

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

Meeting Date: 1/23/12		Item Number: <u>J-2</u>	
JOINT CITY COUNCIL AND PARKING AUTHORITY BOARD AGENDA ITEM: (1) City Council and Parking Authority Board Consideration and (2) City Council Direction Regarding a Parking Enforcement Report Including Recommendations to Accommodate the Implementation of the Walker Parking Study with a Recommended 18-month Pilot Enforcement Program and Other Considerations.			
Contact Person/Dept.: Sgt. Hattrup/P.D.		Phone Number: (310) 253-6262	
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 (01/19/12); (USPS) All Downtown Businesses within the Commercial Downtown Zone (01/10/12); (USPS) Residents of Downtown Neighborhood (01/10 /12); (E-Mail) Chamber of Commerce (01/10 /12); (E-Mail) Culver City School District (01/10 /12); (E-Mail) Downtown Neighborhood Association (01/10 /12); OliverMcMillan (01/10 /12); Downtown Business Association (01/10 /12); (Publication) Culver City News (01/12/12, 01/19/12)			
Department Approval: Don Pedersen (1/17/12)		City Attorney Approval: Carol Schwab (by H. Baker) (01/18/12)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (01/19/12)		City Manager/Executive Director Approval: John Nachbar (01/19/12)	
<u>RECOMMENDATION:</u> Staff recommends that (1) the City Council and Parking Authority Board consider and (2) the City Council adopt an 18-month supplemental parking enforcement pilot program beginning July 1, 2012; approve two additional Parking Enforcement Officers positions and two additional Community Service Officers positions; and direct the City Manager to include appropriations for items approved by the City Council as part of the Mid-Year Budget review. <u>BACKGROUND & DISCUSSION:</u> WALKER PARKING STUDY The City Council and Agency Board have reviewed and considered recommendations from Walker’s Comprehensive Downtown Parking Study (Walker Parking Study) at several meetings (see Attachments A, B, and C). Overall, the City Council and Agency Board expressed support of the Walker recommendations related to the Downtown public parking structures and on-street meters. During the Walker Parking Study agenda item discussions, some concern was expressed regarding potential parking intrusion in the residential areas and parking enforcement more generally. In response, this report focuses squarely on the topic of enforcement. It provides background on citywide parking enforcement and proposes additional Police Department resources to handle both current workload			

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and projected workload generated primarily by the adoption of the Walker Parking Study recommendations.

PARKING ENFORCEMENT

The Culver City Police Department's Parking Enforcement Unit is comprised of nine employees and one supervisor when fully staffed (six Parking Enforcement Officers, three Community Service Officers, and one Sergeant). Two of the allotted Community Service Officers are dedicated solely to parking meter collection.

PEO and CSO Job Descriptions

Parking Enforcement Officers are civilian personnel assigned to work four ten-hour days for a total of 40 hours per week. Although PEO's are primarily responsible for the enforcement of parking regulations, there are many traffic and public service related tasks required of them on a regular basis (see **Attachment D**).

Community Service Officers assigned to meter collection are also civilian personnel assigned to work five seven-hour days for a total of 35 hours per week. Although these CSO's are primarily responsible for the collection and counting of parking meter coins, there are many traffic and public service related tasks required of them on a regular basis (see **Attachment D**).

Staffing

Parking enforcement personnel are scheduled in varying shifts, with coverage during the business week beginning at 3:00 a.m. and ending as late as 11:30 p.m. on select weekdays. Saturday coverage is from 7:30 a.m. to 6:00 p.m. **There is no coverage on Sunday.** CSO's assigned to meter collection are scheduled Monday through Friday from 7:30 a.m. to 3:30 p.m. With existing staff levels (one CSO for meter collection), one PEO is permanently assigned to meter collection 5 days per week. Staff levels are further reduced for vacations, sick days, reassignment, etc. The following chart illustrates our scheduled deployment at current staff levels:

