

City of Jackson  
Economic Development Committee  
Proposal to Eliminate Parking Meters

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**Proposal Objective:**

Implement parking modifications in Historic Downtown Jackson to improve customer service, provide easier in/out access of parking spaces and reduce the current speed limit for safer pedestrian movement.

**History<sup>1</sup>:**

Police records indicate that the current parking meter zones were established in 1973 and in that same year Jackson Ordinance 375 authorized parking meter placement. Thereafter, the city created nine parking meter zones. The zones have different time restrictions and fees according to the needs/concerns of each given zone.

Part-time police department employees conduct parking enforcement duties. The officer works 20 hours per week and is paid \$10.25 per hour from parking fines and meter revenue.

Besides funding the officer, the parking fund revenues are distributed as follows:

- Equipment Assessment (CVC 40225 – 50% max. of fine)
- Jailhouse Construction Fund (GC 76000)
- Courthouse Construction Fund (GC 76000)
- State of California (GC 76000)
- Remaining revenue is deposited into the City of Jackson Enterprise Fund line item #550 and used for:
  - Road/parking improvement program
  - Road/parking maintenance
  - Replacement and repair to meters

Revenue collected from **parking citations** between January 1, 2007 and December 27, 2007 was approximately \$17,067 and \$7,355 after distributions.

Parking **meter revenues** between July 1, 2006 and June 30, 2007 were \$46,445. Both revenues can fluctuate during holiday seasons.

“By far, the Police Department receives more complaints regarding parking enforcement issues over any other police enforcement program. Many visitors state they will “never shop in Jackson again” after having received a parking citation. This is reflected by walk-in lobby complaints and many more complaints received via U.S. mail,” Chief Morrison.

**Proposal Boundary:**

This proposal is limited to parking in the Historic Downtown Jackson area. The scope includes free and metered parking in and around Main Street up to the Court House.

<sup>1</sup> Memorandum, December 26, 2007, Scott Morrison, Chief of Police

This proposal scope does not address the creation of additional parking spaces, new parking structures, sidewalk modifications, ADA compliance or any parking issues outside of the Historic Downtown Jackson area.

**Recommendation:**

Implementing parking changes in Historic Downtown Jackson will have highly visible and publicly positive impacts. The Parking Committee recommends a phased approach to achieving these desired results.

**Phase 1 (6 month Pilot Project)**

- Remove and store meter tops of all Main Street meters; cap existing poles; leave remaining meters in tact (El Dorado Savings, N. Main, etc.)
- Conduct fiscal impact analysis of ultimately removing all meters throughout the City of Jackson
- Contact Amador Transportation Commission to conduct a traffic study to determine feasibility of diagonal parking and resulting traffic pattern (one-way or two-way traffic on Main Street and loading zones)
- Temporarily change law enforcement from ticketing to warnings for first time offenders at non-metered spaces on Main Street
- Advertise parking changes to the public

**Phase 2 (assumes completion of studies with recommended changes)**

- Implement diagonal parking with ATC recommended traffic pattern (one- or two-way)
- Create planter boxes between parking curbs and sidewalk; periodically build steps from the street to the sidewalk on diagonal parking side of the street
- Remove meter posts on Main Street
- Leave remaining meters
- Reduce speed limit to 15 mph
- Increase parking violations from \$11 to \$30
- Expand marketing of Merchant Permit Program to increase permit sales from 11 to 15 permits in N. Main Street lots (Civic Center to maintain existing 20 permits)
- Reinstate law enforcement ticketing
- Advertise parking changes

**Phase 3**

- Reduce Enforcement Officer hours from 20 per week to 15 per week to reduce costs
- Augment reduced Enforcement Officer hours by evaluating a “neighborhood watch” program to encourage merchants to self-regulate and report parking violators
- Re-evaluate 2 hour parking limit at Summit & California streets parking lot. Consider standardizing to coincide with downtown Main Street. Setting both to either 2-hour or 3-hour limits for consistency.
- Evaluate public use of Bank of Amador parking lot at corner of N. Main Street for additional parking

**Phase 4**

- Evaluate fiscal impact of eliminating remaining meters in the City of Jackson
- Continue to remove meters around Historical Downtown Jackson

It is expected that making these highly visible changes will improve public relations and affirm that the Economic Development Committee is serious (this time) about making significant changes.

**Background Information:**

The Committee's initial objective was to increase the number of parking spaces available downtown. To support this objective, a time and activity study was conducted between 3/5/08 and 3/21/08 at 10:00, 12:00 and 2:00 each day excluding weekends. The results of the study concluded additional parking is not currently necessary.

