



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

# Staff Report

## City of Manhattan Beach

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

**THROUGH:** David N. Carmany, City Manager

**FROM:** Vince Mastrosimone, Senior Management Analyst

**DATE:** October 4, 2011

**SUBJECT:** Consideration of a Request from the Chamber of Commerce and Downtown Manhattan Beach Business and Professional Association to Cover All City-Owned Parking Meters During the Holidays in Order to Provide Reduced Cost Parking

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### **RECOMMENDATION:**

Staff recommends that the City Council consider the request from the Chamber of Commerce to remove from service all parking meters, excluding the Pier and El Porto parking lots, from Saturday, November 26, 2011 through Sunday, December 25, 2011.

### **FISCAL IMPLICATION:**

At the parking meter rates for both City-owned lots and on-street meters, the estimated revenue loss to the City for covering all 1500 meters this year would be approximately \$180,000. The 2012 unallocated parking fund reserves are projected to be \$400,000 given the \$180,000 reduction for covering the meters from November 26<sup>th</sup> through December 25<sup>th</sup>. It should be noted that the Parking Fund as of the end of FY 11-12 will still owe the CIP Fund \$823,000. The meters were not taken out of service in 2009 and 2010 for fiscal reasons.

### **DISCUSSION:**

The Chamber of Commerce has requested all on-street and off-street parking meters be taken out of service by “bagging” or covering them 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 had been a long-standing tradition in the City. The tradition was not continued during 2009 and 2010 because the revenue was needed to provide public services. The downtown businesses support the program. Attached is a letter from the Chamber of Commerce with the request that the program be reinstated this year. In the past, the Chamber of Commerce has participated by supplying the bags to cover the meters. Should the City Council approve this request, the two hour parking restriction still would be enforced.

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Staff has thought about options should the City Council be interested. One option would be to reduce the length of time the meters are covered. Revenue loss to the city would be reduced by about \$45,000 per week. Another option would be to reduce the rate for the 440 on-street meters from \$1.25 per hour to \$0.75 per hour. This would result in the loss of about \$50,000 for the one month period. However, staff believes the rate reduction would go unnoticed shoppers and the good will underlying this program would be lost.

Attachment: Chamber of Commerce 2011 Request Letter



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September 26, 2011

David Carmany  
City Manager  
City of Manhattan Beach  
1400 Highland Ave.  
Manhattan Beach, CA 90266

Dear David:

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 26, 2011** and remain covered through **Sunday, December 25, 2011**. The bags may be removed on **Monday, December 26, 2011**.

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,

A handwritten signature in blue ink that reads "Kathe Reiken".

Kathe Reiken  
Vice President

CC: Eve Irvine, Police Chief  
Jim Arndt, Director of Public Works  
Bruce Moe, Finance Director  
Richard Thompson, Community Development Director  
Vince Mastrosimone, Sr. Management Analyst  
Liza Tamura, City Clerk  
Jennifer Goldstein, MBCC Chair of the Board