

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 06/22/09		Item Number: A-2	
AGENDA ITEM: (1) Adoption of a Resolution Establishing the Downtown Valet Parking Program Procedures and Regulations and Related Program Fees; and (2) Consideration of a Fee Waiver Request from the Downtown Business Association Related to the Valet Parking Pilot Program.			
Contact Person/Dept.: Gabe Garcia/PW		Phone Number: (310) 253-5633	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: Master E-Mail Notification List (06/17/09). The Downtown Business Association and Culver City Chamber of Commerce via e-mail on (06/17/09)			
Department Approval: Charles D. Herbertson (06/16/09)		City Attorney Approval: Carol Schwab (by H. Baker) (06/18/09)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (06/18/09)		City Manager Approval: Mark Scott (06/18/09)	

RECOMMENDATION:

Staff recommends the City Council adopt a Resolution establishing the Downtown Valet Parking Program and related Program fees; and (2) consider the fee waiver request from the Downtown Business Association related to the Valet Parking Pilot Program.

BACKGROUND:

On April 21, 2008, the City Council authorized the implementation of a pilot valet parking program in the Downtown area and authorized staff to work with a business association for its implementation. The pilot program was authorized for six months with a three month extension. Subsequently, the Downtown Business Association (DBA) submitted an application to the Engineering Division to sponsor a valet parking contractor during the trial period. After all documentation requirements were satisfied, as per the adopted pilot program regulations, the DBA and their valet parking contractor commenced work in the Downtown area. (The staff report of April 21, 2008 and the Valet Parking Pilot Program (Program) regulations are attached for your reference.)

During this trial period stakeholders expressed a desire for changes to the Program. The DBA and the valet contractor requested shorter transit routes between the pick-up points and the private parking lots used for valet parking in order to increase valet expediency and decrease costs. Staff approved the addition of a parking lot and the proposed transit route to and from the new parking lot, which accomplished the desired outcome. Also the DBA requested to relocate a pick-up point from Watseka Avenue to Washington Boulevard, in order to obtain greater visibility. Staff did not

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allow this requested change of location as the adopted pilot program had three approved locations.

In November 2008, the DBA's first valet parking contractor resigned because the company stated it was operating in a deficit in Culver City and believed it would not be profitable within the immediate future. The DBA hired another valet parking contractor, Coast to Coast Parking. In spite of the change of valet contractors midway through the pilot period and the desire for some modification by stakeholders, the pilot program has been a great success due to the cooperative and active participation of the DBA, Coast to Coast Parking, and the City. The success of the program has attracted the attention of other Culver City businesses wishing to participate in creating additional valet stations in proximity to their businesses. Also, the press has written articles about the program and its benefits. Additionally, some municipalities have contacted staff to obtain information about the program as they consider creating or modifying their own. (A few articles have been attached for your information.)

Culver City businesses who have contacted staff asking to participate in the Valet Parking Program include businesses in the Downtown area as well as from other parts of the City. These requests could not be accommodated during the pilot period. In the Downtown area, interested businesses include the Culver Hotel, Kay 'n Dave's and M Café. In other parts of Culver City, interest has been expressed by businesses on Washington Boulevard (both east of downtown and west of the I-405 freeway) and on Sepulveda Boulevard south of Culver Boulevard.

The experience gained during the pilot program and information gained from the review of other municipalities' valet parking programs was used to form the program that is now being proposed. The program, as presented, addresses the business community's needs and balances them with the Public Works Director/City Engineer's responsibility to manage parking, traffic, and the public right-of-way.

DISCUSSION:

The parking supply is a scarce resource and would be insufficient to provide adequate curb-space for each individual business that desires valet parking and still leave adequate street parking for short-term turn-over parking for other businesses' patrons. Because of this, the concept of universal valet parking serving a business community is the most favorable scenario for all, where all businesses in a given area share in the benefits.

Additionally, the proposed Program creates the potential for valet parking to use off-street private parking spaces during evenings, nights, and weekends, when parking

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demand at such businesses might be low or non-existent. This, in turn, prevents the parking demand in an active business district from creating a parking intrusion problem on adjacent residential neighborhoods or a burden on street-side public parking spaces, making such parking spaces more readily available for short-term self-parking turn-over.

Below are highlights of the proposed Program:

Program Highlights:

- The Program will be managed under a conditional bi-annual permit issued to a Business Association.
- A Business Association is defined as any organization, association, or group selected or formed by the businesses of a block or area to act on their behalf as the liaison between the City and the businesses for the purposes of coordinating the Downtown Valet Parking Program participation request and process.
- The Business Association may apply to become a Sponsor and establish a valet parking operation in the Downtown area;
- A Sponsor is any person who operates, or causes to be operated, valet parking station(s) at the Sponsor's business location(s) as approved by the City Engineer or his designee.
- Sponsor's applications will require a petition signed by property owners and business owners, include business license, insurance, scaled plan, and payment of appropriate fees;
- Days and hours of operation would be determined by the City Engineer on a case-by-case, location-by-location basis, using sound traffic engineering judgment;
- Routes between valet parking stations and private parking lots are determined by the City Engineer, with the protection of the residential community and the general public being the most important factors;
- Valet patrons may drop-off or pick-up their vehicles at any valet parking station even when they are operated by different Sponsor/Operator;

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- A public meeting would be held prior to the final decision regarding the new Sponsor, to disseminate information on the operation of the program and obtain input from the public;
- Valet parking contractor hired by the Sponsor becomes the Operator of the valet parking station(s);
- Long-term and short-duration special event valet parking defined and regulated.

Existing Downtown Valet Parking Areas 1, 2, and 3

If the City Council decides to adopt the Downtown Valet Parking Program, the three valet stations presently in the Downtown area would remain as they are. However, under the new program, staff would be able to promptly respond to requested changes and, if appropriate, implement them.

Potential new Valet Parking Areas

Under the potential permanent program, new qualified Sponsors in the Downtown area may be considered.

The DBA has submitted a letter of support asking City Council to consider permanently adopting the program. The letter is attached for your reference.

Staff believes the proposed program would be beneficial in other areas of the City. In defining the City-wide program, staff proposes to consult with the business community and business associations through public meetings. Also the Traffic Committee will be consulted as well. Staff will present a City-wide valet parking program for City Council's consideration later this year.

Request from DBA for Waiver of Fees under the Valet Parking Pilot Program

During the pilot program, the fee for the use of the public right-of-way by the DBA's valet parking contractor was \$100 per week for each of the three valet stations for the use of three to five parking spaces, or 60- to 100-feet at each station. The fee was due on a monthly basis. During the eleven months of the pilot program, the DBA did not pay any of the monthly fees of \$1,290 (based on a weekly amount of \$100 x 3 stations x 4.3 weeks) for operating three valet stations.

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Staff repeatedly requested the DBA in meetings to pay the outstanding permit fees. The DBA was also given invoices of the permit fees. The DBA stated that they could not afford the permit fees at that time. At this time, the DBA requests that the City Council waive the monthly fee incurred between July 2008 and June 2009. The total amount is \$15,480. The letter is attached to this report.

FISCAL ANALYSIS:

Permanent Program Fees

Several fees (indicated by an asterisk), are based on Council-adopted fees for Public Works/Engineering for FY09-10, as adopted at the Council meeting of May 11, 2009. Because the program would be based on PW/Engineering permits, each permit will be assessed a \$48 issuance fee and a 4% Technology Surcharge. The fees will be adjusted annually to comply with the then-current Council-adopted rates.

Application Fee	*\$165.00 per hour, minimum of 3 hours
Weekly fee Payable in advance on a monthly basis, for each valet station of up to 100 feet long	\$100.00
Weekly fee for an additional 20 feet, beyond 100feet	\$25.00
Weekly fee for an additional 40 feet, beyond 100 feet	\$60.00
Biannual Permit Fee	*\$299.52 (\$120 x 2=\$240)+(\$48 issuance)+(4%=\$11.52)
Modification Fee To study any requested modification and its cost/benefit	*\$165.00 per hour, minimum of 3 hours
Late fee For failing to pay the Weekly fee, which is charged on a monthly basis, by or before the 5 th of the month.	10% of monthly fee, per day late after the 5 th of the month, but not more than 50% of monthly fee.

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Wayfinding Sign fee	*\$55 per sign (or then-current cost)
Operating without a permit	*Double the Application Fee (\$495 x2=\$990) and the first Biannual Permit Fee (\$299.52x2= \$599.04)

ATTACHMENTS:

- 1) Proposed Resolution
- 2) Staff Report of April 21, 2008
- 3) Valet Parking Pilot Program Regulations
- 4) Press Articles
- 5) Letter of support from the DBA encouraging the adoption of the permanent program
- 6) Letter from the DBA asking forgiveness of fees from July 2008 to June 2009.

MOTIONS:

That the City Council:

- 1) Adopt a Resolution Establishing the Downtown Valet Parking Program Procedures and Regulations and related Program fees;

AND

- 2A) Approve a fee waiver in the amount of \$15,480 as requested by the DBA for fees related to the Valet Parking Pilot Program;

OR

- 2B) Approve a partial fee waiver in the amount of \$_____ (not to exceed \$15,480);

OR

- 2C) Deny the fee waiver request presented by the DBA.