


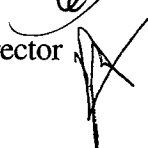


Staff Report

City of Manhattan Beach

TO: Honorable Mayor Cohen and Members of the City Council

THROUGH: Geoff Dolan, City Manager 

FROM: Bruce Moe, Finance Director 

DATE: May 19, 2009

SUBJECT: Ratification of Temporary Reduction in On-Street Parking Meter Rates from \$1.25 Per Hour to \$.75 Per Hour

RECOMMENDATION:

Staff recommends that the City Council ratify the action taken at the May 5, 2009 Council meeting in which on-street parking meter rates were reduced from \$1.25 per hour to \$.75 per hour.

FISCAL IMPLICATION:

The reduction of rates was ordered for a six month period, which will result in reduced revenue in the range of \$225,000 to \$265,000 over that period of time (based on current and historical meter revenues). On an annual basis, this equates to \$450,000 to \$530,000.

BACKGROUND:

At the May 5th meeting, the City Council approved a temporary reduction in on-street parking meter rates from \$1.25 per hour to \$.75 per hour. This reduction is scheduled to be in place for a six month period after which time the rates will be reviewed.

DISCUSSION:

While discussing the agenda item regarding strategies on supporting small business, the issue of parking meter rates was raised by the Downtown Business and Professional Association. Given the economic downturn affecting all businesses, the DBPA requested that Council consider a reduction in rates as a strategy and method to support local businesses. Ultimately, the Council approved a temporary reduction for on-street meters of fifty cents per hour, setting the rate to \$.75 per hour.

While the Council direction was appropriate in the context of the agenda item on support for the local businesses, staff is asking Council to ratify the action taken under a separate agenda item. This will add clarity to the Council's prior action and enable historical tracking of the issue.