



City of Riviera Beach

To: Honorable Mayor, Chairperson and City Councilmembers
From: Jonathan Evans, City Manager, MPA, MBA, FRA-RA, ICMA-CM
Through: Jonathan Evans, City Manager, MPA, MBA, FRA-RA, ICMA-CM
Subject: **Discussion of City of Riviera Beach Paid Parking Program.**
Date: June 17, 2025
CC: General Public

Background:

On April 17, 2024, the City Council of the City of Riviera Beach enacted Ordinance Number 4250, initiating a transformative overhaul of the City's parking policies and establishing a cohesive regulatory framework under Chapter 19, "Traffic and Motor Vehicles." This legislation formed the legal and operational foundation for a newly centralized City-wide Parking Administration System, which includes a dedicated enterprise fund to support the full spectrum of parking operations, from infrastructure maintenance to policy enforcement. The ordinance further grants the City Council authority to set parking rates, fees, and penalties by resolution, ensuring fiscal transparency, public accountability, and legislative responsiveness.

The ordinance aimed to eliminate outdated and fragmented regulations, streamline administrative procedures, and implement a long-term vision for parking sustainability. This regulatory shift was designed not only to modernize operations but also to position Riviera Beach as a forward-thinking coastal city committed to equitable access, responsive governance, and strategic economic development.

In conjunction with the ordinance, Council adopted Resolution Number 3-24, which formalized a rate structure tailored to specific high-demand parking districts such as the Marina District, Ocean Walk corridor, and adjacent public lots. Concurrently, Resolution Number 154-24 was passed to broaden accessibility by instituting residential parking permits

and employer-based discounts for tenant employees, thus reinforcing affordability and equitable access. The unified objective of these measures is to support sustainable urban redevelopment, improve access to coastal and commercial zones, address inefficiencies and parking abuses, and remove the dependency on General Fund contributions for operational viability.

This reform was shaped through months of cross-departmental collaboration, consultation with professional parking systems experts, benchmarking against peer coastal municipalities, and alignment with best practices in transportation planning, fiscal resilience, and municipal service delivery. The initiative is consistent with the City's commitment to enhancing quality of life, improving public infrastructure, and fostering a fair, enforceable regulatory framework.

Additionally, this item was originally brought before the Board at the May 7, 2025 meeting under the discussion and deliberation section. It was removed and subsequently requested this item be slated for a Special Meeting, scheduled for June 17, 2025.

Community Engagement and Public Feedback

Recognizing the transformative nature of the changes proposed under Ordinance 4250 and the associated resolutions, the Administration prioritized community engagement to ensure that public feedback was both solicited and integrated into the final policy model. Between January and April 2025, the City organized five comprehensive community engagement sessions across multiple locations and formats to accommodate a diverse array of stakeholder schedules:

- January 22, 2025, at 1:00 PM – Ambassador Center
- January 23, 2025, at 6:00 PM – Marina Event Center
- February 6, 2025, at 12:00 PM – Ambassador Center
- February 11, 2025, at 4:00 PM – Marina Event Center
- April 16, 2025, at 2:30 PM – Microsoft Teams Virtual Meeting

These forums were structured to allow open dialogue, one-on-one consultations, and facilitated Q&A segments. Participants included residents, business owners, community-based organizations, transportation advocates, charter boat operators, and hospitality leaders. Recurrent themes raised by the public included skepticism over the complexity and usability of the QR code validation process, concerns about the impact of paid parking on customer traffic for local businesses, and a desire for clear, guaranteed reinvestment of parking revenues into infrastructure improvements and community-serving projects.

Additional concerns voiced by residents included potential spillover parking into residential neighborhoods, the need for ADA-compliant access, and provisions for multi-generational families who frequent the beach together. Stakeholders requested signage in multiple languages, accommodations for seniors, and outreach to individuals with limited technology access. Several residents expressed the need for alternative payment options, such as cash kiosks, especially for older adults uncomfortable using mobile apps.

To further supplement in-person engagement, a digital survey was disseminated and made available at meetings. Out of 98 survey respondents, 82.65% identified as City residents. The results underscored a lack of broad community support for the initial proposal, with 58.17% voicing opposition or strong opposition and only 27.55% expressing support. Approximately 69% of respondents indicated that the implementation would likely harm local businesses. Additionally, survey participants highlighted three major modifications they would support: the issuance of affordable annual resident passes, the provision of two hours of free parking, and implementation of validation systems tied to customer purchases at local businesses.

This feedback was complemented by receipt of a formal petition submitted on April 23, 2025, titled "Petition for Free Parking on Singer Island Beach Access (2)," containing over 1,500 verified signatures. The breakdown of signatures indicated that 37.9% of signatories were residents of Riviera Beach, 56.3% were Florida residents residing outside of the city, and 1.7% were either international or out-of-state residents. The petition was accompanied by several letters and comments expressing unified positions opposing the implementation of paid parking at publicly accessible beach access points. Residents contended that access to the coastline is a fundamental community benefit and asserted that the imposition of fees would undermine the City's stated goal of equitable public access. Many emphasized that beachgoing is one of the few no-cost recreational activities available to working-class families and retirees on fixed incomes.

