

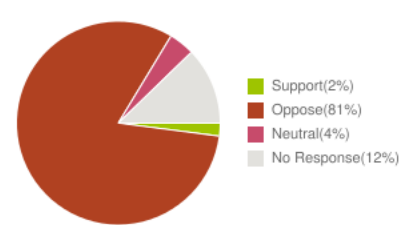
City Council Regular Meeting (Closed Session - 5:00 PM and Open Session - 6:00 PM)
02-28-23 17:00

Agenda Name	Comments	Support	Oppose	Neutral
b) REPORT 23-0111 PUBLIC HEARING TO DISCUSS AND CONSIDER CHANGES TO RESIDENTIAL PARKING PERMITS, EMPLOYEE PARKING PERMITS, AND PARKING METER AND PARKING LOT RATES (Finance Director Viki Copeland)	49	1	40	2

Sentiments for All Agenda Items

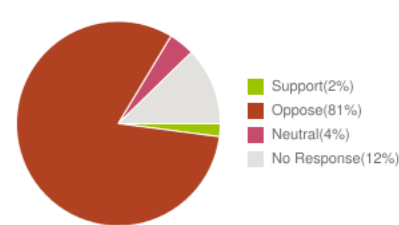
The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Agenda Item: eComments for b) REPORT 23-0111 PUBLIC HEARING TO DISCUSS AND CONSIDER CHANGES TO RESIDENTIAL PARKING PERMITS, EMPLOYEE PARKING PERMITS, AND PARKING METER AND PARKING LOT RATES
(Finance Director Viki Copeland)

Overall Sentiment



Jessica Accamando

Location:
Submitted At: 2:57pm 02-28-23
RE: Employee Parking Permits

Dear Mayor, Council and City staff,

On behalf of the Hermosa Beach Chamber of Commerce, we would like to let you know about our concerns regarding the staff report recently presented regarding the Employee Parking Permit Program. We disagree with the report's recommendations and believe they will negatively affect businesses in our community.

Firstly, we oppose the recommendation to update the locations for the employee parking permit program to include only off-street parking lots and the downtown parking structure. This will limit the available parking options for employees, particularly those who work in businesses not located near these designated areas. In addition, our businesses located on the North side of Pier Avenue along the 400 block are already excluded from the "Impact Parking Area" and would be further disadvantaged.

Secondly, we are strongly opposed to the recommendation to increase the pricing for employee permits to discourage driving or to encourage employers to provide parking options for their employees. This will place an undue burden on hourly waged employees who may not have other options for transportation due to the lack of reliable mass transportation and the high cost of living in the area.

We understand the need to reduce the number of cars on the road and encourage alternative forms of transportation. However, raising parking prices for those driving to work is not an effective or equitable solution. Instead, we urge the City to focus on implementing policies and initiatives to encourage public transportation and other sustainable transportation options.

It is also worth noting that the City's Parking Management Study and Recommended Standards for the Coastal Zone from 2019 has a priority list of recommendations to focus on, with Employee Parking Permit Program improvement being the 11th of 12 items mentioned. The City should focus on higher-priority items on this list instead of placing undue focus on the Employee Parking Permit Program.

We request that the City Council reconsider the recommendations presented in the staff report and instead focus on implementing policies that are equitable and effective in reducing the number of cars on the road.

Sincerely,

The Economic Development Action Committee
Hermosa Beach Chamber of Commerce and Visitors Bureau

Anthony Higgins

Location:

Submitted At: 2:48pm 02-28-23

Look. Last summer in north Hermosa residential areas there was virtually no enforcement of the one hour parking restriction.

This can be easily verified.

The first order of business should be refunds for residents

The second order of business should be telling residents how you are going to enforce the one hour limit in residential areas if you haven't solved the parking enforcement staffing issues.

The third order of business should be to explain how you are going to enforce the one hour limit in residential areas if you have suspended "tire chalking".

Hermosa Native

Location:

Submitted At: 2:22pm 02-28-23

1/2

1. Meters - Meter increases look reasonable, provided the business community doesn't think it will hurt them. With an average stay of, say, 3 hours, I don't think visitors will care if the rate is \$1.50, \$2.00 or \$2.50/hr. It's another couple of bucks, and most are occasional visitors.

2. Employee Parking – I don't have a dog in the hunt, but would give deference to business owners. Hermosa doesn't have a lot of businesses to begin with, many of the employees are probably not making a high wage, and I don't think that many of the businesses themselves are making huge profits (though I don't really know, but I am particularly talking about the smaller retail businesses).

3. EV Subsidies – Glad these are ending. I supported with the advent of EV's, but to think I (and all other Hermosa residents) was paying for someone to "fill the tank" on their \$100K Tesla is pretty infuriating. Same with free parking for EV's. That time has passed. That change, already passed I believe, should be implemented immediately. Turn off the free taps. Charge for parking. I am already envious they don't have to pay \$5/gallon.

4. Residential Parking – I have seen clips showing certain council members think they should charge what the market will bear. First, there is no data supporting the new proposal is market, as described in other comments. Second, If your goal is to serve your constituents, this is a terrible way to look at it. The 2010 Staff Report (p.2) states that "the purpose of the program [is] to provide long-term residential parking for people impacted by beach parking while maintaining availability of public parking near the beach". The purpose is not (repeat, not) to maximize revenue or make one group of residents pay a disproportionate share based simply on what street their home is on. I agree with many points made in letters below, but will add---

- Although I can see a good argument for no raise so long as each resident is covering the administrative cost of the program, a modest raise is within the realm of reason, but Hermosa already charges more than other communities, even before a substantial increase (if the City did a survey, like they did for meters and employee permits, in the interest of transparency it should be shared).
- Why should those who happen to live near the beach be singled out to pay to park in front of their own homes? How is that fair? Let's make it citywide! Everyone pays to park on the streets that their taxes already help pay for!!
- If me or my wife want to park in front of the house to unload groceries rather than in the detached garage around the alley and a flight of stairs down, we should be able to, just like others in the City – and not then have to move the car within the hour.
- To make a point using the absurd, if you really want to reduce street parking and increase revenue, why not take it to the extreme—charge \$1,000 per permit. I have no doubt that there are at least 500 people in the impact zone for whom money is no object who would pay that amount, and it would decrease your permits from about 9,000 (which is down from 2010, curiously) to, say, 500, while still raising your revenues!! And think of the ticket revenue!! Or you can auction them off to the highest bidders.
- Regarding the limitation, I see it only would reduce the total by 6%. You already have a requirement that they only be issued to cars registered at the address. If there is a fraud problem involving resale, that can be addressed – there is technology other cities use (plate scanners), or you can spot check the sticker numbers against the plate numbers and issue a big fine for cheaters. That said – 24 passes at one address?? Not sure about that (I am guessing it is a multi-unit property, but perhaps not). I suggest 5 total with a right to appeal under special circumstances.
- Even if you think it should be a "market price", there is no data supporting that this proposal is market. In fact, the opposite.

