



AGENDA REPORT

Meeting Date: May 3, 2016
Item Number: E-2
To: Honorable Mayor & City Council
From: Lincoln Hoshino and Martha Eros
Subject: RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS AMENDING THE COMPREHENSIVE SCHEDULE OF TAXES, FEES & CHARGES TO AMEND THE FALSE ALARM SERVICE CHARGES AND ADD BIKE SHARE FEES FOR FISCAL YEARS 2015-2016 AND 2016-2017
Attachments: 1. Resolution

RECOMMENDATION

It is recommended that the City Council conduct a public hearing and adopt the "RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS AMENDING THE COMPREHENSIVE SCHEDULE OF TAXES, FEES & CHARGES TO AMEND THE FALSE ALARM SERVICE CHARGES AND ADD BIKE SHARE FEES FOR FISCAL YEARS 2015-2016 AND 2016-2017."

INTRODUCTION

False Alarm Fees. The Beverly Hills Police Department (BHPD) has requested that the City Council amend the ordinance related to False Alarms to remove the requirement that an alarm company call the alarm subscriber twice to verify the validity of an alarm prior to calling the Police Department. Removal of this requirement will likely increase the number of false alarm calls that the Police Department receives. Consequently, staff requests that the City Council approve this Resolution amending false alarm fees for police response to provide for the first false alarm response to be free in order to lessen the burden on City of Beverly Hills residents and businesses.

Bike Share Fees. At the April 7, 2015 study session, City Council directed staff to implement a bike share pilot program following the City of Santa Monica's bicycle share model. On August 4, 2015, City Council approved an agreement with Cyclehop, LLC for the purchase, operation, maintenance and administration of the City's pilot bicycle share program. The Beverly Hills Pilot bike share test period began on February 22, 2016 ending on April 22, 2016. With positive feedback received during the test period, it is

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anticipated that the bike share program of the City of Beverly Hills be rolled out on May 10, 2016.

DISCUSSION

False Alarm Fees. Currently there is a \$210 charge to property owners for the first response to a false alarm, which can be waived upon the successful completion of an alarm user class. The second response is \$261 and the third and subsequent response is \$366. The proposed amendment to the false alarm fees associated with police response will allow for the first false alarm response to be free. The second response will be \$261 and can be waived upon the successful completion of an alarm user class within 60 days of the false alarm. The third response will be \$261 and the fourth and subsequent responses will be \$366. These proposed waivers would be calculated on an annual basis for each residence and business. The false alarm fees will be unchanged with respect to fire department responses to false alarms.

Bike Share Fees. The fees and charges associated with the use of the bicycles and participation in the bike share program is set to align with the fees and charges imposed by City of Santa Monica, City of West Hollywood and future Westside Cities bikeshare participants. Staff is then requesting that these fees and charges be added to the City's Comprehensive Schedule of Taxes, Fees & Charges and that the Director of Community Development be given the authority to adjust these fees in accordance with the bicycle fees in collaboration with the City of Santa Monica, City of West Hollywood and future Westside cities bikeshare participants provided that no fee set shall increased by more than 10 percent each fiscal year.

FISCAL IMPACT

False Alarm Fees. It is estimated that there will be a reduction in cost recovery in the amount of \$150,000 to \$200,000 due to the change in the false alarm fees associated with police response.

Bike Share Fees. The fees and charges will be borne by the users as they participate in the City's bike share program and will go towards cost recovery for the bikes and annual program operations.



DON RHOADS
Director of Administrative Services/
Chief Financial Officer



SANDRA SPAGNOLI
Chief of Police



SUSAN HEALY KEENE
Director of Community Development

Attachment 1

RESOLUTION NO. 16-R-_____

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS
AMENDING THE COMPREHENSIVE SCHEDULE OF TAXES, FEES &
CHARGES TO AMEND THE FALSE ALARM SERVICE CHARGES
AND ADD BIKE SHARE FEES FOR FISCAL YEARS 2015-2016 AND
2016-2017

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

Section 1. *False Alarm Fees.* As set forth in Municipal Code Section 4-4-109, a false alarm service charge is billed to each subscriber for the false alarms issued by the subscriber's alarm system within a calendar year. The City of Beverly Hills ("City") now desires to adjust certain existing fees regarding police responses to false alarms contained in the City's Comprehensive Schedule of Taxes, Fees & Charges. The City Council hereby adjusts existing fees regarding police responses to false alarms in the amounts set forth in Exhibit A. Said fee shall be included and incorporated into the City's Comprehensive Schedule of Taxes, Fees & Charges and shall go into effect on 12:01 a.m. on May 4, 2016.

