Draft Report

Downtown Parking Management Plan for the City of Sonoma

Prepared for the
City of Sonoma

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Introduction

Overview

The City of Sonoma is a community that is home to a unique blend of residential neighborhoods and a historic commercial district. It enjoys a regional status as a key Bay Area visitor destination and is a well-known tourist vacation spot because of the orientation of its Downtown around the Plaza. Combined, the mix of users creates parking issues for the City that make managing the parking supply challenging, especially during peak periods (i. e. , summer weekends).

This Parking Management Plan is the first step in the City's efforts to address parking challenges in the Downtown. The Plan summarizes the most recent parking inventory, supply, and demand study, including counts of the public on- and off-street parking supply. These counts are used to examine actual parking data and establish key parking trends occurring throughout Downtown. Based on the key findings from the parking data, this Plan includes a coordinated set of recommendations designed to improve parking.

It is important to note that the recommendations in this Parking Management Plan were established on the premise that parking and transportation are not ends in themselves, but means to achieve broader community goals, and the selection of strategies should reflect those objectives. These recommendations seek to leverage the Downtown's existing assets, respond to its current challenges, and further the overall vision for the area.

Relationship to Previous Analysis

A study of parking conditions in the Downtown area was prepared in 2017 and included the area bounded by the Sonoma Bike Path to the north, Patten Street to the south, 2nd Street West, and 2nd Street East. In addition to on-street parking, the study considered usage of two public parking lots, but no private off-street lots were included in this prior study. The on-street and off-street parking survey locations from the 2017 study are shown in Figure 1 and the report is provided as Appendix A.

The current study builds on the 2017 parking study, the data for which was collected in 2014. Patterns of commuting, visiting, and travel for other purposes have been in flux since the onset of the COVID-19 pandemic, and as of April 2022 travel conditions had not fully reverted to historical patterns. Since the parking data was collected prior to the pandemic, it is assumed to represent "typical" conditions and serve as a viable basis for planning purposes. It is noted that because of the COVID-19 pandemic, 56 on-street spaces in the Downtown were converted to outdoor dining areas. Plate 1 shows an example of an on-street dining area.

Plate 1 Example of on-street outdoor dining area

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Downtown Parking Management Plan for the City of Sonoma

Figure 1 – 2017 Parking Study Area

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Utilization Summary

The use of on-street parking and public lots near Sonoma Plaza was assessed in July 2014. Summer was selected for data collection as it is the peak visitation period. The study periods included 11:30 a. m. to 1:30 p. m. and 6:00 p. m. to 8:00 p. m. on Thursday, July 24, and Saturday, July 26. These days and times were selected to capture unique weekday and weekend patterns, the specific peak parking demand periods, and the needs of the different populations, such as residents, visitors, and employees. In addition to assessing the usage of spaces at the study locations, observations were also recorded during the study periods to qualitatively assess parking turnover, parking duration, and spillover of parking into surrounding neighborhoods. Observations were also conducted during a "Tuesday Night in the Plaza" event since that represents a time of higher usage than a typical weeknight.

Parking utilization was found to be higher during the weekend than on weekdays. Saturday peaks exhibited similar patterns during the midday and evening observation periods, which had 93 percent and 91 percent occupancy rates, respectively. On weekdays, parking was found to be more available, particularly during the evening period, as the spaces were 83 percent occupied during midday and only 68 percent occupied in the evening. During the "Tuesday Night in the Plaza" event, parking turnover was more limited than during the other observation periods. Table 1 shows the peak on- and off-street occupancy rates by day; as a point of reference, 85 percent is a commonly used threshold to determine ideal parking occupancy for high turnover retail parking and 90 to 95 percent is often used as a threshold for lower-turnover parking.

Table 1 – On-Street and Off-Street Peak Occupancy Rates

Date Time Period	Time of Peak Parking Utilization	On-Street			Off-Street			Total		
		Supply	#	%	Supply	#	%	Supply	#	%
July 24, 2014		**659**			**179**			**838**		
Weekday Midday	1:00 PM		559	85%		137	77%		696	83%
Weekday Evening	7:00 PM		503	76%		71	40%		574	68%
July 26, 2014		**659**			**179**			**838**		
Weekend Midday	1:30 PM		607	92%		170	95%		777	93%
Weekend Evening	6:30 PM		605	92%		158	88%		763	91%

Note: # = Number of occupied spaces; % = Percent of spaces occupied

Key Findings

Analysis of the data in the 2017 study resulted in seven key findings.

Key Finding #1: Use of on-street parking by employees may contribute to the lack of availability around Sonoma Plaza.

While some vacant spaces were observed midday during the week, the on-street spaces immediately surrounding Sonoma Plaza were fully occupied. Survey data collected for the 2017 study indicates that the enforcement of parking restrictions is inconsistent and as a result, some of the usage of on-street parking may be due to employees parking in time-limited spaces intended for customers and moving their vehicles to avoid tickets from time limits. Strategies to address the need for employee parking could help alleviate demand for the highest demand spaces adjacent to the Plaza.

Key Finding #2: Peak demand occurs on the weekends when the parking supply is almost fully occupied.

Sonoma Plaza and the primarily visitor-serving businesses in the immediate area attract a substantial number of visitors on weekends. Visitors may live locally, elsewhere in the region, or even farther away. During peak times, drivers were routinely seen searching for on-street spaces around the Plaza and the adjacent areas; spaces that did become available were taken quickly.

Key Finding #3: Spillover parking occurs during special events and on weekends.

Spillover parking was observed during times of peak parking usage, resulting in visitors using on-street parking in neighborhoods up to two blocks away from the Plaza. The times that were most impacted were on weekends and during special events on weekdays.

Key Finding #4: Passenger drop-off and pick-up space is a need.

Passenger drop-offs and people picking up lunch orders were observed during the midday weekday and weekend peak periods. This often occurred at locations where parking is prohibited, and this resulted in challenges for drivers as well as pedestrians as crosswalks and driveways were sometimes blocked. Since people commonly drive around seeking parking adjacent to the Plaza, this added to the congestion and chaotic traffic pattern. Other factors are expected to contribute to a growing need for designated loading zones and short-term parking, including the growing popularity of ride-hailing and food delivery services.

Key Finding #5: Current on-street time limits are not respected.

Resident and employee survey data from 2015 indicated that parking restrictions are not regularly enforced. As a result, it is likely that the current three-hour limit has limited effectiveness and turnover may be reduced for Downtown's on-street spaces.

Key Finding #6: Some on-street spaces currently designated as "no parking" may be able to be better utilized.

While the great majority of on-street "no parking" areas in the Downtown are justified, there may be an opportunity to better use some of these spaces. For example, parking in the curb space in front of the historic mission (north side of East Spain Street, east of 1st Street East, and the east side of 1st Street East, north of East Spain Street) is currently prohibited despite there being no clear safety benefits from the restriction.

In addition to the key findings above from the 2017 data, it is important to note that the on-street parking supply was heavily utilized prior to there being parklets. The data collected in 2014, well before the introduction of parklets in Downtown, reveals an important point – there are few available on-street spaces at peak hours with the current level of parking management, regardless of the presence of parklets. Given the relatively small number of spaces to be occupied by parklets in the Downtown by the end of 2022 (34 out of a total of 838), improved on-street parking management, rather than the number of parklets, will be the determining factor in creating more parking availability.

Parking Management Plan

Parking Management Principles

Historically, a city wishing to "solve its parking problem" in a high-demand area has generally focused on increasing the supply of off-street parking. However, simply increasing supply does not fully address the core problem of concentrated demand, in which popular on-street spaces are consistently oversubscribed while nearby off-street spaces often remain underutilized. The goal of parking demand management is to manage demand for curb spaces to ensure availability, while also optimizing utilization of the existing off-street supply to meet a variety of parking needs.

Effective parking management strategies can result in positive economic impacts for local businesses as it allows employees, residents, and visitors to better utilize the parking supply to shop, dine, or recreate.

As Downtown Sonoma continues to evolve its parking needs will change as well. This plan includes techniques to address current challenges in a phased approach to minimize the amount of effort needed to properly manage the parking supply. In particular, a parking management approach is proposed that emphasizes more efficient utilization of the existing supply and recognizes the interconnectedness of on- and off-street parking management.

In recognition of these considerations, the following goals and objectives informed the development of parking management recommendations for Downtown Sonoma.

- Establish a "park once" philosophy by managing Downtown parking as a single, integrated system that is convenient for motorists to park and easily access all destinations.
- Make the most efficient use of all existing parking resources including on-street, off-street, public, and private spaces.
- Ensure parking facilities adequately accommodate consistent peak period demand.
- Establish parking regulations that encourage motorists to stay and enjoy Downtown.
- Support the ability of local employees to find parking but discourage them from parking in "prime" on-street spaces.
- Ensure proper protection to help prevent "spillover" parking into adjacent residential neighborhoods.
- Endorse parking management practices that support Downtown economic development.
- Provide strategies that recognize and properly incentivize the differing needs of long-term and short-term parkers.
- Embrace new parking technologies where appropriate to maximize customer satisfaction as well as foster enhanced parking data management and analysis.
- Provide flexibility to decision makers and City staff to adapt to seasonal and long-term changes in parking demand.

Parking Strategies

The parking strategies described below represent a toolbox of measures available to the City. To prioritize their application, they are broken into two phases. The slate of strategies in the first phase are recommended because of their relative ease of implementation. These strategies require comparatively little management and may by themselves result in an acceptable parking system for the City. The first phase strategies are, however, limited in their effectiveness to manage parking demand and if the City finds they do not create a satisfactory parking environment, phase two strategies are available. Phase two measures can be significantly more effective in managing parking demand and primarily cost-neutral, but they require continual oversight to function well.

Table 2 shows a summary of these strategies and ratings of their relative effectiveness in managing parking demand, cost, and ease of implementation. Regardless of the phase, some strategies work best when paired together (e. g. , shared parking and improved wayfinding).

Table 2 – Summary of Strategies

Strategy	Effectiveness	Cost	Ease of Implementation
Phase 1			
Parking Enforcement	4	2	3
Parking Wayfinding	1	5	5
Passenger Loading Zones	1	5	5
Casa Grande Lot	4	2	2
Shared Parking Agreements	4	2	2
On-Street Time Restrictions	3	5	5
Bicycle Parking	2	4	4
Special Event Bicycle Valet Parking	2	4	4
Parking Benefit District	4	4	2
Phase 2			
Parking Pricing	5	3	1
Resident Meter Permits	4	3	2
Resident Neighborhood Permits	4	3	2
Employee Permits	4	3	2
Special Event Vehicle Valet Parking	5	2	2

Note: sliding scale where 1 is "Least Desirable" and 5 is "Most Desirable"

Phase 1 Strategies

Parking Enforcement

Description

Parking enforcement has evolved over the years as the transportation field as a whole has become more heavily influenced by technology. While parking enforcement was originally conducted on foot and with chalk markings on tires, there are several more modern innovations to assist in making enforcement more time and cost-efficient. One of the most recognized technologies is Automated License Plate Recognition (ALPR). ALPR is a camera system (typically mounted to a vehicle) that takes pictures of license plates and uses a computer algorithm to determine whether a vehicle is in violation of the posted regulation. ALPR is an increasingly prevalent enforcement practice and has been adopted by many jurisdictions because it offers the potential to reduce staff and labor costs, resulting in long-term savings.

Purpose

It is important to remember that the primary purpose of parking enforcement in an area with time limits is to ensure that there is a proper turnover of vehicles, particularly in retail districts where it is not desirable for long-term parkers (e. g. , employees) to be occupying prime, store-front parking. The turnover of vehicles can be critical

to the economic success of a downtown and a consistent pattern of parking enforcement, even on a limited schedule, can have a profound impact. The use of modern technology such as ALPR can make parking enforcement a cost-effective option.

Implementation

Frequency

As noted above, parking enforcement can have a significant effect on parking behavior. From a motorist's perspective, an enforcer does not need to be often seen to demonstrate that enforcement is being conducted. To manage costs, initial enforcement of parking regulations can be conducted infrequently with it occurring two or three days per week. With an ALPR system, an enforcement sweep of Downtown Sonoma could last less than an hour. If enforcement is not currently being conducted, it is advisable to issue warnings to motorists during the first month as the intent of the policy is to better manage curb spaces, not to be punitive.

Privacy

User privacy is a common concern that often arises from the use of ALPR, with some motorists worried their vehicle information could be used or distributed without their consent. If ALPR or other such technology is to be employed in Sonoma, it is recommended that the City develop a policy regarding the security and use of data collected. The San Francisco Municipal Transportation Agency has an effective two-page policy that could serve as a guideline to the City, which is provided in Appendix B. By incorporating a privacy policy into a revised enforcement approach, the City can both address potential concerns and demonstrate that it is using new parking strategies strictly for their intended uses.

Parking Wayfinding

In 2020, the City installed new highly-visible parking directional signs in the Downtown to better direct motorists to public, off-street parking located in the Casa Grande lot and a second public parking lot behind the Cheveux Salon at 156 East Napa Street. The signs are both in line with many private standards (e. g. , the use of a large "P") and are consistent with the *California Manual on Uniform Traffic Control Devices*.

The City can make two further improvements to wayfinding. The first is to provide similar signage if public-private shared parking agreements are pursued and include appropriate signage notifying motorists of the hours of availability. Plate 2 shows an example of a current Downtown lot that is available to the public at certain hours.

The second improvement involves the use of automated counters and accompanying signage. Automated counters typically track the number of vehicles entering and exiting large off-street parking lots and provide information on electronic signs or apps about the real-time availability of parking spaces, helping to direct visitors to the lot.

Plate 2 Example of current downtown parking lot

The only off-street parking lot in the Downtown large enough to warrant counters is the Casa Grande lot. If the City is successful in reaching an agreement with the State to manage the lot (see recommendation below), the use of electronic counters and real-time availability signage or data posted on the City website may prove effective in encouraging motorists to use the lot, although it should be noted that counters and real-time availability signage are more costly to install and maintain than static wayfinding signage.

Passenger Loading Zones

The 2017 study included an observation that a considerable number of passenger drop-offs and pick-ups occurred in red zones, in the middle of the street, and in other inconvenient locations. The lack of passenger loading areas impacts the ability of mobility impaired people to access key destinations and in worst case situations, causes safety issues. It is recommended that the City increase the number of loading zones in one or more locations in Downtown.

Easily accessible locations close to the Plaza are likely the most suitable for such loading zones so that vehicles can quickly exit the Downtown without circling and can pick up and drop off passengers close to shops and restaurants. This can be particularly important with the number of ride-hailing services operating today. Passenger loading zone locations could include areas such as the on-street spaces at the northeast corner of West Napa Street/1st Street West or the off-street area in front of City Hall. Regardless of the location, if one or more passenger loading areas are designated, appropriate signage should be installed to direct motorists and ride-hailing services to those areas.

Casa Grande Lot

The Casa Grande parking lot is owned by the State Parks Department. Policy CE-28 of Sonoma's 2016 update to the Circulation Element calls for the City to work with the State to retain and expand the use of the Casa Grande lot for public parking. State Parks staff have noted that the lot, where there is currently no charge for parking, will become paid daily parking in the next six to twelve months. The City should work with the State to develop a mutually beneficial agreement in which State Parks maintains control of the lot, but the City pays for its repaving and restriping in order to increase the parking supply. As the off-street lot is less visible and convenient than on-street spaces, it is best suited for long-term parking, particularly those visiting for the day or employees of Downtown businesses. If an agreement with the State is reached, it may be prudent to reserve a portion of the lot for employee parking (see Employee Permit recommendation below).

Shared Parking Agreements

Description

Currently, peak parking occupancy rates nearing capacity on weekends and during weekday events occur in a majority of the existing off-street and on-street parking spaces. When high occupancy counts like this occur, opportunities to use all parking resources (private and public) to increase parking supply should be considered. Some businesses in Downtown Sonoma do not operate during the evening or on weekends when peak parking demand is at its highest and this presents an opportunity to "share" parking resources. An example is shown in Plate 3.

Plate 3 Example of largely vacant private downtown parking lot

Shared parking is one of the most effective tools in parking management. Since many different land uses (a bank and a bar or restaurant, for example) have different periods of parking demand, they can easily share a common parking facility, thereby limiting the need to provide additional parking. Shared parking policies do not treat the parking supply as individual units specific to particular businesses or uses, but rather emphasize the efficient use of the parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces.

Shared parking agreements are arrangements with private parking lot owners that provide for privately-owned off-street parking to be available to the general public during specified periods of time, usually when the parking lot is in low demand for its associated tenants. The agreement with the parking lot owner would stipulate the times during which public users may park in the lot and terms for compensation and operation. Compensation for use of private lots may be made in the form of lease agreements that also outline specific provisions related to maintenance, operations, security, and liability (see more details below). Signage would also be provided to clearly indicate the times when the lots are available to the general public.

Purpose

Shared parking agreements present an opportunity to increase the supply of publicly available off-street parking. They can bring multiple benefits to both private parking lot owners (to maximize the use and value of their parking lots) and the City, particularly since the cost of new parking construction in most cases exceeds the costs of shared parking agreements. In addition, the agreements allow for better use of existing resources and eliminate the opportunity costs of using Downtown parcels for parking instead of active land uses. Shared parking agreements have the following benefits.

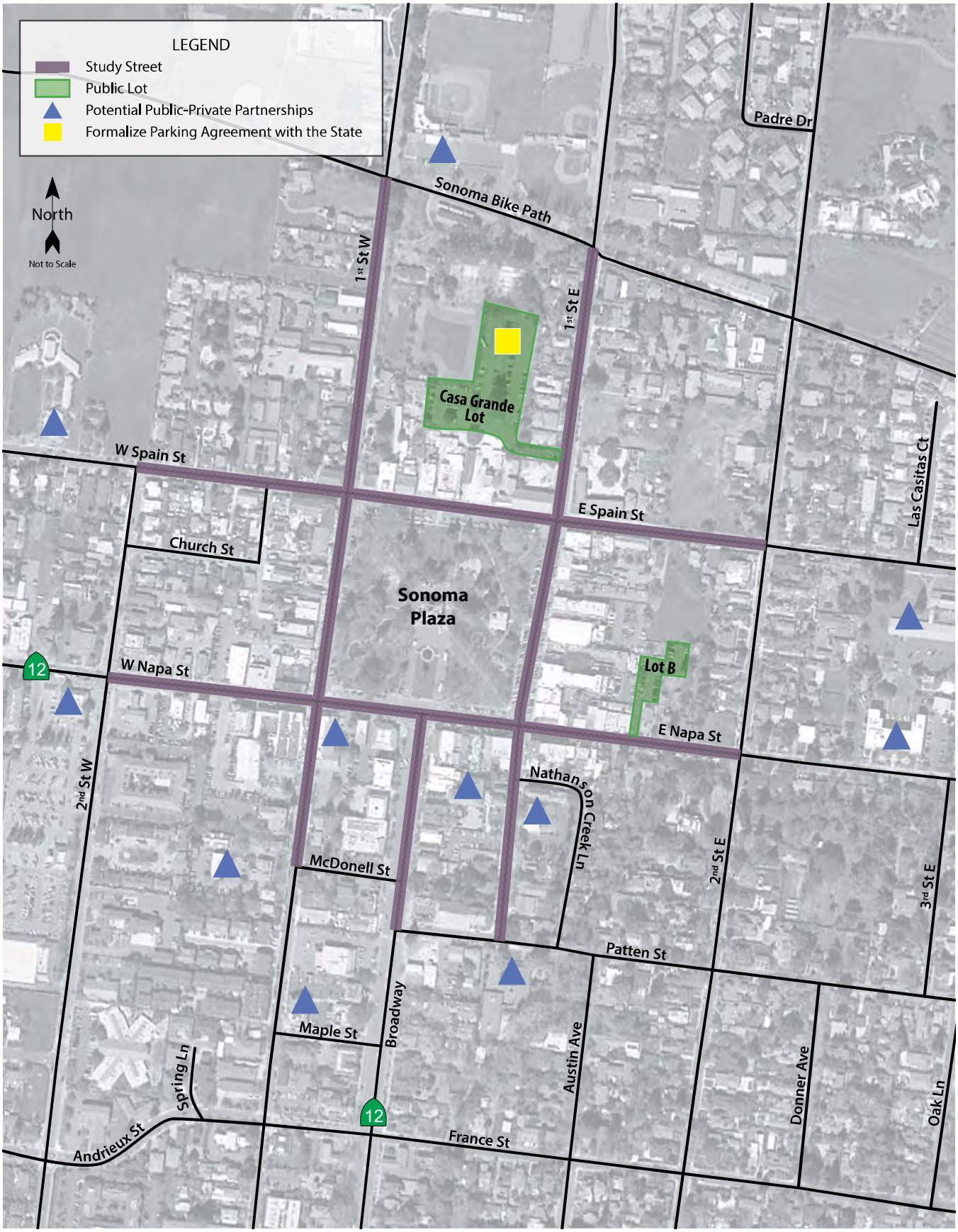
- Increase the supply of public parking that is easily accessible, especially in the Downtown core during peak periods of demand.
- Create a more welcoming environment for customers and visitors because they do not have to worry about getting towed for parking at one business while visiting another.
- Reduce traffic from vehicles searching for vacant parking spaces.
- More efficient use of the existing parking supply and ability to manage this supply as a cohesive unit.
- Implementation timeframe can be short.
- Better distribution of parking demand away from most popular on-street spaces.
- Reduce the potential for parking "spillover" into adjacent residential neighborhoods.
- Long-term costs are less than construction of new supply.
- Provide new and/or maximized revenue source for private property owners.
- Provide enforcement policies supported by the City's regulatory authority and reduced enforcement burden for private property owners.

