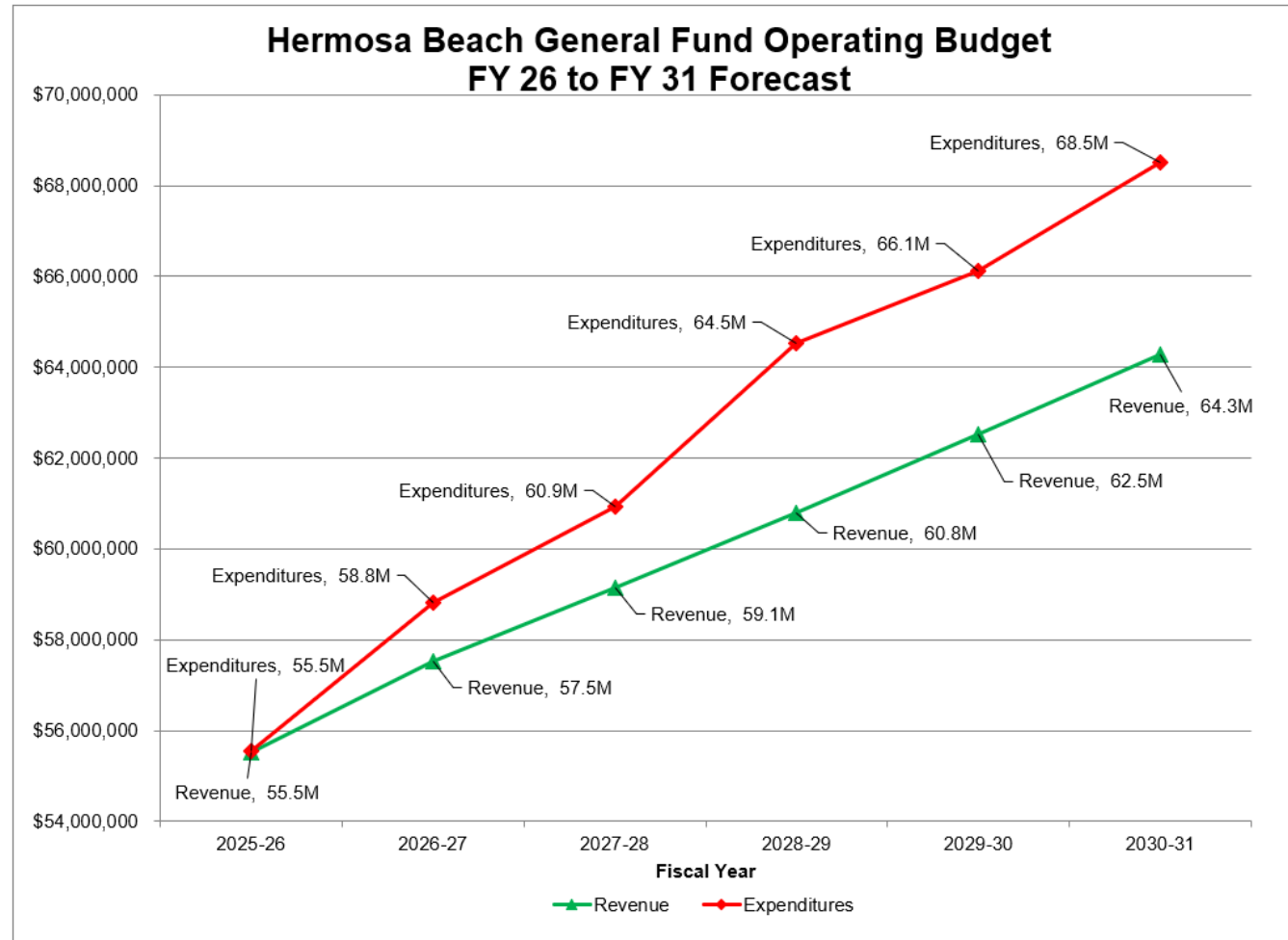


# PARKING METER RATES



September 30, 2025

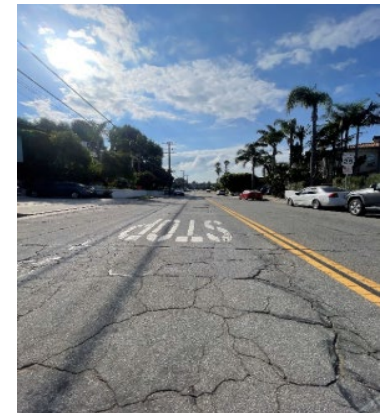
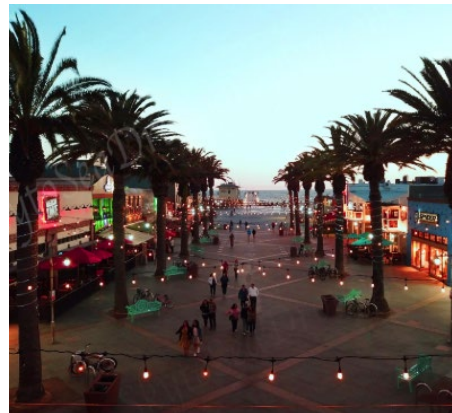
# Fiscal Outlook



