

City of San Fernando Parking Management Master Plan (PMMP)

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Prepared For:
City of San Fernando

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1. INTRODUCTION AND SUMMARY

Project Goals

The PMMP will provide the City with a toolbox of best practices to enhance the management of City parking resources in support of the City's 2022 – 2027 Strategic Goals. Enhanced parking management policies and practices will support the following Strategic Goals:

- *Focus on Community First* by providing a high standard for service and increased quality of life for San Fernando residents.
- *Support Economic Recovery: Stronger than Ever* by providing a better parking experience for customers visiting, shopping, and playing in San Fernando.
- *Preserve Beautiful Homes and Neighborhoods* by creating a system to more efficiently utilize neighborhood parking resources.
- *Strengthen Climate Resilience and Environmental Justice* through increased electric vehicle charging stations and the Park Once initiative that encourages visitors to park once and use micro transportation options to reach other local destinations. This will reduce vehicle trips and carbon emissions.
- *Enhance Public Transportation to Move San Fernando* through the Park Once initiative that encourages use of micro-transportation options to reach local destinations.
- *Build Resilient and Reliable Infrastructure* by encouraging proper parking protocol to extend the useful life of City investments in residential street paving and sidewalk infrastructure.

A well-managed parking program results in a community that is successful in providing its residents and businesses with access to parking spaces, improved safety in the community and economic success for the whole community. The first encounter of anyone visiting San Fernando will be with the parking program – and the last element that they will remember about the city is their experience with the parking assets. Parking programs are designed to make that experience a positive one.

Major Elements

The goals defined for the PMMP by the City of San Fernando are as follows:

- Engage community members and stakeholders in problem-solving for parking solutions
- Support efforts to stimulate local economies and revitalize commercial districts
- Apply findings from the 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

Key tasks undertaken for this Plan effort included the following:

- Collection of existing inventory data for public roadway on-street parking and City parking lot off-street parking supplies.
- Collection of existing demand data (including turnover data) for public off-street and on-street spaces within the study area;
- Analysis of parking utilization and turnover by roadway/lot location and by sub-area; and trends, patterns, and neighborhoods/districts analyzed
- Development of management and pricing recommendations
- Holding community workshops and stakeholder meetings
- Producing a PMMP document for presentation to City commissions and the City Council

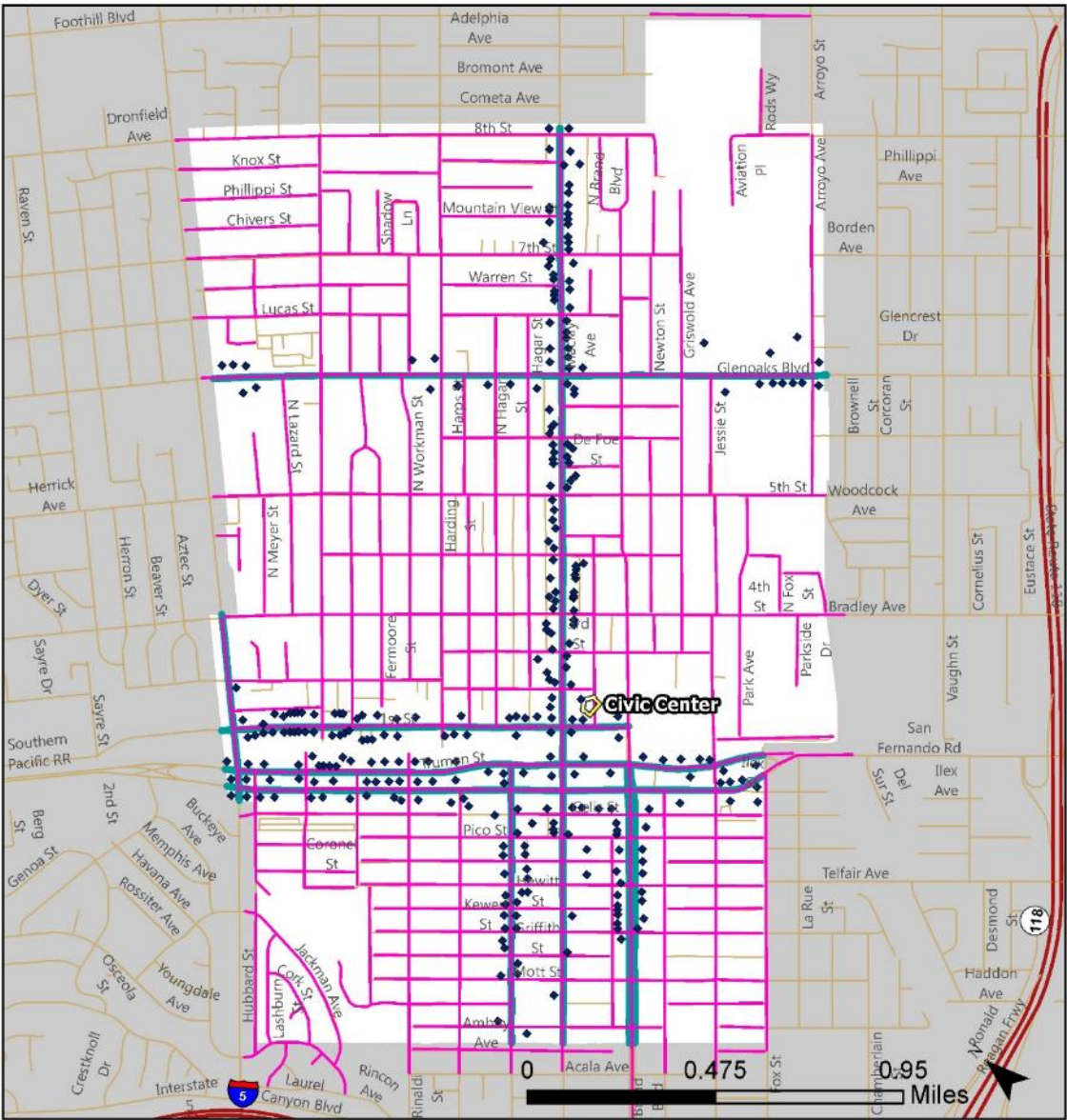
Project Area

The PMMP area is within the City of San Fernando boundaries and is bounded by parts of Hubbard Street to the west, Arroyo Avenue to the east, Omelveny Avenue and Amboy Avenue to the south, and 8th Street to the north. The Downtown and San Fernando Mall area is located along Truman Street and San Fernando Road, as well as along neighboring blocks between Hubbard Street on the west and Fox Street on the east. This central area and the corridors of Maclay Avenue, Brand Boulevard, and San Fernando Mission Road represent the core commercial areas of San Fernando.

The existing Downtown area includes the City's core retail/restaurant district along San Fernando Road, multiple City surface public parking lots and a two-level public parking structure. The Civic Center area uses include the County court building and City Hall, and an additional public parking lot.

Figure 1 illustrates the boundaries of the PMMP study area.

Figure 1 – PMMP Study Area



-  Civic Center
-  Off-Street Parking Study Area
-  On-Street Parking Study Area
-  Off-Street Parking

Implementation and Future Updates

The PMMP provides a framework of recommended policy and regulatory changes for public on-street and off-street (City parking lot) supply management. The recommendations are provided in phased tiers of implementation, so that as actions are implemented and evaluated and as demand grows, additional actions can be taken to sustain increases in demand.

Detailed projections of future land use throughout the City were not conducted for this study. Estimates of future demand were included at a high level, using projections applied to the last Specific Plan process. Demand from a limited number of specific locations of known near-term development was calculated and included for the Downtown area.

Data on parking demand was collected while some COVID-19 related restrictions on commercial activity were active. Data collection was phased, however, in that residential areas were surveyed first, and then as business activity increased, the commercial and industrial areas were surveyed in a second effort. Data on commercial activity was factored upward based on a review of COVID period and non-COVID period data.

Future updates to the PMMP parking demand data will be necessary, both from planned developments that will use shared parking as part of required parking and from future City updates to the PMMP.

Existing Conditions Findings

Many residential neighborhoods of the city have high on-street parking demand during the evenings and weekends when most residents are home, but demand is also relatively high during daytime hours.

Residential driveways have high parking occupancy in areas where local on-street parking demand is also high.



Downtown San Fernando on-street parking is often nearly fully occupied during peak times, and can often be occupied by vehicles that remain beyond the maximum time limits.



Residential areas often have medium to high demand, with very high demand in many areas in the evenings and on weekends.

The Downtown area and the San Fernando Mall have high parking demand during peak retail and restaurant hours. Parking spaces close to the core uses do not turn over frequently, as many vehicles are parked for long durations.

High on-street parking demand in some blocks of the Maclay Avenue commercial corridor is matched by high demand in adjacent commercial parking lots.



The City parking lots in the Downtown area have high demand when adjacent to stores, and less when a farther walk is required to reach a destination.

The COVID-19 pandemic has reduced daily traffic patterns, although now many restrictions on commercial activity have been lifted and capacity has returned to local uses. The parking utilization data collection was conducted when restrictions were being lifted, but some were in effect during the data collection in February 2021, due to a schedule necessitated by the project study funding source. Phased collection of data for residential areas and then commercial areas, and a review of local sales tax data and related factoring, provided for normalization of data.

Implementation Strategies

Specific blocks of Maclay Avenue north of 1st Street have high parking demand during business hours with little availability of on-street spaces. Adjustments to posted time limits to one hour or less in select blocks are warranted, while preserving existing two-hour parking within adjacent blocks to avoid corridor shortages of parking supply.

Time limit adjustments in the Downtown San Fernando area and the Maclay Avenue corridor, along with the addition of time limits to some areas, including the core public parking lots, are recommended for the first phase of implementation. Future updates to the study including evaluation of demand after implementation will determine if additional phases of implementation should be considered including changing parking costs at meters and pay stations and potentially expanding the use of paid parking.

The Downtown San Fernando area has many uses that do not provide parking on-site and the commercial parking supply along public roadways and public parking lots is shared across uses. This sharing of parking and provision of future parking supply can be continued and future developments can assist in providing enhanced and expanded parking where needed.

High residential neighborhood parking demand can be managed through enforcement of required parking on residential parcels and through permit districts, where desired by neighborhoods and implemented through a petition, public meeting, voting, and implementation process.

Parking Management Recommendations

The overall strategy of a parking management program is the development of implementation steps and strategies to optimize parking resources and inventories. This parking management plan was developed based on the collaborative efforts between various city departments and staff, extensive stakeholder outreach and parking data collection and the following strategies:

- Develop a parking program that can grow, adapt and be responsive over time for residents and businesses while maintaining a small town feel throughout the community.
- Achieve a balance within the residential areas that allows residents to both utilize their own driveway parking and find reasonable nearby on-street parking spaces near their homes and enhances safety within those residential neighborhoods.
- Achieve a balance between parking and loading options to support the diverse needs of business owners, employees, customers, residents, and visitors.
- Develop a sustainable parking solution for employees that supports Downtown businesses while providing a customer-friendly parking experience.
- Develop parking policies for Downtown vitality that improves access and safety.

- Provide flexible parking code requirements for various areas of the City where there are mixed-uses, and where transition to residential uses may take place in traditionally commercial areas, and where new major transit service will be provided.
- Provide a parking management program for on-going management and oversight to track performance and optimize the parking resources and inventories.

Parking Management Recommendations Summary

The matrix below provides an overview of the parking management recommendations defined in more detail within later sections of the PMMP, and provides all elements within a phased approach for implementation over an appropriate timeframe by the City based on conditions and evaluation of previous implementation steps.

Section	Recommendations
Parking Demand Management	
	Phase 1 <ul style="list-style-type: none"> • Adopt a “Park Once” motto and establish a no re-parking rule • Establish a Downtown Employee Parking Permit Program • Hire a Parking Coordinator to begin focus on parking management program • Develop shared parking program, public, county lots and private lots
	Phase 2 <ul style="list-style-type: none"> • Install Pay by Plate pay stations and/meters, and adjust payment structure and mobile payment strategies • Expand Downtown Employee Parking Permit Program • Optimize loading zone use • Restart Downtown shuttle
	Phase 3 <ul style="list-style-type: none"> • Utilize remote parking is needed • Review and expand, if warranted, Electric Vehicle charging stations to other lots (standard EV charging stations) • Expand shared parking program • Implement Shared Valet Parking in Downtown if warranted • Implement Remote Parking if warranted • Establish a wayfinding and parking guidance system for Downtown including a recognizable public parking brand,

	and a static wayfinding system to locate public and shared used parking facilities
	<p>On-going</p> <ul style="list-style-type: none"> • Parking Data analysis and data-driven decisions • Actively pursue shared parking agreements
Parking Meter Technology	
	<p>Phase 1</p> <ul style="list-style-type: none"> • Review parking industry pay stations and/or meters for streets and lots/structure • Prepare documents for replacement of current outdated meters with new technologies providing less downtime for repairs, improved payment options, and expanded management of software to pay stations and/or meters • Select and purchase needed new pay stations and/or meters
	<p>Phase 2</p> <ul style="list-style-type: none"> • Install Pay by Plate pay station and/or meters • Adjust payment structure and mobile payment strategies • Implement technology for servicing pay stations and/or meters • Establish equipment maintenance and collections processes • Program pay station and/or meters to enforcement handhelds and software
	<p>On-going</p> <ul style="list-style-type: none"> • Maintain effective and responsive equipment maintenance and revenue collection • Adjust rates as parking demand and occupancy exceeds 85% in pay station and/or meter spaces • Evaluate other commercial areas of the city, as needed, and as warranted for pay parking solutions to solve parking issues that may arise

Downtown Employee Parking	
	<p>Phase 1</p> <ul style="list-style-type: none"> • Establish employee electronic/digital permit program • Establish lots and locations for employees to park in adjacent lots rather than on-street spaces. • Establish and/or adjust employee permit parking rates • Assign Employees to designated lot locations if necessary
	<p>Phase 2</p> <ul style="list-style-type: none"> • Establish on-line system for application for/approval of electronic permits. • Assign/issue permits • Program Permits integrated with enforcement handhelds and enforcement software
Parking Pricing	
	<p>Phase 1</p> <ul style="list-style-type: none"> • Current pricing meets parking market of surrounding communities. No change in rates for pay station and/or meter rates in 1st Phase • Develop pricing methodology for future pricing adjustments based on demand management; adjust rates when 85% of spaces are occupied during peak parking periods • Develop pricing methodology where on-street rates are priced on proximity to core demand areas, and priced to create turnover of spaces for high customer use. • Develop pricing methodology where parking rates in lots and parking structure enhance and accommodate longer-term parking needs • Adjust rates to support methodology and goals of the parking program

	<p>On-going</p> <ul style="list-style-type: none"> Review and adjust rates annually if warranted; pricing for Downtown parking should be based on the enhancement of parking program goals, and should also be based on market analysis and demand-based pricing Review parking space use on an annual basis for data-driven decision making and implement adjustments as needed based on data and program goals
Residential Permit Parking Program	
	<p>Phase 1</p> <ul style="list-style-type: none"> Implement adjustments to Residential Permit Program ordinance to allow for the easier establishment of permit districts, implementation of districts, and adjustments for resident requests Adjust residential permit parking district fees to cover the cost of permit issuance and implementing individual districts Establish a petition process for forming Residential Permit Parking Districts
	<p>Phase 2</p> <ul style="list-style-type: none"> Implement petition process for residents desiring establishment of districts Establish process for staff review, certification of petitions, and data collection for responding to resident petitions Hold community meeting with residents requesting a permit district, to discuss data findings from field work, and define district boundaries. Find consensus in permit district hours, permit application requirements, fees, and process for implementation Staff preparation of Council Resolution for district approval and establishment
	<p>Phase 3</p> <ul style="list-style-type: none"> If Council Resolution is approved, determine and establish placement for signage plan; install signs Establish permit request and assignment system using third party for administration of permit issuance; provide in-person and City website-based application process for residents Prepare and distribute communications package for residents to apply for permits in person or via website

	<ul style="list-style-type: none"> • Implement permit request system, and permit issuance system • Adjust enforcement codes, rate structure for fines, council approval of fine codes, adjust handheld and citation processing for citation issuance
	<p>On-going</p> <ul style="list-style-type: none"> • Conduct a review of effectiveness of permit district throughout 1st year of implementation of each district based on data-driven analysis • Provide on-going review with residents for each district on 5-year increments for each district established, review with district residents if district program adjustments are warranted • Review and process any petitions received for decommissioning a district; the process is the same as establishing the district and requires Council Resolution to decommission a district • Review permit district annual permits rates during the Council fee schedule review conducted on an annual basis.
Compliance	
	<p>Phase 1</p> <ul style="list-style-type: none"> • Prioritize enforcement coverage in Downtown time limit areas, pay parking spaces, and lots/structure based upon operating hours • Staffing and deployment planning should be managed based on operating hours, days of enforcement, and coverage attainable for each parking control staff member assigned to Downtown enforcement zone • Work with citation processing firm for providing handhelds and enforcement for electronic citation issuance based on license plate recognition for time limits, payment of paid parking spaces and employee permits issued in real time
	<p>Phase 2</p> <ul style="list-style-type: none"> • Prioritize and implement parking enforcement for each residential district that is established • Add and deploy parking enforcement staff • Integrate enforcement technology with new parking technology systems such as pay stations and/or meters and electronic/digital permits used in Downtown for employees and in residential permit districts

	<p>Phase 3</p> <ul style="list-style-type: none"> Consider contracting enforcement services to a third-party if needed to maximize effectiveness of officer production, providing a dedicated team to parking enforcement services, and maintaining lowest cost for enforcement services
	<p>On-going</p> <ul style="list-style-type: none"> Adjust enforcement staffing and schedules as needed Utilize Gap Management methods to monitor officer productivity
Parking Requirements	
	<p>To be implemented for opening of East San Fernando Valley Light Rail Line by Metro:</p> <ul style="list-style-type: none"> Establish a one-quarter mile district around the proposed station at the Civic Center at Maclay Avenue Provide a lowered requirement for off-street parking with the District, in the range of a 10 to 25 percent reduction in current requirements for uses
Transportation Demand Management	
	<p>Phase 1</p> <ul style="list-style-type: none"> Implement a Shared Mobility Device program for Downtown (shared bike program) <p>Phase 2</p> <ul style="list-style-type: none"> Install secure bike parking options Re-implement a circulation shuttle system in Downtown <p>Phase 3</p> <ul style="list-style-type: none"> Offer and participate in public transportation incentive programs, as offered with public transportation

2. EXISTING CONDITIONS

The existing public parking supply of San Fernando includes on-street parking areas in residential areas, the Downtown area and along commercial corridors, industrial areas, and off-street parking areas within public parking lots. There are a total of 14,620 public parking spaces within San Fernando, and 1,627 of these spaces are provided in public parking lots in the Civic Center and the larger Downtown area.

Existing Regulations and Management

Existing management of the parking supply consists of the following:

- Time limits for Downtown on-street parking
- Time limits for Downtown parking structure (Lot 2)
- Time limits for commercial corridor on-street parking
- Paid meter parking in Downtown and Civic Center areas
- Paid public parking lot supply in Civic Center lot (Lot 6)
- Residential parking permit zones (two existing)

The Downtown area in total has 1,627 parking spaces, and 548 of those spaces have parking restrictions. There are also time restrictions for on-street spaces on Maclay Street and Glenoaks Boulevard.

The existing parking pricing program in the city includes parking meters in on-street parking areas in the Civic Center and Downtown areas, and pay stations in the parking structure at Lot 2 and the Civic Center Lot 6.

Figure 2 illustrates the major categories of existing regulations throughout the city, including time-limited parking in pay and free spaces.

Figure 2: Existing Major Parking Regulations



Data Collection

In the early months of the project timeframe, COVID-related restrictions went into full effect for commercial establishments including limits on indoor dining and limits on capacity of other commercial establishments. The data collection surveys were initiated based on a phased approach in February 2021, once lifting of COVID-related restrictions began to occur.

Data collection was phased, to allow for commercial activity to increase over the coming weeks since that lifting of restrictions occurred. Data was collected in residential areas first, then data was collected in commercial areas.

Factoring of Data

City sales tax data was used to factor existing data for commercial areas, to provide for some normalization of the collected data and to define demand expected to be accurate for pre-COVID conditions. Based on a review of 2019 versus 2020 annual data for city areas and business sectors, a factor of 25 percent was determined to be appropriate to increase the collected data for the Downtown area and the Maclay Avenue corridor.

Parking demand that will be generated from future city area land use growth was evaluated based on the Corridors Specific Plan and planned and envisioned development in the Downtown area. This is discussed further in Section 3 of this report.

Parking Analysis Concepts

Parking is a critical community concern when considering virtually any type of new development. The public needs convenient parking near civic and commercial establishments to facilitate use of these uses. The amount of parking needed to accommodate a new development depends on the availability of existing parking, the demand for additional parking, and the characteristics of the new development.

In an area like the Downtown area, where the core of the city is somewhat linear, walking distance and *perceived* supply are both important considerations in a parking study.

The parking analysis is presented in terms of parking supply, utilization, and turnover. These characteristics provide information on where and how long people park:

Parking Utilization: The percentage of total parking spaces occupied within a study area or site during a certain hour or period in the day. Parking utilization directly reflects the daily ebb and flow of vehicles within each sub-area, compared to the provided supply.

Parking Duration: The average length of time in hours that a given parking space is occupied during a survey period. Parking duration varies with trip purpose and tends to increase as urban population increases.

Parking Turnover: The number of unique vehicles that use a parking space during a survey period. The value is obtained by dividing the number of total vehicles surveyed by the number of parking spaces.

In the chapters that follow, the existing parking inventory is summarized and the use of that inventory in terms of parking utilization and availability is then analyzed to determine the appropriateness of the provided supply and the adopted regulations of that supply.

Survey Dates and Times

To measure the existing demand for parking, a survey of occupied/free spaces was conducted at all on-street and public lot spaces within the study area. Surveys were conducted in two phases in February 2021, based on the COVID-related issues documented above and changing County limitations on activity. By the second phase of the surveys, commercial activity had increased due to County limitations that had permitted increased activity, including 50 percent capacity for indoor restaurant dining:

- The first phase of the surveys included all residential roadways in the City, conducted on Tuesday, February 9th thru Thursday, February 11th; Saturday, February 13th; and Sunday, February 14th.
- The second phase included all commercial roadways and City parking lots, conducted on Tuesday, February 16th thru Thursday, February 18th; Saturday, February 20th; and Sunday, February 21st

Surveys were conducted to cover each on-street parking segment and public parking lot once for each of the following times:

- Weekday afternoon: 12:00 p.m. to 3:00 p.m.
- Weekday evening: 5:00 p.m. to 9:00 p.m.
- Saturday afternoon: 12:00 a.m. to 3:00p.m.
- Sunday morning: 9:00 a.m. to 12:00 p.m.

Parking Demand Patterns

Based on the data collected, supply (capacity in spaces provided) and demand (number of spaces occupied) was calculated and analyzed for individual blocks and lots, and also by sectors of the city. In dividing demand over supply, the result is a percent that is parking utilization.

In addition to this data, duration/turnover data was collected at twelve separate locations within and near the Downtown Core area.

The duration/turnover survey entailed recording license plates of individual vehicles parked in parking spaces once per hour. This sampling allowed for a general snapshot of the duration that different types of spaces are used – those with time limits and those with no time limits.

Data has been analyzed by breaking down the overall city area into eight sub-areas. The parking sub-areas are listed in Table 1 below, and the overall public parking occupancy for each area is provided for the four survey time periods. The locations of these analyzed sub-areas are illustrated on Figure 3.

The following areas have overall demand that is above 50 percent of capacity or the total number of spaces:

- Weekday afternoon: Downtown West, Downtown East
- Weekday evening: Glenoaks Blvd. West, West Central, Downtown West, Downtown East, Southwest, and Southeast
- Saturday afternoon: Glenoaks Blvd. West, Downtown West, Downtown East, Southwest, and Southeast
- Sunday morning: Glenoaks Blvd. West, West Central, Southwest, and Southeast

Table 1 – Public Parking Utilization in Analyzed Sub-Areas

Study Sub-Area	Weekday 12pm-3pm Utilization	Weekday 5pm-9pm Utilization	Saturday 12pm-3pm Utilization	Sunday 9am-12pm Utilization
1. Glenoaks Blvd West	47.5%	56.4%	55.1%	64.1%
2. Glenoaks Blvd East	41.1%	43.5%	47.1%	41.6%
3. West Central	40.3%	50.1%	46.9%	50.1%
4. East Central	46.8%	47.7%	42.0%	35.7%
5. Downtown West	81.8%	59.9%	70.9%	39.6%
6. Downtown East	63.7%	50.5%	52.4%	15.5%
7. Southwest San Fernando	46.7%	55.4%	58.1%	57.3%
8. Southeast San Fernando	46.6%	57.2%	51.2%	57.9%
TOTALS:	47.3%	52.8%	51.6%	50.2%

Parking Utilization on Weekdays

The parking utilization on weekdays throughout the city is illustrated on Figure 4 (for the weekday afternoon period) and on Figure 5 (for the weekend evening period).

The blue color on these figures denotes either prohibited parking or low demand, while the colors green thru red denote progressively occupied parking supply, with the red color indicating areas nearing or at capacity (100% occupied).

