



**HEXAGON TRANSPORTATION CONSULTANTS, INC.**

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September 23, 2013

Ed Evangelista, P.E.  
Senior Transportation Engineer  
City of Pleasanton, Community Development/Traffic  
200 Old Bernal Avenue  
P.O. Box 520  
Pleasanton, CA 94566-0802

***Subject: Parking Survey Results for Downtown Pleasanton***

Dear Mr. Evangelista:

Per your request, Hexagon has completed a survey of parking occupancy in downtown Pleasanton. The parking occupancy counts were conducted at the following dates and times:

- Thursday, September 12, 2013 at 12:30 PM and 7:00 PM
- Friday, September 13, 2013 at 12:30 PM and 7:00 PM
- Thursday, September 19, 2013 at 12:30 PM and 7:00 PM
- Friday, September 20, 2013 at 12:30 PM and 7:00 PM
- Saturday, September 21, 2013 at 12:00 PM

The dates and times were selected by City staff in consultation with Hexagon. Generally, the weekday midday counts reflect the lunch peak period and the weekday evenings reflect the dinner peak period. The Saturday midday period reflects activity from the downtown Farmers Market on West Angela Street as well as the beginning of the lunch peak period.

The parking counts were conducted on various street segments and parking lots in the downtown area. The locations of the counts are shown on Figure 1. Each street segment was designated with a number and each parking lot was designated with a letter. In areas where parking spaces are not striped, it was assumed that each parallel parking stall would require 20 feet of curb length and each 90 degree parking stall would require 9 feet of width. The parking supply and demand data are summarized by street segment and lot on Table 1 and Figure 2 for the midday study periods and Table 2 and Figure 3 for the evening study periods. The parking demand and supply by zone are summarized on Table 3.

The overall parking supply at the surveyed locations was 975 spaces. The data showed the overall weekday midday parking demand peaked on Friday, September 20 when 770 spaces were occupied (79% occupied). The overall weekday evening parking demand peaked on Friday, September 13 when 685 spaces were occupied (70% occupied). During the Farmers Market, the parking supply was reduced by 29 spaces because the Farmers Market occupied the parking stalls on West Angela Street. Thus, the total parking supply during the Farmers Market was 946 spaces. On Saturday, the parking demand was 615 vehicles (65% occupied).

