



Downtown Nighttime Paid Parking Pilot Program

City Council
April 16, 2019



Downtown Game Plan

- *Downtown Parking Programs*
- Restaurant Regulations
- Partnership Model
(Business Improvement District or
Landscape/Lighting/Maintenance
District)



Downtown Parking Programs

- *Nighttime Paid Parking Pilot Program*
- Employee Permit Parking Program



Long-Term Goals of Paid Parking

- Manage peak parking demands
- Establish revenue streams for Downtown operations
- Improve security in lots and structures



Short-Term Goals of Pilot Program

- Collect data regarding parking behaviors and impacts to businesses and surrounding residential neighborhoods
- Demonstrate potential revenue source for reinvestment in Downtown
- Evaluate feasibility of more permanent paid parking program on City-owned parking assets



Background

August 21, 2018 – City Council

- Approved basic parameters for pilot program
- Authorized staff to release Request for Qualifications for parking management professional services



Action Items

- A. Professional Services Agreement
- B. Downtown Nighttime Paid Parking Pilot Program
- C. Parking Enforcement Improvements
- D. SOCO Structure Maintenance and Warranty
- E. FMC Amendment – Citation Authority



A. Professional Services Agreement

- October 15, 2018 – RFQ released
- November 19, 2018 – RFQ responses due (6 inquired; 4 responded)
- January 2019 – Interviews with top 2 firms
- February 2019 – SP+ selected

+ integrity + technology + innovation + initiative + knowledge + creativity



SP Plus Corporation (NASDAQ: SP) provides professional services through its operating groups and service lines to property owners and managers in all markets of the real estate industry.

SP+ operating groups include:

SP+ Airport Services
SP+ GAMEDAY
SP+ Healthcare Services
SP+ Hospitality Services
SP+ Municipal Services
SP+ Office Services
SP+ Residential Services
SP+ Retail Services
SP+ University Services

SP+ service lines include:

SP+ Event Logistics
SP+ Facility Maintenance
SP+ Security Services
SP+ Transportation

