



DATE: December 14, 2011
TO: Honorable Mayor and City Councilmembers
FROM: Public Works Department
SUBJECT: **RESOLUTION TO INCREASE THE FEES IN ALL PAY PARKING LOTS CITYWIDE; INCREASE THE FEE FOR OVERNIGHT CAMPING; AND INCREASE THE FEE FOR THE ANNUAL PARKING PERMIT FOR NON-RESIDENTS**

SYNOPSIS

Staff recommends that the City Council adopt a resolution establishing parking fees for all pay parking lots including overnight parking and/or camping, increasing fees; and adopt a resolution amending the Annual Parking Permit Program to increase fees for non-residents.

BACKGROUND

In July 1979, the City Council adopted an ordinance to regulate parking in the downtown, beach and harbor areas. This ordinance established pay parking lots, rates and hours for parking as well as metered parking in the beach areas of the City. Revenue derived from the parking lot fees and meters was designed to cover the costs of installation and maintenance of the parking control measures as well as the cost of enforcing and policing the measures.

In July 1993, the City Council reviewed and approved an increase of the parking fees for all parking lot machines and street meters. Analysis showed that the maintenance costs substantially exceeded projected revenue. This is once again true as the majority of the current parking lot rates have remained unchanged for the last 18 years. In April 2010, the City Council approved the increase to the hourly street parking meter rate.

ANALYSIS

Since the last increase, the City's cost to maintain the parking lots has continued to rise and current maintenance, operation, enforcement and administration costs are approximately \$1.22 million annually. In addition, annual beach and pier maintenance costs are \$546,000 and \$233,000, respectively. Total revenue generated from the parking lots and annual parking permit is currently \$1.14 million.

82

The City's parking rates are also lower than parking rates for other beach cities within San Diego and Orange Counties. The following is a chart of other coastal cities that have pay parking lots and their rates:

City	Hourly Rate	Per Day Rate	Annual Permit Pass
Carlsbad	\$2	\$10	\$125
Del Mar	\$3	Varies up to \$20	\$600
San Clemente	\$1.50		\$50 resident/\$100 non-resident
Laguna Beach	\$2-\$3	\$10	\$200
Newport Beach	\$1.50	\$15	
Huntington Beach	\$1.50	\$15	\$150
Long Beach	\$2	\$8	\$144
Oceanside	\$1	\$3 and \$5	\$100

FISCAL IMPACT

The following is a chart of the current and proposed Oceanside rates:

	Current	Proposed
Hourly Rate	\$1	\$2
Daily Rate	\$3	\$5
	\$5	\$8
Overnight	\$10	\$20
Annual Permit Pass	\$100	\$100 resident \$200 non-resident

As with the local economy, parking revenues have declined and maintenance, operation, enforcement and administration costs have continued to rise. Residents and tourists alike enjoy the city's beaches and downtown areas, yet parking lot revenues are far below what it costs the City to keep the area clean, safe and enjoyable for all. By increasing parking lot rates, overnight rates and the annual parking permit to non-residents (assuming current usage patterns) staff anticipates generating an additional \$571,000 annually in revenue bringing the total revenue to \$1.71 million which will help move towards the goal of full cost-recovery. As the economy improves, parking revenues will likely follow suit. Increasing the annual parking permit for non-residents only will help recover costs of providing services and still allow residents to obtain the permit at the current price. The annual parking permit price for residents will not change as they will still be able to purchase the permit at a discounted rate.

The revenue source, corresponding account and anticipated additional revenue for the parking lots and annual parking permit are as follows:

Revenue Source	Revenue Account	Anticipated Additional Revenue (FY 11-12)
Pay lots 11A, 11B & 12	1751.4501 (75%) and 1101.4182 S100080 (25%)	\$56,250 (1751.4501) \$18,750 (1101.4182 S100080)
Pay lots 7 & 10	1751.4501 (50%) and 1101.4182 S100080 (50%)	\$12,500 (1751.4501) \$12,500 (1101.4182 S100080)
All remaining pay lots	1101.4182 S100080 (100%)	\$118,000 (1101.4182 S100080)
Annual Parking Permit	1101.4186 (70%) and 1751.4186 (30%)	\$7,000 (1101.4186) \$3,000 (1751.4186)

INSURANCE REQUIREMENTS

Does not apply.

COMMISSION OR COMMITTEE REPORT

Does not apply.

CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

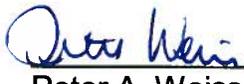
RECOMMENDATION

Staff recommends that the City Council adopt a resolution establishing parking fees for all pay parking lots including overnight parking and/or camping, increasing fees; and adopt a resolution amending the Annual Parking Permit Program to increase fees for non-residents.

