



CITY OF BEVERLY HILLS
PUBLIC WORKS SERVICES DEPARTMENT
MEMORANDUM

TO: PUBLIC WORKS COMMISSION

FROM: Chad Lynn, Assistant Director of Public Works Services – Parking & Facilities Operations 
Daniel Cartagena, Senior Management Analyst 

DATE: April 9, 2015

SUBJECT: PARKING OPERATION, ENFORCEMENT AND PERMIT ADMINISTRATION
QUARTERLY REPORT

ATTACHMENT: 1. Parking Enforcement Report

Staff from Parking Enforcement, Parking Operations and Auditing & Permitting Divisions within the Public Works Services Department will provide updates related to disabled parking placards, parking enforcement and an overview of the City's taxi franchise program.

Staff intends to provide similar updates to the Commission on a quarterly basis to keep the Commission informed on various activities related to the Public Works Services Department.

City of Beverly Hills
Parking Disabled Placard Usage Study

*City of Beverly Hills
Public Works & Transportation*

DIXON
RESOURCES UNLIMITED

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12/1/2014

Executive Summary

City of Beverly Hills Parking Disabled Placard Usage Study

Number of Disabled Placards Observed	
License Plate Collected	2,988
No License Plate Collected	234
Total Observations	3,222

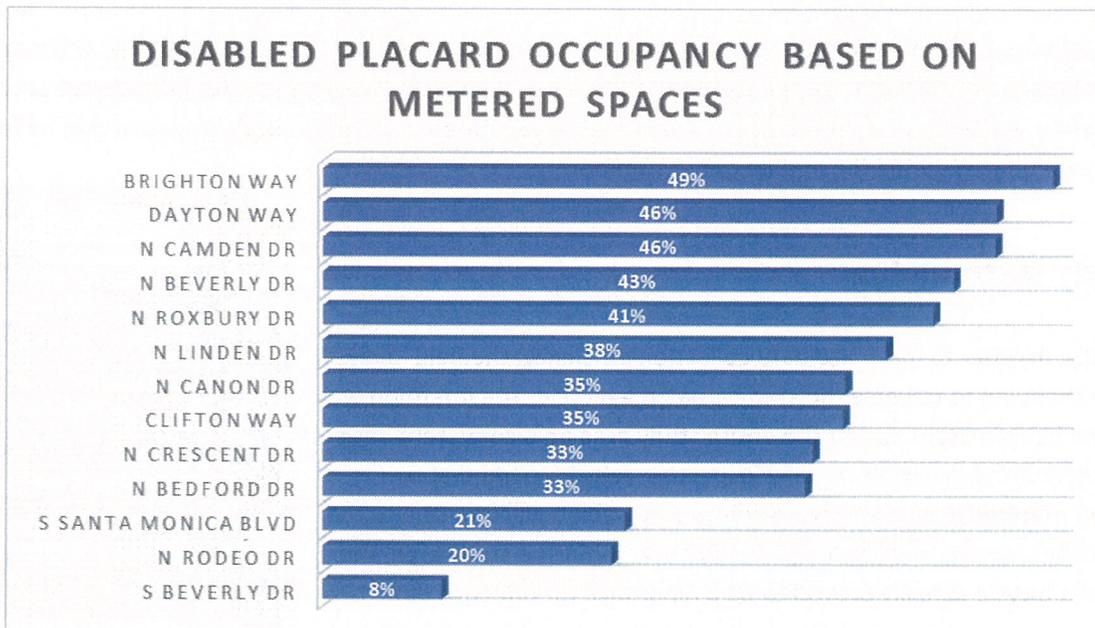
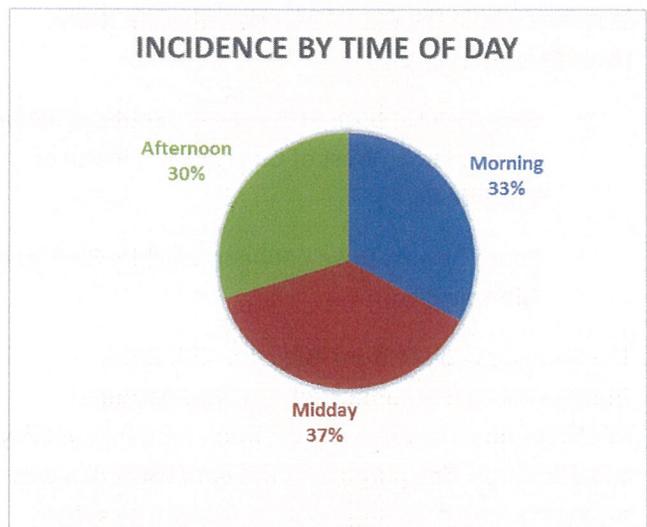
Overall Disabled Placard Occupancy	32%
Central Business Triangle Occupancy	39%

