



Urban Parking Partnership

In order to provide residents with additional off-street parking, the City of Long Beach has established an Urban Parking Program to help businesses and churches set up parking programs that meet their needs, generate revenue AND provide parking spaces for area residents. Lot owners will determine the rules and fees for parking while iParq, a City selected vendor, will accept the parking payment and generate parking permits to ensure proper control of the lot. The City will assist in sharing ideas on how lots have been managed, publicizing a lot's availability and making the lot owners' generosity known to the community.

Please find following Frequently Asked Questions about this program.

How will I know if other people start using the lot? Parking permits are sold and issued by iParq. These permits are displayed on the front windshield to identify cars participating in your parking program. Because these permits are registered, they can be crosschecked with license plates to make sure that those who paid are the ones parking in the lot. If you have a large lot there are hand-held units for scanning permits to verify payment. Security firms that specialize in enforcement are also available.

How much can I charge for parking? The rate you charge for parking is at your discretion. We can let you know what similar lots in your area charge. If you start with a relatively low rate, you will be able to adjust your rates upward over time as the market will bear.

What can I do if people don't move their cars by the time I need to use the lot? Your contract and signs provided by the towing company will clearly communicate your hours and consequences of noncompliance. You may contact the offending parker or leave a notice of noncompliance on their vehicle for a first offense if you wish. If necessary, private towing companies will remove vehicles at the owners' expense.

How can I protect myself against liability if someone gets hurt on my property? Anyone parking on your lot must sign a contract including a release of liability to participate. Please find enclosed a sample.

How should I pick who can park in the lot? Who parks in your lot is your decision. The City of Long Beach uses mailers within a 1/4 mile radius to publicize their lots then a lottery system to assign spots. You could choose neighbors or customers or use a lottery, whatever best suits your requirements. Any car off the street opens up a spot for someone else in the community to park.

For more information about the program or to discuss it further please call:
Laura Storke, Parking Specialist, at 562-208-2607

What is the best way to collect fees from those I allow to park in the lot? iParq offers an on-line parking management system with which you can collect payments in a variety of forms. There is a nominal fee for the service.

I'm happy to let someone use my lot but don't want to deal with any of the administration or enforcement. What are my options? iParq can provide administrative services and refer you to a local towing company that could help with enforcement. If you have a large lot and seek additional enforcement, iParq can help you hire a professional parking operator to manage and/or monitor your lot. This is probably most practical for larger lots that can spread the costs over a greater number of parking spots.

I need to use part of the lot. How could that work? The system is flexible. You decide when, where and how many spaces you wish to make available. Parking spaces can then be identified using signage, striping or numbers to designate any part of your lot that you wish to open to parking.

I have some after-hours events, for which I want the lot to be open for participants. How can I make sure nobody is using the lot for parking during that time? If you have frequent after-hours programs, you may want to open parking only to the group of people who are regular participants in your program. That way no parking is taken away from participants. If your events are relatively infrequent, simply include in the contract a provision to close the lot on designated nights; with 30-day notice provided to parkers of the date parking will be unavailable. iParq will then communicate your events to your parkers via it email and electronic systems.

What if I decide later that I don't want anyone using my lot anymore? Either party with 30 days notice may cancel the parking agreement. If you decided to end the parking program, you would contact iParq, iParq will send notification to all participants notifying them of the upcoming end of parking and iParq will terminate any payment collection. In short your risk is limited to a 30 day trial.

What is the City's goal for the program? Make more parking available. Many spaces around the City are only used for part of the day. A parking space left empty for even part of day is a wasted opportunity. The goal is to move parkers from the street to those unused spaces around the community. Every car that moves from the street opens up a parking space on the street. By using technology to match those available spaces to the people who want to park there, the business and groups around the city get a new revenue source and parkers can be assured of readily finding their parking space. As cars move off the street, more parking is available on the street. More parking benefits everyone.

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