



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

C-9

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

June 15, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute any and all documents for the Operation of Belmont Shore Parking Meter Cash Key Program Agreement (City Agreement No. 27783) between the City of Long Beach and Farmers and Merchants Bank for the collection of Parking Meter Funds through the sale of electronic Cash Keys for use in the Belmont Shore Area, for a term of one year with an annual extension at the discretion of the City Manager. (District 3)

DISCUSSION

The Belmont Shore Parking Advisory Commission (BSPAC) was established on October 27, 1988, for the purpose of advising the City Council on the use of parking meter revenue collected in the Belmont Shore area. In March 2001, the BSPAC recommended City staff make Cash Keys available for electronic payment of parking meter fees in the Belmont Shore Commercial District.

Electronic meters are located along 2nd Street and in the adjacent lots. Cash Keys are similar to a car key and can be carried on a key chain for convenience. Parking credit is electronically applied to the keys when purchased, and additional credit can be purchased when needed.

In April 2002, the City Council authorized an Agreement for Operation of Belmont Shore Parking Meter Cash Keys Program (Program) with Farmers and Merchants Bank (F&M) for the sale of Cash Keys at its 4827 East Second Street branch. Under this agreement, the City provided a laptop computer, Cash Keys, a programmer and an account for deposit of sales revenue, at which F&M has agreed to provide their services at no charge to the City or to the customers. The Agreement had three options to extend, in which all options have been exhausted.

Since 2001, F&M has sold approximately 700 Cash Keys for use in Belmont Shore parking meters. An estimated \$40,000 in parking value has been recorded.

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In an effort to continue the Operation of the Program, a new Agreement has been negotiated. The new proposed Program Agreement contains the following major provisions and specifies that F&M will provide the following services:

- Operate the Cash Key computer, related equipment, and software.
- Record data related to the sale of Cash Keys.
- Deposit funds, as received, into the City account designated by the City Treasurer.
- Provide routine transaction reports and transaction detail, as needed.

Under the terms of the same contract the City will provide the following services:

- Provide all necessary equipment, including Cash Keys and related equipment.
- Train F&M staff on use of the Cash Key software and related equipment.
- Maintain an account for deposit of parking meter funds received through the sale of Cash Keys.
- Periodically, transfer accumulated revenue from the F&M account.

The recommended effective date of the new agreement is July 1, 2010. The term shall be for one year, with annual extensions at the discretion of the City Manager.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on May 12, 2010 and Budget Officer Victoria Bell on May 27, 2010 and the City Treasurer's Office on May 14, 2010.

TIMING CONSIDERATIONS

Approval is requested on June 15, 2010, to allow timely execution of a new contract continuing the City's Cash Key Sales Agreement with F&M.

FISCAL IMPACT

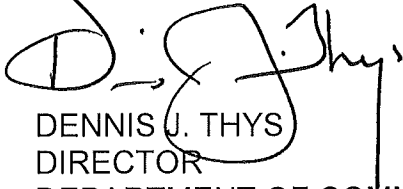
F&M has agreed to provide this service using existing staff without compensation as a service to the community. There is no impact on the City's General Fund, and no jobs will be created or lost as a result of this action.

SUGGESTED ACTION:

Approve recommendation.

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Respectfully submitted,



DENNIS J. THYS
DIRECTOR
DEPARTMENT OF COMMUNITY DEVELOPMENT

DHT:tb
6.15.10 CD-Belmont Cash Key Agreement v3

APPROVED:



PATRICK H. WEST
CITY MANAGER