



# CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

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

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

December 19, 2006

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt the attached Resolution to change the overnight parking fee at beach area parking lots from \$30 per month, or any portion thereof, to include a discounted fee of \$25 per month, or any portion thereof, for paying for the term of the pass in advance. (Districts 2 & 3)

## DISCUSSION

The City implemented an overnight parking program in the Alamitos Avenue, Belmont Veterans Memorial Pier, 54<sup>th</sup> Place, and LaVerne Avenue beach parking lots in 2001. This program was developed for local residents in Belmont Shore and other coastal areas to help alleviate parking problems in the areas surrounding the lots. Anyone wishing to park in the designated lots between the hours of 10:00 p.m. and 8:00 a.m. is required to purchase a pass from the Department of Parks, Recreation and Marine, Marine Bureau, and permanently affix the pass to the permitted vehicle. These passes are available on a monthly basis or an annual (January-December) basis. To avoid vehicle storage in these lots, the pass does not supplant the meters during the hours of meter operation.

The fee established to purchase these passes is \$30 per month, or any portion thereof. If customers purchase the annual pass later in the year, they are required to pay for the months remaining in the year. If a pass is returned before the end of the term, the unused portion is refunded to the customer without penalty or additional fee. For those few customers that chose to purchase annual passes in January of each year, concerns had been raised that the required \$360 balance due may have been too high for some citizens to afford. In an effort to make this program more affordable, it has been requested that the fee be modified to allow anyone wishing to pay for an annual pass would pay at the rate of \$25 per month, for a maximum upfront cost of \$300 for the full 12 months. The reduced cost passes the savings realized from reduced staff time needed to process monthly billing back to the customer that will now opt to pay for the full year, or any remaining portion thereof. This would allow customers the option to pay the \$30 monthly fee or pay the \$25 fee for a full year, or any portion thereof.

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This matter was reviewed by Principal Deputy City Attorney Charles Parkin on December 5, 2006, and Budget Management Officer David Wodynski on December 8, 2006.

TIMING CONSIDERATIONS

City Council action is requested on December 19, 2006, in order to implement the change for the sale of 2007 passes.

FISCAL IMPACT

Revenues received from this program are deposited in the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine. Revenues from this program are currently budgeted at \$40,000. Given that the cost savings to the customer are nominal, it is not anticipated that this fee change will significantly affect the revenues. Also, since there will be no reduction to the operating budget in the Department of Parks, Recreation and Marine associated with this new fee scheme, no savings will be realized from this effort.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER  
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MAS:bjg

Attachment: Resolution

APPROVED:



GERALD R. MILLER  
CITY MANAGER

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH AMENDING THE FEE FOR  
OVERNIGHT PARKING AT BEACH AREA PARKING LOTS

WHEREAS, Section 10.30.080(G) provides that the Director of Parks,  
Recreation and Marine, or his designee, may allow overnight parking by permit at  
Beach Area Parking Lots at a fee as established by City Council resolution; and

WHEREAS, the City Council of the City of Long Beach adopted  
Resolution Number C-27663 which established the overnight parking lot fee at \$30 per  
month, or any portion thereof; and

WHEREAS, the City Council of the City of Long Beach wishes to increase  
the payment options including the offer of a prepayment discount to make the program  
more accessible.

NOW, THEREFORE, the City Council of the City of Long Beach resolves  
as follows:

Section 1. Section 10.30.080(G) provides that the Director of Parks,  
Recreation and Marine, or his designee, may allow overnight parking by permit at  
Beach Area Parking Lots at a fee as established by City Council resolution. This fee for  
a permit to park in the designated lots shall be \$30 per month or any portion thereof.  
Any customer paying the full year in advance shall be entitled to a discounted fee of  
\$25 per month or portion thereof for the year.

Sec. 2. This resolution shall take effect immediately upon its adoption by  
the City Council, and the City Clerk shall certify to the vote adopting this resolution.

Sec. 3. Resolution No. C-27663 is hereby rescinded.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2006, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City Clerk

JCP:abc 06-06333 12/6/06  
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