

CITY OF SAN DIEGO

Parking Demand Management Study

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FEHR & PEERS



City of San Diego Parking Demand Management Study

Acknowledgement

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Table of Contents

- Chapter One: Introduction 1**
 - Study Area..... 1
 - What is a Parking Demand Management Study?2
 - Existing Parking Management Policies.....3
 - Study Goals & Objectives5
 - Objectives5
 - Goals5

- Chapter Two: Analyses & Findings..... 7**
 - Analysis Components.....7
 - Parking Data Collection8
 - Community Parking Districts.....9
 - Regional Parks.....10
 - Transactional Data Analysis11
 - Market Rate Analysis12
 - StreetLight Data Analysis14
 - Key Findings.....16

- Chapter Three: Parking Demand Management Framework 19**
 - Parking Management Framework19
 - Step 1: Establish a Data Collection Study and Methodology20
 - Step 2: Understand the Local Context.....22
 - Step 3: Adopt the Parking Demand Management Framework24
 - Step 4: Select Parking Management Strategies Based on Local Context.....25

Appendices

Appendix A: Average Parking Occupancy & Duration Heat Maps

Appendix B: Hourly Parking Occupancy Heat Maps

Appendix C: Transaction Analysis Heat Maps

List of Figures

Figure 1: Data Collection Study Area.....	8
Figure 2: Vehicles Entering Mission Bay	15
Figure 3: Vehicles Entering Balboa Park.....	15

List of Tables

Table 1: CPD Background.....	3
Table 2: CPD Average Occupancy.....	9
Table 3: CPD Peak Hour Occupancy	9
Table 4: Regional Parks Average Occupancy	10
Table 5: Regional Park Peak Hour Occupancy.....	10
Table 6: High Transactional Data Analysis Blocks	11
Table 7: Market Rate Analysis Findings	13
Table 8: Regional Parks Origin Districts.....	14
Table 9: Analyses Key Findings.....	16
Table 10: Technology Review	21
Table 11: Parking Demand Framework Data Inputs.....	23

CHAPTER ONE

Introduction



CHAPTER ONE: INTRODUCTION

Fehr & Peers prepared this Parking Demand Management Study (Study) to outline the measures needed to implement an effective and efficient parking management framework within the City of San Diego (City). The recommendations provided in Chapter 3 are built upon findings from StreetLight data analysis, transactional data, private facility rates, and a large data collection effort. The Parking Demand Management Study also considers past parking studies, an assessment of current operations, and industry best practices. Previous studies examined parking within certain areas of the City; this Study is the first comprehensive management study that establishes a framework for parking management citywide. The Study was developed to be used in any part of the City where better parking supply management may be needed.

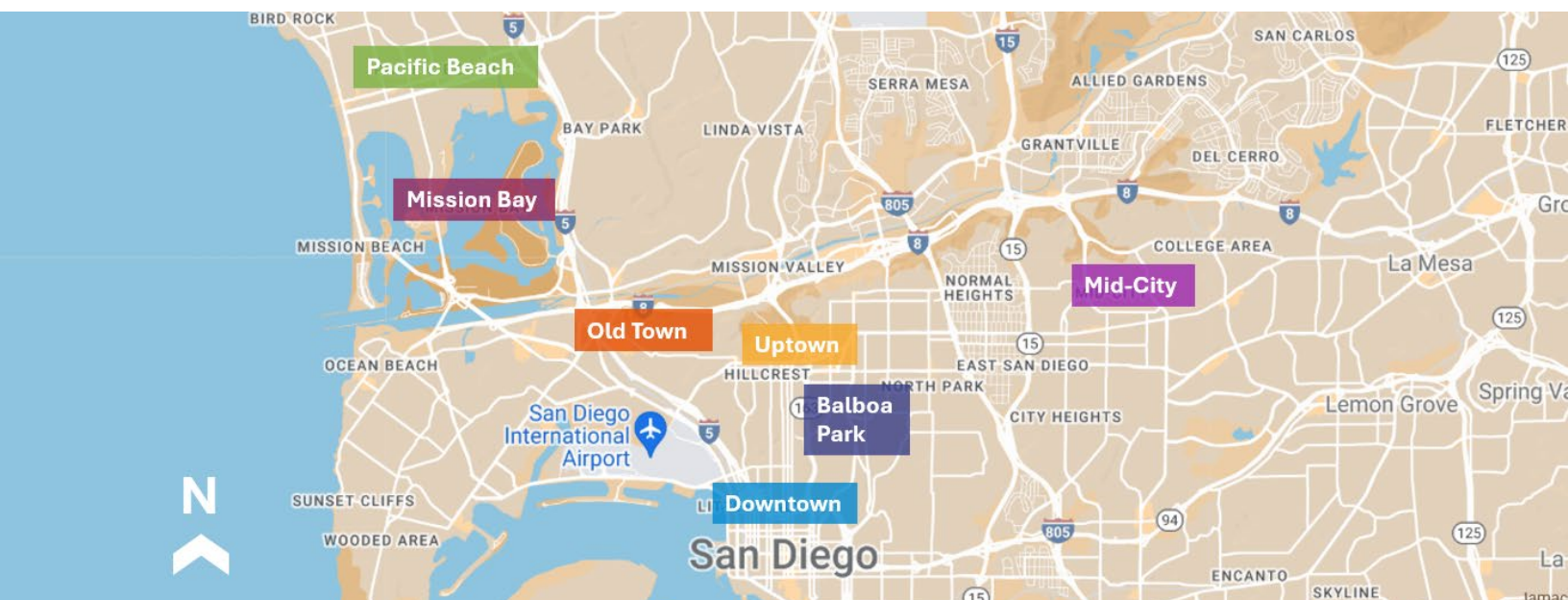
Chapter 1 introduces the Study and provides background on the Study area and Study goals

Chapter 2 presents findings from the assessment and analyses tasks

Chapter 3 presents the parking management framework and recommendations

Study Area

This is a citywide Parking Demand Management Study that considers the parking system as a whole—from the individual Community Parking Districts (CPDs) to the Regional Parks. The image below illustrates the Study area for the analysis tasks presented in Chapter 2.



What is a Parking Demand Management Study?

This Parking Demand Management Study establishes the strategies, policies, and programs the City of San Diego will utilize to maximize the efficiency and effectiveness of parking resources citywide. At the core of the Parking Demand Management Study is a Parking Management Framework which details **how** parking utilization data will be analyzed and used, to inform **when** and **where** the strategies, policies, and programs will be implemented.

These strategies manage parking demand by influencing behavior and affecting parking utilization data – occupancy, duration, and turnover. Parking occupancy is a measure of the number of spaces in use at a given time. Parking duration is the length of time a vehicle is parked, and parking turnover is the frequency in which a parking space is used by different vehicles. In the parking industry, 85% parking occupancy is considered the standard target rate for on-street parking, as at this rate parking is easy to find and assets are utilized effectively. At 85% occupancy there are enough vacant parking spaces to 1) minimize congestion from drivers searching for spaces; and 2) reduce oversupply, which is inefficient and costly use of valuable land. This typically results in one to two open parking spaces per block. Off-street parking can often exceed 85%, because it is typically intended for long-term parking sessions, meaning turnover is less of a priority. A target off-street occupancy rate depends on the facility's location, adjacent land uses, and mix of parkers. Similarly, the target duration and turnover rates are set based on the needs of a particular area, such as high turnover in areas serving a commercial area, or lower turnover in areas serving employees or residents. Turnover is an important aspect of parking availability since a high turnover rate means drivers are not occupying a space for long, therefore turning the space over for use by another visitor, increasing access and availability.

The City of San Diego currently utilizes Community Parking Districts (CPDs) to help manage parking supply and demand. CPDs are established by City Council and provide a mechanism for communities to develop and implement neighborhood-specific strategies to meet their specific needs and address parking impacts, including parking supply management strategies, parking and curb evaluations, and neighborhood mobility initiatives. The City of San Diego has seven active community parking districts, each with a designated advisory board responsible for making recommendations to the City on parking-related matters, developing studies, and expending allocated revenue collected from paid parking, special event parking, or valet programs.

Parking Supply Management: Valet parking, creation of on-street or off-street spaces, shared parking arrangements and time-limited or metered parking to increase turnover.

Parking and Curb Evaluations: Parking evaluations, reconfiguration of existing on-street parking, visitor and employee parking programs, reducing red curbs, and removal of abandoned driveways.

Neighborhood Mobility Initiatives: Community shuttles, wayfinding signage, pedestrian and/or bicycle improvements, bike parking, enhanced crossings, and other mobility improvements.

Existing Parking Management Policies

There are various and distinct CPDs, commercial areas, neighborhoods, and Regional Parks within the City of San Diego that each influence the parking system. Paid parking is currently implemented in four CPDs, Downtown, Mid-City, Uptown, and Pacific Beach. The year established, common time limits, and hourly rates are displayed in Table 1 below.

Table 1: CPD Background

CPD	Year Established	Common Time Limits	Hourly Rate
Downtown	Pre 1997	2 – 9 hours	\$0.50 – \$1.25
Mid-City	Pre 1997	2 hours	\$1.25
Uptown	Pre 1997	2 hours	\$1.25
Old Town	2005	2 hours	-
Pacific Beach	2005	2 hours	\$1.25
Kearny Mesa	2023	-	-
San Ysidro	2023	2 hours	-

Source: Fehr & Peers, 2024.

Currently, the CPDs with paid parking have similar time limits and hourly rates. Mid-City, Uptown, and Pacific Beach have a two-hour time limit and hourly rate of \$1.25. Downtown has a wider variety of time limits and rates, however most parking is \$1.25 with a two-hour time limit.

Aside from a few exceptions, most parking elsewhere in the City and outside of the CPDs is currently free. This includes all the off-street parking that serves the City's Regional Parks, such as Balboa Park and Mission Bay, and the Open Space Parks, such as Mission Trails and the Tri-Canyons Parks. For the most part there are no time limits or other policies in the Regional Parks, aside from restrictions prohibiting overnight parking.

A Parking Demand Management Study that provides a comprehensive approach to parking management is needed to guide the City in implementing an effective and efficient parking and mobility program. The Parking Management Framework and recommended strategies will increase availability, optimize the use of available curb spaces, reduce congestion, improve traffic flow, encourage alternative transportation modes, and ultimately create a more efficient and sustainable environment by managing the demand for parking.

Regional Parks & Open Space

San Diego is home to several developed regional parks, which attract millions of visitors annually. Both residents and visitors from around the globe take advantage of San Diego's great weather to walk, bike or swim, visit a museum, take a tour or enjoy a picnic in one of these well-known parks.



Study Goals & Objectives

Specific goals and objectives for this Parking Demand Management Study were developed following a review of City Council goals, General Plan Mobility Element, Mobility Master Plan, Climate Action Plan, past parking studies, and industry best practices. The objectives summarize the motivation and purpose for developing this Parking Demand Management Study, while the Goals outline the vision for parking management for the City of San Diego moving forward.

Study Objectives

- Establish a framework for parking and curb management decision-making that is grounded in data.
- Develop a demand-based parking program that can grow and adapt over time.
- Balance the diverse needs of each community parking district, and the business owners, employees, customers, residents, and visitors.
- Foster dynamic parking management for special events.
- Balance on-street parking rates with the market rates being charged by private facilities.
- Provide ongoing management, oversight, and track performance of the operations.
- Ensure effectiveness of parking management strategies and encourage compliance with policies.

Objectives

The box on the left outlines the purpose of the Study and the specific objectives it is aiming to achieve.

Goals

The goals indicate the vision and philosophy for parking management. The goals should be used to steer the Mobility Division, Sustainability and Mobility Department, and City Council when making future parking program decisions.

The following parking management goals are established by this Study:

Parking Management Goals

Adaptable policies: Create a parking system that is adaptable to the ongoing needs of the City, and each CPD and Regional Park.

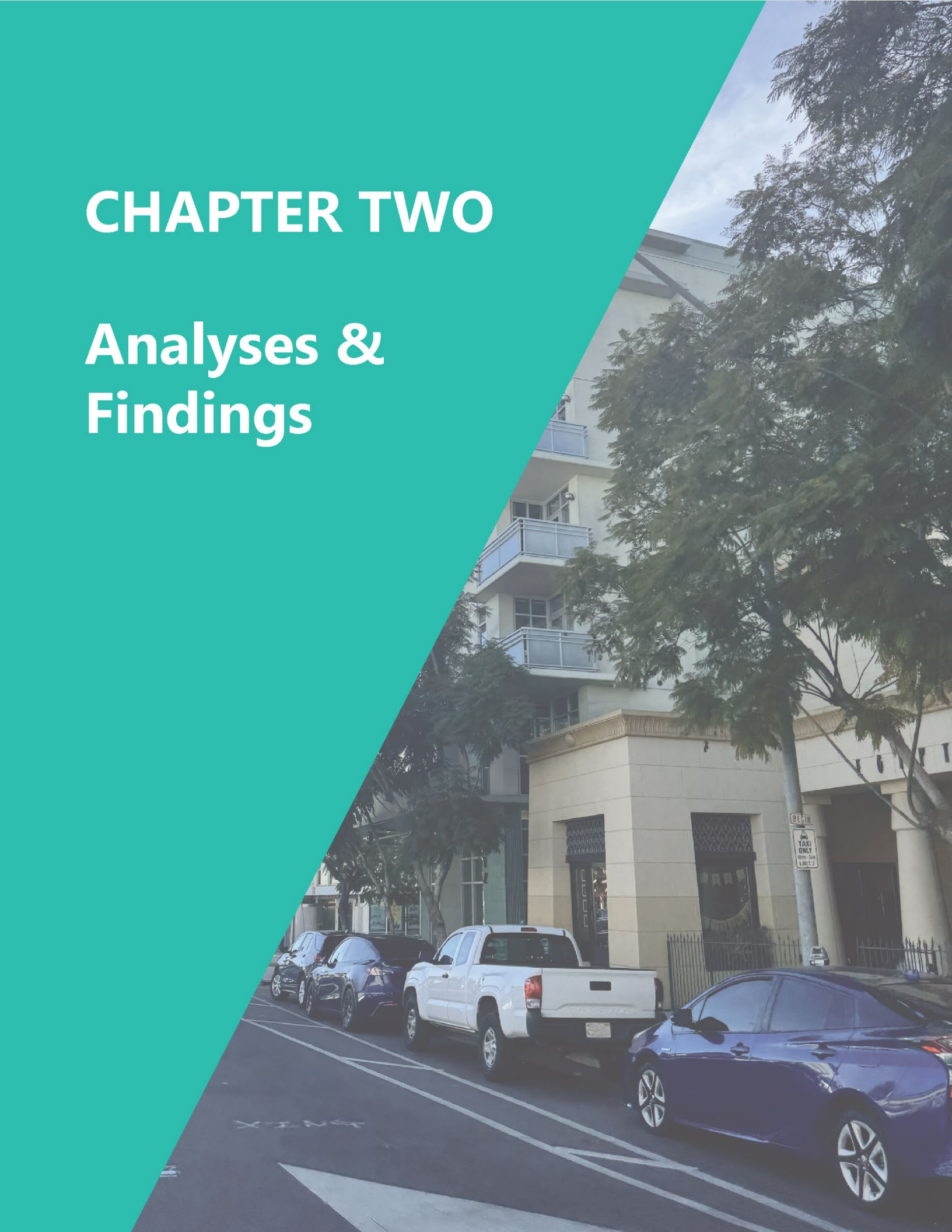
Sustainable solutions: Implement financially sustainable policies and solutions.

User-friendly experience: Enhance access and improve the parking user experience.

Demand Management opportunities: Balance the transportation system and encourage alternative modes of transportation.

CHAPTER TWO

Analyses & Findings



CHAPTER TWO: ANALYSES & FINDINGS

Fehr & Peers analyzed transactional data, travel data from StreetLight¹, private facility rates, and a large data collection effort across five Community Parking Districts (CPDs) and two Regional Parks in the City of San Diego. The following chapter discusses these analyses and their influence on the recommendations featured in Chapter 3. While the study analyses were limited to specific study areas, the findings are intended to inform parking management citywide.

The CPD study areas include Downtown, Mid-City, Uptown, Old Town, and Pacific Beach. The two additional CPDs, in Kearny Mesa and San Ysidro, were recently approved by City Council and therefore not included in the analysis. The Regional Parks include Balboa Park and Mission Bay. This chapter reviews the findings by component and study area.

Analysis Components

The analysis components are presented in the table below. Each of the analyses helps complete the full picture about how parking within the City performs and operates.

Analysis Component	Description	Study Area
Parking Data Collection	Parking occupancy & duration data collection Thursday, Saturday, Sunday 8AM – 8PM	CPDs Regional Parks
Transactional Data Analysis	Analysis of the delta between vehicles parked, and paid parking transactions made	CPDs
Market Rate Analysis	Review of paid parking rates charged by privately-owned and operated parking facilities	CPDs
StreetLight Data Analysis	Origin-destination analysis of regional parks using big-data source Streetlight	Regional Parks

¹ StreetLight is a big data source that utilizes anonymized location data gathered from connected vehicles, which is then aggregated and analyzed to provide insights into transportation patterns, traffic flow, and travel behavior in a specific area.

Parking Data Collection

In June 2024, Fehr & Peers coordinated the collection of on-street parking data on select blocks in the five established CPDs, and in all the public off-street lots of Balboa Park and Mission Bay. Over 16,500 spaces were collected across the study area (see Figure 1). The on-street blocks were selected to provide a representative sample of various block-types in the commercial areas of each CPD.

Study Area	Spaces Collected
CPDs	3,160 Spaces
Regional Parks	13,393 Spaces

Parking Occupancy and Duration data was collected in each area on one Thursday and Saturday, every hour between 8 AM to 8 PM. An additional round of data was collected Sunday on select blocks in the Pacific Beach, Old town, Uptown, and Downtown CPDs.

The data collection analysis and key findings are presented in the following sections. Complete hourly heat maps for each CPD and Regional Park can be found in Appendix A.



Figure 1: Data Collection Study Area

Community Parking Districts

Average occupancy can be a helpful indicator to understand the general parking demand for a particular area. Table 2 below displays the occupancy in each CPD, averaged across each data collection day.

Table 2: CPD Average Occupancy

Average Occupancy			
CPD	Thursday	Saturday	Sunday
Downtown	74%	76%	91%*
Mid-City	57%	59%	-
Uptown	66%	69%	80%
Old Town	66%	77%	77%
Pacific Beach	78%	85%	93%*

*A smaller subset of block-faces were collected on Sunday in Downtown and Pacific Beach.

Average occupancy was the highest on Thursday and Saturday in Pacific Beach (78% and 85%, respectively), however average occupancy was the highest in each of the CPDs on Sunday. Notably, average occupancy exceeded the 85% occupancy threshold in Downtown and Pacific Beach after enforced paid parking hours ended, and on-street parking becomes free.

While the average occupancy in each CPD did not exceed the 85% occupancy threshold, there were certain segments and specific hours where occupancy peaked above the average. Table 3 below presents the peak-hour occupancy of each data collection day. The peak hour is the highest hour of occupancy averaged across a CPD.

Table 3: CPD Peak Hour Occupancy

Peak Occupancy			
CPD	Thursday	Saturday	Sunday
Downtown	83% (11AM)	79% (8PM)	99% (11AM)*
Mid-City	62% (12PM)	66% (12PM)	-
Uptown	75% (7PM)	83% (8PM)	78% (7PM)
Old Town	80% (12PM)	92% (8PM)	88% (12PM)
Pacific Beach	94% (7PM)	88% (8PM)	94% (7PM)*

*A smaller subset of block-faces were collected on Sunday in Downtown and Pacific Beach.

The peak hour on Thursday was highest in Pacific Beach at 7 PM, at 94% occupancy. On Saturday, the highest peak hour was in Old Town at 8 PM, with 92% occupancy. On Saturday, four out of the five CPDs peaked after 8 PM, after paid parking had ended. This indicates significant evening parking demand.

Regional Parks

Parking utilization data was collected on Thursday and Saturday at all publicly owned off-street parking lots in Mission Bay and Balboa Park. The average occupancy of each data collection day is shown in Table 4 below.

Table 4: Regional Parks Average Occupancy

Average Occupancy		
Regional Park	Thursday	Saturday
Mission Bay	40%	73%
Balboa Park	60%	63%

The average occupancy in Mission Bay across all facilities was highest on Saturday, at 73%. However, as indicated in the heat maps provided in Appendix A, many of the facilities in Mission Beach averaged over 85% occupancy, while facilities in the center of Mission Bay, surrounding Ingraham St, had lower average occupancy. In Balboa Park, average occupancy was similar on Thursday and Saturday, at 60% and 63%, respectively. Most lots had an average occupancy of less than 70%; however, the lots in the core of Balboa Park exceeded 85% on both Thursday and Saturday.

Table 5 below presents the peak-hour occupancy in Mission Bay and Balboa Park.

Table 5: Regional Park Peak Hour Occupancy

Peak Occupancy		
Regional Park	Thursday	Saturday
Mission Bay	47% (7PM)	88% (2PM)
Balboa Park	76% (1PM)	85% (2PM)

In Mission Bay, occupancy peaked on Thursday at 7 PM, and on Saturday at 2 PM. Occupancy on Thursday was under 50% in most lots, except for those near Mission Beach, which exceeded 85%. On Saturday, occupancy was high across all the public parking lots at 88%.

In Balboa Park, peak parking occupancy was 76% at 1 PM on Thursday, and 85% at 2 PM on Saturday. On both days, the lots in the core of Balboa Park were observed to be 85–100% occupied, while the outer overflow lots showed more parking availability. Peak-hour occupancy was highest in Mission Bay and Balboa Park on Saturday at 2 PM, with each exceeding 85% occupancy.

Transactional Data Analysis

Fehr & Peers worked with GIS specialist firm PanGIS to complete an analysis of the paid parking transaction data and the results of the parking data collection. Specifically, the analysis compared the number of paid parking transaction hours on each block from the meter data to the number of observed vehicles during each collection hour. This revealed either a positive or negative difference in paid parking hours versus occupancy hours, which can be due to many reasons—including non-compliance, down-equipment, or ADA placard usage. In areas where observed occupancy and transactional data have a considerable discrepancy, revenue generated is lower than anticipated. Addressing gaps between on-street occupancy and transactional information could necessitate increased enforcement, infrastructure repair, or policy and program adjustments.

Transaction Hours



Observed Occupancy Hours



Heat maps presenting the transactional data analysis are presented in Appendix B. The analysis showed that there is significant variation from block to block. In Pacific Beach and the El Cajon boulevard blocks of the Mid-City CPD, paid parking was typically no more than a 10-hour difference. In Uptown, the 3800 block of Seventh Avenue showed significant difference in unpaid time with 33.5 hours of unpaid parking time on Thursday, and 120.75 on Saturday. The highest unpaid block in Uptown was the 1200 block of University Avenue, with 207.97 hours of unpaid parking on Saturday.

Areas of Pacific Beach, Uptown, Mid-City, and Downtown all had more parked vehicles than transaction on Thursday and Saturday. On Thursday in Uptown and Mid-City, a handful of blocks had between 10 and 40 hours of unpaid time. In Downtown, most blocks were within a 20-hour difference, excluding five blocks that were nearly a 40-hour difference and four that were over 40-hour difference. In Downtown, the 500 block of W G Street had 73 hours of unpaid time.

Table 6: High Transactional Data Analysis Blocks

CPD	Count of Unpaid Blocks		
	10 – 20 Hours	20 – 40 Blocks	40+ Blocks
Pacific Beach	-	-	-
Uptown	3 Blocks	2 Blocks	2 Blocks
Mid-City	3 Blocks	1 Block	-
Downtown	6 Blocks	5 Blocks	4 Blocks

In some areas of the City, it is suspected that use of ADA parking placards could be contributing to some of the discrepancy, as ADA placard holders are permitted to park in paid parking spaces without providing payment, for as long as they would like. During the parking data collection in the Little Italy neighborhood of Downtown, Fehr & Peers also counted the presence of ADA placards on vehicles parked in non-ADA, on-street, paid parking spaces. About 60 spaces were collected, and it was found that an average of 15% of all vehicles parked in paid parking spaces were presenting an ADA placard, with a peak of 24%. This means actual on-street occupancy could be as much as 24% greater than the transactional data shows in some high-demand areas in a given hour.

Aside from ADA placard usage, the large difference in paid parking hours versus occupancy hours could be due to non-compliance, or for a more nuanced reason such as paid parking equipment type, gaps in paid parking signage, or parking space design. In specific CPDs and blocks with high amounts of unpaid time, it is recommended that the City further investigate the factors contributing to the behavior and determine if interventions are needed.

Additionally, it is recommended that the City adopt a signage threshold for floating parking and/or long blocks where additional mid-block signage is needed to indicate paid parking. This is particularly important in areas of San Diego where streets may not be in a grid network, or where blocks are particularly long, such as areas of Uptown and Mid-City. For example, the City of San Francisco requires signage every 200 feet. The City could consider a threshold where mid-block signage should be considered, such as on blocks over 300 feet long.

Market Rate Analysis

A Market Rate Analysis of each CPD was conducted, which compared the on-street meter rates within each CPD and the nearby private off-street facilities. Between four and six privately owned, publicly available off-street facilities within each CPD were analyzed.

While the City currently charges a simple hourly rate, the privately-owned facilities analyzed were found to charge much higher rates and utilize more complex fixed-time rate structures.

The analyzed private facilities charged a fixed amount based on length of stay—often a short-term rate (e.g., two to three hours), and a long-term rate (nine to twelve hours). This rate structure locks the parker into a fixed amount, regardless of if they will be parking for the full amount of time paid for.

Table 7 shows the comparison of parking rates for off-street parking facilities within community parking districts and the average meter rate for the equivalent amount of time in each community parking district. Old Town is the only community parking district reviewed that currently does not have paid parking.

Table 7: Market Rate Analysis Findings

Private Facility Parking Rates (Flat Rates)					
CPD	Facility	Short-term (2-3 hours)	Medium-term (4-8 hours)	Long-term (9-12 hours)	All-day (24 hours)
Downtown	Private Facilities	\$10-\$31	\$22-\$56	\$20-\$50	\$15-\$60
	On-street (\$0.50-\$1.25/hour)	\$1-\$3.75	\$2-\$10	\$4.50-\$15	\$6-\$15
Mid-City	Private Facilities	\$2-\$20	\$6-16	\$5-\$41	\$5-\$47
	On-street (\$1.25/hour)	\$2.50-\$3.75	\$5-\$10	\$11.25-\$15	\$15
Uptown	Private Facilities	\$5-21	\$7-\$61	\$27-\$49	N/A
	On-street (\$1.25/hour)	\$2.50-\$3.75	\$5-\$10	\$11.25-\$15	\$15
Old Town	Private Facilities	\$4-\$17	\$9-49	\$11-\$21	N/A
	On-street	-	-	-	-
Pacific Beach	Private Facilities	\$20-\$31	\$46-\$79	\$100	\$45-\$265
	On-street (\$1.25/hour)	\$2.50-\$3.75	\$5-\$10	\$11.25-\$15	\$15

In all CPDs, the private off-street facilities charged significantly higher rates compared to on-street parking. In Downtown and Pacific Beach, on-street parking rates are only 10% of what private facilities charge, and in Uptown, on-street parking rates are nearly 50%. On weekends, private facilities charge \$10-15.00 for a parking stay more than weekdays. High rates for parking in private facilities and lower rates on-street encourage high on-street parking demand and utilization.



StreetLight Data Analysis

Fehr & Peers conducted an analysis utilizing the big-data source StreetLight to answer specific questions about travel behavior to the Regional Parks. StreetLight is a big data source that uses connected vehicle data to generate transportation metrics in a specific area including vehicle volumes, origins and destinations, and routing. StreetLight data was used to understand:

- 1) Where vehicles traveling to Regional Parks are coming from
- 2) What routes vehicles use to access the parks
- 3) Peak vs. off-peak season demand (peak season was defined as Memorial Day to Labor Day)

First, to understand where vehicles to the Regional Parks are coming from, we reviewed the origin City Council Districts (see Table 8 below). In Mission Bay, most trips came from District 2, District 1, and District 3, in both the peak and the off-peak season. These City Council Districts consist of the neighborhoods of Pacific Beach, La Jolla, Point Loma, Bay Park, Mission Hills, Hillcrest, and Downtown San Diego, all directly adjacent to Mission Bay.

In Balboa Park, most trips came from District 3, District 2, and areas outside of San Diego in the peak and off-peak season. District 3 includes the neighborhoods immediately surrounding Balboa Park, while District 2 includes Point Loma and Bay Park.

Table 8: Regional Parks Origin Districts

City Council District	Mission Bay		Balboa Park	
	Peak Season	Off-Peak Season	Peak Season	Off-Peak Season
	Percentage	Percentage	Percentage	Percentage
District 1	18.6%	22.9%	8.3%	7.0%
District 2	38.5%	43.4%	18.4%	18.2%
District 3	15.1%	15.6%	44.6%	44.6%
District 4	1.9%	1.2%	.6%	.3%
District 5	1%	0%	1.4%	1.4%
District 6	2.9%	2.9%	3.6%	3.4%
District 7	6.6%	5.8%	4%	4.5%
District 8	1.8%	1%	4%	4.2%
District 9	2.5%	1.7%	2.2%	2%
Outside of San Diego	11.1%	4.6%	13.1%	14.6%
TOTAL	12,250 Average Daily Trips	7,500 Average Daily Trips	9,600 Average Daily Trips	7,150 Average Daily Trips

Next, to understand the routes used to access the Regional Parks, we analyzed the distribution of trips by the Regional Parks access point.

There were 63% more trips to Mission Bay in the peak season. As shown in Figure 2, 52% of vehicles entered the Mission Bay Study Area using Mission Bay Drive during the peak season, and 49% during the off-peak season. Mission Bay Drive is the route most accessible from Interstate 8 and Interstate 5. Most trips were from adjacent neighborhoods, but the most common route was from Mission Bay Drive, suggesting that trips are short, but functional connections across Interstate 8 and Interstate 5 are limited.

There were 34% more trips to Balboa Park in the peak season. As shown in Figure 3, during the peak season, 26% of vehicles entered Zoo Drive, and 33% entered from Park Boulevard. In off-peak season, 21% entered from Zoo Drive, and 37% from Park Boulevard. Park Boulevard is the most accessible route for vehicles coming from Interstate 5 or Highway 163, while Zoo Drive is most accessible for local traffic, or vehicles specifically going to the San Diego Zoo from Interstate 8 or Highway 163.

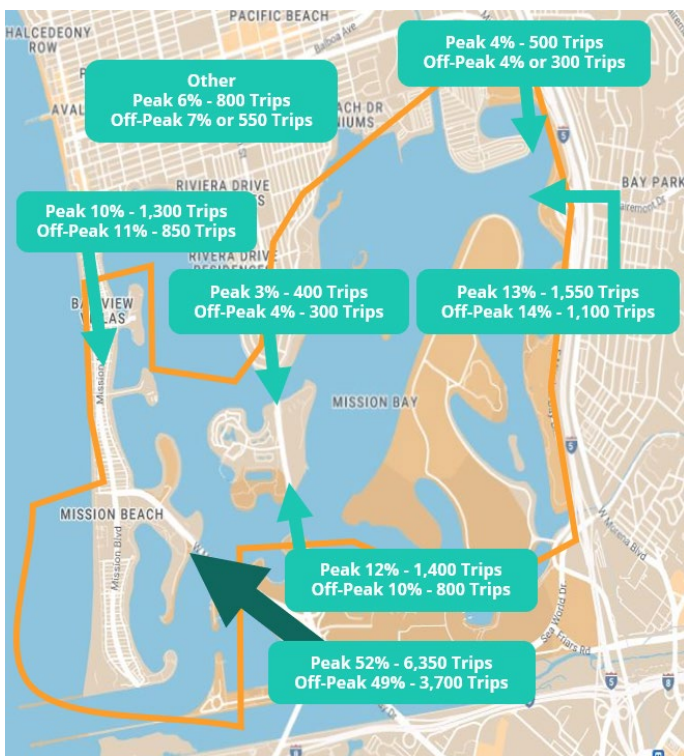


Figure 2: Vehicles Entering Mission Bay

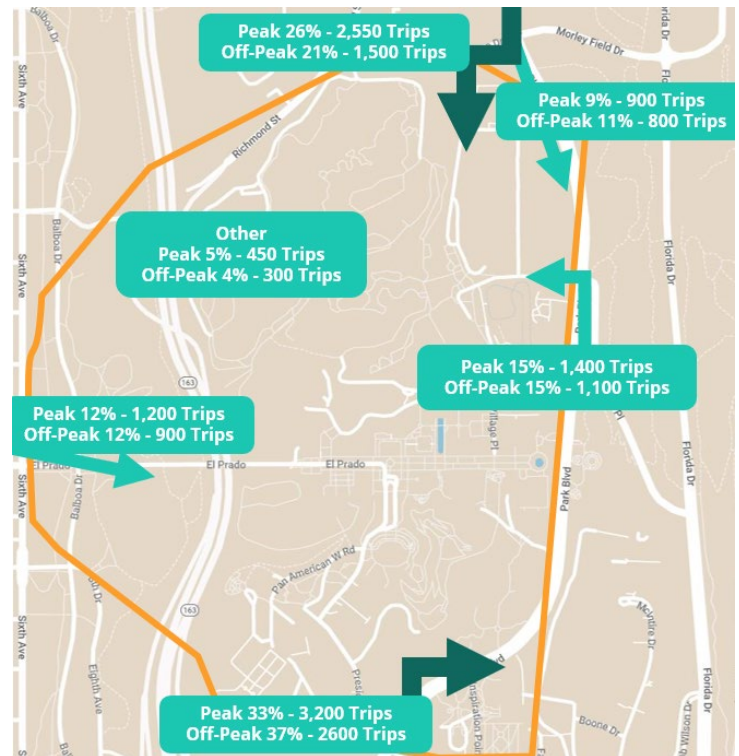


Figure 3: Vehicles Entering Balboa Park

Key Findings

Table 9 below presents key findings from the completed analysis of transactional data, travel data from StreetLight, private facility rates, and data collection from the Community Parking Districts (CPDs) and Regional Parks. Each of the analyses helps complete the full picture about how parking within the City currently performs and informs the Parking Management Framework and recommendations featured in Chapter 3.

Table 9: Analyses Key Findings

Analysis Component	Key Finding
<p>Parking Data Collection</p>	<p>Occupancy was highest on Sunday in all CPDs collected.</p> <p>Average occupancy was over 90% on Sunday in Downtown & Pacific Beach.</p> <p>Occupancy peaked on Saturday after paid parking ended in Downtown, Uptown, and Pacific Beach.</p> <p>Consistently high occupancy was found in the core of several neighborhoods. In these areas, parking occupancy was high in the early afternoon and stayed consistent into the evening:</p> <ul style="list-style-type: none"> • Marina (Downtown) • Little Italy (Downtown) • Normal Heights (Mid-City) • North Park (Mid-City) • South Park (Mid-City) • Pacific Beach
<p>Transactional Data Analysis</p>	<p>There is significant variation in vehicle hours occupied vs. paid from block to block.</p> <p>In Pacific Beach and the El Cajon boulevard blocks of the Mid-City CPD, paid parking was typically low, no more than a 10-hour difference.</p> <p>In Uptown the difference was typically high, peaking with one block had 33.5 hours of unpaid time on Thursday, and 120.75207.97 on Saturday.</p> <p>In Downtown, most blocks were within a 20-hour difference, excluding five blocks that were nearly a 40-hour difference and four that were over 40-hour difference. In Downtown, the 500 block of W G Street had 73 hours of unpaid time.</p> <p>In some areas of the City, it is suspected that use of ADA parking placards could be contributing to the discrepancy. Fehr & Peers collected a sampling of ADA placard usage and found on average 15% and at the peak 24% of all vehicles parked in paid parking spaces were presenting an ADA placard.</p>

Analysis Component	Key Finding
Market Rate Analysis	<p>Private facilities use flat rate structures based on length of stay vs. the on-street hourly rate structure.</p> <p>Private facilities increase their rate by \$10-\$15 more on weekends.</p> <p>Short-term parking in private facilities have significantly higher rates vs. public on-street.</p> <p>Downtown & Pacific Beach – City on-street parking rates are only 10% of what private facilities are charging.</p> <p>Uptown – City on-street parking rates are 50% of what private facilities are charging.</p> <p>High rates for parking in private facilities and lower rates on-street encourage high on-street parking demand and utilization.</p>
StreetLight Data Analysis	<p>Most vehicles entered Balboa Park from the north on Zoo Drive or from the south on Park Boulevard.</p> <p>Most vehicles entered Mission Bay from I-5 & I-8 on Mission Bay Drive.</p> <p>Most trips to Mission Bay were from neighboring City Council Districts.</p> <p>There is a significant increase (63%) in trips to Mission Bay during the peak season (Memorial Day – Labor Day).</p>

CHAPTER THREE

Parking Demand Management Framework



CHAPTER THREE:

PARKING DEMAND MANAGEMENT FRAMEWORK

This Parking Demand Management Study (Study) presents the Citywide Parking Management Framework, as well as specific recommendations for the CPDs and Regional Parks. The recommendations include guidelines and considerations for implementation; however, the City is encouraged to adjust the implementation approach as needed to design a program that best fits the unique and ever-changing needs of the City and each community. This Study should be used as an implementation guide, and it highlights important considerations, measures, industry standards, and best practices to optimize parking management. The Study was developed to be used in any part of the City where better parking supply management may be needed.

Parking Management Framework

This Parking Management Framework (Framework) details **how** parking utilization data will be analyzed and used, to inform **when** and **where** the strategies, rate structures, policies, and programs will be implemented. The City will utilize the Framework for evaluating on-street and off-street parking Citywide and then document the findings in a Parking Demand Report.

To prepare the Parking Demand Report, the first step is to collect relevant parking data (see Step 1 below). The City will then utilize the Framework to analyze parking demand at a block and neighborhood level, and facility and Regional Park level (see Steps 2 through 4). The City should then publish the findings in a Parking Demand Report posted to the City's website. The Parking Demand Report will also act as an opportunity for the City to communicate the necessary strategy adjustments to the public, Mayor, and City Council. The report should provide justification for strategy changes in an informative and digestible manner, with the goal of increasing transparency for how policies are determined. The City should work toward preparing an annual Parking Demand Report to start. Other cities such as the Pasadena and San Francisco have been able to work up to more frequent quarterly reports, but it's recommended the City first start with an annual report and increase to twice a year or quarterly in the future. This is the approach taken by the Cities of Carlsbad, Burbank, and Seattle, which all publish annual reports.

Peer City Parking Management Frameworks

City	Data Collection Method	Reporting Frequency
Seattle, WA	Manual Data Collection	Annual
Pasadena, CA	Ongoing License Plate Recognition (LPR)-based Collection	Quarterly
San Francisco, CA	Ongoing LPR-based Collection	Quarterly
Burbank, CA	Manual Data Collection	Annual
Carlsbad, CA	Manual Data Collection	Annual

Helpful examples of a Parking Management Framework are those adopted by the City of Seattle and City of Pasadena.

Once a year, the City of Seattle gathers hourly paid parking occupancy data on every paid block and publishes an Annual Paid Parking Study Report. Based on the results, paid parking rates are then adjusted by neighborhood. The paid parking operation in Seattle leverages an annual parking study with manually collected data to determine rate adjustments. The details of their demand-based pricing program are clearly described and easy to understand. The report contains information on how and why data is collected, maps with data collection results, and plans for upcoming rate changes based on the data provided.

In the City of Pasadena, a similar but streamlined reporting process was adopted so results could be published on the City's website quarterly. The City utilizes LPR cameras to collect parking utilization data year-round and evaluates the data on a quarterly basis to determine if paid parking rate and strategy adjustments are needed. The City adjusts rates by block-face, with the goal of achieving a 70-85% target occupancy range.

Step 1: Establish a Data Collection Plan and Methodology

Currently, the City pieces together one-off parking studies and paid parking data to understand parking demand. Parking data collection studies are costly, and due to the size of the City of San Diego and the wide-ranging CPDs and Regional Parks, it is not feasible for the City to perform Citywide parking studies on a regular basis. Instead, the City would greatly benefit from a technology-based solution that can automatically collect parking data. Some areas of the City are equipped with single-space meters with sensors that provide parking utilization data; however, the parking industry is increasingly shifting away from single-space meters in favor of pay stations. Pay stations have a lower equipment profile and are more cost-effective for the City to implement and operate.

While the City could utilize transactional data from the meters, pay stations, and the mobile payment application to estimate parking demand, the Transactional Data Analysis presented in Chapter 2 shows

that transactions alone provide an incomplete picture of parking utilization. Observed occupancy versus the number of paid parking hours varied significantly in whole CPDs, neighborhoods, and blocks. This could be due to prevalence of ADA placard usage, which was found to peak at 24% of vehicles parked on-street in Little Italy, or simply a lack of compliance. Because of this, transaction data alone should not be relied on for the Parking Management Framework. Other strategies the City could consider include in-ground sensors, vehicle-mounted sensors, fixed-mount LPR cameras, and vehicle-mounted LPR cameras. Each of these four options are presented in Table 10 below.

Table 10: Technology Review

Technology-Based Data Collection Options			
Option	Description	Considerations	Recommendation
In-Ground Sensors	Sensors installed in-ground at every paid parking space. These sensors detect when a vehicle occupies a space, for how long, and when it leaves.	Can inform enforcement, but not directly integrated with enforcement operations	Not Recommended
Vehicle-Mounted Sensors	LIDAR-based devices are mounted on city vehicles that detect the presence of a vehicle, resulting in occupancy of a block face.	No duration data and enforcement integration	Not Recommended
Fixed-Mount LPR Cameras	Fixed-mount LPR cameras that are installed every block and throughout parking facilities. The cameras detect vehicles, resulting in parking occupancy and duration by space.	Best suited for off-street, difficult to scale on-street	Could be considered for off-street parking
Vehicle-Mounted LPR Cameras	LPR cameras that are mounted to enforcement vehicles that detect the license plates of vehicles, and when integrated with management software can result in parking occupancy and duration both on-street and off-street. LPR provides other benefits to parking and law enforcement, including the ability to monitor time limits, parking permits, and detect hot-list and scofflaw vehicles.	Requires consistent use and staff time dedicated to routes to result in accurate data	Recommended

The City is already utilizing vehicle-mounted license plate recognition cameras for enforcement of time limits and license plate-based parking enforcement pay stations in some areas. The LPR cameras are installed on parking enforcement vehicles, which allow the City to use the license plate number to automate processes in real-time, such as verifying parking permit status and monitoring time limits. LPR technology is a helpful parking management tool that significantly improves enforcement efficiency

and coverage. While enforcing parking regulations, the LPR cameras are simultaneously capturing license plate data. Leveraging the data the LPR is already collecting would be an efficient and cost-effective way for the City to understand on-street and surface lot parking occupancy and utilization trends and would allow for data-driven decision-making. The City should leverage the data already being collected by the existing LPR cameras to inform the Parking Management Framework. This data can be utilized to determine the average occupancy and duration by block or area. In paid parking locations, LPR data can also be supplemented with the meter sensor data or transaction data to further corroborate the accuracy of the LPR data. While LPR is the recommended solution, the technology options available are constantly evolving, and it is recommended the City evaluate the feasibility of new technology options as they become available in the future.

The City's Surveillance Use Policy defines requirements for the capture, storage, and use of digital data obtained by LPR technology. The City should confirm the existing Surveillance Use Policy allows LPR to be used for ongoing parking occupancy and duration data collection and analysis and update it if necessary. The LPR technology does not collect personally identifiable information since it cannot collect nor store any information about registered owners. However, the City can also encrypt or hash license plate numbers when used for data analysis purposes, so that results remain completely anonymous. Raw data can be purged on a predetermined schedule unless required for an active parking citation.

Consistent data collection is helpful for accurately evaluating historical occupancy and duration trends; however, the City likely will need to intensify use of LPR in the weeks prior to preparing a Parking Demand Report. This is why it is recommended that the City commit to evaluating data once a year to start. Prior to preparing the Parking Demand Report, the City can increase usage of the LPR in certain areas for a few weeks to ensure there is enough accumulated parking data. The Sustainability & Mobility Department will need to coordinate with the San Diego Police Department to ensure consistent daily data collection and coverage, as well as the data collection push once a year. The data collection should result in hourly occupancy and typical duration for each block and neighborhood, and facility and Regional Park.

Step 2: Understand the Local Context

Step 1 will provide parking occupancy and duration—but this only tells a piece of the story about **how** parking is utilized. Additional data inputs about the local context for a neighborhood, CPD, or Regional Park are needed to understand **who** is using the parking, and **why**. Answering these questions will help to provide a complete picture and a deeper understanding of what is motivating parking behavior and allow for more holistic and effective parking demand management interventions. While parking data is being collected by LPR, the City should annually gather the additional inputs needed to calibrate the Framework for local contexts. Table 11 below presents all of the data inputs needed for the Parking Demand Framework, the source, and the City Department responsible.

Table 11: Parking Demand Framework Data Inputs

Framework Data & Inputs			
Data	Description	Source	Responsible City Department
Hourly & Average Occupancy	The number of parked vehicles by block face or facility	LPR Data Collection	Police Department – Parking Enforcement Section (collection) Sustainability & Mobility Department (analysis)
Average Duration	The length of time that a vehicles is parked by block face or facility	LPR Data Collection	Police Department – Parking Enforcement Section (collection) Sustainability & Mobility Department (analysis)
Parking Demand Attractors	The demand attractions and their hours of operation by neighborhood, CPD, or Regional Park, such as a commercial area, the San Diego Zoo, the beach, a farmers' market, or special events	Documentation of popular attractions, reoccurring, or special events	Special Events & Filming Department Sustainability & Mobility Department
Private Facility Parking & Rates	Availability of privately operated public parking facilities, and the rates charged, by neighborhood, CPD, or Regional Park	Online Research	Sustainability & Mobility Department
Origin of Parker	Origin-destination analysis of parkers by neighborhood, CPD, or Regional Park	Big-Data	Sustainability & Mobility Department
Available Alternatives	Alternative transportation methods available locally in the neighborhood, CPD, or Regional Park <i>And</i> Available in the region, particularly to and from the origin of the parkers	Documentation of City and Regional Transportation Options	Sustainability & Mobility Department

Step 3: Adopt the Parking Demand Management Framework

Steps 1 & 2 will result in detailed parking utilization data and information about the local context and demand for each neighborhood, CPD, and Regional Park. Step 3 involves applying this data to the Parking Management Framework, to inform **when** and **where** the strategies, rate structures, policies, and programs will be implemented or adjusted.

This framework should serve as a guideline for the City to make adjustments consistent with achieving a target occupancy rate. This transparent framework will help the public understand the reasoning and justification behind parking demand management strategy changes, strengthening trust.

The thresholds and parameters for parking demand management changes should be made with the intent of reaching the 85% industry-standard target occupancy rate for on-street parking, providing sufficient access to an area (i.e., ensuring sufficient turnover for multiple people to use the same parking space) and considering market rate for pricing in the area. Off-street parking can often exceed 85% occupancy because it is intended for long-term parking sessions, meaning that turnover is less of a priority. However, a target occupancy rate should be selected on a facility-by-facility basis, based on the local context.

Policy §86.0123 in Chapter 8 of the San Diego Municipal Code dictates that it is the intent of the City Council to establish a target utilization rate of 85% for all parking meters and establishes a range of hourly parking meter rates from \$0.25 to \$2.50. Currently the highest rate at any City meter is \$1.25. This rate range was established in 2013 and has not been updated since. It is recommended that the rates be adjusted, and consider the rates charged by other coastal cities in California of similar size and demand. A higher minimum rate should be established that allows for recovery of the cost to implement, maintain, and enforce paid parking. This would help ensure the parking program operated by the City is financially sustainable. Two neighboring jurisdictions currently charge a higher hourly rate than the City. The Port of San Diego charges \$2.50/hour in areas near Downtown, and the City of Del Mar currently charges \$4/hour. Other major cities in California comparable to San Diego, such as San Francisco and Los Angeles, charge as high as \$10/hour and \$6/hour, respectively.

Generally, the City should adjust parking demand management policies, including decreasing paid parking rates or adjusting time limits in areas where there are typically more than two spaces available per block face. Conversely, the City should adjust policies and generally increase rates in areas where there are typically fewer than one or two spaces available per block face. The aim is to manage demand for an entire commercial area by spreading parking demand from the highest utilized block to the lower utilized commercial-serving blocks, creating more parking availability throughout. However, selecting the appropriate rate structure, rate adjustment, and time limit adjustment to implement will depend heavily on the local context of the block & neighborhood, and/or facility and Regional Park, described in the following step.

Step 4: Select Parking Management Strategies Based on Local Context

The Framework inputs described in Step 2 will be utilized to determine the appropriate policies and strategies to be implemented or adjusted in a particular area.

This is aligned with the strategy presented in the Blueprint San Diego Land Use Element adopted in July 2024, which presents San Diego as a “City of Villages.” The City of Villages strategy focuses growth in mixed-use activity centers that are pedestrian-friendly districts, linked to the regional transit network. A “village” is defined as the mixed-use heart of a community where residential, commercial, employment, and civic uses are all present and integrated. Each village is unique, and it is recognized that the value of San Diego’s distinctive neighborhoods and open spaces together form the City of San Diego.

The parking management strategies will differ by area, based on the local context, such as if it is a primarily on-street parking environment in a CPD, or a primarily off-street parking environment in a Regional Park. The Framework takes into consideration if there are privately-owned public parking facilities in the immediate area, and if there are feasible alternative transportation modes other than driving alone. These considerations are critical to implementing strategies that address the root of the parking behavior.

In each neighborhood, CPD, or Regional Park, the City should use the Framework Data & Inputs to answer the following Framework Questions:

Framework Questions	
Question	Data
What is the average occupancy? What is peak occupancy? When does it occur?	Hourly & Average Occupancy
What is the typical duration?	Average Duration
What is generating the parking demand?	Demand Attractors
Are there other parking opportunities available in the immediate area?	Private Facility Parking & Rates
Where are the majority of parkers coming from?	Origin of Parker
What other modes of transportation are available locally and regionally – particularly to and from the origin of the parkers?	Available Alternatives

Based on the answers to these Framework Questions, the appropriate parking demand management strategies will be selected and/or adjusted.

Hourly occupancy will be used to understand when and how often parking demand exceeds the target occupancy rate. This will determine if parking demand management strategies are needed every day, only on weekends, during peak times of day, or peak seasons.

The **typical duration** will be utilized to understand the nature of the parking utilization, and if long or short parking stays should be accommodated. Duration is an important aspect of parking availability since short durations mean drivers are not occupying a space for long periods of time and are turning the space over for use by another visitor. It is an industry best practice to designate convenient parking for shorter visits and loading since the proximity minimizes the impact of walking time between a parking space and a destination. For longer visits, additional time spent walking between destinations has less of an overall impact on the total trip time.

The **demand attractors** that are the source of what is generating the parking demand, the **origin** of where parkers are coming from, and the **parking and transportation alternatives** available all contribute to determining the appropriate parking demand management strategies.

Take for example a commercial area, with high on-street parking demand. Raising rates solely based on occupancy would result in charging a bit more for parking every year in hopes that parking occupancy will go down. However, by understanding the local context, the City may find this area is primarily an industrial-commercial area with long parking durations, indicating the on-street parking is primarily used by employees of the local businesses. If there are no feasible parking alternatives, local transportation alternatives, or regional transportation alternatives to and from the employee's origin, increasing paid parking rates may encourage some employees to carpool, but will have minimal effect beyond that. Without understanding the local context, raising rates could adversely impact the local community and fail to achieve the desired result of bringing occupancy to the target rate. In this example, the City should consider dedicating a small portion of spaces for shorter stays by visitors, by implementing 1-2 time limited spaces per block, but retain the majority of spaces for long-lengths of stay to be used by employees. The City should then consider long-term Neighborhood Mobility Initiatives to increase the availability of alternative modes of transportation in this area and consider working with local businesses and private property owners to facilitate shared off-street parking opportunities.

When paid parking is appropriate, there are several different types of rate structures to consider, including simple Hourly Rates, Location-Based Rates, Demand-Based Rates, and Escalating Rates. Each rate structure has unique characteristics that make it appropriate in specific situations and contexts.



A simple **Hourly Rate Structure** is a single rate that is charged hourly across an entire area. This is the rate structure currently in place in most areas of the City with on-street paid parking. It can be an ideal rate structure to utilize when implementing paid parking in an area for the first time, when its unknown how behavior and demand may shift with paid parking.

A step up from an Hourly Rate Structure is a **Location-Based Rate Structure**, where the paid parking rate varies by location or zone within an area. For example, parking in the highest demand area should be set at a higher rate, and the surrounding periphery could be set at a lower rate. This rate structure is ideal for areas of San Diego where there is clear core or center to the demand, such as the main blocks of a commercial area or the core of Balboa Park.



With a **Demand-Based Rate Structure**,² rates are set based on the specific demand for a block or facility and adjusted periodically based on parking utilization data. This rate structure can have variation in the rates based on when peak parking occurs, such as during peak seasons, days of the week, or times of day. This rate structure is most applicable in areas of San Diego similar to downtown, where there is dispersed demand—meaning there isn't one core area of high demand.

Finally, with an **Escalating Rate Structure** the hourly rate increases depending on the length of the parking session. An escalating rate structure provides flexibility for customers while still encouraging turnover and can often be used instead of time limits. For example, the City of Sacramento has “2+” tiered zones where instead of a 2-hour time limit, there is a lower rate for the first two hours, followed by progressive rate increases for the third and fourth hours. This rate structure is most applicable in areas of San Diego where the added customer flexibility would be beneficial, but demand isn't so high that the escalating rate may significantly reduce turnover and decrease availability and access. In most cases, the Escalating Rate Structure can be implemented, but in high demand locations it should be monitored and adjusted as needed to reduce overutilization and low turnover.



The Parking Demand Management Framework on the following page presents the strategies and rate structures to consider based on the answers to the framework questions.

² The term “Demand-based” has multiple interpretations. Some municipalities can make real-time adjustments to paid parking rates throughout the day as demand fluctuates, while others leverage historical trends to apply adjustments based on anticipated demand and measured performance. Real-time adjustments are unpredictable for drivers and therefore less likely to influence behavior. When rates are determined based on historical data, they can be published ahead of time. This is ideal for trip planning purposes since drivers can plan where to park or choose to use alternative modes of transportation. Therefore, if the City chooses to implement this rate structure it is recommended that the City make rate adjustments on a regular schedule, based on historical data.



LOW OCCUPANCY

DESCRIPTION PARKING DEMAND MANAGEMENT STRATEGIES

Short Typical Duration (< 4 hours)

In areas with low occupancy and short durations, the City should consider if the current parking policies are prohibiting utilization of the parking resources. If near high-demand areas, could these parking resources be used to accommodate adjacent demand?

\$
RATES
Decrease paid parking rate (if applicable) when adjacent to a high demand area, and above the minimum rate.

🕒
TIME-LIMITS
Increase length of time-limit (if applicable) or consider a customer-friendly Escalating Rate Structure.

👤
PROGRAMS
Consider program opportunities, such as permit programs in off-street lots that could be implemented to accommodate adjacent demand.

Long Typical Duration (> 4 hours)

In areas with low occupancy and long durations, the City should consider if the current parking policies are prohibiting utilization of the parking resources. The City should review the local context – particularly what is generating the parking demand?

\$
RATES
Decrease paid parking rate (if applicable) when adjacent to a high demand area, and above the minimum rate.

🕒
TIME-LIMITS
Consider if ideal use of the parking resource is for long durations. If it is not, consider implementing time-limits or a customer-friendly Escalating Rate Structure to increase turnover. If time limits are already in place, evaluate if the long duration is due to a lack of compliance.

👤
PROGRAMS
Consider program opportunities, such as shared-use parking and permit programs in off-street lots that could be implemented to accommodate adjacent demand.

\$
RATES
If adjacent private facilities are more than double the City rate, consider increasing the rate by a larger amount.

HIGH OCCUPANCY

DESCRIPTION PARKING DEMAND MANAGEMENT STRATEGIES

Short Typical Duration (< 4 hours)

In areas with high occupancy and short durations, the City should consider if paid parking can influence demand. The City should review the local context – what is generating the demand, what are the private parking alternatives, and what rates are charged?

\$
RATE STRUCTURE
Implement or adjust the paid parking rate structure – considering the local context. Is paid parking being implemented for the first time? Consider a simple hourly rate, or if demand is great enough to justify a more complex rate structure. Is there a clear center or core to the demand? Then consider Location or Zone Based Rates. Is the demand dispersed, or only during special events, or peak periods? Then consider a Demand-Based Rate Structure. Is turnover less important? Then consider a customer-friendly Escalating Rate Structure.

\$
RATES
Increase the paid parking rate – If adjacent private facilities are more than double the City rate, consider increasing the rate by a larger amount.

🕒
TIME-LIMITS
Consider if time-limits are appropriate for the use of what is generating demand. Where are long-term parking opportunities for employees located?

👤
PROGRAMS
Consider Parking Supply Management programs: Valet parking, creation of new spaces, shared parking agreements.

🚌
PROGRAMS
Consider Neighborhood Mobility Initiatives: Community shuttles, wayfinding signage, pedestrian improvements, bike parking, enhanced crossings, and other mobility improvements.

Long Typical Duration (> 4 hours)

In areas with high occupancy and long durations, the City should review the local context – what is generating the demand, what are the private parking and transportation alternatives available? Where are parkers coming from?

\$
RATE STRUCTURE
Implement or adjust the paid parking rate structure – considering the local context. Is paid parking being implemented for the first time? Consider a simple hourly rate, or if demand is great enough to justify a more complex rate structure. Is there a clear center or core to the demand? Then consider Location or Zone Based Rates. Is the demand dispersed, or only during special events, or peak periods? Then consider a Demand-Based Rate Structure. Is turnover less important? Then consider a customer-friendly Escalating Rate Structure.

\$
RATES
Increase the paid parking rate –If adjacent private facilities are more than double the City rate, consider increasing the rate by a larger amount.

🕒
TIME-LIMITS
Consider if ideal use of the parking resource is for long durations. If it is not, implement time-limits to increase turnover. Where are long-term parking opportunities for employees located?

👤
PROGRAMS
Consider Parking Supply Management programs: Valet parking, creation of new spaces, shared parking agreements.

🚌
PROGRAMS
Consider Neighborhood Mobility Initiatives: Community shuttles, wayfinding signage, pedestrian improvements, bike parking, enhanced crossings, and other mobility improvements.

Each Community Parking District (CPD), Regional Park, neighborhood, and commercial area varies in size, structure, and parking opportunities, which is why strategies need to be set by area, as well as by block or facility. Because this Study relied on a large CPD and Regional Parks data collection effort (see Analysis in Chapter 2), Fehr & Peers was able to utilize the Parking Management Framework to make specific recommendations for each area.

The following sections present the specific strategy and policy adjustments, as well as other non-management recommendations related to technology and operations for each CPD and Regional Park included in the data collection study area.

DOWNTOWN

Average Occupancy

HIGH

Typical Parking Duration

MEDIUM

Demand Attractors

HIGH

Private Parking Availability

HIGH

Availability of Modal Alternatives

HIGH

Framework Strategies

- ✓ Implement special event pricing
- ✓ Adjust paid parking rates in highest demand areas
- ✓ Consider off-street parking rates
- ✓ Extend paid parking hours
- ✓ Work with the Police Department to determine discrepancies between occupied and paid hours

Context: Downtown San Diego is a high employment area in addition to being the cultural and entertainment center of the region, attracting many employees and visitors from all over the City and greater San Diego County. Downtown offers the most convenient and extensive transit connections of all the CPDs and provides an exciting pedestrian and biking environment. Downtown San Diego parking is characterized as a mix of on-street parking provided by the grid network of streets, along with privately-owned but publicly available off-street parking lots and parking garages.

Framework Strategies: As mentioned in Chapter 2, there are privately owned public parking facilities throughout Downtown that charge significantly more for off-street parking. As presented in the Framework, the City should consider these private market rates when setting on-street paid parking rates and increase rates more in the surrounding areas in an effort to balance parking demand on-street and off-street. To encourage utilization of the private facilities, and reduce demand for on-street parking, the City should require all public and private public parking facilities to clearly indicate the paid parking rates at a size that can be easily viewed from the street before entering a garage or lot. This would have the added benefit of increasing competition among private facilities to provide the most attractive rates.

There are often large special events in Downtown, including Padres games at Petco Park and Comic-Con at the San Diego Convention Center. The City should consider leveraging the on-street parking inventory to accommodate special event demand, utilizing the City of Sacramento's model for special event on-street rates. When special events expecting more than 15,000 attendees occur in Downtown Sacramento (such as Sacramento Kings games at the Golden 1 Center), the City charges a special event rate for on-street parking. In spaces that would normally be \$1.75/hour for two hours, the City of Sacramento charges a flat special event rate of \$14 for stays exceeding the time limit. San Francisco does similar event-based pricing near Oracle Park Stadium.

Parking occupancy was highest in Downtown outside of the paid parking hours, on Saturday evening and on Sunday. To manage this demand, it is recommended that paid parking be extended on Friday and Saturday to 11 PM and expanded to Sunday.

Utilizing the Parking Demand Management Framework, the City should evaluate each block exceeding the 85% target occupancy rate and segments with low turnover (long average durations) and determine the policies to be adjusted. Most blocks with high average occupancy and/or low turnover should have the paid parking rate increased. On blocks with low average occupancy, consider if time limits should be adjusted to allow for longer parking stays. Paid parking should be expanded in Downtown to most blocks that are currently free and have high average occupancy or low turnover.

There were four blocks studied in Downtown with a large difference between the vehicle hours occupied vs. paid. In these areas where observed occupancy and transactional data have a considerable discrepancy, the Sustainability & Mobility Department should work with the Police Department Parking Enforcement Section to spend extra time observing these blocks to determine what is causing the discrepancy, which could be due to non-compliance, inoperable equipment, high ADA placard usage, or other nuanced reasons.

MID-CITY

Average Occupancy

MEDIUM

Typical Parking Duration

MEDIUM

Demand Attractors

MEDIUM

Private Parking Availability

MEDIUM

Availability of Modal Alternatives

MEDIUM

Framework Strategies

- ✔ Implement and adjust paid parking rates in highest demand areas
- ✔ Extend paid parking hours in highest demand areas

Context: Mid-City is one of the largest CPDs in land-area. It encompasses several unique communities and neighborhoods within it, including North Park, Normal Heights, and South Park (the western Mid-City neighborhoods), and the College Area around San Diego State University to the east. Most of the western Mid-City neighborhoods are primarily locally serving commercial areas which attract visitors from within Mid-City and the surrounding areas. The western neighborhoods of Mid-City are characterized by a mix of on-street parking provided by the grid network of streets, along with a few privately-owned but publicly available off-street parking lots. Alternative transportation options are available but limited to regular and rapid bus transit and a growing network of bicycle and pedestrian facilities. The College Area draws students from around San Diego, and has a significant special event draw on-campus at Viejas Arena, and other buildings on-campus. SDSU is a transit hub, with an MTS Trolley Green Line station on-campus, as well as several major bus and rapid bus stops. SDSU itself is a highly walkable and bikeable campus, though the surrounding neighborhood can be difficult to navigate, especially when you reach El Cajon Boulevard.

Framework Strategies: The blocks studied in the College Area had low average occupancy and short duration, indicating strategy adjustments are not currently needed based on the Framework. In the western Mid-City neighborhoods analyzed, the highest average occupancy was found on the blocks in the core of each commercial area—most of which do not currently have paid parking. Areas with paid parking, like North Park, typically held between 50–80% occupancy, indicating paid parking was effective in managing demand. To manage demand, paid parking should be implemented in the core of the highest demand blocks of Normal Heights, South Park, and expanded to gaps in the network on high-occupancy blocks of North Park where paid parking currently does not exist.

Many of the high-demand blocks of North Park, Normal Heights, and South Park, had high occupancy into the late evening after the data collection had ended had 8 PM. On these core commercial-serving blocks, paid parking should be extended until 11 PM.

UPTOWN

Average Occupancy

MEDIUM

Typical Parking Duration

MEDIUM

Demand Attractors

HIGH

Private Parking Availability

HIGH

Availability of Modal Alternatives

MEDIUM

Framework Strategies

- ✓ Extend paid parking hours in highest demand areas
- ✓ Work with the Police Department to determine discrepancies between occupied and paid hours

Context: Uptown is located just north of Downtown and near Balboa Park. Uptown contains some of the oldest and most distinct neighborhoods in San Diego, including Hillcrest, Mission Hills, Bankers Hill/Park West, University Heights, Middletown, and the Medical Complex. The community's topography generally consists of a level mesa that affords scenic views of Downtown, canyon, and the harbor.

Most of the street system and building lot development was established before the automobile as a part of subdivision planning. The community is relatively well-served by transit along major corridors, though limited to regular and rapid bus transit and a growing network of bicycle and pedestrian facilities.

Framework Strategies: In Uptown, the core commercial areas of Mission Hills and Hillcrest already have paid parking. Average occupancy in these areas was between 50–80% in most areas, similar to North Park, indicating paid parking was effective in managing demand. However, parking occupancy was highest in Uptown outside of the paid parking hours, in the evening and on Sunday. To manage this demand, it is recommended that paid parking be extended on Fridays and Saturdays to 11 PM and expanded to Sunday.

There were two blocks studied in Uptown with a large difference between the vehicle hours occupied vs. paid. In these areas where observed occupancy and transactional data have a considerable discrepancy, the Sustainability & Mobility Department should work with the Police Department Parking Enforcement Section to determine what is causing the discrepancy.

OLD TOWN

Average Occupancy

HIGH

Typical Parking Duration

MEDIUM

Demand Attractors

HIGH

Private Parking Availability

HIGH

Availability of Modal Alternatives

HIGH

Framework Strategies

- ✓ Consider paid parking during peak hours
- ✓ Extend paid parking hours in highest demand areas

Context: Old Town is the birthplace of California and of the City of San Diego. The community is 230 acres in size, most of which is Presidio Park, and is located south of Interstate 8, east of Interstate 5, and west of the Mission Hills neighborhood of Uptown. Old Town San Diego is a pedestrian-oriented community with a mix of residential, hotel, office, and retail uses and cultural and historic attractions on an interconnected grid street network with small blocks. This street network pattern allows frequent intersections, easy connections, and short walking distances between destinations. The Old Town Transit Center is a focal point for transit and rail access in the City of San Diego, which supports pedestrian activity for visitors, residents, and employees. While there is on-street parking in Old Town, most of the parking supply is provided by free, public off-street parking lots managed by the California State Parks.

Framework Strategies: Currently, on-street parking in old town is free, though there is a limited inventory as a large portion of spaces on San Diego Avenue are dedicated for passenger loading. Average parking occupancy was low on Thursday, but high on Saturday and Sunday. On the weekends, average occupancy across Old Town was 77% on both Saturday and Sunday, and high occupancy started around 10 AM, and continued after the data collection ended at 8 PM.

Due to the proximity of alternative modes of transportation available at the Old Town Transit Center, it is likely that paid parking could incentivize a shift in transportation modes and reduce parking demand. This could also encourage visitors on non-peak days, thereby spreading out demand.

As high parking occupancy did not begin until 10 AM, and continued until after the data collection, if paid parking is implemented it is recommended that it be considered from 10 AM–11 PM. While the average parking duration in Old Town was typically between 1-2 hours, there were a couple of blocks where stays were 4-6 hours or even 10-13 hours. These are blocks without time limits and are likely being taken up by employees of the area. The City should investigate these locations, and if appropriate, implement time limits to redistribute longer parking stays to available off-street parking facilities.

PACIFIC BEACH

Average Occupancy

HIGH

Typical Parking Duration

HIGH

Demand Attractors

HIGH

Private Parking Availability

LOW

Availability of Modal Alternatives

MEDIUM

Framework Strategies

- ✓ Implement and adjust paid parking rates in highest demand areas
- ✓ Consider off-street parking rates
- ✓ Extend paid parking hours
- ✓ Implement parking time limits

Context: Pacific Beach is located along the western edge of the City of San Diego, with coastal bluffs and beaches of the Pacific Ocean and the beaches of Mission Bay to the south. Pacific Beach was divided into a large grid pattern in the mid-1800s, although most of the community was built after 1930. Pacific Beach attracts visitors from all over San Diego for the beach access, scenic views, thriving business and nightlife. There is a growing network of bicycle and pedestrian facilities, and the San Diego Trolley Blue Line runs along Interstate 5 and provides linkage with buses that service the community. Pacific Beach is limited to on-street parking in most areas, supplemented only by privately-owned publicly available off-street parking lots. Most parking within the community is free and without time limits, aside from a few segments in the core of the commercial area where there is paid parking with a two-hour time limit.

Framework Strategies: Pacific Beach had the highest average parking occupancy of all of the CPDs collected. Average parking occupancy exceeded 85% on Saturday and Sunday, and peaked at 94% on Thursday 7 PM, 88% on Saturday at 8 PM, and 99% on Sunday at 4 PM. On Sunday, occupancy exceeded 85% every hour between 9 AM–7 PM, indicating there was little to no availability most of the day. As parking occupancy was highest in the evening and on Sunday, it is recommended that paid parking be extended on Fridays and Saturdays to 11 PM and extended to Sunday. As on-street paid parking rates are only 10% of what the private off-street facilities are charging, the City should increase rates more in the blocks surrounding these areas. As was recommended in Downtown, the City should require all private public parking facilities to clearly indicate the paid parking rates outside of the facilities. Blocks in Pacific Beach without paid parking or any time limit were often found to have long parking stays. On the high-demand blocks of Mission Boulevard (one block from the beach) occupancy was 85–100% and average duration was 10–13 hours, indicating those parking spaces were utilized by the same vehicles all day. Paid parking is needed to manage parking demand in Pacific Beach and should be implemented on all commercial frontage blocks. In areas where paid parking may not be appropriate, a four-hour time limit could be considered. A four-hour time limit provides enough flexibility for recreational access, while still encouraging turnover of parking spaces to accommodate more visitors.

MISSION BAY

Average Occupancy

MEDIUM

Typical Parking Duration

MEDIUM

Demand Attractors

HIGH

Private Parking Availability

LOW

Availability of Modal Alternatives

MEDIUM

Framework Strategies

- ✓ Consider paid parking in highest demand facilities

Context: Mission Bay is a 4,235-acre park that is approximately half land and half water and is the largest man-made public aquatic recreational area in the world. Mission Bay Park offers boat docks and launching facilities, sailboat and motor rentals, bike and walk paths, basketball courts and playgrounds. To the West of Mission Bay is Mission Beach, one of San Diego's most popular beachfront neighborhoods, as well as the historic Belmont Park. Mission Bay is well-navigable for bicyclists and pedestrians, as the Mission Bay Bike Path provides a 12-mile, flat, scenic loop along most of the interior of the bay. Apart from a few short sections, the bike path is nearly all vehicle free. Despite Mission Bay's proximity to Interstate 8, Interstate 5, the MTS Blue Trolley Line and the Old Town Transit Center, there are only three bus routes that operate in Mission Bay.

There is a significant amount of parking inventory within Mission Bay, all of which are City owned and operated parking lots that are free, and without time restrictions. There are over 7,000 parking spaces in Mission Bay, distributed amongst 42 lots. For the most part, the only parking restriction in these facilities is the municipal code prohibiting parking from 2–4 AM.

As presented in Chapter 2, Fehr & Peers conducted an analysis utilizing the big-data source StreetLight, to inform where vehicles are coming from and what routes vehicles use to access the parks. In Mission Bay, most trips came from City Council District 2, District 1, and District 3, which consist of the neighborhoods of Pacific Beach, La Jolla, Point Loma, Bay Park, Mission Hills, Hillcrest, and Downtown San Diego—which are all directly adjacent to Mission Bay. Nearly 50% of vehicles entered Mission Bay using Mission Bay Drive from Interstate 8 and Interstate 5. Most trips were from adjacent neighborhoods, but the most common route was from Mission Bay Drive, suggesting that trips are short, but functional connections across Interstate 8 and Interstate 5 are limited.

Framework Strategies: The average occupancy in Mission Bay across all facilities was highest on Saturday, at 73%. However, as indicated in the heat maps provided in Appendix A, many of the facilities in Mission Beach averaged over 85% occupancy, while facilities in the center of Mission Bay, surrounding

Ingraham Street, and to the west in Leisure Lagoon had lower average occupancy. On Saturday, occupancy was high at 88% across all of the public parking lots. While demand is high in the Mission Beach lots, average duration remained low, indicating that while vehicles are turning over to other visitors, the lots are very highly utilized, and additional strategies are needed to manage demand.

Paid parking could be implemented in the highest demand lots in Mission Beach. To encourage parking demand to spread among the available parking facilities, it is recommended that the City implement paid parking in the highest demand facilities which reached or exceeded 100% occupancy, and it is not recommended that paid parking be implemented in the other facilities of Mission Bay where demand is not consistently high enough to require it. This will help to shift some demand to currently underutilized areas as these spaces located a further distance from Mission Beach will be free to park. Paid parking can also help to provide sufficient access to an area ensuring sufficient turnover for multiple people to use the same parking space to visit Mission Beach.

BALBOA PARK

Average Occupancy

MEDIUM

Typical Parking Duration

LOW

Demand Attractors

HIGH

Private Parking Availability

LOW

Availability of Modal Alternatives

HIGH

Framework Strategies

- ✓ Implement a parking guidance system
- ✓ Implement parking time limits
- ✓ Consider paid parking in highest demand facilities

Context: Balboa Park is a significant horticultural and cultural resource with more than 15,000 trees, 14 specialty gardens, 14 museums, and is home to the world-famous Cabrillo Bridge, Plaza De Panama, San Diego Zoo, and Old Globe Theatre. There are several bus and rapid bus routes in Balboa Park, although none currently run through the core of the park. There are two free micro-transit options in Balboa Park, a tram operated by the City and a shuttle operated by the San Diego Zoo. The Tram operates daily and connects visitors from the outer parking lots to most of the Park's most popular destinations. The Zoo's shuttle operates only on weekends and connects visitors from the same outer parking lots directly to the Zoo. Balboa Park is easily accessible by bicycle and on foot from adjacent neighborhoods, and between most attractions within the park.

As with Mission Bay, there is a significant amount of parking inventory in Balboa Park—over 6,250 spaces among 15 parking lots, all of which are free, and without time restrictions. For the most part, the only parking restriction in these facilities is the municipal code prohibiting parking from 2–6 AM. In 2006, a Balboa Park Parking Management Action Plan was developed, and presented opportunities to improve parking efficiency at the time. Many of the goals of the plan, such as managing employee parking and providing convenient parking for visitors, are still relevant today.

As shown by the StreetLight Data analysis presented in Chapter 2, most trips to Balboa Park came from District 3, District 2, and areas outside of San Diego. District 3 includes the neighborhoods immediately surrounding Balboa Park, while District 2 includes Point Loma and Bay Park. Most vehicles entered Balboa Park from Park Boulevard or Zoo Drive.

Framework Strategies: In Balboa Park, average occupancy was similar on Thursday and Saturday, at 60% and 63%, respectively. Most lots had an average occupancy less than 70%; however, the lots in the core of Balboa Park exceeded 85% on both Thursday and Saturday. Peak-hour occupancy was highest on Saturday at 2 PM, exceeding 85% occupancy across all lots.

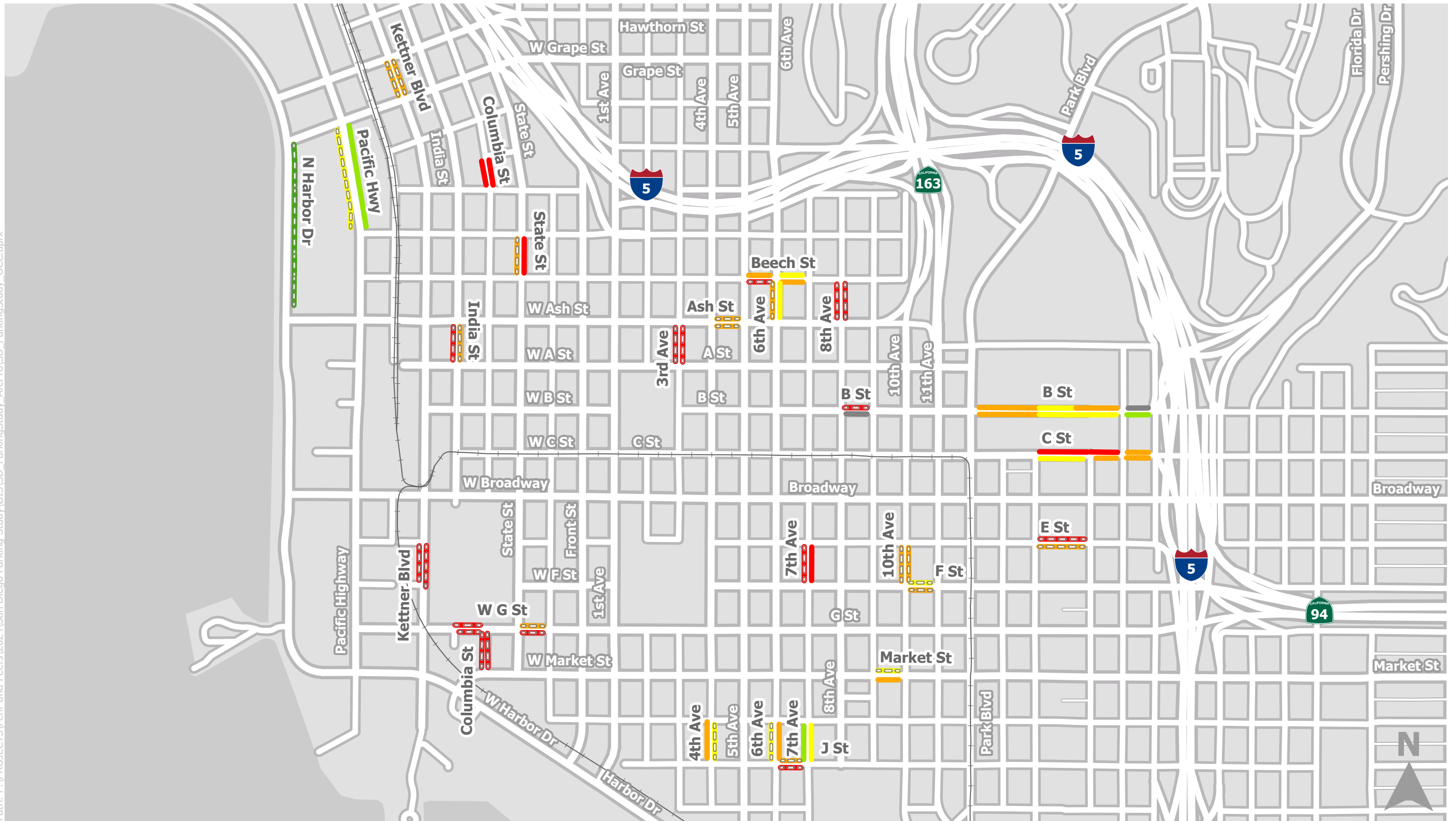
While demand is high in the core of Balboa Park, whenever a facility exceeded 85% occupancy there was consistent availability in the next adjacent lot. The Balboa Park lots increased occupancy in a very predictable pattern throughout the day—the lots closest to the core would reach capacity, then the adjacent lot would fill up, and so on until parking peaked at 2 PM and the eight lots serving the core of Balboa Park exceeded 85%. To encourage parking demand to spread among the available parking facilities and reduce the need for visitors to circle each parking lot until an open space is found, the City should consider managing demand with a combination of time limits, a parking guidance system, and potentially paid parking. Balboa Park would benefit greatly from a parking guidance system which couples parking counting technology (such as Fixed-Mount LPR Cameras, analyzed in Step 1) with an automated wayfinding system and digital signage. The system would detect when a facility has reached capacity, and automatically update signage to direct drivers to the nearest available facility, which reduces congestion from vehicles circling for parking. This parking availability information would have the added benefit of providing ongoing parking occupancy data to the City.

To ensure parking spaces are consistently turning over to new visitors, and to encourage employees to park in the remote parking lots, a mix of 2-to-4 hour time limits should be implemented in the highest demand parking lots. These time limits would not be a significant change, as they are aligned with the average duration, but would ensure that longer stays be directed toward lots further from the core. The City could also evaluate implementing paid parking to manage demand in the highest demand lots, however remote parking facilities should remain free to provide a no-cost alternative to visitors for whom transportation alternatives may not be feasible and/or employees and volunteers of Balboa Park.

In the Zoo-serving parking lots, occupancy only exceeded 85% on Saturday, from 11 AM–4 PM. In these facilities, the City could coordinate with the Zoo to implement a flat rate for parking, only during this peak period on weekends. This is similar to policies implemented by Legoland and SeaWorld, and could promote use of the remote parking facilities by zoo employees and encourage attendees to spread demand to non-peak times and days.

Appendix A: Average Parking Occupancy & Duration Heat Maps

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Occupancy Average Percentage



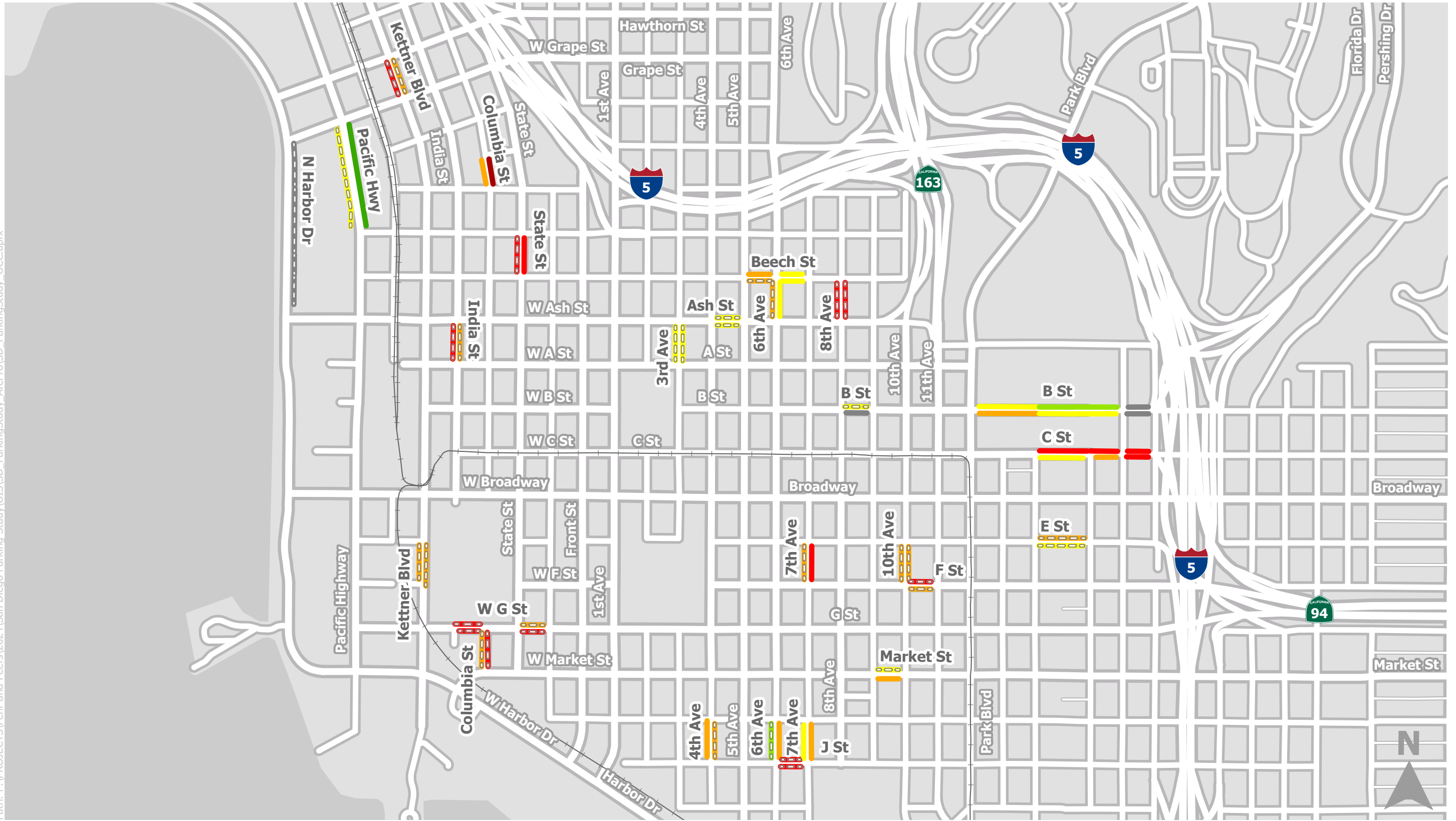
Parking Meters



Downtown CPD - Thursday Average Occupancy
San Diego Citywide Parking Study



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Occupancy Average Percentage



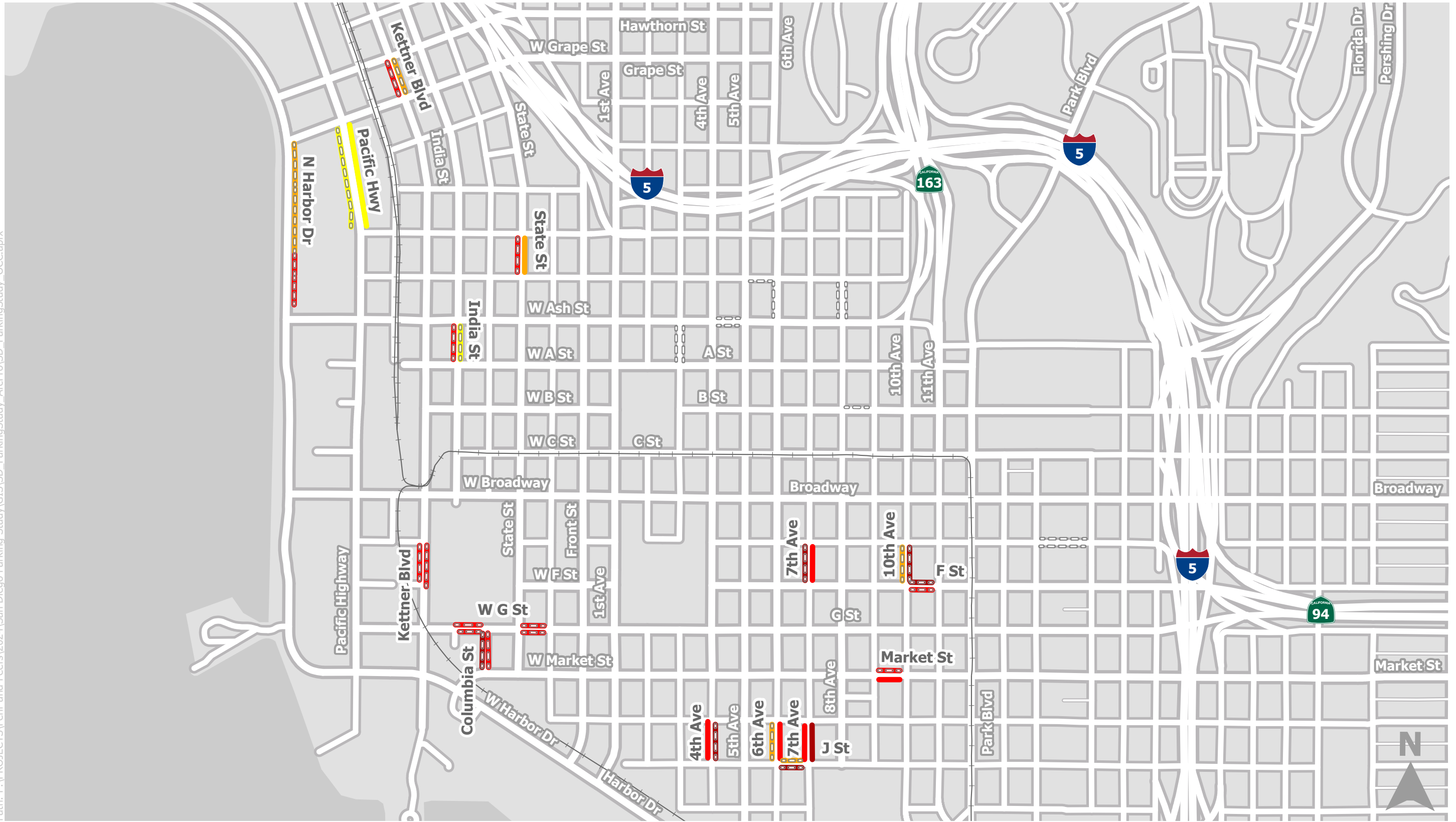
Parking Meters



Downtown CPD - Saturday Average Occupancy
San Diego Citywide Parking Study



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Occupancy Average Percentage



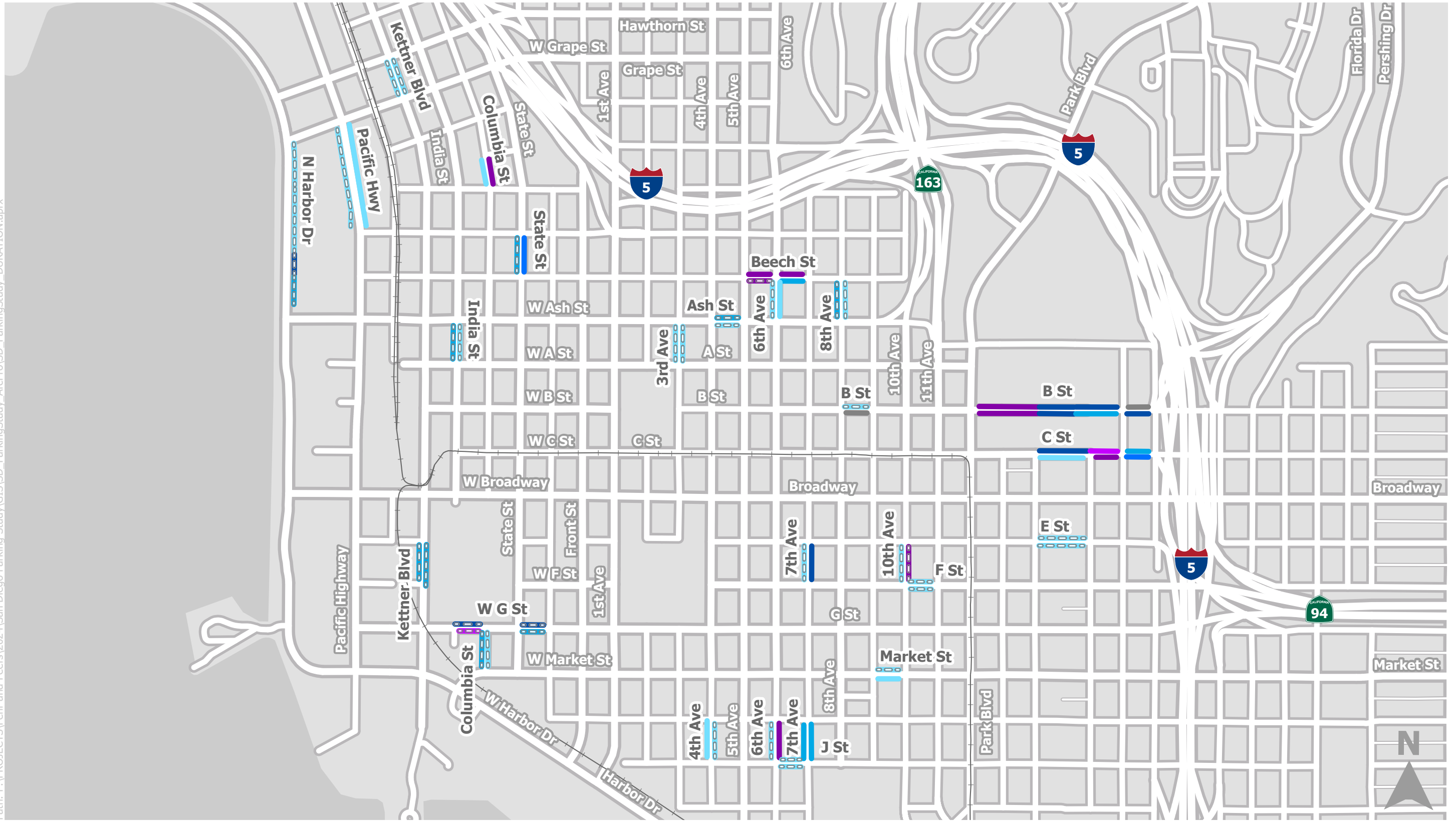
Parking Meters



Downtown CPD - Sunday Average Occupancy
San Diego Citywide Parking Study



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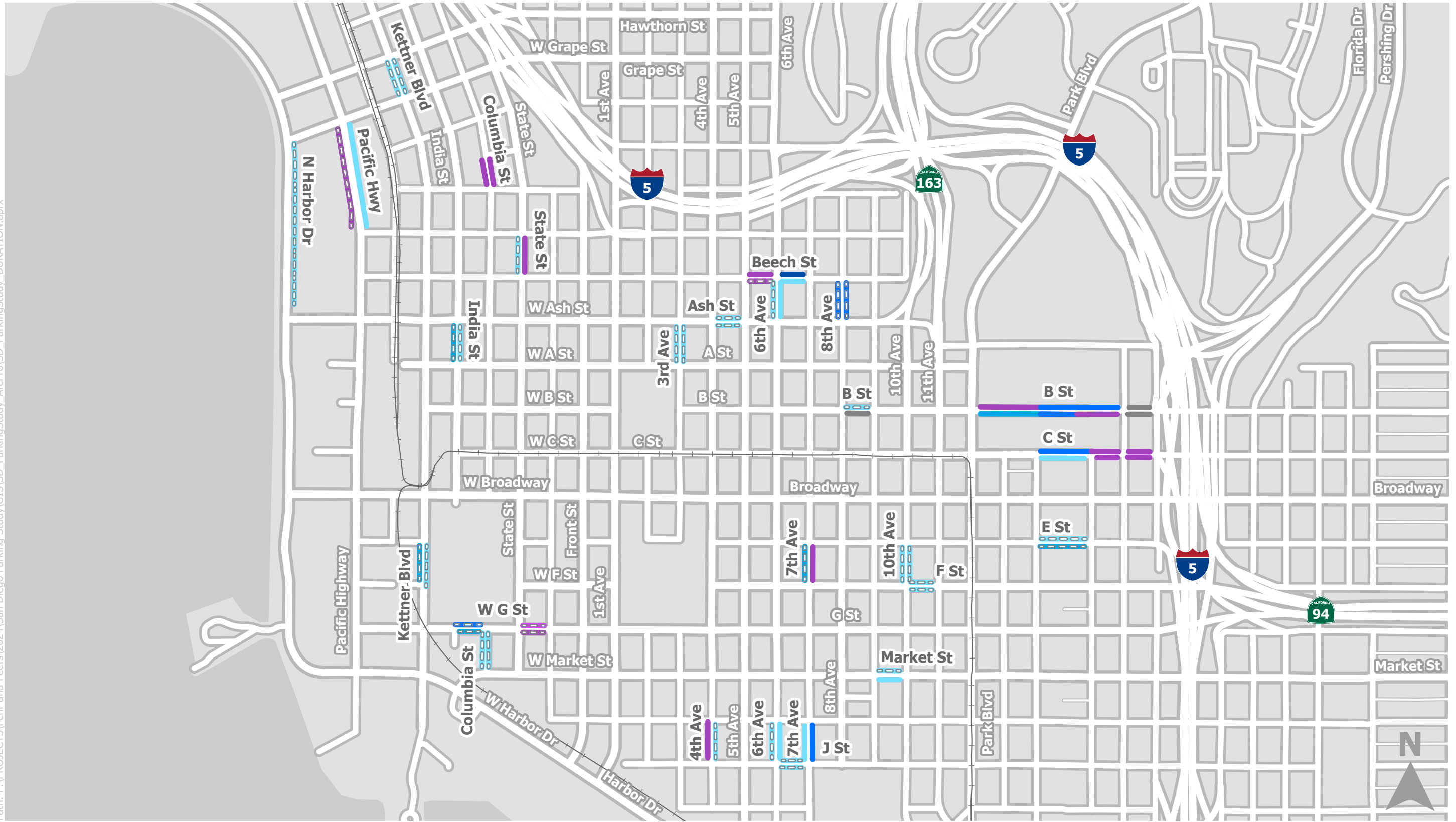
Typical Parking Duration (Hours)



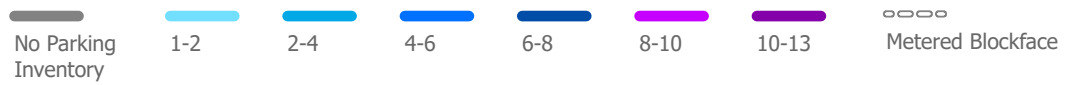
Downtown CPD - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



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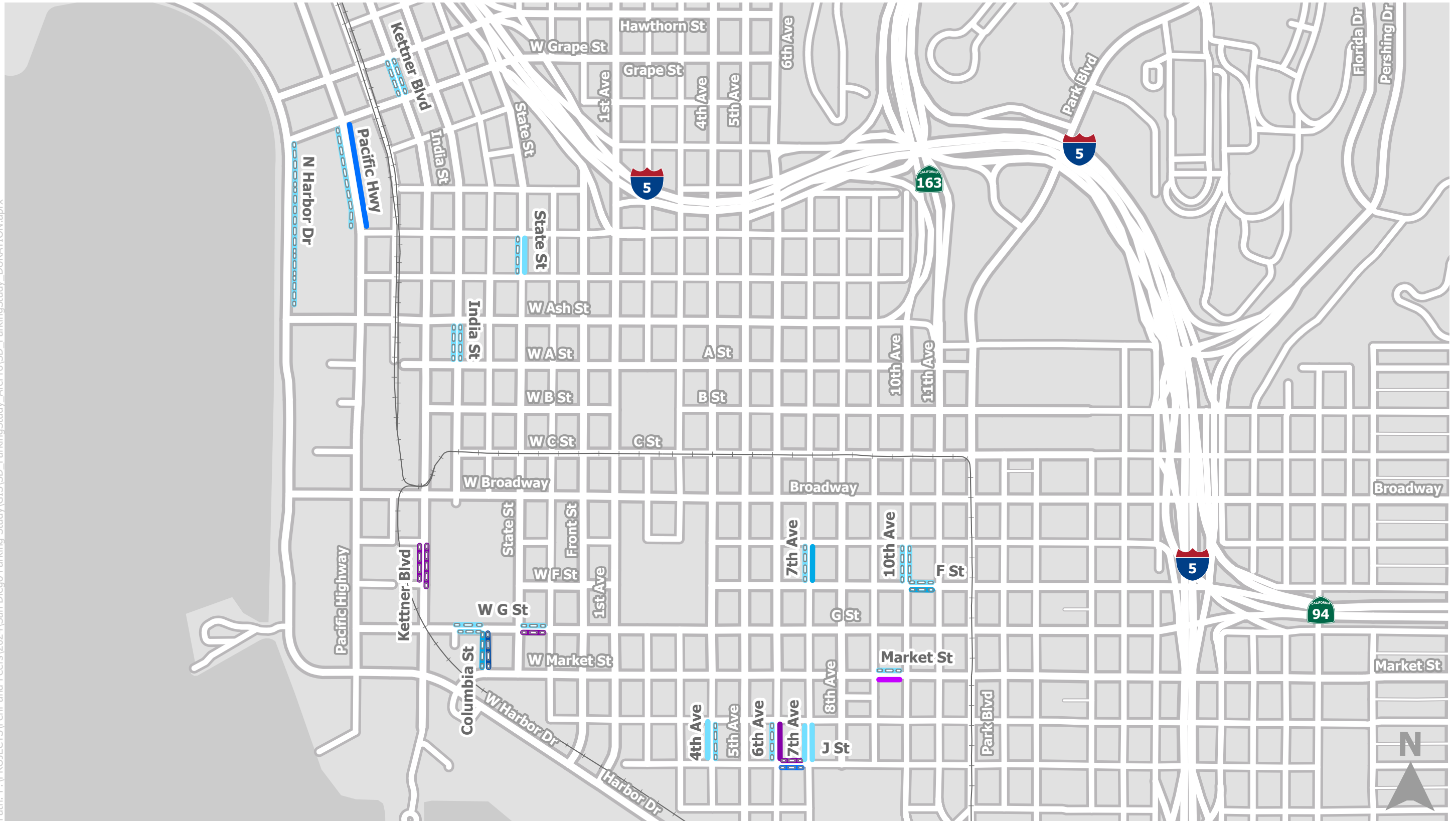
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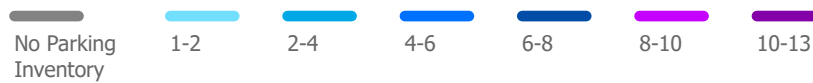
Downtown CPD - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



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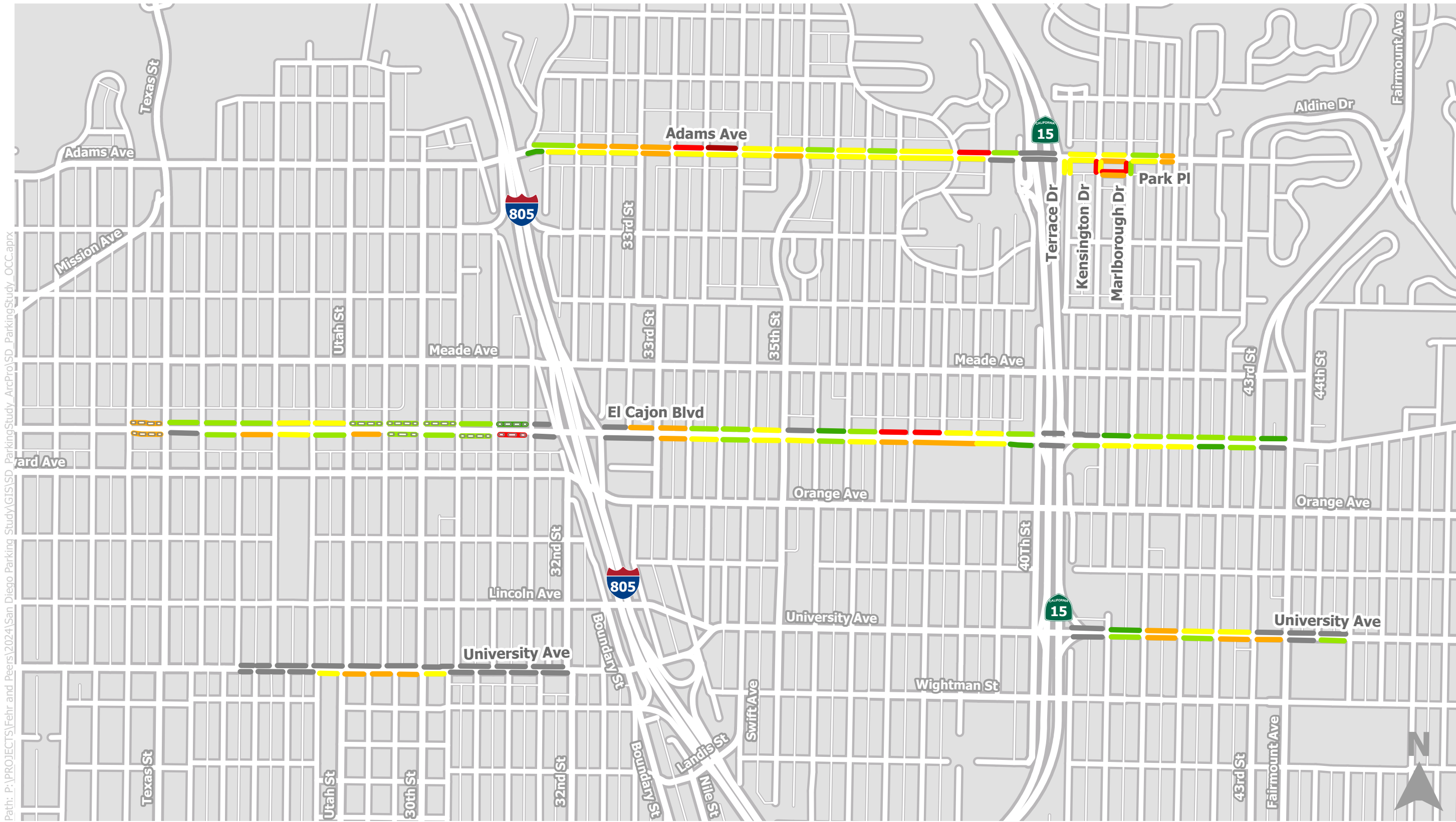


Parking Meters

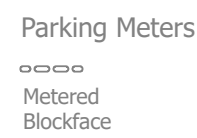
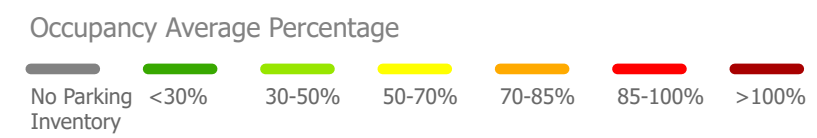


Downtown CPD - Sunday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



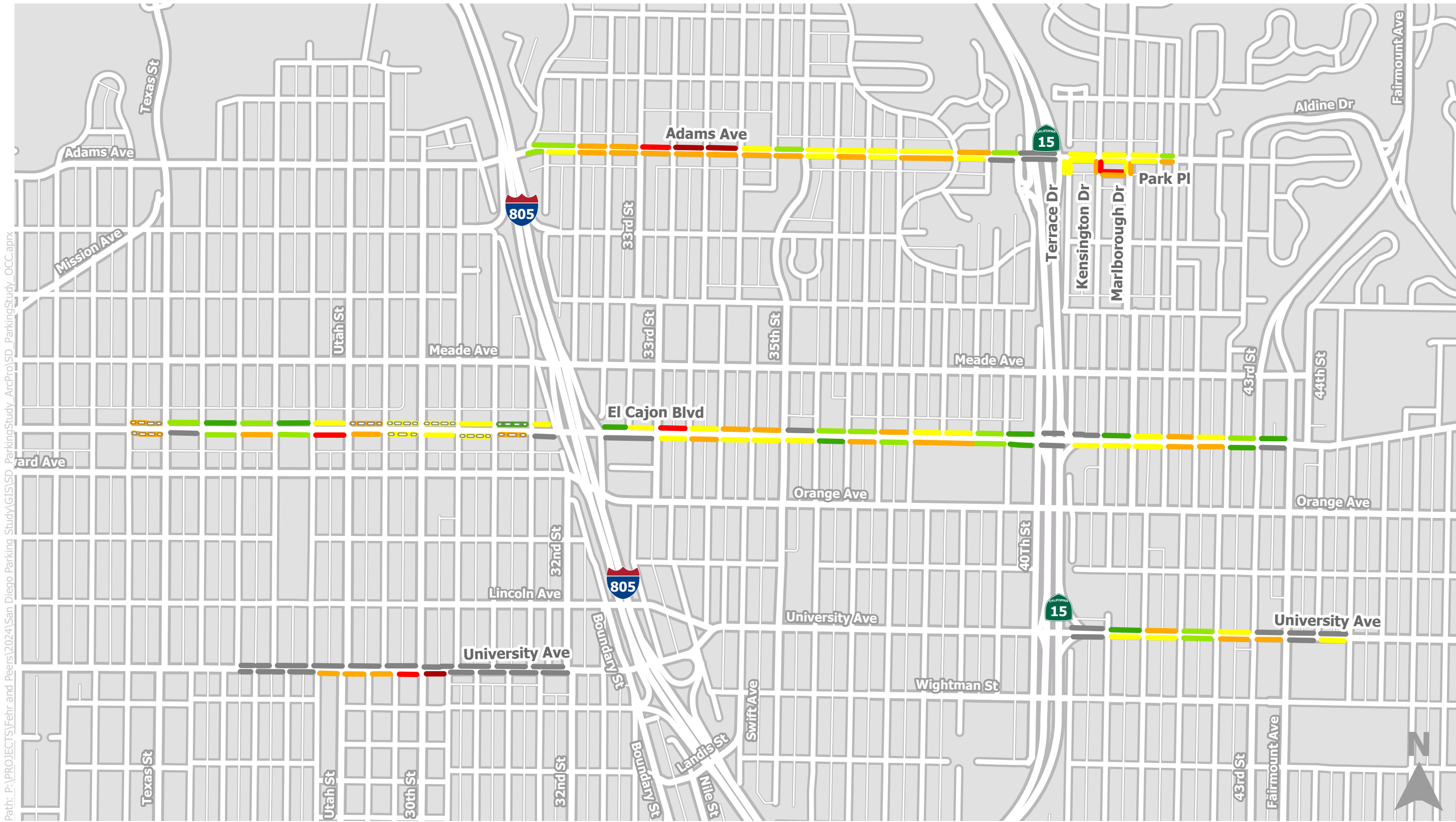


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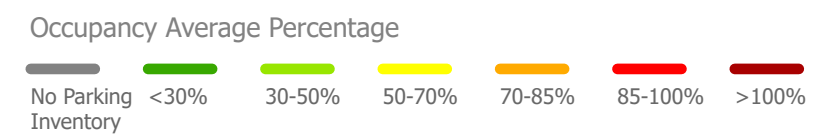


Mid City CPD - Thursday Average Occupancy
San Diego Citywide Parking Study



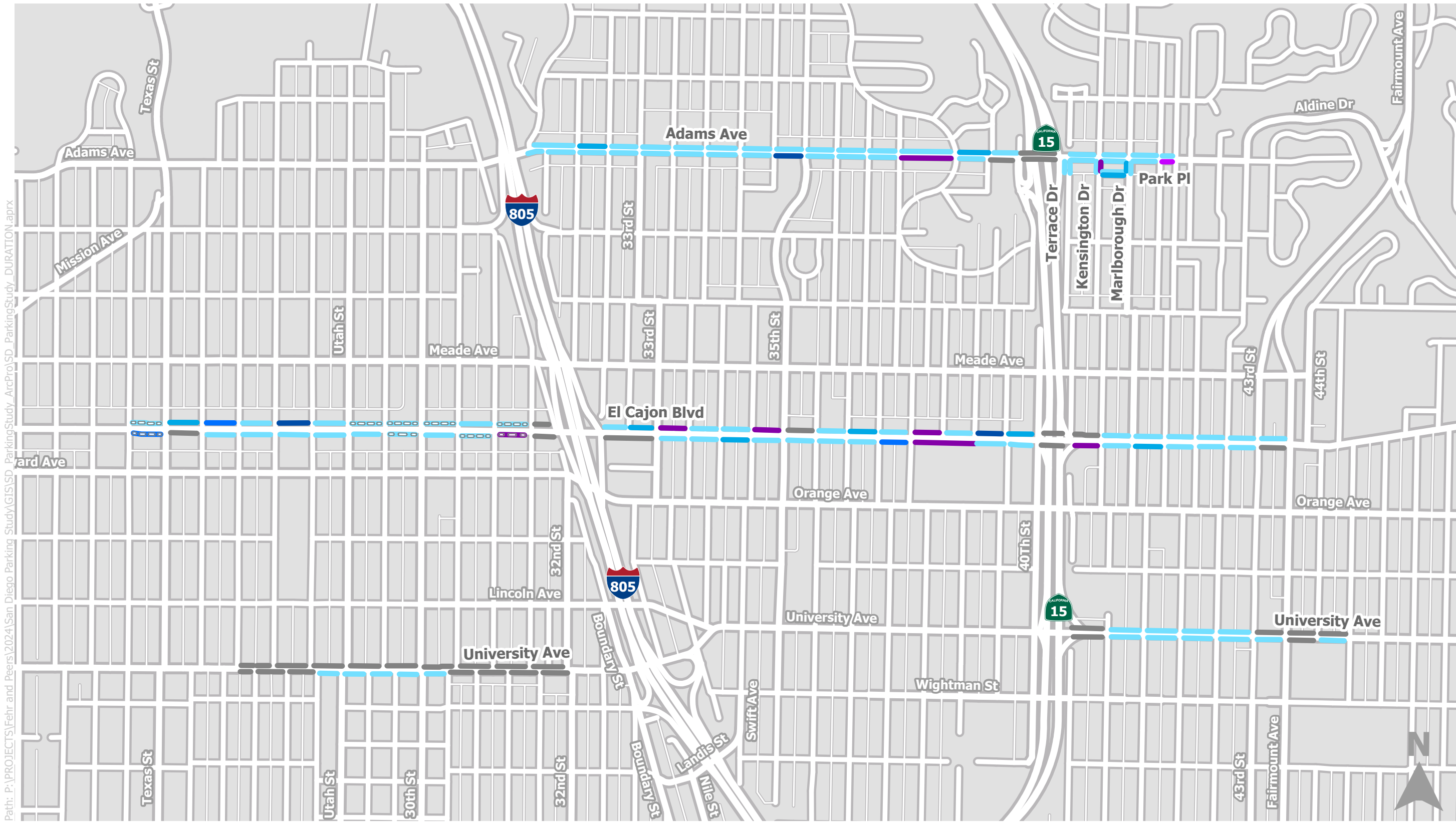


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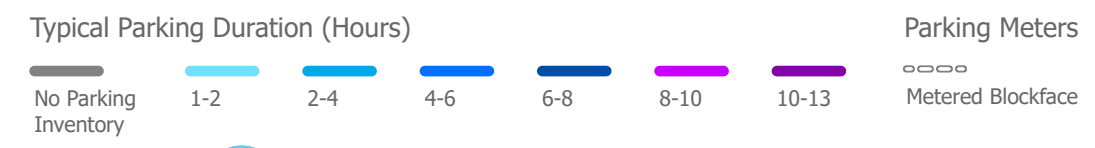


Mid City CPD - Saturday Average Occupancy
San Diego Citywide Parking Study





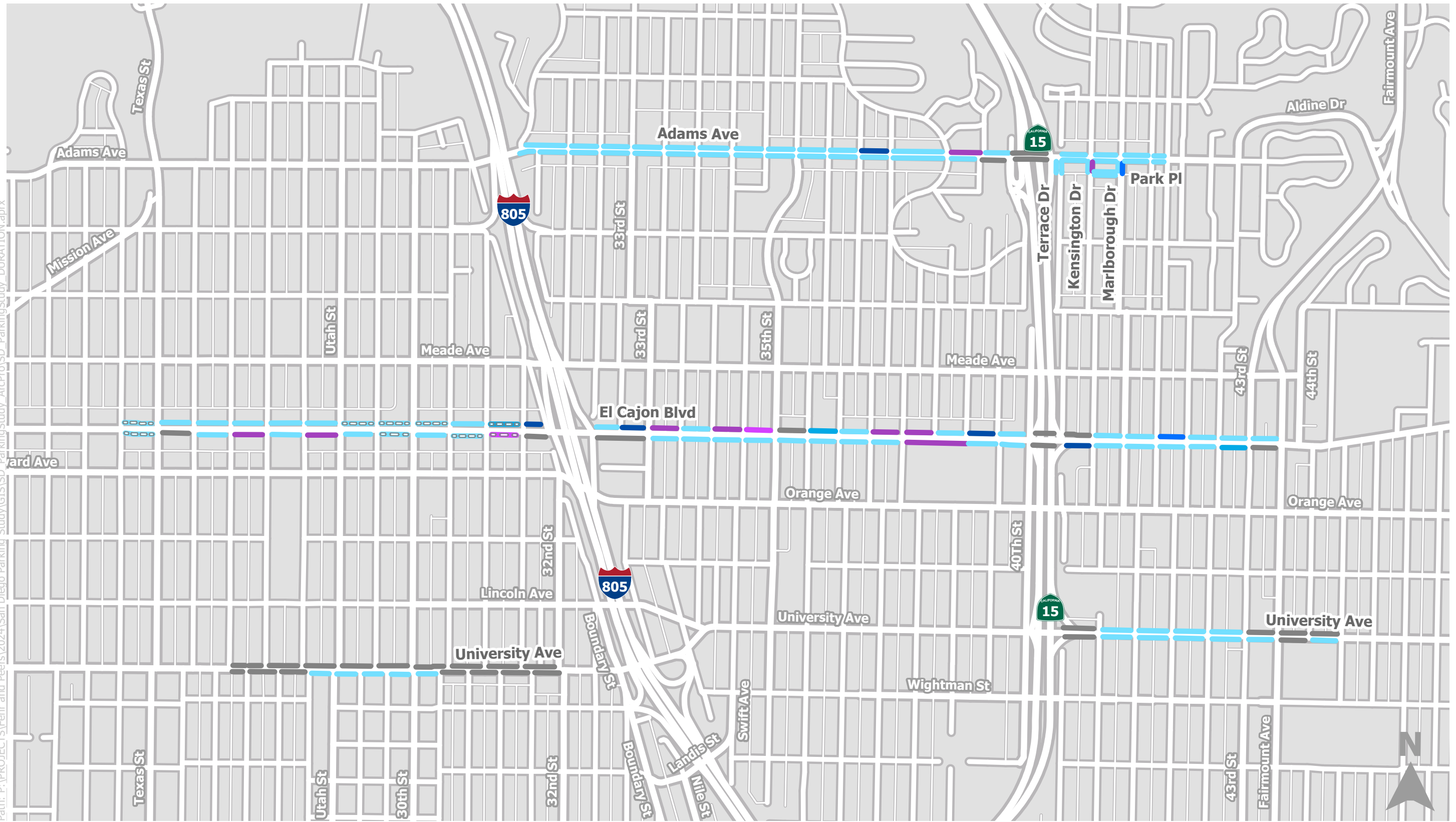
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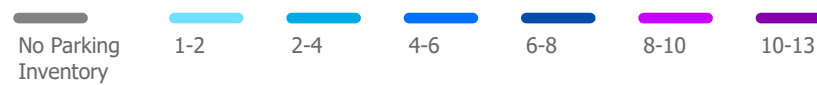
Mid City CPD - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



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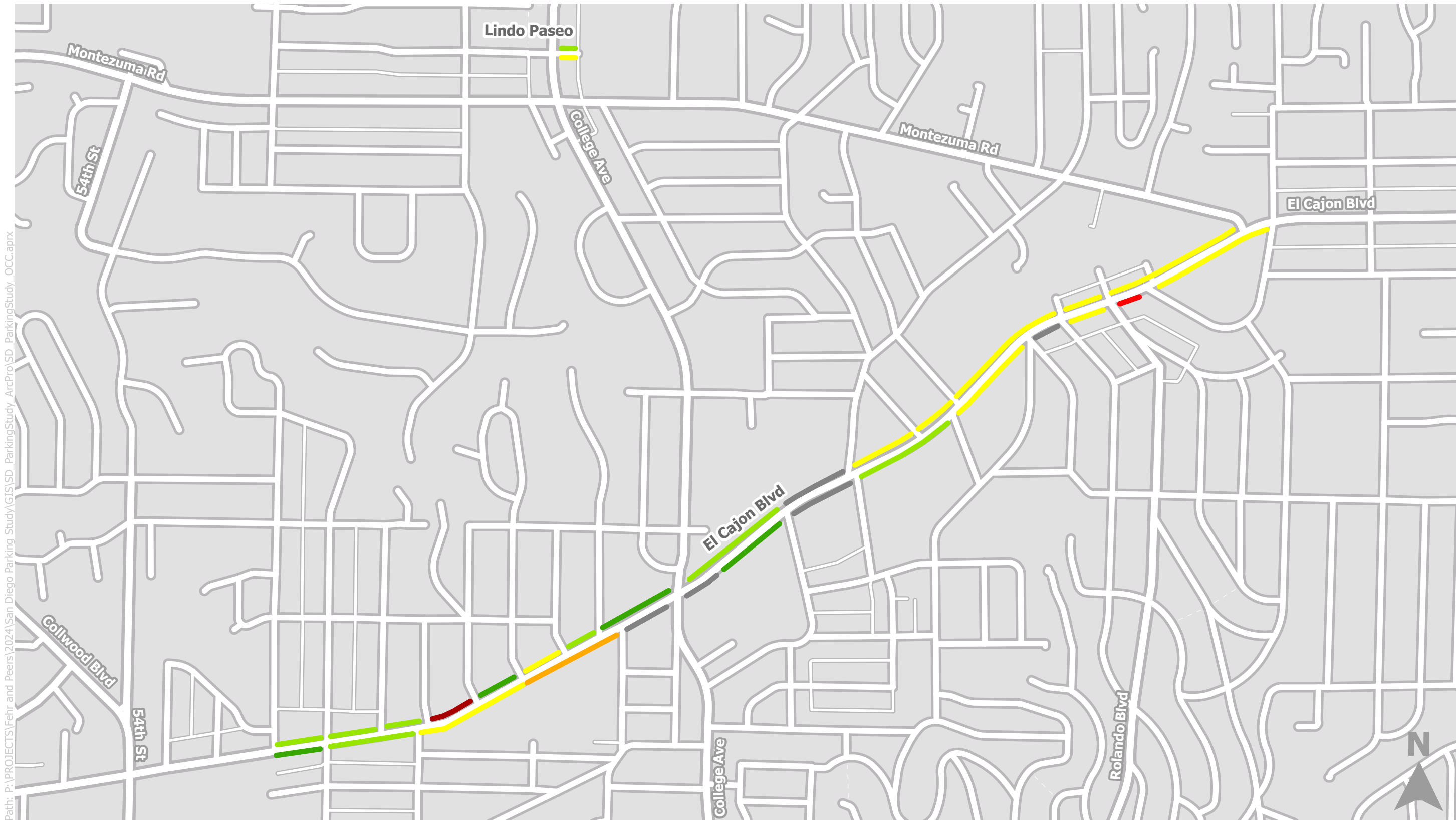


Parking Meters



Mid City CPD - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study





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Occupancy Average Percentage

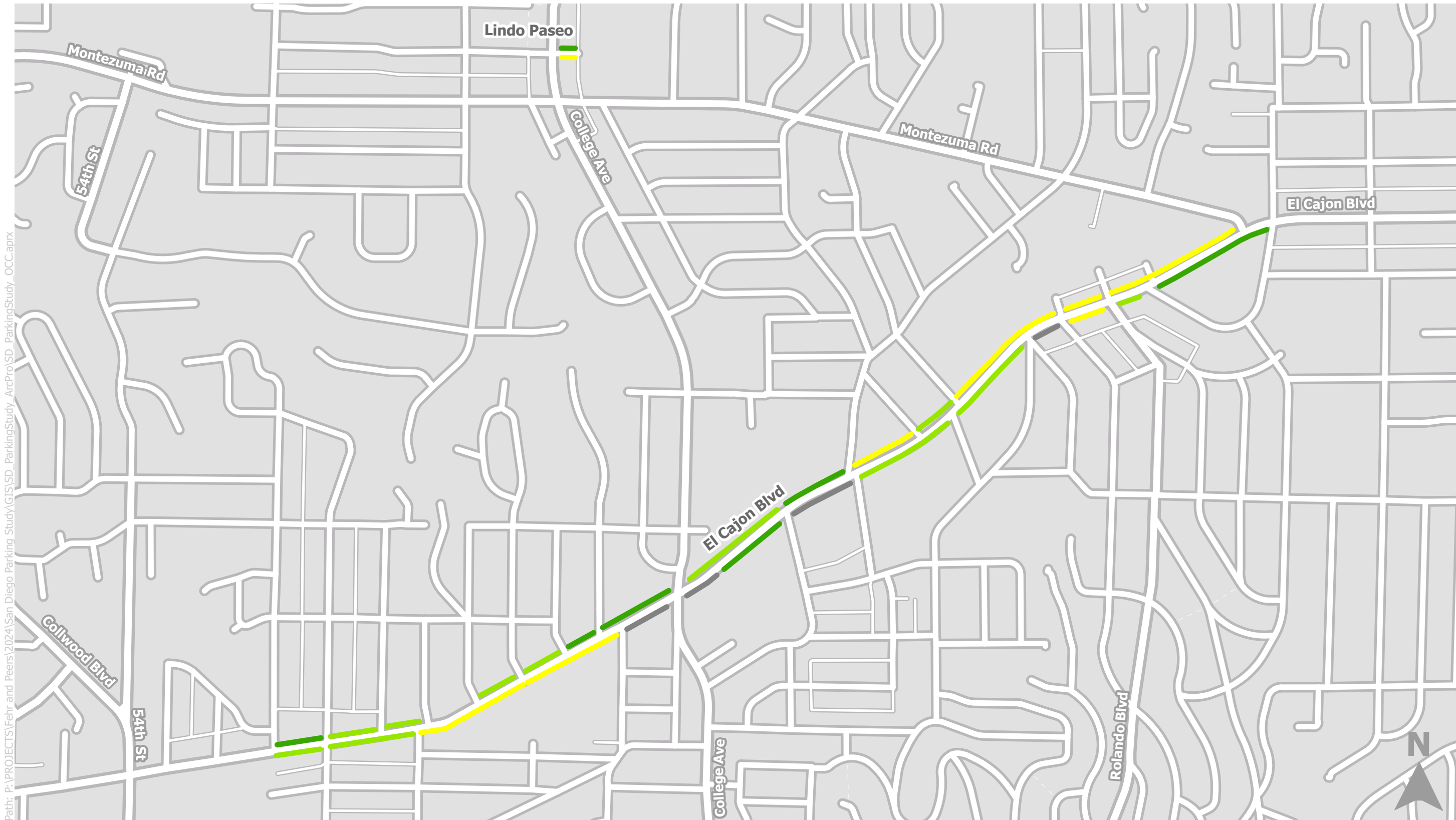


Parking Meters



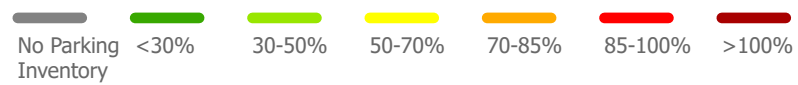
Mid City CPD - Thursday Average Occupancy
San Diego Citywide Parking Study





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Occupancy Average Percentage

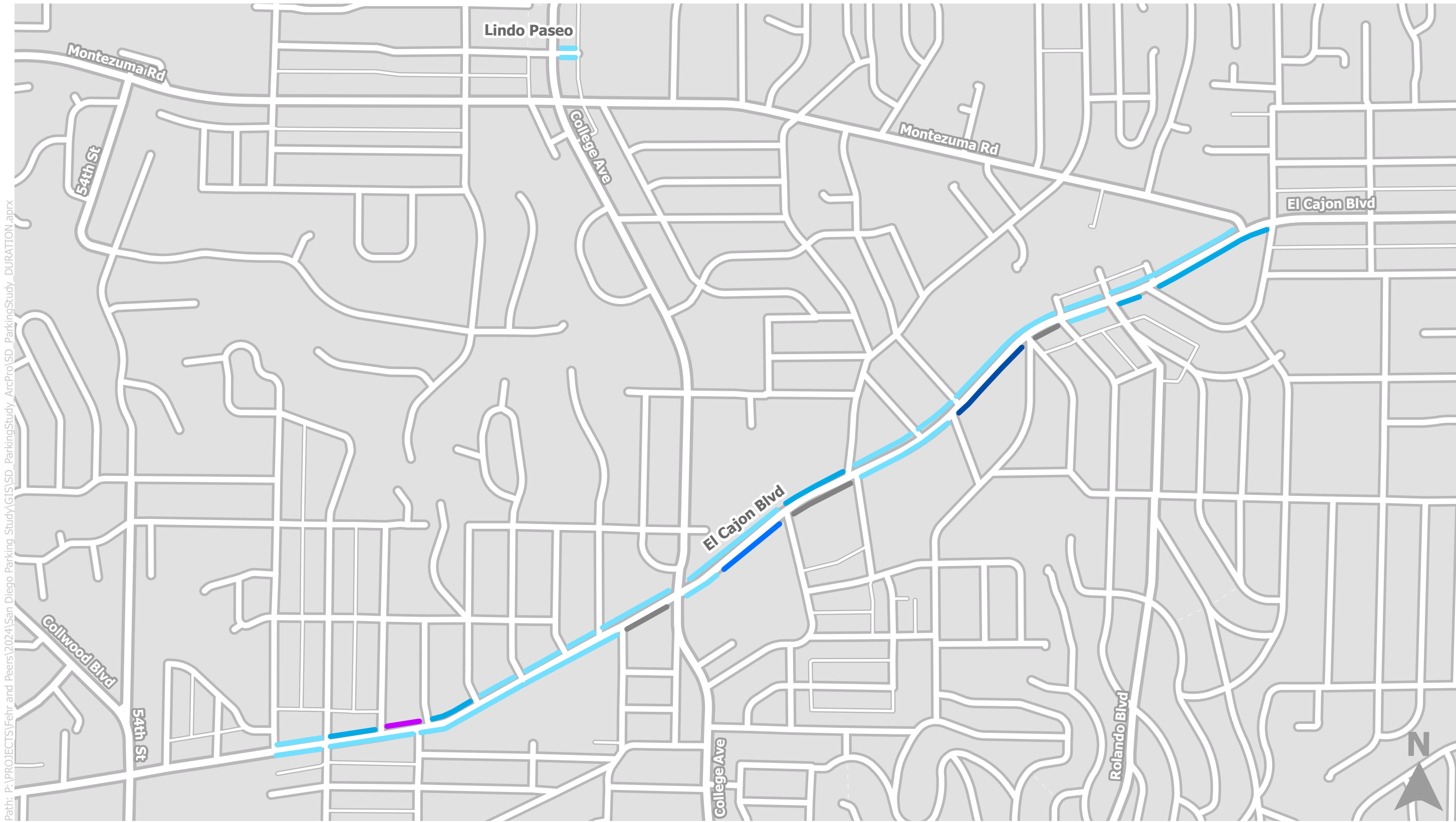


Parking Meters



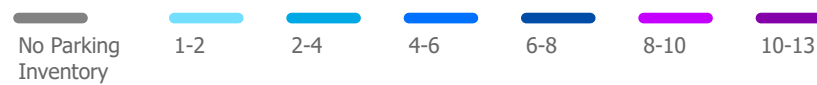
Mid City CPD - Saturday Average Occupancy
San Diego Citywide Parking Study





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Typical Parking Duration (Hours)

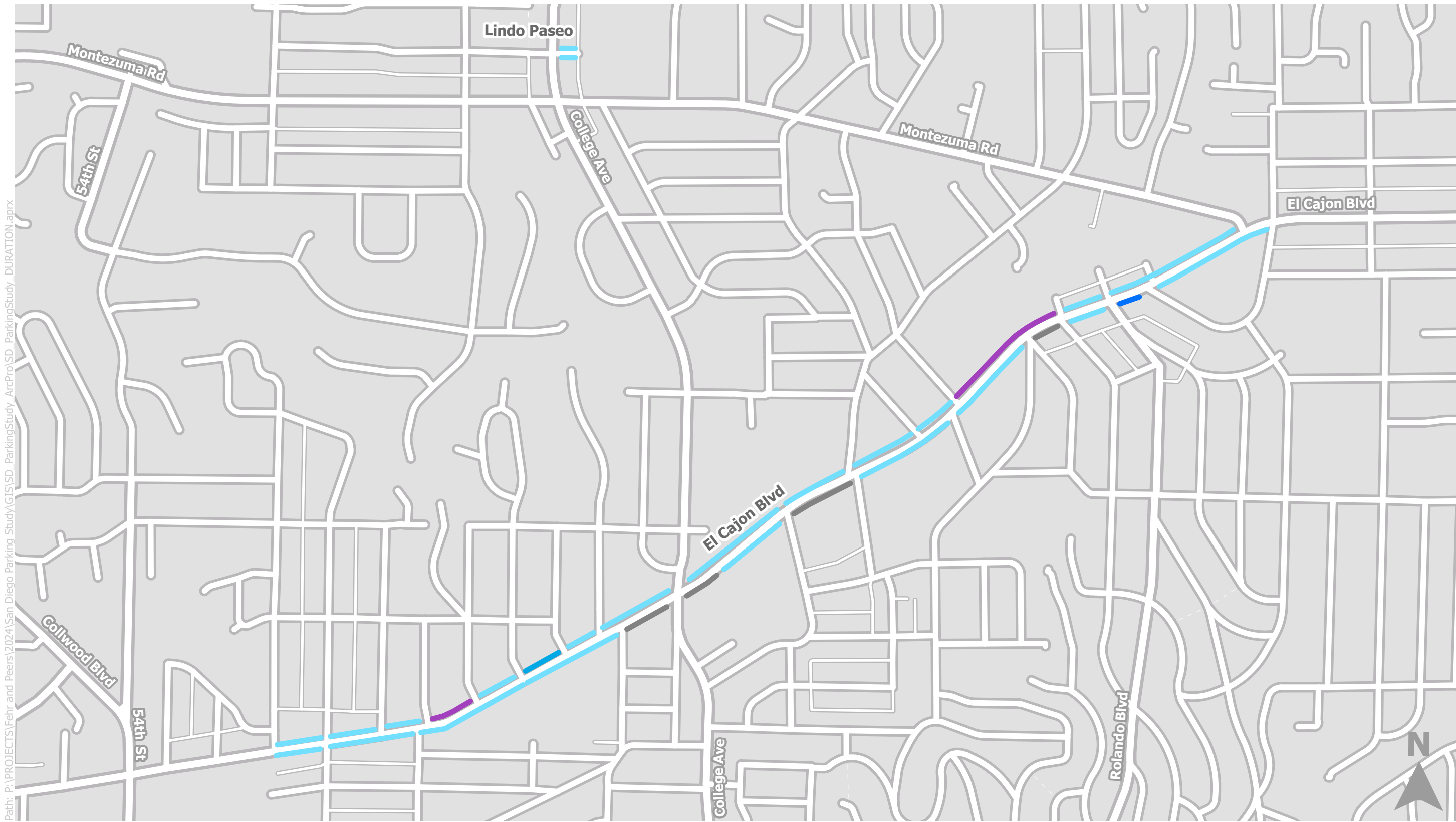


Parking Meters



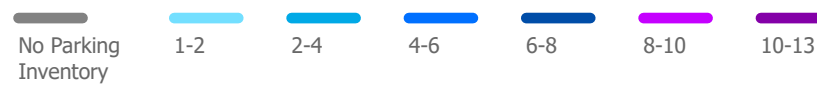
Mid City CPD - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study





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Typical Parking Duration (Hours)



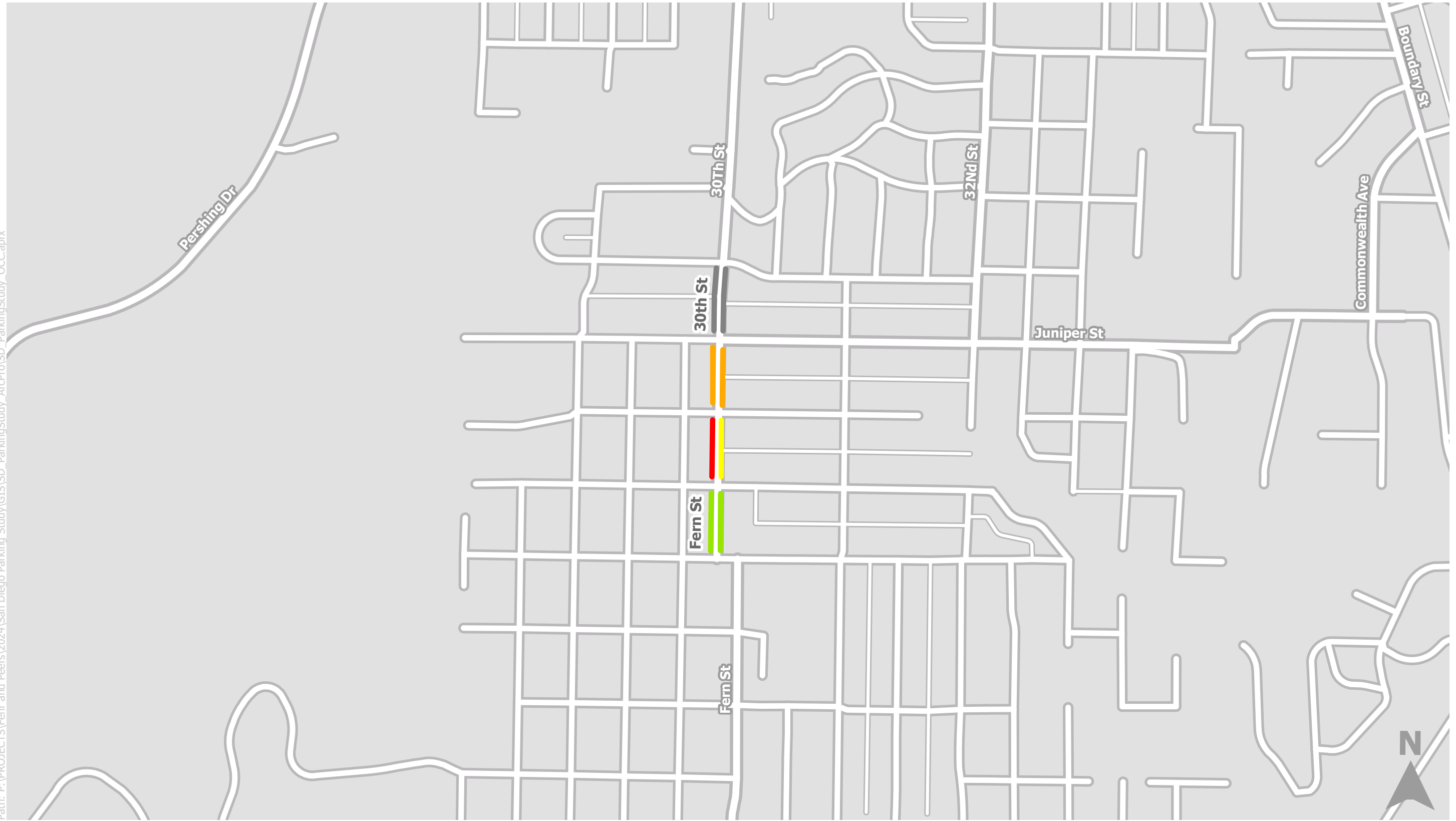
Parking Meters



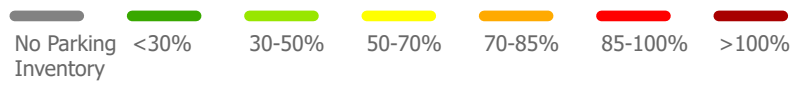
Mid City CPD - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



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Occupancy Average Percentage



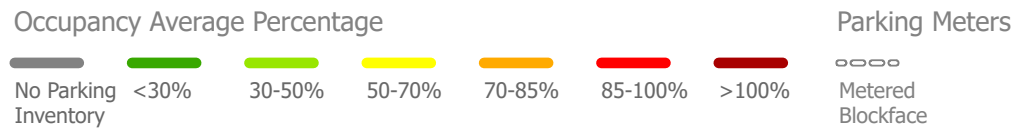
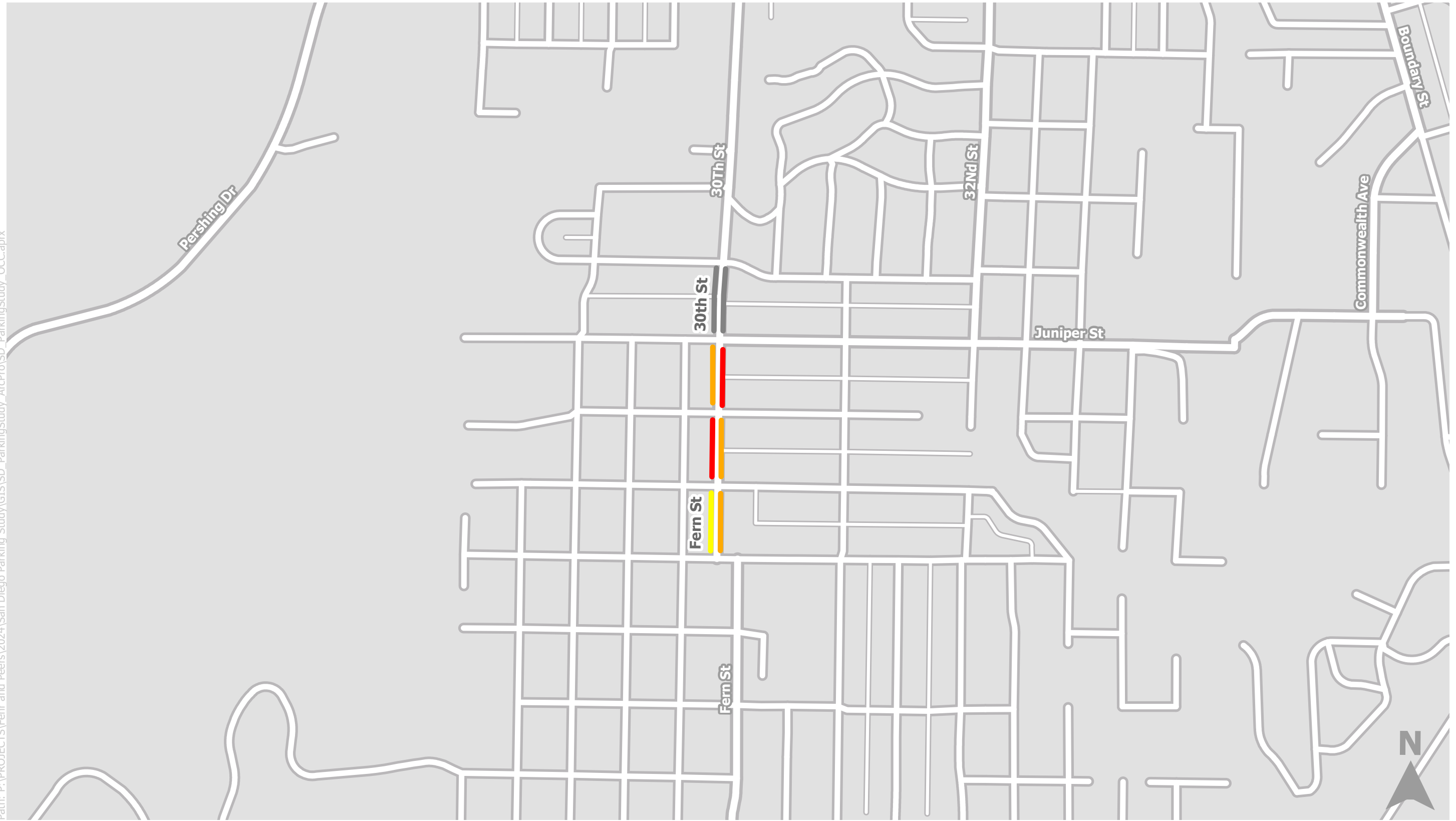
Parking Meters



Mid City CPD - Thursday Average Occupancy
San Diego Citywide Parking Study



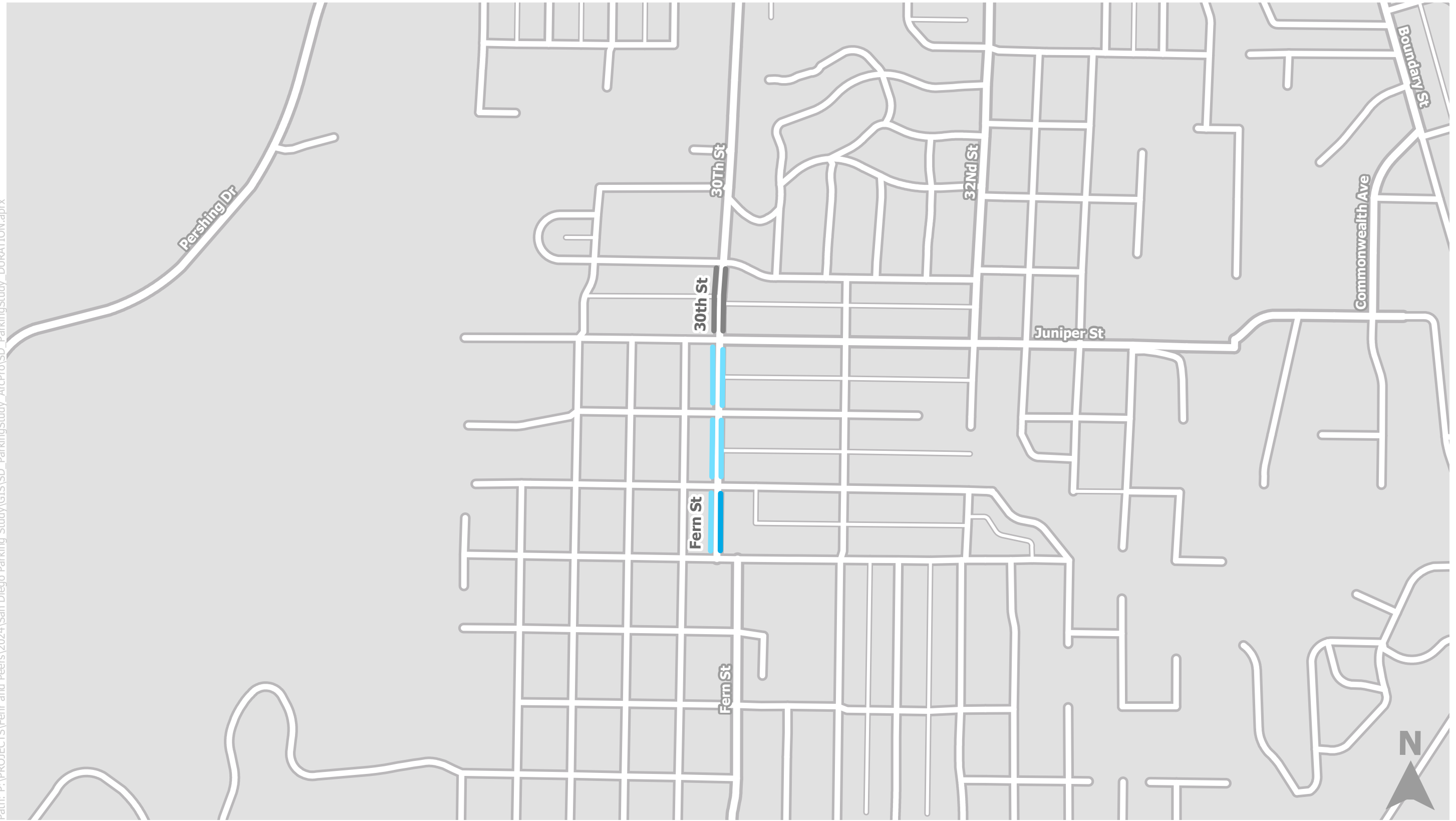
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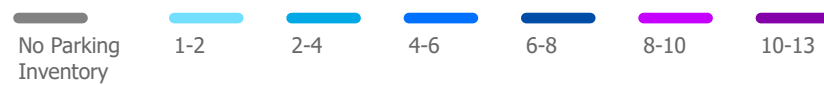
Mid City CPD - Saturday Average Occupancy
San Diego Citywide Parking Study



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Typical Parking Duration (Hours)



Parking Meters



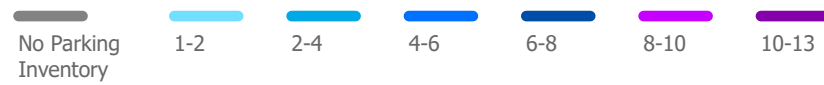
Mid City CPD - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



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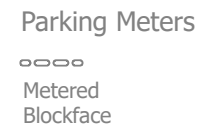
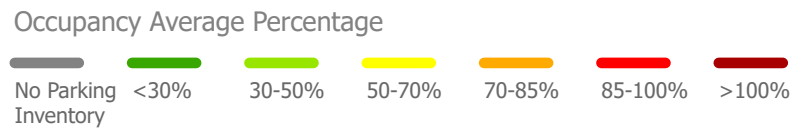
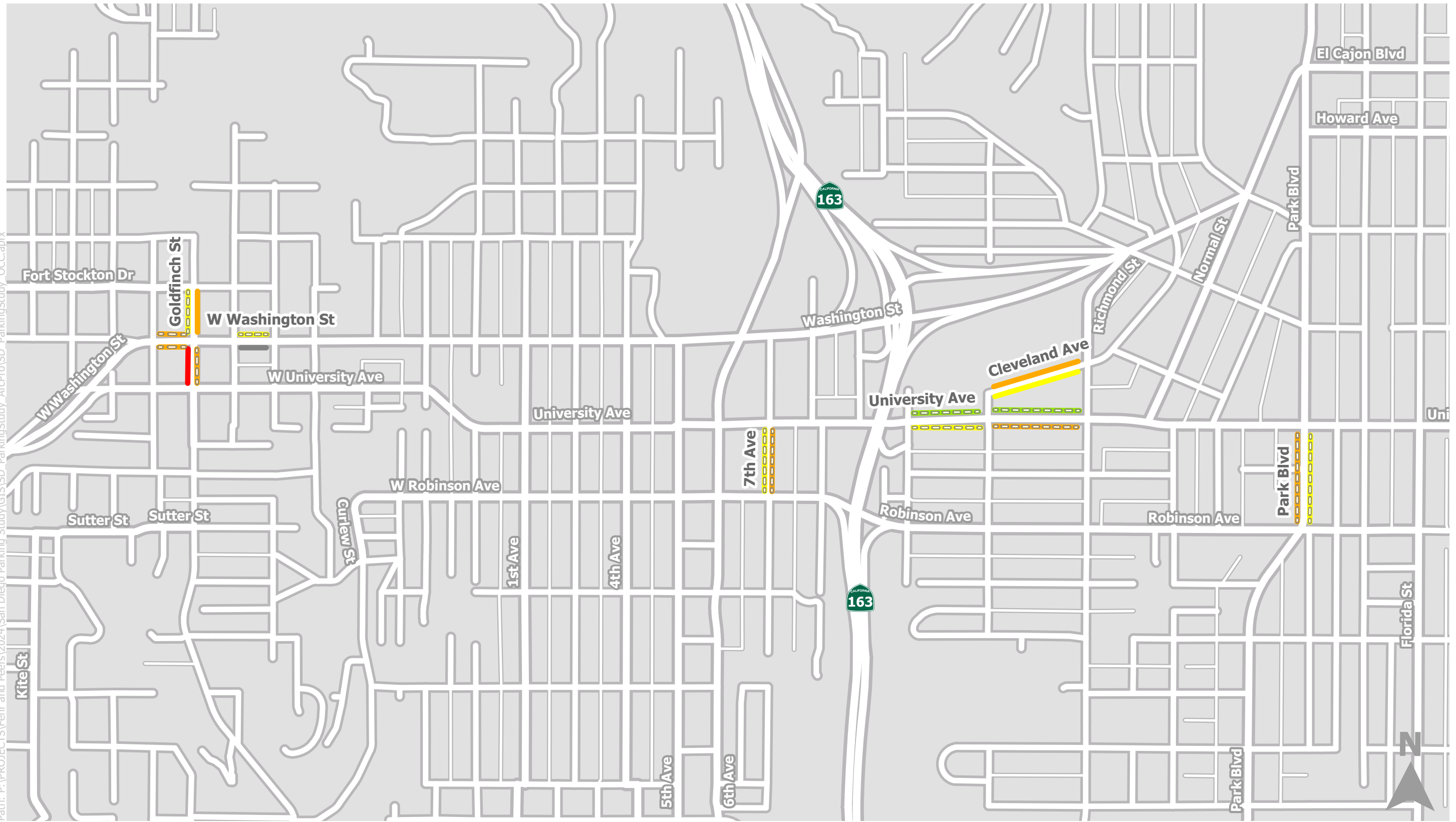
Parking Meters



