LOS ANGELES COUNTY
ISD
INTERNAL SERVICES

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Director

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To enrich lives through effective and caring service.

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April 24, 2006

Agenda Date: May 23, 2006

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

HEARING ON RATES
AT VARIOUS COUNTY PARKING FACILITIES
(ALL DISTRICTS – 3 VOTES)

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

Authorize the Director, or his designee, to establish event rates at eight Civic Center parking lots; establish an after 4:00 p.m. rate at Auto Park 11 (located behind the Foltz Criminal Justice Center); and establish an after 8:00 p.m. reduced rate at the Music Center and Disney Concert Hall garages, as specified in Attachment I.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The recommended action will establish new event and late-hour rates at County operated parking facilities, where a demand exists but no such rates are established. The revenue generated will be used to offset the costs associated with the management of the lots and to fund other County parking lot related functions.

At the request of the Music Center of Los Angeles County, and with concurrence of the Chief Administrative Office, we are recommending a reduced rate of $4.00 per vehicle be established for non-peak evening hours (after 8:00 p.m.) at the Walt Disney Concert Hall and Music Center garages to encourage patronage of the non-performance based business establishments located within the two venues. Upon approval by your Board, ISD will work with both venues to implement the new fee and update signage.

ISD also recommends establishment of after-hours and event rates at eight Civic Center parking lots (Attachment I) where a market exists but no event rates exist; and implementation of an after 4:00 p.m. parking rate at the Foltz Criminal Justice Center (AP 11).

ISD engaged a consultant to perform a market evaluation of the County's current parking rates. The consultant also compared the percentage increases the County implemented within the last three years with the increases made by our competitors. The survey concluded that the County has the significant market share and continues to be the price leader in the Civic Center area while competing with multiple alternative parking options in the areas outside of the Civic Center. The consultant, in an effort to maximize utilization of some Civic Center lots, recommended the late-hour reduced entry fee at the Music Center and Disney Concert Hall garages and the after 4:00 p.m. rate at the Foltz Criminal Justice Center. Additionally, ISD Parking Services is recommending establishment of an Event Rate at eight County Lots where no Board-approved Event Rates currently exist but where an occasional market exists due to special events. The Event Rate will allow ISD's parking contractor to operate these lots during extended hours and generate revenue resulting from the increased demand for parking.

It is our intent to implement the new rates within 45 days of your Board's approval. This will allow sufficient time to prepare signs and give clientele notice.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Approval of these rate recommendations is consistent with the County's Strategic Plan Goal of Fiscal Responsibility.

FISCAL IMPACT/FINANCING

The recommended event rates and reduced late-hour entry fee at Music Center and Disney Concert Hall should not have a negative financial impact, as we anticipate the rates will encourage usage of the affected lots.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Chief Administrative Office has reviewed and concurs with the recommendations.

Required public hearing notice was given pursuant to the procedures and requirement set forth in the Government Code Sections 66018 and 6062(a).

IMPACT ON CURRENT SERVICES OR PROJECTS

Continuation of the existing parking fees, and creation of the new event rates, will permit the County to maintain the level of patronage at County parking facilities and maintain the current level of parking revenue.

Respectfully submitted,

Tom Tindall

for Dave Lambertson.
Director

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Attachment (1)

c: Chief Administrative Office
Executive Officer, Board of Supervisors
County Counsel
Auditor Controller

INTERNAL SERVICES DEPARTMENT
PARKING SERVICES
PROPOSED NEW RATES

Attachment I

AUTO PARK NUMBER/NAME/ADDRESS	SUP DIST	CURRENT RATE FY 2005-06	PROPOSED NEW RATES
AP 11 Criminal Courts	1	Daily - $3 ea. 15 minutes	After 4pm - $6 flat rate
227 N. Spring St., LA		Daily - $16 maximum	Event flat rate $8
		Daily -(County Employees) $8.50 max.	
		Monthly Public - $158	
		Subpoena - $8.50	
AP 12 Hall Of Justice		Daily - $3 ea. 15 minutes	Event flat rate $8
211 W. Temple St., LA	1	Daily - $8.50 (County Employees)	
		Daily - $14 maximum	
		Monthly Public - $149	
		After 4pm - $6 flat rate	
		Subpoena - $8.50	
AP 14 Music Center		Daily - $3 ea. 15 minutes	After 8:00 pm - $4 flat
135 N. Grand Ave., LA	1	Daily - $17 maximum	
		Monthly Public - $187	
		Daily - MCOC Employees - $7	
		Weekly MCOC Employees - $18	
		Monthly MCOC Employees - $68	
		Valet Services Public -$20	
		Event/After 5:00 pm - Sat - Sun - Holiday $8 flat	
AP 15 Spring St		Daily - $4 (USDC Jurors Only)	Event flat rate $8
527 N. Spring St., LA	1	Sat - Sun - Holiday $6 flat	
AP 16 Concert Hall	1	Daily - $3 ea. 15 minutes	After 8:00 pm - $4 flat
111 S. Grand Ave., LA		Daily - $17 maximum	
		Monthly Public - $187	
		Daily - MCOC Employees - $7	
		Weekly MCOC Employees - $18	
		Monthly MCOC Employees - $68	
		Valet Services Public - $20	
		MOCA and WDCH tour with validation -$8	
		Event/After 5:00 pm - Sat - Sun - Holiday $8 flat	
AP 21 North Broadway		Sat - Sun - Holiday $6 flat	Event flat rate $8
555 N. Broadway, LA	1		
AP 25 Arcadia & Spring		Daily - $2 ea. 20 minutes	Event flat rate $8
418 N. Spring St., LA	1	Daily - $9 maximum	
		After 4pm - $6 flat rate	
		Sat - Sun - Holiday $6 flat	
		Monthly Public - $149	

INTERNAL SERVICES DEPARTMENT
PARKING SERVICES
PROPOSED NEW RATES

Attachment I

AUTO PARK NUMBER/NAME/ADDRESS	SUP DIST	CURRENT RATE FY 2005-06	PROPOSED NEW RATES
AP 26 County Courthouse		Daily - $3 ea. 15 minutes	Event flat rate $8
120 S. Olive St., LA	1	Daily - $16 maximum	
		After 4pm - $6 flat rate	
		Daily -(County Employees) $8.50 max.	
		Subpoena - $8.50	
AP 45 Chinatown		Daily - $1.50 ea. 20 minutes	Event flat rate $8
725 N. Spring St., LA	1	Daily - $4 maximum	
		After 4pm - $2 flat rate	
		Monthly Public - $85	
		Sat - Sun - Holiday $3 flat	
AP 58 Alameda Garage	1	Daily - $1.50 ea. 20 minutes	Event flat rate $8
1055 N. Alameda, LA		Daily - $4 maximum	
		After 4pm - $2 flat rate	
		Monthly Public - $85	
		Sat - Sun - Holiday $3 flat	