase in the number of on-street spaces can best be achieved where the block face is largely uninterrupted by driveway cuts. Where street width is less than this optimal curb-to-curb width, then the width, angle or depth of spaces may be adjusted to fit or better optimize the number of new spaces.

If total street width from curb-face-to-curb-face is less than the optimal 68 feet, and traffic volumes are relatively low, the alternative of installing angled parking on only one side of the street should be considered. This alternative, or "centerline" angled parking can also be considered where one or both sides of the street contain too many driveway cuts making curb-side conversion ineffective. In these scenarios the optimal width from curb face to centerline can be reduced, since with low traffic levels, vehicle travel or back-up maneuvers can "borrow" from the opposing travel lane.

Within the study area for this plan, opportunities for angled parking exist in several locations. Examples of these types of locations are:

- 1) Downtown Core Streets. Streets such as Morro Bay Boulevard, Main Street and Monterey Street appears to have adequate width and few driveway interruptions to make them suitable candidates to consider conversion to angled parking. Figures 12 & 13 are conceptual, illustrative (not necessarily literal in every detail) examples of how angled parking could be achieved (and show estimated net gain of spaces) on selected block faces in the downtown core area. A more intense engineering-based evaluation, outside the scope of this study, would be necessary to account for exact existing circumstances and details to reveal other or different block faces in the general vicinity of the downtown Embarcadero Core (such as along the Dynegy Energy Plant (formerly Duke Energy Plant) (formerly Duke Energy Plant) (formerly Duke Energy Plant) that could qualify for conversion that would result in additional parking spaces. For the level of detail of this

study, it is estimated there may be 10 or so block faces that could be converted from parallel to angle parking. (Please note, in the case of Figure 13, that the existing center turn lane is not shown as a result of the cross section needed to incorporate the angled parking and provide standard travel lanes.)

- 2) Market Avenue. This street and perhaps 5-10 other street segments just above the bluff appear to have sufficient physical width curb-to-curb and low levels of traffic to allow conversion of the current curb-side parallel parking to angle parking as a way to gain parking spaces. However, in some instances, many of these streets, while having sufficient width to incorporate angle parking may have too many driveway cuts to make such conversion feasible. An alternative in these instances would be to utilize the centerline of these streets to incorporate an aisle of angled parking (from both directions). This is accomplished by shifting the travel lanes towards the curb face and eliminate the parallel parking there. Figure 14 is a conceptual illustration for a 1-block segment of Market Avenue showing how the City could utilize the center of the street for an aisle of parking. (The chart included on Figure 12 shows the potential net gain of 8 spaces on the sample segment of Market between Harbor and Dunes Streets.) Market Avenue, being close to the Embarcadero Core blocks where peak demand is high and being the first block above the bluff line, makes it a desirable candidate for considering conversion from parallel to centerline angle parking. Angle parking against a curb would not be desirable on streets designated for a Class II bicycle lane due to related hazards of cars backing into the bicycle lane, the bike lane might still be accommodated on streets with sufficient width by employing the centerline angle parking design alternative. In addition, in concert with the re-evaluation of the trolley route serving the Embarcadero, this centerline parking could be considered for dedication for employee parking, since their tendency for lower turn-over rates would reduce frequency of potential hazards related to backing movements into the travel lane. Such employee parking restriction could be signed and enforced through a permit program implemented by the City with cooperation by affected businesses. The compelling benefit would be that additional parking could be freed up for short-term visitors in the waterfront retail area of the Embarcadero Core. Centerline angled parking may not be feasible in the block south of Harbor St. on Market Avenue in order to maintain the trolley stop and transfer station within the right-of-way adjacent to the Centennial Stairway.
- 3) The North Embarcadero Street. The east side frontage of Embarcadero Street is a potential location to replace parallel parking with angled parking, particularly if the property fronting the Dynegy Energy Plant (formerly Duke Energy Plant) and lying outside the barrier wall can be acquired. As can be concluded from the illustrative concepts discussed above, additional spaces could be achieved. This area between the barrier wall and the street frontage is sparsely planted with marginally maintained landscaping and does not appear to be serving a function to either the energy plant or to the overall aesthetics of the public right-of-way. If this property could be acquired by the City, and the City chose to achieve additional parking in this area thereby, this additional right-of-way strip could be improved with fresh, low-maintenance or native landscaping that compliments the design and function of the angled parking in-front of the wall and/or

could incorporate a pedestrian way to help direct pedestrians to safe crosswalks. Of course, additional detailed engineering, beyond the scope of this Plan, would also be needed to design the improvements so that they conform to all applicable standards.

Trolley Route & Schedule Adjustments

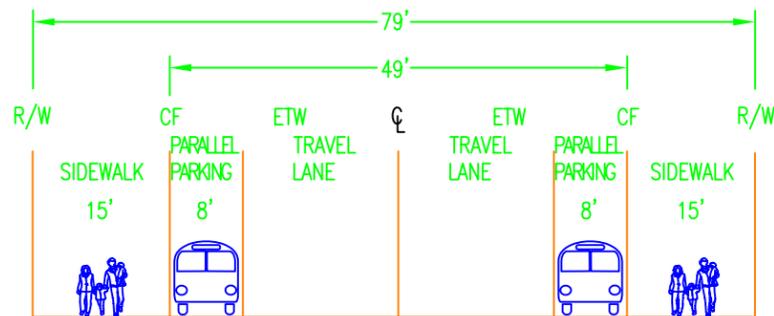
Figure 5 shows the adopted Trolley Route #1 that currently serves both the Downtown and Embarcadero Areas. Route #1 completes one loop through the Downtown and Embarcadero Areas approximately every 30 minutes. It was discussed earlier in this report that the high demand for parking experienced within Blocks 3, 4, 5, & 6 during the peak weekday and weekend periods, and the accompanying high availability of spaces within the large public parking lots located at the north and south ends of the Embarcadero suggests either a lack of understanding that these supplies exist nearby, or a perception that these spaces are “inconveniently” located. In the case of the later, a more frequent passage of the trolley between the public parking lots and the Embarcadero Core could serve to relieve the parking demand in these core blocks. In other words, if the Trolley was scheduled to run down Embarcadero Street between the north and south parking lots on a more frequent cycle than the current 30-minute cycle, visitors might discover parking in the large parking lots more convenient since they wouldn’t have to wait as long for the next ride to the Embarcadero/Downtown areas. It should be noted that passenger surveys completed for the 2006 North Coast Transit Plan: Morro Bay Component indicated that the Morro Bay Trolley is serving predominantly a tourist market. As such, the Plan recommended expansion of the Trolley service to key tourist destinations.

To facilitate a more frequent trolley cycle along the Embarcadero, the feasibility of revising the current route to a “T” style route should be examined. This would entail dividing the current Route #1 into two routes: one that runs north and south along the Embarcadero from the north parking lot to the south parking lot, with a transfer stop near the Centennial Stairway (either on Embarcadero Street or on Market Street at the top of the bluff), and a second that would continue to serve the Downtown and provide a connection to the current Route #2. Figure 15 illustrates this conceptual route split. Each new route would run with a separate trolley, and the current route would be extended to include the southernmost public parking lot in the study area boundary (see Figure 3) to achieve a suggested 15 minute loop or headway time.

The scheduling of these routes should also be evaluated to determine if the hours could be feasibly extended to better serve the public and Embarcadero/Downtown employees during the evening hours; providing a secure mode of transportation between a drivers place of work or visit along the Embarcadero and public parking provides an incentive for drivers to use public parking lots that are located further from their intended destination, as well as make use of public transportation.

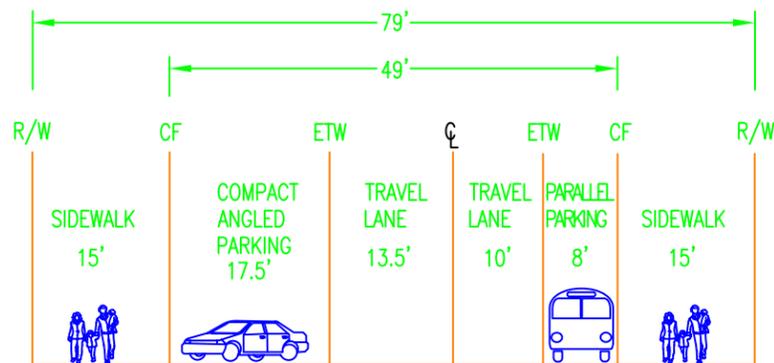


EASTBOUND MORRO BAY BLVD. AT MAIN ST.



**CROSS SECTION A-A
HARBOR STREET
PARALLEL PARKING**

SCALE: 1" = 20'



**CROSS SECTION B-B
MORRO BAY BOULEVARD
COMPACT 45° ANGLE PARKING AND PARALLEL PARKING**

SCALE: 1" = 20'

PARKING STALL COUNT TABLE

	MORRO BAY BLVD.	** MAIN ST.	** MONTEREY AVE.	** MARKET ST.	TOTALS
ESTIMATED PARALLEL STALLS	7	6	5	13	31
ESTIMATED ANGLED STALLS	STANDARD	14	11	21	59
NET GAIN:	7	7	6	8	28

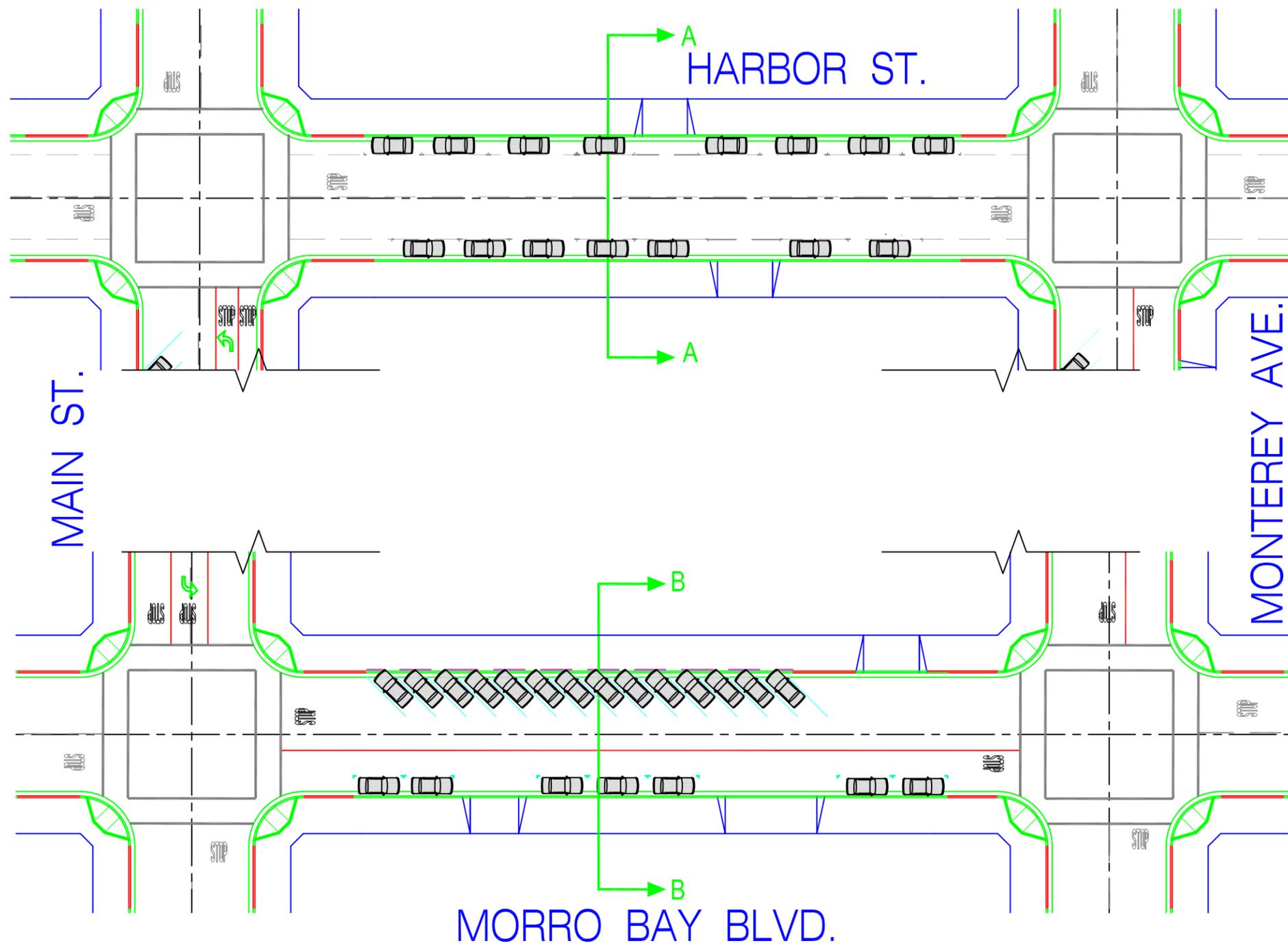
** ALSO SEE FIGURES 13 & 14

NOTES:

1. THIS DRAWING IS FOR PLANNING PURPOSES ONLY. IT IS THE RESPONSIBILITY OF THE CITY TO VERIFY AND ENSURE THE ACCURACY OF DIMENSIONS ON THIS DRAWING.
2. SEE FIGURE 13 FOR DETAIL OF COMPACT 45° ANGLED PARKING STALL.
3. SEE SAMPLE PARKING LAYOUTS AND SUGGESTED STANDARDS FIGURE 17.44.020(2) OF THE MORRO BAY PARKING MANAGEMENT PLAN.

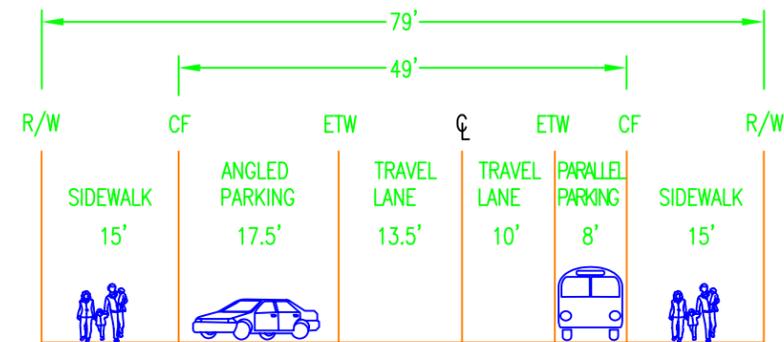


SCALE: 1" = 50'



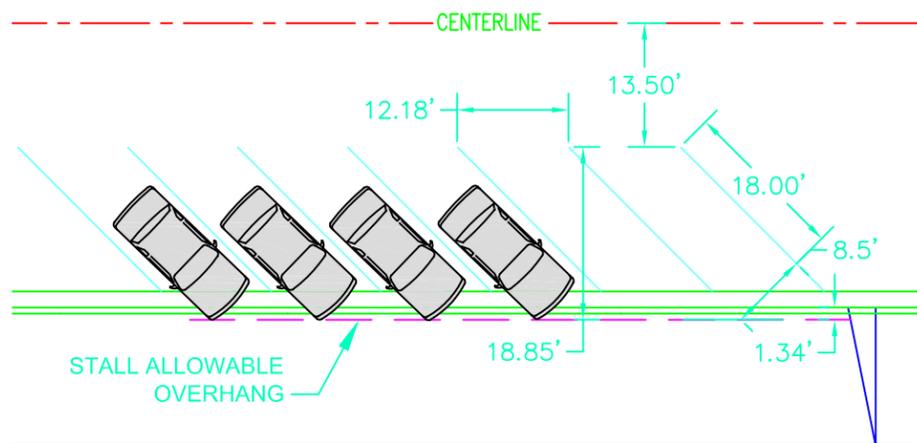


WESTBOUND HARBOR ST. AT MAIN ST.

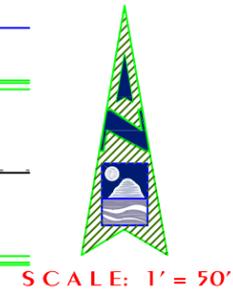
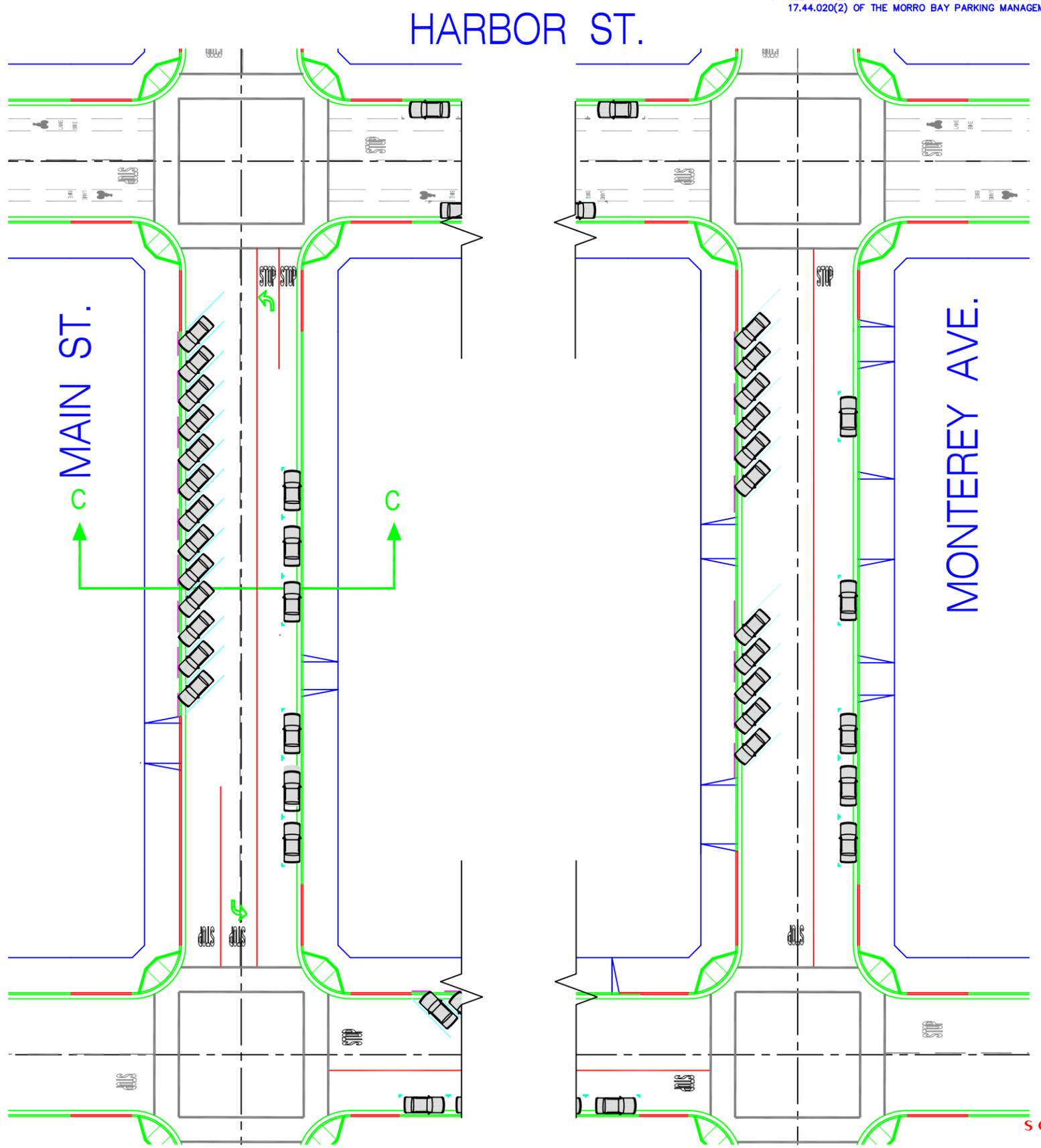


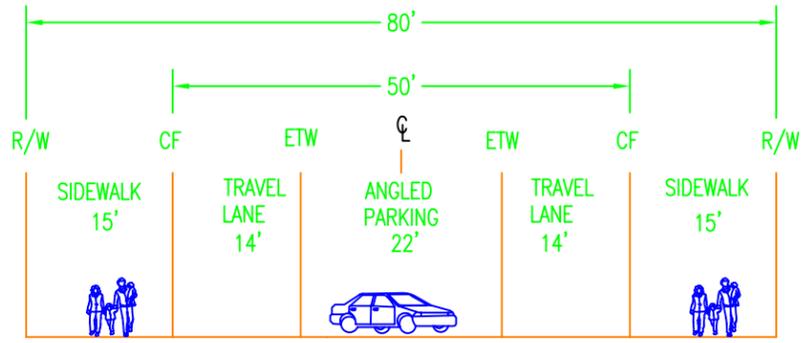
CROSS SECTION C-C
MAIN STREET AND MONTEREY AVENUE
ANGLE PARKING AND PARALLEL PARKING

SCALE: 1" = 20'

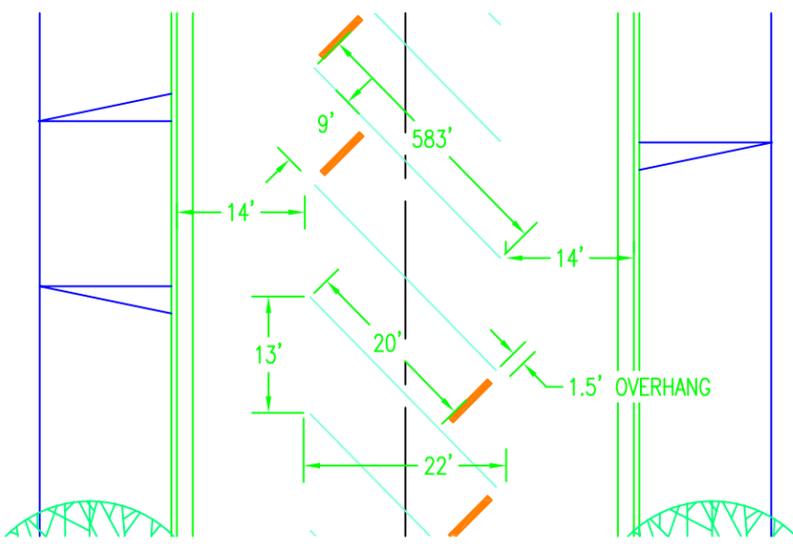


- NOTES:
1. THIS DRAWING IS FOR PLANNING PURPOSES ONLY. IT IS THE RESPONSIBILITY OF THE CITY TO VERIFY AND ENSURE THE ACCURACY OF DIMENSIONS ON THIS DRAWING.
 2. SEE FIGURE 12 FOR PARKING COUNT TABLE.
 3. SEE SAMPLE PARKING LAYOUTS AND SUGGESTED STANDARDS FIGURE 17.44.020(2) OF THE MORRO BAY PARKING MANAGEMENT PLAN.

