

MEMORANDUM



RANCHO PALOS VERDES

TO: HONORABLE MAYOR & CITY COUNCIL MEMBERS
FROM: JIM BELL, DIRECTOR OF PUBLIC WORKS
DATE: JUNE 16, 2009
SUBJECT: NEIGHBORHOOD PERMIT PARKING EDUCATIONAL OUTREACH
REVIEWED: CAROLYN LEHR, CITY MANAGER 

Staff Coordinator: Nicole Jules, P.E., Senior Engineer 

RECOMMENDATIONS:

1. Approve the Neighborhood Permit Parking and Overnight Parking Restriction Outreach Plan as recommended by the Traffic Safety Commission and authorize **\$2,278** to be added to the Draft Fiscal Year 09-10 budget for program implementation and include an **additional \$20,000** for public outreach consulting services if the Oversized Vehicle Program is not approved.
2. Introduce Ordinance No. __, An Ordinance of the City of Rancho Palos Verdes Modifying the parking permit procedures and amending the Rancho Palos Verdes Municipal Code.

BACKGROUND

At the November 6, 2008 City Council meeting, staff presented options for restricting both oversized vehicles as well as overnight parking of all vehicles on City residential streets. Staff was directed to proceed with developing an ordinance and implementation plan for oversized vehicle permit parking and in conjunction with the Traffic Safety Commission develop a public outreach plan to promote neighborhood permit parking and overnight restricted parking policies.

Neighborhood Permit Parking

In 1981, City Council adopted Ordinance No. 142, an ordinance establishing the authority to create a parking permit procedure. Ordinance No. 142 now incorporated into the Rancho Palos Verdes Municipal Code as Chapter 10.20 Parking Permits, establishes the basic parameters of the residential permit program including permit types, fees and enforcement.

Permit parking gives a neighborhood the ability to restrict parking in a neighborhood only to those who have permits to park, which are residents of that neighborhood.

To date, City Council has adopted resolutions for residential permit parking programs in five neighborhoods:

Basswood/Peninsula High School Neighborhood - Resolution No. 91-60

Seacove Neighborhood - Resolution No. 77-92

Seaview Neighborhood - Resolution No. 85-57

San Ramon Neighborhood - Resolution No. 85-32

La Rotonda Neighborhood - Resolution No. xx-xx

All permit parking neighborhoods have representatives that are actively obtaining permits from the Public Works Department with the exception of the La Rotonda neighborhood. A representative from the La Rotonda neighborhood has not contacted Public Works in several years and staff therefore, believes that the parking permit program in this neighborhood is inactive. Exhibit A displays the five permit parking neighborhoods.

Although overseen by the Public Works Department, the program has largely been controlled and managed by neighborhood representatives who serve as permit parking "ambassadors" that collect permit fees and distribute decals. From time to time, the neighborhood delegates change and are not reported to City Hall. Decals are issued to neighborhood delegates and are not reported back to City Hall for tracking purposes or payment. Additionally, permit-holders information is often times out-dated, rendering enforcement impossible. Reinvigorating the neighborhood permit program will redirect program management from the neighborhood representatives to staff for improved oversight, accountability and enforcement.

Overnight Restricted Parking

Overnight restricted parking has been the topic of many Council discussions. Discussions include restricting overnight parking for all vehicles, restricting overnight parking for oversized vehicles and neighborhoods choosing to "opt-in" or sign-up for overnight restricted parking on preferred streets.

Currently, the Rancho Palos Verdes Municipal Code Chapter 15.64, section 15.64.010 allows City Council to establish and erect signs limiting parking to a time authorized by Council Resolution on any public highway or street. Restricting overnight parking in any neighborhood would be accomplished through this code. Municipal Code section 15.64.010 is attached as Exhibit B.

The Traffic Safety Commission is recommending approval of a public outreach plan to inform residents of the ability to control parking via a permit program or restricting parking at any time of day or night via signs limiting parking.

DISCUSSION

Neighborhood Permit Parking

The neighborhood permit parking program has been available to residents since 1981. City Council, by resolution, approves a neighborhood's desire to permit parking for residents whose vehicles display the proper decal. The Municipal Code, Chapter 10.20 Parking Permits, defines the program parameters. Although written almost 28 years ago, staff is recommending only a few minor modifications to Chapter 10.20 to bring it current and consistent with other City programs. Minor modifications include:

- neighborhood petition requiring 60% approval
- updating the fee for new permit purchases and renewals
- updating the fee for duplicate decals.

Exhibit C is Ordinance No. __, an Ordinance to modify the Municipal Code to incorporate the above minor modifications. After updating the Municipal Code, promoting the program to residents will increase participation and redefine the program for existing permit parking neighborhoods.

If approved, all five pre-existing permit neighborhoods will be required to renew their existing permits and get new decals issued to them at the new proposed fee but will not pay the cost of new signs since many of the signs already exist.

Currently, it costs the City approximately \$513 per street enrolled to run the existing neighborhood permit parking program. As indicated in Table 1, the City costs include distributing parking decals and maintaining neighborhood signs for one street.

The current cost to homeowners is \$1.25 per permit, as seen in Table 2. This is the at-cost price of the permit decal that is passed onto the resident.

TABLE 1 CURRENT CITY COST PER STREET	
TASK	COST
Administration (Permit Clerk Processing)	\$53
Sign & Post purchase (minimum of 4 signs per street)	\$280
Installation of signs	\$180
Total Current City Cost	\$513

TABLE 2 CURRENT RESIDENT COST/FEE	
TASK	COST
Permit and Decal	\$1.25
Total Current Resident Cost	\$1.25

Overnight Parking Restrictions

Neighborhoods that desire overnight parking restrictions or limited parking times may do so by submitting a request/petition with a 60% approval to the Public Works Department. The

Department will then forward the request to the Traffic Safety Commission (TSC) for a recommendation. If approved by the TSC, the recommendation will be forwarded to the City Council for consideration and approval. Approval will authorize the erection of signs in the neighborhood limiting parking to a time authorized by City Council. All other times, parking will be prohibited.

Currently there are no neighborhoods that have overnight parking restrictions. The cost to the City would be the same as neighborhood permit parking, \$513.

Public Outreach

On Monday, April 20, 2009, the TSC unanimously recommended a community outreach plan to promote neighborhood parking options. It was very important to the TSC that staff utilize low-cost methods of promoting the neighborhood parking programs.

Program promotion will occur at the following media opportunities:

- City's Website - This is a low-cost method to highlight the program to anyone who visits the City's Website.
- List Serve Announcement - An email to the City's list-serve subscribers, promoting the permit program is another low-cost technique.
- Quarterly Newsletter - An article highlighting the program and benefits can be included in the upcoming issue of the quarterly newsletter. This publication is sent to every single-family residence as well as stocked at all the City's public facilities.
- Mailer to All HOA's - Mail a program announcement to all Homeowner's Associations registered with the City.
- RPVTV Channel 33 - A public service announcement can be submitted to the reader board on the City's RPVTV Channel 33.
- Flyers at City Facilities - Announcement flyers can be posted at the Public Works Department and other City facilities.
- Board of Realtors - Announcement flyers or program outlines can be distributed to the local Board of Realtors so that perspective home buyers are fully aware of the parking programs and particularly if a potential home is located in a permit parking neighborhood.

In combination with the proposed oversized vehicle ordinance and educational outreach, a combined public education effort between the two programs will result in cost savings to the City. It is recommended that the City retain a professional consulting firm to assist staff with mailing printed material to all residents notifying them of the new Oversized Vehicle Ordinance and of permit and restricted parking programs. The neighborhood parking program outline is included as Exhibit D.

ALTERNATIVE

An alternative recommendation would be to take no action. No action will result in staff not proceeding with modifying Municipal Code Chapter 10.20 Parking Permits and not promoting the neighborhood parking program as recommended.

FISCAL IMPACT

Expansion of City Services

Adopting the TSC's recommendation will require additional staff time to administer the neighborhood permit parking program. Currently, Staff spends minimal time a month managing the program for five neighborhoods. With the new program as proposed, it is estimated that each permit will take approximately one half hour to process and about 15 minutes to process permit renewals.

Table 3 summarizes the estimated tasks and costs incurred when processing an application for a street that desires permit parking.

TABLE 3 REVISED PROGRAM TASKS & COSTS	
TASK	COST
City Cost for a Street to Sign-up	
Administration (Permit Processing 20 permits)	\$1052
Possible HOA meetings for program explanation	\$430
Signs and Posts (minimum 4 signs for each street segment)	\$512
Installation of signs	\$284
Total Start-up Costs	\$2,278
Annual/Ongoing Costs for one street	
Administration (20 Permit Renewal and Database Maintenance)	\$526
Sign maintenance	\$200
Total annual Cost (Minimum)	\$726

** Assuming 1 new street (20 properties per street)

In looking at Table 3, the start-up costs to implement a permit parking program for one street is \$2,278 and the total annual costs are \$726. Staff is, therefore recommending adding \$2,278 to the draft Fiscal Year 09-10 budget.

