



## Downtown Strategic Parking Plan and Implementation

Public Works Department

City Council

January 24, 2017

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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 3<sup>rd</sup> Street to the north, 14<sup>th</sup> 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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## MORNING ON-STREET OCCUPANCY

Thursday 9am      Saturday 11am



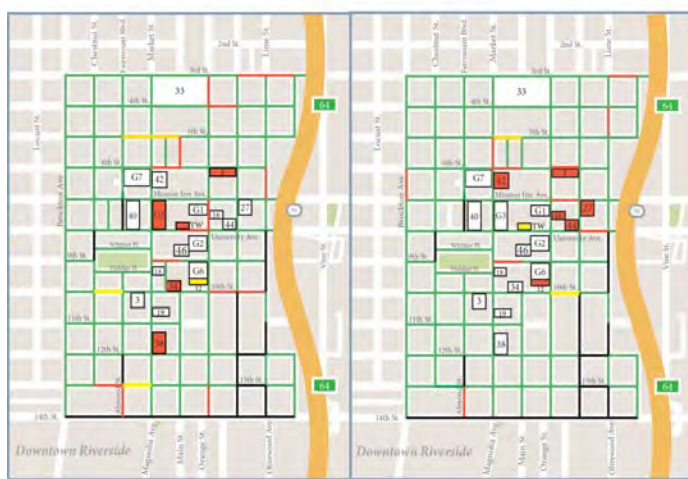
**DIXON**  
RESOURCES UNLIMITED

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## MID-DAY ON-STREET OCCUPANCY

Thursday 12pm      Saturday 2pm



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RESOURCES UNLIMITED

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# EVENING ON-STREET OCCUPANCY

Thursday 6pm

Saturday 8pm

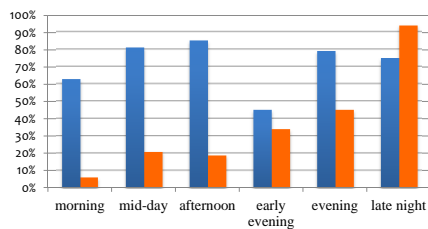


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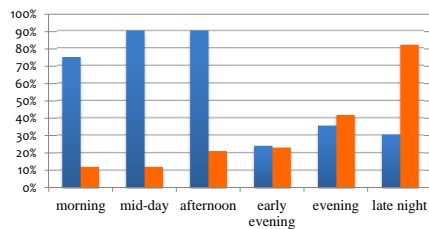
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# GARAGE OCCUPANCY

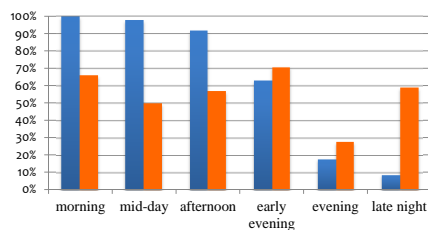
Garage 1



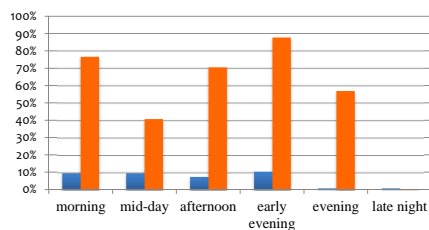
Garage 2



Garage 3



Garage 7



Thursday



Saturday



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## 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.



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## KEY FINDINGS – CONTINUED

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 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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## DIXON 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 – CONTINUED

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 – CONTINUED

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 near 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 would be required to provide parking in immediate area.
  - B. As alternative, Convention Center Lot could be utilized with shuttle service.



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## FUNDING STRATEGIES

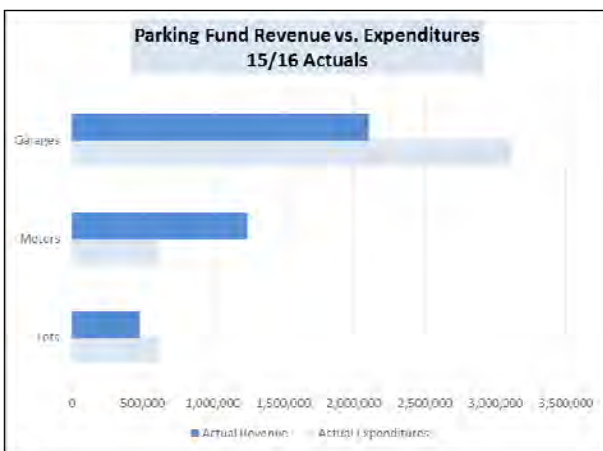
- To prepare for new parking facilities, the City must
  1. First implement rate adjustments,
  2. Develop consistent pricing and rate increases for parking permits; and,
  3. Standardize the on and off-street parking operation policies for consistency.



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## FY 15-16 PUBLIC PARKING REVENUES & EXPENSES



Type	FY 15-16 Actual Revenue	FY 15-16 Actual Expenditures
Garages	\$ 2,102,319	\$ 3,121,813
Meters	\$ 1,244,218	\$ 617,884
Lots	\$ 479,549	\$ 616,596
Total*	\$ 3,826,085	\$ 4,356,292

Revenue/Cost per Space			
	Garages	Meters	Lots
Revenue	\$ 1,308	\$ 1,208	\$ 404
Cost	\$ 1,943	\$ 600	\$ 519



\*Public parking operations are offset by other parking program revenues.

