

# City of Oceanside Downtown Parking Study

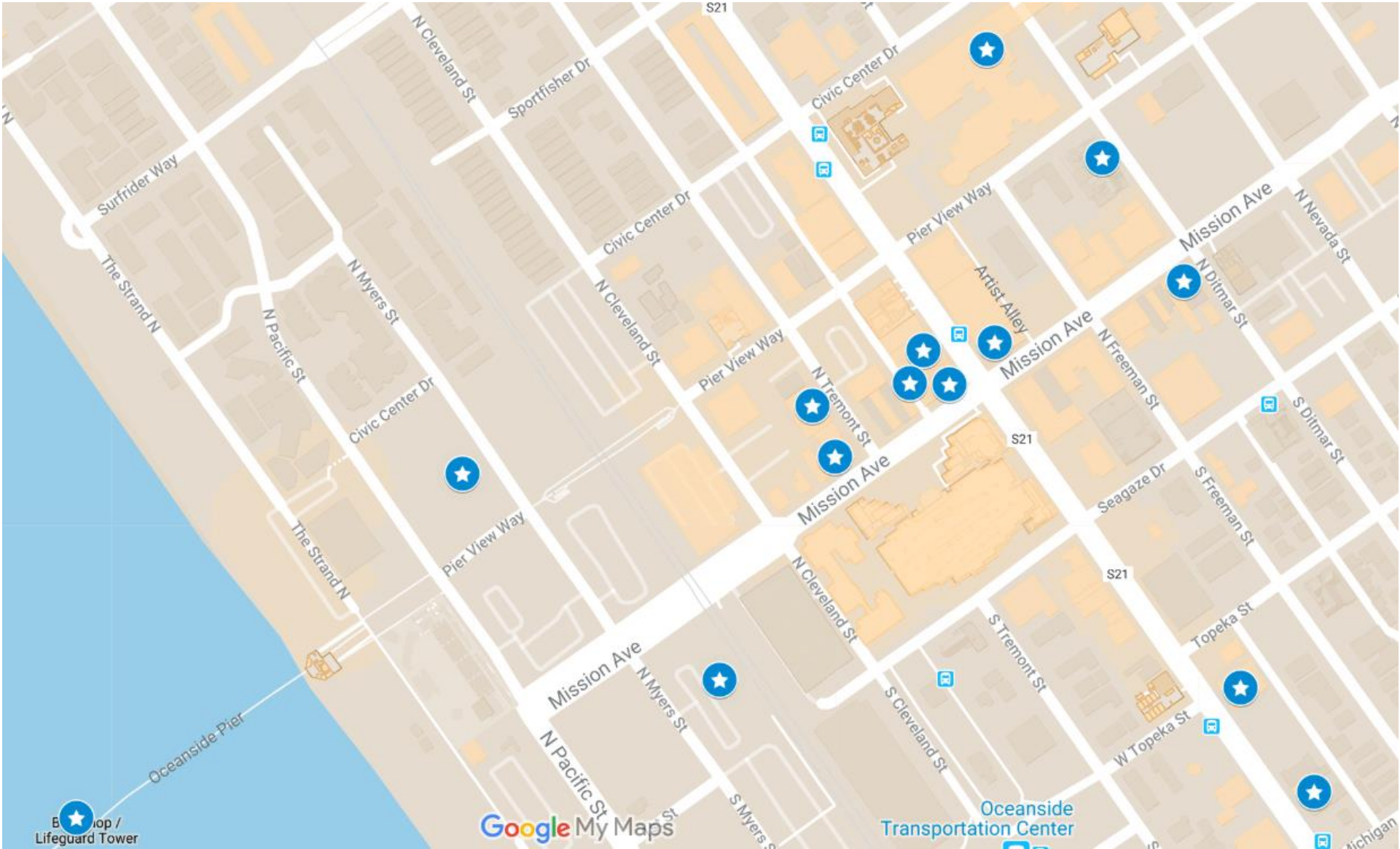
## Online Stakeholder Survey Results

# Online Survey Methodology

- **Promoted via City Facebook and Twitter pages December 13, 2018 – January 18, 2019**
- **Distributed to 1,200+ Main Street Association stakeholders**
- **Promoted online via North County Daily Star**
- **Two stakeholder surveys**
  - **Downtown businesses**
    - **12 questions**
    - **14 total responses as of January 11, 2019**
  - **Oceanside residents**
    - **13 questions**
    - **180 total responses as of January 11, 2019**

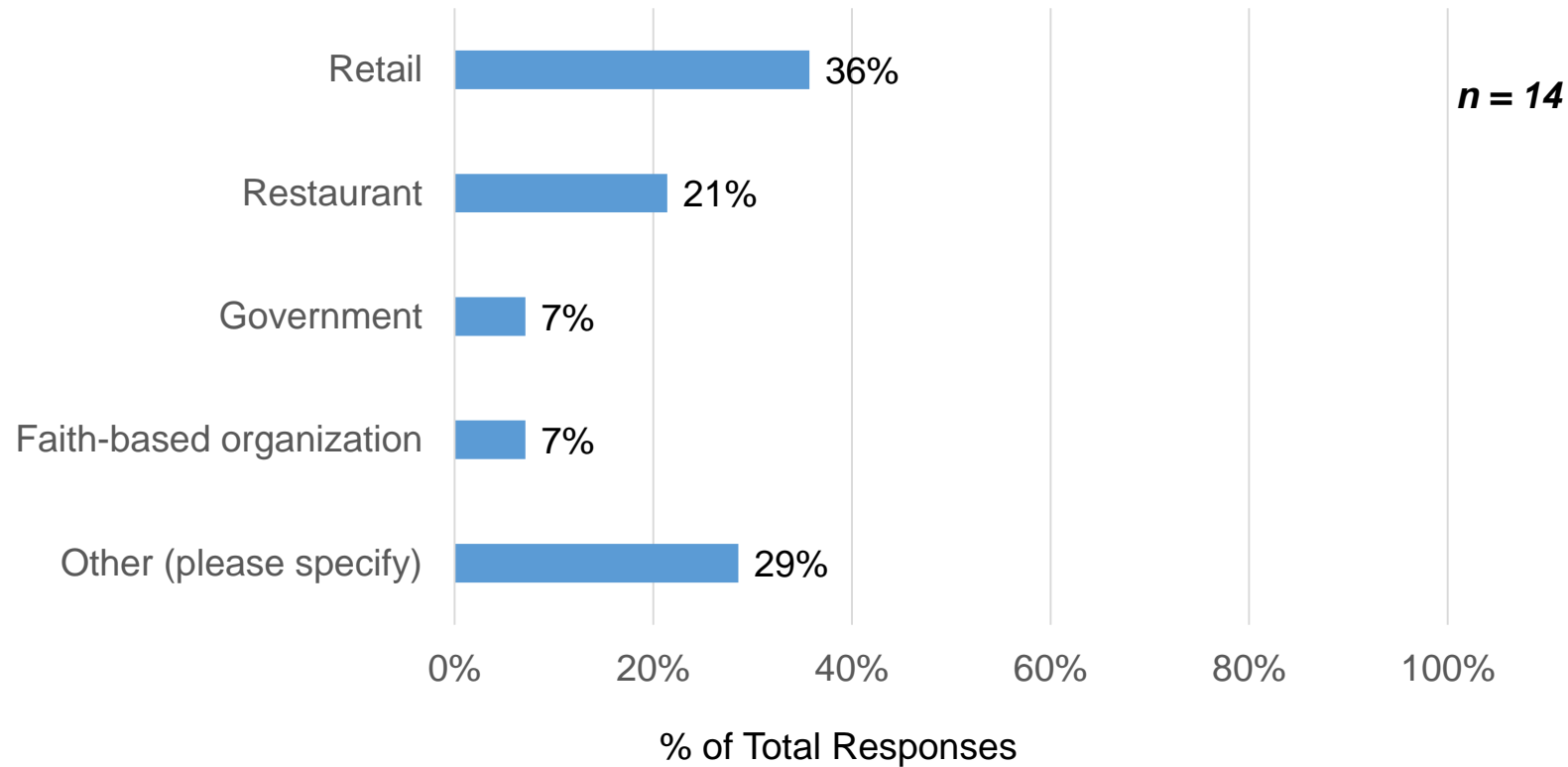
# **Downtown Business Survey Results**

# 1. Where is your business located?



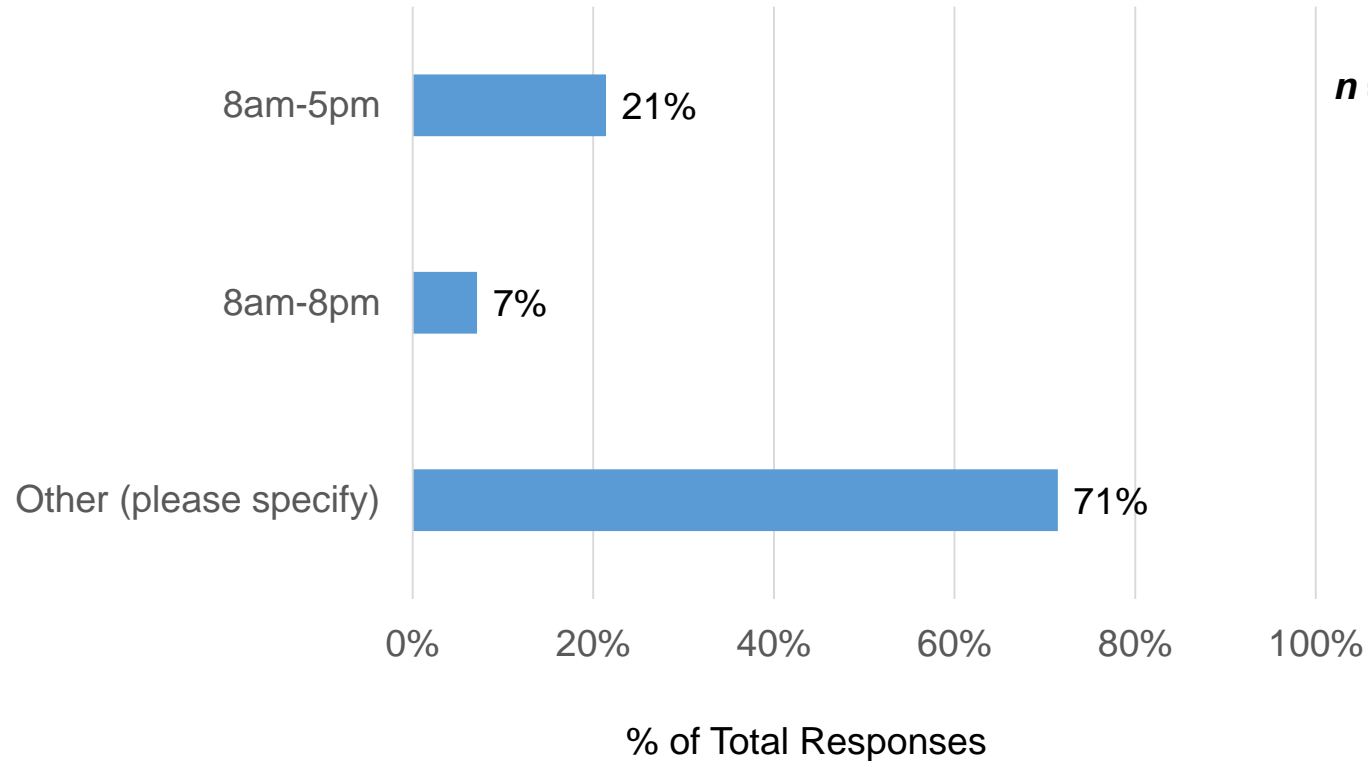
## 2. What type of business do you operate?