Those neighborhoods interested in an overnight restriction program, would only be responsible for the costs of the signs and posts. The administration and decal costs would not apply.

To effectively promote the neighborhood permit parking and overnight restricted parking programs, the services of a professional consultant is highly recommended to assist staff. The estimated cost for this task is \$20,000. The Oversized Vehicle Staff Report presented at the June 2, 2009 City Council meeting proposes the use of a professional consulting firm to assist with promoting that program. If the Oversized Vehicle program is approved by

Council, both programs can be promoted together, yielding a savings to the City.

However, if the Oversized Vehicle program is not approved by Council, the estimated cost of \$20,000 to retain a consultant should be included in the start-up costs for the Neighborhood Permit parking program

The education outreach campaign will result in increased community interest in the program. Increased community interest will increase program demands. As a result, the real costs associated with program management are unknown and difficult to determine at this time how many neighborhoods will sign-up initially. Without knowing how many new neighborhoods will be interested in the parking program and how much of staff's time may be required, the program's true fiscal impact cannot be determined at this time. As neighborhoods petition to enroll, staff will return to Council for consideration, approval and authorization of funding.

Fee Establishment

The current permit parking fee is \$1.25. This fee, the actual cost to procure the permit decal, was established in 1981 when the program was first initiated and has not been updated since. Staff is recommending a re-evaluation of the fee considering the current fee does not capture any costs associated with administering the program.

Staff contacted several neighboring city's to inquire about their residential permit program fees and found that the City's of Torrance, Palos Verdes Estates and Manhattan Beach all have residential permit parking programs. Their corresponding fees are listed below in Table 4.

Table 4		
Agency	Initial Fee	Replacement Fee
Palos Verdes Estates	\$0	\$10
Torrance	\$0	\$25
Manhattan Beach	\$30	\$30

The Management Partners Report stresses that fees charged for City services should fully cover the costs of services provided and should be established through a cost-based fee analysis and subsequently established by the City Council. However, staff recognizes that to fully capture all costs would create a burdensome cost to residents when compared to similar fees of neighboring cities.

In looking at the fees that neighboring City's charge and when compared to the City's current fee of \$1.25, City Council may wish to consider setting a fee of **\$50** for an initial permit and **\$25** for renewal. Updated fees for decal replacement and guest parking should be considered as well.

These proposed permit fees, or others as approved by City Council, will be presented next month as part of a duly noticed public hearing when revisions to the cost-based fees program are proposed.

CONCLUSION

Proceeding with the Traffic Safety Commission's recommendation will result in a parking program that expands City services at a fee below cost. The actual demand for services cannot be determined at this time, however, after program promotion, staff anticipates an increase in neighborhood permit parking requests and restricted parking requests. At that time, staff will assess the necessary resources to administer the program and will forward a recommendation to Council for program funding adjustments as appropriate.

Attachments:

Exhibit A: Existing Neighborhoods with Permit Parking

Exhibit B: Municipal Code Section 15.64.010

Exhibit C: Ordinance No. _____

Exhibit D: Neighborhood Permit Parking Outline

EXHIBIT "A" EXISTING NEIGHBORHOOD PERMIT PARKING LOCATIONS

LOWITA

1. BASSWOOD/PENINSULA H.S.
2. SEACOVE NEIGHBORHOOD
3. SEAVIEW NEIGHBORHOOD
4. LA ROTONDA NEIGHBORHOOD
5. PALMVIEW NEIGHBORHOOD
6. PALMVIEW NEIGHBORHOOD

PALOS VERDES ESTATE

ROLLING HILLS

Ocean

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For any purpose

EXHIBIT "B"

15.64.010

Chapter 15.64

STOPPING, STANDING AND PARKING²³

Parts:

1. Parking Time Limits
2. Restrictions and Prohibitions
3. Parking Meters
4. Tow Away Zones
5. Preferential Parking

Part 1

PARKING TIME LIMITS

Sections:

- | | |
|-----------|---|
| 15.64.010 | Signs limiting parking time authorized when. |
| 15.64.020 | Commercial loading zones. |
| 15.64.030 | Post office parking restrictions. |
| 15.64.040 | Depositing mail—Restrictions. |
| 15.64.052 | Commercial vehicle parking restrictions in residential districts at any time. |
| 15.64.055 | Parking restrictions for commercial vehicles. |
| 15.64.056 | Altadena District—Parking restrictions for commercial vehicles. |
| 15.64.060 | Parking between 2:00 a.m. and 4:00 a.m.—Half-hour limit. |
| 15.64.070 | West Hollywood District—48-hour limit. |
| 15.64.075 | Ladera Heights District, View Park/Windsor Hills District and Marina Del Rey District—Parking restriction between 1:00 a.m. and 6:00 a.m. |
| 15.64.080 | Provisions applicable to state highways. |
| 15.64.090 | Public utility and highway work vehicles—Warning devices required. |
| 15.64.100 | Trailers or semitrailers—Parking requirements. |
| 15.64.110 | Bus loading zones. |
| 15.64.120 | Passenger loading. |
| 15.64.130 | Alleys—Parking limits. |
| 15.64.140 | Temporary restrictions authorized when. |
| 15.64.150 | Removal of vehicle parked in temporarily restricted area. |
| 15.64.160 | Second removal of illegally parked vehicle. |
| 15.64.170 | Violation of Part 1 or Part 3 provisions—Additional violations—Fines. |
| 15.64.175 | Pleas by mail—Parking citations. |

15.64.010 Signs limiting parking time authorized when. Whenever the board finds that on any portion of the highway or of a private street or of any parking lot maintained or operated for the public by the county there is at any time lack of

15.64.010

sufficient space to accommodate the operators of vehicles and that the time of parking should be limited so that everyone may have his fair turn, the commissioner shall erect and maintain adequate signs along such portion of the highway specifying the limitation on the time of parking. (Ord. 7540 § 1, 1959; Ord. 6881 § 3, 1956; Ord. 6544 Ch. 3 Art. 2 § 3202, 1954.)

15.64.020 Commercial loading zones. An operator shall not stop for any purpose other than loading or unloading between the hours of 7:00 a.m. and 6:00 p.m., on any day except Sunday, or at such time as the board may designate, in any place marked by the commissioner as provided in this section. Such stop shall not exceed three minutes for a passenger vehicle and shall not exceed 20 minutes for a commercial vehicle in any loading zone so marked by the commissioner in accordance with the California Vehicle Code. The commissioner shall so place signs or curb markings if the board finds traffic conditions are such to make loading feasible. Unless otherwise specified by the board, such loading zone shall not exceed 30 feet in length. (Ord. 10550 § 1, 1972; Ord. 8078 § 1, 1961; Ord. 8044 § 1, 1961; Ord. 6544 Ch. 3 Art. 2 § 3205, 1954.)

15.64.030 Post office parking restrictions. The operator of a vehicle shall not park such vehicle for a longer time than ten minutes between the hours of 7:00 a.m. and 6:00 p.m. for a distance of 40 feet adjacent to any post office when there shall be in place appropriate markings or signs so placed by authority of the commissioner in accordance with Division 1 of this title. (Ord. 6544 Ch. 3 Art. 2 § 3201, 1954.)

15.64.040 Depositing mail—Restrictions. An operator shall not stop or park for any purpose other than a stop not to exceed a period of time reasonably necessary for the deposit of mail in an adjacent mail box at those locations marked by the commissioner pursuant to provisions of the Vehicle Code. (Ord. 6544 Ch. 3 Art. 2 § 3214, 1954.)

15.64.052 Commercial vehicle parking restrictions in residential districts at any time. A person shall not park any commercial vehicle having a manufacturer's gross vehicle weight rating of 10,000 pounds or more on any highway or alley in a residential district. As used herein, the term "residential district" includes any residential zone or agricultural A-1 zone as defined in Title 22 of this code. It is not a violation of this section to park said vehicles in residential districts when such vehicles are involved in:

- A. Necessary loading and unloading;
 - B. Performing a service activity on the adjacent lot or parcel of land;
 - C. A lawful commercial use on the adjacent lot or parcel of land;
 - D. The construction of buildings or structures on the adjacent lot or parcel of land; or
 - E. The construction or maintenance of a street, alley, parkway, or highway.
- (Ord. 90-0070 § 2, 1990.)

