



# Claremont Village Parking Management Program

VMG Monthly Meeting - Nov. 7, 2018

# Outline

- Congestion Issues
- Solution Systems
  - Paid Parking Management System
  - Lyft Subsidy Program
  - Dockless Bike and Electric Scooter systems
- Additional benefits
  - Merchant parking, relations, and opportunities
  - Funding for Capital and Ongoing Maintenance





# Congestion Issues

# Congestion Issues

- Demand exceeding supply during peak hours
- Employee Parking Impacts
- Impacts of Gold Line charging for parking (long term)





# Solution Systems

## Solution Systems

- Paid Parking Management System
- Lyft Subsidy Program
- Dockless Bike and Electric Scooter systems



# Paid Parking Management System

- Smartphone App based system
- Pay by Plate
- Alternative payment taken at kiosks (4) and by 1-800 number
- 10:00 a.m. to 11:59 p.m., Tuesday through Sunday
- Approximately 1,446 parking spaces
- Non-residents be charged \$3 for the first two hours, then \$1 for each additional hour up to four hours
- Residents would be charged \$2 for the first two hours and \$0.50 for each additional hour up to four hours

# Paid Parking Management System

Some potential benefits of the flexibility include:

- Charging separate rates for residents and visitors (up to including making it free for residents)
- Simple in-app validation and coupon offers from interested Village businesses
- Flexibility with the days and time payment is required
- Targeting of just on-street parking
- Ability to further incentivize Village business employees to park on the perimeters
- Enhanced enforcement opportunities
- Additional opportunity for quick 20 minute or less drop-in spaces
- Flexibility to change based on experience



