



PUBLIC PARKING PROGRAM SOLUTIONS UPDATE AND REVIEW OF PARKING FUND

Public Works Department

Transportation Committee
April 11, 2019

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BACKGROUND

1. 2016 – Strategic Parking 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; and
3. November 13, 2018 – Presented an overview of the implemented changes and enhancements; proposed alternate parking program initiatives for future implementation.



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PARKING DYNAMICS & THE FOX ENTERTAINMENT PLAZA

Garage 7 – Adjacent to the
Fox Entertainment Plaza (FEP)
397 parking spaces for:



- A. FEP
- B. Riverside Food Hall LLC (Food Lab),
- C. Riverside Community College District (RCCD)
- D. MetroRiverside LLC (Hyatt Place)
- E. Other downtown business employees and patrons



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PARKING DYNAMICS & THE FOX ENTERTAINMENT PLAZA

Entity	Spaces Allotted	Conditions
Riverside Community College District (RCCD)	100	<ol style="list-style-type: none"> 1. Purchase provides exclusive use Monday through Friday from 5 a.m. to 5 p.m., excluding all major holidays. 2. RCCD agrees to make spaces available to the City for City events and for parking for the Fox Performing Arts Center facilities and at other times.
MetroRiverside LLC (Hyatt Place)	50	<ol style="list-style-type: none"> 1. To meet parking requirements, Hyatt Place was granted a variance to have 50 off-site parking spaces to fulfill their requirement for 125 parking spaces.
Riverside Food Hall LLC (Food Lab)	60	<ol style="list-style-type: none"> 1. Lease Agreement stipulates that Food Lab shall have up to 60 parking spaces for their exclusive use 24 hours, seven days a week. 2. City agreed to provide 40 parking spaces for the non-exclusive use of Food Lab that are time restricted to 90 minutes and not charge the \$5 upon entry when special events were scheduled at the Fox.



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PARKING DYNAMICS & THE FOX ENTERTAINMENT PLAZA

Challenges:

1. Agreement to not charge during FEP special events removed controls;
2. Outdated equipment requires attendants on-site;
3. Parking demand increased; and
4. Traffic jammed in the garage.



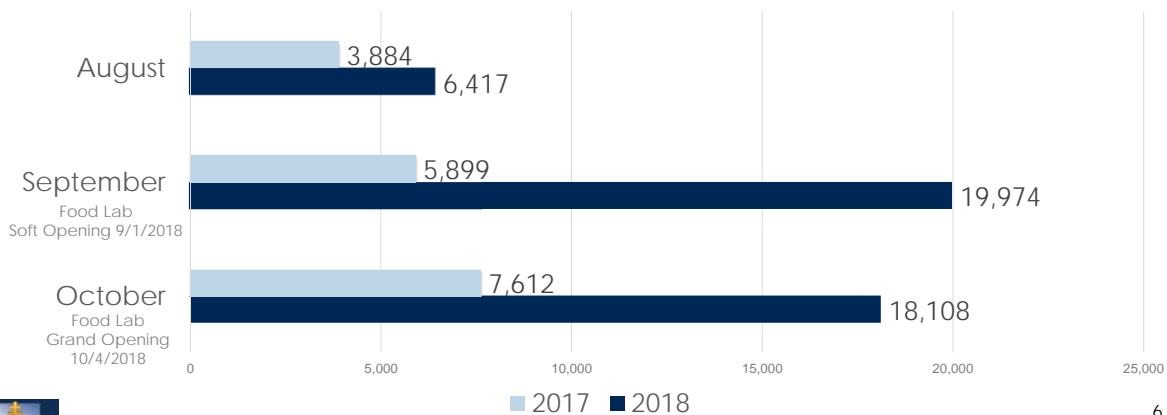
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PARKING DYNAMICS & THE FOX ENTERTAINMENT PLAZA



Garage 7 (FEP)
2017 vs. 2018 Vehicle Entries



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PARKING DYNAMICS & THE FOX ENTERTAINMENT PLAZA

City Actions:

1. Public Works and Community & Economic Development staff held a roundtable meeting with Live Nation, Food Lab, Republic Parking System (RPS);
2. RPS reinstated parking controls – up to three attendants to assist drivers navigate the garage; and
3. The Fox continues to have priority in the garage (VIP parking).



