

METRO PARKING MANAGEMENT PILOT PROGRAM PHASE II OPERATING PLAN

1.0 OBJECTIVE

The objective of the Pilot Program is to implement a self-sustaining parking solution to retain and improve parking resources for Metro transit patrons. The second phase of the Pilot Program will implement at nine (9) locations and potentially expand up to thirteen (13) locations. It will test approaches to a fee structure, fee collection, facilities management, automated parking management equipment and enforcement needs. The pilot program will be in place for at least two (2) years, and is anticipated to lead into the permanent implementation of the program at additional locations.

The second phase of the Pilot Program will utilize a “toll road” concept automated parking management system. The system will combine a License Plate Recognition (LPR) system, TAP card ridership identifier engine and payment processing solutions. Phase II of the program will operate as a fully automated program, eliminating the need for onsite parking facility cashiers. On-site parking attendants will be available to provide customer service ambassador service only and will not process revenue transactions.

2.0 TRANSIT PARKING PAYMENT PROCESS

2.0.1 Overview

The Pilot Program will offer an affordable daily parking rate to parkers that can verify use of the Metro system as well as other providers using TAP cards, within a 96-hour period. Verification will be provided by linking the automobile license plate to a valid TAP card. Non-transit riders will be rejected to park or will have to pay a much higher daily parking rate. Daily and monthly parking fees will be available as well as a Carpool Program options. The Pilot Program will not replace the existing Preferred Permit Parking program, which provides assigned parking spaces for a daily or monthly fee. A summary fee table for initial implementation of the Pilot Program is described in more detail in the table below:

Parking Management Pilot Program – Operation Plan

Parking Management Pilot Program Pricing Schedule					
Station	Rail Line	Transit User Daily Rate	Transit User Monthly Rate	Carpool Monthly Rate	# of Parking Spaces
Expo/Bundy	Expo	\$3	\$49	\$25	214
Expo/Sepulveda	Expo	\$3	\$39	\$25	256
17th St/SMC	Expo	\$3	\$59	\$45	63
La Cienega/Jefferson	Expo	\$3	\$59	\$45	485
APU/Citrus	Gold	\$3	N/A	N/A	200
Irwindale	Gold	\$3	\$39	\$25	350
Atlantic	Gold	\$2	\$29	\$20	284
Universal	Red	\$3	\$55	\$45	546
North Hollywood	Red	\$3	\$59	\$45	1,310
*Norwalk	Green	\$2	\$39	\$25	1,720
*Lakewood	Green	\$2	\$39	\$25	299
*Aviation	Green	\$3	N/A	\$25	390
*El Monte	Green	\$2	\$39	\$25	1,809
T total					7,926

* Caltrans owned locations

* *Fees may be adjusted pursuant to the process described in Section 2.0.5.

2.0.2 Automated Parking Management System

Automated Parking Management System devices, included TAP Card/ridership verification, License Plate Recognition system (LPR), pay machines will be install at all the Pilot Program Metro parking facilities. Mobile payment solution will also be available for the Pilot Program locations. The LPR system will capture all vehicles enter and exit Metro parking facilities. The pay machines will have the capability of reading TAP cards for ridership verification and provide pay by license plate function. Pay machines will capable to accepting cash and credit cards on-site. Patrons can simply enter their license plate number and present their TAP card to obtain the transit parking rate and pay for their parking fee prior exiting the parking facility. The LPR will capture the vehicle’s exit and complete the transaction. LPR system will also retain records for remaining vehicles inventory and outstanding transactions (exit without payment process) for posting billing process.

2.0.3 Transit User Identification

A parking patron is considered a transit user if they use the system, or transit provided by other systems using a TAP card, within 96 hours of parking at a Metro Transit Parking facility. The time period of 96 hours can occur prior to or after the patron parks their vehicle. The TAP card reader will allow the automated parking management system to verify transit versus non-transit riders. TAP card readers will be installed on the pay machines. Transit patrons can simply present their TAP card at the pay machine. Once the TAP card is read, the last transaction will be identified. If that transaction happened within the last 96 hours, the patron is eligible for the affordable transit patron parking rate. Transit patrons can pay for their parking with their license plate information after they obtained the transit parking rate. Pay

machines accept cash and credit card payments. This function will apply to all daily transit users who choose to pay for their parking at the pay machines upon their return to pick up their vehicles.