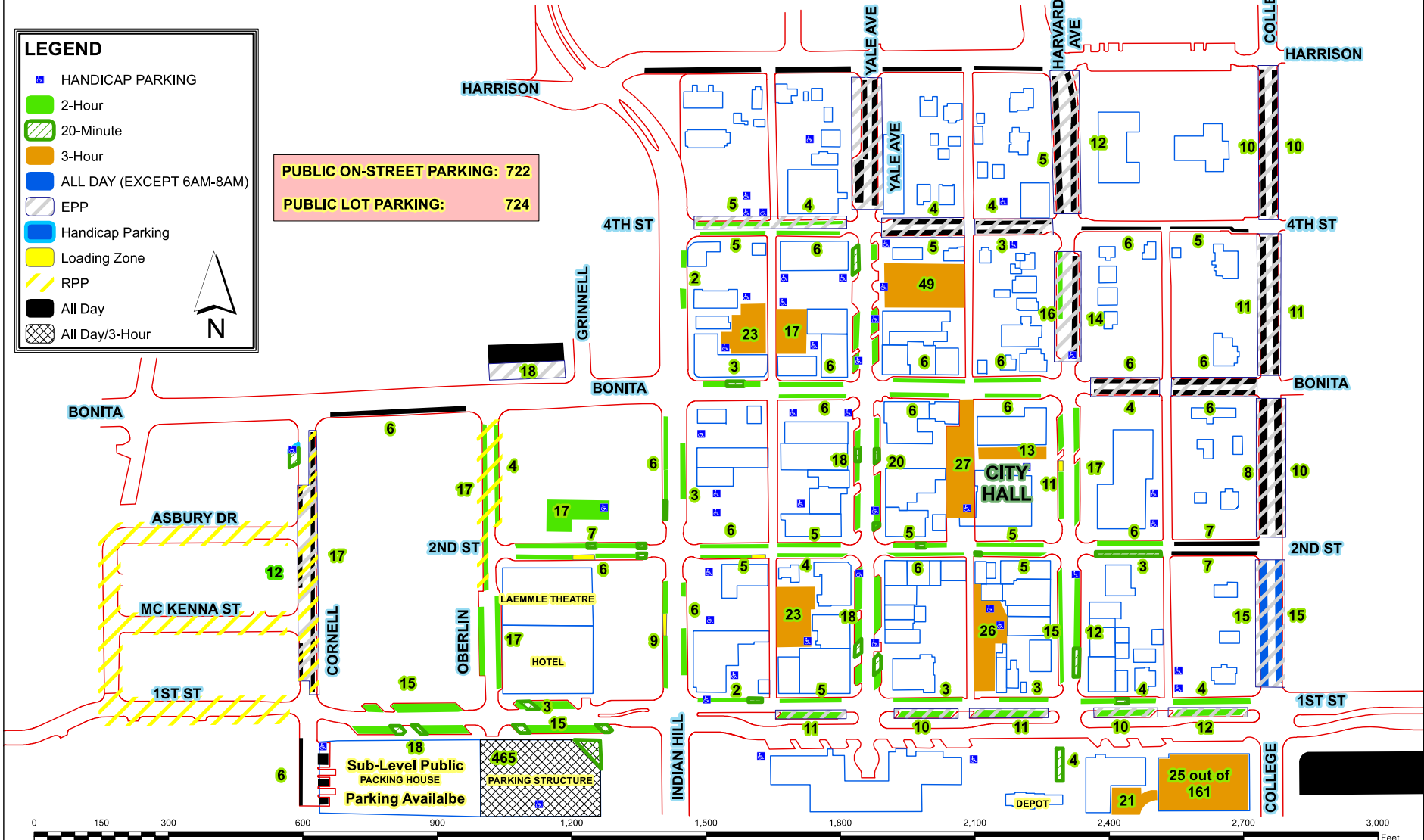
# CITY OF CLAREMONT VILLAGE PARKING

**LEGEND**

- HANDICAP PARKING
- 2-Hour
- 20-Minute
- 3-Hour
- ALL DAY (EXCEPT 6AM-8AM)
- EPP
- Handicap Parking
- Loading Zone
- RPP
- All Day
- All Day/3-Hour



**PUBLIC ON-STREET PARKING: 722**  
**PUBLIC LOT PARKING: 724**



**18**  
**Sub-Level Public**  
**PARKING HOUSE**  
**Parking Available**

**465**  
**PARKING STRUCTURE**

**21**  
**25 out of**  
**161**

## Lyft Subsidy Program

- Those who live, work, and visit the City will be able to take a Lyft ride in a designated service area at a reduced rate
- The proposed designated area is the Village
- \$1.50 per ride for Lyft (Up to 4) and \$3.00 per ride for Lyft Plus (up to 6)
- \$50,000 in transit funds to subsidize 3,500 to 5,000 rides per year
- Available to residents, merchants, and visitors during the same days and hours as the paid parking system
- Rides will be capped at 20 per person, per month



## Dockless Bike and Electric Scooter Systems

- Regulation and implementation under consideration
- Could provide another option for mobility to the Village
- Potentially help to alleviate some of the parking congestion



# Additional Benefits



## Additional Benefits

- Merchant parking, relations, and opportunities
- Funding for Capital and Ongoing Maintenance

## Merchant parking, relations, and opportunities

- Systems could allow for notifications or links to event pages on days when people are parking on a day of a major event in the Village.
- Provide coupons for local stores to people who park or for people to receive partial or full validation for their purchase.
- The digital/app nature of the solution allows for incredible flexibility and easy use.



## Merchant parking, relations, and opportunities

- The technology offers some potential options to address Employee Parking.
- A digital permit system that would allow merchant employees to register their vehicle with the app and park in various zones without being charged a fee.
- Zones can be created that have different rules, and can be seen on a map in the app to make it easy for employees to see where they should park.
- Rules can be put in the system to prevent people from re-parking in the same zone that they were in before, in order to combat the “staff shuffle.”
- If employees still choose to park near their business, they will pay for the privilege to do so at the same rate as visitors, not just when they receive a citation.

# Funding for Capital and Ongoing Maintenance

- Staff proposes to dedicate 15% to enhanced maintenance including:
  - additional pressure washing
  - trash collection
  - repainting of light poles
  - holiday décor
  - signage replacement
  - other maintenance issues
  - traffic control implementation
- Approximately 10% set aside for capital improvements such as:
  - sidewalk improvements
  - irrigation system modernization
  - new landscaping
  - resurfacing of parking lots and alleyways
  - restoration of various trash enclosures



# Parking Management Program

- We are in the early stages of the information gathering process
- Community suggestions and comments received
  - Short term/drop-off/pick-up Locations & Options
  - Short time increment payment
  - Cost may be too high
  - Impacts to businesses
  - People will go elsewhere
  - Annual resident passes
  - Employee parking for Village businesses
- Community feedback will be considered as we develop the program

**Questions? Suggestions?**