



CITY OF LONG BEACH

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OFFICE OF THE CITY MANAGER

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December 2, 2014

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive the supporting documentation into the record, conclude the public hearing, adopt a Resolution authorizing the City Manager to execute a contract with IPS Group Inc., of San Diego, CA for the purchase and installation of electronic parking meters on the same terms and conditions afforded to the City of Sacramento, California for an initial term of five (5) years, in an amount not to exceed \$1,538,979 in year one, and in an annual amount estimated at \$446,492, but in any case not to exceed \$941,542, for the succeeding four (4) years, with the option to renew for five additional one-year periods, at the discretion of the City Manager; adopt a Resolution establishing parking meter rates as defined in LBMC 10.28.130 to a maximum of \$0.75 per hour for on-street single space meters in Zone 1, to a maximum of \$1.00 per hour in Zones 4, 5, & 6, and to a maximum of \$1.50 per hour in Zones 2, 3, & 18 (Citywide);

Decrease appropriations in the General Fund (GF) in the Citywide Activities Department (XC) by \$800,000;

Increase appropriations in the General Fund (GF) in the Public Works Department (PW) by \$1,148,134;

Increase appropriations in the Belmont Shore Parking Meter Fund (SR 136) in the Public Works Department (PW) by \$404,573; and

Increase appropriations in the Rainbow Harbor Fund (TF 411) in the Public Works Department (PW) by \$153,891.

DISCUSSION

City Council approval is requested to enter into a contract with IPS Group, Inc., to purchase and install electronic parking meters.

City staff has been requested to study parking devices that offer alternative means of payment, specifically, parking devices that accept credit cards in addition to coins. This resulted in a Parking Meter Study released in August 2014 (Attachment A), and a community outreach effort to solicit input from Long Beach residents that spanned community meetings, "Speak Up, Long Beach!," and social media.

Technology/Procurement

A new class of single-space meters has emerged in recent years that accept both credit cards and coins. These meters rely on solar energy in combination with a battery. In addition to credit cards and coins, these meters have the option of accepting near field communication (NFC) payment and a pay-by-phone app. The new single-space meters enhance the user experience by accepting credit cards, providing a large, brightly lit screen for viewing, delivering key messages to inform the user of potential changes in regular parking hours (e.g. free parking on holidays, no parking for special event), and providing valuable data to phone apps that identify open parking spaces and distraction-free, voice navigation to the available space. Many cities in California use these new smart meters to manage their parking assets, including Los Angeles, San Francisco, Santa Monica, Venice Beach, Manhattan Beach, and Huntington Beach.

Smart parking meters also provide the capability of sensing the presence of a vehicle in the space with the installation of a sensor, known also as a puck. The sensors provide valuable information to inform future parking decisions, including the availability of a space, the occupancy rate of the space, the length of time per occupant, and the turnover rate. The data from sensors will provide additional information for the City to determine if the enforcement hours reflect the actual use of the space, and if a meter's placement should be reassessed. The City's existing parking meters do not collect this data.

City Charter Section 1802 provides an alternative procurement method by permitting the City to purchase or otherwise obtain services, supplies, materials, equipment and labor with other governmental agencies by purchasing under their contracts on a voluntary and selective basis when authorized by a Resolution of the City Council.

Should the City Council elect to proceed, City staff recommends relying on the City's ability to use "joint and cooperative purchasing" per Charter Section 1802. This practice, known as "piggybacking," allows the City to rely on the competitive bid process of another agency. The City of Sacramento bid single-space smart parking meters in November 2013 and Sacramento's City Council awarded the IPS Group (IPS) of San Diego, CA a contract as the most responsive and responsible for single-space smart parking meters.

Sacramento's award represents a 12 percent savings over similar procurements by other cities (Attachment A). City staff recommends that the City Council adopt a Resolution authorizing the purchase utilizing the City of Sacramento award. IPS has agreed to honor the Sacramento bid.

Net Revenue Neutrality, Operating Costs, and Rate Increase

City staff recommends that any upgrade to single-space smart parking meters should maintain the current net revenues (revenues minus any costs), inclusive of impact on enforcement costs, citation revenue and operating costs. In addition to the initial purchase costs, single-space smart meters are expected to be significantly more costly to operate than traditional meters. These higher operating costs reflect credit card gateway and bank fees, battery and equipment replacement, and wireless communication fees. The City's current operating costs are approximately \$158 per meter annually; staff analysis suggests that this cost could increase up to \$446 per meter.

Credit card fees, which are transaction costs imposed by credit card companies, are a highly variable cost, due to both the amount of the fee charged per transaction, and the volume of transactions driven by customer use. In Long Beach, credit card fees average \$0.24 per transaction for parking in the Downtown pilot area on Broadway and Third Street, which has parking machines that accept credit cards. The City pays for each transaction as the cost of doing business, as do other cities that have implemented smart parking meters. Underestimating credit card use has negative fiscal consequences. One city initially projected that 35 percent of users would utilize credit cards. However, credit card use accounted for 60 percent of parking transactions, resulting in an unexpected \$1.4 million expense due to credit card transaction fees. This experience demonstrates the need to accurately plan for the increased costs. The City's Parking Meter Study revealed that it is prudent to expect a high demand for credit card utilization and ensure that the cost can be covered by meter revenue if use increases up to 70 percent.

To meet these higher operating expenses and maintain net revenue neutrality, City staff proposes a rate increase for the City's on-street single space meters. This would bring hourly rates to \$1.50 in the Downtown Core, \$1.00 in the Downtown periphery, and \$0.75 in Belmont Shore. City staff recommends that The Pike, which would also receive new meters, remain at \$2.00 per hour. Attachment B details the revenue projections with the proposed meter rates. For each area, the rate increase is the minimum estimated rate required to pay for the new meters, both in terms of operating and capital cost. Even with the rate increase, the City expects to be at or below the rates other cities charge for parking (Attachment A).

Community Outreach

City staff conducted an outreach effort with the release of the Parking Meter Study to hear comments and answer questions, particularly in areas where parking meters are located. City staff attended or sponsored 14 community meetings in Downtown Long Beach and Belmont Shore. Additionally, staff invited public comments from residents who could not attend meetings via email to ParkingMeterStudy@longbeach.gov, and inaugurated "Speak Up, Long Beach!", an online community engagement forum. The City received 23 email comments and 73 responses on Speak Up. Finally, the City also used social media to encourage discussion. The City's Facebook page received 49 comments and 3 responses on Twitter.

These meetings included engagement with the two entities that receive parking meter revenue: The Belmont Shore Parking and Business Improvement Area Advisory Commission (BSPBIAAC) and the Downtown Long Beach Associates (DLBA). Both provided advisory recommendations to adopt the new IPS meters with conditions.

Belmont Shore

The BSPBIAAC recommended on September 18, 2014 to adopt the installation of parking meters only with specific conditions (Attachment C). The BSPBIAAC recommendations seek to mitigate the increased operating costs of the meters, and maintain the current rates of \$0.50 per hour on the single-space meters on Second Street. These conditions include imposing a fee for credit card users (referred to as convenience fee in the motion), no change in the hours of enforcement for all Second Street meters, no installation of sensors,

and increasing meter rates associated with City-owned parking lots in Belmont Shore along Second Street to \$0.50.

These recommendations fall short of mitigating the full operating costs of the meters and sensors, and only cover costs at the expense of the user experience. Increasing lot rates, alone, will not cover the increased operating costs. Additionally, City staff has researched the BSPBIAAC recommendation to pass the credit card transaction fee on to the user, and has found that MasterCard and Visa prohibit charging a fee to users for credit card transactions by way of their agreements with Bank of America, the City's credit card processor. While residents who make online or pay-by-phone payments to the City for utility or parking ticket payments do pay a convenience fee, this fee is not for credit card transaction costs, but rather for the cost of providing the online or pay-by-phone services. Furthermore, City staff observes that the sensors provide valuable data that could assist the BSPBIAAC's parking study to assess parking conditions in Belmont Shore. These sensors can demonstrate if parking along Second Street is used efficiently, and can provide valuable data to inform future parking decisions. Thus, staff cannot support the recommendation to omit the sensors. Additionally, the lot increases, alone, cannot pay for the meters and sensors as, even with the increase, the five-year projection would result in a net loss of \$320,164. Finally, the BSPBIAAC discussed a progressively increasing rate; after the first hour at \$0.50, the next hour would cost a higher rate. Should the City Council elect to move forward with this concept, staff will require additional time to analyze the complexities of implementing progressive pricing.

However, it is clear that the Belmont Shore community has concerns about raising the rates in their area. In response, the revised staff recommendation only raises rates in Belmont Shore by \$0.25, as opposed to \$0.50 as originally recommended. This smaller increase is estimated to cover the costs of the meters, yet does create a significant discrepancy between the rates in Downtown and the rates in Belmont Shore. Because 100 percent of parking revenues collected in Belmont Shore must remain in the area by City ordinance, any additional revenue from the new parking meters represent an investment in parking in Belmont Shore, creating opportunities for additional parking options for residents and visitors. In order to afford the \$0.25 rate increase, sufficient fund balance in the Belmont Shore Parking Fund would need to be available in the event the costs are higher than predicted. Staff recommends that a reserve of \$140,000, which represents approximately half of the potential peak year costs, be established to cover these costs. Staff has determined that there are sufficient funds available in the Belmont Shore Parking Meter Fund to establish this reserve, which allows for the lower rate increase.

Downtown Long Beach

DLBA provided recommendations for implementation and operational elements to the City on November 6, 2014 (Attachment D). These recommendations include: dedication of new net revenue (collected from the new parking meters during the first two years of operations) to downtown for parking infrastructure and operations in Downtown Long Beach; providing a comprehensive parking guide through a website, phone app, pocket parking guide, and enhanced parking signage; improving infrastructure in existing City-owned parking structures, including new lighting and security cameras; and evaluating Downtown parking needs with data collected from the sensors.

City staff notes that DLBA's recommendations are very similar to recommendations in the City's Parking Meter Study. Specifically, the City will conduct an extensive outreach and public information campaign if the new meters are installed. Staff also concurs with the need for investment in Downtown parking assets and recommends that, for the first two years of implementation, excess net revenues from the new parking meters be allocated on a one-time basis for parking enhancements in Downtown and implementation of the IPS meters. Finally, City staff agrees that the sensors provide valuable data and is committed to using this data to inform parking management decisions in Downtown and Belmont Shore.

City staff notes that public comments in the Downtown area at community meetings expressed concern of rate disparity between the City's commercial centers of Downtown and Belmont Shore. Specifically, Downtown businesses raised a concern of the potential \$0.50 or \$1.00 an hour difference in meter rates between the Downtown Area and Downtown Core meter rate proposal of \$1.00 and \$1.50, respectively, and Belmont Shore, which seeks to maintain meter rates at \$0.50 an hour.

Community Feedback

The City's community outreach gathered a variety of comments about the parking meters. Key issues include opposition to "resetting" the meter to zero if the meter has remaining time, and emphasis on the need for IPS meters to allow continued feeding of meters beyond the two-hour maximum. Attachments E and F provide a summary on topics raised during community outreach.

Staff has identified potential programmatic elements to address these concerns. Firstly, the City is limited in ability to impose convenience fees, as discussed above, and does not recommend pursuing convenience fees for the stated reasons. Secondly, based on a community suggestion, staff recommends that the City conduct a pilot program that would offer the first five minutes free for all spaces, even if the meter does not have remaining time (similar to a recommendation by DLBA). This business-friendly approach would allow a user to press a button to receive five minutes free upon arrival, allowing short trips to be completely free and compensate for lost time that may have been on the meter prior to arrival. The results of the five-minute free pilot project will be evaluated to see if it could be continued in future years while still ensuring net revenue neutrality. Finally, staff recommends that the IPS meters accept payment after two-hours, and that the current enforcement practice remains unchanged until the sensors provide additional data to inform future decisions.

This matter was reviewed by Deputy City Attorney Amy R. Webber and by Budget Manager Lea D. Eriksen on November 7, 2014.

TIMING CONSIDERATIONS

City Council action to adopt the attached Resolution(s) (Attachment G) and execute a contract concurrently is requested on December 2, 2014, in order to ensure that the contract is in place expeditiously.

