



Beverly Hills City Council Liaison/ Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Wednesday, June 22, 2016
2:30 PM**

REVISED AGENDA

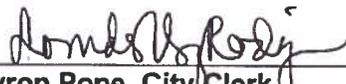
- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

- 2) LA Marathon Request
 - a. Provides information regarding request for 2017 and 2018 Los Angeles Marathon events.

- 3) Request from Rodeo Drive Committee to Explore Parking Options for Rodeo Drive

- 4) Request from Dine Equity Franchise Restaurant Owners Group to Close Rodeo Drive for Special Events

- 5) Adjournment

for 
Byron Pope, City Clerk

Posted: June 21, 2016



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



June 21, 2016

Hon. John Mirisch, Mayor
City of Beverly Hills
And Members of the
Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Mirisch and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our support to the Restaurant Owners Franchise Group event and street closure requests, which are proposed to take place on Rodeo Drive on September 22 and 28, 2016.

For the events taking place on Rodeo Drive, the Restaurant Owners Franchise Group's production company would like to request, and RDC supports, the following street closures:

- Event on September 22, 2016
 - o 200 Block of Rodeo Drive – Closed between 6:00am, Thursday, September 22, 2016 – 2:00am, Friday, September 23, 2016. The event would start at 6:00pm on September 22, 2016, so that it would allow the businesses and public access to the sidewalks throughout the day, along with the alleyways. Event set-up on the sidewalks would not begin until 6:00pm on September 22, 2016.
- Event on September 28, 2016
 - o 200 Block of Rodeo Drive – Closed between 6:00am, Wednesday, September 28, 2016 – 2:00am, Thursday, September 29, 2016. The event would start at 6:00pm on September 28, 2016, so that it would allow the businesses and public access to the sidewalks throughout the day, along with the alleyways. Event set-up on the sidewalks would not begin until 6:00pm on September 28, 2016.

RDC would also like to request that Dayton Way remain open for both of these events, to help alleviate any burden on the retailers or customers.

We appreciate your consideration and your ongoing support of the Rodeo Drive Committee.

Sincerely,

Mark Tronstein
President
Rodeo Drive Committee

**Dine Equity Franchise Restaurant Owners Group
Proposal for Special Events on Rodeo Drive
June 16, 2016**

BACKGROUND

The City has charged the CVB and the hotels with finding Meeting and Incentive business that will generate revenue through TOT and Sales Tax. This business often represents large numbers of guests who come for seminars and various other activities. They almost always want a special experience that is developed especially for them and often times what we can offer is the reason that they will or will not book. The hotels are eager to book this type of business especially during slower seasons (fall and spring) and consider these bookings during this time period a home run. This business is difficult to find for our city because of our rates. If we do secure business of this nature, it almost always means that the group coming fits our demographic profile.

An example of this type of successful group is the Milken Conference which sells out most of the hotels in the city and transpires during April/May timeframe which is traditionally slow period of time for the city. Not only does this group generate a tremendous amount of TOT, but they also generate sales tax from food and beverage purchased for their events at the hotels and at local restaurants. Additionally these types of customers tend to book additional time on the front or back end of their business to shop, dine and relax - driving even more tot and sales tax.

DINE EQUITY GROUP

This group is looking at coming here September 19-30, 2016 which is traditionally a slower period of activity in the city. They will be split into two groups of 550 and 880. The group of 550 will be here the first week and the group of 880 will be here the second week. They are owners of Applebees and IHOP franchises. Many of them own multiple locations.

Demographic Profile:

Approximate average annual household income is \$300,000; 65% are male and 35% are female; Average age is 52 and 80% are married. Restauranters are known for their love of culinary experiences and shopping for luxury goods. 80% will be bringing their spouses and family. Audience is from across the United States, however the concentration is Texas, Florida, California and Northeastern States.

Approximately 40% will be staying longer to explore the city before or after their event.

