

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

Meeting Date: 05/27/2014		Item Number: A-1	
CITY COUNCIL AGENDA ITEM: Adoption of a Resolution (1) Establishing Specific Locations for the Installation of Parking Meters Within the City's Parking Meter Zones (Including New Meters on Washington Boulevard Between Elenda Street and Sepulveda Boulevard); (2) Directing the Public Works Director/City Engineer to Install Parking Meters in Such Locations, and (3) Rescinding Resolution Number 2013-R062.			
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: (Email) Agenda and Meetings – City Council (05/21/2014); (E-Mail) Chamber of Commerce (05/22/14); (Courtesy Notice Advertisement) Culver City News (05/22/14); and (Mail) Property Owners, Business Owners, and Residents in the area bounded by Venice Boulevard, Culver Boulevard (north), Sepulveda Boulevard, and Elenda Street-Girard Avenue.			
Department Approval: Charles D. Herbertson (05/15/14)		City Attorney Approval: Carol Schwab (by H. Baker) (05/20/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (05/21/14)		City Manager Approval: John M. Nachbar (05/21/14)	
<u>RECOMMENDATION:</u> Staff recommends the City Council adopt a resolution (1) establishing specific locations for the installation of parking meters within the City's parking meter zones (including new meters on Washington Boulevard Between Elenda Street and Sepulveda Boulevard); (2) directing the Public Works Director/City Engineer to install parking meters in such locations, and (3) rescinding Resolution Number 2013-R062. <u>BACKGROUND:</u> In January 2011, staff presented to the City Council proposed objectives and policies to guide the future installation of parking meters. The policy direction received from the City Council was to install parking meters adjacent to all business/commercial/industrial streets except places of worship, schools, State and Federal government facilities, and residential frontages. In order for staff to install parking meters at specific locations, the explicit authorization from the City Council is still necessary via adoption of a Resolution. The on-street parking supply on Washington Boulevard between Elenda Street and Sepulveda Boulevard is primarily used for business patron parking and is currently restricted by posted signs, to two-hour parking, with a few spaces restricted to 30-minutes.			

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There is a total parking supply of 76 parking spaces in the subject segment, nine of which are proposed to be excluded from being metered in compliance with the City Council's policy direction. Four are adjacent to La Ballona School and five are adjacent to the King Fahad Mosque. The north side of Washington Boulevard has 31 parking spaces proposed to be metered; the south side of Washington Boulevard has 36. Of the 31 parking spaces on the north side, one is an existing green zone. Of the 36 parking spaces on the south side, six are existing green zones. The seven green zones are proposed to be metered with a 30-minute time limit, while the remaining 60 parking spaces are proposed to be metered with a 2-hour time limit.

On most blocks within the subject segment of Washington Boulevard, parking is available during the regular business day, except on the north side of Washington Boulevard between Huron Avenue and Washington Place where no parking is allowed between 7 am to 9 am, and between 4 pm and 6 pm, to increase the queuing capacity for the Washington Boulevard westbound right-turn movement onto Washington Place.

DISCUSSION:

Community Meeting

Approximately 2,300 courtesy notices were mailed to property owners, business owners, and residents in the area bounded by Venice Boulevard, Culver Boulevard (north), Sepulveda Boulevard, and Elenda Street-Girard Avenue, inviting them to a community meeting on Thursday, May 8th, at 7 pm in the Dan Patacchia Conference Room in City Hall, to inform the community about the proposal to install parking meters and to obtain input.

The meeting was attended by two business people and three parents who volunteer at La Ballona Elementary School. One business owner, representing three businesses on the north side of Washington Boulevard, toward the west end of the subject segment, expressed support for the parking meter installation. The second business owner expressed opposition to the installation of parking meters, citing that metering business frontages is not friendly towards patrons, the economy is still bad, and that the revenue to be realized from the meters will be less than the loss in receipts by the businesses.

The school parent volunteers also opposed the parking meter installation. They indicated that the neighborhood in the vicinity of La Ballona Elementary School is economically disadvantaged, and having to pay the parking meters to drop-off and pick-up their children at school is a financial hardship for parents. They also

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expressed that the City should relax their parking enforcement policy against school parents who are dropping-off or picking-up their children, or those who remain in school to volunteer their time. Finally, they stated that the \$63 parking citations represent a financial hardship and discourage parents from participating in the school-life of their children and volunteering at school. They expressed that the City Council should not authorize the installation of parking meters between Elenda Street and Huron Avenue, on both sides of Washington Boulevard, because this is the general area where school parents park their vehicles.