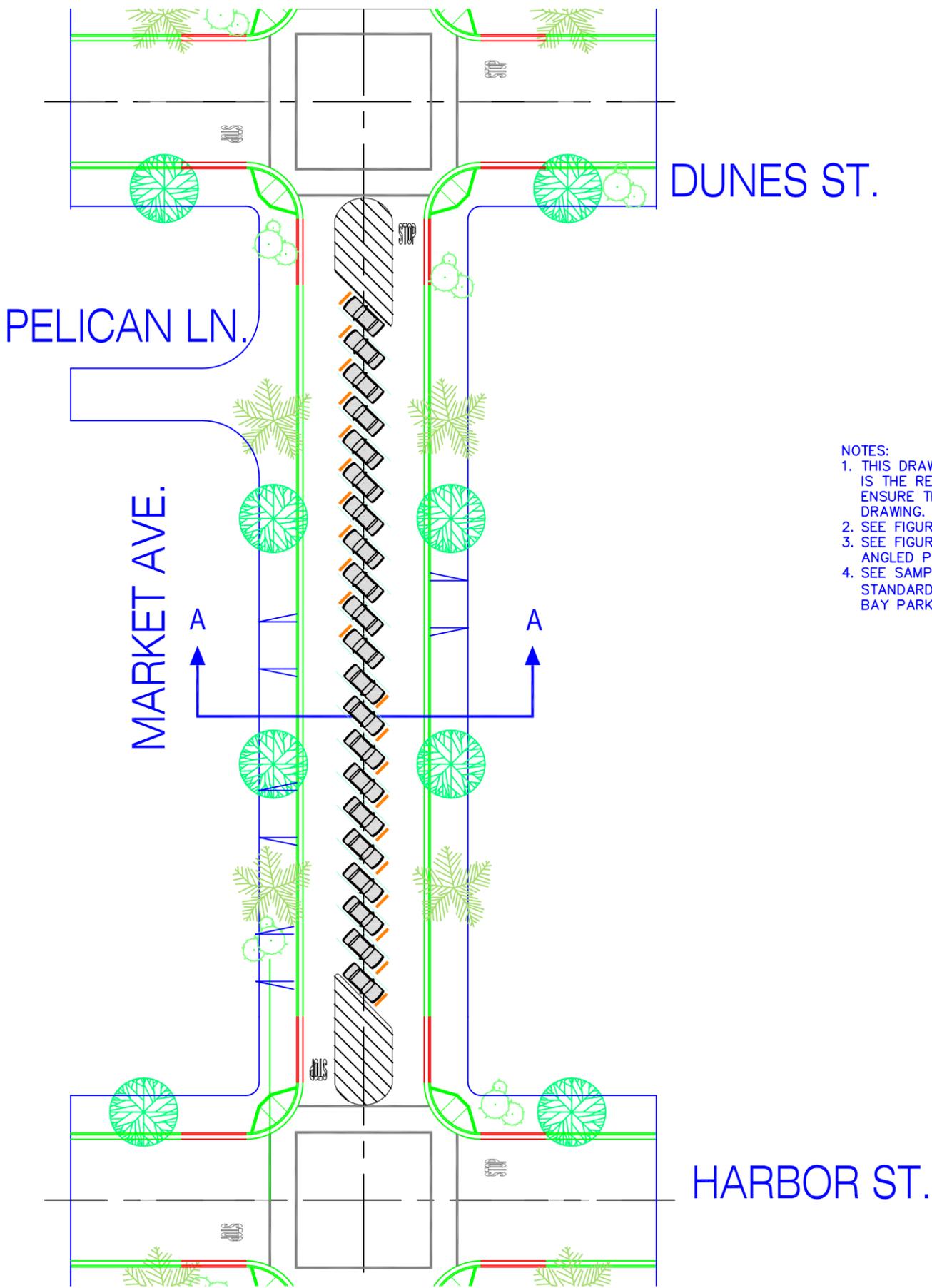




CROSS SECTION A-A
STANDARD 45° ANGLED PARKING ALONG
CENTER OF STREET
 SCALE: 1" = 20'

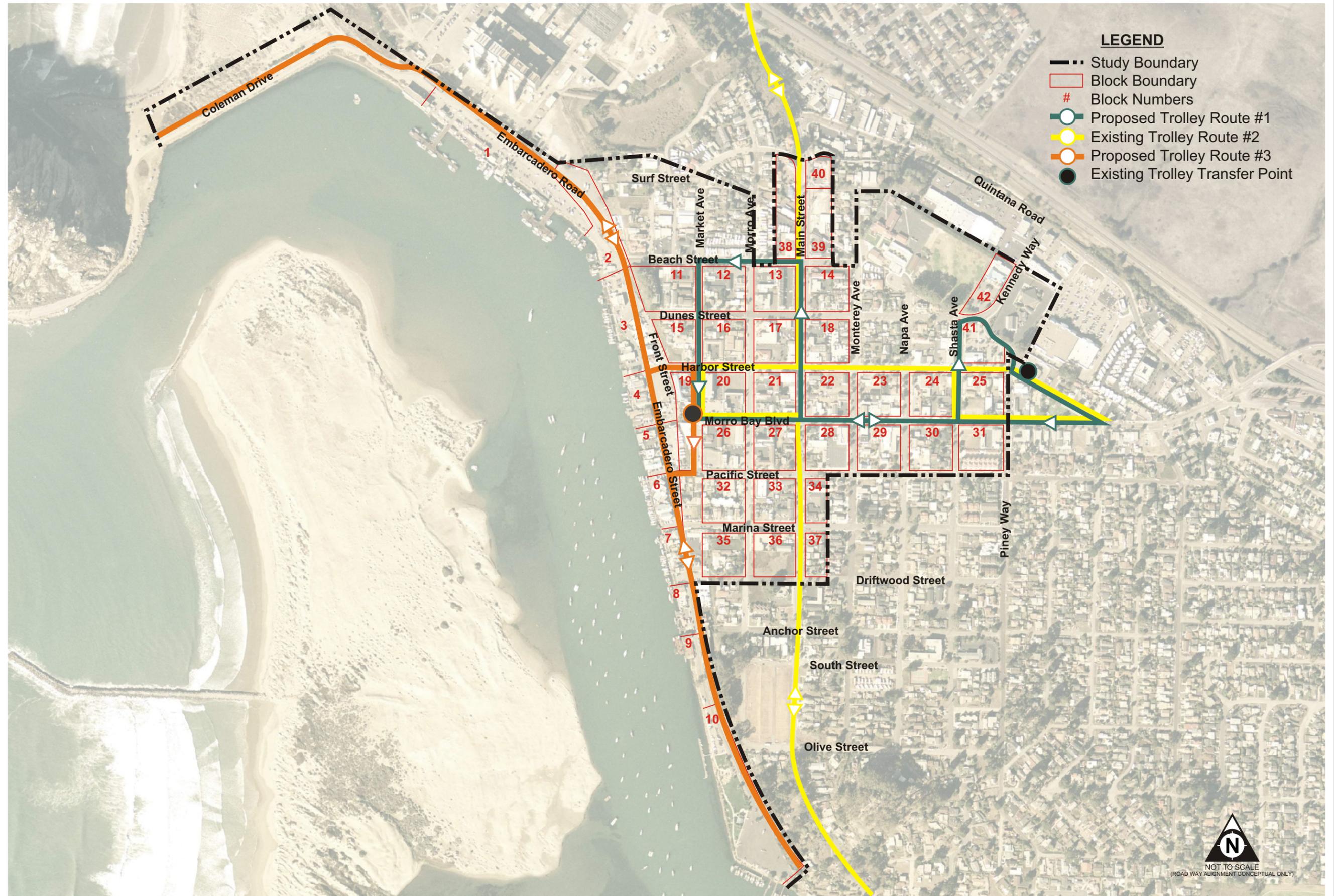


STANDARD 45° PARKING STALL
STANDARD 45° ANGLED PARKING ALONG
CENTER OF STREET



- NOTES:
1. THIS DRAWING IS FOR PLANNING PURPOSES ONLY. IT IS THE RESPONSIBILITY OF THE CITY TO VERIFY AND ENSURE THE ACCURACY OF DIMENSIONS ON THIS DRAWING.
 2. SEE FIGURE 12 FOR PARKING STALL COUNT TABLE.
 3. SEE FIGURE 13 FOR DETAIL OF COMPACT 45° ANGLED PARKING.
 4. SEE SAMPLE PARKING LAYOUTS AND SUGGESTED STANDARDS FIGURE 17.44.020(2) OF THE MORRO BAY PARKING MANAGEMENT PLAN.





PROPOSED TROLLEY ROUTES (#1 & #3)

Pedestrian Enhancement

It is human nature that people will be more inclined to walk short distances to destinations if there is a known safe, pleasant and convenient connection from their origin. The demand survey showed that the 3-4 core retail blocks of the Embarcadero that experience critical supply shortages during brief peak periods are only 1-4 blocks away from highly under-utilized public parking lots at the north and south ends of the Embarcadero. The observed lack of a safe, built pedestrian connection between these parking lots and the retail core of the Embarcadero is a likely hindrance to higher utilization of the ample parking supply provided in these two nearby lots. Currently, pedestrians observed coming from these parking lots must compete with vehicle movements, navigate areas lacking sidewalks, adequate lighting and designated crosswalks, and instead must rely on narrow, poorly lit, irregular, make-shift worn dirt “walkways”, immediately adjacent to or crossing of street traffic.

Figure 16 provides a conceptual illustration of potential enhancements at the intersection of Beach and Embarcadero Streets that would make the connection between the parking lot and retail core more accommodating to the pleasant pedestrian experience. The concept also demonstrates a transition from the already adopted Harbor Walk design. A uniform sidewalk path and clearly designated crosswalks and related signage and signal infrastructure is suggested that would facilitate pedestrian safety. Other amenities such as additional landscaping, street furniture (benches, lighting, etc.), and strategically retrofitted handicap ramps would further enhance and encourage safe pedestrian travel. Improved signage to notify the public of and guide them to the abundant available parking in the large lots along North Embarcadero coupled with an improved and more convenient pedestrian experience from the parking lot to the retail core of the Embarcadero would provide relief to the excess demand experienced in the core retail area along Embarcadero Street.

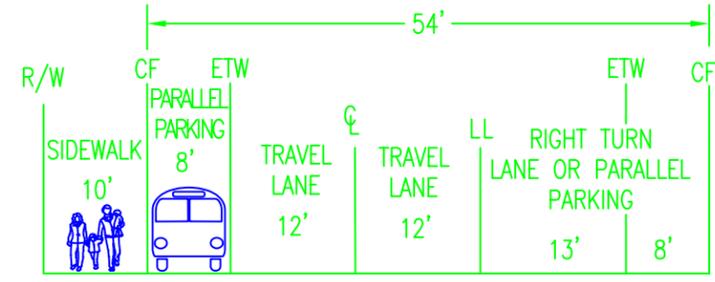
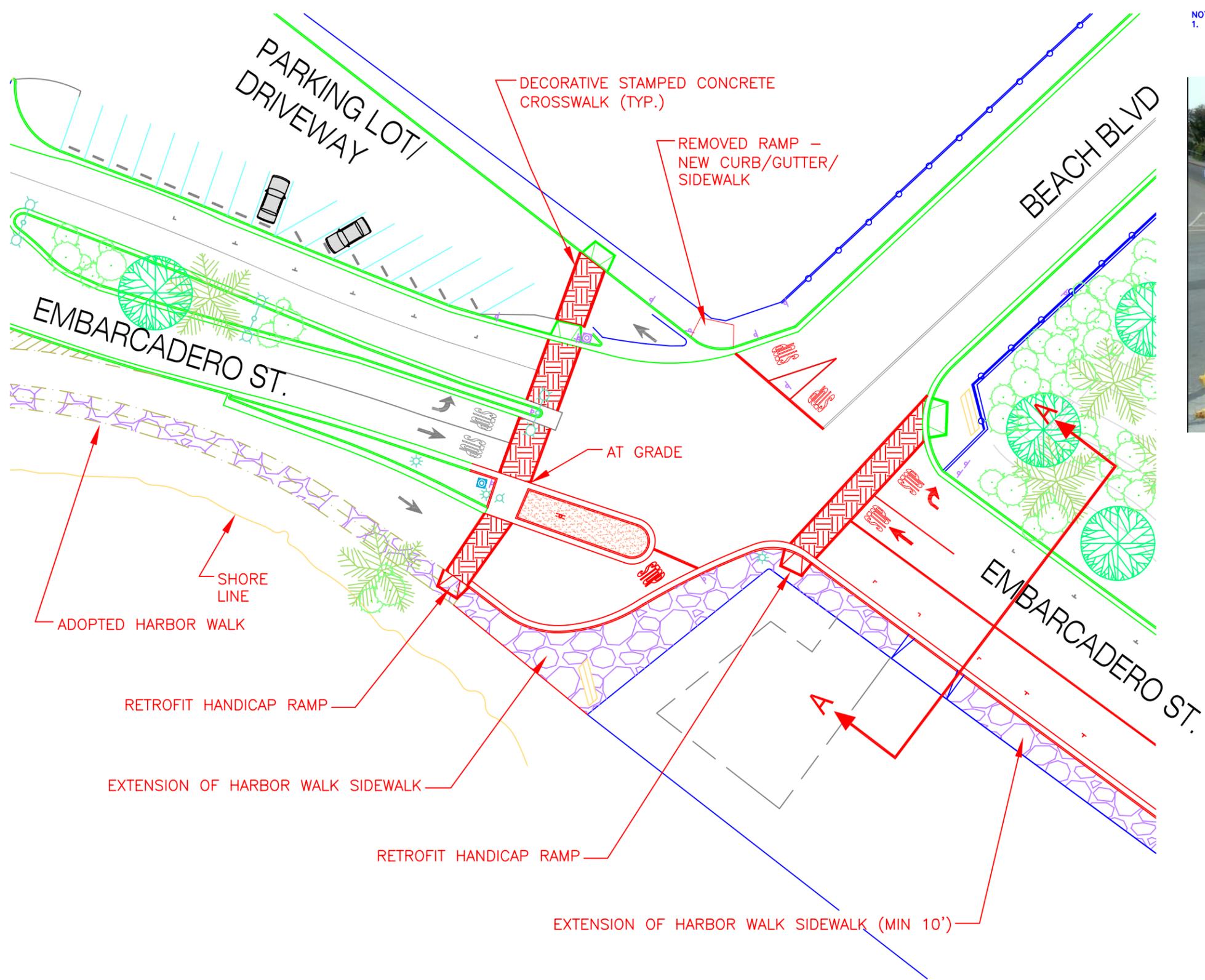
Improved Signage & Public Information for Available Parking

The City of Morro Bay has a variety of types and styles of directional signage to numerous places of interest around the City; these signs direct the visitor to such destinations as the “Embarcadero”, the “Boat Launch”, “Public Restrooms”, “Morro Rock”, “Waterfront”, etc. However, none of these signs, or any other dedicated signs, direct the visitor to “Public Parking”. What results is a situation where visitors are directed to, for instance, “Waterfront”, which leads them essentially down Harbor Street or Pacific Street where they immediately find themselves in the middle of the core retail area of the Embarcadero where there is the least available parking. The visitor unfamiliar with the area, and without proper signage or other information, is unknowing of the abundance of parking available just a few short blocks north or south.



SCALE: 1' = 40'

NOTES:
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CROSS SECTION A-A
DUAL PARALLEL PARKING AND 10' SIDEWALK
NTS

**NORTH EMBARCADERO & BEACH ST. AREA PEDESTRIAN
ENHANCEMENTS CONCEPT**



There are a number of projects the City could undertake to resolve this situation. First and foremost, the City should implement a comprehensive City-wide Parking Signage program. Fortunately, the City has already authorized the development of a comprehensive program for directional signage. (See Appendix E, Attachment 5, "Blue" design.) The stated purpose of this program is to eliminate duplicative signage, facilitate the movement of pedestrian vehicular and bicycle traffic for visitors, identify points of interest and public facilities, assist in providing interpretive signage for cultural, ecological and other educational resources, and strengthen community identity. Currently the authorized signage program is silent with regard to directing the public to parking. In moving forward with this program, the City should seek additional authorization to make directional signage related to public parking a priority. This City should also consider amending the program so that it accommodates the establishment of a common logo or branding specifically for public parking signs, including bright colors, so that they are easily visible from a distance and recognizable in all parts of the City as denoting public parking. The nearby City of San Luis Obispo has such a parking signage program which could be referred to as a model. Appendix F contains graphics of the SLO public parking signage.

In addition to signage, the City can enhance or improve the availability of public information about public parking. The simplest and most cost effective way to disseminate this information would be through the City's corporate website. There are numerous examples that can be found on-line of how other cities provide their parking information. Some examples are provided in Appendix F. The City could do something as simple as posting a map depicting the location of available public parking lots, to something more extensive, including along with the map, a summary or precise recitation of all the City regulations about parking. This would serve as an excellent educational tool for the prospective visitor to the City who may already be researching the website for other City- and tourist-oriented information. The website could post not only information about parking regulations in effect within the City but applicable fees or time restrictions, if there are any, for the public lots.

The City also has no specifically dedicated locations for or signage for delivery truck parking along the Embarcadero. Frequently, deliveries are made during business hours when there is heavy visitor traffic on Embarcadero. Due to lack of designated delivery truck parking, trucks will often "double-park", make dangerous movements to get turned around or to attempt to back in near their deliver point, or just stop in the travel lane forcing other vehicle through-traffic to wait or move into the lane of on-coming traffic to get around the stopped truck, resulting in hazardous conditions. Other dangerous conditions result as visitors with large RVs or vehicles and trailers, perhaps unknowing of the larger parking lots at the north and south ends of the Embarcadero with dedicated spaces for such vehicles, attempt to maneuver along Embarcadero or drive in and out of the small parking lots in the core Embarcadero Area, or park their oversized rigs in areas not designated for such parking. The City should consider identifying a few select places as recommended later in this Plan that are suitable for short-term delivery truck parking and providing signage to identify their purpose. The City could also consider restricting delivery truck parking to non-peak hours or before, say, 11:00 a.m. This would prevent the hazardous conflicts between the delivery trucks and visiting public. Signage should be considered which restricts parking of large vehicles (RVs or boat trailers) along and in parking lots within the Embarcadero core (Blocks 3-8) and instead directs such vehicles or rigs

to the large parking lots at the north and south ends of the Embarcadero where there are parking spaces sized and dedicated to accommodate them.

Shared Parking

The City, through its proposed draft Zoning Ordinance is already pursuing a means to encourage shared parking, which is commendable. Having a regulation that allows for shared parking and retains some flexibility in this regard is probably the single most important implementing tool the City can put in place. Further the City proposes allowing up to a 20% reduction of the required number of spaces if specified criterion is met.

Employee Parking

At community workshops held in July and November of 2006, citizens and business people identified employee parking as an issue with regard to adequacy of parking; both for the employee and for the visiting public, particularly along the Embarcadero. Community members pointed out that what frequently happens is employees arriving for early shifts arrive before businesses open, and park in prime parking spots close to or in front of the place of business. Because parking is time-restricted to 3 hours along the core of the Embarcadero, the employee can remain parked there for the full term coming out later with other employees to effectively exchange parking places for up to another 3 hours. From one perspective, this has the effect of skewing the demand. If the employee had an alternative location in which to park where demand was not a factor, that would “free up” spaces for the visiting public who might now be able to come and go at a higher frequency with more convenience, resulting in a faster turn-over rate for the space.

The downside of having a designated employee parking area slightly removed from the core retail area, is the real or perceived security risk to those employees, especially women, who work late shifts until after dark and are reluctant to walk farther than they might otherwise have to (if they could park closer to their work) to return to their cars safely.

Expanded utilization of the Trolley or establishment of a business or joint City-/business-sponsored service to shuttle employees back to an employee-designated parking lot could be an alternative means of further managing the parking demands and increasing security.

Alteration of Timed Parking Restrictions

Extended time-limited parking in busy tourist areas, such as along the Embarcadero, tends to limit parking availability by discouraging turn-over. The challenge becomes one of not forcing tourist trade to depart prematurely or to punish them (through enforcement) for unnecessarily restricting their length of stay.

Another alternative is to eliminate or reduce time limited parking to increase turnover or better match the current trend for turn-over. Figure 4 shows the posted time-limit restriction for parking along the core area of the Embarcadero (Blocks 3-7) to be 3 hours. As illustrated in Figures 10 &

11, the typical turn-over rates for both weekday and weekend are around 2-hour intervals; some weekday turn-overs extend to roughly just under 3-hour intervals. Average Weekend turn-overs occur in roughly just under 2-hour intervals. This suggests that the time limit for parking, particularly along the core of the Embarcadero, Blocks 3-7, could effectively be reduced to 2 hours for weekends/holidays only, and eliminated for weekday parking. With effective enforcement this option has the potential to effectively increase the amount of parking by encouraging turn-over of spaces.

Delivery Truck Parking

Typically, with wider wheel tracking, delivery trucks need more turning area to pull into spaces or for back-up maneuvers than standard vehicles. Due also to their overall size and depending on where they park or stop, they can often create sight visibility problems for circulating traffic. Further, because they often only need to park for brief periods of time, trying to allocate land area for such sporadic usage can be impractical. This is the case in Morro Bay particularly in the Embarcadero. With the lack of dedicated spaces for delivery purposes, trucks routinely double park along Embarcadero, blocking a lane of travel, and causing traffic flow to drive into the on-coming traffic lane to get around the truck. This is clearly not a desirable situation from a traffic safety standpoint. Because parking is already at a premium in the core area of the Embarcadero and since shops along the marina side do not have the option of providing rear entry delivery lanes or parking, more creative means for delivery truck parking are needed. Restricting delivery times to non-business hours and/or identifying a few dispersed “pockets” or niches of otherwise under-utilized ground for safe delivery truck parking may be necessary. Delivery personnel will ultimately, as a result, need to “hand-truck” items directly to their business destinations from these designated parking spaces.

In-Lieu Fee/Parking Management District

The in-lieu fee program is another effective shared parking tool the City has already implemented. In-lieu fee programs implement shared parking in that development is not constrained by requirements to provide single-destination parking lots at each and every site, and instead contribute a pro-rata fee towards the establishment of larger, more comprehensive parking solutions within the City, that can be shared by multiple users.

The City is commended for and encouraged to maintain it’s adopted In-lieu Fee Parking Management Program. The City is also encouraged to consider expanding the current boundary for this program as a way to capture other lands suitable and designated for commercial development. The expanded district could encompass the Study Area as defined in this Plan. The In-lieu Fee program together with other actions recommended later in this Plan are logical means to achieve compliance with Local Coastal Plan policies and Coastal Commission interests in assuring adequate parking is available to serve the needs of development when such parking cannot be feasibly achieved “on-site”. However, using these fees to provide spaces based upon a development’s “peak demand” may not be necessary. In fact, as noted in Chapter 3, attempting to satisfy peak demand tends to result in “over-supply”. The City has opportunities to potentially reduce the perceived and actual burden of the in-lieu fees through implementation of a variety of

actions, as described in the next chapter, which better manage the City's current plentiful parking supply, and which thereby enable reductions in the required number of spaces; one example being proposed new provisions in the Draft Zoning Ordinance related to shared parking.

Public Parking and/or Private-Public Partnerships for Parking

As noted earlier (see Table 1) approximately 73% of the City of Morro Bay's parking supply is provided through public parking—either on-street or public off-street lots. This is commendable. The City could consider taking an even more proactive stance in this regard for example, by adopting a policy authorizing City acquisition/lease of strategically located undeveloped parcels for the purpose of utilizing them for surface parking lots on an interim basis until market demands make more intense development of the land is feasible or desirable. An example of this opportunity might be the vacant lot at Harbor Street and Embarcadero (Blue Sail property). The City could also enter into partnerships with private development entities (e.g. with potential future convention center or Dynegy Energy Plant (formerly Duke Energy Plant)) to gain additional public parking through shared parking or dedicated parking arrangements.

Charging for Parking (meters or permits)

Many cities elect to charge for parking either through individual parking space meters or parking permits paid for in advance. Under the correct circumstances, pay-for-parking systems can create a revenue stream that can be utilized to fund enforcement efforts or provide additional parking. In certain circumstances it could be argued that charging for parking in selected locations is a technique used to discourage parking by certain users, such as employees.

Charging for parking was considered for use in the study area for Morro Bay, however, it was determined to be ineffectual as a component of the parking management strategy for several reasons. First, as has been discussed in prior chapters, the most critical demands for parking in Morro Bay occur for very brief periods (over 1 hour periods mid-day) and in very limited locations (the core blocks within the Embarcadero). When utilized in areas of relatively low critical needs such as these, metered or paid parking can create the unintended consequence of actually deterring needed commerce. Second, pay-for-parking may not off-set the costs associated with the acquisition and maintenance of devices and equipment, or related personnel and operational resources, and as such, with only limited utilization could have negative impacts on the City budget.

Grandfathering Practice

Currently the City of Morro Bay utilizes a common planning practice called "grandfathering". This term describes the status accorded certain properties, uses, and activities that legally exist prior to the date of adoption of the zoning ordinance or [amended] provisions of the zoning ordinance. [Davidson, Michael and Dolnick, December 1999].

'Grandfathering' is a commonly used tool that allows a city to retain some flexibility in how it wants to consider re-use proposals for existing land uses and buildings and, as such, can have a

bearing on the extent to which the development community may be able to beneficially revitalize under-utilized, vacated, historical or blighted sites and buildings. As an example, by employing the ‘grandfather’ practice, the City may elect to not apply current parking requirements for a beneficial re-use of a historically important or community iconic building, because doing so may not allow the building to remain in its current configuration; thereby destroying its historical or iconic appearance, or may require the building to be removed altogether. With the ‘grandfathering’ tool, the City may be able to encourage or better-accommodate economic development of certain sites along with consideration of creative or, equivalent alternate solutions to meeting or otherwise satisfying current parking requirements. In employing the ‘grandfather’ practice, the City is still obligated to address potential resulting environmental effects, or otherwise make findings required by law.

CHAPTER 5 – ACTION PLAN

To better manage the parking needs and demands of the City of Morro Bay, the Action Plan recommended below is a menu of actions which, individually, can each provide a measure of improvement. However, the nature of many of these individual actions is reflective of the adage which says: “The sum of the whole is greater than the sum of the parts.” Perceptions of a parking “problem” in Morro Bay are more likely to diminish since compounded benefits can result from implementation of a collection of these actions.

The Action Plan components recommended below are listed in priority order reflecting either those actions which will result in the maximum gain of parking management in the shortest period of time or with minimal costs, or with the highest probability of implementing. The more of these the City can budget for, fund, and construct or implement simultaneously or in combination, the greater the management effect.

1. Enhance Signage Program

- A. Integrate directional signage for public, RV and truck/delivery parking into the City’s adopted Directional Signage Program, which directs visitors to appropriate parking lots or parking areas.
- B. Develop recognizable parking logos easily visible from a distance for public parking, RV and truck/delivery parking.
- C. Strategically locate directional signage to move traffic more efficiently to alternate parking areas and divert away from Embarcadero Core blocks where available parking is limited.

