

CITY OF LOS ANGELES
INTER-DEPARTMENTAL MEMORANDUM

Date: March 23, 2015

To: Honorable City Council
c/o City Clerk, Room 395, City Hall
Attn: Mike Bonin, Chair, Transportation Committee

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

Subject: **NEW PARKING SIGN PILOT PROGRAM (C.F. 14-1301)**

SUMMARY

This report provides an update on the Los Angeles Department of Transportation's (LADOT's) effort to develop new parking signs and plans to implement the new signs as a demonstration program.

RECOMMENDATIONS

That the City Council:

1. Authorize LADOT to expend up to \$20,000 of the Special Parking Revenue Fund (SPRF) for fabrication and installation of supplemental parking signs in the pilot program area of Downtown Los Angeles; and
2. Direct LADOT to continue to refine new parking sign concepts and present recommended regulatory parking sign concept(s) to City Council and the California Traffic Control Devices Committee (CTCDC) for consideration as a demonstration program; and
3. Authorize LADOT to make any technical corrections or clarifications to effectuate the intent of the above recommendations.

BACKGROUND

Parking restrictions in an intense urban environment are complex, reflecting the multiple uses of the curb lane throughout the day. Current parking requirements necessitate multiple parking signs on one post, which creates confusion among drivers and an enforcement burden for cities. Recognizing this opportunity to reduce the parker's confusion, LADOT's Parking Meters Division initiated an effort in December 2013 to reevaluate the design of parking signs used in the City of Los Angeles. LADOT staff created innovative signs to make it easier to quickly discern if you can park at a given spot, thereby improving the parking experience and perception of parking in Los Angeles.

In the subsequent months, staff developed several designs ranging from a grid-style or bar graph-style, similar in concept to that developed by designer Nikki Sylianteng, to a tabular-style and even some unorthodox styles. In July 2014, LADOT met with Mayor's Transportation Services team to share the parking sign concepts and receive direction on how to proceed. Based on the progress made to date,

LADOT incorporated the idea into the LADOT Strategic Plan, *Great Streets for Los Angeles*, released in September 2014. Specifically, the plan states on page 36, "Revisit Parking Sign Design and Placement: To reduce parking violations and eliminate confusion, we will explore designs to make parking signs more clear and intuitive." Around the same time, a council motion was introduced confirming support for our ongoing efforts in redesigning parking signs and specifying to move forward with the grid-style parking sign.

DISCUSSION

Many cities have often been criticized for having complex parking restrictions that require several parking signs totaling in excess of six feet in length and leading to motorist confusion. To address this issue, LADOT has developed parking sign design concepts incorporating various visual and informational design elements. Of the various designs, one concept (see Attachment A) is recommended for experimentation and potential refinement as a supplemental parking sign. A supplemental parking sign or "parking guide" sign is one that is used to inform the reader of parking information, posted in addition to a regulatory parking sign, and carries no legal authority to be enforced as a standalone sign. A regulatory parking sign is one that is either in the California Manual of Uniform Traffic Control Devices or has been granted experimentation status as a regulatory sign through the CTCDC.

Proposal

Install experimental parking signs in the form of a grid-style that summarize the existing posted parking restrictions on Spring and Main Streets between 2nd and 9th Streets in Downtown Los Angeles' Historic Core District. The demonstration area was selected due to the complexity of existing parking restrictions and proximity to City Hall and LADOT headquarters. Approximately 100 new parking signs would be installed as part of this six-month pilot program. The anticipated launch of the program is in Spring 2015.

On March 5, 2015, LADOT presented the parking sign concept before the CTCDC to inform them of our intent to install supplemental parking signs, gather feedback on the design, and seek approval to experiment with the signs. The CTCDC provided valuable suggestions and enthusiastically granted a six-month experimentation with these new and innovative parking signs. LADOT will report back to the Committee on the results of this experiment.

Evaluation Plan

LADOT will evaluate the pilot program by measuring the public's acceptance with polls and/or surveys, the number of specific types of parking citations, and the difference in meter revenue on the affected blocks. With greater understanding of the parking restrictions, the hope is that the public parking experience will improve, yielding a decrease in parking citations.

Future Plans

During the experimentation of the supplemental parking signs, LADOT will continue to refine parking sign design concepts and present recommended regulatory parking sign concept(s) to the Office of the Mayor, City Council and the CTCDC for consideration as a pilot program. Further refinement of the signs

is required before requesting permission to experiment. The demonstration areas of these signs have not yet been determined; however, locations being considered are Downtown, Hollywood, West Los Angeles, and other neighborhoods in the valley. The Department will develop criteria for the pilot study areas.

FISCAL IMPACT STATEMENT

The anticipated expenditure of funds to fabricate and install the grid-style supplemental parking signs in the demonstration area is estimated at less than \$20,000 and is expected to be funded through SPRF.

SJR:DBA:kah

Attachment

ATTACHMENT "A"

PARKING GUIDE

	MON-FRI	SAT	SUN
12am			
3am	No Parking	No Parking	No Parking
5am	No Parking	No Parking	No Parking
7am	No Parking	No Parking	No Parking
8am	No Stopping	No Parking	No Parking
9am	Parking (2h)	Parking (2h)	No Parking
4pm	No Stopping	Parking (2h)	No Parking
6pm	Parking (2h)	No Parking	No Parking
8pm			
12am			

PARKING
 NO PARKING
 NO STOPPING
 TOW-AWAY

To RECOVER IMPOUNDED VEHICLE CALL 3-1-1

PROPERTY CITY OF LOS ANGELES

PARKING GUIDE

MON-FRI	SAT	SUN	MON-FRI	SAT	SUN
			12am		
No Parking	No Parking	No Parking	2am	No Parking	No Parking
No Parking	No Parking	No Parking	5am	No Parking	No Parking
No Parking	No Parking	No Parking	7am	No Parking	No Parking
No Stopping	No Parking	No Parking	8am	No Stopping	No Parking
Parking (30m)	Parking (30m)	No Parking	9am	Parking (2h)	Parking (2h)
No Stopping	Parking (30m)	No Parking	3pm	No Stopping	Parking (2h)
Parking (30m)	No Parking	No Parking	7pm	Parking (2h)	No Parking
			8pm		
			12am		

PARKING
 NO PARKING
 NO STOPPING
 TOW-AWAY

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