The weekday occupancy data shown on Figure 4 shows demand generally in the highest category (86% to 100%), in the following areas across multiple roadways:

- San Fernando Road between Wolfskill Street and San Fernando Mission Boulevard, weekday afternoon
- San Fernando Road between Huntington Street to Kalisher Street, weekday afternoon
- Various blocks of Maclay Avenue north of 1st Street, weekday afternoon
- San Fernando Road between Brand Boulevard and San Fernando Mission Boulevard, weekday evening
- Maclay Avenue neighborhoods in the vicinity of 7th Street, weekday evening
- Brand Boulevard neighborhoods to the northwest of Brand Boulevard in the vicinity of Kewen Street, weekday evening

Figure 3: Analyzed Parking Sub-Area of City

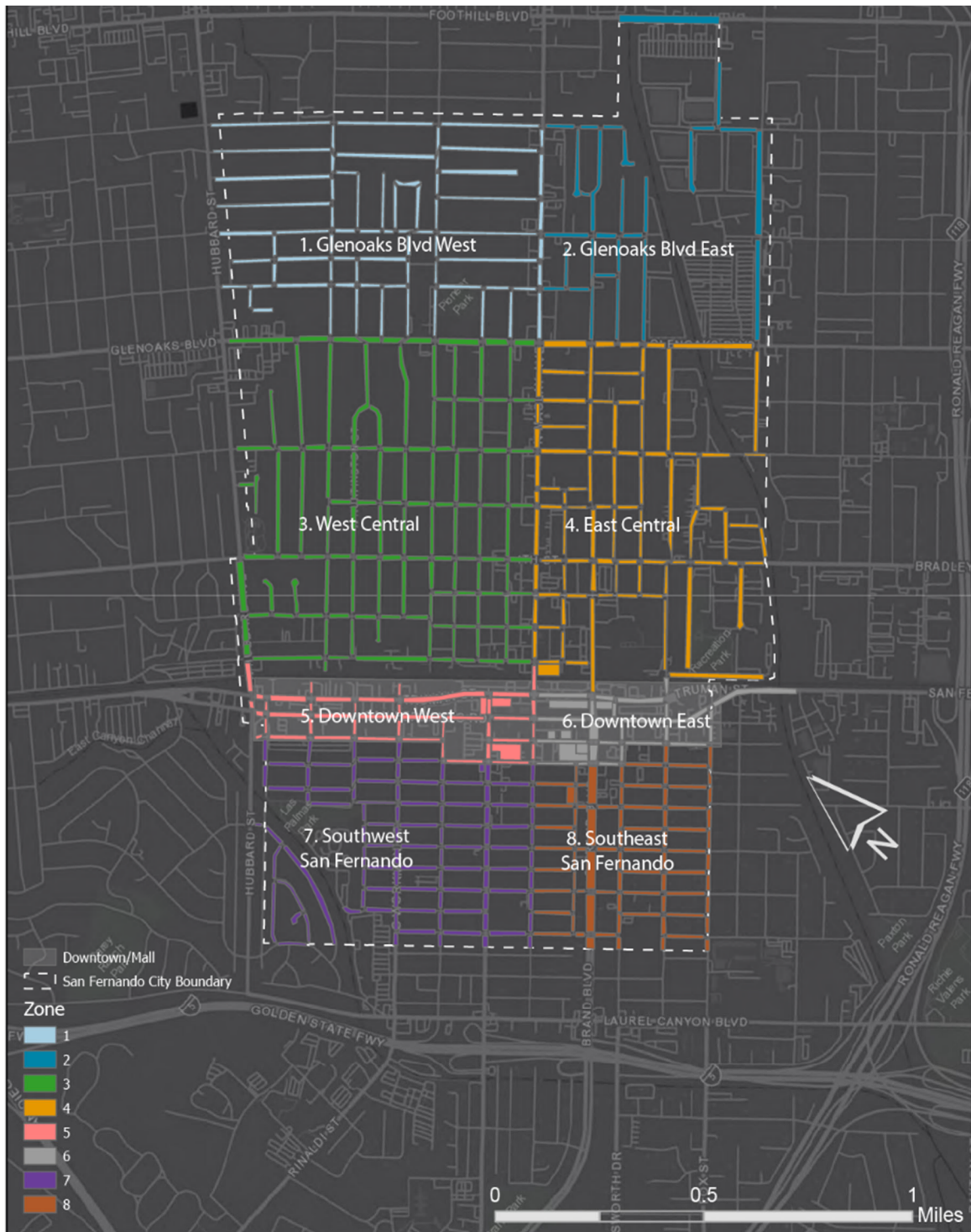
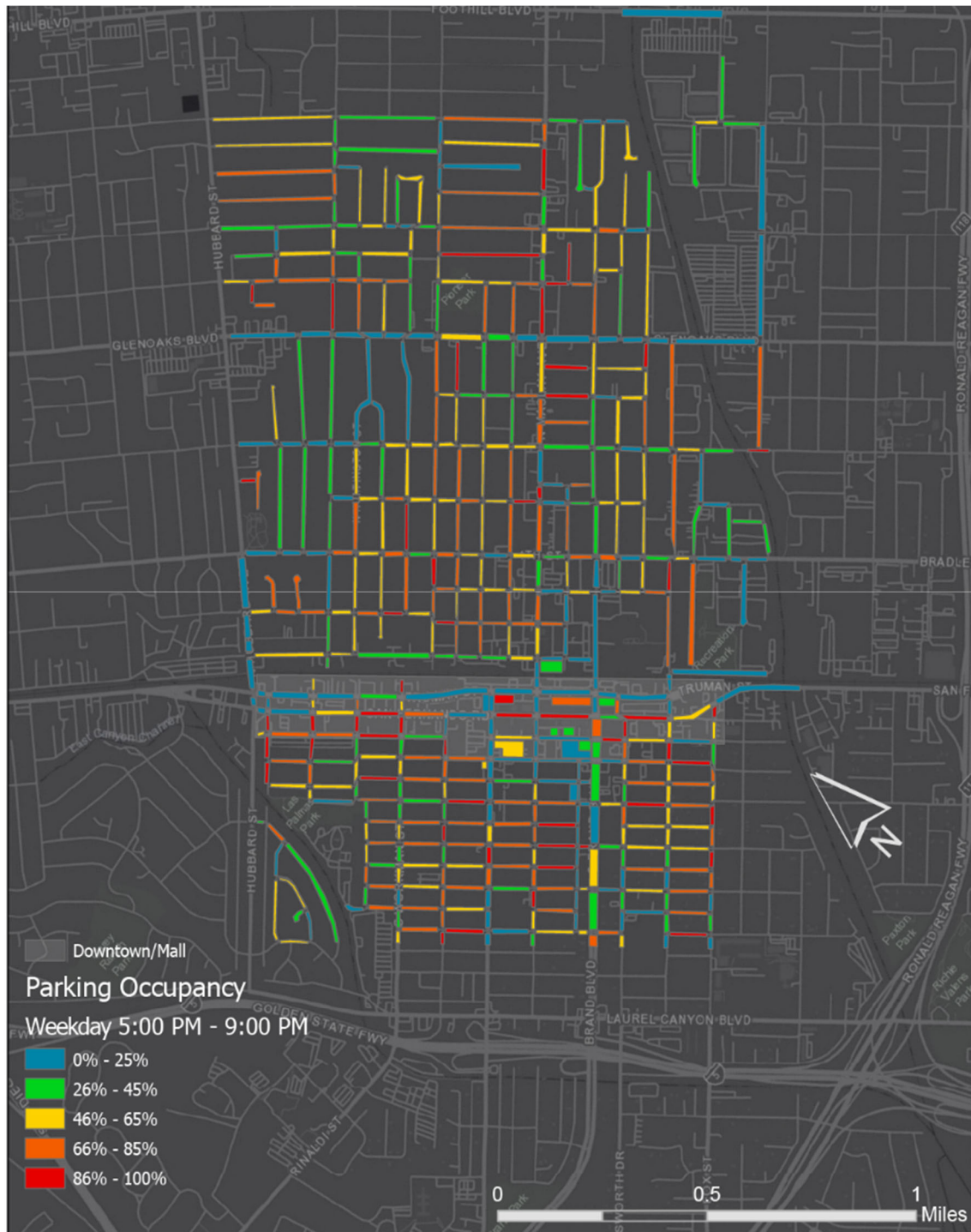


Figure 4: City-Wide Parking Occupancy – Weekday Afternoon



Figure 5: City-Wide Parking Occupancy – Weekday Evening



Data on general occupancy of commercial and industrial parking lots along major roadways, based on visual reviews from adjacent roadways, was collected during the weekday afternoon and Saturday afternoon surveys. This commercial off-street parking demand is shown on the related two occupancy figures as points along the major roadway corridors. High demand on these lots existing near high on-street demand areas in the following locations in the weekday afternoon:

- On Maclay Avenue in the vicinity of 7th Street, and south to Glenoaks Boulevard
- On Maclay Avenue between 1st Street and 2nd Street
- On San Fernando Road within the east end of Downtown
- On San Fernando Road within the west end of Downtown, west of Workman Street

Generally, high demand above 65 percent of supply exists in multiple blocks of the neighborhoods within these boundaries:

Weekday Afternoon

- Between Hollister Street, Brand Boulevard, Kewen Street, and Kalisher Street,
- Jessie Street and Arroyo Avenue between 4th Street and Glenoaks Boulevard,
- Between Workman Street, San Fernando Mission Boulevard, Omelveny Avenue, and Griffith Street

Weekday Evening

- Residential roadways on both sides of Maclay Avenue, between Lucas Street and Mountain View Street
- Between Maclay Avenue, 5th Street, Huntington Street, and 2nd Street
- Between Hollister Street, Huntington Street, Omelveny Avenue, and Brand Boulevard
- Between Pico Street, Hollister Street, Chatsworth Drive, and Fox Street
- Between Mott Street, Hewitt Street, Chatsworth Drive, and Fox Street

Parking Utilization on Weekends

The parking utilization on weekends throughout the city is illustrated on Figure 6 (for the Saturday afternoon period) and on Figure 7 (for the Sunday morning period). The demand patterns for these time periods are discussed below.

Saturday Afternoon

The neighborhood parking occupancy during this period generally follows that of the weekday evening period, with the following areas of higher demand:

- Areas between Hubbard Avenue, Celis Street, Kalisher Street, and Griffith Street.
- Areas between Maclay Avenue, 7th Street, 5th Street, and Griswold Avenue.

Commercial off-street parking demand is shown on the Saturday occupancy figure as points along the major roadway corridors. High demand on these lots existing near high on-street demand areas in the following locations on Saturday afternoon:

- On Maclay Avenue in the vicinity of 7th Street, and south to Glenoaks Boulevard
- On Maclay Avenue between 1st Street and 3rd Street

Sunday Morning

The neighborhood parking occupancy during this period generally follows that of the Saturday afternoon period, with the following areas of higher demand:

- Areas north of 7th Street and west of Orange Grove Avenue.
- Areas between Pico Street, Kewen Street, Fox Street, and Brand Boulevard.
- Areas between 8th Street, Maclay Avenue, Glenoaks Boulevard, and Harding Avenue.

Figure 6: City-Wide Parking Occupancy – Saturday Afternoon

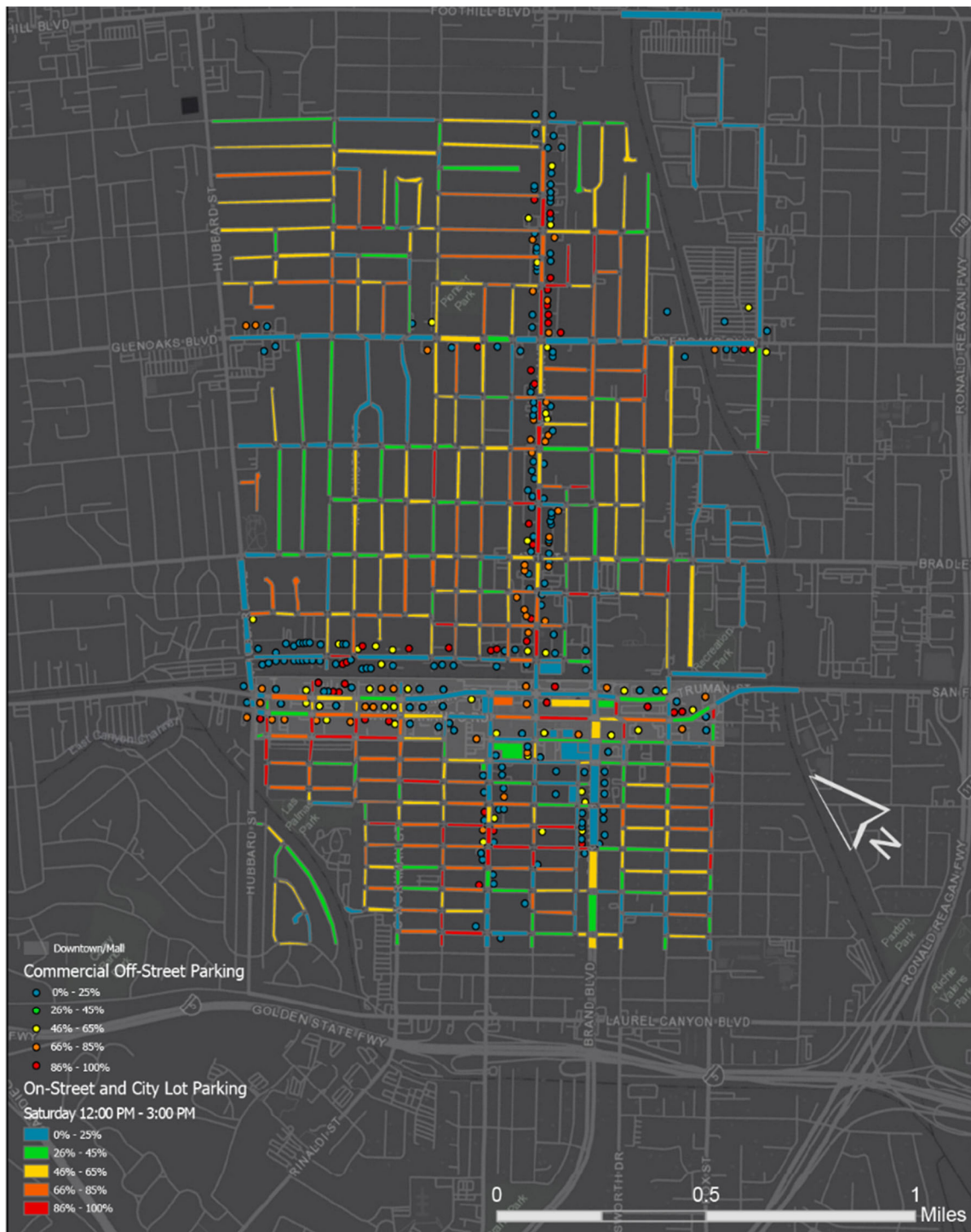


Figure 7: City-Wide Parking Occupancy – Sunday Morning

Parking Utilization in Downtown Area - Weekdays

The parking utilization on weekdays in the Downtown area is illustrated on Figure 8 (for the weekday afternoon period) and on Figure 9 (for the weekend evening period). The following are high demand areas during the weekday afternoon period:

- On-street areas on west end of Downtown, between Workman Street and Meyer Street.
- On-street areas of San Fernando Road, in a majority of blocks
- On-street areas on east end of Downtown, between Chatsworth Drive and Fox Street.
- City Lot 5 at San Fernando Mission Boulevard and Truman Street

The following are high demand areas during the weekday evening period:

- On-street areas between Celis Street, Workman Street, Meyer Street, and San Fernando Road.
- On-street areas of San Fernando Road between San Fernando Mission Blvd. and Wolfskill Street.
- City Lot 5 at San Fernando Mission Boulevard and Truman Street
- City Lot 4 at Brand Boulevard and Truman Street

Parking Utilization in Downtown Area - Weekends

The parking utilization on weekends in the Downtown area is illustrated on Figure 10 for the Saturday afternoon period. The following are high demand areas during the Saturday afternoon period:

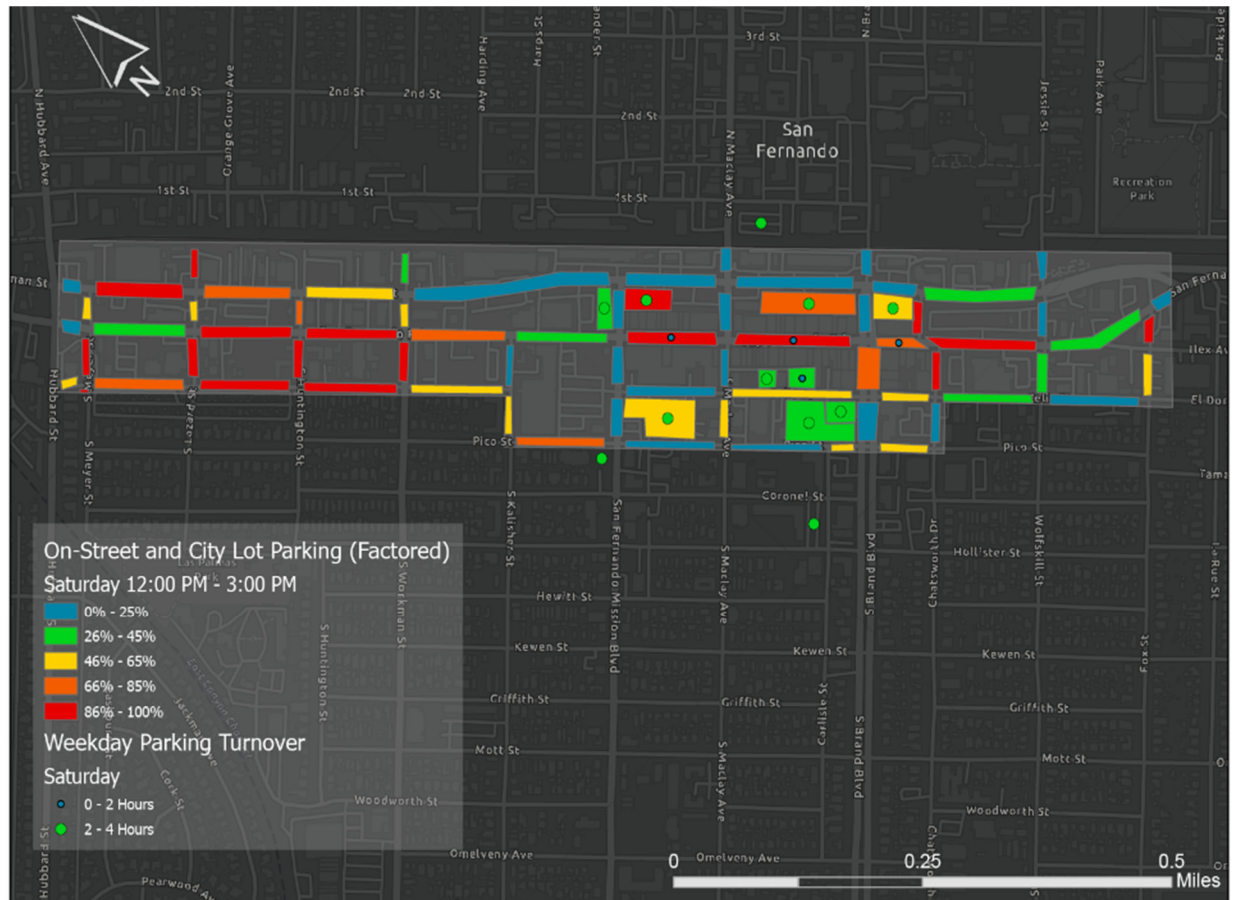
- On-street areas on Truman Street, west of Huntington Street
- On-street areas on San Fernando Road, between San Fernando Mission Blvd. and Wolfskill Street
- On-street areas between Celis Street, Workman Street, Meyer Street, and San Fernando Road.

The Downtown area was not analyzed in detail for the Sunday morning period of the surveys, as many businesses are not open or commercial activities are limited.

Figure 9: Parking Utilization in Downtown Area – Weekday Evening



Figure 10: Parking Utilization in Downtown Area – Saturday Afternoon



Parking Utilization of Residential Driveways

A sampled collection of data on vehicles parked in residential driveways was conducted to supplement the on-street data for residential areas. The number of vehicles in driveways on selected single-family residential home sites throughout the city area were recorded from within view of public roadways. This was done to compare on-street demand from the surveys with demand contained on properties.

A summary of this data by sub-area of the city is provided on Figure 11. The average number of vehicles on-site was roughly the same for all areas, in the range of 1.47 to 1.64 vehicles. The maximum number recorded for each area was much higher, ranging from 4 in the Glenoaks East area to 5 in other areas, to 6 in the southeast neighborhoods.

This data shows a high rate of vehicle ownership and/or residential population density per unit throughout many neighborhoods. The average number of vehicles for each residence is not high, but this does not include the demand for nearby on-street parking spaces, and generally during the survey where the number of vehicles parked in driveways was high, on-street parking demand was also high.

Where residential neighborhood parking availability is low, residential unit density is high or car ownership per resident is high. This creates challenges for on-street and off-street parking supplies at the same time.

Figure 11: Residential Driveway Parking Patterns



Parking Duration Turnover

Parking duration is the average length of time a given parking space is occupied by each vehicle that utilizes that space. Specific on-street and City lot off-street parking spots in the Downtown area were monitored during the parking data collection efforts, to provide a sampling of this data in different areas. The duration data is based on the time extents of the three-hour survey periods, and overlapping both weekday survey periods over a total timeframe of nine hours.

The time of the check, the type and color of the parked vehicle, and the last three digits of the vehicle license plate number were recorded. Parking duration was determined by noting when the vehicle parked within a monitored space changed versus the vehicle identified during the previous period check.

At City Lot 2 where a three-hour time limit exists, vehicles are parking beyond the posted limit. One surveyed space at this location was occupied for the length of the survey period during the weekday survey period, extending beyond the range of standard working hours. This pattern occurs in Lot 2 with time restrictions, but is also seen in Lot 1 and Lot 4 where there are no time limits.

Generally, parking spaces within the City parking lots that do not have time limits do not turn over very frequently:

- In Lot 2 where a three-hour time limit is established, most spaces turn over frequently
- The spaces at Lot 1 and Lot 4 had an average duration of 6.5 hours combined for the two study spaces.
- Most other locations had durations closer to 1.5 to 3.5 hours.

The survey locations for the duration data are illustrated on Figure 12. The results of the weekday parking duration analysis are summarized in Table 2.

The effective supply of these parking lots is lessened when vehicles are parked longer. Lot 1 is directly behind commercial businesses on San Fernando Mission Boulevard and Pico Street and Lot 4 is also located in the core of Downtown between Brand Boulevard and Truman Street. When the parking supply has competition from both employees and customers, then the ability of the lots to provide capacity for customers is diminished. The long-term parkers (most likely business owners or employees) could be forcing visitors and customers to park at a farther distance from Downtown businesses.

Figure 12: Duration Data Survey Locations

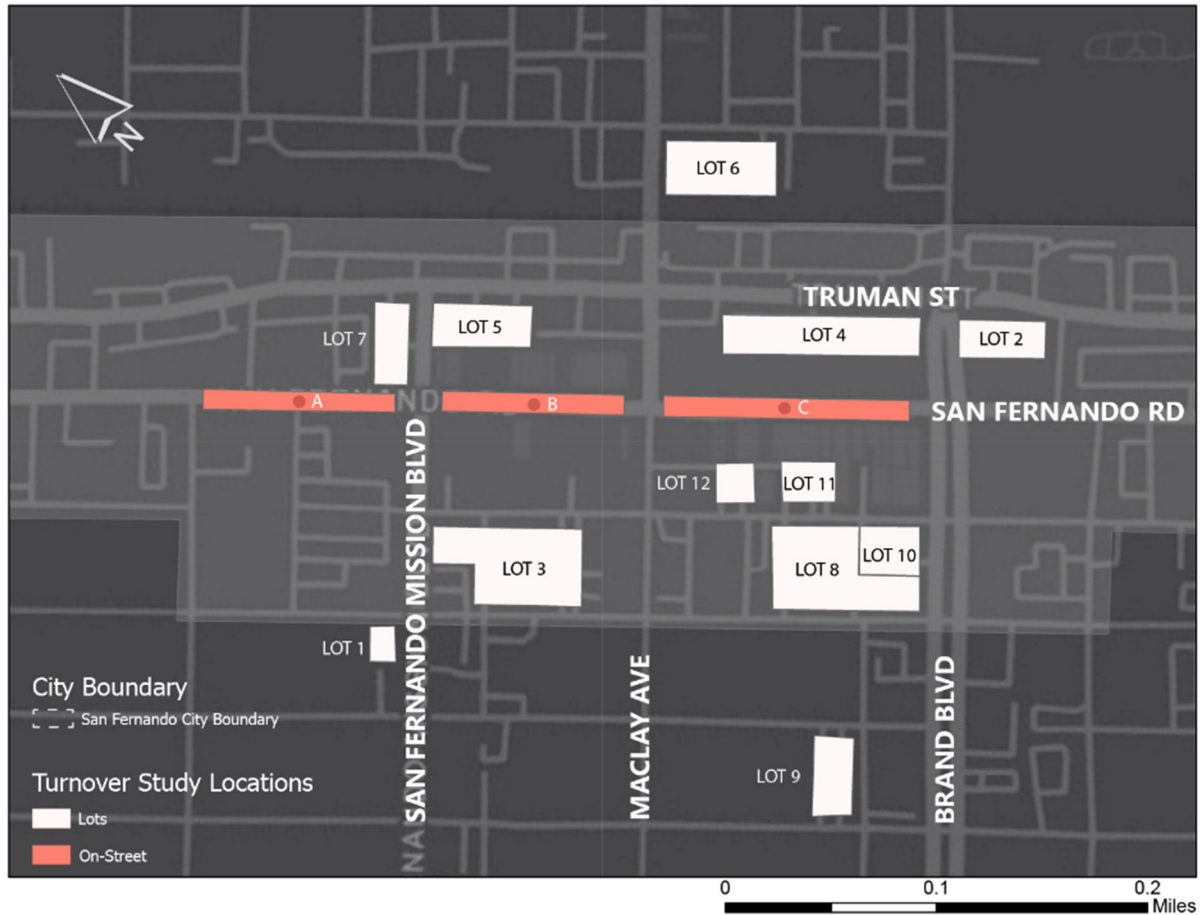


Table 2 – Vehicle Parked Duration at Sample Locations

Location	Weekday Maximum Duration*	Saturday Maximum Duration*	Sunday Maximum Duration*
Lot 1	8 Hours	3 Hours	3 Hours
Lot 2	8 Hours	3 Hours	0 Hours
Lot 3	3 Hours	3 Hours	1.5 Hours
Lot 4	8 Hours	3 Hours	3 Hours
Lot 5	1.66 Hours	3 Hours	3 Hours
Lot 6	8 Hours	3 Hours	3 Hours
Lot 7	3.5 Hours	3 Hours	3 Hours
Lot 8	2 Hours	3 Hours	0 Hours
Lot 9	3.5 Hours	3 Hours	3 Hours
Lot 10	3.5 Hours	3 Hours	3 Hours
Lot 11	1.3 Hours	1 Hour	3 Hours
Lot 12	5 Hours	3 Hours	1.5 Hours
On-Street A	1.2 Hours	1 Hour	1 Hour
On-Street B	1.75 Hours	2 Hours	3 Hours
On-Street C	1.5 Hours	1 Hour	1 Hour

**Parking duration could be longer if vehicles were parked beyond overall survey periods.*

At the surveyed on-street parking areas on San Fernando Road, where parking time limits are two hours, parked vehicles were generally occupying spaces for one to two hours, and only in one instance was a vehicle parked for three hours.

3. FUTURE PARKING DEMAND PROJECTIONS

Corridors Specific Plan

Land use data from the 2017 Corridors Specific Plan was obtained from the City and was analyzed for projected residential population and commercial area growth by sector of the city. The range of factors used to increase existing demand to projected future demand levels for all areas of the city was 7.2 percent to 25.9 percent.

The overall effect on city-wide parking occupancy of the included future demand factors is illustrated on Figures 13 to 16 for the four study periods.

Downtown Planned and Potential Land Uses

Information was included from City planning staff on pending and planned new commercial uses in the Downtown area. The total addition of demand from these uses based on land use, floor area, and Code requirements was 159 spaces.

The Downtown area has a total of 814 public parking spaces, in on-street areas and City parking lots. The effect of this added future demand from specific land uses was determined to be the following:

- Weekday afternoon: With Added Demand 82% (668 Spaces Occupied) / Without Added Demand 63% (509 Spaces Occupied)
- Weekday evening: With Added Demand 76% (622 Spaces Occupied) / Without Added Demand 57% (463 Spaces Occupied)
- Saturday afternoon: With Added Demand 82% (667 Spaces Occupied) / Without Added Demand 62% (508 Spaces Occupied)

As overall demand in the area reaches the 85 percent to 90 percent occupied range, additional measures should be considered for parking management. These would include additional time-limit additions or maximum time reductions, and expansion of paid parking areas and/or increases in parking pricing. When occupancy remains at this range or higher after parking management actions are implemented, additional supply may be necessary for development.

The resulting occupancy patterns for the Downtown area based on the analysis above are provided on Figures 17 to 19 for the weekday and Saturday periods.