STAFF	Hours	Mon	Tue	Wed	Thu	Fri	Sat	Sun
PEO 1	3:00a-1:30p					OFF	OFF	OFF
PEO 2	7:30a-6:00p	Meter Collection	Meter Collection	Meter Collection		OFF	OFF	OFF
PEO 3	7:30a-6:00p	OFF					OFF	OFF
PEO 4	7:30a-6:00p	OFF	OFF		Meter Collection	Meter Collection		OFF
PEO 5	7:30a-6:00p	OFF	OFF					OFF

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PEO 6	1:00p-11:30p	OFF					OFF	OFF
CSO	7:30a-3:30p	Meter Collection	Meter Collection	Meter Collection	Meter Collection	Meter Collection	OFF	OFF

PEO's are assigned districts to ensure adequate coverage citywide. District size is adjusted based on daily staff levels.

Productivity

Historically, PEO's have written an average of 30 citations per 10-hour work day. As staffing levels have recently fallen, PEO's now write an average of 35 citations per work day in addition to collateral duties (*note: PEO's assigned to daytime hours average more citations per work day than the nighttime PEO as a result of shared collateral duties and parking violation volume*).

Citations Processed Yearly					
	2006-'07	2007-'08	2008-'09	2009-'10	2010-'11
Total	36,811	30,760	33,068	35,876	36,694

PARKING REVENUE COLLECTED BY FISCAL YEAR					
	2006-'07	2007-'08	2008-'09	2009-'10	2010-'11
Total	\$1,710,228	\$1,493,992	\$1,564,085	\$1,984,551	\$2,205,362

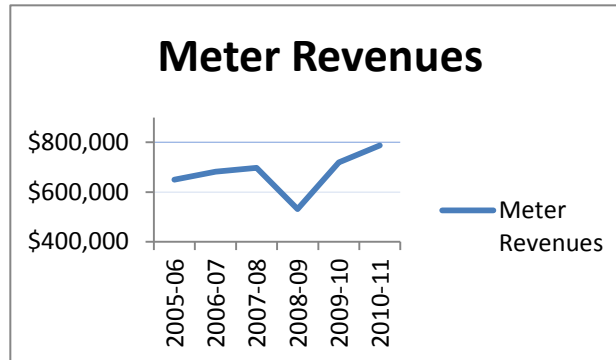
Note: These revenues are not inclusive of citations issued for which no payment has been made. Of citations issued, approximately 92% are issued by Parking Enforcement personnel (approximately 8% of citations are issued by other police personnel). Parking violation fines were raised in November 2008, June 2009, and again in December 2010, contributing to the increase in revenue.

Parking Meter Revenue

City Council last approved a meter rate increase from \$0.50/hr to \$1.00/hr on September 21, 2009. Implementation was completed in October, 2009. This has been the only meter rate increase since April, 2000. Revenue collected citywide increased by 35% after the approved increase for Fiscal Year 2009/2010, and another 13% in FY 2010/2011 (first full year of collection with the new rate) for a total increase of 48%:

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Fiscal Year	Meter Revenues
2005-06	\$650,110
2006-07	\$682,378
2007-08	\$697,546
2008-09	\$531,231
2009-10	\$718,943
2010-11	\$787,659



Efficiency of Deployment

In order to best meet the needs of the community, parking units are deployed by district and follow a prioritized procedure. Radio calls and hazardous violations such as school zone parking regulations are of primary concern, followed by street sweeping, residential time zones/permit parking, meters, and commercial time zones. Other areas of concentration include habitual offender vehicles (five or more unpaid Culver City citations), handicap parking violations, shopping center parking, and abandoned vehicles. Other aforementioned PEO related duties are incorporated into daily enforcement routines.

Calls for Service

On average, the Police Department currently receives 145 calls for parking enforcement service per month. *Note: This does not include calls for service received in the Traffic Bureau, Police Front Desk, etc., and assigned directly to PEO's.*

Permit and Time Zone Enforcement

There are approximately 300 named streets in Culver City that cover 109 linear miles; 96 streets are designated as residential permit zones with varying time restrictions. These permit exempt residential time zones vary from one and two hour parking restrictions to no parking at any time. These zones also vary in hours of restriction including variances for day and nighttime restrictions.