Of the 154 metered spaces available between N. Main Street, Summit Street and Water Street, at 10:00 a.m. an average of 24 spaces are empty. At noon, 12 spaces are available and at 2:00 p.m. approximately 15 spaces are available. The sixteen (16) metered spaces near the Court House were not monitored in the study and may also have been vacant.

A total of 315 non-metered parking spaces (including loading zones and handicap spaces) are available from the Busi parking lot to Wells Fargo to the Court House to the old Mel & Faye's parking lot. This includes 18 spaces near the museum with "County Employee Only" signs which were recently removed.

The amount of time available at each parking space was also analyzed. Meter times range from one hour at El Dorado bank (22 spaces) to two hours on Summit Street (18 spaces) to three hours mainly located on Main Street (70 spaces) and four hours on N. Main (26 spaces). Hourly and all-day metered parking are also available at the Civic Center.

The City of Jackson Merchant Parking Permit program was implemented in 1999. Cost is by quarter excluding the last quarter due to year-end holidays. Civic Center parking is \$105 per quarter, California/Summit Street and N. Main Parking lot is \$60 per quarter. Of the 42 spaces available at N. Main Street, eleven (11) have been rented. Of the 55 spaces available in the Civic Center lot, twenty (20) have been rented for Wells Fargo Bank employees.

**Statistics 2006/2007:**

- 154 meters within the boundaries of this study (plus 55 at Civic Center) produced revenue of \$46,445
- 669 meter citations at \$11 each netted \$7,355
- 11 merchant street parking permits at \$60 per quarter x 3 quarters resulted in \$1,980
- 20 Civic Center merchant permits at \$105 per quarter x 3 quarters resulted in \$6,300
  - Total approximate annual revenue = \$62,080
- Enforcement Officer salary at \$10.25 per hour x 20 hours per week x 52 weeks = \$10,660

**Assumptions:**

- Merchant permit program will continue to exist eliminating the need for merchant employees to continuously move their vehicle or receive \$30 fine
- Of the 42 merchant permit spaces available at N. Main Street, total rented will be increased from 11 to 15 at \$60 per quarter x 3 quarters resulting in \$2,700
- Of the 55 merchant permit spaces available at the Civic Center, 20 will continue to be rented at \$105 per quarter x 3 quarters resulting in \$6,300
  - Total revenue = \$9,000
- Reducing Enforcement Officer hours to 15 hours per week x 52 weeks x \$10.25 = \$7,995
- Additional revenue may be obtained by increasing parking fines to \$30 (results unknown)
- Meter maintenance and repair may be eliminated or reduced as changes are phased in

- Road/parking maintenance costs may need to be covered through another source of funding if fines and permits are not sufficient

**Pros:**

- Eliminating meters is a highly visible and relatively simple change in the public's opinion
- Increased customer satisfaction could result in the occupancy of the 17 spaces per day per hour of the study. This could translate into an increase in customer sales resulting in an increase in sales tax revenue (amount of increase not estimated)
- Increased customer satisfaction could translate into positive "word of mouth" marketing for Historic Downtown Jackson and the City of Jackson
- Cars will be eventually be parked diagonally away from the curb making it easier for customers to easily and safely get in/out of their vehicle from both sides
- Speed limit will be reduced making it safer for pedestrian movement
- Demonstrates Economic Development Committee is listening to customer input and is willing to make changes
- Does not require Caltrans approval to make changes on Main Street
- Phase 1 changes may be able to be implemented before start of tourist season/summer vacations
- Retains the presence of law enforcement
- Reduces volume of complaints handled by law enforcement
- Reduces city staff time to distribute parking revenue amongst required funds
- Phase 1 requires minimal city resources to implement
- Phased approach allows evaluation of results prior to implementing further changes

**Cons:**

- Potential reduction in revenue for road/parking maintenance with complete elimination of meter income
- Increasing the parking fine may be unpopular
- Later phases will require city resources to implement (meter removal, curbs, stripping, signage, etc.)

Partners needed to implement changes:

- City approval and resources
- Amador Transportation Commission
- Police Department approval and modified enforcement schedule
- Property owner/merchant approval and increase in Merchant Parking Permit program

**Evaluation Criteria:**

- Reduced number of empty parking spaces at 10:00, 12:00 and 2:00 week days
- Customer satisfaction survey
- Reduced number of fender benders/minor parking accidents resulting in increased safety
- Increased number of merchant parking permits sold
- Fiscal impact study of phased elimination of meters is completed
- Diagonal parking and traffic pattern study (one- or two-way traffic) is completed
- Reduced number of enforcement complaints. If number of complaints is still high consider accelerating implementation of Phase 4, Removal of all meters in the City of Jackson