

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

Meeting Date: 06/16/08	Item Number: <u>A-2</u>
AGENDA ITEM: Authorization to Issue a Request for Proposals Seeking the Services of a Qualified Parking Consulting Firm.	
Contact Person/Dept.: Christopher Evans, Phone Number: (310) 253-5744 Redevelopment	
Fiscal Impact: Yes ☒ No ☐ General Fund: Yes ☐ No ☒	
Public Hearing: ☐ Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association (06/9/08); Master E-Mail Notification List (06/11/08); Chamber of Commerce (06/9/08).	
Department Approval: Sol Blumenfeld	Executive Director Approval: Jerry B. Fulwood (06/12/08)
Chief Financial Officer Approval: Jeff Muir (by N. Kimball)	

RECOMMENDATION:

Staff recommends the Culver City Redevelopment Agency (the "Agency") authorize the issuance of a Request for Proposals ("RFP") seeking the services of a qualified parking consulting firm.

BACKGROUND:

Downtown is thriving. Much of this success is predicated upon the availability of an ample and convenient parking supply. The parking supply is owned by the Agency, the City or private property owners. The parking supply is available in public parking structures, public/private parking lots and on street.

The parking structures are managed pursuant to the Agency's adopted policies (Attached) that determine staff goals and priorities as well as the user groups who may access the facilities such as theater patrons, Trader Joe's customers, Downtown employees, etc. The parking structures provide the majority of visitor and employee parking Downtown.

The parking structures were constructed to catalyze Downtown's rehabilitation. As the rehabilitation has progressed parking demand has increased. With an increase in demand has come some competition between user groups for available parking spaces. Staff believes that in order to address this issue policy modifications must be made to ensure the fair allocation of parking spaces among user groups.

Downtown user groups include patrons of Downtown businesses, Theaters, and Farmer's Market. Employees of Downtown business also park in the structures. In addition employees of Brotman Hospital, Miller Honda/Toyota and Sony Studios utilize the parking structures. Staff will lease parking on a daily basis to film

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production crews and extras if parking is deemed available by the Agency parking management company, Modern Parking.

In addition to the 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. These parking resources are an important a piece of the Downtown parking supply. Staff believes that a review of the policies governing the use of these parking options should also be undertaken.

DISCUSSION:

In order to assist in making parking policy and management recommendations, staff recommends that the Agency authorize distribution of an RFP scope of work (Attached) to qualified parking consultants.

The scope of work requires the parking consulting firm perform an analysis of various Downtown parking resources and then develop recommendations for policy and management revisions. The scope of work will include:

- A full identification of the Downtown parking supply including: public parking structures, City Hall parking, on-street parking and public/private parking lots;
- An evaluation of City parking requirements for all uses including restaurants and outdoor dining;
- A parking supply and demand analysis;
- Development of a unified Downtown parking management plan.

Process

City and Agency Staff have worked with the Downtown Business Association (DBA) to develop the RFP's Scope of Work. Staff intends to deliver the RFP to qualified parking consultants and receive responses approximately 60 days from issuance. The results of the RFP will be presented to the Council and Agency for consideration.

FISCAL ANALYSIS:

The availability of parking is a crucial component to the long term fiscal health Downtown. Existing policies encourage public parking to attract visitors to Downtown. Visitors to Downtown are paramount to the success of Downtown businesses.

Downtown businesses generate Sales Tax, Utility Users' Tax, Business Certificate Tax, Base-year Property Tax, and Property Tax Increment for the City and the Agency. These revenue sources are used to fund vital City services and continuing

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redevelopment efforts. A well managed Downtown parking supply will contribute to the continuing success of Downtown businesses.

The RFP will request that respondents price each item in the scope of work separately in a menu fashion. In this way any item that is determined by the Agency to be too costly can be removed from the contracted scope of work.

Funds are available in Program 91000 to pay for contracting with a parking consulting firm.

ATTACHMENT:

1. Parking Consultant RFP Scope of Work
2. Study Area
3. Redevelopment Agency Parking Policies

MOTION:

That the Culver City Redevelopment Agency:

1. Authorize the issuance of a Request for Proposals ("RFP") seeking the services of a qualified parking consulting firm.