

Paving the Way

How Effective Parking Management Fuels Urban Success

October 9, 2025



About Us



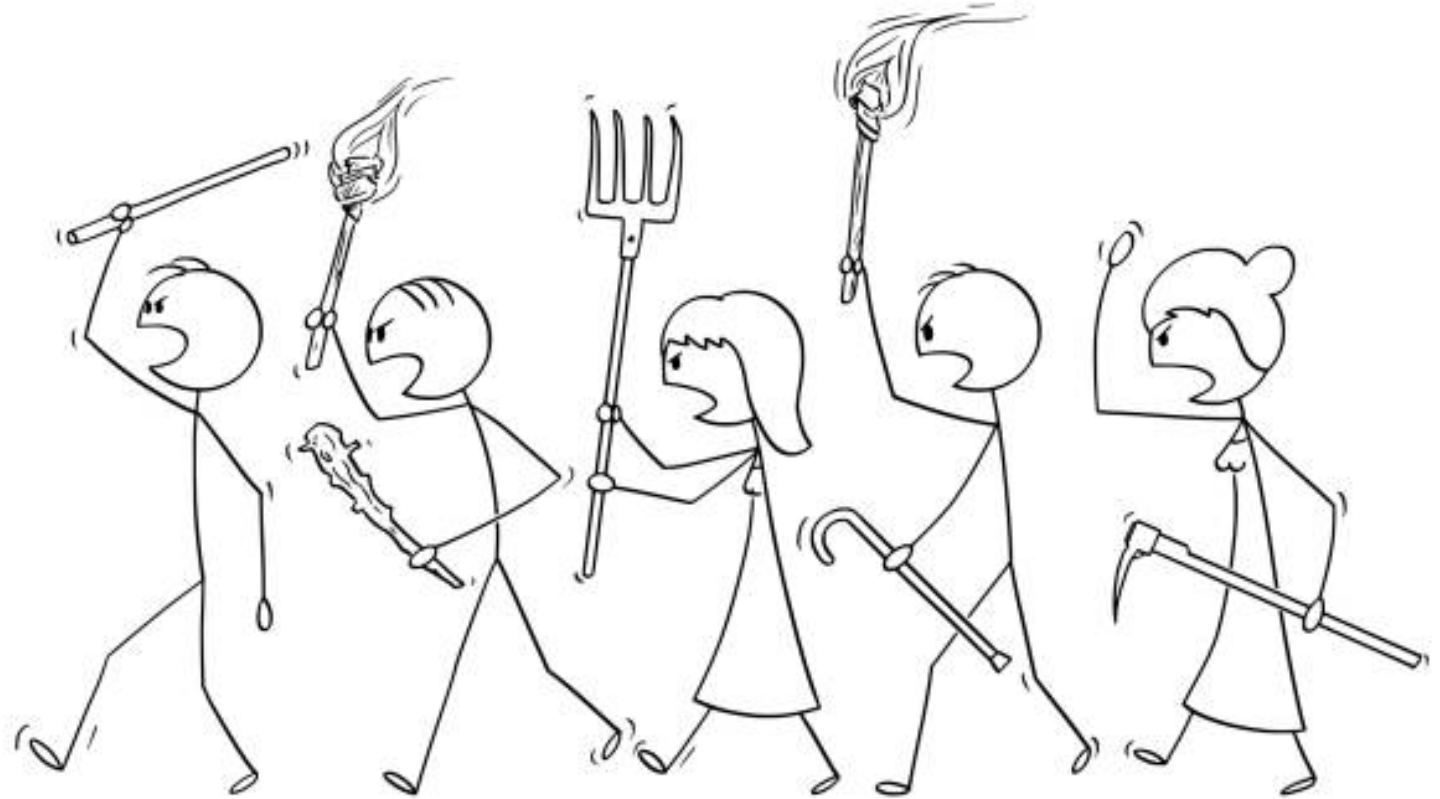
DIXON
Resources Unlimited

Julie Dixon
President
Dixon Resources Unlimited



Nick Nicholas
Police Captain
City of Seal Beach

Parking is hotly debated



If it's so important why is parking so controversial?

