# AGENDA REPORT

**Meeting Date:** November 13, 2007

**Item Number:** E-1

**To:** Honorable Mayor & City Council

**From:** Chad Lynn, Director of Parking Operations

**Subject:** REPORT FROM THE PARKING AD HOC COMMITTEE REGARDING RATE AND FUNDING OPTIONS, INCLUDING TWO-HOUR FREE PARKING

**Attachments:**
1. Transmittal Letter of Parking Funding Options dated November 8, 2007

---

## INTRODUCTION

Pursuant to direction of the City Council, the Parking Ad Hoc Committee was convened on November 8, 2007, to discuss free parking scenarios and options for funding ongoing and future parking operations.

The Committee met with members of the Chamber of Commerce and Rodeo Drive Committee and due to scheduling conflicts, reconvened to meet with community members and representatives of various homeowners associations.

## DISCUSSION

During these meetings multiple options were discussed, which included the following:

| Option | Rev Loss[1] |
|---|---|
| Remain 1 Hour Free Parking | $0 |
| 2 Hour Free Parking Holidays[2] Thanksgiving to New Years | ($200,000) |
| 2 Hour Free Resident Parking | ($340,000) |
| 2 Hour Free Parking | ($1,700,000) |

[1] Revenue assumptions are based on the conversion of the three parking facilities located on Beverly Dr and the Brighton/Rodeo parking facility. All other facility rates would remain as they are today.
[2] This option was proposed by the Chamber of Commerce/Rodeo Drive Committee.

A lengthy discussion took place and various opinions were expressed, acknowledged and discussed at both meetings.

The Parking Ad Hoc Committee did not reach a unanimous recommendation for a parking program; however, a majority of the participants agreed that balancing the Parking Enterprise Fund should be part of implementing any of the options discussed.

A brief oral report highlighting the discussion points will be presented by staff.

Scott Miller
Finance Approval

David Gustavson
Approved By

**CITY OF BEVERLY HILLS**

**PUBLIC WORKS, PARKING OPERATIONS**

**TRANSMITTAL LETTER**

**TO:** Parking Ad Hoc Committee

**FROM:** Noel Marquis, Assistant Director of Administrative Services/Finance

Chad Lynn, Director of Parking Operations

**DATE:** November 8, 2007

**SUBJECT:** Two-Hour Free Parking and Funding Options

**Attachments:**
Exhibit A – One-Hour Free Parking w/Revenue Options Worksheet
Exhibit B – One-Hour Free Parking w/Two-Hour Free Resident Program and Revenue Options Worksheet
Exhibit C – One-Hour Free Parking w/Two-Hour Free Resident Program, 50% Off Merchant Validation Program and Revenue Options Worksheet
Exhibit D – Two-Hour Free Parking Worksheet
Exhibit E – Table of General Fund Fees Eligible for Full Cost Recovery

---

Pursuant to direction provided by the City Council and the Parking Ad Hoc Committee, staff has prepared information related to the creation, implementation and operation of a Resident Two-Hour Free Parking Program, a Merchant Validation Program, and options for meeting the funding obligations of the Parking Enterprise Fund.

The following information is provided for your review:

- Table 1 – Revenue Enhancement and Expense Reduction Options (Included in the Worksheets)
- Table 2 – Additional Revenue Enhancement and Expense Reduction Options (NOT included in the Worksheets)
- Table 3 – Free Parking Options
- Table 4 – Resident Parking Program Options
- Table 5 – Merchant Parking Program Options

The following assumptions have been made in order to provide the information contained herein:

- The following parking facilities have been considered for 2 Hours Free Program impacts:
  - 216 S Beverly Dr.
  - 345 N Beverly Dr. (William Sonoma)
  - 438 N. Beverly Dr./439 N. Canon Dr. (Crate & Barrel)
  - 9510 Brighton Way (Brighton/Rodeo)
  - 321 S. La Cienega (Tennis Center)
  - 450 N. Rexford Dr. (Civic Center)
- The following parking facilities were considered to remain One-Hour Free Parking or adopt the rate options contained herein:
  - 440 N. Camden Dr.
  - 461 N. Bedford Dr.
  - 9361 Dayton Way (Beverly Hills Market)
  - 333 N. Crescent Dr. (Beverly Hills Market)
  - 221 N. Crescent Dr. (Whole Foods)

