



AGENDA REPORT

Meeting Date: December 2, 2008
Item Number: D-2
To: Honorable Mayor & City Council
From: Noel Marquis, Assistant Director of Administrative Services/Finance
Chad Lynn, Director of Parking Operations 
Subject: A RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS AMENDING THE COMPREHENSIVE SCHEDULE OF TAXES, FEES & CHARGES TO ADJUST THE PARKING FACILITY RATES FOR FISCAL YEAR 2008/2009

Attachments:

1. Resolution
2. Exhibit "A" Proposed Parking Rates
3. Exhibit "B" Parking Rate Information Sheet

RECOMMENDATION

Staff recommends adoption of the resolution amending the comprehensive schedule of taxes, fees and charges to adjust the parking facility rates for the fiscal year 2008/2009.

INTRODUCTION

Staff is requesting an amendment to the parking rates in the City of Beverly Hills off-street parking facilities for the following categories:

- Low Emitting and Fuel Efficient Vehicles
- Daily Maximum Parking Rates
- Monthly Parking Rates
- Special Rates
 - Early Bird Parking Rates
 - Daily Parking Passes
 - Special Event Parking Rates
 - Commercial Valet Storage Parking Rates
 - Discounts and Incentives

In anticipation of the opening of the Public Gardens Parking Facility located at the Montage, the City is working to achieve silver level Leadership in Energy and Environmental Design (LEED) certification at this property. Part of this process requires

establishing a parking rate promoting the use of low emitting and fuel efficient vehicles. The program should be accessible to the general public, provide convenient parking locations, and provide discounts of about 20%.

In addition to creating rates for the LEED certification program, staff is requesting the City Council establish a range of operating fees allowing the City's Director of Public Works and Transportation, or his designee, the authority to adjust certain parking rates within specific categories and ranges established by the City Council.

DISCUSSION

As part of the LEED certification process the City has proposed the following parking rates at the Public Gardens Parking Facility located at the Montage:

First Two Hours	\$2 Per Hour
Per ½ Hour Thereafter	\$2
Vehicles Entering After 6pm	\$3
Special Event Flat Rate	\$8
Low Emission and Fuel Efficient Vehicle Discount	20%

- Available by Permit Only
- Eligible vehicles are zero emission vehicles as listed by the California Air Resources Board or have achieved a minimum green score of 40 on the most current publication of the American Council for an Energy Efficient Economy annual vehicle rating guide

In order to balance providing reduced parking rates for low emitting and fuel efficient vehicles with the functionality and revenue control practices of a Pay-on-Foot environment, staff has proposed the following program parameters:

- Customers with qualifying vehicles may sign up with City by providing a copy of their registration.
- The City will issue a keycard to qualifying customers for use when parking in this facility.
- Customers will take a ticket upon entry. Upon exit the customer will place their ticket in the Pay-on-Foot machine. The posted fee will be displayed. The customer will insert the keycard and the fee will be reduced by 20%. The customer will pay, the ticket will be encoded for exit, and the customer may return to their vehicle and exit the facility.
- Recognizing that not all patrons will be aware of the program before entering the facility, a refund of 20% for the last parking fee paid at this facility will be provided upon qualifying enrollment in the program.

In addition to amending the rates related to LEED certification, staff is proposing the City Council establish ranges for the parking rates related to the following:

- Daily Maximum Parking Rates
- Monthly Parking Rates
- Special Rates
 - Early Bird Parking Rates
 - Daily Parking Passes
 - Special Event Parking Rates
 - Commercial Valet Storage Parking Rates
 - Discounts and Incentives

Since each parking facility is impacted slightly differently by external conditions, such as the opening or closing of a new store or restaurant, the leasing of new office space, or simply by events in and around the neighboring area, staff is proposing establishing a range for the rates listed above.

Establishing ranges provides staff with the flexibility to respond to occupancy changes, competitor parking rates, and/or other market indicators. Staff would uniformly apply a rate to each customer, but ranges would allow staff to create different rates for each facility and peak/non-peak days of the week and hours of the day in response to the changing conditions.

An example of implementation would be the rates established at the 440 N. Camden Dr. parking facility. The monthly charge for this facility is currently \$135 per month and the monthly charge at 461 N. Bedford is currently \$145 per month. There is a waiting list at the Bedford facility and availability at the Camden facility. The rate differential is not enough to encourage users to park in the Camden parking facility. By raising the Bedford rate (or lowering the Camden rate) the City could respond real-time to market indicators and occupancy analysis, managing all of the parking assets as components of a single system. In contrast, staff may choose to implement an early bird rate at the Camden parking facility to encourage long-term parkers that do not want to purchase monthly parking to use this facility or a reduced all-day fee, thereby taking advantage of the available capacity, and providing a responsive rate for the types of uses the customers are seeking. The flexibility of these specific rates will allow staff to promote underutilized parking facilities or off-peak operating hours.

Proposed ranges are as follows:

Rate	Current Rate	Proposed Rate
Daily Maximum	\$9, \$12, and \$16	From \$5 To \$25
Early Bird Parking	\$5	From \$0 To \$20
Daily Parking Passes (Sold in Packages)	\$95 and \$100	From \$20 To \$300
Special Events	\$8	From \$2 To \$20
Commercial Valet Storage	\$3	From \$1 To \$5
Monthly Parking	Table Below	From \$40 To \$300
Payment Discounts	\$3	From \$0 To \$20
Access Cards	\$18 and \$25	From \$5 To \$25

Current Monthly Parking Rates:

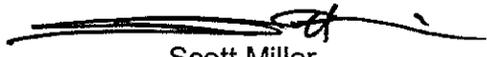
Parking Facility	Current Rate	Parking Facility	Current Rate
221 N. Crescent Drive (Whole Foods)	\$90	9510 Brighton Way	\$135
333 N. Crescent Drive (Beverly Hills Market)	\$95	440 N. Camden Drive	\$135
9361 Dayton Way (w/333 N. Crescent)	\$95	461 N. Bedford Drive	\$145
216 S. Beverly Drive	\$185	450 N. Rexford Drive (Civic Center)	\$100
438 N. Beverly Drive (Crate & Barrel)	\$185	321 S. La Cienega	\$85
SM5	\$125	Peninsula	\$100

Staff is not currently proposing any changes to the monthly parking rates.

FISCAL IMPACT

Impact of the 20% discount at the Public Gardens Parking Facility located at the Montage is considered to be insignificant. If this program is successful, proposals to expand the program system-wide will be evaluated.

Since no immediate parking rates are anticipated to be changed, there is no immediate fiscal impact from establishing ranges parking rates for the City parking facilities.



Scott Miller
Finance Approval



David Gustavson
Approved By

Attachment 1

Resolution

RESOLUTION NO. 08-R-_____

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY
HILLS AMENDING THE COMPREHENSIVE SCHEDULE OF
TAXES, FEES & CHARGES TO ADJUST THE PARKING
FACILITY RATES FOR FISCAL YEAR 2008/2009

The Council of the City of Beverly Hills does resolve as follows:

Section 1. As set forth in Resolution 08-R-12604, the City Council has established, amended, fixed and modified, effective July 1, 2008, all fees, permit fees, City service charges, and other fees, charges, extractions, and required payments for municipal services, inspections, enforcement activities or for other indicated purposes (“Comprehensive Schedule of Taxes, Fees & Charges”). The City Council now desires to amend that Comprehensive Schedule of Taxes, Fee & Charges.

Section 2. The City Parking Facility Rates for Fiscal Year 2008/2009 is hereby adjusted as set forth in Exhibit A, attached hereto and incorporated herein and shall be included in the Comprehensive Schedule of Taxes, Fees & Charges.

Section 3. The City Council is taking action only on that fee which has been established as set forth in Exhibit A. The remaining fees, permit fees, City services charges and other fees, charges, extractions, and required payment for municipal services as set forth in the Comprehensive Schedule of Taxes, Fees & Charges have not been modified.

Section 4. The City Clerk shall certify to the adoption of this and shall cause this resolution and his certification to be entered in the Book of Resolutions of the Council of this City.

Adopted:

BARRY BRUCKER
Mayor of the City of Beverly Hills,
California

ATTEST:

(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:

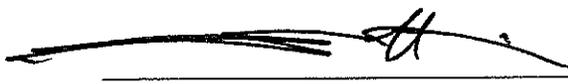


LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:



DAVID D. GUSTAVSON
Director of Public Works and
Transportation



SCOTT G. MILLER
Director of Administrative Services/
Chief Financial Officer

Attachment 2

Exhibit “A”

**EXHIBIT A
Proposed Parking Rates**

<u>REFERENCE</u>	<u>TYPE OF FEE OR CHARGE</u>	<u>2008/09 RATE</u>
<u>Public Works – Parking Operations, 345 North Foothill Road</u>		
08-O-2548	Parking Meters: (rates per hour)	
	Zone A	2.00
	Zone B	2.00
	Zone C (rate per hour)	2.00
	10 minute limit (rate per 10 min.)	2.00
	20 minute limit (rate per 20 min.)	2.00
	Zone E/F (rate per hour)	
	All 1, 2 and 3 hour meters	
	All 10 and 20 minute parking meters	2.00
	All 3 hour meters in the five Santa Monica Blvd. metered parking facilities	
08-O-2548	Parking Meter Lots: (rates per hour)	
	All 20 minute parking meters	2.00
	All 1 hour parking meters	2.00
	All 2 hour parking meters	2.00
	All 3 hour parking meters	2.00
	All 4 hour parking meters	2.00
	All 10 hour parking meters	2.00
	Metropolitan Transportation Authority Bus Pass (monthly)	7.00
	Taxi Coupon Book (Per month per book)	8.00
7-3.203	Preferential Parking Permit (per permit per year)	29.20
	Replacement permit	29.20
7-3.303	Resident Overnight Parking	
	Each permit (per year)	105.20
	Replacement permit	29.20
07-R-12338	Nurse/caregiver parking permit (per permit)	10.40
08-R-12500	Parking Facility Rates:	
	221 N. Crescent Drive	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	9.00
	Per month	90.00
	Vehicles entering after 6 p.m.	3.00
	Early bird rate (entering as posted)	5.00

08-R-12500	321 South La Cienega Blvd.	
	First Hour	Free
	Second Hour	Free
	Per 1/2 hour thereafter	1.00
	Per day (maximum)	9.00
	Per month	85.00
	Vehicles entering after 4 p.m. weekdays and all day Saturday and Sunday	Free
	Early bird rate (vehicles entering as posted)	4.00
08-R-12500	333 N. Crescent Drive	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	9.00
	Per month	95.00
	Vehicles entering after 6 p.m.	3.00
	Early bird rate (entering as posted)	5.00
08-R-12500	9361 Dayton Way	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	12.00
	Per month	95.00
	Vehicles entering after 6 p.m.	3.00
08-R-12500	440 North Camden Drive	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	16.00
	Per month	135.00
	Vehicles entering after 6 p.m.	3.00
08-R-12500	461 N. Bedford Drive	
	First Hour	Free
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	16.00
	Per month	145.00
	Vehicles entering after 6 p.m.	3.00
08-R-12500	9510 Brighton Way	
	First Hour	Free
	Second Hour	Free
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	16.00
	Per month	135.00
	Vehicles entering after 6 p.m.	3.00

08-R-12500	216 South Beverly Drive	
	First Hour	Free
	Second Hour	Free
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	16.00
	Per month	185.00
	Overnight parking 6 p.m. – 9 a.m.	3.00
	Overnight parking 5 p.m. – 11 a.m.	4.00
	Vehicles entering after 6 p.m.	3.00
08-R-12500	438 North Beverly Drive/439 North Beverly Drive	
	First Hour	Free
	Second Hour	Free
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	16.00
	Monthly parking	185.00
	Vehicles entering after 6 p.m.	3.00
08-R-12500	450 North Rexford Drive	
	First 2 Hours	Free
	Per 1/2 hour thereafter	0.75
	Per day (maximum)	9.00
	Per month	100.00
	Vehicles entering after 5 p.m. to 6 a.m.	Free
08-R-12500	345 North Beverly Drive	
	First Hour	Free
	Second Hour	Free
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	16.00
	Per Month	185.00
	Vehicles entering after 6 p.m.	3.00
	240 North Beverly Drive/241 North Canon Drive (Public Gardens Parking Facility)	
	First Hour	2.00
	Second Hour	2.00
	Per 1/2 hour thereafter	2.00
	Per day (maximum)	16.00
	Per Month	145.00
	Vehicles entering after 6 p.m.	3.00
	Special Event Rate (as posted)	8.00
	Low Emission and Fuel Efficient Vehicle Discount – 20%	
	By Permit Only	
	Eligible vehicles are zero emission vehicles (ZEV) as listed by the California Air Resources Board or have achieved a minimum green score of 40 on the American Council for an Energy Efficient Economy annual vehicle rating guide.	
	336 North Foothill Road (per month)	75.00
08-R-12500	Peninsula Beverly Hills Hotel (per month)	100.00

08-R-12500	SM 5-3 Westerly Structure (per month)	125.00
	Daily Parking Passes (by package and when offered)	
	Range from Low	20.00
	High	300.00
	As established by the Director of Public Works & Transportation	
	Special Event Parking Within a City-owned Parking Facility (per vehicle per day when offered)	
	Range from Low	2.00
	High	20.00
	As established by the Director of Public Works & Transportation	
	Valet Parking Commercial / Residential Valet Parking Permit (when offered) Within a City-owned Parking Facility (per vehicle per day)	
	Range from Low	1.00
	High	5.00
	As established by the Director of Public Works & Transportation	
	Monthly Parking	
	Range from Low	40.00
	High	300.00
	As established by the Director of Public Works & Transportation	
	Early Bird Rates (As posted and when offered)	
	Range from Low	0.00
	High	20.00
	As established by the Director of Public Works & Transportation	
	Daily Maximum (As posted)	
	Range from Low	5.00
	High	25.00
	As established by the Director of Public Works & Transportation	
08-R-12500	Monthly Recurring Credit Card and Automated Payment Discount	
	Range from Low	0.00
	High	(20.00)
	As established by the Director of Public Works & Transportation	
	Monthly Parking Access Card	
	Range from Low	5.00
	High	25.00
	As established by the Director of Public Works & Transportation	
	Administrative fee of 10% of monthly parking rate for refunds of monthly parking payments	

Attachment 3

Exhibit “B”

Exhibit B
Parking Rate Information Sheet

2008/09

TYPE OF FEE OR CHARGE

RATE

Public Works - Parking Operations, 345 North Foothill Road

Not all rates may be offered at all times. Offerings are subject to availability and are at the sole discretion of the Director of Public Works and Transportation or his designee

Monthly Parking Rates

221 N. Crescent Drive	90.00
321 South La Cienega Blvd.	85.00
333 N. Crescent Drive	95.00
9361 Dayton Way	95.00
440 North Camden Drive	135.00
9510 Brighton Way	135.00
216 South Beverly Drive	185.00
438 North Beverly Drive/439 North Beverly Drive	185.00
450 North Rexford Drive	185.00
345 North Beverly Drive	185.00
240 North Beverly Drive/241 North Canon Drive (Public Gardens)	185.00
461 N Bedford Drive	145.00
Santa Monica Five	125.00
Peninsula	100.00

