

Parking Ecosystem Sustainability Plan

Strategic Plan Category	Description	Current Rate	Proposed Rates No later than July 1, 2022
1. Maximize Limited Space	1.1 Decrease the number of Reserved parking spaces through attrition	Monthly Reserved Rate \$135/month	Monthly Reserved Rate \$400/month Legacy Rate for Existing Customers 7/1/2022 - \$205/month 7/1/2023 - \$320/month 7/1/2024 - \$400/month
	1.2 Phase out Free Parking in Garages	Free for first 90 minutes and then subject to Hourly Rates up to the Daily Max	Hourly Rates apply up to the Daily Max
	1.3 Induce turnover and deter long-term parking of limited on-street spaces	RCOE & Mission Inn Areas- \$1.50/hr Justice Center Area- \$2.00/hour	All Areas : \$2.50/hour Maximum of 4 hours
2. Hours of Operation	2.1 Implement consistent weekday hours of operation in the City's garages	G1 & G2 - 9am - 7pm G3 & G7 - 7am - 7pm G6 - 6am - 7pm	All Garages - Hours of Operation Monday – Friday 7a.m. – 1a.m. 24/7 upon installation of smart parking access revenue control systems *subject to rates when entering during hours of operation
	2.2 Eliminate public confusion during weekend events as to whether City will charge in garages	No specific schedule- Special Event rate parking on weekends when expect 600+ spaces to be utilized by event attendees	Saturday & Sunday Hourly Rate or Daily Max 11am – 1am 24/7 upon installation of smart parking access revenue control systems *subject to rates when entering during hours of operation
	2.3 Induce turnover at on-street spaces (meters) and surface lots	RCOE & Mission Inn Mon - Fri 9am – 5pm Justice Center Mon - Fri 7am – 5pm	All Metered Spaces Mon – Sat 7am – 10pm Except Sunday & Holidays
3. Demand Based Pricing	3.1 Demand responsive pricing for Festival of Lights - by proximity to Mission Inn	Garages \$10 Flat Entrance Nightly Friday, Saturday, & Sunday \$10 drive up \$5 prepaid	Garages Flat Entrance Fee Thurs & Fri 7pm – 1am Sat & Sun 11am – 1am G1 & G3 – \$30 G7 – \$25 G2 – \$20 G6 – \$15 Prepaid by 10/1: \$10 Prepaid by 11/14: \$15 Parking Lots - \$15
	3.2 Parking Hours of Operation for Festival of Lights extended to include parking lots		
	3.3 Daily rate increase in all facilities	All Garages - \$8 Daily Max	G2 & G6 - \$16 Daily Max All other Garages - \$20 Daily Max
	3.4 Create premium and value rates at facilities based on demand	\$5 Flat Rate upon entry Thurs – Sun from 9 pm – 1am	\$12 Nightly Flat Rate upon entry from 8pm – 1am
	3.5 Reduce Daytime Weekday Monthly Parking Permit waiting list	G1, G2 & G6 - \$70 G3 - \$80 G7 - \$60	G2, G6 & G7 - \$160 G1 & G3 - \$190
	3.6 Introduce Nighttime Weekday Monthly Parking Permit	Lots - \$60 Daytime Permit Valid 5am – 6pm No Nighttime Permit	Lots - \$110 Permits: Daytime Valid 6am – 6pm Nighttime Valid 6pm – 6am
	3.7 Introduce a weekend daytime and weekend nighttime monthly permit	None	Weekend Day Permit Saturday & Sunday 6am to 6pm G1 & G3 - \$120 All other garages \$95 Weekend Night Permit - \$144/month Friday 6pm to Monday 6am
	3.8 Implement a Downtown Tuesday Parker (DTP) discounted garage parking rate in Garages - subject to review after 6 months.	None	Tuesday 10am to 6pm 50% discount in Garages