City of San Luis Obispo
Parking Services

FY 2013-14 ANNUAL REPORT

Prepared by: Parking Services, a Division of the Public Works Department
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Message from the Parking Manager

Parking Manager

On behalf of the Parking Services Division I am proud to present our Annual Report for July 2013 to June 2014. Parking Services has accomplished quite a bit over the past year including: retirement of the debt service for 842 Palm Street structure and the original Marsh Street structure, installation of ‘donation meters’ as part of the City’s Directed Giving campaign, establishment of a new Residential Parking Permit District, and the contracting of Walker Parking Consultants to perform an organizational assessment of the Division.

These accomplishments would not have been possible without the committed and knowledgeable staff we have working in Parking Services. Their willingness to go above and beyond is what makes this Division a successful and contributing member of the community. In fact, this is my last year as Manager of the Parking Services Division but I am sure that the staff here will be able to move forward without missing a step.

Speaking of moving forward, Parking Services will continue to focus on customer service and introducing operational improvements that will increase the efficiency of our parking system. In the coming year Parking Services will also be busy evaluating and implementing the recommendations put forth in the organizational assessment completed in 2014.

I would like to thank everyone for making my last year as Parking Services Manager memorable. As Parking Services embarks on new projects in the future, I am confident that our staff has the experience to accomplish whatever lies ahead.

Robert E. Horch
Parking Services Manager 2004-2014
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<td>21</td>
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“A real patriot is the fellow who gets a parking ticket and rejoices that the system works.”

- Bill Vaughan
General Information

This annual parking report is presented to identify key accomplishments, partnerships, issues, challenges, achievements, and a general “state of parking” and access in the City of San Luis Obispo. It is the goal of this report to meet these objectives and to provide clarity about the Parking Services Division and the Parking Enterprise Fund. The time frame for this report is for the fiscal year beginning July 1, 2013 to June 30, 2014.

Mission Statement

Working in partnership with the community, we are committed to providing equitable and high-quality parking services to the citizens, visitors, and businesses in the City of San Luis Obispo.
Parking Guiding Principles

• Support the commercial core as a viable economic and cultural center while preserving its historic character.

• Support the goals of the Conceptual Physical Plan for the City’s Center.

• Provide enough parking in the commercial core for visitors and employees.

• Reduce the demand for employee parking through various programs such as carpooling, vanpools, transit subsidies, and bicycle and pedestrian systems development.

• Support the transportation strategy presented in the General Plan Circulation Element.

• Carry out the actions described in the Access & Parking Management Plan within budget constraints and be consistent with Financial Plan goals and policies that are updated every two years.

Background

Public parking has been organized in the City of San Luis Obispo since 1947 when parking meters were first introduced as a method of managing parking in the city. The main management and enforcement of parking was moved from the Police Department to Public Works in the 1980s. Since that time the management, operation, and substantial enforcement of parking has been its own division.
City of San Luis Obispo Organization Chart

Citizens

Mayor & City Council

City Manager

Public Works

Transportation

Parking Services

Parking Services Organization Chart

Parking Manager

Supervising Admin Assistant

Admin Assistants (2.0 FTE)

Parking Coordinator

Booth Attendants (12.0 FTE)

Parking Enforcement Officers (4.0 FTE)

Meter Repair Technician
Accomplishments & Partnerships

2013-14 Accomplishments

a. Contracted consultant group to perform an organizational assessment of the Parking Services Division. The assessment was completed in December of 2014.
b. Establishment of a new Residential Parking Permit District near the downtown area
c. Addition of parking meters on school side of 600 block of Palm St.
d. Retirement of debt service for 842 Palm St. parking structure and original Marsh St. parking structure
e. Installation of seven (7) donation meter stations as part of the City’s Directed Giving campaign to end homelessness
f. City parking areas can be found on two different mobile apps “Park Me” and “Parker” available for Android and Apple users
g. Painted exterior of the Marsh Street parking structure
h. Resurfacing of parking lots 2,3, & 11
i. Replaced lighting fixtures in Marsh Street parking structure with high-efficiency LED fixtures
Partnerships

Parking Services Division actively partners with local groups to improve the level of service for the community.

- San Luis Obispo Downtown Association
- Cal Poly San Luis Obispo University Police
- San Luis Obispo Chamber of Commerce
- Resident groups incl. RQN
- The Railroad Square Parking Group
- The Neighborhood Services Team
Parking Inventory

Parking Services manages three different types of public parking in the City: on-street parking, surface lot parking, and structure parking. On-street parking is comprised of all metered parking spaces in the downtown area.

