AGENDA REPORT

Meeting Date: January 5, 2010

Item Number: E-2

To: Honorable Mayor & City Council

From: Chad Lynn, Director of Parking Operations

Subject: AN ORDINANCE OF THE CITY OF BEVERLY HILLS RELATING TO PARKING METER ZONES HOURS OF OPERATION AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

Attachments:
1. Ordinance
2. Parking Meter Survey

RECOMMENDATION

Staff recommends adoption of the ordinance relating to the hours of operation of the parking meter zones and amending the Beverly Hills Municipal Code.

INTRODUCTION

The Parking Enterprise Fund was established to finance the construction, operations, maintenance, repairs, and improvements of the City's off-street parking facilities. There are currently 13 multi-level parking garages, five (5) two-level parking decks (SM5), and one (1) facility under construction, for a total of 19 facilities Citywide. Funding sources for parking operations include the lease of tenant spaces within the City owned parking facilities, interest earned from fund balances, and parking fees charged to customers both off-street at parking facilities and on-street at parking meters. As of December 2008, revenues also include subsidies from the General Fund, which were backfilled from additional fees and fines generated by the Parking Enforcement Program.

Staff worked with the City Council Ad Hoc Parking Committee to propose methods for mitigating the on-going structural deficits. Several recommendations have been reviewed by the Ad Hoc Parking Committee and were discussed by the entire City Council in February, April, May and August of 2009.

Previously, staff had worked with the City Council Ad Hoc Parking Committee to propose methods for mitigating the ongoing structural deficit of the Parking Enterprise Fund. To date the following programs have been approved:

Implemented Programs:

Brief Description	
Adjusted the contract or "monthly" parking fees while maintaining below market rates to encourage proper usage	
Adjusted the current flat fee for parking after 6pm to $3	
Adjusted after 2 hour free parking rate to $2.00 per ½ hour	
Adjusted the daily maximum fee to $19	
Meters rates are of $1.00, $0.75, and $0.50 implemented.	
Wilshire, Olympic, Santa Monica, San Vicente, and Robertson meters have been adjusted to $1.00	
Adjusted the 20 Min Meter to $1.50 per hour	
Utilities savings available by upgrading HVAC fans and the installation of power regulators.	
Terminated on-street valet parking programs	
Increase of parking fines to backfill General Fund subsidies	

Pending Implementation:

Brief Description	
SM5 meters to multi-space equipment allowing alternative payment methods such as Credit Card. Approved rates up to $2.00 per hour. (Equipment has been implemented. Rates to be implemented in conjunction with on-street rates.)	
Approved on-street parking meter rates of up to $2.00 per hr. (Equipment completion by Jan 2010. Rates of $1.50 scheduled upon completion of this project.)	
Utilities savings available by retrofitting facility lighting systems and the installation of power regulators. (Project pending grant/subsidy funding.)	

At the direction of the City Council, staff met with the Traffic & Parking Commission Liaison Committee on June 10, 2009, to discuss revenue enhancement opportunities. Pursuant to that meeting, the Committee unanimously recommended bringing forward the proposal to adjust the parking meter hours of operations as outlined herein.

During the previous meeting, staff was asked to work with the Chamber of Commerce to address issues and concerns of the business community, and was asked to return with additional information for the implementation of this program.

DISCUSSION

Based on the discussions with the Ad Hoc Parking Committee and the entire City Council, staff has been directed to propose new on-street parking meter operating hours.

Best practices for on-street parking meter pricing establishes on-street rates should be greater than off-street rates and should escalate based on demand and occupancy. This pricing strategy promotes and supports the use of off-street parking facilities for longer term users along with greater on-street turnover, which creates availability of the more convenient on-street spaces for shorter term uses.

The City currently charges a flat rate of $3 for all vehicles entering the City's off-street parking facilities after 6pm (proposal for $4 flat rate pending.) In contrast, the City stops charging for the more convenient and higher demand on-street parking at the same hour. The current policy inadvertently provides free parking for long-term parking users from 4pm throughout the evening. A long-term parker may utilize off-street, two-hour free parking from 4pm to 6pm and move their vehicle to an on-street, metered parking space at 6pm to obtain free parking for the remainder of the evening, often times directly in front of or adjacent to their destination.

Staff recommends that the on-street parking meter hours of operation be adjusted from 8am – 6pm to 8am – 9pm, with the exception of anti-gridlock zones, which will continue to operate as they do today; typically from 10am – 3pm. Anti-gridlock zones are in place on major thoroughfares such as Wilshire and Olympic Boulevards, and convert from parking lanes to travel lanes during peak commuting hours. Since the commuting period and No Parking restriction is generally from 3pm to 7pm, it would not be practical to reinstate the parking meter regulations after the restricted parking hours.

Additionally, based on recommendations from the Liaison Committee, and direction from the City Council, staff is including parking meter hours of operation on Sundays from 12p to 5p. The reduced hours for Sunday operations is in consideration of the reduced peak operating hours for this day of the week while allowing occupancy control and revenue capture during this day's peak operating hours.

Regionally, it has become fairly common to charge past 6pm for on-street parking and to include paid parking on Sunday. The City of Los Angeles, is currently implementing system-wide adjustments to their on-street parking meter rates and hours of operation, including charging to 8pm during weeknights, and as late as midnight on weekends in "entertainment" districts and from 11am to 8pm on Sundays. The City of West Hollywood has meters in service until 2am and the City of Santa Monica has meters in service 24 hrs per day, 7 days per week.

At the direction of the City Council, staff met with the Chamber of Commerce regarding the implementation of this program and the following concerns were raised:

- Ability to read the meter during evening hours
- Confusing signage
- Time limits (not fees) when parking after 6pm (i.e. 1 Hour Parking)
    - Impacts to evening dining behaviors

Staff has addressed these concerns as follows:

- Ability to read the meter during evening hours
    - The newly installed credit card parking meters are solar powered and capable of backlit displays during evening hours of operation.
- Confusing signage
    - As more and more communities are implementing these types of parking programs, this type of signage is proliferating regionally. A copy of signs currently posted in Los Angeles has been included as Exhibit "A".

  - Staff recommendations for signage have been included as part of Exhibit "A".
- Time limits (not fees) during after 6pm parking
  - Parking restrictions for after 6pm will not be limited to the 1 hour daytime restriction.
  - A 3 hour restriction for those parking after 6pm is recommended to eliminate confusion regarding payment during the extended hours of operation, but effectively removes a time limit restriction and requires payment until 9pm.

While the current ordinance provides for parking meter hours between the hours of 8am – 6pm and staff is proposing new operating hours from 8am – 9pm, the proposed ordinance establishes a new range of parking meter operating hours of 6am – 11:59pm on a daily basis. This ordinance provides that the Director of Public Works & Transportation or his designee may establish the actual operating hours and days of operation. This language is similar to the parking meter rates established at the City Council meeting of April 15, 2008, and allows greater flexibility to implement operating changes based on occupancy, capacity, and/or at the direction of the City Council. The implementation of this ordinance will be for the operating days and hours as listed herein and the hours of operation for each individual parking meter is posted on the meter information plates, displayed electronically on the screen, and/or posted on street signs.

If the recommendations herein are adopted, implementation of the new ordinance will require a second reading of the Ordinance on January 12, 2010, and shall become eligible for implementation on February 15, 2010. Staff will plan implementation of the new hours of operations with the completed implementation of the credit card parking meters and along with the parking rates adjustments. The implementation program will include public outreach and education related to the new program and available alternative parking locations, including off-street facilities.

Staff will continue to work to establish and recommend methods for mitigating the deficit of the Parking Enterprise Fund. Additional opportunities have been included herein as Exhibit "B".

FISCAL IMPACT

Replacement of parking signs with the new parking meter hours of operation is estimated to be a one-time cost of $50,000.

The implementation of the new on-street parking meter hours of operation, without consideration of additional days of operation (Sunday) will yield an estimated $245,000 increase in annual revenues to the Parking Enterprise Fund.

The implementation of Sunday hours from 12pm - 5pm would generate an estimated $100,000 in additional revenues, for a total of $345,000.

DG David Gustavson
Approved By

Exhibit "A"

Example of Los Angeles Multi-Restriction Parking Signage

Example of Proposed Signage for City of Beverly Hills

Exhibit "B"
Additional Revenue Enhancement Parking Measures

Based on the standing City Council directive to continue to seek expense reductions and revenue enhancement opportunities, the following proposals that have not been approved or rejected are listed as follows:

Under Review:

Brief Description	
Bedford Parking $1 First Hour and $2 each ½ Hour Thereafter	$250,000
Interior Facility Advertising Sales	$50,000
Meter Yellow Loading Zones	$10,000
Sub-Total	**$310,000**

For Consideration:

Brief Description	
Validated Free Parking for Civic Center Parking Facility	$20,000
Validated Free Parking for La Cienega Parking Facility	$43,000
Adjusting Flat Rate from 6pm to 5pm	$300,000
2 Hour /1 Hour Facility Swap	$500,000
Sub-Total	**$863,000**

TOTAL	**$1,173,000**

Ballot Measure Required:

Brief Description	
Parking Tax	$2-$4 Million
Parking/Business Improvement District	TBD

Attachment 1

Ordinance

ORDINANCE NO. 10-_____

AN ORDINANCE OF THE CITY OF BEVERLY HILLS RELATING TO PARKING METER ZONES HOURS OF OPERATION AND AMENDING THE BEVERLY HILLS MUNICIPAL CODE

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS HEREBY ORDAINS AS FOLLOWS:

Section 1. Paragraph "B" of Section 7-3-402 of Article 4 of Chapter 3 of Title 7 is hereby amended to read as follows:

"B. Parking meters shall be in operation, and the deposit of coins shall be required, between the hours of 6:00 a.m. and 11:59 p.m. of each day of the week. The Director of Public Works and Transportation shall have the authority to set the parking meter hours and days of operation within the time-frame set forth herein as well as the maximum legal parking time at each parking meter."

Section 2. Paragraph "B" of Section 7-3-403 of Article 4 of Chapter 3 of Title 7 is hereby amended to read as follows:

"B. Parking meters shall be in operation, and the deposit of coins shall be required, between the hours of 6:00 a.m. and 11:59 p.m. of each day of the week. The Director of Public Works and Transportation shall have the authority to set the parking meter hours and days of operation within the time-frame set forth herein as well as the maximum legal parking time at each parking meter."

Section 3. Paragraph "B" of Section 7-3-404 of Article 4 of Chapter 3 of Title 7 is hereby amended to read as follows:

"B. Parking meters shall be in operation, and the deposit of coins shall be required, between the hours of 6:00 a.m. and 11:59 p.m. of each day of the week. The Director of Public Works and Transportation shall have the authority to set the parking meter hours and days of operation within the time-frame set forth herein as well as the maximum legal parking time at each parking meter."

Section 4. Paragraph "B" of Section 7-3-406 of Article 4 of Chapter 3 of Title 7 is hereby amended to read as follows:

"B. Parking meters shall be in operation, and the deposit of coins shall be required, between the hours of 6:00 a.m. and 11:59 p.m. of each day of the week. The Director of Public Works and Transportation shall have the authority to set the parking meter hours and days of operation within the time-frame set forth herein as well as the maximum legal parking time at each parking meter."

Section 5. Paragraph "C" of Section 7-3-406 of Article 4 of Chapter 3 of Title 7 is hereby amended to read as follows:

"C. Parking time at any meter shall not exceed the posted maximum time limit."