REVENUE THAT WILL BE GENERATED BY THE DINE EQUITY GROUP

Room night revenue:	\$900,000 (3400 room nights)
TOT:	\$126,000
Additional Hotel Revenue:	\$800,000
Incidentals:	\$2,040,000 (assuming average of two people per room at \$300 per day)
Total Revenue for the Group:	\$3,740,000

REQUEST

The client would like to hold two gala's on Rodeo Drive – one for each group of franchise owners. The client is open to whatever RDC would allow. I have presented the following options to them and they would be delighted with any combination of the following:

- 1) 300 Block of Rodeo Drive – all cross streets remain open
- 2) 400 Block of Rodeo Drive – all cross street remain open
- 3) 200 Block of Rodeo Drive, utilizing Via Rodeo as well

Dates: as mentioned they are requesting to hold a gala for each group. The first will be on September 22 and the second on September 28.

Street Closure Request: They are requesting that the portion of the street for the event be closed between 6 am and 2 am to accommodate for load in and load out. We are requiring that all cross streets remain open. All options will require one lane of traffic be open as a fire lane. This will also give customers access to the Rodeo Collection parking if the 400 block is approved.

Time for event: 6pm – 10pm

Event Content: They are planning to create a glamorous evening “Hollywood Style.” They have proposed a gold and white color theme with florals. They are also recommending food stations featuring Beverly Hills chefs and several bars. They are working with AlliedPRA to bring all elements to fruition. Attached is a PowerPoint outlining the look and feel of the event. I have also attached a mock up/diagram of how the event would look at any of the locations outlined above (please refer to the 300 block diagram to get an idea of the set up if the event were on the 400 block as it would be the same).

Store Participation: All Rodeo Drive stores are invited to stay open later than the usual 6pm close time to provide champagne or wine (or nothing if they so desire) to entice the guests to do a little pre-event shopping – or to look around so they can come back later with their wives and families. It is not mandatory that the stores participate. Additionally, the client is open to our creating a welcome bag for the attendees which are able to support any materials you may want to include.

Please note that this is a private event and will not be promoted in any way to the public. All permits and requests to City Council will use the name “Restaurant Owners Franchise Group” which will mask the name of the restaurant chains that these owners represent.



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- 3) Request from Rodeo Drive Committee to Explore Parking Options for Rodeo Drive

- 4) Adjournment

A handwritten signature in black ink, appearing to read "Byron Pope".

Byron Pope, City Clerk

Posted: June 20, 2016



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CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: June 22, 2016

To: Special Events/Holiday Program City Council Liaison
Vice Mayor Nancy Krasne
Councilmember Lili Bosse

From: Gisele Grable, Community Services Administrator 
Community Services Department

Subject: Los Angeles Marathon Request for 2017 and 2018

Attachment:

1. Letter of Request for Beverly Hills Participation in the 2017 & 2018 Skechers Performance LA Marathon Events
2. Letter of Support from the Rodeo Drive Committee for 2017
3. Map of Beverly Hills Route of LA Marathon

With cooperation between four cities, the "Stadium to the Sea" course of the Los Angeles Marathon has occurred over the last 7 years. Conqur Endurance Group is seeking to include Beverly Hills in the same course as in previous years, traveling from downtown Los Angeles, through the Cities of West Hollywood, Beverly Hills, West Los Angeles, to the ocean in Santa Monica.

Although the City of Beverly Hills has previously provided consent on an annual basis, the last request from Conqur included a 2-year commitment due to the scheduling issues revolving around the Olympic Trials activities and dates in 2016. Currently, Conqur has provided a request to include Beverly Hills in both 2017 and 2018.

Conqur attended the Rodeo Drive Committee's (RDC) meeting in June, after which the RDC provided the attached letter of support for 2017 only, with the commitment that the streets are reopened by 1:00 p.m. In addition to an earlier start time of the race, as well as City's staffs efforts in recent years to begin opening the City's streets starting at noon, all streets are open to vehicular traffic by 1:00 p.m., which has successfully occurred over the last couple of years.

With the two large projects occurring in the City of Beverly Hills (Metro Project and Santa Monica Blvd. Reconstruction), city staff has already provided information to the Project Managers of these projects in the case that the LA Marathon event is approved for 2017 (and any future years).

