



PUBLIC PARKING PROGRAM – UPDATE OF TWO-YEAR IMPLEMENTATION PLAN

Public Works Department

City Council
November 13, 2018

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BACKGROUND

1. 2016 – Strategic Parking Plan (Plan) addressed future parking needs with a phased approach;
2. 2017 – City Council approved alternate plan consisting of six incremental rate changes and six program enhancements;
3. June 14, 2018 – Presented a program update with recommendations to Transportation Committee;
4. As of July 1, 2018 – All rate adjustments have been implemented and enhancements being evaluated for feasibility.



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PUBLIC PARKING PROGRAM UPDATE

1. On-street / Surface Lot Hourly Rates – increase of repeated space availability; increase in parking garage patronage;
2. Festival of Lights (FOL) – pricing strategy included a discounted pre-pay option;
3. Contracted additional security services for downtown parking structures;
4. Discounted Employee Permit Parking program was launched; and
5. Value Priced Monthly Parking Permit strategy did not change the demand of parking garages, facilities continue to be in high demand.

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PUBLIC PARKING PROGRAM 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 net revenues: \$360,000; and
4. Feasibility of proposed parking enhancements being evaluated due to potential reduction in revenues.

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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 payment processing; and
 - c) New technologies available allow multiple payment options including mobile pay, merchant validation and special event rate pricing.



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STRATEGIC PARKING PLAN ADDITIONAL RECOMMENDATIONS

2. Modify end time of parking garage evening hours of operation:



- a) Thursday, Friday and Saturday 9:00 p.m. to 1:00 a.m.
- b) Reduce need for parking attendant during minimal garage use time of 1:00 a.m. to 3:00 a.m.



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ALTERNATE PROGRAM INITIATIVES



In response to changing conditions downtown, consider exploring:

1. Extending the hours of operation in the parking garages;
2. Allocate parking facility sale proceeds to Parking Fund;
3. Review the parking fine base amount and recommend fee changes;
4. New development surcharge; and
5. Implement a demand responsive rate structure based on location and occupancy.



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TRANSPORTATION COMMITTEE INQUIRIES

1. Marketing overlay with the Fox Performing Arts Center:
 - a) Live Nation, Inc. sends an email to all ticketholders prior to event, which contains parking information;
 - b) Box office purchasers are provided downtown parking information; and
 - c) Republic Parking System creating website allowing visitors to browse for a parking facility based on the downtown interest.



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RECOMMENDATIONS

That the City Council:

1. Receive an update on Parking Program Area;
2. Approve the implementation of additional Plan recommendations for:
 - a) Replacement of the garage access and revenue systems; and
 - b) Modify the evening rate hours of operation;
3. Review the strategic alternate parking program initiatives and direct Public Works Dept. to analyze the strategies for future implementation; and
4. Adopt a Resolution amending the Parking Rate and Hour Schedule to reflect the modified end time of parking garage evening hours of operation and update the language for clarity.



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