



CITY OF POMONA

VEHICLE PARKING DISTRICT

STAFF REPORT

Date: April 13, 2017 **Agenda Item No. 04-13-05**

To: Chair and Vehicle Parking District Board of the Commissioners

Submitted by: Kirk Pelsner, Deputy City Manager

Prepared by: Joaquin Wong, Senior Project Manager *JW*

Subject: Quarterly Daily Parking Revenue Report, Fourth Quarter (October through December) 2016, and First Quarter of 2017(January through March)

SUMMARY

Recommendation – That the Board of Parking Place Commissioners Receive and File the Fourth Quarter of 2016 (October through December 2016) and First Quarter of 2017 (January through March 2017) Daily Parking revenue report.

Fiscal Impact - The VPD received a total of \$46,441 during the last quarter of 2016, and a total of \$44,414 during the first quarter of 2017, from daily parking fees. The total was calculated based on information provided by the IRIS reporting system that tracks parking kiosk transactions. A total of \$129,025 was received in parking permit sales for the last quarter of 2016 and \$130,967 for the first quarter of 2017.

BACKGROUND / DISCUSSION

At the last VPD Ad-Hoc Committee meeting the Committee requested the staff provide a quarterly accounting of revenues for each individual lot for each day of the week broken down by daytime and night time revenues for the last quarter of 2016, and the first quarter of 2017. This level of information requires staff to run approximately 1,680 individual IRIS reports. This is estimated to take approximately 140 hours. Calculation for each IRIS report takes approximately 5 minutes per report. In lieu of this degree of detail, staff prepared a summary of daily parking revenue by lot per quarter (Attachment 1). This will provide a general picture of the most utilized paid parking lots in the District.

To further asses VPD parking revenues, staff is providing a summary of quarterly parking permits sold (Attachments 2). This summary includes the number of parking permits sold per lot (Residential, Commuter, and All Lot Non-Specific permits are not limited to one lot. Therefore, a total count of these permits sold per quarter is provided). Western University and the Provident Group Pomona, LLC. (Daumier Student Housing Complex) lease Lots 17, 18, 19, 20, 21, 22, 23, 24, 25 and 26T, and the SAE middle school leases 33 spaces in Lot 9).

Although the summary data represents revenues from both daily parking fees and quarterly parking permits and sales, the IRIS system represents guests that check-in at the parking kiosks for free parking (although it is not necessary to register for 2 hour free parking).

CONCLUSION

Based on IRIS data and parking permit records, the VPD lots most utilized are lots 12, 10 and 7. Daily parking revenues vary from lot to lot and quarter by quarter. Lot demand and income is driven by Downtown activities such as concerts, school schedules and the holiday seasons. Data also indicates that a large number of parking customers utilize the 2 hour free parking option which does not generate any income for the VPD.

Attachment: 1) Daily Parking Revenue Summary Chart
 2) Parking Permit Summary Chart
 3) VPD Aerial Map

Oct-Dec. 2016 Pay Station Revenue			
	Total Transactions	Unpaid Transactions	Total Collections
Lot 4	56	42	\$28.00
Lot 6	2,437	343	\$4,189.45
Lot 7	931	478	\$907.40
Lot 8	895	355	\$2,149.85
Lot 9	2,345	1,173	\$3,904.55
Lot 10	8,185	2,405	\$11,560.00
Lot 11	2,332	1,265	\$2,134.25
Lot 12	13,040	6,520	\$10,132.00
Lot 13	4,969	3,890	\$2,159.10
Lot 14	6,788	5,076	\$3,425.30
Lot 15	5,266	2,392	\$5,748.50
Lot 17	218	167	\$103.00
Lot 20	0	0	\$0.00
Lot 23	0	0	\$0.00
TOTAL	47,462	24,106	\$46,441.40

Jan-Mar. 2017 Pay Station Revenue			
	Total Transactions	Unpaid Transacations	Total Collections
Lot 4	97	5	\$185.85
Lot 6	1,392	293	\$2,199.60
Lot 7	5,158	2,799	\$4,718.00
Lot 8	822	253	\$2,068.00
Lot 9	1,013	398	\$1,230.75
Lot 10	8,250	2,230	\$12,040.20
Lot 11	2,252	1,348	\$1,809.00
Lot 12	12,556	7,498	\$10,116.00
Lot 13	5,182	4,171	\$2,023.00
Lot 14	6,053	4,163	\$3,781.65
Lot 15	3,831	1,692	\$4,242.00
Lot 17	0	0	\$0.00
Lot 20	0	0	\$0.00
Lot 22	0	0	\$0.00
TOTALS	46,606	24,850	\$44,414.05

