

**CITY OF LONG BEACH  
BELMONT SHORE PARKING  
AND BUSINESS  
IMPROVEMENT AREA  
ADVISORY COMMISSION  
MINUTES**

**THURSDAY, AUGUST 21, 2014  
BAY SHORE LIBRARY, 195 BAY SHORE  
AVENUE, THIRD THURSDAY, 9:00 AM**

William Lorbeer, Chair  
Joy Starr, Vice Chair  
Eric Forsberg, Commissioner  
Samuel Lippke, Commissioner



Kurt Schneider, Commissioner  
Marsha Jeffer, Commissioner  
Lisa Ramelow, Commissioner

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**FINISHED AGENDA AND DRAFT MINUTES**

**REVISED**

**REGULAR MEETING**

**CALL TO ORDER**

At 9:00AM Chair Lorbeer called the meeting to order.

**ROLL CALL**

**Commissioners** Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric  
**Present:** Forsberg, Samuel Lippke and Lisa Ramelow

Also present: Ricky Dockery, CD 3 Staff; Joyce McDevitt, Conservation Corps Executive Director; Terry Endersen, BSRA President; Tom Modica, City of Long Beach Deputy City Manager; Amir Sedadi, IPS.

**CHAIR REPORT**

- 1) Library Bus Stop Removal and Reconfiguration.
  - Bus stop at Bay Shore Library has been removed and is out of service (June 2013) - and creates an opportunity to install additional parking.
  - Red curb length is 70' from alley to Bay Shore Drive - enough for at least 2 or 3 metered parking stalls

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and typical red curb length at intersections.

- LBT has confirmed bus stop has been permanently removed.
- 2) Park Avenue Bus Stop - Potential Length Reduction.
- Nothing to report this month.
- 3) Council Item - Update Belmont Shore Parking Studies.
- Nothing to report this month.
- 4) Sidewalk Steam Cleaning Schedule and Workscope changes.
- Sidewalk steam cleaning schedule has been modified to every week during summer.
  - Quarterly alley cleaning workscope expanded to include sidewalks adjacent to parking lots.
- 5) Auto Parkit - Automated Parking System.
- Nothing to report this month.
- 6) Damaged/Dead Tree Removal and Replacement.
- Three dead or damaged trees were removed last month.
  - Landscape contractor retained - work not net scheduled.
- 7) Entry Sign and Halyard repair.
- Halyard has been repaired.
  - Entry Sign has been repaired and should be reinstalled next week.
- 8) Announcements:

Commissioner Jeffer announced the upcoming Belmont Shore Car Show, September 17 & 18 Stroll and Savors, and the December 6, 2014 Belmont Shore Christmas Parade. She also spoke about potential name change of the Christmas Parade to the Holiday Parade.

**PUBLIC PARTICIPATION: Members of the public are invited to address the Commission on items of interest to the public within Commission jurisdiction. Each speaker will be limited to three minutes unless that time is extended by the Chair. Public participation will be heard without discussion or action on the issues raised.**

There was no public participation at this time.

**CONSENT CALENDAR**

1. [14-047BS](#) Recommendation to approve the minutes for the meeting held July 17, 2014.

**Attachments:** [14-047BS Finished Agenda And Draft Minutes 07.17.14.](#)

**A motion was made by Commissioner Forsberg, seconded by Schneider, to approve recommendation. The motion carried by the following vote:**

**Yes:** 7 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

2. [14-048BS](#) Recommendation to receive and file the Financial Report for the period ending June 30, 2014.

**Attachments:** [14-048BS BSPBIAAC 06.30.14 Financial Statement.pdf](#)

**A motion was made by Commissioner Forsberg, seconded by Schneider, to approve recommendation. The motion carried by the following vote:**

**Yes:** 7 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

3. [14-049BS](#) Recommendation to receive and file the Long Beach Transit Employee Bus Pass Program Status Report for the period June 1, 2014 through June 30, 2014.

**Attachments:** [14-049BS LBT Emp Bus Pass Program Monthly Report .](#)

**A motion was made by Commissioner Forsberg, seconded by Schneider, to approve recommendation. The motion carried by the following vote:**

**Yes:** 7 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

4. [14-050BS](#) Recommendation to receive and file the Long Beach Transit

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Employee Bus Pass Program Status Report for the period July 1, 2014 through July 31, 2014.

