



City of Culver City

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Staff Report

File #: 24-604, **Version:** 1

Item #: A-1.

(1) Receive a Presentation on Proposed On-Street Parking Meter Rates; and 2) Provide Comments and Direction to Staff.

Meeting Date: January 10, 2024

Contact Person/Dept.: Andrew Maximous/Public Works

Phone Number: (310) 253-5628

Fiscal Impact: Yes ☒ No ☐ **General Fund:** Yes ☒ No ☐

Attachments: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas -Finance Advisory Committee (01/04/2024)

Department Approval: Lisa Soghor, Chief Financial Officer (01/04/2024)

RECOMMENDATION

Staff recommends the Finance Advisory Committee receive a presentation on proposed changes to the City's on-street parking meter rates; and 2) provide comments and direction to staff.

BACKGROUND

Parking in Culver City is a limited resource that is in high demand. The Public Works Department operates approximately 1,990 on-street parking meters within the City that generate an average of \$82,000 in revenue per month.

On-street parking meters allow cities to manage on-street parking demand to promote efficient turnover and increase availability for the public to utilize or visit the adjacent land uses. The main tools to effectively manage on-street parking supply are parking rates, duration of stay, and time of operation. Of these, parking rates play a key role in traveler mode choice.

The City's current rates were adopted in 2013 and revised in 2016. The rates range from \$0.25 to \$1.50 per hour based on their location within the City. Staff has analyzed the current on-street parking rates at various neighboring cities and is proposing that the City consider adjusting the parking meter rates to align with other cities in the region, reduce unnecessary on-street circulation and congestion, increase parking availability, and allow the City to more efficiently manage on-street parking demand

DISCUSSION

The Public Works Department operates approximately 1,990 on-street parking meters throughout the City. The City has established three separate pay rates for different areas of the City ranging from \$0.25 to \$1.50 per hour. Below is a breakdown of the location, approximate number of existing meters, and pay rates within the City.

Location	Approximate No.	Rate Per Hour
Commercial Areas	783	\$0.25
Outside of Downtown	1,079	\$1.00
Downtown District	128	\$1.50

By comparison, the City parking garages are free for the first hour, then \$1.00 for each 30 minutes with a \$12 maximum per day.

In 2023, total monthly transactions at the City's parking meters have ranged from 60,000 to 106,000 with approximately 80% of the transactions being made with credit cards.

In 2015, the City installed meters with a 10-hour maximum duration to accommodate employee parking for local businesses.

City staff surveyed parking meter rates at neighboring jurisdictions and prepared the comparison of rates shown below.

City	Rate Per Hour	Location
Santa Monica	\$1.25	All other areas
	\$2.50	Downton and Beach
Beverly Hills	\$0.75	Around Parks
	\$1.00	Low demand commercial
	\$1.50	High demand commercial
	\$2.00	Downtown
West Hollywood	\$2.00	Citywide
Pasadena	\$0.75	Side Streets
	\$1.00	High demand commercial
	\$1.25	Downtown
Inglewood	\$1.00	Citywide
Los Angeles	\$1.00	Along Venice near Culver City

	\$2.00	Downtown Los Angeles
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The use of parking pricing is an effective way to assist in the reduction of on-street traffic congestion, encourage shifts to more sustainable transportation modes, and facilitate efficient use of limited parking resources. Staff proposes to change the \$0.25 per hour meter rate to \$1.00 per hour to bring it in line with neighboring cities, help offset the credit card transaction fees, and improve parking demand management.

In addition, staff recommends that the existing 10-hour duration of stay be phased-out over a period of two years and changed to a maximum duration of 2 hours. This proposed change is intended to reinforce the short-term use of the parking spaces as well as the goals and objectives of the City's Complete Streets Resolution and the Transportation Demand Management Ordinance. Staff anticipates that the proposed rate increases to the on-street parking meters would increase turnover of the parking spaces thereby creating increased availability. Staff plans to reach out to each affected business association to solicit feedback, hear concerns, and explore other options regarding employee parking.

ATTACHMENTS

None.

FISCAL IMPACT

Based on the City's current parking meter occupancy rates, the proposed rate increase for meters outside of the City's downtown area from \$0.25 per hour to \$1.00 per hour is estimated to generate an additional amount of approximately \$100,000 per month. However, it is likely that the proposed rate increase and proposed duration decrease will have an impact on the City's parking meter occupancy rates. The extent of this impact is unknown at this time, but it is anticipated to change the occupancy rates.

MOTIONS

That the FAC:

1. Receive a presentation on proposed on-street parking meter rates
2. Provide comments and direction to staff.