



CITY OF LONG BEACH

R-34

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard • Long Beach, CA 90802

February 7, 2006

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Request the City Attorney to prepare an amendment to the Long Beach Municipal Code, to conduct a Pilot Program for the use of multi-space parking meters on Bay Street west of Pine Avenue and on Pine Avenue north of Bay Street at The Pike in downtown Long Beach. (District 2)

DISCUSSION

Public Works will be conducting a three-month demonstration project of five multi-space pay-and-display parking meters at The Pike beginning April 10, 2006. This demonstration project was developed to address the challenge of patrons wishing to park at the meters in The Pike area where the rate is set at \$2 per hour.

Presently, parking for the two-hour maximum time limit requires that 16 quarters be deposited into a parking meter. The multi-space parking meters will provide more flexible payment options by accepting MasterCard and VISA credit and debit cards, as well as coins, which will provide greater convenience for motorists.

One multi-space parking pay station will take the place of five to ten on-street parking meters. These parking pay stations require motorists to purchase a receipt indicating the date and the time the receipt will expire. The receipt must be placed in the driver-side car window, which will be monitored by Parking Enforcement.

For the demonstration project, four meters will be placed on Bay Street west of Pine Avenue, and one will be placed on the west side of Pine Avenue north of Bay Street. These locations were selected for the demonstration project due to the high volume of coins collected from the individual meters at these locations. The five multi-space meters will take the place of 25 individual meters currently located in the area.

Currently, the Municipal Code defines a parking meter as "any device which, when the recording dial thereof is set in motion by the deposit of any coin or equivalent thereof, or the operation of any actuating device, registers the time that any vehicle is parked adjacent to the parking meter." This definition does not fit the five multi-space parking pay stations that will be utilized in the demonstration project, and Chapter 10.28 of the Municipal Code

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makes various references to the specific operation of a parking meter . The code must be amended to accommodate the use of multi-space parking pay stations to serve the same purpose.

The benefits experienced by other cities that have switched to multi-space meters include:

1. Better management of parking operations

Through wireless communication, staff is immediately notified when a machine is not operating, when paper is running low, and when the coin hold is full. This "just-in-time" collection and maintenance system enables staff to work more efficiently.

2. An increase in parking revenue

Parking revenues have been shown to increase by as much as 50% in other cities because multiple payment options enhance compliance. Allowing payment by credit card increases the average payment, since most people opt to pay for the maximum time to avoid potential violations. Plus, if one machine is not operating, motorists may purchase a pay-and-display receipt from any operating multi-space meter.

3. Greater benefits for merchants and motorists

Valid pay-and-display receipts can be transferred to any space in the parking district. If the demonstration project is successful, merchants may be allowed to pay for advertising on the back of receipts.

4. Improved streetscape aesthetics

Signs will initially be installed on existing meter posts directing motorists to purchase pay-and-display parking receipts at provided meters. However, after the initial introduction period ends, single space meter posts may be removed, providing for a less cluttered streetscape.

5. Environmentally friendly

The use of solar power allows for an environmentally friendly solution that enables real-time credit and debit card payments and reduces the cost of operations.

This matter was reviewed by Deputy City Attorney Lisa Peskay Malmsten on January 19, 2006 and Budget Management Officer David Wodynski on December 28, 2005.

TIMING CONSIDERATIONS

City Council action on this matter is requested on February 7, 2006 to allow the demonstration project to proceed on April 10, 2006.

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FISCAL IMPACT

There is no direct fiscal impact associated with this municipal code amendment, however, these pay stations will be monitored to assess any increase in revenue that may result from the added convenience of credit card payment.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CHRISTINE F. ANDERSEN
DIRECTOR OF PUBLIC WORKS

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APPROVED:

for 
GERALD R. MILLER
CITY MANAGER