**Attachments:** [14-050BS LBT Emp Bus Pass Program Monthly Report](#) ,

Chair Lorbeer spoke about the positive data in last two reports regarding number of daily riders.

**A motion was made by Commissioner Forsberg, seconded by Schneider, to approve recommendation. The motion carried by the following vote:**

**Yes:** 7 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

## REGULAR AGENDA

5. [14-051BS](#) Recommendation to approve the Fiscal Year 2015 Belmont Shore Parking and Business Improvement Area Advisory Commission Meter Revenue Fund budget.

**Attachments:** [14-051BS Parking Meter Fund Budget FY 15.pdf](#)  
[FY 2015 BSPBIAAC Budget.pdf](#)

City staff addressed some of the budget line items that may need to be adjusted and approved in later Commission meeting.

Lorbeer spoke about the uncertainty of some of the budget items, and that a revision is likely in the near future.

**A motion was made by Commissioner Starr, seconded by Commissioner Ramelow, to approve recommendation. The motion carried by the following vote:**

**Yes:** 7 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

6. [14-052BS](#) Recommendation to receive and file the status report regarding purchase and installation of public security cameras on 2nd Street in Belmont Shore, and approval of a starting location for the camera installations.

**Attachments:** [14-052BS Security Cameras status rpt.pdf](#)

Lorbeer spoke about September or October installation date, would take about one month to complete, cameras would go live as each is installed, and asked if there is a start location preference.

Commissioner Schneider spoke about starting on the east end of 2nd Street, near Bay Shore Avenue.

Larry Goodhue spoke in support of security cameras, suggested installing cameras in the alleys.

Commissioner Forsberg spoke about the BSRA discussing cameras in CLB parking lots, and LBPD reports.

Commissioner Jeffer asked about future alley cameras.

Lorbeer spoke about participants in alley activity would most likely flee on streets covered by cameras, and that installation of new security cameras should start at the east end of 2nd Street.

**A motion was made by Commissioner Jeffer, seconded by Lippke, to approve recommendation. The motion carried by the following vote:**

**Yes:** 7 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

7. [14-053BS](#)

Recommendation to receive and file the Parking Meter Study Report prepared by City staff, and dated August 13, 2014, outlining various issues related to metered parking.

**Attachments:** [14-053BS Parking Meter Study Report.pdf](#)  
[FINAL REPORT Parking Meters 8-15-14.pdf](#)

Lorbeer spoke about the history of the Commission and Councilmember DeLong pursuing new smart meters for Belmont Shore, the research involved, and early negotiations with IPS. He also discussed parking rates and potential alternatives to raising rates to \$1.00 per hour, a Commission vote on this agenda item is for Receive and File alone, and technological issues.

Commissioner Schneider spoke about parking meter purposes, rate increase opposition, and value of sensors.

Lorbeer spoke about rate increase opposition, and alternatives for revenue/expenditure neutrality.

Commissioner Jeffer spoke about rate increase would not improve the business community.

Commissioner Lippke spoke about rate increase would not drive patrons to Seal Beach.

Commissioners Ramelow and Schneiter agreed with Lippke.

Lippke supported rate increase, said credit card capability is necessary.

Commissioner Forsberg stated that there is value to making parking meter rates consistent throughout the City.

Lorbeer spoke about a San Francisco study that evaluated the value of variable rates.

Schneiter spoke about stratifying rates.

Forsberg spoke about importance of standardizing equipment.

Lippke spoke about value of new meters.

Ramelow asked about convenience fees.

Lorbeer spoke about challenge of being first city to assess convenience fees.

Tom Modica spoke about spirited discussion, then handed out a Power Point presentation hard copy and discussed the presentation regarding the City's parking meter study report. He also spoke about the challenges regarding convenience fees. (An emailed copy of the Power Point presentation can be requested by contacting Jim Fisk via phone at 562-570-3863, or email at jim.fisk@longbeach.gov.)

Lorbeer spoke about charging a minimum fee for credit card usage.

**A BRIEF BREAK WAS NECESSARY FOR THOSE WHO NEEDED TO FEED THE PARKING METERS TO AVOID BEING CITED IN VIOLATION.**

Schneiter spoke about parking meter revenue dedicated to be used in Belmont Shore.

