



AGENDA REPORT

Meeting Date: April 6, 2010
Item Number: D-1
To: Honorable Mayor & City Council
From: Chad Lynn, Director of Parking Operations 
Subject: 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 2009/2010

Attachments:

1. Resolution
2. Parking Rate Information Sheet
3. Staff Report from January 5, 2010

RECOMMENDATION

Staff recommends adoption of the resolution amending the schedule of taxes, fees and charges to adjust the parking facility rates, which reaffirms the fees and charges intended for implementation and makes corrections to material errors in the attachments of January 5, 2010, which were not intended for implementation.

INTRODUCTION

The City Council reviewed parking facility rates at the Formal City Council meeting of January 5, 2010. The staff report contained a resolution with an attachment prepared by the Parking Services Division outlining the fees and charges to be approved by the City Council. Subsequent to this meeting, it was discovered that the attachment to the resolution contained material errors, including rates that were not presented by staff, discussed with the City Council, nor intended for implementation.

This item has been brought forward to reaffirm the fees and charges discussed and intended for implementation at the City's parking facilities and to correct the material errors related to the fees and charges that were not discussed nor intended for implementation.

Staff has also brought forward two proposed language updates within the fees and charges to ensure LEEDs certification for the Public Gardens parking facility located at

the Montage and to create uniformity of language for the Early Bird/Late Bird parking fee ranges, both of which have been previously established.

DISCUSSION

The attachment to the resolution presented at the January 5, 2010 Formal City Council meeting, contained rates that were presented discussed, reviewed and intended for implementation, and which staff is requesting the City Council reaffirm this evening.

Those rates are as follows: (highlighted in yellow on Exhibit A to Attachment 1)

- Per ½ hour parking rate after the free parking period from the current rate of \$2 to the proposed rate of \$3
- Per ½ hour parking rate at the Civic Center parking facility from the current rate of \$0.75 to the proposed rate of \$1.00
- After 6pm flat rate from the current rate of \$3 to the proposed rate of \$5
- Establishing the rate at the 9333 Third St parking facility
 - \$1 per hour first two hours
 - \$1 per ½ hour thereafter
 - After 6pm Flat Rate \$3
- Establishing the rate at the 455 N Crescent Dr parking facility
 - \$1 per hour first two hours
 - \$3 per ½ hour thereafter
 - After 6pm Flat Rate \$5
- Ranges for
 - Special Event Max to \$30
 - Early Bird Max to \$30
 - Daily Max to \$30 (Implemented at \$22)
 - Monthly Parking Access Card Fee Max to \$30
 - Recurring Credit Card Discount Min to \$5

The attachment to the resolution presented at the January 5, 2010 Formal City Council meeting contained material errors, which established rates that were not intended for implementation. The proposed resolution serves to amend the fees and charges to correct these material errors.

The following table shows the material errors and the proposed corrections: (highlighted in green on Exhibit A to Attachment 1)

Material Error From January 5, 2010	Correction April 6, 2010
321 S La Cienega - Established free parking after <u>5pm</u> on weekdays and all day on Saturday and Sunday	321 S La Cienega - Establishes free parking after <u>4pm</u> on weekdays and all day on Saturday and Sunday
461 N Bedford Dr - Established <u>free</u> parking for the first hour.	461 N Bedford Dr - Establishes a <u>\$2</u> rate for the first hour.

Material Error From January 5, 2010	Correction April 6, 2010
240 N Beverly Dr / 241 N Canon Dr Public Gardens at the Montage - Established a <u>\$2</u> per hour rate for the first two hours.	240 N Beverly Dr / 241 N Canon Dr Public Gardens at the Montage - Establishes <u>free</u> parking for the first two hours.
455 N Crescent Dr - Established a \$5 flat rate after <u>5pm</u>	455 N Crescent Dr - Establishes a \$5 flat rate after <u>6pm</u>
216 S Beverly Dr - Established a <u>\$3</u> rate between the hours of 6pm and 9am for residents with an O/N Parking Permit	216 S Beverly Dr - Establishes <u>free parking</u> between the hours of 6pm and 9am for residents with an O/N Parking Permit
216 S Beverly Dr - <u>Established</u> the requirement for an O/N permit for the 5pm to 11am parking rate	216 S Beverly Dr - <u>Removes</u> the requirement for an O/N permit for the 5pm to 11am parking rate

Staff is further proposing language updates within the fees and charges to ensure LEEDs certification for the Public Gardens parking facility located at the Montage and to create uniformity of language for the Early Bird/Late Bird parking fee ranges. (highlighted in blue on Exhibit A to Attachment 1)

Staff is proposing the following:

- Add “carpools/vanpools” to the list of qualifying vehicles to the discount language related to fuel efficient and low emitting vehicles for LEEDs credits at the Public Gardens facility located at the Montage.
- Add “Late Bird” to the Early Bird rate range language to clarify use of this range for underutilized parking facilities during all hours of the day, early and late.

In an effort to address both the City Council’s and the community’s concerns related to errors on a go-forward basis, the Parking Services Division has worked with the City Attorney’s office on the following format:

- Staff will highlight the specific rates in the attachment that are being discussed and addressed before the City Council
- The language of the resolution will specifically reference those rates which have been highlighted, ensuring proper attention has been brought to the specific rates intended for change and implementation
- The remaining (non-highlighted) rate information will continue to be provided for reference purposes, but pursuant to the language of the resolution will not be changed or altered

FISCAL IMPACT

Previous estimates for the implementation of the reaffirmed parking rates are as follows:

Brief Description	
Incremental Rate Adjustment to \$3 per ½ Hour	\$300,000
Daily Maximum Rate to \$22	\$20,000
Adjusting After 6pm Rate to \$4	\$180,000
Bedford Facility to Pay-As-You-Go	\$250,000
Sub-Total	<u>\$750,000</u>

The rates being reaffirmed herein have already been accounted for in the revenues of the Parking Enterprise Fund. Therefore, no additional fiscal impacts are anticipated.

The material errors being corrected herein were neither studied nor intended for implementation. Therefore, no additional financial impacts are anticipated.

The discounts necessary to comply with LEEDs standard have already been accounted for as part of the original program and only a language correction has been established. Therefore, no additional financial impacts are anticipated.

The Late Bird parking rates were anticipated in the proposal as part of the policy implementation of the After 6pm Flat rate and only a language correction has been established to ensure proper program compliance. Therefore, no additional financial impacts are anticipated.



Scott Miller
Finance Approval



David Gustavson
Approved By

RESOLUTION

RESOLUTION NO. 10-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 2009/2010

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

Section 1. As set forth in Resolution 09-R-12669, the City Council has established, amended, fixed and modified, effective July 1, 2009, 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 2009/2010 that are highlighted in Exhibit A, attached hereto and incorporated herein, are hereby adjusted and shall be included in the Comprehensive Schedule of Taxes, Fees & Charges.

Section 3. The City Council is taking action only on those fees which are highlighted 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:

JIMMY DELSHAD
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

Exhibit "A"
Proposed Parking Rates

<u>REFERENCE</u>	<u>TYPE OF FEE OR CHARGE</u>	<u>2009/10 RATE</u>
<u>Public Works - Parking Operations, 345 North Foothill Road or Cashier's Office at City Hall, Room 240</u>		
Parking Facility Rates:		
	221 N. Crescent Drive	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	3.00
	Vehicles entering after 6 p.m.	5.00
	321 South La Cienega Blvd.	
	First Hour	Free
	Second Hour	Free
	Per 1/2 hour thereafter	1.00
	Vehicles entering after 4 p.m. weekdays and all day Saturday and Sunday	Free Free
	333 N. Crescent Drive	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	3.00
	Vehicles entering after 6 p.m.	5.00
	9361 Dayton Way	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	3.00
	Vehicles entering after 6 p.m.	5.00
	440 North Camden Drive	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	3.00
	Vehicles entering after 6 p.m.	5.00
	461 N. Bedford Drive	
	First Hour	2.00
	Per 1/2 hour thereafter	3.00
	Vehicles entering after 6 p.m.	5.00
	9510 Brighton Way	
	First Hour	Free
	Second Hour	Free
	Per 1/2 hour thereafter	3.00
	Vehicles entering after 6 p.m.	5.00
	216 South Beverly Drive	
	First Hour	Free
	Second Hour	Free

Exhibit "A"
Proposed Parking Rates

Per 1/2 hour thereafter	3.00
Overnight parking 6 p.m. - 9 a.m. - O/N Permit	Free
Overnight parking 5 p.m. - 11 a.m.	4.00
Vehicles entering after 6 p.m.	5.00
438 North Beverly Drive/439 North Beverly Drive	
First Hour	Free
Second Hour	Free
Per 1/2 hour thereafter	3.00
Vehicles entering after 6 p.m.	5.00
450 North Rexford Drive	
First 2 Hours	Free
Per 1/2 hour thereafter	1.00
Vehicles entering after 5 p.m. to 6 a.m.	Free
345 North Beverly Drive	
First Hour	Free
Second Hour	Free
Per 1/2 hour thereafter	3.00
Vehicles entering after 6 p.m.	5.00
240 North Beverly Drive/241 North Canon Drive (Public Gardens Parking Facility)	
First Hour	Free
Second Hour	Free
Per 1/2 hour thereafter	3.00
Vehicles entering after 6 p.m.	5.00
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, and carpools/vanpools.	
9333 Third St	
First Hour	1.00
Second Hour	1.00
Per Hour Thereafter	2.00
Vehicles entering after 6 p.m.	3.00
455 N Crescent Dr	
First Hour	1.00
Second Hour	1.00
Per 1/2 hour thereafter	3.00
Vehicles entering after 6 p.m.	5.00
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	

Exhibit "A"
Proposed Parking Rates

Special Event Parking Within a City-owned Parking Facility (per vehicle per day when offered)		
Range from	Low	2.00
	High	30.00
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 and Late Bird Rates (As posted and when offered)		
Range from	Low	0.00
	High	30.00
As established by the Director of Public Works & Transportation		
Daily Maximum (As posted)		
Range from	Low	5.00
	High	30.00
As established by the Director of Public Works & Transportation		
Monthly Recurring Credit Card and Automated Payment Discount		
Range From	Low	5.00
	High	(20.00)
As established by the Director of Public Works & Transportation		
Monthly Parking Access Card		
Range From	Low	5.00
	High	30.00
As established by the Director of Public Works & Transportation		
Administrative fee of 10% of monthly parking rate for refunds of monthly parking payments		

Attachment 2

Parking Rate Information Sheet

Attachment 2
Parking Rate Information Sheet

2009/10

TYPE OF FEE OR CHARGE	RATE
<u>Public Works - Parking Operations, 345 North Foothill Road</u>	
<u>or Cashier's Office at City Hall, Room 240</u>	
Not all rates may be offered at all times. Offerings are subject to availability and change at the 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
242 North Beverly Drive/241 North Canon Drive (Public Gardens)	100.00
Chamber Pilot Program	50.00
Chamber Pilot Program After 4pm	30.00
461 N Bedford Drive	145.00
Santa Monica Five	125.00
9333 Third Street Introductory Rate	65.00
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%
Public Gardens (10 or More Monthly)	5%
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	16.00
440 North Camden Drive	16.00
9510 Brighton Way	16.00
216 South Beverly Drive	22.00
438 North Beverly Drive/439 North Beverly Drive	22.00
450 North Rexford Drive	16.00
345 North Beverly Drive	22.00

Attachment 2
Parking Rate Information Sheet

242 North Beverly Drive/241 North Canon Drive (Public Gardens)	22.00
461 N Bedford Drive	22.00
9333 Thrid Street	9.00
455 N Crescent Drive	22.00
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
242 North Beverly Drive/241 North Canon Drive (Public Gardens)	6.00
9333 Thrid Street	3.00
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
242 North Beverly Drive/241 North Canon Drive (Public Gardens)	10.00
461 N Bedford Drive	8.00
Santa Monica Five	8.00
9333 Thrid Street	5.00
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
9333 Thrid Street	3.00
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



AGENDA REPORT

Meeting Date: January 5, 2010
Item Number: D-1
To: Honorable Mayor & City Council
From: Chad Lynn, Director of Parking Operations
Subject: RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS AMENDING THE COMPREHENSIVE SCHEDULE OF TAXES, FEES & CHARGES TO ADJUST THE PARKING FACILITY RATES AFTER THE FREE PARKING PERIOD FOR FISCAL YEAR 2009/2010

Attachments:

1. Resolution
2. 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 after the free parking period for fiscal year 2009/2010.

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. 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.)

DISCUSSION

At the direction of the City Council, staff is presenting amendments to the parking rates for City of Beverly Hills off-street parking facilities as follows:

1. Incremental Parking Rates After the Free Parking Periods
 - a. After 1 or 2 hours free, adjust the current fee from \$2 per ½ hour to \$3 per ½ hour
 - b. This is currently the rate being charged at the Public Gardens facility located at the Montage, approved in May 2009
2. Daily Maximum Rate
 - a. Adjust the current rate of \$19 to \$22
3. After 6pm Parking Rates
 - a. Adjust the current flat rate from \$3 to \$4 for all vehicles entering after 6pm
4. Adjust the evening flat rate starting time
 - a. Adjust the current start time from 6pm to 5pm for the evening flat rate

5. Bedford Rates

- a. Adjust the Bedford parking rates from 1 Hour Free to Pay-As-You-Go with a rate of:
 - i. \$2 First Hour
 - ii. \$3 per ½ Hour Thereafter

6. Consideration of Civic Center Rates

- a. Adjust the Civic Center parking rates from 2 Hours Free to Pay-As-You-Go with a rate:
 - i. \$1 Per Hour First Two Hours
 - ii. \$1 Per ½ Hour Thereafter
- b. Validations may be made available for any user group desired
 - i. Staff recommends additional work with the City Council Liaisons if validation for any user group is desired.

Incremental Parking Rates

The City currently charges \$2 per ½ hour for each incremental period after the first 1 or 2 hours of free parking. Staff is proposing to adjust this rate to \$3 per ½ hour, which is the current rate that was adopted for the Public Gardens facility located at the Montage. The higher incremental rate for the post free parking period is regionally balanced with incremental rates and takes into consideration the 50%-70% of free transactions which occur in the City's facilities during the first two hours of parking. This rate will serve to discourage park/reparking in 1 hour free parking facilities, as the time period is not conducive to reparking and the cost of overstaying the free parking period is rising. As recently recognized in the Walker Parking Study done for Santa Monica, these rates will have little impact on mitigating or discouraging reparking in 2 hour free parking facilities.¹ Staff is seeking alternative methods for curbing park/reparking in these facilities, such as license plate recognition, which identifies and monitors vehicle taking multiple tickets to avoid payment.

Daily Maximum Rate

Based on the information gathered in the regional survey, staff recommends adjusting the Daily Maximum Rate to \$22, which is comfortably between that of Century City (\$21) and The Grove (\$24.) The Beverly Center (\$10) rate is significantly lower than the other comparable locations, which is achievable through the pay-as-you-go rate of \$1 per hour for the first four hours and \$2 each additional hour thereafter; this facility is generating revenues through the incremental parking rate from the time of entry.

Since the designated purpose of these parking facilities is for short-term users, a higher daily maximum rate discourages long-term usage. The disparity between this rate with both perimeter City facilities and private sector facilities encourages long-term users to seek alternative facilities for this type of usage.

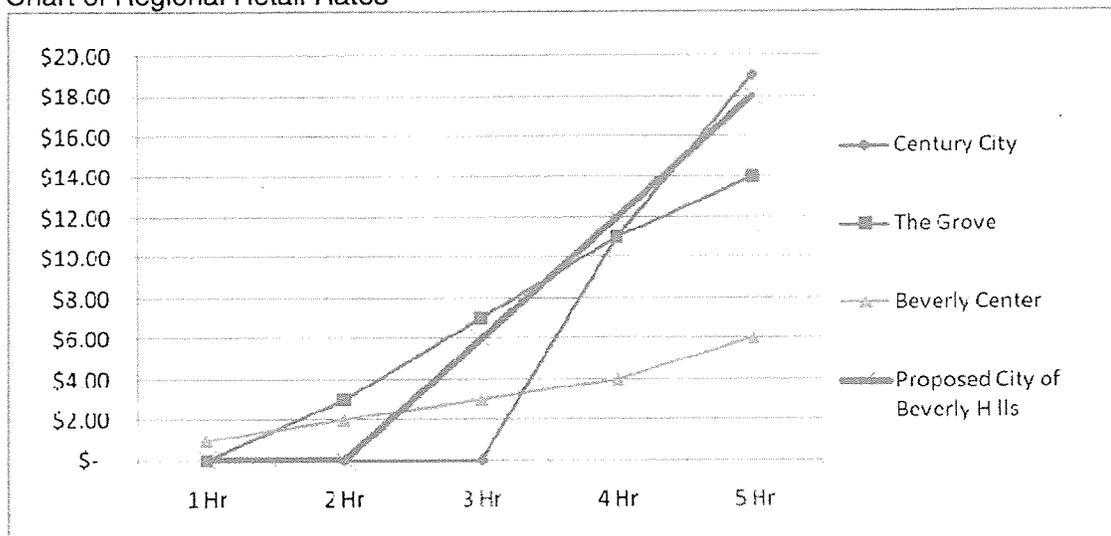
Pursuant to the ranges currently established by the City Council for the Daily Maximum Rate, implementation of this recommendation can be made based upon consensus and direction from the City Council.

¹ Walker Parking Study for Santa Monica July 2009, "Employees arrive early, occupy the most convenient spaces and move their car every two hours in order to avoid a parking ticket for violating the two hour time limit."

Retail Local/Regional Rates

Location	1	2	3	Daily Max	Validations	CUPs ²
Beverly Center	\$1 Per Hour First 4 Hrs	\$2 Each Additional Hr	n/a	\$10	No Validations Listed	No CUP
Century City	3 Hrs Free	\$7 Next 30 Min	\$2 Ea 15 min	\$21	\$8 for 4 hrs 4 Rest Val Up to 5 Hrs for \$3 Movie Val	3Hr Free CUP
The Grove	1 Hr Free	\$3 1-3 Hours	\$1 Ea 15 min	\$24	2 Hr Free from 18 Stores \$2 for 4 Hours Movies	1Hr Free CUP
City of Beverly Hills	2 Hrs Free	\$3 Ea ½ Hr	n/a	\$22	Limited	

Chart of Regional Retail Rates



National Hourly Rates (Private Operators)³

City	High	Low
Los Angeles	\$28	\$3
San Francisco	\$12.50	\$2
San Diego	\$9	\$4
San Jose	\$3.50	\$2.25
Walnut Creek	\$1	\$0.50
Portland, Or	\$6	\$1.15
National Average	\$8.91	\$3.12

² CUP - Conditional Use Permit

³ Colliers 2009 Central Business District Parking Survey

Flat Rate Adjustment

Staff is proposing both an adjustment to the current evening flat rate from \$3 to \$4 and an adjustment to the start time of this rate from 6pm to 5pm.

The evening flat rate was established to recognize the behavioral differences between daytime peak, high turnover usage and evening lower turnover usage, including dining. This rate provides a revenue source for use of the facility during evening hours and is similar to an "early-bird" special rate, which provides the user a flat rate for parking the entire evening, regardless of length of stay, and without concern for escalating fees.

The proposed \$4 rate is regionally in line with hourly rates established by private sector facilities and is under the proposed \$5 rate recommended and in the process of being adjusted in Santa Monica, which is currently \$3.

The start time for the flat rate was established in recognition of the after peak-hour uses and was set for 6pm. Observation of City facilities, especially triangle facilities, shows that exiting traffic begins to exceed entering traffic at approximately 2pm and accelerates until approximately 4pm. Moving the flat rate to 5pm recognizes the end of the City's peak demand period and begins to capture flat rate revenues beginning at an earlier hour.

Bedford Parking Rates

Staff is proposing adjusting the Bedford parking rates from 1 hour free to a pay-as-you-go rate from the time of entry as follows:

- \$2 First Hour
- \$3 per ½ Hour Thereafter

The Bedford parking facility is primarily occupied by customers using medical services in the surrounding area, including Bedford, Brighton, and Roxbury Drives. This facility is grossly over-utilized in comparison to both neighboring private parking facilities and neighboring City facilities. This parking facility fills to capacity on a daily basis, with lot-full closures multiple times per day, while neighboring facilities remain under-utilized. This contributes to the following impacts:

- Traffic congestion from vehicles queuing to enter the facility
- Traffic congestion from vehicles circulating the block multiple times until the facility reopens
- Revenue Losses and/or Engineered Customer Conflicts
 - The volume of this facility is so high, the parking equipment and attendant is often not able to keep up with the transactions
 - This creates extreme exit wait times, often approaching 20 minutes
 - Internal queuing creates impacts to internal circulation, requiring the facility to be closed to entering traffic and vehicles exited without paying to clear the lanes
 - External queuing creates conflicts with traffic attendants closing the facility, while customers view exiting traffic, often not understanding the internal congestion preventing entry

Facility Peak Tickets and Turnover

Facility	Total Spaces	Peak Transactions ⁴	Peak Turnover
Bedford	249	1743	7
Camden	364	1035	3
Beverly/Canon	407	2350	6

The table above illustrates both the over-utilization of the Bedford facility and the under-utilization of the Camden facility located one block to the east. The Beverly/Canon facility is included in this table as a point of reference, which experiences less peak turnover, is equipped with an additional exit lane and still experiences internal and external congestion. The configuration of the Bedford parking facility, in conjunction with the severely underpriced rates creates an opportunity to both generate revenues and equalize utilization of available parking resources in neighboring facilities.

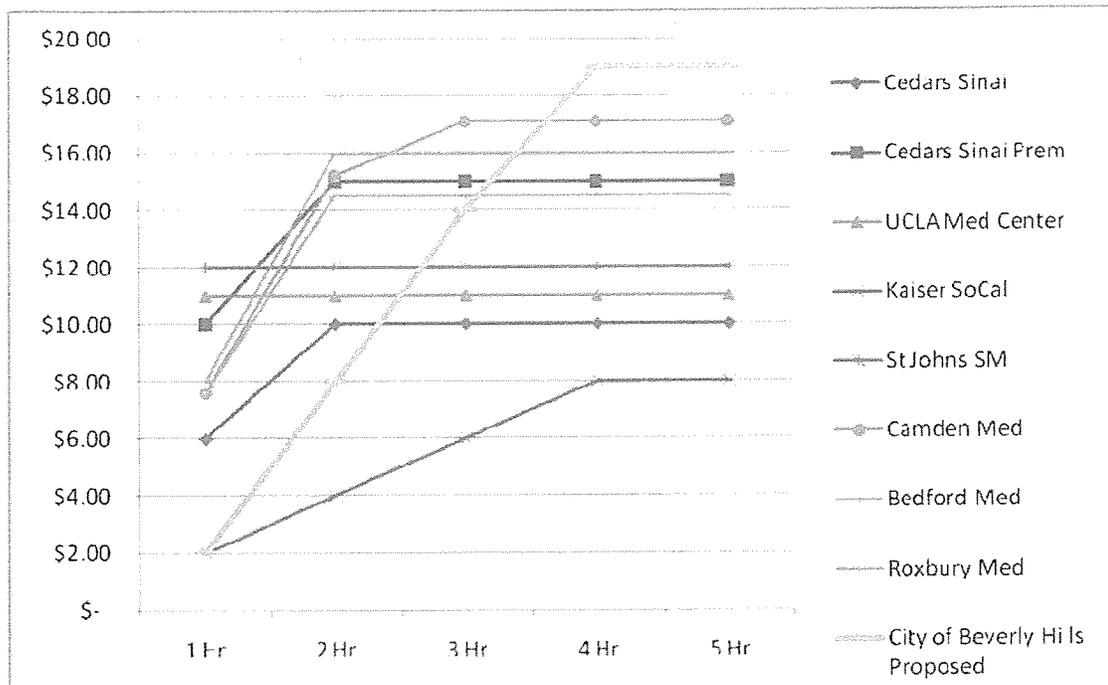
Transitioning the Bedford facility to a pay-as-you-go facility will promote the use of both neighboring private parking facilities and the use of the City's underutilized Camden parking facility. The creation of a significant enough rate disparity between the Camden and Bedford parking facilities, along with promotion of the 1 hour free parking available at Camden will encourage users unable to find parking at Bedford to seek the reduced rate parking at Camden and walk to their destinations, creating the benefit of additional foot traffic in this district.

The tables below show a comparison of medical use parking in the regional market.

Medical Regional/Local Rates

Location	1	2	3	Daily Max
Cedars Sinai	\$1.50 Ea 15 Min			\$10
Cedars Sinai Premium	\$2.50 Ea 15 Min			\$15
UCLA Medical Center	\$11 Flat Rate			\$11
Kaiser SoCal	15 Min Free	\$1 Ea 30 Min		\$8
St. Johns	15 Min Free	\$12		\$12
Camden	\$1.90 Ea 15 Min			\$17.10
Bedford	\$1.90 Ea 15 Min			\$14.50
Roxbury	\$2 Ea 15 Min			\$16
City of Beverly Hills Proposed	\$2 First Hour	\$3 Ea ½ Hour		\$22

⁴ Taken from total transactions for May 2009



The chart above shows the proposed rates remain below market for short-term users and remains regionally competitive for mid to long-term uses. It also graphically demonstrates the principle of recovering lower up front rates by accelerating the incremental parking rate in both time and dollars, and the rise of the daily maximum parking rate in exchange for lower up-front rates. In most competitor examples, the rate hits the daily maximum charge between 1 and 2 hours, spreading the revenue capture over more users up front and promoting longer-term occupancy, since once a user reaches the daily maximum charge there is little to no incentive to exit the parking facility.

The proposed rates provide an opportunity to create a parking rate policy in this area that is reflective of a holistic approach; consideration of the primary uses of the facility, the neighboring available resources and incentivizing the desired behaviors.

Consideration of Civic Center Rates

Staff recommends adjusting the current incremental rate at the Civic Center parking facility from \$0.75 per ½ hour to \$1 per ½ hour after the two hour free parking period immediately and giving ongoing consideration to creating a pay-as-you-go parking rate at this facility of \$1 for the first two hours and \$1 per ½ hour thereafter.

Although the primary intended use of the Civic Center parking facility is for visitors to City Hall, the Police and Fire Departments, the Library and City employee parking, there is an unintended consequence to the free and extremely below market rates at this facility. The proximity of this facility to the neighboring court house, offices along Civic Center, and in some cases within walking proximity to the triangle, has created an opportunity for visitors and employees of these establishments to utilize this space, creating impacts such as lot closures, which have escalated over the past two years.

Meeting Date: January 5, 2010

Staff recommends referring this item to the City Council Liaisons for additional study and recommendation.

Update to Fees and Charges

Staff has included the established fees for both the 9333 Third Street Garage, proposed starting rates for the 455 N. Crescent Dr. facility, and various clean up items to the Schedule of Fees and Charges related to the parking facilities. These items are incidental to the proposals herein, including reference and language corrections. The items, along with the items proposed herein, are highlighted in Attachment 2.

FISCAL IMPACT

Expenses for the implementation of these programs are estimated at approximately \$50,000 for new and replacement signage, equipment configuration, and public information and education. Funds are currently allocated and available in CIP #0786 Parking Facility Improvements for general improvement work in the parking facilities that is currently on hiatus.

Estimated revenues from proposed off-street parking fees

Brief Description	
Incremental Rate Adjustment to \$3 per ½ Hour	\$300,000
Daily Maximum Rate to \$22	\$20,000
Adjusting After 6pm Rate to \$4	\$100,000
Adjusting Flat Rate from 6pm to 5pm	\$300,000
Bedford Facility to Pay-As-You-Go	\$250,000
Civic Center Facility to Pay-As-You-Go	TBD
Sub-Total	<u>\$970,000</u>

If all proposals are adopted, there will be an approximate deficit remaining of \$1.6 million.


for: Scott Miller
Finance Approval


David Gustavson
Approved By

Attachment 1

Resolution

RESOLUTION NO. 10-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 AFTER THE
FREE PARKING PERIOD FOR FISCAL YEAR 2009/2010

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

Section 1. As set forth in Resolution 09-R-12669, the City Council has established, amended, fixed and modified, effective July 1, 2009, 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 2009/2010 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:

NANCY KRASNE
Mayor of the City of
Beverly Hills, California

ATTEST:

(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:

Laurence S. Wiener
LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

David D. Gustavson
DAVID D. GUSTAVSON
Director of Public Works and Transportation

for *Sandra Quisenberry*
SCOTT G. MILLER
Director of Administrative Services/
Chief Financial Officer

Exhibit "A"
Proposed Parking Rates

REFERENCE	TYPE OF FEE OR CHARGE	2009/10 RATE
<u>Public Works - Parking Operations, 345 North Foothill Road or Cashier's Office at City Hall, Room 240</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 Bvd. 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)	6.00
7-3.203	Preferential Parking Permit (per permit per year)	29.52
	Replacement permit	29.52
7-3.303	Resident Overnight Parking	
	Each permit (per year)	106.36
	Replacement permit	29.52
07-R-12338	Nurse/caregiver parking permit (per permit)	10.51
	Parking Facility Rates:	
	221 N. Crescent Drive	
	First Hour	Free
	Second Hour per half-hour	1.00
	Per 1/2 hour thereafter	3.00
	Vehicles entering after 5 p.m.	4.00
	321 South La Cienega Blvd.	
	First Hour	Free
	Second Hour	Free
	Per 1/2 hour thereafter	1.00
	Vehicles entering after 5 p.m. weekdays and all day Saturday and Sunday	Free

