CITY OF LOS ANGELES
INTERDEPARTMENTAL CORRESPONDENCE

Date: April 3, 2009

To: The Honorable City Council
c/o City Clerk, Room 395, City Hall
Attention: Wendy Greuel, Chair, Transportation Committee

From: FOR Rita L. Robinson, General Manager
Department of Transportation

Subject: **FUNDING AGREEMENTS FOR CONGESTION REDUCTION DEMONSTRATION INITIATIVES (COUNCIL FILE 07-3754)**

DOT has revised Attachment A to the Department's report on this subject dated March 16, 2009. Please substitute the attached revised version for the original in Council File 07-3754.

In addition, please substitute the following revised text for Recommendation 7 in the above referenced report:

7. Direct the City Attorney, in coordination with LADOT, to prepare an ordinance effective July 1, 2010, granting the LADOT General Manager the authority to increase or decrease parking meter rates within the Downtown Parking Meter Zones Nos. 537, 553, 554, 555, 565, and 580 by up to 50 percent from their prescribed rates with the goal of achieving 70 to 90 percent occupancy throughout the day on each city block in the Parking Meter Zone.

ATTACHMENT A (Revised)

PROJECT TITLE: *EXPRESS*PARK, THE DOWNTOWN LOS ANGELES INTELLIGENT PARKING MANAGEMENT (IPM) PROJECT

PROJECT DESCRIPTION:

*Express*Park, the Downtown Intelligent Parking Management (IPM) Project is proposed as a comprehensive strategy to relieve traffic congestion, reduce air pollution, and improve transit efficiency in Downtown Los Angeles through the implementation of demand-based parking pricing and operational policies. *Express*Park will utilize vehicle sensors and a real-time parking guidance system to optimize the utilization of public on- and off-street parking in the Downtown Los Angeles Area, thus reducing the significant traffic congestion and pollution associated with drivers searching for parking. Similar to congestion pricing, demand-based parking pricing will also encourage a modal shift to carpooling, bicycling, and public transportation. To support the new parking pricing and policies, new meter technology will be deployed to provide motorists with alternative payment options and improved convenience. A complementary parking guidance system will also be implemented to support efficient travel to the most appropriate available parking.

Commuters and visitors to Downtown have historically enjoyed underpriced on-street parking, which has had the adverse effect of encouraging single-occupancy vehicle travel to a destination rich with transit options. By properly pricing both on- and off-street parking in a coordinated manner, based on supply and demand, the final cost of their trip will increase, thus encouraging motorists to leave their cars at home or to park outside the Downtown core and use public transit to their final destination. Those willing to pay the "true cost" of their parking can travel directly to their destination with the Downtown IPM Project, thus reducing congestion and travel times for through traffic and transit buses along Downtown streets.

*Express*Park includes the following components:

1. **New Parking Meter Technology -** New parking meter technology will be deployed for approximately 5,500 on-street metered parking spaces in the project area. These new parking meters will be capable of charging motorists demand-based parking rates depending on the time of day and length of stay. They will also provide alternative payment options, allowing motorists to pay for parking using their credit card, smart card, or cell phone, and even receive a text message when their paid parking time is about to expire.

2. **Vehicle Sensors and Central Management System** – Wireless vehicle sensors will be placed in each of the project's on-street metered parking spaces to provide real-time occupancy and parking duration information. This information will be wirelessly transmitted to a central management system for data processing. The

management system will then analyze the data to recommend revised rates, time limits, and hours of operation with a goal of achieving approximately 70-90% of the spaces on each block occupied throughout the day. After each adjustment is made, the system will analyze the parking sensor data to evaluate the resulting effects on parking behavior and recommend further refinements until optimal pricing and policies are achieved.

In addition to the on-street sensors, occupancy reporting systems will be implemented for City-owned off-street parking facilities in the project area, serving approximately 7,500 spaces. These systems may utilize individual vehicles sensors, cordon counting systems, or advanced revenue control systems to collect parking data. The central management system will similarly analyze off-street data to recommend optimal coordinated pricing structures and operational policies, as well as to evaluate the impact of on-street operational changes on off-street demand.

3. **Real Time Parking Guidance System -** To aid the public in quickly locating the most appropriate parking for their destination, the project will also include a real-time parking guidance system. Using the on-street vehicle sensors and off-street occupancy reporting systems, real-time parking information, including the location, price, and policies of available on- and off-street parking, will be provided to the public through the following methods:

    - Internet web site
    - standard mobile phones using voice recognition technology
    - web-enabled mobile devices, such as an iPhone or BlackBerry
    - in-vehicle navigation systems (pending industry support)
    - on-street dynamic message signs (at key decision points in select areas)

    This real-time information from approximately 13,000 public on- and off-street parking spaces will aid motorists in better understanding their parking options and will guide them directly to the most appropriate available parking for their destination, thus eliminating the motivation to "cruise" for parking.