Hermosa NativePartOne

Location:

Submitted At: 2:16pm 02-28-23

2/2

At the very least, you should do a proper survey about how your constituents—and in particular the ones who are impacted by this proposed increase (depending on how many and what type of permits) really feel about this. I suspect that some will show up for the meeting, but we all know that most people are busy, uninformed, shy, housebound, and/or sometimes hesitant to make the effort to appear at hearings. That certainly doesn't mean that they don't care or should be ignored. At least give them a proper, mailed notice a couple weeks before the meeting so they can be aware. However, judging by the feedback that is represented in the comments below, I think you have a pretty good sample and can assume that the affected residents are overwhelmingly against anything other than a modest increase in permit fees. I respectfully take issue with one point made below in the sole post supporting the new policy – the roads are not "City Property" in my book – they are "Public Property", which we, the public, are paying for. Some of us shouldn't have to pay twice based solely on location. Using that logic the writer might think that we should be charged to drive on "City Property" (which, as taxpayers, we do – but those who live in one section of the city don't pay more than others).

In summary, a modest increase may be warranted, though the Council needs to acknowledge that Hermosa already charges more than any other City, and a strong argument could be made that residents should only have to bear the actual cost of the program rather than an arbitrary number. And if you sincerely want to know what

people think, good or bad, you should send a notice.

Rick Koenig

Location:

Submitted At: 2:10pm 02-28-23

My name is Rick Koenig, I live at 1825 Manhattan Avenue. Most of you have been to my house, for those of you who haven't and for the record, My home is in the impacted zone a couple of blocks from the Pier Ave. downtown district.

I would like to take you on a journey of facts in the hope of instituting logic and common sense on an issue that effects hundreds if not thousands of our residents.

Let's see how this sounds

Let's set the scene, shall we?

A small beach community that is the destination location for 100's of thousands of visitors every year with a already severe lack of parking issue. Then let's increase the occupancy of the most popular downtown restaurants which also takes away parking making it harder to find a place to park.

Are you with me so far?

OK to the point.

So, the best thinking after taking all the before-mentioned facts into consideration is to raise the cost of residential parking passes making it more expensive to park in front of your own house. Sadly, when my house was built in 1917 garages were not built large enough to accommodate cars built 100 years later. That being said, I can only park on the street and for the 123 days between May 15th and September 15th I must have a residential parking permit displayed on my windshield or face a daily \$45.00 fine.

Here is a little-known fact. The whole residential parking pass program was originally FREE to property owners in the "impacted area". It occurs to me that City government back then thought of resident first and lived and ruled by not concerning themselves with making money off those they were elected to serve.

Perhaps leaving it alone for now is the best way to handle this issue. Many of us are still rebounding from the pandemic and do not need added expenses and more municipal rules.

Here are the other cities fees, Why are you proposing us to be considerably more? Leave it alone.

Number of Permits One Two Three Four

Hermosa Beach - Proposed \$50.00 \$125.00 \$225.00 \$375.00

Hermosa Beach - Current \$40.00 \$80.00 \$120.00 \$160.00

El Segundo \$0.00 \$0.00 \$0.00 \$0.00

Rancho Palos Verdes \$2.50 \$5.00 \$7.50 N/A

Redondo Beach \$15.00 \$30.00 \$45.00 \$60.00

Manhattan Beach \$7.50 \$10.00 \$12.50 N/A

Santa Monica (2) \$21.00 \$47.00 \$90.00 \$122.00

Malibu \$30.00 \$60.00 \$90.00 \$120.00

Los Angeles \$34.00 \$68.00 \$102.00 N/A

Average - Other Cities \$15.71 \$31.43 \$49.57 \$75.50

Thank You for letting me be heard.

Raymond Dussault

Location: 90254, Hermosa Beach

Submitted At: 12:43pm 02-28-23

Specifically, in regards the egregious proposed cost increase for lower wage hospitality and retail workers (the people that use the employee parking permits more than anyone), are city staff, who make multiple times more than those hospitality/retail workers, subject to the employee parking cost or is their parking subsidized by the City budget?

Randy Balik

Location:

Submitted At: 11:38am 02-28-23

Absolutely NOT. There are a lot of reasons, and I will try to not be repetitive with many. But I want to emphasize two, one of which is likely repetitive.

First, with these proposed fee hikes, our parking permit cost structure is becoming a TAX for those of us who live in the parking permit zone. There is a strong argument to be made here now that this is a tax disguised as something else, and the process for raising taxes has very specific rules. I imagine I speak for many when I say that we've accepted the permit parking fees (myself for 26 years now) as a minor annual cost to try and keep parking more available in our residential neighborhood by making it a bit harder for non-residents to park especially at peak times. But the fact is we are forced to pay this in order for us and our guests to park in our own neighborhood, and when you are forced to pay something, it's a tax. So this is akin to a steep tax increase without going through the approval and ratification process for such an increase.

