

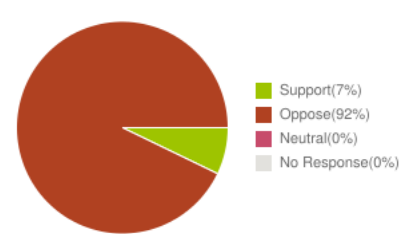
City Council Hybrid Meeting (Closed Session - 5:00 PM and Open Session - 6:00 PM)  
05-09-23 17:00

Agenda Name	Comments	Support	Oppose	Neutral
i) REPORT 23-0260 ADOPTION OF ORDINANCE NO. 23-XXXX OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA INCREASING PARKING METER RATES AND FINDING THE SAME EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (Finance Director Viki Copeland)	14	1	13	0

Sentiments for All Agenda Items

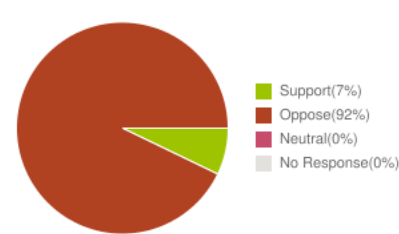
The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Agenda Item: eComments for i) REPORT 23-0260 ADOPTION OF ORDINANCE NO. 23-XXXX OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA INCREASING PARKING METER RATES AND FINDING THE SAME EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT  
(Finance Director Viki Copeland)

Overall Sentiment



Cammie Herbert

Location:  
Submitted At: 1:40pm 05-09-23

I thought Hermosa was looking for ways to bring people to Hermosa over cities on either side of us (ex: don't we have free meters at holidays?)  
For the morning commuters, surfers, walkers, cyclists, school parents & to go breakfast people that have chosen Hb over other cities this is a real unfriendly bummer. And certainly a bummer for the city when the pch commuters or parents just keep driving.

The other cities have neighborhoods you can park in, bummer for Hb morning businesses.  
Thank you for your strong consideration of NO morning change.

**Rachel Hayes**

Location: 90254-5103, Hermosa Beach  
Submitted At: 11:57am 05-09-23

I support the parking meter charges between the hours of 8am and 10am. You have raised the rate of parking passes so residents who live in impacted zones must pay more for the parking program. You have raised the rate for parking for our beach guests. You have raised the rate for parking for employees in the impacted zone. So, I see nothing wrong for charging a dollar for someone to park on the street to pick up a cup of coffee (remember, that barista is now paying more to park so they can make you that cup of coffee - or they are probably walking several blocks to get to work). Where I live, I can see three 2-hour spaces (which are intended for the businesses). They are used in the morning by surfers, walkers, joggers, and volleyball players. The argument I see in correspondence is that someone wants to park there to pick up coffee or breakfast from Mickey's... but sometimes the 2-hour spaces are taken up by people not spending money at the businesses. I do not see that as a benefit to the businesses. There is still free parking on Herondo, free parking at the Clark Building, as well as free parking east of Monterey. The walkers, joggers, surfers, and volleyball players can still park for free, they just don't need front row parking. For those of us who live and/or work in the area, we know we are not entitled to free parking. I don't think anyone is.

**Todd Tullis**

Location:  
Submitted At: 11:27am 05-09-23

For the benefit of fellow residents, local businesses, and our guests I oppose changing the parking meter hours from 10am to 8am (and attempting to replace with yet another specialty parking permit program). Can the added revenue really be worth the costs - particularly the impression it gives of our city to visitors - on those who wish to enjoy beach access in the mornings, or must return to pick up their vehicles after a late night out?

**David Emhoff**

Location:  
Submitted At: 9:59am 05-09-23

I am opposed to changing the meter hours from 10 am to 8 am. There is absolutely no reason for this other than for the city to make more money to use for pet projects. I'm sure public works will love having to change the hundreds if not thousands of signs around the city to reflect the new hours.

