



## **DOWNTOWN PARKING RATES AND HOUR SCHEDULE RECOMMENDATION**

### **Public Works Department**

**City Council**  
April 18, 2023

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## **BACKGROUND**

1. On July 19, 2022, the City Council reinstated the previously effective parking rates and hours program for the downtown, and directed staff to develop new rates following additional community engagement
2. On September 6, 2022, the City Council received the proposed community engagement plan for the amended parking rates and hours schedule



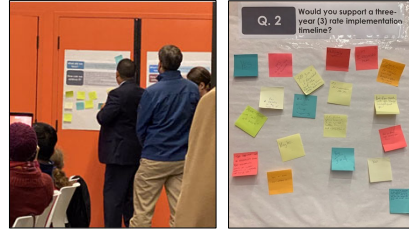
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## DISCUSSION

1. Two townhall style community meetings were held on October 20, 2022 and January 19, 2023.
2. Focused on listening to the downtown stakeholders and utilizing their feedback to develop the new parking rates and hour schedule.



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## DISCUSSION

1. The City deployed a project webpage including a "Balancing Act" simulation
2. 1,861 submissions to the simulation were received
3. City followed up with an online short-form survey to determine spending priority
4. 54.4% of 682 respondents wanted increased police foot patrol/security



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## RIVERSIDE DOWNTOWN PARTNERSHIP & CHAMBER SURVEY

Top 3 concerns - businesses, employees and customers:

- 61%-85% of downtown employees need an affordable parking rate, accessible parking and flexible hours.
- 83%-85% of employees and customers want to park within 2 blocks of their destination.
- 73%-85% of employers and employees feel that Sat/Sun metered parking will deter customers.



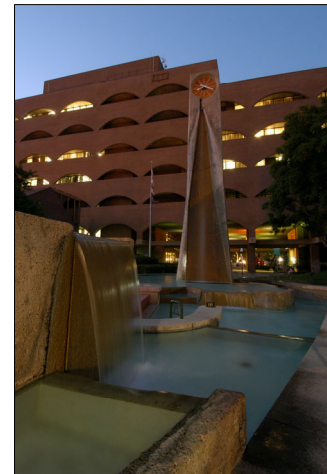
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## ADDITIONAL FEEDBACK RECEIVED

Participants requested the City examine parking programs in cities including Redlands, Claremont and Temecula which offer free parking – with respondents suggesting that parking should be heavily subsidized or function primarily via citation-based revenues



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## ADDITIONAL FEEDBACK RECEIVED

Citing the pending sale of Garages 1 and 2, downtown stakeholders have expressed concerns of depleting parking inventory and proximity of parking in the downtown core area over the last 10 years and how it is impacting property owners and businesses.



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## APPROACH TO NEW RATES AND HOURS

**How can we meet Community needs?**

**How can we best preserve the Parking program?**

**New approach: Reduce barriers & fees  
and encourage participation**

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## NEW RATES AND HOURS: KEY COMPONENTS

What did we hear?

Downtown employee parking must be low to no cost, flexible, and easily accessible for qualifying participants

How can we address it?

- Change permit to allow use for any 12-hour block each day (floating), 24/7 access (no need to buy expensive monthly evening & daytime permits)
- Increase qualifying hourly rate to \$24/hour, adjust as income levels change
- Reduce permit cost to \$24/month (employers may pay)
- Provide more flexibility in available locations



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## NEW RATES AND HOURS: KEY COMPONENTS

What did we hear?

Downtown visitors benefit from 90-minute parking accommodations in garages

How can we address it?

- Allow for 60 minutes free in Garages, 60 minutes free in Lots (new), and 30 minutes free on-street (new)
- Mix of web-app and paper tickets
- 90-minutes free parking in aggregate per day
- Optional validation program



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## NEW RATES AND HOURS: KEY COMPONENTS

What did we hear?

High cost to purchase both daytime & evening permits

How can we address it?

- New "Downtown 24/7" permit
- Allows 24/7 access across multiple locations
- Downtown residents, employees and businesses
- Significantly less expensive than buying both daytime & evening permits



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## NEW RATES AND HOURS: KEY COMPONENTS

What did we hear?