| Table 1 – Revenue Enhancements and Expense Reductions Options | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Ref #** | **Staff Support** | **Options** | **Net Annual Revenue Increase** | **Cost of Implementation** | **Timeline** | **Brief Description and Assumptions** | **Concerns** |
| 1 | Y | Contract Parking Rate Adjustment | $360,000 | $0 | 120 Days | Raising the contract or "monthly" parking fees, while still remaining below market rate to encourage usage of long-term parking areas. | Encouragement of parking usage is a function of rate, distance, time and perceived convenience. Raises may discourage people from taking advantage of locations we want to promote long-term parking. |
| 2 | Y | Bedford/Camden Parking Rate Adjustment | $482,000 | $1,000 | 60 – 90 Days | Charge from the time of entry in these facilities | Reduction of free parking in these facilities may cause usage impacts to the neighboring Brighton/Rodeo facility. |
| 3 | Y | Evening Parking Rate Adjustment ($3) | $684,000 | $1,000 | 60 – 90 Days | Raise the current flat rate fee for parking after 6pm from $2 to $3. | |
| 4 | Y | Daily Maximum Rate Adjustment ($15) | $50,000 | $1,000 | 60 – 90 Days | Raise the current daily maximum free from $13.50 to $15.<br>(CWAG) | This should be raised to at least $14 to eliminate the $0.50 limit. |
| 5a | Y | Interior Ads<br>(Facility Advertising) | $50,000 | $0 | 12 Months | Billboard style advertising on interior parking facility walls.<br>(10 Locations * $500 month) | First amendment and control issues. More control reduces revenues. |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 5b | N | Lobby LCD Commercials<br>(Facility Advertising) | $144,000 | $0 | 12 Months | LCD screens in facility lobbies to run live action commercials.<br>($1,000 month *3 ads * 4 locations) | First amendment and control issues. More control reduces revenues. |
| 5c | N | Exterior Wall Ads (SoBev, Brighton, Camden)<br>(Facility Advertising) | $300,000 | $0 | 12 Months | Using the exterior facade of the facility to accommodate an exterior billboard ad.<br>(based on WeHo Sunset $35,000)<br>(Santa Monica WeHo $6,500) | First amendment and control issues. More control reduces revenues. |
| 5d | Y | Facility Entry/Exit Tickets<br>(Facility Advertising) | $20,000 | $0 | 12 Months | Print ads on the back of parking facility entry/exit tickets.<br>(New PARCS Tickets $40,000) | First amendment and control issues. More control reduces revenues. Limitations on space for liability |
| 6a | Y | Conversion of SM5 Meters to Multi-Space<br>(SM5 Meter Adj) | $10,000 | $280,000 Plus Monthly Fees $2,500 for Comm and Services | 12 Months | Additional revenues due to increased compliance and reduced vandalism. | This location is better suited for this location, however the removal of the ability to find a meter with time already paid has caused public opposition in other locations. |
| 6b | Y | SM5 Meter Rate Adjusted to $2.00<br>(SM5 Meter Adj) | $280,000 | $4 Per Meter Est $2,000 | 12 Months | After the conversion of the SM5 to multi-space meters, raise the rate from $1.00 per hour to $2.00 per hour. | Without the addition of alternative payment methods, eight to twelve quarters could be viewed as excessive when parking. |
| 7a | Y | Adjust On-Street Meters < $1 by $0.25<br>(Meters Under $1 Adj) | $311,000 | $4 Per Meter Est. $6,800 | 120 Days | Meters with current rates of $0.25 and $0.50 will be increased $0.25<br>(Not Including Robertson Blvd.) | Certain long-term metered areas, such as Civic Center will result in fees that may discourage long-term parking. |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 7b | Y | Adjust On-Street Meters on Robertson to $1.00<br>(Meters Under $1 Adj) | $64,000 | $4 Per Meter Est. $650 | 120 Days | Meters with current rates of $1.00 will be increased $1.00 | |
| 8 | N | Adjust New On-Street Credit Card Meters to $1.50<br>(New Credit Card Meter) | $122,000 | $4 Per Meter Est. $3,800 | 12 - 18 Months | Meters with current rates of $1.00 will be increased $1.50 | Without offering alternative payment methods the need for six quarters to park may be viewed as excessive. The current meter test has still not addressed the cost of terminal and cellular fees. |
| 9 | Y | Extend On-Street Meter Hours of Operation from 6pm to 9pm<br>(Extend Meter Hrs 9pm) | $245,000 | $4 Per Meter Est $5,500 Plus $5,000 - $20,000 New Signage | 120 – 180 Days | Lengthen hours of meter operation in the Triangle from 6pm to 9pm.<br>This may also generate additional enforcement revenues.<br>(Includes SM5) | |
| 10 | Y | Convert Meters to Accept Quarters Only<br>(Quarter Only Meters) | $200,000 | $4 Per Meter Est. $12,500 | 60 – 90 Days | All parking meters will be set to only accept quarters. Nickels and dimes will be rejected.<br>(CWAG based on the incremental increase of all transactions with 75% of platform being quarters. Reduce to account for confusion with out of service meters. | Since this is usually reserved for long-term parking meters (such as 4 – 10 hour meters) customers depositing other denominations may believe the meter to be broken when it does not register these coins. This may lead to addition contesting of parking citations and the upholding of legitimate citations that customers may feel are unreasonable. |
| 11 | Y | Meter Yellow Zones | $10,000 | $300 Plus Installation (Accommodate w/ current inventory) | 120 – 180 Days | Create parking meters in yellow loading zones at $1.00 per hour | This may require changes to our ordinance and may have disabled parking implications. |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 12 | Y | Adjust 20 Min Meters to $2 Per Hr | $22,000 | $4 Per Meter Est. $500 | 90 Days | 20 Min Meter rate of $1.50 will be increased $2.00 | |
| 13 | N | 15% Adjustment in Parking Citation Fines | $790,500 | $1,000 | 90 – 120 Days | Raise parking citation fines by 15% and dedicate the additional revenue | With this increase, the City's fines would be the highest in the region. |
| 14 | Y | Energy Savings | $200,000 | $260,000 | 08/09 Fiscal Year | Utilities savings derived from conversion of lighting and adding of Globalight System | |
| 15 | Y | Savings from Reduction of Valet Services | $125,000 | $0 | Immediate | Reduction in expenses from the on-street montage valet mitigation measure replaced by the validation program | |
| 16 | Y | Internal Service Fund Adjustment | $373,000 | $0 | 08/09 Fiscal Year | Reduction of building replacement fund ISF. Costs will be merged with depreciation of the asset. | |
| 17 | N | Depreciation Adjustment | $2,100,000 | $0 | Immediate | 50% reduction in the scheduled depreciation of the parking assets | Depreciation represents a non-cash item which provides for the replacement/rehabilitation of the infrastructure of the City's parking assets. |

| Table 2 – Additional Revenue Enhancements and Expense Reductions Options | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Ref #** | **Staff Support** | **Options** | **Est. Annual Revenue Increase** | **Cost of Implementation** | **Timeline** | **Brief Description and Assumptions** | **Concerns** |
| 18 | N | Flat 3rd Hour Rate $5 | $238,000 | $1,000 | 60 – 90 Days | At the end of 2Hrs charge a $5 flat rate for the 3rd hr. $1.50 per ½ hr applies thereafter. | A large rate increase may have more impact on encouraging turnover than a gradual rate accumulation. |
| 19 | N | Change rate time component from ½ hour to 15 minutes<br>Without Flat Rate Option | $24,000 | $1,000 | 60 – 90 Days | Keeping the rate at $3.00 for the 3rd hr, with a rate of $1.00 per 15 min instead of $1.50 per ½ hr. This would provide an addition $0.50 of revenue between the 20 min and 30 min time gaps. | Accelerating the time frame of the rate encourages faster turnover. |
| 20 | Y | Change rate time component from ½ hour to 1 hour<br>Without Flat Rate Option | $72,000 | $1,000 | 60 – 90 Days | Keeping the rate at $3.00 for the 3rd hr, collecting the entire $3 at 2hr 1 min. | A large rate increase may have more impact on encouraging turnover than a gradual rate accumulation. |
| 21 | N | Parking Assessment (Residential) | $5.3 Million Plus 3.5% Annual Increase | $100,000 | 24 – 36 Months | The revenue assumes needed assumes no other revenue enhancement programs are implemented. | Subject to public referendum. |
| 22 | Y | Parking Assessment (Commercial) | $5.3 Million Plus 3.5% Annual Increase | $100,000 | 24 – 36 Months | The revenue assumes needed assumes no other revenue enhancement programs are implemented. | Subject to public referendum. |

| Ref # | Staff Support | Options | Est. Annual Revenue Increase | Cost of Implementation | Timeline | Brief Description and Assumptions | Concerns |
|---|---|---|---|---|---|---|---|
| 23 | Y | Parking Tax | $1,200,000 | $100,000 | 24 – 36 Months | Identical to the City of Los Angeles, this would be a 10% tax on revenues of private parking operations.<br><br>Assumptions are $12,000,000 in private parking City wide. | Subject to public referendum. |
| 24 | Y | Sale of Reserved Parking On-Street<br>Rodeo Dr | Unknown | $0 | 120 Days | Allow individuals or businesses to purchase the rights to an on-street parking space on an annual or month to month basis. | Public use of public right-of-way. Other legal issues may apply. |
| 25 | N | Lease available storage space in facilities | $5,000 - $20,000 | $10,000 | | Lease of storage rooms inside parking facilities for use by individuals or businesses. | Security and activity within the parking facilities. |
| 26 | Y | Market Rate + for Monthly in Certain Areas w/BMR % dedication | $150,000 to $300,000 | $0 | | Charging market rates in most parking facilities. | High monthly parking rates may price people that may need reduced rate parking out of the market. Establishing a % of parking spaces that will be Below Market Rate (BMR) with a demonstrated need. |

| Table 3 – Free Parking Options | | | | |
|---|---|---|---|---|
| **Options** | **Estimated Revenue Loss** | | **Concerns** | **Mitigations** |
| Validation Program | Face Value (FV) | $0 | • Potential misuse by employees to obtain additional free parking.<br>• Accusation that this creates a competitive advantage for some businesses. | • Greater percentage of cost borne by the validation provider the more likely the policies of the program will be enforceable.<br>• Contractual obligations in order to participate in the program.<br>• Limit the number of validations sold to one location.<br>• Provide a limited number of free validations with the ability to purchase additional. |
| | 75% of FV | ($425,000) | | |
| | 50% of FV | ($850,000) | | |
| | 25% of FV | ($1,275,000) | | |
| | Free | ($1,700,000) | | |
| Resident Two-Hour Free Parking Program | ($340,000) | | • Potential for interpretations as elitist.<br>• Potential resentment from non-resident customers. | • Public education and comparison to other BH programs with resident rates and other Cities with resident rates for parking.<br>• Consideration of a parking validation program.<br>• New PARCS can accommodate a rewards program ($100,000). |
| Customer Rewards Program | Unknown | | • Misuse of program by daily parkers. | |
| 90 Min Free Parking for All | ($1,275,000) | | • | • |

| Options | Estimated Revenue Loss | Concerns | Mitigations |
|---|---|---|---|
| Two-Hours Free Parking for All Users | ($1,700,000) | • Return of reparking.<br>• Downgrade PARCS installation to exit cashiering. Potential reduction of PARCS integration cost.<br>• Poaching from private parking facilities. Unlimited demand for free parking. Limited availability and additional circulation. | • Upgrade to LPR. Approx cost $250,000 plus integration with PARCS.<br>• Potential future conversion to pay-on-foot equipment.<br>• Reparking enforcement. Construction of additional facilities.<br>• Expand attendant assisted parking.<br>• Dynamic wayfinding. |

| Table 4 – Details of Resident Parking Program | | | |
|---|---|---|---|
| | **Short-Term Recommendations** | **Short-Term Options** | **Long-Term Recommendations** |
| Est. Rev Loss | ($150,000) to ($340,000) | N/A | ($340,000) |
| Duration | • 6 Months to 1 Yr (start with new PARCS) | • Start in Jan 2008 (Actual implementation may take longer)<br>• Start immediately | • Modification with installation of new PARCS |
| Type of Program | • Resident 2nd Hr Free Program | • Customer Loyalty Program<br>• Frequent User Program<br>• General Validation Program<br>• Provide Validations Based on Spending | • Guiding Principles to determine what programs will support the identified policy and operational needs. |
| User Qualifications | • Opt-In Program (Verification of Residency) | • Distribute to all households<br>• Distribute to all individuals | • Opt-In Program (Verification of Residency) |
| Method of Issuance | • Same as Daytime Preferential Parking Permit Program (fee waived for pilot program)<br>• Renewal by mail/email/call-in | • Distribution by mail<br>• Distribution in person | • Same as Daytime Preferential Parking Permit Program (including fee) |
| Type of Pass | • Book of 10 Vouchers | • Hangtag Permit (like a Class 1)<br>• Validations | • Valid DL to be used in equipment |
| Valid Locations | • Beverly and Brighton Facilities | • Facilities converted in Jan 2006 (Add Camden)<br>• All facilities | • Beverly and Brighton Facilities |
| Valid Times | • Daily enter before 6pm | • All Days / All Times | • Daily enter before 6pm |
| Use | • Present to attendant at exit. | • N/A | • Use DL as entry/exit ticket.<br>• Tie DL to Credit Card for payment of over 2Hr duration. |
| Rate | • Provides a 2nd Hr of Free Parking<br>• Standard rate applies thereafter ($1.50 per ½ hour) | • Provide more or less free time. (30 Min additional free parking)<br>• Alternate rate applies | • Standard rate applies |

| Table 5 – Details of Merchant Parking Program | | | |
|---|---|---|---|
| | **Short-Term** | **Short-Term Options** | **Long-Term** |
| Est. Rev Loss | ($425,000 - $850,000) | | |
| Duration | • 6 Months to 1 Yr (start with new PARCS) | • Start in Jan 2008 (Actual implementation may take longer) | • Modification with installation of new PARCS |
| Type of Program | • Validations | • Customer Loyalty Program<br>• Return Voucher Program | • Guiding Principles to determine program needs. |
| Merchant Charges | • Charge Full Face Value | • Charge nothing.<br>• Charge a percentage of face value. | • Charge nothing.<br>• Charge a percentage of face value.<br>• Agreement with City for conditional usage to ensure management of misuse. |
| User Qualifications | • Merchant Based Decision | • Minimum Spending Limits<br>• Min or Max Time Limits | • Merchant Based Decision |
| Method of Issuance | • In-Store to the Patron<br>• City to have agreements with merchant providers | • Centralized at Parking Facilities<br>• Centralized with Concierge Service | • In-Store to the Patron<br>• City to have agreements with merchant providers |
| Type of Pass | • Book of 100 Validations | • Vouchers | • In-Store Validation Machines<br>• Pre-Printed Vouchers<br>• Cost of machine or distribution to be passed to merchant. |
| Valid Locations | • Beverly and Brighton Facilities | • Facilities converted in Jan 2006 (Add Camden)<br>• All facilities | • Beverly and Brighton Facilities |
| Valid Times | • Daily enter before 6pm | • All Days / All Times | • Daily enter before 6pm |
| Use | • Present to attendant at exit. | • N/A | • Machine readable ticket to attendant or POF. |
| Rate | • Provides a 2nd Hr of Free Parking<br>• Standard rate applies thereafter ($1.50 per ½ hour) | • Provide more or less free time. (30 Min additional free parking)<br>• Alternate rate applies | • Standard rate applies |

# City of Beverly Hills

## Fund 81 - Parking Enterprise Fund



| Reference Number | Projected Fiscal Year 07/08 | Projected Fiscal Year 08/09 | Projected Fiscal Year 09/10 | Projected Fiscal Year 10/11 | Projected Fiscal Year 11/12 | Total of Years |
|---|---|---|---|---|---|---|
| Current Revenues | | | | | | |
| Service Charges | | | | | | |
| Parking Facilities | 6,229,590 | 6,354,182 | 6,481,265 | 6,610,891 | 6,743,109 | 32,419,037 |
| 1 Contract Parking Adj | 118,800 | 360,000 | 367,200 | 374,544 | 382,035 | 1,602,579 |
| 2 Bedford/Camden Adj | 192,800 | 482,000 | 482,000 | 482,000 | 482,000 | 2,120,800 |
| 3 Evening Rate Adj | 273,600 | 684,000 | 684,000 | 684,000 | 684,000 | 3,009,600 |
| 4 Daily Maximum Adj | 20,000 | 50,000 | 50,000 | 50,000 | 50,000 | 220,000 |
| 5 Facility Advertising | - | 257,000 | 514,000 | 524,280 | 534,766 | 1,830,046 |
| 6 SM5 Meter Adj | 81,345 | 246,500 | 290,000 | 290,000 | 290,000 | 1,197,845 |
| 7 Meters Under $1 Adj | 124,740 | 378,000 | 378,000 | 378,000 | 378,000 | 1,636,740 |
| 8 New Credit Card Meter | - | 161,040 | 488,000 | 488,000 | 488,000 | 1,625,040 |
| 9 Extend Meter Hrs 9pm | 97,344 | 245,000 | 245,000 | 245,000 | 245,000 | 1,077,344 |
| 10 Quarter Only Meters | 100,000 | 200,000 | 200,000 | 200,000 | 200,000 | 900,000 |
| 11 Meters Yellow Zones | 5,000 | 10,000 | 10,000 | 10,000 | 10,000 | 45,000 |
| 12 Adj 20min Meter $2.00 | 11,000 | 22,000 | 22,000 | 22,000 | 22,000 | 99,000 |
| 13 Adj Parking Cits | - | 1,581,000 | 1,581,000 | 1,581,000 | 1,581,000 | 6,324,000 |
| 30% from $40 to $52.00 | | | | | | |
| Rent of Property | 8,623,367 | 8,795,834 | 8,971,751 | 9,151,186 | 9,334,210 | 44,876,348 |
| Interest Earnings | 208,000 | - | 4,863 | - | - | 212,863 |
| Miscellaneous | - | - | - | - | - | - |
| Current Revenues | 16,085,586 | 19,826,556 | 20,769,079 | 21,090,901 | 21,424,119 | 99,196,241 |
| New Revenues - T Lot | | | | | | |
| Parking Revenues | - | 860,873 | 1,721,745 | 1,773,397 | 1,826,599 | 6,182,614 |
| 5% Premium | - | 1,421,602 | 1,701,236 | 1,874,640 | 1,874,640 | 6,872,118 |
| Garden Building Revenues | - | 907,653 | 1,815,306 | 1,869,765 | 1,925,858 | 6,518,582 |
| T Lot Revenues | - | 3,190,128 | 5,238,287 | 5,517,803 | 5,627,097 | 19,573,314 |
| Total Operating Revenues | 16,085,586 | 23,016,684 | 26,007,366 | 26,608,703 | 27,051,216 | 118,769,555 |
| Current Expenses | | | | | | |
| Personnel Services | 2,531,190 | 2,607,126 | 2,685,340 | 2,765,900 | 2,848,877 | 13,438,434 |
| 14 Energy Savings | - | (200,000) | (206,000) | (212,180) | (218,545) | (836,725) |
| Energy Saving Imp Cost | - | 260,000 | - | - | - | 260,000 |
| 15 Savings from Valet | (125,000) | (125,000) | (125,000) | (125,000) | (125,000) | (625,000) |
| SM5 Meter Adj | 280,000 | - | - | - | - | 280,000 |
| Crdit Card Park Meters | - | 585,000 | - | - | - | 585,000 |
| Credit Card Meter Costs | - | 120,780 | 366,000 | 366,000 | 366,000 | 1,218,780 |
| Cost of Implementation | 58,550 | - | - | - | - | 58,550 |
| Materials and Supplies | 101,625 | 104,673 | 107,814 | 111,048 | 114,380 | 539,539 |
| Contractual Services | 1,120,148 | 1,153,752 | 1,188,365 | 1,224,016 | 1,260,736 | 5,947,016 |
| Internal Services | 5,069,733 | 5,221,825 | 5,378,480 | 5,539,834 | 5,706,029 | 26,915,901 |
| 16 Int Svcs Future Adj | - | (373,015) | (373,015) | (373,015) | (373,015) | (1,492,060) |
| Depreciation/Amrtztn | 4,289,083 | 4,417,755 | 4,550,288 | 4,686,797 | 4,827,401 | 22,771,324 |
| 17 Dep/Amrtztn adjustment | (2,144,542) | (2,208,878) | (2,275,144) | (2,343,398) | (2,413,700) | (11,385,662) |
| Debt Service General Fund | 763,286 | 732,310 | 699,631 | 665,153 | 628,780 | 3,489,161 |
| Debt Service Interest | 2,125,793 | 2,525,513 | 1,947,226 | 1,843,053 | 1,696,453 | 10,138,038 |
| Other Misc. | 1,000 | 76,030 | 78,311 | 80,660 | 83,080 | 319,081 |
| Current Expenses | 14,070,866 | 14,897,872 | 14,022,295 | 14,228,868 | 14,401,475 | 71,621,376 |
| New Expenses - T-Lot | | | | | | |
| Operations & Maintenance | - | 700,000 | 1,400,000 | 1,442,000 | 1,485,260 | 5,027,260 |
| Depreciation/Amrtztn | - | 875,000 | 875,000 | 875,000 | 875,000 | 3,500,000 |
| Debt Service CA Fund | - | 2,000,907 | 1,946,513 | 1,888,856 | 1,827,739 | 7,664,015 |
| Debt Service Other Fund | - | 500,227 | 486,628 | 472,214 | 456,935 | 1,916,004 |
| T-Lot Expense | - | 4,076,134 | 4,708,141 | 4,678,070 | 4,644,934 | 18,107,278 |
| Total Operating Expenses | 14,070,866 | 18,974,006 | 18,730,436 | 18,906,938 | 19,046,408 | 89,728,655 |
| Net from Operations | 2,014,720 | 4,042,678 | 7,276,930 | 7,701,766 | 8,004,808 | 29,040,901 |
| Debt Service Principal GF | (563,202) | (594,178) | (626,858) | (661,335) | (697,708) | (3,143,281) |
| Debt Service Principal CA | - | (906,563) | (960,957) | (1,018,614) | (1,079,731) | (3,965,864) |
| Debt Service Principal Other | - | (226,641) | (240,239) | (254,653) | (269,933) | (991,466) |
| Debt Service Principal | (2,220,875) | (2,218,039) | (2,490,133) | (3,727,813) | (4,585,717) | (15,242,577) |
| Oper Rsvs & Cap Rplcmnt | (769,357) | 97,257 | 2,958,743 | 2,039,351 | 1,371,719 | 5,697,714 |

# City of Beverly Hills

## Fund 81 - Parking Enterprise Fund

One Hour Free Parking
with Two Hour Free Resident
and Options

| Reference Number | Projected Fiscal Year 07/08 | Projected Fiscal Year 08/09 | Projected Fiscal Year 09/10 | Projected Fiscal Year 10/11 | Projected Fiscal Year 11/12 | Total of Years |
|---|---|---|---|---|---|---|
| Current Revenues | | | | | | |
| Service Charges | | | | | | |
| Parking Facilities | 6,229,590 | 6,354,182 | 6,481,265 | 6,610,891 | 6,743,109 | 32,419,037 |
| Resident 2 Hour Free | (170,000) | (340,000) | (346,800) | (353,736) | (360,811) | (1,571,347) |
| 1 Contract Parking Adj | 118,800 | 360,000 | 367,200 | 374,544 | 382,035 | 1,602,579 |
| 2 Bedford/Camden Adj | 192,800 | 482,000 | 482,000 | 482,000 | 482,000 | 2,120,800 |
| 3 Evening Rate Adj | 273,600 | 684,000 | 684,000 | 684,000 | 684,000 | 3,009,600 |
| 4 Daily Maximum Adj | 20,000 | 50,000 | 50,000 | 50,000 | 50,000 | 220,000 |
| 5 Facility Advertising | - | 257,000 | 514,000 | 524,280 | 534,766 | 1,830,046 |
| 6 SM5 Meter Adj | 81,345 | 246,500 | 246,500 | 246,500 | 246,500 | 1,067,345 |
| 7 Meters Under $1 Adj | 124,740 | 378,000 | 378,000 | 378,000 | 378,000 | 1,636,740 |
| 8 New Credit Card Meter | - | 161,040 | 488,000 | 488,000 | 488,000 | 1,625,040 |
| 9 Extend Meter Hrs 9pm | 97,344 | 245,000 | 245,000 | 245,000 | 245,000 | 1,077,344 |
| 10 Quarter Only Meters | 100,000 | 200,000 | 200,000 | 200,000 | 200,000 | 900,000 |
| 11 Meters Yellow Zones | 5,000 | 10,000 | 10,000 | 10,000 | 10,000 | 45,000 |
| 12 Adj 20min Meter $2.00 | 11,000 | 22,000 | 22,000 | 22,000 | 22,000 | 99,000 |
| 13 Adj Parking Cits | - | 1,844,500 | 1,844,500 | 1,844,500 | 1,844,500 | 7,378,000 |
| 35% from $40 to $54.00 | | | | | | |
| Rent of Property | 8,623,367 | 8,795,834 | 8,971,751 | 9,151,186 | 9,334,210 | 44,876,348 |
| Interest Earnings | 208,000 | - | 1,038 | - | - | 209,038 |
| Miscellaneous | - | - | - | - | - | - |
| Current Revenues | 15,915,586 | 19,750,056 | 20,638,454 | 20,957,165 | 21,283,308 | 98,544,569 |
| New Revenues - T Lot | | | | | | |
| Parking Revenues | - | 860,873 | 1,721,745 | 1,773,397 | 1,826,599 | 6,182,614 |
| 5% Premium | - | 1,421,602 | 1,701,236 | 1,874,640 | 1,874,640 | 6,872,118 |
| Garden Building Revenues | - | 907,653 | 1,815,306 | 1,869,765 | 1,925,858 | 6,518,582 |
| T Lot Revenues | - | 3,190,128 | 5,238,287 | 5,517,803 | 5,627,097 | 19,573,314 |
| Total Operating Revenues | 15,915,586 | 22,940,184 | 25,876,741 | 26,474,967 | 26,910,405 | 118,117,884 |
| Current Expenses | | | | | | |
| Personnel Services | 2,531,190 | 2,607,126 | 2,685,340 | 2,765,900 | 2,848,877 | 13,438,434 |
| 14 Energy Upgrades | - | (200,000) | (206,000) | (212,180) | (218,545) | (836,725) |
| Energy Saving Imp Cost | - | 260,000 | - | - | - | 260,000 |
| 15 Savings from Valet | (125,000) | (125,000) | (125,000) | (125,000) | (125,000) | (625,000) |
| SM5 Meter Adj | 280,000 | - | - | - | - | 280,000 |
| Crdit Card Park Meters | - | 585,000 | - | - | - | 585,000 |
| Credit Card Meter Costs | - | 120,780 | 366,000 | 366,000 | 366,000 | 1,218,780 |
| Cost of Implementation | 58,550 | - | - | - | - | 58,550 |
| Materials and Supplies | 101,625 | 104,673 | 107,814 | 111,048 | 114,380 | 539,539 |
| Contractual Services | 1,120,148 | 1,153,752 | 1,188,365 | 1,224,016 | 1,260,736 | 5,947,016 |
| Internal Services | 5,069,733 | 5,221,825 | 5,378,480 | 5,539,834 | 5,706,029 | 26,915,901 |
| 16 Int Svcs Future Adj | - | (373,015) | (373,015) | (373,015) | (373,015) | (1,492,060) |
| Depreciation/Amrtztn | 4,289,083 | 4,417,755 | 4,550,288 | 4,686,797 | 4,827,401 | 22,771,324 |
| 17 Dep/Amrtztn adjustment | (2,144,542) | (2,208,878) | (2,275,144) | (2,343,398) | (2,413,700) | (11,385,662) |
| Debt Service General Fund | 763,286 | 732,310 | 699,631 | 665,153 | 628,780 | 3,489,161 |
| Debt Service Interest | 2,125,793 | 2,525,513 | 1,947,226 | 1,843,053 | 1,696,453 | 10,138,038 |
| Other Misc. | 1,000 | 76,030 | 78,311 | 80,660 | 83,080 | 319,081 |
| Current Expenses | 14,070,866 | 14,897,872 | 14,022,295 | 14,228,868 | 14,401,475 | 71,621,376 |
| New Expenses - T-Lot | | | | | | |
| Operations & Maintenance | - | 700,000 | 1,400,000 | 1,442,000 | 1,485,260 | 5,027,260 |
| Depreciation/Amrtztn | - | 875,000 | 875,000 | 875,000 | 875,000 | 3,500,000 |
| Debt Service CA Fund | - | 2,000,907 | 1,946,513 | 1,888,856 | 1,827,739 | 7,664,015 |
| Debt Service Other Fund | - | 500,227 | 486,628 | 472,214 | 456,935 | 1,916,004 |
| T-Lot Expense | - | 4,076,134 | 4,708,141 | 4,678,070 | 4,644,934 | 18,107,278 |
| Total Operating Expenses | 14,070,866 | 18,974,006 | 18,730,436 | 18,906,938 | 19,046,408 | 89,728,655 |
| Net from Operations | 1,844,720 | 3,966,178 | 7,146,305 | 7,568,030 | 7,863,997 | 28,389,229 |
| Debt Service Principal GF | (563,202) | (594,178) | (626,858) | (661,335) | (697,708) | (3,143,281) |
| Debt Service Principal CA | - | (906,563) | (960,957) | (1,018,614) | (1,079,731) | (3,965,864) |
| Debt Service Principal Other | - | (226,641) | (240,239) | (254,653) | (269,933) | (991,466) |
| Debt Service Principal | (2,220,875) | (2,218,039) | (2,490,133) | (3,727,813) | (4,585,717) | (15,242,577) |
| Oper Rsvs & Cap Rplcmnt | (939,357) | 20,757 | 2,828,118 | 1,905,615 | 1,230,908 | 5,046,042 |

# City of Beverly Hills

## Fund 81- Parking Enterprise Fund

One Hour Free Parking
with Two Hour Merchant Validation
and Two Hour Free Resident
and Options

| Reference Number | Projected Fiscal Year 07/08 | Projected Fiscal Year 08/09 | Projected Fiscal Year 09/10 | Projected Fiscal Year 10/11 | Projected Fiscal Year 11/12 | Total of Years |
|---|---|---|---|---|---|---|
| Current Revenues | | | | | | |
| Service Charges | | | | | | |
| Parking Facilities | 6,229,590 | 6,354,182 | 6,481,265 | 6,610,891 | 6,743,109 | 32,419,037 |
| Res 2Hr-Merch 1/2 Val | (595,000) | (1,068,594) | (1,089,966) | (1,111,765) | (1,134,001) | (4,999,326) |
| 1 Contract Parking Adj | 118,800 | 360,000 | 367,200 | 374,544 | 382,035 | 1,602,579 |
| 2 Bedford/Camden Adj | 192,800 | 482,000 | 482,000 | 482,000 | 482,000 | 2,120,800 |
| 3 Evening Rate Adj | 273,600 | 684,000 | 684,000 | 684,000 | 684,000 | 3,009,600 |
| 4 Daily Maximum Adj | 20,000 | 50,000 | 50,000 | 50,000 | 50,000 | 220,000 |
| 5 Facility Advertising | - | 257,000 | 514,000 | 524,280 | 534,766 | 1,830,046 |
| 6 SM5 Meter Adj | 81,345 | 246,500 | 246,500 | 246,500 | 246,500 | 1,067,345 |
| 7 Meters Under $1 Adj | 124,740 | 378,000 | 378,000 | 378,000 | 378,000 | 1,636,740 |
| 8 New Credit Card Meter | - | 161,040 | 488,000 | 488,000 | 488,000 | 1,625,040 |
| 9 Extend Meter Hrs 9pm | 97,344 | 245,000 | 245,000 | 245,000 | 245,000 | 1,077,344 |
| 10 Quarter Only Meters | 100,000 | 200,000 | 200,000 | 200,000 | 200,000 | 900,000 |
| 11 Meters Yellow Zones | 5,000 | 10,000 | 10,000 | 10,000 | 10,000 | 45,000 |
| 12 Adj 20min Meter $2.00 | 11,000 | 22,000 | 22,000 | 22,000 | 22,000 | 99,000 |
| 13 Adj Parking Cits 49% from $40 to $59.60 | - | 2,582,300 | 2,582,300 | 2,582,300 | 2,582,300 | 10,329,200 |
| Rent of Property | 8,623,367 | 8,795,834 | 8,971,751 | 9,151,186 | 9,334,210 | 44,876,348 |
| Interest Earnings | 208,000 | - | 1,498 | - | - | 209,498 |
| Miscellaneous | - | - | - | - | - | - |
| Current Revenues | 15,490,586 | 19,759,262 | 20,633,549 | 20,936,936 | 21,247,918 | 98,068,251 |
| New Revenues - T Lot | | | | | | |
| Parking Revenues | - | 860,873 | 1,721,745 | 1,773,397 | 1,826,599 | 6,182,614 |
| 5% Premium | - | 1,421,602 | 1,701,236 | 1,874,640 | 1,874,640 | 6,872,118 |
| Garden Building Revenues | - | 907,653 | 1,815,306 | 1,869,765 | 1,925,858 | 6,518,582 |
| T Lot Revenues | - | 3,190,128 | 5,238,287 | 5,517,803 | 5,627,097 | 19,573,314 |
| Total Operating Revenues | 15,490,586 | 22,949,390 | 25,871,836 | 26,454,738 | 26,875,016 | 117,641,565 |
| Current Expenses | | | | | | |
| Personnel Services | 2,531,190 | 2,607,126 | 2,685,340 | 2,765,900 | 2,848,877 | 13,438,434 |
| 14 Energy Upgrades | - | (200,000) | (206,000) | (212,180) | (218,545) | (836,725) |
| Energy Saving Imp Cost | - | 260,000 | - | - | - | 260,000 |
| 15 Savings from Valet | (125,000) | (125,000) | (125,000) | (125,000) | (125,000) | (625,000) |
| SM5 Meter Adj | 280,000 | - | - | - | - | 280,000 |
| Crdit Card Park Meters | - | 585,000 | - | - | - | 585,000 |
| Credit Card Meter Costs | - | 120,780 | 366,000 | 366,000 | 366,000 | 1,218,780 |
| Cost of Implementation | 58,550 | - | - | - | - | 58,550 |
| Materials and Supplies | 101,625 | 104,673 | 107,814 | 111,048 | 114,380 | 539,539 |
| Contractual Services | 1,120,148 | 1,153,752 | 1,188,365 | 1,224,016 | 1,260,736 | 5,947,016 |
| Internal Services | 5,069,733 | 5,221,825 | 5,378,480 | 5,539,834 | 5,706,029 | 26,915,901 |
| 16 Int Svcs Future Adj | - | (373,015) | (373,015) | (373,015) | (373,015) | (1,492,060) |
| Depreciation/Amrtztn | 4,289,083 | 4,417,755 | 4,550,288 | 4,686,797 | 4,827,401 | 22,771,324 |
| 17 Dep/Amrtztn adjustment | (2,144,542) | (2,208,878) | (2,275,144) | (2,343,398) | (2,413,700) | (11,385,662) |
| Debt Service General Fund | 763,286 | 732,310 | 699,631 | 665,153 | 628,780 | 3,489,161 |
| Debt Service Interest | 2,125,793 | 2,525,513 | 1,947,226 | 1,843,053 | 1,696,453 | 10,138,038 |
| Other Misc. | 1,000 | 76,030 | 78,311 | 80,660 | 83,080 | 319,081 |
| Current Expenses | 14,070,866 | 14,897,872 | 14,022,295 | 14,228,868 | 14,401,475 | 71,621,376 |
| New Expenses - T-Lot | | | | | | |
| Operations & Maintenance | - | 700,000 | 1,400,000 | 1,442,000 | 1,485,260 | 5,027,260 |
| Depreciation/Amrtztn | - | 875,000 | 875,000 | 875,000 | 875,000 | 3,500,000 |
| Debt Service CA Fund | - | 2,000,907 | 1,946,513 | 1,888,856 | 1,827,739 | 7,664,015 |
| Debt Service Other Fund | - | 500,227 | 486,628 | 472,214 | 456,935 | 1,916,004 |
| T-Lot Expense | - | 4,076,134 | 4,708,141 | 4,678,070 | 4,644,934 | 18,107,278 |
| Total Operating Expenses | 14,070,866 | 18,974,006 | 18,730,436 | 18,906,938 | 19,046,408 | 89,728,655 |
| Net from Operations | 1,419,720 | 3,975,384 | 7,141,399 | 7,547,801 | 7,828,607 | 27,912,910 |
| Debt Service Principal GF | (563,202) | (594,178) | (626,858) | (661,335) | (697,708) | (3,143,281) |
| Debt Service Principal CA | - | (906,563) | (960,957) | (1,018,614) | (1,079,731) | (3,965,864) |
| Debt Service Principal Other | - | (226,641) | (240,239) | (254,653) | (269,933) | (991,466) |
| Debt Service Principal | (2,220,875) | (2,218,039) | (2,490,133) | (3,727,813) | (4,585,717) | (15,242,577) |
| Oper Rsvs & Cap Rplcmnt | (1,364,357) | 29,963 | 2,823,213 | 1,885,386 | 1,195,519 | 4,569,723 |

# City of Beverly Hills

## Fund 81 - Parking Enterprise Fund

| Reference Number | Projected Fiscal Year 07/08 | Projected Fiscal Year 08/09 | Projected Fiscal Year 09/10 | Projected Fiscal Year 10/11 | Projected Fiscal Year 11/12 | Total of Years |
|---|---|---|---|---|---|---|
| Current Revenues | | | | | | |
| Service Charges | | | | | | |
| Parking Facilities | 4,432,402 | 4,521,050 | 4,611,471 | 4,703,700 | 4,797,774 | 23,066,398 |
| 1 Contract Parking Adj | 118,800 | 360,000 | 367,200 | 374,544 | 382,035 | 1,602,579 |
| 2 Bedford/Camden Adj | 192,800 | 482,000 | 482,000 | 482,000 | 482,000 | 2,120,800 |
| 3 Evening Rate Adj | 273,600 | 684,000 | 684,000 | 684,000 | 684,000 | 3,009,600 |
| 4 Daily Maximum Adj | 20,000 | 50,000 | 50,000 | 50,000 | 50,000 | 220,000 |
| 5 Facility Advertising | - | 257,000 | 514,000 | 524,280 | 534,766 | 1,830,046 |
| 6 SM5 Meter Adj | 81,345 | 246,500 | 246,500 | 246,500 | 246,500 | 1,067,345 |
| 7 Meters Under $1 Adj | 124,740 | 378,000 | 378,000 | 378,000 | 378,000 | 1,636,740 |
| 8 New Credit Card Meter | - | 161,040 | 488,000 | 488,000 | 488,000 | 1,625,040 |
| 9 Extend Meter Hrs 9pm | 97,344 | 245,000 | 245,000 | 245,000 | 245,000 | 1,077,344 |
| 10 Quarter Only Meters | 100,000 | 200,000 | 200,000 | 200,000 | 200,000 | 900,000 |
| 11 Meters Yellow Zones | 5,000 | 10,000 | 10,000 | 10,000 | 10,000 | 45,000 |
| 12 Adj 20min Meter $2.00 | 11,000 | 22,000 | 22,000 | 22,000 | 22,000 | 99,000 |
| 13 Adj Parking Cits | - | 3,320,100 | 3,320,100 | 3,320,100 | 3,320,100 | 13,280,400 |
| 63% from $40 to $65.20 | | | | | | |
| Rent of Property | 8,623,367 | 8,795,834 | 8,971,751 | 9,151,186 | 9,334,210 | 44,876,348 |
| Interest Earnings | 208,000 | - | 161 | - | - | 208,161 |
| Miscellaneous | - | - | - | - | - | - |
| Current Revenues | 14,288,398 | 19,732,524 | 20,590,183 | 20,879,311 | 21,174,385 | 96,664,801 |
| New Revenues - T Lot | | | | | | |
| Parking Revenues | - | 860,873 | 1,721,745 | 1,773,397 | 1,826,599 | 6,182,614 |
| 5% Premium | - | 1,421,602 | 1,701,236 | 1,874,640 | 1,874,640 | 6,872,118 |
| Garden Building Revenues | - | 907,653 | 1,815,306 | 1,869,765 | 1,925,858 | 6,518,582 |
| T Lot Revenues | - | 3,190,128 | 5,238,287 | 5,517,803 | 5,627,097 | 19,573,314 |
| Total Operating Revenues | 14,288,398 | 22,922,652 | 25,828,470 | 26,397,113 | 26,801,482 | 116,238,115 |
| Current Expenses | | | | | | |
| Personnel Services | 2,531,190 | 2,607,126 | 2,685,340 | 2,765,900 | 2,848,877 | 13,438,434 |
| 14 Energy Upgrades | - | (200,000) | (206,000) | (212,180) | (218,545) | (836,725) |
| Energy Saving Imp Cost | - | 260,000 | - | - | - | 260,000 |
| 15 Savings from Valet | (125,000) | (125,000) | (125,000) | (125,000) | (125,000) | (625,000) |
| SM5 Meter Adj | 280,000 | - | - | - | - | 280,000 |
| Credit Card Park Meters | - | 585,000 | - | - | - | 585,000 |
| Credit Card Meter Costs | - | 120,780 | 366,000 | 366,000 | 366,000 | 1,218,780 |
| Cost of Implementation | 58,550 | - | - | - | - | 58,550 |
| Materials and Supplies | 101,625 | 104,673 | 107,814 | 111,048 | 114,380 | 539,539 |
| Contractual Services | 1,120,148 | 1,153,752 | 1,188,365 | 1,224,016 | 1,260,736 | 5,947,016 |
| Internal Services | 5,069,733 | 5,221,825 | 5,378,480 | 5,539,834 | 5,706,029 | 26,915,901 |
| 16 Int Svcs Future Adj | - | (373,015) | (373,015) | (373,015) | (373,015) | (1,492,060) |
| Depreciation/Amrtztn | 4,289,083 | 4,417,755 | 4,550,288 | 4,686,797 | 4,827,401 | 22,771,324 |
| 17 Dep/Amrtztn adjustment | (2,144,542) | (2,208,878) | (2,275,144) | (2,343,398) | (2,413,700) | (11,385,662) |
| Debt Service General Fund | 763,286 | 732,310 | 699,631 | 665,153 | 628,780 | 3,489,161 |
| Debt Service Interest | 2,125,793 | 2,525,513 | 1,947,226 | 1,843,053 | 1,696,453 | 10,138,038 |
| Other Misc. | 1,000 | 76,030 | 78,311 | 80,660 | 83,080 | 319,081 |
| Current Expenses | 14,070,866 | 14,897,872 | 14,022,295 | 14,228,868 | 14,401,475 | 71,621,376 |
| New Expenses - T-Lot | | | | | | |
| Operations & Maintenance | - | 700,000 | 1,400,000 | 1,442,000 | 1,485,260 | 5,027,260 |
| Depreciation/Amrtztn | - | 875,000 | 875,000 | 875,000 | 875,000 | 3,500,000 |
| Debt Service CA Fund | - | 2,000,907 | 1,946,513 | 1,888,856 | 1,827,739 | 7,664,015 |
| Debt Service Other Fund | - | 500,227 | 486,628 | 472,214 | 456,935 | 1,916,004 |
| T-Lot Expense | - | 4,076,134 | 4,708,141 | 4,678,070 | 4,644,934 | 18,107,278 |
| Total Operating Expenses | 14,070,866 | 18,974,006 | 18,730,436 | 18,906,938 | 19,046,408 | 89,728,655 |
| Net from Operations | 217,532 | 3,948,646 | 7,098,034 | 7,490,175 | 7,755,074 | 26,509,461 |
| Debt Service Principal GF | (563,202) | (594,178) | (626,858) | (661,335) | (697,708) | (3,143,281) |
| Debt Service Principal CA | - | (906,563) | (960,957) | (1,018,614) | (1,079,731) | (3,965,864) |
| Debt Service Principal Other | - | (226,641) | (240,239) | (254,653) | (269,933) | (991,466) |
| Debt Service Principal | (2,220,875) | (2,218,039) | (2,490,133) | (3,727,813) | (4,585,717) | (15,242,577) |
| Oper Rsvs & Cap Rplcmnt | (2,566,545) | 3,225 | 2,779,848 | 1,827,761 | 1,121,985 | 3,166,273 |

