

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

Meeting Date: <u>02/27/12</u>		Item Number: C-6	
CITY COUNCIL AGENDA ITEM: Approval of a Request from the Los Angeles Philharmonic Association to Receive Free Parking at the Ince Parking Structure and at Four Metered Spaces on Canfield Avenue in Support of the Hollywood Bowl Park and Ride Program			
Contact Person/Dept.: Christopher Evans, CDD Todd Tipton, CDD		Phone Number: (310) 253-5744 (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Meetings and Agendas – City Council (02/22/12), Los Angeles Philharmonic Association, Modern Parking Inc., Downtown Business Association, and Chamber of Commerce on (02/13/12).			
Department Approval: Sol Blumenfeld: (02/20/12)		City Attorney Approval: Carol Schwab (by H. Baker) (02/22/12)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (02/22/12)		City Manager Approval: John M. Nachbar (02/22/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a fee waiver request from the Los Angeles Philharmonic Association to receive free parking in support of the Hollywood Bowl Park and Ride Program. <u>BACKGROUND:</u> Beginning with the Hollywood Bowl summer concert season of 1997 and continuing through the summer of 2011 the former Culver City Redevelopment Agency provided free parking for participants in the Hollywood Bowl Park and Ride Program (Program). The Program is administered and funded by Los Angeles County (County) pursuant to a contract with the Los Angeles Philharmonic Association (L.A. Philharmonic). The Program provides free parking at 11 County locations. The purpose of the Program is to provide safe, low cost Hollywood Bowl transportation to residents of the County. Program patrons may park their vehicle at one of the Park and Ride facilities and take a shuttle-bus to the Hollywood Bowl. In Culver City, free parking has been provided at the Ince Parking Structure due to the structure's ability to accommodate the parking demand. The shuttle-bus service has been provided at four metered parking spaces on Canfield Avenue, adjacent to Media Park from 7:00 p.m. until 11:30 p.m. daily. Patrons park at the Ince Structure			

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prior to 7:00 p.m. and exit the garage for free by presenting their Hollywood Bowl ticket stub.

Culver City shuttle-bus ridership over the past five years is as follows:

YEAR	RIDERS
2007 -	2,856
2008 -	2,913
2009 -	3,824
2010 -	4,484
2011-	5,386

The Hollywood Bowl reports the Program is responsible for transporting approximately 30% of the total Hollywood Bowl attendees during the summer season.

DISCUSSION:

The L.A. Philharmonic has requested that the City Council waive parking fees (as the Agency Board had done previously) for the 2012 season (from June 1 to September 30, 2012). The L.A. Philharmonic's letter is attached.

Modern Parking, the Culver City parking operator, reports that the Ince Parking Structure has excess capacity and that Hollywood Bowl parking has not impacted parking operations or significantly reduced the availability of parking for visitors and employees of Downtown Culver City.

FISCAL ANALYSIS:

In 2011, approximately 2,146 Program participant vehicles received free parking in the Ince Parking Structure, which resulted in lost revenue of approximately \$6,438 [2,146 cars X \$3 per car (average) = \$6,438].

In addition to free parking in the Ince Structure, four metered parking spaces along Canfield Avenue are used by the shuttle-buses during pickup/drop off. In prior years, use of these spaces did not result in lost revenue because pickup occurred at 7:00 p.m. and parking enforcement at the meters ceased at 6:00 p.m. Because meter enforcement times have been extended from 6:00 p.m. to 11:00 p.m., the City could lose approximately \$1,781 (\$0.73 avg. revenue per hour X 2440 total hours = \$1,781) in parking meter revenue during the 2012 season

If the L.A. Philharmonic's request is approved, the total lost revenue to the city would be approximately \$8,219 (\$6,438 + \$1,781 = \$8,219).

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ATTACHMENTS:

1. Los Angeles Philharmonic letter dated February 6, 2012.

MOTION:

That the City Council:

1. Approve a full fee waiver of parking fees for the Hollywood Bowl Park & Ride Program for the summer concert season between June 1 and September 30, 2012; and,
2. Approve a fee waiver of metered parking fees for the Hollywood Bowl Park & Ride Program for the summer concert season between June 1 and September 30, 2012.