

Policy Goal – Provide adequate parking in Downtown Turlock to foster economic development.

General Principles:

1. Increased awareness of the existing parking facilities in the Downtown improves the perception of the parking supply.
2. Facility and environmental conditions in the Downtown need to be improved to increase the communities' willingness to park and walk.
3. Evaluate an employee parking permit program.
4. Parking duration needs to be better managed to increase the availability of on-street parking spaces.
5. Methods to increase the availability and efficiency of existing parking facilities should be implemented before new parking facilities are added.

Action Items:

1. Provide education and outreach on available parking options.
2. Improve walkability, access, and security within the Downtown area.
3. Explore enforcement of time-limit parking.
4. Evaluate an employee parking permit program.
5. Plan and implement Transportation Demand Management (TDM) to reduce travel demand for single-occupant private vehicles.
6. Identify funding options to construct new parking facilities.
7. Regularly evaluate and update the Downtown Parking Management Plan and Implementation Plan.

Action Item #1 - Provide education and outreach on available parking options.

Implementation Measures:

- Create a webpage on the City of Turlock website with information and maps of all of the public parking lots within Downtown (Planning and I.T.; no later than November 2016) (On-going maintenance and updates; Engineering and I.T.).
- Work with the Turlock Downtown Property Owners Association and businesses in the Downtown to add parking information and maps to local websites (Parks Recreation and Public Facilities and Engineering; no later than November 2016).
- Design, purchase and install parking wayfinding signs in the areas identified within the Management Plan. This item is contingent upon City Council approval of funding. A funding proposal is to be submitted to the City Council for consideration by February 2017 (Parks Recreation and Public Facilities).

- Assist the Turlock Downtown Property Owners Association, as needed, with the design and distribution of parking information (ongoing). Funding authorization will be submitted to the City Council, if needed (Engineering, Parks Recreation and Public Facilities and Planning).

Action Item #2 - Improve walkability, access, and security within the Downtown area.

Implementation Measures:

- Evaluate the sidewalks, streetlights, wheelchair ramps, parking lot lighting and crosswalk conditions within Zone 1 to identify and prioritize the needed improvements (Parks Recreation and Public Facilities and Engineering; no later than January 2017).
- Evaluate the ADA parking spaces within the City parking lots for compliance (Building and Engineering; no later than January 2017).

Action Item #3 - Explore enforcement of time limited parking.

Implementation Measures:

- Survey all existing time limit parking signs within in the Downtown and document inaccurate or antiquated signs (Engineering, no later than December 2016).
- Remove and/or replace any inaccurate or antiquated parking signs (Parks Recreation and Public Facilities; no later than July 2017).
- Develop and implement a program to provide public information about the location of public parking lots and to provide warning notices regarding parking time limits (Police Department; no later than October 2017).
- Explore enforcement of the time limited parking (Police Department; starting November 2017).

Action Item #4 – Evaluate an employee parking permit program.

Implementation Measures:

- Evaluate an employee parking permit process including the adoption of any required amendments to the Turlock Municipal Code (Engineering and Police Department; no later than September 2017).

Action Item #5 - Plan and implement Transportation Demand Management (TDM) to reduce travel demand for single-occupied private vehicles.

Implementation Measures:

- Improve bike-friendly facilities, such as bike lanes and bike racks. Identify needed improvements, potential funding strategies and implementation schedule. (Engineering; Parks Recreation and Public Facilities by January 2017).

- Explore valet parking options for private businesses as well as at public parking lots (Engineering; as requested by local businesses).
- Explore using parking meters and pay by phone options (Engineering and Park Recreation and Public Facilities; by July 2019).
- Install real-time parking availability signage and cell phone applications (Engineering and Parks Recreation and Public Facilities Department; by July 2019).

Action Item #6 - Identify funding options to construct new parking facilities.

Implementation Measures:

- Identify potential grant opportunities as well as City funding sources to fund needed improvements (Parks Recreation and Public Facilities and Engineering; status update to the City Council by January 2017).
- Evaluate parking in-lieu fee programs adopted by other cities (Planning and Engineering; status update to the City Council by July 2017).
- Develop both a short-term and long-term parking facility improvement program for the Downtown area (Planning, Engineering and Parks Recreation and Public Facilities; no later than July 2018).
- Add the cost of parking facility improvements for the Downtown area in the CFF during next CFF update (Engineering; no later than December 2018).

Action Item #7 – Regularly evaluate and update the Downtown Parking Management Plan and Implementation Plan.

Implementation Measures:

- TJKM Transportation Consultants to review plan in three years (by December 2019). This work is included in the existing approved and budgeted contract. (Planning)
- The Plan should be reviewed once every five years thereafter to evaluate parking demand and to stay abreast of current technology and trends. (Planning, Engineering and Parks Recreation and Public Facilities Department; in 2024 and 2029)