Exhibit "A"
Proposed Parking Rates

333 N. Crescent Drive	
First Hour	Free
Second Hour per half-hour	1.00
Per 1/2 hour thereafter	2.00
Vehicles entering after 5 p.m.	3.00
9361 Dayton Way	
First Hour	Free
Second Hour per half-hour	1.00
Per 1/2 hour thereafter	3.00
Vehicles entering after 5 p.m.	4.00
440 North Camden Drive	
First Hour	Free
Second Hour per half-hour	1.00
Per 1/2 hour thereafter	3.00
Vehicles entering after 5 p.m.	4.00
461 N. Bedford Drive	
First Hour	Free
Per 1/2 hour thereafter	3.00
Vehicles entering after 5 p.m.	4.00
9510 Brighton Way	
First Hour	Free
Second Hour	Free
Per 1/2 hour thereafter	3.00
Vehicles entering after 5 p.m.	4.00
216 South Beverly Drive	
First Hour	Free
Second Hour	Free
Per 1/2 hour thereafter	3.00
Overnight parking 6 p.m. - 9 a.m. - O/N Permit	3.00
Overnight parking 5 p.m. - 11 a.m. - O/N Permit	4.00
Vehicles entering after 5 p.m.	4.00
438 North Beverly Drive/439 North Beverly Drive	
First Hour	Free
Second Hour	Free
Per 1/2 hour thereafter	3.00
Vehicles entering after 5 p.m.	4.00
450 North Rexford Drive	
First 2 Hours	Free
Per 1/2 hour thereafter	1.00
Vehicles entering after 5 p.m. to 6 a.m.	Free
345 North Beverly Drive	
First Hour	Free
Second Hour	Free
Per 1/2 hour thereafter	3.00
Vehicles entering after 5 p.m.	4.00

Exhibit "A"
Proposed Parking Rates

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		3.00
Vehicles entering after 5 p.m.		4.00
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.		
9333 Thrid St		
First Hour		1.00
Second Hour		1.00
Per Hour Thereafter		2.00
Vehicles entering after 5 p.m.		3.00
455 N Crescent Dr		
First Hour		1.00
Second Hour		1.00
Per 1/2 hour thereafter		3.00
Vehicles entering after 5 p.m.		5.00
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	30.00
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	30.00

Exhibit "A"
Proposed Parking Rates

As established by the Director of Public Works & Transportation		
Daily Maximum (As posted)		
Range from	Low	5.00
	High	30.00
As established by the Director of Public Works & Transportation		
08-R-12500	Monthly Recurring Credit Card and Automated Payment Discount	
	Range From Low	5.00
	High	(20.00)
As established by the Director of Public Works & Transportation		
Monthly Parking Access Card		
	Range From Low	5.00
	High	30.00
As established by the Director of Public Works & Transportation		
Administrative fee of 10% of monthly parking rate for refunds of monthly parking payments		

Attachment 2

Parking Rate Information Sheet

Attachment 2
Parking Rate Information Sheet

2009/10
RATE

TYPE OF FEE OR CHARGE

Public Works - Parking Operations, 345 North Foothill Road
or Cashier's Office at City Hall, Room 240

Not all rates may be offered at all times. Offerings are subject to availability and change at the 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
242 North Beverly Drive/241 North Canon Drive (Public Gardens)	100.00
Chamber Pilot Program	50.00
Chamber Pilot Program After 4pm	30.00
461 N Bedford Drive	145.00
Santa Monica Five	125.00
9333 Third Street Introductory Rate	65.00

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%
Public Gardens (10 or More Monthly)	5%

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	16.00
440 North Camden Drive	16.00
9510 Brighton Way	16.00
216 South Beverly Drive	22.00
438 North Beverly Drive/439 North Beverly Drive	22.00
450 North Rexford Drive	16.00
345 North Beverly Drive	22.00

Attachment 2
Parking Rate Information Sheet

242 North Beverly Drive/241 North Canon Drive (Public Gardens)	22.00
461 N Bedford Drive	22.00
9333 Thrid Street	9.00
455 N Crescent Drive	22.00
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
242 North Beverly Drive/241 North Canon Drive (Public Gardens)	6.00
9333 Thrid Street	3.00
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
242 North Beverly Drive/241 North Canon Drive (Public Gardens)	10.00
461 N Bedford Drive	8.00
Santa Monica Five	8.00
9333 Thrid Street	5.00
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
9333 Thrid Street	3.00
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

