

CITY OF TEMECULA AGENDA REPORT

TO: Old Town Local Advisory Committee (OTLAC)
FROM: Matt Peters, Director of Community Development
DATE: October 23, 2025
SUBJECT: Receive and File Update on FrogParking Project

PREPARED BY: Eric Jones, Associate Planner II

RECOMMENDATION: That the Committee receive and file an update on FrogParking project (Long Range Project No. LR22-0857).

BACKGROUND: In 1994, the City of Temecula adopted the Old Town Specific Plan to guide the preservation and revitalization of Old Town Temecula. Since then, the City Council has relied on studies, expert input, and data to shape and implement the plan. In recent years, curb management and parking in Old Town have emerged as increasingly prominent issues. Since 1998 the City of Temecula has monitored the availability of parking in Old Town by utilizing a manual process. This data has been utilized to inform the decision makers on policy decisions, changes, and direction as the district continues to evolve. In recent years this approach has become both inefficient and extremely costly. Therefore, the City desired to explore technological solutions to track parking. The City circulated a Request for Proposal (RFP) for parking sensor technology utilizing in-pavement parking sensors. The City has recently evaluated a variety of parking sensor technologies (via a City commissioned white paper prepared by Fehr and Peers) and determined that in-pavement sensors are the most advantageous technology to meet the City's needs.

The City circulated a Request for Proposal (RFP) and on November 12, 2024 the City Council selected FrogParking as the vendor to supply the City of Temecula with parking sensors in Old Town. The project was proposed to be implemented in two phases as described below:

- i. **Phase I (Live on February 12, 2025):** The first phase consisted of a pilot program encompassing the area along Old Town Front Street from the northern arch to Main Street. The pilot program allowed the vendor to demonstrate system performance prior to full implementation. The pilot program:
 - a. Consisted of 88 sensors deployed and operational
 - b. Demonstrated all features of the system, including real time and historical data access, dashboards, reporting, availability monitors, and all other relevant system features.

- ii. **Phase II:** Upon successful completion of the pilot deployment, the vendor will receive written authorization to proceed with the deployment of all remaining sensors and any required configuration and supporting equipment.

The combination of both phases will assist the City Council in making future data driven decisions. These decisions could potentially be related to:

- Timed Parking
- Delivery Parking
- Trash Pick-Up
- Street Sweeping
- Dropoff/Pick-Up (includes Uber and Lyft)
- Grab & Go Parking (for takeout orders)
- Resident Permit Parking and Impacts of State Housing Laws (parking being reduced or eliminated in many cases)
- Employee Parking
- Overnight Parking
- Advertising Where to Park on Social Media and City Website (could be fluid depending on time of year, event, etc.)
- When and Where to Implement Old Town Parklets
- Where to locate in future parking lots or garages
- Potential, if any, Paid/Metered Parking
- Street Closures
- Event Management
- Economic Coordination
- Parking Standards in Old Town
- Private Parking Lots
- Alternative Transportation Options (Old Town Trolley, etc.)
- Construction Timing and Phasing

