



## Board Report

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### PLANNING AND PROGRAMMING COMMITTEE NOVEMBER 15, 2017

**SUBJECT: INTRODUCTION OF THE SUPPORTIVE TRANSIT  
PARKING PROGRAM MASTER PLAN**

**ACTION: RECEIVE AND FILE**

#### **RECOMMENDATION**

RECEIVE AND FILE the Supportive Transit Parking Program Master Plan.

#### **ISSUE**

In August 2016, staff updated the Board on the progress of the Supportive Transit Parking Program Master Plan ("Master Plan"). Since then, all assessments and recommendations for the Master Plan have been completed. A draft copy of the Master Plan can be found online at <http://libraryarchives.metro.net/DPGTL/parking/2017-Parking-MasterPlan.doc>. This report illustrates findings and recommendations from Walker Consultants ("Walker"). Staff will return to the Board in January 2018 for the final adoption of the Supportive Transit Parking Program Master Plan.

#### **DISCUSSION**

Metro currently operates approximately 24,000 parking spaces at 59 transit stations. This number is expected to increase to approximately 31,500 parking spaces at 77 transit stations by 2029 when future rail lines enter operation. Metro's parking program provides an important first and last mile connection to the transit system. The program currently serves approximately four million cars per year.

The Master Plan was developed to provide a comprehensive assessment of the currently parking program. The Master Plan consists of the following components:

- Stakeholder outreach, surveys and data collection
- Parking facility assessment
- Policy, technology, enforcement and operations recommendations
- Parking management alternatives
- Parking Planning & Design Guidelines
- Parking Management Pilot Program ("Pilot Program") & Case Studies
- 10-year Parking Implementation Plan

- Parking management program recommendations

### Facility Assessment and Study

The Facility Assessment includes all 87 parking facilities at 59 Metro stations. The assessment focused on the following areas listed below:

- Occupancy counts for weekday late morning, evening and weekends
- Potential parking facility user groups
- Observations of safety and security issues
- Parking facilities conditions to identify necessary state of good repair improvements

Based on findings from the Facility Assessment, half of Metro's parking facilities are operating at or are reaching maximum occupancy. A quarter of the parking facilities are between 40-69% occupied, and the remaining quarter is under 40% occupied.

Over half of Metro's parking facilities are over 20 years old and require repairs, such as seismic retrofitting (garages), repaving, and safety and security improvements. For example, lighting at 70% of Metro's parking facilities is in poor condition and requires upgrades

### Public and Stakeholders Outreach

#### *Transit Patrons' Surveys*

Two rounds of transit patron surveys were conducted for the Master Plan. Over 9,000 responses were received for each survey. Transit rider surveys focused on understanding riders' needs and priorities with respect to Metro parking facilities and other travel modes for accessing transit stations. The survey was conducted Systemwide of both those who park and ride and those who use other modes of transit as a means to reach a transit station. Some findings from these surveys include the following:

- Approximately 60% of those who park at a Metro parking facility can find a space within three minutes or less.
- Of those who park and ride at a parking facility not owned by Metro and outside a Metro station, 47% do so because they cannot find parking inside a Metro facility, while 32% indicated there is no parking at the Metro facility.
- The top three requested improvements to better access a Metro station were more bus service (59%), more drop-off areas (20%) and more bike racks (12%).
- Most transit patrons will drive to their destination instead of parking and taking transit if they have to spend six minutes or more searching for parking.
- Of those who park and ride at a Metro parking facility, 69% have household incomes of \$50,000 or higher, and are higher than the average countywide rate of 55%.

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### *Stakeholder Outreach*

A stakeholder survey and three stakeholder meetings were held to identify and address concerns related to Metro parking facilities. According to the stakeholder survey, approximately 50% of surveyed cities have concerns in neighborhood parking surrounding Metro station. Another 30% responded without any concerns and the remaining surveyed cities did not provide any responses. Based on this survey, issues included insufficient available station parking and misuse of station parking.

In addition, 21 interdepartmental meetings were held with various Metro departments to collect input and address issues regarding the Master Plan.

Based on results from the Facilities Assessment and Stakeholder Outreach for the Master Plan the consultant team recommends the following goals:

- Secure parking resources for transit patrons.
- Increase availability of parking through restricting non-transit use.
- Maximize the utility of parking assets by engaging in joint use and shared parking agreements at underutilized facilities.
- Extend the life of parking assets and reducing large capital expenditures by proactively maintaining parking facilities.
- While parking fees will generate modest revenue, the focus should continue to be using reasonable pricing to manage parking demand as opposed to using pricing as a revenue generator.

### Parking Management Pilot Program

The Parking Management Pilot Program (“Pilot Program”) was developed to identify a parking solution to ensure parking resources for transit patrons at high parking demand stations. The Pilot Program has assessed possible approaches to a parking fee structure, fee collection, parking verification system and parking enforcement needs. The Pilot Program utilizes a “toll road” automated parking management system which combines a License Plate Recognition (“LPR”) system, ridership verification system and payment processing solutions. The program operates as a fully automated program 24/7. On-site parking ambassadors are also available for customer service during the peak commuters’ hours. An off-site customer services center also responds to any customer’s inquiries 24/7.

The Pilot Program was first introduced at three Expo II stations in May 2016. Since then the program has been implemented at the eleven stations listed below:

<b>Parking Management Pilot Program Pricing Schedule</b>					
<b>Station</b>	<b>Rail Line</b>	<b>Transit User Daily Rate</b>	<b>Transit User Monthly Rate</b>	<b>Carpool Monthly Rate</b>	<b># of Parking Spaces</b>
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
Monrovia	Gold	\$3	\$59	\$45	350
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
El Monte	Silver	\$2	\$39	\$25	1,809
<b>Total</b>					<b>5,867</b>

Stations along the Green Line will be added to the Pilot Program in early 2018.

Some key findings and recommendations from the Pilot Program include the following:

- The transit Ridership Verification System (“RVS”) is a crucial and necessary component of the transition of locations to the parking management program for transit users. Transit rider verification should be used to protect Metro’s parking resources for transit patrons.
- Stations within close distance on the same transit line should be operated and monitored as one location. For example, given their close proximity the APU Citrus, Azusa Downtown and Irwindale stations should operate as one station to help balance demand.
- The Pilot Program should be implemented to improve availability of parking at high parking demand locations, while it also can increase utilization at lower parking demand locations.
- It is recommended that Metro continue to utilize the gateless and ticketless system that is currently in place at Pilot Program locations. It eliminates egress and ingress congestion problems for patrons entering a facility at peak. In addition, to also supporting the management of the parking enforcement program through the integration of both programs into one platform.

The assessment also includes locations with lower occupancy levels and recommends alternative uses for non-transit parking purposes to serve communities near transit station offering parking. After extensive analysis, three locations were examined through the Pilot Program with different non-transit use alternatives as listed as below:

- Atlantic Station - Shared-use public parking is available at the Atlantic station after peak transit parking ingress hours. After 11 a.m. the public is permitted to park for up to three (3) hours for \$3.00.
- Monrovia Station - Metro provides shared parking during non-transit peak commuting hours at the Monrovia station. Under this program the public can park between 6 p.m. and 5 a.m.

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during the weekday and anytime on weekends. The parking rate is \$3.00 flat rate.

- Expo/Sepulveda Station - Parking demand at the Expo/Sepulveda remains low. In July 2017, the Board authorized Metro to enter into a monthly parking program for non-transit rider parking at this station. Metro provides 100 monthly parking for \$120.00 per parking space per month to provide parking for construction workers of an adjacent development project. These cars are assigned to park in the upper level of the facility to minimize any disruption to transit patrons. These parking passes may be cancelled if transit parking demand increases.

Based on current positive performance and outcomes from the Pilot Program, it is recommended converting the Pilot Program to a permanent parking management program Systemwide at locations performing at 70% occupancy or above. If approved, this program will be implemented at a total of 39 stations over the next three years. Alternative non-transit parking use will continue to be considered on a case-by-case basis as part of the program for low-occupancy stations.

The Pilot Program is one of the Board-approved Risk Allocation Matrix (“RAM”) Initiatives. The implementation of the Pilot Program did not require an additional expense budget. Metro procured a revenue-generating contract where the contractor will be compensated for their operating costs from the parking revenue collected. Metro only receives the net revenue amount collected after the contractor amortizes all operating and equipment cost.

### Technology

It is recommended that Metro adopt a system of integrated Pay-By-License Plate Multi-Space Parking Meters (pay machines) with Stationary License Plate Recognition for parking management, as this is a very efficient payment and enforcement solution to manage both daily and monthly transit parking. Metro will need to administer citations to collect unpaid parking fees. It is recommended that customers be offered a mobile phone payment option for citations. It is also recommended that Metro broadcast parking availability through website and mobile apps to advise patrons of facility status before they arrive. This overall system would become the standard for current and future Metro parking resources.

Further, it is also recommended that the parking payment system be integrated with TAP. The end goal is for the user to be able to use their TAP card to handle all payments related to their commute. Currently, parking is paid for either with cash, credit card, or a credit/debit card tied to a parking flexible spending account. Transit payments are made via a TAP card which can be linked to a transit flexible spending account. Metro should continue to work with TAP to integrate both functions on a single TAP card, allowing a patron to use a single instrument - tap once to pay for parking and tap once to pay the transit fare.