The City currently has an adopted Directional Signage Program which provides for a hierarchy of signs to function as City Gateway signs (lighted signs primarily at Highway 1 off-ramps), Entry signs (post-exiting with more directional details), Directional signs (suitable for reading by pedestrians and slower traffic identifying key areas tourist oriented destinations; Beach, downtown, boat ramps, etc.), Location signs (smaller in size, directional to specific places such as parks, Veteran’s Memorial Bldg., and Community Center), and Interpretive signs (as educational tools for area’s natural and cultural resources). The adopted program already contains eight (8) recommended locations for Directional Signage. This Parking Management Plan recommends continuing with that program and budgeting completion of the program as soon as practical, but is recommending additional signage to better re-direct traffic, including RVs and vehicles with trailers, to the large northerly and southerly parking lots first, where parking is more likely to be available, particularly during peak hours, and away from the Embarcadero Core, where parking is limited. The main entry streets to the Embarcadero should be shifted to Beach St. on the north end and Pacific or Marina on the south end.

The City should also adopt (or amend its adopted Directional Signage Program) a public parking logo that is of a suitable size and color scheme to be eye-catching and clearly recognizable from a distance in order to help visitors locate and recognize where public parking is allowed.

The Finance Plan contained in Chapter 6 is based upon the following recommended strategically located parking logo and directional signage (please refer to Figure 17):

Directional Signage to Public, RV/Trailer Parking

Westbound:

1. Morro Bay Blvd. at Morro Avenue
2. Morro Bay Blvd. at Shasta Avenue
3. Morro Bay Blvd. at Market Avenue
4. Harbor Street at Market Avenue
5. Beach Street at Embarcadero Street
6. Dunes Street at Market Avenue
7. Pacific Street at Embarcadero Street
8. Marina Street at Embarcadero Street

Southbound

9. Market Avenue at Morro Bay Blvd.
10. Market Avenue at Marina Street

Northbound

11. Shasta Avenue at Morro Bay Blvd.
12. Market Avenue at Morro Bay Blvd.
13. Market Avenue at Beach Street

Parking Logo Signs

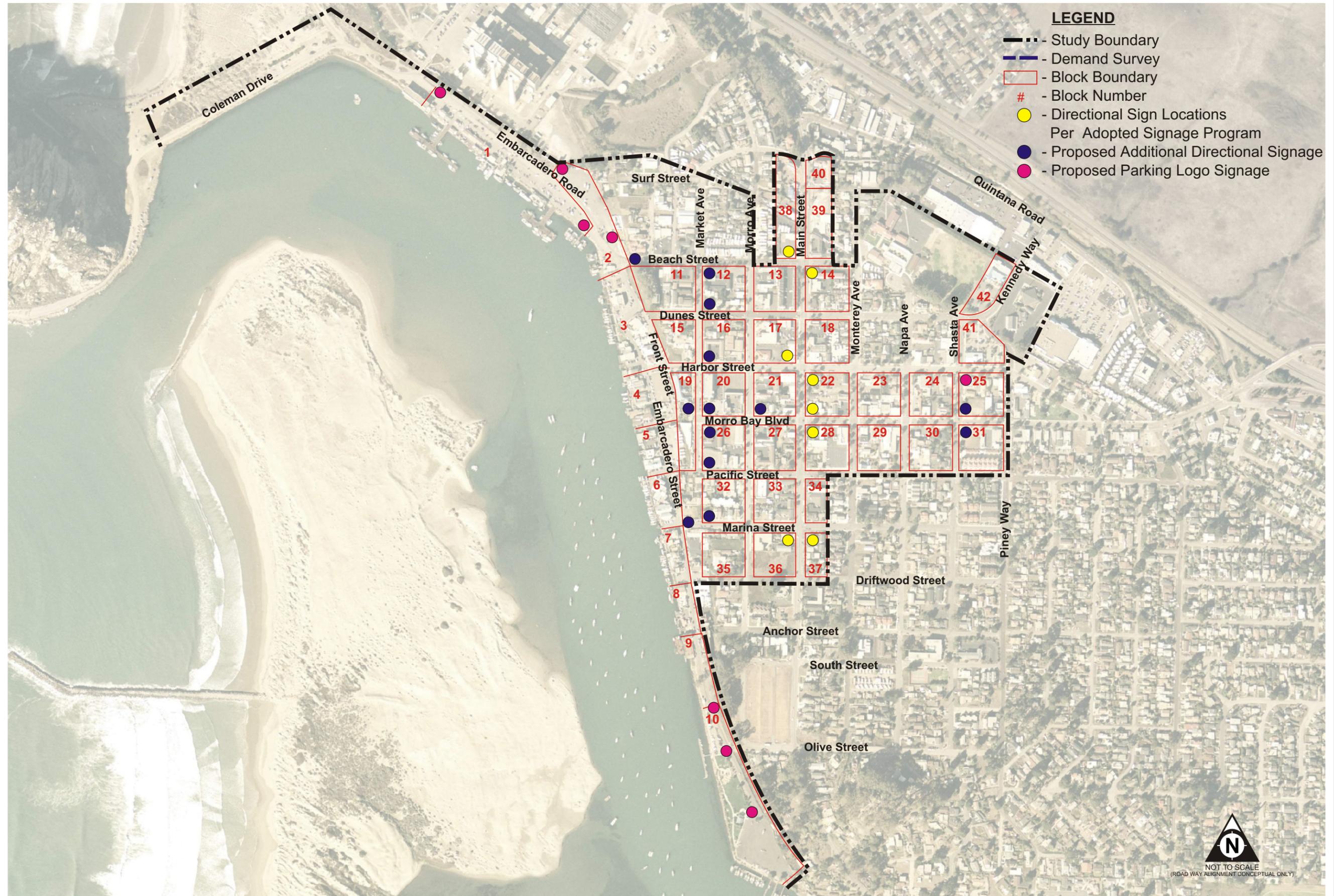
Parking Logo Signs are recommended to located as follows:

Northbound

14. Shasta Avenue at Harbor Street
15. South end of lot east of Embarcadero Street at Beach Street
16. South end of lot west of Embarcadero Street across from Dynegy Energy Plant (formerly Duke Energy Plant)
17. South end of lot west of Embarcadero Street north of Tidelands Park

Southbound

18. North end of lot west of Embarcadero Street across from Dynegy Energy Plant (formerly Duke Energy)
19. North end of lot east of Embarcadero Street adjacent to Dynegy Energy Plant (formerly Duke Energy)
20. At Tidelands Park entry drive
21. North end of lot at southerly terminus of Embarcadero Street



PROPOSED SIGNAGE

2. Public Information

- A. Develop a comprehensive Parking Information page at the City's web site to educate the public about parking. This information page should include:
1. The logo used in signage to denote public parking area;
 2. A map that shows locations of:
 - Public parking lots
 - Recommended/signed routes to them from primary highway off-ramps and other arterials
 - Time restricted parking areas
 - Employee parking
 - RV and boat & trailer parking
 - Short-term (loading/unloading) delivery truck parking
 3. A flier for seasonal or special event parking that can be downloaded by merchants for handout to customers (or a link to another suitable web-site (such as the City Chamber of Commerce) where the flier would be available
 4. Available public transit, including route maps, stops, transfer points, fares and schedules
 5. Currently adopted parking regulations, requirements, and enforcement
 6. In-Lieu Parking Management Fee Program and District boundaries
 7. Links to appropriate sections of the City Municipal Code

3. Shared Parking

- A. Implement changes proposed in the new draft Zoning Ordinance related to shared/joint use parking
- B. Consider further amendments to encourage findings, criteria or requirements related to:
1. Provision of adequate pedestrian connections to shared parking
 2. Suitable/safe location of access drives
 3. Proximity to public transit
 4. Signage plan
 5. Safety/security plan (lighting, maintenance, etc.)
 6. Disallowing "reserved" parking in all commercial and multi-family zones, except for "employee parking" (see below)
 7. Consider essential minimum criteria that could be met to achieve a set reduction of required spaces
 8. Develop criteria to allow credit for on-street parking

4. Employee Parking

- A. Amend Zoning Ordinance to reduce required on-site parking if project developers can provide a safely-accessed and secure off-site location nearby dedicated for employees.
- B. Encourage developers to consider shared parking opportunities for employee parking where possible.
- C. Encourage employees to park in the north and south parking lots on the Embarcadero or above the bluff.
- D. Encourage employers to provide transit subsidies or discounted transit passes to employees.
- E. Step-up parking enforcement efforts.

5. Expand/Enhance Trolley Service

- A. Consider adding a trolley and a new route to decrease headways along the Embarcadero to once every 15 minutes.
- B. Expand the transfer point to accommodate additional trolley service.
- C. Continue to run during summer weekends and on holidays.
- D. Update Morro Bay Trolley brochure with enhanced maps illustrating land marks, points of interest and “sponsor businesses” located along the routes, as recommended in the North Coast Transit Plan: 2006 Morro Bay Component.
- E. The Morro Bay Trolley Program should be adjusted, expanded, and advertised, as appropriate (including fares, routes and times of operation), to creatively serve special community events which may occur outside of the traditional operating times outlined on Page 11 of this document.

6. Delivery Truck Parking

- A. Amend the Municipal Code to allow delivery truck parking anywhere on the Embarcadero before 11:00 a.m., but restrict deliveries after 11:00 a.m. to designated delivery stalls.
 1. In cooperation with local businesses devise a plan to strategically locate suitable/safe spaces for delivery truck parking stalls on the Embarcadero.
 2. Develop a signage program to designate specific locations for delivery truck parking after 11:00 a.m.

The following locations within the Embarcadero Area are recommended for designated, short term, delivery truck parking after the 11:00 a.m. restriction:

- Northbound side of Embarcadero Street on the south edge of Driftwood St. adjacent to existing vehicle parking stalls.
- Southbound side of Embarcadero Street on the south edge of Morro Bay Boulevard adjacent to existing vehicle parking stalls.

- East side of Front St. just south of its northerly intersection with Embarcadero Street

7. Angled Parking

- A. Provides low cost expansion of parking supply.
- B. Replace parallel parking in selected blocks in the downtown core where demand is high and net gain is most cost effective.
- C. Replace parallel parking on North Embarcadero Street along Dynegy Energy Plant (formerly Duke Energy Plant) Frontage.

8. Pedestrian Enhancements

- A. Accentuate pedestrian-oriented linkages between the large public parking lots at the north and/or south ends of the Embarcadero, particularly at the north end, extending the Harbor Walk concept from Beach Street to Front Street.
- B. Amend Zoning Ordinance to require suitable pedestrian connections between shared parking and business destinations
- C. Emphasize safe and secure pedestrian environments by encouraging development proposals to address:
 - 1. Walkway illumination
 - 2. Crosswalk treatments
 - 3. Bollards to restrict vehicle entry
 - 4. Benches and trash receptacle

9. Alteration of Time Limits

- A. Eliminate weekday parking time limits in Blocks 3-7 of Embarcadero.
- B. Maintain posted 3-hour limit on weekends and holidays in Blocks 3-7, to maximize available spaces through increased turn-over of parking stalls.
- C. Increase enforcement during peak season and holiday weekends.

10. Public & Private-Public Partnership Parking

- A. Develop a policy to authorize City acquisition of strategically located properties within the downtown upon which to provide surface public parking on an interim basis until future development.
- B. Encourage partnerships with private development entities downtown to gain additional public parking through shared parking or dedicated parking arrangements.
- C. Utilize opportunities specific to the Embarcadero to form public-private partnerships with such as with potential future convention center or with Dynegy Energy Plant (formerly Duke Energy Plant) to gain additional parking facilities for shared public and private use.
- D. Disallow “reserved” private use parking lots to encourage joint use.

11. In-Lieu Fee Parking

- A. Retain the current In-Lieu Fee but continue to periodically review and adjust the amount as deemed necessary based upon relevant market factors, but reduce the burden of the in-lieu fee by lowering the number of spaces a developer must provide by:
 - 1. Implementing new parking requirements in Draft Zoning Ordinance.
 - 2. Encourage more shared parking options
 - 3. Provide credit for on-street parking in front of proposed project sites. Additional credit can be given for development of additional on-street parking proximate to the project site.
- B. Enlarge the in-lieu parking district to include areas of potential new downtown business development or redevelopment (consistent with current general plan) coterminous with the Study Area Boundary utilized in this Plan.

12. Green Parking

- A. In areas where over-flow parking or environmental protections may be beneficial, allow utilization of impervious materials and engineering solutions that reduce storm water runoff.
- B. Identify potential locations where green parking lots could be provided in lieu of conventional parking lots.

CHAPTER 6 – FINANCIAL PLAN

Funding Options

The following paragraphs present information on a range of funding sources that may be available to the City for constructing or implementing the various components of the Action Plan presented in the previous chapter. While certainly individual funding sources can be sufficient to construct or implement a particular Action Plan component, projects can also be successfully implemented through creative or strategic combinations of funding sources.

Pedestrian and Parking Funding

Local Sources

1. **General Fund:** The General Fund is a general source of money available for discretionary spending by the City on a departmental budget priority basis or by other express City Council direction. The fund usually contains revenues from sources such as sales tax, property tax, transient occupancy tax, rentals, business tax, and other general revenue sources not required by local state or federal laws to be earmarked for dedicated expenses. These funds may be available for many of the components of the recommended Action Plan, however staff has indicated that there is no General Fund money available for the signage component of the recommended Action Plan.
2. **In-Lieu Parking Fees:** Parking In-Lieu Fees are developer-generated funds; developers may request to pay a fee to the City instead of dedicating property to designated parking spaces. Fees are based on an established formula for calculating the number of parking spaces required to adequately serve the development's peak needs. The funds are captured in the City's Parking In-Lieu Fund, and are then used for the development of public parking facilities. The current In-Lieu Fee per stall is \$15,000. *[The City's adopted operating budget for FY 06/07 shows an \$80,000 deficit in in-lieu revenues to appropriations as of the date of adoption, Fall of 2006].*
3. **Parking Enforcement Fines:** The City's parking fine revenues make up a portion of their General Fund stream. The FY 06/07 annual budget estimates \$10,000 in parking fine revenues. FY 05/06 estimated revenues of \$14,000 in FY 05/06. Actual revenues in FY 04/05 were \$8,253. With stepped-up enforcement, it is estimated that the annual revenue from parking fines will increase. The City should adopt a policy of earmarking these funds for development of additional parking. Using this fine money to match regional, state and federal grants would significantly leverage these funds.
4. **"Harbor Fund":** *Currently the City maintains this fund for a range of projects associated with adopted programs for improving the harbor area, and more specifically those lands lying within "tidelands" areas as defined by the State (and on record at the City). These funds are available, for, example, for the adopted "Harbor Walk Program"*

These funds may also be available for the pedestrian improvements recommended in this Plan at the Beach St. and Embarcadero intersection as a way to complete the connection of the Harbor Walk to the core area of Embarcadero.

5. **Measure Q-06:** *In November of 2006 Morro Bay voters passed the Morro Bay Vital Public Services Restoration and Protection Measure. The goal of Measure “Q” is to preserve Morro Bay’s public safety and character by funding essential public services and street maintenance through a 1/2% general sales tax increase. All expenditures of the tax revenues generated by Measure “Q” are subject to an annual review by a City Council appointed Citizen Advisory Committee. Final expenditure of funds is subject to authorization by City Council.*

State Sources

1. **Transportation Development Act (TDA):** TDA funds are awarded annually by the State of California to local jurisdictions for a variety of transportation programs, including road construction and maintenance and bicycle and pedestrian projects. These funds originate from State sales tax on gasoline and are distributed to the cities and County according to population by the San Luis Obispo Council of Governments (SLOCOG). By State law, 2% of each entity’s TDA allocation is set aside for bicycle and pedestrian paths as TDA Article III funds. Historically the City has utilized a small percentage of these funds on road maintenance, specifically striping. The City would need to submit project funding allocation requests to the (SLOCOG) to finance related projects.
2. **Community Development Block Grant (CDBG):** Congress amended the Housing and Community Development Act of 1974 (HCD Act) in 1981 to give each State the opportunity to administer CDBG funds from Federal Housing and Urban Development for non-entitlement areas (such as Morro Bay). Communities receiving CDBG funds from the State may use the funds for many kinds of community development activities including, but not limited to:
 - acquisition of property for public purposes;
 - construction or reconstruction of streets, water and sewer facilities, neighborhood centers, recreation facilities, and other public works;
 - demolition;
 - rehabilitation of public and private buildings;
 - public services;
 - planning activities;
 - assistance to nonprofit entities for community development activities; and
 - assistance to private, for profit entities to carry out economic development activities (including assistance to micro-enterprises).

The funds are awarded on a competitive basis by the State as “grants”. The local entity, if they are awarded money may then offer as loans to eligible projects according to CDBG criteria. The repayment of these loans becomes what is termed “program income” which

can be retained locally and re-used, again, for CDBG eligible projects. CDBG funds are generally allocated for only two categories of projects: “General Allocation” (usually housing related) and “Economic Development” (ED) (usually commercial related and/or providing jobs.)

3. **“MOVER” Program Funds:** This is a grant source available on a competitive basis through the San Luis Obispo County Air Pollution Control District. The “Mover” or **MO**tor **V**ehicle **E**mission **R**eduction Program (AB2766: Motor Vehicle Registration Fee Program) operates on a two year funding cycle. The next funding cycle will begin in 2008. The primary objective of MOVER funds is to reduce motor vehicle emissions through projects that result in transportation control measures and other mobile source-related reduction measures through “quantifiable” or “non-quantifiable” project criteria. In the 2005-07 cycle approximately \$465,000 was available; maximum single grant award at \$100,000. Total allocations vary year to year based on the number of registered vehicles, current mandates and District priorities. (See Appendix G for additional details and the full application package for the 2005-2007.

Federal Sources

1. **Federal Transit Administration (FTA):** FTA administers a large number of programs for helping communities support public transportation by issuing grants to eligible recipients for planning, vehicle purchases, facility construction, operations, and other purposes. FTA administers this financial assistance according to authorization, SAFETEA-LU, which was signed into law in August 2005. (This program replaced the previously enacted TEA-21 – Transportation Equity Act for the 21st century, which expired in 2004). SAFETEA-LU authorizes specific dollar amounts for each program. Each year Congress provides an annual appropriation which funds the programs specified in SAFETEA-LU. Upon receiving this appropriation, FTA apportions and allocates these funds according to formulas and earmarks. These FTA apportionments are published annually in the Federal Register.

Additional information and a list of the various FTA grant programs and their eligibility requirements can be accessed starting at the following link:

http://www.fta.dot.gov/funding/grants_financing_263.html

Transit Funding

Based on an examination of the current Morro Bay Trolley funding profile, it is recommended that existing funding sources be continued. Existing trolley funds are derived from the following sources (source: 2006 North Coast Transit Plan: Morro Bay Component.)

General Fund Revenues	68%
Farebox Revenues	21%
Other Revenues	7%
Trolley Rental Income	4%

“Other Revenues” consist of primarily on-vehicle advertising revenues, and “Trolley Rental Income” is generated from rental of the current back-up trolley for private group functions. General Fund revenues are used to cover the deficit between expenditures and revenues, so vary each year with the total farebox, rental income, and “other” revenues generated.

Following is a list of transit funding sources that might be available to the City should they choose to seek alternate funding sources in the future.

State Sources

1. Transportation Development Act (TDA): TDA is a state collected sales tax. TDA funds are awarded annually by the State of California to local jurisdictions for a variety of transportation programs, including public transportation, and community transit services. TDA funds are comprised of Local Transportation Funds (LTF), derived from the ¼ cent sales tax collected statewide, returned to the jurisdiction of collection, and State Transit Assistance funds (STA), derived from a statewide sales tax on gasoline. STA funds are allocated to planning agencies for distribution according to population and operator revenues from the prior fiscal year.

In order to qualify for transit funding under TDA, transit agencies operating in non-urbanized areas, must maintain a minimum 10% ratio of fare revenues to operating costs. The Morro Bay trolley currently operates at or above a 20% fare box ratio.

It should be noted that the City currently uses all of its allocated TDA money (minus the 2% set aside for bike/pedestrian projects, and occasional small amounts for road striping maintenance) to operate Morro Bay Dial-A-Ride.

2. **San Luis Obispo County Air Pollution Control District (APCD):** The San Luis Obispo County APCD offers funding opportunities for projects that will reduce air pollution within San Luis Obispo County. Transit related grants include the MOVER Program and the Carl Moyer Program.

The MOVER, or MOtor Vehicle Emission Reduction Program (AB2766: Motor Vehicle Registration Fee Program) funds a variety of projects that motor vehicle air pollution. This grant program operates on a two year funding cycle. The next funding cycle will begin in 2008.

The Carl Moyer Program is a Heavy-Duty Engine Emission Reduction Program created in 1991 to facilitate the move to cleaner burning engines. Eligible uses include the purchase of clean fuel heavy vehicles.

Federal Sources

In 2005 Congress passed the federal transportation reauthorization act for the Transportation Equity Act of the 21st Century (TEA-21). On August 10, 2005, President Bush signed this new act, known as the Safe, Accountable, Flexible, and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU). SAFETEA-LU brings to the transit industry additional funding for transit services in local communities through both an increase in funding levels and the available funding programs. Following is a summary of federal programs for which the City may be eligible.

1. **FTA Section 5311 – Non-Urbanized Area Formula Grants:** These formula grants provide capital, operating, and project administration assistance for rural and small urban public transportation systems operating in areas with populations less than 50,000. Funds are distributed 80% based on non-urbanized population and 20% through a tier-based formula based on land area. Federal share is generally 80% for capital costs and 50% for operating costs. Non-Department of Transportation (DOT) federal funds may be used as a match.

In San Luis Obispo County, Section 5311 funds are dispersed through the Rural Transit Fund (RTF), a program administered by the SLOCOG. Through the RTF program, Section 5311 formula funds are exchanged to the Regional Transit Authority, the sole recipient of the County's Section 5311 grant monies, for TDA funds (specifically Local Transportation Funds). It is SLOCOG Board Policy that capital projects, particularly vehicle replacements, be the priority use for these funds.

Estimated Costs to Implement Action Plan

Angled Parking

Appendix D contains a Preliminary Order of Magnitude Opinion of Probable Construction Costs for two scenarios of conversion from parallel parking to angled parking: one for curb-side conversion for a sample block face along the north side of Morro Bay Boulevard between Main Street and Monterey Avenue and a second for conversion from curb-face parallel parking to centerline angled parking. In the first scenario the estimated cost is \$6,883, and in the second scenario the estimated cost is roughly \$6,047. Both order of magnitude estimates account for the cost of removal and replacement of line work and markings on the pavement, removal and replacement of signage, and curb repainting as necessary, and miscellaneous pavement patch work.

Assuming there may be approximately a dozen block faces within the areas of Downtown that could be suitable for curb-side angled parking and assuming five block segments suitable for centerline angled parking, the following Table 4 shows the potential order of magnitude cost to implement an angled parking program:

Curb-side	12 block faces	\$ 6,883 ea	\$ 82,596
<u>Centerline</u>	<u>5 block segments</u>	<u>\$ 6,047 ea</u>	<u>\$ 30,235</u>
TOTAL			\$112,831

Based upon the conceptual illustrations provided in Figures 12, 13, & 14 it is estimated that such a program could increase available parking supply by roughly 139 spaces total for a cost per space of about \$811.

Trolley

Costs associated with the proposed trolley adjustments would include both capital and operating expenses. Estimated implementation costs were based upon a review of the recently released 2006 Transit Development Plan (TDP) prepared for the City of Morro Bay.

Capital expenditures would include one additional trolley to serve the proposed Route #3 at an estimated total cost of \$150,000. It is assumed that the purchase of this trolley would follow current trolley purchase scenarios, and would be funded through a grant (80%) with a 20% local match. This would still allow a back-up trolley for maintenance periods and for rental purposes.

Operating expenses to run an additional trolley route are estimated at approximately \$18,000 annually. This operating cost projections are based on the City of Morro Bay's FY 2006/07 budgeted expenses for the trolley.

Signage (replacement & augmentation)

The City's adopted Directional Signage Program (please see Appendix E) determined, due to city budget limitations and the need to apply for outside funding sources through available grants etc., that the entire Program would needed be implemented in phases. According to City staff, the current available budget for the initial phase of the signage program is \$50,000 of Program Income funds from prior CDBG grants (please see discussion above under State Sources for additional details on this fund source). The Staff Report for the Program adoption estimates the initial phase would include 6 signs: 2 entryway signs and 4 directional signs to be installed utilizing the thematic sign design illustrated by the "Blue" motif in Attachment 5 of the Program at an estimated cost of approximately \$40,000 including expenses for shop drawings, materials, sign fabrication, and installation. It is assumed the remaining balance of available Program Income funds (\$10,000±) could be directed toward an initial phase of directional signage pursuant to the "*Enhanced Signage Program*" component of the recommended Action Plan set forth in Chapter 5.

The "*Enhanced Signage Program*" recommends that new directional signage is needed for the following purposes:

1. To more clearly identify public parking lots.
2. To direct recreational vehicles (RVs) and boat trailers to appropriate parking locations.
3. To better re-direct tourists to the available public parking, particularly at the north end of the Embarcadero, and away from the Embarcadero Core where there is a lack of available parking.
4. To clearly designate suitable locations for short-term delivery truck parking.

Signage to implement No. 1 above would entail creation and adoption of a Public Parking Logo. As indicated in the Action Plan, this logo should be of an eye-catching color scheme that is quite visible from a distance.