Additional Rates/Discounts

Reserved Space	150% Monthly Rate
Tandem Space	80% Monthly Rate
Multi-Monthly	1/2 Monthly Rate
Recurring Credit Card Discount	(5.00)
Evening Only Pass After 4pm	70% Monthly Rate
Evening Only Pass After 5pm	1/2 Monthly Rate
Keycard Employee Rate	9.00
FAPD Keycard - Initial Card	30.00
FAPD Keycard - Replacement Card	35.00
Skidata Keycard - Initial Card	18.00
Skidata Keycard - Replacement Card	23.00
Skidata Initial Debit Card Credit	(5.00)
Skidata Debit Card Discount	10% Posted Rate

Daily Maximum Parking Rate

221 N. Crescent Drive	9.00
321 South La Cienega Blvd.	9.00
333 N. Crescent Drive	9.00
9361 Dayton Way	12.00
440 North Camden Drive	16.00
9510 Brighton Way	16.00
216 South Beverly Drive	16.00
438 North Beverly Drive/439 North Beverly Drive	16.00
450 North Rexford Drive	16.00
345 North Beverly Drive	16.00
240 North Beverly Drive/241 North Canon Drive (Public Gardens)	20.00
461 N Bedford Drive	16.00

Exhibit B
Parking Rate Information Sheet

Early Bird Rates (When Offered)		
221 N. Crescent Drive		5.00
321 South La Cienega Blvd.		5.00
333 N. Crescent Drive		5.00
440 North Camden Drive		6.00
240 North Beverly Drive/241 North Canon Drive (Public Gardens)		6.00
Special Event Rates (As Posted)		Up To
221 N. Crescent Drive		5.00
321 South La Cienega Blvd.		5.00
333 N. Crescent Drive		5.00
9361 Dayton Way		5.00
440 North Camden Drive		8.00
9510 Brighton Way		8.00
216 South Beverly Drive		10.00
438 North Beverly Drive/439 North Beverly Drive		15.00
450 North Rexford Drive		5.00
345 North Beverly Drive		10.00
240 North Beverly Drive/241 North Canon Drive (Public Gardens)		10.00
461 N Bedford Drive		8.00
Santa Monica Five		8.00
Commercial Valet Storage Rates Peak Period from 6a-5p		
221 N. Crescent Drive		5.00
321 South La Cienega Blvd.		5.00
333 N. Crescent Drive		5.00
9361 Dayton Way		5.00
440 North Camden Drive		3.00
450 North Rexford Drive		5.00
240 North Beverly Drive/241 North Canon Drive (Public Gardens)		5.00
Santa Monica Five		5.00
Commercial Valet Storage Rates Off-Peak Period from 5p-6a		Up To
221 N. Crescent Drive		3.00
321 South La Cienega Blvd.		2.00
333 N. Crescent Drive		3.00
9361 Dayton Way		3.00
440 North Camden Drive		3.00
9510 Brighton Way		3.00
216 South Beverly Drive		3.00
438 North Beverly Drive/439 North Beverly Drive		4.00
450 North Rexford Drive		2.00
345 North Beverly Drive		3.00
240 North Beverly Drive/241 North Canon Drive (Public Gardens)		2.00
461 N Bedford Drive		2.00
Santa Monica Five	Per Space	50.00

Validations to be sold at the parking rate value.

Exhibit B
Parking Rate Information Sheet

Daily Parking Passes

221 North Crescent Drive	Package of 20	95.00
333 North Crescent Drive	Package of 20	95.00
450 North Rexford Drive	Package of 20	95.00
321 South La Cienega Blvd.	Package of 20	95.00
9510 Brighton Way	Package of 10	135.00
440 North Camden Drive	Package of 10	135.00

