

March 6, 2007

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
March 13, 2007

**PROPOSED INCREASES IN EMPLOYEE PERMIT FEES AND
CHANGE IN THE AREAS WHERE CONTRACTORS PARKING
PERMITS ARE VALID**

Recommendation:

That the City Council approve the fee increases in the Employee Parking Permit from \$66.00 per year to \$360.00 per year and limit the use of Contractors Parking Permits in the silver meter areas.

Background:

The City Council reviewed these two programs at the February 13, 2007 meeting and directed staff to return with a recommendation to adjust the fees for the Employee Parking Permit Program to reflect the value of the service offered.

Employee Parking Permit: The City has offered this program for years to employees of Hermosa Beach businesses. A total of 366 permits have been issued during the 2006-07 fiscal year. The permits are presently priced at \$66.00 per year per permit. The proposal is to increase the price of the permits to reflect the market value of them, to \$360.00 per year. This works out to less than \$1.00 per day. This increase reflects the value of the permits and is consistent with our current monthly pass program that we operate in the downtown lots. These permits sell for \$50.00 per month for a seven-day permit and \$25.00 per month for a weekday only permit. The employee parking permit program offered in Manhattan Beach is most like ours and it is priced at \$320.00 per year. Redondo Beach also offers a program that is priced much lower at either \$40.00 per year or \$50.00 per year.

This change might result in the sale of fewer permits as the present purchasers would not find the permit such a bargain for the value received. It is also possible that current permit holders might either park elsewhere or use other transportation to get to work. The change might free up parking for customers and residents if fewer permits are sold.

Construction Permits: Two types of permits are issued for this purpose:

1. General Construction Parking: These permits are issued on a monthly basis to contractors working in the city. Presently, there are not any restrictions on the use of the permits. It is proposed that these permits no longer be valid at silver meters.
2. Public Works Parking Permit: These permits are issued for a particular parking space on a day-by-day basis and are for such activities as concrete pours, demolitions, etc. No change is proposed for this permit.

These proposed changes would be effective following the adoption of the resolution by the City Council. A resolution is attached incorporating the new fees and use restriction.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'S. Burrell', written over a horizontal line.

Stephen R. Burrell
City Manager

Business/Employee Parking Permits

City	Limits/Allowances	Fee	Total Issued 2006-07
Redondo Beach	Number of permits issued per business cannot exceed number of employees. Employee parking permits can be used at any meter in the City with a time limit not to exceed the meter limit (not enforced); all other employee permit parking areas are designated by orange sleeves on the meter poles and have a 9 hour limit. All meters can be used by paying customers as well—spots are not reserved.	\$40/yr—Hollywood Riviera area only \$50.00/yr—Orange Zone (Sept-Sept)	Approx. 226
Manhattan Beach	5 permits per business Lots/meters—all day parking—overnight parking and storage not allowed. Some exceptions to limit (i.e. Metlox), but can be revoked.	\$160.00 for 6 months (Jan-June, Jul-Dec)	Approx. 530
Hermosa Beach	1 permit per each employee Permits allow holder to park in yellow metered areas and residential areas that are posted with 1 hour parking restrictions—up to 72 hours.	\$66/yr (Mar 1-Feb 28)	366