Signage to meet the above-stated purposes No. 2 and No. 3 (delivery truck parking is discussed under a separate heading below) could be achieved by modifying slightly the adopted Directional Sign Program design to incorporate "Public Parking" or "RV Parking", etc. as one of the points of interest lettered into the sign. It is presumed that such modifications could be accomplished at the direction of the Public Services Director without further Council consideration, and as such, the costs of these new signs as was estimated by staff, would not necessarily increase in order to accommodate "Public Parking" locators unless it was determined that the overall size of the sign or size of the text area needed to be enlarged to include parking as well as other important physical points of interest.

Further strategic replacement and augmentation of other existing signs besides the initial phase locations identified in the adopted Program could be accomplished over time by the City.

Although the costs per sign estimated above are based upon installation of only 6 signs, it's possible that some cost savings could be achieved through economies of scale that would allow a few more signs to be constructed and installed in the initial phase. The City will need to re-evaluate these costs based upon current dollar values.

As was noted, current signs directing tourists to the Embarcadero Core would be removed at an estimated cost of approximately \$50 per sign, and new signs, which incorporate directional locators to "Public Parking" erected at strategic locations to re-direct tourists from freeway off-ramps and from Morro Bay Blvd. to Beach Street on the north or to Marina Street on the South.

Cost for Signage Removal, Replacement and Augmentation consistent with the adopted Directional Signage Program and the recommended Public Parking Logo Sign program is estimated as follows:

Remove old	10 (est.)	\$ 50 ea.	\$ 500
Replace with New Directional	12	\$ 6,700 ea	\$ 80,400
<u>Add New Parking Logo Signs</u>	<u>8</u>	<u>\$ 150 ea</u>	<u>\$ 1,200</u>
TOTAL EST.			\$ 82,100

Public Information Program

This action plan can likely be achieved utilizing staff resources or could be out-sourced depending on budget allowances. It is estimated that this action plan component could be achieved for approximately \$5,000. If done in coordination with the Chamber of Commerce additional economies may be achieved. Making sure that downloadable maps and pages are available from the web will significantly increase tourist's access to valuable parking information in their trip planning and make it easy for businesses to provide this information directly to their customers thereby reducing the City's expenditures for publication, marketing and distribution costs.

Delivery Truck Signage

Based upon earlier discussion and analysis of delivery truck parking along the Embarcadero it is estimated that approximately three signs at approximately \$500 each would be needed for an estimated total order of magnitude cost of about \$1,500.

Pedestrian Enhancements

Appendix D provides order of magnitude cost estimates for the Pedestrian Enhancement component of the recommended Action Plan at approximately \$138,085.

Parking Stalls vs. Garage

The average cost of a surface parking space in a coastal community such as Morro Bay is estimated to be \$11,000-\$12,000 including the cost to purchase the property and construct the space. A structure space is estimated to cost approximately \$20,000-\$25,000. (The City In-Lieu Fee is currently set at \$15,000, which seems reasonable since it falls within the range of these cost estimates.) The ability of a city to provide new parking stalls is dependent on the timing of delivery of the stall, the city's ability to find suitable locations for additional parking, and determining whether surface parking or structure parking is the appropriate solution. For example, a fairly low-scale or low-density business office development may be adequately served by utilization of in-lieu fees to develop a surface lot, particularly where such lot allows opportunities for shared parking with similar proximate uses or proximate uses with different time of day parking needs. On the other hand, an intense use, such as a convention center, may be better served by a parking structure, particularly where land costs may be higher and adjacent compatible uses with different time of day parking needs can benefit from a public-private partnership, for instance, allowing for shared use of those structure spaces; allowing one space to be utilized several times during the day, increasing the cost-effectiveness of each space

Plan Implementation

The following is a suggested 5-year timeline for implementing the various Action Items recommended in Chapter 5 of this Plan. It is based upon an assumed adoption of this Plan by mid-2007. The City is encouraged to compile many of these items into single proposals or packages for consideration by City Council, in order to maintain and promote the comprehensive benefits derived from integrating these actions to the extent feasible; for example, compiling as many needed ordinance revisions as possible or practical into a single package for adoption, rather than adopting them one by one. Of course, depending on factors such as budget constraints, grant funding cycles, city work load, the City may desire or need to pursue this time line more or less aggressively.

Year 2007

1. Adopt this Parking Management Plan with recommended Action Plan and Implementation Guidelines

Year 2008

1. Develop Public Parking Logo Design.
2. Amend adopted Signage Program to include logo design and parking as a point of interest.
3. Develop & launch Website with Public Information about Parking; include logo design.

4. Adopt strategic locations for public parking directional and logo signage.
5. Propose & adopt text for and strategic locations for Delivery Truck Parking signage for Embarcadero.
6. Conduct outreach with Embarcadero businesses regarding solutions for owner/employee/weekend parking.
7. Budget for revisions to time-limit parking signage for Embarcadero Blocks 3-7.
8. Budget for directional, logo and delivery truck parking signs.
9. Develop a program and budget for needed stepped-up enforcement program & amend ordinances as necessary to allow earmarking of fines for development of additional parking (i.e. match money for grants.)
10. Develop & present to Council proposal to expand (In-Lieu Fee) Parking Management District to match study area defined in this Plan.

Year 2009

1. Revise proposed new parking requirements in Draft Zoning Ordinance as needed to incorporate recommendations within Chapter 5 – Action Plan, and adopt. (Include such components as credit for on-street parking, embellished findings, criteria or requirements for further encouraging shared parking, provisions necessary to facilitate employee parking away from Embarcadero Core, and others as enumerated in Chapter 5.)
2. Construct and install directional, logo, and delivery truck parking signs.
3. Propose and adopt needed ordinance revisions for Shared Parking & Employee Parking.
4. Implement non-ordinance solutions for owner/employee parking.
5. Construct and install revised time-limit signage at Embarcadero Blocks 3-7.
6. Propose & adopt a phased angled parking program for candidate downtown blocks for curb-side or centerline angled parking and for the Dynegy Energy Plant (formerly Duke Energy Plant) frontage of Embarcadero Street.
7. Budget for construction of Phase 1 angled parking in identified blocks.
8. Implement stepped-up enforcement program.
9. Apply for appropriate grants for trolley purchase and prepare/development budget estimates for related operations and maintenance costs, needed fare adjustments, route/signage changes and public information releases.
10. Solicit proposals for refined pedestrian enhancements concepts at Embarcadero and Beach.
11. Prepare and adopt a policy to authorize City acquisition of strategically located properties within downtown for interim surface public parking until future development.
12. Seek and encourage formation of public-private partnerships where feasible, such as with potential convention center or with Dynegy Energy Plant (formerly Duke Energy Plant), to gain additional shared public/private spaces.
13. Solicit proposals to prepare a “green parking” program for use in the City where over-flow or environmental protections may be beneficial, including identification of or criteria for selecting candidate sites.

Year 2010

1. Construct Phase 1 angled parking as determined needed.
2. Develop and propose ordinance amendments for pedestrian-oriented standards to encourage linkages between key destinations and shared parking.
3. Public out-reach and adoption of preferred pedestrian enhancement concepts at Embarcadero and Beach, with identified funding sources.
4. Purchase trolley if grant money is awarded and make needed adjustments to operations and maintenance budget and program implementation (adjustment of fares, route maps and signs, etc.).

Year 2011

1. Prepare to acquire funding for pedestrian enhancements (apply for grants, budget match money, etc.).

Year 2012

1. Put Pedestrian Enhancement Project out to bid; begin construction.

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APPENDICIES

Appendix A

Demand Survey Forms

Appendix B

Duration Survey Forms

Appendix C

Adopted In-Lieu Parking Fee District Map

Appendix D

Preliminary Order of Magnitude Probable Construction Costs

Appendix E

City of Morro Bay Directional Signage Program

Appendix F

Examples of Parking Information Websites

Appendix G

San Luis Obispo County Air Pollution Control District
MOTOR Vehicle Emission Reduction Program (MOVER)
Request for Proposal – 2005-2007 Funding Cycle

APPENDIX A
Demand Survey Forms

TABLE A1

Morro Bay Parking Study Weekday & Weekend Demand Survey Results 12 PM - 1 PM									
Parking Supply Inventory				Weekday			Weekend		
Block Number	On St Supply	Off St Supply	Total	Available	% Availability	% Demand	Available	% Availability	% Demand
1	55	190	245	60	24%	76%	103	42%	58%
2	30	115	145	84	58%	42%	108	74%	26%
3	50	8	58	14	24%	76%	-2	-3%	103%
4	73	12	85	15	18%	82%	0	0%	100%
5	21	68	89	37	42%	58%	-4	-4%	104%
6	20	8	28	2	7%	93%	0	0%	100%
7	17	0	17	10	59%	41%	0	0%	100%
8	16	20	36	29	81%	19%	19	53%	47%
9	0	90	90	18	20%	80%	55	61%	39%
10	0	60	60	25	42%	58%	54	90%	10%
11	30	0	30	16	53%	47%	18	60%	40%
12	21	0	21	19	90%	10%	18	86%	14%
13	20	0	20	16	80%	20%	17	85%	15%
14	20	0	20	14	70%	30%	12	60%	40%
15	22	0	22	19	86%	14%	14	64%	36%
16	32	35	67	46	69%	31%	43	64%	36%
17	31	53	84	37	44%	56%	32	38%	62%
18	32	55	87	42	48%	52%	23	26%	74%
19	32	0	32	21	66%	34%	25	78%	22%
20	39	100	139	92	66%	34%	65	47%	53%
21	31	17	48	22	46%	54%	9	19%	81%
22	38	15	53	19	36%	64%	4	8%	92%
23	35	42	77	27	35%	65%	20	26%	74%
24	34	41	75	36	48%	52%	33	44%	56%
25	24	56	80	41	51%	49%	38	48%	53%
26	32	38	70	38	54%	46%	21	30%	70%
27	37	20	57	24	42%	58%	41	72%	28%
28	34	49	83	25	30%	70%	45	54%	46%
29	32	25	57	19	33%	67%	32	56%	44%
30	32	20	52	23	44%	56%	21	40%	60%
31	25	26	51	40	78%	22%	28	55%	45%
32	35	9	44	31	70%	30%	26	59%	41%
33	33	22	55	31	56%	44%	40	73%	27%
34	15	3	18	16	89%	11%	16	89%	11%
35	18	0	18	9	50%	50%	10	56%	44%
36	19	0	19	15	79%	21%	16	84%	16%
37	10	0	10	9	90%	10%	9	90%	10%
Total	1045	1197	2242	1041	46%	54%	1009	45%	55%
Additional Supply Inventory									
Block Number	On St Supply	Off St Supply	Total						
38	5	28	33						
39	4	27	31						
40	3	27	30						
41	0	63	63						
42	0	54	54						
Total	12	199	211						
Grand Total	1057	1396	2453						

TABLE A2

Morro Bay Parking Study Weekday & Weekend Demand Survey Results 1 PM - 2 PM									
Parking Supply Inventory				Weekday			Weekend		
Block Number	On St Supply	Off St Supply	Total	Available	% Availability	% Demand	Available	% Availability	% Demand
1	55	190	245	47	19%	81%	97	40%	60%
2	30	115	145	65	45%	55%	96	66%	34%
3	50	8	58	14	24%	76%	-2	-3%	103%
4	73	12	85	18	21%	79%	-1	-1%	101%
5	21	68	89	36	40%	60%	-5	-6%	106%
6	20	8	28	5	18%	82%	0	0%	100%
7	17	0	17	14	82%	18%	0	0%	100%
8	16	20	36	19	53%	47%	16	44%	56%
9	0	90	90	58	64%	36%	58	64%	36%
10	0	60	60	19	32%	68%	53	88%	12%
11	30	0	30	16	53%	47%	23	77%	23%
12	21	0	21	18	86%	14%	17	81%	19%
13	20	0	20	18	90%	10%	17	85%	15%
14	20	0	20	14	70%	30%	11	55%	45%
15	22	0	22	11	50%	50%	17	77%	23%
16	32	35	67	48	72%	28%	44	66%	34%
17	31	53	84	35	42%	58%	36	43%	57%
18	32	55	87	44	51%	49%	21	24%	76%
19	32	0	32	25	78%	22%	27	84%	16%
20	39	100	139	83	60%	40%	63	45%	55%
21	31	17	48	21	44%	56%	16	33%	67%
22	38	15	53	16	30%	70%	17	32%	68%
23	35	42	77	30	39%	61%	12	16%	84%
24	34	41	75	35	47%	53%	36	48%	52%
25	24	56	80	46	58%	43%	36	45%	55%
26	32	38	70	33	47%	53%	29	41%	59%
27	37	20	57	23	40%	60%	33	58%	42%
28	34	49	83	28	34%	66%	46	55%	45%
29	32	25	57	22	39%	61%	30	53%	47%
30	32	20	52	21	40%	60%	21	40%	60%
31	25	26	51	36	71%	29%	20	39%	61%
32	35	9	44	29	66%	34%	17	39%	61%
33	33	22	55	28	51%	49%	37	67%	33%
34	15	3	18	16	89%	11%	17	94%	6%
35	18	0	18	9	50%	50%	9	50%	50%
36	19	0	19	13	68%	32%	15	79%	21%
37	10	0	10	7	70%	30%	8	80%	20%
Total	1045	1197	2242	1020	45%	55%	987	44%	56%
Additional Supply Inventory									
Block Number	On St Supply	Off St Supply	Total						
38	5	28	33						
39	4	27	31						
40	3	27	30						
41	0	63	63						
42	0	54	54						
Total	12	199	211						
Grand Total	1057	1396	2453						

TABLE A3

Morro Bay Parking Study									
Weekday & Weekend Demand Survey Results									
2 PM - 3 PM									
Parking Supply Inventory				Weekday			Weekend		
Block Number	On St Supply	Off St Supply	Total	Available	% Availability	% Demand	Available	% Availability	% Demand
1	55	190	245	40	16%	84%	107	44%	56%
2	30	115	145	90	62%	38%	102	70%	30%
3	50	8	58	15	26%	74%	3	5%	95%
4	73	12	85	20	24%	76%	6	7%	93%
5	21	68	89	29	33%	67%	7	8%	92%
6	20	8	28	7	25%	75%	0	0%	100%
7	17	0	17	11	65%	35%	1	6%	94%
8	16	20	36	20	56%	44%	11	31%	69%
9	0	90	90	53	59%	41%	56	62%	38%
10	0	60	60	24	40%	60%	37	62%	38%
11	30	0	30	21	70%	30%	17	57%	43%
12	21	0	21	19	90%	10%	17	81%	19%
13	20	0	20	18	90%	10%	19	95%	5%
14	20	0	20	17	85%	15%	10	50%	50%
15	22	0	22	12	55%	45%	13	59%	41%
16	32	35	67	48	72%	28%	32	48%	52%
17	31	53	84	32	38%	62%	36	43%	57%
18	32	55	87	41	47%	53%	21	24%	76%
19	32	0	32	29	91%	9%	22	69%	31%
20	39	100	139	81	58%	42%	62	45%	55%
21	31	17	48	19	40%	60%	7	15%	85%
22	38	15	53	19	36%	64%	17	32%	68%
23	35	42	77	25	32%	68%	14	18%	82%
24	34	41	75	40	53%	47%	36	48%	52%
25	24	56	80	43	54%	46%	37	46%	54%
26	32	38	70	36	51%	49%	33	47%	53%
27	37	20	57	24	42%	58%	30	53%	47%
28	34	49	83	32	39%	61%	47	57%	43%
29	32	25	57	25	44%	56%	29	51%	49%
30	32	20	52	32	62%	38%	16	31%	69%
31	25	26	51	38	75%	25%	27	53%	47%
32	35	9	44	28	64%	36%	17	39%	61%
33	33	22	55	33	60%	40%	36	65%	35%
34	15	3	18	16	89%	11%	15	83%	17%
35	18	0	18	9	50%	50%	9	50%	50%
36	19	0	19	15	79%	21%	14	74%	26%
37	10	0	10	6	60%	40%	8	80%	20%
Total	1045	1197	2242	1067	48%	52%	971	43%	57%
Additional Supply Inventory									
Block Number	On St Supply	Off St Supply	Total						
38	5	28	33						
39	4	27	31						
40	3	27	30						
41	0	63	63						
42	0	54	54						
Total	12	199	211						
Grand Total	1057	1396	2453						

TABLE A4

Morro Bay Parking Study Weekday & Weekend Demand Survey Results 3 PM - 4 PM									
Parking Supply Inventory				Weekday			Weekend		
Block Number	On St Supply	Off St Supply	Total	Available	% Availability	% Demand	Available	% Availability	% Demand
1	55	190	245	44	18%	82%	132	54%	46%
2	30	115	145	95	66%	34%	127	88%	12%
3	50	8	58	29	50%	50%	2	3%	97%
4	73	12	85	24	28%	72%	3	4%	96%
5	21	68	89	26	29%	71%	5	6%	94%
6	20	8	28	9	32%	68%	1	4%	96%
7	17	0	17	11	65%	35%	5	29%	71%
8	16	20	36	28	78%	22%	19	53%	47%
9	0	90	90	56	62%	38%	56	62%	38%
10	0	60	60	24	40%	60%	39	65%	35%
11	30	0	30	22	73%	27%	14	47%	53%
12	21	0	21	16	76%	24%	18	86%	14%
13	20	0	20	20	100%	0%	17	85%	15%
14	20	0	20	18	90%	10%	11	55%	45%
15	22	0	22	13	59%	41%	12	55%	45%
16	32	35	67	52	78%	22%	40	60%	40%
17	31	53	84	58	69%	31%	32	38%	62%
18	32	55	87	38	44%	56%	15	17%	83%
19	32	0	32	32	100%	0%	25	78%	22%
20	39	100	139	91	65%	35%	60	43%	57%
21	31	17	48	19	40%	60%	6	13%	88%
22	38	15	53	27	51%	49%	10	19%	81%
23	35	42	77	28	36%	64%	16	21%	79%
24	34	41	75	48	64%	36%	33	44%	56%
25	24	56	80	45	56%	44%	36	45%	55%
26	32	38	70	31	44%	56%	30	43%	57%
27	37	20	57	21	37%	63%	31	54%	46%
28	34	49	83	22	27%	73%	28	34%	66%
29	32	25	57	33	58%	42%	31	54%	46%
30	32	20	52	34	65%	35%	20	38%	62%
31	25	26	51	41	80%	20%	24	47%	53%
32	35	9	44	29	66%	34%	17	39%	61%
33	33	22	55	32	58%	42%	36	65%	35%
34	15	3	18	12	67%	33%	15	83%	17%
35	18	0	18	9	50%	50%	7	39%	61%
36	19	0	19	14	74%	26%	17	89%	11%
37	10	0	10	6	60%	40%	9	90%	10%
Total	1045	1197	2242	1157	52%	48%	999	45%	55%
Additional Supply Inventory									
Block Number	On St Supply	Off St Supply	Total						
38	5	28	33						
39	4	27	31						
40	3	27	30						
41	0	63	63						
42	0	54	54						
Total	12	199	211						
Grand Total	1057	1396	2453						

TABLE A5

Morro Bay Parking Study Weekday & Weekend Demand Survey Results 4 PM - 5 PM									
Parking Supply Inventory				Weekday			Weekend		
Block Number	On St Supply	Off St Supply	Total	Available	% Availability	% Demand	Available	% Availability	% Demand
1	55	190	245	68	28%	72%	147	60%	40%
2	30	115	145	69	48%	52%	115	79%	21%
3	50	8	58	36	62%	38%	5	9%	91%
4	73	12	85	28	33%	67%	4	5%	95%
5	21	68	89	39	44%	56%	6	7%	93%
6	20	8	28	15	54%	46%	3	11%	89%
7	17	0	17	10	59%	41%	8	47%	53%
8	16	20	36	27	75%	25%	30	83%	17%
9	0	90	90	58	64%	36%	58	64%	36%
10	0	60	60	24	40%	60%	29	48%	52%
11	30	0	30	28	93%	7%	16	53%	47%
12	21	0	21	16	76%	24%	18	86%	14%
13	20	0	20	20	100%	0%	17	85%	15%
14	20	0	20	15	75%	25%	11	55%	45%
15	22	0	22	13	59%	41%	10	45%	55%
16	32	35	67	52	78%	22%	38	57%	43%
17	31	53	84	53	63%	37%	23	27%	73%
18	32	55	87	41	47%	53%	14	16%	84%
19	32	0	32	32	100%	0%	23	72%	28%
20	39	100	139	98	71%	29%	56	40%	60%
21	31	17	48	21	44%	56%	3	6%	94%
22	38	15	53	15	28%	72%	7	13%	87%
23	35	42	77	30	39%	61%	9	12%	88%
24	34	41	75	43	57%	43%	29	39%	61%
25	24	56	80	45	56%	44%	31	39%	61%
26	32	38	70	36	51%	49%	29	41%	59%
27	37	20	57	18	32%	68%	30	53%	47%
28	34	49	83	43	52%	48%	25	30%	70%
29	32	25	57	28	49%	51%	28	49%	51%
30	32	20	52	17	33%	67%	20	38%	62%
31	25	26	51	43	84%	16%	26	51%	49%
32	35	9	44	33	75%	25%	17	39%	61%
33	33	22	55	34	62%	38%	37	67%	33%
34	15	3	18	14	78%	22%	15	83%	17%
35	18	0	18	9	50%	50%	8	44%	56%
36	19	0	19	15	79%	21%	14	74%	26%
37	10	0	10	6	60%	40%	10	100%	0%
Total	1045	1197	2242	1192	53%	47%	969	43%	57%
Additional Supply Inventory									
Block Number	On St Supply	Off St Supply	Total						
38	5	28	33						
39	4	27	31						
40	3	27	30						
41	0	63	63						
42	0	54	54						
Total	12	199	211						
Grand Total	1057	1396	2453						

TABLE A6

Morro Bay Parking Study Weekday & Weekend Demand Survey Results 5 PM - 6 PM									
Parking Supply Inventory				Weekday			Weekend		
Block Number	On St Supply	Off St Supply	Total	Available	% Availability	% Demand	Available	% Availability	% Demand
1	55	190	245	82	33%	67%	145	59%	41%
2	30	115	145	62	43%	57%	120	83%	17%
3	50	8	58	31	53%	47%	15	26%	74%
4	73	12	85	25	29%	71%	10	12%	88%
5	21	68	89	37	42%	58%	14	16%	84%
6	20	8	28	5	18%	82%	4	14%	86%
7	17	0	17	11	65%	35%	12	71%	29%
8	16	20	36	32	89%	11%	31	86%	14%
9	0	90	90	58	64%	36%	56	62%	38%
10	0	60	60	30	50%	50%	31	52%	48%
11	30	0	30	29	97%	3%	19	63%	37%
12	21	0	21	17	81%	19%	18	86%	14%
13	20	0	20	20	100%	0%	17	85%	15%
14	20	0	20	14	70%	30%	10	50%	50%
15	22	0	22	12	55%	45%	10	45%	55%
16	32	35	67	52	78%	22%	34	51%	49%
17	31	53	84	53	63%	37%	20	24%	76%
18	32	55	87	60	69%	31%	21	24%	76%
19	32	0	32	32	100%	0%	20	63%	38%
20	39	100	139	96	69%	31%	54	39%	61%
21	31	17	48	23	48%	52%	4	8%	92%
22	38	15	53	26	49%	51%	10	19%	81%
23	35	42	77	31	40%	60%	17	22%	78%
24	34	41	75	39	52%	48%	37	49%	51%
25	24	56	80	48	60%	40%	34	43%	58%
26	32	38	70	38	54%	46%	34	49%	51%
27	37	20	57	25	44%	56%	33	58%	42%
28	34	49	83	33	40%	60%	33	40%	60%
29	32	25	57	28	49%	51%	22	39%	61%
30	32	20	52	22	42%	58%	28	54%	46%
31	25	26	51	41	80%	20%	31	61%	39%
32	35	9	44	35	80%	20%	21	48%	52%
33	33	22	55	33	60%	40%	39	71%	29%
34	15	3	18	15	83%	17%	15	83%	17%
35	18	0	18	10	56%	44%	12	67%	33%
36	19	0	19	13	68%	32%	16	84%	16%
37	10	0	10	7	70%	30%	10	100%	0%
Total	1045	1197	2242	1225	55%	45%	1057	47%	53%
Additional Supply Inventory									
Block Number	On St Supply	Off St Supply	Total						
38	5	28	33						
39	4	27	31						
40	3	27	30						
41	0	63	63						
42	0	54	54						
Total	12	199	211						
Grand Total	1057	1396	2453						

