



AGENDA REPORT

Meeting Date: October 18, 2011
Item Number: E-1
To: Honorable Chairman & Directors
From: Chad Lynn, Director of Parking Operations
Subject: RESOLUTION OF THE BOARD OF THE PARKING AUTHORITY OF THE CITY OF BEVERLY HILLS ESTABLISHING THE PARKING AUTHORITY SCHEDULE OF PARKING FACILITY RATES FOR FISCAL YEAR 2011/2012

Attachments: 1. Resolution

RECOMMENDATION

Staff recommends the Board of Director of the Parking Authority of the City of Beverly Hills adopt the resolution establishing the parking authority schedule of parking facility rates for the Fiscal Year 2011/2012.

INTRODUCTION

Over the past 30 years, some of the publicly owned parking structures in the City have been owned by the Beverly Hills Parking Authority and others have been owned by the City. At various times, ownership of various parking structures has been transferred between the two entities. Currently, the Parking Authority owns all of the parking facilities except for the 450 N. Rexford Drive (Civic Center) and 9333 Third Street (Foothill) parking facilities.

In approximately 1975 the City created its current parking enterprise fund; however, the current fund functions as a quasi-enterprise fund that is still technically part of the City's General Fund. Consequently the costs and revenues associated with the City's parking facilities cannot be easily separated from the City's General Fund, which results in accounting difficulties and confusion in the community about revenue and expenditure sources. Allowing ownership of the parking facilities to be consolidated under the City of Beverly Hills Parking Authority will allow for the parking facilities to be operated as a true enterprise that is separate from the City's General Fund. Additionally, the City's parking facilities are regularly used as collateral in the issuance of bonds, and the transfer of

ownership will allow for easier realignment of collateral (the parking facilities) as property values increase and outstanding bond balances decrease over time.

DISCUSSION

As ownership of the parking facilities currently resides with the Parking Authority, it is necessary to establish the schedule of Parking Facility Rates for the current fiscal year within the Parking Authority.

With the exception of the 461 N. Bedford Drive parking facility, which is currently One-Hour Free Parking and will be expanding to Two-Hours Free, all of the proposed parking rates under the Parking Authority are the same as currently listed as part of the City's established parking rates. There will be no reduction to free parking or increase in the subsequent parking rates as part of this rate adoption.

As part of this process, in addition to the recommendation to the Board of the Parking Authority of the City of Beverly Hills to adopt the rates as outlined in the associated attachments, there will be a separate action item on the agenda of the City Council of the City of Beverly Hills to repeal the rates associated with those facilities owned by the Parking Authority of the City of Beverly Hills.

Since the rates being adopted by the Parking Authority reflect the rates currently established by the City Council, these changes should have no impact to the customer experience when using one of the City's or Authority's public parking facilities.

FISCAL IMPACT

Since the changes related to the 461 N. Bedford Drive parking facility have already been approved in concept by the City Council, the adoption of these parking rates will have no fiscal impacts except to transfer revenue from one public entity to the other.



Scott Miller
Finance Approval



David Gustavson
Approved By

Attachment 1

RESOLUTION NO. 11-R-_____

RESOLUTION OF THE BOARD OF THE PARKING AUTHORITY OF
THE CITY OF BEVERLY HILLS ESTABLISHING THE PARKING
AUTHORITY SCHEDULE OF PARKING FACILITY RATES FOR
FISCAL YEAR 2011/2012

The Parking Authority of the City of Beverly Hills does resolve as follows:

Section 1. The City of Beverly Hills recently transferred ownership of the City's parking facilities at the locations indicated in Exhibit A, attached hereto and incorporated herein. The Parking Authority desires to establish a schedule of parking rates at these facilities ("Parking Authority Schedule of Parking Rates") at the current City rates, and to expand free parking at the 461 North Bedford Drive parking facility from one hour to two hours free parking.

Section 2. The Parking Authority Schedule of Parking Rates for Fiscal Year 2011/2012 is hereby established as set forth in Exhibit A and shall take effect on November 1, 2011.

Section 3. The 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 Board of the Parking Authority.

Adopted:

PARKING AUTHORITY OF THE
CITY OF BEVERLY HILLS

BARRY BRUCKER
Chairman of the Parking Authority
of the City of Beverly Hills

ATTEST:

BYRON POPE
Clerk to the Parking Authority

(SEAL)

APPROVED AS TO FORM:



LAURENCE S. WIENER
General Counsel

APPROVED AS TO CONTENT:

JEFFREY KOLIN
Chief Executive Officer



SCOTT G. MILLER
Chief Financial Officer

Exhibit A
 Parking Authority Parking Rates

REFERENCE

RATE

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

REFERENCE	RATE
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
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	Free
Second Hour	Free
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

Exhibit A
Parking Authority Parking Rates

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		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
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
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.		
455 North Crescent Drive		
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
Parking Authority Parking Rates

Special Event Parking Flat Rate		
(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/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	(20.00)
	High	5.00
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		
Facility Charges		
	Metered or Surface Lots (per day)	201.50
	Additional Facility Hours	150.00
	City Personnel if required (per hour)	53.00
	Add on hours by hour or portion thereof	
	Call in requires a four-hour minimum	
<i>* A service fee of one hour will be charged on all cancellations</i>		