There is an additional surface parking lot on Mill Street; however, the lot is comprised of only six parking spaces and is currently leased for use by the adjacent commercial property. The following breakdown of the number of parking spaces by type of parking does not include the six additional parking spaces.

### Total Number of Parking Spaces

<table>
<thead>
<tr>
<th>Type of Parking</th>
<th>No. of Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 Parking Lots</td>
<td>788</td>
</tr>
<tr>
<td>On-Street Parking</td>
<td>1,149</td>
</tr>
<tr>
<td>3 Parking Structures</td>
<td>1,177</td>
</tr>
<tr>
<td><strong>Totals:</strong></td>
<td><strong>3,114</strong></td>
</tr>
</tbody>
</table>

- **Parking Lots**: 25%
- **On-Street Parking**: 38%
- **Structure Parking**: 37%
## Surface Lot Parking

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Meters</th>
<th>Disabled</th>
<th>Permit</th>
<th>Reserved</th>
<th>Loading</th>
<th>M/C</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot 2</td>
<td>736 Marsh</td>
<td>59</td>
<td>2</td>
<td></td>
<td>1</td>
<td>2</td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>Lot 3</td>
<td>847 Palm</td>
<td>72</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td>76</td>
<td></td>
</tr>
<tr>
<td>Lot 4</td>
<td>860 Pacific</td>
<td>47</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>8</td>
<td>71</td>
<td></td>
</tr>
<tr>
<td>Lot 8</td>
<td>990 Palm</td>
<td>2</td>
<td>2</td>
<td>38</td>
<td>4</td>
<td>1</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>Lot 9</td>
<td>680 Monterey</td>
<td>19</td>
<td>2</td>
<td></td>
<td></td>
<td>4</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Lot 10</td>
<td>640 Higuera</td>
<td>27</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Lot 11</td>
<td>847 Palm</td>
<td>73</td>
<td>2</td>
<td></td>
<td>1</td>
<td></td>
<td>76</td>
<td></td>
</tr>
<tr>
<td>Lot 13</td>
<td>1341 Nipomo</td>
<td>4</td>
<td>1</td>
<td>12</td>
<td></td>
<td>3</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Lot 14</td>
<td>630 Palm</td>
<td>77</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>Lot 15</td>
<td>699 Monterey</td>
<td>12</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Lot 18</td>
<td>955 Morro</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Old Library</td>
<td>888 Morro</td>
<td></td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Railroad Square</td>
<td></td>
<td></td>
<td>11</td>
<td>249</td>
<td>7</td>
<td></td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**Totals:** 392 33 305 36 2 19 788

## Structure Parking

<table>
<thead>
<tr>
<th>Location</th>
<th>Opened</th>
<th>Cost (in Millions)</th>
<th>No. of Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>842 Palm</td>
<td>1988</td>
<td>$3.7</td>
<td>415</td>
</tr>
<tr>
<td>871 Marsh</td>
<td>1990</td>
<td>$4.4</td>
<td>252</td>
</tr>
<tr>
<td>Expansion</td>
<td>2002</td>
<td>$7.6</td>
<td>268</td>
</tr>
<tr>
<td>919 Palm</td>
<td>2006</td>
<td>$16.6</td>
<td>242</td>
</tr>
</tbody>
</table>

**Totals:** $32.3 1,177

## Downtown Area On-Street Parking

<table>
<thead>
<tr>
<th>Street</th>
<th>Qty.</th>
<th>Street</th>
<th>Qty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad</td>
<td>59</td>
<td>Morro</td>
<td>97</td>
</tr>
<tr>
<td>Carmel</td>
<td>11</td>
<td>Nipomo</td>
<td>57</td>
</tr>
<tr>
<td>Chorro</td>
<td>47</td>
<td>Osos</td>
<td>73</td>
</tr>
<tr>
<td>Garden</td>
<td>48</td>
<td>Pacific</td>
<td>67</td>
</tr>
<tr>
<td>Higuera</td>
<td>194</td>
<td>Palm</td>
<td>137</td>
</tr>
<tr>
<td>Marsh</td>
<td>160</td>
<td>Pismo</td>
<td>39</td>
</tr>
<tr>
<td>Mill</td>
<td>28</td>
<td>Santa Rosa</td>
<td>12</td>
</tr>
<tr>
<td>Monterey</td>
<td>73</td>
<td>Toro</td>
<td>47</td>
</tr>
</tbody>
</table>

**Subtotal:** 620 505 1,149
Hours of Operation

Parking Services hours of operation vary depending on the type of service. In 2012 operating hours for parking lots, parking structures, and on-street parking were expanded to include Sunday afternoons from 1:00 pm to 6:00 pm.

