



**DOWNTOWN
LONG BEACH
ALLIANCE**

March 24, 2026

Long Beach City Council
Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

Subject: Agenda Item #28 Modernized Parking Systems

Dear Mayor Richardson and Honorable Members of the City Council,

On behalf of the Downtown Long Beach Alliance (DTLB Alliance) Board of Directors, I write to express our support for **Item 28** on the March 24, 2026 City Council Agenda, requesting a review of opportunities for modernized parking systems in Downtown Long Beach.

The DTLB Alliance is a nonprofit organization representing more than 1,400 businesses and approximately 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) that serve Downtown Long Beach. As one of the leading voices for the Downtown community, we are committed to supporting policies and investments that enhance economic vitality, improve accessibility, and strengthen the overall experience for businesses, residents, and visitors.

Reliable, accessible, and user-friendly parking remains one of the most consistent concerns raised by our stakeholders. As Downtown continues to evolve as a regional destination for dining, entertainment, and cultural activity, addressing parking constraints through innovative and efficient solutions is critical to supporting continued economic growth.

We support the City's exploration of modernized parking strategies, including high-density parking lift systems and the potential expansion of valet and reservation-based parking models within public facilities. These tools present an opportunity to maximize existing infrastructure, increase parking availability in space-constrained areas, and improve overall system efficiency without requiring significant new land acquisition.

Additionally, enabling more flexible parking operations can better support Downtown's growing number of event venues, restaurants, and small businesses by improving customer access and reducing congestion in surrounding neighborhoods. We also encourage the City to consider how these strategies can be implemented through thoughtful public-private partnerships that prioritize operational efficiency, customer experience, and fair market competition.

As these concepts are evaluated, it will be important to ensure that any new system remains affordable and predictable for users. Parking solutions that are cost-prohibitive risk discouraging visitation and undermining the very economic activity they are intended to support.

More broadly, this effort represents an important step toward modernizing Downtown's mobility infrastructure in advance of major upcoming events, including the 2028 Olympic and Paralympic Games, and aligns with the City's broader goals of enhancing accessibility, supporting local businesses, and improving the public realm experience.



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For these reasons, we respectfully urge the City Council to approve this item and advance the study of modernized parking systems. The DTLB Alliance looks forward to partnering with the City to help shape practical, scalable solutions that support a vibrant and economically resilient Downtown.

If you have any questions, please do not hesitate to contact me.

Sincerely,

Austin Metoyer
President & CEO

CC:

DTLB Alliance Board of Directors
Councilwoman Mary Zendejas, First District City of Long Beach
Tom Modica, City Manager, City of Long Beach