



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Montgomery and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Lindy Coe-Juell, Assistant to the City Manager

**DATE:** October 21, 2008

**SUBJECT:** Approve a Request from the Chamber of Commerce to Cover Parking Meters from Saturday, November 29, 2008 through Thursday, December 25, 2008

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### **RECOMMENDATION:**

Staff recommends that the City Council approve the request from the Chamber of Commerce to cover all parking meters excluding the Pier and El Porto parking lots. The meters would be covered from Saturday, November 29, 2008 through Thursday, December 25, 2008.

### **FISCAL IMPLICATION:**

With the recent increase in parking meter rates for both City-owned lots and on-street meters, the estimated revenue loss to the City for covering all meters this year would be approximately \$145,000. If the Council approves the increase in on-street meters to \$1.50 per hour, as recommended in the Downtown Parking Management report on this evening's agenda, the revenue loss is estimated to be \$200,000.

### **DISCUSSION:**

The Chamber of Commerce has again requested that bags be placed on all on-street and off-street parking meters during the December holiday season, including the meters in the Metlox and Civic Center structures. Meters not included would be those in the State Pier lots and the lots jointly controlled by the City and the County, which are the 26<sup>th</sup> Street lot and the El Porto Beach lot.

Covering the parking meters for the December holiday season is a long-standing tradition in the City. The downtown businesses support the program. Attached is a letter from the Chamber of Commerce with the request that the program be continued this year.

Attachment: Chamber of Commerce 2008 Request Letter



**Manhattan Beach**  
CHAMBER OF COMMERCE

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October 31, 2008

Lindy Coe-Juell  
Assistant City Manager  
City of Manhattan Beach  
1400 Highland Ave.  
Manhattan Beach, CA 90266

Dear Lindy:

On behalf of the Manhattan Beach Chamber of Commerce and keeping the tradition alive, I would like to request your recommendation to approve the bagging of meters this coming holiday season.

We would like all off-street and on-street meters bagged, including the five-hour meters. The only exceptions are the lots jointly controlled by the City and County, located on 26<sup>th</sup> Street and in El Porto.

We would like the Parking Control Department to cover the meters starting **Saturday, November 29, 2008** and remain covered through **Wednesday, December 24, 2008**. The bags may be removed on **Friday, December 26, 2008**.

Thank you for your favorable consideration of this request. The program is extremely popular with both merchants and residents. The Manhattan Beach Chamber of Commerce feels it is a positive incentive to increase good will and promote shopping in Manhattan Beach.

Sincerely,

Helen Duncan  
Executive Director

CC: Rod Uyeda, Police Chief  
Jim A. Arndt, Director of Public Works  
Thomas Mc Givern, Parking Control  
Mary Ann Varni, Executive Director, Downtown Business Association