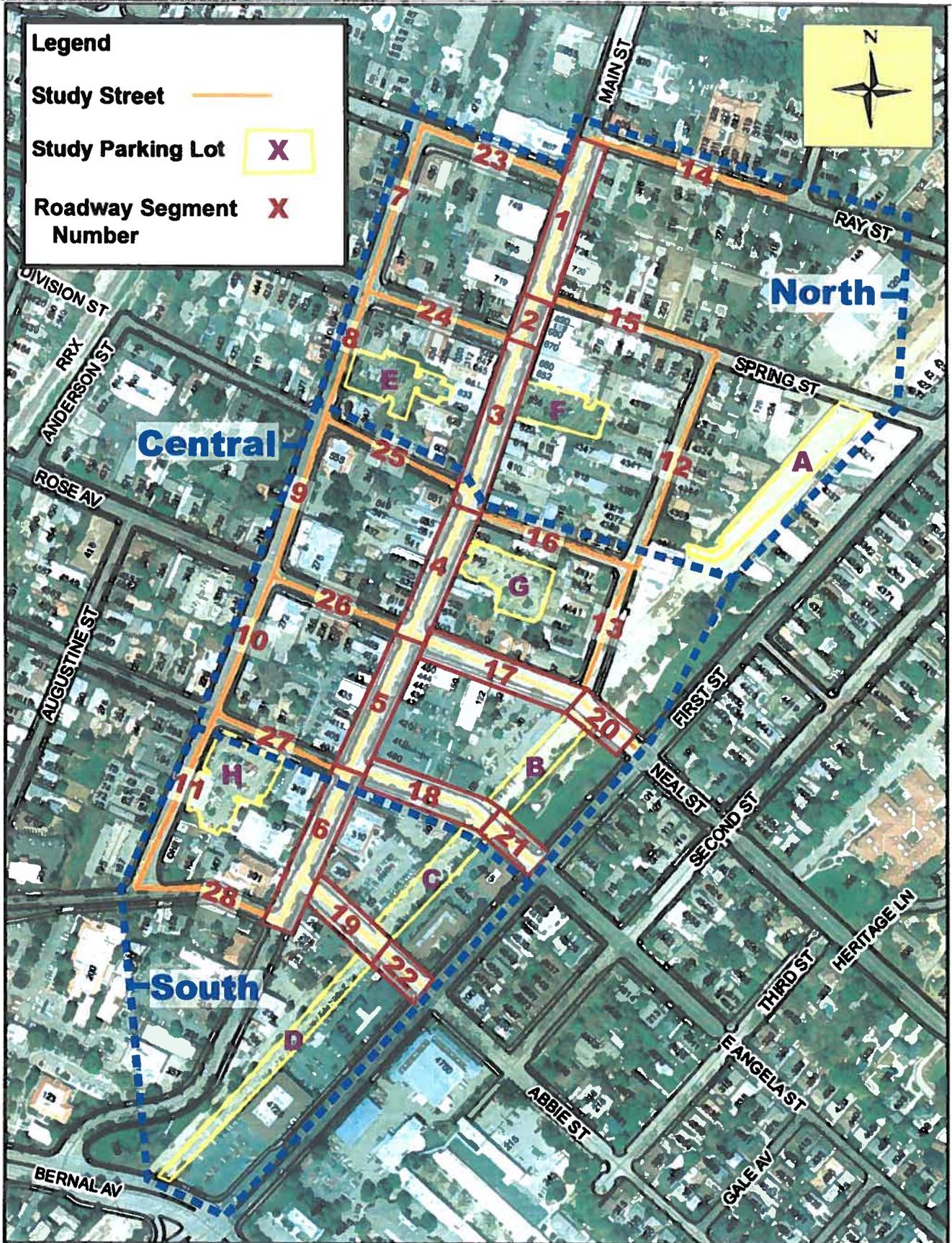


Figure 1  
Parking Areas



**Table 1**  
**Pleasanton Downtown Parking Counts - Midday**

Number	Segment/Lot	Parking Supply	Parking Demand				
			12:30 PM				12:00 PM
			Thurs, Sept 12	Fri, Sept 13	Thurs, Sept 19	Fri, Sept 20	Sat, Sept 21
1	Main St, Ray to Spring	18	17	14	11	18	8
2	Main St, Spring to St. Mary	7	6	5	6	5	6
3	Main St, St Mary to Division	21	20	21	18	20	21
4	Main St, Division to W Neal/Rose	20	20	20	19	20	20
5	Main St, W Neal/Rose to W Angela St.	24	23	24	22	23	22
6	Main St, W Angela to Old Bernal	23	22	23	20	22	23
7	Peters Av, St. John to St. Mary	19	11	10	7	17	6
8	Peters Av, St. Mary to Division	13	10	9	9	10	10
9	Peters Av, Division to Rose	18	18	15	11	14	9
10	Peters Av, Rose to W Angela St.	23	18	23	20	23	19
11	Peters Av, W Angela to Old Bernal	20	7	13	10	14	20
12	Railroad Av, Spring to Division	26	25	26	26	24	11
13	Railroad Av, Division to W Neal	19	19	19	17	19	9
14	Ray St, Walnut to Main	10	6	4	3	7	6
15	Spring St, Main to Railroad	12	11	8	6	11	9
16	Division St, Railroad to Main	12	12	11	7	11	8
17	Neal St, Main to Public Lot	20	18	19	20	20	20
18	W Angela St, Main to Public Lot	20	20	20	19	19	0
19	Abbie St, Main to Public Lot	14	13	11	10	11	14
20	Neal St, Public Lot to 1st	2	2	2	2	1	2
21	W Angela St, Public Lot to 1st	9	4	6	8	8	0
22	Abbie St, Public Lot to 1st	8	6	6	4	4	6
23	St. John, Main to Peters	21	12	14	6	15	14
24	St Mary, Main to Peters	24	24	23	21	22	6
25	Division St, Main to Peters	10	7	8	9	10	3
26	Rose Av, Main to Peters	15	14	15	14	15	15
27	W Angela St, Main to Peters	19	17	19	19	19	18
28	Old Bernal Av, Main to Peters	13	7	8	4	11	13
A	City Lot - Firehouse	91	32	26	42	42	5
B	City Lot - Neal to W Angela	33	27	20	23	23	23
C	City lot - W Angela to Abbie	60	58	58	50	57	58
D	City lot - Abbie to Bernal	54	40	38	23	32	24
E	City Lot - Peters	72	68	48	59	67	37
F	Private Lot - Deans Café	53	31	26	33	37	39
G	Private Lot - Round Table Pizza	75	52	41	45	51	35
H	Private Lot - B of A	77	42	57	49	48	76
<b>Totals</b>		<b>975</b>	<b>739</b>	<b>710</b>	<b>672</b>	<b>770</b>	<b>615</b>