**Matt McCool**

Location:  
Submitted At: 10:58pm 05-08-23

Mayor Jackson and City Council - I am respectfully requesting this item be pulled from the Consent Calendar for public comment. Additionally, at the very least the change of parking enforcement from 10am to 8am should be deferred for a year.

**Michael F**

Location: 90278, Redondo Beach  
Submitted At: 7:55pm 05-08-23

As a 7-9am Hermosa surfer I oppose the proposed change of Hermosa's parking meters from 10am-8am.

**Ed deBeer**

Location: 90254, Hermosa Beach  
Submitted At: 6:56pm 05-08-23

Reposting from the Hermosa Beach Residents Forum on Facebook. PLEASE check this post and read through the comments - this ordinance has plenty of local opposition.

As I faithfully exited my parking space at 10:00 AM this morning, two thoughts ran through my head:

1. It's great to be able to exercise early in the day and not have to pay for parking

2. It's ridiculous that the Hermosa Beach City Council has decided to impose a "locals tax" by changing the hours of the meters from 10:00 AM to 8:00 AM

I really hope that the cost of extra patrols, changing of all the signage, meter reprogramming, and lost tax revenue from the business that cater to morning customers is worth the extra two hours of revenue that the city is imposing on its residents. I would like to see the mathematical breakdown of the all the inputs and outputs of this ordinance.

I also hope that the local breakfast businesses, yoga studios, rental shops, and any other business that thrives on customers from 8:00 to 10:00 AM is not adversely affected by this decision, as I'm sure they will be. Note that the Hermosa Beach Chamber of Commerce has opposed this ordinance, as they are sure it will affect sales.

Special thanks for Mike Detoy and Dean Francois that understood the ramifications to Hermosa locals (especially us "east-siders") of this change.

**Maggie M**

Location:

Submitted At: 11:33pm 05-07-23

**OPPOSE MOVING START OF METER ENFORCEMENT FROM 10 AM TO 8 AM. HOW MEAN-SPIRITED IS THAT?**

Now if you have an overnight guest they will have to leave before 8 am or get a parking ticket unless they run down in their bathrobe 5 blocks to feed the parking meter for an extra morning hour at 7:45 am. What city does this with residential parking meters. It's been enforcement starting at 10 am forever for this reason. Most cities don't start enforcement until noon. Manhattan Beach only have meters in commercial districts by the beach. Hermosa has meters just about everywhere or one-hour limits and has the worst reputation with parking enforcement. This is a hateful and mean tactic to further harass the city's own residents and guests. Mean-spirited City Council.

**Anthony Fitzgerald**

Location: 90254, Hermosa Beach

Submitted At: 6:28pm 05-07-23

438 PCH

Hermosa Beach, CA 90254

May 7, 2023

Dear Council Members:

Via email

RE: Residents Parking Permits:

While I disagree with the price increase from \$40 to \$50 my distaste for this increase will be aimed at the council members supporting it at the next election.

The purpose of this letter is to request that the council change the duration of the Residents Parking Permit from its Current May to September duration to an all year permit.

This request is made in light of our council members belief that climate change is real and measures should be taken to combat climate change. Plus, if climate change is real summers will be extended beyond the traditional dates being May to September. It appears that summers are getting longer, so the days outside of the current permit period are as bad as on mid-summer days. I believe it could also have the benefit of ensuring more people use ride share options, etc.

The city could also benefit from increased use of car parking areas in downtown and the increased number of parking tickets being issued in resident only permit areas during this increased period.

The council should also take into account the high real estate taxes paid by residents and enact rules which benefits taxpayers in the city. Plus, a refusal to not support this request would be proof that the council members belief in climate change is bogus.

I thank the council for addressing this request & issues raised in this letter hopefully with an open mind.

Yours Sincerely

Anthony E. Fitzgerald

**Howard L**

Location:

Submitted At: 2:33am 05-07-23

Council:

Note: this is the Consent Item Ordinance Adoption (2nd reading, but without even the Title being read anymore) of the ordinance (i.e., the city law) setting a change in parking rates, hours of charging to park, enforcement, etc., etc., but nonetheless its purpose (this 2nd reading Adoption) is there per California General City law to ABSOLUTELY allow for reconsideration of the matter or portions thereof.