- 57% of respondents operate a retail establishment or restaurant



- Other responses include:
  - Operating a resort
  - Dry cleaners
  - Franchise development

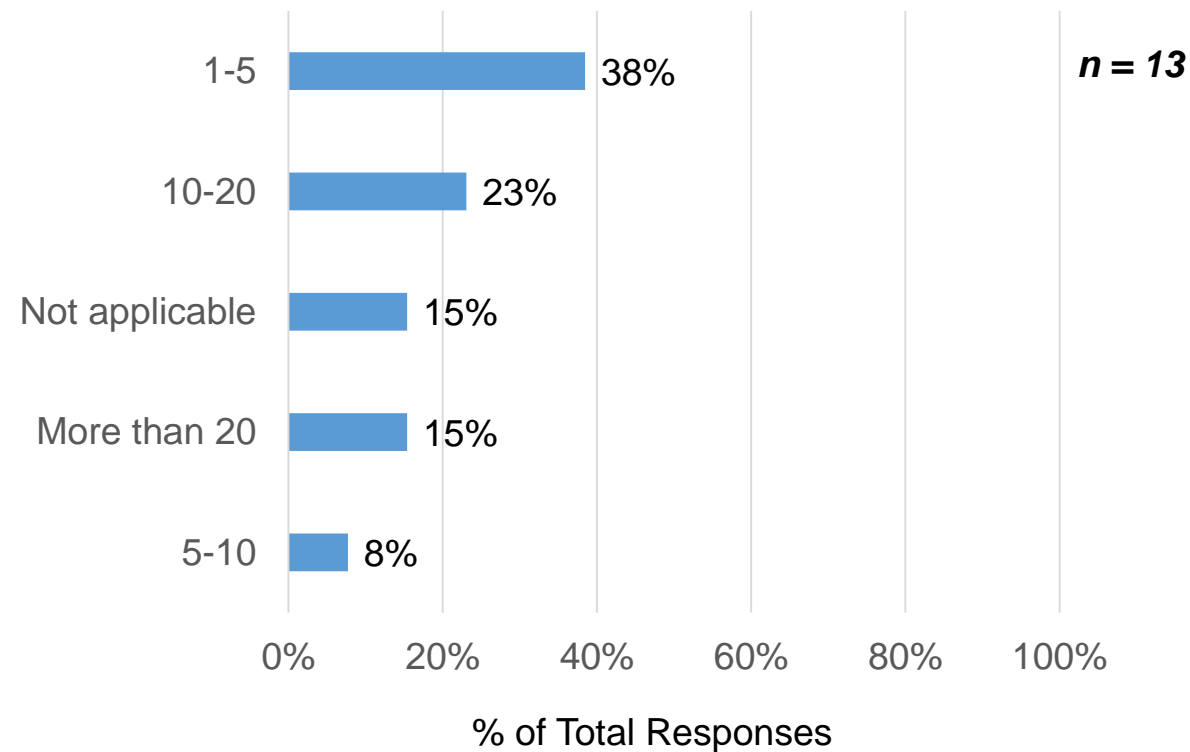
### 3. What are your hours of operation?



- Other responses include:
  - 9am-2am
  - 9am-9pm
  - 9am-6pm
  - 11am-9am
  - 11am-10pm
  - 24 hours per day

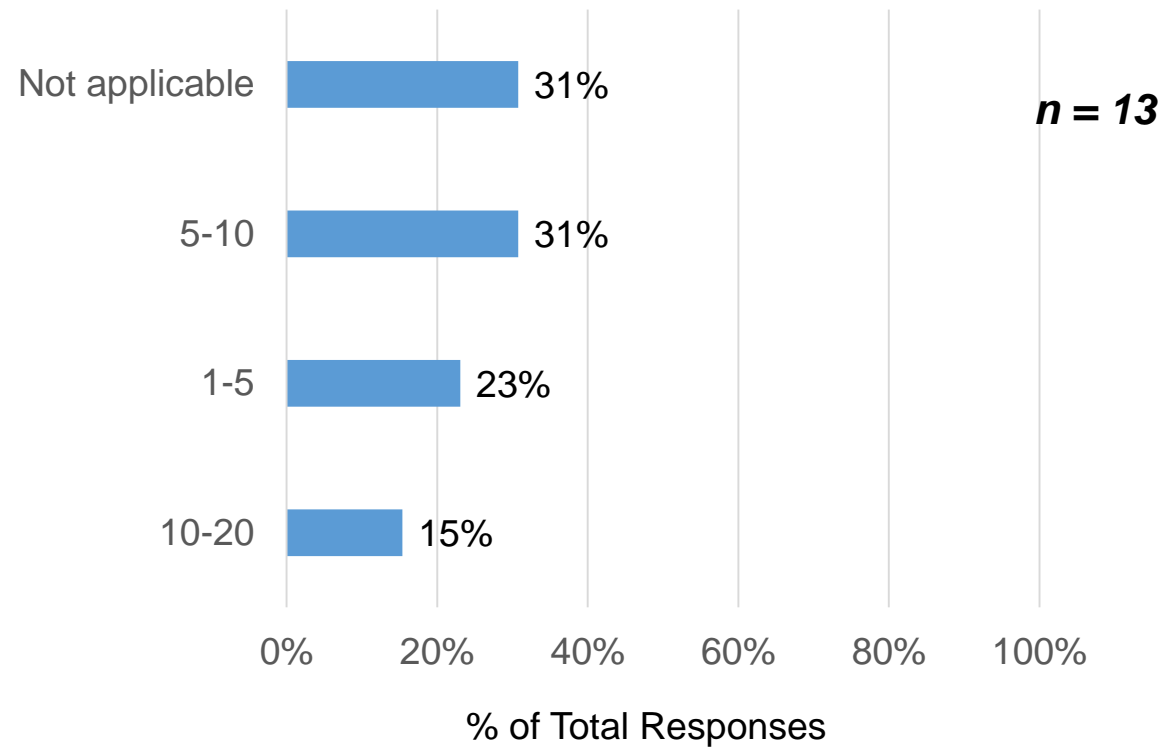
## 4. During normal business hours (8am-5pm) how many employees do you staff at your downtown location?

- 46% of respondents indicate they staff their downtown location with 10 or fewer employees during normal business hours
- 15% of respondents indicate they staff their downtown location with more than 20 employees during normal business hours



## 5. During the hours of 11am-midnight, how many employees do you staff at your downtown location?

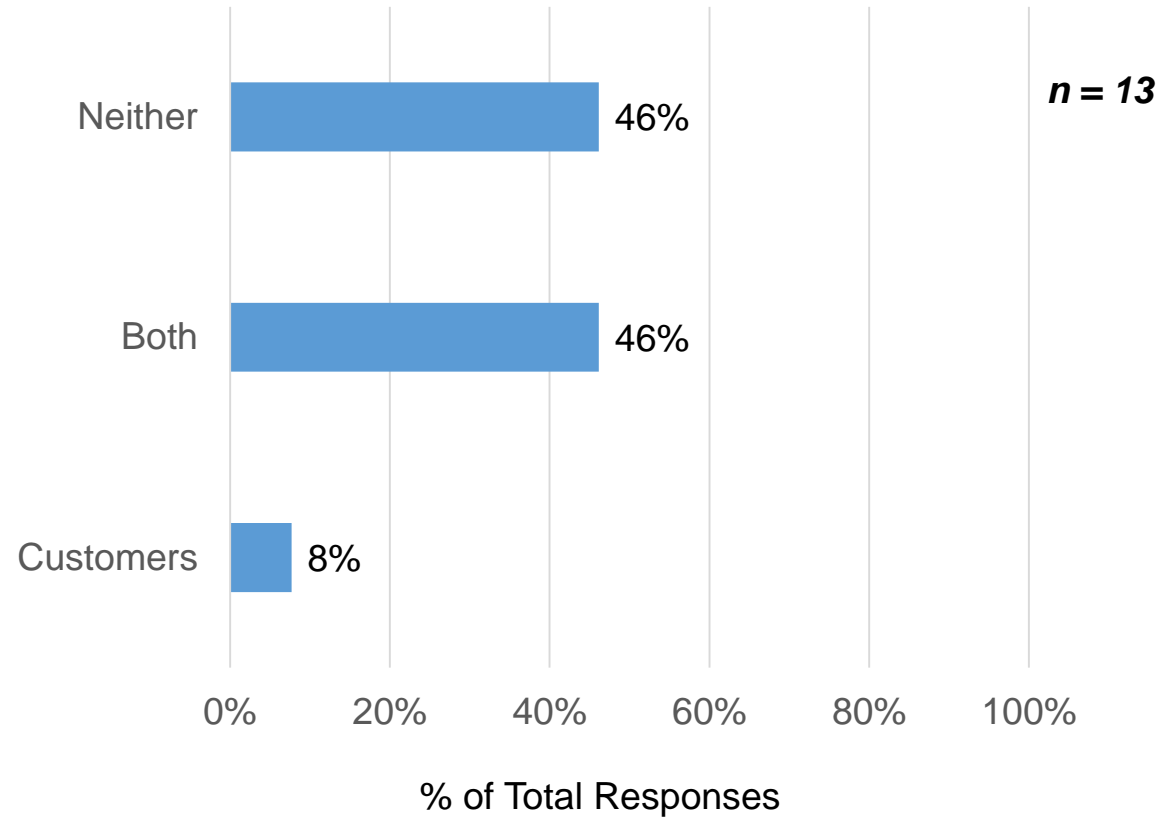
- More than half (54%) of respondents indicate they staff their downtown location with 10 or fewer employees between the hours of 11am-midnight