Figure 13: Overall Projected Future Occupancy, Weekday Afternoon



Figure 14: Overall Projected Future Occupancy, Weekday Evening



Figure 15: Overall Projected Future Occupancy, Saturday Afternoon



Figure 16: Overall Projected Future Occupancy, Sunday Morning



Figure 17: Downtown Projected Future Occupancy, Weekday Afternoon

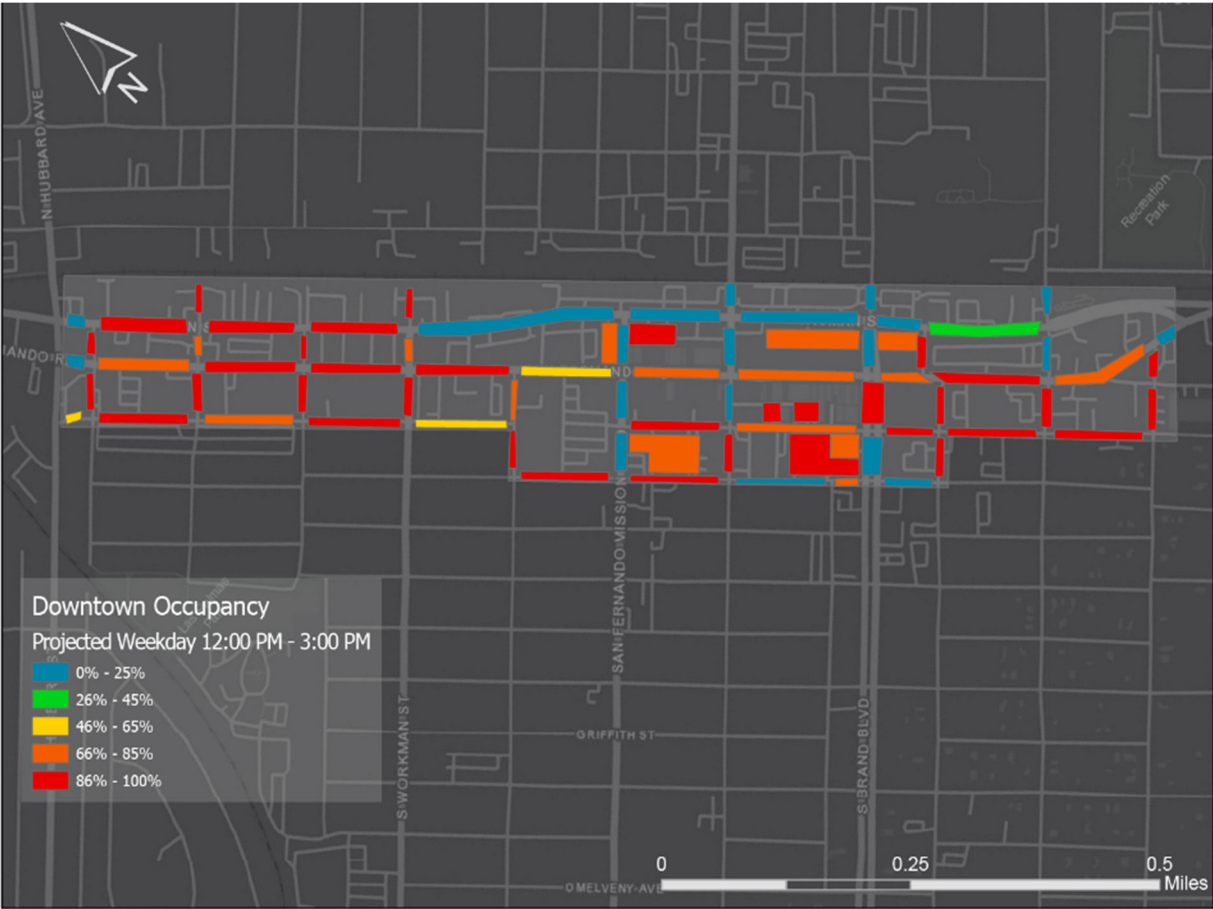


Figure 18: Downtown Projected Future Occupancy, Weekday Evening

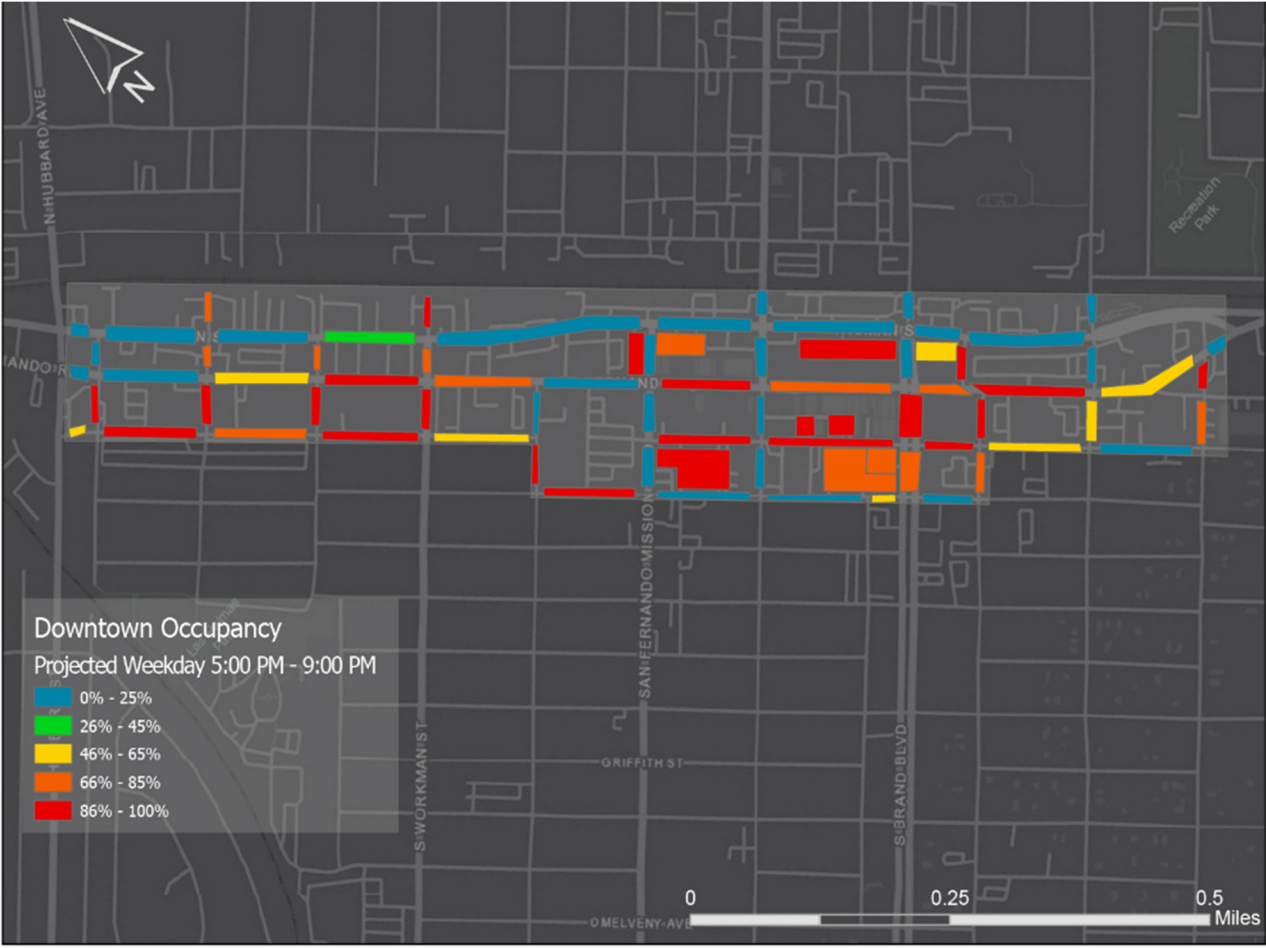


Figure 19: Downtown Projected Future Occupancy, Saturday Afternoon



4. PROJECT OUTREACH AND PUBLIC INPUT

This section summarizes community engagement activities in support of the PMMP. The objectives of the outreach strategies included the following:

- Promote an image of San Fernando as a forward-thinking City focused on improving the quality of life of its residents and its business environment; thus reinforcing positive views of the City;
- Support the effort to stimulate local economies and revitalize commercial districts that are adjacent to existing transit infrastructure;
- Engage community members and stakeholders in collaborative planning and problem-solving, specifically through the Citywide Parking Management Master Plan and beyond the Plan;
- Position the City to capture the full benefits of potential transit-oriented development that could occur with new transit linkages.

A public engagement process diagram was developed to guide the steps of public engagement to support the technical team's key milestones through the life of the project. The team developed the project's branding, key messages, an information sheet (Frequently Asked Questions), and a project website which included an interactive map of the entire city where stakeholders had the opportunity to mark the areas of concern and send photos and/or comments. The platform also allowed stakeholders, who may have limited computer access, to call and leave verbal comments, and subscribe for project updates. All collateral materials and the web site were bilingual, in English and Spanish.

Presentations and Focus Group Interviews Round 1

In light of COVID-19 and following the state and local guidelines, the majority of the engagement activities took place virtually. The first phase of the community engagement was to listen and learn about the existing challenges in terms of parking from the residents and businesses. The project team made presentations to commissioners and associations who provided ample comments on the challenges with parking in the City and helped identify key stakeholders who participated in two focus groups. The organizations and commissions included the following:

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

The two focus group interviews were held in October 2020—one group with residents and one with businesses-- to help define issues and concerns. The interviews consisted of a presentation followed by an interactive exercise where comments were entered on a map in real time by the technical team.

Public Awareness Campaign

The second phase of the community engagement began February 1, 2021 with the launch of a citywide “Got Parking Issues?” awareness campaign. The purpose was to introduce the Plan to the community at large, and encourage them to participate and submit their comments/challenges in regards to parking through the various channels provided.

Focus Group Interviews Round 2 and Community Meeting #1

In April 2021, the team held a second round of small group discussions (residents and businesses) to discuss potential solutions and on May 6, 2021, the first virtual community meeting was held. The technical team presented a description of the project, the goals of the Plan, the work completed to date, and discussed potential solutions. Simultaneous interpretation was available and stakeholders participated in their preferred language. A recorded video of the meeting was posted on the City’s YouTube channel and the project website for on-demand viewing.

Outreach Activities Conducted

The following outreach activities supported the activities mentioned above (samples are provided in Appendix A):

- > Social media campaign, Facebook ads
- > Citywide eblasts
- > Press release

- > Submitted announcement during public comment at commission's meetings and provided flyer
- > Flyers and posters were posted at key locations
- > Pop-up A-frame advertising of the project for one month at different areas of the City
- > Provided electronic flyer to CBOs (SF Mall Association, Downtown Business Association, Chamber of Commerce) and requested their help getting the word out to their members
- > Sent personalized email to school principals with meeting notice; requested to pass it on to staff and parents
- > Provided flyers to Neighborhood and Business Watch groups
- > The Sun and El Sol advertisements
- > Website updates

An online survey was created and promoted from July 24-August 12, 2021 to receive additional input from the community about potential recommendations. Appendix B provides a summary of the on-line survey responses.

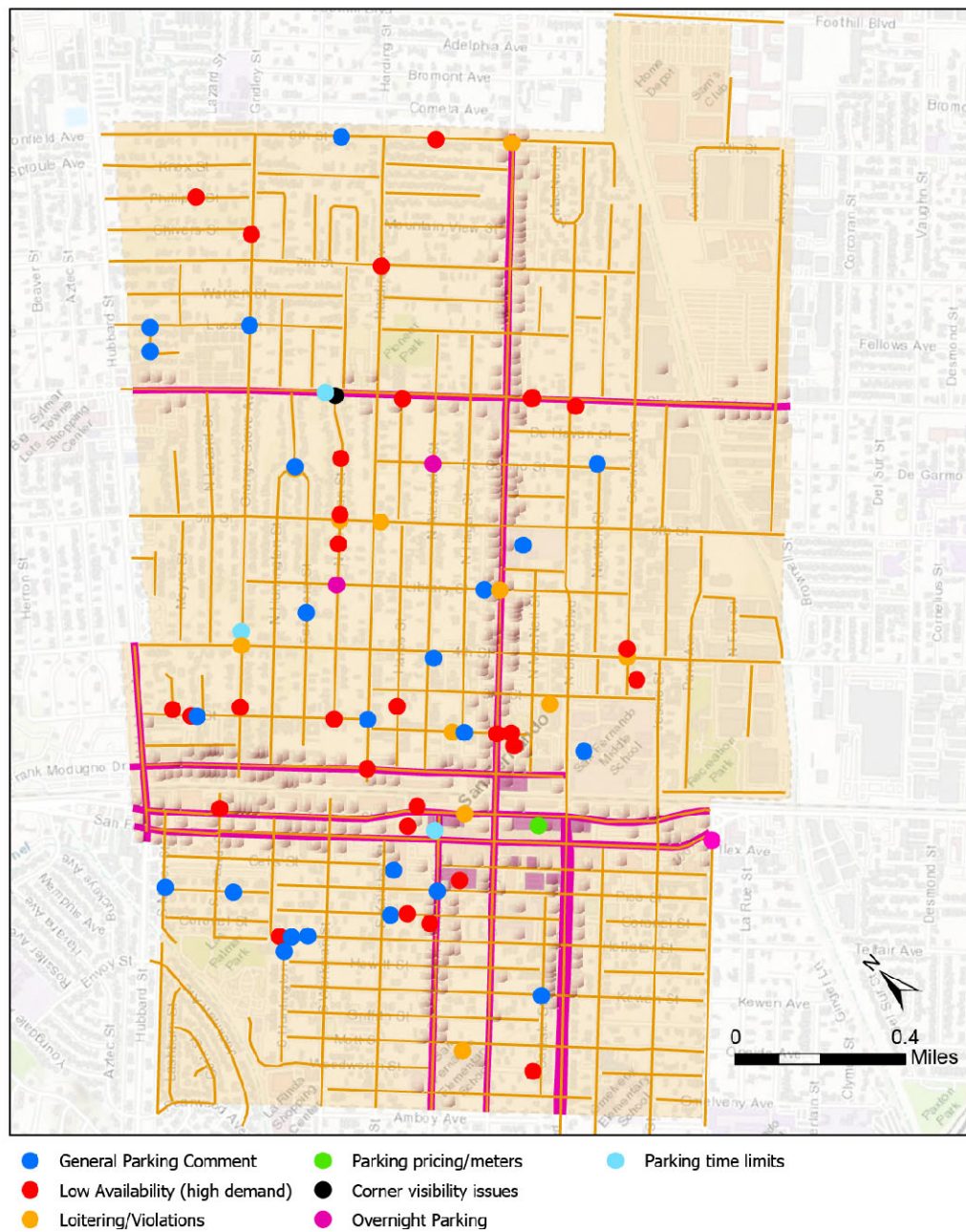
Community Meeting 2

The team held a second virtual community meeting on August 12, 2021 and presented potential recommendations based on both the technical analysis of parking data, best practices, and community input throughout the project. Spanish interpretation was available and announced throughout the meeting. A video of the meeting was posted on the City's YouTube channel and the project website.

The following outreach activities to promote awareness and participation were conducted for this community meeting:

- > Social media campaign--Facebook and Instagram
- > Citywide eblast
- > Press release
- > Presentations to Planning and Preservation and Traffic and Safety Commissions
- > In-person participation in a pop-up outdoor event on July 24, 2021, from 4-8pm at the San Fernando Mall
- > Electronic flyer distribution to community-based organizations, SF Mall Association, Downtown Business Association, Chamber of Commerce, for dissemination to their membership
- > Emails to all school principals with meeting notice for dissemination to staff and parents
- > Flyers to Neighborhood and Business Watch groups and community members
- > Website updates

The project team maintained an issues matrix, which reflects all the comments submitted by stakeholders throughout the project, provided in Appendix C to this report. A map illustrating all location-specific comments received by the public by category is provided on Figure 20.

Figure 20: Public Comments on Specific Locations

5. PARKING MANAGEMENT

Overall Parking Management Program

Parking Demand Management strategies are designed to gain maximum utilization of parking spaces by using management strategies, which will encourage high turnover of the closest spaces to businesses, obtain use of underutilized spaces and use of alternative modes of transportation when available. The goal of parking demand management strategies is to influence behavior for change in use of parking spaces and to maximize the efficiency of parking assets. Parking demand management tools include the following:

- Pay parking
- Time limits on use of spaces
- Permit parking
- Parking supply adjustments
- Incentive programs
- Transit and shuttle options when available, and
- Use of transportation demand management strategies

There are some perceptions by Downtown businesses that a parking structure is needed to support changes in the use of vacant spaces and planned growth or regrowth of the Downtown. While the COVID-19 pandemic presented challenges for obtaining a balanced and true picture of the use of Downtown spaces, the study efforts did clearly provide information for much needed re-implementation of parking management strategies and allocation of resources and management systems to maximize the existing parking spaces whether they be residential spaces or commercial spaces. As a starting point, it is important to maximize the efficiency and utilization of existing supply using parking demand strategies prior to any consideration of expanding the parking supply. Parking best practices focus on addressing core parking management challenges first and providing additional parking space supply as existing demand becomes strained.



The simplest and most direct parking management tool is posted time limits. Expanded use of time limits or lowering of time limit durations can be used in the first phase of implementation of the management program.

importance of the “Park Once” method with suggestions for where to park for long-term versus short-term parking needs.

No Re-parking

Along with the “Park Once” approach, a no re-parking ordinance is recommended to improve the effectiveness of time-limited spaces and maximizing parking meter use. A no re-parking rule works by requiring drivers to move their cars a defined distance away, then to be allotted a new time limit period. This encourages drivers to park in spaces with longer time limits in parking lots, rather than attempting to utilize on-street time-limited spaces or metered spaces throughout the day. It is an industry best practice to utilize on-street spaces for shorter visits and loading, as those spaces are the most convenient spaces to the businesses and minimizes the impact of walk time between the space and a destination.

Recommendations in this section provide an approach to implementing parking demand management actions based upon incremental steps, on-going considerations, and data-driven decisions.

“Park Once”

The City should adopt a “Park Once” motto that encourages drivers to park just once and rely upon other modes of transportation such as walking, biking, and shuttle/transit to move around if there are multiple destination points per visit. This requires that drivers park in a parking space with an appropriate time limit rather than re-parking their vehicles. Not only will this reduce congestion, and encourage longer stays for visitors/customers, but it will shift employee parkers to longer-term parking spaces and will eliminate the use of metered spaces for employee shifts of work.

The City should develop an education and outreach campaign that focuses on the

To introduce a no re-parking rule, the City should also offer a Downtown employee parking permit to employees of Downtown business to ensure that employees have sufficient long-term parking options and are not utilizing on-street time limit spaces or meter spaces.

Several cities have implemented no re-parking programs to eliminate the “gaming” of parking spaces, whereby employee parkers shift their parking location from one metered space or time-limited space to another nearby space throughout their work shifts, rather than parking in nearby parking lots. That “gaming” of parking spaces reduces the number of spaces available to customers and increases vehicle trips in the Downtown area throughout the day. This no re-parking rule effectively encourages employees to participate in the City’s permit parking program and park in a nearby lot or the parking structure.

Parking Requirements

These measures are recommended to be implemented for the opening of the East San Fernando Valley Light Rail Line by the Los Angeles County Metropolitan Transportation Authority (Metro):

- Establish a Transit Oriented District for application of specialized parking requirements.
- Define the District as a one-quarter mile radius around the proposed station at the Civic Center at Maclay Avenue.
- Provide a lowered requirement for off-street parking with the District, in the range of a 10 to 25 percent reduction based on City project review, versus requirements for uses in other areas of the City.

A one-quarter mile distance is generally considered the average maximum walking distance that is acceptable by transit users from a residence or an employment location to a transit stop or station. The area would provide for incremental development of a neighborhood focused on the planned transit station, where future development could benefit from modified parking requirements.

The modified requirements would encourage transit use, walking, and other travel modes in the District with good transit service. The reduction in parking can lower housing costs and provide more housing options, through the removal of unnecessary parking. Additional open space or other supporting amenities can then potentially be provided in its place.

Development applicants in the District that plan to incorporate reduced parking requirements into site designs should demonstrate in their entitlement packages that support for non-auto trips is incorporated into the project.

Downtown Employee Parking Permit Program

The City initially began an employee permit parking program a number of years ago, but over time fewer and fewer employees have permits and they are finding it far easier to park in time-limited spaces and metered spaces rather than parking in nearby lots. What happens over a long period when permits are not issued, spaces become less utilized in nearby parking lots, and enforcement of time limit and meter spaces does not occur. Employees can take up the time-limited spaces intended for customers and, over time, fewer customers may visit Downtown because of the difficulty in finding spaces to park. That, in turn, impacts the success of Downtown businesses economically and also impacts property owners' ability to lease and maintain tenants.

Prior to implementing a "Park Once" and no re-parking program, employees need to have a permit program established, permits need to be distributed, and assignments of convenient employee parking areas must be communicated to all business owners and their employees. It is also important for the program to be closely monitored so that policies, employee parking locations, and prices can be adapted as needed to optimize the program. Ultimately, the program goal should be to create more convenient parking availability for customers and visitors while ensuring that employees have accessible and affordable locations to park long-term. Ideally, time-limited parking and metered spaces should be available for customers and visitors, which will encourage turnover and improve access to businesses.

An important part of the education and outreach process will be communicating the upcoming introduction of the no re-parking regulation. The employee outreach should focus on the importance of improving parking availability and access for customers. Convenient employee parking in nearby lots will also discourage employees from parking in nearby residential neighborhoods, which can cause parking issues for residents in those nearby neighborhoods.

To estimate the number of parking spaces needed to accommodate Downtown employees, the city could release a waitlist ahead of the program launch. This will allow the City to gauge the level of demand and adjust the permit parking supply accordingly. It is recommended that the city start with a 10% oversell of permits per parking location, meaning that 10% more permits should be sold than what the Downtown permit parking supply can accommodate. This oversell allows for adjusted shifts and work hours of employees in various businesses.

Initially, it is recommended that only a monthly purchase option be offered with no opportunity to purchase multiple months. This will allow the City to expedite any necessary adjustments to policies, prices, and locations without needing to refund permit holders or wait until existing permits expire to phase in new policies.

The City should include a reasonable monthly rate that is similar to the rates of other agencies, to ensure that the permit is priced at market rate. While most people will choose free parking instead of paid parking when they have an option, the reality is that there is a value to parking and there will be on-going operating costs associated with the parking permit program, which go beyond fees that business owners pay through the business improvement district (BID). At a minimum, a fee value should be assigned to the permit to help sustain the program and provide opportunities for influencing driver behavior.

Permit Management

Downtown employee permits should be managed and assigned through the Public Works Department. The City utilizes Turbo Data Systems services for management of citation processing and collections. Turbo Data Systems also offers services to their clients for permit issuance for Downtown parking as well as residential permits. Their services include support of permit orders, purchases, and online account management, whereby business owners can request permits for their employees, and homeowners and occupants can request permits.

Downtown applicants are required to have valid business licenses and businesses and must be located within the parking district. Documentation can be either provided directly to the Public Works Department or uploaded through an online portal.

Employees can purchase one nontransferable permit (monthly, initially, and quarterly or annually after the initial program is running smoothly) but must have the required form signed by their employer. The permit is void once the employee no longer works at the business location where the permit was registered. Another option is that the employer may purchase employee permits and then would be required to verify the number of employees that work at the business, and also would be required to have a valid business license. Employers cannot purchase more permits than they have employees working at the business.

Initially, permits will need to be physical hangtags that must be hung on the rear-view mirror with the printed side towards the windshield. If the permit hangtag cannot be hung on the rear-view mirror, the permit must be placed on the dashboard with the printed side visible.

Many public agencies are transitioning to digital license plate-based permits instead of physical hangtags and stickers. With digital permits, the license plate number becomes the permit identifier for verification purposes, thus, employee vehicle information will be registered at the time that permits are requested by the employer. These systems also require that parking enforcement staff have handhelds which read the vehicle license plate for authentication and verification of a digital permit being issued to the vehicle parked. These types of systems are far

more accurate, less labor intensive, and therefore less costly for implementing a permit parking program.

Shared Parking Program

There are private parking lots that are underutilized in the Downtown and at certain points during the daytime and evening. This inventory of parking spaces is often underutilized and there may be an opportunity for the City to negotiate shared parking agreements with private lot owners. These spaces could also be particularly effective to accommodate an evening permit option if it becomes necessary.

Shared parking is more cost-effective than building additional supply, and it reduces instances of wasted land space that could otherwise be optimized for higher and better uses.

Several cities have developed shared parking agreements with private parking lot and parking structure owners to allow available private spaces to be utilized for business customer and employee parking. The agreements have effectively utilized hundreds of parking spaces that otherwise would be sitting empty during unused hours, such as evening and weekend times.

These shared parking agreements are designed to safeguard the property owner while providing an opportunity for, in some cases, additional revenue through a negotiated revenue share between the City and the property owner. For example, if the shared parking location is utilized for permit parking, there should be a negotiated parking permit revenue share.

Another example of a shared parking opportunity would be an agreement with the County for use of the County parking lots surrounding the Courthouse location near City Hall for use of the parking spaces during the evening hours and on weekends when the Courthouse is closed.

A portion of the revenue from shared parking should be set aside for the City to support permit issuance, paid parking technology, enforcement, and maintenance and upkeep of shared parking locations. Additionally, funds could be used to guarantee certain parking lot enhancements as an additional value from the shared parking program. The City would install the necessary meters or pay stations, help establish the appropriate parking rates, designate any necessary time limits, and provide enforcement and basic maintenance.

At a minimum, a shared parking agreement typically considers the following:

-
- Terms and extension: Evaluates the return on investment and ensures that the contract terms allow for potential redevelopment in the future if needed.
 - Use of facilities: Defines available hours, number of spaces, time limitations and ensures that the base user will retain use at the end of the sharing period.
 - Maintenance: Evaluates and incorporates the added maintenance and operational costs.
 - Lease Cost: Defines the cost of the lease and any negotiated revenue shares.
 - Operations: Considers revenue collection operations as applicable and needed signage.
 - Utilities and Taxes: Determines the responsible parties and any cost sharing agreements.
 - Signage: consider opportunities for consistency with signage and branding.
 - Enforcement and Security: Determines who will handle enforcement and towing.
 - Insurance and Indemnification: Considers litigation with any costs sharing.
 - Termination: Identifies the grounds for termination or cancellation.

Parking Program Management

The City does not currently have a designated staff position to oversee and centralize parking operations. Currently, the parking program management primarily falls under the Public Works Department with the Police Department providing the enforcement services and the Finance Department providing some support over the Turbo Data Systems services. The Public Works Department administers the existing residential permit parking program, the parking related programs and policies, the Downtown parking program, oversees the meter maintenance and collection efforts, and provides the required signage and markings. The Transportation and Safety Commission also serves in an advisory capacity to the City Council regarding policies on matters related to transportation and parking.

As parking operations change over time and as new technologies and policies are introduced, the City should create a new Parking Coordinator position. Parking management impacts the City's businesses, Downtown parking, and all residents. In addition, it also impacts a variety of City departments. Thus, it will be helpful to the community and City management to have a dedicated position to oversee and coordinate the implementation and on-going management of parking operations. For synergy, this position should be housed in the Public Works Department to align with the current operations that are already in place.

The Parking Coordinator could be responsible for overseeing all aspects of parking operations including the following:

- Policy development,
- Equipment and technology procurement and implementation,
- Vendor contracts for services,

-
- Parking enforcement coordination with Police Department,
 - Parking enforcement gap management/citation data analysis,
 - On-going parking occupancy and turnover data analysis,
 - Permit parking program oversight and analysis,
 - Revenue management and verification with the Finance Department,
 - Residential permit parking district establishment, reviews, and data analysis,
 - Parking Meter collections and maintenance coordination, oversight, and data analysis,
 - Citation adjudication reviews,
 - Permit application reviews and exceptions,
 - Parking revenue forecasting and budget data analysis,
 - Shared parking agreement negotiations,
 - Coordination with the Downtown BID on parking issues,
 - Regular meetings with the Transportation and Safety Commission, and
 - Other parking program roles and responsibilities as appropriate.

Parking Revenues

Revenues from paid parking can support a sustainable and effective parking operation, including the ability to fund the required management, enforcement, and staffing resources. A paid parking operation should be self-sustaining, and a successful program would allow the City to invest in the development of parking and transportation resources that directly benefit the community

The parking program can provide revenues that could be reinvested to help pay for maintenance, enforcement, capital replacement of equipment, capacity issues, and parking alternatives or programs to maximize the use of facilities.

The program should also identify a plan and budget for on-going parking facility maintenance and upkeep of facilities. Parking facility maintenance includes periodic restriping, resurfacing, sweeping, trash pick-up, and lamp replacement. Implementing a successful parking program may have the added benefit of providing additional revenue to support parking asset maintenance and upkeep that are currently underfunded.

To track revenue, operation expenses and capital expenditures and reserves, a separate enterprise fund and budget for parking operations and future capital needs should be established.

Parking Meter Technology

Current Parking Meter Systems

The City currently has 376 single head and double-headed meters located in the Civic & Business Districts in the Downtown area. Meters in the Business Districts are older manual enhanced meters that accept nickels, dimes, and quarters. The meters in the Civic Center area are newer meters that accept coins and credit/debit card for payment. The Business Districts in Downtown also include some poles where meter heads have been vandalized and heads have been cut off. As part of the parking meter improvements, replacement of all missing meter heads should be included.

The current meter inventory includes 256 meters in the Downtown Business District and 183 meters in the Civic Center District. Parking meters spaces are enforced Monday to Saturday from 8:00 AM to 6:00 PM except for holidays and Sundays.

A summary of the number of meters, time limits, and currency accepted payment types are shown in the table below.

Summary of Existing Meter Program

Location	Number of Meters	Payment Accepted	Maximum Rate	Maximum Time Limit
Custodian/Civic Center	52	\$.05; \$.10; \$.25	\$12.50	10 Hours
Civic Center	131	\$.05; \$.10; \$.25	\$2.50	2 Hours
Business District	245	\$.05; \$.10; \$.25	\$.50; \$1.25; \$1.50	12 Minutes; 30 Minutes; 2 Hours
Total	376			

Parking meter rates per hour are at market rates, compared to other nearby cities. At this time, no changes are recommended in the parking meter hourly rates. Meter rates should be reevaluated when the parking enforcement program is re-established with adequate enforcement available to enforce meters, and when post-pandemic occupancy and turnover data can be collected.