Mid City CPD - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study

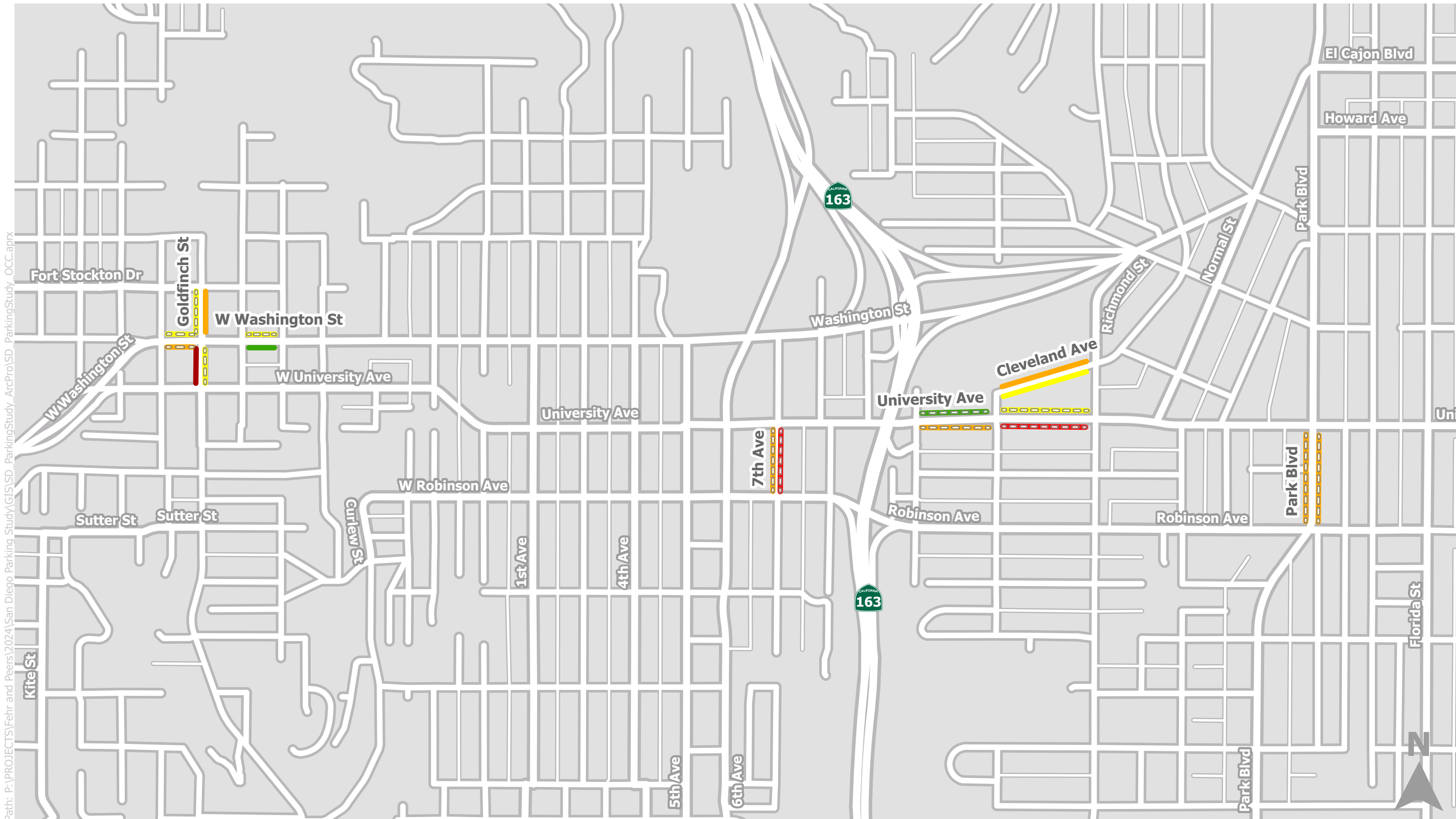


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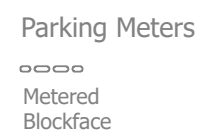
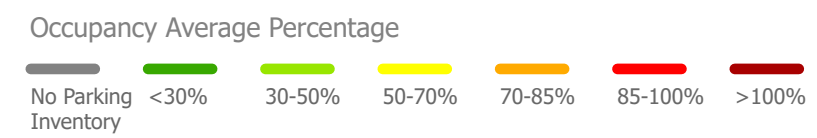


Uptown CPD - Thursday Average Occupancy
San Diego Citywide Parking Study



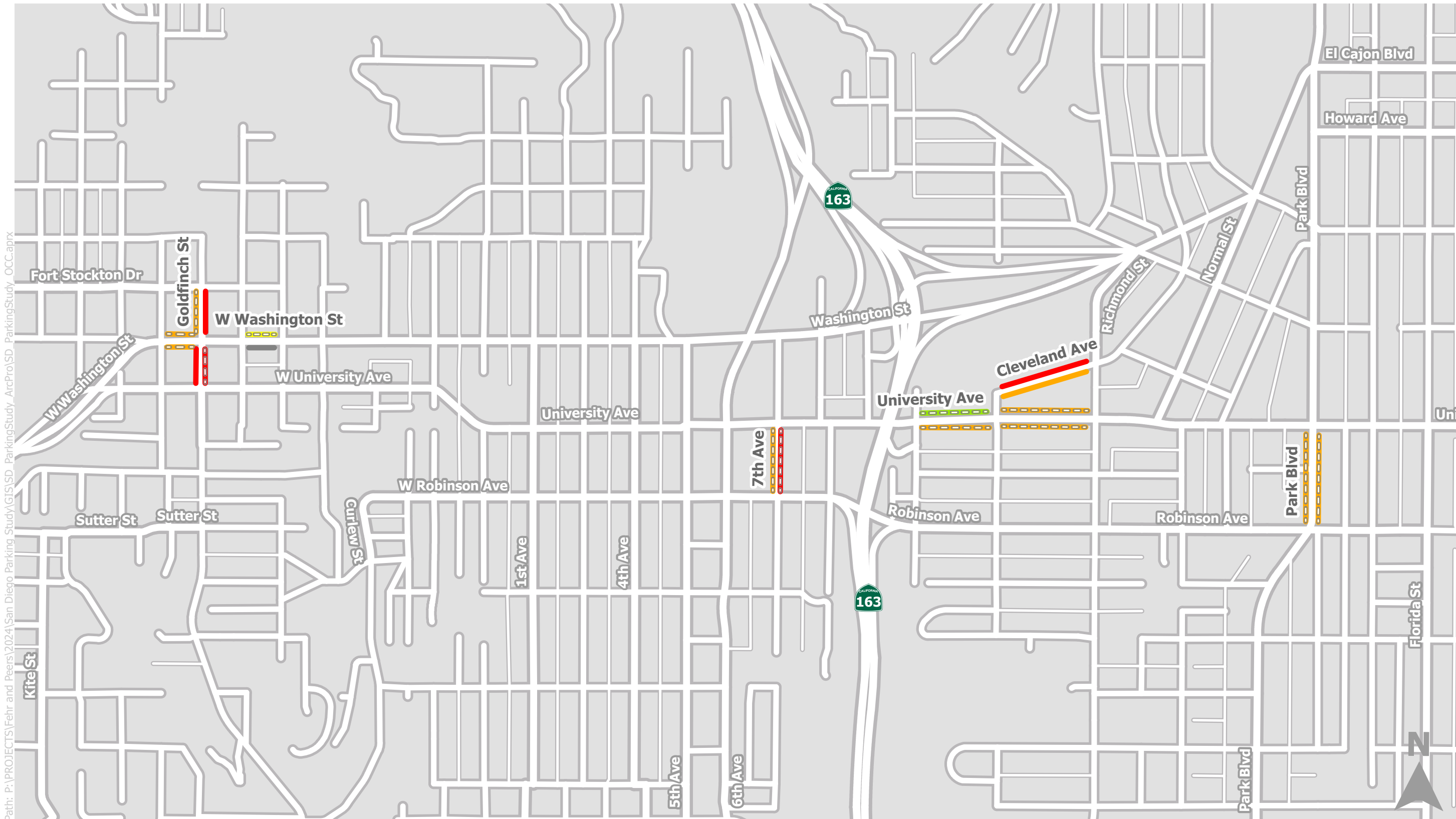


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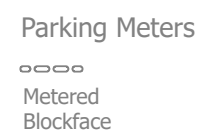
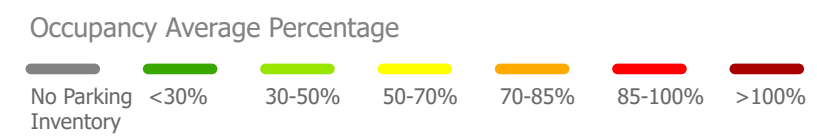


Uptown CPD - Saturday Average Occupancy
San Diego Citywide Parking Study





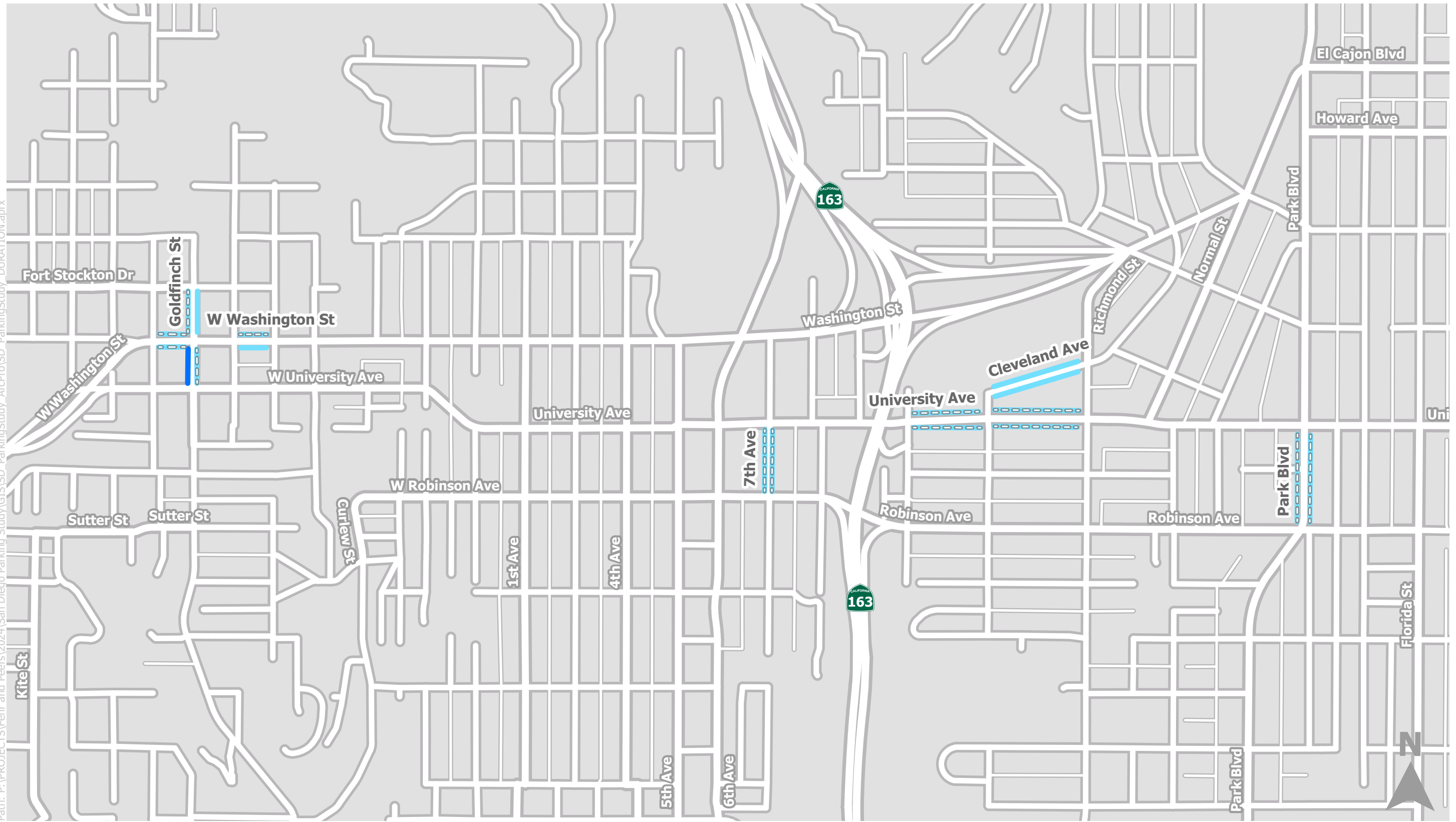
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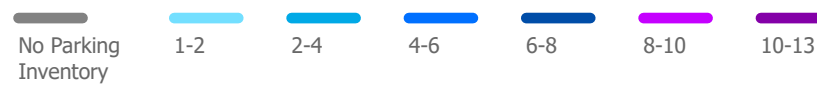
Uptown CPD - Sunday Average Occupancy
San Diego Citywide Parking Study



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Typical Parking Duration (Hours)



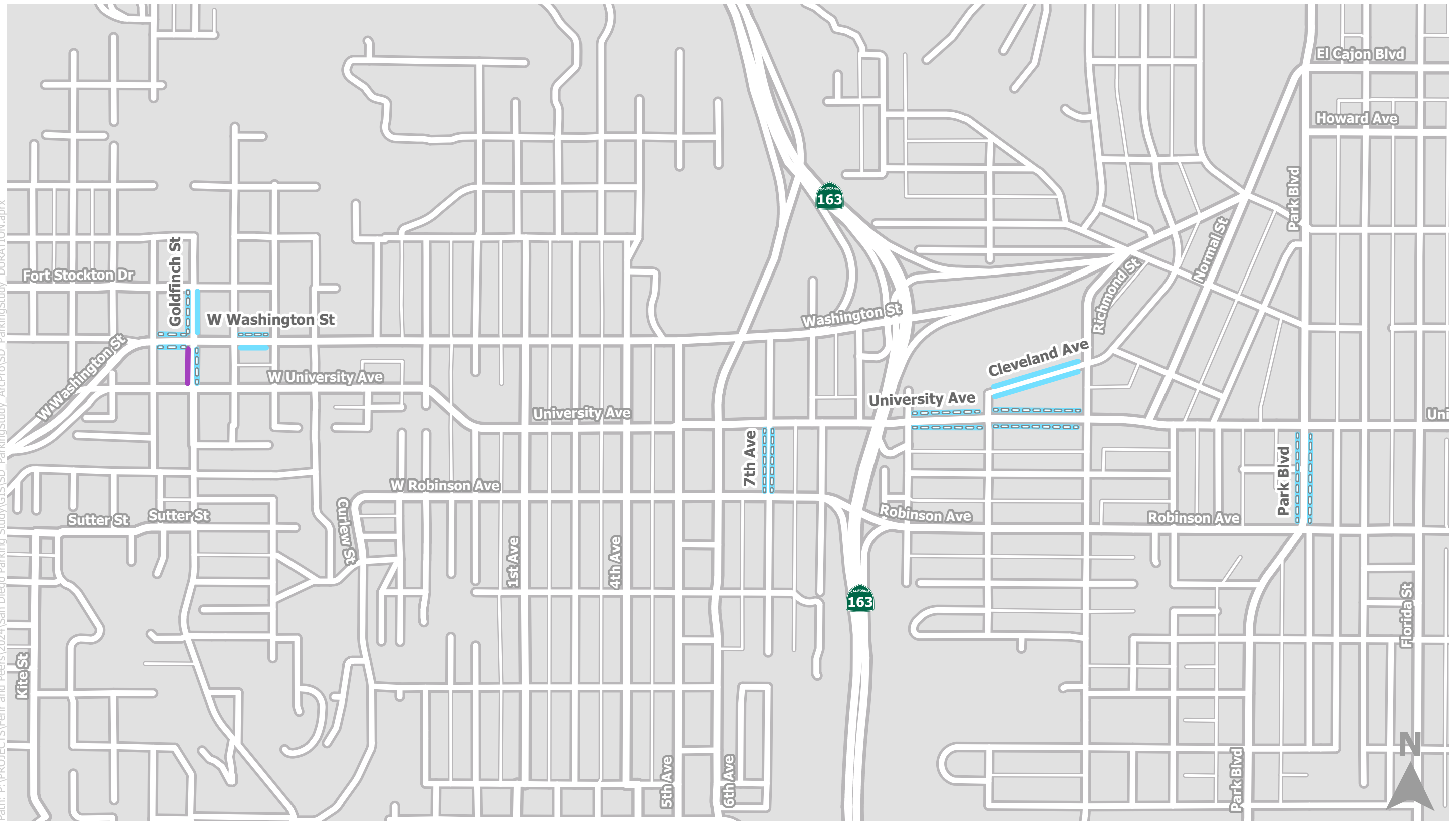
Parking Meters



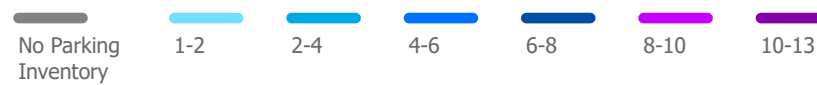
Uptown CPD - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



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Typical Parking Duration (Hours)



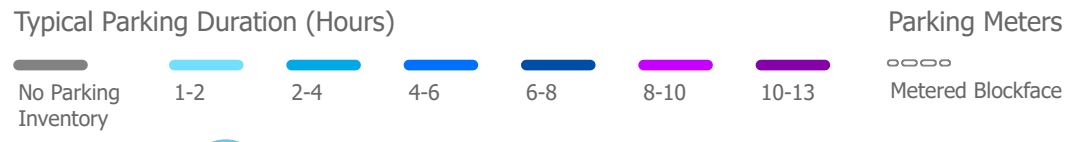
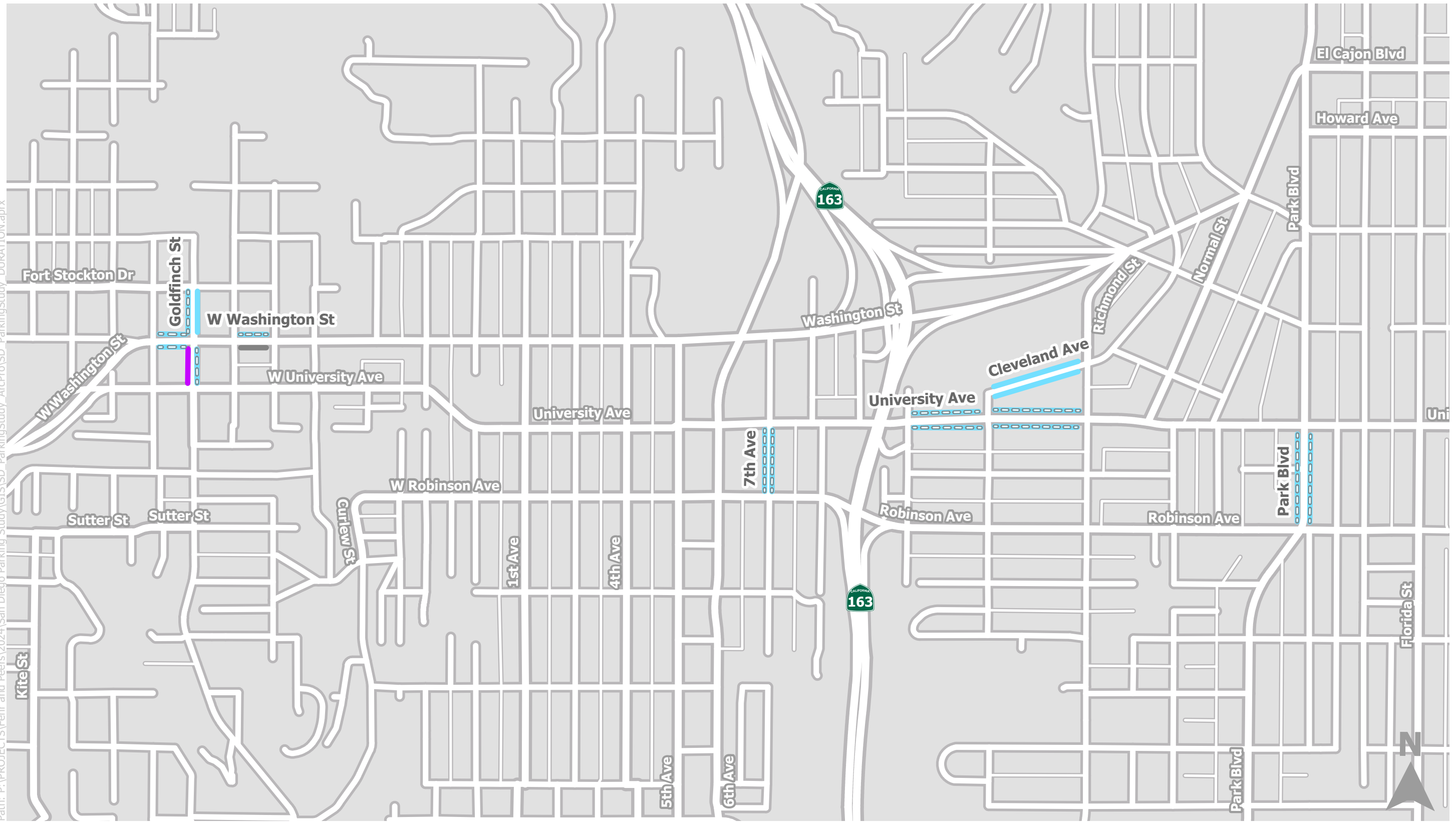
Parking Meters



Uptown CPD - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study

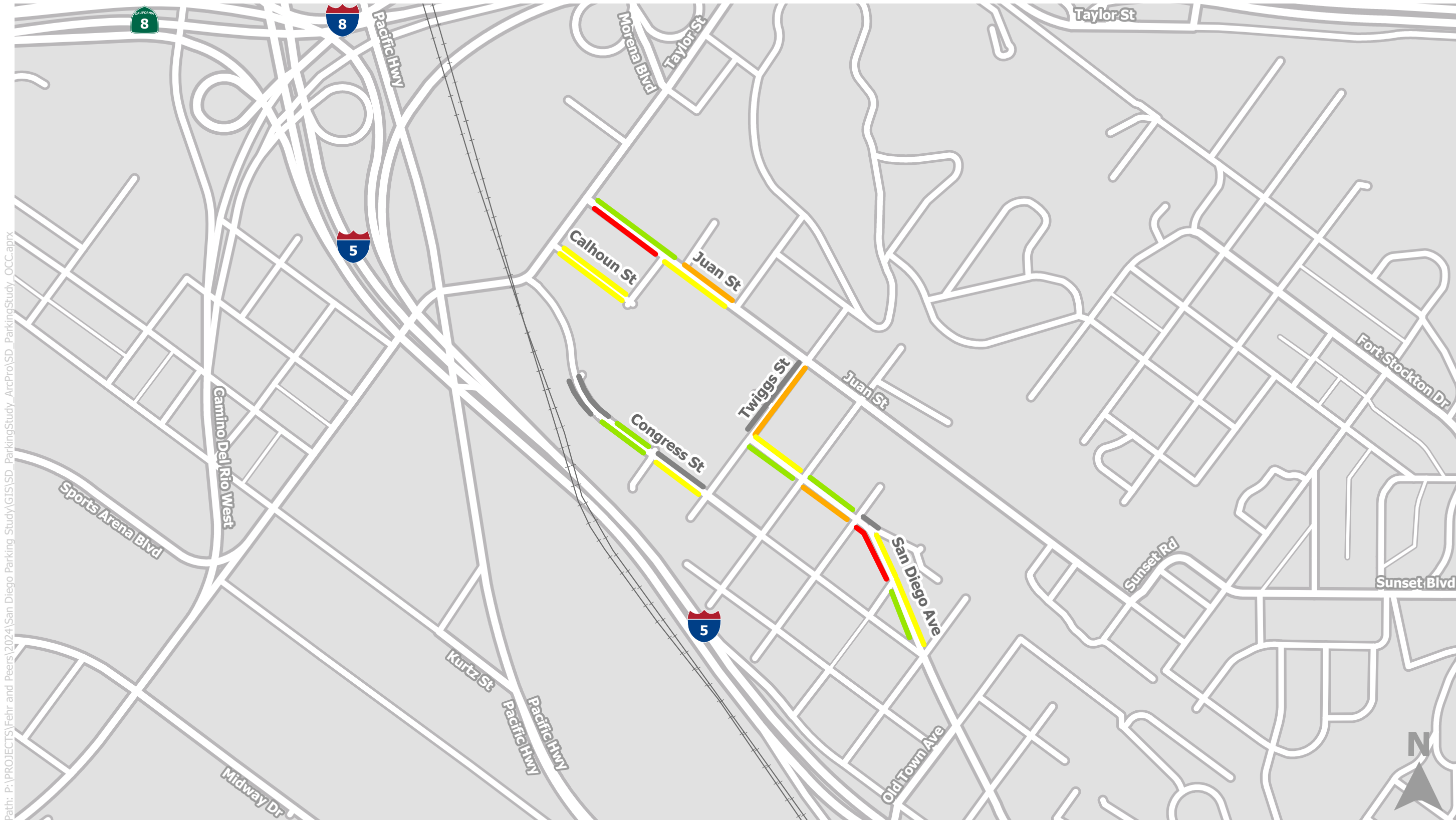


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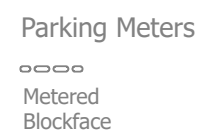
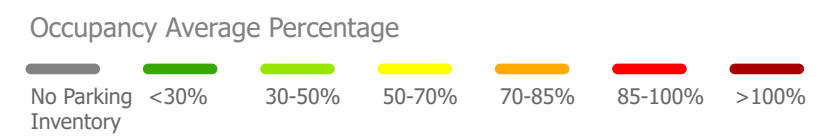


Uptown CPD - Sunday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



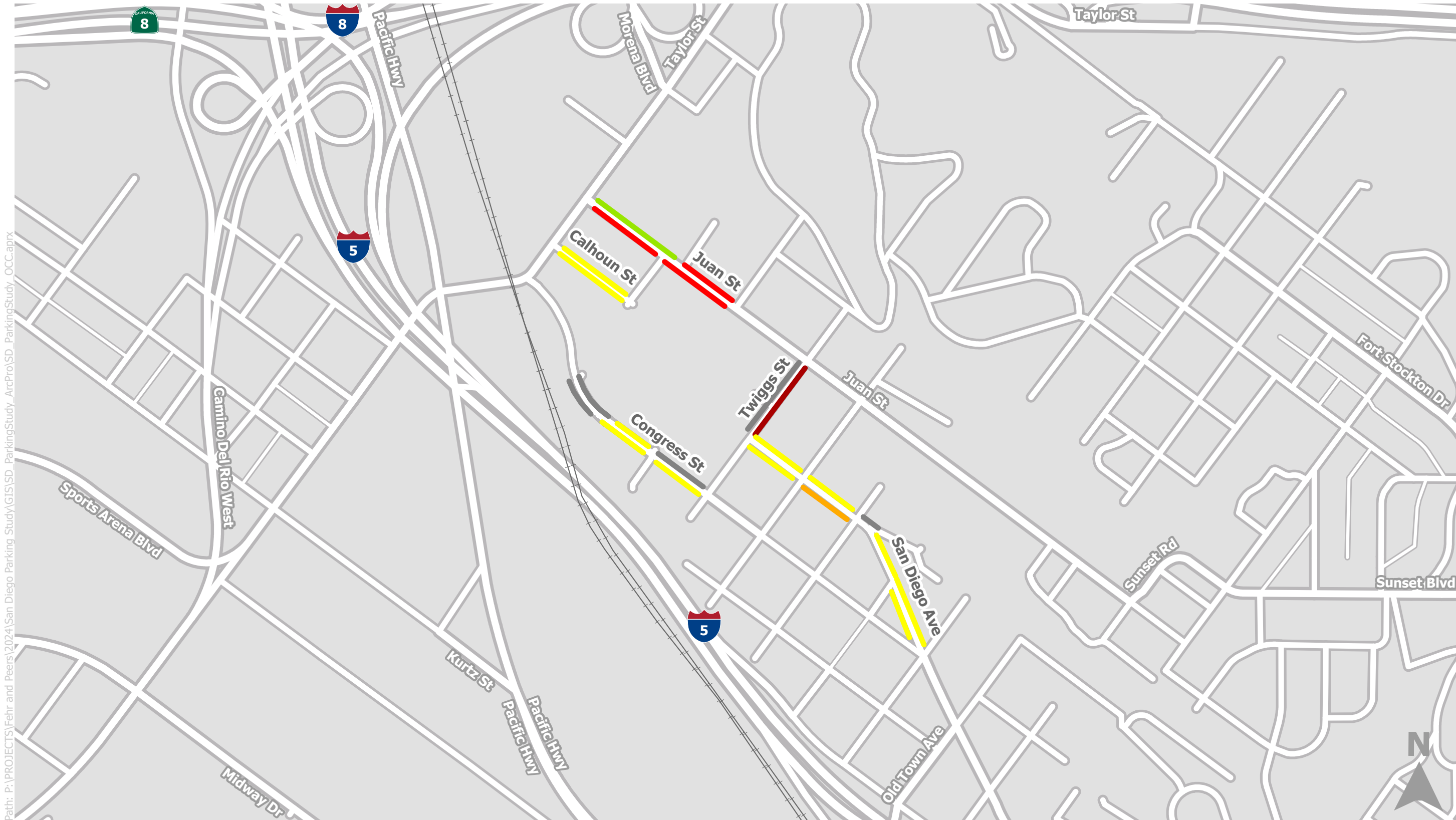


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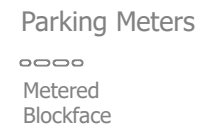
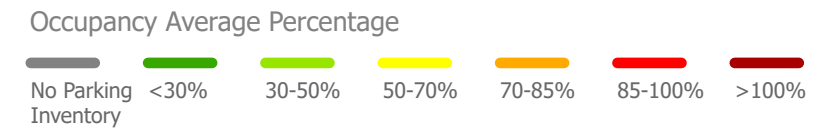


Old Town CPD - Thursday Average Occupancy
San Diego Citywide Parking Study



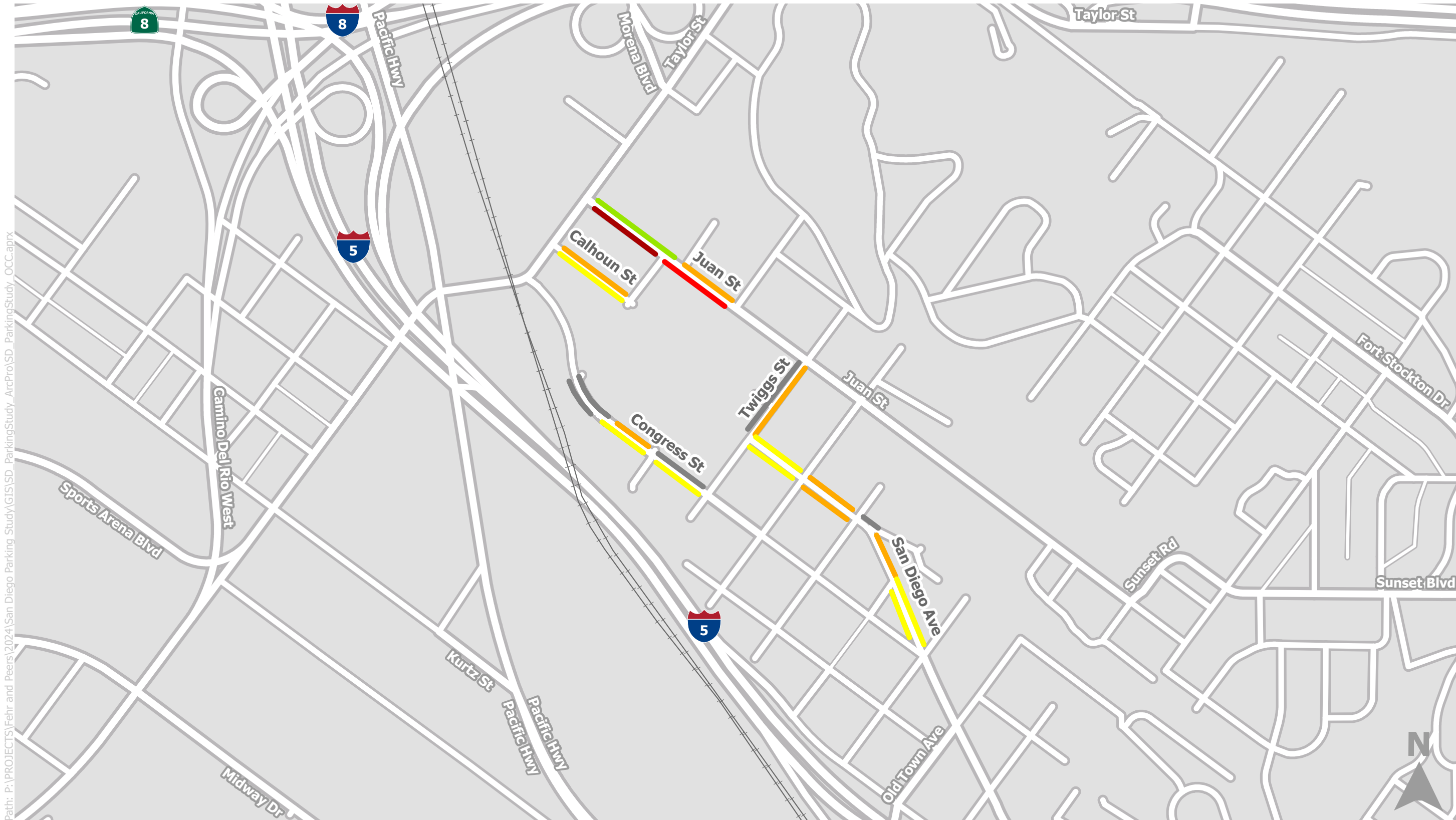


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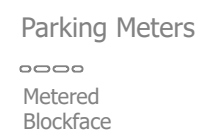
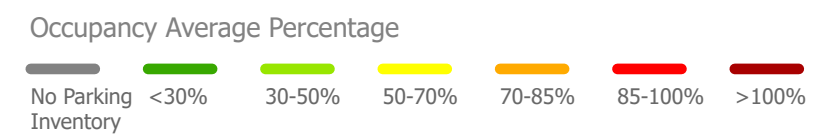


Old Town CPD - Saturday Average Occupancy
San Diego Citywide Parking Study



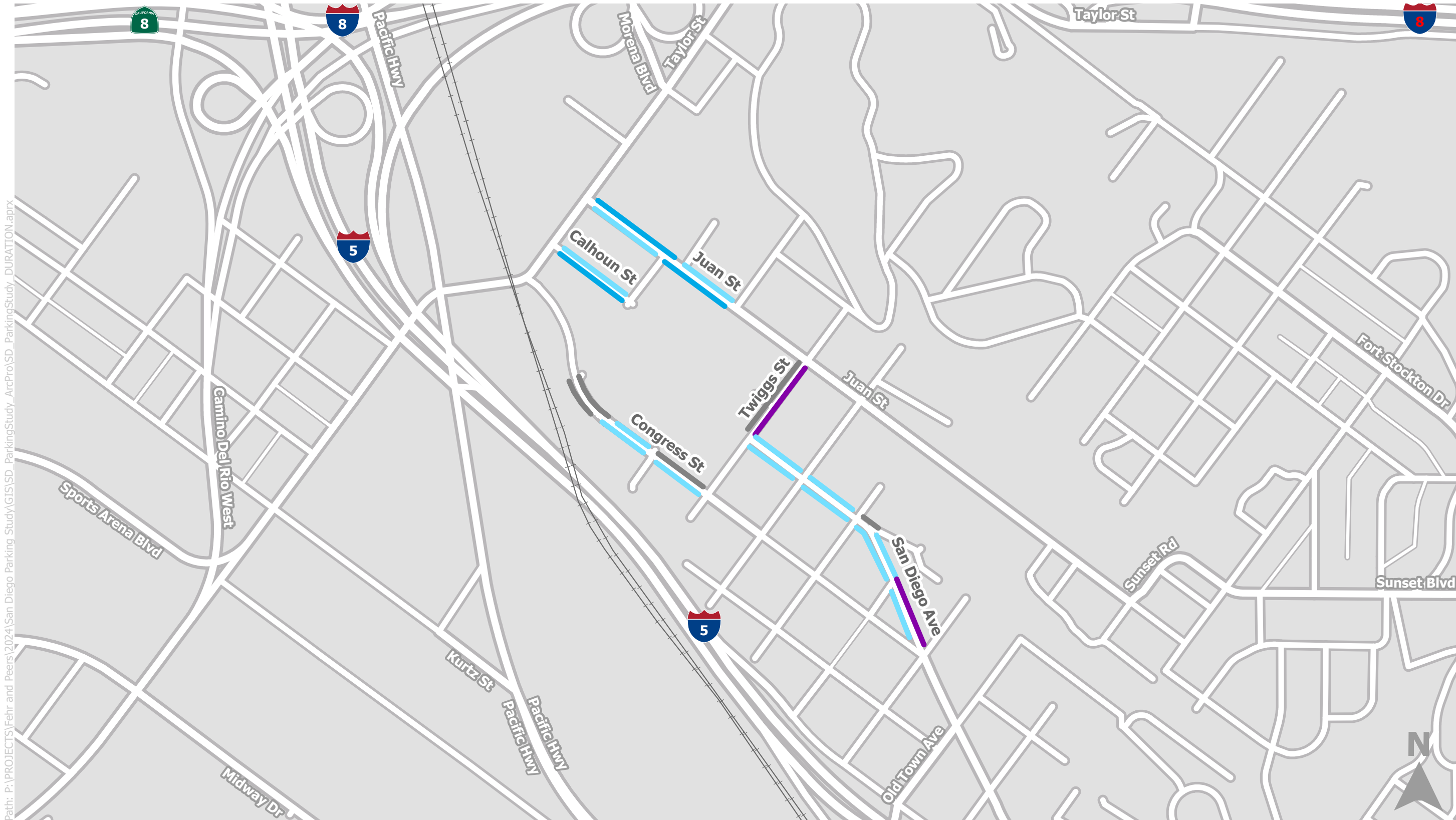


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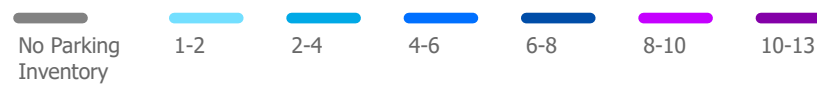
Old Town CPD - Sunday Average Occupancy
San Diego Citywide Parking Study





Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_DURATION.aprx

Typical Parking Duration (Hours)

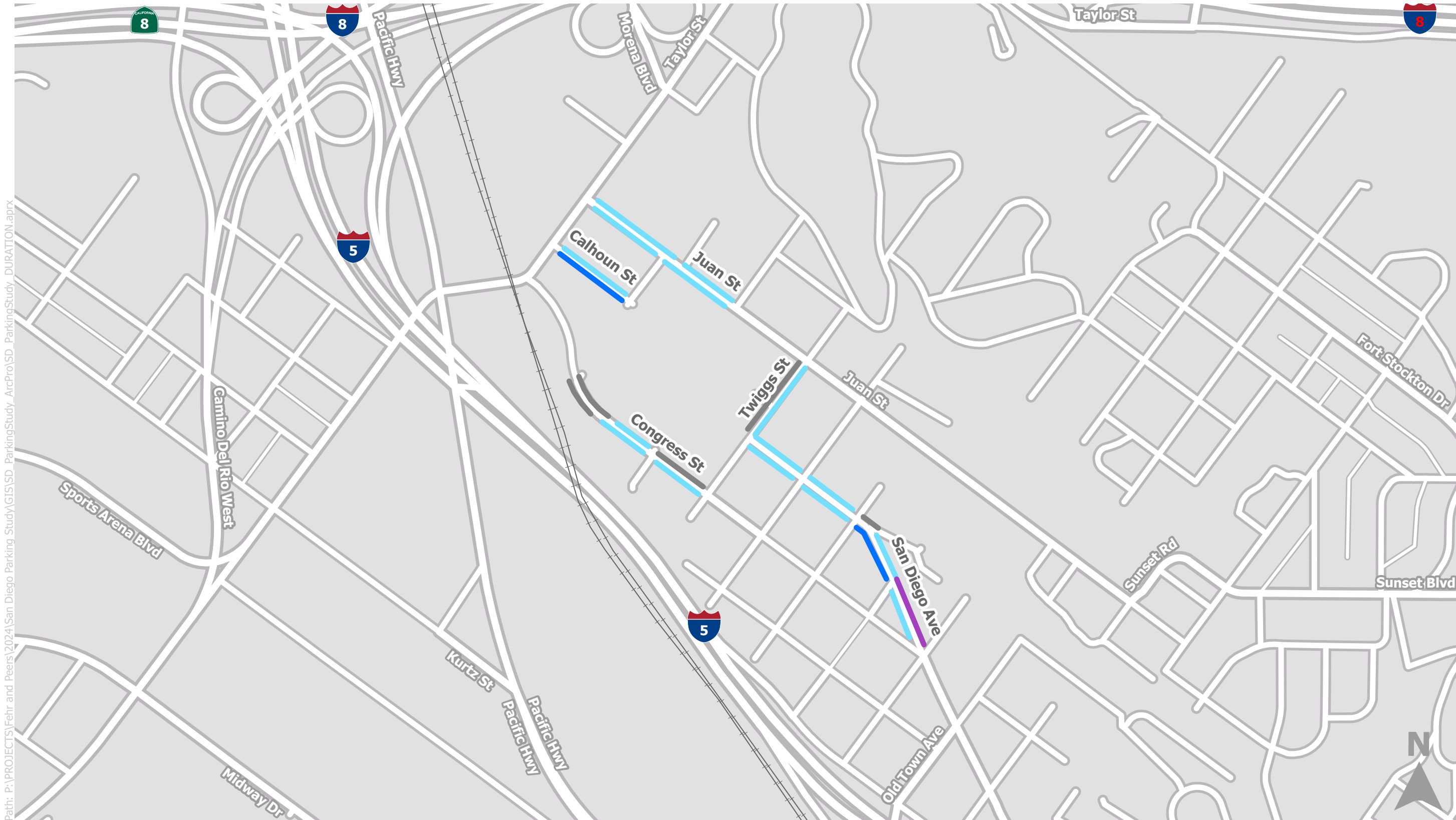


Parking Meters

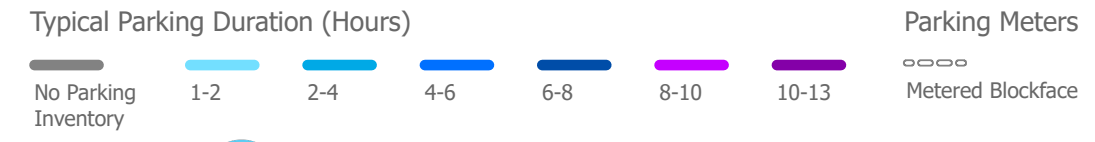


Old Town CPD - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



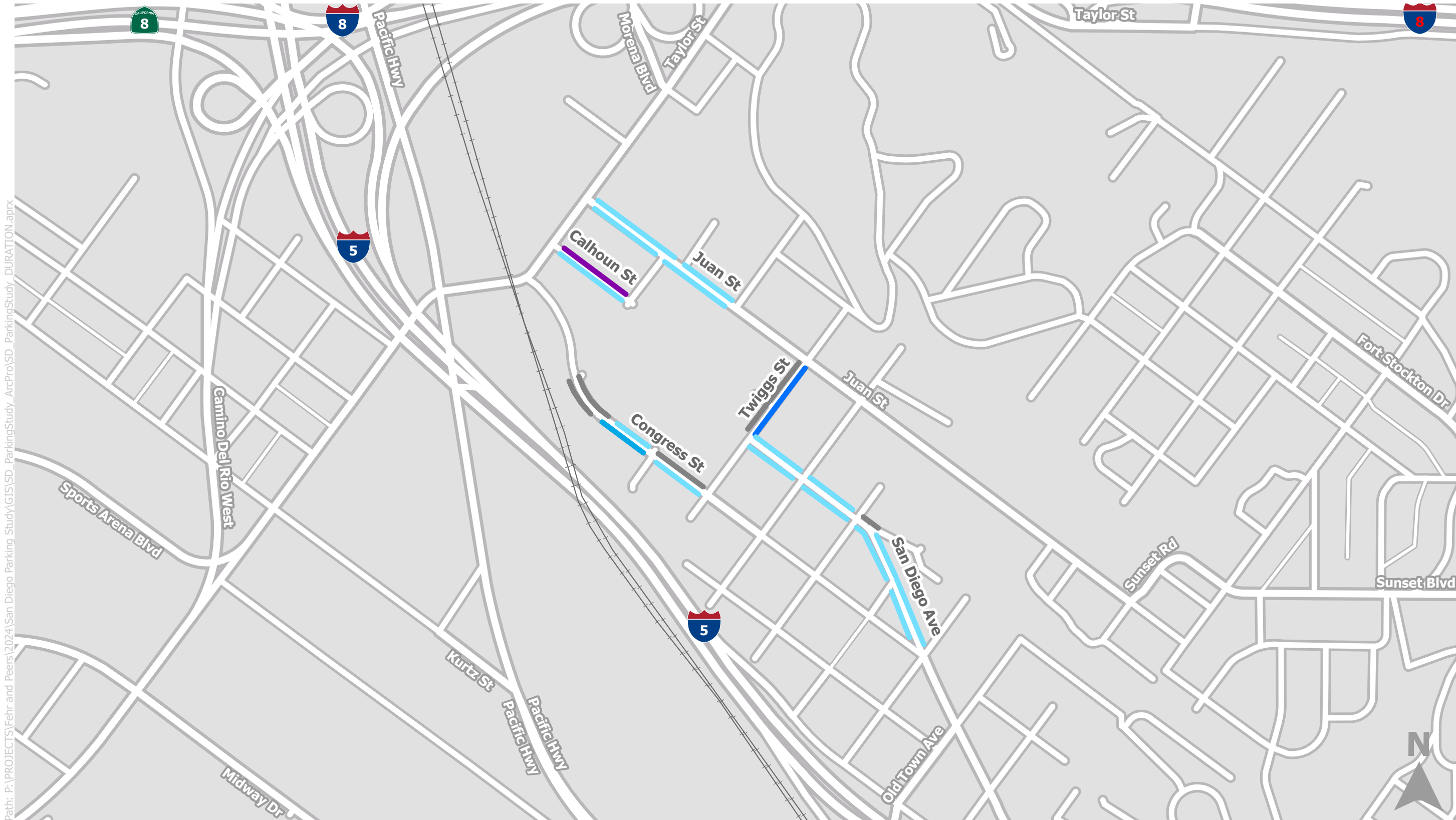


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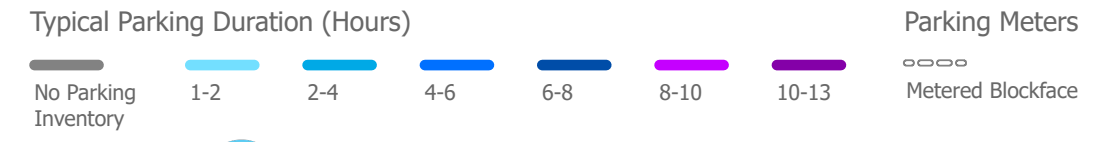


Old Town CPD - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study





Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_DURATION.aprx



Old Town CPD - Sunday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_OCC.aprx



Occupancy Average Percentage



Parking Meters

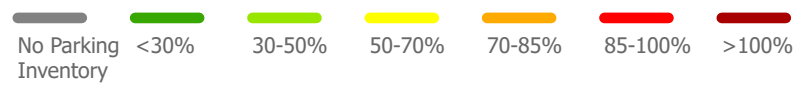


Pacific Beach CPD - Thursday Average Occupancy
San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_OCC.aprx



Occupancy Average Percentage



Parking Meters



Pacific Beach CPD - Saturday Average Occupancy
San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_OCC.aprx



Occupancy Average Percentage



Parking Meters



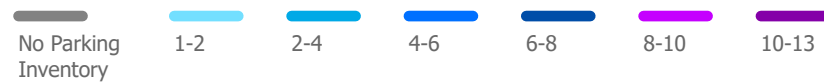
Pacific Beach CPD - Sunday Average Occupancy
San Diego Citywide Parking Study



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Typical Parking Duration (Hours)

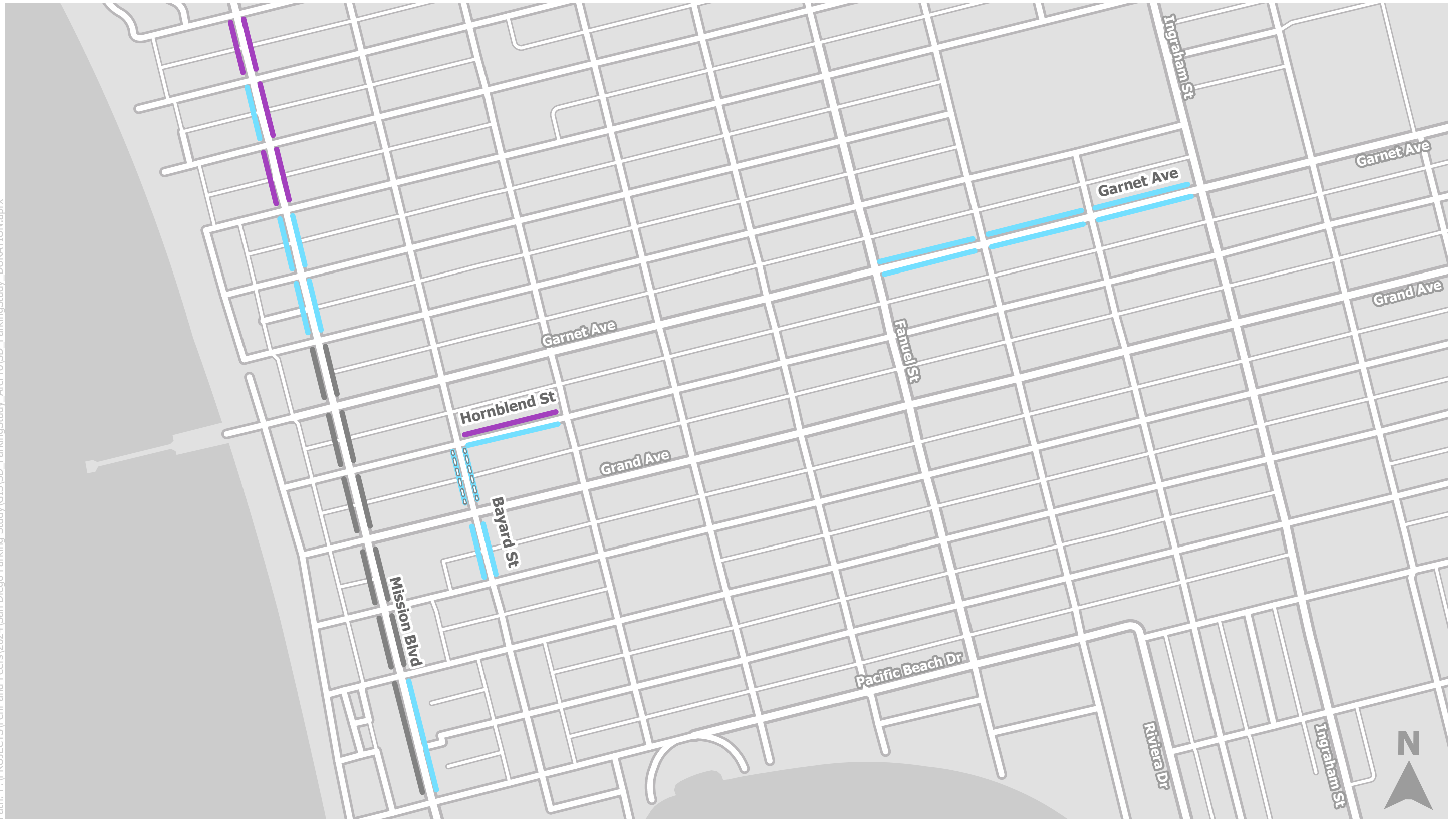


Parking Meters

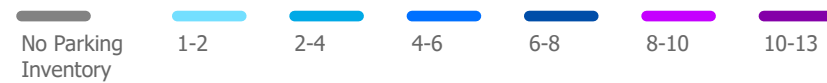


Pacific Beach CPD - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_DURATION.aprx



Typical Parking Duration (Hours)



Parking Meters



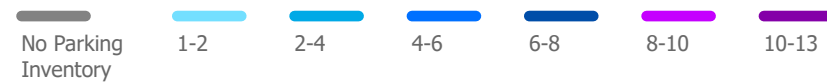
Pacific Beach CPD - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



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Typical Parking Duration (Hours)

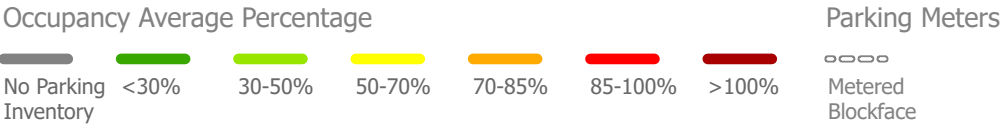
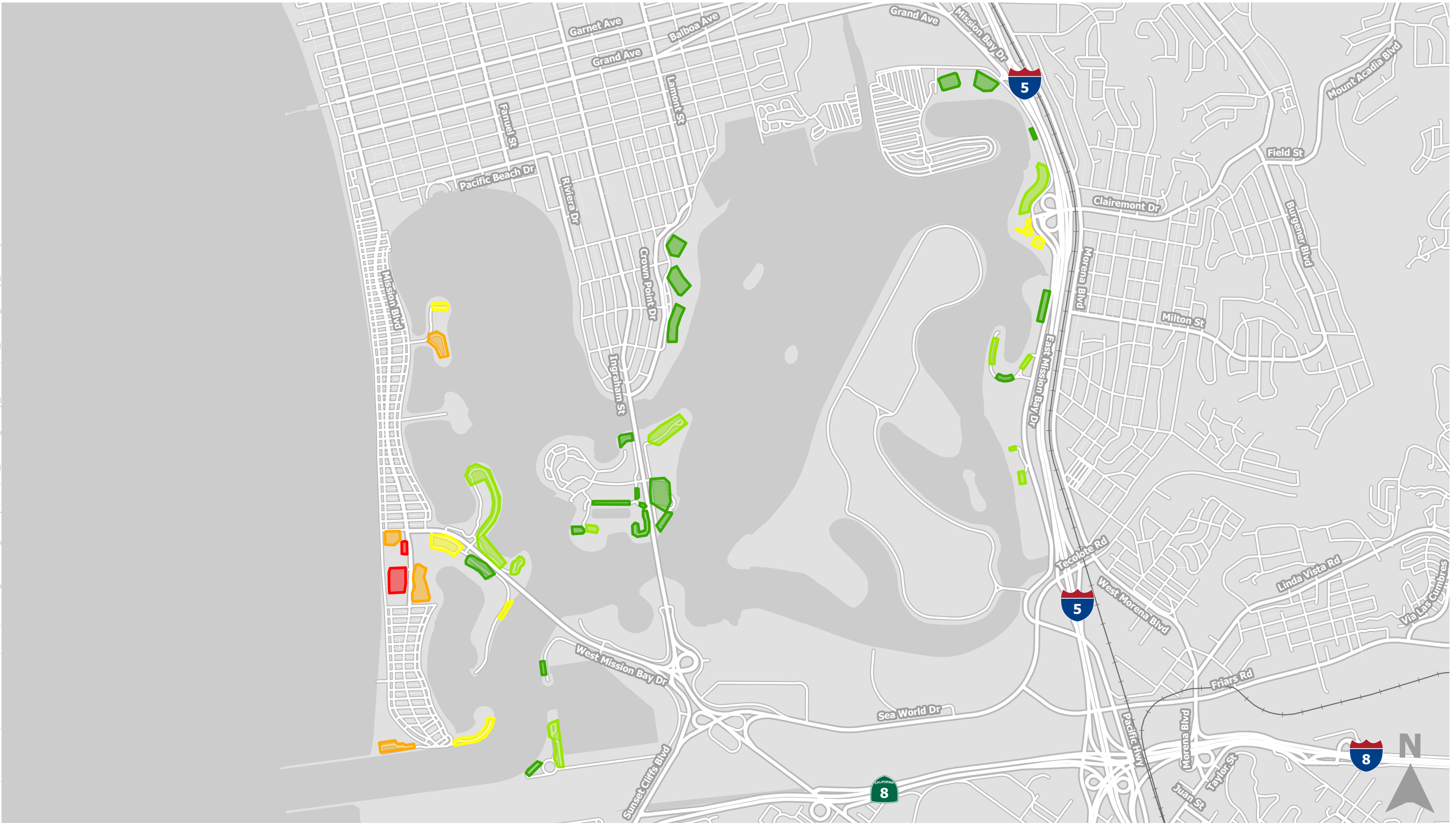


Parking Meters



Pacific Beach CPD - Sunday Typical Parking Duration (Hours)
San Diego Citywide Parking Study

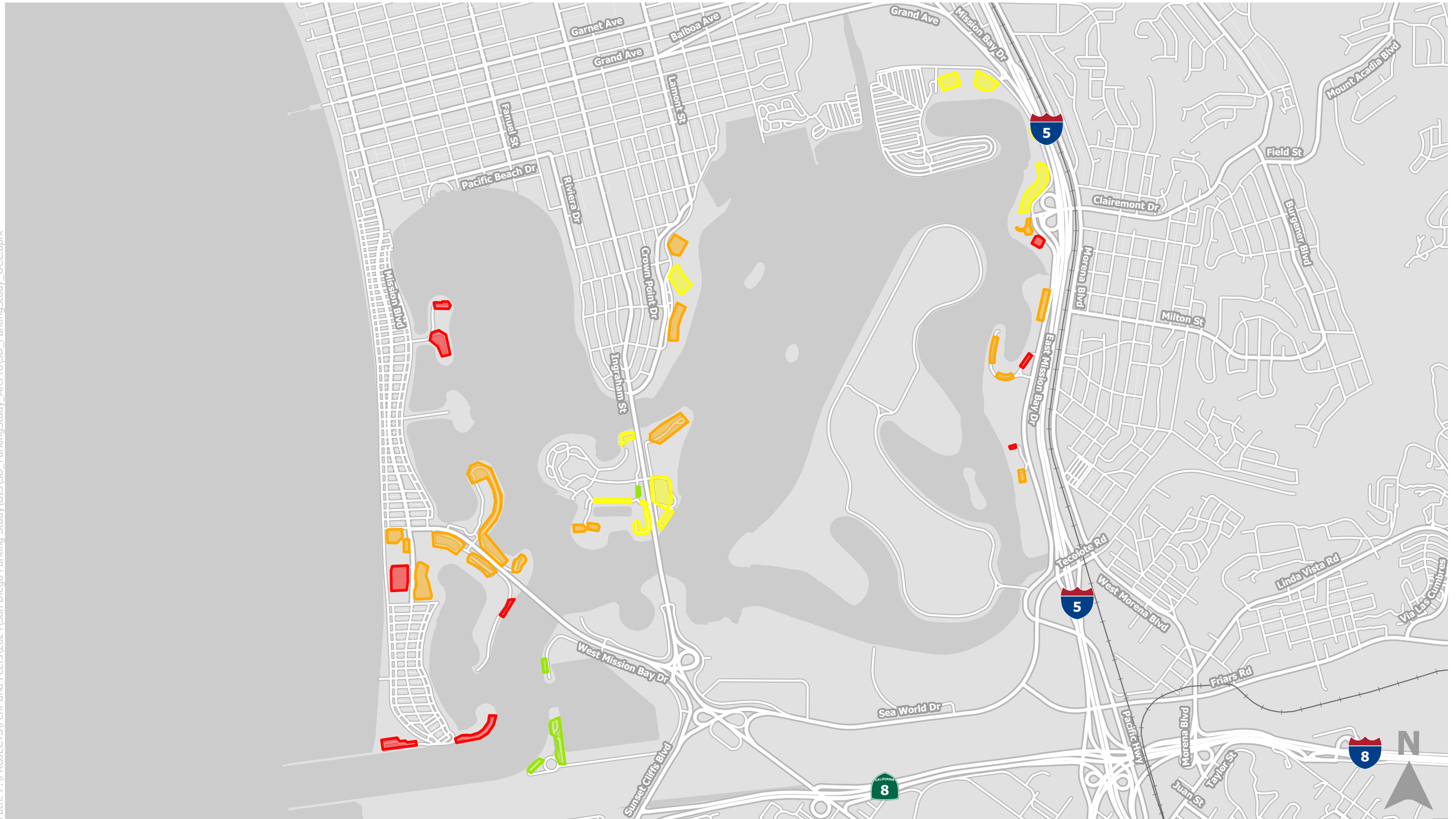
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Mission Bay - Thursday Average Occupancy
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_OCC.aprx



Occupancy Average Percentage



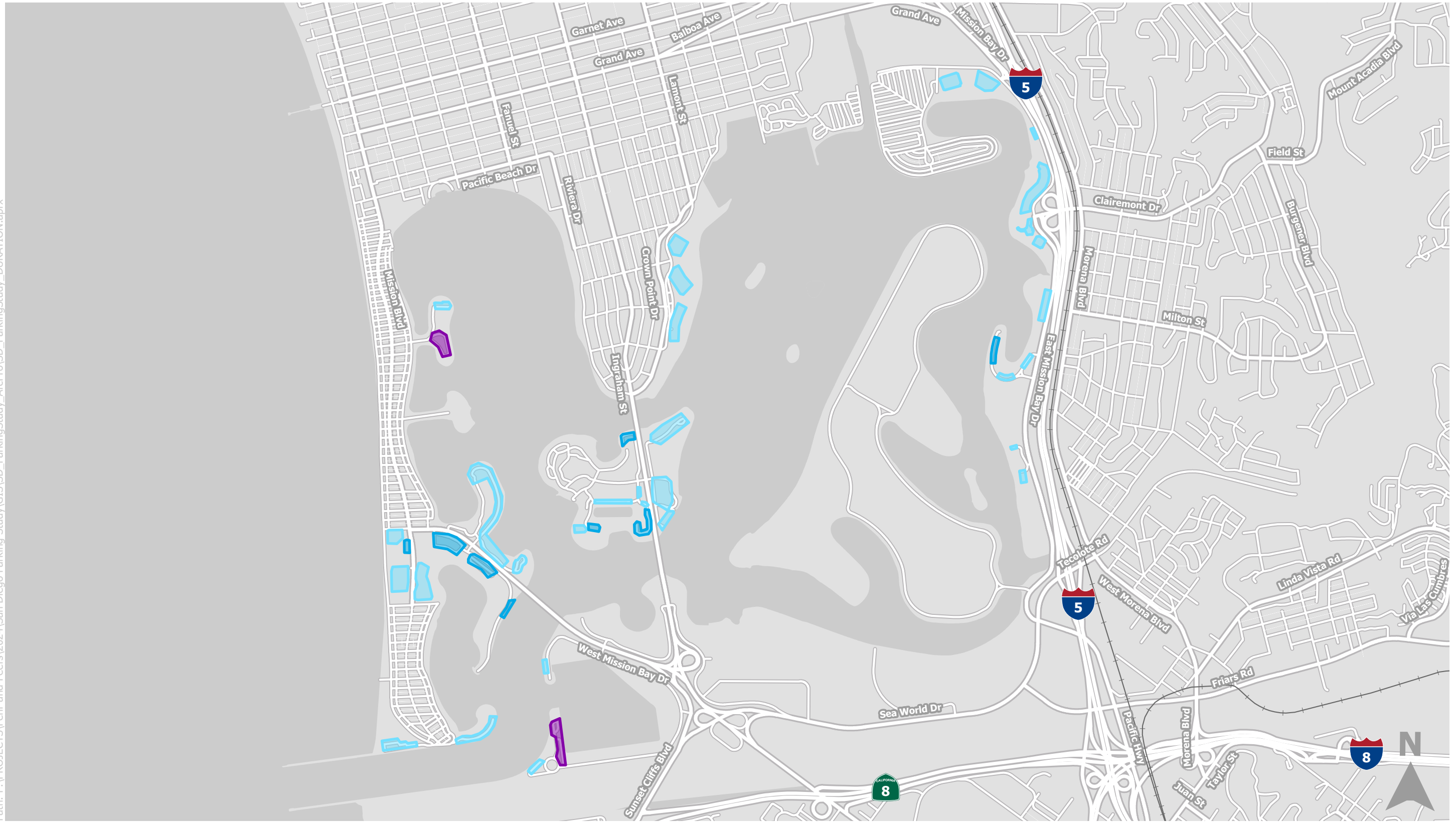
Parking Meters



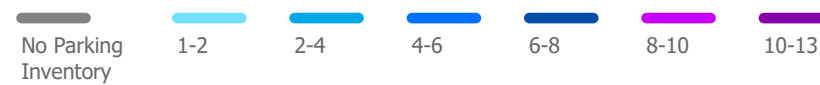
Mission Bay - Saturday Average Occupancy
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_DURATION.aprx



Typical Parking Duration (Hours)



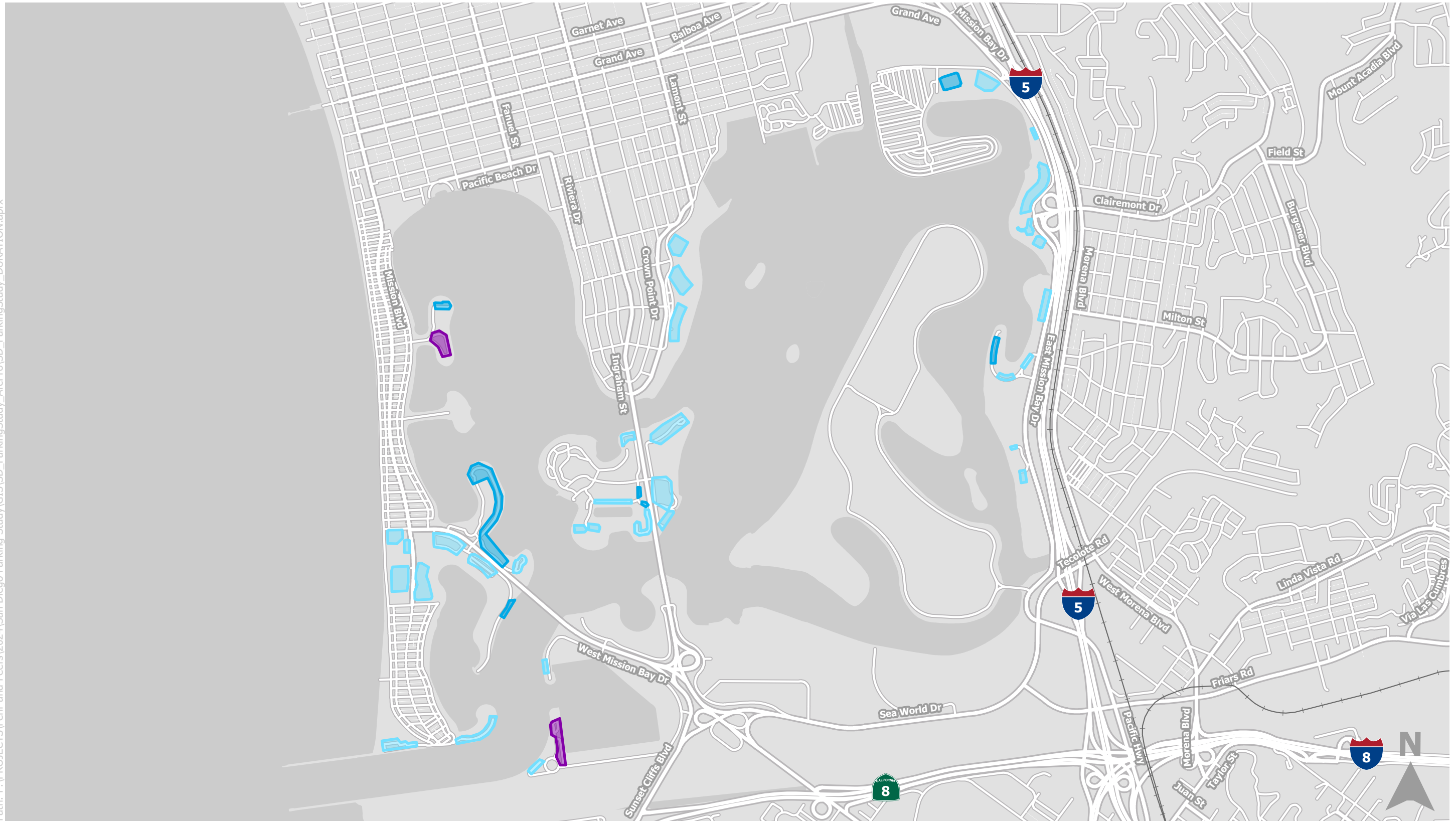
Parking Meters



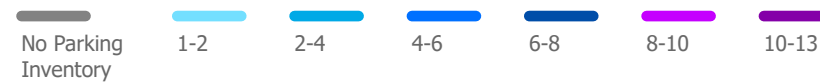
Mission Bay - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_DURATION.aprx



Typical Parking Duration (Hours)



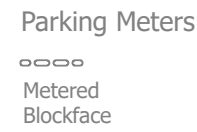
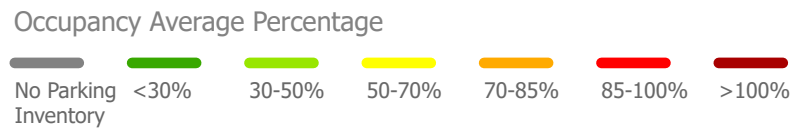
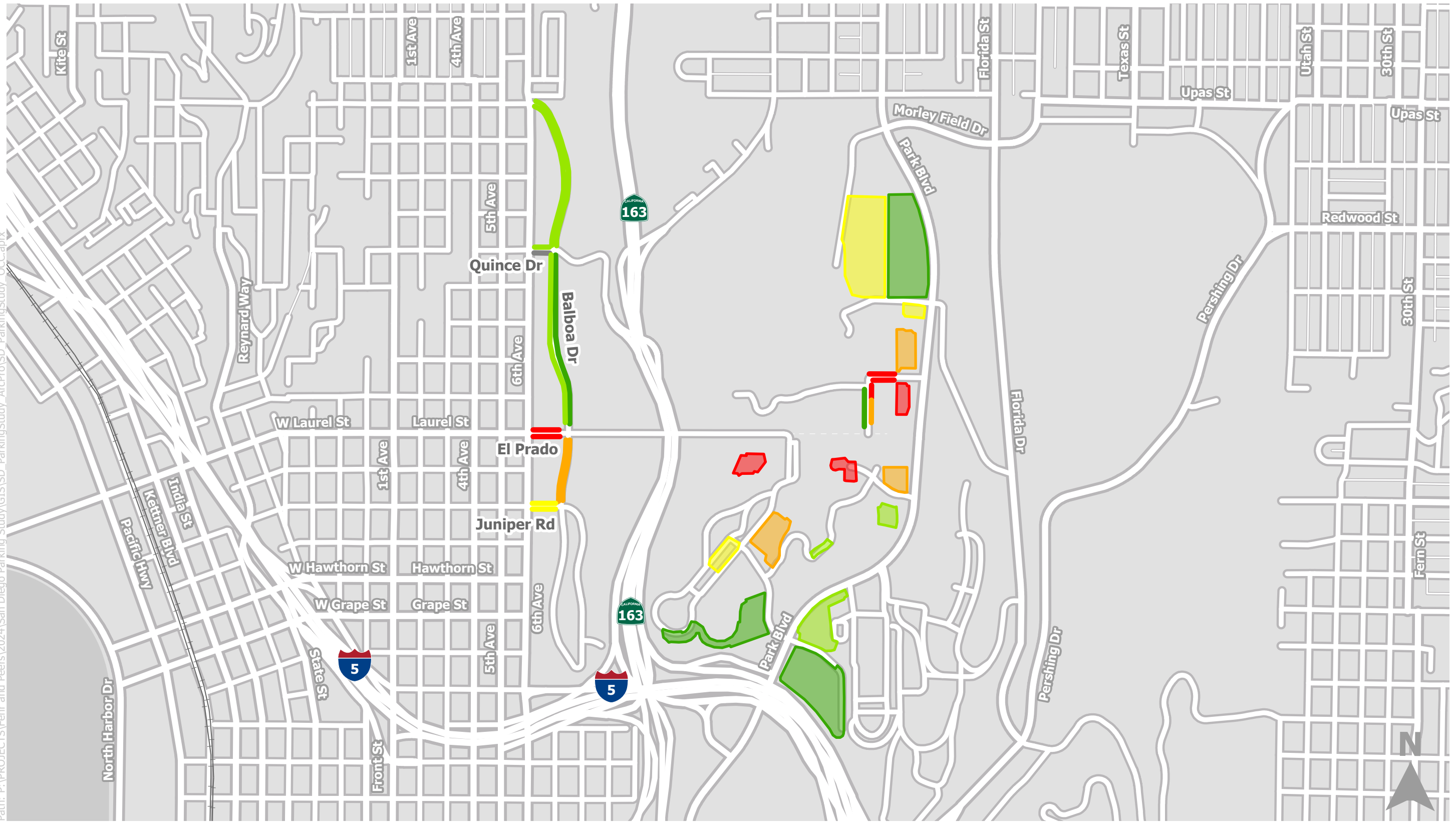
Parking Meters



Mission Bay - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



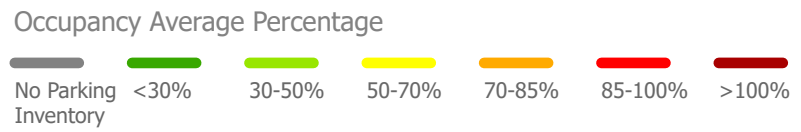
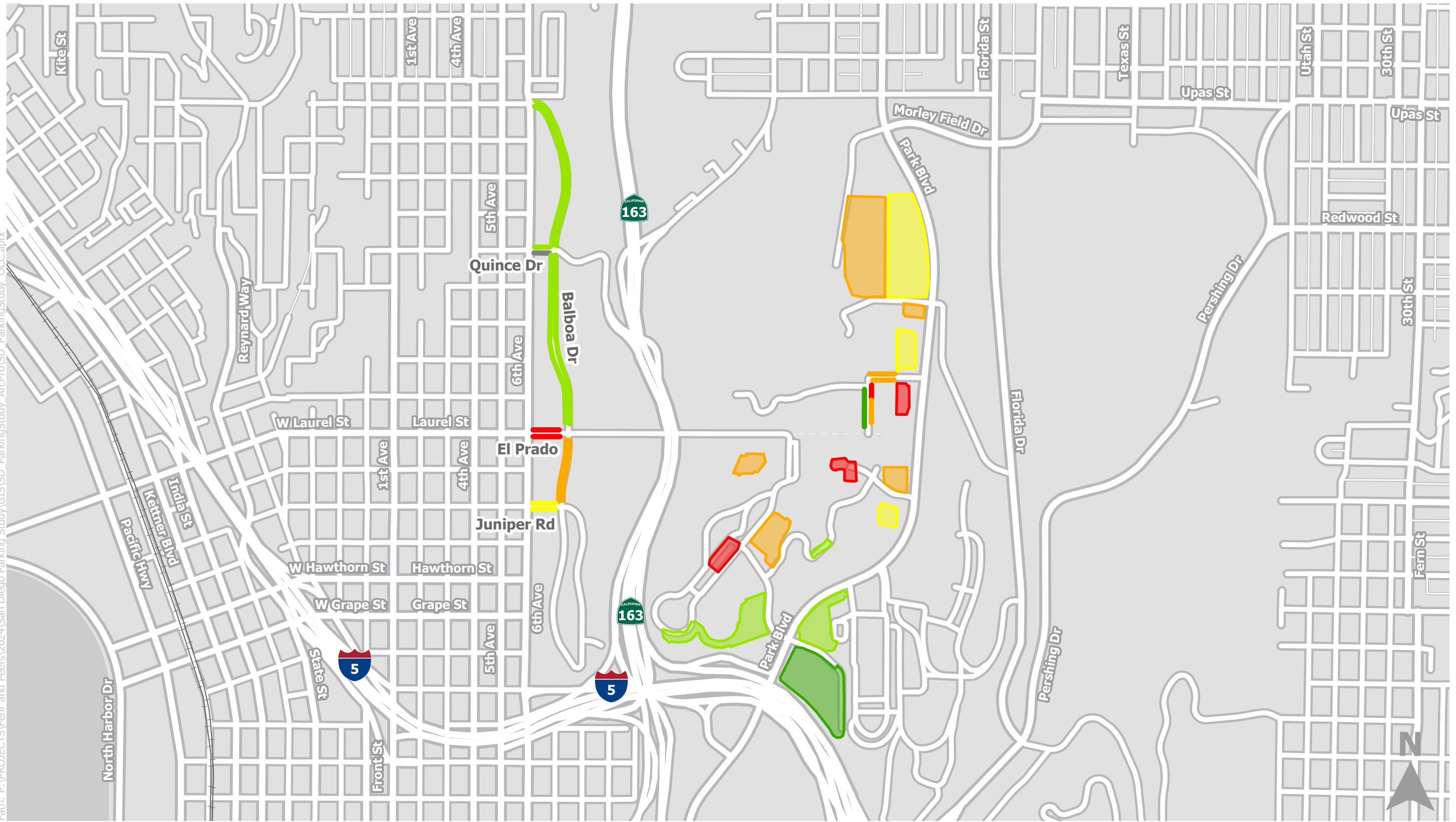
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Balboa Park - Thursday Average Occupancy
San Diego Citywide Parking Study



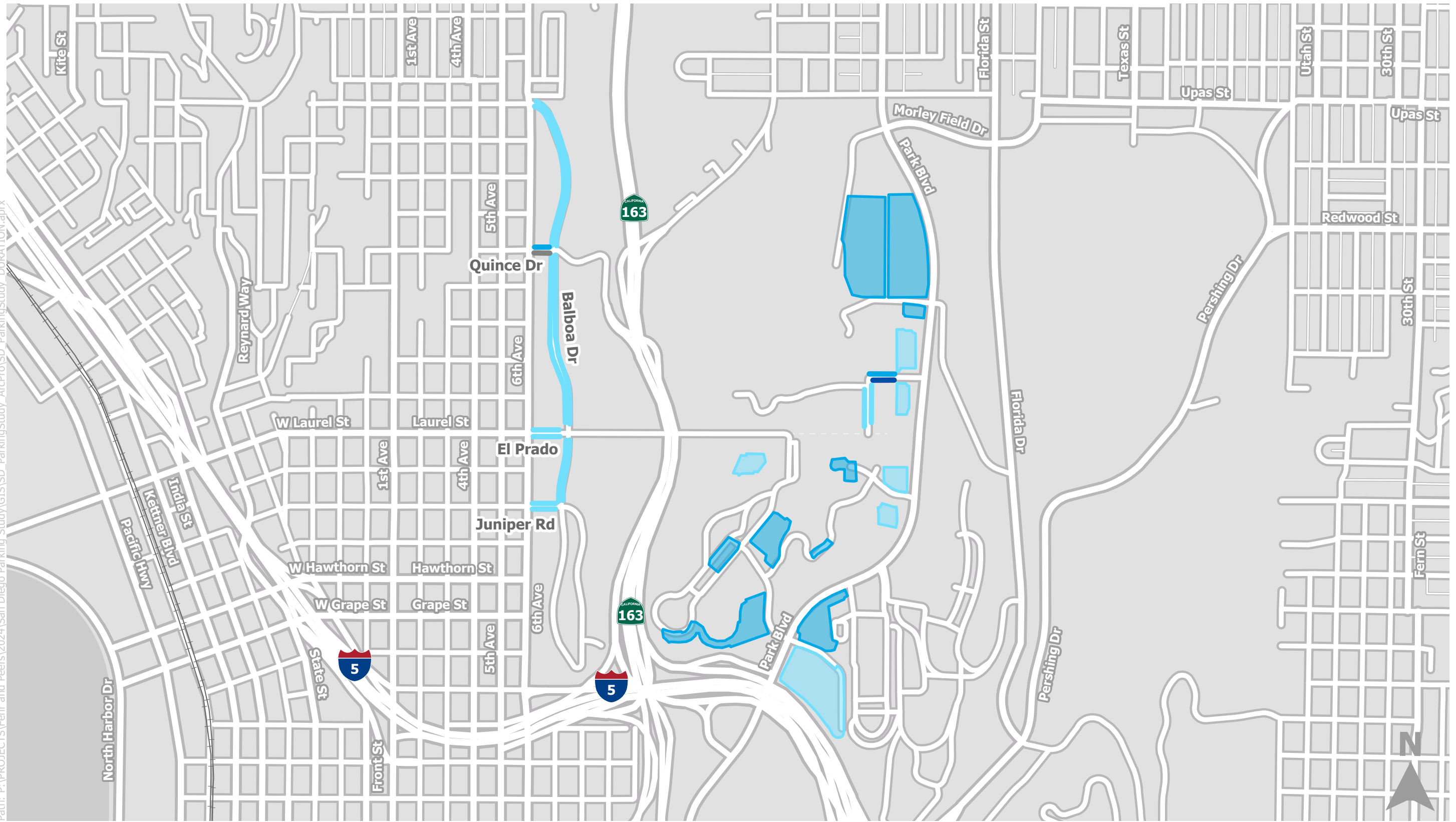
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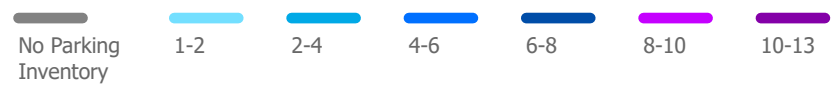
Balboa Park - Saturday Average Occupancy
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_DURATION.aprx



Typical Parking Duration (Hours)



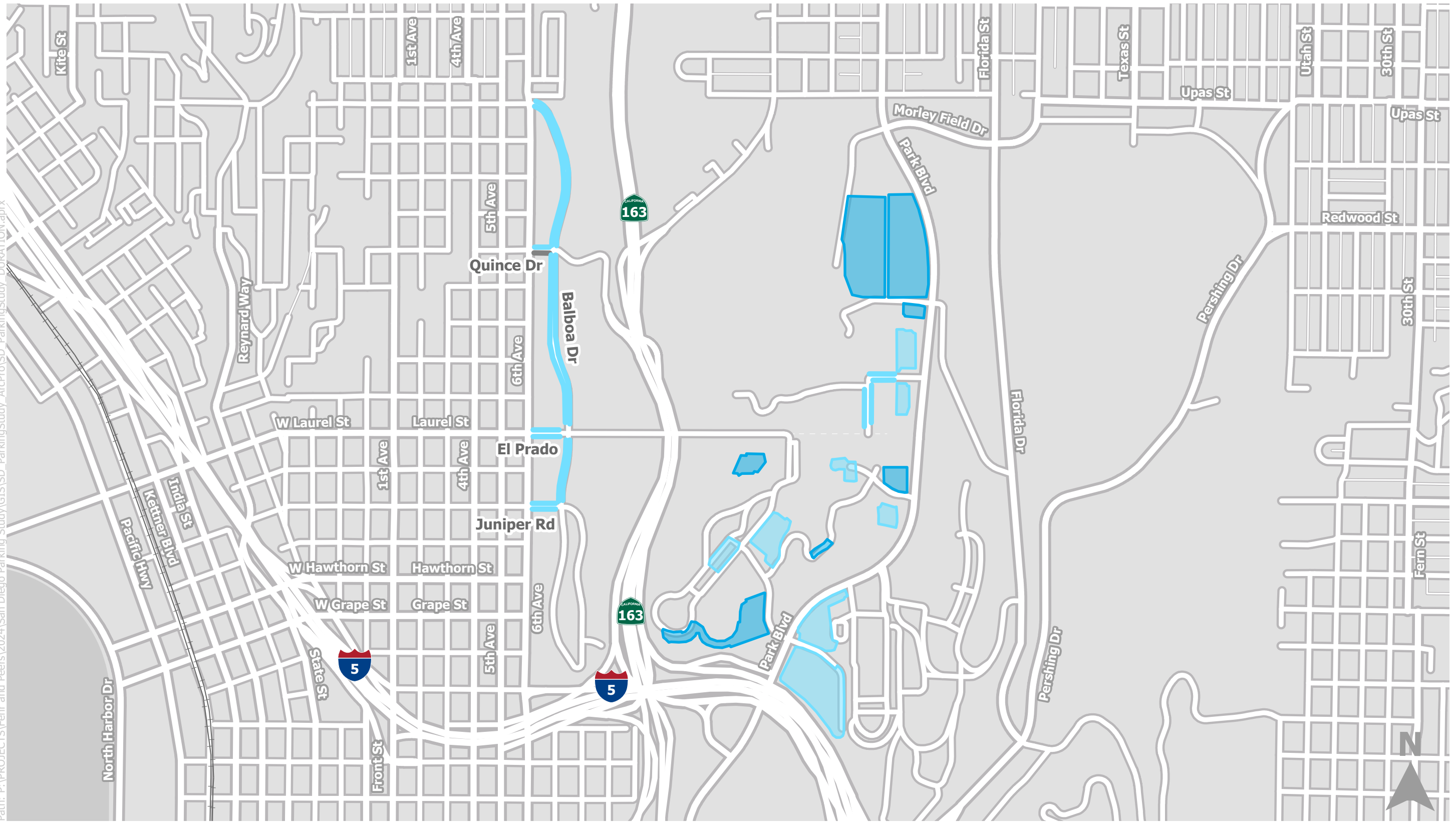
Parking Meters



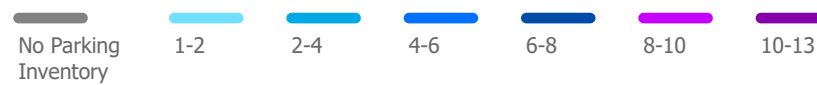
Balboa Park - Thursday Typical Parking Duration (Hours)
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_DURATION.aprx



Typical Parking Duration (Hours)



Parking Meters

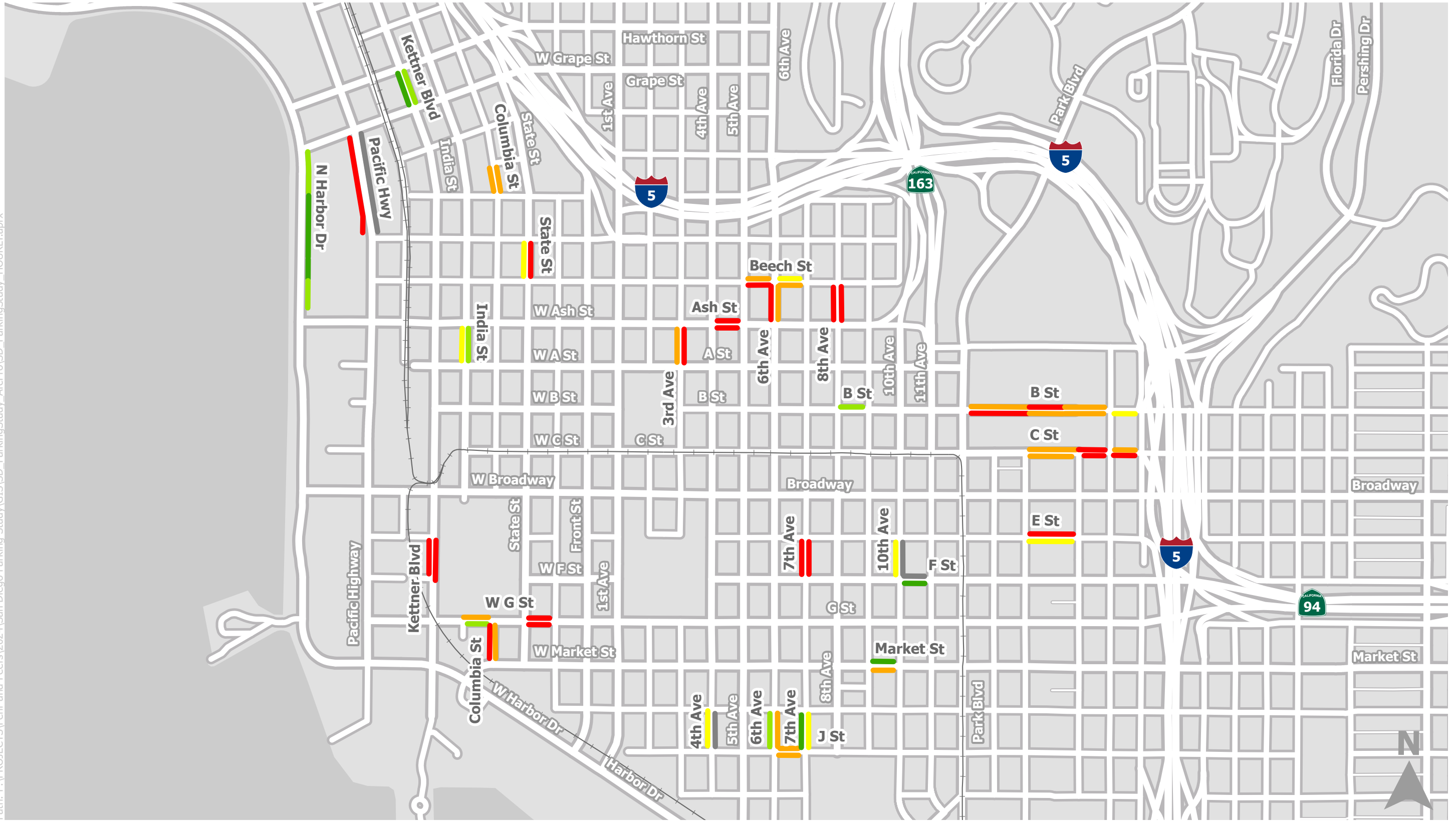


Balboa Park - Saturday Typical Parking Duration (Hours)
San Diego Citywide Parking Study

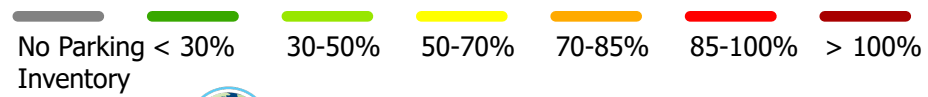


Appendix B: Hourly Parking Occupancy Heat Maps

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx

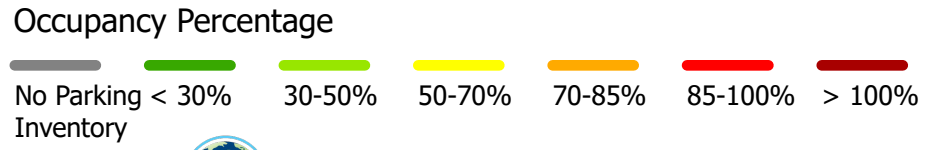
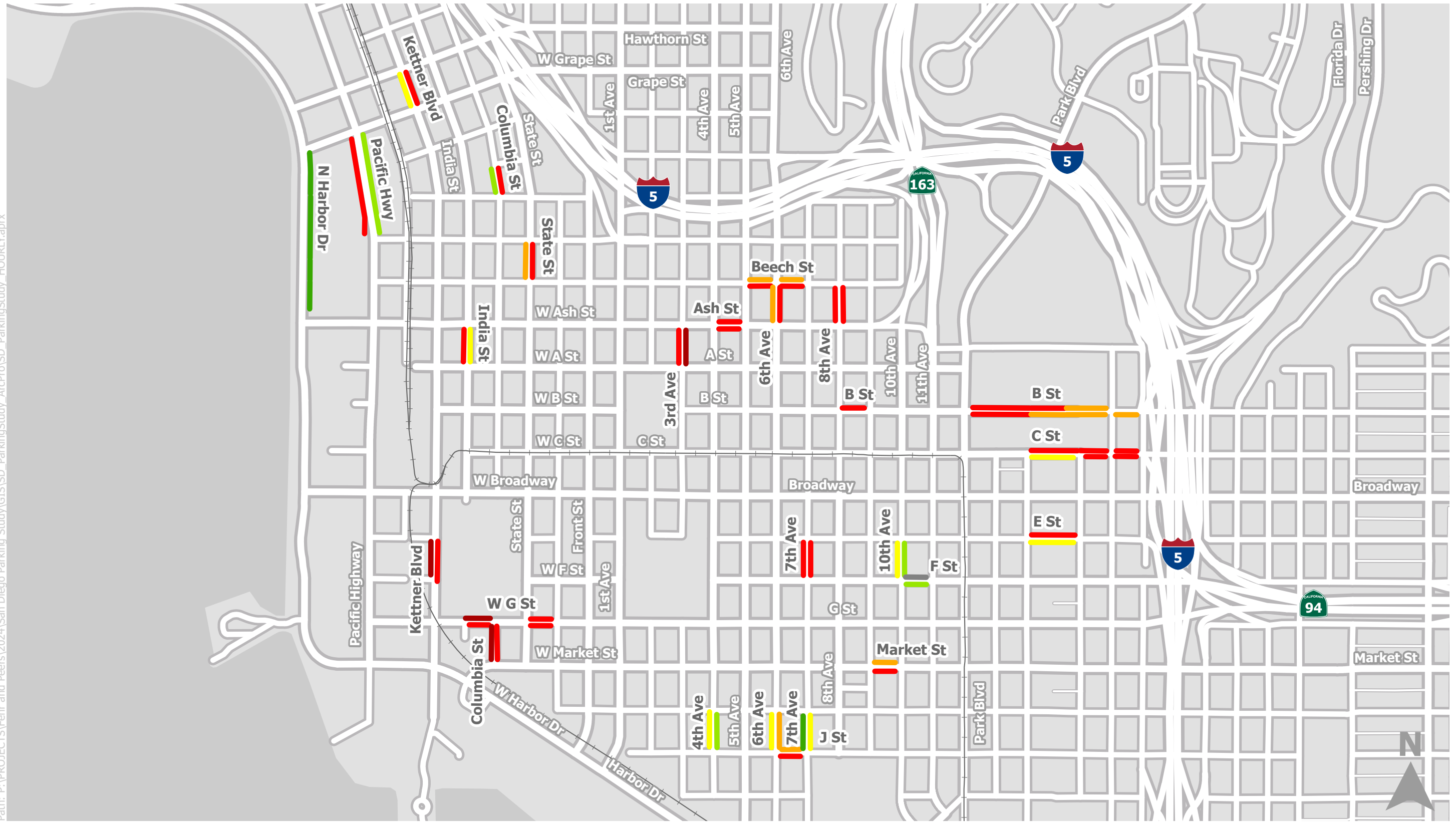


Occupancy Percentage



Downtown
 Thursday Occupancy Percentage - 8 AM
 San Diego Citywide Parking Study

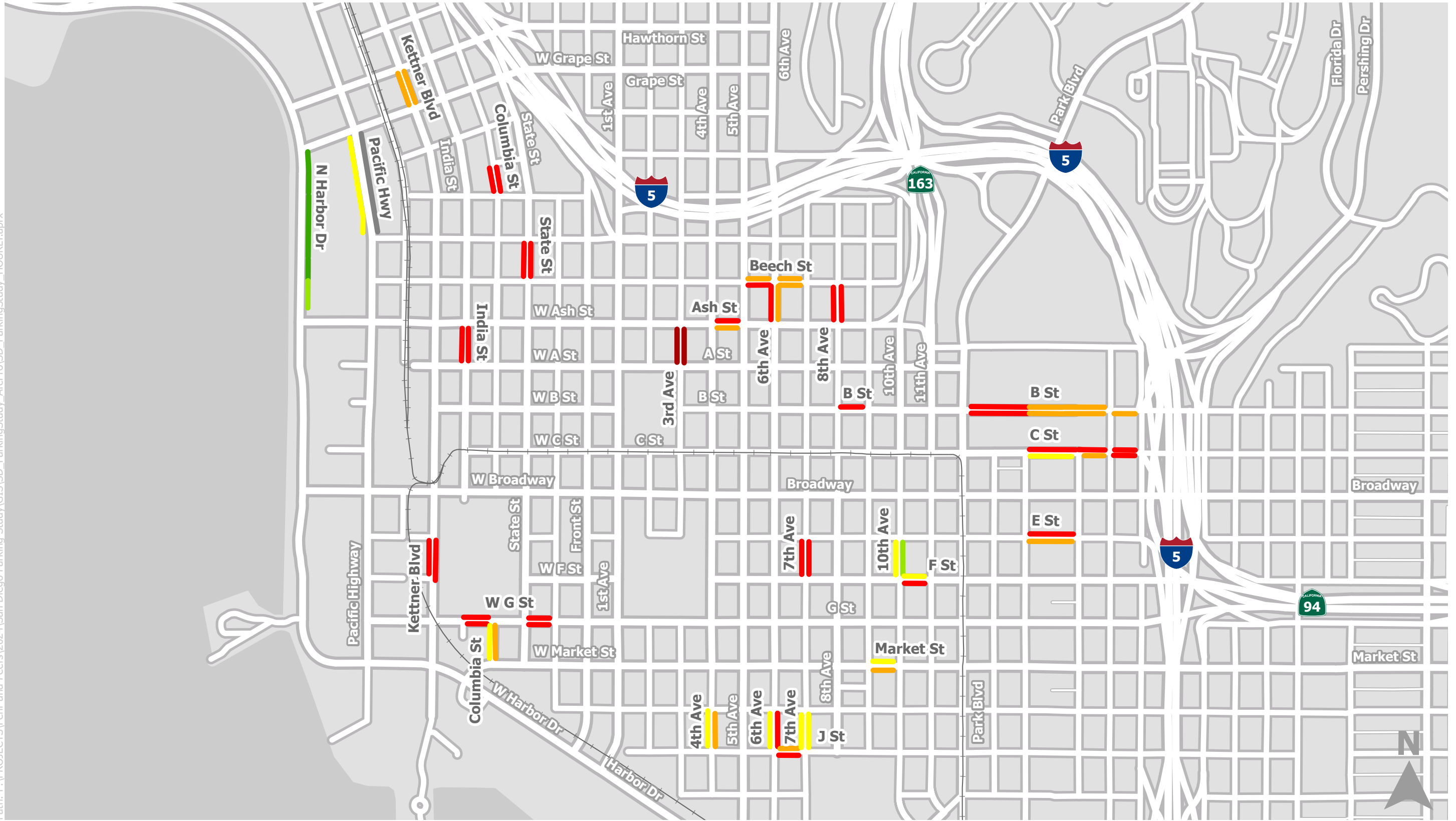
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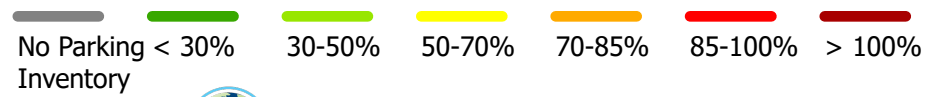
Downtown
Thursday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage

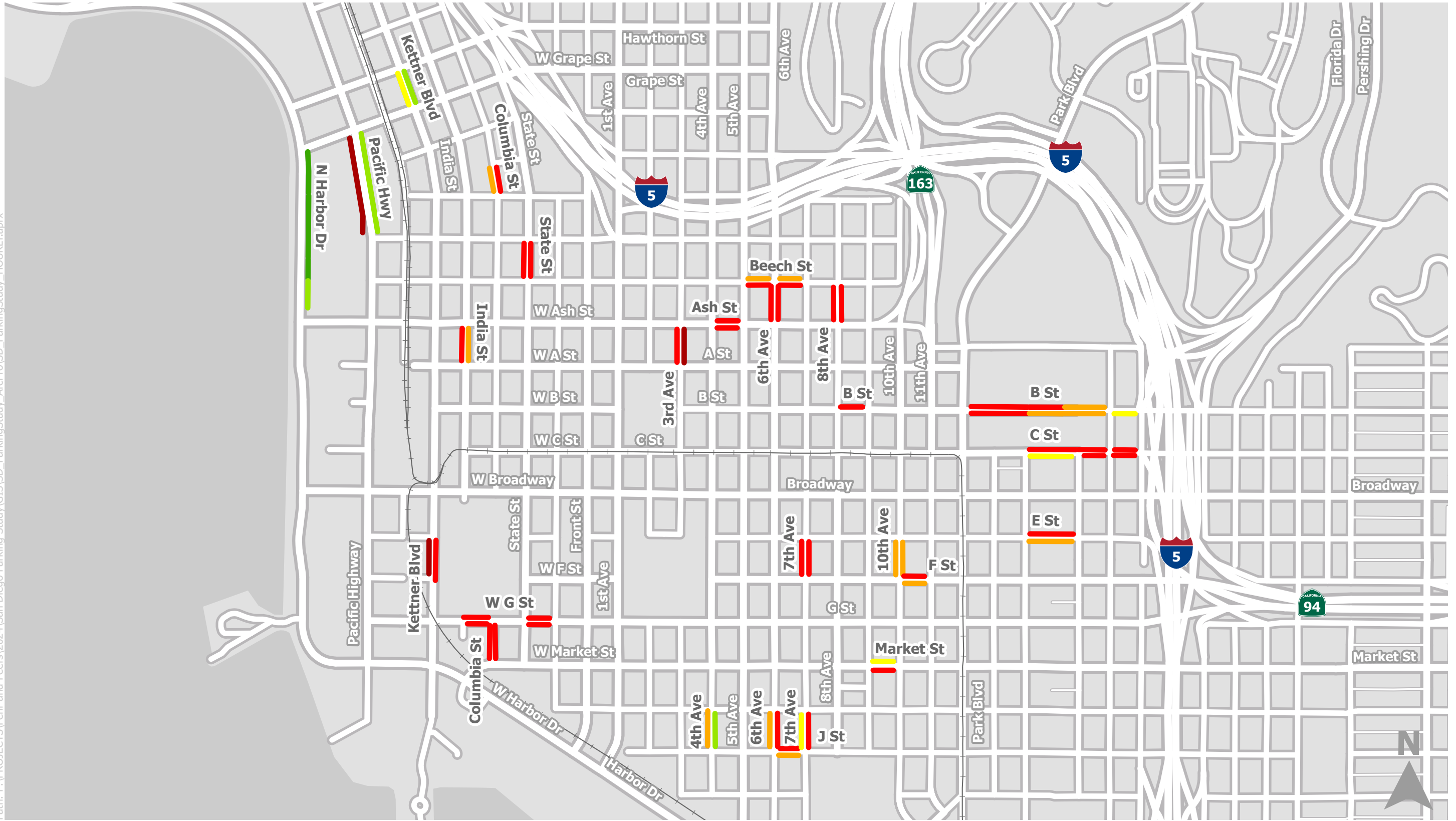


Downtown

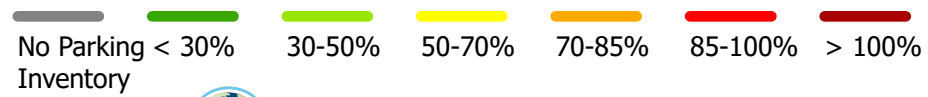
Thursday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage

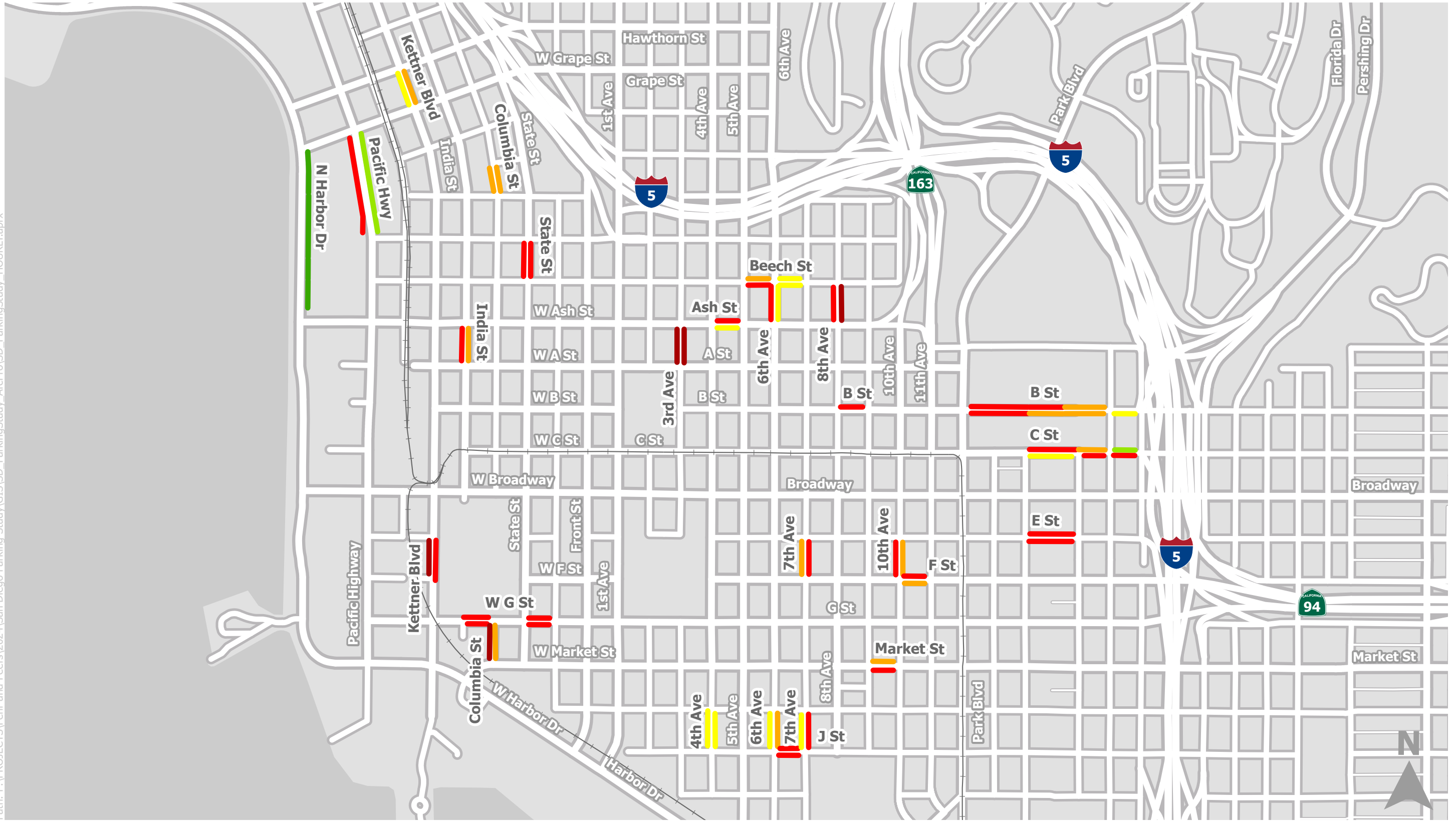


Downtown

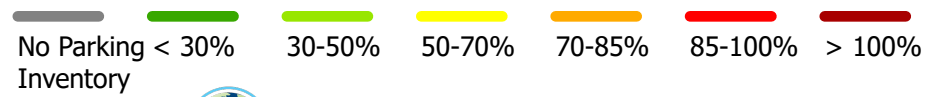
Thursday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage

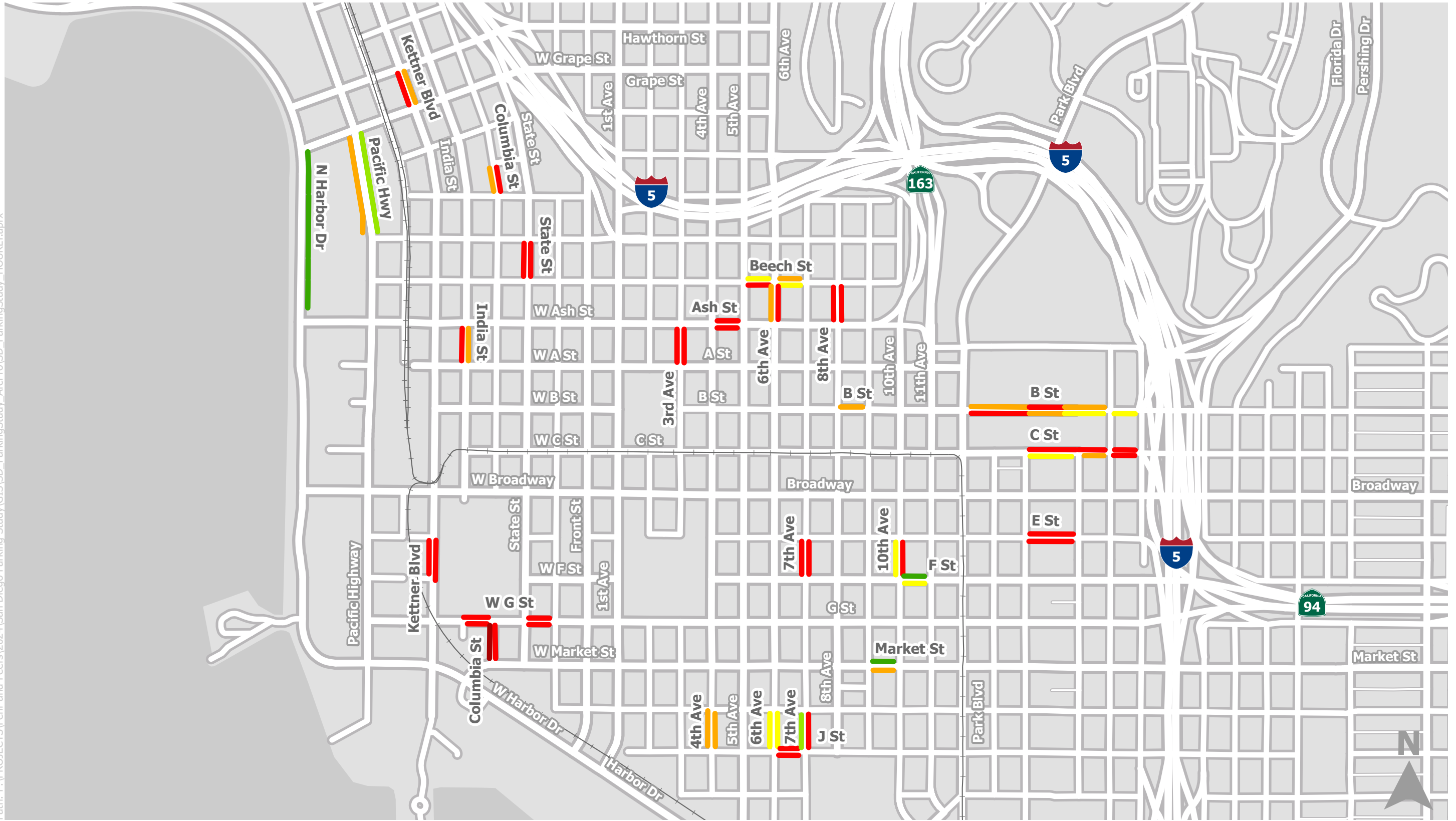


Downtown

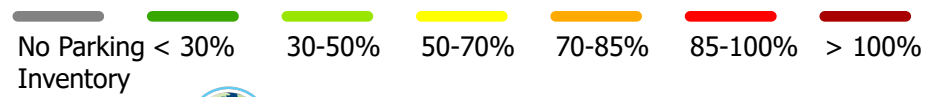
Thursday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



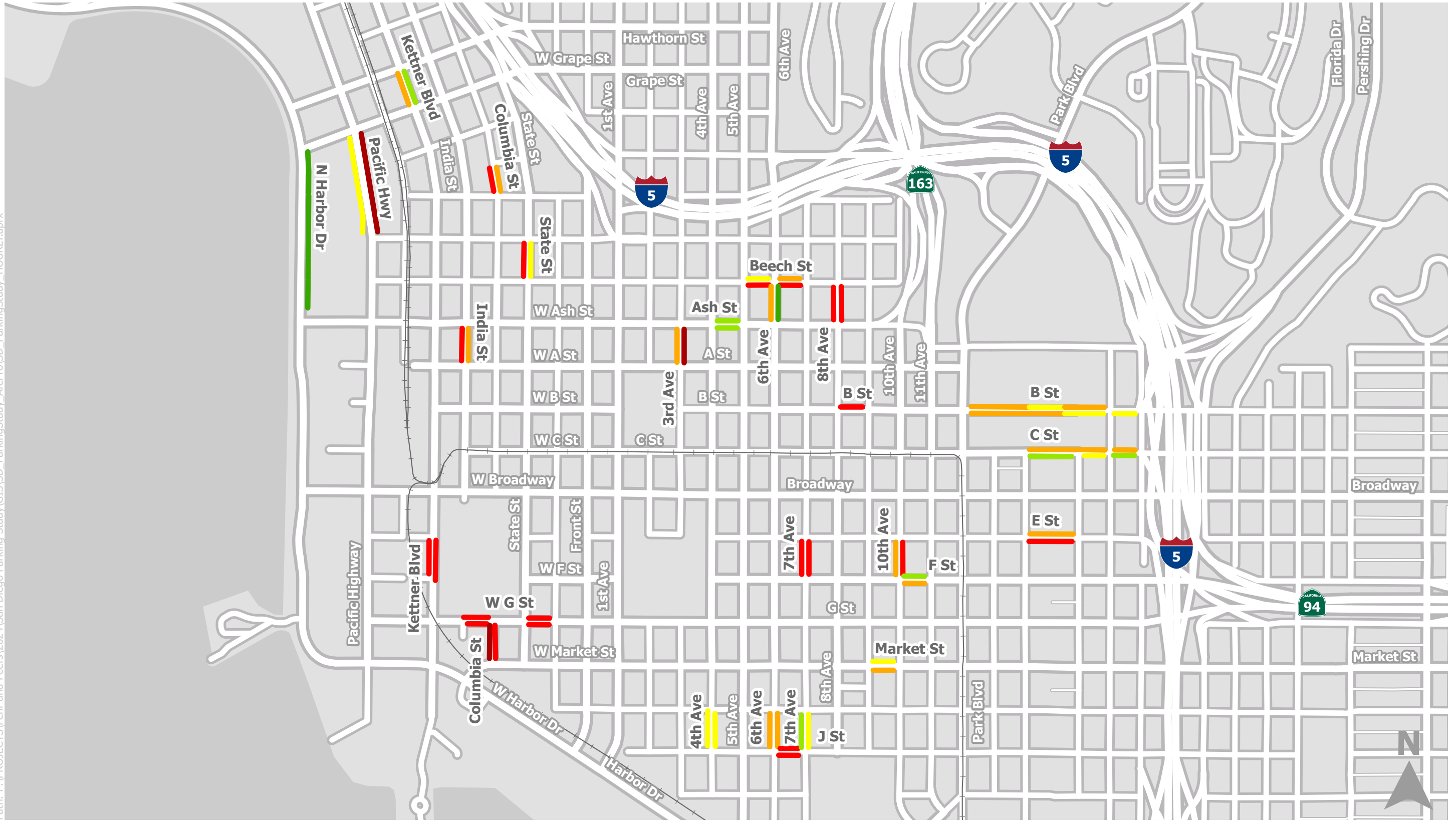
Occupancy Percentage



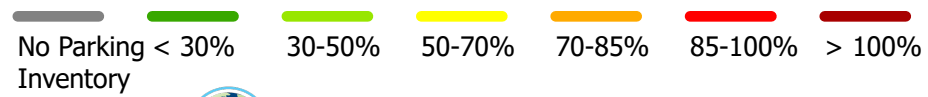
Downtown
Thursday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



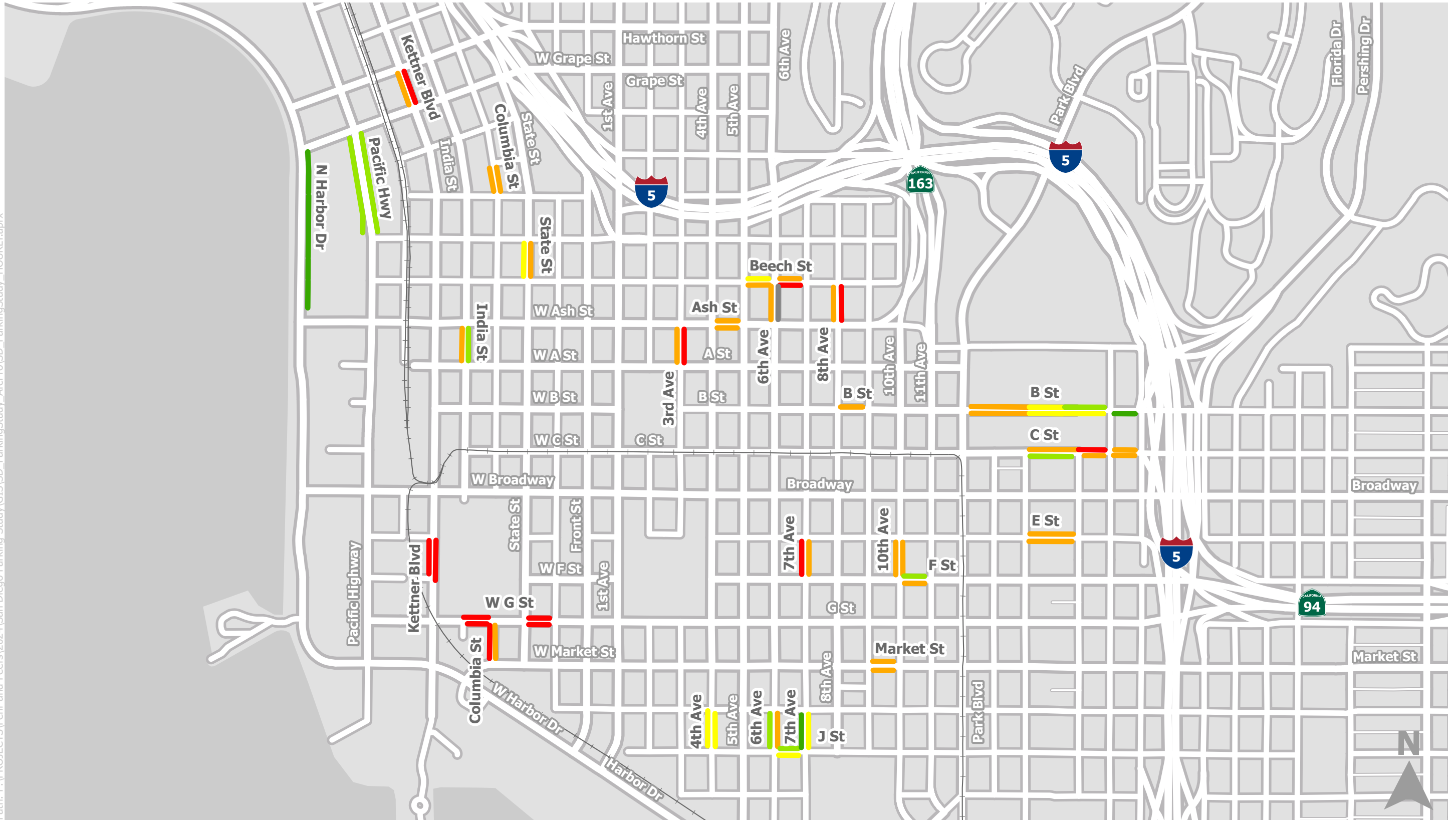
Occupancy Percentage



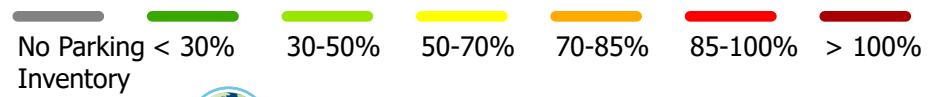
Downtown
Thursday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx

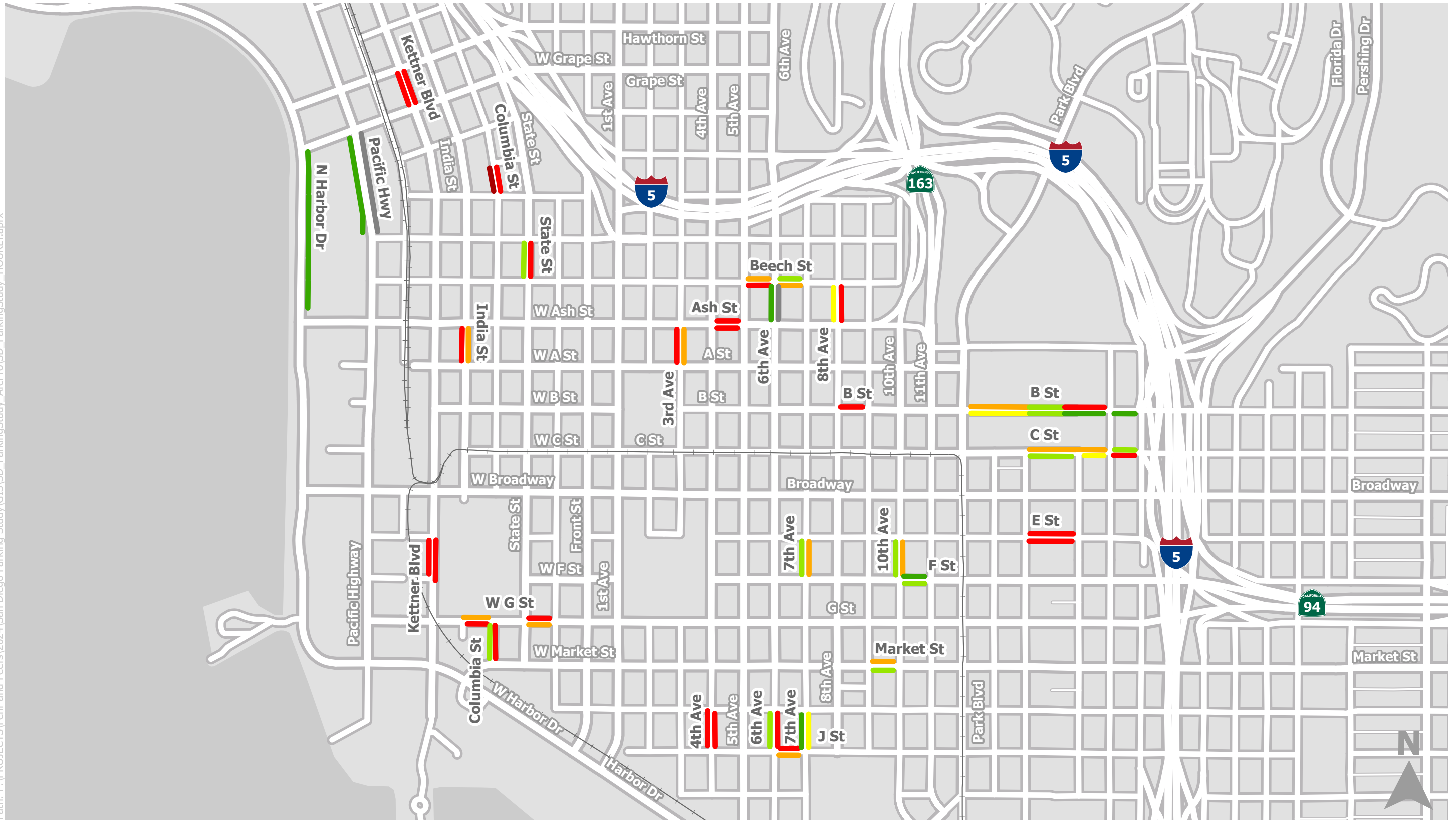


Occupancy Percentage

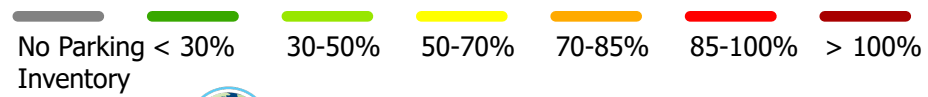


Downtown
 Thursday Occupancy Percentage - 3 PM
 San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



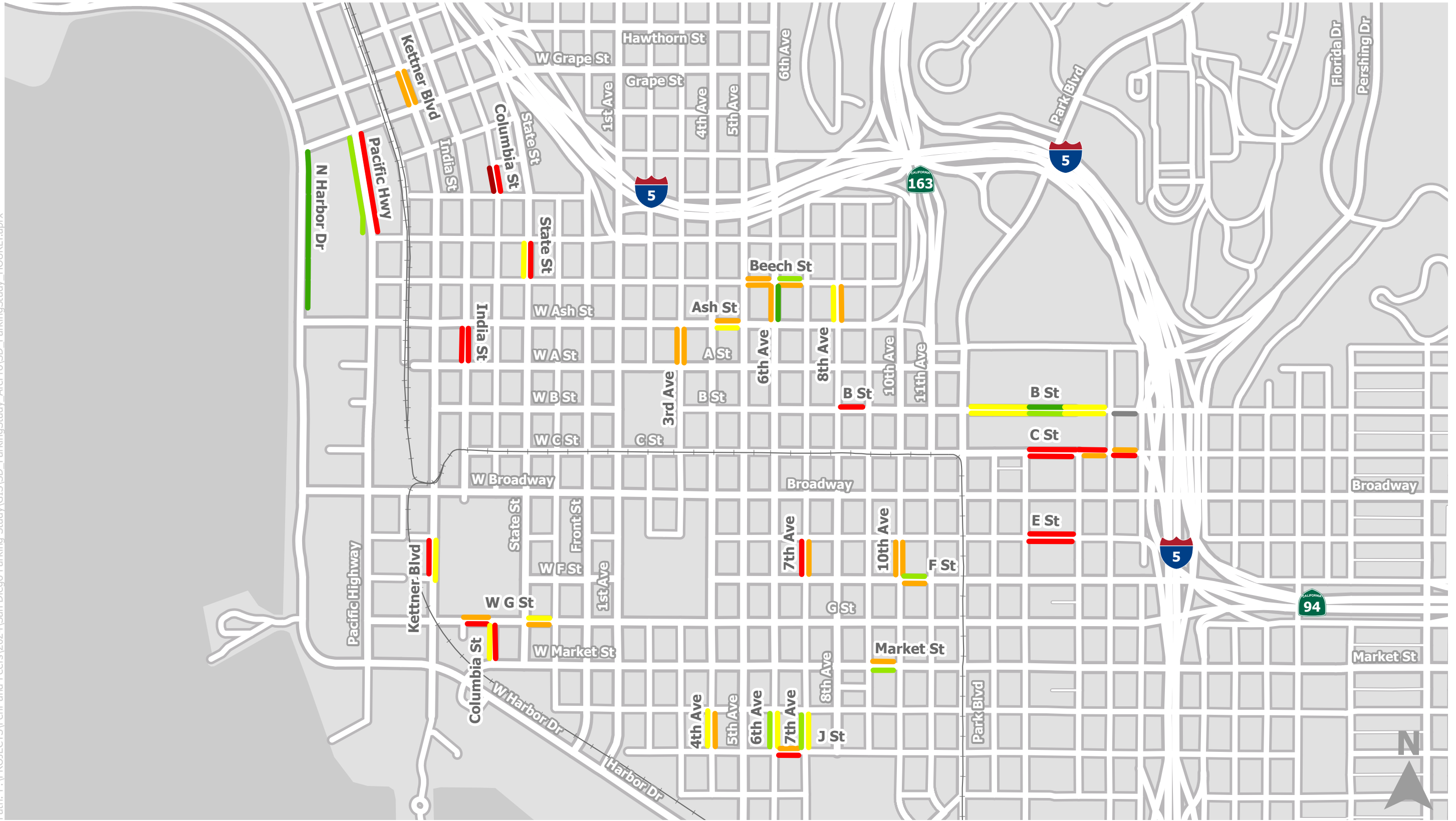
Occupancy Percentage



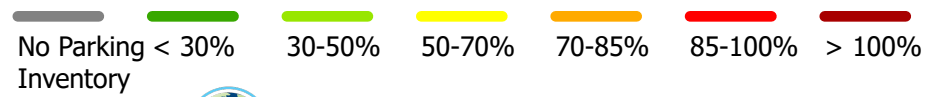
Downtown
Thursday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx

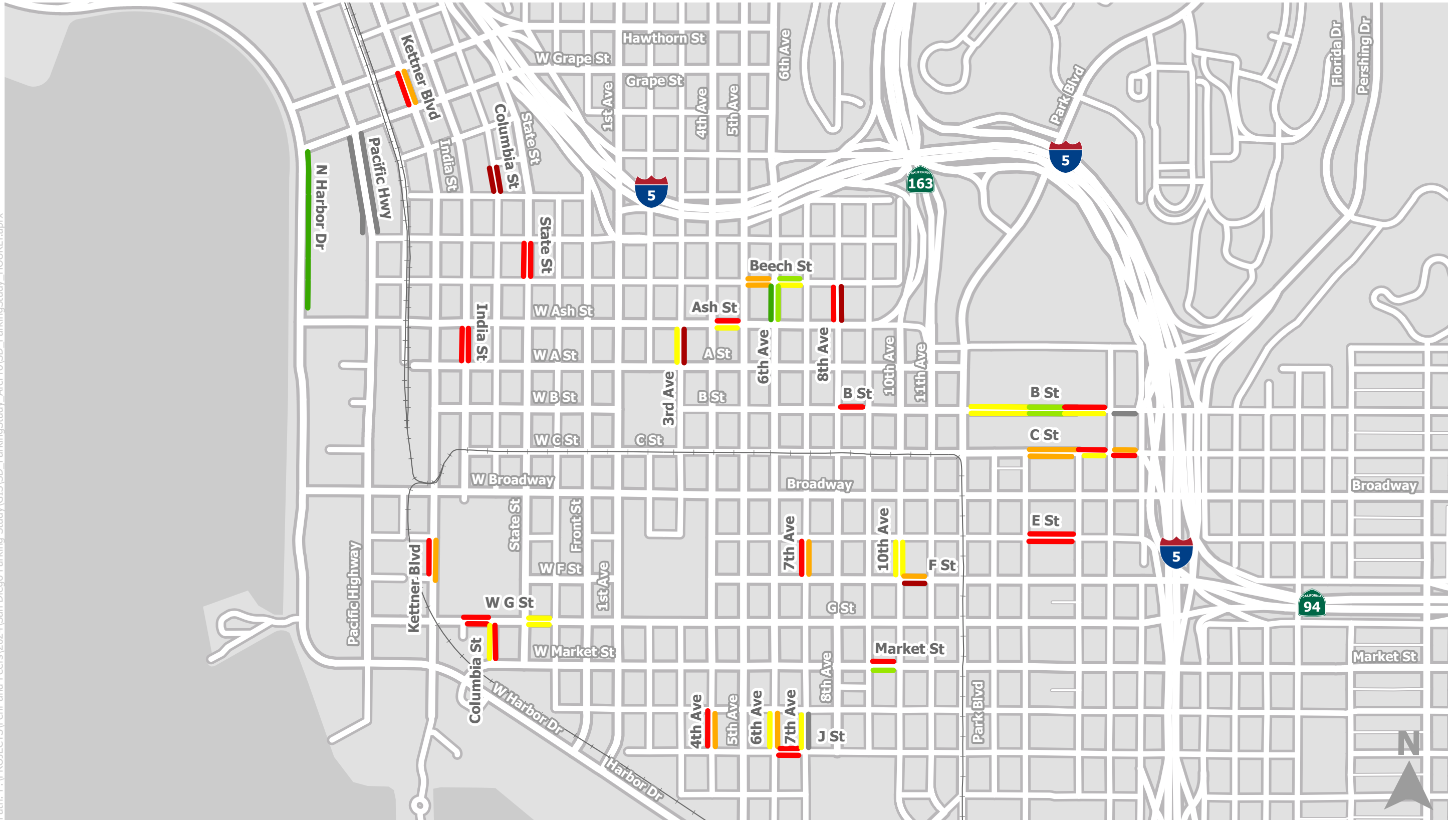


Occupancy Percentage

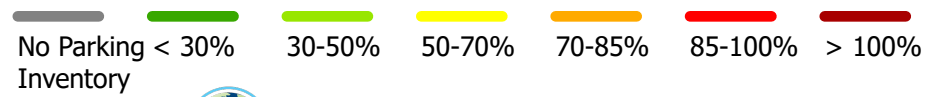


Downtown
 Thursday Occupancy Percentage - 5 PM
 San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



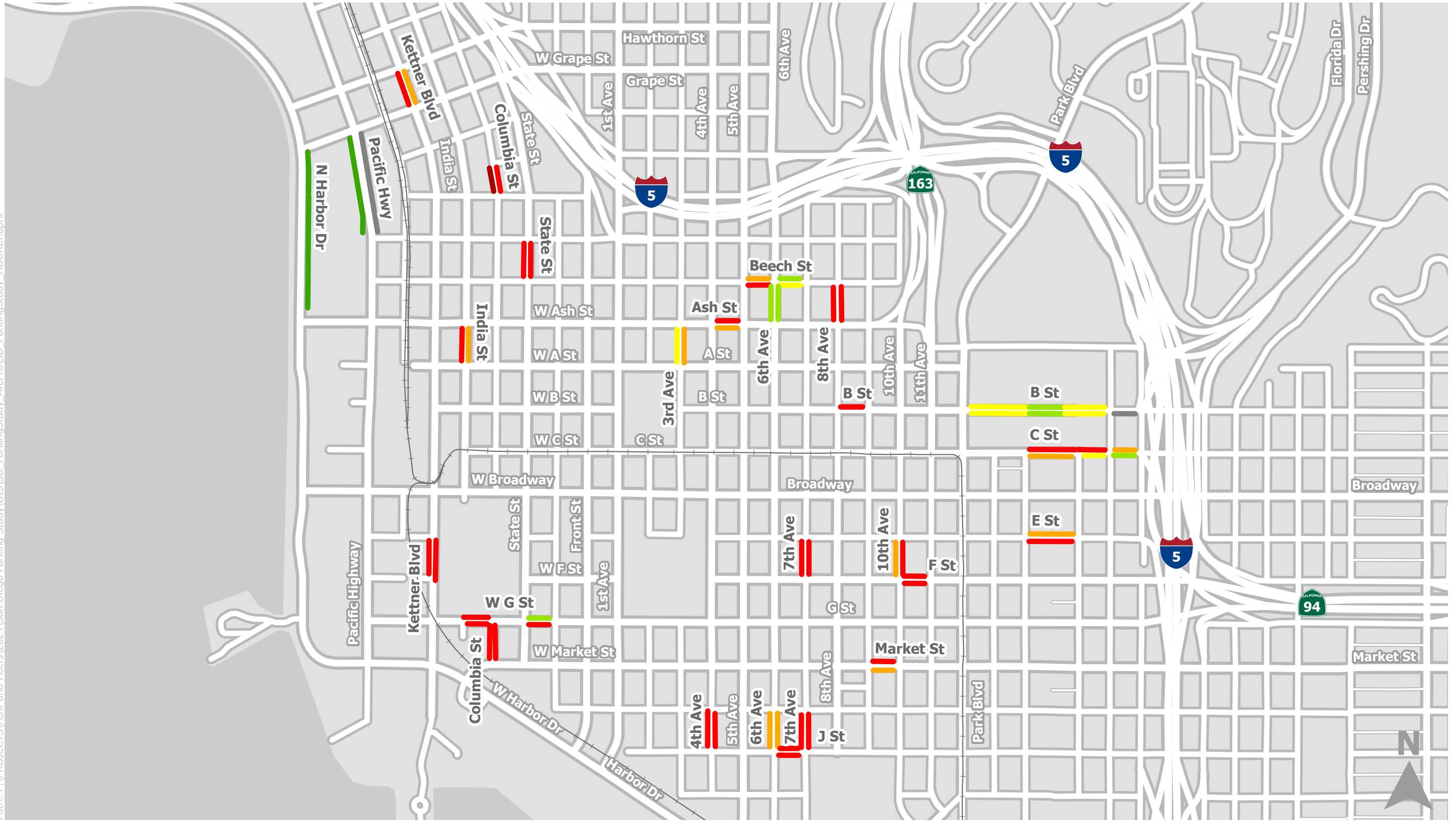
Occupancy Percentage



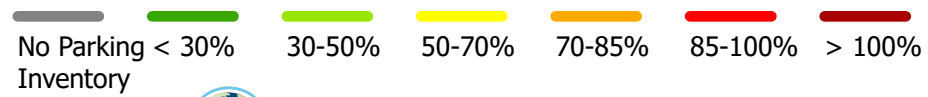
Downtown
Thursday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage

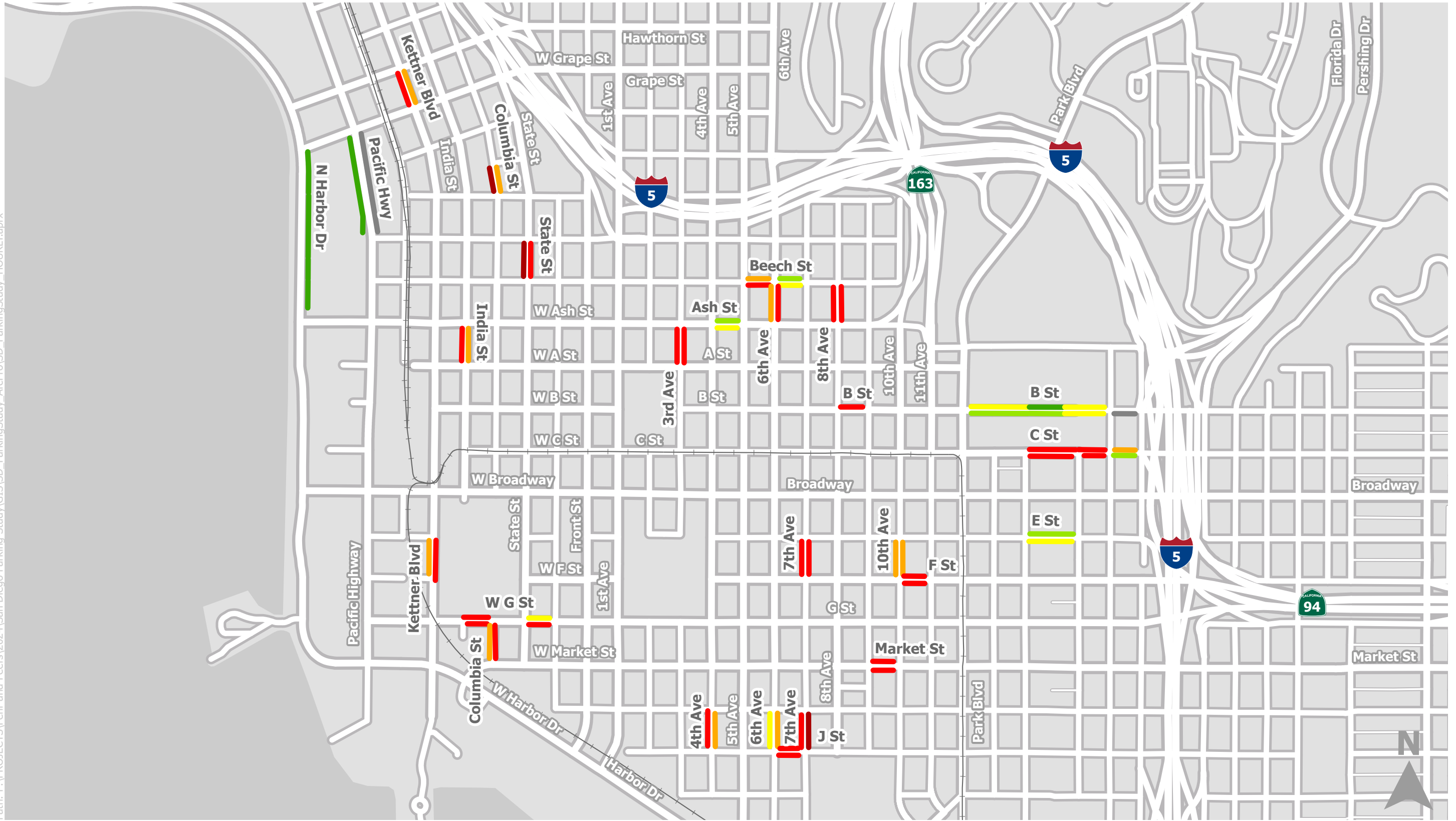


Downtown

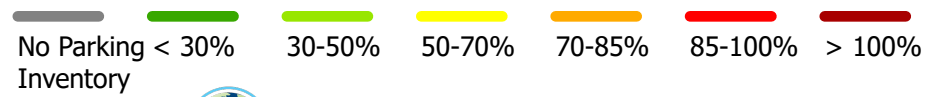
Thursday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



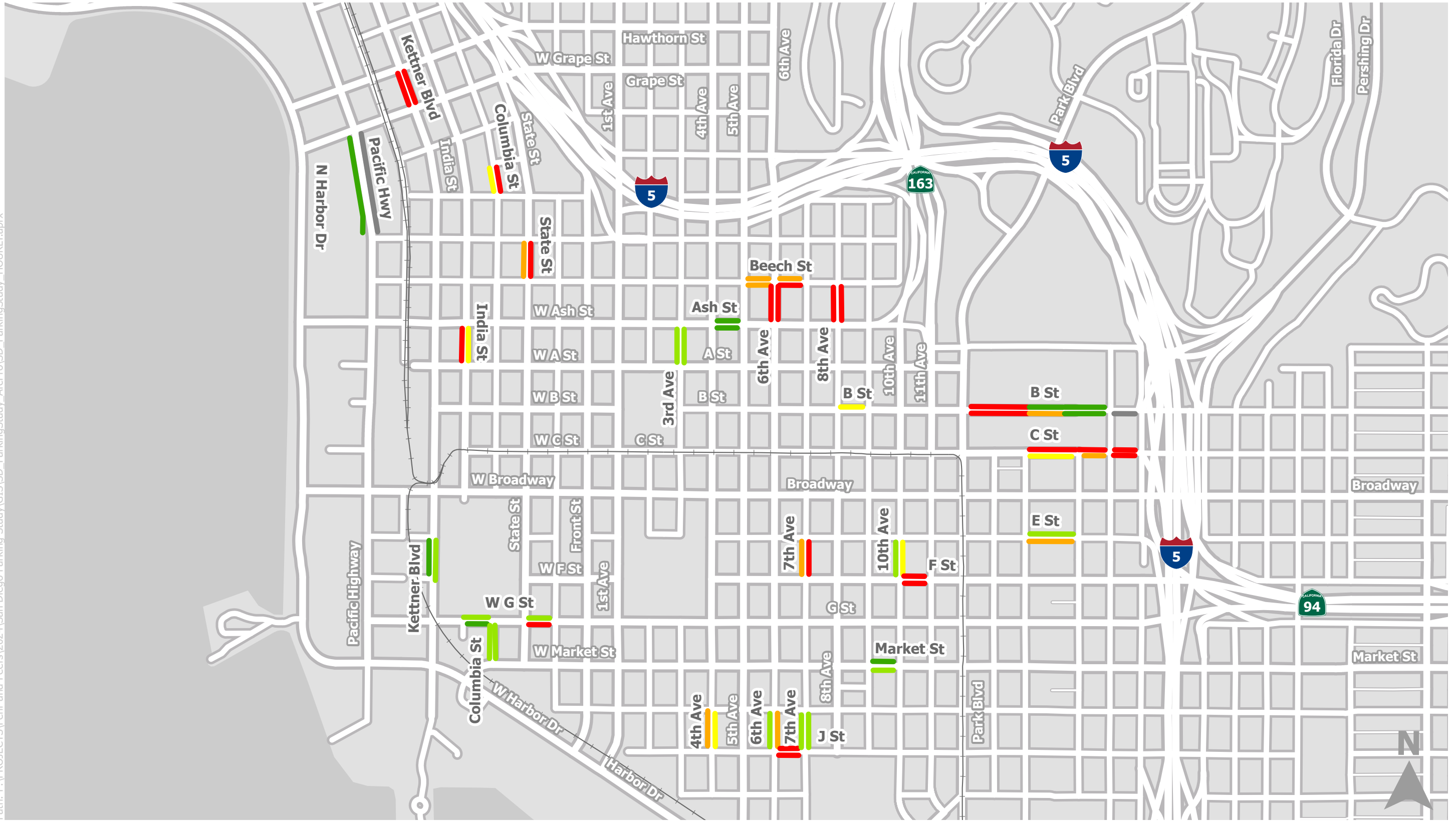
Occupancy Percentage



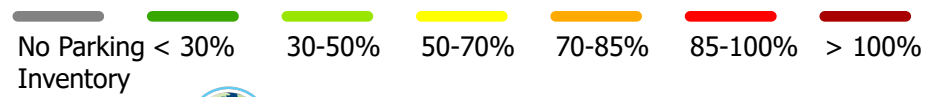
Downtown
Thursday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



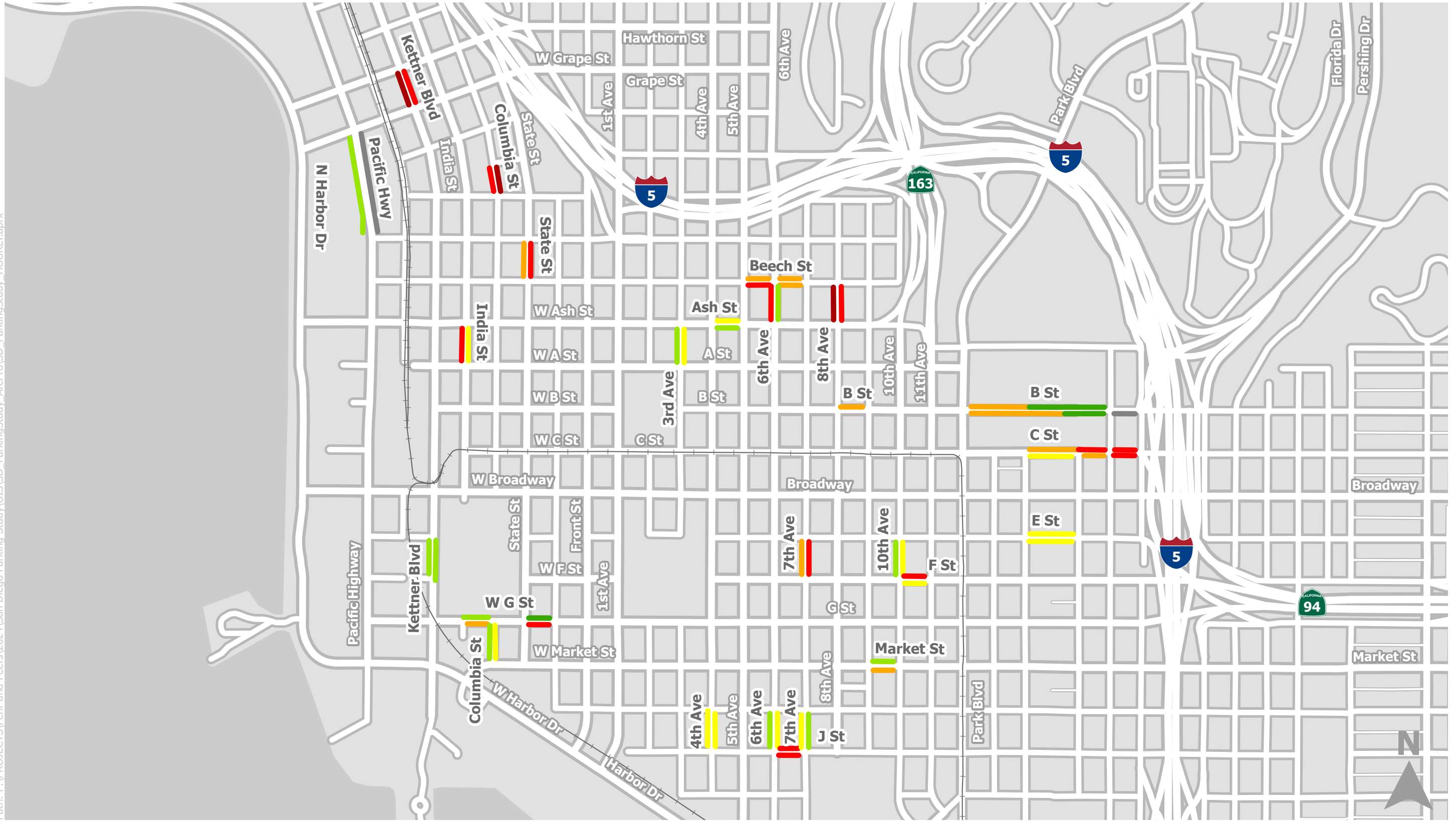
Occupancy Percentage



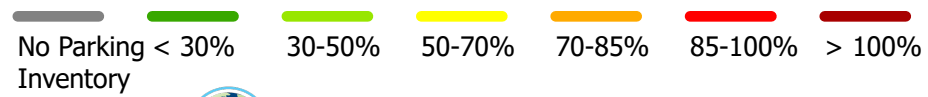
Downtown
Saturday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



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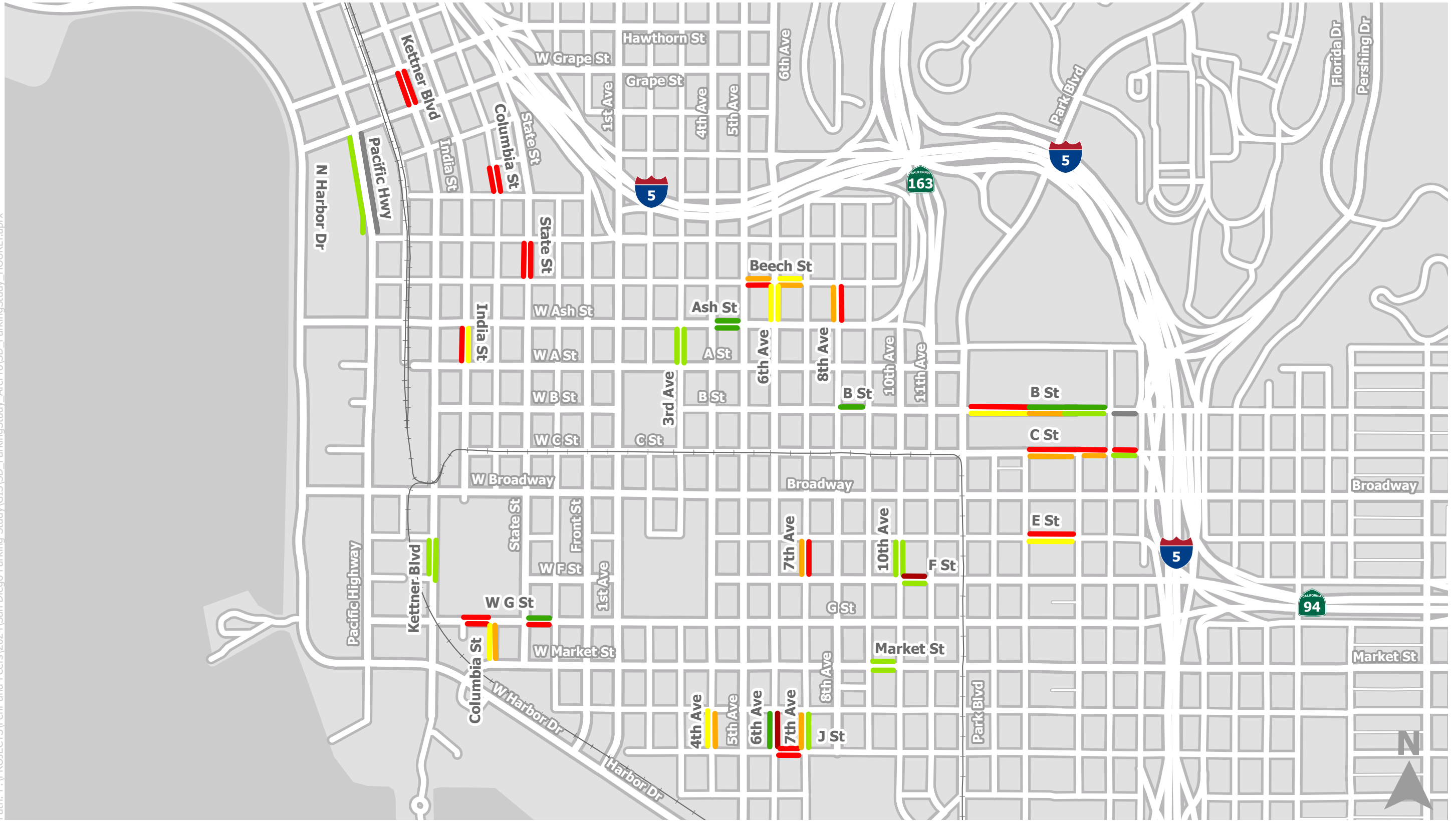
Occupancy Percentage



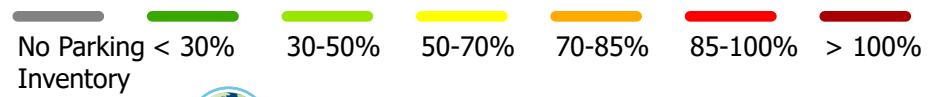
Downtown
 Saturday Occupancy Percentage - 9 AM
 San Diego Citywide Parking Study



