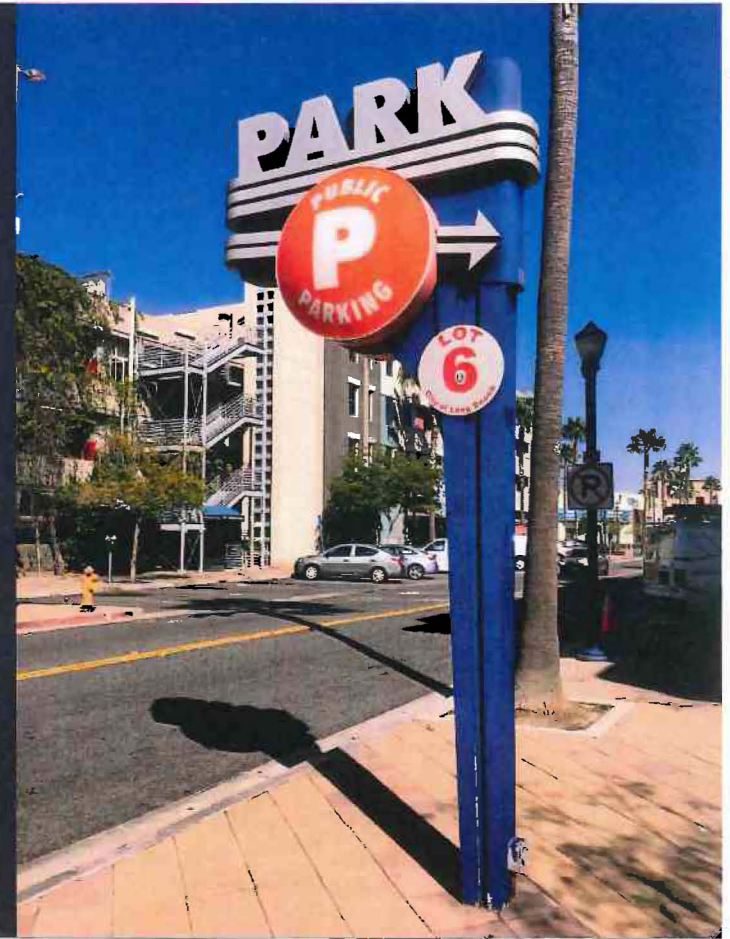


CITY OF  
LONG BEACH

# UPDATE ON DOWNTOWN LONG BEACH PARKING

October 20, 2015



PUBLIC WORKS | *Strong foundation, strong City.*

# Overview

2

- Background
- Improvements:
  - ▣ Security
  - ▣ Maintenance
  - ▣ Marketing
  - ▣ Status
  - ▣ Timeline
  - ▣ Before and After
  - ▣ Future Improvements
- Funding
- Questions

# Background

3

- **November 11, 2014:** The City Council, through agenda item R-12 sponsored by Councilmember Gonzalez and Vice Mayor Lowenthal, requested a study on downtown parking.
- **June 12, 2015:** Public Works provides the study to the Mayor and City Council via memorandum.
- **August 18, 2015:** At the request of Councilwoman Gonzalez, Public Works presents its findings at the August 18 Council Meeting.
- **October 2, 2015:** As requested, Public Works provides an update on parking related improvements in a memorandum to the Mayor and City Council.
- **October 20, 2015:** Public Works presents the memorandum to the Mayor and City Council.

# Security

4

- **Increased security**: Public Works increased security at the City Place parking garages to include 24/7 coverage, which includes weekends and nights.
- **Customer Ambassador**: Standard Parking Plus (SP+) has hired a Customer Ambassador to assist customers onsite. The Ambassador also attends to the structures during specific times (e.g. mid-day when ACC transitions between day and evening classes, end of day when Molina concludes work day).



# Maintenance

5

- **Increased cleanings:** Garages will under go high-pressure power wash treatment on a monthly basis, and twice weekly sweepings (compared to the previous quarterly washings and once weekly sweepings).
- **Additional maintenance:** Additional maintenance staff have been added to the evening shift to address any issues of maintenance, including overfilled trash bins.

# Marketing: Website

6

- **One-stop shop:** The City's parking website at [www.longbeach.gov/parking](http://www.longbeach.gov/parking) features:
  - ▣ Direct link to purchase a monthly parking permit for parking structures and lots managed by SP+, annual beach lot permits, and other parking related requests.
  - ▣ Information related to Downtown and beach parking.

# Marketing: Website

7

LONG BEACH MENU SELECT LANGUAGE Find services and more

**P** PARKING SERVICES

Home > Parking > Parking Services

**DOWNTOWN PARKING**  
Find public parking locations, hours and rates in Downtown Long Beach.

**PARKING CITATIONS**  
Make a payment or contest a parking citation online.

**TOWING & LIEN SALES**  
Monthly auction information and instructions for retrieving a vehicle that has been impounded or towed.

**PARKING METERS**  
Parking Meter Rates and Pay Station Instructions.

**PARKING ENFORCEMENT HOLIDAYS**  
Parking Meter and Street Sweeping holiday calendar.

**QUICK LINKS**

- Frequently Asked Questions
- Request a Disabled Zone

**APPLICATIONS**

- Monthly Parking Permit
- Red Lip Driveway Application
- Disabled Parking Zone Application
- Preferential Permit Application
- Oversized Vehicle Application

**WATERFRONT PARKING**

- Annual Beach Permits
- Launch Ramp Parking

**CONTACT US**

- Blocked Driveway?  
72 hour parking? - 562.435.6711
- Citation Office - 562.570.6872
- SP+ (Central Parking) - 562.570.8055

# Marketing: Monthly Permit

8

[Parking Lots/Garages](#) [Destinations](#) [Monthly Parking](#) [FAQs](#) [Contact Us](#) [Pay Monthly Parking](#)

## \* Monthly Parking

Whether you currently are a monthly parking customer or are new to parking with us all parkers must enroll in a **Monthly Parking Program**.

Signing up for Monthly Parking is simple!

1. Fill out the [request for enrollment form](#) below.
2. Once your request is received you will receive a confirmation email with your submitted information. Please print this email and bring it to the Long Beach office to receive your Garage Access Card.

NOTE: all payments made in-person at the Long Beach office must be made by either Check or Cash. Credit card payments will not be accepted.

### Monthly Parking Locations

All of our parking garages provide monthly parking.  
[Learn more](#)

### Monthly Parking Rates

Rates for monthly parking vary depending on location.  
[Learn more](#)

### Request Monthly Parking

Please submit the following e-mail form to request Monthly Parking.

[Frequently Asked Questions](#)





# Marketing: Mobile App

9

- **Live Data:** Staff has made progress on a mobile phone application. Staff is working with the firm to include the City's parking meters on to their system.
- **Smart Meters:** The City will be the **first** city in the nation to use non-street embedded technology to relay data for live occupancy for consumers.

# Improvements Status

10

Improvement	Status
Website – one location for monthly parking permits and information	Completed
Power Washing – increased to monthly from quarterly	Completed
Sweeping – increased to twice weekly from once weekly	Completed
Security – increased to daily 24/7, including weekends and nights	Completed
Shopping cart removal	Completed/Ongoing
Fencing Off	In progress
Window Washing	Initiated
Painting of walkway and additional lights	Completed/In progress

Expected Completion Date	Project
<b>September 2015</b> <b>[Completed]</b>	<ul style="list-style-type: none"> <li>• Security – Security increased for 24/7 coverage</li> <li>• Customer Service – Addition of a full time ambassador assigned to the parking facility and to address any concerns by customers.</li> <li>• Painting – Entrances painted.</li> </ul>
<b>October 2015</b> <b>[Near completion]</b>	<ul style="list-style-type: none"> <li>• Lights – Initial site visit to prepare the City’s application to Southern California Edison to retrofit the facility with LEDs. [Completed]</li> <li>• Painting –Fire hose box located on roof top has been painted with new Plexiglas ordered. [Completed]</li> <li>• Security – Installation of fencing. [In progress]</li> <li>• Cleanliness – Central Parking added an additional maintenance staff to support the night shift to clean the garages and address any filled trash receptacles. [Completed]</li> <li>• Carts – Re-configuration of cart corrals and removal of carts. [Near Completion]</li> </ul>
<b>November 2015</b>	<ul style="list-style-type: none"> <li>• Lights – City staff will add more lights to the walkway in Lot A, which connects 5<sup>th</sup> and 6<sup>th</sup> Streets for pedestrians.</li> <li>• Painting – Central Parking will paint the walkway wall white to enhance the appearance. City staff has heard of interest from Molina to use the wall space for a mural. Central Parking will also paint entrances.</li> </ul>
<b>Ongoing</b>	<ul style="list-style-type: none"> <li>• Re-location – The City and Central Parking are researching potential new office space for parking services.</li> <li>• Security – Ongoing evaluation of security measures</li> <li>• Maintenance – Regular maintenance and high-pressured spray wash cleaning.</li> </ul>







# Entry-Way Ticket Dispenser

13

BEFORE



AFTER



# Parking Islands

14

**BEFORE**



**AFTER**



# Entry-Way and Parking Islands

15

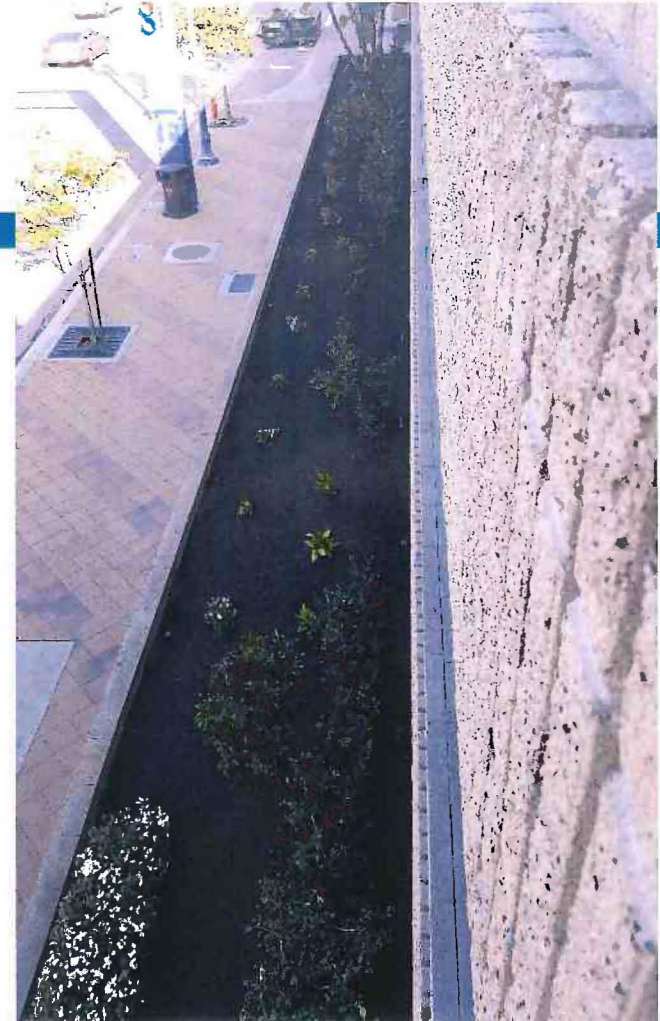




# Landscaping

16

Planter box in front of Lot A parking garage re-landscaped and planted with drought tolerant shrubs.





# Walkway

17

**BEFORE**



**AFTER**



# Cart Corrals – Removal or Replacement

18

**BEFORE**



**AFTER**



# Fire Hose Box

19

**BEFORE**



**AFTER**





# Future Improvement

20

- **Projects:** These projects include the interior repair work related to repairing surface cracks, additional equipment for cameras, and painting.
- **Cost:** The above work totals approximately \$430,100 per garage in labor and materials costs based on quotes received.



# Future Improvement

21

- **Renewal:** Public Works is committed to the City Place renaissance, and recently met with Studio 111 on their vision for City Place Lot C.
- **Community Partnerships:** Public Works will continue to engage community partners to ensure the safety and success of parking in Downtown.

# Funding

- **Parking Garage Revenues:** Parking garage revenue of \$125,000 will offset added maintenance and security without structural budget impacts to the General Fund.
- **Downtown Parking Meters:** Staff estimate approximately \$70,000 every two months in parking meter excess revenue for FY 2016 that will be used for Downtown parking improvements, including City Place.
- **Additional Funding:** Additional funding identified by the City Council could also go toward improvements.

## Related Downtown Parking Improvements

23

- **Courthouse:** With the onboarding of the new City Traffic Engineer, Public Works has initiated a review of the area around the courthouse, with a particular focus on adjacent residential areas.
- **Private Surface Lots:** Staff will reach out to private vendors to encourage their adoption of new technology.

# Questions?