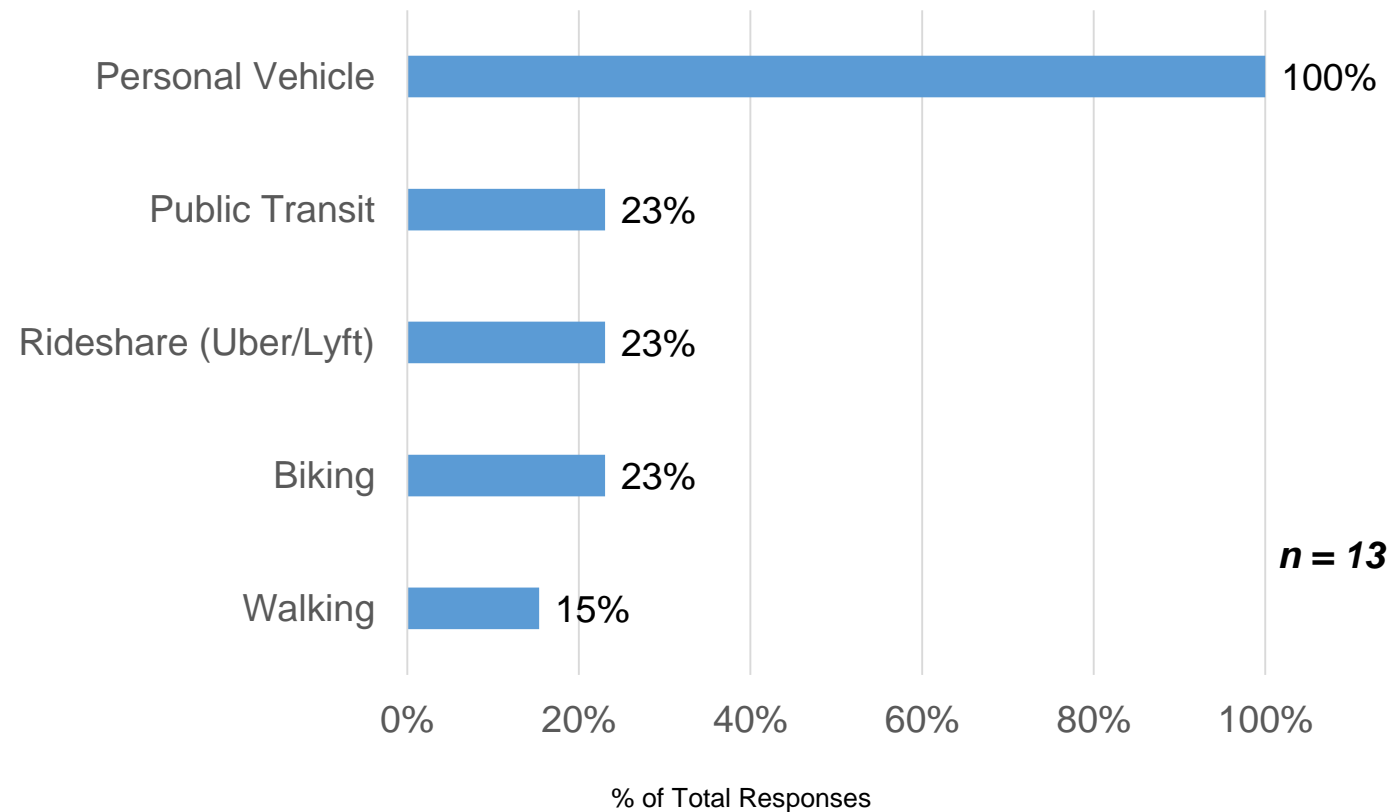
## 6. Which of the following (employees and customers) do you offer private, off-street parking to?

- 46% of respondents offer parking to both customers and employees

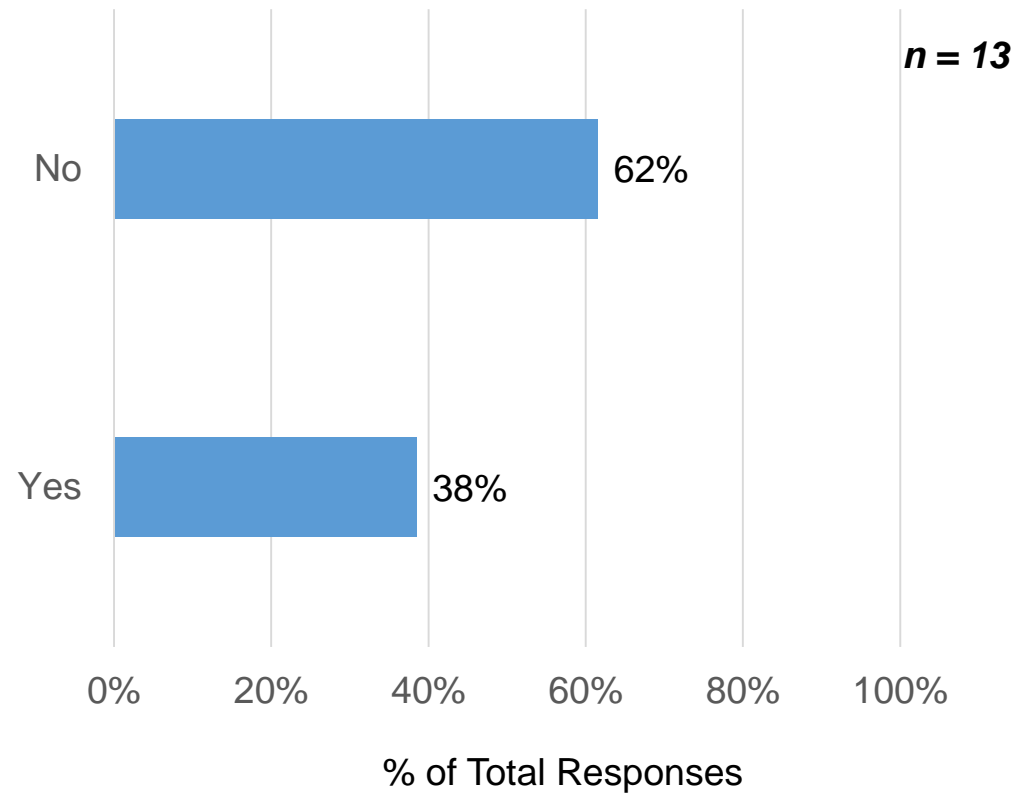


## 7. What modes of transportation do your employees use to commute to work? (Select all that apply)

- 100% of respondents indicated their employees drive to work
- 46% of respondents indicated their employees use public transit or rideshare to commute to work

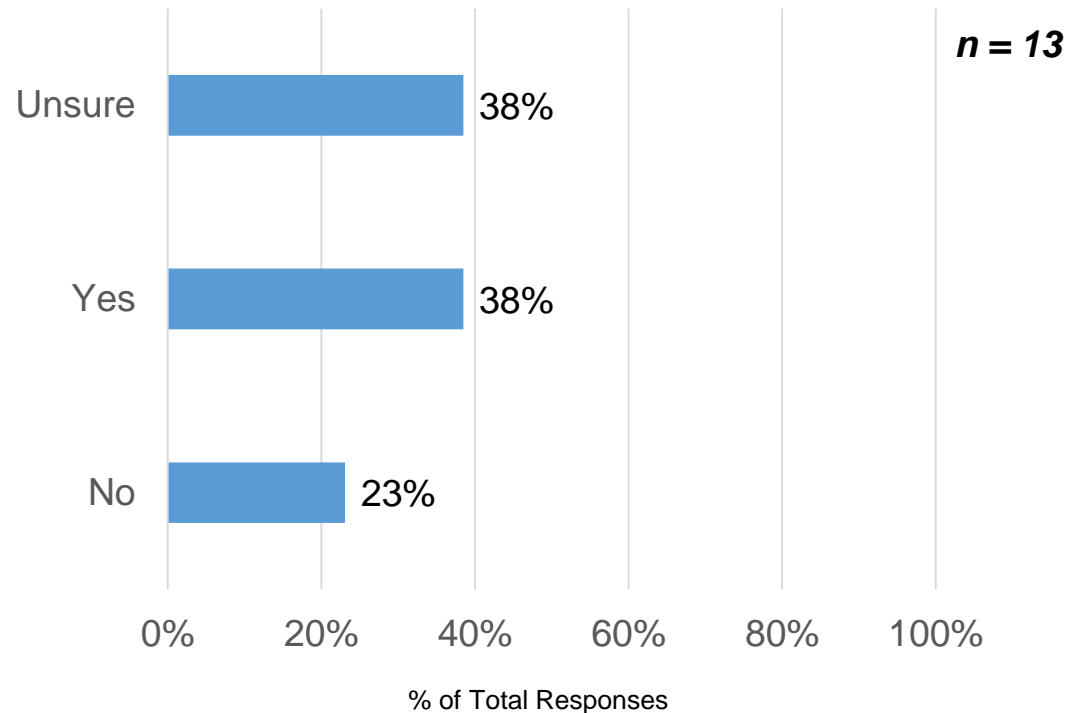


## 8. Would you support expanding paid parking in downtown Oceanside?



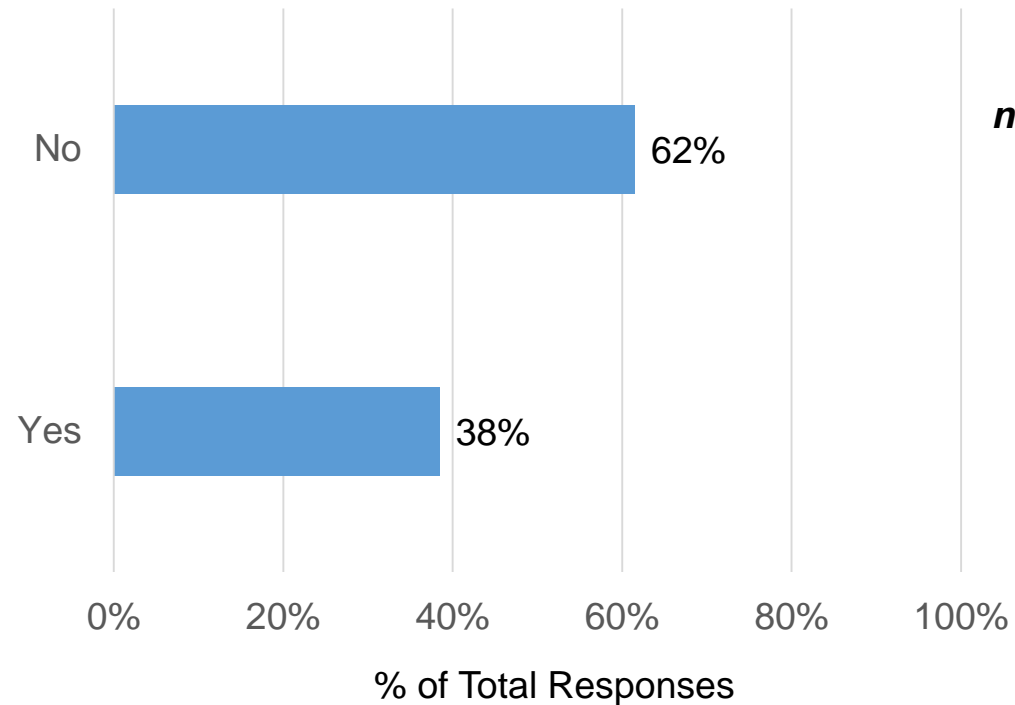
- Reasons why respondents would not support expanding paid parking include:
  - Paid parking would prohibit visitors/customers from visiting downtown
  - Paid parking would be another added expense to employees
  - Do not support paid parking fees comparable to San Diego and other coastal communities

## 9. Would you support a free shuttle service that transports downtown employees from remote parking lots outside of downtown Oceanside?



