



**CITY OF GLENDALE, CALIFORNIA
REPORT TO THE TRANSPORTATION AND PARKING COMMISSION**

AGENDA ITEM

Report: Overview of Parking Services Section Responsibilities

COMMISSION/COMMITTEE ACTION

Item Type: Informational Item

Approved for January 27, 2025 **calendar**

ADMINISTRATIVE ACTION

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RECOMMENDATION

Report on the Public Works Parking Services section responsibilities. This report is for information purposes only.

BACKGROUND/ANALYSIS

The Public Works Department is strategically organized into seven divisions: Administration, Fleet Services, Integrated Waste, Maintenance Services, Facilities Management, Transit, and Engineering. Within the Engineering Division, Parking Services plays a vital role in managing the City's parking assets, including four city-owned parking structures, 21 public parking lots, valet parking services, residential preferential parking, and various other parking programs. Parking Services collaborates closely with the Glendale Police Department for parking enforcement, Maintenance Services for parking meters, Facilities for parking garage/lot maintenance and CIP projects, and Traffic Engineering to ensure safety and maximize parking efficiency. This integrated approach provides a smooth, efficient, and coordinated operation of Glendale's entire parking system.

Key Functions of Parking Services:

- 1. Customer Service**
 - Provides direct assistance to residents, visitors, businesses, contractors, and the general public on a variety of parking related requests.
 - Conducts proactive outreach to educate the public about parking policies, parking studies, and program updates.
- 2. City parking garages and lot management**
 - Oversees the 24/7 operation and maintenance of city-owned parking garages through general service agreements.
 - Coordinates with Public Works Maintenance Services and Facilities for operation and maintenance of the city-owned public parking lots.
- 3. Parking Enforcement Program**
 - Partners with the Glendale Police Department's Traffic Bureau to oversee the parking enforcement program.
 - Jointly manage enforcement efforts, contractor oversight, training, and quality control.
 - Oversee citation processing and collections.
 - Manage parking citation administration review process (Level I and II).
- 4. Capital Improvement Projects (CIP)**
 - Evaluates and implements various CIP projects.
 - Past completed projects include parking lot lighting LED and resurfacing improvements, Exchange garage elevator renovations, parking access and revenue control equipment replacement, parking meter purchase and implementation, and parking enforcement handheld replacement.

- Current projects include Marketplace and Exchange elevator renovations, Civic Center stairwell repairs and planter removal, parking lot surface and ADA improvements, parking garage fiber connectivity, and parking garage painting and sign replacements.
- 5. Parking Fund Oversight**
- Prepares annual revenue and expense budget.
 - Tracks and monitors parking revenues using a variety of control measures and backend reporting systems.
 - Tracks and monitors parking expenses to ensure accurate and efficient spending.
 - Provide recommendations for parking rate adjustments as needed.
- 6. Technology Improvements**
- Incorporates new technologies to improve infrastructure, enhance the customer parking experience, improve system efficiency, and increase user convenience into all aspects of the parking programs.
- 7. Additional Responsibilities**
- Reviews and approves permits for valet services, street use, filming, special events and reserved parking requests.
 - Prepares RFPs, bid documents, and contract/staff reports.
 - Coordinate with GWP for Electric Vehicle (EV) charging infrastructure and solar installations on city-owned parking assets.
 - Reviews planning requests related to parking and parking exception requests.
 - Coordinate with Glendale Community College (GCC) and Glendale Unified School District (GUSD) for parking recommendations and solutions as needed.
 - Coordinate and oversee parking studies as needed.
 - Process requests for the establishment of Preferential Parking and permit issuance.

External Partnerships:

Parking Services collaborates with several key external stakeholders including GCC, GUSD, Glendale Chamber of Commerce, Montrose Shopping Park Association, and the Greater Downtown Glendale Association. These collaborations foster community engagement, enhance parking solutions, and help provide a seamless parking experience for residents, businesses, and visitors.

Revenue and Funding

The Parking Fund, which operates as a Special Revenue Fund, accounts for the maintenance and operation of City-owned public parking assets. Parking has historically

been a “self-sustaining” fund which provides parking related goods and services to the general public and is paid for through parking related revenues. The parking revenues are derived primarily from three sources: meters, garages, and citations. The parking expenses are for general maintenance and operations, contracted services, city staff related to parking, and CIP. FY23/24 had total revenues to the Parking Fund of \$14.5m and total expenses of \$14.9m, inclusive of \$1.4m in CIP expenses. Several city staff positions from Public Works and GPD are funded through the Parking Fund.

Parking Services has a dynamic, highly effective team dedicated to the seamless operation of the City's parking programs. By promoting cross-departmental collaboration and nurturing strong relationships with external partners, Parking Services ensures the effective management and continuous improvement of Glendale's parking infrastructure. This integrated approach supports the city's overall growth, sustainability, and the enhancement of public spaces, ensuring that the parking system remains responsive to the evolving needs of the community.

FISCAL IMPACT

Not Applicable.

ALTERNATIVES

Not Applicable.

EXHIBITS

Not Applicable.