



**Honorable Mayor and Members of the Hermosa Beach City Council**

**CONSIDERATION OF A COMPLIMENTARY HOLIDAY PARKING PROGRAM**

(Senior Management Analyst Ken Bales)

**Recommended Action:**

Staff recommends City Council discuss and provide direction on a complimentary holiday parking program at citywide commercial zone silver-post meters.

**Executive Summary:**

The City has offered a complimentary holiday parking program since 2013 that has taken many forms including a 2-week program, 3-week program, and most recently, a 4-week program. In recent years, City Council extended the program to align with neighboring cities, Manhattan Beach and Redondo Beach, by offering a 3-week program in 2017 and 4-week programs in 2018, 2019, 2020, 2021, 2022, 2023, and 2024.

**Background:**

The last complimentary holiday parking program approved by Council was in October 2023 for a two-year period covering the 2023 and 2024 Holiday Season from November 24<sup>th</sup> – December 25<sup>th</sup>. It is estimated over the past two years that between lost parking meter revenue and citation issuance reductions, the total opportunity cost for the City during the complimentary holiday parking program was approximately \$400,000. At the time this staff report was written, Redondo Beach and Manhattan Beach had not published or approved a 2025 complimentary holiday parking program. However, based on previous history, it is likely that Redondo Beach and Manhattan Beach will offer some type of complimentary holiday parking.

***Past Council Actions***

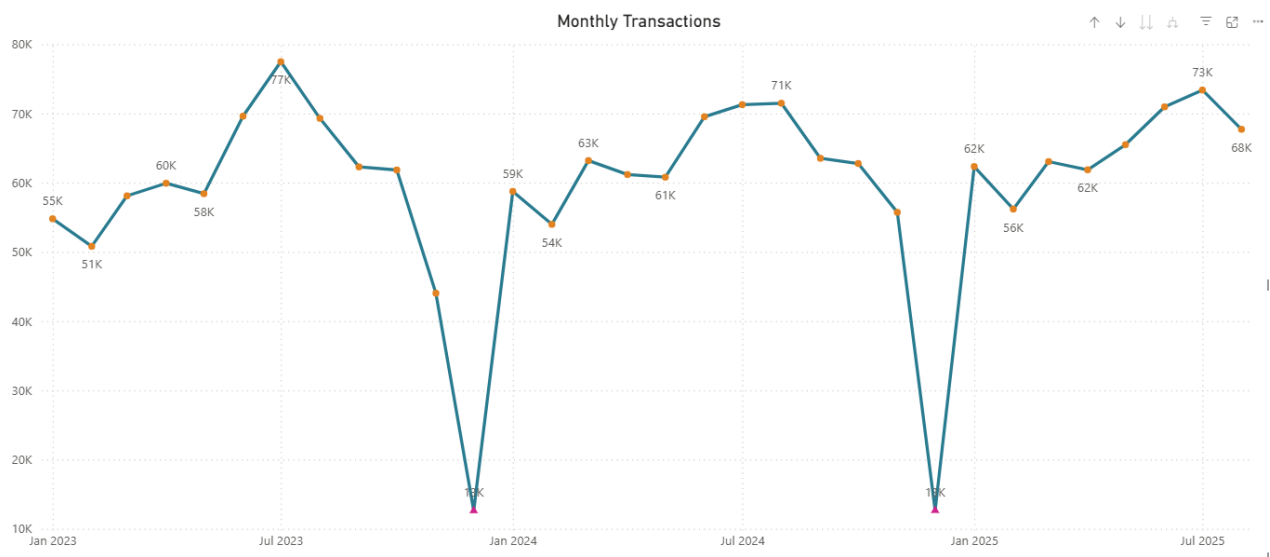
Meeting Date	Description
<a href="#">October 22, 2019</a>	City Council approved a 4-week holiday parking program for 2019.
<a href="#">October 27, 2020</a>	City Council approved a 4-week holiday parking program for 2020 and 2021.
<a href="#">October 11, 2022</a>	City Council approved a 4-week holiday parking program for 2022.
<a href="#">October 24, 2023</a>	City Council approved a 4-week holiday parking program for 2023 and 2024.

## Analysis

The City of Hermosa Beach has 388 silver-post meters (**Attachment 1**) primarily located on Hermosa Ave and Pier Ave.

Enforcement of silver-post meters runs from 10:00 a.m. to 2:00 a.m., seven days a week. The silver-post meters also have either a two or three-hour time limit to allow for turnover of vehicles. The two or three-hour-time limit would not be affected by a holiday parking program, as complimentary parking would be offered in accordance with existing posted meter time limits. Vehicles exceeding the posted times, or found in violation of other regulations, would be cited as normal. If approved, red meter covers would be placed over all silver-post meters for the duration of the complimentary holiday parking program.

Since January 2023, monthly parking transactions have stayed relatively flat at approximately 60,000 transactions per month. The only period the volume of transactions fluctuate heavily occurs in November and December during the complimentary holiday parking program. This indicates demand for parking in the commercial silver-post meter zones is robust and consistent throughout the year:



Once citywide multi-space meters are implemented over the next few fiscal years, variable pricing, free parking for 1<sup>st</sup> hour, etc. will be feasible. This will allow for a more nuanced parking program that can be more tailored to the Hermosa Beach environment.

## Fiscal Impact:

If the City Council desires to continue with a 4-week, complimentary holiday parking program, the 2025 program would begin on November 26<sup>th</sup> and extend through December 25<sup>th</sup>. The estimated fiscal impact in total lost meter revenue during the 30-day period is \$192,938 (**Attachment 2**) The estimated fiscal impact in lost citation revenue during the 30-day period is \$62,281. The total estimated loss in revenue for the 2025 complimentary

holiday parking program is \$255,219 and based on the newly approved parking meter rates and citation fees.

**Attachments:**

1. Hermosa Beach – Silver Meter Locations
2. Complimentary Holiday Parking – Silver Meter Revenue Analysis

**Respectfully Submitted by:** Ken Bales, Senior Management Analyst

**Concur:** Mick Gaglia, Police Lieutenant

**Noted for Fiscal Impact:** Brandon Walker, Administrative Services Director

**Legal Review:** Jason Baltimore, Interim City Attorney

**Approved:** Steve Napolitano, Interim City Manager