CITY OF POMONA
VEHICLE PARKING DISTRICT (VPD)
PARKING LOT INVENTORY
October - December 2016

LOT #	TOTAL NUMBER OF SPACES	TOTAL SPACES LEASED OUT	Total Revenue for QT
Lot 1	158	42	\$3,780.00
Lot 2	40	0	\$0.00
Lot 3	72	0	\$0.00
Lot 4	52	0	\$0.00
Lot 5	35	0	\$0.00
Lot 6	103	31	\$2,790.00
Lot 7	114	22	\$1,800.00
Lot 8	54	7	\$630.00
Lot 9	53	34	\$3,060.00
Lot 10	155	0	\$0.00
Lot 11	48	9	\$765.00
Lot 12	187	20	\$510.00
Lot 13 *	27	2	\$180.00
Lot 14 *	55	0	\$0.00
Lot 15	93	6	\$630.00
Lot 16	0	0	\$0.00
Lot 17	195	195	see Western U
Lot 18	7	7	see Western U
Lot 19	92	92	see Western U
Lot 20	90	90	see Western U
Lot 21	46	46	see Western U
Lot 22 to Daumier	88	88	\$11,700.00
Lot 23 to Western U / Daumier	112	112	Daumier leases 130 spaces
Lot 24	156	156	see Western U
Lot 25**	89	89	see Western U
Lot 26 T	191	191	see Western U
TOTAL	2,312	1,239	\$25,845.00

WESTERN UNIVERSITY

PERMIT	Available to Lease	Total # Purchased	Total Revenue for QT
Western University	N/A	947	\$85,230.00
Helix ** (Sub-let Western University)	0	89	Paid by Western U
Residential	N/A	103	\$3,015.00
All Lot Non-Specific	100	77	\$10,395.00
24-Hour Super Pass	100	0	\$0.00
Commuter	60	55	\$4,540.00

TOTAL	1,271	\$103,180.00
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Grand Total	Permits	Revenue
	1,444	\$129,025.00

**CITY OF POMONA
VEHICLE PARKING DISTRICT (VPD)
PARKING LOT INVENTORY
January - March 2017**

LOT #	TOTAL NUMBER OF SPACES	TOTAL SPACES LEASED OUT	Total Revenue for QT
Lot 1	158	37	\$3,330.00
Lot 2	40	0	\$0.00
Lot 3	72	0	\$0.00
Lot 4	52	0	\$0.00
Lot 5	35	0	\$0.00
Lot 6	103	35	\$5,040.00
Lot 7	114	27	\$2,280.00
Lot 8	54	11	\$1,960.00
Lot 9	53	34	\$1,080.00
Lot 10	155	0	\$0.00
Lot 11	48	8	\$720.00
Lot 12	187	6	\$540.00
Lot 13 *	27	2	\$180.00
Lot 14 *	55	0	\$0.00
Lot 15	93	6	\$540.00
Lot 16	0	0	\$0.00
Lot 17	195	195	see Western U
Lot 18	7	7	see Western U
Lot 19	92	92	see Western U
Lot 20	90	90	see Western U
Lot 21	46	46	see Western U
Lot 22 to Daumier	88	88	\$11,700.00
Lot 23 to Western U / Daumier	112	112	Daumier lease 130 spaces
Lot 24	156	156	see Western U
Lot 25**	89	89	see Western U
Lot 26 T	191	191	see Western U
TOTAL	2,312	1,232	\$27,370.00

WESTERN UNIVERSITY

PERMIT	Available to Lease	Total # Purchased	Total Revenue for QT
Western University	N/A	947	\$85,230.00
Helix ** (Sub-let Western University)	0	89	Paid by Western U
Residential	N/A	95	\$2,790.00
All Lot Non- Specific	100	55	\$8,775.00
24-Hour Super Pass	100	0	\$0.00
Commuter	60	50	\$5,400.00

TOTAL	1,236	\$102,195.00
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Grand Total	Permits	Revenue
	1,402	\$130,967.00

VPD Lot	Parcels
1	1
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Prepared by GIS Department
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