

**10/9/18 AGENDA, ITEM 6a - THE GREENBELT INFILTRATION PROJECT
SUPPLEMENTAL EMAIL FROM COLIN COOLEY SUBMITTED TO THE CITY COUNCIL
ON 10/9/18 AT 1:17 P.M.**

From: Colin Cooley <colin@wicked.is>
Sent: Tuesday, October 9, 2018 1:17 PM
To: Mayor Jeff Duclos <jduclos@hermosabch.org>; Mayor Pro Tem Stacey Armato <sarmato@hermosabch.org>; Councilmember Mary Campbell <mcampbell@hermosabch.org>; Councilmember Hany Fangary <hfangary@hermosabch.org>; Councilmember Justin Massey <jmassey@hermosabch.org>; City Clerk <cityclerk@hermosabch.org>; City Council <citycouncil@hermosabch.org>; Nico De Anda-Scaia <ndeanda@hermosabch.org>
Subject: Support for 4 Week Free Holiday Parking Program

Hello Council Members,

I won't be able to attend this evening's Council Meeting as I'm traveling for work, so instead, I'm writing to you to express my support of the City's Free Holiday Parking program, and specifically, my support of a 4 week timeframe beginning November 27 through December 25.

First, I want you to know that I appreciate the Council Members' past support for a 4 weeks Free Holiday Parking program. In 2016, many of you were instrumental in extending the program, with it beginning on Nov. 25 and ending on Dec. 25. This was a huge deal for us, residents and customers/visitors. From a sales perspective, we saw combined sales at Beach & Beverly and Wicked+ increase 65% over the same four weeks, and I know many of you publicly claimed this 4 week program as one of your accomplishments in 2016.

It isn't, though, just about the benefit to resident-owned local businesses in Hermosa Beach; the ones that support our non-profits year round with donations and sponsorships, employ locals and stake their entire livelihoods here. It's about the City getting in the Holiday spirit with the gift of free parking for residents and visitors to town. When those Red Bags come out, it's like the Pumpkin Spice Latte of the Hermosa Beach Holiday shopping season. It's a reminder to all that the holiday season has arrived, and the earlier we do this, the better, as every dollar spent elsewhere from Black Friday on is one less spent in our city and one less dollar benefitting our city.

For these 4 weeks, residents and visitors don't have to worry about tossing coins in the meter when they want to support a local small business. They can pull up to a free space just like they do at Del Amo, The Point, Target, Plaza El Segundo and Downtown Manhattan Beach.

It's also a temporary moratorium of sorts for the residents of Hermosa Beach and the customers of locally owned businesses who every day, per Assistant City Manager Nico's report, gift to the city \$1,800 in expired parking meter citations. That's approximately 30 to 40 shoppers and diners every day who leave Hermosa Beach with the negative experience of receiving a ticket. While these fines paid for by customers of downtown businesses are a necessary element of the City's business and fills the City's

coffers, it drives people away. Asking for 4 weeks of free parking in the heart of our city during the holiday seasons seems like an excellent goodwill gesture for the City and its brand.

As for loss revenue, I'm confident that our parking enforcement and code enforcement can find significant ways to reduce the financial impact. We have so many codes, ones that adversely impact our community, that are violated every single day.

Finally, the downtown businesses of Hermosa Beach are excited to promote the 4 weeks free parking program for Hermosa Beach, as soon as you approve this, with our own marketing dollars - this includes both digital and print campaigns. We also seek to find ways to eliminate employees from taking advantage of the free parking in prime spots; so that these free coveted spots are there for customers supporting our businesses and city.

Thank you as always for your support, the downtown business community appreciates all that you do to keep us vibrant and our doors open.

Thanks,

Colin Cooley

Co-founder, Chief Creative Officer

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