



Date: October 16, 2018
To: Patrick H. West, City Manager *T.M.*
From: *CB* Craig A. Beck, Director
For: Mayor and Members of the City Council
Subject: **Citywide Parking Operations Update**

This memorandum is intended to provide the City Council with an update of citywide parking operations, including those within the Coastal Zone.

Citywide Parking Operations

The Department of Public Works (PW) oversees the citywide operation and management of 29 parking assets (structures and lots) totaling 10,700 parking stalls and 1,840 single-space smart parking meters. The garages and lots serve the Downtown and coastal communities by providing daily, monthly, annual, and special event parking support to residents, businesses, and visitors. Smart meters support the Belmont Shore, Downtown, and Pike business areas.

Coastal Parking Operations

Of these assets, 14 are lots located within the coastal area sharing local and state jurisdiction and total approximately 6,700 parking spaces. Additionally, PW supports the installation, maintenance, and revenue collection of 490 metered stalls in the Belmont Shore area located on 2nd Street, and in adjacent lots from East Livingston Drive to Bay Shore Avenue. Combined, the revenue for these on and off-street parking locations totaled \$9,145,070 in Fiscal Year 2017 (FY 17).

In September 2016, Walker Parking Consultants conducted a benchmarking exercise to determine how Long Beach's policies compared to those of similar beach locations. The locations selected were the public lots at Newport Beach, Huntington Beach, and Santa Monica. A comparison of hourly, daily max, and evening rates for weekdays and weekends, both in peak (summer) and non-peak (winter) periods of the year, as well as hours of operations, for all comparable locations was conducted. The following table shows a comparison of hourly rates across these locations:

COASTAL CITIES	JURISDICTION (hours of payment enforcement)	PRICING (DAILY)			
		Summer (Peak)		Winter (Off-Peak)	
		Weekday	Weekend	Weekday	Weekend
		Hourly	Hourly	Hourly	Hourly
Newport Beach (Balboa Pier)	City of Newport Beach (24/7)	\$1.75	\$1.75	\$1.20	\$1.20
Newport Beach (Corona Del Mar)		\$3.25 avg	\$3.25 avg	\$1.50	\$3.25 avg
Newport Beach (Lot A)		\$1.75	\$1.75	\$0.60	\$0.60
Santa Monica Beach (Pier Deck)	City of Santa Monica (sunrise-sunset)	\$3	\$3	\$2	\$3
Santa Monica Beach (Annenberg)		\$3	\$3	\$3	\$3
Huntington Beach (Pier Plaza)	City of Huntington Beach (8am-10pm)	\$1	\$1	\$1	\$1
Huntington Beach (Main Promenade)		\$1	\$1	\$1	\$1
Huntington Beach (Strand)		\$2	\$2	\$2	\$2
Long Beach (Pier Point Landing)	City of Long Beach (1 hr. before sunset – 10pm)	\$2.25	\$2.25	\$2.25	\$2.25
Long Beach (Marina Green)		\$2.25	\$2.25	\$2.25	\$2.25
Long Beach (Belmont Pier)		\$1	\$1	\$1	\$1
Long Beach (La Verne & Ocean)		\$1	\$1	\$1	\$1
Long Beach (54th/Claremont & Ocean)		\$1	\$1	\$1	\$1
Long Beach (Mothers Beach)		\$1	\$1	\$1	\$1

On average, the comparable cities lots are priced approximately 48 percent higher than Long Beach during the summer, and up to 33 percent higher in winter. Long Beach is competitively priced with the cities surveyed.

On-Street Parking Meters

In April 2015, the City began conversion of all coin meters to single-space smart meters through IPS Group, Inc. Smart meters improve users' parking access by accepting both credit and coin payments. Smart meter usage and revenue is streamlined through an online dashboard to provide real-time data and opportunities for parking trend analysis, supporting policy decision-making.

On April 17, 2018, the City Council requested additional information regarding location of smart meters in the Coastal Zone. Smart meters are currently installed in the Downtown, Belmont Shore, and Pike areas. Only the Pike meters are within State Permit Jurisdiction in the City of Long Beach Coastal Zone. The Belmont Shore and Downtown meters are within City Permit Jurisdiction.

Current analysis shows that the rate to recover installation, operation, and maintenance costs is a minimum of \$0.75 per hour. Long Beach Municipal Code Chapter 10.28 outlines the City's policy regarding parking meter installation, operation, payment, time limits, and zones. Parking meter zones and rates are created through a City Council Resolution, with rates varying from zone to zone. City staff recommends rates based on a detailed cost analysis of existing zones throughout the City to ensure, at minimum, installation, operation, and maintenance costs are recovered.

Smart meters citywide offer a five-minute courtesy time to users. Based on a 12-month analysis (June 2017 to July 2018) of courtesy time usage in the Belmont Shore area, data shows an average loss of revenue through the use of courtesy time is \$3,327 monthly and \$82,682 annually. Parking meter (net) revenue in the Belmont Shore and Downtown business districts support beautification and improvement projects such as the 2nd Street Median improvements, Belmont Shore surface lots renovation, and smart meter upgrades.