The meters will take approximately 60 days to be delivered and installation is to be completed as soon as practicable thereafter for the convenience of the public.

FISCAL IMPACT

The contract cost will not exceed \$1,538,979 in the first year. The first year contract cost includes the one-time equipment purchase and installation cost of \$1,230,188, plus the ongoing contract cost of \$308,792. In future years, the ongoing costs are estimated at \$446,492. In addition, there will be as-needed amounts for spare parts, non-warranty replacement and maintenance, sensor replacement and battery replacement which could add up to an additional \$495,050 in any given year, depending on the level of replacement needed. City costs not covered under the contract are estimated at \$257,003 for meter pole adjustments, one-time implementation expenses for development of a parking application/website and community outreach, and anticipated credit card transaction fees. The DLBA has a Revenue Sharing agreement with the City and will receive half of the net revenue from the Downtown parking meters. The DLBA will also be responsible for half of the upfront costs, which will be paid off over a two-year period from the DLBA's share of the new net ongoing revenues. Therefore, there will be no additional net payment to DLBA in FY 15. If there is not sufficient new net revenues in the first two years, the DLBA repayment will extend to a third year.

The total FY 15 cost is estimated to be \$1,706,598 and will be allocated to City funds based on the number of meters, sensors and anticipated credit card transactions. Funds impacted are the Belmont Shore Parking Meter Fund (for the Belmont Shore), the General Fund (for Downtown) and the Rainbow Harbor Fund (for The Pike).

The total FY 15 cost to the General Fund for the Downtown area is \$1,148,134. Of that amount, \$800,000 for one-time equipment purchase of Downtown meters and sensors was approved as part of the FY 15 Adopted Budget's Strategic Investments and is currently appropriated in the Citywide Activities Department. An appropriation transfer within the General Fund (GF) of \$800,000 from the Citywide Activities Department (XC) to the Public Works Department (PW) is requested. An appropriation increase for the remaining amount of \$348,134 is requested in the General Fund (GF) in the Public Works Department (PW). This amount is projected to be completely offset by anticipated additional revenue. In future years, the ongoing operations costs are projected to be completely offset by additional revenue.

The total FY 15 cost to the Belmont Shore Parking Meter Fund is \$404,573. An appropriation increase for \$404,573 is requested in the Belmont Shore Parking Meter Fund (SR 136) in the Public Works Department (PW), which is projected to be mostly offset by additional revenue. In future years, the ongoing operations costs are projected to be completely offset by additional revenue.

The total FY 15 cost in the Pike will be \$153,891. An appropriation increase for \$153,891 is requested in the Rainbow Harbor Fund (TF 411) in the Public Works Department (PW), which will be partially offset by additional parking meter revenue. In future years, the ongoing operations costs are projected to be completely offset by additional revenue.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


PATRICK H. WEST
CITY MANAGER


ARA MALOYAN
DIRECTOR OF PUBLIC WORKS

PHW:AM:DD:MS:SF:ph

Attachments:

- Attachment A – Parking Meter Study
- Attachment B – Parking Meter Final Cost and Revenue Projections
- Attachment C – Belmont Shore Parking and Business Improvement Area Advisory Commission,
September 18, 2014, Minutes
- Attachment D – Downtown Long Beach Associates, November 6, 2014, Letter
- Attachment E – Community Outreach Summary
- Attachment F – Speak Up Long Beach! Responses
- Attachment G – Resolutions




City of Long Beach
Working Together to Serve

Memorandum

ATTACHMENT A

Date: August 13, 2014

To: Mayor and Members of the City Council

From: Patrick H. West, City Manager 

Subject: Parking Meter Study Report

The City of Long Beach is examining replacement of the current on-street parking meters with a standardized, single-space smart meter system capable of accepting credit card payment. City staff and its consultants have now completed an intense review of both the technical and financial aspects of a new parking meter system. The attached report outlines the various issues related to metered parking.

Summary of Report Findings

After significant study of the issues, City staff believes smart meters with in-ground sensors can provide significant benefit to motorists, businesses and the City. While providing a number of benefits, these meters come with additional cost and operational considerations. A modest rate increase will be needed to ensure that the City will continue to achieve long-term net-revenue neutrality and be able to afford smart meters in the future as credit card use becomes more prominent, or if revenue from the installation of the new meters does not materialize. The study concluded that, even with the rate increase, Long Beach will still have at or below average parking meter rates, maintaining our competitive advantage over other beach cities. The City has performed the necessary fiscal analysis to ensure the contract is sustainable. Should the community and the Mayor and City Council wish to proceed, the City can utilize the City of Sacramento public bid, which will save time in the procurement process and provide very competitive pricing.

Next Steps

The next step in the process is for staff to reach out to the community to get their input on the proposed changes. Once this input has been received, we will return to the City Council with input from the various groups and provide recommendations for the City Council to consider. Please contact Tom Modica, Deputy City Manager, at (562) 570-5091 if you have any questions.

Cc: Jyl Marden, Interim Assistant City Manager
Reggie Harrison, Deputy City Manager
Tom Modica, Deputy City Manager
Ara Maloyan, Director of Public Works
John Gross, Director of Financial Management



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Background

The City is embarking on an effort to replace our current on-street parking meters with a standardized single-space smart meter system capable of accepting credit card payment. Since February 2014, the City has performed an intense review of both the technical and financial aspects of a new parking meter system, employing the assistance of Linscott, Law and Greenspan Engineering and Walker Parking Consulting. The following report outlines the various issues related to parking meters based on the consultants' work and the work of City staff.

Efforts to Date to Upgrade Parking Meters

The City is currently in the process of converting all of our beach lots and parking structures to new multi-space technology that has the ability to accept credit cards and serve multiple spaces through a kiosk. Additionally, we have implemented pilot programs in the Downtown area to test multi-space meters for on-street parking over the past few years. As a result of those pilot programs, we have concluded that, while multi-space meters work well in parking lots and structures, the single-space smart meter is a preferred option for on-street parking.

Single-Space Parking Meters

Single-space smart meters have been successfully implemented in other cities, can provide significant benefits to the consumer, and have features that can help with City parking operations, including:

- a single-space meter format that the public is familiar with and prefers over multi-space meters for on-street parking;
- a meter mechanism capable of retrofitting to existing on-street parking meter housings;
- handles coin, credit/debit card, smart card, and tokens as payment options;
- powered by integrated solar panel and internal rechargeable battery pack;
- wirelessly linked to a web-based management system;
- management system operated at a central location generates financial, technical and administrative reporting, and can capture system data 24/7;
- management system can also monitor "in service" versus "out of service" status of individual parking meters and issue a service needed alert to meter maintenance personnel in the case of the latter;
- has capability for mobile payment using a smartphone (pay-by-cell);



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- large screen can display messages to the public; and
- provides vehicle detection within each metered space that can also be tied to a monitoring system of parking space availability reported to potential parkers via web-based means.

While providing a number of benefits, these meters come with additional cost and operational considerations. These meters are significantly different from the City's typical meters and have different operational characteristics. A full analysis of citywide parking meter needs and options for smart meters was required to ensure the City adopts an approach to installing these new parking meters that will not result in a loss of revenue or create operational or customer issues, either City-wide or for a specific area.

In the past five years, a single-space retrofit meter has become an attractive and affordable option. The computer, solar power and wireless capability have been incorporated into the single-space meter, providing most of the benefits of the multi-space meter, without the customer needing to walk to the multi-space meter. IPS was the first company to develop and market the single-space "smart" meter product, and is the overwhelming market leader with more than 130,000 meters installed, which is more than 95% of the single-space "smart" meter market. They created a new meter mechanism that fits into conventional meter housings. This retrofit meter is less expensive than a multi-space meter and can be installed in minutes. The mechanism is rated to last from 7 to 10 years. The City has completed a technical and financial review, and determined that IPS meters have worked well in other cities and are the preferred solution for Long Beach.

Basic Tenets

City staff recommends that any upgrade to single-space smart parking meters should maintain, at a minimum, the current net revenues (revenues minus any costs), inclusive of enforcement costs, citation revenue and operating costs. In addition to the initial purchase costs, single-space smart meters are expected to be significantly more costly to operate than traditional meters. For example, single-space smart meters are more complex than traditional meters from a technology standpoint, require a power source, require Internet connection, and credit card companies require a transaction fee when credit cards are utilized. However, there are strategies to offset these increased costs with revenue, including operational practices to increase revenue or decrease cost, rate restructuring, or fees for use of credit cards.



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Long Beach Meters

Below is a summary of the City of Long Beach's 1,620 meters and current rate structure.

Meter Location	# of Meters	Current Rate Per Hour
Belmont Shore	368	\$0.50
Downtown Area	599	\$0.50
Downtown Core	515	\$1.00
The Pike	138	\$2.00

Completed Analysis

The City conducted a thorough review of the technical issues associated with upgrading to smart meters. Below is a summary of the major conclusions from the City's study, which included a technical review and experience from the cities of Santa Monica, Manhattan Beach, Los Angeles, Sacramento, Huntington Beach, Laguna Beach, Newport Beach, West Hollywood, Honolulu, and San Luis Obispo.

- **Good Experiences with IPS:** Cities have had good experiences with IPS meters. They have been well received by the public, have a reliability rate of over 99%, and cities have been satisfied with the operation and maintenance. All cities engaged in significant review of major issues, both technical and financial, before proceeding with implementation, as there are many variables to consider.
- **Operating Costs are Higher:** Smart meters have significantly higher operating costs due to credit card transaction fees, the need for a secure gateway, battery and equipment replacement, and wireless communication fees. The City's current operating costs are approximately \$158 per meter annually and our analysis suggests that this cost could increase up to \$446 per meter. Additional revenue will be needed to offset those expenses in order to maintain net-revenue neutrality. Additionally, there will be capital costs of purchasing and installing new meters that will need to be recovered.
- **Credit Card Use is High:** A large component of operating costs are the credit card transaction fees. This is a highly variable cost, due to both the amount of fee charged per transaction, and the volume of transactions driven by customer use. The City of Santa Monica initially projected that 35% of users would utilize credit cards – the actual use was 60% and expected to grow in the future. This one component increased their operating costs by \$1.4 million, demonstrating the need to accurately plan for the increased costs. Increased credit card use is



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also linked to higher rates, thus as the rate increases, people are more inclined to utilize their credit card.

The City's study revealed that it is prudent to expect a high demand for credit card utilization and ensure that the cost can be covered by meter revenue if use increases up to 70%. One question that was explored was whether California cities charge a fee for credit card use. The study revealed that no California cities charged a "convenience fee" or different meter rate to offset the credit card expenses, but rather relied on increases in meter revenue (higher use, expanded hours, rate increases) to offset the cost. For the base case financial analysis, the study assumed credit card use starting at 35% for Belmont Shore and the Downtown Area, 40% for the Downtown Core, and 60% for the Pike (and increasing each year).

- **Some Revenue Increase from New Meters:** The study showed that some revenue may be realized by installing the new meters, although the amount varied greatly by city. In some cities, simply allowing credit card use resulted in more revenue, as users put more money in the meter. In others, utilizing the sensor in the ground to reset the meter when a car leaves increased revenue as well. Some saw increases in citation revenue, while some experienced decreases in citations. However, virtually all cities reported that, even with this revenue increase, additional revenue in the form of rate increases was needed to fully offset the higher operating costs. The City's financial analysis utilized an estimate of a 15% revenue increase from the installation of new meters, and a 7.5% increase in revenue from the installation of sensors. As this is a projection of the increased revenue and not actual revenue, a sufficient reserve of revenue will need to be available if this revenue does not materialize.
- **Nearly All Cities Raised Meter Rates:** Virtually all cities revisit and increase their parking meter rate to offset the increased operating costs due to smart meters. Santa Monica increased from \$1.00 to \$2.00 in the downtown, and from \$0.75 to \$1.00 outside of the downtown. Manhattan Beach increased from \$0.75 to \$1.25. The City of West Hollywood increased from \$1.00 to \$1.50, and also increased enforcement hours to encourage meter turnover and use of off-street parking. The City of San Luis Obispo increased from \$1.25 to \$1.50. The City of Los Angeles implemented variable rates that average \$1.75, but can range from \$0.50 to \$6.00, depending on demand.
- **Pay-By-Phone Option Not in Demand:** While the technology is available to allow users to pay through their smart phones and to extend the time remotely, the study concluded that very few cities use this option. After a study period, the City of Santa Monica found that less than 1% of users paid by phone. IPS reports that, nationwide, only 0.1% of revenue is generated from cell phone use. In addition, the pay-by-phone technology requires increased use of the battery,



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costing an estimated \$200,000 in battery replacement costs. Most cities do not utilize pay-by-phone, but keep the option open to add that feature in the future.

