

INTRADEPARTMENTAL CORRESPONDENCE

April 16, 2013

1.0

TO: Honorable Board of Police Commissioners

FROM: Executive Director, Board of Police Commissioners

**SUBJECT: ESTABLISHMENT OF VALET PARKING OPERATOR AND VALET
PARKING ATTENDANT POLICE PERMIT FEES**

RECOMMENDED ACTION:

That the Board of Police Commissioners

1. ADOPT the proposed establishment of two new permit fees and TRANSMIT the report to the City Administrative Officer and the Chief Legislative Analyst.

DISCUSSION

Valet parking operations are common activities throughout the City of Los Angeles (City) and it is not unusual for valet companies to erect signs on sidewalks in front of loading zones and proceed to conduct business which is currently not regulated. This has led to confusion and difficulty in accountability relative to customer service, vehicles left with valets, public safety, and the use of on and off-street parking spaces. Additionally, the lack of a permitting process does not enable the City to collect business or Parking Occupancy Tax revenue.

In response to a City Council motion staff from the City family, including the Board of Police Commissioners (Board), Chief Legislative Analyst, Department of Transportation (DOT), Office of Finance (Finance), Department of Public Works, and City Attorney worked collaboratively to prepare an ordinance which would implement a permitting process to regulate valet parking operations in the City. The ordinance has been reviewed by the City Council and is in the process of having some amendments prepared by the City Attorney as requested by the City Council.

Since the Board issues Automobile Parking Lot Permits it was determined that the Board would be the appropriate entity to administer the Valet Parking Program. Commission Investigation Division (CID) is the entity on behalf of the Board that administers the issuance and enforcement of Police Permits issued by the Board.

CID's, Permits Processing Section (PPS) staff will be responsible for issuing the Valet Parking Operator and Valet Parking Attendant permits and CID's Enforcement Section will be responsible for enforcing the permits.

Proposed Valet Parking Operator Permit

In order to obtain a Valet Parking Operator permit, the applicant will be required to have their application approved by various City departments. DOT will review the application for proposed parking routes, proposed passenger loading zones, hours of valet operation, and the impact of traffic on the surrounding neighborhoods. Finance will review the application for business tax registration and the payment of business taxes and valet parking taxes. The City Administrative Office (CAO) will review the permit application for proof of insurance (general liability, garage keeper's legal liability, vehicle liability and worker's compensation). CID's, PPS staff will review the application for proof of business ownership, criminal history/background check through Live Scan, and ensure that application has been approved by the other City departments.

The Valet Parking Operator Permit applicants would also need to show proof of a contract between the valet business and a parking lot operator, as well as a letter of support by the businesses that will be serviced by the valets. In addition, valet companies would also be required to obtain a location-specific application for each valet stand.

Proposed Valet Parking Attendant Permit

The applicant for a Valet Parking Attendant Permit will be required to submit to a criminal history/background check through Live Scan. This permit will also require that the valet attendants wear standard uniforms including safety vests for activities performed on the street. City authorized identification will need to be worn by each parking attendant and must be displayed in plain sight. This will allow CID staff as well as valet patrons in identifying valid valet operators.

Permit Fees

Master Valet Parking Operator and Valet Parking Operator - \$314

The permit fees will be regulated under Los Angeles Municipal Code Section 103.02 and follow the permit fee schedule under the Mayor's Executive Directive No. FM-3 which directs all Departments to submit annually to the CAO a report setting forth the cost for each special service it renders including recommendations for adjustments to the fee structure.

In order to calculate police permit rates, Commission staff interviews the personnel that process and enforce police permits to determine the amount of time that is devoted to each permit. Since the Valet Parking Operator is a new permit, staff used the permit processing data from the Auto Park permit to calculate the costs for the Valet Parking Operator permit since both the Auto Park permit and the Valet Parking Operator permit are similar in nature and will require the same the processing procedures. The recommended fee for a new Valet Parking Operator permit is calculated at \$314 (Attachment I).

Valet Parking Attendant - \$70

The Valet Parking Attendant permit is expected to be processed similar to a Firearms/Ammunition Salesperson permit but will differ slightly in price. Since valet companies will put their employees through background investigations of their own, PPS staff projects that this permit can be processed in somewhat less time than a Firearms/Ammunition Salesperson. Once staff begins to process these permits we will have a clearer estimation of the precise processing times and will be better able to recalculate the fees for next fiscal year. The recommended fee for a new Valet Parking Attendant permit is calculated at \$70 (Attachment II).

