



CITY COUNCIL PARKING STUDY SESSION

City of Hermosa Beach

01.31.22



PARKING MANAGEMENT STUDY RECOMMENDATIONS & STATUS



Strategy/ Reco #	Recommendation	Status	Next Steps	Implementation Priority	Department(s) Responsible
<i>Strategically Invest in Information and Technology</i>					
1	Implement an App-Based Mobile Pay System	RFP distributed; proposals received	Vendor selection January 2022	Near-term	Police Dept. Parking Enforcement
2	Design and Implement a Demand-Based Parking Management Program	Finance completed survey of other cities to compare rates. Lots A and C changed to 3 hours maximum as part of temporary emergency orders.	Initiate program	Mid-term	Community Development, Finance, Public Works, Police Dept. Parking Enforcement
3	Invest and Implement a Comprehensive Parking Signage and Wayfinding System	Some new parking signs installed after Nov. 2019 study approved.	Potential new CIP project for upgraded electronic sign for parking structure and additional parking signs where needed.	Near-term	Public Works

Strategy/ Reco #	Recommendation	Status	Next Steps	Implementation Priority	Department(s) Responsible
<i>Maximize Use of Existing Parking Supply</i>					
4	Pilot a Shared Parking Program and Facilitate Shared Parking	Some other cities with similar programs identified. Approval of shared parking between Hope Chapel and office building at 2200 PCH in 2021.	Initiate Pilot Program	Near-term	Community Development
5	Maximize Flexibility of Curb Space to Accommodate Rideshare, Other Modes, and/or Valet Service	City has established Ride Share Zones in Downtown Districts as of 2019/2020	Consultant currently engaged in study including evaluation of Ride Share Zones	Near-term	Public Works, Community Development

Strategy/ Reco #	Recommendation	Status	Next Steps	Implementation Priority	Department(s) Responsible
<i>Maximize Use of Existing Parking Supply</i>					
6	Reinvest Parking revenues into Multimodal Improvements	No action – parking revenues to General Fund.	In Lieu Parking Fees collected in Downtown area are maintained in a separate fund for exclusive use of adding new spaces Downtown. Coastal Commission has requested that the City reevaluate In Lieu parking program and fees in 2022.	Mid-term	
<i>Simplify and Leverage the Zoning Code</i>					
7	Revise the Zoning Code to Better Support Walkable, Mixed-Use Development in the Coastal Zone	Adopted Zoning Code Amendments for 1 st phase adaptive reuse of existing buildings and parking amendments 08.10.21. Submitted Mobility Element to Coastal Commission 10.27.21	Zoning Code update completion expected last quarter 2022	Mid-term	Community Development

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<i>Enhance Parking Administration and Operations</i>					
8	Enhance Event Management Practices to Maximize Parking System Flexibility and Predictability	Detailed information with public parking locations has been made available on the City website to both event producers and the public. An event parking plan is required for all events.	Will include App-based mobile pay option information (Recommendation #1) for Special Events once it is established	Near-term	Community Resources
9	Improve the Residential Parking Permit Program	Discussion at Study Session 01.31.22		Near-term	Police Dept. Parking Enforcement, Finance
10	Improve Employee Parking Permit Program	Discussion at Study Session 01.31.22		Near-term	Police Dept. Parking Enforcement, Finance
11	Establish an Ongoing Collection, Monitoring, and Evaluation Process	No action.	Initiate process.	Long-term	Police Dept. Parking Enforcement, Community Development, Public Works

Strategy/ Reco #	Recommendation	Status	Next Steps	Implementation Priority	Department(s) Responsible
<i>Provide Additional Public Parking As Needed</i>					
12	Strategically Invest in New Public and Shared Parking Supply in Key Locations	Initiated discussions with Hermosa Beach City School District for shared use of Valley School parking, 01.04.22.	Continue discussions, potential for joint use agreements for HBCSD lot(s) to become available for public parking.	Long-term	City Manager's Office, Community Development



HERMOSA BEACH

METER/PARKING LOT RATES AND PARKING CITATION FINES

B

PARKING METER AND PARKING LOT RATES

Metered and pay-by-space parking available with demand pricing:

\$1.25 per hour until 8pm \$1.50 per hour daily 8pm to 2am

See Attachment B1 for meter and lot rate comparisons survey of cities.

<i>Meter Rates – History of Rate Increases</i>	
Year of Last Increase	Rate
2001	\$.75/hour
2003	\$1.00/hour
2010	\$1.25/hour
2016	\$1.50/hour demand pricing implemented from 8pm to 2 am for Upper Pier Avenue, Hermosa Avenue, Lots A, B, D and silver meters

PARKING CITATION FINES

Consider increasing parking violation fines for:

1. General violations, such as exceeding the posted time limits.
2. Safety related violations that would further support LA County's Vision Zero goals to reduce pedestrian involved vehicle citations.

See Attachments B2 and B3 for comparison surveys of cities.

PARKING TIME LIMITS

Consider:

Eliminating Temporary Emergency Orders that changed Lot A and Lot C to 3 hours maximum and return to 24-hour lots.

Further time limits to be considered with future Demand-Based parking program - Parking Study Strategy #2 after App-Based Parking Implementation.



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OFFICE
SUITES
FOR
LEASE

DOWNTOWN HERMOSA
WELCOME
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CHAMBER OF COMMERCE

RESIDENT PERMIT PROGRAM AND EMPLOYEE PERMIT PROGRAM



RESIDENTIAL PARKING PERMIT PROGRAM

PARKING STUDY RECOMMENDATIONS:

- Limit number to 4 per household
- Stagger fees for Residential Parking Permits

1 st permit	\$50
2 nd permit	\$75
3 rd permit	\$100
Guest or 4 th permit	at \$150
- Consider district-based Residential Parking Zones

EMPLOYEE PARKING PERMIT PROGRAM

Parking Study recommends employee parking permit program remain, but City should update locations and pricing to encourage off-street parking availability for employees and that on-street parking be reserved for short-term users to promote turnover.

<i>Employee Permits – History of Most Recent Rates</i>	
Rate	Year
\$66	2006
\$143	2007 - present

EV CHARGER

Consider:

Revision of EV vehicle parking and charging rate options such as:

- Flat fee for power only
- Graduated rates to encourage turnover



Questions &
Discussion