



Board Report

File #: 2018-0139, **File Type:** Contract

Agenda Number: 14.

**PLANNING AND PROGRAMMING COMMITTEE
JULY 18, 2018**

**SUBJECT: PARKING MANAGEMENT PROGRAM
ADDITIONAL LOCATIONS**

ACTION: APPROVE RECOMMENDATIONS

RECOMMENDATIONS

CONSIDER:

- A. AUTHORIZING the implementation of the Parking Management Program at eight (8) high priority locations as recommended by the adopted Supportive Transit Parking Program Master Plan; and
- B. AUTHORIZING the Chief Executive Officer to execute Modification No. 3 to Contract No. PS6264800 with L&R Auto Parks, dba Joe's Auto Parks (Joe's) to provide parking management services at an additional eight (8) locations, in the amount of \$1,588,390, increasing the total contract value from \$9,657,758 to \$11,246,148.

ISSUE

In January 2018, as part of the Supportive Transit Parking Program Master Plan (STPP Master Plan) adoption, the implementation of the Parking Management Program (Program) at locations exceeding 70% occupancy was recommended. The release of a comprehensive Request for Proposals is needed for implementation of all locations outlined in the STPP Master Plan. Staff is planning to prepare and release an extensive procurement for up to 50 Metro stations inclusive of all existing operating locations. This procurement requires sufficient time to plan and be implemented before the contract expires in December 2020.

Eight (8) high priority locations have been identified as having an immediate need for implementation. High priority locations are determined by a combination of proximity to Program locations, occupancy levels and ridership needs.

To properly manage facility utilization and to prevent occupancy disparity between the neighboring stations, as seen along the Gold and Expo Lines and explained in the STPP Master Plan, staff is recommending an immediate implementation of the Program at eight (8) locations along the Green, Gold, Expo and Blue Lines.

BACKGROUND

The Parking Management Pilot Program (Pilot Program) was developed to manage anticipated parking demand and enhance the transit customer’s experience. The Board approved the Pilot Program in March 2016 and implementation started in May 2016 at three (3) locations along Expo II line. The Program has expanded to eleven (11) locations with high parking demand in 2017. Currently, the Program has been implemented at fifteen (15) locations along Gold Line, Expo Line, Red Line and Green Line.

The goal of the Program is to implement a parking solution which retains and improves parking resources for Metro patrons throughout the day. A parking occupancy rate of 85% is typically defined as “practical capacity” meaning that it has reached a balance point between supply and demand where there are sufficient empty spaces to assure parking availability throughout the day. As occupancy rates reaching 100% at capacity, transit users will resort to continuously driving through the facility searching for parking or may be tempted to park illegally. The STPP Master Plan survey also indicated that transit users spending more than six (6) minutes seeking a parking space will most likely drive to their destination instead of using transit. Additionally, the Program prioritizes parking spaces at Metro stations for transit patrons by using the TAP Ridership Verification System (RVS).

DISCUSSION

Staff is proposing to expand the Program to the Metro Blue Line Willow and Wardlow stations, the Metro Green Line Hawthorne/Lennox station, the Metro Expo Line Expo/Crenshaw station and the Metro Gold Line Indiana, Arcadia, Duarte and Downtown Azusa stations (collectively referred to as the “Proposed Stations”). Refer to Table A for location, pricing and number of spaces as below.

Table A.

Parking Management Program Expansion Stations		
Stations	Daily Rate	Parking Spaces
Willow	\$3.00	853
Wardlow	\$3.00	121
Hawthorne/Lennox	\$3.00	362
Expo/Crenshaw	\$3.00	225
Indiana	\$3.00	42
Arcadia	\$3.00	300
Duarte	\$3.00	125
Downtown Azusa	\$3.00	237
Total Expansion Spaces		2265

Joe’s Auto Parks currently manages the fifteen (15) locations identified in the Pilot Program. Joe’s is

responsible for the daily parking operations, including the collection of revenue, maintenance of revenue control equipment and parking permit management. Joe's deducts approved expenses from the revenue collected and submits the net revenue to Metro.

The Board is asked to authorize the implementation of the Program at the Proposed Stations and approve Joe's Auto Parks Contract Modification No. 3, supporting the execution of the Program as recommended by the adopted STPP Master Plan. Pending approval, the implementation of the Program at the eight locations is anticipated for fall 2018.

Indiana, Arcadia, Duarte and Downtown Azusa Parking

Staff has assessed parking utilization at the Indiana, Arcadia, Duarte and Downtown Azusa Gold Line Stations, which have reached 90% occupancy levels since the implementation of the Pilot Program to surrounding stations.

The STPP Master Plan addresses key findings of the Pilot Program's implementation at stations without consideration of adjacent locations. The findings show that neighboring stations along transit lines need to be analyzed and implemented simultaneously to balance out transit parking occupancy at all stations along the line.

