



December 18, 2020

Mr. Joe Walsh
L'Auberge de Sonoma, LLC
7001 N. Scottsdale Road, Suite 2050
Scottsdale, AZ 85253

Parking Management Plan for the MacArthur Place Hotel

Dear Mr. Walsh;

As requested, W-Trans has prepared a parking management plan (PMP) and status update for the MacArthur Place Hotel at 29 East MacArthur Street in the City of Sonoma, California. Previously, members of the Planning Commission had expressed concerns about employees parking on MacArthur Street, but the hotel management has since taken steps to address this condition and employees are now required as a condition of their employment to park their vehicles on-site. The purpose of this letter is to present parking strategies to continue to require employees to use the off-street spaces provided.

Project Description

The hotel is comprised of 64 rooms, a restaurant/bar, and spa. The restaurant typically experiences peak demand Thursday, Friday, and Saturday nights and can accommodate up to 50 non-guest patrons per restaurant seating, as well as registered hotel guests. Special events are hosted on-site, but most of them are comprised solely of guests staying at the hotel.

The site has recently increased its parking supply to 131 parking spaces, 27 of which are valet (as guests must have their vehicles valet-parked) although the use of valet spaces has been temporarily paused due to COVID-19. The hotel underwent various construction projects from 2018 to early 2020 and a future spa project is slated to begin shortly that requires the use of roughly six parking spaces for temporary trailers. These are all considered temporary anomalies in parking demand and supply that will soon disappear.

In addition, 40 on-site parking spaces are designated for employees during peak demand times when there is a change in shifts. Plate 1 shows employee vehicles parked off-street. During normal (i.e. non-COVID-19) operations, there are no more than 32 employees on-site at any one time with the change in shifts occurring at 3 p.m. Employees are provided alternatives to driving alone with available bicycle parking on-site and free bus transportation passes. A Sonoma County Transit bus stop offers service on four bus routes (30, 32, 34, 40) immediately across the street from the Hotel.



Plate 1 Off-street Parking

Parking Management Plan

Summary

Given the site's parking supply and the alternative transportation modes available to employees, it is estimated that the parking supply can accommodate all demand on-site without motorists needing to park on-street. The Institute of Transportation Engineers' (ITE) *Parking Generation 5th Edition* estimates a peak demand of 115 spaces for a hotel of this size and type, which is 16 fewer spaces than the 131 provided. Although all parking demand should be accommodated on-site, the hotel has already designated their human resources manager as a

transportation coordinator who is responsible for overseeing vehicle registration for all employees, maintaining a physical source of transportation information for users, distributing bike maps, and monitoring the ongoing success of the PMP. This coordinator will also implement the following strategies:

Welcome Packets for New Employees

New employees will be provided with a welcome packet containing relevant transportation information and directions to park on-site. The packet could include walking and biking maps of the area, Sonoma County Transit maps and stop information, and an overview of the site's parking policy particularly as it relates to being a good neighbor and prohibiting the use of on-street spaces.

Monitor Performance

It is important to continually monitor the performance of a parking program and adjust measures as necessary to see that it is successful. The coordinator should conduct employee parking and mode split surveys bi-annually both to make adjustments and use as a marketing material. Employee satisfaction surveys are also an effective way of instituting a quality parking management program.

Additional Measures

If overflow parking occurs in the future, there are additional measures that can be implemented to help maintain all parking on-site and provide employees with additional benefits. The following is a potential "toolbox" of strategies from which to choose.

Emergency Ride Home Program

The Emergency Ride Home (ERH) is an existing program paid for by the Sonoma County Transportation Authority (SCTA) that provides a "back-up" ride to employees who use transit, carpool, biking/walking, or other alternatives as their commute mode. If an employee carools to work and does not have their own vehicle, but they need to leave work for an emergency at any time (such as a sick child or other unexpected need), they will be redeemed for the cost of a taxi ride to get them home up to four times per year. This is an important supportive measure to encourage employees to not drive alone to work and is often considered as a welcome, but unused benefit.

