

# CONSIDERATION OF A COMPLIMENTARY HOLIDAY PARKING PROGRAM 25-CMO-067



CITY OF  
HERMOSA  
BEACH

# Overview

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# Background

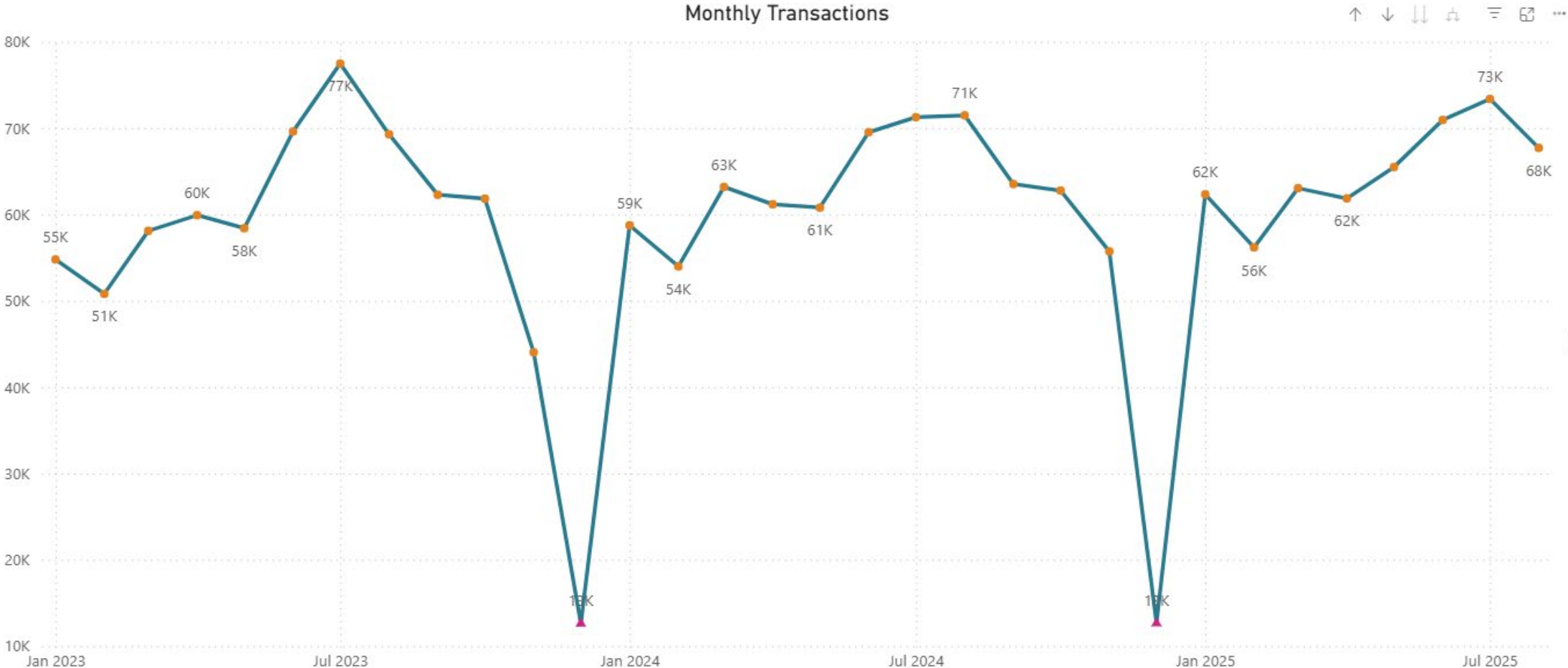
Date	Description
<b>October 22, 2019</b>	City Council approved a 4-week holiday parking program for 2019.
<b>October 27, 2020</b>	City Council approved a 4-week holiday parking program for 2020 and 2021.
<b>October 11, 2022</b>	City Council approved a 4-week holiday parking program for 2022.
<b>October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

# Program Details

- Previous Complimentary Holiday Parking Programs
  - 388 silver post meters located primarily on Hermosa Ave and Pier Ave from November 24<sup>th</sup> – December 25<sup>th</sup>
  - Silver post meters are either 2- or 3-hour parking zones
  - Enforcement of time limit parking still applies



# Silver Post Meter Transaction Data



# Neighboring Beach Cities

- City of Redondo Beach
  - Expected to bring forward item to City Council in the near future
- City of Manhattan Beach
  - Offering complimentary holiday parking from November 26<sup>th</sup> – December 26<sup>th</sup>



# Fiscal Impact

- Estimated opportunity cost for 2023 and 2024 Complimentary Holiday Parking Program:
  - Approximately \$200k per year for a total of \$400k
- 2025 Estimated Revenue Loss = **\$255,219**
  - Based on new parking meter and parking citation rates
  - 4-Week Program from November 24<sup>th</sup> – December 25<sup>th</sup>

# Recommended Action

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