### Parking Enforcement

The transition and outsourcing of parking enforcement to non-sworn officers was introduced to the Board as one of the RAM initiatives in January 2016. In September 2017, the Board approved the transition of parking enforcement duties from Metro Transit Security to Parking Management and authorized the contract award to a parking enforcement contractor. This transition will not only

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eliminate jurisdiction enforcement confusion among Metro Transit Security, LASD and CHP officers, but also consolidate all parking enforcement duties into one, eliminating the cost of reimbursement to other agencies and significantly reducing parking enforcement costs. The transition and program implementation is currently underway and is expected to be completed by early 2018.

### Supportive Transit Parking Program Master Plan

Metro's parking facilities represent a significant investment in both capital and land, and should be managed to maximize not only utilization, but also to enhance the Metro customer service experience. The Master Plan is comprised of the following:

- 10-Year Implementation Plan
- Long Range Parking Planning Program: and
- Partnership with cities program

#### *10-Year Parking Implementation Plan*

The Parking Implementation Plan provides a blueprint for a world class transit parking program that leverages technology, provides excellent customer service, and improves the overall transit rider's experience. Objectives of the 10-year Parking Implementation Plan are the following:

- Transition the pilot program to a permanent parking management program.
- Maintain parking facilities in a state of good repair.
- Monitor the parking management program and make adjustments to parameters as necessary
- Utilize the recommended integrated technology to operate and enforce parking regulations at all Metro parking facilities.
- Perform parking enforcement at all stations with parking facilities along the transit system under the same program.
- Utilization of the Long Range Parking Planning & Design Guidelines for future transit corridor projects.
- Implementation of the Parking Management Program at the recommended 38 stations.
- Staff the parking management unit as recommended providing excellent customer service, enforcement, planning and operations.
- Implement the permanent parking management program at the future transit stations.

#### *Long Range Parking Planning Program*

As part of the Master Plan, the consultant team has developed a Long Range Parking Planning Program to support transit corridor planners with parking needs at future rail stations during the planning phase of the program. As part of the program a Long Range Parking Planning and Design Toolkit were developed which includes a ridership versus parking demand model to assist in determining future parking needs. In addition, a Parking Design Toolkit was developed to address parking design needs during the transit corridor planning phase.

The Long Range Parking Planning Program focuses on the following:

- Projections of parking capacity for future transit corridors
- Ridership versus parking demand model
- Potential shared-use opportunities
- Community vehicle ownership surveys
- Surrounding parking program and market conditions
- neighborhood impacts resolution (such as parking overspill and permit parking)
- Utilization of Parking Management Alternatives
- First and last mile connections
- Public and stakeholder input and survey

Parking Design Guidelines include the following:

- Facilities configuration (structures vs. lots)
- Potential future conversion (demand change)
- Parking management & operating configuration
- Ongoing maintenance needs
- Sustainability elements
- Signage (policy, instruction, wayfinding & ADA compliance)
- Bicycle program (bicycle parking / bicycle share)
- Traffic impact (circulation, massive ingress and egress)
- Innovative solutions and equipment
- Potential Mixed use & future development

### *Partnerships with Cities and Surrounding Communities*

As part of the Master Plan, the consultant team recommends that Metro's Parking Management unit work with local jurisdictions to prevent and address spillover impacts from patrons trying to access a transit station.

As part of the partnership effort Metro the consultant team recommends on the following:

- Act as a Countywide Parking planning resource, offering technical recommendations and assistance with managing potential parking.
- Provide information on alternative modes of transportation to access transit.
- Notify transit patrons on parking restriction in area surrounding transit stations.
- Potential shared use options for non-peak transit hours for use by surrounding community.
- Promote alternative modes of transportation to access transit station.

## **FINANCIAL IMPACT**

There is no financial impact as this is a Receive and File Report to the Board.

### Impact to Budget

No financial impact

### **ALTERNATIVES CONSIDERED**

The Board may direct staff to extend the master plan study. However, this is not recommended as the study has been robust and thorough and provides a comprehensive set of recommendations.

### **NEXT STEPS**

Staff will return to the Board in January 2018 for consideration of adoption of the Supportive Transit Parking Program Master Plan.

### **ATTACHMENTS**

Attachment A - Supportive Transit Parking Program Master Plan Executive Summary

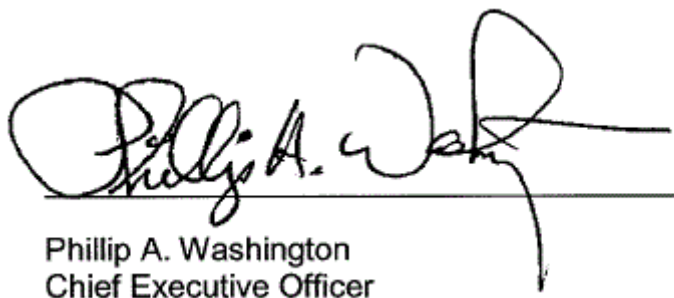
Attachment B- Supportive Transit Parking Program Master Plan Presentation

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