

**DOWNTOWN PARKING COMMITTEE
OF THE CITY OF RIVERSIDE**

M I N U T E S

**Fifth Floor
Large Conference Room**

**May 19, 2010
3:00 PM**

Members Present: Brian Percy, Bill Bromley, Barry Hildebrandt, Norm Gritton, Janice Penner, Cindy Thielman-Braun
Members Absent: Craig Johnston, Krysti Bellavia
Staff Present: Steve Libring, Arlene Armendariz, Cynthia Zuniga
Diamond Staff: Griselda Santos, Joe Cisneros
Guests: Thomas Thorpe, Mark Linsenmayer, Rio Lupisan

1. Call to order

Chairman Percy called the meeting to order at 3:00 P.M.

2. Request approval of Minutes dated April 21, 2010

Action: Motion by Chairman Percy, seconded by Member Penner to approve the Minutes of April 21, 2010 with abstentions from Cindy Thielman-Braun. Motion carried.

3. Community Comments

This time is provided for questions and comments from the community. The Downtown Parking Committee can take no action on issues raised from the community; however, such issues will be referred to staff for inclusion in the following agenda, as appropriate.

There were no community comments received.

4. Old Business

- Downtown Parking Study

Chairman Percy introduced Mark Linsenmayer from Walker Parking Consultants, who briefly summarized the Downtown Parking Study that will be commencing at the end of May. He said the study would include an inventory of on- and off-street parking, evaluating of an average day for parking turnover, parking facility analysis, policy evaluation and operator analysis. Mr. Linsenmayer opened the table to questions or comments. Various questions were asked of Walker staff, including inquiries on how in depth the study will be regarding way finding, public parking awareness. Mr. Linsenmayer responded that they are aware of most parking issues downtown, and will observe and analyze the data accordingly. Mr. Linsenmayer concludes the discussion by reassuring the DPC members that Walker will look at everything from lighting and signage, to fees and management of all parking facets in downtown.

Thomas Thorpe from the County of Riverside indicated that Walker Parking Consultants had recently analyzed the County facilities, and that report should be available. Chairman Percy requested a copy of the Parking Study Walker did for the County of Riverside

Member Bromley asked if the Study would address free parking or discounting parking rates for business owners and their employees. Chairman Percy noted that the Parking Study update would not be

addressing this matter. Member Bromley asked to make a motion to approve discounted parking rates for business owners and employees.

Action: Motion by Member Bromley, seconded by Member Theilman-Braun, to have discounted parking for business owners and their employees. Motion is denied.

5. New Business

There were no new business items reported.

6. Reports

- Diamond Parking Financial Reports – Parking Lots and Metered Area

Joe Cisneros briefly reviewed the financial picture for the parking lots and parking structures for the month of March 2010. He reported revenue in the amount of \$62,506.00 expenses were in the amount of \$46,160.27; the city will receive a check in the amount of \$16,345.73. Mr. Cisneros briefly reviewed the financial picture for the metered area for the month of March 2010. He noted that the city's net receipts were in the amount of \$94,753.56, after deducting expenses.

- Repairs Update – provided by Diamond

Griselda Santos of Diamond Parking briefly reported on the repairs completed in the month of April 2010. Chairman Percy inquired about painting the beams in Garage 1. He questioned the need for these repairs since Garage 1 was recently refurbished. Ms. Santos responded that the repairs were needed due to damage caused by the rain and that these will not be continuously needed repairs.

- Occupancy Report – March 2010

Mr. Cisneros briefly reviewed the Occupancy Reports for April 2010. Ms. Santos said the report reflects business hours only, but that the Downtown Parking Study will include after hours, along with other issues such as special events and holidays. She said Walker will be returning after the initial study to review and update the study to insure accuracy. She added that the Study will assist Diamond to have more precise occupancy reports in the future.

- Ambassador Report

Member Penner briefly reviewed the Ambassador Report, stating that we have an influx of homeless downtown, but that Riverside Police is handling the situation. Member Penner added that skateboarders are also a problem on the weekend as reflected in the report.

- County/Court Report

No reports were presented.

- Marketing the Availability of "Free" Parking

Member Penner expressed the need to advertise the 90 minute free parking in the garages. Steve Libring responded reminding Members that the goal is to draw long term parkers into the garages, not short term parkers.

Member Penner briefly noted the upcoming Star Trek Exhibit and the need to discuss parking. DPC concurred and agreed to discuss at a future meeting.

- Staff Report

- Parking Fund Monthly Report

Arlene Armendariz briefly reviewed the Parking Fund report. There were no comments added by DPC Members. Ms. Armendariz noted that next month Garage 7 will be reflected on the report.

- Meter Vignette

Chairman Percy and committee members approved the final version of the vignette. Member Penner offered to add the vignette to the Riverside Downtown Partnership website. Member Percy also offered to add the vignette to the Chambers website. He complimented the good job on the revision.

- Downtown Parking Brochure

Ms. Armendariz advised Members that there is not room or space to insert the brochure as a utility bill insert until next year and that the brochure would have to be reduced to one panel. She said research showed inserts are less effective due to most people viewing the inserts as junk mail. Member Penner added that a “blurb” on the website is needed to promote the brochure. Ms. Armendariz stated that this is already in the works. Member Hildebrandt concurred that these steps should work.

- Brief Reports on conferences, seminars, and meetings attended by the Chairman or Vice-Chairman

No report presented.

7. Parking Committee Comments

Parking Committee members can bring up topics of conversation for possible future agendas at this time.

Member Thielman-Braun requested an item for tracking agenda items for future DPC meetings. DPC Members suggested that items of discussion be added to the agenda, either as an item under Old Business or New Business, or as a list of goals to be tracked by the Committee.

Member Penner suggested a Committee Guide be implemented and issued to new Members explaining Committee processes and guidelines, as this is an important part of being an active member.

Member Gritton requested that Lot 33 be added to the list for discussion as a free parking lot. Ms. Armendariz responded that the City does have an obligation regarding Lot 33 to RCC.

8. Adjournment

Chairman Percy adjourned the meeting at 5:00 P.M., to June 16, 2010, 5th Floor Conference Room, City Hall.

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