LOS ANGELES COUNTY
ISD
INTERNAL SERVICES

Tom Tindall
Director

COUNTY OF LOS ANGELES
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To enrich lives through effective and caring service.

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July 28, 2009

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 RATE INCREASES
AT VARIOUS COUNTY PARKING FACILITIES
(ALL DISTRICTS - 3 VOTES)

SUBJECT

Recommendation to adjust existing rates and establish new rates at ISD managed County parking facilities.

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the recommended parking rates at County parking facilities located in the Los Angeles Civic Center and outlying areas, as specified in Attachment I.

2. Delegate authority to the Director of the Internal Services Department (ISD) or designee to amend the existing contracts with Five Star Parking and Classic Parking, Inc. to adjust the revenue percentage amounts.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

These actions will increase parking rates at County-operated lots and establish new rates during non-working business hours, including four lots that do not currently have parking fees. If approved by your Board, the revenue generated will be used to offset increased costs to manage the parking facilities, fund installation of automated parking revenue equipment, and support other parking lot improvements. The actions also authorize the Director of the ISD or designee to amend the two existing parking services contracts to lower the contractors' revenue percentage amounts.

ISD engaged Walker Parking Consultants (Walker), a parking consulting and design firm, to perform market evaluations of the County's parking rates. These evaluations assessed whether the County is charging parking rates that are comparable to local market rates. Based on the most recent market evaluation, completed in April 2009, Walker recommended that the County increase rates to levels comparable to nearby facilities.

In addition, a separate survey performed by one of the County's parking services contractors identified market demand and revenue opportunities during non-working business hours at several parking facilities, including four parking facilities that do not currently have parking fees. ISD established proposed rates for these parking lots based on the market evaluation discussed above.

In formulating its recommendations for rate increases, ISD reviewed the consultant's findings, occupancy rates, the cumulative change in Consumer Price Index (CPI) since rates were last increased, and the increased costs associated with operation and maintenance of the parking facilities. The recommendations would establish County parking rates that are comparable to current market rates and represent an average increase of 15.3% overall. We believe that this increase is reasonable given the cumulative 16.4% CPI increase since the last general rate increase in 2003. Considering other local parking rates, we anticipate that the proposed rate increases will have minimal impact on the use of the County parking facilities.

Under SB 1732 (the Trial Court Facilities Act of 2002), County-owned courthouse and related facilities (including parking lots) will transfer to the State Judicial Council. Effective July 1, 2009, the County will no longer receive courthouse parking lot revenue. Because the Superior Court will determine parking rate changes after July 1, no rate changes are proposed for court parking lots.

A portion of the revenue generated by the proposed rate increases will defray costs to implement an automated Parking Access and Revenue Control System (PARCS). PARCS is the automated technology used in parking operations to control access and revenue, provide electronic payment options (credit/debit card), and improve monitoring. First-year budgeted cost to install PARCS is $704,000, with on-going annual costs of approximately $29,000. Projected efficiencies resulting from the PARCS installations are expected to offset these ongoing costs.

Implementation of Strategic Plan Goals

Approval of these proposed rate increases is consistent with the County's strategic plan goal of operational effectiveness.

FISCAL IMPACT/FINANCING

The proposed parking rates are projected to generate approximately $1.4 million in additional net County revenue during the first full year of implementation.

Our current parking services contractors are compensated through a combination of a percentage of revenue for revenue generating lots and management fees for employee lots. ISD has successfully negotiated a lower percentage of the revenue increase to be shared with the contractors. The contractor's reduced revenue share will result in approximately $175,000 annual gain in net County revenue.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

County Counsel and the Chief Executive Office have reviewed and concur with the recommendations. Required public hearing notice was given pursuant to the procedures and requirements set forth in Government Code Sections 66018 and 6062(a).

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approved rate increases will offset cost increases resulting from changes in the CPI, and County and contractor costs for facilities improvements/maintenance costs. Consistent with the current contracts, revenue generated from these parking facilities will be shared with the parking services contractors.

It is our intent to implement the new rates within 45 days of your Board's approval.

