



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** August 16, 2011  
**To:** Honorable Mayor & City Council  
**From:** Chad Lynn, Director of Parking Operations  
**Subject:** Notice of Parking Meter Hour of Operation Changes Starting September 19, 2011

**Attachments:** 1. Exhibit "A" - Sign Graphic

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### **INTRODUCTION**

The ordinance related to the changing of Parking Meters Hours of Operation was officially effective as of April 2, 2010. Since that time, the City has completed the installation of the credit card parking meters and implemented parking rate adjustments.

This ordinance was reviewed by the City Council on the following dates:

- April 2008 (Rates)
- December 2008
- January 2009
- May 2009 (Public Gardens)
- January 5, 2010 – First Reading
- January 12, 2010 – Second Reading (continued)
- February 2, 2010 – Second Reading (continued)
- February 16, 2010 – Reintroduced First Reading
- March 2, 2010 – Second Reading

Pursuant to the ordinance, meters hours of operation may be changed by the Director of Public Works and Transportation after providing 30 days notice to the City Council at a public meeting.

Based on the proposals considered at these meetings, staff will be implementing the following changes:

- Monday – Saturday – 6pm to 9pm – 3 Hour Time Limit
- Sunday – 12pm to 6pm – 3 Hour Time Limit

The Sunday hours of operation were originally proposed for 12pm to 5pm, however after implementation consultations with traffic engineers and sign consultants staff will be implementing the 6pm ending time to create two distinct 3 hour time buckets and to simplify the appearance of the regulatory signage.

**DISCUSSION**

Staff will be implementing the change to parking meter hours of operations starting Monday, September 19, 2011. These changes will affect the meters throughout the Triangle and South Beverly areas, excluding the Santa Monica 5 parking facilities. The meter hours of operations in the Santa Monica 5 parking facilities will not be changed.

An occupancy study was conducted between June 8<sup>th</sup> and 11<sup>th</sup> of 2011 on a selection of streets throughout the City, illustrated in the table below. Zone 3 and Zone 6 represent the areas in which the new meter hours of operation will be implemented, both of which generally exceed the industry best practice of 85% occupancy, including the evening parking periods. Continuing parking meter hours of operations in these areas is consistent with pricing for parking congestion management, and will encourage users to seek alternative parking locations, including off-street parking locations which have available capacity in these areas.

Overall Occupancy

Area	Date	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Zone 3	6/8/2011	88%	10%	96%	94%	95%	92%	88%	87%	93%	93%	85%
	6/9/2011		85%	90%	90%		87%	83%		90%	91%	82%
	6/11/2011	74%	89%	95%	95%	93%	93%	92%	90%	90%	91%	90%
<b>Total Avg.</b>		<b>81%</b>	<b>61%</b>	<b>93%</b>	<b>93%</b>	<b>94%</b>	<b>91%</b>	<b>88%</b>	<b>88%</b>	<b>91%</b>	<b>92%</b>	<b>86%</b>
Zone 6	6/8/2011	91%	99%	97%	97%	99%	97%	97%	99%	89%	90%	87%
	6/9/2011	94%	99%	97%	99%	100%	100%	99%	99%	94%	88%	88%
	6/11/2011	87%	100%	100%	100%	100%	99%	94%	91%	97%	87%	87%
<b>Total Avg.</b>		<b>91%</b>	<b>99%</b>	<b>98%</b>	<b>99%</b>	<b>100%</b>	<b>99%</b>	<b>97%</b>	<b>96%</b>	<b>93%</b>	<b>88%</b>	<b>88%</b>
Zone 7	6/8/2011		63%	68%	70%	56%	63%	70%	56%	65%		65%
	6/9/2011		94%	73%	66%	68%	70%	83%	64%	68%	70%	65%
	6/11/2011	68%	80%	78%	45%	50%	56%	50%	46%	45%	55%	56%
<b>Total Avg.</b>		<b>68%</b>	<b>79%</b>	<b>73%</b>	<b>61%</b>	<b>58%</b>	<b>63%</b>	<b>68%</b>	<b>55%</b>	<b>59%</b>	<b>62%</b>	<b>62%</b>
Zone 9	6/8/2011	62%	62%	59%	55%	60%	55%	51%	59%	58%		59%
	6/9/2011		72%	82%	80%	77%	75%	90%	67%	70%	78%	55%
	6/11/2011	56%	73%	59%	65%	75%	76%	68%	55%	48%	42%	35%
<b>Total Avg.</b>		<b>59%</b>	<b>69%</b>	<b>67%</b>	<b>67%</b>	<b>71%</b>	<b>69%</b>	<b>70%</b>	<b>60%</b>	<b>58%</b>	<b>60%</b>	<b>50%</b>

Parking rates are currently \$2 per hour and will remain consistent into the evening hours. Time limits during the daytime hours of operation will remain consistent with the current posted restriction, most of which are 1 or 2 hours in these areas. Time limits for the evening hours of operation will be extended to 3 hours, which will require payment to park from 6pm to 9pm, but will not require a user to move their vehicle or return to the parking meter if they have paid for the allowable time period.