PREPARED BY:


Kiel Koger
Maintenance and Operations Manager

SUBMITTED BY:


Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager
Teri Ferro, Financial Services Director




Exhibit A

**City of Oceanside
Pay Parking Lot Fee Schedule**

Lot/Location	Hours	Current Fee	Proposed Fee
Lot 1, 2, 3, 4, 5, 6, 8, 9, 23, 32, 33 - 38		Free	Free
Lot 7 - 1200 North Pacific St. @ Harbor Dr:	per hour all day	\$1.00 \$5.00	\$2.00 \$8.00
Lot 10 - 1200 North Pacific St.:	per hour all day	\$1.00 \$5.00	\$2.00 \$8.00
Lot 11A - 1300 Block North Pacific St.:			
Day use	4am to 8pm	\$5.00	\$8.00
Overnight parking	8pm to 4am	\$10.00	\$20.00
Lot 11B - 1400 Block North Pacific St.:			
Day use	4am to 8pm	\$5.00	\$8.00
Overnight parking	8pm to 4am	\$10.00	\$20.00
Lot 12 - 1400 North Pacific St.:			
Day use	4am to 8pm	\$5.00	\$8.00
Overnight parking	8pm to 4am	\$10.00	\$20.00
Lot 20 - 900 North Pacific St.:			
Day use	8am to 6pm	\$3.00	\$5.00
Night use	6pm to 8am	\$1.00	\$2.00
Day and night use		\$4.00	\$7.00
Lot 21N - East of 600-800 North Pacific St.:			
Remainder of the year	6am to 8pm	\$1.00	\$2.00
May 15 - September 15	6am to 10pm	\$1.00	\$2.00
Lot 21S - East of 600-800 North Pacific St.:			
Remainder of the year	6am to 8pm	\$1.00	\$2.00
May 15 - September 15	6am to 10pm	\$1.00	\$2.00
Lot 22 - 200 Surfrider Way:			
Remainder of the year	6am to 8pm	\$1.00	\$2.00
May 15 - September 15	6am to 10pm	\$1.00	\$2.00
Lot 24 - 200 North Myers St.:	all day	\$3.00	\$5.00
Lot 24A - 200 North Pacific St.:	all day	\$3.00	\$5.00

**City of Oceanside
Pay Parking Lot Fee Schedule**

Lot 25 - 100 North Myers St.: Remainder of the year May 15 - September 15	6am to 8pm 6am to 10pm	\$3.00 \$3.00	\$5.00 \$5.00
Lot 26 - East of South Myers St.: Remainder of the year May 15 - September 15	6am to 8pm 6am to 10pm	\$3.00 \$3.00	\$5.00 \$5.00
Lot 27 - East of 600 South Myers St.: Remainder of the year May 15 - September 15	6am to 8pm 6am to 10pm	\$1.00 \$1.00	\$2.00 \$2.00
Lot 28 - 300 block North Strand Lot 29 - 300 block North Strand: Lot 30 - 100 North Strand:	6am to 11pm	\$1.00 per hour \$ 5.00 all day	\$2.00 per hour \$8.00 all day
Lot 31 - 600 South Strand: Remainder of the year May 15 - September 15	6am to 8pm 6am to 10pm	\$1.00 per hour \$ 5.00 all day	\$2.00 per hour \$8.00 all day

1 RESOLUTION NO. _____

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 OCEANSIDE ESTABLISHING PARKING FEES FOR ALL
4 PARKING LOTS

5 WHEREAS, the City of Oceanside (hereinafter "City") and Oceanside Small Craft
6 Harbor District (hereinafter "District") own and maintain certain parking lots;

7 WHEREAS, City and District have established parking lot fees pursuant to Resolution
8 No. 06-R0227-1 and by various other resolutions and;

9 WHEREAS, it is determined that the continuation of parking lot fees is necessary to
10 compensate for operating expenses and that rate modifications for the purpose of meeting
11 operating expenses are exempt from the California Environment Quality Act.

12 NOW, THEREFORE, the City Council of the City of Oceanside does resolve as follows:

13 1. The provisions of Resolution No. 06-R0227-1 pertaining to the amount of parking
14 lot fees are hereby repealed. All other provisions of said resolution remain in full force and
15 effect.

16 2. Pursuant to the authority contained in Oceanside Traffic Code Section 13.14,
17 parking lots are hereby identified and any parking fees for those lots are hereby established as
18 follows:

19 **Lot #7 1200 North Pacific at Harbor Drive**

20 1. A section of this lot shall be designated as subject to payment of a parking fee.
21 In this fee section of the lot, no person shall park any vehicle without displaying on that vehicle
22 a valid parking receipt acknowledging payment of the requisite fee of \$2.00 per hour or \$8.00
23 for unlimited time during the day of issuance. This fee shall not apply to any vehicle displaying
24 a valid annual municipal lot parking permit.