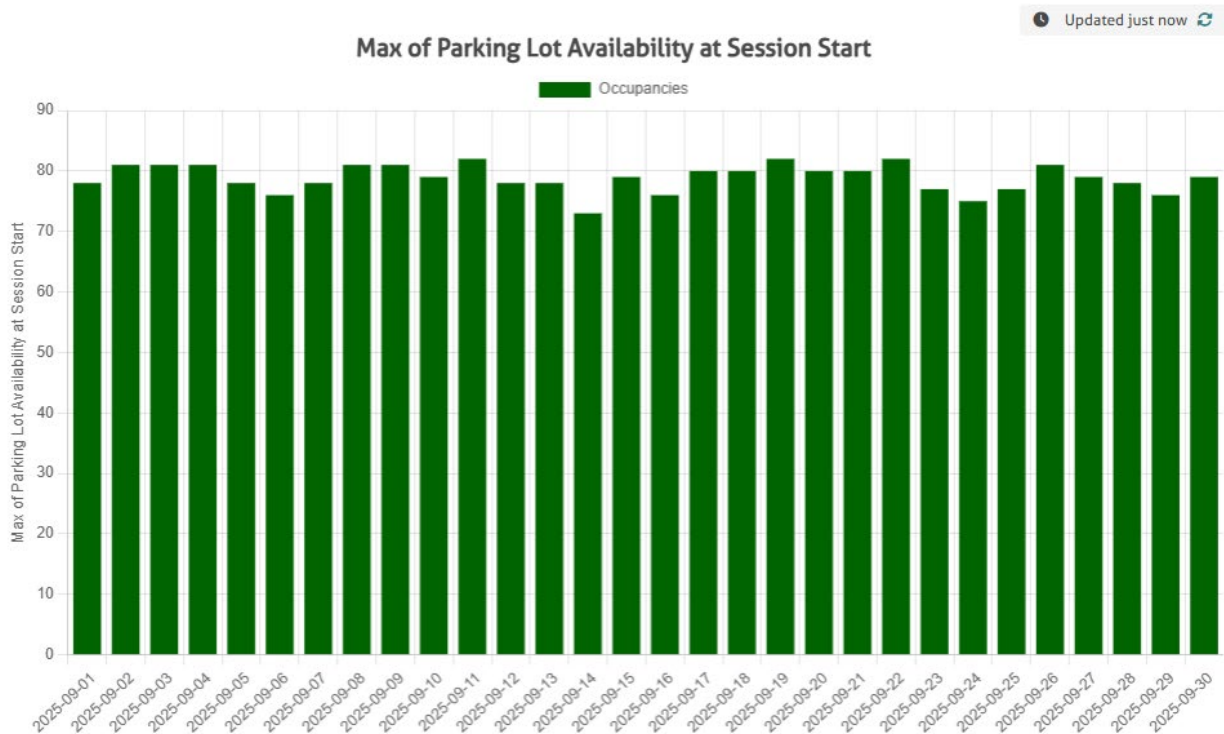
Key questions to ask for each of these items include, but are not limited to, should we implement it? Why or why not? If it is implemented, where? and for how long? How do we know if the decision to implement was successful or not successful?

The system is anticipated to assist in answering these questions because data collected by the sensors is in real time. This is unlike the past manual count process. That process only provided for a “snapshot in time” which offered a variety of opportunities to challenge results. Real time data will allow the City Council and staff to craft meaningful public parking policy in a manner that is thoughtful, timely, and accurate. Additional scenarios and questions that have not yet been thought of will no doubt surface in the years to come. Real-time data will be helpful in the analysis for these as well.

The cost of the project has been adjusted to incorporate lessons learned from the pilot program. During the pilot period, staff worked with the vendor to ensure data will be collected for the parking garage in a manner consistent with project goals. An updated proposal has been submitted to reflect this effort. The updated proposal includes enhancements such as visual indicators for the parking garage. These indicators will assist visitors, residents, businesses, and property owners to locate parking quickly and efficiently while in the garage. In addition, the updated proposal also shows that maintenance costs for years one and two are now free. The table below shows a comparison between the originally approved costs and the updated costs for the entire project. Please note that the “Revised with Enhancements” total remains within the previously approved contingency amount set by the City Council. All other contract provisions remain unaltered, with the exception of the previously mentioned free maintenance costs for years one and two.

	Phase I	Phase II	Total
Original Approved Cost	\$34,392	\$514,884	\$549,276.00
Revised with Enhancements	\$34,392	\$534,473.79	\$568,865.79
Difference (with Enhancements)			\$19,589.79
Original Approved Cost with Contingency			\$604,203.60

