



Join the conversation

PARKING SOLUTIONS for a Livable San Fernando



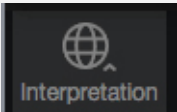
The City of San Fernando Citywide Parking Management Master Plan
Community Meeting – May 6, 2021 – 6:00 to 7:30 PM



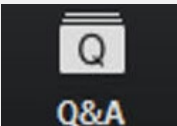
How to participate in the meeting



This meeting is being recorded and can be watched on demand at the City YouTube channel (<https://www.youtube.com/c/CityOfSanFernando/videos>) and the project web site (SFCity.org/SFParkingStudy)



Spanish interpretation is available by clicking on the interpretation icon at the bottom of the Zoom toolbar.



To submit a question, please use the Q&A function located at the bottom of your screen.

Participants who joined by phone, please text questions/comments at 818-810-7311

Agenda

- Welcome
- Meeting Purpose & Format
- Presentation
- Q&A

Goals of Input Today

- How to improve commercial parking
- How to improve residential parking
- What neighborhoods/areas have low parking availability?
- What solutions are best based on each area?

Consultant Team Members

KOA

Parking Data Analysis, Solutions

JR Parking Consultants

Parking Management and Pricing

Katherine Padilla & Associates

Business Group Outreach, Public Outreach

National Data & Surveying Services

Field Staffing, Data Collection/Processing



Objectives/Community Benefits

- Engage community members and stakeholders in problem-solving for parking solutions
- Support efforts to stimulate local economies and revitalize commercial districts
- Apply findings from San Fernando Corridors Specific Plan
- Position the City to capture the full benefits of potential transit-oriented development
- Focused and holistic parking solutions – considering community-wide and City-wide effects and benefits