The parking meter equipment in the Downtown District is very dated and is what is considered in the industry as manual enhanced meters. That means that when coins are inserted in the meters, the meter does not have to be manually turned via a knob for time to appear on the

meter; there is enough electronics in the meter's internal mechanism for the meter to differentiate the coin denomination and calculate the time allowed for parking in the space.

Recommended Technology

Parking meters available in the parking industry now accept coins and credit card/debit cards for payment. The challenge with meters that accept coins only is that the parking user is constantly having to find coins for payment, the maintenance with these types of meters that accept coins only is very high – meters that accept various coin denominations are the most expensive meters to maintain. The meter collection and coin counting process and depositing process is far more costly and takes far more time for counting/deposit and coin-only payment limits the parking users' ability to make payment – many customers prefer some type of card payment.

Most cities have upgraded their meters to newer meter mechanisms that accept quarters and card payment only. This has been done to offer parkers an option of currency and card payment but utilizes quarters only to reduce the maintenance and collection costs for meter operations. Additionally, banking institutions have indicated that quarters are far more available in the marketplace than other coins.

While mechanisms utilizing quarters and card payment features are still available with a few parking meter equipment vendors, many cities have also converted their on-street pay spaces to multi-space parking meters (pay stations) for all lots/structures and on-street paid parking areas. Compared to single-head/double-head meters, pay stations have advantages. Some of those advantages are:

- Improves the community aesthetic by minimizing the amount of street hardware,
- Allows for pay by space feature,
- Offers the ability for license plate enforcement,
- Allows customers to pay by card remotely for extended parking,
- Minimizes the amount of infrastructure required for on-going maintenance and collections,
- Allows pay rate adjustments from remote computer software and allows variable rate structures,
- Provides enhanced data management for enhanced enforcement, occupancy-based data, error reporting, and revenue and card processing reconciliation features, and
- Provides data-driven decision making by staff.

Pay station vendors typically offer robust backend systems with reporting features with usage and maintenance data. Pay stations should wirelessly communicate usage, payment status,

meter access, and maintenance alert data in real-time; and should be managed through a web-based meter maintenance system that provides robust monitoring and reporting features.

For all pay stations, the Pay by Plate configuration is recommended. With Pay by Plate, the users must enter their license plate number into the machine to initiate a parking session. The license plate number becomes the payment identifier, rather than a space number or receipt. Pay by Plate is convenient to users because at completion of payment they are not required to return to their vehicle with a receipt.

Pay stations can also be configured so that payment and license information for parkers is available for parking enforcement handhelds, and allows enforcement staff to retrieve violator information from each pay station rather than having to monitor each space and vehicle for expired meters.

If pay stations are selected to replace current meters, it is recommended that the city offer coin (quarter only) and card payment. The bill note acceptor (BNA) for \$1 bills is typically the part that most frequently jams or breaks on a pay station. Accepting quarters only means that pay stations (or single- or double-headed meters for that matter) do not have to be collected as frequently as when nickels and dimes are allowed. The pay stations should be configured to allow payment at any machine for use of any parking space within that zone, as everything will be tracked and verifiable by license plate.

The City could consider pay stations as an alternative to single space meters. Single head meters will decrease the efficiency of enforcement and take up more sidewalk space. Additionally, with more hardware on the street, there would be increased revenue collection and maintenance requirements.

Maintenance and Coin Collection

With the implementation of new meters and/or pay stations, it is important to ensure that the pay stations are properly maintained, and that revenue is consistently collected. On-going preventive maintenance will optimize equipment lifespan and maximize system uptime. On-going coin collections are needed to prevent pay stations from reaching capacity. Meters/pay stations that are broken become a source of complaint by users as well as businesses and impacts the effectiveness of the enforcement program.

The City should budget for staff that can assist with part-time maintenance, collections, and coin counting. New meters for current pay parking spaces and/or reduced number of pay stations needed, will minimize maintenance and collections, so it is anticipated that all duties can be

handled by a part-time position or a full-time position that also has other responsibilities in the parking program.

Mobile Payment

In addition to new meters and/or pay stations, it is recommended that the City offer a mobile payment option for additional user convenience. A mobile payment solution will allow drivers to pay for parking sessions using their cellphone. Users can also add extra time to their parking session remotely, which is an added customer convenience. Like the Pay by Plate configuration recommended for pay stations, the mobile payment feature would also be tracked and verifiable by license plate number.

Technology Replacement Phasing

The paid parking system is one of the critical path items for a successful Downtown parking program. The current paid parking program is lacking a reliable parking technology for the machines, and meters that are suffering from too much downtime, which is frustrating to businesses, guests, and residents. The current lack of quality meters and their functionality is severely impacting the success of any enforcement program when re-implemented. It is strongly recommended that the procurement process begin as soon as reasonably possible to replace the existing meters installed throughout the Downtown. The return on investment (ROI) of having quality meters/pay stations and good maintenance and collections will pay for the initial cost of the technology hardware very quickly.



New parking technology allows for payment by cash, card, or mobile device. Parking time reminders can be sent to mobile phones and parking time can be renewed as well. A demand-based pricing system can also be implemented via central control with updates as needed based on events and conditions.

Mobile payment users should be able to either call a number or create an account on a mobile application to pay. Users should also be able to complete a one-time use or establish accounts with the mobile payment provider that allow them to pay for parking and extend their stays without returning to their vehicles. Mobile payment users can also be provided with the option to be notified via text, email, or app prior to the expiration of their parking session.

During the vendor selection process, it is important to thoroughly evaluate the mobile payment features and their capacity to integrate with the selected pay station vendor. It is important that the payment systems communicate to ensure that drivers cannot receive free hours at the pay station and another two hours thru the mobile application if such a feature is offered or additional time is offered for payment.

Below are the steps to assist with the technology selection and procurement process:

- Review parking industry pay stations and/or meters on-street location and lots/structure
- Prepare technical documents for replacement procurement document including definition of pay parking program features desired (i.e., coin demonization, card payment, mobile payment, management features, pay parking rates, location, or additions of pay parking, pay by plate, etc.)
- Prepare RFP Document
- Issue RFP
- Review, interview and select vendor and equipment
- Issue contract for equipment, software programming, and installation

-
- Set-up card processing processes with Finance Department
 - Install pay stations and/or meters, commission meters and software, test meters and payment features
 - Adjust signs, remove and/or add signs in meter locations, where needed
 - Establish equipment maintenance and collections processes with staff, finance, meter and/or pay station vendor
 - Go live with program
 - Adjust performance of meters and/or pay stations as needed and complete 90-day performance evaluation and 12-month warranty checks.
 - Manage and monitor data and make data driven decisions on adjusting time-limits, rates and usage and occupancy

Off Street Parking Lots

Currently all City lots except the parking structure and a couple of other lots have no time limit restrictions and do not require payment for parking. Lots with no restrictions opens up use of lots by non-business employee and guest parking and allows the potential for loitering or excessive trashing of lots by non-employee guests and users. That creates a ripple effect in that the more a parking lot looks less used and maintained, the more parking users want to avoid parking there.

These types of issues can be avoided by implementing a few parking restrictions and operations management strategies. City off-street parking lots furthest from San Fernando Road businesses should be utilized for employee parking and parking for customers that need higher parking time allowances, freeing up close-in metered spaces and time-limited spaces with short duration.

Time limit adjustments in the Downtown San Fernando area are recommended for the implementation. Future updates to the study including evaluation of demand after implementation will determine if additional phases of implementation should be considered, including changing parking costs at meters and pay stations, and potentially expanding the use of paid parking.

It recommended that the time limit for non-permitted vehicles be set to 3 hours to provide longer term parking for guests and visitors who choose not to utilize parking meters and/or pay stations for pay parking options. The three-hour limit will be a disincentive for employees for parking and shifting their parking location throughout the day and will help incentivize them to obtain permits and park once in their designated parking lot. The recommended regulation changes are illustrated on Figure 21.

These lots may also be considered for off-street paid parking for those parking after the initial three-hour time period. An example of a daily rate structure for future implementation would be an initial period of free parking for two hours and then implement an incremental pay program based on length of stay with a daily maximum for parking.

This example rate structure would include the following: first 2-hours free; \$1 per hour for each hour after the first 2-hours, up to a \$6 daily maximum fee. To implement such a program the lots would be need to be properly signed with an adequate number of pay stations to collect payment. In the case of off-street lots it is far more economical to use pay stations for payment than using single pole meters for every space.

On-Street Public Parking

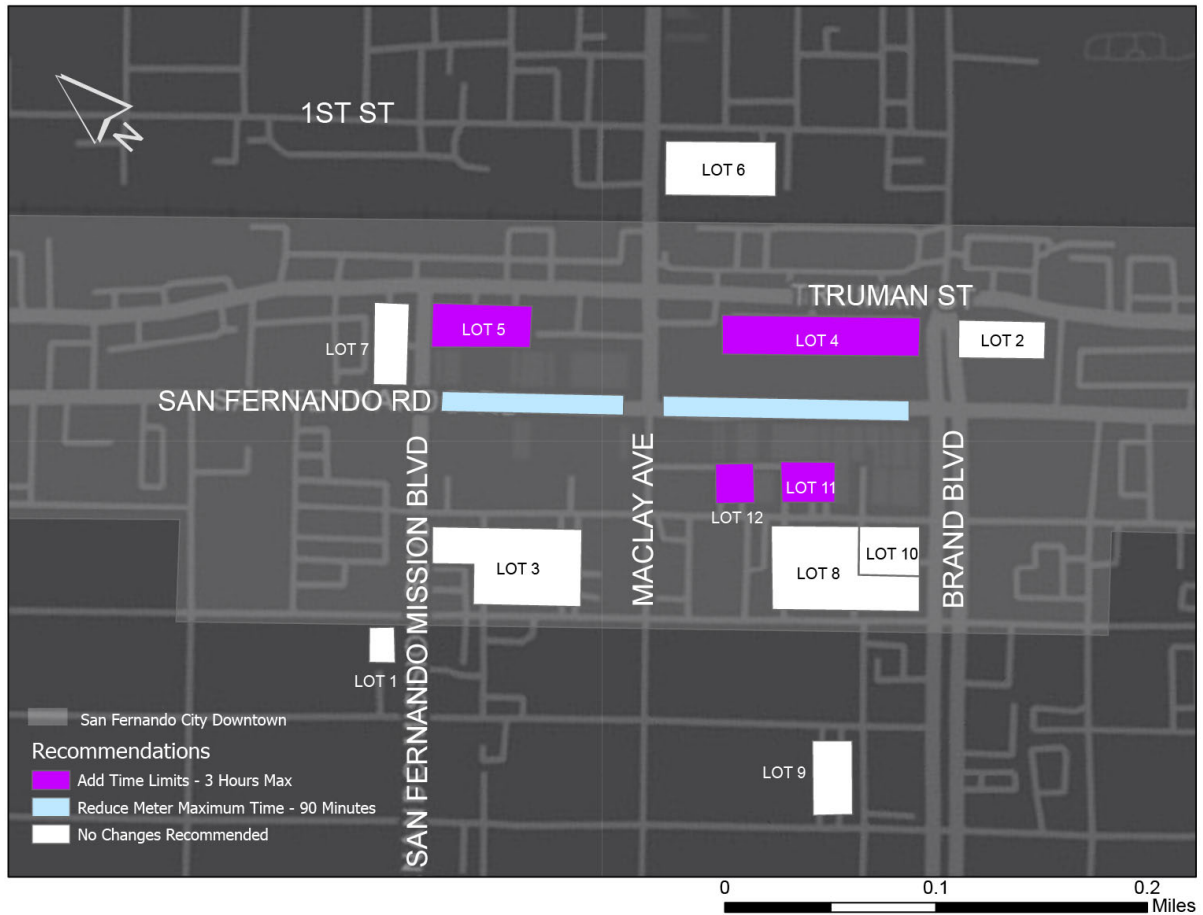
Specific blocks of Maclay Avenue north of 1st Street have high parking demand during business hours with little availability of on-street spaces. Adjustments to posted time limits to one hour or less in select blocks are warranted, while preserving existing two-hour parking within adjacent blocks to avoid corridor shortages of parking supply.

On-street parking on San Fernando Road between San Fernando Mission Blvd. and Wolfskill Street should have adjusted time limits from two hours maximum to 90 minutes maximum, but only after new meter technologies are implemented. Meter or paystation functions that allow for a remote refill of time could supplement this change in the base time limit.

Parking Pricing

Parking pricing is the unique talent of using all elements of a parking program, market analysis, or pricing to manage parking demand, to modify parking behaviors and in some cases incentivize parkers to modify their use of parking spaces and the frequency of that use. On-street parking spaces whether they are commercial parking spaces or residential street parking spaces are the highest valued parking assets provided in any city. Unfortunately, communities do not often review their parking supply from a value of the asset vantage point.

Figure 21: Recommended Downtown Regulation Changes



Several scholars around the country have written research papers and entire textbooks on parking pricing. They make the case that on-street parking spaces are the highest resource in a city's toolbox of parking assets. Dr. Donald Shoup, a retired economics professor at UCLA has written a book, *The High Cost of Free Parking*. The book champions the position that many cities provide free parking in their parking assets; but the parking is not "free", someone is paying for those parking spaces – often indirectly through care and maintenance of those spaces and a host of other hidden costs. While San Fernando is not guilty of providing "free" parking in certain parking program elements, some other parking elements of the parking areas are "free" and are stretching the City's resources in continuing to provide those spaces as "free" parking.

While some of the City of San Fernando parking pricing for parking services meets current market rates (Downtown District and Civic Centers meters and parking fine bailment schedules), other pricing models for City parking programs are too low or they are currently free, such as the Downtown area employee parking and off-street parking lots.

Pricing details of each of the program enhancements and program implementation elements in this study all carry a significant cost related to management of each of those programs and in providing services by the City. Recommendations for parking prices and any changes needed are associated with the program development and implementation scenarios. Suggestions are provided for how to value each of the program's services, how to conduct a market analysis for pricing parking services, and how to conduct data-driven decision making and market analysis to guide the City in developing parking fee rates and adjustments as needed.

Permit Parking

Under a permit parking program, vehicles with special permits are subject to different parking regulations than vehicles without permits. A wide variety of permit programs are often provided in downtown areas and residential areas. Downtown parking permits may include employee permits, contractor permits, loading permits, etc. In most cases permit programs are established to better allocate existing parking inventories by issuing permits to either the most appropriate users, or by rationing permits to manage a balance between permits issued and spaces available, or to distribute parking demands in a managed approach.

Most of the comments received from residents during PMMP outreach centered on the challenges that they experience in finding parking spaces near their homes. Currently, the City has two permit districts, one is a larger residential area near the Downtown, and the other district is a one-street block district. Neighborhood challenges were further exacerbated over

the last 18-months when many of the community's residents were forced to stay home or work from home due to the pandemic.

Based on comments and analysis and review of the City's ordinance, the resolutions for establishing permits districts previously, and the need for clear processes for residents to request residential permit parking, a detailed review was conducted and recommendations have been provided for adjustments to the City residential permit parking program.

A detailed description is provided to assist residents in gaining knowledge about what types of issues can be solved with a residential permit program. A detailed set of steps is defined for actions that need to be initiated by the residents of a neighborhood, and steps for staff to take for recommendations to the City Council, who would approve by resolution a permit district.

A recommended resident district map is provided on Figure 22 to guide the City in reasonable boundaries for the permit districts. These potential boundaries are based on high on-street parking demand across all analyzed time periods and natural neighborhood boundaries such as major roadways. The district formation process, as it is used by neighborhoods in the future, will ultimately define the boundaries for each formed district, if they are desired and initiated.

While permits are currently required in the two existing districts, it is doubtful that that plan can continue to be sustained as "free" parking. California DMV regulations indicate that residential permit fee holders can only be charged for the cost of issuance of the permits, reviews of data collection for establishing the district and sign installation. In most cases, those fees are very low, and State regulations clearly indicate that the intent of any fees is not to support a revenue-generating program. A detailed set of processes are provided to assist the City with establishing permit costs.

Figure 22: Potential Residential Parking District Boundaries



Residential permit parking programs are most frequently implemented in areas where parking demand is high and residents may have difficulty finding parking places. These are often residential areas that may be close to parks, schools, and commercial and retail businesses.

A permit parking zone would require residents who wish to park on their street to obtain parking permits from the City. Permits are not needed if residents do not park on the street. However, most residents will likely choose to obtain permits. Resident permits are usually permits that are affixed to the rear bumper or front driver's side windshield. Additional annual and/or daily permits (for special events such as parties, family gatherings, etc.) may be obtained and displayed on vehicles parked by resident guests. The permits may be paper permits and/or plastic hangtag permits that are displayed below the rear-view mirror.

The City currently has an ordinance that provides details regarding how permit districts are established. The ordinance was established in 1991 and, while still very much valid, needs some minor adjustments to update the ordinance to current parking policies applicable to the City. Here are some elements needing adjustment:

- The program should be administered by Public Works rather than the Finance Department. All other program and operational elements guiding management of the city's streets are managed from the Public Works Department. It is, therefore, the best place for management/administration of the permit parking program.
- While the ordinance discusses how permit districts can be established, the ordinance needs updates to more closely align with the current situations that residents are experiencing and reflect modernizations of how permit parking programs are managed. The updates reflect changes that should include the following:



Residential parking permit districts can have specific definitions for times of day when permits are required. Overnight parking restrictions are most common, requiring a daily use of off-street and driveway parking.

- Establishment process – If 51 percent or more of residential owners of an impacted area want to request City consideration of a residential district, they may obtain a petition from the Public Works Department and obtain the required signatures along approved streets within the district. The petition would state the impacted street blocks and district boundaries, provide a description of the impacted days/times of streets affected and provide names, and provide the addresses and signatures of property owners requesting the review of the petition.
- The City may elect to charge and collect a processing fee for review and data collection for evaluating the impacted area to determine the boundaries of the district. This fee would be payable at the time of petition submittal to City staff.
- City staff would review and certify the accuracy of resident signatures on the petitions. This review provides for certification of ownership of property and residency of the applicants.
- If 51 percent or more of the qualified residents in an impacted area are confirmed, City staff would conduct (services may be provided by a third-party traffic engineer or parking consultant) a parking study evaluating the impacted streets and area of spillover if a residential permit district is established. Parking occupancy and turnover data would be collected in the impacted area and analyzed for confirmation of impacts, the spillover area, and the days/hours of the impacts.
- City staff would notify all residents within the proposed parking permit district and hold community meetings to present findings from the study. The residents would work to reach consensus for the permit district proposed boundaries, and reach agreement on the days and hours for the proposed permit zone program regulations. Findings from these community meetings would serve as the basis for the elements of a proposed residential permit zone resolution to be heard by the Transportation and Safety Commission and the City Council.
- The Transportation and Safety Commission would hold public meetings to hear public testimony regarding the need for the permit district, the impacted study area, the proposed district boundaries, and the proposed days/hours for the permit regulations.
- The Transportation and Safety Commission would recommend that the City Council approve, disapprove, or amend the recommended district boundaries and parking restrictions.
- The City Council would conduct a public hearing and consider and approve through resolution approval of a permit district zone.
- If a district is approved by the City Council, residents may petition directly to staff to have their block(s) added to the district based on the approved regulations in the

Resolution. City staff will send notices to residents within the district with instructions on how they may add their streets.

- The Public Works Department would establish procedures and the systems and processes for residents to apply in person or via the City website to obtain the needed permits.
- Residents will need to provide completed permit application forms and two forms of proof of residency.
- The ordinance needs to be amended for the number of permits for each household. The limit of permits should be two permits per household and two annual guest permits. A limit will need to be defined for the number of temporary guest passes that can be obtained per household on a monthly or annual basis. These limitations should be established through the citywide ordinance, ensuring a balance of permits to be issued with the number of on-street spaces available within the zone.
- The City fee schedule process can establish fees for annualized permits obtained by residents. Fees charges may only reflect the actual cost of issuing permits and establishing the permit district.
- Finally, the City should adjust its citation and bailment schedule to establish the appropriate violations codes so that citation data for enforcement of permits districts can be implemented and evaluated.
- The Ordinance modifications also need to provide a more detailed process of how residents can request that a permit district can be modified or decommissions. This process is the same as establishing the district – through hearings at the Transportation and Safety Commission level and recommendations to the City Council via resolution action. The same process is detailed in the Ordinance for establishing the District as is used for decommissioning a district. The residents petition for removal, and then the Transportation and Safety Commission holds a public hearing and recommends an action to the City Council. The City Council then approves or disapproves through a Resolution process.
- Finally, it is recommended that the Ordinance be modified, directing staff to conduct a study every five years of the current conditions and impacts of each district established. This report should be presented to the Transportation and Safety Commission. The Commission may request staff to notice and advise the residents of the impacted District of changes in use of streets within a permit district, and hold community meetings. Any changes that may be needed to district boundaries, or parking regulations impacting the district will be initialed as a petition from those residents to the Transportation and Safety Commission via a 51% petition of all households in that district. The City Council would then hear and adopt through resolution any amendments or the decommissioning of a residential permit district.

Downtown Employee Parking Permit Program

The recommendations to implement the paid on-street and parking structure pay parking program will likely increase the demand for a Downtown employee parking permit program. This is the opportunity for the City to reshape parking dynamics and influence where employees are parking to encourage more convenient customer parking availability. Part of the implementation process of paid parking program improvements should be expanding employee permit parking supply to accommodate the additional demand. The City should prioritize the most convenient parking supply for public parking and designate perimeter parking options for employee parking.

Employee Parking Permit Issuance

To begin the implementation process for the locating and assigning of employee permit parking the following procedures are recommended. These recommendations also include field data collection since parking counts collected during the work effort for this study show potentially lower demand due to the COVID pandemic. Parking occupancy often changes from time to time for a variety of reasons and maintaining an inventory of available parking spaces for employee parking permit assignment, as defined below, is an on-going data management task for good data-driven decisions:

- Prior to beginning the employee permit program, staff should conduct a survey with BID employers to obtain a count of employees currently working at the place of business. One of the survey questions might also include the number of employees that have shifts that are restored to pre-COVID levels. This will provide some indication of whether the employment levels have stabilized or if additional hiring is expected by employers.
- Prepare an employee count spreadsheet by business or employer in the Downtown BID district
- Survey all City lots in each of the pay parking districts for vacant space counts at 10 am, 12 noon and 2 pm to determine space availability. Counts should be taken on a Wednesday, Thursday, and Friday.
- The parking lots to be counted for space availability include the following:
 - City parking lot #1
 - City parking lot # 2N
 - City parking Lot # 3
 - City parking lot # 4
 - City parking lot # 5
 - City parking lot # 7

- City parking lot # 8
 - City parking lot # 9
 - City parking lot # 10
 - City parking lot # 11
 - City parking lot # 12
- Calculate by lot the available parking spaces by lot and the Downtown BID as a whole.
- Identify any private lots with parking space availability for potential shared parking options for employee parking.
- Permits would only be assigned to employees that work during the 8 am – 6 pm work shifts when pay parking regulations are in effect. If at any time pay parking at meters extends later than 6 pm, then permit assignments for employees working during the later evening hours will need to be implemented and permits issued.
- Work with the permit assignment vendor for website application process as well as preparing printed application forms for completion and return to Public Works Department. Permit application forms should collect employee name, cell phone number, employer company, work address, vehicle license plate number and identification of 1st and 2nd choice for parking lot assignment.
- All forms and web-based application will require employer certification of employees for the permit. Permits will only be assigned to employees currently employed and possessing a valid driver's license.
- Work with the permit assignment vendor establishing permit assignment criteria, approval process procedures and processes for assigning permits for each lot that is convenient to workplace locations. Calculate the percent oversell of permits and establish a cap of permits for each lot to be assigned.
- Establish monthly parking fees for parking lots and advise BID and Transportation Commission of fee schedule.
- Add parking fees to City fee schedule and obtain City Council approval for employee permit parking fees.
- Begin employee permit application process and assign permits for designated parking lots.
- Monitor lots for permit usage.
- Adjust bailment schedule for parking citation fees and add enforcement violation codes for employee parking violations. Violations should encompass failure to display permits and parking in an unauthorized parking lot.
- Adjust programming in enforcement handhelds for fines, lots, assignments, etc. Train enforcement staff on new elements of the parking program.

On-going Employee Parking Permit Program

The employee parking program will need to continue to be monitored frequently for use and adjustments to assignments for employee parking.

Parking Pricing

There are primarily two methods for parking data collection models that are described in the table below:

Parking Data Collection Models

Method	Description	Recommendations
Physical Counts	Physical counts are the simplest approach to collecting data by assigning internal staff to walk or drive the study area at various points of a day to record the number of vehicles parked per block or parking lot/structure	<ul style="list-style-type: none"> Utilize physical counts to sample data and validate the results of other automated parking occupancy counting technologies.
License Plate Recognition Camera	The same License Plate Recognition cameras utilized for enforcement can also be utilized as a data collection tool. Each license plate is read and recorded along with GPS location and time/date stamp.	<ul style="list-style-type: none"> By assigning staff to drive specific routes at specific times of the day, data can be downloaded for time frames and exported to Excel for analysis using the vendor's backend management system.



Parking meter use can be expanded in the future, as needed based on evaluation of management programs, or pay stations can replace meters. Newer technology allows for use of mobile phones to pay and renew parking time. The station can be combined with parking signage.

Once data is collected, it can be reviewed to provide for rate and time-limit adjustments at meter/pay stations, time-limit changes in the lots, and adjustments to the assignment of employees to various lots. Over time, with the goal of maintaining an 85 percent occupancy rate, staff can make data-driven decisions about the management of all parking space inventories.

This data-driven decision-making methodology is commonly known throughout the parking industry as Parking Demand Based Pricing. A summary of potential findings and adjustments is provided in the following table.

Examples of Data-Driven Decisions for Management of Parking Resources

Data Finding	Potential Adjustments
Public parking occupancy is consistently near or above 85%	<ul style="list-style-type: none"> • Increase the hourly rate and/or daily maximum • Decrease the time limit
Public parking occupancy is consistently well below 85%	<ul style="list-style-type: none"> • Decrease the hourly rate and/or daily maximum • Increase the time limit
Public parking occupancy has a distinct peak period	<ul style="list-style-type: none"> • Increase the hourly rate during the peak period only
Public parking occupancy reaches near or above 85% outside of paid parking hours of operation	<ul style="list-style-type: none"> • Extend or expand parking hours of operation
Public parking occupancy is well below 85% at the beginning or end of the paid parking hours of operation	<ul style="list-style-type: none"> • Reduce the paid parking hours of operation
Permit parking occupancy is consistently near or above 85%	<ul style="list-style-type: none"> • Increase the permit parking supply • Increase the permit fee • Decrease oversell percentage
Permit parking occupancy is consistently well below 85%	<ul style="list-style-type: none"> • Decrease permit parking supply • Decrease permit cost • Increase the oversell percentage
Permit parking occupancy has a distinct peak period	<ul style="list-style-type: none"> • Allow public parking in permit parking areas during non-peak periods

Parking Compliance Program

Parking compliance (enforcement) programs are one of the most important management tools to ensure the success of residential permit parking programs, paid parking in on-street and off-street parking lots in the Downtown area, as well as employee parking programs. If parking enforcement is not provided, or is understaffed or ineffective, the success of all these parking programs will be short-lived and ineffective.

The parking enforcement operation should 1) optimize the effectiveness of parking management strategies to improve access to spaces and provide increased safety; 2) utilize parking enforcement technology to maximize enforcement efficiency; and 3) add the enforcement operation overtime to provide effective coverage.

The parking enforcement program detailed from this study effort provides the following:

- Enforcement coverage – staffing level, deployment coverage plans and enforcement scheduling
- Enforcement Technology Integration
- Data Management
- Enforcement staffing and coverage – scalable as the parking program is implemented

Parking Enforcement programs are always prepared to effectively respond to program elements and needs of the community and the commercial areas. The enforcement programs are designed to provide staffing and schedule adjustments to meet community needs.

The purpose of any enforcement is to provide access to parking users, improve visibility and safety for the community, and allow for the success of all elements of a parking program whether they are residents, guests and visitors to the city, or employees of Downtown businesses.

Parking enforcement services are always a sustainable operation for cost recovery of enforcement costs. The parking citations that are issued more than cover the cost of providing parking enforcement services to the City.