Section 6. Paragraph "B" of Section 7-3-407 of Article 4 of Chapter 3 of Title 7 is hereby amended to read as follows:

"B. Parking meters shall be in operation, and the deposit of coins shall be required, between the hours of 6:00 a.m. and 11:59 p.m. of each day of the week. The Director of Public Works and Transportation shall have the authority to set the parking meter hours and days of operation within the time-frame set forth herein as well as the maximum legal parking time at each parking meter."

Section 7. Paragraph "B" of Section 7-3-407 of Article 4 of Chapter 3 of Title 7 is hereby amended to read as follows:

"A vehicle may be parked and remain parked in a parking meter space without the deposit of any coin in the parking meter adjacent thereto during the hours other than those designated by the Director of Public Works and Transportation as hours during which such deposits are required. Notwithstanding, no vehicle may be parked and remain parked in a parking meter space if parking in the meter space violates Section 7-3-212 or Section 7-3-301 of the Beverly Hills Municipal Code."

Section 8. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

Adopted:

NANCY KRASNE
Mayor of the City of
Beverly Hills, California

ATTEST:

(SEAL)

BYRON POPE
City Clerk

APPROVED AS TO FORM:

for

LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

RODERICK J. WOOD, ICMA-CM
City Manager

DAVID D. GUSTAVSON
Director of Public Works & Transportation

Attachment 2

Parking Meter Survey

On-Street Parking Survey

Area	City	Hours and Days of Operation		On-Street Metered Spaces
		Business Districts	High-Demand Areas	
	Beverly Hills	8 AM-6 PM Mon-Sat	8 AM-9 PM Mon-Sat; 12AM-5PM Sun	3,200
Region	Los Angeles	8 AM-8 PM Mon-Sat	until 12 AM Fri-Sat; 11 AM-8 PM Sun	37,000
	Santa Monica	9 AM-6 PM Mon-Sat	until 2 AM Everyday**	6,500
	Long Beach	9 AM-6 PM Mon-Sat	until 9 PM Everyday	4,300
	Beverly Hills	8 AM-6 PM Mon-Sat	until 12 AM	3,200
	Glendale	6 AM-10 PM Mon-Sat	6 AM-10 PM Everyday	3,200
	West Hollywood	8 AM-6 PM Mon-Sat	until 2 AM Mon-Sat; Sun 8AM-10PM Sunset	2,100
	Culver City	8 AM-6 PM Mon-Sat	until 2 AM Mon-Sat	1,600
	Old Town Pasadena	11AM-8 PM Sun-Thurs	12 AM Fri-Sat	1,300
California	San Francisco	7/9 AM-6 PM Mon-Sat	until 7 PM Everyday	23,000
	Oakland	8 AM-8 PM Mon-Sat	(same)	8,000
	Sacramento	8 AM-6 PM Mon-Sat	until 10 PM Everyday**	5,300
	San Diego	8 AM-6 PM Mon-Sat	(not available)	5,000
	Berkeley	9 AM-6 PM Mon-Sat	(same)	3,400
	San José	9 AM-5/6 PM Mon-Sat	(same)	2,300
United States	New York City	9 AM-7 PM Mon-Sat	until 12 AM	80,000
	Chicago	8 AM-9 PM Everyday	24 hours, 7 days	36,000
	Washington, DC	7 AM-6:30 PM Mon-Fri	until 10 PM	17,000
	Seattle	8 AM-6 PM Mon-Sat	(same)	12,400
	Miami	7 AM-6 PM Mon-Sat	until 2 AM Everyday**	9,400
	Portland	8 AM-7 PM Mon-Sat; 1-7 PM on Sun	until 10 PM	8,200
	Boston	8 AM-6 PM Mon-Sat	until 8 PM	7,300

**some meters operate 24/7

Source: International Parking Institute (2007), agency web sites (2007-2009) and contact with city staff (May-Nov 2007, Jul 2009)

Disclaimer: Meter rates provided by sources as accurate at the time of contact.

Prepared by City of Los Angeles, Dept. of Transportation (LADOT)