



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: SEPTEMBER 6, 2022**

**FROM: PUBLIC WORKS DEPARTMENT      WARD: 1**

**SUBJECT: COMMUNITY ENGAGEMENT PLAN FOR THE DEVELOPMENT OF AN AMENDED PARKING RATES AND HOURS SCHEDULE**

## **ISSUE:**

Receive a community engagement plan for the development of an amended parking rates and hours schedule.

## **RECOMMENDATION:**

That the City Council receive and file the community engagement plan for the development of an amended parking rates and hours schedule.

## **BACKGROUND:**

On February 15, 2022, following discussion, it was moved by Councilwoman Plascencia and seconded by Councilmember Cervantes to approve the Land Use, Sustainability, and Resilience Committee recommendation to:

1. Receive and file the Public Parking Program update;
2. Adopt a Resolution to revise the Parking Rate and Hour Schedule to include changes to the program's rates and hours of operation and amend Resolution 21322;
3. Directed staff to return to City Council with affected service contracts resulting from the modified hours of operation;
4. Directed staff to return to City Council with a recommendation to award the Parking Access and Revenue Control Systems contract to replace outdated garage equipment; and
5. Include validated parking in Garage 6 on Tuesdays for those attending City Council meetings.

The motion carried unanimously with Councilmember Edwards absent. At the time of implementation many businesses raised concerns with the parking rates and hours schedule. In response, staff scheduled an item for Council to reexamine parking fees and operations.

On July 19, 2022, following discussion, City Council reinstated the parking program prior to July 1, 2022 and asked staff to return to City Council within 3 to 7 months with an alternative parking

program, conduct at minimum two community engagement meetings, and allocate American Rescue Plan Act (ARPA) funds to offset parking garage cost until the City obtains proceeds from the sale of Parking Garages 1 and 2. The motion carried with four aye votes, two no votes, and one councilmember absent.

## **DISCUSSION:**

During City Council deliberation on July 19, 2022, staff committed to share its plan for community engagement with City Council prior to returning to propose new rates and hours schedule. Immediately following Council's decision, staff met with both the Riverside Downtown Partnership (RDP) and the Greater Riverside Chamber of Commerce (GRCC), whose members comprised a substantial portion of public commenters regarding parking rates, to discuss a path forward. Each organization is collaborating to form committees of representative members who will help to provide focused commentary and feedback throughout the engagement process.

As of the writing of this report, staff are in the process of purchasing a license for the "Balancing Act" software. This unique software allows community members to assess the Parking Fund's budget and its various components and services. The software allows users to consider a suite of rates, hours, services, capital projects, and other expenses to develop their ideal balanced Parking Fund budget. Staff will provide access to this tool on a parking webpage and during meetings to solicit community feedback. A sample Balancing Act deployment can be found on this webpage: <https://anytownv2.abalancingact.com/features-demo-20>.

Staff have laid out the below preliminary community engagement timeline, and will adjust as needed to ensure the final alternative parking rates and hours schedule will be suitable for final recommendation to the public and Council:

<b>TIMEFRAME</b>	<b>TASK</b>
Aug. 2022	Purchase "Balancing Act" software to facilitate community input
Aug. 2022	Focused stakeholder meetings, including discussions with RDP and GRCC
Aug. 2022 / Sep. 2022	Deploy parking rates & hours engagement webpage and host Balancing Act tool online. Share video developed by Communications team explaining how an enterprise fund functions. Develop initial recommended revisions to parking rates and hours based primarily on staff understanding of extensive community feedback provided during the recent Council hearing.
Aug. 2022 / Sep. 2022	<b>Host first community meeting</b> with a focus on listening. Group participation in Balancing Act Tool. Share preliminary alternative parking rates and hours schedule versions.
Sep. 2022	One-on-one meetings with each Councilmember, focused stakeholder meetings to review initial feedback
Sep. 2022	Presentation to Inclusiveness, Community Engagement, and Governmental Processes Committee regarding procedures for reviewing Parking-related items
Sep. 2022	Presentation regarding Parking Fund to Budget Engagement Commission
Sep. 2022 / Oct. 2022	<b>Host second community meeting</b> to share back how feedback has impacted the draft rates & hours schedule. Workshop and refine the parking program. Assess the state of the draft schedule, determine if additional meetings are required.
Oct. 2022 / Nov. 2022	Present recommended parking rates and hours schedule to the Land Use, Sustainability and Resilience Committee

Dec.2022 / Jan 2023	Present final recommended parking rates and hours schedule to the City Council for consideration of adoption.
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It is critical that staff work to adopt new parking rates and hours in an expeditious fashion to maintain the solvency of the Parking Fund. Because the Parking Fund is an enterprise fund, it should not rely on the General Fund, sales tax, or other revenues, and must function solely on revenues generated through fees and charges associated with parking operations and enforcement. Staff are confident that the above outlined timeline will result in a successful final parking rates and hours schedule that can be supported by the resident and business community, and ultimately keep the Parking Fund in good health.

### **STRATEGIC PLAN ALIGNMENT:**

This item contributes to **Strategic Priority 3 - Economic Opportunity**. By working with the Downtown business community to adjust the recently adopted parking program elements, the City is furthering **Goal 3.3**: Cultivate a business environment that welcomes innovation, entrepreneurship and investment. This item aligns with the five Cross-Cutting Threads as follows:

1. **Community Trust** – This item is being brought forth in response to community feedback regarding the recently updated parking program elements.
2. **Equity** – Staff will work to ensure that everyone has a seat at the table in discussion of new parking rates and hours schedule.
3. **Fiscal Responsibility** – The ambitious timeline for adoption of new rates will minimize revenue losses to the parking fund, while affording adequate opportunities for community engagement surrounding future rates.
4. **Innovation** - The Balancing Act software, combined with a project webpage, will be an innovative means to solicit community feedback.
5. **Sustainability and Resiliency** - The proposed program revisions are neutral towards this cross-cutting thread.

### **FISCAL IMPACT:**

There is no fiscal impact associated with receiving this report. Any changes or recommendation to the parking plan will be brought back to Council for input.

Prepared by: Gilbert Hernandez, Public Works Director  
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 Approved by: Kris Martinez, Assistant City Manager  
 Approved as to form: Phaedra A. Norton, City Attorney

Attachment: Presentation