

Agenda Report

TO: CITY COUNCIL **DATE:** JULY 20, 1998

FROM: City Manager

SUBJECT: Old Pasadena Parking Meter Hours of Operation Modification and Parking Structure Rates

RECOMMENDATION:

It is recommended that City Council take the following actions as proposed by the Old Pasadena Parking Meter Zone Advisory Commission in regards to parking meter hours of operation and transient parking rates in the City-owned parking structures:

1. Modify the parking meter hours of operation to the following:
Sunday through Thursday: 11 a.m. to 8 p.m.
Friday and Saturday: 11 a.m. to 12 midnight
2. Modify the transient parking rate to the following in the Schoolhouse and Delacey parking structures:

<i>5 a.m. to 12 midnight</i>	
1 st 90 minutes free	<i>12 midnight to 5 a.m.</i>
\$2 per hour thereafter	\$2 flat fee (no free time)
\$6 daily maximum	
3. Implement an expanded parking management program which includes the following actions:
Develop an "Availability of Quarters" program;
Develop a marketing strategy for an enhanced validation program;
Upgrade signage and lighting for the parking meters for better visibility and awareness of the hours of operation
Fully investigate the possibility of a universal valet parking program;
Pursue joint ventures to increase parking capacity and availability;
Increase posted time limits on the Colorado Boulevard Bridge, the Green Street Bridge, the Union Street Bridge, Holly Street and other outlying areas of the Old Pasadena parking meter zone (excluding the core area of the district);
Issue courtesy notices for one month prior to one month after implementation of extending nighttime meters on Friday and Saturday nights;
Develop an implementation strategy to be accomplished within 8 weeks after City Council approval; and
Conduct a six-month evaluation of the program.

**Old Pasadena Parking Meter Hours of Operation
& Parking Structure Transient Parking Rates**
Page 2

BACKGROUND:

In June 1997 after a staff recommendation to increase meter hours as a means of increasing City revenue, City Council referred an issue of extending parking meter hours in the Old Pasadena parking meter zone to the Old Pasadena Parking Meter Zone Advisory Commission for further study.

Since then, the Commission held several meetings, mailed letters to businesses and held an on-street customer survey to receive input from the community. As a result, the Commission developed a proposal to (1) change parking meter hours of operation; (2) modify transient parking rates in the Schoolhouse and Delacey parking structures; and (3) develop an expanded parking program which will complement a change in parking meter hours. Attached is a report prepared by the Commission (Attachment A) outlining the background and reasons for their proposal.

As requested by the Commission, staff has prepared revenue analyses of the proposed changes. Attached for your review are (1) a revenue analysis of parking meters if the hours of operation of the meters are modified (Attachment B) and (2) an analysis of parking structure revenues using Old Pasadena private and public parking structure rates for existing and proposed parking rates as proposed by the Commission (Attachment C).

Parking meters currently operate from 8 a.m. to 8 p.m. daily (except designated holidays) and generate \$1.15 million annually. Under the Commission's proposed plan, annual revenue is anticipated to increase to approximately \$1.22 million (an additional \$69,000 annually). However, it is anticipated that the parking structures will lose approximately \$88,000 annually if the City increases its free time in parking structures from 1 hour to 90 minutes.

Although parking meter revenue may increase with the Commission's suggested plan, it should be noted that parking meters were placed on City streets to create a turnover of parking spaces during morning, afternoon and evening hours. With the proposed plan, employees of the area may take advantage of three free hours of parking in the morning and defeat the purpose of available parking spaces for customers.

In regards to parking structure revenues, increasing free time may create an increase in the number of transient users in the parking structures rather than on-street, a targeted improvement. Additional free time can also potentially increase sales tax derived from additional patrons of businesses in Old Pasadena. However, City Council should note parking rates of other parking structures in Old Pasadena for comparison. Staff has projected revenues in the City owned parking structures to show potential revenue which could be attained if private owned parking structure rates were used (Attachment C).


**Old Pasadena Parking Meter Hours of Operation
& Parking Structure Transient Parking Rates**
Page 3

Staff has reviewed the Commission's suggested parking meter hours of operation, transient parking structure rates and the expanded parking management program and is agreeable to changes as proposed. With City Council approval, staff will begin an implementation program to accomplish changes within 8 weeks.


Respectfully Submitted,


CYNTHIA J. KURTZ
Acting City Manager

Prepared By:


JENNIFER I. JENKINS
Parking Manager

Reviewed By:


DAVID H. GROSSE
Transportation Administrator

Approved By:


JACK A. LIDYARD
Acting Director
Public Works & Transportation