- Reasons why respondents would not support a free shuttle service include:
  - Free shuttle service would not benefit businesses, but has value to the community
  - The added expense to the City could be better used in other areas such as litter collection, sidewalk repair, homelessness
  - Would not be convenient for employees

## 10. Do you believe that your customers have ample parking that allows them to easily visit your business?

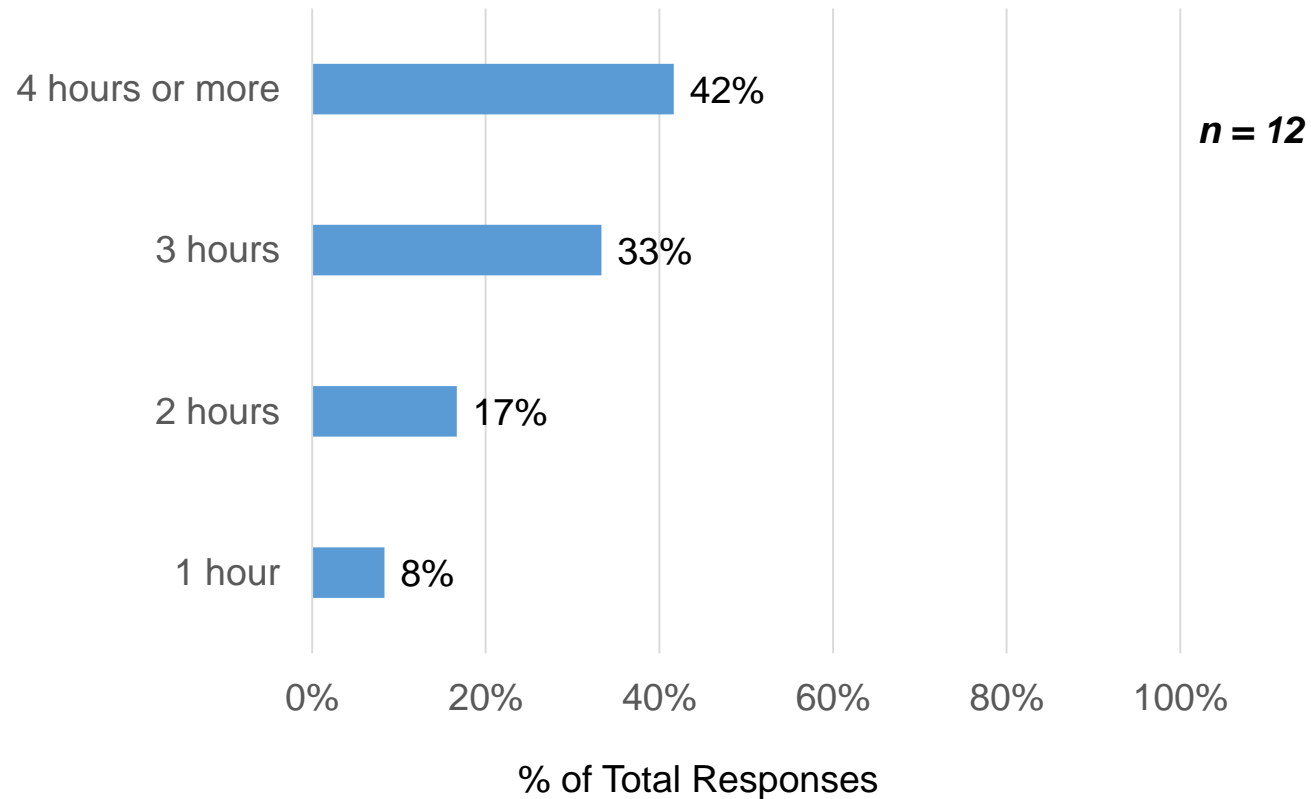


*n = 13*

- Reasons why respondents do not believe their customers have ample parking downtown include:
  - Downtown parking is already limited
  - Timed on-street parking enforcement is not enforced frequently enough
  - Available parking is being occupied by construction workers
  - There is limited parking along Coast Highway

# 11. How long should customers be allowed to park downtown?

- 75% of respondents believe customers should be allowed to park downtown for 3 hours or more



## 12. If you could change one thing about parking in downtown Oceanside, what would it be?

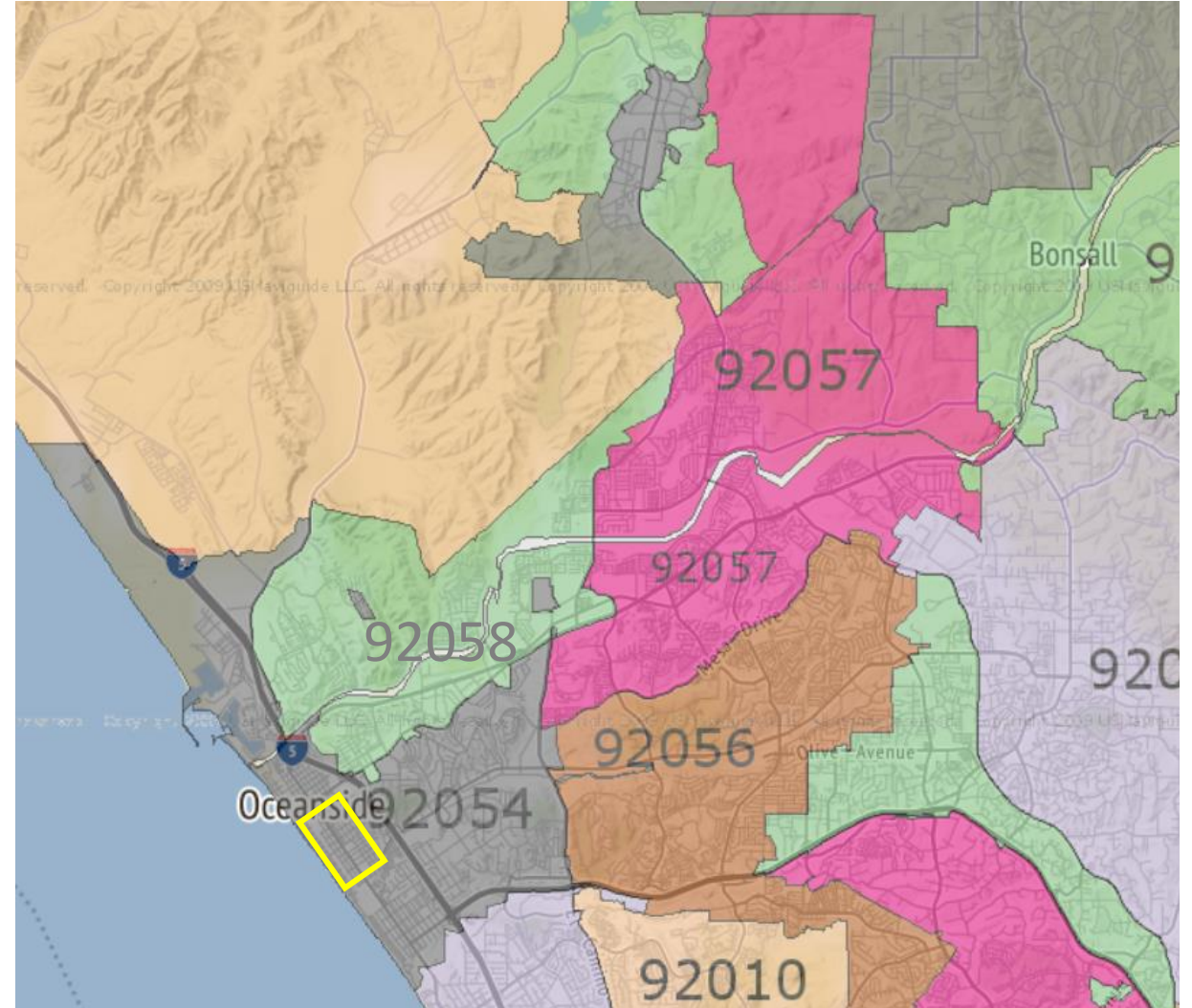
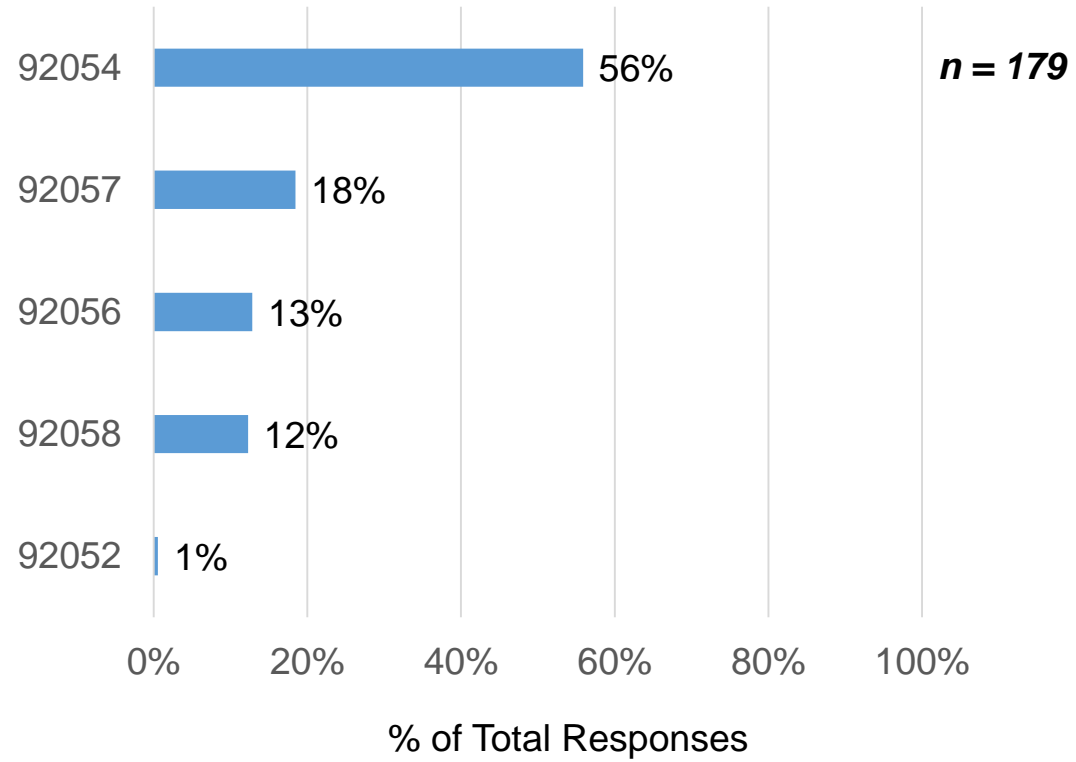
### 12 responses included:

- Increase parking downtown
- Improve parking signage
- Offer 24-hour parking in some municipal lots
- Permit oversized vehicles in some municipal lots
- Regulate construction and city employee parking
- Add parking meters east of the railroad tracks

# **Resident Survey Results**

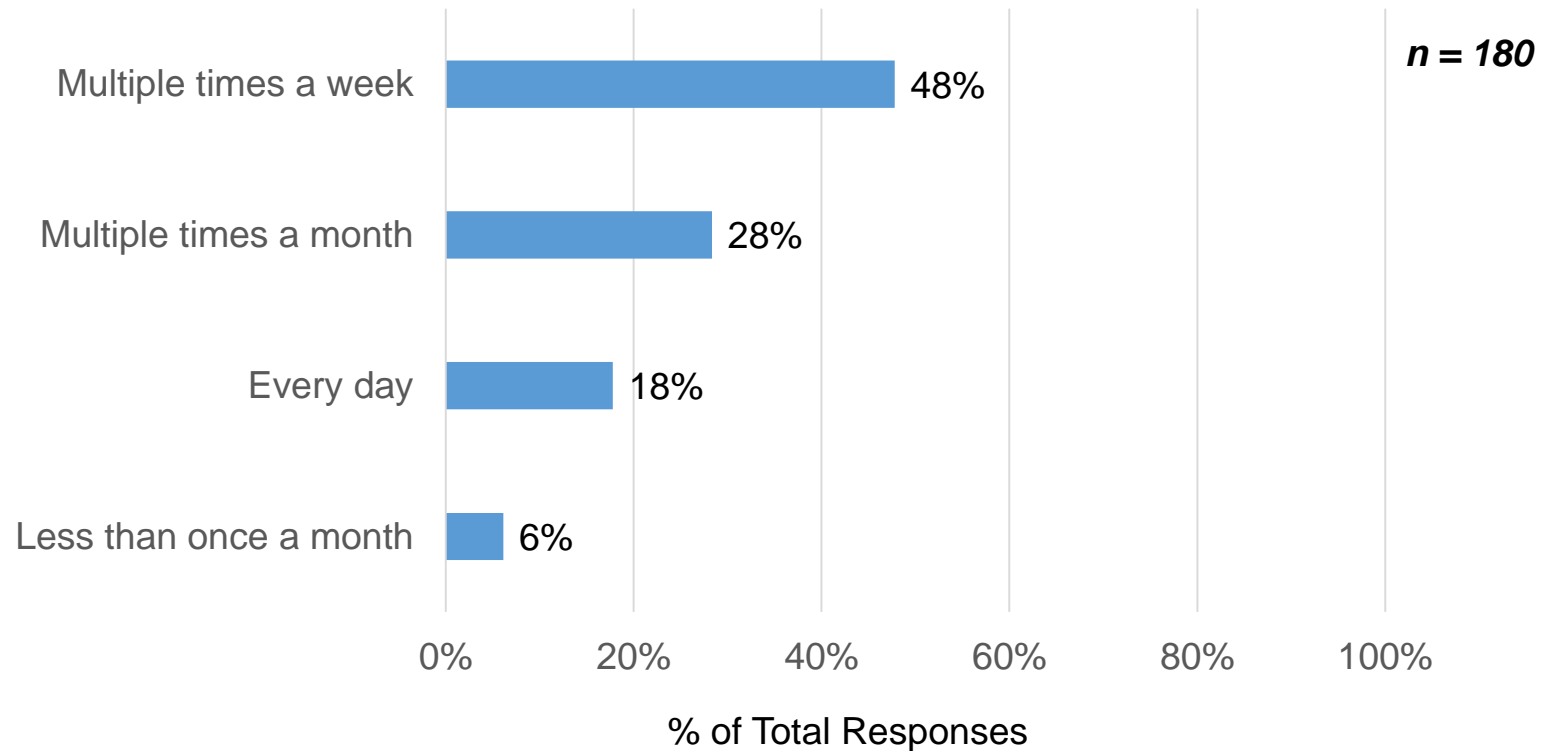


# 1. Where do you live?



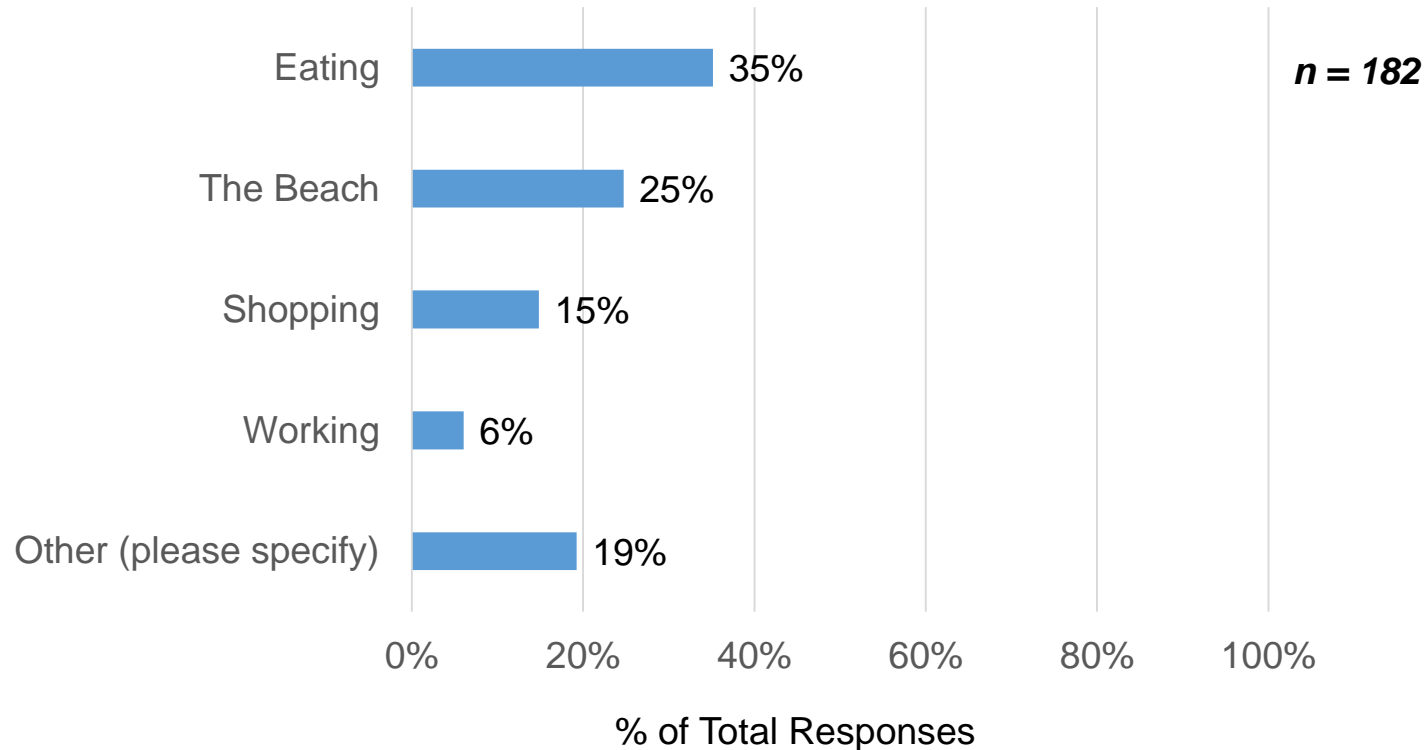
## 2. How often do you visit downtown Oceanside?

- 66% of respondents visit downtown more than once per week
- 28% of respondents visit downtown multiple times a month