- ***Use of Sensors Is Recommended:*** IPS smart meters present the option of a sensor in the ground that offers various features. The sensor, or “puck,” can assist with enforcement, provide critical data about how often the space is used and for how long, provide information about the number of open spaces, and be reset once a car leaves, providing the potential for additional revenue. The study determined that most agencies utilize the puck, and those that do not are considering installing pucks. Cities that utilize the puck to reset the meter have found that a five-minute grace period is preferred to an automatic reset. Occupancy monitoring can also be used to advise motorists where available parking spaces are located. This is typically done in real time, and communicated via mobile apps, the internet or on dynamic signage. Several independent app providers are able to post the City’s parking availability. City staff recommend implementing the sensors at the same time as the smart meters, as it will provide additional data to assist with operations, public convenience, and revenue.
- ***Staffing Remains the Same:*** One of the areas explored was whether there are operational changes to staffing with the introduction of smart meters. The experience from the other cities suggests that, while some of the tasks currently performed by staff may be modified, there will be other duties that need to be performed, so staffing remains fairly constant. For example, while staff will not need to empty meters as often, there will be a need to replace batteries in meters. The City currently has a staff of four people serving the meters, which the study found to be a lean staff for the size of the operation.
- ***Citation Revenue May Fluctuate:*** One of the areas to study is the potential effect on citation revenue, as it makes up a portion of the total revenues from parking meters. Smart meters can have two different effects on citation revenue. Some cities saw an increase, as the use of pucks can help make enforcement more efficient. However, some cities saw decreases, as users would put more money in the meter using a credit card, as “insurance” against getting a ticket. This analysis does not assume any change in citation revenue.

Current Rate Structure Will Not Support New Meters

One of the City’s main concerns is maintaining net revenue neutrality. The current rate structure cannot fund the operating cost of new meters and still maintain net revenue neutrality. This is primarily due to credit card transaction fees, gateway fees, and other IPS management fees that are estimated to total more than \$460,000 per year. The uncertainty of credit card processing fees is also a concern, as they are a significant and variable cost. Credit card usage is projected to range from 35% to 70% of all transactions, increasing with higher meter rates and also annually, as customers will



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use credit cards more frequently as they become more familiar with credit card enabled parking meters.

If the City proceeds with meters, rates will need to cover known costs, as well as account for costs that may increase if credit card usage grows as well. Without any rate increase, the financial analysis concludes that the City would lose \$1.4 million for the capital costs and operating costs of just the meters over the next five years. That estimate does not include the costs of the sensors, which would result in a further loss.

Rate Survey

As part of the City's review, staff examined the rate structures of other comparable cities, specifically focusing on cities that have installed the smart meter systems. As mentioned above, nearly all cities increased their rates when adopting the smart meter system. In addition, the data concluded that Long Beach has some of the most affordable rates of the cities studied. A modest rate increase of \$.50 per hour would continue to keep Long Beach at or below average for other comparable cities using IPS meters.

HOURLY ON-STREET PARKING RATES								
Long Beach	Huntington Beach	Laguna Beach	Los Angeles	Manhattan Beach	Newport Beach	Sacramento	Santa Monica	Pasadena
\$0.50 - \$1.00	\$1.50	\$1.00	\$0.50 - \$6.00	\$1.25	\$1.50	\$1.25	\$1.00 - \$2.00	\$0.25 - \$1.25*

Note: In Long Beach, The Pike is at \$2.00 per hour

*Most common hourly rate in Pasadena is \$1.25

All cities use smart meters with the exception of Long Beach and Pasadena

Belmont Shore, Downtown and Pike Restrictions

The City's three metered areas have different agreements and restrictions on their funding as follows:

- **Belmont Shore:** Belmont Shore parking meter proceeds are deposited into the Belmont Shore Parking Meter Fund per City ordinance under a long-standing agreement. Expenditures from the Fund are limited to uses which are for the benefit of the Belmont Shore Parking and Business Improvement Area only. This includes acquisition, construction, improvement, operation or maintenance of City parking facilities, fixtures and equipment, as well as improvements to and equipment for public streets, alleys, curbs, gutters and sidewalks.
- **Downtown:** Downtown parking proceeds are deposited into the General Fund; however, pursuant to an agreement with the Downtown Long Beach Association (DLBA), DLBA receives 50% of net (revenue minus expense) parking meter revenue from downtown meters.



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- **The Pike:** The Pike parking meter proceeds are deposited into the Rainbow Harbor Fund and are designated to offset the cost of parking operations in the Pike area, and are restricted for use in operating and maintaining the structure, including debt service, with net proceeds accruing to the benefit of the Aquarium of the Pacific.

Each of these funding agreements and restrictions need to be factored into the financial analysis to ensure the entire system can be appropriately funded.

Tiered Pricing in Downtown

Like many urban areas, the City has consciously implemented a tiered pricing structure in the Downtown, to improve parking flow and maximize the use of the City's parking assets (meters and garages). This structure increases the rates in the Downtown Core, and lowers rates outside of the Core. The City Traffic Engineer has reviewed this structure and continues to recommend a tiered rate structure in the Downtown.

Non-Metered Areas

Particularly in the Downtown, there are a number of areas where parking meters have not been installed, but could be in the future. At this time, City staff is not recommending installing or removing any meters. It is recommended that the City first proceed with the implementation of smart meters where meters currently exist, which will provide critical data regarding parking patterns. After implementation, if desired, the City can study additional areas that may benefit from parking meters, as well as existing meters that may no longer be needed.

Capital Costs

The capital costs for procuring meters and sensors is significant, yet can be financed through an increase in rates and use of one-time dollars for the initial investment. The purchase of 1,620 meters at \$425 per meter (installed cost) will cost approximately \$688,500 before sales tax. The purchase of the sensors is estimated to cost approximately \$405,000 at \$250 per sensor before sales tax. There will also be an additional cost to raise or lower some of the meter poles in order to ensure a uniform look and American Disabilities Act compliance. These costs are estimated at \$100 per pole and estimated to cost no more than \$81,000.

Operational Costs

As mentioned above, the operational costs are higher for smart meters when compared to the current system. The new operating costs for smart meters, include assumptions as follows:



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- The Belmont Shore and Downtown Area, with \$1.00 hourly rates, are both projected to average 45% credit card usage year one, 50% year two, and 55% years three through five.
- The Downtown Core, with a \$1.50 hourly rate, is projected to average 50% credit card usage year one, 55% year two, and 60% years three through five.
- The Pike area, with a \$2.00 hourly rate and current MSM credit card usage of 60%, is projected to average 60% credit card usage year one, 65% year two, and 70% years three through five.

The City must be cognizant that credit card usage may rise as people become more accustomed to utilizing the meters. While credit card usage has primarily been linked to higher rates, the City should conservatively plan that rates may rise as high as 70% and have sufficient revenue available to accommodate that increase in cost.

Recommended Rate Structure

After significant technical and financial review, assuming the City moves forward with a single-space smart meter system, City staff is recommending an increase of \$0.50 per hour for all meters, with the exception of the Pike. This rate increase would bring the City to at or below average of other beach cities, and provide the necessary revenue to cover the operational and capital costs of the meters. It would also provide a slight reserve to ensure the City could afford the meters if the credit card usage increased to 70%, or if the revenue from the IPS meters and sensors did not increase revenue as estimated.

Meter Location	# of Meters	Current Rate	Increase by \$0.50
Belmont Shore	368	\$0.50	\$1.00
Downtown Area	599	\$0.50	\$1.00
Downtown Core	515	\$1.00	\$1.50
The Pike*	138	\$2.00	\$2.00

*For the Pike, the study does not recommend an increase as revenue can cover the costs and the rate is at the high-end of parking rates in the region.

This rate increase will result in positive cash flows and include a cushion in case credit card transactions exceed the projections. While the attached tables show that a \$0.50 hourly rate increase would generate a small net increase in revenue, there are several factors that could quickly add costs, as highlighted in the report. Thus, the study recommends that sufficient net revenues be available to ensure that increased costs can be absorbed without the need for sudden future rate increases.



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The following three tables show an estimate of the various costs of the system, capital costs, and the expected revenue from the recommended \$0.50 cent rate increase:

BELMONT SHORE

Belmont Shore	Year One	Year Two	Year Three	Year Four	Year Five
Revenue					
Resetting meters (7.5% of meter revenue)	\$68,155	\$68,155	\$68,155	\$68,155	\$68,155
(Rate increase plus 15% due to IPS meters)	\$469,730	\$469,730	\$469,730	\$469,730	\$469,730
Annual Revenue Increase	\$537,885	\$537,885	\$537,885	\$537,885	\$537,885
New Meter Expenses					
368 IPS Sensors (\$250/ea. installed)	\$92,000	\$0	\$92,000	\$0	\$92,000
368 IPS Meters (\$425/ea. installed)	\$156,400	\$0	\$0	\$0	\$0
Spare Parts	\$4,998	\$0	\$0	\$0	\$0
Sales Tax @ 9%	\$22,806	\$0	\$8,280	\$0	\$8,280
Meter Pole Adjustment	\$18,400	\$0	\$0	\$0	\$0
Total One-Time	\$294,603	\$0	\$100,280	\$0	\$100,280
Meter Battery Replacement (Once/year)	Included	\$11,040	\$11,040	\$11,040	\$11,040
Warranty (\$35 per sensor/yr.)	Included	\$12,880	\$12,880	\$12,880	\$12,880
Mgmt & Real Time Fees (\$4.50/sensor/month)	\$19,872	\$19,872	\$19,872	\$19,872	\$19,872
IPS Mgmt. /Gateway Fees (\$8.00/meter/mo.)	\$35,328	\$35,328	\$35,328	\$35,328	\$35,328
IPS CC Transaction Fees (\$0.06/CC trans.)	\$15,804	\$17,560	\$19,316	\$19,316	\$19,316
Merchant CC Processing Fees (\$0.24/CC trans.)	\$63,216	\$70,240	\$77,264	\$77,264	\$77,264
Non-warranty R&M	\$1,136	\$1,136	\$1,136	\$1,136	\$1,136
Parts Warranty	Included	\$12,880	\$12,880	\$12,880	\$12,880
Total Ongoing	\$135,356	\$180,936	\$189,716	\$189,716	\$189,716
Annual Expense	\$429,959	\$180,936	\$289,996	\$189,716	\$289,996
Annual Net	\$107,926	\$356,949	\$247,889	\$348,169	\$247,889



CITY OF LONG BEACH PARKING METER STUDY

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DOWNTOWN

Downtown	Year One	Year Two	Year Three	Year Four	Year Five
Revenue					
Resetting meters (7.5% of meter revenue)	\$129,087	\$129,087	\$129,087	\$129,087	\$129,087
(Rate increase plus 15% due to IPS meters)	\$697,802	\$697,802	\$697,802	\$697,802	\$697,802
Annual Revenue Increase	\$826,888	\$826,888	\$826,888	\$826,888	\$826,888
New Meter Expenses					
1,114 IPS Sensors (\$250/ea. installed)	\$278,500	\$0	\$278,500	\$0	\$278,500
1,114 IPS Meters (\$425/ea. installed)	\$473,450	\$0	\$0	\$0	\$0
Spare Parts	\$15,128	\$0	\$0	\$0	\$0
Sales Tax @ 9%	\$69,037	\$0	\$25,065	\$0	\$25,065
Meter Pole Adjustment	\$55,700	\$0	\$0	\$0	\$0
Total One-Time	\$891,815	\$0	\$303,565	\$0	\$303,565
Meter Battery Replacement (Once/year)	Included	\$33,420	\$33,420	\$33,420	\$33,420
Warranty (\$35 per sensor/yr.)	Included	\$38,990	\$38,990	\$38,990	\$38,990
Mgmt & Real Time Fees (\$4.50/sensor/month)	\$60,156	\$60,156	\$60,156	\$60,156	\$60,156
IPS Mgmt. /Gateway Fees (\$8.00/meter/mo.)	\$106,944	\$106,944	\$106,944	\$106,944	\$106,944
IPS CC Transaction Fees (\$0.06/CC trans.)	\$22,105	\$24,561	\$27,017	\$27,017	\$27,017
Merchant CC Processing Fees (\$0.24/CC trans.)	\$88,418	\$98,242	\$108,066	\$108,066	\$108,066
Non-warranty R&M	\$3,438	\$3,438	\$3,438	\$3,438	\$3,438
Parts Warranty	Included	\$38,990	\$38,990	\$38,990	\$38,990
Total Ongoing	\$281,061	\$404,741	\$417,021	\$417,021	\$417,021
Revenue Sharing Agreement w/DLBA	(\$172,994)	\$211,074	\$53,151	\$204,934	\$53,151
Annual Expense	\$999,882	\$615,815	\$773,737	\$621,955	\$773,737
Annual Net	(\$172,994)	\$211,074	\$53,151	\$204,934	\$53,151

*Note: In Year One, the net cost will be offset with one-time dollars in the FY 15 Budget to offset the capital purchase costs. Those costs will be recouped from the net revenue of parking meters over the next few years.



