



PARKING ECOSYSTEM SUSTAINABILITY PLAN AND AMENDMENT OF THE PARKING RATE AND HOUR SCHEDULE - RESOLUTION

Public Works Department

City Council
February 15, 2022

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BACKGROUND

1. July 13, 2020 – Land Use, Sustainability and Resilience Committee considered the Public Parking Program update and Parking Ecosystem Sustainability Plan (PESP) addressing program improvements and rate adjustments.
2. November 9, 2020 – Land Use, Sustainability and Resilience Committee considered PESP Part 1 - Infrastructure and Equipment needs. The Committee directed staff to replace 157 single-space meters with 22 multi-space meters and to readdress the Committee with PESP Part 2 after the Finance Committee received the report of surplus properties.



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BACKGROUND

3. September 13, 2021 – Land Use, Sustainability, and Resilience Committee received a Public Parking Fund update and Parking Ecosystem Sustainability Plan Part 2 Improvements Review - Rate Adjustments. The Committee recommended that the City Council approve the Parking Ecosystem Sustainability Plan Part 2 to include program improvements and rate changes.



PARKING ECOSYSTEM SUSTAINABILITY PLAN

Parking Management Strategies

- 1. Maximize Limited Space
- 2. Hours of Operation & Safety
- 3. Demand Based Pricing



PESP STRATEGY #1: MAXIMIZE LIMITED SPACE

Reserved Parking Spaces			
Garage	Total Spaces	2019 Reserved	2021 Reserved
G1	170	21	21
G2	155	49	47
G3	292	46	49
G7	397	92	62

- Reduce reserved parking through attrition to increase shared space.
- Eliminate free parking to induce turnover.
- Deter long-term parking on-street.



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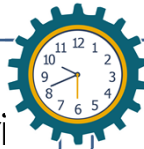
PESP STRATEGY #2: HOURS OF OPERATION & SAFETY

On-Street Parking

is free after 5pm Mon-Fri and Weekends



Garages are free after 5pm weekdays and before 9pm Thu-Sat



- All customers responsible for costs to occupy space.
- Align hours of operation to match parking demand.
- Utilize RPD Patrols during weekends



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PESP STRATEGY #3: DEMAND BASED PRICING

Example of data used to apply Demand-Based Pricing.

Festival of Lights – Average Vehicle Turnover per space in Garages			
Garage	Capacity	2019	2021
G1	170	22	14
G2	155	19	13
G3	292	18	13
G6	538	6	3
G7	397	11	7



Create value rate pricing in underutilized facilities and premium rates in high demand facilities.



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PESP PROPOSED RATES

Fiscal Year 2022-2023 Public Parking Fund Projected Revenues:

- With PESP: Net revenues of \$110,000
- Without PESP: Loss of **\$1,321,000**

Without PESP, the General Fund may be required to subsidize the Public Parking Fund



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STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities



#5 High Performing Government



#6 Infrastructure, Mobility & Connectivity



RECOMMENDATIONS

That the City Council:

1. Receive and file the Public Parking Program update;
2. Adopt the attached Resolution amending the Parking Rate and Hour Schedule to reflect the modified rate changes and hours of operation and repealing Resolution 23691;



RECOMMENDATIONS

3. Direct staff to return to City Council with affected service contracts as a result of the modified hours of operation; and
4. Direct staff to return to City Council with a recommendation to award the Parking Access and Revenue Control Systems contract to replace the obsolete garage equipment.