Tracey Russell, Chief Executive Officer of Conqur Endurance Group, will be in attendance at the June 22 Council Liaison meeting to provide additional information and to answer any questions.

June 16, 2016

The Honorable City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Councilmembers:

One of the primary reasons the Skechers Performance Los Angeles Marathon has become a top 10 marathon in the world is the incredible addition of Beverly Hills and Rodeo Drive to the *Stadium to the Sea* Course. For the last 7 years we have developed and maintained an outstanding relationship with Gisele Grabble and the team in Beverly Hills – a relationship based on trust, hard work, problem solving, commitment to the Beverly Hills Community and our participants. We would like to continue this outstanding track record of success and renew our agreement with the City of Beverly Hills for 2017 and 2018.

The 2016 Skechers Performance Los Angeles Marathon – the seventh running of the *Stadium to the Sea* course – was another huge success with over 25,000 registrants in the marathon and 106 charity partners raising over \$3.5M. The Beverly Hills based Concern Foundation, has raised over \$750,000 since partnering as an Official Marathon Charity. Additionally, the Marathon annually donates nearly \$650,000+ in goods and services to grade school and high school programs. We are now the 5th largest marathon in the nation and 10th largest in the World.

Cooperation between our four city partners continues to be a key ingredient in the success of the Skechers Performance Los Angeles Marathon. The *Stadium to the Sea* course has gained significant notoriety and traction locally, nationally and internationally. It is fantastic showcase for our region as, unlike any other event, it weaves together the special attributes that make our region a great place to live and visit.

The Marathon's 2016 media coverage garnered 3,603 total placements resulting in 4.78 billion impressions, more than doubling the 2015 total of 2.1 billion impressions. It is truly a celebration of our partner cities and effectively markets our best attributes to a worldwide audience.

The day before this year's Marathon we also produced the United States Olympic Team Trials Marathon. This event, which selected the USA marathon team for this summer's Olympic Games in Rio, drew huge crowds, wide acclaim, and high ratings on NBC's 3-hour live broadcast. The result was a very effective showcase of the Los Angeles region in support of the LA2024 Olympic bid.

Going forward, the Marathon will return to its traditional mid-March date with these race dates:

- o March 19, 2017
- o March 11, 2018

The race start time, which was moved earlier by 30 minutes in 2015 due to heat, is now the Marathon's official start time as it positively impacts earlier street re-openings for residents and businesses.

The 1.8 miles of Marathon course that passes through the City of Beverly Hills is a critically important part of the *Stadium to the Sea* course. The Beverly Hills course section, including Rodeo Drive, is iconic and an ideal local, national and international spotlight for Beverly Hills' signature style and renowned businesses. Each of the last three years, Rodeo Drive was overwhelmingly voted "Favorite Landmark" by participants over the entire 26.2 mile course, and one of the driving reasons many choose to participate in the Marathon.

The entire Beverly Hills course section serves as a tremendous source of excitement and activity for both runners and spectators. This year, our sponsor Air France partnered with the City of Beverly Hills to host a well-received block party/ cheer zone. Cheer Alley, located near Little Santa Monica Boulevard and Moreno Drive, features over 600 cheer leaders. These event elements have very successfully and positively engaged Beverly Hills residents with our runners.

Beverly Hills is prominently featured in Marathon TV programming with a feature reporter stationed along Rodeo Drive. The Marathon's TV programming reaches over 75 million households across the U.S. through KTLA and WGN broadcasts. This year's ratings increased 36.8% with 553,000 unique households turning in. Looking ahead to 2017, we are currently negotiating with major international outlets such as EuroSport to carry our programming.

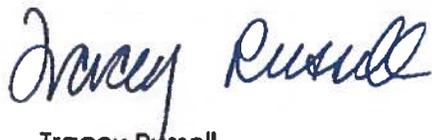
Also in 2017 we are launching a major initiative, including promotions in target markets in Europe and Asia, to acquire long-haul travelers/runners. Our primary focus is China where running is booming among high net-worth individuals who are keen to participate in destination marathons outside of China. Los Angeles is a natural destination for Chinese runners.

