



PUBLIC PARKING PROGRAM - AMENDMENT OF THE PARKING RATE AND HOUR SCHEDULE - RESOLUTION

Public Works Department

City Council
July 19, 2022

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BACKGROUND

1. On February 15, 2022, City Council adopted a resolution revising the Parking Rate and Hour Schedule to include changes to the program's rates and hours of operations within the Parking Ecosystem and Sustainability Plan; and
2. Downtown stakeholders have expressed their need for modifications to the discounted programs.



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DISCOUNTED VALIDATION BOOKLET PROGRAM

Since 2001, City has offered a 50% discount in the public garages as shown below.

Validation Book	Market Value	Discounted Price
50 – ½ Hour Stickers	\$ 50	\$ 25
50 – Hourly Stickers	\$100	\$ 50

Recommendation : Increase limit from two (2) validation booklets to four (4), each booklet contains 50 stickers.



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TOKEN PROGRAM

1. Since 2007, City enables business owners to purchase tokens at a 50% discount for their patrons use.
2. Currently, downtown businesses may purchase up to 200 tokens per month with a minimum purchase of 100 tokens for \$50.
3. Recommendation: Increase limit from two 200 tokens to 300 tokens per month.



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DISCOUNTED EMPLOYEE PERMIT PROGRAM

1. City Council adopted the Discounted Employee Permit Program in 2017 to offer a discounted permit to part-time employees that qualify as low-income.
2. Current permit hours are 6 AM – 6 PM and maximum wage is \$18.
3. Recommendation: Increase the wage limit from \$18 to \$21 per hour and allow the applicant to select the 12-hour period of work for their permit.



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FLEX MONTHLY PERMIT

1. Adding the same level of flexibility to other downtown parkers that allows parkers to select a 12-hour parking period in one garage per month.
2. Recommendation: Create a Flex Monthly Permit, with a proposed cost of \$215 per month, which includes a management recovery cost.



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TEMPORARY MORATORIUM – SPECIAL EVENT COORDINATORS

1. With the new rates, special event coordinators are subject to the meter rates when encroaching on these spaces.
2. For example, the Saturday Farmers Market using 52 metered spaces on Main Street is subject to \$910 meter fees per day = \$3,640 per month.
3. Recommendation: Establish a Temporary Moratorium to provide free parking for these situations during the next 120 days.



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STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities



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FISCAL IMPACT

1. Discounted Validation Booklet Program – With twenty (20) businesses using the maximum of four (4) booklets per month, the estimated annual transient parking net revenue loss is **\$50,400;**
2. Token Program – Assuming ten (10) businesses using the additional 100 tokens per month, the estimated annual transient parking net revenue loss is **\$6,000;**



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FISCAL IMPACT

3. Discounted Employee Permit Program – With an estimated fifty (50) employees participating per month, the estimated annual transient parking net revenue loss is **\$115,200;**
4. Flex Monthly Permit - The total impact will vary based on participation and the hours selected by the parking customer therefore, staff is unable to report an estimated fiscal impact on this item.
5. Temporary Moratorium for Special Event Coordinators – The impact to the Parking Fund revenue depends on the resulting number of special events held in the next 120 days.



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RECOMMENDATIONS

That the City Council:

1. Approve the following discounted program recommendations:
 - a. Modify the Discounted Validation Booklet Program to allow Downtown businesses to purchase up to four (4) validations booklets per month;
 - b. Modify the Discounted Token Program to allow Downtown businesses to purchase up to 300 tokens per month; and
 - c. Modify the valid parking hours and wage eligibility requirement within the Discounted Employee Permit Program to allow for additional participation;



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RECOMMENDATIONS

2. Create a Flex Monthly Permit for all downtown parkers with flexible parking hours;
3. Establish a temporary moratorium to provide free metered parking for special events encroaching upon those spaces to explore a discounted encroachment meter rate for special events; and
4. Adopt a resolution amending the Parking Rate and Hour Schedule to reflect modifications to the programs that offer discounted rates of the City's public parking.



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