The City should keep in mind that although there are numerous benefits to shared parking agreements, many private property owners may not be willing to enter into any such agreements, especially non-local property owners (e. g. , national banks). As such, it will be important for the City to approach multiple private lot owners and have a flexible, customized approach to negotiating conditions with each individual lot owner.

Implementation

Potential Lots

A review of businesses within walking distance of the Plaza was conducted to determine possible partnerships that could be pursued. In general, lots were identified based on the existing land use, the size of the parking lot, and its proximity to the Plaza. Some lots are more geographically desirable but may be more difficult to open to the public depending on ownership and land use. For example, the Post Office, Westamerica Bank, and Bank of America lots were all considered as potential shared parking locations but given that the agreements would need to be brokered through the entities' national offices, they were not included. In some cases, there could be an opportunity to share a portion of the spaces available rather than the entire lot. Potential partnership opportunities are shown in Figure 2 and summarized in Table 3.



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Downtown Parking Management Plan for the City of Sonoma

Figure 2 – Potential Public-Private Parking Lots

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Table 3 – Potential Public-Private Partnerships		
Business	**Location**	**Number of Spaces**
1. Sonoma Court Shops	27 E Napa St	50
2. First Baptist Church	542 First St E	22
3. Sonoma Community Center	276 E Napa St	75
4. Wine Communications Group	584 First St E	12
5. Arnold Field – County of Sonoma	180 First St W	117
6. Trinity Episcopal Church	275 E Spain St	50
7. Sonoma Marketplace Shopping Center	201 W Napa St	403
8. First Congregational Church of Sonoma	252 W Spain St	75
9. Sonoma United Methodist Church	109 Patten St	29
10. Mechanics Bank	10 Maple St	52
11. Orchard Place	579 First St W	47
12. Sonoma Veterans Memorial Hall	126 First St W	135
Total		**1,067**

Type of Public/Private Agreement

There are three potential types of agreements into which the City could enter with a willing private property owner, as follows.

- **Leasing of a private lot:** Under this arrangement parking spaces would essentially be "rented" from the property owner and the City would be entitled to establish regulations during "shared" use hours. Upgrades (lighting, striping, signage, etc.) could be made and the City would enforce compliance with regulations.
- **Private ownership, public enforcement:** Under this arrangement the private property owner would open their lot to the public and establish regulations (including any pricing). The owner could choose to charge for parking, depending on parking demand. The City would enforce compliance with regulations and collect citation revenue.
- **Third-party management:** The City could contract with a private company with experience facilitating shared parking arrangements instead of crafting and managing its own agreements. This company would also establish regulations (including any pricing).

For any agreement, the City or other appropriate organization would work with the property owner and/or tenants to address the issues that typically arise from such agreements, such as the following.

- **Financial compensation:** Some property owners may want to be compensated for use of their property. In such cases, spaces would need to be leased, as described above. While not free, the costs of such agreements would be far less than building an equivalent number of new spaces.
- **Liability:** Liability issues often emerge as a potential concern, yet these issues are typically covered in standard liability coverage in any land use policy to cover public passage. In addition, liability can be more comprehensively addressed through well- written lease agreements that include provisions about requiring the lessor to maintain a good state of repair, ADA access, etc. and the lessee to provide adequate and appropriate signage for patrons and take actions to avoid overcrowding or other hazardous situations.

- **Operation and maintenance:** Ongoing costs associated with operation and maintenance is also a common concern. These issues should be addressed as part of the shared parking agreement and would depend on the degree of shared parking between private and public users.
- **Displacement of tenants:** Displacement of current tenants' customers is often a key concern. To address this issue, it is recommended that agreements are only pursued with land uses whose peak parking demand does not occur during the evening or on weekends, which data indicates are the busiest times in Downtown. For example, the City could pursue agreements for church parking lots during weekdays when demand is typically lower or at the Sonoma Marketplace Shopping Center during evenings when some of the businesses are closed.

On-Street Time Restrictions

Description

Currently, motorists are allowed to park for three hours from 9 a. m. to 5 p. m. , Monday through Saturday, in Downtown on-street spaces, with no time limits in the public parking lots. Plate 4 shows a typical Downtown on-street parking sign. A 2015 public survey indicated mixed opinions regarding the time limits with an almost even split between respondents feeling that the time limits were too long and some feeling they were too short or not adequately enforced. Some survey respondents noted that employee parking in time-restricted street spaces was common, with employees often moving their vehicles every three hours to avoid citations.

Plate 4 Typical downtown parking sign

Purpose

The primary purpose of time limits is to encourage vehicle turnover so that motorists have enough time to park and frequent businesses, while not use of the spaces for long-term storage. Free, time-limited on-street parking is routinely occupied by employees in many downtowns across the state and the feedback from the 2015 public survey indicates that it is also an issue in Downtown Sonoma. This strategy is designed to encourage employees to park in spaces that are not considered prime, patron parking and are better suited to long-term parking. Effective time restrictions would incentivize employees to use public parking lots or less convenient spaces, particularly when paired with new shared off-street parking agreements or an employee permit program (see Phase 2 strategy).

Implementation

The large number of visitors who come to Downtown Sonoma often stay for an extended period to frequent its wine shops, cafes, restaurants, and park. Hourly time limits should not act as a disincentive for visitors to stay and enjoy the Downtown. As such, it is recommended that the three-hour time limit remain in place.

To discourage employee use of high-demand on-street spaces, however, the hours of operation for the time limits should be increased. With on-street time limits presently operating from 9 a. m. to 5 p. m. , a motorist can legally park their vehicle at 2 p. m. and remain in that space until noon the following day. Although this likely occurs rarely, there is plenty of opportunity for employees working evening shifts to park on-street after 2 p. m. and remain until their shift ends, often during the busiest parking hours for the Downtown. Employees can also park earlier in the day (e. g. , 8 a. m.) and move their vehicles once or twice to avoid a ticket. With no hourly limits in effect on Sundays, a motorist could conceivably park in a front-door space on 2 p. m. on Saturday and not move until noon on Monday.

To encourage employees to use non-time limited, off-street spaces, it is recommended that the hours of operation be extended to every day, 8 a. m. to 8 p. m. By doing so, it will incentivize employees (particularly those working in the late afternoon or evening) to park off-street, thereby freeing store-front spaces for patrons. By extending the hours of enforcement to Sunday, it will help ensure that employees do not occupy on-street spaces all day during some of the Downtown's busiest parking periods.

In addition, it is recommended the City evaluate the use of "no parking" zones in the Downtown (e. g. , the on-street spaces in front of the historic mission) to maximize the use of Downtown curb space (for parking, bike parking, loading zones, etc.)

Bicycle Parking

Description

Every bicycle trip begins and ends with bicycle parking. It is important to provide user-friendly, secure, and convenient bicycle parking that is highly visible and close to popular destinations. There are currently a limited number of bicycle parking facilities in Downtown. This strategy aims to provide bicycle riders with secure storage in Downtown, create a more welcoming environment for potential bicycle riders, and encourage bicycle trips as an alternative to automobile trips. There is a range of different kinds of bicycle parking that can be considered including inverted u-racks, post and ring, wheelwell-secure, on-street "corrals", and lockers (longer-term parking). Plate 5 shows an example of a post and ring bicycle parking.

Plate 5 Example of post and ring bicycle parking

Purpose

There are multiple benefits to providing bicycle parking, such as the following.

- Increase visibility of bicycling as a mode and encourage bicycle travel.
- Create additional customer parking capacity and attract bicycle customers (particularly to certain businesses such as coffee shops).
- Maximize usage of on-street spaces (on-street corrals offer approximately eight bicycle parking spaces for one vehicle parking space).
- Can be implemented at a relatively low cost.
- Provide space efficiency and are especially effective when implemented at special events, where vehicle parking is limited.
- Provide a cost-effective way to attract visitors to Downtown (with inverted u-racks costing roughly $200 and bike lockers costing $2,000 to $3,000).

Implementation

Bicycle Parking Locations

When installing public bicycle parking, the following guidelines are recommended to ensure that facilities are accessible and can be properly used by bicyclists. Precise placement and spacing standards are provided in the Association of Pedestrian and Bicycle and Professionals *Essentials of Bike Parking,* 2015.

- Site Selection and Planning
    a. Place near high-demand locations, otherwise bicyclists may use trees or street furniture.
    b. Site along existing/future bicycle routes and natural "desire" lines for bicyclists.
    c. Include in high-traffic areas with strong visibility and "passive" surveillance.
    d. Place near entrances/exits in off-street locations, and ensure that parking is well lit.

- Racks
    a. Locate racks to minimize obtrusions on sidewalks.
    b. Orient racks to ensure that bicycles are parked parallel to the curb face and parked vehicles.
    c. Maintain sufficient clearances from walls, trees, tree wells, news racks, doorway exits/entrances, and parked cars.

- On-street corrals
    a. Locate corrals as close as possible to high-demand locations.
    b. Prioritize corner locations as they provide greater visibility and can be easier to navigate than mid-block locations.
    c. Include physical protection such as a bollard or flexible stanchions.
    d. Develop a formal application process for businesses wishing to establish a corral in front of their business. Some cities have used an application process as a way to ensure local business support for these types of facilities and that the corral will be maintained as part of public/private partnership.

- Additional amenity
    a. Include bicycle repair stations, consisting of tools and amenities that make it convenient for residents and employees to repair bicycles on-site, at some of the bicycle parking locations in the downtown. These repair stations often provide basic amenities such as tire pumps and patches as shown in Plate 6.

Plate 6 Example bicycle repair station

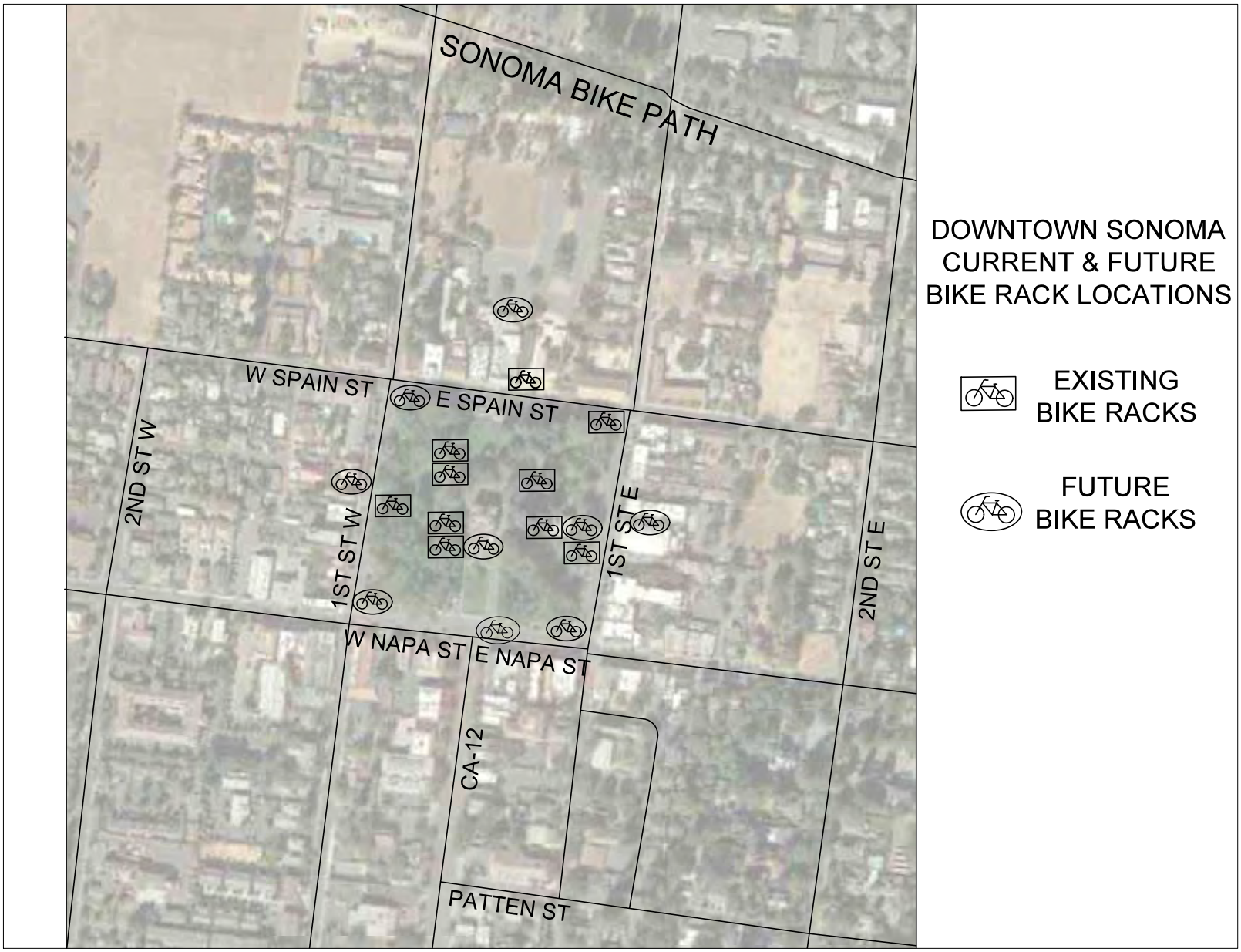
Figure 3 shows potential locations for new bicycle parking in the Downtown.

Municipal Code

In addition to the City providing bike parking at some key locations, the City may wish to consider revising its Code to require new businesses to provide more employee and guest bike parking. The Association of Pedestrian and Bicycle and Professionals' *Bicycle Parking Guidelines,* 2nd Edition, 2010, provides recommendations for the amount of bike parking to be provided by land use, which should be referenced when establishing requirements for Downtown.

Special Event Bicycle Valet Parking

Bicycle valet parking is a relatively new innovation having become more commonplace in the past 10 to 15 years across the Bay Area. Bicycle valet parking is similar to traditional vehicle valet parking in that staff is present to park many bikes in a secure location that is space-efficient. The continual monitoring of the bicycles by staff is a significant safety incentive to encourage bicycling to special events. It has been widely used in Sonoma County at special events such as the Sonoma Farmers' Market and Sonoma's Hometown Fourth of July event. The Sonoma



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Downtown Parking Management Plan for the City of Sonoma

Figure 3 – Potential Bike Parking

W-Trans

County Bicycle Coalition offers a full-service bicycle valet for special events ranging from $300 to $1,000 per day. It is recommended that the bicycle valet program be expanded to more special events in Sonoma. If there are a sufficient number of events, it may be more cost-effective for the City to operate in its own program rather than contracting for it.

Parking Benefit District

Description

Parking benefit districts (PBDs) are defined geographic areas, typically in downtowns or along commercial corridors, in which any revenue generated from on-street and off-street parking facilities within the district is returned to the district to finance neighborhood improvements.

Purpose

Paying for parking can be unpopular for several reasons. One of the primary reasons is that when motorists feed the meter, the money seems to "disappear", and local business owners feel they derive little benefit from the transaction. This is largely because most cities have traditionally sent their parking revenue into the general fund rather than using it to improve parking or enhance the transportation system. In recent years, some cities have sought to reverse this dynamic by implementing PBDs.

The primary goal of a PBD is to effectively manage an area's parking supply and demand so that parking is, above all, convenient and easy for motorists. PBDs typically employ a number of parking management techniques to manage parking supply and demand, including demand-based pricing and removal of time limits. However, experience has shown that in order to secure community and business support for new pricing of parking, the revenue needs to be reinvested back into the community. Drivers will always likely prefer not to pay for parking, but a PBD can create a new local constituency for pricing.

PBDs require local parking revenue to stay local, while financing neighborhood improvements. PBDs allow local merchants and property owners to clearly see that the monies collected are being spent for the benefit of their district, on projects that they have chosen. In turn, they become willing to support, and often advocate on behalf of, demand-based pricing.

Implementation

In practice, a successful PBD in Sonoma would be implemented in the following fashion and incorporate certain key elements.

1. Adoption of a City ordinance creating a Downtown PBD, stipulating that all parking revenue generated within the PBD be used to fund designated improvements.
2. Creation of a governing/oversight body to develop an approved program of revenue expenditures, subject to final approval by City Council. The body should incorporate appropriate representation from Downtown businesses, property owners, local residents, and City staff.
3. Implementation of parking meters and pricing structures that facilitate demand-based pricing.
4. Adoption of a defined list of PBD revenue expenditures, which can include the following:
    a. Purchase and installation costs of meters;
    b. Shared parking agreements;
    c. Construction of additional parking, if deemed to be necessary;
    d. Transit, pedestrian, and bicycle infrastructure and amenities;
    e. "Mobility Ambassadors" to provide assistance to visitors as well as additional security;
    f. Valet parking services during peak periods;
    g. Shuttle services;
    h. Landscaping and streetscape greening;
    i. Street cleaning, power-washing of sidewalks, and graffiti removal;

j. Additional parking enforcement;
k. Marketing and promotion of PBD and local businesses; and
l. Management activities for the oversight entity.

5. Development of a coordinated public relations plan, which would use wayfinding, signage, and public outreach to explain the role of demand-based pricing and articulate how parking revenue is being used to benefit Downtown.
6. Performance of ongoing evaluation and management of PBD policies and expenditures.

Phase 2 Strategies

Parking Pricing

Description

Like many Bay Area communities, Sonoma permits the use of prime curbside parking spaces free of charge, instead using time limits as a primary means of managing public on-street parking. The rate of utilization of on-street parking spaces in prime locations at any given time depends on *demand* for motor vehicle access to the area, the *supply* of parking spaces available, any *restrictions* on the use of spaces (e. g. , regulations, time limits), and no less importantly the *price* charged. With a high demand and no price for parking, Downtown curbside parking is regularly filled to capacity, causing motorists to search and circle in a wider area for available parking; this may be exacerbated when the Casa Grande lot is converted to paid parking in 2023. Congestion associated with lack of on-street parking in prime locations can be a major issue from the perspective of motorists and Downtown visitors.

Purpose

The primary goal of parking pricing is to make it as easy and convenient as possible to find and pay for a parking space. It should *not* be treated as a means to generate revenue - the goal is to establish prices as low as possible to achieve a desired parking occupancy level. By setting specific availability targets and adjusting pricing (up or down), demand can be effectively managed so that when a motorist chooses to park, they can do so without circling the block or searching aimlessly. Demand-based pricing can result in the following benefits.

- Ensures consistent availability and ease in finding a parking space.
- Provides flexible time limits or eliminates them altogether, thereby removing the need to move a vehicle to avoid time restrictions.
- Can have convenient payment methods that eliminate the need to "plug the meter" and make it easier to pay for parking and avoid parking tickets.
- Incentivizes long-term parkers and employees to park in off-street lots.
- Reduces search time for parking, resulting in less local congestion and vehicle emissions.
- Reduces illegal parking and improves safety and street operations.
- Distributes short-term parking demand throughout the Downtown area, taking advantage of on-street parking capacity on side-streets.
- Provides a more equitable and efficient way to account for the real costs to a city for providing parking.
- Can generate excess revenue than can in turn be reinvested in Downtown improvements.

