


0160-01557-0000

**TRANSMITTAL**

TO The City Council	DATE JUN 22 2012	COUNCIL FILE NO.
FROM The Mayor		COUNCIL DISTRICT 11

**Request to establish the Westchester Parking Meter Zone and Rates**

Transmitted for your consideration. See the  
City Administrative Officer report attached.

  
for (Janelle Erickson)  
MAYOR

MAS:IR:06120102

REPORT FROM

## OFFICE OF THE CITY ADMINISTRATIVE OFFICER

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Date: June 19, 2012

CAO File No. 0160-01557-0000

Council File No. --

Council District: 11

To: The Mayor

From: Miguel A. Santana, City Administrative Officer *MS*

Subject: **ESTABLISHMENT OF THE WESTCHESTER PARKING METER ZONE**

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### SUMMARY

The Department of Transportation (DOT) and the Board of Transportation Commissioners are requesting approval to establish a new Westchester Parking Meter Zone in Council District 11 and the adoption of new parking meter rates for this zone. This item was approved at the Board of Transportation Commissioner's regular meeting on April 12, 2012. The Special Parking Revenue Fund (SPRF) will support the cost of purchasing, installing and maintaining the new meter parking zone. The new meters will not provide incremental net revenue in Year One due to the upfront costs for implementation. However, the City will see a gain in net revenues over the useful life of the meters.

### Background

The Los Angeles Municipal Code (LAMC) Section 88.00 established specified parking zones and rates for 82 zones in July 2008.

The Gateway to L.A. Business Improvement District (BID) contacted Council District 11 and DOT to discuss a proposal to install parking meters along 98<sup>th</sup> Street between Sepulveda Boulevard and Airport Boulevard, and on Vicksburg Avenue between 96<sup>th</sup> Street and Century Boulevard near the LAX area. The Gateway to L.A. BID indicated that airport passengers take up the majority of the available on-street parking and that the office buildings and businesses along these streets had a shortage of parking for their customers resulting in a negative impact to their business. A signed petition was submitted on January 3, 2012. Subsequent to this request, the DOT conducted a parking study in February 2012, to determine the availability of parking spaces in this area, how the spaces were being used and the effectiveness of enforcement of the existing time limit parking restrictions.

The DOT reports that they worked with the Eleventh Council District, the Gateway to L.A. BID and the business community to discuss the results of the parking study and to determine the community's receptiveness to the concept of the establishment of the Westchester Parking Meter Zone and the proposed meter rates. Based on the data validating the need for on-street parking availability and the petition by members of the Gateway to L.A. BID, and the support of the Eleventh Council District, the DOT recommends the establishment of the Westchester Parking Meter Zone with a meter rate of \$1.00 per hour.

## **Fiscal Analysis**

The DOT is proposing to install 131 parking meters in the new meter zone. The 2011-12 Adopted Budget, Special Parking Revenue Fund (SPRF) provided capital funding for the purchase of 500 new meters and contractor costs. In a separate report, the DOT has a pending request to install 247 meters for the Palms Parking Meter Zone and should the actions in this report be approved, a total of 378 new meters will be installed.

The DOT reports that one-time installation costs will be incurred in Year One and are estimated at \$840 per meter. The on-going operational costs to support the daily functions of the meters are estimated at \$151 annually per meter. The operational costs include collections, communications, systems and transactions costs. These costs include the City's contractor costs to collect the coins from the meter; meter vendor fees for communications technology (cellular data costs and access to meter data in vendor's central management system); and, fees for transmission of credit card transactions to the processor.

Based on this information, the installation of these new meters will result in the following net revenues (See Attachment 1). In Year One, there will be a loss in revenue due to upfront costs incurred to purchase and install the meters. In Year Two, the net revenue is estimated at \$46,898 and in subsequent years the net revenue is estimated at \$78,469 for the useful life of the meters. This will be a prudent investment as the City will see a return on this investment beginning in Year Two while the useful life of the meters is estimated at seven years.

## **RECOMMENDATIONS**

That the Council and Mayor:

1. Approve the request to establish the new Westchester Parking Meter Zone as requested;
2. Approve the proposed meter rate for the Westchester Parking Meter Zone of \$1.00 per hour for that zone; and,
3. Request the City Attorney to submit the draft Ordinance amending Subsection 38 of Section 88.00 of the Los Angeles Municipal Code to include the Westchester Parking Meter Zone with a meter rate of \$1.00 per hour.

## **FISCAL IMPACT STATEMENT**

There is no General Fund impact should these actions be approved. The Special Parking Revenue Fund (SPRF) provided annual funding for Capital purchases in the 2011-12 Adopted Budget to support this purchase and for On-going maintenance costs in the 2012-13 Adopted Budget. These recommendations comply with City Financial Policies in that sufficient special fund revenues are available and eligible for this purpose.

WESTCHESTER PARKING METER ZONE

New Meters to be Installed

131

Revenue		Year 1	Year 2	Year 3	Year 3	Year 4	Year 5	Year 6	Year 7	Total
Estimated Revenue per space		750	750	750	750	750	750	750	750	
Estimated Revenue		98,250	98,250	98,250	98,250	98,250	98,250	98,250	98,250	786,000
Carryover loss from prior year		-	(31,571)	-						(31,571)
<b>Gross Revenue</b>		98,250	66,679	98,250	98,250	98,250	98,250	98,250	98,250	754,429

Ongoing Costs		Year 1	Year 2	Year 3	Year 3	Year 4	Year 5	Year 6	Year 7	Total
Installation Costs to purchase meter and one-time contractor costs in Year 1 @ \$840 per meter.		110,040	-	-	-	-	-	-	-	110,040
*Operational Costs (\$151 per meter)		19,781	19,781	19,781	19,781	19,781	19,781	19,781	19,781	158,248
Total Costs		129,821	19,781	19,781	19,781	19,781	19,781	19,781	19,781	268,288
<b>Net Revenue</b>		(31,571)	46,898	78,469	78,469	78,469	78,469	78,469	78,469	517,712

\* Includes collections, communications, systems and transactions costs.