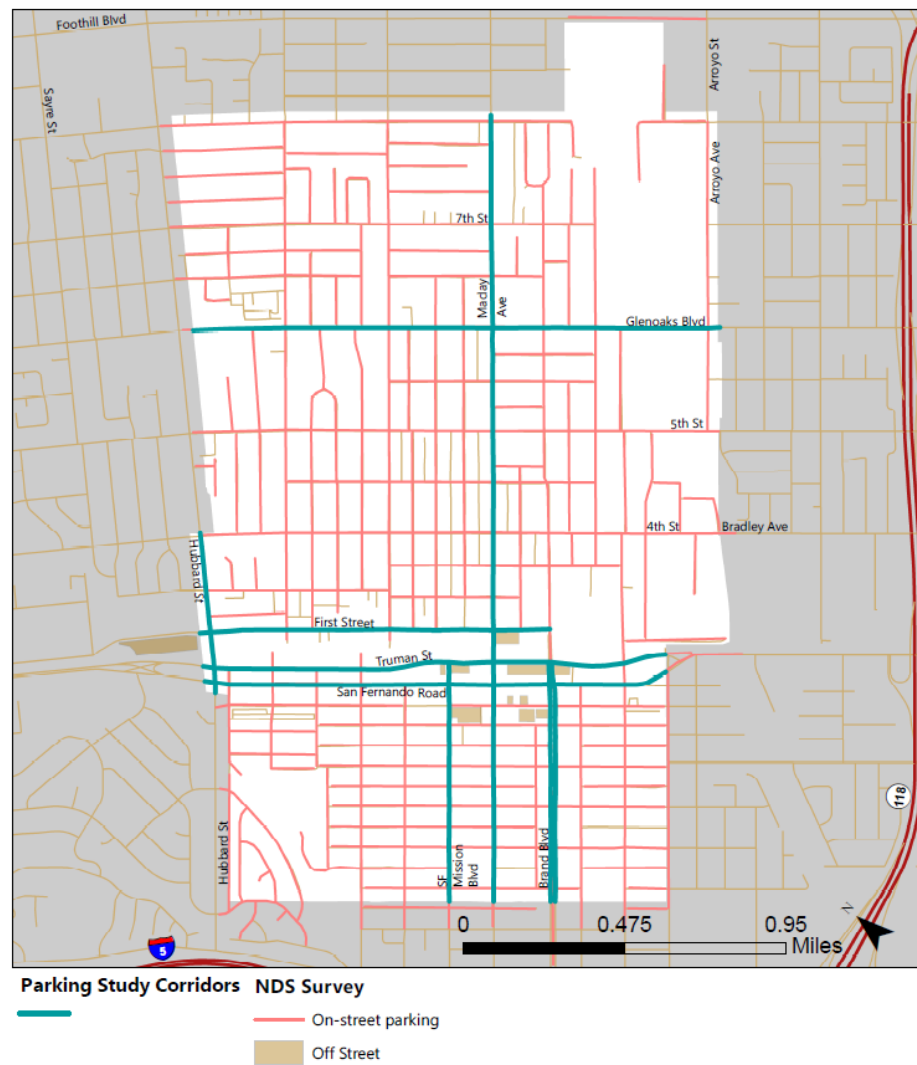




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Project Study Area

- All on-street parking areas within City
- Off-street parking lots in major corridors
- Data for two weekday periods – mid-day and evening
- Data for Saturday and Sunday mid-day periods
- General review of parking demand for on/off street areas



PMMP Tasks - Completed

- Inventory of all public parking supply
- All segments and public parking, off-street lots in major corridors surveyed across four time periods
- Outreach to community members
- Stakeholder meetings with residents and with business interests



**UTILIZATION AND
EVALUATION**



**MANAGEMENT AND
PRICING SOLUTIONS**

PMMP Tasks – Coming Up

- Further analysis of collected data – analyzing neighborhoods and City as whole
- Future land use effects, including second units and RHNA *
- Develop a 10-year projection of parking supply
- Develop standards for changes of use, new projects, by location and shared parking and mobility
- Trends, patterns, conglomerations analyzed
- Management and pricing recommendations
- PMMP document – Presentation to Transportation and Safety Commission and City Council

* A potential for 1,791 new units



**UTILIZATION AND
EVALUATION**



**MANAGEMENT AND
PRICING SOLUTIONS**

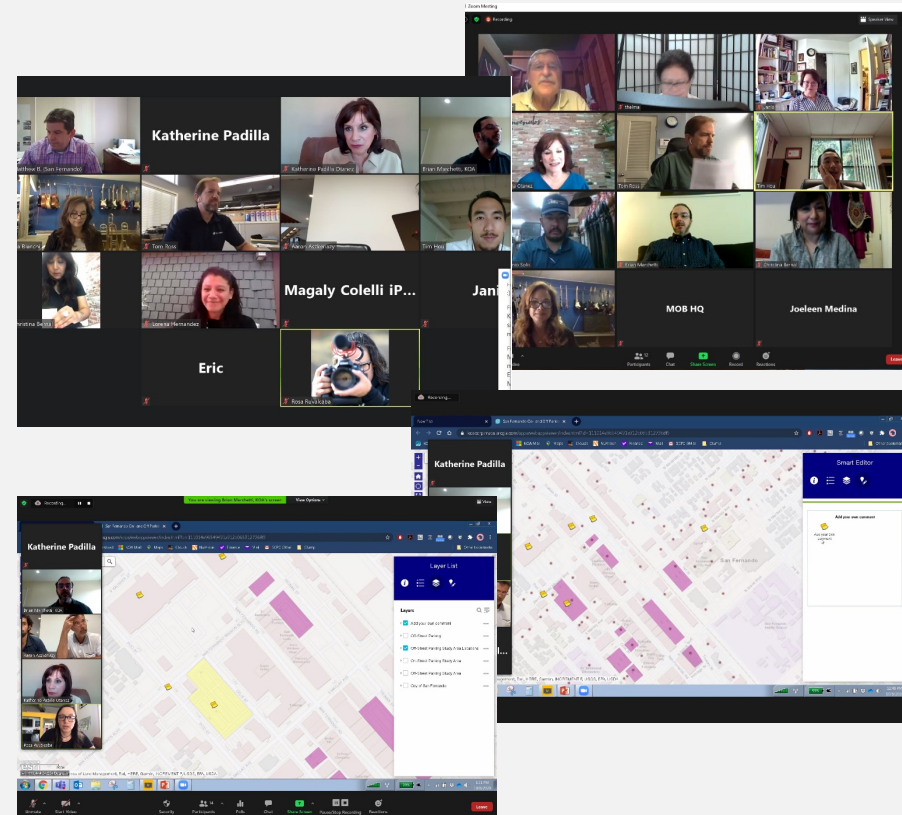
Community Outreach Engagement Activities

Seven Presentations to Commissions and Associations including:

- San Fernando Mall Association Board Meeting
- Parks, Wellness and Recreation Commission
- Planning and Preservation Commission Meeting
- Education Commission
- Business Neighborhood Watch
- Neighborhood Watch
- Transportation & Safety Commission

Stakeholder Interviews: October 2020 and April 2021

- Two rounds of virtual small group discussions to help define issues, concerns. One for members of the businesses community and one for residents.