### 3. What was the primary purpose of your most recent visit to downtown?

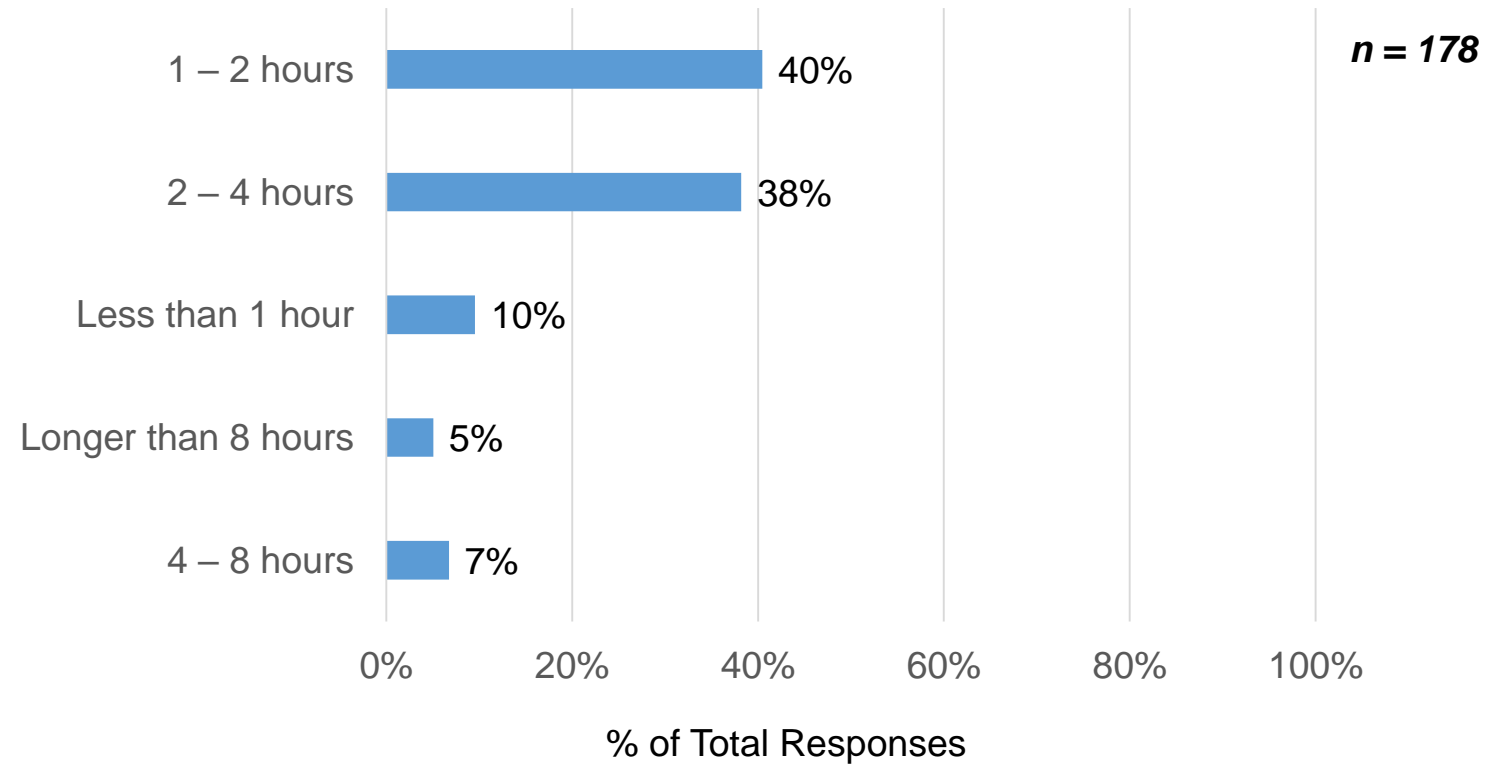
- 50% of respondents indicated they visited downtown to eat or shop



- Other responses included:
  - Visiting downtown for a medical purpose
  - Recreation
  - Going to the theater
  - Volunteering

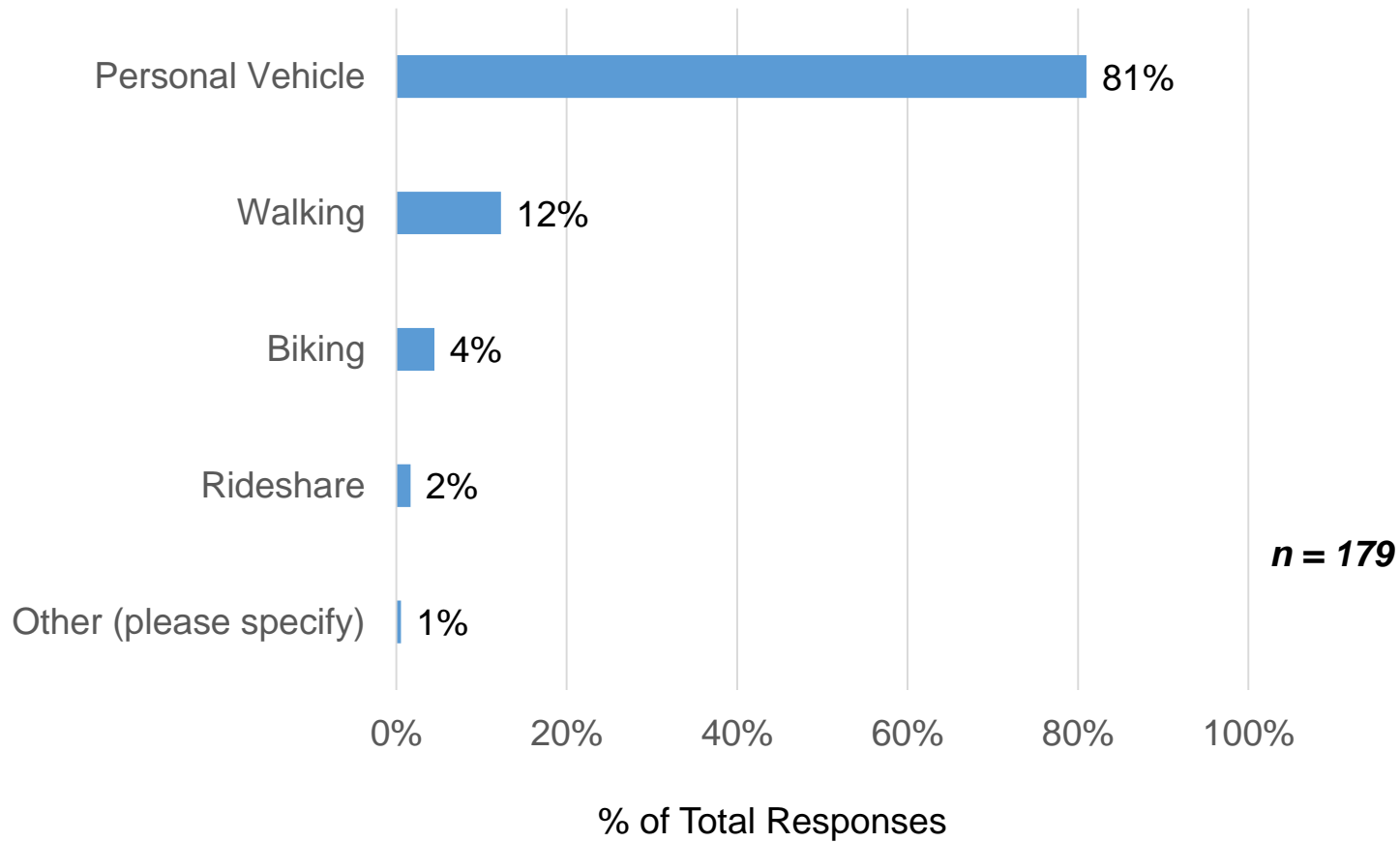
## 4. How long was your visit?

- 50% of trips were 2 hours or less
- 12% of trips were 4 hours or more



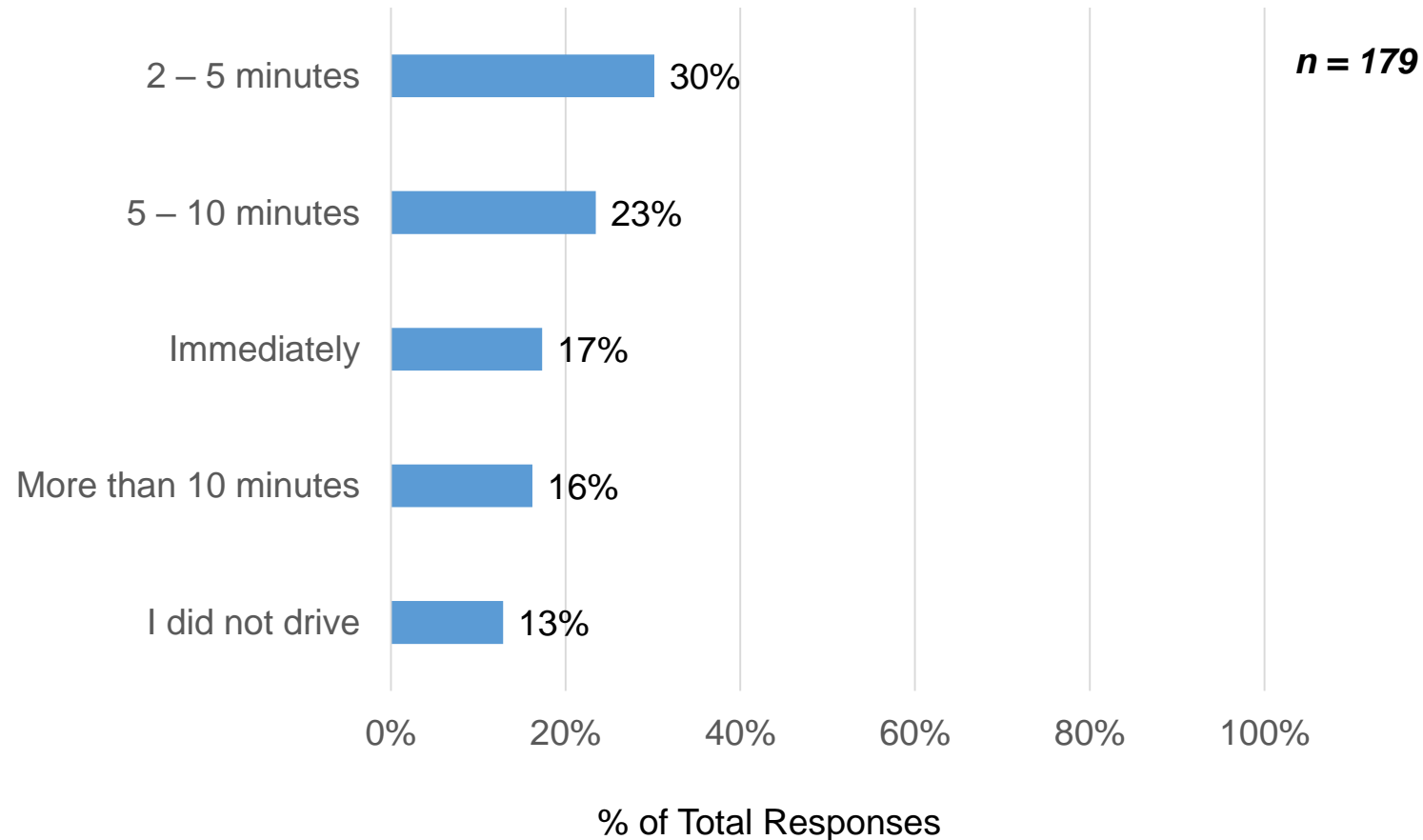
## 5. What mode of transportation did you use to get to downtown?

