

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

M I N U T E S

**Fifth Floor
Large Conference Room**

**Nov. 18, 2009
3:00 PM**

Members Present: Brian Pearcy, Janice Penner, Bill Bromley, Craig Johnston,
Barry Hildebrandt, Bob Krieger, Norm Gritton, Cindy Thielman-Braun
Members Absent: Krysti Bellavia
Staff Present: Steve Libring, Arlene Armendariz, Dawna Fuller, Kevin Palmer
Diamond Staff: Myron Spiegel, Griselda Santos
Guests: Councilman Gardner

1. Call to order

Chairman Pearcy called the meeting to order at 3:05 P.M.

2. Request approval of Minutes dated October 21, 2009

Action: Motion by Bob Krieger, seconded by Bill Bromley to approve the Minutes of October 21, 2009 as presented with one abstention. 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 comments received.

4. Old Business

a. Garage 6 – Relocation Update

Staff briefly discussed the smooth transition of relocating employee and permit parking from Garage 6 into Lots 1 and 2 and the County structure. Staff also advised that a number of additional on-street pay parking spaces had been added in the downtown area in an effort to increase available parking. Chairman Pearcy inquired about the number of spaces added in the Justice Center area between University Ave. and 14th St. and staff replied that spaces had been added on and north of Tenth. Member Krieger commented on the stenciling and staff advised that the temporary markings will be replaced with the standard design. Member Bromley asked about the ratio of paid vs. free parking spaces. Chairman Pearcy stated that the goal is to regulate parking by providing free or reduced rate spaces in garages/lots and offering the convenience of on-street parking via paid parking spaces. Councilman Gardner mentioned that several previously metered spaces were converted to timed parking including spaces on Lemon and within the Education Center. He also pointed out that the lot on 3rd and Market, which was infrequently utilized by the public due to proximity to the downtown area, has been leased to Riverside Community College (RCC). Member Thielman-Braun inquired about public use of Lot 3 and staff indicated that the lease is undergoing renegotiation and is anticipated to include RCC use for 6 week periods 3 times per year with the remaining time allowed for public use.

b. Wayfinding Program – Downtown Parking Facilities

Development Department staff member, Kevin Palmer, presented updated information on the Wayfinding Program and showed committee members a sample of the approved concept sign and map depicting select locations for the first stage of the program. He advised that the sign utilizes high reflectivity material, the same font as previously identified in the Hunt study, and white lettering on blue and gold background to provide optimum vehicular visibility. Kevin explained that the signs will be fabricated in-house to reduce costs and that the number of signs to be posted at one location was dependant on the weight capacity of the poles. Chairman Percy asked about the use of other colors to distinguish various agencies and/or businesses, however, Kevin indicated that the plan was to use all one color scheme to provide uniformity. Members Bromley and Thielman-Braun asked about inclusion of retail and/or dining districts to direct visitors to those areas. Kevin replied that the first stage addressed public facilities only such as the Government Center, Justice Center, and Fox Theatre. Member Penner indicated that the first assessment provided a type of grading from the freeway into the downtown area and showed the need for guides to the Government and Justice Centers and retail district north of Tenth Street. Member Penner suggested use of a two-step graduated program with the ultimate goal of eliminating clutter, providing directional signage and then color coding for Wayfinding. Member Thielman-Braun recommended uniform signs for public parking facilities and lots for better recognition and staff advised that the lot signage had already been upgraded. Member Bromley asked that the core areas be defined prior to posting signage and Chairman Percy noted that this information had been outlined in the past Hunt study and should be considered. Kevin agreed to evaluate the matter further.

5. New Business

c. No new business reported.

6. Reports

- Diamond Parking Financial Reports – Parking Lots and Metered Area

Myron Spiegel from Diamond Parking briefly reviewed the financial picture for the parking lots, parking structures and metered area for the month of October 2009. Chairman Percy inquired if the City is maintaining operating costs in Garage 6 and staff advised that the request had been made to keep Diamond Parking staff in Garage 6 until after the holidays. Mr. Spiegel noted that annual labor costs had been reduced by 20%. Member Krieger remarked that there appeared to be a decrease in transient parking and Mr. Spiegel attributed that to the current economic conditions, however, he noted an increase in revenue thus far for the month of November. Chairman Percy and Mr. Spiegel agreed there may be a need to track use. Member Krieger inquired about open invoice data and Mr. Spiegel and staff advised that the figures show actual monthly data and do not provide trend information. Member Thielman-Braun commented that the explanations provided were beneficial and promoted understanding. Member Krieger inquired about payment of fees when free wireless is available, however, staff indicated that free service is not reliable and down time could interfere with operations. Member Krieger also asked if Diamond Parking is providing management for employee parking and staff confirmed they are. Member Bromley asked if a proposal had been made to extend the hours of the metered parking areas and staff replied that only an extension of hours of garage staff to meet changing needs was planned. Mr. Spiegel advised that Garages 1 and 2 were being impacted by the loss of public spaces in Garage 6 and that the hours may need to be extended in those Garages as a result. He proposed a full month assessment prior to implementing any increase in hours. Chairman Percy asked that any analysis be conducted and recommendations be provided at the upcoming December meeting.

