



City of Culver City

Staff Report

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Item #: A-1.

CC - ACTION ITEM: Adoption of a Resolution Establishing Parking Meter Rates Citywide and Rescinding Resolution No. 2016-R010.

Meeting Date: May 13, 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 - City Council (05/07/2024)

Department Approval: Yanni Demitri, Public Works Director & City Engineer (04/23/2024)

RECOMMENDATION

Staff recommends the City Council adopt a resolution establishing parking meter rates citywide and rescinding Resolution No. 2016-R010.

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 parking meter rates were adopted in 2013 and revised in 2016. The rates range from \$0.25 to \$1.50 per hour based on the location within the City. Staff has analyzed the current on-street parking rates in various neighboring cities and is proposing that the City consider adjusting the parking meter rates in order 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

Existing Meters

The Public Works Department operates approximately 1,990 on-street parking meters throughout the City. 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.

The City has established three separate pay rates for different areas of the City ranging from \$0.25 to \$1.50 per hour. Table 1 shows a summary of the location, approximate number of existing meters, and current pay rates within the City.

Location	Number of Meters	Existing Rate /hr
Downtown District	128	\$1.50
Outside of Downtown	998	\$1.00
Around Parks	81	\$1.00
Industrial Businesses	739	\$0.25

Table 1 - Current Meter Locations and Rates

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.

Most of the 739 meters in front of industrial business have a maximum duration of 10 hours and a rate of \$0.25/hour. This was established in 2013 to supplement employee parking for businesses that were determined to have insufficient on-site parking.

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.

Neighboring Cities

City staff surveyed parking meter rates at neighboring jurisdictions. Table 2 summarizes the parking meter rates at those Cities.

Table 2 - Parking Meter Rates at Neighboring Cities

City	Rate per Hour	Location
Santa Monica	\$2.50	Downtown and Beach
	\$1.25	All other areas
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	\$2.00	Citywide
Los Angeles	\$1.00	Along Venice Blvd near Culver City
	\$2.00 - \$6.00	Downtown Los Angeles

Proposed Rates

Staff made a presentation to the Finance Advisory Committee (FAC) at its January 10, 2024 meeting. The FAC voted unanimously in support of the staff recommendations with provisions to provide a \$0.75/hour rate at on-street parking around City parks including Culver City Park, Veterans Park, and Tellefson Park with the exception of Overland Avenue. The FAC also recommended that staff conduct outreach to businesses that rely on 10-hour parking spaces for employees, investigate ways to assist those businesses, conduct a study of parking demand in the Downtown area to plan for an hourly rate increase to \$2 to align with nearby cities. Staff made presentations to the Mobility, Traffic and Parking Subcommittee at its January 24, 2024 and April 11, 2024 meetings.

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. Table 3 summaries the proposed rate changes. If approved, the new rates would become effective on July 1, 2024.

Table 3 - Proposed Parking Meter Rates

Location	Number of Meters	Existing Rate /hr	Proposed Rate /hr
Downtown District	128	\$1.50	\$1.50
Outside of Downtown	998	\$1.00	\$1.00
Around Culver City Park, Veterans Park and Tellefson Park	81	\$1.00	\$0.75
Industrial Businesses	739	\$0.25	\$1.00

10-Hour Meters

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 reached out to the Culver City Chamber of Commerce and Culver City Arts District to receive their feedback. Staff recommends that the 10-hour duration remain in the Arts District until receiving data and analysis from an upcoming parking study.

Table 4 shows a summary of the proposed changes at 10-hour meter locations.

Table 4 - Summary of 10-Hour Meter Locations

Location	Number of Meters	Existing Max Duration	Proposed Max Duration*	Existing Rate /hr	Proposed Rate /hr**
Washington Blvd (near 405 Freeway)	28	10 hrs	2 hrs	\$0.25	\$1.00
Sepulveda Blvd	2	10 hrs	2 hrs	\$0.25	\$1.00
Culver Blvd	6	10 hrs	2 hrs	\$0.25	\$1.00
Jefferson Blvd	163	10 hrs	2 hrs	\$0.25	\$1.00
Fox Hills	111	10 hrs	2 hrs	\$0.25	\$1.00
Culver City Park	81	10 hrs	2 hrs	\$0.25	\$0.75
Washington Blvd East/Adams/Fairfax	114	10 hrs	2 hrs	\$0.25	\$1.00
Arts District	142	10 hrs	10 hrs	\$0.25	\$1.00
Robertson Blvd	16	10 hrs	2 hrs	\$0.25	\$1.00
National Blvd	38	10 hrs	2 hrs	\$0.25	\$1.00
Overland Ave	16	10 hrs	2 hrs	\$0.25	\$1.00
Lindblade St	22	10 hrs	2 hrs	\$0.25	\$1.00

* Proposed duration will be introduced over a 2-year period after community outreach.

** Proposed rate would begin on July 1, 2024

Staff plans to reach out to each business association to solicit feedback, hear concerns, and explore other options regarding employee parking before making any changes to the maximum duration.

New Parking Meters

In 2019, the City Council authorized the deployment of 550 single-space parking meters and 30 multi-space pay stations. The implementation of these meters and pay stations has been delayed due to the pandemic and staffing limitations. The new meters are located on side streets off arterial streets and adjacent to commercial properties. The pay stations are slated to be installed in and around the Hayden Tract where sidewalks are narrow. The full list of locations can be found in the November 18, 2019 City Council Staff Report, Attachment A, and shown on a Citywide map, Attachment B.

Those locations were slated to be set following the previous practice of rates and durations that include 10-hour maximums and \$0.25 per hour. Table 5 shows the proposed rates and durations at the new meter locations consistent with the changes proposed to the rest of the City in this report.

Table 5 - Proposed Rates at New Meters

Location	Approximate No.	Proposed Max Duration	Proposed Rate /hr
West Washington Blvd	202	2 hrs	\$1.00
Fox Hills – Centinela Ave	30	2 hrs	\$1.00
Downtown	6	2 hrs	\$1.50
Hayden Tract	301	2 hrs	\$1.00
Janisann Ave	7	2 hrs	\$1.00

FISCAL ANALYSIS

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 currently unknown, but it is anticipated to change the occupancy rates and have an impact on the estimated revenue.

ATTACHMENTS

- 2024-05-13-ATT-CC-ParkingMeters-City Council Staff Report-2019-11-18
- 2024-05-13-ATT-CC-ParkingMeters-Parking Meter Map - Existing-Future
- 2024-05-13-ATT-CC-ParkingMeters-Parking Meter Resolution

MOTION

That the City Council:

Adopt a resolution establishing parking meter rates citywide and rescinding Resolution No. 2016-R010.