TABLE A7

Morro Bay Parking Study									
Weekday & Weekend Demand Survey Results									
Average of All Hours									
Parking Supply Inventory				Weekday			Weekend		
Block Number	On St Supply	Off St Supply	Total	Available	% Availability	% Demand	Available	% Availability	% Demand
1	55	190	245	57	23%	77%	122	50%	50%
2	30	115	145	78	53%	47%	111	77%	23%
3	50	8	58	23	40%	60%	4	6%	94%
4	73	12	85	22	25%	75%	4	4%	96%
5	21	68	89	34	38%	62%	4	4%	96%
6	20	8	28	7	26%	74%	1	5%	95%
7	17	0	17	11	66%	34%	4	25%	75%
8	16	20	36	26	72%	28%	21	58%	42%
9	0	90	90	50	56%	44%	57	63%	37%
10	0	60	60	24	41%	59%	41	68%	33%
11	30	0	30	22	73%	27%	18	59%	41%
12	21	0	21	18	83%	17%	18	84%	16%
13	20	0	20	19	93%	7%	17	87%	13%
14	20	0	20	15	77%	23%	11	54%	46%
15	22	0	22	13	61%	39%	13	58%	42%
16	32	35	67	50	74%	26%	39	57%	43%
17	31	53	84	45	53%	47%	30	36%	64%
18	32	55	87	44	51%	49%	19	22%	78%
19	32	0	32	29	89%	11%	24	74%	26%
20	39	100	139	90	65%	35%	60	43%	57%
21	31	17	48	21	43%	57%	8	16%	84%
22	38	15	53	20	38%	62%	11	20%	80%
23	35	42	77	29	37%	63%	15	19%	81%
24	34	41	75	40	54%	46%	34	45%	55%
25	24	56	80	45	56%	44%	35	44%	56%
26	32	38	70	35	50%	50%	29	42%	58%
27	37	20	57	23	39%	61%	33	58%	42%
28	34	49	83	31	37%	63%	37	45%	55%
29	32	25	57	26	45%	55%	29	50%	50%
30	32	20	52	25	48%	52%	21	40%	60%
31	25	26	51	40	78%	22%	26	51%	49%
32	35	9	44	31	70%	30%	19	44%	56%
33	33	22	55	32	58%	42%	38	68%	32%
34	15	3	18	15	82%	18%	16	86%	14%
35	18	0	18	9	51%	49%	9	51%	49%
36	19	0	19	14	75%	25%	15	81%	19%
37	10	0	10	7	68%	32%	9	90%	10%
Total	1045	1197	2242	1117	50%	50%	999	45%	55%
Additional Supply Inventory									
Block Number	On St Supply	Off St Supply	Total						
38	5	28	33						
39	4	27	31						
40	3	27	30						
41	0	63	63						
42	0	54	54						
Total	12	199	211						
Grand Total	1057	1396	2453						

APPENDIX B
Duration Survey Forms

TABLE B1

Weekday Durations					
Block #	On Street	Off Street	Total Stalls	Average Minutes	Turn overs
3	50	8	58	140	1.6
4	73	12	85	140	1.1
5	21	68	89	100	2.7
6	20	8	28	100	1.9
7	17	0	17	110	1.3

TABLE B2

Weekend Durations					
Block #	On Street	Off Street	Total Stalls	Average Minutes	Turn overs
3	50	8	58	95	2.6
4	73	12	85	100	2
5	21	68	89	90	2.9
6	20	8	28	70	3.1
7	17	0	17	65	3.9

APPENDIX C
Adopted In-Lieu Parking Fee District Map



Parking Management
Plan Boundaries

Figure C-4

CITY OF
Morro Bay



Scale in Feet

Parking Management Plan

APPENDIX D
Preliminary Order of Magnitude Probable Construction Costs

- Angled Parking
- Pedestrian Enhancements

PRELIMINARY ORDER OF MAGNITUDE OPINION OF PROBABLE CONSTRUCTION COSTS
Proposed Angled Parking (Morro Bay Boulevard)
CITY OF MORRO BAY

PREPARED BY: J. TUCKER
PROJECT NO. 06-1028

DATE: 1/23/2007

ITEM NUMBER	ITEM NAME (DESCRIPTION)	UNIT	QTY	UNIT COST	TOTAL COST
1	REMOVAL OF CENTERLINE	LF	800	\$2.00	\$1,600.00
2	REMOVAL OF EXISTING LANE LINE	LF	50	\$1.50	\$75.00
3	REMOVAL OF PARALLEL PARKING STALLS	LS	1	\$500.00	\$500.00
4	REMOVAL OF PAVEMENT MARKINGS	SF	44	\$3.00	\$132.00
5	REMOVAL OF ANY METERS	EA	0	\$100.00	\$0.00
6	REMOVAL OF SIGNS	EA	3	\$50.00	\$150.00
7	INSTALL 45° ANGLED PARKING STALL LINES (4" WIDE WHITE)	LF	308	\$1.50	\$462.00
8	INSTALL CENTERLINE (2@4" YELLOW)	LF	800	\$1.00	\$800.00
9	INSTALL PAVEMENT MARKINGS	SF	86	\$3.50	\$301.00
10	INSTALL PARELLEL PARKING STALLS	LS	1	\$500.00	\$500.00
11	INSTALL RED CURB	LF	175	\$1.00	\$175.00
12	INSTALL SIGNS	EA	4	\$150.00	\$600.00
13	MISC CONC PATCH WORK	EA	0	\$100.00	\$0.00
SUBTOTAL CONSTRUCTION COST					\$5,295.00
CONTINGENCIES (12%)					\$635.40
ENGINEERING (18%)					\$953.10
GRAND TOTAL					\$6,883.50

ALL COSTS REFLECT CURRENT RATES
FUTURE COSTS MAY DIFFER

PRELIMINARY ORDER OF MAGNITUDE OPINION OF PROBABLE CONSTRUCTION COSTS
Proposed Angled Parking (Centered on Market Avenue)
CITY OF MORRO BAY

PREPARED BY: J. TUCKER
 PROJECT NO. 06-1028

DATE: 1/23/2007

ITEM NUMBER	ITEM NAME (DESCRIPTION)	UNIT	QTY	UNIT COST	TOTAL COST
1	REMOVAL OF CENTERLINE	LF	350	\$2.00	\$700.00
2	REMOVAL OF PARALLEL PARKING STALL	LS	1	\$500.00	\$500.00
3	REMOVAL OF PAVEMENT MARKINGS	SF	44	\$3.00	\$132.00
4	REMOVAL OF SIGNS	EA	0	\$50.00	\$0.00
5	REMOVAL OF ANY METERS	EA	0	\$100.00	\$0.00
6	INSTALL CONCRETE BUMPERS	EA	21	\$35.00	\$735.00
7	INSTALL PAVEMENT MARKINGS	SF	44	\$3.50	\$154.00
8	INSTALL RED CURB	LF	100	\$1.00	\$100.00
9	INSTALL 45° ANGLED PARKING STALLS	LF	630	\$1.50	\$945.00
10	INSTALL CENTERLINE (2@4" YELLOW)	LF	350	\$1.00	\$350.00
11	INSTALL STRIPED MEDIAN ISLAND (6" WHITE)	LF	243	\$1.75	\$425.25
12	INSTALL STRIPED MEDIAN ISLAND (4" WHITE)	LF	292	\$1.50	\$438.00
13	INSTALL SIGNS	LS	0	\$50.00	\$0.00
14	MISC CONCRETE PATCHWORK	EA	0	\$100.00	\$0.00

SUBTOTAL CONSTRUCTION COST **\$4,479.25**

CONTINGENCIES (12%)
 ENGINEERING (18%)

\$537.51
 \$806.27

GRAND TOTAL **\$6,046.99**

ALL COSTS REFLECT CURRENT RATES/ESTIMATES
 FUTURE COSTS MAY DIFFER

PRELIMINARY ORDER OF MAGNITUDE OPINION OF PROBABLE CONSTRUCTION COSTS
Proposed Pedestrian Improvements
(Beach & Embarcadero and South on Embarcadero)
CITY OF MORRO BAY

PREPARED BY: J. TUCKER
PROJECT NO.06-1028

DATE: 1/23/2007

ITEM NUMBER	ITEM NAME (DESCRIPTION)	UNIT	QTY	UNIT COST	TOTAL COST
1	REMOVAL/DISPOSAL OF AC	SF	4222	\$4.00	\$16,888.00
2	REMOVAL/DISPOSAL OF HDCP WHEELCHAIR RAMPS	EA	1	\$500.00	\$500.00
3	REMOVAL/DISPOSAL OF SIDEWALK (5' WIDE)	LF	920	\$5.00	\$4,600.00
4	REMOVAL/DISPOSAL OF CURB & GUTTER	LF	920	\$7.00	\$6,440.00
5	REMOVAL/DISPOSAL OF MEDIAN NOSE	SF	167	\$8.00	\$1,336.00
6	REMOVAL OF CENTERLINE	LF	950	\$1.50	\$1,425.00
7	REMOVAL OF CROSSWALKS	LF	393	\$2.50	\$982.50
8	REMOVAL OF LANE LINE	LF	115	\$1.50	\$172.50
9	REMOVAL OF PAVEMENT MARKINGS	SF	118	\$3.00	\$354.00
10	REMOVAL OF PARELLEL PARKING STALLS	LS	1	\$500.00	\$500.00
11	REMOVAL OF PARELLEL PARKING STALLS	LF	88	\$1.25	\$110.00
12	MIN GRADE AND COMPACTION	LS	1	\$3,500.00	\$3,500.00
13	INSTALL CONCRETE MEDIAN NOSE	SF	484	\$9.00	\$4,356.00
14	INSTALL STAMPED CONCRETE - CROSSWALKS	SF	1421	\$8.00	\$11,368.00
15	INSTALL CONCRETE - SIDEWALK (10' WIDE)	LF	920	\$14.00	\$12,880.00
16	INSTALL CONCRETE - CURB & GUTTER	LF	900	\$10.00	\$9,000.00
17	INSTALL CONCRETE - HDCP WHEELCHAIR RAMPS	EA	2	\$2,000.00	\$4,000.00
18	INSTALL CENTERLINE (2@4" YELLOW)	LF	950	\$1.00	\$950.00
19	INSTALL LANE LINE (6" WIDE WHITE)	LF	83	\$0.75	\$62.25
20	INSTALL STOP BAR (12" WIDE WHITE)	LF	44	\$1.25	\$55.00
21	INSTALL PARELLEL PARKING STALLS	LS	1	\$500.00	\$500.00
22	INSTALL PAVEMENT MARKINGS	SF	140	\$3.50	\$490.00
23	INSTALL SIGNS	EA	5	\$150.00	\$750.00
24	UTILITY RELOCATION - FIRE HYDRANT	LS	1	\$5,000.00	\$5,000.00
25	UTLITY RELOCATION - STREET LIGHT	LS	2	\$10,000.00	\$20,000.00

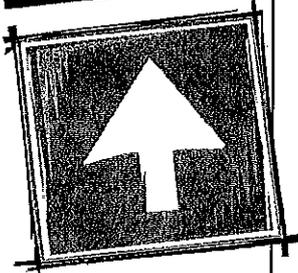
SUBTOTAL CONSTRUCTION COST \$106,219.25

CONTINGENCIES (12%) \$12,746.31
ENGINEERING (18%) \$19,119.47

GRAND TOTAL \$138,085.03

ALL COSTS REFLECT CURRENT RATES
FUTURE COSTS MAY DIFFER

APPENDIX E
City of Morro Bay Directional Signage Program



City of Morro Bay Directional Signage Program

Program Statement

On October 25, 2004, the Morro Bay City Council authorized development of a comprehensive program for directional signage. The purpose of the program is to eliminate excessive or duplicative signage, facilitate the movement of pedestrian, vehicular and bicycle traffic for visitors, identify points of interest and public facilities, assist in providing interpretive signage for cultural, ecological and other educational resources, and strengthen community identity.

Program Principles

There are four basic program principles that apply to all proposals for new, revised or eliminated directional signage throughout the community.

- 1) Remove excessive, duplicative, obsolete and/or confusing signage.
- 2) Combine signage on existing poles where practicable, and avoid setting new poles.
- 3) Consider the careful placement of regulatory signage (vehicle code) to avoid a visually cluttered streetscape with excessive regulatory signage while allowing for the enforcement of the vehicle and parking codes.
- 4) Modify other forms of community signage (identifying churches, schools, parks, bird sanctuary, national estuary, etc.) as funding allows to represent a coordinated graphic program with a consistent theme of images, icons, colors, materials or visual forms to strengthen the design integrity and comprehensive extent of the program.

Hierarchy of Signage

A hierarchy of signage has been developed as a means of classifying the signage into five groups that have different audiences based upon their travel and leisure needs. This hierarchy includes the following:

- I) Gateways
- II) Entries
- III) Directional
- IV) Locational, and
- V) Interpretive.

The functions and locations of signage is as follows:

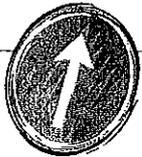


① TB

I. Gateway Signage

There are five "gateways" into the community off U.S. Highway 1 (also known as freeway signage). These signs are lighted and would have to be maintained by City crews. Most of these are in Caltrans right-of-way (ROW) locations and include the following:

- ① 1) Northbound (N.B.) Hwy 1 @ Morro Blvd.
- 2) W.B. Hwy 41 @ ~~Main~~ Ironwood WB 41 @ Ironwood
- 3) S.B. Hwy 1 @ Yerba Buena
- 4) N.B. South Bay Blvd. @ Chorro Bridge
- ② 5) S.B. Hwy 1 @ San Jacinto

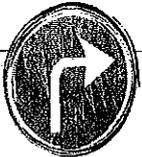


① BP

II. Entry Signage

Most Entry signs are read by the motorist after exiting the highway and entering onto the street system in the community. There are four (4) of these signs that are intended to be read at slower speeds and have more detail about directions to commercial areas and other points of interest. Most of these signs are still within Caltrans ROW and include the following locations:

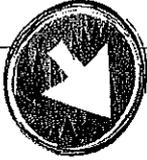
- ① A) W.B. 41 @ Main.
- 1) W.B. Morro Bay Blvd. @ Quintana
- 2) N.B. Main @ Quintana
- 3) S.B. Main @ Quintana
- 4) N.B. Main @ State Park Boundary near Kern



III. Directional Signage

Directional signs are intended to be read at even slower speeds (less than 25 miles per hour), and include pedestrians and bicyclists. These signs assist the unfamiliar traveler in moving throughout the community by identifying key areas (Beach, Waterfront, Downtown, Boat Ramp, Parks, etc.) and are located at approaches to collector intersections. Several signs exist at many of these locations that would be eliminated or combined in a consistent design format to reduce the visual clutter and potential confusion. There are eight (8) Directional signs, all of which are within the City ROW and include the following locations:

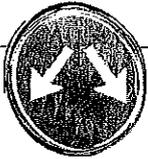
- 1) Main/Beach (2 legs @ N.B./S.B.)
- 2) Main/Harbor (2 legs @ N.B./S.B.)
- 3) Main/Morro Bay Blvd. (2 legs @ N.B./W.B.)
- 4) Main/Marina (2 legs @ N.B./E.B.)



IV. Locational Signs

Locational signs provide directions to specific places, including parks and other recreation areas, public facilities, and the like. These signs are usually smaller in size and oriented towards a pedestrian scale, but can also be read at slow vehicular speeds (less than 20 miles per hour). It is estimated that there would be approximately eight (8) of these signs that would be interspersed throughout the community. Suggested destinations include:

- Veterans Memorial Building
- Community Center
- Lila Keiser Park
- Cloisters Community Park
- Del Mar Park
- Tidelands Park
- Embarcadero
- Morro Stand State Beach



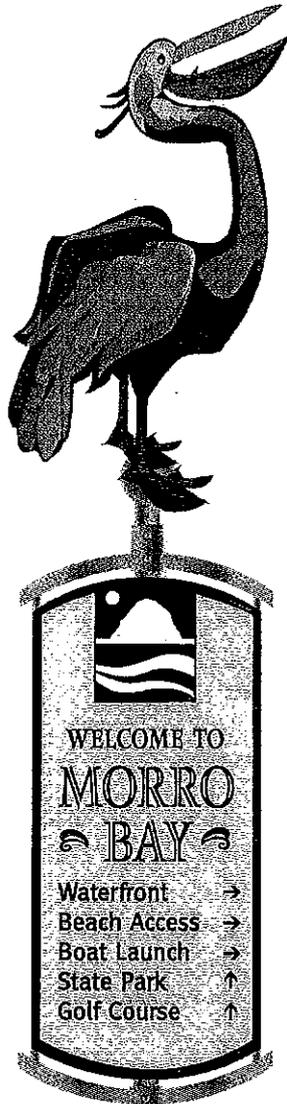
V. Interpretive Signs

Interpretive signs are educational tools used to link people with the natural and cultural resources of the area (Tidelands Park, Morro Rock, Morro Bay National Estuary, State Parks, etc.). These signs are designed to be read up close by pedestrians at or in those unique environments. For City projects, there are numerous public observation areas along the Embarcadero and the proposed Harborwalk Project (formerly the Waterfront Boardwalk) that would be ideal locations for interpretive signage. The Morro Bay National Estuary Program (NEP) has an active interpretive signage program that could possibly be modified to introduce some of the design components of the directional signage program for continuity and to strengthen the identity of the overall program. These existing interpretive signs could be modified when funding becomes available. When the Harborwalk project is completed, we will hope to have a comprehensive directional signage program in place for grant funding purposes that can also be applied to the interpretive signage element of that project.

Dimensions of the signs will vary depending on where a sign is to be placed and whether it's for pedestrians or passing vehicles.

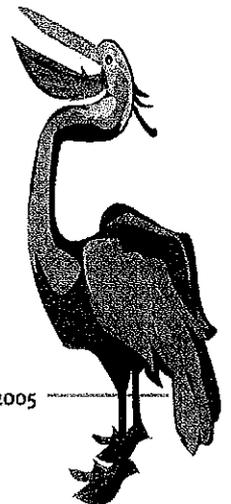
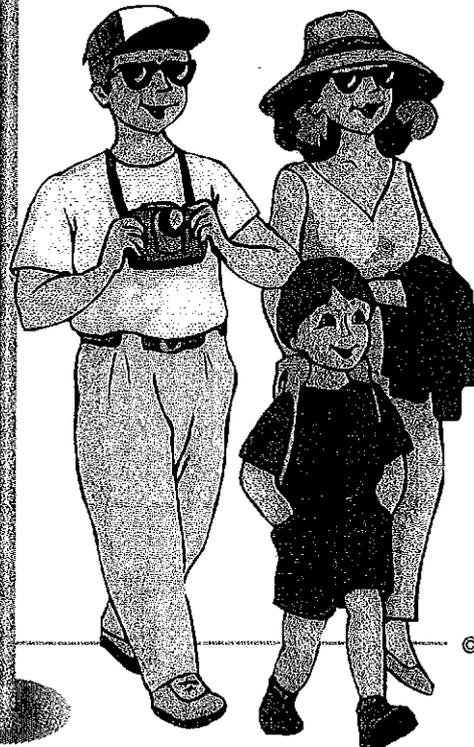
For comparison: if this pelican is 4' tall, the sign itself (not counting its frame), is also about 4' tall. That would make the W on Waterfront about 3" tall, or visible from 75' away.

The pole is about 7' from the ground to the bottom of the sign.



RULES of THUMB

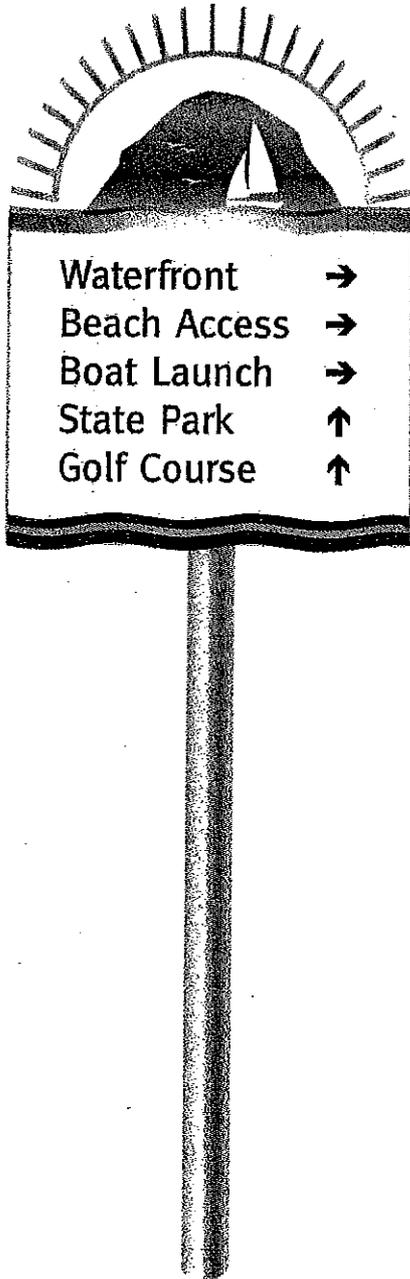
- 25' viewing distance per inch of text height (ANSI).
- 7' minimum vertical clearance for signs posted in public rights of way (ADA Access Board; DOJ, DOT).
- ADA and ABA requirements are much stricter for facilities; public rights of way draft guidelines are not final.
- Font is Meta, similar to ClearView, which has been extensively tested for visibility.
- 4' average height of an adult California brown pelican (Audubon). Used for comparison, although that pelican looks really cute up there.

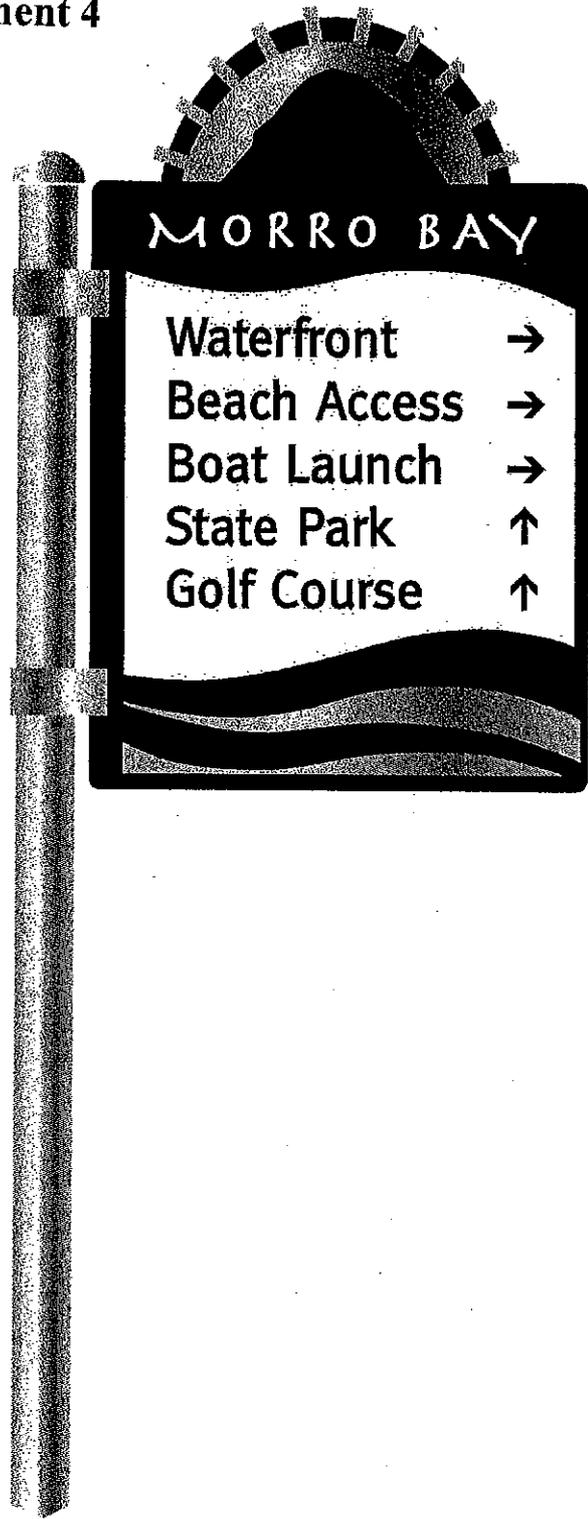


"SUNRAYS METAL ARCH"

Attachment 3

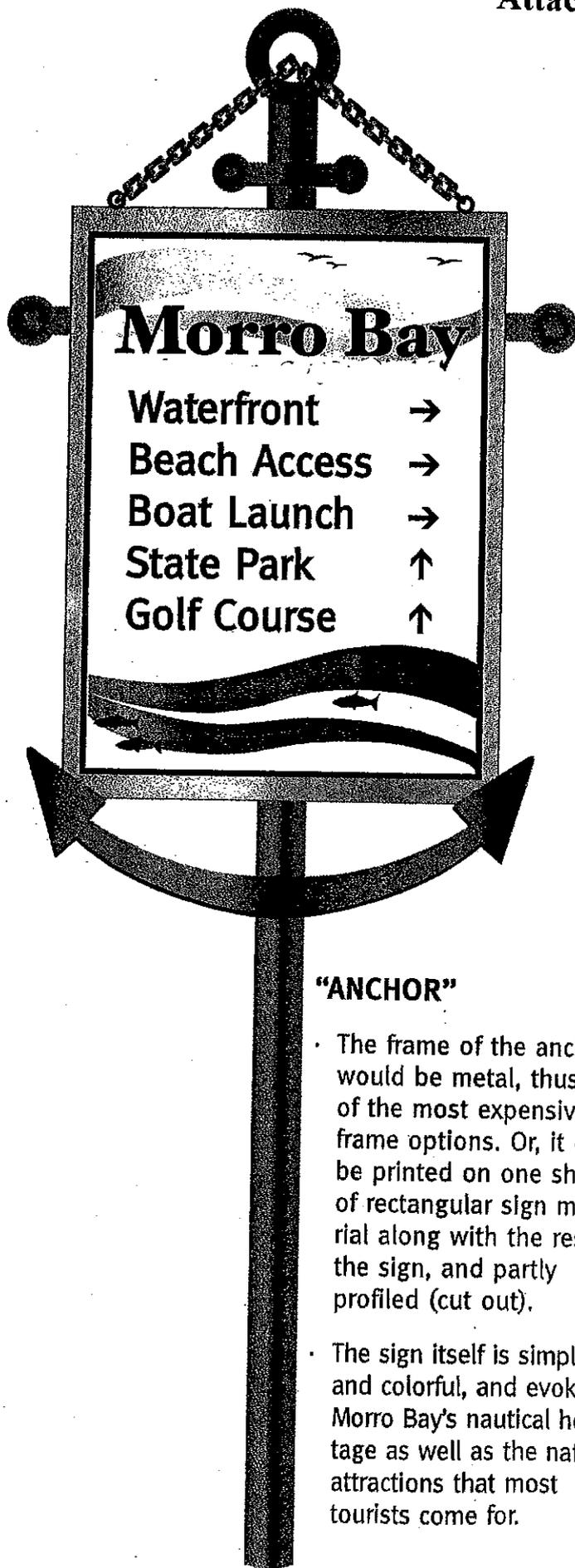
- The sunray could be gold-painted or gold-leafed metal, arching over the sign. Or it could be illustrated as part of a straight rectangular sign; cheaper but far less distinctive.
- Rock could be a profile, cut out of the same sheet as the rectangular base part of the sign, with the sailboat and birds cut out of it.
- The poles are marine gold paint to evoke brass. The horizontal fittings holding sign to pole would also be painted metal.
- Warm colors, recreational theme.





