

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>09/27/10</u>		Item Number: J-2	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Consideration of the Comprehensive Downtown Parking Study Recommendations, Including On-Street Parking Enforcement, Metered Parking Rates, and Parking Administration, and Provide Direction to the City Manager/Executive Director Related Thereto.			
Contact Person/Dept.: Christopher Evans and Todd Tipton, Community Development		Phone Number: (310) 253-5744/5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification (USPS) All Downtown Businesses within the Commercial Downtown Zone (09/00/10); (E-Mail) Meetings and Agendas – City Council (09/09/10 and 09/23/10); (E-Mail) Meetings and Agendas – Redevelopment Agency (09/09/10 and 09/23/10); Chamber of Commerce (09/21/10); Culver City School District (09/13/10); Downtown Residential Organization (09/21/10); OliverMcMillan (09/21/10); Downtown Business Association (09/21/10).			
Department Approval: Sol Blumenfeld (09/21/10)		City Attorney Approval: Carol Schwab (by H. Baker) (09/22/10) Murray Kane 09/21/10	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (09/22/10)		City Manager/Executive Director Approval: John M. Nachbar (09/23/10)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Culver City Redevelopment Agency Board (Agency Board) consider the remaining Comprehensive Downtown Parking Study (Study) recommendations and direct the City Manager/Executive Director as deemed appropriate. <u>BACKGROUND:</u> Due to the scope of the Study and the need for in-depth review, consideration of the Study by the City Council and Agency Board has been scheduled over two evenings. On September 13, 2010 Walker Parking Consultants (Walker Parking) provided the first presentation of key Study findings and recommendations. In general, following the presentation the City Council and Agency Board provided tentative direction on the following: • Elimination of the pooled parking program and replacement with a system of parking credits;			

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- Incentivizing parkers to choose the Ince Parking Structure over the Watseka and Cardiff Parking Structures;
- Implementation of functional design changes and installation of pay-on-foot technology¹;
- Regulation and charge for non-city business parking on the P-1 Level of the City Hall Parking Structure with implementation of a validation system (City Hall business would be conducted free of charge); and,
- Implementation of a permit parking district in the residential neighborhood adjacent to downtown.

Complete elimination of a free parking period at the parking structures did not receive general support; however, a reduction in the free parking period at Cardiff and Watseka Parking Structures seemed to be supported if rates at Ince remain unchanged. Staff will study this matter further and return to the City Council and Agency Board in the future with recommendations to address the issue.

DISCUSSION:

Staff recommends the City Council and Agency Board consider the following topics this evening:

1. On-Street Parking Recommendations to Influence Parking Behavior

Recommendations:

- A. Enforce all parking meters until 11:00 PM.

On-street metered parking restrictions are currently in effect from 8:00 AM – 6:00 PM Monday through Saturday.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

- B. Enforce metered parking on Sunday.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

- C. Eliminate time restrictions on metered parking spaces.

Vehicles are currently required to be moved after two-hours of parking at a metered parking space.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

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- D. Gradually increase meter rates from \$1.00 to \$1.50 per hour.

Walker Parking initially recommends a meter rate increase to \$1.25 per hour with an increase to \$1.50 per hour after a monitoring period. In accord with the recommendation for the elimination of time restrictions at metered parking spaces, Walker Parking recommends a charge of \$2.50 per hour beginning the third hour of metered parking.

Recommended Action: That the City Council and Agency Board direct staff to include the gradual increase in meter rates in an implementation plan.

- E. Meter all on-street parking spaces.

The primary time restricted, but unmetered parking spaces downtown are located along Lafayette Place.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

2. On-Street Parking Enforcement to Maximize Parking Resources

Staff consulted the Culver City Police Department's Parking Enforcement Division (Parking Enforcement) regarding Walker Parking's parking enforcement findings and recommendations. Parking Enforcement reviewed the Study and citation data utilized by Walker Parking and agreed that Walker Parking's data and subsequent calculations were accurate and reflected the rate of citation issuance at the time of the Study. Parking Enforcement noted that citation issuance has increased since completion of the Study due to revised management practices and stated that they supported the Study findings and recommendations regarding parking enforcement.

Recommendations:

- A. Utilize parking enforcement citation tracking measures.

Tracking measures would include the Parking Enforcement Officer (PEO) logging the time the first and last parking citation of a shift is issued along with a written explanation for any gaps in citation writing. By tracking citation issuance, the PEO Supervisor can gauge how often citations can and are being written and modify management policies accordingly to achieve desired results.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

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- B. Utilize electronic ticket writer in parking enforcement.