Supporting Improvements

There are a number of complimentary measures that the City can undertake to support the implementation of parking management actions. These include improved wayfinding signage, bicycle parking provisions, and transit connections. The following actions are recommended for implementation by the City:



Wayfinding signs for public parking can primarily identify the presence of parking with the common "P" denotation, but can also denote directions to all-day parking and limited-time parking closer to common destinations

- Establish a wayfinding and parking guidance system for Downtown including a recognizable public parking brand, and a static wayfinding system to locate public and shared used parking facilities.
- Promote bicycle use for trips to and from commercial areas, by placing bicycle racks within every other block in high visibility and foot traffic areas in corridors.
- Expand San Fernando Trolley service frequency and service hours, as is feasible in the future, and integrate stops into high pedestrian access areas.
- Evaluate improved pedestrian connections to and from commercial areas and across the railroad tracks as the northern barrier in the Downtown.

APPENDIX A –
OUTREACH MEDIA SAMPLES

Survey



Join the conversation
PARKING SOLUTIONS
for a Livable San Fernando

SAN FERNANDO CITYWIDE PARKING MANAGEMENT MASTER PLAN

If you have a residential neighborhood concern, please complete the following.

1. What is the issue you commonly experience with on-street public parking (check all that apply)?
☐ Low availability of spaces/high demand
☐ Available parking far from home
☐ Overnight parking
☐ Loitering/violations
☐ Corner visibility issues when driving
2. What street do you live on?

3. What is the nearest cross street?

4. How many cars do you and members of your household own?
☐ One
☐ Two
☐ Three
☐ Four or more
☐ None
5. Do you use your garage, driveway, or complex parking lot for parking your car(s)?
☐ Yes
☐ No
☐ I don't have a garage, driveway, or lot available

6. Which of the following would encourage you to reduce the number of vehicles you own?
☐ Access to improved transit, including buses and light rail transit
☐ Safe, pleasant paths to walk or bike to transit from my neighborhood
☐ Information about public transit, such as routes and schedules
☐ None of the above
7. Are you interested in parking permit programs as a solution, where residents and guests are provided a certain number of passes for a processing fee, and only those with permits can park during certain hours?
☐ Yes
☐ No
☐ Unsure
8. What times of day do you think should be restricted to permit-only parking in this neighborhood (check all that apply)?
☐ Overnight
☐ Morning
☐ Afternoon
☐ Evening
9. How much would you be willing to pay per permit per year, for your household?
☐ Less than \$10
☐ \$10 to \$25
☐ \$25 to \$40

10. How much would you be willing to pay per permit per day, for guests?
☐ Less than \$5
☐ \$5
☐ \$10
11. How many resident permits do you feel are fair per household?
☐ 2
☐ 2-4
☐ More than 4
12. Should the City develop policies to attempt to:
☐ Allow residents to modify their driveways to park more cars
☐ Encourage the use of garages and driveways
☐ Create neighborhood parking districts (requires permits)
☐ None of the above
13. Choose 3 solutions that could help solve the parking problems.
☐ Provide parking permits for residents on certain streets
☐ More Parking Police Enforcement
☐ More Code Enforcement
☐ Encourage residents to use their driveways and garages for parking
☐ Reduce on-street parking limit from 72 hours to 48 hours (or 24 hours)
☐ Allow the use of city, business, or school parking lots overnight
☐ Allow private driveways to be expanded
☐ Allow owners to create new parking areas on their property
☐ None of the above

If you have a concern about public parking in downtown and Civic Center City lots, or public on-street parking in commercial areas, please complete the following:

14. What is the address/location of your place of employment or other common destination in the commercial areas?

15. What is the issue you commonly experience with on-street public parking or City public lot parking (check all that apply)?
☐ Low availability of spaces/high demand
☐ Available parking is far from destination
☐ Parking seems unsafe
☐ Parking time limits are too short
☐ Parking meter fees are too high
16. If you are an employee in the downtown area, would you be interested in a permit program with designated employee parking in a reasonably located but not adjacent location?
☐ Yes
☐ No
☐ Unsure
17. What is a reasonable price per hour to park in the downtown area, as a customer?
☐ Less than \$1.00
☐ \$1.00
☐ \$2.00
☐ \$3.00 or more
18. If you would like to receive updates on the Plan, please enter your name and email:
Name _____
Email Address _____

Thank you for your participation!




Plan Maestro de Gestión de Estacionamiento de la Ciudad de San Fernando

Si tiene una inquietud sobre un vecindario residencial, complete lo siguiente:

¿Cuál es el problema que comúnmente enfrenta con el estacionamiento público en la calle (marque todas las

Press release



**THE CITY OF
SAN FERNANDO**

CITY COUNCIL
MAYOR
SYLVIA BALLIN
VICE MAYOR
MARY MENDOZA
COUNCILMEMBER
CINDY MONTAÑEZ
COUNCILMEMBER
HECTOR A. PACHECO
COUNCILMEMBER
CELESTE T. RODRIGUEZ

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Nick Kimball, City Manager
(818) 898-1202

DATE: August 5, 2021

**CITY OF SAN FERNANDO CITYWIDE PARKING MANAGEMENT PLAN
VIRTUAL COMMUNITY WORKSHOP
AUGUST 12, 2021 – 6 PM TO 7:30 PM**

SAN FERNANDO, CA - The City of San Fernando is hosting a virtual community workshop Thursday, August 12, 2021, from 6 pm to 7:30 pm, to provide an update about its Citywide Parking Management Plan, introduce solutions to parking issues, and receive feedback from the public on the proposed solutions.


A parking management master plan is a tool to help jurisdictions comprehensively address the location and amount of parking in specified areas. The overall goal of the plan is to make parking more convenient for residents, visitors and local businesses by engaging community members in problem-solving for parking solutions. The project area includes all on-street parking areas within the City of San Fernando as well as off-street parking lots in major corridors.

The August 12, 2021 meeting will be hosted on Zoom and interested community members may attend by logging onto bit.ly/SFParkingFinalPublicMeeting (case sensitive) and using the passcode 140411. Participants may also attend the meeting by phone by calling (346) 248-7799 or (720) 707-2699 and entering passcode 140411. Live Spanish interpretation will also be provided.


“Every step of the way, we’ve been receiving helpful feedback from community members on parking concerns,” said Nick Kimball, City Manager. “We look forward to sharing our team’s proposed solutions and hearing what the community thinks will work best for San Fernando.”

**ADMINISTRATION
DEPARTMENT**
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SAN FERNANDO
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OFFICE OF THE
CITY MANAGER
(818) 898-1202
PERSONNEL DIVISION
(818) 898-1220
WWW.SFCITY.ORG

Meeting flyer



Join the conversation
PARKING SOLUTIONS
for a Livable San Fernando



Join us virtually to share your feedback on **recommended solutions** to the parking challenges in San Fernando

Do you live, work, shop or play in San Fernando?

The City of San Fernando invites you to a virtual public meeting on parking problems and potential solutions.

- Hear about recommended solutions to the parking problems
- Share your opinions about the solutions
- Help us shape our parking management plan


COMMUNITY MEETING:
Thursday, August 12, 2021, 6-7:30pm
(Spanish interpretation will be provided)

Zoom link: bit.ly/SFParkingFinalPublicMeeting
(case sensitive)

Passcode: 140411

Or Telephone: US: (346) 248-7799
or (720) 707-2699

Webinar ID: 873 4213 7102
Passcode: 140411



CITY OF SAN FERNANDO

To learn more about the Parking Study, please visit bit.ly/SFParkingStudy



Participe en la conversación
SOLUCIONES DE ESTACIONAMIENTO
para una San Fernando sostenible



Únase a nosotros virtualmente para compartir su opinión sobre las **soluciones recomendadas** para los desafíos de estacionamiento en San Fernando

¿Vive, trabaja, va de compras o se divierte en San Fernando?

La Ciudad de San Fernando lo invita a una reunión pública virtual sobre los problemas de estacionamiento y sus posibles soluciones.

- Escuche acerca de las soluciones recomendadas para los problemas de estacionamiento.
- Comparta sus opiniones sobre las soluciones
- Ayúdanos a dar forma a nuestro plan de gestión de estacionamiento

REUNIÓN COMUNITARIA:
Jueves 12 de agosto, 6-7:30pm
(se proporcionará interpretación al español)

Enlace de zoom:
bit.ly/SFParkingFinalPublicMeeting (use mayúsculas y minúsculas)

Código de acceso: 140411

Por teléfono: US: (346) 248-7799 o (720) 707-2699

Contraseña: 873 4213 7102
Código de acceso: 140411



CITY OF SAN FERNANDO

Para obtener más información sobre el Estudio de estacionamiento, visite bit.ly/SFParkingStudy

Social media posts



Citywide eblast

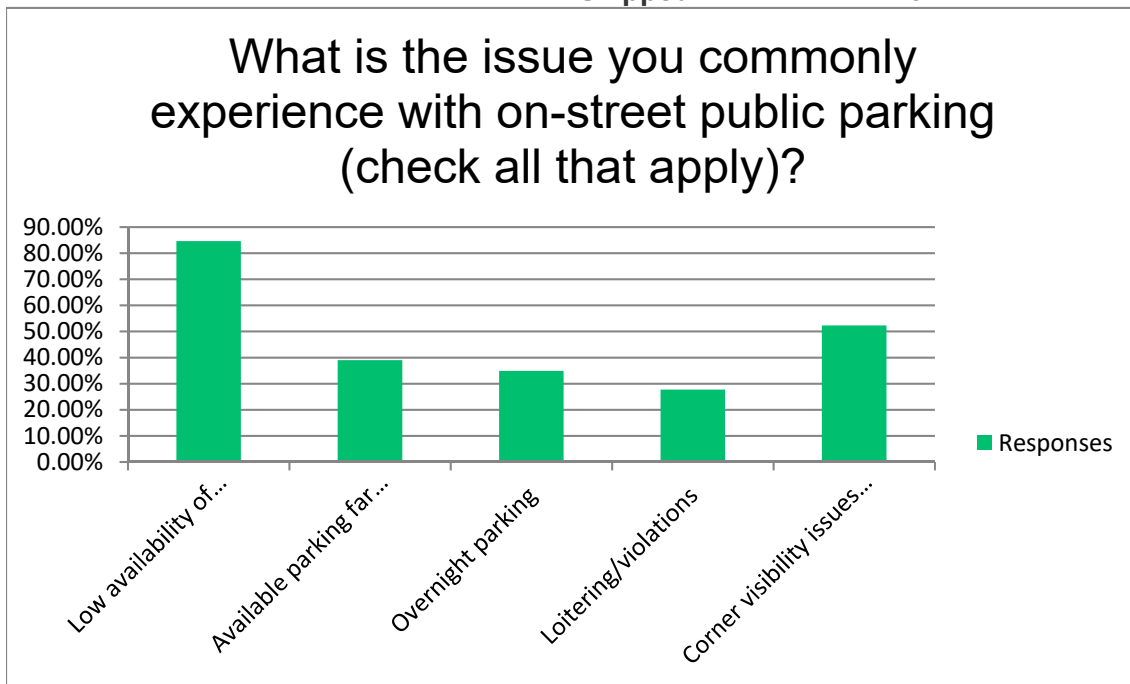


APPENDIX B –
ON-LINE SURVEY RESULTS

San Fernando Parking Management Master Plan

What is the issue you commonly experience with on-street public parking (check all that apply)?

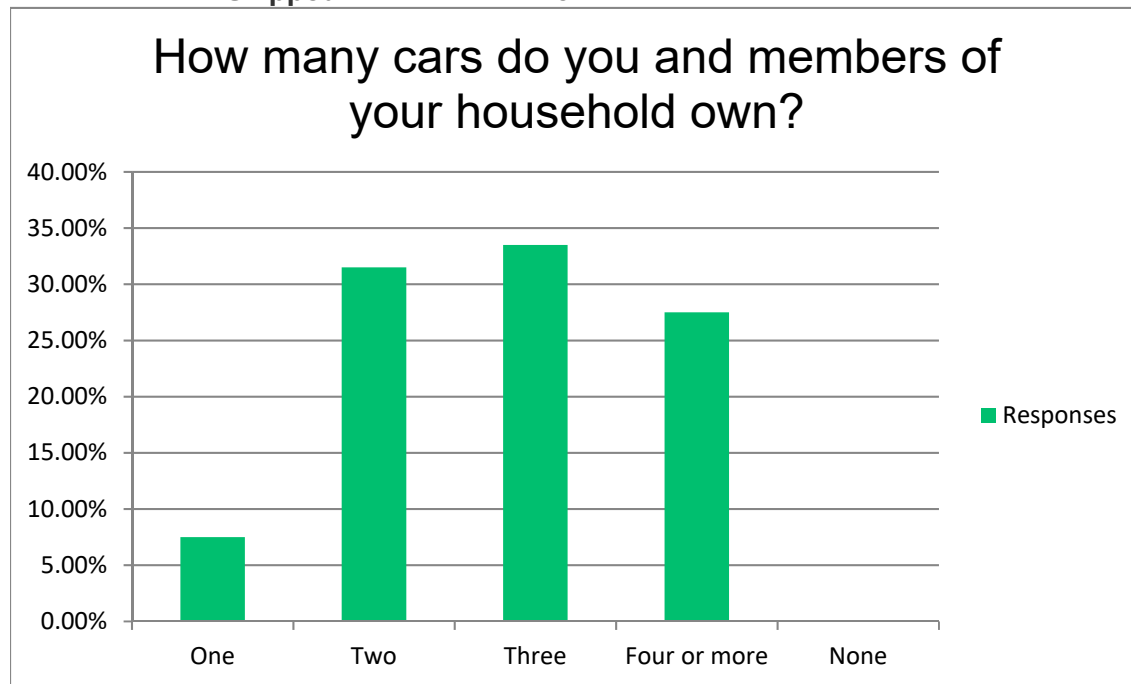
Answer Choices	Responses	
Low availability of spaces/high demand	84.62%	165
Available parking far from home	38.97%	76
Overnight parking	34.87%	68
Loitering/violations	27.69%	54
Corner visibility issues when driving	52.31%	102
Answered		195
Skipped		10



San Fernando Parking Management Master Plan

How many cars do you and members of your household own?

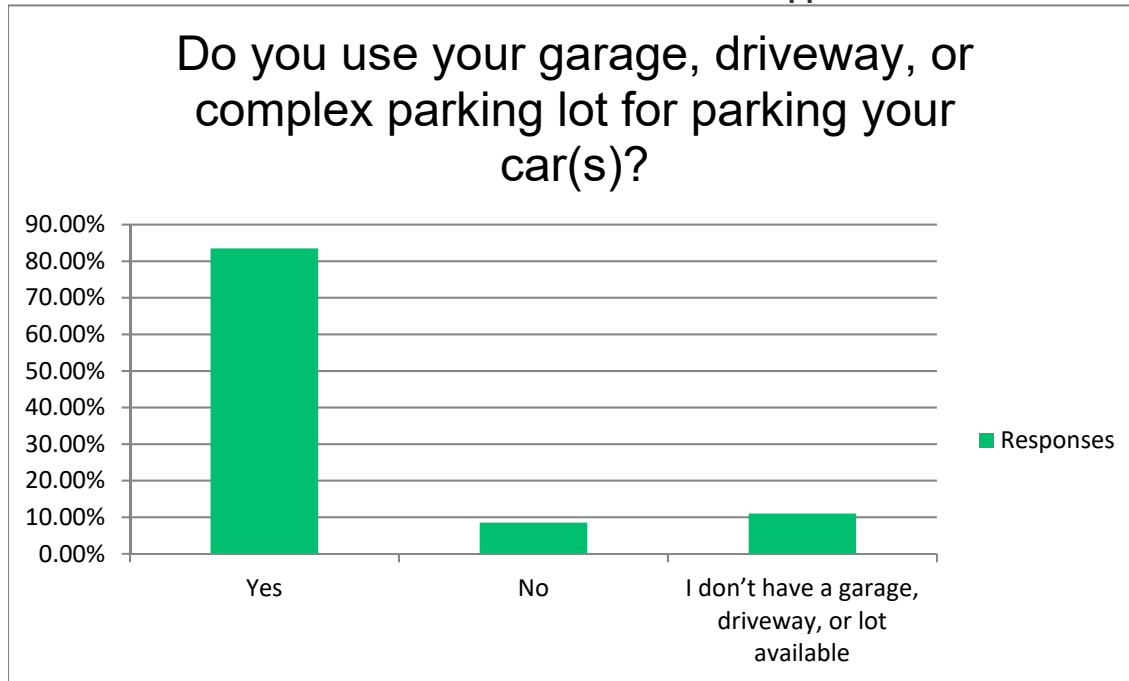
Answer Choices	Responses	
One	7.50%	15
Two	31.50%	63
Three	33.50%	67
Four or more	27.50%	55
None	0.00%	0
Answered		200
Skipped		5



San Fernando Parking Management Master Plan

Do you use your garage, driveway, or complex parking lot for parking your car(s)?

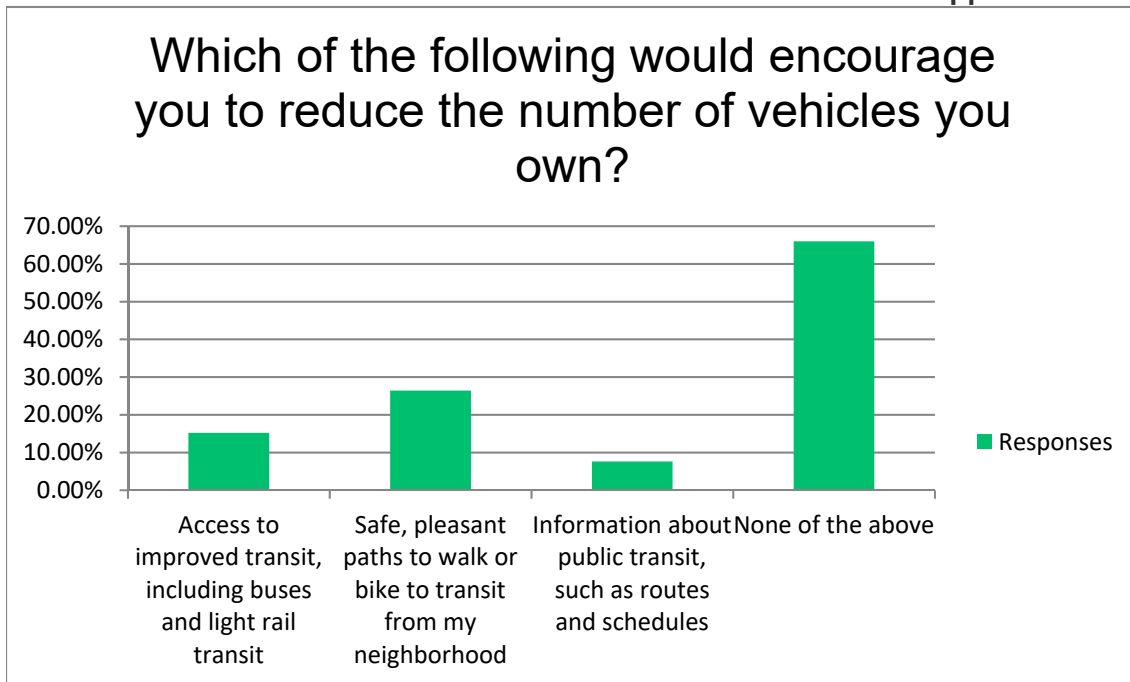
Answer Choices	Responses	
Yes	83.50%	167
No	8.50%	17
I don't have a garage, driveway, or lot available	11.00%	22
Answered		200
Skipped		5



San Fernando Parking Management Master Plan

Which of the following would encourage you to reduce the number of vehicles you own?

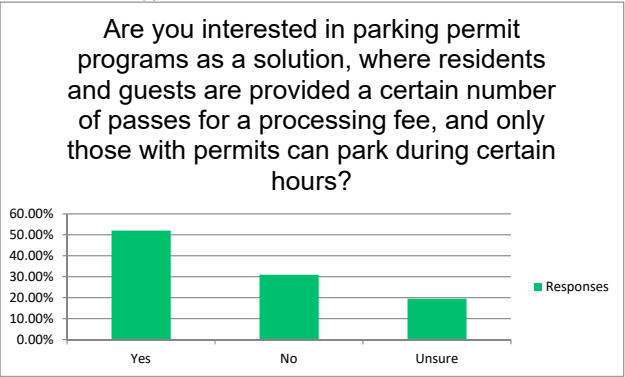
Answer Choices	Responses	
Access to improved transit, including buses and light rail transit	15.23%	30
Safe, pleasant paths to walk or bike to transit from my neighborhood	26.40%	52
Information about public transit, such as routes and schedules	7.61%	15
None of the above	65.99%	130
Answered		197
Skipped		8



San Fernando Parking Management Master Plan

Are you interested in parking permit programs as a solution, where residents and guests are provided a certain number

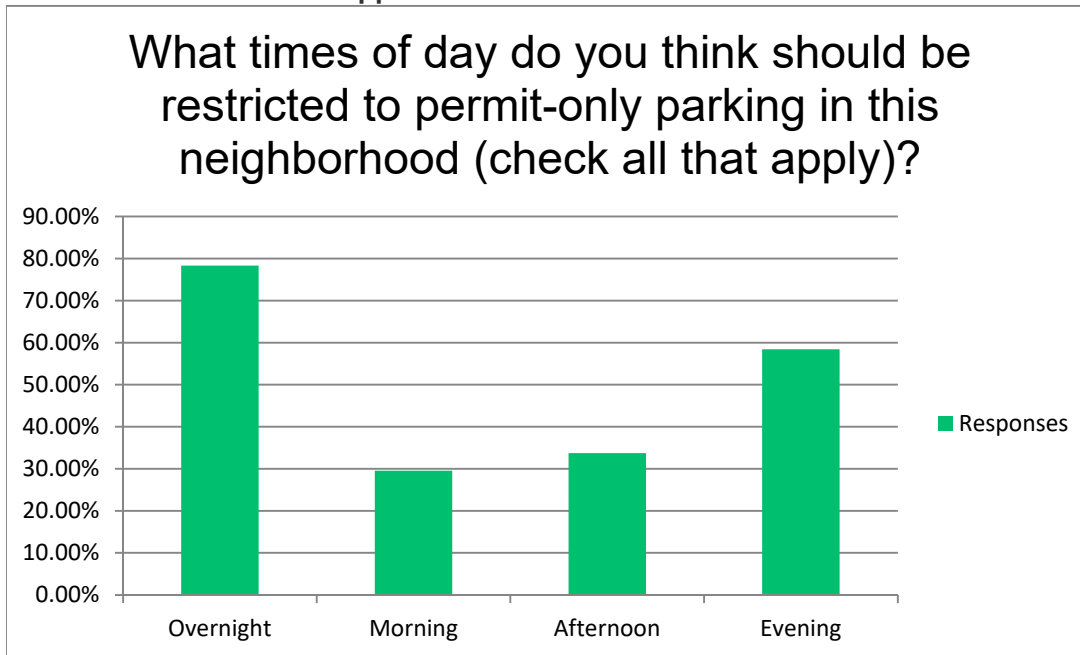
Answer Choices	Responses	
Yes	52.00%	104
No	31.00%	62
Unsure	19.50%	39
Answered		200
Skipped		5



San Fernando Parking Management Master Plan

What times of day do you think should be restricted to permit-only parking in this neighborhood (check all that apply)

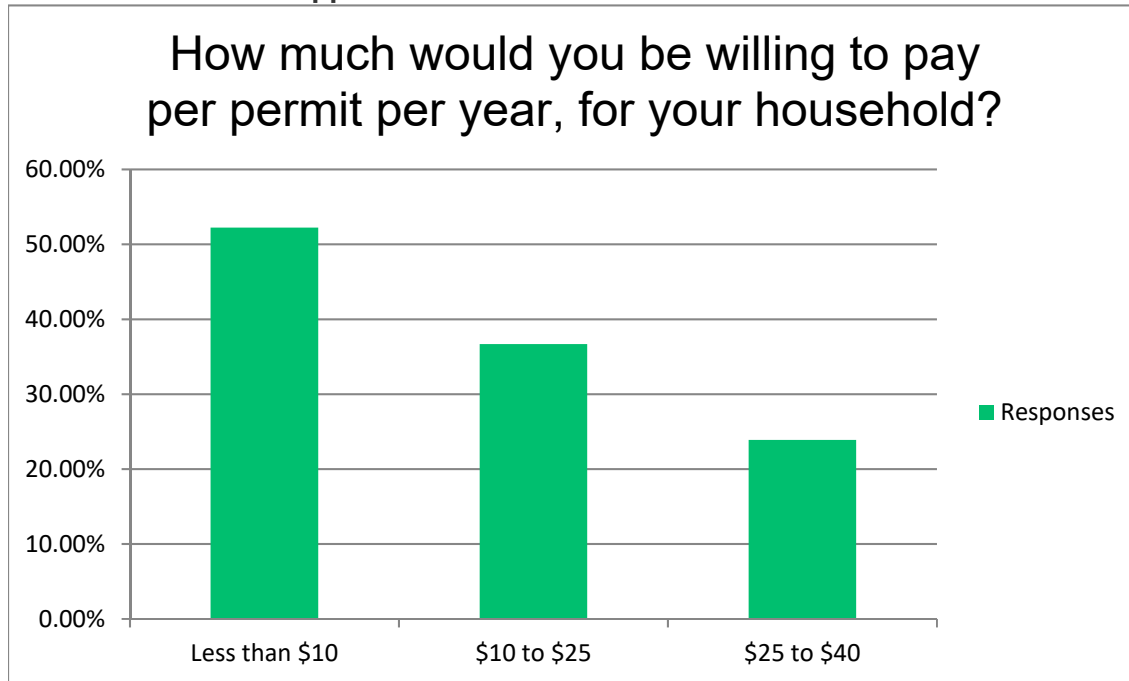
Answer Choices	Responses	
Overnight	78.31%	130
Morning	29.52%	49
Afternoon	33.73%	56
Evening	58.43%	97
Answered		166
Skipped		39



San Fernando Parking Management Master Plan

How much would you be willing to pay per permit per year, for your household?

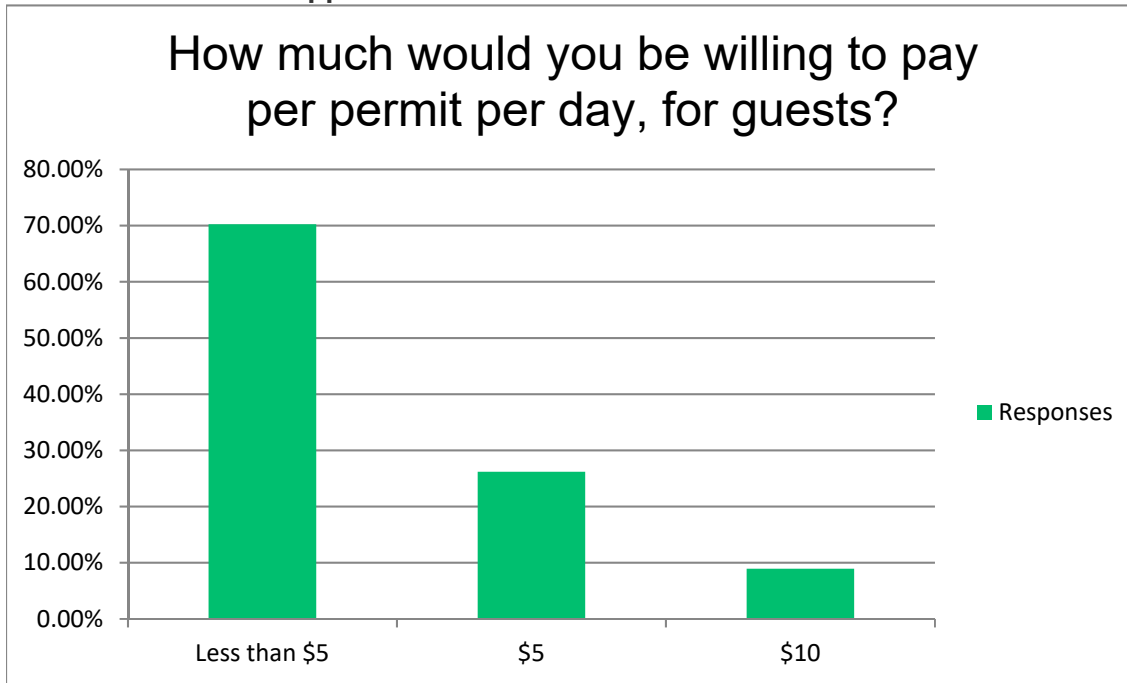
Answer Choices	Responses	
Less than \$10	52.22%	94
\$10 to \$25	36.67%	66
\$25 to \$40	23.89%	43
Answered		180
Skipped		25



San Fernando Parking Management Master Plan

How much would you be willing to pay per permit per day, for guests?