**Parking Lots and On Street Meters**

- 9:00 am to 6:00 pm Monday to Saturday
- 1:00 pm to 6:00 pm Sunday

**Parking Structures**

- **842 Palm & 919 Palm**
  - 8:00 am to 7:00 pm Monday to Wednesday
  - 8:00 am to 11:00 pm Thursday to Saturday
  - 1:00 pm to 6:00 pm Sunday

- **871 Marsh**
  - 8:00 am to 10:00 pm Monday to Wednesday
  - 8:00 am to 11:00 pm Thursday to Saturday
  - 1:00 pm to 6:00 pm Sunday

**Parking Services Office**

- 8:00 am to 5:00 pm Monday to Friday
Parking Rates

Parking rates are used to manage different types of parking. As an example, on-street metered parking in the “Super Core” is $1.50 per hour for a limit of 2 hours to accommodate short-term parking in high demand areas. Whereas on-street metered parking outside of the downtown core is $0.75 per hour for a limit of 10 hours to accommodate long-term parking.

**Metered Lots and On-Street Rates**

- 2-Hour Super Core Meters: $1.50 an hour
- 2-Hour Core Meters: $1.25 an hour
- 10-Hour Non-Core Meters: $0.75 an hour
- Motorcycle Meters: $0.60 an hour

**Structure Rates**

- 1st 60 Minutes Free
- $0.75 an hour or fraction thereof
- $7.50 daily maximum
- Monthly Proxcard Rates
  - 842 Palm: $60 a month, $180 a quarter
  - 919 Palm & 871 Marsh: $75 a month, $225 a quarter

**Permit Rates**

- 10-Hour Meter: $40 a month
- 10-Hour Downtown Residential: $10 a year
- Commercial Loading Zone: $60 a year
- Neighborhood Residential: $10 a year
- Replacement Residential: $15 for the 1st, $25 thereafter
Other Parking Rates

- Construction Meter Bag $20 a day
- Meter Key Refundable Deposit $25
- Validation Stickers/Tokens $45 for 100 hours
- Parking In-Lieu Fees

New Construction
- $18,330 per space
- $9,165 per space community partners

Occupancy Change
- $4,582 per space
- $2,291 per space community partners
Downtown Parking Rate Zone Map
Residential Parking Permit Districts

Beginning in the late 1970s Parking Services began implementing and enforcing residential permit parking districts. The City has nine (9) residential permit parking districts that were formed at the request of residents living at these locations. One new Residential Parking Permit District was approved by City Council May 6th, 2014. The new District will take effect September 16th, 2014.

Residential Permit Parking Districts

<table>
<thead>
<tr>
<th>District</th>
<th>Date of Origin</th>
<th>No. of Households</th>
<th>No. of Permits</th>
<th>Linear Feet</th>
<th>Days of Enforcement</th>
<th>Hours of Enforcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alta Vista</td>
<td>Aug. 1979</td>
<td>174</td>
<td>348</td>
<td>16,612</td>
<td>Mon – Fri</td>
<td>2am-5pm &amp; 2am-10pm</td>
</tr>
<tr>
<td>South Tassajara</td>
<td>Oct. 1994</td>
<td>56</td>
<td>112</td>
<td>4,777</td>
<td>Mon – Sun</td>
<td>24hrs &amp; 10pm-6am</td>
</tr>
<tr>
<td>Parkview</td>
<td>Apr. 1996</td>
<td>138</td>
<td>276</td>
<td>10,510</td>
<td>Mon – Sun</td>
<td>12am-7am</td>
</tr>
<tr>
<td>Monterey Heights</td>
<td>May 1997</td>
<td>162</td>
<td>324</td>
<td>15,480</td>
<td>Mon – Fri</td>
<td>2am-10pm</td>
</tr>
<tr>
<td>College Highlands</td>
<td>Feb. 2001</td>
<td>143</td>
<td>286</td>
<td>10,960</td>
<td>Mon – Sun</td>
<td>10pm-10am</td>
</tr>
<tr>
<td>Ferrini</td>
<td>June 2003</td>
<td>8</td>
<td>16</td>
<td>515</td>
<td>Mon – Sun</td>
<td>12am-5pm</td>
</tr>
<tr>
<td>Murray</td>
<td>May 2004</td>
<td>32</td>
<td>64</td>
<td>1,519</td>
<td>Mon – Fri</td>
<td>8am-5pm</td>
</tr>
<tr>
<td>Palomar-Serrano (NEW)</td>
<td>June 2005</td>
<td>43</td>
<td>86</td>
<td>1,925</td>
<td>Mon – Sun</td>
<td>10pm-6am</td>
</tr>
<tr>
<td>Mission Orchard</td>
<td>May 2014</td>
<td>67</td>
<td>134</td>
<td>1,054</td>
<td>Mon – Fri</td>
<td>6am-6pm</td>
</tr>
<tr>
<td>Totals:</td>
<td></td>
<td>823</td>
<td>1,646</td>
<td>63,352</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Residential Permit Parking Citation Statistics

