

Agenda Report

TO: City Council

DATE: April 12, 2004

THROUGH: Finance Committee

FROM: City Manager

SUBJECT: APPROVAL OF MODIFICATION TO THE MONTHLY CONTRACT RATE FOR SCHOOLHOUSE PARKING GARAGE CUSTOMERS (ONLY)

RECOMMENDATION:

It is recommended that the City Council:

1. Approve a reduction to the monthly parking contract rate from \$50 to \$45 for Schoolhouse Parking Garage customers agreeing to park on the lower levels between the hours of 6:00 a.m. and 9:00 a.m. on weekdays; and
2. Approve an increase to the monthly parking contract rate from \$50 to \$60 for Schoolhouse Parking Garage customers desiring to park on the upper levels between the hours of 6:00 a.m. and 9:00 a.m. on weekdays.

BACKGROUND:

On December 8, 2003, City Council approved an agreement between the City and the Old Pasadena Management District (OPMD) that transfers management responsibility of the three city-owned parking garages within Old Pasadena (Schoolhouse, DeLacey, and Marriott) to the OPMD. The effective date of this transfer was February 1, 2004.

Beginning February 1, 2004, the OPMD requested that monthly parking contract customers at Schoolhouse and DeLacey fill up the lower levels first if they entered the garages between 6:00 a.m. and 10:00 a.m. Once the lower levels are full, monthly parking contract customers are requested to begin filling the

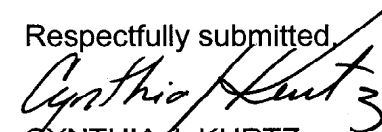
upper levels of the garages. For those customers whose health and personal issues may warrant parking on a different level, the OPMD will continually examine other options on a case-by-case basis. However, anyone possessing a valid disabled parking placard is still entitled to park in designated disabled parking spaces.

Over the past two months, the OPMD has observed that this change in operation has produced more parking spaces for transient parkers (with quicker access and ease of entry/exit) to and from their destination. Last month the OPMD approached staff requesting the proposed rate change in the Schoolhouse Parking Garage to further maximize the availability of prime parking spaces for daily customers to the area. The recommendation and justification for the proposed rate change is outlined in the attached letter (Attachment 1) from the OPMD. Staff has reviewed this proposal from the OPMD and concurs with the proposed rate change therein.

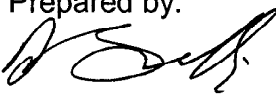
FISCAL IMPACT:

Based on the survey results in Attachment 1, it is anticipated that the proposed rate change for monthly parking contracts at the Schoolhouse Parking Garage will be a revenue neutral action; the number of contract holders agreeing to the \$10 increase will offset the number of contract holders agreeing to the \$5 reduction. The effects of this rate change will be monitored and discussed in quarterly meetings with the OPMD.

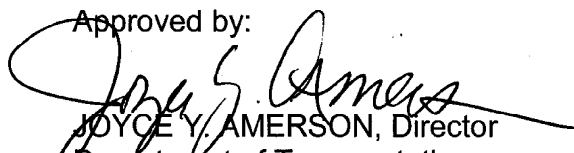
Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

Prepared by:


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Approved by:


JOYCE Y. AMERSON, Director
Department of Transportation