# Fees that are not 100% Cost Recovery

EXHIBIT E

**NEW FEES IN BOLD**

**FY 2007/08 User Fees**

| REF # | CURRENT FEE | MAXIMUM FEE | STAFF SUGGESTED FEE | Current $ | Current Fee Cost Recovery | Changing fee to 100% cost recovery |
|---|---|---|---|---|---|---|
| S-102 | NEWSRACK ENCROACHMENT PERMIT | | | | | |
| | One time permit application fee - $380 per publisher<br>Annual Inspection - $13.60 per newsrack<br>Annual Permit Renewal - $67.70 per permit<br>Impound Fee - $54.30 per newsrack | One time permit application fee - $380 per publisher<br>Annual Inspection - $52 per newsrack<br>Annual Permit Renewal - $1,330 per permit<br>Impound Fee - $55 per newsrack | One time permit application fee - $380 per publisher<br>Annual Inspection - $23 per newsrack<br>Annual Permit Renewal - $95 per permit<br>Impound Fee - $55 per newsrack | $5,761 | 50.0% | **$34,920** |
| S-187 | PRESCHOOL PROGRAM | | | | | |
| | Varying fees depending on the length of the session, number of days a week, and number of hours a day. | This program is currently recovering 38.3% of its direct program costs. The goal of this program should be to recover 60% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | This program is currently recovering 38.3% of its direct program costs. The goal of this program should be to recover 60% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | $374,434 | 38.3% | **$977,630** |
| S-188 | PARENT AND ME CLASSES | | | | | |
| | Various fees depending on the class | This program is currently recovering 42.4% of its direct program costs. The goal of this program should be to recover 60% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | This program is currently recovering 42.4% of its direct program costs. The goal of this program should be to recover 60% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | $167,443 | 42.4% | **$394,910** |
| S-189 | ADVENTURE CAMP PROGRAM | | | | | |
| | 5 days/week - $340 per month<br>3 days/week - $210 per month | This program is currently recovering 31.5% of its direct program costs. The goal of this program should be to recover 50% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | This program is currently recovering 31.5% of its direct program costs. The goal of this program should be to recover 50% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | $293,891 | 31.5% | **$932,990** |
| S-190 | SUMMER CAMP PROGRAM | | | | | |
| | Resident - $225<br>Non-Resident - $280 | This program is currently recovering 42.3% of its direct program costs. The goal of this program should be to recover 55% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | This program is currently recovering 42.3% of its direct program costs. The goal of this program should be to recover 55% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | $409,409 | 42.3% | **$967,870** |
| S-191 | YOUTH RECREATION CLASSES | | | | | |
| | Various fees depending on the class | This program is currently recovering 89.7% of its direct program costs. The goal of this program should be to recover 100% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | This program is currently recovering 89.7% of its direct program costs. The goal of this program should be to recover 100% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | $555,658 | 89.7% | **$619,460** |
| S-192 | ADULT RECREATION CLASSES | | | | | |
| | Various fees depending on the class | This program is currently recovering 14.0% of its direct program costs. The goal of this program should be to recover 20% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | This program is currently recovering 14.0% of its direct program costs. The goal of this program should be to recover 20% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | $95,068 | 14.0% | **$679,060** |
| S-193 | ADULT SPORTS PROGRAM | | | | | |
| | Various fee depending on the sport<br>Tennis Fees per hour:<br>Weekdays (7-4): $6 - resident $8.50 - non-resident<br>Weekdays (5-10): $7 - resident $9.75 - non-resident<br>Weekends: $7 - resident $9.75 - non-resident | This program is currently recovering 45.8% of its direct program costs. The goal of this program should be to recover 70% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | This program is currently recovering 45.8% of its direct program costs. The goal of this program should be to recover 70% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | $343,385 | 45.8% | **$749,750** |

# Fees that are not 100% Cost Recovery

EXHIBIT E

**NEW FEES IN BOLD**

**FY 2007/08 User Fees**

| REF # | CURRENTFEE | MAXIMUM FEE | STAFF SUGGESTED FEE | Current $ | Current Fee Cost Recovery | Changing fee to 100% cost recovery |
|---|---|---|---|---|---|---|
| S-194 | FARMERS MARKET | | | | | |
| | vendor fee - 6% of revenues<br>various merchandising revenues | This program is currently recovering 22.8% of its direct program costs. The goal of this program should be to recover 30% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | This program is currently recovering 22.8% of its direct program costs. The goal of this program should be to recover 30% of its direct program costs. These goals should be realized over a 2-3 year period of time and assume use of existing facilities | $93,500 | 22.8% | **$410,090** |
| S-197 | COMM. GROUP/SCHOOL BALLFIELD USE | | | | | |
| | Day use per hour:<br>non-profit: $24.40 - resident $54.50 - non-resident<br>private: $50 - resident $90.60 - non-resident<br>field preparation: $51.20 - resident $72.30 - non-resident<br>Night use per hour:<br>non-profit: $51.20 - resident $84.10 - non-resident<br>private: $108.10 - resident $151 - non-resident<br>field preparation: $52.70 - resident $74.40 - non-resident | The City should charge what the market will bear for this service. | The City should charge what the market will bear for this service. | $12,625 | 82.0% | **$15,400** |
| S-199 | STUDENT FILM PERMIT | | | | | |
| | **None** | **$245 per permit** | **$50 per permit** | **$0** | **0.0%** | **$7,330** |
| S-203 | INTER-LIBRARY LOAN PROCESSING | | | | | |
| | $5 per item for materials obtained outside the regional library system. | $5 per item for materials obtained outside the regional library system. | $5 per item for materials obtained outside the regional library system. | $2,250 | 10.0% | **$125,000** |
| S-204 | LIBRARY ITEM RESERVATION SERVICE | | | | | |
| | $0.75 per item | $6 per item | $0.75 per item | $5,775 | 15.0% | **$46,200** |
| S-224 | NURSE/CAREGIVER PARKING PERMIT | | | | | |
| | **None** | **$30 per permit** | **$10 per permit** | **$0** | **35.0%** | **$2,461** |
| S-233 | PARKING STRUCTURE OPERATIONS | | | | | |
| | Various fees | See Text, Chapter V | See Text, Chapter V | N/A | N/A | |
| | | | **Total** | **$2,359,199** | | **$5,963,071** |

**Notes:**

The "Current $" and "Current Fee Cost Recovery" reflect the annual revenue collected and the current cost recovery percentange for the service.

"Changing fee to 100% cost recovery" would generate the listed dollar amount if we assume the same usage demand. Since most of these activities are market driven, a higher fee may reduce participation.

Regarding Parking Structure Operations fees, the 2006 Fee Study report suggested a comprehensive parking fee study be undertaken to detail what the market will pay at each of the facilities and merge this with the City's policy on free parking.