It's not an automatic Adoption necessarily unless you have a completely lazy city manager and city council that just wants to rubber-stamp the matter, and which is so often the case since Suja Lowenthal arrived some 5-years ago as hired by the council to be city manager unfortunately and has taken over under primarily Massey as the behind the scenes slippery-slimy king-pin.

The "Adoption" (2nd reading) used to be a separate Consent Ordinance Item with minimal automatic council discussion and then an explicit audible vote. But now under Suja, Massey, and former city attorney Jenkins facilitating, they decided to bury such adoptions on the Consent Calendar rather than even mentioning such an important item at all unless a councilmember pulls the Consent item for separate discussion. Hopefully a councilmember will pull the item for additional discussion and separate vote of why it's being railroaded through.

Nonetheless councilmembers can specifically indicate that they are voting for the Consent Calendar items en-masse but that on a specific item of the Consent Calendar that they are voting NO. This is one of the reasons it used to be a specific Consent Ordinance item requiring at least the Title being read, and for the public and press being clearly aware of the law being passed, and so that the votes were formally recorded for the specific ordinance's Adoption.

But this was just another of the filthy, dirty, rotten, scummy techniques of Suja, and of course Massey to hide more and more stuff as they have done with so much, when it took no time at all to properly Adopt their latest law. It wasn't to save time, it was to eliminate and reduce transparency. Suja's just a highly paid participant. It's the slime on council that knowingly have done this.

The 2024 city election is coming and ABSOLUTELY the Council needs to be rid of Justin Massey. Nine years of Massey is way too much. All my views herein of course of all the deceit and smugness that Massey has brought to what was a far more honorable city council and city manager operation before he and Armato (now replaced with equally-useless Jackson) brought along Suja Lowenthal along with Jenkins facilitating all along, that so-destroyed the operation of Hermosa Beach and its City Staff for their own personal benefit.

Howard L.

**Howard L**

Location:

Submitted At: 12:49am 05-07-23

RE: Changing to park starting at 8-AM and enforcement citywide at 8-AM rather than the long standing 10 AM.

Council:

This latest Staff and Council desire to charge to park beginning at 8-am rather than at the present long-standing and not-broken 10-am time is completely unnecessary to the maximum.

This petty-nonsense is going to do significant damage to early morning businesses and more, in the downtown and the entire community along the beach. Suja, Massey, and Jackson may be personally rolling in dough but that does not mean everyone is, especially the local morning businesses, residents, and those desiring to do business or visit the coastal area beach front in the early morning before the maddening crowds arrive.

The average resident in the beach area still does not know this is even being considered and will be rubber-stamped as virtually everything under Massey and his helper-councilman Raymond Jackson, is.

This is not Manhattan Beach, where btw, they only have parking meters in the business area at the beach. No meters in the residential area at the beach, and no 1-hour restriction in the non-metered residential areas a few blocks from the beach as here in Hermosa Beach.

If you didn't have essentially the City Manager, Suja Lowenthal;

---1 operating the city via her cell phone from high up in her luxury home in the East Rancho Palos Verdes hills (overlooking the Terminal Island and Long Beach abominations), and

---2 were not paying Suja over \$400-Thousand per year in salary and grift-benefits now, not to mention paying for her incredibly bloated city manager operation so as to push Councilman Justin Massey's and his again helper-councilman Raymond Jackson's ULTRA-ULTRA left wing agenda, and

---3 with the city's residents and businesses to be considered absolutely last, and for that matter to be ignored, but

---4 instead got rid of Suja's assistant city manager, and all her management analysts that Queen Bee Suja has installed to do her work, to worship her, and to essentially be scared of her,

---5 you wouldn't need to be trying to squeeze every last penny out of those who park downtown, or even along the beach early between 8-am and 10-am.

I, as others over time, have learned to avoid the downtown and the City's beach area as one would a plague due to the incredibly costly parking, and the now screwed-up lanes and council-created congestion, not to mention the incessant anxiety of getting a \$50-plus parking ticket.

