



# CITY OF LONG BEACH

## R-26

DEPARTMENT OF PARKS, RECREATION & MARINE

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

(562) 570-3100 • FAX (562) 570-3109

[www.lbparks.org](http://www.lbparks.org)

November 18, 2008

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Authorize the City Manager to approve a pilot program to offer free 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
- 54<sup>th</sup> 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 free overnight parking would be available 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 November 18, 2008, in order promote the pilot program during the month of December.

FISCAL IMPACT

There will be no financial impact for the pilot program since participants of the program will not be paying customers 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