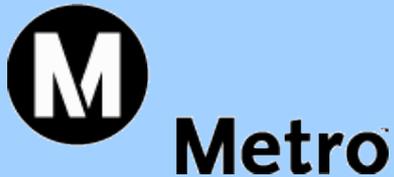


Los Angeles County Metropolitan Transportation Authority

Paid Parking Pilot Program

Parking Management

February 2016



Introduction

- Metro currently operates over 22,000 parking spaces at 48 stations. This number will increase to approx. 25,000 spaces at 57 locations when Expo II and Foothill Extension open for operation.
- Metro's parking program provides an important first/last mile connection service for Metro patrons.
- The Paid Parking Pilot Program ("Pilot Program") is a strategy being considered to manage demand, encourage parking availability for Metro patrons at parking facilities currently operating at capacity.
- The Pilot Program is being considered at nine (9) Metro Stations at a total of 4,753 parking spaces.



Why Paid Parking?

Paid Parking Pilot Program is being recommended as part of the Supportive Transit Parking Program (STPP) Master Plan to assess the following:

- Parking occupancy before and after pricing implementation.
- Changes in parking occupancy as pricing is adjusted.
- Refine operating practices to make proper adjustments.
- Identify parking enforcement needs.
- Identify innovative solutions for parking operations and management.
- Understanding the relationship between parking demand and ridership.



Location and Pricing Recommendations

The pilot locations were selected based on their capacity, terminus locations, utilization and recent parking facility assessment findings such as:

- Free parking at North Hollywood reaches capacity by 7am or earlier during weekdays.
- Free parking at Universal and Sierra Madre reaches capacity by 8am during weekdays.
- Utilization at La Cienega/Jefferson continues to increase, as the Culver City Station has reached its capacity.
- Parking facilities along Expo II are being considered based on their location. All parking facilities nearby charge for parking.

| Station | Rail Line | Transit User Daily Rate | Transit User Monthly Rate | Non-Transit Rider Daily Rate | # of Parking Spaces |
|----------------------|-----------|-------------------------|---------------------------|------------------------------|---------------------|
| Expo/Bundy | Expo II | \$2 | \$59 | \$20 | 250 |
| Expo/Sepulveda | Expo II | \$2 | N/A | \$15 | 260 |
| 17th St/SMC | Expo II | \$2 | \$59 | \$20 | 67 |
| La Cienega/Jefferson | Expo I | \$2 | N/A | \$17 | 485 |
| Culver City | Expo I | \$2 | N/A | \$17 | 586 |
| Sierra Madre Villa | Gold | \$2 | \$29 (existing rate) | \$17 | 965 |
| Atlantic | Gold | \$2 | \$29 (existing rate) | \$15 | 284 |
| Universal | Red | \$3 | \$55 (existing rate) | \$25 | 546 |
| North Hollywood | Red | \$3 | \$59 (existing rate) | \$25 | 1,310 |
| Total | | | | | 4,753 |



Conceptual Operating Plan

- TAP Card readers will be used to verify transit users vs. non-transit users.
- Parking Equipment capable of verifying proof of fare payment and if parkers used the transit system within 96 hours will be used.
- Current permit holders will automatically convert to a monthly parking customer.
- Preferred Permit spaces will still be applicable and available to general transit patrons after specified times.



Arrival and Commuting Cost

Boarding vs. Arrival

| | Weekday Boardings | % of Park and Ride at Station | % Arrive by Public Transit | % of Arrive by other Methods |
|-----------------|--------------------------|--------------------------------------|-----------------------------------|-------------------------------------|
| North Hollywood | 15,841 | 9% | 62% | 29% |
| Universal City | 6,945 | 13% | 60% | 27% |
| Atlantic | 2,138 | 8% | 62% | 30% |
| Culver City | 4,713 | 15% | 50% | 35% |

Commuting Cost

| 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% |
| | | Average | 51% | 74% |



Public Perception

- Non-driving transit patrons are currently under the perception that their transit fare is subsidizing parking.
- The operations of parking are currently being maintained by Metro's annual budget without generating any parking revenue to recover a portion of its costs.
- The Paid Parking Pilot Program Metro will be able to recover a portion of the costs required to operate parking facilities along the Metro system.
- This program will also prove to our transit patrons that they are no longer subsidizing someone else parking costs.
- This program is estimated to generate approximately \$600,000 in net revenue.



Next Steps

Paid Parking Pilot Program

- Staff will return to the Board in March 2016 with a complete operating plan, budget, and Fee Resolution adjustment for the Pilot Program.
- Public outreach and notification in April 2016.
- Implementation and operation begins in May 2016.
- 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.