Transit patrons can also use the mobile payment option to pay. Patrons will be able to simply download the pay by phone app and only need to register once with their personal and TAP card information. Transit user can use the mobile app to pay with their license plate number. Since the TAP card information had already registered, the TAP verification will be automated.

Any un-identifiable parking customers or unpaid transactions will be recognized by the exit LPR system, then submitted to DMV through Metro's Parking Permit Processor (iParq). The registered owner of the vehicle will then be issued a violation of unpaid transaction and billed for collection of the non-transit user parking rate within 21 calendar days.

2.0.4 Parking Fee Transactions

There are 3 types of parking fee transactions: Daily Parking, Monthly Parking and Carpool

Daily Parking Transactions

All the parking facilities will operate under an automated configuration. No cashiers will be available at the entrance or exit lanes. Patrons are not required to stop at the entrance or exit lanes. The LPR system will recognize and retain an inventory record for parking fee collection processing. The parking fee will be determined by the Transit User Identification Process described above. Customer can choose to pay for their parking fee at the pay machines or use mobile pay option. Once the parking rate is determined, the patron's license plate will be notated and their payment (cash or credit card) will be processed. Their license plate will be entered into the system and serve as proof of payment. A receipt will be given by request only. Patrons can exit the parking facilities and the LPR system will capture the exit and close the Daily Parking transaction.

Any un-identifiable parking customers or unpaid transactions will be recognize by the exit LPR system, then submitted to DMV through Metro's Parking Permit Processor (iParq). See section 2.0.3

Monthly Parking Transactions

The patron will arrive at the parking facility and the LPR system will recognize its eligibility. Once verified, the patron may park their vehicle without accruing any

additional parking fees. A physical monthly parking permit will also be display on the vehicle for enforcement purpose.

If the patron's permit is not valid, they will be responsible for paying the appropriate daily parking fee per the processes described above.

Monthly Parking permits will be sold on a monthly basis and will be available for online purchase. These permits will require transit users to provide their TAP card number in order to be eligible for the permit. Once issued, the patron must maintain a minimum of ten (10) daily transactions using their TAP card, per month, in order to renew their permit for the following month.

Monthly Carpool Program

A Monthly Carpool Parking Program will be implemented at all locations. At selected locations, a Carpool Program may be the only monthly parking option to reduce parking demand. In order to be eligible for this program, a minimum of 3 patrons must register their TAP card numbers and license plate numbers through the online customer portal. In order to retain eligibility, each registered TAP card must maintain a minimum of ten (10) daily transactions, per month.

Once registered and paid, a Monthly Carpool Permit will be issued. This permit must be displayed in the windshield of the vehicle used for the carpool for enforcement purpose. LPR system will also recognize its eligibility and ensure only one out of the three registered vehicle in the account entered the facility. Only one of the registered vehicles will be able to enter the parking facility with the Carpool Permit. If another vehicle that is registered to the Carpool Permit enters the parking facility, they will be expected to pay the prevailing daily parking rate.

2.0.5 Parking Rates and Permit Fee

All parking rates and permit fees will be collect according to the adopted Metro Parking Rates and Permit Fee Resolution without exceptions. The Daily Parking rate calculation is based on a 24 hour cycle. Monthly Permit Parking is based on the first day to the last day of the calendar month cycle. All parking rates and permit fees are applied 24 hours a day, 7 days a week.

Pricing Adjustments

Staff will assess the impacts of the Pilot Program every two (2) months, identifying occupancy levels (targeted at 85%), any impacts on ridership and other factors based on feedback from transit patrons and the parking attendants. Based on these factors, parking rates may be adjusted. The Pilot Program will have a maximum parking fee of \$5.00 daily and any pricing adjustments will require 30 days' notice (both increases

and decreases). Pricing adjustments shall not occur more frequently than every two months.

3.0 OPERATIONAL PLAN

3.0.1 Parking Facilities

Each facility can be described as either an Automated Parking Facility or a Permit Only Parking Facility. Automated parking facilities will have parking attendants to perform as customer service ambassadors to assist our customers, generally from 4:00pm to 8:00pm. Permit Only Parking Facility will be depend on permit enforcement operation.