Impact on Parking by Frequency of Use

User	# of License Plates	% Impact
Low	1,362	52%
Medium	220	35%
High	35	13%
	1,617	100%

Dispersion of Parking Location

User	Number of Locations Spotted		
	1	2	3
Low	92%	8%	
Medium	59%	32%	9%
High	45%	43%	13%



collection. Also, due to the frequency of disabled placards, during the first 2 days of sampling, the collector was only able to survey each street once per day. On the third day, the study area was broken into 2 routes in order to allow for data collection three times each day. Each route was completed three times a day, over alternate days.

A single sample collector visually inspected each car parked in on-street, metered parking spaces within the study area to identify cars displaying a disabled placard.

- If a placard was identified, then the sample collector utilized a mobile phone app to record the location, and license plate. The date and time were recorded automatically by the mobile app.
- Data was collected between August 8 – 16, 2014
- Each street was observed over the following time periods:
 - Morning 10:00 am – 12:00 pm
 - Midday 12:00 pm – 2:00 pm
 - Afternoon 2:00 pm – 5:00 pm

Study Sample

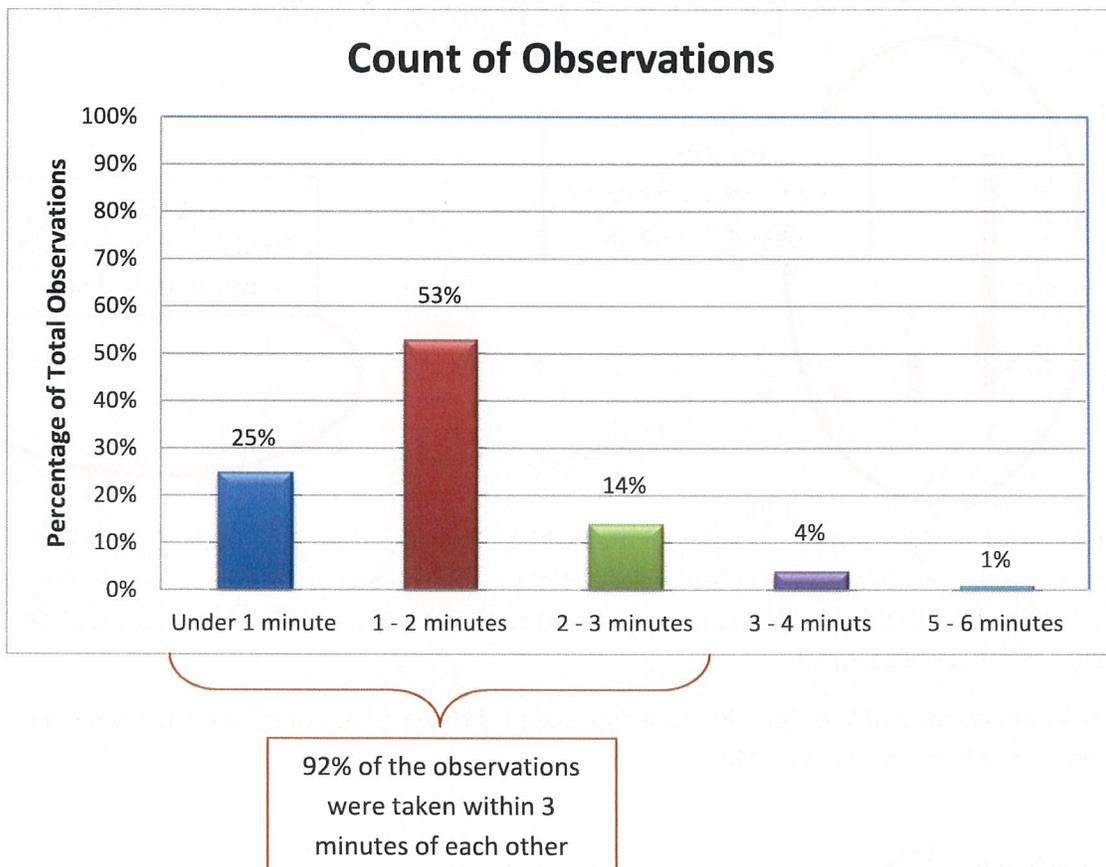
Number of Meters per Street Sampled	
Street	Number of Meters
S Beverly Dr	169
Brighton Way	99
N. Canon Dr	91
N. Beverly Dr	80
N. Camden Dr	60
N. Crescent Dr	49
Santa Monica Blvd.	39
Dayton Way	38
N. Bedford Dr	34
N. Rodeo Dr	27
N. Roxbury Dr	19
Clifton Way	13
N. Linden Dr	9
Grand Total	727

Thirteen (13) streets within the City of Beverly Hills Central Business Triangle and South Beverly Drive were included in the study sample. This area contained a total of 727 metered, on-street parking spaces.