- 81% of respondents used a personal vehicle to go downtown



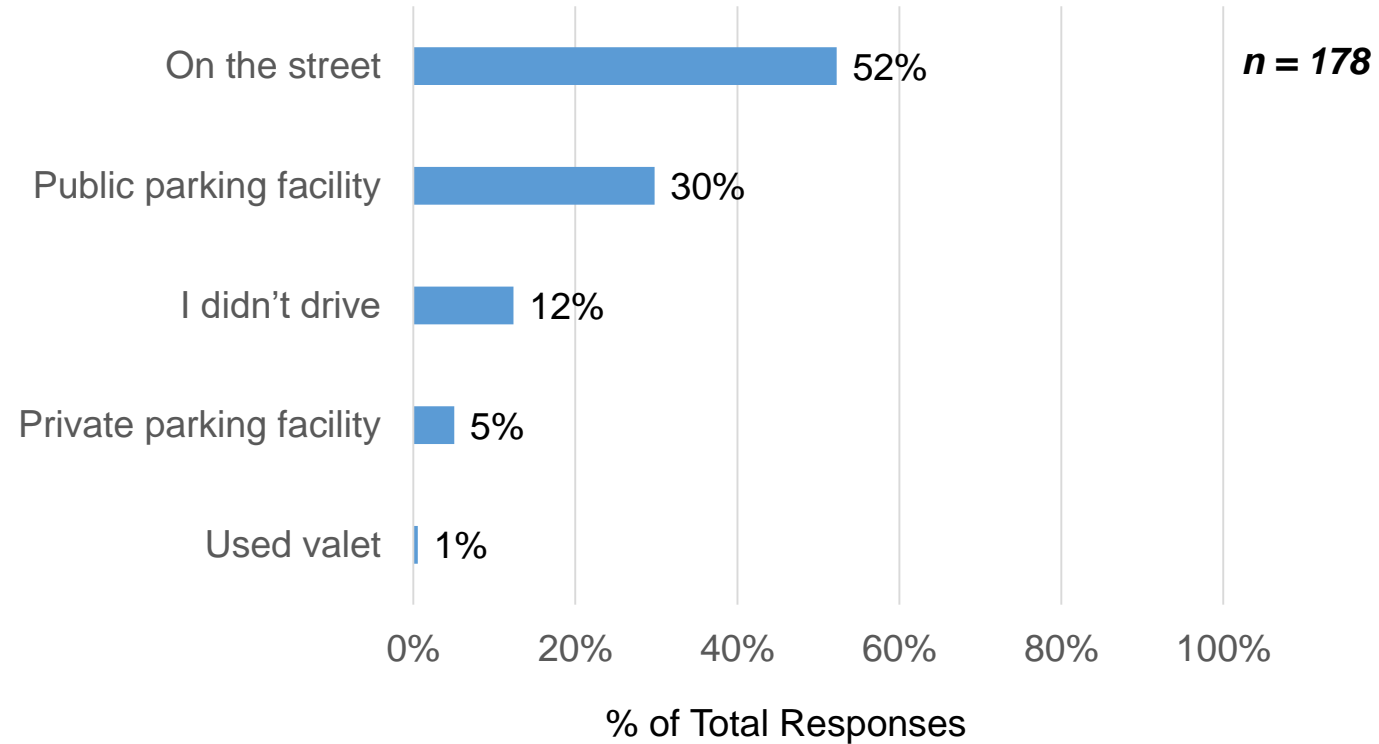
## 6. How long did it take you to find parking?

- 70% of respondents found parking in 10 minutes or less
- 17% found parking immediately
- 13% did not drive



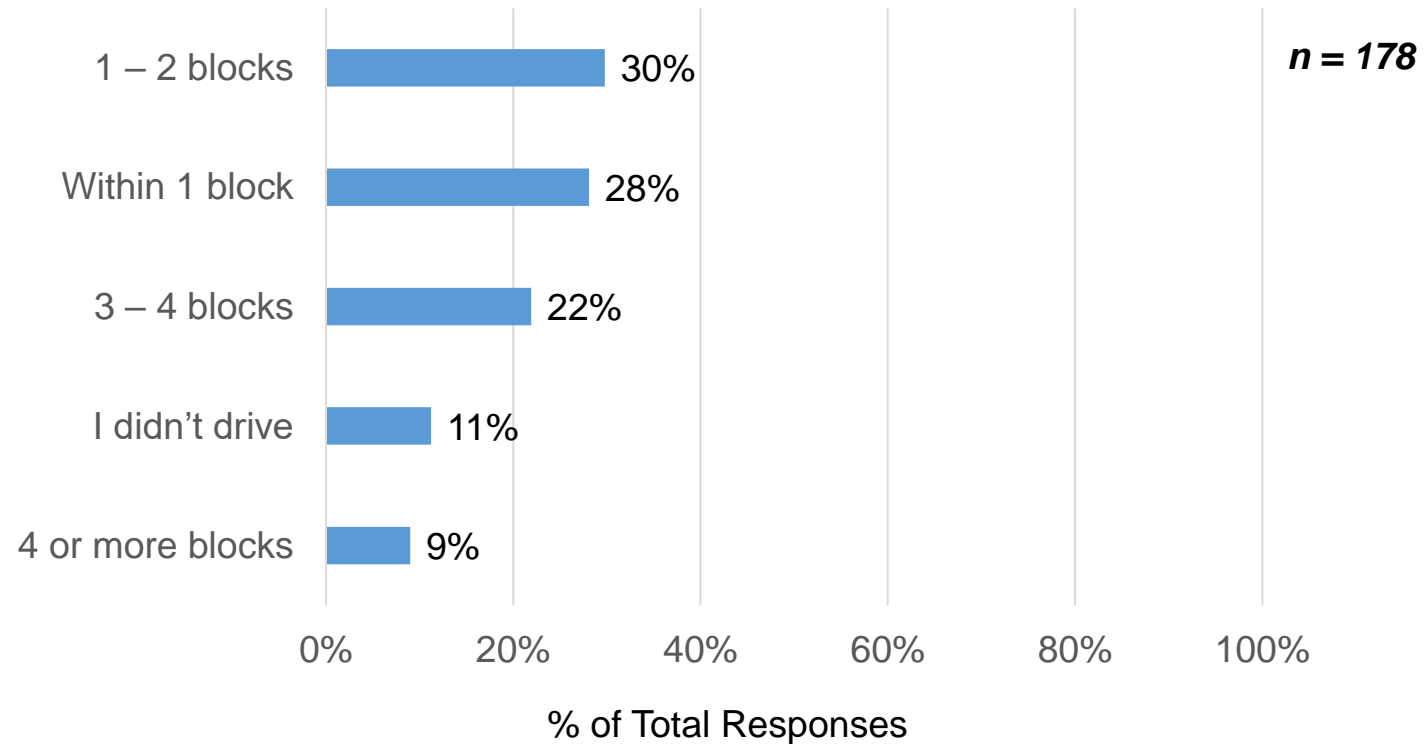
## 7. Where did you park?

- 52% of respondents parked on-street
- 30% of respondents parked at a public parking facility
- 12% did not drive



## 8. How far from your destination did you park?

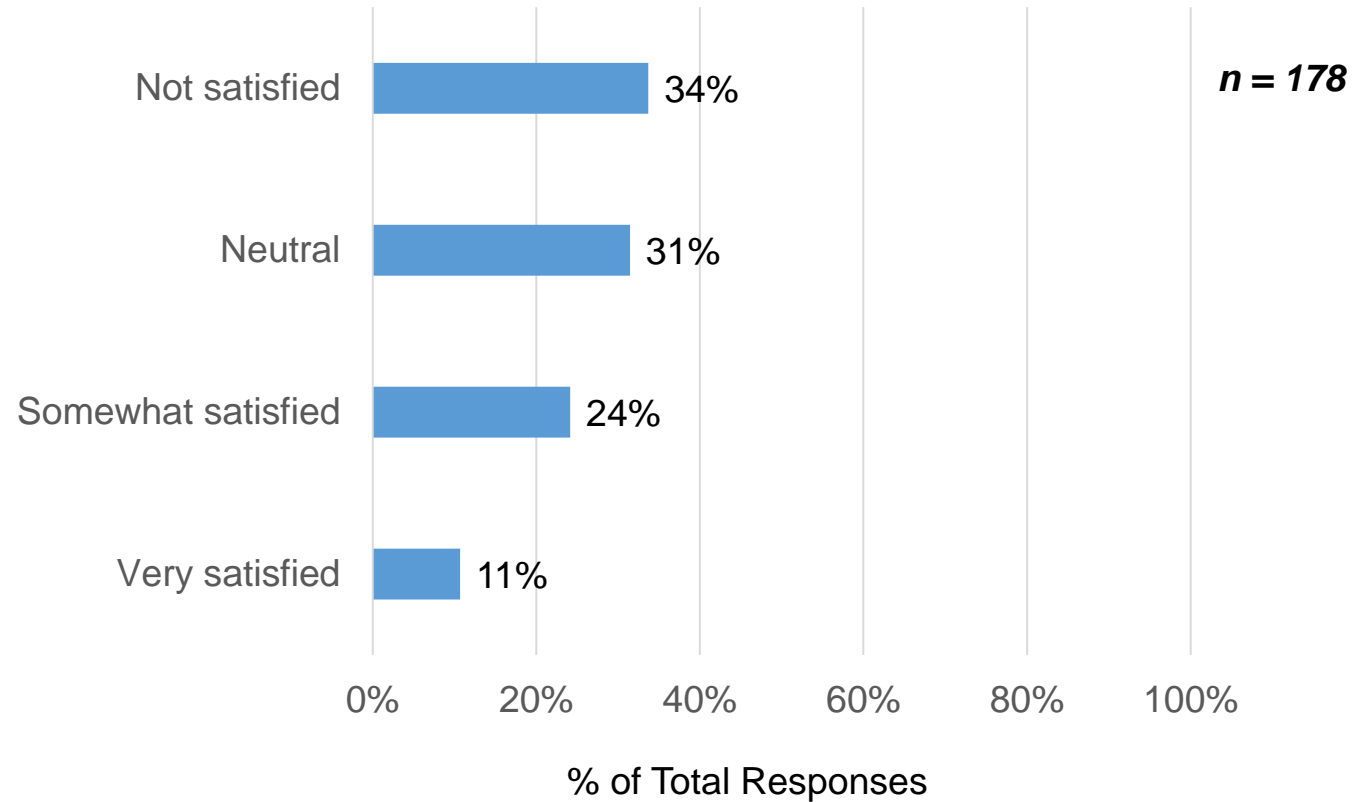
- 58% of respondents parked within 2 blocks of their destination
- 31% of respondents parked 3 or more blocks from their destination





