



Staff Report

File #: REPORT 17-0638, Version: 1

Honorable Mayor and Members of the Hermosa Beach City Council Regular Meeting of October 24, 2017

HOLIDAY FREE PARKING PROGRAM (Assistant to the City Manager Nico De Anda-Scaia)

Recommended Action:

That the City Council approve free parking on all silver-post meters¹ from Monday, December 4th, 2017 through Monday, December 25th, 2017 *within posted meter time limits*.

Background:

The City Council has, for a number of years, provided up to 3 hours of free parking at silver-post meters to encourage shopping in the commercial areas during the holiday season. This program has typically been offered for a two-week period from December 11th - December 25th. Last year, however, the City Council extended the program to a full month from November 25th - December 25th. Based on Council and community feedback, staff is recommending that the City's holiday program more closely reflect similar efforts being implemented in neighboring cities.

The City has 445 Silver-post meters (as shown in Attachment 2) and they are located as follows:

- Bounded by the City border (Herondo Street) on the south, Manhattan Avenue on the east, The Strand on the west, 27th Street on the north.
- Pier Avenue bounded by Hermosa Avenue on the west, Pacific Coast Highway on the east.
- Lot D (rear of the Underground Bar)
- Lot F (behind the Beach Market)
- Lot G (the ten spaces on the City-owned lot on the north side of 4th Street, east of Pacific Coast Highway)

¹Does not include the parking structure or downtown public parking lots A and B. Standard, full-time rates will still apply at these locations and at all non-bagged yellow-post (residential zone) meters.

Enforcement of Silver-post meters runs from 10am to midnight, seven days a week. The Silver-post

meters also have either a two or three-hour time limit to allow for turnover of vehicles. The two or three hour time limit will not be affected by this program, as free holiday parking will continue to be offered in accordance with the existing posted meter time limits. Vehicles exceeding the posted times will be cited as normal.

Red festive meter covers will be placed over all participating silver-post meters for the duration of the Holiday Free Parking Program (Attachment 2). Meter covers have shown to be an effective marketing tool for the program, while clarifying parking guidelines for those using the spaces.

Fiscal Implications:

The revenue loss associated with free holiday parking would be in meter revenue and parking citations for expired meters. The estimated total fiscal impact in lost revenue during the proposed 21-day period is \$96,975, with a break-down of this figure outlined in Table #1:

Table #1
(21-day Period)

| HOLIDAY PARKING PROGRAM (Dec. 4 - Dec. 25) | |
|---|-----------------|
| METER REVENUE LOSS | \$51,600 |
| PARKING CITATION REVENUE LOSS | \$45,375 |
| TOTAL ESTIMATED REVENUE LOSS | \$96,975 |

Alternatives:

In addition to Staff's recommendation for a 21-day program, the following alternative actions are available for City Council's consideration:

Alternative 1: Revert back to a 14-day program from Monday, December 11th, 2017 through Monday, December 25th, 2017 as in previous years. The estimated fiscal impact in total lost revenue for a period of this length is \$64,650, with a break-down of this figure outlined in Table #2:

Table #2
(14-day Period)

| HOLIDAY PARKING PROGRAM (Dec. 11 - Dec. 25) | |
|---|-----------------|
| METER REVENUE LOSS | \$34,400 |
| PARKING CITATION REVENUE LOSS | \$30,250 |
| TOTAL ESTIMATED REVENUE LOSS | \$64,650 |

Alternative 2: Extend the timeline to a 32-day program from Friday, November 24th, 2017 through Monday, December 25th, 2017. The estimated fiscal impact in total lost revenue for a period of this length is \$147,772, with a break-down of this figure outlined in Table #3:

Table #3
(32-day Period)

| HOLIDAY PARKING PROGRAM (Nov. 24 - Dec. 25) | |
|---|------------------|
| METER REVENUE LOSS | \$78,629 |
| PARKING CITATION REVENUE LOSS | \$69,143 |
| TOTAL ESTIMATED REVENUE LOSS | \$147,772 |

Alternative 3: City Council may opt for a holiday parking program with a different time-period not listed above. Special consideration should be given so that potential program dates are in-line with the City's regular days of operation to ensure staff availability.

Attachments:

1. Citywide Silver-Post Meter Map
2. Holiday Meter Bag Design Imprint
3. Chamber of Commerce Request Letter

Respectfully Submitted by: Nico De Anda-Scaia, Assistant to the City Manager

Noted for Fiscal Impact: Viki Copeland, Finance Director

Approved: Sergio Gonzalez, City Manager