Secondly, and this is my own personal situation to use anecdotally, we only buy TWO permits in my household. I put a sticker on my car and we get the guest pass for my wife's car. We typically park in our driveway but need passes when we have visitors. She gets the guest pass because we don't have a need for another sticker and she'd rather not put a sticker in her company-provided vehicle, and it then gives us the flexibility to use the pass either for her car when needed or for a guest. This would normally cost us \$40 x 2 per year (\$80). But to do this now, rather than get a second pass, we'd be paying for the first pass (sticker) at \$50 and another \$150 for the guest pass....which would be \$200 under this proposed rate hike and is FAR MORE than just two sticker passes would be at \$120...but we need a hanging guest pass so we're forced into this (again, "tax" comes to mind). So this tiered fee structure doesn't make any sense to me, let alone the exorbitant fee hikes. Some people just buy the one guest pass so they don't have to have a sticker, but now you'd be forcing them to get a sticker, or perhaps even two passes, which makes the problem of more passes worse, not better. So there's just a problem with this fee structure in general for at least some of us.

Sure, there is likely a problem with people trying to cheat the system with more passes than their addresses should have, but this is NOT the solution to that problem. Try to solve that problem on its own, which will take some work on the part of city staff, but that's their job...do the work of the city. Have the city staff flag addresses where there is a red flag and investigate if the situation is valid or not. In some cases, they'll find a valid reason. In others, they'll find people cheating the system and can respond. Here's another anecdotal example - I moved to Hermosa in 1996 and lived in a 6-bedroom house with 5 roommates, and we were all entitled to a pass then as well as one guest pass, and that was VALID. But now that would have been subject to a limit of 4 total passes and we would have had a major parking issue just to live in that house. There are other residences like this today, I would imagine. Again...anecdotal, but a program like this would have been problematic then and likely is now for at least some of our residents.

So it seems to me for the city to solve the "too many passes" problem, it'll take a bit of work by city staff to just identify and deal with the real problem addresses. And if it's not that problem that's being targeted for solution, then what is? None of these fee increases make sense anyway.

Charles Gronbach

Location: 90254, Hermosa Beach
Submitted At: 11:09am 02-28-23

I WOULD LIKE TO GO ON RECORD OPPOSING THIS PROPOSED LARGE INCREASE IN THE PRICE OF STREET PARKING PASSES. IT LOOKS LIKE OUR NON-ELECTED STAFF EMPLOYEES ONCE AGAIN ARE WORKING OVERTIME TRYING TO FIND WAYS TO INCREASE CITY REVENUES. IF HERMOSA BEACH CITY GOV'T TRULY NEEDS MORE REVENUE MY SUGGESTION WOULD BE TO REDUCE THE STAFF HEADCOUNT.

Kelly Kinnon

Location:
Submitted At: 10:01am 02-28-23

First, thanks to the staff for assistance in my recent queries. They promptly addressed my questions.

I will just make a few points since I think from the comments below there is clear consensus opposing the proposed residential permit changes.

The last time this was considered, on January 11, 2011, all affected residents were mailed notice. And boy did they respond. There was an OVERFLOW crowd at the meeting, spilling into the lobby (don't take my word for it, it is referenced in the video linked below). There were 213 pages of comments (I have sent to you all through the City email, and would urge you to flip through them). In an unprecedented move, council "read the room", called the item out of order, and somewhat sheepishly tabled the item indefinitely. Coincidentally, Mr. Tucker, who commented below, was presiding (and he did not support it then either). I think the video is "must see TV" for any council member who is considering this issue. Start at 8:20. It shows the passion of the residents, which I am sure would be replicated if everyone got noticed, as they were in 2011.

https://hermosabeach.granicus.com/player/clip/1275?view_id=6&redirect=true&h=6b9dead36732b1e316ebcd1643b7531c

I will concur with Jack Levy's comments below. This should not be a profit center - it is a service to residents in impacted areas so they can park near their own house. That is how many other cities seem to view it. Hermosa is already the most expensive, before these changes. Can many afford to pay more -yes. Can some not afford to pay more - yes. But the real issue the fairness of making those in impacted zones pay to park in the street, while the majority of residents can park in front of their homes at no extra charge (other than the taxes we ALL pay to maintain those streets). If you want to raise money, how about we charge everyone in the City \$25 to park on their street, regardless of address.

If you extrapolate the percentage of those opposing below to the affected parties who are unaware this is being considered, it seems like there are a whole lot of folks who will be unhappy should you institute changes.

Lastly, I respectfully disagree in part with Mr. Tucker's comment regarding paying for CEO's (unless you net out the revenue generated by said enforcement). The fees should just cover the marginal cost of administering the program (cost of printing permits, sending out, etc.).

Thank you for your consideration.

Peter Tucker

Location:

Submitted At: 6:18am 02-28-23

The residential parking plan allow residents living in the parking district the ability to park (West of Morningside Drive and Loma Drive) the ability to near their homes. This permit allows residents in the district to hunt for possible parking but is not a guarantee that there will be parking. This parking plan has Coastal Commission approval. Over the years enforcement has been very spotty and thus the posted signage is not enforced. This is not to be used as a revenue generator but only to pay for the CSO (code enforcement officers) costs. It seems that since the Sales Tax measure failed the city is trying to Punish the residents for its failure. The then Mayor stated that Public Safety officers would cut back. He should know that the one of the requirements of an elected official is to provide Public Safety personal. The Council should look at the countless consultants being hired to reduce spending.

Howard Ladditionalsidebar

Location:

Submitted At: 3:00am 02-28-23

Council,

In the following eComment posted earlier, I forgot to mention that after my complaints, never replied to by Staff or the City Council members this past weekend, the Public Hearing Notices for tonight's meeting were posted at 3:30PM yesterday just 27.5 hours before a regular meeting. They should have been posted 10 full days ago. That while fine, is not good enough for a Public Hearing notice of such signifiacne, i.e. 27.5 hours of posting notice for what was supposed to be a minimum of 240 hours of posting notice. Thanks to whomever posted the notice but too bad no one in staff or the Council, especially the ceremonial Mayor who was written to first, could bother to lower themselves to replying to this old man.

Note also that the other Public Hearing was thusly also not noticed fully and timely. This is the digital age and you should either do things fully and correctly or give it up that you are ok for sloppy incomplete government. Sloppy government leads to corruption of course.

Howard L.

