

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

Meeting Date: 08/12/2013		Item Number: <u>C-8</u>	
CITY COUNCIL AGENDA ITEM: Adoption of a Resolution (1) Establishing Parking Meter Fees (Including a New Parking Meter Rate of \$0.25 Per Hour at 10-Hour Time-Limited Parking Meters Citywide), the Time Period Covered by Such Fees, the Time of Operation for the Parking Meter Locations, and (2) Rescinding Resolution Number 2012-R011.			
Contact Person/Dept.: Gabe Garcia/PW		Phone Number: (310) 253-5633	
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 (08/07/13); (E-Mail) Downtown Business Association (08/09/13); (E-Mail) Chamber of Commerce (08/09/13); (Courtesy Notice Advertisement) Culver City News (08/01/13 and 08/08/13).			
Department Approval: Charles D. Herbertson (07/29/13)		City Attorney Approval: Carol Schwab (by H. Baker) (08/06/13)	
Chief Financial Officer Approval: Jeff Muir (08/07/13)		City Manager Approval: John M. Nachbar (08/07/13)	
<u>RECOMMENDATION:</u> Staff recommends that the City Council adopt a resolution (1) establishing parking meter fees (including a new parking meter rate of \$0.25 per hour at 10-hour time-limited parking meters Citywide), the time period covered by such fees, the time of operation for the parking meter locations, and (2) rescinding Resolution No. 2012-R011. <u>BACKGROUND:</u> In January, 2012, the City Council updated parking meter fees, time periods covered by such fees, and the time of operation for specific parking meter locations in the Downtown areas. In determining the appropriate fees and hours, the City Council's intent and direction was to efficiently manage the on-street parking supply by establishing parking meter fees for on-street parking in the Culver City Downtown areas that are higher than the fees for the City's parking structures in order to facilitate the City's goal of obtaining an 85% parking meter occupancy rate for peak periods. In order to further facilitate the City's goal of efficiently managing the on-street parking supply, it was the City Council's direction, at its meeting of July 22, 2013, to establish, at certain meters, reduced parking meter fees for parking meters that cater to employees and establish longer parking meter operating hours at locations with a			

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higher parking demand in the evening hours. The proposed resolution seeks to revise the rates and hours of operation to accomplish these goals.

DISCUSSION:

On July 22, 2013, staff presented to the City Council a discussion item on this topic, and requested the City Council's direction. After receiving public comment, the City Council provided direction to staff to prepare a proposed resolution implementing a \$0.25 per hour rate at 10-hour time-limited parking meters citywide, with a minimum of two hours when purchasing time with a credit card to recover credit card processing and communication fees.

Staff believes that the availability of a reduced hourly parking meter rate of \$0.25 for employees, as compared to the \$1 per hour parking meter rate presently in effect at all 10-hour parking meters, will encourage greater utilization of 10-hour parking meters and relieve some of the employee intrusion parking in adjacent residential neighborhoods.

FISCAL ANALYSIS:

It is expected that revenue will increase somewhat due to increased utilization of 10 hour meters. However, the amount of such increase is difficult to accurately estimate at this time.

ATTACHMENT:

1. Proposed Resolution

MOTION:

That the City Council:

Adopt a resolution establishing parking meter fees (including a new parking meter rate of \$0.25 per hour at 10-hour time-limited parking meters Citywide), the time period covered by such fees, the time of operation for the parking meter locations, and rescinding Resolution No. 2012-R011.