The Action Plan

• The Action Plan is an **informational guideline** meant to be used as a reference for future decision-making.
  • Near, mid, and long-term recommendations.

• Next, specific **implementation packages** will be brought forward to Council for adoption.
  • Next steps to be further refined and adapted based on:
    • Council and stakeholder input,
    • Lessons learned from other operations, and
    • Ongoing monitoring of new solutions in the market.
# Challenges and Opportunities

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Parking Division Staffing and Hiring

• Cross-train staff
  • Focus on **customer service**
  • Adaption of job duties to support new technology
Paid Parking

- Optimize smart meter placement
  - Consider pay stations in low demand areas

- Upgrade existing pay stations
  - Existing modems outdated
  - Pay by Plate

- Consider expanding mobile payment
  - ParkMobile recently approved
  - Utilize mobile pay for validations

- Parking Access Revenue Control Systems (PARCS)
  - Garage automation start in Downtown Garages and Waterfront
  - Expanding to Cannery Row in phase 2

- Consider rate changes based upon demand and utilization
  - Consider eliminating certain discount and incentive programs
Rate adjustments based on comparable cities

- Proposed rate increases in the Action Plan are based upon rates in comparable cities.

- Rate increases will help manage parking demand and sustain the operation.
  - Recent and upcoming technology investments to be supported by rate increases.

- Summary of rate change recommendations:
  - Parking citation fine increases (standard amount from $35 to $47.50)
  - Zone-based rates for on-street parking (Zone 1: $2/hour, Zone 2: $1/hour)
  - Minor rate increases in various off-street locations
    - Same rate applied in East and West Garages
  - Introduction of double space fee and truck & trailer fee in waterfront parking lots
  - Consider replacing free parking programs with a validation program, for example utilizing ParkMobile
  - Introduction of a nominal fee for residential permits
  - Increase permit rates based upon demand
Comparable City Rates

- Comparable cities charge a range of on-street hourly rates:
  - Long Beach: $0.75 - $2.00 per hour
  - Santa Cruz: $0.75 - $1.50 per hour, rates double hours 3+
  - Santa Monica: $1.00 - $2.00 per hour

- Parking Garage daily maximum rates of $20.00 - $25.00 in Santa Monica

- Off-street parking permit rates in comparable cities reach:
  - Long Beach City Garage: $660 per year
  - Newport Beach Master Permit: $622 per year
  - Santa Monica Garages: $1,850 - $2,650 per year

- Other cities charge for annual residential preferential permits
  - Santa Monica: $20 - $60
  - Santa Cruz: $30
  - Newport Beach: $18
Maintenance and Revenue Collections

• Consider an Automated Work Order System

• Separate collection routes
  • Smart vs. mechanical meters
  • Improves security and reconciliation accuracy

• Consider electronic locks
Enforcement

• Customer service model

• License plate recognition (LPR) technology
  • Time limit management
  • Automated permit management

• Windshield Immobilizing Devices
Permit Parking

• Automate permit application and management process
  • Utilize one system for all permits
  • Online portal
  • User accounts
  • Backend management system

• Digital plate-based permits

• Update reserved parking policies
  • 72-hour notice
  • Increase $10 per space fee to $20
• Current program:
  • Marriott charges customers: $25.00 Per Vehicle
  • Marriott pays the City: $7.00 Per Entry
• Establish valet parking guidelines to prevent abuse
  • Current agreements have no limit to number of vehicles stored

• Applicants should be required to provide:
  • Proposed operating plan,
  • Location(s),
  • Data sharing,
  • Insurance
  • Etc.

• Utilize automated PARCS equipment for valet access and management
Loading Zones

• “Active” loading

• Commercial and/or passenger loading
  • Can be dual-purposed

• Transportation Network Company (TNC) collaboration
  • Geo-fencing
Shared Parking

• Establish a framework
  • Term and Extension
  • Use of Facilities
  • Maintenance
  • Operations
  • Utilities and Taxes
  • Signage
  • Enforcement/Security
  • Insurance and Indemnification
  • Termination

• Maximize the use of existing parking resources
  • Complementing uses based on peak vs. non-peak periods

• Mutually-beneficial agreement
  • Opportunity for revenue share
Wayfinding and Parking Guidance

- Public parking brand
- Consistent facility naming
- Occupancy counting
Transportation Alternatives

- Promotion of MST Trolley
- Adopt a “Park Once” motto
- Conduct a Survey and Incentive Program
- Consider an on-demand shuttle system
Next Steps

• Incorporate Council feedback into next steps

• External stakeholder outreach

• Ongoing implementation of new parking technologies and operational efficiencies

• Return to Council with various implementation packages
Dixon Resources Unlimited

Julie Dixon

info@dixonresourcesunlimited.com