Residential permits issued by the City include annual resident permits, visitor permits, and temporary permits. Resident and visitor permits are issued to requesting qualified households once per year. **Resident permits** are to be utilized only for a designated license plate. **Visitor permits** are a floating permit that may be used on any household vehicle. **Temporary permits** are issued upon

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request for residents to provide for visitors. These permits range from one to three days. Residents are allotted 12 temporary permits per quarter and 12 additional one-time temporary permits for special events, for a maximum allotment of 24 temporary permits per household per quarter (these permits are for non-household residents only). Permits are issued and tracked through the Engineering Division of the Public Works Department at City Hall.

Enforcement of 96 residential permit zones is extremely labor intensive. Potential violator vehicles must first be identified by a PEO as those not displaying proper permit exemption. These vehicles are then “marked” by the PEO who must return to the location of the vehicle(s) at the end of the allowable time period (one or two hours). If the vehicle has not moved (as evidenced by original markings), the vehicle is subject to citation. If the vehicle has been moved to an adjoining space or anywhere outside the marked space, the vehicle is not subject to citation (CCMC 7.03.040, Overtime Parking).

Additional permits that require PEO inspection prior to citation include those displayed and issued by entities such as the Culver City Senior Center, City Manager’s Office (e.g. permits for school district employees, commissioners, city council, etc.), Culver City Unified School District, Redevelopment, and miscellaneous County/State/Federal authorities. Each of these permits, including residential permits, varies in appearance and condition of exemption, hence requiring close inspection and determination of exemption to local parking regulations.

Although changes in existing structure of permit zoning are on the horizon, it is unclear what the net effect will be on parking enforcement needs. City staff believes several streets currently not under permit restriction will be encompassed in new permit zones. Added permit-restricted streets would seemingly increase the need for enforcement but this may be offset by newly consolidated districts.

Automated Enforcement

There is currently no system set in place to track license plates associated with either Visitor or Temporary permits, or length of Temporary permits issued. At this time, permits vary in nature from hang tags (to be replaced by window decals early in 2012) and paper slips for dashboards. Each permit must be visibly inspected to assure compliance with CCMC requirements.

Installation of New Parking Meters

On 9/26/11, the City Council approved the installation of approximately 352 additional parking meters within the City’s existing parking meter zones (see **Attachment E**). As there are currently around 1500 existing meters, this will

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increase meter collection workload by approximately 24%, or 7.2 hours per week for two CSO's in the near future.

Staff anticipates the request for approval and installation of approximately 700 more meters in 2012. These meters, in addition to the approved 352 meters, will add approximately 70% to the existing workload, or 21 hours per week for two CSO's (42 total CSO hours – two CSO's required for all hours of meter collection).

Walker Parking Study Ramifications

In June, 2010, Walker Parking Consultants completed a comprehensive parking study of downtown Culver City. As a result of their findings, a number of recommendations were made (see **Attachment C**, "Discussion") including:

- Extend meter operation and enforcement until 11:00 p.m. daily
- Extend meter operation and enforcement to include Sundays
- Set on-street parking meter rates at \$0.50/hour above the highest parking structure hourly rate

The above recommendations, if approved, will result in the need for additional personnel. These personnel will be necessary for **increased coin collection, parking meter violation enforcement** for violations occurring on Sunday and during hours not currently requiring coverage (6:00p.m. to 11:00p.m.), and **increased residential permit/time zone violation enforcement**.

Increased Coin Collection

Per Walker Parking, revenue from coin collection resulting from the recommended approval of 45 new hours of operation per meter (15 hours on Sunday and 5 additional hours the remaining 6 days per week) is projected to increase by 62%. This will impact both the number of hours needed for collection and the hours needed for coin counting. New meter heads equipped with credit card readers are being purchased. Although a reduction in coin usage is expected at these meters, the actual impact to coin collection is unknown at this time.

Parking Meter Violation Enforcement

There are approximately 160 current metered spaces in downtown Culver City. Approximately 45 spaces currently unmetered are planned for meter installation (these 45 spaces are included as part of the 352 spaces approved on 9/26/11). This represents an anticipated 28% increase in the number of meters requiring enforcement specifically in the downtown area.

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There are currently 60 hours during which enforcement is necessary for downtown parking meters (Monday through Saturday, 8:00a.m. to 6:00p.m.). If Walker Parking recommendations are approved, there will be an additional 45 hours of needed enforcement. This is a 75% increase in hours of enforcement coverage.

Residential Permit/Time Zone Violation Enforcement

It is anticipated that an increase in meter rates and parking structure fees may result in additional parking intrusion to the residential neighborhoods adjacent to downtown Culver City (see **Attachment C**, "Discussion: Parking Intrusion", and **Attachment A**, "Background" and "Discussion"). As discussed, permit/time zone enforcement is labor intensive. Any increased need for service in the residential area would require additional enforcement personnel (see **Attachment B**, "Discussion: Residential Parking").

FISCAL ANALYSIS:

Funding for Two Parking Enforcement Officers

The approval of Walker Parking recommendations and the addition of meters citywide would result in additional costs related to increased hours and demand for enforcement in the downtown Culver City area. Based on existing levels of budgeted Parking personnel and potential shifting of work schedules and responsibilities, the Police Department estimates two Parking Enforcement Officers will be needed to handle the additional workload and provide adequate citywide coverage. The addition of two Parking Enforcement Officers will require the purchase of two radios. The need for additional equipment is not expected as shifts will be adjusted to cover a wider range of days/hours, allowing for equipment to be shared.

The fully burdened cost (salary plus benefits) of one PEO is approximately \$80,250. The cost for each radio is \$4,500 to \$5,000. **Total projected cost for two PEOs and two radios is approximately \$170,500** (\$160,500 ongoing and \$10,000 one-time costs).

The addition of two Parking Enforcement Officers to the Police Department's current staff level of six is expected to increase the number of citations issued by at least 25% (actual projections would be in excess of 25% as the percentage of time spent by each PEO on collateral duties would decrease). Average monthly revenue collected since January 2011 for processed citations is \$195,233 (\$2,342,796 annually). Approximately 92% of this annual revenue (\$2,155,372) is generated by Parking Enforcement personnel. **Two additional Parking Enforcement Officers generating 25% more citations would bring estimated**

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annual Parking Enforcement related revenues to approximately \$2,873,000, an annual increase of \$718,000.

Funding for Two Community Service Officers

The approval of Walker Parking recommendations and anticipated staff recommendations for citywide meter augmentation would result in additional costs related to increased volume and additional hours of meter collection efforts in Culver City. Based on existing levels of budgeted Parking personnel, the Police Department estimates two Community Service Officers will be needed to handle the additional workload created by meter augmentation.

The addition of two meter collection Community Service Officers will require the purchase of two radios, six coin vaults (used for coin collection and storage prior to coin count), and one truck. There may be a need for additional miscellaneous equipment. The cost for each radio is \$4,500 to \$5,000. The cost for each coin vault is approximately \$650.00. The cost for one additional meter collection truck is approximately \$25,000. The burdened cost (salary plus benefits) of one CSO is approximately \$59,000. **Total projected cost for two CSO's, two radios, six coin vaults, and one truck** (including operations and maintenance) **is approximately \$167,000** (\$128,000 ongoing and \$39,000 one-time costs).

Revenue generated by meter rate increases from \$1.00 to \$1.50 and the extension of evening and Sunday meter hours are projected to total \$411,564 (see Walker Parking Study – Table 23, Attachment F). **This is a revenue variance of \$158,294** from the past 12 months (at time of study).

SUMMARY TABLE 1

Estimated Increased Revenue

Citations:	\$718,000
Meter Collection:	<u>\$158,000</u>
Total:	\$876,000

Estimated Ongoing Costs:

Personnel:	\$278,500
Ops & Maint:	<u>\$10,000¹</u>
Total:	\$288,500

Estimate One-time Costs:

Radios (4):	\$20,000
Coin Vaults (6):	\$4,000

¹ Includes vehicle amortization and garage charges for additional truck and maintenance for radios and coin vaults.

