



## Board Report

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### PLANNING AND PROGRAMMING COMMITTEE FEBRUARY 17, 2016

**SUBJECT: SUPPORTIVE TRANSIT PARKING PROGRAM MASTER PLAN AND PAID  
PARKING PILOT PROGRAM**

**ACTION: RECEIVE AND FILE**

#### **RECOMMENDATION**

Receive and File the Supportive Transit Parking Program Master Plan Update and Introduction of the Paid Parking Pilot Program

#### **ISSUE**

This report provides an update of the Supportive Transit Parking Program Master Plan (“STPP Master Plan”) including completed tasks, initial study results and a summary of the current parking program. As part of the development of the STPP Master Plan, staff is recommending a Paid Parking Pilot Program (“Pilot Program”) at nine (9) Metro parking facilities consisting of 4,753 spaces. The Pilot Program would start operation in May 2016 and would be evaluated every three (3) months for needed adjustments to ensure overall system ridership is not adversely affected. Staff will return to the Board at the March meeting for consideration and approval by the Board of the Pilot Program. Staff will report back to the Board with both performance results of the Pilot Program and the completed STPP Master Plan in September 2016.

#### **BACKGROUND**

At its September 2015 meeting the Metro Board authorized the Metro Chief Executive Officer to award a contract to Walker Parking Consultants (“Walker”) to develop the STPP Master Plan. The study will be completed in twelve (12) months. The comprehensive master plan is a long-term plan to develop a self-sustaining parking system for Metro riders. The master plan will result in a roadmap for Metro’s future parking management policies, operations, enforcement, program management and maintenance.

#### **RAM Initiative**

The Pilot Program is part of the Risk Allocation Matrix (RAM) new initiatives program approved by the Metro Board at the January 2016 meeting, and will also provide a venue to actively test potential parking management strategies for consideration as part of the STPP Master Plan. Staff is

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recommending the Pilot Program at nine (9) Metro parking facility locations as described in the discussion section.

After gathering feedback from the Board and stakeholders, staff will provide a detailed operating plan and related updates to the Parking Fee Resolution at the March 2016 Board meeting. If the Pilot Program is adopted, Staff will monitor progress and evaluate the Pilot Program every three (3) months.

## **DISCUSSION**

### **STPP Master Plan Update**

The STPP Master Plan is currently in the analysis and strategic development stage with an emphasis on documenting and understanding how Metro's parking facilities are utilized. As the data is collected a range of parking management strategies are being considered to align parking demand and transit ridership. These parking management strategies range across a broad spectrum from legislation and regulation to enforcement and demand management. Paid parking is a strategy being considered to manage demand, encourage parking availability for Metro patrons at heavily used Metro parking facilities, and to create a self-sustaining parking program.

Patron and stakeholder surveys are currently underway and data is being collected and analyzed as part of the evaluation process. Completed tasks include: collected and analyzed parking utilization data, facilities assessment for all 48 locations and the development of the ridership versus parking demand model.

Staff will return to the Board for the adoption of a management alternative in May 2016, adoption of the STPP Strategic Plan in July and the final STPP Master Plan in fall 2016.

### **Pilot Program**

As part of the STPP Master Plan and the RAM Initiative, staff is recommending a Paid Parking Pilot Program. The Pilot Program will consist of a pricing strategy assessment at nine (9) Metro parking facilities which include 4,753 spaces at the Metro Gold, Red, Expo I and Expo II Line Stations. These facilities and number of parking spaces are listed below:

| Station              | Rail Line | # of Parking Spaces |
|----------------------|-----------|---------------------|
| Expo/Bundy           | Expo II   | 250                 |
| Expo/Sepulveda       | Expo II   | 260                 |
| 17th St/SMC          | Expo II   | 67                  |
| La Cienega/Jefferson | Expo I    | 485                 |
| Culver City          | Expo I    | 586                 |
| Sierra Madre Villa   | Gold      | 965                 |
| Atlantic             | Gold      | 284                 |
| Universal            | Red       | 546                 |
| North Hollywood      | Red       | 1,310               |
| <b>Total</b>         |           | <b>4,753</b>        |

The Pilot Program represents an opportunity to evaluate and gather real performance data for development of long-term parking management strategies and understanding the relationship between parking demand and transit ridership. The Pilot Program will assess a variety of factors related to parking utilization and ridership, including, and not limited to the following:

1. Parking occupancy before and after pricing implementation;
2. Changes in parking occupancy as pricing is adjusted;
3. Refinements in operating practices such operating hours and fee structure;
4. Parking enforcement needs; and
5. Innovative solutions for parking operations and management.

