

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

Meeting Date: 01/24/2011		Item Number: <u>A-4</u>	
CITY COUNCIL AGENDA ITEM: (1) Discussion of Policies and Objectives for Parking Meters; (2) Introduction of an Ordinance Amending Chapter 7.03, Stopping, Standing and Parking, of the Culver City Municipal Code, by Repealing and Replacing Sections 7.03.500 through 7.03.520 and Amending Sections 7.03.535 and 7.03.550 Relating to Parking Meters; (3) Discussion of Locations for Installation and Removal of Parking Meters; and (4) Discussion of Other Issues Relating to the City's Parking Meters.			
Contact Person/Dept.: Gabe Garcia/PW; Helen Kerstein/PW		Phone Number: (310) 253-5633; (310) 253-5618	
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 (01/19/11); (Email) Ongoing Topics - Fiscal and Budget Issues (01/19/11); (Email) Chamber of Commerce (01/18/11); (Email) Downtown Business Association (01/18/11); (Advertisement) Culver City News (01/13/11; 01/20/11); (Mail) Owners, Occupants, and Businesses in the Immediate Vicinity of Potentially Affected Areas (01/14/11)			
Department Approval: Charles D. Herbertson(01/13/11)		City Attorney Approval: Carol Schwab (by H. Baker) (01/19/11)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball)		City Manager Approval: John M. Nachbar (01/19/11)	
<u>RECOMMENDATION:</u> Staff recommends the City Council: 1. Discuss and provide input to staff regarding proposed objectives and policies for parking meters; and 2. Introduce an ordinance amending Chapter 7.03, Stopping, Standing and Parking, of the Culver City Municipal Code, by repealing and replacing Sections 7.03.500 through 7.03.520 and amending Sections 7.03.535 and 7.03.550 relating to parking meters, which changes include the establishment of a resolution-based system for directing parking meter installations, accommodating multi-space meters, clarifying the admissible uses of revenues, allowing parking meter posts to be retrofitted to accommodate bicycle parking, and making other organizational and clarifying changes; and 3. Discuss and direct the City Manager regarding proposed changes to parking meter locations and process for community input; and 4. Discuss a proposed resolution designating the current parking meter locations within the City's parking meter zones and any proposed additional locations,			

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and directing the City Manager to install and maintain parking meters in such locations.

INTRODUCTION:

Historically, there have been varying objectives and policies guiding the location of parking meters and other parking-related issues. This, combined with an extensive process for establishing parking meter zones (requiring an amendment to the CCMC), has left the City of Culver City (City) with a few situations where parking meter zones do not correspond to parking meter locations. Furthermore, as the Downtown Parking Study prepared by Walker Parking (Walker Study) and presented to the City Council on July 12, September 13, and September 27, 2010 makes clear, parking downtown is not managed in the most effective manner and additional locations could benefit from metering. (Plans for implementing recommendations of the Walker Parking Study are currently under development and will be presented for City Council consideration at a later date.)

This report provides recommendations to address these issues. After providing some background, it proposes a set of objectives and policies to guide the installation and operation of parking meters. It also suggests a streamlined process for designating parking meter placements and recommends associated changes to the CCMC. Consistent with the outlined objectives and policies, this report suggests specific locations that may be appropriate for the placement and removal of additional meters both in the short and longer term. Finally, the report discusses preliminary results from the multi-space parking meter pilot and, since it may be appropriate to use new technology such as multi-space meters and parking sensors at some of the proposed parking meter locations, this report also suggests changes to the CCMC to accommodate this new technology as well as other clarifying changes to the CCMC.

BACKGROUND:

Creation of Parking Meter Zones and Installation and Removal of Meters

CCMC §7.03.500 designates streets and portions of streets as parking meter zones. Parking meter zones are areas within the City in which vehicle parking may be controlled with the assistance of parking meters. Over the years, the City Council has also made a series of amendments to this CCMC section to accommodate changing on-street parking demands in the City.

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CCMC §7.03.505 allows the Public Works Director/City Engineer to authorize the installation and maintenance of parking meters in the City's designated parking meter zones. However, historically, the City Council has also made a number of decisions regarding the placement and removal of parking meters. Recent City Council actions related to the creation of parking meter zones and the installation and removal of meters include:

- 1987 – The City Council approved plans for the installation of parking meters throughout the City. However, early during the installation process, the City Council stopped the work in response to complaints from businesses in the affected areas and directed staff to present a revised plan. Subsequently, staff presented a revised plan that reduced the number of proposed new parking meters to a total of approximately 600. The City Council approved the revised plan and the parking meters were installed. Several parking meter posts were installed along Washington Boulevard, from Elenda Street to Sepulveda Boulevard, but never received meters due to the revised plan.
- 1994 – The City Council directed the removal of 308 parking meters from the Hayden Tract in response to complaints from businesses. The removal of these meters led to the presence of posts without meters.
- 2003 – The City Council amended §7.03.500 to add the north side of Jefferson Boulevard between Duquesne Avenue and Overland Avenue as a parking meter zone and authorized the installation of 79 parking meters in that area. In 2004, the same CCMC section was amended to add other street segments throughout the City. As a result of this amendment, 300 new parking meters were installed.

