

**STAFF REPORT - PLANNING
CITY OF TEMECULA
OLD TOWN LOCAL ADVISORY COMMITTEE**

TO: Old Town Local Advisory Committee

FROM: Matt Peters, Director of Community Development

DATE: July 24, 2025

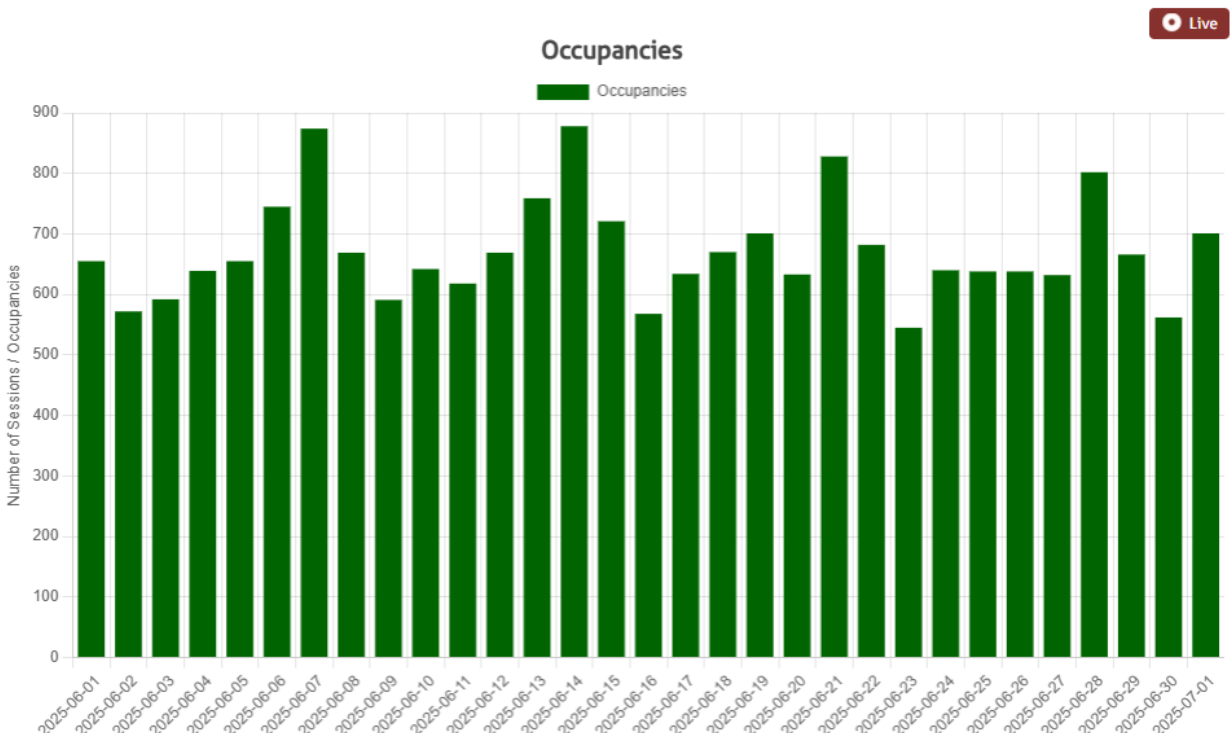
SUBJECT: Update on Frogparking Pilot Program, (Project No. LR22-0857)

PREPARED BY: Eric Jones, Associate Planner II

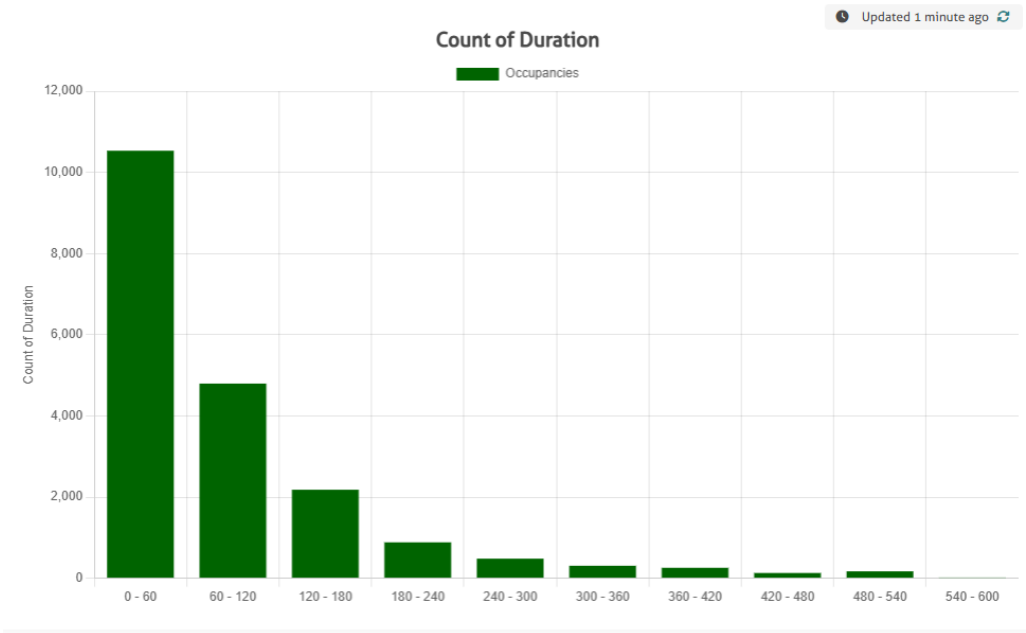
RECOMMENDATION: That the Committee receive and file the update on Frogparking Pilot Program.

BACKGROUND: Parking sensors from the City's parking vendor, Frogparking, were installed on February 11, 2025 on Old Town Front Street between the northern arch and Main Street. The system is up and running and Staff will be providing monthly updates to the Old Town Local Advisory Committee regarding the data produced for this pilot program. The data below is taken from June 1, 2025 through July 1, 2025.

The system reports that Saturdays continue to have the most parking sessions as shown below. Saturday, June 14, 2025 had the highest sessions within the pilot area at 878.



Parking data also indicates that the vast majority of parking sessions are still between one (53%) and two (24%) hours long. Three-hour parking sessions total 11% and longer periods drop off dramatically after three hours. The data continues to show there are several spaces with extreme parking durations of well over 11 hours. These spaces are spread throughout the study area.



The system reports that the average utilization continues to be below 85%. The utilization average for the month of June was 44.33%.