CITY OF LONG BEACH PARKING METER STUDY

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THE PIKE

The Pike	Year One	Year Two	Year Three	Year Four	Year Five
Revenue					
Resetting meters (7.5% of meter revenue)	\$34,536	\$34,536	\$34,536	\$34,536	\$34,536
(Rate increase plus 15% due to IPS meters)	\$60,062	\$60,062	\$60,062	\$60,062	\$60,062
Annual Revenue Increase	\$94,598	\$94,598	\$94,598	\$94,598	\$94,598
New Meter Expenses					
138 IPS Sensors (\$250/ea. installed)	\$34,500	\$0	\$34,500	\$0	\$34,500
138 IPS Meters (\$425/ea. installed)	\$58,650	\$0	\$0	\$0	\$0
Spare Parts	\$1,874	\$0	\$0	\$0	\$0
Sales Tax @ 9%	\$8,552	\$0	\$3,105	\$0	\$3,105
Meter Pole Adjustment	\$6,900	\$0	\$0	\$0	\$0
Total One-Time	\$110,476	\$0	\$37,605	\$0	\$37,605
Meter Battery Replacement (Once/year)	Included	\$4,140	\$4,140	\$4,140	\$4,140
Warranty (\$35 per sensor/yr.)	Included	\$4,830	\$4,830	\$4,830	\$4,830
Mgmt & Real Time Fees (\$4.50/sensor/month)	\$7,452	\$7,452	\$7,452	\$7,452	\$7,452
IPS Mgmt. /Gateway Fees (\$8.00/meter/mo.)	\$13,248	\$13,248	\$13,248	\$13,248	\$13,248
IPS CC Transaction Fees (\$0.06/CC trans.)	\$5,848	\$6,336	\$6,823	\$6,823	\$6,823
Merchant CC Processing Fees (\$0.24/CC trans.)	\$23,393	\$25,343	\$27,292	\$27,292	\$27,292
Non-warranty R&M	\$426	\$426	\$426	\$426	\$426
Parts Warranty	Included	\$4,830	\$4,830	\$4,830	\$4,830
Total Ongoing	\$50,368	\$66,604	\$69,041	\$69,041	\$69,041
Annual Expense	\$160,844	\$66,604	\$106,646	\$69,041	\$106,646
Annual Net	(\$66,246)	\$27,993	(\$12,048)	\$25,557	(\$12,048)

Note: In Year One, the net cost will be offset with Tidelands funds for the capital purchase costs. Over the long-term, the costs of the meters is expected to be net-revenue neutral.



CITY OF LONG BEACH PARKING METER STUDY

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Potential to Adjust Meter Rates and Hours in the Future

The IPS meters offer the unique ability to adjust the rates and hours in the future. This feature will allow the City to make changes after seeing the results of the implementation. The City can work with the community to determine the appropriate rates and hours, and make adjustments as necessary, even making adjustments to specific meters.

Public Outreach

Before the City Council considers the procurement of the meters and any associated rate increases, it is recommended that City staff conduct outreach meetings with various stakeholders to explain the results of the study, discuss the City's recommendations, and take input from the various stakeholders. Stakeholders will include businesses and business associations in areas where smart meters will be installed, residents in those same areas, members of the community who use the meters, and anyone else interested in this topic. City staff plan to conduct those outreach meetings in early August and will report back the result of that input to the City Council.

Streamlined Bid and Selection Process

Should the City Council elect to proceed with procurement, the City will be able to speed procurement of IPS meters. The City has a practice of utilizing the competitive bid processes of other cities to speed up the procurement process, while ensuring the City receives the benefits of a competitive bid process. The City of Sacramento recently competitively bid single-space smart parking meters in November 2013 and identified the IPS Group (IPS) as the most responsive and low-cost bidder for single-space smart parking meters. The analysis of the Sacramento bid, when compared to other pricing, revealed that the Sacramento bid is superior. In particular, the City will be able to benefit from bulk pricing through the Sacramento contract, saving \$85 per meter over the City of Berkeley price. City staff recommends piggybacking on the City of Sacramento bid for IPS in order to speed the procurement process and to achieve a competitive price. In discussions with the vendor, IPS has agreed to honor the Sacramento bid.



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Review of Pricing

Below is an analysis of the various contracts the surrounding cities have utilized to purchase IPS meters, demonstrating that the City of Sacramento bid is the most beneficial.

SINGLE-SPACE RETROFIT	Sacramento		Berkeley	Santa Monica		Newport Beach	
Year of Agreement	2013		2012	2011		2010 (Proposal)	
Quantity	6,000	6,000	1,000	2,100	6,000+	1,644	1,644
Per Unit Cost (installed)	\$425.00	\$425.00	\$485.00	\$470.00	\$445.00	\$500.00	\$1,025.00
Training	(Included)	(Included)	\$4,500.00	(Included)	(included)	(Included)	(included)
Extended Warranty	\$35.00	\$35.00	\$60.00	\$60.00	\$60.00	\$50.00	\$50.00
Mgmt. & Gateway Fees	\$5.50	\$8.00	\$5.75	\$5.75	\$5.75	\$5.75	(included)
Gateway Transaction Fees	\$0.13	\$0.06	\$0.13	\$0.13	\$0.13	\$0.13	(Included)
VEHICLE SENSOR	Sacramento		Berkeley	Santa Monica		Newport Beach	
Quantity	6,000		1,000	2,100	6,000+	\$1,644.00	
Per Unit Cost (installed)	\$250.00		\$275.00	\$235.00	\$210.00	\$200.00	
Training/Commissioning	Not Stated		Not Stated	\$10.00	\$10.00	Included	
Extended Warranty	\$35.00		Not Quoted	\$25.00	\$25.00	Not Quoted	
Mgmt. & Real Time Fees	\$4.50		Not Quoted	\$6.25	\$6.25	\$5.00	

Budget for Capital Costs

The City Manager has included funding in the Proposed FY 15 Budget to provide the upfront funding for the implementation of smart meters in the Downtown and the Pike, provided the community continues to be interested in installing smart meters, and the Mayor and City Council approve the procurement. The Downtown meters are expected to cost approximately \$900,000 in the General Fund, and the Pike meters are expected to cost \$110,000 in Rainbow Harbor funding. The Belmont Shore Parking Meter Fund has the funds available to fund the \$295,000 capital cost of the installation.

Information Campaign

Should the City Council desire to proceed with smart meters, it is recommended that the City conduct extensive public outreach to assist with the implementation of the meters, and to educate the public related to the meter rate increase and the associated benefits of the new meters. Many cities have experience with these outreach campaigns, and the City's study reviewed the best practices. These include:



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- Issue press release announcing plans for new system, with a focus on the positives of added customer convenience.
- Conduct community outreach meetings with the stakeholders in advance of the rate change.
- Deploy a website with press releases, project updates, meter directions and “frequently asked questions and answers.”
- Display “sample” meters in a public area for people to see, touch, and feel prior to beginning the installation.
- Carefully train all related staff on all aspects of the new meters so they can easily assist motorists and communicate a consistent message regarding the details of the program.
- Develop and distribute informational and instructional handouts (card and/or fliers) illustrating how to use the new meters.
- Develop a directional video for municipal television and / or YouTube.
- Provide citation warnings, rather than fines, for a short period of time following meter deployment.
- Design, publish, and distribute a parking guide, including a parking map and brochure describing the locations and availability of on-street and off-street parking, simplicity of access, rules and fees for parking for errand, short-term, and employee parking patrons.
- Establish an enhanced parking website and parking information program. An on-street parking website should be linked with City government and local websites. The municipal parking website should provide accurate and timely data of parking availability, rates and maps. The website may also be used to conduct an online interactive survey of the perceptions and concerns of citizens and stakeholders.

Conclusion

After significant study of the issues, City staff believes that smart meters can provide significant benefit to motorists, businesses and the City. A modest rate increase will be needed to ensure that the City will continue to achieve net-revenue neutrality and be able to afford smart meters in the future as credit card use becomes more prominent, or if revenue from the installation of the new meters does not match the City’s projections. The study concluded that the City will still have at or below average parking meter rates, even with the increase, maintaining our competitive advantage over other beach cities.



CITY OF LONG BEACH PARKING METER STUDY

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Should the community and the Mayor and City Council wish to proceed, the Sacramento bid provides very competitive pricing, and the City has performed the necessary fiscal analysis to ensure the contract is sustainable. Staff will gather additional public input on the study during public outreach meetings in August 2014, and bring that input back to the Mayor and City Council for consideration.

ATTACHMENT B

IPS METERS W/\$0.25 INCREASE IN BELMONT SHORE

BELMONT SHORE	Year One	Year Two	Year Three	Year Four	Year Five
New Meter Revenue					
Resetting meters (7.5% of meter revenue)	\$56,796	\$56,796	\$56,796	\$56,796	\$56,796
Rate increase plus 15% due to IPS meters	\$318,275	\$318,275	\$318,275	\$318,275	\$318,275
Annual Revenue Increase	\$375,071	\$375,071	\$375,071	\$375,071	\$375,071
New Meter Expenses					
368 IPS Sensors (\$250/ea. installed)	\$92,000	\$0	\$92,000	\$0	\$92,000
368 IPS Meters (\$425/ea. installed)	\$156,400	\$0	\$0	\$0	\$0
Spare Parts	\$4,998	\$0	\$0	\$0	\$0
Sales Tax @ 9%	\$22,806	\$0	\$8,280	\$0	\$8,280
Meter Installation (\$10/each)	\$3,680	\$0	\$0	\$0	\$0
Meter Pole Adjustment	\$18,400	\$0	\$0	\$0	\$0
Total One-Time	\$298,283	\$0	\$100,280	\$0	\$100,280
Meter Battery Replacement (Once/year)	Included	\$11,040	\$11,040	\$11,040	\$11,040
Warranty (\$35 per sensor/yr.)	Included	\$12,880	\$12,880	\$12,880	\$12,880
Mgmt & Real Time Fees (\$4.50/sensor/month)	\$19,872	\$19,872	\$19,872	\$19,872	\$19,872
IPS Mgmt./Gateway Fees (\$8.00/meter/mo.)	\$35,328	\$35,328	\$35,328	\$35,328	\$35,328
IPS CC Transaction Fees (\$0.06/CC trans.)	\$14,048	\$15,804	\$17,560	\$17,560	\$17,560
Merchant CC Processing Fees (\$0.24/CC trans.)	\$56,192	\$63,216	\$70,240	\$70,240	\$70,240
Non-warranty R&M	\$1,136	\$1,136	\$1,136	\$1,136	\$1,136
Parts Warranty	Included	\$12,880	\$12,880	\$18,400	\$18,400
Total Ongoing	\$126,576	\$172,156	\$180,936	\$186,456	\$186,456
Annual Expense	\$424,859	\$172,156	\$281,216	\$186,456	\$286,736
Annual Net	(\$49,788)	\$202,915	\$93,855	\$188,615	\$88,335
Future Capital Cost	(\$46,088)	(\$46,088)	(\$46,088)	(\$46,088)	(\$46,088)
Annual Revenue Surplus/(Gap)	(\$95,877)	\$156,826	\$47,766	\$142,526	\$42,246
5 Minutes Free Pilot	(\$24,389)	(\$24,389)	(\$24,389)	(\$24,389)	(\$24,389)
Annual Net w/ 5 Minutes Free Pilot	(\$120,266)	\$132,438	\$23,378	\$118,138	\$17,858

