

Downtown Strategic Parking Plan and Implementation

Public Works

Utility Services/Land Use/Energy Development
Committee

December 12, 2016

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BACKGROUND

1. February 2016 – RFP was issued for
Downtown Parking Strategy
2. Dixon Resources selected for project
3. Study Area includes:
 - A. 2,602 on-street spaces of which 1,030 are
metered
 - B. 1,607 parking garage spaces
 - C. 1,188 surface lot spaces



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STUDY AREA



Figure 1. Study Area Map

Encompassed areas bordered by 3rd Street to the north, 14th Street to the south, Mulberry Street to the east, and Brockton Avenue to the west.



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ON-STREET OCCUPANCY

Thursday	Average Occupancy Rate	Saturday	Average Occupancy Rate
9 am	39%	11 am	39%
12 pm	40%	2 pm	33%
3 pm	35%	5 pm	36%
6 pm	42%	8 pm	39%

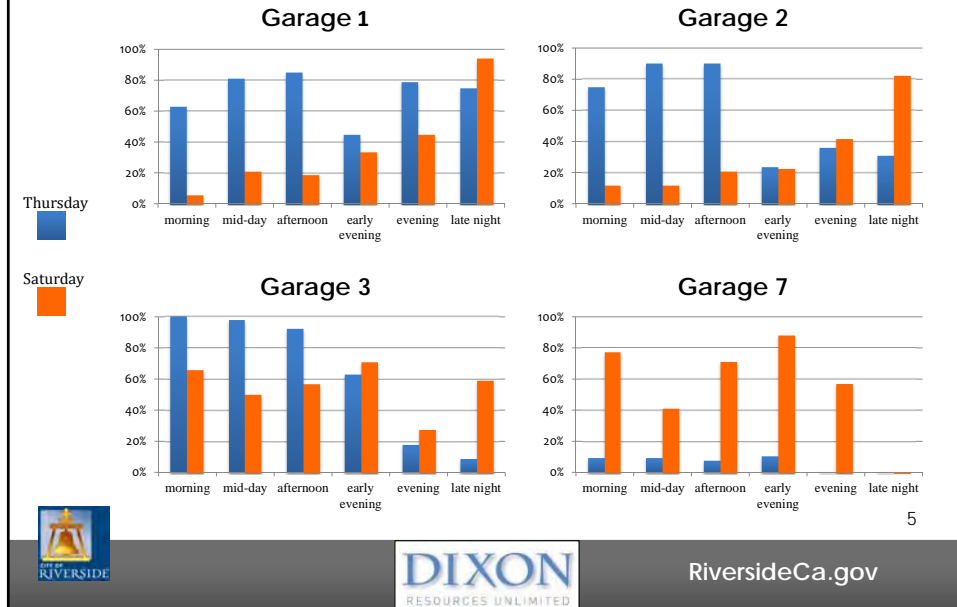
On-street parking is optimized when parking occupancy does not exceed 80% to 85%, meaning at least one or two parking spaces are available on each block.



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GARAGE OCCUPANCY



KEY FINDINGS

1. Ample parking within short walking distance of high occupancy areas, even during the Farmers' Market and Saturday night by the theater.
2. Thursday (6pm) and Saturday (8pm) were busiest times observed on-street.
3. At midnight, Garages 1 and 2 were often close to full on Thursday, Friday, and Saturday, but Garages 3, 6, and 7 had low levels of occupancy.

KEY FINDINGS – CONT.

1. Lots TW, 38, 42, and 44 often full or close to full, but other surface lots generally had sufficient parking availability.
2. When lots were full, nearby garages had sufficient available parking.
3. Parking time restriction signage can be improved.
4. Wayfinding signage directing patrons to available parking needs to be improved because some parking garages and lots are underutilized during peak hours.



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KEY STAKEHOLDER DESIRES

1. Safety & security in the garages
2. Increased wayfinding
3. Improved special event parking planning
4. More parking garages
5. More on-street parking near retail
6. Maintaining the facilities
7. Parking near the museums
8. Increased timed/loading zones
9. Meters: ease of use



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IMPACTED PARKING – 341 SPACES

1. Lot 19 and nearby on-street parking, for Chow Alley (90 spaces)
2. Lot 27 for boutique hotel (37 spaces)
3. Lot TW for Imperial Hardware (29 spaces)
4. Lot 46 for mixed-use project (36 spaces)
5. Lot 42 for Stalder Redevelopment (91 spaces)
6. Riverside Transit Authority bus grid system primarily along Market, University, and Lemon (58 spaces)



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RECOMMENDATIONS

1. Support policies that maximize use of resources through shared parking and alternative transportation.
2. Utilize demand based pricing to manage parking occupancy rates.
3. Enhance wayfinding signage to direct people to underutilized facilities.
4. Establish rate structure to support operation improvements and long term needs.



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WAYFINDING & GUIDANCE

1. Provide consistent wayfinding signage to direct drivers to garages.
2. Update Garage 6 signage to clearly communicate public parking after 6:00pm.
3. Parking Guidance System.
4. Brand garages with unique name/color scheme.
5. Capitalize on Raincross bell branding.



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PARKING MANAGEMENT

1. Ongoing PCR training to manage parking regulations consistently and pro-actively.
2. Develop city policy for regulating valet operations.
3. Identify a designated location for drop-off/pick up and bus parking for special events.
4. The City should not lower parking ratios requirements at this time.

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PARKING MANAGEMENT – CONT.

