

Agenda Report

TO: CITY COUNCIL **Date:** June 19, 2006

THROUGH: FINANCE COMMITTEE

FROM: CITY MANAGER

SUBJECT: AMENDMENT TO THE GENERAL FEE SCHEDULE TO
ESTABLISH A FEE FOR ON-STREET OVERNIGHT PARKING
EXEMPTIONS AND ISSUANCE OF A PURCHASE ORDER TO
PACIFIC PARKING SYSTEM FOR THE INSTALLATION OF
AUTOMATED PERMIT DISPENSERS

RECOMMENDATION

It is recommended that the City Council:

1. Amend the General Fee Schedule to establish a \$3 per night overnight parking exemption fee for on-street overnight parking.
2. Appropriate \$107,000 from the 2005 Equipment Lease Financing to the Fiscal Year 2006 Operating Budget Account 8503-101-774100 for the purchase of five automated permit dispensers.
3. Authorize the issuance of a purchase order to Pacific Parking System, Inc. for the purchase and installation of five pay-on-foot machines for the purpose of issuing temporary overnight exemptions, in the amount not to exceed \$107,000. Competitive Bidding is not required pursuant to City Charter Section 1002(H), contracts with other governmental entities or their contractors for labor, materials, supplies or services.

EXECUTIVE SUMMARY

The City of Pasadena has prohibited overnight parking on City streets since 1921. The main reasons include: street sweeping, identifying and clearing streets of abandoned vehicles, crime detection through police patrol, encouraging off-street parking, and preventing long term on-street parking. Beginning in 1974 the portion of the municipal code regulating overnight parking, Chapter 10.44, was changed to allow residents to

obtain an Annual Overnight Permit (ONP) for an annual fee provided certain criteria were met. At the same time Temporary Overnight Exemptions (TOE) were being issued at no cost to residents for their guests or for temporary situations. The Current TOE system is done via telephone or in person at the Parking Office during normal business hours. A new automated system is being proposed involving fee-based pay-on-foot machines that would issue temporary overnight exemptions at a cost of \$3 per exemption per vehicle per night. A total of five machines are being proposed at five (5) locations throughout the City to be in service 24 hours a day, seven days a week. Council had previously approved the concept of a fee for overnight parking and directed staff to return with a recommended nightly charge and implementation plan. This report outlines the implementation of this new service.

BACKGROUND

The City of Pasadena has prohibited overnight parking on City streets since 1921. Over the years there have been several reviews of this prohibition. Each review has resulted in support for continuing the ban because of: street sweeping, identifying and clearing streets of abandoned vehicles, crime detection through police patrol, encouraging off-street parking, and preventing long term on-street parking. The current ordinance, Chapter 10.44 of the municipal code, prohibits parking on City streets between the hours of 2 a.m. and 6 a.m., daily except with a valid annual permit or temporary exemption, or where specific street segments have been exempted.

The established policy limits the issuance of temporary exemptions to five temporary exemptions per vehicle in a six-month period. Each exemption is good for one day up to two weeks per the caller's request and the location being requested. Persons who have exceeded the above stated limits are then referred to the annual overnight parking permit program.

In 1991, City Council reviewed an informational staff report for the overnight parking ordinance as part of a pilot program for overnight parking enforcement for clean streets. At that time, a survey of residents was conducted to determine the community's attitude towards overnight parking. In addition to over 1,300 completed surveys, the City received numerous letters and petitions from residents that unanimously supported retention of the City's overnight parking ordinance.

In 1998, the City Council once again reviewed the overnight parking ordinance and recommended maintaining the current restrictions.

CURRENT PRACTICE

The Department of Transportation Parking Division currently issues temporary overnight and daytime parking exemptions free of charge to the residents and/or visitors of Pasadena via telephone seven days a week and in person during normal business hours Monday thru Friday. The current procedure allows a resident or a visitor to contact Parking Enforcement and make a request for the temporary exemption of their vehicle(s). When the person calls in, the parking enforcement officer will log their

name, the make, model and color of the vehicle, license plate number, address, the location where vehicle will be parked, and duration and reason for the exemption.

Residents are limited to five exemptions per vehicle in a six-month time period. When a request is received for an exemption, Parking Enforcement staff checks the address of the exemption against a master list to ensure that this limit has not been reached. If the limit has been reached, the exemption is denied and the person is encouraged to apply for an Annual Overnight Permit. Currently about 150,000 Temporary Overnight Exemptions are issued per year. Valid reasons for granting a temporary exemption include lack of available off-street parking, visiting overnight guests, or construction at the residence that prohibits parking in the driveway or on the property. A master list of all exemptions issued for each day is created and distributed to parking enforcement officers before they go on duty that night. A copy of this list is also provided to the Police Department nightly. All vehicles parked overnight are checked and issued a citation if not on the list. Overnight exempt vehicles must obey all posted daytime restrictions unless approved for daytime exemption as well.

Residents requesting long-term exemptions (two weeks or more) may apply for a monthly or annual permit and are then issued a three week temporary exemption while staff conducts an investigation to determine whether the request meets certain pre-establish criteria. As part of the annual adjustment to the General Fee Schedule approved by City Council on April 24, 2006, the permit fees were increased to \$63 per year for the overnight/daytime permit and \$21 for the monthly permit, respectively.

PROPOSED PRACTICE

An automated system is being proposed to provide dispatch officers more time to manage other parking enforcement issues; this could result in either a labor savings as officer shifts are reduced or improved enforcement of parking violations as officers are switched to patrolling the streets.

The proposed new procedure would involve fee-based pay-on-foot or automated machines, which would automatically issue temporary overnight parking exemptions. The machines operate using a touch-screen interface for issuing exemptions. The machines would only be able to issue permits, and will not be able to track resident information. The machines will accept credit and /or debit cards and cash, but will only issue change in coins, not bills. The machines would issue a receipt that would list the date the exemption is valid. This receipt would be required to be clearly displayed, placed on the dashboard of the vehicle for enforcement officers to view. No customer information would be gathered by the machines or printed on the receipt. To determine the best placement for machines in Pasadena, research was conducted on overnight exemption usage.

The City was divided into four quadrants, with the 210 Freeway being the north/south divider and Lake Avenue being the east/west divider. The exemption request data for the month of October 2003 and July 2004 was analyzed. Results indicated that exemptions were issued almost equally between the four quadrants, but that the

heaviest usage was concentrated toward the center of the City. With this new system, staff anticipates there will be fewer requests for nightly exemptions and residents will utilize the annual permit if they qualify, because it is more cost effective or make other off-street arrangements for their vehicle.

Staff has identified 5 possible locations for the machines. The four Fire Stations listed below, as well as the Police Station represent safe locations for the customer and are also located in or near the highest concentrations of exemption usage in the City. The proposed locations for the machines are:

1. Pasadena Police Department, 207 N. Garfield
2. Fire Station #32, 2424 E. Villa St.
3. Fire Station #33, 515 N. Lake Ave
4. Fire Station #34, 1360 E. Del Mar Blvd
5. Fire Station #36, 1140 N. Fair Oaks Ave

OTHER JURISDICTIONS USING AUTOMATED OVERNIGHT EXEMPTIONS

Several other jurisdictions have implemented similar automated overnight exemption system. A comparison of demographics and costs is shown below:

City	Population*	Restriction	Cost of exemption	Cost of Annual Permit
Pasadena	133,936	2am-6am	Free	\$63**
Temple City	111,404	3am-5am	\$1	\$42
Alhambra	85,804	2am-6am	\$2	\$45
Glendora	49,415	2am-4am,- Mon-Fri	\$3 (raised from \$2, 10/05)	\$65
San Dimas	34,980	2am-5am	\$2	\$40 initially, \$24 renewal
La Verne	31,638	2am-5am	\$3 (raised from \$2, 7/04)	\$40

* Source: 2000 Census Data, Census Bureau

** Approved as part of the General Fee Schedule effective 7/1/06

The cities contacted generally expressed positive experience with their machines, and indicated that they received feedback from customers who appreciated the ease of acquiring exemptions as opposed to the old phone-in system. None of the cities listed reported any significant negative response to the new practice of charging a fee for the previously free exemptions.

Machine downtime in the cities contacted has been minimal. The most commonly reported problem with the machines was with the customers not understanding how to operate the machine. This required assistance via phone or staff on site. A phone number can be listed on the machine that would connect customers to an automated voice system that would walk them through the purchasing procedure.

FINANCIAL ANALYSIS

Implementation of this program, scheduled for September 2006, requires the purchase of five automated permit dispensers. The cost of purchasing and installing the machines at the five locations selected is approximately \$107,000 or \$21,400 per machine. Staff is proposing that this purchase be financed over a period of five years through the 2005 Equipment Lease Financing Program.

The proposed fee of \$3 per night is based upon the total estimated annual costs of the program (\$243,000) divided by the estimated number of exemptions that are expected to be issued per year (80,000). This fee will be reviewed annually, as are other city fees as part of the General Fee Schedule process, to ensure that it sufficiently covers the cost of service.

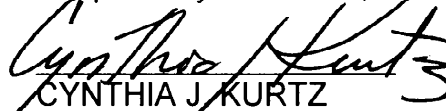
FISCAL IMPACT

It is anticipated that establishment of the proposed fee will generate sufficient revenue to cover the cost of operating the on-street overnight parking exemption program. These funds have been included in the Recommended FY 2007 Operating Budget. Sufficient funding is available in the 2005 Equipment Lease Financing Program to cover the cost of purchasing the five automated permit dispensers.


Amendments to the General Fee Schedule

Description	Proposed Fee	Explanation
Overnight Parking Exemption	\$3 NEW	This fee covers the costs associated with the issuance of an overnight parking exemption permit per vehicle, per night.

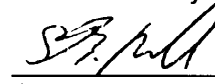
Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

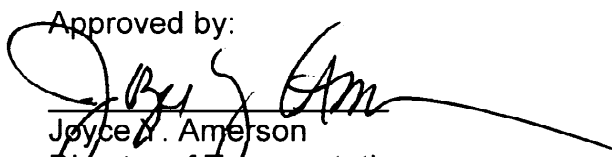
Prepared by:


Amir Sedadi
Parking Manager

Concurred by:


Steve Mermell
Acting Director of Finance

Approved by:


Joyce R. Amerson
Director of Transportation