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Presentation to the Budget Oversight Committee

Parking Asset Management

May 25, 2010





Overview of Parking Operations

	Meters	Garages	Surface Lots	Permits	Enforcement	Cash and Payment Collections/ Processing	Other
Airport		X	X		X	X	
CD		X	X				X
FM				X		X	
PD					X		
Port					X		
PRM	X		X	X	X	X	X
PW	X			X	X	X	X
DV		X	X	X		X	X



Meters

- **Departments - Parks, Recreation and Marine (PRM) and Public Works (PW)**
- **Approximately 6,314 total meters in 29 areas throughout the City.**
Examples include: 562 coin meters at Granada; 1,162 meters downtown; and 562 meters at Belmont Pool Beach Parking Lots
- **Hours of operation - range generally from 8 am - 6 pm at most locations. (Other hours include 10 am - 4 pm and 8 am to Midnight)**
- **Meter rates - Range from \$0.25/hr (Belmont Shore) to \$3/hr (Marina Green and Pier Point)**
- **Customer served* - waterfront visitors, businesses and the general public downtown**

* PW also contracts-in collections and maintenance for Seal Beach meters



Garages

- **Departments** - Airport (AP), Community Development (CD) and Development Services (DV)
- **Locations** - Catalina Landing, Convention Center, Broadway, Lincoln, City Place A/B/C, Queensway Bay/Aquarium, the Pike and Airport
- **Approximately 12,108 total spaces** are available
- **Hours of operation** - vary between 5:00 am and 2:30 am based on structure. Airport, Lincoln (employees) and the Pike open 24 hours
- **Customers served** - include Catalina Landing tenants, Catalina Express customers, City employees, downtown shoppers and residents, general public, Airport travelers and convention, Aquarium, and Queen Mary visitors



Non-Metered Surface Lots

- **Departments** - AP, CD, DV, PRM and PW
- **Locations** - Airport Lots B/C/D, Catalina Landing, Long Beach Arena, LB Museum of Art, Queen Mary, Launch Ramps, El Dorado Park and 14 other locations throughout the City
- **Approximately 10,882 spaces** are available*
- **Hours of operation** - vary by location. Many are open 24 hours
- **Customers served** - include business employees, patrons, vendors, commuters, Airport travelers, residents and the general public

* Urban Parking Program - City facilitates renting out parking lot after hours to area residents (6 participating lots, approx 112 spaces)



Permits

- **Departments - DV, PRM, PW, FM**
- **Types of Permits -**
 - Monthly permits to public at City and RDA lots/structures
 - Daily permits for special events, annual passes, and overnight parking passes at Beach Lots
 - Annual passes to El Dorado Parking Lots
 - Preferential Parking Districts and Permits



Enforcement

- **Departments - Police (PD), PRM, PW, CD, Harbor (HA), and AP**
 - PD on adhoc basis
 - PD/Marine Patrol and PW at beaches and in marinas
 - PRM/Park Rangers in parks
 - PW for Street Sweeping and Parking Enforcement
 - HA/Security Division for unassigned vehicles per Tariff Law (i.e., trailer is left without a truck in designated areas)
 - HA/Security Division for municipal code parking violations
 - AP Police Officers and SSOs at Airport



Enforcement

Adjudication

- Citizens can contest citations within 21 days by mail, fax, phone, or in person directly with the issuing department
- Each issuing department evaluates appeal and sends FM notice of upholding or dismissing citation, and FM sends notice to the citizen
- If citation is not dismissed, the citizen must pay penalty but can request an administrative hearing held twice a month. FM handles all scheduling and coordination of hearings. The hearing officer mails decision to the citizen and the City
- If citation is not dismissed, the citizen can appeal in the Superior Court with a \$25 filing fee



Cash and Payment Collection/Processing

- FM collects citation payments and reallocates revenue to issuing departments
- DV, PRM, AP and PW perform other collection activities
 - PW collects from parking meters, and count and deposit all money for all City customer departments
 - DV, PRM and AP conduct cash collections through contractor



Other

- **Business Improvement Districts**
 - Belmont Shore - Revenue from the 498 meters in District are deposited into a special revenue fund to be spent in the District; the Belmont Shore Advisory Committee advises the City on use of revenue
 - DLBA - Parking meter revenue sharing agreement where DLBA receives 50 percent of net revenue from downtown parking meters
- **Events/Filming/PTMO**
 - DV offers pre-cash parking for special events (Pre-cash in Queensway Bay/Aquarium only); assists PTMO with event planning for events north of Ocean and occasionally events south of Ocean
 - PRM offers parking for various special events. Fees are determined by the management of that particular property
- **Valet**
 - DV offers valet through contractor during special events at the Queensway Bay/Aquarium Parking Structure
 - PW issues permits required of valet operators and posts valet signs
 - PW/Pike Surface Lot at the Pike (127 spaces) reserved for valet