IPS METERS & SENSORS W/\$0.50 INCREASE ALL DOWNTOWN ONLY

Downtown	Year One	Year Two	Year Three	Year Four	Year Five
Revenue					
Resetting meters (7.5% of meter revenue)	\$129,087	\$129,087	\$129,087	\$129,087	\$129,087
Rate increase plus 15% due to IPS meters	\$697,802	\$697,802	\$697,802	\$697,802	\$697,802
Annual Revenue Increase	\$826,888	\$826,888	\$826,888	\$826,888	\$826,888
New Meter Expenses					
1,114 IPS Sensors (\$250/ea. installed)	\$278,500	\$0	\$278,500	\$0	\$278,500
1,114 IPS Meters (\$425/ea. installed)	\$473,450	\$0	\$0	\$0	\$0
Spare Parts	\$15,128	\$0	\$0	\$0	\$0
Sales Tax @ 9%	\$69,037	\$0	\$25,065	\$0	\$25,065
Meter Installation (\$10/each)	\$11,140	\$0	\$0	\$0	\$0
Meter Pole Adjustment	\$55,700	\$0	\$0	\$0	\$0
Total One-Time	\$902,955	\$0	\$303,565	\$0	\$303,565
Meter Battery Replacement (Once/year)	Included	\$33,420	\$33,420	\$33,420	\$33,420
Warranty (\$35 per sensor/yr.)	Included	\$38,990	\$38,990	\$38,990	\$38,990
Mgmt & Real Time Fees (\$4.50/sensor/month)	\$60,156	\$60,156	\$60,156	\$60,156	\$60,156
IPS Mgmt. /Gateway Fees (\$8.00/meter/mo.)	\$106,944	\$106,944	\$106,944	\$106,944	\$106,944
IPS CC Transaction Fees (\$0.06/CC trans.)	\$22,105	\$24,561	\$27,017	\$27,017	\$27,017
Merchant CC Processing Fees (\$0.24/CC trans.)	\$88,418	\$98,242	\$108,066	\$108,066	\$108,066
Non-warranty R&M	\$3,438	\$3,438	\$3,438	\$3,438	\$3,438
Parts Warranty	Included	\$38,990	\$38,990	\$55,700	\$55,700
Total Ongoing	\$281,061	\$404,741	\$417,021	\$433,731	\$433,731
Revenue Sharing Agreement w/DLBA	\$272,914	\$211,074	\$53,151	\$196,579	\$44,796
Annual Expense	\$1,456,930	\$615,815	\$773,737	\$630,310	\$782,092
Annual Net	(\$630,042)	\$211,074	\$53,151	\$196,579	\$44,796
DLBA Portion of Upfront Capital Cost	(\$272,914)	(\$178,564)	\$0	\$0	\$0
Annual Net Revenue Surplus/(Gap)	(\$357,128)	\$389,638	\$53,151	\$196,579	\$44,796
5 Minutes Free Pilot	(\$85,280)	(\$85,280)	(\$85,280)	(\$85,280)	(\$85,280)
Annual Net w/ 5 Minutes Free Pilot	(\$442,408)	\$304,358	(\$32,129)	\$111,299	(\$40,484)

Note: In Year One, the net cost will be offset with \$800,000 in one-time dollars in the FY 15 Budget for the capital purchase. Those costs will be recouped from the net revenue of parking meters over the next few years.

IPS METERS & SENSORS W/EXISTING RATES - PIKE ONLY

The Pike	Year One	Year Two	Year Three	Year Four	Year Five
Revenue					
Resetting meters (7.5% of meter revenue)	\$34,536	\$34,536	\$34,536	\$34,536	\$34,536
15% due to IPS meters	\$60,062	\$60,062	\$60,062	\$60,062	\$60,062
Annual Revenue Increase	\$94,598	\$94,598	\$94,598	\$94,598	\$94,598
New Meter Expenses					
138 IPS Sensors (\$250/ea. installed)	\$34,500	\$0	\$34,500	\$0	\$34,500
138 IPS Meters (\$425/ea. installed)	\$58,650	\$0	\$0	\$0	\$0
Spare Parts	\$1,874	\$0	\$0	\$0	\$0
Sales Tax @ 9%	\$8,552	\$0	\$3,105	\$0	\$3,105
Meter Installation (\$10/each)	\$1,380	\$0	\$0	\$0	\$0
Meter Pole Adjustment	\$6,900	\$0	\$0	\$0	\$0
Total One-Time	\$111,856	\$0	\$37,605	\$0	\$37,605
Meter Battery Replacement (Once/year)	Included	\$4,140	\$4,140	\$4,140	\$4,140
Warranty (\$35 per sensor/yr.)	Included	\$4,830	\$4,830	\$4,830	\$4,830
Mgmt & Real Time Fees (\$4.50/sensor/month)	\$7,452	\$7,452	\$7,452	\$7,452	\$7,452
IPS Mgmt./Gateway Fees (\$8.00/meter/mo.)	\$13,248	\$13,248	\$13,248	\$13,248	\$13,248
IPS CC Transaction Fees (\$0.06/CC trans.)	\$5,848	\$6,336	\$6,823	\$6,823	\$6,823
Merchant CC Processing Fees (\$0.24/CC trans.)	\$23,393	\$25,343	\$27,292	\$27,292	\$27,292
Non-warranty R&M	\$426	\$426	\$426	\$426	\$426
Parts Warranty	Included	\$4,830	\$4,830	\$6,900	\$6,900
Total Ongoing	\$50,368	\$66,604	\$69,041	\$71,111	\$71,111
Annual Expense	\$162,224	\$66,604	\$106,646	\$71,111	\$108,716
Annual Net	(\$67,626)	\$27,993	(\$12,048)	\$23,487	(\$14,118)

**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 Schneiter

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 Schneiter

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 Schneiter

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 Schneiter, 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.
Schneiter 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.
Schneiter 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
Schneiter 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.
Schneiter 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, Schneiter, Ramelow, Forsberg, Jeffer

Commissioner Schneiter 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 Schneiter, William W. Lorbeer, Samuel Lippke, Joy Starr, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

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 way finding availability with sensors; the Belmont Heights meeting discussion regarding residential parking challenge due to patron/employee parking; Schneiter 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; Schneiter 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.

Schneiter 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.



T: 562.436.4259 • F: 562.437.7850 • 100 West Broadway, Suite 120 • Long Beach, CA 90802

November 6, 2014

Mr. Tom Modica
Deputy City Manager
City of Long Beach
333 Ocean Blvd., 13th Floor
Long Beach, CA 90802

RE: DLBA Supports Proposed Parking Meter Modernization Project

Dear Tom,

On behalf of the Downtown Long Beach Associates (DLBA) Board of Directors and its stakeholders, the DLBA Executive Committee today voted in favor of supporting the City of Long Beach's proposed parking meter modernization project with the conditions outlined below.

The DLBA would like to thank City of Long Beach staff who contributed to the examination of replacing the existing on-street parking meters with single space smart meters and in-ground sensors. Given the significance of the proposed project to our Downtown community, we appreciate the time you took to present this proposal to our Executive Committee on September 4th and to our Board of Directors on October 1st. Thank you also for engaging our stakeholders directly at the DLBA sponsored community forum on September 24th as well as to other Downtown business and residential groups.

As does the City, the DLBA has a responsibility to its stakeholders to ensure that changes to the existing parking system will enhance economic development and will be consistent with the community's vision for Downtown. In addition to hosting a community forum and speaking with individual business owners and residents, the DLBA convened a Parking Meter Task Force charged with reviewing the City's parking meter proposal and providing us with feedback. The recommendations below incorporate that feedback and are suggestions which we have discussed with you in previous discussions.

Smart Meters, Sensors, and Parking Management

The new smart meters have many benefits that could make parking in Downtown Long Beach more convenient, while also giving the City the ability to better manage its parking assets. The DLBA supports the replacement of the existing parking meters with new smart meters and sensors and we recognize that the additional operational and capital costs associated with the new meters and sensors require that parking meter rates be increased by \$0.50 in Downtown. However, the convenience of being able to pay by credit card alone should not be the sole reason to upgrade to smart meters. We should take full advantage of the technological advances the new meters afford. Our support for the proposed changes are dependent upon the City and DLBA partnering to take

this opportunity to examine Downtown parking in a holistic manner. As such, the DLBA recommends the following implementation and operational elements be incorporated into the project as it relates to Downtown should it proceed.

1. Stakeholder Outreach (Pre-deployment)

Development of a coordinated public informational campaign as detailed in the City's Parking Meter Study must be a part of the deployment of the new smart meters. Direct outreach to businesses owners through informational and instructional collateral (e.g., postcards) will be important in educating businesses about the new meters.

2. Comprehensive Parking Website (Pre-deployment)

The DLBA and the City should collaborate in creating a dedicated parking website utilizing the DLBA's existing Ride, Park & Play brand. The website should be a one stop location to find information about on-street and off-street parking availability, rates, and locations. Downtown Seattle's (<http://downtownseattle.com/parking/>) parking website is a good example of presenting information about the pricing and availability of parking in public and private structures in a very user-friendly format. Downtown San Jose's Park SJ (<http://sjdowntownparking.com/>), and San Francisco's SF Park (<http://sfpark.org/>) are two other examples of comprehensive parking websites.

3. Pocket Parking Guide (Pre-deployment)

A pocket guide to on-street and off-street parking in Downtown should be created to coincide with the deployment of the new meters. The guide should provide rates and hours of operation for on-street parking, public parking structures and surface lots.

Downtown Redwood City

(http://www.redwoodcity.org/bit/transportation/parking/pdf/Downtown_Parking_Map_7-25-14.pdf) is an example of conveying this information on a map.

4. 5 Minutes Free (Upon Deployment)

In our previous discussions it has been suggested that the meters could be programmed to give users 5-minutes of free time during one use of a metered parking space by pressing a button on the meter. We endorse this proposal and see it as a good will gesture worth providing Downtown visitors.

5. Programmable Message Display (Upon Deployment)

Parking meters should be programmed to display a message informing users that the money collected contributes to improving Downtown. The message display should also be used to inform users of Downtown events and other useful information as needed.

6. Grace Period for Issuing Fines (1 to 2 weeks within full deployment)

For a limited period of time after deployment the City should provide citation warnings that include information on the new meters as well as available Downtown parking options. The grace period for issuing fines will allow visitors and business patrons a reasonable period of time to adjust to the new system.

7. Mobile App (Within 3 months of full deployment)

A mobile phone app that provides metered parking pricing, real time availability, and pricing information for parking lots and structures must be made available within three months of full deployment. A mobile phone app supports the project's goal of making parking more convenient for consumers. Refer to the Parker app used by Redwood City for an example.

8. Enhanced Wayfinding and Signage (Within 6 months)

The availability of parking is often cited as one of inconveniences of visiting Downtown although there are over 2,500 spaces in three public structures offering two-hours free parking conveniently located in the Downtown core. The City should review the existing wayfinding and signage for Downtown parking structures and surface lots and develop a program that provides visitors clear information as to the location and pricing of public off-street parking.

9. Parking Structure Improvements (Within 6 months)

We recommend the installation of vehicle counters at the entrances and exits to public parking structures. The data obtained from vehicle counters can be used to provide real-time parking availability at the entrances to parking structures, as well as to the Downtown parking website and mobile phone app. The vehicle counters can also assist in the management of Downtown parking resources by providing utilization data.

