



CITY OF BEVERLY HILLS
TRAFFIC & PARKING COMMISSION

April 2, 2015

TO: Traffic & Parking Commission
FROM: Transportation Staff
SUBJECT: Staff Status Report

The purpose of the staff report is to provide the Commission with updates on pending items; therefore, the Commission cannot make formal recommendations on these items.

a. Conflict of Interest Overview

Pending availability of the City Attorney's office, a presentation on *Conflict of Interest* will be provided to the Traffic & Parking Commission.

b. Tour Bus Activity

The City Council Tour Bus Ad-Hoc Committee continues to evaluate alternatives for managing tour bus activity in the business triangle, including the reviewing vehicle weight limit ordinance and identifying alternative passenger loading zones.

The Beverly Hills Chamber of Commerce Government Affairs Committee (GAC), the Conference & Visitors Bureau (CVB), and the Rodeo Drive Committee are taking an active role and reviewing the City Council Tour Bus Ad-Hoc Committee recommendations. The GAC facilitated a "tour bus summit" on March 26th to engage the business/retail community and tour bus operators. Staff will provide the Traffic & Parking Commission an update at the April 2nd meeting on discussions/actions resulting from the summit.

c. Bicycle Sharing

Fehr & Peers Transportation Consultants have been retained to conduct the bikeshare feasibility study to identify system suitability within the City and adjacent jurisdictions, preliminary station locations, ridership forecast, system size, and cost recovery methodology. Additional items to address include system branding, sponsorship, and community education/outreach.

d. Taxi Franchise

The Traffic & Parking Commission Taxi Ad-Hoc Committee (Chair Friedman and Commissioner Licht) will meet with City staff to define the Traffic & Parking Commission's role with the implementation of the Taxi Franchise Program.

e. Olympic/Beverly/Beverwil Intersection

Per direction of the City Council Traffic & Parking Commission Liaison Committee, *Fehr & Peers* is analyzing options to improve the operations of the intersection. This analysis is

planned to be completed in April or May 2015 and will be presented to the City Council/Traffic & Parking Commission Liaison Committee.

f. Trousdale Estates

An update report will be provided at the meeting.

g. Parking Inventory

The City retained *Kimley-Horn* to develop a city-wide off-street parking inventory. Staff is scheduling a presentation in April or May to the Traffic & Parking Commission to provide an overview of the inventory at a future meeting.

h. Parking Guidance System

Attachment-1 provides a brief summary on the Parking Guidance System technology recently installed in the City's parking structures.

i. April 7, 2015 City Council Meeting Items

The Traffic & Parking Commission's recommendation to modify Preferential Parking Permit Zone "O" on the 500 block of North Sierra Drive is on the formal meeting agenda under new and continued business. An information item on bicycle sharing, including a proposal to expedite an agreement to purchase equipment, is planned to be included in the Study Session packet. The reports will be available online by Saturday, April 4, 2015, on the City website: www.beverlyhills.org > City Government > Mayor and Councilmembers > City Council Meetings.

j. Correspondence

No correspondence received.

ATTACHMENT-1



CITY OF BEVERLY HILLS
TRAFFIC & PARKING COMMISSION

April 2, 2015

TO: Traffic & Parking Commission
FROM: Mario Inga, Parking Services Manager
SUBJECT: Parking Guidance System

The Parking Guidance System provides customers with dynamic information on parking within controlled areas. The system combines traffic monitoring and communication.

Modern parking facilities utilize a variety of technology to help drivers find unoccupied parking spaces through lighting displays and signs. A parking guidance system aids in the search for vacant parking spaces by directing drivers to garages where occupancy levels are low. The main goal is to reduce search time and congestion.

We continue to expand space monitoring/counting systems to improve the availability of parking and to expand real-time communications of available parking via signage, smartphone applications and websites. This program supports our Public Works Services Vision Statement #2: Beverly Hills is a world-class community, offering an extraordinary environment, activities, and events.

The parking guidance system has been installed at 216 South Beverly Drive, 461 North Bedford, 345 North Beverly, SM-5 locations, Beverly-Canon garage, and is currently being installed at 9333 West Third Street. The next location will be the 450 North Rexford (Civic Center) garage.

There are two types of sensors, and both systems are integrated and can be accessed by one website with real time information.

- **Indoor** sensors are easy to notice, they have a green (available) and red (occupied) light above each space, and blue light for ADA spaces.
- **Outdoor** sensors are solar powered parking space occupancy. They are clean, green and environmentally friendly