The resulting recommendation for reviewing these results is to consider the Central Business Triangle and South Beverly as two separate areas.

Frequency of Observations

As previously stated, the frequency of disabled placard observations was substantial. Initially, in order to maximize efficiency, the data collection was to be completed via a collector on a bicycle visually inspecting each car parked in on-street, metered spaces for disabled placards. Due to the large number of disabled placards the use of a bicycle actually proved to be inefficient for data collection. The majority of observations (92%) were collected within 2 minutes of each other. And 78% of the total observations were collected within 1 minute. This highlights the prevalence of vehicles displaying disabled placards within the study area. The remaining 3% of observations had longer intervals due to breaks made by the data collector.



the impact created by each group, the number of license plates was multiplied by the incidence. In other words if 194 license plates were seen twice on the street, the actual impact was 388 spaces occupied by vehicles with placards. Therefore, the overall impact of the placard user was analyzed looking at the total number of license plates collected, not simply unique users. Analyzing the different parker profiles (low, medium, and high users) against the total number of license plates observed provides the direct percentage impact that each user group has on frequency of use.

Direct Impact on Parking Frequency of Use

User	# of License Plates	% Impact
Low (1-3)	1,802	60%
Medium (4-9)	794	27%
High (10-14)	392	13%
	2,988	100%

For **low users** (1, 444 vehicles), the unique license plates that were identified one – three times accounted for 60% of the total impact. These are assumed to be visitors coming to the City a few times for a specific purpose and not returning.

High users (35 vehicles) contributed greatly to the overall impact which was 13% of the disabled

placard observations during the study period. These vehicles were parked every day and virtually all day within the study area. These users can be categorized as habitual placard users that take up spaces on a daily basis.

Dispersion of Parking Location

Dispersion of Parking Location

User	Number of Locations Spotted		
	1	2	3
Low (1-3)	92%	8%	
Medium (4-9)	59%	32%	9%
High (10-14)	45%	43%	13%

In order to truly gauge the affect placard use is having on occupancy of on street spaces, it is important to look at where the placards are typically parking. Are placard users parking in multiple areas around town or do they typically stay within the same area (i.e. their work or home)? When looking at how many different locations unique users are parking, it was confirmed

that frequent users had favorite places to park. **High users** were typically (88% of the time: 45% + 43%) observed in only on one or two block faces. **Medium users** were most frequently (59% of the time) observed on the same street. No repeat parkers were found to park on more than 3 block faces. The data confirms that frequent placard users have favorite locations to park.

Disabled Placard Burden by Street

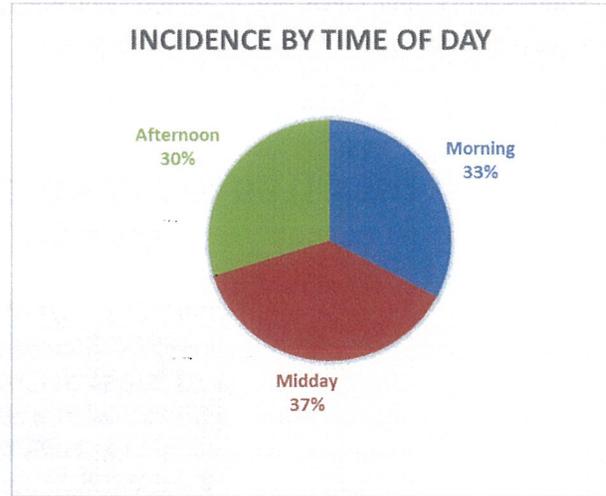
As stated previously, the overall occupancy of disabled placard use within the entire study area was 32%. When all 3,222 occurrences were broken out by street, 62% of the vehicles displaying disabled

Incidence by Time of Day

Data was collected during 3 distinct time periods:

- Morning 10:00 am – 12:00 pm
- Midday 12:00 pm – 2:00 pm
- Afternoon 2:00 pm – 5:00 pm

Overall, parking by vehicles displaying a disabled placard was generally consistent throughout the day. There was a slightly higher incidence during the Midday time period, but this is also associated with a higher overall occupancy for all vehicles given the lunch time traffic.



