



To enrich lives through effective and caring service



February 23, 2004

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**HEARING ON PROPOSED
DEPARTMENT OF BEACHES AND HARBORS
2003-2004 PARKING FEE SCHEDULE
(THIRD AND FOURTH DISTRICTS)
(3 VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that the recommended action is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Public Resources Code Section 21080(b)(8), because the proposed fees are necessary to assist in offsetting the costs of beach and Marina maintenance operations.
2. Approve parking fee increases at County controlled parking lots listed in Attachment A (beaches), Attachment B (Marina del Rey), and Attachment C (Dockweiler RV Park).
3. Expand the parking metered rate of \$0.25 per fifteen minutes to all parking lots where meters are/will be installed.
4. Authorize the Director or his designated representative to adjust parking fees and metered rates as necessary to maximize revenue or to make necessary public accommodations, not to exceed the maximum Board-approved fees.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of this recommended action is to increase the parking rates at beaches owned and/or operated by the County and in Marina del Rey in order to assist in covering the costs of beach and Marina maintenance and operations and to align the County's fees with those charged at other parking lots in the vicinity.

The last time beach and Marina del Rey parking lot fees were increased was in May of 1997 and July of 1995, respectively. The Department worked with a consultant (Walker Parking Consultants) to analyze the County's parking fees at its beaches and in Marina del Rey. In order to maximize revenue for the County based on current market conditions of surrounding parking lots, the consultant has recommended that certain of the County's parking fees at beach and Marina del Rey parking lots be increased and that fees be "rounded up" to the nearest dollar to increase cashier efficiency and provide better service to the public. The Department's parking contractor, Parking Concepts, Inc. (PCI), that operates our beach and Marina parking lots also recommends the proposed parking fee increases in order to bring the parking fee structure in line with surrounding parking lot operators.

The proposed fee increases identified on Attachments A, B, and C are consistent with the recommendations of the parking consultant and the parking contractor, as well as the Department's recent surveys of fees charged at comparable beach, marina, and RV facilities. The results of the Department's surveys are documented on Attachments D through G, and all recommended rates are within the ranges of comparables (noted on the bottom of Attachments A, B, and C). It is anticipated that the increased fees will increase gross annual parking revenue by \$1.1 million if these fee increases are implemented.

The fees on Attachments A, B, and C are divided between summer and winter rates; summer rates are effective the Saturday before Memorial Day through the last Sunday in September. Also, the proposed beach parking lot fees identified on Attachment A are "per entry, per day" and do not include any reference to different fees when the lots are staffed with a parking attendant versus when the lots are not staffed. In the past, the Department utilized slot boxes at unstaffed beach parking lots, requiring parking lot patrons to pay only \$2 at the slot box when a lot was unattended. With the installation of automated fee collection equipment at beach parking lots completed in October 2002, the slot boxes were removed and parking patrons now pay the same rate whether it is collected by an attendant or at the automated fee collection machines.

The Department also recommends that your Board allow parking fees and metered rates to be adjusted as necessary after considering patronage and the need to maximize revenue, not to exceed the maximum Board-approved fees. For example, the Department can charge reduced morning and evening rates at beach parking lots where only one daily rate is approved.

In addition, in June 2001, meters were installed at three Dockweiler State Beach parking lots as part of our pilot automation project to accommodate patrons who visit the beach for a short period of time (e.g., for an exercise program). At that time, a metered rate of \$0.25 per fifteen minutes was approved by your Board for use at the three lots. The Department recommends expanding the metered rate previously approved for the three lots to all lots where meters are installed. At present, we are expanding the use of meters to five metered spaces at both Zuma and Will Rogers 3, as well as 31 spaces in the upper lot of White Point.

Implementation of Strategic Plan Goals

Increased parking fees will promote and further the Board-approved Strategic Plan Goal of Fiscal Responsibility, by strengthening the County's fiscal capacity by increasing revenue to assist in funding beach and Marina maintenance.

FISCAL IMPACT/FINANCING

It is anticipated that the proposed fees will increase gross annual parking revenue by \$1.1 million as detailed in Attachments A, B, and C. This increased revenue will allow the Department in the future to absorb the \$1.2 million cut to its 2003-04 adopted budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Current parking rates for the lots in which increased fees are recommended are detailed in Attachments A, B, and C.

It should be noted that the proposed Marina del Rey parking fees indicated on Attachment B are specified as "per entry, per 24-hour period." This clarification for Marina parking fees previously approved as "per entry" is necessary for enforcement purposes. Parking patrons will be able to continue to park for more than 24 hours in Marina parking lots with the payment of appropriate fees for each 24-hour period (stays over 48 hours require registration). Beach parking fees indicated in Attachment A continue to be "per entry, per day" as overnight parking is not allowed at beach parking lots.

To comply with the requirements of Government Code Sections 66016 and 66018, these fee changes may only be effected after a public hearing. Notice of

this public hearing was given pursuant to the requirements of Government Code Section 66018.

The Department presented its recommended parking fee increases to the Beach Commission at its February 18, 2004 meeting, at which the Commission unanimously endorsed the proposed parking fee rates. The Department intends to present its recommended Marina del Rey lot parking fee increases to the Small Craft Harbor Commission (SCHC) at its next meeting. The outcome of the SCHC's action will be reported to your Board prior to your consideration of this item. The Department must also obtain Coastal Commission approval prior to instituting the fees approved by your Board.

ENVIRONMENTAL DOCUMENTATION

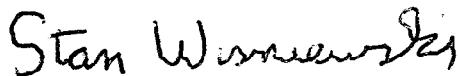
The recommended fee changes are statutorily exempt from the provisions of CEQA pursuant to Public Resources Code Section 21080(b)(8), upon your Board's finding that such fees are necessary to assist in offsetting the costs of beach and Marina maintenance and operations.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

We do not expect a negative impact on beach and Marina parking lot patronage due to the above-recommended actions. There will be no operational impact on either the Department of Beaches and Harbors or our parking contractor.

The addition of selected metered spaces will result in additional service to the public who use the beach for short periods of time.

Respectfully submitted,



Stan Wisniewski, Director

SW:KG:ED

Attachments

C: Chief Administrative Officer
Executive Officer, Board of Supervisors
County Counsel
Auditor-Controller

County of Los Angeles
Department of Beaches and Harbors
Proposed Parking Lot Fee Increases
Beach Parking Lots
February 23, 2004

PARKING LOT	SUMMER *		WINTER*		ADDITIONAL ANNUAL REVENUE
	CURRENT	PROPOSED	CURRENT	PROPOSED	
White Point Meters **	\$6.00 \$0.25/15 min	\$7.00 No Change	\$6.00 \$0.25/15 min	No Change No Change	\$9,900
Torrance Weekends/Holidays 6 a.m. to 9 a.m. 9 a.m. to 6 p.m. Weekdays	 \$6.00 \$6.00 \$2.00	 No Change No Change No Change	 \$2.00 \$4.75 \$1.00	 No Change \$5.00 No Change	\$1,300
Dockweiler/Grand Ave, Bluff & 62 nd Avenue Meters **	\$6.00 \$0.25/15 min	\$7.00 No Change	\$5.00 \$0.25/15 min	No Change No Change	\$15,500
Dockweiler/Imperial	\$6.75	\$7.00	\$5.00	No Change	\$13,300
Washington Blvd. & Rose Avenue Weekends/Holidays 6 a.m. to 9 a.m. 9 a.m. to 5 p.m. 5 p.m. to Close Weekdays 6 a.m. to 9 a.m. 9 a.m. to 5 p.m. 5 p.m. to Close	 \$6.00 \$9.50 \$5.00 \$4.00 \$6.75 \$4.00	 No Change \$10.00 No Change No Change \$7.00 No Change	 \$4.00 \$6.50 \$4.00 \$3.00 \$5.00 \$3.00	 No Change \$7.00 No Change No Change No Change No Change	\$36,900
Venice Blvd. Weekends/Holidays 6 a.m. to 9 a.m. 9 a.m. to 5 p.m. 5 p.m. to Close Weekdays 6 a.m. to 9 a.m. 9 a.m. to 5 p.m. 5 p.m. to Close	 \$6.00 \$9.50 \$5.00 \$4.00 \$6.75 \$4.00	 No Change \$12.00 No Change No Change \$7.00 No Change	 \$4.00 \$6.50 \$4.00 \$3.00 \$5.00 \$3.00	 No Change \$7.00 No Change No Change No Change No Change	\$42,000
Range of Comparables (See Attachment D)	Weekends Weekdays	\$3.00 to \$20.00 \$3.00 to \$7.00	\$3.00 to \$20.00 \$3.00 to \$7.00		

* Proposed fees are per entry, per day unless otherwise specified. Summer rates are effective the Saturday before Memorial Day through the last Sunday of September.

** Meters are installed for short-term use at selected lots:

- Grand Avenue - Five metered spaces
- Bluff Lot - Five metered spaces
- White Point Upper Lot - 31 metered spaces
- 62nd Avenue - All spaces; the daily rate is only charged on selected days as needed for traffic control (e.g., Fourth of July).

County of Los Angeles
Department of Beaches and Harbors
Proposed Parking Lot Fee Increases
Beach Parking Lots
February 23, 2004

PARKING LOT	SUMMER *		WINTER *		ADDITIONAL ANNUAL REVENUE
	CURRENT	PROPOSED	CURRENT	PROPOSED	
Will Rogers 1					\$3,100
Weekends/Holidays					
6 a.m. to 9 a.m.	\$6.00	No Change	\$4.00	No Change	
9 a.m. to 5 p.m.	\$9.50	\$10.00	\$6.50	\$7.00	
5 p.m. to Close	\$5.00	No Change	\$4.00	No Change	
Weekdays					
6 a.m. to 9 a.m.	\$4.00	No Change	\$3.00	No Change	
9 a.m. to 5 p.m.	\$6.75	\$7.00	\$5.00	No Change	
5 p.m. to Close	\$4.00	No Change	\$3.00	No Change	
Will Rogers 3					\$90,700
Weekends/Holidays					
6 a.m. to 9 a.m.	\$6.00	No Change	\$3.00	No Change	
9 a.m. to 5 p.m.	\$8.00	\$10.00	\$6.00	\$7.00	
5 p.m. to Close	\$5.00	No Change	\$3.00	No Change	
Weekdays					
6 a.m. to 9 a.m.	\$3.00	No Change	\$3.00	No Change	
9 a.m. to 5 p.m.	\$6.00	\$7.00	\$5.00	No Change	
5 p.m. to Close	\$3.00	No Change	\$3.00	No Change	
Meters **	\$0.25/15 min	No Change	\$0.25/15 min	No Change	
Will Rogers 5	\$6.75	\$7.00	\$5.00	No Change	\$500
Topanga	\$6.00	\$7.00	\$4.75	\$5.00	\$9,000
Surfrider	\$6.00	\$7.00	\$4.75	\$6.00	\$26,700
Pt. Dume	\$6.00	\$7.00	\$4.75	\$6.00	\$54,600
Zuma Beach	\$6.00	\$7.00	\$4.75	\$6.00	\$143,600
Meters **	\$0.25/15 min	No Change	\$0.25/15 min	No Change	
Nicholas Canyon	\$6.00	No Change	\$4.00	\$5.00	\$4,500
				Total	\$451,600
Range of Comparables (See Attachment D)	Weekends Weekdays	\$3.00 to \$20.00 \$3.00 to \$7.00	\$3.00 to \$20.00 \$3.00 to \$7.00		

* Proposed fees are per entry, per day unless otherwise specified. Summer rates are effective the Saturday before Memorial Day through the last Sunday of September.

** Will Rogers 3 and Zuma each have five metered spaces for short-term use.

County of Los Angeles
Department of Beaches and Harbors
Proposed Parking Lot Fee Increases
Marina del Rey Parking Lots
February 23, 2004

General

PARKING LOT	SUMMER*		WINTER*		ADDITIONAL ANNUAL REVENUE
	CURRENT	PROPOSED	CURRENT	PROPOSED	
Marina Lots 5, 7, 8, & 12	\$2.00	\$5.00	\$2.00	\$3.00	\$68,300
Marina Lots (Beach) 9, 10, 11, & 13	\$5.00	\$6.00	\$2.00	\$3.00	\$117,600
Marina Lot 2 (Launch Ramp) Entry w/Boat Auto	\$5.00 \$2.00	\$7.00 \$5.00	\$5.00 \$2.00	\$7.00 \$5.00	\$58,300
Marina Lot 4 Near Launch Ramp	\$2.00	\$5.00	\$2.00	\$5.00	\$67,300
View Park	\$0.25/30 min	No Change	\$0.25/30 min	No Change	\$0.00
Chace Park	\$0.25/30 min	No Change	\$0.25/30 min	No Change	\$0.00
Special					
PARKING LOT	CURRENT YEAR-ROUND		PROPOSED YEAR-ROUND		
Fisherman's Village (2 hours free w/ validation)	\$.075 each ½ hr (\$6.00 max)		\$1.00 each ½ hr (\$8.00 max)		\$72,300
Fisherman's Village Overflow	\$2.00/entry		\$5.00/entry		**
			Total		\$383,800
Range of Comparables (See Attachment E)	General Metered	\$3.00 to \$20.00 \$0.25/10 min to \$2.00/30 min			
Range of Comparables (See Attachment F)	Launch Ramp	\$3.00 to \$15.00			

* Proposed fees are per entry, per 24-hour period unless otherwise specified. Summer rates are effective the Saturday before Memorial Day through the last Sunday of September.

** Additional revenue cannot be estimated. The overflow lot is used as needed.

County of Los Angeles
Department of Beaches and Harbors
Proposed Dockweiler RV Park Fee Increases
February 23, 2004

LOCATION	SUMMER *		WINTER*		ADDITIONAL ANNUAL REVENUE
	CURRENT	PROPOSED	CURRENT	PROPOSED	
Front Row w/hook-up	\$25.00	\$32.00	\$22.00	\$28.00	\$ 92,600
Middle Row w/hook-up	\$25.00	\$30.00	\$17.00	\$26.00	\$ 85,300
Back Row ** w/hookup w/out hookup	None \$15.00	\$28.00 \$25.00	None \$12.00	\$24.00 \$20.00	\$ 65,800
Extra Car	\$6.75	No Change	\$5.00	No Change	0
Pets	\$1.00	\$2.00	\$1.00	\$2.00	***
More than 4 guests	\$0.00	\$2.00/person	\$0.00	\$2.00/person	***
Reservation Fee	\$7.00	No Change	\$7.00	No Change	0
Cancellation Fee	\$0.00	1st day's fee if not cancelled within 7 days.	\$0.00	1st day's fee if not cancelled within 7 days.	***
				Total	\$ 243,700
Range of Comparables (See Attachment G)	\$18.00 to \$61.00		\$18.00 to \$50.00		

* Summer rates are effective the Saturday before Memorial Day through the last Sunday of September.

** There are presently no hookups in the back row. There will only be hookups once the Capital Project is completed in Spring 2005.

*** Additional revenue cannot be estimated at this time.

County of Los Angeles
Department of Beaches and Harbors
Fee Survey – Beach Parking Lots
November 2003

PARKING LOT *	SUMMER **	WINTER **
Doheny State Beach ***	\$5.00	\$5.00
Crystal Cove State Beach ***	\$5.00	\$5.00
San Clemente & San Onofre State Beaches ***	\$5.00	\$5.00
Corona Del Mar	\$6.00	\$6.00
City of Del Mar	\$1.50/hr	\$1.50/hr
City of Huntington Beach	\$7.00	\$7.00
Huntington State Beach ***	\$5.00	\$5.00
Bolsa Chica State Beach ***	\$5.00	\$5.00
City of Seal Beach	\$2.00/hr (\$6.00 max)	\$2.00/hr (\$6.00 max)
Cabrillo Beach	\$7.00	\$7.00 weekdays-no charge
City of Rancho Palos Verdes - Abalone Cove	\$5.00	\$5.00
City of Hermosa Beach - Structure	\$1.00/hr (\$16.00 max)	\$1.00/hr (\$16.00 max)
City of Los Angeles – Venice Beach	\$11.00 – weekends \$ 7.00 - weekdays	\$7.00 – weekends \$5.00 – weekdays
City of Santa Monica – North Beach	\$7.00 – weekends \$6.00 – weekdays	\$5.00
City of Santa Monica - Central Beach	\$8.00 – weekends \$7.00 – weekdays	\$5.00
City of Santa Monica – South Beach	\$5.00	\$5.00
City of Santa Monica – Pier	\$7.00 – weekends \$0.75/ ½ hr-weekdays (\$5.00 max)	\$7.00 – weekends \$0.75/ ½ hr-weekdays (\$5.00 max)
Malibu Pier (State Park)	\$3.00	\$3.00
Paradise Cove (Malibu – Privately Owned)	\$20.00	\$20.00
Leo Carrillo State Beach ***	\$5.00	\$5.00
Pt. Mugu State Park ***	\$5.00	\$5.00
Range Weekends	\$3.00 to \$20.00	\$3.00 to \$20.00
Weekdays	\$3.00 to \$7.00	\$3.00 to \$7.00

* Parking lots are listed geographically from south to north.

** Fees are per day, unless otherwise specified.

*** The State of California will raise daily parking rates at each State Beach on July 1, 2004 to \$12.00, except for Crystal Cove State Beach, which will be \$10.00.

County of Los Angeles
 Department of Beaches and Harbors
 Fee Survey – Harbor and Marina Parking Lots
 November 2003

HARBOR/MARINA *	FEES **
Port of San Diego Metered	\$0.25/15 min (\$2.00 max)
Fishing Boat Landing	\$1.00/hr (\$5.00 max)
Lane Field	\$12.00 - weekends \$7.00 - weekdays
City of Del Mar	\$0.25/10 min (\$4.00 max)
Newport Beach Balboa Pier Structure	\$0.50/20 min (\$7.00 max)
Dana Point Harbor	\$5.00
Newport Dunes (Lagoon)	\$8.00
Long Beach Rainbow Marina - Shoreline Village Metered	\$0.25/15 min
General	1.00/30 min, first hr; \$2.00/30 min, after first hr (\$8.00 max)
Preferred	\$12.00
Redondo Beach – King Harbor Basin 3 – Commercial	\$2/hr (\$20.00 max)
Pier and Plaza Structure	\$0.50/20 min (\$5.00 max - summer weekdays, \$7.00 max - summer weekends, \$5.00 max - winter weekends, \$3.00 max - winter weekdays)
Ventura Harbor	First hour free \$1.00 the 2 nd hour \$2.00 the 3 rd hour \$3.00 the 4 th hour
Santa Barbara Harbor – Stearns Wharf	\$2.00 each hour (\$20.00 max)
Range	Metered \$0.25/10 min to \$2.00/30 min General \$3.00 to \$20.00

* Harbor/Marinas are listed geographically from south to north.

** Fees are per day and year-round, unless otherwise specified.

County of Los Angeles
Department of Beaches and Harbors
Fee Survey – Launch Ramp Fees
November 2003

LAUNCH RAMP *	FEES **
Dana Point Harbor	\$10.00
Newport Harbor	\$15.00
Huntington Beach	\$7.00
Long Beach – Granada/Ocean and Claremont/Ocean	\$8.00
Los Angeles Cabrillo Launch fee with parking Parking only	\$9.00
	\$7.00
Ventura - Channel Islands and Port	\$3.00 ***
Range	\$3.00 to \$15.00

* Launch ramps are listed geographically from south to north.

** Fees are per day, year-round, and include launching and parking, unless otherwise specified.

*** Ventura County is prohibited from charging launching fees under a financing agreement with the State; therefore, fees are for parking only.

County of Los Angeles
Department of Beaches and Harbors
Fee Survey – RV Parks
November 2003

RV PARK *	SUMMER **	WINTER **
Chula Vista RV Park	\$45.00 - \$61.00	\$39.00 - \$50.00
More than 4 guests	\$3.00 per person	\$3.00 per person
Extra Car	\$3.00	\$3.00
Pets	\$1.00	\$1.00
Bolsa Chica State Beach RV Park	\$22.00 - \$26.00	\$22.00 - \$26.00
Reservation Fee	\$7.50	\$7.50
Cancellation Fee	\$7.00	\$7.00
Golden Shore RV Park	\$38.00 - \$45.00	\$38.00 - \$45.00
More than 4 guests	\$2.00 per person	\$2.00 per person
Cancellation Fee	\$10.00	\$10.00
Malibu Beach RV Park	\$36.00 - \$59.00	\$26.00 - \$47.00
More than 4 guests	\$4.48	\$4.48
Extra Car	\$2.00	\$2.00
Jalama Beach County RV Park	\$18.00 - \$25.00	\$18.00 - \$25.00
Pets	\$3.00	\$3.00
Pismo Sands RV Park	\$37.00 - \$40.00	\$35.00 - \$40.00
More than 2 guests	\$2.00 per person	\$2.00 per person
Pismo Coast Village RV Park	\$42.00	\$30.00 - \$37.00
Range	\$18.00 to \$61.00	\$18.00 to \$50.00

* RV Parks are listed geographically from south to north.

** Fees are per day, unless otherwise specified.