



CITY OF
LA MESA
JEWEL of the HILLS

AGENDA FOR THE LA MESA COMMUNITY PARKING COMMISSION

Tuesday, June 21, 2016

City Administration Building, City Council Chambers
8130 Allison Avenue, La Mesa

1. Call Meeting to Order at 5:30 p.m.
2. Roll Call
3. Approval of Minutes for May 17, 2016
4. Written Communications
5. Public Comment (non-agenda items)
6. Informational Items
7. OLD BUSINESS
 - a. Prioritization of Goals and Objectives
8. NEW BUSINESS
 - a. 2016-17 Mid-Biennium Budget Update
 - b. Parking Meter and Parking Permit Rate Review
9. Additions to the Next Agenda
10. Adjournment

Materials related to an item on this agenda submitted to the La Mesa Community Parking Commission after distribution of the agenda packet are available for public inspection in the Community Development Department located at La Mesa City Hall, 8130 Allison Avenue, La Mesa, California, during normal business hours.

The City of La Mesa encourages the participation of disabled individuals in the services, activities, and programs provided by the City. Individuals with disabilities, who require reasonable accommodation in order to participate in the Parking Commission meetings, should contact the City's Americans with Disabilities Act (ADA) Coordinator, Rida Freeman, Human Resources Manager, 48 hours prior to the meeting at 619-667-1175, fax 619-667-1163, or rfreeman@ci.la-mesa.ca.us.



MINUTES

LA MESA COMMUNITY PARKING COMMISSION

Tuesday, May 17, 2016

1. CALL TO ORDER

The meeting of the La Mesa Community Parking Commission was called to order by Commissioner Franklin at 5:33 p.m. in the City Council Chambers located at 8130 Allison Avenue, La Mesa, California, 91942.

2. ATTENDANCE

Members Attending: Commissioners Baron, Franklin, Hewitt

Members Absent: Commissioner Wieboldt

Staff Attending: Chris Gonzales

3. APPROVAL OF THE MINUTES OF April 19, 2016

Commissioner Franklin made a motion to approve the minutes. Commissioner Hewitt seconded the motion. The motion carried, 3-0, with Commissioners Baron, Franklin and Hewitt voting in favor and none voting against.

4. WRITTEN COMMUNICATIONS

None

5. PUBLIC COMMENT (NON-AGENDA ITEMS)

None

6. INFORMATIONAL ITEMS

Mr. Gonzales reported that the annual parking study had been delayed one week but was underway, with counts concluding Saturday, May 21st.

7. OLD BUSINESS

a. Update on Hand-held Electronic Citation Devices and Citation Processing Services

Mr. Gonzales reported that the integration of citation data from the prior vendor, Duncan Solutions, had not yet been completed but that the work should be completed by June 13, 2016. He also clarified that the project was listed at 50% complete on the goal and objectives list because the project has two phases and the latter phase – the automation of the parking permit system – had yet to be undertaken.

b. Downtown Parking Fund Available Balance

Mr. Gonzales reported an available fund balance of negative \$152,000 at the end of the third quarter of the 2015-16 Fiscal Year, net of a one-year operating reserve, encumbered funds, remaining amount budgeted for departmental expenses and remaining Council approved transfers. There was discussion of parking meter revenue trends, post-streetscape, and new parking sensor technology.

c. Prioritization of Goals and Objectives

Mr. Gonzales presented the worksheet showing changes voted on by the Commission at the previous meeting, including a review of parking meter rates in the Parking District. Commissioner Franklin asked if staff can provide a history of parking rates in the District for the Commission's review and for the public. Staff indicated that historical information can be provided for both parking meters and parking permits.

8. NEW BUSINESS

None

9. ADDITIONS TO NEXT AGENDA

Commissioner Franklin made a motion to add discussion of parking meter rates and parking permit rates to the next agenda. Commissioner Baron seconded the motion. The motion carried, 3-0, with Commissioners Baron, Franklin and Hewitt voting in favor and no Commissioners voting against.