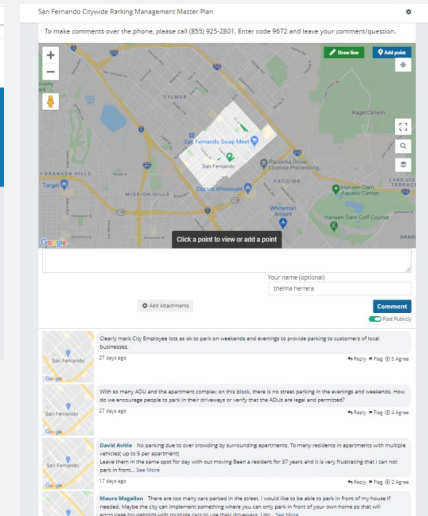
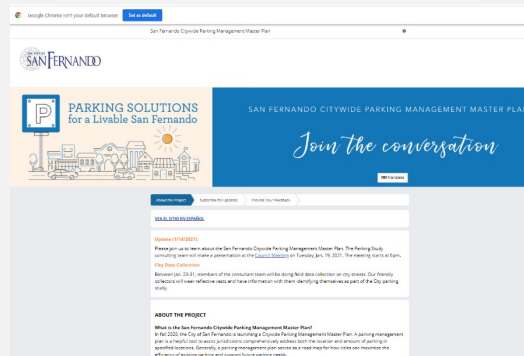
176 Comments have been received to date
from all presentations, focus groups, social
media campaign and website

Community Outreach Results

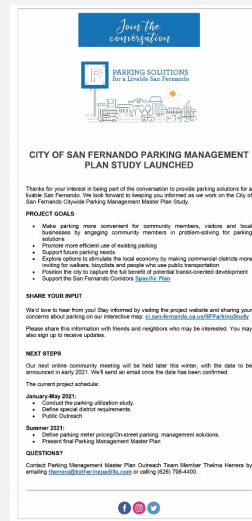
176 Comments Received

- Overcrowded residential parking – 24%
- More parking for businesses – 14%
- Parking time limits/permits – 12%
- Impacts on traffic due to lack of parking – 4%
- Safety and security – 5%
- Parking fees/costs – 3%
- Parking around parks – 3%

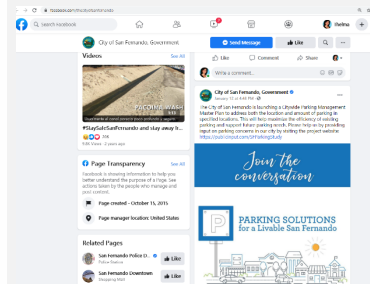
Project website awareness campaign in February 2021



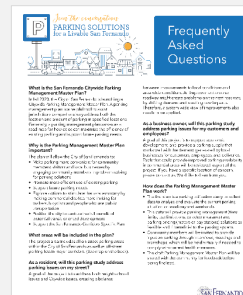
Citywide posters, flyers, eblast in English/Spanish



Social media campaign



FAQs





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Occupancy Surveys Results Weekday Afternoon 12:00 PM noon – 3:00 PM







