



Agenda Item # _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Fahey and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Neil Miller, Director of Public Works
Bruce Moe, Finance Director
Clarence Van Corbach, Utilities Manager

DATE: August 2, 2005

SUBJECT: Consideration of Converting All City Parking Meters to Accept Cash Key Operation

RECOMMENDATION:

Staff recommends the City Council approve an appropriation of \$20,000 from Parking Fund Reserves for the conversion of approximately 300 parking meters to accept cash key operation.

FISCAL IMPLICATION:

The \$20,000 appropriation will be used to buy the necessary parts to convert approximately 300 existing parking meters to allow for cash key operation. This will convert all remaining parking meters to a cash key capability. Existing meters in Lot M, Lot 3 and the Pier Parking Lots were previously converted. In addition most street parking meters have the necessary hardware to accept cash keys but will need to be programmed before the cash key system can begin on those meters.

BACKGROUND:

Approximately 3 years ago the City Council approved a pilot program of converting certain parking meters in Parking Lot 3 to be able to accept cash keys as a convenient way to activate parking meters. The cash key system allows the user to purchase parking time in bulk (up to a maximum of \$100) as programmed into a key. The key can be inserted into any parking meter which is equipped to accept the cash key. With each insert of the key an additional \$.25 worth of parking time is added to the parking meter timer. The greatest advantage of the cash key is that the user can purchase parking time in bulk, and does not need to carry large amounts of quarters or other coins to pay for parking. A secondary advantage of the cash key system is that the greater the use of the cash key, the less cost will be expended for collection and handling of the coins. When the conversions are completed, the City's total of approximately 1,745 parking meters will be cash key compatible.

DISCUSSION:

The pilot cash key program has proved successful. Therefore, all of the meters recently purchased

and installed in Lot M (Metlox) are equipped to accept the cash key. All remaining parking meters can be converted to the cash key system by changing the front cover plate, adding an instruction sticker and/or programming of the electronic meters. Staff estimates that if the cash key program expansion is approved tonight that all of the remaining parking meters can be converted to cash key operation by December 31, 2005. Most of this time will be for the actual meter by meter conversion of replacing necessary parts and programming the meter to accept the cash keys.

This action will result in the conversion of all parking meters. A concurrent activity will be the preparation of a marketing plan to inform residents, shoppers, business owners and beach goers of the availability of the cash keys. This plan will include promotion as well as recommendations for key recharging stations in various locations in the City including City Hall. For example, there may be a good location in the new Metlox development for a cash key recharging station. The City's Finance Department will take the lead on developing the cash key marketing plan.

CONCLUSION:

The previous pilot program using the cash key operation for parking meters has proven successful. Staff recommends that the program be expanded to all parking meters in the City. An appropriation of \$20,000 will be sufficient to buy the necessary parts for the conversion. Staff anticipates the conversion being completed by December 31, 2005.

xc: Manhattan Beach Downtown Business and Professional Association
Manhattan Beach Chamber of Commerce