Howard L

Location:

Submitted At: 2:12am 02-28-23

Council,

VERY IMPORTANT LEGAL ISSUES ARE BEING RAISED WITHIN.

CITY ATTORNEY AND COUNCIL PLEASE CONSIDER CAREFULLY this eComment as many of your constituents are also attorneys as well as being Hermosa Beach residents.

It is my firm belief that this item is too complex, contains too much for a single Public Hearing, and was incredibly poorly and incompletely, nor reasonably noticed from what Hermosa residents are used to expecting from its government for an item significantly representing taxation and fees to be paid by the residents and others in city.

Possibly it seems obvious that someone in city, or on the Hermosa City Council said, "let's have some fun by having Hermosa's new City Council step on Hermosa's 3rd rail", i.e. 'Parking Permit Costs and Regulations'.

Welcome to a reality check. One I have seen in a few times in the past. However you on Council have not even begun to get a true reality check regarding this issue as it was not hardly even noticed.

ISSUES WITH THIS PUBLIC HEARING's NOTICING:

1- This public hearing has not been noticed but in the most incomplete and minimum of ways.

2- The Public Notice included 4 major topics (Far too many for one Public Hearing) was placed by the City Clerk's office only in the back of the Easy Reader classifieds 2.5 weeks ago. The particular newspaper issue was not one that is delivered to every Hermosa Beach residence. Few likely saw it there.

3-The Public Hearing Notice was somehow not even posted on the City's own website where it says, "this is where legal notices" are posted. That was evidently a major SNAFU. Likely unintentional however, nonetheless not accomplished.

5- There were none of the city's large orange-Fluorescent placards or other notices posted around the city where Parking Permits are required, for permit-holders to learn of this Public Hearing as done for other matters of an area interest.

4- But worse yet, there was not even a simple card mailed to every parking permit holder as accomplished in the past for this very issue. The city has the list of parking permit holder addresses.

So only but perhaps a couple of hundred parking permit holders, of the thousands in city learned about this from a handful of noisy blog posters and others in town during the past three days.

ACTIONS NEEDED TO CORRECT THE NOTICING SNAFU:

1) Rather than waste possibly hours of staff and Council time taking testimony by Zoom/phone or in chambers given the sorry noticing situation it would be best to simply pull the item from the Feb 28, 2023 meeting agenda, due to the incredibly poor noticing.

2) Direct staff later in the meeting, on 'future agenda items/other matters', to rethink the entire item, and be sure to Notice this item next time with a card mailed to all permit holders indicating what is proposed.

3) Ensure that when reconsidering, that staff include logical thinking, primarily focusing on the issue of excessive parking permits or those abusing the obtaining of permits, using a better, and more computer-based verification of those receiving the permits, requiring in-person renewal or other at least every 6-years (not this renewal by mail scam), permits being issued basis a two-year renewal and more.

4) Ensure lowering of the rates from those presently set, which are already over the cost they should be, given

the revenue the city makes from the parking meters, and ticketing utilizing the residents' streets. Net zero revenue should come from the residents needing these parking permits.

5) Also determine a process for anyone residing in city outside the permit area (long a requested item) to have the right to buy a parking permit to avoid the 1 hr-limit currently in the regulated residential streets. Such permits should not have to be renewed every year. Every resident of Hermosa Beach should have the right to park in any non-silver-metered parking space in city presently allowed only for those now able to purchase a parking permit in those areas.

This Public Hearing was not noticed properly, that's unquestionably a fact.

The failure to properly and fully notice this particular Public Hearing, especially, and not do a mailer to each permit holder, and not even put up orange fluorescent notices in the area of the city presently able to purchase these parking permits, is truly thoughtless, unconscionable, and incredibly selfish.

You on the City Council are our representatives. Take quick action via the Mayor/City Attorney to correct these mistakes, by removing the item from the agenda and posting in RED at the top of the agenda that Public Hearing Item XIII-b has been removed for reasons of noticing, but will be addressed by the City Council on other matters only for giving of direction to staff for a future item, whatever that be.

Howard L.

Jack Levy

Location: 90254, Hermosa Beach
Submitted At: 12:15am 02-28-23

As so many have said the parking permit system is not supposed to be a profit center and especially not a penalty system for people who have to have roommates. While, I don't have any roommates now I know in the past when I did that would've been a dealbreaker to have to spend so much money for parking permits every year when you're not guaranteed a space. If you want to start a teared system for four or more passes to penalize anyone attempting to abuse the system maybe then but otherwise increase of \$5 dollars or \$10 is absolutely the most that is reasonable and across the first four passes and the hanging permit that I use for when family or friends come down to spend money on a visit to Hermosa.

I absolutely oppose this proposed price increase and change. For reference has also been shared by others have a look at what the other cities charge. Well, being a leader is a nice idea being a price leader, that penalizes people who struggle they have to make the choice to live with several others is wrong.

Manhattan Beach, is a good example, as is Redondo, take a look at how much they charge. Make note and copy them at least on this one. Even better look at the other HB, Huntington Beach, their passes are a 3 or 5 year pass for less than Hermosa charged last year.

	Number of Permits			
	One	Two	Three	Four
Hermosa Beach - Proposed	..\$50.00	..\$125.00\$225.00.	..\$375.00
Hermosa Beach - Current\$40.00	..\$80.00\$120.00	..\$160.00
El Segundo\$0.00	..\$0.00\$0.00\$0.00
Rancho Palos Verdes\$2.50	..\$5.00\$7.50N/A
Redondo Beach\$15.00	..\$30.00\$45.00	..\$60.00
Manhattan Beach\$7.50\$10.00\$12.50N/A
Santa Monica\$21.00	..\$47.00\$90.00\$122.00
Malibu\$30.00	..\$60.00\$90.00\$120.00
Los Angeles\$34.00	..\$68.00\$102.00N/A
Average - Other Cities\$15.71	..\$31.43\$49.57\$75.50

