

**CITY OF LONG BEACH
BELMONT SHORE PARKING
AND BUSINESS
IMPROVEMENT AREA
ADVISORY COMMISSION
MINUTES**

**THURSDAY, SEPTEMBER 18, 2014
BAY SHORE LIBRARY, 195 BAY SHORE
AVENUE, THIRD THURSDAY, 9:00 AM**

William Lorbeer, Chair
Joy Starr, Vice Chair
Eric Forsberg, Commissioner
Samuel Lippke, Commissioner



Kurt Schneider, Commissioner
Marsha Jeffer, Commissioner
Lisa Ramelow, Commissioner

REVISED

REGULAR MEETING

CALL TO ORDER

Chair Lorbeer called the meeting to order at 9:10AM.

ROLL CALL

Commissioners Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric
Present: Forsberg, Samuel Lippke and Lisa Ramelow

Also present: Tom Modica, City of Long Beach Deputy City Manager; KS absent; Dede Rossi, BSBA Executive Director; Ricky Dockery, CD 3 Staff; Amir Sedadi, IPS.

ELECTIONS

Chair Lorbeer opened nominations for Vice Chair.

Vice Chair Starr nominated Commissioner Marsha Jeffer for Vice Chair.

Commissioner Eric Forsberg closed the nominations.

Vote: Y - Lorbeer, Starr, Forsberg, Lippke, Schneider, Ramelow; N - 0

Commissioner Samuel Lippke nominated Bill Lorbeer for Chair.

Commissioner Eric Forsberg closed the nominations.

Vote: Y - Starr, Forsberg, Lippke, Schneider, Jeffer, Ramelow; N - 0

CHAIR REPORT

Chair Lorbeer gave a brief report - discussed the median landscape ad hoc subcommittee meeting soon; focus on new multi space parking meters for the City owned parking lots.

Forsberg asked if the meters would be same as the beach lots.

Lorbeer said it is hoped that the new lot meters would be the same as the beach lot meters; old Parkeon meters were not good.

Forsberg spoke about standardization.

Lorbeer agreed regarding standardization.

PUBLIC PARTICIPATION: Members of the public are invited to address the Commission on items of interest to the public within Commission jurisdiction. Each speaker will be limited to three minutes unless that time is extended by the Chair. Public participation will be heard without discussion or action on the issues raised.

Jeff Miller spoke about the SCE poles behind the Bay Shore Library, parking spaces close to the utility poles; spoke about City staff addressing this with SCE; suggested the Commission follow up.

Forsberg spoke about inconvenience, not necessarily a hazard.

Lorbeer agreed poles are inconvenient, not necessarily hazardous.

CONSENT CALENDAR

1. [14-054BS](#) Recommendation to approve the minutes for the meeting held August 21, 2014.

Attachments: [14-054BS Finished Agenda And Draft Minutes 08.21.14.](#)

A motion was made by Commissioner Forsberg, seconded by Commissioner Starr, to approve recommendation. The motion carried by the following vote:

Yes: 6 - William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

Absent: 1 - Kurt Schneider

2. [14-055BS](#) Recommendation to receive and file the Financial Report for the period ending July 31, 2014.

Attachments: [14-055BS BSPBIAAC 07.31.14 Financial Statement.pdf](#)

A motion was made by Commissioner Forsberg, seconded by Commissioner Starr, to approve recommendation. The motion carried by the following vote:

Yes: 6 - William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

Absent: 1 - Kurt Schneider

3. [14-056BS](#) Recommendation to receive and file the Long Beach Transit Employee Bus Pass Program Status Report for the period August 1, 2014 through August 31, 2014.

Attachments: [14-056BS LBT Emp Bus Pass Program Monthly Report /](#)

Chair Lorbeer spoke about decrease in ridership due to students re-entering school.

A motion was made by Commissioner Forsberg, seconded by Commissioner Starr, to approve recommendation. The motion carried by the following vote:

Yes: 6 - William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

Absent: 1 - Kurt Schneider

REGULAR AGENDA

4. [14-057BS](#) Recommendation to approve free parking on 2nd Street for two weekends in December 2014 to encourage holiday season shopping in Belmont Shore.

Attachments: [14-057BS Holiday Free Parking Days.pdf](#)

A motion was made by Commissioner Jeffer, seconded by Commissioner Forsberg, to approve recommendation. The motion carried by the following vote:

Yes: 7 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

5. [14-058BS](#) Recommendation to receive and file the Belmont Shore Parking Meter Various Scenarios Analysis report prepared by City staff.

Attachments: [14-058BS Parking Meter Rate Scenarios.pdf](#)
[BELMONT SHORE PARKING METER VARIOUS SCEN](#)
[Belmont Shore 25 cent w Cost Recovery REVISED 9 12](#)

Lorbeer discussed City staff report, recommended installing IPS meters, cost analysis, two parts to discuss: technology and cost; all agree the IPS meter is good; meters are capable of chip technology, antennae (MFC), install now = \$40, later = \$90.

Amir Sedadi spoke about MFC capable, can use the technology, will need circuit board; no other cities currently using MFC.

Forsberg asked to discuss cost.

Ramelow asked about the BSRA discussions.

Schneider asked to discuss cost, would like to avoid challenges.

Lorbeer reviewed cost analysis from the City; spoke about time limits, extended hours of enforcement push back, convenience fee issues.

Forsberg asked about convenience fee possibility.

Schneider spoke about convenience fee "red herring".

Lippke likes minimum charge when using credit card, feels convenience fee is possibly too confusing; thinks raising rate to \$1 reasonable.

Lorbeer spoke about extra revenue if rate raised to \$1.00 per hour

Schneider said the analysis is wrong due to not extrapolating depreciation costs. He also asked about extra revenue expenditure.

Lorbeer spoke about the City's cost analysis and the difference between that and his analysis.

Forsberg asked about resetting meters revenue.

Lorbeer spoke about meter resetting revenue.

Modica spoke about rate increase.

Forsberg asked about all expenses regarding revenue neutral or not.

Lorbeer spoke about the puck (sensor) not adding revenue, but data collection is important.

Forsberg spoke about the BSRA comments regarding locating parking spaces.

Lorbeer spoke about purpose of sensors not just to locate available parking spaces; data collection is used to make decisions regarding compound rates, eliminates need for parking studies, etc.

Jeffer asked about what does data inform.

Lorbeer spoke in favor of sensors.

Modica spoke about cost of doing business, nothing really pays for itself alone, collective it pays; other cities benefitted from sensors initially installed, other cities installed sensors later.

Ramelow asked about the data usage.

Modica spoke about use of data collected via the sensors.

Schneider spoke about government always wanting more revenue.

Jeffer asked if the current meters collect data.

Modica said that data collection is not currently available via existing meters.

Jeffer spoke about Belmont Shore being a small town, raising rates and zeroing out meters will lose the small town charm.

Lippke spoke about revenue loss from sensors.

Forsberg spoke about revenue loss from sensors.

There was general discussion regarding sensors.

Lippke spoke in opposition to installing sensors.
Jeffer said Belmont Shore would lose money with pucks, the City would gain.
Lorbeer said new meters will collect data to decide if time limits need increasing, without the puck new meters would not be worthwhile.
Ramelow asked about the importance of data collection.
Sedadi discussed data collection and value.
Modica discussed data analysis value.
Schneiter asked if the City would help pay for the pucks.
Modica stated that there may be a misconception regarding parking enforcement.

9:55AM MEETING PAUSE FOR THE PURPOSE OF FEEDING PARKING
METERS

Lorbeer requested no more cross talking; discussed his revenue projections, and various rate assumptions.
Forsberg proposed raising rates in the City parking lots to same level as street meters, charge a credit card use convenience fee, and not install sensors.
Lorbeer asked Forsberg to clarify his comments.
Forsberg proposed Option 4, don't use puck, rates same, parking lots same as street rate, convenience fee implemented
Lorbeer discussed Option 4 details.
Schneiter proposed an alternate Option "#7" with dynamic pricing on the street, no puck, a convenience fee, and coin change stations on the street.
Lorbeer spoke about puck necessity for data to accurately develop dynamic pricing scenarios.
Schneiter spoke about "spit ball" estimates without sensors.
Jeffer spoke about change in general is difficult, proposed only one or two changes for now in Belmont Shore; proposed raising rates in the parking lots only.
Lorbeer spoke about every other city installed or is going to install pucks.
Modica spoke about concerns with different percentage assumptions, suggested analyze data in six months and adjust if necessary; dynamic pricing is possible, but need community input.
Lorbeer stated that none of the less conservative assumptions are much different than what consultants determined; also discussed reserve funds.
Modica spoke about if credit card usage goes up or down, reserve funds would allow for adjustments.
Ramelow spoke about her desire to be able to use credit cards, but would not want pucks.
Lorbeer spoke about looking at various analysis of pucks and that shows they can pay for themselves.

Schneiter asked if sensors can be installed now or later.

Lippke stated that all agree they want new meters, but disagree on rate increase, asked if Belmont Shore could get new meters without raising rates.

Schneiter discussed dynamic rates.

Lippke said he is okay with convenience fees if rates are not raised.

Jeffer asked when will the parking lot meters be installed.

Lorbeer stated that next month's BSPBIAAC meeting might include parking lot meter discussion. He also discussed assumption that had no convenience fee, no sensor.

Modica discussed Council addressing convenience fees.

MAIN MOTION:

Schneiter - Recommend that the City charge a credit card user convenience fee on all parking meter credit card transactions, no change in the hours of enforcement for all the 2nd Street meters, no installation of sensors, eliminate the compound rate for the 48 eight hour meters along the south wall of the City-owned parking lots, retain the eight hour time limit for the south wall meters, and raise the rate for all City-owned parking lot meters to \$0.50 per hour.

A 2nd was made by Forsberg

Vote:

Yes: Lorbeer, Starr, Forsberg, Lippke, Schneiter, Jeffer, Ramelow; No: 0

FIRST SUBSTITUTE MOTION:

Jeffer - Recommend that there is no credit card convenience fee for parking meter transactions, no change in the hours of enforcement for all the 2nd Street meters, no installation of sensors, eliminate the compound rate for the 48 eight hour meters along the south wall of the City-owned parking lots, retain the eight hour time limit for the south wall meters, and raise the rate for all City-owned parking lot meters to \$0.50 per hour.

No 2nd was made - Motion died

NO VOTE WAS TAKEN

SECOND SUBSTITUTE MOTION:

Lorbeer - Recommend that the City charge a credit card user convenience fee on all parking meter credit card transactions, no change in the hours of enforcement for all the 2nd Street meters, installation of sensors, eliminate the compound rate for the 48 eight hour meters along the south wall of the City-owned parking lots, retain the eight hour time limit for the south wall meters, and raise the rate for all City-owned parking lot meters to \$0.50 per hour.

A 2nd was made by Starr

Vote:

Yes: Starr, Lorbeer; No: Lippke, Schneider, Ramelow, Forsberg, Jeffer

Commissioner Schneider motioned to recommend that the City charge a credit card user convenience fee on all parking meter credit card transactions, no change in the hours of enforcement for all the 2nd Street meters, no installation of sensors, eliminate the compound rate for the 48 eight hour meters along the south wall of the City-owned parking lots, retain the eight hour time limit for the south wall meters, and raise the rate for all City-owned parking lot meters to \$0.50 per hour

Yes: 7 - Kurt Schneider, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

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Jeff Miller spoke about way finding availability with sensors; the Belmont Heights meeting discussion regarding residential parking challenge due to patron/employee parking; Schneider motion would have had BSRA wide support; a rate increase is not supported by residents; suggested a parking study prior to meter installation; discussed shuttle option for patrons and employees.

Lorbeer discussed way finding usually used for pointing to parking; pucks are the mechanism for available parking notification; parking study being commissioned is apple/oranges relative to installation of meters; shuttle not same as new meters project; Schneider proposal does include slight lot rate increase, but quite lower than City proposal of increase of \$1.00/hour; asked if the BSRA would support lot increase.

Miller stated that a modest lot increase would be ok with the BSRA.

Melinda Cotton asked if the BSPBIAAC would pay for meters/installation.

Modica stated that the BSPBIAAC would pay for the meters and installation.

Cotton asked for clarification of the cost to the Commission, and questions regarding convenience fees.

Schneider stated that convenience fees would offset credit card usage fees.

Lorbeer spoke about the two substitute motions on the floor, identical with just one difference - installation of sensors.

ADJOURNMENT

Note:

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If a special accommodation is desired, please call Jim Fisk 48 hours prior to the Belmont Shore Parking and Business Improvement Area Advisory Commission meeting at (562) 570-3863. This information is available in an alternative format by request to Jim Fisk at (562) 570-3863. For correspondence purposes you can reach City staff at jim.fisk@longbeach.gov.