

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 11/12/2007		Item Number: A-6	
AGENDA ITEM: 1) Introduction of an Ordinance Amending Section 7.03.500 of the Culver City Municipal Code to Create a Downtown Parking Meter Zone and Amending Section 7.03.525 Relating to Parking Meter Violations; 2) Adoption of a Resolution Increasing the Meter Rates in the new Downtown Meter Zone; 3) Authorization of the Installation of Twenty-One Meter Spaces on Lafayette; and 4) Authorization of a Two-Hour Parking Limit in the Downtown Meter Zone.			
Contact Person/Dept.: Christopher Evans		Phone Number: (310) 253-5744	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association (11/07/07); Chamber of Commerce (11/07/07); Master Notification List (11/07/07).			
Department Approval: Sol Blumenfeld (11/01/07)		City Attorney Approval: Carol Schwab (by H. Iker) (11/07/07)	
Fiscal Impact Review: Marlee Chang (by N. Kimball)(11/21/07)		City Manager Approval: Jerry B. Fulwood (11/21/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council: 1. Introduce an Ordinance amending Section 7.03.500 of the Culver City Municipal Code ("CCMC") to create a Downtown Parking Meter Zone ("DMZ") and amending Section 7.03.525 relating to parking meter violations; 2. Adopt a Resolution increasing the meter rates from \$0.50 per hour to \$1.00 per hour within the DMZ; 3. Authorize a two-hour parking limit in the DMZ; 4. Authorize the installation of approximately 21 meter spaces on Lafayette Place and provide input and direction regarding parking beneath City Hall; and <u>BACKGROUND/DISCUSSION:</u> In November 2006, the Culver City Redevelopment Agency considered a report regarding Parking Strategy and Parking Policies for all Agency-Owned and/or Operated Parking Facilities. As part of that report there was information presented regarding a staff recommendation for on-street meter pricing in Downtown Culver City that would be presented to the City Council for consideration at a later date. Staff is now presenting the item.			

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Downtown Culver City is a growing and thriving area. The Agency has constructed three parking structures to assist in the revitalization. In addition to the Agency-owned and -operated parking structures, several other parking options exist in Downtown, including long-term private surface parking lots, parking on the P-1 level of City Hall, and short-term curbside metered parking.

In order to improve the efficiency of the parking system in Downtown, City staff is recommending that the Council (1) create a Parking Meter Zone, (2) amend the meter rates, (3) consider controlling parking on LaFayette Place, (4) consider limiting continuous use of parking spaces and (5) consider discouraging meter feeding.

Meter Rate Amendment, Two Hour Time Limit and Creation of a Parking Meter Zone

The goal of the proposed meter rate increase and time limited parking is to create a coordinated pricing system for all public parking in the Downtown Area. A coordinated pricing system would reduce cruising for curbside parking spaces thereby reducing traffic; it would create an incentive for long-term parkers to park in parking structures or surface lots rather than curbside spaces; and it would free up convenient curbside parking for short-term parkers.

There are approximately 187 curbside parking spaces in the Downtown area. These include both metered and un-metered spaces. These spaces are generally located in front of businesses and government offices. Because of their location they are ideal for serving the needs of short-term parkers and customers. These convenient spaces, however, are being utilized by long-term parkers and contributing to Downtown traffic. This is the result of un-metered curbside parking being available on Lafayette Place, of free parking being available beneath City Hall, and curbside metered spaces not being priced in coordination with the rates charged at the Downtown parking structures.

In order to implement the proposed parking strategy, staff is recommending that the Council adopt an Ordinance (Attachment 5) amending the CCMC to create a Downtown Meter Zone ("DMZ") and prohibit parking in the DMZ for a period of time exceeding the posted time limits and prohibit "meter feeding" (see amendments to § 7.03.525 as set forth in the Ordinance); and establish by Resolution (Attachment 6) an increase in meter rates to \$1.00 per hour in that new zone. Additional meters can be installed in the DMZ (see Attachment 1) and signs posted limiting parking at meters to two hours of continuous use, by a motion of the City Council. A civil penalty would be imposed in the amount of \$36.00 for each violation, which is the same rate as for parking at an expired meter.

Currently, a long-term parker has an incentive to park on the street rather than a parking structure due to it being less expensive (\$4 to park curbside and \$6 to park

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in a structure for an eight hour period). To address this, staff recommends that the current rate for metered parking in Downtown be increased from \$0.50 per hour to \$1.00 per hour (resulting in an \$8 charge to park curbside and \$6 to park in a structure for an eight hour period).

Staff has reviewed the meter rates for other municipalities on the west side of Los Angeles and found that \$1 per hour falls well within the average (see "Attachment 2"). Staff also found that a time limit on parking, ranging from 1 to 3 hours, is also well within the average (see "Attachment 2").

Although increasing the meter rate will encourage long-term parkers to park in the Downtown parking structures, staff is recommending the City Council consider a two-hour time limit at all Downtown parking meters to insure that curbside metered spaces turnover at a reasonable rate.

Parking on LaFayette Place and beneath City Hall

In addition to the under-priced, non-time restricted parking available at Downtown metered spaces, additional un-metered parking is available on LaFayette Place and on P-1 beneath City Hall. The availability of these spaces impacts Downtown in several ways:

1. It encourages some parkers to seek these types of spaces instead of parking in a parking structure. This is often referred to as "cruising", which contributes to traffic congestion.
2. It encourages employees or long-term parkers to look for curbside parking or park in City Hall.
3. It encourages meter feeding, which makes the curbside spaces unavailable to those seeking short-term parking.

LaFayette Place is a north - south street to the immediate east of City Hall. Staff is recommending that the current 21 un-metered non-residential parking spaces located on Lafayette be metered and time restricted. The free parking on Lafayette Place encourages long-term parkers and Downtown employees to look for parking on Lafayette Place rather than parking in the Downtown structures. Sufficient free parking is available on P-1 for City Hall visitors.

The first parking level beneath City Hall (P-1) contains 214 parking spaces. These spaces are free and uncontrolled making them convenient for persons who are conducting business in City Hall. Employees of local businesses may also be parking on P-1 rather than in the Downtown parking structures. If abused, this usage could affect the supply of parking for City Hall visitors.

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Public Works staff has been monitoring the usage of P-1 and has observed a minor increase as a result of two nearby Agency owned parking lots being sold. Because the increase has been minor, staff is not recommending changes as to how P-1 is used. Increasing parking meter rates and adding parking meters on Lafayette Place could increase usage of P-1 by users other than those doing business at City Hall. If that should occur, it may be necessary to apply parking control measures in the future. Likely measures include:

1. Attendant controlled parking. The attendant would charge parkers on non-City business upon exit from P-1..
2. Automated kiosk parking. This would be accomplished by having parkers pull a ticket when entering P-1 and paying for the time they parked on exit. Those on City Hall business could have their ticket validated prior to exit.
3. Automated-pay in lane. Parkers would pay using an automated system as they left the structure. Those on City Hall business could have their tickets validated prior to exit.

If staff observes increased usage of P-1, staff will return to the City Council with recommendations.

Impacts on City Departments

Staff has worked closely with the Public Works and Police Departments when preparing this report and its recommendations. The Public Works Department will be responsible for installing and maintaining the additional meters and the Police Department ("PD") will be responsible for enforcing the two-hour meter parking limit in the proposed Downtown Meter Zone.

The Public Works Department believes it will be able to address the installation and maintenance of the additional meters with existing staff.

The PD responded that it would require three (3) additional Parking Enforcement Officers ("PEO's") along with an additional three (3) vehicles to adequately enforce a two-hour parking limit at Downtown meters. This is due to the number of staff-hours required to enforce the time controlled spaces and the current pressure on PEO's to monitor the 96 areas in the City where parking limitations of various types are posted. The PD advises that the three (3) additional PEOs would not assure complete coverage or enforcement due to days off and emergency response requirements. The cost for three (3) additional PEO's is anticipated to be covered by increased meter revenues in the Downtown resulting from the meter rate increase as noted in the revenue analysis of this report.

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In addition to the three (3) PEO's requested by PD, the Public Works Department may need an additional Parking Meter Technician to handle the additional workload resulting from the installation of 21 new meters on Lafayette. Further analysis is needed to determine if this will be necessary, and staff would report back with the findings.

The Downtown Business Association

Staff met with the President and Executive Director of the Downtown Business Association ("DBA") as well as several members of the DBA to discuss the proposed meter rate increase and time restrictions. They supported the goals of the meter rate increase and time restriction predicated upon the strict enforcement of the proposed two-hour time limit on Downtown meters. They also stated that as Downtown would have a higher meter rate than the City as a whole, the increased revenue for meters should be used for the improvement and maintenance of Downtown, preferably through a revenue sharing agreement between the City and the DBA. However, such a revenue sharing agreement is not recommended by the City Manager's Office.

In addition to the above concerns the DBA is worried about the availability of parking in Downtown structures. There have been reports from monthly parkers to the DBA that they have, on occasion, not been able to find a parking space in one of the structures. In response to this concern City staff reviewed parking data from random days in both February and August 2007. For the days reviewed staff did not find a day that a structure reached capacity although, it should be assumed that Cardiff Parking Structure will generally reach capacity between the hours of 2PM thru 7PM during the Farmer's Market on Tuesdays. City staff will continue to monitor the availability of parking in all Downtown structures.

There is a finite supply of convenient curbside short-term parking. There is though, structured parking located within a block or two of almost all Downtown businesses. This parking is free for the first two hours. However, meter rates and P-1 are not priced in coordination with the Downtown parking structures making the parking structures the last choice rather than the first choice for transient parking.

FISCAL ANALYSIS:

Enforcement of 2-hour Parking Ordinance

The Culver City Police Department estimates that three (3) additional Parking Enforcement Officers would be needed to fully enforce a two-hour limit in the Downtown Meter Zone. The yearly salary and benefit package of each Parking

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Enforcement Officer is approximately \$69,500. In addition, three (3) vehicles would be needed at an estimated initial expense of \$16,500 per vehicle plus on-going expenses of approximately \$10,000 per vehicle for maintenance and fuel and \$1,700 per vehicle to be contributed to the equipment replacement fund for future replacement of the vehicles.

Culver City Police Department
Cost Analysis

			Year 1	Year 2	
	Number	Cost per PEO	Total	Total	
PEO's	3	\$69,500	\$208,500	\$216,900	
			Year 1	Year 2	
	Number	Cost per Vehicle	Total	Total	
Vehicle	3	\$16,500	\$49,500	\$0	
Equipment Replacement	3	\$1,700	\$5,100	\$5,100	
			Year 1	Year 2	
	Number	Cost per Vehicle	Total	Total	
Vehicle Fuel and Maintenance	3	\$10,000	\$30,000	\$30,000	
			Year 1	Year 2	
TOTAL			\$293,100	\$252,000	

Installation of Meters on Lafayette Place

Public Works has estimated that installing 21 additional meters on Lafayette Boulevard, installing new rate signage on existing meters, and installation of new time signage would be \$25,200. This amount includes a 20% contingency.

There are sufficient funds available in the Parking Meters/Equipment Project, CIP No. P-376 (42100376), to fund the installation of new meter signage and 21 additional meters.

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An additional Parking Meter Technician would cost approximately \$65,000 (salary and benefits). Based on other areas of the Downtown area with comparable number of meters, the additional revenue from the 21 additional meters would be approximately \$15,000 to \$20,000 annually at the current rate of \$0.50 per hour.

Revenue Analysis

Creating a Downtown Meter Zone and increasing the meter rate to \$1.00 per hour is estimated to increase Downtown meter revenues from a yearly total of \$131,400 to a yearly total of \$244,700 (see "Attachment 3"), which results in \$113,300 of new revenue.

The CCPD estimates, based on past meter citation fine revenue of \$206,000 from 6,875 meter citations issued by five (5) PEO's, that each additional PEO would result in approximately \$41,250 from meter violations if the proposed ordinance is fully enforced. It is estimated that combined net fines received from each additional PEO would be \$86,940 per year (which includes citations for all violations, not just meter violations).

Culver City Police Department
Citation Revenue Analysis

	Number		Total Citation Revenue per PEO	Total Citation Revenue	Additional Meter Revenue Total
PEO's	3		\$86,940	\$260,820	\$113,300

Total new revenue from Downtown meters and citations resulting from additional PEO's if the ordinance is fully enforced is estimated to be: $(\$260,820 + \$113,300) = \$374,120$. Lower levels of enforcement would result in less revenues from parking citations.

Additionally, as people become more aware of the two hour limit and higher level of enforcement and begin to change their parking habits, revenues from parking citations will potentially decrease.

ATTACHMENTS:

1. Downtown Meter Zone
2. West Side Fee and Hourly Limit Review
3. Meter Revenue Analysis

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4. Meter Cost Analysis
5. Proposed Ordinance
6. Proposed Resolution

MOTION:

That the City Council:

1. Introduce an Ordinance amending Section 7.03.500 of the Culver City Municipal Code to create a Downtown Meter Zone;
2. Adopt the Resolution increasing meter rates in the Downtown Meter Zone to \$1.00 per hour;
3. Authorize the installation of twenty one meters on Lafayette Place; and
4. Authorize a two-hour parking limit in the Downtown Meter Zone.