



## STAFF REPORT

**Meeting Date:** July 5, 2016

**To:** Honorable Mayor & City Council

**From:** Chad Lynn, Assistant Director of Public Works Services  
Genevieve Row, Parking Services Manager  
Logan Phillippo, Management Analyst

**Subject:** Beverly Hills Unified School District Request for City Public  
Parking During Construction at El Rodeo School

**Attachments:**

1. School District Request dated May 25, 2016
2. City Response dated June 23, 2016

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### **INTRODUCTION**

Staff is seeking City Council direction on a request to provide parking for the Beverly Hills Unified School District ("District") while construction takes place at El Rodeo School.

### **DISCUSSION**

The District has submitted a request (Attachment 1) to the City for the use of 60 off-street parking spaces at the City parking structure located at 440 North Camden Drive, as well as one (1) nearby on-street curbside parking space for the purposes of operating a shuttle service that will provide transportation for District faculty and staff to and from El Rodeo School. This parking facility was identified as the most suitable facility based on the availability at the time of the request and the geographic location with respect to the District's needs. Construction is expected to last up to two and a half (2.5) years. The District has proposed \$25,000 per school year (9.5 months) for the City to provide this service. The proposal, as submitted, is less than rates as set forth in the Parking Authority's Schedule of Parking Facility Rates. The City is continuing to work with the District, including a scheduled meeting on June 30<sup>th</sup>, on terms that would include:

- A minimum of 60 off-street parking spaces during specified days of the school year. Staff proposes district employees would park at the topmost levels of the structure.
- Parking for 183 days where faculty and staff must report to El Rodeo School.
- This 183-day period will begin in mid-August and finish at the end of May.
- The use of parking spaces between 7:00 am and 4:00 pm, Monday – Friday.
- The use of one (1) on-street curbside parking space during these times for shuttle service to transport employees to and from El Rodeo School.
- On the parking structure rooftop level, the City proposes to provide attendant assisted parking services to stack park District employees' vehicles in order

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to minimize the displacement of other parking customers. Stack parking refers to parking one car directly behind another in the drive aisle. An attendant holds the keys and unblocks cars as needed.

Occupancy reports are indicating an increase in peak hour occupancy of this parking facility since the start of informal discussions. Occupancy fluctuates on a daily basis and increase as the week progresses. The current usage indicates that there may not be sufficient space available on one or more days of the week. This indicates that the proposed parking arrangement would impact service provided to public customers with the addition of 60 parking passes provided to the District. In order to accommodate the District parking customers, the City is proposing attendant assisted parking to meet these competing interests. If these operations are not implemented this would potentially limit the number of new monthly parking passes issued to the public and may displace current public monthly customers. Transient public parking customers may also experience decreased parking space availability.

The District's proposal has estimated that the parking arrangement should be subject to a \$355 annual fee per parking space or a total of approximately \$21,300 for all 60 spaces. This \$355 annual fee was determined by applying a \$155 monthly fee, dividing it by 30 days in a month and then prorating the daily rate for only 9 hours of usage per day. This number is then multiplied by the 183 days requested. Monthly use of the 440 North Camden structure has a fee for individual customers of \$145 per space per month based on a similar usage profile described by the District.

Additionally, the District has proposed reserving use of one (1) on-street curbside parking space at the cost of \$3,294, which matches the current meter rates of \$2.00 per hour for the times requested. The City has responded to the District's request (Attachment 2) by providing parking rates as set forth in the Parking Authority's Schedule of Parking Facility Rates.

Although customers matching the parking profile described by the District typically do not receive discounts for the purchase of multiple parking passes, the City does offer discounted rates for Customers that request large volumes of parking spaces over multiple years. In these cases, monthly rates vary depending on a number of factors including the number of spaces reserved. The lowest monthly parking rate currently in effect has an effective rate of \$81 per vehicle, per month and consists of a volume of approximately 100-120 monthly parking users plus an additional 50-100 stored vehicles, for a total of 150-220 on a monthly basis.

In an effort to minimize the displacement of public parking customers, the proposed operations may incur additional costs for providing attendant assisted parking. These attendants will assist with stacking vehicles in the aisles on the rooftop level of the parking facility. The cost of such services for the days requested could be as high as \$25,110, but staff is working with the District to minimize the demand for these services. For example, these services may not be needed every day of the week based on daily occupancy and capacity.

**FISCAL IMPACT**

The Revenues table on the next page estimates usage according to three scenarios.

- Scenario 1 applies the established rate of \$145 per space per month, which is consistent with other customers with similar usage profiles.
- Scenario 2 applies the lowest current monthly parking fee in effect of \$81 per space per month.
- The District-proposed scenario totals \$25,000, from which an approximate rate of \$36.177 per space per month is determined.

