



THIRD
STREET
PROMENADE

The Memo

July 2018

New parking rates begin July 1

Recently the Santa Monica City Council approved increases to parking rates in downtown structures and lots, moved monthly parkers out of PS 1 and 3 on Fourth Street, and also extended the Downtown Employee Parking Validation Program, in which downtown employees can park for less than the daily maximum.

The current daily maximum rate of \$17.50 will be raised July 1 to \$20 on weekdays and \$25 on weekends. The strategy behind the rate increase is to make sure more parking spaces are available at all times by better distributing demand, while continuing to encourage downtown visitors to use other modes of transportation, whether they be Big Blue Bus, Expo Light Rail, Breeze Bike Share or car-sharing services. For a complete list of new parking rates, please visit <http://www.downtownsm.com/parking-info-105>

If you have a monthly parking pass, you will no longer be able to use PS 1 and 3. Please use other structures, preferably those located on Second Street, or Parking Structure 9, located on Fourth Street just north of Wilshire Boulevard.

Along with the new parking rates, the council decided to extend the downtown employee parking discount validation program for one year, providing a benefit for lower-wage workers in the retail and restaurant industries who play a vital role in the success of the local economy. Employees can pay just \$6 for six hours of parking, or \$9 for 12 hours.

To take advantage of the reduced rates, you must be an employee working in a commercial establishment located within the area bounded by California Ave., Lincoln Blvd., Pico Blvd., and Ocean Ave., including businesses located on the east/west side of Lincoln Blvd. and north/south side of Pico Blvd. Validations are only available for purchase through SP+ Parking Operations Office located at 1334 Fifth St. Pay with a major credit card or check/money order payable to City of Santa Monica only. For more information, please contact SP+ at **310.576.4743**.

Picnic on the Promenade returns July 13

Summer Picnics on the Promenade are back and they are bigger, better and bouncier than ever! In fact, every day is a picnic on Third Street Promenade. We'll have our colorful tables, chairs and umbrellas out Monday through Friday, and on Friday afternoons we'll also have big lawn games and ping-pong tables. If ping pong excites you, make sure to come hang on the north block of the promenade on Wednesday nights when we'll have tables available for play as well as guidance from the paddle masters from PongFit who are "Making America Play Again" from 6pm to 8pm.

We'll also be hosting live musical performances featuring some of the promenade's best street performers on Fridays from 6pm to 8pm.

DTSM, Inc. is looking for local businesses to partner with on our Friday afternoon events. If you would like to offer a special lunch item, we'll help you promote it for FREE. Businesses can also offer free services or samples at the picnics by setting up a booth on Fridays. We can provide a table and chairs for sampling. Please let us know if you're interested. E-mail events@downtownsm.com for more information.

Picnics on the Promenade
July 13 - Aug. 31, 2018
Games: Fridays, Noon to 4pm
Ping Pong: Wednesdays, 6pm to 8pm
Musical performances: Fridays, 6pm to 8pm

Minimum wage increases July 1

With the goal of reaching \$15 per hour by 2020, the Santa Monica City Council approved a minimum wage two years ago that includes annual increases. The minimum wage increases on July 1, 2018 to \$12 per hour for businesses with 25 or fewer employees; to \$13.25 for those businesses with 26 or more; and \$16.10 per hour for hotel workers.

The ordinance also includes service charges, first-time worker, and enforcement provisions, and a limited exemption for employers providing transitional jobs. To apply for the Transitional Jobs exemption, please email minimum.wage@smgov.net. For more information on the minimum wage law, please visit www.smgov.net/minimumwage.

Expo brings new art to downtown

Downtown will soon have another attraction in the form of a permanent art installation that references the city's early history and the natural elements which helped form its unique topography.

LA County Metro will be installing artist Walter Hood's piece, dubbed "Santa Monica's Tears," beginning July 2 along Fourth Street near the Expo Line terminus. The artwork will reference both the geological and cultural history of Santa Monica through the use of sandstone and hand-formed glass.

Construction may last for up to three months and pedestrian sidewalk access, as well as the northbound right traffic lane on Fourth Street, will be impacted by intermittent closures. Train service will not be affected. Metro has been permitted to work from the hours of 5am to 9pm. Please use the westside sidewalk along Fourth Street for north/south pedestrian access. Questions or concerns should be directed towards Metro. They can be reached at **213.922.7123**.

The word on Bird

If you've visited downtown in the last few months you have most likely seen people riding on electric scooters provided by two companies, Bird and Lime. While we embrace alternative modes of transportation, we want to remind you that riding these scooters on the promenade and on sidewalks is prohibited.

Also, riders must have a valid driver's license or instruction permit, be at least 18 years of age, and wear a helmet while operating the scooters. If you do choose to ride one of these scooters, please remember to watch out for pedestrians, follow all local traffic laws and do not park them in areas that block pedestrian flow, particularly in front of store entrances, near bus stops and in the middle of sidewalks, as that makes it difficult for people, especially those with disabilities, to move around the downtown.

If you do see a scooter parked in a bad spot, please be kind and move it to a more acceptable location. We appreciate your help and hope you can inform your employees of the rules.

No fireworks on July 4th

Just in case you were wondering, there will be no fireworks shows in Santa Monica on Independence Day and the Santa Monica Fire Department would like to remind everyone that ALL types of fireworks are illegal in Santa Monica. This includes so-called "safe and sane" fireworks. Possession of fireworks is considered a misdemeanor and may be punishable up to \$1,000.00 fine, and or 6 months in jail. The public is urged to avoid the use of consumer fireworks and instead, to enjoy displays of fireworks conducted by trained professionals.

Save the date: DTSM Annual Meeting

Please keep your calendar open on Aug. 16 from 8:30am to 10:30am so that you can attend the Downtown Santa Monica Annual Meeting at which we provide breakfast and a heaping helping of important information on the state of downtown and what the immediate future holds for property owners, merchants, downtown employees and residents. The meeting will take place at the Fairmont Miramar Hotel & Bungalows. Formal invitations will be distributed soon. If your businesses is interested in being a sponsor, please email info@downtownsm.com. Sponsorships are available at various levels.

Employee reward of the month

You work hard for the money. Why not save a little? The Downtown Employee Discount Program is a great way to save and still show your love for your favorite downtown businesses. Just show your business card or pay stub at participating businesses. For a complete list visit www.downtownsm.com/employee-rewards-program.

Salon Tru offers 20 percent off salon services, not including retail items. They are located at 614 Santa Monica Blvd. and can be reached at 310.394.0878.

Upcoming meetings

DTSM, Inc. District Issues Committee

July 10, 9:30 a.m.

1351 Third Street Promenade, Suite 201
Meetings typically held the second Tuesday of each month.

DTSM, Inc. Access, Circulation, Parking

July 24, 9 a.m.

1351 Third Street Promenade, Suite 201
Meetings typically held on the fourth Tuesday of each month.

DTSM, Inc. Board of Directors Meeting

July 26, 5 p.m.

1351 Third Street Promenade, Suite 201
Meetings typically held the fourth Thursday of the month. Special meetings are held as needed.

City Council

July 24, 5:30pm

1685 Main St., City Council Chambers
Meetings typically held the second and fourth Tuesday of every month.