Lesley Wright

Location: 90254, Hermosa Beach
Submitted At: 10:39pm 02-27-23

I'm shocked to learn of Hermosa Beach City Council's proposal to raise the cost of resident parking permits by as much as 375%. This is a breach of duty & a failure in representation by Council members were elected to represent the interests of Hermosa Beach residents. Hermosa property owners pay large sums in property taxes. Why are we being charged anything to park on the streets our taxes pay to maintain? The proposed astronomical increase in annual parking permit fees is unjustifiable & should be rescinded.

anonymous seniors

Location:

Submitted At: 10:35pm 02-27-23

We are seniors who live just above PCH and would like to park in our town near the beach as beach area residents are able to. There might be considered a low-cost low-income seniors' permit that would be good for life for low-income seniors' to allow them to occasionally park near downtown and enjoy the beach area without having to pay residential parking meters or be limited to just 1 hour on those streets. We are locked out of our own city as if we are from outside the city. We are no different than any other resident or worker but we should be entitled to a parking permit with a onetime fee. We've been here virtually forever and few think of our needs. We used to walk to the beach, but that is more difficult now. Why are we unable to have a parking permit that we would rarely use? It's not as if we are going to be parking overnight by the beach. Would you consider this. Thank you very much.

Daniel Godwin

Location:

Submitted At: 10:23pm 02-27-23

It's understandable that the City wants to address parking availability by reducing the # of parking permits. However, affordability (especially for renters) should be at the forefront of City Council's attention. The majority of residents in this town rent including many households that include 3-4 roommates.

Under the proposed change, please consider raising the number of permits to 5 per household and at a cost that is fair/equitable to residents with lower incomes. A household of 4 roommates equates to an average of \$93.75/person. An increase of this magnitude from \$40 is unfair and excessive. Please consider a permit increase that accounts for inflation and processing, but also fair to our renter community.

Hermosa Res

Location:

Submitted At: 9:46pm 02-27-23

Note to City: The Legislative Text refers to a 2019 study that says that residential parking is "well under market". It gives no data for that. Here is the report (I had to dig):

<http://hermosabeach.legistar.com/gateway.aspx?M=F&ID=cc76e455-71d4-4e7b-a735-ebcf6f01e535.pdf>

See page 69 and 70. It says "Peer cities, such as Newport Beach and Corona Del Mar, price residential parking permits at an

escalating rate". First, Corona Del Mar is not a city. It is a neighborhood in Newport Beach. Second, Newport Beach charges currently charges \$19 per pass for residential parking. It is not an escalating rate. Here is the link. <https://www.newportbeachca.gov/government/departments/finance/revenue-division/parking-information/parking-permits/residential-zone-3-eastbluff-cdmhs>

So the entire premise of "over market" is completely unsupported. This is also shown by other posts below comparing costs that other city's charge for residential parking. Not to mention, what is "market" to park in front of your own residence? Generally speaking, it is \$0, just like it is for the majority of Hermosa residents.

Holly Heines

Location:

Submitted At: 9:13pm 02-27-23

Residential Parking Permit increase. NO

A L

Location: 90254

Submitted At: 8:36pm 02-27-23

I like to think of myself as a relatively reasonable person when it comes to taking side on local matters, but wow. This one really threw me. I shouldn't be shocked anymore, but here I am again. I would like to make it clear that I vehemently oppose the outrageous increase in fees proposed for residential parking passes, both sticker and hanger (guest) passes.

I believe the current cap on hanger passes (i.e. 1 per address) is fair and I believe it would be fair to cap on the number of sticker passes per address as proposed at 4. HOWEVER, the proposed increase in fees is completely unreasonable and most notably, the fact that the already-limited-to-1-per-address hanger (guest) pass is immediately increased from \$40 to \$150 *regardless* of how many passes allocated to a single address is complete and utter robbery.

Jim Krueger
Location: 90254, HERMOSA beach
Submitted At: 6:36pm 02-27-23

This new pricing is ripoff of the residents of Hermosa. I can't believe this is even a recommendation. Maybe a price hike of \$5 to \$45.. per pass.

Take Two
Location:
Submitted At: 6:27pm 02-27-23

My attempt below changed format when I entered, so I am giving it one more shot! If it fails again, I think it is still decipherable with minimal effort.

	Number of Permits			
	One	Two	Three	Four
Hermosa Beach - Proposed	..\$50.00	..\$125.00\$225.00	..\$375.00
Hermosa Beach - Current\$40.00	..\$80.00\$120.00	..\$160.00
El Segundo\$0.00	..\$0.00\$0.00\$0.00
Rancho Palos Verdes\$2.50	..\$5.00\$7.50N/A
Redondo Beach\$15.00	..\$30.00\$45.00\$60.00
Manhattan Beach\$7.50\$10.00\$12.50N/A
Santa Monica\$21.00	..\$47.00\$90.00\$122.00
Malibu\$30.00	..\$60.00\$90.00\$120.00
Los Angeles\$34.00	..\$68.00\$102.00N/A
Average - Other Cities\$15.71	..\$31.43\$49.57\$75.50

Sarah Nahrwold
Location: 90254, Hermosa Beach
Submitted At: 6:21pm 02-27-23

Dear City Council Members,

I am writing to express my strong opposition to the proposed increase in parking permit fees and the imposition of a limit on the number of permits per household. While I understand that the city may be looking for ways to generate revenue, I believe that this proposal is misguided and would have a disproportionate impact on low- to moderate-income residents.

Firstly, the current parking permit system was designed to help residents cope with the challenges of living in a dense urban environment. It was never intended to be a revenue generator for the city. The proposed increase in fees and limit on the number of permits per household would fundamentally change the nature of the system, turning it into a regressive tax on residents who can least afford it.

Secondly, the tiered pricing structure would penalize residents with roommates, who may need to purchase multiple permits to accommodate everyone's vehicles. In many cases, these are individuals and families who are already struggling to make ends meet, and an additional financial burden would only make things more difficult for them.

Instead of increasing the cost of parking permits, I urge the city to consider alternative revenue-generating measures that do not disproportionately impact low- to moderate-income residents. For example, the city could explore options for generating revenue from parking meters or enforcing existing parking regulations more effectively.