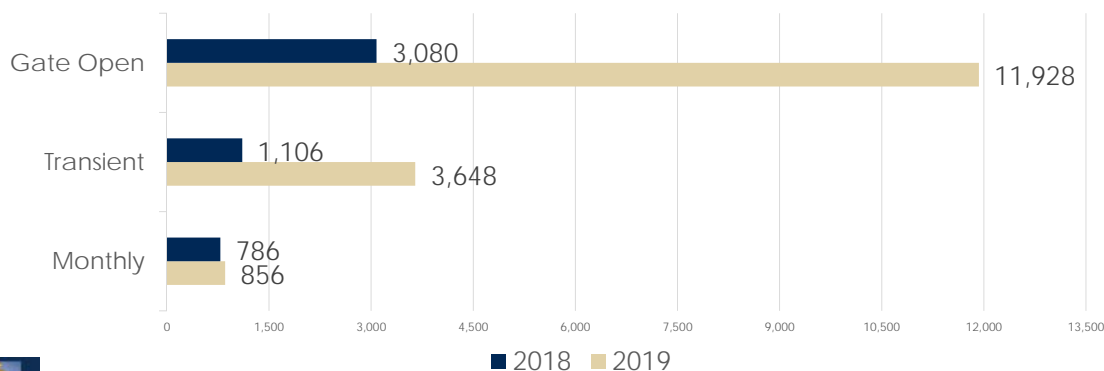
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PARKING DYNAMICS & THE FOX ENTERTAINMENT PLAZA



Garage 7 (FEP)
January 2018 vs. January 2019
Vehicle Entries



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PARKING DYNAMICS & THE FOX ENTERTAINMENT PLAZA

City Actions to address 2018 Festival of Lights:

1. Public Works quickly prepared Lot 51 (former Greyhound Bus Station) adding 82 parking spaces;
2. The Chow Alley site was converted into a temporary parking lot supplying 38 additional spaces;
3. RCCD agreed to open Centennial Plaza every weekend; and
4. Staff worked with two private entities to add more than 300 parking spaces downtown.



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PARKING DYNAMICS & THE FOX ENTERTAINMENT PLAZA

Proposed Long-term Solution:

Upgrading the garages' infrastructure to smart parking entry and exit system with capabilities to:

1. Allow FEP guests to prepay and scan QR code to exit;
2. Provide validation to Food Lab businesses; and
3. Integrate with other technologies that will improve guidance and mobility.



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PARKING MANAGEMENT

1. History of 90-minutes free Parking in Garages;
2. 2002 – Downtown Parking Study Recommended that Phase 3 (Fiscal Year 2006-2012) include:
 - a) Expansion of meter program north of Ninth Street in lieu of on-street free time limited spaces; and
 - b) Develop parking program to allow free parking for a limited time period (fees to apply after minimum period expires).
3. 2006 – City Council Approved:
 - a) Metered program be expanded; and
 - b) Validation program providing free parking up to 90-minutes.

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PARKING MANAGEMENT

4. Enforcement of free time-limited spaces:
- Riverside Municipal Codes restrict free time-limited parking to one time per vehicle per day, continuous or interrupted;
 - Constant patrols where staff enter data into citation handheld to track length of stay is lengthy; and
 - Required up to six enforcement staff members to promote parking turnover in areas without meters.



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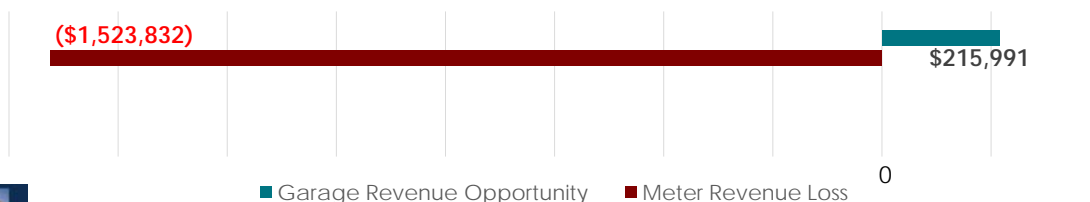


PARKING MANAGEMENT

WHAT IF...

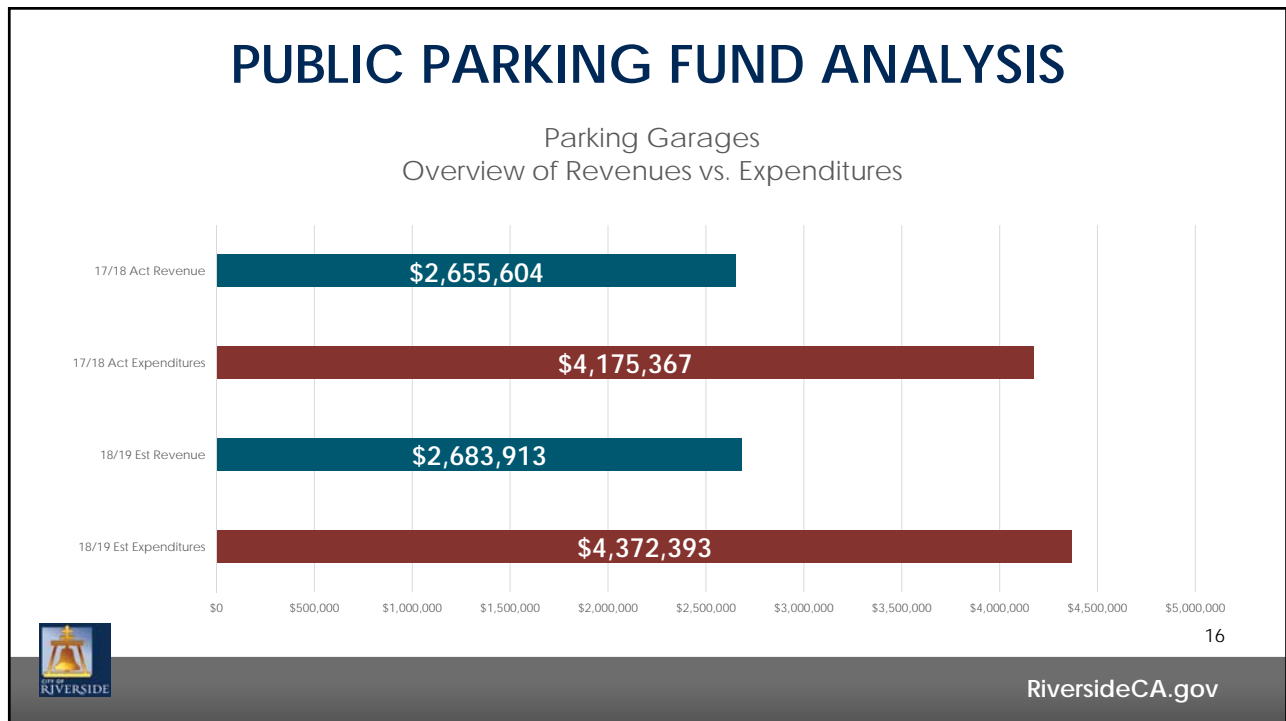
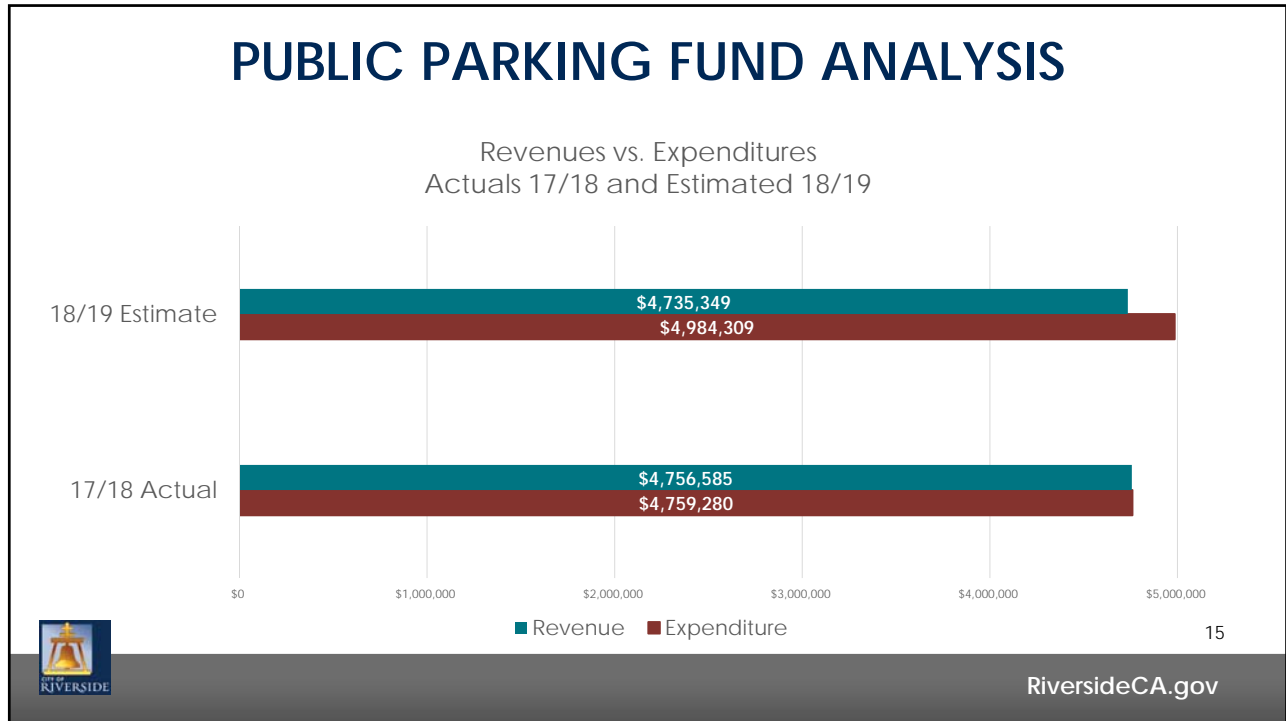
On-street parking was free and the garages didn't offer free 90-minutes of parking?