In 2013-14 parking enforcement was expanded to include weekend enforcement in residential areas. As part of this report, violations are tracked for review Monday through Sunday. Parking Enforcement Officers issued 2,340 citations in the residential areas outside of the downtown. The three most common citations issued were:

a. No Residential Permit violations with 1,417 issued
b. Prohibited Parking violations with 311 issued, &
c. Blocking Sidewalk Access violations with 163 issued

These three citation types account for 81% of all citations issued in residential permit parking districts.
Sales & Services

Parking Services administrative staff interacts with customers, residents, and visitors through front counter transactions, phone calls, mail, and email. Administrative staff also process administrative parking citation reviews, direct individuals to appropriate city departments, and distribute parking information; which are not reflected in the summary of transactions. Though the information shown is sale transactions, providing superior customer service is the main focus. Several other city offices will accept parking fine payments, but the majority of transactions occur at the Parking Services office.

The cash register transactions shown below include all the transactions completed by the various city offices. The breakdown of the transactions shown below, by type, include some of the more popular transactions that take place at the Parking Services office front counter.

Cash Register Transactions
There were 10,391 cash register transactions in 2013-14

Transactions by Type
- 10-Hour monthly meter permits 2,716
- Residential parking district permits 1,466
- Parking Validations (100 hour each) 153
- 10-Hour residential annual permits 55
- Cash keys sold 115
- Commercial Loading Zone permits 52
Parking Enforcement &
Adjudication

Parking Enforcement Officers perform multiple service roles for the City. In addition to enforcing parking violations, they act as ambassadors providing directions, finding lost vehicles, assisting the City's Police Department, and providing suggestions and locations of various downtown businesses.

Philosophy of Parking Enforcement
An effective Parking Services program must protect and fairly apportion parking spaces for all legitimate users by ensuring that those who violate parking regulations are: held accountable for doing so, encouraged to comply with existing regulations, and discouraged from parking over the time limit.

Parking fines for non-payment of citations must be high enough to discourage violators from being habitual offenders, but not so punitive as to create an economic disincentive to park downtown.

Parking Enforcement Officers Statistics
- Number of parking citations issued 23,957
- Number of service calls 10,689

Parking Adjudication (§ 40215 California Vehicle Code)
- Administrative Reviews 1,755
  % Dismissed 46%
- Administrative Hearings 111
  % Dismissed 36%

Parking Fine Collection Rate
- 2013-14 Collection Rate 90%
Parking Structure Use

Parking structure usage differs based on several variables including: day of week, time of year, and by individual parking structure. The 1st hour of structure parking is free as a way to incentivize downtown guests to park in the structures as opposed to on the street or in the parking lots. Monitoring parking structure usage helps Parking Services staff track parking trends over the life of the structures, identify peak parking demand times, and account for revenue generated by the structures.

842 Palm Street (415 public parking spaces)
- Average Occupancy Rate 51%
- Average Daily Revenue $559
- Annual revenue of daily parkers $193,753
- Daily average of cars parked 597
- Annual cars parked 177,841

871 Marsh Street (520 public parking spaces)
- Average Occupancy Rate 60%
- Average Daily Revenue $1,220
- Annual revenue of daily parkers $420,472
- Daily average of cars parked 1,356
- Annual cars parked 474,788

919 Palm Street (192 public parking spaces)
- Average Occupancy Rate 80%
- Average Daily Revenue $589
- Annual revenue of daily parkers $198,725
- Daily average of cars parked 609
- Annual cars parked 204,213
Parking/Transportation Demand Management

Parking and transportation demand management is part of a city-wide effort to alleviate the negative impacts of vehicle use by supporting and increasing residents' access to alternative forms of transportation. For more information on parking and transportation demand management initiatives, please see the City's 2011 Access and Parking Management Plan.

