



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** March 6, 2012  
**To:** Honorable Mayor & City Council  
**From:** Chad Lynn, Director of Parking Operations  
**Subject:** Pilot Program on South Beverly Drive for Below Market Rate Monthly and Daily Parking Vouchers for Small Businesses at Specific City Parking Facilities with Excess Capacity

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### INTRODUCTION

The Chamber of Commerce recently approached the City's parking division to request assistance with the impacted parking environment located on the SoBev corridor.

Parking in this area is regularly filled to capacity, including both the on-street meters and the City's off-street parking facility. Merchants have grown concerned that employee parking is now competing with customer parking in this area including parking at meters and reparking in the City's 2 Hour Free parking facility.

As a result of this environment, the Chamber has requested, on behalf of the retail, restaurant and other small businesses located in this area, that the City provide below market rate parking opportunities at alternative parking facilities throughout the City for use by part-time and low-wage employees.

### DISCUSSION

This request is consistent with the City's overall policy of encouraging long-term parking uses, including employee parking, to utilize perimeter parking facilities such as the 221 and 333 N Crescent Drive parking facilities and preserving the corridor parking facilities, such as those on North and South Beverly Drive and Brighton for short-term uses; identified primarily as diners, shoppers and customers.

In response to this request, a pilot program has been proposed to provide reduced rate monthly and daily parking in parking facilities the City has identified that currently have excess capacity. This program would utilize space that is currently underutilized or

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completely unused to encourage long-term users to park in less convenient parking facilities farther away from their final destination through reduced rate pricing.

The details of the program are as follows:

- 10 Monthly spaces will be available at the Public Gardens/Montage parking facility at a rate of \$70 per month (regularly \$110)
  - Currently 60 spaces available for monthly sale
- 40 Monthly spaces will be available at the 221 N. Crescent Dr (Whole Foods) parking facility at a rate of \$50 per month (regularly \$90)
  - Currently 130 spaces available for monthly sale
- Daily vouchers will be sold at \$3 per day (regularly \$5 and \$7) in books of 20 for a total of \$60
- The City will provide the monthly cards and vouchers to the Beverly Hills Chamber of Commerce (BHCC).
- The BHCC will distribute them to the SoBev small business community, members and non-members alike, on a first-come-first-served basis.
- The BHCC will collect the payments on behalf of the City and remit 100% of the proceeds to the City. The BHCC will not charge a fee or receive any revenue for this service. The BHCC has agreed to perform this service at no cost as a value added service to the business community.

This pilot program will last for a six month period and continuance, and potentially expansion, will be based on the following:

1. Available space in the City's facilities.
2. Usage of the program by the business community.
3. Reduction in employee meter parking and parking/reparking in adjacent City facilities.
4. Reduction in employee parking in adjacent residential neighborhoods.

### **FISCAL IMPACT**

Since the offering of this space is based on excess capacity at underutilized parking facilities, and the customer base that is expected to be attracted under this program are new customers, there are no losses associated with offering the below market rate fees associated with this pilot program.

If the entire offering is utilized by the SoBev community, it is estimated for the six month period there will be \$23,400 in new revenues.

### **RECOMMENDATION**

It is recommended the City Council allow staff to carry out this program and evaluation, along with the opportunity to continue and expand the program if there are positive community results.

 David Gustavson  
Approved By