



On-Street Paid Parking Program Implementation Plan (DRAFT)

Executive Summary

The purpose of this report is to present Kimley-Horn's professional recommendations regarding the implementation of on-street paid parking in San Marcos.

The report provides a detailed summary of data collection and analysis efforts and incorporates this data analysis into a rigorous evaluation of the potential for on-street paid parking in downtown San Marcos.

Our primary recommendation is to move forward with the phased implementation of on-street paid parking within the proposed parking benefit districts based on four primary factors:

1. Parking utilization and violation rate data collected using the License Plate Recognition system in 2018;
2. Industry standard paid parking assessment criteria, which is described in greater detail in Section IV of this report;
3. Support of multiple stakeholder groups, as represented by the support expressed for the Parking Management Framework Plan by the Downtown Association of San Marcos; and
4. City's expressed desire to promote transportation demand management strategies and promote parking management as an economic development strategy.

The recommended on-street paid parking program will improve on-street parking turnover for the benefit of the downtown businesses, will reduce or reallocate student parking in the downtown area, and will generate revenue to support an active parking management function within City government and advance additional transportation demand management initiatives.

On-Street Paid Parking Recommendations

- Implement on-street paid parking in the area between the Texas State University campus and San Antonio Street.
- On-street paid parking hours Monday - Friday, from 9:00 am to 6:00 pm.
- Retain existing two-hour time limit in the paid parking area.
- Establish an initial rate of \$1.00 per hour.
- Grant administrative flexibility, with oversight from Parking Advisory Board, to set paid hours, time limits, and rates.
- Establish a rate range of \$1.00 minimum up to \$3.00 maximum.
- Conduct on-going utilization studies of high demand parking areas.



- Use the On-Street Paid Parking Assessment criteria to determine future paid parking expansion.
- Create defined parking “zones” within the paid parking area to facilitate pay-by-cell phone applications.
- Amend the existing Residential Parking Permit program policies and procedures to reflect and integrate the new LPR system.
- Create on-street permits in lower demand areas, where the City can lease for monthly permits.
- Designate 10-hour zones to accommodate employee parking in the short-term until additional off-street parking resources are developed.

The Implementation Plan envisions continued monitoring of on-street parking occupancy, turnover, and enforcement data, and future expansion of the paid parking area per the On-Street Paid Parking Assessment Criteria used to determine the Phase I paid parking area.

Technology Recommendations

- Invest in a multi-space parking meter system that supports “pay-by-license plate” methodology.
- Invest in Pay-by Cell mobile parking application.

Initial Revenue & Capital Cost Estimates indicate an approximately one-year payback period for the City’s initial investment in parking technology. That is to say, the cost of purchase and installation of parking technology should be roughly equal to the amount of parking revenue generated in the first year of operation.

Parking Benefit Districts Recommendations

- Establish Parking Benefit Districts, a “Downtown Benefit District” and a “River Benefit District,” to encourage support for on-street paid parking by dedicating a percentage of net meter revenue back to the areas it was generated.
- 30% / 70% revenue split with 30% dedicated to the Parking Benefit Districts.
- Council appointed Parking Advisory Board oversees distribution of funds.
- Specific terms and conditions for the use of these funds, and who controls their disbursement, should be established by Ordinance.
- Common Parking Benefit District expenditures include sidewalk/walkability improvements, district beautification, and transportation or parking investments.