“SUNRAYS AND WAVEFORMS”

- The sunrays and the waveforms below could be gold-painted metal or gold-leaf. The metal or leaf would be fully adhered to the rays, which would be precisely cut out along with the arch (profiled). The arch and rays are part of the same sheet of sign material as the rectangular part of the sign. The rays and waves could also be printed only, like the rest of the sign. It would not be as shiny and eye-catching, but would cost less.
- The blue color and design relates to the City's logo, highlighted and complemented by the gold. Eggshell background behind letters cuts glare, adds warmth.



"ANCHOR"

- The frame of the anchor would be metal, thus one of the most expensive frame options. Or, it could be printed on one sheet of rectangular sign material along with the rest of the sign, and partly profiled (cut out).
- The sign itself is simple and colorful, and evokes Morro Bay's nautical heritage as well as the natural attractions that most tourists come for.



"BLUE"

- Printing a single color, and using a simple shape and frame, is one of the least expensive options.
- The pole is painted red to warm up the look (or it could just be rusty). A galvanized steel pole would look very cold with a blue sign.



Attachment 6



“RED LOGO”

- The single color sign is one of the least expensive options, although reverse type (white type on a dark background) is harder to read.
- The poles could be galvanized steel. Cold color but inexpensive, and easy to warm up with gold marine paint. The red color of these signs warms up the look.

ERWS Salt Marsh Wayside Panel (Draft)

What it Takes,

To Survive in a Salt Marsh

Although you see abundant plant life here, the salt marsh can be a *challenging* place for plants to live. These plants have *unique* ways in which they are able to survive.

It takes extra salt to soak up a lot of water

Plants that are exposed to salt can get dried out, just like you might after a swim in the ocean. However, salt marsh plants, or *halophytes*, store salt to get the water they need to grow and to not get dried out. Since water is attracted to salt and halophytes hold more salt than the surrounding soil, needed water is drawn out of the soil and into the plants.

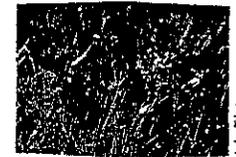
If a halophyte holds *too* much salt, it will get rid of it. Salt grass excretes extra salt through glands like you excrete sweat. The salt form crystals on the blades and water washes them away. In pickleweed, salt is forced to its tips which break off. In the fall you can see the vibrant red pickleweed tips that are ready to break.



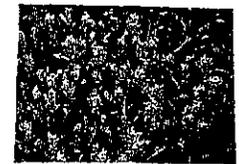
Chilean cordgrass is a non-native plant that was introduced from Chile and overruns the native plants of Humboldt Bay salt marshes including rare and threatened species.

Surviving in Zones

More than 20 species of native plants survive in the Humboldt Bay salt marshes. The amount of salt and water in different areas or zones in the marsh limit what kinds of plants can grow in those zones.



Humboldt Bay owl's clover is a rare plant that grows in the highest areas of the salt marsh where salinity levels are the lowest.



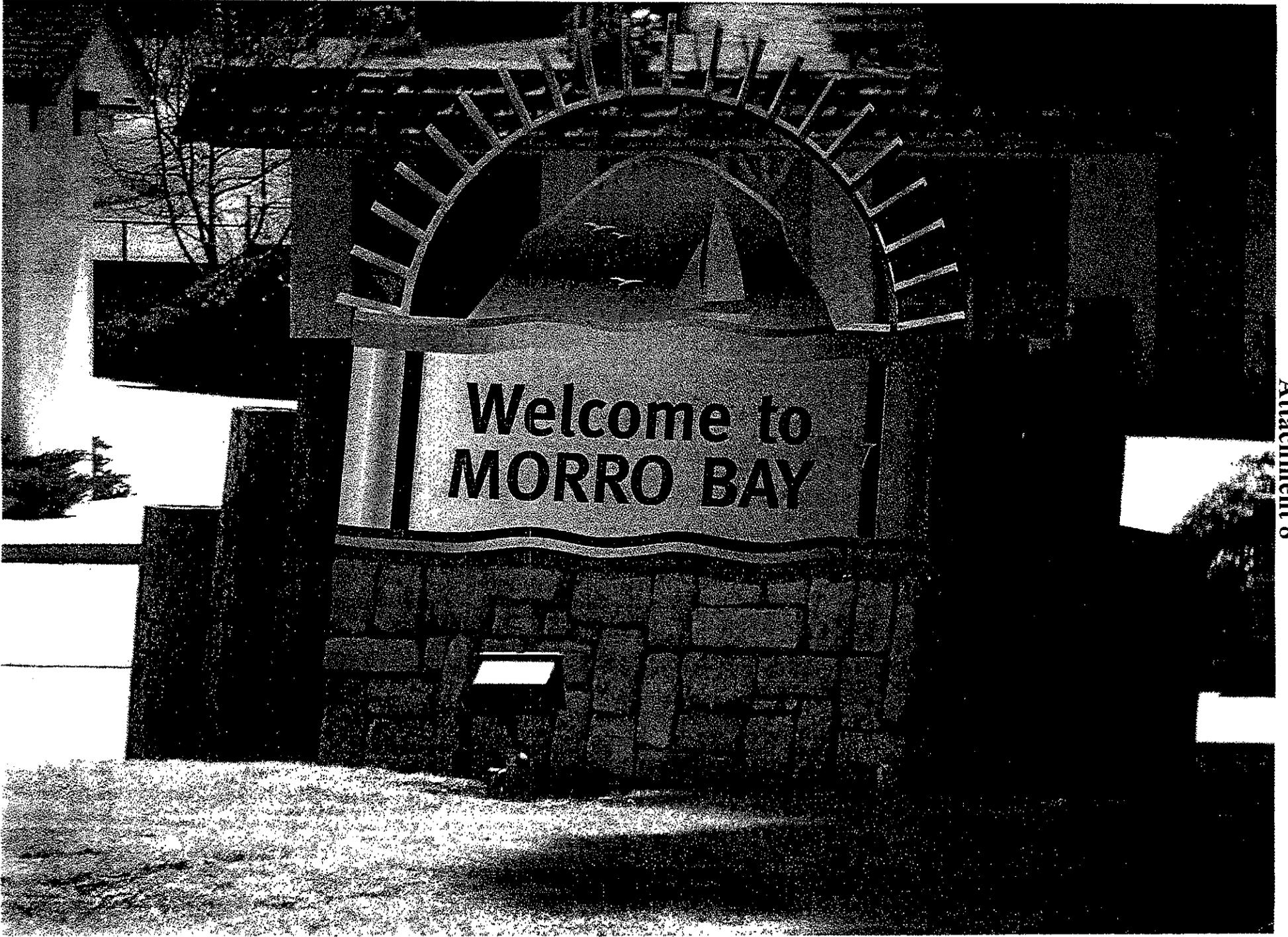
The rare Point Reyes bird's beak survives just above where regular tides flood the salt marsh and there is some salinity.

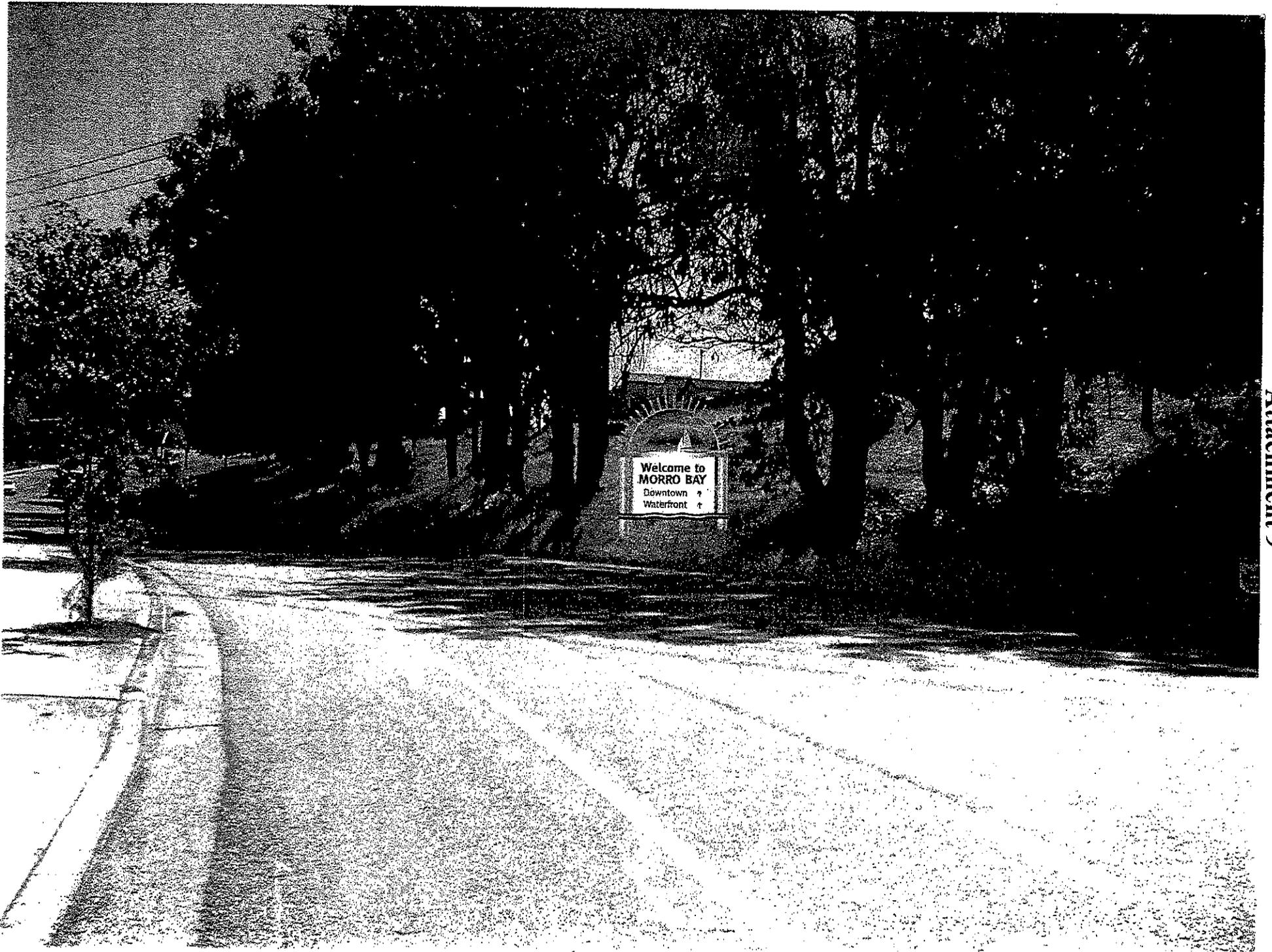


Around Humboldt Bay, pickleweed survives in the lowest, wettest, and saltiest areas of the salt marsh.

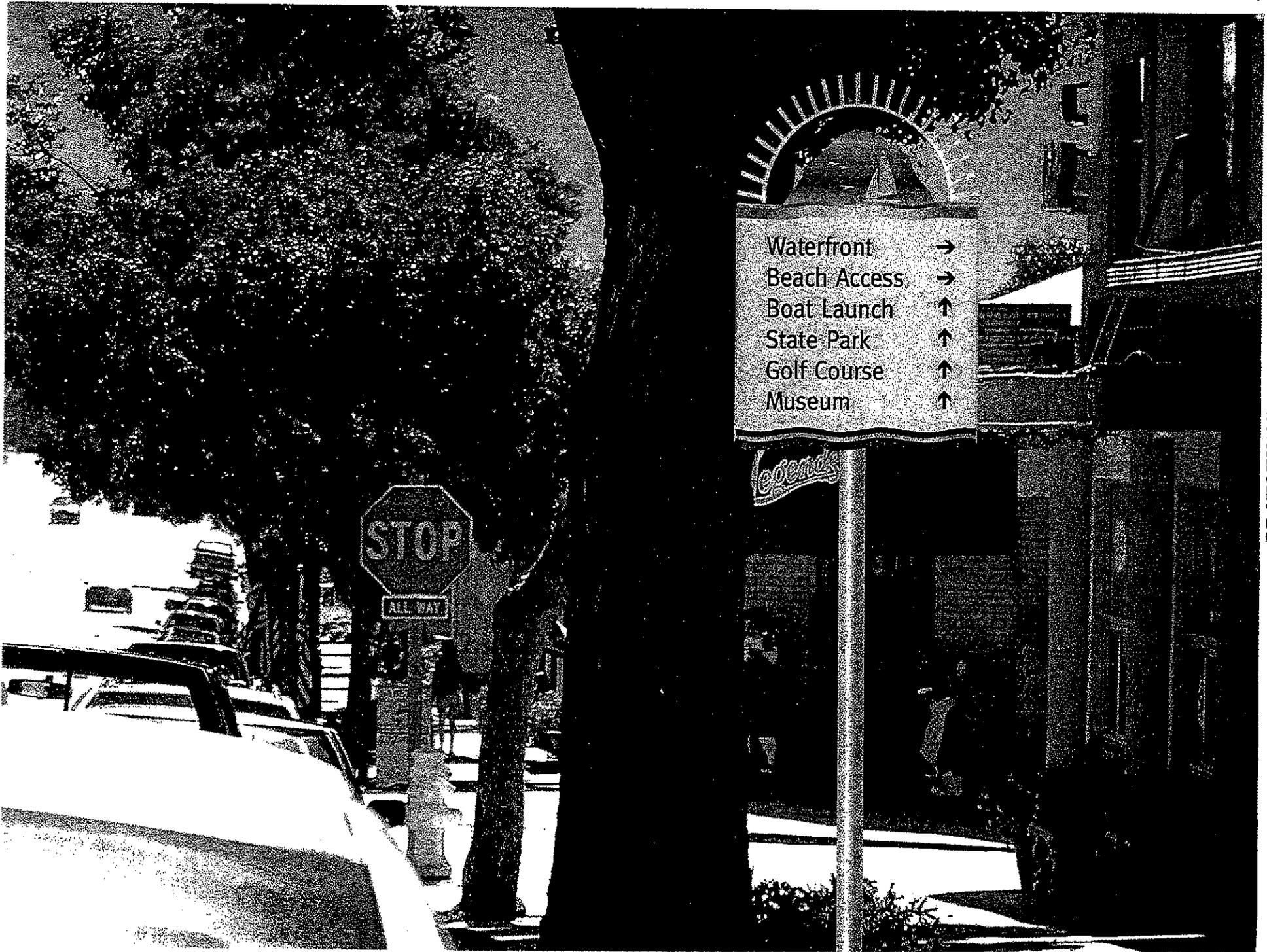
It takes hollow stems to get air

Do you know how it feels when you are underwater and not be able to breathe? During low tide, many plants are submerged and their access to adequate oxygen is limited. Many halophytes have *hollow stems* through which air can flow through, like a snorkel, from the top of the plant that sticks out of the water to the submerged roots.









APPENDIX F
Examples of Parking Information Websites



3 PARKING STRUCTURES

The entrance to the **919 Palm Street Structure** is located on the south side of Palm, across the street from City Hall and next to the City/County Library.

The entrance to the **842 Palm Street Structure** is located on the north side of Palm and across the street from the Palm Theatre.

The entrance to the **Marsh Street Structure** is on Marsh Street across from the Downtown Centre next to Law's Hobby Shop.

The **first 60 minutes are free**, 75 cents an hour thereafter, \$7.50 daily maximum. Lost ticket charge is \$7.50. Daily rates are in effect 8:00 A.M. to 7:00 P.M. Monday through Wednesday and until 11:00 P.M. Thursday through Saturday. Monthly parking proxcards allow you to park in the parking structure. Merchant validation stickers are also available from participating businesses.

No RVs, motorcycles or trailers are allowed in either structure. Due to height limitations, loaded roof racks are discouraged from using the structures.

Parking backwards is prohibited in structures and lots.



PARKING PERMITS

Another parking option is a **10-Hour Meter Permit**, allowing you to park at any 10 hour meter without using coins. These permits are \$40.00 a month and can be purchased monthly or quarterly at **Parking Services, 1260 Chorro Street, Suite B**, and at **City Hall, 990 Palm Street**.

PARKING METER CASH KEYS

Cash Keys are actually keys and can easily fit on your personal key ring. Cash Keys are like debit cards which are pre-paid and programmed to contain a selected cash value. Vehicle parking meters are equipped with a Cash Key receptacle. The parking meter will deduct the cost of a half hour of time from your Cash Key. Visit the Parking Services Office located at 1260 Chorro Street, Suite B for a demonstration or call for (805) 781-7230 for more information.



RESIDENTIAL PARKING PERMIT DISTRICTS

There are residential parking districts in the City of San Luis Obispo. Property owners are given two parking permits in September of each year which can be used by anyone who resides or visits an address within the designated district. Hours of enforcement are posted in each area. Parking in your yard is prohibited



OLD SLO TROLLEY



Trolley service is provided from both of the parking structures and at convenient locations within the downtown core. The fare is 25 cents. Hours of operation are:

Thursday 3:30 p.m to 9:00 p.m.
Fridays & Saturdays 12:00 p.m. to 9:00 p.m.
Sundays 12:00 p.m. to 5:30 p.m.

FREE PARKING TOKEN PROGRAM

ASK YOUR DOWNTOWN BUSINESS IF THEY PARTICIPATE IN THE CITY'S PARKING TOKEN PROGRAM. Several downtown businesses provide parking tokens to their valued customers to park for one-hour free in the City's Parking Structures. Look for the "One Hour Free" sign in the window of downtown merchants.

FARMERS' MARKET



Parking is restricted (**TOW-AWAY**) by street signs and meter poles in the downtown area of Higuera Street and some side streets every Thursday evening from 5:30 P.M. to 9:00 P.M.

MOTORCYCLE PARKING

Two hour meters for motorcycles are located throughout the downtown area at a reduced rate. Motorcycles are prohibited from parking in the parking structures. Long term, 10-hour metered motorcycle parking is available near the entrances to the parking structures with the first 60 minutes free.



TOWING

Your vehicle can be towed and impounded for the following reasons: **1) multiple outstanding parking tickets (5 or more), 2) parking in a posted unauthorized area or in an unsafe manner, 3) parking at certain meters that are posted "No Parking"-5:30 to 9:00 Thursday night, or for special events.** For assistance call 805/781-7230.



LOADING ZONES

Yellow painted curbs are for commercially licensed vehicles only.



Hours of enforcement are Monday through Saturday, 7:00 A.M. to 6:00 P.M. Maximum time allowed is 30 minutes with 8 minute activity. **White painted curbs are for loading and unloading of passengers only. You can not leave your vehicle unattended.** Hours of enforcement are 24 hours a day, 7 days a week. **Maximum time allowed in a passenger loading zone is 3 minutes** unless posted otherwise.

RV, TRAILER & WIDE VEHICLE PARKING AREAS

The City recommends that **recreational vehicles, vehicles with trailers, or wide vehicles such as dual rear-wheeled pick-up trucks, park in the outlying areas at curb-side meters.** You are responsible for feeding all curb-side metered spaces occupied by your vehicle and/or trailer. Parking in any parking lot poses an unsafe or blocked-vehicle situation.

POINTS OF INTEREST

- San Luis Obispo City Hall** 990 Palm Street (Corner of Osos & Palm) 805/781-7100
- San Luis Obispo County Government Center** 1055 Monterey Street 805/781-5000
- San Luis Obispo Police Department** 1042 Walnut Street 805/781-7317
- Public Transportation**
- SLO Transit (Local)** 805/541-2877
- RTA (Regional Transit Authority)** 805/541-2228
- Amtrak Train Station** Railroad Avenue & Santa Rosa Street 805/541-0505
- Greyhound Bus Depot** 150 South Street 805/543-2121
- SLO County Airport** 901 Airport Drive 805/781-5205
- Jack House (Historic Landmark)** 536 Marsh Street 805/781-7308
- County Historical Society Museum** 696 Monterey Street 805/543-0638
- San Luis Obispo Art Center** 1010 Broad Street 805/543-8562
- U.S. Post Office** Corner of Marsh Street and Morro Street
- Hospitals**
- Sierra Vista** 1010 Murray Avenue 805/546-7600
- French Hospital** 1911 Johnson Avenue 805/543-5353
- Chamber of Commerce** 1039 Chorro Street 805/781-2777
- Downtown Centre** 888 Marsh Street shops, restaurants, movie theaters
- Mission San Luis Obispo de Tolosa** Downtown Mission Plaza San Luis Creek Walkway



San Luis Obispo Parking Services

1260 Chorro Street, Suite B
805/781-7230

If you have any other questions regarding parking, please call Parking Services. Keep this guide handy and make your visit to San Luis Obispo more pleasant.

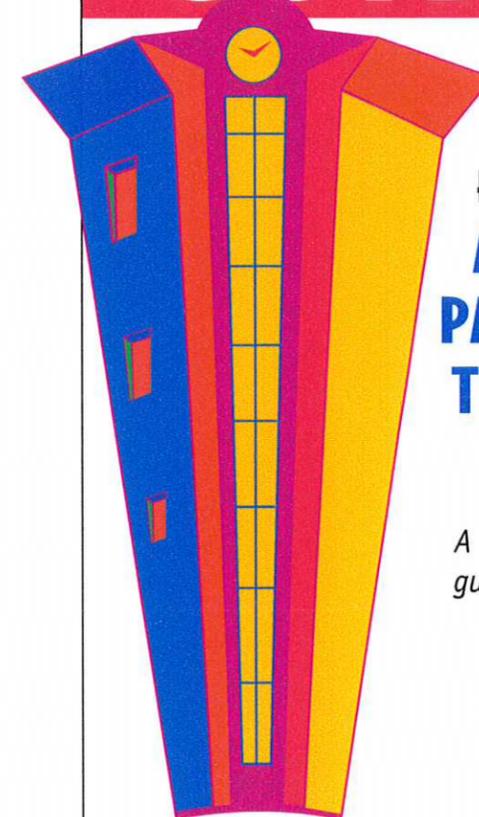
All information and rates are current and subject to change without notice.

Winter 2006

SAN LUIS OBISPO

PARKING

GUIDE



HOW TO AVOID PARKING TICKETS

A user-friendly guide to assist you when parking within the city limits

Here are the basics on when and where to park as well as an easy-to-understand map illustrating parking lot locations, time limits, downtown points of interest and other tidbits of information which will make your visit to San Luis Obispo more pleasant.



