



Land Use, Sustainability, and Resilience Committee

City of Arts & Innovation

TO: LAND USE, SUSTAINABILITY, AND RESILIENCE COMMITTEE MEMBERS **DATE: DECEMBER 12, 2022**

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

SUBJECT: DOWNTOWN PARKING UPDATE

ISSUE:

Receive an update on the progress to recommend changes to the parking rates and hours schedule.

RECOMMENDATION:

That the Land Use, Sustainability, and Resilience Committee receive and file an update regarding the development of an amended parking rates and hours schedule.

BACKGROUND:

On July 19, 2022, following discussion, City Council reinstated the downtown parking program prior to July 1, 2022 and asked staff to return to City Council within three to seven 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 costs 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.

On September 6, 2022 the City Council received the proposed community engagement plan for the amended parking rates and hours schedule.

DISCUSSION:

The Public Parking Services Division has commenced community engagement in the development of an amended parking rates and hours schedule. The first of two town-hall style stakeholder meetings was held on October 20, 2022. The workshop was successful, and stakeholders provided their input through handwritten notes, verbal feedback, and a group session using 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. Stakeholders provided valuable input through this tool.

A link to the *Balancing Act* survey can be found on the project webpage:

www.riversideca.gov/parkingrates

To date, there have been 786 online simulation submissions to the *Balancing Act* tool, with additional submittals received during the interactive meeting. The average stakeholder has engaged with the webpage for a total of 9 minutes and 36 seconds, with a cumulative 364 hours having been spent on the survey. Per initial survey results, deferred maintenance has been identified as a priority for investment, with the average survey participant choosing to increase expenditures in this category by approximately \$900,000. Stakeholders have, in general, chosen to reduce the parking fund’s reliance on revenues from meters while opting to increase rates in the parking garages. Many comments have suggested that parking should be free, while other commenters have suggested that the Parking Fund should be subsidized through general funds/sales tax. Staff is reviewing resident submissions and comments in detail, and these details will be used to inform the draft rates and hours schedule to be shared with the public. Several comments requested additional information and staff is in the process of posting this information along with feedback from the survey and meetings to the project’s webpage.

Staff is adhering to the schedule below for community engagement and adoption of new rates:

TIMEFRAME	TASK
Aug. 2022 [Complete]	Purchase “Balancing Act” software to facilitate community input
Aug. 2022 [Complete]	Focused stakeholder meetings, including discussions with RDP and GRCC
Aug. 2022 / Sep. 2022 [Complete]	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.
Sep. 2022 [Complete]	One-on-one meetings with each Councilmember, focused stakeholder meetings to review initial feedback
Oct. 2022 [Complete]	Presentation regarding Parking Fund to Budget Engagement Commission
Oct. 2022 [Complete]	Host first community meeting with a focus on listening. Group participation in Balancing Act Tool. Share preliminary alternative parking rates and hours schedule versions.
Dec. 2023	Present an update to Land Use, Sustainability and Resilience Committee
Jan. 2023	Deploy a citywide quick-format survey to receive input on major points of interest for the parking rates and hours schedule.
Jan. 2023	Host second community meeting to share back how feedback has impacted the draft rates & hours schedule. Workshop and refine the parking program.
Feb 2023	Present recommended parking rates and hours schedule to the Land Use, Sustainability and Resilience Committee
March 2023	Present final recommended parking rates and hours schedule to the City Council for consideration of adoption.

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 is 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 financial health.

STRATEGIC PLAN ALIGNMENT:

This item contributes to **Strategic Priority 3 - Economic Opportunity** and 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 this report.

Prepared by: Gilbert Hernandez, Public Works Director
Certified as to availability of funds: Edward Enriquez, Interim Assistant City Manager/Chief Financial Officer/City Treasurer
Approved by: Kris Martinez, Assistant City Manager
Approved as to form: Phaedra A. Norton, City Attorney

Attachment: Presentation