

MEETING DATE: January 23, 2012

AGENDA ITEM : 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.

ATTACHMENTS

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Attachment A

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Meeting Date: <u>05/02/11</u>		Item Number: <u>J-1</u>	
JOINT CITY COUNCIL/ REDEVELOPMENT AGENCY BOARD/ CULVER CITY PARKING AUTHORITY AGENDA ITEM: Walker Study Implementation Report 1 - Consideration of Parking Fee Increases for Downtown Public Parking Facilities.			
Contact Person/Dept.:		Phone Number:	
Christopher Evans / CDD;		(310) 253-5744	
Todd Tipton / CDD		(310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification (USPS) All Downtown Businesses within the Commercial Downtown Zone (04/14/11); (E-Mail) Meetings and Agendas – City Council (04/27/11); (E-Mail) Meetings and Agendas – Redevelopment Agency (04/27/11); Chamber of Commerce (04/18/11); Culver City School District (04/18/11); Downtown Residential Organization (04/18/11); OliverMcMillan (04/18/11); Downtown Business Association (04/18/11).			
Department Approval: Sol Blumenfeld (04/25/11)		City Attorney Approval: Carol Schwab (by H. Baker) (04/27/11) Murray Kane (04/20/11)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (04/27/11)		City Manager/Executive Director Approval: John Nachbar (04/27/11)	

RECOMMENDATION:

Staff recommends the City Council, the Culver City Redevelopment Agency Board (Agency Board) and the Culver City Parking Authority (Authority) authorize parking fee increases for downtown parking facilities (Canfield Parking Lot and the Cardiff, Ince, and Watseka Parking Structures) pursuant to recommendations in the Comprehensive Downtown Parking Study (the "Study") prepared by Walker Parking.

BACKGROUND:

On July 12, 2010, the City Council and Agency Board considered the Study that included numerous recommendations related to parking fees, infrastructure improvements, parking enforcement, parking administration, metered parking and City Hall parking. The City Council and Agency Board directed staff to identify the time, expense and general feasibility of implementing the Study recommendations and return for further direction.

When considering the recommendations related to fee increases, the City Council and Agency Board generally supported using fees to provide an incentive for parkers to utilize the Ince Parking Structure rather than the heavily impacted Cardiff and Watseka Parking Structures, but did not support a dramatic increase in fees (see Attachments 2 & 3).

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The Downtown Business Association and area residents also expressed concern about increased fees in the public parking structures and at meters that could result in spillover parking into the adjacent residential neighborhood, the loss of downtown business and the perceived lack of parking enforcement needed to police the spillover effects.

DISCUSSION:

The City Council directed staff to bring back detailed implementation reports for each of the major Walker Study recommendations. The City Council and Authority are asked to consider implementing fee changes related to downtown public parking facilities (the three Downtown public parking structures and the Canfield Parking Lot).

The specific fee changes recommended by Walker Parking are as follows:

1. Eliminate the two hours free parking period at the Watseka and Cardiff Parking Structures and replace it with \$1.00 per hour fee.
2. Eliminate two hours free period at the Ince Parking Structure and replace with \$0.50 per hour fee.
3. Eliminate "additional two-hour free" parking with a Pacific 12 Theater validation and substitute with a maximum charge of \$2.50, the maximum charge allowed under the Redevelopment Agency's agreement with OliverMcMillan¹.
4. Increase the monthly employee parking rate at the Canfield Parking Lot and the Cardiff and Watseka Parking Structures by \$10.00².

Staff compared the proposed parking fees to those charged in other cities and found they were comparable (see Attachment 6). Due to the concerns expressed by the Downtown Business Association, staff has identified the following implementation options:

Option 1: Approve fee increases as recommended by Walker Parking³.

Option 2: Approve fee increases in phases, with partial implementation now and full implementation one year from initial implementation. The proposed phases are as follows:

Phase 1

1. Eliminate the two hours free parking period at the Watseka and Cardiff Parking Structures and replace it with a \$1.00 fee for the first two hours and then \$1.00 per hour thereafter, up to the current \$8 maximum.

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2. No change in fees at the Ince Parking Structure.
3. Eliminate "additional two-hour free" parking with a Pacific 12 Theater validation and substitute with a maximum charge of \$1.50.
4. Increase the monthly employee parking rate at the Canfield Parking Lot and the Cardiff and Watseka Parking Structures by \$10.00.

Phase 2

One year after implementation of Phase 1, fully implement the remaining Walker Parking recommendations as described below:

1. Increase the fee for parking in the Watseka and Cardiff Parking Structures from \$1.00 for the first two hours then \$1.00 per hour thereafter, to a fee of \$1.00 per hour up to the current \$8.00 maximum.
2. Eliminate two hours free period at the Ince Parking Structure and replace with \$0.50 per hour fee.
3. Increase the maximum charge with Pacific 12 Theater validation from \$1.50 to a maximum charge of \$2.50.

Alternatively, the City Council and Authority could direct staff to return one year after full implementation for further direction.

Option 3: No change in current fee structure.

FISCAL ANALYSIS:

Projected revenue estimates for implementation of Options 1-3 are provided below. These revenue projections do not include potential revenues from film production and event parking.

Option 1 - If implemented, Option 1 is anticipated to generate approximately \$1.4 million in net new revenue. A detailed summary is available in Attachment 4⁴.

Option 2 - If implemented, Option 2 is anticipated to generate approximately \$420,000 in net new revenue in Phase 1, and \$1.4 million in Phase 2. A detailed summary is available in Attachment 4⁵.

