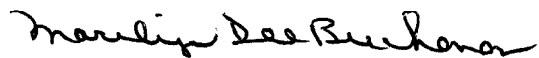




Commission. The Commission is anxious to have a full complement of Commission members soon. It is our hope that City Council has the same mission and will assist us in fulfilling this endeavor.

As usual our primary goal is to ensure that parking in Old Pasadena is a positive experience.

Respectfully submitted,

A handwritten signature in cursive script that reads "Marilyn Dee Buchanan".

MARILYN DEE BUCHANAN, Chair

## Accomplishments of FY 2001

### Provided Input for Request for Proposals (RFP) for Parking Study for Old Pasadena Parking Meter Zone and Area Immediately Adjacent to the Zone

The City has retained the services of Meyer, Mohaddes Associates to collect data and perform a comprehensive parking study for the Old Pasadena Parking Meter Zone. The study area also includes a 3-block radius to the east, west and south of the zone because parking patterns are influenced in all directions of the downtown districts. The Old Pasadena Parking Commission held a preliminary community meeting in Fall 2000 to advise the community of (1) parking programs that would be available to customers and employees of the parking meter zone and (2) that the City was in negotiation for services to determine parking needs of the community. A second community meeting was held in May 2001 to explain the scope of work for the parking study and to provide information regarding existing parking programs that were available for short-term and long-term parking and discuss reasons for possible future parking programs. A third meeting was held in June 2001 to discuss preliminary findings of the parking study conducted by the consultant firm.

### Discussion of Transient (Visitor) Parking Rates for City-Owned Parking Structures

The Old Pasadena Parking Meter Zone Advisory Commission reviewed many parking rate scenarios for visitor parking. The primary reason for the early discussions was primarily due to the fact that the parking structures were anticipated to operate at a deficit in the later years of the 5-year plan if no rate change was implemented. The current visitor parking rate in the City-owned parking structures is as follows:

1<sup>st</sup> 90 minutes FREE  
\$2 per hour thereafter;  
\$6 daily maximum

The Commission discussed the advantages and disadvantages of a variety of factors including the amount of free time, the increment of time for charges after the free period and charges for each increment. The information was then forwarded to Meyer, Mohaddes Associates for consideration while they were collecting and analyzing data for the comprehensive parking study for the Old Pasadena Parking Meter Zone and its immediate vicinity.

### Review of Legacy Partners Project (World Wide Church of God Site)

Commissioner Dangelo gave the Old Pasadena Parking Meter Zone Advisory Commission a presentation on changes that were taking place in the design of the project and discussed parking impacts and possible parking programs that could provide additional parking to the community for visitors and employees when no events are scheduled for the Ambassador Auditorium. The Commission in FY 2002 authorized a change in the scope of work to provide a financial analysis for a proposed shared use of a parking structure to serve the

Ambassador Auditorium and a long-term parking demand in Old Pasadena complemented by a shuttle system.

#### Review of Parking and Traffic Configuration on De Lacey Avenue

The Commission reviewed a traffic analysis for parking and travel lanes on De Lacey Avenue from Union Street to Colorado Boulevard. The proposed lane and parking configurations were anticipated to enhance traffic flow while accommodating loading activity and parking for customers of Old Pasadena. The Commission worked with City staff, business and property owners to agree on lane configurations. It should be noted that the Commission, staff and the community developed a workable plan that enhanced the storefront area for Saks Fifth Avenue and allowed for a valet parking system that is more workable for customers of the store.

#### Creation of a Report Format for Incidents in City-Owned Parking Structures

The Old Pasadena Parking Meter Zone Advisory Commission reviewed report formats and now receives monthly reports on incidents that occur in the parking structures. General categories include, minor traffic accidents, vandalism, personal injury, and loss of personal belongings.

## **Work Plan 2002**

### Fill Vacancies of Commission to Create Full Complement of Members

Currently, there are two vacant positions on the Old Pasadena Parking Meter Zone Advisory Commission. In addition, one of the current members also needs to be replaced as he no longer meets qualifications for the Commission. One of the Commission's top priorities for FY 2002 will be to fill all three positions so that the Commission can continue to provide advice to staff on parking programs that are effective and beneficial to the entire community (that may later be considered by City Council).

### Finalize Old Pasadena Parking Study

During Fiscal Year 2001, Meyer, Mohaddes Associates was retained by the City to conduct a comprehensive parking study of the Old Pasadena Parking Meter Zone and an influence radius of three blocks. The Commission will be reviewing the study based on the initial scope of work approved by the City and phase II of the report which includes (1) a financial analysis of a parking structure that can be used for the Ambassador Auditorium and the Old Pasadena businesses and (2) a possible shuttle system to be used for customers, visitors and employees of Old Pasadena.

### Modify Zoning Parking Credits Program

Currently, there are only two available parking credits for businesses to meet parking requirements set forth by the municipal code. The lack of additional parking credits has limited the growth and continued future development of Old Pasadena. The Commission has expressed an interest and the City has agreed that with completion of the public portion of the Marriott Subterranean Parking Facility (which includes 140 parking public parking spaces) an additional 210 zoning parking credits may be added to the pool of zoning parking credits. This action, if approved by City Council, will continue to encourage and to allow further economic revitalization of the historic district. Therefore, City Council will be presented with an agenda item to consider increasing the number of zoning credits for the Old Pasadena District.

