

- City of West Hollywood
Hollywood, California

Parking Enforcement Program Evaluation

BACKGROUND

The City of West Hollywood contains one of the world's most famous and frequented urban entertainment districts (Sunset Boulevard). The City's unique on-street parking environment features around-the-clock enforcement, nine residential parking areas, resident-only and two-hour timed parking restrictions covering both daytime and overnight hours, and over 2,000 metered parking spaces in commercial and entertainment districts. *CHANCE Management Advisors, Inc. (CMA)* was selected in the spring of 2001 to conduct the evaluation.

SCOPE OF SERVICES

Primary objectives for the study effort included:

- Measuring the degree of the contractor's compliance with its contractual stipulations;
- evaluating the enforcement program's effectiveness in supporting West Hollywood's parking management and traffic control objectives; and
- identifying areas for operational and management improvements.

Individual evaluations of each of the following program areas were also requested, including:

- Parking Enforcement Officer (PEO) training and deployment;
- current and projected staffing adequacy;

- violation towing and immobilization;
- handheld citation device use, to include the use of management data generated by the handheld system; and
- customer satisfaction, based upon a telephone survey of parking patrons.

CMA met with the contractor and City staff to plan the overall survey approach, and provided the surveyor with on-site training on the firm's proprietary electronic data collection form (using Palm Pilots) and on the associated PC interface to conduct the surveys and upload data. GIS-based maps of the survey areas were also provided.

RESULTS

CMA found that the overall leadership of the enforcement program was excellent and that the contractor is in compliance with contract requirements. In addition:

- parking enforcement services were highly effective.
- the enforcement program earned 100% favorable ratings for timely and professional "customer service" .
- *CMA* offered a number of recommendations to improve the collection and summarization of key program data indicators through the application of tailored database applications.



Enforcement Evaluation

Palm-Based Data Collection

Customer Survey

