



Public Parking Program – Update of Two-Year Implementation Plan

Public Works Department

Transportation Committee
June 14, 2018

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BACKGROUND

1. 2016 – Strategic Parking Plan (Plan) addressed future parking needs with a phased approach (27 items)
2. 2017 – City Council approved alternate plan consisting of six incremental rate changes and six program enhancements
3. Three rate adjustments have been implemented; Three are scheduled to be completed by July 1, 2018
4. Enhancements are currently being evaluated for feasibility, which include security patrols, lighting and maintenance



2

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PUBLIC PARKING PROGRAM AREA UPDATE

1. On-Street/Surface Lot Hourly Rates – increase of repeated space availability; increase in parking structure patronage
2. Festival of Light pricing strategy including discounted pre-pay
3. Contracted security services for downtown parking structures



3

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PUBLIC PARKING PROGRAM AREA UPDATE CHALLENGES

Decrease in number of available spaces.

1. 179 spaces lost since March 2017
2. Potential loss of 900 existing spaces due to proposed development
3. Potential estimated reduction of annual revenues: \$360,000
4. Feasibility of proposed parking enhancements being evaluated due to potential reduction in revenues



4

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STRATEGIC PARKING PLAN ADDITIONAL RECOMMENDATIONS

1. Replace garage access and revenue system
 - a) Current system manufacturer no longer in business - parts and service becoming more difficult to secure
 - b) Original cashiering equipment no longer compliant with Payment Card Industry (PCI) standards. Separate terminals purchased to allow payments to be processed
 - c) New technologies available allow multiple pay options including mobile pay, merchant validation and special event rate pricing



5

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STRATEGIC PARKING PLAN ADDITIONAL RECOMMENDATIONS (CONT'D)

2. Modify end time of parking garage evening hours of operation:
 - a) Thursday, Friday & Saturday 9:00 p.m. to 1:00 a.m.
 - b) Reduce need for parking staff during minimal garage use time of 1:00 a.m. to 3:00 a.m.



6

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ALTERNATE PROGRAM INITIATIVES

Consider exploring:

1. Revise meter space end time from 5:00 p.m. to 6:00 p.m. to promote the use of garages
2. Allocate parking facility sale proceeds to Parking Fund
3. Review base parking fines and recommend fee changes
4. New development parking surcharge
5. Implement a value rate structure in parking garage based on location and occupancy



7

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FISCAL IMPACT

There is no direct fiscal impact resulting from this report.

1. Replacement of the access and revenue control equipment per facility is approximately \$230,000.
2. Change the end time of garage evening hours of operation from 3am to 1am for approximately \$28,000 in annual savings.



8

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RECOMMENDATIONS

That the Transportation Committee:

1. Receive and file the Public Parking Program update.
2. Recommend that the City Council approve the implementation of additional Plan recommendations:
 - a. Replacement of the garage access and revenue systems; and
 - b. Modify the end time of parking garage evening hours of operation;
3. Direct the Public Works Department to return to Transportation Committee with alternate program initiatives.

