



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Bruce Moe, Finance Director
Russell Morreale, Assistant Finance Director
Steve Charelian, Revenue Services Specialist

DATE: June 6, 2006

SUBJECT: Modification of the Mira Costa Override Parking Program to Extend the Permit Term and Reduce Fees

RECOMMENDATION:

Staff recommends that the City Council discuss and provide direction.

FISCAL IMPLICATION:

The fee collected for providing this service is designed to recover the costs associated with administering the Mira Costa staggered parking program.

BACKGROUND:

On August 20, 2005, City Council initiated the Mira Costa Residential Parking Program, which commenced with the 2005-2006 school year. The program, which allows residents near the high school to opt-in to the program on a block-by-block basis, has been very successful in controlling high school parking in the adjacent neighborhoods.

On February 21, 2006 City Council reviewed the program. After receiving public input and discussing, Council instructed staff to review three elements of the program: 1) the permit fee; 2) reducing the hang tag size (or, as an alternate, perhaps a sticker) and; 3) issuing multi-year permits instead of the current single year permit. The following are the results of staff's review of these follow-up points.

DISCUSSION:

Hang Tag versus Sticker Decals

At the February Council meeting, staff was instructed to look at modifications to the current hang tag, either in the form of a smaller tag, or a bumper decal. The desire is to provide a tag that would be short enough as to not require removal before driving. The current hang tags measure 8" long x 3.75" wide, are designed to be attached to the rear view mirror when the vehicle is parked, and removed before driving. This is consistent in format with other City parking programs.

A primary concern in reducing the size of the tag is facilitating effective and efficient enforcement. Our

standard hang tags are visible from either the front or back of the vehicle, which allows Parking Enforcement to quickly identify compliance. As we reduce the size of the hang tag to allow for non-removal for driving, practical tag visibility may be limited to the front of the car only since it will not hang much below the rearview mirror. In discussions with the Police Department, they have indicated that a reduced size hang tag will still be enforceable in this situation since the tags will be utilized in an on-street setting where the officers can see the tags through the front windshield on the opposing side of the street. However, in a parking lot setting, where the front of the vehicle is not necessarily visible, the reduced size tags would not be advisable. As a result, we recommend that the Mira Costa hang tags be reduced in size to 3.5 inches x 4.5 inches (please see Attachment "A" which illustrates the new size), but that size not be considered for any other application at this time.

Staff considered the use of an adhesive decal on the rear of the vehicle. However, the Police Department concluded that it would be less visible and therefore more difficult to enforce. Furthermore, the use of decals can result in damage to the vehicle surface should removal be necessary (in fact, we no longer use adhesive stickers for any parking permits because residents complained that affixing a decal to their cars ruined the finish on the vehicles).

Multi-Year versus Single Year

The Mira Costa staggered parking permit is currently good for one school year (it expires each June 30th). The one-year term was originally implemented to assure an annual review of program progress, minimize the possibility of inappropriate transfers between vehicles, and consistency of administration with other parking permit programs. After consideration of a request to issue a multi-year permit, staff recommends an extension to a two year program allowing a resident to renew every other year. Expiration dates will remain tied to the end of the school year. Extending the permit period will decrease administrative costs, which may then be passed along to the permit holders. A two year program will allow us to maintain program control while providing opportunity to adjust the parameters at the renewal periods to meet any future changes in conditions.

Cost

The City's fee to administer this permit program is currently \$15 per permit (there is a limit of 3 permits per household). If we implement the two-year permit, we recommend a pricing schedule of \$15 for the first permit, and \$5 for each additional permit. This fee structure recovers the materials and administrative time involved in issuing the first permit, with additional permits being sold at the incremental cost of materials only (\$5). Under this costing method, three permits will cost \$25 for two years as opposed to \$45 for one year under the current fee structure. This represents a household savings of \$65 over a two year term.

Staff contacted the neighborhood leaders who were instrumental in advancing the permit program in order to advise them of the recommended changes. The feedback received was positive, and they appreciated the Council's and staffs' attention to improving the program.

CONCLUSION:

The Mira Costa parking permit program has been very successful this past year. In response to Council's request to review certain elements of the program, we recommend the following changes, which also address residents' concerns while preserving the effectiveness of the permit program:

1. Modify the size and configuration of the current hang-tag to 3.5" x 4.5" which allows for the tag to remain in place while driving;
2. Extend the hang tag term from one year to two years;
3. Restructure the fee for the permits to \$15 for the first tag and \$5 for each additional tag. Please note that this change will require a public hearing to adopt the new fees. If the new structure is approved, we will schedule that hearing in the next 4 weeks in order to adopt the fees in time for the new school year.

FRONT
(Actual Size)