Proposed Meter Locations

In furtherance of the City Council's policy directive to staff in January 2011, staff recommends that 2-hour new technology parking meters be installed at 60 parking spaces, and 30-minute parking meters at 7 parking spaces. These meters can accept credit card payments, as well as coins.

The parking meters are proposed to be installed at the following locations:

NO.	ON STREET	SIDE	FROM	TO
1	Washington Blvd	North side	Sepulveda Blvd	Harter Ave prolongation
2	Washington Blvd	North side	Washington Pl	Huron Ave
3	Washington Blvd	North side	Huron Ave	Prospect Ave
4	Washington Blvd	North side	Prospect Ave	Elenda St
5	Washington Blvd	South side	Elenda St	Huron Ave
6	Washington Blvd	South side	Huron Ave	Tilden Ave
7	Washington Blvd	South side	Tilden Ave	Harter Ave
8	Washington Blvd	South side	Harter Ave	Center St
9	Washington Blvd	South side	Center St	Commonwealth Ave
10	Washington Blvd	South side	Commonwealth Ave	Sepulveda Blvd

In addition, the prior exemption for business adjacencies has been eliminated in order to be consistent with the City Council's intent in 2011, which was to meter every commercial/non-residential street when an objective(s) of the City's parking meter policies are deemed to be met.¹

¹ The exemption was for "business adjacencies where the parking demand stems primarily from employees rather than patrons/residents or where the business has sufficient off-street parking and there is little demand for on-street parking (unless the installation of parking meters is requested by the property owner)."

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Proposed Meter Operations

The meters are proposed to be operational Monday through Saturday, from 8 am to 6 pm, in conformance with current Council-adopted ordinance, and in uniformity with meters throughout the City.

Meter Rate

The meter rate for these meters, as per Council-adopted meter rates, would be \$1 per hour.

Installation Timeline for New IPS Standard Meters

If the City Council authorizes installation of these parking meters, staff anticipates that they can be installed within the next two to three months. Staff currently has enough parking meter housings and new technology parking meters on-hand and does not need to purchase additional materials to accomplish this installation. This represents a significant savings in time. However, a few parking meter posts will need to be installed by a contractor under an existing contract. Upon installation of the posts, IPS, the new technology parking meter manufacturer, will be hired to perform the installation of the parking meters. IPS is being hired to assist with the meter installation in order to not negatively impact the maintenance of existing parking meters by the City's meter technician.

Status Update Regarding Jefferson Boulevard Meters

On August 12, 2013, the City Council authorized the installation of parking meters on Jefferson Boulevard, between Overland Avenue and the City boundary to the east, with the exclusion of the adjacency to the residential developments on the south side of Jefferson Boulevard (from Overland Avenue to the eastern terminus of Raintree).

For several months, staff worked to acquire the parking meter equipment from the authorized vendors and to obtain bids for parking meter post installations. Eventually the City and the contractor entered into an agreement, and the required parking meter posts were installed.

While these posts were being installed, a member of the business community raised concerns over the potential of City staff utilizing some of these metered spaces. This issue continues to be explored and will be the subject of a separate staff report to be presented to the City Council in the near future.

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FISCAL ANALYSIS:

The IPS new-technology meters communicate wirelessly with network servers for reporting of transaction data to City meter maintenance and meter revenue collection staffs and with credit card processing services. Additionally, a web-based parking meter management software is provided to manage and run reports. These services represent an on-going cost of approximately \$5.76 per meter per month, or \$437.76 per month for an anticipated 76 meters. The annual ongoing costs for these meters will be \$5,253.12.

Additionally, the City pays two fees to its merchant bank for each credit card transaction: 1) a fee per transaction; and 2) a fee of .0027 multiplied by the amount of the transaction. The total amount of fees for credit card transactions paid by the City to its merchant bank cannot be accurately projected due to the variation of parking meter payments.

If each of the 67 parking meters were occupied just 2 hours per day, at the rate of \$1 per hour, out of 10 hours of operation, the anticipated annual revenue would be approximately \$47,424 per year.

There is sufficient funding available in PZ-949 Parking Meter CIP to pay for the proposed expenses. The on-going costs will be paid from the parking meter operations fund, and there is adequate funding to pay for the cost during this fiscal year. The Public Works Department has incorporated the recurring costs in the Fiscal Year 2014-2015 budget requests.

ATTACHMENTS:

1. Parking Meter Locations Resolution

MOTION:

That the City Council:

Adopt a resolution (1) establishing specific locations for the installation of parking meters within the City's parking meter zones (including new meters on Washington Boulevard, between Elenda Street and Sepulveda Boulevard), (2) directing the Public Works Director/City Engineer to install parking meters in such locations, and (3) rescinding Resolution No. 2013-R062.