Additional sources of parking are being investigated in order to add to the current zoning parking credit pool for the future.

### Universal Validation Program

Last year, the Commission included marketing of the Universal Validation Program as part of the work plan for FY 2001. Because a change in parking rates was uncertain, the program was not promoted. It is the Commission's goal this year to promote the program and gain community participation as the program will benefit all customers of Old Pasadena. The program will allow customers to receive validations that can be used in all six parking

structures (Schoolhouse, Delacey, Marriott, 48 N. Raymond Avenue, One Colorado and Holly Street), all valet parking zones and the various parking lots in the Old Pasadena Parking Meter Zone. (Prior to introduction of the program, merchants were required to purchase a variety of validation stickers or select which facilities would be most beneficial to their business. With the Universal Validation Program, merchants only need to purchase one type of validation.

The Commission recognizes that private parking facilities and valet parking operations are a key to the parking success of the community. Therefore, the Commission recommended a program called the Universal Parking Program whereby merchants can use one type of validation for any parking space or valet operation. This will be a valuable program because the City-owned parking structures and on-street parking in Old Pasadena make up only 30 percent of the total number of parking spaces available in the parking district and the surrounding community. Furthermore, the Commission will continue to market this plan to the Parsons Corporation to convince them to bring their parking structures into the main stream along with the other private owners by providing Universal Validations to their customers.

Owners and managers of every parking facility in the Old Pasadena boundary reviewed the program and saw the benefits of the program and agreed to participate in the program. Unfortunately, the biggest supplier of parking, the Parsons Corporation located immediately outside the boundary did not participate in the program because of limitations to their current parking revenue control system.

The program works as follows:

1. Merchants who choose to participate in the program purchase validations from the City.
2. Merchants validate customers parking without worrying about which validations to use because the validation is good at any of the facilities participating in the program.
3. When leaving the parking facility or picking up vehicles from the valet parking service, the customer presents the ticket with the validations to the cashier of the parking operation and the cashier deducts the value of validations collected from the total parking price.
4. The owner or manager of the parking facility then brings all validations to the City for reimbursement.
5. The City reimburses the value of parking validations (less a 5-percent clearinghouse fee) to the parking owner or manager.

The program is beneficial for many reasons.

1. Prior to implementation of the program, merchants either purchased multiple validations from the various parking operators and then determined which validation to use and were required to know the various parking rate schedules to decide on the

number of stickers required to adequately validate their customer. The universal validation program only requires that merchants know the parking rate schedules for the various parking locations.

2. A customer can receive validations from multiple merchants visited to cover their total parking fees. The program was designed so that each merchant could choose the value of validation instead of being required to pay the full parking price. Validation stickers are valued at 50 cents each. Because the validations are all the same, the customer can collect 50-cent stickers from multiple merchants until the desired parking value is reached.
3. Parking operators are benefiting by reducing the amount of overhead required for the purchase of validation stickers.
4. Customers are encouraged to use the parking knowing that a number of the merchants participate in the program.

The universal validation can only be as successful as the participation level of merchants in Old Pasadena. Therefore, the Commission will be reviewing programs to further enhance merchant participation during FY 2002, including seeking assistance from the Old Pasadena Management District.

#### Debit Card Program

Although the program was developed in years past, it will be marketed again in FY 2002. Debit cards encourage customers to return regularly to Old Pasadena. By purchasing parking in advance, the time to enter and exit the parking structure is faster and there is less worry about getting money out each time to pay for parking fees. Customers taking advantage of the program typically pre-purchase more than \$10 worth of parking and use the card for several visits. The card works like an ATM debit card in that the value of parking is deducted with each use and the value can be increased simply by sending a check in the desired amount of increase.

#### Promotion of Rideshare Program for Entire Old Pasadena District

Many of the businesses in Old Pasadena consist of an owner with a small number of employees. They may not be able to consider ridesharing within their own business, as they may not live in close proximity of one another. However, other opportunities will be explored to encourage them to rideshare with their neighbors or other businesses in the area. Therefore, the Commission will be requesting that all employees of Old Pasadena complete rideshare forms that can be submitted to the Southern California Associated Government to show the employees where rideshare opportunities may exist.

Establish a Capital Improvement Program for Maintenance of the City-Owned Parking Structures

The Schoolhouse and Delacey parking structures were built in 1987 and are in need of a general assessment of current and long-term capital improvement needs. Our goal in FY 2002 is to establish the capital needs and implement a program to ensure that the structural integrity and efficiency of the garages are met. The Commission would also like the City to analyze the cost of additional signage to direct vehicles to and within the parking structures and the cost to install security cameras for all entrances/ exits and pedestrian areas of the parking structures.

Evaluate Parking and Property Management Contract Performances

The City has retained the services of Ampco System Parking to manage, operate and maintain the Schoolhouse, Delacey and Marriott parking structures and Morlin Management for property management services of the retail and restaurant uses and for the trash compactor in Mercantile Alley. The Commission will review the performance of both contractors.