

January 27, 2009

Marin County Board of Supervisors
3501 Civic Center Drive
San Rafael, CA 94903

SUBJECT: Comprehensive Parking Study and Parking Management Plan for the Civic Center Campus

Dear Board Members:

RECOMMENDATION: Authorize the President to execute a contract not to exceed \$69,000 with Kimley – Horn and Associates, Inc. to prepare a comprehensive parking study and parking management plan for the Civic Center Campus.

SUMMARY: The purpose of the parking study and management plan (the “*Study*”) is to evaluate and recommend ways to better manage, refine, and optimize the current and future multi-functional operations of the Civic Center’s parking facilities. The *Study* is anticipated to include recommendations for near-term operational and capital improvements, as well as a long-term analysis of parking supply and demand intended to address the Civic Center’s evolving functions.

The Civic Center is a complex and multi-faceted facility. It serves much of the County's governmental, administrative, and legal functions, houses nearly 1,100 employees, and serves hundreds of visitors each day. Additionally, the Civic Center is considered to be the cultural heart of Marin County featuring performing arts theaters, exhibition space, and the County’s fairgrounds. Twice a week a farmers’ market attracts visitors to the Civic Center. The County is currently exploring a possible permanent location for the farmers’ market at the overflow parking area (Christmas Tree lot).

In 2002, the County accepted a *Facilities Master Plan* by Gensler Architects that identified space needs and optimal utilization of the Civic Center Campus buildings. The *Facilities Plan* identified potential future building sites, citing the need for constructing a new Emergency Operations / Public Safety building. The County is exploring design and construction of the Emergency Operations Facility on part of the 7.26 acre site next to the armory and San Rafael fire station. That project’s parking needs will be included in the *Study*. The *Facilities Plan* also identified design principles that could provide assistance in the recommendations of this *Study*. Specifically relevant design principles contained in the *Facilities Plan* include the development of a system of regional hubs which are described as a means by which to reduce parking demand at the Civic Center by concentrating services where parking may be more easily provided. Another relevant principle includes providing a way-finding system for customers to navigate the parking facilities. The contractor will also consider the design principles and criteria covered in the *Civic Center Master Design Guidelines* adopted by your Board in December 2005.

The Sonoma-Marín Area Rail Transit project (SMART) received approval in the November 2008 election to proceed. As SMART plans a rail station located under US 101 with commuter parking provided on County land nearby, this study will include those projections.

As a result of the diverse functionality and the associated diverse parking requirements of the Civic Center, the most complex aspect pertaining to parking is the ability to serve the diversity of users who regularly and/or periodically visit the Civic Center. We have identified the following key issues to be addressed in the *Study*:

- Improved customer service by providing convenient, close-in parking to services
- Optimal location for assigned parking for department heads and assistant department heads
- Flexible management methods for permit parking
- Location and usage of reserved carpool spaces, and ways to increase their utilization
- Visitor way-finding to promote parking near services
- Disabled parking compliance with codes (disabled persons safety issues)
- Potential for metered spaces. Revenue could support Transportation Demand Management (TDM) or other incentives for using public transportation.
- Optimal location for assigned County vehicles
- Identifying farmers' market parking and pedestrian access/safety issues, including need for interim disabled parking until permanent Market completed
- Optimal location and amount of parking for jail staff and visitors
- Accommodating parking needs of expansion (Emergency Operations and Public Safety Building) while still accommodating staff, visitors, and event overflow parking.

The Department of Public Works and the County Administrator are recommending that this contract be approved to assist with planning and implementation of current and future County projects. Kimley – Horn Associates, Inc. is a recognized Bay Area firm in this field and has substantial experience in assisting local governments with evaluating parking issues and creating parking management plans to meet their needs. The main staff support will be from David Speer, Facilities Planning and Development Manager, along with additional support from DPW staff.

FISCAL IMPACT: The costs for this *Study and Management Plan* will not exceed \$69,000. Funding is available in the County's FY 2008-09 budget.

Respectfully submitted,

Matthew H. Hymel
County Administrator

Farhad Mansourian
Director, Public Works