



# Information Item

**Date: November 19, 2009**

To: Mayor and City Council  
From: Carol Swindell, Finance Director  
Subject: Update on Walker Parking Study Implementation

## **Introduction**

At its September 8, 2009 meeting, Council directed staff to return with actions necessary to implement the recommendations of the Walker Parking Study, including:

1. Adjust parking rates for on-street parking meters and off-street parking structures within Downtown Santa Monica;
2. Develop program guidelines for a centralized valet system and public access to private parking facilities;
3. Develop a program to encourage increased use of alternative transportation by Downtown employees;
4. Develop a financing plan for the first stage of implementation of the Downtown Parking Program;
5. Develop a financing plan for future stages of implementation of the Downtown Parking Program, including adjusting the Parking In-Lieu Fee; and
6. Enhance downtown parking operations, including appropriate staffing following implementation of parking rate adjustments.

Since that meeting, staff has met with the Bayside District Corporation and Santa Monica Chamber of Commerce to discuss the Walker Parking Study recommendations and to hear feedback on the proposed solutions to better manage parking in the downtown. Staff has also formed an internal working group of all departments that manage some aspect of parking including: Community Maintenance, Finance, Housing & Economic Development, Information Systems, Planning and Community Development and Police to review all of the study recommendations.

## **Discussion**

The Walker Parking Study outlines a series of twenty-seven recommendations that can be grouped into five general areas (detail attached):

- 1) On-street Meters
  - a. Includes meter rates and times of enforcement.
- 2) Parking Structures
  - a. Includes rate adjustments.
- 3) Parking Programs
  - a. Centralized valet.
  - b. Transportation demand management strategies.
  - c. Parking and pedestrian way finding system.
- 4) Financing
  - a. Explore assessments.
  - b. Adjust In-Lieu Fees for new development.
- 5) Other Recommendations
  - a. Parking operations and business practices.

The staff working group recognizes that implementation of the Walker recommendations has immediate financial impacts that, over time, are envisioned to be recovered by the proposed rate adjustments. It is also recognized that for the program to be successful, residents, the business community and visitors must see tangible results of our efforts to improve the overall parking experience to gain their support for adjusted rates. Another concern that staff has continued to hear is that a solution for reasonably-priced employee parking needs to be identified. It is not feasible for all of the study recommendations to be implemented immediately and they also must be implemented in a manner which is consistent with the larger goal of properly pricing and managing parking while providing and encouraging use of alternative transportation solutions. Additionally, the solution needs to be consistent with the goals of the Land Use and Circulation Element Update of the General Plan.

## **Current Status**

Staff is currently reviewing the recommendations and developing detailed cost estimates and other resources needed to implement each one. Concurrently, staff is reviewing each recommendation to ensure that it is consistent with other Council and

community goals and is able to be implemented in a manner that furthers those goals. This will result in a proposed implementation plan that includes a review, a cost analysis and a prioritization for implementation of each of the recommendations.

Next Steps

Staff completed its analysis and development of recommendations in mid-November and will meet with the Bayside District Corporation's Parking Implementation Committee on December 8 to hear their input on staff's proposed implementation strategy. The plan is currently scheduled to be considered by Council in January.

**Attachment:** Summary of Recommendations

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## Walker Parking Downtown Parking Report Recommendations Implementation Plan Elements

Implementation Task		Who Assigned (lead Department (red), support departments)
<b>On-Street Parking Meters</b>		
1	Increase On-street Meter Rates to \$1.50 from \$1.00 hourly.	PCD, CMD
2	Extend hours of operation, 7 days/week to 10pm or later for meters that expire at 6pm.	PCD, CMD
3	Replace existing parking meters with ones that accept credit cards, and then raise rates to \$2.00 or more per hour.	ISD, CMD, ISD
<b>Parking Structures</b>		
4	Increase daily maximum rate to \$9.00 from \$7.00.	PCD, FIN
5	Increase hourly rate to \$2.00 from \$1.00 per 30 minutes.	PCD, FIN
6	Increase evening rate to \$5.00 from \$3.00.	PCD, FIN
7	Increase monthly parking permit rate from \$82.50 to \$121 (taxes included).	PCD, FIN
8	Charge \$1.00 for the 2nd hour of parking; 1st hour free.	PCD, FIN
<b>Other Parking Programs</b>		
9	Develop a public centralized valet program.	HED
10	Develop agreements for use of private parking for the public.	HED, PCD
11	Re-negotiate 100 Wilshire parking lease in PS 2.	HED, FIN
12	Expand transportation demand management programs and further incentivize use of alternate forms of transportation.	PCD
13	Provide shuttle service between Civic Center parking and the Bayside District when additional spaces are necessary.	BBB, PCD
14	Develop a capital replacement program for structures.	CMD, HED, FIN
15	Second round of façade improvements to structures.	CMD, HED, FIN
16	Expand pay-on-foot machines.	FIN, PCD, ISD
17	Expand or develop new smart card system.	FIN, PCD, ISD
18	Implement a parking advisory and trail blazing system (within structures).	FIN, ISD
19	Create a pedestrian wayfinding program.	HED
<b>Financing Plan</b>		
20	Create a separate account for net new revenue.	FIN
21	Develop a financing parking plan to use revenues to support development of necessary new parking resources as well as programs to support access to the Downtown.	FIN
22	Develop a new in-lieu parking program.	HED, PCD
23	Explore assessments for additional financing.	HED
<b>Other Recommendations</b>		
24	Review parking operations staffing	FIN
25	Review revenue control, cashiering, and nightly closeout procedures.	FIN
26	Review facility maintenance program.	FIN, CMD
27	Review customer service standards.	FIN, PCD

### Department Abbreviations

BBB	Big Blue Bus
CMD	Community Maintenance
FIN	Finance Department
HED	Housing & Economic Development
ISD	Information Systems
PCD	Planning & Community Development