In an effort to further support our City partners, we are working, and will continue to work with, the City and the Chamber of Commerce to highlight Beverly Hills businesses and attractions to our entire database and online social community. As proud members of the Chamber, we want to expand that relationship and provide opportunities to increase visibility of local businesses, and offer a point of economic development.

Again, we respectfully request a two-year extension to our operating agreement, through the 2018 race.

Thank you for your tremendous support in making the 2016 Skechers Performance Los Angeles Marathon a huge success. We look forward to meeting with you and the Beverly Hills team to further build on our partnership and its successful future!

Sincerely,

A handwritten signature in blue ink that reads "Tracey Russell". The signature is fluid and cursive, with the first name being larger and more prominent than the last name.

Tracey Russell
Chief Executive Officer



June 17, 2016

Hon. John Mirisch, Mayor
City of Beverly Hills
And Members of the
Beverly Hills City Council
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Mayor Mirisch and Members of the City Council,

On behalf of the Rodeo Drive Committee, we are writing to give our support to the Los Angeles Marathon's return to Beverly Hills and to the Rodeo Drive street closure request for March 19, 2017.

As Beverly Hills and Rodeo Drive are featured highlights in the LA Marathon's "Stadium to the Sea" course, our Board of Directors is in favor of continuing the partnership for another year.

As a condition of its support for the event and to help alleviate the street closure inconvenience for our member's businesses, RDC would like to ensure that the marathon continues to begin at its earlier time and that the streets are reopened before 1:00PM. The RDC would also like to ensure that the LA Marathon team continue to promote Rodeo Drive as a prominent course segment in the organization's marketing and publicity initiatives, and that they work with RDC to leverage their media partnerships with KTLA and any other media sponsors moving forward.

The Rodeo Drive Committee is excited to continue participating in America's fifth largest marathon and we appreciate your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark Tronstein', is written over a horizontal line.

Mark Tronstein
President
Rodeo Drive Committee

Cc: Megan Roach, Joe Richardson, Tara de Souza



CITY OF BEVERLY HILLS
CITY MANAGER'S OFFICE
MEMORANDUM

TO: Vice Mayor Nancy Krasne
Councilmember Lili Bosse

FROM: Chad Lynn, Assistant Director of Public Works Services
Megan Roach, Marketing and Economic Sustainability Manager

DATE: June 20, 2016

SUBJECT: June 22 Rodeo Drive/Special Events/Holiday Committee Meeting

Dear Vice Mayor Krasne and Councilmember Bosse,

We are pleased to provide you with advance materials for Wednesday's meeting at 2:30 p.m. at City Hall. Enclosed please find the following:

1. Draft Parking Options for Rodeo Drive

By way of background, for the past several months the City, Chamber of Commerce, Conference and Visitors Bureau, and Rodeo Drive Committee have met regularly to discuss opportunities to enhance Beverly Hills' competitive advantage as a luxury destination by bringing more visitors to shop, dine and stay in the city. The ideas include new special events, shopping incentive programs, and creative parking solutions, among others. In April 2016, in the context of these discussions, City staff received a request from the Rodeo Drive Committee to explore new parking options for Rodeo Drive in an effort to achieve the following:

- Address the perception of customers related to the limited availability of on-street metered parking on Rodeo Drive.
- Provide convenient, quick access for customer short-term needs (20-30min) to arrive, park, purchase, and depart.
- Create an opportunity to convert a short-term user to a medium/long-term user because they were able to gain access to convenient and available parking.

In response to this request staff developed preliminary options for how to achieve these goals. The pros and cons of each option are included.

Staff respectfully requests direction on how to proceed with the request from the Rodeo Drive Committee. This may include:

1. Direct the Traffic and Parking Commission to work with staff and the Rodeo Drive Committee's Parking Subcommittee to study the options in further detail and develop a recommendation to the City Council; or
2. Direct staff to present the request from the Rodeo Drive Committee to the City Council for direction on how to proceed.

