



ERIC GARCETTI
MAYOR

April 20, 2015

Honorable Members of the City Council
c/o City Clerk
Los Angeles City Hall
200 N. Spring Street, Room 395
Los Angeles, CA 90012

Dear City Council,

Last year I engaged a group of citywide stakeholders to discuss opportunities on how the City could improve the way it manages parking. As a result of multiple meetings and independent research done by a dedicated group of Angelenos, also referred to as the Parking Reform Working Group, they released recommendations for consideration, which I have enclosed with this letter.

As you all know, in October 2014, the Department of Transportation (LADOT) released a Strategic Plan to guide the Department's work. In addition to helping to prioritize LADOT's parking program, the Strategic Plan has served as an important communication tool for the City, allowing us to increase transparency and make ourselves accountable for the work that LADOT is responsible for.

Some key parking initiatives included in the 2014 LADOT Strategic Plan include:

- Support and expand LA Express Park to improve parking availability through demand-based pricing and parking guidance
- Revise existing Preferential Parking District (PPD) policies
- Reassess use of parking revenue to reinvest net revenue in improvements
- Reform Parking Placard abuse

In addition, over the past year we have adopted several common-sense solutions to issues facing those who park in the City, including:

Honorable Members of the City Council
April 20, 2015
Page 2 of 2

- Prohibiting “No Parking” enforcement on days that street sweeping is cancelled.
- Requiring parking enforcement officers to seek willful compliance of parkers *first* before issuing parking citations.
- Launching a pilot program in Downtown Los Angeles to evaluate new parking signs that are easier for the public to understand.

In the Fiscal Year 2015-2016 budget I have proposed parking-related initiatives that seek to strengthen the City’s focus on customer friendliness and equity as well as on effective parking enforcement to maximize safety and traffic flow for the needs of local businesses. In addition, I have included direction to both LADOT and the City Administrative Officer to perform a high-level review of the Working Group’s report.

I respectfully request that the City Council review this report alongside my Office so that we can engage in a dialogue about the future of parking in Los Angeles.

Sincerely,



ERIC GARCETTI
Mayor

Encs.