25 **Lot #10 1200 North Pacific Street**

26 1. No person shall park a vehicle without displaying on that vehicle a valid
27 parking receipt acknowledging payment of the requisite fee of \$2.00 per hour or a flat fee of
28 \$8.00 for unlimited time during the day of issuance. This fee shall not apply to any vehicle
displaying a valid annual municipal lot parking permit.

1 **Lot #11A 1300 North Pacific Street**

2 1. No person shall park a vehicle without displaying on that vehicle a valid
3 parking receipt acknowledging payment of the requisite fee of \$8.00 during the day use period
4 beginning at 4:00 a.m. and ending at 7:59 p.m. This fee shall not apply to any vehicle
5 displaying a valid annual municipal lot parking permit.

6 2. There is established an overnight use period beginning at 8:00 p.m. and ending
7 at 3:59 a.m. In parking spaces designated for overnight use, no person shall park a vehicle
8 without displaying on that vehicle a valid parking receipt acknowledging payment of the
9 requisite fee of \$20.00 for use during all or any portion of the overnight use period.

10 **Lot #11B 1400 North Pacific Street**

11 1. No person shall park a vehicle without displaying on that vehicle a valid
12 parking receipt acknowledging payment of the requisite fee of \$8.00 during the day use period
13 beginning at 4:00 a.m. and ending at 7:59 p.m. This fee shall not apply to any vehicle
14 displaying a valid annual municipal lot parking permit.

15 2. There is established an overnight use period beginning at 8:00 p.m. and ending
16 at 3:59 a.m. In parking spaces designated for overnight use, no person shall park a vehicle
17 without displaying on that vehicle a valid parking receipt acknowledging payment of the
18 requisite fee of \$20.00 for use during all or any portion of the overnight use period.

19 **Lot #12 1400 North Pacific Street**

20 1. No person shall park a vehicle without displaying on that vehicle a valid
21 parking receipt acknowledging payment of the requisite fee of \$8.00 during the day use period
22 beginning at 4:00 a.m. and ending at 7:59 p.m. This fee shall not apply to any vehicle
23 displaying a valid annual municipal lot parking permit.

24 2. There is established an overnight use period beginning at 8:00 p.m. and ending
25 at 3:59 a.m. In parking spaces designated for overnight use, no person shall park a vehicle
26 without displaying on that vehicle a valid parking receipt acknowledging payment of the
27 requisite fee of \$20.00 for use during all or any portion of the overnight use period.

28

1 **Lot #20 900 North Pacific Street**

2 1. No person shall park a vehicle without displaying on that vehicle a valid
3 parking receipt acknowledging payment of the requisite fee of \$5.00 for parking during the
4 daytime period beginning at 8:00 a.m. and ending at 5:59 p.m. or \$2.00 for parking during the
5 nighttime period beginning at 6:00 p.m. and ending at 7:59 a.m.

6 2. Vehicles displaying a valid North Coast Village parking permit shall be
7 exempt from payment of the fee for nighttime parking.

8 **Lot #21 East of 600-800 North Pacific Street**

9 1. No person shall park a vehicle without displaying on that vehicle a valid
10 parking receipt acknowledging payment of the requisite fee of \$2.00. This fee shall not apply to
11 any vehicle displaying a valid annual municipal lot parking permit.

12 **Lot #22 200 Surfrider Way**

13 1. No person shall park a vehicle without displaying on that vehicle a valid
14 parking receipt acknowledging payment of the requisite fee of \$2.00. This fee shall not apply to
15 any vehicle displaying a valid annual municipal lot parking permit.

16 **Lot #24 200 North Myers Street**

17 1. No person shall park a vehicle without displaying on that vehicle a valid
18 parking receipt acknowledging payment of the requisite fee of \$5.00 for any time period up to
19 and including 11:59 p.m. of the day of purchase. This fee shall not apply to any vehicle
20 displaying a valid annual municipal lot parking permit during the hours which it is valid for use.

21 **Lot #24A 200 North Pacific Street**

22 1. No person shall park a vehicle without displaying on that vehicle a valid
23 parking receipt acknowledging payment of the requisite fee of \$5.00 for any time period up to
24 and including 11:59 p.m. of the day of purchase. This fee shall not apply to any vehicle
25 displaying a valid annual municipal lot parking permit.

