

Estanislau, Robin

From: KC Fockler <kcfockler@gmail.com>
Sent: Sunday, December 16, 2018 11:08 PM
To: Posey, Mike; Estanislau, Robin; Peterson, Erik; Semeta, Lyn; Brenden, Patrick; Delgleize, Barbara; Carr, Kim
Cc: Fikes, Cathy
Subject: Vote Yes on Agenda Item 34 12/17
Attachments: 1Passes.docx

Robin Estanislau and HB Council Members,

Please see the attached letter that outlines why I hope the Council Members vote yes on Agenda Item #34 on the 12/17 agenda.

Please feel free to call me if you have any questions.

Thank you,

KC Fockler
714-747-3184

SUPPLEMENTAL COMMUNICATION

Meeting Date: 12-17-18

Agenda Item No.: 34(18-595)

12/16/18

KC Fockler
9291 Fireside Drive
Huntington Beach, CA 92646

Huntington Beach City Council
HB, CA 92648

Dear Council Members,

I am writing to ask that you pass Agenda item number 34, Parking Meter Fee Increases, under Section 8 (10.60.020) of the resolution proposal on the Council Agenda Dated 12/17/18.

While recently campaigning for City Council, it became quite obvious that HB has some of the lowest parking rates around. A quick survey of other beach cities shows that we have room to increase our rates in many different parking areas. I have recently given a schedule to Lori Ann Farrell, Assistant City Manager, that shows where we can increase revenue by over \$1.2 million dollars through a new meter and parking pass schedule that benefits the entire city.

This is sorely needed to help pay for the Marine Safety Division that we have here in HB. No other beach city offers what we have here in Surf City, we are the closest thing to being Disneyland at the beach, and visitors to our beaches need to pay for the world-class protection they receive while here in Huntington.

The schedule I have proposed mirrors the new parking meter rates (\$2.00/hr), but goes even further. It has a tiered parking pass schedule and it provides passes for various uses, and it also provides a way for residents to pay for passes through their City Utility Bills. This gets the passes into more citizens' hands thus providing for the increase in revenue. Residents would pay less while "Non-resident/walk up" customers pay a little more because of an additional service fee that is assessed for processing the passes while working with a clerk in person.

This schedule would sell more passes...cost HB residents less money...and would drive more revenue to the bottom line. The Parking Meter increase is an important piece of this puzzle and that is why it is important that you pass Agenda Item 34.

A copy of my schedule is attached for your perusal.

Thank you for your time and have a great meeting.

Sincerely Yours,

KC Fockler
714-747-3184

Overview:

Huntington Beach is unique in that it has miles of public beaches for many visitors to enjoy. Other OC cities do not have to provide Marine Safety Services like the city of Huntington Beach. Therefore, the city needs to raise revenue to pay for these unique public safety services over and above what the general fund provides.

The following plan sets about correcting who helps pay the cost of those services, while allowing for the following:

- a) Gives residents, who already pay taxes towards the general revenue fund, a chance to buy parking at a lower cost (easier to purchase program equates to lower cost)
- b) Provides for varying levels of parking depending on a person's needs
- c) Brings awareness of parking options to ALL residents, many of which currently do not know that beach passes exist

This program helps increase the revenue stream, helps lower parking costs for residents, and provides a way to help pay the cost of providing a world class Marine Safety Department.

How it works... Residents purchase through Utility Bill

Residents have an option of buying passes at a lower cost than non-residents, because they may purchase them through a line item on their Utility Bills.

Those that purchase passes in this manner will have their pass mailed in their next bill. All required Auto/CDL information would be provided on the bill as well. A lower price is warranted because there is less handling by city personnel.

Conclusion

HB mails parking forms (through Utility Bill) to over 45,000 residences.

- Projected sales 10,000-12,000 passes
- Provides additional revenue of up to \$700,000/yr-\$1,200,000/yr
- Gives Surfers a 4 day window to surf at a lower cost
- Mailing brings awareness to residents who are currently unaware of parking pass
- Ease of use by residents for ordering
- Provides a tiered level of parking based on needs
- Less time for personnel to process orders, equals cost savings

Bottom Line:

Over \$1,200,000 in additional revenue could be added to the budget.