



Building A Better Long Beach

December 14, 2009

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to adopt a resolution approving and adjusting parking rates for Agency-owned facilities in the Downtown and Central Long Beach Redevelopment Project Areas; and authorize the City Manager to establish special event parking rates. (Downtown and Central – Districts 1, 2)

DISCUSSION

The City of Long Beach (City) Parking Operations Division completed a Strategic Plan (Plan) for parking operations within the greater Downtown area. The goal of the Plan was to serve as a foundation for short-term and long-term goals as it relates to parking management and access strategies. A key component of the Plan was a market rate study to assess the current Downtown parking system. As a result, staff proposes to amend the current parking rate schedules for Agency-controlled parking lots and structures, shown on the map in Exhibit A, and establish a process for special event parking rates. Furthermore, additional operational funds are needed to respond effectively to security concerns, to build a maintenance reserve fund to address needed repairs, and to meet debt service and operational expenses. To address these issues, staff recommends rate adjustments as outlined in the attached spreadsheets (Exhibits B and C) and detailed below.

Downtown Parking Facilities

During Fiscal Year 2009 (FY09), the Downtown parking facilities generated revenue of \$483,987; expenses totaled \$542,758 resulting in a deficit of \$58,771. A portion of these expenses were one-time costs related to the expansion of the Broadway Block lot and improvements to the lots at 4th Street and Pacific Avenue and 7th Street and Pacific Avenue. Adjusting parking rates to the recommended levels will increase income by approximately 15 percent, generating a projected \$555,445 annually. The rate adjustment is expected to eliminate the operational deficit and generate additional income to maintain a safe and attractive service environment.

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Central Parking Facilities

During FY09, Central parking facilities brought in \$49,685; expenses totaled \$84,669. These expenses include one-time costs incurred for converting vacant Agency-owned properties to parking lots. Adjusting parking rates to the recommended levels will increase income by approximately 20 percent, providing an estimated revenue of \$59,622. The additional revenue will be used to eliminate the operational deficit and maintain a safe and attractive service environment.

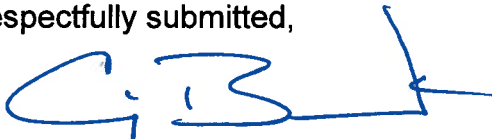
On-line Sales and Special Events

Staff also recommends an on-line monthly parking system to improve the management of monthly parking permits. This system, already in use by the City for issuing special event and residential parking permits, will improve customer service and increase staff efficiencies by allowing all monthly permit holders to purchase their parking permits at any time of the day or night. Recommended fee amounts are listed on Exhibit A. Lastly, staff recommends authorizing the City Manager to establish special parking rates for special events at all parking locations on a per event basis.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