The PPS staff does not know how many valet companies are currently operating in the City of Los Angeles and therefore no revenue projections could be made for the permit fees. However, CID's PPS staff and Enforcement Section are committed to achieving City-wide awareness and compliance for both the Valet Parking Operator and Valet Parking Attendant permits by employing various outreach methods. The staff of PPS has developed a strategy to contact valet companies utilizing press releases and mailers to known valet companies and auto park permit holders, and CID's Enforcement Section will visit valet operations in the City on various weekend nights to inform the valet managers of the required permits. The valet workers will also be provided with a pamphlet that includes all the necessary permit information and contact information.

PPS also will hold several permit classes in Hollywood and West Los Angeles where the majority of valet operations are located. Each permit class will be approximately one hour in length during which the PPS staff will explain the steps of the permit process and supply forms specific to the applicant's business. The class will also clarify which supporting documents are necessary for the permit application to be considered complete. Eventually, the Valet Operator permit class will be combined with the existing Auto Park permit class that is held every other Monday at the Police Administration Building (PAB). Permit classes for Valet Parking Attendant will also be held at PAB.

The creation of a permit for Valet Parking Operator and Valet Parking Attendant will enable orderly valet operations for patrons, valet operators, the businesses and the communities in which they operate.

If you have any questions, please contact me at (213) 236-1400.


RICHARD M. TEFANK, Executive Director
Board of Police Commissioners

Attachments

Attachment I
Estimated Cost to Process a Valet Parking Operator Permit -2013-2014 Fiscal Year

A	B	C	D	E	F	G	H	I
Position	Annual Salary*	Hourly Rate*	Processing/Enforcing	Time at this Activity+	Total Salaries	CAP 33 Rate**	CAP Amount	Total Billable
					CXE		FXG	F + H
LAPD Employees								
Clerk Typist	\$ 49,316	\$ 23.62		0.35	\$ 8.27	64.38%	\$ 5.32	\$ 14
Management Analyst II	\$ 70,396	\$ 33.71		3.00	\$ 101.13	64.38%	\$ 65.11	\$ 166
Detective II	\$ 114,621	\$ 54.89		1.00	\$ 54.89	104.19%	\$ 57.18	\$ 112
Office of Finance Employees								
Customer Service Specialist	\$ 68,068	\$ 32.60		0.25	\$ 8.15	129.98%	\$ 10.59	\$ 19
Principal Clerk	\$ 68,730	\$ 32.92		0.05	\$ 1.65	129.98%	\$ 2.14	\$ 4
							TOTAL	\$ 314

* From LAPD Salaries - Wages and Count 2013 - 2014 Fiscal Year
 ** 33rd Yr. federally approved Cost Allocation Plan rate for 2012-13 FY.
 + In hours or percentage thereof.

TOTAL PERMIT COST \$314

Attachment II

Estimated Cost to Process a Valet Parking Attendant Permit -2013-2014 Fiscal Year

A	B	C	D	E	F	G	H	I
Position	Annual Salary*	Hourly Rate*	Processing/Enforcing	Time at this Activity+	Total Salaries	CAP 33 Rate**	CAP Amount	Total Billable
					C X E		F X G	F + H
LAPD Employees								
Clerk Typist	\$ 49,316	\$ 23.62		0.28	\$ 6.61	64.38%	\$ 4.26	\$ 11
Senior Management Analyst I	\$ 101,138	\$ 48.44		0.18	\$ 8.72	64.38%	\$ 5.61	\$ 14
Management Analyst I	\$ 70,396	\$ 33.71		0.28	\$ 9.44	64.38%	\$ 6.08	\$ 16
Lieutenant II	\$ 140,753	\$ 67.41		0.05	\$ 3.37	104.19%	\$ 3.51	\$ 7
Office of Finance Employees								
Customer Service Specialist	\$ 68,068	\$ 32.60		0.25	\$ 8.15	129.98%	\$ 10.59	\$ 19
Principal Clerk	\$ 68,730	\$ 32.92		0.05	\$ 1.65	129.98%	\$ 2.14	\$ 4
							TOTAL	\$ 70

* From LAPD Salaries - Wages and Count 2013 - 2014 Fiscal Year

** 33rd Yr. federally approved Cost Allocation Plan rate for 2012-13 FY.

+ In hours or percentage thereof.