Respectfully submitted,

Tom Tindall

TOM TINDALL
Director

TT:JS
MN:nc

Attachment

c: Executive Officer, Board of Supervisors
County Counsel
Auditor-Controller

ATTACHMENT I

INTERNAL SERVICES DEPARTMENT
PARKING SERVICES
PROPOSED NEW RATES AND RATE INCREASES

AUTO PARK NAME/NUMBER/ADDRESS	SUPR DIST	FY 2007-2008 PARKING RATE	FY 2009-2010 PARKING RATE RECOMMENDATION
ISD AUTO PARKS			
AP 14 Music Center		Daily - $3 ea. 15 minutes	Daily - $3.50 ea. 15 minutes
135 N. Grand Ave., LA	1	Daily - $17 maximum	Daily - $20 maximum
		Monthly Public - $187	Monthly Public - $210.00
		Daily - MCOC Employees - $7	Daily - MCOC Employees - $8.00**
		Weekly MCOC Employees - $18	Weekly MCOC Employees - $21.00**
		Monthly MCOC Employees - $68	Monthly MCOC Employees - $79.00
		Valet Services Public -$20	Valet Services Public -$23.00
		Event/After 5:00 pm - Sat - Sun - Holiday $8 flat	Event/After 4:30 pm - Sat - Sun - Holiday $9 flat
		After 8:00 pm - $4 flat	After 8:00 pm - $5.00 flat
			ADA Valet - evening & weekend - $9.00
AP 15 Spring St		Daily - $4 (USDC Jurors)	Daily - $5.00 (Police & USDC Jurors Only)
527 N. Spring St., LA	1	Sat - Sun - Holiday $6 flat	Daily - $10 maximum
		Event flat rate $8	After 4pm - $7 flat rate
			Sat - Sun - Holiday $7.00 flat
			Monthly Public - $160.00
			Event rate $9.00 - $20.00
AP 16 Concert Hall	1	Daily - $3 ea. 15 minutes	Daily - $3.50 ea. 15 minutes
111 S. Grand Ave., LA		Daily - $17 maximum	Daily - $20 maximum
		Monthly Public - $187	Monthly Public - $210.00
		Daily - MCOC Employees - $7	Daily - MCOC Employees - $8.00**
		Weekly MCOC Employees - $18	Weekly MCOC Employees - $21.00**
		Monthly MCOC Employees - $68	Monthly MCOC Employees - $79.00
		Valet Services Public - $20	Valet Services Public -$23.00
		MOCA and WDCH tour with validation -$8	MOCA and WDCH tour with validation -$9.00
		Event/After 5:00 pm - Sat - Sun - Holiday $8 flat	Event/After 4:30 pm - Sat - Sun - Holiday $9 flat
		After 8:00 pm - $4 flat	After 8:00 pm - $5.00 flat
AP 18 Mall Garage	1	Event flat rate $8	Event flat rate $9.00
140 N. Grand Ave., LA			
AP 21 North Broadway		Sat - Sun - Holiday $6 flat	Sat - Sun - Holiday $7.00 flat
555 N. Broadway, LA	1	Event flat rate $8	Event rate $8.00 - $15.00
AP 25 Arcadia & Spring	1	Daily - $2 ea. 20 minutes	Daily - $2.00 ea. 20 minutes
418 N. Spring St., LA		Daily - $9 maximum	Daily - $10 maximum
		After 4pm - $6 flat rate	After 4pm - $7 flat rate
		Sat - Sun - Holiday $6 flat	Sat - Sun - Holiday $7.00 flat
		Monthly Public - $149	Monthly Public - $160.00
		Event flat rate $8	Event rate $9.00 - $20.00
AP 29 Health Services	1	Daily - $1.00 ea. 20 minutes	Daily - $1.25 ea. 20 minutes
313 N.Figueroa, LA		Daily - $7 maximum	Daily - $8 maximum
		Monthly Public - $136.00	Monthly Public - $150.00
			Event rate $8.00 - $15.00
AP 30 Music Center Annex	1	Monthly MCOC Employees - $68	Monthly MCOC Employees - $79.00
311 N. Grand Ave., LA			

