

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

Meeting Date: <u>03/23/15</u>	Item Number: <u>A-2</u>
CITY COUNCIL AGENDA ITEM: Adoption of a Resolution (1) Establishing Parking Meter Fees (Including a New Parking Meter Rate of \$0.75 for 15 Minutes), the Time Period Covered by Such Fees, the Time of Operation for the Parking Meter Locations, and (2) Rescinding Resolution Number 2013-R063.	
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 (03/18/15); (E-Mail) Downtown Business Association (03/18/15); (E-Mail) Chamber of Commerce (03/18/15); (Courtesy Notice Advertisement) Culver City News (03/19/15).	
Department Approval: Charles D. Herbertson (03/12/15)	City Attorney Approval: Carol Schwab (by H. Baker) (03/16/13)
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (03/17/15)	City Manager Approval: John M. Nachbar (03/18/15)

RECOMMENDATION:

Staff recommends that the City Council adopt a resolution (1) establishing parking meter fees (including a new parking meter rate of \$0.75 for 15 minutes), the time period covered by such fees, the time of operation for the parking meter locations, and (2) rescinding Resolution No. 2013-R063.

BACKGROUND:

The Downtown Business Association (DBA) has recommended that, in the interest of the downtown restaurants and service to their patrons, a certain number of parking spaces be available for restaurant patrons to park for short periods of time in order to pick-up food previously ordered. The DBA has requested that the City Council consider converting six parking spaces, strategically situated throughout the Downtown area, from the existing 2-hour time limit to a 15-minute time limit.

DISCUSSION:

Staff has reviewed the DBA's proposal and determined that it is appropriate to support the request for short-time parking time limits as well as the locations of the six parking spaces. The original request from the DBA was for seven parking spaces, but staff recommends only six spaces at this time and expanding to the seventh space in the future, if the need is substantiated.

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During the review process, staff made random observations of the parking turnover at the proposed parking spaces. It was staff's conclusion that due to the popularity of Downtown restaurants, the parking spaces proposed by the DBA are infrequently available, and the time limit of 15 minutes will contribute to these spaces' availability for food pick-up.

In determining the appropriate rate for 15-minutes, staff considered the following criteria: 1) the meter transactions need to cover the cost of third-party fees that the City pays to its vendors and merchant bank; and 2) a rate that would discourage general Downtown patrons from occupying these spaces intended for food pick-up.

Staff proposes that \$0.75 for 15 minutes would meet the above criteria. (The City pays approximately \$0.36 per credit card transaction to various vendors in the handling of each transaction.) This rate is likely to discourage most general Downtown patrons from parking in these food pick-up parking spaces, since the rate, if extended to one hour (\$3 per hour), would be double the cost of parking at 2-hour parking meters. Signs at these six parking spaces would provide notice to the motoring public that these spaces are for food pick-up, but such signage is not legally enforceable.

Any parking patron paying with coins would be able to purchase 5-minutes for \$0.25, 10-minutes for \$0.50, and 15-minutes for \$0.75. While a patron paying with credit card would need to purchase a minimum of 10-minutes for \$0.50 in order to cover the credit card fees charged by third party service providers. The proposed six 15-minute parking spaces would be metered during the same hours as all the meters Citywide: 8 am to 6 pm, Monday through Saturday. The DBA supports the proposed meter rate and time-limit.

Staff discussed the potential 15-minute parking time limit with the two manufacturers of the existing meters in the Downtown area (IPS Group and Duncan Parking)—three of the parking spaces are currently managed by IPS individual parking meters, and the other three by Duncan multi-space meters. Staff determined that the existing meter technology is capable of accommodating this new configuration.

In discussing the operations and enforcement of these six parking meters with the Police Department, it was collectively determined that each of these parking spaces should be equipped with a parking meter sensor. The sensors would prevent adding time to the meters exceeding 15 minutes. The car will have to vacate the parking space before the meter will accept additional payment.

Additionally, a 10-minute time limit was considered, but on advice of the Police Department, this was changed to 15-minutes, with consensus from the DBA. The shorter time-limit would have set unrealistic expectations for enforcement. Enforcement of the 15-minute time-limit will be on the same cycle as enforcement of the general Downtown parking meters.

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FISCAL ANALYSIS:

Should the City Council adopt this new rate, staff is able to implement the change to the IPS meters. However, the configuration of the Duncan multi-space meters would need to be performed by Duncan. The cost for such configuration would be absorbed in existing appropriations.

Staff expects that the change from 2-hour parking time limits to 15-minute time limits for a relatively small number of meters will not result in a significant change in parking meter revenue.

The cost for the parking meter sensors would be as follows:

QTY	DESCRIPTION	COST	EXTENSION
6	In-ground sensors	\$225	\$1,350
6	Freight	15	90
6	Installation*	40	240
TOTAL		\$280	\$1,680

*Estimate

Additionally, there would be an ongoing monthly fee of \$6.25 per sensor. There is adequate funding in the City Council Adopted Budget for Fiscal Year 2014/2015 to cover the cost for the sensors, signage, parking meter configurations, and ongoing fees.

ATTACHMENT:

1. Proposed Resolution
2. Letter of Support from the DBA

MOTION:

That the City Council:

Adopt a resolution establishing parking meter fees (including a new parking meter rate of \$0.75 for 15 minutes), the time period covered by such fees, the time of operation for the parking meter locations, and rescinding Resolution No. 2013-R063.