

**Board Report**

File #: 2017-0141, **File Type:** Program**Agenda Number:** 26

**EXECUTIVE MANAGEMENT COMMITTEE
MAY 18, 2017****SUBJECT: ADDITIONAL LOCATIONS FOR PARKING MANAGEMENT PILOT PROGRAM****ACTION: APPROVE RECOMMENDATIONS****RECOMMENDATION**

CONSIDER:

- A. **AUTHORIZING** the implementation of the **Parking Management Pilot Program at the Metro Gold Line Monrovia Station with a public shared parking program during non-peak transit hours;**
- B. **AUTHORIZING** the implementation of the **Parking Management Pilot Program at the Metro Green Line Crenshaw Station;**
- C. **AMENDING** Metro's Parking Rates and Fee Resolution (Attachment A) in support of the implementation of the Parking Management Pilot Program and Shared Public Parking Pilot Program at the Monrovia and Crenshaw Stations; and
- D. **APPROVING** Contract Modification Authority (CMA) to Contract No. PS6264800 with L&R Group of Companies dba Joe's Auto Parks in the amount of \$1.3 million, increasing the total CMA amount from \$838,827 to \$2,138,827 to provide additional parking management services at two (2) locations and improved functions for all 15 Metro parking facilities.

ISSUE

The Parking Management Pilot Program (Pilot Program) was developed to manage anticipated parking demand and enhance the transit customer's experience. Implementation of the Pilot Program started in May 2016 with the opening of the Expo Phase 2 stations and will begin at Red, Gold, Green and Silver Line Stations in the coming months. Staff is proposing expanding the Pilot Program to the Metro Gold Line Monrovia Station through a public shared use parking program during non-peak commuter hours and implementing paid parking at the Crenshaw Green Line Station parking facility per the request of the South Bay Regional Service Council members during their March meeting (Attachment B). The actions of this Board Report will authorize the implementation of the Pilot Program at the Monrovia and Crenshaw stations, amend Metro's Parking Fee Resolution and approve Contract Modification No. 2 with Joe's Auto Parks in support of the Pilot Program.

DISCUSSION

Parking Management Pilot Program

In December 2016, the Board approved the implementation of the Phase 2 of the Pilot Program at up to 13 Metro stations. Initial implementation of the Pilot Program had already taken place at the stations along Expo Line (Expo/Bundy, Expo/Sepulveda, 17th St. /SMC and at La Cienega/Jefferson). Staff anticipates completion of implementation at all proposed Pilot Program locations by fall 2017.

The goal of the Pilot Program is to operate Metro parking facilities between 85% to 90% occupancy levels. These occupancy levels are cited by parking experts as the level that maximizes utilization while allowing for customers to be able to find parking at any time. In addition the Program prioritizes parking spaces at Metro stations for transit patrons. Findings from both phases of the Pilot Program will support final recommendations in the Supportive Transit Parking Program Master Plan (STPP Master Plan) currently underway and will help determine the direction of Metro's parking management in the future.

Monrovia Station Parking

Staff has assessed parking utilization at the Monrovia Gold Line Station which has reached 90% occupancy levels in recent months. Staff is proposing adding 350 parking spaces in the Monrovia Station parking garage to the Pilot Program.

Staff has also been working with the City of Monrovia to develop a public shared use parking program at the Monrovia Station to allow for non-transit parking during non-peak commuter hours. Following an analysis of transit parking patterns, staff has concluded that spaces can be made available during non-peak transit periods without impacting availability for transit patrons. Public parking at the Monrovia Station will only be available between 6:00 pm and 5:00 am Monday through Friday, and all day Saturday and Sunday. Should conflicts with transit parking requirements develop, Metro has the discretion to eliminate the public parking program.

For transit riders, staff is proposing a daily rate of \$3.00 or a monthly rate of \$59.00 with TAP ridership verification. For the shared use parking, staff is proposing a \$3.00 flat rate and all non-transit parking users must exit the parking facility before 5 am. TAP verification will not be required during non-peak commuter hours.

Crenshaw Station Parking

Parking Management staff presented up-to-date findings of the Pilot Program to all Regional Service Councils in February and March 2017. Some of the findings indicate there has been a significant reduction of non-transit usage at Metro parking facilities after the implementation of the Pilot Program. During the March meeting, the South Bay Service Council members expressed concern with the usage of Metro parking facilities by private buses and trailers. This concern is consistent with the findings by Parking Management staff. The South Bay Service Council passed a motion supporting the addition of the Green Line Crenshaw Station to the Pilot Program (Attachment B) to address the non-transit usage of Metro's Crenshaw Park and Ride Lot.