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Occupancy Surveys Results

Saturday Afternoon

12:00 PM noon – 3:00 PM





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Occupancy Surveys Results

Sunday Morning

9:00 AM – 12:00 PM noon





On-Street and City Lot Parking (Factored)
Saturday 12:00 PM to 3:00 PM

- 0% - 25%
- 26% - 45%
- 46% - 65%
- 66% - 85%
- 86% - 100%

Weekday Parking Turnover
Saturday

- 0 - 2 Hours
- 2 - 4 Hours

0 0.25 0.5 Miles

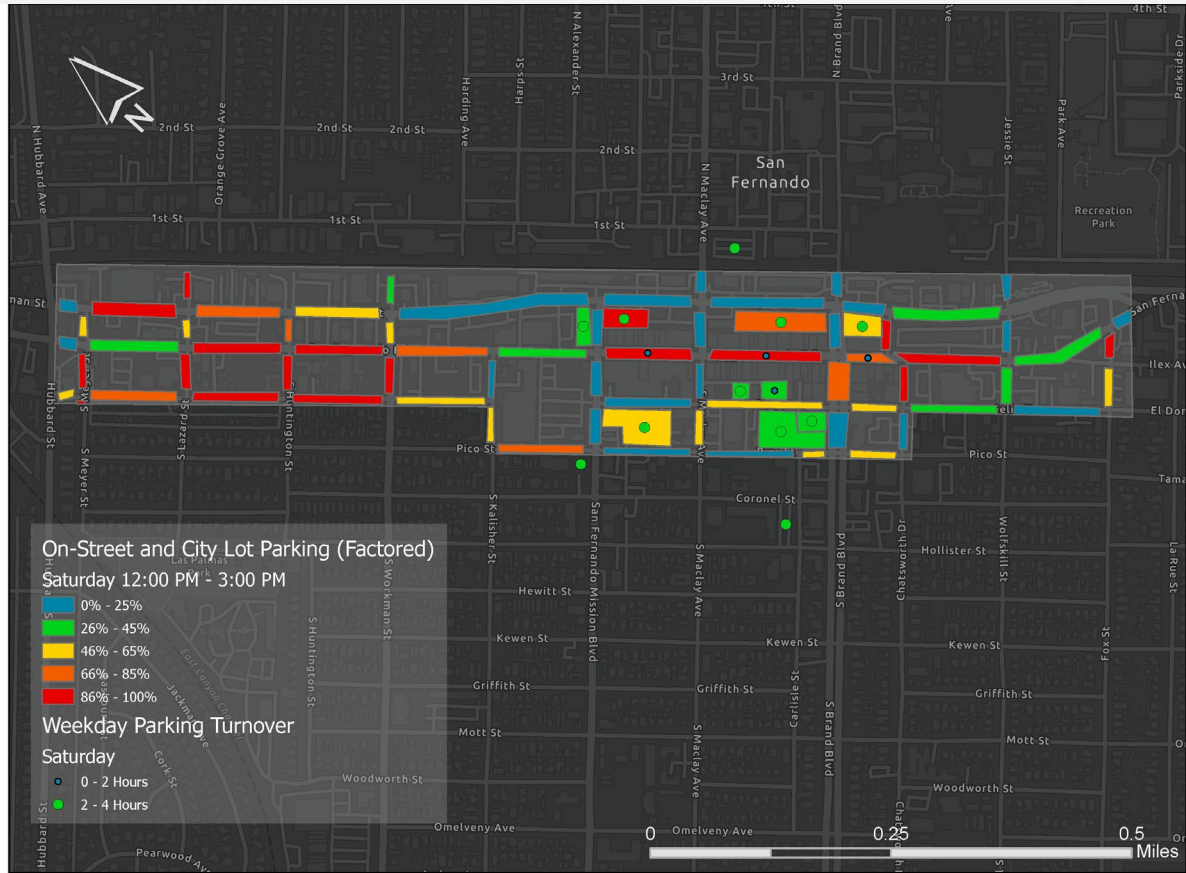


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Downtown Occupancy Surveys Results Weekday Evening 5:00 PM – 9:00 PM



Downtown Occupancy Surveys Results Saturday Afternoon 12:00 PM noon – 3:00 PM



Issues and Strategies

- Residential permit districts
- On-street management tools
- Public parking lot tools
- Managing demand through time limits or parking pricing
- Private parking management

Project contact

Thelma Herrera, Outreach Project Manager



therrera@katherinepadilla.com

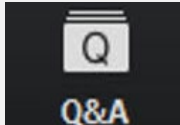


SFCity.org/SFParkingStudy



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Q&A



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Project Next Steps

- Further Analysis of Data
- Definition of Districts and Neighborhoods
- Review of Potential Tools and Solutions
- Development of Recommendations
- Draft and Final PMMP Reports
- Final Public Meetings in Fall 2021

Project contact

Thelma Herrera, Outreach Project Manager

 therrera@katherinepadilla.com

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