MAJOR OBJECTIVES:

- Reduce traffic congestion and its resulting air pollution
- Improve travel efficiency through a real-time parking guidance system
- Improve travel times for transit and through traffic
- Encourage a modal shift from single-occupancy vehicles to more efficient forms of transportation
- Optimize parking revenues to fund system expansion to other high-demand areas

PROJECT LOCATION:

The proposed project area, shown in Figure 1 below, encompasses nearly the entire Downtown area and is generally bounded by Adams Boulevard and the Santa Monica (10) Freeway on the south, the Harbor (110) Freeway on the northwest and Alameda/North Spring Streets on the east. This area includes approximately 6,000 on-street metered spaces in the following six Parking Meter Zones (PMZs):

- Central Business
- Chinatown
- Civic Center
- East Downtown
- Little Tokyo
- Washington-Broadway

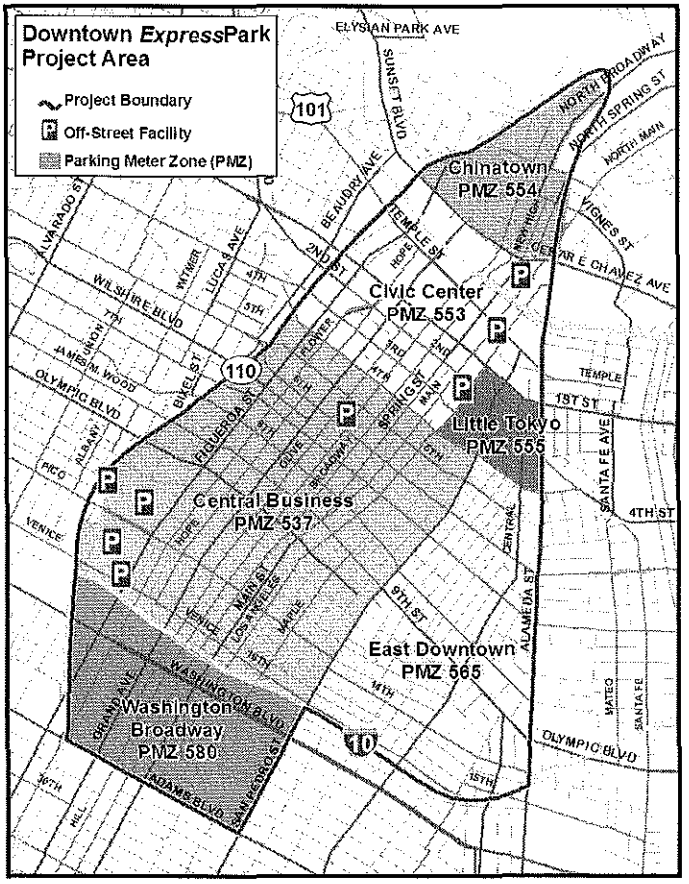

Figure 1. Downtown *Express*Park Project Area

The project area includes approximately 15% of all the on-street metered parking in the City of Los Angeles and represents a very high demand parking area of the City. The parking meter rates in the area currently range from $1.00 to $4.00 per hour with typical hours of operation from 8:00 AM to 8:00 PM Monday through Saturday. Demand for parking in many areas extends well into the evening hours and on Sunday, including shopping, special event, and entertainment areas.

In addition to on-street parking, LADOT and other departments of the City of Los Angeles operate an additional 7,500 public parking spaces in the Downtown project area, including the Civic Center, El Pueblo, Pershing Square, and South Park. The Los Angeles Convention Center operates 5,100 of these spaces, which primarily serve event traffic—traffic that regularly and significantly impacts commuter congestion and travel times.

PRIMARY PROJECT COMPONENTS:

- Prepare system architecture and design documents
- Prepare performance specifications for field equipment
- Prepare functional requirements for the central management system
- Prepare the Request for Proposals
- Evaluate proposals and award contracts
- Public outreach
- Install and test new equipment
- Perform system integration
- System operation and monitoring of project elements
- Evaluate performance measures

The City intends to use a combination of City staff and private contractors to conduct the system design, testing, installation, integration and evaluation of the project.

PROJECT MILESTONES:

	Completion Date
• Letter of Agreement signed with Metro	Apr 2009
• Funding awarded	May 2009
• Systems Engineering Management Plan (SEMP) Approved	Jul 2009
• Request for Proposals released	Aug 2009
• Contract approved	Jan 2010
• Equipment installation complete	Sep 2010
• Parking guidance and management systems fully operational	Dec 2010
• Evaluation period complete	Dec 2011
• Final evaluation report complete	Jul 2012

PROJECT BUDGET:

Source of Funds	Amount
LACMTA Congestion Reduction Demo Initiative (USDOT grant)	$15.0 million
Special Parking Revenue Fund (SPRF)	$3.5 million
Total Project	**$18.5 million**