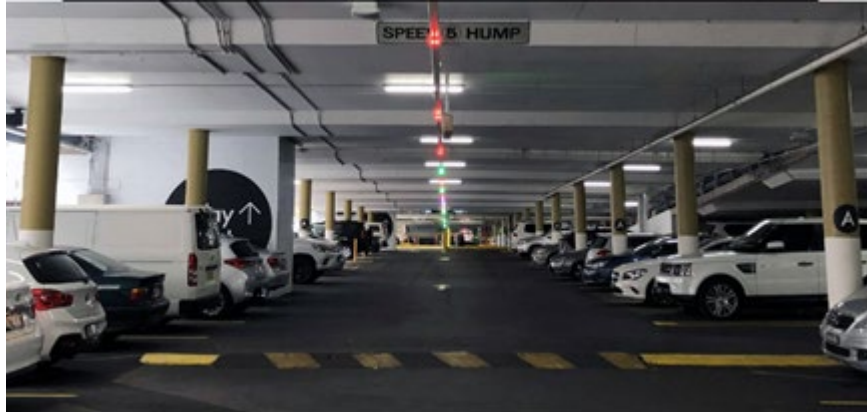
Staff presented the revised project to the City Council Old Town Steering Subcommittee on August 5, 2025. The Subcommittee was updated on staff observations of the Phase I pilot program. This included sharing outcomes from the study that challenged assumptions held when the project began. For example, staff had a strong expectation that spaces utilized for the pilot program would be at capacity during typical daytime and evening hours when visitors are still eating at restaurants and shopping in stores. However, the system revealed this was not the case. The chart below is from the month of September 2025 and shows the spaces encompassing the pilot program. The Y axis represents the number of parking spaces and X axis represents the dates. The chart shows that the pilot program did not reach a level of full occupancy (88 spaces) for the month of September. This was true even on Labor Day and weekends.



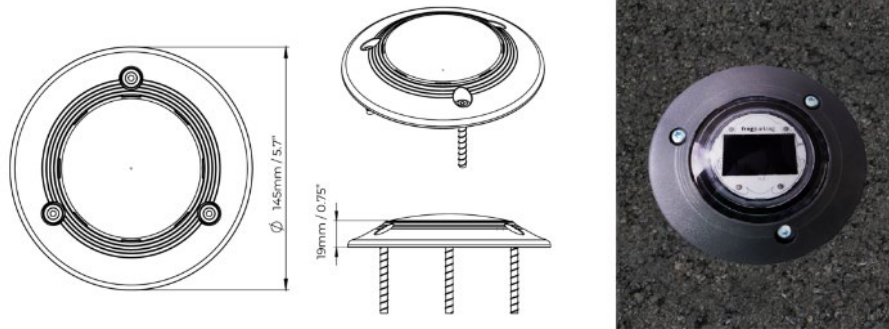
The subcommittee was also updated on the previously mentioned cost revision for Phase II implementation. The subcommittee expressed enthusiasm for the project since it will allow the City to collect accurate data regarding public parking trends in Old Town.

The project will incorporate a variety of sensory types. Areas in the garage not receiving direct sunlight will consist of laser sensors mounted to a bar running along the ceilings. Garage rooftop sensors with exposure to sunlight will consist of the surface mounted solar sensor. These sensors will be affixed to the structure with a combination of screws and epoxy. Finally, on-street parking and non-garage parking lots will utilize the same battery sensor deployed during the pilot program. Images of each sensor are provided below.

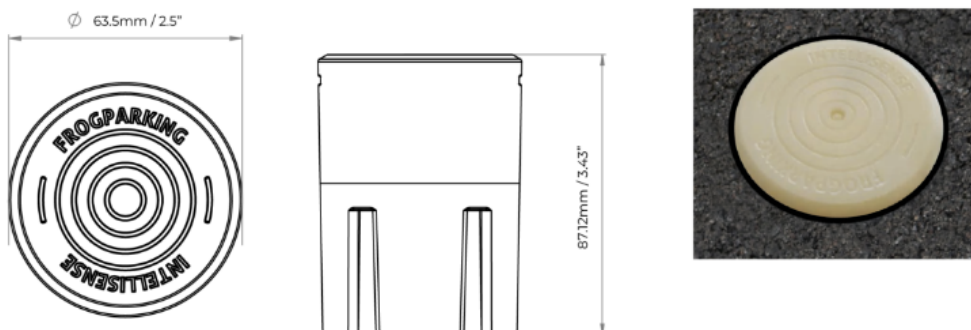
Laser Indoor Guidance System (deployed in areas of the parking garage without direct sunlight)



Surface Mount Solar Sensor (Deployed on the roof of the garage where direct sunlight is available)



Battery Sensor (Deployed in on-street and parking lot areas)



Please note that as of this writing, staff has scheduled this project to be presented to the City Council on October 28, 2025.

FISCAL IMPACT: The total purchase and installation price for the project will increase from \$549,267.00 to \$568,865.79 in accordance with Attachment 1.