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Truck:	\$25,000
Total:	\$49,000

Estimate Net Ongoing Revenue: \$587,500

Based on preliminary analyses and conservative estimates, the cost of hiring two additional Parking Enforcement Officers and two Community Service Officers will be covered by the generation of new revenue. If approved, the addition of these four positions would fully support the implementation of the Walker Parking Study recommendations.

Option to Contract Parking Enforcement for Downtown Culver City ONLY

Contracting parking enforcement is an alternative option to bolster downtown area coverage. **(Note: This is neither inclusive of meter collection efforts nor is it a direct comparison to hiring two CCPD Parking Enforcement Officers – this is an option to outsource enforcement for the downtown area only).**

In order to provide enforcement for all seven days, four Parking Enforcement Officers would be necessary (two 30-hour employees for three days coverage, and two 40-hour employees for four days coverage - 140 hours total coverage per week). A 40-hour training period is anticipated for the start of a contractual agreement and for each occasion of staff turnover. Equipment for contracted Parking Enforcement Officers would be provided by CCPD.

At an estimated rate of \$21-24/hour for 140 hours labor per week, the annual contracted labor cost would be \$152,880 to \$174,720. Equipment would be shared between the four offset employees equating to a total of \$6,000 for two handheld ticket printers, and \$9,000 to \$10,000 for two radios. **The total estimated cost for contracted parking enforcement is \$167,880 to \$190,720** (Note: This does not include transportation costs).

There is no factual basis from which to project revenue generated from contracted downtown parking enforcement as no comparative historical data exists. Parking enforcement in the downtown area is unique to residential enforcement as it lacks the primary source of overall citation revenue, street sweeping violations. Based on the opinion of the Parking Administrator and Parking Enforcement staff, it can be assumed that a PEO working solely in downtown Culver City would issue between 15 and 20 citations per work day. Given an average \$60 fee per citation, and taking into consideration an 85% payment rate, two PEO's seven days per week would generate between \$556,000 and \$742,000 (\$649,000 mean). This does not take into account holidays during which there would be no enforcement, training days, or days contractor is unable to fulfill personnel request.

SUMMARY TABLE 2

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Estimated Increased Revenue

Citations: \$649,000

Total: \$649,000

Estimated Ongoing Costs:

Contract: \$191,000

Total: \$191,000

Estimate One-time Costs:

Radios (2): \$10,000

Ticket Printer(2): \$6,000

Total: \$16,000

Estimate Net Ongoing Revenue: \$458,000

Note: Although meter collection would still increase by \$158,000 if meter hour extensions and rate increases are approved, it is not included as part of Table 2 as the cost of collection is transferred to Police personnel, not contracted personnel.

Depending on the options selected by the City Council, if any selections are made, appropriate budget amendments will be prepared and presented to the City Council during the mid-year budget review scheduled for February, 2012.

ATTACHMENTS:

- A. City Council Agenda Item J-1 (5/2/11) – Walker Study Implementation Report 1
- B. City Council Agenda Item J-2 (9/13/10) – Consideration of the Comprehensive Downtown Parking Study Recommendations
- C. City Council Agenda Item J-2 (9/26/11) – Walker Study Implementation Report 2
- D. PEO and CSO Job Descriptions
- E. City Council Agenda Item C-4 (9/26/11) – Installation of Parking Meters
- F. Walker Parking Study – Table 23: Summary of Potential Revenue from Recommendations

MOTION:

That the City Council and Parking Authority Board:

Consider a Parking Enforcement Report Including Recommendations to Accommodate the Implementation of the Walker Parking Study with a

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Recommended 18-month Pilot Enforcement Program and Other Considerations.

That the City Council:

(1) Adopt an eighteen month supplemental parking enforcement pilot program that would include the following funding requirements:

- \$167,480 for two full-time Parking Enforcement Officers
- \$126,664 for two full-time Community Service Officers, two handheld radios, and six coin vaults.
- \$20,000 for four handheld radios
- \$3,900 for six coin vaults
- \$25,000 for one truck; and

(2) Direct the City Manager to include appropriate budget amendments as part of the mid-year budget review scheduled for February, 2012.