10. ADJOURNMENT

The meeting was adjourned at 5:57 p.m. until June 21, 2016.



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: June 21, 2016
SUBJECT: Item 8.a. Mid-Biennium Budget Update
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

Issues:

1. The City Council has approved the Fiscal Year (FY) 2016-17 Mid-Biennium Budget Update, including changes affecting the Downtown Parking Fund.

BACKGROUND:

On August 11, 2015, the City Council approved the City of La Mesa's 2015-17 Biennial Budget. Subsequent to adoption of the spending plan for fiscal years 2015-2017, the City Council took various actions that had budget implications. These included acceptance of grants and other budget amendments. Changes, along with the refinement of other revenue and expenditure estimates and changes were reviewed with Council at the Strategic Planning Workshop held in March 2016.

DISCUSSION:

On June 14, 2016, the Council approved the 2016-17 Mid-Biennium Budget Update, which includes some changes to the Downtown Parking Fund (DPF). The amount of the annual interfund transfer to cover support services provided by various City Departments was reduced from \$99,800 to \$29,600. An expenditure for Annual Enhancement of Downtown in the amount of \$10,000 was added. The annual expenditure of \$50,000 for Downtown Streetscape Maintenance remained, as in the approved 2015-17 budget. The result of these changes is that the total amount of interfund transfers from the DPF decreased by \$60,200, from \$149,800 to \$89,600. The funding picture for the DPF for fiscal year 2016-17 is illustrated in the table below.

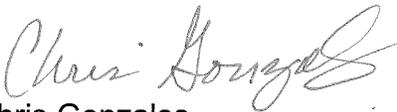
FY 2016-17 Downtown Parking Fund		
Revenue		
Parking Meters	\$240,000	
Parking Citations	\$93,200	
Parking Permits	\$45,000	
Interest Income	<u>\$8,500</u>	
Total, Revenue		\$386,700
Expense		
Division 2108 - Police / Downtown Parking	(\$148,940)	
Division 1310 - Community Development / Downtown Parking	(\$87,420)	
DSIP Maintenance (Sched. 9 to General Fund)	(\$50,000)	
Support Services (Sched. 9 to General Fund)	(\$29,600)	
Annual Enhancement of Downtown (Sched. 9 to General Fund)	<u>(\$10,000)</u>	
Total, Expense		<u>(\$325,960)</u>
NET CASH FLOW		\$60,740

This estimate does not reflect any changes that may result from negotiations between the City and employee bargaining groups, which are currently underway.

RECOMMENDATION:

This report is informational and there is no recommendation.

Submitted by:



Chris Gonzales
 Community Development Program Coordinator



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: June 21, 2016
SUBJECT: Item 8.b. Rates for Parking Meters and Parking Permits
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

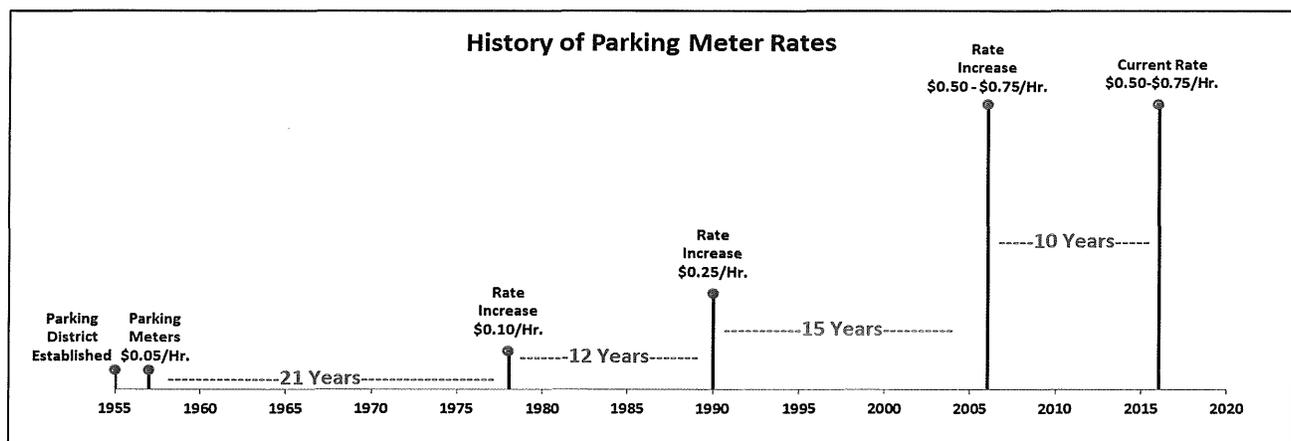
Issues:

1. The Commission has requested background information for a review of parking meter rates and parking permit rates.

BACKGROUND:

In 1955, the La Mesa City Council began steps to form a parking district to implement managed parking in downtown La Mesa. The City contributed cash and issued bonds to fund the cost of acquiring and improving land for public parking lots and to buy and install parking meters. In total, the City invested approximately \$270,000, or roughly \$1.7 million in current dollars. The initial parking rates were established in 1957 at \$0.05/hr. In the intervening 61 years, there have been only three parking rate increases:

- 1978, from \$0.05/hr. to \$0.10/hr.
- 1990, from \$0.10/hr. to \$0.25/hr.
- 2006, from \$0.25/hr. to \$0.50 and 0.75/hr.



The Parking Permit Program was implemented in the late 1980s. Then, as today, its purpose was to improve parking management by encouraging merchants and employees to relocate their vehicles from prime parking areas to alternative, designated parking areas. The permit program provides merchants and employees with long-term parking areas at heavily discounted cost on a quarterly basis. When a vehicle is displaying a valid parking placard and sticker and is parked in a designated permit area, the vehicle is exempt from parking time limits and can essentially park all day, six days a week, without risk of receiving a parking citation.

When the parking permit program was implemented in 1989, the price of a parking permit was \$30/qr. In 1991, the price was increased to \$40/qr. and today, 25 years later, roughly 50% of permits sold are still priced at \$40/qr. The last permit price increase occurred in 2006, when a second price tier was added for certain parking areas at a rate of \$60/qr. The \$60/qr. price tier was added at the same time that parking meter rates were increased from \$0.25/hr. to either \$0.50/hr. or \$0.75/hr.



DISCUSSION:

The Parking District generates revenue from three main sources: parking meters, parking citations, and parking permit sales. Revenues are deposited into a special revenue fund, the Downtown Parking Fund (DPF), to finance parking management services, including labor, equipment, materials, and services provided by various City departments. Since the last increase in meter rates and permit rates in 2006, revenues have been sufficient to both cover operating expenses and generate healthy net revenues. Net revenues were accumulated in the DPF and intermittently reinvested in capital improvement projects in the Parking District, both parking- and non-parking related, as deemed appropriate by the City Council. The most notable of these reinvestments was a cumulative \$1.36 million

allocation from the DPF toward design, engineering and construction costs for the Downtown Streetscape Improvement Project (DSIP) completed in 2015.

In addition to the cost of parking operations, additional expense loads have recently been applied against the DPF, for other eligible projects approved by the City Council and intended to supporting the Downtown Village commercial district. These activities include \$50,000/yr. for maintenance of the recently-installed streetscape improvements and \$10,000/yr. for annual enhancement (i.e., decorative holiday lighting). The City Council has also decided to take a more active role organizing and funding marketing and promotional activities in the area, including special events. In the future, these activities may be funded by the DPF but no additional funding was allocated in Fiscal Year (FY) 2016-17 through the mid-biennium budget process.

