

A Vision for Parking in Downtown Long Beach

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Background

- The City owns 14 public facilities, comprising of 4,151 parking spaces in Downtown Long Beach.
- Standard Parking Plus (formerly Central Parking) operate and maintain the facilities on behalf of the City.



Changes to Parking Facilities



Parking Facility Principles

- Secure parking facilities where residents, businesses, and visitors feel welcomed and safe.
- Well-maintained parking facilities to ensure that elevators, lights, and other amenities are operational.
- Guidance to and from parking facilities to ensure that motorists know where to park.

Safe and Secure Parking

Secure parking facilities where residents, businesses, and visitors feel welcomed and safe.

- Significant improvements to facilities:
 - Replace and add new lighting fixtures to enhance security
 - New high definition camera and recording systems covering key entrances and exit points of the garages
 - Enhanced security patrols and measures at the garages

Parking Amenities

Well-maintained parking facilities to ensure that elevators, lights, and other amenities are operational.

- Key improvements to enhance the parking experience:
 - Invested in new equipment for elevator operations to increase uptime
 - Updated and more rigorous maintenance schedule, including painting and repairs to the structure
 - Working with local business to enhance the timely removal of shopping carts, including having City staff intervene and remove the carts.

Parking Guidance

Guidance to and from parking facilities to ensure that motorists know where to park.

- Strategic changes in parking guidance include moving forward with the design phase for advance guidance:
 - Electronic message boards that can adapt and respond to live traffic to direct motorists to open and available parking
 - Parking garages in downtown with occupancy devices to convey number of open spaces available

Advancing the Principles

- The City has also made key decisions to advance the principles guiding parking in Downtown parking, including:
 - Parking Management
 - Community Collaboration
 - Innovation

Parking Management

- The Department consolidated parking operations under the Public Service Bureau, including:
 - Combining parking garages and street parking meters under the purview of one Bureau
 - Solidifying the relationship between parking maintenance with parking management
- Recognizing the breadth of the City's parking operations, the City Manager presented a budget to City Council that would add a parking manager (budget neutral).

Community Collaboration

- City staff embarked on extensive community outreach and collaboration during the installation of parking meters, conducted walking tours with community members of parking garages, and worked with community stakeholders.
- City staff will continue these efforts. For example:
 - City staff have worked with DDR to offer free validation for parking at the Pike with the opening outlets.
 - City staff continue to check in with stakeholders about the First Five Free Program and the on-street parking meters.
 - Working with the Downtown Long Beach Associates, City staff remotely changed the display on meters in Downtown after the first outage to offer free parking.

Embracing Technology

- City staff has centralized parking information on the City's website at www.longbeach.gov/parking
- Throughout the community meetings, City staff recognized the importance of technology in parking. To that end, City staff is pursuing:
 - **Real-time** street parking meter information for a smart phone application
 - **User-friendly** website improvements with a map of parking facilities. This map is currently linked at this website <http://longbeach.parkingguide.com/> provided by Standard Parking, who maintains the City's parking garages.
 - **Innovative** data strategies and analysis of real-time data from aggregated sources.

Parking Meter Data

- Credit card usage has grown by 8 percentage points
 - 34 percent of motorists used a credit card citywide.
 - 52 percent of motorists used a credit card at the Pike.
- First Five Free has been successful.
 - Over 41,000 users of the First Five Free Program in July
 - Equivalent to over:
 - 205,00 free minutes
 - 3400 free hours
 - 142 free days

Next Steps



Next Steps

- Continued work on the parking guidance system and wayfinding
- Potential art projects to enliven the parking garages
- Obtained quotes for painting and spalling
- Standardize parking signage
- Review of data with the stakeholders
- Identifying projects for other improvements with stakeholders

Questions