Option 3 – no change in revenues

Both the Cardiff Parking Structure and the Ince Parking Structure are subject to restrictions on the expenditure of revenues in excess of operation and maintenance costs. These restrictions are associated with the construction and financing of the parking structures. Prior to expending any projected revenues after expenses

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resulting from Study implementation the Finance Department will perform a review of the restrictions and return to the City Council for direction.

Under the current fee structure, the three parking structures combined generate enough revenue to cover basic ongoing maintenance and operation costs, which are approximately \$900,000 annually (Ince \$575,000; Cardiff \$175,000; Watseka \$150,000)⁶. However, these costs only include light repair and the parking management contractor fee and do not include City staff or deferred maintenance costs.

At present, there is no funding source for large repair projects (e.g. elevator repairs), capital improvements (e.g. updating the parking management software or installing pay-on-foot machines), deferred maintenance (e.g. painting the structures), or related City staff costs. Consequently, funding for any of the afore-mentioned activities must be allocated from the General Fund. Any revenues generated by increased parking fees at the structures may be used to off-set these costs.

Modern Parking estimated a one-time cost of implementing the recommended rate increases at approximately \$3,000, which includes time and materials at all three structures. There are sufficient funds currently appropriated at each parking structure to cover the one-time cost.

ATTACHMENTS:

1. Map of the Study Area
2. September 13, 2010 Staff Report, Item Number: J-2
3. September 13, meeting minutes
4. Summary of fiscal impacts associated with Options 1 and 2.
5. Appendix E (Facilities Maintenance) of the Study
6. Matrix comparing parking rates of other cities
7. Correspondence regarding proposed fee increases

MOTION:

That the City Council:

1. Authorize parking fee increases pursuant to Option 1 for downtown parking facilities (Canfield Parking Lot, and the Ince and Watseka Parking Structures) and authorize staff to utilize any net new revenue for purposes described in the body of this Agenda Item Report;

Or

2. Authorize parking fee increases pursuant to Option 2 for downtown parking facilities (Canfield Parking Lot, and the Ince and Watseka Parking Structures)

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and authorize staff to utilize any net new revenue for purposes described in the body of this Agenda Item Report;

Or

3. Not authorize parking fee increases.

That the Agency Board:

4. Authorize parking fee increases pursuant to Option 1 for downtown parking facilities (Canfield Parking Lot, and the Ince and Watseka Parking Structures) and authorize staff to utilize any net new revenue for purposes described in the body of this Agenda Item Report;

Or

5. Authorize parking fee increases pursuant to Option 2 for downtown parking facilities (Canfield Parking Lot, and the Ince and Watseka Parking Structures) and authorize staff to utilize any net new revenue for purposes described in the body of this Agenda Item Report;

Or

Not authorize parking fee increases.

That the Authority:

1. Authorize parking fee increases pursuant to Option 1 for the Cardiff Parking Structure and authorize staff to utilize any net new revenue for purposes described in the body of this Agenda Item Report;

Or

2. Authorize parking fee increases pursuant to Option 2 for the Cardiff Parking Structure and authorize staff to utilize any net new revenue for purposes described in the body of this Agenda Item Report;

Or

3. Not authorize parking fee increases

NOTES:

¹ The Disposition and Development Agreement (DDA) between the Agency and OliverMcMillan restricts parking fee increases during the first five years after construction of the Ince Parking Structure. During that time Pacific 12 patrons are stipulated to receive up to four hours of free parking. Five years after construction the Agency may charge Pacific 12 patrons a maximum of \$2.50 for parking, and the

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stipulation that "two-hours free parking" be provided expires. Approval of the recommendations in this report is consistent with applicable provisions of the Oliver McMillan DDA and related documents.

² Current monthly parking rates at the Cardiff and Watseka Parking Structures are \$60.00 for 5-day access and \$80.00 for 7-day access.

³ If the fees are increased, staff recommends that the resulting revenues be utilized as follows:

- Fund capital improvements recommended in the Study, such as an additional exit lane at the Cardiff Parking Structure and installation of pay-on-foot machines at all the parking structures;
- Provide enhanced on-going maintenance such as light replacement painting; graffiti removal; minor repair of parking equipment; and on-site maintenance supervision. As the parking structures are now owned by the City, maintenance may come out of the General Fund;
- Fund additional maintenance services as described in the Study, Appendix E, Facility Maintenance (attached);
- Create capital improvements fund to cover the costs of deferred maintenance items, such as deck resealing, and expansion and construction joint replacement. Current revenue has not been sufficient to fund deferred maintenance;
- Fund additional Parking Enforcement services in Downtown and the Downtown adjacent residential neighborhood.

⁴ If the Authority and City Council direct staff to pursue Options 1 or 2, they would be implemented as follows:

- Mail and post notifications to monthly parkers of the changes in rates (45 days in advance);
- Coordinate with Modern Parking for the necessary changes to the rate signs and equipment programs;
- Review of existing signs, obtain quotes for work, and implement sign and equipment changes (4-8 weeks).

The implementation process will take approximately 3 months to complete and cost approximately \$3,000.

⁵ (see endnote 4 above)

⁶ These costs do not include City staff costs, or deferred maintenance costs.