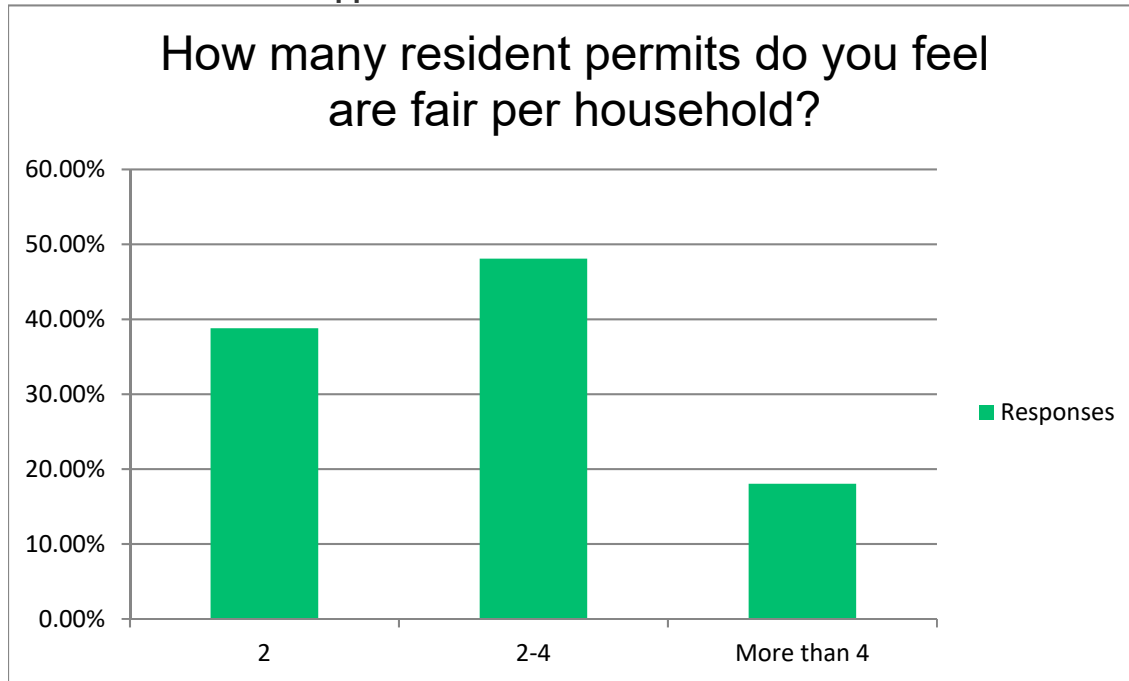
Answer Choices	Responses	
Less than \$5	70.24%	118
\$5	26.19%	44
\$10	8.93%	15
Answered		168
Skipped		37



San Fernando Parking Management Master Plan

How many resident permits do you feel are fair per household?

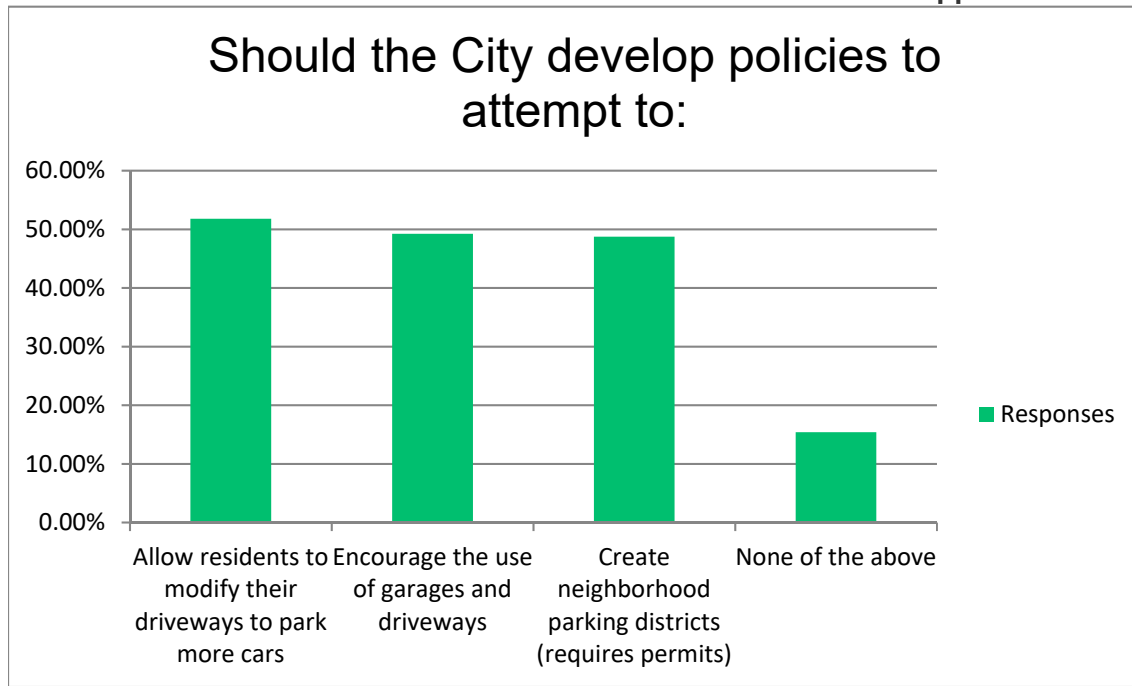
Answer Choices	Responses	
2	38.80%	71
2-4	48.09%	88
More than 4	18.03%	33
Answered		183
Skipped		22



San Fernando Parking Management Master Plan

Should the City develop policies to attempt to:

Answer Choices	Responses	
Allow residents to modify their driveways to park more cars	51.79%	101
Encourage the use of garages and driveways	49.23%	96
Create neighborhood parking districts (requires permits)	48.72%	95
None of the above	15.38%	30
Answered		195
Skipped		10

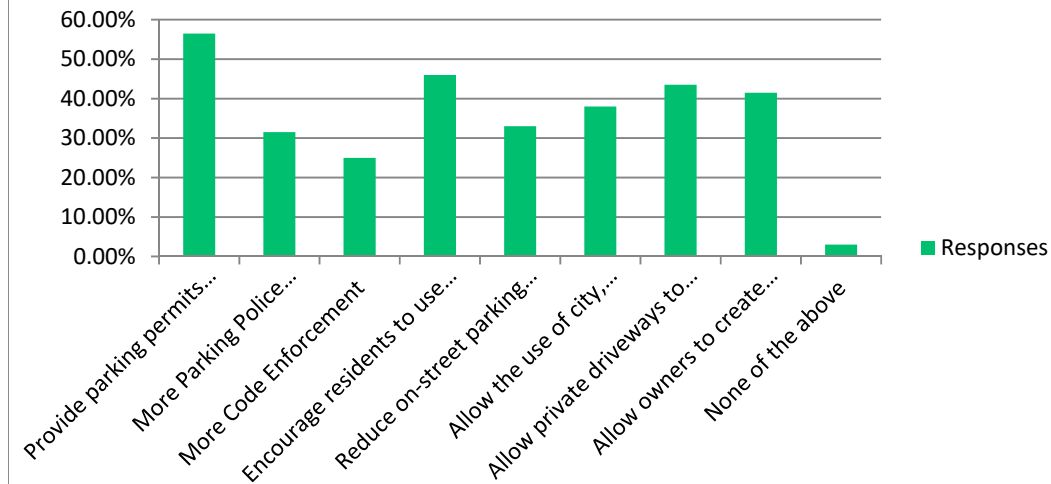


San Fernando Parking Management Master Plan

Choose 3 solutions that could help solve the parking problems.

Answer Choices	Responses	
Provide parking permits for residents on certain streets	56.50%	113
More Parking Police Enforcement	31.50%	63
More Code Enforcement	25.00%	50
Encourage residents to use their driveways and garages for parking	46.00%	92
Reduce on-street parking limit from 72 hours to 48 hours (or 24 hours)	33.00%	66
Allow the use of city, business, or school parking lots overnight	38.00%	76
Allow private driveways to be expanded	43.50%	87
Allow owners to create new parking areas on their property	41.50%	83
None of the above	3.00%	6
Answered		200
Skipped		5

Choose 3 solutions that could help solve the parking problems.

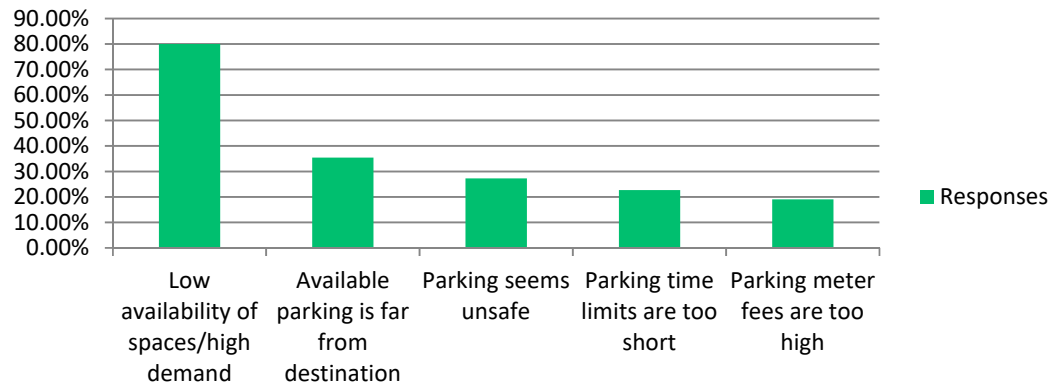


San Fernando Parking Management Master Plan

What is the issue you commonly experience with on-street public parking or City public lot parking (check all that apply)

Answer Choices	Responses	
Low availability of spaces/high demand	80.00%	88
Available parking is far from destination	35.45%	39
Parking seems unsafe	27.27%	30
Parking time limits are too short	22.73%	25
Parking meter fees are too high	19.09%	21
Answered		110
Skipped		95

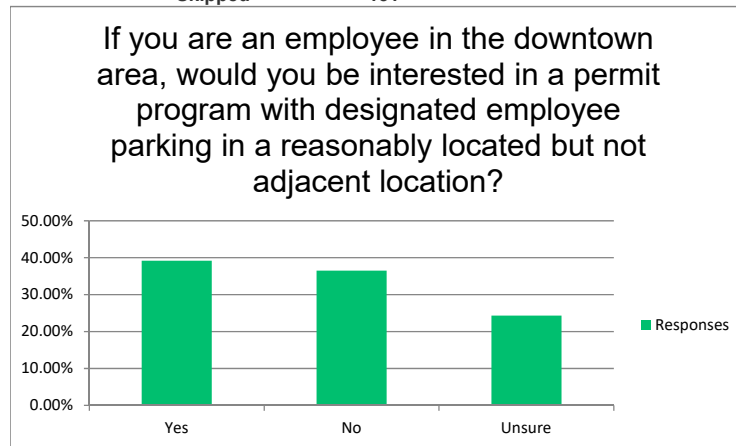
What is the issue you commonly experience with on-street public parking or City public lot parking (check all that apply)?



San Fernando Parking Management Master Plan

If you are an employee in the downtown area, would you be interested in a permit program with designated employee parking in a reasonably located but not adjacent location?

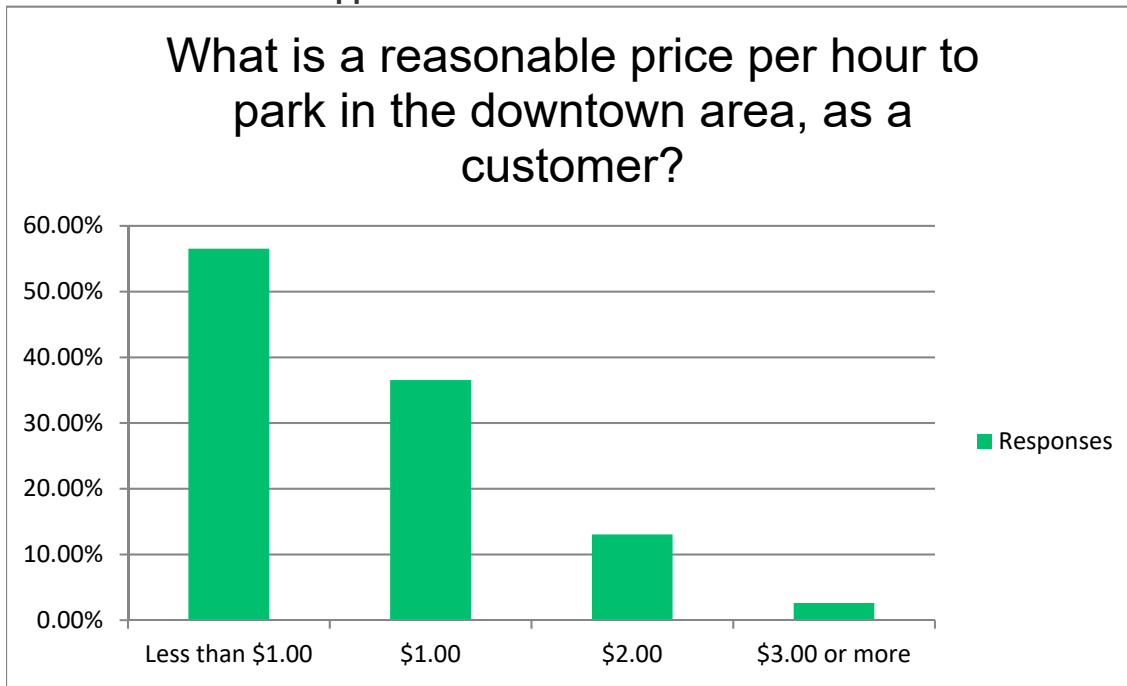
Answer Choices	Responses	
Yes	39.19%	29
No	36.49%	27
Unsure	24.32%	18
Answered		74
Skipped		131



San Fernando Parking Management Master Plan

What is a reasonable price per hour to park in the downtown area, as a customer?

Answer Choices	Responses	
Less than \$1.00	56.52%	65
\$1.00	36.52%	42
\$2.00	13.04%	15
\$3.00 or more	2.61%	3
Answered		115
Skipped		90



APPENDIX C –
PUBLIC COMMENT COMPILATION

					Issues Mentioned																
			Frequency of Each Issue Mentioned (Sum Total = 460)		102	14	55	8	16	12	61	15	10	12	9	20	12	23	18	73	
Entry #	Date	Source	Comments & Questions	Locations Mentioned	Overcrowded residential streets due to multicar families & apartments	Issues with neighbors hogging street parking	Need more parking spaces for businesses	Need more parking spaces around parks	Outreach Efforts	Concerns about unusual conditions due to Pandemic	Parking: Limit Time / Parking Permit	Impact on traffic due to lack of parking & SRTS issues	Ways to Participate	Parking fees/costs	Wayfinding	Security / Safety	Trash Pickup Days	Restrict commercial vehicles from parking in residential streets	Step up parking enforcement	Other	
001	6/3/2020	Virtual Presentation to Transportation & Safety Commission 6/3/2020	Many parking problems noted around schools (i.e. SF Middle School, Morningside EL, Nueva Esperanza Charter School) and churches.	SF Middle School, Morningside EL, Nueva Esperanza Sch, & churches			1					1									
002	6/3/2020	Virtual Presentation to Transportation & Safety Commission 6/3/2020	Important to have parents (for Stakeholder interview).						1												
003	6/3/2020	Virtual Presentation to Transportation & Safety Commission 6/3/2020	On weekends, especially Sunday, parking is very bad due to school/sports events occurring same time at church services. Team advised to observe conditions during weekends –Brian agreed to do.				1	1													
004	6/3/2020	Virtual Presentation to Transportation & Safety Commission 6/3/2020	Team advised to track LAUSD schedule for bringing students back. (K-you need to ask Jomel what's happening) - Mohr																	track LAUSD back to school schedule	
005	6/3/2020	Virtual Presentation to Transportation & Safety Commission 6/3/2020	Along Brand Bl, northern part of the City, public schools, churches contribute to parking problems- Akemon	northern part of City along Brand Bl			1														
006	6/3/2020	Virtual Presentation to Transportation & Safety Commission 6/3/2020	Will Courthouse House parking lot be including in the study? Brian- Yes.	Court House			1														
007	6/17/2020	Zoom Neighborhood Watch 6/17/2020	On Orange grove.... we have the town homes on Glenoaks parking on our street. – T. Granados	Orange Grove, Glenoaks	1																
008	6/17/2020	Zoom Neighborhood Watch 6/17/2020	The apartments across Glenoaks from us park on our street too. H. Scott	Glenoaks	1																
009	6/17/2020	Zoom Neighborhood Watch 6/17/2020	The people that have the extra dwellings outnumber those of us that don't and they will not want permits and therefore we will not get permits. H. Scott		1						1										
010	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Let's get a petition going on our streets. – A. Gomez										1								
011	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Orange Grove down between 1st & 2nd street have permits parking because of the businesses. T. Granados	Orange Grove, between 1st & 2nd St							1										
012	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Let's start a petition! I know my neighbors are frustrated with not having parking in front of our own houses. T. Granados		1									1							
013	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Heck my neighbor across the street is at 10 cars. H. Scott		1																
014	6/17/2020	Zoom Neighborhood Watch 6/17/2020	I call dispatch every 3 days because townhome park their cars and leave them there all week... won't move them once. T. Granados		1																
015	6/17/2020	Zoom Neighborhood Watch 6/17/2020	A permit for no parking from 2pm-6am would be great and weekends too. T. Granados								1										
016	6/17/2020	Zoom Neighborhood Watch 6/17/2020	We need to make the parking lot on 1st & MacLay 2 or 3 story that would really help us business out. T. Granados	1st & MacLay			1														
017	6/17/2020	Zoom Neighborhood Watch 6/17/2020	We agree. Overnight parking with a permit only. There can be a small amount of waivers per year for residents. M & C Montanez								1										
018	6/17/2020	Zoom Neighborhood Watch 6/17/2020	The people that are deciding this stuff don't have parking issues. JH. Scott																		
019	6/17/2020	Zoom Neighborhood Watch 6/17/2020	I am happy to help with advocacy. I have a background. J. Schnauffer						1											volunteer to advocate	
020	6/17/2020	Zoom Neighborhood Watch 6/17/2020	What would it take to get resident parking permits? – T Granados								1										
021	6/17/2020	Zoom Neighborhood Watch 6/17/2020	What about enforcement of illegal/legal additional dwellings that bring so many more extra cars? H. Scott		1																
022	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Will city council have a hand in deciding what will happen? H. Scott																	participation of city council	

			Frequency of Each Issue Mentioned (Sum Total = 460)	Issues Mentioned																
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284		FB = 31 Instagram = 9 PI Website = 64																		
023	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Will code enforcement be beefed up to help with overcrowding issues leading to the parking demand? A Gomez		1															
024	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Does the City have the manpower/capacity to handle dozens of neighborhood-based street by street parking permit adjustment requests? J. Schnauffer								1									
025	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Is there a way to add underground parking? M. Mohr				1													
026	6/17/2020	Zoom Neighborhood Watch 6/17/2020	If someone lives in an ADU, how many street parking permits are granted per ADU? J. Schnauffer								1									
027	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Can we address the inoperable cars in driveways that then forces the operable cars to park on the street? A. Gomez		1															
028	6/17/2020	Zoom Neighborhood Watch 6/17/2020	Is it possible to make the whole city permit parking in residential areas? A. Gomez								1									
029	6/24/2020	Zoom Education Commission 6/24/2020	Vista del Valle and Cesar. While only the back few feet of the school is actually within the City of San Fernando, there is a long history of frustration between the school and the neighbors. While the community was initially told by LAUSD that the backside of the school would "never" be used as an entrance, the front of the school does not have the ability to provide the access for drop off and pickup. The school district has provided a valet program at the back gate in recent years, and has taken pressure off the front gate drop off. Without school in session, it would be difficult to capture the backup on Macley that occurs at drop off and pick up right at the San Fernando entrance sign on Macley.	on Macley by the San Fernando entrance sign around Vista del Valle & Cesar								1								
030	6/24/2020	Zoom Education Commission 6/24/2020	Cesar Chavez Learning Academies is near the Swap Meet on Arroyo. Residents at community meetings before the school opened repeatedly requested a student/parent parking lot, but LAUSD told us repeatedly that was not a feature that they were required to provide. Students park in the neighborhood across the street. With four schools with four different start times, and the swap meet traffic, there has been a request to get a four-way turn signal at Arroyo & Glenoaks to prevent a car v. pedestrian catastrophe. This was under a previous city manager, with the hope that future funds could take care of this signal. There is just no parking in the area and people stop throughout the area for drop off and pick up. Again, without school in session or the swap meet running, it would be impossible to see the typical experience.	Arroyo & Glenoaks			1					1								
031	6/24/2020	Zoom Education Commission 6/24/2020	The area near Park and Fourth has a few competing users that have overlapping parking needs (and rarely enough parking): First, a new church that has multiple services each week: midweek, Saturday evening and Sundays. This church does not have a parking lot and relies on street parking and the public lot across the street. The County Regional Pool is in this vicinity and hosts swim meets year-round. A brew pub is a block away on Park. With a very small lot, customers park on Park Street and Fourth. And the parallel parking on Jessie is generally full with residents of the apartments that run the block between Jessie and Park. The church is back in session, with a tent in the back of its facility, but the pool and brew pub are not really open. However, the residential issue is still there, so a Saturday early evening might show the impact at this intersection.	Park & Fourth Jessie & Park	1		1	1												
032	6/24/2020	Zoom Education Commission 6/24/2020	Near City Hall, the large church on MacNeil (ironically, it moved from the church space on Park & Fourth), typically enjoys overflow crowds on Sunday. They utilize their lot, the free (normally metered) street parking near the Church and in front of City Hall. They also utilize the unused city employee spaces behind City Hall. Coupled with a church on Macley with no lot of its own, there is a tremendous amount of traffic on Sundays. During the week, the dance studio on First does not have its own lot, and so the driveway behind City Hall can be very congested and the free spots behind City Hall are usually taken. Since the lot across the street from the dance studio is a pay lot and the area is surrounded by meters, parents will often park in front of City Hall and walk around. The church on MacNeil and the dance studio have been closed with the pandemic and so there has been a significant drop in traffic in this area.	Near & around City Hall			1				1									
033	6/24/2020	Zoom Education Commission 6/24/2020	On Truman, the two shopping center entrances where El Pollo Loco and Starbucks' drive thrus have entrances will back up onto Truman regularly. A former fitness center in this shopping center has gone out of business, opening up more parking, but the drive thrus are significantly impacting traffic on Truman. They are open, so later in the afternoon, it's common to see the lines snake out onto Truman in what I refer to as an n n n Out line--like the hamburger place that is known for long car lines.	Around shopping centers on Truman			1					1								
034	6/24/2020	Zoom Education Commission 6/24/2020	I'd definitely suggest reaching out to the Principal of Vista del Valle. I don't have a contact, but I can get one for you. Also, one of the principals at Cesar Chavez, Angie Jensen Chacon at ASE or Jeff Austin at Social Justice Humanitas are especially responsive and have been with their schools since before the schools located in San Fernando. They may delegate a point person, but they are both especially active with the Education Commission and in the community and have concerns about the Glenoaks and Arroyo traffic.						1											
035	6/24/2020	Zoom Education Commission 6/24/2020	In terms of local businesses, I recommend Al Valdes of Professional Printers. The family-owned print shop is situated just outside the Mall on San Fernando Road and does not have its own lot. Al and his family have run the business as long as we've lived here and I'm sure he or one of his family members would be an asset to any stakeholder groups. In addition, Tisha Bianchi is a lifelong resident whose family owns SF Pawn & Loan in the Mall. Al Valdez - Professional Printers - proprints@aol.com Tisha Bianchi - SF Pawn & Loan - Chiple280@aol.com						1											
036	6/24/2020	Zoom Education Commission 6/24/2020	In a perfect world, this entire scoping project could be postponed a year until after normal traffic patterns return. If that's not possible, then you'll have to rely on the folks who are the eyes and ears. We appreciate your outreach.							1		1								
037	6/24/2020	Zoom Education Commission 6/24/2020	Families are using the Court House parking lot as a playground. When the Court House eventually goes back, it will be a big concern.	Court House						1										
038	6/24/2020	Zoom Education Commission 6/24/2020	There is no parking at night at Fourth and Griswold Ave. (which is one of the wider streets). We cannot park in front of our homes. People are parking in front of the fire hydrants and squeezing in. We live in the "less dense" part of the City.	Fourth & Griswold Ave	1															
039	6/24/2020	Zoom Education Commission 6/24/2020	I am concerned about parking and charging. Businesses are doing the best they can under very difficult circumstances. Some businesses possible will be using parking spaces for table spacing for dining. That will take parking spaces away.				1							1						
040	6/24/2020	Zoom Education Commission 6/24/2020	Love the idea of having data behind because sometimes we are entrenched in what we believe. - Angel Zobel-Rodriguez, 818-361-5794																	study data will help keep objectivity

			Frequency of Each Issue Mentioned (Sum Total = 460)	Issues Mentioned																
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284		FB = 31 Instagram = 9 PI Website = 64																		
041	6/24/2020	Zoom Education Commission 6/24/2020	Concern that the commercial demand is not the same at this time. Many bridal stores/quinceañeras in the Business District downtown are not operating at capacity. People normally come from out of town to those stores. Olivia Robledo							1										
042	6/24/2020	Zoom Education Commission 6/24/2020	It is important that schools' staff are included in the stakeholder's interviews. Especially in downtown area—Morning Side Elementary and San Fernando Middle School. There is no resemblance of what normal looks like now. They can provide the right information of what traffic really looks like. They can possibly provide video feed of what a typical day looked like the previous year. Niki Mohr						1			1								
043	6/24/2020	Zoom Education Commission 6/24/2020	In regards to school starting next year, there are talks about hybrid learning. Half the students go one week and half go the other week. When collecting data, please keep in mind you are counting half capacity and maybe even less because some parents may not send their kids to school. On a personal note, I live near where the new station will be placed on Hubbard. I would like to advocate for as much parking as possible there and for security. Potential riders are concerned about the safety in that area. David Govea				1			1						1				
044	6/24/2020	Zoom Education Commission 6/24/2020	Side Note to the team: Eduardo Solorzano was later introduced in the meeting. He is the new San Fernando/Sylmar Community Schools Administrator (oversees 34 schools). His office will be at Hubbard St Elementary Campus next to the parents' center. Principals are to go back on July 23rd. School will start on August 18th. They are looking into providing parents with full time distance learning or a hybrid model. They are still working on that.																	
045	6/24/2020	Zoom Education Commission 6/24/2020	How are you factoring in the fact that people are not using the parking, moving around the City, or coming into the City during this time? How are you adjusting what is going on with COVID-19? Olivia Robledo							1										
046	6/24/2020	Zoom Education Commission 6/24/2020	Would like to see some successes the team has had in other locations.																	Results from other studied locations
047	6/24/2020	Zoom Education Commission 6/24/2020	The Downtown Mall Association has been working with the City in finding new ways for the trash situation. The enclosures are not working. It is currently at an early stage of a pilot program. It might include creating new trash enclosures and installing a trash compactor. All that may impact parking spaces.																	Trash
048	6/24/2020	Zoom Education Commission 6/24/2020	One of the problems we see is the long-term maintenance of parking lots. Cost of maintenance should be considered.											1						Parking maintenance
049	6/24/2020	Zoom Education Commission 6/24/2020	Need to identify owners of apartment dwellers so that they are not lost in this process.						1											
050	6/24/2020	Zoom Education Commission 6/24/2020	On Macley and down 1st St, many commercial businesses have been using their parking fields to store storage containers. There is one parking lot that has been populated with all storage containers; and in turn, it has displaced all their parking. How in depth will some of those observations become in the study?	Macley & 1st St			1													
051	6/24/2020	Zoom Education Commission 6/24/2020	What kind of considerations will be given when the downtown is studied and go through analysis (e.g., the delivery of supplies or pick up of merchandise; restaurants may need areas for pick up etc.)?				1					1								
052	6/24/2020	Zoom Education Commission 6/24/2020	The one thing that will probably drive much of the downtown is understanding what the potential of the downtown is so that the snapshot taken today is one piece of data. If for example the JC Penney building turns into a food hall, bowling alley, a club and offices, what will that look like or if we put a movie theater in downtown? How much of that can we integrate into the study? There is obviously a lot of parking now; but, when the restaurants are open and fully occupy, they have a completely different effect on things. What if we construct a new building and others are revitalized to uses people are asking for. That is the big question! And also the behavior of the downtown in the short term, the safety, the lighting, the wayfinding. Will you be making recommendations with respects to what we would do with the existing parking lots? Those parking lots are important when we go to lease space down here. Those are the first impressions people have.				1								1	1				Impact of revitalizing & reusing old buildings
053	6/24/2020	Zoom Education Commission 6/24/2020	How do we assess the actual need for parking? There are pretty large vacancies in the downtown area now. You will make some assumptions about what a building could be but there can be changes because of the way the economy is moving now. Existing buildings can change use and thus change parking. How will that process go?							1										
054	6/24/2020	Zoom Education Commission 6/24/2020	What will be presented at the very end? I am more concerned with the commercial areas over time; over the next two years primarily because of what we have gone through in these past four months. The flexibility of the space should be considered as much as the recommendations of the existing conditions. Uses are changing as we speak; to say that this will work in a new environment may or may not work. I just want it to be part of the calculus.							1										
055	6/24/2020	Zoom Education Commission 6/24/2020	Do you take snapshots at off hours to see if commercial parking lots are being used after business hours? Parking lot #9 between 2-5am when everyone is gone and everything is closed, the parking lot is 75% occupied. The streets are also fully occupied. Residential parking is occurring on those lots. If you're going to maintain the parking lots, you need them empty at some point in time in a 24-hour period. Usually they are swept at night when they are completely empty. That is one potential impact.		1															
056	6/24/2020	Zoom Education Commission 6/24/2020	Can you speak of ideas to help control the parking in the residential areas?		1															
057	6/24/2020	Zoom Education Commission 6/24/2020	Have you considered a parking structure in the downtown area? Is that in consideration? Do parking structures pay for themselves?	Downtown			1													
058	6/24/2020	Zoom Education Commission 6/24/2020	Can you tell us what to look for so that we can take a photo and to send it to you? Where do we send it to you? A visual helps explain the problem.											1						
059	7/13/2020	Zoom Planning and Preservation Commission 7/13/2020	Will the survey be mailed to every address in San Fernando or have will it be taken? Consider there is a large population of elderly people who are not tech savvy or have online access. I want to make sure everyone has a say on this.						1				1							
060	7/13/2020	Zoom Planning and Preservation Commission 7/13/2020	Is part of the study process looking at overnight parking as opposed to traffic and parking during the day? I live on 8th close to Sylmar where there are many apartments across the street; during the day is empty but around 8 or so there is an overflow of cars that park overnight.	8th close to Sylmar	1															
061	7/13/2020	Zoom Planning and Preservation Commission 7/13/2020	Is the idea of permit parking out there? For example, Santa Monica has assigned parking permits for residents to park at certain times, and it is reinforced with citations.								1									
062	7/13/2020	Zoom Planning and Preservation Commission 7/13/2020	Is project going to be funded by the parking fee that had to do with City Bank? The parking fee that goes to a bucket...is this study part of that bucket or is it unrelated?											1						

FB - 31 Instagram - 9 Reddit - 6			Frequency of Each Issue Mentioned (Sum Total = 460)	Issues Mentioned																
Entry #	Date	Source	Comments & Questions	Locations Mentioned	Overcrowded residential streets due to multicar families & apartments	Issues with neighbors hogging street parking	Need more parking spaces for businesses	Need more parking spaces around parks	Outreach Efforts	Concerns about unusual conditions due to Pandemic	Parking: Limit Time / Parking Permit	Impact on traffic due to lack of parking & SRTS issues	Ways to Participate	Parking fees/costs	Wayfinding	Security / Safety	Trash Pickup Days	Restrict commercial vehicles from parking in residential streets	Step up parking enforcement	Other
089	7/14/2020	Zoom Parks, Wellness and Recreation Commission 7/14/2020	When programming regular activities, soccer and so forth at various parks, parking is inadequate in all the facilities.	various parks				1												
090	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	There is about 100,000+ sq. ft. of vacant commercial space on the mall (JC Penney alone is approximately 60,000 sq. ft. and there is a total of 10 vacant storefronts that are empty), will that be taken into account when figuring out the parking and assuming we are at 100% capacity or will existing conditions be used?							1										
091	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	If some of the retail/bridal shops turn into restaurants for example, which will have a bigger demand for parking, will that be taken into account as well?				1													
092	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	There is no development plan. The city itself is not targeting certain type of retail, certain type of anything. Others efforts are being pursued in trying to develop more entertainment oriented retail within downtown which will have a larger impact in parking. When you are studying parking, the uses will vary widely in the next five years in our opinion as a chamber and as a mall because the mall is changing dramatically and it has the potential to change more thanks to COVID-19.				1			1										
093	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	Does this study take into account the actual impact of parking on traffic or is that another area of study? Many parking lots only have ingress and egress in one direction. These parking lots are 60 years old; the way you get in and out of them outdated. Because of that, there are many other issues to address to improve them. Signage and accessibility is important. How much of that will the study actually takes into consideration?				1								1	1			outdated parking lots, especially accessibility	
094	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	Circling around for parking is already happening, especially on weekends. When Truman House Tavern restaurant came in, it started more traffic. In addition, we have not even seen the full effect of Buena Vista because they opened when COVID-19 hit. There are two restaurants next to a retail that is nontrivial and it gets very busy.	around Truman House Tavern Restaurant & Buena Vista			1					1								
095	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	Many parking lots, because of their age, do not look like parking lots. They look like exits to the alley. They can be mistaken for a place where you are not supposed to be. Especially if you have never been here. You can literally drive by the parking spaces and not know that you can park there. Sometimes you can pull into a parking space that you think that leads to a parking lot but it does not; it leads to a lot that is full and you cannot get to the other one. Make it convenient.												1					
096	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	How do you plan to approach the business owners to explain what you want to accomplish ultimately in the City?						1											
097	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	Our 1300 block of San Fernando Rd where we have one lot (I believe is Lot 5); we have Chipotle next to it. I understand we want to fix the city's lots but the city needs to be more responsible when they allow businesses to open to make sure that they have enough parking for their people. Our lot is filled at lunchtime with people from Chipotle, the Yogurtland and Wingstop. If my clients come at their lunch break, there is no parking for them. Therefore, it is not only about fixing our parking lots but also the City being more responsible for how they allocate parking spaces. We also have Starbucks across the street and that is a nightmare. People park behind my store (San Fernando Loan Co Inc) and they walk across the street to Starbucks. So, that small parking lot is the parking for the corner of Macley and Truman and also the parking for San Fernando Rd were Starbucks, Pollo Loco and even as far as IHOP. I lease to a karate school on the weekends and when parents come to drop off their kids, it is impossible because the parking lot is packed.	Lot 5 Macley and Truman, and San Fernando Rd			1													
098	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	The parking lot across San Fernando Mission (Que Rico's parking lot) that only has 20 spaces is always half empty. It is because no one realizes that it is available parking. There is no continuity with signage, nor with design; there is no understanding of where everything can be. It is an issue of development.	across San Fernando Mission (Que Rico's parking lot)											1					
099	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	In your recommendations, please consider scale. How is it going to grow? What can we do to expand? What happens if we do get 100% occupancy and 15 restaurants? How are we going to manage that capacity?				1												Managing scale and capacity with future growth	
100	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	As the owner of the Chipotle center, we have the same problem on the reverse. The lot is filled out before the tenants even open and it is not their employees. We have had too few people who are parked there and feel it is a public parking. So, wayfinding and signage will be one of the important things and figuring out how to manage it. The Chipotle lot is part of area A and B, so they actually pay into the parking fees for the mall and so does the Starbucks center.	Chipotle center parking lot (area A & B)	1		1								1					
101	8/13/2020	Zoom SF Mall Assoc Board Mtg 8/13/2020	Is anyone aware of Metro's plans (Light Rail) here in the mall as we move forward with change here? Has that been taken into consideration?																how will this plan be affected by Metro's Light Rail	
102	12/21/2020	PI Website Comment	With so many ADU and the apartment complex on this block, there is no street parking in the evenings and weekends. How do we encourage people to park in their driveways or verify that the ADUs are legal and permitted?	map pin on Griswold Ave between 4th St & Library St	1															
103	12/21/2020	PI Website Comment	Clearly mark City Employee lots as ok to park on weekends and evenings to provide parking to customers of local businesses.	Civic Center			1								1					
104	12/21/2020	PI Website Comment	There are too many cars parked in the street. I would like to be able to park in front of my house if needed. Maybe the city can implement something where you can only park in front of your own home so that will encourage households with multiple cars to use their driveways. I don't know what the parking permit does in cities like Glendale and Pasadena, but those might also be options to look at so home owners and their visitors can park near their home.	map pin on 7th St between Harding Ave & Macley Ave	1						1									
105	12/22/2020	PI Website Comment	One item that is of major concern to me and my neighboring businesses is the matter of Parking Meters. We DO NOT WANT parking meters any further on Brand Blvd. Please let me know if there is any plan to install them on the 500 block of S. Brand Blvd. I am fine with sales tax and business taxes, but I don't want to have to run out to feed a meter, or anything even close. No meters please. Palm Springs has a wonderful and well received approach to this - no meters, no time limits. Find development funds elsewhere. And please, no hourly parking restrictions on South Brand. Thanks very much for your consideration, and best wishes with the project.	500 block of S Brand Bl							1									
106	12/29/2020	PI Website Comment	There are excessive cars parked from apartment communities outside San Fernando. For example, on 8th street, there are people coming to park at night, take all our street parking in front of our homes and we have no place to park or for our guests. I see cars being parked for long weeks, random people leaving their cars and no help from SF police. I get it, it's not a priority, but honestly there should be no overnight parking for non-San Fernando residents. I have had RVs, construction trucks you-named it parked in front of my house, have people sleeping in cars and leaving trash on my front and side yard. There should be parking permits like Santa Monica for residents for overnight parking. We want to limit crime and having random strangers park at night does not help the community. In addition, all over Macley it's difficult to find parking to eat and shop. There good restaurants but hardly any street parking close enough.		1		1				1					1				

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					Issues Mentioned																
			Frequency of Each Issue Mentioned (Sum Total = 460)		102	14	55	8	16	12	61	15	10	12	9	20	12	23	18	73	
Entry #	Date	Source	Comments & Questions	Locations Mentioned	Overcrowded residential streets due to multicar families & apartments	Issues with neighbors hogging street parking	Need more parking spaces for businesses	Need more parking spaces around parks	Outreach Efforts	Concerns about unusual conditions due to Pandemic	Parking: Limit Time / Parking Permit	Impact on traffic due to lack of parking & SRTS issues	Ways to Participate	Parking fees/costs	Wayfinding	Security / Safety	Trash Pickup Days	Restrict commercial vehicles from parking in residential streets	Step up parking enforcement	Other	
124	1/22/2021	PI Website Comment	<p>View of my father's property at 224 Harps Street. We have 2 permitted apartments behind the main house, with enough room for all tenants to park with in the property, this is rare for this city. The combination of a VERY narrow street and the lack street parking causes a weekly problem with trash pick up for him and ALL the residents along Harps Street. He has been warned a number of times about placing his cans too early by code enforcement. If he does not place the cans at the curb when there is space, he risks not having them picked up. We cannot place the can in front of the driveway, as that would block the tenants access. We cannot place the cans on the street-side of the parked cars, as they would be in the flow of traffic. At 90 years old, the last thing he should be doing is regularly wrestling with trash cans to make sure they are placed properly at the curb.</p> <p>There are a number of apartment units and ADUs along this section of Harps (between 1st and 4th Street) with parking based of decades old parking requirements. Most households have 2-3 cars each, instead to the 1 per household of the past. We need to look at having property owners/residents utilize their driveways or property better instead of relying completely on street parking. This is especially true as more ADUs are approved. The on-site parking needs to be a more important element of the permitting process.</p>	Harps St between 1st & 4th St	1													1			
125	1/22/2021	PI Website Comment	<p>The removal of street parking along this stretch of Glenoaks has greatly impacted the parking along the neighboring streets. There are ONLY apartment buildings, with limited on-site parking. Tenants are now forced to park farther away from this section. The large cement median (not shown in this photo) placed along this stretch to accommodate the new turn lanes at both Brand & Macley have taken up the additional space previously used for street parking. There should have been more sensitivity towards the composition of the residents in this area when making these decisions. The street parking was NOT eliminated along Glenoaks as you move North towards Hubbard street. I don't believe this was handled fairly.</p>	Glenoaks between Brand & Macley	1																
126	1/28/2021	Instagram 1/22/2021 post	jame818lv Instead Of That... You Should Help The People That Get FLOODED During The HEAVY DOWN POURS. ESPECIALLY My Block Gets FLOODED LIKE A LAKE AND CITY DOESNT DO NOTHING ABOUT IT... THIS GETS VERY ANNOYING... EVERY YEAR. 🙄🙄🙄																	help with flooding	
127	2/3/2021	PI Website Comment	<p>Not enough parking due to the multiple cars per household in the condominiums. Multiple families have 4+ cars and all park on the street. The condominiums should provide more off street parking.</p> <p>818-472-1478</p> <p>Hi, my name's Diane. And I'd like to leave feedback on the parking of email I got this morning. Anyways, I want to leave a comment. I live on the 400 block of N Lazard Street and they seems to be more cars parked in our street and I found out that there's a house down the street that added additional rentals to the back and I think that's why we're getting more cars parked on the street. Anyways, I was wondering does the city of San Fernando ever do a survey and see how many household owns cars in their household? Also, I'm also wondering about the city code enforcement. It doesn't seem like they're cracking down on stored boats, RVs, business trucks, and abandoned cars. On the owner's driveway this can free up a lot of the parking that we're having problems in the front over here in Lazard due to these owners that are off during these vehicles on their premises. Also, I brought this to the attention a few years ago and still the same vehicles are parked in their driveway. Also, I was wondering if they can have a maximum a sign on some of these front of their houses maximum parking two or three cars parked in front of the house from one end from the front of the curb to the end of the curb because I have a neighbor right now that has five cars and he parks one of the cars that takes up two spots in front of his house and he does this on purpose cuz he doesn't want anyone parking in front of his house. So I'm wondering eventually they're going to put a sign up that says two cars / front yard or whatever. 3 ft because I he's just parking one car. That's right in the middle cuz he doesn't want anyone parking in his house.</p>	400 block of Lazard Street	1						1										
128a	2/3/2021	PI Website voicemail																			
128b	2/3/2021	PI Website voicemail	<p>So anyways, that's kind of like feedback that we're having problems and some of the neighbors are mentioning to me they're having with some people parking on Lazard street. So it's getting to be a problem for their guests or family that wants to come visit they have nowhere to park. So anyways, that's part of the feedback that I want to give, you know, the commercial vehicles, you know, Vehicles parked in front of the owners homes that do not need to be parked there. They can probably go rent a storage area and park their RVs, boats, big trucks, cabinet trucks, there's business trucks over there and then like again this will free up a lot of the parking problems that we're having on our system because right now there's one household that has six cars an RV and a boat parked and now they're starting to take a handicapped person that lives across the street their parking. So, you know, I don't want anything any arguments coming with the neighbors on that cuz there's been one already with the guy that parks his car off in in front of his house that takes two spaces. So anyways, well, I hope maybe I can probably maybe I'll keep in touch with this month's feedback thing to see if any resolutions will happen. But anyways, that's that problems that we're having on the street. It would be nice if someone can from the City walk up. On the street here in next to the neighbors about the problems. They're having some really don't like to get involved, but there's some that do. So anyway, thanks a lot. And I keep posted on your San Fernando City Wide parking management plan and see what Solutions you know, we can probably get on this, alright? Thanks a lot bye</p>			1												1			
129	2/12/2021	Instagram 2/12/2021 post	when_youre_strange_818 Hey why don't we take out the concrete center divider on the ONLY 2 STREETS YOU CSNT TURN LEFT ON IN SF!!! Alexander st and Hagar	Alexander & Hagar																take out concrete divider	
130	2/12/2021	Instagram 2/12/2021 post	sewer_rat @when_youre_strange_818 because then we'd have more a**holes than we already do using Alexander like a highway.	Alexander & Hagar																speeding	
131	2/12/2021	Instagram 2/12/2021 post	haramama Why not install some speed bumps on 1st so people don't drive down it like it's a freeway																	speed bumps to control speeders	
132	2/12/2021	PI Website	<p>Solution Based—it would be great if the city could assign parking permits per household, depending on the actual number of street parking available these spot can be equally divided among the residents in that area. If extra spots are available on the block the city can sell the permits monthly or have a system. Permit should specify time frames in which residents arrive home, for example parking permits should be applicable during the afternoon evening time frames when residents arrive home from work and need the parking spots. Not necessarily applicable during the morning as most people are at work.</p>								1										
133	2/13/2021	Facebook 2/12/2021 post	Trino Alvarez More waste of tax payer money...																	waste of taxpayers' money	
134	2/14/2021	Facebook 2/12/2021 post	Edward Lara Yes we do, I have a house that has 5 or 6 Families living in that house, there's no Parking in Front of Our house and when we put our Trash Cans out on the Crub they move them so they can park, some of the family's have 3 or 4 cars! The City should have permits to park there cars after a certain time like 3 to 5 am, no Parking! That's the way the City of San Gabriel has it, and the City would get some revenue ,or extra Money, for other Necessary Projects!		1						1						1				

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				Issues Mentioned																	
				Frequency of Each Issue Mentioned (Sum Total = 460)		102	14	55	8	16	12	61	15	10	12	9	20	12	23	18	73
Entry #	Date	Source	Comments & Questions	Locations Mentioned	Overcrowded residential streets due to multicar families & apartments	Issues with neighbors hogging street parking	Need more parking spaces for businesses	Need more parking spaces around parks	Outreach Efforts	Concerns about unusual conditions due to Pandemic	Parking: Limit Time / Parking Permit	Impact on traffic due to lack of parking & SRTS issues	Ways to Participate	Parking fees/costs	Wayfinding	Security / Safety	Trash Pickup Days	Restrict commercial vehicles from parking in residential streets	Step up parking enforcement	Other	
154	2/17/2021	Facebook 2/12/2021 post	Selina Curtis The biggest problem (by actual numbers) is all the single-family dwellings with multiple families, cousins, couch surfers and their vehicles. Implement taxes and/or parking permits for houses with more cars than bedrooms. Use this money only for parking related improvements - not for payouts on city employee misconduct lawsuits!		1						1										
155	2/17/2021	PI Website	Between Brand Blvd and MacNeil, there are too many cars parked on the street. They all want to park close to their apartments and they don't care if they block a driveway. The apartments on the corner of Brand and 4th do not provide parking to their tenants and this causes the house residents problems. It's already bad enough with the people going to court parking on the street. And the apartments tenants don't have any respect for us house residents, they constantly move the trash bins on trash pick up dates. Also the parking in front of my house should only be for one car but they always find a way to park two cars making it hard for us to go in and out of our driveway. Please help! I live right next to the alley on 4th St.	4th between Brand & MacNeil	1							1					1				
156	2/17/2021	PI Website	The apartments on Glenoaks (at Harps) do not have enough parking so the residents take the street parking on Harps Street. We need permit parking!	map pin on Glenoaks & Harps	1						1										
157	2/17/2021	PI Website	Due to two hour parking limitations along Glenoaks Blvd. Residents along Glenoaks Blvd between Fermoore St and Workman Blvd, park along Workman Street, impacting the availability of parking for residents along Workman St. This is even more prevalent on street sweeping days. This situation would be greatly improved by the removal of the time limit along Glenoaks Blvd.	Glenoaks between Fermoore & Workman	1															remove 2hr parking limit	
158	2/17/2021	PI Website	Solutions: The City should enact a parking permit across the board in all residential areas. In the civic center areas metered parking, and in the industrial areas no overnight parking. All business areas not located near the civic center should have restricted time frames e.i 2 hours. Any new dwelling/housing/beds should have a requirement of parking being made available on the property to 1-2 cars per unit/dwelling/ado.		1		1				1										
159	2/17/2021	PI Website	As many other households on my block, parking seems to always be impossible. Having a business on our residential street who's guest and employees tend to always use street parking instead of their own parking lot which tends to be always empty and leave residents with no where to park! This has been a constant struggle having to deal with this business in our residential area. Residents should be allowed parking permits privileges over that business and their guest. Your attention on this problem is deeply needed and appreciated. Thank you				1				1										
160	2/18/2021	Facebook 2/12/2021 post	Yolanda Haro Edward Lara some streets have permitted parking in SF. Guess which streets								1										
161	2/18/2021	Facebook 2/12/2021 post	Brenda Perez Castellon Rosie Guzman Lemos happening all over city, I emailed pictures of some of them to city manager and email back was they were going to have this study, ridiculous!															1			
162	2/18/2021	Facebook 2/12/2021 post	Jaime Calderon Rosie Guzman Lemos. I have the same situation on Workman & Library. A plumbing company parks five of there commercial vans and they park blocking the crosswalk. There has to be something the city can do about these commercial vehicles.	Workman & Library															1		
163	2/18/2021	Facebook 2/12/2021 post	Brenda Perez Castellon Jaime Calderon I took pictures of those, I even called the plumbing company who had four of their vehicles parked on Library and Workman on the corner, emailed city and they have done nothing. I'm thinking of getting a petition going	Workman & Library															1	petition against parking commercial vehicles on residential streets	
164	2/18/2021	Facebook 2/12/2021 post	Edward Lara Brenda Perez Castellon well when you have Family come over there's no place to Park!		1																
165	2/18/2021	Facebook 2/12/2021 post	Brenda Perez Castellon Edward Lara the city is not doing their job as far as parking issues, we can also add on speeding in the city																1	speeding	
166	2/18/2021	PI Website	The only issues I find on a daily basis are the vehicles that park blocking the cross walk intersections in residential streets. It's very hard to look both ways to be sure no vehicles are coming towards the intersection. Also when walking on the sidewalk it's not safe walking around these vehicles that park blocking the street crossings. Suggestion: is to have more red painted no parking zones in the city and better enforcement.		1											1			1		
167	2/18/2021	PI Website	Positive point: I believe it's good to have the Tesla electric charging stations. A great idea to bring more people into our City. Lastly I believe the city should offer free charging stations like those DWP type ones you see in the Sylmar (plug and play).																	more charging stations	
168	2/19/2021	email	hi mi name is jose vela and i live on pico st' and meyer el cual es la calle limite de san fernando y al otro lado de la calle pertenecen aynimar entonces el problema que existe es las personas de los departamentos tienen varios carros y no los mueven y estan parkiados alli por meses entonces se vienen y se parkien de este lado de la calle nomas pasa lo borrdora Los mueven pero las vuelven a parkear i alli duran toda semana y eso es lo que pasa yo se que estamos en pandemia pero abuson del sistema bueno muchas gracias de ante mano otte jose vela (My name is Jose Vela and I live on Pico St and Meyer St, which is the limit for San Fernando and Sylmar. The problem is that people from the apartments across have several cars. They park their cars on this side of the street and do not move them. They stay there for months. They only move them when there is street cleaning but they move them back and stay there all week. I know we are in the midst of a pandemic but they abuse the system. Thank you.)	Pico & Meyer	1																
169	2/19/2021	Facebook 2/12/2021 post	Margarita Alvarez Yes is Neighbors they park their cars at the street, they not parking in their Garage, they doing on purpose on Lucas st	Lucas	1																
170	2/19/2021	Facebook 2/12/2021 post	William Reel Brenda Perez Castellon I'll sign it and I know others who will.	Workman & Library														1		petition against parking commercial vehicles on residential streets	
171	2/19/2021	PI Website	Way to many cars on my block one neighbor has 6 cars that as soon as the street sweeper passes he moves them mostly in front of my house all week and leaves them there until the following week. I have to park blocks away. There's a business around too a beauty salon and a rasapado place their customers park in front and eat and the salon customers take all day. Church patrons also park in our block and limit the spaces as well. I have been a resident since the 80's and it's extremely frustrating.		1		1														
172	2/19/2021	PI Website	Second St. Hard to find Parking due to restaurants and cafe's				1														
173	2/19/2021	PI Website	Unbale to park due to restaurant's clientele. A permit should be required through out second st. My Husband and I Try to be reasonable. however, it is absurd we have to park 1-2 blocks away because business is taking up residents parking. Hanzo Sushi is open until 12am it just isn't fair for us to feel unsafe parking 1-2 blocks away. I get off work at 10pm and get home by 11pm. I am a female. I try my best to stay safe and carry pepper spray. What if my child has to grow up with out a mother because I couldn't find parking near my apartment and had to park 1-2 blocks away?	Macley & 2nd			1									1					

FB - 31 Instagram - 9 Twitter - 45			Frequency of Each Issue Mentioned (Sum Total = 460)		Issues Mentioned																		
284					102	14	55	8	16	12	61	15	10	12	9	20	12	23	18	73			
Entry #	Date	Source	Comments & Questions	Locations Mentioned	Overcrowded residential streets due to multicar families & apartments	Issues with neighbors hogging street parking	Need more parking spaces for businesses	Need more parking spaces around parks	Outreach Efforts	Concerns about unusual conditions due to Pandemic	Parking: Limit / Time / Parking Permit	Impact on traffic due to lack of parking & SRTS issues	Ways to Participate	Parking fees/costs	Wayfinding	Security / Safety	Trash Pickup Days	Restrict commercial vehicles from parking in residential streets	Step up parking enforcement	Other			
174	2/19/2021	PI Website voicemail	Mi nombre es Margarita Cervacio, yo no estoy de acuerdo que pongan parquímetros residenciales. Mejor preocuparse de que no hagan tanto condominios que están arruinando las calles como la Glenoaks que han quitado los estacionamientos. Si guston pueden llamarme. Adios (My name is Margarita Cervacio. I do not agree with putting residential parking meters. I think you should concentrate on not allowing to build so many condominiums; they are affecting the streets as is the case in Glenoaks where they have taken away parking spaces. If you like, you can call me. Bye)		1						1												
175	2/22/2021	PI Website	On Orange Grove, the new duplex has created a mess with parking. Today (Monday) is trash pick-up day, and I am concerned trash will not be picked up because cars are parked, and the new tenants do not move their vehicles. These families have multiple cars and continue to bring new cars and continue to park on the street instead of their driveways. A system needs to be implemented to remind these new tenants to move their vehicles. It's beginning to look like downtown LA with crowded streets. Unfortunately, my father has to place the trash bins early since he leaves for work at 4 am, and then we have the issue of neighbors throwing trash in the trunks of we place them before. Please do something about it!!!	map pin on Orange Grove & 7th	1												1						
176	2/23/2021	Facebook 2/12/2021 post	Edward Lara I hope they Pay more on Property Taxes with more families living in one House!		1																		
177	2/24/2021	PI Website	People renting units/rooms without providing parking with multiple cars per tenant. People running businesses from their homes with fleets of vehicles taking up parking on the street. Have to be looking out the window if I want to park 1 vehicle within sight of my home.		1													1					
178	2/28/2021	PI Website	Neighbors on this street have up to seven cars per one household. Sometimes their cars are parked in the same spot until it's street sweeping day. Garages are being converted into homes and more and more people keep moving in. Which is fine, but the parking is getting worse. Sometimes I can't even park in front of my own home because all the cars from the same households are all parked on the street. My family has lived in this home for almost 50 years and parking has got to bad within the last ten years. Some of the surrounding streets are worse off. Apartments are being built, but there's no parking in front them.		1																		
179	3/11/2021	PI Website	The residents from the condos on Orange Grove and Glenoaks take up 90% of the street parking in the surrounding streets.	Orange Grove & Glenoaks	1																		
180	3/11/2021	PI Website	Residents require more street parking than is available. The lack of parking is leading to people blocking their parking with trash cars all week and creating hostility between neighbors.		1	1																	
181	3/11/2021	PI Website	Never any parking, unable to park in front of my own home. there should be a system set up.	map pin on Phillippi between Orange Grove & Hubbard	1																		
182	3/12/2021	Facebook 3/11/2021 post	Jessica Mufiz Pereda A big issue is the RVs parked on Fox between Ilex and Celis. There are too many that haven't moved in years their accumulated trash and the street is smaller due to the RVs parked there. They are on the San Fernando side of the street, same side as the American Legion and I don't understand why they have not been ticketed or towed or asked to leave. We get tickets for parking in driveways and in front of our house on sweep days. (reposted 3/24/2021)	Fox between Ilex & Celis													1		1	longtime parked RVs trash litter sidewalks			
183	3/12/2021	Facebook 3/11/2021 post	Rebecca Pereda Lantz In addition, this is a huge traffic hazard. There are obstructing views for vehicles coming and going from fox to San Fernando road and there is a blind zone at fox and Ilex. There have been multiple traffic collision at these intersection due to this hazard. Items are now blocking the sidewalk and there is no pathway for pedestrians to pass. There is also a possible health hazard which is apparent from the strong urine and feces stench.	Fox to San Fernando Rd													1			longtime parked RVs trash & human waste litter sidewalks			
184	3/12/2021	PI Website	A big issue is the RVs parked on Fox between Ilex and Cella. There are too many that haven't moved in years their accumulated trash and the street is smaller due to the RVs parked there. They are on the San Fernando side of the street, same side as the American Legion and I don't understand why they have not been ticketed or towed or asked to leave. We get tickets for parking in driveways and in front of our house on sweep days. In addition, this is a huge traffic hazard. They are obstructing views for vehicles coming and going from fox to San Fernando road and there is a blind zone at fox and Ilex. There have been multiple traffic collision at these intersection due to this hazard. Items are now blocking the sidewalk and there is no pathway for pedestrians to pass. There is also a possible health hazard which is apparent from the strong urine and feces stench.	Fox between Ilex & Cella	1	1						1											
185	3/13/2021	PI Website	Recommend looking in to permit parking. Too many cars parked on street. Yearly permit parking fees for household cars. Visitor parking permits can be purchased at City Hall.	map pin on Woodworth between Macey & Carlisle							1												
186	3/17/2021	PI Website	Not enough parking for the amount of cars especially on street cleaning days and trash pick up days.	map pin on Holister between Workman & Huntington	1																		
187	3/18/2021	PI Website	I agree with most residents, there are too many cars on the street. Now that more residents have converted their garages there is hardly any space to park. Also, fire hydrants and restricted parking should be clearly marked in RED. It's also an eye sore to see a pile of cars parked on lawns and driveways.		1											1							
188	3/19/2021	PI Website	Because San Fernando is surrounded by the city of Los Angeles, we have those residents parking on border areas, on our SF streets! I suggest you assign street parking like they do in Beverly Hills, etc. As a resident I do not paying a yearly fee to reduce parking. I'd also like to point out that some people go out of their way to move trash bins to squeeze and park on a tight spot and then the trash service has a hard time picking up the bins due to tight clearance. In conclusion and just as another resident suggested, please mark restricted parking areas like fire hydrants in red, people still don't respect restrictions	around city borders	1										1								
189	3/22/2021	PI Website	Parking in the mall is atrocious. Coin only metered parking is outdated and a ticket trap. Business owners should have permit parking in front of their business.	Mall			1				1				1								
190	3/24/2021	PI Website	Parking on Fayeocroft and Donnagen is horrible. There are single family homes that have now become multiple family households. The street is always packed with cars. Some specific neighbors use their trash cans to save parking. I would like the city to limit street parking with parking permits based on household. It would also be great if parking enforcement would patrol on weekends and evenings for neighbors that use trash cans to save parking on non trash pick up days.	Fayeocroft & Donnagen	1	1					1									1			
191	3/29/2021	Facebook 3/29/2021 post	Sylvia Murillo Vet 600 Coronel block, people have up to 7 cars each? Or other people come from other blocks and park	600 block of Coronel	1																		

FB - 31 Instagram - 9 Twitter - 10			Frequency of Each Issue Mentioned (Sum Total = 460)		Issues Mentioned																
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152	3/29/2021	PI Website	Parking here along Pico to Meyer and Pico going back up is a mess. There is no parking due to neighbors apartments since across the street it's "Sylvan". There are so many people and not enough parking making it harder on the home owners or a tid. San Fernando residents to park. I don't know how this issues could be helped considering I understand the apart complexes across the street don't have enough parking but as resident of San Fernando and some one looking to purchase my own home it's hard to consider that here when you can hardly find a spot to park or you have to "save" parking making it all that more stressful.	Pico & Meyer	1	1															
193	3/29/2021	PI Website	It's frustrating that there are random people who leave their car parked in front of my house for a whole week, before street cleaning, and start again for the new week. They don't get any tickets. The city doesnt give them tickets, even if I report the car. I'm glad we are talking about this issue. I also agree that all these new ADUs and apartments are ruining our city!		1														1		
194	3/29/2021	PI Website	Wow! We just had this issue last week! My boyfriend was backed up from our garage, so when he came out, he parked for literally 15 seconds where street cleaning occurs so I can backup my car as well...and he got a ticket while the car was running waiting for me!!! Not fair! The lady didn't care and said we were discriminating her because she is a female! What???																		unfair parking ticket
195	3/29/2021	PI Website	Numerous vehicles parked on the streets preventing visibility when one is trying to leave one's property, due to fairly new duplex built house, with multiple families living in those houses and no parking is provided to tenants by owner. Even though they have ample space to park in their own property. Secondly, we have a neighbour that has his employees park all throughout the block while his employees drive his work trucks to their work location. It should be prohibited to park on a residential area for more than two hours. And duplex owner should provide driveway parking for their tenants. The SF City should also enforce parking citations for commercial vehicles that are parked over night or longer than 2 hours. I hope you can help with these safety concerns.	map pin on 8th between Harding & Fernmont	1	1	1				1	1						1	1		
196	3/29/2021	PI Website	There are too many cars park in the street due to people converting there single house into a duplex and not providing parking for them in some cases is up to 6 cars per house sometimes we can not take our trash out because they don't move their cars. 2 hour maximum parking should be applied.		1						1										
197	3/30/2021	PI Website	I live on Workman off of 5th. We have people that do not even live on our block leave multiple cars and trucks on our block for days at a time without moving them. Some type of permit parking is needed to allow people to park in front of their own homes.	Workman & 5th	1						1								1		
198	4/13/2021	PI Website	More code enforcement is needed. Businesses that operate from home with multiple vehicles should have to pay for parking permits or operate in commercial areas. The employees park on the residential streets, taking up residential parking. Apartment buildings and ADUs without sufficient parking, should have to pay for parking permits.		1						1								1		
199	4/22/2021	Phone Call	(per KPO conv with CH) I talked with (a resident) who's lived in SF for over 40 years. She lives at 1206 8th St, and is strongly in favor of parking permits as she is frustrated at not having parking available for her two adult kids when they come visit. She says her neighbors have ten cars, other neighbors have 8, 6, etc. and all park on the street. They ignore red curbs and she has no space for trash cars on trash day pickup. There are two problems in her mind: 1. To get approval to create a parking district, neighbors must all agree. She says they are the problem and care more about the income from renting rooms, rather than quality of life. 2. Lack of enforcement of red curbs, blocking access to driveways, unsafe conditions blocking emergency vehicle access She is sad because she feels that the City's quality of life has deteriorated over the years. Her kids tell her to sell and move, but she feels it's her home. She's a senior and will invite another neighbor who is frustrated to attend the Zoom mtg. I offered her our assistance if needed. She says she knows how to zoom.	8th	1						1		1					1		1	
200	4/24/2021	Facebook 4/23/2021 post	Rick Wheeler Good luck every one has 6 cars per home		1																
201	4/29/2021	Instagram 4/29/2021 post	Why is Maclean street closed	Maclean street																	street closure
202	5/4/2021	Facebook 4/23/2021 post	Trino Alvarez Make the parking enforcement do there job. Instead of just driving around. Make him check for tags. Sonia Mariscal-Dominguez																1		
203	5/5/2021	Facebook 4/23/2021 post	I would like to know what are the proposals? Are you recording the session? Sometimes busy parents don't have time to do virtual on time. Hello, I am a resident of the City of San Fernando. I am not sure if this is the correct place to submit comments/questions for the upcoming city parking meeting. I wanted to share a couple of questions/ comments. I own a single story home on Second St/ Huntington St. We have a horrible parking situation as there are multiple families living in the 2 bedroom duplexes that surround us. Most of those units have 4 cars each. We have parking permits that are effective only from Mon-Fri 8 am to 6pm. We have visitor permits good for 24hrs but the residents are using these as parking permits for extra vehicles. Unfortunately, these permits are not enforced. I have called the police station several times requesting parking enforcement come and ticket all the cars without permit but no one ever shows up. Question #1 Why is parking enforcement not enforcing these parking permits? Recently the two corner homes on my block have added ADU's. There is no parking as is and each of these ADU's have added multiple vehicles to an already congested area. Question #2 Does the city have any criteria for homeowners requesting ADU permits in regards to parking for the additional vehicles? Parking is obviously a huge problem here, why is this not taken into consideration before granting such permits? Most of the real estate listings for the city of San Fernando are promoting or encouraging ADU development as a selling point. Is this something the city could somehow control in areas where parking situations are out of control? See attached screenshot for Section in Kiva Extra website.									1									
204	5/5/2021	email 5/5/2021			1						1						1		1		
205	5/6/2021	5/6/2021 VCM Q&A	Why doesn't the City enforce there own building codes?																		enforce building codes
206	5/6/2021	5/6/2021 VCM Q&A	Why do City "improvements" such as Glenoaks Blvd, Macley, Tesla Station always result in parking spaces being reduced?	Glenoaks, Macley, Tesla Station			1														
207	5/6/2021	5/6/2021 VCM Q&A	We notice many faded no parking signs throughout the city. Will these be replaced or updated?																		faded street/parking signs
208	5/6/2021	5/6/2021 VCM Q&A	Has the City of San Fernando considered purchasing the parking lot property located at 1511 San Fernando Rd. (corner of San Fernando Rd. & Lazard)? This lot can potentially be used for public parking.	San Fernando Rd & Lazard			1														
209	5/6/2021	5/6/2021 VCM Q&A	Appreciate the presentation. My question is how was outreach to the community done? My family lives on the south side of SF. They did not receive any notice about this important meeting.						1												
210	5/6/2021	5/6/2021 VCM Q&A	How accurate is the data given it was collected during the Covid-19 crisis?								1										
211	5/6/2021	5/6/2021 VCM Q&A	Does the City have the resources, infrastructure, and parking to accomodate 1791 new units?		1																
212	5/6/2021	5/6/2021 VCM Q&A	How much is this parking studying costing the City?																		cost of parking study

[illegible]

				Issues Mentioned																
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243	5/6/2021	5/6/2021 VCM Q&A	<i>En la escuela San Fernando Elementary no esta visible lo rojo en la acera ni la señal. Por eso a los padres de familia cuando van por los niños les dan multas. La ciudad tiene la culpa porque nada esta visible (ver fotos)</i> At San Fernando Elementary, the red on the curb is not visible neither is the sign. That is why parents are fined when they pick up their children. The city is to blame because nothing is visible.																	repaint red curbs
244	5/6/2021	5/6/2021 VCM Q&A	Why are there so many recreational vehicles parked on Fox and Ilex that never move? Also, there is alot of rubbish on the sidewalk that prevents people from passing by? What is the City of San Fernando and the City of Los Angeles doing to resolve this issue?	Fox & Ilex																longtime parked RVs
245	5/6/2021	5/6/2021 VCM Q&A	<i>Los que rentan cuartos algunos les dice no hay estacionamientos pero ayn en el estacionamiento de la Ciudad los que viven seca de centro San Fernando</i> (Those who rent rooms are told there is no parking but there is parking on the City parking lots for those who live near San Fernando downtown.)		1															
246	5/6/2021	5/6/2021 VCM Q&A	When will you have a final solution to parking management? Looking forward to residential parking permit. Any idea on range of cost?								1			1						When will final solution to parking be available?
247	5/6/2021	5/6/2021 VCM Q&A	Would this team also be in charge of street bump requests or possibly closure from in-coming traffic from Hubbard? This is in relation to preventing street racing and speeding.																	speeding
248	5/6/2021	5/6/2021 VCM Q&A	<i>Parque la culpa si da permiso a ciertas persona para estacionar en la tierra y los dueños de propiedad no se les permite eso? no es justo la ley aplica a todos no algunos.</i> <i>Tambien en la escuela Elementary de San Fernando, las banquetas y las senales ya no son visibles (vea photo). That is why parents get fines when they go get their kids.</i> (The City gives permission to certain people to park on the land but property owners are not allowed. That is not fair, the law applies to all, not just some. Also at the San Fernando Elementary school, the sidewalks and signs are no longer visible; they are faded (see photo). That is why parents get fines when they go get their kids.)	San Fernando Elementary School							1									
249	5/6/2021	5/6/2021 VCM Q&A	If we opt to park in our driveway and not participate in the permit program would we still be responsible to share in those costs of running the program?																	will residents without parking permits still be responsible for cost of program?
250	5/6/2021	5/6/2021 VCM Q&A	I've been hearing for years about the 'residential parking permit' as a potential solution, yet no action has been implemented. How can we, as a community, help put these conversations into action. The parking is so bad on my street (Warren Street), I can't have guests over am considering selling my house.	Warren							1									
251	5/6/2021	5/6/2021 VCM Q&A	We already have parking permits on 2nd St. However, these permits are ineffective without consistent enforcement. Residents use visitor passes to park additional vehicles. We really need permit parking enforcement.	2nd															1	
252	5/6/2021	5/6/2021 VCM Q&A	If we call the non-emergency number (for parking over 72 hours) and don't see a response, what is the best next resource and who is to be held accountable for the lack of response? I think a separate meeting to address how residents interact with city resources/personnel etc., should be held.																	city response time to residents' requests/complaints
253	5/6/2021	5/6/2021 VCM Q&A	Thank you all for the information and your efforts during a really difficult time. Very appreciated.																	
254	5/6/2021	5/6/2021 VCM Q&A	I have three questions 1) why is the court house parking not being used for people going to the SF courthouse? People attending court hearings, are taking over residential areas. It would make sense for courthouse attendants to ask for proof of parking before offering services in the courthouse. 2) why is 3rd street only one sided parking? I went to city Hall to ask this question and was told that this street is not wide enough, which is not true. The adjacent streets are smaller and have parking on both sides. 3) What Will be done to enforce parking regulations and better safety measures once students go back to school? I have seen parents stop in the middle street in front of the police department and have their kids run to the sidewalk rather then pull over and park.	Courthouse parking 3rd			1					1				1			1	
255	5/6/2021	5/6/2021 VCM Q&A	8th between MacLay & Harding - big problem with home owners renting rooms, some have homes have 10 cars, others have 7 cars etc. The cars I mentioned on 8th are all on the street, they also have cars in their driveways.	8th between MacLay & Harding	1															
256	5/6/2021	5/6/2021 VCM Q&A	What can be done with residents using their trash cans to save parking spaces on non trash pickup days?			1														
257	5/6/2021	Facebook 4/23/2021 post	William Reel Make SF a gated Community. HOA FEES TOO ☹️																	make SF a gated community
258	5/6/2021	PI Website	Hello, Miguel Martinez (818) 356-6065. The issues with parking: The City, Community Developing Department, should enforce it's buildings codes and standards. Check to see if there are illegal cars parked on the properties on the streets. Parking meters in the City should be operating. All City parking lots should not be converted to other commercial retail; if they are, there has to be more parking. On MacLay, there's trees that were put on the side of the sidewalk and that's taking away from parking. Glenoaks, that divide that was made, parking was taken away from there. And those are my main concerns; stop taking away parking lots, and make sure that code enforcement is being done. Thank you; and again, Miguel Martinez, (818) 356-6065. Thank you. Bye-bye.	MacLay Glenoaks			1												1	enforce building codes disallow commercial vehicles from parking in city lots
259	6/18/2021	PI Website	Parking is a [b@##] on my block we have multiple families living in 1 house and they have up to 6 or 7 vehicles some of them don't even have the owner of the home living there what is up with that City Of San Fernando feels like living in LA county again where nothing gets fixed		1															
260a	7/1/2021	7/1/2021 phone call to TH (part 1 of 3)	<i>Tengo aproximadamente 17 años de vivir en los apartamentos del 751 MacLay Ave. (5 apartamentos). Hace muchos años un grupo de vecinos hablamos con la ciudad de SF con respecto a letreros que pusieron que permitian solo 2 horas de estacionamiento enfrente de nuestro edificio. Era muy difícil para los que viviamos ahí porque la mayoría trabaja en la noche y era difícil ir a mover los carros cada dos horas. Los espacios de estacionamiento de los apartamentos son pocos(7 espacios) y tenemos la necesidad de estacionarnos en la parte de enfrente. Nos dijeron que no iban a quitar los letreros pero que si podíamos estacionarnos enfrente sin problemas. Y así hemos estado todos estos años, hasta la semana pasada en que todos los carros estacionados enfrente de mi edificio estaban marcados en las llantas por la ticketera. Yo llame a la ciudad para preguntar que está pasando y porque nos están haciendo esto. Ellos dijeron que los comerciantes se están quejando que los carros están estacionados ahí por muchos días. Y eso no es cierto. Solo he visto un carro que estuvo ahí por tres semanas y creo que la ticketera se lo llevo a alguien finalmente lo movió.</i> (I have lived in the apartments at 751 MacLay Ave. (5 units) for approximately 17 years. Many years ago, a group of neighbors spoke with the city of SF regarding signs that were posted allowing for 2 hours of parking in front of our building. It was very difficult for those of us who lived there because most people worked at night and it was difficult to move the cars every two hours. The parking spaces provided by the apartment building are very few (7 spaces) so we need to park out front. The City told us they were not going to remove the signs, but that	750 MacLay Ave	1		1				1					1		1		



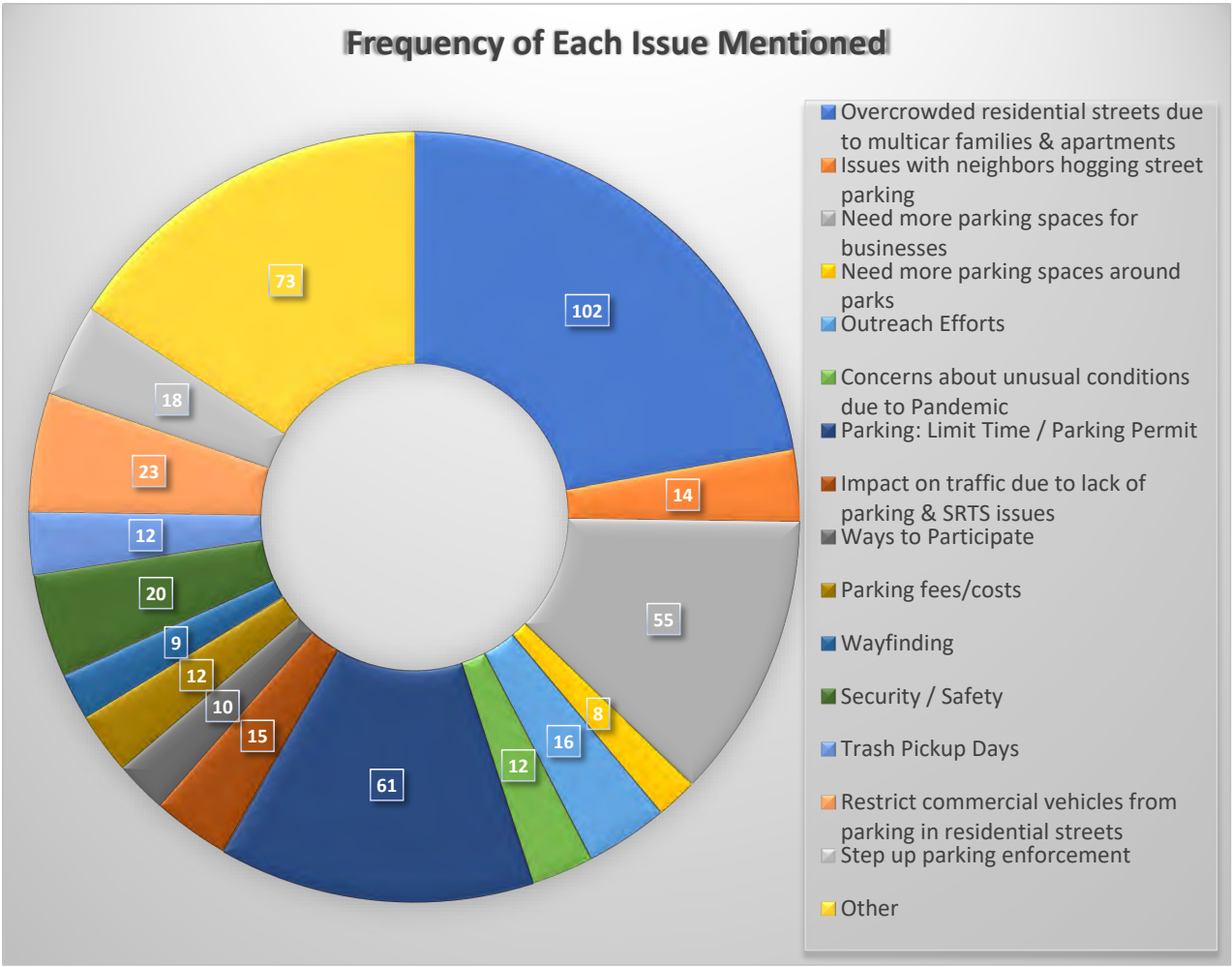
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284						102	14	55	8	16	12	61	15	10	12	9	20	12	23	18	73	
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267	8/14/2021	8/13 VCM Q&A	los residentes no estamos de acuerdo de pagar por los parques ya que la Ciudad ya tenemos que pagar mucho en los taxes de propiedad (Residents are not in agreement about having to pay for parking because we already pay a lot of property taxes to the City)								1											
268	8/14/2021	8/13 VCM Q&A	if residential permits are implemented, how will visitors park in residential areas?								1											
269	8/14/2021	8/13 VCM Q&A	También tomen en cuenta cuando hay desarrollos de vivienda grande cómo afecta desde hora y al futuro a los recientes de la ciudad San Fernando como en la Glenoaks quitaron los estacionamientos. En Medio de la Brant y Mosley ya afectados a los recientes (Also please take into account when there are large housing developments and how it affects the residents of the city of San Fernando now and in the future; for example in Glenoaks they removed the parking lots.)		1		1													timeline of implementation?		
270	8/14/2021	8/13 VCM Q&A	was a timeline given as to when we could possibly see this implemented?																			
271	8/14/2021	8/13 VCM Q&A	How will parking be addressed when the downtown is at full capacity, meaning when all space is leased including new development? Since this study is taken during a pandemic and nothing is at "normal" capacity.				1			1												
272	8/14/2021	8/13 VCM Q&A	my biggest concern is permits in residential areas								1											
273	8/14/2021	8/13 VCM Q&A	Why not create multi-level parking structures in the Mall?				1													multi-level parking structures		
274	8/14/2021	8/13 VCM Q&A	I don't think there has been sufficient outreach. Many in the community have been impacted by covid and we are seeing homes being occupied by multiple people. Adding a permit limit is absurd.								1											
275	8/14/2021	8/13 VCM Q&A	I would like the study and outreach to be expanded before going into any further phases						1													
276	8/14/2021	8/13 VCM Q&A	Before any parking structures are developed, how would you recommend the number of spaces to be created?																	what will the decision on number of spaces for parking structures be based on?		
277	8/14/2021	8/13 VCM Q&A	Currently the city is only providing two residential permits perhaps the city should charge a small fee for each permit and disregard limit if you are able to provide evidence that vehicle is registered in permit only areas. It's not fair that if you have multiple vehicles with no off street parking available you'd have to park blocks away from home when there is parking available near your home.								1											
278	8/14/2021	8/13 VCM Q&A	Ticket enforcement gives out citations if vehicles don't have residential permits even when there are signs with two hours limit.								1											
279	8/14/2021	8/13 VCM Q&A	I don't think the problem is within downtown or the mall but more within the residential streets since permits are required.		1						1											
280	8/14/2021	8/13 VCM Q&A	What's going to happen when in person school begins and staff or guest have to park around campus (San Fernando Middle School) but since the area will be permit only would they just constantly be issued a citation or have to park far?								1									permit parking around schools		
281	8/14/2021	8/13 VCM Q&A	I live in an area where a permit program isn't being recommended. Big concern that adjacent neighborhoods would be inclined to park in my neighborhood. Why wouldn't the whole city be included?								1											
282	8/14/2021	8/13 VCM Q&A	How would home gatherings that need more than 2 visitor parking passes be handled? It is very common that residents host large gatherings.								1											
283	8/14/2021	8/13 VCM Q&A	How many signatures are required to establish a parking permit district?								1											
284	8/14/2021	8/14/2021 email to TH	I am a resident at 1335 Griffith st. I'm not sure if this area has been brought up but the parking all around the church in the evening but especially the weekend is horrendous. The people that attend mass, weddings or any other events at the church have no common courtesy when parking. I can't even tell you how many times I have not been able to get into my driveway because it is blocked partially. I then have to drive around and park blocks away hauling my 3 kids and one time it was late at night. I wish if the residents side could be permit parking only after maybe 5pm and all day on weekends. We also have people who take up parking in front of our house all day selling trinkets to the parishioners. We should not have to be inconvenienced by parking far when we live here. Any advice would be great and I appreciate you reading this.	1335 Griffith St			1															



San Fernando Citywide Parking Management Master Plan
Pie Chart of Issues Mentioned

Issues Mentioned	Frequency of Each Issue Mentioned (Sum Total = 460)
Overcrowded residential streets due to multicar families & apartments	102
Issues with neighbors hogging street parking	14
Need more parking spaces for businesses	55
Need more parking spaces around parks	8
Outreach Efforts	16
Concerns about unusual conditions due to Pandemic	12
Parking: Limit Time / Parking Permit	61
Impact on traffic due to lack of parking & SRTS issues	15
Ways to Participate	10
Parking fees/costs	12
Wayfinding	9
Security / Safety	20
Trash Pickup Days	12
Restrict commercial vehicles from parking in residential streets	23
Step up parking enforcement	18
Other	73



San Fernando Citywide Parking Management Master Plan
Map of Locations Mentioned with Parking Issues

Locations pinned on the map that were specifically mentioned:

- Mountain View & Maclay
 - by Jack in the Box & Brand Bl
 - Apartments at Harding & Glenoaks
 - streets around St George's Church
 - Recreation Park
 - Las Palmas Park
 - Pioneer Park
 - 8th close to Sylmar
 - Arroyo & Glenoaks
 - Park & Fourth, Jessie & Park
 - Fourth & Griswold Ave
 - Maclay & 1st St
 - Orange Grove, Glenoaks
 - Glenoaks
 - Orange Grove, between 1st & 2nd St
 - 1st & Maclay
 - northern part of City along Brand Bl
 - courthouse
 - City Hall
 - Truman House Tavern & Buenazo
 - Lot 5, Maclay & Truman, & San Fernando Rd
 - Que Rico's parking lot (under-utilized)
 - Chipotle center parking lot (area A & B)
 - SF Middle School, Morningside EL, Nueva Esperanza School
-
- on Maclay by the San Fernando entrance sign around Vista del Valle & Cesar
 - Griswold Ave between 4th St & Library St
 - 7th St between Harding Ave & Maclay Ave
 - Alexander St between 5th & 6th
 - Harps St between 1st & 4th St
 - Glenoaks between Brand & Maclay
 - 400 block of Lazard St
 - Meyer St and Coronel St
 - Lazard & Truman
 - 2nd St between Harding & Fermoore
 - Workman & 2nd St
 - Orange Grove & 4th St
 - Workman between 5th & Library
 - Maclay & Library
 - 4th between Brand & MacNeil
 - Glenoaks & Harps
 - Glenoaks between Fermoore & Workman
 - Maclay & 2nd
 - Pico & Meyer
 - Orange Grove & 7th

Locations not pinned on the map that were generally mentioned:

- Areas around apartment buildings
- Areas around downtown
- Areas around churches
- Areas around schools
- Areas around parks
- Around shopping centers on Truman
- SF city edge