Meanwhile, regional visitors—including those from Palm Beach County and neighboring municipalities—argued that Riviera Beach's vibrant marina and shoreline serve as regional economic drivers that rely on foot traffic, tourism, and the accessibility of waterfront amenities. They cautioned that introducing parking fees without adequate free or validated options would divert patrons to adjacent cities with less restrictive systems, thereby harming local commerce and visitor spending. Collectively, signatories characterized paid parking as a disincentive to community-building and public engagement, and they urged the City Council to re-evaluate the policy through the lens of regional inclusion, social equity, and economic sustainability. The volume and consistency of petitioners' feedback further underscored the symbolic and functional importance of maintaining affordable public access to coastal resources, particularly for underserved or economically constrained populations.

Revised Implementation Strategy and Rate Structure

Following Council guidance and analysis of public feedback, the Administration has refined the parking system's rate structure, validation processes, and enforcement protocols to better reflect community priorities and stakeholder needs. These revisions aim to deliver a modern, efficient, and equitable parking system while preserving the City's financial and operational objectives.

1. Adjusted Parking Rates and Time Allotments:

Marina District - Paved Lots (North and South):

- 0–2 Hours: Free
- 2–3 Hours: \$10.00
- 3+ Hours: \$15.00

Marina District - Sand Lots:

- 0–2 Hours: Free
- 2–3 Hours: \$4.00
- 3–4 Hours: \$6.00
- 4–8 Hours: \$8.00
- 8+ Hours: \$10.00

Ocean Walk - Premium Zone (Ocean Avenue):

- 0–1 Hour: \$3.00
- 1–2 Hours: \$5.00
- 2–3 Hours: \$7.00
- 3–4 Hours: \$9.00
- 4–8 Hours: \$20.00
- 8+ Hours: \$40.00

Ocean Walk - Retail Zone (West of Buildings):

- 8+ Hours: \$30.00

All other durations: **Free**

2. Residential Access and Employee Accommodation Programs:

Riviera Beach residents will be eligible to obtain discounted long-term parking permits priced at:

- Proposed 6-Month Permit: \$25.00
- Proposed 12-Month Permit: \$50.00

Tenant employees working within the regulated parking zones will continue to receive a 50% hourly rate reduction. Eligibility will be confirmed through employer validation or business-issued credentialing integrated into the City's parking system database. Additionally, seasonal and part-time employees will have the option to apply for prorated rates to ensure inclusion and prevent scheduling hardships.

3. Merchant-Centric Validation Infrastructure:

To address commercial stakeholders' concerns regarding decreased foot traffic, the City will implement a flexible, tech-enabled validation framework. Businesses will have the option to distribute parking validations via mobile apps, QR code scanners, or pre-printed paper vouchers. These systems can be customized based on merchant size, location, and patron frequency. Additionally, the City will provide customer service liaisons to assist with onboarding and implementation. A supplemental validation toolkit will be developed and distributed to guide businesses through onboarding, implementation, and customer engagement.

4. Smart Enforcement and Data Monitoring:

The City will deploy advanced enforcement tools, including license plate recognition (LPR) technology, handheld citation devices, and geo-fencing tools to ensure precise enforcement. Enforcement operations will prioritize education during the initial 30-day grace period. Dashboards displaying real-time usage and enforcement statistics will be shared with City departments to inform future rate adjustments and infrastructure planning. Metrics on occupancy rates, peak demand periods, and citation trends will be used to dynamically update zones and maximize system efficiency.

5. Public Information and Rollout Timeline:

A robust, multi-platform communications campaign will precede implementation by at least 30 days. Outreach will include multilingual notices, FAQs, social media content, business walkthroughs, community meetings, and digital ads. The City will activate a call center and establish an online support portal to resolve resident and business inquiries throughout the first 90 days post-launch. Staff will also host training sessions and information booths at City Hall and major community events to promote awareness and understanding.

City Goals:

- **Enhance Government Stewardship**
- **Improve Quality of Life and Neighborhood Vitality**
- **Accelerate Operational Excellence**
- **Drive Sustainable Economic Development**

Fiscal/Budget Impact:

The Parking Enterprise Fund remains the fiscal mechanism through which parking operations will be maintained and expanded. Though revised rates are projected to generate slightly less than the \$2.36 million estimated in the original proposal, increased

Recommendation:

The City Administration respectfully recommends that the City Council approve the revised implementation strategy and modified rate structure for the municipal parking system as detailed herein. This proposal reflects months of comprehensive stakeholder engagement, operational review, and interdepartmental planning. Staff is prepared to initiate next steps including business onboarding, validation protocol execution, community education efforts, and phased enforcement in accordance with Council directives.

Attachments:

1. [Resolution 154-24.pdf](#)
2. [Resolution 3-24.pdf](#)
3. [Ordinance 4250.pdf](#)
4. [Resolution 154-24 Cover Memo.pdf](#)
5. [Resolution 3-24 Cover Memo.pdf](#)
6. [Ordinance 4250 - Cover Memo.pdf](#)
7. [Consolidated Data-Parking.pdf](#)
8. [Ocean Mall Update Proposal 3-2-2237.pdf](#)
9. [Paid Parking Chat Questions with Answers56.docx](#)