Parking Demand Reduction Initiatives

a. Funding of the SLO Transit Downtown Access (bus) Pass
b. City’s Trip Reduction Program
c. Providing reserved spaces at no charge for carpools at 842 Palm Street Structure
d. Ride-on dedicated spaces with free 10-hour meter permits
e. One car share vehicle parking space in City Hall lot
f. Bicycle Coalition rental exchange at 860 Pacific Street
g. Downtown commuter bicycle locker parking program
h. Reserved juror parking in 842 Palm Street Structure
Parking Enterprise Fund

In 1975, the Parking Enterprise Fund was established to account for parking revenues and expenditures separate from the General Fund.

Parking Enterprise Fund Fiscal Policies

a. Under generally accepted accounting principles, different types of governmental activities are accounted for differently depending on their purpose.

b. Each fund exists as a separate financing entity from other funds, with its own revenue sources, expenditures, and fund equity.

c. The City will set fees and rates at levels which fully cover the total direct and indirect costs including: operations, capital outlay, and debt service.

d. The City will review and adjust enterprise fees and rate structures as required to ensure that they remain appropriate and equitable.

e. All parking fine revenues will be allocated to the Parking Enterprise Fund, except for those collected by the Police Department (who are funded by the General Fund) in implementing neighborhood wellness programs.

f. The City will maintain a minimum fund balance of at least 20% of operating expenditures in the Parking Enterprise Fund.

g. The City will set enterprise fund rates at levels needed to fully cover debt service requirements, as well as, operations, maintenance, administration, and capital investment costs. The ability to afford new debt for enterprise operations will be evaluated as an integral part of the City’s rate review and setting process.
Parking Revenues

Parking Services is funded through multiple revenue sources with over one-third from on-street metered parking alone. The only major difference from 2012-13 fiscal year is the significant reduction in Parking In-Lieu fees. Parking In-Lieu fees accounted for a 17% of the 2012-13 revenue, while in 2013-14 it accounted for less than one percent.

Parking Services oversees 15,000 sq. ft. of retail space, 5,300 sq. ft. of office space, and three residential parcels located in the downtown area. The retail space and office space contribute to the Parking Fund as part of the Leases revenue type.

The 2013-14 fiscal year is the second full year of operating the approximately 400 new credit card meters. Comparison of the average transaction amount for each payment type indicates that cash is typically used for short-term parking needs, while credit/debit cards are typically used for longer-term parking.

- Cash transactions: 63%
- Credit/debit card transactions: 37%
- Average cash transaction amount: $0.71
- Average credit/debit transaction amount: $1.71

Revenue Sources

<table>
<thead>
<tr>
<th>Revenue Type</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Meters</td>
<td>$1,381,100</td>
</tr>
<tr>
<td>Parking Lot Meters</td>
<td>$534,000</td>
</tr>
<tr>
<td>Structures</td>
<td>$845,600</td>
</tr>
<tr>
<td>Long-Term Parking</td>
<td>$423,400</td>
</tr>
<tr>
<td>Leases</td>
<td>$225,500</td>
</tr>
<tr>
<td>Fines</td>
<td>$585,800</td>
</tr>
<tr>
<td>Parking In-Lieu</td>
<td>$9,300</td>
</tr>
<tr>
<td>Investments</td>
<td>$67,200</td>
</tr>
<tr>
<td>Other</td>
<td>1,100</td>
</tr>
<tr>
<td><strong>Totals:</strong></td>
<td><strong>$4,073,000</strong></td>
</tr>
</tbody>
</table>
Parking Expenses

Operating programs, which cover all staffing and contracted services, accounted for 44% of Parking Fund expenditures. Contract services include such items as: security, coin collection, elevator upkeep, and document management.

Debt service for the parking structures accounts for 34% of the Parking Fund expenditures; however, the retirement of the debt service for 842 Palm St. structure and the original Marsh St. structure in the 2014-15 budget cycle will reduce this figure by roughly $500,000.

Expense Results

<table>
<thead>
<tr>
<th>Expense Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Operating Programs</td>
<td>$1,869,900</td>
</tr>
<tr>
<td>Capital Projects</td>
<td>$334,656</td>
</tr>
<tr>
<td>Debt Service</td>
<td>$1,474,600</td>
</tr>
<tr>
<td>General Government</td>
<td>$609,320</td>
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<tr>
<td><strong>Totals:</strong></td>
<td><strong>$4,288,476</strong></td>
</tr>
</tbody>
</table>
San Luis Obispo Parking Services
2013-14 ANNUAL REPORT

Operating Programs: 44%
Capital Projects: 8%
Debt Service: 34%
General Government: 14%
If you have any further questions and or inquirers regarding the Parking Services Division please visit http://www.slocity.org/publicworks/parking.asp or call 805-781-7230.