Ridematching Program

The greatest barrier to workplace carpooling is often simply being able to identify and travel with other nearby employees. Fortunately, there are many services that can assist in pairing employees within the same organization or across organizations. The most common publicly available service is 511.org's free ridematching service. There are also various private ridematching providers (e.g. Carma, Zimride, RideAmigos, Via, Scoop) that can effectively create carpool networks while making them safe and convenient for their users.

Bicycle Maintenance Tools

In addition to providing bicycle parking, some businesses are now encouraging bicycle use by providing employees with the basic tools necessary to maintain their bicycles. Often, these tools can be kept in bicycle storage areas and include simple items such as a bike pump and tire patches that are essential for bike travel, but also inexpensive.

Bike Share Program

A bike share program operates by having the hotel provide bicycles for employee or guest use. By covering the access costs to the bike share program, the hotel provides users with a non-auto mode option for exploring Sonoma, enabling employees and guests an easy alternative for a quick errand or bike ride around town. In addition, the hotel can provide bicycle helmets and locks free of charge to further encourage the use of bicycles.

Stagger Employee Shift Change

Currently, a peak in employee parking demand occurs at roughly 3 p.m. during the change in shifts. If there is flexibility in employee scheduling to stagger employee arrival and departure times by fifteen to thirty minutes, so they don't coincide simultaneously, then the peak in employee parking demand can be notably reduced.

Valet Employee Parking

Valet parking is currently provided to guests of the hotel whereas employees self-park their vehicles. As such, the majority of employees likely park on-site, but there are others who could park on the street. By requiring all employees to have their vehicles valet-parked, it would guarantee that the cars remain on-site. This measure would likely come at additional expense, however, given the need for increased valet services during arrival and departure windows, but it also could act as an indirect benefit for employees.

Parking Passes

In order to ensure that employees are parking their vehicles on-site and not on the street, parking passes can be issued to employee vehicles. Employees would simply affix these stickers to their vehicles to identify them as belonging to an employee of the hotel, thereby allowing the City or hotel to identify and correct employees when necessary.

On-Street Regulation Measures

In addition to the programmatic strategies above, there are also opportunities to increase the supply and safety of on-street parking on East MacArthur Street. Currently, the on-street curbs are designated as no-parking zones (i.e. red curbs) for roughly 100 feet east from the Broadway intersection on the south side of East MacArthur Street and approximately 170 feet on the north side of East MacArthur Street. Plates 2 and 3 show these curbs, respectively. In general, curbs can be designated no parking to accommodate wide turning radii of certain vehicles and allow adequate sight lines, but the lengths of these no parking areas appear to be excessive and artificially limit the on-street parking supply. The City could be asked to evaluate if some of these spaces can be designated time-limited parking, possibly having the no parking zone only extend roughly 60 feet from the intersection so as not to interfere with intersection signal loops embedded in the ground.

In addition, the hotel driveway used by employees and valets does not have any designated red curb adjacent to it, sometimes resulting in poor sight lines for vehicles entering and exiting the property when vehicles are parked near the driveway. The City should be asked to install a short section of red curb on both sides of the driveway. Plate 4 shows the driveway used by employees and valets.



Plate 2 South Side of East MacArthur Street



Plate 3 North Side of East MacArthur Street



Plate 4 Hotel Employee and Valet Driveway

Conclusion

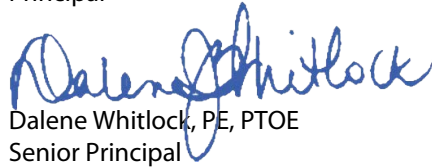
Although the hotel has already made great strides in shifting employee parking demand off-street, there are several other options available to either rebalance or reduce overall parking demand as well as increase the on-street parking supply. Among the strategies provided should be some that meet your needs and can be implemented.

Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

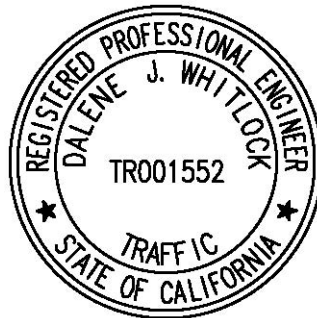
Sincerely,



Brian Canepa, TDM-CP
Principal



Dalene Whitlock, PE, PTOE
Senior Principal



DJW/bac/SON062-1.L1