SP+ COMPANY STATISTICS

Employees: 20,000

Total Facilities: 3,600+

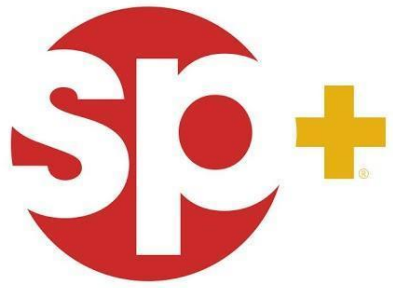
Total Spaces Managed: 2.1 Million

Cities Operated in: 350

Annual Revenues: \$1.470 Billion

Airports Operated: 70

Shuttles Operated: 750



MUNICIPAL
SERVICES



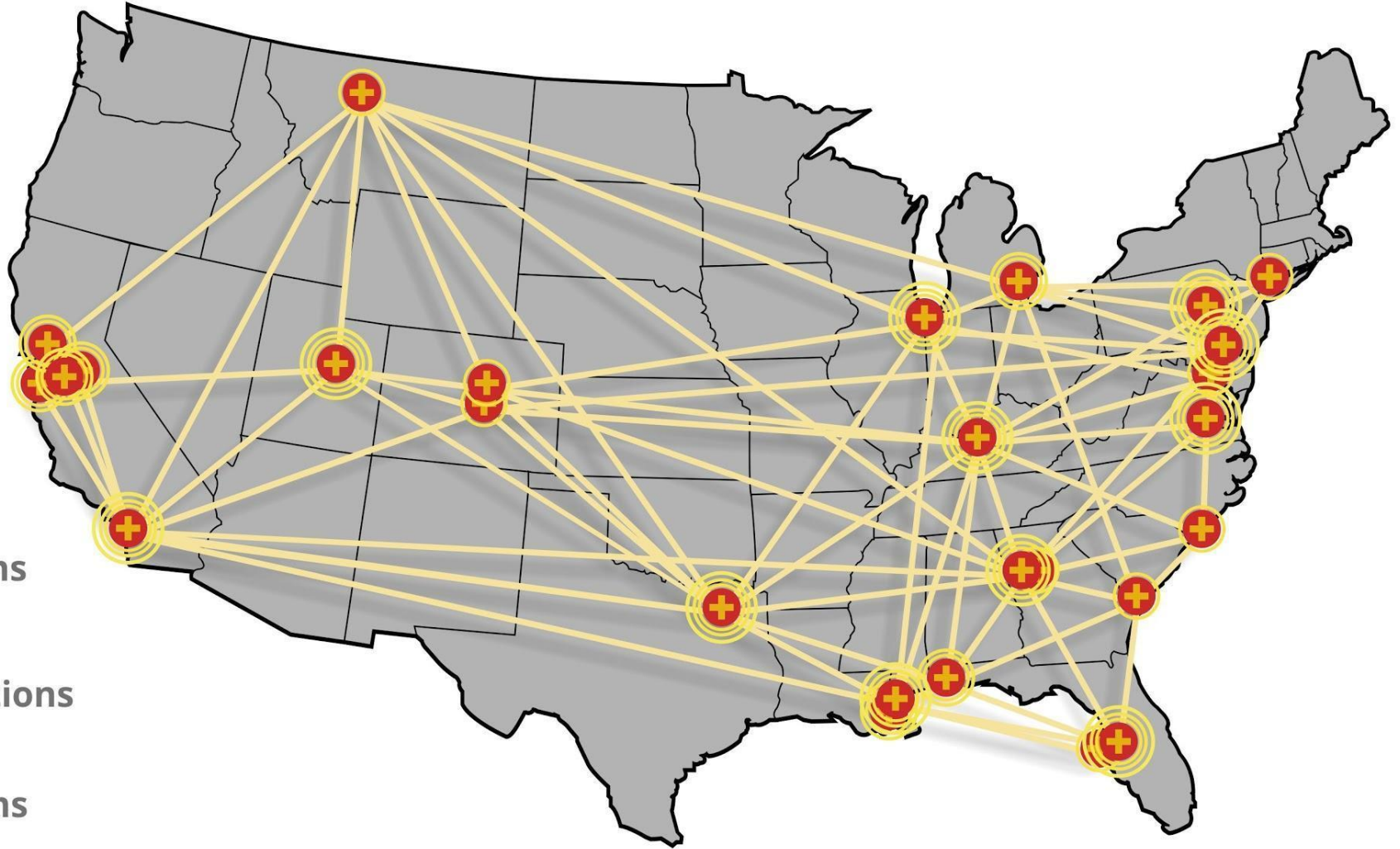
Large Operations



Medium Operations



Small Operations





A. Professional Services Agreement

- Master Agreement to support Community Development, Public Works, and Police
- Project-by-project scope and cost for services, including procurement
- Initial term of three (3) years with option to extend for additional (2) years based on performance

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B. Downtown Nighttime Paid Parking Pilot Program

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PAID PARKING SPACES:

Public lots and Structures:

North – Wilshire Ave.

South – Railroad

West – Malden Ave.

East – Pomona Ave.

Within 1/4 mile from
Harbor/Commonwealth



Approx. 1,900 paid spaces (out of 4,030 in Downtown)