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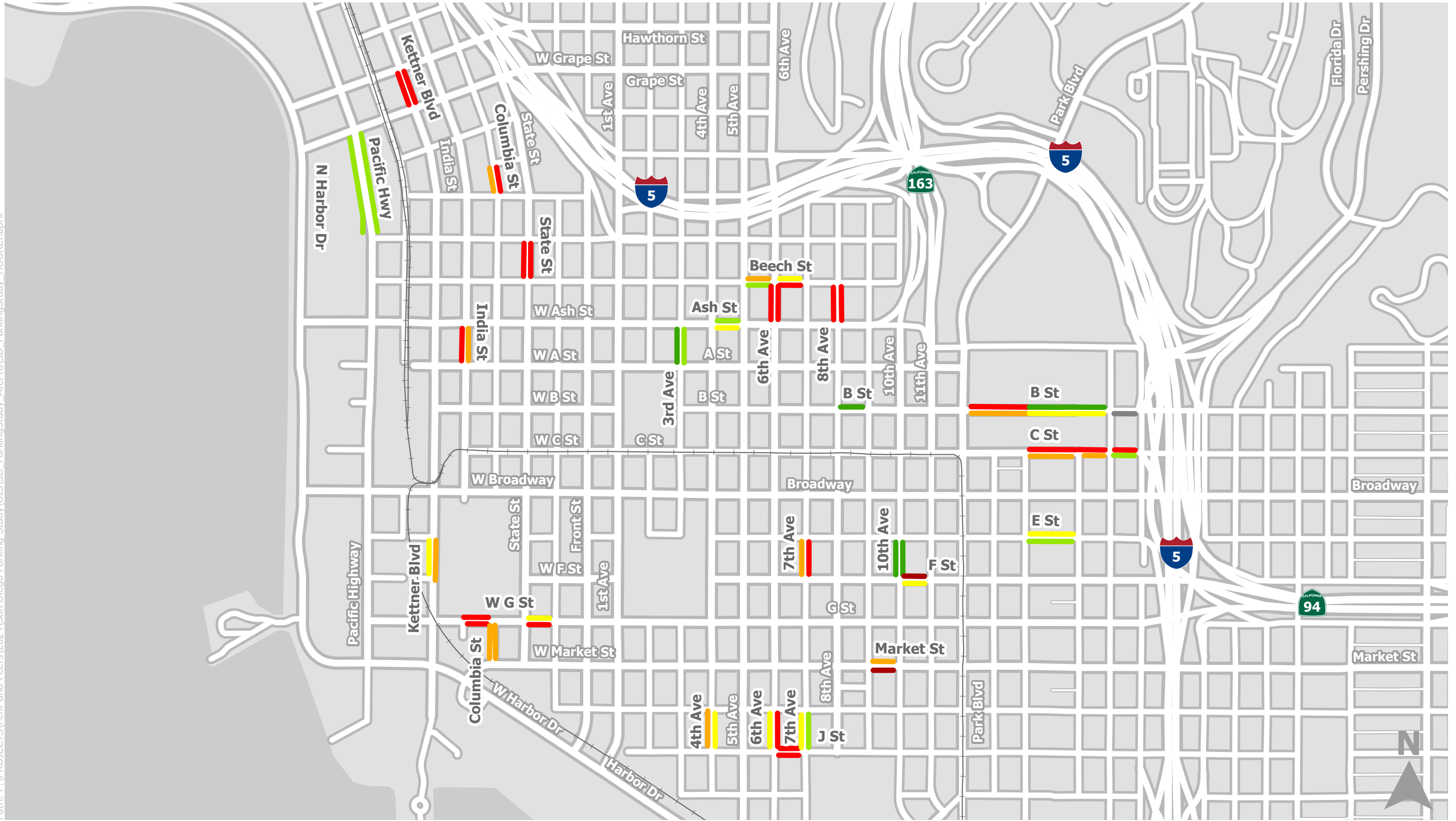
Occupancy Percentage



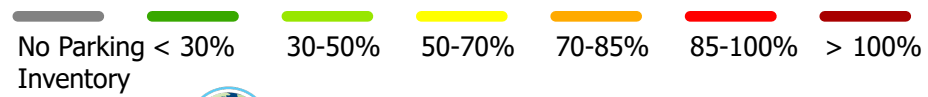
Downtown
 Saturday Occupancy Percentage - 10 AM
 San Diego Citywide Parking Study



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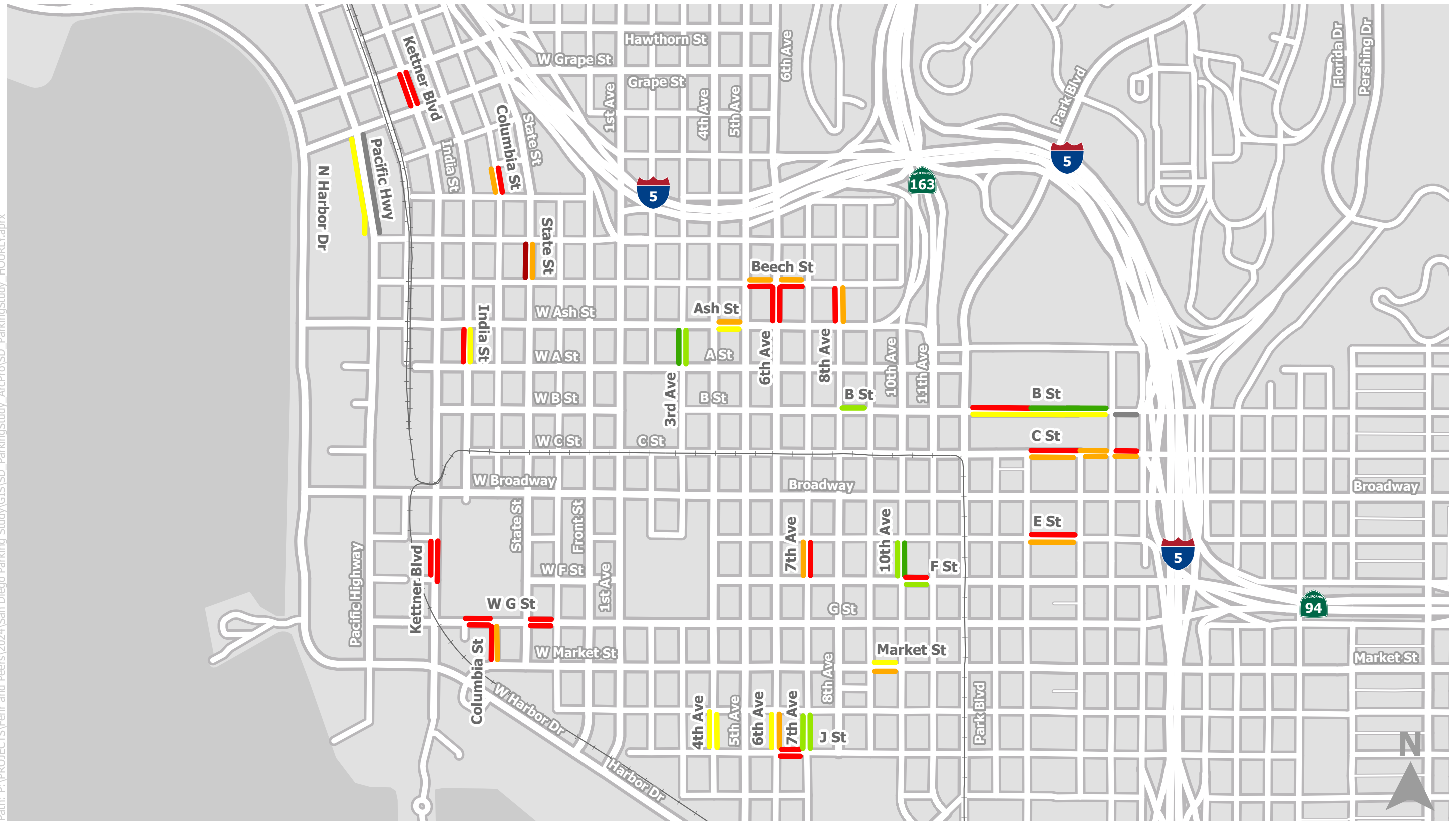


Occupancy Percentage

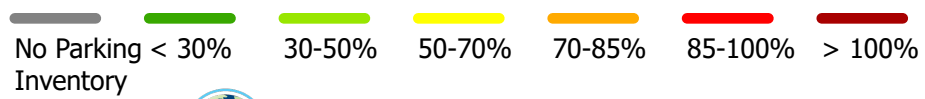


Downtown
 Saturday Occupancy Percentage - 11 AM
 San Diego Citywide Parking Study

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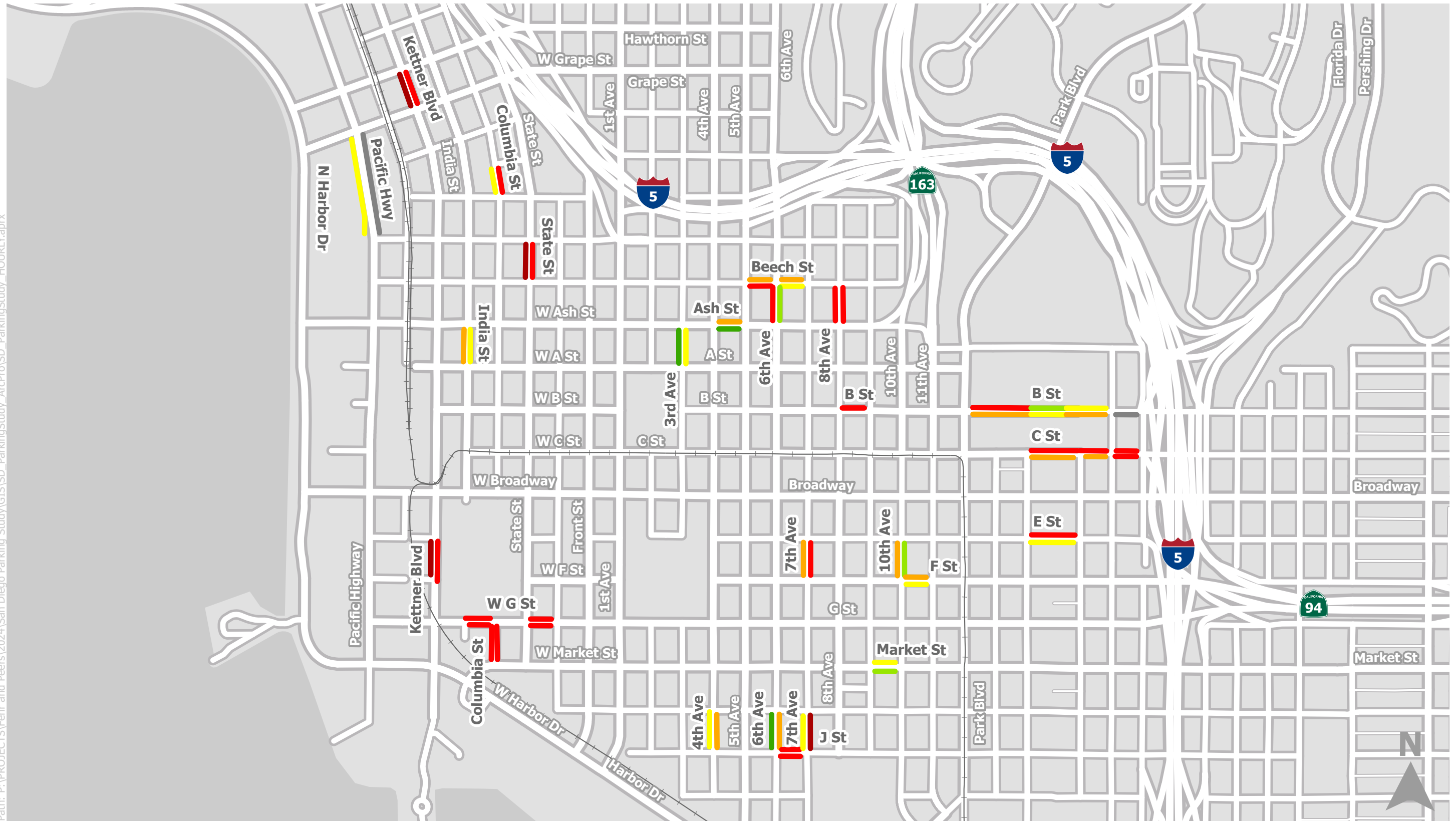
Occupancy Percentage



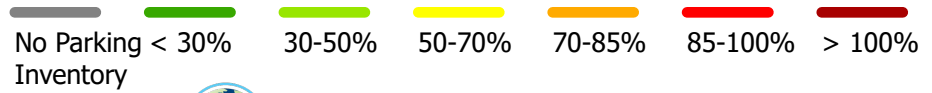
Downtown
Saturday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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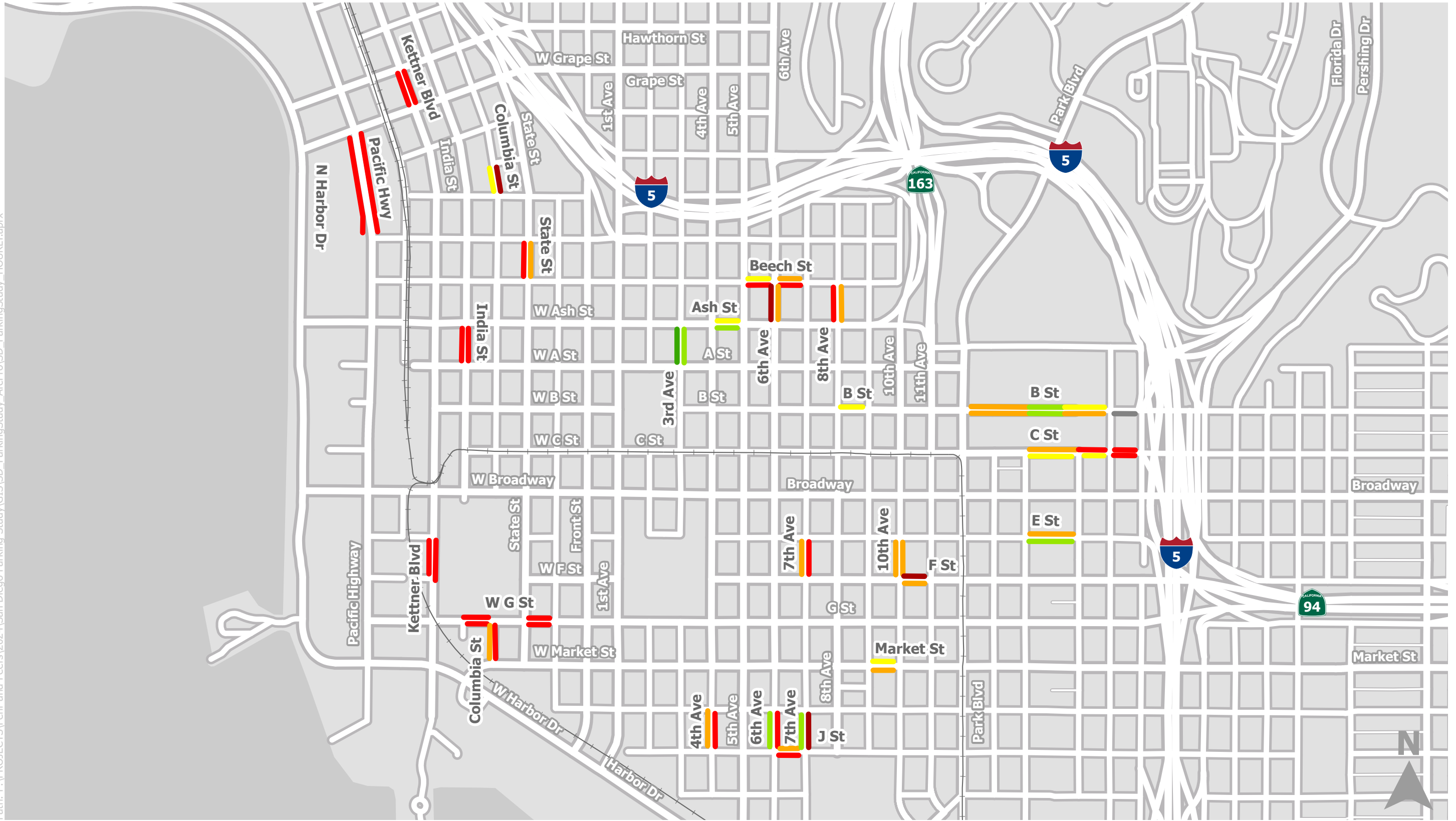
Occupancy Percentage



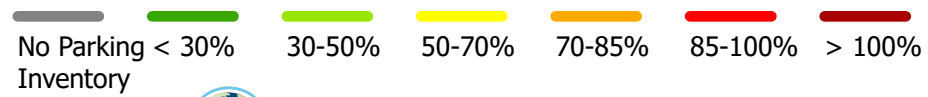
Downtown
Saturday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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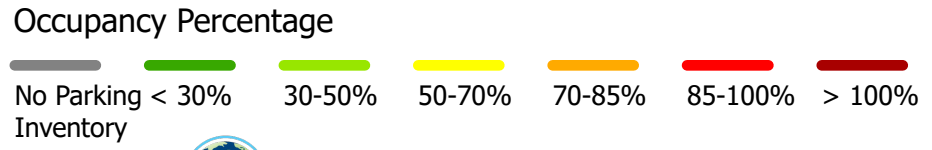
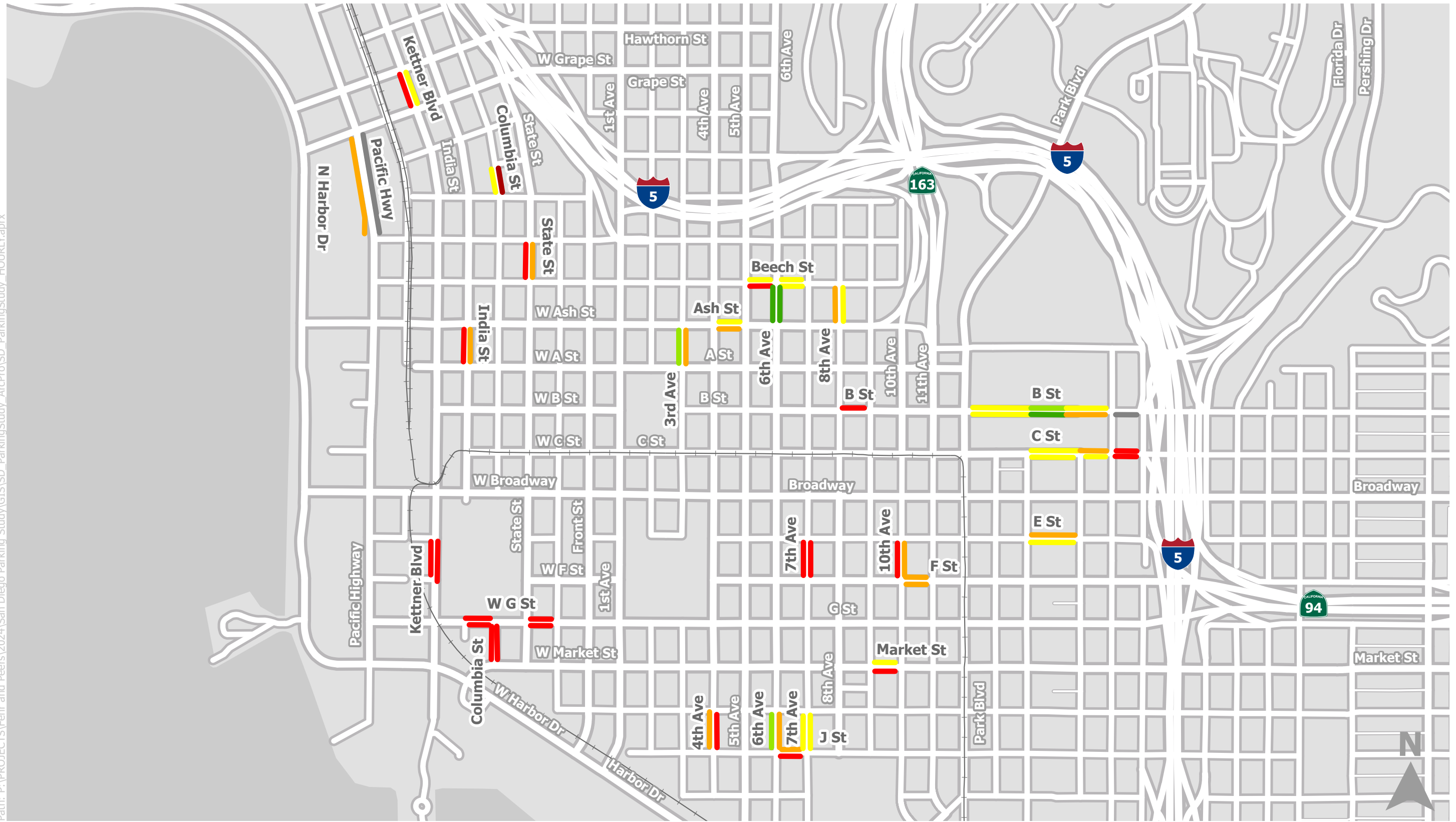


Occupancy Percentage



Downtown
 Saturday Occupancy Percentage - 2 PM
 San Diego Citywide Parking Study

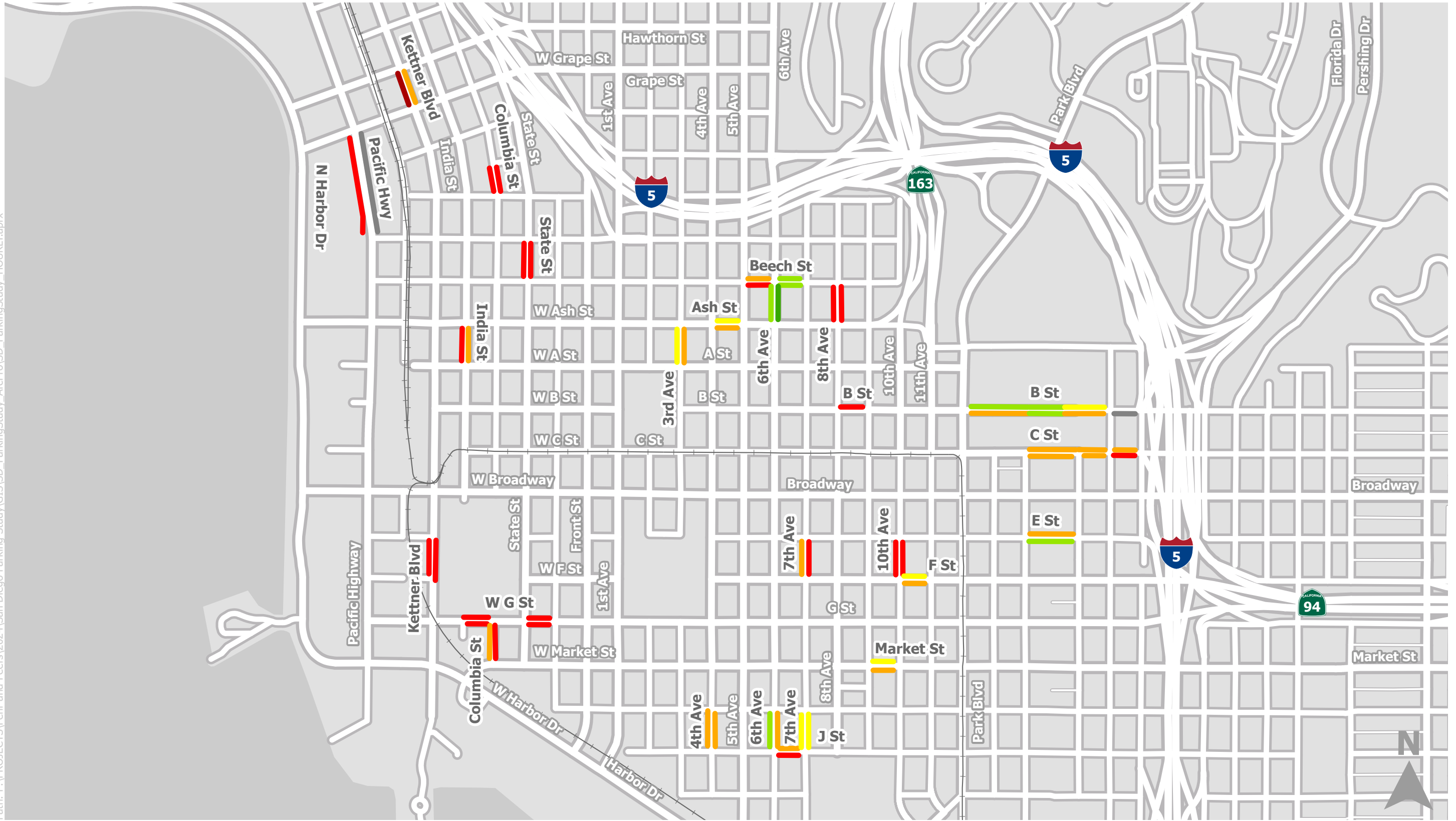
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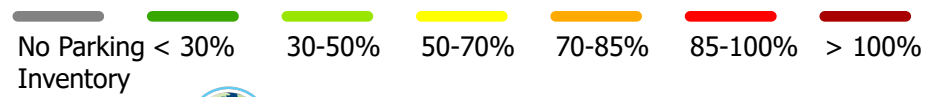
Downtown
Saturday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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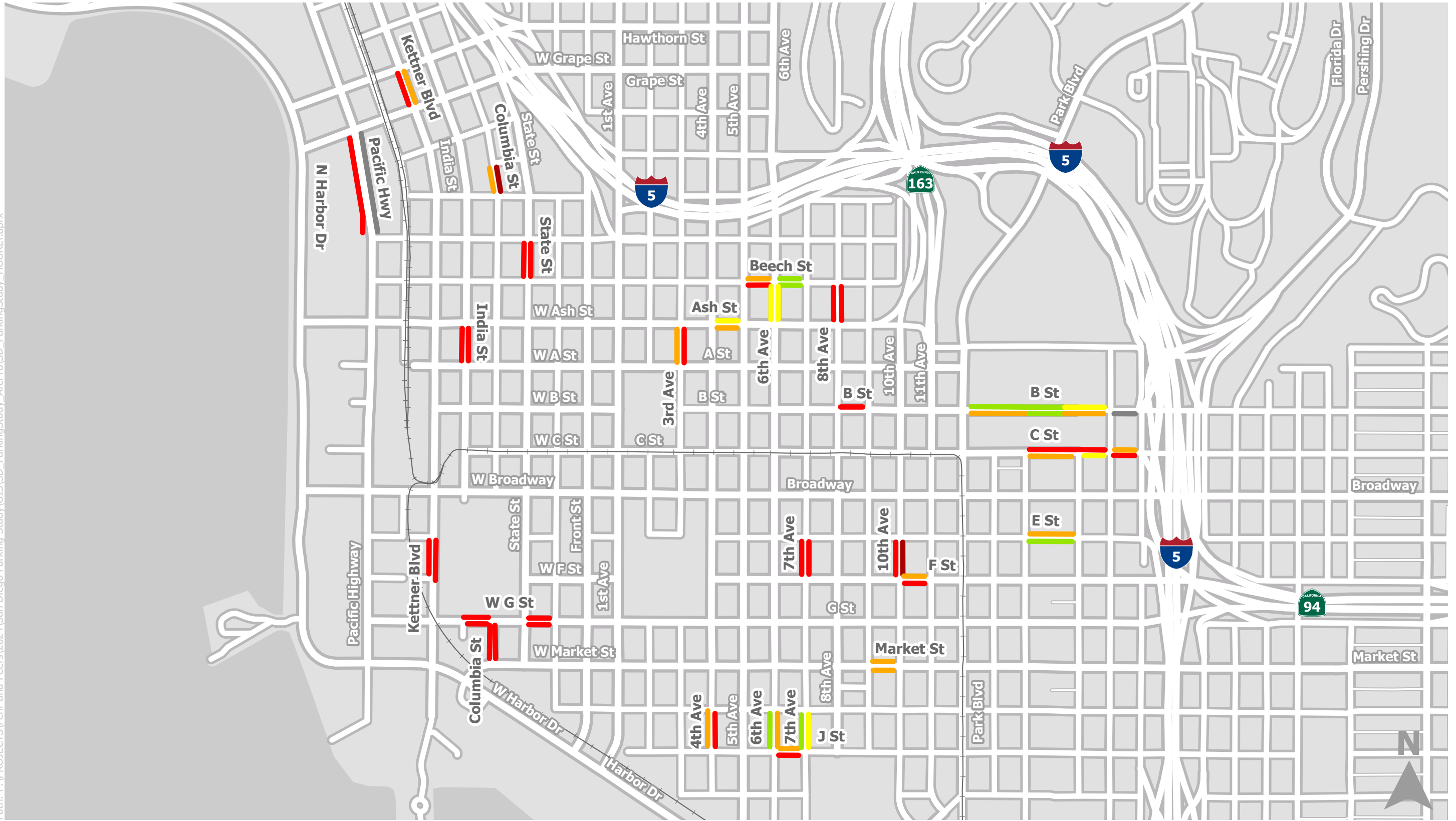


Occupancy Percentage

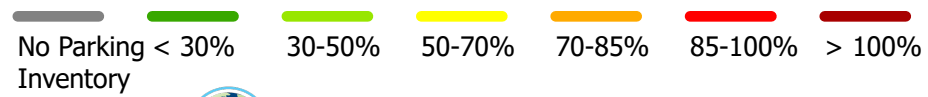


Downtown
 Saturday Occupancy Percentage - 4 PM
 San Diego Citywide Parking Study

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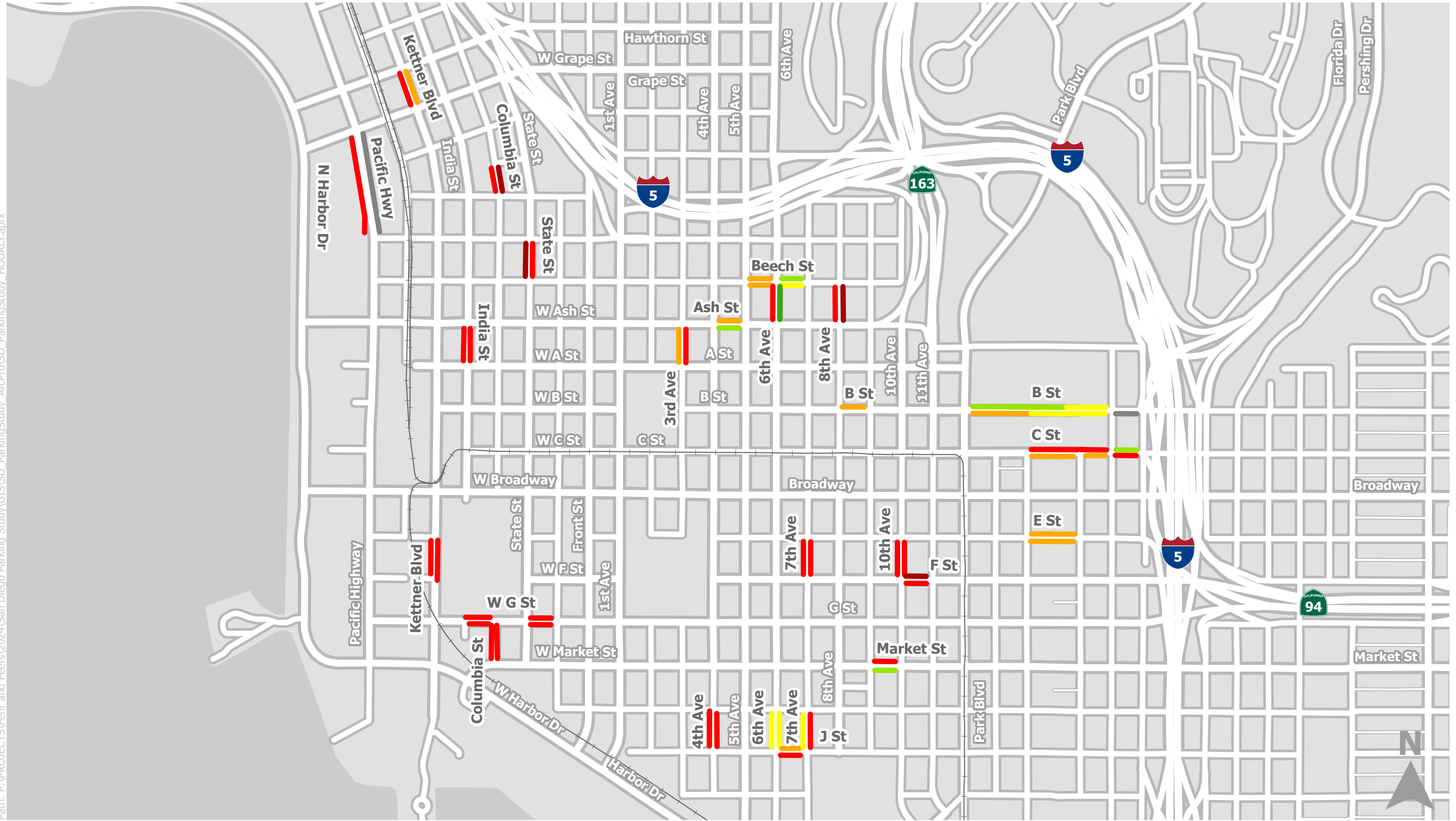
Occupancy Percentage



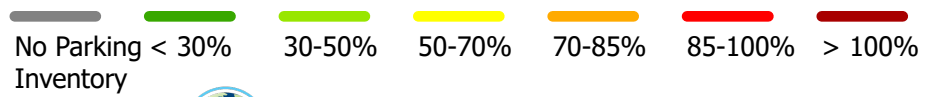
Downtown
Saturday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



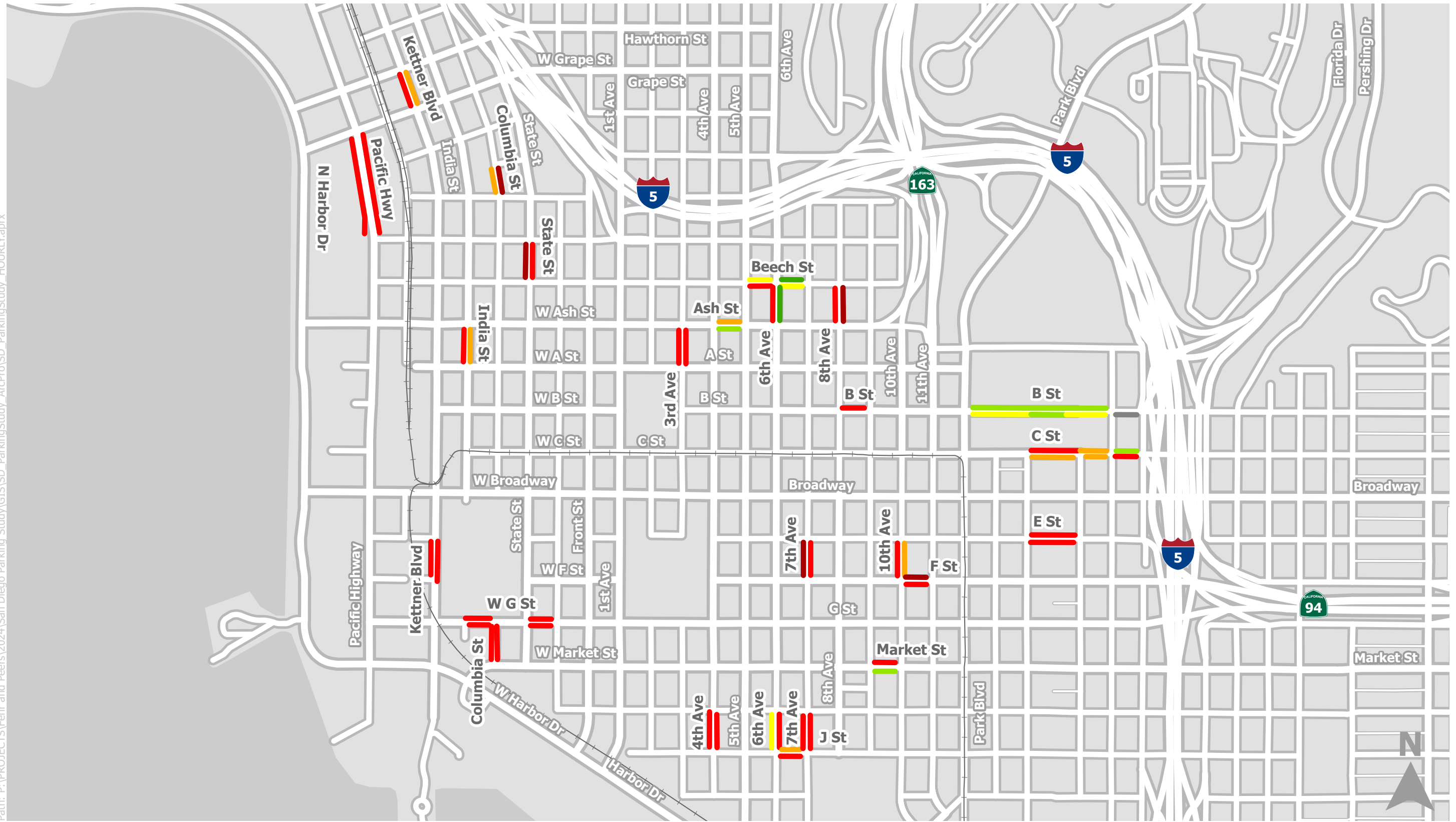
Occupancy Percentage



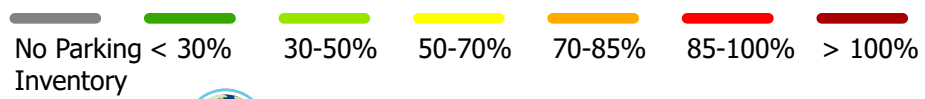
Downtown
Saturday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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Occupancy Percentage

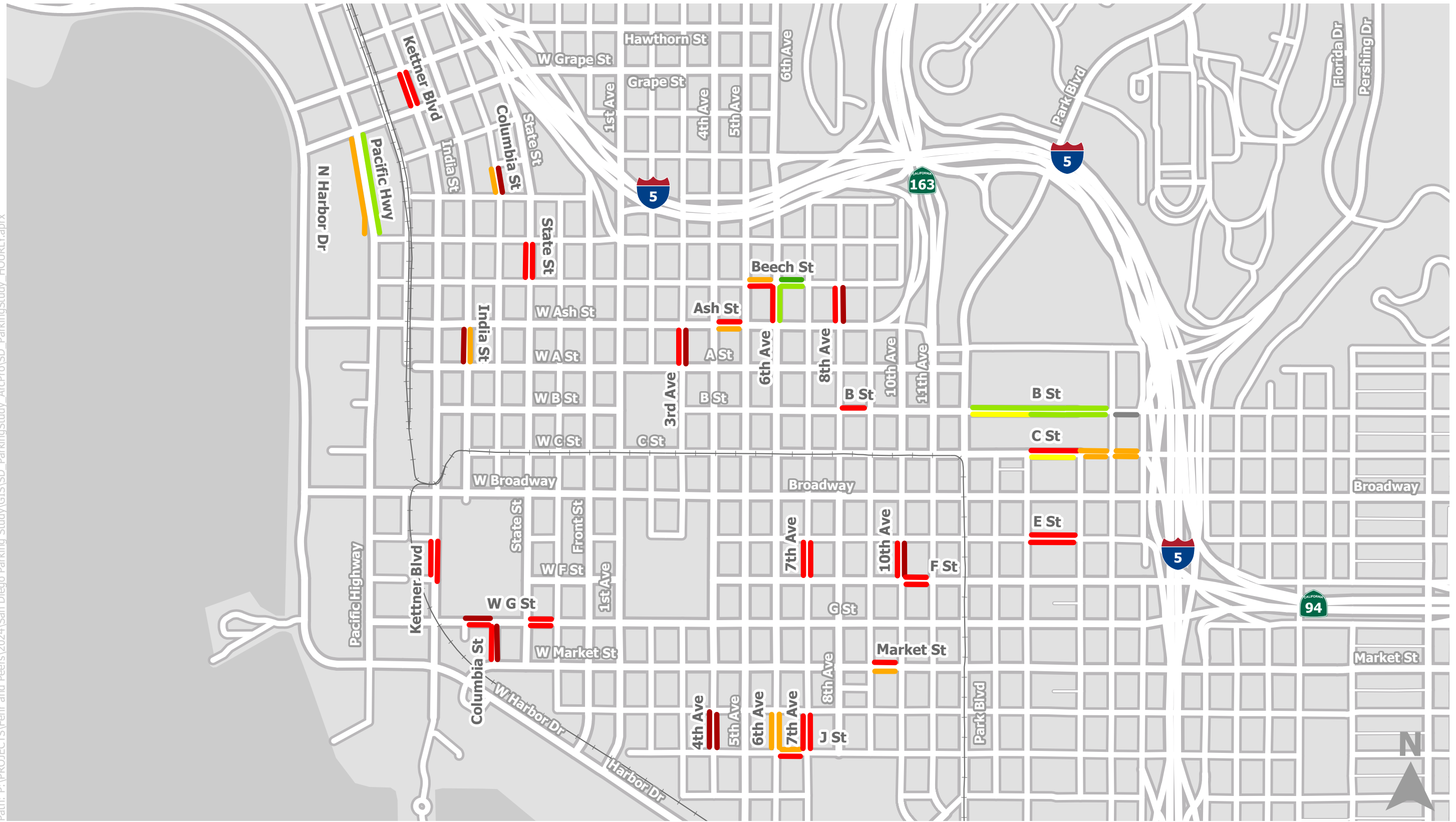


Downtown

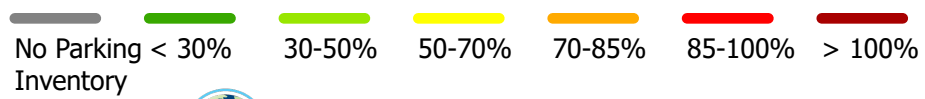
Saturday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



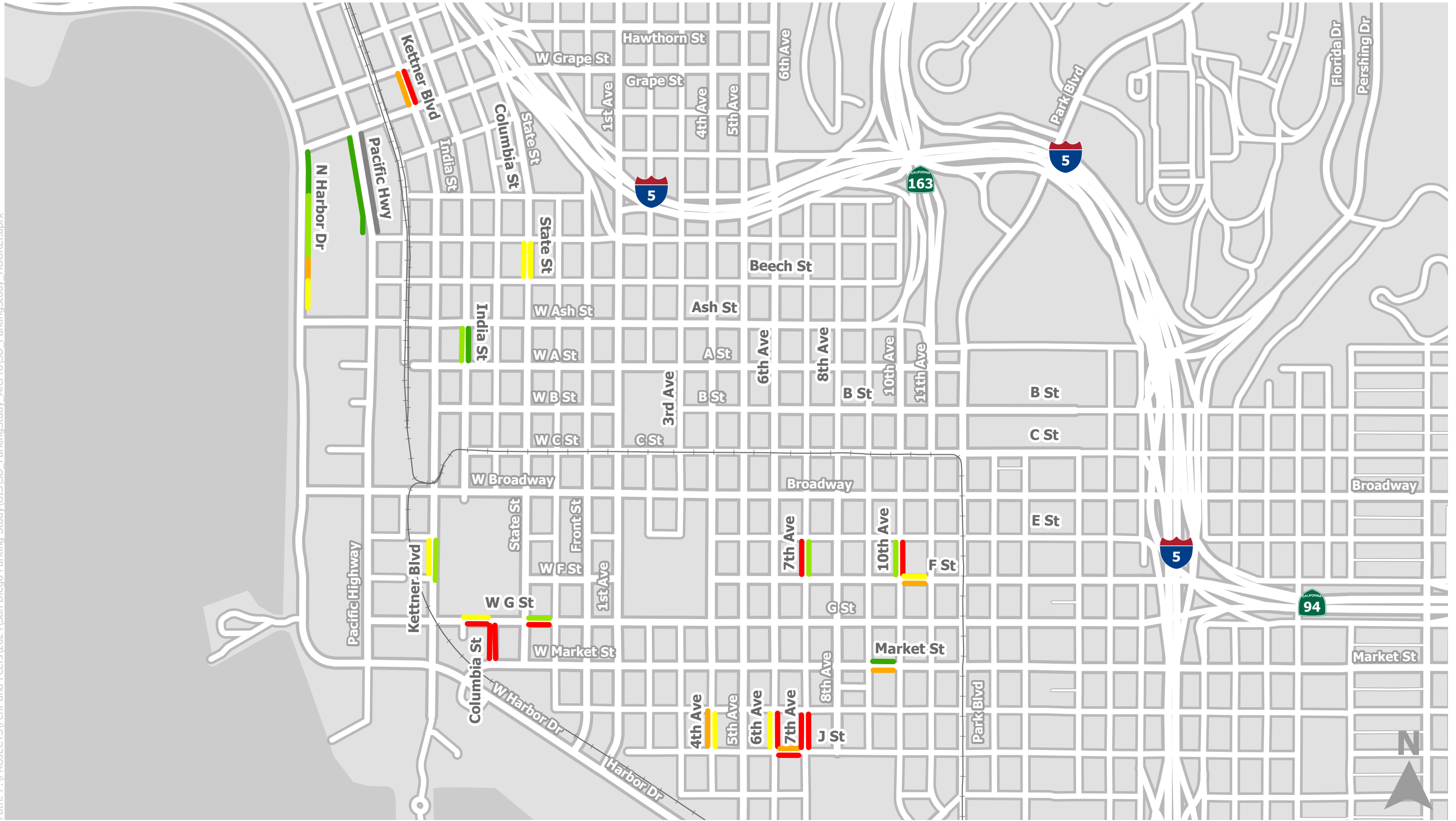
Occupancy Percentage



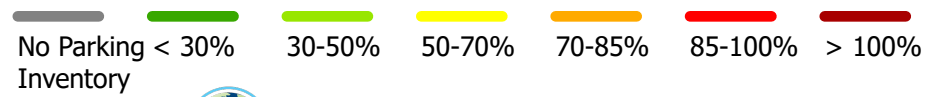
Downtown
Saturday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



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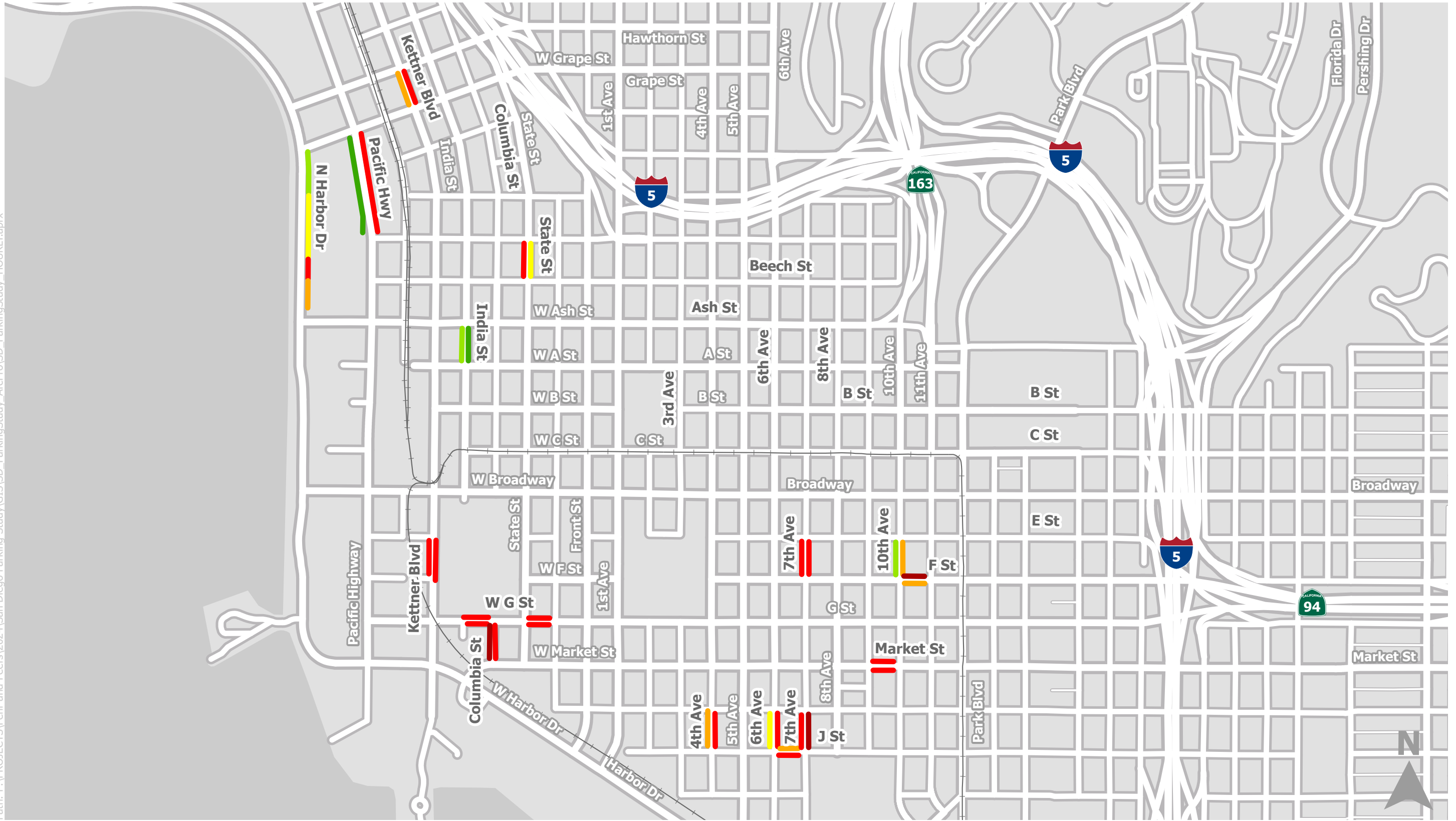


Occupancy Percentage

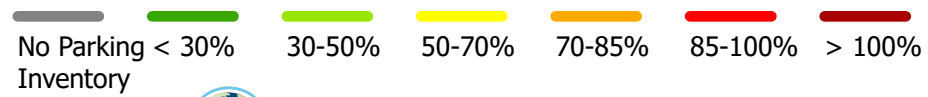


Downtown
 Sunday Occupancy Percentage - 8 AM
 San Diego Citywide Parking Study

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Occupancy Percentage



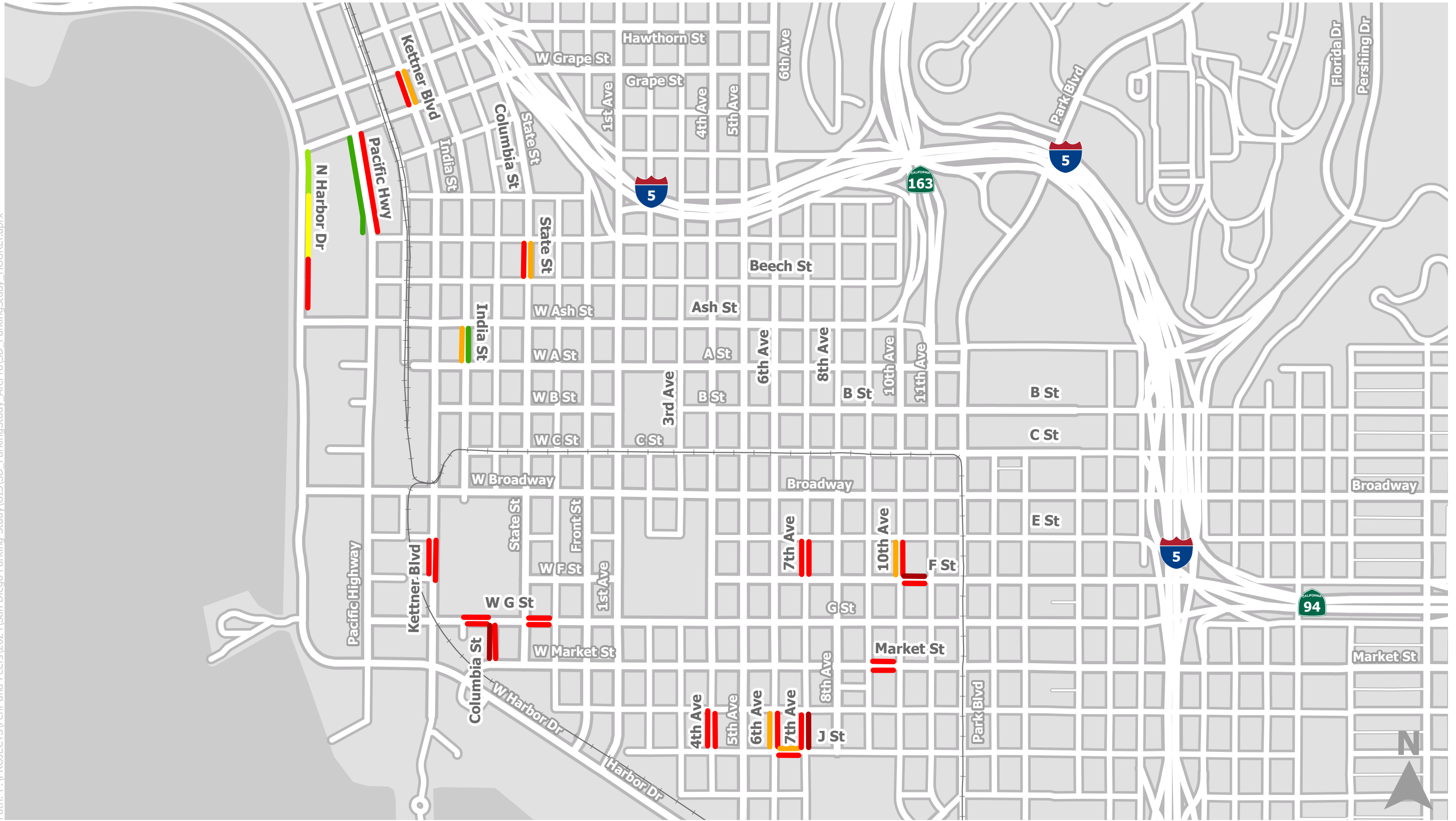
Inventory



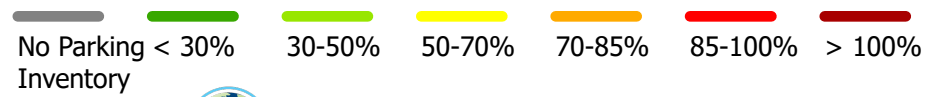
Downtown

Sunday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study

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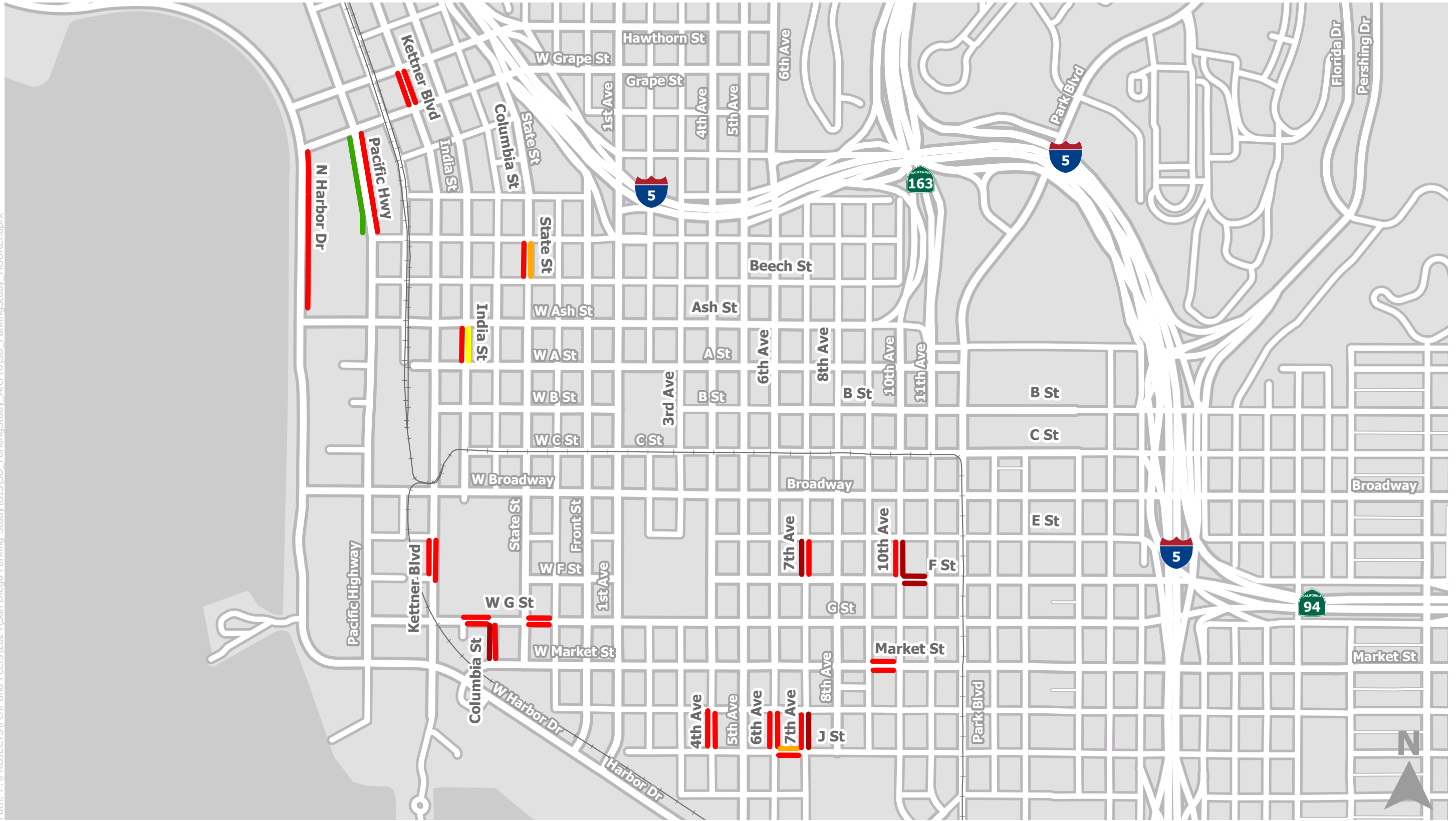
Occupancy Percentage



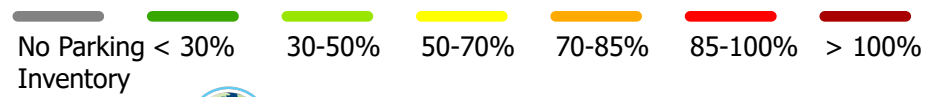
Downtown
Sunday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



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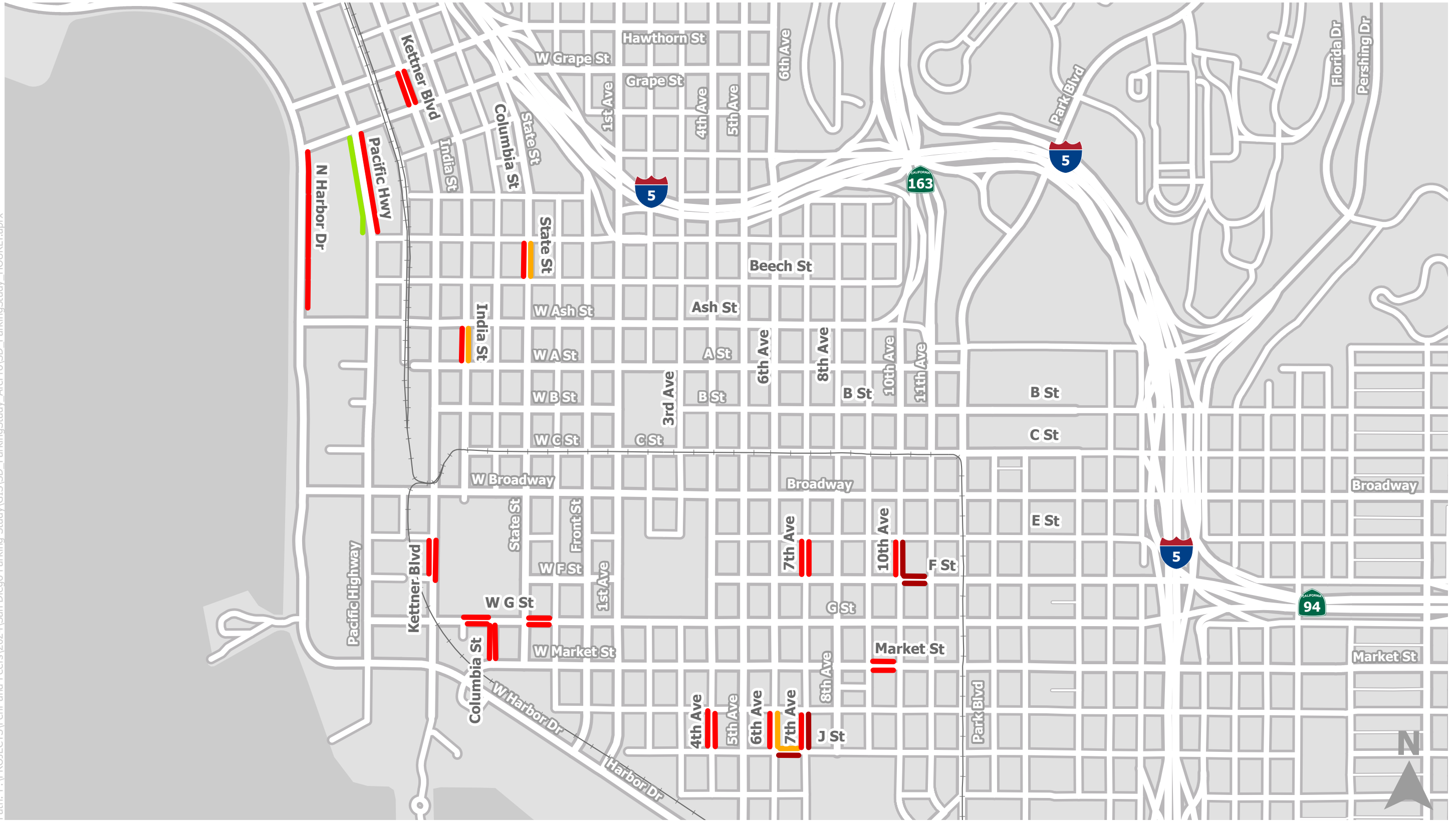
Occupancy Percentage



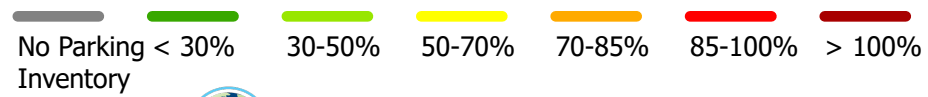
Downtown
Sunday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



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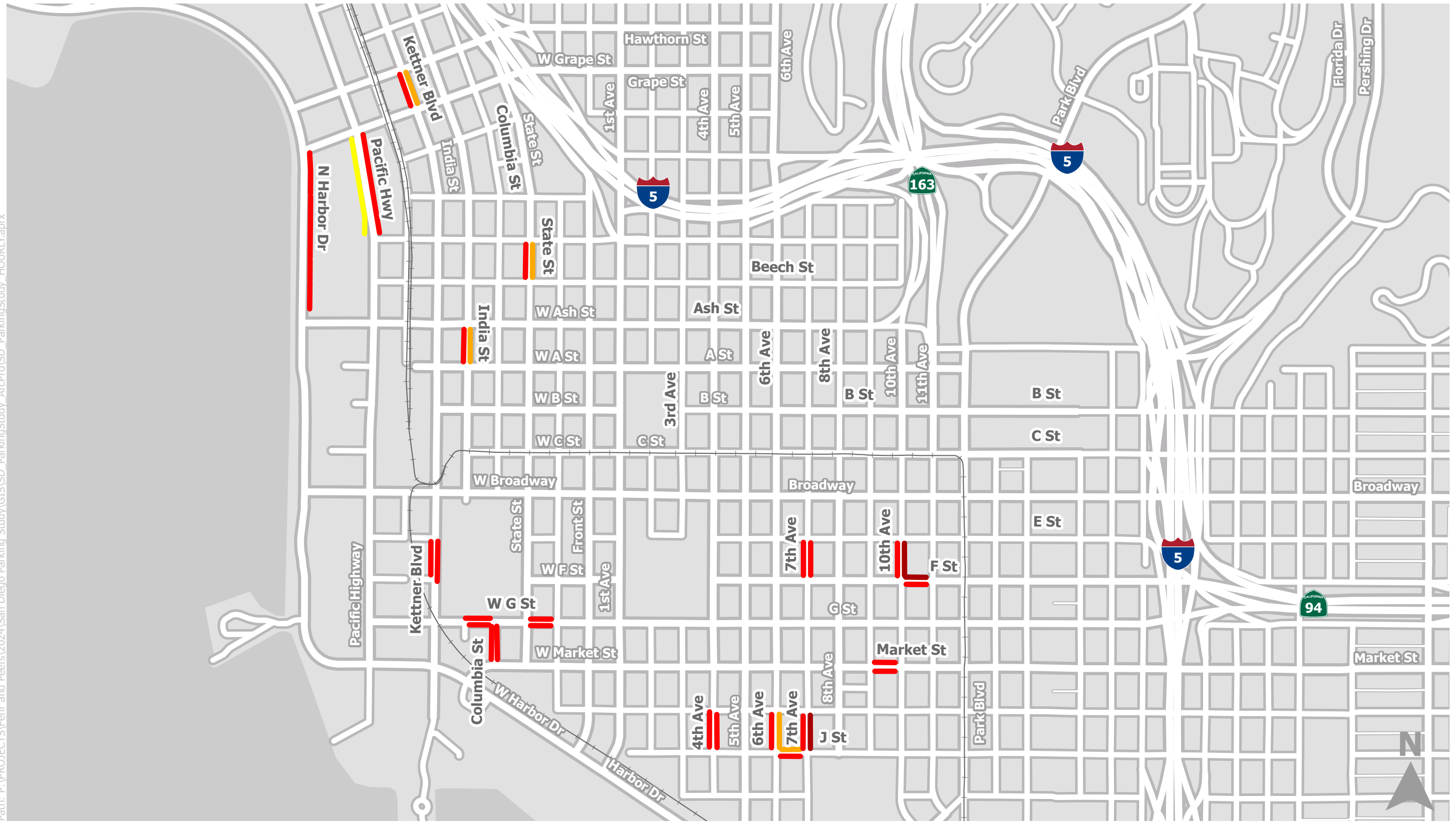
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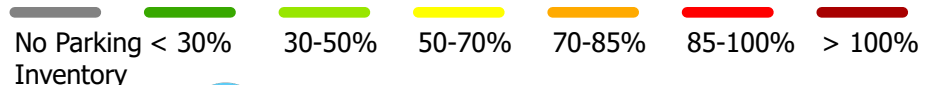
Downtown
Sunday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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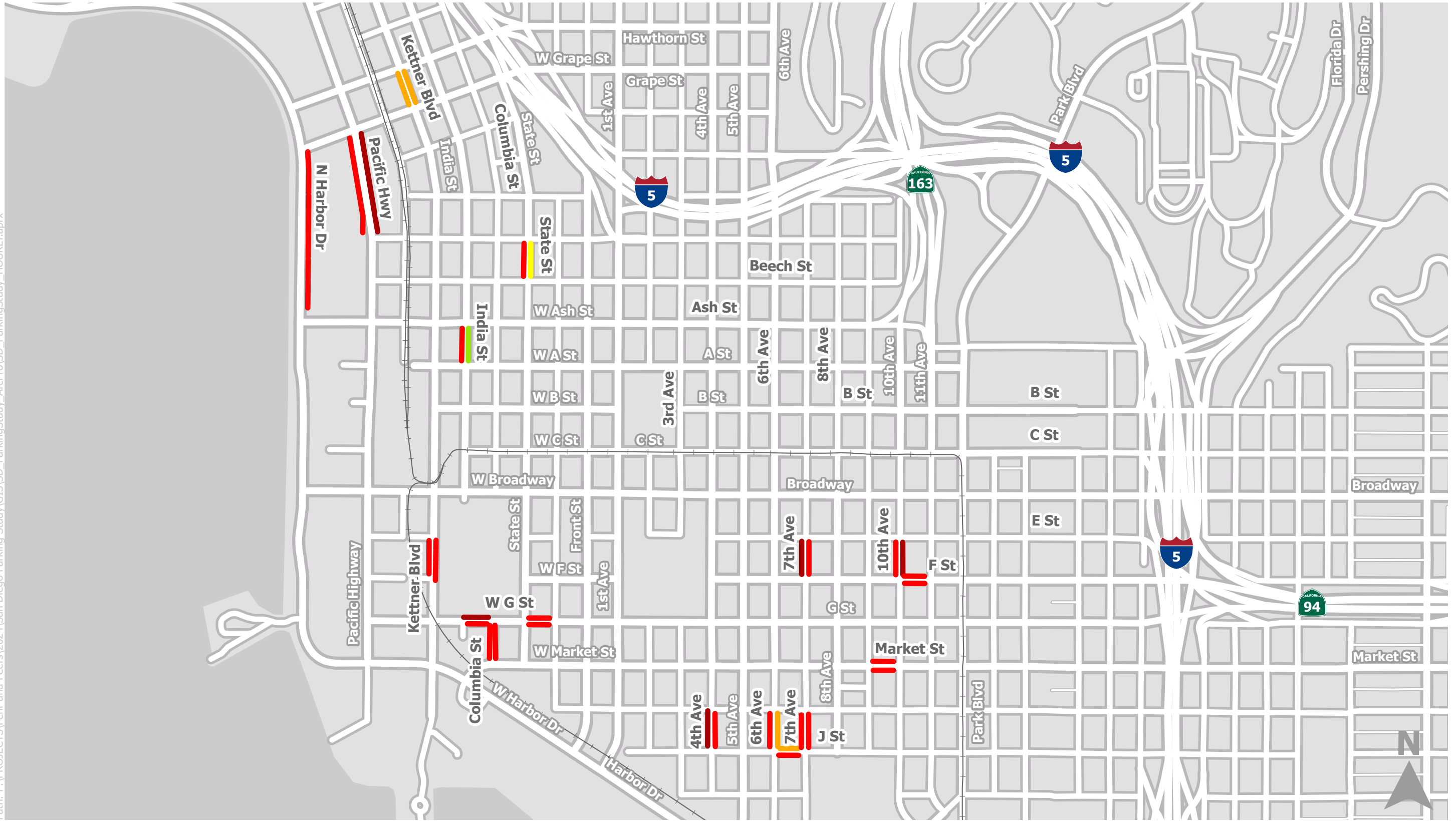
Occupancy Percentage



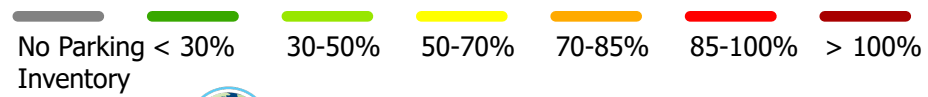
Downtown
Sunday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



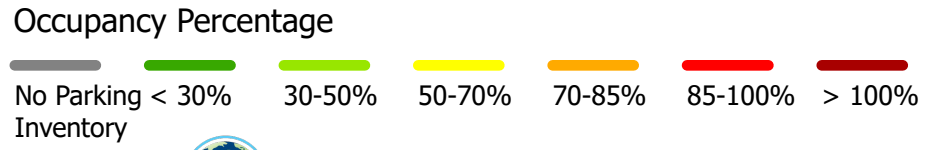
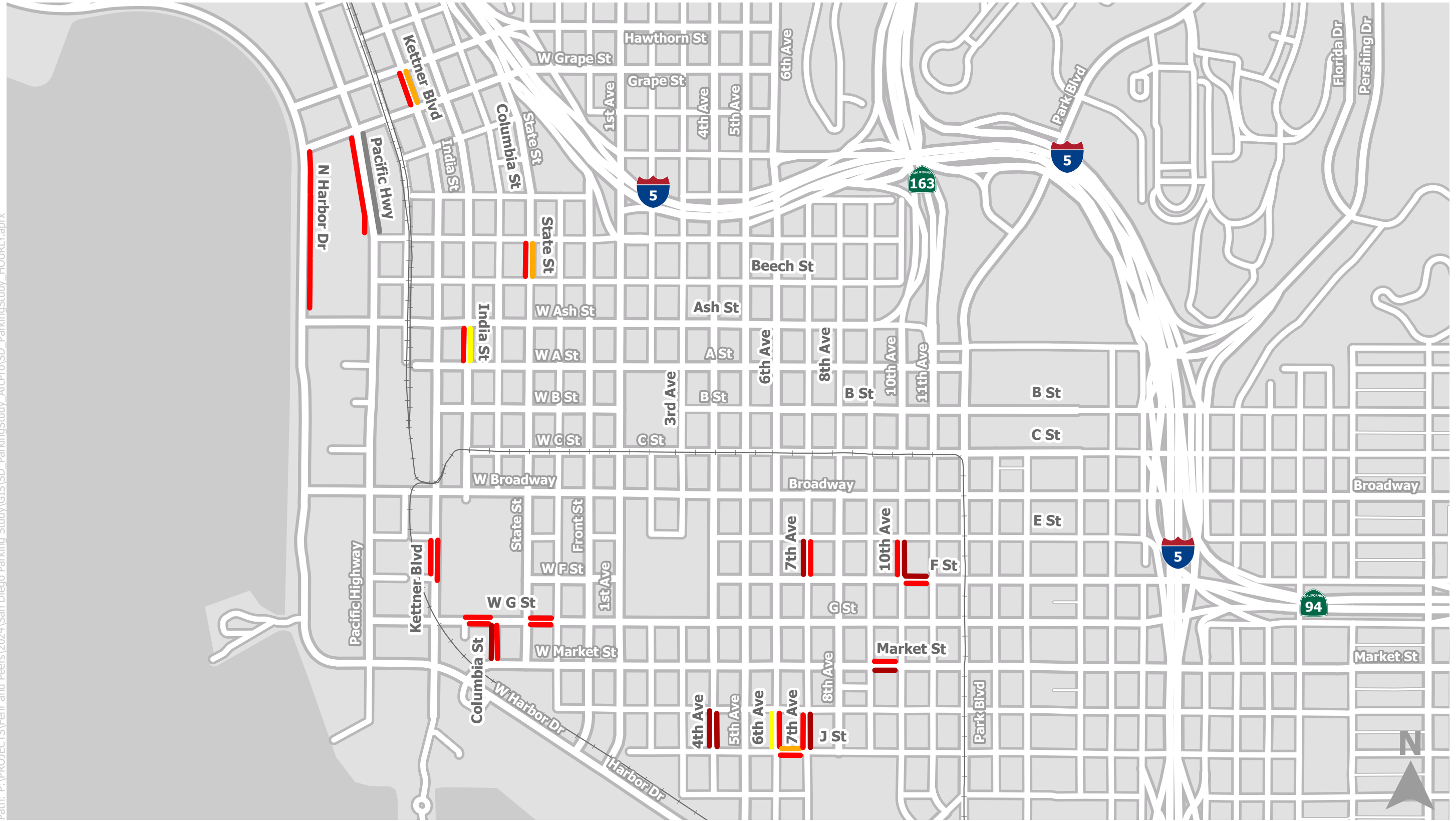
Occupancy Percentage



Downtown
Sunday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



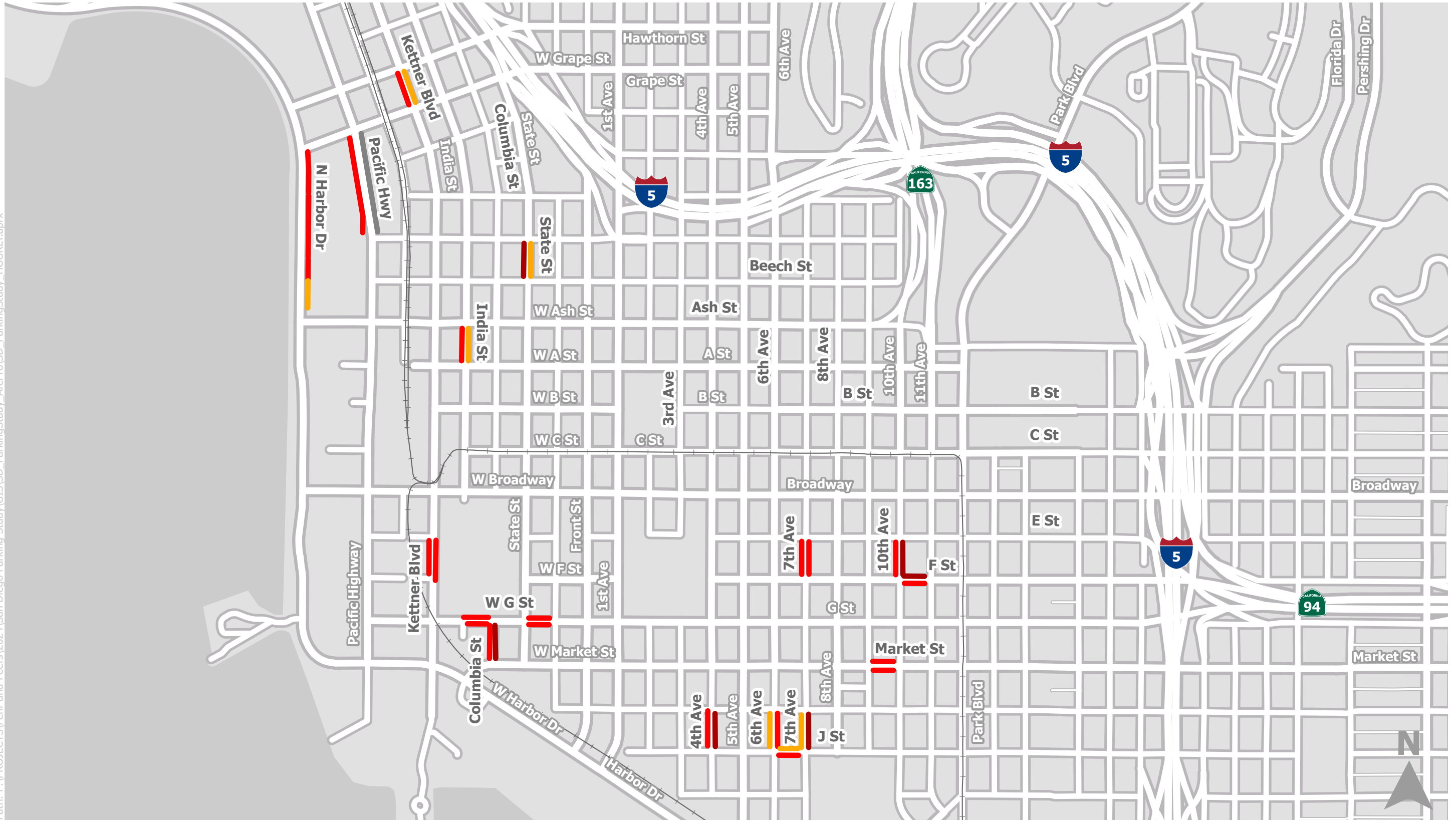
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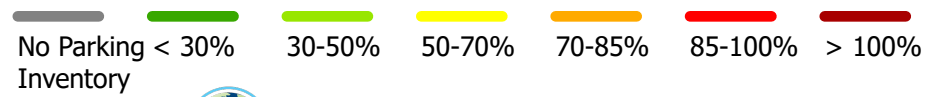
Downtown
Sunday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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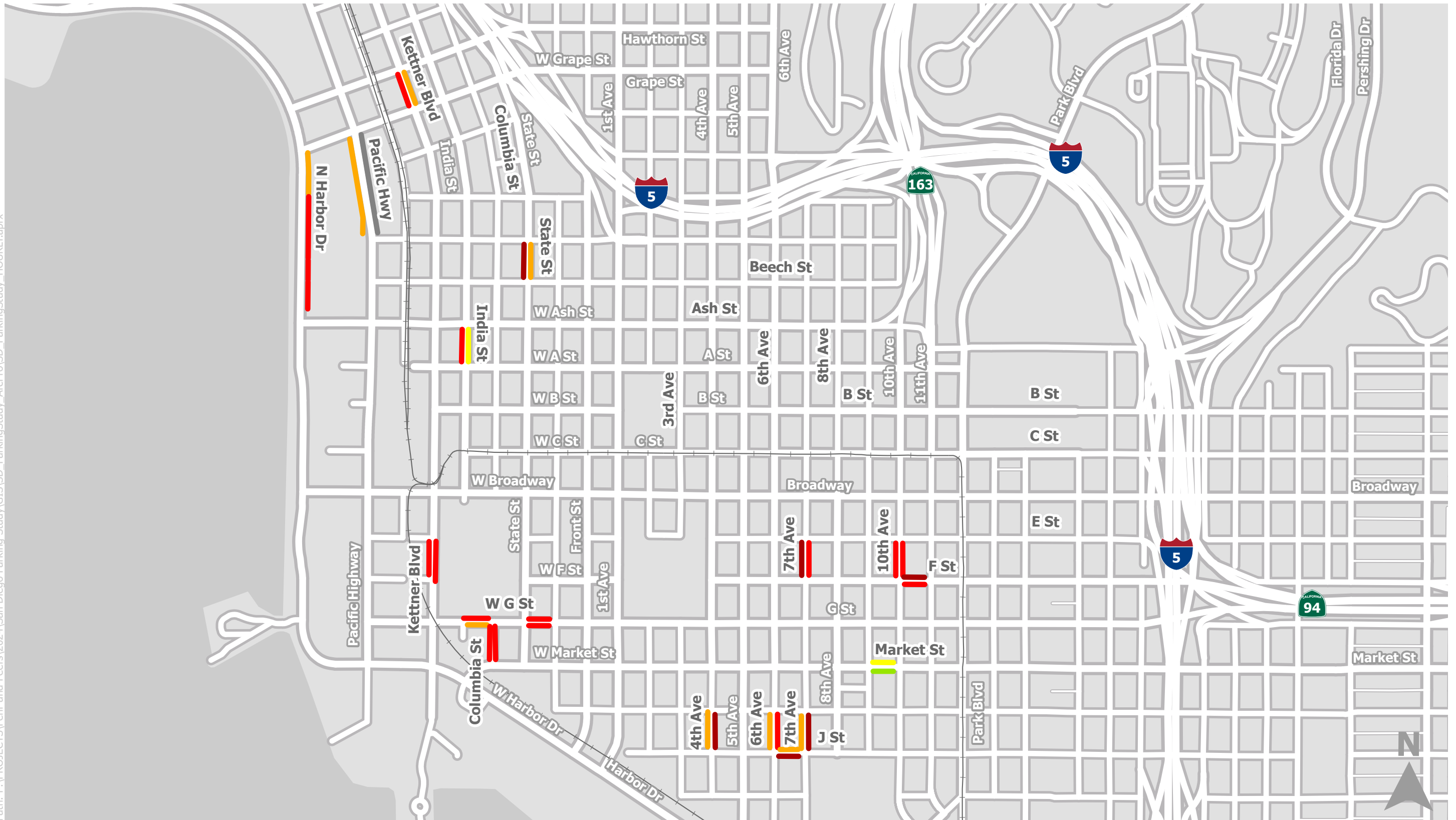


Occupancy Percentage

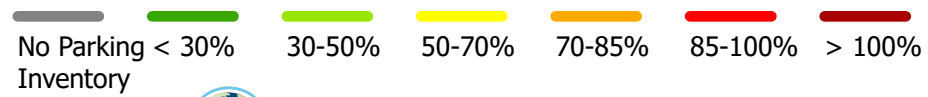


Downtown
 Sunday Occupancy Percentage - 4 PM
 San Diego Citywide Parking Study

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Occupancy Percentage



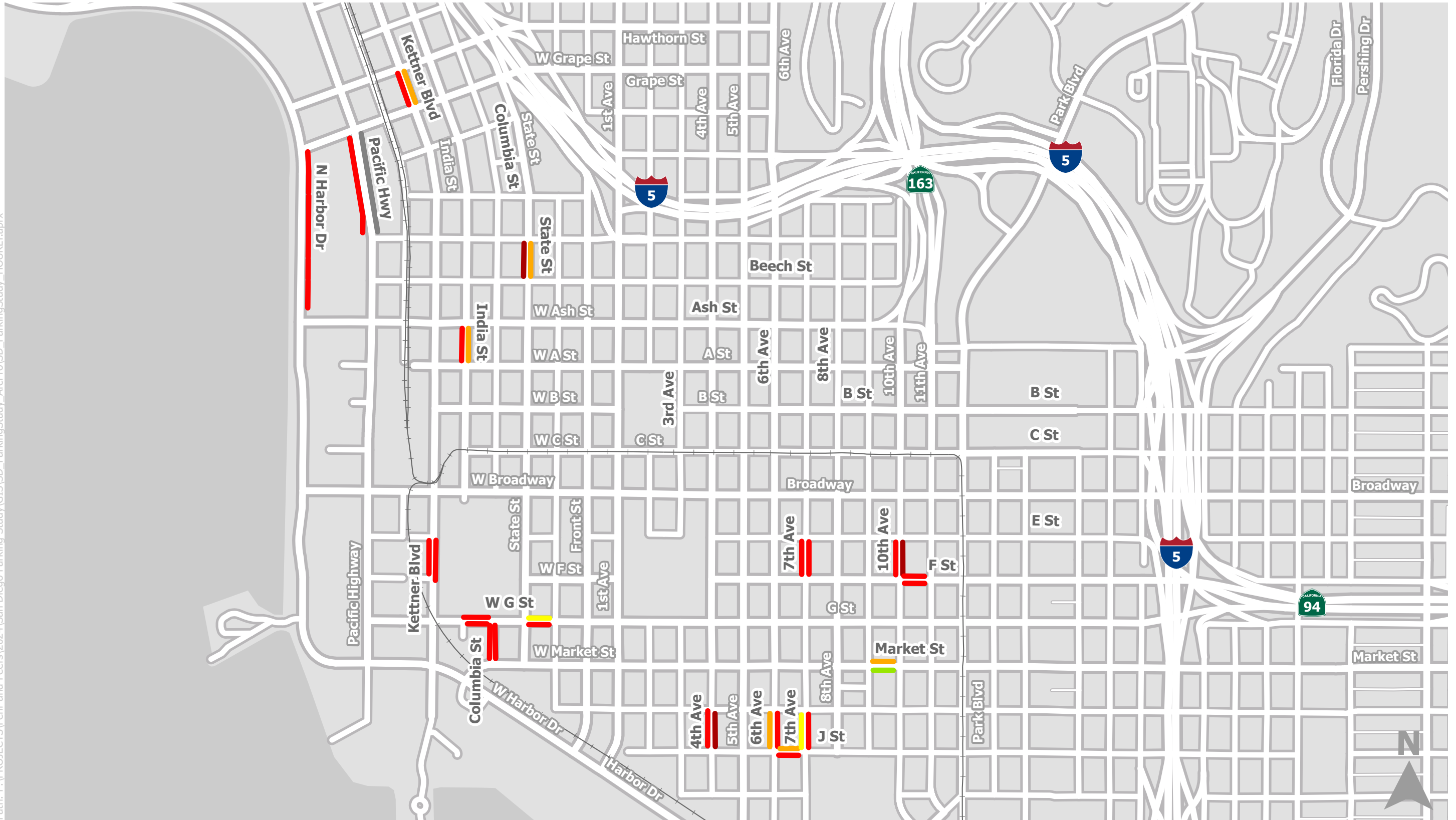
Inventory



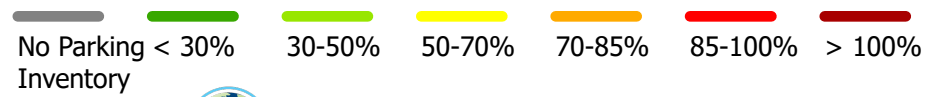
Downtown

Sunday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study

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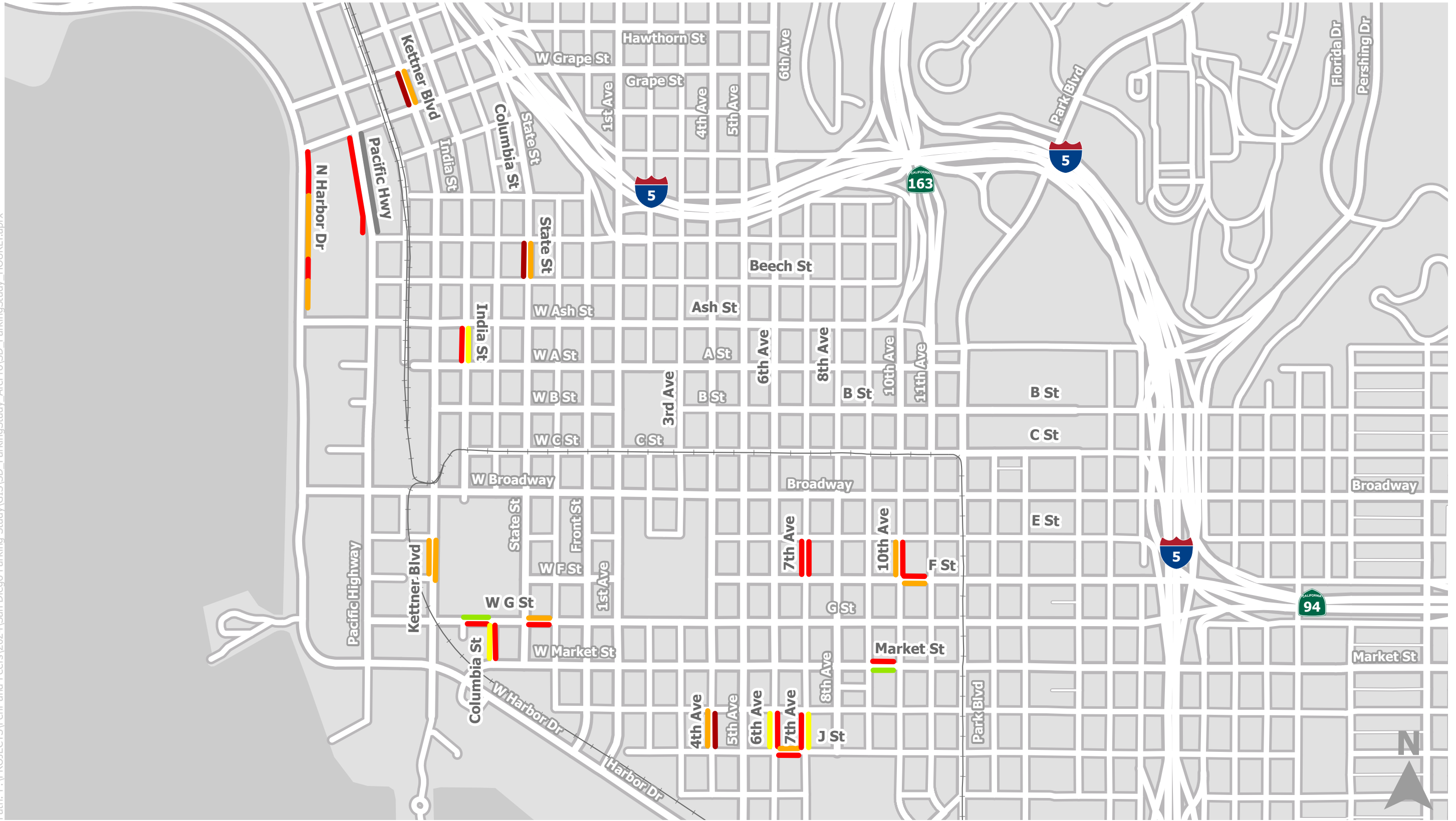
Occupancy Percentage



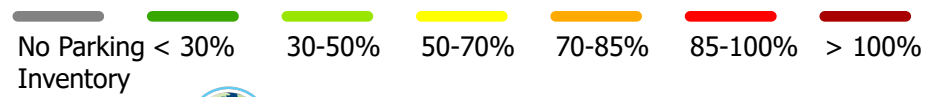
Downtown
Sunday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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Occupancy Percentage

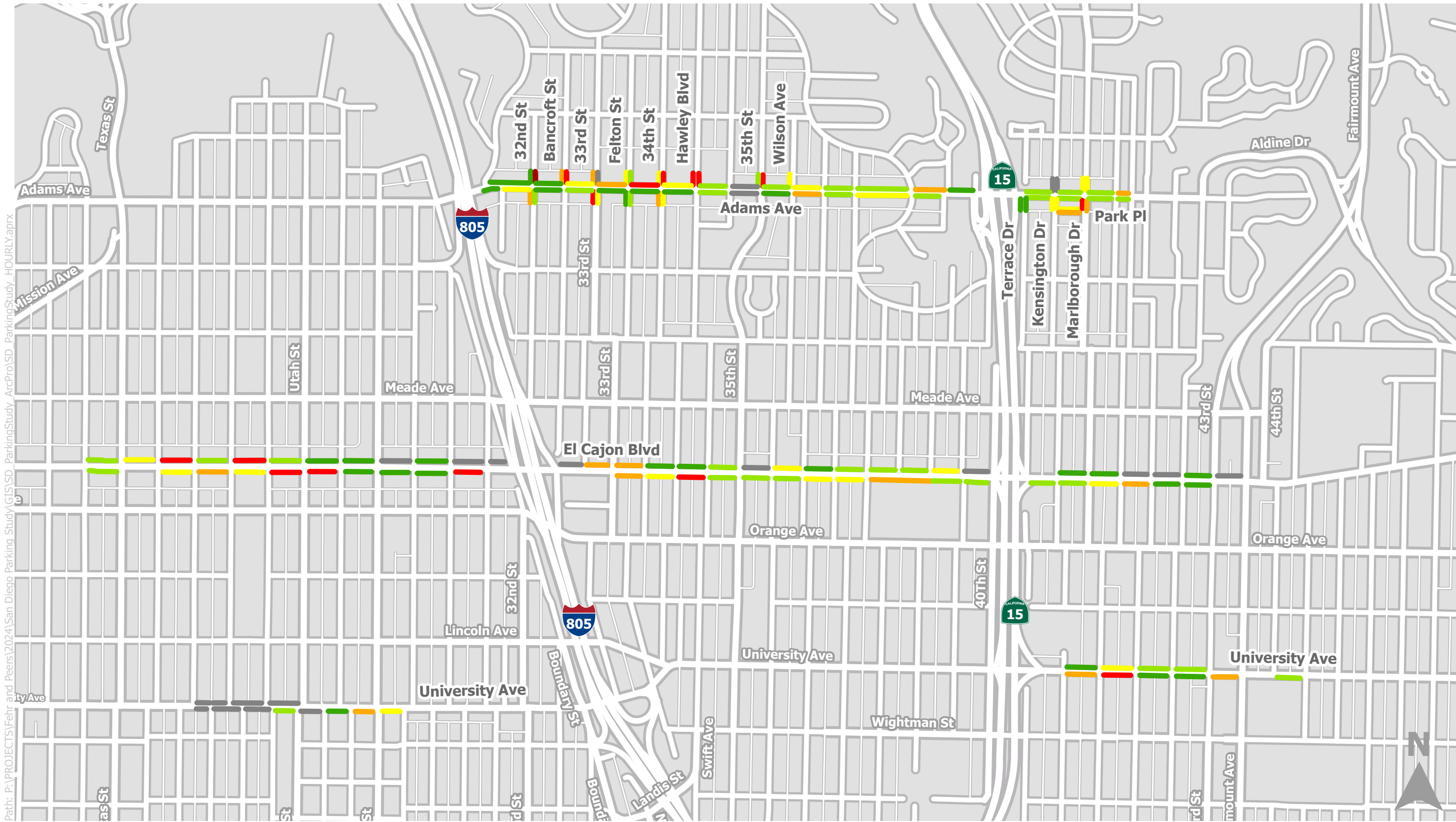


Inventories

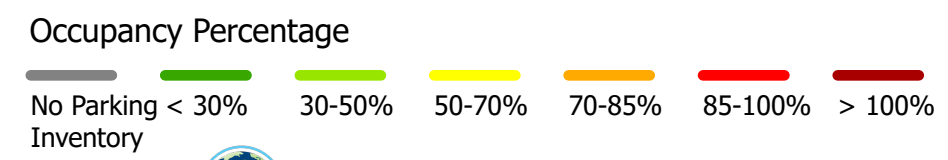


Downtown

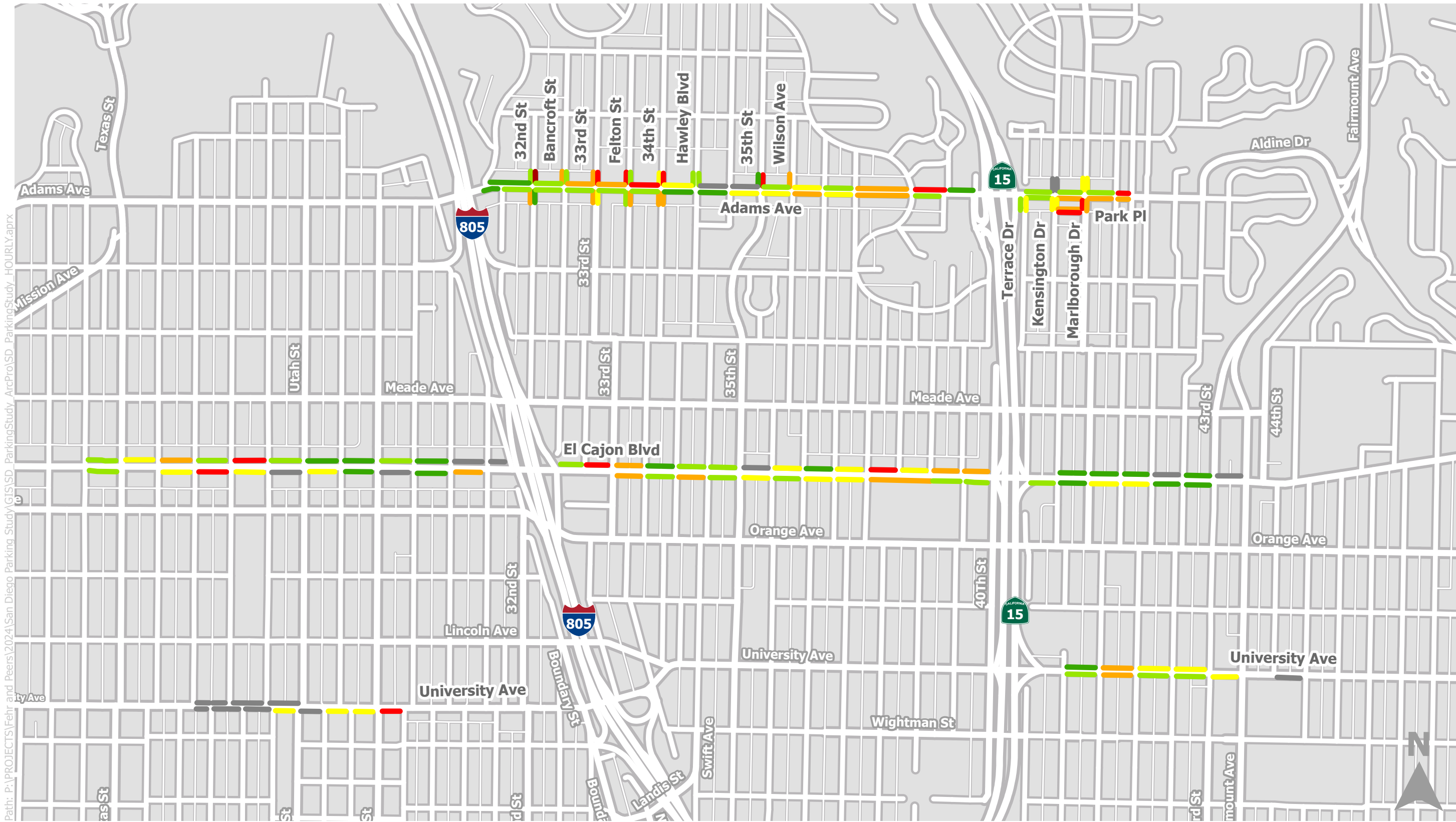
Sunday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Mid City
 Thursday Occupancy Percentage - 8 AM
 San Diego Citywide Parking Study



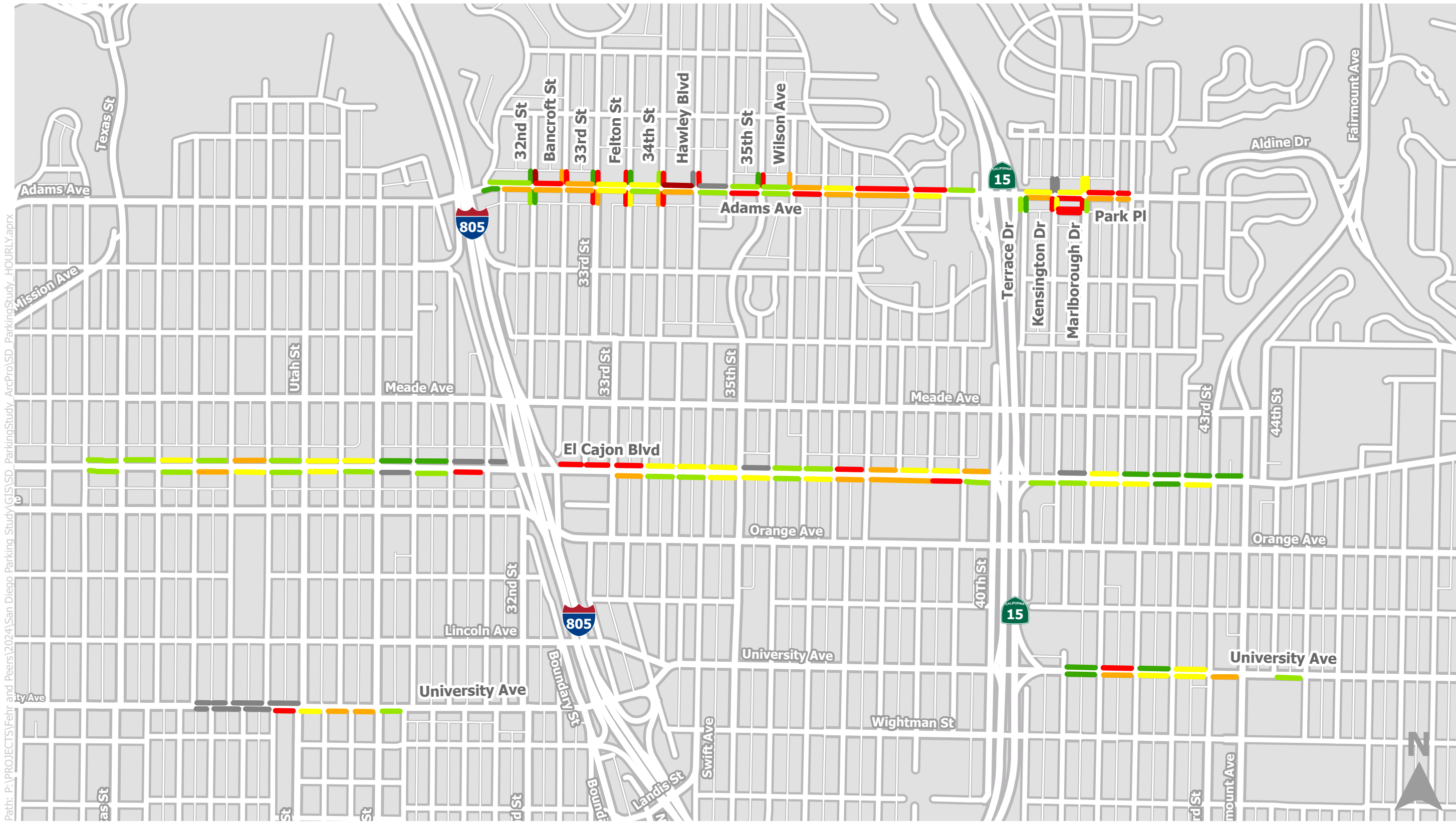
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Occupancy Percentage

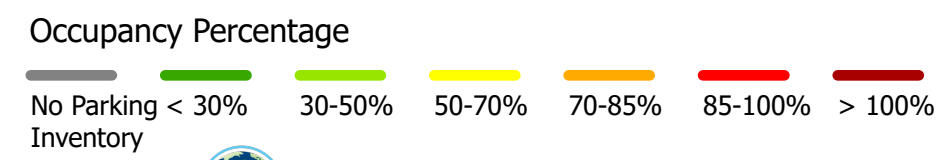
No Parking Inventory < 30% 30-50% 50-70% 70-85% 85-100% > 100%



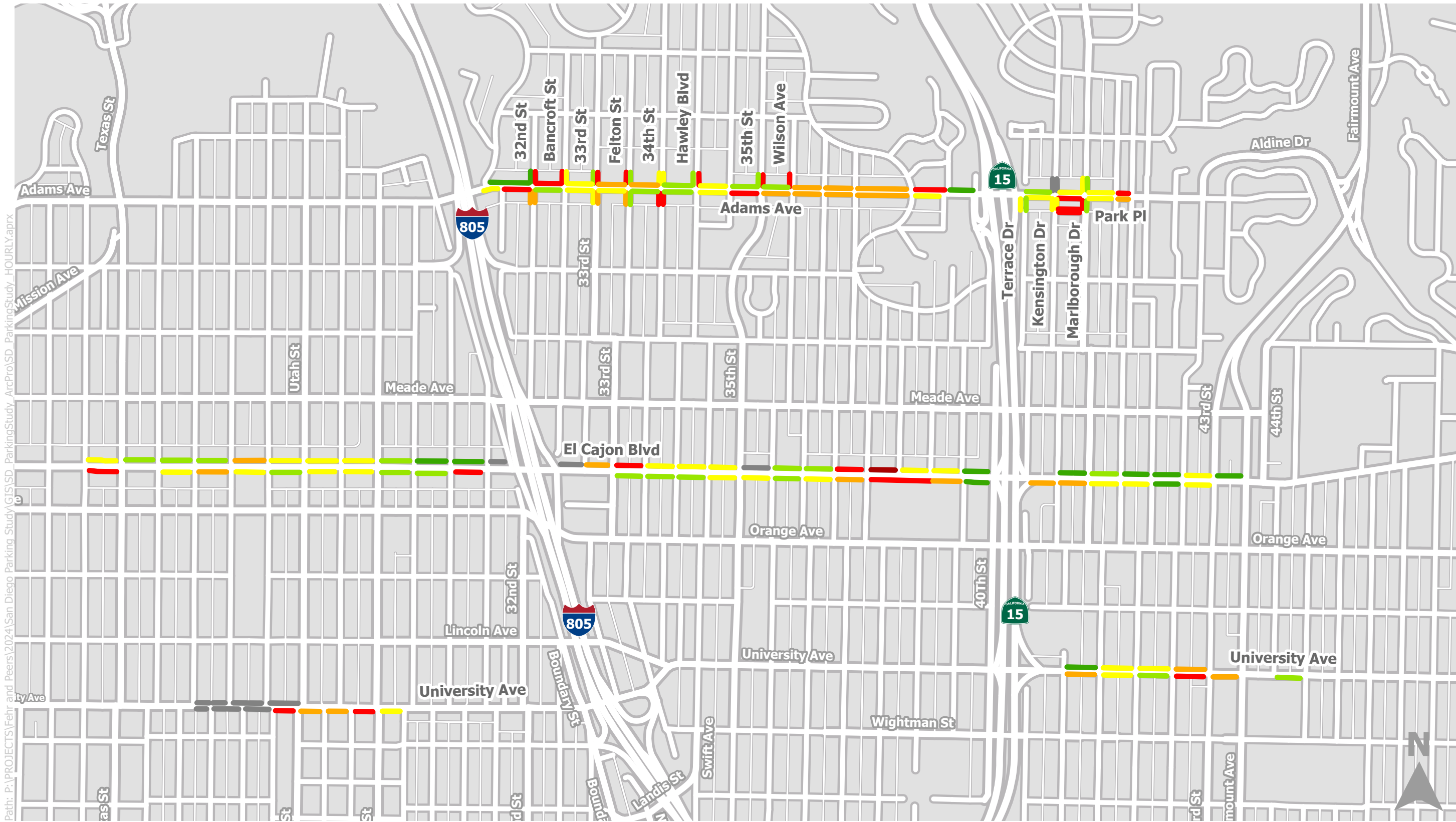
Mid City
 Thursday Occupancy Percentage - 9 AM
 San Diego Citywide Parking Study



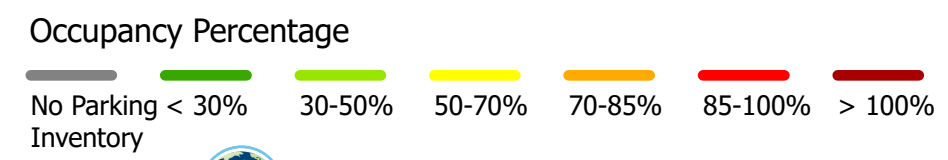
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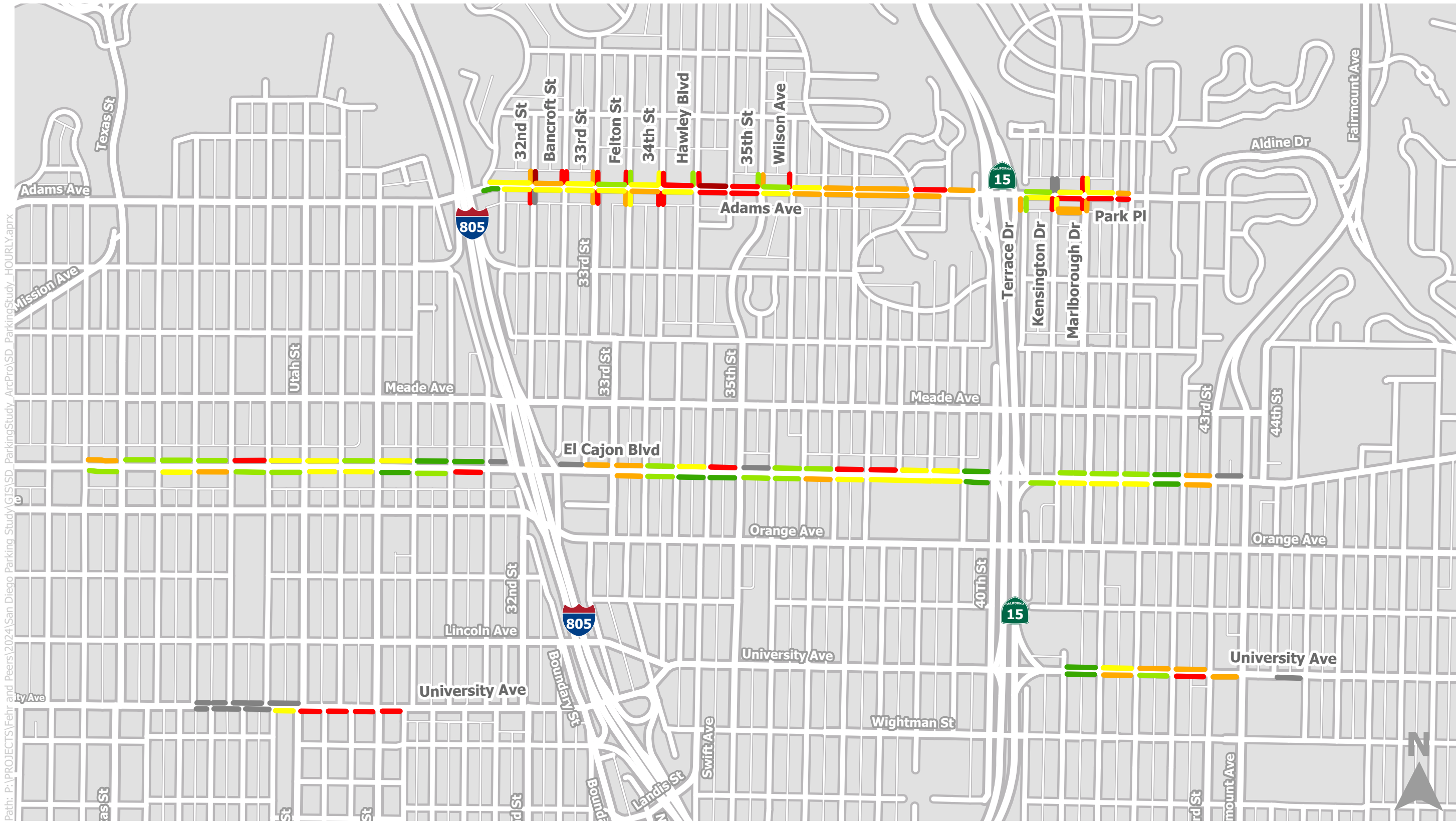
Mid City
 Thursday Occupancy Percentage - 10 AM
 San Diego Citywide Parking Study



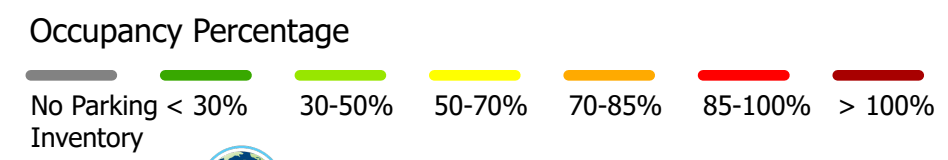
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Mid City
 Thursday Occupancy Percentage - 11 AM
 San Diego Citywide Parking Study

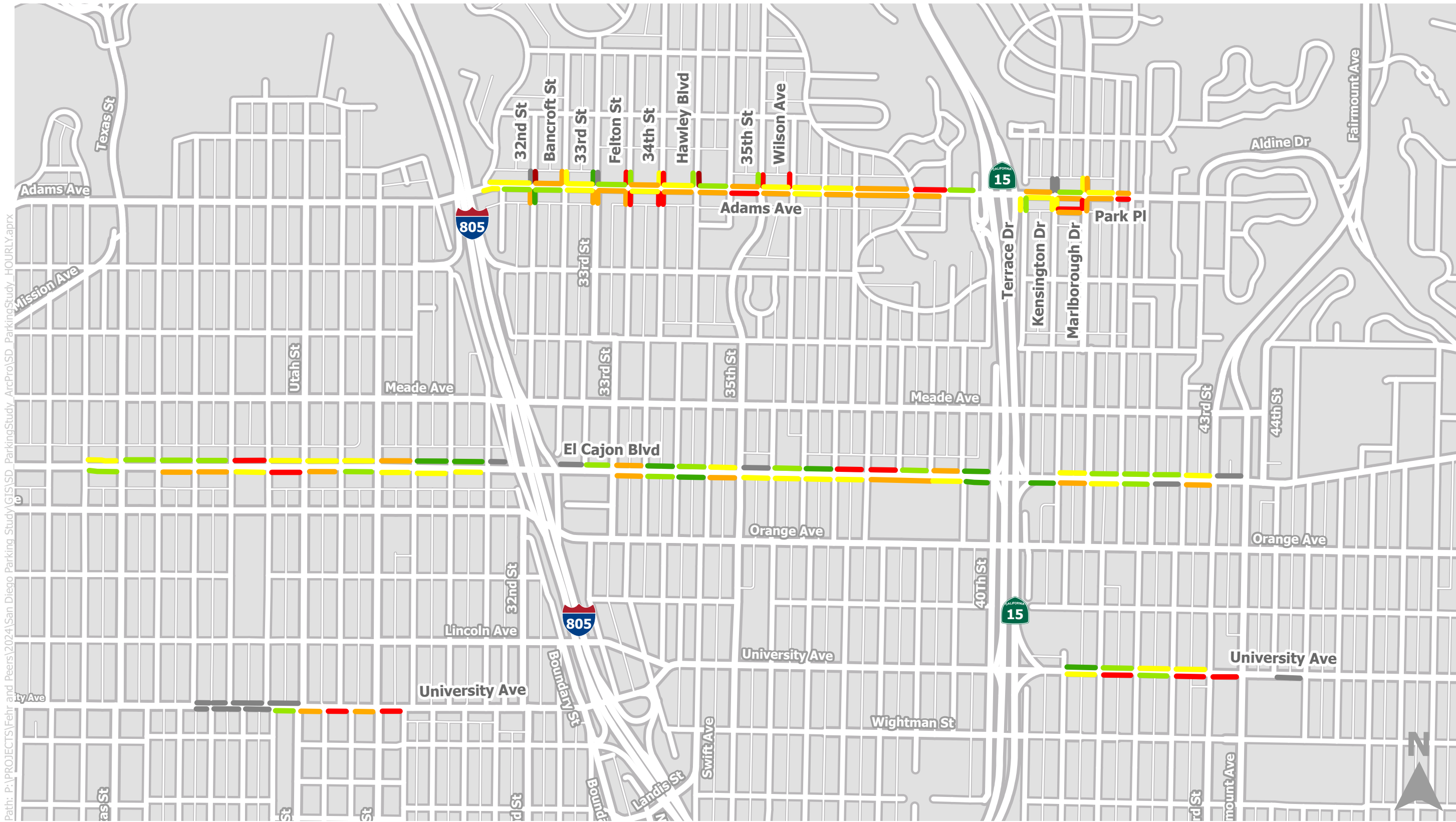


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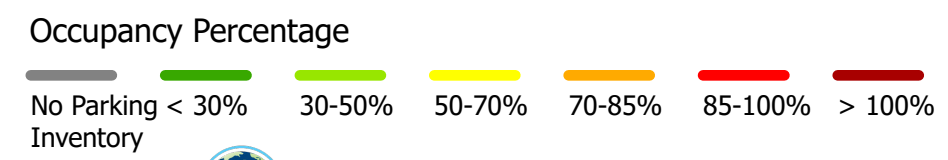


Mid City
 Thursday Occupancy Percentage - 12 PM
 San Diego Citywide Parking Study

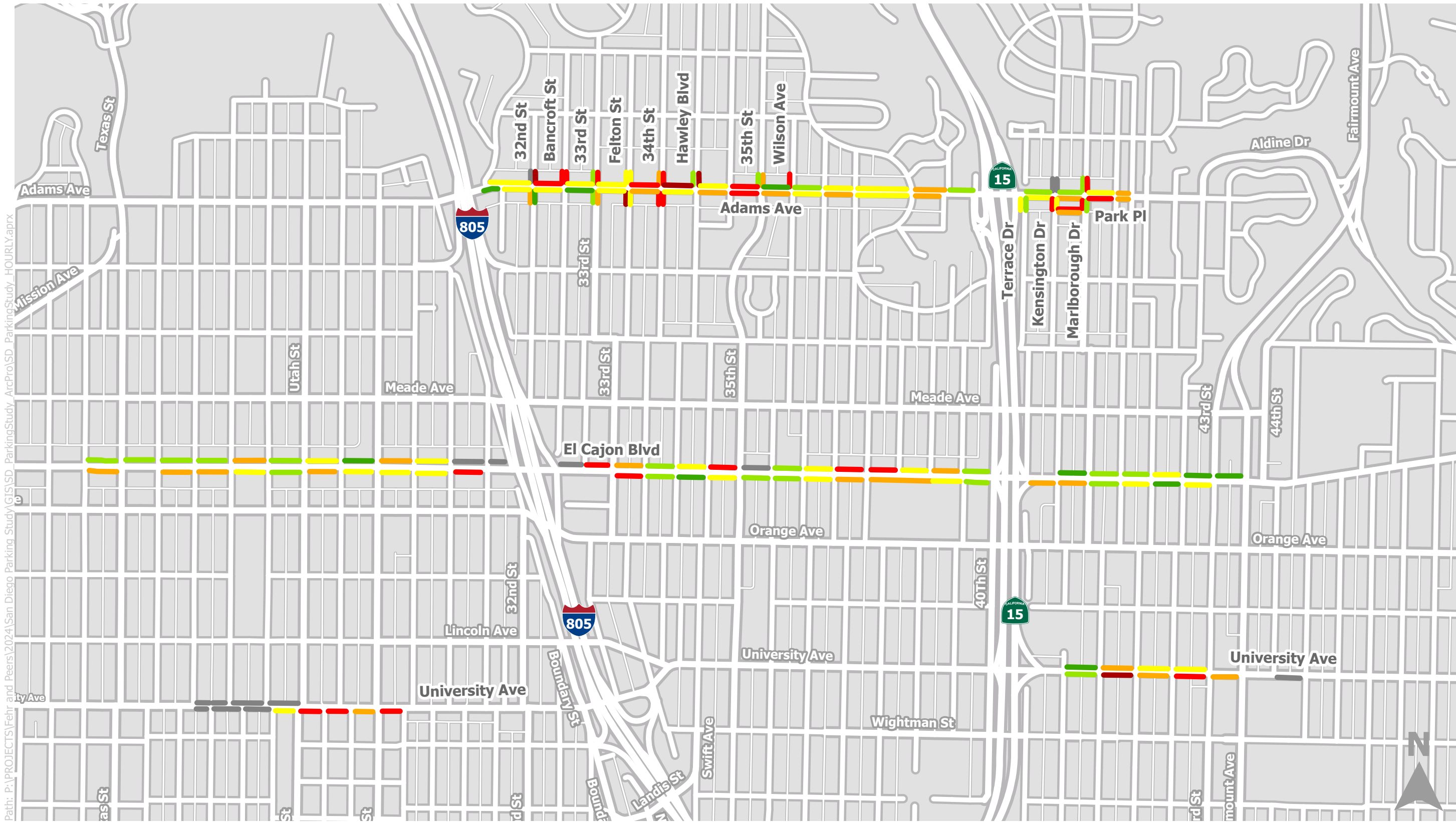




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Mid City
 Thursday Occupancy Percentage - 1 PM
 San Diego Citywide Parking Study



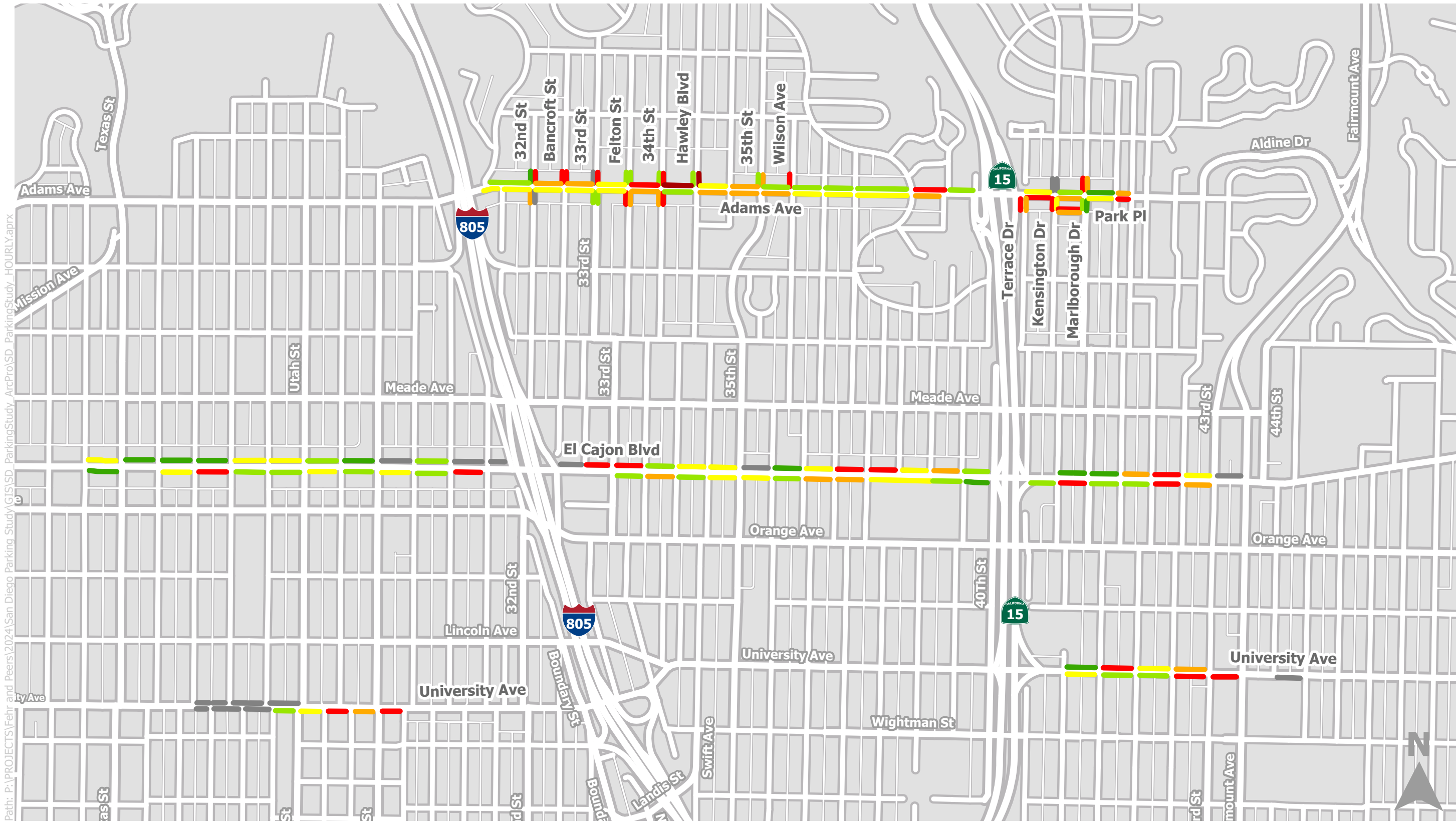
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Occupancy Percentage

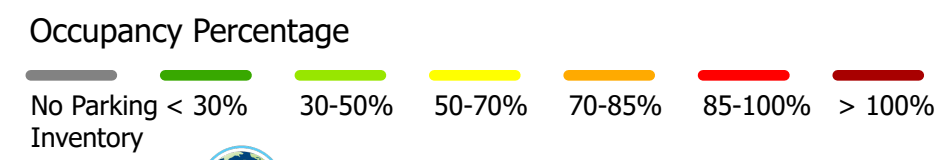
No Parking Inventory
 < 30%
 30-50%
 50-70%
 70-85%
 85-100%
 > 100%



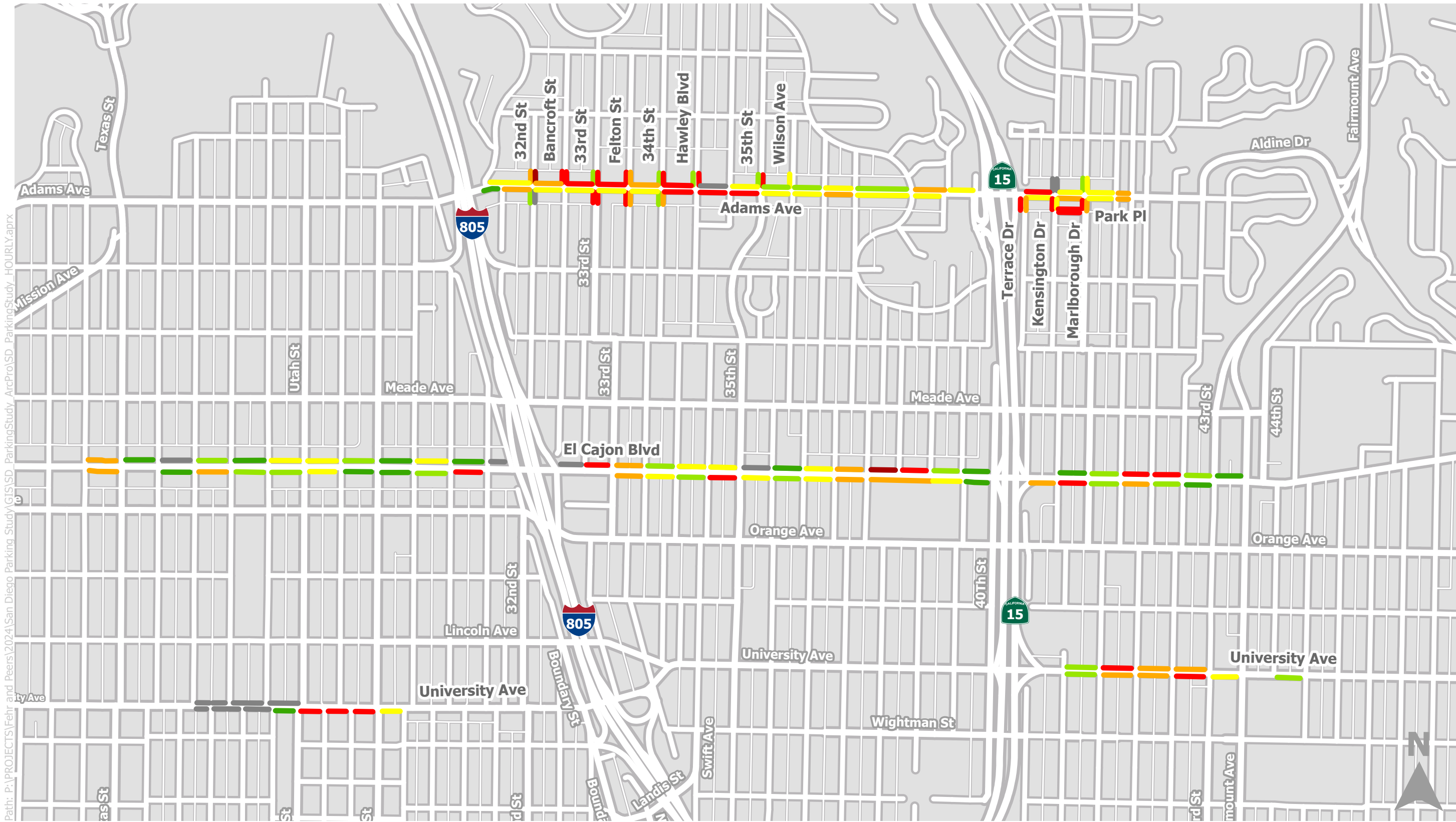
Mid City
 Thursday Occupancy Percentage - 2 PM
 San Diego Citywide Parking Study



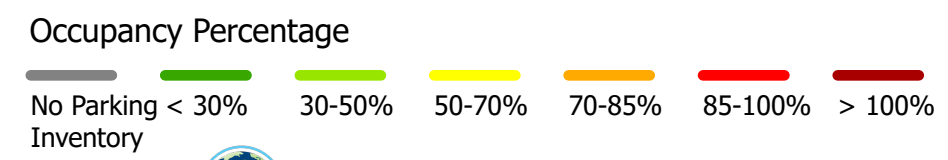
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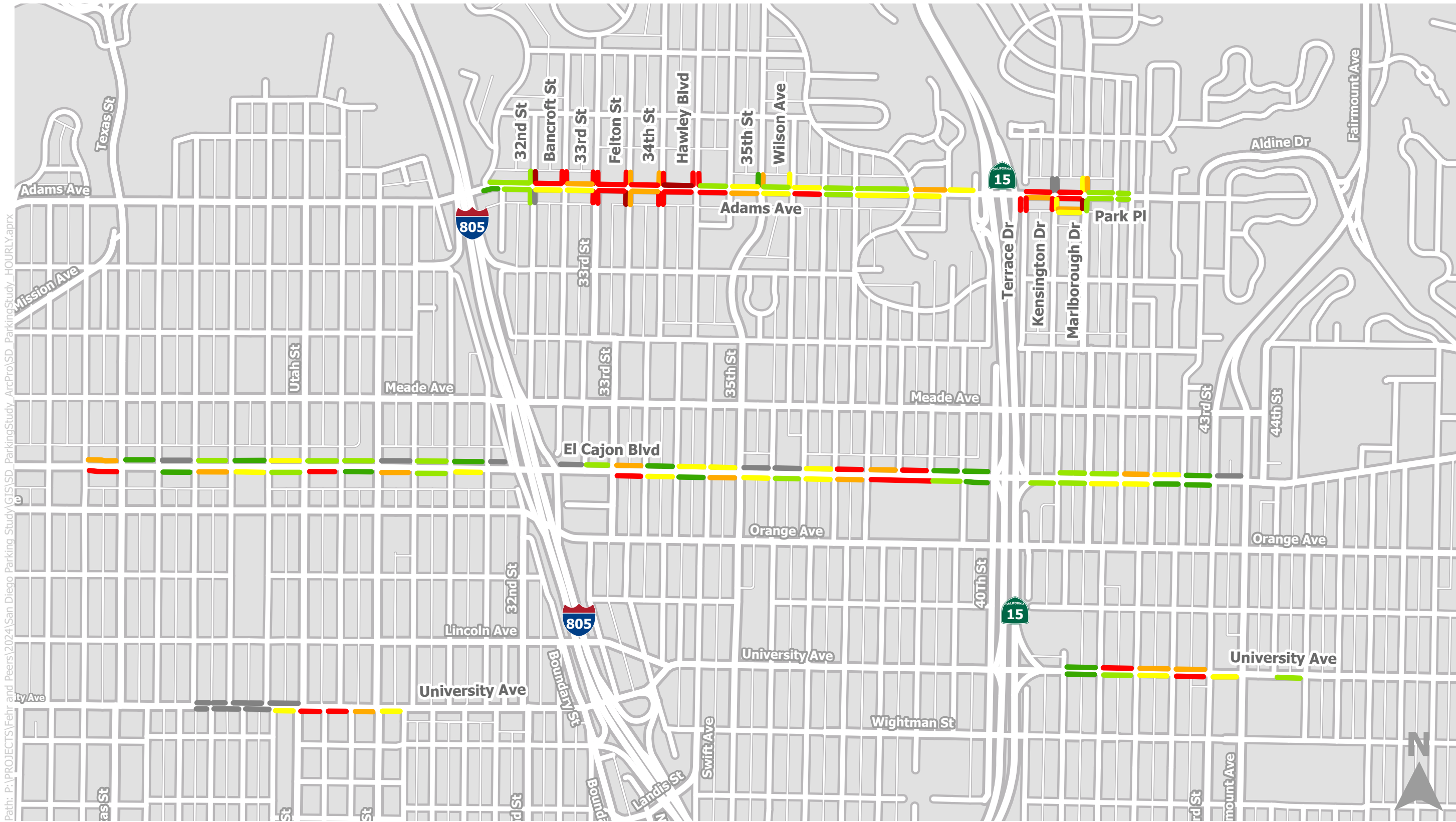
Mid City
 Thursday Occupancy Percentage - 3 PM
 San Diego Citywide Parking Study



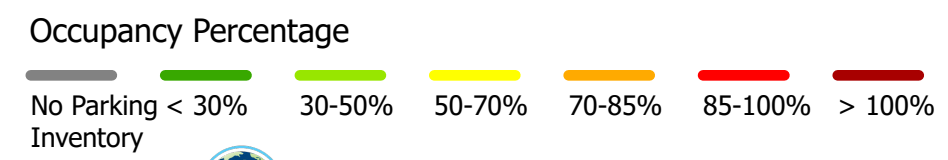
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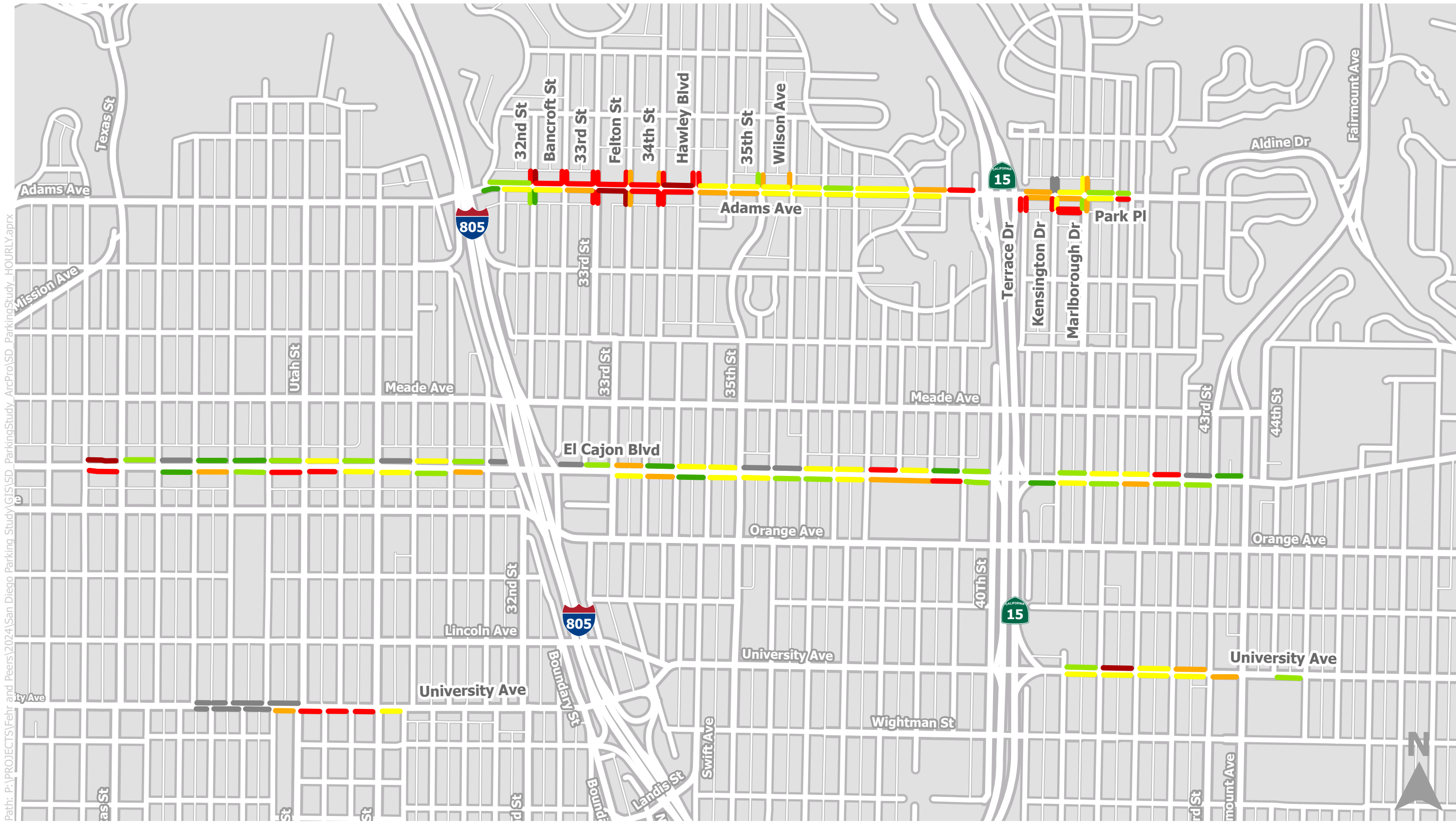
Mid City
 Thursday Occupancy Percentage - 4 PM
 San Diego Citywide Parking Study



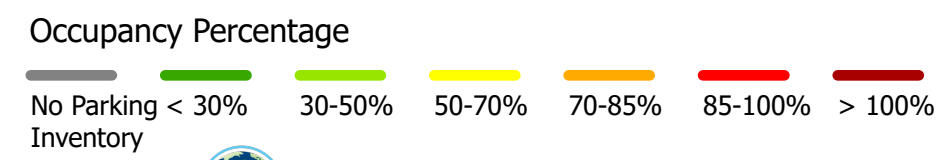
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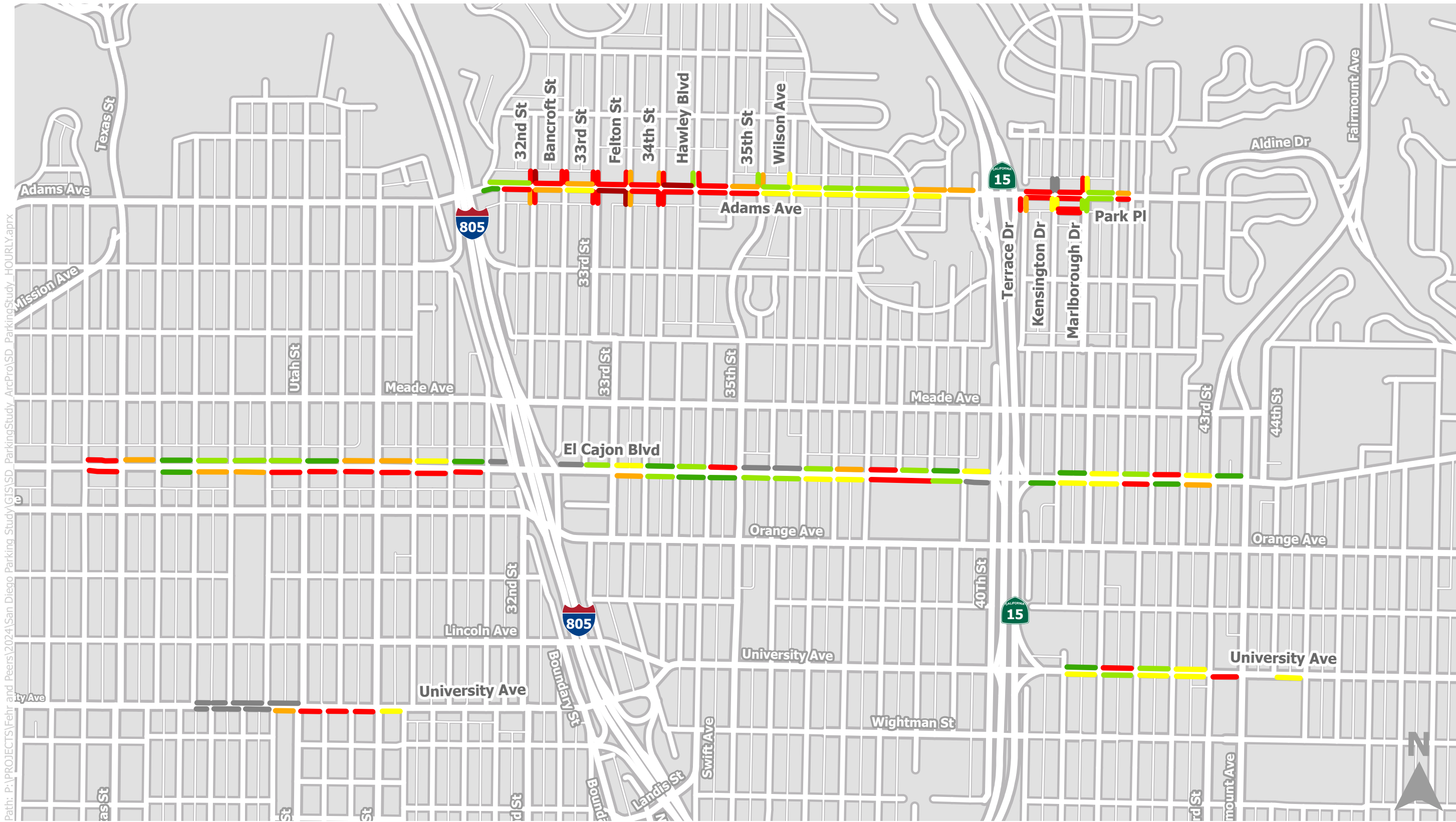
Mid City
 Thursday Occupancy Percentage - 5 PM
 San Diego Citywide Parking Study



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Mid City
 Thursday Occupancy Percentage - 6 PM
 San Diego Citywide Parking Study



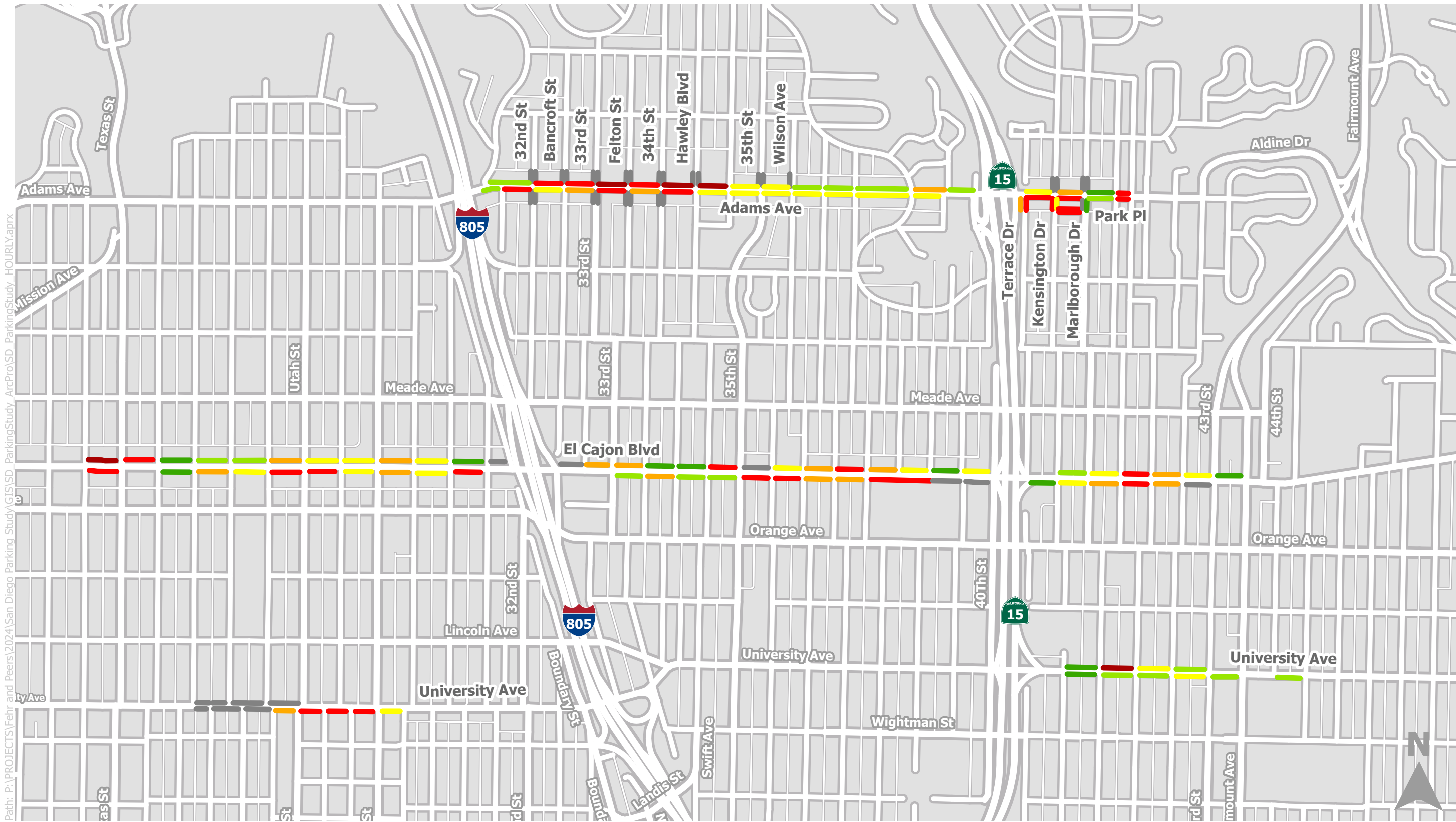
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Occupancy Percentage

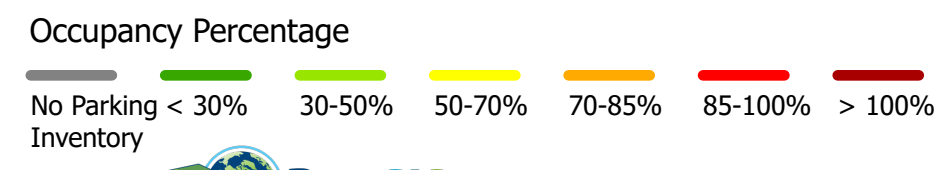
No Parking Inventory
 < 30%
 30-50%
 50-70%
 70-85%
 85-100%
 > 100%



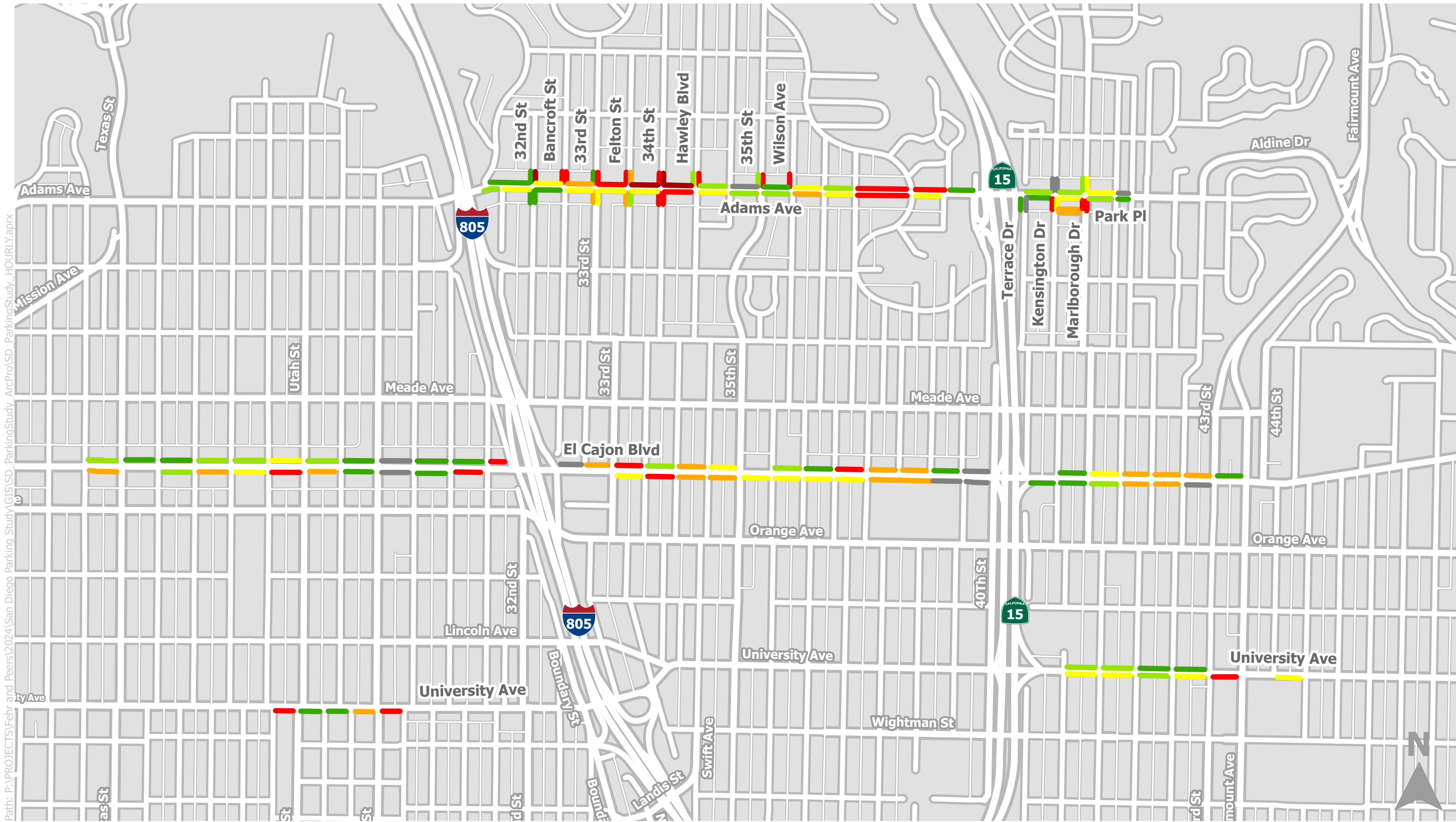
Mid City
 Thursday Occupancy Percentage - 7 PM
 San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Mid City
 Thursday Occupancy Percentage - 8 PM
 San Diego Citywide Parking Study



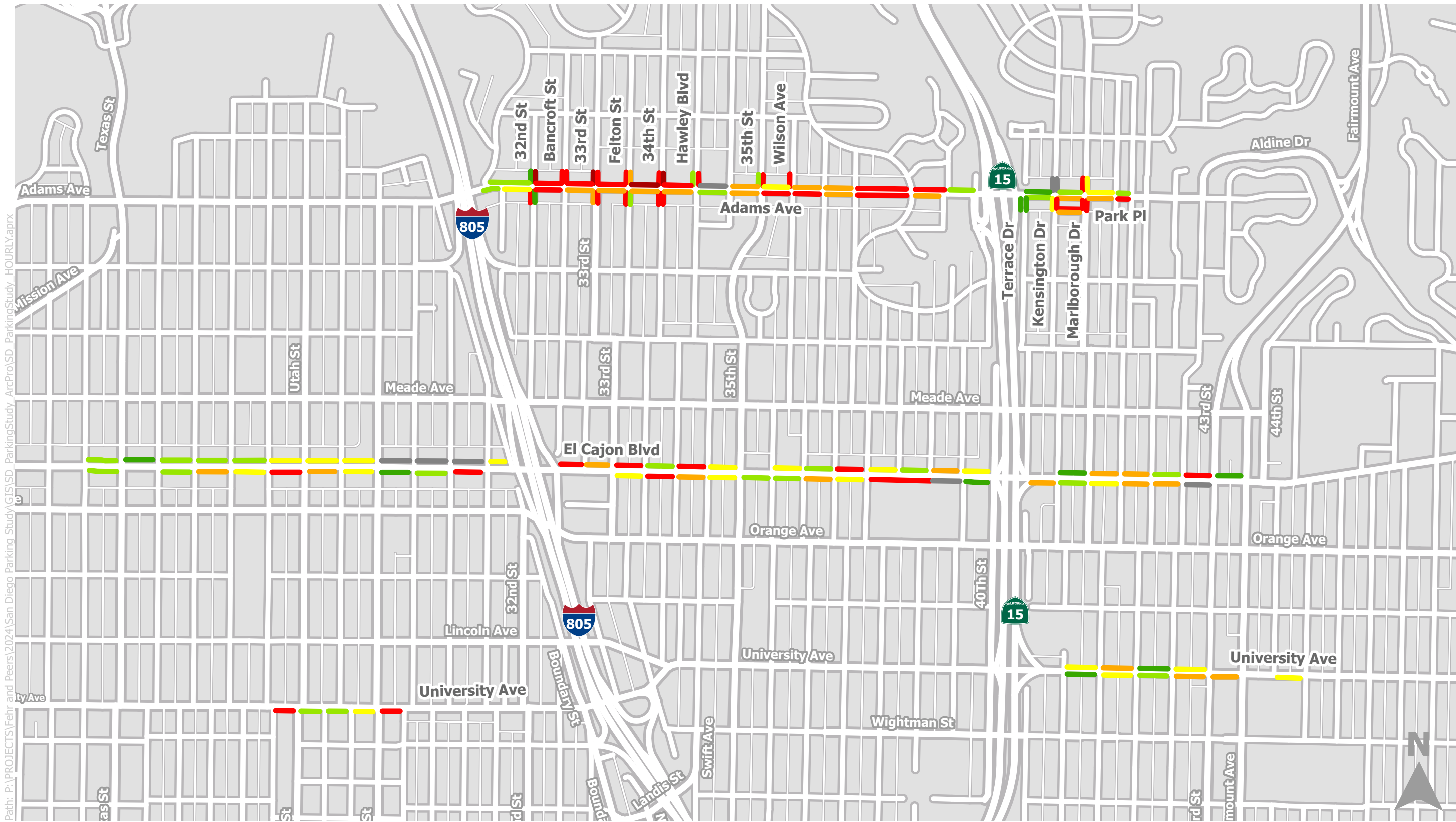
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Occupancy Percentage

