



CITY OF LONG BEACH

R-25

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard 9th Floor • Long Beach, CA 90802 • (562) 570-6383 • Fax (562) 570-6012

October 20, 2015

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Recommendation to receive and file the report, "Downtown Long Beach Parking Improvement Update." (Districts 1, 2)

DISCUSSION

At the November 11, 2014 City Council meeting, the City Council, through agenda item R-12 sponsored by Councilmember Gonzalez and Vice Mayor Lowenthal (Exhibit A), requested the City Manager to study downtown public and privately contracted parking lots and structures. That study was provided via memorandum to the Mayor and City Council on June 12, 2015 and, at the request of Councilwoman Gonzalez (Exhibit B), subsequently presented at the August 18, 2015 City Council meeting. Following that presentation, City staff was asked to return to the City Council in October 2015 to provide additional updates related to improving the parking experience in Downtown, with an emphasis on the three City Place garages: Lots A, B, and C, particularly related to security, maintenance, and marketing.

Responding to this request, Public Works provided an update to the advancements made to Downtown parking in a memorandum to the Mayor and City Council on October 2, 2015. This report, "Downtown Long Beach Parking Improvement Update" (Exhibit C), detailed the expansive efforts to better serve customers at the parking facilities. Specifically, the report highlighted key actions taken at the garages since August 2015:

- Robust security operations at the City Place garages by increasing the security coverage to include nights and weekends. Previously, security at the garages occurred only during business hours on weekdays; security is now provided 24/7.
- More frequent cleaning of the garages with twice weekly sweepings and monthly high-pressure power spray washing. City Place Lot A underwent the high-pressure

power spray washing on September 30, 2015. Previously, the City Place garages underwent once weekly sweepings and quarterly high-pressure power spray washing.

- To enhance marking efforts, a user-friendly parking website that centralizes parking services information, provides easy access to purchase a monthly parking permit, and identifies both City-operated and privately operated parking garages in Downtown and on the City's beach parking lots.

The report also identifies a funding source in the parking meter revenue collected in Downtown. As adopted by the City Council on December 2, 2014, parking meter revenue collected from the new smart meters in Downtown (above the three-year average) would be dedicated to funding parking improvements in Downtown, including the capital projects at the City Place garages.

Finally, the report provides a plan and timeline for the various improvements to the parking experience. The report identifies completed projects, ongoing projects, and potential enhancements with additional funding.

This matter was reviewed by Deputy City Attorney Amy Webber and by Budget Management Officer Victoria Bell on October 6, 2015.

TIMING CONSIDERATIONS

City Council action is requested on October 20, 2015 to fulfill the City Council's request on August 18, 2015 that Public Works provide an update on Downtown parking structures in October 2015.

FISCAL IMPACT

On December 2, 2014, the City Council committed to fund parking structure improvements through excess Downtown parking meter revenue set aside for parking improvements. Additional meter revenues accrued from FY 15 is currently estimated at \$70,000. The Public Works Department will return to the City Council at a later date with a request for appropriations from additional downtown parking meter revenue for these parking improvements.

Any additional improvements that are proposed in the attached report above the parking meter revenues generated will require identification of additional funding and additional

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ARA MALOYAN, PE
DIRECTOR OF PUBLIC WORKS

AM:sf
P:\CL\Parking Update.doc

Attachments:

- Exhibit A – City Council Agenda Item R-12
- Exhibit B – City Council Agenda Item R-22
- Exhibit C – Downtown Long Beach Parking Improvement Update

APPROVED:



PATRICK H. WEST
CITY MANAGER



City of Long Beach

Office of Councilwoman Lena Gonzalez

Date: November 11, 2014

To: Honorable Mayor and Members of the City Council

From: Councilwoman Lena Gonzalez, 1st District *L*
Vice Mayor Suja Lowenthal, 2nd District *S*

Subject: **Downtown Public and Privately Contracted Parking Study
Agenda Item Request**

Requested Action:

Direct the City Manager to study downtown public and privately contracted parking lots and structures to include:

- Efficiency as it relates to monthly usage and rates;
- Exploration of a smart phone application;
- Safety as it relates to any unusual high police calls for service at particular locations;
- Maintenance as it relates to who may be responsible for each location.

Background Information:

As downtown Long Beach continues to transform and grow ensuring access to safe, clean, and user-friendly parking lots and spaces is a necessity for residents, visitors and business owners. With the upcoming meter study it is imperative that parking be looked as a collective in order to have a comprehensive strategic approach that works for everyone utilizing these resources.

Residents, visitors and business owners face unique challenges in downtown when it comes to parking and creating systems and structures to help in this effort will allow us all to be successful as one city.

Fiscal Impact:

There is no fiscal impact.



