



November 21, 2016

Mr. Kevin J. Burke, AICP
Economic Development & Downtown Administrator
City of San Marcos, TX
630 E. Hopkins
San Marcos, TX 78666

RE: Technical Memorandum/Project Update

Dear Mr. Burke,

The following is combination project update and technical memorandum related to our active parking management consulting assignment. This memorandum contains several Near-Term Recommendations for staff and City Council review and consideration.

Near-Term Action Items

Based on input received from City staff and community stakeholders, the project team is recommending several action items as project near-term deliverables. These program recommendations include the following action items:

Recommendation # 1: Enhance and Expand the Parking Enforcement Program

It is recommended that the City of San Marcos immediately pursue implementation of an enhanced and expanded parking enforcement program using license plate recognition technology.

This recommendation reflects feedback from downtown stakeholders and Council Members requesting enhanced and expanded parking enforcement while continuing to advance plans for on-street paid parking.

Accompanying this recommendation is a Technical Memorandum with guidance on the procurement of Mobile License Plate Recognition technology.

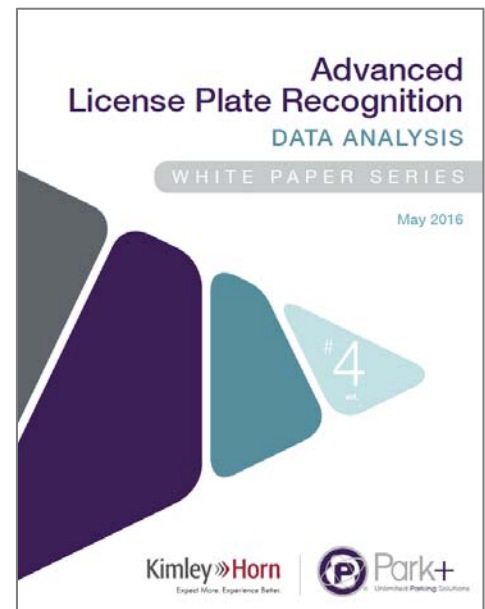




This document addresses common issues faced by municipalities when considering this technology. It also outlines the major system components, common issues and misconceptions and other considerations such as:

- Tracking LPR Capture Rates
- The ability of perform/track manual corrections
- Capturing GPS coordinates
- System analytics including:
 - Turnover rate
 - Scofflaw history
 - Behavior analytics by user groups
 - Employees
 - Students
 - Car parked multiple times within same parking space
- Tracking payments, appeals, error rates, who received permits, etc.
- Integration with parking meters
- Integration with mobile payment providers such as Pay-by-Phone, ParkMobile, etc.
- Integration with other city departments to share data as well as improve payment of citations
- Calculation of occupancy data coincident with enforcement process.

We are also providing a supplemental whitepaper that discusses our experience utilizing Mobile LPR systems as a parking occupancy data collection tool.



Recommendation # 2: Uniform 2-Hour Parking Time Limit Downtown

It is recommended that the City of San Marcos immediately implement changes to existing on-street time restrictions to adopt a uniform 2-hour parking time limit for the entire downtown area.

The application of this uniform time limit approach combined with the additional citation data that will be derived from the new LPR system will be considered “pilot programs” and will be reviewed and evaluated as parking management program implementation continues. This recommended approach is geared toward simplifying parking regulations for both parking patrons as well as making the implementation of the new mobile LPR system less complex.

Recommendation # 3: Pursue New Parking Supply Additions

As parking enforcement program enhancements are made and planning for paid on-street parking continues, a likely result will be displacement of employees and students from on-street spaces. Providing as many on-street parking spaces as possible will be an ongoing need. City staff will identify underutilized on-street areas and potentially underutilized off-street areas that could add to the overall parking supply at minimal expense. Approximately 20 - 30 new parking spaces, in locations to be determined by staff, are anticipated.

Recommendation # 4: Begin Development of an Employee Parking Program

In anticipation of the impact of a potential on-street paid parking program, it is recommended that the City begin developing an “employee parking program” and other basic Transportation Demand Management (TDM) strategies.

The concept of an “Employee Parking Program” is a collection of strategies focused on providing long-term parking for employees. This could take the form of:

- Conversion of peripheral on-street spaces (with low demand) to employee permit parking
- Special discounted parking for employees at Texas State University garages
- Creation of smaller, City-owned surface parking lots for employee parking
- Possible lower cost remote parking areas (potentially supplemented by shuttle programs)
- Stacked parking options (that may require some form of valet assist) to “shoe-horn” more parking in to surface lots or garages

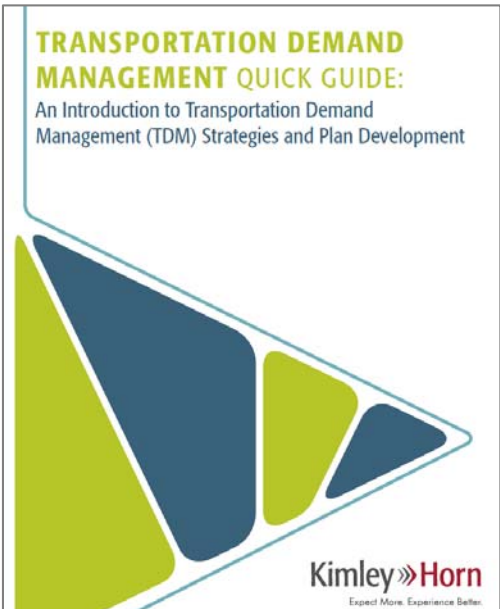
In addition, the City should begin exploring a range of basic Transportation Demand Management (TDM) strategies to better manage the parking demand side of the parking supply/demand equation. Transportation Demand Management (also referred to as traffic demand management or travel demand management) is the application of strategies and policies to reduce travel demand (specifically that of single-occupancy private vehicles), or to redistribute this demand in space or in time.

In transportation and parking, as in any network, managing demand can be a cost-effective alternative to increasing capacity. A demand management approach to transport also has the potential to deliver better environmental outcomes, improved public health, stronger communities, and more prosperous and livable cities. TDM techniques link with and support community movements for sustainable transportation.



Although other non-motorized modes play a role – such as bicycling and walking – larger impacts are gained through the use of alternate motorized modes. Other strategies may also be employed such as work schedule adjustments, telework options and land use or space allocation analyses. Policy related alternatives are another important area in the development of a comprehensive TDM program and will be explored in more detail at a later date. These policy related approaches would include tactics such as parking pricing, parking cash-out, transit subsidies, preferred parking for alternative transportation users, etc.

Kimley-Horn has recently created a document we call our “TDM Quick Guide” as a summary of potential TDM strategies. Another reference document is an article due to be published in next month’s Parking Professional magazine on the emerging topic of “Shared Mobility.” Project manager Dennis Burns recently attended a new conference on this topic and was asked by the International Parking Institute to write an article on his “takeaways” from the 2016 Shared Mobility Summit which occurred in Chicago in October of this year.



We are continuing to work on a variety of other scope elements for this project; however, this technical memorandum summarizes our near-term project recommendations.

Best regards,

A handwritten signature in blue ink that reads "D Burns".

Dennis Burns, CAPP
Project Manager
Kimley-Horn and Associates