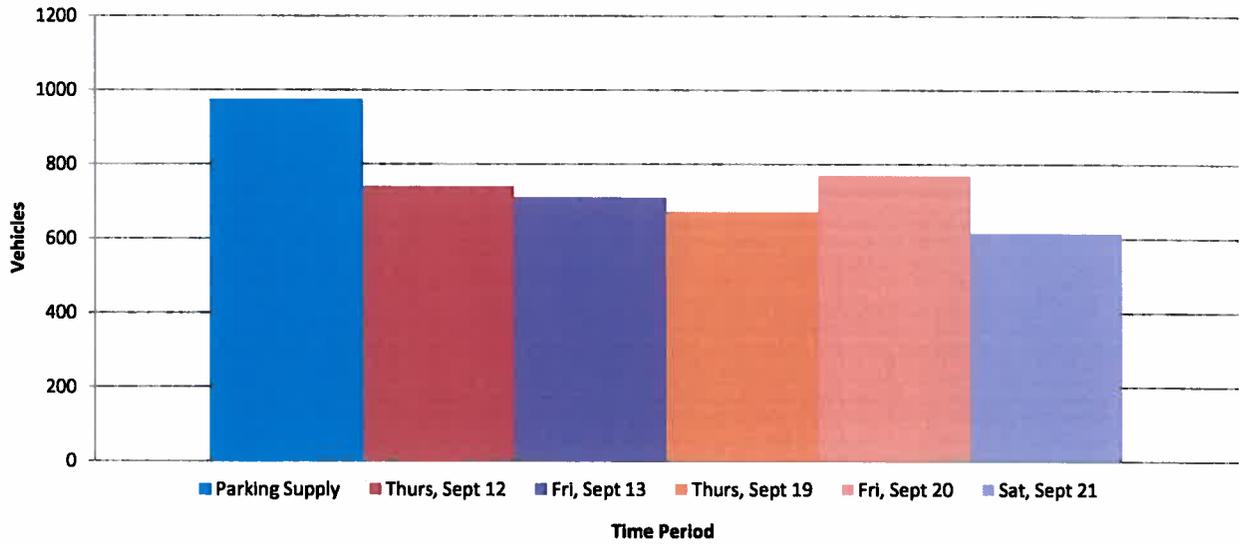


**Table 2**  
**Pleasanton Downtown Parking Counts - Evening**

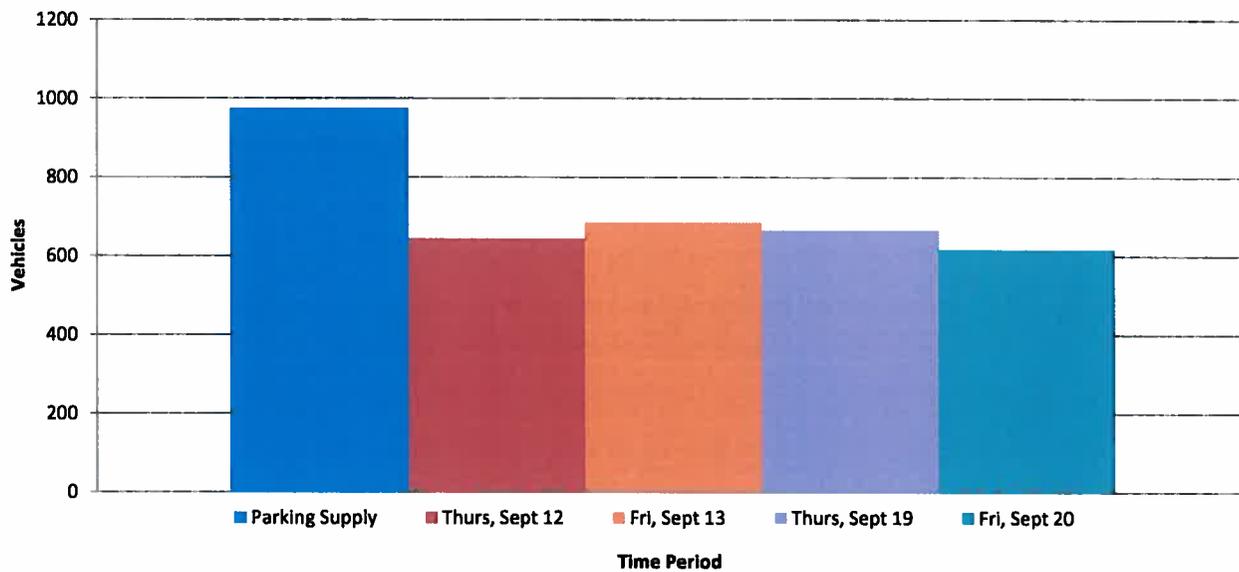
Number	Segment/Lot	Parking Supply	Parking Demand			
			7:00 PM			
			Thurs, Sept 12	Fri, Sept 13	Thurs, Sept 19	Fri, Sept 20
1	Main St, Ray to Spring	18	18	17	17	18
2	Main St, Spring to St. Mary	7	7	6	6	7
3	Main St, St Mary to Division	21	20	21	19	19
4	Main St, Division to W Neal/Rose	20	19	19	19	19
5	Main St, W Neal/Rose to W Angela St.	24	23	24	23	24
6	Main St, W Angela to Old Bernal	23	21	22	23	22
7	Peters Av, St. John to St. Mary	19	19	12	19	15
8	Peters Av, St. Mary to Division	13	13	13	13	12
9	Peters Av, Division to Rose	18	18	10	15	2
10	Peters Av, Rose to W Angela St.	23	7	17	11	7
11	Peters Av, W Angela to Old Bernal	20	8	12	10	14
12	Railroad Av, Spring to Division	26	19	19	22	8
13	Railroad Av, Division to W Neal	19	19	16	18	12
14	Ray St, Walnut to Main	10	9	9	9	9
15	Spring St, Main to Railroad	12	12	12	11	10
16	Division St, Railroad to Main	12	8	12	12	9
17	Neal St, Main to Public Lot	20	19	20	20	20
18	W Angela St, Main to Public Lot	20	18	18	14	18
19	Abbie St, Main to Public Lot	14	12	13	9	14
20	Neal St, Public Lot to 1st	2	2	2	2	2
21	W Angela St, Public Lot to 1st	9	8	2	1	2
22	Abbie St, Public Lot to 1st	8	1	2	3	4
23	St. John, Main to Peters	21	21	21	21	19
24	St Mary, Main to Peters	24	24	24	24	23
25	Division St, Main to Peters	10	10	9	10	10
26	Rose Av, Main to Peters	15	15	15	15	15
27	W Angela St, Main to Peters	19	16	18	18	18
28	Old Bernal Av, Main to Peters	13	12	12	13	12
A	City Lot - Firehouse	91	30	22	28	8
B	City Lot - Neal to W Angela	33	8	11	11	12
C	City lot - W Angela to Abbie	60	19	26	19	21
D	City lot - Abbie to Bernal	54	24	22	15	19
E	City Lot - Peters	72	71	70	69	69
F	Private Lot - Deans Café	53	31	49	36	39
G	Private Lot - Round Table Pizza	75	25	28	40	24
H	Private Lot - B of A	77	37	60	51	60
<b>Totals</b>		<b>975</b>	<b>643</b>	<b>685</b>	<b>666</b>	<b>616</b>