Hermosa Beach is going down the toilet due to your hire, Suja Lowenthal (who was perhaps too goody-goody to move here from Malibu) while basic things like paving the streets, fixing potholes, and even keeping the street lights working have gone to you know where in a handbasket under Suja's bloated, inefficient management-operation.

Suja, is supposedly now to be in city 40-hours a week per her latest gift and grift contract, however I and others see no evidence as such being the case. Just my views herein primarily of Council's worst, laziest, most self-effected, manipulating Hermosa Beach City Manager ever; and probably the most costly city manager in the entire country basis employees managed, per-area managed, per-population managed, per-budget spent, per any measure. The worst! And combine that with Massey and Jackson being on the City Council patronizing Suja and vice-versa and you have a recipe for total incompetence and de facto corruption.

Bottom line this is petty-madness that a council majority would so ignore their own residents and morning-businesses for Suja's bloated, inefficient, operation with this latest squeezing of every last nickel from them.

So many of these ordinances, that are being routinely rubber-stamped into law by the City Council drinking whatever Kool-Aid Suja serves up, shows a City Council way out of control building the most inefficient and most costly city bureaucracy in Hermosa's history, while again, next to nothing is getting accomplished of everyday infrastructure maintenance, i.e. street paving and markings. Everything is just more and more inefficient, ineffective SUJA city bureaucracy, supplemented by endless \$50- and \$100-Thousand consultants for studies never utilized.

All you need to see is Suja's self-aggrandizing "City Manager Report", of useless, Council Meeting wasting BS at every regular meeting that need not be done at the meetings, but instead could simply be posted on the website, to know that Suja is all about herself. She brags incessantly about new hires, never mentioning all the employees who left the city during the last 5 years under Suja's incompetence.

Howard L.

**Howard L**

Location:

Submitted At: 12:27am 05-07-23

Council

**Randy Balik**

Location:

Submitted At: 10:21am 05-05-23

No. Please do not do this. This is not a good idea. I know the City is constantly looking for new sources of revenue (or increasing its existing sources), and while that's not necessarily a bad thing, in this instance, it is. This will have a "locals only" impact. Free parking downtown before 10:00 is a very "local" benefit. Most businesses are not yet open, or are just opening, so the impact here is felt by us locals...those of us who stop for coffee, those of us who want to get a morning surf in, or those of us that just want to meet up with friends and colleagues for a chat in the morning. Those of us how have lived here a long time or all our lives have always enjoyed and appreciated this local benefit, because early mornings are the one time of day when it's just Hermosa. Don't put another tax on us for that.

**Jessica Accamando**

Location:

Submitted At: 9:39am 05-05-23

Dear Hermosa Beach City Council,

We would like to express again our strong opposition to the proposal to change the start time for downtown parking meters in Hermosa Beach to 8am (from 10am). As a business community, we believe this change would have a negative impact on both residents and businesses alike. We have already seen lots of feedback from locals and businesses alike since this was first passed.

As demonstrated by online conversations, many residents rely on free early morning street parking as a convenient local benefit when visiting the beach, stopping in for coffee, visiting with groups after school drop offs, and general errands. Few businesses are open before 10am, so the real impact is to the locals, coffee shops, and businesses who come early to prep. Visitor foot traffic is low from 8am - 10am.

The business community will already be impacted by the modified employee parking options, increase in permit fees, and raised hourly metered parking rates. Residents will already be impacted by the local permits. We believe this additional change is in excess and could have unintended consequences (such as impact on events) that we cannot foresee without offering time for the community to implement the newly approved changes and then provide input. For example, there are several morning events Hermosa hosts throughout the year that are community fundraisers (Dolphin Dash, new You Are Enough 5k, Pier to Pier, etc) that depend on locals coming down to participate early morning.

We urge you to reconsider your vote and consider the impact this change would have on the community. Please reject the proposal to change the start time for parking meters in Hermosa Beach. Thank you for your attention to this important issue.