City of Long Beach

Office of Councilwoman Lena Gonzalez

Date: August 18, 2015

To: Honorable Mayor and Members of the City Council

From: Councilwoman Lena Gonzalez, 1st District

Subject: **Downtown Public and Privately Contracted Parking Study Report Review**

Requested Action:

For the City Manager to provide an update to the Council on the recently completed Downtown Parking Study which was requested at the November 11, 2014 meeting.

Background Information:

The Council received the completed parking study on June 12th, 2015.

Revealing the details of the study to the community is imperative so that as a city we can work collaboratively to solve long standing parking issues. Our goal is to better the lives of residents and increase business activity throughout Downtown Long Beach.

From the November 11, 2014 Agenda Item:

As downtown Long Beach continues to transform and grow ensuring access to safe, clean, and user-friendly parking lots and spaces is a necessity for residents, visitors and business owners. With the upcoming meter study it is imperative that parking be looked as a collective in order to have a comprehensive strategic approach that works for everyone utilizing these resources.

Residents, visitors and business owners face unique challenges in downtown when it comes to parking and creating systems and structures to help in this effort will allow us all to be successful as one city.

Fiscal Impact:

There is no fiscal impact.

SI: 8/18/15
9/10/15



Date: June 12, 2015
To: Patrick West, City Manager *T.M.L.*
From: Ara Maloyan, PE, Director of Public Works *M*
For: Mayor and Members of the City Council
Subject: Downtown Parking Study

The City Council requested a parking study on downtown parking at its November 11, 2014 meeting. The attached study responds to this request.

The Downtown Parking Study reflects months of research and analysis, extensive outreach with Downtown stakeholders, and dedicated staff time to improve Downtown parking facilities, particularly the City Place garages.

The study is organized as follows:

- **Overview:** Information related to the City's parking operations, including the City's contract with Central Parking and data related to monthly usage and rates.
- **Parking Experience:** Data related to safety and security (including customer service), improvements to the parking facilities since the Council's request, and parking management practices.
- **Marketing of Parking Assets:** Findings from the Department's community collaboration, updates on the website for parking, and developments related to a mobile application.
- **Next Steps:** The Department identified significant improvements for garages and surface lots, efforts to improve the visitor's experience through wayfinding and signage, and potential funding mechanisms for infrastructure upgrades.

If you have additional questions and comments, please contact Ara Maloyan, at 8-6771.

cc: Charles Parkin, City Attorney
Laura Doud, City Auditor
Tom Modica, Assistant City Manager
Arturo M. Sanchez, Deputy City Manager
Amy J. Bodek, Director of Development Services
Jyl Marden, Assistant to the City Manager
Del Davis, Manager, Public Service

Attachments:

- Council Item, R-12
- Downtown Parking Study
- Downtown Parking Maps



City of Long Beach

Office of Councilwoman Lena Gonzalez

Date: November 11, 2014
To: Honorable Mayor and Members of the City Council
From: Councilwoman Lena Gonzalez, 1st District *LA*
Vice Mayor Suja Lowenthal, 2nd District *SL*
Subject: Downtown Public and Privately Contracted Parking Study
Agenda Item Request

Requested Action:

Direct the City Manager to study downtown public and privately contracted parking lots and structures to include:

- Efficiency as it relates to monthly usage and rates;
- Exploration of a smart phone application;
- Safety as it relates to any unusual high police calls for service at particular locations;
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Background Information:

As downtown Long Beach continues to transform and grow ensuring access to safe, clean, and user-friendly parking lots and spaces is a necessity for residents, visitors and business owners. With the upcoming meter study it is imperative that parking be looked as a collective in order to have a comprehensive strategic approach that works for everyone utilizing these resources.

Residents, visitors and business owners face unique challenges in downtown when it comes to parking and creating systems and structures to help in this effort will allow us all to be successful as one city.

Fiscal Impact:

There is no fiscal impact.



PARKING STUDY:
DOWNTOWN
LONG BEACH

Department of Public Works
June 11, 2015

Overview

The following information is provided in response to the November 11, 2014 agenda item (R-12 – attached), brought forward to the City Council by Councilwoman Gonzalez and Vice Mayor Lowenthal, requesting a study of the downtown public and privately contracted parking.

Parking Operations

The Department of Public Works operates 14 public parking facilities, comprising of 4,151 parking spaces in Downtown Long Beach through a parking operations contract with Central Parking System, Inc. (CPS). Attached is a Public Parking Structures and Lots map that identifies City-owned public parking facilities and the associated number of parking spaces in Downtown and along the coast.

Central Parking

The parking operations contract requires Central Parking to operate and maintain each of the facilities on the attached map highlighted by a red colored "P". Central Parking is primarily responsible for the collection and reporting of all parking fees, financial reporting and auditing, management and operations of all parking facilities, and parking administration to include the parking guidance system and security monitoring devices.

