



# City of Fresno CA Parking Rate Study

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WPM Parking Services Group

WALTER P MOORE

## Existing Conditions

### → Five Parking Structures

- \$3.00 First Hour
- \$1.00 Each Additional Hour
- \$9.00 Max

### → Seven Off-Street Surface Lots

- Off-street lots have a combination of meters and cashiers / Same rates as garages

### → Approximately 2,000 On-Street Meters

- \$0.75 per hour

## Study Conclusions

- Garage occupancy is low
- On-street meters experience high occupancy demand in Government areas
- On-Street Meter short-term parking is priced lower than garages
- Generally parking rates charged for off-street parking monthly contracts are in line with comparable cities, however, many contracts are deeply discounted
- Meters accept coins only – are not dynamic and do not offer mobile apps
- Meters on the peripheral areas of downtown have low or zero occupancy
- A 33% increase in meter rates will produce approximately \$316,190 additional profit over the 2016 profit reported
- The increased meter revenue can be used to off-set the cost of the deferred maintenance plan proposed by Walter P Moore

## Recommendations

- Increase on-street meter rates to \$1.00 per hour
  - Install “smart” multi-space meters where possible
  - Consider tier/demand pricing that will raise meter rates to \$1.50 per hour for peak demand periods and events
- Raise the meter occupancy permit to \$150.00
- Provide a mobile payment application for on-street meter payments
- Eliminate or move meters with zero occupancy
  - Monitor with periodic occupancy surveys
- Increase Monthly Contract rates (where possible) to \$60.00 minimum.