Action: Motion by Member Thielman-Braun, seconded by Member Krieger to approve utilization of the map report format revised to include data on each side of the street and provide detailed explanation information. Motion carried.

Action: Motion by Member Thielman-Braun, seconded by Member Krieger to approve utilization of the occupancy report with blue boxes for at least the next several months once revised to rearrange the columns and include detailed reason information on variances. Motion carried.

- Repairs Update – provided by Diamond

Mr. Spiegel briefly reported on the repairs completed in the month of October 2009. Griselda discussed graffiti in Garages 1 and 3. Chairman Percy requested that no additional maintenance occur on Garage 6 and staff advised that the City still maintains the facility as an owner operator with tenant. Member Penner asked if the tenant (County) is paying \$10 per space maintenance per month and staff confirmed. Member Penner requested information on maintenance fees collected vs. paid for Garage 6.

- Occupancy Report – October 2009

Staff reviewed a handout containing 5 options for a new report format. Members discussed the various formats and content of each. Member Krieger suggested providing data and using different colors for each side of the street. Member Johnston asked how reports account for payments in excess of timed used and staff advised that this could result in data showing in excess of 100% occupancy if applicable. Member Bromley preferred the first format option, but felt the format needed to provide either a breakdown of information by stall or provide aggregate data. Chairman Percy suggested reformatting the report by shifting columns and use of all per stall figures or entire block aggregate analysis to provide easier reading and clearer more concise information. He also recommended use of detailed notes, such as showing street closures, to explain maximum opportunity minutes and total minutes use data and assist in making pricing decisions. Member Thielman-Braun would like to include further explanation information, such as “road closed due to repaving project”, etc. Chairman Percy reminded that the primary functions of the reports are to serve as tools for determining if adjustments are needed and aids in analysis to identify trends. He noted that we must ensure that the reports capture all pertinent information to allow for proper decision making. Chairman Percy felt that the map version of the report helped to clarify topic location, however, breaking down streets into sides as suggested by Member Krieger would better reflect the segments.

- Security Update

Member Penner briefly provided an update on security issues downtown and advised that the Ambassador reports include detailed information to accurately show the activity. Member Johnston asked about Police Department (PD) action and/or issuing citations to address repeat transient activity. Member Penner advised that reports are provided to Chris Manning in PD to monitor for illegal activity.

- Parking Fund Monthly Report

No comments received.

- County/Court Report

Representatives from the County of Riverside and City Courts were not in attendance. No reports were presented.

- Staff Report
 - IPS Meter Update

Staff reported that IPS meters had been installed in the Justice Center and were operating well. The new reporting software was said to be preferred by Diamond Parking. Staff noted that credit card use at the meters had increased. Chairman Percy inquired about pay by phone use and staff advised that there had been little thus far. Chairman Percy suggested promoting the pay by phone option to frequent downtown users, possibly showing the benefit of account availability in other area cities. Member Hildebrandt recommended use of a vignette to market the option. Griselda mentioned that if users are registered with other cities operation is universal. Member Bromley mentioned the difficult registration process. Member Thielman-Braun felt that information could not be adequately conveyed on a small brochure or at the meter and preferred use of the website. Staff noted that fees are associated with pay by phone use.

- Parking Website and Vignette Update

Staff provided a handout showing a sample of the downtown area map for use on the City website and advised that an updated report on the Parking website will occur at the upcoming December meeting. Member Thielman-Braun commented that free parking areas should stand out on the map. Member Hildebrandt noted that the map did not reflect 90-minute parking areas. Staff asked committee members to review the map and e-mail input and suggestions to Arlene Armendariz for consideration.

- Signing for Pay Parking

Staff reported that Pay Parking signs were installed on University Avenue as previously requested by committee members.

- 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 Bromley requested distribution of agenda packets to committee members at least one week prior to the meeting and staff advised that perhaps there was a delay in mailing due to the Veterans Day holiday. Chairman Percy suggested offering the dissemination of agendas via e-mail and requested that upcoming December agendas be both mailed and e-mailed to determine member preference. No topics for possible future agendas suggested.

8. Adjournment

The Chairman adjourned the meeting at 5:00 P.M., to December 16, 2009, 5th Floor Conference Room, City Hall.

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