

Agenda Report

TO: CITY COUNCIL

DATE: March 10, 2003

FROM: CITY MANAGER

SUBJECT: Proposed Gold Line Parking Management Plan

RECOMMENDATION

It is recommended that the City Council:

1. Direct staff, in conjunction with the City Attorney's office, to prepare revised rules and procedures for establishing preferential parking districts without the requirement of a residential petition, where certain identified facts and circumstances exist.
2. The City Manager is authorized to extend the contract for parking enforcement services with Inter-Con Security Systems, Inc., on July 1, 2003. Staff is requesting authorization to increase the contract by \$165,017 at that time.

TRANSPORTATION ADVISORY COMMISSION REVIEW AND APPROVAL

In a special meeting, February 20, 2003, the Transportation Advisory Commission unanimously recommended approval of the proposed Gold Line Parking Management Plan with modifications. The Commission recommended:

- a. Removal of the fees proposed for guest permits, and
- b. Inclusion of a "tow away" provision for vehicles found in the new preferential parking districts without a permit.

EXECUTIVE SUMMARY

The core assumption of this plan is that the areas of greatest impact created by the Gold Line Light Rail Transit will be the 1,000 feet surrounding each of six stations. The plan outlines provisions to protect residents and businesses by customizing parking restrictions around each station and encouraging non-local Gold Line riders to park at either the Sierra Madre Villa or Del Mar station garages.

Plan elements provide for: 1) preferential permit parking, with “tow away”, for the residential neighborhoods within the impacted areas of the Lake Avenue and Allen Avenue stations; 2) on-street parking restrictions around each station that discourages commuter parking; and, 3) substantially increased parking enforcement. The plan incorporates several ideas and recommendations gathered as community input from the four citywide meetings conducted by staff.

Parking enforcement citation revenue of approximately \$525,000 will more than cover the \$224,017 required to implement and administer the proposed plan for the first full year. Increases to the parking enforcement contract and citation revenue projections were included in the budget proposal for fiscal year 2004.

BACKGROUND

The Metro Gold Line Light Rail system will begin operation in Pasadena in late June 2003. While the system will provide transportation benefits to residents and businesses, there will be impacts to areas surrounding the stations. One of the major impacts to be addressed is parking. Staff has developed a Gold Line Parking Management Plan (Attachment 1) that includes strategies designed to protect residents and businesses by encouraging Gold Line commuters to park in rail station lots and garages, or in nearby public parking structures, rather than on city streets.

The core assumption of this plan is that areas of greatest impact will be the 1,000 feet surrounding each Gold Line Station as transit riders are likely to look for convenient and free on-street parking within walking distance of a station. The 1,000 feet distance represents a walking time of approximately 7 minutes, which is consistent with the “transit oriented districts” concept of the time and/or distance most people will walk between activities.

Staff recognizes that the success of the Gold Line will no doubt create challenges to many neighborhoods adjacent to these stations. More importantly, if on-street parking opportunities continue to be unrestricted, regional transit riders will park in neighborhoods that are most convenient to them. Therefore, the proposed parking management plan intends to protect residents and businesses by customizing parking restrictions in each area and encouraging non-local Gold Line riders to park at either the Sierra Madre Villa or Del Mar station. Attachment 2 is a detailed description of the street segments included in the impacted areas and the proposed parking restrictions.

The plan includes: 1) the provision of preferential permit parking, with “tow away”, for the residential neighborhoods within the impacted areas of the Lake Avenue and Allen Avenue stations; 2) the provision of on-street parking restrictions around each station that discourages commuter parking while allowing short-term parking in commercial areas and curtails parking elsewhere to enhance traffic flow and safety; and, 3) the provision of increasing parking enforcement by six officers the first six months of operation, scaling back to three officers thereafter.

Currently, the municipal code allows issuance of 6 preferential parking permits per residence (three residential permits and three guest permits) each year. Approximately 2,700 permits (436 households) are issued within the existing four preferential parking districts. With the implementation of the Gold Line Parking Management Plan, the number of residences will increase to approximately 974 (538 new household units). Permit totals could exceed 5,800. This volume of permit issuance may eventually require dedication of an employee full time to issue permits and handle the necessary paperwork. However, staff is not requesting an increase in personnel at this time.

Staff conducted four meetings citywide to gather community input on the proposals. While there was support for the plan, suggestions for changing the plan were also provided (see Attachment 3: Public Comments). Some recommendations and staff responses are as follows:

- It was recommended that the distance for preferential parking be extended from the recommended 1,000 feet to 1,500 feet. Staff recognizes that the additional area would benefit residential areas; however, it is not anticipated that these areas will be impacted. Staff proposes that these areas be considered for implementation as Phase II. In September, based on the results from the first phase, staff will determine if Phase II should be implemented.
 - Business owners in a proposed parking meter district expressed concerns with the use of parking meters to control rail commuter parking. The consensus was that parking meters would have a negative impact on employees in the area. Thus, staff is no longer recommending the use of parking meters along Raymond from Del Mar to Glenarm.
 - Concerns were also voiced by businesses that have parking lots within the vicinity of the stations. They are concerned about the potential for rail users to utilize their free parking lots. Staff indicated there would be additional meetings with businesses to identify strategies to assist with this potential problem. This could include enforcement of parking prohibitions on private parking lots where requested by property owners.
 - Co-op owners, condominium owners, and renters expressed their interest in being included in the preferential parking areas. To date, the City has not provided passes to multi-family residential dwellings, but the code does not distinguish between owners and renters. Staff plans to provide them permits.
 - Concerns were raised over the proposal to charge residents for guest passes in preferential parking areas. Initially, staff recommended a fee of \$10.00 for the first permit and \$20.00 each for a second and third permit to cover administrative, postal and printing costs. The recommendation was removed following discussion with the Transportation Advisory Commission during a Special Meeting, February 20, 2003.
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The recommended increases in parking enforcement are necessary to ensure that new parking restrictions, proposed relative to the Gold Line, are adequately enforced across the city. A one-year extension (effective July 1, 2003) of the contract with Inter-Con Security would be required at a cost of \$165,017. Staff is requesting that the City Manager approve the one-year extension under the authority granted in the current contract (Contract Number 18023). This cost was recently included in budget requests for fiscal year 2004.

FISCAL IMPACT

The estimated cost to implement and administer the newly proposed preferential parking program is \$9,000. The installation of approximately 250 new parking signs is estimated at \$50,000. Increases in the parking enforcement program will cost \$165,017 (9,360 hours x \$17.63/hr). It is anticipated that these costs will be offset by an additional 20% in parking citation revenue projected at \$525,000. Thus, the overall fiscal impact in year one is a revenue increase of \$300,983 (i.e., \$525,000 citation revenue - \$165,017 enforcement costs - \$50,000 parking signs - \$9,000 preferential parking administrative/permit costs = \$300,983). The parking enforcement costs and revenue projections will be included in the recommended budget for fiscal year 2004.

Respectfully Submitted,



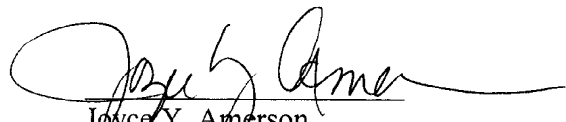
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