



---

---

# CITY OF POMONA COUNCIL REPORT

---

---

June 3, 2019

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted By: Kirk Pelser, Deputy City Manager

**SUBJECT: ADOPTION OF A RESOLUTION INCREASING VEHICLE PARKING DISTRICT (VPD) QUARTERLY PARKING PERMIT FEES BY FIVE DOLLARS PER MONTH**

---

## **RECOMMENDATION:**

It is recommended that the City Council adopt the following resolution:

**RESOLUTION NO. 2019-62 (Attachment No. 1) – A RESOLUTION OF THE CITY COUNCIL OF THE CITY COUNCIL OF POMONA, CALIFORNIA, APPROVING AN INCREASE TO THE VEHICLE PARKING DISTRICT QUARTERLY PARKING PERMIT FEES BY FIVE DOLLARS PER MONTH**

## **EXECUTIVE SUMMARY:**

The City Council, will consider a five dollar (\$5) per month increase to the Vehicle Parking District Quarterly Parking Permit fees. The fee increase is recommended by the Vehicle Parking District Board of Parking Place Commissioners and is necessary to aid in funding on-going operational costs of the VPD. The current fee structure has been in place since 2014.

## **FISCAL IMPACT:**

If approved, the estimated additional annual revenue to the VPD operating budget will be approximately \$55,000 to \$65,000. The fees have not been increased since 2012.

## **PUBLIC NOTICING REQUIREMENTS:**

Increasing the VPD fees as outlined in this report requires a noticed Public Hearing. Accordingly, notice of tonight's Public Hearing was published twice, on May 22, 2019 and May 29, 2019.

### **PREVIOUS RELATED ACTION:**

On March 14, 2019, the Board of Parking Place Commissioners (VPD) unanimously voted to recommend City Council approval of the proposed increase to the VPD Quarterly Parking permit fees of five dollars (\$5) per month.

On February 26, 2019, the VPD Ad-Hoc Committee unanimously voted to increase all VPD quarterly parking permit fees by five dollars (\$5) per month. The Committee further directed staff to seek bring this item forward to the Vehicle Parking District Board of Parking Place Commissioners for approval.

### **ENVIRONMENTAL REVIEW:**

Pursuant to section 15061(b)(3) of the CEQA Guidelines, it is determined that adopting a VPD parking permit fee increase will not have any significant effect on the environment and, therefore, adoption of the fee increase fee increase is not subject to CEQA.

### **DISCUSSION:**

Vehicle Parking District (VPD) operating revenues are primarily derived from quarterly parking permit fees and daily parking fees. The parking permits are sold each quarter (3 months at a time) beginning in January 1 and ending December 31 of each year (sold four times a year). The cost for the permits is calculated per month. Therefore, the cost for each quarter is the total for three (3) months. The current cost of each permit type is summarized below. Five (5) different types of parking permits are available as follows:

1. *RESIDENTIAL PERMITS* (for those who live in the Downtown) – the current cost is \$30 per quarter (\$10 per month).
2. *LOT SPECIFIC / EMPLOYEE PERMITS* (for property owners, business owners, employees, and frequent patrons to the District) – the current cost is \$90 per quarter (\$30 per month).
3. *ALL LOT NON-SPECIFIC PERMITS* (for property owners, business owners, employees, and frequent patrons to the District). These permits are not specific to a particular parking lot and those with these permits can park in any permitted VPD parking lot – the current cost is \$135 per quarter (\$45 per month).
4. *COMMUTER PARKING PERMITS* (for patrons who utilize the Metro link or other forms of public or private transportation to commute) - the current cost is \$90 per quarter for Pomona residents (\$30 per month). Non-Pomona residents pay \$120 per quarter (\$40 per month).
5. *ALL LOT NON-EXCLUSIVE PERMITS* (*anyone may purchase these permits*) Entitles permit holder to park in any lot at any time -\$225 per quarter (\$75 per month).

NOTE: The daily parking fee (paid at the kiosks) is \$2 from 8:00 am to 8:00 am the next morning. The first two hours are free. The daily parking fee is not subject to change by this action. The current costs of operations typically exceed the amount of parking fee revenues collected from quarterly permits and daily parking fees. For the past several fiscal years, the VPD has had to utilize approximately \$60,000 to \$100,000 from its fund balance reserve to make-up the gap in operating expenses. Reserve funds mainly consist of prior sale proceeds of VPD lots.

VPD parking fees have been historically set low to not impede Downtown development. Although, the Downtown has not reached its full economic potential, it has improved over the years. The VPD Ad-Hoc Committee and the VPD Board of Parking Place Commission held discussions on the parking permit fee increases and find that raising parking permit fees by five dollars per month is justifiable and sustainable. They recommend that the City Council consider raising quarterly monthly parking permit rates by \$5 a month for all permits. The estimated revenue derived from the increase can be approximately \$55,000 to \$65,000 a year. This would assist to balance the cost of operations vs. revenues and reduce erosion of VPD fund balance which should be maintained for working capital as well as required capital improvement.

**ATTACHMENT(S):**

Attachment No. 1 – Resolution No. 2019-62 with Exhibit A