The implementation will be accompanied by a 30 day period of warning notices in lieu of citations for unpaid meters and an additional 60 days of relaxed enforcement before normal enforcement operations are in effect.

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Staff will continue to conduct occupancy studies as resources allow and will continue to propose rates and operational modifications to efficiently manage the City's on-street parking resources.

**FISCAL IMPACT**

Revenues from the area of implementation are estimated to be \$250,000 per year, which have already been budgeted as part of 2011/2012 parking meter revenues.



David Gustavson

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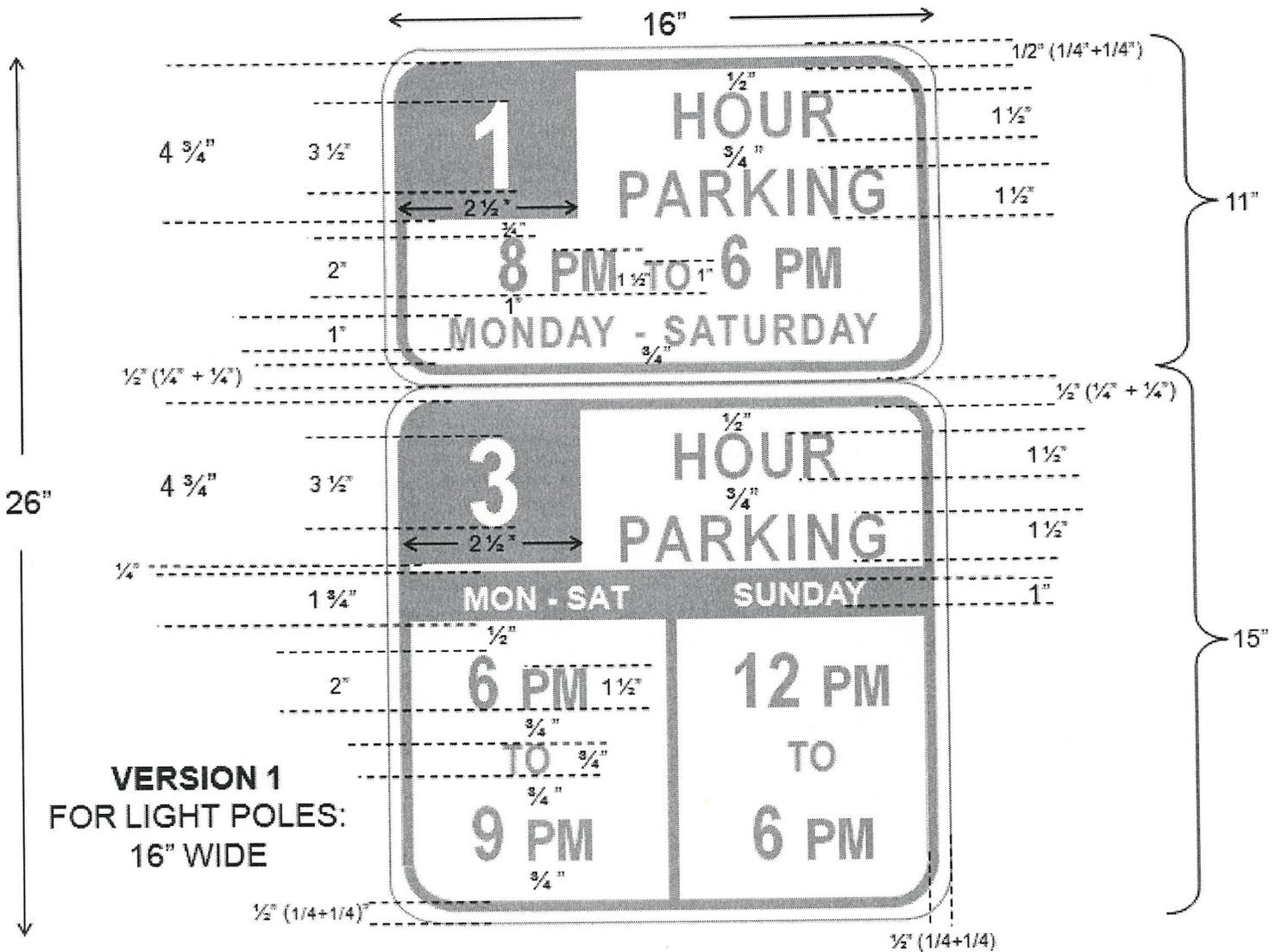
Approved By

# **Attachment 1**

# Final sign designs for meter conversions

Downtown Triangle and S. Beverly

## Design for light poles



# Final sign designs for meter conversions

Downtown Triangle and S. Beverly

Design for meter poles (current 1 HR sign not shown)