What We Hear



"I won't come downtown anymore"

"I already pay taxes"

"Parking is free at Target"

"The curb in front of my house belongs to me"

"This is just a money grab"

Parking is Valuable

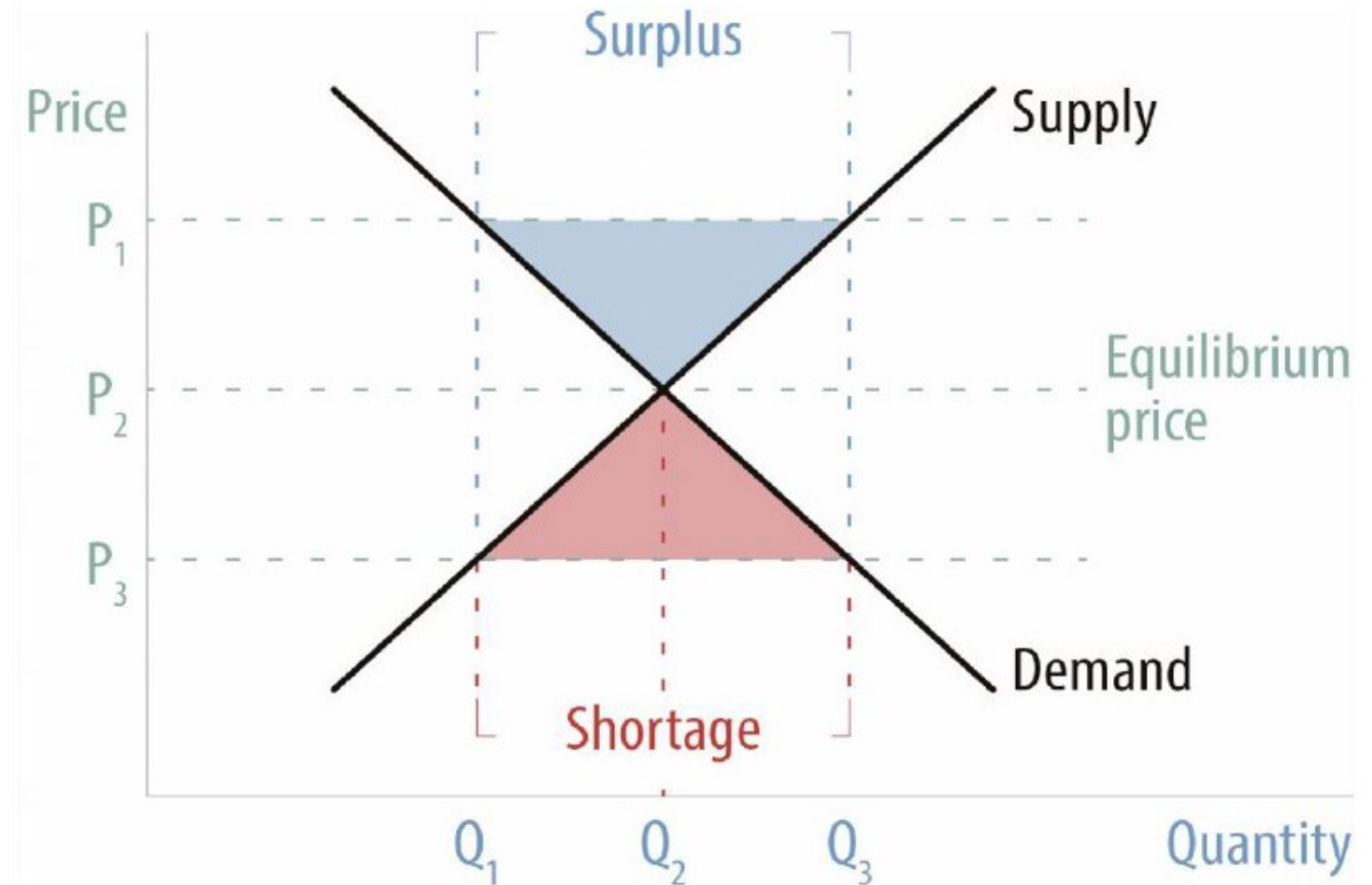
- Parking is a resource
- Exchanging money for goods and services
- Parking costs money to build, maintain and manage



There is no such thing as *Free Parking*

Parking is a *Finite Resource*

- Demand can exceed supply
 - Especially in convenient, desirable locations
 - On street = premium
- Lack of turnover impacts business



Parking Touches Everything!



