



City of Arts & Innovation

Transportation Committee

TO: TRANSPORTATION COMMITTEE MEMBERS DATE: JUNE 14, 2018

FROM: PUBLIC WORKS DEPARTMENT WARDS: ALL

SUBJECT: PREFERENTIAL PARKING ZONE - PROGRAM UPDATES AND RIVERSIDE MUNICIPAL CODE REVISIONS - DIRECT SUBMITTAL

ISSUES:

Consideration of proposed updates to the Preferential Parking Zone Program; and revisions to Riverside Municipal Code Section 10.52.140(B).

RECOMMENDATIONS:

That the Transportation Committee recommend that the City Council approve:

1. Revision to paragraph 2 of Section 10.52.140 (B) of the Riverside Municipal Code (RMC) to increase the standard allowable number of Preferential Parking Zone guest permits within an established zone from one to two guest permits;
2. Revision to paragraph 4 of Section 10.52.140 (B) of the Riverside Municipal Code establishing a Preferential Parking Zone permit expiration date every three years beginning June 30, 2021;
3. Revision to paragraph 2 of Section 10.52.140 (B) of the Riverside Municipal Code RMC to clarify that only guest permits may be transferable between vehicles;
4. Modification of permit material from paper to more durable and convenient decal and hangtag permits; and
5. Implementation of a new on-line permit application process administered by the City's contracted vendor, Turbo Data Systems, Inc., and transfer database management from City staff to Turbo Data Systems, Inc., as authorized under their existing contract.

TRANSPORTATION BOARD RECOMMENDATION:

On April 4, 2018, the Transportation Board (Board) reviewed the proposed Preferential Parking Zone (PPZ) Program updates and revisions to Riverside Municipal Code (RMC) Section 10.52.140(B); six of eight members were present. Board members unanimously recommended that the Transportation Committee concur with and recommend that City Council approve all proposed PPZ Program updates and RMC revisions.

BACKGROUND:

The City's Preferential Parking Program is a neighborhood-driven program which enables eligible residential neighborhoods continually impacted by outside parking sources to pursue establishment of PPZ's. PPZ's limit the impacts of outside parking sources to increase availability of on street parking for residents by providing permits to residents and their guests and requiring that a valid permit be displayed in vehicles parked on streets within the PPZ during restricted days and times. Existing PPZ Program regulations are outlined in RMC Section 10.52.140.

On April 6, 2016, the Board received an update on City Council approved changes to the City's User Fees & Charges schedule which included adoption of a new \$33 PPZ permit application processing fee. This report also mentioned that improved online services would be coming in the future in response to customer feedback. The \$33 application fee was implemented on May 1, 2016.

In response to ongoing customer feedback, the Parking Services Division has been working with the City's vendor, Turbo Data Systems, Inc., to develop program improvements for a better customer experience.

DISCUSSION:

Currently, the Parking Services Division of the Public Works Department manages and maintains the City's PPZ permit database, accepts applications, and issues permits for all established PPZ's throughout the City.

To better accommodate the customer experience of residents living on streets with PPZ's, the following program improvements are recommended:

1. Increase the standard allowable number of PPZ guest permits from one to two;
2. Establish a permit expiration date every three years beginning June 30, 2021;
3. Clarify that only guest (not resident) permits are transferable between vehicles;
4. Modify PPZ permit material from paper to a more durable material and convenient format; and
5. Implement development of an online portal for processing which will automate services and free up City staff to dispatch calls for service, process parking citation payments and appeals, and assist customers at City Hall and by phone.

Increase Guest Permits from One to Two

Currently, single family residential property program participants are allowed one guest permit per household permit and multi-unit residential properties are ineligible for guest permits. Staff recommends offering one additional guest permit per single family residential property to better align the Program to typical residential lifestyles allowing for additional guest parking, more impromptu gatherings, and possibly reducing requests to cease enforcement of PPZ restrictions for small events. The proposal to increase the standard number of guest permits allowable for single family residential properties and clarification of guest permit policies for multi-unit properties

requires modification of the applicable portion of RMC Section 10.52.140 (B) paragraph 2 to reflect the revised program permit policy.