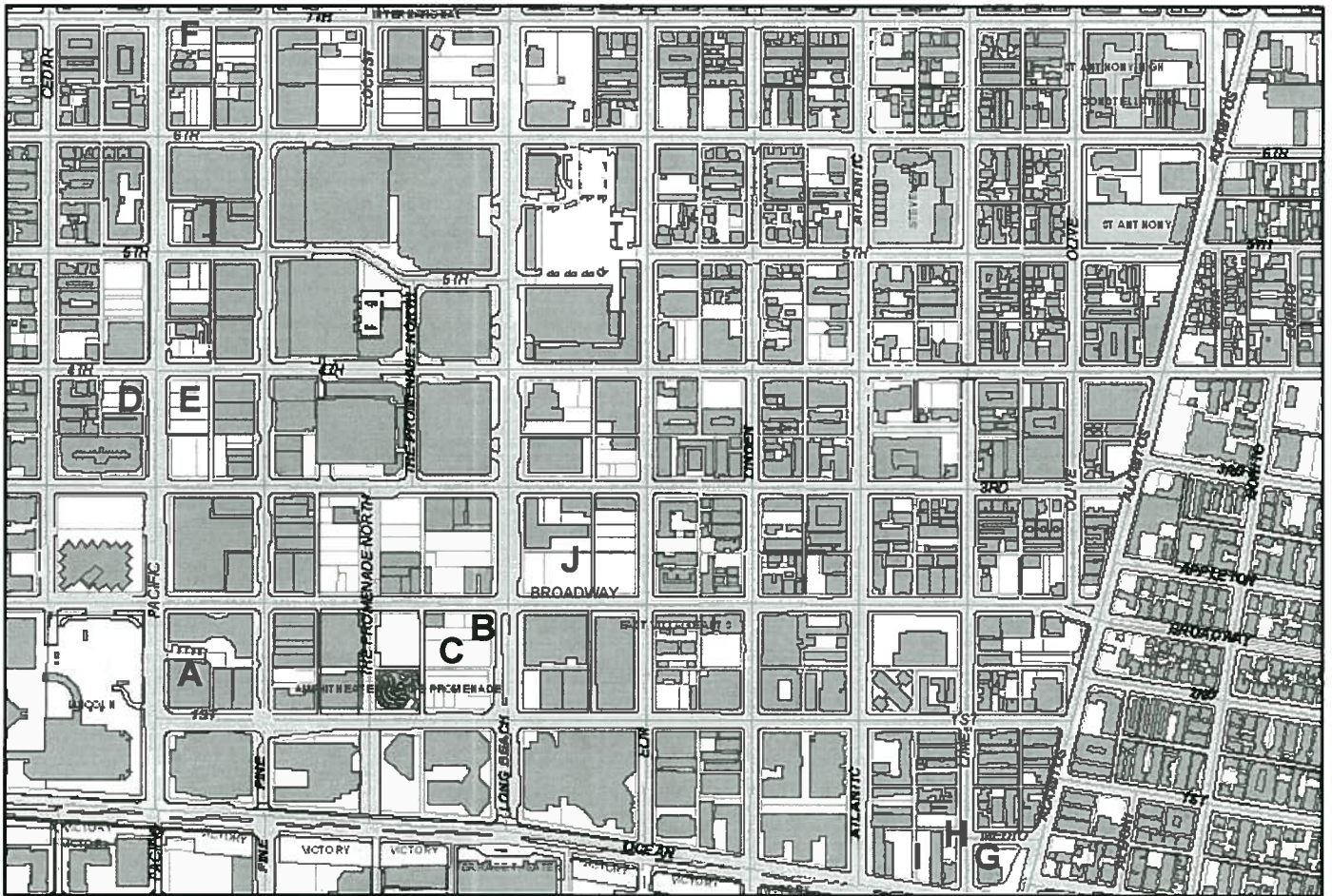
CRAIG BECK
EXECUTIVE DIRECTOR

CB:AJB:LF:AA

Attachments: Exhibit A – Downtown and Central RDA Parking Facility Map
Exhibit B – Proposed Rate Adjustment for Downtown and Central RDA-
Controlled Parking Facilities
Exhibit C – Revenue and Expenses for Downtown and Central RDA
Parking Facilities
Redevelopment Agency Resolution

Exhibit A

Downtown and Central RDA Parking Facilities (locations are approximate)



Key

- A** – Arden Garage, 100 W. Broadway (operated by RDA evenings and weekends)
- B** – American Hotel Lot, 145 Long Beach Blvd.
- C** – M-1 Lot, 125 Long Beach Blvd.
- D** – Dolly Varden Lot, 337 Pacific Avenue (Central Project Area)
- E** – 4th & Pacific Lot, 328 Pacific Ave.
- F** – 7th & Pacific Lot, 140 W. 7th St.
- G** – Shoreline Gateway 1, 725-777 E. Ocean Blvd. (Central Project Area)
- H** – Shoreline Gateway 2, 19 Lime Ave. (Central Project Area)
- I** – Shoreline Gateway 3, 619 E. Ocean Blvd. (Central Project Area)
- J** – Broadway Block, 335 E. Broadway Ave. (portions owned by RDA)

Exhibit B

Proposed Rate Adjustment For Downtown and Central RDA Parking Facilities	
Arden Garage (100 W. Broadway Ave., operated by RDA evenings and weekends)	
Current Rates: Two hours free with validation \$2 per hour \$8 max/lost ticket \$6 - \$15 flat rate for events (rate to be determined by the City Manager on a per event basis) \$55 monthly parking permit	Proposed Rates: \$3 flat rate M-F 5:30 PM-8:30 PM, Sat.-Sun. opening (10:00 AM)-8:30 PM \$6 flat rate - 8:30 PM - closing (3:00 AM) 7 days/week \$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis) \$65
American Hotel Lot (145 Long Beach Blvd.)	
Current Rates: \$4 flat rate \$6 - \$15 flat rate for events (rate to be determined by the City Manager on a per event basis) \$35 monthly parking permit	Proposed Rates: \$5 flat rate \$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis) \$45 monthly parking permit
M-1 Lot (125 Long Beach Blvd.)	
Current Rates: \$6 - \$15 flat rate for events (rate to be determined by the City Manager on a per event basis) \$35 monthly parking permit	Proposed Rates: \$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis) \$45 monthly parking permit
Dolly Varden Lot (337 Pacific Ave.)	
Current Rates: \$6 - \$15 flat rate for events (rate to be determined by the City Manager on a per event basis) \$40 monthly parking permit - residential (24 hr.)	Proposed Rates: \$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis) \$50 monthly parking permit - residential (24 hr.)
4th & Pacific Lot (328 Pacific Ave.)	
Current Rates: \$5 flat rate \$6 - \$15 flat rate for events (rate to be determined by the City Manager on a per event basis) \$35 monthly parking permit	Proposed Rates: \$6 flat rate \$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis) \$45 monthly parking permit
7th & Pacific Lot (140 W. 7th St.)	
Current Rates: \$3 flat rate \$6 - \$15 flat rate for events (rate to be determined by the City Manager on a per event basis) \$35 monthly parking permit	Proposed Rates: \$5 flat rate \$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis) \$45 monthly parking permit
Shoreline Gateway 1-3 (725-777 E. Ocean Blvd., 19 Lime Ave., 619 E. Ocean Blvd.)	
Current Rates: \$6 - \$15 flat rate for events (rate to be determined by the City Manager on a per event basis) \$40 monthly parking permit - residential (24 hr.)	Proposed Rates: \$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis) \$50 monthly parking permit - residential (24 hr.)
Broadway Block (335 E. Broadway Ave., portions owned by RDA)	
Current Rates: \$4 flat rate per day \$35 monthly parking permit - transient \$25 monthly parking permit - resident (limited use) \$8 - \$15 flat rate for events (rate to be determined by the City Manager on a per event basis)	Proposed Rates: \$5 flat rate per day \$45 monthly parking permit - transient \$35 monthly parking permit - residential (limited use) \$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)
On-line Sales Fee (Collected by On-line Sales Vendor)	
Current Rates: (system not yet implemented)	Proposed Rates: Monthly Permits: \$6.95 one time registration fee \$.98 cent monthly transaction fee + 3% monthly credit card fee Event Sales: .98 cents - \$2.98 transaction fee based on event