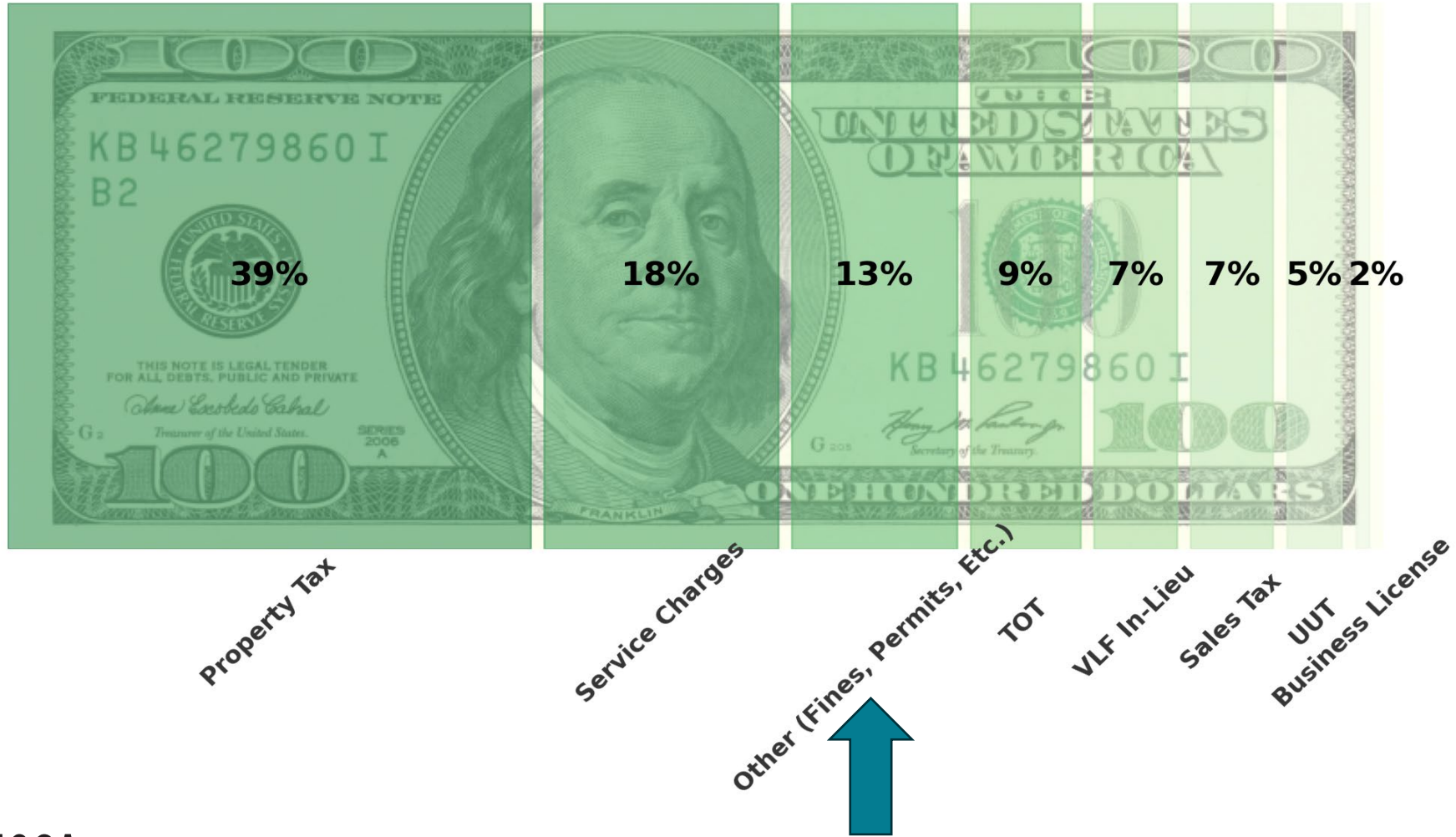
CITY OF  
HERMOSA  
BEACH

# Fiscal Constraints

- Upcoming Fire and Lifeguard contracts
- Unfunded Infrastructure Needs
  - Lot C structural repairs
  - Single meter replacement
  - Pier
  - Paving
  - City Yard
- Stagnant Revenue Base