Attachment B

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Meeting Date: <u>09/13/10</u>		Item Number: J-2	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM:			
Consideration of the Comprehensive Downtown Parking Study Recommendations, Including Parking Structure Rates and the Pooled Parking Program.			
Contact Person/Dept.: Christopher Evans, Redevelopment; Todd Tipton, Redevelopment		Phone Number: (310) 253-5744/5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date:	
Public Notification (USPS) All Downtown Businesses within the Commercial Downtown Zone (07/28/10); (E-Mail) Meetings and Agendas – City Council (09/08/10); (E-Mail) Meetings and Agendas – Redevelopment Agency (09/08/10); Chamber of Commerce (09/06/10); Culver City School District (09/06/10); Downtown Residential Organization (09/06/10); OliverMcMillan (09/06/10); Downtown Business Association (09/06/10).			
Department Approval: Sol Blumenfeld 08/25/10		City Attorney Approval: Carol Schwab (by H. Baker) (09/07/10) Agency General Counsel Approval: Murray Kane (09/01/10)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) () (09/08/10)		City Manager/Executive Director Approval: John M. Nachbar (09/08/10)	

RECOMMENDATION:

Staff recommends the City Council and the Culver City Redevelopment Agency Board (Agency Board) consider the Comprehensive Downtown Parking Study (Study) recommendations and provide direction to staff on the Study.

BACKGROUND:

On July 12, 2010, following public input and a presentation of their findings by Walker Parking, the City Council and Agency Board were introduced to the Study (See Attachment 1). Due to the scope of the Study and need for in-depth review, the City Council and Agency Board continued the discussion.

On September 13 (continued from August 9) and September 27, 2010, Walker Parking will provide a presentation of key Study findings and recommendations to the City Council and Agency Board. The City Council and Agency Board will then be asked to provide specific direction on a limited number of recommendations.

During the July 12th meeting, the public expressed concern about increasing rates in the public parking structures and meters that could result in spillover parking in residential neighborhoods; elimination of free parking in the public parking structures resulting in loss of downtown business; the expense of hiring additional Parking

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Enforcement Officers and lack of vigorous parking enforcement in the residential neighborhood adjacent to downtown (See attached July 12th meeting minutes).

DISCUSSION:

Given the breadth of the Study recommendations staff recommends the following items be considered this evening:

1. Pooled Parking Program

Recommendation:

Eliminate the current pooled parking program and replace with a monitored system of parking credits.

The pooled parking program was established approximately 10 years ago in anticipation of the need for parking that would result from future growth in the downtown. The program provides that surplus public parking that exists either in downtown or within 750 feet of downtown can be considered for utilization by area businesses to meet their Zoning Code required parking pending approval by the City Council/Agency Board.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

2. Public Parking Structures Supply and Demand

During City Council's consideration of the budget in June 2010, staff was directed to study increasing parking rates as a means to generate revenue. At the time, staff recommended that the Council consider parking management objectives as well as revenue concerns, since proposed parking rate increases will influence customer parking decisions at these structures. The Study contains recommendations for rate increases at the Ince, Cardiff and Watseka Parking Structures which are intended to reduce use of the congested Watseka and Cardiff Parking Structures and promote increased use of the Ince structure.

Recommendation:

- A. Eliminate two hours free parking period at the Watseka and Cardiff Parking Structures and replace with \$1.00 per hour fee.

Due to the potential impact on downtown business a phased reduction in free parking hours could be implemented with direction from the Agency Board and City Council, to allow time for businesses and visitors to adjust.

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Recommended Action: That the Agency Board and City Council direct staff to study potential phasing of this item for inclusion in an implementation plan.

Recommendation:

- B. Eliminate two hours free period at the Ince Parking Structure and replace with \$0.50 per hour fee.

The Ince Parking Structure is subject to revenue restrictions because it was built with 'tax-exempt' bond proceeds. The Watseka and Cardiff Parking Structures are not subject to these restrictions because they were funded using tax increment. The Agency owns the Ince and Watseka Parking Structures and the City owns Cardiff. In summary the rates at Watseka and Cardiff structures may be raised without consideration of bond finance restrictions, however the tax exempt bonds used to finance the Ince structure restricts how much revenue may be generated at Ince.

Net revenues at Ince cannot exceed \$250,000 annually over the remaining 15 years of the bond's term (until 2025). If the Study's recommendation is adopted to eliminate the first two hours of free parking at Ince and to instead charge 50 cents, it would generate \$455,000 annually. When coupled with additional anticipated sources of revenue for use of Ince, staff anticipates the \$250,000 net income limit would be exceeded by a total amount of \$379,480 annually. Staff is now studying the feasibility of converting the 'tax-exempt' bond to a 'taxable' or method of eliminating the revenue restriction.

Recommended Action: That the Agency Board and City Council direct staff to study the feasibility of including this in an implementation plan given the revenue restrictions.

2. Operation of the Public Parking Structures

Recommendation:

- A. Utilize pay-on-foot technology (POF) at the public parking structures.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

Recommendation:

- B. Implement functional design changes at the public parking structures.

