County of Los Angeles
INTERNAL SERVICES DEPARTMENT
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"To enrich lives through effective and caring service"

May 24, 2011

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 NEW PARKING RATE
AT COUNTY AUTO PARK 15
(ALL DISTRICTS - 3 VOTES)

SUBJECT

Recommendation to establish a new parking rate for patrons of LA Plaza de Cultura y Artes ("LA Plaza") at ISD managed County Auto Park 15.

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

Authorize the Director, or his designee, to establish a new parking rate at Auto Park 15 for patrons of LA Plaza.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

ISD manages 24 County parking lots, 11 of which are located in the Civic Center, including Auto Park 15 located at 527 N. Spring Street, Los Angeles. ISD has completed a review of available parking spaces in the area.

At the request of the LA Plaza and with the concurrence of the Chief Executive Office, we are recommending that a reduced parking rate of $7.00 per vehicle be established for non-peak daytime hours (11:00 a.m. to 4:00 p.m., Wednesday through Monday) at County Auto Park 15 to encourage attendance at LA Plaza. Patrons of LA Plaza will be charged the reduced rate after having their parking ticket validated by LA Plaza and returning it to the parking lot attendant. We anticipate that the new parking fee will attract customers who have the option to use less expensive although less convenient competitor parking.

ISD engaged Walker Parking Consultants who concurred with offering a reduced rate of $7.00 per vehicle during non-peak daytime hours for LA Plaza patrons based on near-by competitor parking rates. Upon approval of your Board, ISD will work with LA Plaza to implement the new reduced fee and update signage.

Implementation of Strategic Plan Goals

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

FISCAL IMPACT/FINANCING

Parking fees at Auto Park 15 (attachment) generated approximately $340,000.00 in adjusted gross revenue in Fiscal Year 2009-2010. Under ISD's parking facilities service contract, a percentage of the adjusted gross revenue is shared with the parking services contractor. Based on the current revenue sharing methodology, the County's annual portion of the adjusted gross revenue for Fiscal Year 2009-10 was approximately $270,000.00.

Walker Parking Consultants reported that other parking lots in the immediate area charge between $8 and $9 per vehicle. As a result of this recommended parking rate reduction, it is anticipated that patronage will increase at Auto Park 15, thereby mitigating any negative financial impact.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

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

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Continuation of the existing parking fees and establishment of the new reduced parking fee will support the County's effort to increase the level of patronage and revenue at Auto Park 15. It is our intent to implement the new rate within 7 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

ISD Parking Services
County Auto Park 15

Auto Park Number/ Address	Hours of Operation	Supervisorial District	Total Spaces	FY 2010-2011 Rate
AP 15 (Spring St.) 527 N. Spring St., LA	6:30 am - 6:30 pm (Mon-Fri) 9:00 am -5:00 pm (Sat) 8:00 am -5:00 pm (Sun)	1	196	Daily - $5.00 (Police & USDC Jurors Only) Daily - $10 maximum After 4pm - $7 flat rate Sat - Sun - Holiday $7.00 flat Monthly Public - $160.00 Event rate $9.00 - $20.00 LA Plaza with validation - $7 flat rate (proposed)