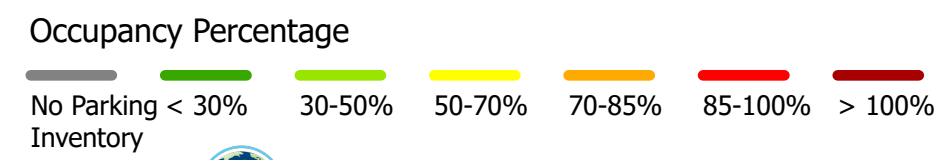
No Parking Inventory < 30% 30-50% 50-70% 70-85% 85-100% > 100%

Mid City
 Saturday Occupancy Percentage - 8 AM
 San Diego Citywide Parking Study



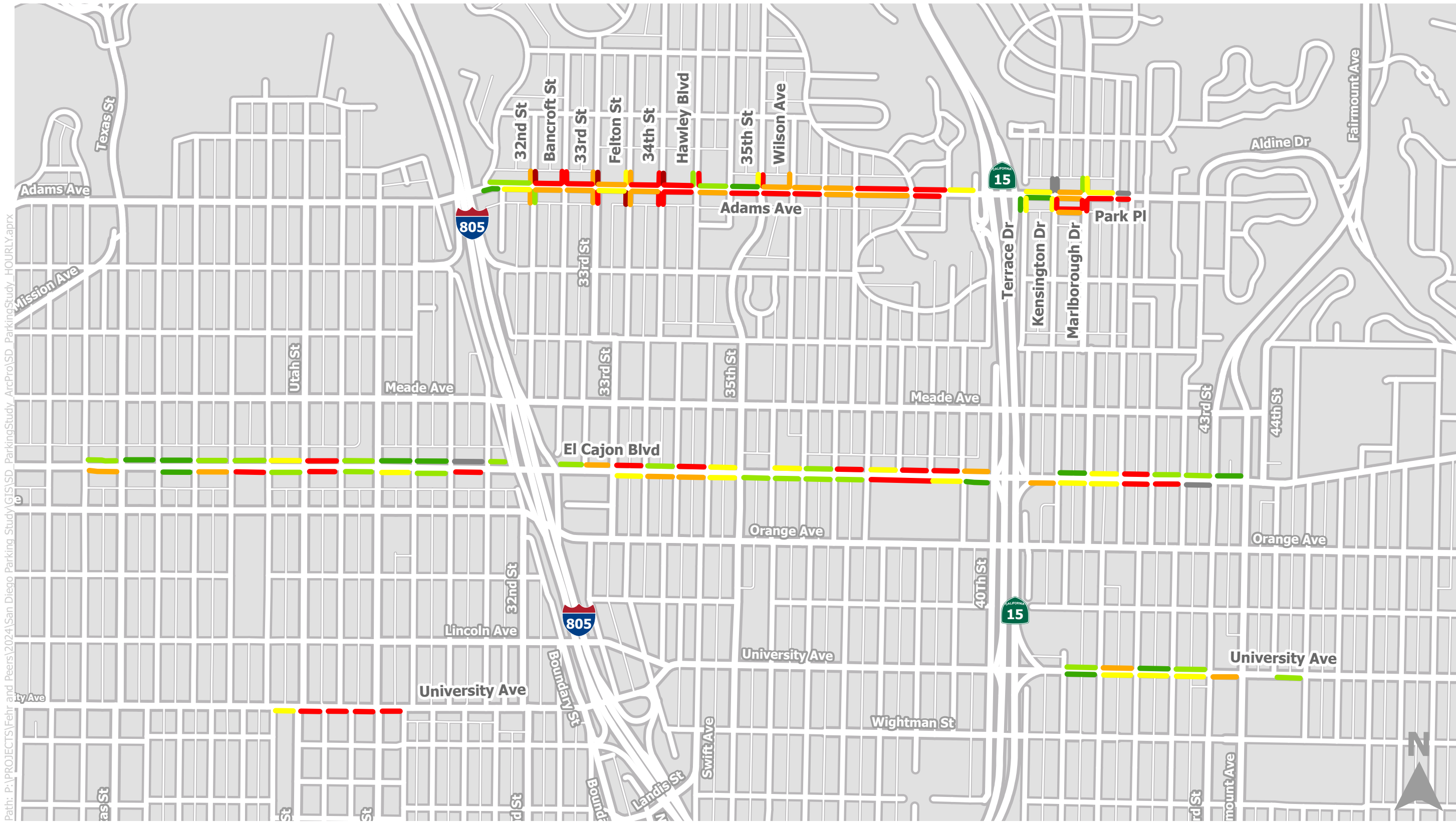


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Mid City
Saturday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study





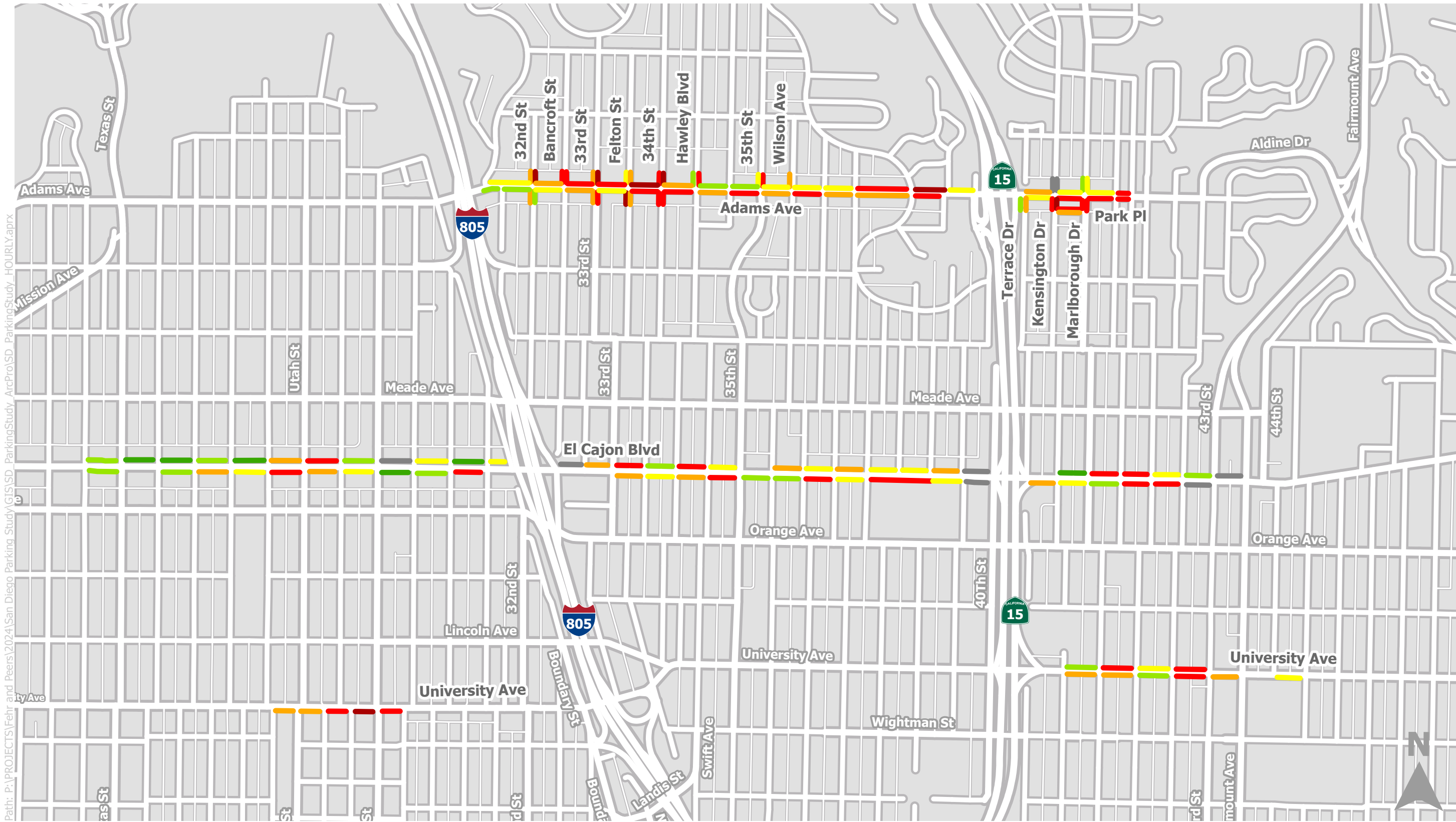
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Occupancy Percentage

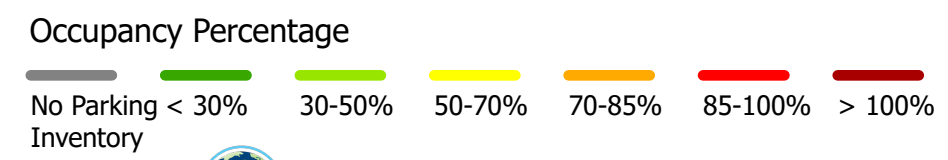
No Parking Inventory
 < 30%
 30-50%
 50-70%
 70-85%
 85-100%
 > 100%

Mid City
 Saturday Occupancy Percentage - 10 AM
 San Diego Citywide Parking Study

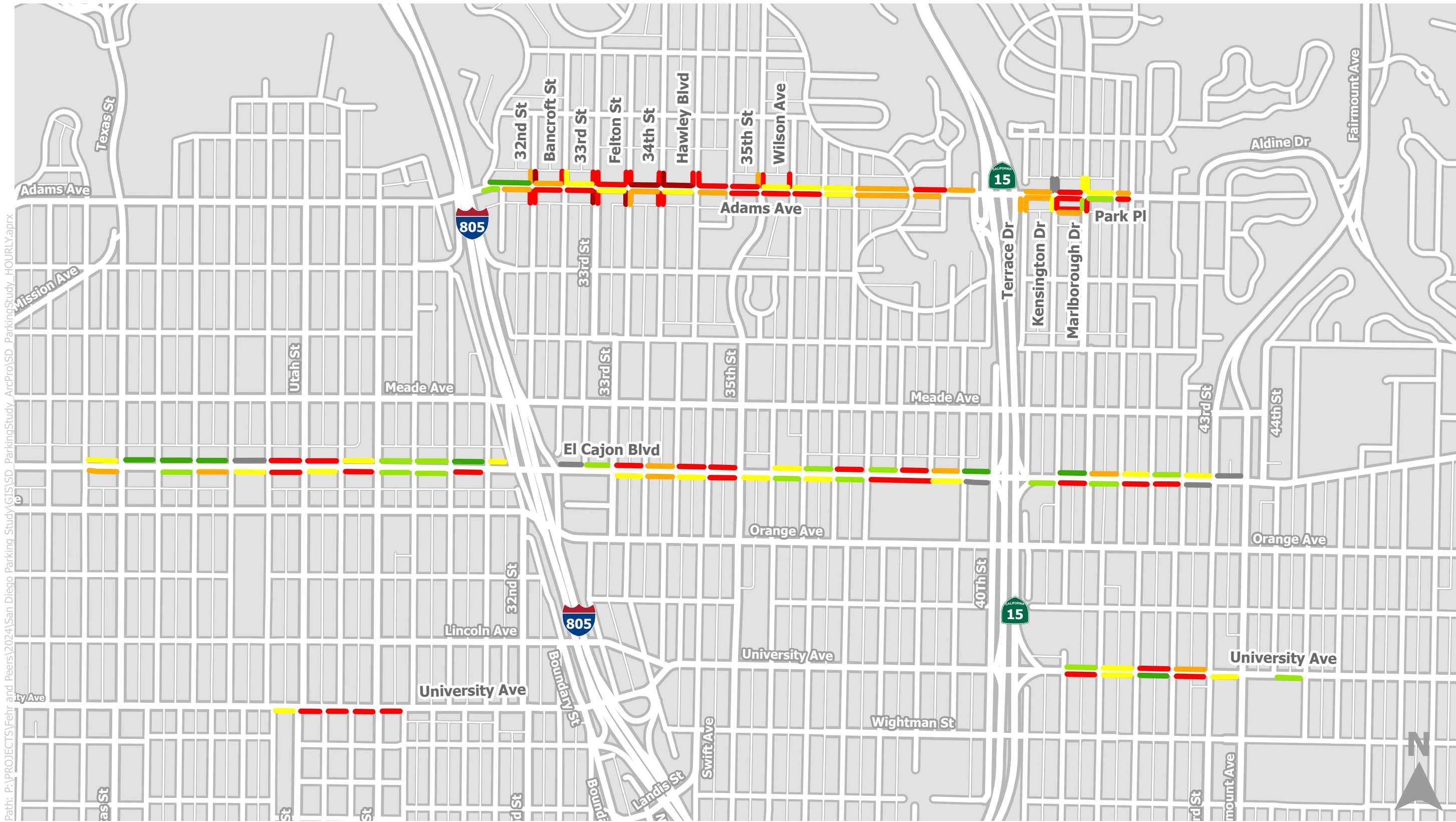




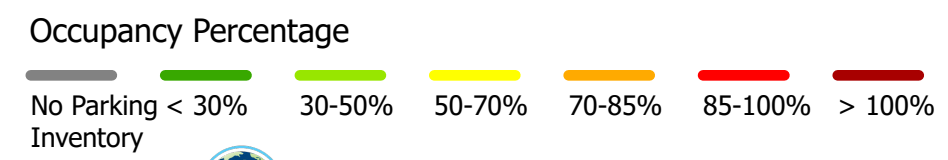
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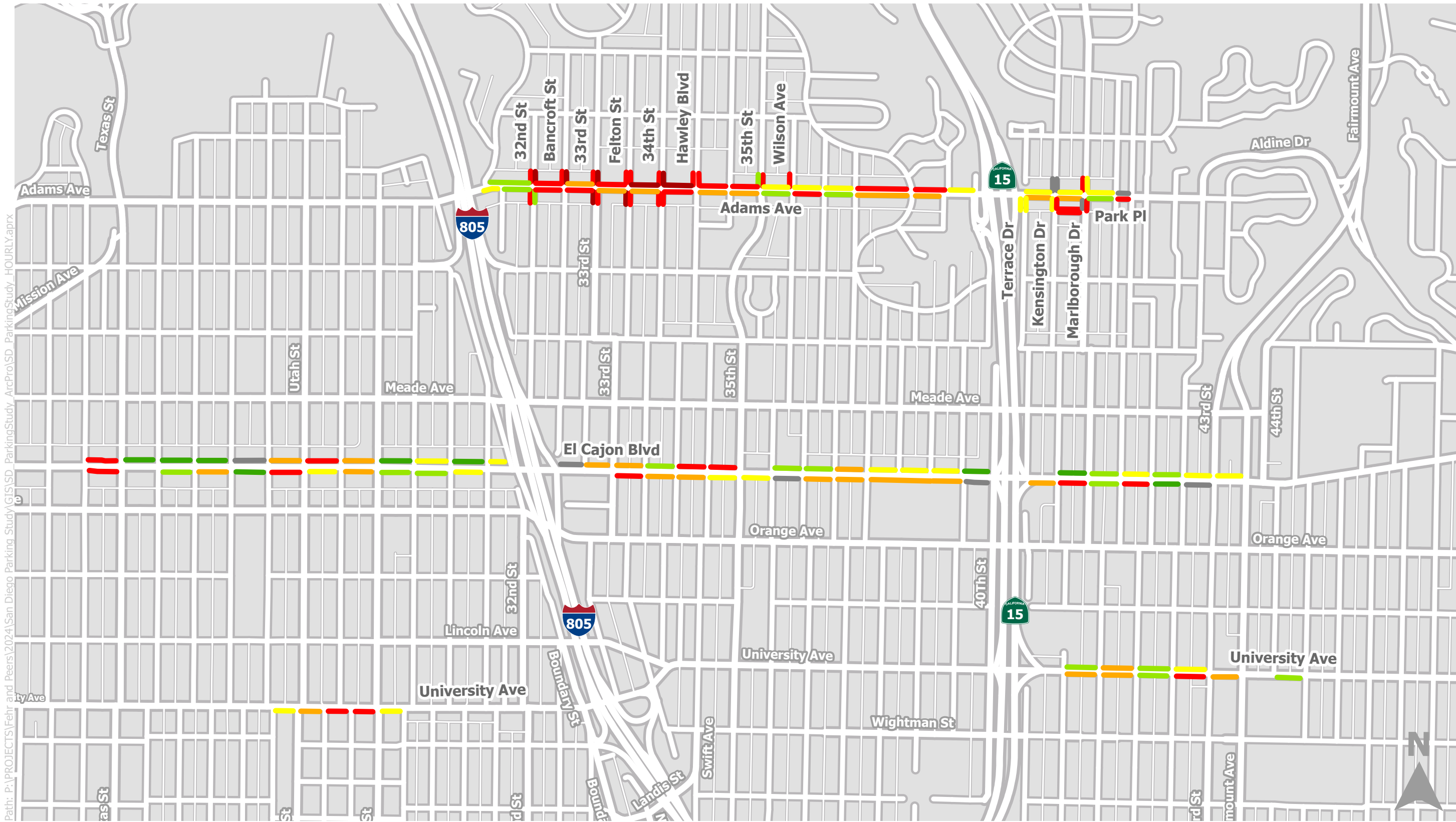
Mid City
 Saturday Occupancy Percentage - 11 AM
 San Diego Citywide Parking Study



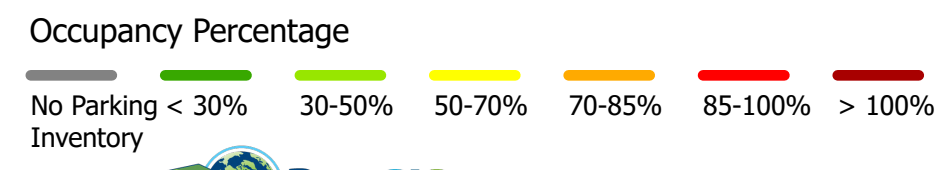
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Mid City
 Saturday Occupancy Percentage - 12 PM
 San Diego Citywide Parking Study

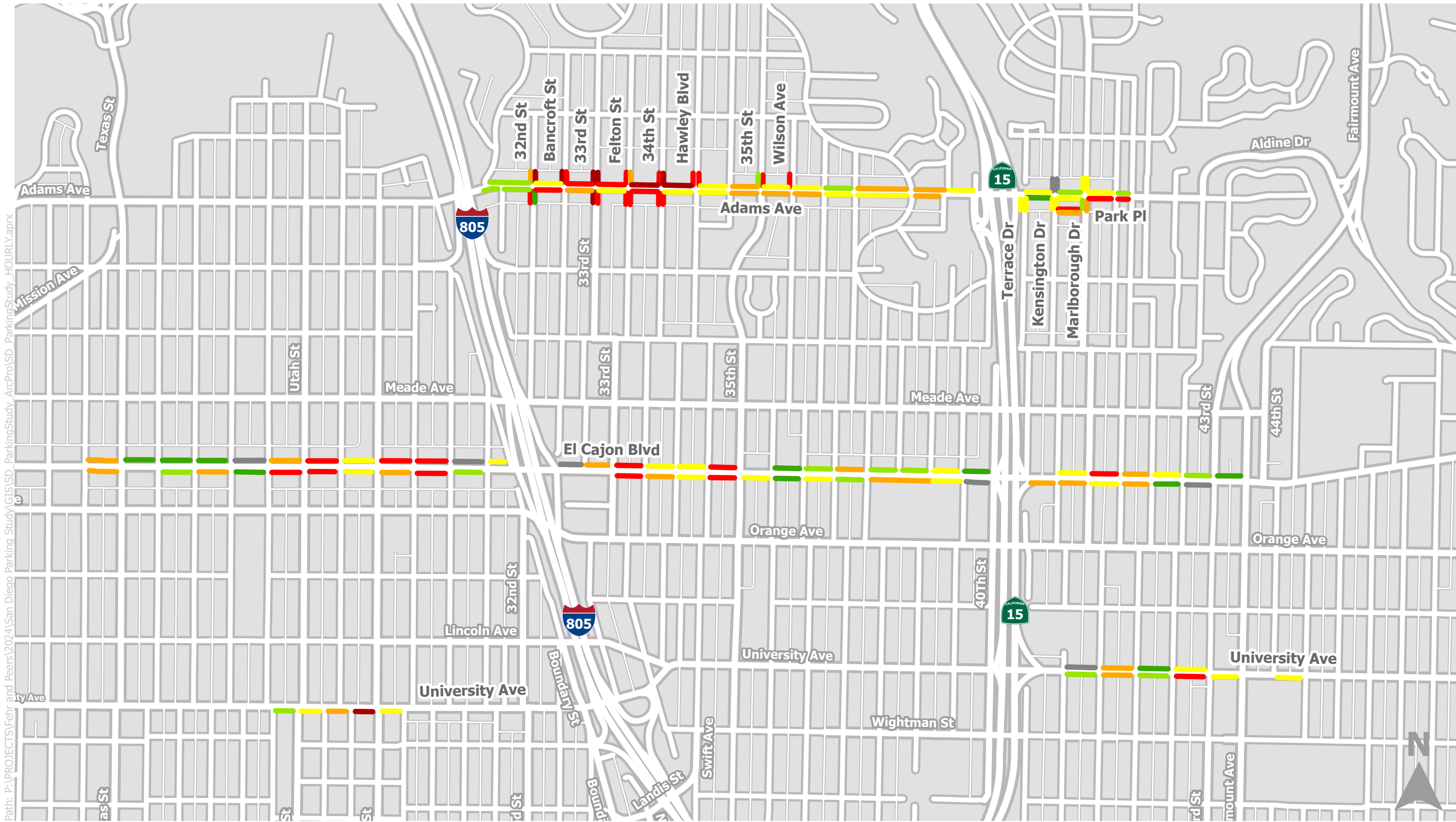


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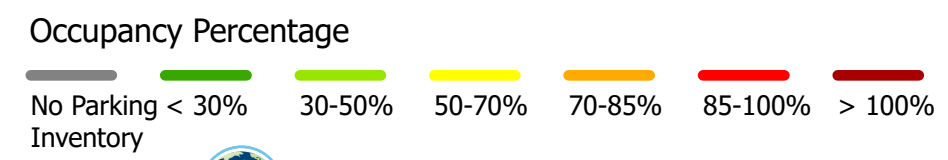


Mid City
 Saturday Occupancy Percentage - 1 PM
 San Diego Citywide Parking Study



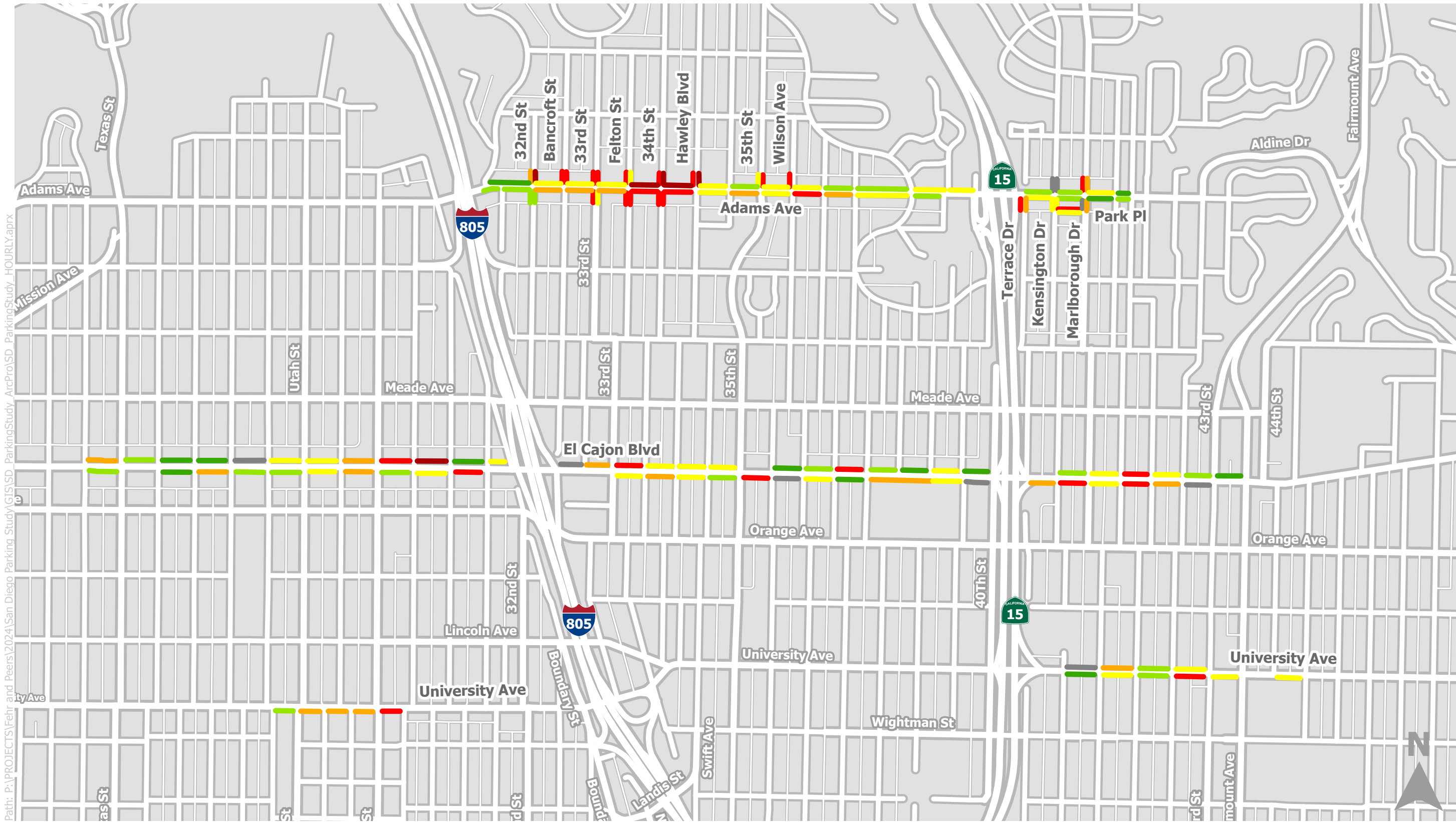


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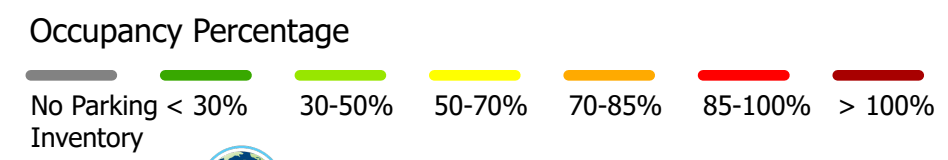


Mid City
 Saturday Occupancy Percentage - 2 PM
 San Diego Citywide Parking Study



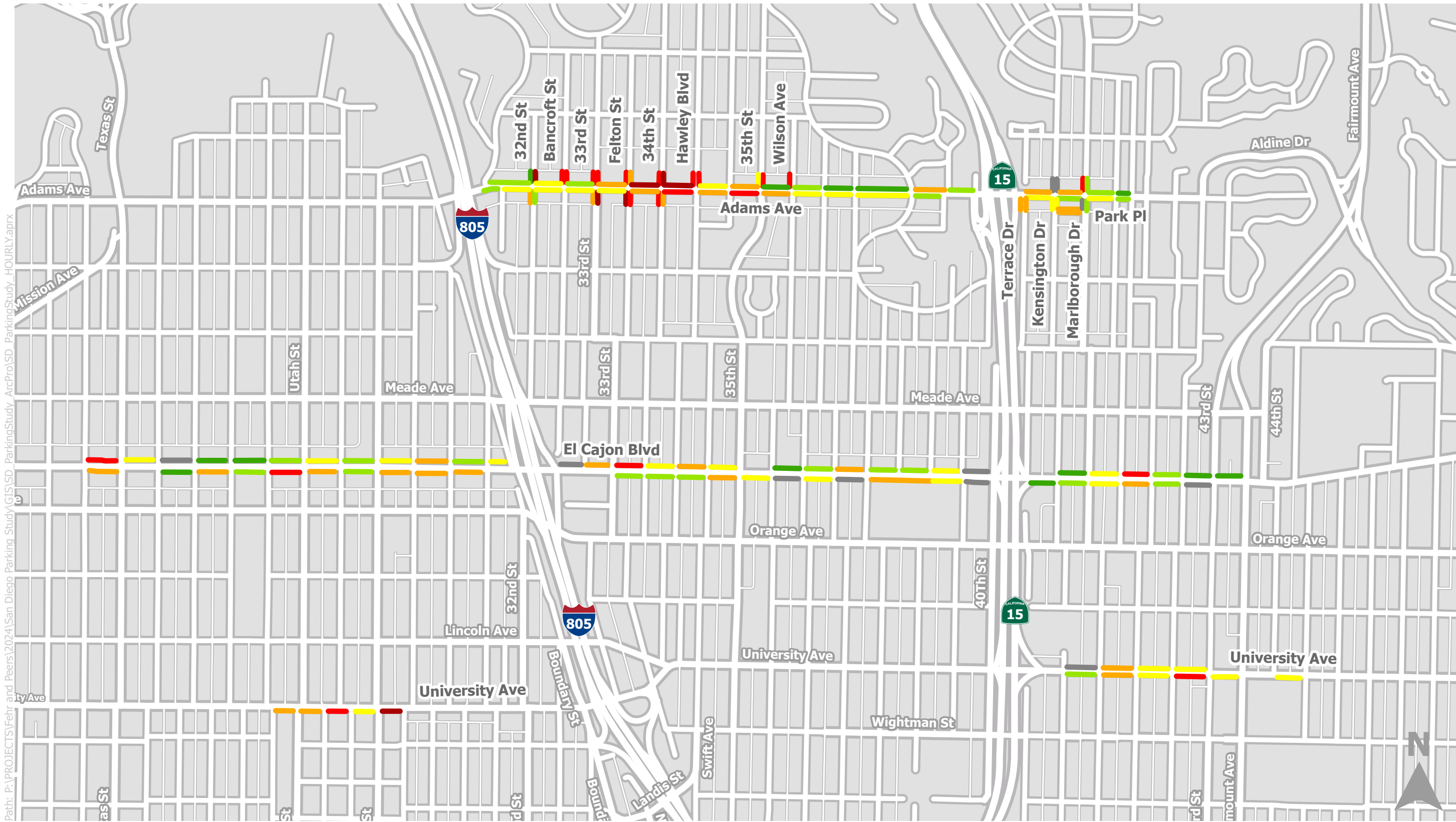


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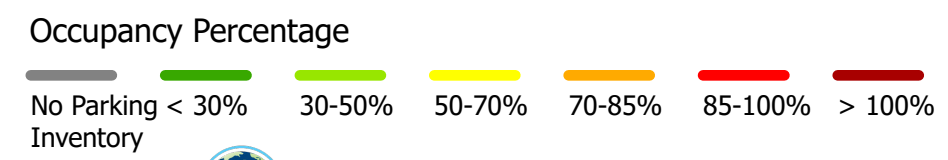


Mid City
 Saturday Occupancy Percentage - 3 PM
 San Diego Citywide Parking Study



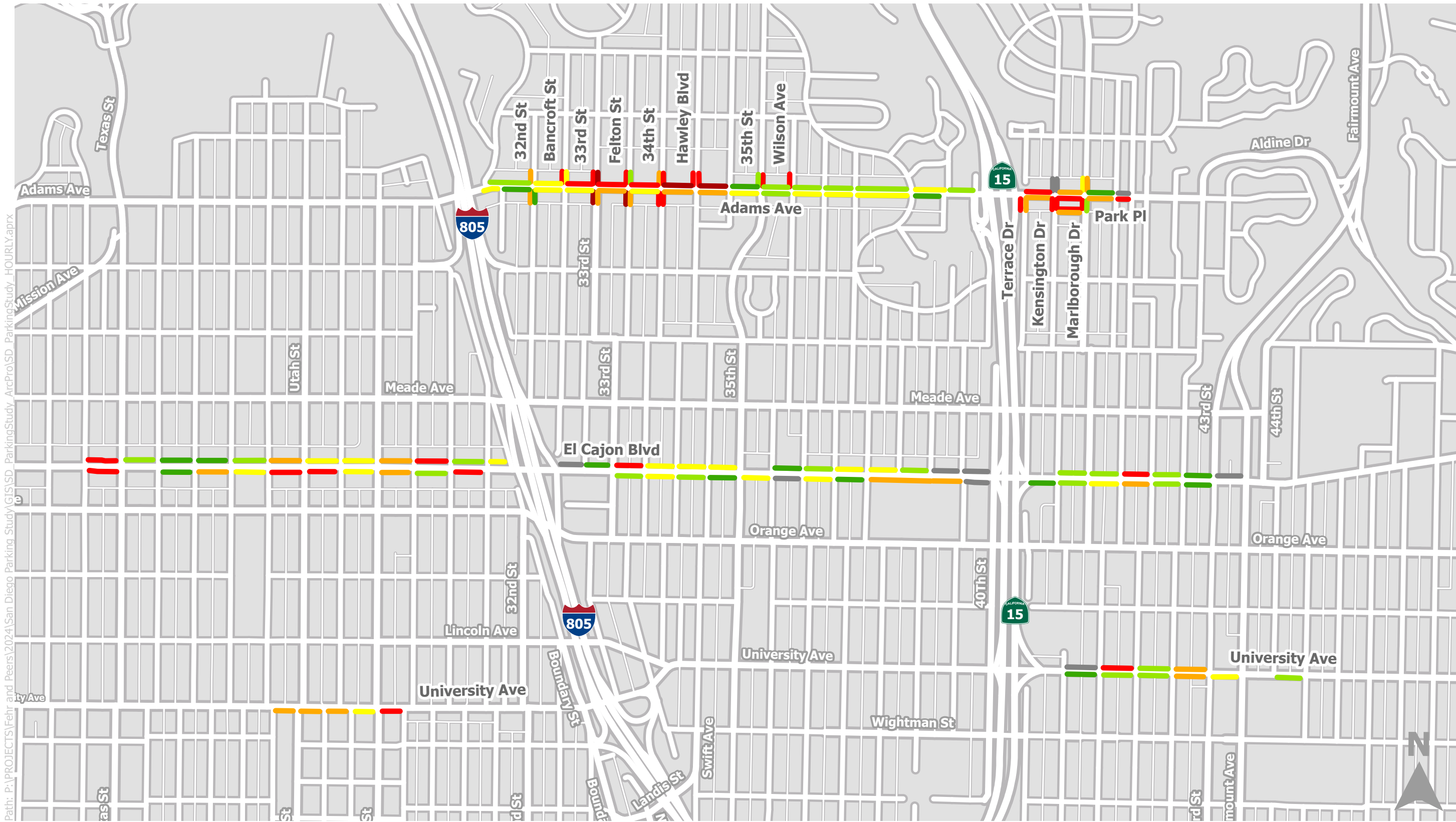


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Mid City
 Saturday Occupancy Percentage - 4 PM
 San Diego Citywide Parking Study

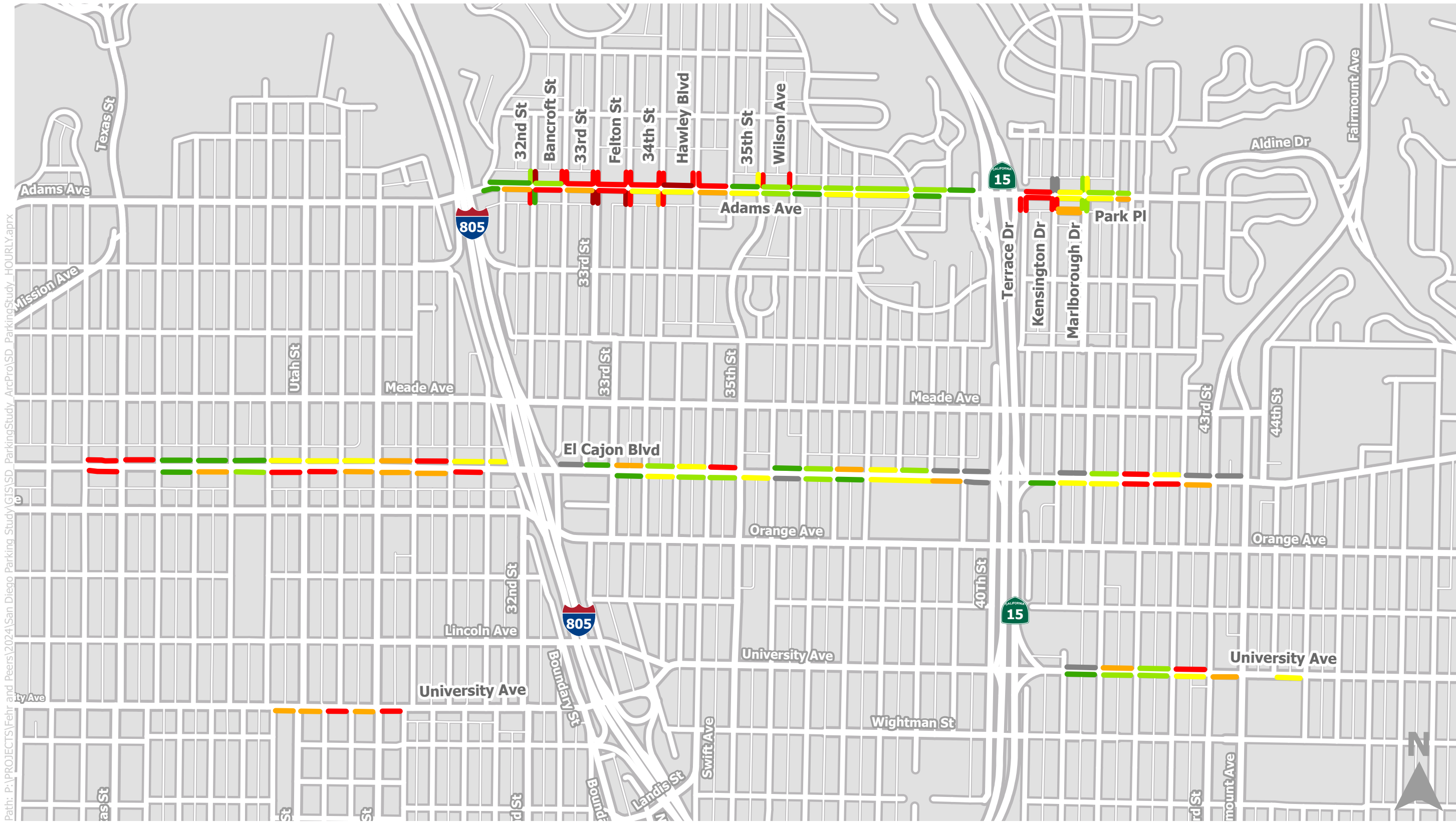




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Mid City
 Saturday Occupancy Percentage - 5 PM
 San Diego Citywide Parking Study





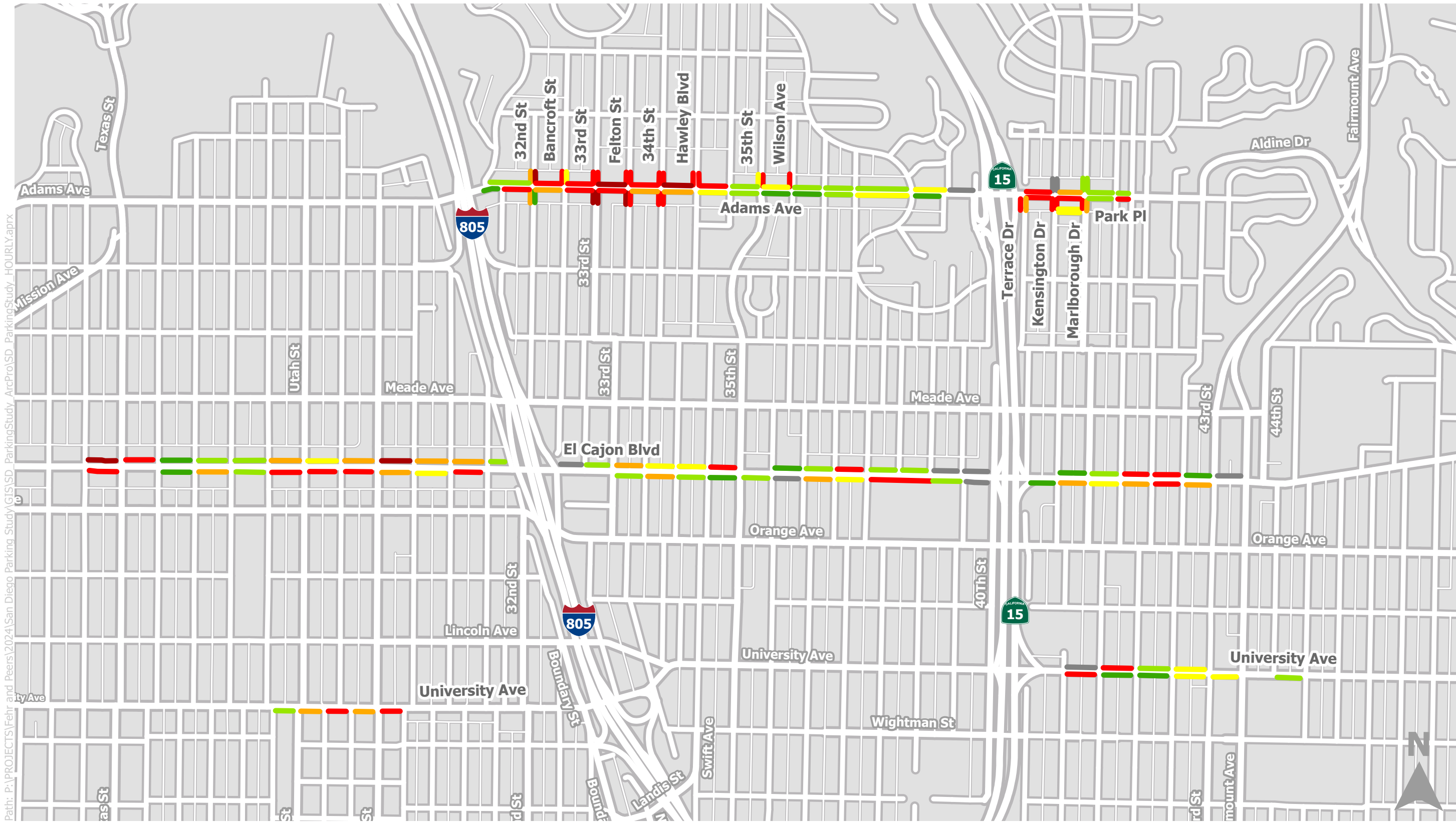
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Occupancy Percentage

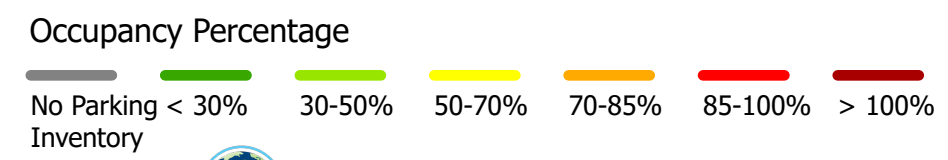
No Parking Inventory
 < 30%
 30-50%
 50-70%
 70-85%
 85-100%
 > 100%

Mid City
 Saturday Occupancy Percentage - 6 PM
 San Diego Citywide Parking Study



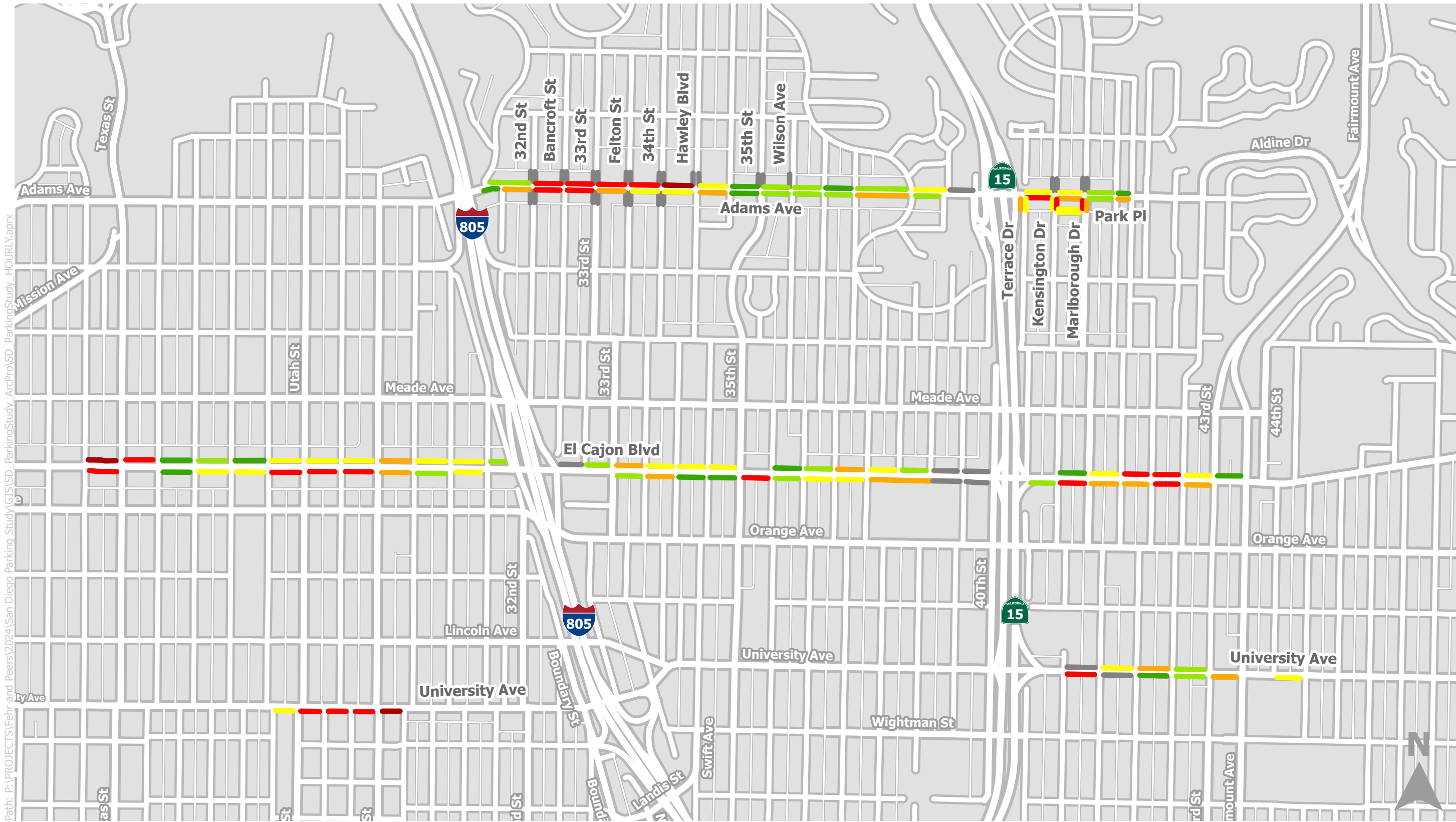


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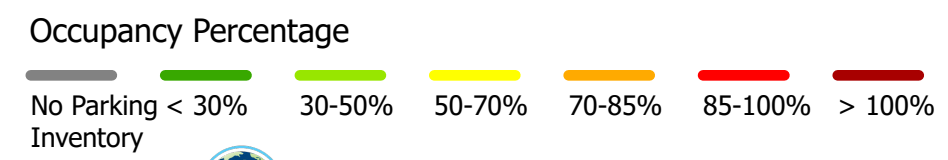


Mid City
 Saturday Occupancy Percentage - 7 PM
 San Diego Citywide Parking Study



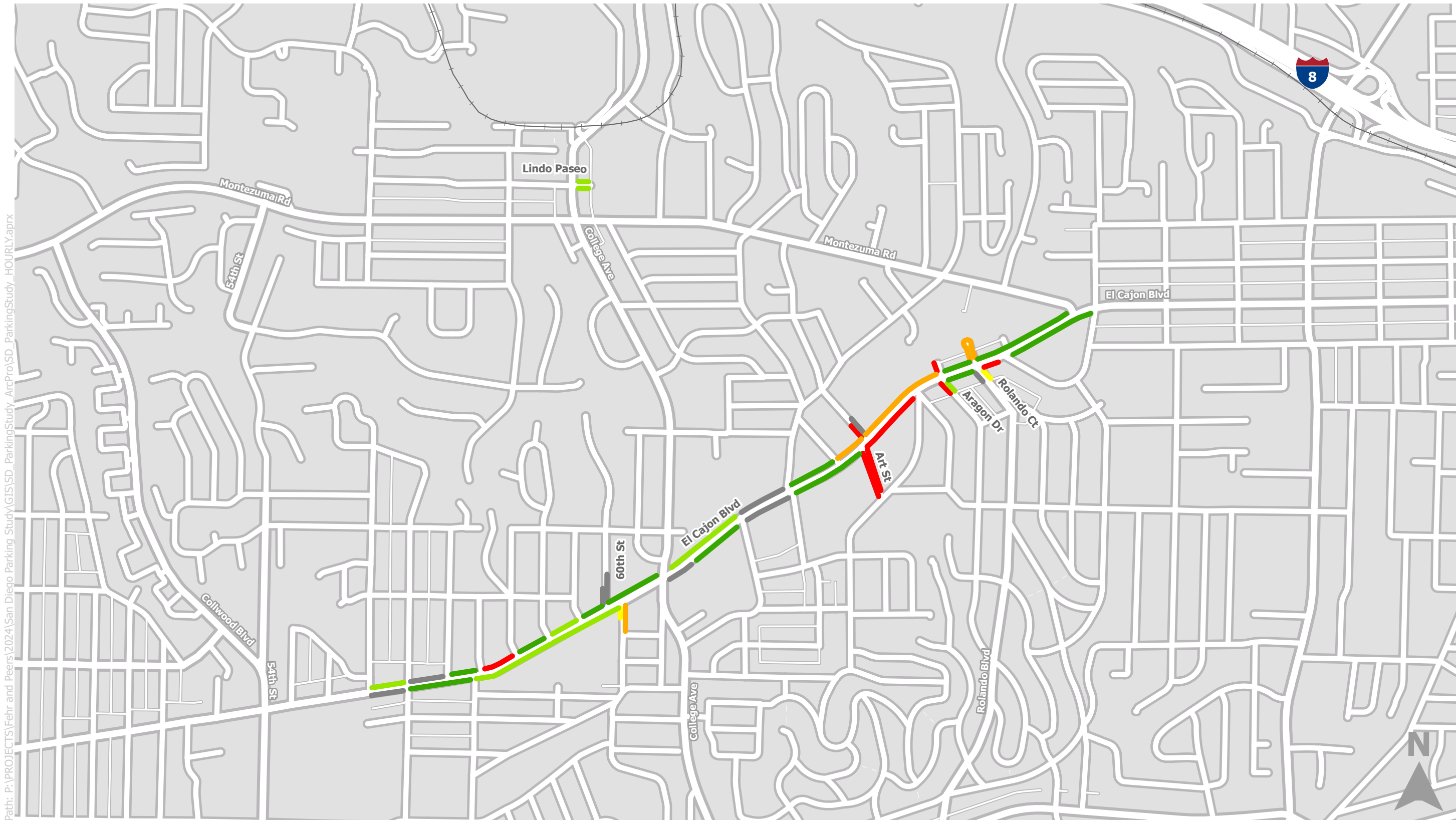


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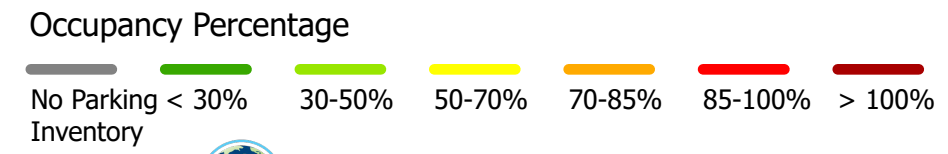


Mid City
 Saturday Occupancy Percentage - 8 PM
 San Diego Citywide Parking Study





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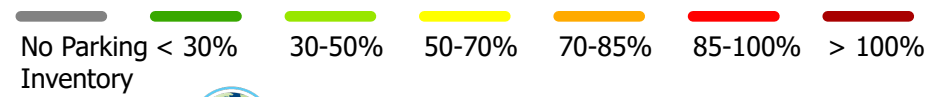


Mid City
 Thursday Occupancy Percentage - 8 AM
 San Diego Citywide Parking Study

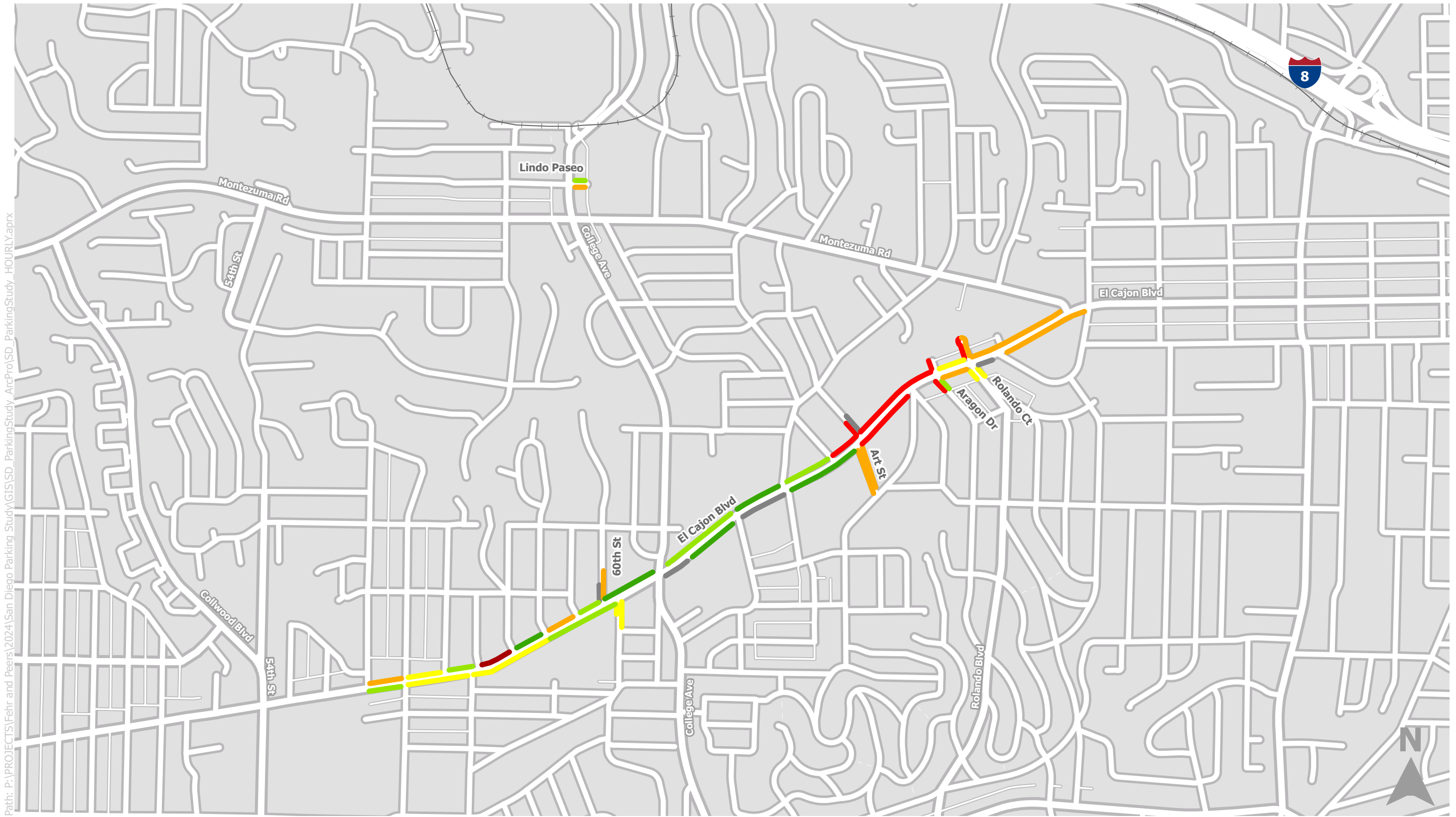


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Occupancy Percentage



Mid City
 Thursday Occupancy Percentage - 9 AM
 San Diego Citywide Parking Study



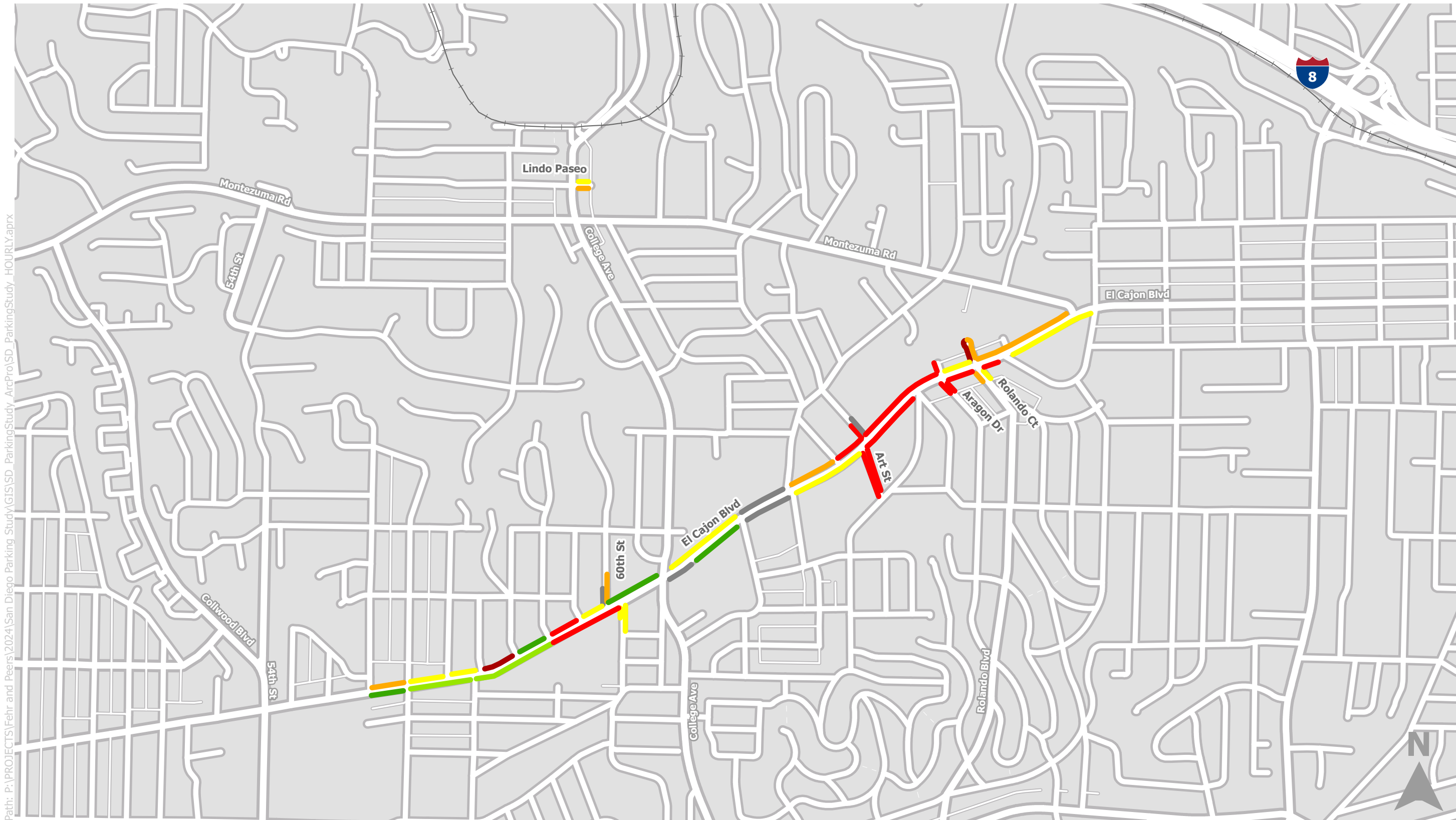
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Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

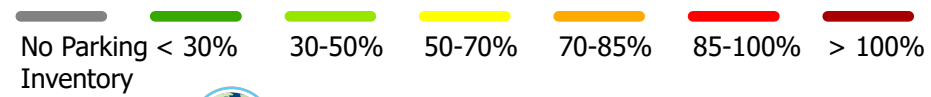


Mid City
 Thursday Occupancy Percentage - 10 AM
 San Diego Citywide Parking Study

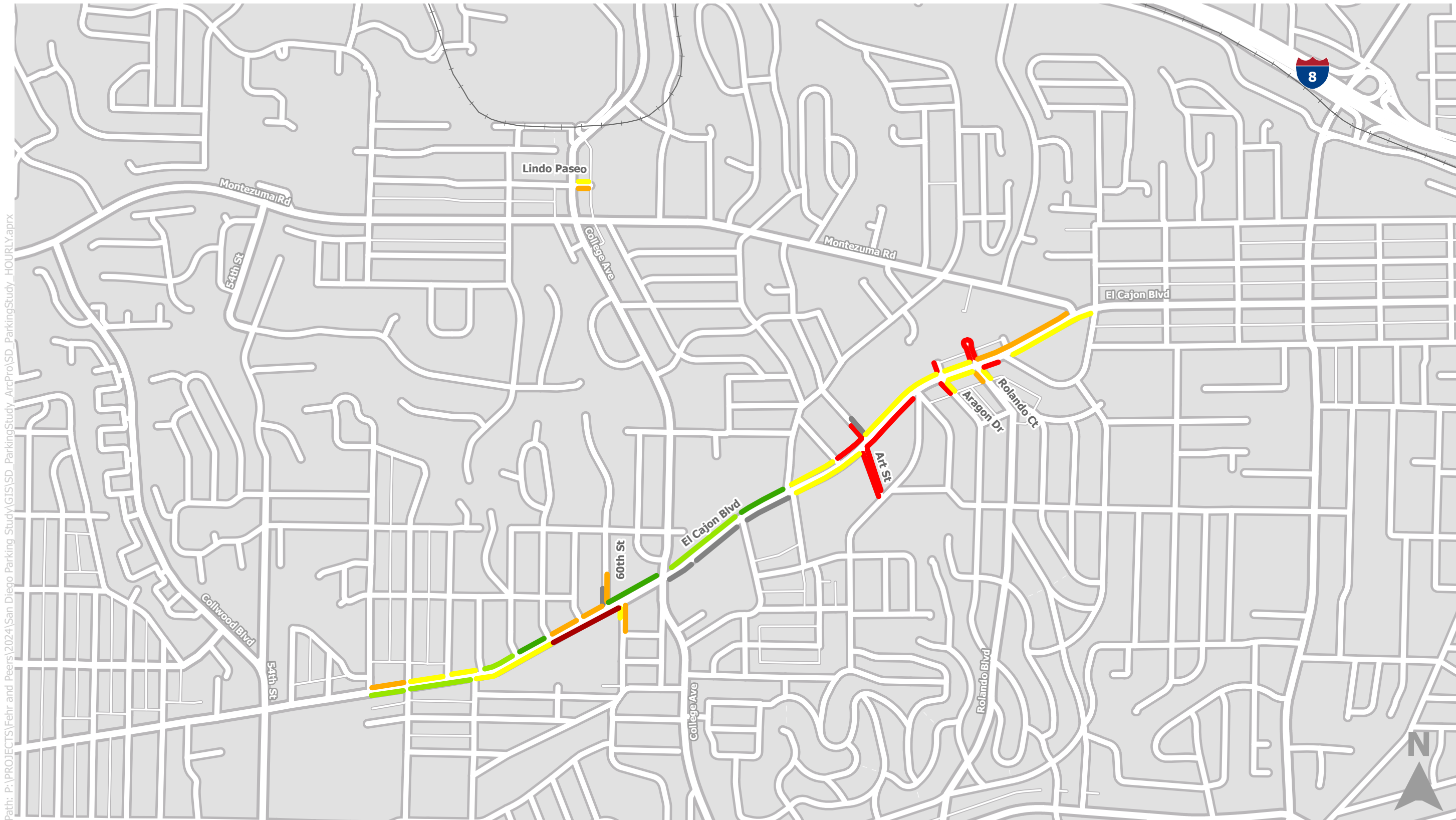


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Occupancy Percentage



Mid City
 Thursday Occupancy Percentage - 11 AM
 San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx

Occupancy Percentage

No Parking	< 30%	30-50%	50-70%	70-85%	85-100%	> 100%
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Inventry

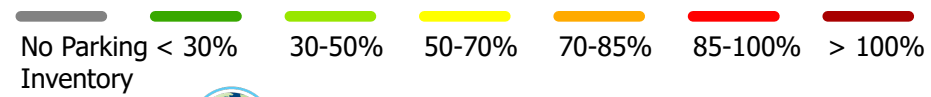


Mid City
 Thursday Occupancy Percentage - 12 PM
 San Diego Citywide Parking Study



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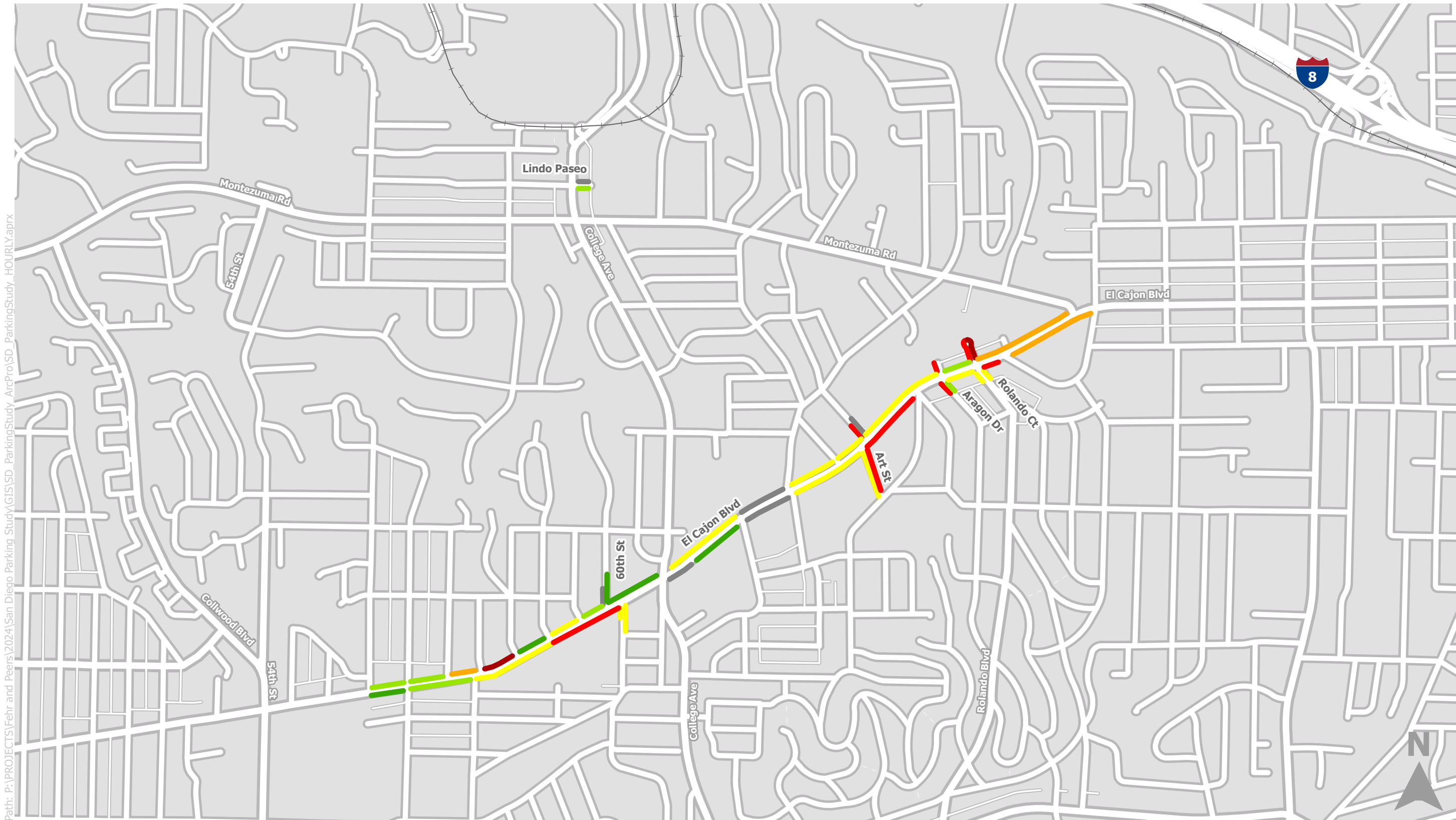
Occupancy Percentage



Inventory



Mid City
 Thursday Occupancy Percentage - 1 PM
 San Diego Citywide Parking Study



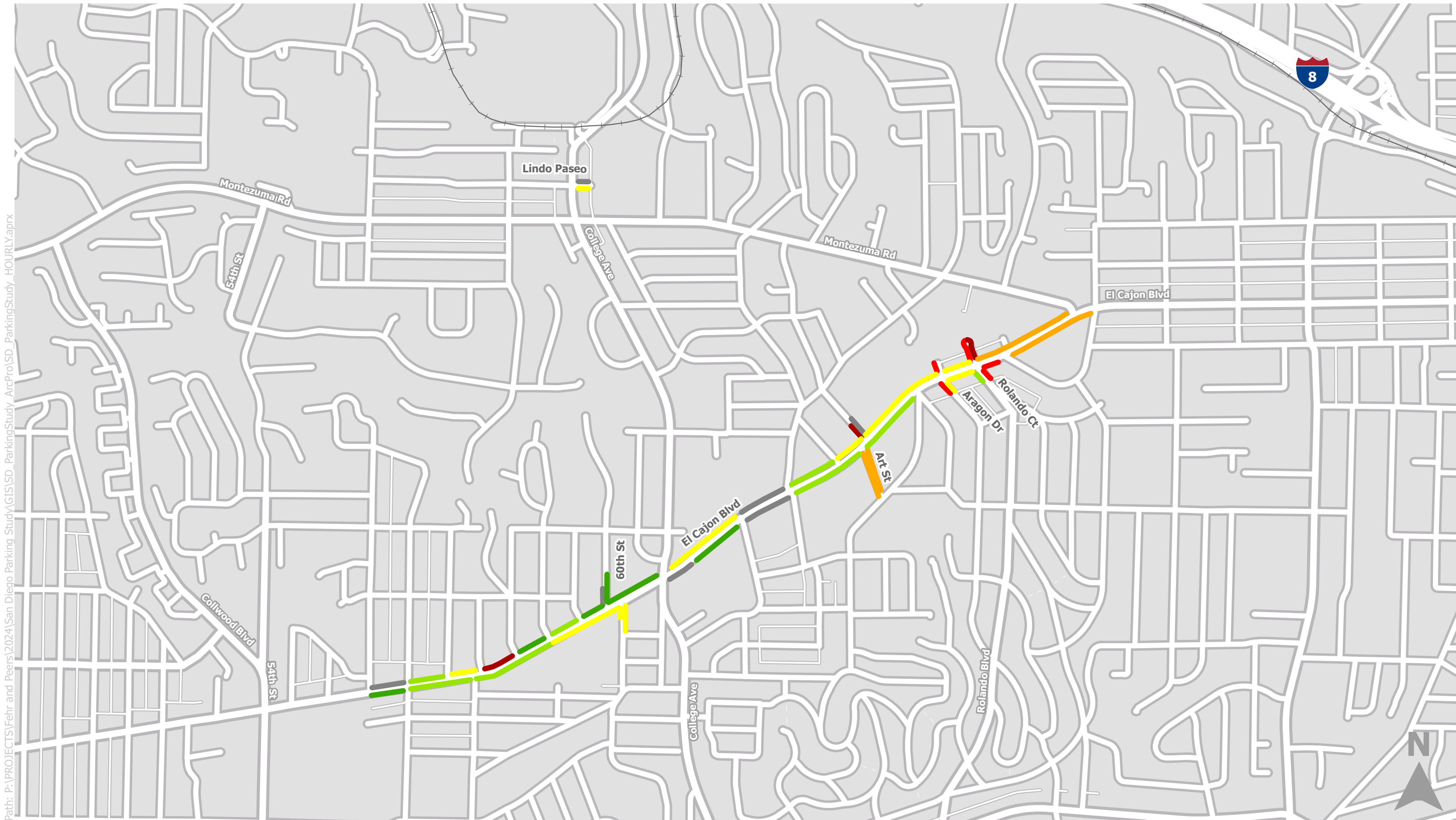
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Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%



Mid City
 Thursday Occupancy Percentage - 2 PM
 San Diego Citywide Parking Study



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Occupancy Percentage

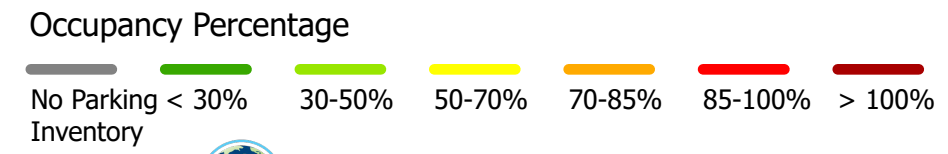
- No Parking Inventory
- < 30%
- 30-50%
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- 70-85%
- 85-100%
- > 100%



Mid City
 Thursday Occupancy Percentage - 3 PM
 San Diego Citywide Parking Study

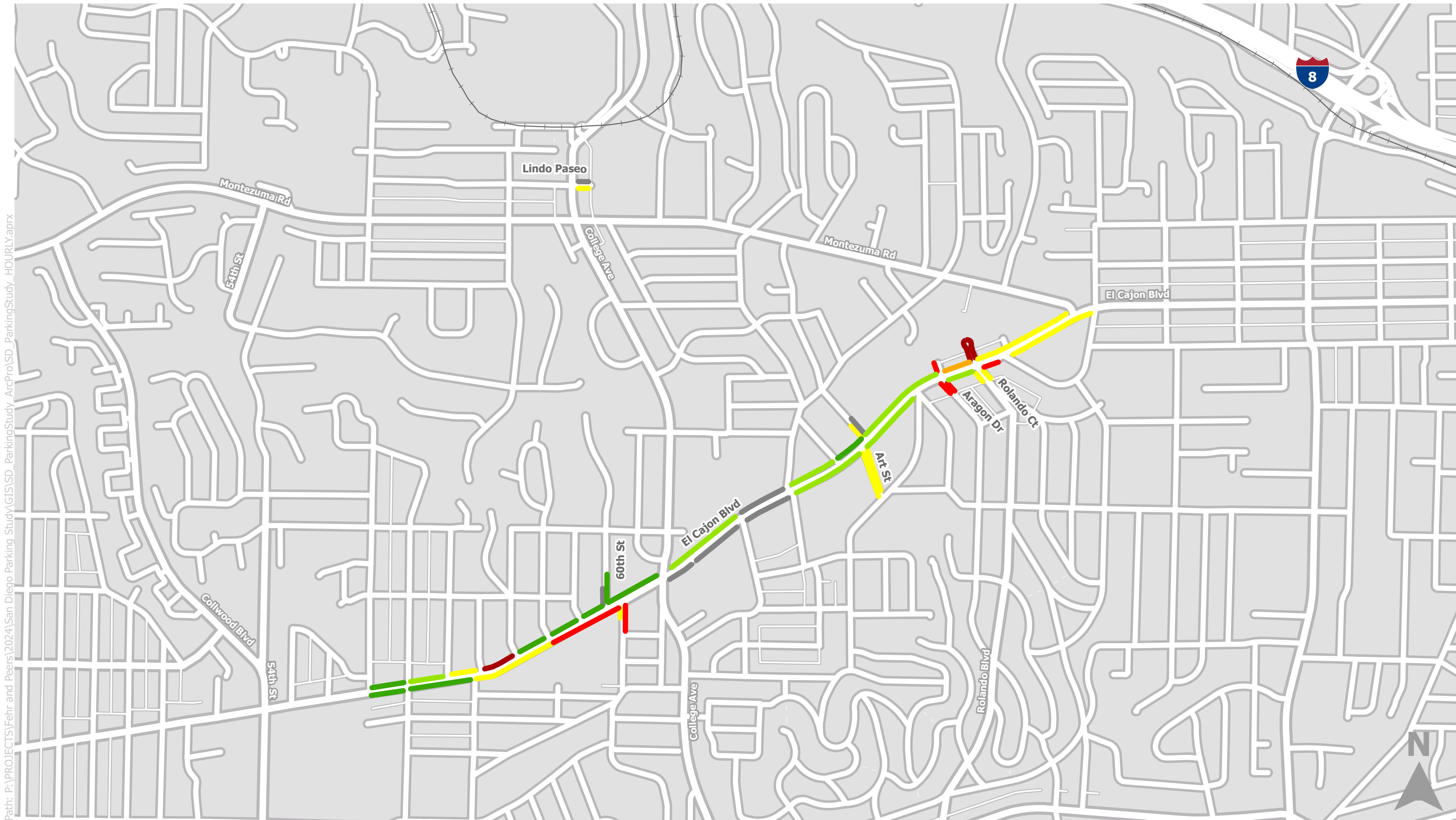


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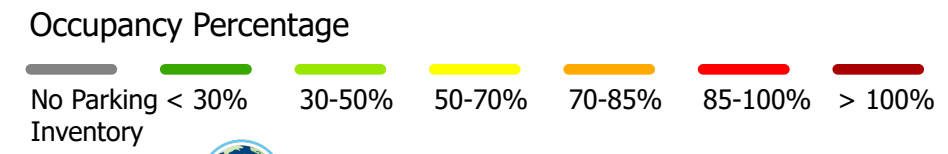


Mid City
 Thursday Occupancy Percentage - 4 PM
 San Diego Citywide Parking Study





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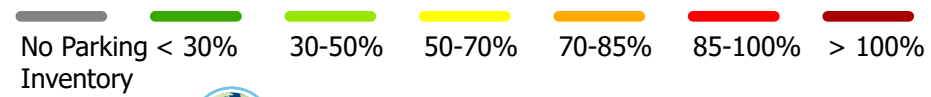


Mid City
 Thursday Occupancy Percentage - 5 PM
 San Diego Citywide Parking Study



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Occupancy Percentage



Mid City
 Thursday Occupancy Percentage - 6 PM
 San Diego Citywide Parking Study



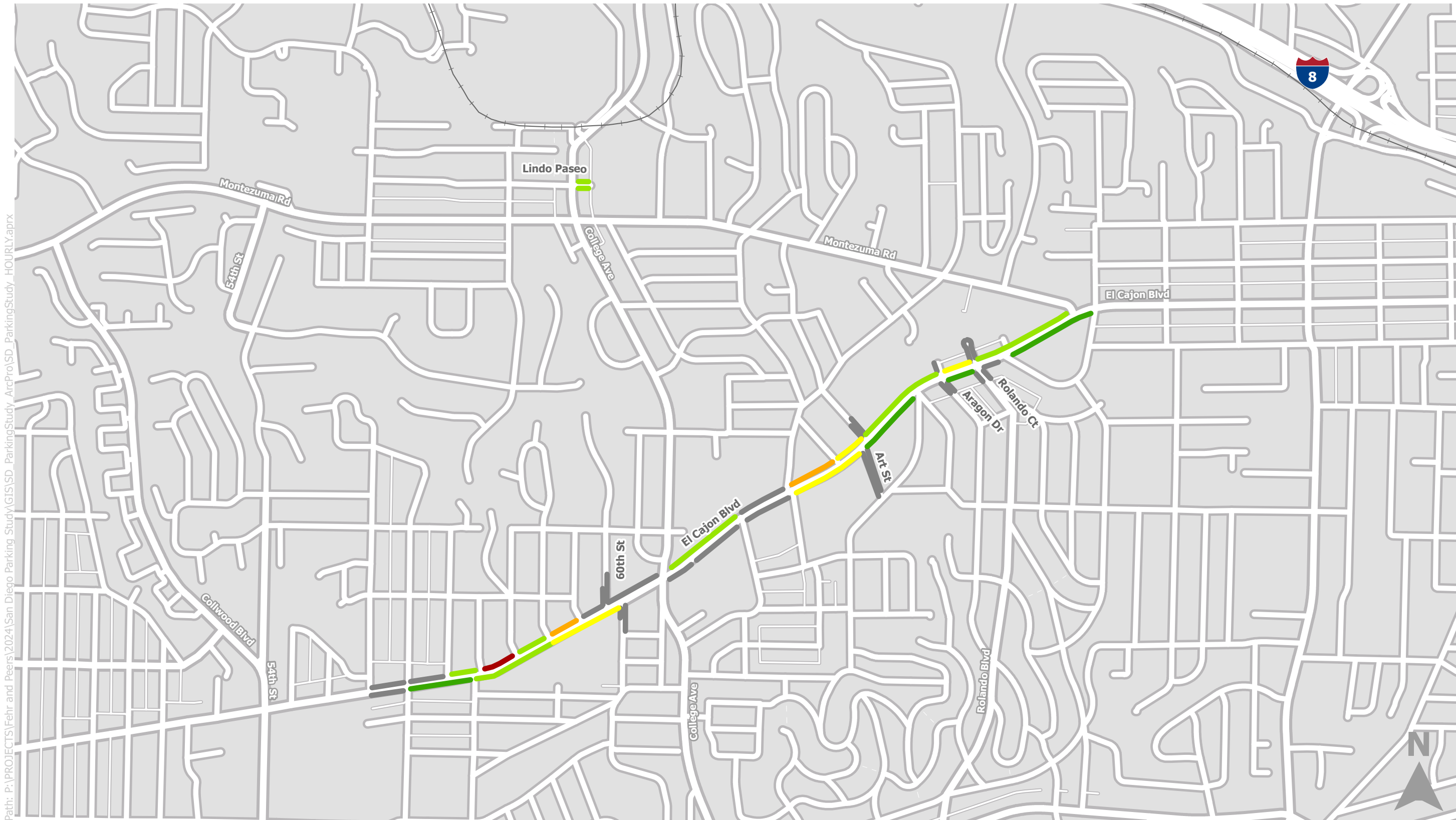
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Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

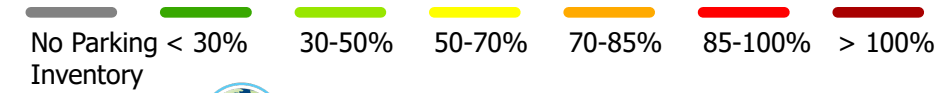


Mid City
 Thursday Occupancy Percentage - 7 PM
 San Diego Citywide Parking Study

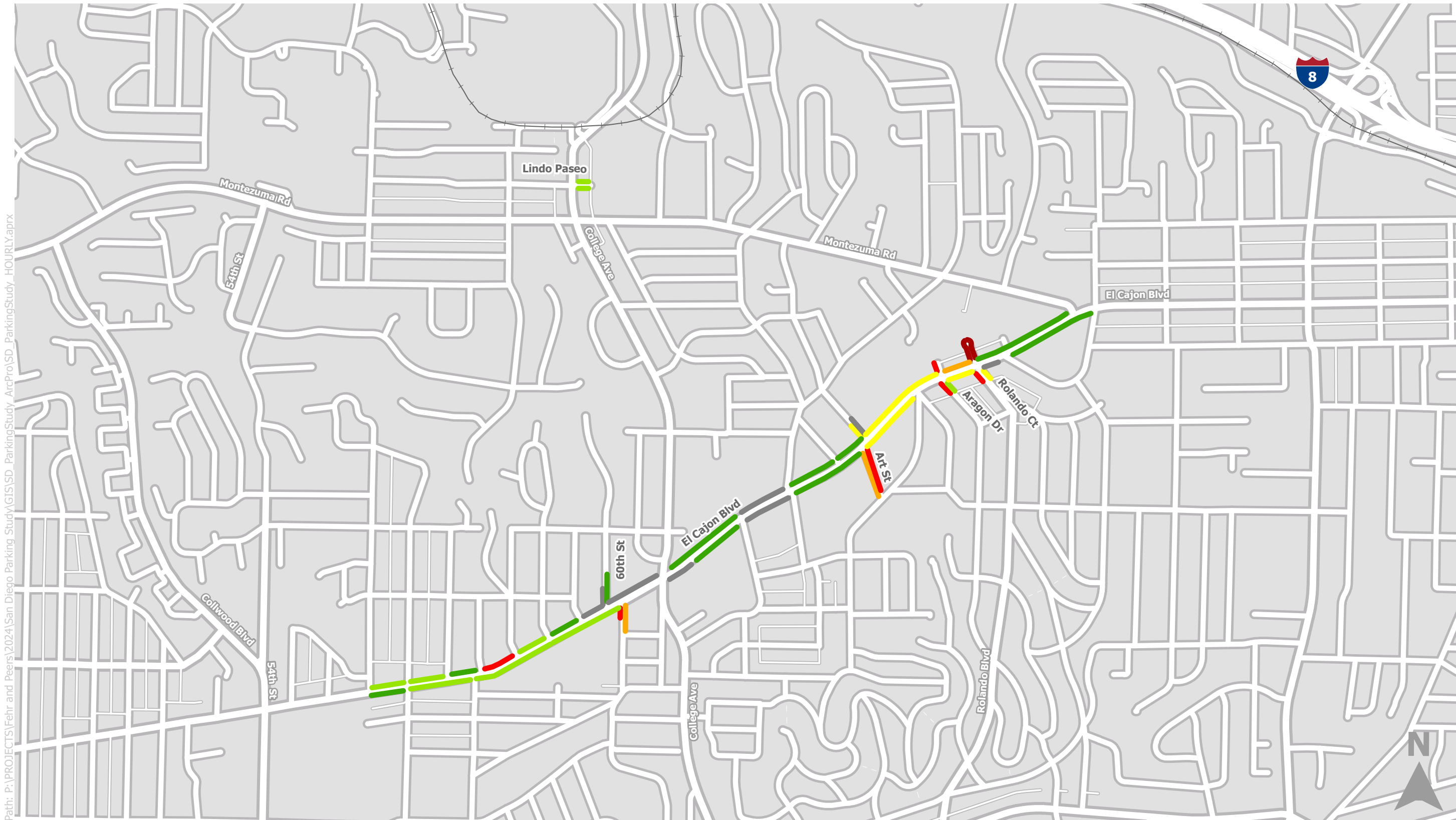


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Occupancy Percentage

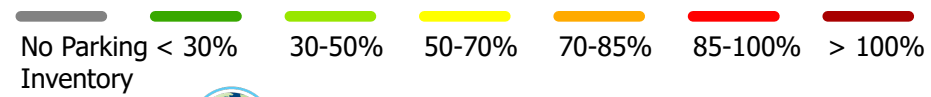


Mid City
 Thursday Occupancy Percentage - 8 PM
 San Diego Citywide Parking Study

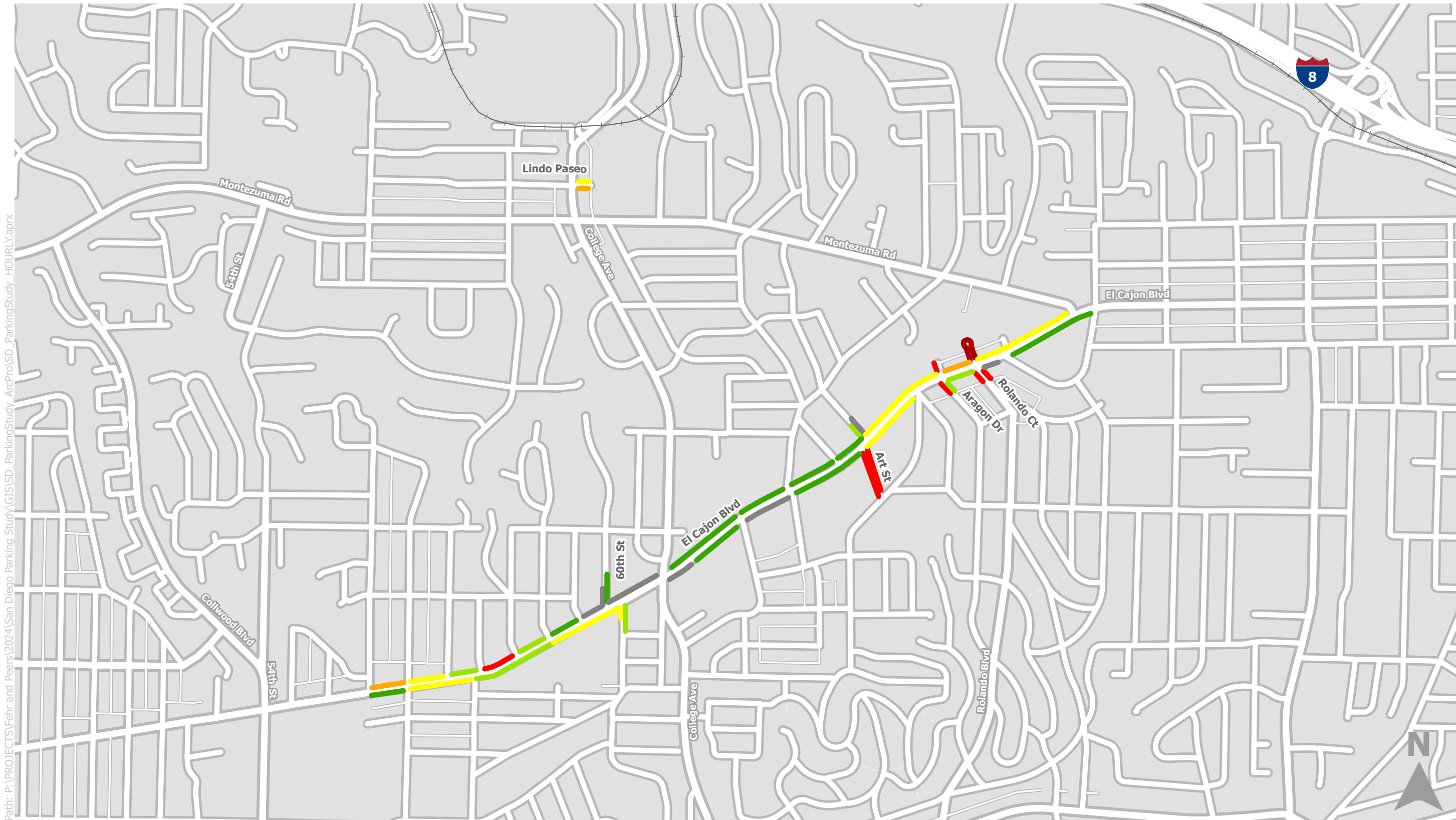


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Occupancy Percentage

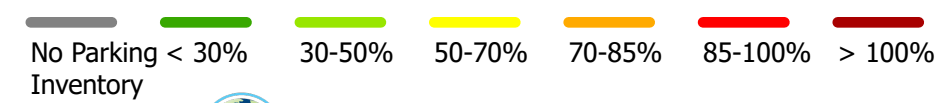


Mid City
 Saturday Occupancy Percentage - 8 AM
 San Diego Citywide Parking Study

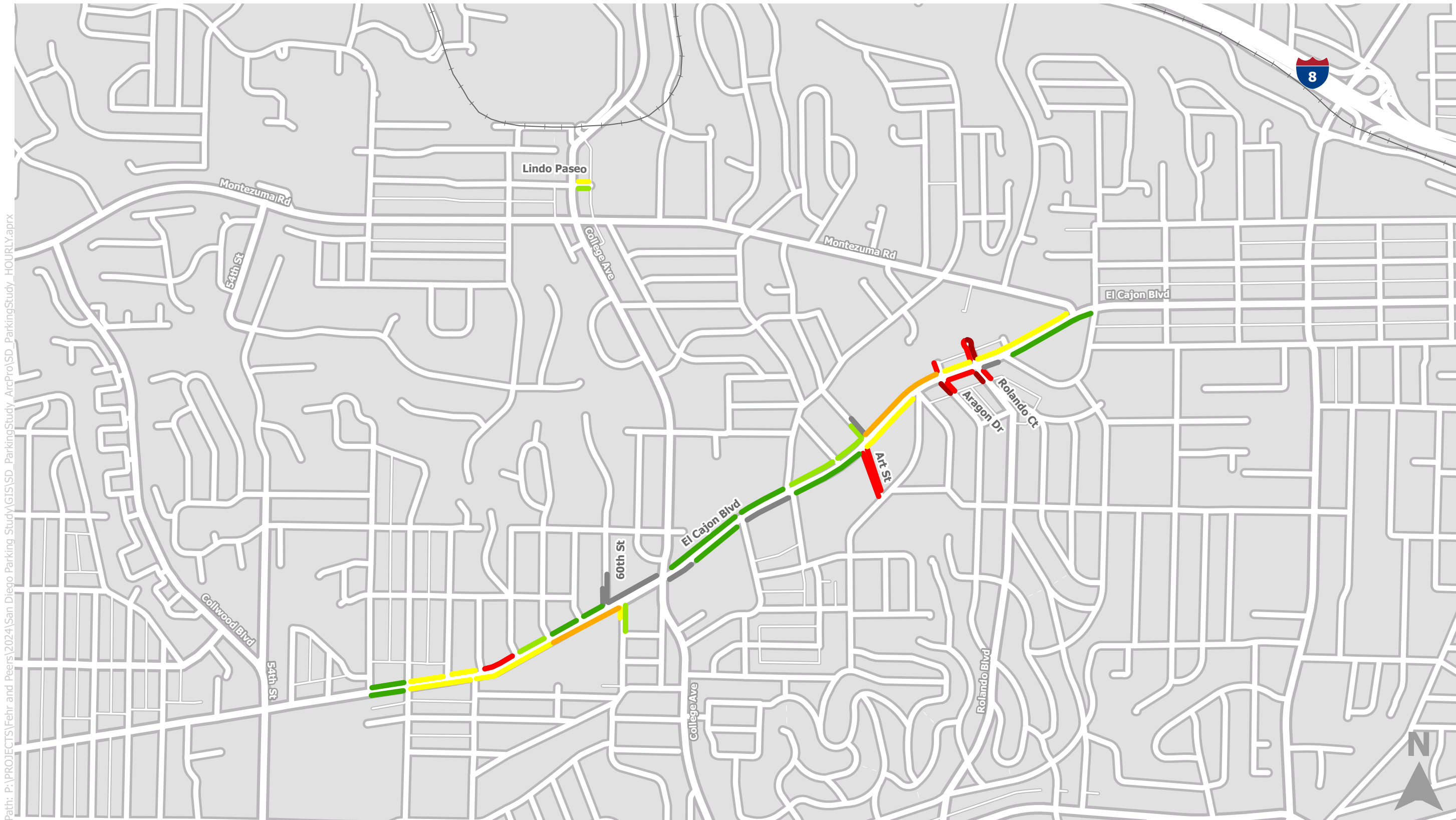


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Occupancy Percentage



Mid City
 Saturday Occupancy Percentage - 9 AM
 San Diego Citywide Parking Study



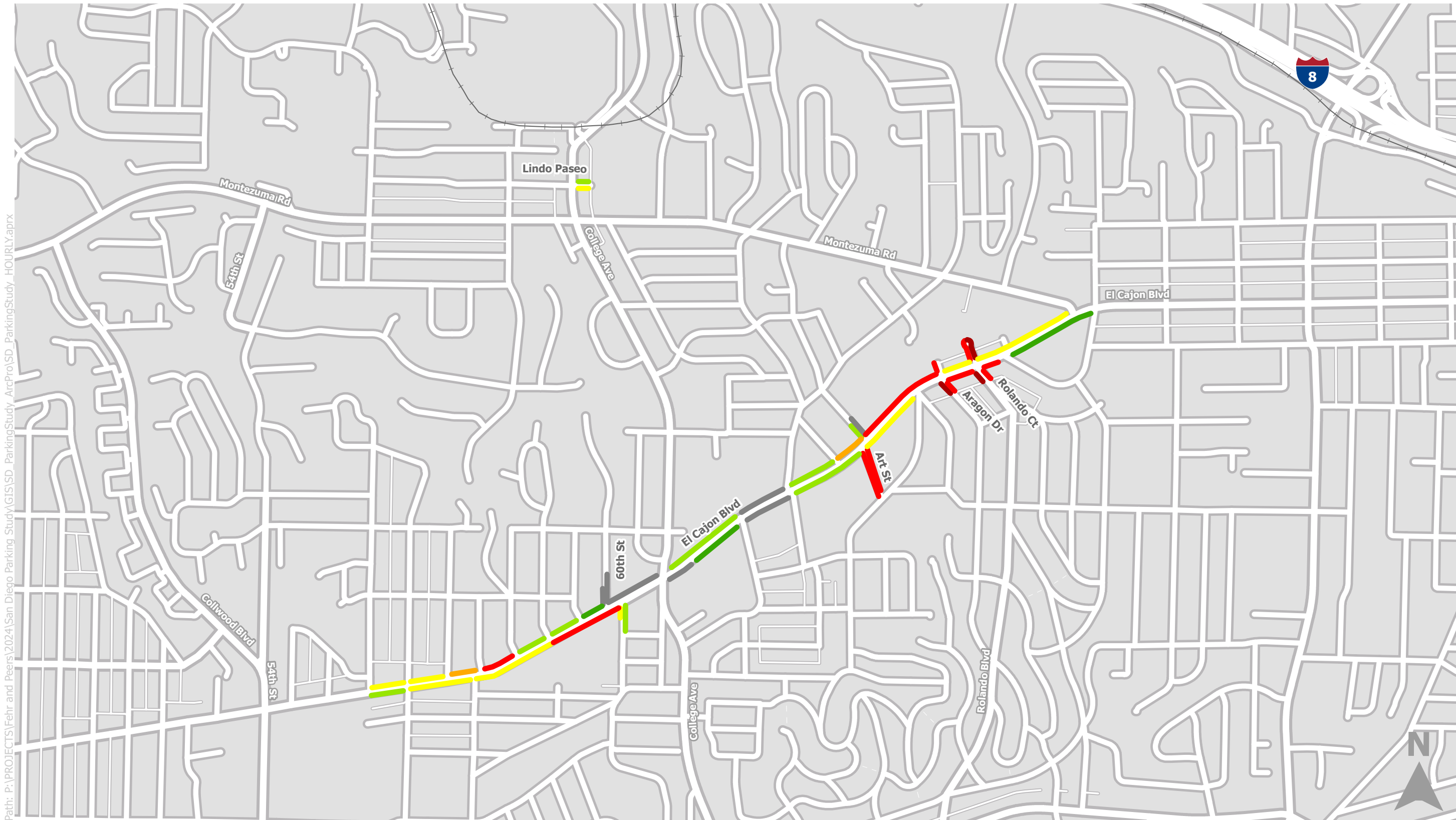
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Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

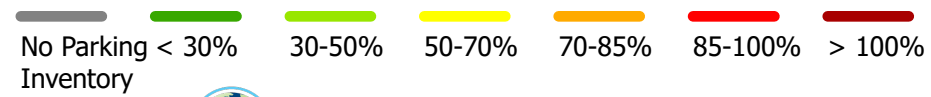


Mid City
 Saturday Occupancy Percentage - 10 AM
 San Diego Citywide Parking Study

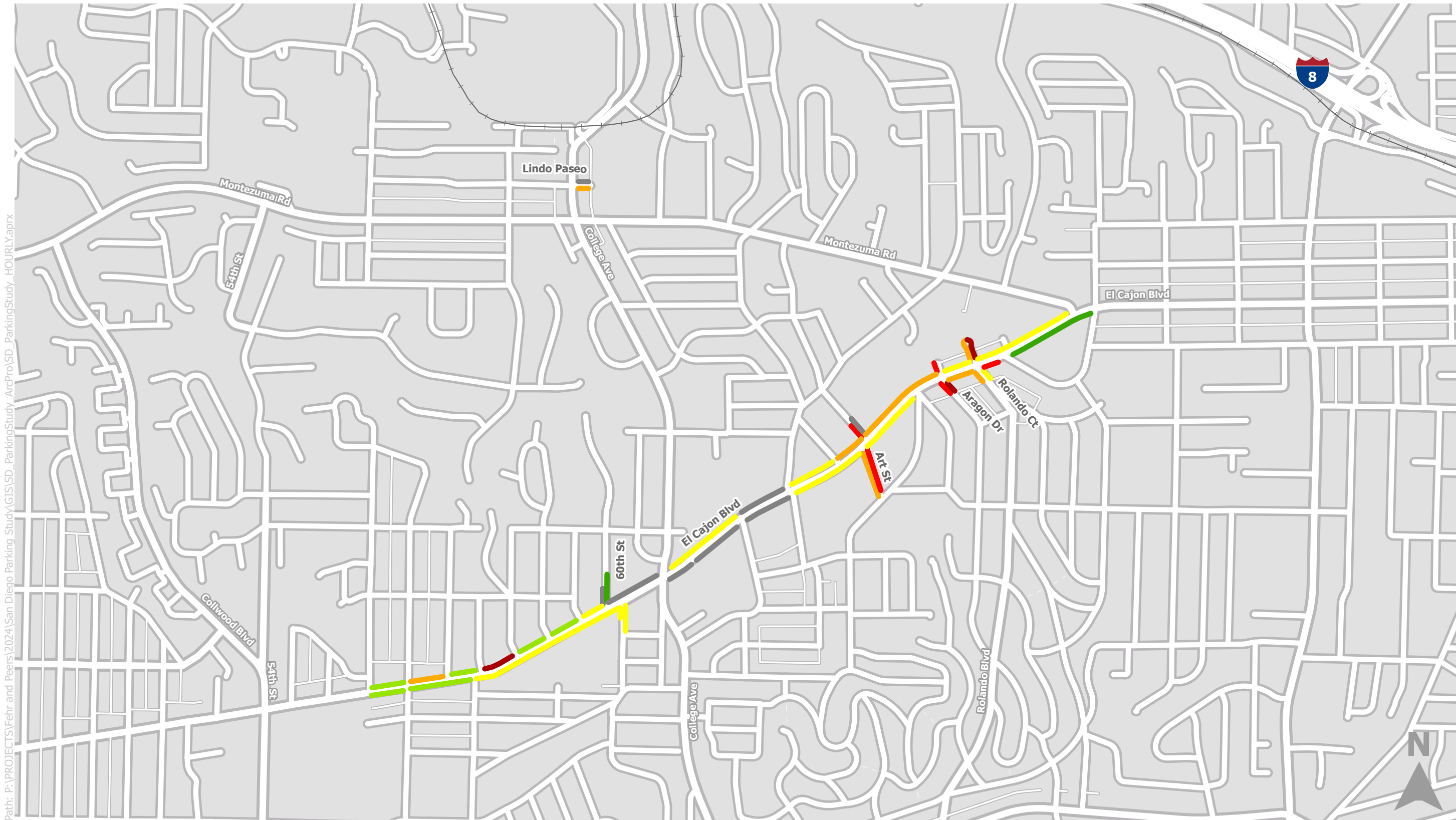


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Occupancy Percentage

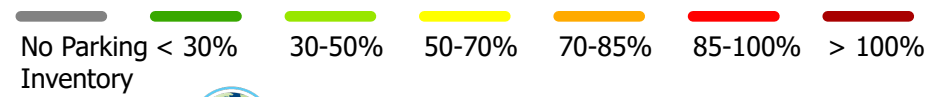


Mid City
 Saturday Occupancy Percentage - 11 AM
 San Diego Citywide Parking Study

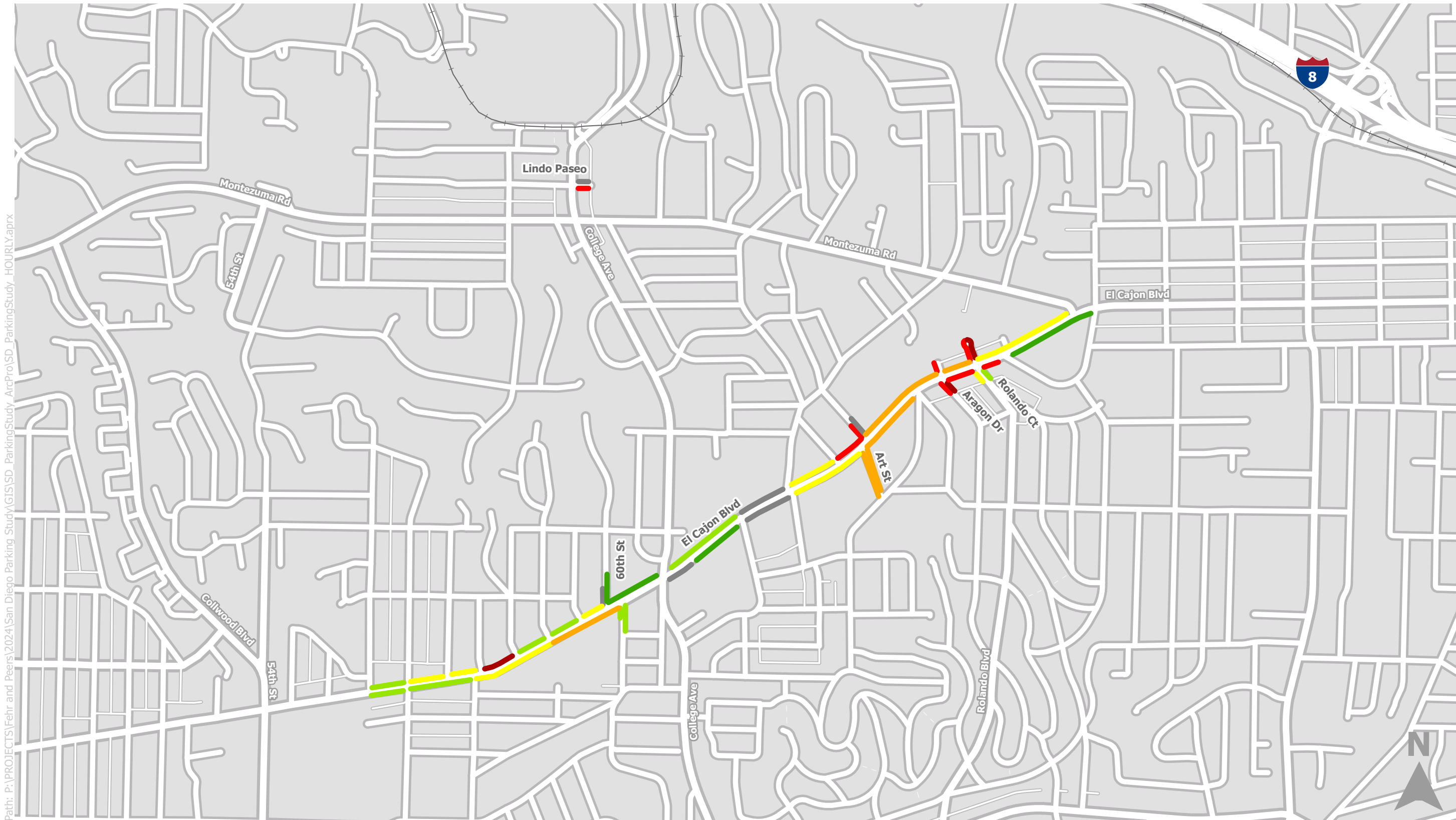


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Occupancy Percentage

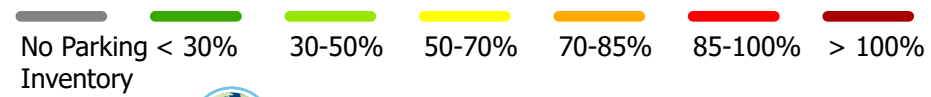


Mid City
 Saturday Occupancy Percentage - 12 PM
 San Diego Citywide Parking Study



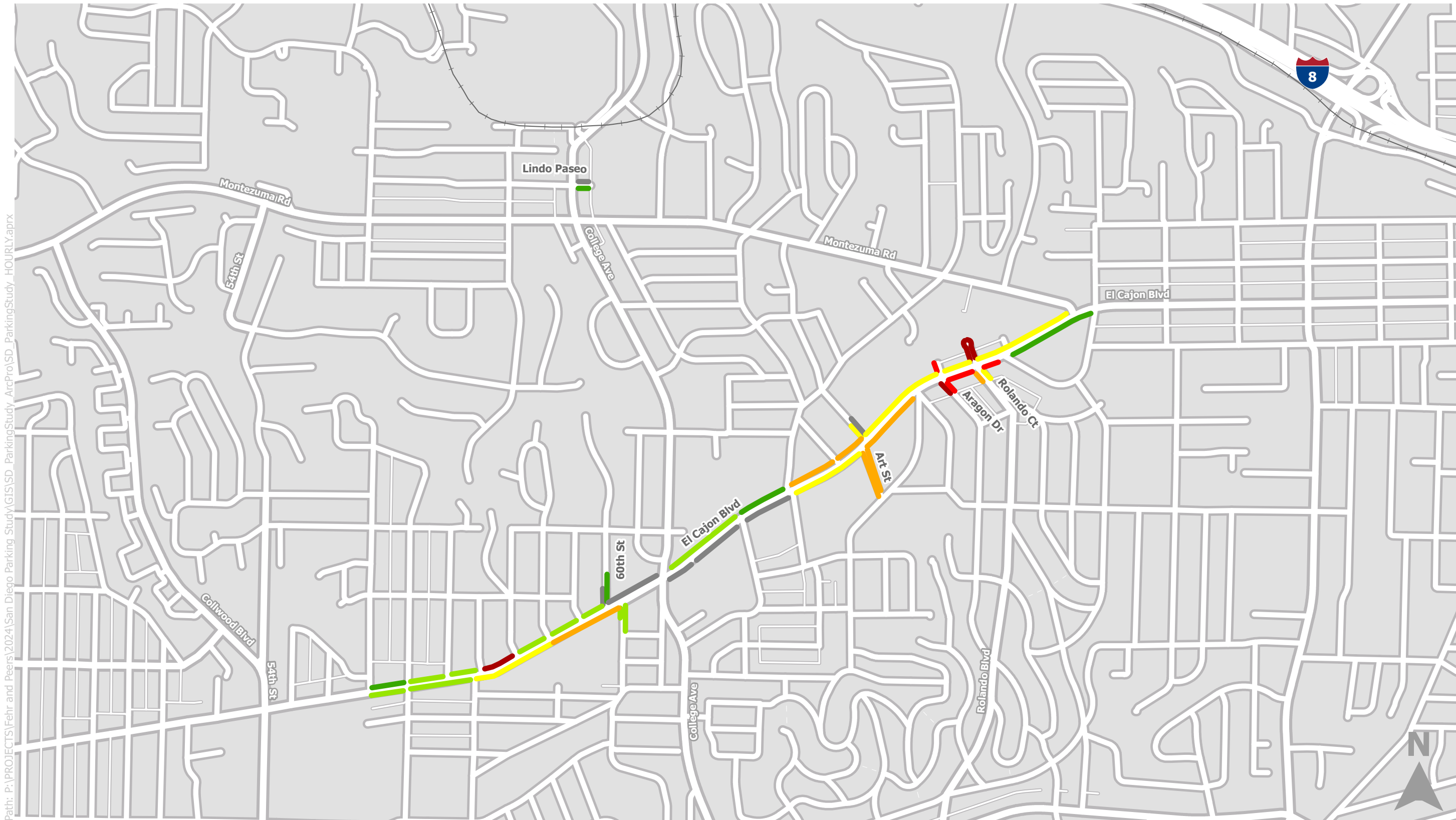
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Occupancy Percentage



Mid City
 Saturday Occupancy Percentage - 1 PM
 San Diego Citywide Parking Study





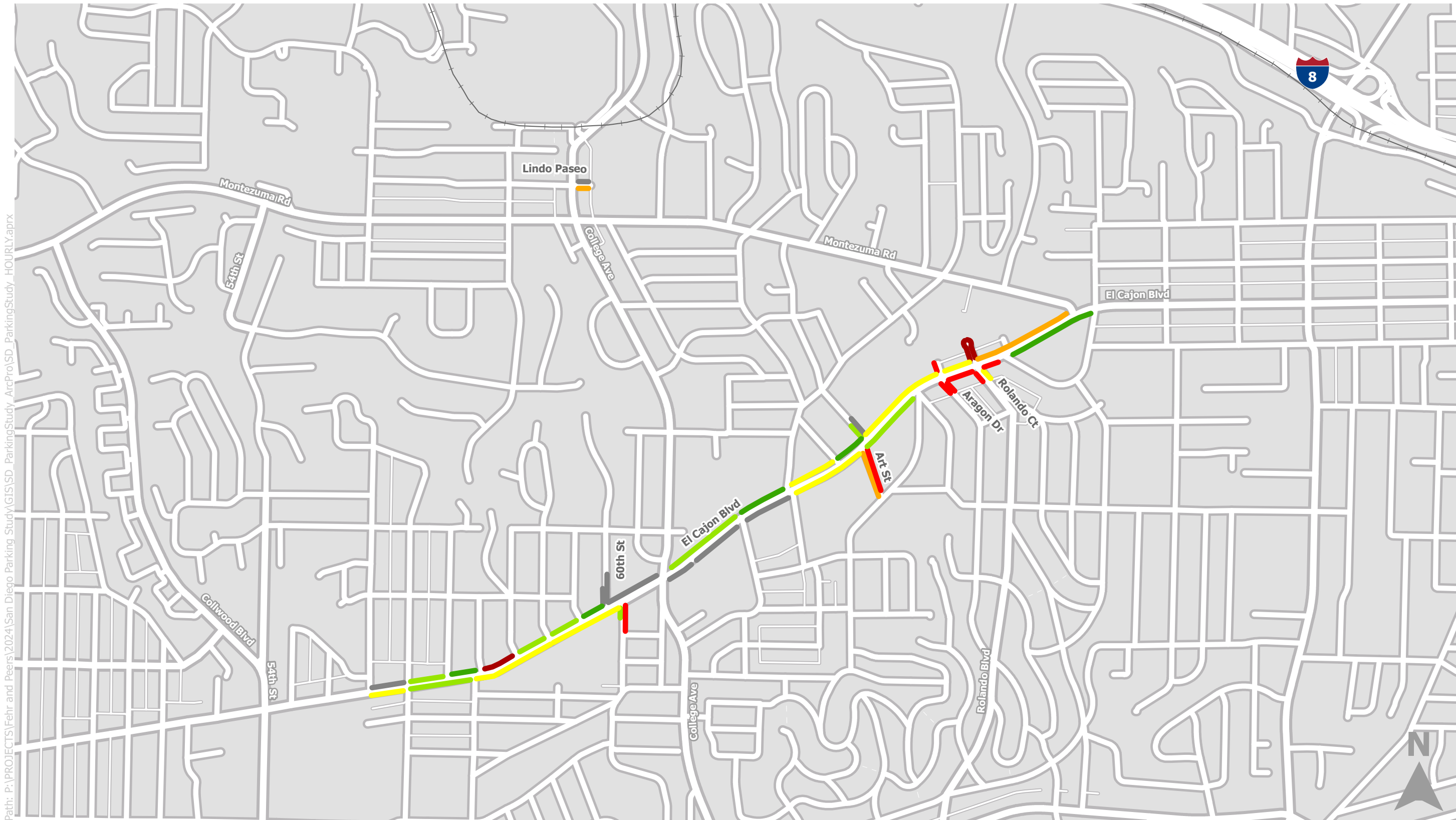
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Occupancy Percentage

No Parking Inventory < 30% 30-50% 50-70% 70-85% 85-100% > 100%

Mid City
 Saturday Occupancy Percentage - 2 PM
 San Diego Citywide Parking Study





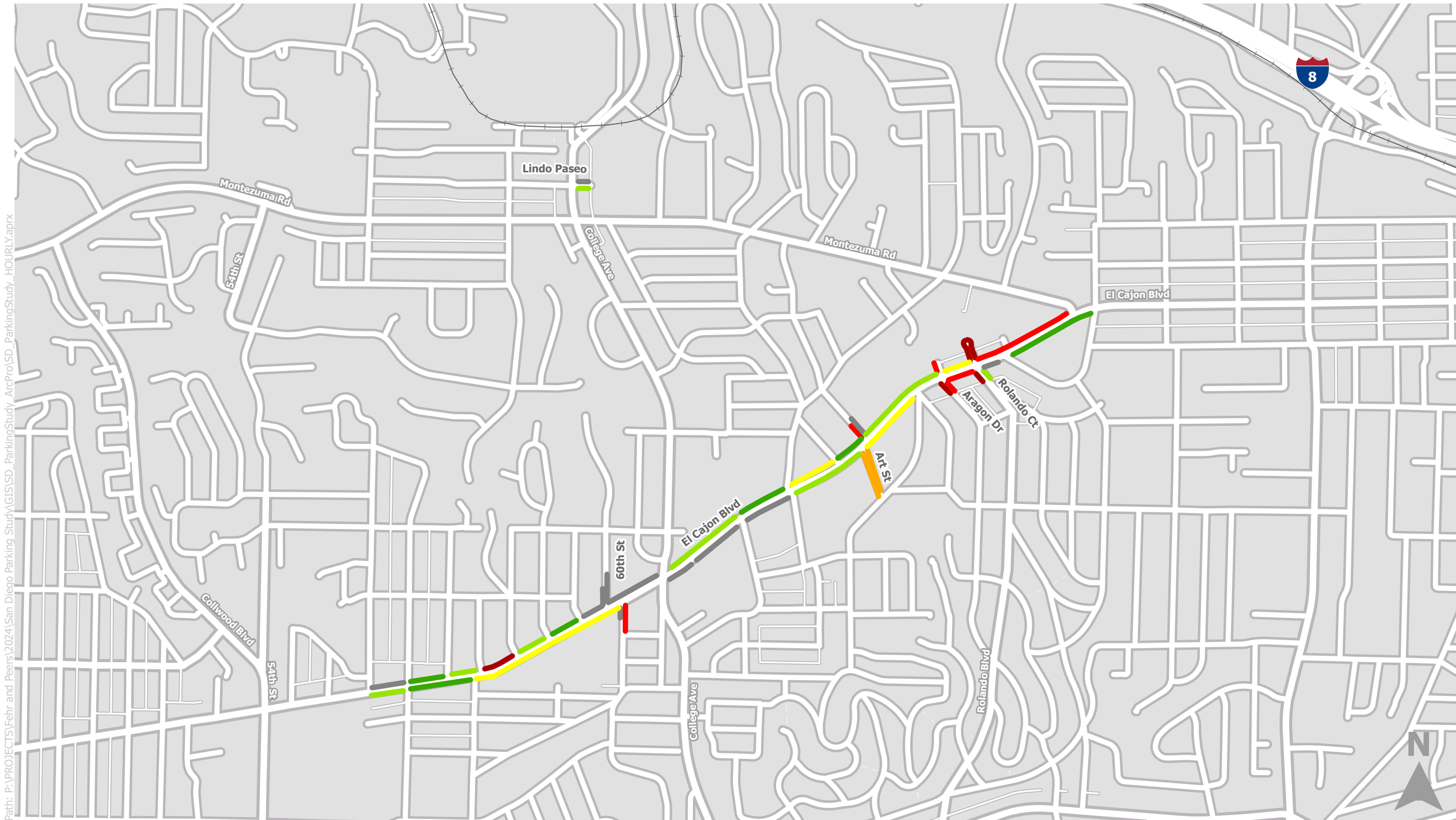
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Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

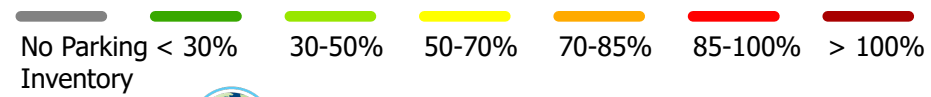
Mid City
 Saturday Occupancy Percentage - 3 PM
 San Diego Citywide Parking Study





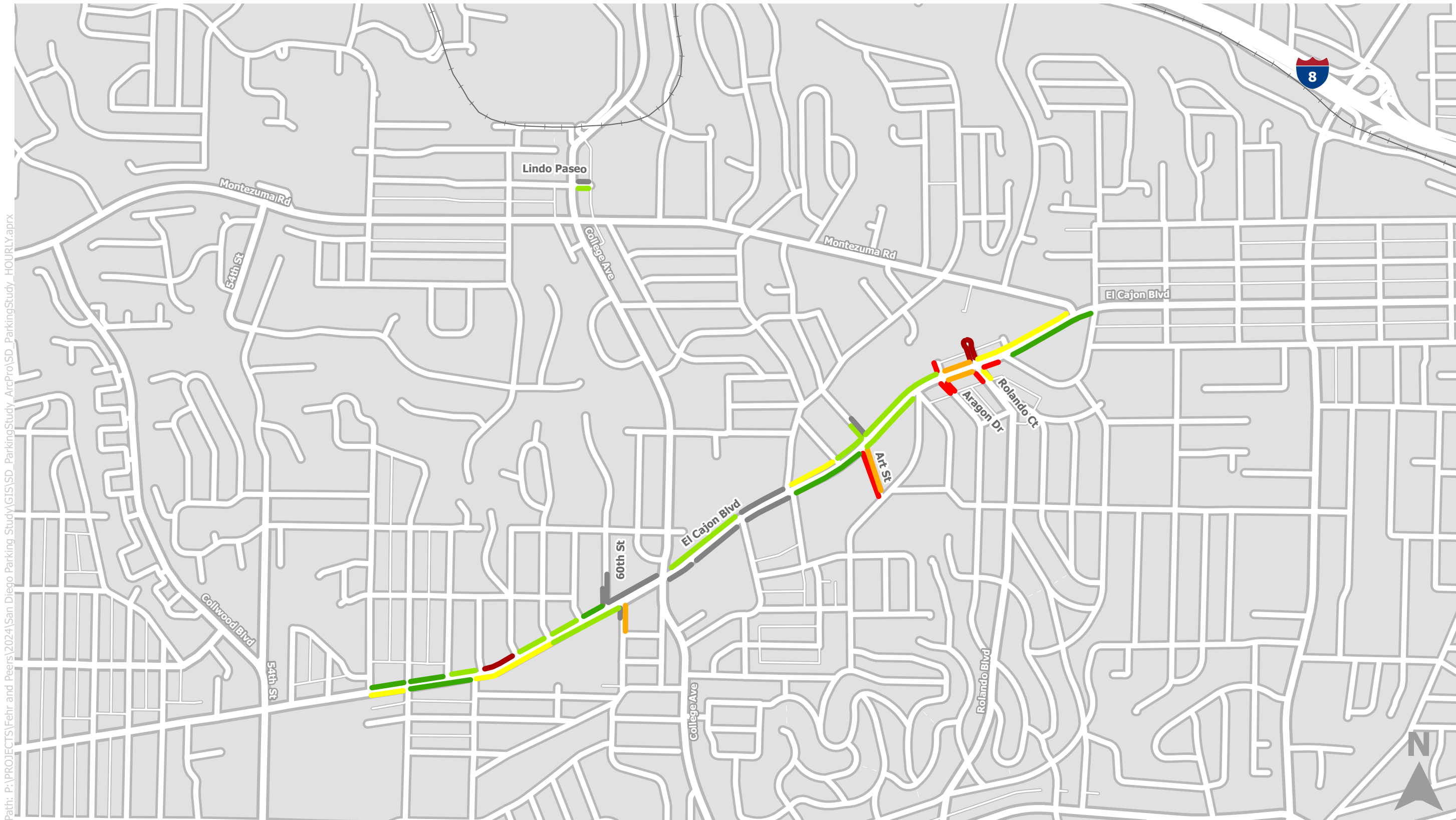
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Occupancy Percentage



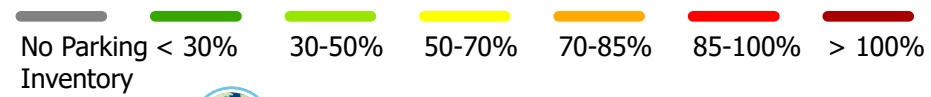
Mid City
 Saturday Occupancy Percentage - 4 PM
 San Diego Citywide Parking Study





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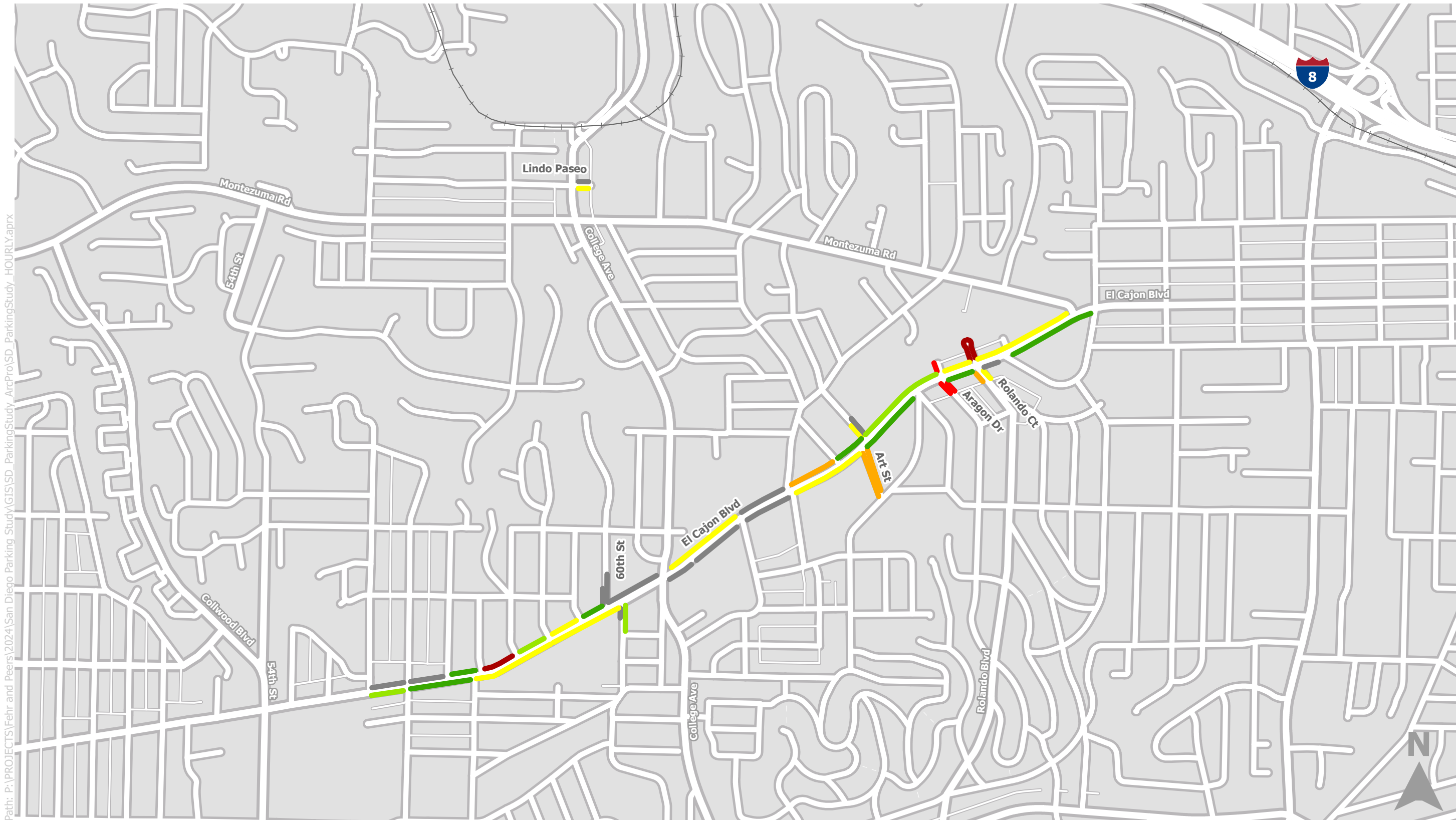
Occupancy Percentage



Inventory

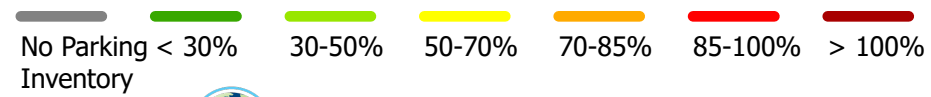


Mid City
 Saturday Occupancy Percentage - 5 PM
 San Diego Citywide Parking Study



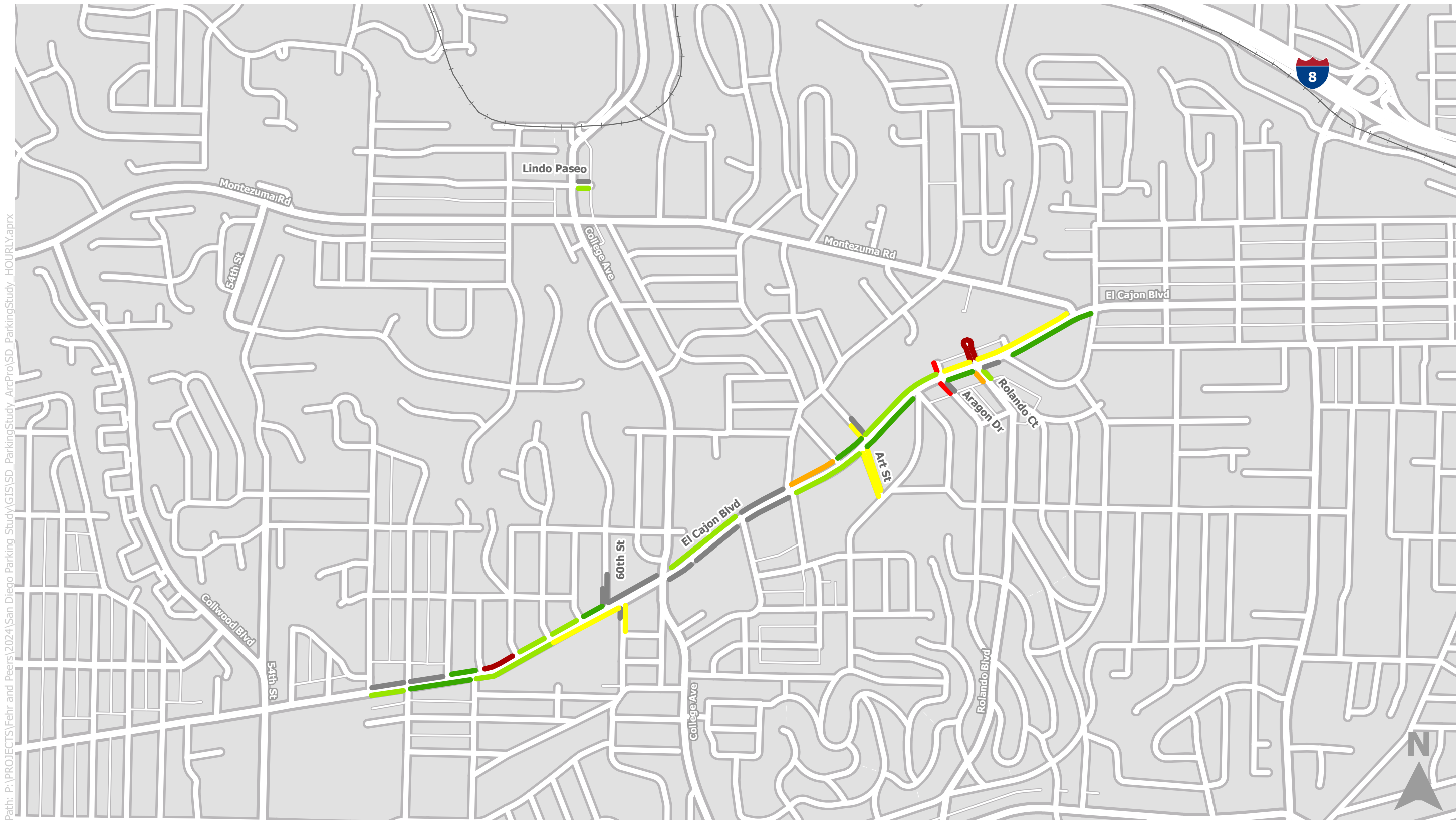
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Occupancy Percentage



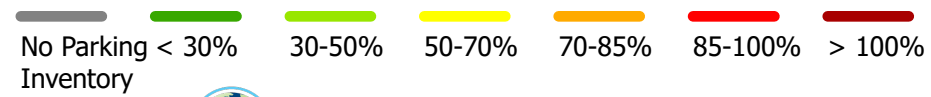
Mid City
 Saturday Occupancy Percentage - 6 PM
 San Diego Citywide Parking Study





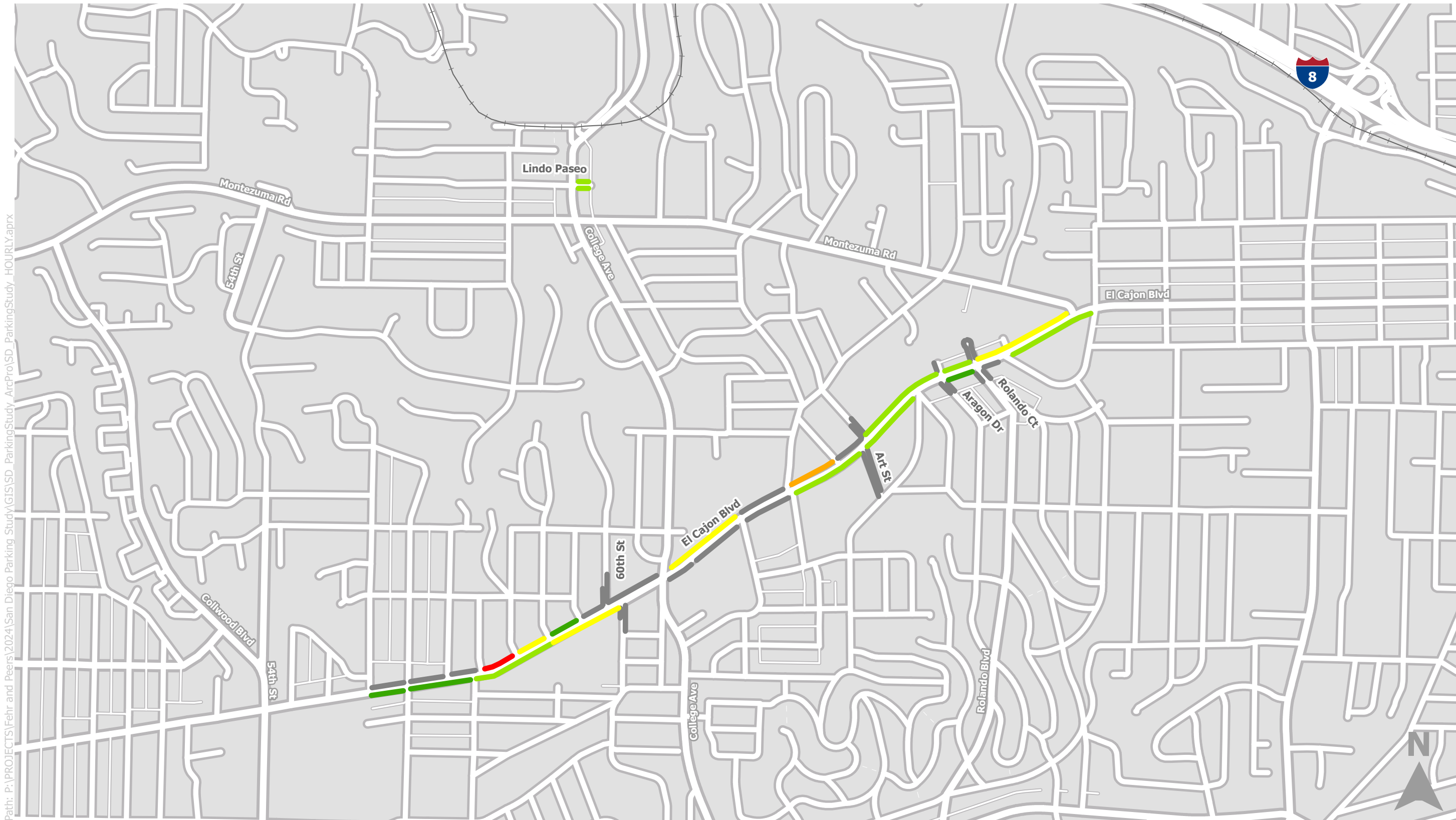
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Occupancy Percentage



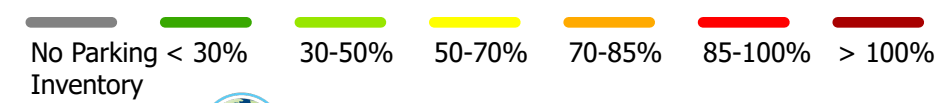
Mid City
 Saturday Occupancy Percentage - 7 PM
 San Diego Citywide Parking Study





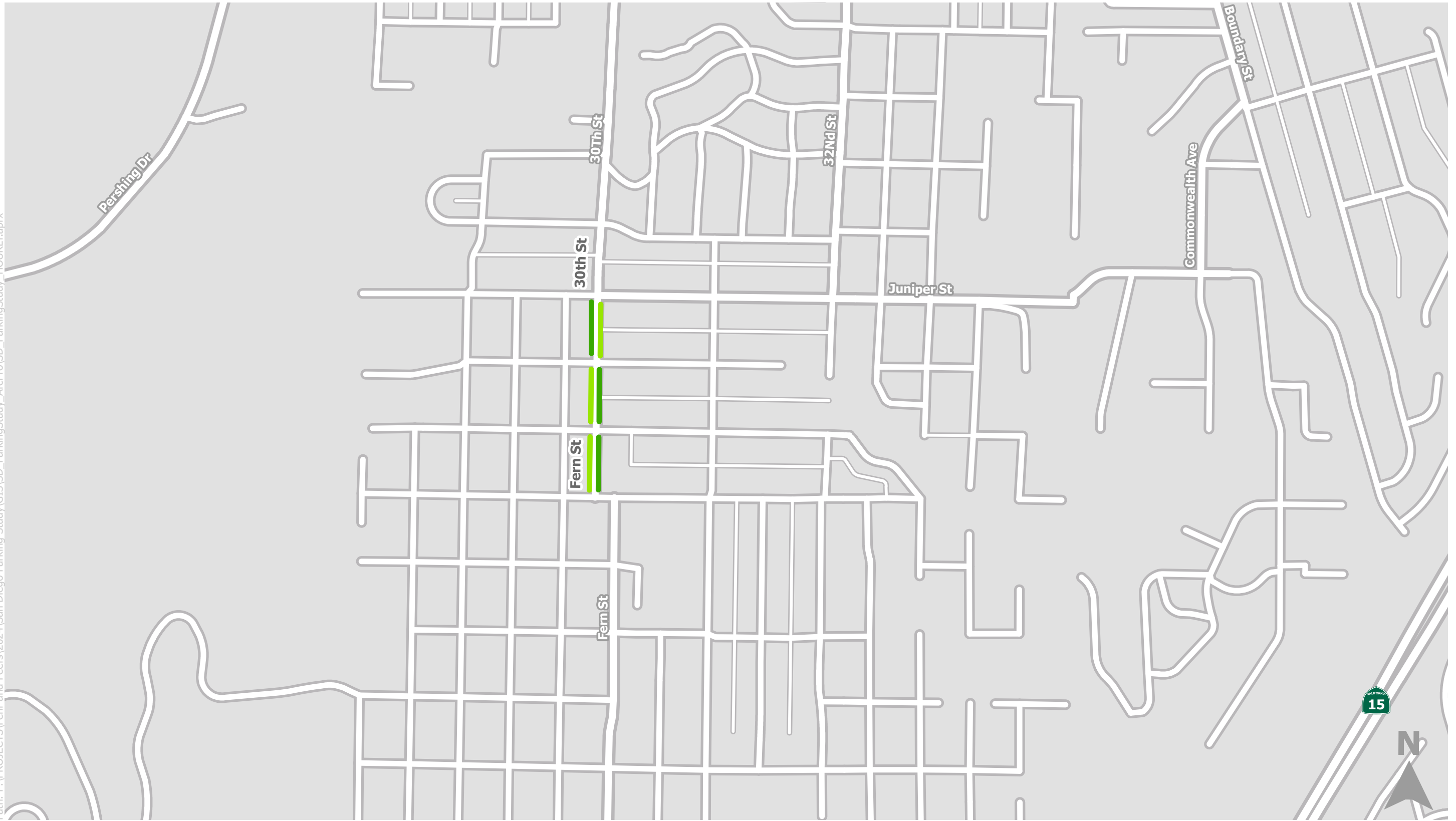
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Occupancy Percentage



Mid City
 Saturday Occupancy Percentage - 8 PM
 San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage

- No Parking
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Inventory



Mid City
Thursday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study

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Occupancy Percentage

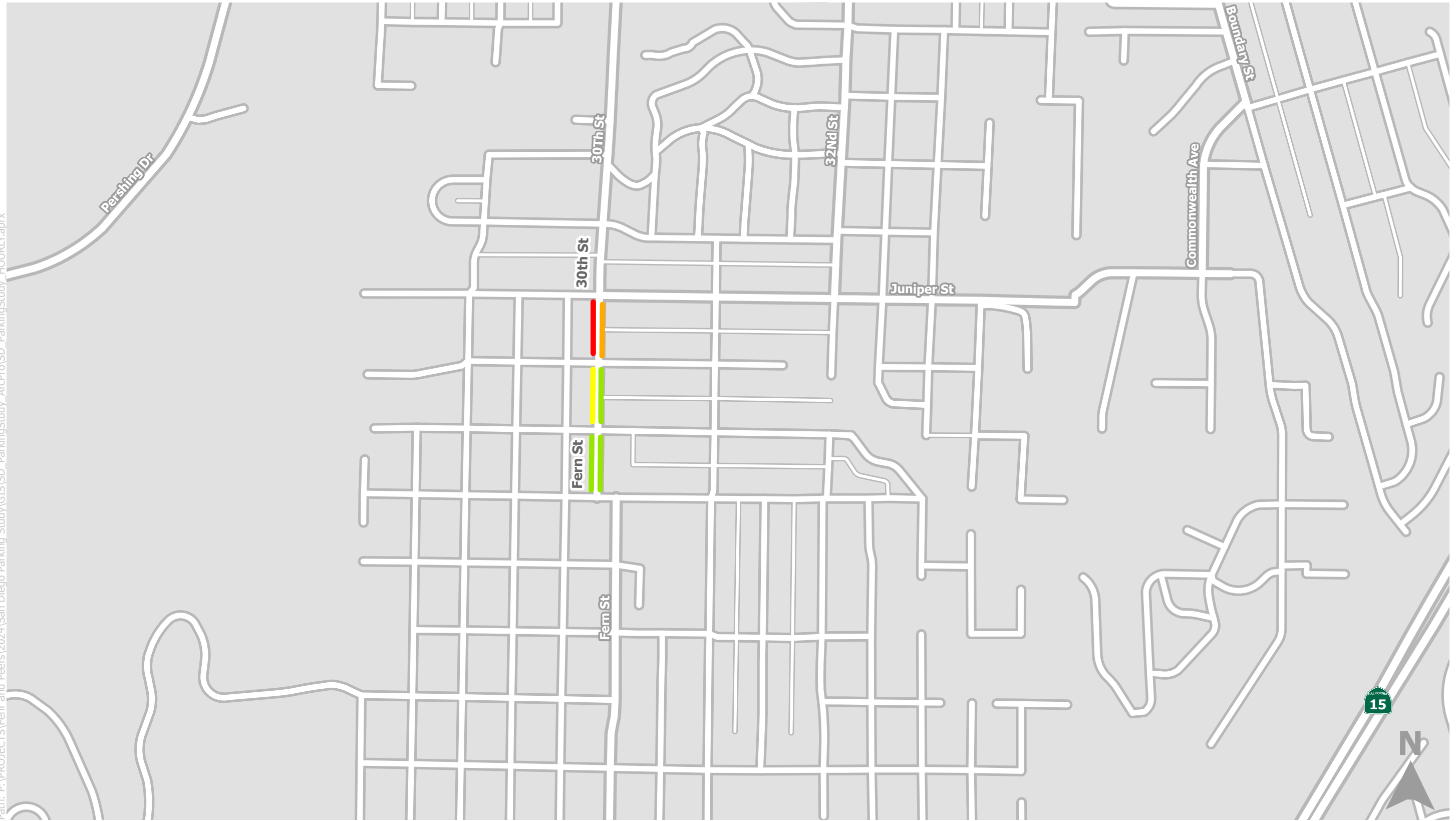
- No Parking
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Inventory

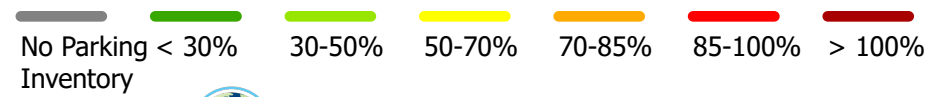


Mid City
Thursday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study

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Occupancy Percentage

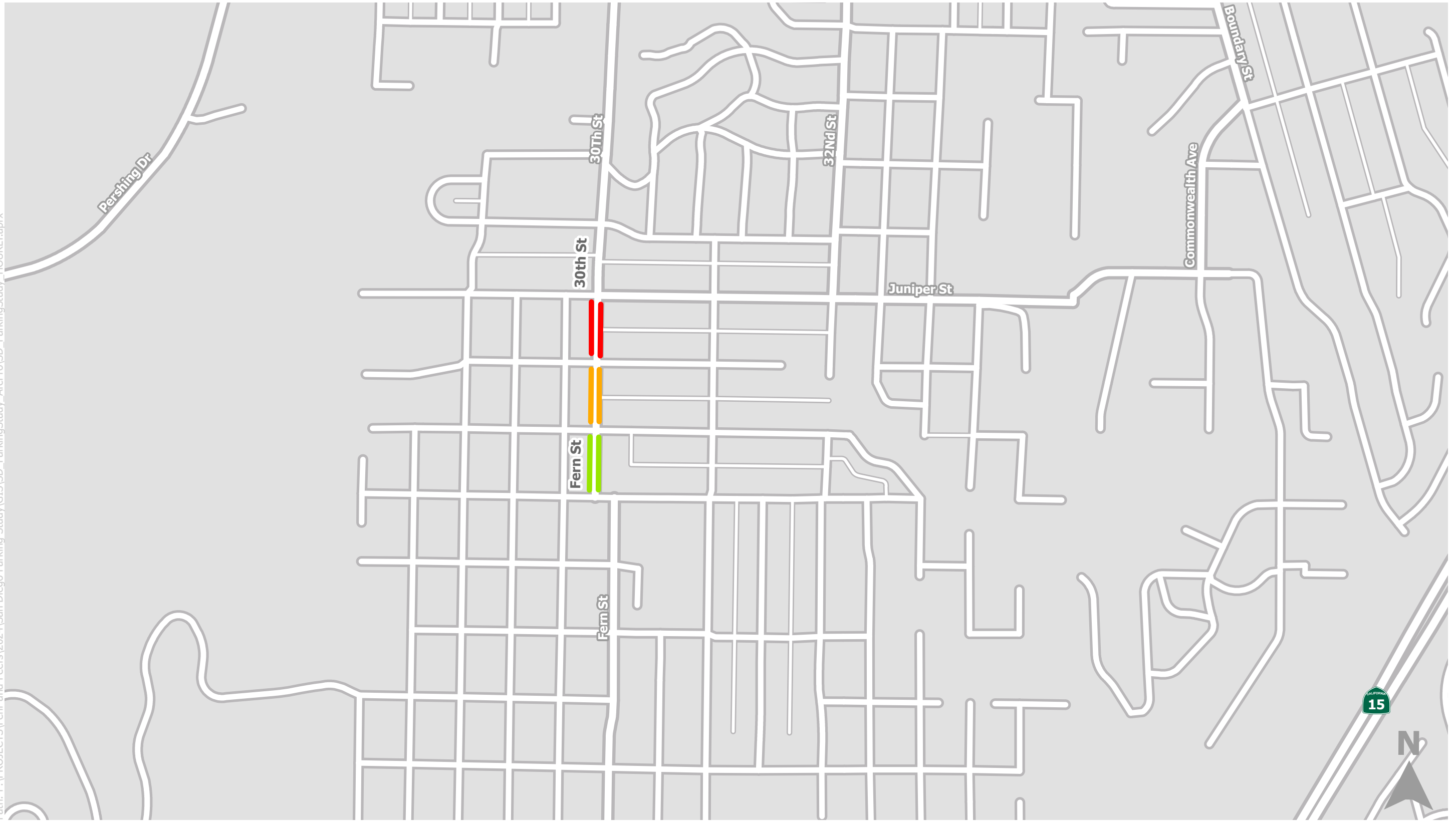


Inventory

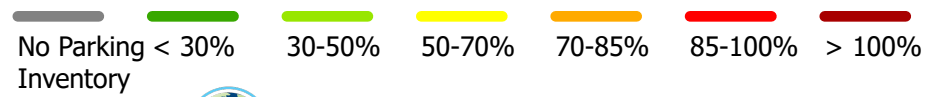


Mid City
Thursday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study

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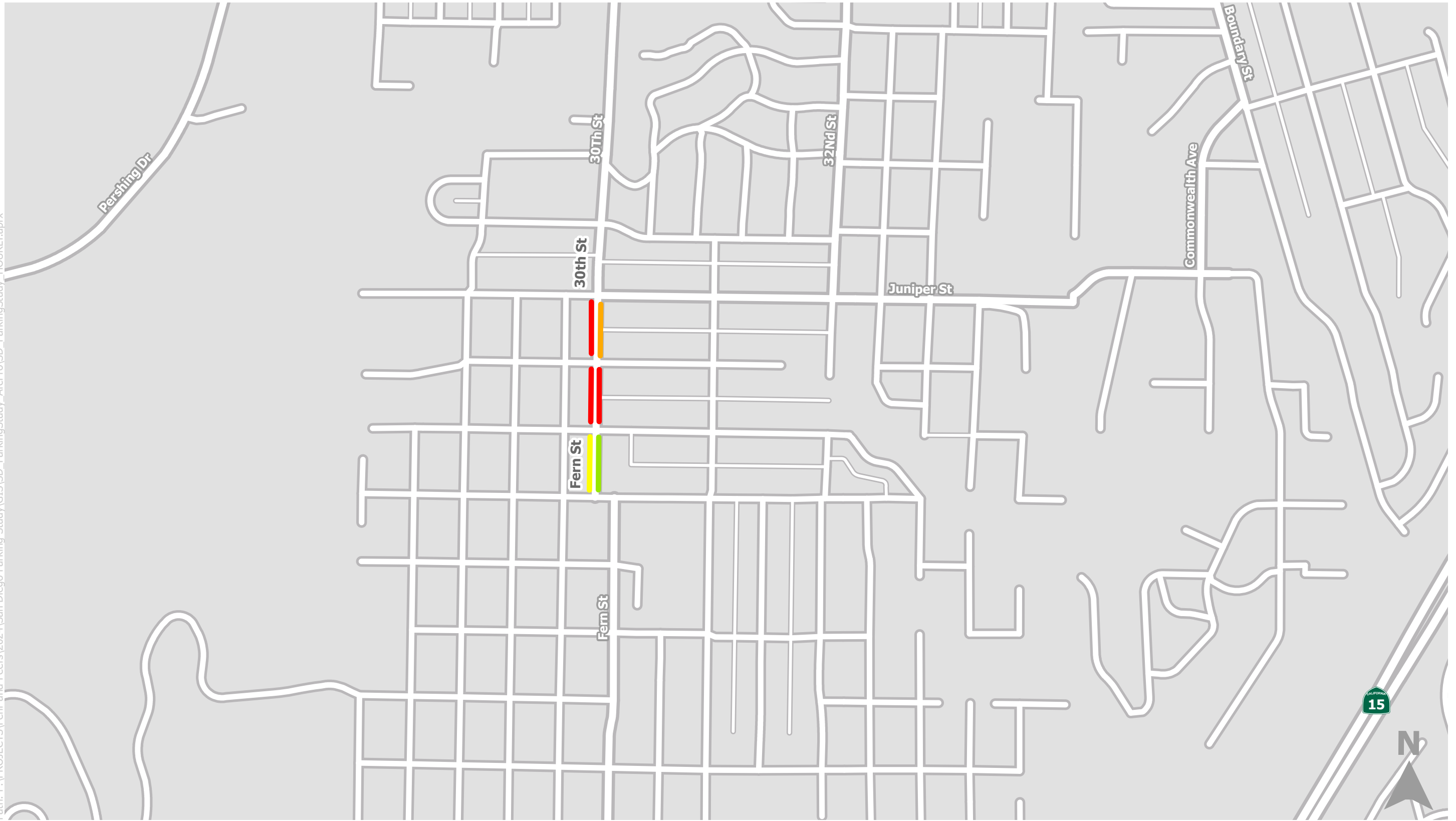
Occupancy Percentage