Additionally, physical improvements to City owned parking structures should be pursued to enhance the user experience. Improved lighting, a fresh coat of paint, and additional security cameras will help in changing the negative perception often heard as a deterrent to parking in structures.

10. Comprehensive Evaluation of Downtown Parking (Within 9 months)

The use of smart meters and sensors must be viewed as a tool in the overall management of the Downtown parking experience. The City should engage in a comprehensive evaluation of all the elements of City's existing parking program to understand the existing operation, management, and finances. At a minimum, the evaluation should include the following:

- a) Inventory of all on-street and off-street parking (public and private)
- b) Occupancy levels of all on-street and off-street public parking
- c) Parking meter duration and turnover

- d) Evaluate alternatives to the flat rate hourly fee structure, including dynamic pricing based on parking demand (See below)
- e) Evaluate potential locations for new parking meters
- f) Evaluate meters' hours of operation to ensure that the existing hours are effective at managing parking supply in high demand areas
- g) Evaluate parking time limits
- h) Evaluate a shared parking program including partnerships between private and public uses
- l) Impacts and plans to accommodate future adaptive reuse or other historically "underparked" structures and sites
- J) Employee Parking Program
- k) Pay-by-Phone option
- l) Smart Card option

Review Rate Structure and Hours of Operation

We understand the City's desire to maintain net revenue neutrality with the purchase and operation of the smart meters and sensors. As detailed in the City's Parking Meter Study (August 2014) the current rate structure will not support the purchase and ongoing operational costs of the new smart meters and sensors and maintain net revenue neutrality. City staff has recommended a rate increase of \$0.50 per hour for meters located Downtown, with the exception of the Pike. One of the primary benefits of implementing smart meters and sensors is the ability to make rate adjustments using occupancy calculated from parking sensor data. As detailed above, we believe utilizing the data to make adjustments to parking meter rates, in addition to hours of operation, must be analyzed with a specific timeframe of the installation of the new meters. San Francisco and Redwood City offer case studies in the use of dynamic pricing.

11. Quarterly Meetings

The City and DLBA should meet at least four times per year to review the performance of the parking meters and review parking data. Additional meetings will be necessary prior to deployment of the new meters. These meetings should be the basis for identifying an implementation timeframe and the development of a comprehensive parking assessment as detailed above.

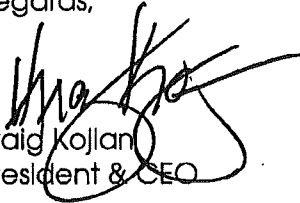
Financing

As partners in this project the City and DLBA should dedicate all new net revenue (generated within the first two years of the operation of the new smart parking meters and sensors) to improvements to the parking infrastructure and operations as described above.

DLBA conditionally supports the installation of the smart parking meters and sensors based on the recommendations identified above. These recommendations should be included in a memorandum of understanding between the City of Long Beach and the DLBA in order to provide clear guidance should the proposal move forward.

We look forward to our continued collaboration to improve the Downtown experience and enhance parking as an asset for our community.

Regards,



Craig Kojlan
President & CEO

cc: DLBA Board of Directors
Vice Mayor Dr. Suja Lowenthal, 2nd District
Council Member Lena Gonzalez, 1st District
Ara Maloyan, Director of Public Works, City of Long Beach

ATTACHMENT E: COMMUNITY OUTREACH SUMMARY

With the release of the Parking Meter Study in August 2014, City staff conducted an extensive outreach effort to hear comments and questions from residents in the areas where the parking meters are located. This outreach effort sought to gather input from residents, businesses and visitors to inform the potential installation of parking meters that accept credit cards. Partnering with neighborhood groups and business associations, City staff held community meetings focused in Belmont Shore and Downtown, where the City currently operates its on-street single-space meters. The public meetings, advertised through E-Notify, social media, multiple press outlets, and invitations to community groups, provided opportunities for residents to learn more about the smart parking meters. The City also implemented various online tools to provide access for residents who could not attend community meetings.

COMMUNITY MEETINGS

The City held fourteen meetings with residents and businesses in the Downtown area and Belmont Shore between August and November.

1. August 21: Belmont Shore Parking and Business Improvement Area Advisory Commission Meeting
2. August 26: Belmont Shore Business Association
3. September 4: Downtown Long Beach Business Associates' Executive Committee
4. September 8: : Belmont Shore Parking and Business Improvement Area Advisory Commission Special Meeting
5. September 11: Belmont Shore Residents' Association
6. September 15: Downtown Residents Council
7. September 18: Belmont Shore Parking and Business Improvement Area Advisory Commission Meeting
8. September 18: Downtown Long Beach Business Associates' Parking Meter Task Force
9. September 18: Long Beach Convention and Visitors Bureau Meeting
10. September 22: Historic Old Pine Avenue (HOPA) Business Association
11. September 24: Downtown Long Beach Business Associates' Forum
12. October 1: Downtown Long Beach Business Associates' Board of Directors Meeting
13. October 9: Belmont Shore Residents' Association
14. November 6: : Downtown Long Beach Business Associates' Executive Committee Meeting

ONLINE OUTREACH

In partnership with the City Clerk's Office, City staff launched an online community forum on SpeakUpLB.org on August 26. City staff encouraged responses by reaching out on the City's social media of Facebook and Twitter, sending the link via E-Notify, and through council offices in the affected areas. The City also invited residents to email their thoughts. In total, 73 residents submitted their comments via "Speak Up, Long Beach!" (www.speakupLB.org), 23 residents emailed their comments, 49 persons commented on Facebook, and 3 persons tweeted their response.

FEEDBACK RECEIVED

The following summarizes the feedback received from residents by concept. The concepts are organized alphabetically. Some of the comments went beyond the scope of the parking meter study. However, these comments provide valuable insight in the needs and demands for parking.

Back parking lots in Belmont Shore – The Belmont Shore Parking and Business Improvement Area recommended to increase the parking lots located to the south of Second Street to \$0.50/hour to align it with Belmont street rates. Attendees at the Commission's special meeting and its regular meetings generally supported the idea.

"Bringing Long Beach to the 21st Century" – Residents writing in support of the meters indicated that the meters represent a much needed improvement to parking infrastructure in the City, bringing the City's parking meters to modern times. Respondents indicated that meters that accepted credit cards would make parking "more efficient for out of towners [sic]" and would "make life easier in Long Beach."

Convenience – Respondents noted the parking meters provide multiple payment options, allowing people without change to use their credit card. These respondents noted that they do not carry change with them, but do carry their credit cards.

Convenience fee – Some attendees at Belmont Shore meetings noted that a convenience fee could mitigate the costs of operating the meters, and therefore lessen the need for a meter rate increase. However, some attendees also noted the frustration of credit card users in having to pay a fee given the ubiquity of cards. These respondents indicated that a convenience fee would make the City's parking meters the "Arco" of parking. City staff also noted the potential legal challenges associated with implementing a convenience fee. Additionally, City staff noted that Long Beach would be the only city that implements a credit card transaction fee for its parking meters.

Courtesy Time – Respondents noted that some cities, such as Boise, Idaho, provide free minutes when a car arrives at a station. Additionally, this would help businesses that have customers for quick pick-ups. For example, dry cleaning stores, pack-and-ship stores, and coffee shops tend to have customers who come in quickly to pick-up or drop-off an item. City staff agrees with this business-friendly approach and recommends establishing a pilot program to provide a five-minute courtesy time.

Employee Parking – Attendees at Belmont Shore meetings noted the concern that a meter rate increase could potentially drive employees into the residential neighborhoods. However, other attendees already noted that employees currently park on residential streets.

Enforcement Hours – While enforcement hours are not being contemplated with the installation of new parking meters, residents expressed a desire to change enforcement hours. For those living in Belmont Shore, residents expressed a desire for longer hours on the street. Currently, parking users continue to feed the meters past the two-hour time limit. Belmont Shore stakeholders indicated that they would like to see this practice continue, or for the City to extend the time limit. In contrast, some attendees at Downtown meetings indicated a need for the meters to encourage parking turnover. A high turnover in parking allows for customers to find parking close to the business, park briefly to run the errand, and then leave the spot.

NFC Technology – The City received some feedback on near field communication (NFC) technology with the recent launch of Apple Pay as a part of the City's potential adoption of parking meters. Respondents and attendees largely did not seek the feature, though a few individuals expressed interest. Adding NFC technology would be an additional \$49 per meter if adopted in the bulk purchase of the meters or \$90 per meter at a later time. City staff notes that NFC technology predates Apple Pay, and that market demand for NFC payment for parking remains relatively small.

Pay-by-phone – Respondents online and at community outreach meetings showed strong support for a pay-by-phone option. Feedback received noted the convenience of adding time on the meter remotely, from their smart phone, while running errands or at meals. City staff noted that the pay-by-phone feature could potentially add \$200,000 in annual operating expenses, and that only 1 percent of IPS meter transactions occur through a pay-by-phone app. Staff notes that this feature could be enabled at any time, and will monitor market demands in determining when this feature is enabled.

Parking Permits – Residents, particularly in Belmont Shore, raised the need for preferential parking districts for residents given the commercial traffic's effect on residential parking along Second Street.

Residential Parking – Belmont Shore residents particularly raised concerns about the impact on residential parking with a potential rate increase. Residents noted that a driver who's particularly sensitive to a \$0.50 per hour increase would opt to park on the residential streets that intersect Second Street. These residential areas, already parking impacted, would place an undue burden on residents who must compete with employees and visitors for limited residential parking.

Rate Increase – In public meetings in Belmont Shore, residents raised significant opposition to the \$0.50 per hour increase on the meters along Second Street. Respondents who opposed the \$.50 increase suggested that the rate increase would discourage visitors from parking on Second Street, and place additional pressure on residential parking. Opponents also noted that Belmont Shore offers “small town charm” with its low meter rates, distinguishing it from other beach cities with rates at or above \$1.00 per hour. Further, a subset of these respondents advocated for the elimination of meter rates altogether. Other respondents indicated that the \$0.50 increase was minor and “reasonable” relative to the expense of other cities. Further, these respondents indicated that visitors to Long Beach looking for parking would not be price sensitive to \$1.00 an hour, particularly with the ability to charge the cost to the credit card.

Redefining the Downtown Core – Businesses on Pine Avenue, particularly north of Third Street, are concerned about the effect of \$1.50 per hour in the Downtown Core. These businesses noted that foot traffic on Pine Avenue, north of Third Street, differs from the entertainment district clustered south of Third Street on Pine Avenue. With the data collected from the sensors, North Pine businesses request that the City reevaluate the boundaries of the Downtown Core.

Sensors – Respondents generally valued the data that sensors could provide in identifying which spaces witness higher utilization. However, some questioned whether the data would be worth the cost. Others raised concerns that the sensors could lead to distracted driving if tied to a phone app or the necessity of a phone app since available parking spaces are quickly re-occupied. Respondents generally disliked the ability of the sensors to “zero out” any remaining time in the meters. Residents expressed their desire to see that remaining time be kept should a car vacate a space with time left on the meter. Staff recommends that all users be provided a courtesy time of 5 minutes.

Smart Cards – Attendees and commissioners at the Belmont Shore Parking and Business Improvement Area Commission expressed a potential interest in smart cards. Specifically, these smart cards could be loaded with value, and businesses could sell the cards with a slight discount to encourage customers' attendance. Attendees at the Downtown Long Beach Associates' forum also indicated an interest in such a program.

