

TRANSPORTATION COMMITTEE REPORT relative to the financial impact to the Special Parking Revenue Fund resulting from the removal of the monthly parking program at the Broxton Parking Garage.

Recommendation for Council action, as initiated by Motion (Koretz – Martinez):

DIRECT the Los Angeles Department of Transportation (LADOT) to:

- a. Reduce the number of monthly parking permits available for sale to 45 at the Broxton Parking Garage located at 1036 Broxton Avenue to be implemented in conjunction with the implementation of LA Express Park program at the Westwood Village.
- b. Implement the parking rate changes approved in the Fiscal Year (FY) 2011-12 budget.

Fiscal Impact Statement: LADOT reports that the monthly parking program generated \$143,120 in FY 2013-2014, which accounts for 16.3% of the total gross revenue of \$875,665. Using FY 2013-14 figures and assuming it is implemented April 1, 2015, the reduction of monthly parking to 45 will have a negative revenue impact of about \$17,000. Integrating the evening flat rate increase would add approximately \$31,500 (net of an elasticity factor of 2%) in parking revenue based on the number of flat rate tickets sold in FY 2013-14.

Community Impact Statement: None submitted.

SUMMARY

On May 16, 2014, Council considered Motion (Koretz – Martinez) relative to the financial impact to the Special Parking Revenue Fund resulting from the removal of the monthly parking program at the Broxton Parking Garage. Motion states that the 2012/2013 Westwood Village Parking Study, recommended taking steps to increase the supply of short-term parking spaces at the City-owned Broxton Garage. Westwood's parking meters are fully occupied starting as early as 9 a.m. on a typical weekday, the need for such transient spaces is significant. Without short-term parking spaces at the Broxton Garage or increasing the availability of curbside spaces, visitors at peak times have few places to park.

Motion movers go on to state that the City sells an average of 76 monthly parking permits at the Broxton Structure. Numerous other facilities offer monthly parking at similar rates. The Westwood Village Parking Study recommends that the City eliminate all the monthly parking at the Broxton Garage. Motion movers recommend that Council instruct LADOT to report on the financial impact of this proposal. Council referred Motion to the Transportation Committee for consideration.

In a report to Council dated December 10, 2014, LADOT recommends reducing the number of monthly parking permit sales to 45, in conjunction with the implementation of the LA ExpressPark program at the Westwood Village. 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 transient demand increase, LADOT will further reduce monthly permit sales by 15. The Department believes that this phased-in approach along with the implementation of the parking fee rates changes (increasing the flat

rate from \$3 to \$6) will help mitigate any loss of revenue.

At its meeting held December 10, 2014, the Transportation Committee discussed this matter with LADOT staff. LADOT proposes reducing the number of monthly permits by 50 percent. The number of permits sold can further be reduced by additional 15 per month. Hourly parking rate increases will cover any lost revenue. During the public comment period, the Director of the Westwood Business Improvement District (BID) stated that the BID Board prefers LADOT to eliminate the sale of all monthly parking permits at the Broxton Parking Garage. More spaces are needed for transient parking and visitors.

The Committee Vice-Chair, who represents Westwood, stated other monthly parking exists, though it may be harder to find especially for visitors. It was stated that purchasers of the monthly permits should easily be able to find these parking options. The Committee recommended that Council approve LADOT's report recommendation.

Respectfully Submitted,

TRANSPORTATION COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
BONIN:	ABSENT
KORETZ:	YES
LABONGE:	YES
PARKS:	ABSENT
KREKORIAN:	YES

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-NOT OFFICIAL UNTIL COUNCIL ACTS-