CITY OF LONG BEACH

City of Long Beach Recovers 100% of YoY Parking Transactions

The City of Long Beach partnered with Smarking to restructure their parking rates in order to manage demand, support essential services, and reduce congestion.

smarking

ABOUT CITY OF LONG BEACH

Located in sunny Southern California and known for its waterfront attractions, the City of Long Beach is the 7th most populous city in California with a population of 463,218.

SMARKING PARTNERSHIP

The City of Long Beach initially partnered with Smarking in 2015 to centralize their parking data and to enable smarter parking policies. Since then, they've successfully leveraged real-time data to improve rate models, increase revenue, and manage demand.

PARKING TRANSACTIONS OUTPERFORM 83% OF THE US

In March 2020, the City of Long Beach reduced public access to beach parking lots, while maintaining access for permit holders, following the "Safer at Home" pandemic-related closures. This resulted in a nearly 100% decline of parking demand through the end of May 2020. However, due to their proactive effort, the city achieved Stage 3 re-openings by June 17th and saw **70% occupancy at their beach lots in the first week of re-opening**.

Each lot was managed by a parking ambassador offering distancing guidance and **ensuring a safe re-opening**. For on-street meters, the city enabled 15-min courtesy parking to **reduce curbside congestion and to allow for turnover** of spaces serving essential businesses, such as food pick-up.

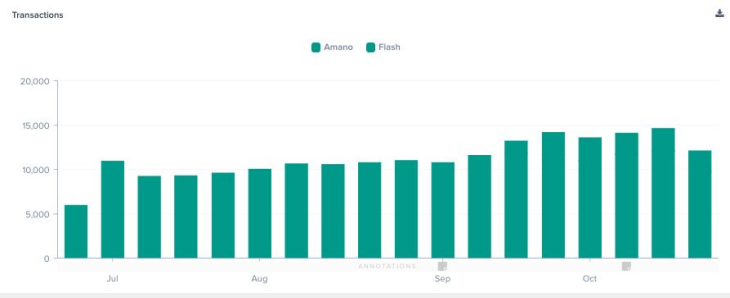
By October 1, the City of Long Beach has seen a **68% week-over-week growth** in parking demand, **outperforming 83% of the US and 80% of the Los Angeles metro** area. Given the increased demand, the staff was able to **strategically implement a rate adjustment in FY 2021** to:

- Adjusted parking rates to match the market rate and surrounding beach cities
- Increase availability and accessibility for residents and visitors
- Generate revenue for the city to fund essential services

MANAGING DEMAND WITH DATA-DRIVEN RATES

The strategic data-driven rate adjustment helped to **generate additional funds needed to ensure maximum parking operational efficiency** such as increasing wayfinding, machine sanitation, and the overall maintenance of beach lots. Strategically adjusting parking rates in high demand areas allows pricing to control demand, prevent congestion, and **improve accessibility for residents** and visitors.

City of Long Beach Parking Transactions



City of Long Beach Outperforms the Market