The contract with Central Parking is structured such that there is a flat monthly fee for the provision of a majority of the labor, security, and administrative costs, and a variable expense provision to cover costs that are difficult to predict, such as payment tickets, special event operations, facility repairs, facility improvements, and marketing.

In addition, Department of Public Works crews and contractors regularly are called upon to complete projects or assist in emergencies. For example, at the City Place garages, City electricians installed new lighting fixtures, a City contractor recently repainted stairwells, and City plumbers repaired a damaged drain that caused flooding in a recent rainstorm. Central Parking staff and skilled City crews and contractors work together on a daily basis to maintain the City's parking assets in the most cost and time efficient manner possible.

Monthly Usage and Rates

The following table outlines the 14 downtown parking facilities, the number of spaces available in each, the parking rates, the number of monthly parking permits issued, and an estimation of the usage of the facilities during the day and at night.

Of the 14 parking facilities, half are Successor Agency-owned properties that have been identified for development purposes. The Successor Agency recently received approval from the State of California on the Long Range Property Management Plan with respect to disposition of these properties. Prior to approval, the focus has been placed on minimizing capital and operational costs to provide temporary low-cost parking opportunities for local residents and businesses. The majority of the Successor Agency-owned properties are occupied with local residents, which also provides an opportunity to sell parking in a number of these properties during the day at a flat rate of \$5 per day. In addition, monthly and daily parking fees at the seven Successor Agency-owned lots have not been adjusted in more than three years.

Downtown Parking Facilities

City of Long Beach

| Location | Parking Spaces | Parking Fees / Rates | | | Monthly Passes Sold | Utilization (est.) | |
|-------------------------------|----------------|----------------------|--------|----------|---------------------|--------------------|-------|
| | | Daily | Hourly | Monthly | | Day | Night |
| 4th Street & Pacific Avenue * | 83 | \$5 | N/A | \$45 | 95 | 90% | 25% |
| Dolly Varden * | 23 | N/A | N/A | \$45 | 18 | 25% | 99% |
| State/Church | 114 | N/A | N/A | \$40 | 92 | 30% | 75% |
| 125 Long Beach Blvd (M1) * | 57 | N/A | N/A | \$45 | 69 | 80% | 10% |
| American Hotel * | 68 | \$5 | N/A | \$45 | 34 | 80% | 50% |
| Promenade Lot * | 118 | \$5 | N/A | Contract | N/A | 50% | 5% |
| City East (Lot 7) | 318 | \$5 | N/A | \$45 | 320 | 50% | 65% |
| 7th Street & Pacific Avenue * | 32 | \$5 | N/A | \$45 | 31 | 100% | 100% |
| Clvic/Broadway | 699 | N/A | Varies | \$60 | 52 | 65% | 10% |
| Arden Garage (100 W Broadway) | 625 | \$3 / \$6 | N/A | Contract | N/A | N/A | 40% |
| City Place Garage A | 871 | N/A | Varies | Varies | 529 | 41% | 37% |
| City Place Garage B | 845 | N/A | Varies | Varies | 750 | 39% | 42% |
| City Place Surface Lot | 54 | N/A | \$1 | N/A | N/A | 90% | 50% |
| City Place Garage C | 595 | N/A | Varies | Varies | 656 | 52% | 64% |

* Successor Agency Short Term Holdings

Parking Experience

Safety and Security

Safety and security is an important aspect of the parking service provided at City facilities. A key aspect of the City's parking security plan is to increase the visibility of parking staff in the parking garages, and to provide security patrol units in marked vehicles, as well as security patrol units on bicycles. In addition, parking personnel are trained to observe and report any suspicious activity, including individuals or groups of individuals that are not actively engaged in parking or paying for parking.

Security staff have noted stored vehicles and vehicles in poor condition occupying parking spaces, resulting in parking privileges being revoked, as well as having owners remove the vehicles at their own expense. In calendar year 2014, the Long Beach Police Department logged a total of 31 calls for service for the 14 downtown parking facilities. Of those calls, nine were for vandalism, burglary, or suspicious vehicles, which is relatively low given the number of spaces in the 14 public parking facilities.

Improvements to Parking Facilities

Currently, City Place parking garages and one surface parking lot have been the focus of a number of improvement projects and maintenance efforts.

Current improvements to the facilities include:

- Replacing old lighting fixtures and adding additional fixtures to enhance security;
- Evaluating quotes, on interior and exterior (entrance) painting of structures;
- Awaiting quotes for restriping to improve traffic flow and to complement interior painting;
- Ordering 250 new signs to indicate camera locations;
- Procuring 56 new digital security cameras to replace the outdated analog cameras, as well as fiber optic connection into City Hall security for improved monitoring;
- Regular power washing of garages to prevent any buildup of stains and debris.