**Figure 2**  
**Parking Count Summary Chart - Midday**



**Figure 3**  
**Parking Count Summary Chart - Evening**





**Table 3**  
**Parking Demand by Zone**

Highest Demand Day	Total	Zone		
		North	Central	South
Weekday 12:30 PM	770	295	276	199
Weekday 7:00 PM	685	295	221	169
<b>Weekday Supply</b>	<b>975</b>	<b>387</b>	<b>319</b>	<b>269</b>
Saturday 12:00 PM	615	178	203	234
<b>Saturday Supply</b>	<b>946</b>	<b>387</b>	<b>290</b>	<b>269</b>

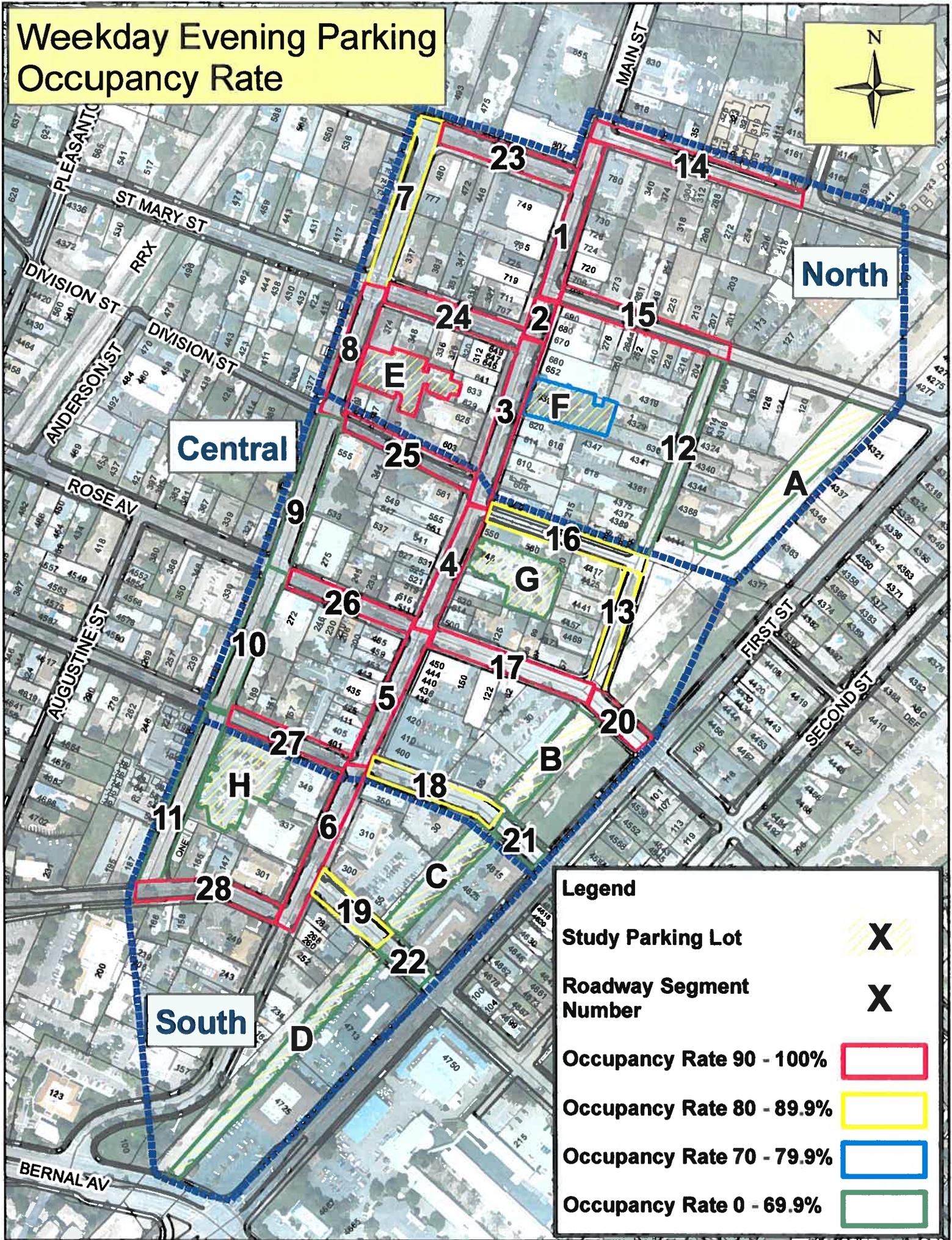
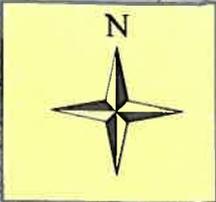
Thank you for the opportunity to conduct this analysis. If you have any questions, please do not hesitate to contact us.