It is important to note that given the historic misuse of priced parking in some jurisdictions, it can be one of the more controversial strategies. Any efforts to consider paid parking should include a robust public outreach process that clearly educates and informs business owners and the public of its benefits and tradeoffs.

Implementation

A program of demand-based pricing of parking in the Downtown core could be initiated, with a four-part strategy recommended to ensure the maintenance of on-street parking availability: (1) establish a policy goal, or target for

the occupancy of on-street parking, (2) install smart parking meters that are easy to use and enforce, (3) commit to monitoring occupancy and adjusting meter rates and regulations to meet established targets, and (4) dedicate meter revenues to a Parking Benefit District (if applicable). The following elements should be addressed to achieve this strategy.

- **Establish targets:** The City should establish a policy goal, or target for the ideal occupancy of on-street parking on blocks in the Downtown. Achieving a commonly used occupancy target (e. g. , 85 or 90 percent), would mean that—on average—a few curbside parking spaces on each block-face in the area would remain open and available for use by incoming vehicles, even during periods of peak demand.
- **Install meters with demand-based rates:** On all block-faces for which comprehensive on-street parking utilization surveys indicate that parking occupancy consistently exceeds target rates, the City should install smart parking meters and initiate demand-based charging for the use of curbside parking. At the outset, under current conditions, the areas appropriate for meter-based pricing would be Spain Street and Napa Street from 2nd Street West to 2nd Street East, 1st Street West and 1st Street East from the Sonoma Bike Path to Patten Street, and Broadway from Napa Street to Patten Street.
- **Meters:** The City will need to evaluate technology and vendor options for the installation and operation of meters closer to the date of implementation. In doing so, the City should consider a few criteria focused on convenience for the motorist in the selection of meters/vendors (there are many vendors who currently offer products meeting these criteria):
    a. User-friendly smart meters should accept payment by credit or debit card (in addition to cash or coins).
    b. The City may work with meter vendors or separately to accept payment by smart/mobile phone.
    c. The City should consider the appropriate type of meters, opting for either multi-space meters (one or two on each block face), with a "pay and display" or "pay by space" model or the conventional deployment of one parking meter for each parking space.
- **Hours and Rates:** One of the best ways to balance parking supply and demand and generate turnover is with hours of operation and pricing that take into account when spaces are actually occupied. Based on data collected in 2014, parking pricing may only be needed on certain days, but it is strongly recommended that new parking data collection take place to verify the most appropriate hours and days of operation. Initial on-street rates may be low (e. g. , $0. 50 per hour) compared to nearby jurisdictions (e. g. , $1. 00 to $1. 50 per hour in Santa Rosa) and then adjusted based on how parking patterns change over time if needed. With parking pricing, the City would also have the option of adjusting or removing time limits altogether and relying on the price of parking to promote turnover.
- **Monitor and adjust:** Under the recommended approach, the City would commit to monitoring the utilization of parking spaces within the Downtown on an annual basis and adjust meter rates and regulations as necessary to meet the established availability targets. This means modifying the hours of operation and pricing for meters to achieve the City's adopted target.
- **Dedicate meter revenue to local access:** The primary goal of a smart parking pricing program is to enhance the ease and convenience of access to Downtown, not to maximize revenue. To ensure merchant and public support for parking pricing, any meter and/or fine revenue collected in excess of program costs should be dedicated to improving the Downtown, rather than going to the City's General Fund. Such a revenue source could be used to finance a host of projects and programs such as those that expand the public parking supply (through shared parking agreements), finance the meters themselves, enhance multimodal access to Downtown through pedestrian and bicycle infrastructure and amenities, and sidewalk and streetscape improvements. This funding can be managed through a Parking Benefit District (described below).

Resident Meter Permits

Description

Resident meter parking permits are placards or stickers that allow residents within a town, city, or geographic area to park at meters free of charge. One of the best local examples of a resident meter permit program is in Mill Valley,

where the City has operated a Resident Shopper Vehicle Permit (RSVP) program for several years. The program allows residents of Mill Valley and those in surrounding zip codes to purchase annual permits for $50 to $70 for one or more vehicles. Other towns known for being tourist destinations such as San Clemente and Newport Beach in Orange County also employ similar programs.

Purpose

Priced parking is often used as a way to manage visitor or employee-driven parking demand. However, residents often object to the notion of paying for parking when the "problem" is being caused by those not living there. A resident meter permit allows the community to take advantage of the benefits of priced parking in managing demand while allowing residents to pay a small fee for unlimited use of those parking spaces.

Implementation

If metered parking pricing is used, it is recommended that the City consider resident meter permits as an option to prioritize resident needs and develop a low-cost permit based on the RSVP program used in Mill Valley or other jurisdictions. If resident meter permits are used, time limits may still be necessary in order to ensure proper turnover of resident vehicles.

Resident Neighborhood Permits

Description

A residential neighborhood permit program (RPP) operates by exempting permitted vehicles from the parking restrictions and time limits for non-metered, on-street parking spaces within a geographic area, typically in a residential neighborhood setting. A conventional RPP is one that allows those without a permit to park for generally two to four hours during a specified time frame, such as 8:00 a. m. to 6:00 p. m. , Monday through Friday. Permit holders are exempt from these regulations and able to essentially store their vehicle on-street. Ownership of a permit, however, does not guarantee the availability of a parking space. RPP programs are prevalent across the country and have been used for decades to prioritize residential parking needs.

Purpose

The primary goal of an RPP is to manage parking "spillover" into residential neighborhoods and should be considered if parking meters are introduced. RPPs work best in neighborhoods that are impacted by high parking demand from other uses. By managing spillover, RPPs can ensure that residential neighborhoods are not overwhelmed by employees or visitors, thereby enabling local residents to park their vehicles on-street. RPPs are especially important in neighborhoods where residents have limited off-street parking.

Implementation

The decision to implement an RPP program should involve both the support of the neighborhood (by vote) and a data analysis by the City demonstrating that there is a parking spillover problem. If those two elements indicate an RPP is appropriate, the City would need to work with the local neighborhood to determine the appropriate boundaries of the permit zone. All residences within the proposed zone would be eligible to purchase permits, but application forms, payment, and proof of residency should be required. The hours of operation for the permit district should be set to align with the hours of spillover impacts (e. g. Friday to Sunday) and a limit of permits per household (e.g., three) should be established with an escalating price structure (e. g. $25 for first permit, $50 for second permit) to disincentivize residents from using on-street, rather than garage, parking. Permits can take the form of a hanging placard or sticker.

Employee Permits

Description

An employee parking permit (EPP) program operates by designating priority parking within a geographic area for employers and employees. Designated parking areas for employees can be located in off-street facilities, with permit holders eligible to park in those spaces during a specific time period exempt from posted regulations. Ownership of a permit, however, does not guarantee the availability of a parking space. For this reason, it is important not to sell permits far in excess of parking supply. Many conventional EPP programs do not prohibit non-employee parking but allow the general public to park within the area, subject to posted parking restrictions.

Purpose

The intent of an EPP program is to make parking more convenient and accessible for all users—residents, visitors, and employees—by providing a designated and concentrated parking area for employees. EPP programs offer a convenient parking option, thereby reducing the need for an employee to "hunt" for a parking space, move their vehicle to avoid parking restrictions, or occupy "prime" on-street spaces intended for customers. A consistent parking option for employees also makes it easier for employers to attract and retain employees. By managing employee parking, EPP programs can ensure that high demand parking areas are not overwhelmed by employees.

Strong employer support is a crucial component to any successful EPP program. Employers are needed to inform their employees about the program, facilitate participation, and ensure that the program guidelines are adhered to. Employers must work to provide feedback and modify the program as needed. It is also important to note that this strategy will be much more effective if time limits are modified and enforcement is enhanced, providing employees with more of an incentive to seek out spaces that allow for longer term parking.

Implementation

All employees and employers in Downtown Sonoma would be eligible for one EPP per employee. As is often done in other jurisdictions, it is recommended that employers apply for permits on behalf of their employees. As part of the application, employers would supply proof of employment, along with a copy of photo identification and vehicle registration information for each employee (information employers may already collect). Permit costs could remain affordable to encourage their use - approximately $50 for an annual pass (or $0. 19 per workday).

The City could then designate specific off-street lots for employee parking only and sell permits that would allow employees only during specific hours. These lots could include current areas such as the Casa Grande lot or lots made available through a shared parking agreement. Regardless of the location, enhanced safety and access improvements should be prioritized for these locations to ensure that employees feel comfortable using these facilities. Spaces should be prioritized for employee use by signing them for "employee use only" during certain hours when employees typically arrive at work.

Special Event Vehicle Valet Parking

Valet parking provides an opportunity to shift demand to off-street lots and increase the ease of parking for visitors. It can also make more efficient use of the parking supply as valet operators can "tandem" or "triple" park vehicles. By increasing the supply of parking, a substantial number of additional vehicles could be accommodated in off-street lots (public or private) during periods of high demand. Valet parking also offers a highly convenient parking option for those customers willing to pay for it, but it also can be offered to customers at no cost.

Valet parking service is a common amenity offered by individual businesses and can be an effective tool in managing parking demand on a larger scale, particularly during periods of peak needs, such as special events. A special event valet parking program could be operated by a PBD, through the Chamber of Commerce, or other entity. By establishing a Downtown valet program, it can be implemented as a coordinated, "universal" valet

service that allows for the drop-off and pick-up of vehicles at any valet stand within the service area. To make valet services a single, seamless operation, consistent branding (signage and uniform) should be required, and valet stands should be placed at convenient, visible locations.

Advances in technology have enabled valet parking drop-off, pick-up, and payment to be relatively seamless. Numerous valet operators now employ technology (e. g. , point-of-sale handheld computers, key "fobs," self-serve kiosks, mobile phone technology) that facilitates easy retrieval of vehicles and payment. For example, key "fobs," provided to a customer when dropping off their vehicle, can be activated five to ten minutes before desired pickup so that a vehicle is returned by the time the customer is ready to leave. This technology can also enable more accurate collection of parking data and revenue.

Implementation Timeline

As noted previously, there are a range of strategies proposed in this report and they are generally prioritized into two phases. Table 4 shows the projected timeline, prioritization, and general costs of each of the strategies.

Table 4 – Timeline and Prioritization of Strategies

Strategy	FY 2022-2023	FY 2023-2024	FY 2024-2025	Cost Estimate
Phase 1				
Parking Enforcement	Implement			$40,000 - $150,000
Parking Wayfinding	Implement (static signage)	Implement (real-time signage)		Static Signage: $10,000 Real-time availability signage: $100,000
Passenger Loading Zones	Implement			$1,000 - $2,000
Casa Grande Lot	Implement			$85,000 - $300,000
Shared Parking Agreements		Implement		$10,000 - $50,000
On-Street Time Restrictions	Implement			$1,000 - $2,000
Bicycle Parking	Implement			$10,000 - $20,000
Special Event Bicycle Valet Parking		Implement		$500-$1,000/day
Parking Benefit District	Implement			$0
Phase 2				
Parking Pricing			*	$400,000 - $600,000**
Resident Meter Permits			*	$10,000 - 25,000
Resident Neighborhood Permits			*	$10,000 - 25,000
Employee Permits			*	$10,000 - 25,000
Special Event Vehicle Valet Parking			*	$1,000/day

* May be implemented based on need; ** Initial capital costs to provide meters in study area

Conclusions and Recommendations

Conclusions

Downtown Sonoma is a consistently active area with parking challenges arising at various times and days of the week. Parking occupancies are not only high across much of the Downtown, but there is also a variety of users (i. e. , residents, employees, visitors) who park and access the area in different ways. The City should consider implementing some or all of the strategies in this Plan to more efficiently manage Downtown parking and create a more welcoming environment for all users. As mentioned previously, the measures discussed in this report are intended to be a toolbox of strategies and the City should determine the most appropriate mix to achieve the community's broader objectives. The implementation of these strategies should not preclude the City from considering other related studies that affect mobility to and from the downtown. Those studies could include parking in-lieu fees, traffic impact fee analyses, safe routes to schools plans, a downtown circulator or shuttle and collaboration with businesses outside the downtown, the integration of bike paths, the use of street furniture, electric vehicle charging, and parking plans for other nearby areas of concern.

Recommendations

The City should implement the Phase 1 strategies to improving parking availability in the Downtown. If those measures do not achieve the desired parking environment, the City should consider implementing the Phase 2 strategies and determine their feasibility given the current context of Sonoma. This phased approach is recommended as a gradual process to increase parking management in the Downtown, but strategies can be implemented in a different timeline based on the City's assessment of its needs. As presented, the recommended phased strategies are as follows.

Phase 1 Strategies

- Enhance parking enforcement through technological improvements.
- Work with the State of California to develop a mutually beneficial agreement in which the parking supply of the Casa Grande lot is increased.
- Incorporate new wayfinding signage if shared lots become available and consider real-time technology for the Casa Grande lot if an agreement is reached with the State.
- Introduce passenger loading zones in the heart of Downtown.
- Identify shared parking opportunities with private Downtown lot owners.
- Revise on-street parking time restrictions so they are in effect seven days a week from 8 a. m. to 8 p. m. and evaluate "no parking" zones in the Downtown.
- Offer more public bicycle parking in convenient locations Downtown and reevaluate the bicycle parking provisions of the Municipal Code.
- Expand the use of bicycle valet parking during special events.
- Institute a Parking Benefit District to manage Downtown parking and transportation improvements.

Phase 2 Strategies

- Implement on-street metered parking and regulate based on demand.
- Create a Resident Parking Meter permit program to prioritize resident needs in the Downtown core.
- Allow for the creation of Residential Parking Permit programs to address potential spillover issues in nearby neighborhoods.
- Create an Employee Parking Permit program and designate certain off-street parking spaces in the Downtown for employees.
- Consider creating a universal vehicle valet program for special events.

Other Future Considerations and Studies

- **Parking in-lieu fees.** Consider a fee that gives developers an optional alternative to meeting minimum parking requirements while providing the City with a funding stream for broader parking and mobility improvements.
- **Traffic impact fee analyses.** Assess the advantages and disadvantages of a mandatory fee on new development within the downtown or City to fund mobility improvements.
- **Safe routes to schools plans.** Develop a broader approach to promoting safe access to local schools including education, enforcement, infrastructure improvements, and other elements.
- **Downtown circulator.** Collaborate with businesses inside and outside the downtown to determine if there is sufficient demand and funding available for a shared shuttle circulator.
- **Integration of bike paths.** Examine the bicycle network and determine the best ways to expand current routes and incorporate new ones.
- **Improved use of street furniture.** Study the use of seating and shading in the downtown as a means to draw more visitors.
- **Additional electric vehicle charging.** Consider introducing more electric vehicle (EV) charging stations in downtown as the use of EVs expands in the coming years.
- **Parking plans for other nearby areas of concern.** Identify other parts of the city where parking issues occur and create tailored parking plans for those areas.
- **Update Circulation Element to reflect vision for the future.** Revise the City's policies to reflect its changing mobility needs and priorities.

Study Participants and References

Study Participants

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Appendix A

2017 Draft Parking Study

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Draft Report

Downtown Sonoma Parking Study

for the
City of Sonoma

May 3, 2017

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Introduction

Downtown Sonoma hosts the historic Sonoma Plaza, the Mission San Francisco Solano, and a variety of land uses. The Plaza is a popular destination for residents and visitors and is the frequent host of community events. Parking in the area is often in high demand.

The purpose of the Downtown Sonoma parking study is to determine current parking needs and deficiencies, assess future parking demands, and provide recommendations for potential parking strategies to address parking deficiencies. The report provides a foundation for, and includes information and guidance on, the future development of a Parking Management Plan.

Study Area and Scope

The parking study survey area includes public on-street and off-street parking in Downtown Sonoma. The study area is bounded by the Sonoma Bike Path to the North, Patten Street to the South, 2nd Street West, and 2nd Street East. This includes two public parking lots and segments of West Spain Street, 1st Street West, 1st Street East, East Napa Street, and Broadway. The on-street and off-street parking survey location and numbers are shown in Figure 1. Future parking conditions were estimated using the City of Sonoma's General Plan 2040 land use buildout projections.

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Downtown Sonoma Parking Study

Figure 1 – Parking Count Locations

W-Trans

Existing Conditions

The existing parking conditions in downtown were evaluated by collecting parking counts during multiple time periods, determining peak hour parking demand, completing qualitative observations, and determining the parking utilization of both on-street and off-street spaces. An online public survey was also distributed to gather public perceptions of parking conditions within the downtown.

Existing Parking Supply

A parking inventory of public spaces in Downtown Sonoma was completed, including on-street and off-street parking, along with any parking restrictions.

Public parking includes two lots with a total of 179 spaces and on-street parking with 659 spaces, for a total of 838 public parking spaces in the vicinity of Downtown Sonoma. The parking lots have no time limits, and provide free parking. One of the lots is located on First Street East, north of East Spain Street. The other public parking lot is located north of East Napa Street, between First Street East and Second Street East. On-street parking exists on both sides of the road on Napa Street, Spain Street, First Street, and Broadway.

Almost all of the on-street parking has a three-hour time limit between 9:00 a.m. and 5:00 p.m., on every day except Sunday. On the east side of First Street East, north of East Spain Street, there are seven parking spots that do not allow parking from 6:00 a.m. to 6:00 p.m. On the south side of West Napa Street between 1st Street West and Broadway Street, there are three 20-minute spaces. Throughout the entire downtown area, there are eight designated disabled parking spots. Table 1 summarizes the existing off-street and on-street parking supply.

Table 1 – Existing Parking Supply

Parking Location	Street Name	Parking spaces	Description
Off-Street Parking			
Casa Grande Lot	1st Street East	142	Free parking, no time limit
Lot B	East Napa Street	37	
Total Off-Street Spaces		179	
On-street Parking			
	West Spain Street	659	3-hour time limit between 9 a.m. – 5 p.m. except Sunday*
	1st Street West		
	1st Street East		
	East Napa Street		
	Broadway		
Total Parking Spaces		**838**	

Note: *As stated above, on the east side of 1st Street East, north of East Spain Street, there are seven parking spots that do not allow parking from 6:00 a.m. to 6:00 p.m. On the south side of West Napa Street between 1st Street West and Broadway, there are three 20-minute spaces.

Existing Parking Utilization

Parking is generally considered at capacity when utilization rates reach 85 percent. That leaves 15 percent of spaces available for parking turnover and motorists seeking a spot. When parking utilization rates are higher than

85 percent, spaces are often difficult to find, which leads to more circulation in the area and longer times spent finding an open parking space.

Daily parking utilization was analyzed on Thursday, July 24 and Saturday, July 26, 2014, between 11:30 a.m. and 1:30 p.m., and again between 6:00 p.m. and 8:00 p.m. Qualitative observations were also conducted during these times of parking turnover, parking duration, and spillover of parking into surrounding neighborhoods. The parking occupancy counts are provided in Appendix A.

Weekday Midday

During the weekday midday period, there is a peak demand of 83 percent (or 696 parked cars) at 1:00 p.m. On all streets immediately surrounding the Plaza, there was at least one side of the road that was filled to capacity during the two midday hours. The south and east sides of the Plaza had higher parking occupancy levels than other areas. Observations during the weekday midday peak period indicated that there is turnover of parking spaces, with visitors staying on average an hour or longer. When parking spots became available, they were taken relatively quickly. Between 11:30 a.m. and noon, the parking in front of Sonoma State Historic Park and Toscano Hotel was underutilized, with only a couple of cars parked in the 25 spaces. The side of the street adjacent to the Plaza was more heavily utilized than the opposite side of the street (near businesses). During the peak lunch period, drivers were observed stopping in no parking areas to drop-off/pick-up passengers, including areas in the middle of the street. Toward the end of the midday peak period, the parking lots filled up with people parking in unmarked parking spots in Lot B, and on-street parking became easier to find. There did not appear to be any measurable spillover of parking into the surrounding neighborhoods. Motorists were observed spending only a small amount of time hunting for a parking spot, but none were seen parking outside of the immediate downtown area to walk to or from the Plaza.

