

# ATTACHMENT D

## METRO PARKING MANAGEMENT PILOT PROGRAM PHASE I 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 first phase of the Pilot Program will focus on three locations along the Expo II extension and test approaches to a fee structure, fee collection, facilities management and enforcement. The locations are Expo/Sepulveda, Expo/Bundy and 17<sup>th</sup> St/SMC. This program will consist of daily and monthly fee based parking for 577 parking spaces. The first phase of the Pilot Program will be in place until the second phase of the Pilot Program is ready for implementation, anticipated within one year of implementation. The maximum time for Phase I is two years.

### 2.0 PARKING PAYMENT PROCESS

#### 2.0.1 Overview

The Pilot Program will offer a discounted 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 to a valid TAP card. Non-transit riders will pay a much higher daily parking rate. Daily and monthly parking fees will be available as well as a Carpool Program. The Pilot Program will not replace the existing Preferred Permit Parking program, which provides reserved spaces for a daily or monthly fee. A summary fee table for initial implementation of the Pilot Program is below; the fee options are described in more detail below and fees may be adjusted pursuant to the process described in Section 2.0.5.

Station	Rail Line	Transit User Daily Rate	Transit User Monthly Rate	Carpool Monthly Rate	Non-Transit Rider Daily Rate	Attended or Permit Facility	# of Parking Spaces
Expo/Bundy	Expo II	\$2	\$39	\$25	\$20	Permit	250
Expo/Sepulveda	Expo II	\$2	\$39	\$25	\$15	Attended	260
17 <sup>th</sup> St / SMC	Expo II	\$2	\$39	\$25	\$20	Attended	67
<b>Total</b>							<b>577</b>

#### 2.0.2 Payment Processing Equipment

Payment processing devices, TAP Card/ridership verification and revenue processing handheld devices will be purchased to implement the first phase of the Pilot Program. This equipment will have the capability of reading TAP cards and accepting cash, credit card and mobile payments. Parking attendants will use the devices in order to process payments and notate customer information, including linking TAP cards to users for future verification purposes.

### 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 parking attendant to verify transit versus non-transit riders. TAP card readers will be installed on the parking attendant's handheld devices.

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 discounted transit patron parking rate. Transit patrons without a TAP card or without a transaction in the prior 96 hours can still qualify for the discounted transit patron parking fee. The parking attendant will issue an "exception transaction" ticket for the patron. The patron must use the transit system within 1 hour of parking their vehicle. After using the transit system, the patron can verify ridership and secure the discounted transit parking fee by linking their TAP card to their license plate notated on the exception ticket. This process can occur either online, through mobile payment, or with the on-duty parking attendant within the next 96 hours.

Any un-identifiable parking customers or unpaid transactions will be submitted to DMV through Metro's Parking Permit Processor (iParq). The registered owner of the vehicle will be billed for collection of the non-transit user parking rate.

### 2.0.4 Parking Payment Process

There are 3 options for parking payment: Daily Parking, Monthly Permit Parking and Carpool

#### *Daily Parking Transactions*

Parking attendants will be scheduled at each entrance to the parking facility. The attendants will be equipped with handheld devices to verify transit ridership and process payments. Vehicles will pay the appropriate parking fee upon entry to the parking facility. The parking fee will be determined by the Transit User Identification Process described above. Once the parking rate is determined, the patron's license plate will be notated and their payment (cash or credit card) will be processed. The patron will then park their vehicle. Their license plate will be entered into the system and serve as proof of payment. A receipt will be given but is not required to be displayed as proof of payment.

Any intended transit users without a TAP card or prior ridership transaction within 96 hours will be issue an exception ticket and their license plate will be notated upon

## ATTACHMENT D

entering the parking facility. The patron can settle the parking fee payment after completing the ridership transaction. (See section 2.0.3)

### *Monthly Permit Parking Transactions*

The patron will arrive at the parking facility and show their permit to the parking attendant. The parking attendant will verify that the parking permit is valid. Once verified, the patron may park their vehicle without accruing any additional parking fees.

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 three (3) pilot locations. 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. 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

# ATTACHMENT D

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 Attended Parking Facility or a Permit Only Parking Facility. Attended parking facilities will have parking attendants available to process transactions during operating hours, generally from 5:00am to 2:00pm. Permit Only Parking Facility will be depend on permit enforcement operation.

#### *Attended Parking Facilities*

The Expo/Sepulveda and 17th St/SMC facilities will be attended parking facilities during the first phase of the Pilot Program. Parking attendants will be available during operating hours, between 5:00am to 2:00pm to identify transit users and process parking payment. They will also be available to answer general customer service questions and help patrons.

Parking attendants will also inventory the parking facilities at the beginning and the end of their shift to ensure all parked vehicles have paid and are billed properly. Please refer to section 2.0.3 for the process of handling un-identifiable parking customers and the unpaid transaction process.

#### *Permit Only Parking*

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. 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 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 Budget

The costs associated with Phase I implementation include labor (parking attendants), equipment, supplies, parking tax (if applicable), and credit card transaction costs. For Phase I, the equipment investment is primarily handheld devices to be used for TAP verification. The budget for Phase I Implementation is below:

## ATTACHMENT D

Labor Cost	Equipment & Supplies	Parking Tax	Credit Card & Transaction Processing	Total
\$192,570	27,520	\$42,260	\$91,000	\$353,350

In order to implement Phase I of the Pilot Program simultaneous with the opening of the Expo II, staff will use the existing contract with iParq, Metro's new permit processing operator. Implementation costs will be paid from the gross revenue generated during the first year of the program, thus requiring no cash outlay from Metro. Anticipated net revenues for the first year of implementation are \$400,000.

### 4.0 OUTREACH & COMMUNICATION

Internal and external stakeholder outreach is critical to the success of the Parking Management 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 Parking Management 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 that may arise. These meetings will be visited again after implementation of the Pilot Program to address any follow up questions or issues.

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 will be created in early April 2016, including instructions for parking and a Frequently Asked Questions document, with a full launch to the public after Board adoption of the Pilot Program.

#### 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 Parking Management 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 also offer training sessions for any department that requests training.

# ATTACHMENT D

## 5.0 REPORTING AND PHASE II

### 5.0.1 Reporting

Parking Management staff will provide updates on the Pilot Program to the Board every 3 months, with the first report in September 2016.

### 5.0.2 Phase II

A Phase II Operations Plan will be presented to the Board for consideration in Fall 2016, and will include 6 additional stations. A new parking operator will be procured for implementation of Phase II as well as to purchase additional equipment. A key component to Phase II will be implementation of multi-space parking machines to simplify and facilitate the payment process. A list of parking facilities for Phase II and a preliminary pricing table are provided below.

Station	Rail Line	Transit User Daily Rate	Transit User Monthly Rate	Carpool Monthly Rate	Non-Transit Rider Daily Rate	# of Parking Spaces
Expo/Bundy	Expo II	\$2	\$39	\$25	\$20	250
Expo/Sepulveda	Expo II	\$2	\$39	\$25	\$15	260
17th St/SMC	Expo II	\$2	\$39	\$25	\$20	67
La Cienega/Jefferson	Expo I	\$2	\$39	\$25	\$17	485
Culver City	Expo I	\$2	\$39	\$25	\$17	586
Sierra Madre Villa	Gold	\$2	\$29	\$20	\$17	965
Atlantic	Gold	\$2	\$29	\$20	\$15	284
Universal	Red	\$3	\$55	\$45	\$25	546
North Hollywood	Red	\$3	\$59	\$45	\$25	1,310
<b>Total</b>						<b>4,753</b>