In conclusion, I strongly urge the city to reconsider the proposed increase in parking permit fees and limit the number of permits per household. This proposal would create a burden for many of the city's residents and undermine the original purpose of the parking permit system. Thank you for your attention to this matter.

Sincerely,

Sarah Nahrwold

Justthe Facts

Location:

Submitted At: 6:01pm 02-27-23

From the Easy Reader. Bottom line - even without any changes Hermosa seems to be the most expensive and much higher than average (hopefully this is still readable and the format doesn't change):

Number of Permits

One Two Three Four

Hermosa Beach - Proposed \$50.00 \$125.00 \$225.00 \$375.00

Hermosa Beach - Current \$40.00 \$80.00 \$120.00 \$160.00

El Segundo \$0.00 \$0.00 \$0.00 \$0.00

Rancho Palos Verdes \$2.50 \$5.00 \$7.50 N/A

Redondo Beach \$15.00 \$30.00 \$45.00 \$60.00

Manhattan Beach \$7.50 \$10.00 \$12.50 N/A

Santa Monica (2) \$21.00 \$47.00 \$90.00 \$122.00

Malibu \$30.00 \$60.00 \$90.00 \$120.00

Los Angeles \$34.00 \$68.00 \$102.00 N/A

Average - Other Cities \$15.71 \$31.43 \$49.57 \$75.50

Lsrry Fisher

Location: 90254, Hermosa Beach

Submitted At: 5:00pm 02-27-23

We're in full support of the opposition comments made thus far. No need to repeat them. We have lived here since 1975 and don't have street side garage access with parking pad in front. It's hard enough finding a parking spot let alone face the prospect of such an exorbitant increase in fees.

Kathy Dunbabin

Location: 90254, Hermosa Beach

Submitted At: 3:42pm 02-27-23

After purchasing the Parking Permits for 40 years, my recommendation would be that:

Each unit (residence) be allowed up to 4 parking permits and 1 visitor permit at the rate to be determined (\$40 at this time). Required information for each permit would include the occupant's driver license showing the unit's address and the car's registration showing the occupant's name and unit's address.

Additional permits would be charged incrementally more... There should be a reasonable limit to the number of permits per unit.

At my residence I do have plenty of parking on my property; however there are times when I need to park on the street. I prefer having a permit instead of receiving a parking ticket.

Thanks for your consideration..

Alex Sola

Location: 90254, Hermosa Beach

Submitted At: 3:18pm 02-27-23

Extending on my previous proposal of a Subscription parking pass on currently free parking areas:

The proposal to create a Free Parking Subscription for non-residents has several justifications for a possible implementation. One of the primary reasons is that it would generate more revenue for the city. By turning free parking areas into subscription parking areas, anyone from inside or outside Hermosa would be able to purchase a subscription pass at a reduced cost of (for example) \$25 per year, and park in those farther areas. This would push people to park in more expensive and central meters, or get the subscription pass and park for free a bit farther.

Implementing this measure would also alleviate traffic congestion in central areas, improving air quality, reducing noise, and CO emissions. Furthermore, it could help diversify the busy commercial areas, pushing for more business around 2nd/Herondo or 27th.

The cost of implementation is minimal, as it would only require signage updates in certain areas. With good promotion of the initiative on different parking meters in town, social media, and future town events, it could attract thousands of non-resident subscribers. In fact, 10,000 subscribers from out of town could generate more revenue than the current proposal with under 9,000 resident permits, and all that money is coming from non-residents.

Another important justification for this proposal is the data it could collect. Contact information, age, and other segmentation parameters could be collected, helping to understand who is visiting Hermosa. This data could be used to engage with people from out of town, promote local activities and events, or share information about the town to keep visitors coming and spending money in the community.

This is one of many examples of constructive policies that can be designed. In a community is certainly difficult if not impossible to please everyone, but is not difficult to get everyone upset by touching what is already working (and making it more expensive). See you tomorrow for further discussion and more insight.

Warmly,
Alex Sola

Megg Sulzinger

Location: 90254, Hermosa Beach
Submitted At: 2:53pm 02-27-23

I strongly oppose this increase in cost and tiered system. It is extremely unfair and unnecessary to punish 93% of residents who do not abuse the parking pass program. This system was not put in place to be a revenue source for the city and now you want to put an unnecessary financial burden on the majority of residents. It is already extremely expensive to live here with studio apartments exceeding \$2000/month. Let me remind you it is city staff that issued an excessive number of permits to those who abused the system. Why don't you start with figuring out how a single address was issued that many permits before enacting a new rule. Under this new system a sticker and a pass would cost \$200. This is more than doubling what this same resident paid in 2022. As you know having a parking pass doesn't guarantee you a spot. Every day there is street sweeping residents have to constantly drive around sometimes for over 30 minutes or be forced to park at a paid meter or park extremely far from their actual residence. There is absolutely no reason for a tiered system when over 50% of the community are renters living with multiple roommates. If you want to limit a residence to 4 passes which already represent 93% of the community that is reasonable but increasing the cost of a non-guaranteed parking spot is extremely irresponsible and a financial burden. Additionally 65% of residents get 2 or less passes. You are creating a problem for the majority in response to a minority. Please do not approve this tiered system. All passes should be the same price.

Ryan Baczek

Location: 90254, Hermosa Beach
Submitted At: 2:08pm 02-27-23

Too expensive and i can barely find a spot for my one car to begin with. Half the time i need to use a meter until spots open up.

Test Test

Location:
Submitted At: 2:02pm 02-27-23

Test Test

Alexandre Sola

Location:
Submitted At: 1:49pm 02-27-23

Strong Objection to Proposed Increase in Resident Parking Permits

Dear City Council,

I am writing to express my strong objection to the proposed increase in resident parking permits. This proposal lacks empathy and creative leadership, and will only exacerbate the current struggle to find parking in our community, particularly during summer months or street cleaning days.

I find it particularly problematic that our street parking spots are often occupied by trucks from never-ending construction sites, and I believe that the cost of temporary permits for construction vehicles should be revised and covered by the owner of the construction site.

While I believe that limiting the number of permits to three stickers plus one visitor hanging pass is reasonable, I cannot support an increase in the cost associated with these permits.

