



CITY OF LONG BEACH

NB-38

DEPARTMENT OF PARKS, RECREATION & MARINE

2760 N. Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

www.lb parks.org

December 16, 2008

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

RECOMMENDATION:

Authorize the City Manager to approve a pilot program to offer discounted overnight parking in the La Verne Avenue and Junipero Beach parking lots for a four-month period, from January 1, 2009 to April 30, 2009. (Districts 2 and 3)

DISCUSSION

The City of Long Beach implemented a beach parking lot overnight parking program a number of years ago. This program currently offers paid overnight parking in the following five parking lots:

- Alamitos Beach
- Junipero Beach
- Belmont Veterans Memorial Pier
- La Verne Avenue
- 54th Place

This program was initially priced at \$30.00 per month, payable in advance for the year or remainder of the year. The pricing was changed in 2007 to \$25.00 per month if pre-paid, and \$30.00 per month if paid monthly with a credit card.

There are currently 93 customers that have purchased overnight parking passes. Of these, 82 customers live in the 90802 zip code area, which suggests that the only parking lot that is significantly used for this program is the Alamitos Beach lot in the downtown area. In an effort to enhance usage of the program and determine if cost is a factor in the utilization of the program, a four-month pilot program is recommended wherein overnight parking would be available at a discounted rate of \$5 per month in the La Verne Avenue and Junipero Beach parking lots.

This matter was reviewed by Deputy City Attorney Gary Anderson on October 29, 2008, and Budget and Performance Management Manager Dave Wodynski on October 30, 2008.

TIMING CONSIDERATIONS

City Council action is requested on December 16, 2008, in order to promote the pilot program during the month of December.

FISCAL IMPACT

There will be minimal financial impact for the pilot program since participants of the program will be paying only \$5 per month and the pilot program will affect only two beach parking lots, both of which are minimally used at this time. It is anticipated that this pilot program will enhance usage of the program's parking lots beginning in summer 2009, thereby generating a positive financial impact for the Tidelands Operating Fund.

SUGGESTED ACTION:

Approve recommendation.

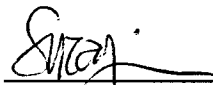
Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MS:bjg

APPROVED:

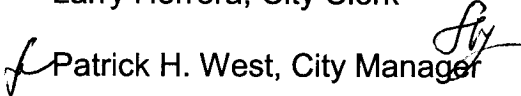


PATRICK H. WEST
CITY MANAGER



City of Long Beach Memorandum
Working Together to Serve

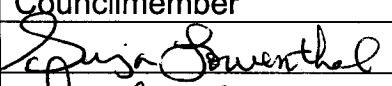
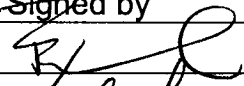
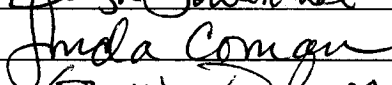
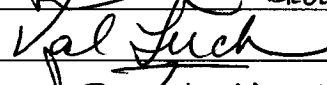
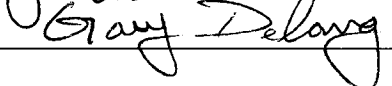
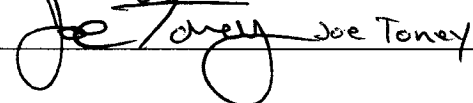
REQUEST TO ADD AGENDA ITEM

Date: 12/10/08
To: Larry Herrera, City Clerk
From:  Patrick H. West, City Manager
Subject: Request to Add Agenda Item to Council Agenda of December 16, 2008

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Authorize the City Manager to approve a pilot program to offer discounted overnight parking in the La Verne Avenue and Junipero Beach parking lots for a four-month period, from January 1, 2009 to April 30, 2009. (Districts 2 and 3)

Council District	Authorizing Councilmember	Signed by
2		 BROCK EDWARDS
9		
3		 JOE TONEY

Attachment: Staff Report dated December 16, 2008

CC: Office of the Mayor