Weekday Evening

During the weekday evening, there was an observed peak demand of 68 percent (or 574 parked cars) at 7:00 p.m. The use of parking spots during the evening was less than during the midday, with only a few street segments having full capacity at any time. Observations of parking were also conducted during a "Tuesday Night in the Plaza." During this event there was almost no parking available either on streets or in parking lots, with very little turnover of parking spaces. There was observed spillover of parking from downtown to the surrounding neighborhoods, with visitors to "Tuesday Night in the Plaza" parking up to three blocks away. Vehicles were also seen partially blocking driveways and crosswalks on neighborhood streets.

Weekend Midday

On the weekend midday peak period, a peak utilization of 93 percent (or 777 cars) was observed at 1:30 p.m. Both sides of all streets immediately surrounding the Plaza as well as the adjacent public parking lots were filled nearly to capacity during the two midday weekend hours observed. These observations indicated that spillover began to occur after 12:30 p.m. with visitors parking up to two blocks away. The spaces immediately surrounding the Plaza were in highest demand, with a number of drivers observed travelling slowly and often stopping in the road to wait for a parking spot to become available. When parking spots became available, they were taken quickly. Most visitors were observed parking in the first available parking spot and walking to their final destination. Passenger drop-off/pick-up was also observed taking place in the roadway during the weekend peak lunch period. Near the end of the midday peak period vehicles were observed parking in "Bus Only" spaces in the Casa Grande lot, which caused a large queue of tour buses to develop in the parking lot.

Weekend Evening

During the weekend evening, there was an observed peak parking utilization of 91 percent (or 763 cars) at 7:00 p.m. The use of parking spots during the weekend evening was higher than during the weekend midday, with

many street segments reaching full capacity for the entire peak period. It was observed that the south side of downtown had lower parking occupancy levels than the other areas of downtown. Observations indicated that there is turnover of parking spaces, with visitors staying an average of one and a half hours or longer. Some motorists were seen outside of the immediate downtown area parking and then walking to their destination around the Plaza. However, most visitors to downtown were observed parking in the first available spot and walking to their destination. Many people were also observed in the Plaza park area during the weekend evening peak period. In many areas, there was 100 percent occupancy for at least one 30-minute period during both the weekend midday and evening peak periods.

Parking Utilization Summary

Generally, parking is available on weekdays in Downtown Sonoma, except when there are events such as "Tuesday Night in the Plaza." Weekend parking is not as readily available, with parking utilization rates exceeding 85 percent during the weekend midday and evening periods. During those times that parking levels are high in Downtown Sonoma, motorists extend their search to include nearby neighborhood streets and were observed parking in the "Bus Only" lane in the Casa Grande lot and blocking driveways and crosswalks in the neighborhoods. Table 2 provides a summary of peak parking occupancy rate experienced during each time period for on-street parking, off-street parking, and the total parking supply. Figures 2 and 3 show parking utilization by block during the peak hour parking utilization for weekdays and weekends.

Table 2 – On-Street and Off-Street Peak Occupancy Rates

Date Time Period	Time of Peak Parking Utilization	On-Street			Off-Street			Total		
		Supply	#	%	Supply	#	%	Supply	#	%
July 24, 2015		**179**			**659**			**838**		
Weekday Midday	1:00 PM		559	85%		137	77%		696	83%
Weekday Evening	7:00 PM		503	76%		71	40%		574	68%
July 26, 2015		**179**			**659**			**383**		
Weekend Midday	1:30 PM		607	92%		170	95%		777	93%
Weekend Evening	6:30 PM		605	92%		158	88%		763	91%

Notes: # = number of occupied spaces; % = Occupancy Rate

Public Input

In July and August of 2015, an online parking survey was open to the public to gather perceptions of parking conditions in Sonoma's downtown. Downtown business owners were also asked to participate in the survey and answer a few additional questions regarding parking requirements for businesses including where employees park and how customers may be impacted by the existing parking conditions. There were a total of 462 participants in the survey, 42 of which were business owners. The survey questions and summary of responses are included in Appendix B.

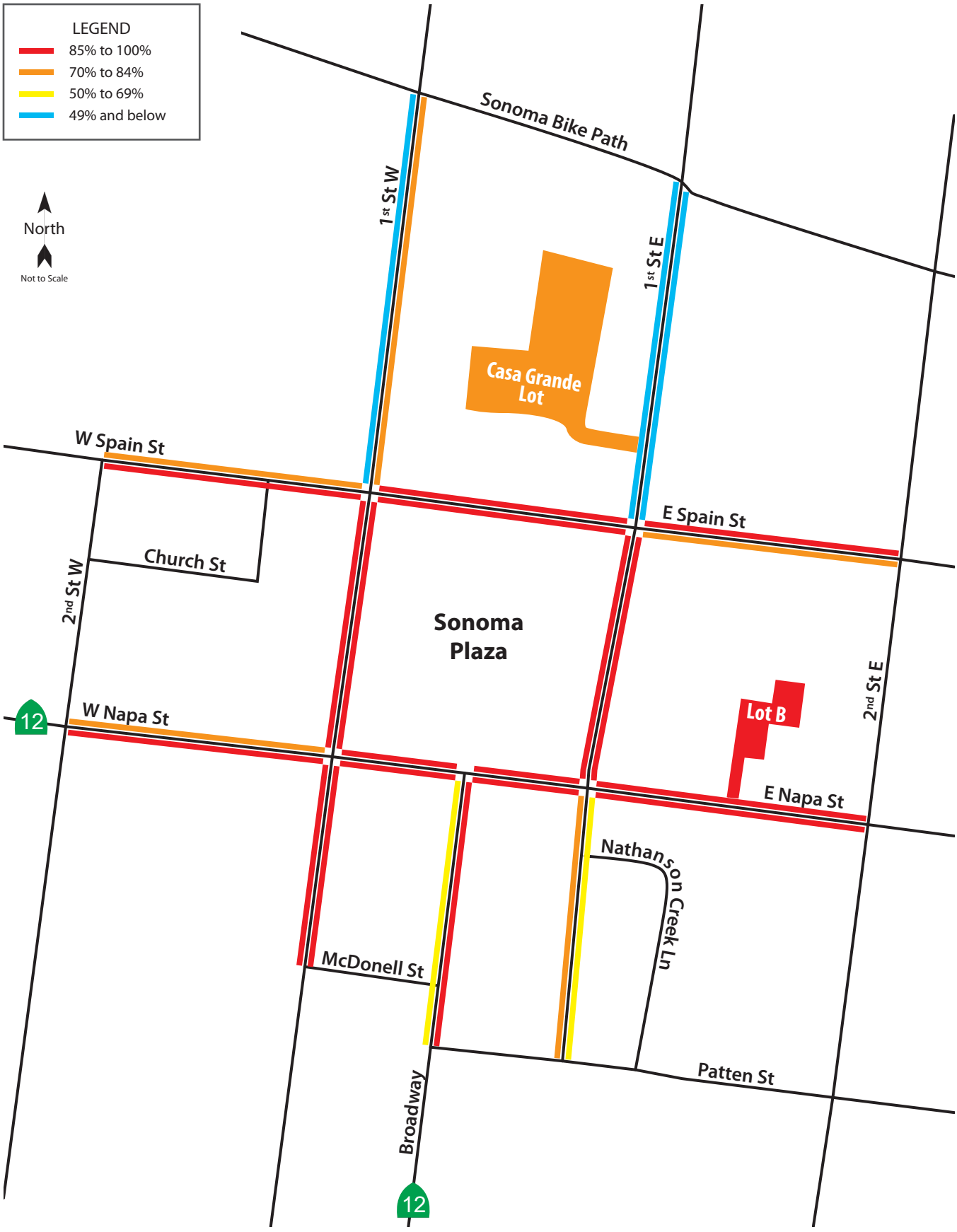

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Figure 2 – Weekday Peak Hour Parking Utilization

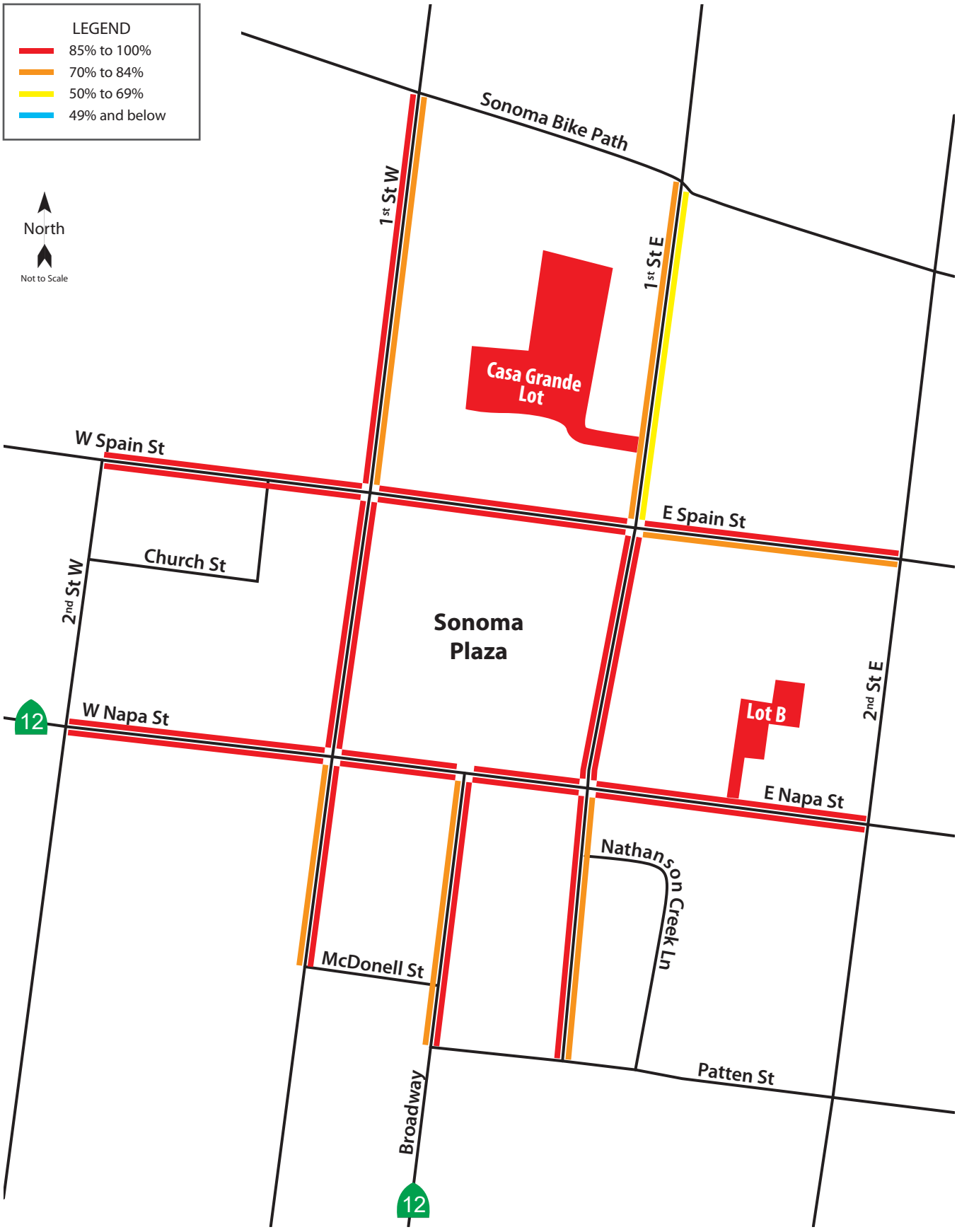

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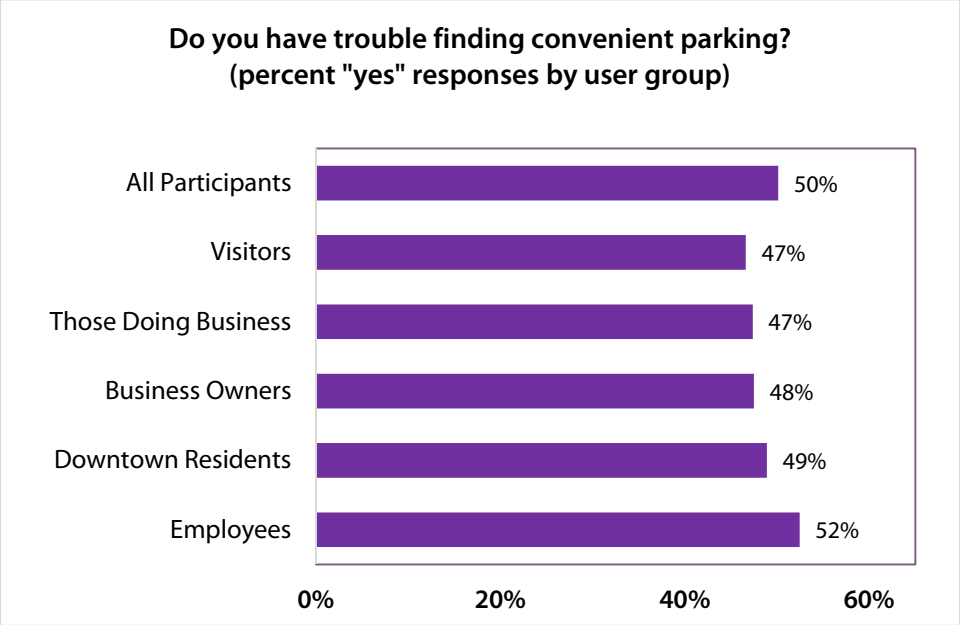
Figure 3 – Weekend Peak Hour Parking Utilization

W-Trans

According to participants, visitors to downtown primarily come for shopping, dining, or community events. One of the key questions in the survey asks participants whether they have trouble finding convenient parking in Downtown Sonoma. Responses were remarkably uniform among different user groups (visitors, business owners, residents), with about one-half of respondents answering yes. These responses suggest that parking is indeed a concern to many users, though it is equally important to recognize that the perception of a parking problem is not universal. Graph 1 provides a summary of the responses by each user group.



Graph 1: Ability to Find Convenient Parking by User Group Survey Responses

Responses to multiple survey questions revealed that many participants felt that the primary causes of parking problems are tourism, events, insufficient supply, limited parking regulation enforcement, and visitors and employees of downtown using the same supply. Additionally, several people felt that parking was only a problem on weekends, during events, and at the Tuesday night market.

Responses varied among participants regarding the adequacy of existing time limits of parking downtown. It was noted multiple times that three hour time limits for some of the on-street spaces is too long and that time limits were not enforced adequately. However, responses were more varied when asked more specific questions about the time limits as over one-half of the respondents felt that the time limits worked well most of the time, some of the time, or worked well in general. Similarly, although limited enforcement was noted multiple times as a problem, approximately half of the participants said that parking restrictions were enforced fairly and consistently and about 32 percent said they were unsure. Additionally, participants noted that private parking lots are underutilized in comparison to street spaces and that parking around the plaza is particularly difficult to find.

When respondents were asked about disabled parking in multiple-choice questions, the majority said that it was sufficient but there were several written responses that indicated there was limited disabled parking available, especially for the on-street spaces.

In general, participants would not be supportive of priced parking, as over 60 percent responded with "strongly oppose," even if a portion of the resulting revenue was used for improvements to parking and streetscape amenities.

Business Owners

According to business owners who participated in the survey, employees who utilize on-street parking primarily park on First Street East and First Street West. Employees parking off-street varied between private and public surface lots. The most mentioned existing public parking lot by utilized by business owners and employees was the Casa Grande lot.

The majority of business owners felt that the existing businesses should be able to utilize the current parking supply or provide more of their own parking, and that any new development should be required to provide additional parking.

In regards to parking supply, the majority of business owners said there that there is insufficient parking for customers and employees. Business owners mentioned that employees use the same parking as downtown visitors and have to move their cars during their shifts when they park in time-restricted spots.

Future Parking Demand

Downtown Sonoma is close to meeting its maximum buildout potential, leaving limited space for new development within the downtown area. However, the City of Sonoma's General Plan 2040 buildout projections anticipate approximately 74,000 additional square feet of office space and 60,000 additional square feet of retail space located within or near the downtown area (a portion of which may be consumed by hotel uses). According to the City's Municipal Code, all new development is required to provide parking. With the expected increase in office and retail space, approximately 447 new parking spaces would be required to accommodate this projected growth. Based on current parking utilization rates, there is currently no on-street capacity to accommodate additional parking on weekdays or weekends. There is limited parking available in off-street lots on weekdays only, although not during special events or on weekends.

Future development in the Plaza area should therefore continue to be required to provide onsite parking, as currently required by the City's zoning code. At mixed-use projects or at larger projects that make onsite parking available to neighboring uses and/or public parking, the use of shared parking should be encouraged to maximize parking usage and efficiency. The shared parking concept recognizes that different uses encounter peaks in parking demand at different times of day (office versus tourist-related uses, for instance). In some cases, reductions to parking requirements can be made if it can be shown that shared parking effectively reduces the total amount of parking needed to serve a project's total demand.

Parking Management Strategies

To address parking concerns as well as future parking needs, several parking strategies may be appropriate for consideration in Downtown Sonoma. The following strategies provide potential methods for the City to increase parking supply, turnover, prevent neighborhood spillover, and accommodate future parking demand in downtown, while also recognizing Sonoma's small-town character and limited budget resources. These parking management strategies should be considered for inclusion in a Parking Management Plan.

Short-Term Strategies

Short-term strategies are designed to address the current parking needs during special events and on weekends. These types of strategies can typically be implemented in less time and at a lower cost than more intensive parking strategies. These strategies are primarily focused on utilizing existing parking supplies and working toward managing the supply more efficiently rather than constructing new facilities.

Parking Enforcement

Some participants in the public survey said that parking enforcement of time-restricted parking spots was inconsistently enforced. In order to achieve the desired turnover of parking spaces that should occur with time-restricted parking, adequate and consistent enforcement is important. Additionally, the City should review their practices for parking enforcement during events, especially in residential neighborhoods where spillover from the downtown occurs and instances of blocking driveways and crosswalks were observed taking place. The City should review its existing parking enforcement practices to identify any potential shortfalls occurring and develop strategies to improve enforcement of time-restricted spaces.

Public-Private Partnerships

With the increasing popularity of Downtown and potential for future growth in the area, parking demand would be expected to increase. Currently, a majority of the existing off-street and on-street parking spaces experience parking occupancy rates greater than 85 percent on weekends and during weekday events. When high occupancy counts like this occur, opportunities to use all parking resources (private and public) to increase parking supply should be considered. The City has expressed a desire to not construct a parking structure or implement paid or metered parking and since downtown is already near its full buildout potential, there are limited opportunities for new surface lots. In order to accommodate the existing and future parking demands, the City should explore the potential for public-private partnerships. Some businesses in Downtown Sonoma do not operate during the evening or on weekends when peak parking demand is at its highest. A review of businesses within one-half mile of the downtown was conducted to determine possible partnerships that could be pursued. Based on this review, there is a potential need for 326 additional parking spaces during evenings and weekends through public-private partnerships. Since future development indicates the potential provision of 447 new parking spaces, creating public-private partnerships could help increase the parking supply when demand is at its highest without building new parking facilities. Partnerships with private businesses could also help reduce time drivers currently spend looking for parking spots and alleviate spillover in residential neighborhoods. Potential partnership opportunities are shown in Figure 4 and summarized in Table 3.