#	Location	Comments	Date
1	Downtown	By the time you get these new meters up and running, I guarantee they'll be obsolete and we'll be stuck with the cost - if you must do this, be smart about it and charge different rates at different times of day and in varying areas of the city. You barely provide sufficient parking as it is and this is a usurious fee with zero benefit to the public	8/28/2014 20:17
2	Belmont Park	Why would the city pay over \$1m to install meters that will drive business away. If it costs 50 cents to go to the post office, Billings or Starbucks I will drive over the bridge to the private post office and other services. Absolutely NO for new parking meters. They are very confusing to use. There is nothing wrong with the current meter system. It sounds like someone has a \$\$ interest in getting this passed. Who owns the proposed system?	8/28/2014 23:20
3	3rd and Walnut	I read about the study in the Aug. 28 Grunion Gazette. The new meters are a very bad idea. 1) They cost almost triple to service per year: \$446 versus \$158. That means parking rates have to go up. Parking should be provided for free in lots such as the ones near Walmart, as the ones at large grocery stores, like at Trader Joes, and like at the malls. By charging higher prices you are forcing merchants to lose business to shoppers who do not want to pay to park as a cost of shopping. You are ripping off the public who resent having their means of transportation (their car) being treated as a cash cow, to be ripped off by a monopoly municipal corporation. At the very least you should make the first two hours of parking free. If people go to a movie, the free time should be longer. The city needs to cut back on its costs and quit using the streets with so many parking restrictions as a means of ripping off the public.	8/29/2014 16:01
4	Bluff Heights	This seems to be a non issue to me. We, as car driving citizens, know we have to pay for parking in any city. I do carry a card, rarely do I carry more than a quarter or two in my car or on my person, that may give me thirty minutes in a meter. The increase is welcome if it improves efficiencies with parking. Especially if the meters are solar powered as well.	8/29/2014 20:43
5	Alamitos Beach	love the idea	8/29/2014 20:48
6	Bluff Park	In Belmont Shore I wouldn't like the increased charge or losing using time on stale meters to merely run in and check my PO Box or get a latte. It is another way of double-dipping into shoppers' pockets.	8/29/2014 20:55
7	Downtown	These should only be added if they support the coming chip and pin standard soon to be enforced. It would be bad if these become a target for credit fraud.	8/29/2014 21:18
8	Bluff Heights	I like the upgrade but increasing the cost is not acceptable. It already costs double what it does in Belmont Shore to park downtown. And for what downtown? The Shore has much more to offer for a relatively little amount of money. If the current meters are working just fine, why change them, especially to something that's costs vastly more to operate. We need to keep Long Beach street parking affordable. Just because other cities do it, doesn't mean we need Stay simple. Stay inexpensive. This is Long Beach NOT Newport Beach. Please remember that. Nice idea and equal cost I'd go along with it, but just because your studies say good stuff, you answering a problem that does not exist. Put efforts somewhere else.	8/29/2014 21:41
9	Belmont Heights	If we want a vibrant downtown, we have to upgrade our meters. Whether we do it now or later, it has to happen. Yes, it's expensive, but a necessary one to growing Long Beach's economy and culture.	8/29/2014 22:02
10	6914 E El Cedral St	I would like meters that I can pay with an app on my phone. Credit cards would be secondary. I want to be able to add time without having to go back to my car.	8/29/2014 22:02

11	Bluff Heights	It seems that in order to break even or make positive revenue off the meters, you would have to charge more just to sustain the new meters. Why not just remove the meters and make the Long Beach shopping and entertainment areas truly progressive. It seems like adding more bureaucracy just for sake of supporting itself. Belmont Shore already has a higher retail business tax, does it not? Let people part for free and they will probably visit more and spend more. Win-Win. IF not, then I would be in favor of the smart meters, but doubling the Belmont Shore rate is extreme, especially when the Downtown and Pike areas will operate at a deficit. Why must Belmont Shore prop up the entire system? A 50% increase would be much more reasonable. You could also make parking free and offset the lost revenue by stopping toxic water fluoridation. THAT, would be progressive and smart!	8/29/2014 22:24
12	Downtown	I use these often in Los Angeles & San Francisco and I love them. Please get these in Long Beach soon. Coin operated meters are so behind the times and wasteful use of employees time.	8/29/2014 22:28
13	North Long Beach	I'm in support of the proposal. Using a mobile app has been convenient when I've traveled to other cities. I believe that the city should budget that 80% of revenue will come from credit cards especially with the mobile app.	8/29/2014 22:35
14	Naples	Credit card readers can easily be modified to clone a credit card. You are asking for trouble putting residents at risk to loose their crdit card I.D. #s.	8/29/2014 22:51
15	Alamitos Heights	There is absolutely no reason to do this! This is only cost effective for the company who makes these. It's the same sort of scam as the red light cameras.	8/29/2014 23:04
16	District 1	city revenue not guaranteed and if change means raising meter rates, it makes cost of visiting Long Beach less attractive. I already limit my visits to Belmont Shores, DTLB and Pike area because of limited parking; higher prices on parking meter will make me avoid patronizing these areas with car all together. If I can't walk it, I don't go. Please address the larger availability issue in Long Beach before trying to rise parking meter prices on visitors. This is the wrong priority for the city. It's trying to capitalize on the visitors instead of enticing people to move to Long Beach because of conveniences and opportunity.	8/29/2014 23:06
17	Belmont Heights	I was in Laguna Beach yesterday and they have the type that takes change, dollar bills and Credit/Debit cards. I think this is a great idea. Who wants to carry change with them and I can tell you as a motorcycle rider as well having to carry change is a real pain.	8/29/2014 23:08
18	Westside	I think its a very good idea to use credit cards for parking meter. often times folks dont carry cash. Everyone wins points on your credit card in addition supporting your city	8/29/2014 23:11
19	6240 golden sands	NO NO NO!	8/29/2014 23:14
20	Alamitos Beach	I think it's a good idea!	8/29/2014 23:46
21	Eastside	The idea of an 'app' to tell a driver when a space is available is a dangerous concept. I've seen it in action in other cities. When a city encourages a driver to use their cell phone while driving -- the city should be held libel for the ensuing accidents. And NO, use credit cards to park? Are you crazy? The parking meters should be REMOVED, not 'modernized. How about creating a pleasant shopping and dining experience for visitors and residents by REMOVING parking meters. THIS is why I shop, eat, and spend my dollars in other cities. Yes, cities that actually want my business by making parking a pleasant experience. Yeah, like I trust city workers with my credit card info....you must be on crack.	8/30/2014 1:25

22	Downtown	I appreciate the thoroughness of the study. I am especially pleased with being able to use a credit card because there have been one too many times when I have had to scramble for change for a meter. There was no mention in the study if the monitoring software would be used to delete extra time on a meter. For example, if I am leaving a meter and there is 30 minutes remaining the next parker benefits with some extra time. The \$.50 increase is reasonable. I also like the possibility of using an app to know where a meter is open.	8/30/2014 1:50
23	Plaza (El Dorado Park West)	A modest rate increase will be needed to ensure that the city will continue to achieve long-term net revenue neutrality." Since when is a 100% increase considered modest? Also, I'm not in favor of 1) the sensors in the pavement so one has to move a car if the time limit is up, or 2) not allowing additional time to be added to the meter. When I park in Belmont Shore, I prefer to leave my car in the spot I found, and walk to various errands, and enjoy a leisurely meal before or after. If I have to move my car to another spot, I am most likely going to leave the area.	8/30/2014 2:31
24	downtown	I think it's long overdue. I frequent Hollywood and they have them there. Much easier to pay, especially nowadays when we don't carry a lot of change, or cash for that matter.	8/30/2014 3:45
25	Belmont Shore	Happy with current meters and rates. I'm against new smart meters and raised rates.	8/30/2014 3:55
26	Belmont Heights	As long as the price for parking isn't raised, the hours don't change and no more meters are installed, I'm fine with it. If either of those change, I'll pass on that and keep circling the block for parking.	8/30/2014 5:25
27	Belmont Heights	I understand the capability of "real time data" and its associated benefits however it makes absolutely no sense to install a system that is going to cost more for everyone. I am strongly opposed to projects that cost the city AND consumers more money, everything is already so expensive and this is just another form of induced inflation. The existing meters are fine and less expensive for the city to operate; \$158 to \$446 annually, an increase of 282%!	8/30/2014 18:38
28	CD3	If the current annual operating cost per meter will realize an increase to both the city and the public that utilize the parking meters, then how would this change be a cost savings to the residents of Long Beach? Currently all coin meters are serviced and the coins collected by city staff. This sounds like another attempt to reduce future pension liability by eliminating city staff. As an unrealized benefit to reduce pension cost, this could potentially reduce parking enforcement staff too. Why would city management elect to supplant employees that have a fixed annual loaded cost for a parking control system that will effect an immediate cost increase and sustain an overall annual cost? Sounds like there are also many unknowns associated this proposed new parking meter system? As long as the parking meter program is a self sustaining operation by making a positive contribution to the general fund and covering all annual costs, such as the other enterprise funds in the city do, then leave well enough alone and shift your focus to the true general fund drains that do not in any way contribute revenue to the general fund but slowly drain it every fiscal year.	8/30/2014 22:12
29	Belmont Shore	I like the idea of new meters but am concerned limiting parking to 2 hrs and increasing the rates too high will force more visitors to park on residential streets. People come to the Shore to eat and go shopping at the same time in addition to come to watch sporting events. Not allowing people to extend the 2 hr limit could create a bigger residential parking problem.	8/31/2014 14:33
30	640 west 4th street	We need less street parking and promote centralized parking areas and passport use. If its really needed, have a single unit to issue parking tickets like the ones found near the pier or cinemark.	8/31/2014 16:27
31	Belmont Shores	Great Idea	9/2/2014 14:56

32	Belmont Heights	I am ok with the new meters, concerned about the price increase and strongly against re-setting meters when a car leaves. Adding time would be ok, but should require a trip to the meter...	9/2/2014 22:08
33	Belmont heights	I support it.	9/2/2014 22:50
34	Belmont Shore	I am against any move that would give the unelected, over-reaching parking commission run by - and for -- business-only interests more funds. So, if the credit card meters would result in more money in that entity's control, I am very much against it. I would also be against meters that were credit card only -- that would not accept change -- as that is simply unfair to those who don't have cards -- often people of disadvantaged communities.	9/2/2014 23:47
35	Belmont	I am in favor of converting our parking meters to credit card usage I feel that any extra income that would be generated will be beneficial to our city. The rate increase will still leave our city way below other coastal cities with meters. The credit card system will give more credibility to our Cities handling of meter incomes.	9/3/2014 4:52
36	University Park Estates	Adding a credit card option would be helpful when parking in the downtown and Belmont Shore area.	9/3/2014 7:38
37	Belmont Shore	Although I have not read the study I have read the summary. I support the switch to smart meters. However, I was unsure how they would assist drivers in finding empty spaces. Will there be a smartphone application, or some other way to identify empty spaces?	9/4/2014 18:59
38	Belmont Shore	I think it is a good idea as the raise in parking rates is minimal and is still lower than most nearby cities. Having the added benefits of the new meters seems worth it to me.	9/5/2014 4:28
39	Cambodia town	Most important, do not have the meters reset to zero after a car leaves. Whatever time is left should remain on the meter. 2nd meters should be free after 6pm or so. They made the meters around the Pike active until 9pm and nobody hardly ever uses them or goes there. Businesses have gone under and changed hands because of this. When people do go there it's for movie or dinner and they use parking structure and then split before the free parking expires. 3rd if you're going to use the credit card feature, have it run a tally until driver returns and re-swipes to close out the charge. That way driver doesn't have to keep worrying about adding time, they just check out at the end so to speak.	9/7/2014 15:28
40	alamitos bay	Strongly encourage - it would make the process more efficient for out of towners. Generate more revenue to assist street funding	9/8/2014 20:15
41	Eastside	Paying with credit cards is the way everything else is done. It will make life easier if Long Beach parking meters accept credit cards.	9/9/2014 18:24
42	255 bay shore ave.	totally in favor of it, who carries change anymore? as long as patrons can push the meters to stay longer than 2 hrs and a gradual increase in fees...	9/9/2014 20:56
43	Downtown	If Long Beach were to replace existing street meters with smart meters, this would be the time to do it since the opportunity to piggyback the Berkeley purchase is available. Even the currently-proposed slight increase in hourly parking fee is minimal. However, as was also noted in the study, the return on investment reduces as more people opt to pay by credit card rather than coins. As fewer people carry cash and prefer to rely on cards or smartphones, this upgrade seems to provide a service that many people will take advantage of but we'd prefer that they don't. If the intent is to bolster outside perception that the city is "keeping up with the Jones'," then perhaps the best course of action is to leap ahead of what other cities have even done and provide a way to pay via NFC or smartphone application. With increasing public awareness of credit card fraud, EMV chip "smart" cards will soon become the norm in the US. Will this cause a need for a second meter upgrade in the near future or will this smart meter be able to adapt to this change at minimal additional cost?	9/11/2014 20:31

