

Attachment 1 -Pricing Table

Beach, Pier, and Annenberg Beach House Parking Pricing Recommendations:

Location and Day of Week	Current		Proposed	
Northern Beach Zone (Lots 4N – 9N)	Apr - Oct	Nov - Mar	Apr - Oct	Nov - Mar
Weekdays (per entry)	\$10.00	\$7.00	\$12.00	\$8.00
Weekends (per entry)	\$12.00	\$10.00	\$15.00	\$12.00
Placards for people with disabilities (current & valid)	Free	Free	50% of posted rate	50% of posted rate
Central Beach Zone (Lots 1N – 3N and 1S – 3S)	Apr - Oct	Nov - Mar	Apr - Oct	Nov - Mar
Weekdays (per entry)	\$15.00	\$7.00	\$20.00	\$8.00
Weekends (per entry)	\$15.00	\$10.00	\$20.00	\$12.00
Short-term lots (per hour)	\$1.00	\$1.00	\$3.00	\$2.00
Placards for people with disabilities (current & valid)	Free	Free	50% of posted rate	50% of posted rate
Southern Beach Zone (Lots 4S and 5S)	Apr - Oct	Nov - Mar	Apr - Oct	Nov - Mar
Weekdays (per entry)	\$10.00	\$7.00	\$12.00	No change
Weekends (per entry)	\$12.00	\$10.00	\$15.00	No change
Short-term lots (per hour)	\$1.00	\$1.00	\$3.00	\$2.00
Placards for people with disabilities (current & valid)	Free	Free	50% of posted rate	50% of posted rate
Santa Monica Pier Deck	Apr - Oct	Nov - Mar	Apr - Oct	Nov - Mar
Weekdays (per hour)	\$3.75	\$2.50	\$4.25	\$3.00
Weekdays (daily maximum per entry)	\$18.00	\$12.00	\$20.00	\$15.00
Weekends (per hour)	\$3.75	\$3.50	\$4.25	\$4.00
Weekends (daily maximum per entry)	\$18.00	\$15.00	\$22.00	\$18.00
Placards for people with disabilities (current & valid)	Free	Free	50% of posted rate	50% of posted rate
Annenberg Community Beach House	Apr - Oct	Nov - Mar	Apr - Oct	Nov - Mar
Daily (per hour)	\$3.00	\$3.00	\$4.00	\$4.00
Daily maximum (per entry)	\$12.00	\$8.00	\$15.00	\$10.00
Placards for people with disabilities (current & valid)	Free	Free	50% of posted rate	50% of posted rate

Additional proposed Beach Permit and miscellaneous rates are listed below:

Permit Type	Current	Proposed	Rationale
Day Beach (Sunrise - Sunset)	Annual: \$155 6-month Semiannual: \$105 Monthly: \$27	Annual: \$186 6-month Semiannual: \$126 Monthly: \$32	20% adjustment (increase) for increased costs of the parking operation.
Senior Beach (Sunrise - Sunset)	Annual: \$25	\$30	20% adjustment (increase) for increased costs of the parking operation.
Day Lot (work hours - for beach and pier employees)	Annual: \$155 6-month Semiannual: \$105 Monthly: \$27	Annual: \$186 6-month Semiannual: \$126 Monthly: \$32	20% adjustment (increase) for increased costs of the parking operation.
Main Street Employees (work hours) for parking in beach lots.	Annual: \$155 6-month Semiannual: \$105 Monthly: \$28	Annual: \$186 6-month Semiannual: \$126 Monthly: \$32	20% adjustment (increase) for increased costs of the parking operation.
Overnight Beach Resident and Guests	Annual: \$150 6-month Semiannual: \$75 Monthly: \$15	Annual: \$180 6-month Semiannual: \$90 Monthly: \$18	20% adjustment (increase) for increased costs of the parking operation.
ADA Parking for Off-Street (Surface) Lots, including: Beach lots, Main Library surface lot, Main Street parking lots, Mid-City parking lots, Downtown parking lots.	Free	1/2 the posted rate.	Remove the financial incentive for abuse of ADA placards, thereby improving access for people with disabilities. Improved access and parking management.
EV Parking Permit - Annual - Beach Lot 5S	\$75.00	\$97.50	30% increase. This amount compared to one's own investment in their own charging apparatus is small. This represents a very small price compared to the cost of an EV.

Downtown Santa Monica Parking Pricing Recommendations

Downtown Parking Structures 1 - 2, 4- 8, and KEC			
Current	Weekday	Proposed	Weekday
Per Entry	(Mon-Fri)	Per Entry	(Mon-Fri)
First 30 minutes	FREE	0 – 30 Minutes	FREE
30 – 90 minutes	FREE	30 Minutes - 3 Hours	\$3.00
1.5 – 2.0 hours	\$2.00		
2.0 – 2.5 hours	\$3.50		
2.5 – 3.0 hours	\$5.00		
3.0 – 3.5 hours	\$7.00		
3.5 – 4.0 hours	\$9.00	3 - 5 Hours	\$10.00
4.0 – 4.5 hours	\$11.50		
4.5 – 5.0 hours	\$14.00		
5.0 – 5.5 hours	\$17.00	5 hours - Daily Maximum	\$20.00
5.5 hours or more	\$20.00		
Daily Maximum	\$20.00		

Downtown Parking Structures 1 - 2, 4- 8, and KEC			
Current	Weekend	Proposed	Weekend
Per Entry	(Sat - Sun)	Per Entry	(Sat - Sun)
First 30 minutes	FREE	0 – 30 Minutes	FREE
30 - 90 minutes	FREE	30 Minutes – 3 Hours	\$4.00
1.5 – 2.0 hours	\$2.00		
2.0 – 2.5 hours	\$4.00		
2.5 – 3.0 hours	\$6.00		
3.0 – 3.5 hours	\$8.50	3 - 5 Hours	\$12.00
3.5 – 4.0 hours	\$11.00		
4.0 – 4.5 hours	\$14.00		
4.5 – 5.0 hours	\$17.00		
5.0 – 5.5 hours	\$21.00	5 hours - Daily Maximum	\$22.00
5.5 hours or more	\$25.00		
Daily Maximum	\$25.00		

Current Monthly Parking Rates	\$220 per month
Proposed Monthly Parking Rates	\$176 per month

Downtown Parking Structure 9

Current	Weekday	Proposed	Weekday
Per Entry	(Mon-Fri)	Per Entry	(Mon-Fri)
First 30 minutes	FREE	0 - 30 Minutes	FREE
30 – 90 minutes	FREE	30 Minutes - 3 hours	\$2.00
1.5 – 2.0 hours	\$2.00		
2.0 – 2.5 hours	\$3.00		
2.5 – 3.0 hours	\$4.00		
3.0 – 3.5 hours	\$5.50		
3.5 – 4.0 hours	\$7.00	3-5 hours	\$7.00
4.0 – 4.5 hours	\$9.00		
4.5 – 5.0 hours	\$11.00		
5.0 – 5.5 hours	\$14.00		
5.5 hours or more	\$17.00	5 hours +	\$14.00

Current	Weekend	Proposed	Weekend
Per Entry	(Sat - Sun)	Per Entry	(Sat - Sun)
First 30 minutes	FREE	0 - 30 Minutes	FREE
30 – 90 minutes	FREE	30 Minutes - 3 hours	\$2.00
1.5 – 2.0 hours	\$2.00		
2.0 – 2.5 hours	\$3.50		
2.5 – 3.0 hours	\$5.00		
3.0 – 3.5 hours	\$7.00		
3.5 – 4.0 hours	\$9.00	3-5 hours	\$8.00
4.0 – 4.5 hours	\$11.50		
4.5 – 5.0 hours	\$14.00		
5.0 – 5.5 hours	\$17.00		
5.5 hours or more	\$20.00	5 hours +	\$17.00