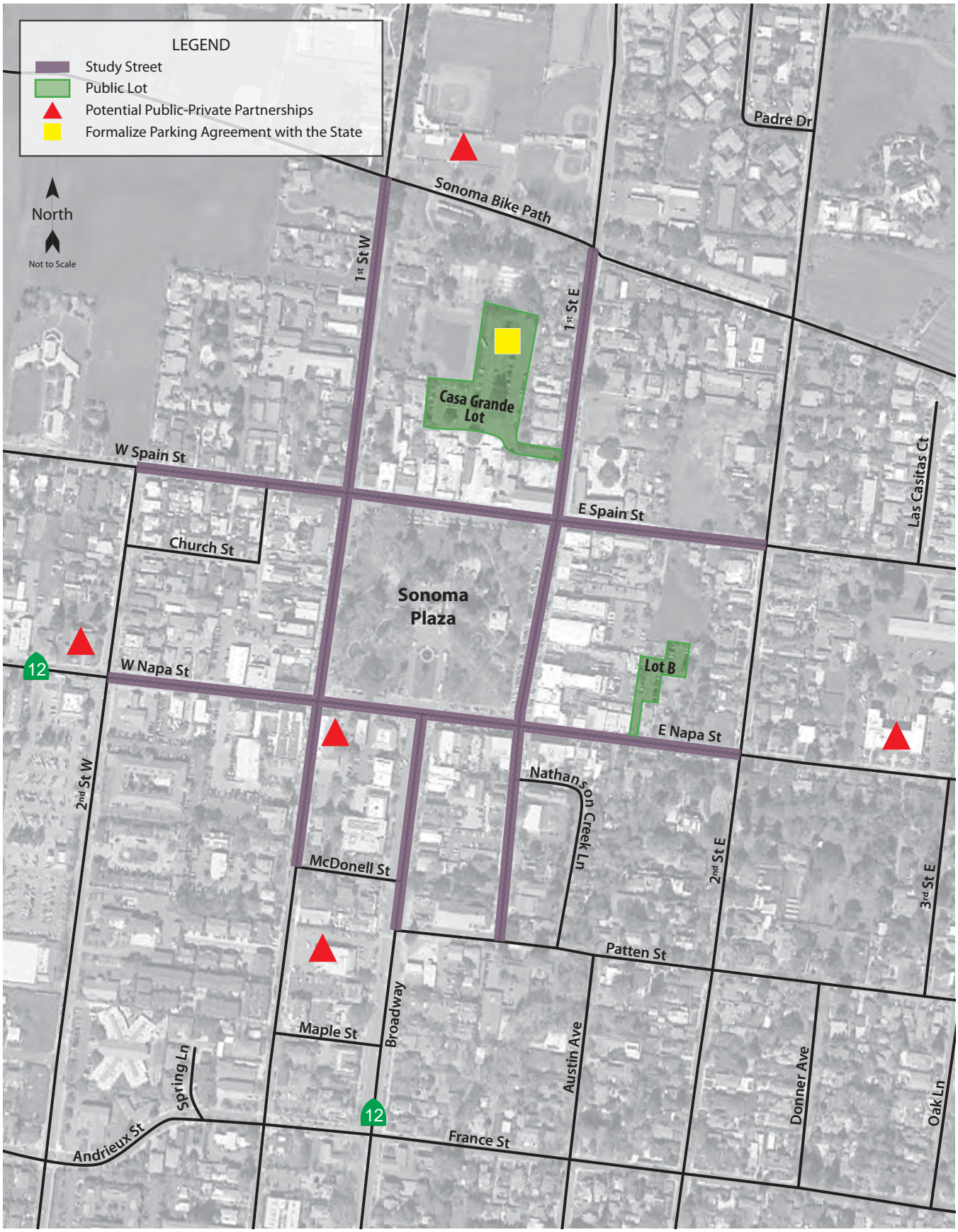


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Figure 4 – Recommendations

W-Trans

Table 3 – Potential Public-Private Partnerships			
Business	**Location**	**Hours of Operation**	**Number of Spaces**
1. US Post Office	617 Broadway	Mon-Thurs: 9-5pm Sat/Sun: CLOSED	53
2. Westamerica Bank	202 West Napa Street	Mon-Thurs: 9-4pm Friday: 9-6pm Sat: 9-1pm Sun: CLOSED	28
3. Sonoma Community Center	276 East Napa Street	Mon-Sat: 9-5pm Sun: CLOSED	75
4. Bank of America	35 West Napa Street	Mon-Thurs: 9-5pm Friday: 9-6pm Sat: 9-1pm Sun: CLOSED	53
5. Sonoma Stompers Professional Baseball Club	234 West Napa Street	Mon-Fri: 10-4pm Sat/Sun: CLOSED	117
Total			**326**

Formalize Casa Grande Lot Agreement with the State

The Casa Grande parking lot is owned by the State Parks Department. Policy CE-28 of Sonoma's recent update to the Circulation Element calls for the City to work with the State to retain and expand the use of the Casa Grande lot for public parking. The City should work with the State to formalize the public's use of the parking lot, and explore the possibility of improvements such as installation of additional wayfinding signs, re-striping the lot to increase the parking supply, and potentially reserving a portion of the lot for employee parking.

Wayfinding Signage to Off-Street Public Parking Lots

The City has expressed a desire for downtown visitors to utilize public parking lots before looking for an on-street space. The parking inventory and public survey indicated that most drivers will take the first spot they find, typically on the street, before using the surface lots. The primary public surface lot is located to the north of the Sonoma Plaza in the Casa Grande lot, behind Sonoma State Historic Park and the Sonoma Cheese Factory. This lot currently has an inventory of 142 spaces. Access is provided via a driveway on First Street East.

The second public parking lot is located on the north side of Napa Street, east of the Sonoma Plaza, behind the Basque Boulangerie Café, and has 37 parking spaces. Access to this lot is provided via two driveways, one on Napa Street and one of First Street East. Signage directing drivers to this lot is minimal as well. There are currently 15 signs at various locations around the Plaza directing drivers to these two public off-street parking lots.

It should be noted that on weekends and during weekday events, the public surface lots currently experience occupancy levels greater than 85 percent. Therefore, while increasing wayfinding signage could direct drivers to use these lots first, the overall parking supply during these times may not be sufficient to meet existing and future demands. If public-private partnerships are pursued, adequate signage would need to be provided to direct drivers to these lots on weekends and during events. Signs would also need to be posted within the private parking lots to indicate the hours they are open for public use.

The City should consider developing a wayfinding and signage program to direct users to the public parking lots. This program should review the existing signage and determine locations where additional signage would be helpful in directing visitors to these parking facilities. This would be particularly helpful for tourists visiting

Downtown who may not be as familiar with where additional parking is available, especially if on-street spaces continue to become occupied more quickly.

Parking Management Plan

The City should develop a Parking Management Plan to formalize the specific strategies that will be used to efficiently manage the existing parking supply, and develop plans to accommodate future parking demand. The Parking Management Plan should include requirements for new developments to designate the amount of private parking spaces to be provided by private developers, considering the potential for shared parking among complementary uses. The plan should also include funding strategies to pay for upgraded parking facilities (such as improvements to the Casa Grande lot), as well as implementation of parking management strategies.

Long-Term Strategies

Long-term strategies are designed to address future parking needs in downtown Sonoma. These strategies may be more costly and take more time to implement. Long-term strategies are focused on primarily implementing more restrictive regulations on parking to improve turnover and discourage spillover into neighborhoods.

Reducing Hourly Limits on Time Restrictions

Currently, visitors to downtown are allowed to park for three hours in on-street spaces and have no time limits in the public parking lots. The public survey indicated mixed opinions regarding the time limits with an almost event split between respondents feeling that the time limits were too long and some feeling they were too short or not adequately enforced. If enforcement is not sufficient or future parking demand experiences significant increases, the City should consider reducing the three-hour time limit to encourage more frequent turnover. One of the parking issues expressed in the public survey was downtown Sonoma employees parking in time-restricted street spaces and having to move their vehicles every three hours. In order to encourage employees to use public parking lots before parking in the on-street spaces, the City should consider reserving a portion of the parking spaces in the Casa Grande lot and Lot B for employees and require downtown employee permits to use those spaces.

It should be noted that by reducing the hourly time limits, visitors and employees needing longer-term parking would still need to be accommodated. If the Casa Grande lot, Lot B, and potential lots from private-public partnerships have unrestricted time limits, visitors desiring to park for several hours could utilize these spaces and not need to rely on on-street parking availability.

Temporary Restrictions

During the "Tuesday Night in the Plaza," there was observed spillover parking occurring from downtown to the surrounding neighborhoods. Observations indicated that vehicles were partially blocking driveways and crosswalks on neighborhood streets during this time. Blocking driveways can impede residents' ability to gain access into and out of their home and blocking crosswalks may create barriers for pedestrians traveling through the neighborhood or trying to access downtown. The City should consider creating a temporary residential parking permit program to be administered during events to alleviate the instances of driveways and crosswalks being blocked as a result of event-generated parking demand. This program could be implemented in the event that increased enforcement and monitoring of downtown neighborhoods does not prevent visitors from illegally parking on residential streets. However, there would also need to be readily-available parking (i.e. in private lots) to accommodate the parking that would otherwise park on-street in the neighborhoods, and as such any such permit program would need to be combined with other measures as part of an overall management strategy.

Paid Public Parking

More frequent turnover of the existing parking supply may be achieved if the City implements paid or metered parking and charges users for a parking space. Charging users for parking can increase turnover of more convenient spaces which can reduce the number of spaces needed to meet demand as the existing supply becomes more frequently available. Additionally, if more frequent turnover occurs, drivers will spend less time looking for a space and "circling" the block, waiting for one to open up. Charging for parking could also be used to direct long-term parking to the off-street parking lots by making parking costs lower in these locations and increasing the prices around the plaza and in the downtown core. Additionally, the funds gathered from charging for parking may be used for improvements in the downtown or used to create a fund to build additional parking facilities. Given the reluctance to paid parking expressed by survey participants, any efforts to further consider paid parking should include careful evaluation of how the proceeds could be used in a manner that provides the greatest community benefit, as well as a robust public outreach process that clearly outlines these benefits (as well as costs) to business owners and the public.

Casa Grande Parking Lot

The California Department of Parks and Recreation is currently exploring the option of converting the Casa Grande lot into a paid parking facility. Having one parking lot that charges to park in an area of otherwise free parking could potentially result in the redistribution of parking demand to on-street parking, other lots, and possibly to surrounding neighborhoods.

Generally, off-street lots are used for longer-term parking whereas on-street parking is typically used for shorter-term and/or high turnover parking. Paid parking strategies are most successful if all parking resources are coordinated with one another. In a typical coordinated parking strategy, the cost to the user is generally higher on the street than in off-street lots and the time limits on the street are shorter than the off-street lots; it is typically cheaper to park further away from a City's downtown or activity centers. If the Casa Grande lot is converted to paid parking and the City's surrounding parking facilities remain free, the areawide parking strategy becomes unbalanced, potentially leading to excess circulation of vehicles as drivers search for parking to avoid paying even if the paid parking lot is more convenient.

If the State ultimately does implement paid parking in the Casa Grande lot, one possible method to reduce impacts in surrounding areas would be to implement a validation program with local merchants. If merchants pay the parking operator (in this case the State), customers may not be as concerned about the cost of parking and are likely to continue using the Casa Grande lot because of its convenience. The City would need to collaborate with the State and local business owners to develop an appropriate mechanism to make such a validation program successful.

Residential Parking Permits

Permanent residential parking permits should be considered if spillover from downtown continues to cause problems for residents accessing or exiting their home and if illegal parking continues to occur in neighborhoods. Residential parking permits would give residents priority use of the on-street spaces and discourage visitors from using neighborhood parking if reduced time restrictions or paid parking are implemented. Since this is primarily an issue on days that events are being held, this strategy may only need to be pursued if other strategies, such as reduced time limits and metered parking, are implemented in the Plaza area.

New Parking Facilities

Based on the evaluation of existing parking occupancy, results from the online survey, anticipated growth around the Plaza, and potential for increased efficiency of existing parking spaces (including public-private partnerships and other parking management strategies), there does not appear to be a pressing need for the City to pursue

construction of a future parking structure or acquire land for major new surface lots. The City may wish to seize upon opportunities to acquire one or more vacant or underutilized parcels located on the perimeter of downtown for use as small surface lots in the future, as funding allows. Some funding for these types of lots could be provided if the City begins charging for parking downtown, or alternatively, new development could be required to pay into a parking fund that ultimately leads to construction of additional parking resources.

The potential long-range impact of future technologies such as autonomous vehicles (shared and private) should also be considered prior to committing major funding to parking infrastructure. While there remains much uncertainty as to the impact of these evolving technologies, some research suggests that the future demand for parking spaces may decrease dramatically, while the need for curbside pick-up and drop-off spaces may increase.

Additional Event Strategies

The following strategies should be considered if event-related parking demand increases beyond what can be managed by the existing parking supply, in addition to the short-term and long-term strategies presented in this report.

Valet Parking

Downtown Sonoma experiences high parking utilization rates during events. If parking demand becomes too great to be accommodated for with the existing supply, the City could require event coordinators to offer a valet service to event attendees. Valet parking can increase the capacity of the existing public parking lots as cars are able to be more closely parked together.

Event Shuttles

Similar to valet parking, if an event's parking demand cannot be accommodated by the existing parking supply, event coordinators could utilize off-site parking locations, such as local high schools, for parking and provide a shuttle to bring visitors to downtown and back to their car.

Conclusions and Recommendations

The parking occupancy surveys revealed that in general, parking is available on weekdays in Downtown Sonoma, except when there are events such as "Tuesday Night in the Plaza." Weekend parking is not as readily available, with parking utilization rates exceeding 85 percent during the weekend midday and evening periods. During those times that parking levels are high in downtown Sonoma, motorists extend their search to include nearby neighborhood streets and were observed parking in the "Bus Only" lane in the Casa Grande parking lot and blocking driveways and crosswalks in the neighborhoods. A public online survey was also distributed to gather perceptions of parking in Downtown Sonoma. The survey results indicated that parking is a concern for many users with approximately one-half of respondents noting that they had a hard time finding convenient parking in downtown. Buildout of the downtown area according to the General Plan would potentially require 447 additional parking spaces within or near the downtown. The existing public parking supply is not sufficient to accommodate this anticipated demand, and as a result, future development will generally need to accommodate its demand onsite. The use of shared parking increases parking efficiency where complementary land uses exist, and may result in the need for fewer parking spaces at suitable sites.

In order to more efficiently manage and plan for future parking demand, the City should consider both short-term and long-term strategies that would increase supply, increase parking turnover, and discourage substantial spillover into neighborhood streets. The City should consider these strategies and develop a Parking Management Plan to identify specific strategies that will be used to efficiently manage the existing parking supply and develop plans to increase the parking supply for future parking demand.

Recommendations for Development of a Parking Management Plan

The City should consider including and further evaluating the following recommendations as part of a Parking Management Plan for Downtown Sonoma.

Short-Term Actions

- Identify specific actions and resources needed for the City to increase parking enforcement
- Identify public-private partnerships that may be pursued to allow public use of private parking lots after hours
- Formalize an agreement with the State of California for the Casa Grande lot
- If the State intends to establish paid parking at the Casa Grande lot, the City should consider working with the State and local merchants to established a parking validation program at the lot
- Determine locations for new wayfinding signage to direct users to the Casa Grande lot and Lot B

Long-term

- Consider reducing the time restrictions for on-street spaces and determine the new hourly limits
- Provide guidance on temporary parking permits for residential neighborhoods during events
- Consider implementing paid parking for public spaces and develop a pricing plan

- Identify neighborhoods that would benefit from a residential parking permit due to spillover from downtown and the process for neighborhoods to obtain permits
- Determine potential locations for new public parking facilities
- Monitor emerging technologies such as autonomous vehicles and their potential effects on long-range parking demand

Study Participants and References

Study Participants

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Report Review	Zack Matley, AICP

References

City of Sonoma 2020 General Plan, City of Sonoma, 2006
Sonoma Municipal Code, Code Publishing Company, 2016

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Appendix A

Parking Occupancy Surveys

Sonoma - Parking Survey - Weekday Mid-day
Date: Thursday, July 24, 2014

				Number of Spaces	Number of Occupied Spaces					Max # Occupied Spaces (Weekday)		Min # Occupied Spaces (Weekday)		Current Parking Regulations
Area	**Lot #**	**Location**	**Side of Street**	**Inventory**	**11:30 AM**	**12:00 PM**	**12:30 PM**	**1:00 PM**	**1:30 PM**	**Spaces**	**%**	**Spaces**	**%**	
Public Lots	A	Casa Grande Parking Lot	West side of East 1st Street	142	74	71	76	103	102	103	73%	71	50%	4 HANDICAP SPACES
	B	Public Parking Lot	North side of Napa Street	37	36	34	34	34	35	36	97%	34	92%	1 HANDICAP SPACE
			Public Lots Subtotal	*179*	*110*	*105*	*110*	*137*	*137*	*137*	77%	105	59%	
Area	**Street #**	**Street Name**	**Segment**	**Inventory**	**11:30 AM**	**12:00 PM**	**12:30 PM**	**1:00 PM**	**1:30 PM**	**Spaces**	**%**	**Spaces**	**%**	
Streets	1	North side West Spain Street	2nd Street West to 1st Street West	16	11	10	12	13	13	13	81%	10	63%	3 HOUR PARKING: 9AM TO 5PM
	2	South side West Spain Street	2rd Street West to 1st Street West	21	16	18	18	18	18	18	86%	16	76%	3 HOUR PARKING: 9AM TO 5PM
	3	West side 1st Street West	West Spain Street to Sonoma Bike Path	30	11	10	12	13	13	13	43%	10	33%	3 HOUR PARKING: 9AM TO 5PM
	4	East side 1st Street West	West Spain Street to Sonoma Bike Path	12	3	8	10	9	8	10	83%	3	25%	3 HOUR PARKING: 9AM TO 5PM
	5	North side West Spain Street	1st Street West to 1st Street East	47	13	25	46	45	43	46	98%	13	28%	3 HOUR PARKING: 9AM TO 5PM
	6	South side West Spain Street	1st Street West to 1st Street East	49	33	44	48	49	49	49	100%	33	67%	3 HOUR PARKING: 9AM TO 5PM
	7	West side 1st Street East	East Spain Street to Sonoma Bike Path	24	4	5	7	10	8	10	42%	4	17%	3 HOUR PARKING: 9AM TO 5PM
	8	East side 1st Street East	East Spain Street to Sonoma Bike Path	25	6	5	6	6	5	6	24%	5	20%	3 HOUR PARKING: 9AM TO 5PM - 7 SPACES NO PARKING 6AM TO 6PM
	9	North side West Spain Street	1st Street East to 2nd Street East	18	12	13	16	16	14	16	89%	12	67%	3 HOUR PARKING: 9AM TO 5PM
	10	South side West Spain Street	1st Street East to 2nd Street East	20	7	11	7	14	13	14	70%	7	35%	3 HOUR PARKING: 9AM TO 5PM (6 SPACES BLOCKED DUE TO CONSTRUCTION)
	11	West side 1st Street East	East Napa Street to East Spain Street	45	39	41	45	44	43	45	100%	39	87%	3 HOUR PARKING: 9AM TO 5PM
	12	East side 1st Street East	East Napa Street to East Spain Street	40	31	37	38	40	39	40	100%	31	78%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE - 1 SECTION FOR MOTORCYCLES
	13	North side East Napa Street	1st Street East to 2nd Street East	24	13	20	24	24	23	24	100%	13	54%	3 HOUR PARKING: 9AM TO 5PM
	14	South side East Napa Street	1st Street East to 2nd Street East	27	19	27	27	27	25	27	100%	19	70%	3 HOUR PARKING: 9AM TO 5PM
	15	West side 1st Street East	Patten Street to East Napa Street	20	11	15	16	15	14	16	80%	11	55%	3 HOUR PARKING: 9AM TO 5PM
	16	East side 1st Street East	Patten Street to East Napa Street	20	13	16	17	13	16	17	85%	13	65%	3 HOUR PARKING: 9AM TO 5PM
	17	North side West Napa Street	1st Street West to Broadway	7	4	5	6	6	6	6	86%	4	57%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE
	18	South Side West Napa Street	1st Street West to Broadway	6	0	2	5	6	4	6	100%	0	0%	3 HOUR PARKING: 9AM TO 5PM
	19	North side East Napa Street	Broadway to 1st Street East	13	12	13	13	13	11	13	100%	11	85%	3 HOUR PARKING: 9AM TO 5PM
	20	South side East Napa Street	Broadway to 1st Street East	19	18	18	18	19	17	19	100%	17	89%	3 HOUR PARKING: 9AM TO 5PM
	21	West side Broadway Street	East Spain Street to Patten Street	18	11	8	11	10	10	11	61%	8	44%	3 HOUR PARKING: 9AM TO 5PM
	22	East side Broadway Street	East Spain Street to Patten Street	19	17	15	15	17	15	17	89%	15	79%	3 HOUR PARKING: 9AM TO 5PM - 3 20 MINUTE SPACES
	23	West side 1st Street West	McDonell Street to West Napa Street	15	11	15	13	13	10	15	100%	10	67%	3 HOUR PARKING: 9AM TO 5PM
	24	East side 1st Street West	McDonell Street to West Napa Street	14	11	14	14	12	13	14	100%	11	79%	3 HOUR PARKING: 9AM TO 5PM
	25	North side Highway 12	2nd Street west to 1st Street West	8	3	6	6	6	6	6	75%	3	38%	3 HOUR PARKING: 9AM TO 5PM
	26	South side Highway 12	2nd Street West to 1st Street West	12	8	9	10	11	12	12	100%	8	67%	3 HOUR PARKING: 9AM TO 5PM
	27	West side 1st Street West	West Napa Street to West Spain Street	45	36	44	44	45	42	45	100%	36	80%	3 HOUR PARKING: 9AM TO 5PM
	28	East side 1st Street West	West Napa Street to West Spain Street	45	41	36	45	45	45	45	100%	36	80%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE
			Streets Subtotal	*659*	*414*	*490*	*549*	*559*	*535*	559	85%	414	63%	
			TOTAL	***838***	***524***	***595***	***659***	***696***	***672***					
					63%	***71%***	***79%***	***83%***	***80%***					

Parking inventory based on 25 feet per space.