The table below shows the hourly smart meter rates by area:

Zone	Area	Rate	Hours of Enforcement
1, 1A	Belmont Shore – Street and Lots	\$0.75 per hour	10am-7pm; 2hr max
4, 5, 6	Downtown - Core	\$1.50 per hour	9am-9pm; 2hr max
2, 3, 18	Downtown - Outside	\$1.00 per hour	9am-6pm; 2hr max
19-25	Pike	\$2.00 per hour	9am-9pm; 2hr max

Off-Street Parking Locations

Exhibit A (attached) shows the asset type (structure or lot), asset name, rates, and hours of operation for the 29 City-owned and operated assets, citywide. The table also highlights locations within California Coastal Commission (CCC) jurisdiction, local jurisdiction, and joint jurisdiction (assets located in both the CCC and local jurisdiction zones).

Assets located in both the CCC and local jurisdictions require approval to changes in permit programs, hours of operation, hours of payment enforcement, and rates. The CCC's mission is to protect and enhance California's coast and ocean for present and future generations through careful planning and regulation and prioritizes equal access for all to the coastline.

PW is in the process of submitting an application to the CCC for approval of an updated annual beach permit program, identifying specific lots for day and overnight permits and, thereby, reducing 24/7 parking, which created concerns with long-term parking and vehicle storage in the coastal lots. Additionally, the application includes updates to the hours of operation and payment enforcement, which have not been consistent throughout the beach lots. Not only did this create confusion among beach-goers, but also made it difficult to create consistent enforcement and maintenance.

Hours of operation and rates to transient and monthly parking programs for assets outside of the CCC and local jurisdiction are subject to City Council approval.

Technology Improving Mobility

PW supports the use of technology to improve the user-experience with initiatives such as an updated parking website ParkLB.com, EZParkLB, EZCommuteLB, and Bike Share Long Beach. The parking website allows users access, through both desktop and mobile devices, to information on all citywide parking assets, special events, hours of operations, rates, and monthly and annual permit programs. EZParkLB is a mobile application that allows users to find parking availability and rates in real-time and is also featured on our website to provide cross-device integration. EZCommuteLB was developed to allow employees and local commuters an opportunity to find alternative commuting options including carpool riders and transit information. The City continues to locate Bike Share hubs nearby all major parking assets in the Downtown, waterfront, and beach areas.

PW is also working on a new initiative called Passport, which is a pay-by-phone option for users. Customers will be able to open the app and add time to their parking space remotely from their mobile device. This improves customer service and convenience to end-users.

If you have any questions regarding this matter, please call Business Operations Bureau Manager Malcolm Oscarson at (562) 570-6325.

CB:MO:jc
[TFF - Parking in the City's Coastal Area.docx](#)

ATTACHMENTS: A – RATES AND HOURS OF CITY PARKING ASSETS

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER
MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #18-0349, #17-0091)

Exhibit A

Type (Lot/Structure)	Jurisdiction	Facility Name	Rate(s)	Hours of Operation
Structure	Coastal	Aquarium	\$2.15 per 30 min - \$15 daily max; \$8 with Aquarium validation	24/7
Structure	Local	City Place A	2-hours free; daily max \$12	24/7
Structure	Local	City Place B	2-hours free; daily max \$12	24/7
Structure	Local	City Place C	2-hours free; daily max \$12	24/7
Structure	Local	Civic Center	30 minutes free; daily max \$10	24/7
Structure	Local	Lincoln Garage	Currently closed for construction	
Structure	Coastal	Pike	30 minutes free; daily max \$16; 2 hours free retail/restaurant validation; 3.5 hours free Cinemark validation	24/7
Lot	Local	City Place B Surface	Currently closed for construction	
Lot	Local	Pacific and 3rd St	Operates as City fleet vehicle parking	
Lot	Local	Pacific and 4th St	\$6 per day	24/7
Lot	Local	Pacific @ 7th	\$5 per day	24/7
Lot	Local	Long Beach Blvd & Broadway	\$5 per day	24/7
Lot	Local	City East	\$5 per day	24/7
Lot	Local	M-1	monthly permits only	24/7
Lot	Local	Promenade Lot	monthly permits only	24/7
Lot	Local	Linden	no charge	24/7
Lot	Local	Market	no charge	24/7
Lot	Coastal	PW Surface Lot	25 minutes free; daily max \$21	M - F; 8am-5pm
Lot	Coastal	Catalina Surface Lot	Operates as Pike employee parking per agreement	
Beach Lot	Coastal	Pierpoint Landing	\$.25 per 15 min	8am-12am
Beach Lot	Coastal	Marina Green	\$.25 per 15 min	8am-12am
Beach Lot	Joint	Alamitos Lot	\$.25 per 15 min	8am-8pm
Beach Lot	Joint	Junipero Lot	\$.25 per 15 min	8am-8pm
Beach Lot	Joint	Belmont Pier Lot	\$.25 per 15 min	8am-6pm
Beach Lot	Joint	Granada Lot	\$.25 per 15 min	8am-8pm
Beach Lot	Local	LaVerne Lot	\$.25 per 15 min	8am-8pm
Beach Lot	Local	54th & Claremont	\$.25 per 15 min	8am-8pm
Beach Lot	Local	Marine Park (Mother's Beach)	\$.25 per 15 min	8am-8pm
Beach Lot	Joint	72nd Street	\$.25 per 15 min	8am-8pm