Automated Parking Facilities

Automated Parking Facilities will be available and accessible for transit patrons 24 hours a day and 7 days a week throughout the year. Parking attendants will be available during operating hours, between 4:00pm to 8:00pm to assist transit user and available to answer general customer service questions. Parking attendants will also inventory the parking facilities at the beginning and the end of their shift to and identify unreadable license plates, such as dealer plate, and international plates. Parking attendants will consolidate all the information and submit to Metro parking permit processor to ensure all outstanding transactions are billed properly. Please refer to section 2.0.3 for the process of handling un-identifiable parking customers and the unpaid transaction process.

Other hours will be unattended and self-service. Any patrons need any assistance during after hour can use intercom at the pay machines to connect with customer service center 24 hours a day.

Permit Only Parking

The Expo/Bundy on-street parking spaces and Downtown Azusa Parking Facility are two facilities that will operate under permit only parking configuration. The Expo/Bundy parking facility consists of 250 on-street parking spaces. For the Pilot Program, 175 of these spaces will be available only through Monthly Parking Permits. The remaining 75 will be daily permit parking. Downtown Azusa Parking Facility consists with 186 Metro transit patrons' parking spaces on the top two levels of the facility. All 186 of these spaces will available only through Monthly Parking Permits. Patrons can pay for their monthly or daily permit parking fee either through a mobile application, by dial-in to a customer service provider or online. These parking spaces are for transit parking only and will be patrolled by officers of Metro-authorized parking enforcement agencies. Any violators will be subject to issue a citation or tow.

3.0.2 Parking Revenue Collection and Reporting

As mentioned above, Automated Parking Facilities will accept cash, credit card and mobile payment. Parking Management Operator (Operator) will collect all the daily parking revenue via different payment solutions. In addition to parking attendants, Operator will provide revenue collection staff to retrieve cash revenue from all pay machines, and reconcile with daily revenue report generate by the Automated Parking Management System. All cash revenues are required to be deposited in the bank daily. Credit card transactions processing and mobile payment transactions shall also be reconciled daily. Operator is anticipated to provide daily revenue report for gross revenue daily and submit to Metro Parking Management staff electronically. Metro Parking Management staff will also have access to the system for auditing purpose.

Operator is required to provide monthly reports to illustrate all gross revenue and expenses. Operator is also required to pay parking tax on Metro's behalf if applicable. Monthly report will include, but not limited to, all labor cost, credit card processing fee, mobile payment transaction cost, amortization of parking equipment, all management fee and other reimbursable expenses with detail back up documents.

4.0 OUTREACH & COMMUNICATION

Internal and external stakeholder outreach is critical to the success of the Pilot Program. Parking Management staff will work with Metro's Marketing and Communications departments to design outreach plans for the communities and facilities involved in the Pilot Program, as well as through messages for internal Metro communications.

4.0.1 External Stakeholder Outreach

Several different channels will be used to ensure that the participating communities are informed about the Pilot Program. Starting in February 2016, Regional Service Council meetings, Technical Advisory Committee (TAC), as well as other appropriate subcommittees were visited by Parking Management staff to explain the Pilot Program and respond to any questions. These meetings will be visited again once the Pilot Program has been implemented at some of the locations to address any follow up questions.

Outside of the Service Council and Advisory Committee meetings, the general public will be informed of the Pilot Program through emails, social media, news outlets, the Metro website, Metro TPIS monitors and signage and flyers at the participating parking facilities. Public communications material was created in early April 2016 during Phase I of the Pilot Program, including instructions for parking and a Frequently Asked Questions (FAQ) document, with a full launch to the public after Board adoption of the Pilot Program.

Updated instruction and communication material for Phase II will be created in Fall 2016 prior to the revenue operation.

4.0.2 Metro Internal Department Communications

Meetings will be coordinated with the departmental staff and appropriate personnel of Parking Enforcement, Transit Court, Community Relations and Customer Relations in order to explain details of the Pilot Program. A Frequently Asked Question document will be created and distributed to these departments for reference when they receive questions about the Pilot Program. Parking Management staff will be available to train and educate any departments on the program.

5.0 PERFORMANCE REPORT

5.0.1 Reporting

Parking Management staff will provide updates on the Pilot Program to the Board every 3 months, with the first report for Phase II in April 2017.

The Pilot Program is being recommended as part of the Supportive Transit Parking Program (STPP) Master Plan and will determine parking occupancy (and related demand) before and after pricing implementation. Utilize pricing adjustments to mitigate changes in parking occupancy and retain it at 85% target. Metro Parking Management also anticipates testing and developing new innovative parking solutions and funding for parking operations and management.