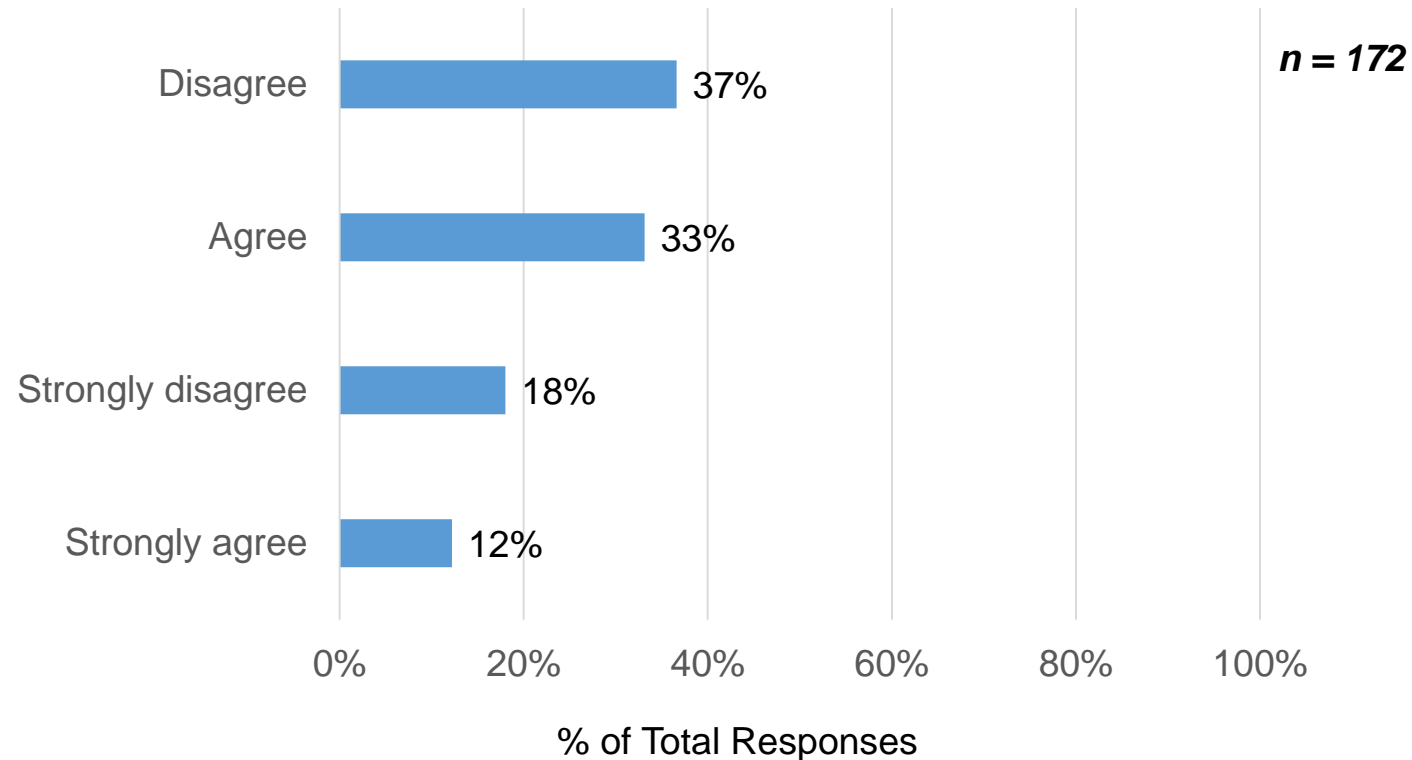
## 9. Please rate your experience parking in downtown Oceanside

- 35% of respondents were somewhat or very satisfied with their parking experience
- 34% of respondents were not satisfied with their parking experience



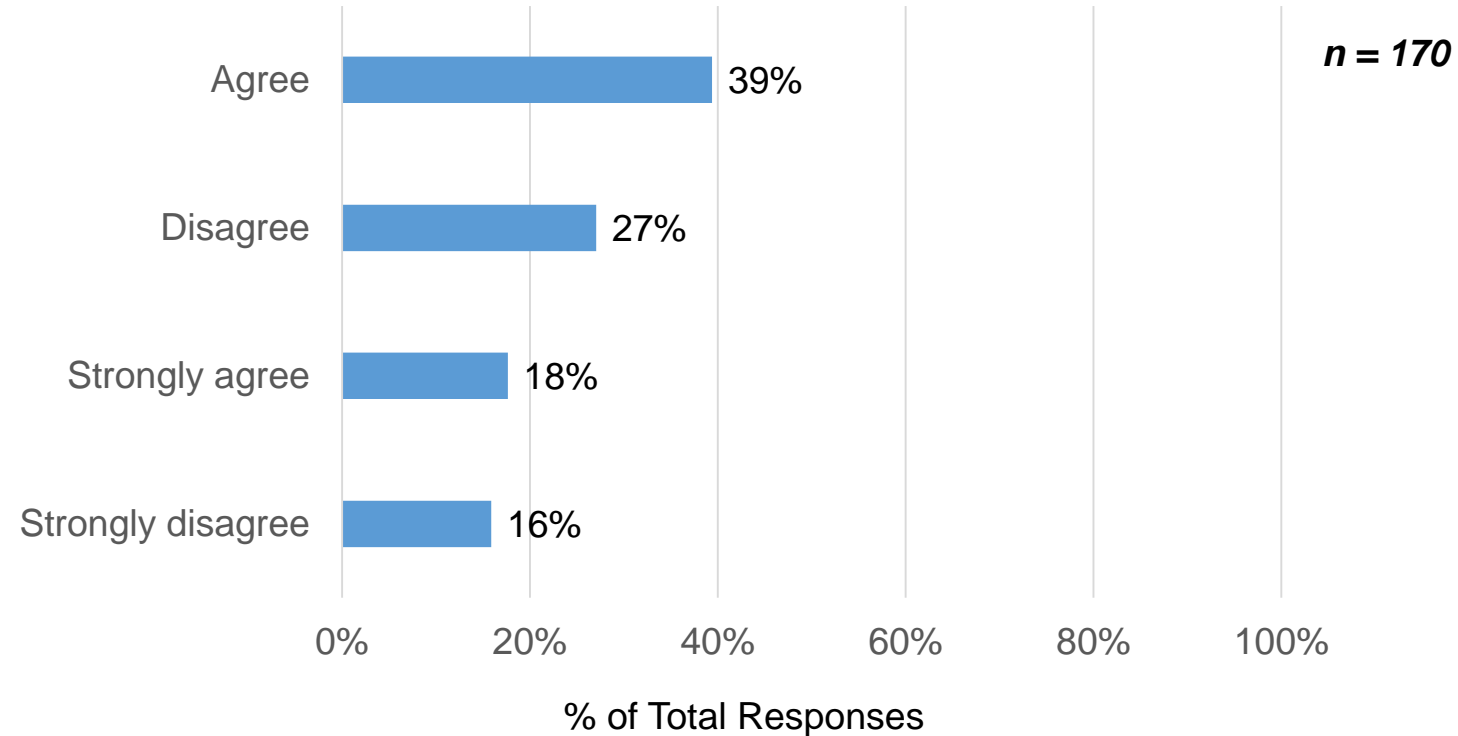
## 10. “I am willing to pay for parking if it means I can stay in a parking space for a longer period of time.”

- 45% of respondents either agreed or strongly agreed
- 55% of respondents either disagreed or strongly disagreed



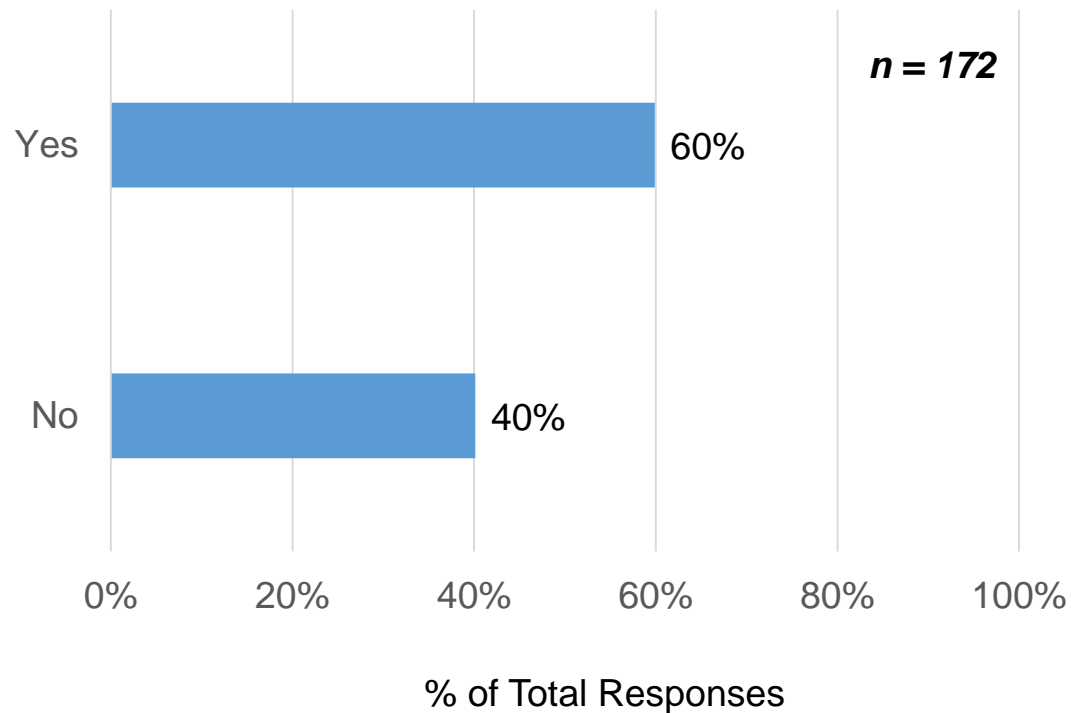
# 11. “I am willing to pay for parking if it means I will more easily find a parking space..”

- 57% of respondents either agreed or strongly agreed
- 43% of respondents either disagreed or strongly disagreed



## 12. If you were able to pay for parking using your mobile device would you use it?

- 60% of respondents would utilize mobile payment if it was a payment option



- Reasons why respondents would not use mobile payment include:
  - Do not want to pay the additional charges
  - Do not want to download another mobile app
  - Prefer to pay with cash
  - Prefer free parking
  - Safety and security

## 13. If you could change one thing about parking in downtown Oceanside, what would it be?

### 139 responses included:

- Provide more parking (48)
- Provide more free parking (18)
- Eliminate reverse parking on Mission Avenue (8)
- Improve safety and security (7)
- Reduce paid parking rates (6)
- Less commercial development (6)
- Increase parking enforcement (5)
- Increase ADA parking (5)
- Eliminate paid parking (3)
- Improve parking signage (3)
- Provide more accessible parking (3)
- Increase parking time limits (3)

# NEXT STEPS

**Develop Draft of Parking Action Plan**

*Any feedback?*