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SUPPORTING SLIDES



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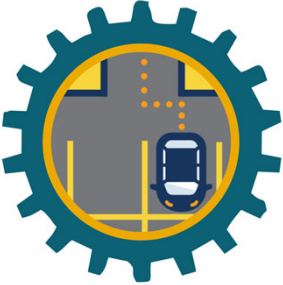
PUBLIC PARKING FUND

FY21-22 PROJECTED PUBLIC PARKING FUND BALANCE (570)			
Type	Projected Revenues	Projected Expenditures	Projected Net Revenue (Loss)
Public Parking Fund – Beginning Working Capital on 7/1/21			1,573,672
Operations - 4150	3,574,000	5,511,000	(1,937,000)
Enforcement - 4151	1,819,000	1,335,000	484,000
Projected Public Parking Fund – Ending Working Capital on 6/30/22			\$120,672


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PESP STRATEGY #1: RATES

Maximize Limited Space

Current Rate	Proposed Rates to be Implemented No later than July 1, 2022
Monthly Reserved Rate \$135	<ul style="list-style-type: none"> Monthly Reserved Rate \$400/month Legacy Rate for Existing Customers <ul style="list-style-type: none"> 7/1/2022 - \$205/month 7/1/2023 - \$320/month 7/1/2024 - \$400/month
Free for first 90 minutes	<ul style="list-style-type: none"> Hourly rates apply up to Daily Max
RCOE & Mission Inn Areas \$1.50/hour Justice Center Area \$2.00/hour	<ul style="list-style-type: none"> All Areas \$2.50/hour Maximum 4 hours


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Hours of Operation

PESP STRATEGY #2: RATES

Current Rate

G1 & G2: 9am – 7pm
G3 & G7: 7am – 7pm
G6: 6am – 7pm

No specific schedule-
Special Event rate parking
on weekends when expect
600+ spaces to be utilized
by event attendees

RCOE & Mission Inn
Mon - Fri 9am – 5pm
Justice Center
Mon-Fri 7am – 5pm

Proposed Rates to be Implemented
No later than July 1, 2022

• All Garages - Hours of Operation
Monday – Friday 7a.m. – 1a.m.
• 24/7 upon installation of smart parking
access revenue control systems

• Saturday & Sunday Hourly Rate or
Daily Max 11am – 1am
• 24/7 upon installation of smart parking
access revenue control systems

• All Metered Spaces
Mon – Sat 7am – 10pm
• Except Sunday & Holidays



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Demand Based Pricing

PESP STRATEGY #3: RATES

Current Rate

FOL Garages \$10 Flat
Entrance
Nightly Fri, Sat, & Sun
\$10 drive up
\$5 prepaid

All Garages - \$8 Daily
Max
\$5 Flat Rate
Thu – Sun 9pm–1am

Proposed Rates to be Implemented
No later than July 1, 2022

•Garages Flat Entrance Fee
Thurs & Fri 7pm – 1am
Sat & Sun 11am – 1am
G1 & G3 – \$30 G7 – \$25
G2 – \$20 G6 – \$15 Parking Lots - \$15
Prepaid by 10/1: \$10
Prepaid by 11/14: \$15

• G2 & G6 - \$16 Daily Max
All other Garages - \$20 Daily Max
• \$12 Nightly Flat Rate upon entry
from 8pm – 1am



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PESP STRATEGY #3: RATES


Demand Based Pricing



Current Rate	Proposed Rates to be Implemented No later than July 1, 2022
<p>G1, G2 & G6 - \$70 G3 - \$80 G7 - \$60 Lots - \$60 Daytime Permit Valid 5am – 6pm No Nighttime Permit</p>	<ul style="list-style-type: none"> • G2, G6 & G7 - \$160 G1 & G3 - \$190 • Lots - \$110 • Permits: Daytime Valid 6am – 6pm Nighttime Valid 6pm – 6am
<p>Introduce a weekend daytime and weekend nighttime monthly permit – Currently NONE</p>	<ul style="list-style-type: none"> • Weekend Day Permit Sat & Sun 6am - 6pm G1 & G3 - \$120 All other garages \$95 • Weekend Night Permit - \$144/month valid Friday 6pm to Monday 6am



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PESP STRATEGY #3: RATES

Demand Based Pricing



Current Rate	Proposed Rates to be Implemented No later than July 1, 2022
<p>Implement a Downtown Tuesday Parker (DTP) discounted garage parking rate in Garages - subject to review after 6 months.</p>	<p>Tuesday 10am to 6pm 50% discount in Garages</p>


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