

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

Date: December 10, 2014

To: The Honorable City Council  
c/o City Clerk, Room 395, City Hall  
Attention: Hon. Mike Bonin, Chair, Transportation Committee

From: Seleta J. Reynolds,  General Manager  
Department of Transportation

Subject: **MONTHLY PUBLIC PARKING AT BROXTON GARAGE, LOCATED AT 1036 BROXTON AVE.  
IN WESTWOOD – CF 14-0652**

**SUMMARY**

This report is in response to the request from the City Council regarding CF 14-0652 for a report back.

**RECOMMENDATIONS**

The Los Angeles Department of Transportation (LADOT) recommends:

- 1) To reduce the number of parking permits available for sale to forty-five (45) at the Broxton Parking Garage located at 1036 Broxton Avenue in Westwood to be implemented in conjunction with the implementation of LA ExpressPark program at the Westwood Village, and
- 2) Implement the rate changes approved in the FY12 budget.

**BACKGROUND**

On May 16, 2014 the City Council instructed LADOT to report back on the financial impact to the Special Parking Revenue Fund (SPRF) with the removal of the monthly parking program at the Broxton Parking Garage (Municipal Parking Lot #680) and submit recommendations with options to negate any revenue loss.

As part of the 2012/13 Westwood Village parking study, Civic Enterprise Associates, LLC (CEA) surmised a significant need for transient spaces and recommended taking steps to increase the supply of short-term transient parking spaces by eliminating the monthly parking permits in the Broxton Garage and mitigating the resulting revenue loss by increasing the daily maximum rate, as well as the evening flat rate.

Pricing structure changes were adopted in the FY12 budget but have been deferred by LADOT as instruction per CF 11-0344 (Attachment – Exhibit A).

**DISCUSSION**

Departmental policy and following parking industry standard, LADOT uses monthly parking programs to increase revenue in parking facilities that: a) are underutilized by transient parkers, and b) have a perceived need for monthly parking by the community that it serves. The number of monthly permits sold is adjusted regularly based on the local market conditions and garage occupancy, in order to maintain a ratio of monthly to transient occupancy that keeps the garage just at or below capacity during peak demand hours.

Broxton Parking Garage is a 4-story parking structure with 366 parking spaces in the Westwood Village

Community. In the last two (2) fiscal years (2013 & 2014), the average monthly parking permits sold was at 88 permits which represent about twenty-four percent (24%) of total available spaces. 68 of the 88 monthly permits sold, or approximately seventy-seven percent (77%), at the Broxton Parking Garage are purchased in bulk by local businesses in the community.

Based on the information provided to LADOT by the Department of General Services (GSD), current parking operator, the Broxton Parking Garage is rarely at full capacity except during the weekday "lunch rush", in particular between 12:30 p.m. to 1:30 p.m. GSD estimates that an average of only 5-8 vehicles has been turned away during the "lunch rush".

In this regard, rather than totally eliminating the monthly parking program, LADOT proposes to reduce to forty-five (45). The reduction in monthly parking permit sales will in conjunction with the implementation of the LA ExpressPark program at the Westwood Village. LA ExpressPark is scheduled to be on-line in the spring of 2015, Based on historical data, the proposed reduction should more than accommodate the average transient parking patrons, who were turned away during "lunch rush" due to high demand. Furthermore, should the transient demand increase, the department will further reduce the monthly permit sales by fifteen (15). This phased-in approach along with the implementation of the FY rates changes (increasing the flat rate from \$3 to \$6) would help mitigate the revenue loss.

**FISCAL IMPACT**

The monthly parking program generated \$143,120 in Fiscal Year 2013-2014, which accounts for 16.3% of the total gross revenue of \$875,665. Using FY2014 figures and assuming it is implemented April 1, 2015, the reduction of monthly parking to forty-five (45) will have a negative revenue impact of about \$17,000.

Integrating the evening flat rate increase would approximately add \$31,500 (net of an elasticity factor of 2%) in parking revenue based on the number of flat rate tickets sold in FY14.

SJR/DBA/rms/bdv

Attachment

- c: Councilmember Paul Koretz, CD 5
- Detrich B. Allen, LADOT
- Rene M. Sagles, LADOT

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MOTION

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The City of Los Angeles is facing unprecedented fiscal difficulties. In an attempt to help deal with decreased revenue, the City looked at the possibility of a 50-year public-private partnership on nine city-owned garages – commonly referred to as P3.

Like many communities across Los Angeles, the Westwood community was uniformly opposed to the P3 deal because of the certain harm this would cause the local retail and restaurant business community if the new private operator unreasonably raised garage rates.

Westwood, however, fully understands the dire situation facing the City as well as the need to maintain vital City services. Many in Westwood have argued that with better management and, in some cases, higher rates the City could earn additional revenue from its garage assets. In particular, the Westwood community leaders have expressed support for reviewing current rates at the Broxton parking garage in Westwood (LADOT Facility #680).

Current rates at the Broxton garage are as follows:  
Monthly: \$125.00  
8 am – 6 pm hourly: \$4.50 after first two hours (daily max of \$8.00)  
After 6 pm: \$3.00 flat rate

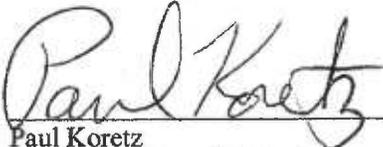
The 2-hours free parking offered during the day is absolutely critical to Westwood Village shops which rely on this incentive to attract shoppers. It is time to immediately review the remaining rate structure to increase the profit that the Broxton garage already makes for the City. Moreover, the City should study whether this important parking incentive, which was designed to attract retail customers, should be made available for other garage users. The initial stage in such a study likely will be an analysis of who currently uses the garage during the day as well as the development of an appropriate definition of retail customer. Finally, the City needs to revisit its leasing policies for the ground floor store fronts in this structure to determine whether it is maximizing potential rent from these spaces.

I THEREFORE MOVE that the Department of Transportation consult with the Westwood Neighborhood Council and other community stakeholders (including the business community) and report back within 30 days on proposed rate adjustments to the monthly, hourly and/or after 6 pm rates while preserving the 2-hours free between 8 am and 6 pm; and

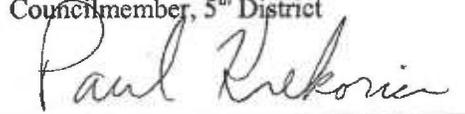
I FURTHER MOVE that the Department of Transportation report back in 90 days on whether and how the two hours free should be limited to retail users; and

I FURTHER MOVE that the Department of Transportation and the General Services Department report back in 90 days on the asset management plan for the ground floor retail spaces in the Broxton garage.

PRESENTED BY:

  
Paul Koretz  
Councilmember, 5<sup>th</sup> District

SECONDED BY:



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