Staff is proposing a daily rate of \$3.00 or a monthly rate of \$59.00 with TAP ridership verification at

the Crenshaw station.

Metro Parking Rates and Permit Fee Resolution

Implementation of the Pilot Program at the Monrovia and Crenshaw Stations requires amending Metro's Parking Fee Resolution. The last amendment to the fee resolution was in December 2016 for the implementation of the Pilot Program phase two (2). Changes in the fee resolution only reflect the addition of the Monrovia and Crenshaw Stations to the Pilot Program and the Monrovia shared public parking program, along with a number of edits to address typographical and grammatical errors.

Joe's Auto Parks Contract Modification Authority (CMA)

During the implementation of the Pilot Program, staff identified additional functions needed to consolidate all Parking Management Services under one system. The two (2) additional locations of the Pilot Program will require additional payment equipment, payment options and administrative duties. The proposed increase in CMA with Joe's Auto Parks will address these additional functions and services needed to expand and operate the Pilot Program at all fifteen (15) locations.

DETERMINATION OF SAFETY IMPACT

Implementation of the Pilot Program at the Monrovia and Crenshaw Stations will not create any safety impacts because it will operate within the existing infrastructure. Phasing of the programs will only require the purchase and installation of equipment and signage. Customer service ambassadors will be at the facilities at the beginning of the program to provide assistance to patrons during commuter hours. Customer service ambassadors will also improve safety at the facilities as their presence will discourage theft and vandalism. Ambassadors will also be able to report incidents to Metro Security.

FINANCIAL IMPACT

Implementation of the Pilot Program at the two (2) additional locations will not have an impact on Metro's expense budget. Staff anticipates the additional Pilot Program locations will generate \$2.0 million in gross revenue from transit parking alone, (excluding, additional public parking revenue from Monrovia Station) over the four (4)-year period after both locations are in operation. Staff will report back on the revenue generated from the public parking program in fall 2017. The \$1.3 million operating costs are primarily equipment and labor for the four (4)-year period. The additional Pilot Program locations are projected to generate additional net revenues of \$700,000 over 4 years or approximately an additional \$175,000 net revenue a year.

Contract No. PS6264800 is a net revenue generating contract. Metro will not pay out any funds for this contract. The contractor will cover all the operating costs and be compensated through the parking revenues collected. Metro will receive the net revenue collected from the contractor. There will be no requirement for any local, state or federal funding to pay any expenses.

Impact to 2018 Budget

Staff estimates the above additions to the Pilot Program will generate approximately \$125,000 in FY18 (partial year) after deductions for equipment and labor costs, in Account 40707 for Parking

Revenue. Funds generated by this program will contribute to the RAM internal savings accounts.

ALTERNATIVES CONSIDERED

The Board may choose not to authorize staff to move forward with the implementation of the public shared parking program and Pilot Program at the Monrovia and Crenshaw Stations. This is not recommended as they are both components of the STPP Master Plan's examination of a long-term strategy for managing parking demand using an affordable parking pricing program and creating a self-sustaining system. In addition, the results from these programs will support the completion of the STPP Master Plan. The Pilot Program is also part of the Board-adopted RAM initiative. Implementation of public parking during non-peak commuter hours will allow Metro to share its parking resources with nearby communities where no impact to transit parking availability is anticipated. The data from this program will also help support staff with findings from the implementation at all 15 locations for the STPP Master Plan.

Finally, stakeholders in Monrovia and the South Bay Regional Council are strongly supportive of these recommendations.

NEXT STEPS

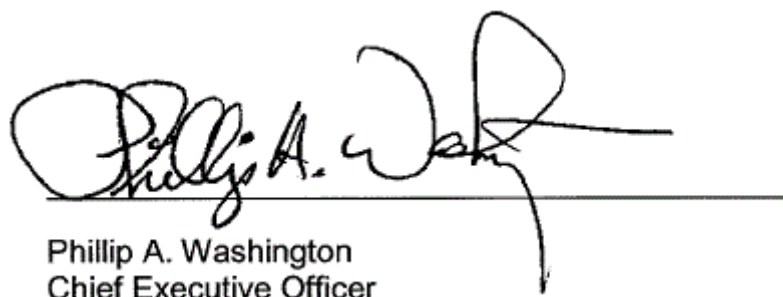
Upon approval by the Board, staff will implement the above changes to the Pilot Program at the fifteen (15) approved locations in 2017. Parking Management staff will return to the Board in fall 2017 to report on the findings from the Pilot Program and for the adoption of the Parking Strategic Plan and STPP Master Plan.

ATTACHMENTS

Attachment A - Metro's Parking Rates and Permit Fee Resolution
Attachment B - Letter from the South Bay Regional Service Council

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