Sincerely,

HEXAGON TRANSPORTATION CONSULTANTS, INC.

Brett Walinski P.E.  
Vice President and Principal Associate

# Weekday Evening Parking Occupancy Rate



Central

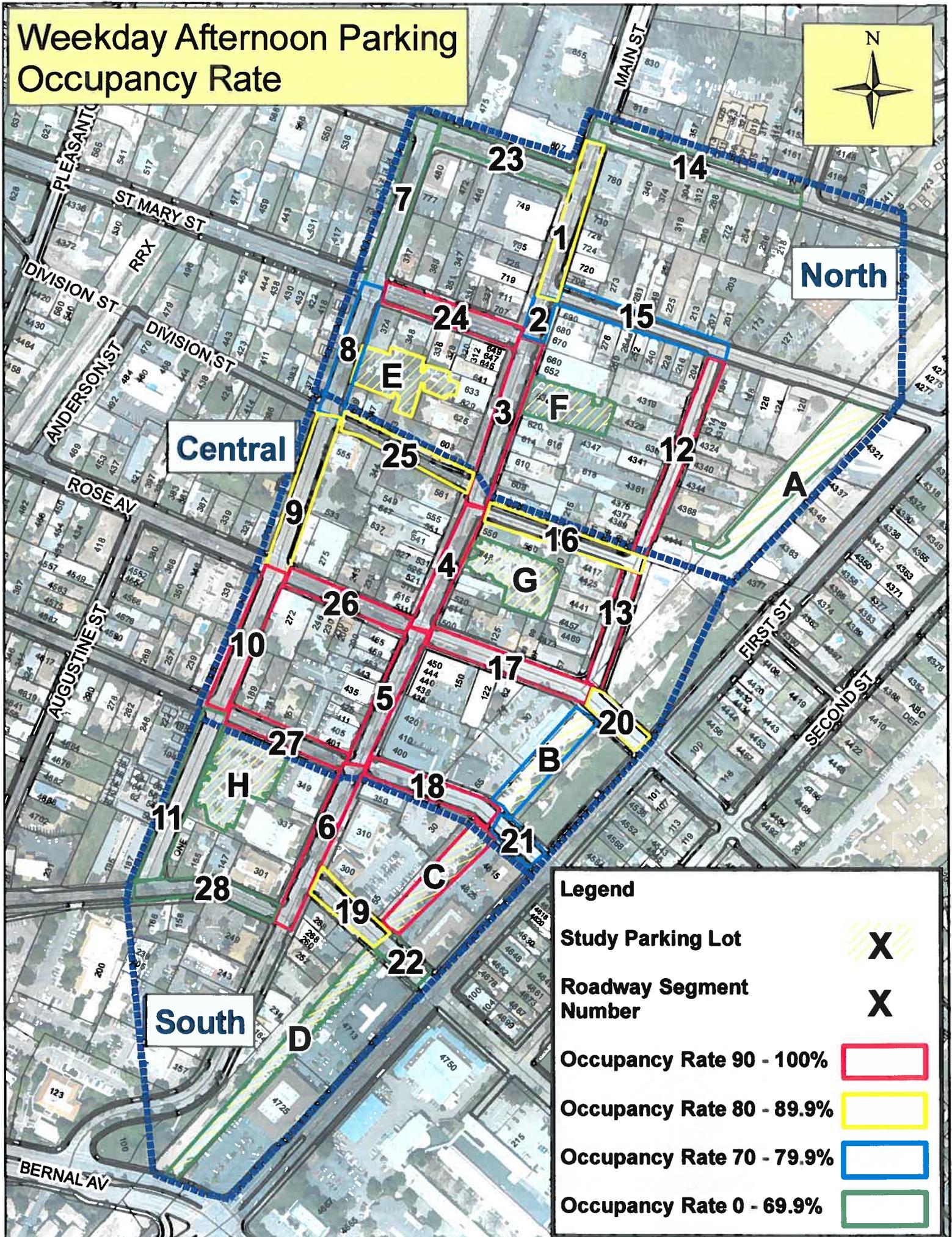
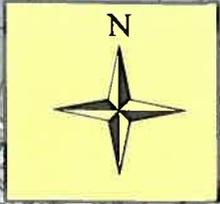
North