Recommended Facilities

The stations recommended for the Pilot Program were carefully selected by staff and Walker based on their capacity and recent facility assessment findings. Walker also found the following on the selected parking facilities:

- Free parking at North Hollywood typically reaches capacity by 7am or earlier on weekdays.
- Free parking at Universal City and Sierra Madre typically reaches capacity by 8 am on weekdays.
- Utilization at La Cienega/Jefferson continues to increase, as the Culver City station, which is one mile away, has reached capacity.
- Parking facilities along Expo II have been considered for the Pilot Program due to its location and anticipated demand for parking. In addition, all of the parking facilities available for public use nearby charge for parking, creating a strong potential for poaching by non-transit riders.

Pricing Schedule

The proposed pricing schedule at the nine transit stations is as follows:

| Station              | Transit User Daily Rate | Transit User Monthly Rate | Non-Transit Rider Daily Rate |
|----------------------|-------------------------|---------------------------|------------------------------|
| Expo/Bundy           | \$2                     | \$59                      | \$20                         |
| Expo/Sepulveda       | \$2                     | N/A                       | \$15                         |
| 17th St/SMC          | \$2                     | \$59                      | \$20                         |
| La Cienega/Jefferson | \$2                     | N/A                       | \$17                         |
| Culver City          | \$2                     | N/A                       | \$17                         |
| Sierra Madre Villa   | \$2                     | \$29 (existing rate)      | \$17                         |
| Atlantic             | \$2                     | \$29 (existing rate)      | \$15                         |
| Universal            | \$3                     | \$55 (existing rate)      | \$25                         |
| North Hollywood      | \$3                     | \$59 (existing rate)      | \$25                         |

Pricing recommendations were based on an analysis of:

- Current permit parking program rates;
- The cost of adjacent/nearby parking options both on and off-street; with the guiding philosophy that Metro parking should be less expensive for Metro transit patrons than non-transit patrons;
- The impact on total commuting costs;
- Pilot Program Operating Costs.

Conceptual Operating Plan

The Pilot Program will operate as a pay upon entry model where the customer pays for parking upon entering the facility. At the beginning of the program payment will only be required during the period that parking attendants are scheduled to be onsite, from 5am to 2pm on weekdays. Staff is also recommending the purchase of pay machines which are able to accept cash, credit cards and mobile payments. Once the pay machines are in operation, payments will be required 24 hours per day, 7 days a week. TAP Card readers will also be used to allow verification of transit users versus non-transit users by the multi-space pay machine. Parkers will need to provide proof of fare payment to receive the discounted transit user rate listed above, and non-transit users would pay the non-transit user rate. TAP Card readers will be used to allow the parking system to verify the purchase of fare and proof that the user took transit within the last 96 hours in order to receive the discounted rate. Current permit holders will be converted to a monthly parking permit. A permit holder will continue to utilize the set aside parking spaces during the restricted hours at no additional cost.

Identifying Transit versus Non-Transit Users

Parking Management staff has been working with TAP staff to develop the card reader and data requirements to allow the parking system to verify proof of fare payment and determine if the parker utilized transit within 96 hours. This Pilot Program will identify the extent of poaching by non-transit

parkers at parking facilities along the Metro transit system. This program will utilize innovative parking solutions to provide discount incentives for transit users and charge an above market rate fee to non-transit users.

Ridership Implications

Implementation of the Pilot Program is not expected to cause significant reduction in ridership since a small portion of transit riders at the selected parking facilities drive and park at the stations. Initial data provided by Metro, reviewed by Walker and summarized in the table below found that a large percentage of patrons arriving to Culver City, Sierra Madre, Universal City and North Hollywood arrive through another form of public transit. For example, 60% of transit patrons at Universal City and 62% at the North Hollywood Station arrive via transfer from other forms of public transit. With the high volume of ridership at these stations and the relatively low number of park and ride patrons, losing some patrons due to charging for parking would result in minimal impacts to ridership. That said, if significant drops in ridership occur, the Pilot Program will capture that data and adjust accordingly.