Furthermore, I am disappointed that the council did not introduce this measure before the elections, and now with the control of the council, it feels as though you are betraying your voters by implementing this classist taxation.

Instead, I urge you to consider solutions that benefit the community as a whole, such as creating more free parking areas like Ardmore St. This would allow visitors to decide if they want to park farther away and walk our beautiful streets, pass by our local businesses, and still enjoy our beach. You could even consider a year pass for people out of town that allows free parking on farther streets from the beach, pushing regular visitors to more affordable options and encouraging eventual visitors to pay a premium cost to be close to the beach.

As politicians in charge of the Hermosa Council, I implore you to do better. Please find solutions that benefit the entire community, keep our streets clean and lively, maintain the landscape and hardscape in good condition, promote local sports, and activate initiatives to promote local business. Raising the cost for resident street parking will not make Hermosa a better place.

Thank you for your consideration.

Sincerely,

Alex Sola

David Brandin

Location:
Submitted At: 12:04pm 02-27-23

I oppose the raise in prices with a tier system.

There shouldn't be a financial burden to parking in Hermosa which is already a quite expensive place to live. Limiting the amount of permits per household to 4 is reasonable, but adding a financial cost on residents is ridiculous.

R D

Location:
Submitted At: 11:47am 02-27-23

Strong Objection to Proposed Increase in Employee Parking Permits

Dear City Council & Staff,

I am writing to express my strong objection to the proposed increase in employee parking permits in the City of Hermosa Beach. As a concerned citizen, I believe that such an increase will be an unnecessary burden on the hospitality and retail workers we need and who can least afford it. The current employee parking permit fees are already excessively high compared to those of neighboring cities such as Manhattan and Redondo Beach.

The hospitality and retail workers in Hermosa Beach already struggle to make ends meet, and an increase in employee parking permits will only add to their financial difficulties. According to a study conducted by the National Low Income Housing Coalition, the average renter in California has to earn \$35.20 per hour to afford a two-bedroom apartment. However, the average hourly wage for a retail worker in California is only \$14.47 per hour, and for a hospitality worker, it is \$12.16 per hour. These workers already face significant financial challenges, and an increase in employee parking permit fees will only exacerbate their struggles.

In light of these concerns, I urge you to reconsider the proposed increase in employee parking permit fees. Instead, I urge you to explore alternative solutions that will not put an additional financial burden on the workers who can least afford it. Thank you for your attention to this matter.

Sincerely,

Raymond Dussault

Ira Ellman

Location:

Submitted At: 11:42am 02-27-23

The quantity of parking passes purchased by some of our residents is ridiculous. Such abuse reduces visitors (and unpermitted residents) ability to find parking in downtown and adjacent areas. The staff's recommendation of a maximum of four does not go far enough. In addition, although the city shouldn't gauge residents for the price of these permits, \$40 (11 cents a day) seems too low to park on city property. Therefore, I recommend the City limit the number of parking passes to three for year one. Next year, this would be reduced to two, which would allow residents a year to clean out their garages or make other arrangements. Parking passes should be increased to \$60/\$120/\$180, which equates to 16 cents, 33 cents and 49 cents per day, respectively. These fees should be increased every few years based on inflation rate. In addition, I would raise 8 PM to 2 AM parking to \$2.00, but leave parking during the day at \$1.25. These recommendations would increase access to downtown businesses and residents, while still charging nominal and competitive rates.

Stephanie Palmer

Location: 90254, Hermosa Beach

Submitted At: 11:35am 02-27-23

I agree with a majority of the people that are opposing this new tier payment system. The intent of the parking permit was to lift the parking burden and not now create a financial burden. Limiting the amount of permits per household to 4 is reasonable, but adding another financial cost on residents is ridiculous.

Vardan Balyan

Location: 90254, HERMOSA BEACH

Submitted At: 11:17am 02-27-23

Dear City Council & Staff,

I oppose the proposed tiered parking permit system for Hermosa Beach, as it would negatively impact our community's livability, sustainability, diversity and equity.

The Residential Parking Program was not meant to generate revenue, but to provide affordable parking for residents. While some may abuse the system, punishing the entire community - 93 percent of residents have four or fewer permits - is unfair when there are other solutions.

The proposed system would make it harder for residents to park on the street, especially low- and moderate-income residents who rely on it. This could lead to increased traffic, pollution, and negative impacts on public health. Additionally, the proposed tiered system would act as a regressive tax, with low-income residents being disproportionately affected. This would tend to drive more of those low- and moderate-income residents - who

often work locally - to live elsewhere and drive in for work, increasing traffic congestion, air pollution, and carbon emissions, all of which have negative impacts on the environment and public health.

I urge you to maintain the current system or at least only increase costs when households exceed four or more permits.

Sincerely,

Vardan Balyan

Maxwell Benoit

Location: 90254, Hermosa Beach

Submitted At: 10:47am 02-27-23

This new policy is class warfare. You are taxing people who can't afford to own their own beach house and procure roommates out of financial necessity. It's bad enough we got to navigate the politics of adult roommates now we are getting taxed more for this pleasure.

Raymond Dussault

Location: 90254, HERMOSA BEACH

Submitted At: 9:54am 02-27-23

Dear City Council & Staff,

I oppose the proposed tiered parking permit system for Hermosa Beach, as it would negatively impact our community's livability, sustainability, diversity and equity.

The Residential Parking Program was not meant to generate revenue, but to provide affordable parking for residents. While some may abuse the system, punishing the entire community - 93 percent of residents have four or fewer permits - is unfair when there are other solutions.

The proposed system would make it harder for residents to park on the street, especially low- and moderate-income residents who rely on it. This could lead to increased traffic, pollution, and negative impacts on public health. Additionally, the proposed tiered system would act as a regressive tax, with low-income residents being disproportionately affected. This would tend to drive more of those low- and moderate-income residents - who often work locally - to live elsewhere and drive in for work, increasing traffic congestion, air pollution, and carbon emissions, all of which have negative impacts on the environment and public health.

I urge you to maintain the current system or at least only increase costs when households exceed four or more permits.