Sonoma - Parking Survey - Weekday Evening
Date: Thursday, July 24, 2014

				Number of Spaces	Number of Occupied Spaces					Max # Occupied Spaces (Weekday)		Min # Occupied Spaces (Weekday)		Current Parking Regulations
Area	**Lot #**	**Location**	**Side of Street**	**Inventory**	**6:00 PM**	**6:30 PM**	**7:00 PM**	**7:30 PM**	**8:00 PM**	**Spaces**	**%**	**Spaces**	**%**	
Public Lots	A	Casa Grande Parking Lot	West side of East 1st Street	142	47	39	37	35	26	47	33%	26	18%	4 HANDICAP SPACES
	B	Public Parking Lot	North side of Napa Street	37	27	32	34	29	27	34	92%	27	73%	1 HANDICAP SPACE
			Public Lots Subtotal	*179*	*74*	*71*	*71*	*64*	*53*	*74*	41%	53	30%	
Area	**Street #**	**Street Name**	**Segment**	**Inventory**	**6:00 PM**	**6:30 PM**	**7:00 PM**	**7:30 PM**	**8:00 PM**	**Spaces**	**%**	**Spaces**	**%**	
Streets	1	North side West Spain Street	2nd Street West to 1st Street West	16	13	16	14	12	13	16	100%	12	75%	3 HOUR PARKING: 9AM TO 5PM
	2	South side West Spain Street	2rd Street West to 1st Street West	21	18	17	19	19	17	19	90%	17	81%	3 HOUR PARKING: 9AM TO 5PM
	3	West side 1st Street West	West Spain Street to Sonoma Bike Path	30	21	21	23	24	22	24	80%	21	70%	3 HOUR PARKING: 9AM TO 5PM
	4	East side 1st Street West	West Spain Street to Sonoma Bike Path	12	10	8	9	9	8	10	83%	8	67%	3 HOUR PARKING: 9AM TO 5PM
	5	North side West Spain Street	1st Street West to 1st Street East	47	42	45	45	41	42	45	96%	41	87%	3 HOUR PARKING: 9AM TO 5PM
	6	South side West Spain Street	1st Street West to 1st Street East	49	47	46	49	46	46	49	100%	46	94%	3 HOUR PARKING: 9AM TO 5PM
	7	West side 1st Street East	East Spain Street to Sonoma Bike Path	24	8	5	7	7	6	8	33%	5	21%	3 HOUR PARKING: 9AM TO 5PM
	8	East side 1st Street East	East Spain Street to Sonoma Bike Path	25	6	8	10	9	9	10	40%	6	24%	3 HOUR PARKING: 9AM TO 5PM - 7 SPACES NO PARKING 6AM TO 6PM
	9	North side West Spain Street	1st Street East to 2nd Street East	18	8	13	13	16	12	16	89%	8	44%	3 HOUR PARKING: 9AM TO 5PM
	10	South side West Spain Street	1st Street East to 2nd Street East	20	10	11	13	16	16	16	80%	10	50%	3 HOUR PARKING: 9AM TO 5PM (6 SPACES BLOCKED DUE TO CONSTRUCTION)
	11	West side 1st Street East	East Napa Street to East Spain Street	45	41	42	45	44	41	45	100%	41	91%	3 HOUR PARKING: 9AM TO 5PM
	12	East side 1st Street East	East Napa Street to East Spain Street	40	32	37	36	36	35	37	93%	32	80%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE - 1 SECTION FOR MOTORCYCLES
	13	North side East Napa Street	1st Street East to 2nd Street East	24	21	20	22	24	23	24	100%	20	83%	3 HOUR PARKING: 9AM TO 5PM
	14	South side East Napa Street	1st Street East to 2nd Street East	27	24	25	25	25	26	26	96%	24	89%	3 HOUR PARKING: 9AM TO 5PM
	15	West side 1st Street East	Patten Street to East Napa Street	20	11	7	5	9	9	11	55%	5	25%	3 HOUR PARKING: 9AM TO 5PM
	16	East side 1st Street East	Patten Street to East Napa Street	20	11	10	11	11	10	11	55%	10	50%	3 HOUR PARKING: 9AM TO 5PM
	17	North side West Napa Street	1st Street West to Broadway	7	4	3	3	4	4	4	57%	3	43%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE
	18	South side West Napa Street	1st Street West to Broadway	6	5	3	3	2	2	5	83%	2	33%	3 HOUR PARKING: 9AM TO 5PM
	19	North side East Napa Street	Broadway to 1st Street East	13	10	9	13	13	12	13	100%	9	69%	3 HOUR PARKING: 9AM TO 5PM
	20	South side East Napa Street	Broadway to 1st Street East	19	19	15	16	16	18	19	100%	15	79%	3 HOUR PARKING: 9AM TO 5PM
	21	West side Broadway Street	East Spain Street to Patten Street	18	12	10	1	2	3	12	67%	1	6%	3 HOUR PARKING: 9AM TO 5PM
	22	East side Broadway Street	East Spain Street to Patten Street	19	3	2	0	0	0	3	16%	0	0%	3 HOUR PARKING: 9AM TO 5PM - 3 20 MINUTE SPACES
	23	West side 1st Street West	McDonell Street to West Napa Street	15	11	11	14	13	11	14	93%	11	73%	3 HOUR PARKING: 9AM TO 5PM
	24	East side 1st Street West	McDonell Street to West Napa Street	14	8	11	13	9	8	13	93%	8	57%	3 HOUR PARKING: 9AM TO 5PM
	25	North side Highway 12	2nd Street west to 1st Street West	8	1	3	3	2	2	3	38%	1	13%	3 HOUR PARKING: 9AM TO 5PM
	26	South side Highway 12	2nd Street West to 1st Street West	12	6	5	5	5	4	6	50%	4	33%	3 HOUR PARKING: 9AM TO 5PM
	27	West side 1st Street West	West Napa Street to West Spain Street	45	31	33	44	40	43	44	98%	31	69%	3 HOUR PARKING: 9AM TO 5PM
	28	East side 1st Street West	West Napa Street to West Spain Street	45	37	35	42	40	43	43	96%	35	78%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE
			Streets Subtotal	*659*	*470*	*471*	*503*	*494*	*485*	503	76%	470	71%	
			TOTAL	***838***	***544***	***542***	***574***	***558***	***538***					
					65%	***65%***	***68%***	***67%***	***64%***					

Parking inventory based on 25 feet per space.

Sonoma - Parking Survey - Weekend Mid-day
Date: Saturday July 26, 2014

				Number of Spaces	Number of Occupied Spaces					Max # Occupied Spaces (Weekday)		Min # Occupied Spaces (Weekday)		Current Parking Regulations
Area	**Lot #**	**Location**	**Side of Street**	**Inventory**	**11:30 AM**	**12:00 PM**	**12:30 PM**	**1:00 PM**	**1:30 PM**	**Spaces**	**%**	**Spaces**	**%**	
Public Lots	A	Casa Grande Parking Lot	West side of East 1st Street	142	133	133	135	134	136	136	96%	133	94%	4 HANDICAP SPACES
	B	Public Parking Lot	North side of Napa Street	37	36	36	31	32	34	36	97%	31	84%	1 HANDICAP SPACE
			Public Lots Subtotal	*179*	*169*	*169*	*166*	*166*	*170*	*170*	95%	166	93%	
Area	**Street #**	**Street Name**	**Segment**	**Inventory**	**11:30 AM**	**12:00 PM**	**12:30 PM**	**1:00 PM**	**1:30 PM**	**Spaces**	**%**	**Spaces**	**%**	
Streets	1	North side West Spain Street	2nd Street West to 1st Street West	16	14	13	13	13	14	14	88%	13	93%	3 HOUR PARKING: 9AM TO 5PM
	2	South side West Spain Street	2rd Street West to 1st Street West	21	18	18	18	18	21	21	100%	18	86%	3 HOUR PARKING: 9AM TO 5PM
	3	West side 1st Street West	West Spain Street to Sonoma Bike Path	30	30	28	30	30	30	30	100%	28	93%	3 HOUR PARKING: 9AM TO 5PM
	4	East side 1st Street West	West Spain Street to Sonoma Bike Path	12	10	10	10	10	10	10	83%	10	100%	3 HOUR PARKING: 9AM TO 5PM
	5	North side West Spain Street	1st Street West to 1st Street East	47	46	46	46	47	47	47	100%	46	98%	3 HOUR PARKING: 9AM TO 5PM
	6	South side West Spain Street	1st Street West to 1st Street East	49	49	49	49	49	49	49	100%	49	100%	3 HOUR PARKING: 9AM TO 5PM
	7	West side 1st Street East	East Spain Street to Sonoma Bike Path	24	14	21	21	23	20	23	96%	14	70%	3 HOUR PARKING: 9AM TO 5PM
	8	East side 1st Street East	East Spain Street to Sonoma Bike Path	25	7	10	9	14	13	14	56%	7	54%	3 HOUR PARKING: 9AM TO 5PM - 7 SPACES NO PARKING 6AM TO 6PM
	9	North side West Spain Street	1st Street East to 2nd Street East	18	15	17	17	18	17	18	100%	15	88%	3 HOUR PARKING: 9AM TO 5PM
	10	South side West Spain Street	1st Street East to 2nd Street East	20	14	15	14	16	15	16	80%	14	93%	3 HOUR PARKING: 9AM TO 5PM (6 SPACES BLOCKED DUE TO CONSTRUCTION)
	11	West side 1st Street East	East Napa Street to East Spain Street	45	45	45	45	45	45	45	100%	45	100%	3 HOUR PARKING: 9AM TO 5PM
	12	East side 1st Street East	East Napa Street to East Spain Street	40	37	38	38	38	37	38	95%	37	100%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE - 1 SECTION FOR MOTORCYCLES
	13	North side East Napa Street	1st Street East to 2nd Street East	24	23	23	24	24	24	24	100%	23	96%	3 HOUR PARKING: 9AM TO 5PM
	14	South side East Napa Street	1st Street East to 2nd Street East	27	24	25	25	23	25	25	93%	23	92%	3 HOUR PARKING: 9AM TO 5PM
	15	West side 1st Street East	Patten Street to East Napa Street	20	14	16	13	14	17	17	85%	13	76%	3 HOUR PARKING: 9AM TO 5PM
	16	East side 1st Street East	Patten Street to East Napa Street	20	14	13	14	17	15	17	85%	13	87%	3 HOUR PARKING: 9AM TO 5PM
	17	North side West Napa Street	1st Street West to Broadway	7	7	7	7	7	7	7	100%	7	100%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE
	18	South side West Napa Street	1st Street West to Broadway	6	3	6	6	6	6	6	100%	3	50%	3 HOUR PARKING: 9AM TO 5PM
	19	North side East Napa Street	Broadway to 1st Street East	13	13	13	13	13	13	13	100%	13	100%	3 HOUR PARKING: 9AM TO 5PM
	20	South side East Napa Street	Broadway to 1st Street East	19	17	17	19	18	17	19	100%	17	100%	3 HOUR PARKING: 9AM TO 5PM
	21	West side Broadway Street	East Spain Street to Patten Street	18	8	10	15	16	15	16	89%	8	53%	3 HOUR PARKING: 9AM TO 5PM
	22	East side Broadway Street	East Spain Street to Patten Street	19	13	16	16	17	18	18	95%	13	72%	3 HOUR PARKING: 9AM TO 5PM - 3 20 MINUTE SPACES
	23	West side 1st Street West	McDonell Street to West Napa Street	15	8	10	9	10	11	11	73%	8	73%	3 HOUR PARKING: 9AM TO 5PM
	24	East side 1st Street West	McDonell Street to West Napa Street	14	9	11	12	12	12	12	86%	9	75%	3 HOUR PARKING: 9AM TO 5PM
	25	North side Highway 12	2nd Street west to 1st Street West	8	7	8	8	8	8	8	100%	7	88%	3 HOUR PARKING: 9AM TO 5PM
	26	South side Highway 12	2nd Street West to 1st Street West	12	9	10	12	12	12	12	100%	9	75%	3 HOUR PARKING: 9AM TO 5PM
	27	West side 1st Street West	West Napa Street to West Spain Street	45	43	45	45	45	45	45	100%	43	96%	3 HOUR PARKING: 9AM TO 5PM
	28	East side 1st Street West	West Napa Street to West Spain Street	45	45	45	45	45	44	45	100%	44	100%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE
			Streets Subtotal	*659*	*556*	*585*	*593*	*608*	*607*	608	92%	556	92%	
			TOTAL	***838***	***725***	***754***	***759***	***774***	***777***					
					87%	***90%***	***91%***	***92%***	***93%***					

Parking inventory based on 25 feet per space.

Sonoma - Parking Survey - Weekend Evening
Date: Saturday July 26, 2014

				Number of Spaces	Number of Occupied Spaces					Max # Occupied Spaces (Weekday)		Min # Occupied Spaces (Weekday)		Current Parking Regulations
Area	**Lot #**	**Location**	**Side of Street**	**Inventory**	**6:00 PM**	**6:30 PM**	**7:00 PM**	**7:30 PM**	**8:00 PM**	**Spaces**	**%**	**Spaces**	**%**	
Public Lots	A	Casa Grande Parking Lot	West side of East 1st Street	142	134	128	123	118	108	134	94%	108	76%	4 HANDICAP SPACES
	B	Public Parking Lot	North side of Napa Street	37	31	33	35	36	32	36	97%	31	84%	1 HANDICAP SPACE
			Public Lots Subtotal	*179*	*165*	*161*	*158*	*154*	*140*	*165*	92%	140	78%	
Area	**Street #**	**Street Name**	**Segment**	**Inventory**	**6:00 PM**	**6:30 PM**	**7:00 PM**	**7:30 PM**	**8:00 PM**	**Spaces**	**%**	**Spaces**	**%**	
Streets	1	North side West Spain Street	2nd Street West to 1st Street West	16	14	14	14	14	14	14	88%	14	88%	3 HOUR PARKING: 9AM TO 5PM
	2	South side West Spain Street	2rd Street West to 1st Street West	21	21	20	21	21	18	21	100%	18	86%	3 HOUR PARKING: 9AM TO 5PM
	3	West side 1st Street West	West Spain Street to Sonoma Bike Path	30	32	31	30	30	27	32	107%	27	90%	3 HOUR PARKING: 9AM TO 5PM
	4	East side 1st Street West	West Spain Street to Sonoma Bike Path	12	12	11	10	10	10	12	100%	10	83%	3 HOUR PARKING: 9AM TO 5PM
	5	North side West Spain Street	1st Street West to 1st Street East	47	46	46	46	45	46	46	98%	45	96%	3 HOUR PARKING: 9AM TO 5PM
	6	South side West Spain Street	1st Street West to 1st Street East	49	48	49	49	48	49	49	100%	48	98%	3 HOUR PARKING: 9AM TO 5PM
	7	West side 1st Street East	East Spain Street to Sonoma Bike Path	24	22	24	23	22	20	24	100%	20	83%	3 HOUR PARKING: 9AM TO 5PM
	8	East side 1st Street East	East Spain Street to Sonoma Bike Path	25	18	22	22	21	18	22	88%	18	72%	3 HOUR PARKING: 9AM TO 5PM - 7 SPACES NO PARKING 6AM TO 6PM
	9	North side West Spain Street	1st Street East to 2nd Street East	18	16	14	15	17	16	17	94%	14	78%	3 HOUR PARKING: 9AM TO 5PM
	10	South side West Spain Street	1st Street East to 2nd Street East	20	15	12	14	15	15	15	75%	12	60%	3 HOUR PARKING: 9AM TO 5PM (6 SPACES BLOCKED DUE TO CONSTRUCTION)
	11	West side 1st Street East	East Napa Street to East Spain Street	45	44	44	43	44	44	44	98%	43	96%	3 HOUR PARKING: 9AM TO 5PM
	12	East side 1st Street East	East Napa Street to East Spain Street	40	37	37	40	38	39	40	100%	37	93%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE - 1 SECTION FOR MOTORCYCLES
	13	North side East Napa Street	1st Street East to 2nd Street East	24	20	23	22	21	21	23	96%	20	83%	3 HOUR PARKING: 9AM TO 5PM
	14	South side East Napa Street	1st Street East to 2nd Street East	27	20	24	24	23	21	24	89%	20	74%	3 HOUR PARKING: 9AM TO 5PM
	15	West side 1st Street East	Patten Street to East Napa Street	20	19	20	19	19	19	20	100%	19	95%	3 HOUR PARKING: 9AM TO 5PM
	16	East side 1st Street East	Patten Street to East Napa Street	20	17	19	20	20	19	20	100%	17	85%	3 HOUR PARKING: 9AM TO 5PM
	17	North side West Napa Street	1st Street West to Broadway	7	4	7	7	6	6	7	100%	4	57%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE
	18	South side West Napa Street	1st Street West to Broadway	6	6	6	6	3	6	6	100%	3	50%	3 HOUR PARKING: 9AM TO 5PM
	19	North side East Napa Street	Broadway to 1st Street East	13	12	13	13	12	12	13	100%	12	92%	3 HOUR PARKING: 9AM TO 5PM
	20	South side East Napa Street	Broadway to 1st Street East	19	19	19	19	19	19	19	100%	19	100%	3 HOUR PARKING: 9AM TO 5PM
	21	West side Broadway Street	East Spain Street to Patten Street	18	9	10	10	11	8	11	61%	8	44%	3 HOUR PARKING: 9AM TO 5PM
	22	East side Broadway Street	East Spain Street to Patten Street	19	10	8	11	12	9	12	63%	8	42%	3 HOUR PARKING: 9AM TO 5PM - 3 20 MINUTE SPACES
	23	West side 1st Street West	McDonell Street to West Napa Street	15	12	10	10	12	10	12	80%	10	67%	3 HOUR PARKING: 9AM TO 5PM
	24	East side 1st Street West	McDonell Street to West Napa Street	14	6	10	12	13	8	13	93%	6	43%	3 HOUR PARKING: 9AM TO 5PM
	25	North side Highway 12	2nd Street west to 1st Street West	8	7	7	7	7	4	7	88%	4	50%	3 HOUR PARKING: 9AM TO 5PM
	26	South side Highway 12	2nd Street West to 1st Street West	12	7	12	11	12	12	12	100%	7	58%	3 HOUR PARKING: 9AM TO 5PM
	27	West side 1st Street West	West Napa Street to West Spain Street	45	45	43	43	43	45	45	100%	43	96%	3 HOUR PARKING: 9AM TO 5PM
	28	East side 1st Street West	West Napa Street to West Spain Street	45	45	44	44	43	45	45	100%	43	96%	3 HOUR PARKING: 9AM TO 5PM - 1 HANDICAP SPACE
			Streets Subtotal	*659*	*583*	*599*	*605*	*601*	*580*	605	92%	580	88%	
			TOTAL	***838***	***748***	***760***	***763***	***755***	***720***					
					89%	***91%***	***91%***	***90%***	***86%***					

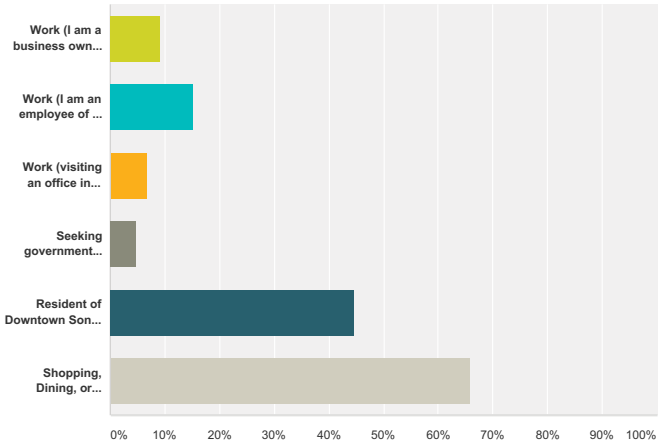
For occupancy over 100%, vehicles are using less than 25 feet per space to park and/or encroaching out of designated parking areas.
Parking inventory based on 25 feet per space.