Mid City
Thursday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



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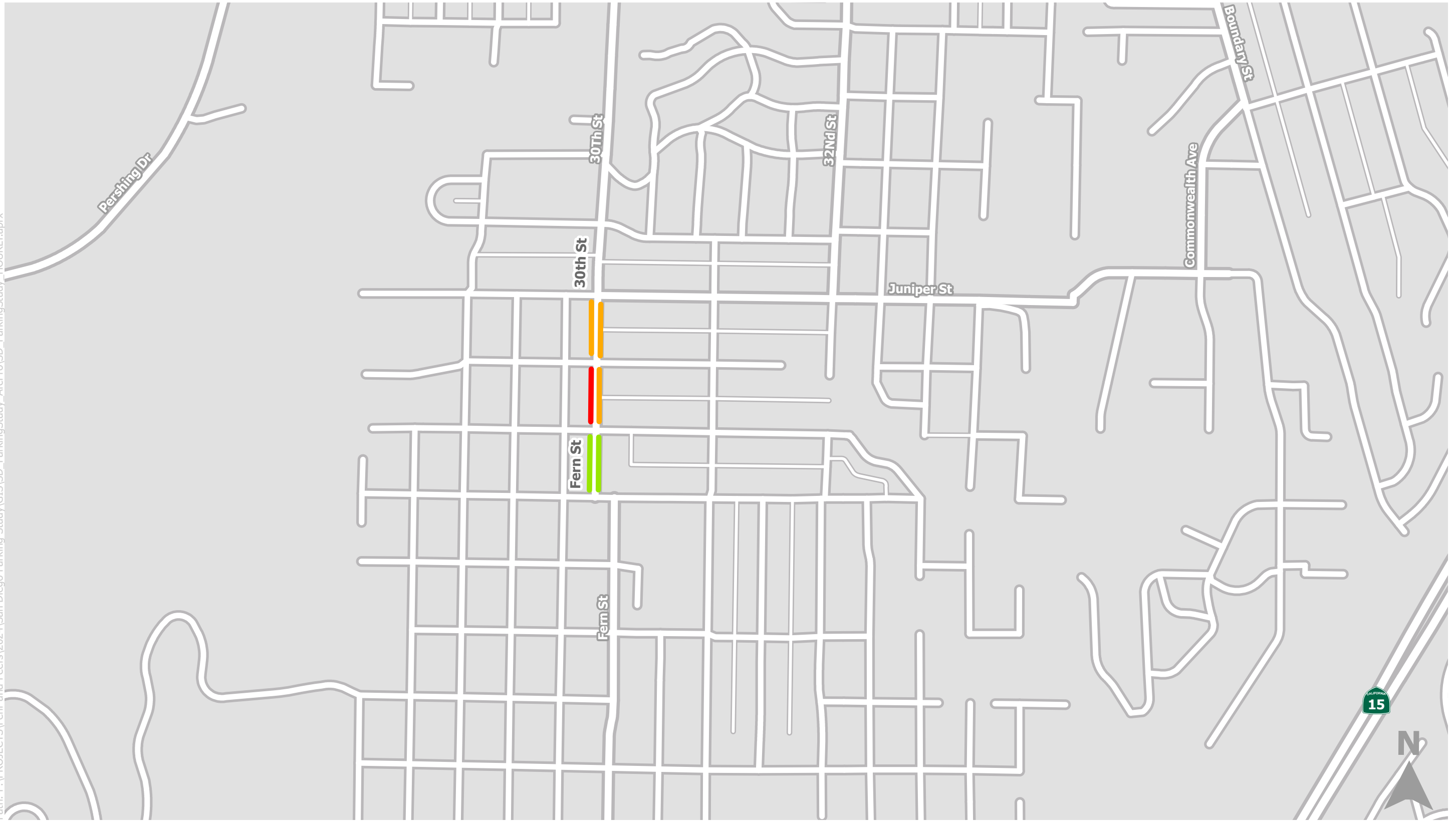
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Mid City
Thursday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



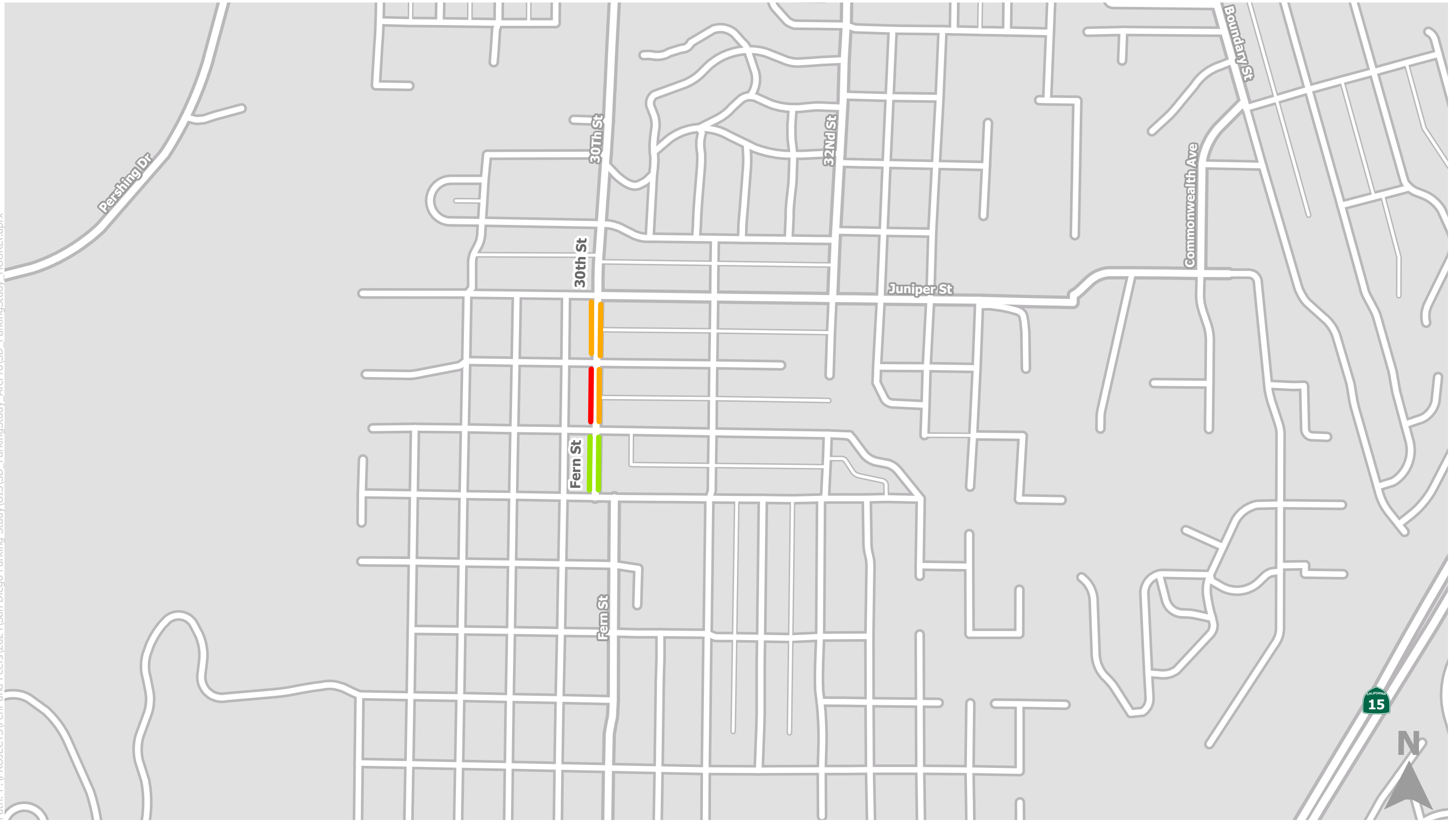
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Mid City
Thursday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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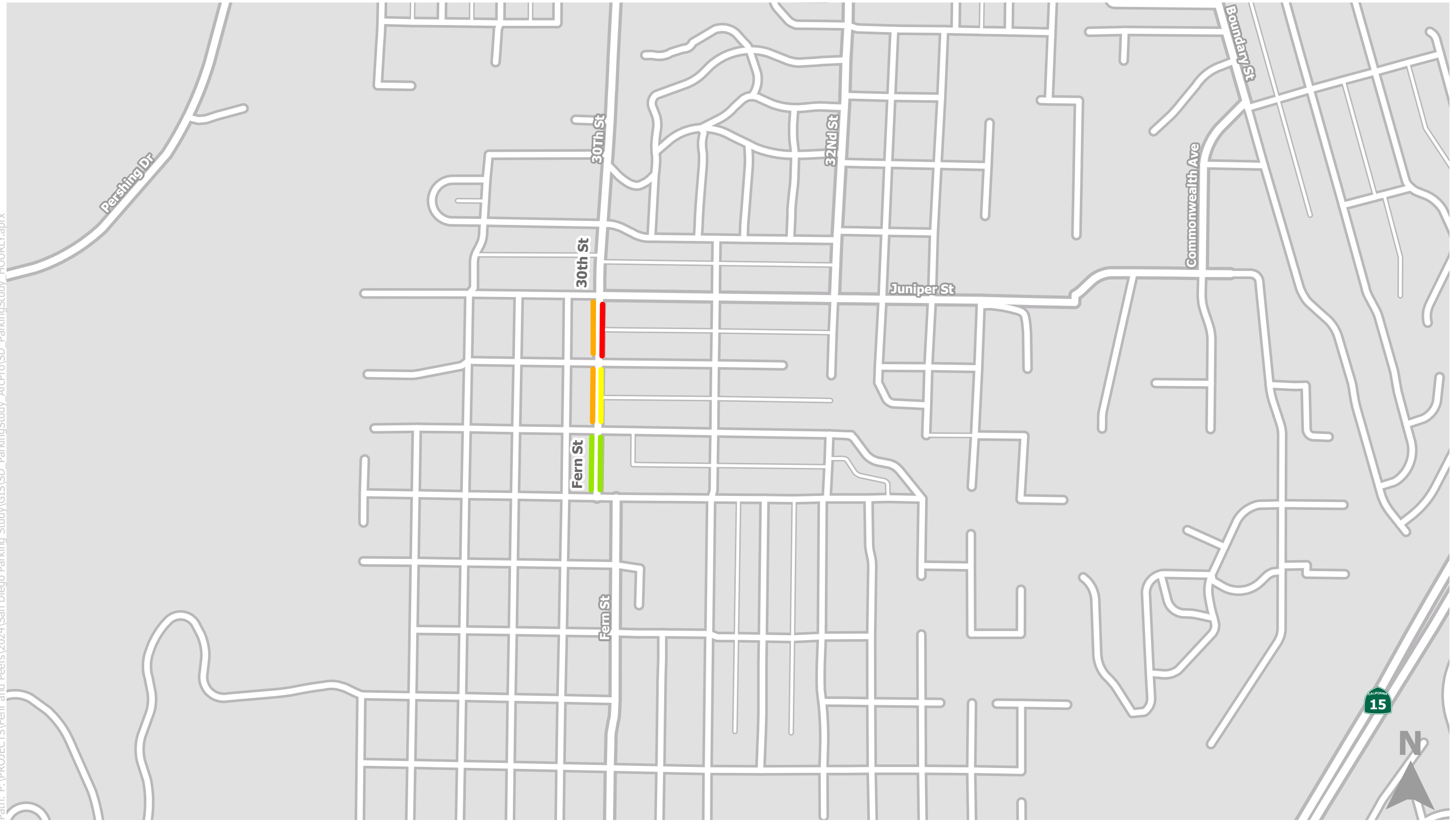
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Mid City
Thursday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



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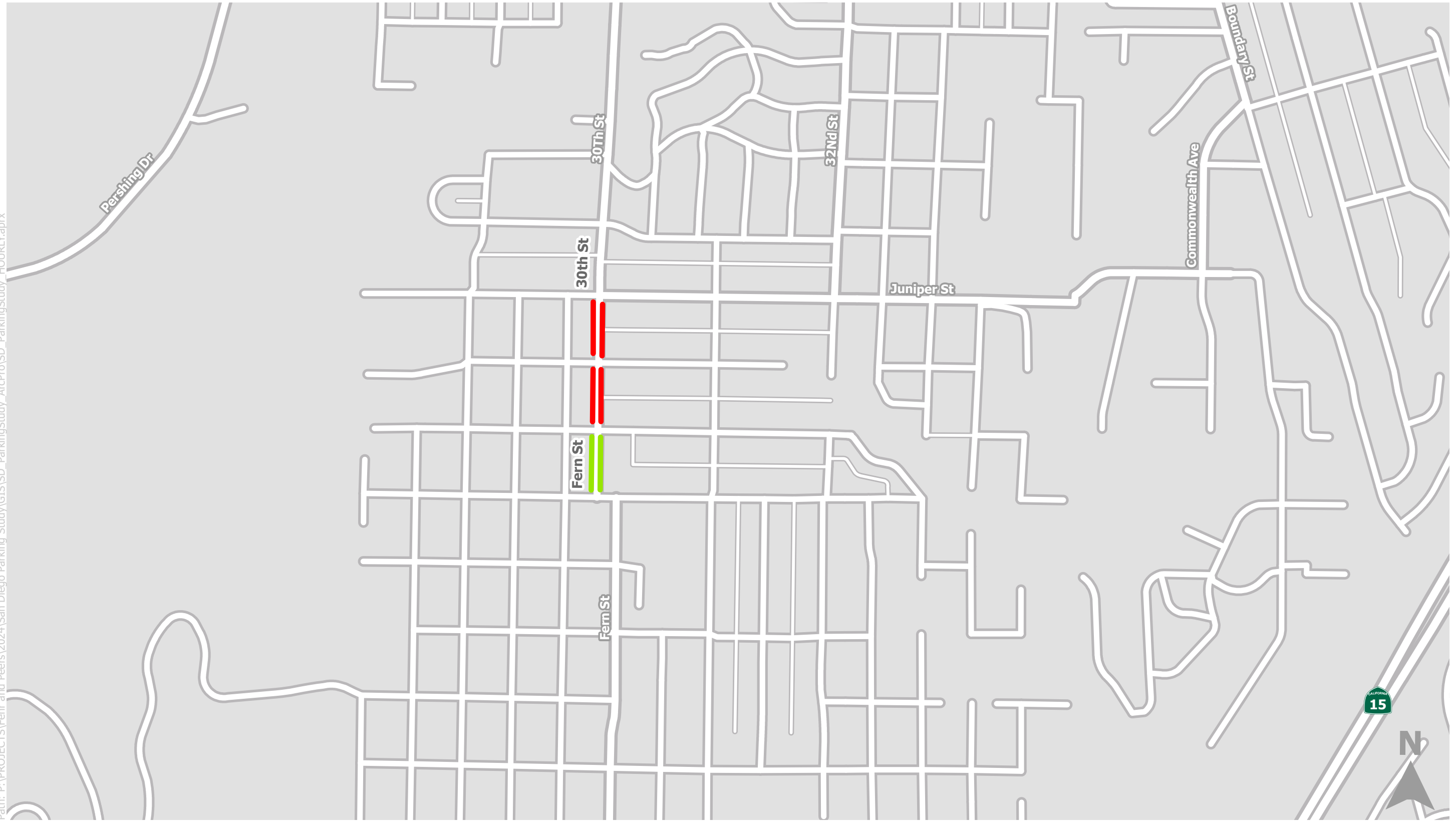
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

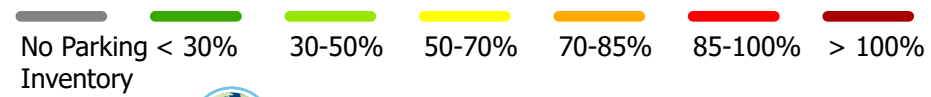
Mid City
Thursday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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Occupancy Percentage



Mid City
Thursday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



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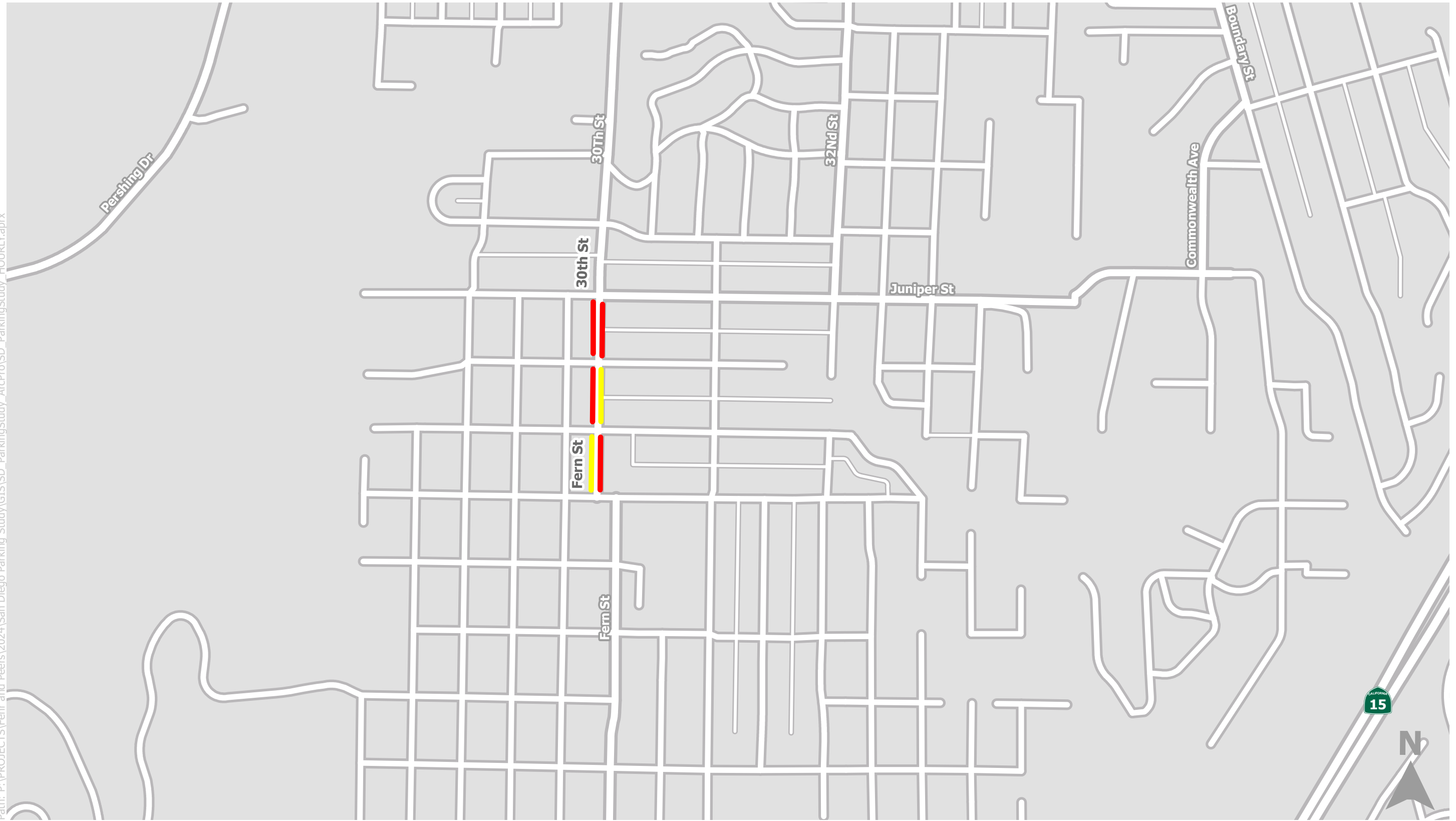
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

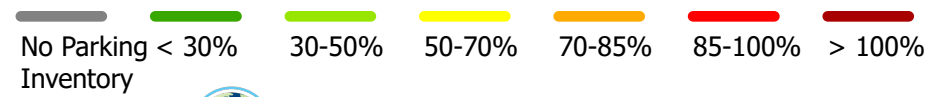


Mid City
Thursday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study

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Occupancy Percentage



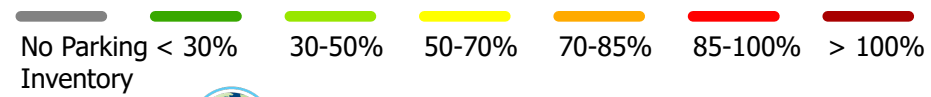
Mid City
Thursday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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Occupancy Percentage

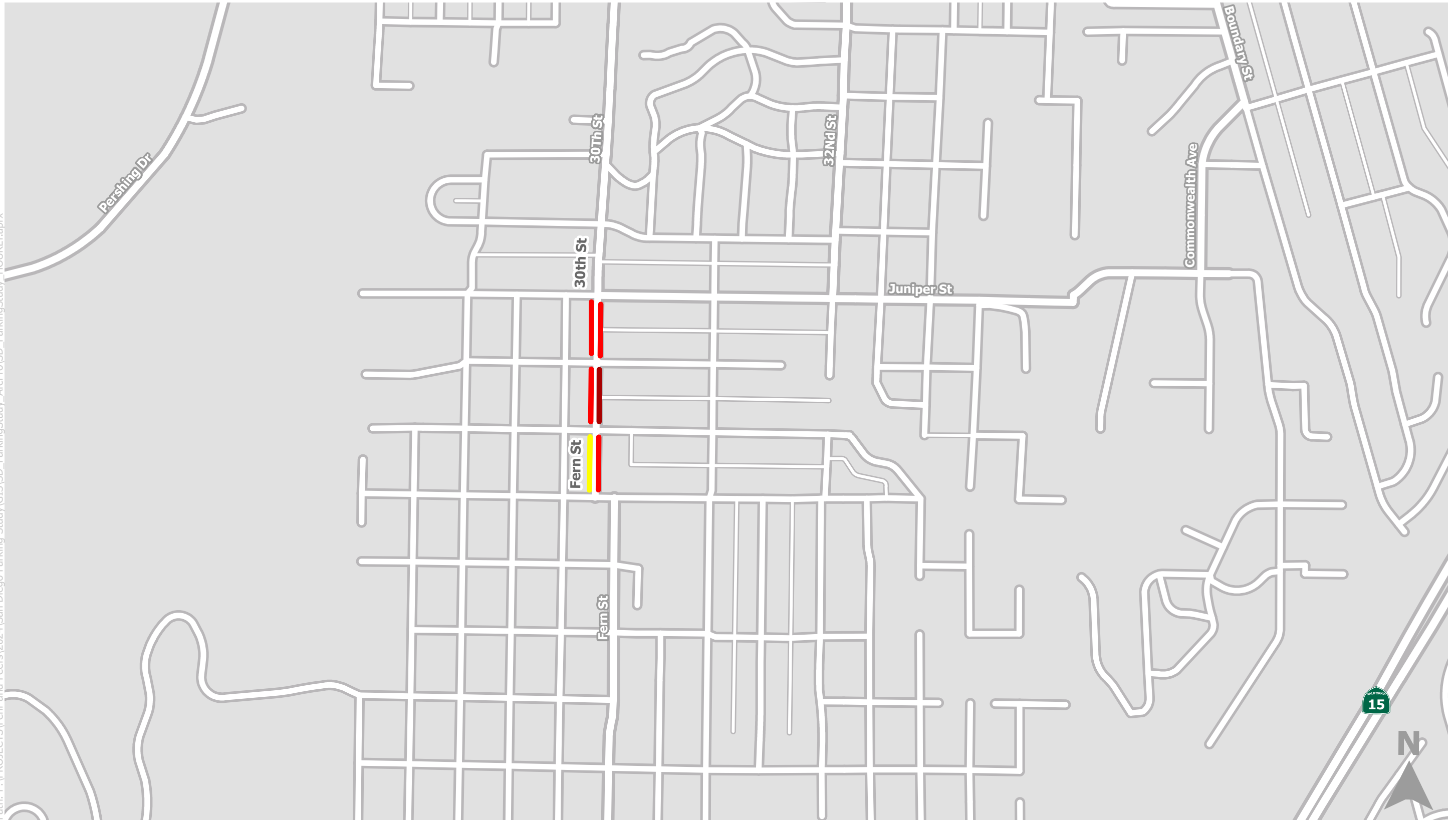


Inventories

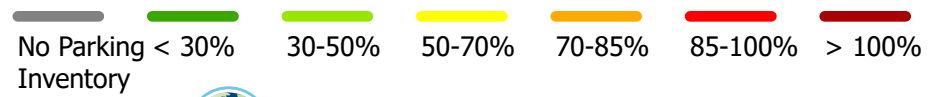


Mid City
Thursday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study

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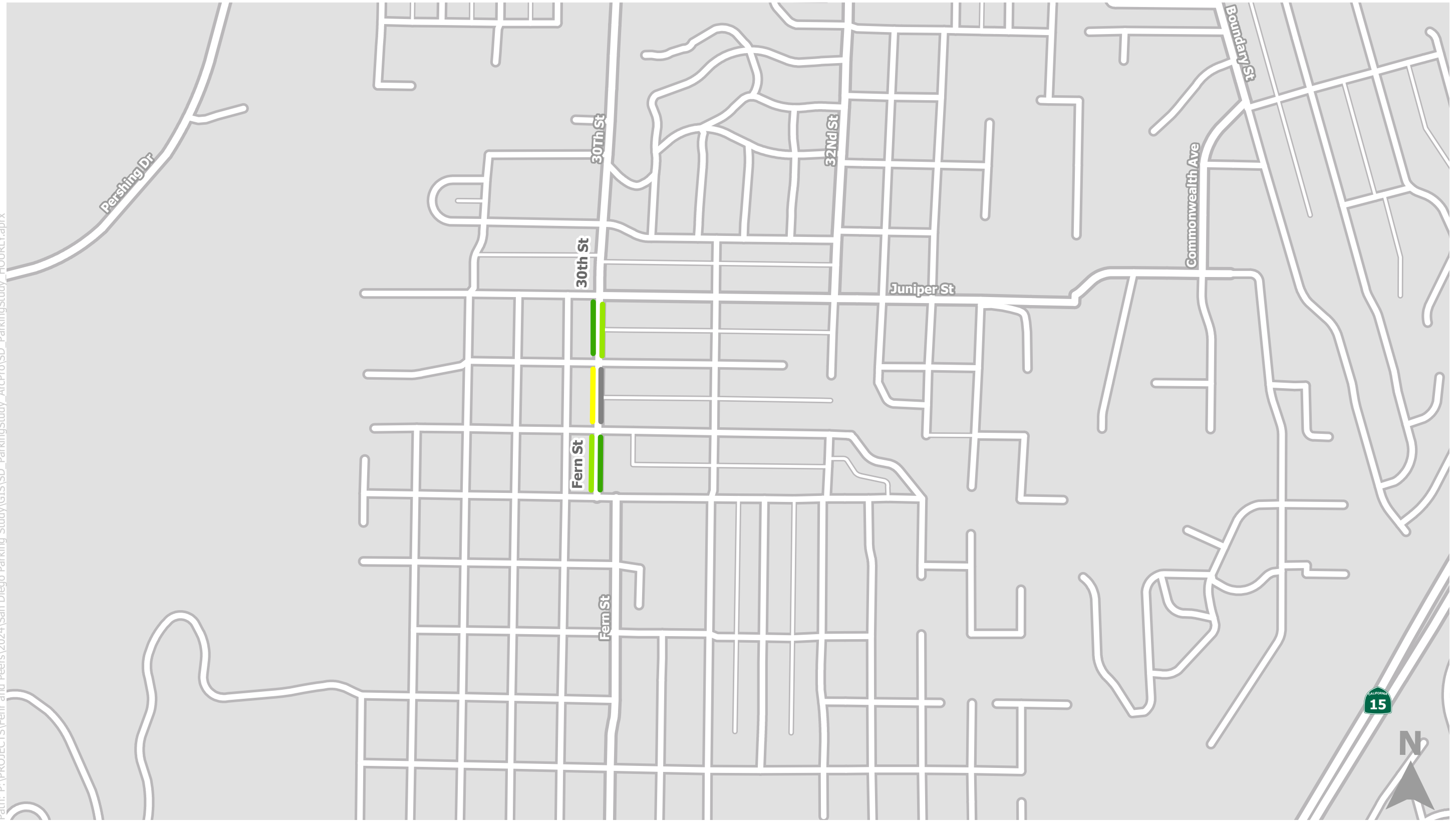
Occupancy Percentage



Mid City
Thursday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%



Mid City
Saturday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



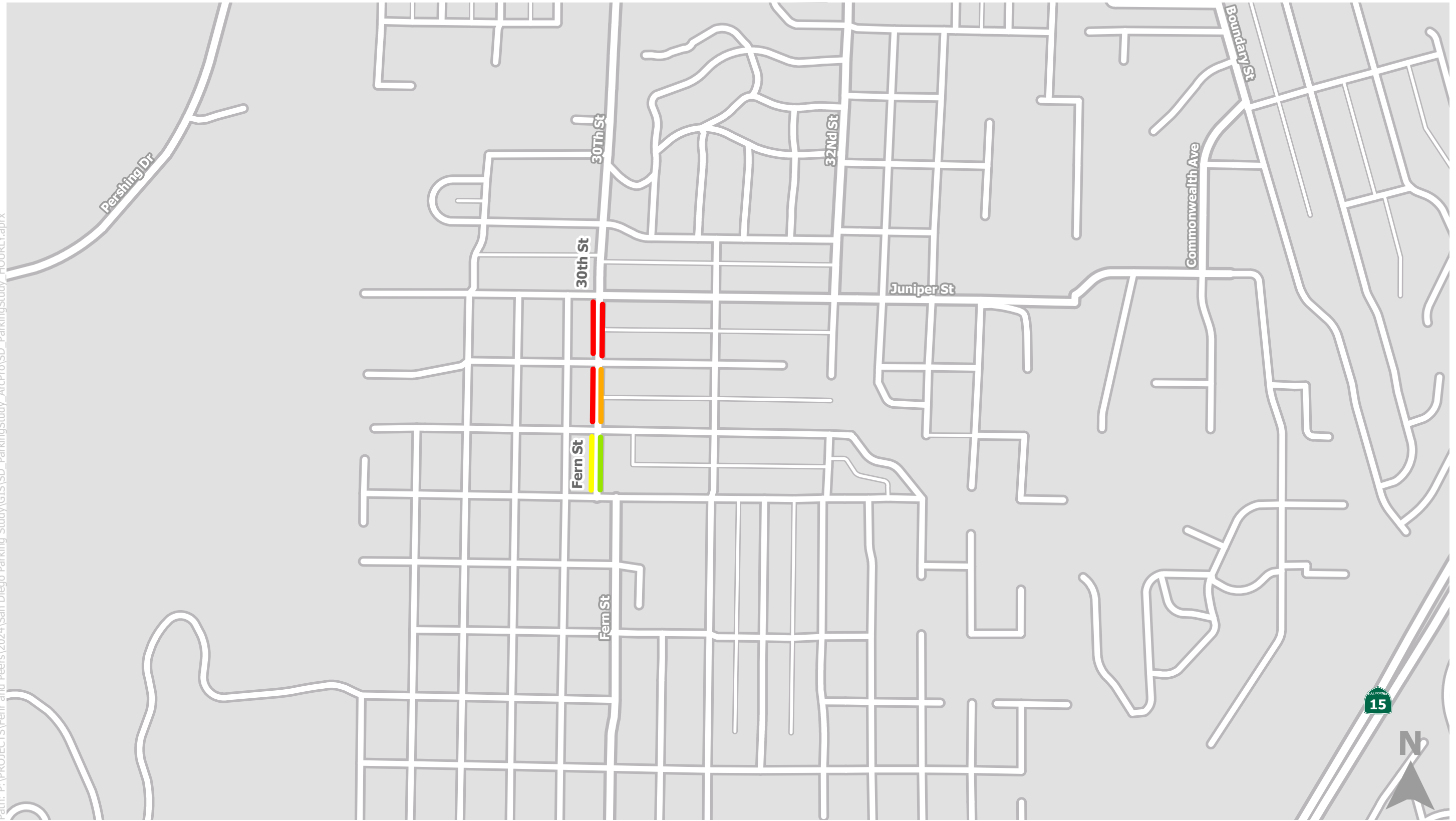
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Mid City
Saturday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



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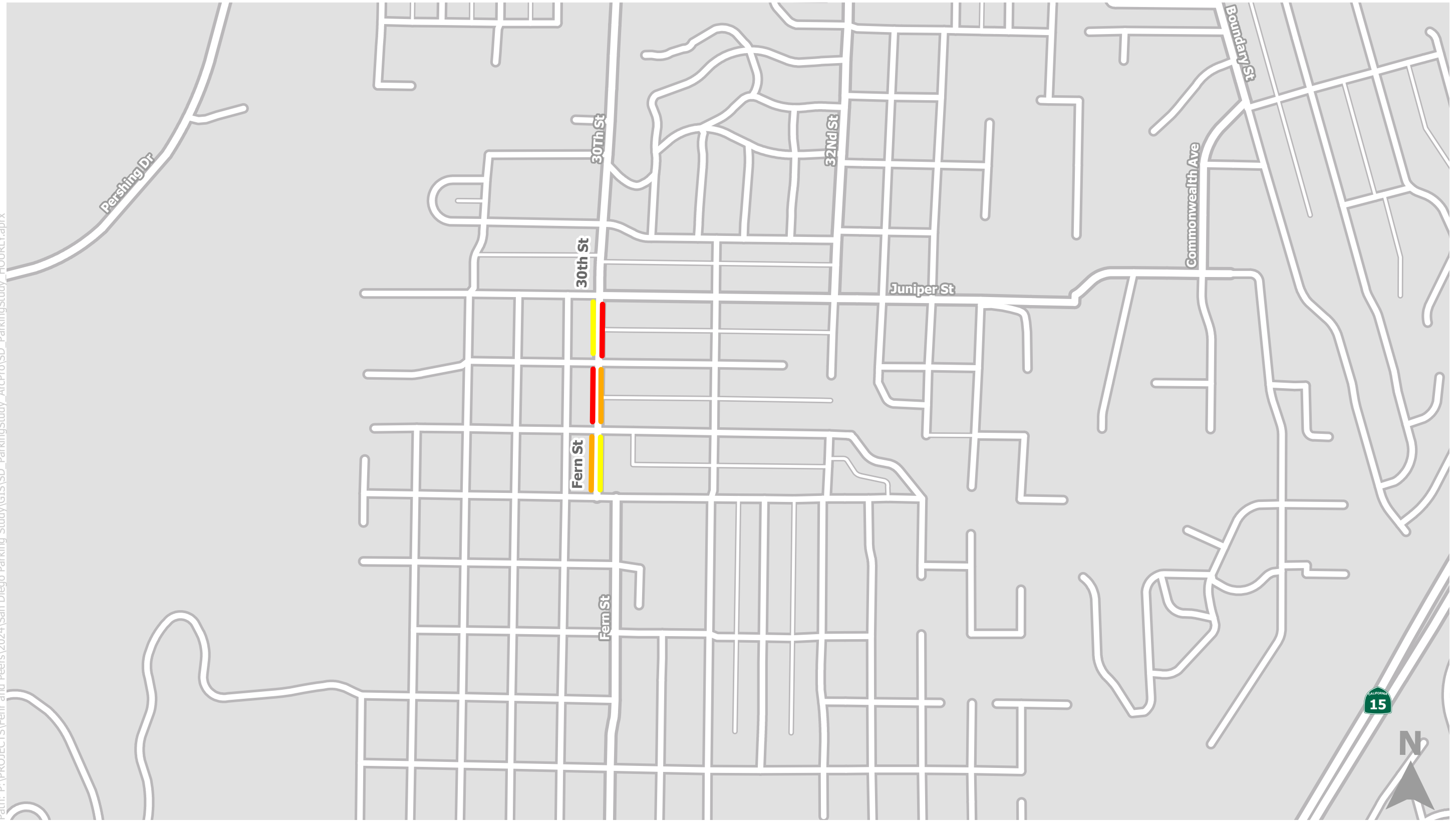
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

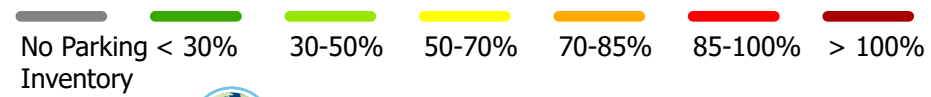
Mid City
Saturday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



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Occupancy Percentage

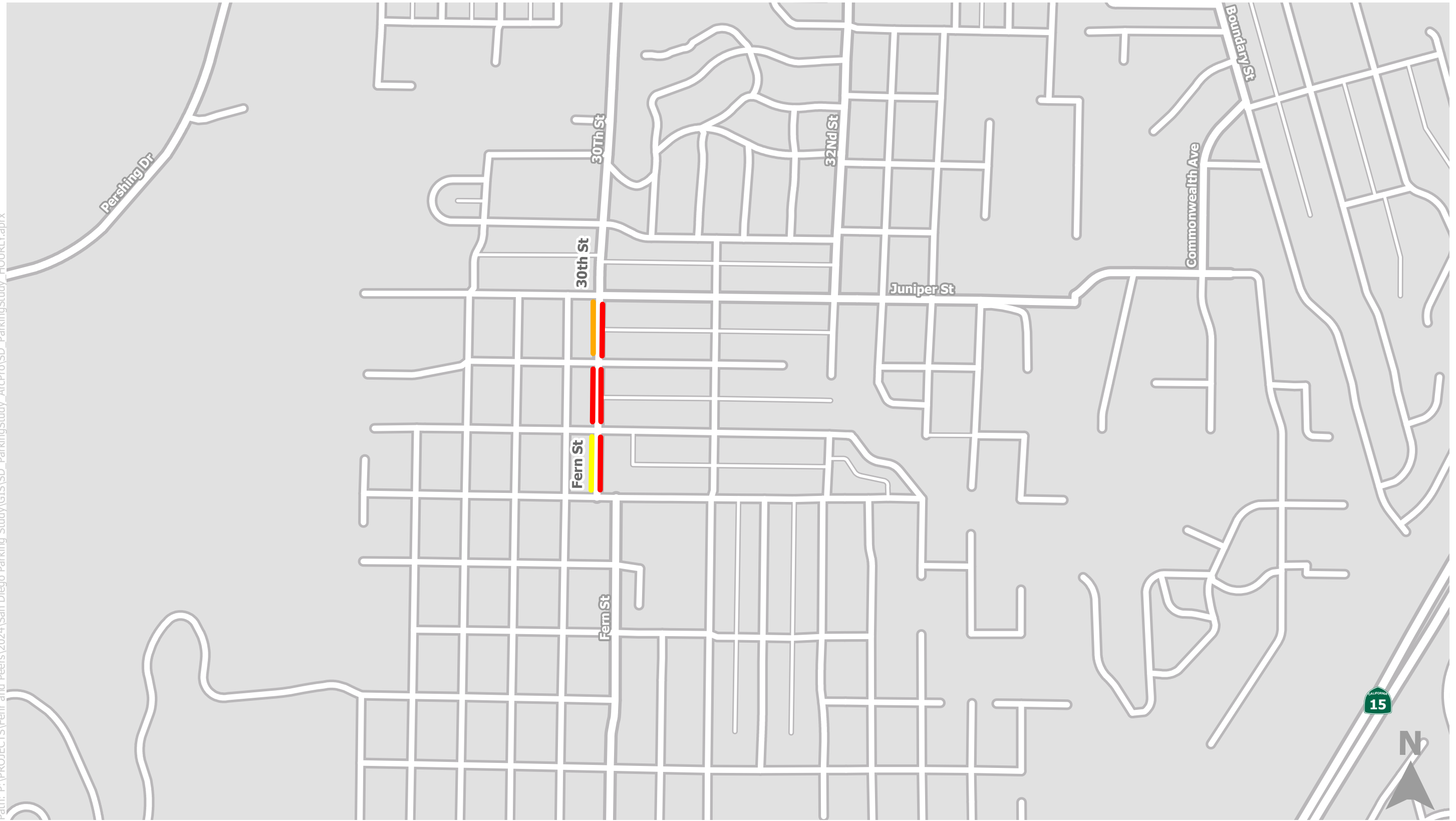


Inventory

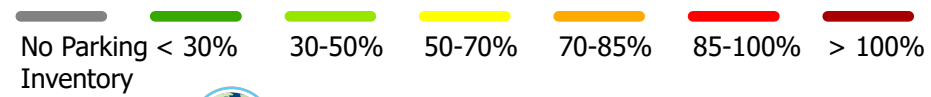


Mid City
Saturday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study

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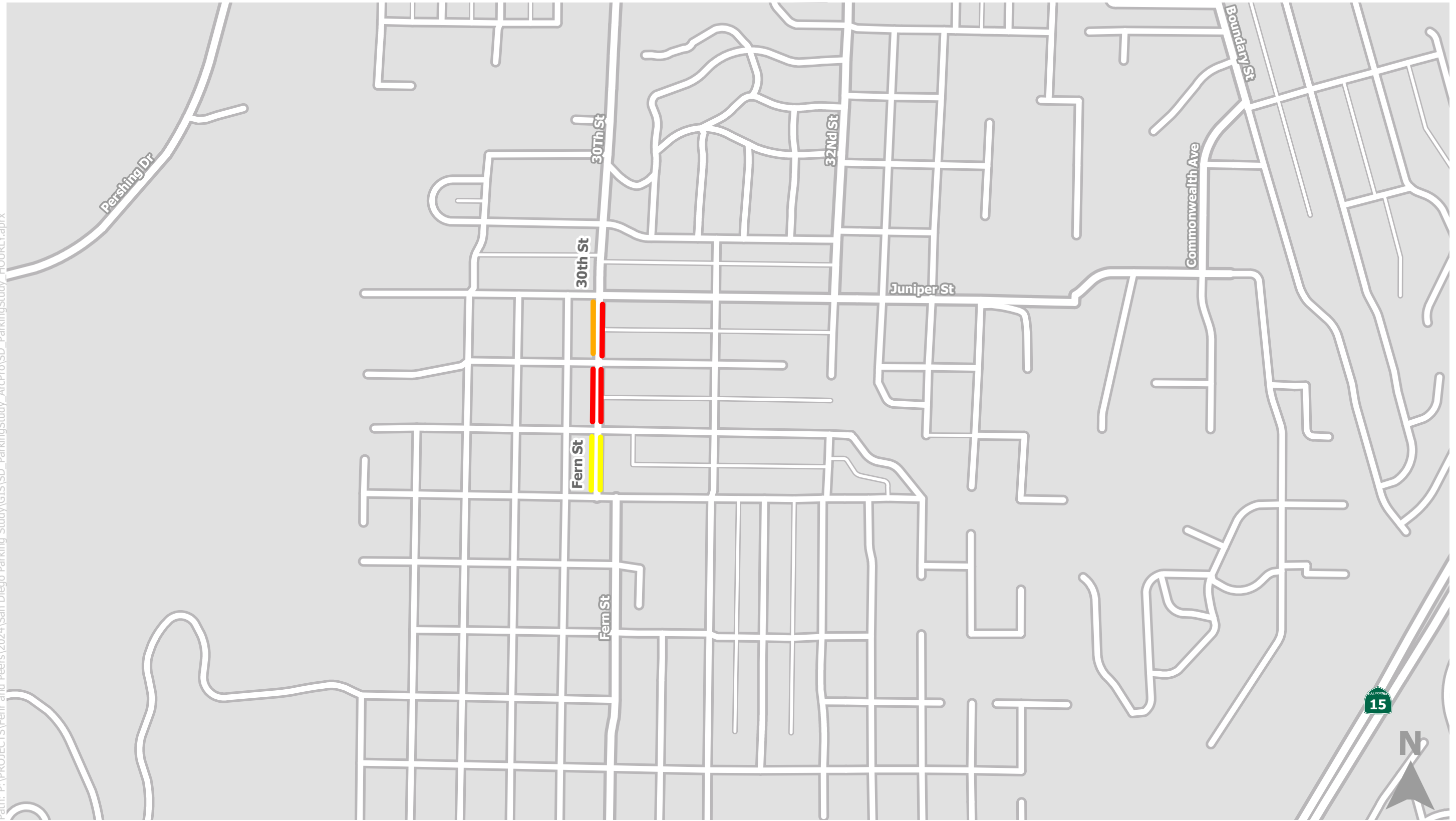
Occupancy Percentage



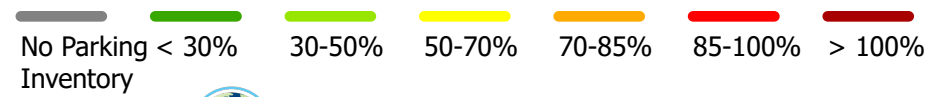
Mid City
Saturday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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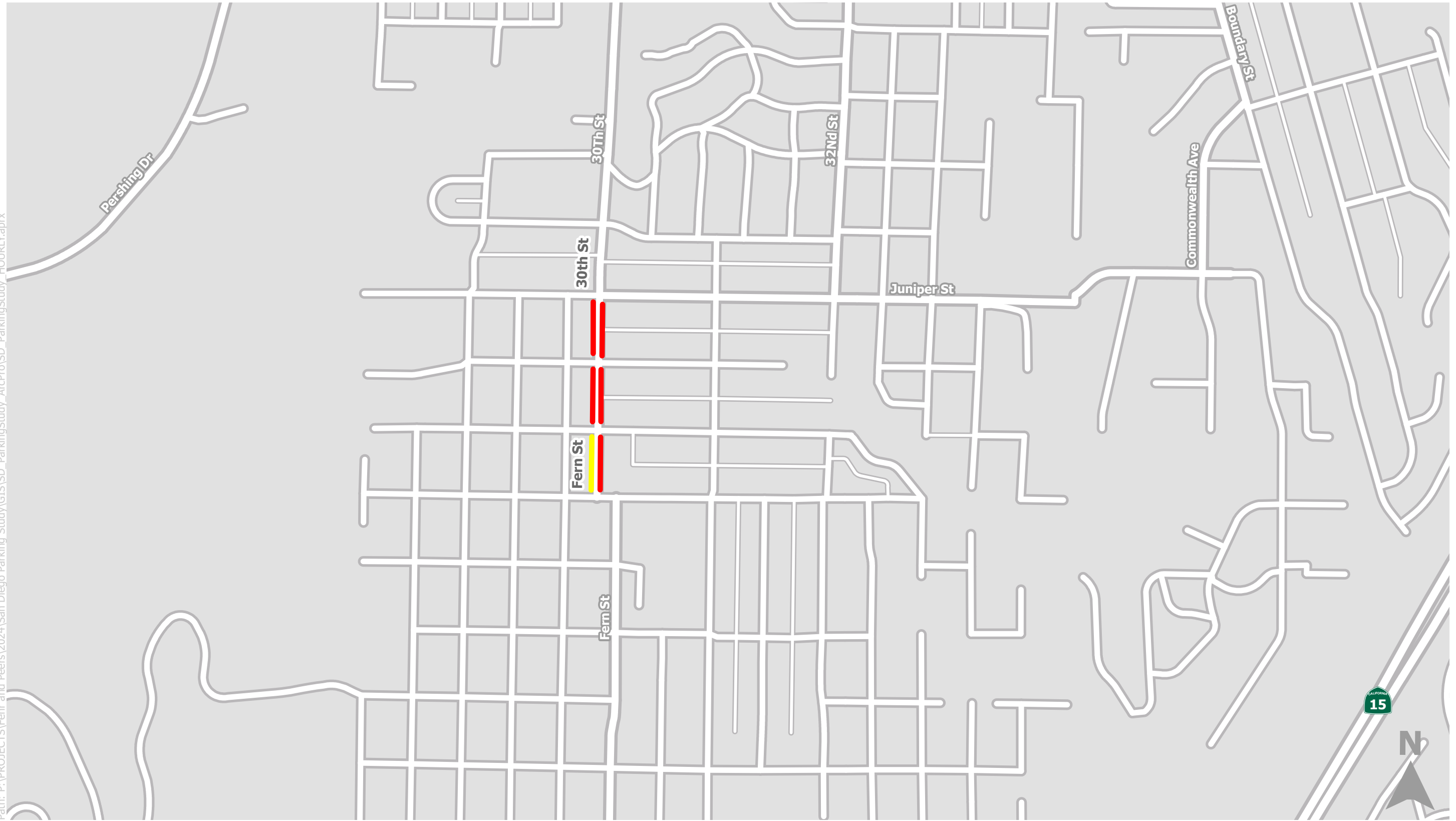
Occupancy Percentage



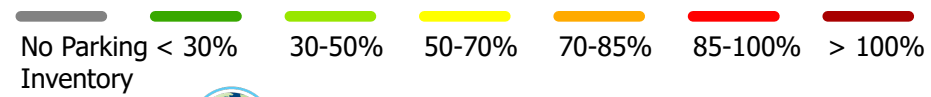
Mid City
Saturday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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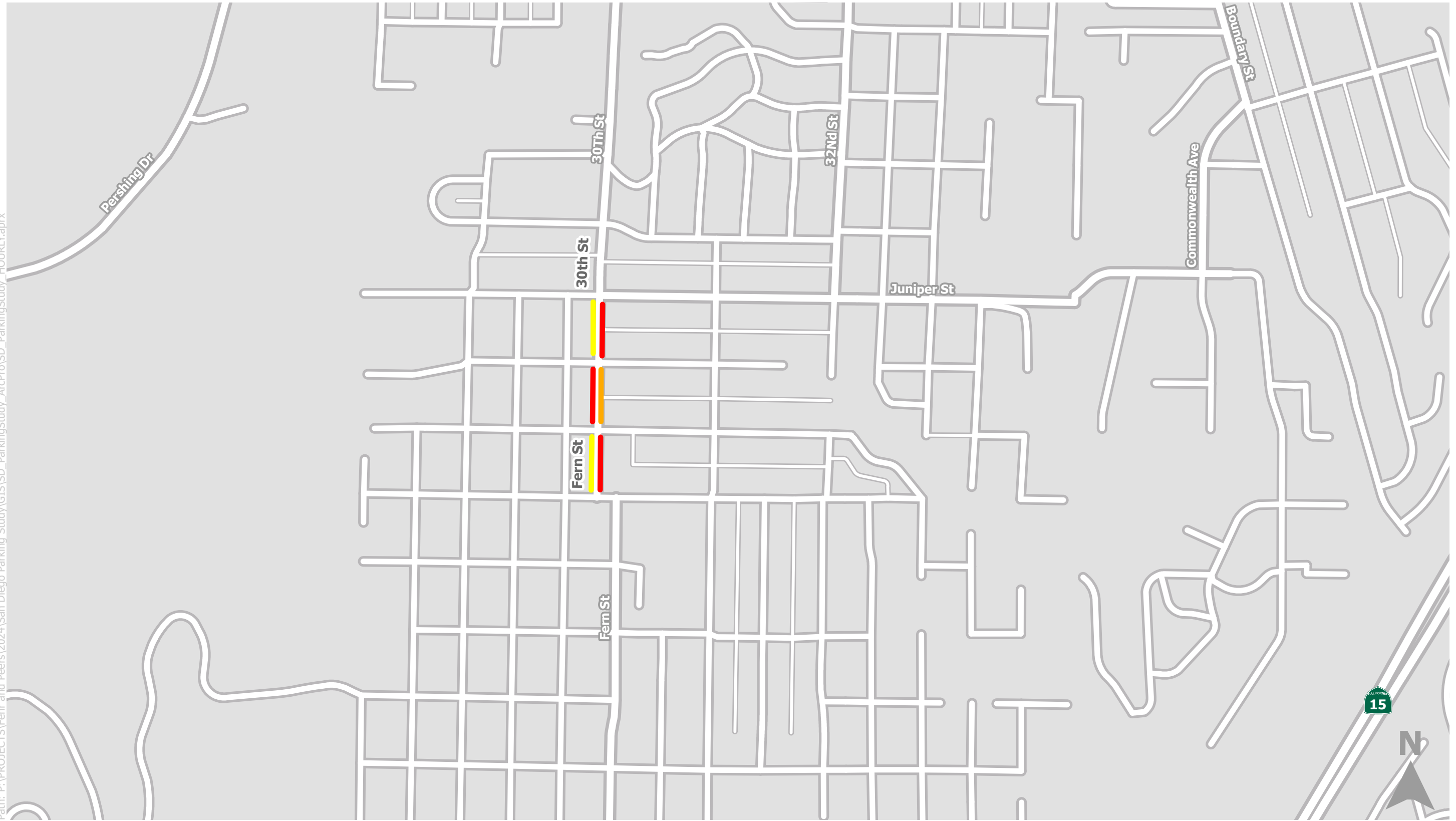
Occupancy Percentage



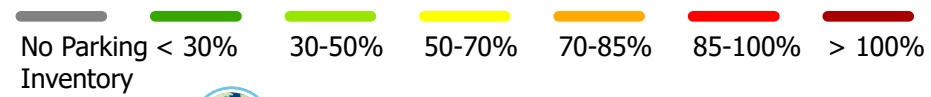
Mid City
Saturday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



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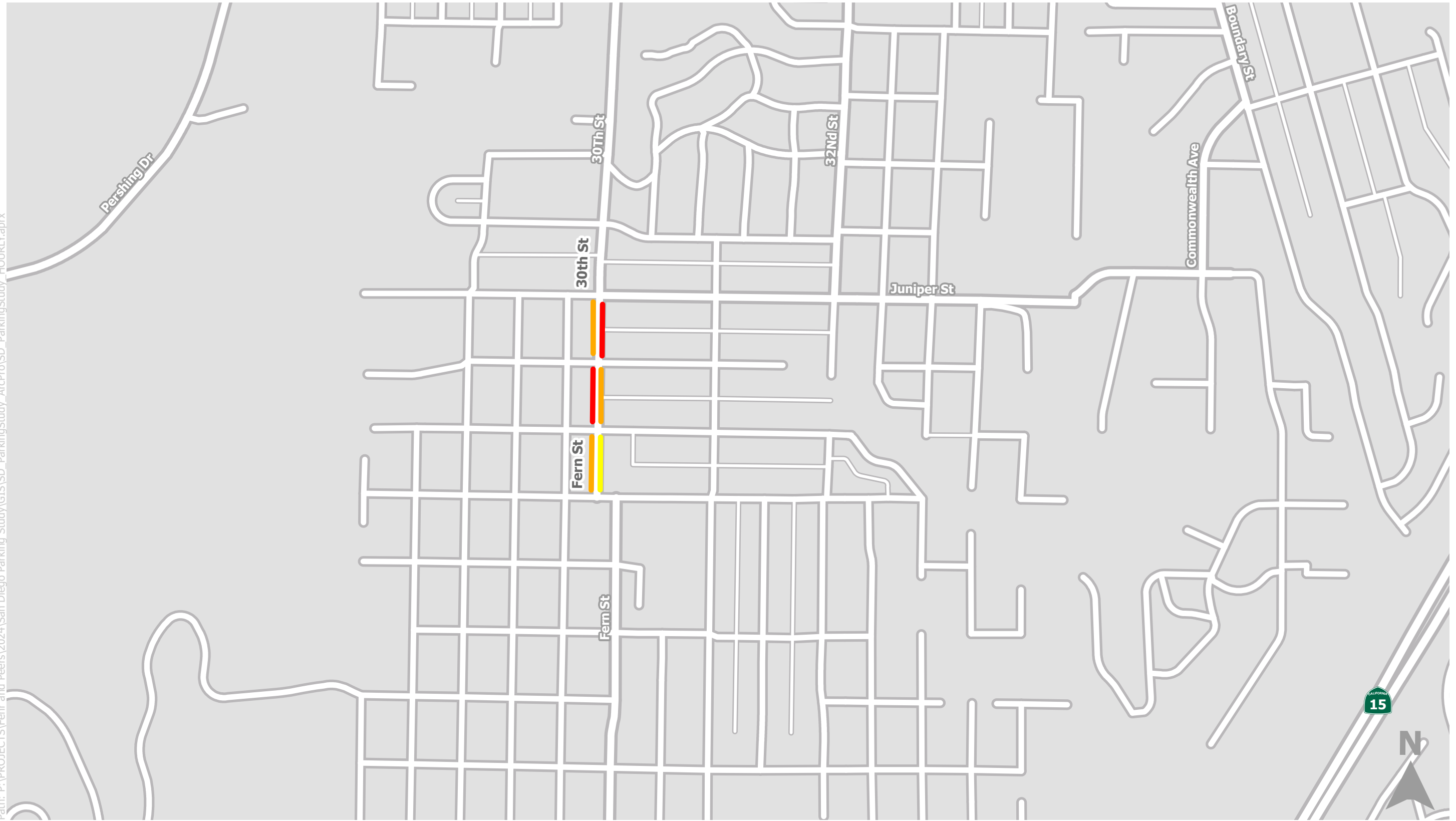
Occupancy Percentage



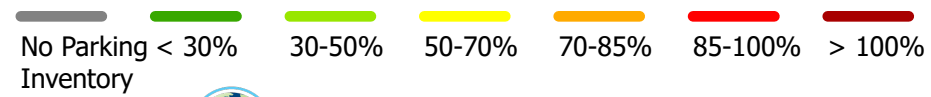
Mid City
Saturday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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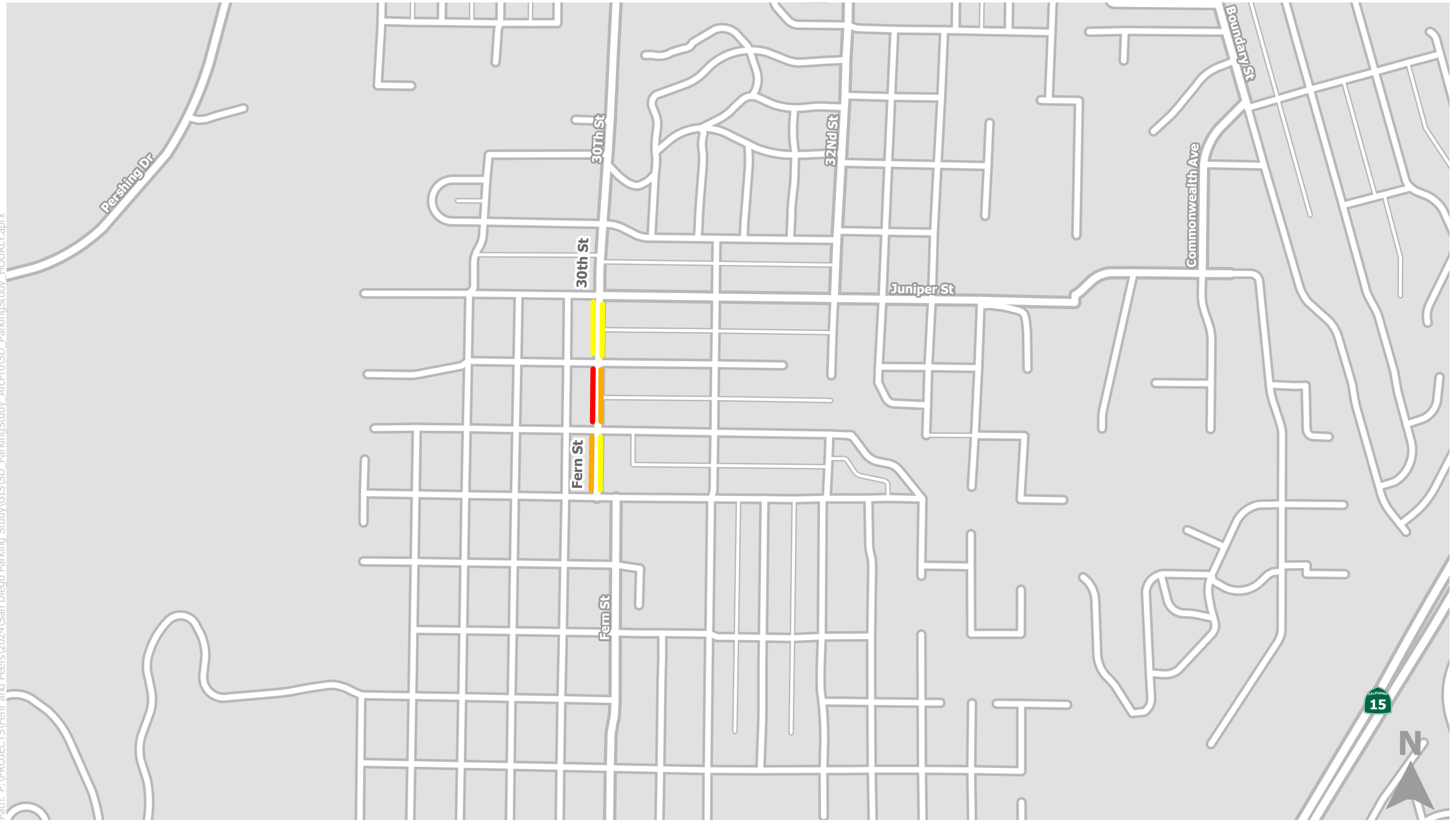
Occupancy Percentage



Mid City
Saturday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



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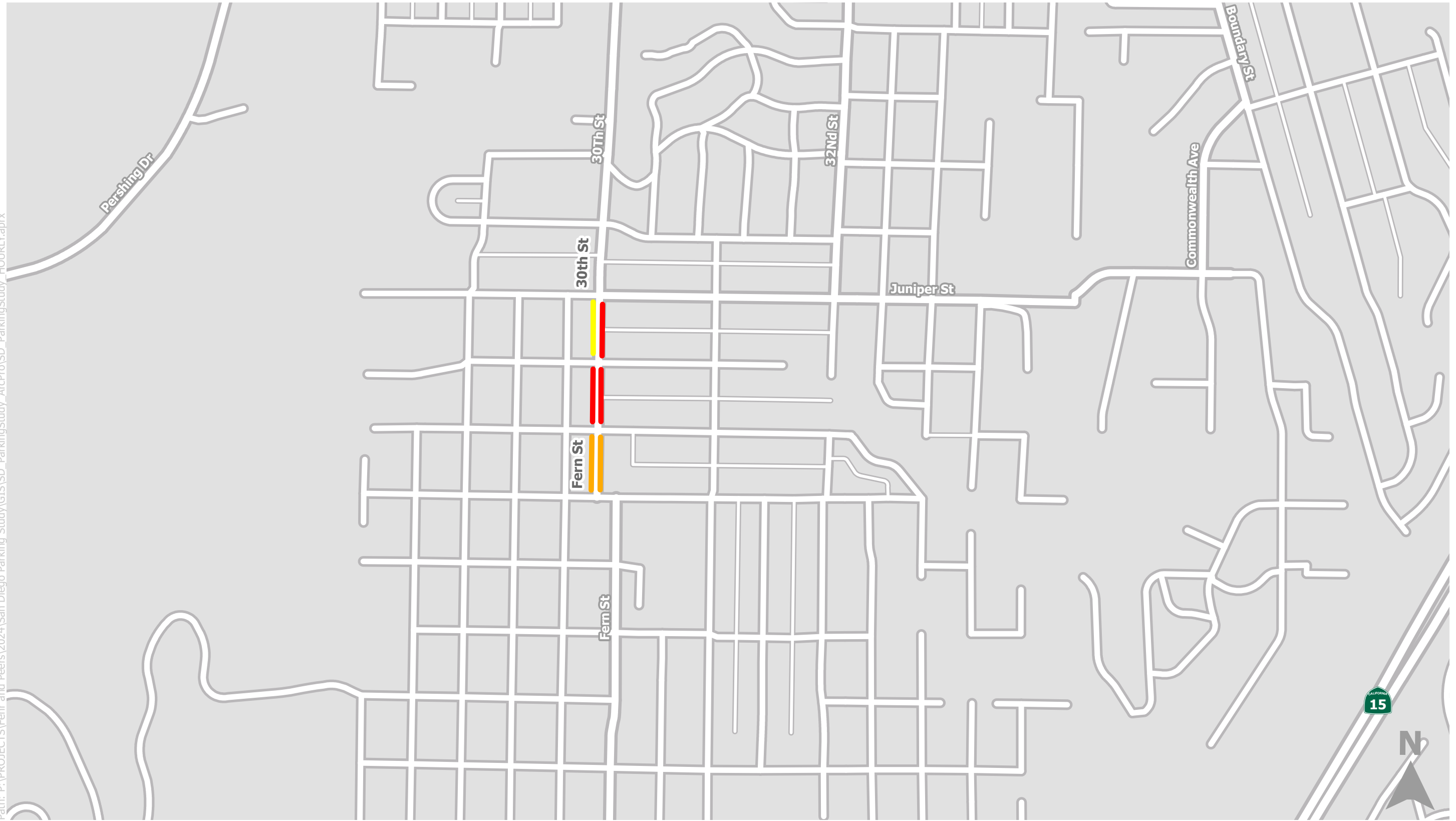
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

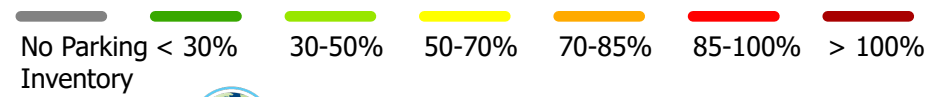


Mid City
Saturday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study

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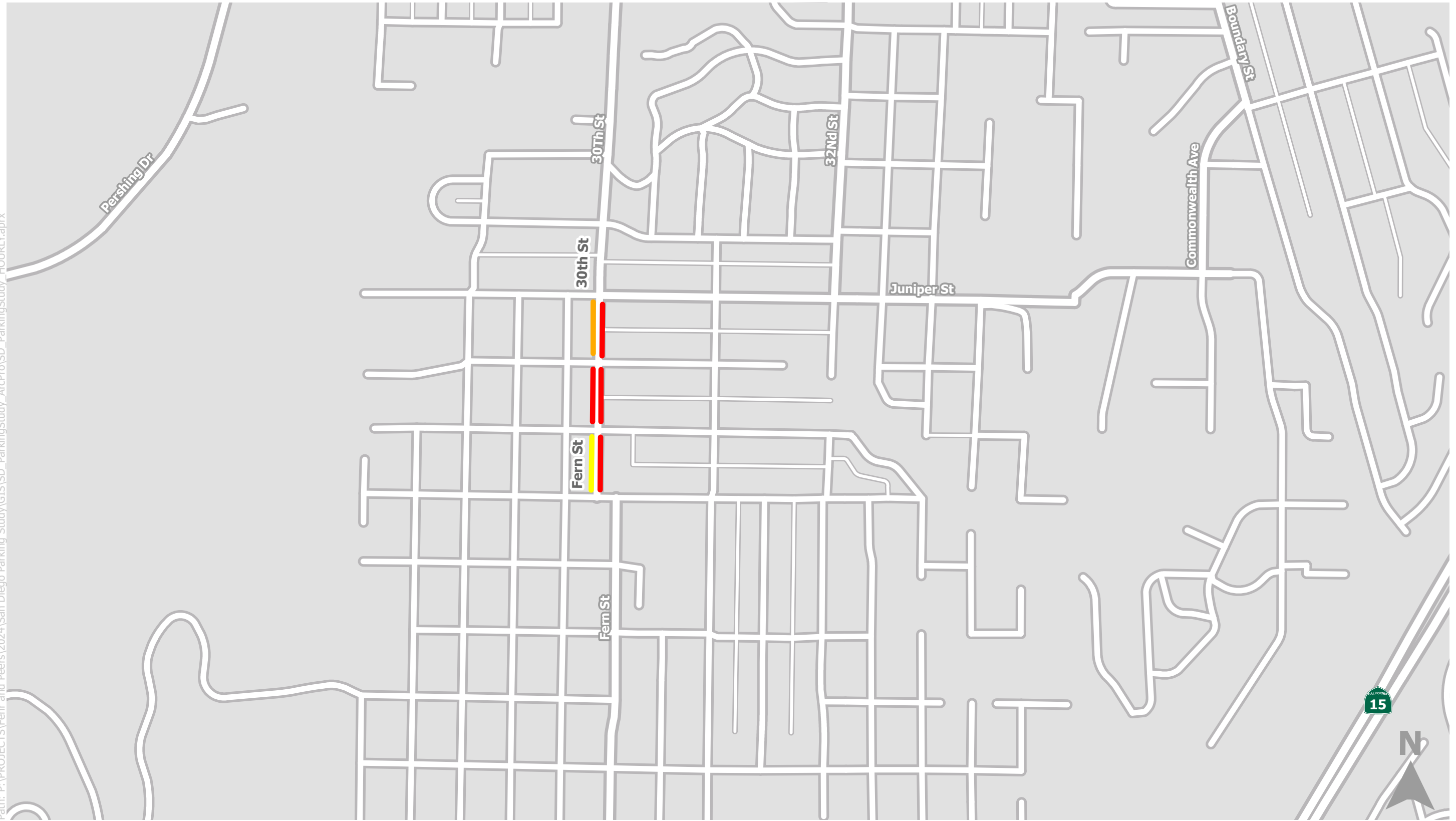
Occupancy Percentage



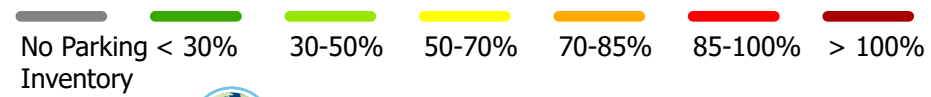
Mid City
Saturday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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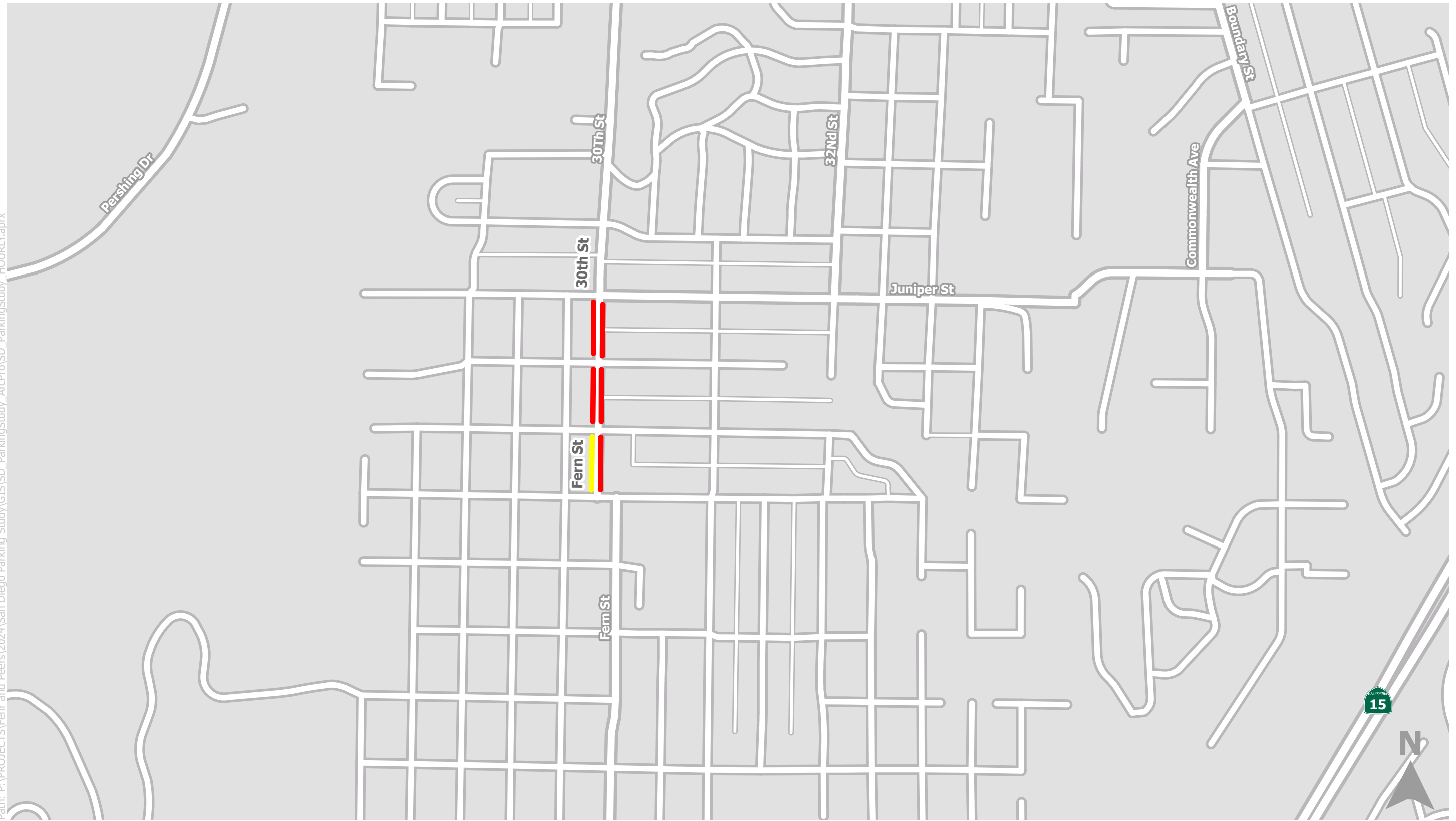
Occupancy Percentage



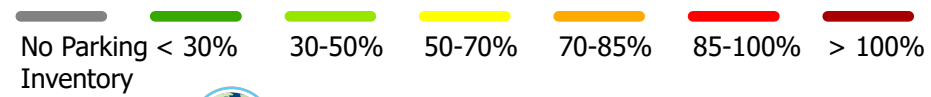
Mid City
Saturday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



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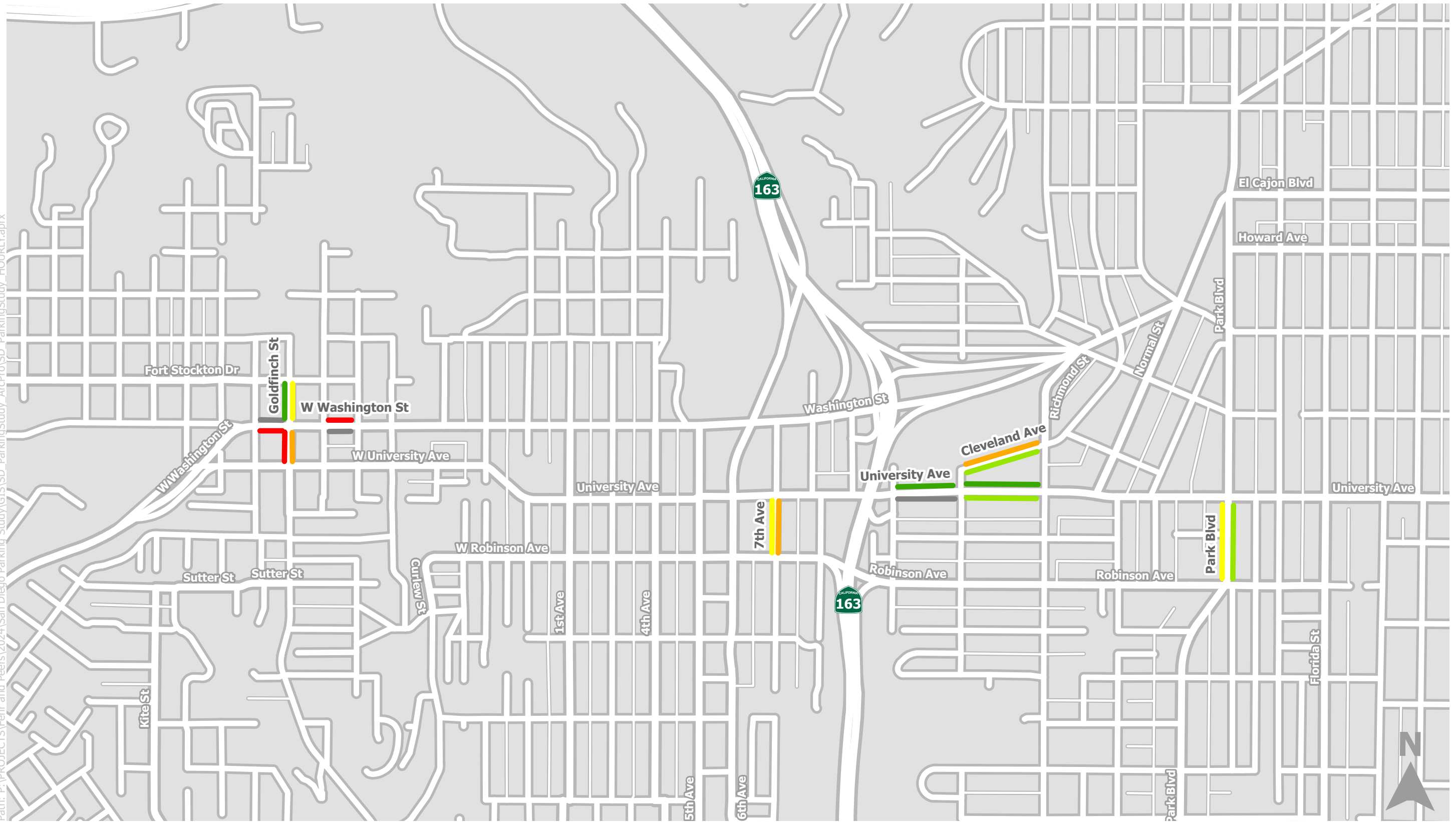
Occupancy Percentage



Mid City
Saturday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



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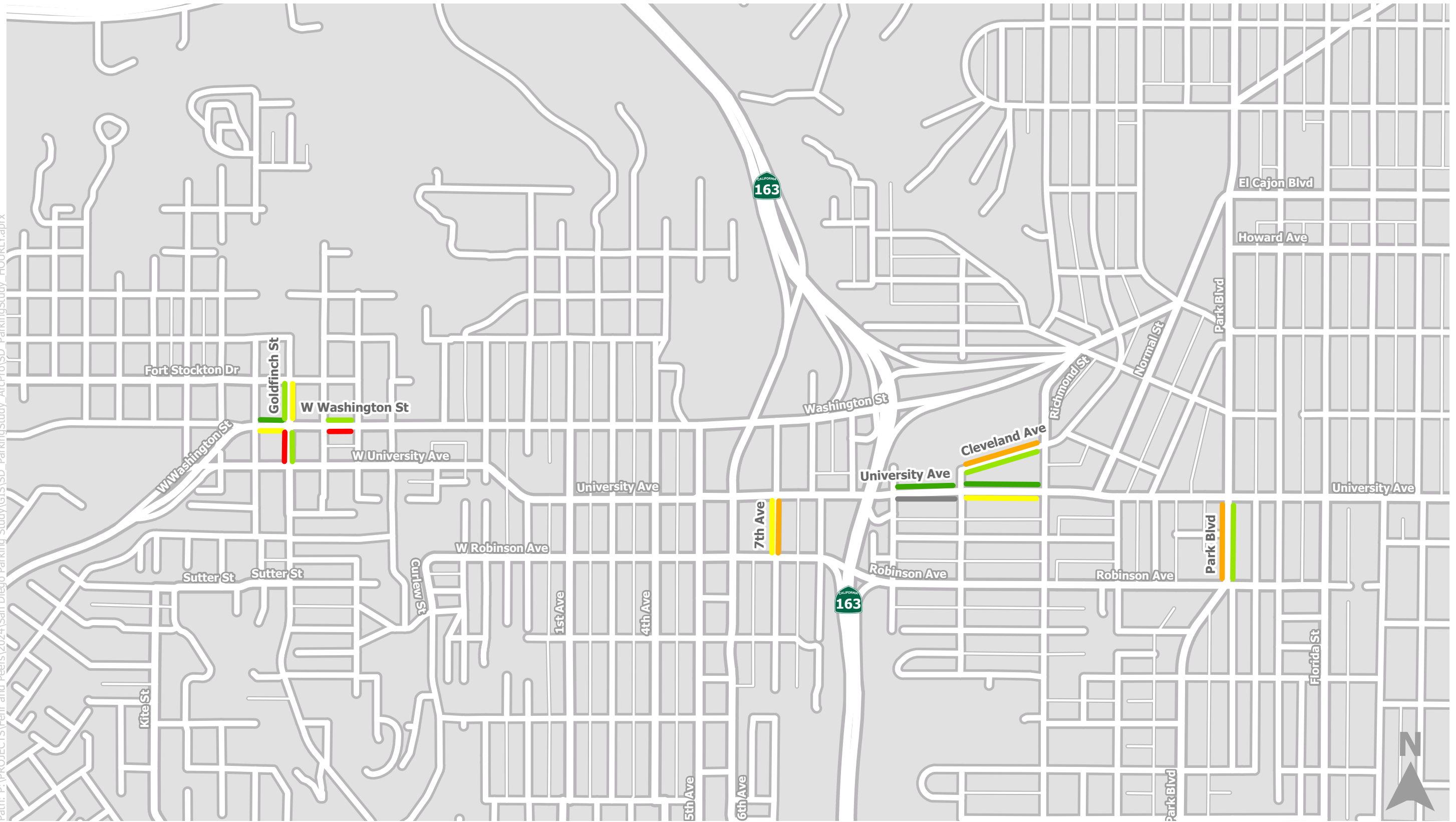
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

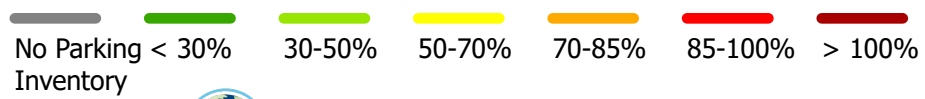
Uptown
Thursday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



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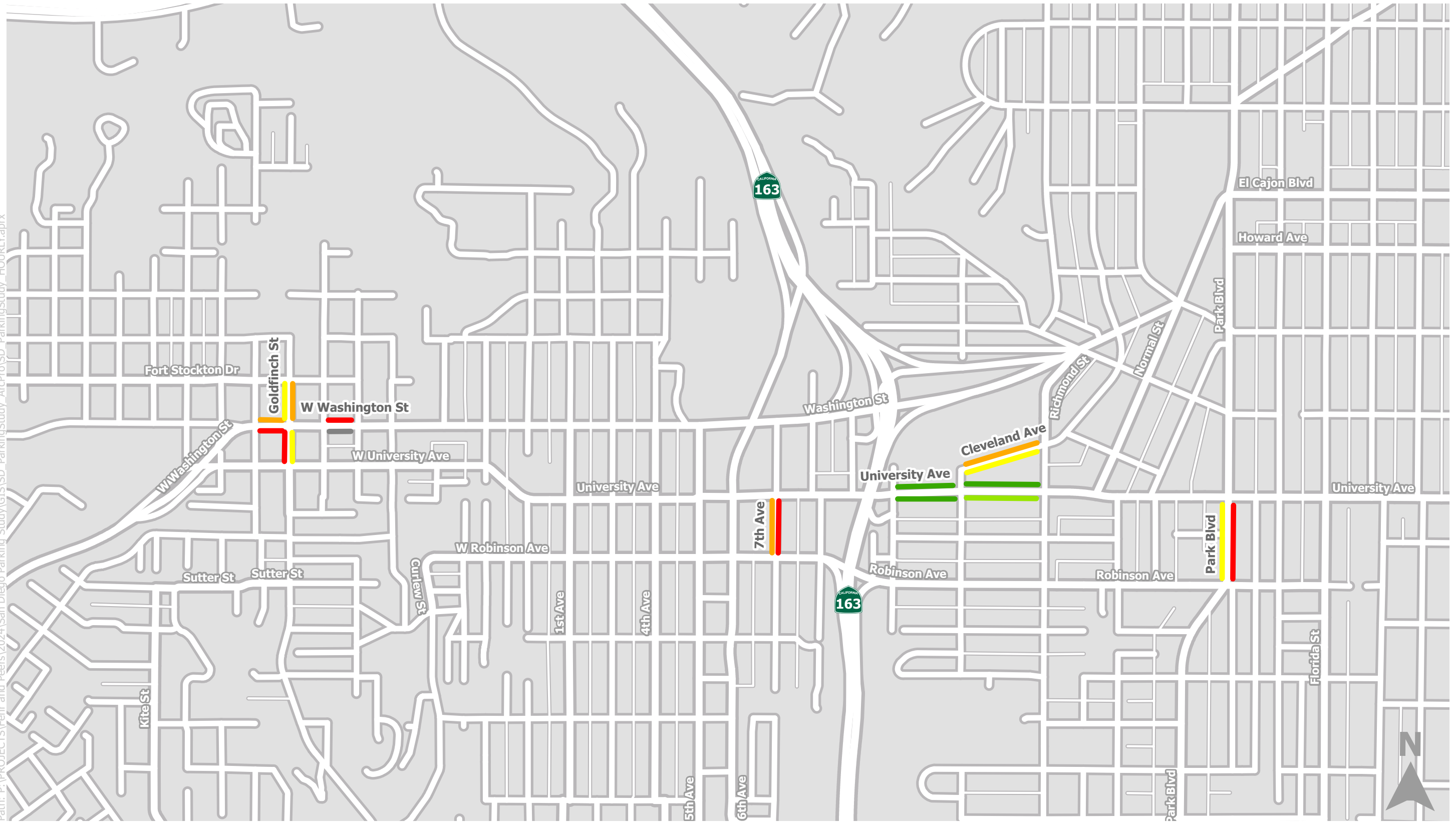
Occupancy Percentage



Uptown
Thursday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



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Occupancy Percentage

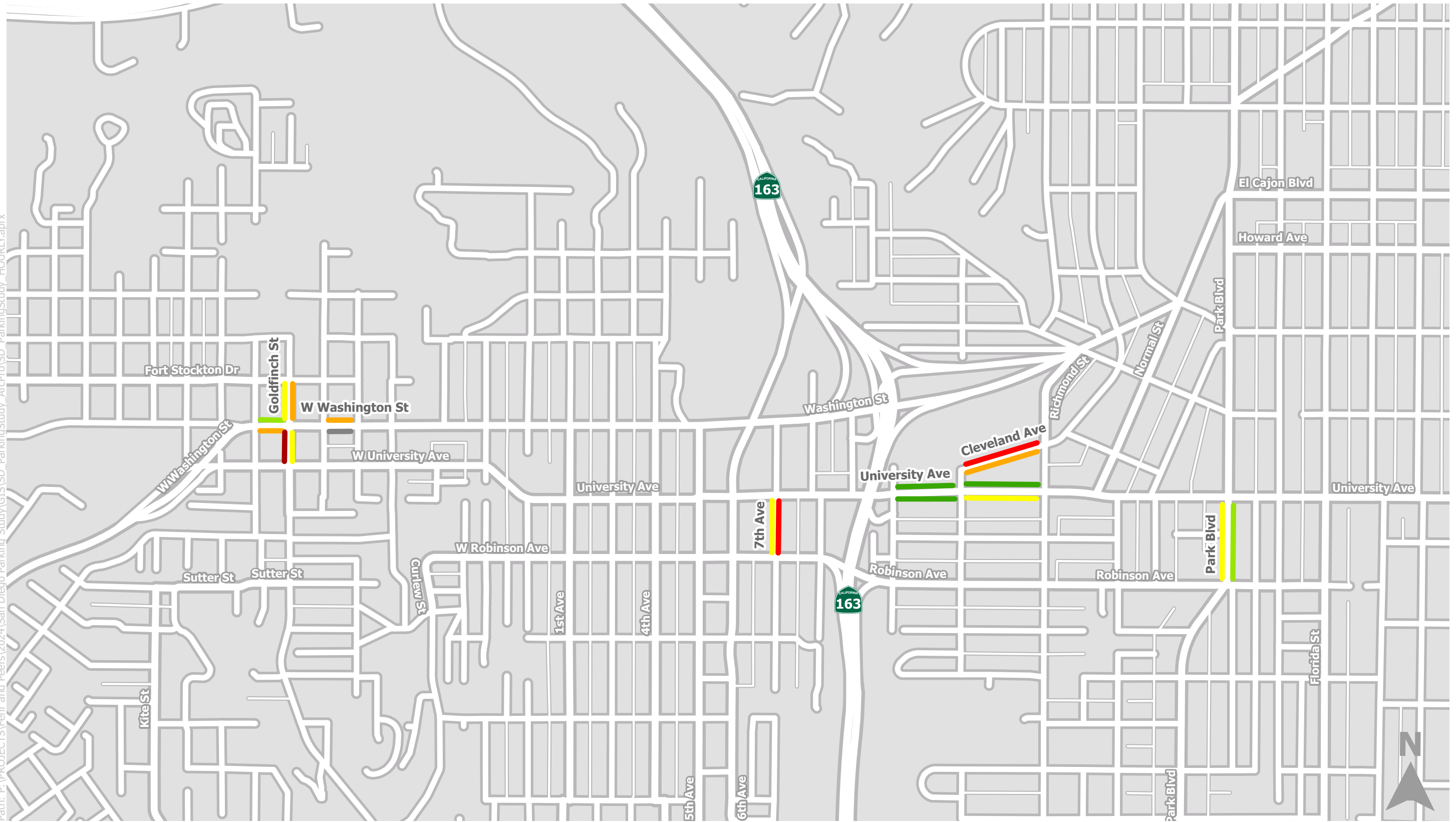
- No Parking
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Inventory

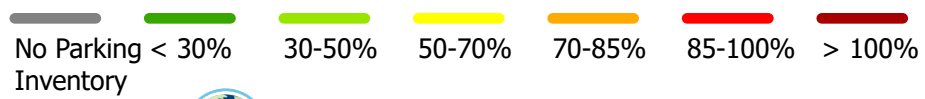


Uptown
Thursday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study

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Occupancy Percentage

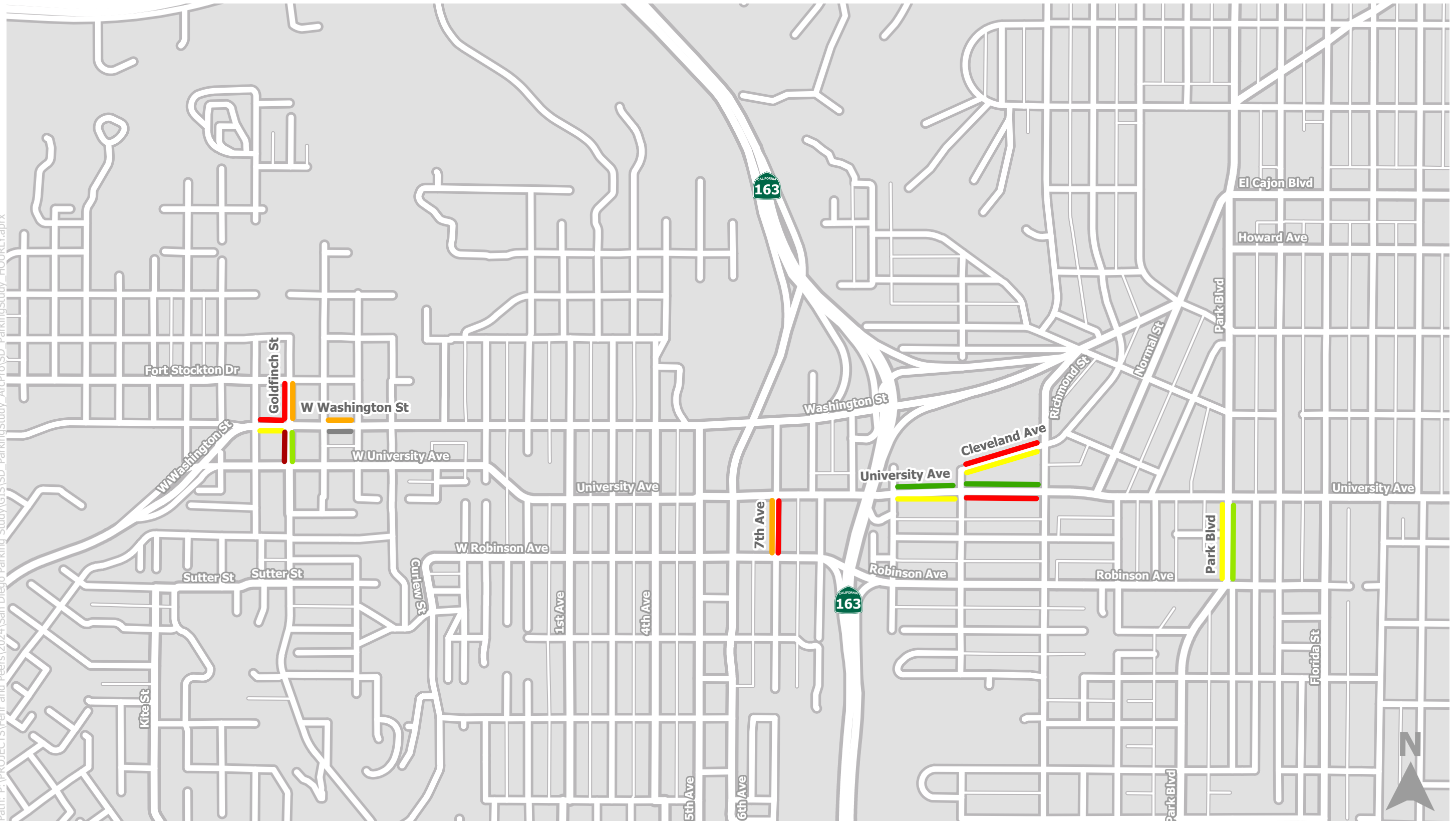


Inventory

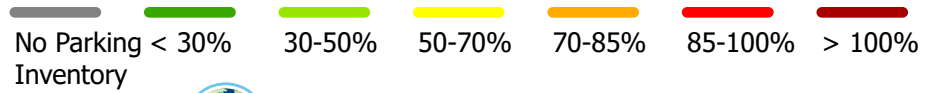


Uptown
Thursday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study

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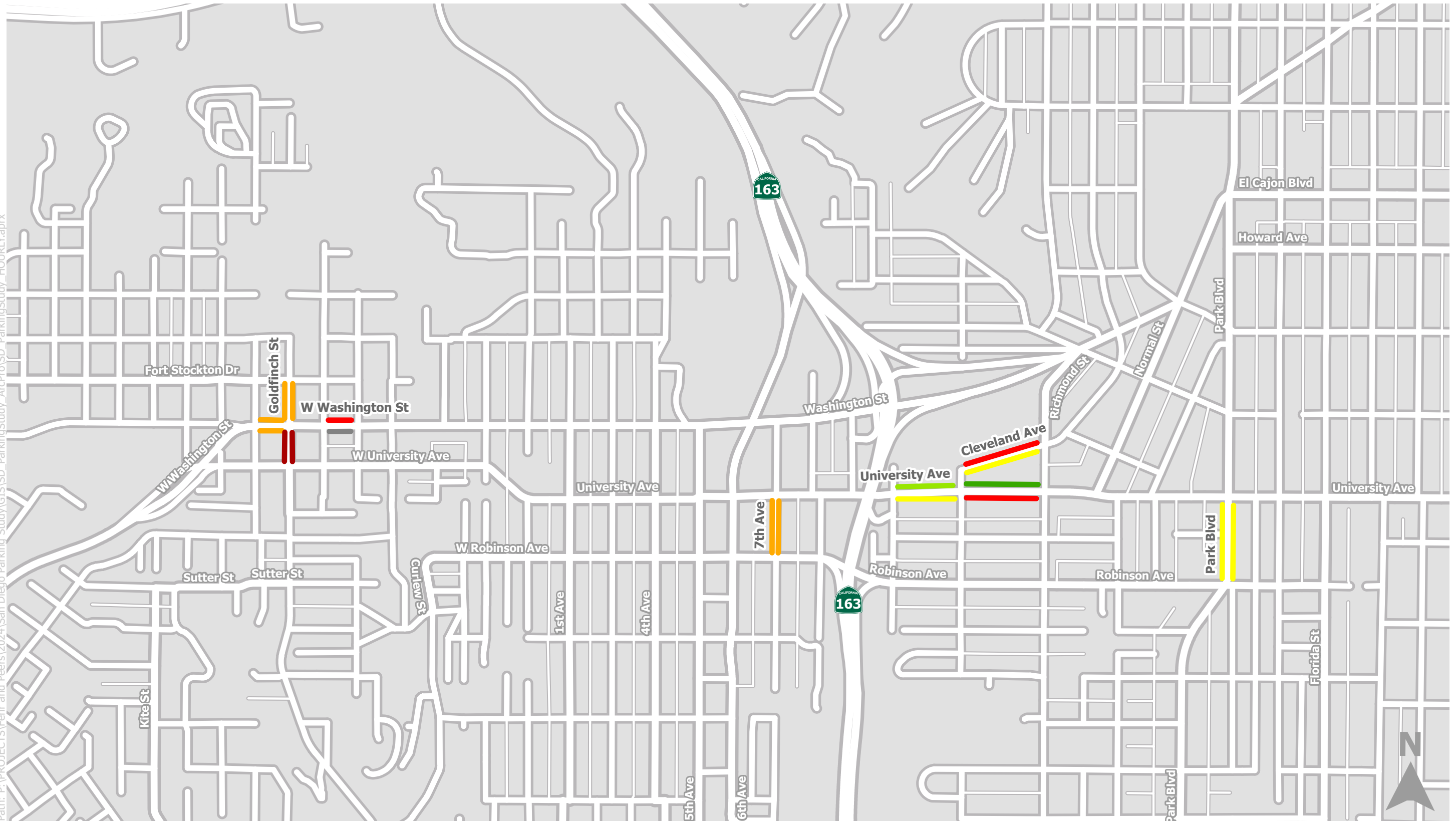
Occupancy Percentage



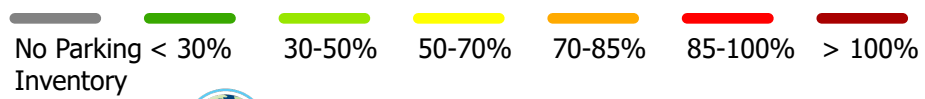
Uptown
Thursday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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Occupancy Percentage

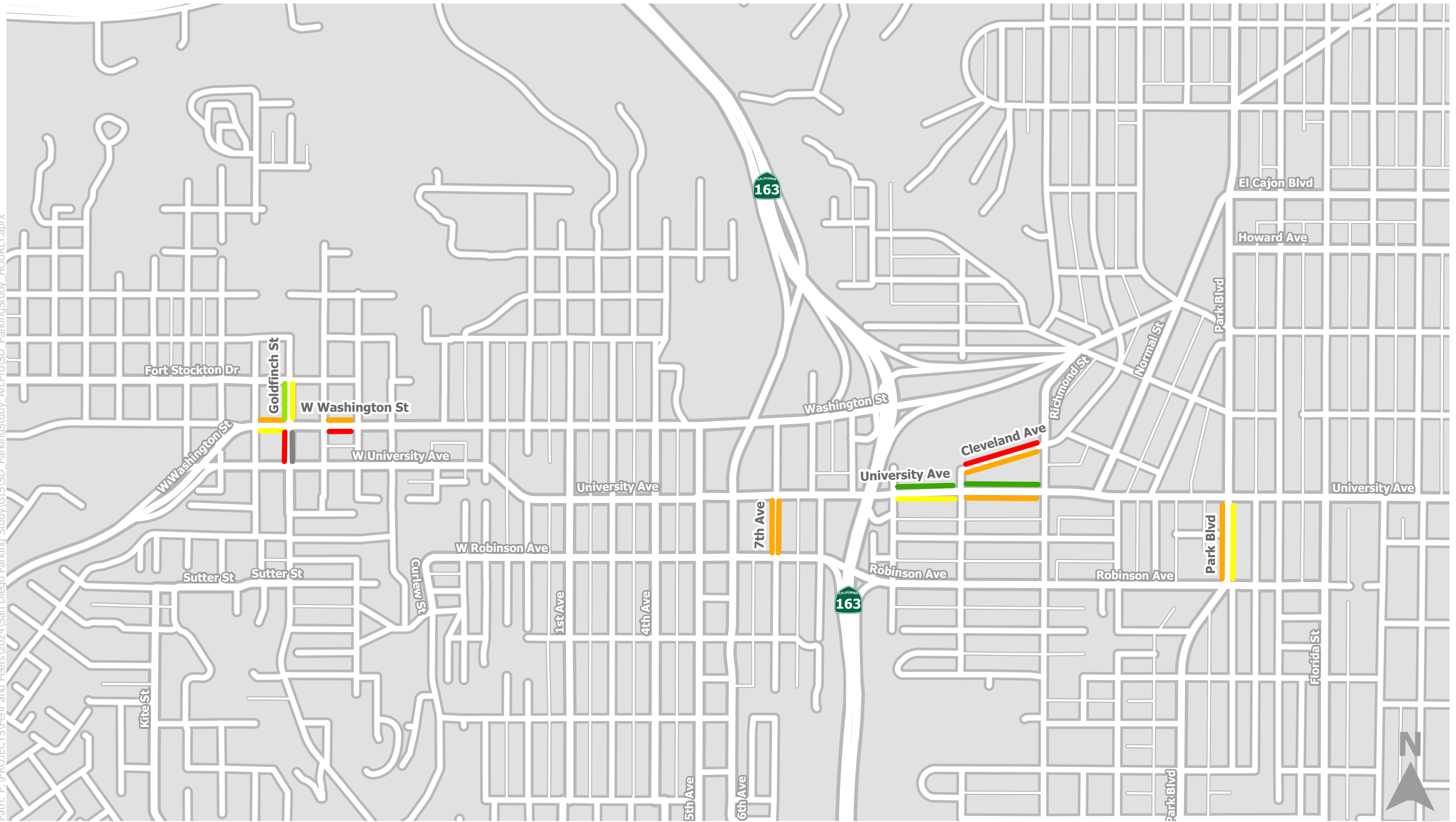


Inventory



Uptown
Thursday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



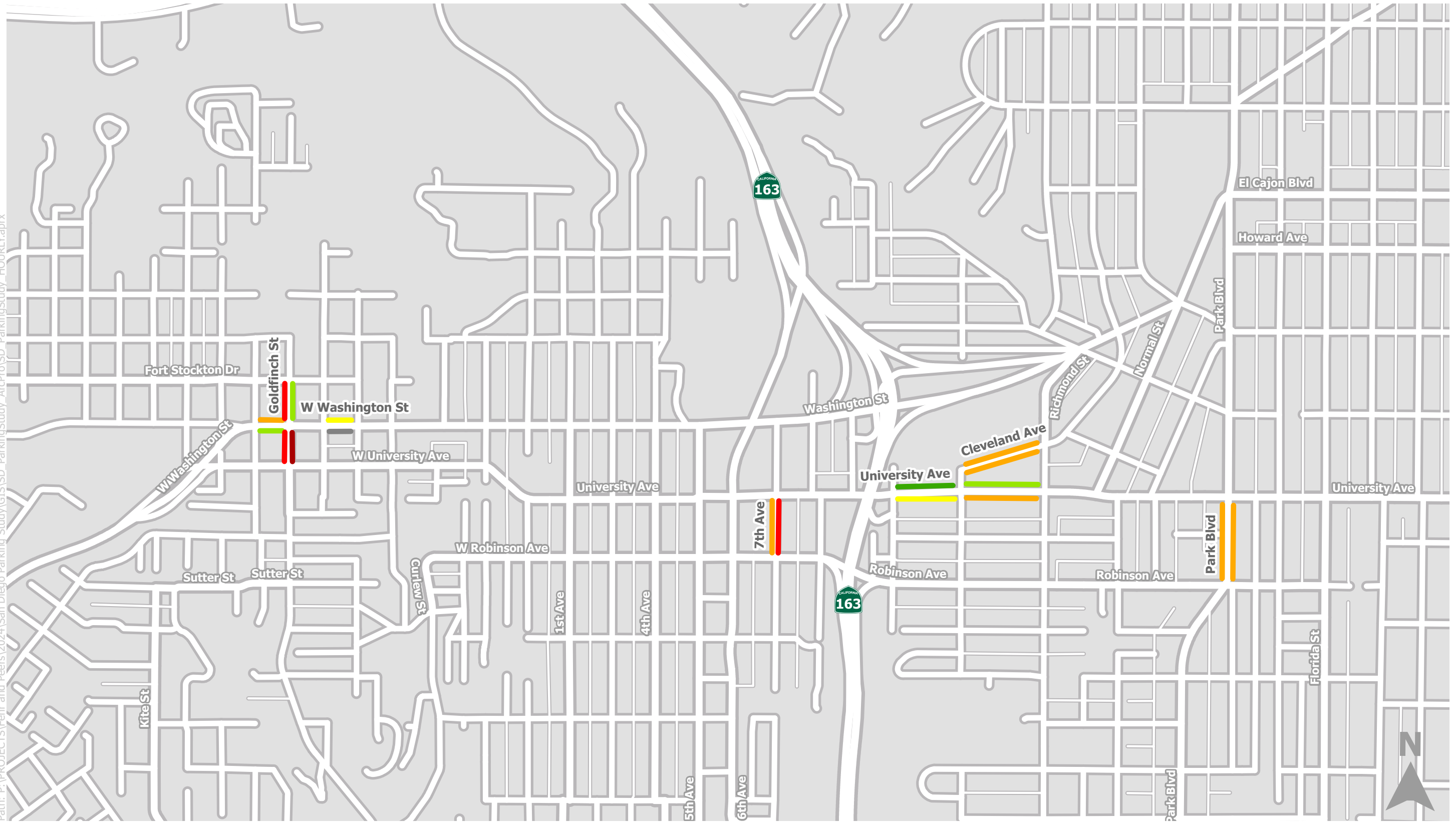
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

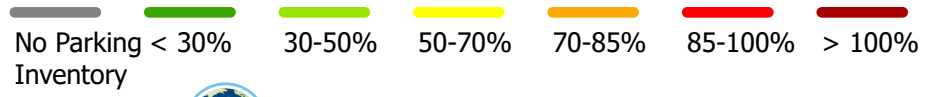


Uptown
Thursday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study

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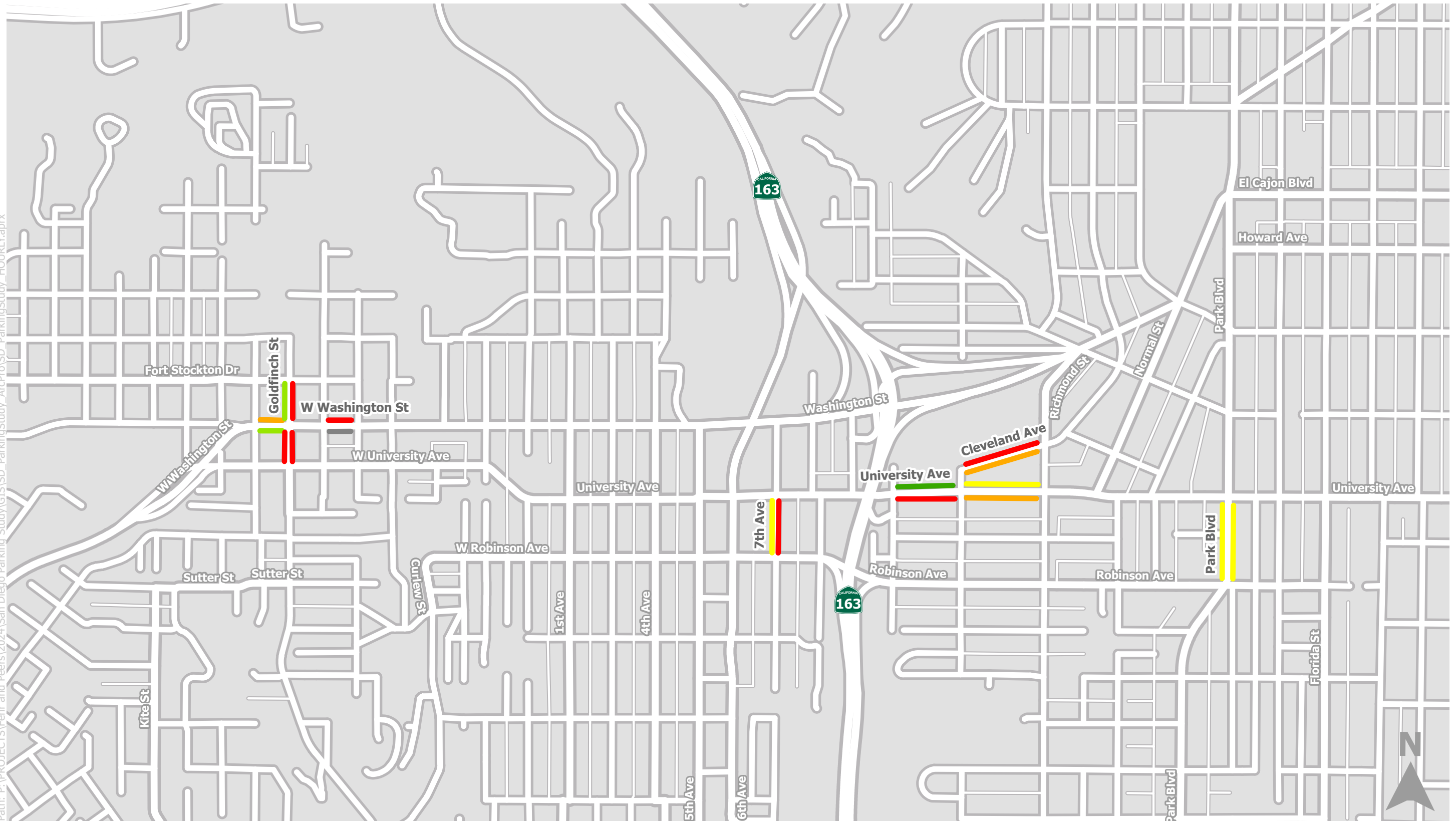
Occupancy Percentage



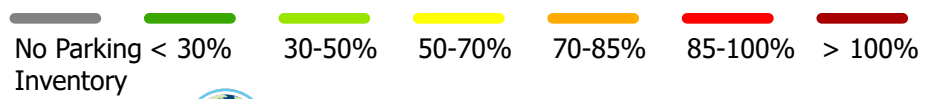
Uptown
Thursday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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Occupancy Percentage

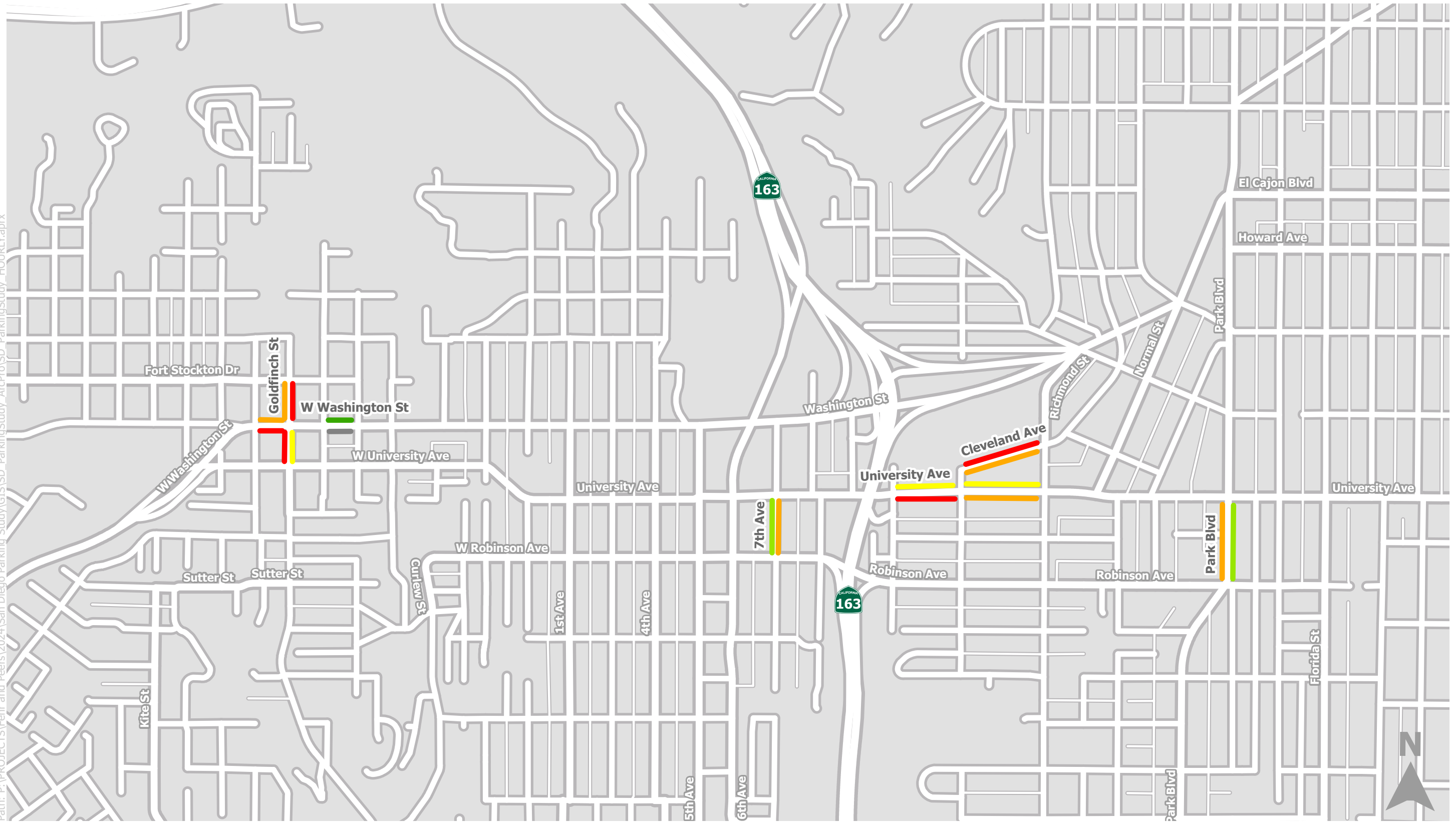


Inventory



Uptown
Thursday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study

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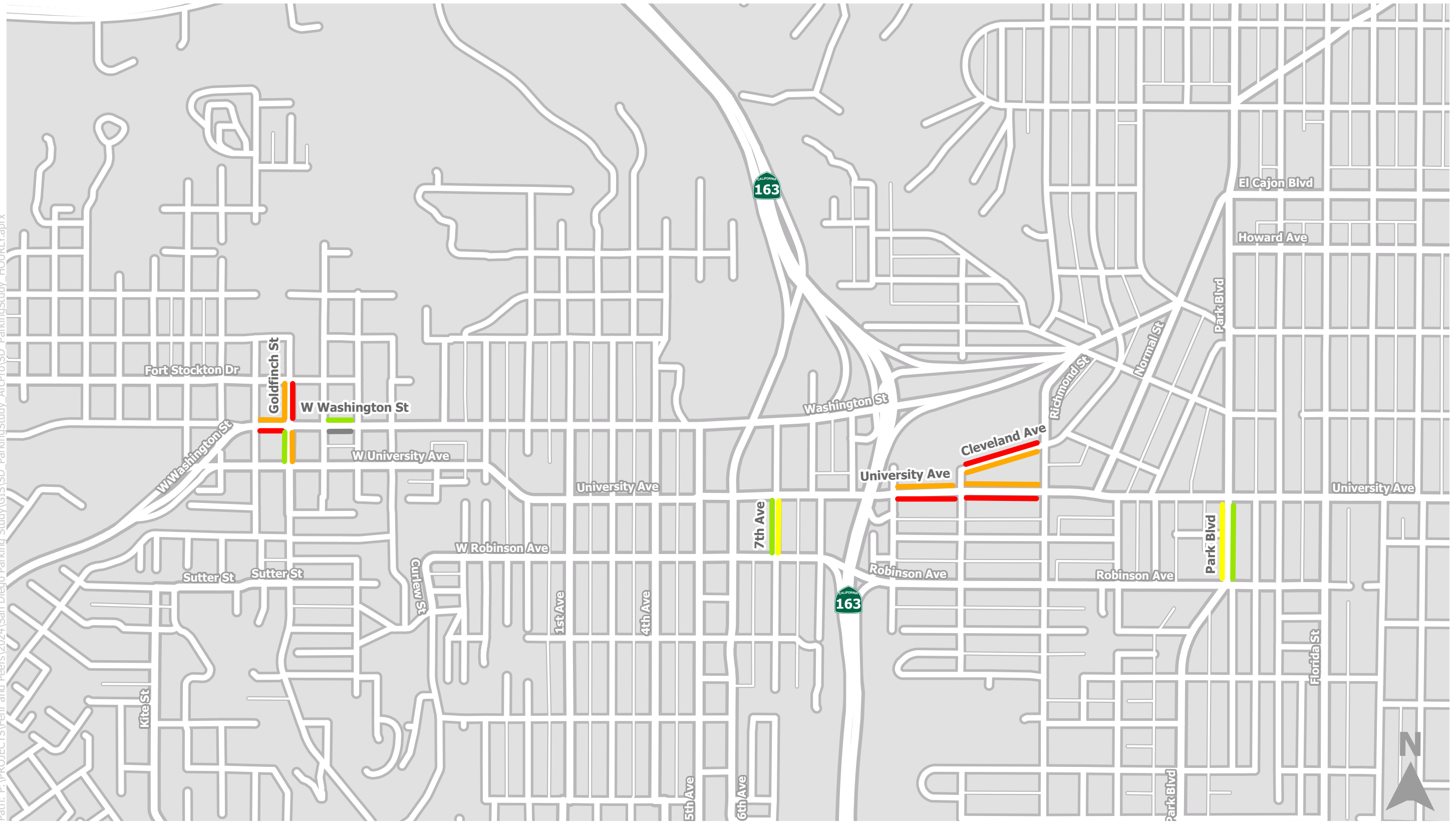
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

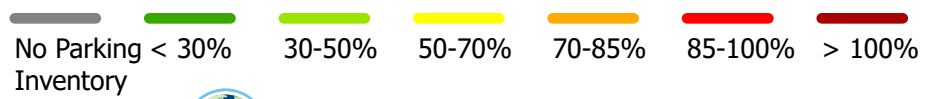
Uptown
Thursday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



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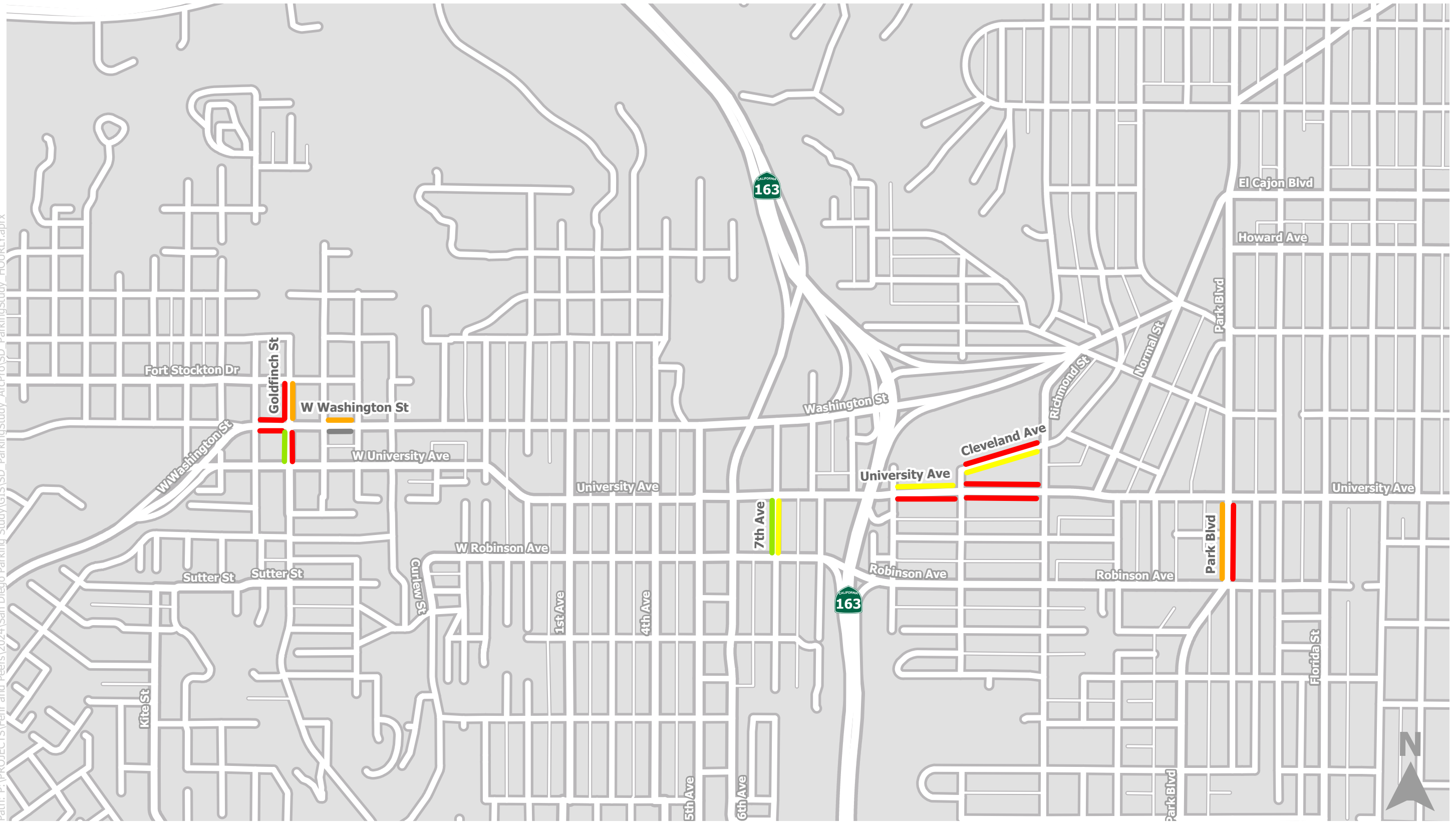
Occupancy Percentage



Uptown
Thursday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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Occupancy Percentage

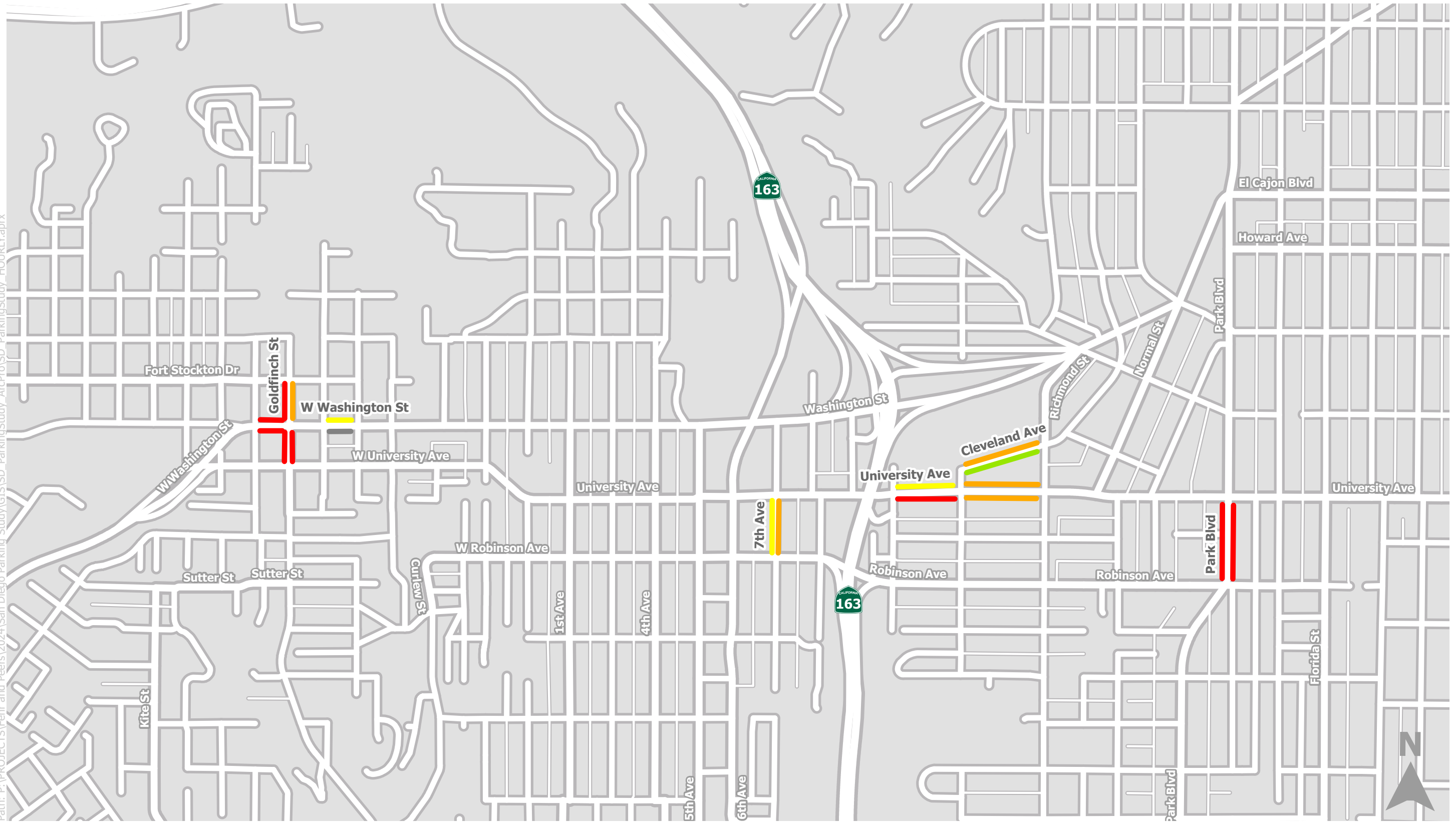
- No Parking
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Inventory

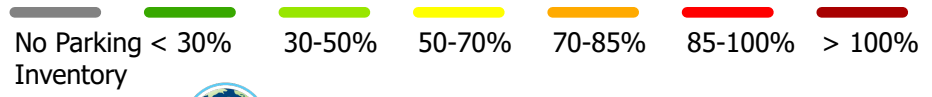


Uptown
Thursday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study

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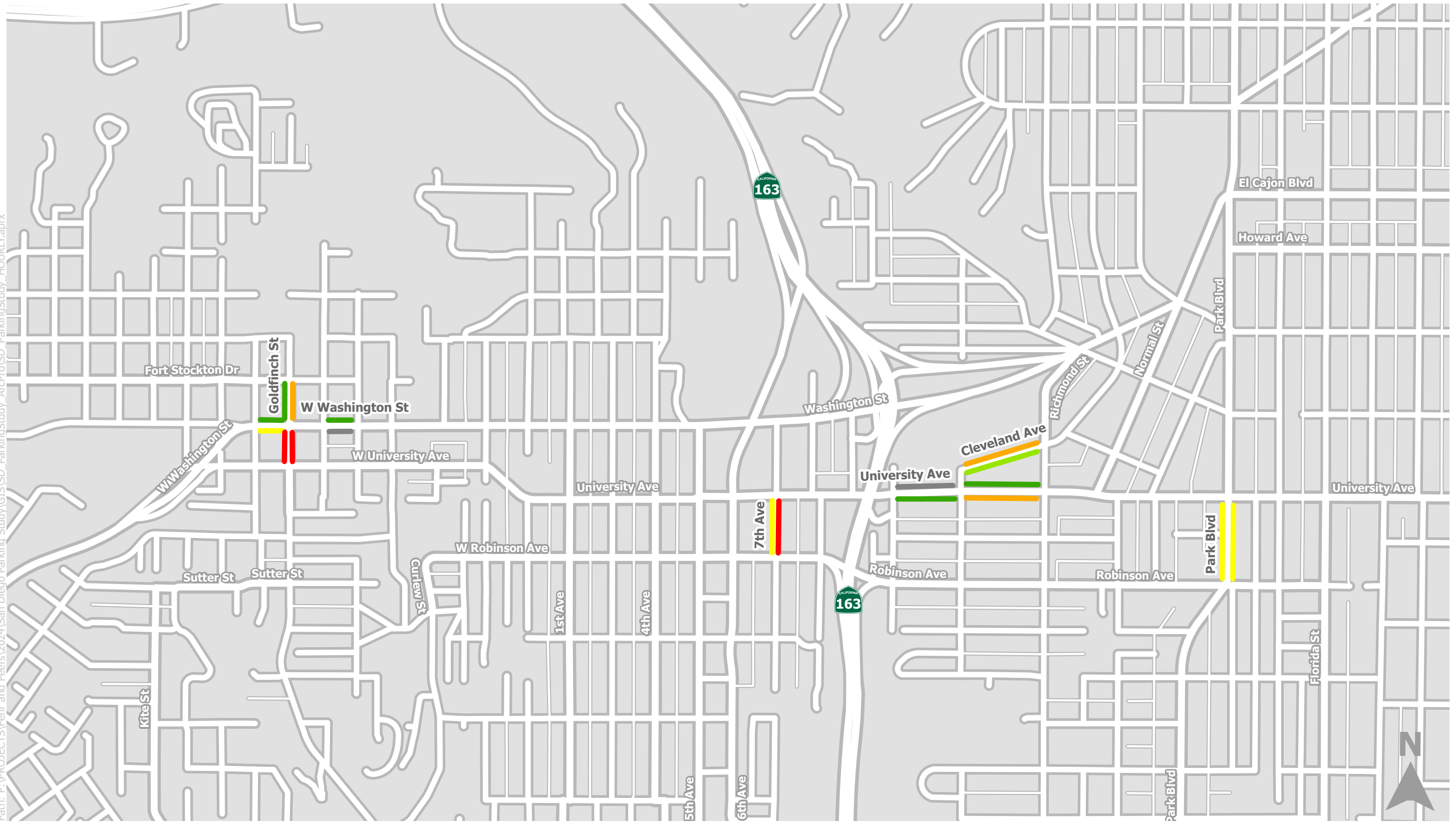
Occupancy Percentage



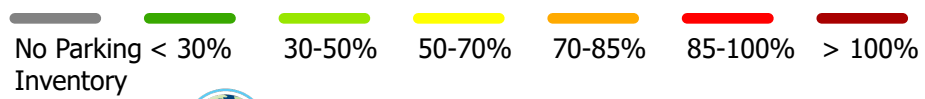
Uptown
Thursday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



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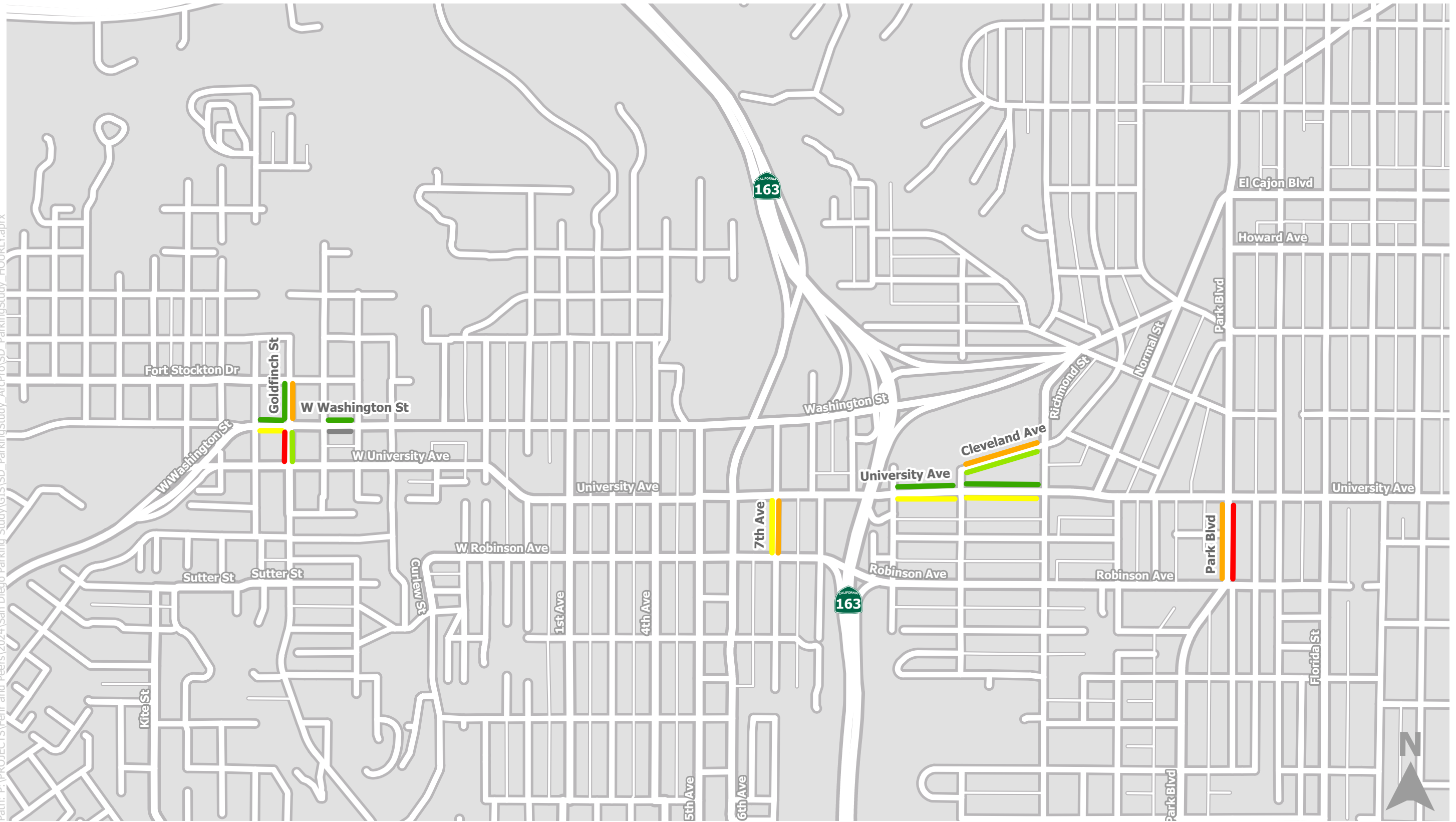
Occupancy Percentage



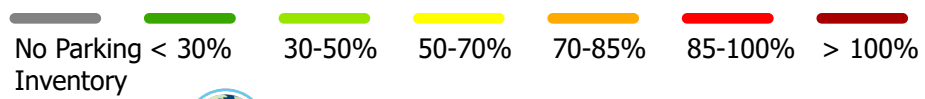
Uptown
Saturday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



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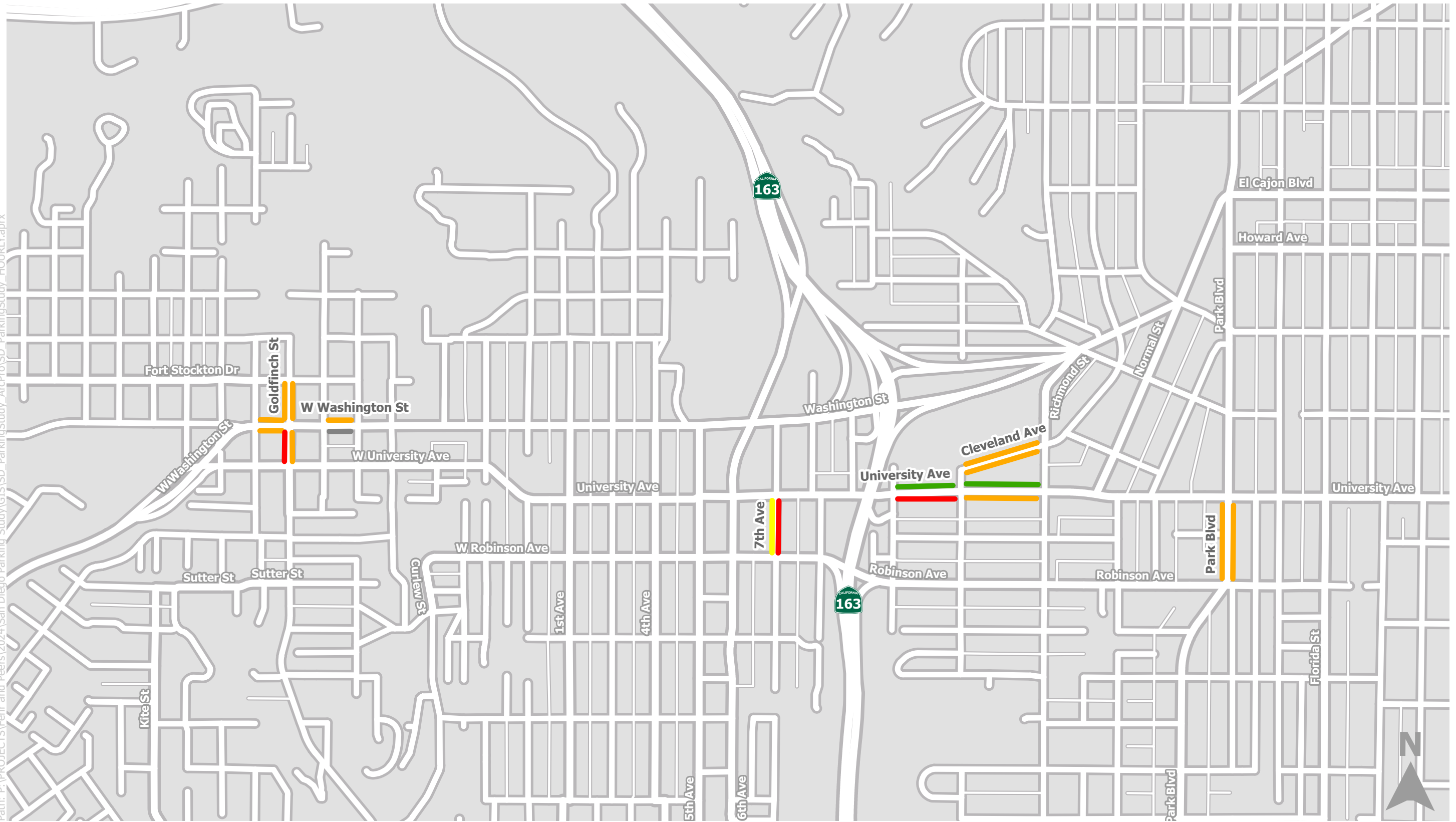
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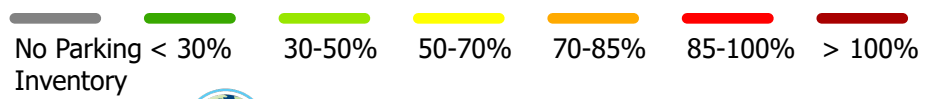
Uptown
Saturday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



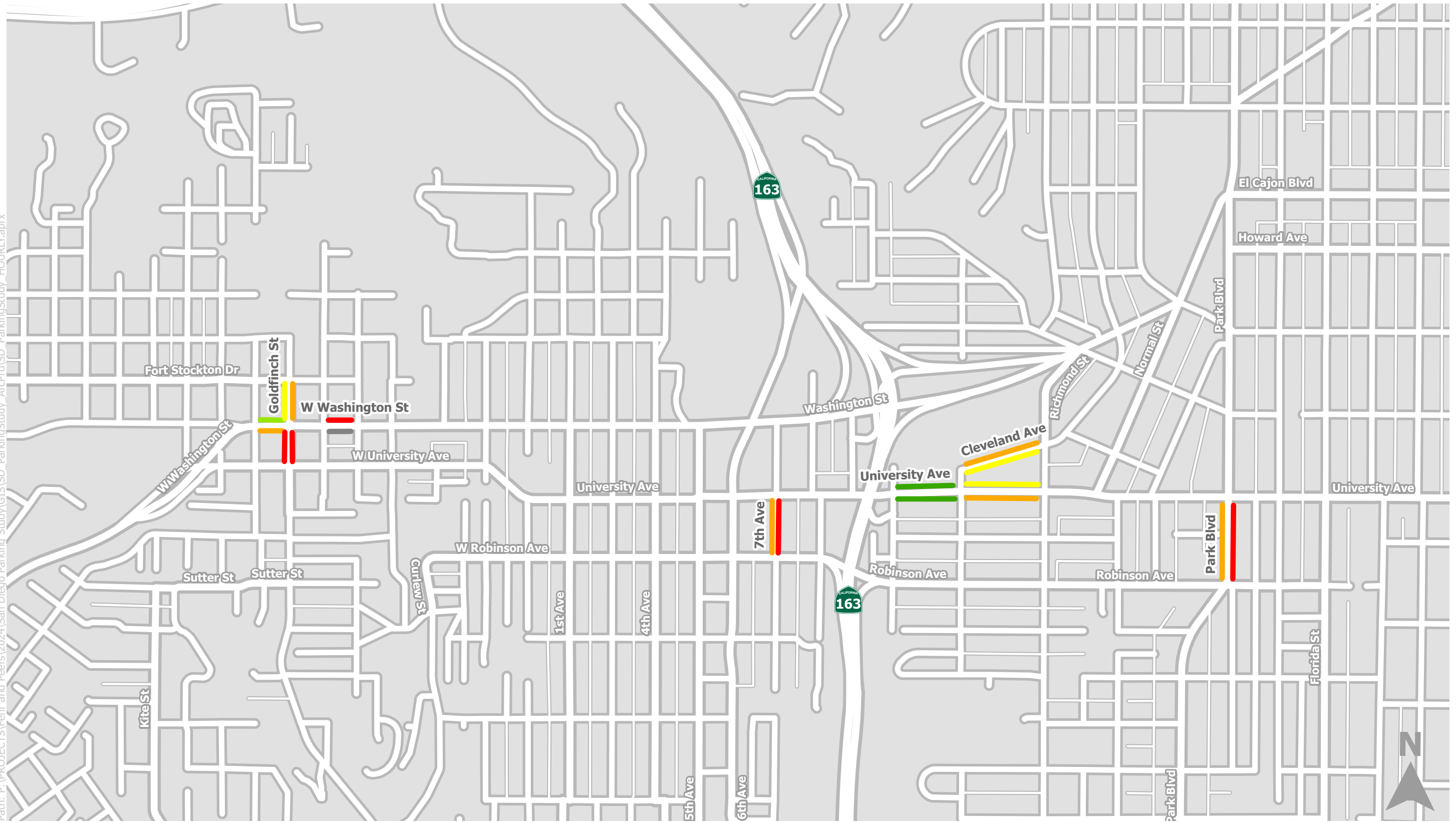
Occupancy Percentage



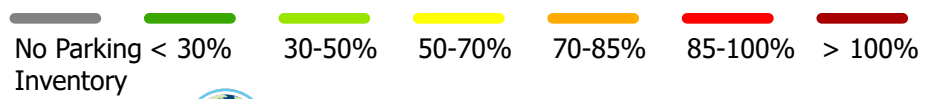
Uptown
Saturday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



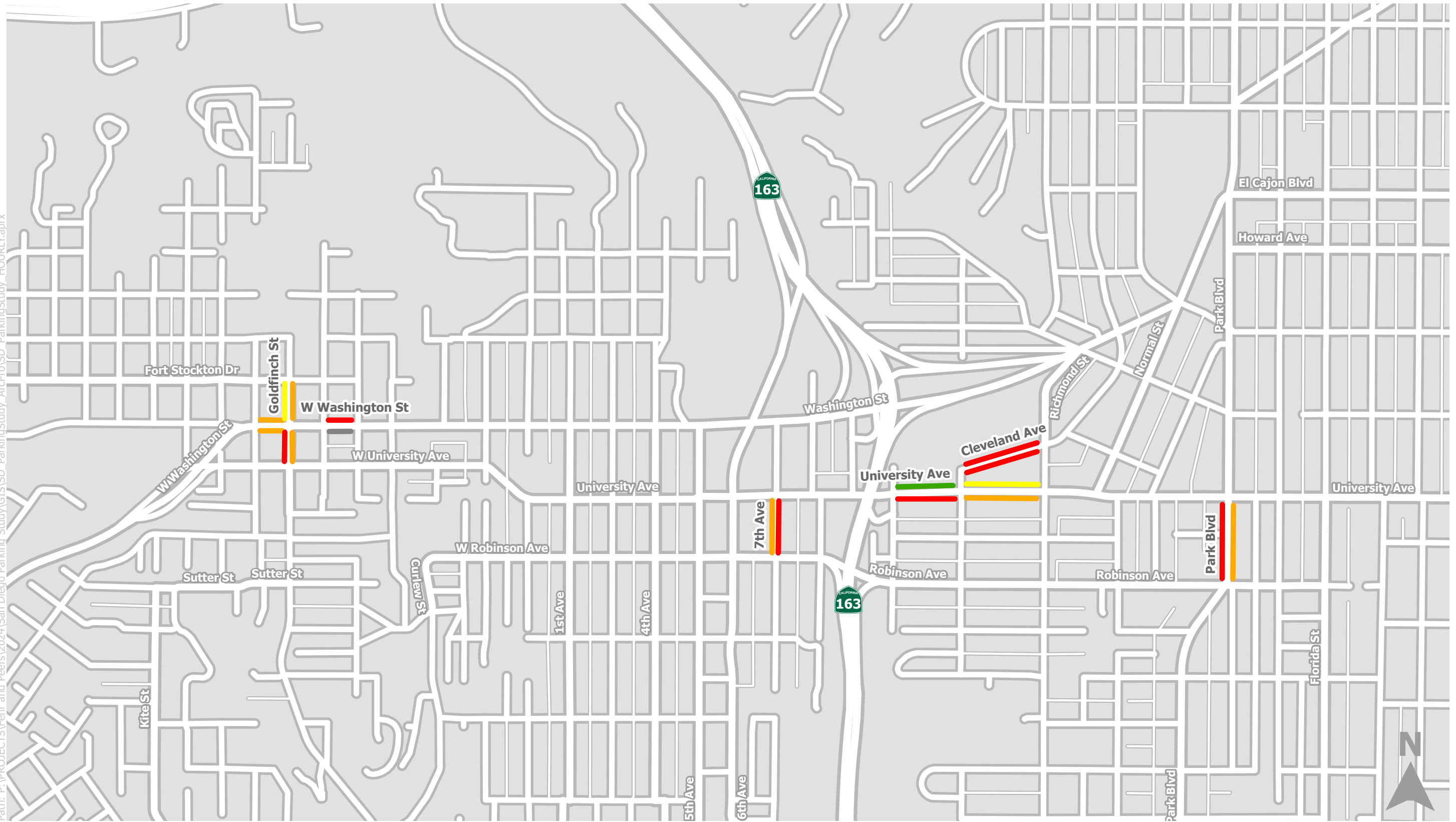
Occupancy Percentage



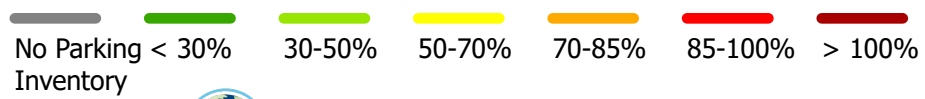
Uptown
Saturday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



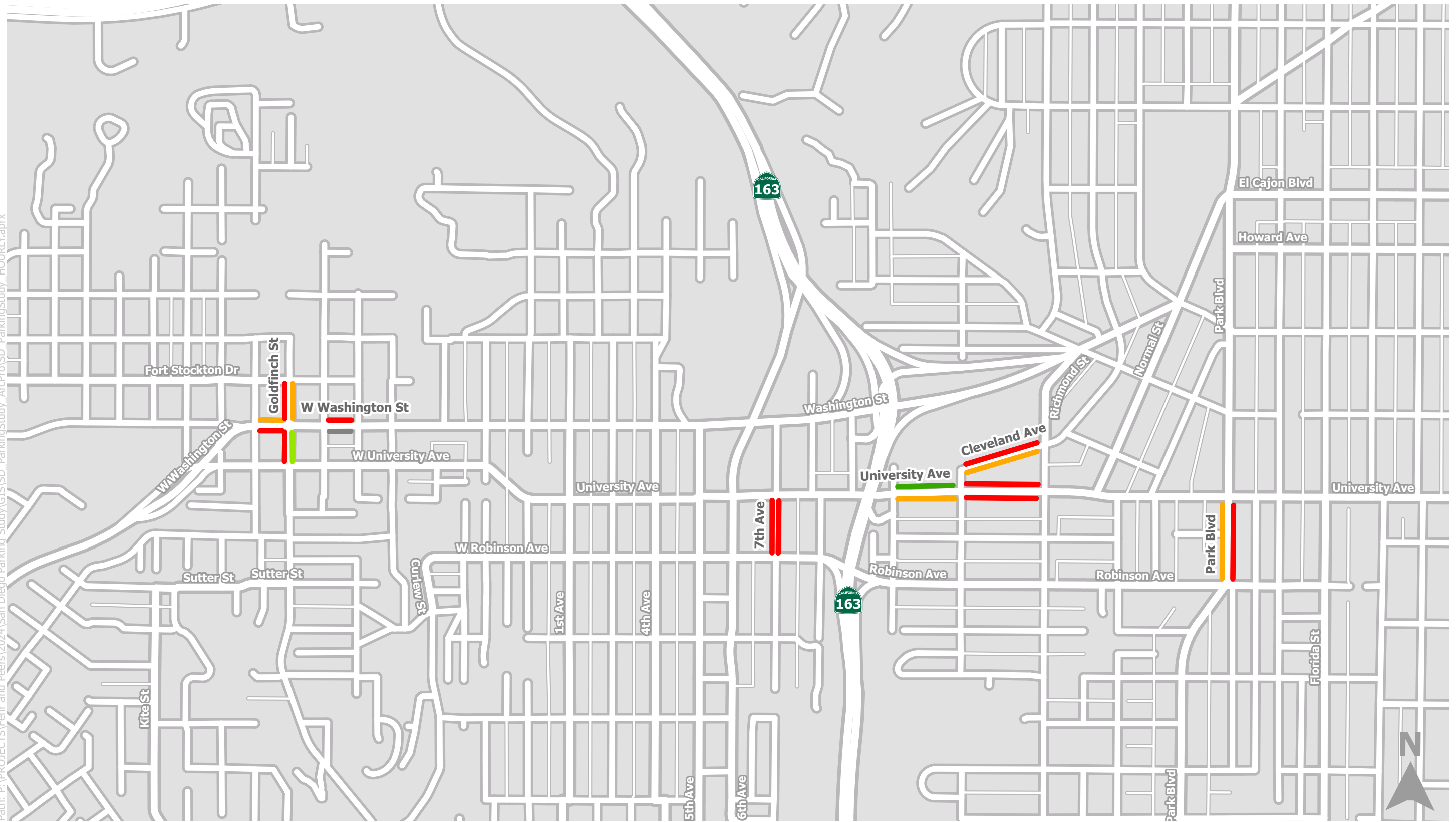
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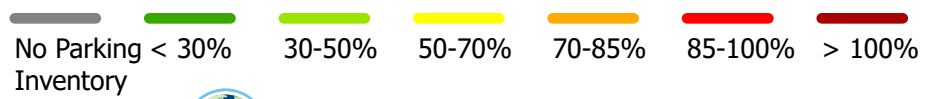
Uptown
Saturday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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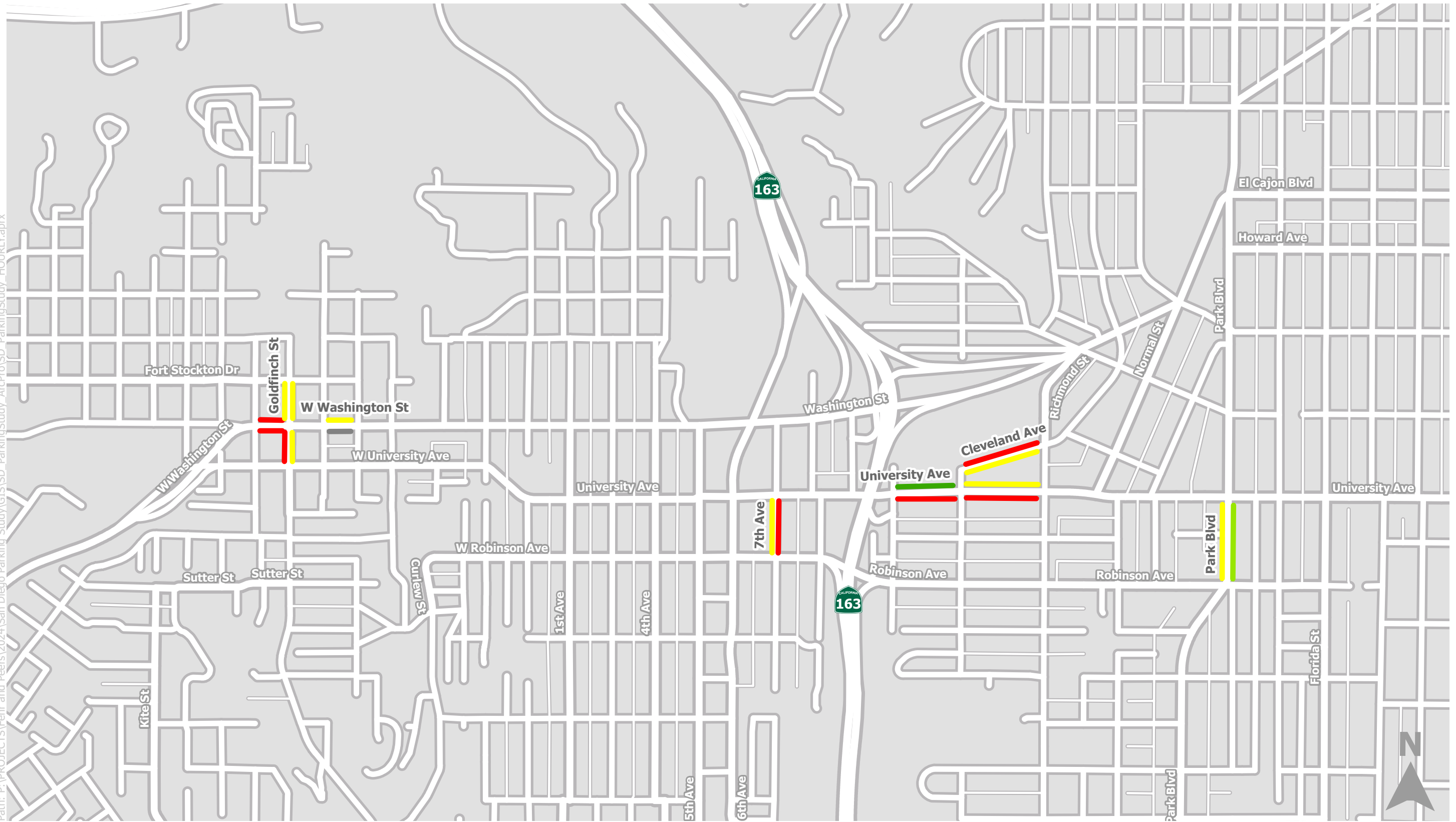
Occupancy Percentage