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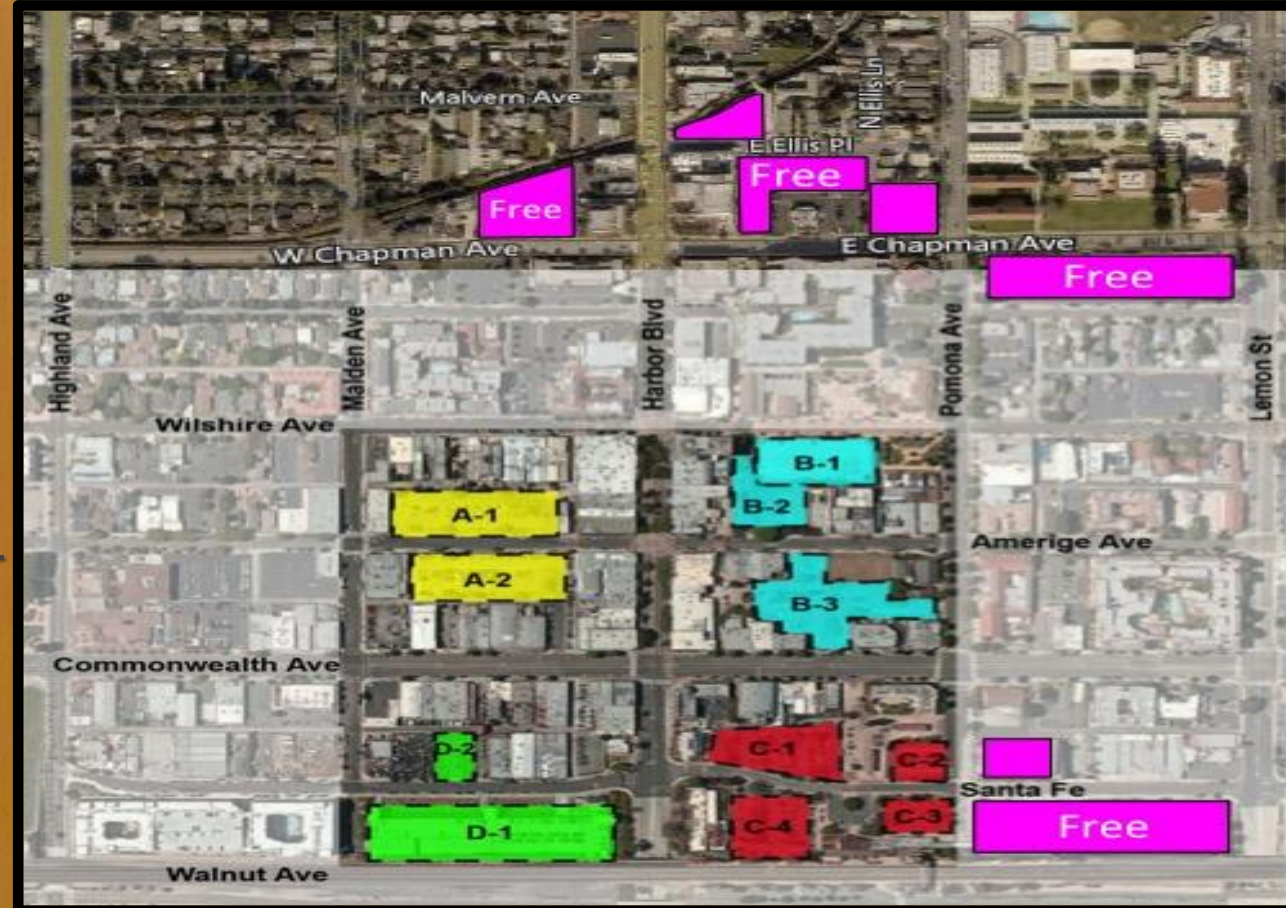
FREE PARKING SPACES:

Public lots and
Structures:

East of Pomona Ave. –
875 spaces

North of Chapman Ave. –
345 spaces

Within 1/4 mile to 1/3 mile
from
Harbor/Commonwealth



Approx. 1,560 free spaces

A large, stylized letter 'F' is visible on the left side of the image, set against a metallic, brushed metal background. The 'F' is cut out of the metal, showing a dark interior. The overall image has a warm, orange-brown tint.