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Walker Parking recommends opening an additional exit lane at the Cardiff Parking Structure and reconfiguring the Culver Boulevard entry lane at the Ince Parking Structure.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

3. Revenue Enhancement

Recommendation:

Implement the parking structure and meter rate recommendations and recommended rate schedule contained in the Study for parking permits and citations in residential permit areas. (See Residential Parking below). (Staff has prepared a matrix comparing the cities identified in Appendix C of the Study for your reference – Please See Attachment 3)

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

4. City Hall Parking Structure

Recommendation:

- A. Install parking access control equipment at the entrance to City Hall, parking structure level P-1.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

Recommendation:

- B. Utilize a parking attendant pay-on-entry system if needed to regulate the use of City Hall, parking structure level P-1.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

Residential Parking

Walker Parking considered the effect of implementing their recommendations relative to the residential areas adjacent to downtown, recognizing that rate increases may increase parking incursion into residential areas. To address the potential impact, Walker Parking made the following recommendations:

- Implement permit parking in the residential area adjacent to downtown;

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- Vigorously enforce the residential permit parking program when/if established;
- Create tiered fines for repeat residential parking offenders; and,
- Increase enforcement of downtown metered parking, ensuring that short-term parking spaces are available and will aid in reducing residential parking incursion.

Next Steps

Staff provided notice that the City Council and Agency Board would consider this item on August 9, 2010 and again this evening. As the item was continued without discussion those items scheduled for discussion on August 9 will be considered tonight. Contingent upon any direction the City Council and Agency Board provide to staff, it is expected this item would return to the City Council and Agency Board on September 27, 2010. Additional meetings may be necessary to finalize discussion of Walker Parking's recommendations. Upon completion of the Study review staff will create a detailed implementation plan that will incorporate City Council and Agency Board direction.

The purpose of the implementation plan will be to determine the cost, feasibility and time needed to implement each of the Study recommendations. Upon completion of the implementation plan staff will then return at a future date to the City Council and Agency Board to present findings and obtain direction.

FISCAL ANALYSIS:

As previously discussed, Walker provided a number of recommendations, most of which have some form of fiscal impact. As discussions of this study progress, staff intends to create a more focused set of recommendations that will identify potential cost and resource impacts associated with recommendations in the Study as a component of the implementation plan. The implementation plan will be considered at a future City Council Agency Board meeting.

ATTACHMENTS:

1. July 12, 2010 Staff Report, Item Number: J-1
2. Walker Parking Executive Summary matrix
3. Matrix comparing parking rates of other cities
4. July 12, 2010 Meeting minutes

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MOTION:

That the City Council and the Redevelopment Agency Board:

Consider the Study recommendations and provide staff direction regarding the Study.

Attachment

C

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Meeting Date: 09/26/2011		Item Number: J-2	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Walker Study Implementation Report 2 – Discussion of Parking Meter Rate Increases, Hours of Operation Extensions, and Other Changes to Downtown On-Street Parking Meter Operations.			
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: Public Notification: (E-mail) Agenda and Meetings – City Council (09/21/11); (Advertisement) Culver City News (09/22/2011); (USPS) All Downtown Businesses within the Commercial Downtown Zone (09/19/11); (E-Mail) Meetings and Agendas – Redevelopment Agency (09/21/11); (E-Mail) Chamber of Commerce (09/21/11); (E-Mail) Culver City School District (09/21/11); (Letter) Downtown Neighborhood Association (09/21/11); (E-Mail) Downtown Business Association (09/21/11)			
Department Approval: Charles D. Herbertson (09/16/11)		City Attorney Approval: Carol Schwab (by H. Baker) (09/20/11)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (09/20/11)		City Manager/Executive Director Approval: John M. Nachbar (09/20/11)	

RECOMMENDATION:

Staff recommends the City Council and Agency Board discuss and provide input regarding the development of policies relating to the recommendations for on-street parking in the Comprehensive Downtown Parking Study prepared by Walker Parking (Walker Study).

BACKGROUND:

At the City Council meeting on January 24, 2011, the following objectives were identified for the management of the City's parking meters:

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.

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At their July 12, 2010 meeting, the City Council and the Redevelopment Agency Board (Agency Board) considered the Walker Parking Study, including recommendations related to parking structure rates, on-street meters, parking enforcement, infrastructure improvements, parking administration, and City Hall parking. The City Council and Agency Board directed staff to return at future meeting(s) with detailed implementation reports for each of the major Walker Parking Study recommendations.

On May 2, 2011, the City Council, Agency Board, and Parking Authority considered an informational report on Walker Study recommendations for rate changes in the Downtown public parking structures. At this meeting, the City Council directed staff to return with two more informational reports, one focusing on on-street parking meters and one focusing on parking enforcement, prior to taking action on any of these three topics. This Agenda Item represents the informational report on on-street meters. Following this Item, there will be a third informational report on parking enforcement, and then the City Council will be asked to take action on all three of the topics (parking structure parking rates; Downtown on-street meters, meter rates, and hours of operation; and parking enforcement) as part of single, subsequent staff report.

DISCUSSION:

Walker Parking made a number of recommendations relating to on-street parking meters in the Downtown area. Below is a listing of their main recommendations and some additional considerations and staff recommendations.

1. Walker Parking Recommendation: Extend meter enforcement to 11pm daily, including Sunday

Currently, on-street parking meters are enforced to 6pm citywide from Monday-Saturday. Walker Parking observed that during times without enforcement, there was a very high occupancy at Downtown metered spaces. Although metered spaces were most impacted on weekends, Walker Parking recommended enforcing meters daily until 11pm to allow for consistency in enforcement and visitor expectations.

Staff Recommendation:

In reviewing the parking occupancy data collected by Walker Parking, staff concurs that enforcing meters until 11pm daily (Monday-Sunday) is desirable to promote parking efficiency and maintain consistency. Culver City Police Department anticipates that these additional hours will require hiring a new

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Parking Enforcement Officer. However, enforcement will be discussed further in a subsequent staff report by Culver City Police Department.