There are currently a total of approximately 1,489 parking meters throughout the City (single or double-space models that accept coins and cash keys as a form of payment) and 20 parking spaces on Main Street covered by the multi-space pilot study.

Varying Parking Meter Objectives and Policies

Over the years, the City Council has generally embraced certain underlying principles with regard to parking meter placement. For example, the City Council has generally avoided placing meters in front of residential properties. Instead, the City Council has typically located meters in commercial or industrial areas that are in need of additional parking turnover.

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However, while these principles have often guided the City Council, improved, updated, and consistent objectives and policies would assist staff in more efficiently managing the City's parking resources. For instance, there are currently parking meters in front of residences on the 10400 block of Culver Boulevard. Additionally, while most of commercial corridors such as Washington Boulevard and Sepulveda Boulevard are metered, there are stretches that are unmetered but would likely benefit from metering. Pictures and descriptions of some of these locations are included as Attachment 1.

Current Process for Parking Meter Zone Designation

As meters were installed, there have not always been corresponding changes made to the parking meter zones listed in the CCMC. Part of the reason for this may lie in the extensive ordinance-based system for establishing parking meter zones. Under the current process, there have been a few situations where parking meters have been approved by the City Council for installation but §7.03.500 of the CCMC listing the parking meter zones was not updated. The locations of the existing meters and parking meter zones are shown on a map included as Attachment 2.

Walker Downtown Parking Study

The Walker Study, which was presented to the City Council on July 12, 2010, September 13, 2010, and September 27, 2010, provided a number of recommendations relating to on-street parking in the Downtown area, including:

1. Extend hours of operation to 11pm and enforce parking meters on Sunday;
2. Eliminate time restrictions on metered spaces and use higher/tiered rates to encourage turnover;
3. Gradually increase parking meter rates to \$1.50/hr; and
4. Meter all unmetered locations

During the presentations to the City Council, staff indicated that they would bring implementation plans for the Walker Study to the City Council for consideration. This Agenda Item is not intended to supplant those Implementation Plans. Rather, staff believes that the recommendations contained herein are consistent with and also sufficiently independent of the Walker Study to merit consideration by the City Council in this separate, parallel process, which will be coordinated with the Walker Parking Implementation Plans.

DISCUSSION:

Proposed Approval of Parking Meter Objectives and Policies

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To update, improve, and make the process more efficient, staff is proposing that the following objectives and policies guide parking meters:

Objectives

1. Promote parking turnover;
2. Serve as a means of equitable distribution of parking spaces where demand exceeds supply;
3. Manage the appropriate time and day restrictions of parking spaces for the benefit of majority of the block;
4. Decrease cruising/circling for parking and improve vehicle circulation; and
5. Generate revenue for the City.

Policies

1. Meter all business/commercial/industrial streets, except locations that do not require turnover including:
 - a. Religious site adjacencies
 - b. School adjacencies
 - c. State and federal government building adjacencies
 - d. 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
2. Meter business adjacencies excluded under 1 above if requested by the relevant property owner(s)
3. Meter portions of residential streets that intersect business/commercial/industrial streets adjacent to business property
4. Do not meter residential adjacencies on business/commercial/industrial streets if requested by petition

Proposed Process for Parking Meter Zone and Location Designations

Staff believes that the articulation of the above objectives and policies will promote fairness in parking meter placement and other parking meter policies. However, they do not solve the problem of lack of coordination between parking meter zones and parking meter placements resulting in part from the current process for designating parking meter zones by ordinance.

Staff recommends that the City Council consider amending CCMC §7.03.500 to establish all public streets as parking meter zones and to allow the locations of parking meters within such zones to be identified by resolution rather than by ordinance. The existing CCMC provisions and proposed Ordinance are included as Attachments 3 and 4. In addition, for purposes of discussion, a draft of a proposed

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Resolution, which will specify streets and street segments as parking meter locations and direct the Public Works Director/City Engineer to locate meters in those areas in a manner consistent with the policies identified above, is included as Attachment 5 (note: this example only includes existing meter locations—additional locations will be added per City Council direction). After receiving direction from City Council as to any additional parking meter locations, staff will revise the proposed Resolution to bring back for adoption in conjunction with the second reading/adoption of the proposed Ordinance.

This proposed updated and amended process will allow the City Council to continue to have control over the locations of parking meters, but will have the advantage of being simpler and more efficient than the current process. Furthermore, it will eliminate the possibility of meters being placed outside of meter zones.

Proposed Locations for Meter Installations and Removals

Based on the previously-described objectives and policies, staff proposes adding meters to the following street segments, excluding religious sites, schools, and state and federal government building adjacencies and areas that do not require turnover, using the proposed resolution-based process. The locations are broken into two categories: 1) locations that staff suggests moving forward with as soon as the proposed Ordinance is adopted and 2) other locations, which may benefit from community meetings prior to meter installations.

1) *Proposed Immediate Locations*

1. Culver Boulevard
 - a. on north side, between Main Street and Cardiff Avenue
 - b. on north side, between Canfield Avenue and Main Street
2. La Fayette Place
 - a. between Culver Boulevard and the commencement of residential development south of Culver Boulevard on both sides with the exception of a loading zone for City Hall
3. Sepulveda Boulevard:
 - a. on the east side, between Bush Way and Playa Street (requested by the Chamber of Commerce)
4. Slauson Avenue
 - a. 6300 block (requested by property owners)
5. Washington Boulevard

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- a. on the north side of the 6000 block of Washington Boulevard (previously requested by petition and subsequently recommended by the Traffic Committee)
- b. on both sides of the street where parking meters are presently not installed, between Sepulveda Boulevard and Washington Place/Wade Street (the segments requested by the Chamber of Commerce are contained within these boundaries)

2) Proposed Longer-Term Locations (Requiring Public Meetings prior to final recommendation)

- 1. Duquesne Avenue
 - a. on east side from Culver Boulevard to residential adjacencies
- 2. Jefferson Boulevard
 - on the north side, between the City boundary (east of Hetzler Road) and the eastmost driveway to the Environmental Programs and Operation Division's Transfer Facility.
- 3. Sepulveda Boulevard:
 - a. on the east side, between Braddock Drive and the City boundary (north of Greenlawn Avenue)
 - b. on the west side, between Machado and Jefferson Boulevard;
 - c. on the east side, between the City boundary (south of the creek) and Machado Road
- 4. Washington Boulevard
 - a. on both sides of the street, from Girard Avenue-Elenda Street to Sepulveda Boulevard
 - b. on both sides of the street, from Fairfax Avenue to Adams Avenue;
 - c. on the south side of the street, from La Cienega Boulevard to Sherbourne Drive; and
 - d. on the north side of the street, from Melvil Street to Cattaraugus Avenue]
- 5. Various Locations
 - a. Portions of side streets that intersect business/commercial/industrial streets and are adjacent to businesses (not the entire street)

3) Proposed Locations for Meter Removals

In order to improve circulation and increase capacity, staff also recommends the removal of parking meters at the following location:

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1. Sepulveda Boulevard:
 - a. on the west side, between Berryman Avenue and Jefferson Boulevard/Playa Street

Staff also recommends implementing peak hour parking restrictions from Sawtelle Boulevard to Berryman Avenue following community meetings. These peak hour restrictions in conjunction with the removal of parking meters between Berryman Avenue and Jefferson Boulevard/Playa Street will allow for the restriping of this congested stretch of Sepulveda Boulevard in order to add a third traffic lane in the southbound direction, thus improving traffic flow and reducing cut-through traffic in the nearby neighborhood. It should be noted that there is abundant off-street parking along the stretch of Sepulveda Boulevard for which parking removal is recommended and on-street parking is lightly utilized.

Outreach Process

If the City Council supports the new process for parking meter zone and location designations and the concept of the above locations for installations and removals, staff will return at a future meeting for 1) the adoption of the proposed Ordinance change to accommodate the resolution-based process for designating parking meter locations, and 2) adoption of a proposed Resolution specifying the locations of existing meters and also adding the "Proposed Immediate Locations" as new locations for parking meters. After community meetings, staff anticipates returning at a subsequent time with a revised resolution adding additional meter locations and removing the meters necessary to improve traffic flow on Sepulveda Boulevard.

Preliminary Results of Multi-space Pilot and Proposed Changes to CCMC Relating to Accommodation of Multi-space Meters, Clarification of Permissible Uses of Revenues, and Allowing Parking Meter Posts to be Retrofitted to Accommodate Bicycle Parking

On May 26, 2009, the City Council authorized the purchase of two multi-space pay stations to utilize as part of a pilot program on Main Street. The pilot program has been in operation since March 2010. Overall, based on the data and other information collected thus far, it does not appear that the pay stations have resulted in increased revenue. However, staff has noted several advantages to them, including convenience of multiple payment options, ease of parking enforcement, reduced down time and maintenance costs, and improved data collection. Based on these preliminary results, staff has been relatively pleased with this technology and expects to continue the use of the pay stations on Main Street, as well pursue opportunities to expand the use of pay stations at other appropriate locations throughout the City.