The following represents options for the 300 and 400 blocks of Rodeo Drive in an effort to achieve the following:

- Address the perception of customers related to the limited availability of on-street metered parking on Rodeo Drive
- Provide for convenient, quick access to customers for short-term needs (20-30 min) to arrive, park, purchase and depart
- Opportunity to convert a short-term user to a med/long-term user because they were able to gain access to convenient and available parking

Although it is the goal of this program to address long-term parking needs for this area, it is requested that consideration be given to the potential impacts to traffic and parking related to both Metro and Santa Monica construction and that programs be developed with the intention of piloting and/or implementing by Summer 2016.

Below are a description of ideas and options related to how the goals outlined herein may be achieved. In most cases, the options may be combined with each other to address multiple or competing issues. It is recommended that not more than 2 options be combined in a single area as to not create customer confusion, however multiple options may be combined throughout the entire area as needed or warranted.

Description – Option 1 20 or 30 Minute Time-Limit with Parking Meters	
<p>Currently, Rodeo Drive has parking meters with a rate of \$2 per hour and a time limit of 1 hour. This option would reduce the total amount of time a vehicle is able to park from 1 hour to 20 or 30 minutes and would require payment of the parking meter.</p> <p>Pursuant to state law, disabled placards would be exempt from both payment and time limits.</p>	
Pros	Cons
<ul style="list-style-type: none"> - Very simple to implement - Easy for the public to understand - Can be done relatively quickly with consent of the City Council - Does not require ordinance or resolutions to make this change – Will require consent of the City Council as a matter of practice - Creates more frequent turnover - May be combined with a valet option for longer-term user needs - No or relatively low cost to implement - No anticipated revenue loss to the City or backfill from RDC 	<ul style="list-style-type: none"> - This would be a very short timeframe based on our on-street studies that suggest the average length of time parked is 1hr 20min - Does not provide parking option for longer-term users

**Description – Option 2
Escalating Parking Meter Rates**

Currently, Rodeo Drive has parking meters with a rate of \$2 per hour and a time limit of 1 hour. This option would keep the meters in place and would create an escalating rate based on the amount of time a user chooses to stay. The time limit could remain 1 hour or could even be extended to provide for longer term parking (2hr or 3hr) at significantly higher rates.

An example would be to double the parking rate for each additional 20 min of parking a user wishes to purchase. Example - \$1 for the first 20 min of parking and \$2 for the next 20 min, \$4 for the next 20 min, \$8 for the next 20 min, etc. In this scenario, it would cost \$1 for 20 min, \$3 for 40 min, \$7 for 1 hour, and could cost over \$30 for 2 hours of parking.

The proposed is an example of how an escalated rate could be implemented, however the time and rate ratio is completely customizable. It could reach a plateau and continue at a set rate. A time limit may also be implemented, such as 1 or 2 hours max.

Pursuant to state law, disabled placards would be exempt from both payment and time limits.

Pros	Cons
<ul style="list-style-type: none"> - Allows users to determine how long they wish to stay, incentivizing through pricing shorter-term stays - Those willing to pay higher rates for convenience would be able to stay longer and would not be subject to citation - Pricing is tied to usage, behavior and measurable outcome – the price is set/adjusted to achieve a measurable outcome such as turnover rate or average length of stay - May be combined with a valet option to remove longer-term user, but extending the time limit may address this without the expense of valet service - No or relatively low cost to implement - No anticipated revenue loss to the City or backfill from RDC – May be revenue generating 	<ul style="list-style-type: none"> - Level of pricing required to incentivize users on Rodeo Drive may be perceived as excessive (i.e. \$7+ per hour) - Realistically, the price would only be as high as needed to achieve the desired outcome, however that is often NOT the 'perceived' reality - Is often seen and reported as a regressive parking fee – those with more resources are able to gain greater access to a public asset - Timeliness - Rates over \$2 per hour would require a change to the City's ordinances related to parking meters – 2-3 months minimum timeframe

Description – Option 3

20 – 30 Minute Customer Convenience Loading Zones w/ or w/out Meters

Business areas throughout the City have 1 or 2 spaces marked Customer Convenience Zones. These are generally 10 min parking spaces, but may be marked 20 min and as much as 30 min if necessary. These spaces are based on 'loading zones' instead of parking spaces. This is intended for short-term occupancy based on the need to 'load' a vehicle with people or merchandise.