2. Walker Parking Recommendation: Meter all on-street parking spaces currently enforced through time limited parking policies

Walker Parking observed that there are approx. 42 unmetered locations Downtown and these locations tend to cause parking hot-spots. Walker recommended metering all on-street parking spots Downtown to avoid this problem and to better manage parking demand.

Staff Recommendation:

Staff concurs that unmetered parking Downtown should be metered. Staff is recommending metering these locations (the 45 Downtown locations identified as "immediate locations"¹) in a separate staff report to be presented this evening. Other Downtown locations, including loading zones (green, yellow, and white) are anticipated to be proposed for metering as part of a subsequent staff report dealing with "longer-term locations." This subsequent staff report will be brought to City Council after community meetings are held.

3. Walker Parking Recommendation: Set parking meter rates above structure rates; increase meter rates from \$1.00 to \$1.50 per hour

Walker Parking recommended encouraging long-term parkers to park in a public parking structure rather than a convenient curbside space by making metered parking more expensive than the hourly rate at the parking structures. Walker Parking suggested setting meter rates at \$1.50 per hour and adjusting them as necessary over time.²

Staff Recommendation:

Staff concurs that it is advisable to raise on-street meter rates above those in the parking structures in order to increase the availability of the meters for shorter-term parking. Staff suggests that the on-street rates should be tied to the parking structure rates and should remain at \$0.50 above the highest hourly parking structure rate. So, since rates are currently \$1.00 an hour at the parking structures (after the free period), staff recommends increasing rates to \$1.50 per hour at the on-street meters Downtown. Anytime the City

¹ We are able to add 45 parking spaces, which is more than Walker Parking identified, because we reduced the length of the red curb areas.

² Walker Parking suggested that \$1.50 is an appropriate rate, but indicated that Council could start with \$1.25 per hour if they wanted to make a more gradual change.

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Council raises the rates in the parking structures, staff suggests concurrently raising on-street meter rates accordingly.

One challenge with increasing on-street meter rates is that given our current meter type (which accepts either cash or parking key) parkers will need to have more change on hand. Staff recommends that Downtown meter rates should be raised along with the installation of parking meters that accept credit cards throughout Downtown to increase customer convenience. The City Council Adopted Budget for Fiscal Year 2011/2012 includes funding for the installation of these meters Downtown. Public Works is currently testing a couple new technologies and vendors for parking meters that accept credit cards and anticipates making a final recommendation by the end of the year. When a parking meter company's product is recommended, staff anticipates purchasing the parking meters based on another agency's publicly-bid purchase (as permitted by the Culver City Municipal Code), if possible, in order to reduce the time to deploy to the field.

4. Walker Parking Recommendation: Eliminate parking time restrictions at metered spaces

Walker Parking recommended allowing parkers to pay for as much parking as they like rather than limiting payment to a specific period of time (i.e. 2 hours). In order to encourage turnover, Walker Parking suggested using tiered meter rates (for example, the first two hours might be one rate, the third hour a higher rate, and the fourth hour an even higher rate).

Staff Recommendation:

Staff believes that tiered parking meter rates may provide a valuable tool for encouraging parking turnover and may reduce the need for time restrictions in Downtown. This pricing strategy is used to provide flexibility to patrons to finish their business and concurrently encourage a change in parking behavior by using incrementally higher rates to discourage the use of the most convenient street spaces to "store" vehicles. Staff recommends that a tiered parking rate structure should be tried Downtown. However, it may need to be modified in loading zones, as short-term turnover is such a high priority in those zones that pricing may not be sufficient to control parking duration.

5. Walker Parking Recommendation: Establish a goal of 85% peak meter occupancy in the Downtown commercial zone

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The purpose of increasing enforcement and meter rates is to encourage parking space turnover with the goal of always having some convenient curbside parking available for short-term parkers. Walker Parking recommends the City set a benchmark of 85% peak occupancy at metered spaces. The City would need to periodically review meter occupancy and adjust meter rates to reach the benchmark.

Staff Recommendation:

Staff concurs with the goal of 85% occupancy. The new meters should facilitate the tracking of occupancy trends. Staff anticipates using this technology to monitor occupancy and will return at a later date with recommendations to reach the overall goal of 85% occupancy.³

Parking Intrusion

Walker Parking did not specifically examine the residential neighborhood surrounding the Downtown. However, Walker Parking advises that parking intrusion into the Downtown-adjacent residential neighborhood may occur should meter rates be increased.

Currently streets within the Downtown residential neighborhood are either eligible for residential parking restrictions or already are residentially restricted. As part of the Town Plaza development, the Planning Commission approved Conditions of Approval, including the creation of a "free neighborhood permit-parking program, with parking restriction on Irving Place and Van Buren Place and other local streets as needed during peak cinema attendance hours to prevent downtown visitors from consuming all available neighborhood parking spaces." In recognition of that Condition of Approval, staff recommends providing free permits to the Downtown-adjacent neighborhood bounded by Ince Boulevard on the east, Duquesne Avenue on the west, Culver Boulevard-Washington Boulevard on the north, and La Ballona Creek on the south, should they choose to opt-into the Linwood Howe Residential Parking District, which covers this area, and was already approved by Council on Monday, November 17, 2008.

³ At this time, staff does not recommend trying dynamic pricing, where parking meter rates at different times throughout the day are adjusted automatically on a periodic basis based on parking demand (similar to SFPark in San Francisco or ExpressPark in LA). However, at some point in the future, if the San Francisco and LA projects move beyond the testing phase and are successful, the City may want to consider implementing something similar.