DAYS, TIME & FEE:

- Thursday, Friday & Saturday
- 9:00 PM - \$5 flat fee
- New parkers arriving **at or after** 9:00 PM
- Anyone parked prior to 9:00 PM does not pay
- Targeting June 6-8 to start

FEE COLLECTION STARTING AT 9:00 PM:

- Kiosks in lots and structures & pay by app
- License plate based – no ticket to place in car
- No access control of lot
- Eliminates security concerns with manual cash collection & staff costs



DATA COLLECTION BEFORE 9:00 PM:

- Register for free time-limited or employee parking
- Provides current daily parking counts for City and businesses
- Improves efficiency of enforcement





STAFFING:

- Supervisor (1)
- Lot ambassadors (2)
- Enforcement personnel with vehicles and license plate recognition systems (2)



ENFORCEMENT:

License Plate Recognition (LPR)
systems

- Phase 1 – Courtesy warnings and information by enforcement personnel (weeks 1 and 2)
- Phase 2 – Citation issuance by enforcement personnel (beginning week 3)



DATA COLLECTION:

- Daily count information from kiosks
- Thursday, Friday & Saturday at 11:00 PM, pre-pilot, week 2 and week 12
 - Free lots and structures
 - City hall lots
 - Residential blocks at boundary
- Counts on courtesy notices and citations issued



PUBLIC EDUCATION:

- City-branded webpage –
 - ✓ Pilot program details
 - ✓ Locations of paid parking
 - ✓ Locations of free parking
 - ✓ Contact information
 - ✓ Link to download payment app
 - ✓ Survey
- Informational flyer for business for their use and distribution to customers



PUBLIC EDUCATION:

- Information to Fullerton Tribune and Observer
- Information to Fullerton College and Cal State Fullerton
- Signage at lots/structures and kiosks

MONITORING:

Is the program significantly impacting the parking demand and/or having spill-over effects to the residential neighborhoods?

- ✓ Parking counts (3 data points)
- ✓ Webpage – contact info and survey

SHORT-TERM PARKING:

Short-term spaces for pick-up and delivery:

- Lots A-1, A-2, B-2, B-3, C-1, C-4, and D-2;
- South side of Commonwealth east of Harbor



PILOT PROGRAM FINANCIALS:

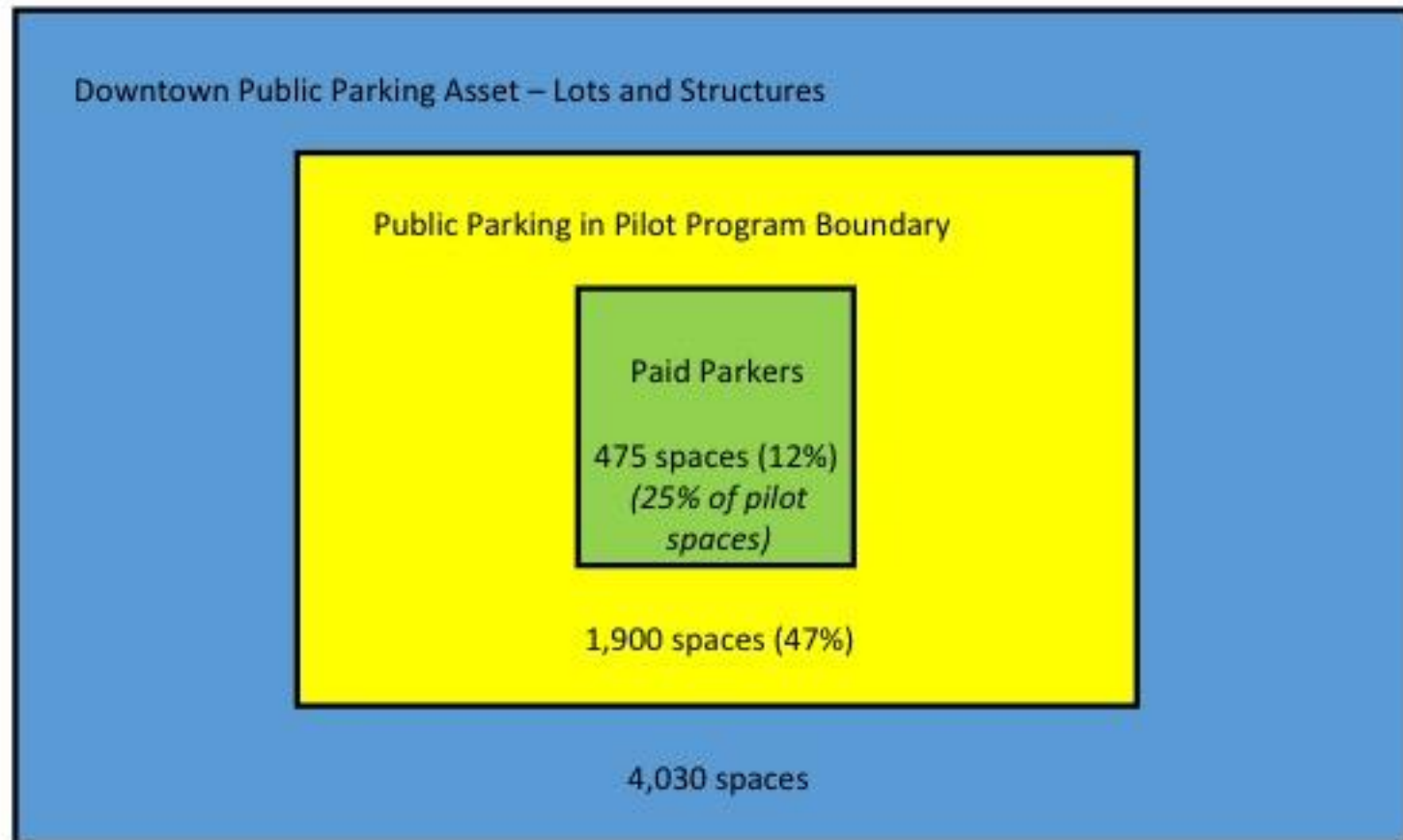
Start-up costs (equipment, signage and staffing) = \$34,770