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In order to accommodate the possibility of adding multi-space meters and other similar technologies, staff recommends that the City Council adopt the changes reflected in the proposed Ordinance to clarify that it applies to this type of meter as well the proposed changes to allow the Parking Meter Fund to be used for purchasing and maintaining on-street meters as well as funding traffic engineering safety personnel, traffic signal repair personnel, traffic signal maintenance tools and equipment, traffic data collection efforts, software, hardware, and services to promote transportation efficiency. Another proposed amendment allows parking meter poles to be retrofitted as bicycle racks upon designation by the Public Works Director/City Engineer. This may be an advisable re-use of some poles if meter heads are removed as part of a multi-space meter installation, for example.

Another emerging technology is the use of single head meters that accept credit cards in addition to coins. These single head meters can also provide many of the wireless capabilities that pay stations provide and work alongside the sensor technology, which can reduce or prevent meter feeding by monitoring when cars leave parking spots. Beverly Hills and West Hollywood have had these meters for several years, and Los Angeles is currently in the midst of installing 10,000 of them. It may be that certain locations are more appropriate for this technology than the multi-space meters discussed above. Staff anticipates returning to City Council at a future date with more data on the performance of the multi-space meters as well as more information on the more technologically-advanced single head meters.

FISCAL ANALYSIS:

Addition of Meters

The addition of new parking meters will result in additional revenues and expenses. The annual parking meter revenues for the existing 1,489 metered spaces (20 of which are multi-space) at the hourly rate of \$0.50 per hour have averaged approximately \$600,000 per year in recent years. On September 21, 2009, the City Council approved raising the parking meter rates to \$1.00 per hour. In that staff report, staff estimated that the higher rates would increase average annual revenue to roughly \$1,080,000 per year or \$720 per year per meter. However, since the rate increase has been implemented, revenues have only reached \$840,000 per year (\$565 per year per meter) perhaps in part due to the general economic downturn as well as the increased rates encouraging some drivers to park off-street or in unmetered locations.

Staff estimates that the proposed new meters would likely generate roughly the same amount of revenue per space as they are predominately in high demand

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locations. Thus, if the City Council approves 100 new parking meters, the projected additional revenues would be approximately \$56,500 per year. This number would change proportionally with the number of meters installed. In the list of "Proposed Immediate" parking meter installations presented earlier in this report, there are approximately 315 new parking metered spaces, which could generate an estimated \$178,000 per year. Staff has not completed a full count of the number of potential new metered spaces in the list of "Proposed Longer-Term Locations," but estimates that it is likely at least double that.

If the City Council directs new parking meter installations, each traditional double meter costs approximately \$600 plus roughly \$200 in labor and materials costs for installation (roughly \$400 per spot). The cost of retrofitting a traditional meter to accept credit cards and include additional data gathering features is approximately \$500 per spot. In contrast, a multi-space meter installation serving approximately 10 parking spaces costs approximately \$9,000 (\$900 per spot).

In addition to the cost of the meters, new installations will also increase maintenance, enforcement, and collection workloads. While the installation of multi-space meters or other high technology meters may reduce the maintenance, collection and enforcement costs of new meters to some extent, especially if they are installed citywide, there will be some new demands on staff time associated with new meters. Currently, the Public Works Department employs one full-time Parking Meter Technician to perform maintenance on all nearly 1,500 meters (note that according to a survey of other municipalities, the average workload for one parking meter technician was approximately 800 meters). It is therefore likely that if additional meters are added, staff may request augmentation to its parking meter maintenance budget to handle the additional work load.

Additional meters will have an impact on parking meter enforcement and coin collection requiring augmentation of the Police Department budget for additional personnel and/or new technology equipment that automates and improves the efficiency of parking enforcement. . Staff will confer with all the appropriate departments to determine, based on the number of new meters approved for installation, what additional resources, if any, will be required. This information will be presented at the time the resolution adding the additional parking meters is presented to the City Council for consideration.

ATTACHMENTS:

1. Pictures of parking meters
2. Map of City's Parking Meter Zones and existing parking meters
3. Current CCMC §§ 7.03.500-7.03.555 relating to parking meters

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4. Proposed Ordinance
5. Draft Proposed Resolution

MOTIONS:

That the City Council:

1. Discuss and provide input to Staff regarding proposed objectives and policies for parking meters; and,
2. Introduce an ordinance amending Chapter 7.03, Stopping, Standing and Parking, of the Culver City Municipal Code, by repealing and replacing Sections 7.03.500 through 7.03.520 and amending Sections 7.03.535 and 7.03.550 relating to parking meters; and,
3. Discuss and direct staff regarding proposed changes to parking meter locations and process for community input; and,
4. Direct staff to return with a proposed Resolution designating parking meter locations and directing the Public Works Director/City Engineer to install and maintain parking meters in such locations.