HELPFUL HINTS

1. If at all possible, use the parking structures. The first 60 minutes are free.
2. When parking at meters, carry the proper change or use a meter cash key.
3. Meter operation hours are Monday through Saturday, 9:00 A.M. to 6:00 P.M., with no Sunday enforcement. **There are no meter holidays.**
4. Signs and curb colors indicate the amount of time allowed or the restrictions at the given location. A **red curb means— Don't Even Think About Parking Here!**
5. Commercial loading zones (yellow curbs) are enforced Monday through Saturday, 7:00 A.M. to 6:00 P.M.
6. Passenger loading and Postal loading zones (white curbs) are enforced 24 hours a day, 7 days a week.
7. Handicap parking zones (blue indicators) are strictly enforced and in effect 24 hours a day, 7 days a week.
8. Licensed contractors may purchase meter bags to provide parking in front of a job site. **Meter bags can be used by commercially licensed vehicles only.**
9. Skateboarding, roller skating, roller blading or bicycle riding on the sidewalks are **strictly prohibited throughout downtown and in the parking structures.**

DOWNTOWN PARKING

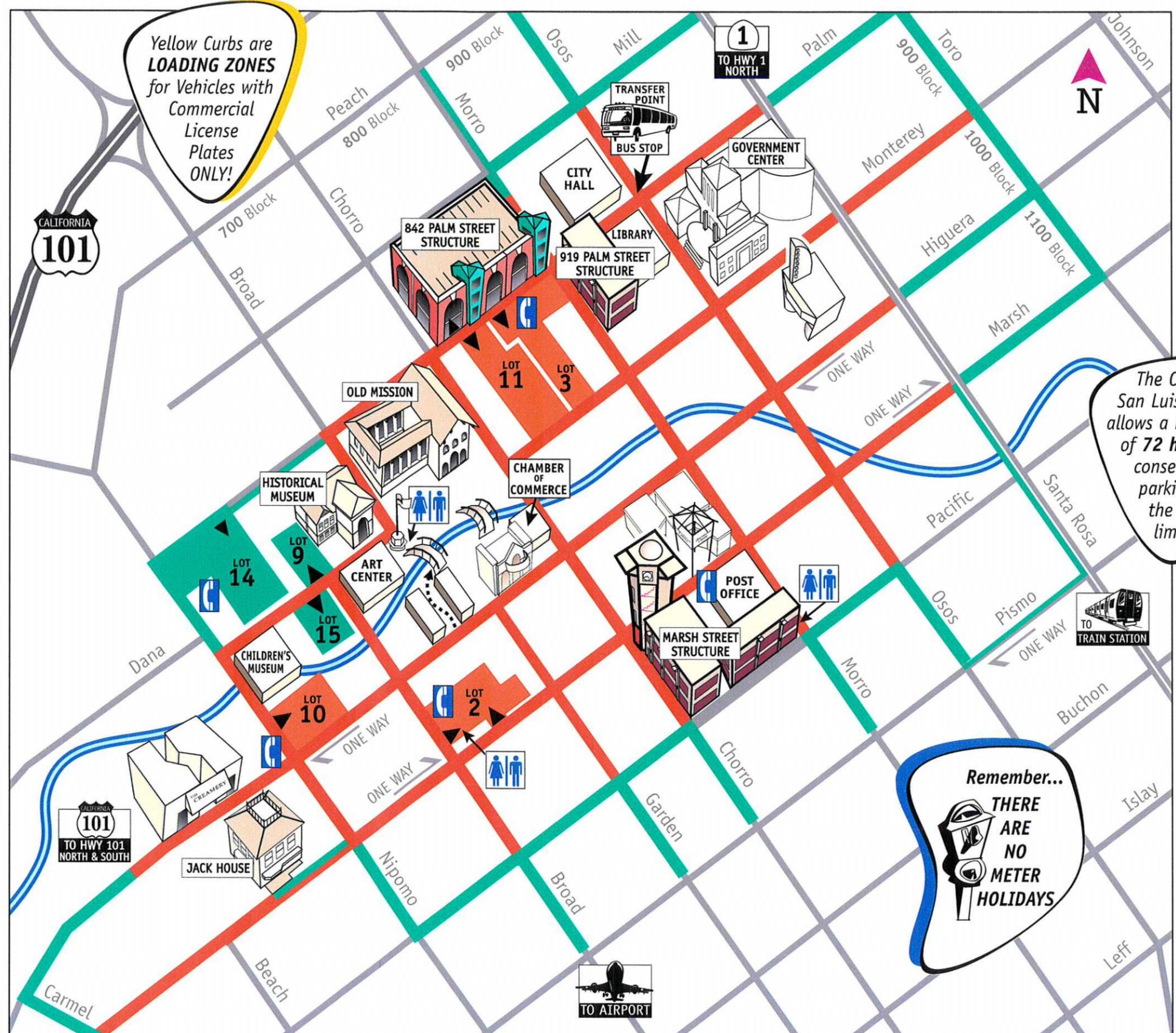
Parking meters are enforced Monday through Saturday, 9:00 A.M. to 6:00 P.M. **THERE ARE NO METER HOLIDAYS!** Feeding the 30 minute and the 2 hour parking meters after the allowed time is subject to an overtime parking citation. Also in the downtown area there is **no parking from 3:00 A.M. to 5:00 A.M.** due to street sweeping. Prohibited parking areas are red painted curbs, fire hydrants, crosswalks, handicap curb ramps, as well as parking on the opposite side of the street, in a lane of traffic, or any area that is not designated by a painted curb, sign or parking meter. Parking backwards in all lots and structures is prohibited.

METERS & LOT INFORMATION

30 minute meters Not shown on map
1 or 2 spaces available on most blocks downtown

2 hour meters
Downtown ~ \$.80/hour Outlying areas ~ \$.60/hour

10 hour meters
\$.60 an hour



Yellow Curbs are **LOADING ZONES** for Vehicles with Commercial License Plates **ONLY!**

The City of San Luis Obispo allows a maximum of **72 hours** of consecutive parking in the city limits.

Remember... **THERE ARE NO METER HOLIDAYS**

DOWNTOWN PARKING

Parking in Downtown Visalia can be a challenge, but there are many options. One of the things to remember is to look at parking signs. All parking lots are posted with the parking lot number and the designation of all-day or 2-hour parking. This map includes that information, but get in the habit of looking at the signs because there are, on occasion, changes made.

Something else of note is parking permits. Permits generally allow all-day parking in 2-hour lots. Permits are issued for employees throughout Downtown, including the City of Visalia and Kaweah Delta. They are also required for some private parking (Comfort Suites and Montgomery Square, for example). The only public parking permits are sold by Downtown Visalians.

DTV PARKING PERMITS

The Downtown Visalians parking permits have been a lifesaver for ticket-prone motorists. A vehicle sporting the permit tag hanging from its rearview mirror may remain parked in most 2-hour lots for the entire day.

Parking permits expire in June and December. They cost \$25 a month. For example, if you buy a permit in August, you pay \$125 for a permit that is good through December – \$25 a month for 5 months.

More than 150 permits are sold during each half-year period. **Permits are not sold** during November and December, but, of course, existing permits are honored.

WHERE TO PARK WITH PERMITS

The following parking lots are available for all-day parking for permitted cars: 4, 9, 12, 28, 29 and 40.

PBID SECURITY ESCORTS

If it's dark and you'd like an escort to one of the parking lots when you're arriving or departing from work, call ahead of time to **PBID Security at 723-6160.**

DOWNTOWN WORKERS SPACE SAVER INCENTIVE PROGRAM

(How to win money and boost downtown sales)

The Downtown Visalians Parking Committee has launched an incentive program for Downtown Visalia workers. Aimed at reducing employee parking in street parking spaces, the Space Saver Incentive Program allows those who are registered AND are found parking in all-day lots or garages to be eligible to win Downtown gift certificates. Up to \$100 in gift certificates will be awarded each week until Christmas. The program will continue until June.

Once employers have registered and received dash plaques, participants who park in parking lots or garages with all-day spaces (Lots 1, 2, 7, 8, 10, 18, 19, 30, 33/34, 39, 41, 42 and Garage 31) will be spotted by Space Saver inspectors. The dash plaque numbers, which are unique, will be entered in a drawing each Friday during Friday Nights Downtown at the location of the live music some time between 6 and 8 p.m. The employers of the winners will be announced and the gift certificates will be delivered the following Monday.

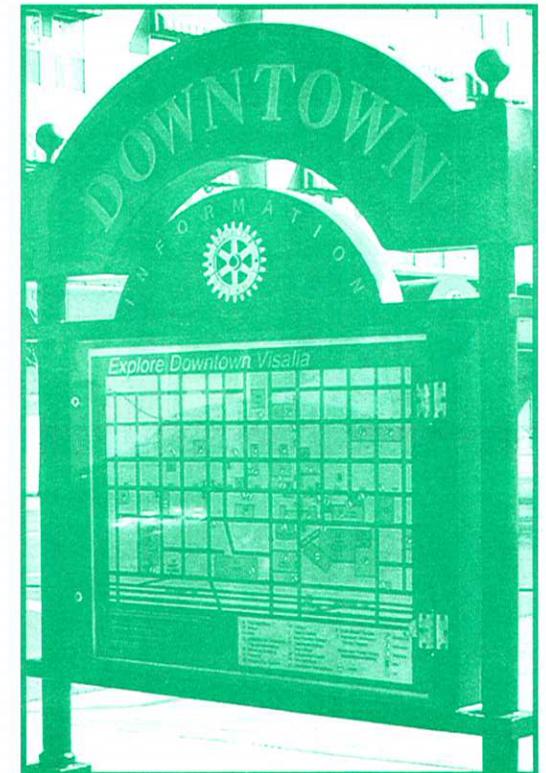
The reasons to participate include saving Main Street spaces for Downtown shoppers (Don't be a "Shopper Stopper"!); burning calories, avoiding parking tickets, and, of course, winning gift certificates. The Downtown gift certificates, which are also available for purchase at the Downtown Visalians office at 104 S Church St, can be used at any Downtown merchant.

FOR MORE INFORMATION:

Downtown Visalia Alliance
104 S Church Street
Visalia CA 93291

559.732.7737
info@downtownvisalia.com
www.downtownvisalia.com

PUBLIC PARKING IN DOWNTOWN VISALIA



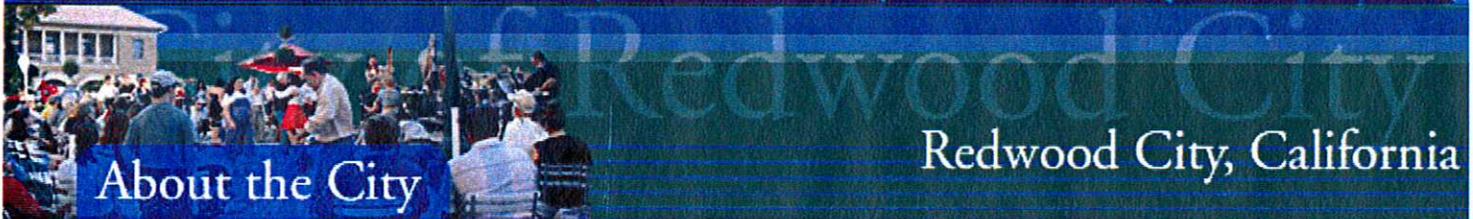
PUBLIC PARKING IN DOWNTOWN VISALIA



FREE! Visalia Towne Trolley 713-4950
SECURITY OR ESCORT PBID Security 723-6160
INFORMATION Downtown Visalia Alliance* .. 732-7737
 104 S Church St Visalia CA 93291
 info@downtownvisalia.com

	All Day Lot Parking
	Two Hour Lot Parking
	All Day Street Parking
	Two Hour Street Parking





[Home](#) » [About the City](#) » [Visiting](#) » [Parking, Traffic, and Directions](#)

Parking, Traffic, and Directions

~ *Updates* ~

June, 2006: [Click here](#) to learn about Downtown's new parking program!

September, 2005: A two block section of Broadway (between Jefferson and Hamilton) is completely closed to vehicular traffic to accomodate construction of streetscape improvements. All businesses remain open and pedestrian access is provided. This closure will be in effect for several months - please see the [news release](#).

Downtown Parking:

To assist with locating public parking, please see the downtown [public parking map](#).

Directions to Downtown:

By Car

Highway 101 – If you are coming from north of Redwood City, take the Whipple Avenue exit off of the 101. The off-ramp will turn into Veterans Boulevard. At the light, don't turn right on Whipple, but proceed straight for another quarter of a mile or so. Turn right on Jefferson Avenue and you are there! From south of Redwood City, take the Woodside Road exit. Take Woodside road south for about a half of a mile, and then turn right on Middlefield Road. After another half-mile or so you have arrived!

Interstate 280 – From north or south of Redwood City, take the Woodside Road exit. Head north on Woodside for about 3 miles, and turn left on Middlefield Road.

By Train

[Caltrain](#) - The Redwood City Caltrain stop is right in the heart of Downtown. Click [here](#) for Caltrain schedule information.

BART – [Bay Area Rapid Transit](#) doesn't extend down to Redwood City yet, but the new SFO extension features a transfer point in Millbrae to the Caltrain, which will bring

Demographics

History

Location

Visiting

- [Parking, Traffic, Directions](#)
- [Accommodations and Restaurants](#)
- [Chamber of Commerce](#)
- [Downtown Business Group](#)
- [Office Rental](#)
- [San Mateo County Links](#)
- [City Event Calendar](#)
- [County Convention/Visitors Bureau](#)
- [County History Museum](#)

Weather

you right into Downtown.

By Bus

[SamTrans](#) has multiple routes which provide access to Downtown Redwood City. Click [here](#) for route and schedule information.

Traffic and Transportation:

Please visit our [Commuter Information](#) page for links to traffic relief and transportation agencies, traffic information, and airports.

CITY HOME

SITE MAP

SEARCH

CONTACT US

SUGGESTIONS

City of Redwood City
Redwood City, California



© Copyright 1996-2005 City of Redwood City

Please read our [Terms of Service](#)

Please email any comments or suggestions to webmaster@redwoodcity.org

Unless otherwise noted, all phone numbers are in area code 650.



Redevelopment Home

Frequently Asked Questions

Project Area Maps

Density vs. Design

Transit-Oriented Development

The Forum

Downtown

- [Downtown Tomorrow](#)
- [Downtown Yesterday](#)
- [Photo Gallery](#)
- [Transportation](#)
- [Parking](#)
- [Restaurant Guide](#)

Downtown Parking

If you are arriving by car, Downtown Redwood City offers plenty of convenient and affordable parking options. There are numerous parking structures, lots, and on-street spaces to meet any of your needs. Click a link below to learn more. If you would like to contact us with a question, comment, or suggestion, call the **PARKING HOTLINE** at (650) 780-7573.



[New Meters!](#)

The core of Downtown has been upgraded to high-tech meters that make paying for parking much more convenient. Click [here](#) to learn more.



[Prices](#)

How much does it cost to park in Downtown Redwood City?



[FREE Parking](#)

Where are the freebies?! Click here to learn when the meters shut off, how to get validated, and other tips.



[Time Limits](#)

No more time limits! Stay as long as you'd like! Click here to learn more.



[Monthly Permits](#)

If you work Downtown, this is the best deal around. We have something for everybody.

[Frequently Asked Questions](#)

Is there a parking shortage? Will parking cost \$5 per hour? Are space aliens taking up all of the best

Smart Parking

CITY OF MONTEREY

[Community Services](#)

[Contact Us](#)

[Search](#)

◆ [Pay Parking Citation](#)

◆ [Rules & Regs](#)

- [City Code Chapter 20](#)
([READ DISCLAIMER](#))

◆ [Parking FAQ's](#)

- [150-Foot Rule?](#)

◆ [Parking Garages](#)

- [Bicycle Lockers](#)

◆ [Parking Lots](#)

[Lot Maps](#)

◆ [On-Street & Metered Parking](#)

◆ [Enforcement](#)

- [Private Lots](#)
- [AutoFind Enforcement](#)
- [Holiday Updates](#)

◆ [Parking Citation](#)

- [On-line Payment](#)
- [Contest Citation](#)

◆ [Smart Parkcard](#)

◆ [Resident Programs](#)

- [Residential Parking Program Application](#)

◆ [Catch the WAVE!](#)

Returns May 26, 2007

◆ [Job Openings](#)

◆ [Contact Us](#)



Cannery Row Garage

The City of Monterey operates 31 parking facilities. These facilities range in size from 10 space parking lots to the 1003 space, award winning Cannery Row Parking Garage. These facilities total approximately 3,500 off-street parking spaces.

For your convenience these parking lots and garages are located throughout the City. Affordable, safe and clean parking is never more than a few blocks away from where you want to be!

In addition to the off-street spaces mentioned above, there are 3,312 on-street spaces in the Downtown, Cannery Row and Lighthouse areas of the City.

The City's parking management program was designed to help improve parking and traffic flow in our City. The Parking Division works with businesses, residents, institutions and visitors alike to meet their diverse parking needs. We count on the support and cooperation of everyone to make our parking management program a success and to enhance pedestrian safety, smooth traffic flow and to allow public transit and emergency vehicles to reach their destinations. The Parking Division operates under the Public Facilities Department.

- [Application for Handicap Parking Space](#)

Parking Division Office: Located in the West Custom House Garage, 340 Tyler Street. Office hours are Monday through Friday, 8:00 a.m. to 5:00 p.m. except major holidays. [Click for Map](#)

Phone: 831.646.3953 / **Fax:** 831.646.5651

Mail: 340 Tyler Street, Monterey, CA 93940

[SITE MAP](#)

[News](#) | [Events](#) | [About the City](#) | [City Services](#) | [City Departments](#)
[Art & History](#) | [Getting Involved](#) | [Community Partnerships](#) | [Contact Us](#)

City of Monterey

Divisions

[Director's Office & Business Services](#)

[Engineering Services](#)

[Parking Services](#)

[Street Services](#)

[Related Sites/Links](#)

[Contact Us](#)

[Site Map](#)

[Home Page](#)

Parking Services

[On-Street Parking](#) / [Off-Street Parking](#)

Parking Services is responsible for both On-Street parking and Off-Street Parking.

Central City Parking Master Plan, adopted by the City Council on September 19, 2006



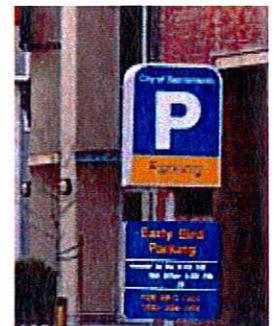
**SACRAMENTO VALLEY STATION
PARKING
IS UNDER
NEW MANAGEMENT**



**For more information
Click Here**



On-Street Parking



Off-Street Parking



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APPENDIX G
San Luis Obispo County Air Pollution Control District
MOtor Vehicle Emission Reduction Program (MOVER)
Request for Proposal – 2005-2007 Funding Cycle

**MOTOR VEHICLE EMISSION REDUCTION
(MOVER)
PROGRAM**

REQUESTS FOR PROPOSAL

February 2006



**MOtor Vehicle Emission Reduction (MOVER) Program
2005 - 2007 Request for Proposal**

TABLE OF CONTENTS

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6.	SUBMISSION OF PROPOSALS.....	7
7.	SCREENING AND APPROVAL PROCESS	8
8.	CONTRACT PREPARATION.....	8
9.	AUDIT PROCEDURES	9

ATTACHMENT 1: MOVER CRITERIA FOR SELECTION

ATTACHMENT 2: SAMPLE PROJECTS

ATTACHMENT 3: 2003-2005 MOVER PROGRAM APPROVED FUNDING LIST

ATTACHMENT 4: EXHIBIT SUMMARY SHEET/ COVER PAGE

ATTACHMENT 5: LIST OF ACRONYMS

**MOTOR VEHICLE EMISSION REDUCTION PROGRAM
for SAN LUIS OBISPO COUNTY
2005 - 2007**

SECTION 1: INTRODUCTION

The San Luis Obispo County Air Pollution Control District requests proposals according to the terms and conditions of the MOtor Vehicle Emission Reduction (MOVER) Program contained herein.

Assembly Bill 2766 (Sher) amended the California Health and Safety Code (Sections 44220 to 44247) to authorize the collection of a motor vehicle registration fee up to four dollars per vehicle to provide funds for air districts to meet new responsibilities mandated under the California Clean Air Act of 1988 (CCAA). The Health and Safety Code states that these funds shall be used to support air district operated planning, monitoring, enforcement, and technical studies necessary for the implementation of the CCAA, and to reduce air pollution from motor vehicles.

Under AB2766, the San Luis Obispo County Air Pollution Control District (APCD or District) collects four dollars annually for each motor vehicle registered in the County. The APCD Board has directed that the funds generated by one dollar of those fees be used to fund a competitive grant program, known as the MOVER Program. The program operates over a two-year funding cycle. It is expected that approximately \$465,000 will be available for this funding cycle, with a maximum single grant award of \$100,000. The total allocation may vary in future years based on the number of registered vehicles, current mandates and District priorities.

The primary program objective is to reduce motor vehicle emissions. By funding projects that implement relevant transportation control measures (TCMs) and other mobile source related measures (see Attachment 2) and establishing or enhancing innovative public education programs that focus on reducing motor vehicle emissions the program objectives are met.

Projects selected will be programmed for funding in May 2006 using DMV revenues received from 2004-2005 as well as from prior MOVER projects that were not implemented or those that didn't utilize all funds awarded. After approval and completion of the projects, funds will be disbursed to successful grant applicants.

SECTION 2: TIME LINE

The following is the expected time line for the Request for Proposal (RFP) process. Applicants will be notified by mail of any changes to the schedule and of important meeting dates.

Request for Proposal available to the public	Feb 1, 2006
Project proposal submission deadline	March 15, 2006
APCD Staff proposal review	March – April, 2006
Public meeting to review proposals	April 2006
APCD Board reviews and approves recommendations	May 31, 2006
Contract preparation period	June-July 2006
Commencement of funding	July 2006

SECTION 3: PROGRAM EMPHASIS

The purpose of the MOVER Program is to assist the APCD in attaining the air quality requirements of the CCAA. The APCD is soliciting proposals for projects that will meet the objectives of this program. Applicants selected for funding must enter into contracts with the APCD that set forth performance criteria to ensure compliance with statute and audit requirements. Public and private entities are eligible to apply either alone or in combination for this funding. However, proposals from private entities will be examined to ensure they result in public air quality benefits, as opposed to solely private benefit.

The process described below for receiving, evaluating and awarding grants has been adopted by the APCD Board at its November 16, 2005 meeting. Also during this Board meeting, action was taken to streamline and dissolve the MOVER screening committee. The screening, evaluation and ranking of projects will now be done by APCD staff using the criteria outlined in this document. It is designed to objectively evaluate each grant application to determine its consistency with the established selection criteria.

Information regarding this RFP or the selection process may be obtained by contacting Alexander Bugrov at (805) 781-5912 or email at abugrov@co.slo.ca.us.

SECTION 4: PROJECT ELIGIBILITY

Programs or projects **eligible** for the MOVER Program must be located within San Luis Obispo County and include, but are not limited to:

- Any program or project that results in the reduction of motor vehicle generated emissions.
- Local government projects that implement eligible Transportation Control Measures (TCMs) in the Clean Air Plan (see Sample Projects in Attachment 2).

- Any program or project that will result in a reduction of vehicle trips and/or vehicle miles traveled (VMT).
- New technology and supporting infrastructure such as refueling and recharging stations for low-emission vehicles; transit projects that improve access and convenience; and demonstration projects.
- Public education programs that support the reduction of motor vehicle emissions.
- New, original equipment manufacturer (OEM), dedicated alternative fuel vehicles, and conversion kits that are ARB certified to SULEV, PZEV, AT-PZEV and ZEV standards only at the time of application.
- Off-road mobile agricultural and construction equipment

The following projects are **ineligible** for funding:

- Projects proposing to use these funds to comply with mandatory requirements (federal, state or local) or existing regulations of the District.
- Those projects required as mitigation under the California Environmental Quality Act (CEQA) or the National Environmental Protection Act (NEPA).
- Any project intended for recreational uses.
- Roadway capacity expansion projects.
- Portable equipment that requires portable equipment registrations or an APCD permit.
- Stationary source emission reduction projects / equipment.
- Projects or programs funded through this program cannot be used to generate Emission Reduction Credits through the District's emission banking process.

SECTION 5: APPLICATION GUIDELINES

The applicant must submit one (1) original copy of the proposal, and any supplemental information. All proposals must be formatted as defined below; all pages must be numbered. The application package must be assembled in the order described in the *Proposal Content* section of this document. **Failure to adhere to this format is grounds for rejection.**

- Proposals must be submitted on white, 8-1/2" x 11" paper (preferably recycled), stapled, but not bound.
- Proposals may be no longer than ten, double-sided, 8-1/2" x 11" sheets of paper (preferably recycled paper), in addition to the Exhibit Summary Form, Resolution/Authorization Letter, and Technical Appendices.
- All proposals must be typed.
- Technical Appendices, of no more than ten double-sided 8-1/2" x 11" sheets of paper (preferably recycled paper) including information on applicant's past projects and experience, may be attached to the proposal.
- The enclosed "Exhibit Summary Sheet" should be used as the cover. Do not include any other covers.

Proposal Content

The application package must be assembled in the order presented below:

1. Exhibit Summary Sheet - An "Exhibit Summary Sheet" is included in this RFP as Attachment 4. Provide basic information indicated, including a brief project overview in the space provided. Use the Exhibit Summary Sheet as the cover page of the proposal.

2. Resolution/Authorization Letter - The proposal must include a letter or resolution authorizing the applicant to submit a proposal. The letter must include the name, address, telephone number and contact person, and be signed by the person or persons authorized to represent the proposing entity. For proposals from more than one entity, the letter must be signed by an authorized representative from each entity.

All government agency applicants must offer evidence in the form of a resolution that their governing body is aware that the application is being tendered, and that any match obligation offered is going to be included in the agency's budget. Proposals from private agencies must also include appropriate verification of binding authority.