Establish Three-Year Permit Term

Currently, there is no permit expiration date. As a result, it is challenging to monitor PPZ permits expirations, sharing and sale of permits. The Parking Services Division recommends the addition of a tri-annual expiration date to permits beginning June 30, 2021. The City's processing agent, Turbo Data Systems, Inc., will be responsible for management of the permits including the preparation and distribution of expiration notices to permit holders and the issuance of permits to eligible applicants, as well as maintenance of the permit database and related records, and collection of fees as appropriate.

Upon approval of the proposed change, Turbo Data systems, Inc. will send letters to residents occupying properties in all established PPZ's notifying them of the program changes (Attachment 1). The process will require residents to complete updated applications for the purpose of obtaining new permit decals and hangtags with expiration dates. ***There is no re-application cost if a resident completes the re-application process within 90 days following notification.*** If applications are received after the 90-day fee waiver period, residents will be subject to the existing \$33.00 per application fee.

The proposed addition of a tri-annual expiration requires modification of RMC Section 10.52.140 (B) paragraph 4 to reflect the revised program permit policy.

Clarify Permit Transferability

Resident permits are issued to the vehicles which are registered to the qualifying residence. The license plate is the identification used to link the resident permit to the vehicles displaying the permit. Guest permits are linked to a resident's address. These permits are not identified to a particular vehicle which allows guests to display them regardless of the vehicle license plate.

The proposed clarification will require language to be changed in RMC Section 10.52.140 (B) paragraph 2 to identify the guest permits as the permit which is transferable amongst vehicles.

Upgrade Permit Material

Parking Services has received feedback from residents that the current use of paper material for PPZ permits lacks durability, its large size is bulky, it fades from sun exposure and is inconvenient because of having to remember to display the paper permits. Parking Services recommends the use of single color gold decals for use on all resident vehicle permits with the exception of the core Wood Streets (previously approved for individually color coded decal permits). Decal permits will provide residents with an effortless, semi-permanent, less obtrusive, and user friendly form of permit. Hangtags were chosen for use on guest permits to offer greater permit durability and longevity.

Implement Improved Automation and Customer Convenience

Currently, a resident who needs to apply for a new permit, renew, replace, or add a vehicles has to deliver the application to the Parking Services office in person at City Hall or send by mail. The application is available online and once completed, a resident can either drive to City Hall to pay the application fee and pick-up the appropriate permits or as an alternative can mail the application with a check to City Hall and staff will then mail the permits to the resident. There is no method of accepting the application fee online and processing the permit.

As indicated in the April 6, 2016, Board update, staff has been working to provide a more convenient process for residents to obtain PPZ permits via a new online portal on the City's website. The City's processing agent will now handle the review, approval and issuance of permits originated through the new online system or via mail directly to the agent. The City's Parking Services Division will continue to offer residents both front counter and direct mail methods of applying for and obtaining PPZ permits as well. These expanded options will improve the PPZ permit process for residents by providing online accessibility and a more user friendly, time saving experience.

FISCAL IMPACT:

The fiscal impact of the requested action is \$3,861.28 to upgrade permit materials. Sufficient funds are available in the Public Works Parking Fund 4151000-425610. Other program changes are included in the existing contract and budget. There is no fiscal impact to modification of the Riverside Municipal Code.

Prepared by: Kris Martinez, Public Works Director
 Certified as to
 availability of funds: Adam Raymond, Chief Financial Officer/City Treasurer
 Approved by: Al Zelinka, FAICP, Assistant City Manager
 Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Permit Issuance Letter
2. Grandfathered Draft Letter
3. Transportation Board Meeting Minutes – April 4, 2018
4. Presentation