New technology improvements have also been made to the three garages including:

- Software and hardware upgrades to the payment systems to provide the highest level of credit card security available;
- New fiber optics communications installed connecting the three garages together;
- New high definition camera and recording systems covering key entrance and exit points of the garages;
- Working with Walmart to enhance timely removal of carts; if CPS determines excessive delay, City will remove carts;

- HVAC equipment repaired and now on a preventative maintenance schedule;
- Elevator equipment repaired and preventative maintenance cycle improved;
- 6th street sign for pedestrian crossing installed to direct people to cross at corner of Pine, as opposed to jaywalking on a busy street.

Parking Management Practices

The Department made a significant change in parking management practices by consolidating parking services under the Public Service Bureau. Previously, management of parking lots and structures fell under the Engineering Bureau's Traffic Engineering Division. However, the Public Service Bureau's Traffic Operations Division oversaw the maintenance of the garages and lots in addition to on-street parking meters. Earlier this year, to streamline parking management, the Department moved parking garages and surface lots to the Public Service Bureau to create operational efficiencies and improve coordination for management and maintenance of parking garages and lots.

Additionally, the Department requested the creation of a Parking Officer to manage all parking lots throughout the City. Dedicating a full-time staff to manage parking operations citywide effectively and efficiently removes the institutional barriers to coordination. This position is pending review by the City Manager's Office as part of the FY 16 budget process.

Marketing our Parking Assets

Community Collaboration

The Department will continue working closely with Downtown stakeholders, including the Downtown Long Beach Associates (DLBA).

Since receiving the Council's request for a study, the Department has engaged with major Downtown stakeholders, including the DLBA and Molina Healthcare, which utilizes approximately 500 spaces at City Place. As a part of this engagement, City staff took tours of lots and garages with stakeholders to solicit feedback. In total, staff held five meetings and tours to better understand the concerns of stakeholders with regard to the lots. Many of the improvements mentioned above came through feedback from our stakeholders.

Marketing

One of the greatest areas for improvement of parking lies in the ability to better market the incredible parking assets that the downtown already possess. Very few urban downtowns possess the ability to offer two hour free parking in the center of downtown,

in addition to being an asset that has available parking capacity. With the addition of the smart meters, the City now has a pilot program to offer a free five minutes for anyone running short trips, something very few other cities offer. And as the Outlet of the Pike grows, there will be free validation for parking at the Pike with the opening of outlets, providing easy access and free parking for this new shopping destination center. In order to capitalize on these assets, the City will work with our partners such as the DLBA to assemble a strong marketing program to advertise the free parking already available, as well as better signage that can help the public find the garages.

Website

With the recent launch of the new City website, staff is working with stakeholders to consolidate the City's various parking information. Phase I of the website launch consolidated the City's parking information in one central location: <http://www.longbeach.gov/parking/>. Visitors can access information related to garages, on-street meters, parking citations, and other parking information.

With the completion of Phase I, staff will begin Phase II, which seeks to build a more dynamic parking website. Phase I began with the launch of a dynamic website that showcases all of the City's parking lots with detailed information, <http://longbeach.parkingguide.com/>. This website will eventually include information on smart parking meters, including data generated by sensors for each parking space. This website provides the ability for residents to purchase monthly parking permits as a part of the City's ongoing effort to address parking impacted neighborhoods through the Community Parking Program.

The Community Parking Program, sponsored by the City of Long Beach and currently operated by IPARQ, is a new innovative way to find a parking spot. Community parking helps connect residents who live in vibrant neighborhoods with private parking lots in their community, as well as matching up residents with private off-street parking lots where they can park overnight for a nominal fee.

In addition to these web resources, the City's Downtown parking facilities are currently marketed on a number of websites, including ParkMe and Central Parking.

ParkMe is the leading provider of parking information and reservations with more than 30,000 worldwide locations, 1,800 cities, 40 countries and seven continents. ParkMe also has a companion mobile application. Visitors can access these parking services, including advanced reservations at <https://www.parkme.com/long-beach-parking>.

Central Parking also provides a Long Beach specific website, <http://longbeachparking.spplus.com>, which provides a listing of over 22 parking locations in Long Beach. The website offers parking near many popular Long Beach attractions and special events, as well as convenient monthly parking. The website also highlights operating hours, parking space capacity, rates and, for special events, the website can be used by customers to pre-purchase or reserve parking through the Click-n-Park service. Last year, more than 1,000 visitors and local residents reserved parking online for special events such as the Long Beach Marathon and the Long Beach Grand Prix. With increased marketing, Central Parking can expect a projected growth of 50 percent by the end of the year.

Mobile Application

Staff has been researching the costs of implementing a mobile application that identifies both on-street and off-street parking. The City recently completed the installation of smart meters and will soon install sensors. A smart parking meter and sensor will accurately sense vehicle occupancy in real time, guide residents and visitors to available parking, and simplify the parking experience. Such an application adds value for parking stakeholders, such as drivers and merchants, by way of a smart phone application.