Cost prohibitive for special events to pay for metered space encroachments especially on weekends

How can we address it?

Metered spaces are free on weekends, waived encroachment fees for special events, city-sponsored events, government agency events, religious organization events and non-profit organization events



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## NEW RATES & HOURS - GARAGES

CURRENT	PROPOSED	RESCINDED
<b>Daily Rate and Hours of Operation</b>		
90 minutes free \$1.00 every 30 minutes \$8.00 Daily Max All Garage Mon-Fri 7am-5pm Garage 3, 6, & 7 Mon-Fri 9am-5pm Garages 1 & 2	60 minutes free (web app or pull a ticket) \$1.25 every 30 minutes w/ \$.25 increase every five years, starting Yr. 5 \$15.00 Daily Max All Garages w/ \$5.00 incr. in Yr. 3 (\$20.00 cap) 24/7 Operation	No free parking option \$1.00 every 30 minutes \$16.00 Daily Max Garages 2 & 6 \$20.00 Daily Max Garages 1, 3, & 7 24/7 Operation
<b>Nightly Flat Rate</b>		
\$5.00 Evening flat rate Thur-Sat 9pm-1am All Garages	\$10.00 w/ \$5.00 increase in Year 3 (\$15.00 cap) Mon-Sun 7pm-3am All Garages	\$12.00 Evening flat rate Mon-Sat 8pm-1am All Garages
<b>Festival of Lights (FOL)</b>		
\$10.00 FOL at event (no specified garage) \$5.00 FOL pre-paid (no specified garage)	\$15.00 FOL at event rate with \$5.00 increase in Year 3 (\$20.00 cap) \$10.00 FOL pre-paid rate using web-app with \$5.00 increase in Year 3 (\$15.00 cap)	\$15.00-\$30.00 (location-dependent) Pre-paid locations (not specified) \$10.00-\$15.00 pre-paid options
<b>Discount Employee Parking Program</b>		
\$25.00 per month Part-time employee making \$15/hour or less. Mon-Fri 5am-5pm	\$24.00 per month Any employee making \$24.00/hour or less 24/7 with 12-hour flexible arrival window	\$50.00 per month Part-time employee making \$18/hour or less. Mon-Fri 6am-6pm

Note regarding free parking: total of 90-minutes in aggregate per day across all facilities  
Cost of web-app fees subsidized by City

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## NEW RATES & HOURS - GARAGES


CURRENT	PROPOSED	RESCINDED
<b>Monthly Permits</b>		
<b>Unreserved Monthly Permits</b> \$60.00 - \$80.00 Garage Dependent Mon-Fri 5am-6pm	<b>Monthly Unreserved Weekday Permits</b> \$85.00 All Garages w/ \$15 annual increases through Year 8 (\$190.00 cap) Mon-Fri 5am-7pm (using web-app)	<b>Unreserved Daytime Permits</b> \$95-\$190 Location Dependent* *Required separate Weekday & Weekend Permits
<b>Reserved Monthly Permits</b> \$135.00 All Garages Mon-Fri 5am-6pm	<b>Monthly Reserved Weekday Permits</b> \$150.00 All Garages w/ \$20 incr. through Year 8 (\$290.00 cap) Mon-Fri 5am-7pm	<b>Reserved Monthly Permits</b> \$400.00 All Garages Mon-Fri 6am-6pm Legacy Customers Start at \$205
Not Offered	<b>**NEW** Downtown 24/7 Permit Program</b> \$115.00 All Garages w/ \$15 annual increases through Year 8 (\$220.00 cap)	Not Offered
<b>Special Event Rate</b>		
\$5.00 per vehicle Weekdays and Weekends - Garage 7 Outside normal hours - All Garages	\$10.00 per vehicle pre-paid using web-app with \$5.00 increase in Year 3 (\$15.00 cap) \$15.00 per vehicle at event with \$5.00 increase in Year 3 (\$20.00 cap)	\$16.00-\$20.00 Location Dependent No pre-paid discount
<b>Validation Program</b>		
Optional validation Booklet System	Optional electronic + ticket validation	Optional Validation Booklet System