EXHIBIT "C"

ORDINANCE NO. ____

**AN ORDINANCE OF THE CITY OF RANCHO PALOS VERDES
MODIFYING THE PARKING PERMIT PROCEDURES AND AMENDING
THE RANCHO PALOS VERDES MUNICIPAL CODE.**

THE CITY COUNCIL OF THE CITY OF RANCHO PALOS VERDES DOES
ORDAIN AS FOLLOWS:

Section 1. Section 10.20.010 of Chapter 10.20 of Title 10 of the Rancho Palos Verdes Municipal Code is hereby amended to read as follows:

"10.20.010 Intent and Purpose. The council does now establish a parking permit procedure whereby parking is limited or prohibited within certain areas of the City, which are to be defined by resolution of the council. In said areas, general parking may be restricted or prohibited by resolution of the council except for vehicles with appropriate permits issued through the City, in which case a vehicle may park for up to seventy-two hours subject to such additional limitations and restrictions as may be established by the council. "

Section 2. Section 10.20.020 of Chapter 10.20 of Title 10 of the Rancho Palos Verdes Municipal Code is hereby amended to read as follows:

"10.20.020 Generally. Parking permits may be issued for any area in which parking has been limited or prohibited by a resolution of the council for each vehicle owned or regularly operated as provided in this chapter. An area that desires restricted or prohibited parking may apply to the City Council for the imposition of restrictions or prohibitions by submitting a petition demonstrating support for the proposal, which is signed by at least 60% of the owners of the properties on the street(s) where the restrictions will be imposed. "

Section 3. Section 10.20.060 of Chapter 10.20 of Title 10 of the Rancho Palos Verdes Municipal Code is hereby amended to read as follows:

"10.20.060 Application. To obtain a residential parking permit, and guest parking permits, each bona fide resident must submit a complete application for Neighborhood Permit Parking, on the form furnished by City along with any additional documents specified on the Application and the payment of the appropriate parking permit fee. "

Section 4. Section 10.20.110 of Chapter 10.20 of Title 10 of the Rancho Palos Verdes Municipal Code is hereby amended to read as follows:

"10.20.110 Fees.

A. Fees for said permits shall be set by resolution of the City Council.

B. If a permittee loses, surrenders or destroys an unexpired residential parking permit issued under this chapter for a certain vehicle, the permittee may obtain another permit for the same vehicle for the unexpired term or a permit for a substituted vehicle for the unexpired term upon the payment of the fee established by resolution of the City Council.

C. If a parking permit card issued under this chapter for guest parking is lost or stolen, a duplicate may be obtained for the unexpired term upon payment of the fee established by resolution of the City Council."

Section 5. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

PASSED, APPROVED and ADOPTED this ____ day of _____ 2009.

Mayor

ATTEST:

City Clerk

State of California)
County of Los Angeles) ss
City of Rancho Palos Verdes)

I, Carla Morreale, City Clerk of the City of Rancho Palos Verdes, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Ordinance No. ____ passed first reading on June 16, 2009, was duly and regularly adopted by the City Council of said City at a regular meeting thereof held on _____, and that the same was passed and adopted by the following roll call vote:

Ayes:
Noes:
Absent:
Abstain:

City Clerk

EXHIBIT "D"

Neighborhood Permit Parking Outreach Plan

- Objective:** To promote the Neighborhood Parking Program
- Eligibility:** Any neighborhood that demonstrates a need and/or desires restricted parking on a public street, including oversized vehicle restrictions
- Benefits:** Improving safety and visibility; Improving Community and Neighborhood image; discouraging extended parking activities; Improving parking equity
- Application process:** Interested neighborhoods must secure sixty percent (60%) approval via petition and submit to Traffic Safety Commission for consideration. The Traffic Safety Commission will forward a recommendation to City Council for approval. Upon Council approval, each resident must complete and submit an application for Neighborhood Permit Parking/Oversized Vehicle Parking along with required documents and fees. A Neighborhood Permit Parking decal will be issued to each vehicle registered to residence.

For restricted overnight parking, a permit application is not required.

Program

Management: All applications and corresponding decals will be managed by Public Works Staff. A database of all permit holders will be maintained and updated annually. Neighborhood parking permits and oversized vehicle permits are valid for one year. All permits must be renewed annually. Database maintenance will improve permit parking enforcement.

Outreach: The Neighborhood Permit Parking program can be promoted by several low-cost advertising mechanisms including:

- City's Website
- Breaking News Announcement
- Quarterly Newsletter
- RPVTC Channel 33
- Flyers at City Facilities
- Mailers to HOA's
- Board of Realtors