

**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, 1<sup>st</sup> 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 12<sup>th</sup>, 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.



**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, 1<sup>st</sup> District *LA*  
Vice Mayor Suja Lowenthal, 2<sup>nd</sup> 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;
- 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.



# 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	Utilization (est.)	
		Daily	Hourly	Monthly	Passes Sold	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%
Civic/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;
- 6<sup>th</sup> 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 on 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

CITY OF LONG BEACH  
**PUBLIC  
WORKS**  
STRONG FOUNDATION. STRONG CITY.

