



Natural History Museum
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ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

#1

February 23, 2016

DR. LORI BETTISON-VARGA
President and Director


LORI GLASGOW
EXECUTIVE OFFICER

February 23, 2016

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 PARKING FEES AT
NATURAL HISTORY MUSEUM OF LOS ANGELES COUNTY AND
PAGE MUSEUM AT LA BREA TAR PITS
(ALL DISTRICTS)
(3 VOTES)**

SUBJECT

Approval of the Natural History Museum's request to increase parking rates at Museum facilities to align with the parking rates in surrounding facilities located at Exposition and Hancock Parks.

IT IS RECOMMENDED THAT THE BOARD:

1. Approve an increase in the parking fee at the Natural History Museum Car Park from \$10.00 to \$12.00 to align with parking fees charged at the adjoining State of California parking lots in Exposition Park.
2. Approve an increase in the parking fee at the Page Museum from \$10.00 to \$12.00 to align with parking fees charged at the adjoining Los Angeles County Museum of Art in Hancock Park.
3. Delegate the authority to the Director to increase parking fees in the future to the maximum amount of \$20.00, to align with any future increase in parking fees charged at the adjoining parking lots by the State of California or by the Los Angeles Museum of Art.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The proposed increase in parking fees will allow the Natural History Museum (Museum) to be consistent with parking rates charged by adjoining parking lot entities.

In November 2013, the Board approved the Museum's request to increase the parking fees to \$10.00 to align with current rates charged at surrounding parking lots.

Beginning January 1, 2016, the State of California (State) will increase their parking rate to \$12.00. Under the current lease agreement between the Museum and the State, the Museum has an allocation of parking spaces that varies with whether or not there are events in the Coliseum, but for which the daily parking rate charge is assessed. The Museum pays the State for staff and volunteer use of some of those parking spaces each day. Thus with the State's increase in the parking rate to \$12.00, the Museum's operating budget will be impacted with an additional unexpected expenditure of approximately \$36,000 annually.

In addition, the Los Angeles County Museum of Art (LACMA) has also increased their parking rates to \$12.00. This increase has greatly impacted the Museum's ability to have parking spaces available for its visitors to the Page Museum and La Brea Tar Pits as visitors to LACMA chose to park in our lot for the \$2.00 savings. The Museum expects parking pressure in January for the same reason as visitors to Exposition Park recognize the difference in parking rates.

To cover increased charges for staff parking and to protect parking spaces for visitors to the Museum as well as the Page Museum and La Brea Tar Pits, the Museum respectfully requests the ability to increase the parking rates to \$12.00 at this time. Furthermore, the Museum respectfully requests that the Board delegate the authority to the Director to increase parking rates to a maximum amount of \$20.00 in the future as the State and/or LACMA raise their respective parking rates. At such time as those surrounding parking lots rates exceed \$20.00, the Museum will return to the Board to request approval to increase its parking rates at the Exposition and Hancock Park museum sites.

Implementation of Strategic Plan Goals

The Countywide Strategic Plan Goal of Operational Effectiveness/Fiscal Sustainability (Goal 1) is achieved by providing effective processes, operations, and fiscal management to support timely delivery of customer-oriented and efficient public services.

FISCAL IMPACT/FINANCING

Approval of these actions will allow the Museum to alleviate an unexpected parking expenditure of approximately \$36,000 to its operating budget, funded by revenues generated by the Natural History Museum Foundation and an annual contribution of net County cost. All parking fees are retained by the Natural History Museum Foundation to support ongoing operations and programs. The recommended actions do not affect the net County costs contribution.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

A public hearing is required pursuant to Government Code Section 66018 and proper notice has been given pursuant to Government Code Section 6026a prior to the approval of the increase in existing parking fees.

A Notice of Public Hearing was published by the Executive Office in accordance with Section 6062a, as required by Section 66018 of the Government Code.

Proposition 26 amends Article XIII C of the California Constitution (Proposition 218), to provide that any charge by a local government is deemed to be a tax, unless the charges qualify for one or more of the seven expressly enumerated exceptions. Charges imposed for entrance to and uses of local government property are specific exception. Therefore, the proposed increase in parking fees are not impacted by Proposition 26.

CONTRACTING PROCESS

Not Applicable.

ENVIRONMENTAL DOCUMENTATION

The approval of increased parking fees is not a project subject to the California Environmental Quality Act (CEQA).

IMPACT ON CURRENT SERVICES (OR PROJECTS)

These recommendations will ensure that the parking fees at the Natural History Museum and the Page Museum continue to align with surrounding public parking lots.

CONCLUSION

It is requested that the Executive Office, Board of Supervisors, return two certified copies of the Minute Order, and the adopted and stamped Board letter to the Natural History Museum for further processing.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Lori Bettison-Varga". The signature is written in a cursive, flowing style.

DR. LORI BETTISON-VARGA
Director

LBV:DKM:

c: Executive Office, Board of Supervisors
County Counsel
Auditor-Controller
Internal Services