

Agenda Report

February 27, 2023

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH THE PASADENA SENIOR CENTER TO PROVIDE PARKING FOR ITS PATRONS AND EMPLOYEES AT THE MARRIOTT GARAGE

RECOMMENDATION:

It is recommended that the City Council:

1. Find that this action is exempt under the California Environmental Quality Act (CEQA) in accordance with Section 15061(b)(3), the General Rule that CEQA only applies to projects that may have an effect on the environment;
2. Authorize the City Manager to enter into a contract with the Pasadena Senior Center to allow patrons and employees to park in the Marriott Garage until February 29, 2024; and
3. Authorize the City Manager to execute an extension of the contract term for an additional one-year as detailed in the report.

BACKGROUND:

The Pasadena Senior Center (Center) located at 85 E. Holly Street, operating as a donor-supported nonprofit, serves the needs of seniors in Pasadena and surrounding communities through its mission to improve the lives of older adults through caring service for a low membership fee. To address the limited onsite parking at the Center, the City currently provides the Center with subsidized parking at the Holly Street Garage, 150 E. Holly Street. Subsequently, the Center offers free parking with validation for its patrons and monthly employee parking. This parking arrangement is in place to reduce the financial burden on the Center and its patrons.

The parking arrangement between the City and the Center was made possible due to the lease agreement between The First Baptist Church and the City that allowed the City to construct and operate the Holly Street Garage. The pending expiration of the lease and agreement on February 28, 2023, when the First Baptist Church will assume ownership and operational control of the garage, will impact the City's ability to continue the arrangement with the Center.

Effective March 1, 2023, the City will no longer be able to provide the Center free parking at the Holly Street Garage.

The new Holly Street Garage operator is proposing a fee of \$5 per car, or \$66,000 annually, for the Center's patrons and \$75 per vehicle per month, or \$13,500 annually, for the Center's 15 employees. The Center communicated its inability to absorb these costs, which would impose a financial burden that could potentially adversely affect programs and services offered to seniors.

On average, up to 40 Center patrons park in the Holly Street Garage every day, excluding Sundays. The parking access and revenue control system reports the value of these subsidized transactions at approximately \$50,000 annually. Dividing the total annual subsidy of \$50,000 by the number of annual transactions, 12,480, results in an average transaction value of \$4 per car. The Center also parks 15 employees in the Holly garage, \$85 per vehicle for an annual value of \$15,300. The estimated total Center parking costs of \$65,300 are currently subsidized by the City.

City Subsidy			Perfect Parking Fees	
	Per Car	Annually	Per Car	Annually
Patron Parking	\$4	\$50,000	\$5	\$66,000
Employee Parking	\$85	\$15,300	\$75	\$13,500
Total		\$65,300		\$79,500

The City recognizes the importance of the Center continuing to provide free parking for its patrons at a facility within walking distance. Therefore, the City would like to enter into an agreement with the Center to provide parking at the Marriott Garage, 171 N. Raymond Ave, for Center patrons and employees. This arrangement will consist of 15 monthly keycards for staff, and daily parking validations for their patrons at no cost to the Center. To ensure minimal impact to the Marriott garage's regular operations, Parking Division staff will audit the usage of validations to ensure usage remains consistent with past usage numbers and patterns. If usage is excessive, then the terms of this agreement will be renegotiated.

This arrangement shall be valid while the Pasadena Senior Center continues to operate at the current location for a term of one year, ending on February 29, 2024, to provide the Center an opportunity to make permanent parking arrangements. If the Center is unable to secure permanent parking arrangements in the coming year, the City Manager shall have the authority to extend the contract term for an additional final year.

COUNCIL POLICY CONSIDERATION:

This project is consistent with the City Council's goal of the Strategic Plan: Support and promote the quality of life and the local economy.

ENVIRONMENTAL ANALYSIS:

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA) and is exempt per Section 15061 (b) (3). The project is covered by the general rule that CEQA only applies to projects that have the potential for causing a significant effect on the environment. The parking contract will not result in any significant effect on the environment.

FISCAL IMPACT:

Providing parking for the Senior Center may affect the Marriott Garage transient and monthly revenues by the potential loss of revenue from paying customers who would have otherwise utilized these spaces. The Pasadena Senior Center subsidy has an estimated value of \$65,300 annually.

Respectfully submitted,



LAURA RUBIO-CORNEJO

Director

Department of Transportation

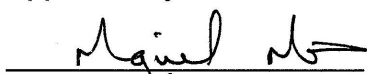
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Approved by:



MIGUEL MÁRQUEZ

City Manager