



PUBLIC WORKS DEPARTMENT

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CITY COUNCIL STAFF REPORT

Meeting: July 7, 2020

Subject

Presentation on Civic Center Parking Analysis and Recommendations

Recommended Action

Provide input on the recommended actions to reduce parking demand and to increase and manage parking supply at the Civic Center.

Background

Patrons that visit either City Hall, Community Hall, or the Cupertino Library (collectively the Civic Center) frequently have difficulties finding vehicular parking. To study and address this issue, an analysis of Civic Center Parking and the implementation of potential improvements and programs of up to \$1 million was authorized by Council in June 2019.

Discussion

In August 2019, an agreement was executed with Pakpour Consulting Group, an engineering consulting firm, to complete a parking analysis. The purpose of the analysis is to:

- 1) Assess existing parking demands
- 2) Recommend solutions to increase parking supply
- 3) Evaluate and recommend methods to discourage parking vehicles at the Civic Center

The Civic Center Parking Analysis Report – June 2020 completed by Kimley-Horn, a subconsultant to Pakpour Consulting Group, (Attachment A) is attached.

The existing parking deficiency during the peak hours of Civic Center use, prior to the Shelter-In-Place Order, is estimated at 25 spaces. This deficiency results in a variety of issues, including excess wait times for drivers to find a parking stall.

The existing parking supply consists of a shared surface parking lot, along with adjacent on-street parking on Pacifica Drive, Torre Avenue, and Rodrigues Avenue. The existing shared surface parking lot provides 226 parking spaces and surrounding on-street parking provides 96 parking spaces, for a total of 322 parking spaces. Of these parking spaces, 104 have parking permit restrictions for City and Library employees. The table below indicates the current availability of parking:

| Location | Number of 4-hr parking stalls | Number of 2-hr parking stalls | Number of City staff parking stalls | Number of Library staff parking stalls |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------------|--|
| City & Community Hall Parking | 35 | - | 41 | - |
| Library Parking | 108, 4 (EV) | - | - | 24 |
| Rodriguez Avenue | 2 (EV) | - | 17 | - |
| Torre Avenue | 29 | 26 | 10 | - |
| Pacifica Avenue | - | - | 12 | |
| EV: Electric Vehicle | | | | |

A map indicating the location of parking areas at the Civic Center is included as Attachment B.

Funded Capital Improvement Projects Impacting Civic Center Parking

The City has approved the Regnart Creek Trail project and has begun construction on the McClellan Separated Bikeway which, in addition to providing recreational and transportation benefits, are projected to reduce Civic Center parking demands by 10 spaces when completed.

The proposed Library Expansion project may increase parking demand by up to 200 additional vehicles. While impacts on parking are not considered to be an environmental impact for purposes of CEQA, secondary environmental impacts (such as air quality, greenhouse gas, and noise impacts), if any, due to increased

parking demand will be analyzed prior to approval of the Library Expansion project.

Recommendations to Reduce Demand for Parking at the Civic Center

The recommended actions to reduce demand for parking are divided into the following three categories and are described in the three tables below:

1. Parking Supply Increase Improvements
2. Parking Demand Decrease Strategies
3. Parking Management Measures

Parking supply increase improvements have an initial cost to implement, and annual maintenance costs thereafter. Parking demand decrease and parking management measures do not involve physical improvements but have annual program costs.

For the actions recommended, an estimated one-time cost or annual cost has been provided. Tables showing the costs for each of the three categories of action are provided below and are summarized with two-year costs. A two-year time period was chosen because parking demands could change with the potential renovation/rebuilding or relocation of City Hall.

The recommended actions to reduce the demand for parking stalls, estimated costs per stall and the annual costs are detailed in the tables below.

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| Parking Supply Increase Improvements | | | |
|--|--|--|-----------------------------|
| Recommended Action | Equivalent increase in parking stalls | Estimated one-time cost per parking stall | Estimated total cost |
| Convert one Rodrigues Avenue parking space into motorcycle parking | 4 | \$50 | \$200 (one-time) |
| Move pick-up/drop-off and 4-minute book return stalls to Torre Ave | 13 | \$385 | \$5,000 (one-time) |
| Subtotal Equivalent Increase in Stall Availability: | | | 17 |
| Subtotal Physical Improvement Cost (one-time expenditure): | | | \$5,200 |
| Subtotal Annual Costs to Implement (ongoing costs): | | | \$0 |

Note: Equivalent increase in parking stalls refers to an increase in parking availability due to the recommended action.

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| Parking Demand Decrease Strategies | | | |
|---|--|---|---|
| Recommended Action | Equivalent increase in parking stalls | Estimated Total or Annual Cost per parking stall | Estimated Total Cost of Improvement or Annual Operating cost |
| Provide option for eligible employees to telecommute | 15 | 0 | 0 |
| Continue the guaranteed ride home program (initiated August 2019 – Grant Funding has been received) | 29 | \$24/year | \$700 (annual) |
| Designate carpool spaces | 8 | \$100 | \$800 (one-time) |
| Add secure bicycle parking close to City Hall entrance | 2 | \$15,000 | \$15,000 (one-time) |
| Create Healthy Families program to encourage families to bike/walk to the Library | 20 | \$500/year | \$10,000 (annual) |
| Education on Transportation Demand Management (TDM) (See Note) | 6 | \$1,667/year | \$10,000 (annual) |
| Continue to provide commuter checks to employees to encourage biking, walking, carpooling and transit ridership | 17 | \$1,300/year | \$22,100 (annual) |

| Parking Demand Decrease Strategies (cont.) | | | |
|--|--|---|---|
| Recommended Action | Equivalent increase in parking stalls | Estimated Total or Annual Cost per parking stall | Estimated Total Cost of Improvement or Annual Operating cost |
| Provide a free shuttle/bus from local schools to the library after school | 36 | \$833/year | \$30,000 (annual) |
| Parking cash-out for employees (\$5/day) | 41 | \$1,300/year | \$53,300 (annual) |
| Restrict all 4-hour regular parking on-site and on-street to 2 hours or less (cost could be offset by citations) | 14 | \$5,357/year | \$75,000 (annual for half-time staffing to enforce restrictions) |
| Subtotal Equivalent Increase in Stall Availability: | | | 188 |
| Subtotal Physical Improvement Cost (one-time expenditure): | | | \$15,800 |
| Subtotal Annual Costs to Implement (ongoing costs): | | | \$201,100 |

Note: Actions that have on-going annual costs would need transportation demand management (TDM) education.

| Parking Management Measures | | | |
|--|--|---|---|
| Recommended Action | Equivalent increase in parking stalls | Estimated Cost per parking stall | Estimated Total Cost of Improvement or Annual Operating cost |
| Add valet parking for large events | 30 | \$1,600/year | \$48,000 (annual) |
| Subtotal Equivalent Increase in Stall Availability: | | | 30 |
| Subtotal Physical Improvement Cost (one-time expenditure): | | | \$0 |
| Subtotal Estimated Annual Costs to Implement (ongoing costs): | | | \$48,000 |

The total increase in stalls and costs are as follows:

- **Equivalent Increase in Stall Availability:** 235
- **Physical Improvement Cost (one-time expenditures):** \$21,000
- **Costs to Implement Improvements and Programs for Two Years:** \$498,200

A summary of the actions that were considered but not recommended is provided in Attachment C. A full list and details of all actions considered begins on page 35 of Attachment A.

The City conducted the following outreach efforts and utilized the information in the preparation of the Civic Center Parking Analysis report:

- In October 2019, a Library patron intercept survey was conducted to understand the travel patterns of the patrons. This survey had 60 participants.
- In March 2019, an employee survey was administered to gauge interest in a complimentary or low-cost City shuttle to reduce vehicle trips. This survey focused on demographic data and how a City shuttle might be used. This survey had 220 responses.
- In August 2019, a City employee survey was administered to better understand commuter travel patterns of the City employees. This survey focused on employee demographics, vehicle ownership, commute methods, and work schedules. This survey had 72 employee responses.
- In March 2020, a supplemental online survey was administered to City Hall and Library employees that focused on the willingness of employees to utilize alternative modes of transportation, with the goal to reduce parking demands of single occupancy vehicle commuters. This survey had 85 employee responses.

Detailed information regarding the survey questions and responses is provided in Attachment D.

Information gained from the surveys was utilized to provide recommendations to improve parking supply and to encourage other modes of travel that do not require automobile parking in and around the Civic Center.

Next Steps

Many of the recommendations that reduce parking demands can be implemented within months. More costly recommendations would be implemented incrementally as parking demand increases due to reopening of the Civic Center facilities after the COVID-19 Shelter-in-Place Orders are loosened or lifted.

Sustainability Impact

Reducing single-occupancy vehicle trips and increasing electric vehicle charging ports contribute to improved air quality and other Climate Action Plan measures. Emissions from vehicle traffic are the single largest source of emissions in Cupertino.

CEQA

Implementation of the recommended parking management policies and physical improvements are exempt from environmental review under the California Environmental Quality Act (CEQA) pursuant to the categorical exemption in CEQA Guidelines Section 15301 (minor alteration of Existing Facilities). In addition, the recommended parking management policies and physical improvements are subject to the exemption contained in CEQA Guidelines section 15061(b)(3) because it can be seen with certainty that there is no possibility that restriping and changing the signage on existing parking, improving circulation, providing additional lockers for bicycles, encouraging telecommuting, carpooling and use of a shuttle rather than single-occupancy vehicle trips, may have a significant effect on the environment. In addition, these measures should have the effect of reducing single-occupancy vehicle trips and use of gasoline-powered vehicles as described above.

Fiscal Impact

Approximately \$55,000 has been expended on the Civic Center Parking Analysis Report. The balance remaining for parking improvement actions is \$945,000. Depending on the input received, staff will proceed with implementation of the various recommended actions to improve parking at an estimated amount of \$519,200 over the next two years. Total expenditures will likely be less than the estimated amount and significantly lower than the current authorized budget amount of \$1 million.

Prepared by: Mellownie Salvador, Public Works Project Manager

Reviewed by: Roger Lee, Director of Public Works Department

Approved for Submission by: Dianne Thompson, Assistant City Manager

Attachments:

A - Civic Center Parking Analysis Report dated June 2020

- B - Existing Parking Map
- C - Parking Improvements Considered and Not Recommended
- D - Community and Employee Surveys