Exhibit C

Revenue and Expenses for Downtown RDA Parking Facilities			
Includes Arden Garage (100 W. Broadway Ave.), American Hotel Lot (145 Long Beach Blvd.), M-1 Lot (125 Long Beach Blvd.), Broadway Block - RDA-Owned Portions (335 E. Broadway Ave.), 4th/Pacific Lot (328 Pacific Ave.) and 7th/Pacific Lot (140 W. 7th St.)			
FY 09		FY 10 (projected)	
Revenues	\$ 483,987	Revenues	\$ 555,445
Expenses	\$ 542,758	Expenses	\$ 511,901
Difference	\$ (58,771)	Difference	\$ 43,544
Revenue and Expenses for Central RDA Parking Facilities			
Includes Dolly Varden Lot (337 Pacific Ave.) and Shoreline Gateway 1-3 (725-777 E. Ocean Blvd., 19 Lime Ave., 619 E. Ocean Blvd.)			
FY 09		FY 10 (projected)	
Revenues	\$ 49,685	Revenues	\$ 59,622
Expenses	\$ 84,669	Expenses	\$ 57,804
Difference	\$ (34,985)	Difference	\$ 1,817
On-line Sales Fee (Collected by On-line Sales Vendor)			
FY 09		FY 10 (projected)	
No data - system not yet implemented		No data - system not yet implemented	

A RESOLUTION OF THE REDEVELOPMENT
AGENCY OF THE CITY OF LONG BEACH, CALIFORNIA,
GRANTING PERMISSION TO MEMBERS OF THE PUBLIC
TO PARK IN AGENCY-OWNED PARKING LOTS AND
ESTABLISHING PARKING FEES AND CHARGES

The Redevelopment Agency of the City of Long Beach, California
resolves as follows:

Section 1. A public hearing having been noticed and conducted in
accordance with Section 66018 of the California Government Code, the parking rates
set forth in Exhibit "A" are established for the following parking structures and lots
located in the Downtown Redevelopment Project Area and the Central Redevelopment
Project Area:

1. Arden Garage (100 West Broadway Avenue)
2. American Hotel Lot (145 Long Beach Boulevard)
3. M-1 Lot (125 Long Beach Boulevard)
4. Dolly Varden Lot (337 Pacific Avenue)
5. 4TH and Pacific Lot (328 Pacific Avenue)
6. 7th and Pacific Lot (140 W. 7th Street)
7. Shoreline Gateway 1-3 (725-777 E. Ocean Boulevard, 19 Lime Avenue,
619 E. Ocean Boulevard)
8. Broadway Block (335 E. Broadway)

Section. 2. This resolution shall be effective upon its adoption as shown
below.

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APPROVED AND ADOPTED by the Redevelopment Agency of the City of
Long Beach, California, this _____ day of _____, 2009.

Executive Director/Secretary

APPROVED:

Chair

Exhibit "A"

Arden Garage

\$3 flat rate - Mon.-Fri. 5:30 PM-8:30 PM, Sat.-Sun. opening (10:00 AM)-8:30 PM"

\$6 flat rate - 8:30 PM-closing (3:00 AM) 7 days/week

\$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)

\$65 monthly parking permit

American Hotel Lot

\$5 flat rate

\$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)

\$45 monthly parking permit

M-1 Lot

\$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)

\$45 monthly parking permit

4th & Pacific Lot

\$6 flat rate

\$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)

\$45 monthly parking permit

7th & Pacific Lot

\$5 flat rate

\$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)

\$45 monthly parking permit

Dolly Varden Lot

\$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)

\$50 monthly parking permit - residential (24 hr.)

Shoreline Gateway 1-3

\$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)

\$50 monthly parking permit - residential (24 hr.)

Broadway Block

\$5 flat rate

\$45 monthly parking permit – transient

\$35 monthly parking permit – residential (limited use)

\$6 - \$20 flat rate for events (rate to be determined by the City Manager on a per event basis)

On-line Sales Fee

Monthly Permits:

\$6.95 one-time registration fee

\$.98 monthly transaction fee + 3% monthly credit card fee

Event Sales:

\$.98 - \$2.98 transaction fee based on event