Parking Efficiency Achievements

- Use of hand-held devices for enforcement - 2005
- Consolidation of TSD and RDA parking oversight - 2005
- Installation of multi-space meters - 2007
- Partnerships to provide enhanced neighborhood parking - 2007
- Consolidation of dedicated enforcement personnel into the Public Works Department - 2008
 - Standardization of policies and practices
 - Cross training of staff to better utilize resources
 - Implementation of Zonar
- Parking Optimization Strategic Plan - 2008
- Automation of Broadway and CityPlace garages - 2010



Public-Private Partnerships

- Some cities are pursuing public-private partnerships (P3s) for parking asset management
 - In place in Chicago, Atlanta and Washington, DC
 - Being considered in Los Angeles, Las Vegas, Indianapolis and Pittsburgh
- Private profit can be made through improved performance and introduction of new technology
- Models include:
 - Sale/leaseback of structures
 - Long-term concessions of facilities and meters
 - Revenue sharing



Public-Private Partnerships

- **The Chicago Model:**
 - \$563 million concession for 6 structures for 75 years (2006)
 - \$1.15 billion concession for 36,000 meters for 99 years (2009)
 - Required contractor to upgrade and maintain meter system
 - City retained rights to adjust rates as well as responsibility for regulations, enforcement and collections
- **Problems encountered:**
 - Parking rates were increased simultaneously, in some cases quadrupling
 - Meters could not handle coin volume and malfunctioned
 - City continued to use public funds to repair meters
 - Deal criticized as underestimating the parking system's value
 - Term criticized as too long
 - Challenge lawsuit filed in 2009; still in litigation



Public-Private Partnerships

The Chicago Model, cont.

- **Outcomes:**
 - Proceeds used to provide immediate and mid-term budget relief, retire debt, establish reserve funds and invest in neighborhoods and community programs
 - City's credit rating was raised, lowering borrowing costs
 - Average meter repair time reduced
 - Central city merchants say customers have decreased
- **Lessons learned:**
 - Need for gradual transition to the P3 model
 - Need for extensive community outreach



Public-Private Partnerships

The Washington, DC Model:

- Entered a 7-year, \$26 million meter management contract in 1998
- Contractor was required to:
 - Provide parking meter equipment
 - Remove, install and maintain parking meters
 - Collect and account for meter revenues
 - Provide a meter management system
- Outcomes:
 - As of 2005, revenues were lower than projected
 - Costs and customer complaints increased
- Lessons learned:
 - Need for independent monitoring, validation and enforcement of contract



Public-Private Partnerships

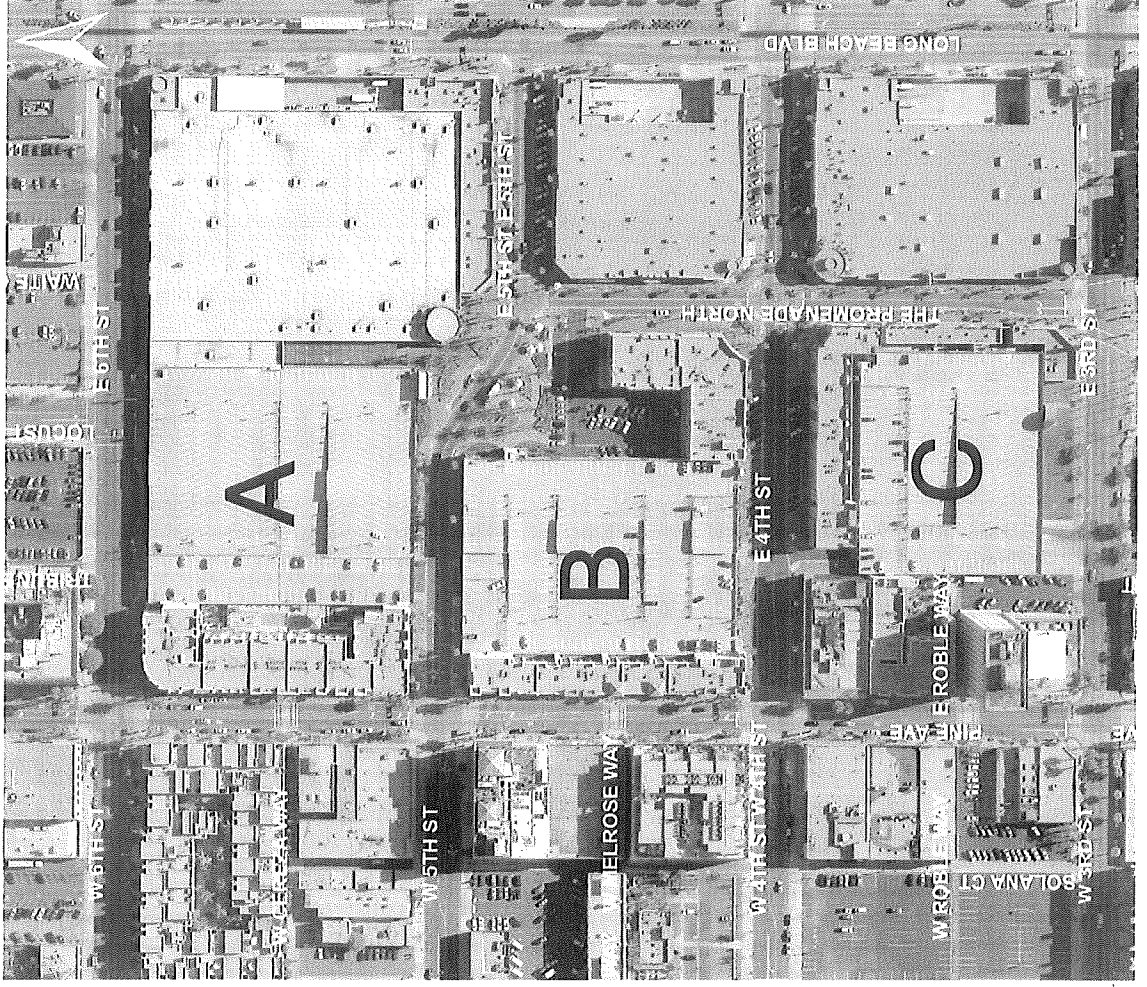
- A significant amount of research and internal assessment would be required to successfully implement a P3 in Long Beach