Parking Meters

There are a total of 467 parking meters in the Parking District, including 372 coin-only meters and 95 smart meters with coin and credit/debit payment capability. Approximately 68% of the meters (316 meters) are priced at \$0.75/hr. and 32% (151 meters) are priced at \$0.50/hr. Both rates are below comparable parking rates in the region and according to a survey conducted by the San Diego Association of Governments (SANDAG) only two other cities offer parking at or below the rate of \$0.50/hr. The cities of Coronado and Chula Vista charge \$0.25/hr. \$0.50/hr., respectively. All of the \$0.50/hr. meters offer a four-hour time limit and 85% of the \$0.75/hr. meters have a two-hour time limit. There are 49 \$0.75/hr. meters on Lemon Avenue that offer a four-hour time limit.

Parking Permits

The Parking Permit Program (PPP) provided local business owners and employees with seven conveniently designated parking areas. Permit holders can park in these designated areas six days a week, for the entire 10-hour parking day, without having to feed the parking meter, move their vehicle, or risk a parking citation for being parked at an expired meter or for overstaying the time limits. The designated permit parking areas encompass more than one-half of all available parking spaces in the District. There are 255 spaces in the PPP serving the area east of Spring Street and 30 spaces serving the area west of Spring Street.

With respect to pricing, the tiered permit pricing appears to be in place because tiered parking meter rates were implemented in 2006. At that time, parking permits were \$40 per quarter (as they had been since 1991) and meter

Meter/Permit Rates		
Min	Max	Delta
\$0.50	\$0.75	50.0%
\$40.00	\$60.00	50.0%

rates were \$0.25/hr. In some areas, the meter rates were increased to \$0.50/hr. and the permit fees were held at \$40/qtr. In other areas, the meter rates were increased to \$0.75/hr. and in these areas the permit fee was increased from \$40/qtr. to \$60/qtr. The cost differential between parking meter rate tiers and between parking permit price tiers is the same, with the upper tier being 50% greater than the base tier, essentially benchmarking permit pricing to parking meter rates.

As compared with the rates and privileges applied to the general public, permit holders are receiving an enhanced level of benefit while paying a fraction of the cost charged to the public. The disparity is evident if we compare the monthly, daily and hourly cost of permit parking with the cost incurred by the general public. For this comparison, it is assumed that there are 26 parking days in the average month, excluding Sundays, and that the public user is paying for the same amount of parking that is conferred to the permit holder (26 days x 10 hrs./day x 3 mos. = 780 hrs./qtr.). The comparison is illustrated in the chart below.

Cost Comparison		
Cost of Quarterly Permit	\$40.00	\$60.00
Permit \$/Mo.	\$13.33	\$20.00
Public \$/Mo.	\$130.00	\$195.00
Permit \$/Pkg. Day	\$0.51	\$0.77
Public \$/Pkg. Day	\$5.00	\$7.50
Permit \$/Hr.	\$0.05	\$0.08
Public \$/Hr.	\$0.50	\$0.75

On a cost-per-hour basis the permit holder pays between \$0.05/hr. and \$0.08/hr., or about 90% less than the public. These heavily discounted rates are roughly equivalent to the rates in effect at the inception of the Parking District in 1957. However, the estimate can be refined to reflect the actual usage of parking hours by permit holders using data gathered during the Spring 2014 Parking Study, which was the last study conducted before the start of construction on the Downtown Streetscape Improvement Project (DSIP). The data indicate that the average permit holder uses 21 hours of parking per week, or 3.5 hours per parking day. Based on 78 parking days per quarter, this equates to average utilization of 273 parking hours per permit holder per quarter. Using these figures, the actual hourly parking rate paid by permit holders increases from \$0.05/hr. to \$0.15/hr. for \$40 permit holders and from \$0.08/hr. to \$0.22/hr. for \$60 permit holders, or about 70% below the rate paid by a non-permit vehicle using the same amount of parking hours.

Report to La Mesa Community Parking Commission (LMCPC)
Date: June 21, 2016
Page: 5 of 5

RECOMMENDATION:

Staff is not making a recommendation at this time. The Commission should review the information contained in the report and determine if further action or analysis is needed.

Submitted by:

A handwritten signature in cursive script that reads "Chris Gonzales".

Chris Gonzales
Community Development Program Coordinator

Attachment A: Map of Parking District