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## **PROPOSED IMPLEMENTATION**

### **APRIL 1, 2017**

1. Reduce 90-minute free parking to 60 minutes to discourage shuffling. (Exiting the facility and re-entering to park and avoid paying.)
2. Promote merchant validation program to increase awareness and participation.
3. Begin to phase out reserved parking in garages through attrition to maximize use of parking spaces.



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## **PROPOSED IMPLEMENTATION**

### **JULY 1, 2017**

4. Increase Festival of Lights rate to \$5 pre-paid and \$10 at entry.
5. Garages - increase daily max from \$8 to \$10.
6. Meters - change non-Justice Center end time to 6 pm for consistency.
7. Promote token program and limit discounted tokens to 200 monthly for businesses to distribute to their customers who park at meters on-street.



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## PROPOSED IMPLEMENTATION JULY 1, 2017 – CONTINUED

8. Meters - Increase rate and establish tiered pay to stay rates in Justice Center, currently \$1.50 per hour.
  - \$2 per hour for hours 1-6, \$2.50 per hour thereafter
9. Increase meter rates in non-Justice Center from \$1 to \$1.50 to encourage garage usage.
10. Lots - increase monthly rate from \$40 to \$50
11. Lots - Increase monthly reserved rate from \$90 to \$100.



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## PROPOSED IMPLEMENTATION JULY 1, 2018

12. Establish varied garage monthly rates based on demand to encourage better utilization.
  - A. Increase from \$60 to \$70 in Garages 1, 2, 4 & 6.
  - B. Increase from \$60 to \$80 in Garage 3.
  - C. Keep Garage 7 rate at \$60.
13. Increase reserved monthly permit parking in Garages 1 and 2 to \$100; Garage 3 to \$110. (currently \$90)
14. Provide discounted \$25 daytime permits for part time, minimum wage employees. (6:00 a.m. to 6:00 p.m.)



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## CURRENT GARAGE 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

15. Garages - Charge a \$5 flat rate at entry on Thursday, Friday, and Saturday from 6:00 p.m. to 12:00 a.m.
16. Provide discount \$25 evening permits for part time, minimum wage employees. (6:00 p.m. to 6:00 a.m.)
17. Special event parking flat rate of \$5 per entry when events expect to use 600 spaces to manage parking.
18. Sunset the \$5 event rate at Garage 7 for Fox events.



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## PROPOSED IMPLEMENTATION

### FY 17-18 Enhancements

Estimated new revenue: \$570,000

1. Increase security services
2. Add security cameras
3. Increase level of maintenance
4. Provide new branding and signage
5. Provide enhanced wayfinding



\*New revenue may be offset by up to \$300,000 per year due to developments.



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## PROPOSED IMPLEMENTATION

### 1. FY 18-19 Enhancements

Estimated new annual revenue: \$810,000

- A. Upgrade meters
- B. Parking guidance system with digital wayfinders



\*Parking Sense USA

### 2. Future Years

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

\*New revenue may be off-set by up to \$300,000 per year due to developments.



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## SUMMARY OF IMPLEMENTATION – APRIL 2017

Proposed Changes		Annual Revenue
1	Garages - Reduce Free Parking From 90 to 60 Minutes	\$ 77,000
2	Garages - Promote Validation Program	-
3	Garages - Phase Out Reserved Parking Through Attrition	-
<b>Total</b>		<b>\$ 77,000</b>



\*Overall new revenue may be off-set by up to \$300,000 per year due to developments.

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## SUMMARY OF IMPLEMENTATION –JULY 2017

Proposed Changes		Annual Revenue
4	Festival of Lights Fee pre-paid \$5 and \$10 at entry	\$ 117,000
5	Garages - Increase Daily Max from \$8 to \$10	\$ 25,000
6	Extend Meter Time in Non-Justice Center to 6 pm	\$ 20,000
7	Promote Tokens and limit discounted to 200 per Month	-
8	Meters - Pay to Stay Hrs. 1-6 = \$2, Hrs. 7-11 = \$2.50	\$ 217,000
9	Meters - Increase Non-Justice Center from \$1 to \$1.50	\$ 90,000
10	Lots - Increase Unreserved Monthly Rate from \$40 to \$50	\$ 21,000
11	Lots - Increase Reserved Monthly Rate from \$90 to \$100	\$ 3,000
<b>Total</b>		<b>\$ 493,000</b>



\*New revenue may be off-set by up to \$300,000 per year.

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## SUMMARY OF IMPLEMENTATION – JULY 2018

	Proposed Changes	Annual Revenue
12	Increase unreserved monthly rates in Garages 1, 2, 4, and 6 to \$70; Garage 3 to \$80	\$ 93,000
13	Increase Reserved monthly rates in Garages 1 and 2 to \$100 and Garage 3 to \$110	\$ 21,000
14	Provide Daytime Discount Employee Permit Rate of \$25	\$ 15,000
	<b>Total</b>	<b>\$ 129,000</b>



\*New revenue may be off-set by up to \$300,000 per year due to developments.

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## SUMMARY OF IMPLEMENTATION – OCTOBER 2018

	Proposed Changes	Annual Revenue
15	Garages - \$5 Thursday, Friday and Saturday evenings	\$ 133,000
16	Discount employee evening monthly permit \$25	\$ 15,000
17	\$5 event fee for events using 600 spaces or more	tbd
18	End current \$5 fee at Garage 7 for Fox events	-
	<b>Total</b>	<b>\$ 148,000</b>



\*New revenue may be off-set by up to \$300,000 per year due to developments.

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## Recommendations

That the City Council:

1. Receive the presentation; and
2. Adopt a resolution to amend the Parking Rate and Hour Schedule to reflect the two-year implementation plan to include rate changes and program improvements.



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