Uptown
Saturday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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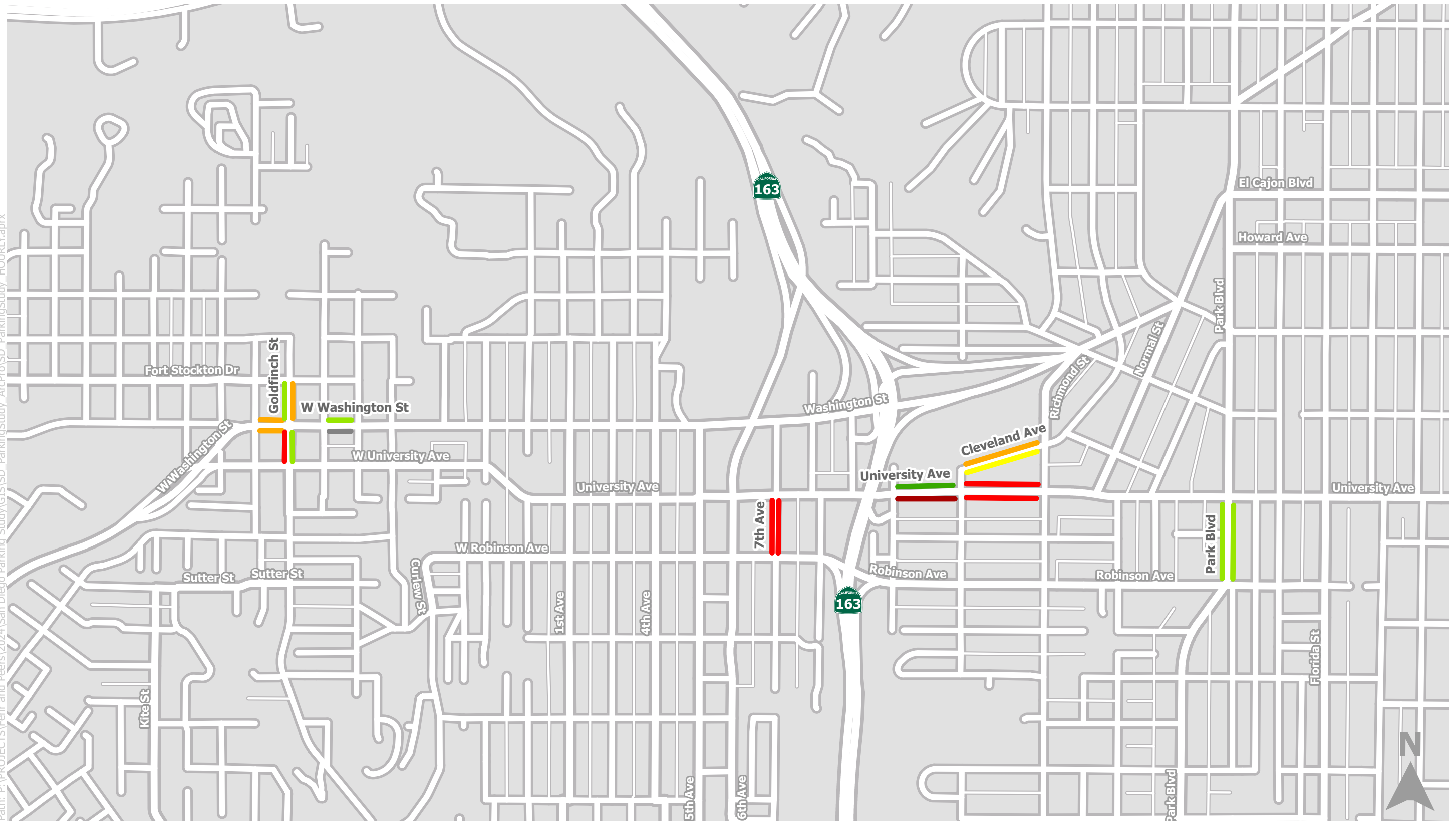
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

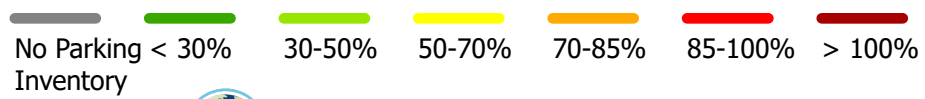


Uptown
Saturday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study

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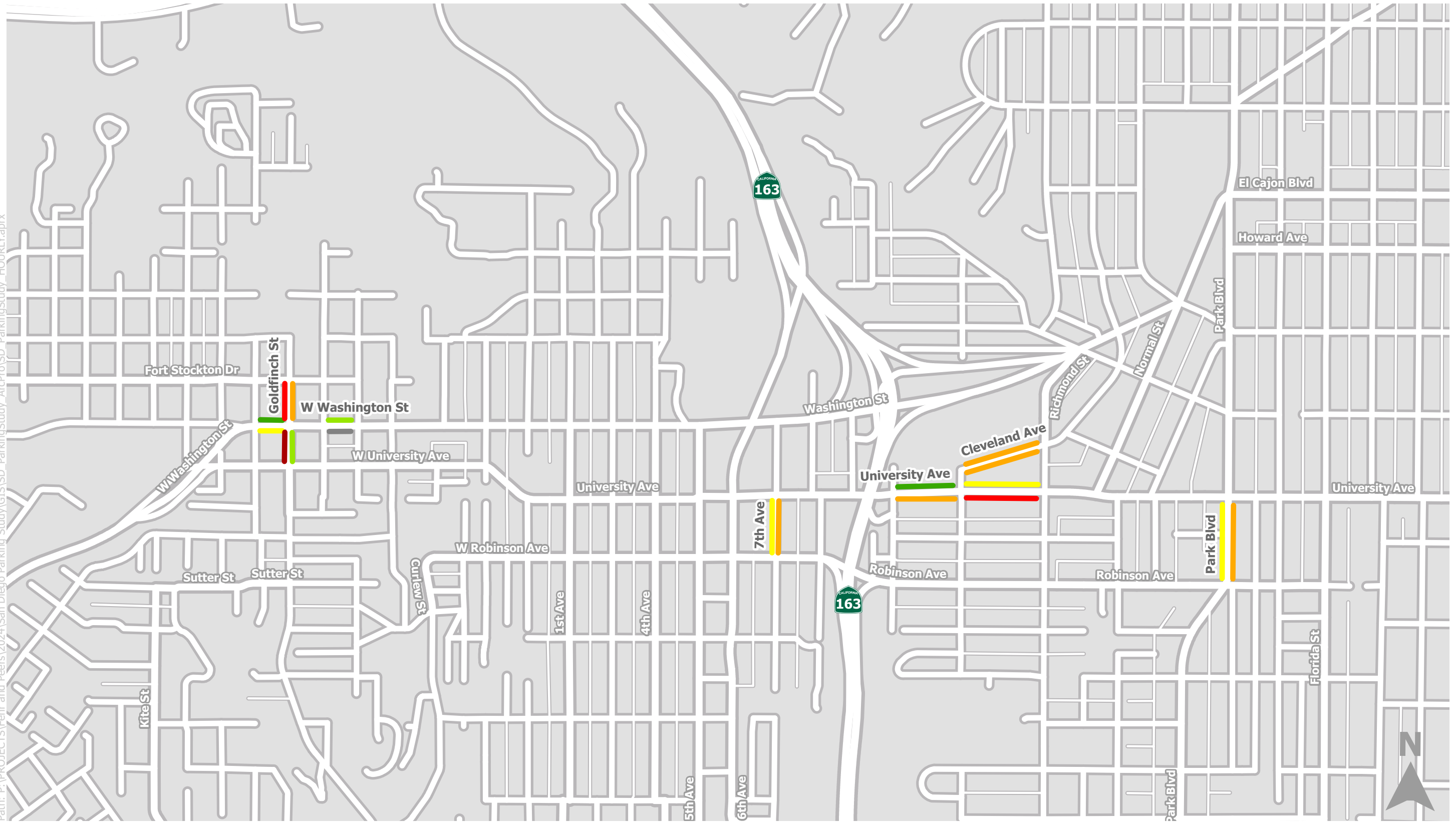
Occupancy Percentage



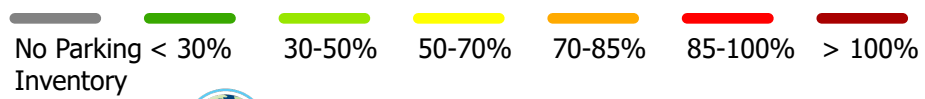
Uptown
Saturday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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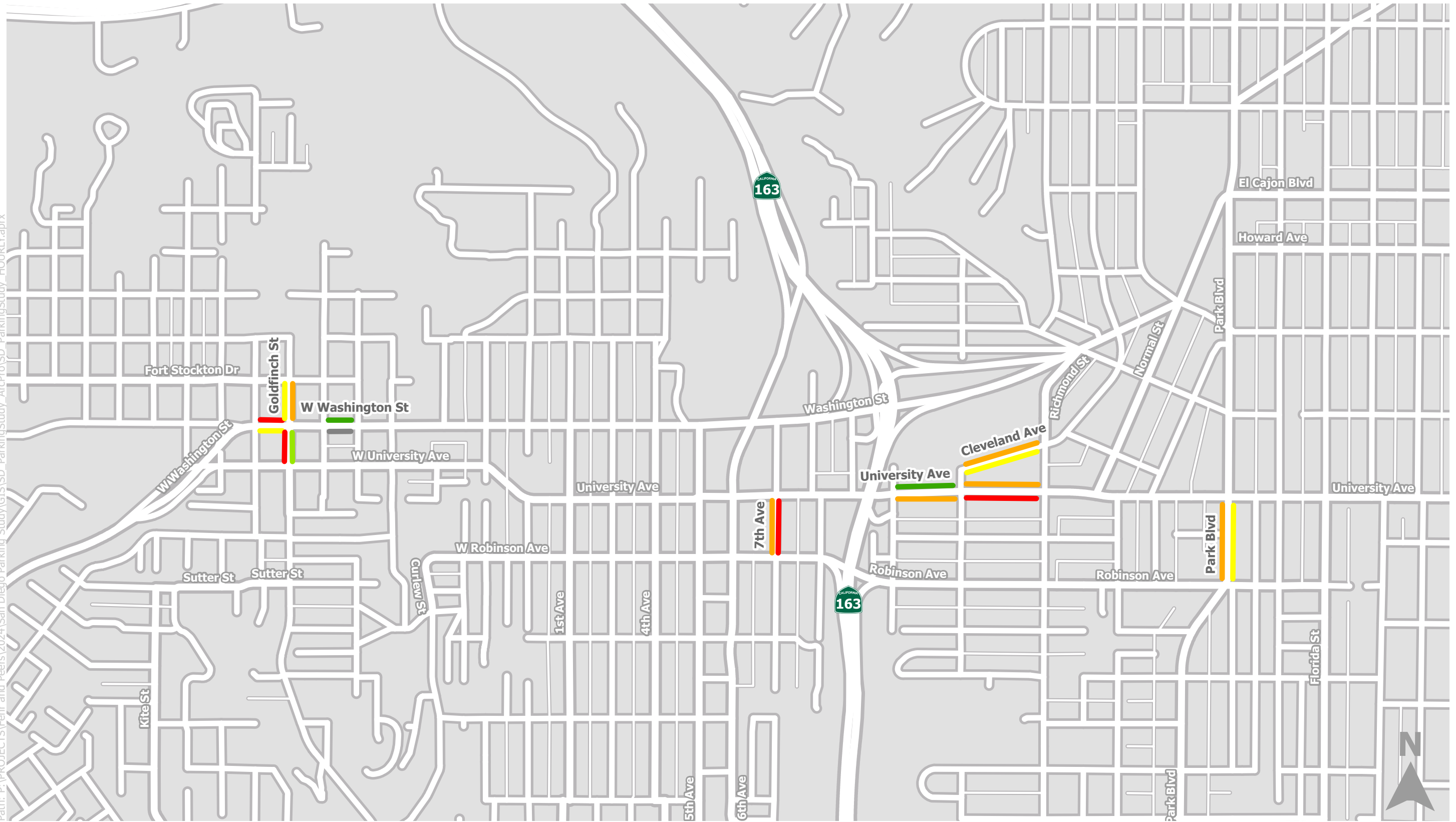
Occupancy Percentage



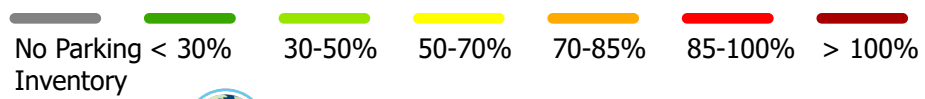
Uptown
Saturday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



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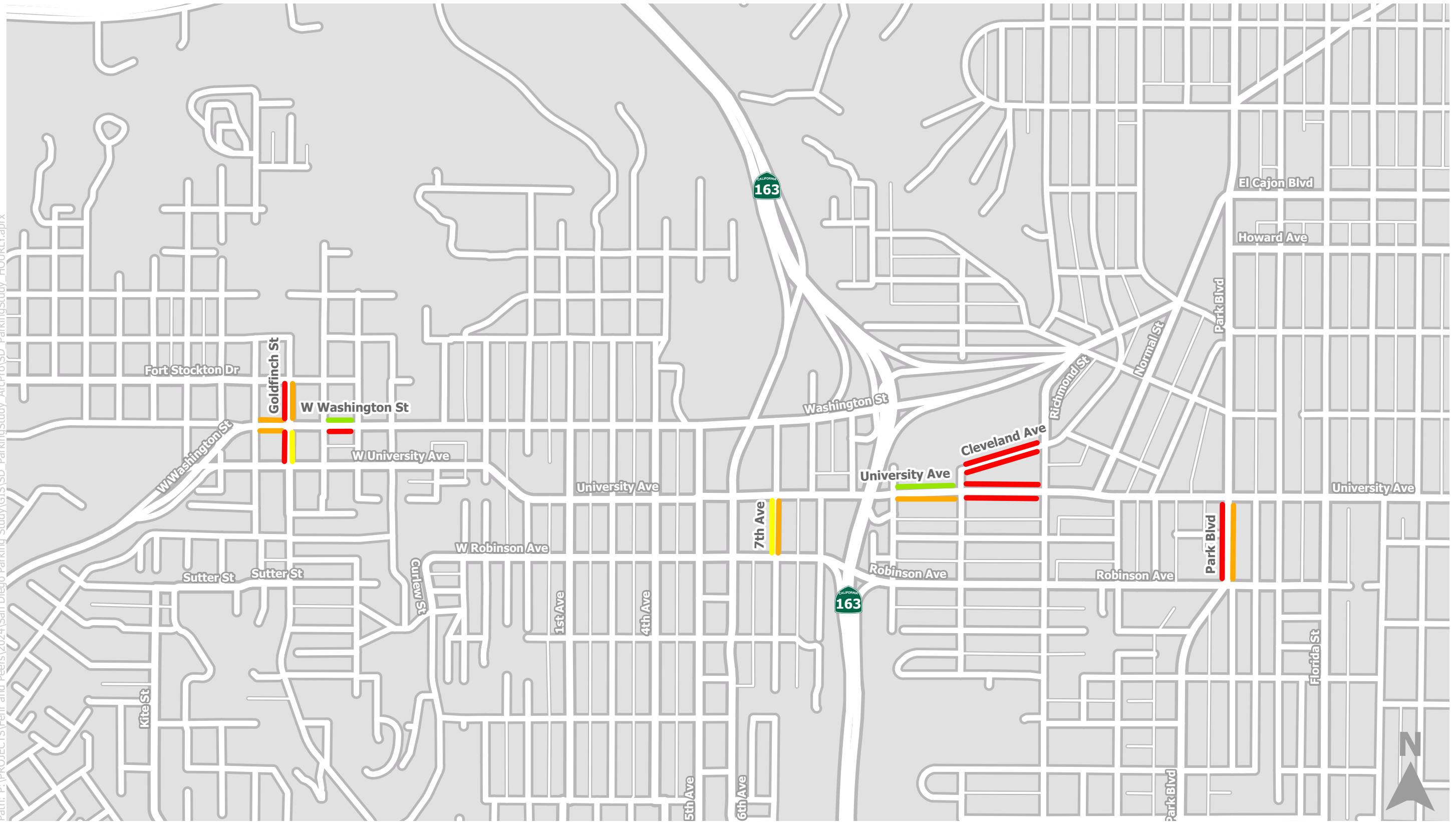
Occupancy Percentage



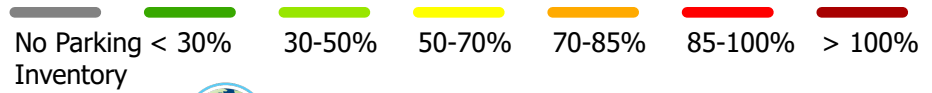
Uptown
Saturday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



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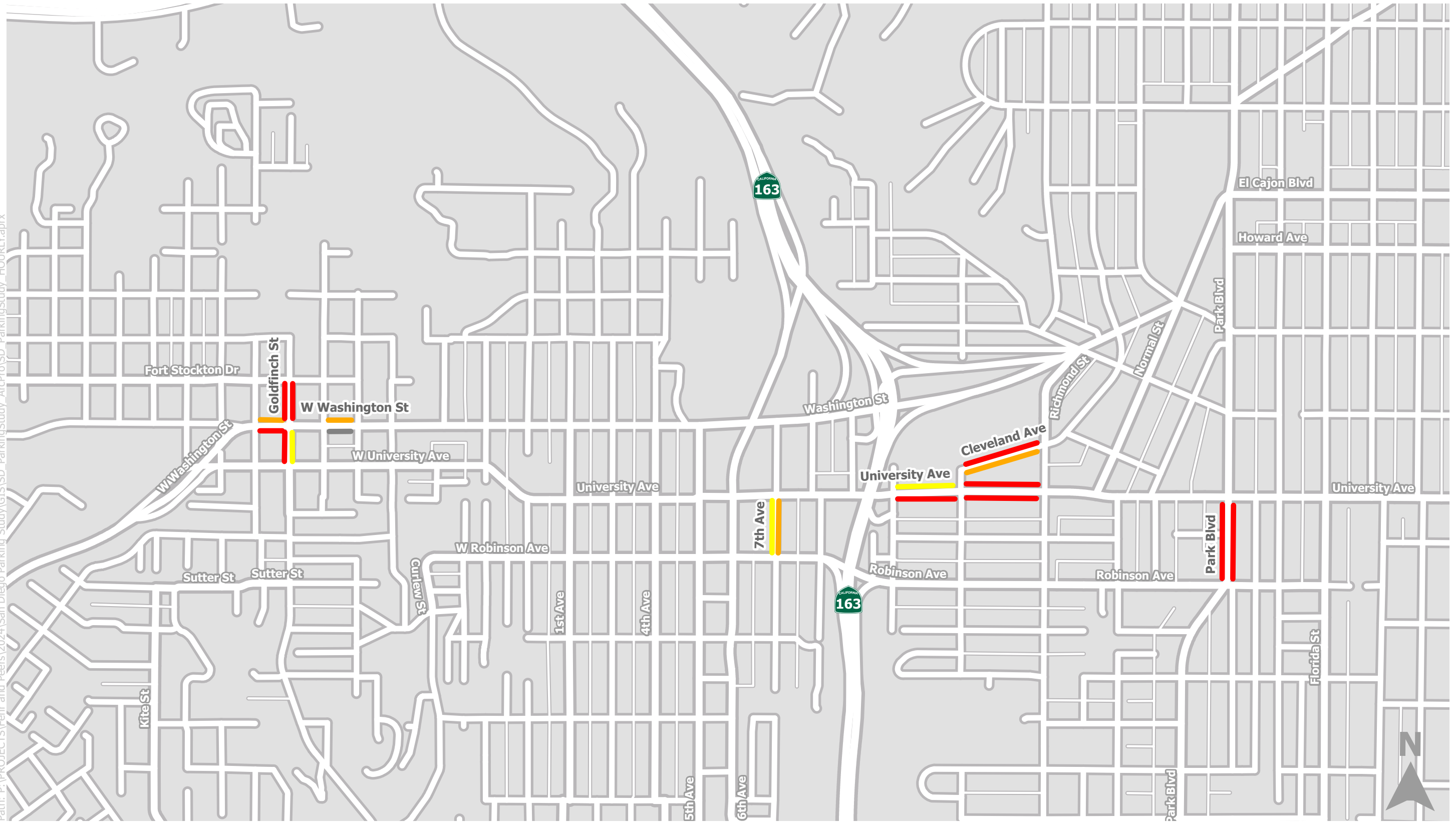
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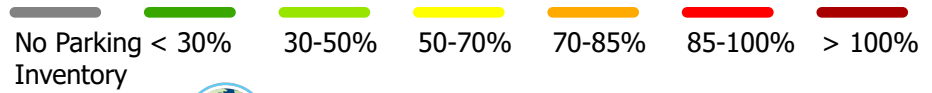
Uptown
Saturday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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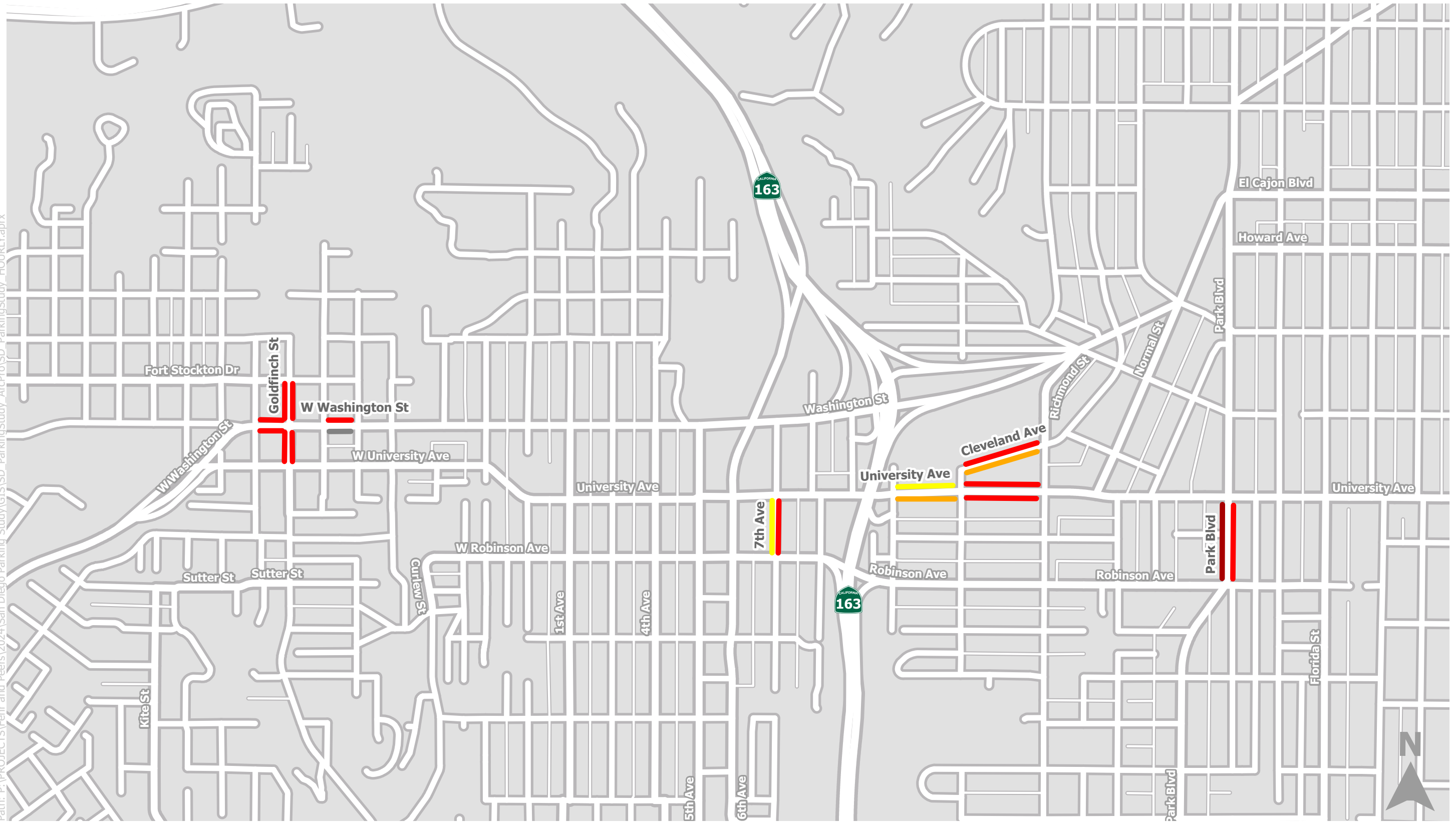
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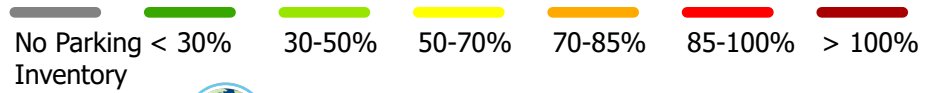
Uptown
Saturday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



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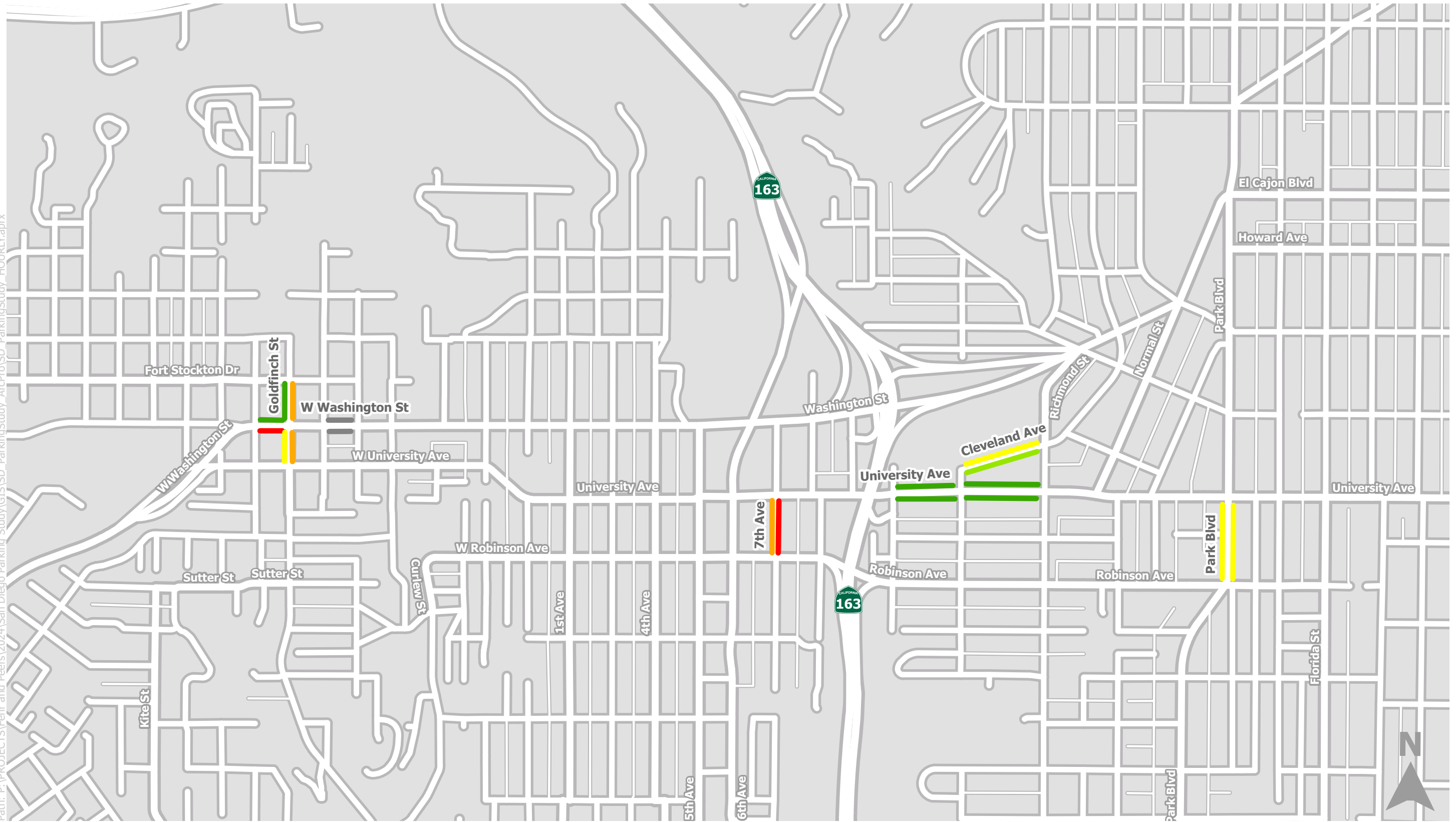
Occupancy Percentage



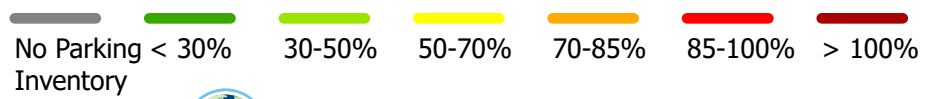
Uptown
Saturday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



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Occupancy Percentage

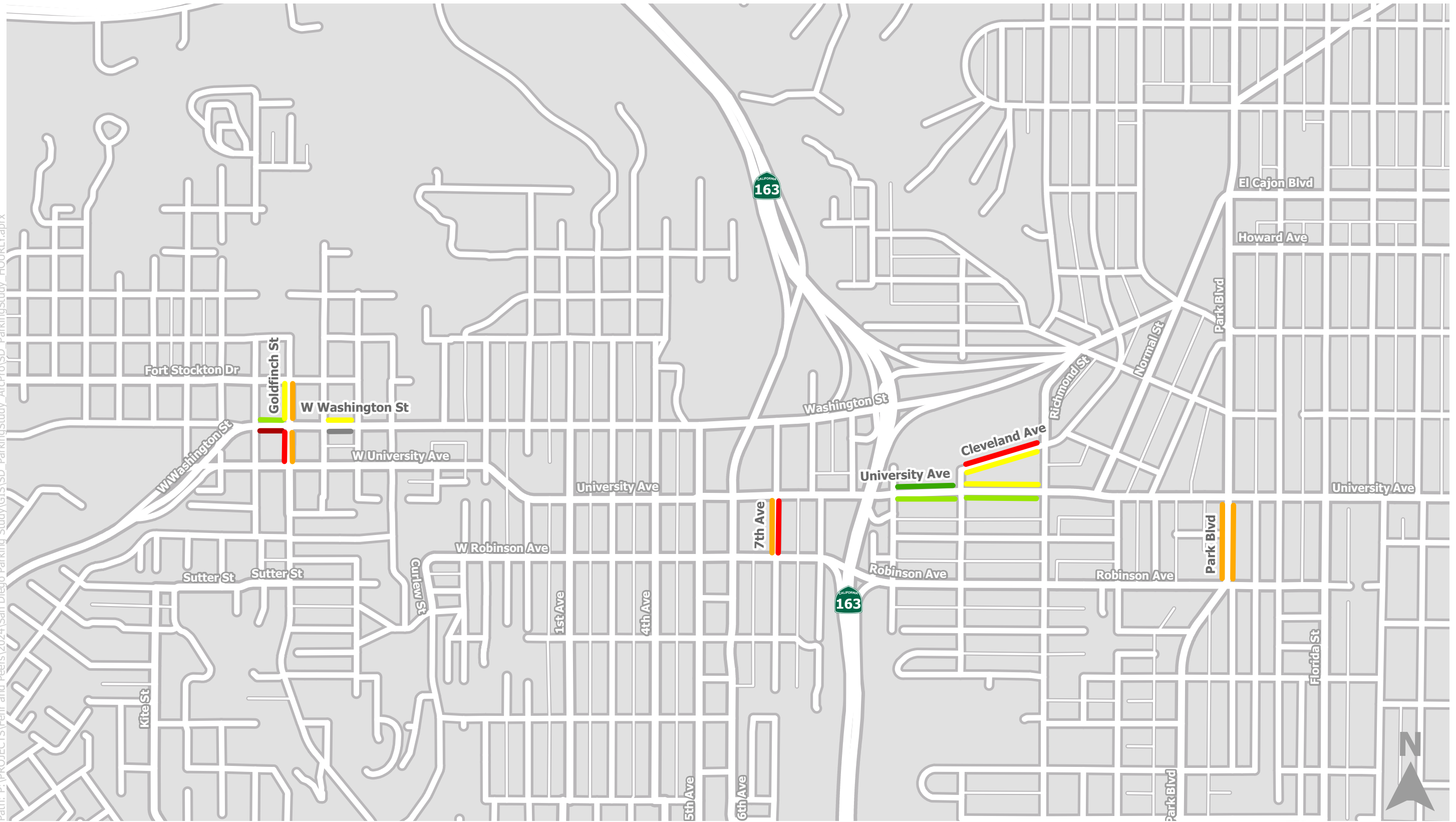


Inventory



Uptown
Sunday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study

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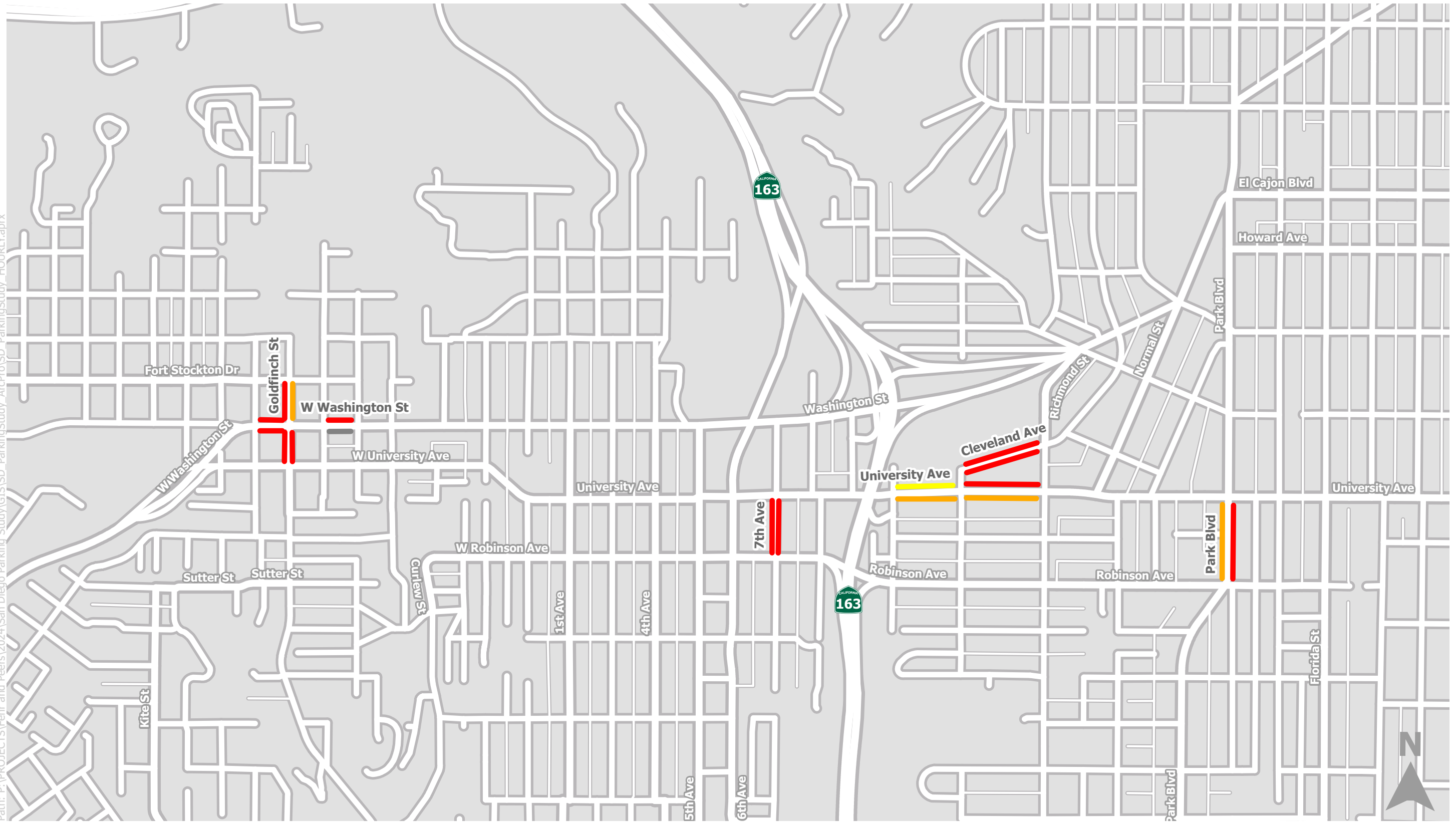
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

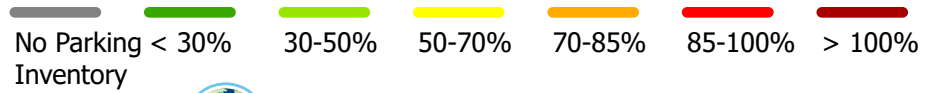


Uptown
Sunday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study

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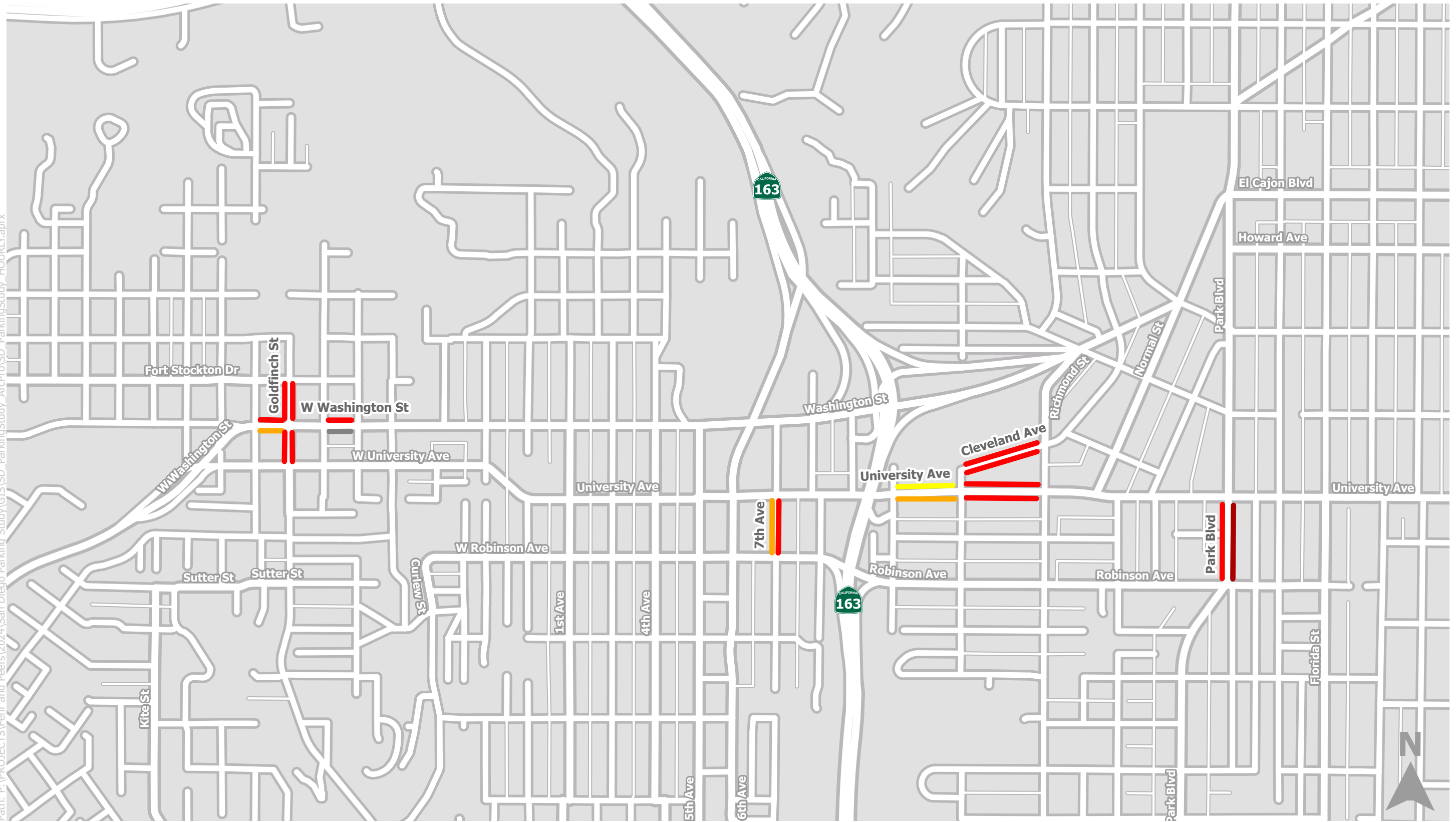
Occupancy Percentage



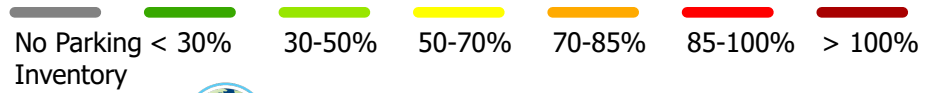
Uptown
Sunday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



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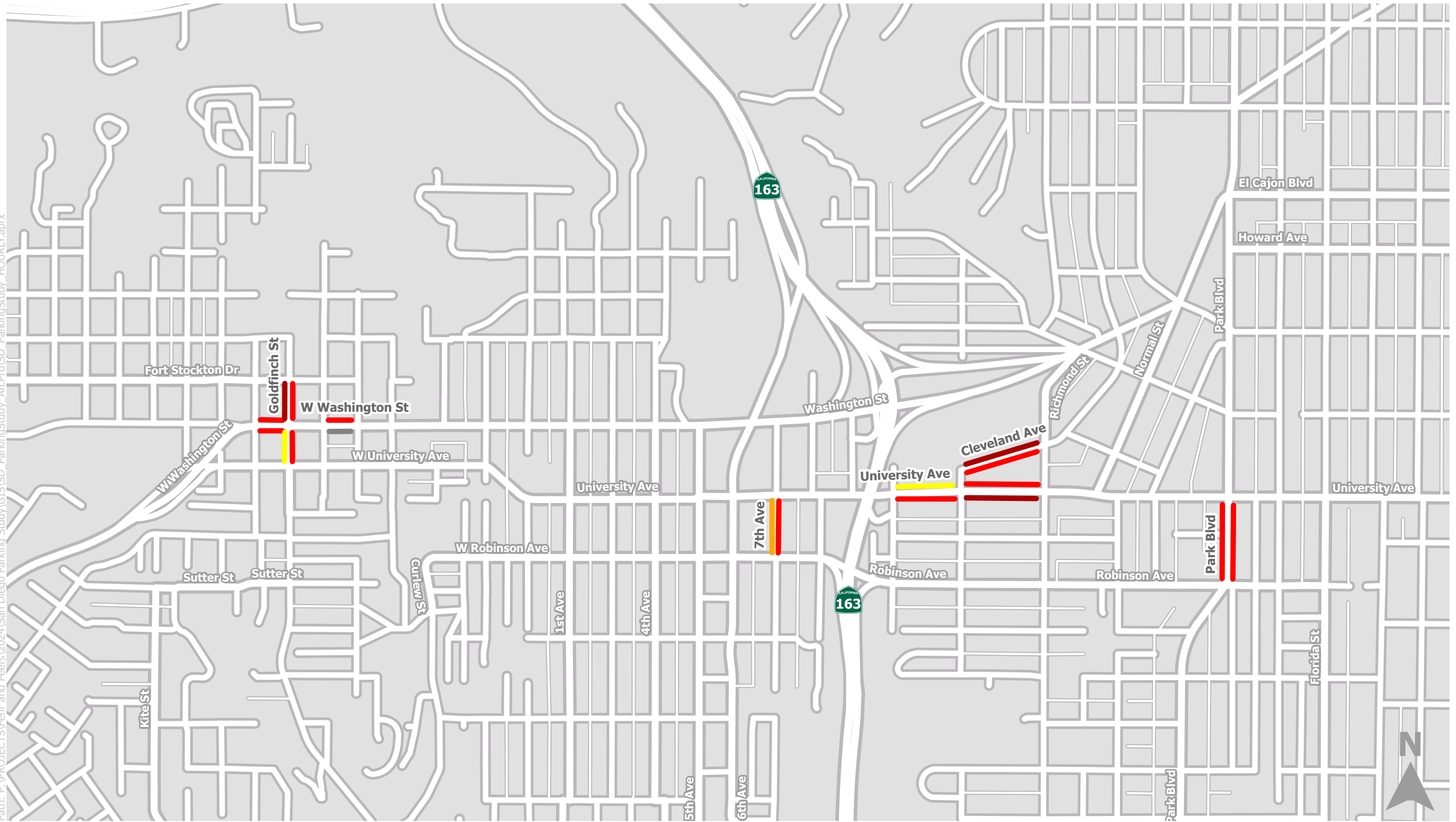
Occupancy Percentage



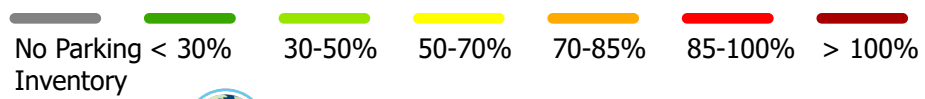
Uptown
Sunday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



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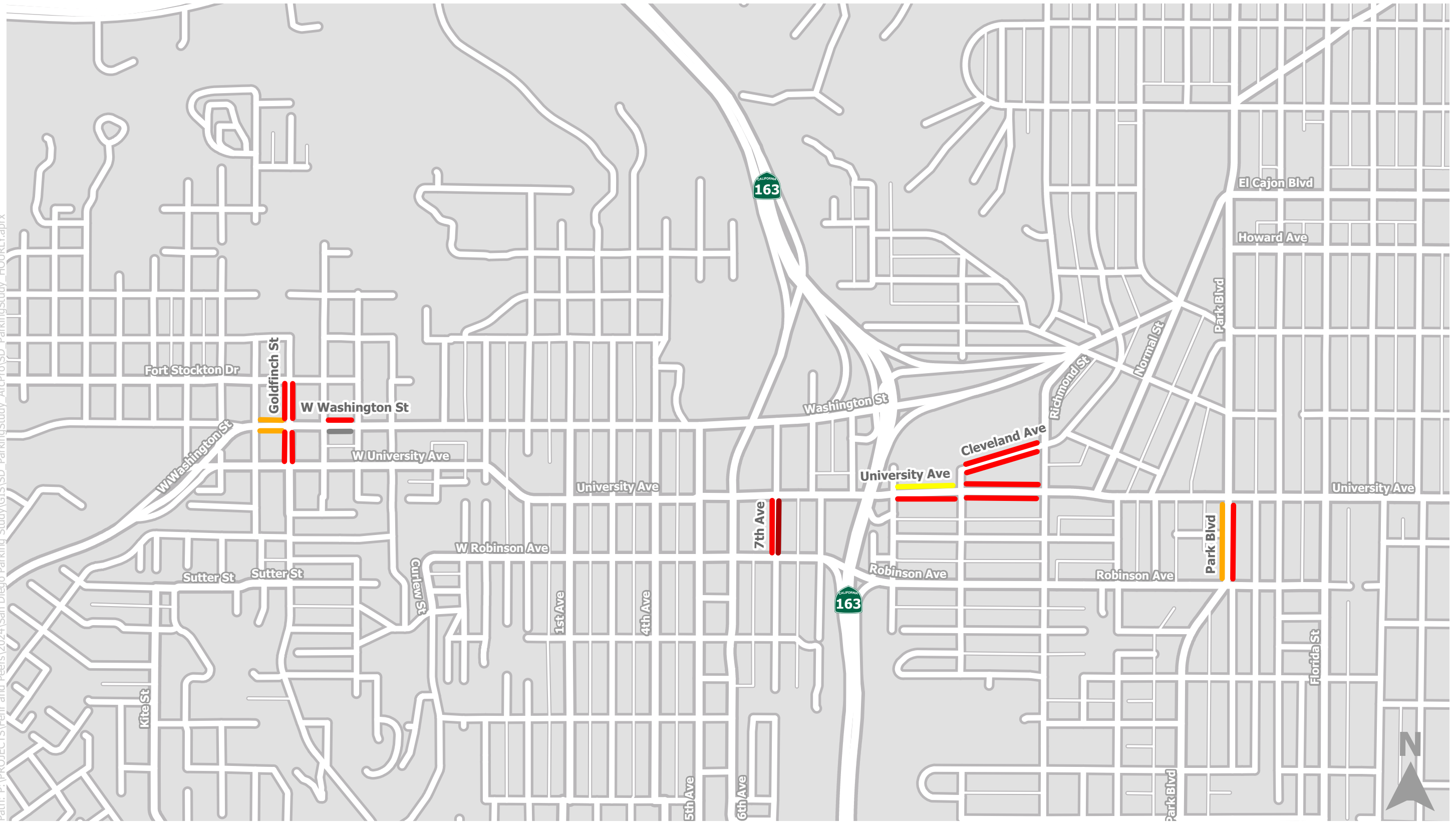
Occupancy Percentage



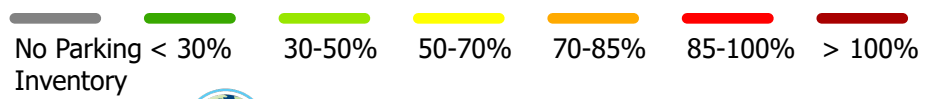
Uptown
Sunday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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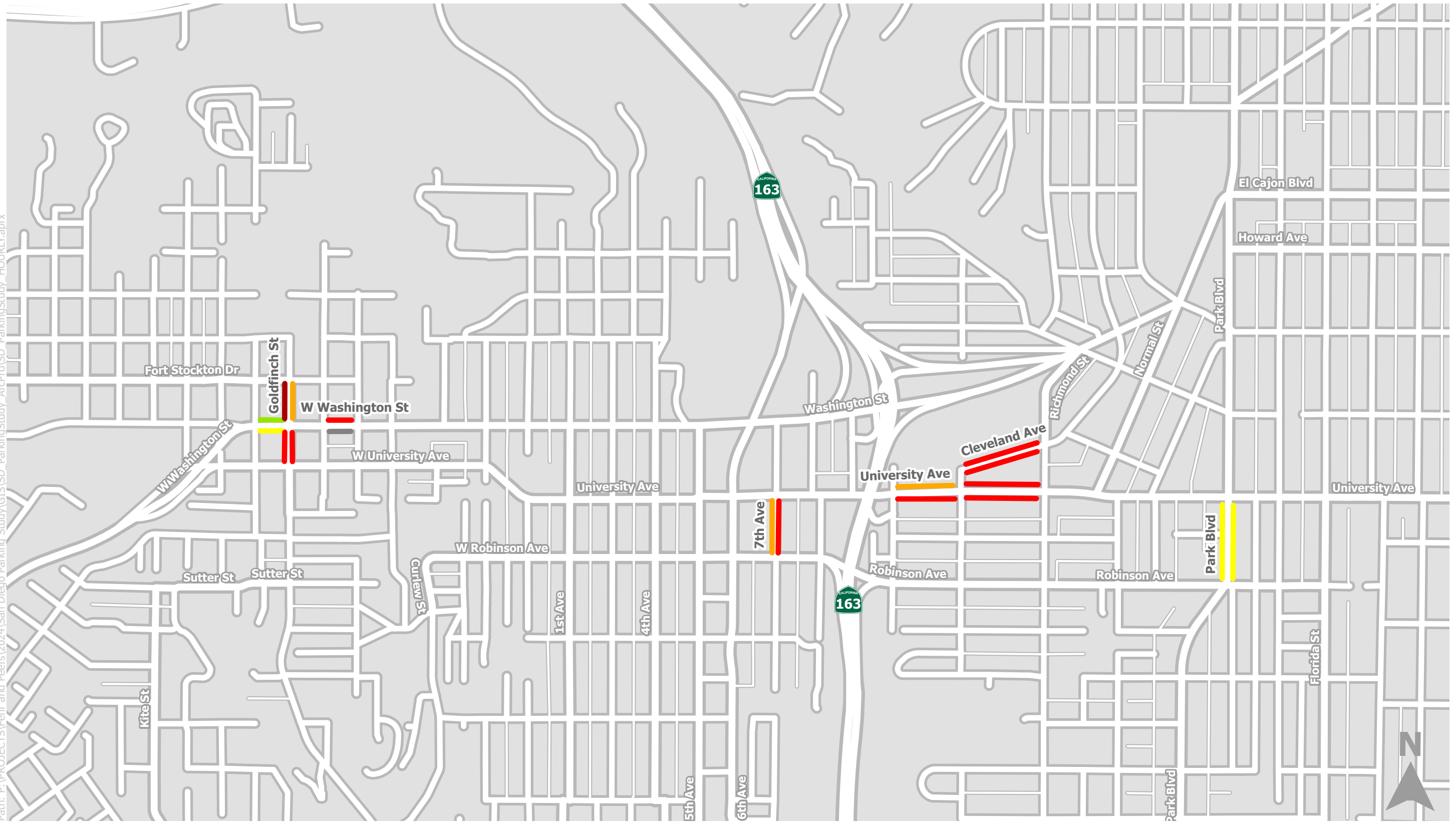
Occupancy Percentage



Uptown
Sunday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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Occupancy Percentage

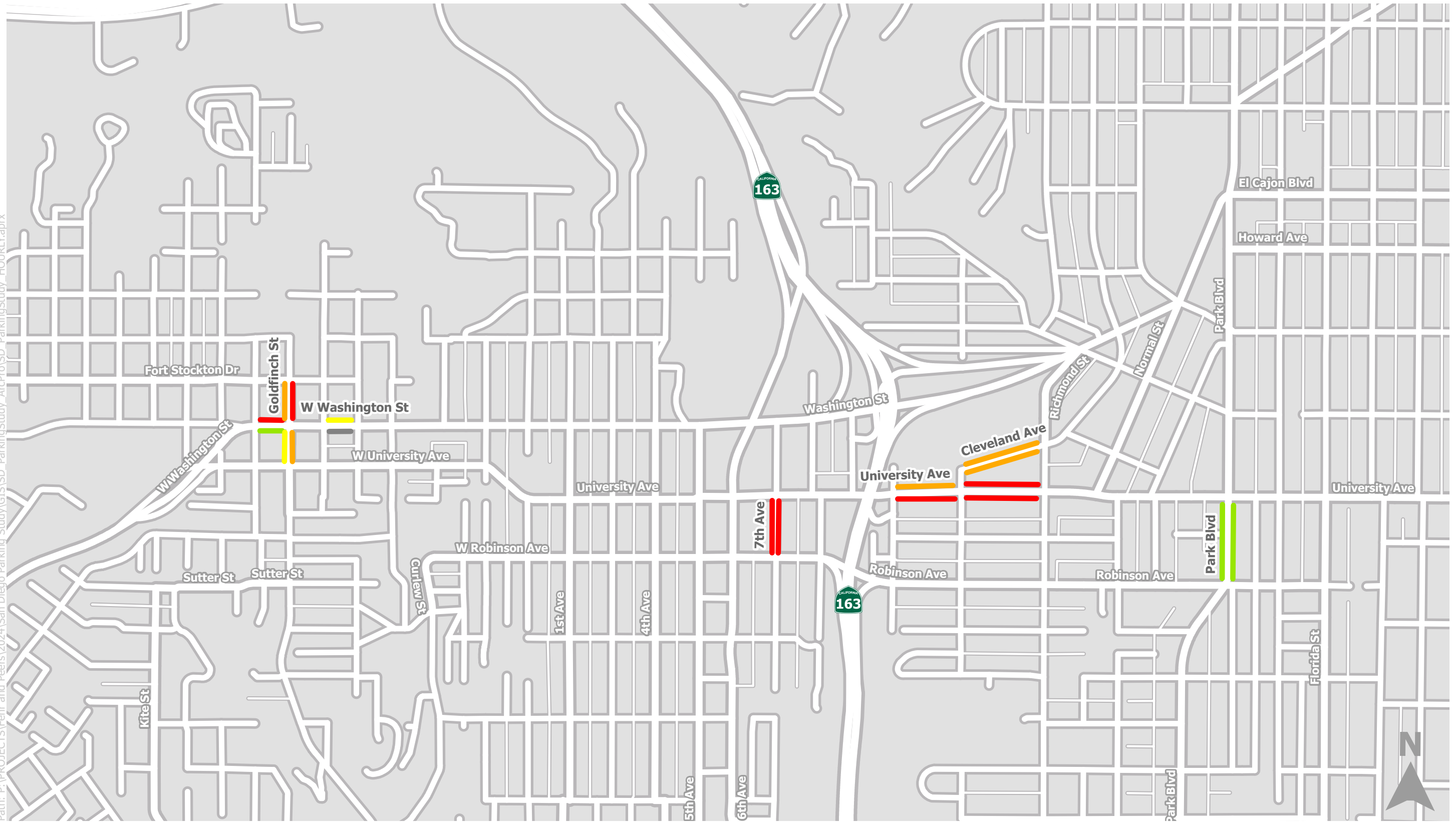
- No Parking
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Inventory



Uptown
Sunday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



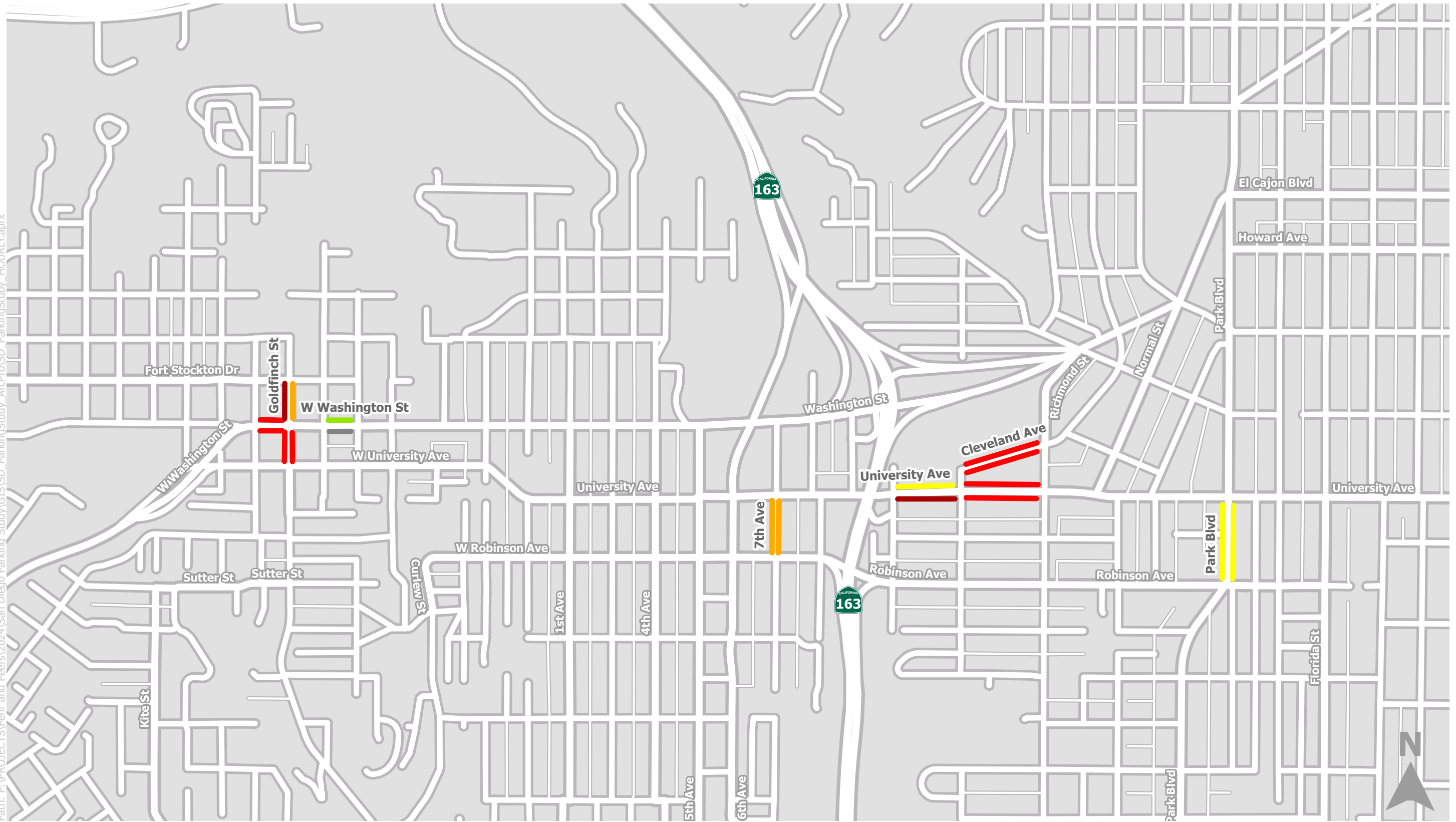
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Uptown
Sunday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



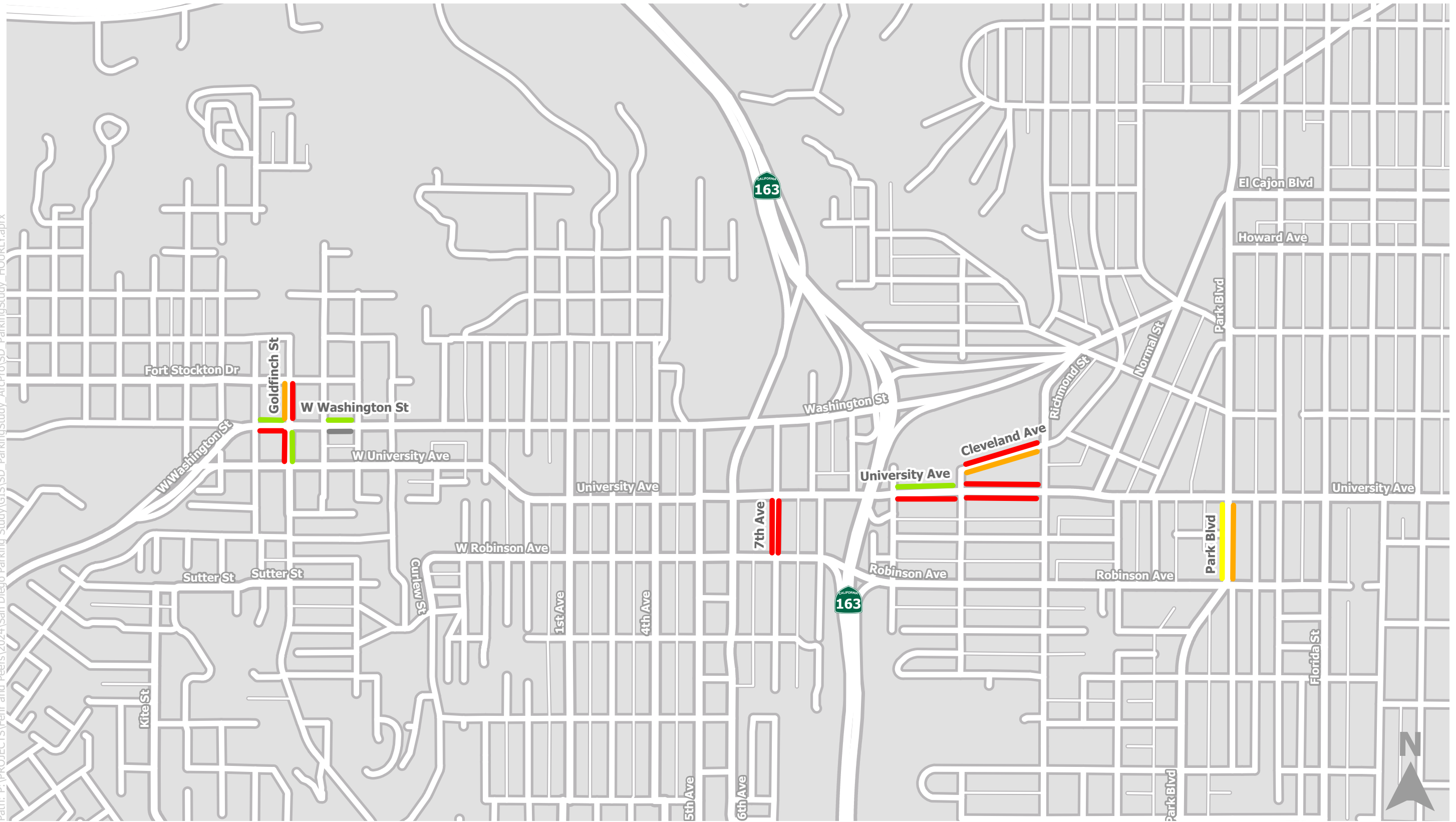
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Uptown
Sunday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



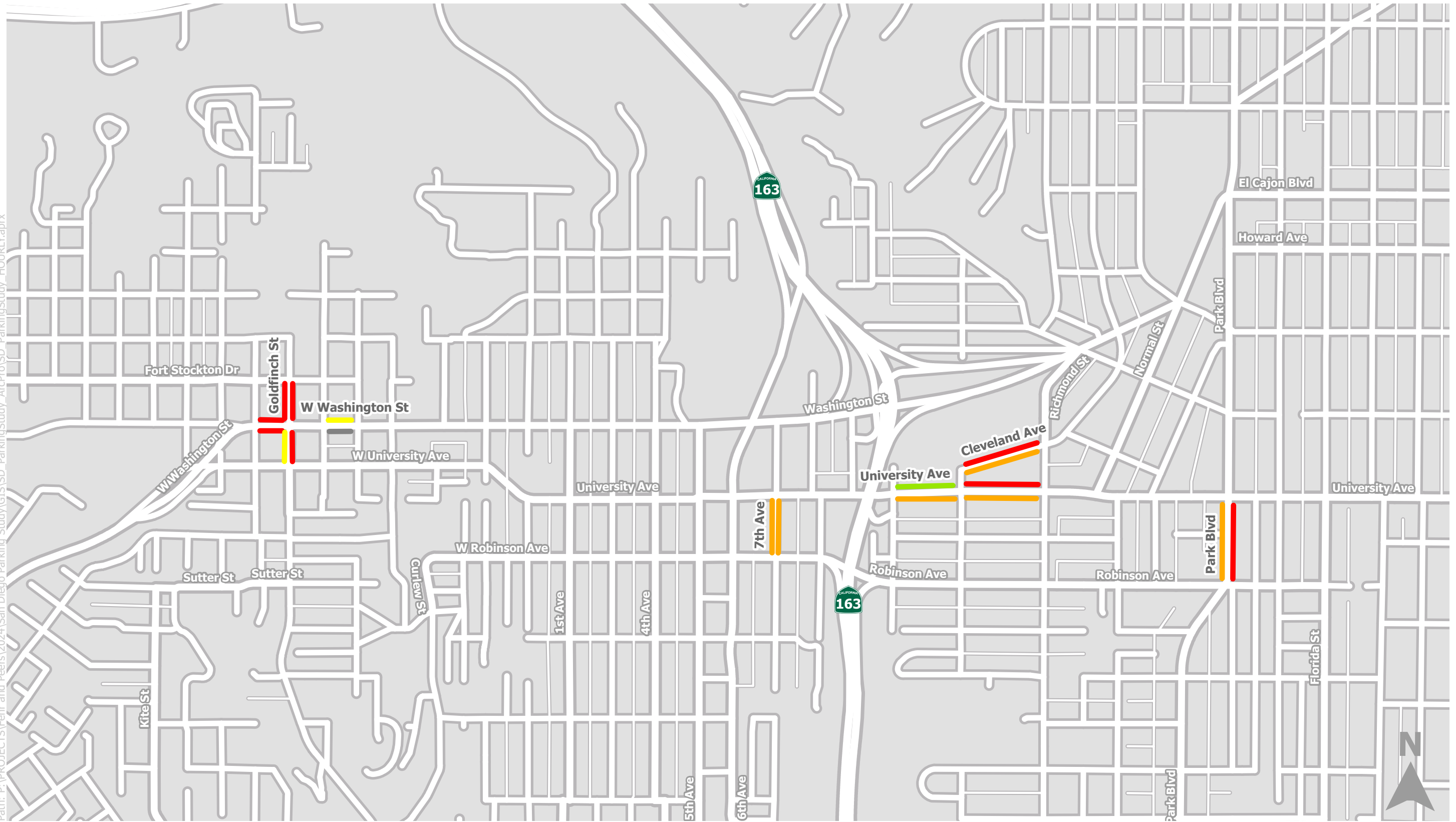
Occupancy Percentage

- No Parking Inventory
- < 30%
- 30-50%
- 50-70%
- 70-85%
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- > 100%

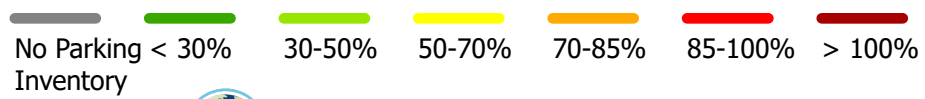
Uptown
Sunday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



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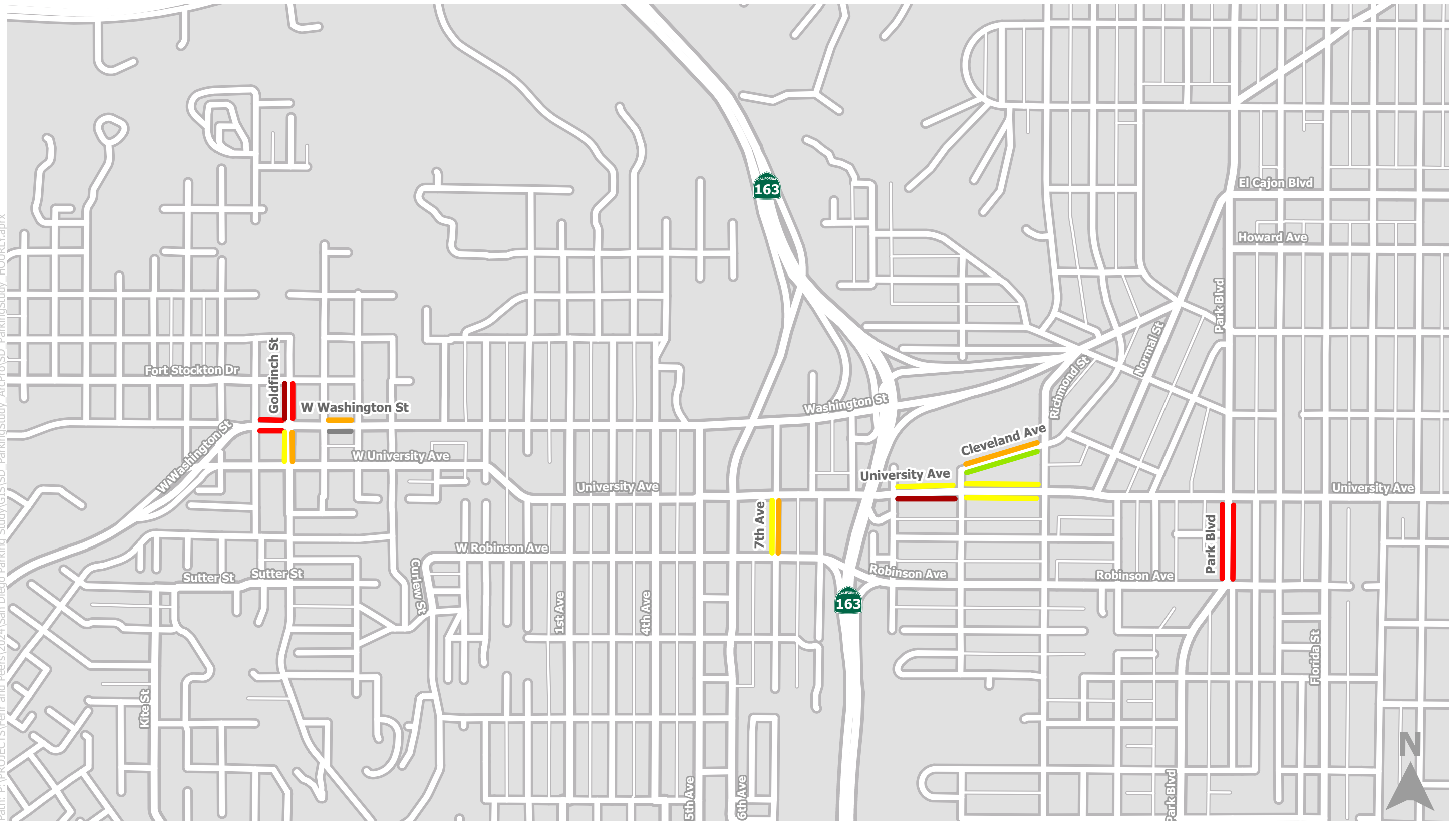
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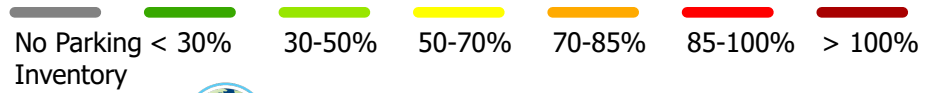
Uptown
Sunday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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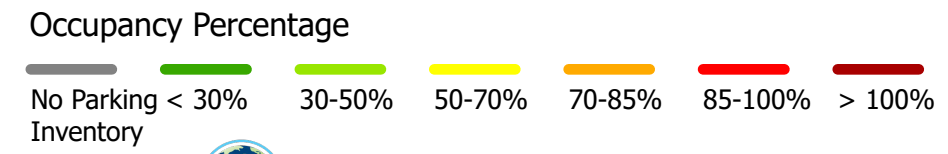
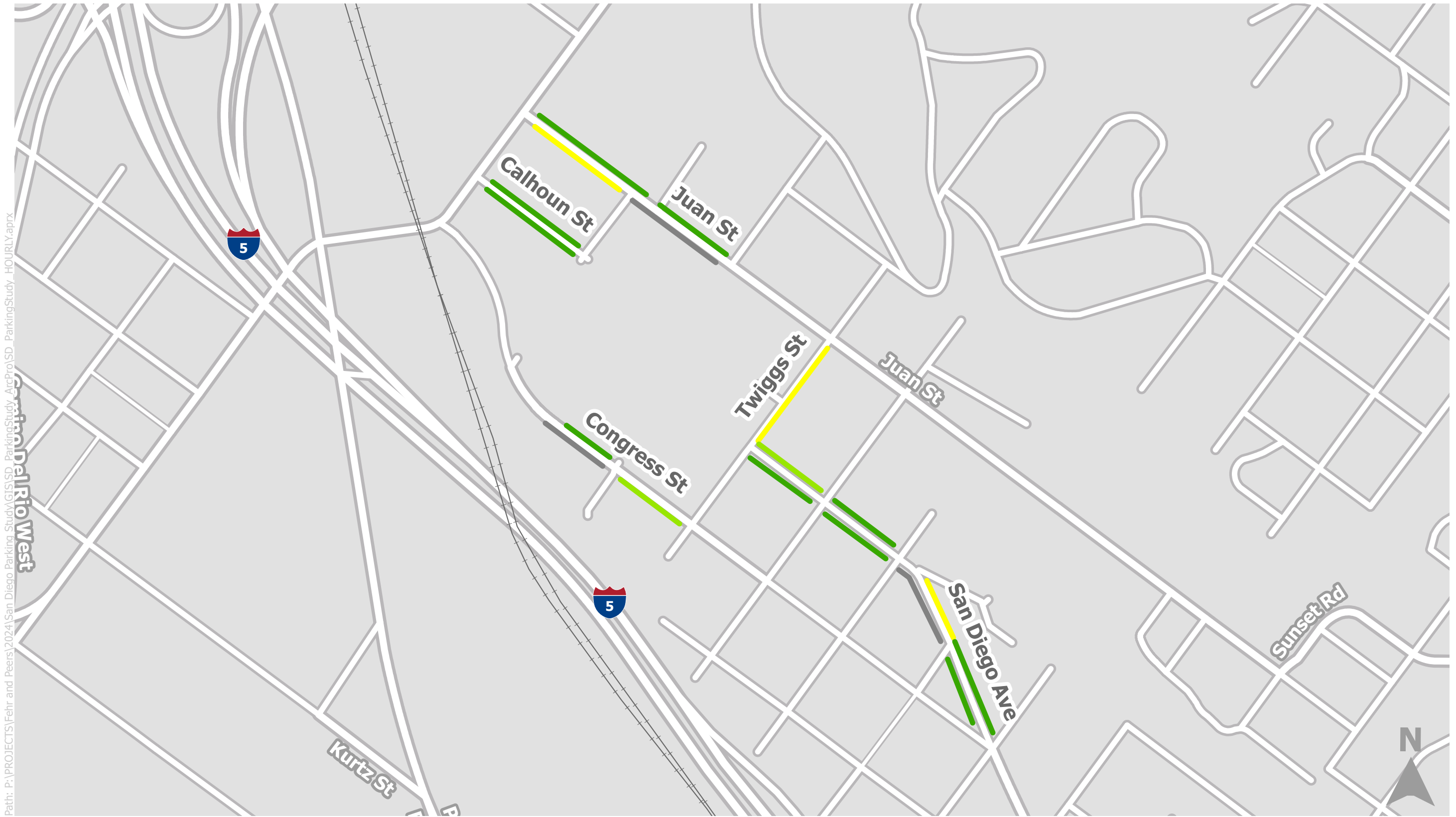
Occupancy Percentage



Uptown
Sunday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



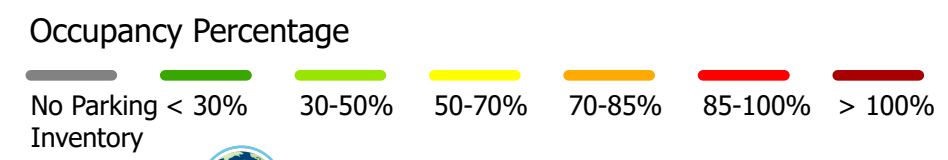
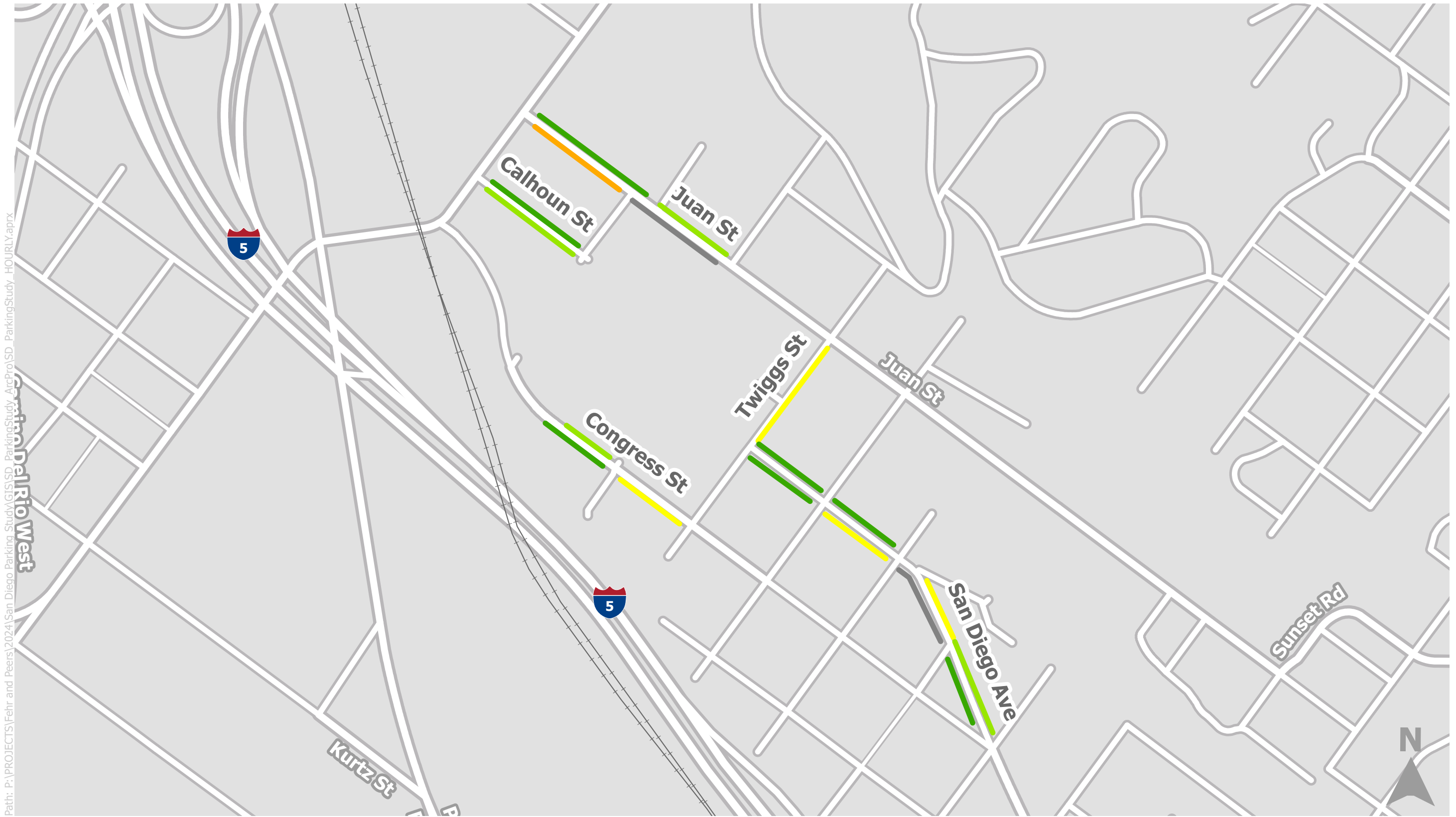
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Old Town
Thursday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



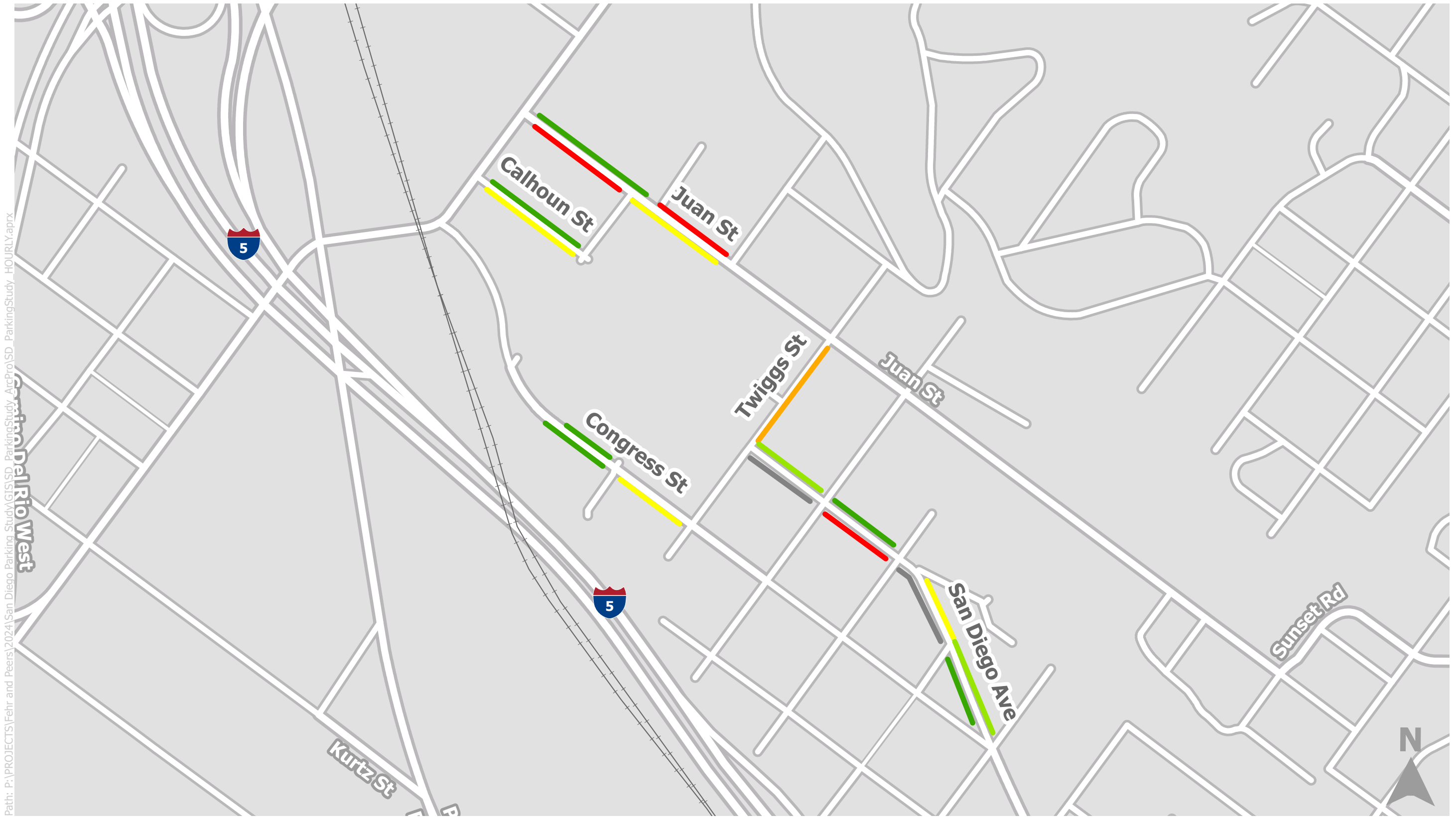
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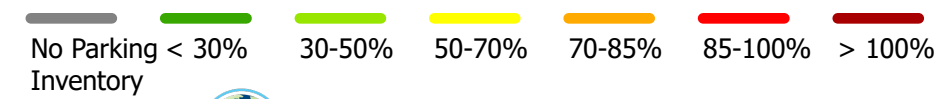
Old Town
Thursday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



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Occupancy Percentage

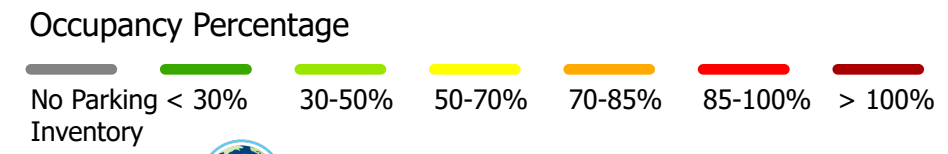
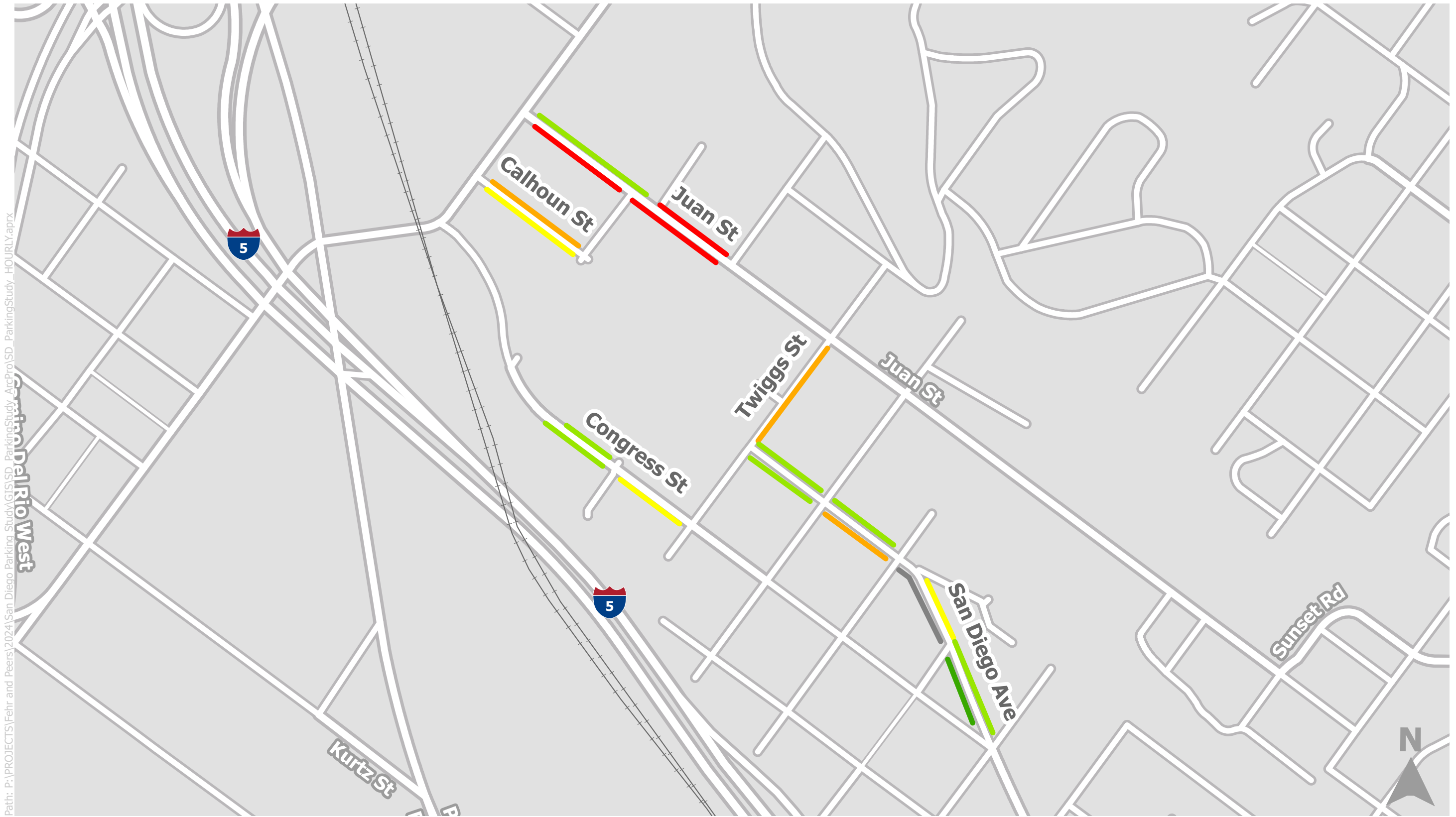


Old Town

Thursday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



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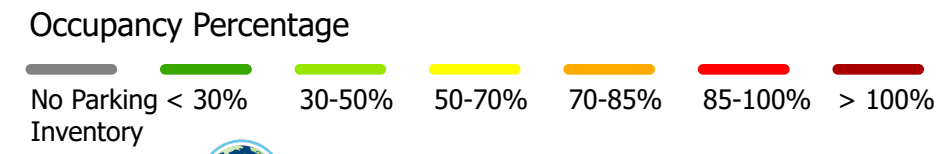
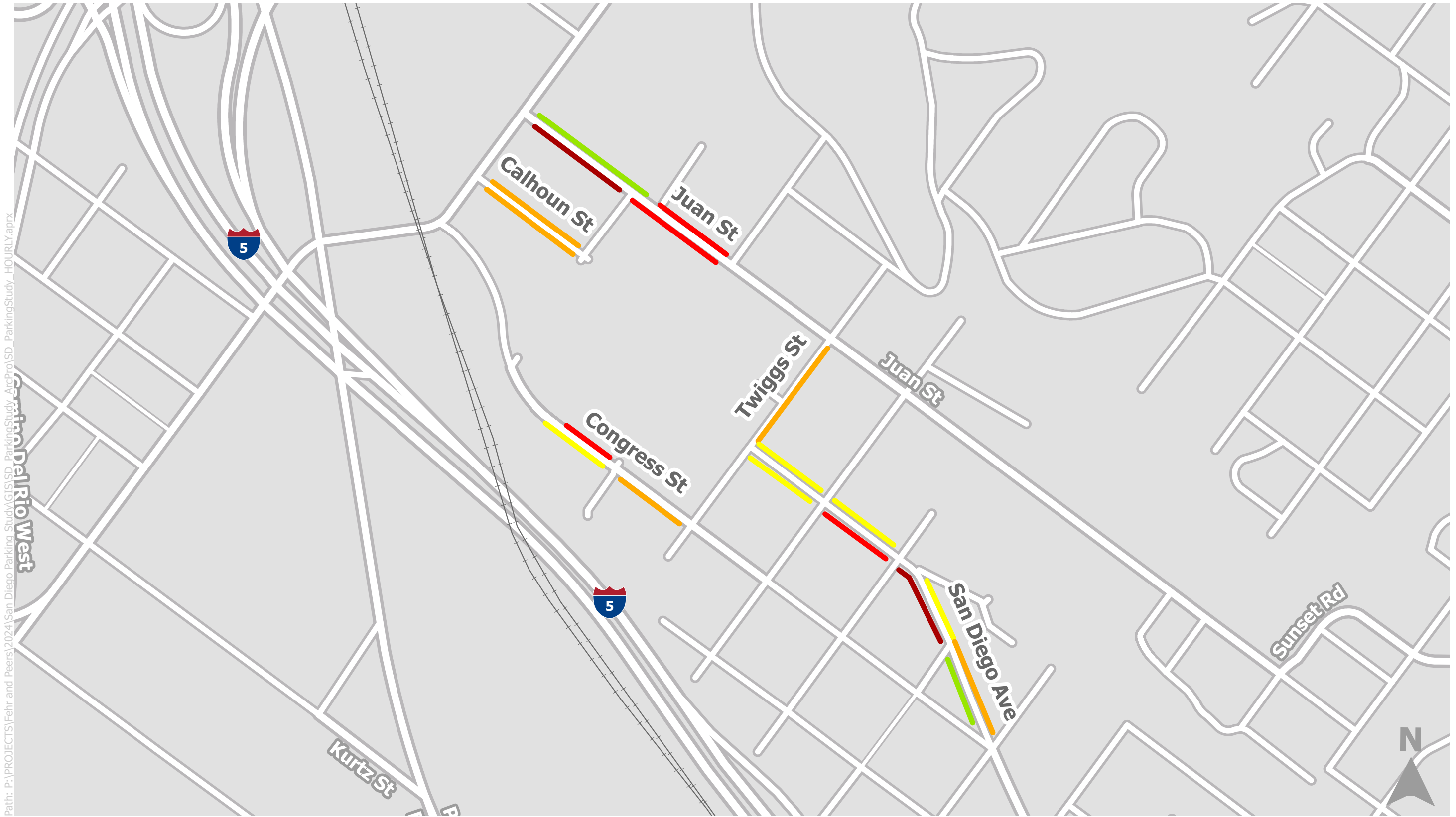


Old Town

Thursday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study

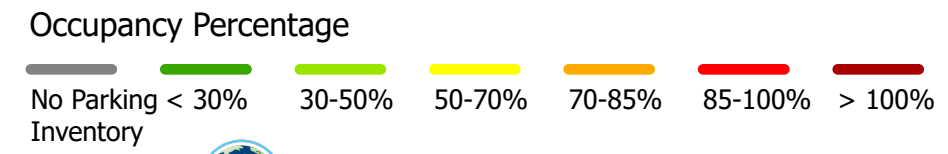
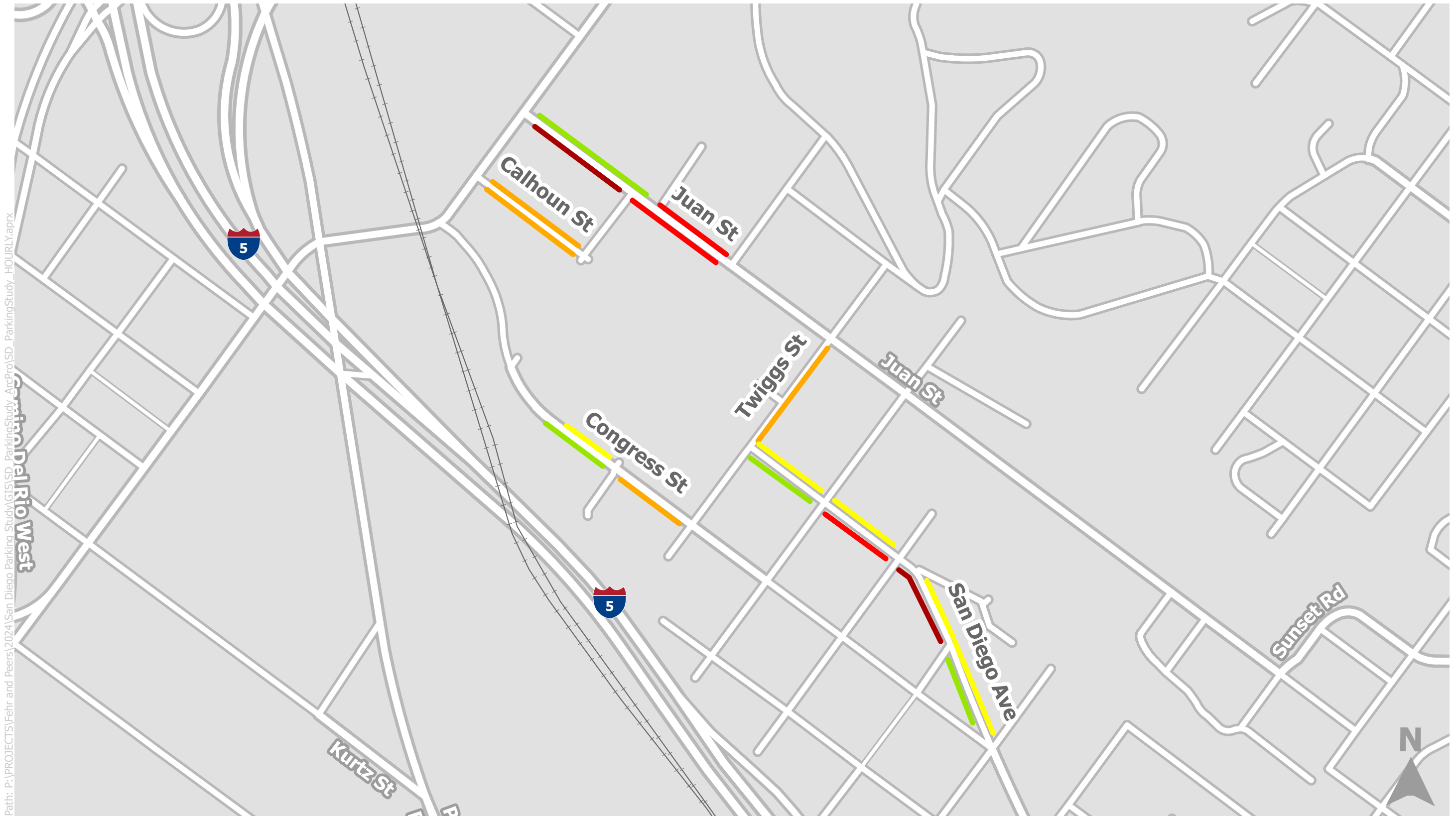


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Old Town
 Thursday Occupancy Percentage - 12 PM
 San Diego Citywide Parking Study

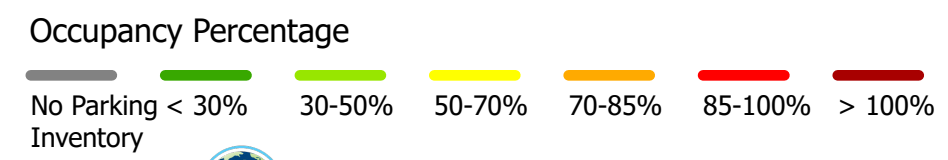
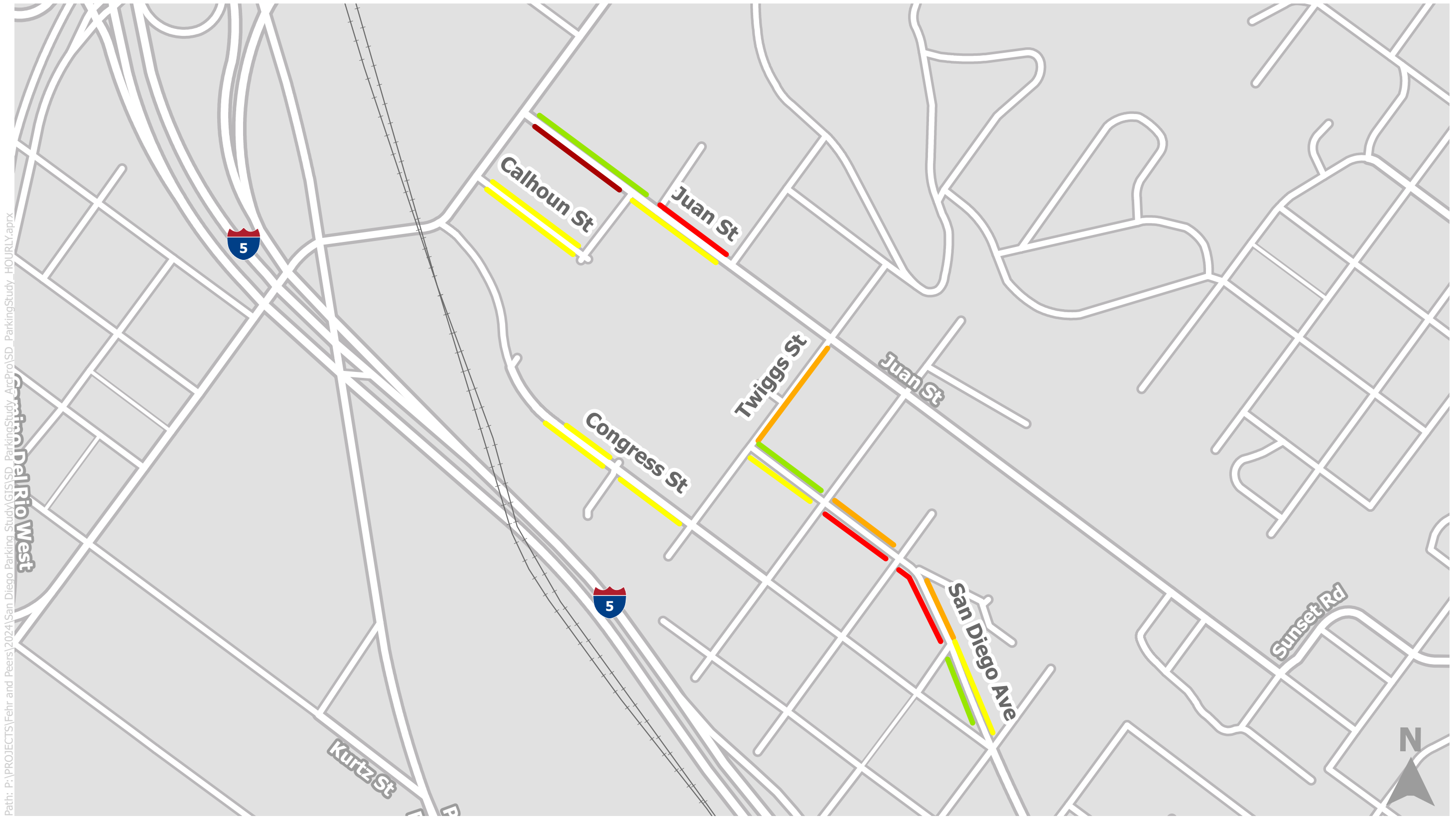
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Old Town
 Thursday Occupancy Percentage - 1 PM
 San Diego Citywide Parking Study



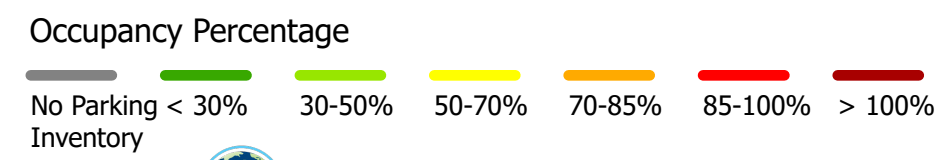
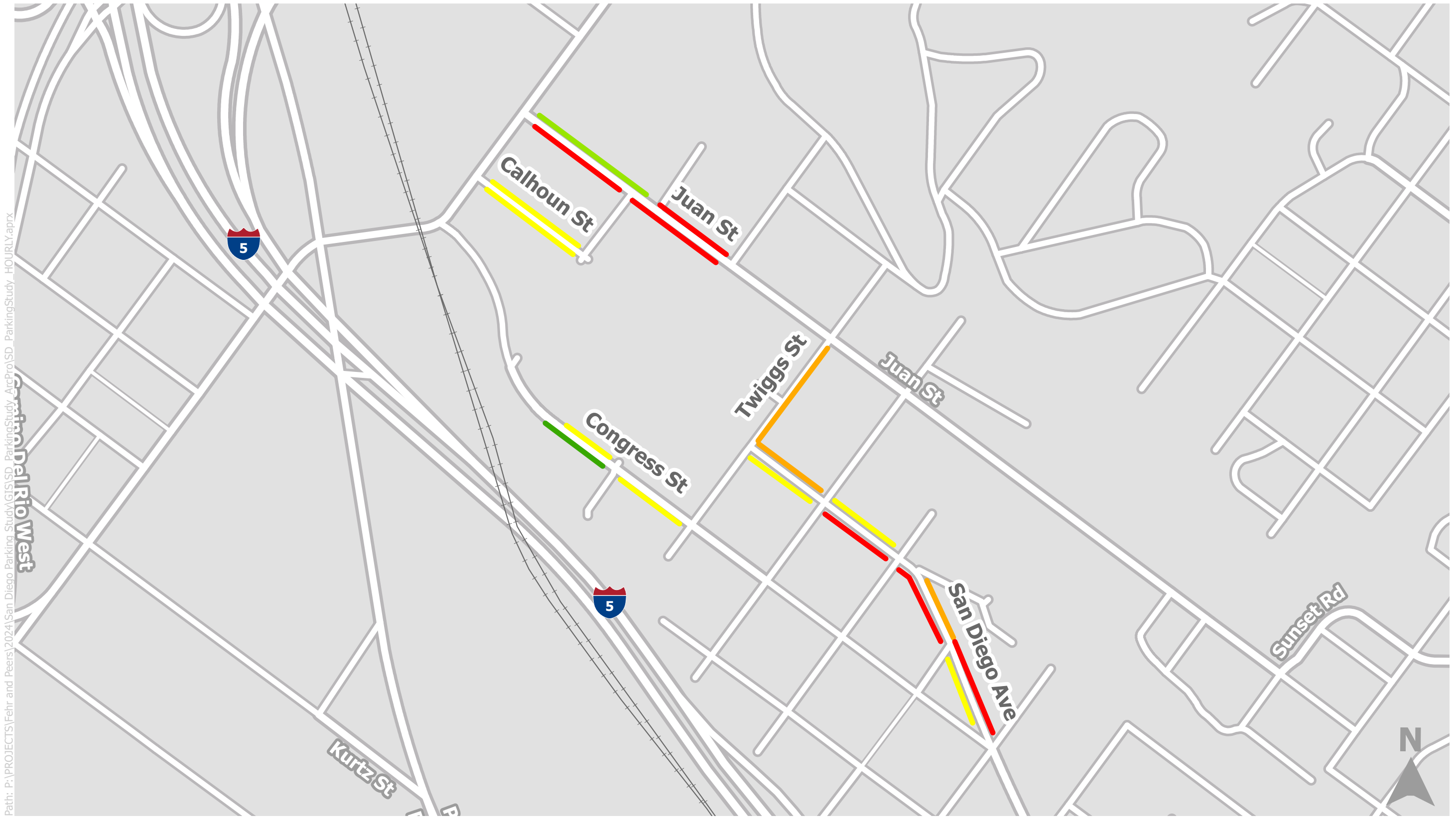
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Old Town
Thursday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



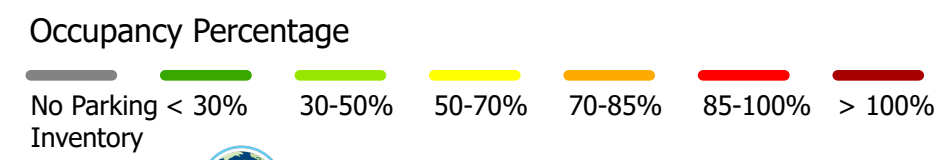
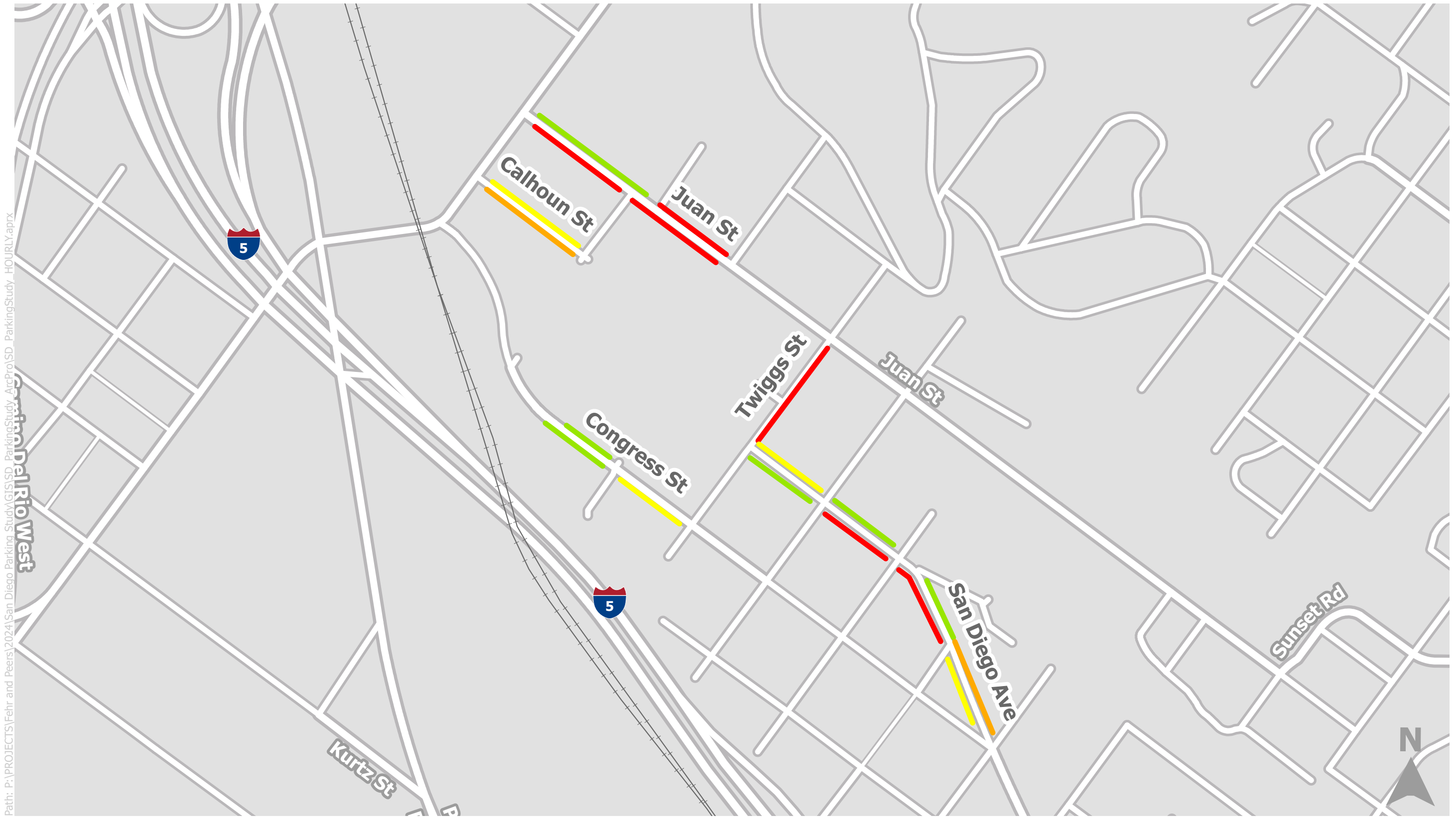
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Old Town
 Thursday Occupancy Percentage - 3 PM
 San Diego Citywide Parking Study



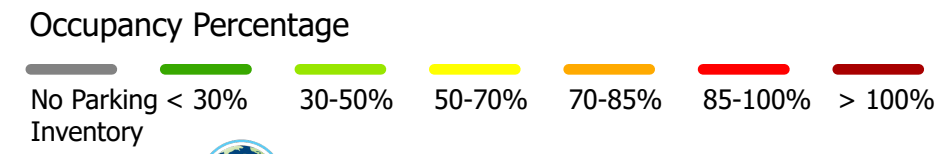
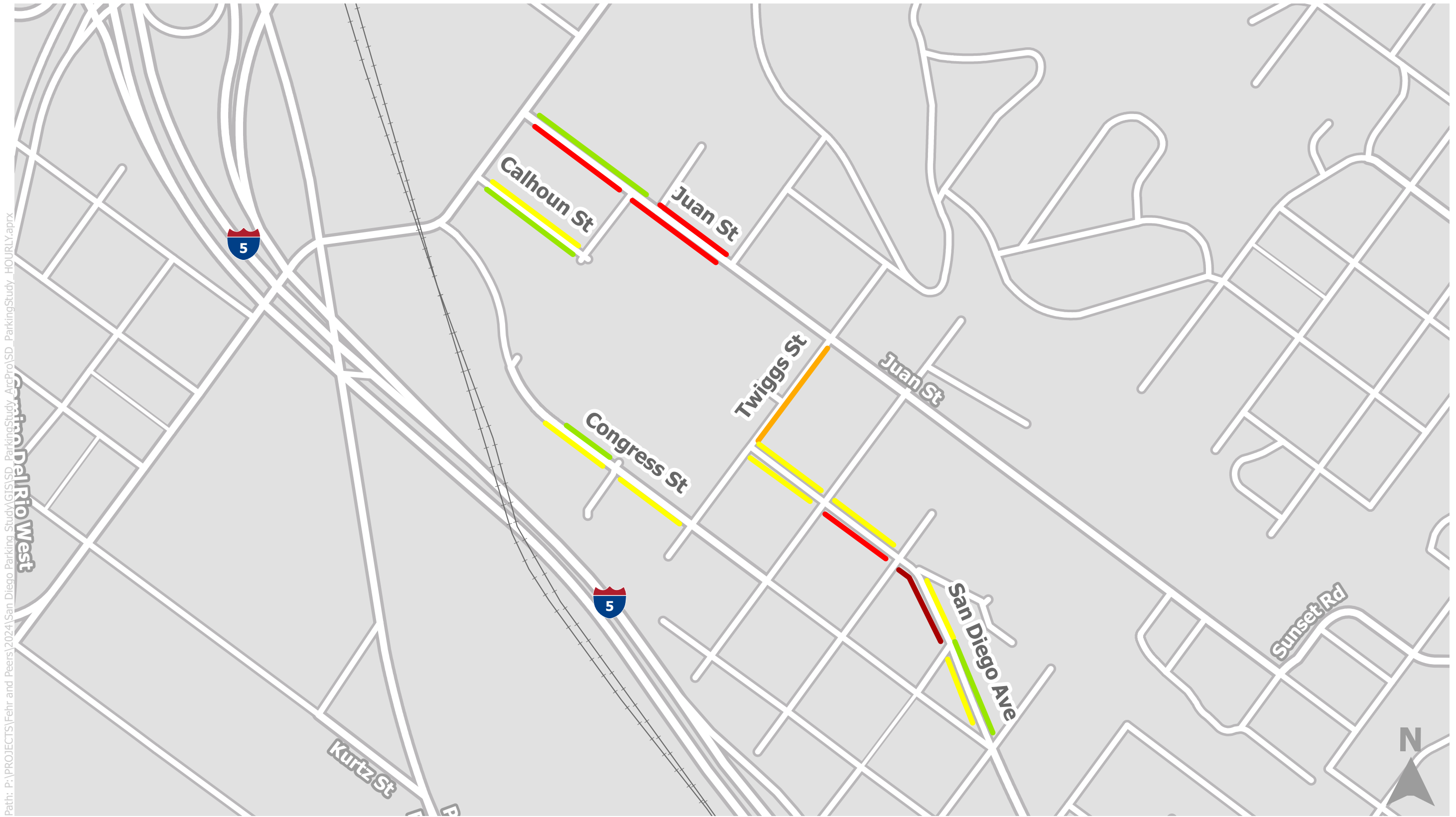
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Old Town
 Thursday Occupancy Percentage - 4 PM
 San Diego Citywide Parking Study



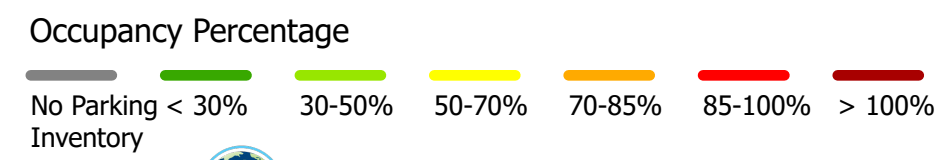
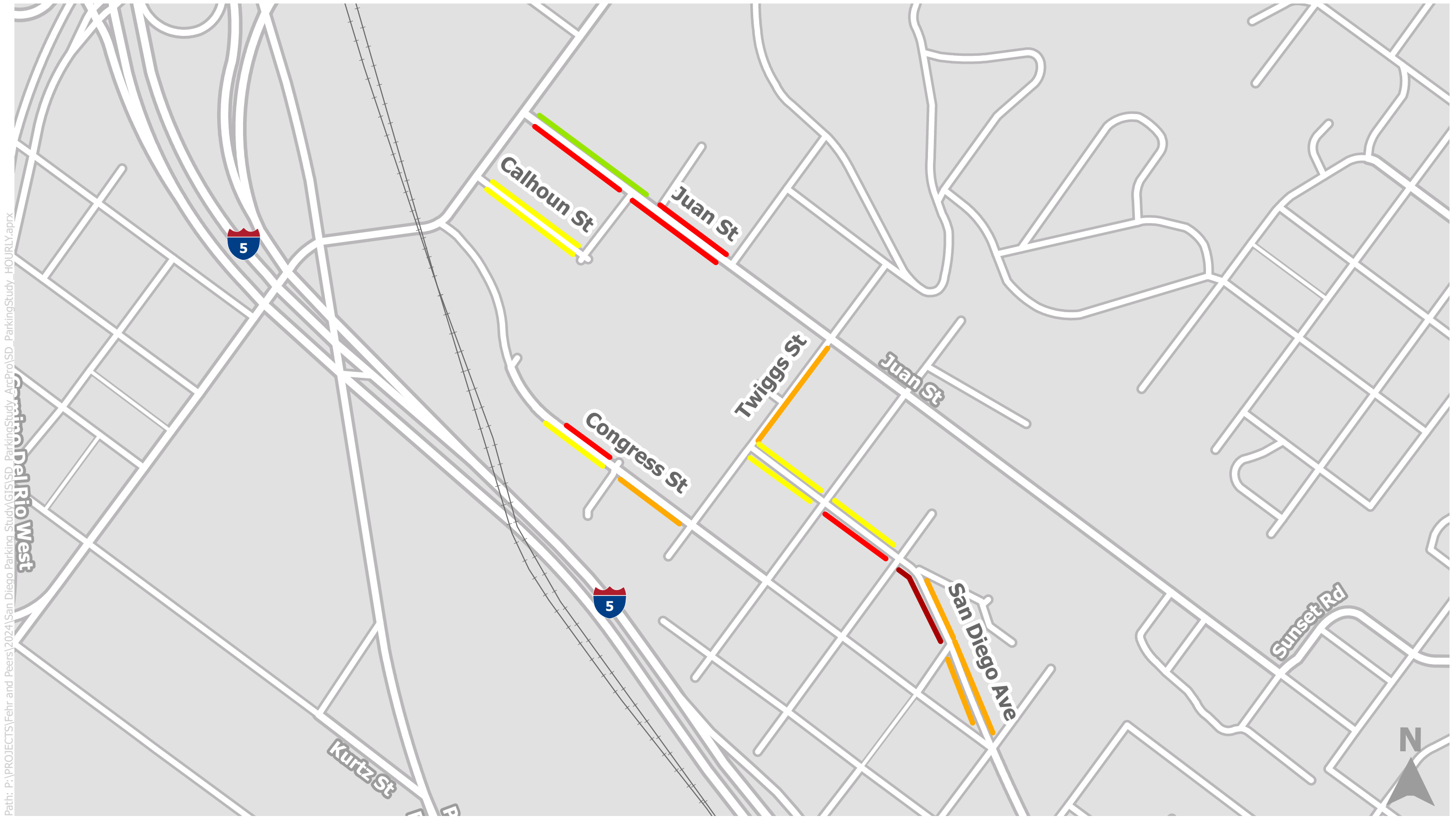
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Old Town
 Thursday Occupancy Percentage - 5 PM
 San Diego Citywide Parking Study



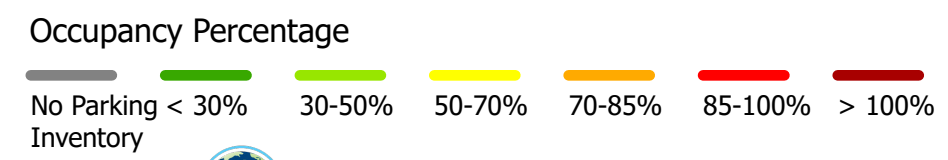
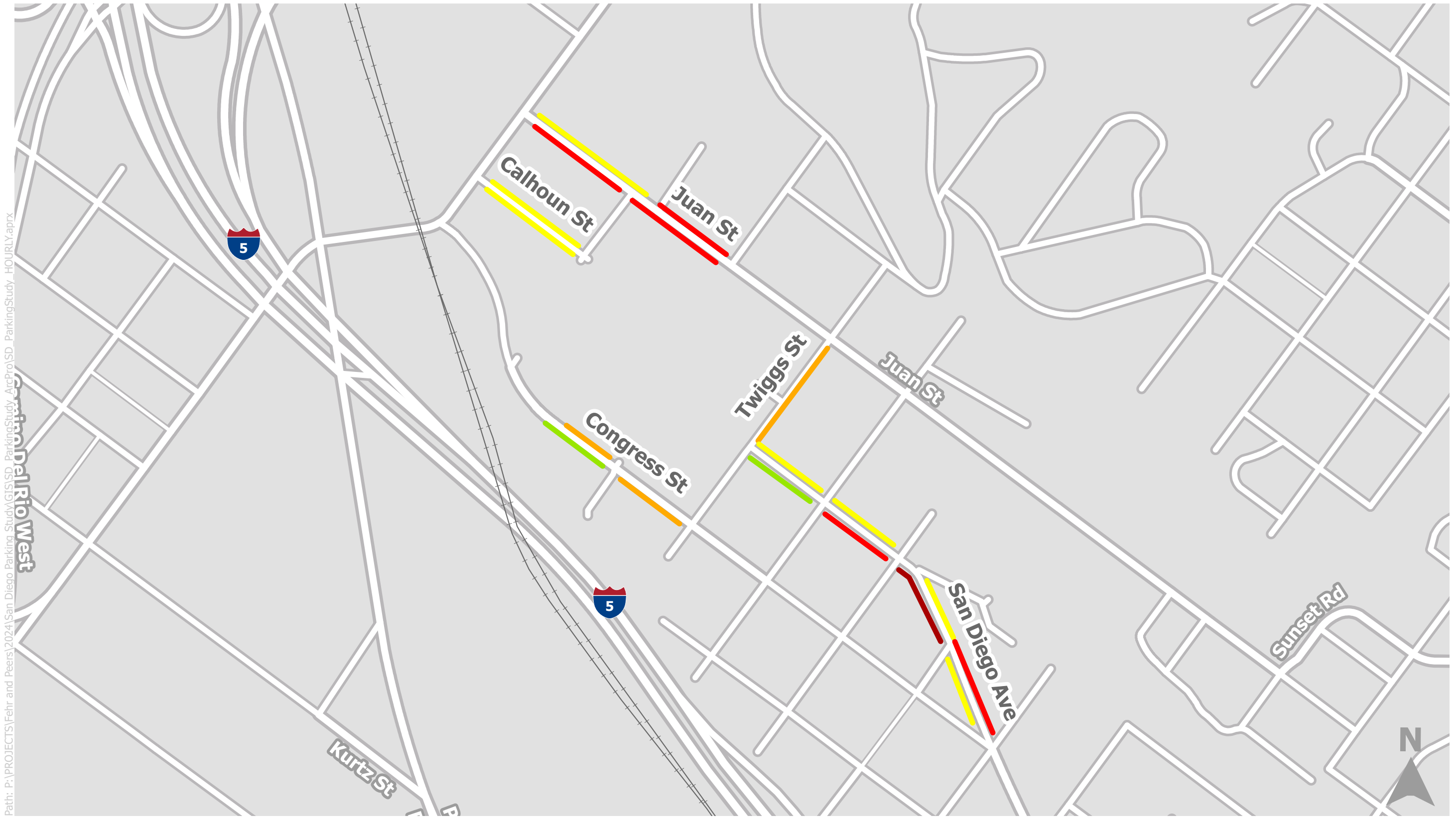
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Old Town
 Thursday Occupancy Percentage - 6 PM
 San Diego Citywide Parking Study



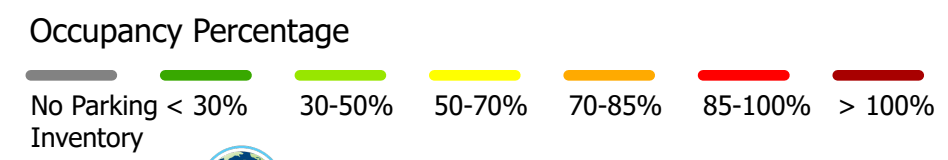
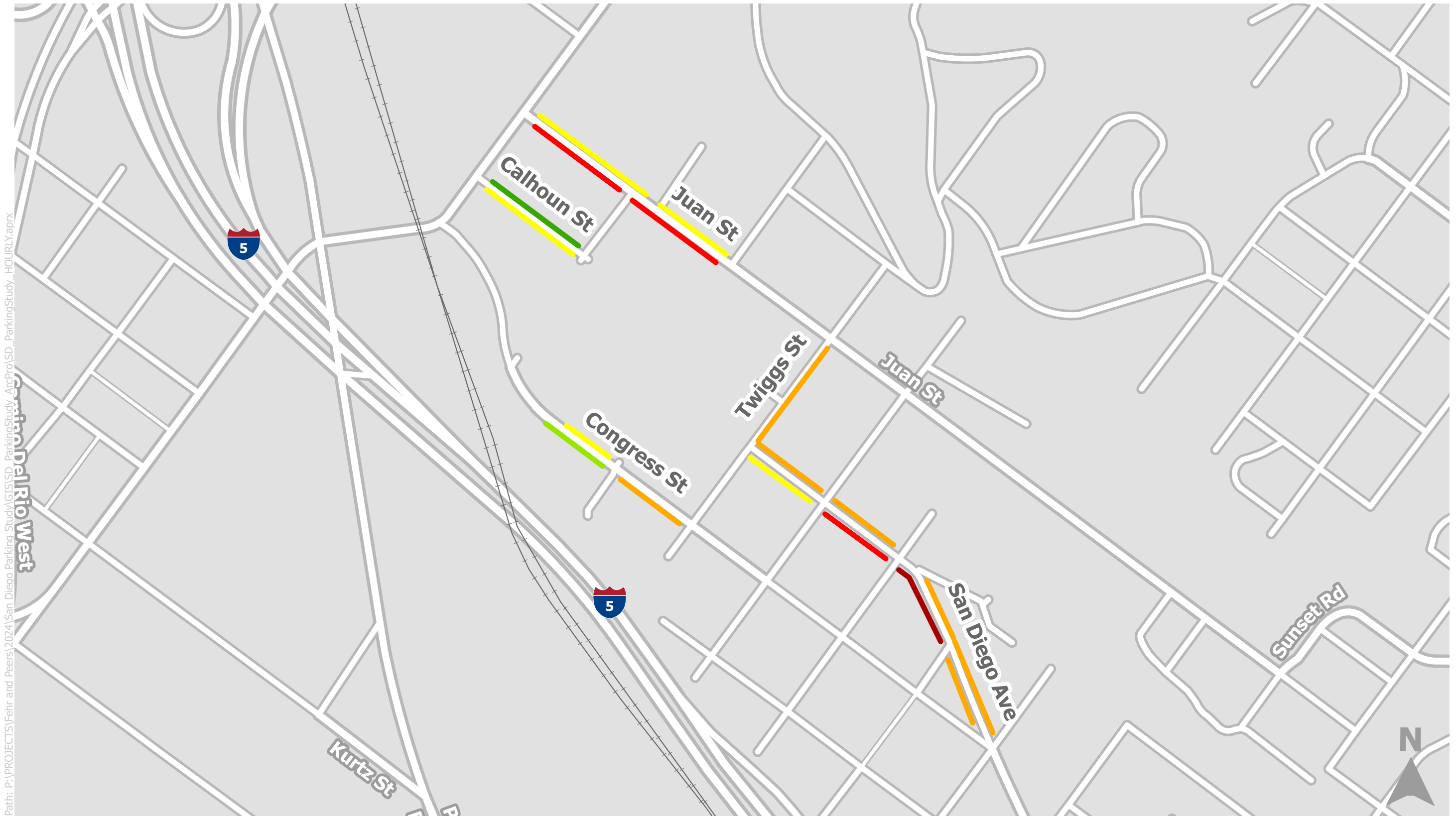
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Old Town
 Thursday Occupancy Percentage - 7 PM
 San Diego Citywide Parking Study



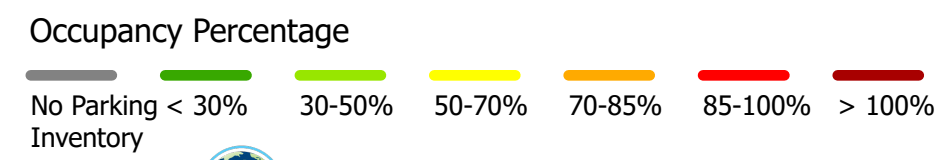
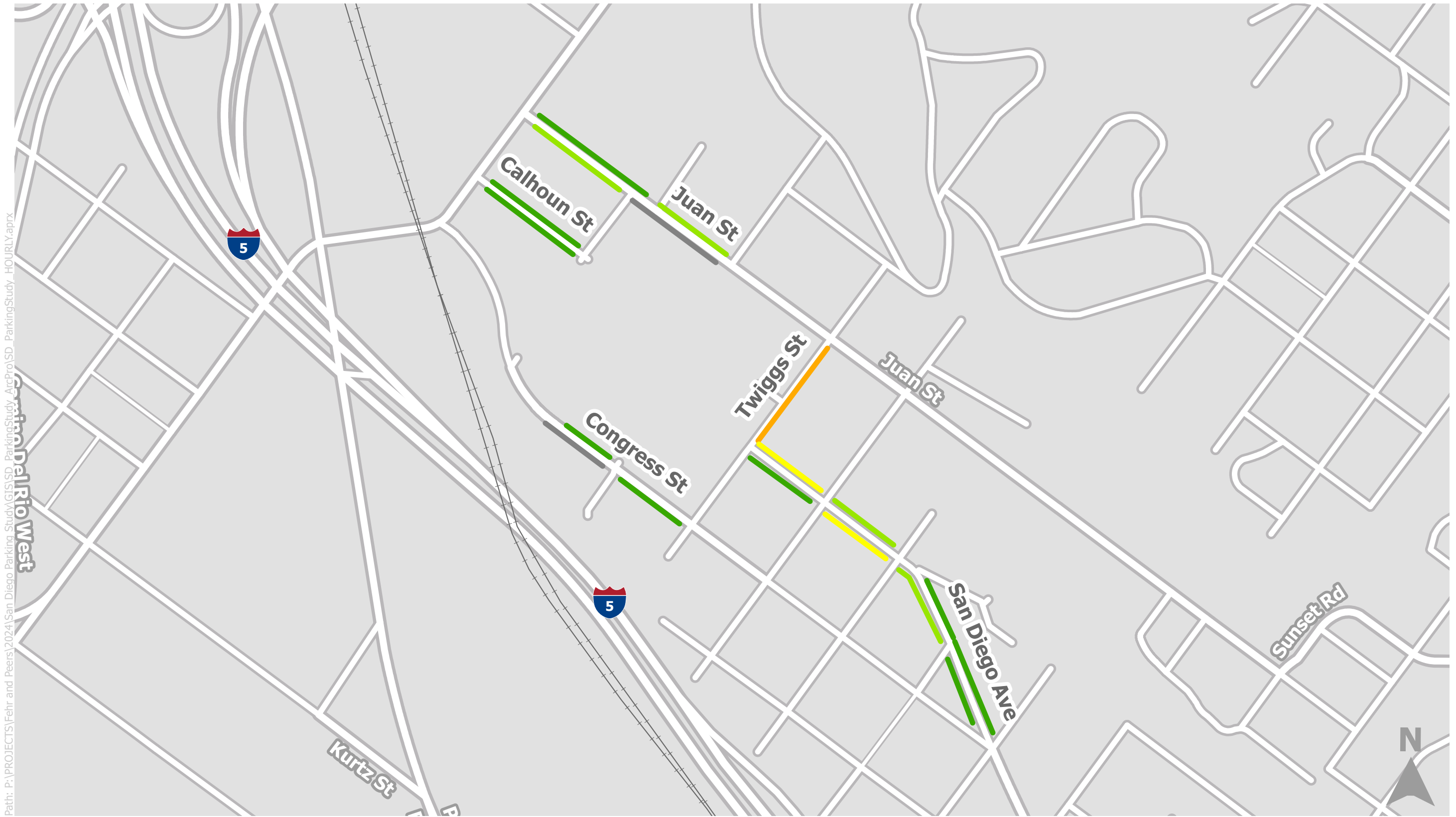
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Old Town
 Thursday Occupancy Percentage - 8 PM
 San Diego Citywide Parking Study



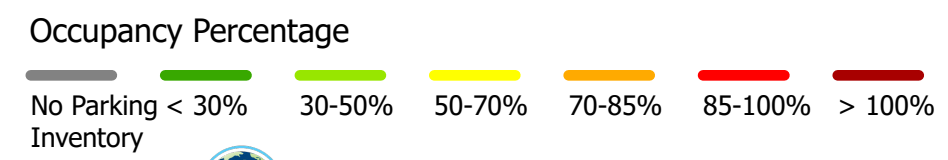
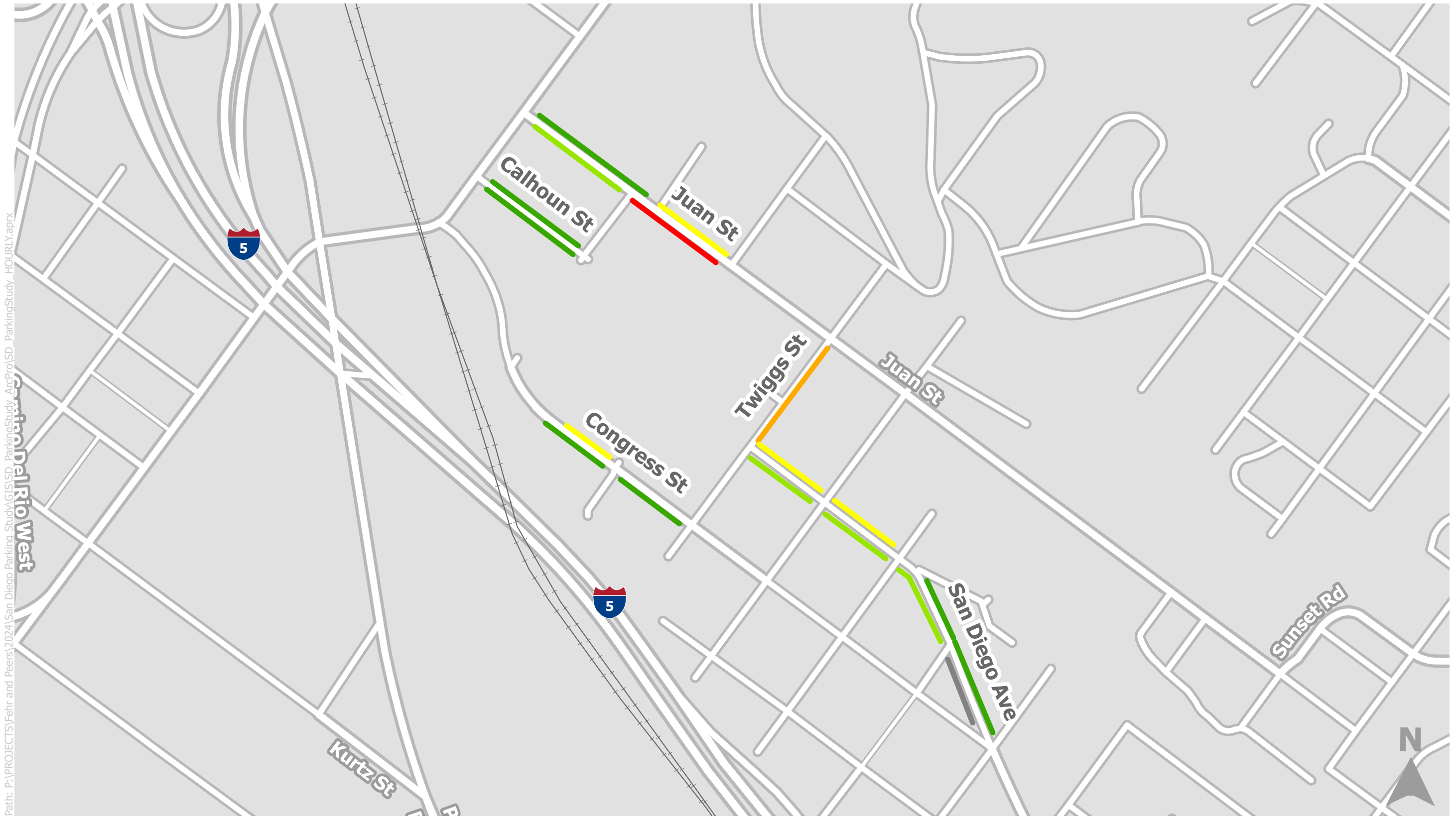
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Old Town
Saturday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



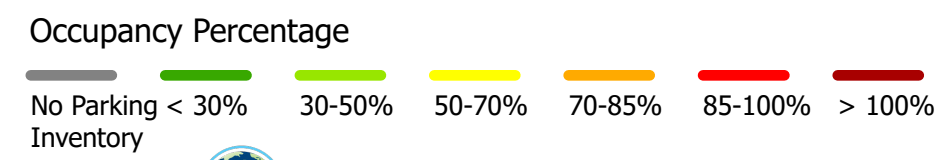
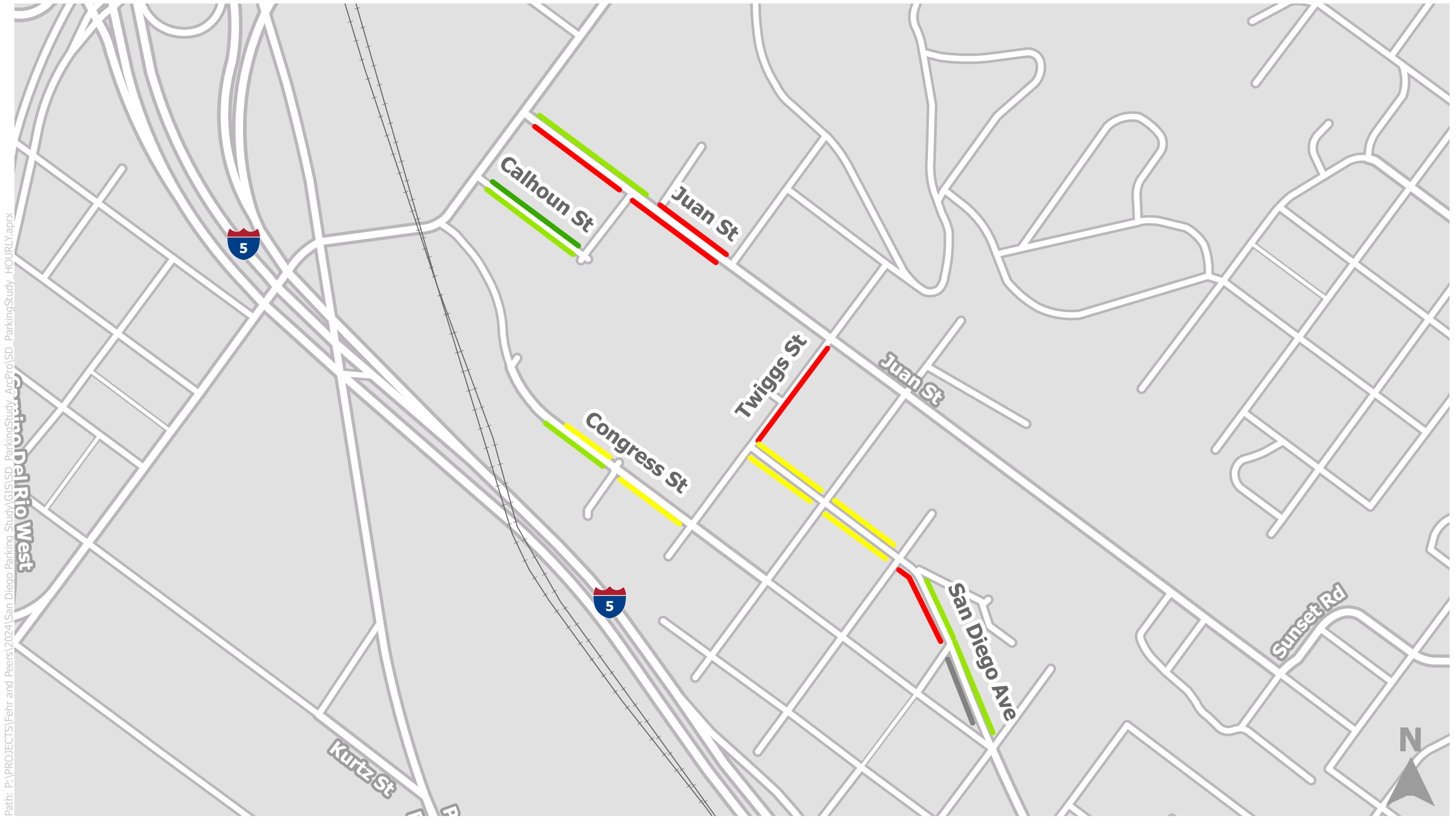
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Old Town
 Saturday Occupancy Percentage - 9 AM
 San Diego Citywide Parking Study



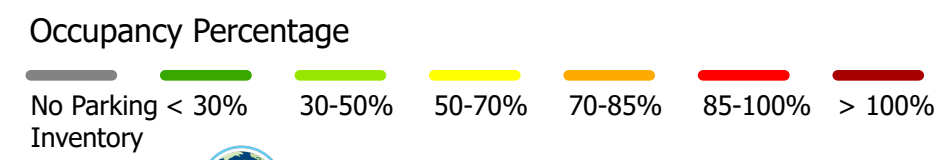
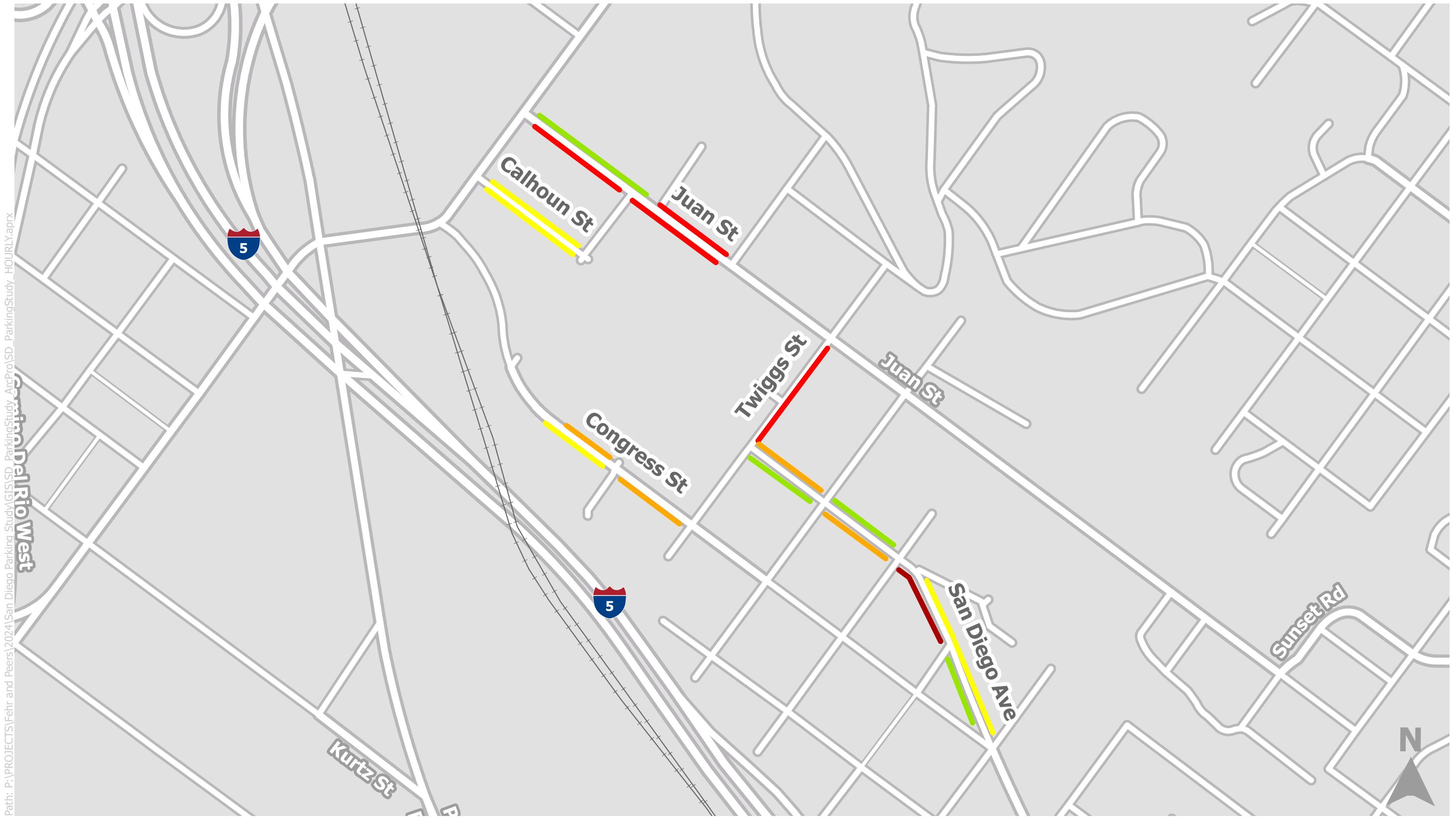
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Old Town
 Saturday Occupancy Percentage - 10 AM
 San Diego Citywide Parking Study



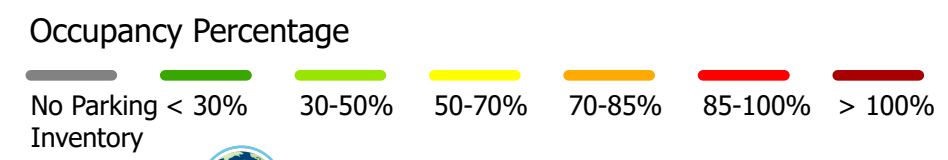
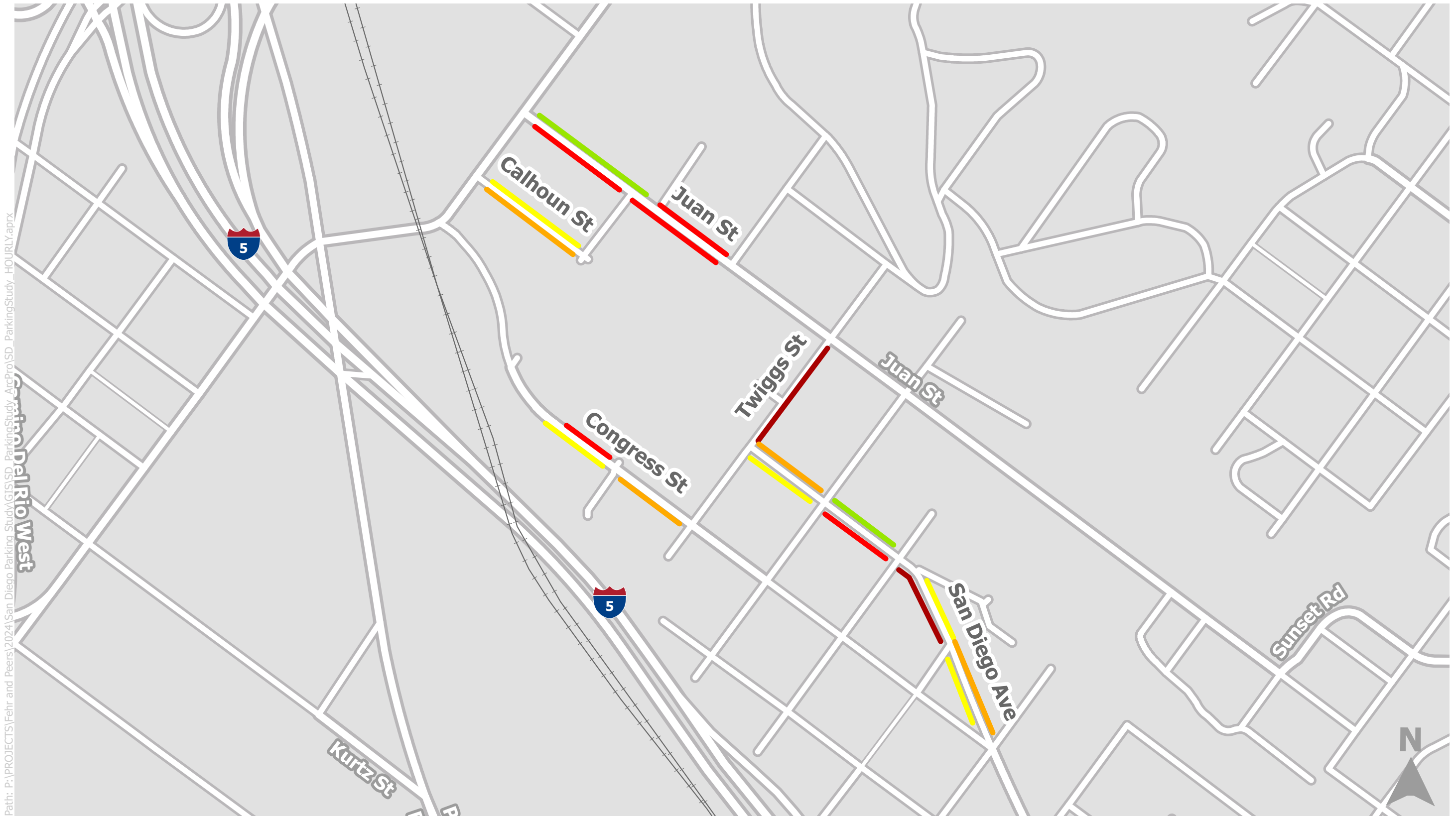
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Old Town
 Saturday Occupancy Percentage - 11 AM
 San Diego Citywide Parking Study