When drilling down to the street level, the higher incidence during the Midday time period can be

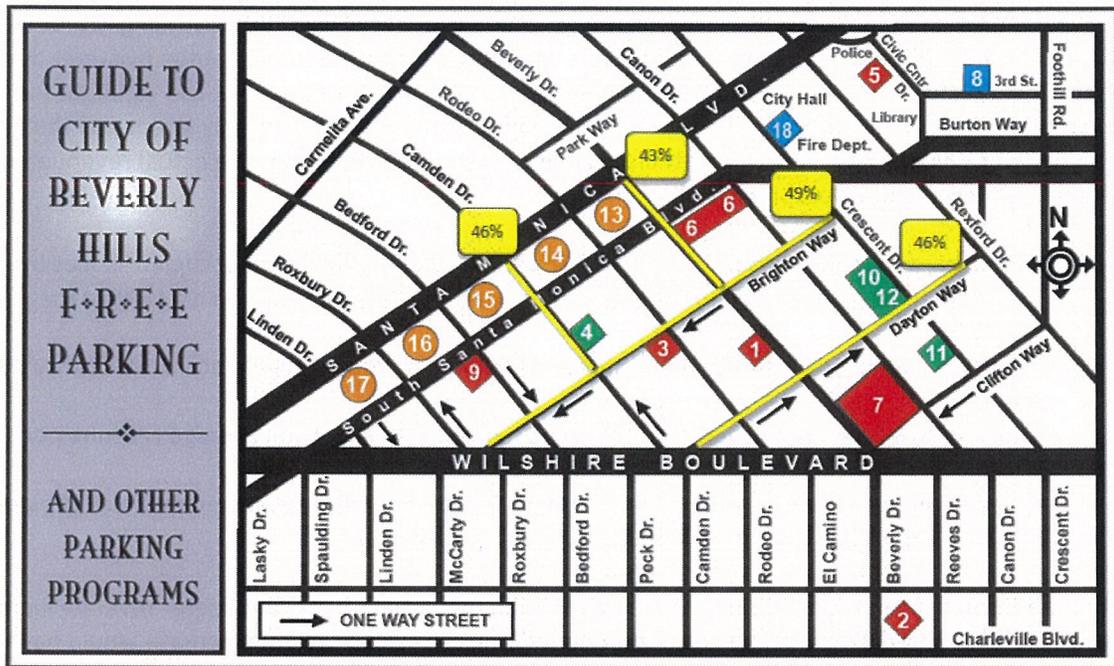
Incidence by Street			
	Morning	Midday	Afternoon
Brighton	30%	37%	33%
Clifton	27%	45%	28%
Dayton	31%	34%	35%
N Bedford	25%	42%	33%
N Beverly	36%	32%	32%
N Camden	34%	37%	29%
N Canon	38%	38%	24%
N Crescent	27%	44%	29%
N Linden	40%	27%	33%
N Rodeo	31%	47%	22%
N Roxbury	31%	36%	33%
S Beverly	34%	40%	26%
S Santa Monica	38%	38%	25%

observed for 8 out of the 12 streets. However, there were a few streets (N Linden and N Beverly) which had higher incidences of disabled placard use during the Morning time period.

