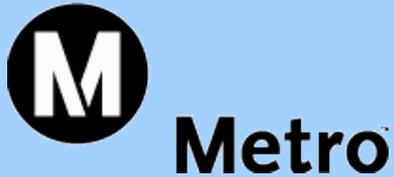


Los Angeles County Metropolitan Transportation Authority

# Paid Parking Pilot Program

Parking Management



# Overview

- Metro currently operates over 22,000 parking spaces at 48 stations. This number will increase to approx. 25,000 spaces at 57 locations when Expo II and Foothill Extension open for operation in 2016.
- Metro's parking program provides an important first/last mile connection service for Metro patrons.
- The Paid Parking Pilot Program ("Pilot Program") is being developed to encourage parking availability for Metro patrons at parking facilities currently operating at capacity, provide funding to improve parking facilities and enhance the overall customer experience.
- The Pilot Program is being considered at nine (9) Metro Stations and will impact 4,753 parking spaces.



# Why Paid Parking?

The Paid Parking 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.
- Assess the relationship between parking demand and ridership.
- Adjust pricing to mitigate changes in parking occupancy.
- Determine necessary parking enforcement.
- Identify innovative solutions and funding for parking operations and management.



# Pilot Locations and Pricing Recommendations

Pilot locations were selected based on their capacity, terminus locations, utilization and recent parking facility assessment findings. Key findings include:

- Transit parking at North Hollywood reaches capacity by 7am or earlier during weekdays.
- Transit parking at Universal and Sierra Madre reaches capacity by 8am during weekdays.
- Utilization at La Cienega/Jefferson continues to increase, as the Culver City Station has reached its capacity.
- Expo II has strong possibility for non-transit rider “poaching” because nearby private parking facilities charge for parking.

## Pilot Program - Proposed Pricing

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



# Conceptual Operating Plan

- Start with handheld TAP Card readers to verify transit users vs. non-transit users.
- Install parking equipment capable of verifying transit fare payment and use of the transit system within 96 hours.
- Current Preferred Permit holders will automatically convert to a monthly parking customer. Preferred Permit spaces will still be available on a daily and monthly basis, and released to general transit patrons after specified times.
- Pilot Program includes creation of a monthly carpool parking program.
- Regular evaluations for price adjustments – increases cannot occur without 30 days notice, pricing maximum capped at \$5 per day.
- Robust outreach and communication plan.



# Impacts: Arrival and Commuting Cost

## Boardings and Arrival methods

	<b>Weekday Boardings</b>	<b>% of Park and Ride at Station</b>	<b>% Arrive by Public Transit</b>	<b>% of Arrive by other Methods</b>
North Hollywood	15,841	9%	62%	29%
Universal City	6,945	13%	60%	27%
Atlantic	2,138	8%	62%	30%
Culver City	4,713	15%	50%	35%

## Commuting Cost

<b>Station</b>	<b>Monthly Cost of Metro Commute Including Paid Parking at first location</b>	<b>Total of Gas + Monthly Parking in Downtown LA</b>	<b>Savings % - with Metro Parking Charge</b>	<b>Savings % - Free Metro Parking</b>
North Hollywood	\$130.00	\$274	53%	74%
Universal City	\$130.00	\$258	50%	73%
		<b>Average</b>	<b>51%</b>	<b>74%</b>



# Impacts: Public Perception & Benefits

- Parking facilities are maintained through Metro's annual budget without generating any revenue to recover a portion of its costs.
  - Surveys have found that some non-driving transit patrons perceive that their transit fare is subsidizing parking.
- The Pilot Program is estimated to generate approximately \$600,000 in net revenue.
- Pricing can be adjusted, or even eliminated, if there are significant impacts on ridership.
- Best practices in parking demand management and academia suggest that parking should be managed through appropriate, flexible pricing programs.



# Next Steps

- Incorporate feedback from Board, Service Councils and TAC
- Return to the Board in March 2016 with a complete operating plan, budget and Fee Resolution adjustment for the Pilot Program.
- Broad public outreach and notification in April 2016.
- Begin operation in May 2016.
- Staff will monitor and evaluate the Pilot Program every three months and will update the Board at the September 2016 Board meeting.

