Downtown Parking Program Update

City Council Meeting

January 31, 2023

Background

- City initiated paid parking program in 2019

- Goals:

  - Manage on-street demand

  - Create an employee parking program

  - Cost-neutral by the 5th year

- In December 2022, Council reviewed the financial data for the program and approved:

  - eliminate 2 free hours

  - increase the rate to $2/hour

  - upgrade parking system related technology

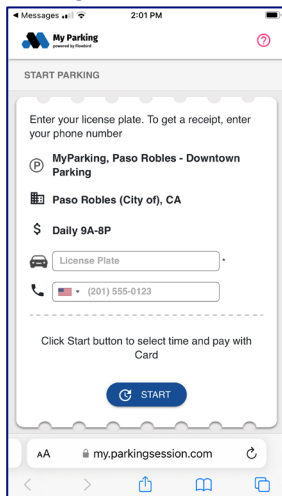 - directed staff to review options for a local discount program

Parking Technology Enhancements

Updated parking technology is expected to be launched on March 1, 2023

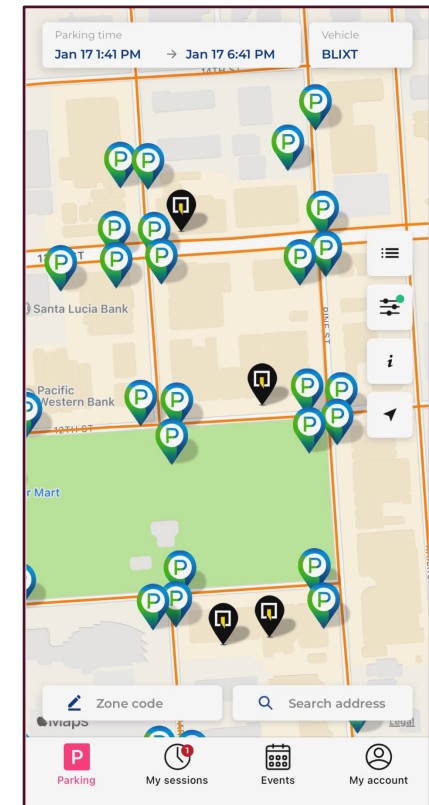Text PARKPASO
to Pay: 727563

The updated Flowbird app will offer customers improved features and usability. Existing WayToPark customers will receive a link to renew their accounts with the new application.

The Flowbird app will have a built-in map highlighting free and long-term parking location options.
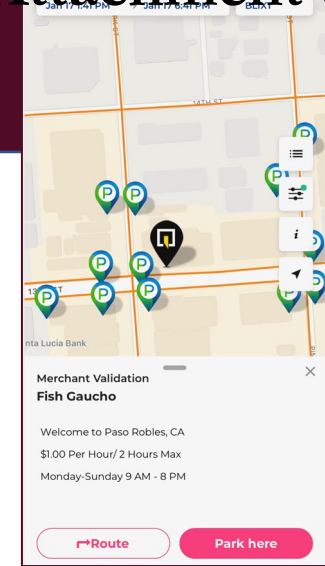
Visitors will have the convenience of the new Pay by Text feature. Customers will receive a text message with a link to pay for parking with no need to download an app.
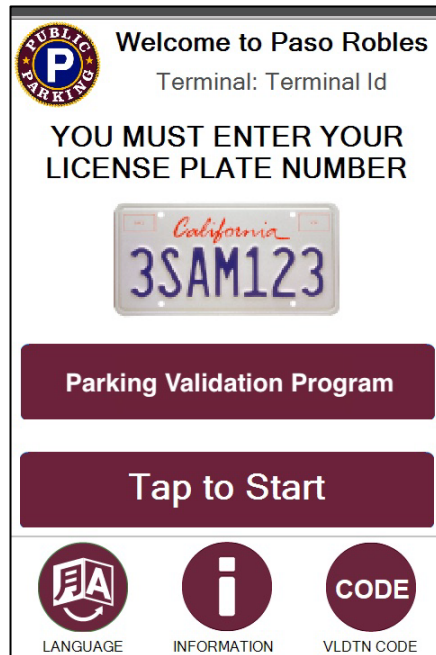
Merchant Validation

How it works:

- Merchants purchase discounted bundles of 1-hour parking codes
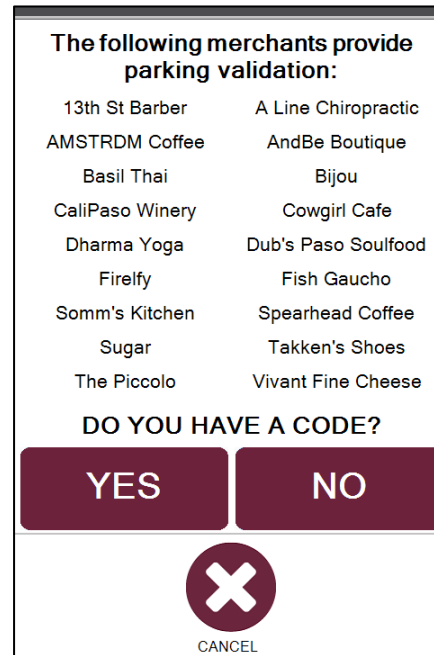- Codes can be used at pay stations or on the mobile app

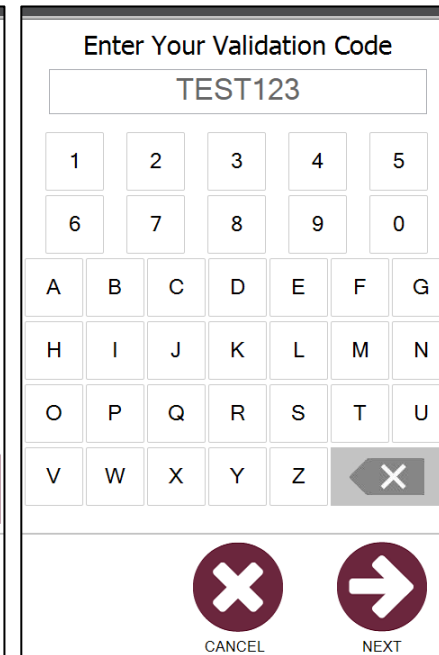Merchant Validation
Fish Gaucho

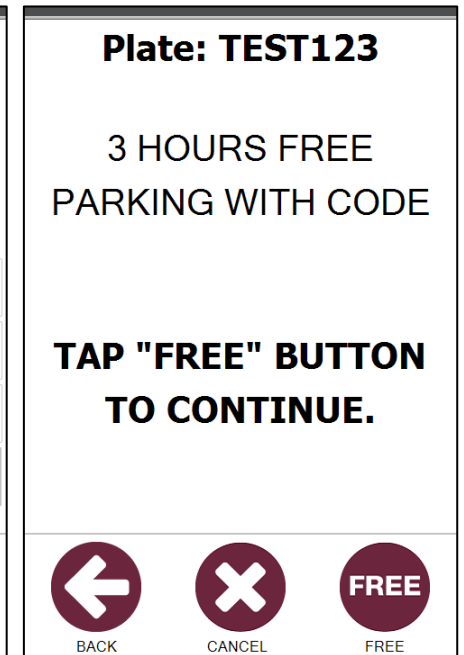Welcome to Paso Robles, CA
$1.00 Per Hour/ 2 Hours Max
Monday-Sunday 9 AM - 8 PM

Route   Park here

Example:

Merchant provides code to Customer

Welcome to Paso Robles
Terminal: Terminal Id

YOU MUST ENTER YOUR LICENSE PLATE NUMBER

California
3SAM123

Parking Validation Program

Tap to Start

LANGUAGE   INFORMATION   CODE
VLDTN CODE

Pay station screen

The following merchants provide parking validation:

13th St Barber	A Line Chiropractic
AMSTRDM Coffee	AndBe Boutique
Basil Thai	Bijou
CaliPaso Winery	Cowgirl Cafe
Dharma Yoga	Dub's Paso Soulfood
Firelfy	Fish Gaucho
Somm's Kitchen	Spearhead Coffee
Sugar	Takken's Shoes
The Piccolo	Vivant Fine Cheese

DO YOU HAVE A CODE?

YES   NO

CANCEL

Select merchant

Enter Your Validation Code

TEST123

1	2	3	4	5
6	7	8	9	0

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z	⌫	

CANCEL   NEXT

Input code

Plate: TEST123

3 HOURS FREE PARKING WITH CODE

TAP "FREE" BUTTON TO CONTINUE.
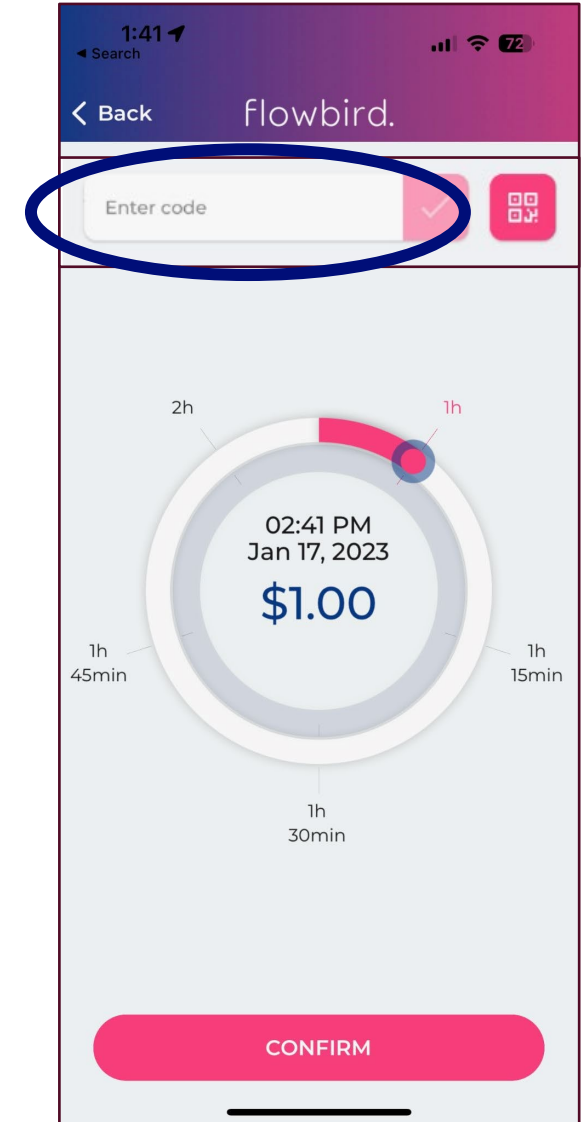
BACK   CANCEL   FREE

Redeem free parking

Local Discount Program

How it works:

- Residents can complete an online application to participate
- Each address is eligible to receive 1 unique code
- Each code provides five 1-hour free sessions per month
- Code can be applied at pay station or on the mobile app
- Code can be applied to any vehicle
- Remaining uses expire at the end of the month
- Code is replenished with 5 sessions on 1st of each month

Recommendations

- Authorize the City Manager to execute the contract renewal with Flowbird

- Approve a discounted merchant validation program

- Approve a 12-month local discount pilot program

parking@prcity.com

(805) 227-PARK