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NEW RATES & HOURS - LOTS		
CURRENT	PROPOSED	RESCINDED
<b>Daily Rate and Hours of Operation</b>		
No free parking option Mon-Fri 9am-5pm \$.75 every 30 minutes – Lots 1, 3, 12, 16, 18, 27, 33 and Main Library Mon-Fri 7am-5pm \$1.00 every 30 minutes – Lots 19 & 38 (Justice Center)	<b>*New* 60 minutes free (using web-app)</b> Mon-Fri 7am-7pm Justice Center Lots Mon-Fri 8am-7pm All other downtown Lots \$1.50 every 30 minutes w/ \$.25 increase every five years, starting Yr. 5 No Time Limit <b>Weekends &amp; holidays remain Free</b>	No free parking option Mon-Sat 7am-10pm \$1.25 every 30 minutes – All Lots
<b>Nightly Flat Rate</b>		
Not Offered	\$10.00 w/ \$5.00 increase in Year 3 (\$15.00 cap) Mon-Sun 7pm-3am All Lots	Not Offered
<b>Festival of Lights (FOL)</b>		
\$10.00 FOL at event (no specified lot) \$5.00 FOL pre-paid (no specified lot)	\$15.00 FOL at event rate with \$5.00 increase in Year 3 (\$20.00 cap) \$10.00 FOL pre-paid rate using web-app with \$5.00 increase in Year 3 (\$15.00 cap)	\$15.00 No Pre-Paid Discount
<b>Discount Employee Parking Program</b>		
\$25.00 per month Part-time employee making \$15/hour or less. Mon-Fri 5am-5pm	\$24.00 per month Any employee making \$24.00/hour or less 24/7 with 12-hour flexible arrival window	\$50.00 per month Part-time employee making \$18/hour or less. Mon-Fri 6am-6pm
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NEW RATES & HOURS - LOTS		
CURRENT	PROPOSED	RESCINDED
<b>Monthly Permits</b>		
<b>Unreserved Monthly Permits</b> \$50.00 Lots 3, 12, 16, 18, 19, & 27 Mon-Fri 5am-6pm	<b>Monthly Unreserved Weekday Permits</b> \$85.00 All Lots w/ \$15 annual increases through Year 8 (\$190.00 cap) Mon-Fri 5am-7pm (using web-app)	<b>Unreserved Weekday Daytime Permits</b> \$110 Lots 3, 12, 16, 18, 19, & 27 Mon-Fri 6am-6pm
<b>Reserved Monthly Permits</b> \$135.00 Lots 3, 12, 16, 18, 19, & 27 Mon-Fri 5am-6pm	<b>Monthly Reserved Weekday Permits</b> \$150.00 All Lots w/ \$20 incr. through Year 8 (\$290.00 cap) Mon-Fri 5am-7pm	<b>Reserved Monthly Permits</b> \$400.00 Mon-Fri 6am-6pm Legacy Customers Start at \$205
Not Offered	<b>**NEW** Downtown 24/7 Permit Program</b> \$115.00 All Lots w/ \$15 annual increases through Year 8 (\$220.00 cap)	Not Offered
<b>Special Event Rate</b>		
Not Offered	\$10.00 per vehicle pre-paid using web-app with \$5.00 increase in Year 3 (\$15.00 cap) \$15.00 per vehicle at event with \$5.00 increase in Year 3 (\$20.00 cap)	Not Offered
<b>Validation Program</b>		
Optional token system	Optional electronic or printed validation	Optional token system
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## NEW RATES & HOURS – ON STREET METERED SPACES