Culver City's PEO's currently use both manual ticket writing equipment and electronic ticket writers. The advantages of using handheld units over a hand written system include increase speed in ticket writing, more legible citations, use of License Plate Recognition (LPR) readers and options such as a frequent violator program with permit database, so no citations will be written on permitted vehicles (which are useful when patrolling residential neighborhoods in permit parking districts).

Recommended Action: *That the City Council and Agency Board direct staff to include this item in an implementation plan.*

- C. Parking enforcement should work cooperatively with a proposed Parking Department.

Recommended Action: *That the City Council and Agency Board direct staff to include this item in an implementation plan.*

- D. Consider creation of a parking enforcement "Ambassador Program".

PEO's could be trained to not only enforce parking regulations, but act as goodwill ambassadors for Culver City. They would do this by spending some of their time providing guidance and assistance to visitors as they patrol downtown.

Recommended Action: *That the City Council and Agency Board direct staff to include this item in an implementation plan.*

3. Administration of Parking Operations

Recommendation:

Create a parking operations entity or department for administration of parking operations.

Responsibility for the oversight and management of downtown's parking operations are currently dispersed over several staff positions and departments. Walker Parking recommends consolidation and/or close coordination of parking management responsibilities into a few specific positions. The proposed parking department or entity's tasks would include, but not be limited to the following:

- *Tracking parking revenues*
- *Track trends in parking management and operations*

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- *Balancing the utilization of assets*
- *Enhancing customer service*
- *Achieving Culver City's parking mission and goals*

Walker Parking recommends that the parking entity be located within the Finance Department as revenue tracking will be of primary importance.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

Residential Parking

Walker Parking considered the effect of implementing their recommendations relative to the residential areas adjacent to downtown, recognizing that rate increases may increase parking incursion into residential areas. To address the potential impact, Walker Parking made the following recommendations:

- Implement permit parking in the residential area adjacent to downtown;
- Enforce the residential permit parking program when/if established;
- Create tiered fines for repeat residential parking offenders; and,
- Increase enforcement of downtown metered parking, ensuring that short-term parking spaces are available, which will aid in reducing residential parking incursion.

Staff researched the possibility of providing for a free residential parking program in the downtown-adjacent residential neighborhood. Staff found that the Conditions of Approval for the Town Plaza project, as approved by the Planning Commission on January 31, 2000, addressed the potential for increased parking impacts in the project's general area including the adjacent residential neighborhood. Condition No. 41 states that if approved by a Neighborhood Traffic Committee², the City and Agency shall establish a free neighborhood parking program, with restrictions on Irving Place and Van Buren Place and other local streets as needed during peak cinema attendance hours.

On December 8, 2008 the City Council adopted a resolution establishing a preferential parking district in the Linwood Howe neighborhood including Van Buren Place, Irving Place and adjacent streets. As the City Council has approved a Linwood Howe Preferential Parking District and as Condition No. 41 of the Town Plaza Conditions of Approval provides for establishment of a free neighborhood parking program, the City Attorney has determined that residents of the Linwood Howe Preferential Parking District would be exempt from fees related to the establishment of a preferential parking district during peak cinema hours. The fees for establishing a preferential parking district during peak cinema hours are equal to the fees for establishment of a standard preferential parking district; therefore, a waiver of fees for a preferential parking district established during peak cinema hours covers all additional fees.

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Next Steps

The Study recommendations that received general agreement will be included in an implementation plan. The implementation plan will be presented to the City Council and Agency Board for consideration during a future meeting. The implementation plan will identify the cost, feasibility and time needed to implement each of the Study recommendations tentatively agreed upon by the City Council and the Agency Board.

For those items that did not receive general agreement, staff will prepare an Agenda Item Report that provides recommendations that address concerns expressed by the City Council and Agency Board during the prior meetings where this item was discussed. The report will be presented to the City Council and Agency Board for consideration during a future meeting

FISCAL ANALYSIS:

The Agency Board authorized contract amount for Walker Parking to complete the Study is \$166,100. Staff will identify potential cost and resource impacts associated with recommendations in the Study as a component of the implementation plan.

ATTACHMENTS:

1. September 13, 2010 Staff Report, Item Number: J-2
2. Walker Parking Executive Summary matrix
3. Matrix comparing parking rates of other cities

MOTION:

That the City Council and the Agency Board:

Consider the Study recommendations and provide staff direction.

Notes:

¹ During the September 13 meeting Council Member Malsin asked if the Pay-on-Foot equipment could be funded by the Agency. Agency General Counsel has determined that Pay-on-Foot equipment is a capital expense and the Agency can fund its installation at the Cardiff Parking Structure.

² Condition No. 36. Neighborhood Traffic Committee – A neighborhood traffic committee shall be formed by the City, if sufficient public interest is displayed, to provide a link between the residents and the City regarding traffic related issues, concerns and complaints with the proposed project as it is implemented and matures.