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Concerns regarding the level of enforcement of the residential permit districts are sometimes brought up. As mentioned earlier, enforcement will be addressed further in a subsequent report on parking enforcement by the Culver City Police Department.

FISCAL ANALYSIS:

Walker Parking makes it clear that the primary motivation behind rate and hour of operation changes is to improve parking management. However, they do provide an estimate of the additional revenue from their suggested changes. The following table presents Walker Parking's estimated revenue increases from its recommended rates and hours of operation.⁴ For example, they estimate that if the City Council were to approve extending the parking meter enforcement to 11pm daily (including Sunday) and raising parking meter rates to \$1.50/hr. Downtown, it would generate an additional \$158,000 in revenue (62.5% increase). Walker Parking makes several assumptions regarding how parking demand and revenues will vary depending on the policy in order to come up with these estimates.⁵ While it is impossible to determine in advance whether these assumptions are correct, they appear to be reasonable.

It is also important to note that there would most likely be additional costs related to increased hours of enforcement and additional meter collection efforts as meters would fill up quicker at \$1.50/hr than they do at \$1.00/hr.

⁴ Walker's estimates are based on projected FY 09/10 revenues. However, FY 10/11 revenues were similar, so the estimates are likely to still be relatively accurate.

⁵ Walker's assumptions, include:

- "1. Current parking revenue for the Downtown area roughly consists of that contained in the following routes provided by the City's Finance department: Culver, Main; Culver, Cardiff; Culver, Watseka; Irving, Van Buren; Media Park;
2. Extending the enforcement of parking meters until 11:00 PM, a 50% increase in daily operating hours, will result in an increase in meter revenue of 25%;
3. Enforcing parking meters on Sunday will increase weekly meter revenue by 7.5%;
4. Increasing meter rates to \$1.50 per hour will not result in a proportional increase in revenue as the higher rate is likely to divert parking demand to off-street parking and other modes of transportation."

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	Walker Estimate of Total Revenue Generated	Walker Estimate of Incremental Revenue
Projected FY 2009 (\$1.00/hr)	\$253,270	\$0
Recommendation:		
Increase rate to \$1.50/hr (30% revenue increase)	\$329,251	\$75,981
Extend meter operations to 11:00pm @ 1.00/hr (25% increase)	\$316,588	\$63,318
Extend meter operations to 11:00pm @ 1.50/hr	\$392,569	\$139,299
Extend meter operations to Sunday @ 1.00/hr	\$272,265	\$18,995
Extend meter operations to Sunday @ 1.50/hr	\$348,246	\$94,976
Extend meter operations to Sunday 11:00pm @ 1.00/hr	\$335,583	\$82,313
Extend meter operations to Sunday 11:00pm @ 1.50/hr	\$411,564	\$158,294

It is important to point out that these estimated revenues, should they be realized, are not without costs. The process of physically increasing rates can be done at minimal cost. However, as mentioned earlier, as rates increase, it becomes increasingly inconvenient for patrons to find sufficient change to pay for them. As a result, staff recommends updating the parking meter technology, which will create significant one-time capital and on-going costs. The capital costs, which are estimated to be roughly \$150,000, have been included in the CIP budget (Project No. T1109). However, funds will have to be budgeted annually for the on-going costs, which are anticipated to be roughly \$20,000.

Additionally, if the extended hours of operation are to be consistently enforced, new enforcement resources will be required. The Police Department estimates that one Parking Enforcement Officer will be needed to handle the additional enforcement periods at a burdened cost of approx. \$71,000/year. Additionally, the Police Department has indicated that if the additional enforcement periods are combined with the installation of additional parking meters as proposed in another staff report this evening, additional collection personnel might be required. The burdened cost of an additional Community Service Officer/RPT is approx. \$58,000/year.⁶

⁶ As this is a RTP position, it is budgeted for 2,028 hours/year.

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ATTACHMENT:

1. Excerpt from Town Plaza/Screenland and Ince Boulevard Public Parking Structure Conditions of Approval, Resolution No. 2000-P002

MOTIONS:

That the City Council and Agency Board:

1. Discuss the policies relating to the recommendations for on-street parking in the Comprehensive Downtown Parking Study prepared by Walker Parking (Walker Study); and,
2. Direct the City Manager/Executive Director as deemed appropriate.

ATTACHMENT D

Parking Enforcement Officer (PEO) Job Description

Individuals assigned to parking enforcement are non-sworn personnel primarily responsible for the enforcement of parking regulations. The following tasks are typical for the position of Parking Enforcement Officers (employees may be required to perform similar or related duties or tasks not listed):

1. Enforce parking regulations by foot or vehicle.
2. Issue parking citations for vehicle code or municipal code violations.
3. Meter collection in absence of Community Service Officer(s).
4. Assist in the identification and removal of abandoned, stolen or habitual offender vehicles.
5. Observe and report inoperative traffic signals, inoperative meters, inadequate street postings and deficient curb or parking lot markings.
6. Assist Patrol/Traffic Officers with traffic control.
7. Ensure that parking enforcement vehicles and equipment are properly maintained and utilized.
8. Perform various public service tasks as assigned (e.g. City Council package delivery and speed trailer duties).
9. English/Spanish translation assistance.
10. School crossing guard detail during Crossing Guard absences.
11. Assist with DUI checkpoints and special events such as the Fourth of July fireworks display and annual downtown Car Show.
12. Testify in court when necessary.