CURRENT	PROPOSED	RESCINDED
<b>Daily Rate and Hours of Operation</b>		
No free parking option Justice Center – Metered Spaces Mon-Fri 7am-5pm \$1.00 every 30 minutes All other downtown – Metered Spaces Mon-Fri 9am-5pm \$.75 every 30 minutes No time limit Weekends & holidays free	<b>*New* 30 minutes free (using web-app)</b> Justice Center – Metered Spaces Mon-Fri 7am-7pm \$1.50 every 30 minutes w/ \$.25 increase every five years, starting Yr. 5 All other downtown – Metered Spaces Mon-Fri 8am-7pm No time limit <b>Weekends &amp; holidays remain free</b>	No free parking option All Metered Spaced Mon-Sat 7am-10pm \$1.25 every 30 minutes 4-hour time limit No Sundays or holidays
<b>Validation Programs</b>		
Optional token system	Optional electronic or printed validation	Optional token system
<b>Special Events</b>		
Special event hosts on-street responsible to pay for meter fees during regular business hours / fee hours	<b>*New*</b> Special events will not be responsible to pay for meter fees	Special event hosts on-street responsible to pay for meter fees during all fee hours

Note regarding free parking: total of 90-minutes in aggregate per day across all facilities  
Cost of web-app fees subsidized by City

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## 3-YEAR PROJECTIONS

PARKING FUND 3-YEAR PROJECTION WITH NEW RATES AND HOUR SCHEDULE			
	FY2023-2024	FY2024-2025	FY2025-2026
<b>REVENUE</b>	\$7,576,000 <sup>1,2</sup>	\$7,926,000 <sup>4</sup>	\$8,987,000 <sup>4,5</sup>
<b>EXPENSES</b>	\$8,559,000 <sup>3</sup>	\$7,492,000	\$7,738,000
<b>NET GAIN/LOSS</b>	(\$983,000)	\$434,000	\$1,249,000

<sup>1</sup> Does not include \$1,500,000 ARPA Funds allocated in February 2023

<sup>2</sup> Implementation of Parking Rates and Hour Schedule could take 3-4 months, so revenues might be adjusted lower.

<sup>3</sup> Includes \$620,000 FY2023-2024 implementation costs (expanded labor hours, web-app, signage, public outreach, marketing, etc.)

<sup>4</sup> Downtown 24/7 and Unreserved Permits increase annually by \$15/mo. and Reserved Permits increase annually by \$20/mo.

<sup>5</sup> Nightly Flat Rates and Special Event Rates increase by \$5 in FY2025-2026

QUALITY OF LIFE ITEMS FUNDED BY NEW RATES AND HOUR SCHEDULE	
DESCRIPTION OF ITEMS	COST
Garage Stairwell Pressure Washing (Weekly)	\$96,000 <sup>1</sup>
Garage Floor Pressure Washing (Monthly)	\$90,000 <sup>2</sup>
Garage Security Guards (16 Hrs./Day 7 Days/Week)	\$300,000 <sup>3</sup>
Garage Lighting Upgrades (All Garages)	\$190,000 <sup>4</sup>
Garage Structural Maintenance (Garage 3 and 6)	\$500,000 <sup>5</sup>

<sup>1</sup> This is a weekly cleaning service for the garage stairwells to be implemented in FY2023-2024

<sup>2</sup> This is a monthly cleaning service for the garage floors to be implemented in FY2023-2024

<sup>3</sup> This is a daily security detail for the garages 2 guards/shift, two 8-hr shifts/day, 7 days/week, to be implemented in FY2023-2024

<sup>4</sup> This is a one-time lighting upgrade project to increase safety in the garages, needs RFP published in FY2023-2024

<sup>5</sup> This is a one-time structural maintenance project for Garages 3 and 6, needs RFP published in FY2023-2024


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## STRATEGIC PLAN ALIGNMENT

 **Strategic Priority 3 - Economic Opportunity,**  
**Goal 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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## RECOMMENDATIONS

That the City Council:

1. Receive and file an update on the Public Parking Program;
2. Adopt a Resolution to amend and restate the Parking Rate and Hour Schedule to include new parking programs, rates and hours of operation and amend Resolution 21322;
3. Direct staff to return to City Council with an amended service contract with Parking Concepts Inc., resulting from the implementation of the new parking programs and expanded hours of operation;



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## RECOMMENDATIONS

4. Direct staff to return to City Council with an amended service contract with TIBA Parking Systems resulting from the implementation of the Parking Access and Revenue Control Systems for Garages 1 and 2; and
5. Direct staff to return to the Transportation Board and Mobility and Infrastructure Committee for semi-annual parking updates.



