

From: Douglas Shackelton <shackconsult@gmail.com>

Sent: Friday, March 6, 2020 1:49 PM

To: Nicol, Colleen <CNicol@riversideca.gov>; Tim Maloney <tim@cwdg.fun>; Tom Evans <tpemle@earthlink.net>; alzelinka@riversideca.gov; Gomez, Dulce <DGomez@riversideca.gov>

Subject: [External] Fwd: Parking Letter

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To: City staff

The Raincross Group respectfully requests that the attached letter be placed on the City Council Agenda for April 7th with the City staff report on downtown parking. Please call me with any questions.

Thank you

Doug Shackelton

----- Forwarded message -----

From: Barbara Shackelton <dbshack@sbcglobal.net>

Date: Fri, Mar 6, 2020 at 1:30 PM

Subject: Parking Letter

To: Doug Shackelton <shackconsult@gmail.com>

Parking Letter on Letterhead

Barbara Shack

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Doug Shackelton
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cc Mayor
City Council
City Manager
City Attorney
ACMs
DCMs
Public Works Director



3/6/2020

Honorable Mayor and City Council
City of Riverside, California
3900 Main Street – City Hall
Riverside, CA 92522

**For City Council Agenda
April 7, 2020**

Mayor and City Council Members:

RE: Recommendations for Improvements and Changes for Downtown Parking

The Raincross Group is an unincorporated civic organization whose members care deeply about the quality of life for the residents in Riverside and for the future of this great city. As Riverside grows, the Raincross Group believes that downtown parking should be a focus of the City's leadership to ensure accessibility, revenue stability, and a positive customer service experience.

Our Economic Development Committee has spent 6 months studying this issue – including reviewing multiple existing parking plans and discussing the issues with city staff and stakeholders. We found that little or no action has been taken during the past several years. We also found that there is a serious need to renovate and improve the parking structures, to update all parking meters, to improve parking technology, to increase rates in order to increase revenue to fund improvements, and to build a new parking structure near the Municipal Auditorium. And, not surprisingly, we found general overall agreement to do these things.

Raincross members are prepared to attendee meetings, advocate for implementation, and collaborate wherever needed to see action taken on this issue. The following are concrete recommendations and a proposed timeline that we believe City staff and Council could take today, based on our discussions and review of plans. All these recommendations are not new. They comply with previous studies and parking reports and with the concepts outlined in the Downtown Innovation District.

The Raincross Group recommends that the City Council approve the following items. The parking fund currently contains about \$2.0 million that will facilitate these actions.

Accomplish in 3-12 months:

1. Approve staff recommendation to replace 79 pay stations
2. Approve the elimination of all single head parking meters. Direct staff to obtain a proposal to replace them with new pay stations
3. Authorize the immediate increase in hours for parking garage attendants from 7 PM to 1 AM
to capture the current significant loss of revenue



4. Because downtown parking garage technology and hardware are completely out of date and, in many cases, are not functioning properly, direct staff to obtain proposals to renovate the garages with new technology and new exit- and entry-pay stations
5. Downtown parking rates have not been increased for several years. A rate study was done in 2016, but no further action was taken. City staff should be authorized to update the rate study and in collaboration with downtown businesses make a recommendation to the council to increase rates.

Accomplish in 12-24 months:

1. Authorize staff to implement a “way finding” app that will help visitors to downtown find available parking. This can be done in phases after the meters are replaced and the garages have modern entrance and exit technology
2. Authorize staff to obtain a proposal to do a feasibility study to:
 - a) Determine if garages 1 and 2 should be kept and repaired or phased out and demolished
 - b) Determine the feasibility and cost to build a new parking structure in the vicinity of the Riverside Municipal Auditorium

Accomplish in 24-36 months:

Develop a new Downtown Parking Collaboration or Parking District. Conceptually this could consolidate the current public and private garages that will facilitate integration of rates, new investment in parking facilities, and new parking technology for all.

We believe that all these recommendations have been identified, studied, reviewed, and discussed by all stakeholders for several years and your action is needed without further delay.

Respectfully submitted,

The Raincross Group
Doug Shackelton, President

Cc: City Manager
Dulce Gomez