1 **Lot #25 100 North Myers Street**

2 1. No person shall park a vehicle without displaying on that vehicle a valid
3 parking receipt acknowledging payment of the requisite fee of \$5.00. This fee shall not apply to
4 any vehicle displaying a valid annual municipal lot parking permit.

5 **Lot #26 East of South Myers Street**

6 1. No person shall park a vehicle without displaying on that vehicle a valid
7 parking receipt acknowledging payment of the requisite fee of \$5.00. This fee shall not apply to
8 any vehicle displaying a valid annual municipal lot parking permit.

9 **Lot #27 East of 600 South Myers Street**

10 1. No person shall park a vehicle without displaying on that vehicle a valid
11 parking receipt acknowledging payment of the requisite fee of \$2.00. This fee shall not apply to
12 any vehicle displaying a valid annual municipal lot parking permit.

13 **Lot #28 300 North Strand**

14 1. No person shall park a vehicle without displaying on that vehicle a valid
15 parking receipt acknowledging payment of the requisite fee of \$2.00 per hour or \$8.00 until
16 11:00 p.m. of the day of purchase. This fee shall not apply to any vehicle displaying a valid
17 annual municipal lot parking permit.

18 **Lot #29 300 North Strand**

19 1. No person shall park a vehicle without displaying on that vehicle a valid
20 parking receipt acknowledging payment of the requisite fee of \$2.00 per hour or \$8.00 until
21 11:00 p.m. of the day of purchase. This fee shall not apply to any vehicle displaying a valid
22 annual municipal lot parking permit.

23 **Lot #30 100 North Strand**

24 1. No person shall park a vehicle without displaying on that vehicle a valid
25 parking receipt acknowledging payment of the requisite fee of \$2.00 per hour or \$8.00 until
26 11:00 p.m. of the day of purchase. This fee shall not apply to any vehicle displaying a valid
27 annual municipal lot parking permit.

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1 **Lot #31 600 South Strand**

2 1. No person shall park a vehicle without displaying on that vehicle a valid
3 parking receipt acknowledging payment of the requisite fee of \$2.00 per hour or \$8.00 for
4 unlimited parking on any single day during the hours in which the lot remains open for parking.
5 This fee shall not apply to any vehicle displaying a valid annual municipal lot parking permit.

6
7 PASSED AND ADOPTED by the City Council of the City of Oceanside California, this
8 _____ day of _____, 2011, by the following vote:

- 9 AYES:
- 10 NAYS:
- 11 ABSENT:
- 12 ABSTAIN:

13 MAYOR OF THE CITY OF OCEANSIDE

14
15 ATTEST:

APPROVED AS TO FORM:

16
17 _____
CITY CLERK

Andrew J. Hamilton, ASST.

CITY ATTORNEY

1 RESOLUTION NO. _____

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 OCEANSIDE AMENDING THE ANNUAL PARKING PERMIT
4 PROGRAM

5 WHEREAS, it has been determined that it is in the public interest to modify the annual
6 parking permit for Municipal Parking Lot Nos. 7, 10, 11A, 11B, 12, 21, 22, 23, 24, 24A, 25, 26, 27,
7 28, 29, 30 and 31.

8 NOW, THEREFORE, the City Council of the City of Oceanside does resolve as follows:

9 Effective December 1, 2011, the annual parking permit program shall be modified by
10 rescinding Resolution No. 06-R0113-1 and amending Section 4 of Resolution No. R93-147 to read:

11 4. An annual parking permit may be purchased for Municipal Parking Lot Nos. 7, 10, 11A,
12 11B, 12, 21, 22, 23, 24, 24A, 25, 26, 27, 28, 29, 30 and 31 for an annual fee of \$100.00 for City of
13 Oceanside residents and \$200.00 for nonresidents. The permit shall be valid in lot 24 only from 9
14 p.m. to 9 a.m. The permit shall not authorize parking at any time in Parking Lot No. 20, nor at
15 street parking meters. The permit shall not authorize overnight parking in municipal parking lots
16 nor shall it create an exemption from the established lot closure times. The permit shall be valid
17 between July 1 of one year and June 30 of the next year. The cost of the permit shall be prorated on
18 a monthly basis, beginning October 1st, at a cost of \$10.00 per month for residents and \$20.00 per
19 month for nonresidents based on the date it is issued. There shall be no limit on the number of
20 permits sold.

21 PASSED AND ADOPTED by the City Council of the City of Oceanside California, this
22 _____ day of _____, 2011, by the following vote:

23 AYES:

24 NAYS:

25 ABSENT:

26 ABSTAIN:

27 MAYOR OF THE CITY OF OCEANSIDE

28 ATTEST:

APPROVED AS TO FORM:

CITY CLERK

[Signature]

CITY ATTORNEY