Section 2. *Bike Share Fees.* The City has purchased bicycles for its bike share program and desires to add fees for the use of the bicycles and participation in the bike share program to the City's Comprehensive Schedule of Taxes, Fees & Charges in the amounts set forth in Exhibit B. Said fees shall be included and incorporated into the City's Comprehensive Schedule of Taxes, Fees & Charges and shall go into effect on 12:01 a.m. on May 4, 2016. In the event that the City's bike share program provides for the reciprocal use of bikes in connection with another city's bike share program, the City Director of Community Development may adjust the amounts set forth in Exhibit B to match the fees established by such city, provided that no fee set forth in Exhibit B shall increase by more than 10 percent each fiscal year.

Section 3. The City Council is taking action only on those fees set forth in Exhibits A and B. The remaining taxes, 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 set forth in the Comprehensive Schedule of Taxes, Fees & Charges have not been readopted and remain in place.

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

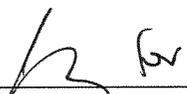
Adopted:

JOHN A. MIRISCH
Mayor of the City of Beverly Hills, California

ATTEST:

_____(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:

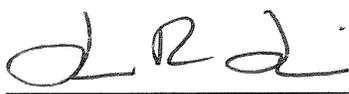


LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:



DON RHOADS
Director of Administrative Services/
Chief Financial Officer



SANDRA SPAGNOLI
Chief of Police



SUSAN HEALY KEENE
Director of Community Development

EXHIBIT A

False Alarm Service Charge for Police Response

First Response

No charge

Second Response within Calendar year

\$210.00 (amount may be waived once per calendar year with successful completion of the “Alarm User Awareness Class” within 60 days of the alarm event).

Third Response within Calendar Year

\$261.00

Fourth and Subsequent Responses within Calendar Year:

\$366.00

False Alarm Service Charge for Fire Response

First Response

\$210.00 (amount may be waived once per calendar year with successful completion of the “Alarm User Awareness Class” within 60 days of the alarm event).

Second Response within Calendar Year

\$261.00

Third and Subsequent Responses within Calendar Year:

\$366.00

EXHIBIT B

BIKE SHARE FEES

CASUAL	USERS RATE	RIDING TIME ¹
Pay as You Go	\$6	60 mins
MONTHLY PASS ²	RATE	DAILY RIDING TIME¹
Monthly 30-min	\$20	30 mins
Monthly 60-min	\$25	60 mins
Transit Combo	\$15	60 mins
ANNUAL PASS	RATE	DAILY RIDING TIME ¹
Annual 30-min	\$119	30 mins
Annual 60-min	\$149	60 mins
BH Resident/Founding member ³	\$99	60 mins
STUDENT TERM RATE Student Only (requires verification):	RATE	DAILY RIDING TIME¹
6 month pass for Spring/Summer or Fall/Winter Term	\$47	60 mins

FEE WAIVERS

City Sponsored/co-sponsored event fee waivers applicable waived fees per event. Transportation Official may determine

MISCELLANEOUS ACTIVITIES

	CHARGE/CREDIT
Overage fee per minute after ride time exceeded	\$0.10 per minute
Return bike out of system area	\$20 charge
Return bike out-of-hub location in system area	\$2 charge
Return bike from out-of-hub location to hub	\$1 credit
Reserve bike prior to use	Standard rates apply while reserved

Note: Bike return to a regular bike rack within 100 feet of a hub shall be considered "in hub" if no bike racks are available at the hub.

REFERENCE

¹ Riding time: For casual users, minutes are purchased in advance and balance of available time is reduced when used, with no expiration. For passes, daily riding time is the number of minutes included per day; no rollover credit; additional usage is charged at regular basis.

² Online promotions for monthly passes may be offered directly or via social buying websites, (i.e., 6 month membership may be offered for the cost of 3 months); maximum 5 times per year, with Transportation Official authorization. Transit combo availability subject to coordination with transit agencies.

³ Founding member: Membership purchased prior to launch: includes special promotional items yet to be determined and opportunity to be selected for pre-launch testing.