Since the implementation of the Pilot Program at Monrovia, we have confirmed disproportionate parking usage along the Gold Line. Indiana, Arcadia, Duarte and Downtown Azusa are experiencing consistent over-capacity situations, whereas Irwindale, Monrovia and Sierra Madre are under-utilized.

Willow and Wardlow Station Parking

With the upcoming Blue Line modernization (the New Blue), there is a pressing need to implement the Program at both the Willow and Wardlow stations, initializing parking demand management prior to the line overhaul.

The Wardlow parking facility has parking occupancy rates that continuously surpass the practical parking utilization, consistently over 90% occupancy. Despite the redesign of the parking facility which increased the number of spaces, the parking occupancy remains unchanged.

The Willow Station parking facility also currently surpasses practical occupancy levels with rates consistently over 90% occupancy. By utilizing the TAP RVS, it is anticipated that additional parking resources will be available exclusively for transit patrons. The execution of the Program will reduce occupancy levels and more evenly distribute transit patrons by utilizing available parking at neighboring stations.

During the New Blue construction period, the Program will be suspended at the Willow and Wardlow locations to ease inconvenience level for transit users. It will be reinstated after the entire Blue Line returns to normal operating level.

Expo/Crenshaw Station Parking

The Expo/Crenshaw Station parking facility at the West Angeles Church has exceeded the daily practical utilization rates since the implementation of the Pilot Program at the La Cienega/Jefferson station.

The STPP Master Plan findings identify and address the challenges of intermittent implementation of the Program, showing shifting occupancy levels at stations that are not yet inducted into the Program. It is anticipated that Program execution along the entire Expo Line will generate parking occupancy stability at each location in the future. Staff has already obtained concurrency with the West Angeles Church to implement the Program.

Hawthorne/Lennox Station Parking

Daily occupancy levels at the Hawthorne/Lennox parking facility have increased and reached its capacity after the implementation of the Program at the Aviation/LAX and Crenshaw Stations parking facilities.

During the course of the Pilot Program, staff has observed that occupancy gaps occur when program implementation is not simultaneous at adjacent stations with parking facilities.

DETERMINATION OF SAFETY IMPACT

Implementation of the Program at the Proposed Stations will not create any safety impacts since it will operate within the existing infrastructure. Program execution will require the purchase and installation of equipment and signage. Parking ambassadors will be available on-site at the beginning of the Program to provide assistance to patrons during heavier commute hours and report incidents to Metro Security, who with their presence will improve safety at the facilities by discouraging theft and vandalism.

FINANCIAL IMPACT

Implementation of the Program at the eight (8) Proposed Stations will not have an impact on Metro's expense budget. Staff anticipates the additional Proposed Stations will generate \$1.9 million in gross revenue and \$1.6 million in operating costs (primarily equipment and labor) over the remaining twenty-eight (28) months of the current parking operator contract. The additional Proposed Stations are projected to generate additional net revenues of approximately \$300,000 over the remaining term of the contract.

Contract No. PS6264800 is a net revenue generating contract. Metro receives the net revenue collected from the contractor. Metro does not use any local, state or federal funding to pay expenses on this Contract.

Impact to 2019 Budget

Staff estimates the above additions to the Program will generate approximately \$108,000 in FY19, after deductions for equipment and labor costs, in Account 40707 for Parking Revenue. However, please note the overall parking management department is still currently operating at a deficit.

ALTERNATIVES CONSIDERED

The Board may choose not to authorize staff to move forward with the implementation of the Program at the Proposed Stations. This is not recommended as the Proposed Stations are components of the STPP Master Plan, approved by the Board as a long-term strategy for managing parking demand

through an affordable parking pricing program and the creation of a self-sustaining system. The positive effects of the Program will not be equally beneficial to Metro patrons unless all adjacent facilities are implemented.

NEXT STEPS

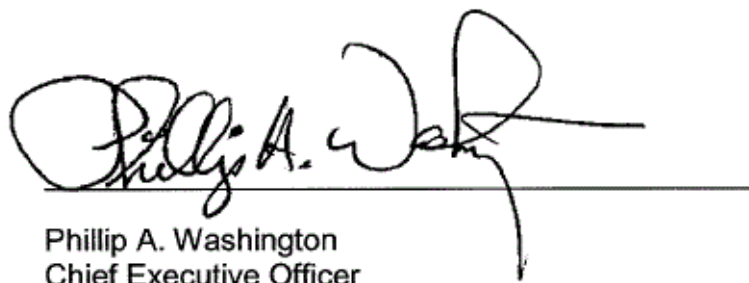
Upon approval by the Board, staff will implement the Program at the Proposed Stations in FY2019 and execute Modification No. 3 to Contract No. PS6264800 with L&R Auto Parks, dba Joe's Auto Parks, to provide parking management services at an additional eight (8) locations.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - Contract Modification/Change Order Log
Attachment C - DEOD Summary

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