

INCREASE TO PARKING RELATED FEES, PERMITS AND PENALTIES

APRIL 15, 2025



CONDUCT PUBLIC HEARING TO CONSIDER:



1. Coastal Development Permits to Approve an Increase to Parking Meter Rates at On-Street Meters, City Parking Lots and Beach Parking Lots and an Increase to Commercial Parking Permit Rates in the Coastal Zone
2. Approving an Increase to On-Street Parking Meter Rates Outside the Coastal Zone
3. Approving an Increase to Parking Citation Penalties



OVERVIEW

- Background on:
 1. Parking Meter Rates
 2. Commercial Parking Permit Fees
 3. Parking Citation Penalties
- Parking infrastructure needs
- Survey of surrounding cities
- Proposed increases consistent with market rate
- Fiscal impacts



BACKGROUND

1. Parking Meter Rates were last updated in 2020 and 2021 (4-5 years ago)
 2. Commercial Parking Permit Fees were last updated in 2010 in conjunction with the last Parking Management Study (15 years ago)
 3. Parking Citation Penalties were last updated in 2015 (10 years ago)
- As a requirement, Coastal Development Permits are included for proposed increases to Parking Meter Rates and Parking Permit Fees (items 1 and 2 above) in the Appealable and Non-Appealable areas within the Coastal Zone.



PARKING INFRASTRUCTURE NEEDS

The City is faced with critical parking needs resulting from:

- Increased demand for parking
- Aging parking infrastructure and deferred maintenance
- Lot 3 Replacement Parking Lot
- Outdated parking meter technology
- Conversion to advanced kiosk pay stations
- Waterproofing parking structures
- Other parking lot improvement projects as aging infrastructure reaches its maximum useful life



Due to increased parking needs, additional funding should be recovered through parking meter rates, parking permit fees and parking citation penalties to support these parking needs.



SURVEY ON PARKING METER RATES

Rank (Highest to Lowest)	City Name	Lowest Hourly Rate	Highest Hourly Rate	Notes
1	Newport Beach	\$3.75	\$8.55	Rates vary by lot location & season, plus annual CPI increase
2	Huntington Beach	\$3.00	\$4.00	Rates vary by lot location & season
3	Santa Monica	\$2.50	\$3.75	Rates vary by lot location
4	Laguna Beach	\$2.50	\$4.00	Rates vary by lot location
5	Long Beach	\$2.00	\$6.00	Rates vary by lot location
6	Beverly Hills	\$0.00	\$6.00	3 Hr Ave is \$2.67 - Parking is free in first hour, \$2 in second hour, \$6 in third hour & every hour thereafter
7	Hermosa Beach	\$2.00	\$2.50	Rates vary by time of day (2am-8pm & 8pm - 2am)
8	Manhattan Beach	\$2.00	\$2.50	Current rates last updated in 2020 & 2021*
9	Redondo Beach	\$1.50	\$2.00	Rates vary by lot location

- * In 2020, the On-Street and Parking Lot Meters were adjusted to \$2.00/Hour
- * In 2021, the Beach Parking Lots were last adjusted to \$2.50/Hour
- Ongoing Parking Management Study supports increase
- Recommendation:** Adjust parking meter rates Citywide to \$3.00/Hour



SURVEY ON COMMERCIAL PARKING PERMIT RATES

Rank (highest to lowest)	City Name	Lowest Parking Permit Rate	Highest Parking Permit Rate	Notes
1	Newport Beach	\$156.75 3-month permit	\$627.25 9-month permit	Based on "Master Parking Permit" rates which vary by season, plus annual CPI increase
2	Laguna Beach	\$240.00 6-month permit	\$480.00 6-Month permit	Based on "Business Employee Parking Permit (Standard v. Premiere Pass)" rates which vary by lot
3	Santa Monica	\$65.00 1-month permit	\$220.00 1-month permit	Based on "Monthly Parking Permit Rates in Downtown"
4	Beverly Hills	\$40.00 1-month permit	\$300.00 1-month permit	Based on "Monthly Parking - Range from Low \$40 to High \$300" as set by Parking Authority
5	Hermosa Beach	\$38.00 1-month permit	\$250.00 1-month permit	Based on "Monthly 12-hour pass for Lot C" to "Monthly 24-hour pass for Lots A, B and C"
6	Manhattan Beach*	\$27.00 1-month permit	\$160.00 / \$100.00 6-month permit	Based on "Monthly Metlox Parking Permit" and "6-Month Commercial Parking Permit (Lot M, 1, 2, 4)"
7	Huntington Beach	\$25.00 1-month permit	\$25.00 1-month permit	Based on "Downtown Employee Monthly Parking Pass"
8	Redondo Beach	\$70.00 1-year permit	\$175.00 1-year permit	Based on "Annual Parking Meter Permits" and "Riviera Village Employee Parking Meter Permits"

- *In 2010, the Commercial Parking Permit Fees were established at \$27 for a 1-Month Metlox Parking Permit and at \$160 for a 6-Month Parking Permit (or \$100 discount rate if buying in bulk of 5 permits or more)
- Ongoing Parking Management Study supports increase
- Recommendation:** Adjust 1-Month Metlox Parking Permit to \$65 and 6-Month Parking Permit to \$250 due to high demand for parking permits



COMPARISON OF COMMERCIAL PARKING PERMIT RATES V. HOURLY PARKING METER RATES

Parking Permit Price	1-Month Permit	6-Month Permit
Rate	\$ 65.00	\$250.00
Parking Meter Price	1-Month Equivalent	6-Month Equivalent
Hourly Rate	\$3.00	\$3.00
Hours/week	40	40
Weeks per 1- or 6-Month period	4.3	25.7
Equivalent Rate based on 40 hours/week	\$514.29	\$ 3,085.71
Proportion of Permit Rate v. Meter Rate		
% of Permit Price	13%	8%
% Discount by Obtaining Permit	87%	92%

- Based on the comparison above, Parking Permit holders would still receive an estimated 87% discount by obtaining a 1-month permit and an estimated 92% discount by obtaining a 6-month permit
- Parking permits are in high demand and availability is limited so a rate adjustment is warranted considering parking permits have not been adjusted in 15 years



SURVEY ON PARKING CITATION PENALTIES

#	CITY	Expired Meter / Parking Violation Fine	Street Sweeping Fine	Late Penalty
1	Newport Beach	\$76	\$70	\$25 late fee
2	Redondo Beach	\$75	\$53	\$33 (40 days), \$30 (next 15 days), \$25 (next 15 days)
3	Santa Monica	\$63	\$73	100% of Fine
4	Los Angeles	\$63	\$73	100% of Fine (21 days), \$25 charge (next 21 days), \$29 Charge (next 21 days)
5	Huntington Beach	\$58	\$46	Not available
6	Culver City	\$55	\$60	100% of Fine, plus \$3 for 2nd late penalty
7	Beverly Hills	\$55	\$68	100% of Fine (21 days), \$29 (next 14 days)
8	Manhattan Beach*	\$53	\$53	\$31 late fee
9	Hermosa Beach	\$53	\$38	\$30 late fee

- *In 2015, parking citation penalties were increased by \$5, resulting in an average citation of \$53
- Recommendation:** Adjust all parking citations by \$12, resulting in an average citation of \$65, which aligns with other coastal cities
- And adjust the late penalty by either:
 - Option 1) reset the late penalty to 100% of original fine (consistent with other cities) or
 - Option 2) increase late penalty by \$7 to reset late penalty to \$38



FISCAL IMPACT

Fund	Parking Meter Rate Increase	Parking Permit Rate Increase	Parking Citation Increase	TOTAL
Parking Fund	\$1,995,942	\$283,320	-	\$2,279,262
County Parking Lots Fund	\$225,853	-	-	\$225,853
State Pier and Parking Lot Fund	\$168,344	-	-	\$168,344
General Fund	-	-	\$540,000	\$540,000
TOTAL	\$2,390,139	\$283,320	\$540,000	\$3,213,459

- Collectively, these increases would result in a total of \$3,213,459 in additional annual revenue recovered across all funds, which would facilitate the funding of ongoing critical parking infrastructure needs and increased operational costs.



RECOMMENDED ACTION:

- Conduct Public Hearing for Coastal Development Permits to Increase Parking Meter Rates, Commercial Parking Permits and Parking Citation Penalties
- Adopt Resolution Nos. 25-0039, 25-0040, 25-0041, and 25-0042, thereby enhancing funding options for parking improvements and infrastructure needs
- If approved, the new rates would go into effect on **May 1, 2025**, which meets the 15 day waiting period requirements of the Coastal Development Permits and provides the necessary time to update the City's parking citation software and hardware to reflect the new penalties.