<b>Revenues</b>			
	<b>Scenario 1</b>	<b>Scenario 2</b>	<b>District Proposed</b>
Monthly Fee Per Space	\$145	\$81	\$36.177
Fee for 60 Spaces (10 months)	\$87,000	\$48,600	\$21,706
Price Credit (1.5 months for school recesses)	(\$13,050)	(\$7,290)	-
On-Street Fee	\$3,294	\$3,294	\$3,294
Total Estimated Revenue Per Year	\$73,950	\$41,310	\$25,000

The Expenses table, below, estimates costs for attendant assisted parking services and provides a low range, determined by 1 day of usage per week, and a high range, determined by 5 days of usage per week.

<b>Expenses</b>		
	Low	High
Parking Attendant Cost	\$5,022 (1 day per week)	\$25,110 (5 days per week)

The Profit/(Loss) table, below, subtracts low-range estimated expenses and the high-range estimated expense from the total revenue per year for each scenario.

<b>Gain/(Loss)</b>			
	<b>Estimated Revenues</b>	<b>Estimated City Expenses</b>	<b>District Proposed</b>
Low	\$25,000	\$25,110	(\$110)
High	\$73,950	\$5,022	\$68,928

Based on the rate established at this facility, the District's proposal would create an unrealized revenue of \$73,950 annually, not including actual costs associated with attendant assisted parking.

Based on lowest rates currently in effect, the District's proposal would create an unrealized revenue \$41,310, not including actual costs associated with attendant assisted parking.

Additionally, the City may incur actual costs of \$5,022 to \$25,110. Based on the District's proposal, the cost of these services will further reduce the City's revenues and in the most extreme case, the City may not recuperate the total cost of services.

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**RECOMMENDATION**

Staff is seeking City Council direction related to the rates and provisions of providing parking services to the District.

Staff recommends the following:

- Mitigate impacts to available public parking by requiring District parking on rooftop levels
- Mitigate impacts to available public parking through the use of attendant assisted parking when needed
  - o Fully recover the costs associated with these services
- Provide rates no lower than the current lowest monthly parking offering
- Provide pro-rated fees (on a weekly basis) for holiday/break periods

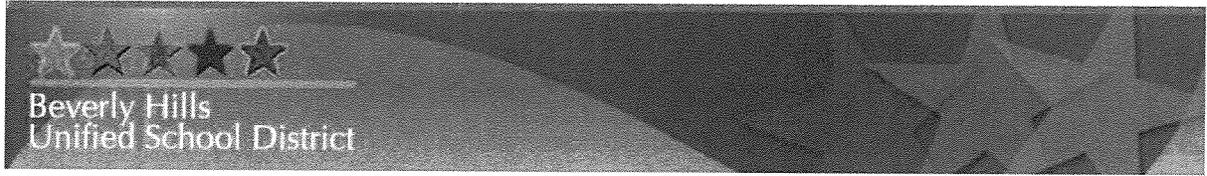


George Chavez

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Approved By

# ATTACHMENT 1



FACILITIES & PLANNING DEPARTMENT

## Memorandum

**DATE:** May 25, 2016  
**TO:** Mahdi Aluzri, Beverly Hills City Manager  
**FROM:** Eitan Aharoni, BHUSD Chief Facilities Officer  
**SUBJECT:** Interim Parking for El Rodeo School

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The Beverly Hill Unified School District (District) has undertaken major facilities renovations for its five schools throughout the City under Measure “E” Bond Program. The improvements focus on structural upgrades and maintaining the historical character of the campuses. In each of the campuses the District is planning to significantly improve the parking availability for its Staff and Visitors. In order to make this a reality, temporary measures are required to satisfy the parking needs at an off site facility.

One of the first significant projects to be undertaken is at El Rodeo School. The District has been exploring many options that could satisfy the temporary parking during the construction period and has been unable to find any economically feasible solution without assistance from the City of Beverly Hills (City). At this time the District is reaching out to the City to help in resolving this critical parking issue.

The District has appreciated the open communications with the City regarding the need to resolve the parking requirements during this upcoming construction at El Rodeo School. We estimate our needs at a minimum to be 60 spaces and used between 7:00am and 4:00pm Monday through Friday from mid-August to the end of May each year. There will also be times, such as the winter and spring breaks, that there will not be any parking requirements. A school year amounts to a total of 183 days each year that teachers are working.

A few months ago the District met with your Parking Management Staff and visited the City Owned Parking Facility at 440 N. Camden Drive. After these discussions, it was agreed that the Camden facility could meet our parking requirements. Your Staff described the availability for our parking to be at the upper most levels in the spaces that are not covered. The plan that was discussed would have our Staff park in the upper most spaces first and fill downward in the lower spaces as each person arrives. It was also discussed that there may be times when the facility will fill up and some public patrons would be allowed to park behind our staff vehicles with a valet available to move vehicles if the need arises.

The District was advised that the standard monthly rate for parking at the Camden facility is \$155 per stall per month. As described above, the District's needs are unique and not the usual full monthly access that a private sector patron would expect. As such we have evaluated the monthly cost and determined that an appropriate annual fee per stall would be \$355. The basis for our assessment starts with establishing the daily charge by dividing the \$155 monthly fee by 30 days in a month. We then apply the 183 days we need these spaces each year and that we only use them from 7:00am to 4:00pm or 9 hours per day. Our need is for 60 spaces, which brings our annual fee for this parking to \$21,300.