| Station         | Average Weekday Boarding's Per Rail Line | % Arrive by Public Transit | % Park and Ride to the Rail Line |
|-----------------|--|----------------------------|----------------------------------|
| North Hollywood | 142,615                                  | 62%                        | 1.3%                             |
| Universal City  | 142,615                                  | 60%                        | 1.0%                             |
| Sierra Madre    | 44,931                                   | 28%                        | 2.8%                             |
| Culver City     | 28,953                                   | 50%                        | 2.9%                             |

Commuting Cost Analysis

This program is not expected to significantly increase the overall commuting costs for Metro transit riders when compared with drive alone options. Walker conducted a study to identify the impact on commuter cost to Metro patrons upon implementation of the Pilot Program at the selected parking facilities. The table below provides a high level overview of the analysis. Current savings from a drive alone option for the average Metro commuter going from North Hollywood to Downtown Los Angeles is about 74%. With the Pilot Program, savings over a driving commute will still result in a 53% overall savings. Further, time savings are not included in the analysis and may be substantial. Commute time from the Metro Red Line North Hollywood to the 7<sup>th</sup> Street/Metro Center Station is 25 minutes by subway versus driving which may take over one (1) hour during congested traffic.

| Station         | Monthly Cost of Metro Commute Including Paid Parking at first location | Total of Gas + Monthly Parking in Downtown LA | Savings % - with Metro Parking Charge | Savings % - Free Metro Parking |
|-----------------|--|---|---------------------------------------|--------------------------------|
| North Hollywood | \$130.00   | \$274   | 53%                                   | 74%                            |
| Universal City  | \$130.00   | \$258   | 50%                                   | 73%                            |
| <b>Average</b>  |  |   | <b>51%</b>                            | <b>74%</b>                     |

Parking Permit Program Waiting List

Currently there is a wait list for the permit parking program, exceeding 100 patrons at both the North

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Hollywood and Universal Stations. This program has a \$59 and \$55 monthly rate, respectively. Sierra Madre currently has a waiting list of over 50 patrons. These wait lists are the highest in the system and indicate the willingness of transit patrons to pay to secure a parking space.

#### Paid Parking and Public Perception

Some non-driving transit patrons carry the perception that their transit fare is subsidizing parking. Parking operations and maintenance are paid for in Metro's annual budget and currently do not generate any significant revenue to absorb related costs. Implementing the Pilot Program will allow Metro to recover a portion of the costs required to operate certain parking facilities along the Metro system. For those patrons concerned with equity and the overall commute cost, as demonstrated above, the proposed pricing structure still results in lower commuting costs than driving, and if significant changes in ridership are noted, staff can return to the Board with recommendations for the adjustments to pricing.

#### Outreach Program

Staff has developed the following Outreach Program. Prior to the March 2016 Board meeting:

- Present Pilot Program at Regional Service Council Meetings in March 2016.
- Present Pilot Program at Technical Advisory Committee in March 2016.

If the Board adopts the Pilot Program staff will continue with the Outreach Program. After the March Board Meeting:

- Announce Pilot Program implementation information on The Source in April.
- Conduct second phase of stakeholder and patron surveys for the STPP Master Plan.
- Provide program information on Metro Parking website.

Staff will report back to the Board with findings of the Pilot Program in September 2016.

#### **DETERMINATION OF SAFETY IMPACT**

Piloting a Paid Parking Program will not create any safety impacts because it will operate within the existing infrastructure. The implementation of this program will only require the purchase and installation of multi-space meters and signage.

#### **NEXT STEPS**

After receiving feedback from the Board and stakeholders, staff will return to the Board in March 2016 with a complete operating plan, budget and Fee Resolution adjustment for the Pilot Program. Staff will monitor and evaluate the Pilot Program every three months and will update the Board at the September 2016 Board meeting on the performance of this program. With respect to the STPP, staff will return to the Board in May 2016 for the adoption of a recommended parking management alternative, in July of 2016 for the adoption of the Metro's Parking Strategic Implementation Plan and in September 2016 for the adoption of the completed Supportive Transit Parking Program Master Plan.

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Prepared by: Adela Felix, Transportation Planning Manager, (213) 922-4333  
Frank Ching, Director, Parking Management, (213) 922-3033  
Jenna Hornstock, Deputy Executive Officer, (213) 922-7437

Reviewed by: Calvin E. Hollis, Interim Chief Planning Officer, (213) 922-7319