

Martinez, Ruben

From:
Sent: Monday, November 01, 2021 11:05 AM
To: PublicComment-AutoResponse
Subject: Correspondence re Removal of 90 minute free parking

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To the City Council Members,

I am writing to express my objection to the City eliminating 90 minute free parking to City owned parking structures. As a resident of Pasadena (born and raised here), one of the most appealing parts of staying within Pasadena to dine and shop is the fact that the parking structures offer 90 minutes free parking. It makes it convenient to meet someone for lunch in Old Town, as an example, when I might otherwise opt for lunch at a less crowded part of town or another city where free parking is available. Further, it deters me from shopping or dining in Pasadena when I could go to the Glendale Americana or the Westfield Santa Anita where free parking is available.

At a time when businesses are struggling, its unjust to make store owners face the decision of offering validation and bearing the cost of parking for customers.

I know that Pasadena caters to visitors from many cities, but if the City wants to encourage locals to continue frequenting Pasadena shopping and dining, the last thing it should do is eliminate the 90 minute free parking.

Thank you,

Lorig Mushegain

11/01/2021
Item 9

Martinez, Ruben

From: Marilyn Buchanan <1 >
Sent: Monday, November 01, 2021 3:36 PM
To: PublicComment-AutoResponse
Cc: Steve Mulheim
Subject: New Parking Garage Fees

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To All City Council Members:

I am a resident, property owner and property manager for several properties, here in Old Pasadena. I currently sit on the Board of Old Pasadena Management District and the Old Pasadena Parking Meter Zone Advisory Commission. I am aware of the current situation with regards to the maintenance needs of the parking garages that are located in and around Old Pasadena. I personally feel that it is our fiduciary responsibility to make sure that these maintenance needs are taken care of in the near future. Raising the rates to assist with raising the funds needed for these repairs is certainly a wise and prudent decision.

I know that we have always tried to keep the 90 minutes free, to attract visitors to shop in Old Pasadena, but hopefully since the rate increase will still be the same rate at the 2 hour limit, I feel that this is a wise step to take and hopefully not lose too many parkers. I support this move. Somethings are not "forever" things, particularly when it comes to running a safe, and well maintained parking structure.

I also would like to highly recommend that the contract for the maintenance and parking management be signed with Parking Concepts, Inc. I have always found that they manage their parking structures to the highest level of cleanliness, and public awareness of safety, which I cannot say about the other competitors. The PCI garages are the only garages that I would recommend to anyone asking about parking in our City.

Thank you for your consideration.

Marilyn Buchanan

Pasadena, Ca 91103

11/01/2021
Item 9



OLD PASADENA
MANAGEMENT DISTRICT

November 1, 2021

Re: Today's Council Agenda, Item 9

Dear Mayor Gordo and City Council Members,

At their most recent meeting, the Old Pasadena Management District Board of Directors discussed this item with Laura Cornejo and Jon Hamblin and voted unanimously to support the proposal.

OPMD has steadfastly defended the existing garage rates and the 90-minute-free period for many years, but we recognize the need to generate additional revenue in order to fund deferred repairs as well as other services and amenities that elevate the parking experience, and which today's consumers expect.

The proposed rate structure was acknowledged at our meeting as very fair. Elimination of the free 90-minute period was difficult to entertain as it's been an Old Pas staple since the opening of the garages in the 80s, however raising it to one dollar for two hours seems nominal. In fact, aside from the 90-minute period most of the first several increments of stay will actually pay less than they do now. Our customers will pay \$1 for two hours while the same stay at The Americana costs \$5, still maintaining our competitive advantage but allowing us to fund the improvements necessary to be more competitive experientially.

The proposed rate structure partnered with the savings from a consolidated operator will stabilize the parking fund, and allow for the stabilization of the structures themselves. The OPMD Board of Directors respectfully support staff recommendations of Items 9 and 10.

Regards,

Steve Mulheim
President and CEO

11/01/2021
Item 9