Appendix B

Online Parking Survey Questions and Results

Q1 What usually brings you to Downtown Sonoma? (Select all that apply)

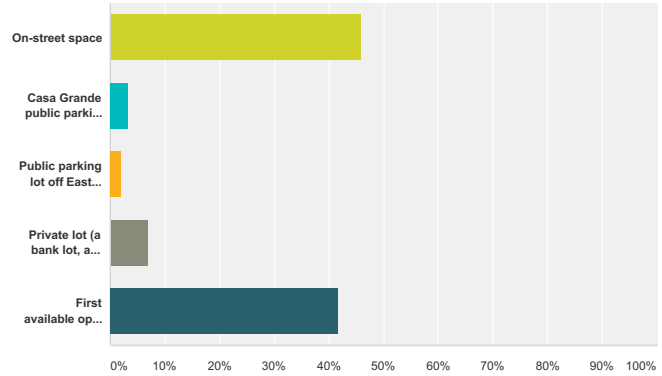
Answered: 461 Skipped: 11



Answer Choices	Responses	
Work (I am a business owner in Downtown)	9.11%	42
Work (I am an employee of a Downtown business)	15.18%	70
Work (visiting an office in Downtown)	6.72%	31
Seeking government services	4.77%	22
Resident of Downtown Sonoma vicinity	44.69%	206
Shopping, Dining, or Visiting	65.73%	303

Q2 Where do you usually park?

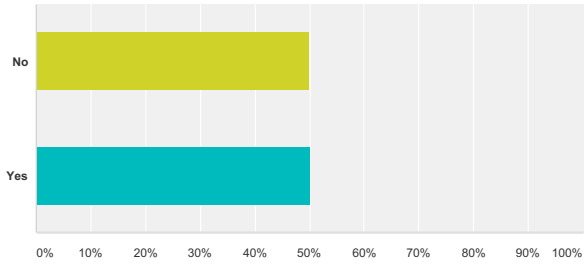
Answered: 383 Skipped: 89



Answer Choices	Responses	
On-street space	45.95%	176
Casa Grande public parking lot (the large lot north of Plaza, off of 1st Street East)	3.39%	13
Public parking lot off East Napa Street	2.09%	8
Private lot (a bank lot, a shopping center lot, private parking assigned to your business or residence, etc.)	6.79%	26
First available open space	41.78%	160
Total		383

Q3 Do you have trouble finding convenient parking?

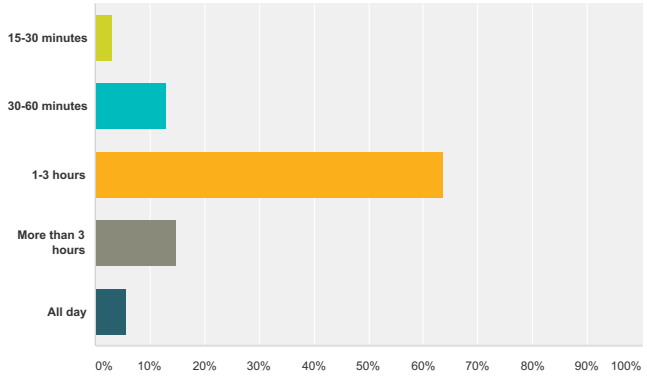
Answered: 393 Skipped: 79



Answer Choices	Responses	
No	49.87%	196
Yes	50.13%	197
Total		393

Q4 If there were no time limits for on-street parking, how long would you likely stay parked Downtown?

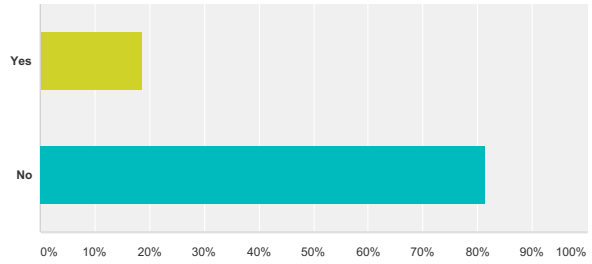
Answered: 393 Skipped: 79



Answer Choices	Responses	
15-30 minutes	3.05%	12
30-60 minutes	12.98%	51
1-3 hours	63.61%	250
More than 3 hours	14.76%	58
All day	5.60%	22
Total		393

Q5 Do you ever typically move your car from one timed space to another to be able to park for longer than the 3-hour limit?

Answered: 386 Skipped: 86

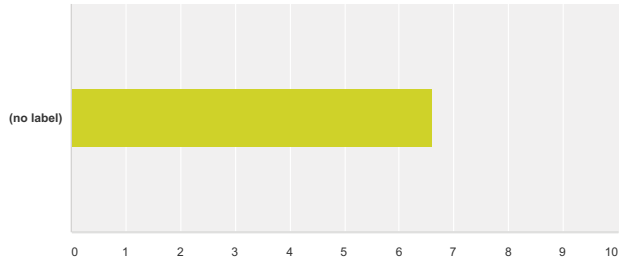


Answer Choices	Responses	
Yes	**18.65%**	72
No	**81.35%**	314
Total		**386**

Downtown Sonoma Parking Survey

Q6 How would you rate current parking congestion on a scale of 1 to 10, with 1 being not congested to 10 being highly congested?

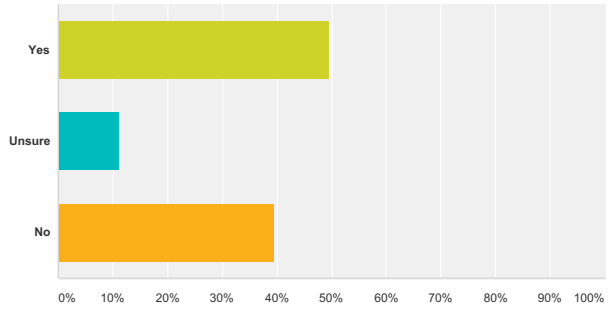
Answered: 394 Skipped: 78



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	**2.54%** 10	**3.81%** 15	**9.64%** 38	**4.06%** 16	**13.45%** 53	**9.64%** 38	**13.96%** 55	**18.02%** 71	**12.18%** 48	**12.69%** 50	394	6.59

Q7 Do you think there is a problem with parking near the Sonoma Plaza?

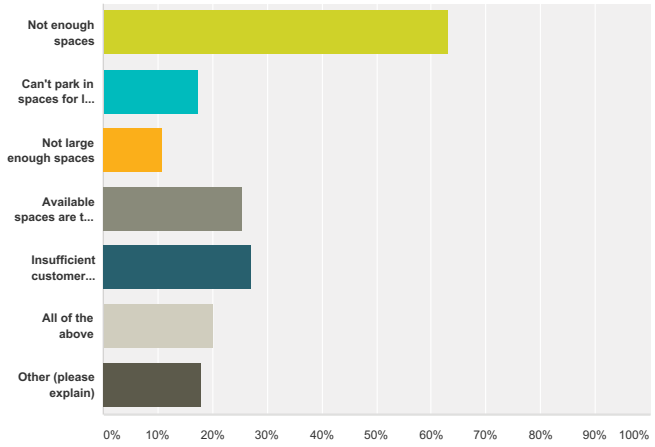
Answered: 396 Skipped: 76



Answer Choices	Responses	
Yes	49.49%	196
Unsure	11.11%	44
No	39.39%	156
Total		396

Q8 What best describes the parking problem? (Check all that apply)

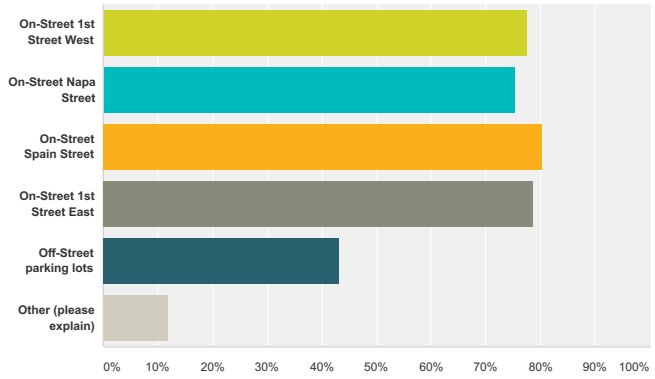
Answered: 184 Skipped: 288



Answer Choices	Responses	
Not enough spaces	63.04%	116
Can't park in spaces for long enough	17.39%	32
Not large enough spaces	10.87%	20
Available spaces are too far away from destination	25.54%	47
Insufficient customer parking due to employees using on-street spaces for long-term parking	27.17%	50
All of the above	20.11%	37

Q9 What location(s) have a parking problem? (Check all that apply)

Answered: 178 Skipped: 294

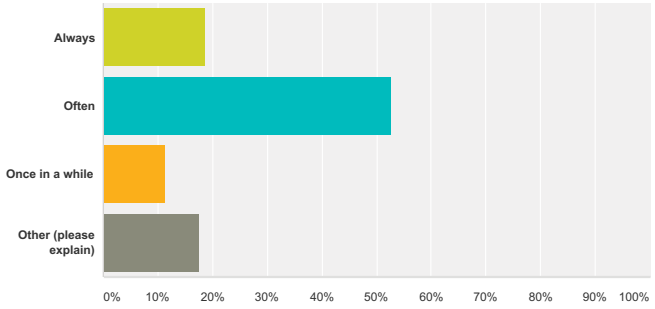


Answer Choices	Responses	
On-Street 1st Street West	**77.53%**	138
On-Street Napa Street	**75.28%**	134
On-Street Spain Street	**80.34%**	143
On-Street 1st Street East	**78.65%**	140
Off-Street parking lots	**43.26%**	77
Other (please explain)	**11.80%**	21
Total Respondents: 178		

Downtown Sonoma Parking Survey

Q10 How often is there a parking problem?

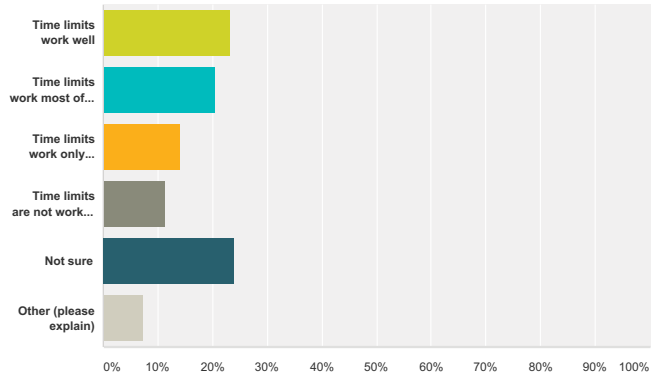
Answered: 188 Skipped: 284



Answer Choices	Responses	
Always	**18.62%**	35
Often	**52.66%**	99
Once in a while	**11.17%**	21
Other (please explain)	**17.55%**	33
Total		**188**

Q11 How well are the current time limits working in the downtown core (in other words, do the time limits help alleviate parking congestion)?

Answered: 372 Skipped: 100

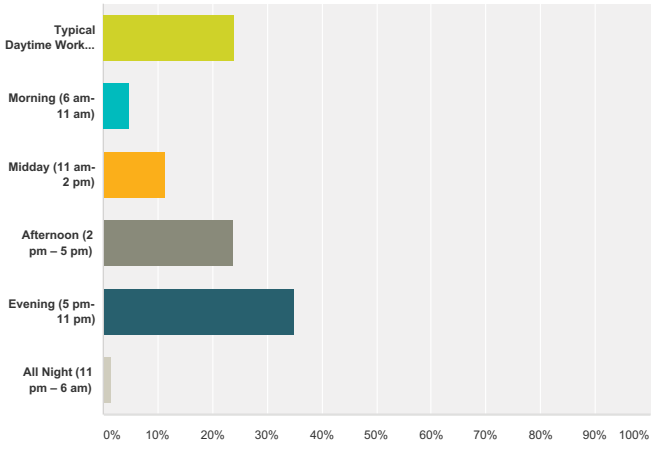


Answer Choices	Responses	
Time limits work well	23.12%	86
Time limits work most of the time	20.43%	76
Time limits work only sometimes	13.98%	52
Time limits are not working well	11.29%	42
Not sure	23.92%	89
Other (please explain)	7.26%	27

Downtown Sonoma Parking Survey

Q12 I most often park on-street in Downtown Sonoma during the

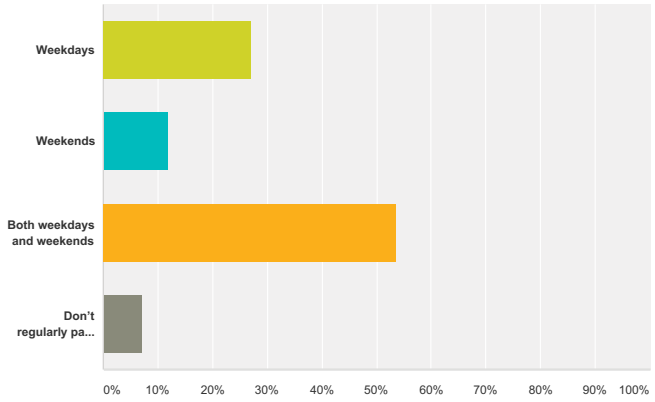
Answered: 367 Skipped: 105



Answer Choices	Responses	
Typical Daytime Work Hours (8 am – 6 pm)	23.98%	88
Morning (6 am- 11 am)	4.90%	18
Midday (11 am- 2 pm)	11.17%	41
Afternoon (2 pm – 5 pm)	23.71%	87
Evening (5 pm- 11 pm)	34.88%	128
All Night (11 pm – 6 am)	1.36%	5

Q13 The days I most often park in Downtown Sonoma are

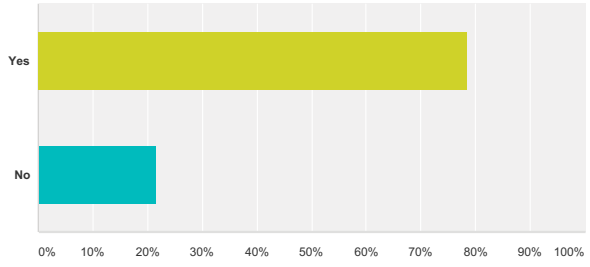
Answered: 375 Skipped: 97



Answer Choices	Responses	
Weekdays	**27.20%**	102
Weekends	**12.00%**	45
Both weekdays and weekends	**53.60%**	201
Don't regularly park in the plaza area	**7.20%**	27
Total		**375**

Q14 Do you feel there is enough disabled access and parking?

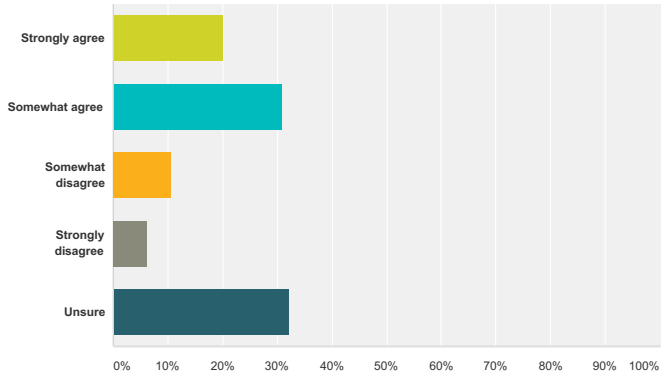
Answered: 341 Skipped: 131



Answer Choices	Responses	
Yes	**78.59%**	268
No	**21.41%**	73
Total		**341**

Q15 In general, do you feel that the parking restrictions in Sonoma are enforced fairly and consistently?

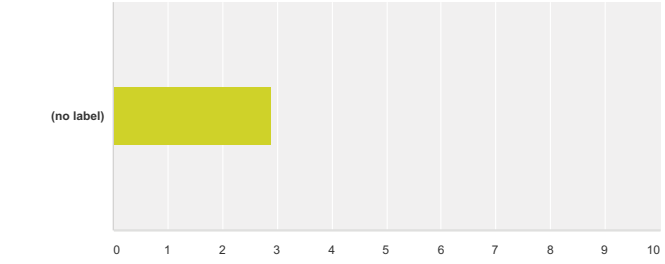
Answered: 369 Skipped: 103



Answer Choices	Responses	
Strongly agree	**20.05%**	74
Somewhat agree	**30.89%**	114
Somewhat disagree	**10.57%**	39
Strongly disagree	**6.23%**	23
Unsure	**32.25%**	119
Total		**369**

Q16 Would you support having parking meters installed, with any money raised used to fund parking-related improvements (or establishment of a parking benefit district in which funds may be used on amenities such as lighting, benches, street furniture, landscaping, etc.)? Please answer on a scale of 1 to 10, with 1 being strongly oppose and 10 being strongly support.

Answered: 370 Skipped: 102

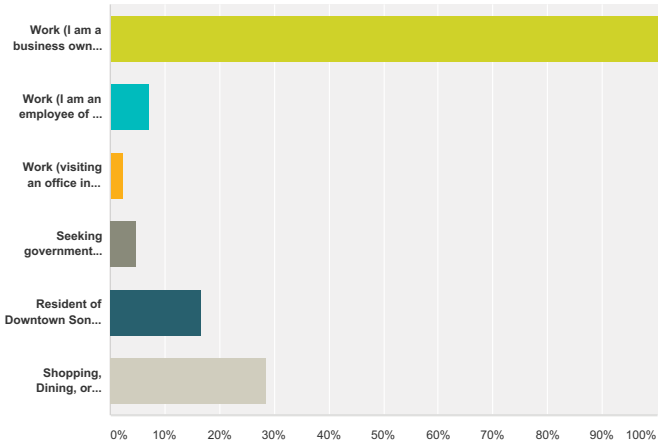


	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	**63.24%** 234	**2.97%** 11	**5.95%** 22	**2.43%** 9	**5.95%** 22	**2.70%** 10	**3.78%** 14	**4.32%** 16	**1.08%** 4	**7.57%** 28	370	2.89

Survey Responses from Business Owners

Q1 What usually brings you to Downtown Sonoma? (Select all that apply)

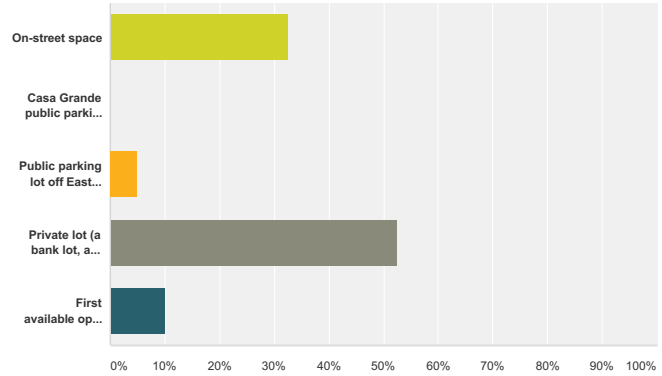
Answered: 42 Skipped: 0



Answer Choices	Responses	
Work (I am a business owner in Downtown)	100.00%	42
Work (I am an employee of a Downtown business)	7.14%	3
Work (visiting an office in Downtown)	2.38%	1
Seeking government services	4.76%	2
Resident of Downtown Sonoma vicinity	16.67%	7
Shopping, Dining, or Visiting	28.57%	12

Q2 Where do you usually park?

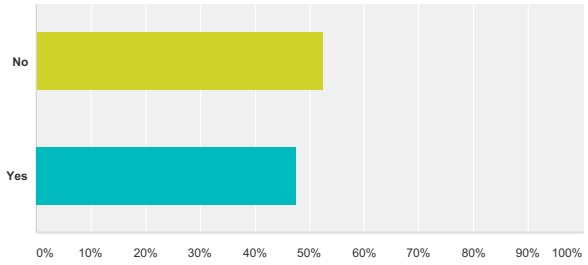
Answered: 40 Skipped: 2



Answer Choices	Responses	
On-street space	32.50%	13
Casa Grande public parking lot (the large lot north of Plaza, off of 1st Street East)	0.00%	0
Public parking lot off East Napa Street	5.00%	2
Private lot (a bank lot, a shopping center lot, private parking assigned to your business or residence, etc.)	52.50%	21
First available open space	10.00%	4
Total		40

Q3 Do you have trouble finding convenient parking?