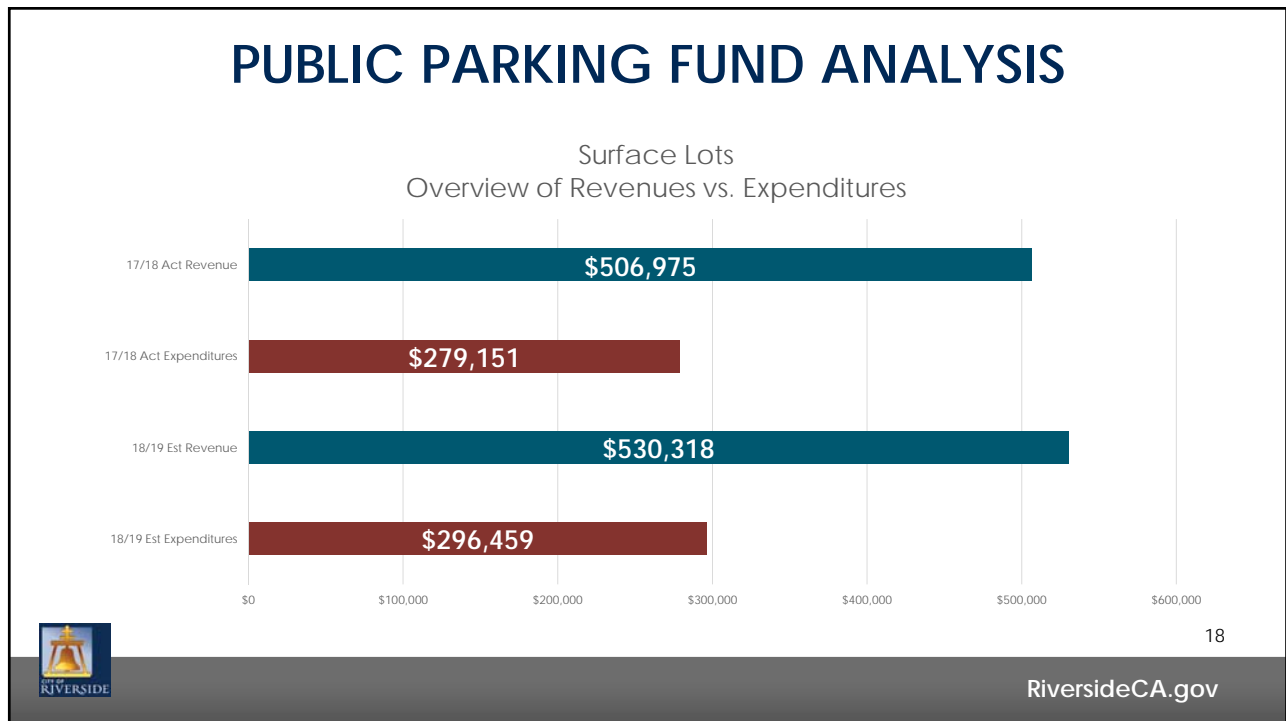
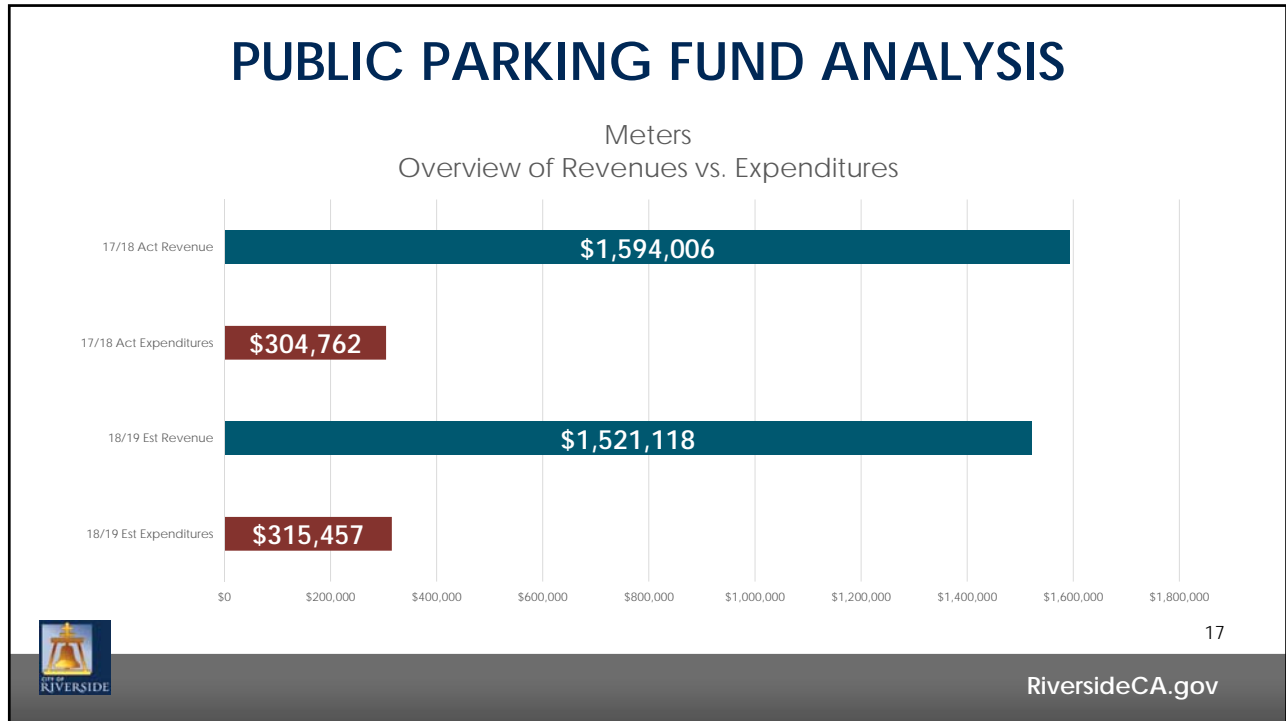
- Impacts driver behavior
- Revenue is affected