City Planning



Transportation Systems



Public Safety



Tourism



Community Engagement



Economic Development

Limited Resources

Legislative Impacts

Parking Should Be

Easy

Convenient

Accessible

MAKE PARKING POSITIVE



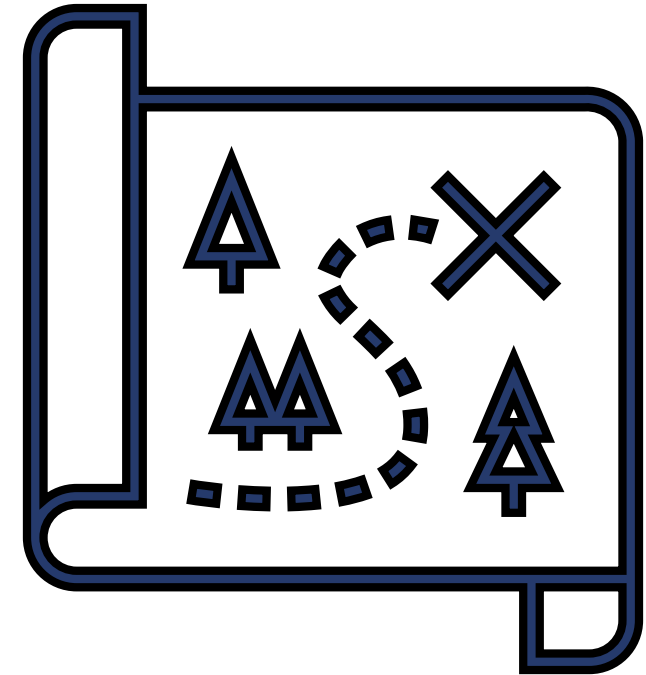
Understanding Your Agency Needs

What are your parking objectives?

- Immediate
- Within 12 months
- 5 years
- 10 years+

Develop a parking roadmap strategy

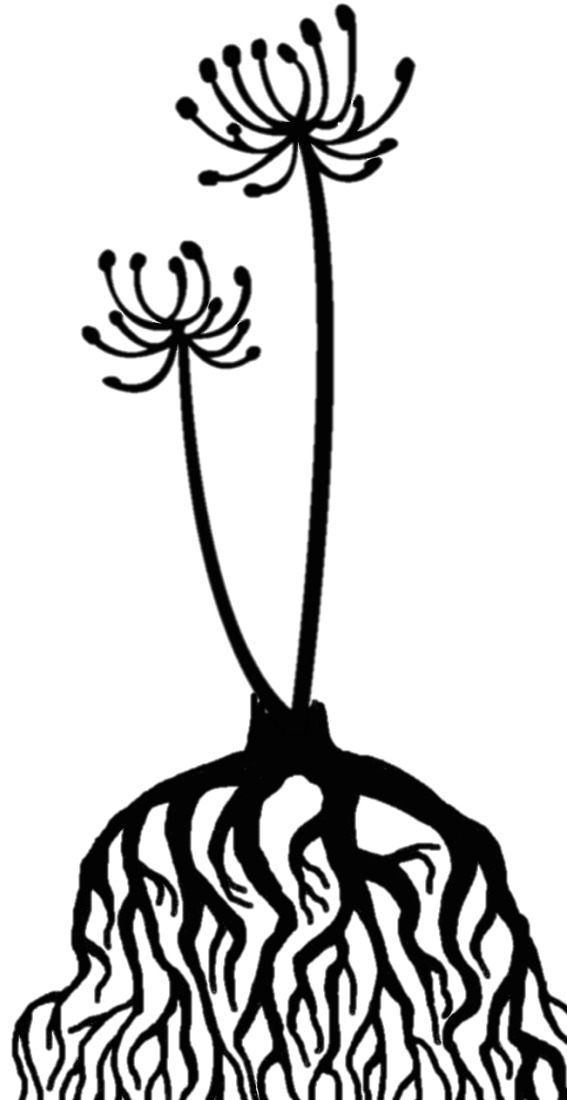
- Consider the end user experience
- Long-term planning, technology refresh
- Incremental investments, phased approach



Parking is a learned behavior – You can't change it overnight

Parking 101: Core Issues

- **Band-Aid solutions** become overwhelming to manage
- **Chasing the tail**
 - Restrictions push the problem elsewhere
- **Proactive vs. reactive** approach to parking management



- **Perception** vs. reality
- **Politics** in parking
- Make **data-driven decisions**
- **Compliance** based approach to managing parking

Engage Stakeholders

No Secrets in Parking!

Communicate

Educate

Involve



DIXON
Resources Unlimited



Change the Narrative



Make parking
positive

Promote
“Park Once”

Educate
Stakeholders

Embrace
technology

Compliance vs
Enforcement

Data driven
decisions

City of Seal Beach

- Population: 25,282
- Located in Orange County
- 13.1 square miles (1.5 miles of beach)



Parking Background



2016

\$600,000 budget approved to support update parking in support of City's goals:

- **Service, Revenue, & Operational Efficiency**

2017

Retained DIXON to assist with technology and program optimization

- Updated municipal code
- Technology demonstrations
- Community townhall meetings

Municipal Code Updates



- *Timed parking: Vehicle must move a minimum of 150 feet/no reparking*
- *Loading zones: Vehicle must be actively loading*
- *Paid parking: Adjusted to support the introduction of pay-by-plate and mobile payment*
- *Electric vehicle spaces require active charging*



Technology Integration

Spring 2018

New technology launch

- Smart single space meters
- Pay stations (Pay by Plate)
- End-to-end LPR integration
- Mobile payment
- Citation handhelds

January 2021

Transition to virtual parking permits



DIXON
Resources Unlimited



***2019 Parking Today Award
Technical Innovation Winner***

Incremental Updates



January 2023

- Transition Main Street parking lots to pay stations implemented pay-by-text

September 2023

- Parking Ad Hoc Committee formed to address Main Street paid parking

October 2023

- City Council approved beach lot rate increase; submitted CA CA Coastal Commission(CCC) Development Permit for rate increase



Parking Ad Hoc Committee (Sept 2023 – Feb 2024)



DIXON
Resources Unlimited

- *Ad Hoc meetings (6)*
- *Town hall meetings (3)*
- *Public survey (1200+)*

Old Town Parking Recommendations (\$\$\$\$)

- 20 Minute Spaces
- Old Town Employees
 - Transit Passes
 - Low-Income Parking Permits
 - Carpool passes
 - Expand 8th Street Municipal Lot Permit Program
 - Update City Hall Parking Permit Policies
 - Employee Parking Permit for Residential areas
- Seasonal Rates
- Switch Existing Main St On Street / Off Street Policies
 - Paid On Street / Time Limit Off Street

CITY OF SEAL BEACH OLD TOWN PARKING SURVEY

SEAL THE FUTURE OF PARKING IN SEAL BEACH

Help us enhance parking management effectively and efficiently in Seal Beach. Primarily aimed at those in Old Town, but all community members are encouraged to share their insights.

Navigate through tailored questions based on your association with Old Town.

Share your daily commuting and parking experiences.

Voice your thoughts on current and future parking strategies.

Town Hall Meetings
Everyone is invited to learn more about the proposed parking changes.

Date	Town Hall Meeting	Location
October 26th, 3:00pm	Chamber of Commerce/ Main Street Businesses Town Hall	City Council Chambers, 211 8th St
October 30th, 7:00pm	Seal Beach North Town Hall	OCFA Fire Station 48 Community Room, 3131 North Gate Road
November 14th, 5:30pm	Seal Beach South Town Hall	City Council Chambers, 211 8th St

>>>>

<<<<

SCAN QR CODE

sealbeachca.gov/Departments/Parking

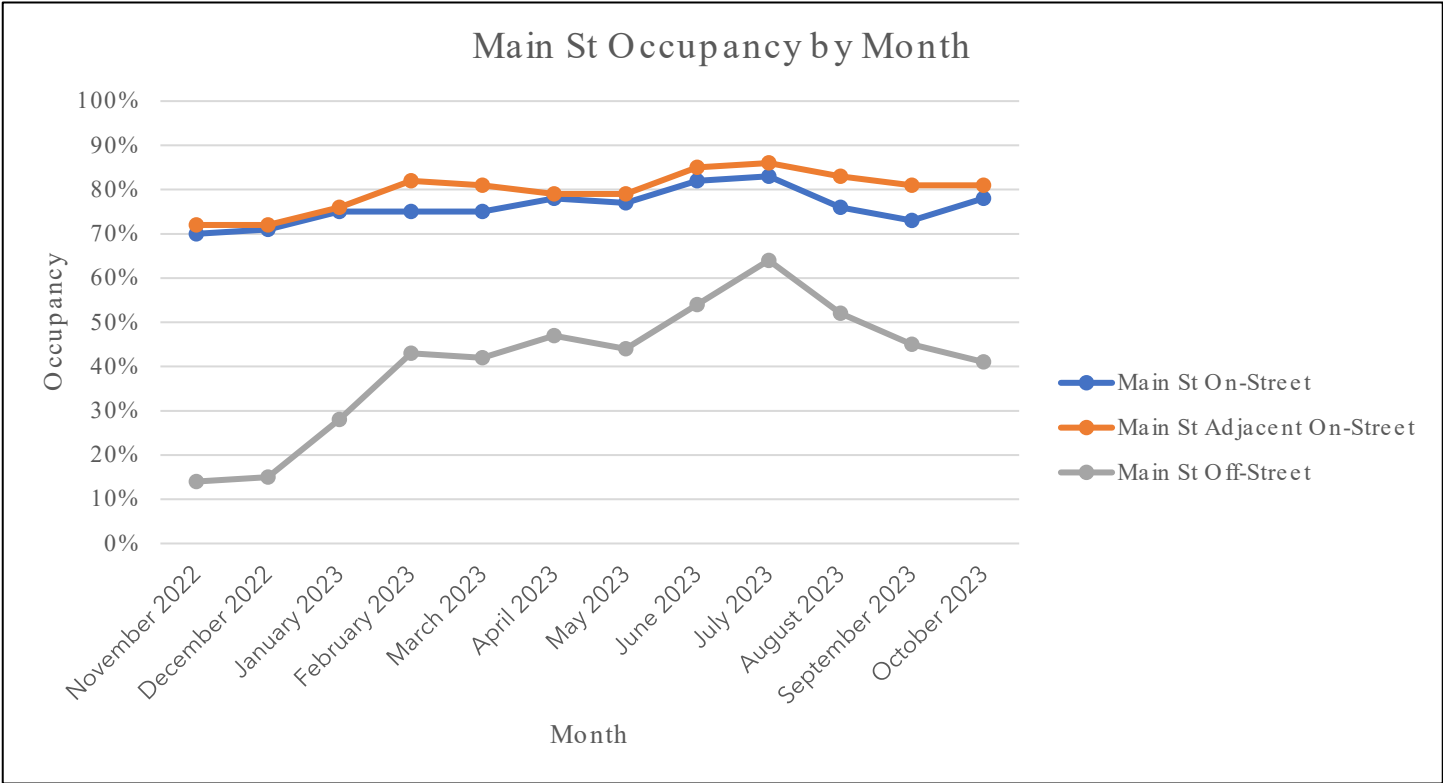
Old Town Parking Survey will close at 9:00pm on November 17th

Main Street Occupancy (including Main Street Lots)

Off-street consistently has lower occupancy than on-street.



Month	Main St On-Street	Main St Adjacent On-Street	Main St Off-Street
November 2022	70%	72%	14%
December 2022	71%	72%	15%
January 2023	75%	76%	28%
February 2023	75%	82%	43%
March 2023	75%	81%	42%
April 2023	78%	79%	47%
May 2023	77%	79%	44%
June 2023	82%	85%	54%
July 2023	83%	86%	64%
August 2023	76%	83%	52%
September 2023	73%	81%	45%
October 2023	78%	81%	41%

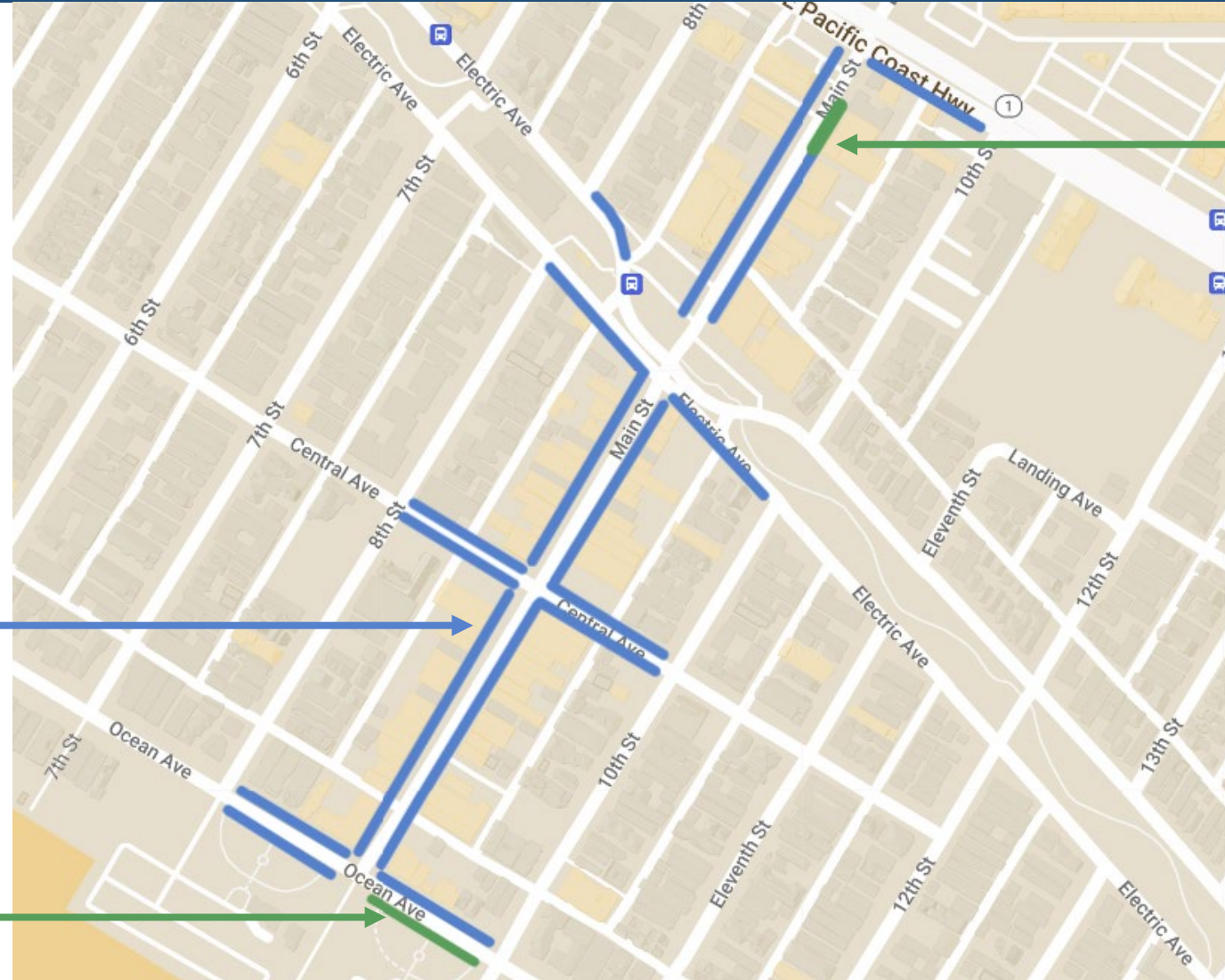


Potential Main Street Parking Management

221 Total Spaces

- 37 estimated for parklets
- 15 loading zone spaces
- 169 paid spaces

Estimate 20 - 25 pay stations



Main St Loading
(5 spaces)

Proposed Paid Area
(blue outline)

Ocean Ave Loading
(10 spaces)



DIXON
Resources Unlimited

Beach Rate Increase Approved



May 2025

- CCC rate increase approved

July 1, 2025

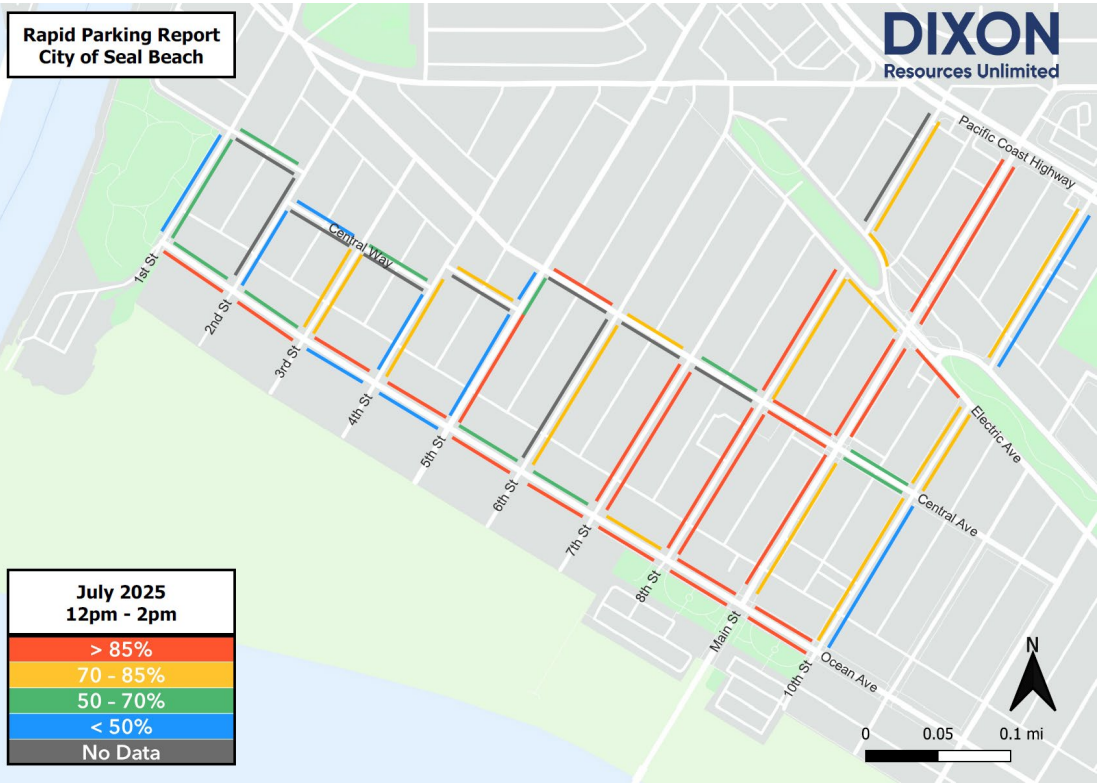
- Rate increased from \$10 to \$15
 - *First increase since 2016*

Next Steps

- Reintroduce Main Street paid parking

Main Street Zone – Year 1	
	\$1.00 per hour
Projected Annual Revenue	\$397,237.00
Equipment & Operating Cost	\$182,950.00
Net Gain	\$214,287.00
	\$2.00 per hour
Projected Annual Revenue	\$795,922.00
Equipment & Operating Cost	\$182,950.00
Net Gain	\$612,972.00
	\$1.00/hour, \$3.00/hour after 2 hours
Projected Annual Revenue	\$618,648.00
Equipment & Operating Cost	\$182,950.00
Net Gain	\$435,698.00

July 2025 Parking Performance Data



Average Occupancy By Location

Location	Street	Values	Time					
			8-10am	10-12pm	12-2pm	2-4pm	4-6pm	6-8pm
MAIN ST	ELECTRIC AVE (MAIN ST - 8TH ST)	Occupancy	88%	83%	83%	70%	73%	83%
		Collection Count	4	4	4	6	2	2
	MAIN ST (CENTRAL AVE - ELECTRIC AVE)	Occupancy	49%	95%	100%	86%	89%	85%
		Collection Count	10	12	15	11	7	5
	MAIN ST (CENTRAL AVE - OCEAN AVE)	Occupancy	93%	100%	91%	100%	92%	100%
		Collection Count	11	12	18	12	7	12
	MAIN ST (ELECTRIC AVE - CENTRAL AVE)	Occupancy	81%	95%	87%	96%	100%	98%
		Collection Count	11	12	20	15	7	12
	MAIN ST (ELECTRIC AVE - PACIFIC COAST HWY)	Occupancy	100%	89%	91%	84%	85%	85%
		Collection Count	8	13	13	12	8	4
	MAIN ST (OCEAN AVE - CENTRAL AVE)	Occupancy	52%	83%	76%	84%	81%	96%
		Collection Count	12	12	15	13	7	6
	MAIN ST (PACIFIC COAST HWY - ELECTRIC AVE)	Occupancy	95%	98%	95%	86%	85%	87%
		Collection Count	10	14	14	14	6	11
	OCEAN AVE (10TH ST - MAIN ST)	Occupancy	88%	88%	100%	95%	100%	99%
		Collection Count	14	12	15	13	5	7

Beach Lot Technology Demonstration



DIXON
Resources Unlimited

- Prioritizes public safety
 - Real-time parking availability
 - Incident management
- Stolen/felony hotlists
- Trending analysis
 - Staffing
 - Peak hours
- Safety/privacy guardrails

FLOWBIRD Dashboard Lane View Camera Readings Parking Sessions Invoicing Occupancy Statistics Camera Status Administration Accounts GO Barrier andreasgoprod

Camera Readings

Showing 21 to 30 of 220 Requests

Operator: Seal Beach
License Plate: Search
Created Date: 2025-09-1

Vehicle overview image

PDF Excel

Lane Id	Camera Id	Lane Type	Confidence
1	105	In	59
1	106	In	56
1	108	In	50
1	108	In	50
1	105	Out	55
1	109	In	58
1	104	In	51
1	107	Out	56
1	106	In	58
1	105	Out	59

Image License Plate Country State Zone Created Date Lane Id Camera Id Lane Type Confidence

Show 10 Requests

Previous 1 2 3 4 5 ... 22 Next

Flowbird GO Version 1.44.5.5b87814b8d170fa5fabcc3c23f48a4e8f700f5a1

FLOWBIRD Dashboard Lane View Camera Readings Parking Sessions Invoicing Occupancy Statistics Camera Status Administration Accounts GO Barrier andreasgoprod

Camera Readings

Showing 21 to 30 of 220 Requests

Operator: Seal Beach
License Plate: Search
Created Date: 2025-09-1

Vehicle overview image

PDF Excel

Lane Id	Camera Id	Lane Type	Confidence
1	105	In	59
1	105	In	56
1	108	In	50
1	108	In	50
1	105	Out	55
1	109	In	58
1	104	In	51
1	107	Out	56
1	106	In	58
1	105	Out	59

Image License Plate Country State Zone Created Date Lane Id Camera Id Lane Type Confidence