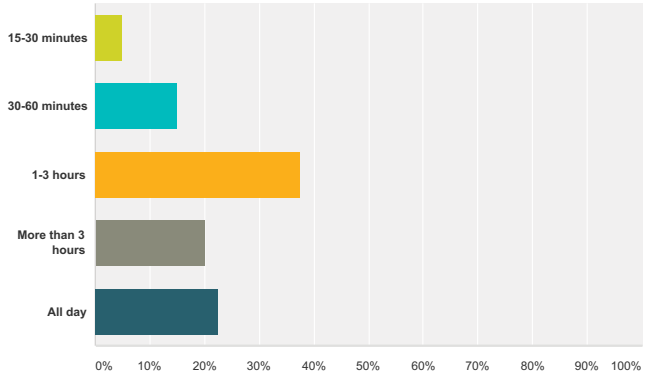
Answered: 40 Skipped: 2



Answer Choices	Responses	
No	52.50%	21
Yes	47.50%	19
Total		40

Q4 If there were no time limits for on-street parking, how long would you likely stay parked Downtown?

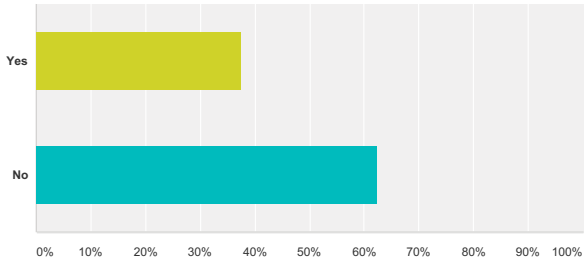
Answered: 40 Skipped: 2



Answer Choices	Responses	
15-30 minutes	5.00%	2
30-60 minutes	15.00%	6
1-3 hours	37.50%	15
More than 3 hours	20.00%	8
All day	22.50%	9
Total		40

Q5 Do you ever typically move your car from one timed space to another to be able to park for longer than the 3-hour limit?

Answered: 40 Skipped: 2

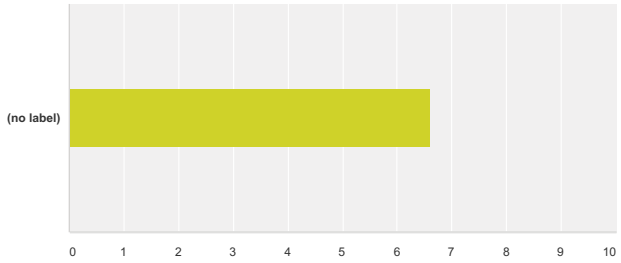


Answer Choices	Responses	
Yes	37.50%	15
No	62.50%	25
Total		40

Downtown Sonoma Parking Survey Business Owners

Q6 How would you rate current parking congestion on a scale of 1 to 10, with 1 being not congested to 10 being highly congested?

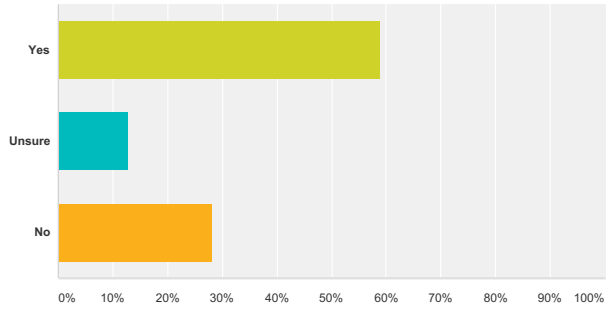
Answered: 41 Skipped: 1



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	0.00% 0	2.44% 1	4.88% 2	4.88% 2	29.27% 12	4.88% 2	17.07% 7	17.07% 7	7.32% 3	12.20% 5	41	6.59

Q7 Do you think there is a problem with parking near the Sonoma Plaza?

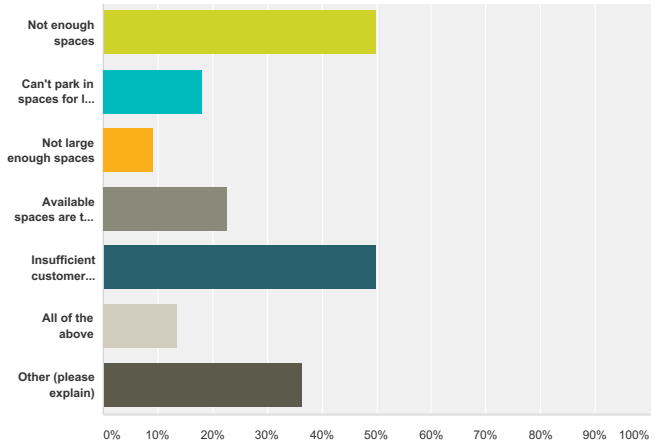
Answered: 39 Skipped: 3



Answer Choices	Responses	
Yes	58.97%	23
Unsure	12.82%	5
No	28.21%	11
Total		39

Q8 What best describes the parking problem? (Check all that apply)

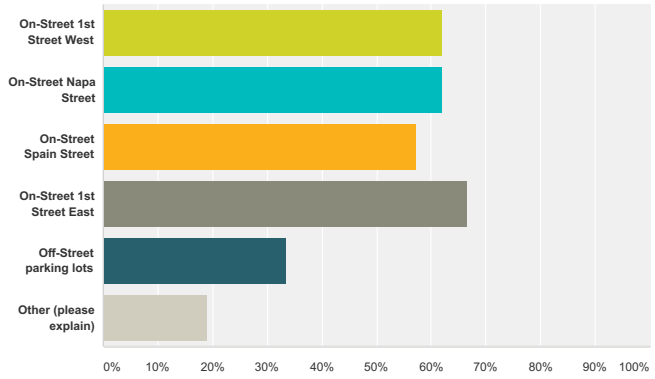
Answered: 22 Skipped: 20



Answer Choices	Responses	
Not enough spaces	50.00%	11
Can't park in spaces for long enough	18.18%	4
Not large enough spaces	9.09%	2
Available spaces are too far away from destination	22.73%	5
Insufficient customer parking due to employees using on-street spaces for long-term parking	50.00%	11
All of the above	13.64%	3

Q9 What location(s) have a parking problem? (Check all that apply)

Answered: 21 Skipped: 21

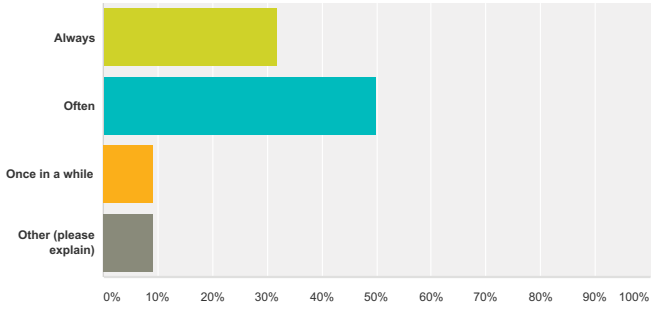


Answer Choices	Responses	
On-Street 1st Street West	61.90%	13
On-Street Napa Street	61.90%	13
On-Street Spain Street	57.14%	12
On-Street 1st Street East	66.67%	14
Off-Street parking lots	33.33%	7
Other (please explain)	19.05%	4
Total Respondents: 21		

Downtown Sonoma Parking Survey Business Owners

Q10 How often is there a parking problem?

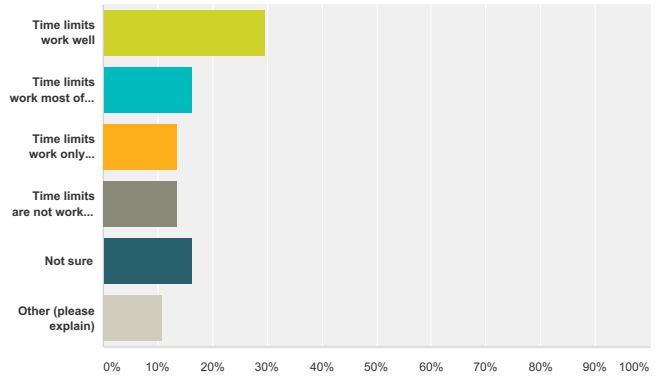
Answered: 22 Skipped: 20



Answer Choices	Responses	
Always	31.82%	7
Often	50.00%	11
Once in a while	9.09%	2
Other (please explain)	9.09%	2
Total		22

Q11 How well are the current time limits working in the downtown core (in other words, do the time limits help alleviate parking congestion)?

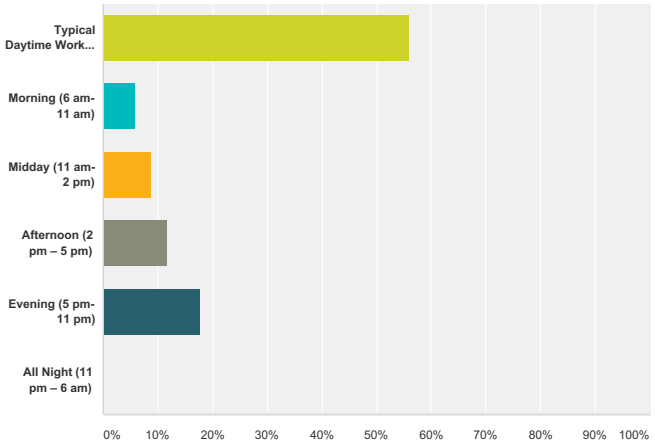
Answered: 37 Skipped: 5



Answer Choices	Responses	
Time limits work well	29.73%	11
Time limits work most of the time	16.22%	6
Time limits work only sometimes	13.51%	5
Time limits are not working well	13.51%	5
Not sure	16.22%	6
Other (please explain)	10.81%	4

Q12 I most often park on-street in Downtown Sonoma during the

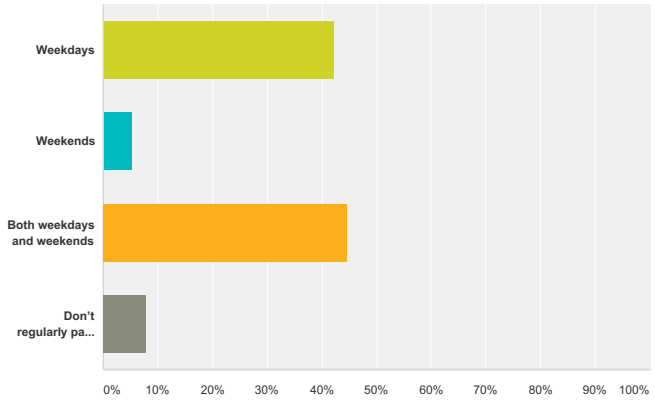
Answered: 34 Skipped: 8



Answer Choices	Responses	
Typical Daytime Work Hours (8 am – 6 pm)	55.88%	19
Morning (6 am- 11 am)	5.88%	2
Midday (11 am- 2 pm)	8.82%	3
Afternoon (2 pm – 5 pm)	11.76%	4
Evening (5 pm- 11 pm)	17.65%	6
All Night (11 pm – 6 am)	0.00%	0

Q13 The days I most often park in Downtown Sonoma are

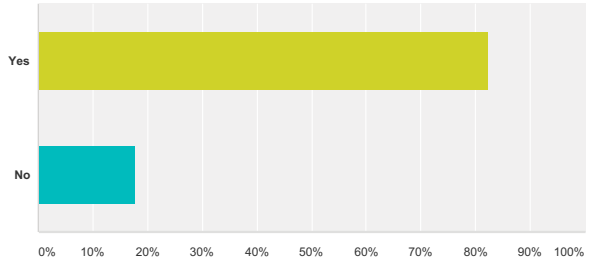
Answered: 38 Skipped: 4



Answer Choices	Responses	
Weekdays	42.11%	16
Weekends	5.26%	2
Both weekdays and weekends	44.74%	17
Don't regularly park in the plaza area	7.89%	3
Total		38

Q14 Do you feel there is enough disabled access and parking?

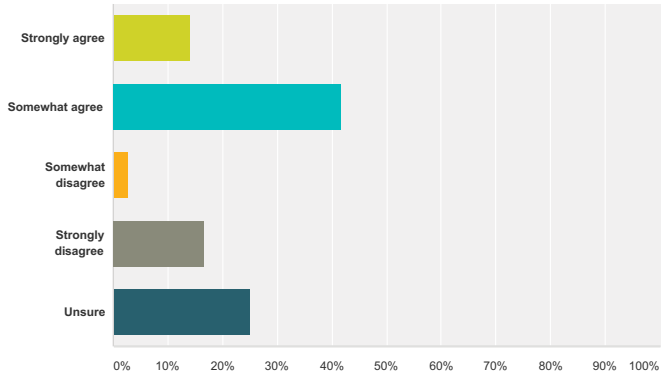
Answered: 34 Skipped: 8



Answer Choices	Responses	
Yes	82.35%	28
No	17.65%	6
Total		34

Q15 In general, do you feel that the parking restrictions in Sonoma are enforced fairly and consistently?

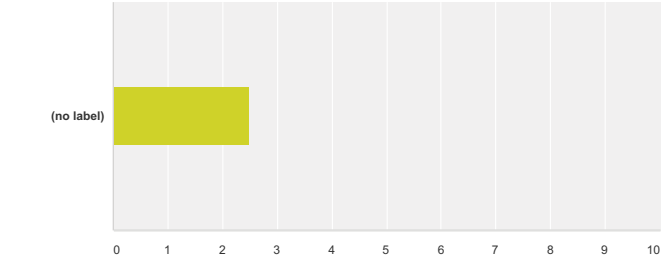
Answered: 36 Skipped: 6



Answer Choices	Responses	
Strongly agree	13.89%	5
Somewhat agree	41.67%	15
Somewhat disagree	2.78%	1
Strongly disagree	16.67%	6
Unsure	25.00%	9
Total		36

Q16 Would you support having parking meters installed, with any money raised used to fund parking-related improvements (or establishment of a parking benefit district in which funds may be used on amenities such as lighting, benches, street furniture, landscaping, etc.)? Please answer on a scale of 1 to 10, with 1 being strongly oppose and 10 being strongly support.

Answered: 39 Skipped: 3



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	69.23% 27	2.56% 1	2.56% 1	2.56% 1	7.69% 3	2.56% 1	5.13% 2	2.56% 1	5.13% 2	0.00% 0	39	2.49

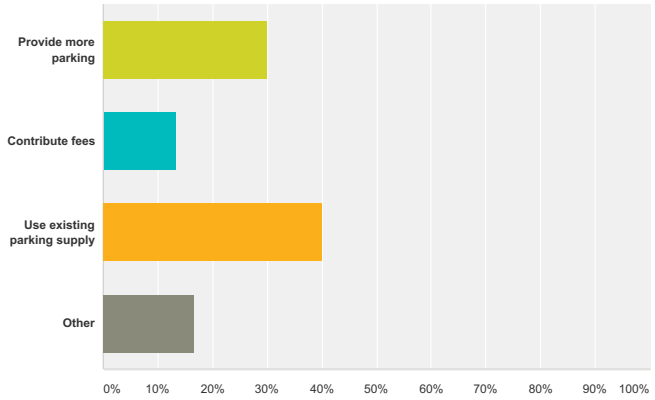
Q17 Where do you and your employees normally park?

Answered: 31 Skipped: 11

Answer Choices	Responses	
On-street (which block?)	45.16%	14
Public Parking Lot (which lot)	19.35%	6
Private Parking Lot (which lot)	74.19%	23
Other (please identify where)	0.00%	0

Q18 Should new businesses be required to provide more parking, contribute to a parking fund (in lieu fees), or just be able to use the current parking resources?

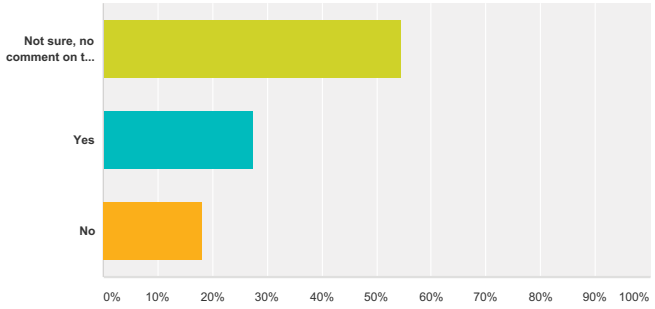
Answered: 30 Skipped: 12



Answer Choices	Responses	
Provide more parking	30.00%	9
Contribute fees	13.33%	4
Use existing parking supply	40.00%	12
Other	16.67%	5
Total		30

Q19 Are current parking regulations for new businesses appropriate? (parking requirements vary but are generally one space per 300 square feet of retail sales area, one space per 300 square feet of office, and one space per 4 restaurant seats, with some exceptions granted for buildings facing the Plaza)

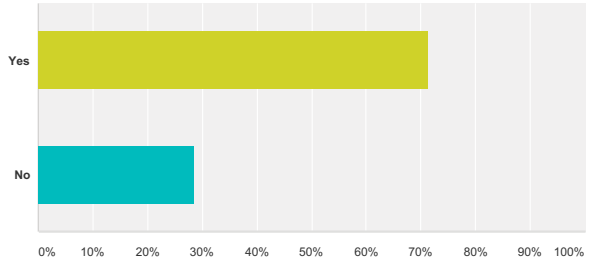
Answered: 33 Skipped: 9



Answer Choices	Responses	
Not sure, no comment on this issue	54.55%	18
Yes	27.27%	9
No	18.18%	6
Total		33

Q20 Do you feel your customers are able to park within an acceptable distance away from your business?

Answered: 35 Skipped: 7



Answer Choices	Responses	
Yes	71.43%	25
No	28.57%	10
Total		35

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Appendix B

Sample ALPR Policy

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Automated License Plate Recognition Policy

The San Francisco Municipal Transportation Agency (SFMTA) provides transportation and parking services for residents and visitors to the City of San Francisco. SFMTA uses Automated License Plate Recognition (ALPR) to support this mission.

What Is ALPR?

ALPR is a camera system that takes a picture of a license plate and uses a computer algorithm to convert the image of the license plate, and the characters it contains, into computer-readable data (ALPR data).

Purpose

SFMTA collects ALPR data for the purposes of managing SFMTA parking facilities and calculating parking fees, issuing citations for violations of parking laws and regulations, and collecting citation fines.

Authorized Users

Parking enforcement officers, SFMTA staff and contractors involved in issuing citations and collecting parking citation fines, and parking facility operators are authorized to access ALPR data.

Training

SFMTA conducts annual training of staff on the proper handling of personal information which includes ALPR data. The training addresses appropriate handling and transmission procedures, as well as consequences of a ALPR data security breach. SFMTA contractors and parking facility operators are required to provide similar training to their employees who access ALPR data.

Information Security

SFMTA utilizes physical access controls, computer application permission controls, and other technological, administrative, procedural, operational, and personnel security measures to record who has accessed ALPR data, the time and date of access, and reason for access, and to protect ALPR data from unauthorized access, destruction, use, modification or disclosure.

Official Custodian

The SFMTA's Director of Security, Investigation and Enforcement is the Official Custodian of the SFMTA collected ALPR data and responsible for implementing this policy.

Audit

An ALPR Data Custodian performs a yearly audit to verify that all persons who access ALPR data are authorized to do so and that they have been properly trained. The Data Custodian reviews ALPR data requests and verifies they were properly approved. The Data Custodian also verifies that the SFMTA's data retention policy has been properly enforced.

Information Sharing

SFMTA only shares ALPR data with employees and contractors who responsible for processing citations and handling parking payments. SFMTA does not sell ALPR data to anyone, nor is it disclosed to the public. SFMTA will provide ALPR data to law enforcement if requested as part of a criminal investigation or if subpoenaed by a court or other public agency that has the legal authority to require the release of ALPR data.

Accuracy

Employees visually verify license plate data when a citation is issued or if there is a mismatch when a car leaves a parking facility.

Data Retention

ALPR data is stored based on the following schedule:

- License Plates collected, but not cited: Not retained
- License Plates for issued parking citations: 5 years
- License Plates for parking in a parking garage: 60 days