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PUBLIC PARKING FUND ANALYSIS

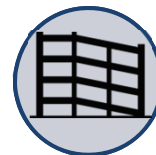
Public Parking Program Immediate Needs



Deferred maintenance of Garages 1 & 2
~\$150k



Multi-pay station (meters) replacement
~\$650k



Garages' upgrade to smart parking entry and exit system
~\$1m

Without balancing measures, the fund can't support procurements – DEBT?



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PUBLIC PARKING FUND ANALYSIS

Absent of working capital, debt options are:

1. Implement additional parking initiatives;
2. RPS, the City's parking operator, purchase equipment on behalf of the City with repayment terms; or
3. General Fund appropriation.



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FUTURE OPPORTUNITIES

1. Measure program performance by collecting data to support additional strategic parking management program initiatives; and
2. Foster partnerships with stakeholders, such as the FEP, Food Lab, and other downtown entities who represent multiple businesses.



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RECOMMENDATIONS

That the Transportation Committee:

1. Receive and file the Public Parking solutions update;
2. Review the parking fund deficit and provide feedback to prepare the City for future parking needs; and
3. Direct the Public Works Department to return within six months to the Transportation Committee with an analysis of the alternate parking program initiatives to (1) extend the hours of operation in the parking garages; and (2) implement a demand responsive rate structure in the parking garages.



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