44	Bluff Heights	NO! There is no point in this. Everyone who has a need to park in meters has enough coins to get by. What a waste of money. Put it toward something that will benefit the community. It is clear the people have spoken, no one is finding any convenience to higher rates, credit card or not. If it ain't broke don't fix it. This is the dumbest thing Long Beach has come up with to date.	9/11/2014 23:10
45	Belmont Shore	I do like the idea of being able to use a credit card or smart phone to use a parking meter. That is important in this day and age. I am concerned about the costs, however.	9/12/2014 15:40
46	Bellmont Shore	One of the dumbest ideas I have ever seen, Only 138 cities in all of the U.S have implemented this - why would we think we need to be #139? What is the benefit to our city and our neighborhoods? This supposed 7 year pay-back is not guaranteed. This is just another Parking Commission dumb act.	9/12/2014 17:04
47	Belmont Shore	I know for a fact it's a great idea. So many people these days ubiquitously use plastic for payment of everything. I believe visitors here in Belmont Shore park in residential because most people do not carry change. See plastic comment above. As long as the new meters also accept 'old fashioned' money. Make the meters up to 3 hours. Reset within 10 minutes of an early exit. Thanks!	9/12/2014 18:46
48	Belmont Shore	I am in favor of the new parking meters, do not change hours, try not to increase fees, but if you must, do so in a gradual level, maybe increase every 6 months (25 cents per increase)	9/15/2014 21:01
49	Alamitos Beach	PLEASE DO IT ASAP!	9/16/2014 22:05
50	Bixby Knolls	Sensor should not be reset if time is still left in meter parking and coins should still be an option in addition to the credit card.	9/16/2014 22:27
51	Del Lago	I don't mind meter rates going up, but I think the huge increased maintenance costs, in addition to the purchase and installation costs, are not expenses that the City should be undertaking at this time. It isn't that hard to get some change for the meter! Maybe this is something we can do one day when the City is flush with money and can't think of anything better to do with it. For now, I can think of lots of better uses for City money (libraries, for example).	9/16/2014 22:27
52	Alamitos Heights	I don't think this is a good idea primarily because of : the major increase in price, Does not appreciably reduce cost of servicing them. Time limits increased costs to our city.	9/16/2014 22:27
53	downtown	Should not reset meter when time is prepaid and please allow coins as an option also.	9/16/2014 22:28
54	Los Cerritos	I don't support moving toward a On-Street Smart Parking System. Although it is an innovative way of upgrading and optimizing the City's parking system, I don't believe that the "need" to upgrade was fully justified in the proposal. Does the City's general fund stand to increase revenue with this technology? If the .50 per hour increase is to just cover the aquisition costs, then why change things? Long Beach attracts and services very different communities from Manhattan Beach and Sacramento. To an extent, you would be punishing the loyal folks that presently do business, work, and play in Long Beach. Simply put, if the City can't afford it, then I say, don't buy it. I think there are greater priorities, like homelessness and crime that should be addressed before parking meters.	9/16/2014 22:33
55	Downtown	No credit card for parking. Rather have coins operating.	9/17/2014 0:23
56	eastside	NO NO NO!	9/17/2014 0:34

57	Rose Park	50% increase in cost to motorists is not a "modest" increase. Further, there is no added benefit to using a device to measure available parking when motorists are not allowed to use their phones while driving. While a step in the right direction, the parking meters are not necessary at this time and therefore do not merit the price increase called for. I would be more open to the replacement if the parking cost raised even 20% to \$.60 per hour.	9/17/2014 16:44
58	5246 E. Appian Way 3521	I am in favor of the new meters. I would like to be able to pay with a debit card instead of carrying quarters in my car. Let's approve and install these new meters ASAP.	9/19/2014 2:58
59	Monogram Ave	I have used them in LA and found it convient. It seems to be a good thing if it is financially doable.	9/19/2014 18:45
60	419 Orlena Avenue	We should not be left behind on technology. This will eventually happen anyway. Get it done.	9/23/2014 17:51
61	Promenade Downtown	While I would like Smart Meters to modernize the City, I'd also like to see fee parity between Downtown and Belmont Shore. It's always seemed not right to me that people have to pay more to park in Downtown versus Belmont Shore when the Downtown Core is still developing and we still have so many empty storefronts. Belmont Shore on the other hand is filled with businesses and demand. The last thing I want to see is business investment hindered in the area of what the City of Long Beach considers to be the Downtown Core. Regardless of how revenue is split in the Downtown Core, there should be parity. They are proposing \$1,.50 for the Downtown Core and \$1.00 for Belmont Shore. East Village they are proposing \$1.00. Let us play on a level playing field and if the reporting from the meters truly shows more demand, then let's re evaluate the fee structure.	9/24/2014 0:49
62	Belmont Shore	I agree with upgrade and the increased charge. My only request is that when the city takes up street parking (like during the palm tree trimming on Ocean) or when there is filming taking up parking the residents be able to use the beach lot at no charge (like we're granted during the marathon).	9/24/2014 5:12
63	Bluff Heights	I believe that it is time to enter the 21 st century, cash and coins are no longer the preferred payment method, allow people to move conveniently in our city!	9/25/2014 15:05
64	Redondo and 15th	I think that it would be a good idea to upgrade the parking meters to accept cash and bank cards. Some people do not have credit or bank cards and some people never carry cash, so both would be good.	9/26/2014 21:48
65	Belmont Heights	Long Beach seems outdated without the meters. They are convenient and though we will be a bit more expensive than neighboring cities (except Santa Monica), it is worth having them for the convenience.	9/27/2014 17:50
66	EAST VILLAGE	PLEASE KEEP THE METERS OUT OF THE EAST VILLAGE. MANY PEOPLE VISIT THE BUSINESS AND THE COST IS TOO MUCH. ALSO IT WOULD HURT THE RESIDENTS AND THEIR VISITORS OF THE EAST VILLAGE. YOU SHOULD ALSO KEEP THE METERS AWAY FROM THE POST OFFICE. MANY RESIDENTS OF THE EAST VILLAGE HAVE TO PAY FOR STREET PARKING. THE METERS WOULD NOT BE GREAT FOR THE SMALL BUSINESSES OF THE EAST VILLAGE AS THEY ARE STILL TRYING TO ATTRACT MORE FOOT TRAFFIC IN THE AREA.	10/1/2014 4:08

67	East Village/ Downtown	I DISAGREE WITH THE CHANGES. I'm ok not getting "change" back for a nickle that currently gives me 6 minutes. I enjoy the peace of mind of not having to use my credit card or any card for that matter. This way I can limit fraud or ID theft using any of my credit cards; these meters are NOT monitored 24/7 and for tech geniuses out there this is easy access to insert card readers and steal information. I rather give up a nickle thab my credit card info. Also the other lame "perk" of finding open spots is ludicrous. California law would not allow me to use my cellphone while I'm driving to see what open spots are available. The pros are disguised with the sole purpose to just raise revenue for the city that won't really bring any benefit to me as a resident. This is insane and absurd.	10/1/2014 5:43
68	downtown	I do not like this proposal	10/1/2014 5:50
69	Downtown	As a business owner it is very aggravating to provide change to the people wanting to park	10/7/2014 16:09
70	Downtown	I do not believe that the parking meters provide any value to my community. I am a business owner with 10 metered parking spaces in front of my business. The positive aspect is the convenience of course, but I believe that the doubling of rates is a strong negative. If these go in, there will certainly be a surplus of revenue generated. Where does that surplus of revenue go? Does it go back to the communities from which they were collected?	10/9/2014 0:36
71	Belmont Shore	Completely agree with upgrading the on-street meters, however, has anyone given consideration to those residents that live in the areas these meters are located? Parking for residents is extremely difficult. For example, we live across from the Belmont Pool. People attending pool events completely avoid the existing meters to park in the residential neighborhoods. Issuing parking permits for residents would alleviate some of our parking difficulties and push people that are attending events to use the meters.	10/15/2014 23:40
72	Los Altos	I think parking meters in some areas are to expensive already. It's definitely a consideration for me how much I will have to spend in parking whether I go to certain areas of the city. I can shop/dine many places that I don't have to pay to park. The downtown area is one place I think is expensive to park already and I don't think I will continue to shop downtown if you raise the prices. Also, you say that the new meters are solar powered, which makes them sound environmentally friendly but aren't the old meters environmentally friendly also because they don't use electricity? You don't mention that. And I heard that the new smart meters reset when a car pulls out of the space so you are collecting more money for time that was already paid for and it's costing us even more because we can never stumble onto a meter with time left. I notice you didn't mention that either. It doesn't seem like you are being completely honest and forthcoming about all of the facts. I think this is bogus!	10/19/2014 17:16
73	Los Altos	Even though it's easier for people to not have to carry change I can't imagine people want to pay more. I know I don't and I think it's a big deterrent for people to come to an area and feel like parking is to expensive. This is going to cost the city so much money and if you have to increase fees to help cover the cost I say leave the meters as they are. Also, if you do change them and use the puck I think it's really bogus that the meter resets so you are collecting money on time that was already paid for and we will never have the happiness of finding a meter with time left on it. Leave the meters and rates as they are!	10/19/2014 18:58

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH I.P.S. GROUP, INC. FOR THE PURCHASE AND INSTALLATION OF ELECTRONIC PARKING METERS THROUGH THEIR CONTRACT WITH THE CITY OF SACRAMENTO, CA IN AN AMOUNT NOT TO EXCEED \$1,538,979 FOR A PERIOD OF ONE YEAR, AND IN AN AMOUNT NOT TO EXCEED \$941,542 ANNUALLY FOR A PERIOD OF FOUR YEARS

WHEREAS, the Charter of the City of Long Beach (the "City"), Section 1802, permits the City to purchase services, supplies, materials, equipment and labor with other government agencies by purchasing under their contracts on a voluntary and selective basis when authorized by resolution; and

WHEREAS, the City desires to purchase and install electronic parking meters; and

WHEREAS, the City of Sacramento, CA has a contract for the purchase and installation of electronic parking meters ("Sacramento Contract"); and

WHEREAS, the City's participation in the Sacramento Contract will facilitate timely acquisition of the electronic parking meters as well as provide considerable cost benefits to the City; and

WHEREAS, if the City had to utilize a formal bid process rather than participate in the Sacramento Contract considerably more funds would be required;

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

1 Section 1. The above recitals are true and correct and are incorporated
2 herein by this reference.

3 Section 2. The City Manager of the City is hereby authorized to enter an
4 agreement with I.P.S. GROUP, Inc. for the purchase and installation electronic parking
5 meters, on substantially the same terms as the City of Sacramento, CA except as
6 modified by mutual agreement of the City and I.P.S. GROUP, INC., and the purchase by
7 the City shall be on the same terms and conditions afforded to the City of Sacramento,
8 CA in an amount not to exceed One Million Five Hundred Thirty-Eight Thousand Nine
9 Hundred Seventy-Nine Dollars (\$1,538,979), for a period of one year, and in an amount
10 not to exceed Nine Hundred Forty-One Thousand Five Hundred Forty-Two Dollars
11 (\$941,542) annually, for the four (4) subsequent years, with the option to renew for five
12 (5) additional one-year periods.

13 Section 3. This resolution shall take effect immediately upon its adoption
14 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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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 _____, 20__ by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH SETTING RATES OF PARKING
METER FEES FOR PARKING METER ZONES 1
THROUGH SIX AND 18 PURSUANT TO SECTION
10.28.130 OF THE LONG BEACH MUNICIPAL CODE

The City Council of the City of Long Beach resolves as follows:

Section 1. Pursuant to Section 10.28.130 of the Long Beach Municipal
Code, the rates of parking meter fees for parking meter zone 1 shall be a maximum of
seventy-five cents (\$0.75) per hour for on-street single space meters. The rates of
parking meter fees for parking meter zones 4, 5, and 6 shall be a maximum of one dollar
(\$1.00) per hour. The rates of parking meter fees for parking meter zones 2, 3, and 18
shall be a maximum of one dollar and fifty cents (\$1.50) per hour.

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

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
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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 _____, 20__ by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk