

MEETING DATE: June 16, 2008

AGENDA ITEM:

Authorization to Issue a Request for Proposals Seeking the Services of a Qualified Parking Consulting Firm.

ATTACHMENTS

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Request for Proposal (RFP)
Downtown Parking Policy & Management Study

The purpose of the parking management study is to analyze existing and future parking conditions and create recommendations for the efficient management of publicly owned parking Downtown.

Study Area:

- Downtown Culver City, defined as the Commercial Downtown (CD) zone and City Hall (see map attached).

Scope of Services:

Parking Structures Current Use

- Develop data on transient, monthly and weekend verse weekday parking demand;
- Determine whether there is a current or projected shortage of parking, and if so, where and to what extent;
- Formulate alternatives for addressing parking needs, supply, and demand utilization strategies covering monthly, transient, Theater and Production Company parking, identifying peak periods that may exceed capacity;
- Determine impact of Parcel B development, and strategies for addressing that impact;
- Determine if Agency is meeting or exceeding its obligations per DDA with Oliver Macmillan; if not recommend strategies for meeting that obligation;
- Identify best parking practices for occupancy levels at structures;
- Provide input on options for 24 hour access at structures.

On Street Current Use

- Analyze on street parking and make recommendations for adding additional on street parking spaces
- Formulate alternatives for increasing parking turn over for on street spaces;
- Recommend best pricing for meters based on the goal of turning over metered parking spaces;
- Determine if meter feeding should be disallowed ;
- Determine if additional meters should be installed, and at what locations;
- Analyze current meter times to determine if those times should be changed to meet the goal of turning over parking during times of high usage;
- Analyze current meter equipment and make recommendations as to other types of revenue equipment that are available
- Analyze current on street parking enforcement practices and make recommendations to improve parking turnover.

City Hall

- Develop data on City Hall level P-1 parking demand;
- Formulate parking alternatives and controls for the management of parking on level P-1.

Downtown Parking Supply and Demand

- Review future demand determine if supply is adequate;
- Determine if future publicly owned parking facilities are needed using 10 year and 20 years out as horizon years;
- Compile a full identification of Downtown parking supply.

Downtown Parking Requirements

- Review Downtown parking requirements for all uses;
- Evaluate parking requirements for restaurants and outdoor dining.

Parking Management

- Evaluate current condition of the public sector parking functions and the various governments and departments involved with both on-street and off-street parking operations;
- Perform a review and comparison of other successful municipal parking management systems to assist in determining the best model for Downtown Culver City;
- Develop organizational / management model for a unified Downtown parking system, to include both on-street and off-street parking planning, management, and operation;
- Analyze the parking systems financial situation and make recommendations to improve the parking system's financial situation by maximizing its parking assets and revenue potential.

Product of Parking Study:

The product of this effort will be a clearly defined strategic parking improvement implementation plan. The plan will make recommendations as to short term, mid term and long term parking improvements. The outcome of this study will be the development of specific implementation steps for each recommendation.

Time Line of Study:

All elements of the scope of work shall be complete and a final report presented within 4 months of contractor receiving a notice to proceed.

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**PARKING POLICIES****REDEVELOPMENT AGENCY OWNED AND OPERATED PARKING FACILITIES**

Adopted Parking Policies
December 19, 2005

The following are the parking policies for Redevelopment Agency owned and/or operated parking facilities. The parking facilities are available to businesses within Culver City and/or those businesses within the boundaries of the Culver City Revitalization Corporation.

PARKING STRUCTURES***WATSEKA PARKING STRUCTURE***

3844 Watseka Avenue

Hours of Operation: Monday – Thursday	8 a.m. – 2 a.m.
Friday & Saturday	8 a.m. – 3 a.m.
Sunday	10 a.m. – 1 a.m.

Outside these hours, access cards are used to enter and exit the structure.

Size and Use: 328 total spaces

Available for monthly and short-term parking

CARDIFF PARKING STRUCTURE

3846 Cardiff Avenue

Hours of Operation: Monday – Thursday	8 a.m. – 2 a.m.
Friday & Saturday	8 a.m. – 3 a.m.
Sunday	10 a.m. – 1 a.m.

Outside these hours, gates are left open and individuals can enter and exit the structure.

Size and Use: 397 total spaces

Available for monthly and short-term parking

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INCE PARKING STRUCTURE

9099 Washington Boulevard

Hours of Operation: Monday – Thursday	8 a.m. – 2 a.m.
Friday & Saturday	8 a.m. – 3 a.m.
Sunday	10 a.m. – 1 a.m.

Outside these hours, the structure is closed.

Size and Use: 801 total spaces

Available for monthly and short-term parking

EXISTING PARKING LOTS

	STATUS/DESCRIPTION
<i>DUQUESNE LOT - 9900 Culver Boulevard</i> Size: 36 total spaces	<i>Public Parking</i> – Controlled short-term parking between 9AM-5PM.
<i>COAST MEDIA LOT - 4043 Irving Place & 4044-48 Lafayette Place</i> Size: 61 total spaces	<i>Employee Parking</i> - Currently used by CCUSD and Westwood One on a month-to-month basis.
<i>VENICE LOT* - 9415-25 Venice Boulevard</i> Size: 30 total spaces	<i>Proposed Culver Theatre Bus Parking</i> - Currently being used by Kayne ERAS for bus parking.
<i>CANFIELD LOT – Canfield Avenue</i> Size: 28 total spaces	<i>Employee Parking</i> - Currently used for employee parking by surrounding businesses.
<i>ROBERTSON LOT* - 3757 Robertson</i> Size: 32 total spaces	<i>Employee Parking</i> - Currently leased for monthly parking on a month-to-month basis by Hoke-Willat businesses. Limit 6 spaces per business. More spaces, if available, may be issued upon request.
<i>WARNER LOT* - 8511 Warner Drive</i> Size: 242 total spaces	<i>Public Parking</i> – Leased for monthly parking only.
<i>VIRGINIA LOT* - 10401-10601 Virginia Avenue</i> Size: 143 total spaces	<i>Employee Parking</i> - Currently leased for monthly parking on a month-to-month basis to businesses located near the Virginia lot. This location is operated as a valet parking

*These parking lots are not located within Downtown Culver City and, as such, are available to other designated businesses as noted in the table.

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POLICIES

Monthly Parking

All lots, with the exception of Duquesne, are used for reserved, month-to-month parking. The following policies are in place and are relevant to all parking facilities:

1. Monthly Rates*
 - \$60 – per person (Monday-Friday)
 - \$80 – per person (7 days per week)
 - \$110 – per tandem pair

*Businesses that do not have offices within Culver City who desire monthly parking may do so for an additional \$10 per person.
2. Parking spaces are made available per person, not per space.
3. For the parking lots, parking tags are issued monthly and must be hung from the vehicle's rear view mirror at all times or a parking citation will be issued by the Culver City Police Department and/or vehicle may be towed. For the parking structures, access cards are issued for entrance and exit to the structures.
4. Vehicle storage is prohibited and subject to citation and/or towing of vehicle.
5. Subletting is prohibited and may cause the revocation of parking privileges.
6. Residential and overnight parking is prohibited.
7. All parking, unless under a separate agreement, is month-to-month. The Redevelopment Agency reserves the right to revoke parking with 30 days notice.
8. Car repair and/or service is not allowed.
9. Agency may require the removal of any vehicles found to be leaking oil.
10. Only "Head In" parking allowed.
11. The following fees apply:
 - A replacement fee of \$25 is charged for the replacement of a lost or damaged access card.
 - A replacement fee of \$15 is charged for the replacement of a lost or damaged parking tag.
 - A late payment fee of \$5 will be charged if payment is not received by the 5th day of the month. Access to the structure will be denied until payment is received.
 - For those who park in the parking structures, a fee of \$5 will be charged for each instance a monthly parker does not park in the designated employee parking area.
 - For those who park in the parking structures, if found to be parked in the customer parking area, the vehicle will be cited.
12. "Turn around" parking (i.e., parking in the structure for the 2 hour free period and exiting and reentering the structure for a subsequent 2 hour free period) is prohibited. Individuals identified as turn around drivers will be required to pay the daily maximum rate.

Daily Parking

1. First two hours free. Additional two hours free with validation. \$1.00 per hour thereafter up to a maximum of \$8.00.
2. Validation stickers are provided to Culver City business owners at \$.50 per sticker. Validation stickers are to be provided to customers only and are not valid for

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employees or students. Validation stickers used by employees or students to exit the structure will not be honored. Businesses that do not have offices within Culver City who desire validation stickers for their customers may purchase them at a cost of \$1 per sticker. The validations are provided in books of 100 stickers.

3. Maximum rate charged for lost ticket.
4. Vehicles with handicapped identification must pay to park.
5. Free parking for veterans parking vehicles with specific license plates issued to Medal of Honor recipients, Legion of Valor recipients, Purple Heart recipients, Pearl Harbor Survivors, and Former Prisoners of War. This policy applies to vehicle license plates of such type from all states.



PARKING POLICIES - Amended
REDEVELOPMENT AGENCY OWNED AND OPERATED PARKING FACILITIES

Adopted Policies for Downtown Parking
December 4, 2006

1. That the excess supply of parking, in Agency owned-operated parking structures should continue to be available to businesses on a monthly basis and film companies on an as needed basis. This encourages new and expanding businesses who are in buildings with insufficient parking for employees to locate in Downtown.
2. That the Agency provide parking to targeted businesses. Should a business that is located in an existing building expand operations and need additional parking as required by the code then the Agency could provide the parking. Criteria for determining what types of businesses should receive parking will be established.
3. That new Downtown construction build adequate parking to meet zoning code requirements. Through a development agreement between the Agency and a developer or business; parking could be provided to meet zoning code requirements on a discretionary basis.
4. That the long-term goal of the Agency in Downtown is to create a visitor friendly Downtown as this is the case, customers visitors should have exclusive access to parking that is the most accessible to restaurants and retail.