Community Service Officer (CSO) Job Description – Meter Collections

Individuals assigned to meter collections are non-sworn personnel primarily responsible for the collection and counting of parking meter coins. The following tasks are typical for the position of Community Service Officer Meter Collection (employees may be required to perform similar or related duties or tasks not listed):

1. Daily coin collection from parking meters.
2. Meter jam repair and reset.
3. Coordinate with Public Works for meter repair and maintenance.
4. Money count of collected coins under supervision.
5. Daily accounting and bank deposit slip preparation.
6. Assist with special events such as the Fourth of July fireworks display and annual downtown Car Show.
7. English/Spanish translation assistance.

Attachment E

City of Culver City, California Agenda Item Report

Meeting Date: 09/26/2011		Item Number: C-4	
CITY COUNCIL AGENDA ITEM: (1) Adoption of a Resolution Establishing Specific Locations for the Installation of Parking Meters within the City's Existing Parking Meter Zones, Directing the Public Works Director/City Engineer to Install Parking Meters in Such Locations and Rescinding Resolution No. 2011-R012; and (2) Authorizing the Public Works Director/City Engineer to Solicit Proposals for the New Parking Meters for Such Locations.			
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: (E-mail) Agenda and Meetings – City Council (09/21/11); (Advertisement) Culver City News (09/22/2011); (E-Mail) Chamber of Commerce (09/21/11); (Letter) Downtown Neighborhood Association (09/21/11); (E-Mail) Downtown Business Association (09/21/11); (Letter) Owners/Occupants of adjacent properties (09/20/11)			
Department Approval: Charles D. Herbertson (09/16/11)		City Attorney Approval: Carol Schwab (by H. Baker) (09/20/11)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (09/20/11)		City Manager Approval: John M. Nachbar (09/20/11)	

RECOMMENDATION:

Staff recommends the City Council (1) adopt a Resolution establishing specific locations for the installation of approximately 352 parking meters within the City's existing parking meters zones, directing the Public Works Director/City Engineer to install parking meters in such locations and rescinding Resolution No. 2011-R012; and (2) authorize the Public Works Director/City Engineer to solicit proposals for the new parking meters for such locations.

BACKGROUND:

On January 24, 2011, the City Council approved the introduction of an Ordinance which, among other things, created a process for designating parking meter locations by Resolution. The City Council also expressed support for moving forward with the installation of new parking meters at one set of locations without further deliberation ("immediate locations") and with another set after receiving input from community meetings ("longer-term locations"). While the City Council supported the installation of meters at the locations identified as "immediate locations," they requested additional information on the types of meters, proposed

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times of operation, and time limits proposed at these locations prior to considering a Resolution that included them.

On February 28, 2011, the City Council adopted the Ordinance which created a Resolution-based process for designating parking meter locations, and also approved a Resolution listing the existing parking meter locations up to that time. Staff indicated that they were still in the process of collecting the information that the City Council requested for the new meter locations and would present a Resolution including the additional "immediate locations" at a subsequent City Council meeting. This staff report presents the requested information and revised Resolution for approval.

DISCUSSION:

The following locations were identified as "immediate locations" for new parking meters at the January 24, 2011 meeting. At that meeting, the City Council expressed support for adding meters at these locations. Attachment 1 summarizes the number of spaces and proposed type of meters, time limits, and hours of operation for each street section proposed for new meters. There are approximately 352 new meters proposed for the locations listed below:

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
4. Slauson Avenue
 - a. 6300 block (between Jefferson Boulevard and Sepulveda Boulevard)
5. Washington Boulevard
 - a. on the north side of the 6000 block of Washington Boulevard (between Melvil Street and Hargis Street)
 - b. on both sides of the street where parking meters are presently not installed, between Sepulveda Boulevard and Washington Place/Wade Street

Types of Meters

As a general rule, staff believes that single/double space meters are preferable to multi-space meter stations at these locations because they can be spaced more

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conveniently for users and can be used cost-effectively, even in locations where parking spaces are separated by significant distances (for example, when there are a series of contiguous driveways). Some exceptions to this general rule, which would make the use of multi-space meter stations desirable, include: 1) locations where the majority of users are already walking in the direction of the multi-space meters; 2) locations where there is a desire to encourage users to walk in that direction (for example to encourage crossing at a marked crosswalk); 3) locations where multi-space meters can serve a large number of parking spots (such as parking lots); and 4) locations where there are space constraints on sidewalks that preclude the installation of frequently-spaced single/double space meters.

These 352 locations are proposed to follow the "general rule" with installation of single/double space meters recommended. Staff further recommends purchasing new technology, credit card-accepting meters for the installation of these new single/double space meters.

Currently, there is only one vendor with this technology: IPS. Since March, Public Works has been testing IPS' meters on Washington Boulevard, Culver Boulevard, and Cardiff Avenue and has been generally pleased with the meters. Another vendor, Duncan, is close to rolling out a similar product. If Duncan is able to provide this product for testing within the City's time frame, Public Works will test this product as well. In any case, staff anticipates making a final recommendation of a vendor and their parking meter technology by the end of the year, and pursuing the purchase of these parking meters based on another agency's publicly-bid competitive purchase (which process will comply with the provisions of the Culver City Municipal Code and result in the purchase agreement being brought before the City Council for consideration), in order to reduce the time to deploy to the field.