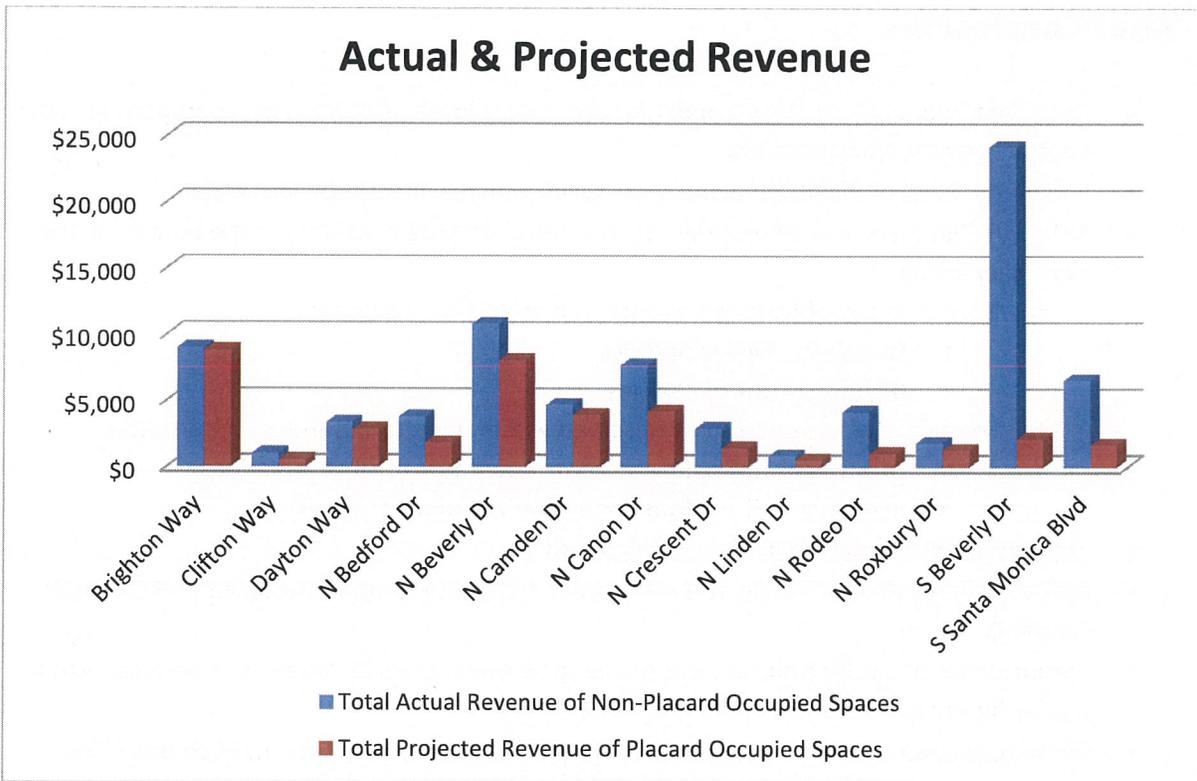
Occupancy by Location

When examining disabled placard occupancy for each individual street it is necessary to analyze the number of placard users by the total number of paid parking spaces on the given street. There were several streets (Brighton, Dayton, N Camden, N Beverly and N Roxbury) with occupancy in the 40-50% range averaged over the study period. Brighton Way had 49% occupancy, meaning that nearly half of all metered parking spaces are occupied by vehicles displaying a disabled placard.

It is also important to note the alternative parking options (i.e. off street garages) that are within close proximity to streets that yielded the highest number of placard observations. The map below shows the off street parking garages within Beverly Hills and the 4 streets with the highest percentage of placard occupancy; Brighton (49%), Dayton Way (46%), N Camden (46%), and N Beverly (43%).



First Two Hours Free Parking		First One Hour Free Parking	
Self Park Structures		Self Park Structures	
1	345 N. Beverly Drive	4	440 N. Camden Drive
2	216 S. Beverly Drive	10	333 N. Crescent Drive
3	9510 Brighton Way	11	221 N. Crescent Drive
5	450 N. Rexford Drive	12	9361 Dayton Way
6	438 N. Beverly Dr. - 439 N. Canon Dr.	3 Hour Meter Parking Structures	
7	321 S. La Cienega Blvd. (not shown on map)	13	SM-1, 485 N. Beverly Drive Beverly - Rodeo Drive
7	241 N. Canon Dr. - 242 N. Beverly Dr. Public Gardens at Montage	14	SM-2, 485 N. Rodeo Drive Rodeo - Camden Drive
9	461 N. Bedford Drive	15	SM-3, 485 N. Camden Drive Camden - Bedford Drive
Pay As You Go		16	SM-4, 485 N. Bedford Drive Bedford - Roxbury Drive
8	9333 W. 3rd Street	17	SM-5, 485 N. Roxbury Drive Roxbury - Linden Drive
18	450 N. Crescent Drive		
	EV charging stations are available in all City non-metered parking structures		