These spaces may or may not be metered as desired. Metered spaces are easier to monitor and enforce and may require payment like a parking space or may use technology to recognize the presence of a vehicle and add 20 min to the meter and begin counting down.

Disabled placards are NOT exempt from payment (if applicable) or time limits set in loading zones.

Pros	Cons
<ul style="list-style-type: none">- This is currently an existing practice in the City on a limited basis- Can be done relatively quickly with consent of the City Council- Does not require ordinance or resolutions to make this change – Will require consent of the City Council as a matter of practice- May be combined with a valet option for longer-term user needs- May be combined with standard parking meters as in service today or as proposed herein (shorter term meters and/or escalating meters)- Meter Option - No or relatively low cost to implement- Meter Option - No anticipated revenue loss to the City or backfill from RDC	<ul style="list-style-type: none">- Without meters, this can be a difficult and time consuming regulation to enforce and gain compliance – subject to abuse- Does not provide parking option for longer-term users- Since DP placards are not exempt from regulations, this may limit DP access which may require alternative measures to address- No meter option will have revenue loss implications to the City and/or costs to the RDC

**Description – Option 4
Attended Valet Parking Zone**

This option would convert all or some of the spaces located on Rodeo Drive to valet parking zones. Valet service providers would be standing by to accept and return vehicles to users during specific hours of operation at a set price (flat rate or incremental.)

Pros	Cons
<ul style="list-style-type: none"> - This is an established practice in the City - Timeliness - Valet permits can be issued over the counter at the staff level - Easily understood by customers - Can be used as a marketing and image tool - May be combined with metered areas or Convenience Zones - If combined, may provide a method of dealing with short and long-term users by converting a vehicle from a meter/zone to valet 	<ul style="list-style-type: none"> - Cost of permits, meters, and service providers can be expensive – determining who will pay for what - Finding vehicle storage areas - Routing can be challenging based on location and storage area - Participating businesses cannot often agree on location of ‘universal’ valet zones - Since DP placards are not exempt from regulations, this may limit DP access which may require alternative measures to address - Pricing may be challenging to balance cost of services with reasonable pricing to public - Depending on price, may be seen and reported as a regressive parking fee – those with more resources are able to gain greater access to a public asset

DRAFT

**Description – Option 5 (Add-On)
On-Demand Valet Parking Service**

In this scenario, there is no valet is continuously present at one specific area for drop off or return of vehicles. Users contact the valet service provider at the time/location they are needed. The valet service provider responds in a prescribed period of time to the request, collects the vehicle and stores it until the user requests its return. The valet provider then returns the vehicle to the owners current location, even if that location is not the same location as the drop off area.

As proposed, this would most likely be an add-on or service that would be combined with one of the other proposals such as short-term parking meters or convenience zones.

Pros	Cons
<ul style="list-style-type: none"> - Reduces the traditional costs associated with valet services – constant staffing - Provides a balance related to short term needs and converts them to valet for long-term needs - Solves many of the City’s concerns related to ‘traditional’ on-demand service models, as this scenario provides for a transaction location and assumes in most cases the vehicle has already found a parking/loading location – limits transactions in illegal parking locations (red zones, etc.) - 	<ul style="list-style-type: none"> - Places the burden of the service on the user or business to ‘request’ the valet service – they are not standing by - Timeliness – Will require a change to the City’s ordinances related to valet permits – 2-3 months minimum timeframe - Routes may create quality of life impacts to other users within the City – may be mitigated through permit conditions - Return times may be long and/or erratic based on where the vehicle is stored and where the request for vehicle return is made

