

**PLANNING MEMO  
CITY OF TEMECULA  
OLD TOWN LOCAL ADVISORY COMMITTEE**

**TO:** Old Town Local Advisory Committee

**FROM:** Matt Peters, Director of Community Development

**DATE:** April 24, 2025

**SUBJECT:** Receive and File Update on Frogparking Pilot Program

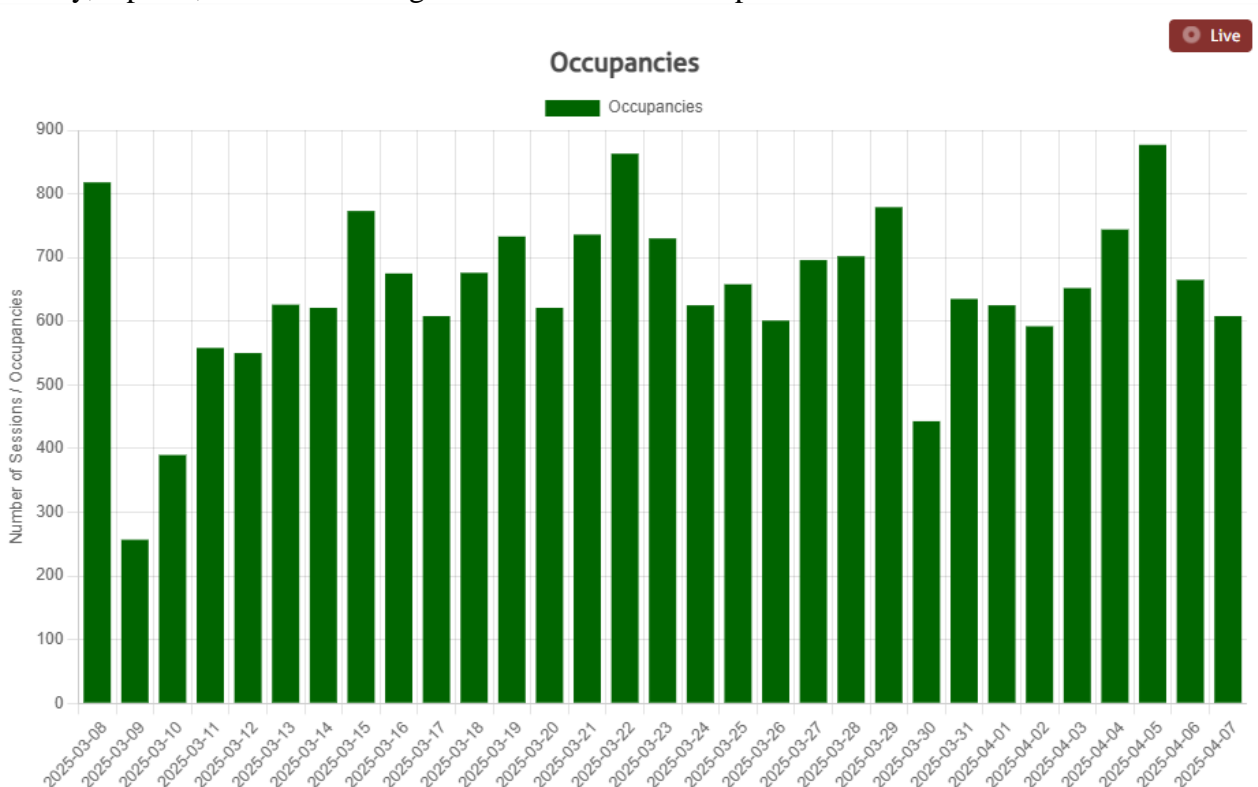
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**PREPARED BY:** Eric Jones, Associate Planner II

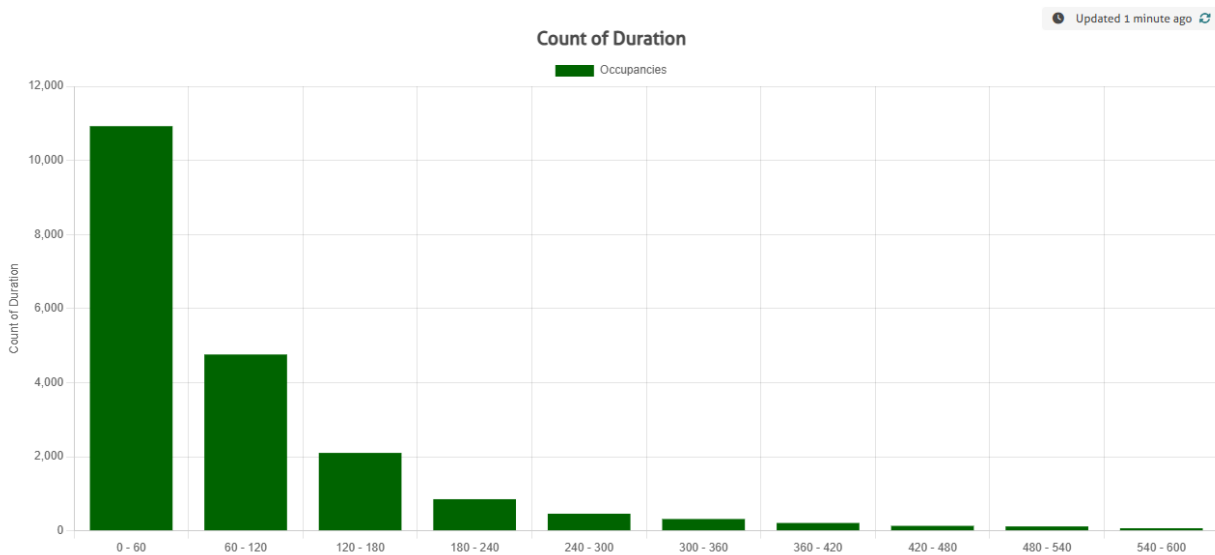
**RECOMMENDATION:** Receive and File

**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 March 8, 2025 through April 7, 2025.

The system reports that Saturdays continue to have the most parking sessions as shown below. Saturday, April 5, 2025 had the highest sessions within the pilot area at 877.



Parking data also indicates that the vast majority of parking sessions are still between one (54%) and two (23%) hours long. Three-hour parking sessions total 10% 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 there are peak times when utilization is at or above 85% for the pilot program. However, the average utilization continues to be below 85%.