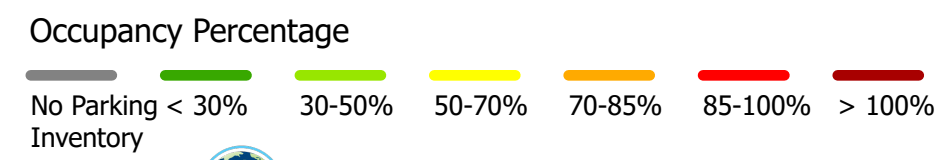
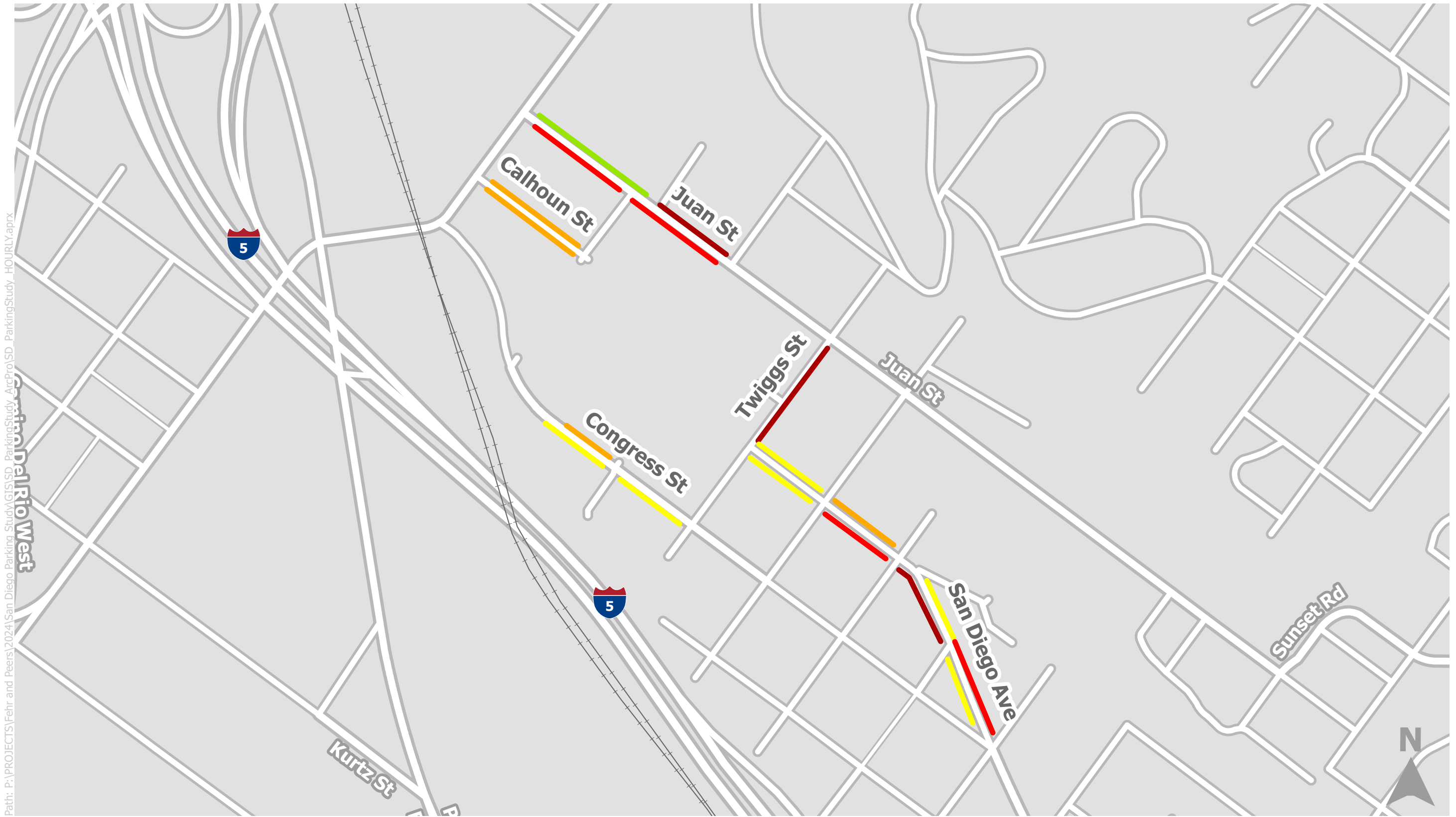
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Old Town
 Saturday Occupancy Percentage - 12 PM
 San Diego Citywide Parking Study



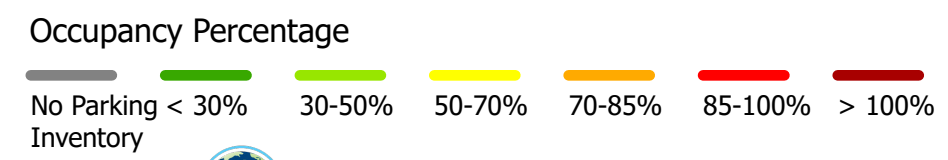
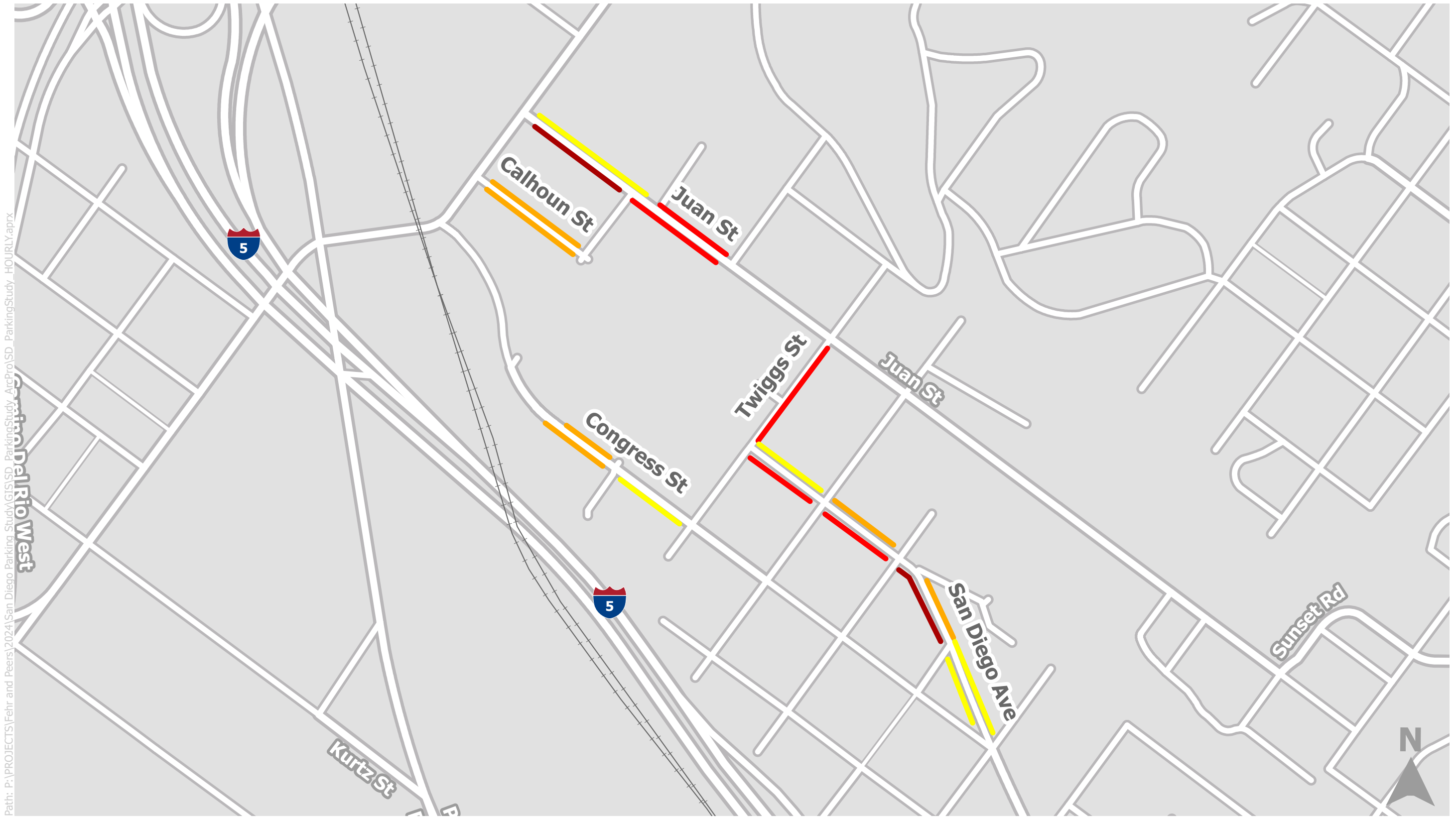
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Old Town
 Saturday Occupancy Percentage - 1 PM
 San Diego Citywide Parking Study



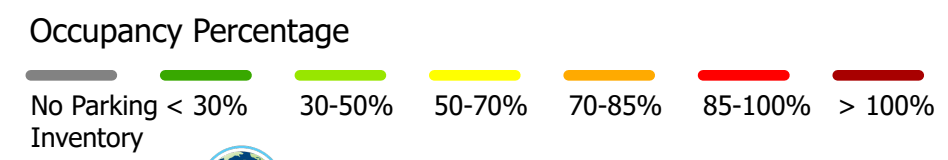
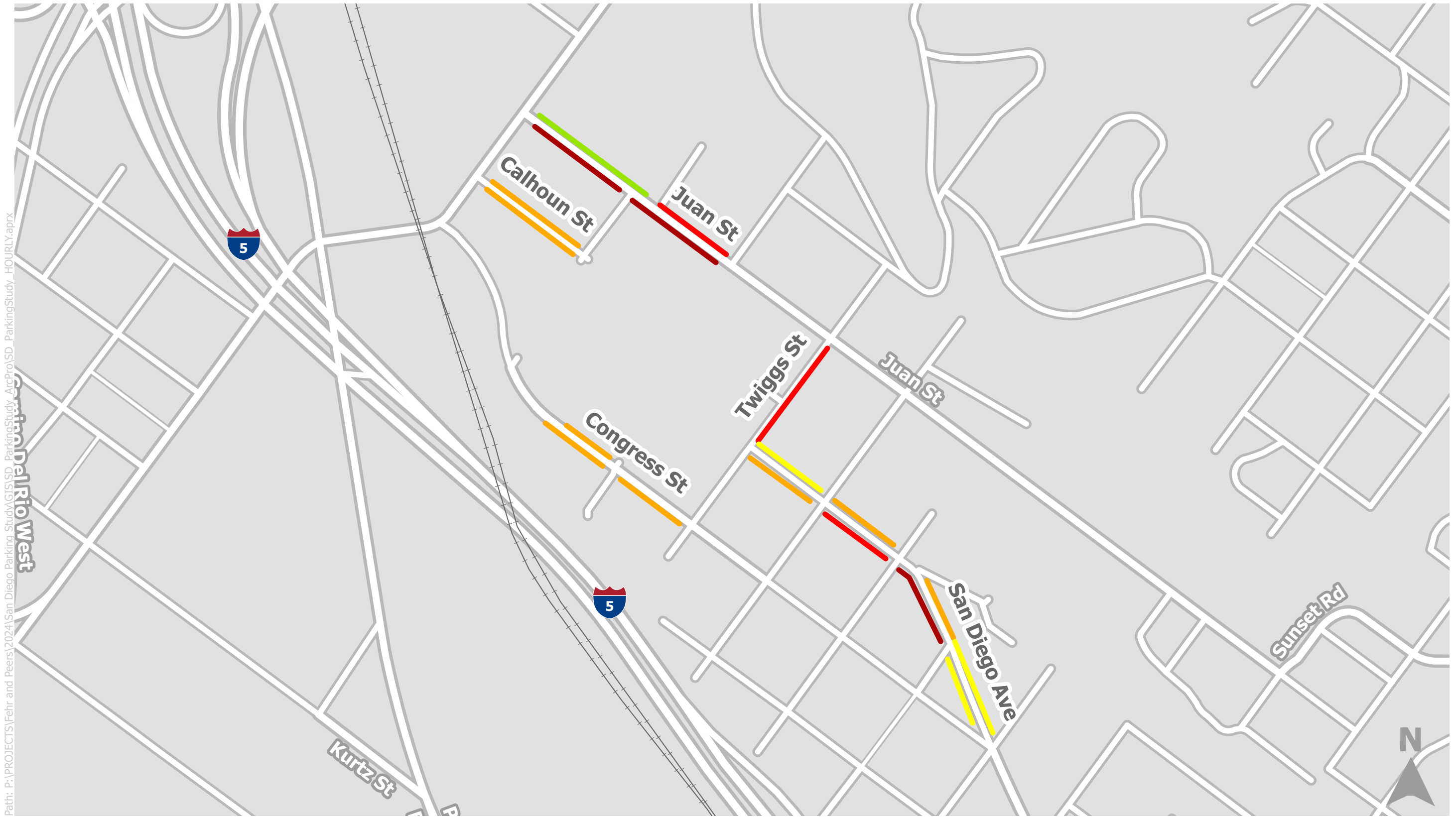
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Old Town
Saturday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



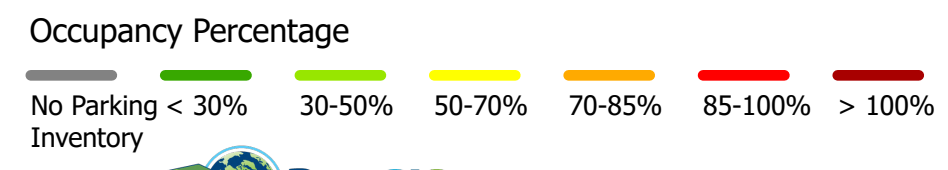
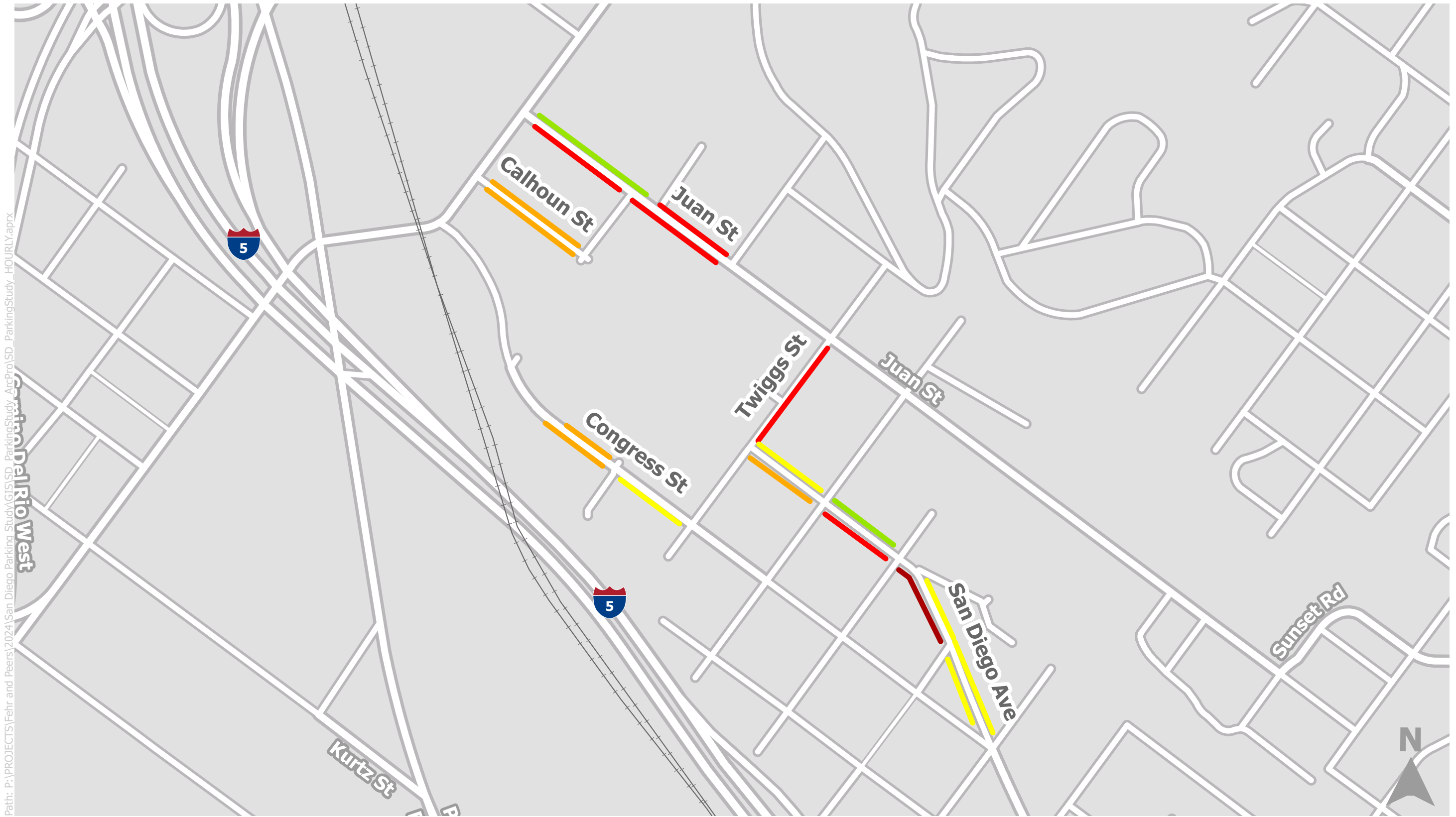
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Old Town
 Saturday Occupancy Percentage - 3 PM
 San Diego Citywide Parking Study



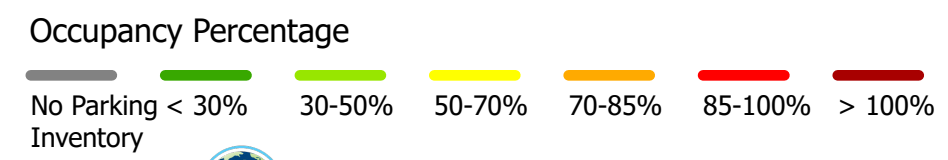
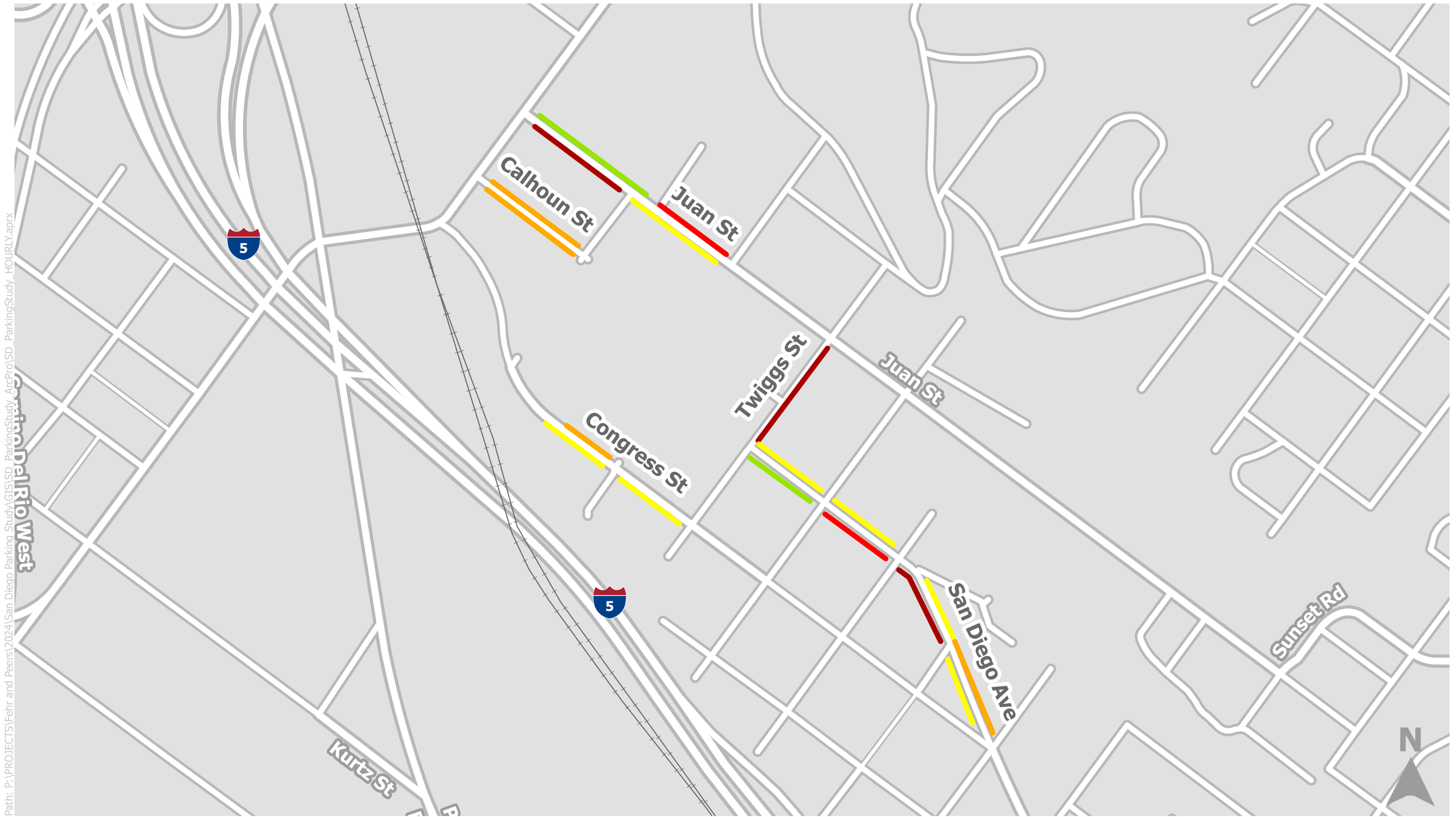
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Old Town
Saturday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



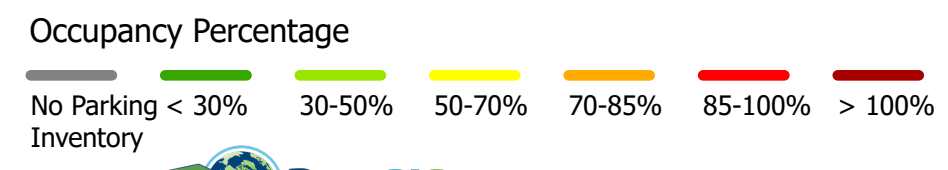
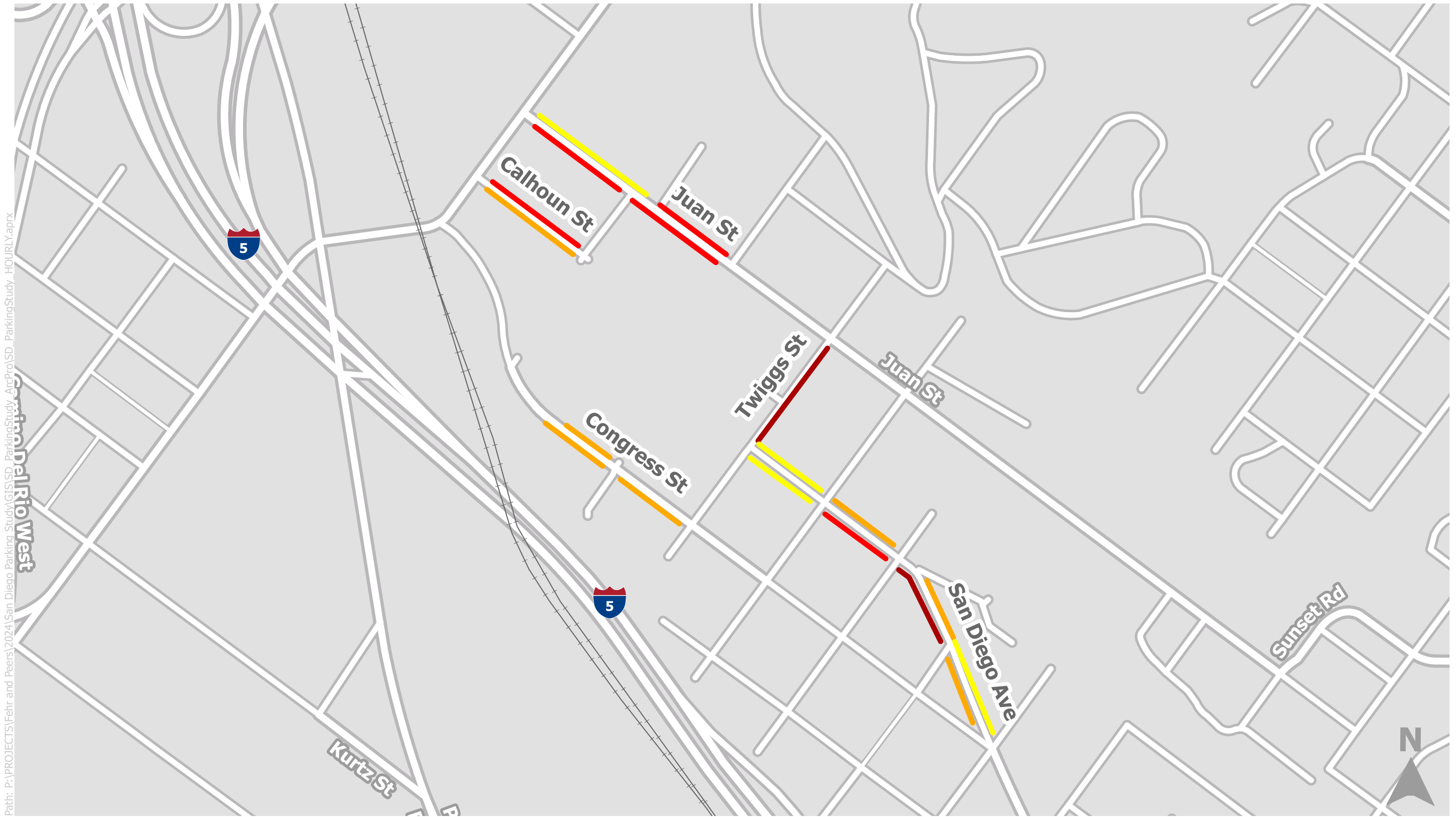
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Old Town
Saturday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



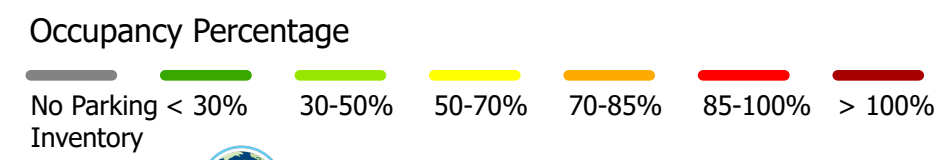
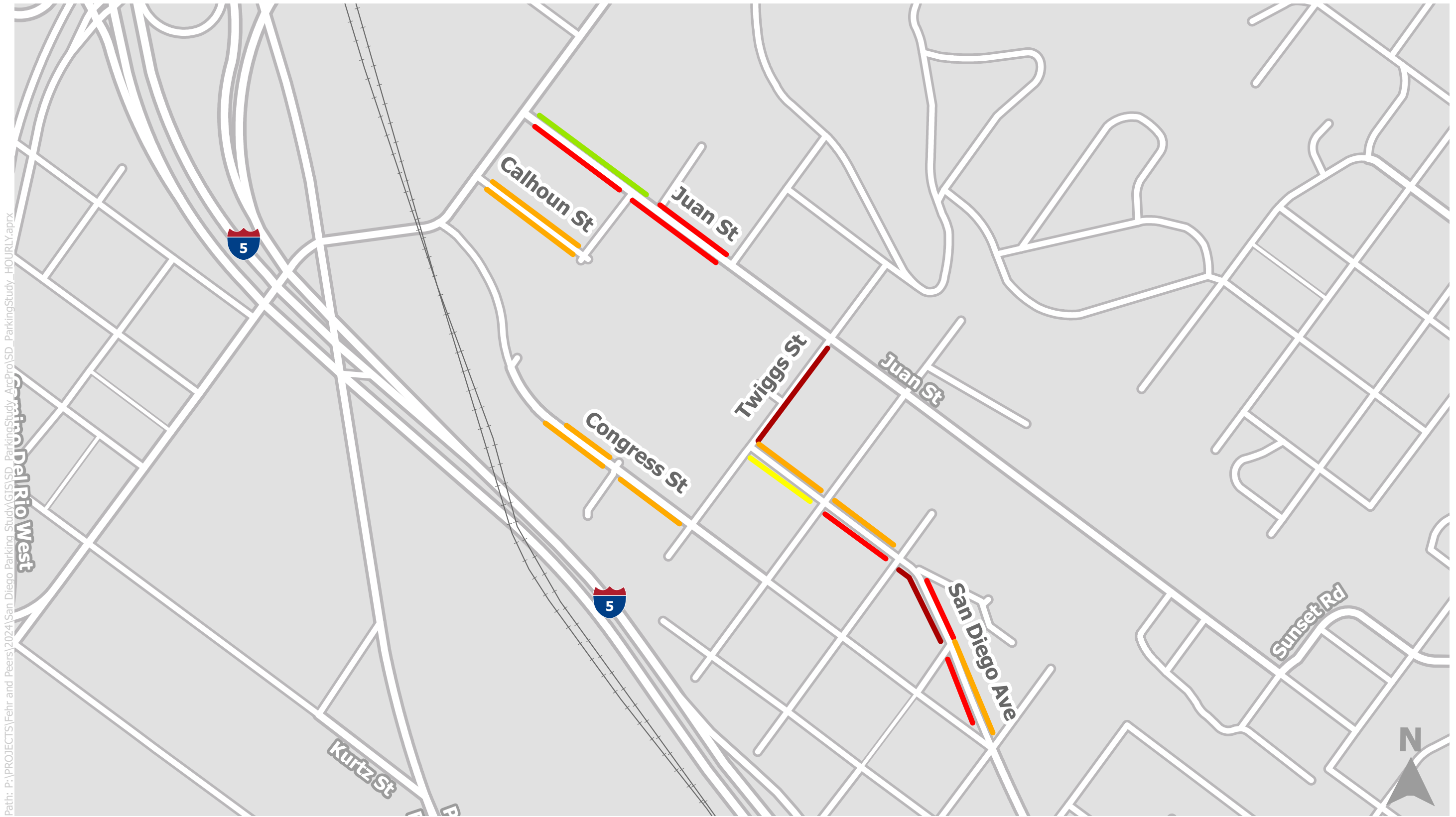
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Old Town
Saturday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



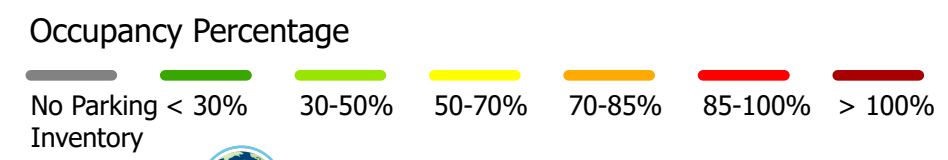
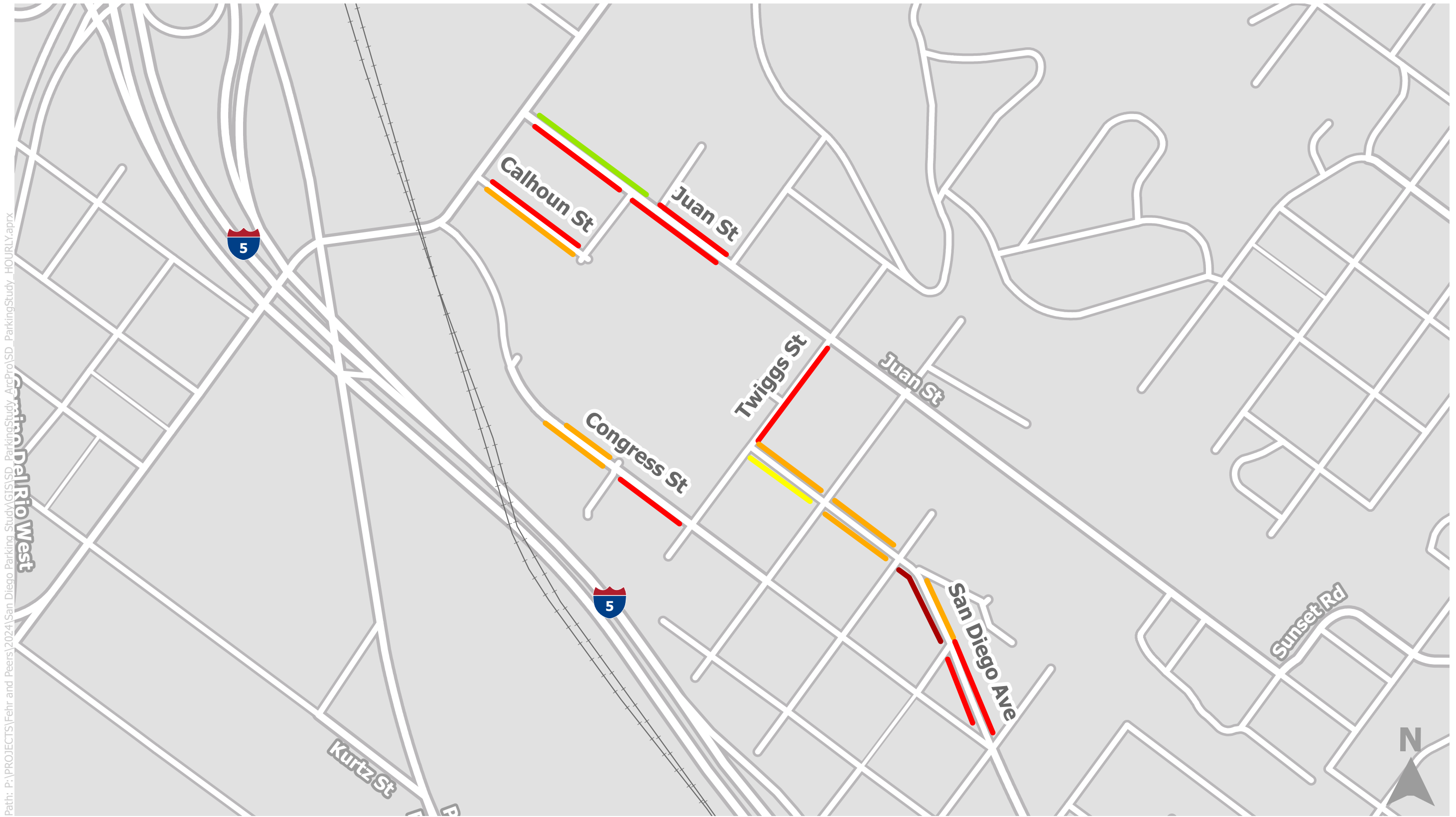
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Old Town
 Saturday Occupancy Percentage - 7 PM
 San Diego Citywide Parking Study



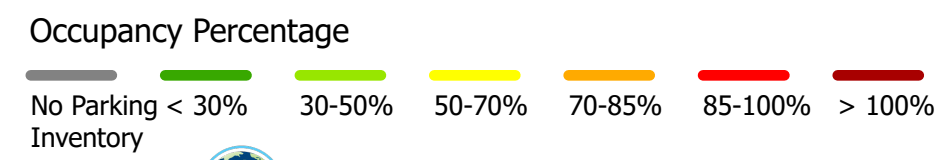
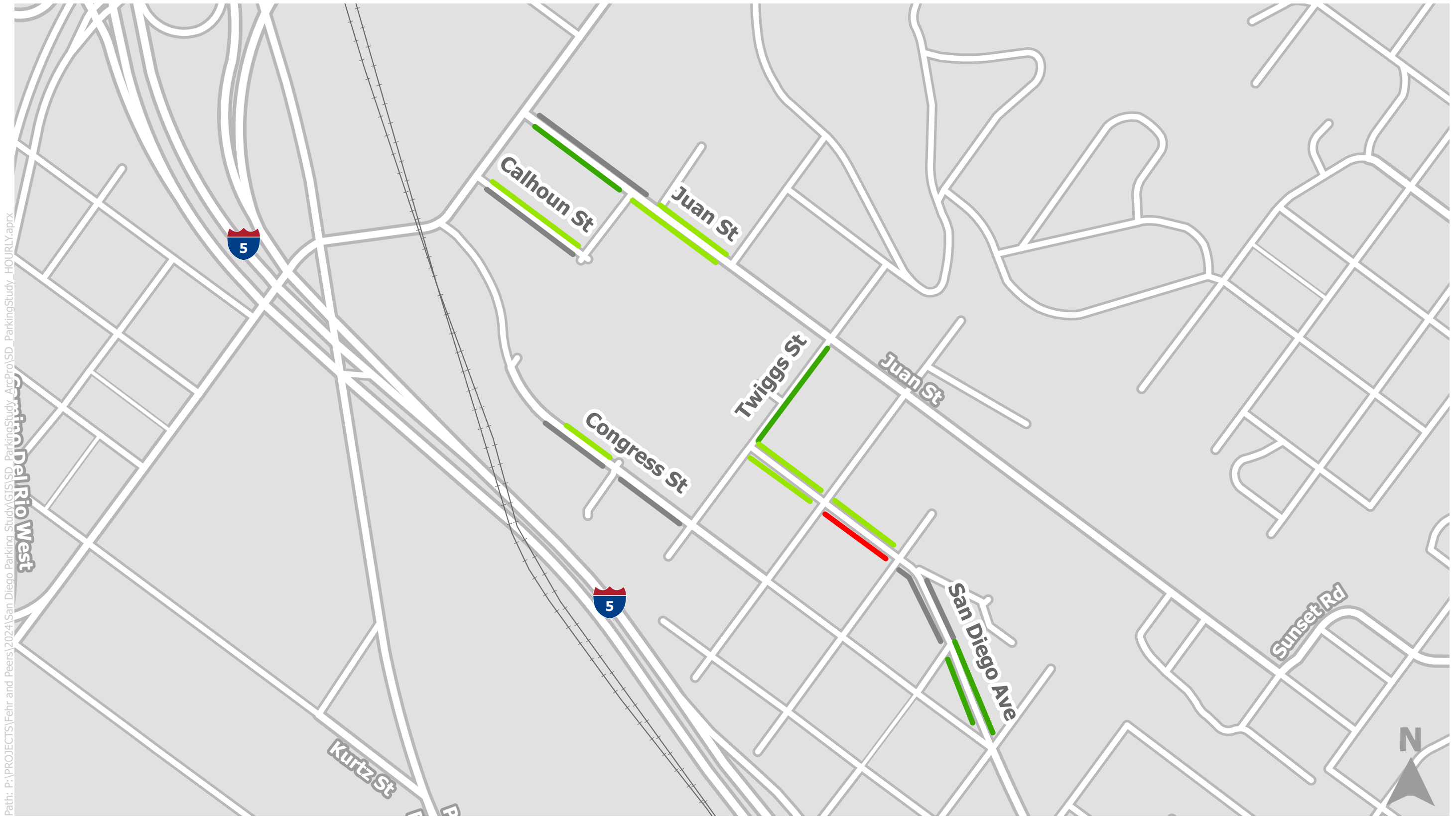
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Old Town
Saturday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



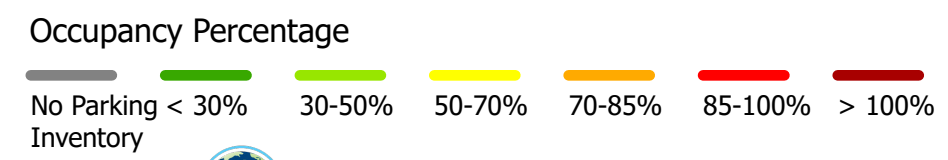
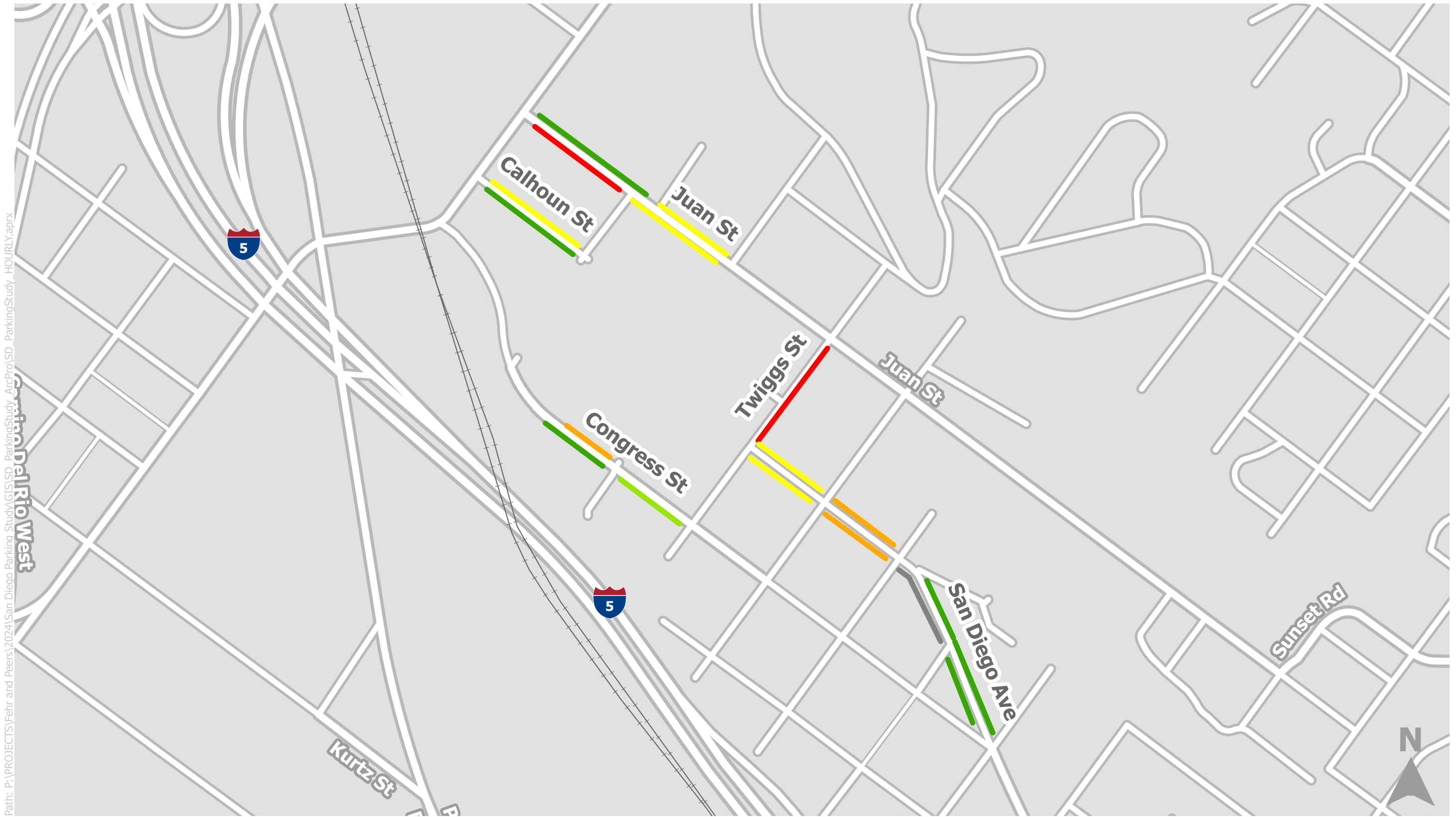
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Old Town
 Sunday Occupancy Percentage - 8 AM
 San Diego Citywide Parking Study



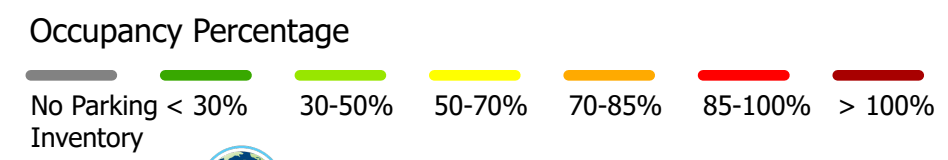
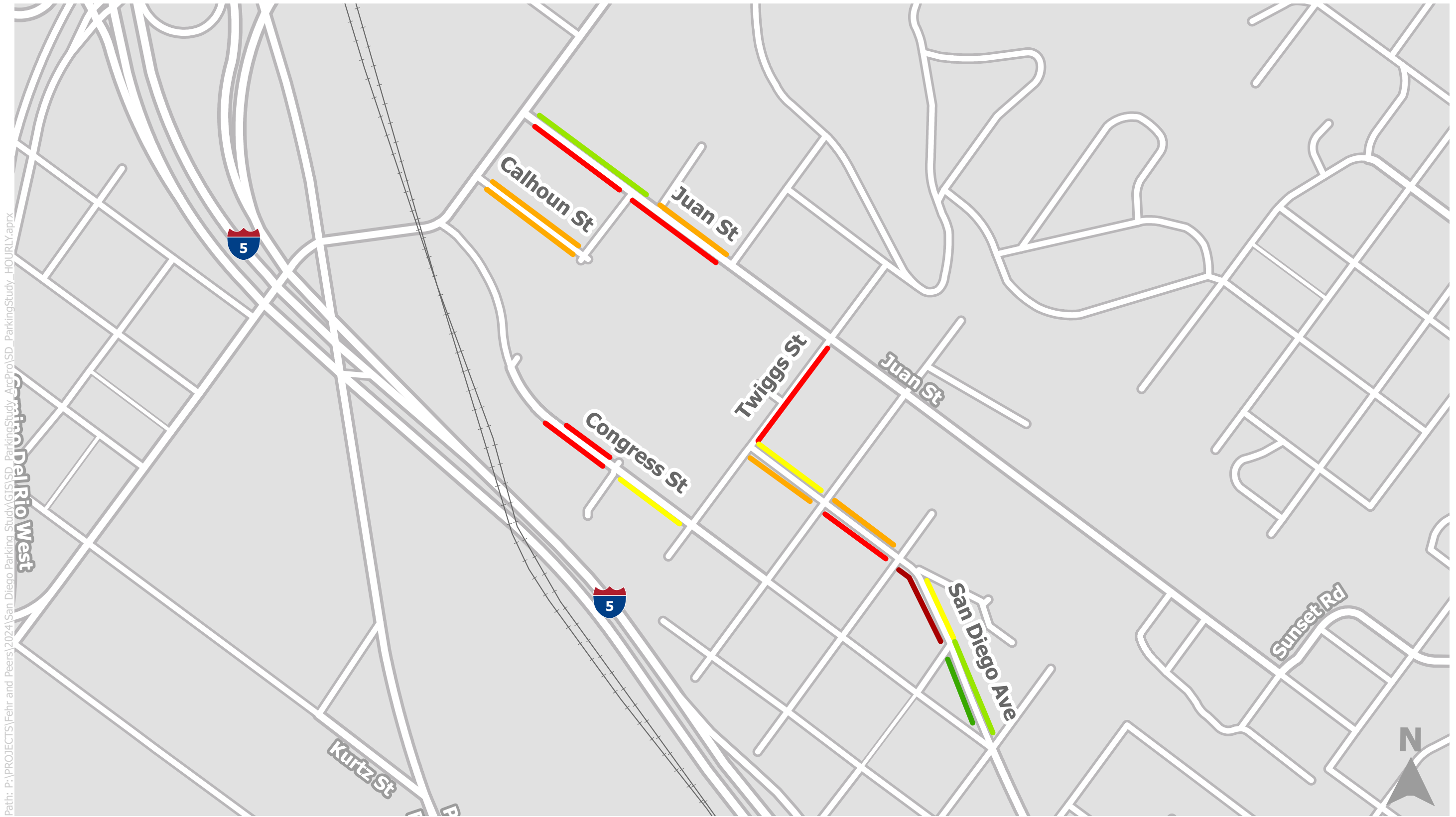
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Old Town
 Sunday Occupancy Percentage - 9 AM
 San Diego Citywide Parking Study



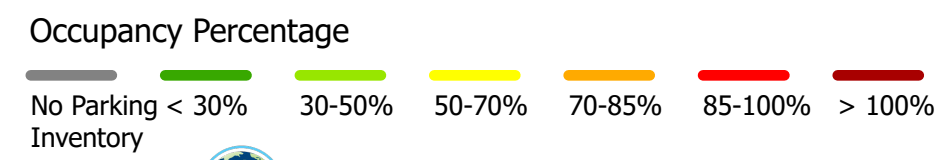
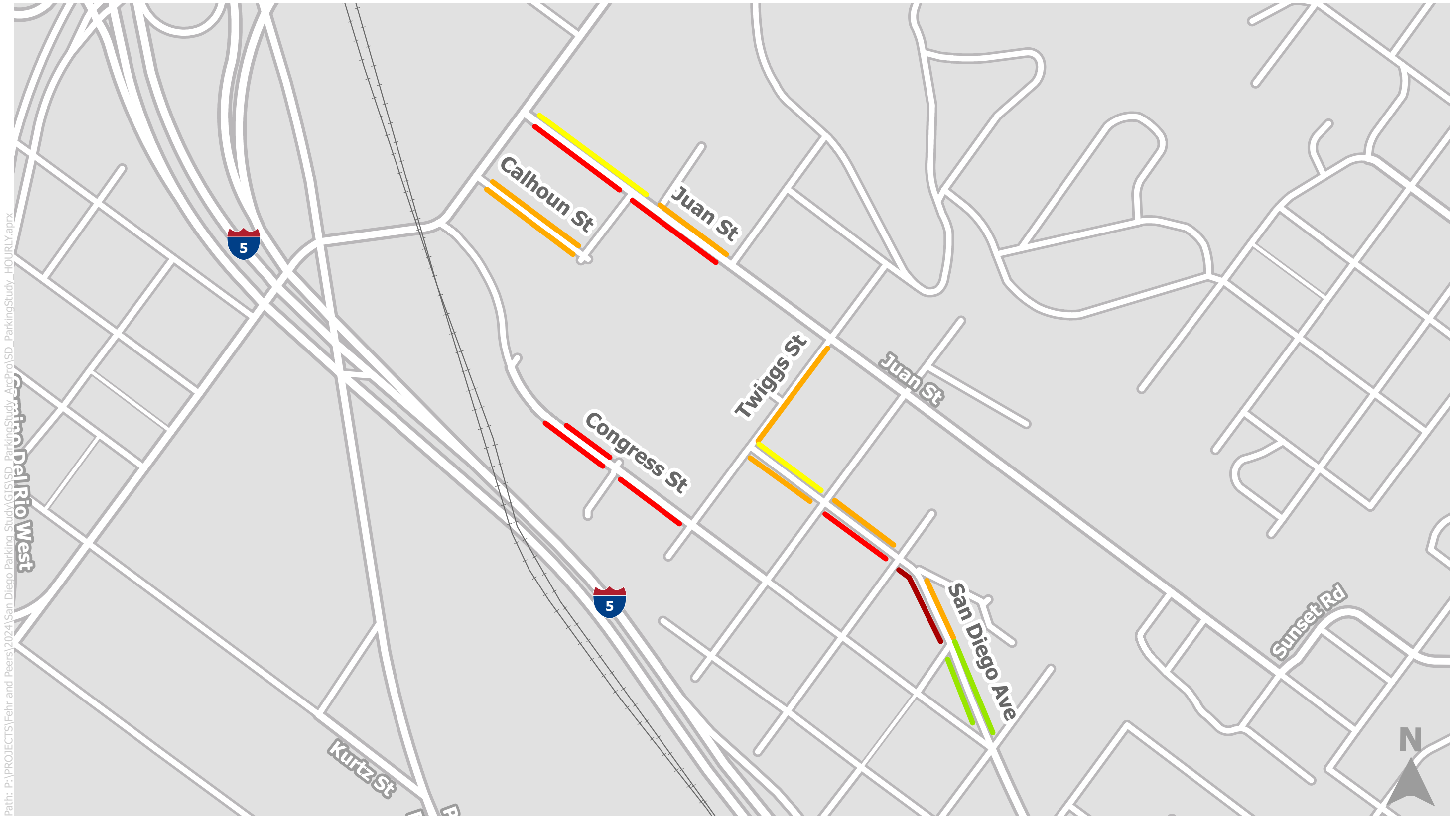
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Old Town
 Sunday Occupancy Percentage - 10 AM
 San Diego Citywide Parking Study



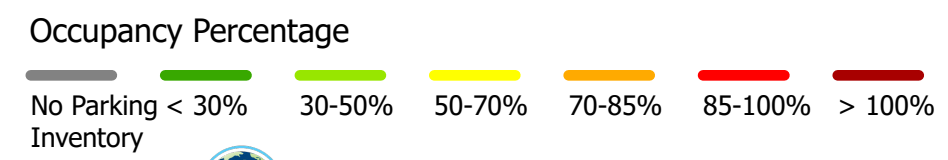
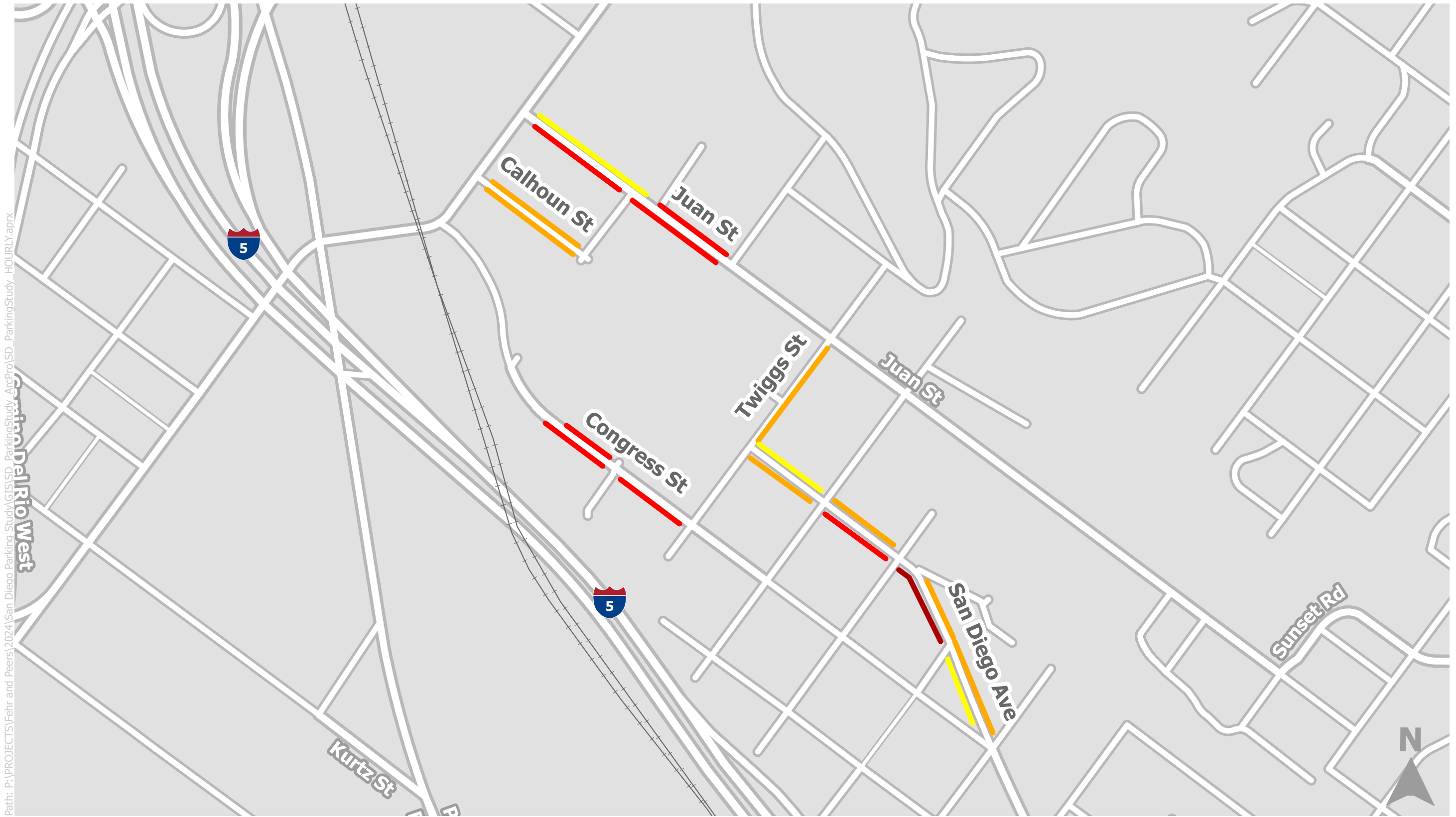
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Old Town
 Sunday Occupancy Percentage - 11 AM
 San Diego Citywide Parking Study



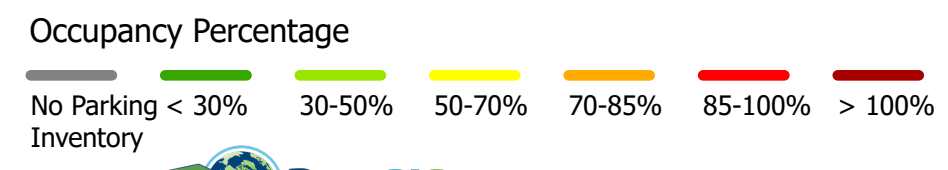
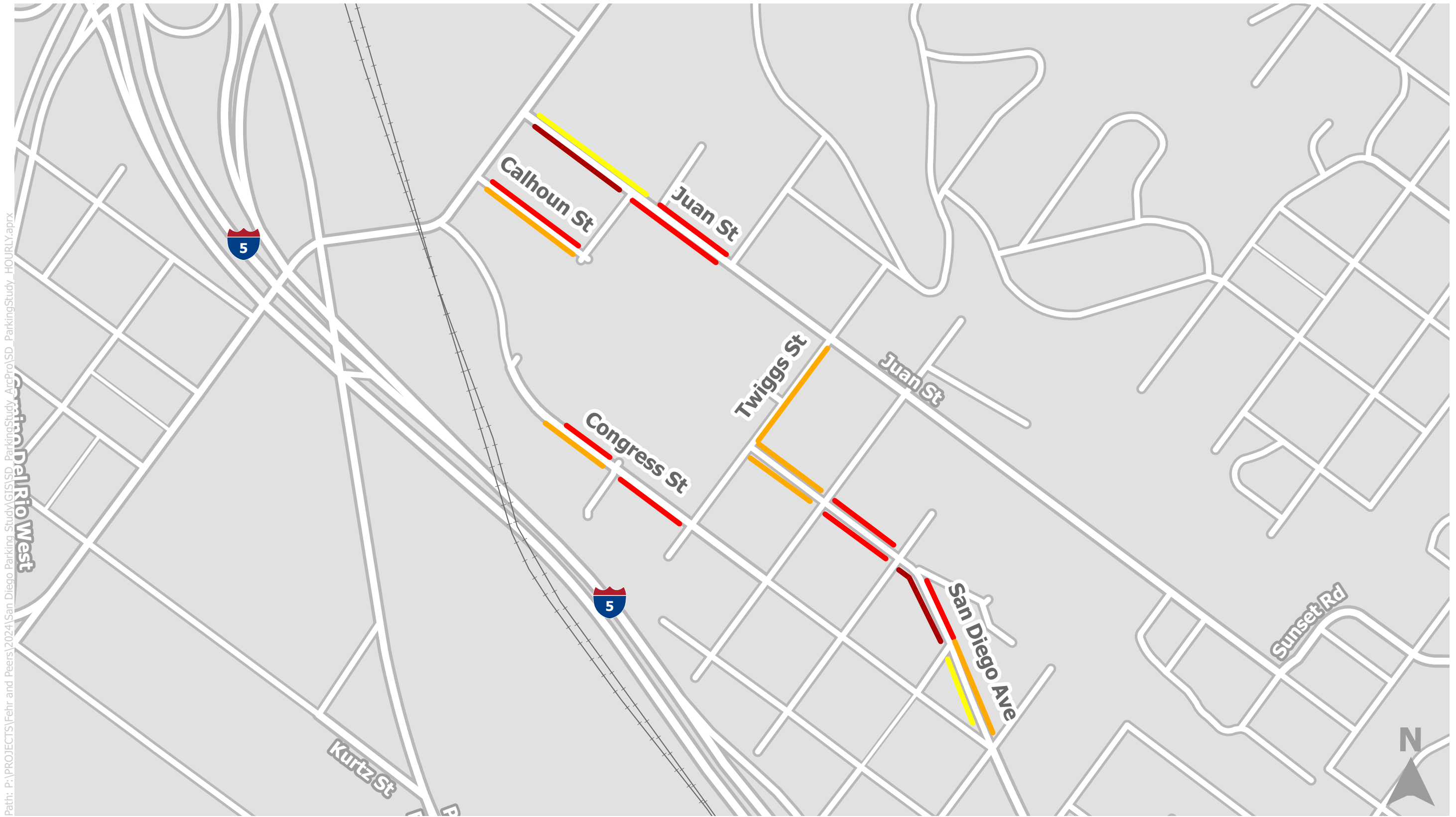
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Old Town
 Sunday Occupancy Percentage - 12 PM
 San Diego Citywide Parking Study



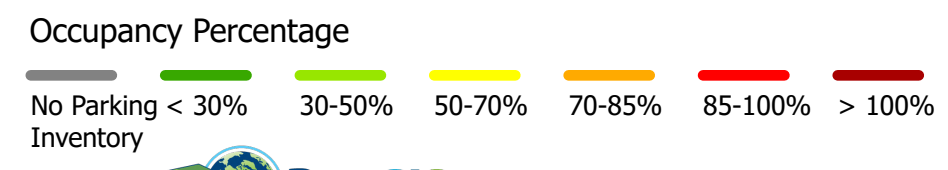
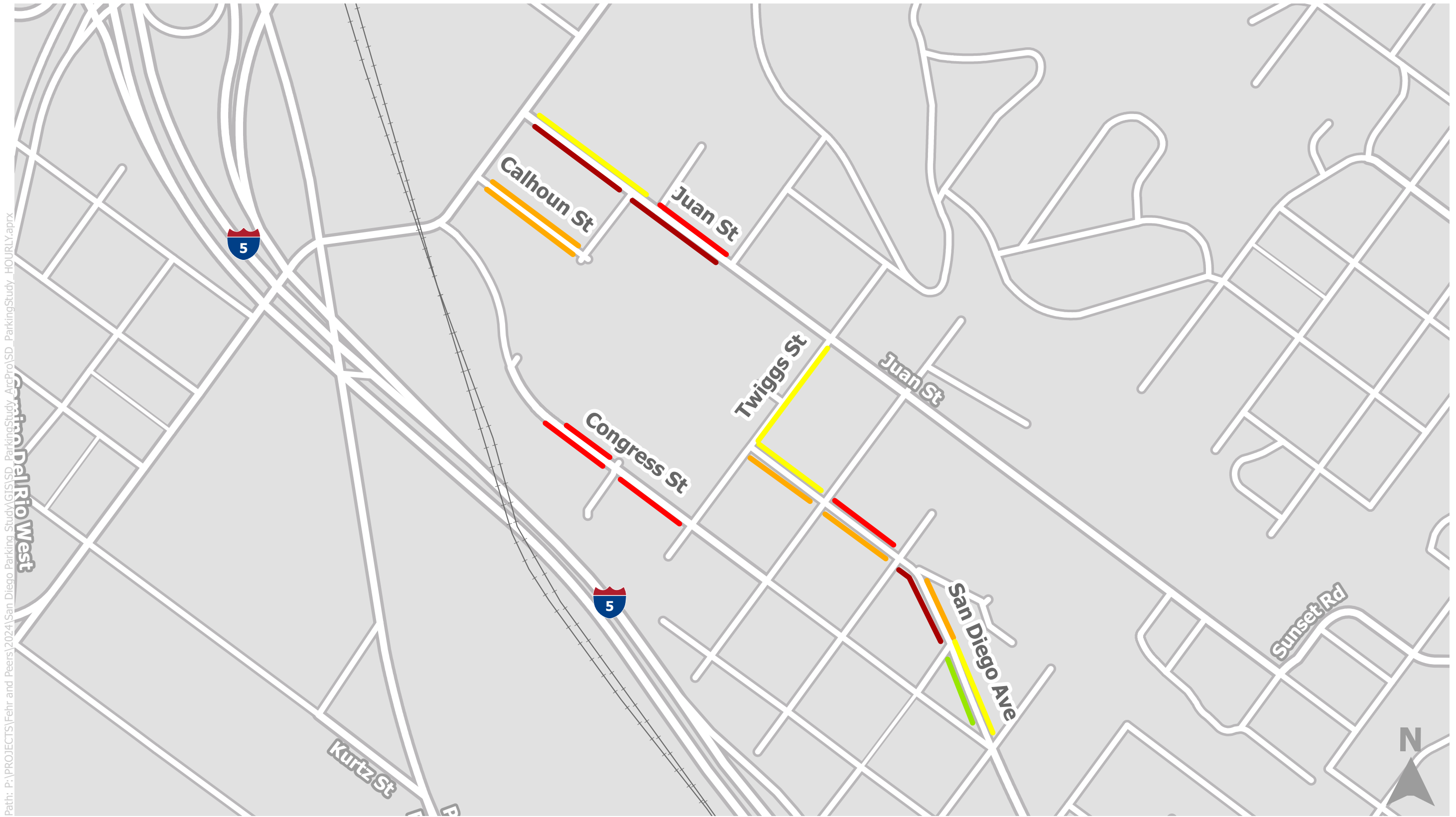
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Old Town
 Sunday Occupancy Percentage - 1 PM
 San Diego Citywide Parking Study



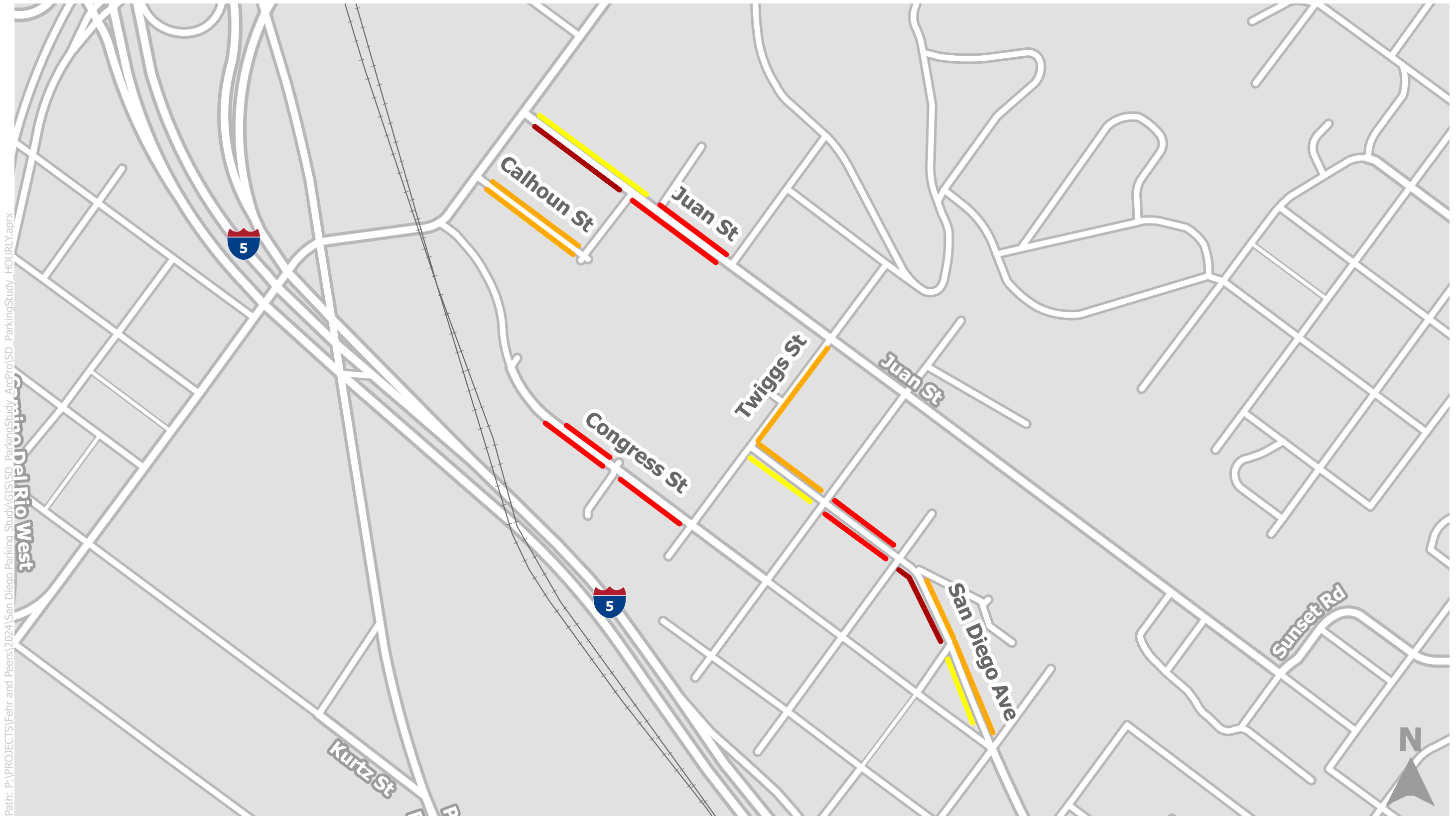
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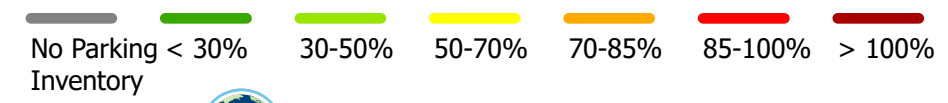
Old Town
 Sunday Occupancy Percentage - 2 PM
 San Diego Citywide Parking Study



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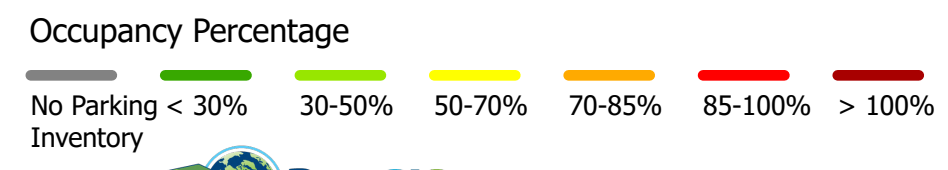
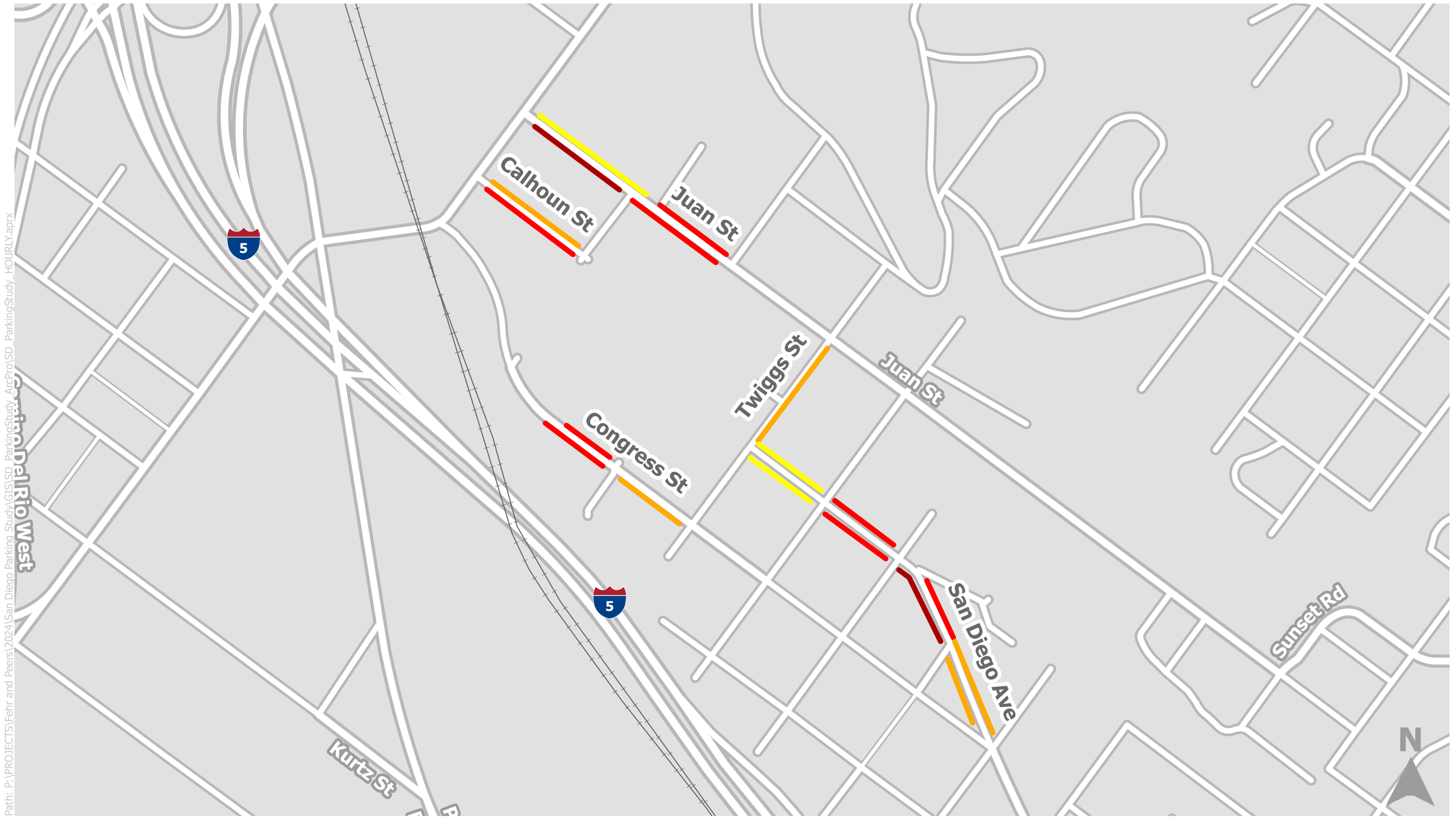


Occupancy Percentage



Old Town
 Sunday Occupancy Percentage - 3 PM
 San Diego Citywide Parking Study

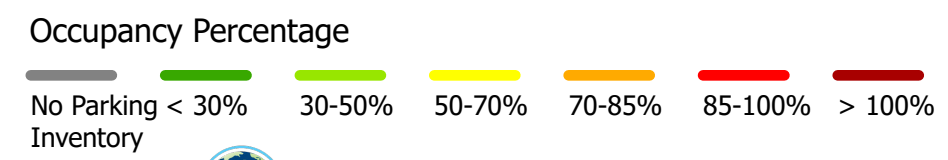
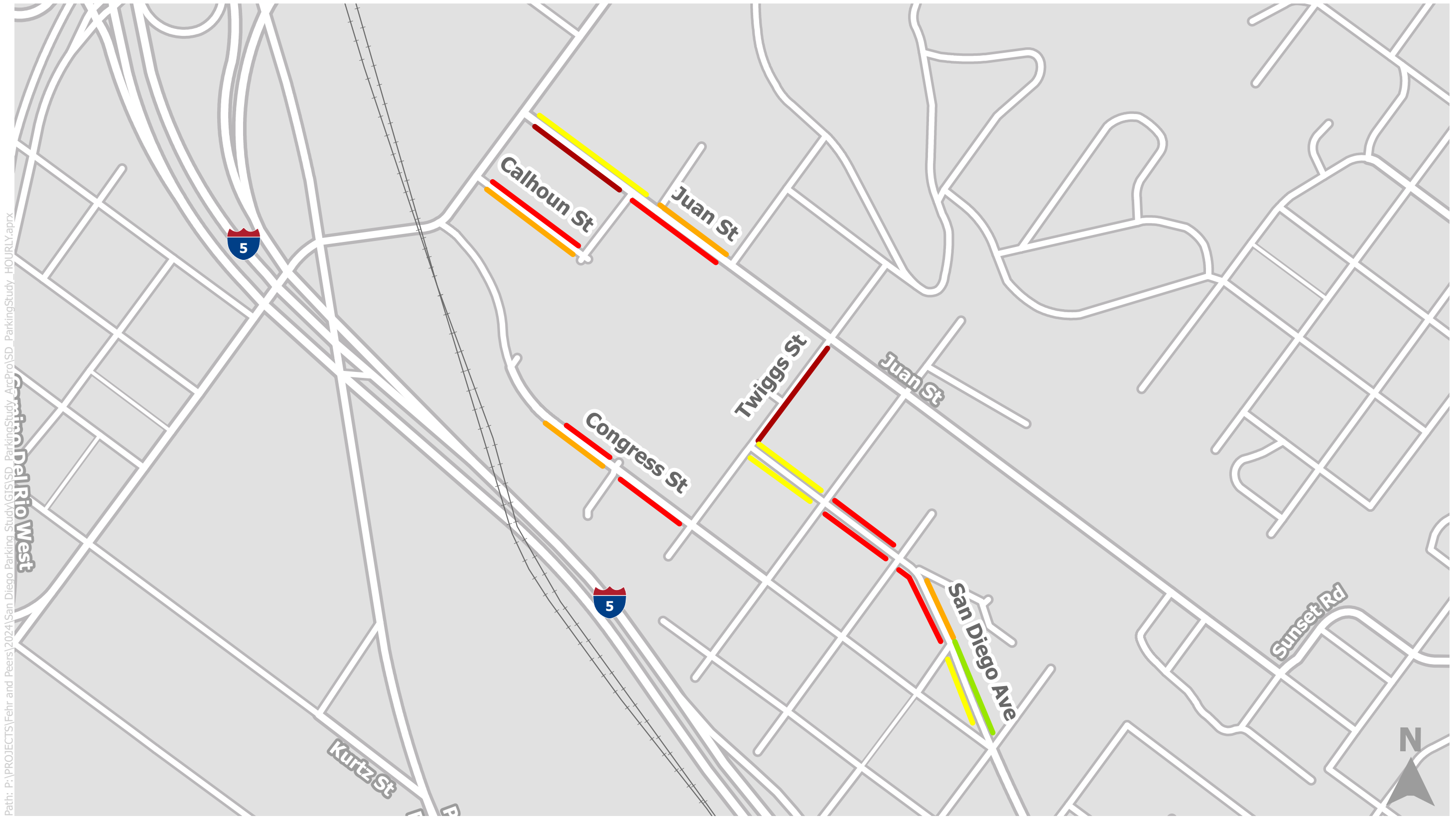
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Old Town
 Sunday Occupancy Percentage - 4 PM
 San Diego Citywide Parking Study



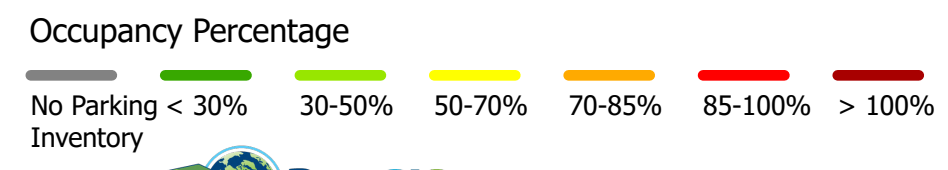
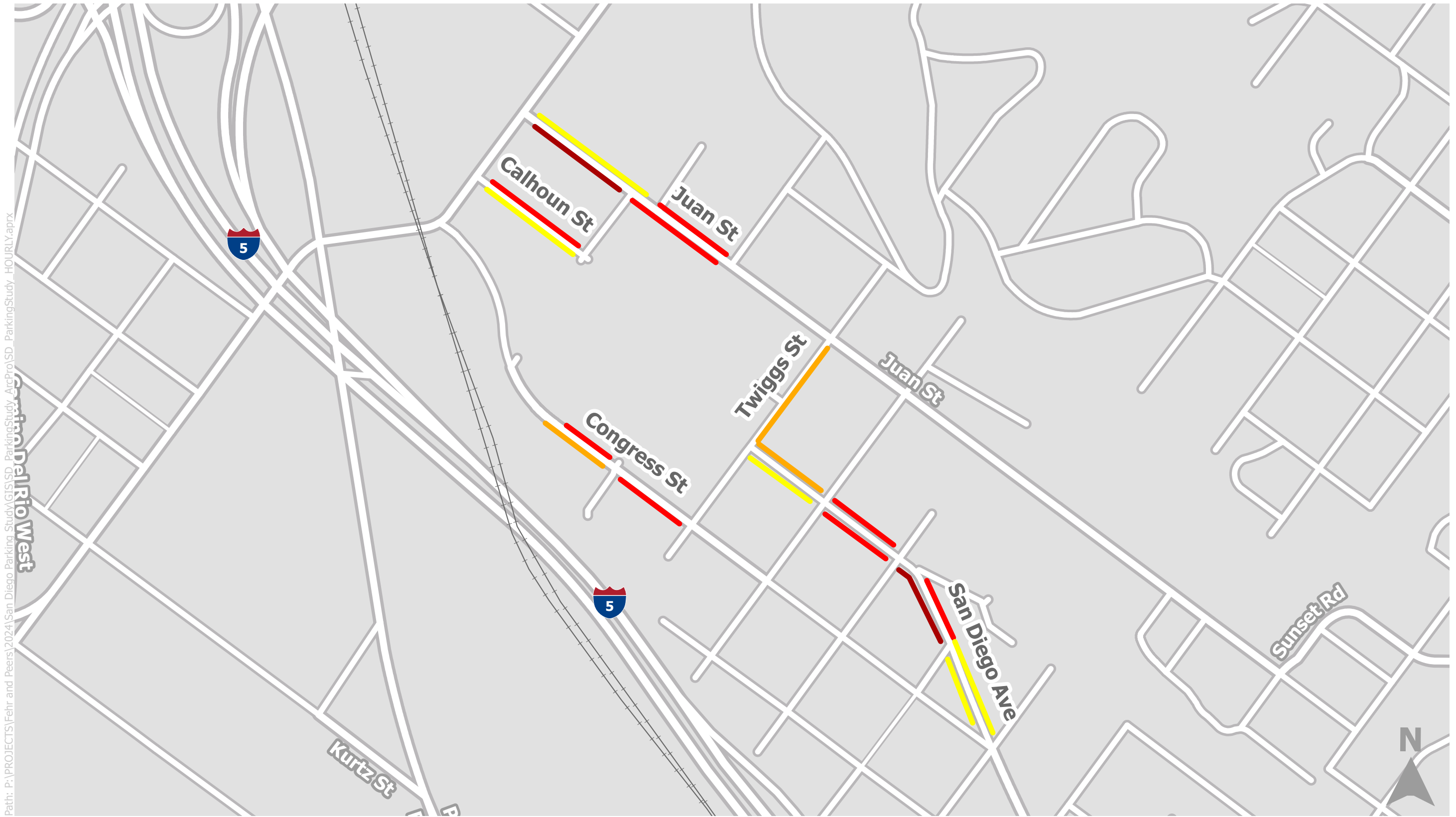
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Old Town
 Sunday Occupancy Percentage - 5 PM
 San Diego Citywide Parking Study



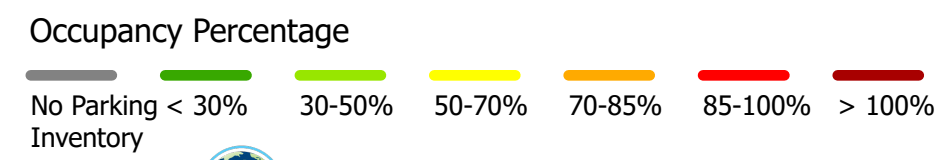
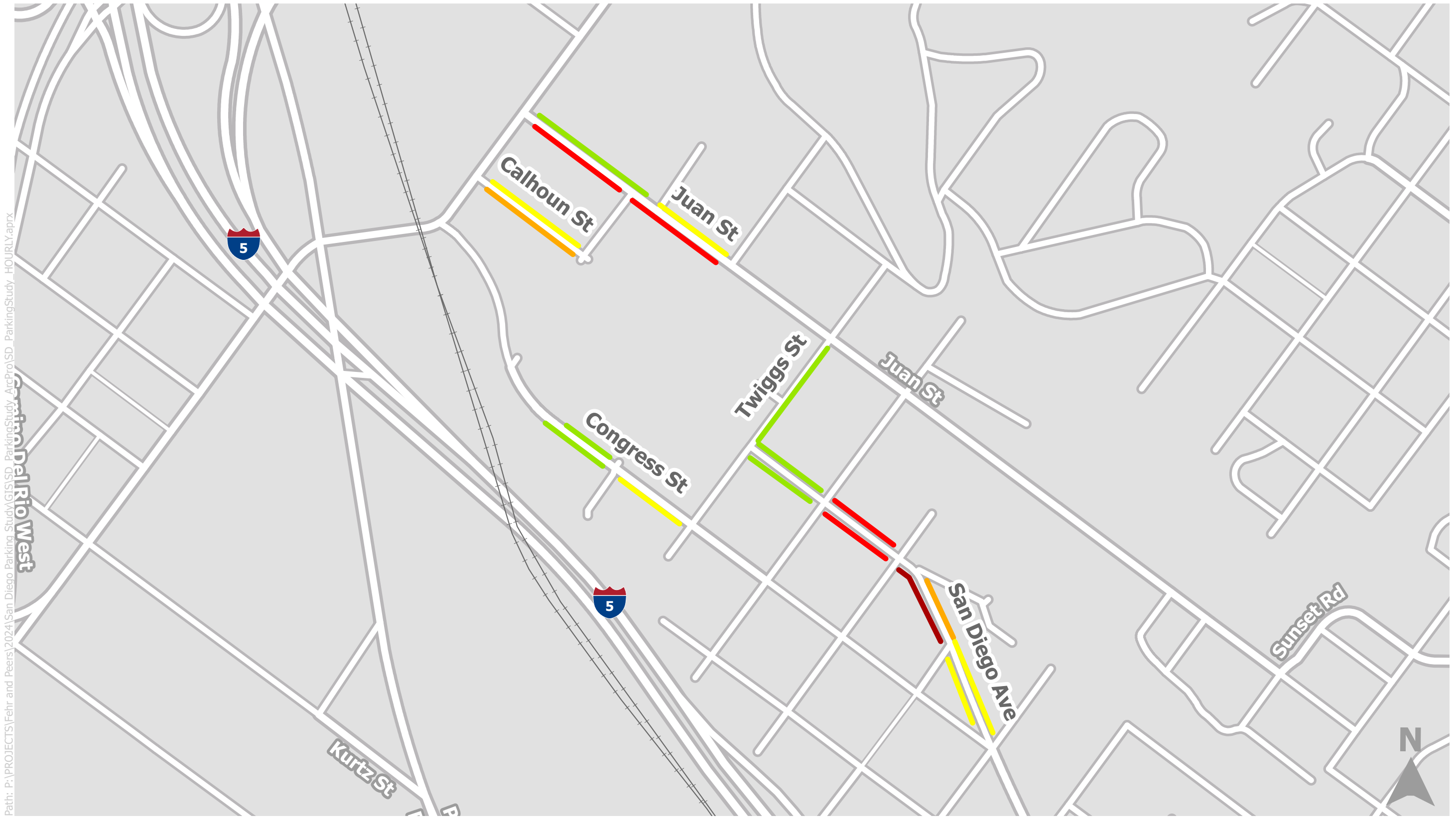
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Old Town
 Sunday Occupancy Percentage - 6 PM
 San Diego Citywide Parking Study



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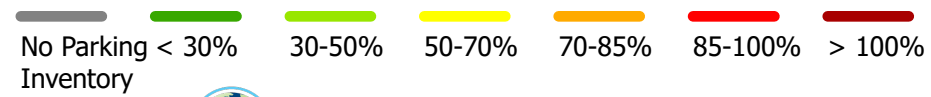
Old Town
 Sunday Occupancy Percentage - 7 PM
 San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage



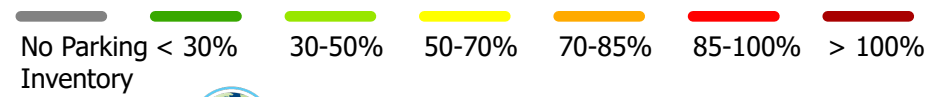
Pacific Beach
Thursday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



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Occupancy Percentage



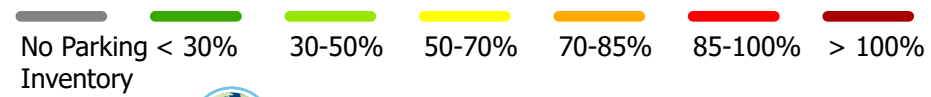
Pacific Beach
Thursday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



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Occupancy Percentage



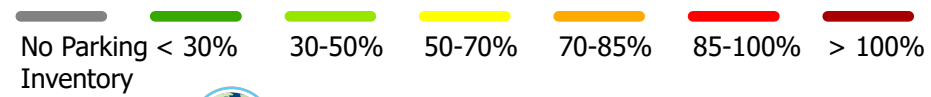
Pacific Beach
Thursday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



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Occupancy Percentage



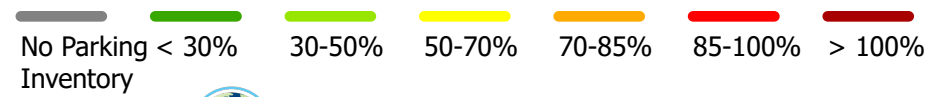
Pacific Beach
Thursday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



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Occupancy Percentage



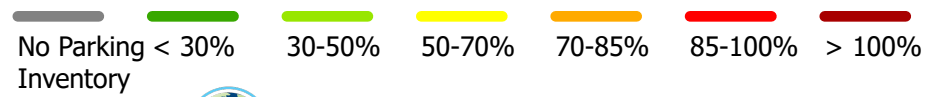
Pacific Beach
Thursday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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Occupancy Percentage



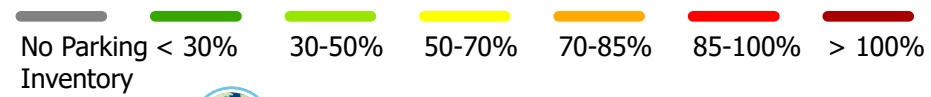
Pacific Beach
Thursday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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Occupancy Percentage



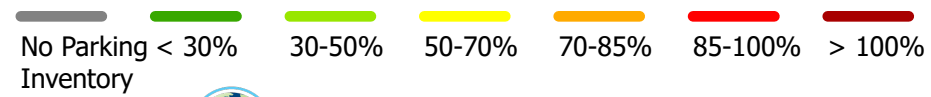
Pacific Beach
Thursday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



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Occupancy Percentage



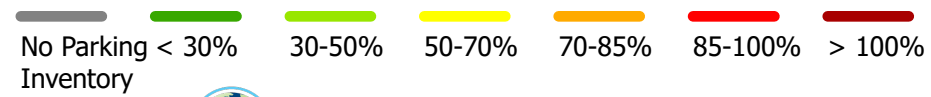
Pacific Beach
Thursday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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Occupancy Percentage



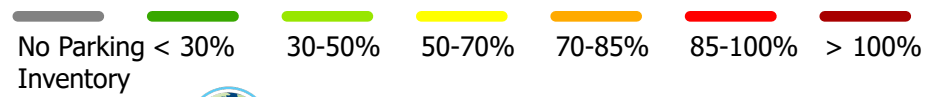
Pacific Beach
Thursday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



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Occupancy Percentage



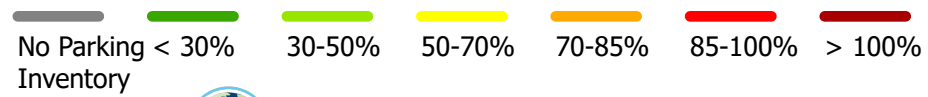
Pacific Beach
Thursday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



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Occupancy Percentage



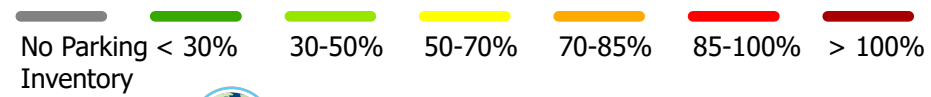
Pacific Beach
Thursday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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Occupancy Percentage



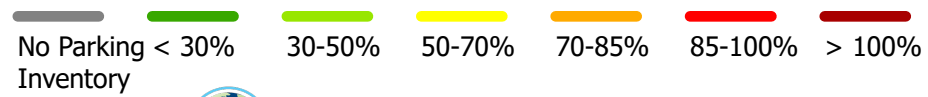
Pacific Beach
Thursday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



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Occupancy Percentage



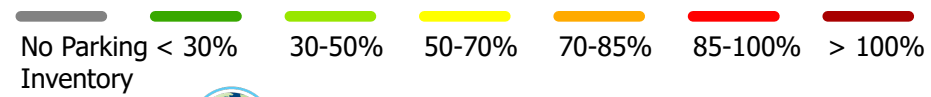
Pacific Beach
Thursday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



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Occupancy Percentage



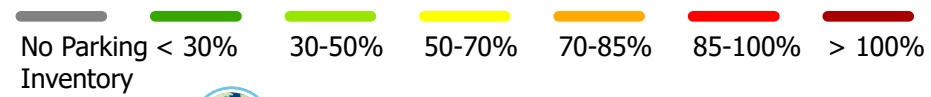
Pacific Beach
Saturday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



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Occupancy Percentage



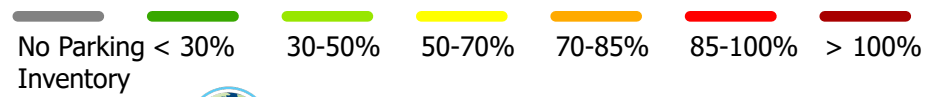
Pacific Beach
Saturday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



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Occupancy Percentage



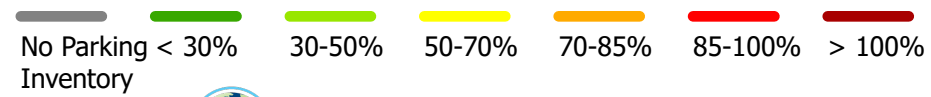
Pacific Beach
Saturday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



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Occupancy Percentage



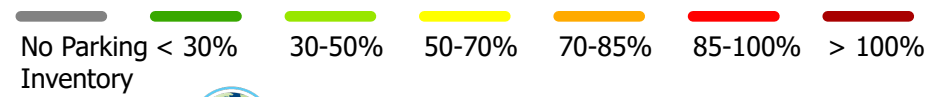
Pacific Beach
Saturday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



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Occupancy Percentage



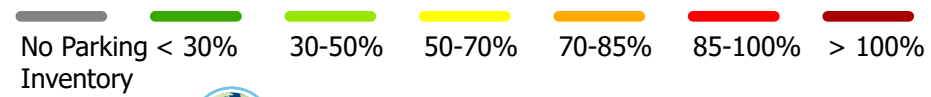
Pacific Beach
Saturday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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Occupancy Percentage



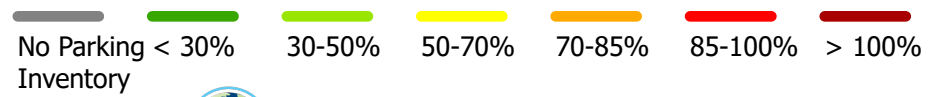
Pacific Beach
Saturday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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Occupancy Percentage



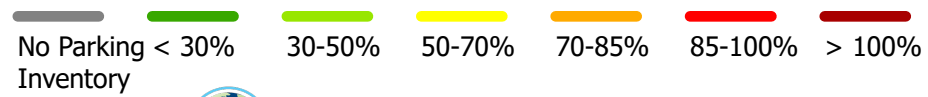
Pacific Beach
Saturday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



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Occupancy Percentage



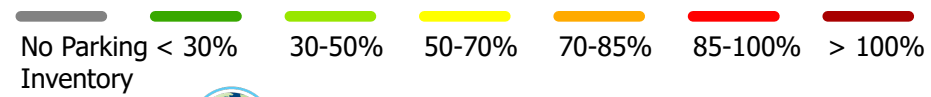
Pacific Beach
Saturday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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Occupancy Percentage



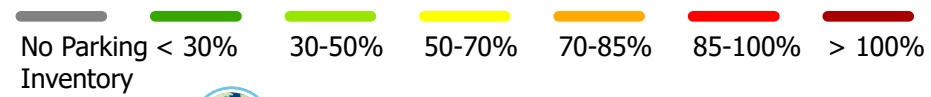
Pacific Beach
Saturday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



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Occupancy Percentage



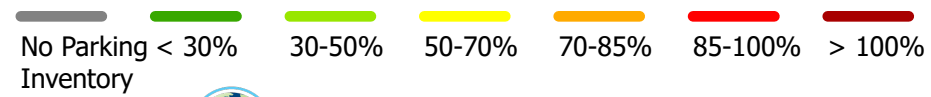
Pacific Beach
Saturday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



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Occupancy Percentage



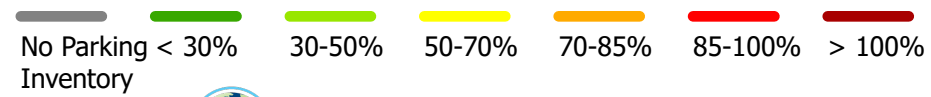
Pacific Beach
Saturday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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Occupancy Percentage



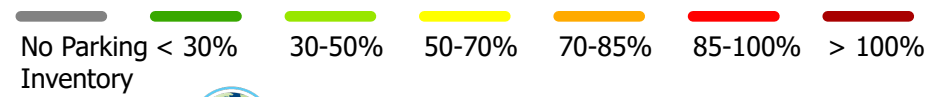
Pacific Beach
Saturday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



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Occupancy Percentage



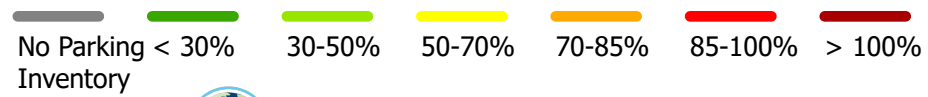
Pacific Beach
Saturday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



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Occupancy Percentage



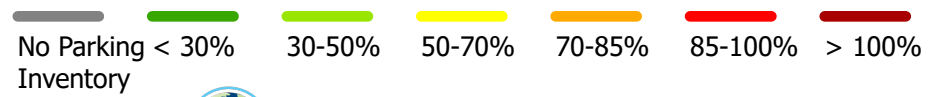
Pacific Beach
Sunday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



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Occupancy Percentage



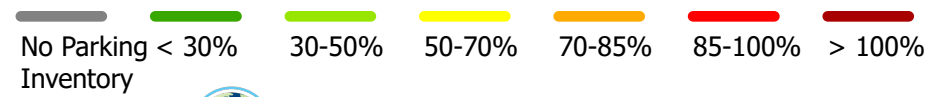
Pacific Beach
Sunday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



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Occupancy Percentage



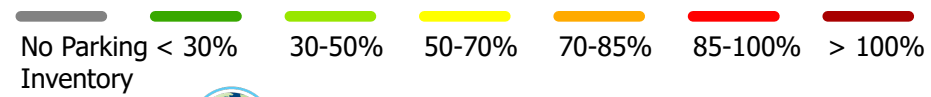
Pacific Beach
Sunday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



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Occupancy Percentage



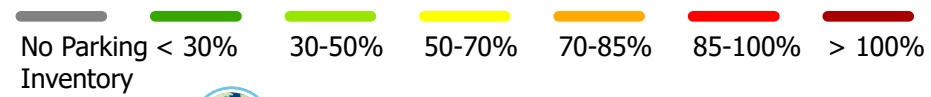
Pacific Beach
Sunday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



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Occupancy Percentage

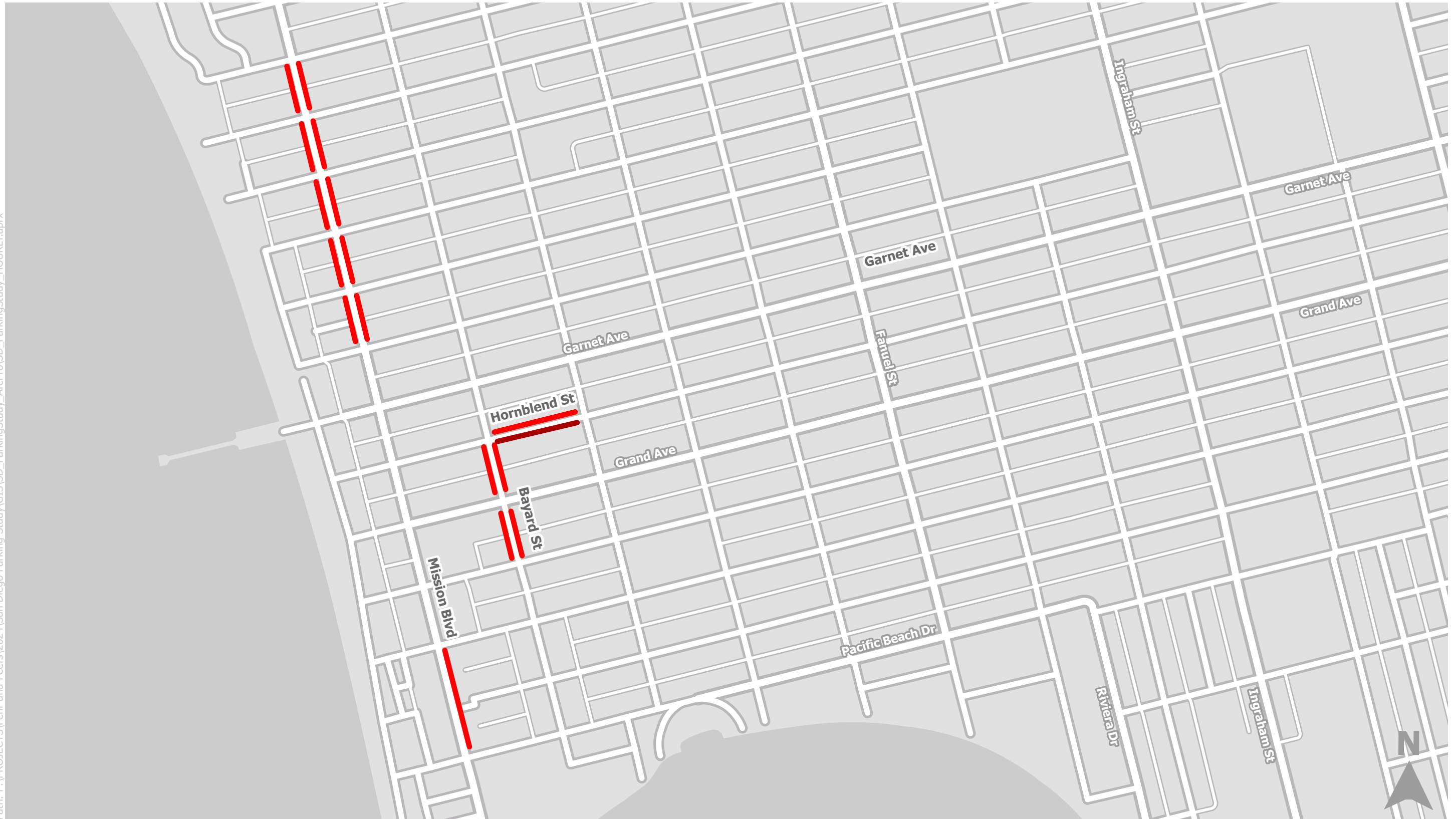


Inventory

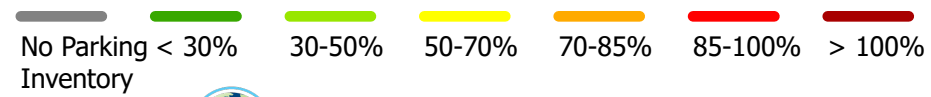


Pacific Beach
Sunday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study

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Occupancy Percentage



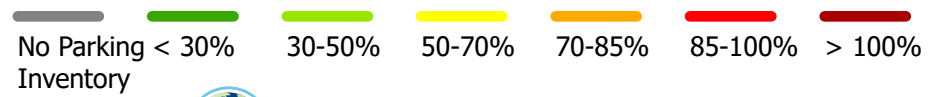
Pacific Beach
Sunday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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Occupancy Percentage



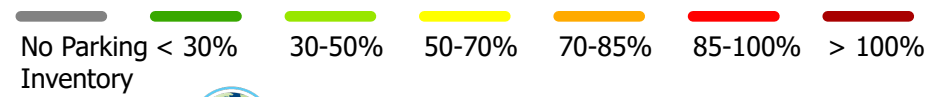
Pacific Beach
Sunday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



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Occupancy Percentage



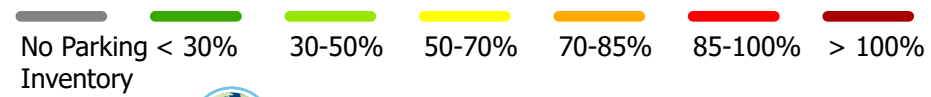
Pacific Beach
Sunday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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Occupancy Percentage



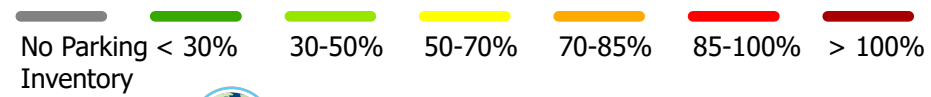
Pacific Beach
Sunday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



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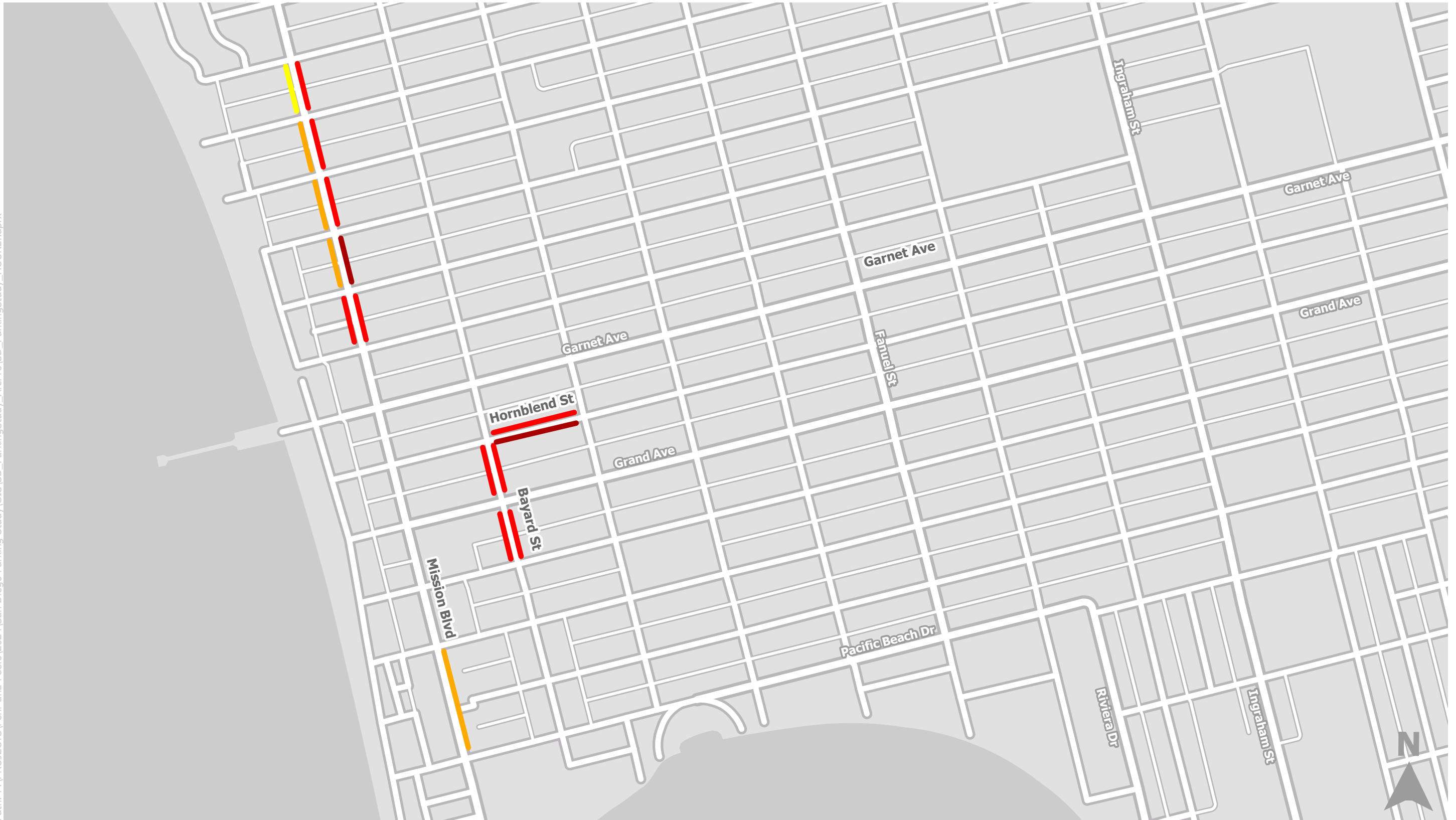
Occupancy Percentage



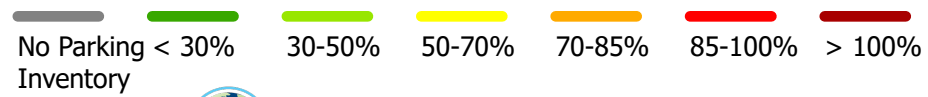
Pacific Beach
Sunday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



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Occupancy Percentage



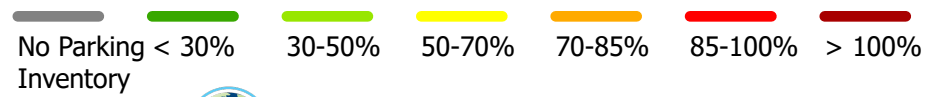
Pacific Beach
Sunday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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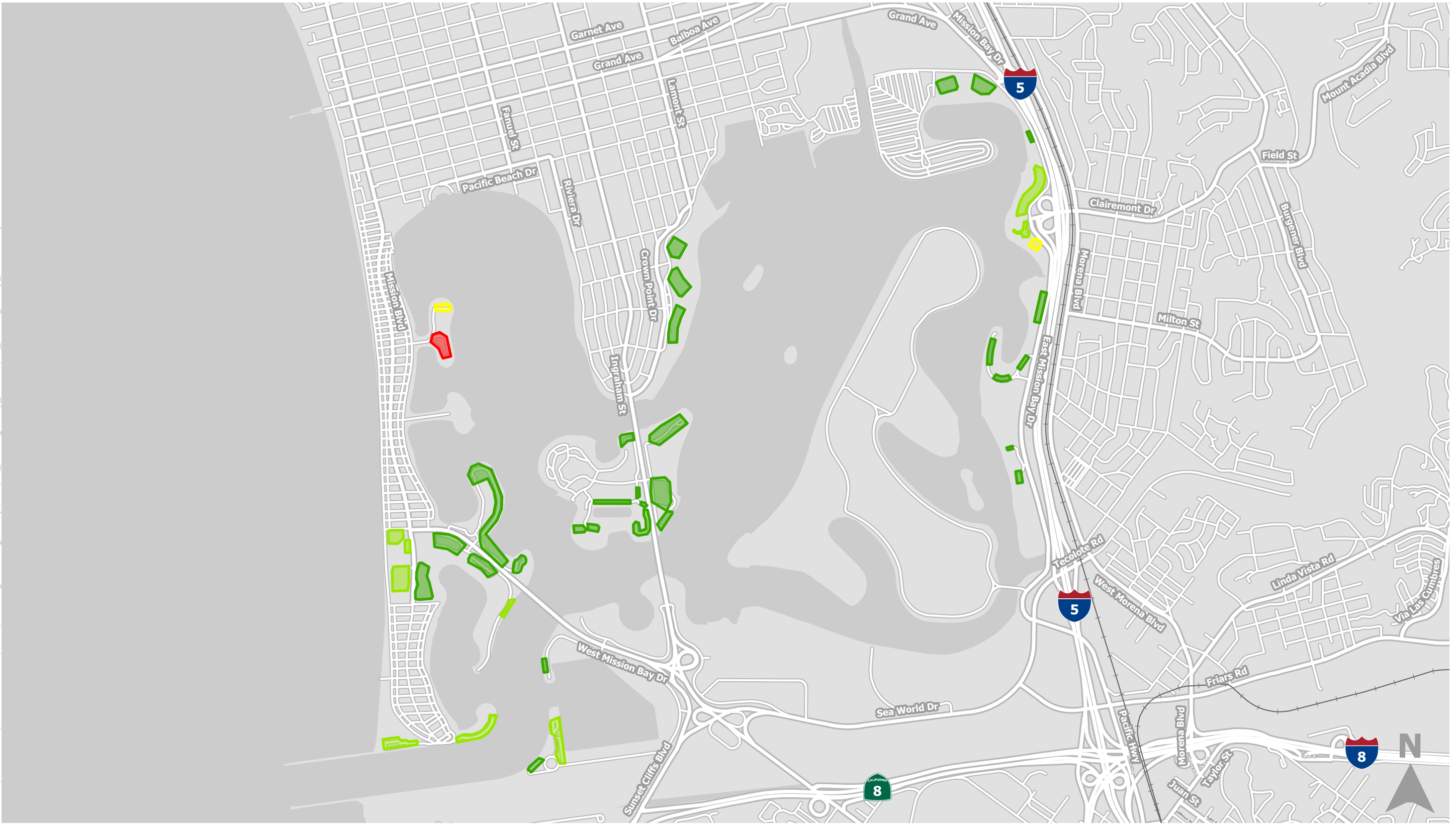
Occupancy Percentage



Pacific Beach
Sunday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



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Occupancy Percentage

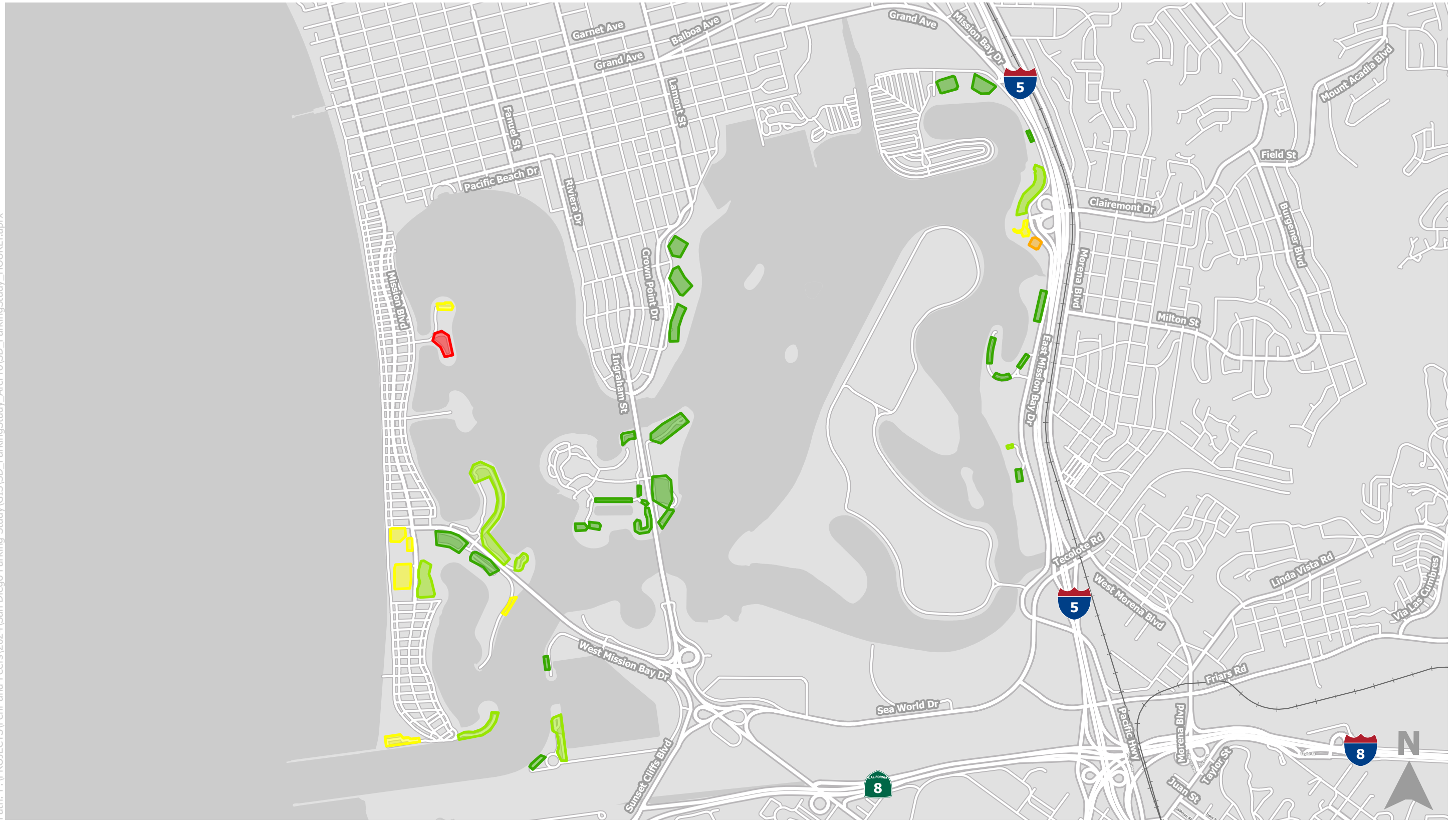
- No Parking
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Inventory

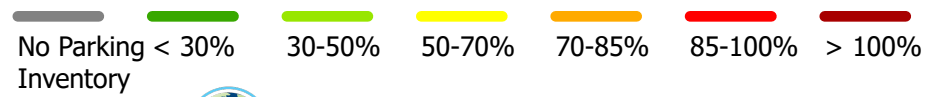


Mission Bay
Thursday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage

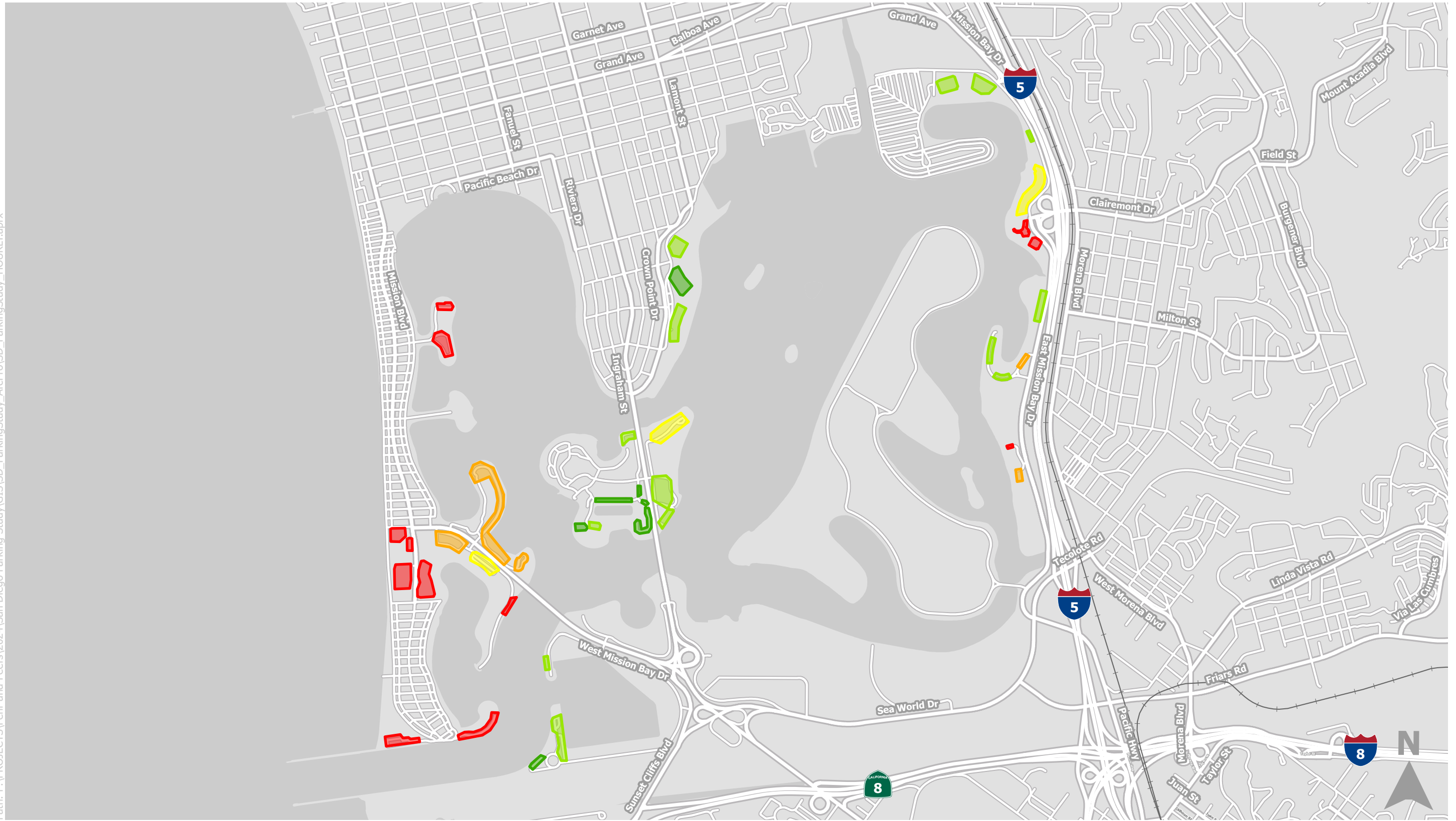


Inventory

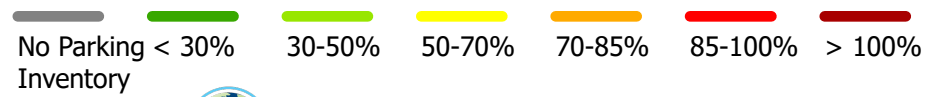


Mission Bay
Thursday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study

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Occupancy Percentage

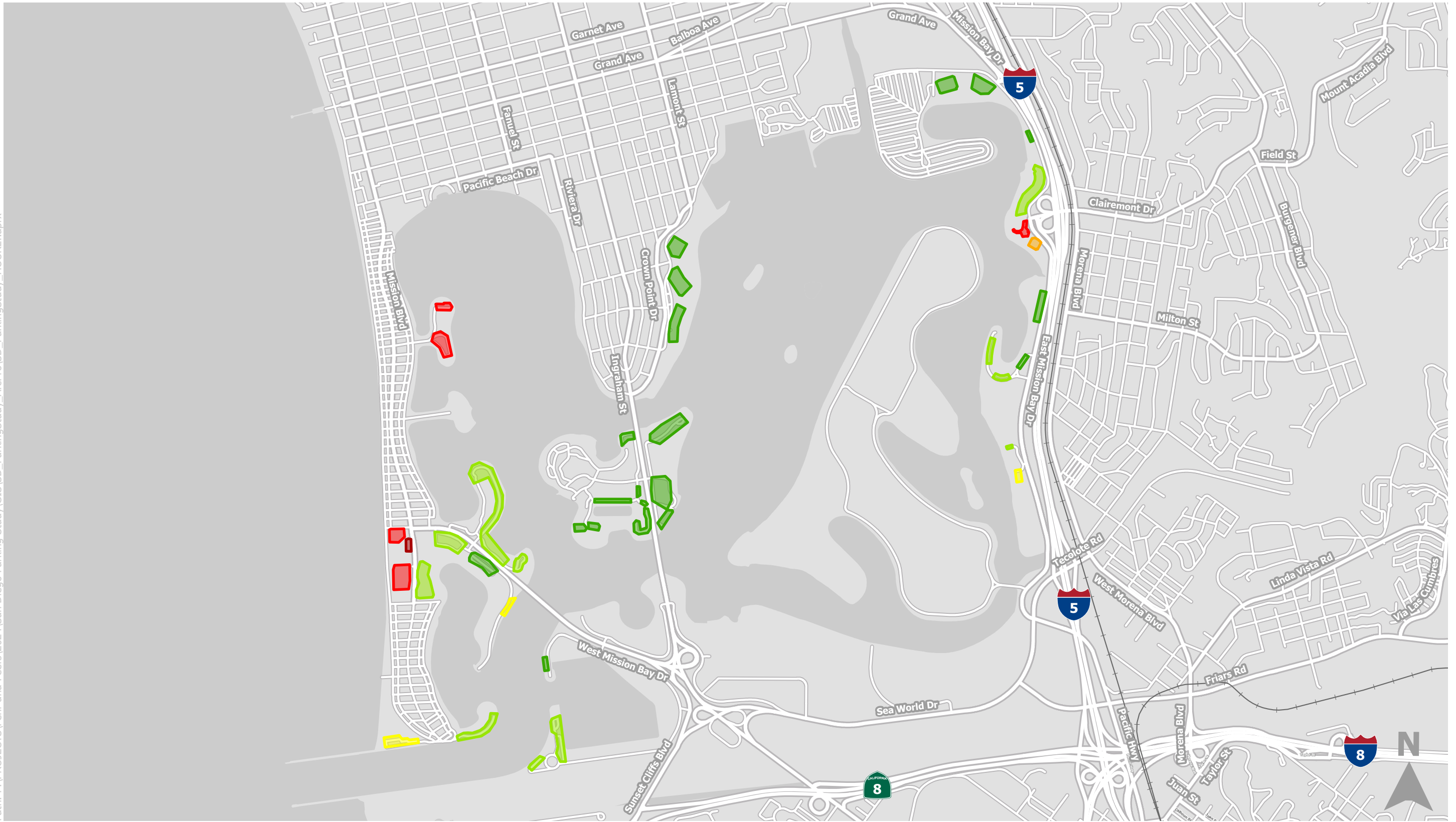


Inventory

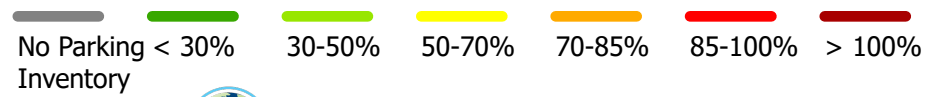


Mission Bay
Thursday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study

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Occupancy Percentage

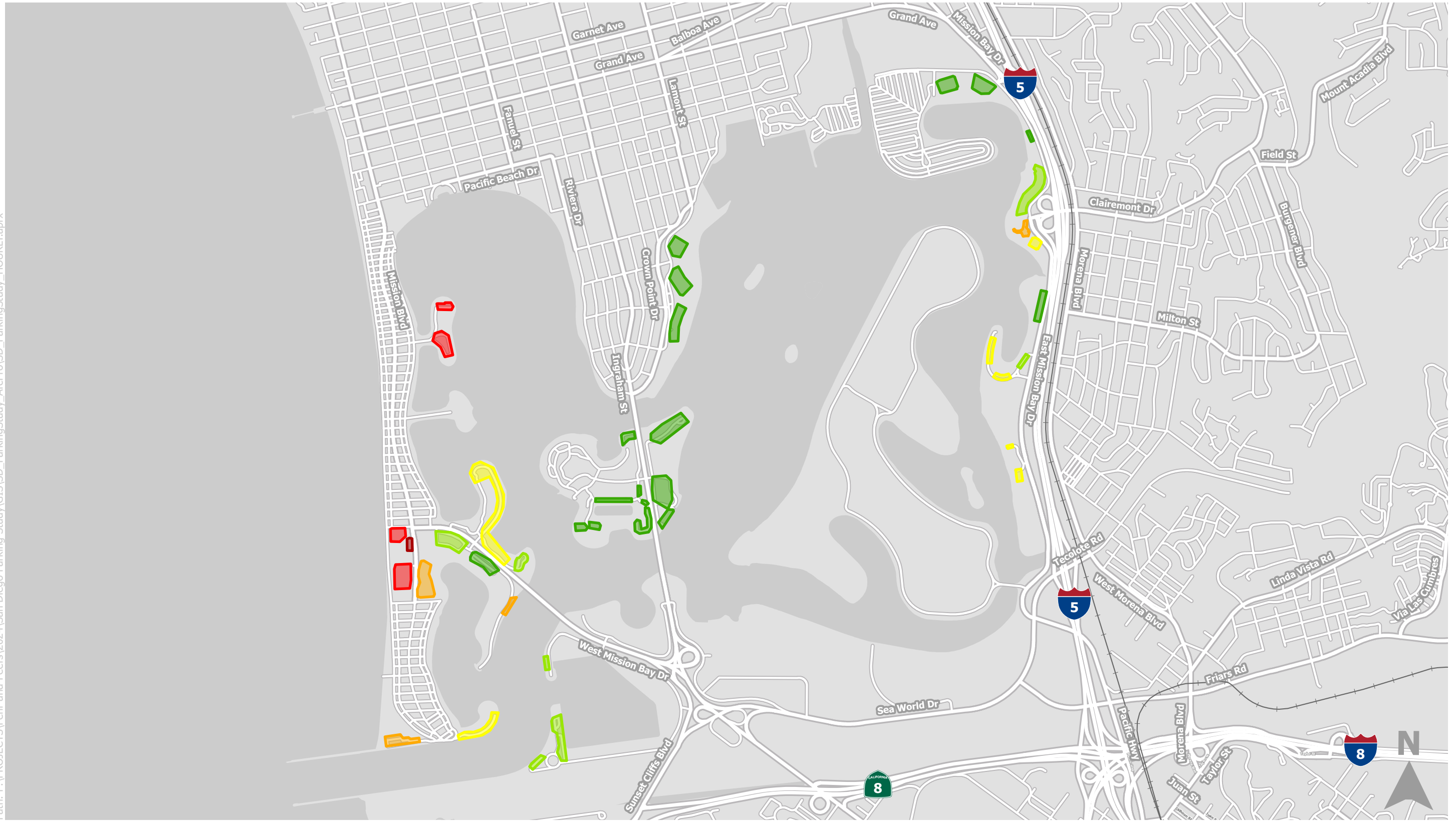


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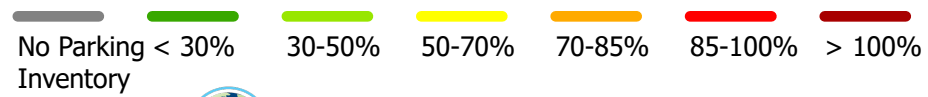


Mission Bay
Thursday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study

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Occupancy Percentage

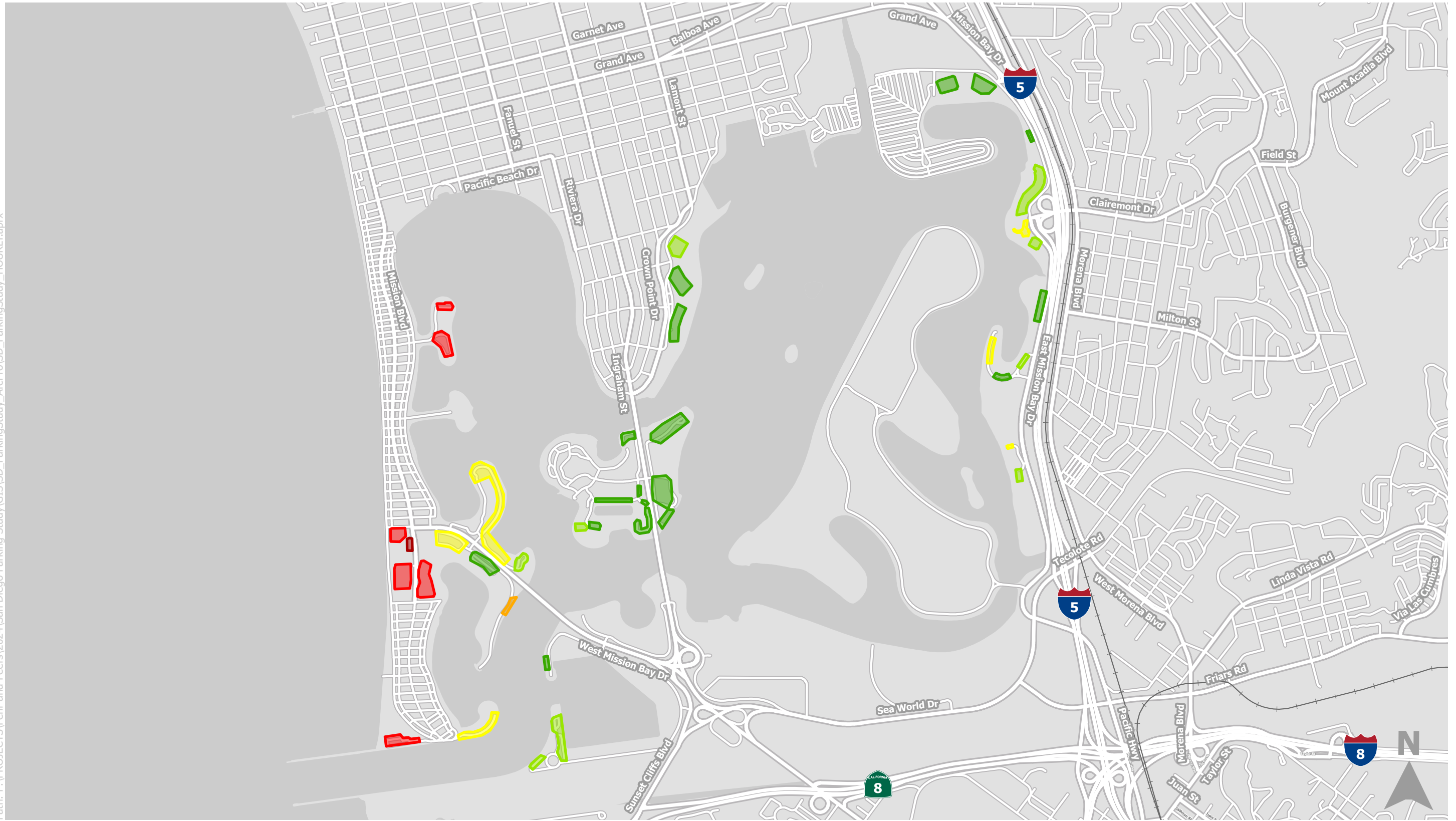


Inventory



Mission Bay
Thursday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study

Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx



Occupancy Percentage

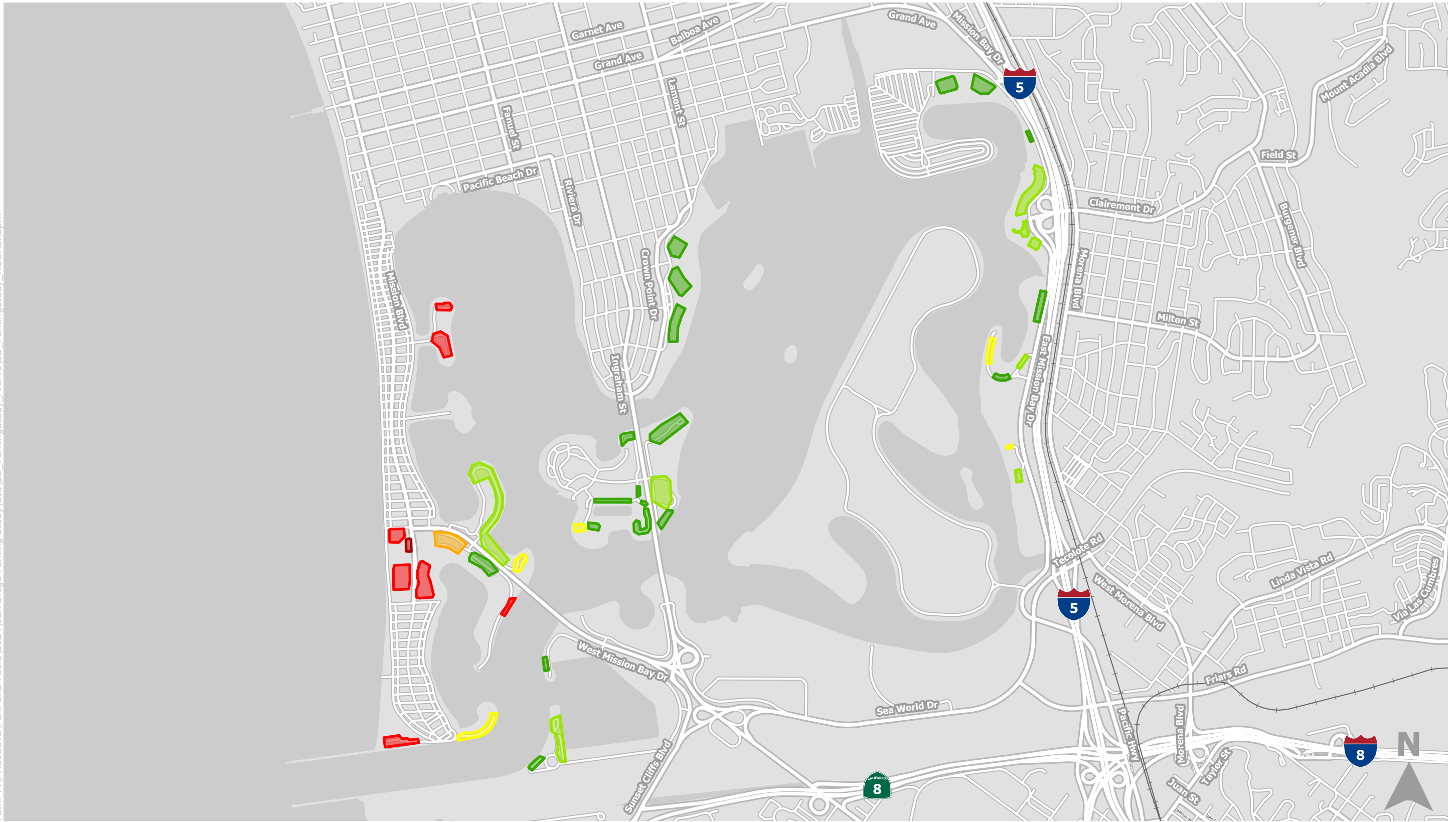
- No Parking
- < 30%
- 30-50%
- 50-70%
- 70-85%
- 85-100%
- > 100%

Inventory

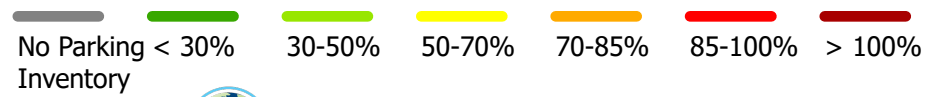


Mission Bay
Thursday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study

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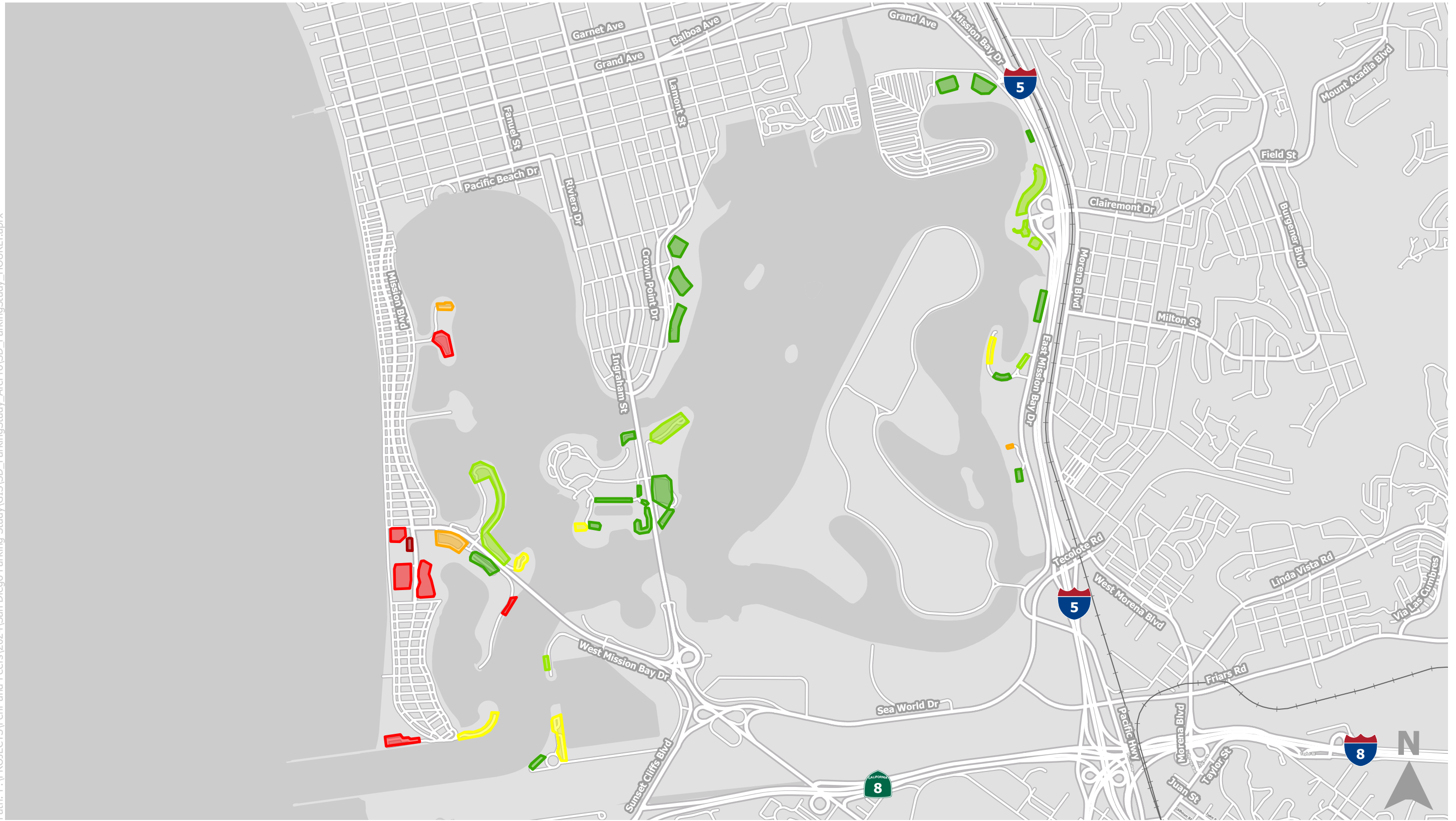


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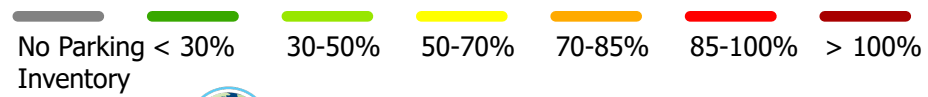


Mission Bay
Thursday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study

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Occupancy Percentage

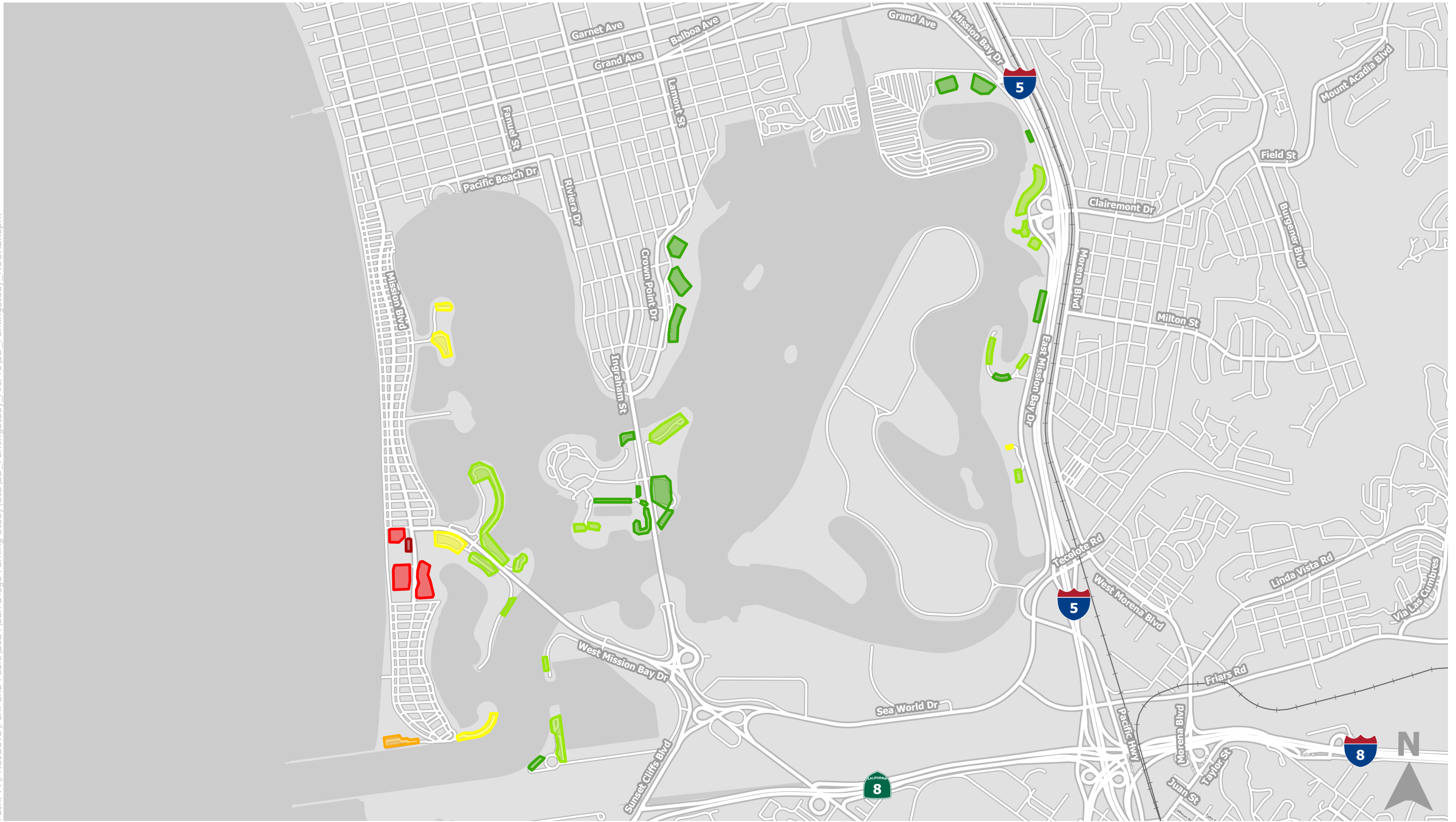


Inventory

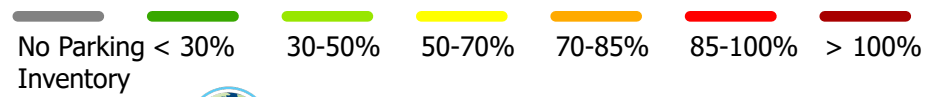


Mission Bay
Thursday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study

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Occupancy Percentage

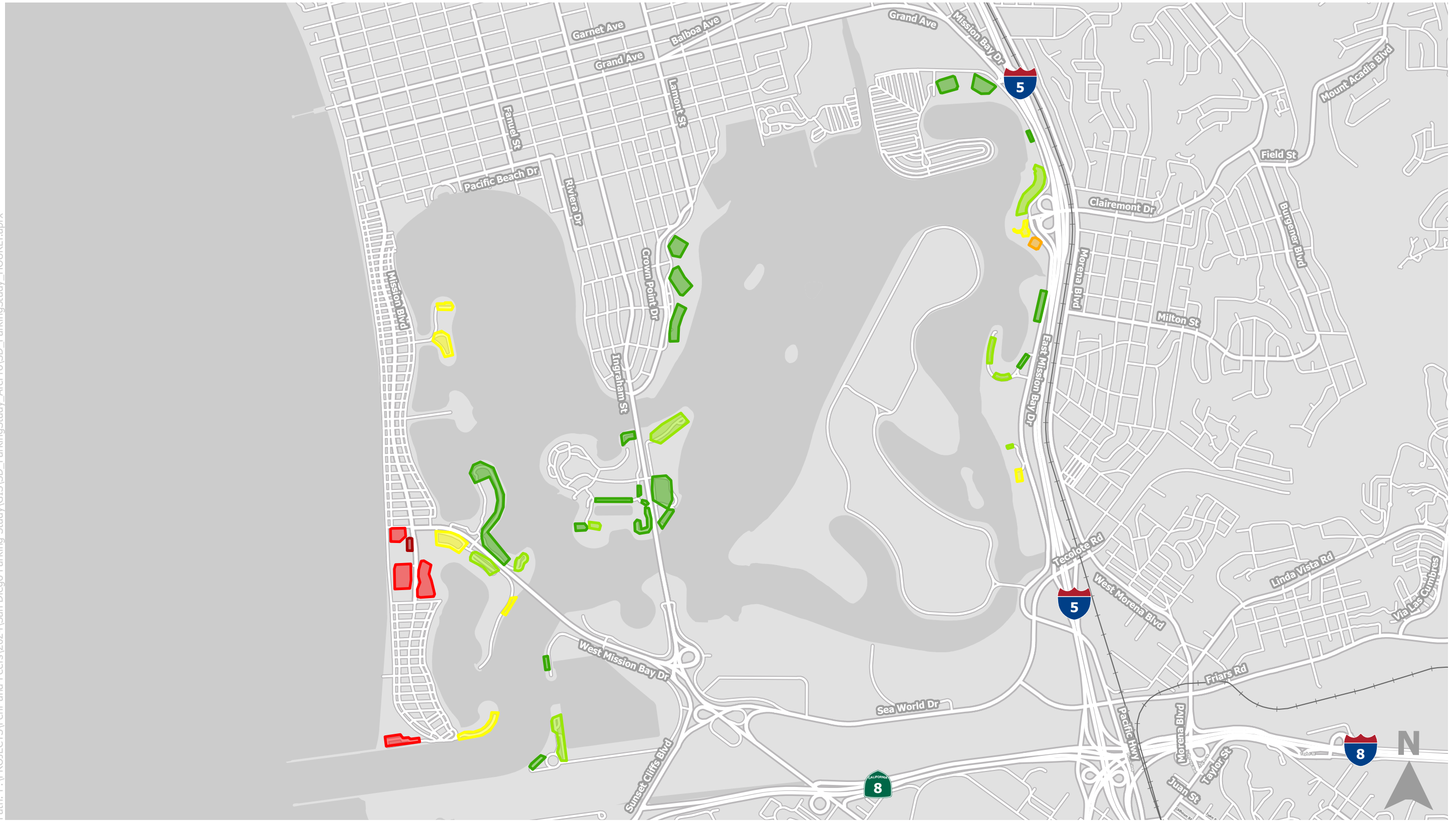


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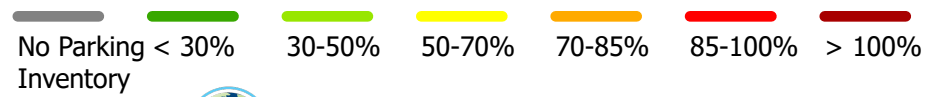


Mission Bay
Thursday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study

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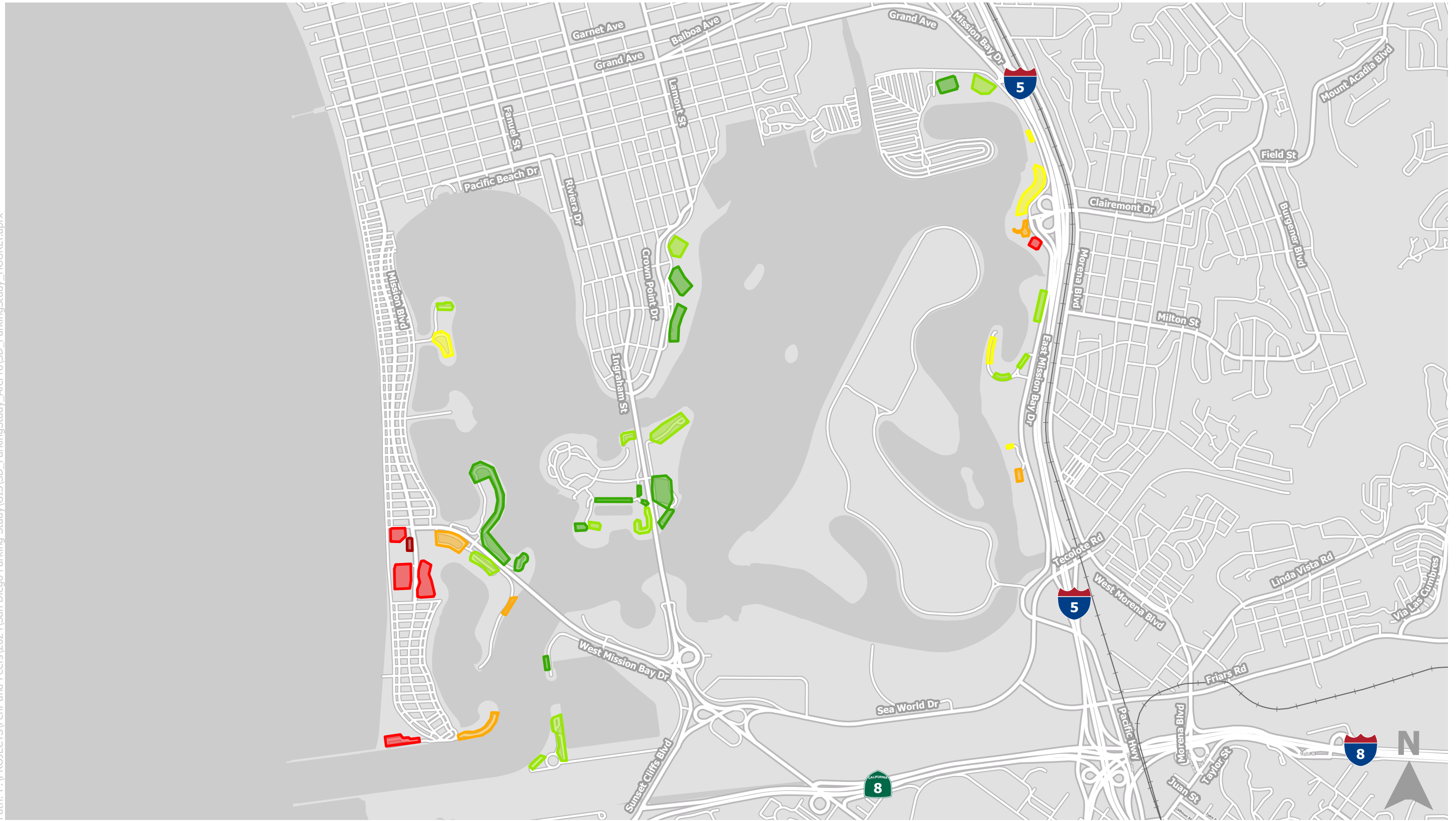
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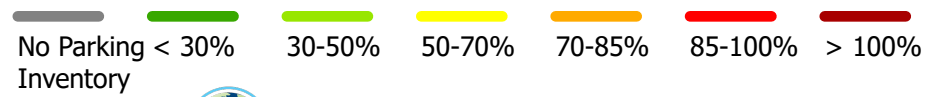
Mission Bay
Thursday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



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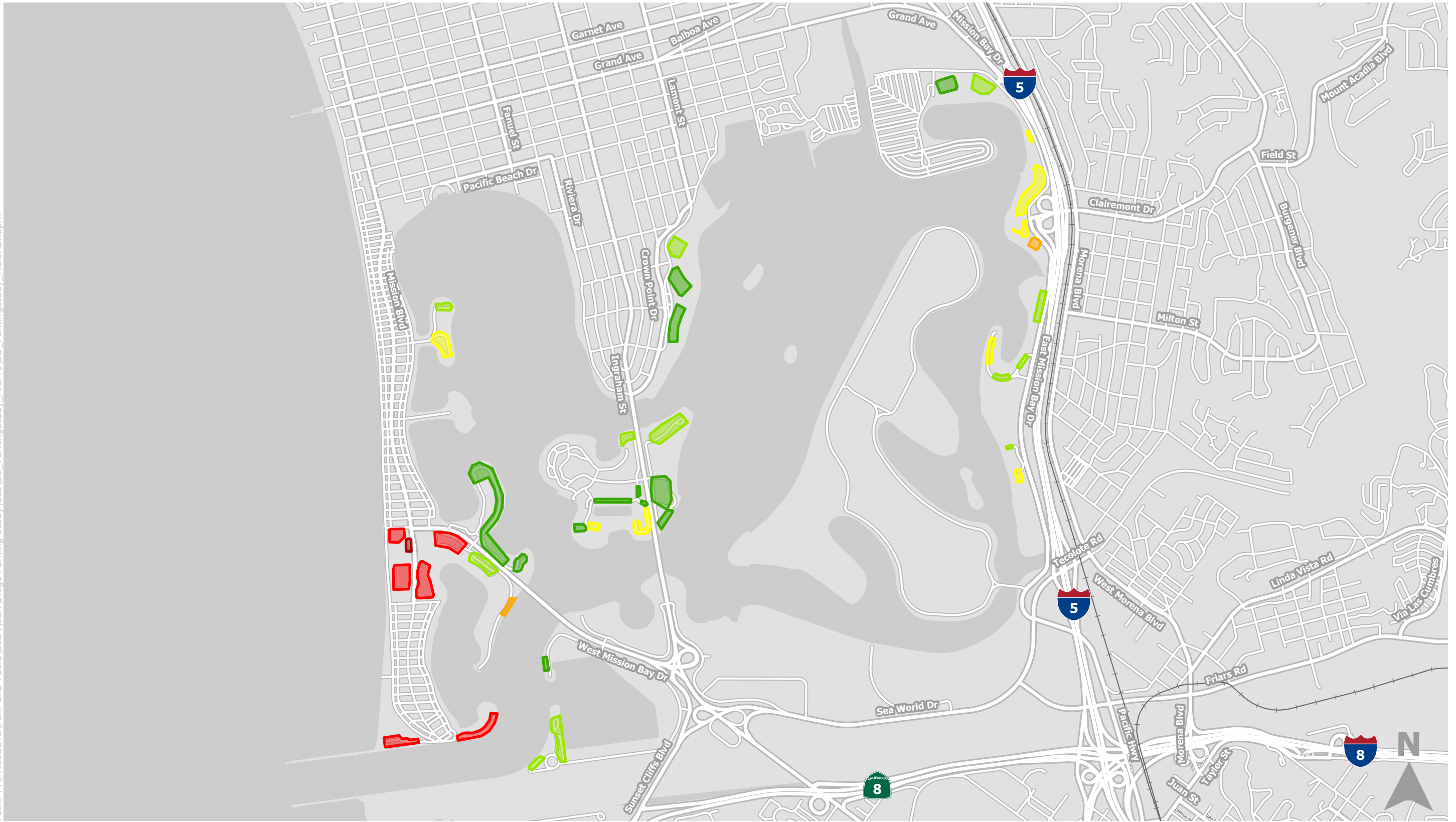
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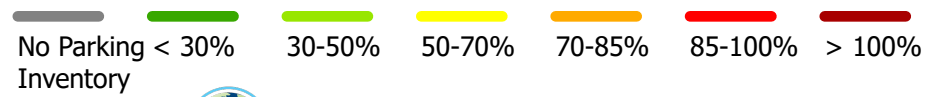
Mission Bay
Thursday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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Occupancy Percentage

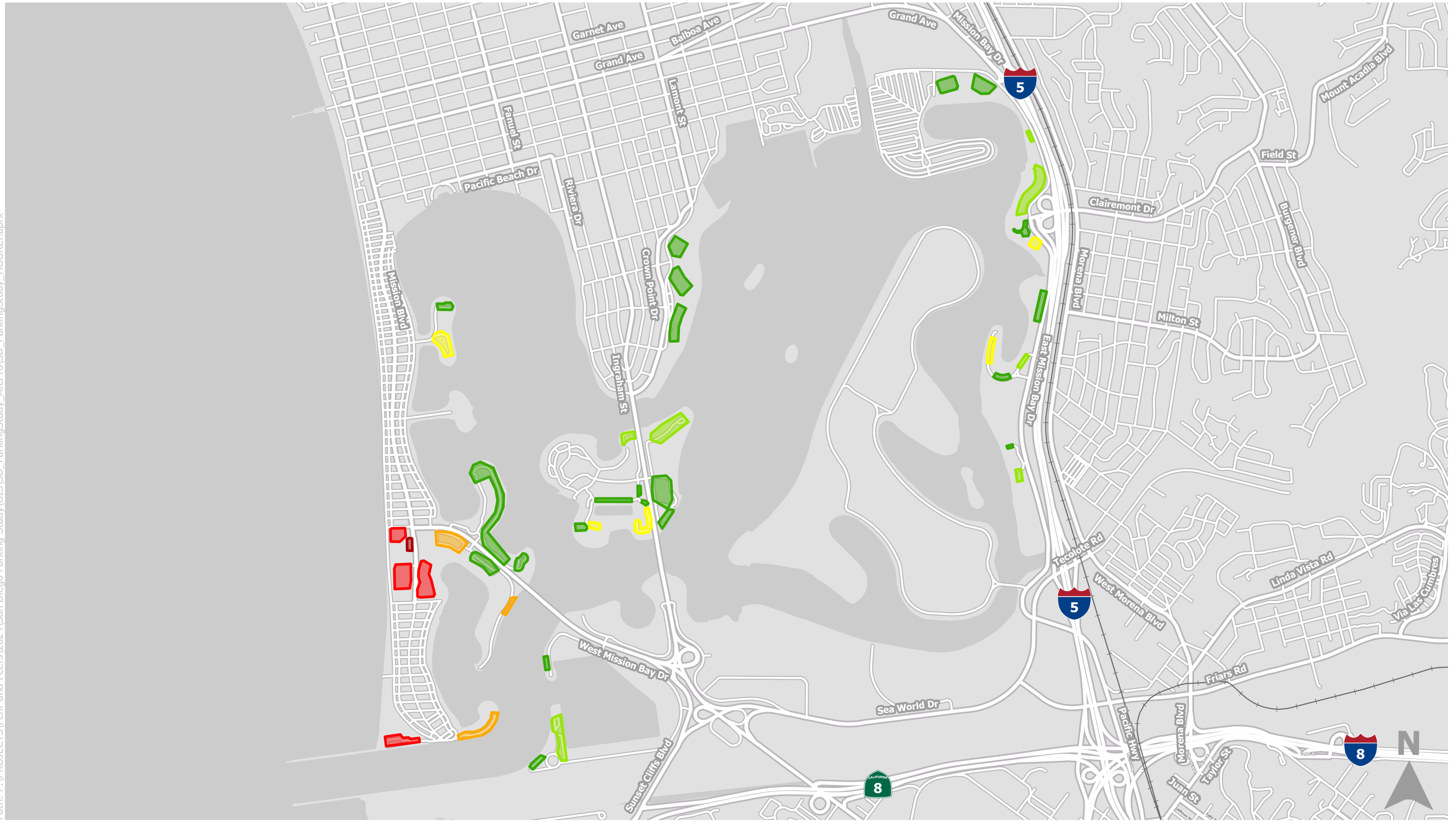


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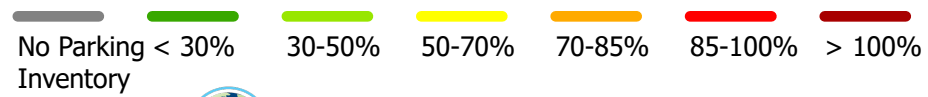


Mission Bay
Thursday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study

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Occupancy Percentage

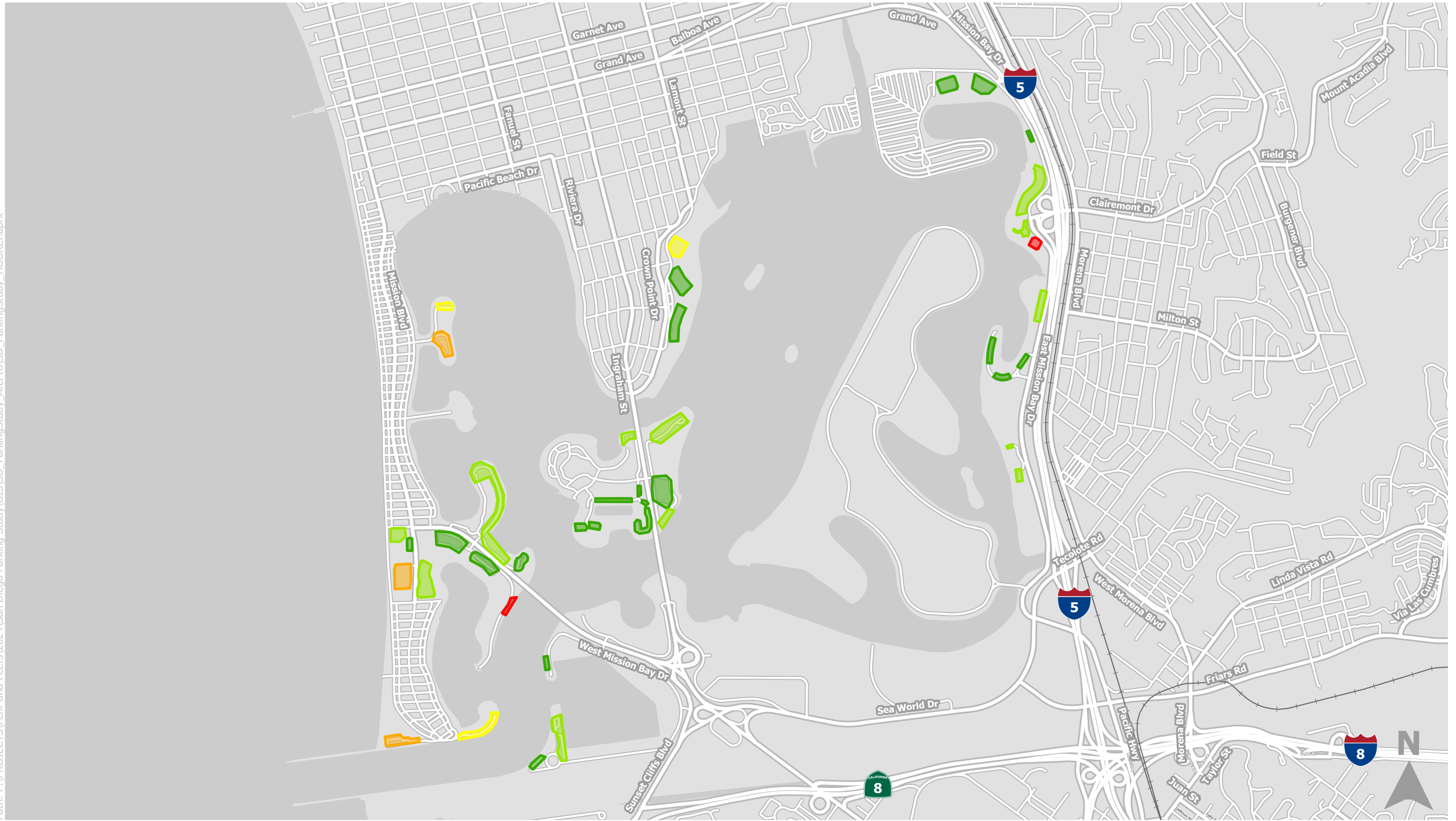


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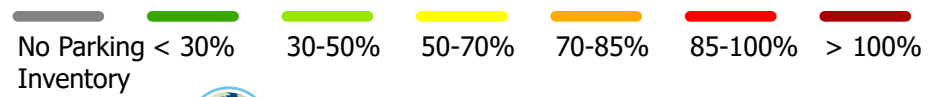


Mission Bay
Thursday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study

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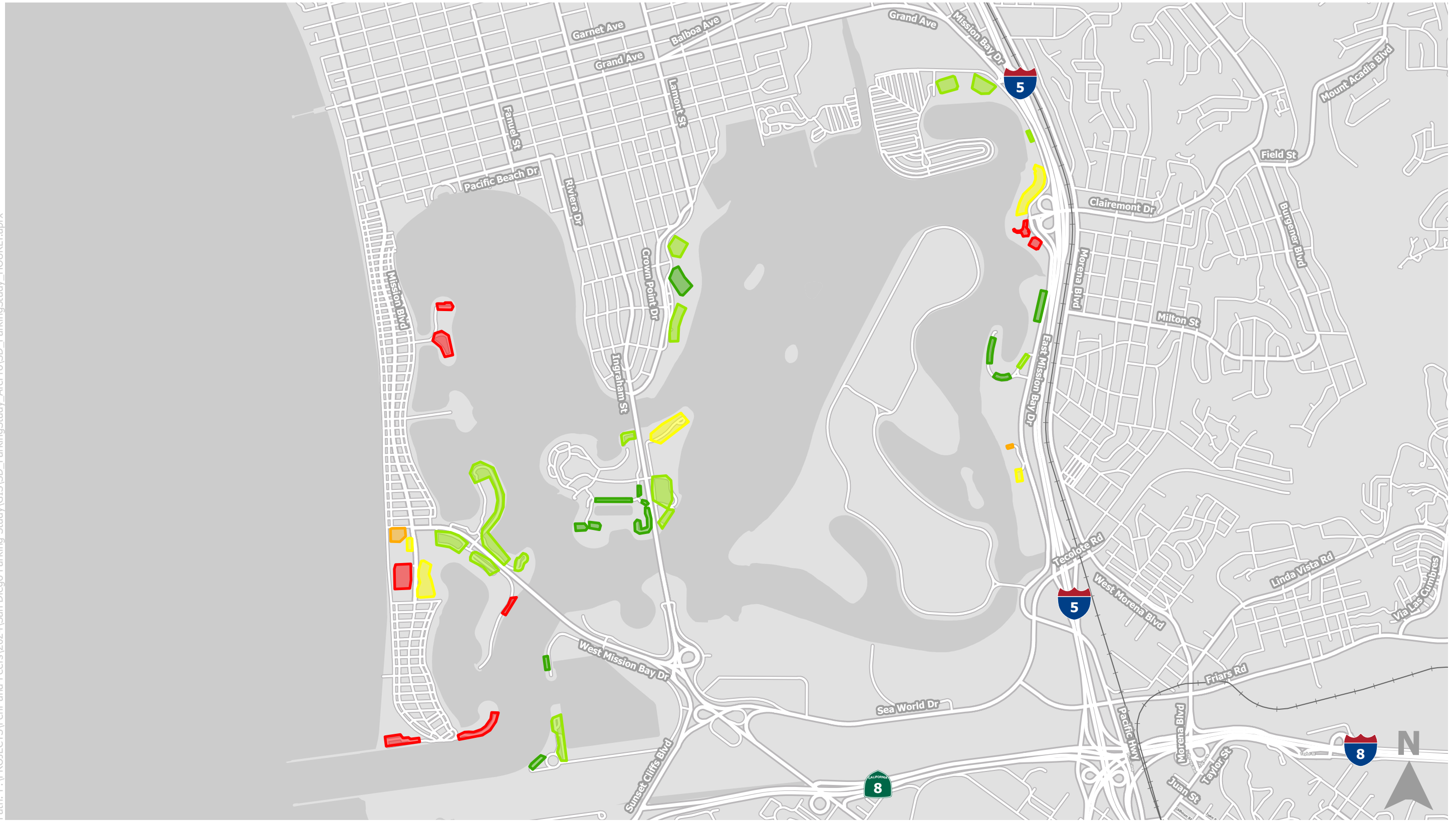
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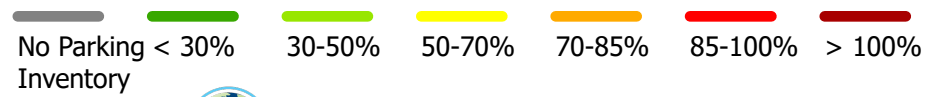
Mission Bay
Saturday Occupancy Percentage - 8 AM
San Diego Citywide Parking Study



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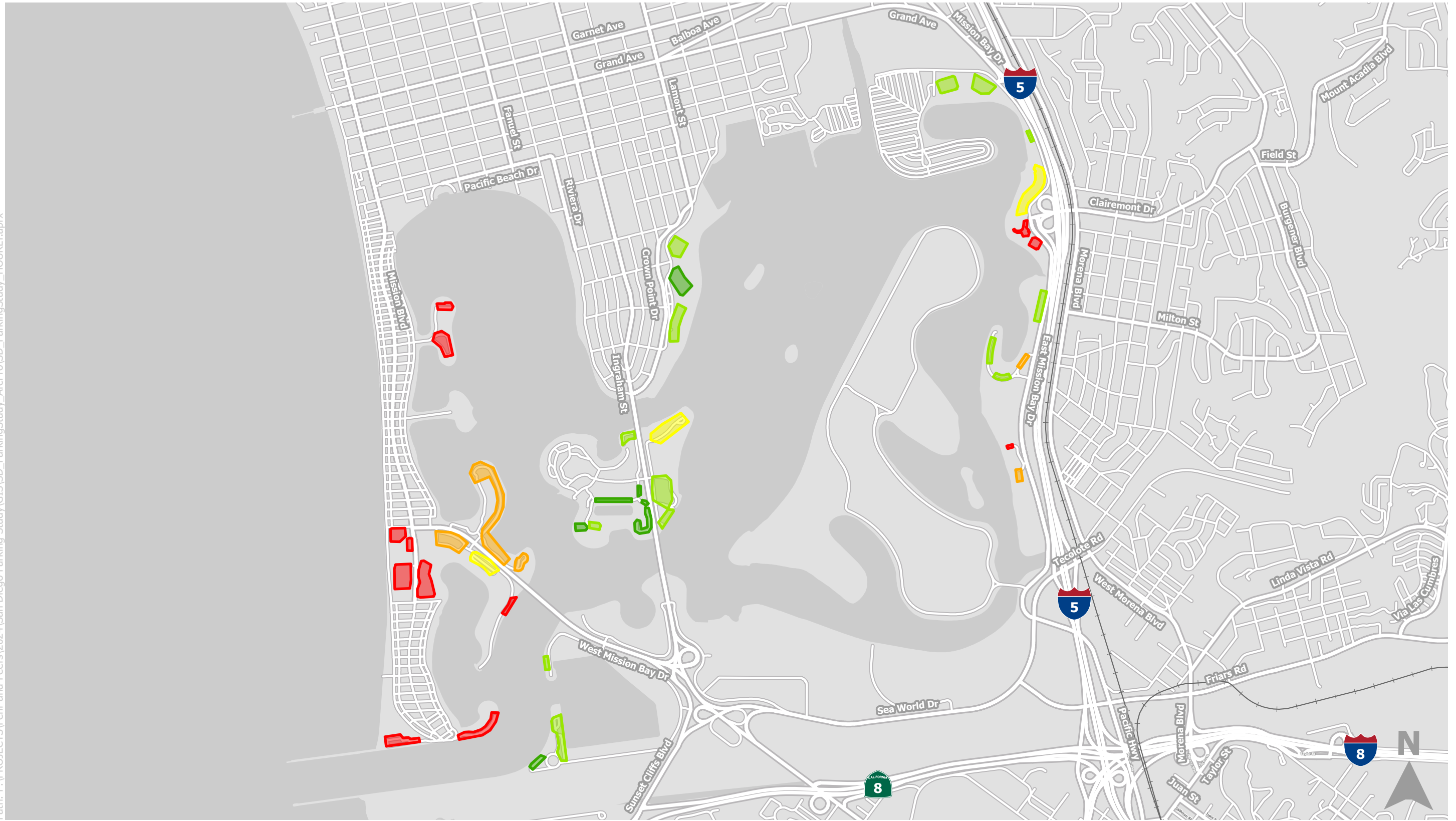
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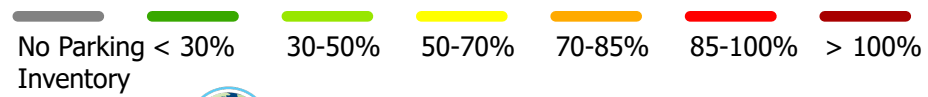
Mission Bay
Saturday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study



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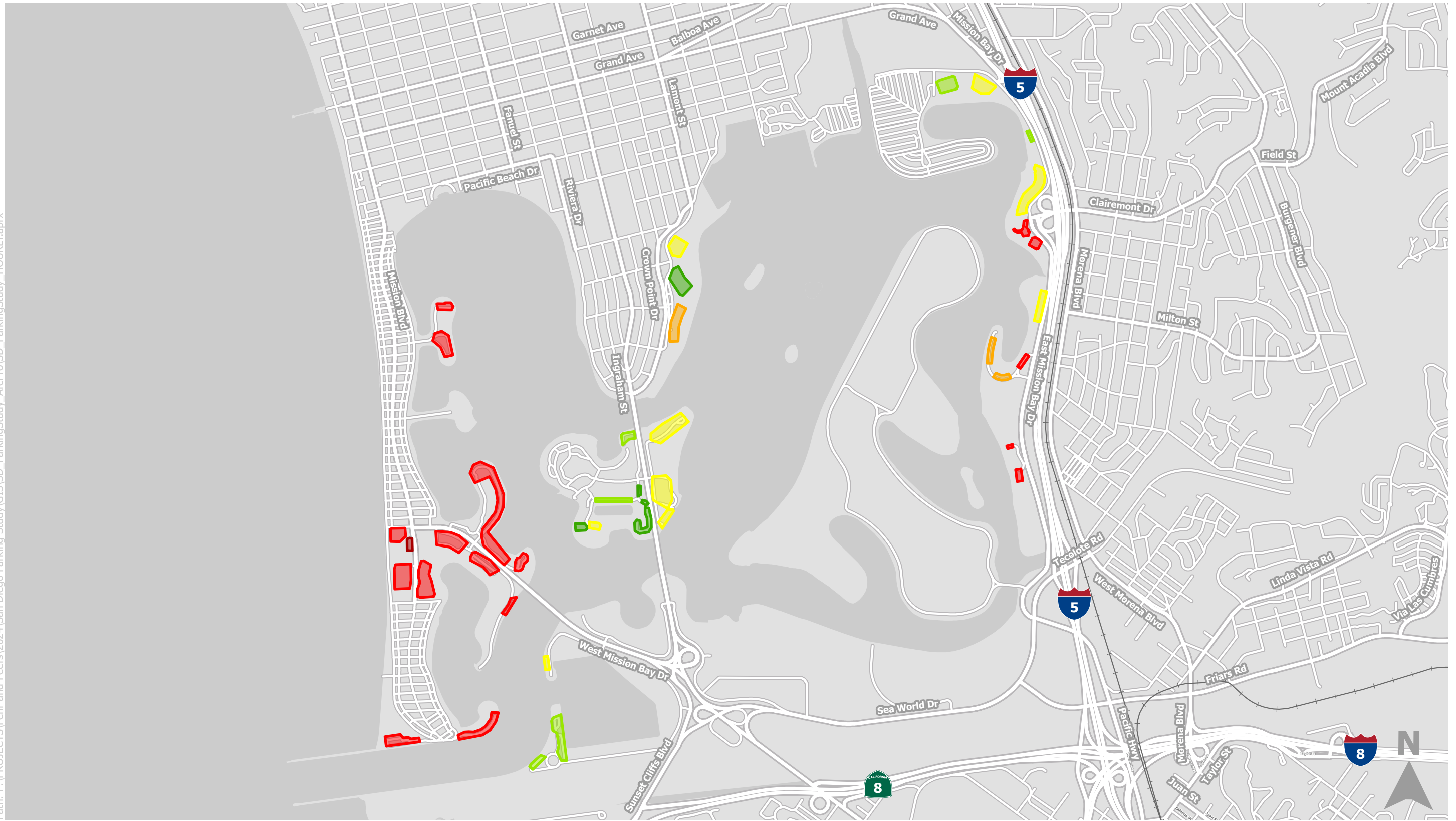
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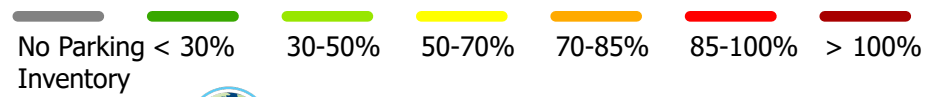
Mission Bay
Saturday Occupancy Percentage - 10 AM
San Diego Citywide Parking Study



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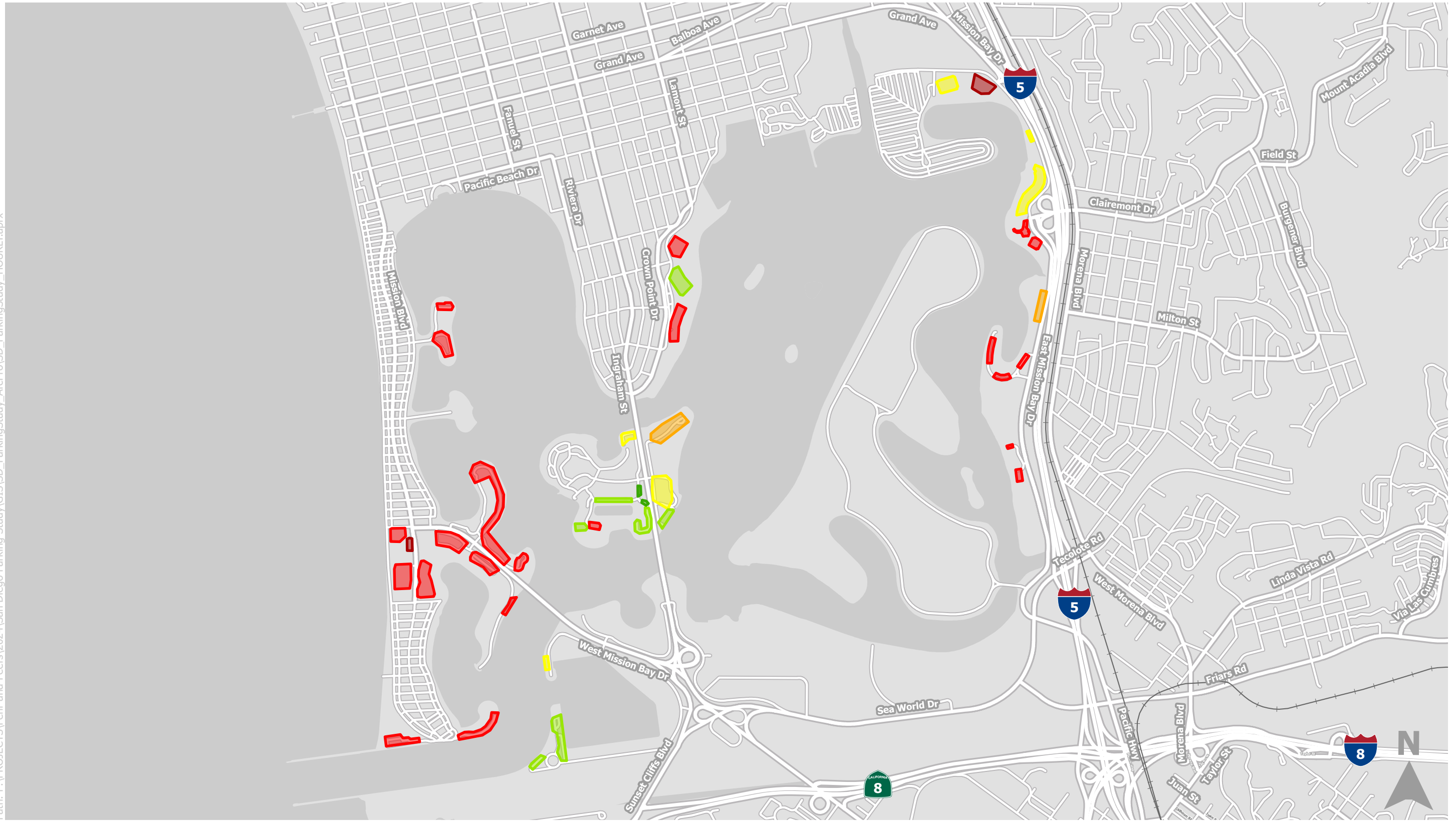
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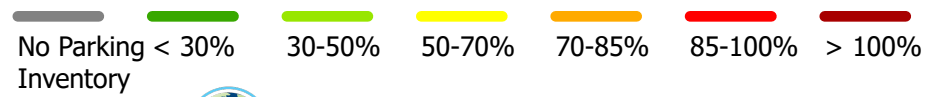
Mission Bay
Saturday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



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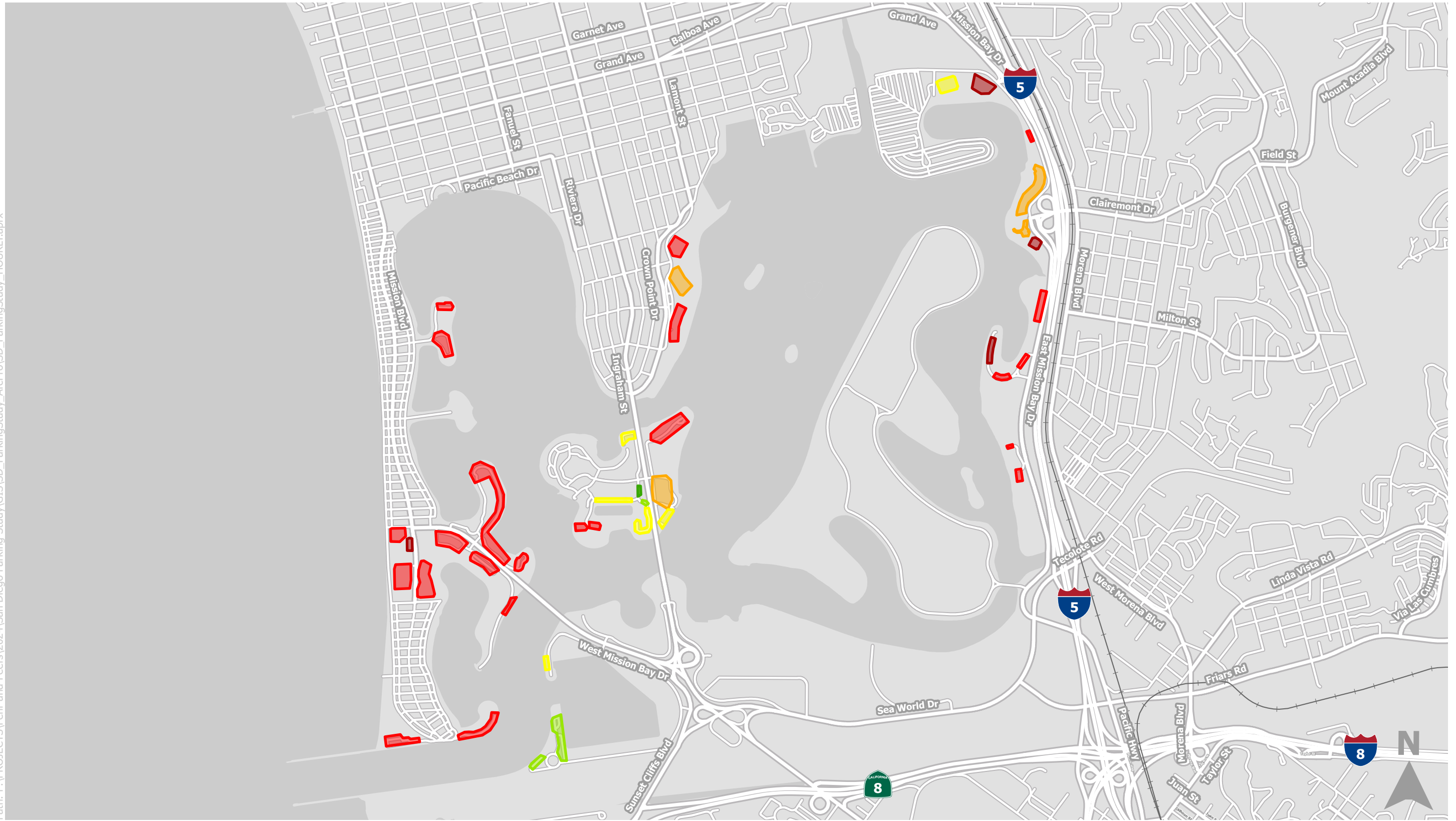
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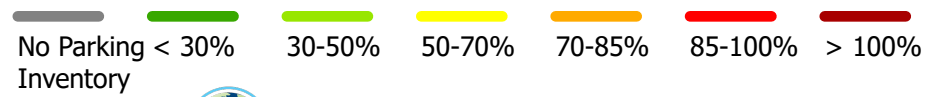
Mission Bay
Saturday Occupancy Percentage - 12 PM
San Diego Citywide Parking Study



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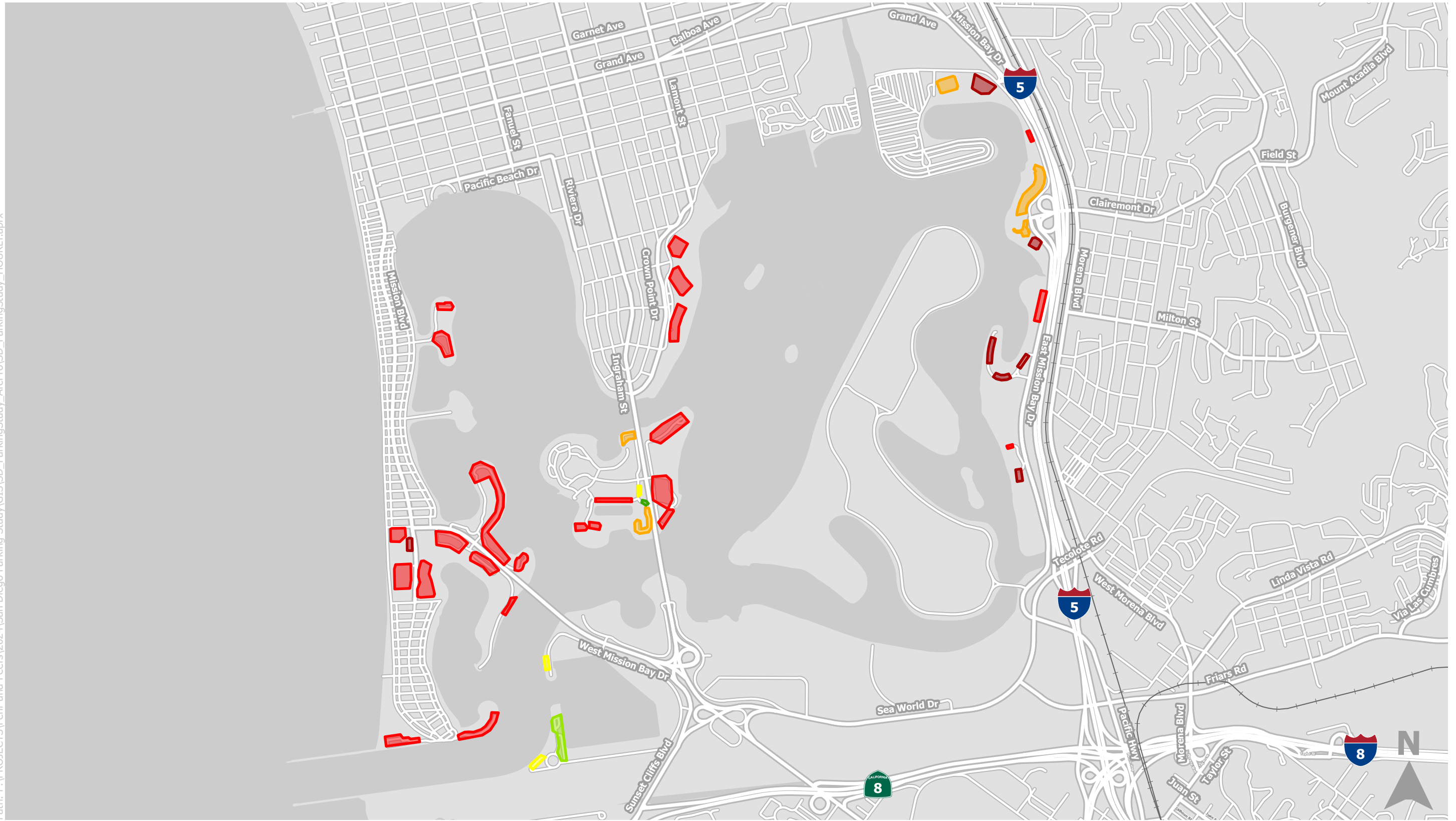
Occupancy Percentage



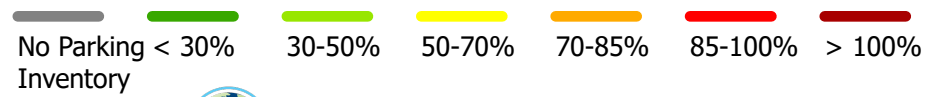
Mission Bay
Saturday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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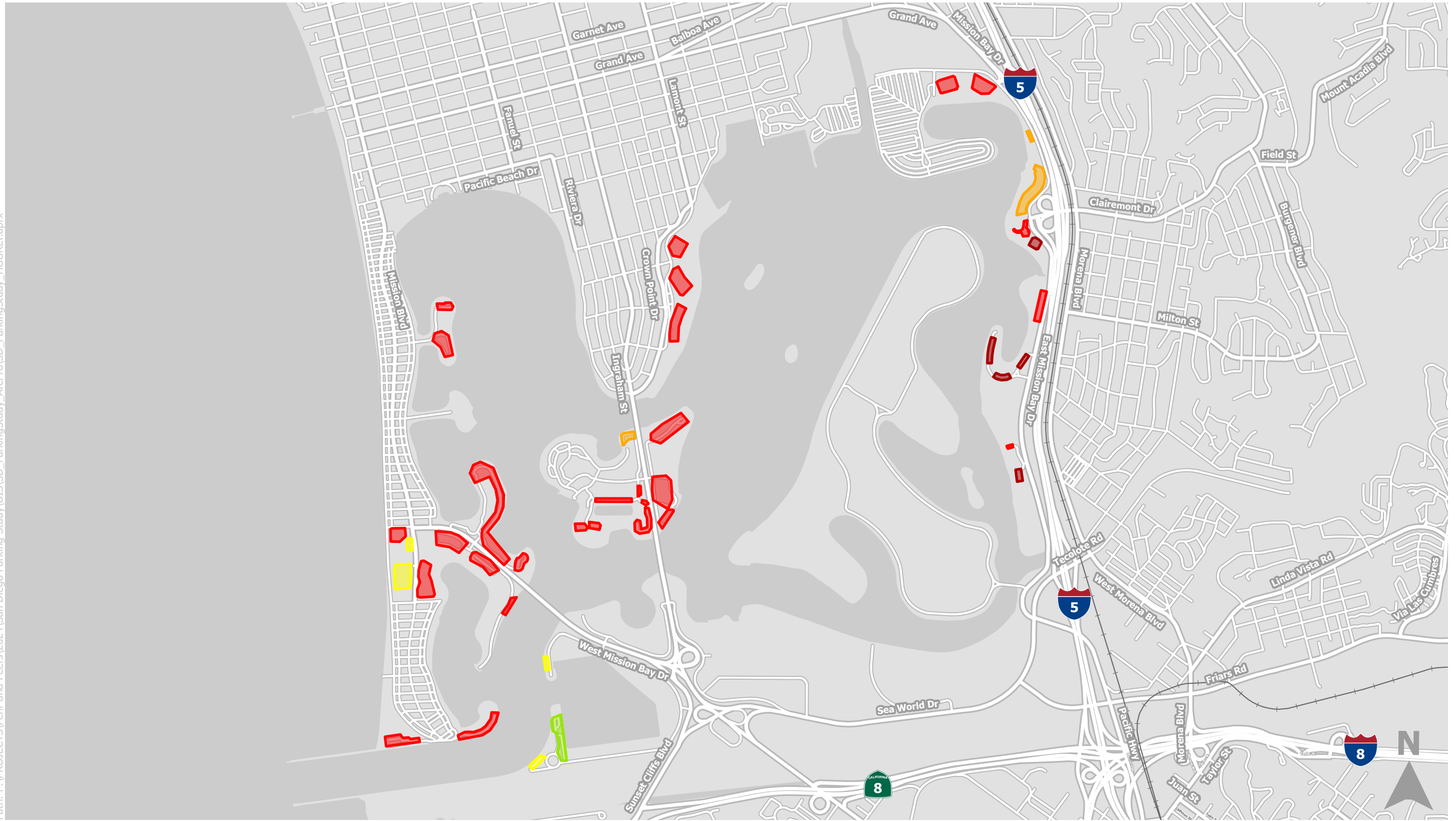
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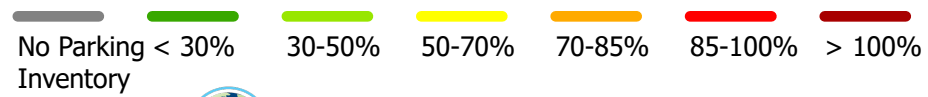
Mission Bay
Saturday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study



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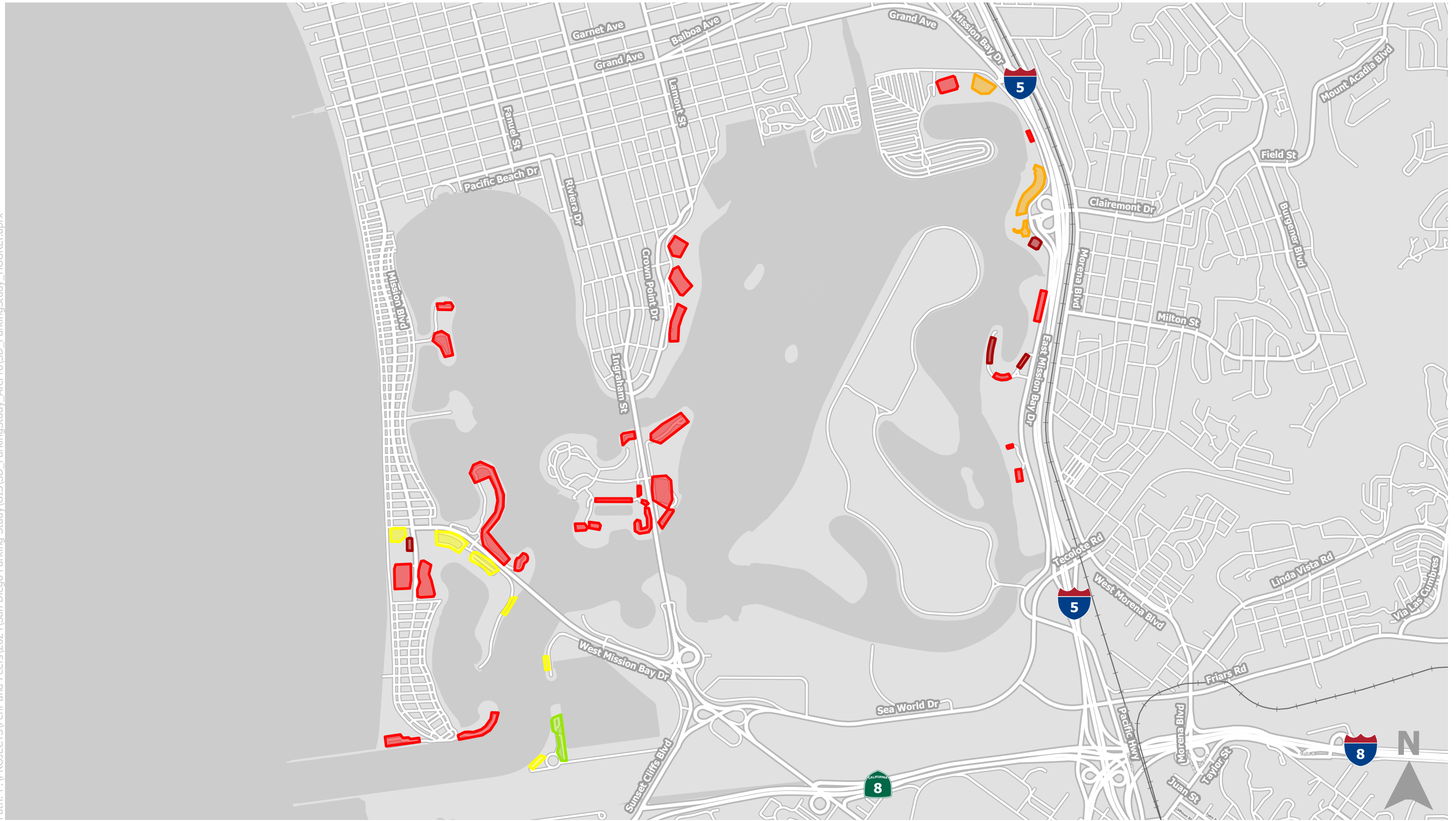
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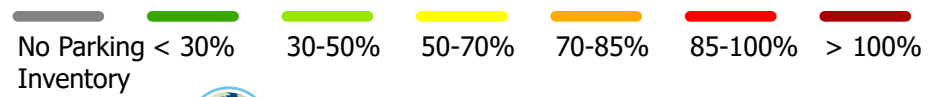
Mission Bay
Saturday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study



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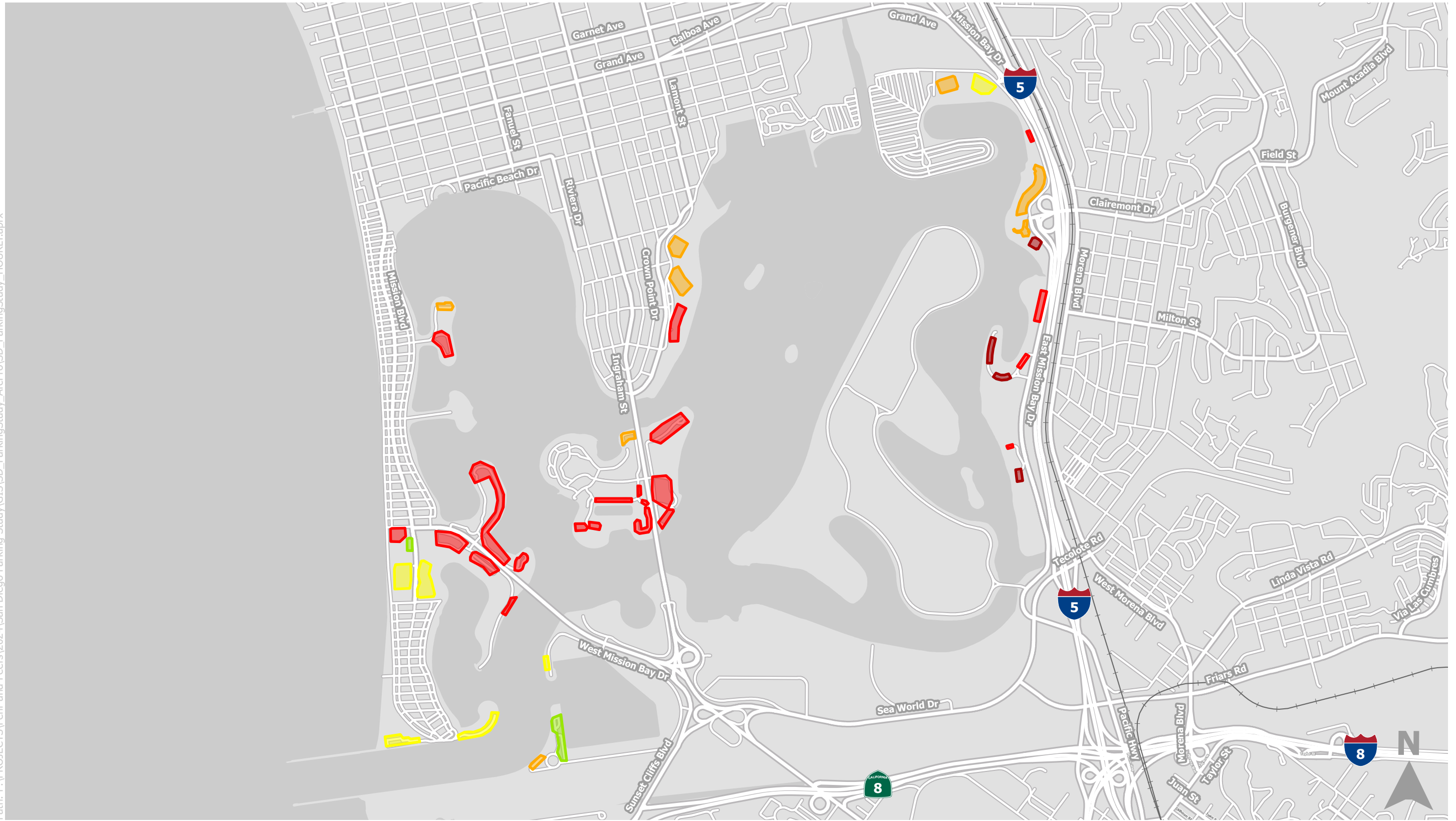
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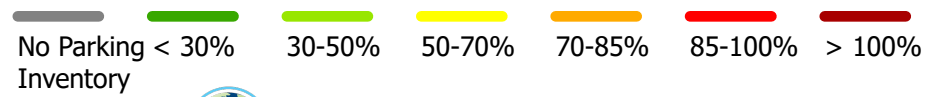
Mission Bay
Saturday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study



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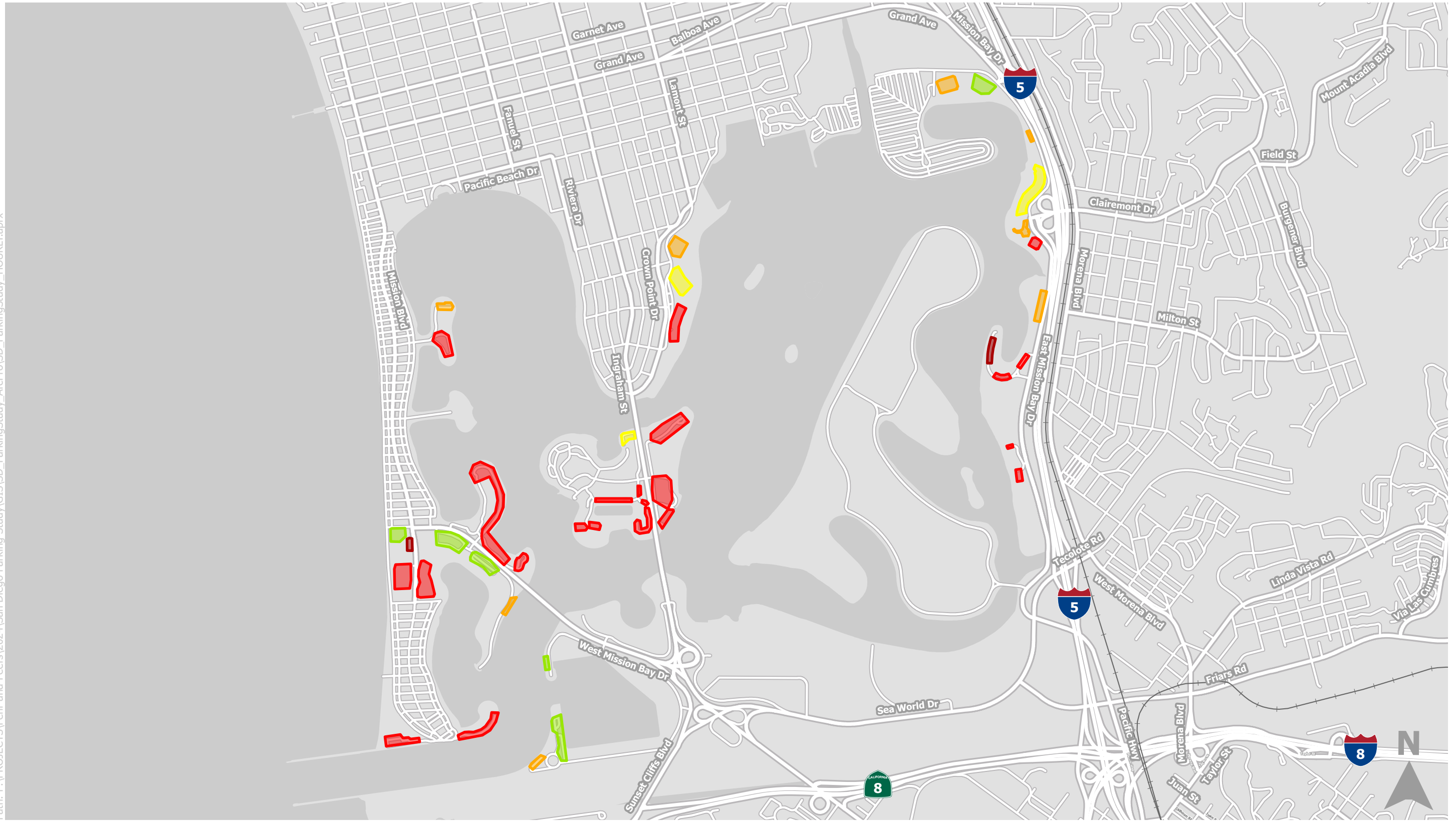
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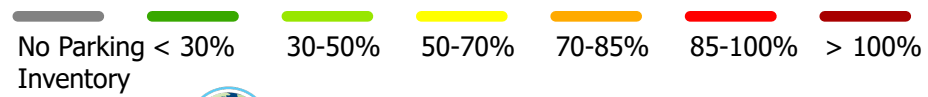
Mission Bay
Saturday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study



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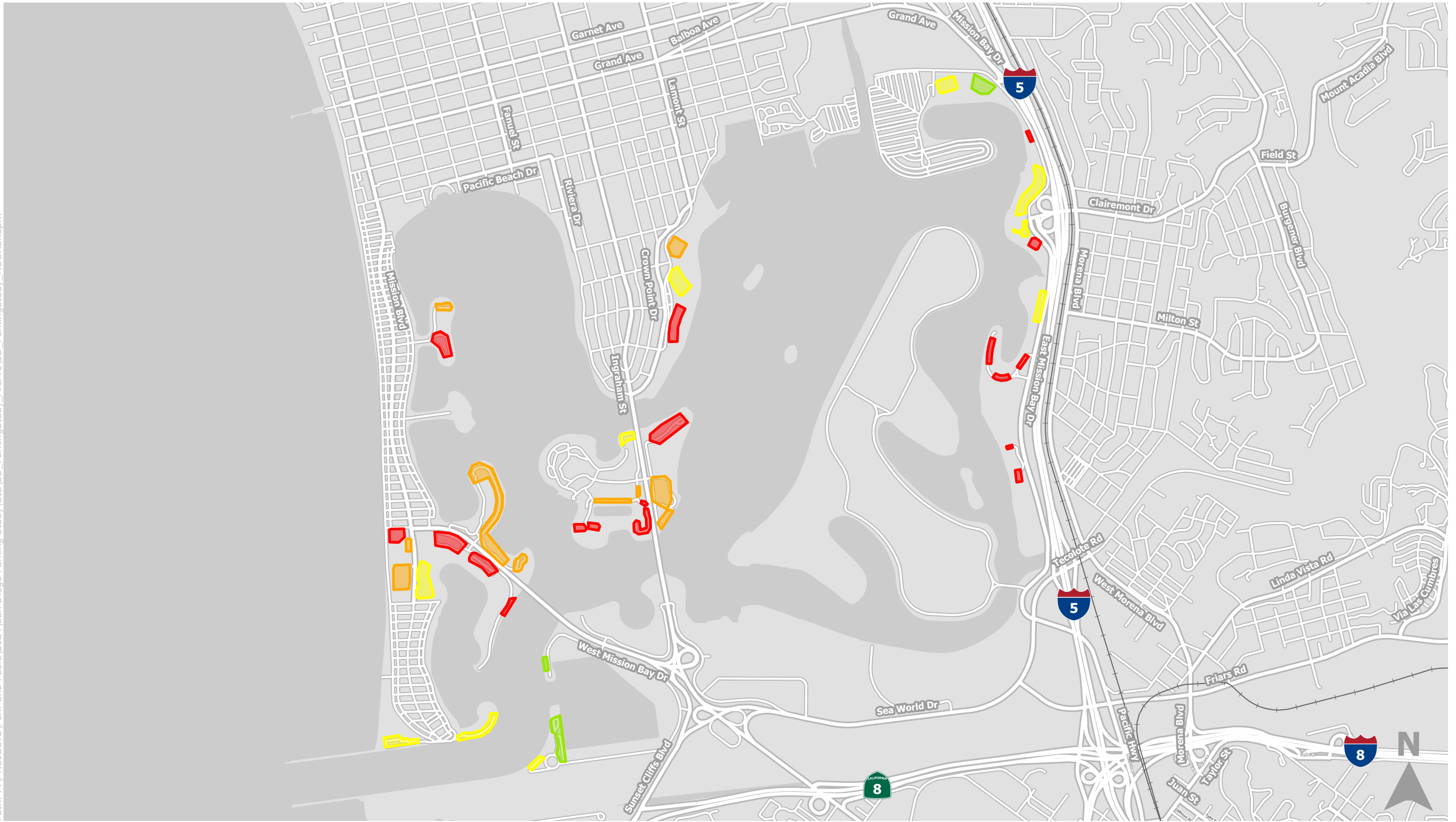
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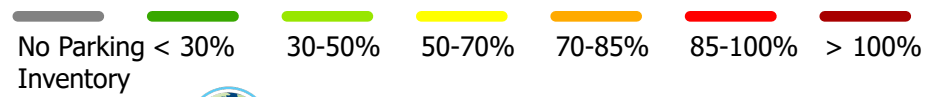
Mission Bay
Saturday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study



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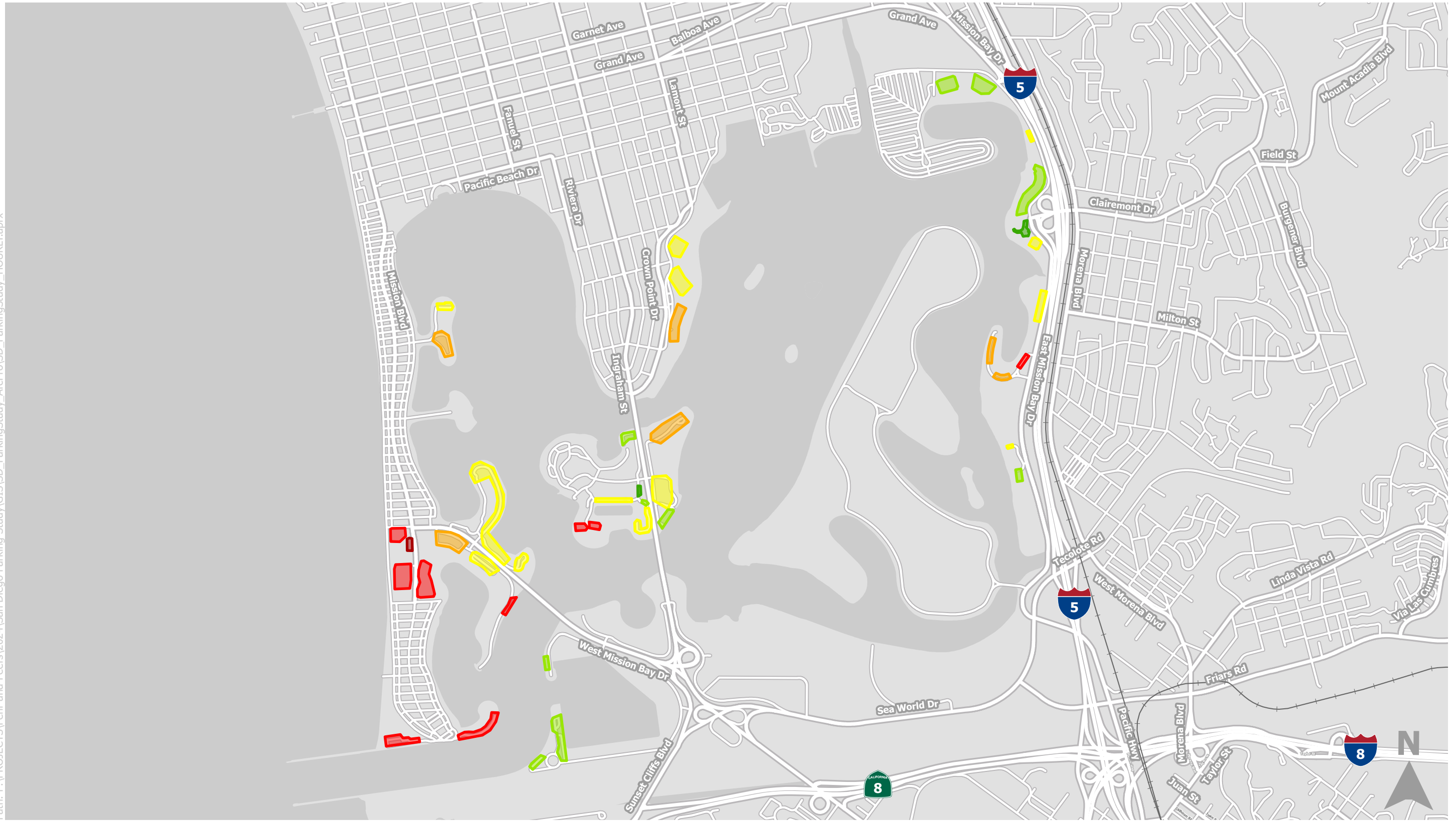
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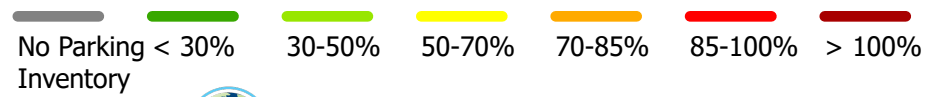
Mission Bay
Saturday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



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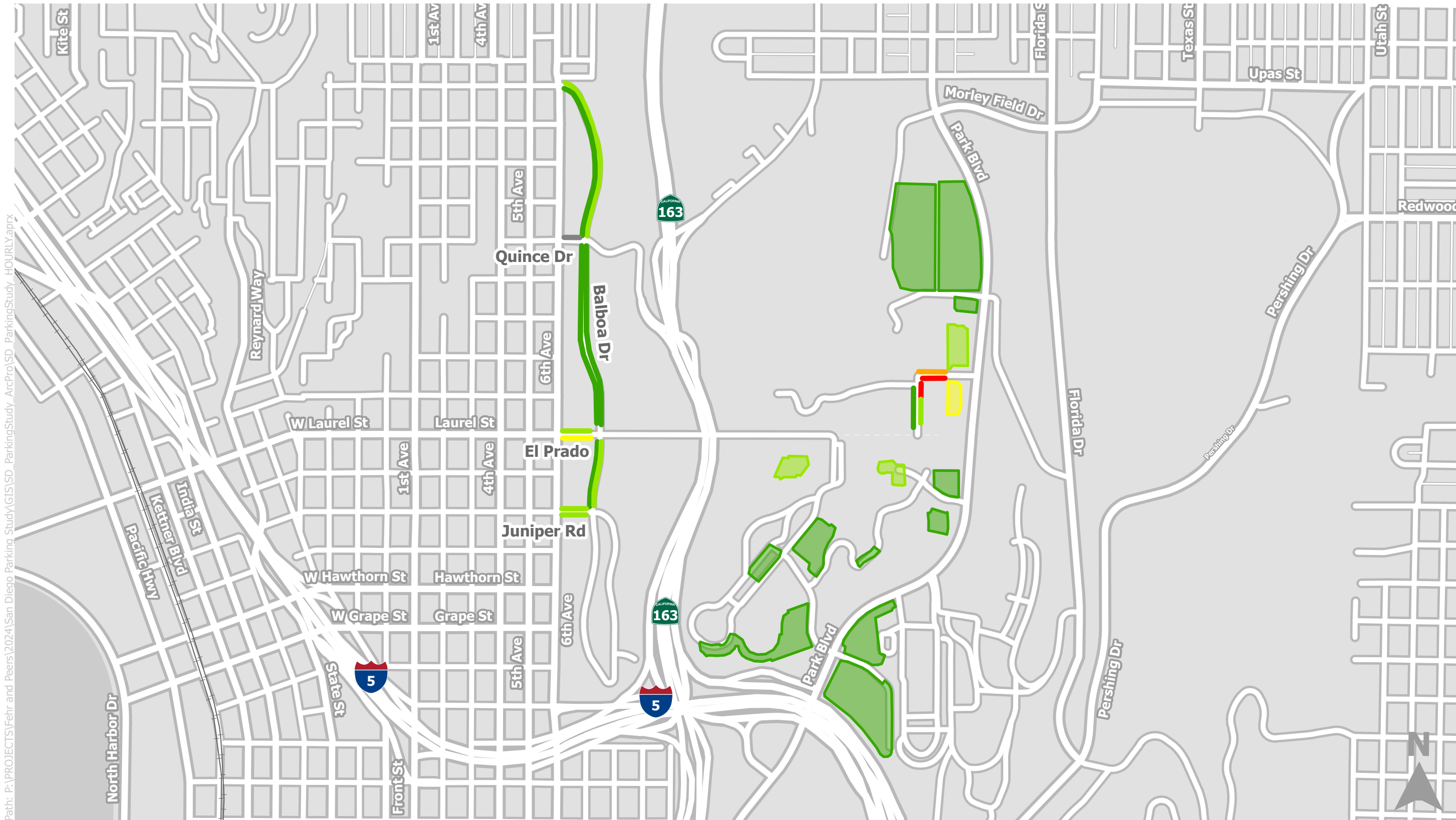


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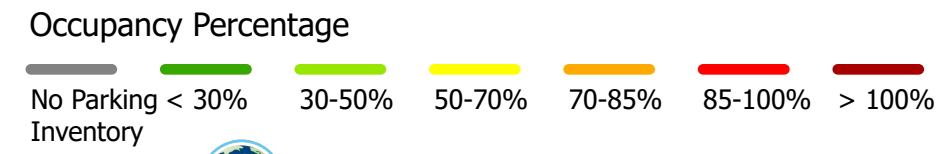


Mission Bay
Saturday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study



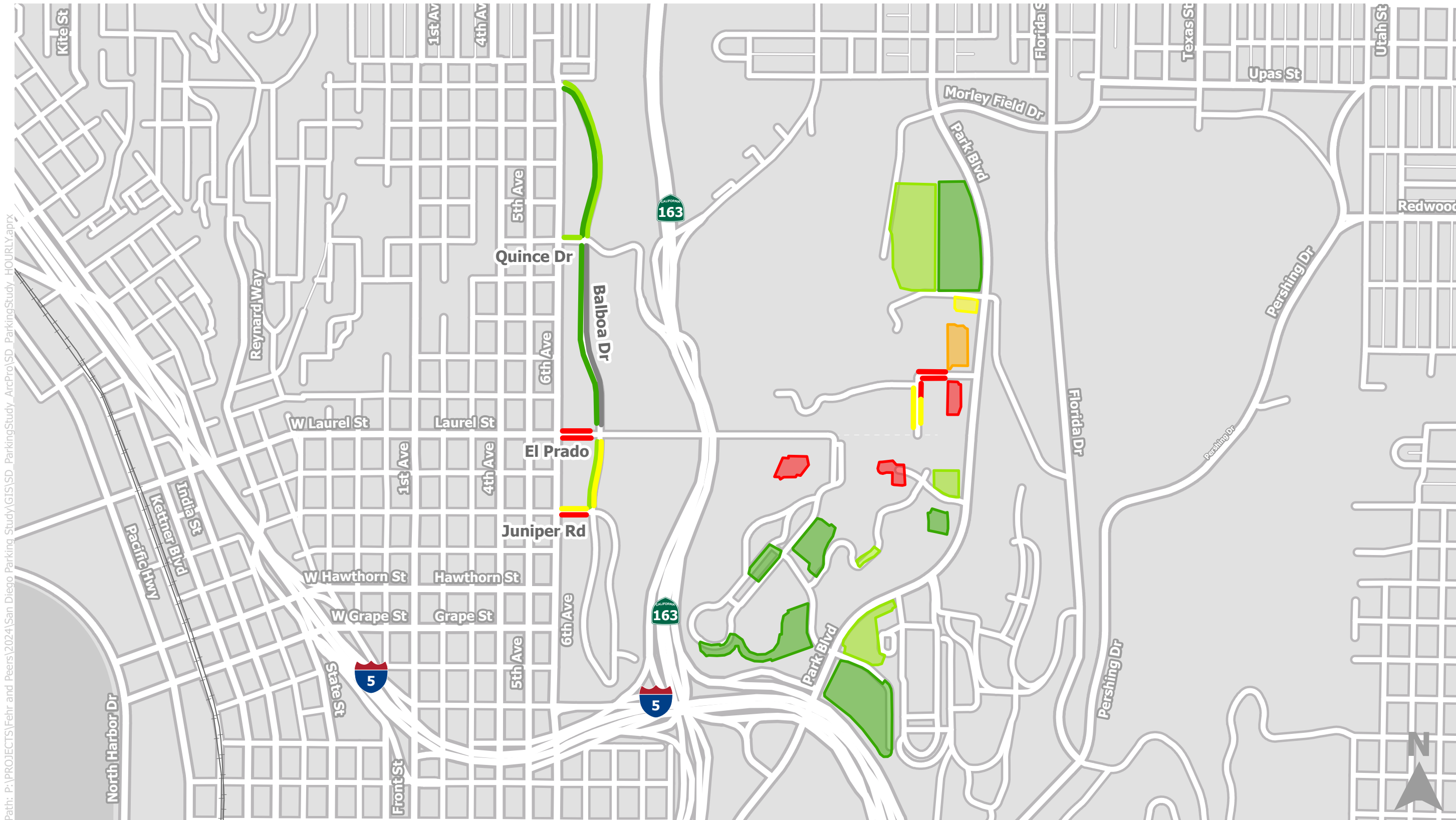


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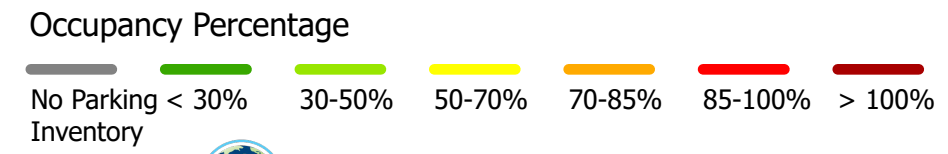


Balboa Park
 Thursday Occupancy Percentage - 8 AM
 San Diego Citywide Parking Study

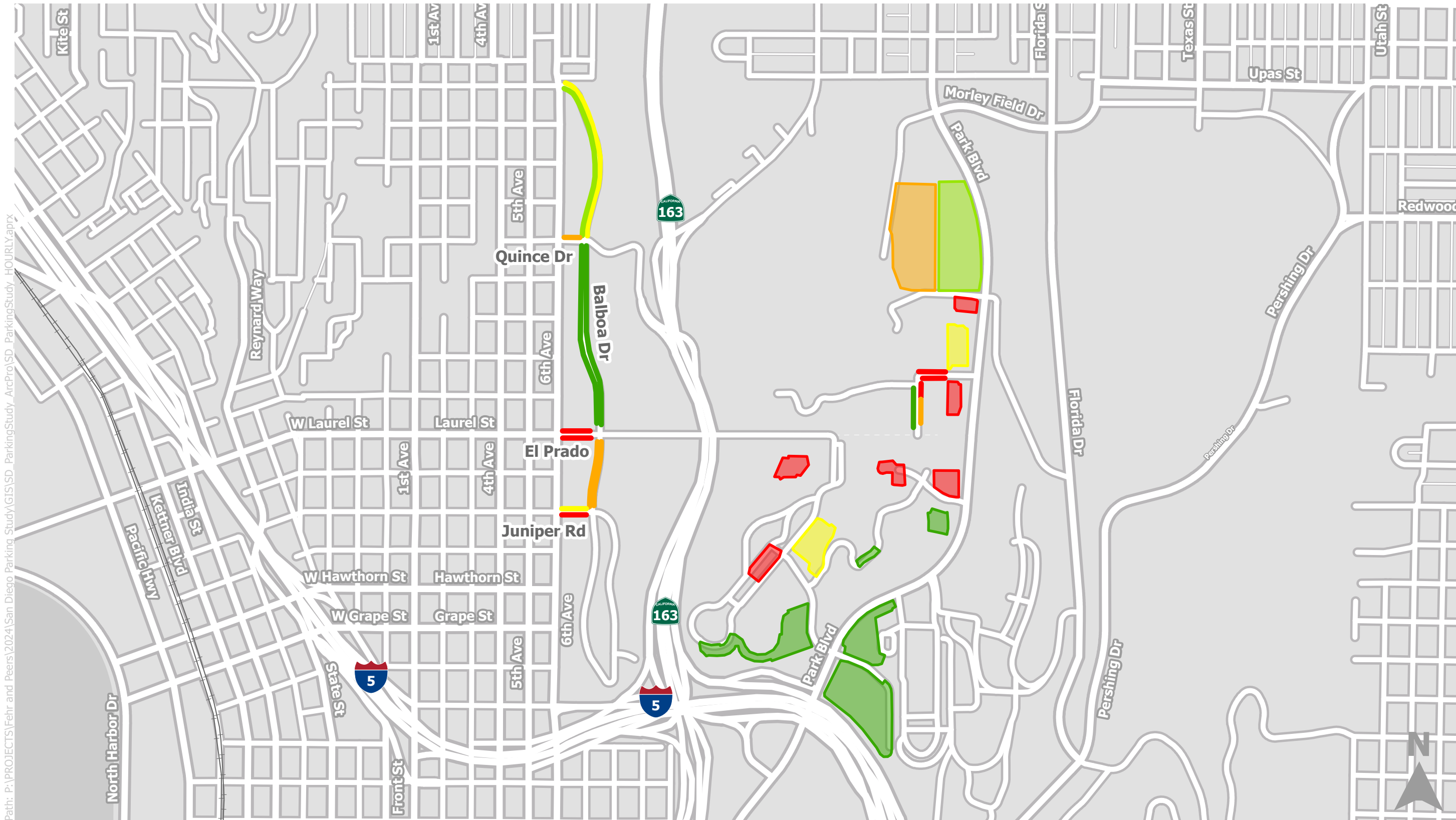




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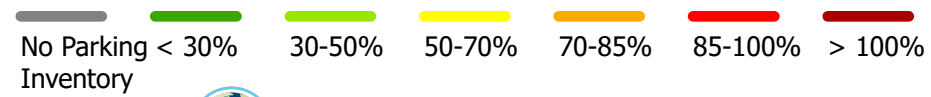


Balboa Park
Thursday Occupancy Percentage - 9 AM
San Diego Citywide Parking Study

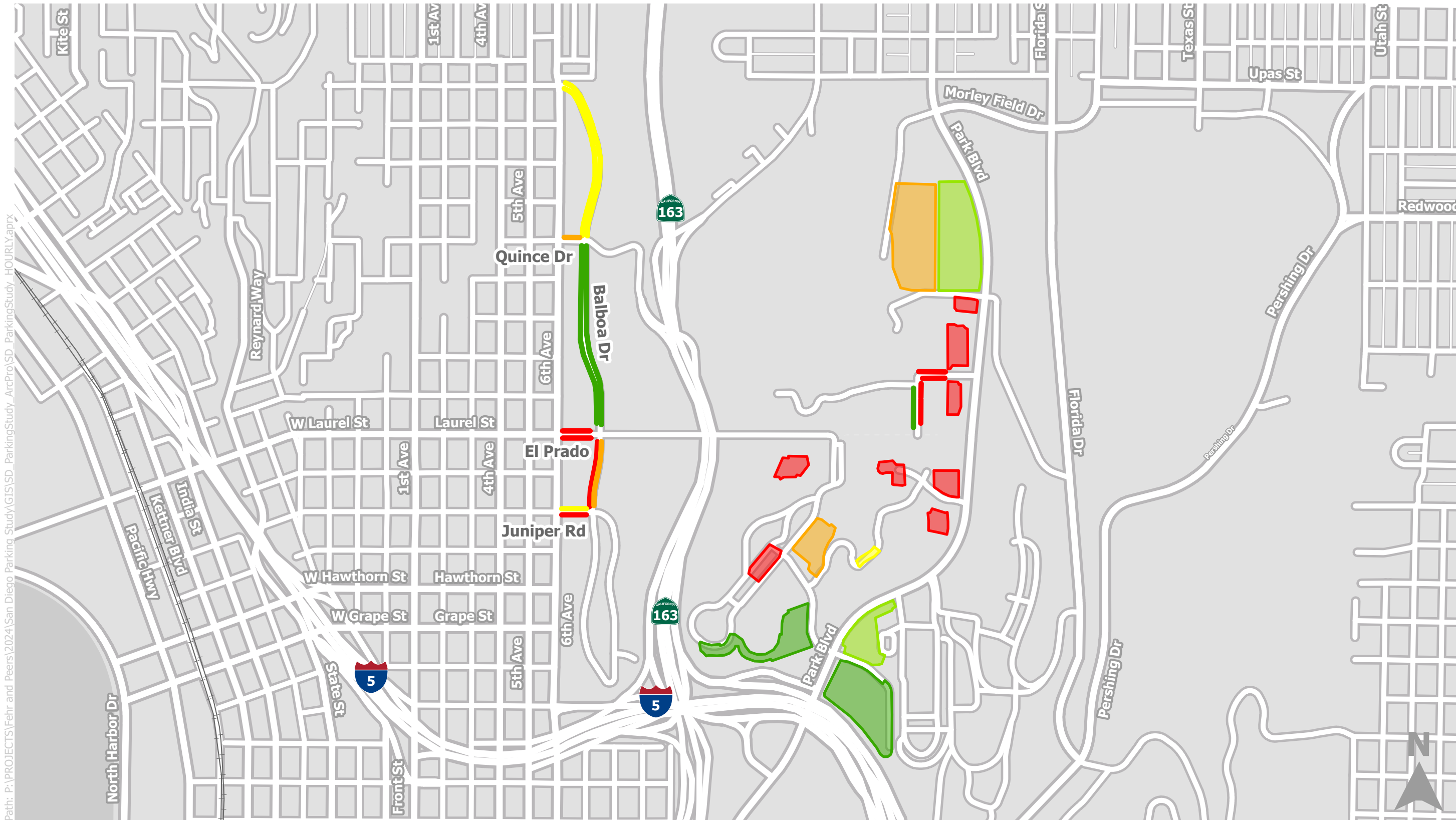


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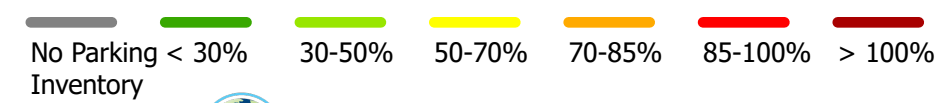


Balboa Park
 Thursday Occupancy Percentage - 10 AM
 San Diego Citywide Parking Study

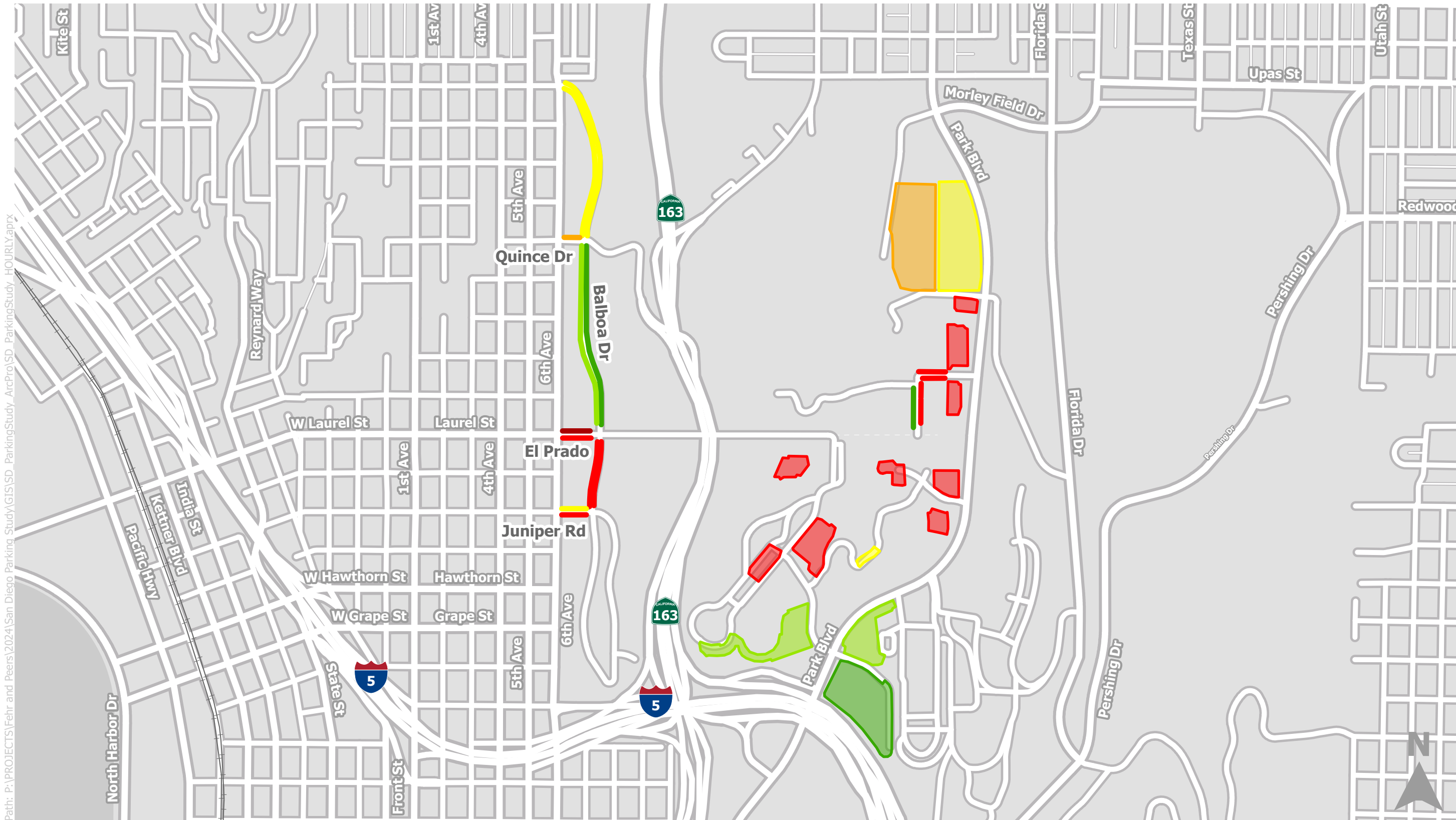


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Occupancy Percentage



Balboa Park
Thursday Occupancy Percentage - 11 AM
San Diego Citywide Parking Study



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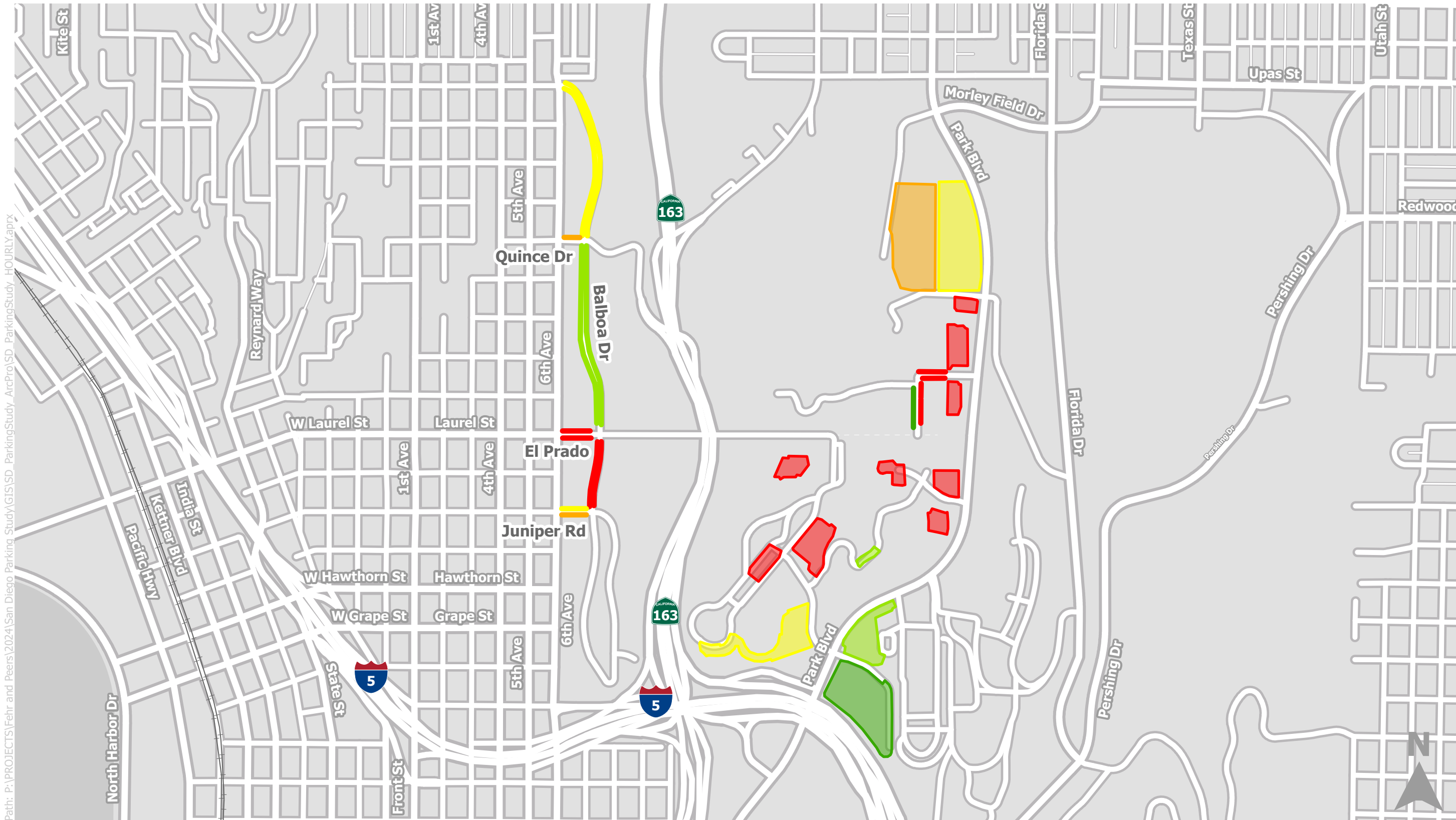
Occupancy Percentage

No Parking	< 30%	30-50%	50-70%	70-85%	85-100%	> 100%
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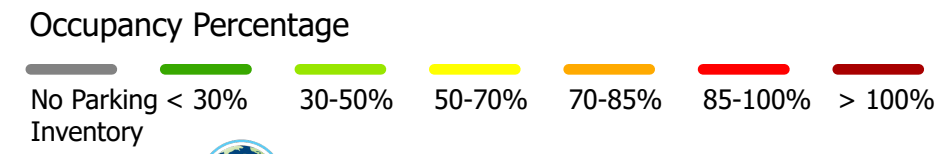
Inventory



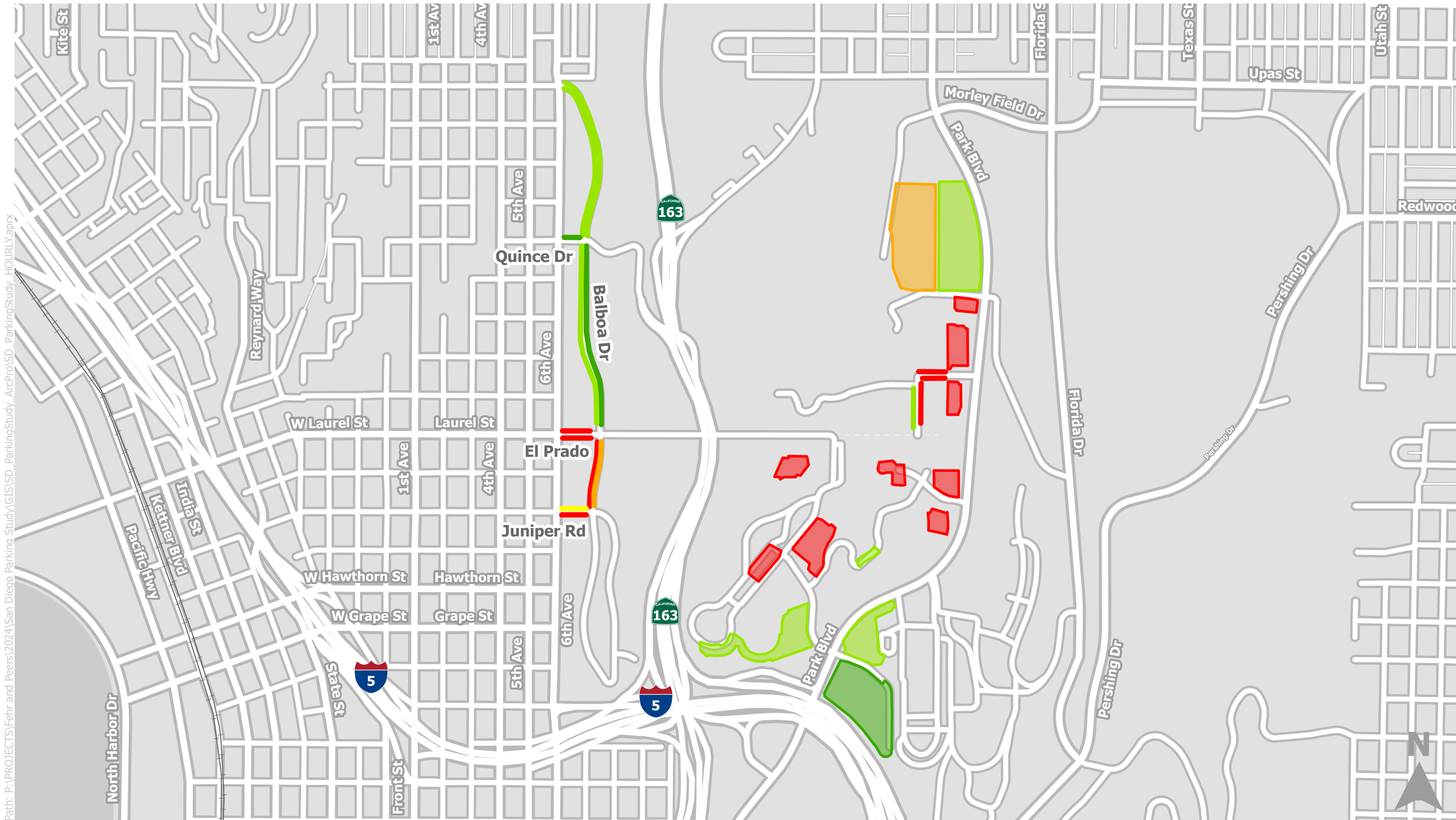
Balboa Park
 Thursday Occupancy Percentage - 12 PM
 San Diego Citywide Parking Study



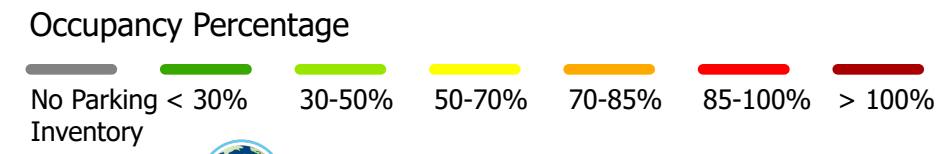
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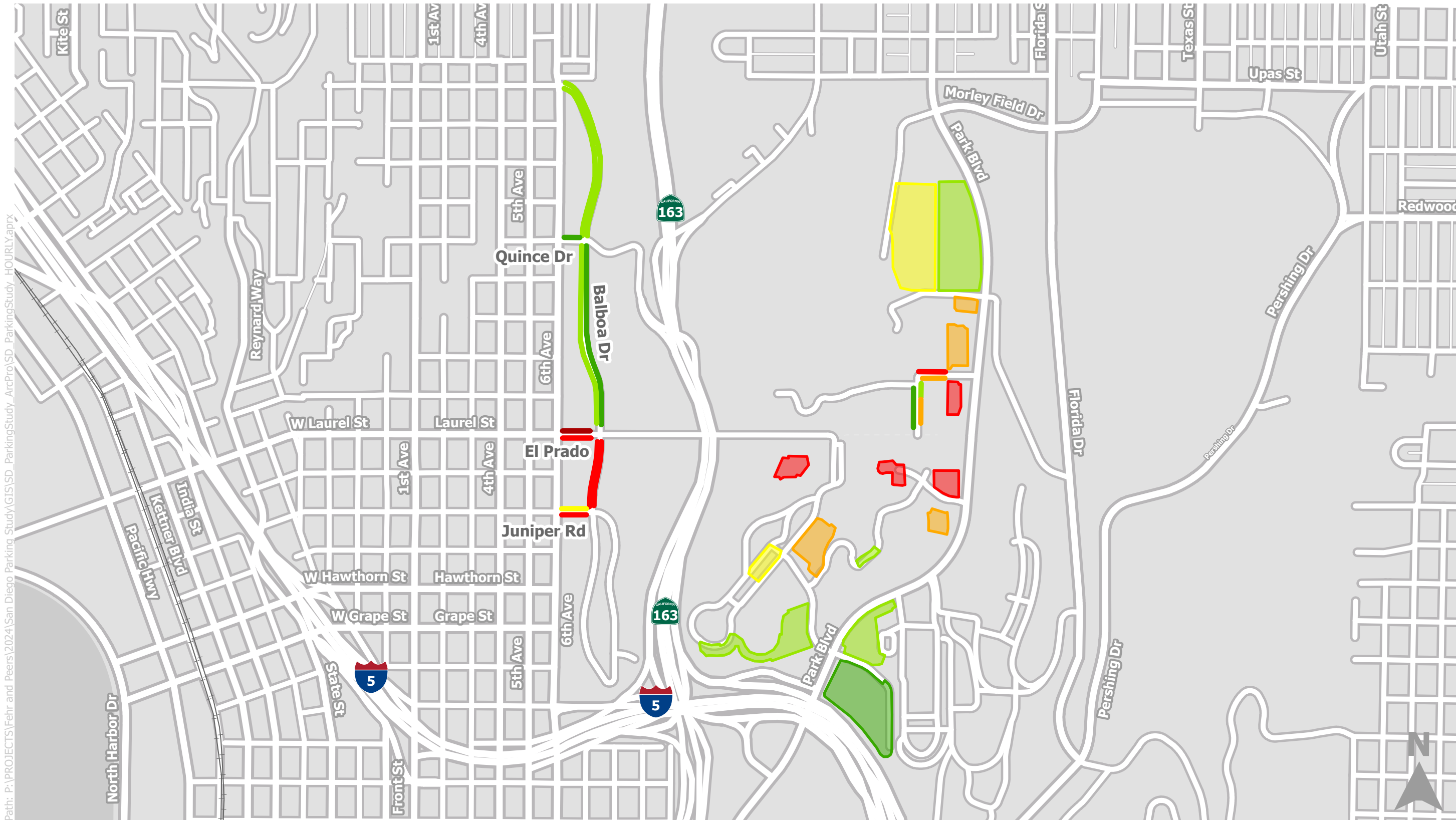
Balboa Park
Thursday Occupancy Percentage - 1 PM
San Diego Citywide Parking Study



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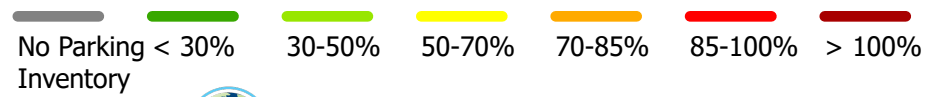


Balboa Park
Thursday Occupancy Percentage - 2 PM
San Diego Citywide Parking Study

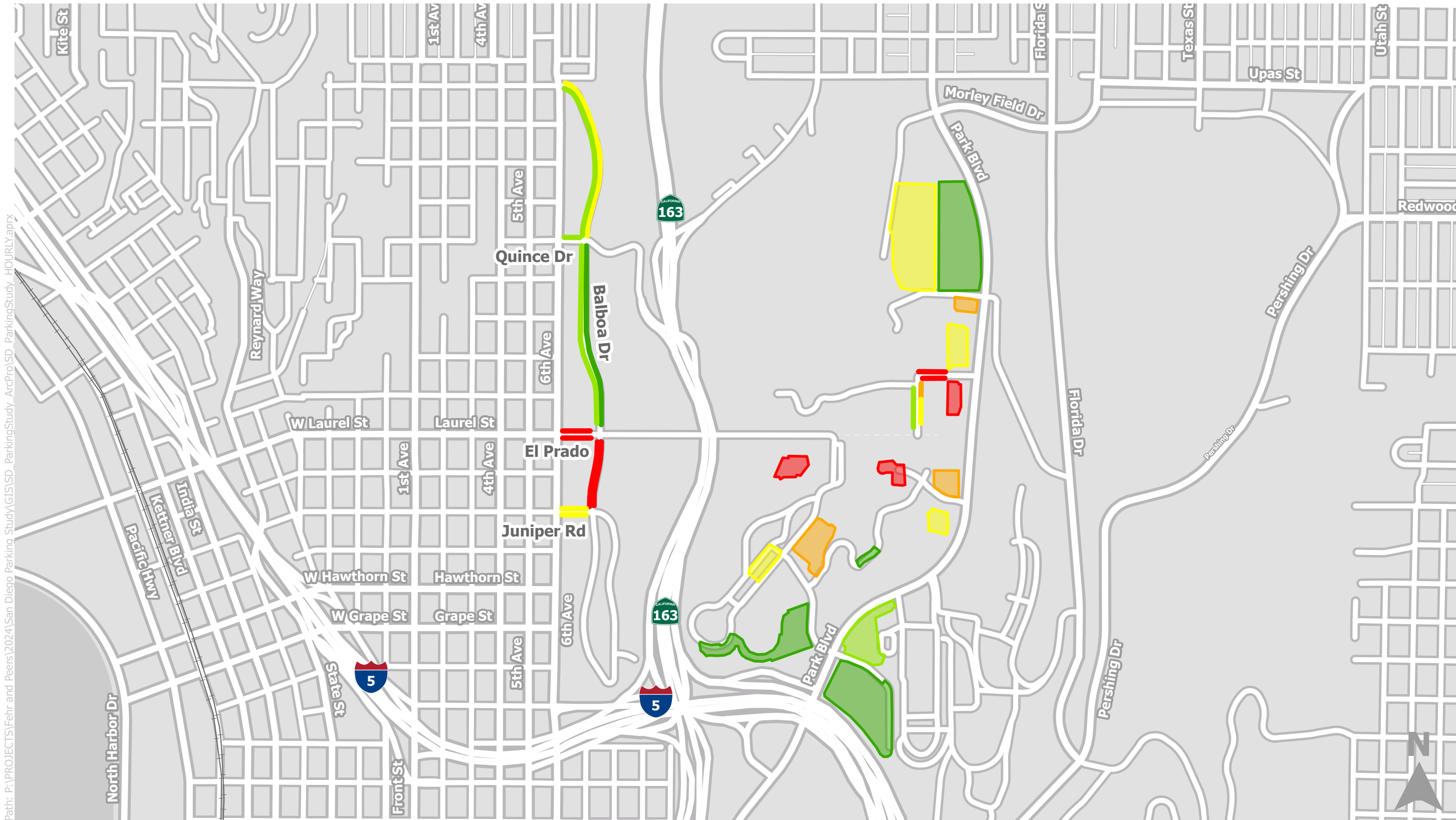


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Occupancy Percentage

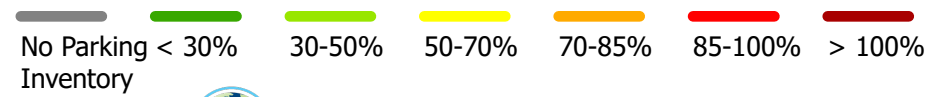


Balboa Park
Thursday Occupancy Percentage - 3 PM
San Diego Citywide Parking Study

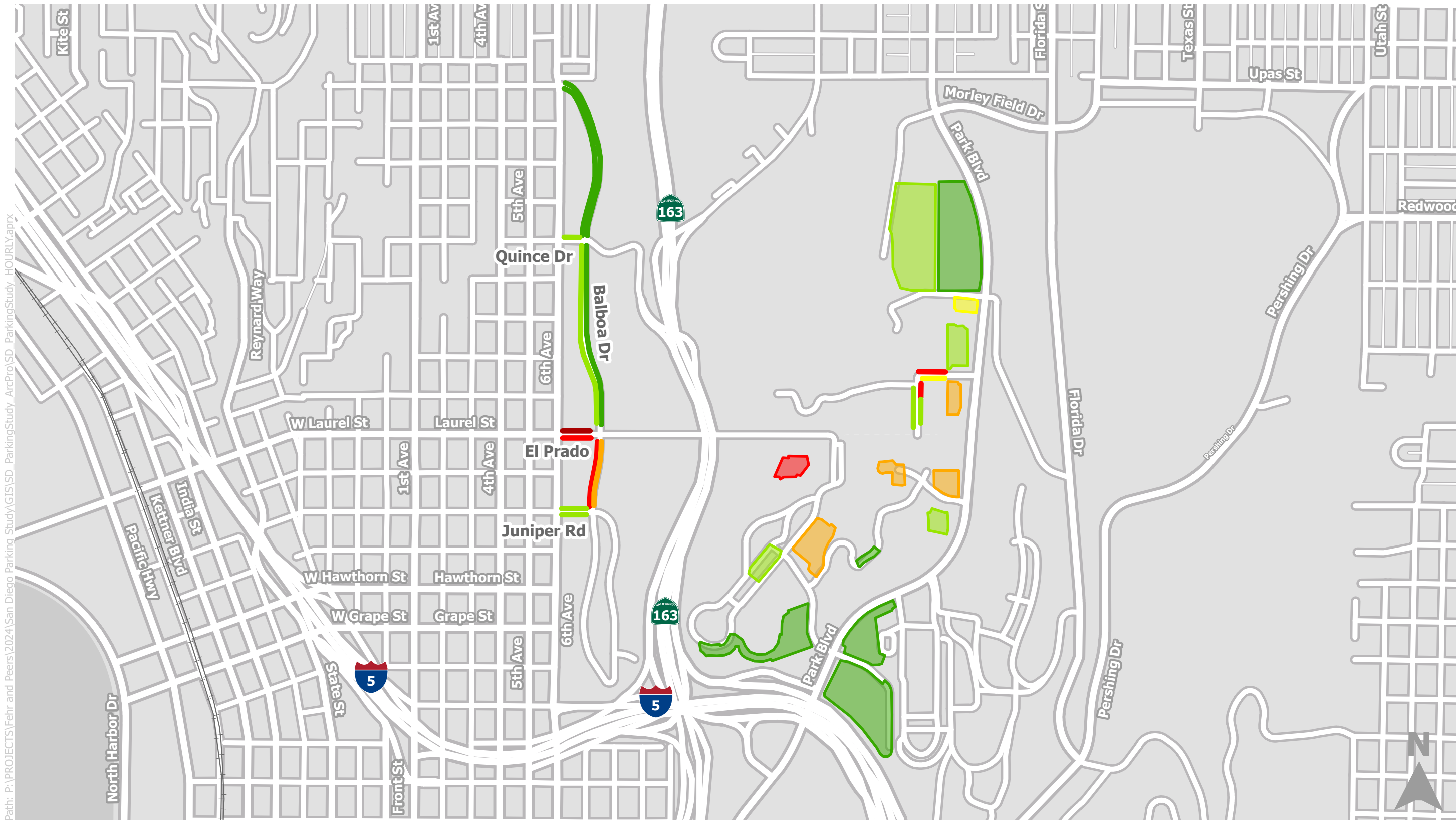


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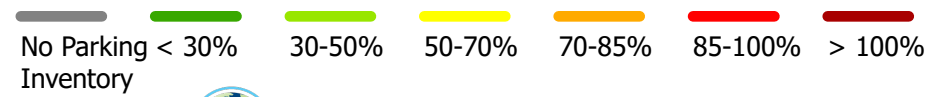


Balboa Park
Thursday Occupancy Percentage - 4 PM
San Diego Citywide Parking Study

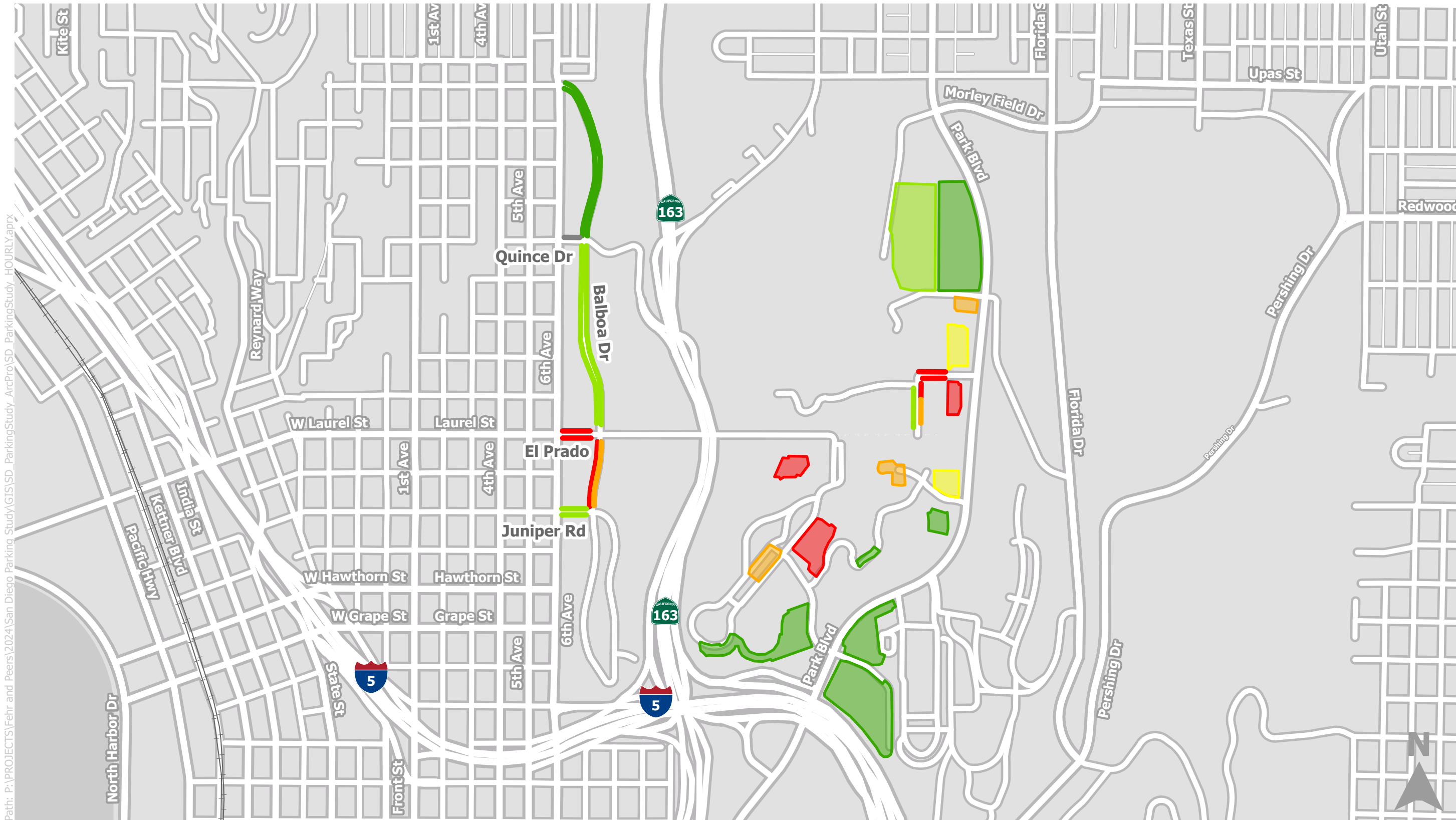


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Occupancy Percentage

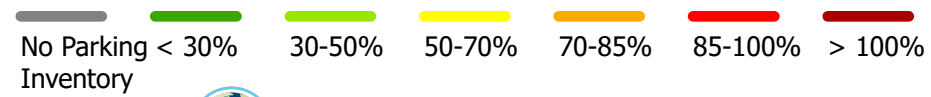


Balboa Park
Thursday Occupancy Percentage - 5 PM
San Diego Citywide Parking Study

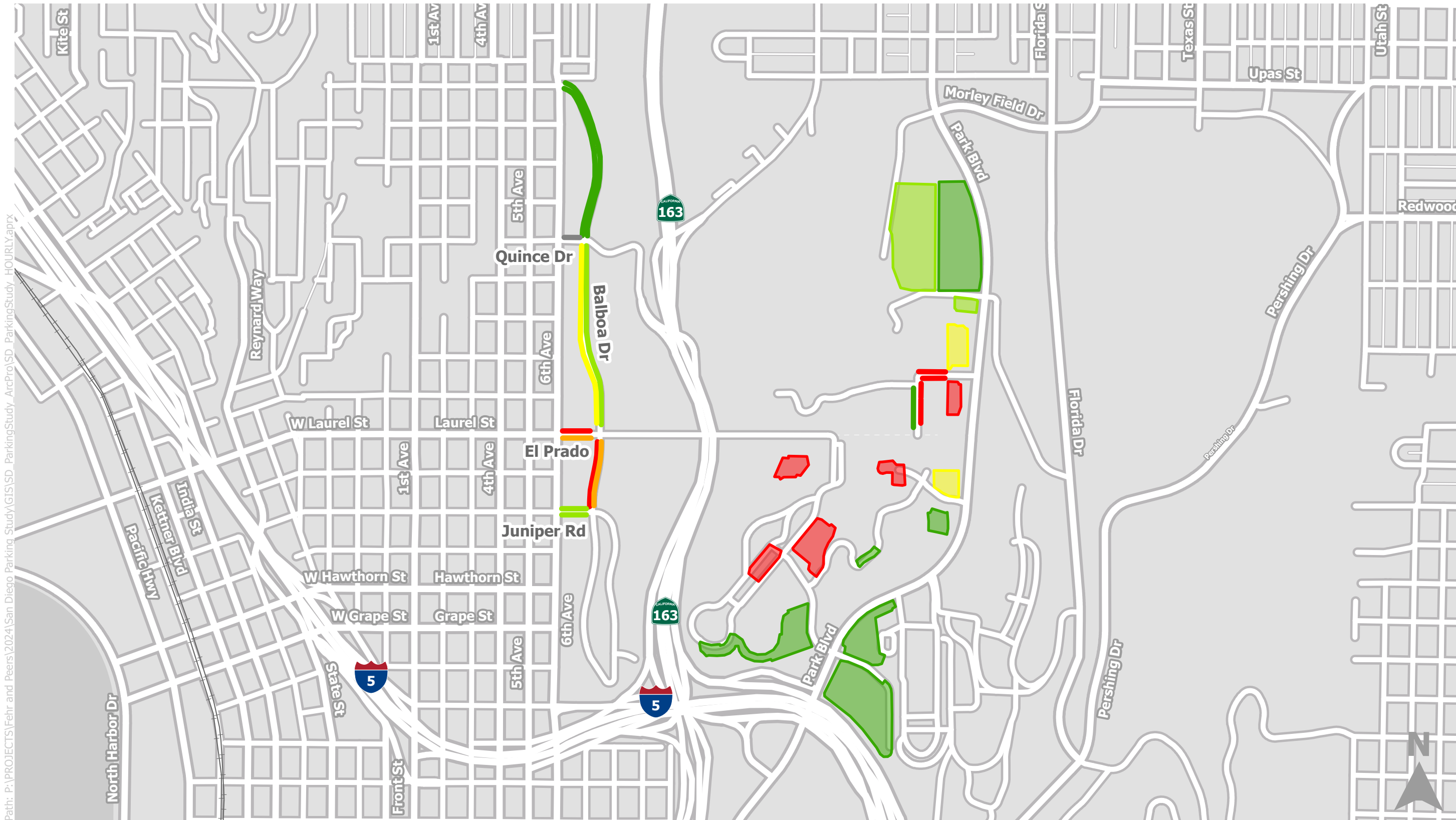


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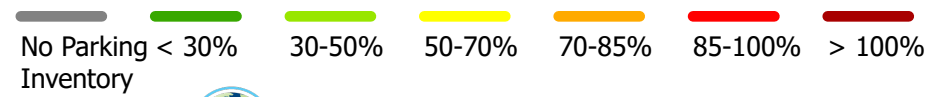


Balboa Park
Thursday Occupancy Percentage - 6 PM
San Diego Citywide Parking Study

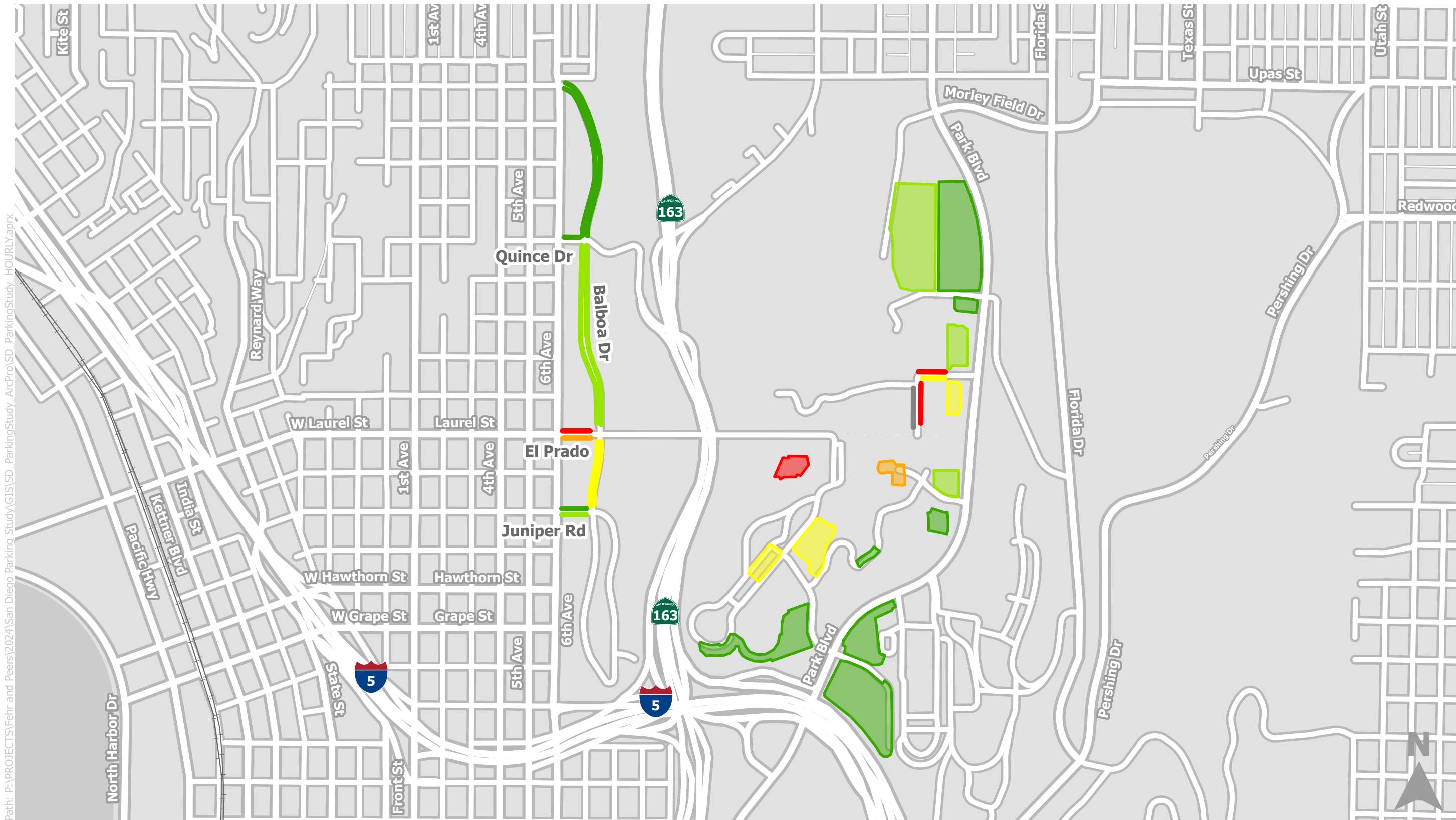


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Occupancy Percentage

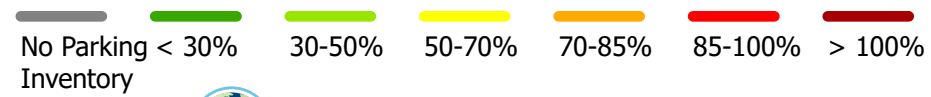


Balboa Park
Thursday Occupancy Percentage - 7 PM
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_HOURLY.aprx

Occupancy Percentage



Inventory

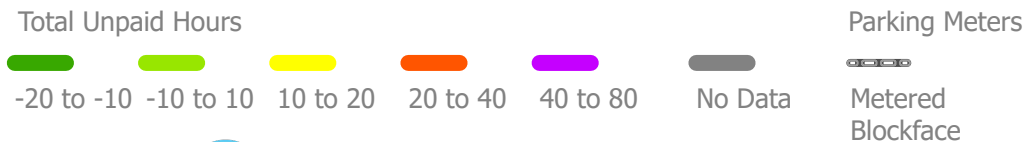
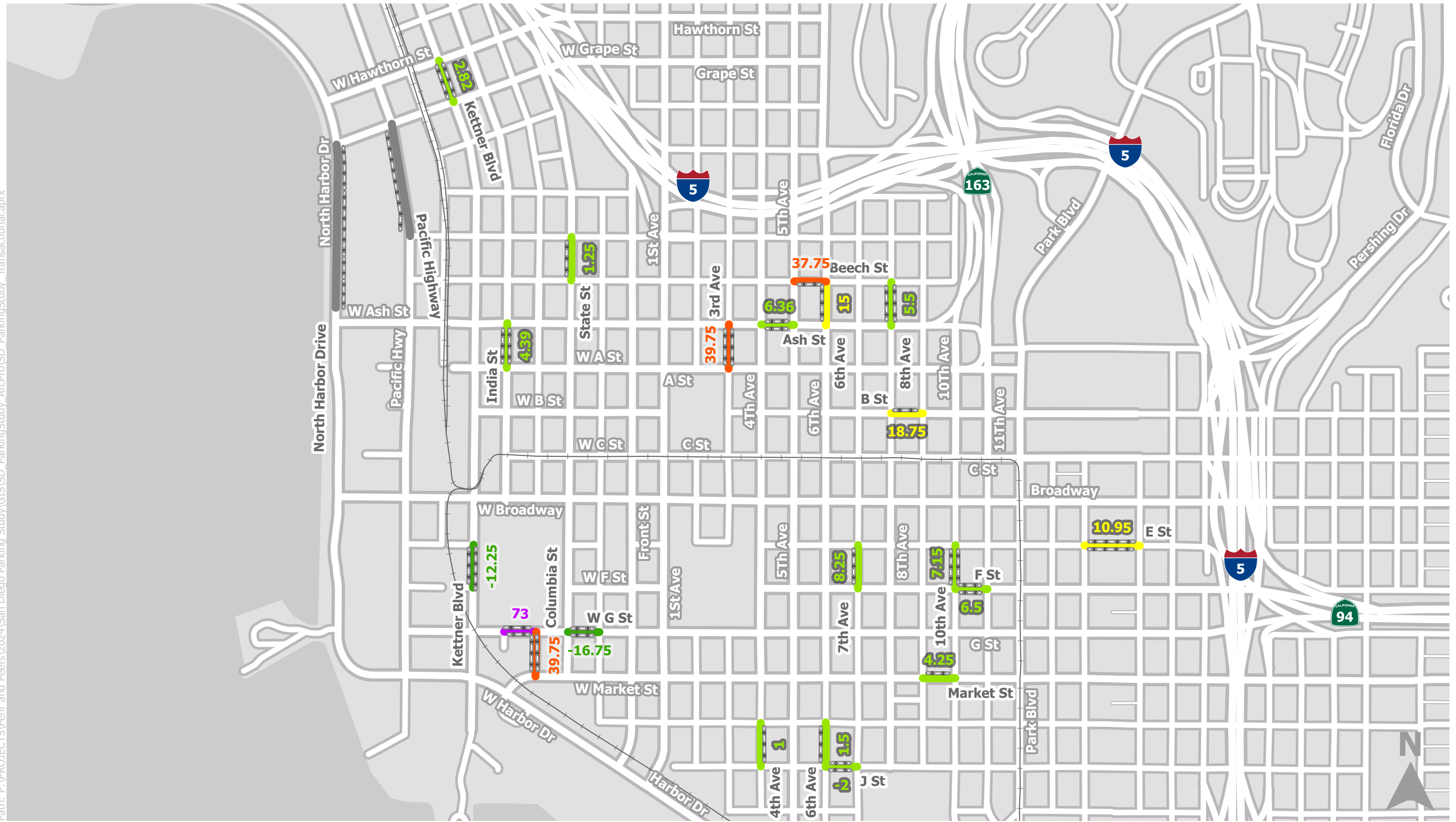


Balboa Park
Thursday Occupancy Percentage - 8 PM
San Diego Citywide Parking Study

Appendix C:

Transaction Analysis Heat Maps

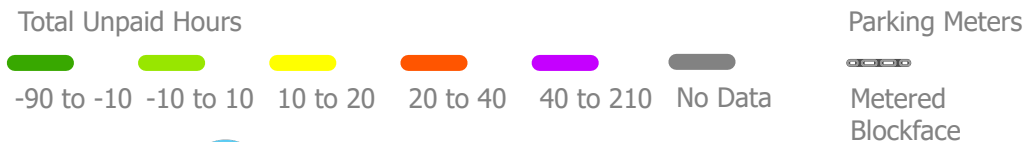
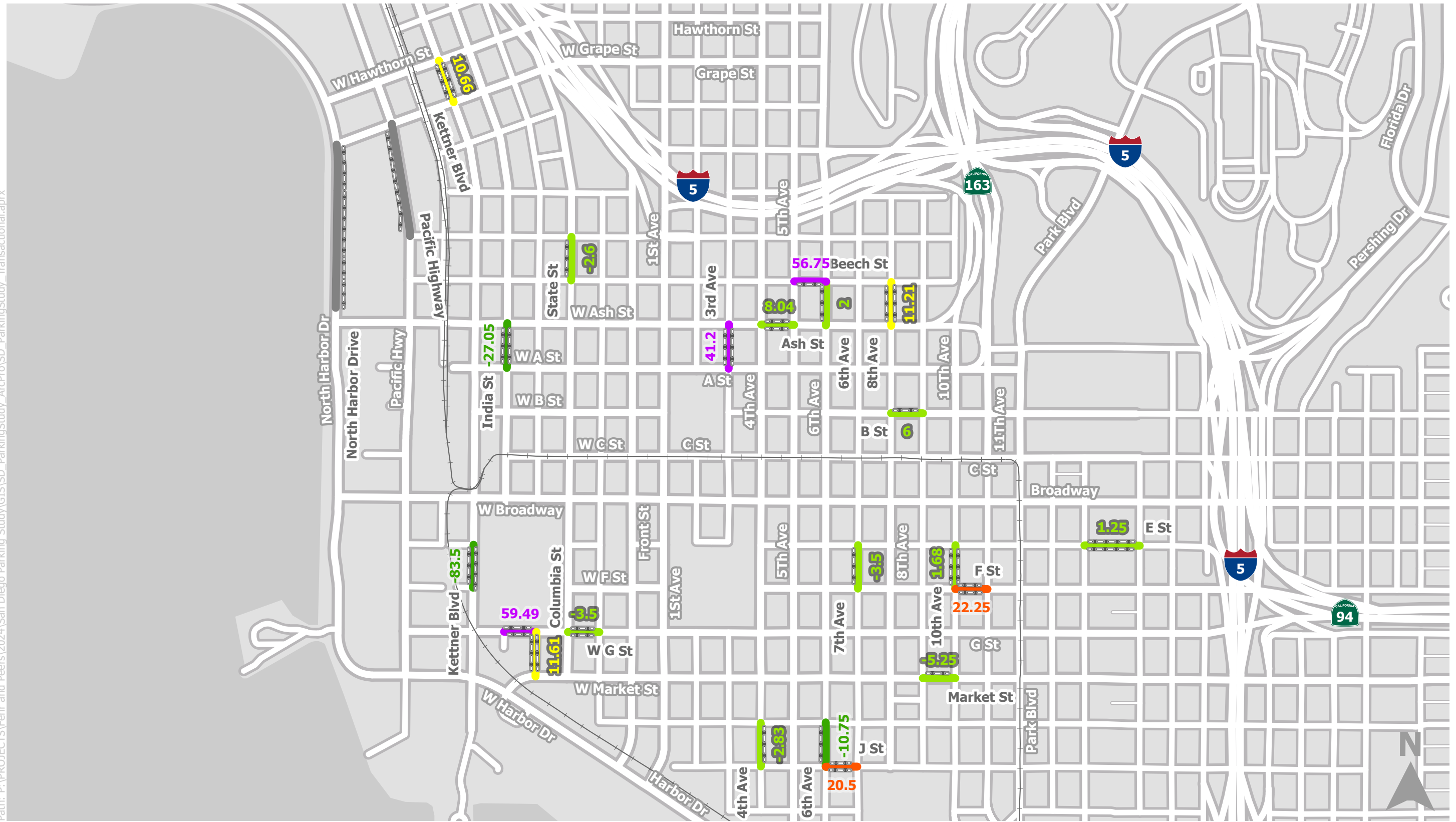
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Downtown CPD - Transaction Analysis - Thursday
San Diego Citywide Parking Study



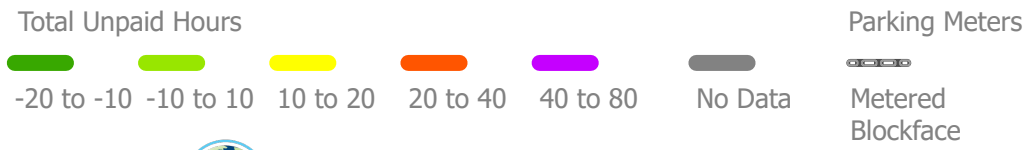
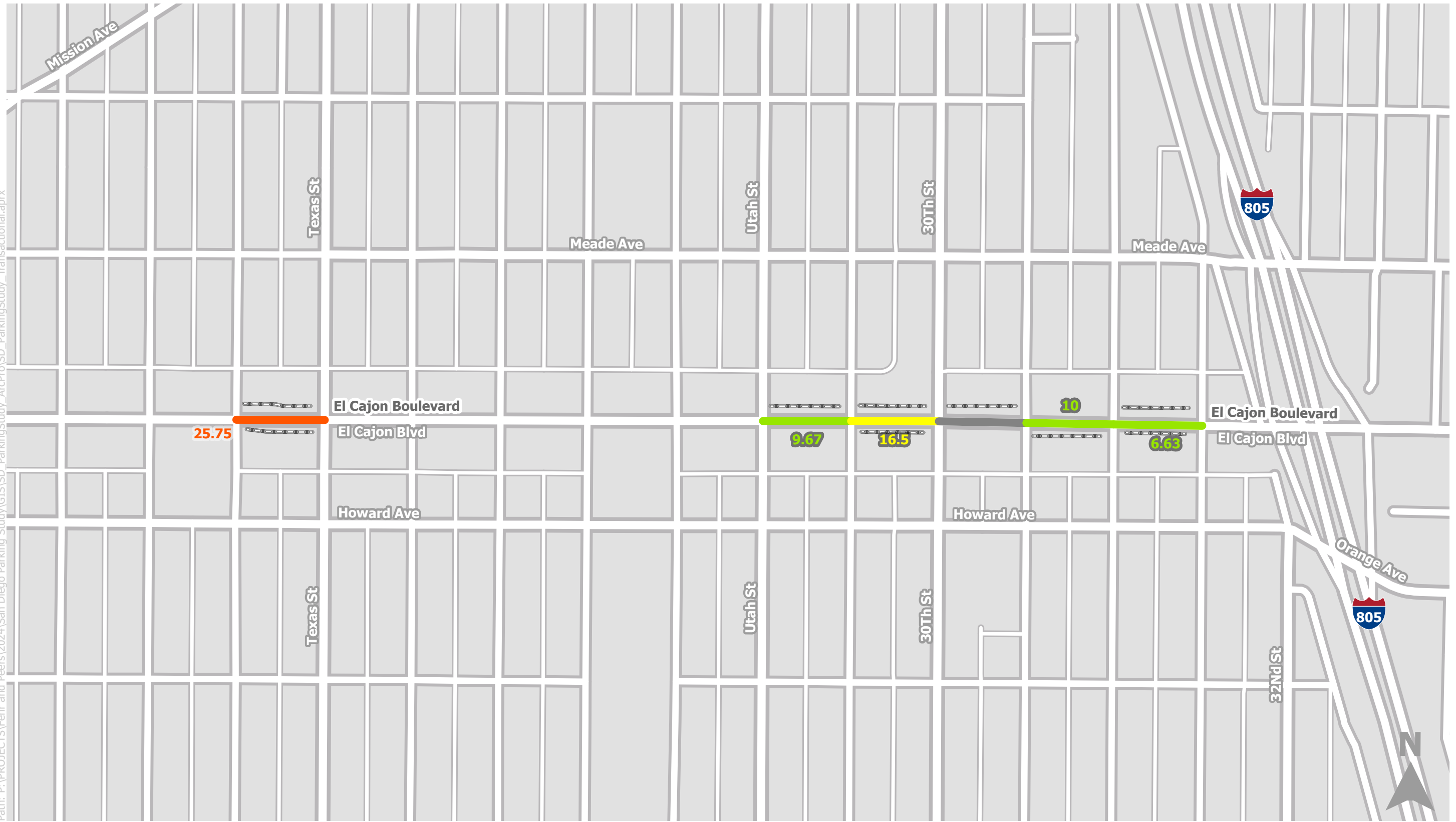
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Downtown CPD - Transaction Analysis - Saturday
San Diego Citywide Parking Study



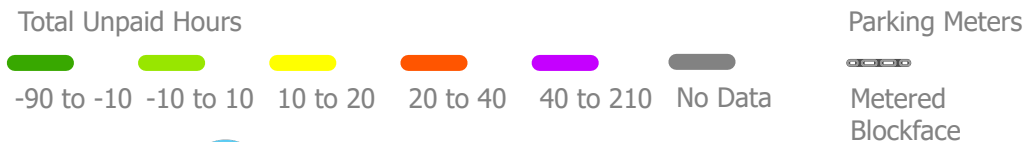
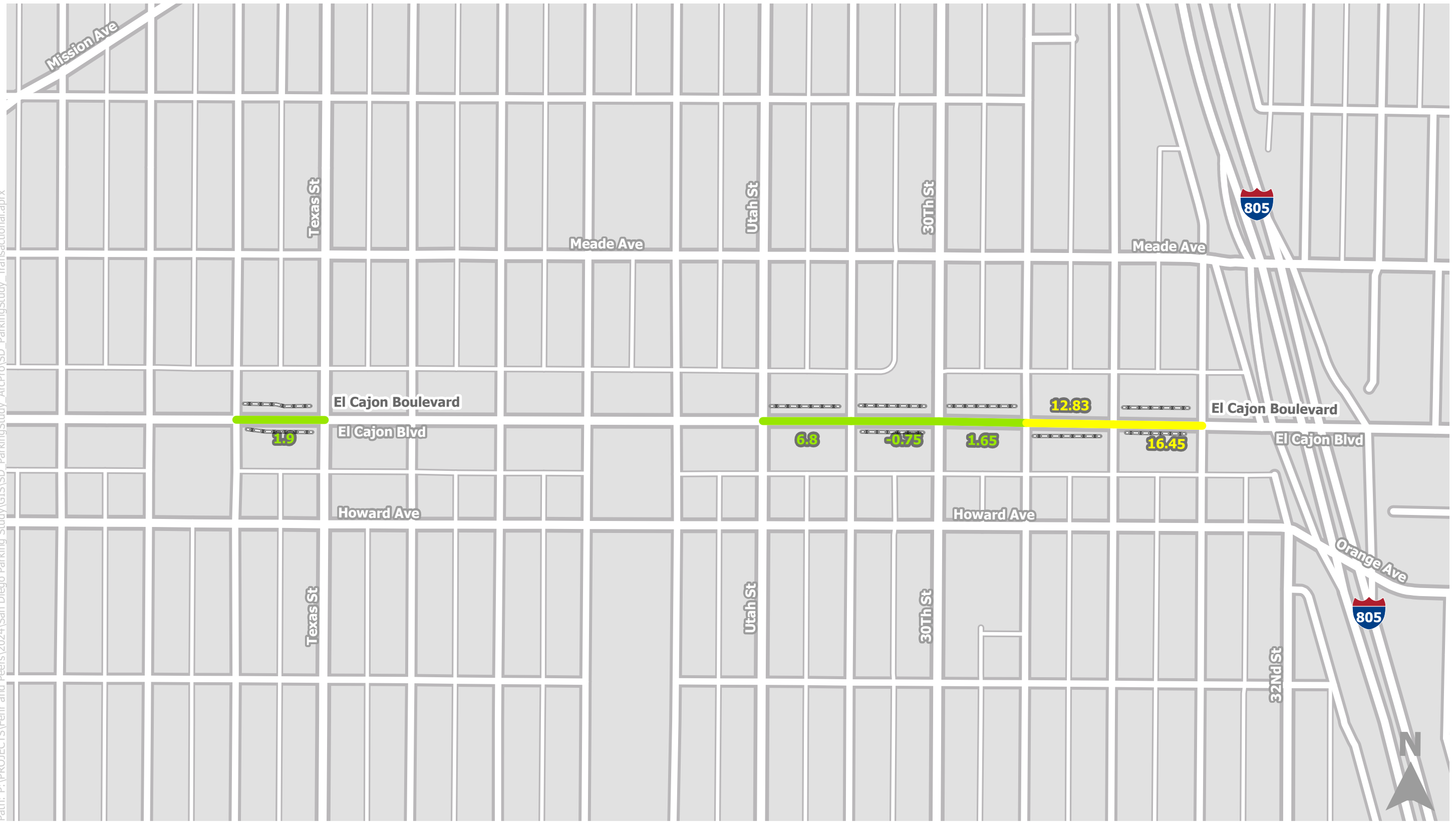
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Mid City CPD - Transaction Analysis - Thursday
San Diego Citywide Parking Study



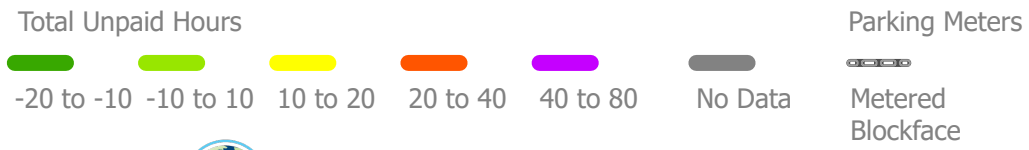
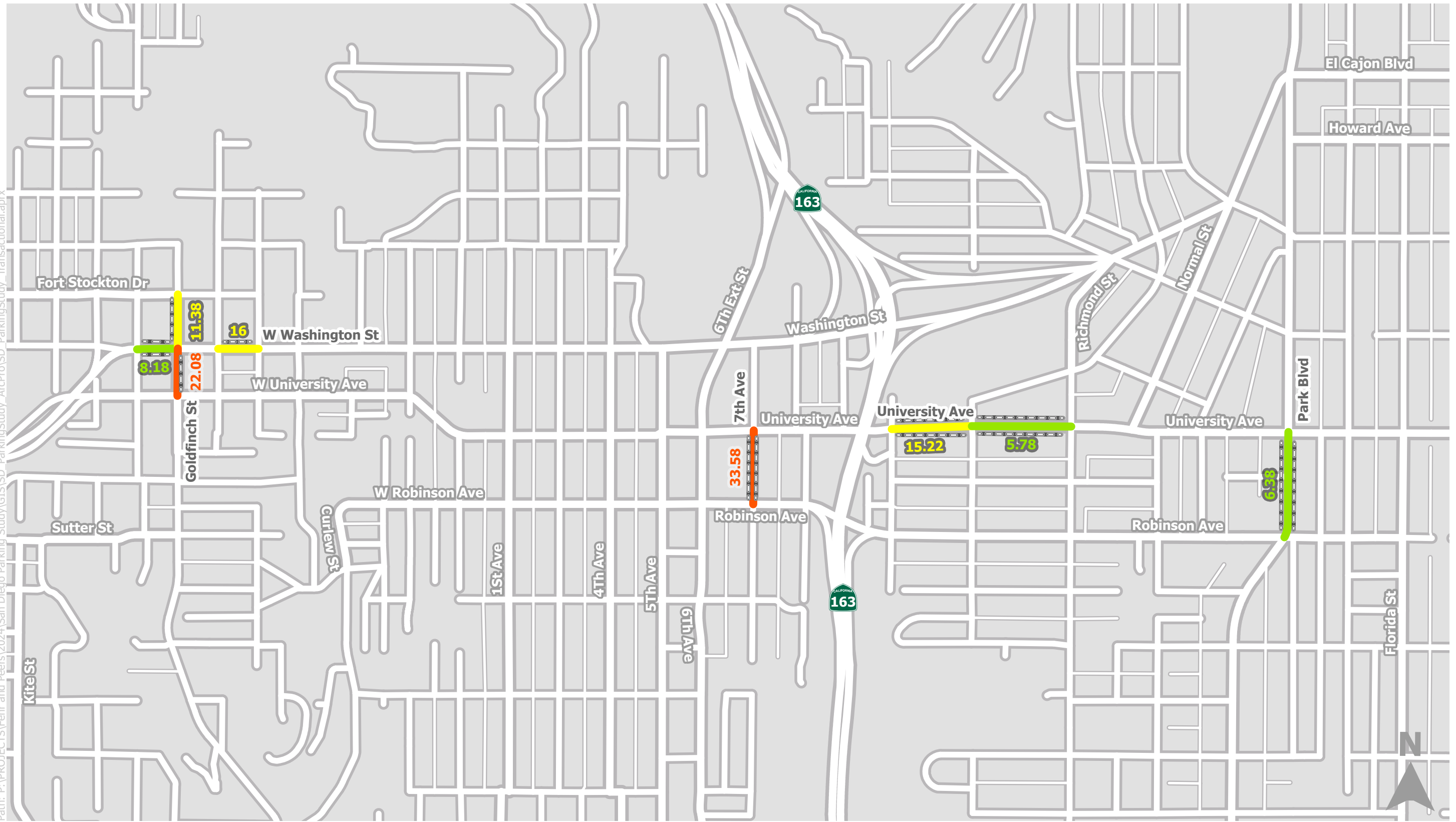
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Mid City CPD - Transaction Analysis - Saturday
San Diego Citywide Parking Study



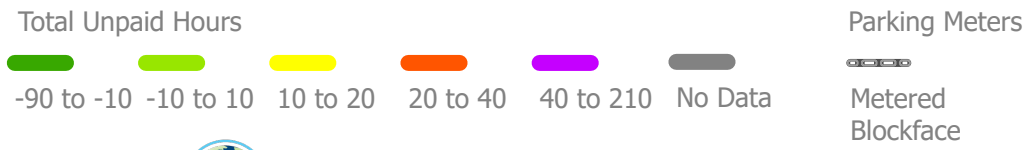
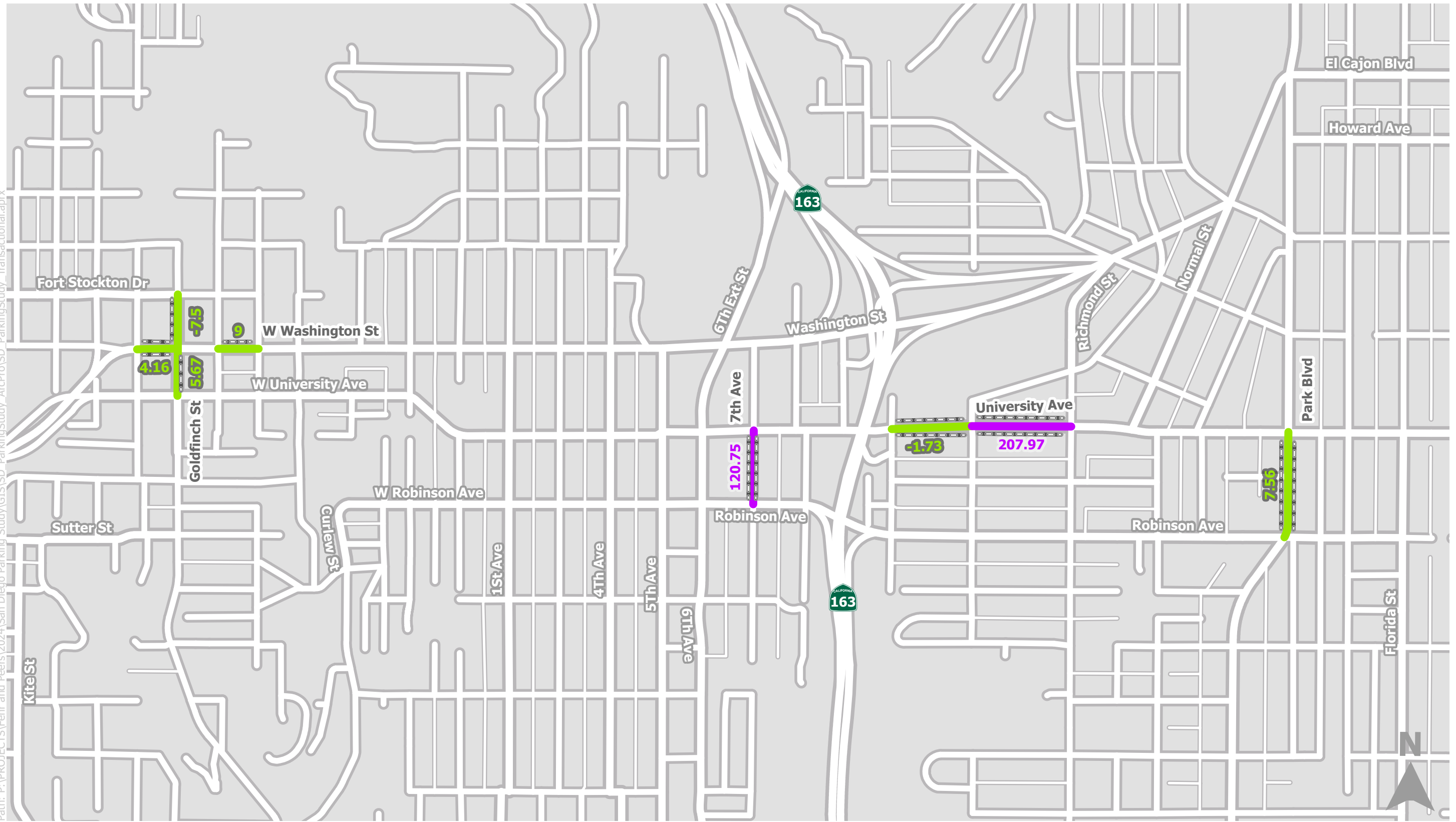
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Uptown CPD - Transaction Analysis - Thursday
San Diego Citywide Parking Study



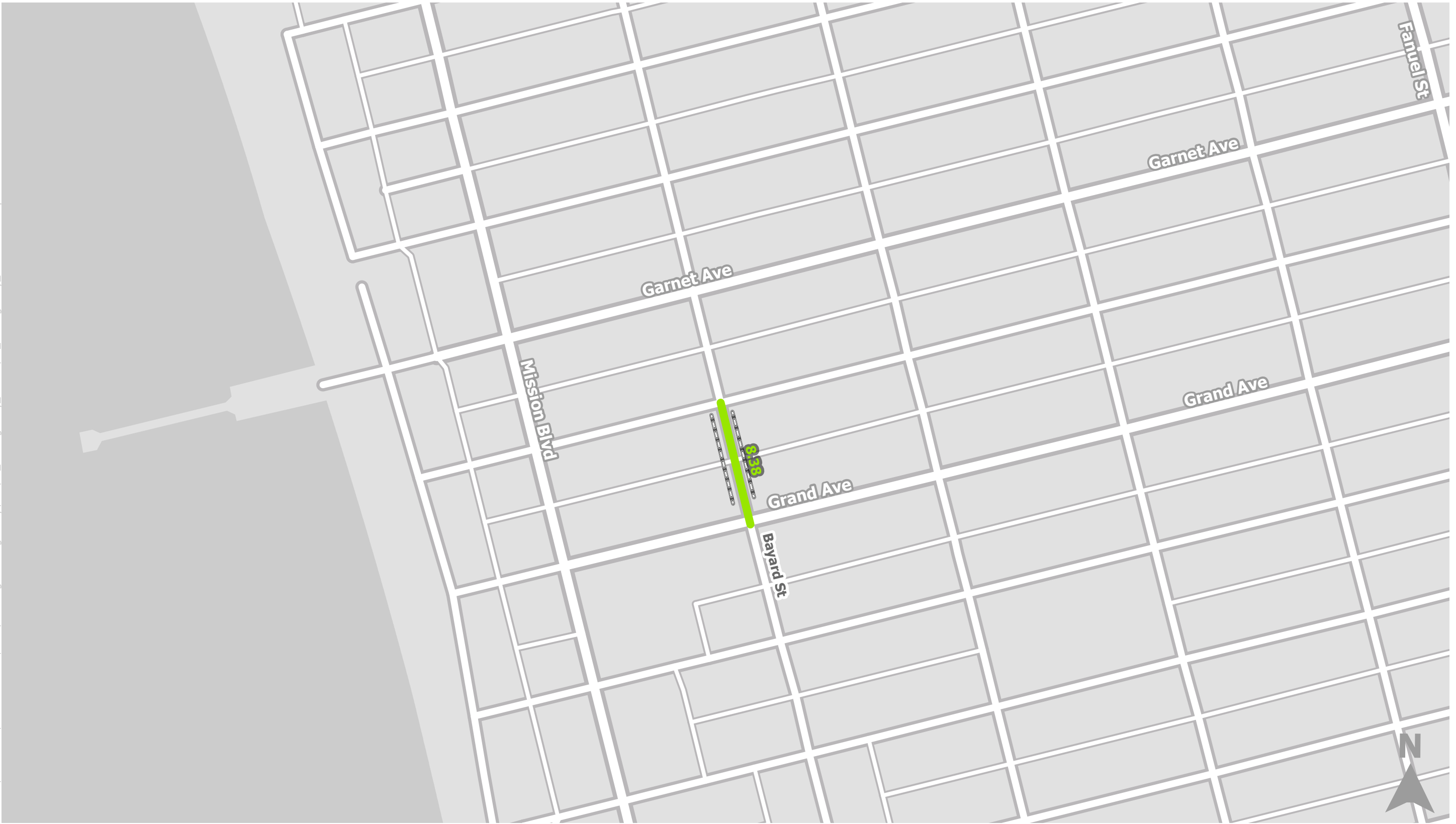
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Uptown CPD - Transaction Analysis - Saturday
San Diego Citywide Parking Study



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Total Unpaid Hours



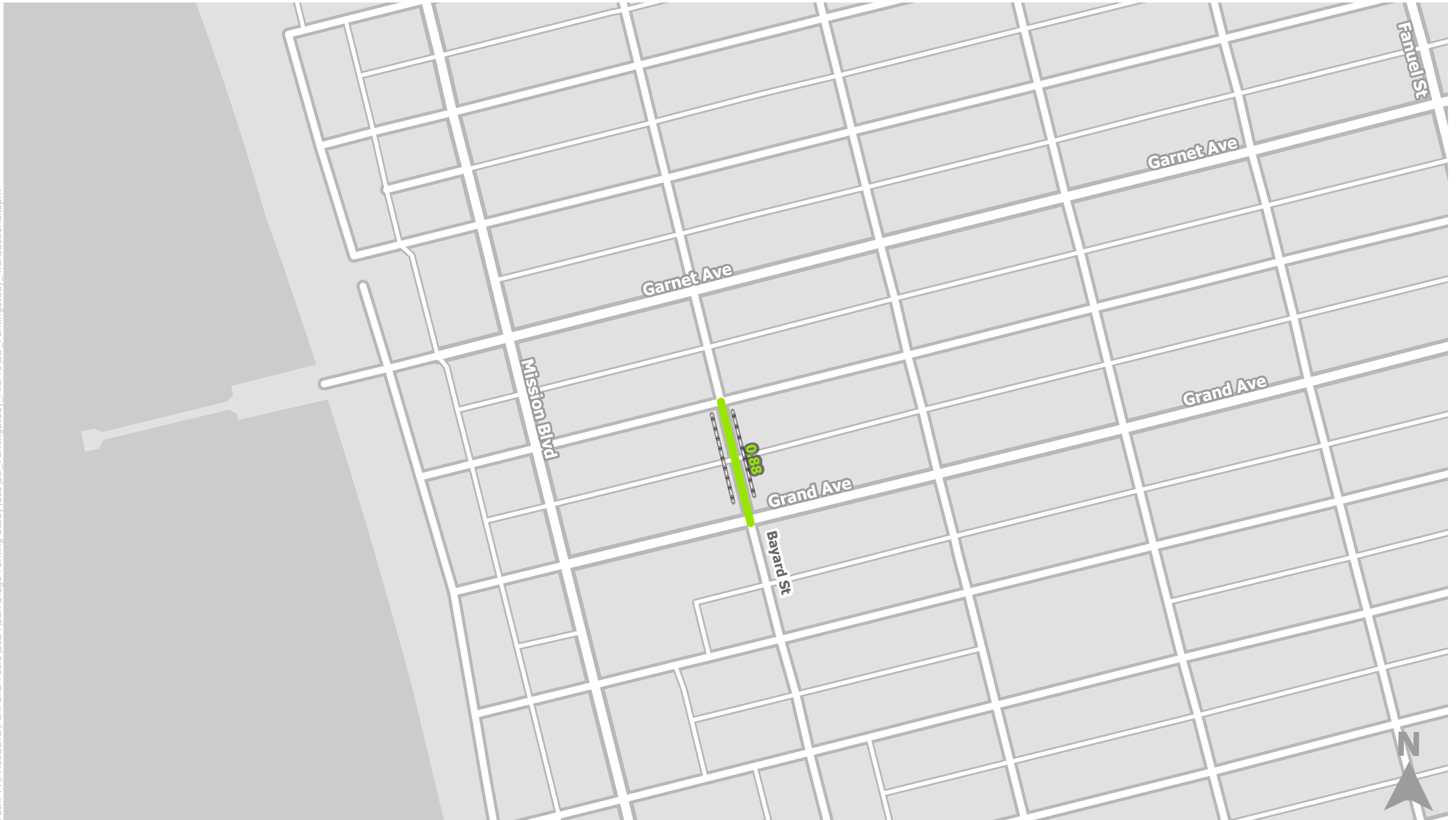
Parking Meters



Pacific Beach CPD - Transaction Analysis - Thursday
San Diego Citywide Parking Study



Path: P:\PROJECTS\Fehr and Peers\2024\San Diego Parking Study\GIS\SD_ParkingStudy_ArcPro\SD_ParkingStudy_Transactional.aprx



Total Unpaid Hours



Parking Meters



Pacific Beach CPD - Transaction Analysis - Saturday
San Diego Citywide Parking Study

