



COMMUNITY ENGAGEMENT PLAN FOR THE DEVELOPMENT OF AMENDED PARKING RATES AND HOURS SCHEDULE

Public Works Department

City Council
September 6, 2022

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BACKGROUND

- On February 15, 2022, City Council adopted a Resolution to revise the Parking Rate and Hour Schedule to include changes to the program's rates and hours of operation.
- On July 19, 2022, City Council made a motion to:
 1. Reinstate the parking program prior to July 1, 2022, and directed staff to return within 3-6 months with alternative parking program;
 2. Conduct two community engagement meetings; and
 3. Allocate American Rescue Plan Act (ARPA) funds to offset parking garage costs until receipt of the sale proceeds of parking Garages 1 and 2.



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STAKEHOLDER ENGAGEMENT



1. Engaged Riverside Downtown Partnership (RDP) and the Greater Riverside Chamber of Commerce (GRCC).
2. Coordinating meetings for focused commentary and feedback.



1. Purchasing a license for the "Balancing Act" software.
2. Allows users to consider a suite of rates, hours, services, capital projects, and other expenses to develop their ideal balanced Parking Fund budget.



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STAKEHOLDER ENGAGEMENT PLAN

Timeframe	Task
August 2022	Purchase "Balancing Act" software to facilitate community input
August 2022	Focused stakeholder in-person meetings, including discussions with RDP and GRCC.
August 2022 / September 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 stakeholder feedback provided during the recent Council hearing.
August 2022 / September 2022	Host first stakeholder meeting with a focus on listening. Group participation in Balancing Act Tool. Share preliminary alternative parking rates and hours schedule versions.
September 2022	One-on-one meetings with each Councilmember, focused stakeholder meetings to review initial feedback.

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STAKEHOLDER ENGAGEMENT PLAN

Timeframe	Task
September 2022	Presentation to Inclusiveness, Community Engagement, and Governmental Processes Committee regarding procedures for reviewing Parking-related items.
September 2022	Presentation regarding Parking Fund to Budget Engagement Commission.
September 2022 / October 2022	Host second community meeting 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.
October 2022 / November 2022	Present recommended parking rates and hours schedule to the Land Use, Sustainability and Resilience Committee.
December 2022 / January 2023	Present final recommended parking rates and hours schedule to the City Council for consideration of adoption.



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STRATEGIC PLAN ALIGNMENT

Strategic Priority 3 – Economic Opportunity

- Goal No. 3.3 – Cultivate a business environment that welcomes innovation, entrepreneurship and investment.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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RECOMMENDATION

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



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