In addition, we need to have a single curbside-parking stall to allow the parking for the shuttles that are necessary to transport the staff to and from the school. We expect that it will take two shuttles working on opposite ends to minimize the time it will take to get staff to the school. So this parking space will have a shuttle there most of the day. We used the published rate of \$2 per hour for metered parking and again applying the 9 hours per day for the 183 days per year bringing the annual cost for this space to \$3,294.

Based on the above the District can make an offer to the City of an annual rate for this parking arrangement at \$25,000 to be paid to the City at the commencement of each school year in August. The parking at El Rodeo is a significant impact on the overall budgets for the Modernization Program at El Rodeo. While the parking costs may not appear to be significant, when we include the cost of providing a shuttle service we are facing a potential annual expense of over \$200,000. We appreciate the partnership with the City to allow the District to have this parking at our disposal and welcome further conversation to bring this agreement to a conclusion.

Please do not hesitate to call me at 310-551-5100 ext. 5189 if you have any questions.

# ATTACHMENT 2



Chad Lynn, Assistant Director  
Department of Public Works Services

June 23, 2016

Eitan Aharoni  
Beverly Hills Unified School District  
255 S. Lasky Drive  
Beverly Hills, CA 90212

**RE: Beverly Hills Unified School District (District) Interim Parking Request for El Rodeo School**

Dear Mr. Aharoni:

The purpose of this letter is to respond to your email Memorandum dated May 25, 2016 regarding the District request for parking at the Beverly Hills public parking structure, located at 440 North Camden Drive, during construction at El Rodeo School.

To confirm, the District is requesting 60 spaces between the hours of 7:00 am and 4:00 pm, Monday through Friday, from mid-August through the end of May.

In an effort to meet this request, attendant assisted parking may be needed to stack vehicles in the drive aisle to ensure public parking customers are not displaced. The associated cost for this service is approximately \$15.50 per hour. In order to ensure members of the public are not displaced, the City would require District employees to park on the roof top level of the parking facility, and when needed, would be directed by the attendant to stack park to ensure availability over the course of the day to the public.

The City will work with the District to minimize the need for and hours associated with this service. However, for planning purposes, the City estimates the need for this service for the entire duration of the associated parking hours, from 7:00 am to 4:00 pm (9 hours per day) Monday through Friday (5 days per week). Actual attendant needs may vary by day of the week and by season according to the days when faculty and staff must report to the school.

Current parking rates pursuant to the Parking Authority's published Schedule of Parking Facility Rates for 440 North Camden Drive are listed below.

- **Daily Parking Rate:** 1st hour free; 2nd hour \$1 per ½ hour; thereafter \$3 per ½ hour
- **Daily Maximum:** \$22
- **Early Bird Rate:** \$8 for all day vehicles entering before 10:00 am (vehicles cannot exit and reenter)
- **Monthly Parking Rate:** \$145 per month per space

Based on these parking rates, the value of parking for these 60 spaces are also listed below

- 183 days at the Daily Parking Rate: \$241,560
- 183 days at the Early Bird Parking Rate: \$87,840
- 9.5 Months of Parking at the Monthly Parking Rate: \$82,650

Understanding that the District needs may differ based on the number of days per year parking is needed, from a monthly parking utilization perspective the needs as outlined on a monthly basis are very similar to private sector usage. While monthly parking rates do provide users with parking for each day of the month, rates are established based on a five-day workweek and an 8-10 hour workday, which matches the usage proposed by the District.

The District parking request also included use of a single off-street curbside parking space to allow for shuttle parking to transport District faculty and staff to and from the school. Parking staff will work with Community Development Transportation staff regarding the designation of one curbside-parking meter space and appropriate signage for shuttle parking from 7:00 am to 4:00 pm, allowing public parking after 4:00 pm. The District proposed annual cost for the meter space of \$3,294, which is consistent with current City established rates for metered on-street parking spaces. The District has proposed payment of \$25,000 per school year for public parking at the 440 North Camden Drive parking structure and curbside parking, which will require consideration and direction from the City Council. Staff has requested the matter be heard by the City Council at the Study Session scheduled for Tuesday, July 5, 2016.

City staff would like to meet with the District representatives to better understand the specific parking needs on a monthly and annual basis at the 440 North Camden Drive parking structure. Based on a better understanding of the daily, weekly, monthly and annual parking needs as well as potential operating parameters, such as managing aisle parking, staff may be able to reduce both the City's costs and provide more a customized parking plan within the Parking Authority's current Schedule of Parking Facility Rates or provide options for consideration by the City Council. Please contact me by phone at (310) 288-2807 or by email at [clynn@beverlyhills.org](mailto:clynn@beverlyhills.org) if you have any questions.

Sincerely,



Chad Lynn  
Assistant Director of Public Works Services

Cc: Mahdi Aluzri, City Manager