Next Steps

Continued Operational Improvements

In addition to the extensive improvements to the facilities, the Department of Public Works has planned future improvements to further enhance the appearance of City Place parking garages.

Garages

The Department has identified several needs for garages, including: improvements to the main entrances, exits, and elevator waiting areas of the facilities; installing new pay stations in the surface lot; and working with local artists to bring art to some of the stark walls and columns to enliven the space (in a similar fashion as a recent award-winning garage art project in the City of Davis).

Additionally, staff has studied modern lighting, cameras, and parking counter as important, but costly, upgrades to the facilities. Currently, the Civic Garage, located on Broadway, between Chestnut and Cedar, is instrumental to show space availability information to the public via a changeable message sign located on Broadway. While none of the City's other parking facilities are currently instrumented, the City has been awarded a \$1.2 million grant for a capital improvement project to instrument its parking

facilities and install parking guidance signage in Downtown Long Beach, similar to the system recently installed in Seattle, Washington.

City staff will continue to closely monitor the cleaning and security measures, taking appropriate measures that contractors are fulfilling their obligations to ensure a clean, safe, and secure parking garage.

Surface Lots

The Department intends to study surface lots for pay stations, striping, painting, and signage for non-Successor Agency-owned surface lots. For Successor Agency-owned properties, Public Works will work closely with the Economic and Property Development Department to determine appropriate improvements, depending on the disposition of the property.

Standardized Hours

Per a suggestion from DLBA, The Department will study the costs and feasibility of standardizing of all parking hours and rates for public and private lots to improve the customer experience.

Wayfinding and Signage

The City will collaborate with partners on improving wayfinding and signage in Downtown. City staff has committed to work with DLBA on improving wayfinding, including consistent signage for Downtown for vehicles, bicyclists, and pedestrians. Public Works staff is working closely with the Department of Development Services in their efforts to issue a Request for Qualifications related to wayfinding.

Additionally, Special Events and Public Works-Traffic Engineering are jointly reviewing responses to a Request for Proposal on Electronic Display Boards for Downtown. These displays are a result of the City receiving a grant from the Los Angeles County Metropolitan Transportation Authority (Metro). These electronic signs would be activated to guide visitors to parking garages in Downtown, and would be strategically located as visitors exit the I-710 Freeway into Downtown Long Beach.

As noted above, staff will also research the costs and feasibility for deploying parking counter information for parking garages.

Funding

Many of the improvements identified require additional funding beyond the Department's currently budgeted authority. However, opportunities for additional funding exists. For example, the parking meter program expects additional revenue to be dedicated to one-time parking improvements over the next two years. This one-time amount can be up to

\$450,000. The City will continue to work closely with Downtown stakeholders in identifying needed improvements to parking garages and wayfinding to align available resources with the most effective strategies and improvements.

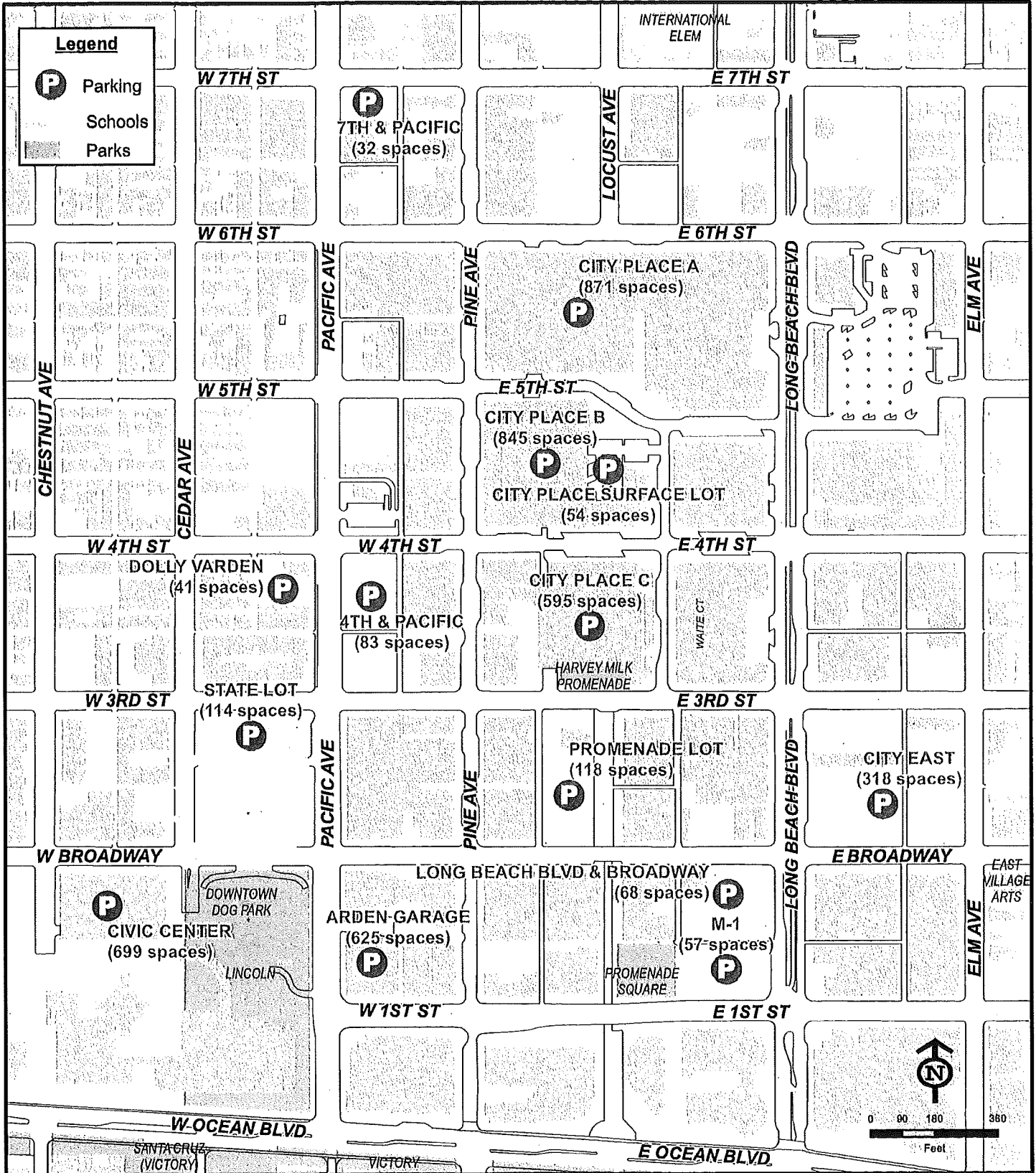
Additionally, staff has been aggressive in applying for grants that could fund some of these projects. For example, the Department recently applied for a grant with Metro for a new smart phone application tying parking availability to alternative mobility choices. The smart phone application would be a "park once" smart phone application, designed to direct residents and visitors to available long-term parking, as well as encourage individuals to use public transportation during the day, while leaving their car parked. It is expected that Metro will inform the City if the project will be grant-funded in late summer 2015.

Contact

Ara Maloyan, P.E.
Director of Public Works
(562) 570-6771



CITY OF LONG BEACH DOWNTOWN PUBLIC PARKING



Downtown Long Beach Parking Improvement Update

OCTOBER 2015

City of Long Beach | Department of Public Works

Tel (562) 570-6383

333 W. Ocean Boulevard
City Hall, Ninth Floor
Long Beach, CA 90802

<http://www.longbeach.gov/parking/>

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“Providing an outstanding parking experience remains a priority for the Department of Public Works.”

Overview

Highlights

Providing an outstanding parking experience remains a priority for the Department of Public Works. We heard the concerns at the August 18, 2015 City Council Meeting about the state of the parking structures, and we value the continued input of our community stakeholders. The Department has made and will continue to make changes as funds become available.

City staff have identified funding for the parking infrastructure improvements, and have outlined a plan and timeline for these improvements. City staff have also accomplished the following since August:

- Robust security operations at the City Place garages with the addition of coverage for the evening and on weekends for 24/7 security;
- More frequent cleaning of the garages with monthly high-pressure power washing and twice weekly sweepings and,
- Centralized parking information on the City's website, including making purchasing and renewing monthly parking permits.

Principles of Parking Management

Three principles guide the City's parking operations. These principles include:

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

Looking Ahead

With the renewal of City Place, Public Works will reach out to additional stakeholders to share the Department's efforts and to solicit feedback about additional parking improvements. We are firmly committed to safe, effective, and efficient operations of the City's parking facilities.

Ara Maloyan, P.E.
Director of Public Works
October 2, 2015

Updates and Accomplishments

Since the Department's report to Council in August, Public Works has taken the following steps to improve the parking experience in Downtown.

Security and Lighting

City staff have increased security operations at the City Place garages. City staff initiated the request for 24-hour security at the City Place garages, including weekends and nights. This will impact parking revenues generated by the parking garages by approximately \$125,000, and will be offset by parking garage revenue without structural budget impacts to the General Fund.

Additionally, Platt Security instituted a "checkpoint" reporting system as a part of their patrol tours. At each check point in the parking facility, Platt security personnel "check-in" through mobile devices, where software records an electronic date and time stamp. This system also provides for reporting various issues that arise on their patrol. An example of this report is included at the end of this briefing.

The Department also added lights along the walkway in City Place Lot A earlier this year, and will provide additional lighting. This walkway connects 5th and 6th Streets through the parking garage.

Cleanliness, Maintenance, and Customer Service

City staff increased the cleaning schedule of the City Place garages. City Place parking facilities will undergo high-pressure powered spray washing on a monthly basis—an increase from a quarterly schedule. Additionally, sweeping of the garages will increase to twice a week from the current once a week schedule. This cleaning schedule brings the City Place Garages in line with the Aquarium and The Pike parking facilities.

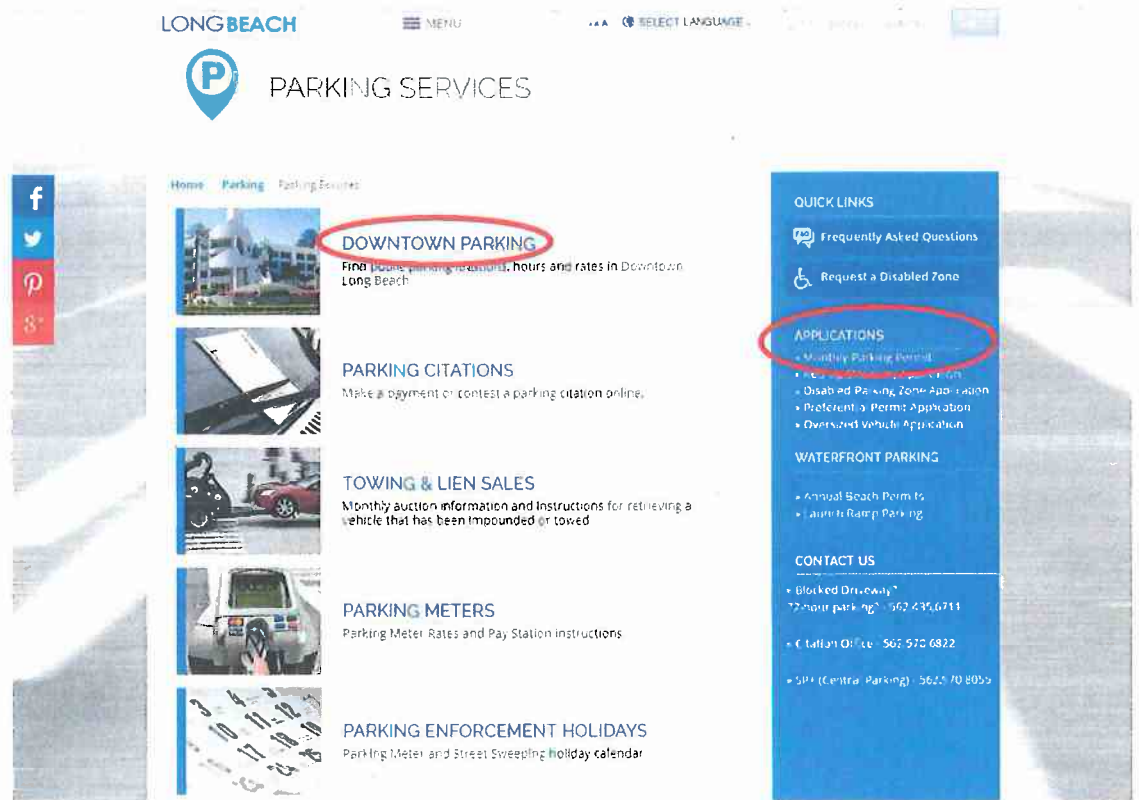
The Department has also added trash receptacles to the parking facilities. The trash receptacles are emptied daily. Central Parking will also be adding another maintenance crew at 10 pm to address any trash in the facility after-hours.

Finally, Central Parking has hired a full time parking ambassador to work with customers in the garage and respond to service requests. This ambassador will enhance the customer service experience at the garage.

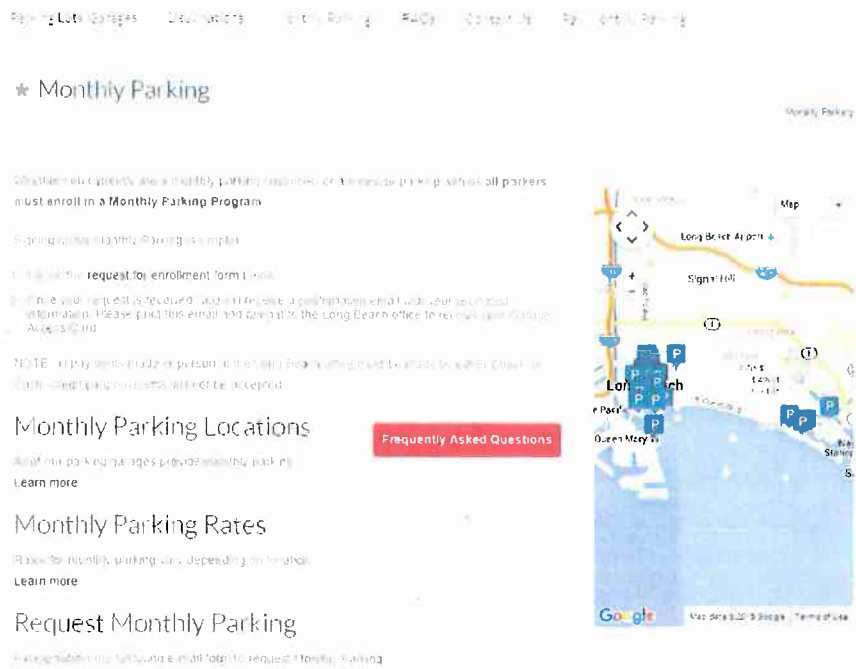
Website

The City Council requested that information related to parking and monthly parking payment be offered. While these services have always been offered for the convenience of residents, difficulty in accessing the website via the City's main page resulted in difficulty for some residents.

In response, City staff centralized these services on to one website page. Residents, visitors, and businesses can visit www.longbeach.gov/parking for parking services. Those wishing to purchase a monthly permit may do so by clicking "Downtown Parking" or by using the Applications side bar. The website also features a map of all public parking facilities including the beach surface lots.



The Monthly Parking Permit link takes visitors directly to the information related to completing an enrollment form, learning more about the locations and parking rates, and a user-friendly frequently asked questions.



Mobile App for Parking

Councilmembers requested additional wayfinding. Since the installation of the smart meters in April 2015, City staff has researched potential platforms for sharing real-time occupancy data for the street meters. City staff and ParkMe, a mobile app company that specializes in parking occupancy and works closely with IPS (the manufacturer of the City's smart meters), have made progress on the mobile app.

Planned Capital Improvements (Current)

Current Parking Meter Revenue

Staff have identified approximately \$70,000 in parking meter revenue that is currently available to start the parking improvements. In December 2014, the City Council set aside any excess parking meter revenue for the first two years of implementation of the parking meters to invest in downtown parking improvements. City staff will rely on the excess parking meter revenue to fund capital projects in City Place parking as well as other Downtown parking improvements.

Projects

City staff have identified the immediate following needs based on the initial \$70,000 and existing operating revenues:

| 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 | Completed |
| Security – increased to daily 24/7 | Completed |
| Shopping cart removal | Initiated |
| Fencing Off | Initiated |
| Window Washing | Initiated |
| Additional lights + painting of walkway | Initiated |

Approximately \$35,000 has been spent for the capital improvements identified above. City staff will continue to use parking meter revenue to fund capital projects (as identified on page 7).





As the City continues to realize excess parking meter funds, the City will put these funds toward the list of parking projects.

Planned Capital Improvements (Future)

Future Improvements

City staff has sought cost estimates for the various work needed at the City Place garages as identified during various walking tours with community stakeholders. Based on current projects, parking meter excess revenue in Fiscal Year 2016 will bring in approximately \$420,000 (approximately \$70,000 every two months) for Downtown parking improvements, including City Place. The below table identifies these needs and their estimated costs (not in priority order). Any additional funding identified can be used to complete the below improvements.

| City Place - Capital Improvements Identified | Cost Estimate |
|--|---------------|
| Total Per Parking Lot | \$ 530,100 |
| <i>LED Lighting</i> | \$ 100,000 |
| <i>Repair of surface cracks</i> | \$ 44,000 |
| <i>Cameras</i> | \$ 35,000 |
| <i>Mobilization and Equipment</i> | \$ 23,000 |
| <i>Interior Painting, of which:</i> | \$ 328,500 |
| Level 1 | |
| Ceiling and beams | \$ 130,000 |
| Walls | \$ 14,000 |
| Stairs and Handrails | \$ 12,000 |
| Columns | \$ 11,600 |
| Paint Exposed Pipe Utilities | \$ 2,500 |
| External Floor Trim | \$ 2,400 |
| Stencil Work (speed limit, yield, etc). | \$ 400 |
| Metal Fence | \$ 300 |
| Electric Room Door | \$ 100 |
| Level 2 | |
| Ceiling and beams | \$ 116,000 |
| Walls | \$ 15,000 |
| Columns | \$ 10,400 |
| Paint Exposed Pipe Utilities | \$ 2,500 |
| Level 3 | |
| Walls and Light Poles | \$ 7,400 |
| Metal Fence | \$ 3,500 |

Timeline for Improvements

Progress

Timeline below outlines expected completion dates for projects in the garages. The below represent projects that have been funded. As revenue becomes available, projects will be added to the timeline.

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

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