** Includes MCOC Volunteer and transient workers

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AUTO PARK NAME/NUMBER/ADDRESS	SUPR DIST	FY 2007-2008 PARKING RATE	FY 2009-2010 PARKING RATE RECOMMENDATION
AP 45 Chinatown	1	Daily - $1.50 ea. 20 minutes	Daily - $1.50 ea. 20 minutes
725 N. Spring St., LA		Daily - $4 maximum	Daily - $5.00 maximum
		After 4pm - $2 flat rate	After 4pm - $3 flat rate
		Monthly Public - $85	Monthly Public - $85.00
		Sat - Sun - Holiday $3 flat	Sat - Sun - Holiday $4.00 flat
		Event flat rate $8	Event rate $3.00 - $10.00
AP 58 Alameda Garage	1	Daily - $1.50 ea. 20 minutes	Daily - $1.50 ea. 20 minutes
725 N. Spring St. LA		Daily - $4 maximum	Daily - $5.00 maximum
		After 4pm - $2 flat rate	After 4pm - $3 flat rate
		Monthly Public - $85	Monthly Public - $85.00
		Sat - Sun - Holiday $3 flat	Sat - Sun - Holiday $4.00 flat
		Event flat rate $8	Event rate $3.00 - $10.00
AP 75-A Men's Cent. Jail	1	Daily - $7.00 flat rate	Daily - $8.00 flat rate
429 Bauchest, Los Angeles			
AP 83 Page Museum	3	Daily - $1.25 ea 20 min	Daily - $1.50 ea 20 min
5801 Wilshire Blvd., LA		Daily - $8.00 Max	Daily - $9.00 Max
		Sat - Sun - Holiday $6.00 flat	Sat - Sun - Holiday $7.00 flat
		NHM members and visitors with validation $6.00 max	NHM members and visitors with validation $7.00 max
			Event rate $7.00 - $8.00
AP 87 Lynwood Reg. J. C.	4	Daily - $3.00 flat rate	Daily - $4.00 flat rate
11705 Alameda, Lynwood		Sat - Sun - Holiday $3.00 flat	Sat - Sun - Holiday $4.00 flat
			Event rate $8.00 - $10.00

GRAND AVENUE PROJECT

AP 11 Criminal Courts	1	Daily - $3 ea. 15 minutes	Daily - $3.50 ea. 15 minutes
227 N. Spring St., LA		Daily - $16 maximum	Daily - $18 maximum
		Daily -(County Employees) $8.50 max.	Daily -(Co Employees) $10.00 max.
		Monthly Public - $158	Monthly Public - $184.00
		Subpoena - $8.50	Subpoena - $10.00
		After 4pm - $6 flat rate	After 4pm - $7 flat rate
		Event flat rate $8	Event rate $10.00 - $20.00
AP 17A County Courthouse	1	Event flat rate $8.00	Event flat rate $9.00
131 S. Olive St., LA		Daily - $3.00 ea. 15 minutes	Daily - $3.50 ea. 15 minutes
		Daily - $16 maximum	Daily - $18 maximum
		After 4pm - $6 flat rate	After 4pm - $7 flat rate
		Daily - (County Employees) $8.50 max.	Daily - (County Employees) $10.00 max.
		Subpoena - $8.50	Subpoena - $10.00
			Monthly Public - $190.00
			After 12 noon - $10 flat rate
AP 26 County Courthouse	1	Daily - $3 ea. 15 minutes	Daily - $3.50 ea. 15 minutes
120 S. Olive St., LA		Daily - $16 maximum	Daily - $18 maximum
		After 4pm - $6 flat rate	After 4pm - $7 flat rate
		Daily -(County Employees) $8.50 max.	Daily - (County Employees) $10.00 max.
		Subpoena - $8.50	Subpoena - $10.00
		Event flat rate $8	Event flat rate $9.00

** Includes MCOC Volunteer and transient workers

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AUTO PARK NAME/NUMBER/ADDRESS	SUPR DIST	FY 2007-2008 PARKING RATE	FY 2009-2010 PARKING RATE RECOMMENDATION
Rates for non-operating hours for			
Management Fee Auto Parks			
AP 46 Adams & Grand	1		Special Event - $5.00 - $20.00
318 West Adams Blvd. LA			
AP 68 Shatto	2		Special Event - $5.00 - $20.00
523 Shatto Place, LA			
AP 69 Shatto	2		Special Event - $10.00 - $15.00
532 South Vermont, LA			
AP 89 Rancho Dominguez	4		Special Event - $5.00 - $15.00
17600 Santa Fe Ave. Rancho Dominguez			

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