

MOTION

The City's parking structure on Robertson Boulevard near Beverly Hills (Lot 703) is adjacent to numerous small businesses, however, the facility usage is very low. It is important that the City provide convenient public parking to support surrounding business and commercial uses, especially during the holiday shopping season.

One way to increase patronage is to consider changing the existing parking rates, including the introduction of free parking for the first two hours.

Modern parking lots use a variety of technologies to help motorists find unoccupied parking spaces, retrieve their vehicles, and improve their experience. The Department of Transportation will be implementing anew Parking Access and Revenue Control System(PARCS) beginning in January 2017 at nine parking structures. Technology upgrades may also assist in increasing usage at the Lot 703 parking garage.

I THEREFORE MOVE that the Council instruct the Department of Transportation to to implement a 'holiday reprieve' at City Parking Lot 703 to allow for a suitable measure of free parking during the current holiday season from December 15 through January 1, 2017.

I FURTHER MOVE that the Department of Transportation be directed to report in 30 days with a parking usage analysis of the Robertson Parking Garage (Lot 703) that includes the impacts of allowing two-hours of free parking, any associated revenue impact of implementing a different rate structure, and the status of technology upgrades relative to the Parking Access and Revenue Control System (PARCS).

PRESENTED BY:



PAUL KORETZ
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SECONDED BY:



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