Current Monthly Parking Rates	\$187 per month
Proposed Monthly Parking Rates	\$154 per month

Downtown Parking Structure 10

Current	Weekday	Proposed	Weekday
Per Entry	(Mon-Fri)	Per Entry	(Mon-Fri)
First 30 minutes	\$0.50	0-2 hours	\$2.00
0.5 - 1.0 hour	\$1.00		
1.0 - 1.5 hours	\$1.50		
1.5 - 2.0 hours	\$2.00		
2.0 - 2.5 hours	\$3.00	2 - 3 hours	\$3.00
2.5 - 3.0 hours	\$4.00		
3.0 - 3.5 hours	\$5.50	3 - 4 hours	\$7.00
3.5 - 4.0 hours	\$7.00		
4.0 - 4.5 hours	\$9.00	4 - 5 hours	\$9.00
4.5 - 5.0 hours	\$11.00		
5.0 - 5.5 hours	\$14.00	5 hours +	\$15.00
5.5 hours or more	\$17.00		

Current	Weekend	Proposed	Weekend
Per Entry	(Sat - Sun)	Per Entry	(Sat - Sun)
First 30 minutes	\$0.50	0-2 hours	\$2.00
0.5 - 1.0 hour	\$1.00		
1.0 - 1.5 hours	\$1.50		
1.5 - 2.0 hours	\$2.00		
2.0 - 2.5 hours	\$3.50	2 - 4 hours	\$3.50
2.5 - 3.0 hours	\$5.00		
3.0 - 3.5 hours	\$7.00	3 - 4 hours	\$8.00
3.5 - 4.0 hours	\$9.00		
4.0 - 4.5 hours	\$11.50	4 - 5 hours	\$11.50
4.5 - 5.0 hours	\$14.00		
5.0 - 5.5 hours	\$17.00	5 hours +	\$18.00
5.5 hours or more	\$20.00		

Current Monthly Parking Rates	\$187 per month
Proposed Monthly Parking Rates	\$154 per month

Main Library Garage and Civic Structure
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Current	Weekday	Proposed	Weekday
Per Entry	(Mon-Fri)	Per Entry	(Mon-Fri)
First 30 minutes	Free	First 30 minutes	Free
0.5 – 1.0 hour	\$0.50	0.5 - 1.0 hour	\$1.00
1.0 – 1.5 hours	\$1.00		
1.5 – 2.0 hours	\$2.00	1.0 - 2.0 hours	\$2.00
2.0 - 2.5 hours	\$3.00		
2.5 - 3.0 hours	\$4.00	2.0 - 3.0 hours	\$4.00
3.0 - 3.5 hours	\$5.50		
3.5 - 4.0 hours	\$7.00	3.0 - 4.0 hours	\$7.00
4.0 - 4.5 hours	\$8.50		
4.5 - 5.0 hours	\$10.00	4.0 - 5.0 hours	\$10.00
5.0 - 5.5 hours	\$12.00		
5.5 hours+	\$14.00	5.0 - 6.0 - hours	\$12.00
Daily Maximum	\$14.00		
		6.0 hours+	\$14.00
		Daily Maximum - Weekday	\$14.00

Current	Weekend	Proposed	Weekend
Per Entry	(Sat - Sun)	Per Entry	(Sat - Sun)
First 30 minutes	Free	First 30 minutes	Free
0.5 – 1.0 hour	\$1.00		
1.0 – 1.5 hours	\$2.00		
1.5 – 2.0 hours	\$3.00		
2.0 - 2.5 hours	\$4.00		
2.5 - 3.0 hours	\$5.00		
3.0 - 3.5 hours	\$5.00		
3.5 - 4.0 hours	\$5.00		
4.0 - 4.5 hours	\$5.00		
4.5 - 5.0 hours	\$5.00		
5.0 - 5.5 hours	\$5.00		
5.5 hours+	\$5.00		
Daily Maximum	\$5.00	Daily Maximum - Weekend	\$5.00

	Civic Structure	Main Library
Current Monthly Parking Rates	\$160 per month	\$154 per month
Proposed Monthly Parking Rates	\$160 per month	\$154 per month

Downtown Lots 27, 29, and 30

Current		
Rate	Daily Maximum per Entry	Current and Valid ADA Placard
\$1.25/30 minutes (\$2.50/hour)	\$17.50	Free
	\$17.50	

Proposed

Rate	Daily Maximum per Entry	Current and Valid ADA Placard
\$1.50/30 minutes	\$17.50 (unchanged)	One-half (50% of) the posted rate
\$3.00/hour		

Main Library Surface Lot

Current

Rate	Current and Valid ADA Placard
\$1.00/hour	Free

Proposed

Rate	Current and Valid ADA Placard
\$1.50/hour	One-half (50% of) the posted rate

Main Street Area

Main Street Area Lots 9, 10, 11, and 26
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Current

Each hour	\$1.25
Monthly Employee Permit	\$80.00
Disabled placards (current & valid)	Free

Proposed

	Nov 1 - March 31	Apr 1 - Oct 31	Apr 1 - Oct 31
	M - Sunday	Mon - Thursday	Fri - Sunday
Each hour	\$1.50	\$2.00	\$2.50
Monthly Employee Permit		\$96.00 annually	
Disabled placards (current & valid)		One-half (50% of) the posted rate	

Mid-City Lots

Mid-City Lots 7, 8, and 12	Current	Proposed
Each hour	\$1.00	\$1.25
Daily maximum (per entry)	\$14.00	\$16.00
Monthly	\$55.00	\$65.00
Disabled placards (current & valid)	Free	One-half (50% of) the posted rate

Civic Auditorium Parking Lot

	Current	Proposed
Each hour	\$1.25	\$1.50
Disabled placards (current & valid)	Free	One-half (50% of) the posted rate

City Meters

	Current	Proposed
City-wide and Main Street	\$1.25	\$1.50
Downtown	\$2.50	\$3.00
Coastal	\$2.50	\$3.00

Miscellaneous Parking Rates and Rationales

Permit Type	Current	Proposed	Rationale
Special Holiday Rate including Memorial Day, July 4, Labor Day	N/A	Up to \$75, at the discretion of the Director of Transportation	For example, Newport Beach holiday rates are up to \$51.00 for these holidays that experience exceptionally high demand. As lots fill, managing/reallocating demand through higher rates can increase access.
Special Event Rate - Parking Structures	Wkdys -(M - F) \$30.00, Wknd (Sat - Sun) \$35	Up to \$75, at the discretion of the Director of Transportation	The Olympics and other large, upcoming events could generate high demand for parking, which may be priced at a premium.
EV Parking Permit - Annual - Lots 7, 8, 9, 11	\$50.00	\$65.00	30% increase. This amount compared to one's own investment in their own charging apparatus is small. This represents a very small price compared to the cost of an EV.
EV Parking at Meters	Free	Subject to posted paid parking requirements for the general, driving public.	This provision is set to expire in the fall per state law.
Parking Access Cards	\$10.00	\$15.00	Increasing parking expenses overall.
ADA Parking for Off-Street (Surface) Lots, including: Beach lots, Main Library surface lot, Main Street parking lots, Mid-City parking lots, Downtown parking lots.	Free	1/2 the posted rate.	Remove the financial incentive for abuse of ADA placards, thereby improving access for people with disabilities. Improved access and parking management.
Parking Structure Validations	N/A	\$1.50 for 60 minutes (90 minutes total with free 30 minutes) (Minimum purchase of 500 at a time required)	