# Revenue Breakdown



CITY OF  
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BEACH

# Parking Meters-By the Numbers

**1,600**

# of Meters Citywide

**\$5M**

Annual Revenue Generated

**>90%**

% of Meters Transactions by non-residents

**66%**

% of Rev-On Street Meters

**90%**

% of Meters Transactions 10a-2p \$2.00/hr

**34%**

% of Rev-Beach Lots

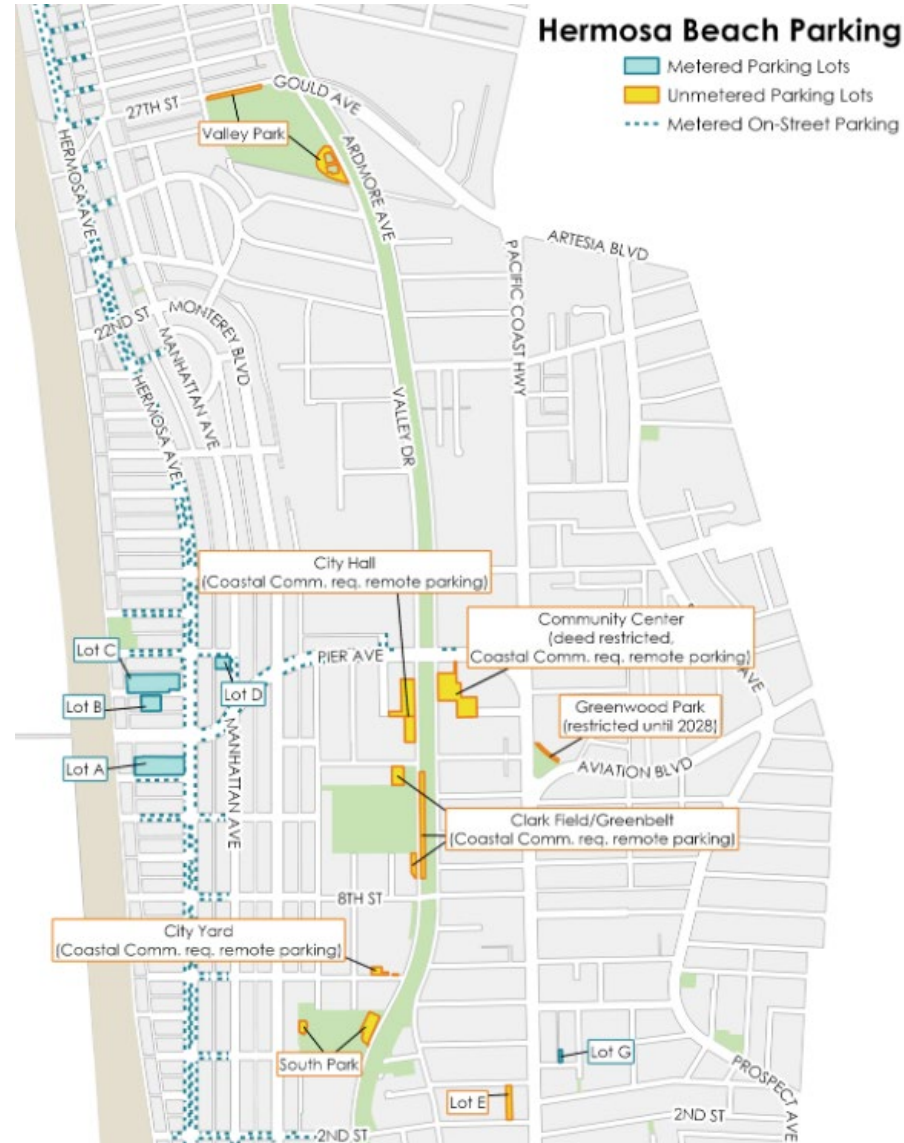
**\$375k**

Additional \$rev for each \$0.25/hr increase



# City Parking Meters

Year of Last Increase	Rate
2001	\$0.75/hour
2003	\$1.00/hour
2010	\$1.25/hour
2016	\$1.50/hour
2023	\$2.00/hour (10 a.m.–8 p.m.), \$2.50/hour (8 p.m.–2 a.m.)



# Parking Meter Rates-Comps

City	Hourly Rate	Notes
San Diego	\$2.50-\$10.00/hr	Increased pricing for special events
Newport Beach	\$4.10-\$8.35/hr	Off-Peak/Peak/Holiday pricing
Laguna Beach	\$2.00-\$6.00/hr	Off-Peak/Peak pricing
Huntington Beach	\$3.00-\$4.00/hr	Off-Peak/Peak pricing
Manhattan Beach	\$2.50-\$3.50/hr	City Street/Beach Lot pricing
Santa Monica	\$1.50-\$3.00/hr	City Street/Downtown Beach Lot pricing
Dockweiler	\$2.00/hr	
<b>Hermosa Beach</b>	<b>\$2.00-\$2.50/hr</b>	<b>Day/Night pricing</b>
Redondo Beach	\$2.00/hr	



# Parking Meter Rates-Proposal

- Staff met with the Finance Subcommittee on August 12, 2025
  - ✓ Fiscal Outlook
  - ✓ Upcoming Financial Challenges
  - ✓ Potential Revenue Options
  
- Subcommittee Meter Rate Proposal:
  - **Increase On-Street Hourly Rate (All Day) to \$3.00/hr**
  - **Increase Beach Lot Hourly Rate (All Day) to \$5.00/hr**



# PARKING METER RATES



September 30, 2025