South

## Legend

- Study Parking Lot X
- Roadway Segment Number X
- Occupancy Rate 90 - 100%
- Occupancy Rate 80 - 89.9%
- Occupancy Rate 70 - 79.9%
- Occupancy Rate 0 - 69.9%

# Weekday Afternoon Parking Occupancy Rate



Central

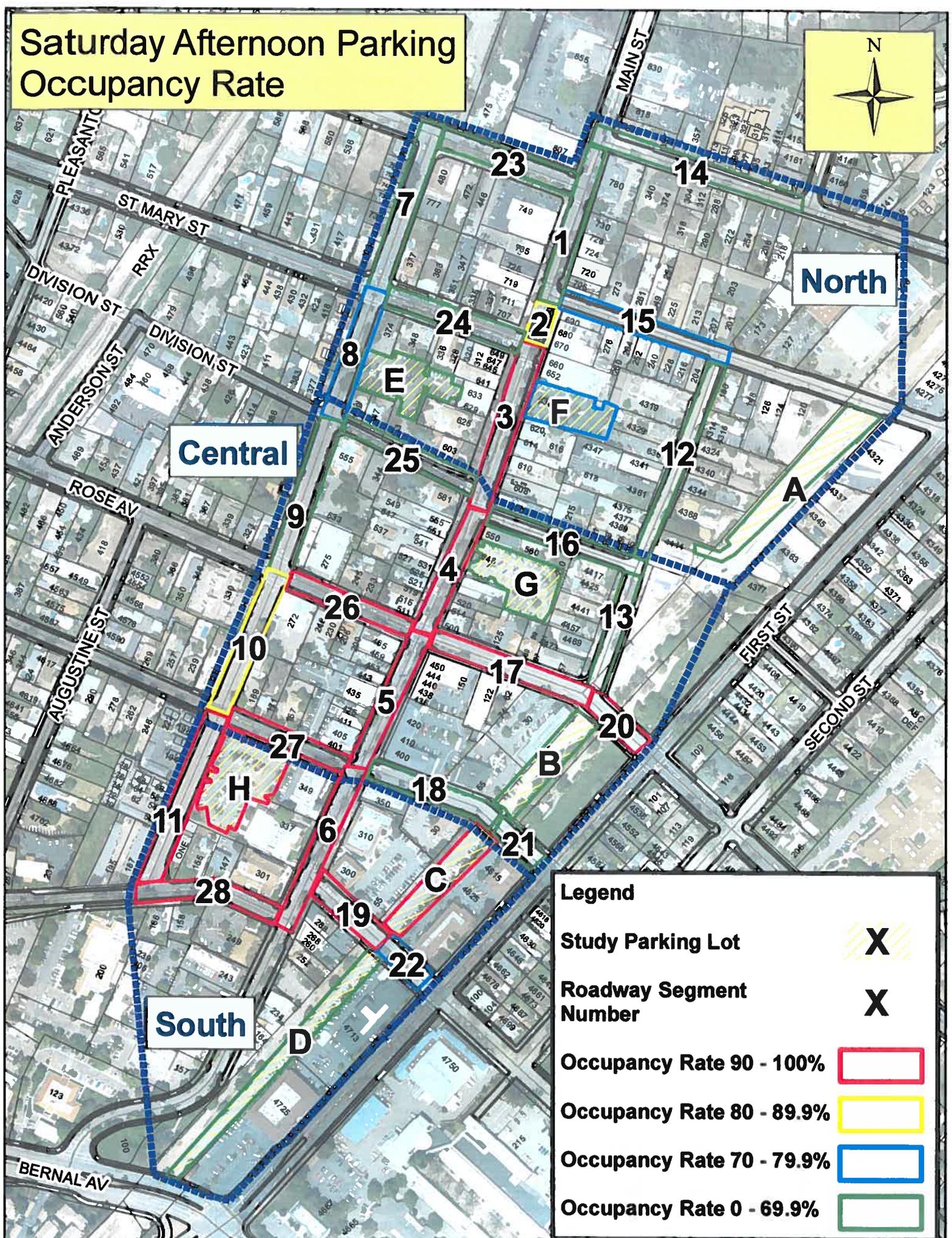
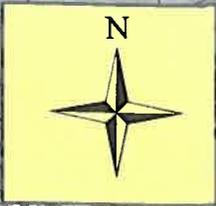
South

North

## Legend

- Study Parking Lot X
- Roadway Segment Number X
- Occupancy Rate 90 - 100%
- Occupancy Rate 80 - 89.9%
- Occupancy Rate 70 - 79.9%
- Occupancy Rate 0 - 69.9%

# Saturday Afternoon Parking Occupancy Rate



Central

North

South

## Legend

- Study Parking Lot
- Roadway Segment Number
- Occupancy Rate 90 - 100%
- Occupancy Rate 80 - 89.9%
- Occupancy Rate 70 - 79.9%
- Occupancy Rate 0 - 69.9%

Number	Segment/Lot	arking Supp	Thurs, Sept 12	Fri, Sept 13
1	Main St, Ray to Spring	18	18	17
2	Main St, Spring to St. Mary	7	7	6
3	Main St, St Mary to Division	21	20	21
4	Main St, Division to W Neal/Rose	20	19	19
5	Main St, W Neal/Rose to W Angela St.	24	23	24
6	Main St, W Angela to Old Bernal	23	21	22
7	Peters Av, St. John to St. Mary	19	19	12
8	Peters Av, St. Mary to Division	13	13	13
9	Peters Av, Division to Rose	18	18	10
10	Peters Av, Rose to W Angela St.	23	7	17
11	Peters Av, W Angela to Old Bernal	20	8	12
12	Railroad Av, Spring to Division	26	19	19
13	Railroad Av, Division to W Neal	19	19	16
14	Ray St, Walnut to Main	10	9	9
15	Spring St, Main to Railroad	12	12	12
16	Division St, Railroad to Main	12	8	12
17	Neal St, Main to Public Lot	20	19	20
18	W Angela St, Main to Public Lot	20	18	18
19	Abbie St, Main to Public Lot	14	12	13
20	Neal St, Public Lot to 1st	2	2	2
21	W Angela St, Public Lot to 1st	9	8	2
22	Abbie St, Public Lot to 1st	8	1	2
23	St. John, Main to Peters	21	21	21
24	St Mary, Main to Peters	24	24	24
25	Division St, Main to Peters	10	10	9
26	Rose Av, Main to Peters	15	15	15
27	W Angela St, Main to Peters	19	16	18
28	Old Bernal Av, Main to Peters	13	12	12
A	City Lot - Firehouse	91	30	22
B	City Lot - Neal to W Angela	33	8	11
C	City lot - W Angela to Abbie	60	19	26
D	City lot - Abbie to Bernal	54	24	22
E	City Lot - Peters	72	71	70
F	Private Lot - Deans Café	53	31	49
G	Private Lot - Round Table Pizza	75	25	28
H	Private Lot - B of A	77	37	60

Thurs, Sept 19	Fri, Sept 20
17	18
6	7
19	19
19	19
23	24
23	22
19	15
13	12
15	2
11	7
10	14
22	8
18	12
9	9
11	10
12	9
20	20
14	18
9	14
2	2
1	2
3	4
21	19
24	23
10	10
15	15
18	18
13	12
28	8
11	12
19	21
15	19
69	69
36	39
40	24
51	60

Number	Segment/Lot
1	Main St, Ray to Spring
2	Main St, Spring to St. Mary
3	Main St, St Mary to Division
4	Main St, Division to W Neal/Rose
5	Main St, W Neal/Rose to W Angela St.
6	Main St, W Angela to Old Bernal
7	Peters Av, St. John to St. Mary
8	Peters Av, St. Mary to Division
9	Peters Av, Division to Rose
10	Peters Av, Rose to W Angela St.
11	Peters Av, W Angela to Old Bernal
12	Railroad Av, Spring to Division
13	Railroad Av, Division to W Neal
14	Ray St, Walnut to Main
15	Spring St, Main to Railroad
16	Division St, Railroad to Main
17	Neal St, Main to Public Lot
18	W Angela St, Main to Public Lot
19	Abbie St, Main to Public Lot
20	Neal St, Public Lot to 1st
21	W Angela St, Public Lot to 1st
22	Abbie St, Public Lot to 1st
23	St. John, Main to Peters
24	St Mary, Main to Peters
25	Division St, Main to Peters
26	Rose Av, Main to Peters
27	W Angela St, Main to Peters
28	Old Bernal Av, Main to Peters
A	City Lot - Firehouse
B	City Lot - Neal to W Angela
C	City lot - W Angela to Abbie
D	City lot - Abbie to Bernal
E	City Lot - Peters
F	Private Lot - Deans Café
G	Private Lot - Round Table Pizza
H	Private Lot - B of A

**Occupancy Rate**

Thurs, Sept 12	Fri, Sept 13	Thurs, Sept 19	Fri, Sept 20
100.00%	94.44%	94.44%	100.00%
100.00%	85.71%	85.71%	100.00%
95.24%	100.00%	90.48%	90.48%
95.00%	95.00%	95.00%	95.00%
95.83%	100.00%	95.83%	100.00%
91.30%	95.65%	100.00%	95.65%
100.00%	63.16%	100.00%	78.95%
100.00%	100.00%	100.00%	92.31%
100.00%	55.56%	83.33%	11.11%
30.43%	73.91%	47.83%	30.43%
40.00%	60.00%	50.00%	70.00%
73.08%	73.08%	84.62%	30.77%
100.00%	84.21%	94.74%	63.16%
90.00%	90.00%	90.00%	90.00%
100.00%	100.00%	91.67%	83.33%
66.67%	100.00%	100.00%	75.00%
95.00%	100.00%	100.00%	100.00%
90.00%	90.00%	70.00%	90.00%
85.71%	92.86%	64.29%	100.00%
100.00%	100.00%	100.00%	100.00%
88.89%	22.22%	11.11%	22.22%
12.50%	25.00%	37.50%	50.00%
100.00%	100.00%	100.00%	90.48%
100.00%	100.00%	100.00%	95.83%
100.00%	90.00%	100.00%	100.00%
100.00%	100.00%	100.00%	100.00%
84.21%	94.74%	94.74%	94.74%
92.31%	92.31%	100.00%	92.31%
32.97%	24.18%	30.77%	8.79%
24.24%	33.33%	33.33%	36.36%
31.67%	43.33%	31.67%	35.00%
44.44%	40.74%	27.78%	35.19%
98.61%	97.22%	95.83%	95.83%
58.49%	92.45%	67.92%	73.58%
33.33%	37.33%	53.33%	32.00%
48.05%	77.92%	66.23%	77.92%

**North**

1	100.00%
2	100.00%
3	95.24%
7	100.00%
8	100.00%
12	73.08%
14	90.00%
15	100.00%
23	100.00%
24	100.00%
A	32.97%
E	98.61%
F	58.49%

**Central**

4	95.00%
5	95.83%
9	100.00%
10	30.43%
13	100.00%
16	66.67%
17	95.00%
18	90.00%
20	100.00%
21	88.89%
25	100.00%
26	100.00%
27	84.21%
B	24.24%
G	33.33%

**South**

6	91.30%
11	40.00%
19	85.71%
22	12.50%
28	92.31%
C	31.67%
D	44.44%
H	48.05%

94.44%	94.44%	100.00%
85.71%	85.71%	100.00%
100.00%	90.48%	90.48%
63.16%	100.00%	78.95%
100.00%	100.00%	92.31%
73.08%	84.62%	30.77%
90.00%	90.00%	90.00%
100.00%	91.67%	83.33%
100.00%	100.00%	90.48%
100.00%	100.00%	95.83%
24.18%	30.77%	8.79%
97.22%	95.83%	95.83%
92.45%	67.92%	73.58%

**Average**

97.22%
92.86%
94.05%
85.53%
98.08%
65.38%
90.00%
93.75%
97.62%
98.96%
24.18%
96.88%
73.11%

95.00%	95.00%	95.00%
100.00%	95.83%	100.00%
55.56%	83.33%	11.11%
73.91%	47.83%	30.43%
84.21%	94.74%	63.16%
100.00%	100.00%	75.00%
100.00%	100.00%	100.00%
90.00%	70.00%	90.00%
100.00%	100.00%	100.00%
22.22%	11.11%	22.22%
90.00%	100.00%	100.00%
100.00%	100.00%	100.00%
94.74%	94.74%	94.74%
33.33%	33.33%	36.36%
37.33%	53.33%	32.00%

95.00%
97.92%
62.50%
45.65%
85.53%
85.42%
98.75%
85.00%
100.00%
36.11%
97.50%
100.00%
92.11%
31.82%
39.00%

95.65%	100.00%	95.65%
60.00%	50.00%	70.00%
92.86%	64.29%	100.00%
25.00%	37.50%	50.00%
92.31%	100.00%	92.31%
43.33%	31.67%	35.00%
40.74%	27.78%	35.19%
77.92%	66.23%	77.92%

95.65%
55.00%
85.71%
31.25%
94.23%
35.42%
37.04%
67.53%