

Hollywood Parking Master/Management Plan

Status Report, June, 2015

Hollywood Parking Management Study Phase / Goal / Task	Current Status	Notes
Task 1: Operations		
Subtask 1.1: Project Orientation Meeting/Scope Refinement	Completed	
Subtask 1.2: Review/Evaluate Available Information	Completed	
Subtask 1.3: Physical Inventory and Condition Survey	Completed	
Subtask 1.4: Stakeholder Interviews	Completed	
Subtask 1.5: Best Management Practices/Policies Benchmarking	Completed	
Subtask 1.6: Identify Management, Operations, and Maintenance Strengths and Weaknesses	Completed	
Subtask 1.7: Evaluate Viability of New Technologies and Operating Methodologies	Completed	
Subtask 1.8: Identify Appropriate System Management/Operations Alternatives	Completed	
Subtask 1.9: Prepare Task 1 Status Report	Completed	
Subtask 1.10: Attend Office of Parking / Parking Advisory Board meeting/workshop	Completed	
Optional Task - Downtown Hollywood Occupancy, Turnover & Duration Survey		
Weekday (Friday) Surveys	Completed	
Saturday Surveys	Completed	
Data Tabulation/Analysis	Completed	
Summary of Findings Memorandum	Submitted	
Task 2: Financial Conditions and Rate Review		
Subtask 2.1: Review Financial Reports and Reporting Procedures	Completed	
Subtask 2.2: Review lease agreements and contractual obligations	Completed	
Subtask 2.3: Review permit distribution and space allocation	Completed	
Subtask 2.4: Conduct parking market rate survey	Completed	
Subtask 2.5: ADA Accessibility standards/procedures	Completed	
Subtask 2.6: Potential financial impacts associated with privatization	Completed	Interview before being incorporated into Final Draft Report
Subtask 2.7: Prepare Task 2 Status Report		
Subtask 2.8: Attend Office of Parking / Parking Advisory Board meeting/workshop		
Task 3: Parking Management Plan		
Subtask 3.1: Recommend parking system organizational structure	Completed	Interview before being incorporated into Final Draft Report
Subtask 3.2: Recommend parking access/revenue control technology	Completed	Interview before being incorporated into Final Draft Report
Subtask 3.3: Identify staffing requirements for organization	Completed	Interview before being incorporated into Final Draft Report
Subtask 3.4: Recommend changes to parking rates and fines	Completed	Interview before being incorporated into Final Draft Report
Subtask 3.5: Recommend changes to parking permitting	Completed	Interview before being incorporated into Final Draft Report
Subtask 3.6: Recommend changes to zoning code requirements	In-Draft	
Subtask 3.7: Future parking inventory	In-Draft	
Subtask 3.8: Estimate parking system annual operating costs (proforma analysis)	In-Draft	
Subtask 3.9: Prepare parking improvement implementation schedule	In-Draft	
Subtask 3.10: Prepare Task 3 Status Report		
Subtask 3.11: Attend Office of Parking / Parking Advisory Board meeting/workshop	To be Scheduled	
Subtask 3.12: Attend evening public open house/open forum	To be Scheduled	
Subtask 3.13: Prepare Draft Report	In-Progress	Target Completion June 30, 2015
Subtask 3.14: Attend Office of Parking / Parking Advisory Board meeting/workshop	To be Scheduled	
Subtask 3.15: Prepare Final Report	To be Scheduled	
Subtask 3.16: Present findings/recommendations to City Council	To be Scheduled	
Task 4: Procurement of an Integrated Data Management System		
Subtask 4.1: Interview Office of Parking, IT, and City procurement staff	Completed	
Subtask 4.2: Obtain/review similar data management system RFPs, bids, and specifications	Completed	
Subtask 4.3: Interview (teleconference) data management system providers/vendors	Completed	
Subtask 4.4: Prepare operating system hardware and software specifications		
Subtask 4.5: Evaluation/scoring of proposals		
Subtask 4.6: Participation in specification/scope verification session'		