Show 10 Requests

Previous 1 2 3 4 5 ... 22 Next

Flowbird GO Version 1.44.5.5b87814b8d170fa5fabcc3c23f48a4e8f700f5a1

The Future of Parking



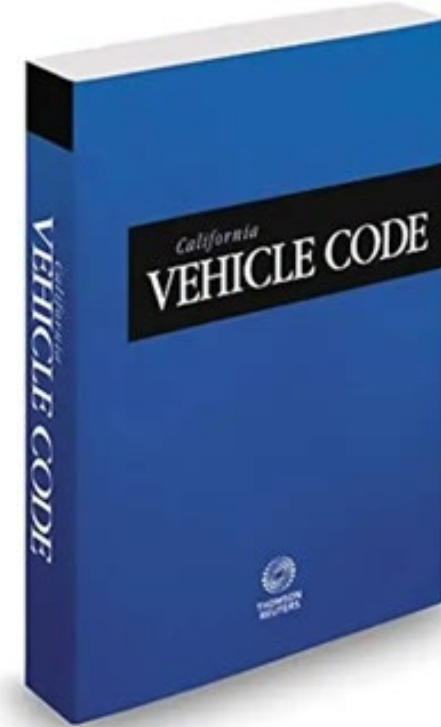
What could be next?



CA Legislation

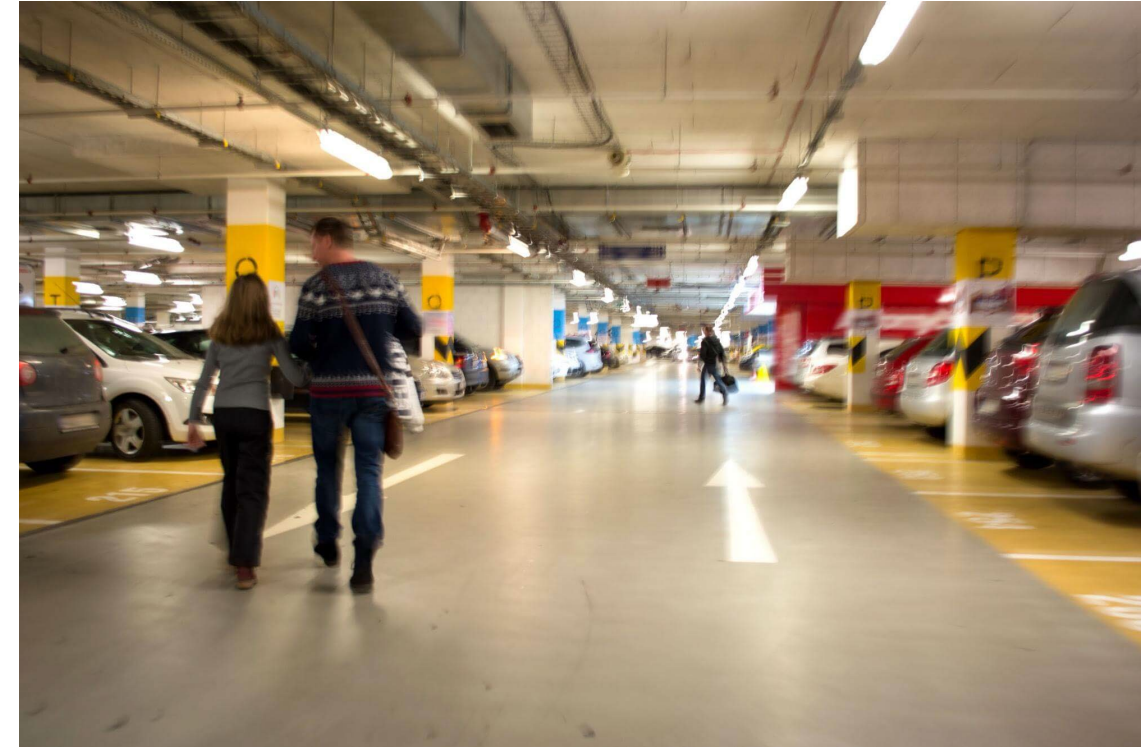


- Parking minimums
 - Waivers / eliminations
 - Residential parking permits
- Daylighting
- Automated enforcement
 - Transit stops / bike lanes
- Mobile-only zones
- Disabled placard abuse



***Parking resources will continue to be impacted causing challenges with frontline staff.
Invest in frontline development and training.***

Parking's Hidden Impact



Address Ordinances & Fee Schedules



- Allow for data-driven decisions
- Designate authority
- Apply CPI annually to all rates, permit fees, and penalties
- Manage by business rules



Parking Management: Important Reminders

- *Parking is a finite resource (supply & demand)*
- *Pricing & enforcement shift behavior*
- *Lack of turnover impacts merchants*
- *Data driven decisions (85% target occupancy)*
- *On street parking is the premium location*

On average, 22% of
land is used for
parking
(Parking Reform Network)

91.7% of
households have at
least one vehicle
(Forbes)

Contact Information



Captain Nick Nicholas
(562) 986-0021

nnicholas@sealbeachca.gov

DIXON
Resources Unlimited

Julie Dixon
(213) 716-6933

Julie@DixonResourcesUnlimited.com