3. Project Description - Each application will require a comprehensive project description. This will provide necessary information for reporting and program requirements, facilitate verification of the project's eligibility, and is a fundamental tool used to determine how, and to what extent, the proposed project supports the MOVER program objectives. The project description should include:

- Description/type of proposed facility, equipment and/or service;
- Geographic area(s) to be served;
- Description of how this project would benefit the local and/or regional community and support the overall objectives of the program;
- Description of existing conditions, and how the proposed project will integrate into, alter, or complement the present conditions; and,
- Outline of applicant's fiscal strategy to maintain or continue the project after the designated funding period.
- If applicable, the outline should identify who will install and maintain equipment or facility; evidence of an agreement will be required if this is other than the applicant.

4. Project Background and Organization - Provide a description of your organization and its commitment to fulfill MOVER Program objectives. If subcontractors are to be used on the project, identify them and state their qualifications. If sub-contractors have not yet been identified, state the specific qualifications that they must meet.

5. Emission Calculations/Cost-Effectiveness - This section of the application should clearly and concisely state the estimated reductions in emissions, vehicle trips, vehicle miles traveled (VMT), and/or the number of persons served. Calculations should be prepared using the best available assumptions. Methodologies prepared by the Air Resources Board (ARB) for estimating emission

benefits and cost-effectiveness for a variety of motor vehicle emission reduction projects maybe found on ARB's website at: www.arb.ca.gov/planning/tsaq/eval/eval.htm. All projects must use either "Automated Methods to Find the Cost-Effectiveness of Funding Air Quality Projects for Fiscal Year 2003-04" or "Methods to Find the Cost-Effectiveness of Funding Air Quality Projects -- May 2005" when calculating emission reduction.

Applicants should include a printout of the completed calculations. Applicants using the hard copy version to perform emission calculations should include the estimates in a technical appendix. Any questions regarding the calculations of emission reductions should be directed to District staff. Emission calculations and assumptions provided in the proposals will be reviewed by District staff for accuracy, and may be corrected at staff's discretion. Specific pollutants being targeted are: reactive organic gases (ROG); oxides of nitrogen (NO_x), and fine particulate matter (PM₁₀). Emission reductions must be identified separately for each pollutant (NO_x, ROG, PM₁₀). Carbon monoxide (CO) will not be included in determining emission reduction.

Clearly show the estimated total lifetime emission reduction of NO_x, ROG, and PM₁₀. The assumptions necessary to derive and support these estimates must be clearly and concisely included in the proposal and will be verified by APCD staff.

6. Work Statement - Describe separately each phase of the work to be performed. List tasks within each phase of work and describe as necessary. State the sequence of work activities, including starting and completion dates. Include all relevant information regarding the technology and the parties involved in the project.

7. Funding Request/Cost Breakdown - Briefly define the proposal to be funded. Include the amount of money requested from the MOVER Program, and the amount of money available from each funding source. Clearly indicate if matching funds are monetary or in-kind contributions. It is recommended that proposals include alternative funding levels in case the District cannot fully fund your proposal. State clearly the following:

- Indicate estimated cost for each task.
- Identify all sources of funds, including MOVER Program funds. Identify all monetary and in-kind contributions and state their source.
- Provide an itemized list of equipment to be purchased and the proportion of the cost of each piece of equipment to be funded by MOVER Program funds. The intent of this program is to fund only that portion of the equipment's cost that is related to the provision of an air quality benefit.
- Provide evidence of matching funds available from each funding source. Any funds that are designated in the application as matching funds must be available when the grantee enters into a contract with the District. The proposal may be rejected if the identified matching funds are not available at the time of contract signing.

8. Schedule of Deliverables - Provide a list of all work products or deliverable items and their

anticipated dates of delivery. The schedule should not extend more than two years beyond the signing date of the contract.

9. Self-Monitoring Program - A self-monitoring program is required for all projects. Develop a self-monitoring program describing how the project objectives will be measured and reported to the APCD.

Additional Information and Instructions

Applicants may submit more than one application.

To ensure consistency with regional transportation plans and other funding resources, MOVER applicants for proposed transportation projects, such as traffic flow improvements, transit services, and bicycle projects are encouraged to coordinate with SLOCOG staff (781-4219) prior to application submittal.

Some proposals may be reduced in scope and/or funding level so that a greater number of proposals may be approved. Where possible, proposals should be presented in segments, so those portions of a proposal may be easily approved for funding, if the whole project is not approved for funding. APCD staff reserves the right to recommend for approval to the District Board, only a portion of the proposed project and funding request. In this case, the proposer may be requested to submit a revised work statement, schedule of deliverables, and cost breakdown. It is strongly recommended that alternative funding levels be included in the proposal. Additionally, **identify the minimum amount of funding necessary in order to complete a viable project.**

A grantee **must not charge more than five percent (5%)** for administrative purposes and/or consultant fees including indirect costs for research foundations and educational institutions.

Costs **not specifically outlined in the proposal will not be reimbursed at a later date.** All costs and fees must be called out as a line item(s) in the cost break down section of the application - this includes consulting fees.

Funds received are to be reported as taxable income. Successful project proponents will be issued 1099 forms for the appropriate tax year.

Applications that are speculative in nature and are contingent on the availability of unknown resources will not be considered for funding.

For projects which involve engine or equipment replacement, the old engine or equipment must be destroyed. The APCD will require proof of engine or equipment destruction.

Do not send letters of support separately to the San Luis Obispo County APCD. All correspondence should be included in the original application submittal. Any additional information received that is

not included in the application packet will not be considered.

SECTION 6: SUBMISSION OF PROPOSALS

The applicant shall submit the entire proposal including attachments in a sealed envelope plainly marked in the upper left hand corner with the name and address of the applicant and the words "MOVER Fund Proposal."

Due Date: All proposal are due at the APCD office no later than 5:00 p.m., March 15, 2006. **Late proposals, post marks, faxes, and e-mails will not be accepted.** Proposal should be mailed or delivered to the following location:

MOVER Program Manager
San Luis Obispo County Air Pollution Control District
3433 Roberto Court
San Luis Obispo, California 93401

Grounds for Rejection of Proposal:

A proposal may be rejected if:

- It is received at any time after the March 15, 2006 deadline outlined above;
- Any of the contents described in Section 5 are not provided in the application;
- The proposal does not meet the criteria described in the RFP; and,
- The APCD determines that the project is ineligible (Section 4).

Disposition of Proposals:

- The APCD reserves the right to reject any and all proposals;
- All proposals become the property of the APCD;
- Once submitted, proposals may not be altered without the prior written consent of the APCD;
- Proposals are valid only during the current funding cycle; and,

SECTION 7: SCREENING AND APPROVAL PROCESS

APCD staff will rank proposed projects and programs based on the evaluation criteria listed in Attachment 1; staff recommendation will then go to the Board for approval. The Board may approve the entire package of recommendations from APCD staff or refer all of the recommendations back to staff for reconsideration. The Board hearing date to consider 2005-2007 MOVER projects is scheduled for May 31. Applicants will be notified within ten days of Board action.

Project evaluation will be a competitive process with no guarantee of future or continued funding. Some eligible programs or projects may be continuous in nature. Whether these programs or projects, if funded, would continue to receive funding in the future will be judged when applications for future years are received, evaluated and ranked. Following the close of every program cycle, APCD staff will prepare a report on the use of MOVER funds and program effectiveness for consideration by the District's Board.

SECTION 8: CONTRACT PREPARATION

Applicants whose projects are selected for funding must enter into a contract with the District as a condition of receiving funds. Contract preparation will begin immediately upon approval of projects by the District Board and will be reviewed and signed by both the District's Counsel and the Air Pollution Control Officer. The contract must be completed within 120 days of approval of the proposal by the District Board; failure to do so may release funding for other projects.

Prior to contract signing, the grantee must provide the District with the following information:

- Verification of appropriate signing authority. The signing authority must be the person authorized in the contract as the person who can act on all fiscal matters on behalf of the grantee.
- Verification that any and all matching funds identified in the proposal are still available. The signing authority must provide formal documentation of the available matching funds.
- Proof of the following insurance policies:
 - Commercial general liability insurance with minimum limits of coverage in the amount of One Million Dollars (\$1,000,000) per occurrence; and,
 - Commercial automobile liability insurance which covers bodily injury and property damage with a combined single limit with minimum limits of coverage in the amount of One Million Dollars (\$1,000,000) per occurrence; and,
 - Workers' compensation insurance in accordance with California law.

The grantee will maintain the above insurance policies for the duration of the project. Proof of insurance will be submitted to the APCD on an annual basis.

The contract will require the grantee to perform adequate record keeping to allow proper tracking of project implementation and associated emission reductions. It will also include requirements for

monitoring and reporting by the proposer. The District reserves the right to conduct a fiscal audit to ensure appropriate expenditure of MOVER funds.

The grantee will not be reimbursed and funding will not commence until the project is complete and the grantee has demonstrated emission reductions equal to or greater than those in the proposal.

Payment will be made only to the grantee and not a third party.

SECTION 9: AUDIT PROCEDURES

Any entity which receives MOVER Program funds may be subject to an audit of each program or project funded. The audit may be conducted by staff of the District or by an independent auditor selected by the District. Upon the completion of an audit, the District will make the audit available to the public and to the proposer upon request. The District will review the audit to determine if the monies were used for reduction of air pollution from motor vehicles pursuant to the CCAA and the District's Clean Air Plan.

In addition to the audit described above, contract monitoring will be performed by the District on a regular basis. The District shall, at any time during regular business hours, and as often as deemed necessary, examine all records and data with respect to the matters contained in the contract. The applicant will be required to allow District access to such records and data to ensure the grantee compliance with the terms of said agreement.

If the District determines that funds were expended in a manner contrary to law or not in accordance with contract provisions, the District will seek re-payment of funds misappropriated, spent for non-eligible activities, or otherwise inappropriately expended.

ATTACHMENT 1: MOVER CRITERIA FOR SELECTION

Quantifiable Projects

The District mandate is to fund programs that help reduce motor vehicle emissions and achieve the air quality goals of the Clean Air Plan (CAP). The APCD Board periodically reviews and evaluates criteria for program selection to determine the best method to meet this mandate. The evaluation criteria described below will be used as the basis for making funding decisions for the 2006/2008 funding cycle and future funding cycles until changed by the Board.

Applicants are encouraged to review the criteria in order to determine whether their proposal will be competitive. The point-based scoring system will be used by District staff to assign an overall score to each project. All projects submitted during any one funding cycle of the MOVER Program will compete with one another based on their overall score. District staff will then rank and select the highest-scoring projects and present them to the APCD Board for their final funding approval.

Proposal Evaluation Criteria

Criterion	Points
Emission Reductions	30
Cost-effectiveness	35
Project Feasibility	10
Matching Funds	10
Repeated Applications	10
Other Factors	15
<i>Total Possible Points</i>	110

1) Emission Reductions: (up to 30 points)

A major emphasis of the MOVER Program is to implement or complement emission reduction measures and strategies that are included in the District's Clean Air Plan. Projects are evaluated with currently acceptable methodologies that demonstrate emission benefits as described in Section V of the MOVER Request for Proposal package. The only criteria pollutants that will be used to compute total estimated emission reductions are NO_x, ROG, and PM₁₀ (CO is not included). After all of the applications have been received and the calculations and assumptions are checked by District staff, the projects will be ranked on the total emissions reduced over the life of the project. The projects will be assigned emission reductions points based on the following formula:

$$Pts = 30 \times \left[\frac{R_{proj} - R_{min}}{R_{max} - R_{min}} \right]$$

Where:

R_{proj} are the emission reduction, in pounds, for the project being assessed
 R_{max} are the largest emission reductions (lb) for any quantifiable project for the current MOVER cycle
 R_{min} are the smallest emission reductions (lb) for any quantifiable project for the current MOVER cycle

(Example: During a hypothetical MOVER Program cycle, projects with minimum and maximum proposed emission reductions of 100lbs and 2000lbs, respectively, are submitted. The score of a proposed project with emission reductions of, for example, 1000lbs for such a scenario would equal: $Points = 30 * [(1000 - 100) / (2000 - 100)] = 14.2$)

2) Cost-effectiveness: (up to 35 points)

To ensure public health benefits are maximized using the MOVER funds, it is important that projects are cost-effective at reducing emissions. The cost-effectiveness of an air quality project is based on the amount of pollution eliminated for each MOVER dollar spent. Points are awarded based on the cost-effectiveness of lifetime emission benefits for the project. Projects are typically considered cost-effective if emission reductions cost less than \$20,000 per ton (\$10/lb). Projects will be awarded points for cost-effectiveness based on the point distribution below:

$$Pts = 35 - 3.5 \times CE$$

Where: CE is the cost effectiveness (\$/lb)

(Example: for a project with a cost effectiveness of \$6/lb, $Points = 35 - 3.5 * 6 = 14$)

3) Project Feasibility: (up to 10 points)

Project feasibility refers to the applicant's ability to successfully and expeditiously complete the project. Project feasibility will be based on the following parameters:

Points	Criteria
0-5	Applicant's personnel qualifications and professional competence in carrying out the proposed project.
0-5	Applicant's ability to demonstrate that similar projects have been successfully completed in other locations by other individuals or organizations.

4) Matching funds: (up to 10 points)

Three primary aspects are evaluated under this criterion:

Points	Criteria
0-6	The amount of dedicated matching funds in hard dollars that the applicant has provided to support the project. The score in this category is proportional to the percentage of the matching funds and is calculated with the following formula: $\text{Points} = 6 * [(\text{Amount of matching funds } (\$)) / (\text{Amount of requested funds } (\$))].$
0-2	In-kind services, such as staff time and office resources that will be applied to the project.
0-2	The number of committed partners and outside organizations participating (either financially or with in-kind services) in the completion of the project.

5) Repeated Applications and Prior Success: (up to 10 points)

MOVER Program funding serves as “seed money” for projects resulting in reductions of motor vehicle-related emissions. To achieve this, the District encourages project variety and discourages repeated applications for same or similar projects over multiple MOVER cycles. Additionally, the District gives preference to applicant(s) who have a history of carrying out MOVER-funded projects to success in an agreed-upon, timely fashion.

Points	Criteria
0-6	The project applicant(s) is/are penalized for repeatedly applying for similar projects over the course of several MOVER cycles. In this criterion, six (6) points are automatically awarded to all applicants. Three (3) points are then subtracted for each instance of MOVER grant funding being awarded to the applicant for similar projects during prior MOVER cycles.
0-4	The project applicant(s) is/are penalized for failure to use previously-awarded MOVER funds in a timely fashion. In this criterion, four (4) points are automatically awarded to all applicants. Two (2) points are then subtracted for each instance of the applicant’s failure to implement prior grant-funded projects within the agreed-upon span of time.

6) Other Factors: (up to 15 points)

Other factors include, but are not limited to:

Points	Criteria
0-3	Overall completeness, neatness and accuracy of the proposal.
0-2	Timely use of funds. Two (2) points are awarded to projects which will realize emission reductions within one (1) year. One (1) point is awarded to projects which will realize emission reductions within two (2) years. Zero points are awarded for projects which will realize emission reductions in three or more years.
0-2	Applicant’s capability to successfully self-monitor the progress of the program.
0-2	Potential to advance the availability of new technology.
0-2	Ability to increase public awareness of motor vehicle-related air pollution and solutions.

0-2	The project provides direct benefits to environmental justice areas and other disadvantaged areas of the county.
0-2	The project will result in significant, quantifiable reductions of green house gas emissions.

Non-Quantifiable Projects

In evaluating the projects that have non-quantifiable emission benefits the same items are evaluated as in the quantifiable project, but the criteria for the emission reduction and cost-effectiveness categories are more discretionary in nature as outlined below:

Proposal Evaluation Criteria

Criterion	Points
Emission Reductions	30
Cost-effectiveness	35
Project Feasibility	10
Matching Funds	10
Repeated Applications	10
Other Factors	15
<i>Total Possible Points</i>	110

1) Emission Reductions: (up to 30 points)

Projects such as public education programs, research and/or various other proposals may not have directly quantifiable emission reduction benefits. Such proposals will be evaluated based on overall potential of the project to directly and/or indirectly reduce emissions by helping achieve the air quality goals of the Clean Air Plan. The following parameters will be used to evaluate non-quantifiable projects like public education programs, research projects or public outreach programs.

Points	Criteria
0-6	<p>Clean Air Plan (CAP) Strategies and Policies - Degree to which the project implements or contributes to</p> <ul style="list-style-type: none"> • Smart growth (2 pts); • Transportation control measures (2 pts); • Traffic calming pedestrian improvements (2 pts); <p>and/or other policies and strategies in the CAP.</p>
0-6	<p>Potential for Behavioral Changes - Degree to which the project or program provides a focused message that targets behavioral changes to reduce or eliminate motor vehicle emissions through the use of</p> <ul style="list-style-type: none"> • Alternative fuels (1 pt); • Public transit (1 pt); • Bicycling (1 pt); • Telecommuting (1 pt); • Carpooling and/or vanpooling (1 pt); • Other motor vehicle emission reduction measures (1 pt).
0-6	<p>Development of Educational or Promotional Materials</p> <ul style="list-style-type: none"> • The project will result in the development of a tangible product (e.g., video, course syllabus, flyers) (3 pts). • The applicant has demonstrated that the above product will continue to be used after the project has ended (3 pts).
0-6	<p>Relative Need</p> <ul style="list-style-type: none"> • Degree of local need for the project or program. (e.g., a project proposing an alternative fuel re-fueling station should evaluate and present supporting documentation for the number of vehicles that would use the facility.) (up to 3 pts) • Degree to which the proposed project will satisfy the local need as described above (up to 3 pts)
0-6	<p>Project Complements or Enhances Existing Project or Program - Does the project enhance or complement an existing emission reduction program (e.g., bike path that connects to a transit bus route, closes a key gap between existing emission reduction project, etc). If the project results in a duplication of services then zero points should be awarded for this category.</p>

2) Cost-effectiveness: (up to 35 points)

Emission reductions, and therefore the cost-effectiveness, from non-quantifiable projects cannot be directly assessed. The points awarded to the project in *Emission Reductions*, above, will instead be used in combination with the amount of funding requested for the project. The project cost-effectiveness is then expressed in units of (\$/pt) and the cost-effectiveness points are awarded based on the following formula:

$$Pts = 35 \times \left[1 - \frac{(C_{proj} - C_{min})}{(C_{max} - C_{min})} \right]$$

Where:

C_{proj} is the cost-effectiveness of the project being assessed

C_{max} is the maximum cost-effectiveness of any non-quantifiable project for the current MOVER cycle

C_{min} is the minimum cost-effectiveness of any non-quantifiable project for the current MOVER cycle

(Example: During a hypothetical MOVER cycle, projects with minimum and maximum proposed cost effectiveness values of 13\$/pt and 28\$/pt, respectively, are submitted. The cost effectiveness score of a proposed project with a cost effectiveness of, for example, 19\$/pt for such a scenario would equal: $Pts = 35 * [1 - ((19-13)/(28-13))] = 21$)

3) Project Feasibility: (up to 10 points)

Use guidelines listed under quantifiable projects.

4) Matching funds: (up to 10 points)

Use guidelines listed under quantifiable projects.

5) Repeated Applications: (up to 10 points)

Use guidelines listed under quantifiable projects.

6) Other Factors: (up to 15 points)

Use guidelines listed under quantifiable projects.

ATTACHMENT 2: SAMPLE PROJECTS

Project eligibility will be determined by the extent to which the proposal meets the requirements of the applicable State law codified in the California Health and Safety Code Sections 44220 - 44247, and contributes to implementation of Clean Air Plan Transportation Control Measures. The following projects would be acceptable based on the above criteria. The list is intended as general guidance for potential applicants only, and is not meant to be exhaustive.

Reducing Work Commute Trips by providing a free or subsidized Guaranteed Ride Home Program for employers, public information programs targeting employees of companies implementing an employee trip reduction program, and/or telecommuting programs.

Reducing School Commute Trips by providing transit pass subsidies for students, the purchase/lease of clean fueled transit vehicles for school districts and colleges, and/or public information programs targeting students and staff.

Improvements to Public Transit by installing particulate traps on diesel transit vehicles and providing subsidies for clean fuel for transit vehicles.

Bicycle and Pedestrian Projects such as installation of neighborhood traffic calming measures; construction of bicycle lanes and paths, and/or subsidizing bicycle racks and lockers.

Park and Ride Lot Improvements such as subsidizing land acquisition for park and ride lots, and physical improvements to park and ride lots like transit benches and shelters.

Alternative Fuels Program such as subsidizing the purchase of dedicated CNG and electric vehicles, and/or installation of fueling stations.

Automobile Buy-Back and Scrap Programs for older, high emitting motor vehicles.

ATTACHMENT 3: 2003/2005 MOVER PROGRAM APPROVED FUNDING LIST

Applicant	Project Title/Description	Approved Funding
Ride On	Incentive Program	\$23,000
Atascadero Unified School	Ultra Low Sulfur Diesel Tank	\$42,000
SLORTA	2004 Summer Youth Pass	\$4,999
SLORTA	2005 Summer Youth Pass	\$4,999
Lime Mountain Co.	Dozer Repower	\$71,161
SLORTA	Bus Bike Racks	\$4,999
SLO County Bicycle Coalition	The Spoken Wheel Newsletter	\$1,000
APCD	SULEV Hybrid Program	\$25,000
SLORTA	2004 Midstate Fair Marketing	\$4,999
Swift Cycle Delivery Service	Advertising	\$4,999
Arrow Tek	Heavy Duty Diesel Repower/Replacement	\$89,775
SLORTA	2005 Midstate Fair Marketing	\$4,999
SLO County Bicycle Coalition	"Bikefest" Festival	\$4,800
SLOCOG	Smart Card Study	\$5,000
SLO County Transportation Choices Program	Survey Equipment	\$5,000
Central Coast Clean Cities Coalition (C5)	Work Plan development	\$5,000
Cal Trans	Atoll Bike Lockers	\$4,800
SLO County Bicycle Coalition	"Bike First" Program	\$12,300
Rideshare Division of SLORTA	2004 TRIPS	\$5,000
Rideshare Division of SLORTA	2005 TRIPS	\$5,000
Rideshare Division of SLORTA	Try Transit	\$43,590.65

ATTACHMENT 4: EXHIBIT SUMMARY SHEET/ COVER PAGE

Project Title:

Brief Project Description:

Applicant (include other participating entities):

Contact Person:

Address:

Telephone #:

Fax #:

E-mail:

Total Project Budget	MOVER Funds	Matching Funds	In-Kind Match	Total Project Costs
Materials	\$	\$	\$	\$
Personnel	\$	\$	\$	\$
Other	\$	\$	\$	\$
Total	\$	\$	\$	\$

Implementation Area for Project:

Estimated Emission Reductions/ Cost-Effectiveness

Useful Life of Project (years):

Total Lifetime Emissions Reduced (in lbs. of NO_x, ROG, PM₁₀):

Cost-Effectiveness ((CRF*Funding)/ (ROG+NO_x+PM₁₀))
CRF= capital recovery factor

Estimated Audience To Be Reached:

ATTACHMENT 5: LIST OF ACRONYMS

AAQS	Ambient Air Quality Standard
AB	Assembly Bill
ADT	Average Daily Trips
APCB	Air Pollution Control Board
APCD	Air Pollution Control District
ARB	Air Resources Board (California)
AVR	Average Vehicle Ridership
BACT	Best Available Control Technology
BAR	Bureau of Automotive Repair
BARCT	Best Available Retrofit Control Technology
CAAQS	California Ambient Air Quality Standards
CALTRANS	California Department of Transportation
CAL POLY	California Polytechnic State University, San Luis Obispo
CAP	Clean Air Plan
CAPCOA	California Air Pollution Control Officers Association
CCAA	California Clean Air Act of 1988
CEQA	California Environmental Quality Act
CO	Carbon Monoxide
EIR	Environmental Impact Report
EPA	Environmental Protection Agency
LEV	Low Emission Vehicle

MOVER	MOtor Vehicle Emission Reduction Program
NAAQS	National Ambient Air Quality Standards
NO_x	Oxides of Nitrogen
O₃	Ozone
PM₁₀	Particulate Matter 10 microns or less in diameter
PPM	Parts per Million
PZEV	Partial Zero Emission Vehicle
RACT	Reasonably Available Control Technology
ROG	Reactive Organic Gases
RTP	Regional Transportation Plan
SCCAB	South Central Coast Air Basin
SCM	Stationary Source Control Measure
SIP	State Implementation Plan
SLOCOG	San Luis Obispo Council of Governments
SLORTA	San Luis Obispo Regional Transit Authority
SOV	Single occupancy vehicle
SO₂	Sulfur Dioxide
SULEV	Super Ultra Low Emission Vehicle
TCM	Transportation Control Measure
TMA	Transportation Management Association
TOG	Total Organic Gases
TSP	Total Suspended Particulate

ULEV	Ultra Low Emission Vehicle
VMT	Vehicle Miles Traveled
VOC	Volatile Organic Compounds
ZEV	Zero Emission Vehicle