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## ADDITIONAL INFORMATION

Additional information about each program is included in the following slides.



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## FREE, CONVENIENT, AND ACCESSIBLE PARKING

### “Parking Your Way” Program

- Free parking available across downtown
- 30-minutes On-Street Metered Spaces
- 60-minutes in all Lots and Garages
- Simple web-app using QR code, with optional paper tickets in Garages
- Need to stay longer? No problem, use the web-app



**NOTE: Weekend on-street & surface lot parking will remain free, no app required.**



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## AFFORDABLE EMPLOYEE PARKING

### — DOWNTOWN RIVERSIDE —

#### DISCOUNTED EMPLOYEE PERMIT PROGRAM (DEPP)

- Offered in Lots and Garages
- More Inclusive as qualifying wage rate has been raised
- CA Dept of Housing and Community Development Index Low Income Individual for Riverside County \$24/hr.
- Monthly cost is the qualifying wage rate
- Available to all downtown employees



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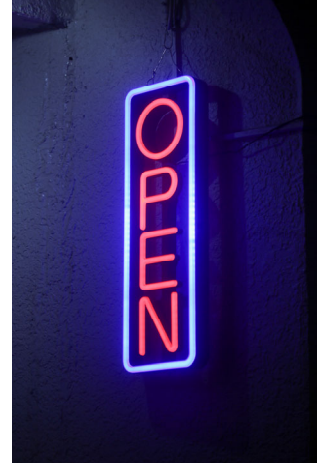
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## FLEXIBLE, AFFORDABLE, ANYTIME PARKING

### “Downtown 24/7 Permit” Program

- 24/7 Parking in Lots and Garages
- Affordable Rate \$115/month
- Available to all downtown residents, employees and businesses
- Quality of Life – We’re always open
- Simple web-app
- Automated LPR garage access



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## SPECIAL EVENTS PARKING OPTIONS & DISCOUNTS

### “Pre-Paid” Parking Option

- Expanding on success of FOL pre-paid parking option
- Pre-Paid discount of \$5 from Pay at Event Rate
- No hassle and convenient
- No worries your parking space awaits
- Simple web-app



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## UNRESERVED MONTHLY PARKING

### “Unreserved Monthly Permit” Program

- Expanded hours 5:00 a.m. to 7:00 p.m.
- Available in all lots and garages
- \$85/month with modest annual increases of \$15/month
- Annual increases applied over 8-year period
- Capped rate after 8-years at \$190
- Simple web-app
- Automated LPR garage access



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## RESERVED MONTHLY PARKING

### “Reserved Monthly Permit” Program

- Expanded hours 5:00 a.m. to 7:00 p.m.
- Available in all lots and garages
- \$150/month with annual increases of \$20/month
- Annual increases applied over 8-year period
- Capped rate after 8-years at \$290
- Simple web-app
- Automated LPR garage access
- No new permits offered, program to end after 10-years



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## VISITOR PARKING

### “Pay as you need”

- Garages \$1.25 each 30-minutes
  - 24/7 Operation
  - Daily Max \$15 and \$20 in Year 3
  - Rates will adjust every five years by \$0.25 each 30-minutes
- Lots \$1.50 each 30-minutes
  - Monday to Friday
  - 7:00 a.m. to 7:00 p.m. (Justice Center)
  - 8:00 a.m. to 7:00 p.m. (all other downtown locations)
  - No time limit
  - Rates will adjust every five years by \$0.25 each 30-minutes
- On-Street \$1.50 each 30-minutes
  - Monday to Friday
  - 7:00 a.m. to 7:00 p.m. (Justice Center)
  - 8:00 a.m. to 7:00 p.m. (all other downtown locations)
  - No time limit
  - Rates will adjust every five years by \$0.25 each 30-minutes



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