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

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| Meeting Date: 09/26/2011 | Item Number: C-4 |
| **CITY COUNCIL AGENDA ITEM: (1) Adoption of a Resolution Establishing Specific Locations for the Installation of Parking Meters within the City's Existing Parking Meter Zones, Directing the Public Works Director/City Engineer to Install Parking Meters in Such Locations and Rescinding Resolution No. 2011-R012; and (2) Authorizing the Public Works Director/City Engineer to Solicit Proposals for the New Parking Meters for Such Locations.** | |
| Contact Person/Dept.: Gabe Garcia/PW; Helen Kerstein/PW | Phone Number: (310) 253-5633; (310) 253-5618 |
| Fiscal Impact: Yes [X] No [] | General Fund: Yes [X] No [] |
| Public Hearing: [] Action Item: [] | Attachments: [X] |
| Commission Action Required: Yes [] No [X] | Date: _____ |
| Public Notification: (E-mail) Agenda and Meetings – City Council (09/21/11);(Advertisement) Culver City News (09/22/2011); (E-Mail) Chamber of Commerce (09/21/11); (Letter) Downtown Neighborhood Association (09/21/11); (E-Mail) Downtown Business Association (09/21/11); (Letter) Owners/Occupants of adjacent properties (09/20/11) | |
| Department Approval: Charles D. Herbertson (09/16/11) | City Attorney Approval: Carol Schwab (by H. Baker) (09/20/11) |
| Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (09/20/11) | City Manager Approval: John M. Nachbar (09/20/11) |

## RECOMMENDATION:

Staff recommends the City Council (1) adopt a Resolution establishing specific locations for the installation of approximately 352 parking meters within the City's existing parking meters zones, directing the Public Works Director/City Engineer to install parking meters in such locations and rescinding Resolution No. 2011-R012; and (2) authorize the Public Works Director/City Engineer to solicit proposals for the new parking meters for such locations.

## BACKGROUND:

On January 24, 2011, the City Council approved the introduction of an Ordinance which, among other things, created a process for designating parking meter locations by Resolution. The City Council also expressed support for moving forward with the installation of new parking meters at one set of locations without further deliberation ("immediate locations") and with another set after receiving input from community meetings ("longer-term locations"). While the City Council supported the installation of meters at the locations identified as "immediate locations," they requested additional information on the types of meters, proposed

times of operation, and time limits proposed at these locations prior to considering a Resolution that included them.

On February 28, 2011, the City Council adopted the Ordinance which created a Resolution-based process for designating parking meter locations, and also approved a Resolution listing the existing parking meter locations up to that time. Staff indicated that they were still in the process of collecting the information that the City Council requested for the new meter locations and would present a Resolution including the additional "immediate locations" at a subsequent City Council meeting. This staff report presents the requested information and revised Resolution for approval.

## DISCUSSION:

The following locations were identified as "immediate locations" for new parking meters at the January 24, 2011 meeting. At that meeting, the City Council expressed support for adding meters at these locations. Attachment 1 summarizes the number of spaces and proposed type of meters, time limits, and hours of operation for each street section proposed for new meters.There are approximately 352 new meters proposed for the locations listed below:

1. Culver Boulevard
   a. on north side, between Main Street and Cardiff Avenue
   b. on north side, between Canfield Avenue and Main Street
2. La Fayette Place
   a. between Culver Boulevard and the commencement of residential development south of Culver Boulevard on both sides with the exception of a loading zone for City Hall
3. Sepulveda Boulevard:
   a. on the east side, between Bush Way and Playa Street
4. Slauson Avenue
   a. 6300 block (between Jefferson Boulevard and Sepulveda Boulevard)
5. Washington Boulevard
   a. on the north side of the 6000 block of Washington Boulevard(between Melvil Street and Hargis Street)
   b. on both sides of the street where parking meters are presently not installed, between Sepulveda Boulevard and Washington Place/Wade Street

*Types of Meters*

As a general rule, staff believes that single/double space meters are preferable to multi-space meter stations at these locations because they can be spaced more

conveniently for users and can be used cost-effectively, even in locations where parking spaces are separated by significant distances (for example, when there are a series of contiguous driveways). Some exceptions to this general rule, which would make the use of multi-space meter stations desirable, include: 1) locations where the majority of users are already walking in the direction of the multi-space meters; 2) locations where there is a desire to encourage users to walk in that direction (for example to encourage crossing at a marked crosswalk); 3) locations where multi-space meters can serve a large number of parking spots (such as parking lots); and 4) locations where there are space constraints on sidewalks that preclude the installation of frequently-spaced single/double space meters.

These 352 locations are proposed to follow the "general rule" with installation of single/double space meters recommended. Staff further recommends purchasing new technology, credit card-accepting meters for the installation of these new single/double space meters.

Currently, there is only one vendor with this technology: IPS. Since March, Public Works has been testing IPS' meters on Washington Boulevard, Culver Boulevard, and Cardiff Avenue and has been generally pleased with the meters. Another vendor, Duncan, is close to rolling out a similar product. If Duncan is able to provide this product for testing within the City's time frame, Public Works will test this product as well. In any case, staff anticipates making a final recommendation of a vendor and their parking meter technology by the end of the year, and pursuing the purchase of these parking meters based on another agency's publicly-bid competitive purchase (which process will comply with the provisions of the Culver City Municipal Code and result in the purchase agreement being brought before the City Council for consideration), in order to reduce the time to deploy to the field.

In the mean time, however, since this process may take a couple of months, staff anticipates installing the roughly 100 traditional mechanical single/double space meters that are currently in the City's inventory. These will be changed out when the new technology meters are purchased.[1] It should be noted, that while staff recommends purchasing the new technology meters for all the new meters, it may be advisable to use these new meters at the location of existing mechanical meters as opposed to new designated meter locations if the existing meter locations merit them more. Generally, the priority locations for these new technology meters are locations with 1) high demand/usage, 2) need for parking data collection, 3) need for turnover, and 4) need for convenience of credit cards due to long parking time limits or higher meter rates.

[1] The process of changing traditional meters to credit card accepting single-double space meters is very simple, so this change out can be accomplished with minimal effort by City staff..

*Time Limits, Days/Hours of Operation, and Rates*

At this time, staff is proposing that the parking meter time limits vary from 1 hour to 10 hours depending on the nature of the adjacent businesses, the presence of existing signs that impose a time-limit on parking, or staff's engineering judgment based on observed use. Meters aimed at serving customers are proposed to be set at 1 or 2 hours, whereas meters aimed at serving primarily employees of nearby businesses are recommended for 10 hours. At this time, staff is proposing that the new meters be set at $1.00/hour and operate from 8am-6pm, Monday-Saturday, consistent with the existing policy in the City and the fee Resolution adopted in 2009.

In the future, should the City Council approve changes to the meter rates or hours/days of operation (for example, as recommended for Downtown meters by the Walker Parking Study), a new resolution establishing the revised rates and hours/days of operation will be brought forth to the City Council for its approval.

## FISCAL ANALYSIS:

*Revenues*

The addition of new parking meters will result in additional revenues and expenses. The annual parking meter revenues for the existing 1,489 metered at the hourly rate of $1.00 per hour have averaged approximately $840,000 per year (an approximate average of $565 per meter, per year). Staff estimates that the proposed new meters would likely generate roughly the same amount of revenue per space, as they are predominately in high demand locations. Thus, if the City Council adopts the attached Resolution adding approximately 352 new metered parking spaces, staff estimates that they will generate roughly $198,880 per year.[2]

*Costs*

If the City Council directs new parking meter installations, there will be one-time costs associated with the purchase and installation of new meters, estimated to be $316,800.[3] There will also be on-going costs of approximately $40,000-

[2]45 of the 352 parking spaces are Downtown. If the City Council approves Walker Parking's recommendation to increase Downtown parking rates to $1.50 per hour, the estimated additional revenue is anticipated to be $205,000 (assuming that the parking rate increase creates a 25% increase in revenue for the affected meters).

[3]This assumes a per space cost of roughly $900/meter. This cost may be reduced if housing and poles can be taken from inventory or purchased used. Also, there are on-going costs for the new technology meters relating to the computerized management systems, meters' wireless communications, and credit card processing, which are not insignificant.

$50,000/year for the web-based management program, web-based gateway and wireless communications, and credit card fees[4] related to the 352 new parking meters. Currently, there is sufficient funding from the Parking Improvement Fund in Project No. 949 (account 42100949) for the purchase of the above meters; however, funds will have to be budgeted annually for the on-going costs.

In addition to the cost of the meters, new parking meter installations will also increase maintenance, enforcement, and collection workloads. The Public Works Department's Maintenance Operations Division and the Police Department estimate that they can absorb the additional workload that will be created by the 352 new meters within existing staff levels at the time of this report; although there may be a reduction in service levels. If there is a desire to maintain the same service levels and install the additional 352 meters, and/or extend the hours/days of operation, additional staff may be requested[5].

## ATTACHMENTS:

1. Table with new meter locations, quantity, meter type, recommended restrictions, and hours of operation
2. Resolution

## MOTIONS:

That the City Council:

1. Adopt a Resolution establishing specific locations for the installation of parking meters within the City's existing Parking Meter Zones, directing the Public Works Director/City Engineer to install parking meters in such locations, and rescinding Resolution No. 2011-R012.

2. Direct the Public Works Director/City Engineer to solicit proposals for the new parking meters for such locations (with the proposals returning to the City Council for consideration).

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[4]Thisassumes a cost of $10/month/meter for the web-based management program, web-based gateway, and credit card fees.

[5] Currently, the Public Works Department employs one full-time Parking Meter Technician to perform maintenance on roughly 1,500 meters. According to a survey of other municipalities, the average workload for one Parking Meter Technician was approximately 800 meters. Accordingly, there is a limited ability to absorb new work within existing staffing.