

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

Meeting Date: <u>07/12/10</u>		Item Number: <u>J-1</u>	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Review and Discussion of Walker Parking Study and Directions to Staff on the Study.			
Contact Person/Dept.: Christopher Evans, Phone Number: (310) 253-5744/5783 Redevelopment; Todd Tipton, Redevelopment			
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 (06/28/10); (E-Mail) Meetings and Agendas – City Council (07/08/10); (E-Mail) Meetings and Agendas – Redevelopment Agency (07/08/10); Chamber of Commerce (07/06/10); Culver City School District (07/06/10); Downtown Residential Organization (07/06/10); OliverMcMillan (07/06/10).			
Department Approval: Sol Blumenfeld (06/29/10)		City Attorney Approval: Carol Schwab (by H. Baker) (07/08/10) Agency Counsel Approval: Murray Kane (07/06/10)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (07/08/10)		City Manager/Executive Director Approval: P. Lamont Ewell (07/08/10)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Culver City Redevelopment Agency Board (Agency Board) discuss and provide comments related to a parking study (Study”) for Downtown Culver City prepared by Walker Parking Consultants (“Walker Parking”). <u>BACKGROUND:</u> On February 17, 2009 the Agency Board approved an agreement with Walker Parking to study parking resources in Downtown Culver City and provide recommendations for improvement where needed. The scope of work for the Study was developed with input from the Advisory Committee on Redevelopment (ACOR) and the Downtown Business Association (DBA) to ensure the Study addressed their concerns. The scope of work as designed included but was not limited to the following: • Identification of the downtown parking supply including, public parking structures, City Hall parking, on- and off-street parking and public/private parking lots;			

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- Review of the parking technology that could be utilized by the City to improve parking operations;
- Preparation of a parking supply and demand analysis, including current and future demand; and,
- Development of organizational and management changes that would facilitate a more unified downtown parking system, to include on-street and off-street parking planning, management and operations.

In mid June a draft of the Study was completed and placed on the City's website. At that time, a public meeting notice was mailed that informed the downtown businesses, ACOR, and residents of the adjacent neighborhood that the draft Study was available and that they were invited to a public meeting on June 29, 2010.

During the June 29th meeting Walker Parking provided an overview of the Study, and the public had an opportunity to ask questions and provide comments. The meeting was sparsely attended primarily by residents in the abutting residential neighborhood. Comments received generally related to spill over parking in the neighborhood.

On July 12, 2010, Walker Parking will provide an in depth presentation of their findings to the City Council and Agency Board. Following public input and City Council and Agency Board consideration of the Study, staff will work with Walker Parking to make requested changes and return to the City Council and Agency Board for adoption of the document and direction on implementation.

DISCUSSION:

Study Recommendations

In order to implement Walker Parking's recommendations it is important to receive City Council and Agency Board direction regarding those items that are more than administrative in nature or result in a significant demand on resources. To assist with the discussion, staff has identified those recommendations that require City Council and Agency Board discussion:

1. Public Parking Structures Supply and Demand

- A. Eliminate two hours free period at the Watseka and Cardiff Parking Structures and replace with \$1 per hour fee.
- B. Eliminate two hours free period at the Ince Parking Structures and replace with \$.50 per hour fee.
- C. Eliminate "additional two-hour free" parking with movie validation and substitute with a maximum charge of \$2.50.

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- D. Increase the monthly employee parking rate at the Cardiff and Watseka parking structures by \$10.00.

2. Operation of the Public Parking Structures

- A. Utilize pay-on-foot technology (POF) at the public parking structures.
- B. Implement functional design changes at the public parking structures.

3. On-Street Parking Recommendations to Influence Parking Behavior

- A. Enforce all parking meters until 11:00 PM.
- B. Enforce metered parking on Sunday.
- C. Eliminate time restrictions on metered parking spaces.
- D. Gradually increase meter rates from \$1.00 to \$1.50 per hour.
- F. Meter all on-street parking spaces.

4. On-Street Parking Enforcement to Maximize Parking Resources

- A. Utilize parking enforcement citation tracking measures.
- B. Utilize electronic ticket writer in parking enforcement.
- C. Parking enforcement should work cooperatively with proposed Parking Department.
- D. Consider creation of a parking enforcement “Ambassador Program”.

5. Revenue Enhancement

Implement the parking rate recommendations and recommended rate schedule contained in the Study for parking permits and citations in residential permit areas. (See Residential Parking below). (Staff has prepared a matrix comparing the cities identified in Appendix C of the Study for the City Council’s and Agency Board’s reference – Please See Attachment 3)

6. City Hall Parking Structure

- A. Install parking access control equipment at the entrance to City Hall, parking structure level P-1

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- B. Utilize a parking attendant pay-on-entry system if needed to regulate the use of P-1.

7. Pooled Parking Program

Eliminate the current pooled parking program and replace with a monitored system of parking credits.

8. Administration of the Parking Operation

Create a parking operations entity or department.

Residential Parking

Walker Parking considered the effect implementation of their recommendations would have on parking in the residential areas adjacent to downtown. Walker Parking acknowledges that if their recommended parking rate increases are implemented, an increase in parking incursion into residential areas could occur. To address the potential impact Walker Parking made the following recommendations, which require City Council and Agency Board discussion:

- Implement permit parking in the residential area adjacent to downtown;
- Vigorously 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 and will aid in reducing residential parking incursion.

Next Steps

Upon conclusion of the discussion, staff will make necessary revisions to the Study and work to create a detailed implementation plan that will be presented to the City Council and Agency Board at a future date.

FISCAL ANALYSIS:

The Agency Board authorized contract amount for Walker Parking to complete the Study and other scope of work items is \$166,100.

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Staff will identify potential cost and resource impacts associated with recommendations in the Study as a component of the implementation plan, which will be considered at a future Council and/or Agency meeting(s) as appropriate.

ATTACHMENTS:

1. Notes from the June 29th community meeting.
2. Walker Parking Executive Summary matrix.
3. Matrix comparing parking rates of other cities.

MOTION:

That the City Council and Redevelopment Agency Board:

1. Provide comments and input related to the draft Study; and,
2. Direct staff to prepare an Implementation Plan for consideration by the City Council and Agency Board at a future meeting date.

OR

3. Direct staff and Walker Parking to revise the draft Study and return for further consideration.