Modica spoke about intent for revenue to stay in Belmont Shore.

Lorbeer spoke about history of parking meters relative to City debt, parking turnover, and expanding meter hours.

Schneiter spoke about history of meter hours.

Jeffer spoke about adverse affect for businesses with quick patron turnover.

Lorbeer asked for anticipated council vote.

Modica said projected council item for late September or early October.

Lorbeer informed that the next BSPBIAAC meeting will be September 18, 2014.

Lippke asked about all costs for meters.

Modica spoke about meter heights might need adjustment for ADA requirements, therefore additional installation fees.

Schneiter spoke about handicap parking is no fee.

Modica spoke about avoiding legal challenges.

Lorbeer spoke about street parking versus parking lot parking for handicap spaces and fees.

Modica spoke about standardizing meter heights.

Lippke asked about spare part fees and reselling old meters.

Lorbeer said old meters cannot be resold.

Modica spoke about outreach efforts and potential revised recommendation to City council.

Lorbeer spoke about BSPBIAAC reserve money that could cover revenue shortage if rates were not raised to \$1.00 per hour.

Modica spoke about possible smaller rate increase, evaluate, then adjust if necessary.

Lorbeer spoke about convenience fee versus minimum amount charged with credit card usage.

Modica said that minimum charge had not been considered.

Amir Sedadi spoke about convenience fees not being assessed by any other California cities.

Schneiter asked about in-ground puck versus installed on the pole.

Sedadi spoke about uncertainty regarding pole mounted pucks.

Schneiter spoke about 3 year cycle for replacing pucks.

Sedadi spoke about meters made to last seven years.

Lorbeer asked if "way finding" would reduce battery life.

Sedadi said "way finding" would not reduce battery lives.

Jeffer asked if post mounted pucks are now available.

Sedadi said puck availability is in testing phase at this time, and that the Sacramento contract warranties for first year free, and the City of Long Beach can add insurance.

Modica reiterated that piggybacking with the Sacramento contract allows same rate for purchase of 1,600 meters as purchase of 6,000 meters.

Jeffer asked for installation time for pucks.

Modica said puck installation is quick.

Sedadi spoke about working with the City to reduce any traffic interference when installing the pucks.

Schneiter asked about depreciation value of meters and if it was factored into cost estimates.

Modica stated that the City can amortize the costs.

Lorbeer spoke about replacement costs and citation revenue.

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Modica stated that the study report projected that citation revenue would remain flat.

Sedadi spoke about meter display.

Ramelow spoke about meters still accepting coins.

Jeff Miller spoke about restoring 20 minute parking limit in areas that were eliminated, and the negative perception of convenience fees. He also asked about sensor details.

Lorbeer spoke about signage regarding available parking.

Larry Goodhue spoke about the Commission getting into the credit card business.

Sedadi spoke about smart cards, but would require additional fees.

Harold Sturgeon spoke about employee parking concerns and resident frustration.

Lorbeer recommended no rate change.

Schneiter spoke about capacity utilization at 100 percent.

Lorbeer spoke about possible special meeting.

Terry Endersen asked about two hour limit enforcement with new meters.

Lorbeer said two hour enforcement is an option.

Forsberg stated that the next BSRA meeting is scheduled for September 11, therefore no special meeting would be necessary.

Jeffer recommended proposing a couple tentative special meeting dates.

Lorbeer spoke about need for a special meeting, possibly at a church or school, and reminded the Commission that today's agenda item is solely a Receive and File vote, and not a vote for a rate increase.

**A motion was made by Schneiter, seconded by Lippke, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Excused:** 1 - Joy Starr

**PUBLIC PARTICIPATION:** Members of the public are invited to address the Commission on items of interest to the public within Commission jurisdiction. Each speaker will be limited to three minutes unless that time is extended by the Chair. Public participation will be heard without discussion or action on the issues raised.

## **ADJOURNMENT**

### Note:

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If a special accommodation is desired, please call Jim Fisk 48 hours prior to the Belmont Shore Parking and Business Improvement Area Advisory Commission meeting at (562) 570-3863. This information is available in an alternative format by request to Jim Fisk at (562) 570-3863. For correspondence purposes you can reach City staff at [jim.fisk@longbeach.gov](mailto:jim.fisk@longbeach.gov).