Recurring weekly costs (equipment, staffing and operations) = \$5,070

Weekly revenue (assuming fees on 25% of pilot program spaces) = \$7,125

Start-up costs recovered during week 17 of the pilot program with a profit of \$14,550 at week 24

PILOT PROGRAM FINANCIALS:



COMPARISON FINANCIALS:

Same parameters:

At 52 weeks = \$72,090

Year 2 = \$106,600

50% (rather than 25%) of pilot program
spaces

At 12 weeks = \$14,550

At 24 weeks = \$185,550



C. Parking Enforcement Improvements

- Police Department proposes to purchase, through SP+, two license plate recognition systems for Parking Control Officers/Aides
- Digital “chalking” drastically increases enforcement efficiency and effectiveness
- Provides ability to consistently enforcement time-limited parking



D. SOCO Structure Maintenance and Warranty

- Public Works proposes to activate, through SP+, the existing kiosk pay stations in the SOCO parking structure
- Reinstates warranty and maintenance
- Kiosks to be used during pilot program
- Parking Management Plan, originally designed to collect user fees to offset costs, to be updated post-pilot program



E. FMC AMENDMENT

- Amends FMC Section 8.48.040
- Adds citation authority for parking control aides and others as designated by the Chief of Police



RECOMMENDATION

- A. Authorize City Manager to execute Professional Services Agreement with SP+; approve scope and costs for management and implementation of Downtown nighttime paid parking pilot program; and appropriate \$55,050 from the General Fund and recognize additional revenue of \$28,500 for Fiscal Year 2018-19.



RECOMMENDATION

- B. Adopt Resolution No. 2019-XX establishing the Downtown Nighttime Paid Parking Pilot Program.
- C. Approve use of \$58,000 in asset seizure funds and corresponding budget adjustment 19-0069 to purchase two license plate recognition systems for use by Fullerton Parking Control Officers/Aides.



RECOMMENDATION

- D. Approve budget adjustment 19-0058 in the amount of \$21,000 from the Building Maintenance Fund to reinstate the warranty and maintenance on the previously purchased kiosk pay stations in the SOCO parking structure.
- D. Introduce Ordinance No. XXXX amending FMC Section 8.48.040 pertaining to citation authority



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