CityPlace Parking Garages

Description of Asset:

Three garages (A, B and C) operated by Redevelopment's Parking Operations Division





CityPlace Parking Garages

- **Benefits:**
 - Provides plentiful, inexpensive parking for CityPlace and downtown visitors and residents
- **Location:**
 - In CityPlace at 50 E. 3rd (A), 5th (B) and 6th (C) streets
- **Number of spaces: 2,408**
 - A: 946; B: 864; C: 598
 - 507 reserved for owners/tenants; 1,790 code-required public/customer spaces; 111 additional public/customer spaces
- **Hours of availability:**
 - A: Staffed Monday-Thursday 12-7:30 PM, Friday-Sunday 12-10 PM; gates open during off hours
 - B: 24 hours for monthly cardholders only
 - C: Staffed Sunday-Wednesday 12 PM-12 AM, Thursday 12 PM-2:30 AM, Friday 9:30 AM-2:30 AM, Saturday 12 PM-2:30 AM; gates open during off hours



CityPlace Parking Garages

- **Customers Served:**
 - CityPlace customers, residents and employees
 - Special event attendees and other downtown visitors
- **Type of equipment:**
 - Gated with manned cashier booths; to be automated in FY11
- **Considerations for entering a P3 at CityPlace:**
 - Existing tax-exempt bonds and debt service
 - Issued in 2001; final maturity in 2027
 - \$14.8 million remaining to pay
 - Will require discussion of legalities with bond counsel
 - Terms of parking rights agreement with property owner
 - Requires 2 hours of free parking
 - Governs rate increases; requires in-depth analysis and lengthy public review



Beach Parking

- Description of Asset:
 - Fourteen beach parking lots stretched throughout our waterfront area





Beach Parking

- **Benefits:**
 - Provides plentiful parking for residents, beachgoers and other waterfront visitors
- **Locations:**
 - Various beach and waterfront areas
- **Number of Spaces:**
 - 2,579 total
 - 2,105 spaces that generate revenue for Tidelands
 - 474 spaces that generate revenue for the General Fund
- **Hours of Operation:**
 - Most 8 AM - 6 PM
 - Marina Green and Pier Point - 8 AM - 12 AM
 - Colorado Lagoon and Marina Park - 10 AM - 4 PM



Beach Parking

- **Customers Served:**
 - Residents, beachgoers and other waterfront recreators and visitors
- **Type of Equipment:**
 - Meters and pay station
- **Additional Fees**
 - Daily Beach Lot Pass - paid in advance - \$9/day
 - Annual Beach Pass - \$144/year, \$72/year for seniors



Beach Parking

Tidelands Fund Beach Lots

Lot	Number of Metered Spaces	Rate (per 15 minutes)
Marina Green	381	\$.75
Belmont Pier	248	\$.25
Belmont Pool	562	\$.25
Junipero	452	\$.25
Pier Point	145	\$.75
72nd Place	139	\$.25
Marina Mole	29	\$.25
Alamitos	138	\$.25
Golden Shore	11	\$.25
Total	2,105	



Beach Parking

General Fund Beach Lots

Lot	Number of Metered Spaces	Rate (per 15 minutes)
Marina Park	162	\$.25
Bay Shore	40	\$.25
54th Place	54	\$.25
La Verne	161	\$.25
Colorado Lagoon	57	\$.25
Total	474	



Beach Parking

- **Considerations for entering a P3 at beach lots:**
 - Change in management of lots would require Coastal Commission approval
 - Approval process for rate adjustments, both from City and Coastal Commission
 - Annual Beach Lot Parking Pass program
 - Existing contract to collect revenue in certain lots
 - Coordination and responsibility for street sweeping of the lots
 - Ownership and maintenance of equipment
 - Use of lots for special events



Conclusion

- Eight departments participate in City's various parking facilities and operations
- Further in-depth financial analysis and consideration of operating needs, existing debt, current staffing, and revenue sharing and other agreements would be required to determine viability of P3s in Long Beach
- Staff would need direction from City Council to Proceed

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