Sincerely,

Raymond Dussault

Hermosa BCHBOY

Location: 90254

Submitted At: 7:07pm 02-26-23

This is absolutely ridiculous. The amount you want to raise our parking permit. look at Huntington Beach fees for parking permits much lower than ours now and you want to raise ours. I've been living in Hermosa beach 51 years, I agree with one of the other comments someone made, you do not take care of Hermosa Beach residence. Very sad!!!

Debbie Leshane

Location: 90254, Hermosa Beach

Submitted At: 7:07pm 02-26-23

I oppose the raise in parking pass. Will be at the meeting Tuesday.
Please stop making Hermosa too expensive for us residents.

Carol Wood

Location: 90254, Hermosa Beach

Submitted At: 6:50pm 02-26-23

I oppose increases on Resident passes and the guest pass. There needs to be something done with all the trucks that the construction people park on our streets as I usually never find a place to leave off groceries during the day as the building on my block has been going on for many years. This is not right. Many of them don't have passes. It is a crazy making situation! I've been here for 37 years. The parking spaces keep dwindling because of new construction too. I do use my garage for parking.

celeste coar

Location: 90254, Hermosa Beach

Submitted At: 5:10pm 02-26-23

Please provide affordable single day pass option for residents so that a visitor or service provider may use it on occasion. I'm ok with the \$40.guest pass a year for this purpose, but \$150. is way too expensive. Will we still have 10 passes for residents for a certain day? How could that be modified so residents could pay for a couple single use passes a year?

Liz S

Location:

Submitted At: 2:11pm 02-26-23

We just heard about this today from our neighbor. We already pay too much for our two permits every year. This is the final straw with this awful hermosa government. The hermosa parking and taxing and constant hermosa ticketing operation of hermosa people has gone from painful to nightmare. Why is hermosa government out to get it's own residents all time: Government is wrong charging people more than \$10 for a permit to park in their own street. And for each person's car at hermosa address. Any more than that cost for the permit should come from the meter and ticket money the city makes to park in our own street. Just take the parking meters out from our street. We lost trust for hermosa government many years ago. Now the last years hermosa government is worse all the time. Every day more tax,, more fees more government harassment. We'll probably sell like other longterm owners did and are doing. hermosa government doesn't care for hermosa people. just more proof with this.

Shauna Valenzuela

Location: 90254, Hermosa Beach

Submitted At: 1:42pm 02-26-23

I think a small increase to \$50.00 per car is warranted. In a county that has horrible public transportation, it is necessary to drive, so if you have more than two drivers living at the same residence, they should all be able to get a parking pass for their car. In order for anyone to visit you, you need a guest pass. A small increase on that pass is also acceptable but \$100 is too much. Shame on the parking department that they let people game the system by giving out a huge number of passes. Most of us just want to be able to survive the spring/summer months when your neighborhood is overrun with visitors.

Bo Webber

Location: 90254, Hermosa Beach, CA

Submitted At: 10:43am 02-26-23

I have four licensed drivers that reside at our home along with four vehicles registered to our home address. I feel that the number of vehicles registered to your home should correlate with the number of parking passes available to residents and one guest pass per address should also be available. The proposed tiered system is completely off base. Hermosa Beach residents already pay substantial property taxes and I don't see the need to try and squeeze out a few extra dollars from residents.

Michael Miller

Location: 90254, Hermosa Beach
Submitted At: 6:56am 02-26-23

I am very much against this increase. Raising prices just because they haven't been raised in awhile is not a valid reason. I'm fine limiting the number of passes per household but leave the price alone.

VeryUpsetWithCouncil Resident

Location:
Submitted At: 5:33pm 02-25-23

MASSIVELY OPPOSE! TIME FOR A PEOPLES INITIATIVE TO TAKE THIS TAXING ABUSE OF REENTERS AND PROPERTY OWNERS BACK FROM THE CITY COUNCIL.

Yellow meters are clearly a revenue generator for the city in the residential zoned areas and to discourage excessive impact of beach visitors from blocking out the ability for the residents to park.

The residents have permitted the yellow meters for that purpose ONLY and in doing so, have put up with having to obtain a permit to park on their own streets. That's something Manhattan Beach residents have not agreed to do in their beach area.

Residential permits are supposed to cost no more than the initial cost of setting up an account for a permit, and then a lesser amount to process an annual or bi-annual payment and receive a sticker. This permitting cost is not supposed to be a revenue generator and tax on renters and property owners living in city!

Can you imagine what the residents would do to the Manhattan City Council if they tried to do what Hermosa Beach is doing incrementally? Why does Manhattan Beach not have meters in the beach area except in their commercial zones downtown? Why is that?

Hermosa Resident

Location:
Submitted At: 4:43pm 02-25-23

For comparison sake, from Huntington Beach website: "The City recently updated our permit parking costs. The new fees are: \$24 for first permit (including 2 guest passes), \$10 for each additional permit. Residents are also responsible for a fair share payment of costs to establish the permit parking district (fabrication and installation of signs). This is typically in the range of \$20-\$40 per address and is a one-time cost. Permits are typically valid for a period of 3-5 years (new permits typically not purchased annually)."

m henderson

Location: 90254
Submitted At: 2:17pm 02-25-23

I completely agree with Steven Peterson's well-thought-out comments. Residential parking permits should not be considered as a revenue generator for the city.

Steven Peterson

Location:
Submitted At: 12:51pm 02-24-23

As a "participant" in this program since its inception, I have long ago acquiesced to the idea of paying the city to park in front of my house as a way to discourage visitors from parking for free to visit our beach. One idea I cannot accept that there is a "Market Price" for this residential privilege. The price should offset enforcement costs and no more. It should not be considered as a revenue generator for the city. Considering the specific proposal: Limiting the number of permits per address is sound. A tiered pricing structure is understandable.

Treating a Guest permit at the highest tier is objectionable. Instead, treat the Guest permit within the tiered pricing so as not to penalize those of us who modestly buy 1 Regular and 1 Guest. Also, consistent with other city license programs, implement a fee discount for Seniors, etc.