1. Establish a distribution model for revenue increases. Consider 50% for future parking developments, 25% for current enhancements, and 25% to support existing operation.
2. Provide additional funding for increased maintenance services to address increased use.
3. Provide for enhanced security features.



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ON-STREET METERS

1. Plan for replacement of meters that are near end of useful life.
2. Pilot parking technology before selection.
3. Continue no time-limit model, supported by a tiered rate structure.
4. Assess participation in token program and consider limiting discounted employer token purchases.



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MONTHLY PERMITS

1. Develop long-term permit rate plan to incrementally increase permit rates annually
2. Offer reduced fee options to encourage rideshare, carpool, and public transit.
3. Eliminate reserved permit parking.
4. Create a standard permit parking program with designated permit parking zones.
5. Permit zones should be on the upper floors.
6. Vary pricing by location based on demand.

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OFF-STREET RATES

1. Reduce 90-minutes of free parking in garages.
2. Implement an escalated rate model for off-street parking based on location and demand.
3. Increase daily maximum rate to be consistent with other Southern California cities.
4. Implement flat evening rate on Thursday, Friday, and Saturday nights after 5:00pm supported by automated entry and exit system.

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OFF-STREET RATES –CONT.

1. Market the employer validation program.
2. Consider an Evening Employee Permit Program.
3. As on-street rates are increased, the off-street daily maximum should be increased as well. However, the off-street daily max should always be less than the on-street maximums.



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GARAGE AUTOMATION

1. Manage garage access 24/7 utilizing Pay-on-Exit technology that provides monthly parkers automated gate access.
2. Transition booth attendant to a customer service, security presence throughout facility.
3. Require selected technology vendors to provide an application program interface (API) for transmission of parking occupancy by facility (parking guidance system).



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LONG-TERM PARKING DEVELOPMENT

1. Garages 1 and 2 are nearly 60 years old and nearing end of useful life.
2. Justice Center area has high parking demand.
 - A. Lot 38 or nearby property could accommodate a new facility to replace anticipated loss of parking.
3. Stakeholders expressed need near auditorium.
 - A. Acquisition of property near would be required to provide parking in immediate area.
 - B. As alternative, Convention Center Lot 33 could be utilized with shuttle service to accommodate multiple downtown areas.



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FUNDING STRATEGIES

To prepare for new parking facilities, the City must first implement rate adjustments, develop consistent pricing and rate increases for parking permits and standardize on- and off street parking operation policies for consistency.



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PROPOSED IMPLEMENTATION APRIL 1, 2017

1. Reduce 90-minute free parking to 60 minutes
2. Promote merchant validation program
3. Begin to phase out reserved parking through attrition



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PROPOSED IMPLEMENTATION JULY 1, 2017

1. Increase Festival of Lights rate from \$5 to \$10
2. Increase daily max in garages from \$8 to \$10
3. Surface Lots
 - A. Increase monthly rate from \$40 to \$50
 - B. Increase monthly reserved rate from \$90 to \$100



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PROPOSED IMPLEMENTATION JULY 1, 2017

1. Meters

- A. Promote token program and limit discounted tokens to 200 monthly
- B. Increase non-Justice Center rates from \$1 to \$1.50
- C. Change Justice Center meter end time to 6 pm
- D. Increase rate and establish tiered rate in Justice Center, currently \$1.50 per hour
 - I. \$2 per hour for hours 1-6
 - II. \$2.50 per hour thereafter



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PROPOSED IMPLEMENTATION JULY 1, 2018

1. Garages

- A. Establish varied monthly rates based on utilization.
 - i. Keep Garage 7 at \$60.
 - ii. Increase rate in Garages 1, 2, & 6 from \$60 to \$70.
 - iii. Increase rate for Parking Authority spaces in Garage 4 from \$60 to \$70
 - iv. Increase Garage 3 from \$60 to \$80.
- B. Discounted \$25 employee permit for part time, minimum wage employees.
- C. Increase reserved monthly permit parking in Garages 1 and 2 to \$100.00; Garage 3 to \$110.00.



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CURRENT RATE COMPARISON

Garage Location	Hourly Rate	Max Daily Rate	Unreserved Monthly	Reserved Monthly
City of Riverside	\$2.00	\$8.00	\$60	\$90
Mission Square	\$4.00	\$20.00	\$55	\$70
Mission Inn	\$3.00	\$15.00	\$60	N/A
Riverside County	\$2.00	\$8.00	\$65	\$107
Marriott Riverside	\$3.00	\$12.00	N/A	N/A
Hyatt Place	N/A	\$12.00	N/A	N/A



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PROPOSED IMPLEMENTATION OCTOBER 1, 2018

1. Charge a \$5 flat rate on Thursday, Friday, and Saturday evenings from 6:00 p.m. to 12:00 a.m.
2. Implement a special event parking fee of \$5 when events expect to use a minimum of 600 spaces.



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PROPOSED IMPLEMENTATION

1. FY 17-18

1. Estimated additional revenue: \$530,000
2. Increase security services
3. Add security cameras
4. Increase level of maintenance
5. Provide new branding and signage
6. Provide enhanced wayfinding



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PROPOSED IMPLEMENTATION

1. FY 18-19

- A. Estimated new annual revenue: \$680,000
- B. Upgrade multi-space meters
- C. Parking guidance system with digital wayfinders

2. Future Years

- A. Funding will be available to help fund long term capital repairs and new facilities



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Recommendations

That the Land Use Committee:

1. Receive the presentation
2. Recommend that the City Council approve a two-year implementation plan to include rate changes and program improvements.



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