In the mean time, however, since this process may take a couple of months, staff anticipates installing the roughly 100 traditional mechanical single/double space meters that are currently in the City's inventory. These will be changed out when the new technology meters are purchased.¹ It should be noted, that while staff recommends purchasing the new technology meters for all the new meters, it may be advisable to use these new meters at the location of existing mechanical meters as opposed to new designated meter locations if the existing meter locations merit them more. Generally, the priority locations for these new technology meters are locations with 1) high demand/usage, 2) need for parking data collection, 3) need for turnover, and 4) need for convenience of credit cards due to long parking time limits or higher meter rates.

¹ The process of changing traditional meters to credit card accepting single-double space meters is very simple, so this change out can be accomplished with minimal effort by City staff..

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Time Limits, Days/Hours of Operation, and Rates

At this time, staff is proposing that the parking meter time limits vary from 1 hour to 10 hours depending on the nature of the adjacent businesses, the presence of existing signs that impose a time-limit on parking, or staff's engineering judgment based on observed use. Meters aimed at serving customers are proposed to be set at 1 or 2 hours, whereas meters aimed at serving primarily employees of nearby businesses are recommended for 10 hours. At this time, staff is proposing that the new meters be set at \$1.00/hour and operate from 8am-6pm, Monday-Saturday, consistent with the existing policy in the City and the fee Resolution adopted in 2009.

In the future, should the City Council approve changes to the meter rates or hours/days of operation (for example, as recommended for Downtown meters by the Walker Parking Study), a new resolution establishing the revised rates and hours/days of operation will be brought forth to the City Council for its approval.

FISCAL ANALYSIS:

Revenues

The addition of new parking meters will result in additional revenues and expenses. The annual parking meter revenues for the existing 1,489 metered at the hourly rate of \$1.00 per hour have averaged approximately \$840,000 per year (an approximate average of \$565 per meter, per year). 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 locations. Thus, if the City Council adopts the attached Resolution adding approximately 352 new metered parking spaces, staff estimates that they will generate roughly \$198,880 per year.²

Costs

If the City Council directs new parking meter installations, there will be one-time costs associated with the purchase and installation of new meters, estimated to be \$316,800.³ There will also be on-going costs of approximately \$40,000-

²45 of the 352 parking spaces are Downtown. If the City Council approves Walker Parking's recommendation to increase Downtown parking rates to \$1.50 per hour, the estimated additional revenue is anticipated to be \$205,000 (assuming that the parking rate increase creates a 25% increase in revenue for the affected meters).

³This assumes a per space cost of roughly \$900/meter. This cost may be reduced if housing and poles can be taken from inventory or purchased used. Also, there are on-going costs for the new technology meters relating to the computerized management systems, meters' wireless communications, and credit card processing, which are not insignificant.

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\$50,000/year for the web-based management program, web-based gateway and wireless communications, and credit card fees⁴ related to the 352 new parking meters. Currently, there is sufficient funding from the Parking Improvement Fund in Project No. 949 (account 42100949) for the purchase of the above meters; however, funds will have to be budgeted annually for the on-going costs.

In addition to the cost of the meters, new parking meter installations will also increase maintenance, enforcement, and collection workloads. The Public Works Department's Maintenance Operations Division and the Police Department estimate that they can absorb the additional workload that will be created by the 352 new meters within existing staff levels at the time of this report; although there may be a reduction in service levels. If there is a desire to maintain the same service levels and install the additional 352 meters, and/or extend the hours/days of operation, additional staff may be requested⁵.

ATTACHMENTS:

1. Table with new meter locations, quantity, meter type, recommended restrictions, and hours of operation
2. Resolution

MOTIONS:

That the City Council:

1. Adopt a Resolution establishing specific locations for the installation of parking meters within the City's existing Parking Meter Zones, directing the Public Works Director/City Engineer to install parking meters in such locations, and rescinding Resolution No. 2011-R012.
2. Direct the Public Works Director/City Engineer to solicit proposals for the new parking meters for such locations (with the proposals returning to the City Council for consideration).

⁴This assumes a cost of \$10/month/meter for the web-based management program, web-based gateway, and credit card fees.

⁵ Currently, the Public Works Department employs one full-time Parking Meter Technician to perform maintenance on roughly 1,500 meters. According to a survey of other municipalities, the average workload for one Parking Meter Technician was approximately 800 meters. Accordingly, there is a limited ability to absorb new work within existing staffing.

Attachment F

DOWNTOWN CULVER CITY

COMPREHENSIVE PARKING STUDY – REVENUE ENHANCEMENT



WALKER
PARKING CONSULTANTS

37-8096.00

CONCLUSION

Given the significant number of hours for which neither the RDA nor the City charge for parking, both on- and off-street, the opportunity to generate additional revenue from the parking system is significant. Below we provide a total of the potential additional revenue that could be generated by the parking system.

Table 23: Summary of Potential Revenue from Recommendations

Parking Type	Recommendation	Annual Revenue Past 12 months	Projected Annual Revenue from Recommendations	Variance
Garage Transient Parking	Eliminate free period in the structures.	\$ 379,697	\$ 1,761,363	\$ 1,381,667
Monthly parking (Ince not included)	Increase fees by \$10.00/month for Cardiff, Watseka, Canfield.	\$ 329,640	\$ 358,308	\$ 28,668
Metered Parking	Increase hours of operation, evenings and Sunday. Raise hourly rates to \$1.50.	\$ 253,270	\$ 411,564	\$ 158,294
Total		\$ 962,607	\$ 2,531,235	\$ 1,568,629

Source: Walker Parking Consultants, Modern Parking and City of Culver City, 2009