



Agenda Item No: 3.a

PLACENTIA CITY COUNCIL AGENDA REPORT

Meeting Date: December 2, 2025

Submitted by: Chris Tanio

From: Public Works

Subject:

APPROVE A ONE-YEAR OVERNIGHT PAY-TO-PARK PILOT PROGRAM AT THE CROWTHER PUBLIC PARKING LOT

Financial Impact:

Fiscal Impact:

The fiscal impact is estimated to be under \$3,000 which consists of Public Works Maintenance staff time to purchase and install the sign posts and channels, install the signs provided by ParkMobile, and stencil the required parking spaces as paid overnight parking.

Summary:

The Crowther public parking lot located at 101 E. Crowther Avenue currently has 53 parking spaces (50 spaces and 3 handicap spaces) and is designated as no overnight parking from 2:00 a.m.-6:00 a.m. The City has observed the Crowther Lot being used for overnight parking despite it being designated as no overnight parking. This use is problematic due to constant enforcement and inequitable access for daytime users. Staff is proposing a pay-to-park pilot program for one year that would utilize approximately half the lot of 26 parking spaces or the full 50 parking spaces to be used as overnight parking with user fees to be set at either \$5 or \$10 per night. A pay-to-park overnight pilot program would provide a structured solution, improve fairness, and generate revenue to the City. Additionally, it would address the parking demand from nearby residents and improve the management and oversight of the parking use. Upon City Council direction on the rate and lot space used, the City will contract with a mobile and web app company, ParkMobile, to manage the overnight paid parking services while also providing the needed signage at the lot where it directs users to utilize their app to register their vehicles and pay an overnight fee.

Recommendation:

Recommended Action: It is recommended that the City Council:

1. Receive the staff report and consider City Council input; and
2. Approve a one-year pilot program to designate either 26 or 50 parking spaces at the Crowther Public Parking Lot for paid overnight parking with user fees to be set at either \$5 or \$10 per night; and
3. Approve designating Cameron Street as no overnight parking or maintain existing condition of overnight parking on Cameron Street; and
4. Authorize a one-year agreement with ParkMobile for mobile app parking payment services; and

5. Authorize the City Administrator, and/or her designee, to execute all necessary documents, in a form approved by the City Attorney.

Strategic Plan Statement:

There is no specific Strategic Plan Goal or Objective associated with this Council action.

Discussion:

The Crowther public parking lot located at 101 E. Crowther Avenue currently has 53 parking spaces (50 spaces and 3 handicap spaces) and is designated as no overnight parking from 2:00 a.m. - 6:00 a.m. The City has observed use of the Crowther Lot for overnight parking despite it being designated as no overnight parking. This use is problematic due to constant enforcement and inequitable access for daytime users. Staff is proposing a pay-to-park pilot program for one year that would utilize approximately half the lot of 26 parking spaces or the full 50 parking spaces to be used as overnight parking with user fees to be set at either \$5 or \$10 per night.

In Orange County, there are a few cities that provide overnight paid public parking with an average overnight permit fee of approximately \$5 per night. Here is a comparison of overnight parking rates in the region:

- City of Santa Ana Parking Garages: \$150/month for overnight parking or \$5/night
- City of Seal Beach Beach Parking Lot: \$4 flat fee after 6pm
- City of Fullerton Downtown: \$5/night from Thursday to Saturday
- City of Glendora: \$5/night

To implement this program, the City would need to enter into a service agreement with ParkMobile, a specialized parking web service company. Staff determined they are capable of providing this service as they provide these mobile services for agencies such as Cal-State Fullerton and City of Newport Beach. Pursuant to the City of Placentia Municipal Code, Section 3.08.070, purchases of supplies, services and equipment may forego bid procedures when participating in an established governmental cooperative program. The proposal solicited from ParkMobile is reflective of an OMNIA Partners Cooperative Purchasing Agreement.

The projected annual revenue could range from \$47,000 to \$90,000, per year based on a \$5 per night rate and depending on utilizing 26 or 50 parking spaces, respectively. Another option is to set the rate at \$10 per night to capture additional revenue which could generate revenue from \$93,000 to \$180,000 per year depending on utilizing 26 or 50 parking spaces, respectively. Additionally, a \$0.45 convenience fee and merchant of record fee of 3% the total transaction plus \$0.20 per transaction would be charged to the customer. These fees go to ParkMobile and are not captured as part of these revenue projections. For example, if a \$5 per night parking fee amount is charged, the total paid by customer would be \$5.80 (\$0.45 convenience fee + MOR fee \$0.35). The City will not pay any fees to ParkMobile.

Additionally, the cul-de-sac street just to the east of the Crowther Lot, Cameron Street, does not have restrictions on overnight parking and continues to be fully utilized for overnight parking from what appears to be predominantly residents from the adjacent apartment buildings to the west. Another option for the City Council to decide is to restrict overnight parking on Cameron Street which may enhance public safety, promote off-street parking, and better facilitate City services such as street sweeping. Restricting overnight parking may force

more vehicles to either park in the Crowther Lot or 700 feet further east on Porter Way.

On November 17, 2025, City staff presented these options to the Streetscape Transportation and Advisory Commission (STAC). The STAC recommended to use the \$5 per night rate and utilize the 50 parking spaces while also maintaining the existing condition of keeping overnight parking on Cameron Street. These recommendations are based off of what other cities are using for their overnight rate, having the flexibility to use the entire lot to accommodate additional parking from the nearby apartment complexes, and not forcing apartment residents to pay for parking.

Upon City Council direction on the rate, the lot space used, and the parking condition on Cameron Street, the City will then contract with ParkMobile to manage the overnight paid parking services. The proposed pilot program would help the City better manage parking demand, ensure fair and consistent use of public parking facilities, and gather data to inform future parking policy decisions.

Fiscal Impact Summary:

The fiscal impact is estimated to be under \$3,000, which consists of Public Works Maintenance staff time to purchase and install the sign posts and channels, install the signs provided by ParkMobile, and stencil the required parking spaces as paid overnight parking. Annual revenue is projected to range from \$47,000-\$180,000 depending on the rates and number of spaces selected by the City Council assuming maximum usage.

Attachments

[Crowther Public Parking Lot_12-2-2025 Council Meeting.pptx](#)

[PARKMOBILE PROPOSAL 2025 Placentia.pdf](#)

[ParkMobile Agreement and Insurance with City of Placentia.pdf](#)