**BEVERLY HILLS PARKING ENFORCEMENT
MONTHLY STATISTICAL REPORT
2014 - 2015
Attachment A**

		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	
STAFFING & CITATION ISSUANCE	STAFFING														
	ENFORCEMENT STAFF	31	31	31	31	31	31							-----	
	SUPERVISORS (5)	4	4	4	5	5	5							-----	
	PCO OFFICERS (3)	3	3	3	3	3	3							-----	
	PEO OFFICERS (23)	23	21	21	19	19	19							-----	
	VACANCIES	1	1	1	1	1	1							-----	
	INJURY/IOD/SICK/ADMIN LV	0	1	1	2	2	2							-----	
	SPECIAL ASSIGNMENT	1	1	1	1	1	1							-----	
	CITATION ISSUANCE														
	2010/2011	11,785	12,546	10,648	12,400	10,758	10,182	10,901	10,223	10,595	9,367	10,016	10,016	150,451	
	2011/2012	10,308	12,622	11,084	11,779	10,121	10,920	10,489	10,317	10,007	8,012	8,487	8,854	129,437	
	2012/2013	9,114	9,970	8,133	9,846	8,027	9,149	10,025	10,202	11,129	11,126	9,343	9,466	123,000	
	2013/2014	9,807	10,130	8,616	10,755	8,205	8,935	8,690	7,922	9,238	7,935	8,572	9,169	107,974	
	2014/2015	8,865	8,960	8,775	9,740	7,343	8,972							52,655	
	CITATION INDEX	3.08	3.38	2.47	3.15	2.82	2.68							-----	

ENFORCEMENT	VALET PERMITS													
	ISSUED PERMITS	46	46	47	50	50	50							-----
	CURRENT VALID PERMITS	46	45	43	49	47	43							-----
	PENDING PERMITS	0	1	4	1	3	7							-----
	VALET ENFORCEMENT													
	MISDEMEANOR CITATIONS	0	0	2	4	1	2							9
	ADMINISTRATION CITATIONS	0	0	0	2	5	0							7
	PARKING CITATIONS	3	4	4	2	0	0							13
	WARNINGS	1	1	2	1	0	0							5
	INSPECTION CHECKS	70	79	57	81	44	37							368
	SHORT TERM VALETS	0	14	11	39	32	39							135
	TAXI FLEET PERMITS													-----
	BEVERLY HILLS FLEET	59	59	60	60	60	60							-----
	ITOA FLEET	43	43	43	43	43	43							-----
	INDEPENDENT FLEET	29	29	28	28	28	28							-----
	TAXI ENFORCEMENT													
	MISDEMEANOR ARREST	3	2	0	0	0	0							5
	ADMINISTRATION CITATIONS	0	0	0	0	2	0							2
	PARKING CITATIONS	0	0	1	0	1	0							2
	WARNINGS	1	2	0	0	1	0							4
	IN FIELD INSPECTIONS	0	0	4	0	0	0							4
	CITY COMPLAINTS	5	0	0	0	0	0							5
	BEV. HILLS DISCIPLINARY	0	0	0	0	0	0							0
	ITOA DISCIPLINARY	0	0	0	0	0	0							0
	UNITED DISCIPLINARY	0	0	0	0	0	0							0

COMMENTS:



**BEVERLY HILLS PARKING ENFORCEMENT
MONTHLY STATISTICAL REPORT**

**2014 - 2015
Attachment A**

		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	
MONTHLY ENFORCEMENT	DISABLED PLACARD														
	TOTAL MONTHLY COUNT														
	TOTAL DP OBSERVATIONS	38	7	2	0	0	0							47	
	IN PERSON CONTACTS	6	2	2	0	0	0							10	
	CHECKED OKAY	1	0	0	0	0	0							1	
	NO CONTACT	31	0	0	0	0	0							31	
	INVALID PLACARD	1	5	0	0	0	0							6	
	MISUSE PLACARD	5	2	2	0	0	0							9	
	CONFISCATED	5	2	2	0	0	0							9	
	SURRENDERED	0	0	0	0	0	0							0	
	DECEASED	0	0	0	0	0	0							0	
	LOST-STOLEN	0	0	0	0	0	0							0	

SWEEP ENFORCEMENT	SPECIAL ENFORCEMENT													
	MONTHLY OCCURRENCE	1	0	0	0	0	0							1
	STAFF	2	0	0	0	0	0							2
	TOTAL DP OBSERVATIONS	33	0	0	0	0	0							33
	IN PERSON CONTACTS	1	0	0	0	0	0							1
	CHECKED OKAY	1	0	0	0	0	0							1
	NO CONTACT	31	0	0	0	0	0							31
	INVALID PLACARD	1	0	0	0	0	0							1
	MISUSE PLACARD	0	0	0	0	0	0							0
	CONFISCATED	0	0	0	0	0	0							0
	SURRENDERED	0	0	0	0	0	0							0
	DECEASED	0	0	0	0	0	0							0
	LOST-STOLEN	0	0	0	0	0	0							0

COMMENTS: