

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

Date: March 14, 2016

To: The Honorable City Council, City of Los Angeles  
c/o City Clerk, Room 395  
Attention: Honorable Mike Bonin, Chair, Transportation Committee

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

Subject: **ACCELERATED EXPANSION OF LA EXPRESS PARK (COUNCIL FILE 15-1450-S5)**

**SUMMARY**

This report identifies future locations for the expansion of LA Express Park and the resources required to accelerate the expansion.

**RECOMMENDATION**

REQUEST that the resources described below be considered in the Fiscal Year (FY) 2016-17 Adopted Budget in order to accelerate the implementation of LA Express Park to other areas in the City:

- Upgrade a Management Analyst I to a Management Analyst II;
- Authorize new position authorities for one Senior Management Analyst II and a Transportation Engineering Associate IV;
- Advance the appropriation of \$218,000 in local match from the Special Parking Revenue Fund (SPRF) for the accelerated implementation of LA Express Park in Venice from FY 2020 to FY 2017.

**BACKGROUND**

LADOT is working to make parking smarter and easier. By using dynamic pricing that is adjusted based on demand via LA Express Park, people will be able to more reliably find an open space where and when it is needed. LA Express Park is a parking management program that fuses technology and demand-based pricing with the goal of reducing the time and fuel wasted by drivers searching for an open parking space. This intelligent parking management system adjusts on-street meter parking rates monthly by block face based upon demand. Through an extensive parking guidance system, it provides real-time information on parking availability. It also provides parking policies for all city-owned parking facilities and most of the privately-owned public parking facilities within each project area.

Funded by \$15 million in Federal grant funds and \$3.5 million of SPRF funds, LA Express Park began operations in Downtown Los Angeles in June 2012. By lowering parking rates in low demand areas, the City has provided an attractive alternative for those seeking lower cost parking. Similarly, by raising rates in the high demand areas, people are incentivized to consider transportation alternatives that do not require parking. The result is increased parking availability and less cruising to find desirable parking thereby reducing motorist frustration, traffic congestion and the associated air pollution. To date, LA

Express Park has increased parking space utilization by over 15% and reduced the average hourly parking rate by over 10%, while modestly increasing gross revenue by 2.5%

In June 2014, Mayor Garcetti engaged a group of stakeholders to discuss opportunities to improve the parking experience throughout the City. This group, called the Los Angeles Parking Reform Working Group (LAPRWG), reviewed and analyzed a wide variety of potential parking reforms. The LAPRWG released their comprehensive report and recommendations in 2015. Among the recommendations was support for the expansion of the LA Express Park program citywide.

LADOT expanded LA Express Park to Westwood Village in November 2015. This expansion was funded by a \$600,000 grant from the Federal Highway Administration and \$150,000 from SPRF. The Westwood project has similar features to the Downtown project.

## DISCUSSION

One of our primary goals at LADOT is to improve the quality of life by enhancing our transportation system and reducing its impacts. As outlined in our strategic plan, LADOT is working toward this goal by strategically increasing the availability of parking and the efficiency of its use via LA Express Park. We plan to expand the LA Express Park program across the City to communities that experience high demand for on-street metered parking. (The program is not well-suited for deployment in metered areas with low demand.) Currently, LADOT has received grant funding to expand LA Express Park into Hollywood, Venice and the Exposition Park/University of Southern California (USC) area. Other recommended expansion areas include La Brea/Miracle Mile, North Hollywood and Studio City, however funding for these areas has not yet been identified. As Table 1 illustrates, each of the unfunded expansion areas are estimated to cost approximately \$1 million. This estimate is consistent with LADOT's experience in Westwood Village and with the estimates prepared for Venice and Exposition Park. For budgeting purposes, a \$3 million allocation from SPRF would be needed for the above three unfunded areas, less any future grant dollars that may be secured.

**Table 1: Future LA Express Park Expansion Areas**

Project	Funding	Schedule
Hollywood Integrated Modal Information System (HIMIS)	\$2.4 million – Metro Call for Projects and Community Redevelopment Agency (CRA) Matching Funds	Underway. Completion in FY 2017.
Venice	\$1.1 million* – Metro Call for Projects and City Local Match	Completion in FY 2019.
Exposition Park/USC	\$1.15 million* – Metro Call for Projects and City Local Match	Completion in FY 2020.
La Brea/Miracle Mile	Estimated \$1 million – Source to be determined (TBD)	Estimated completion in FY 2022.
North Hollywood	Estimated \$1 million – Source TBD	Estimated completion in FY 2023.
Studio City	Estimated \$1 million – Source TBD	Estimated completion in FY 2025.

\* Funding programmed by Metro for FY 2020-21. LADOT will request that funds be advanced.

The first phase for each of the new areas will be to conduct a parking survey of the area. The survey results will be used to determine the project boundaries, the most efficient means of determining real time occupancy, and to develop an implementation strategy. LADOT will seek grant funding for these projects, but must be prepared to fund them out of the SPRF if grant funds are not available.

Currently, the existing staffing dedicated for LA Express Park is one Senior Management Analyst I, one Management Analyst I, and contract staff from Xerox including a project manager and two full-time analysts. This staffing is adequate for delivering the above projects according to the schedule shown in Table 1.

Accelerated Expansion of LA Express Park

LADOT will require additional staff in order to accelerate the expansion of LA Express Park:

- one Senior Management Analyst II (\$138,288 annually)
- one Transportation Engineering Associate IV (\$127,556 annually)
- one Management Analyst II (\$94,503 annually) (not included in this request)
- upgrade one Management Analyst I to a Management Analyst II (additional \$14,366 annually)

The Senior Management Analyst II will lead the LA Express Park program and be responsible for the project management and analyst staff working on the program. The Transportation Engineering Associate IV will have the specialized technical expertise required for parking technology, integration, and analysis. The Management Analyst II will assist in project management, contract administration and system analysis. Also, recognizing the additional responsibilities, the existing Management Analyst I should be upgraded to a Management Analyst II (\$14,366 annually). These personnel resources are requested to be phased in over the next two fiscal years. Considering LADOT’s contract with Xerox expires in September 2017, the additional positions will allow the Department to bring all of the LA Express Park analysis work in-house. The envisioned and proposed staffing schedule is shown in Table 2. With the replacement of two contract staff positions and the addition of three new City staff positions and a position upgrade, cost increases are expected to be minimal.

**Table 2: Estimated Staffing Costs**

<b>Direct Cost (in thousands of \$)**</b>	<b>FY 2016</b>	<b>FY 2017</b>	<b>FY 2018</b>	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>
Senior Management Analyst I	111.6	111.6	111.6	111.6	111.6	111.6
Management Analyst I	80.1	40.0	0	0	0	0
Management Analyst II	0	47.3	94.5	94.5	94.5	94.5
Xerox Project Analyst	157.4	157.4	39.3	0	0	0
Xerox Business Analyst	157.4	157.4	39.3	0	0	0
Senior Management Analyst II	0	69.1	138.3	138.3	138.3	138.3
Transportation Eng. Assoc. IV	0	31.9	129.3	131.1	131.1	131.1
Management Analyst II	0	0	47.3	94.5	94.5	94.5
<b>Total Cost</b>	<b>506.5</b>	<b>609.3</b>	<b>576.6</b>	<b>545.2</b>	<b>545.2</b>	<b>545.2</b>

\*\*The costs for City staff are taken based on the latest approved MOUs. The costs of Xerox personnel are based upon the latest invoice cost.

With this investment, the estimated time frame to complete the expansion as outlined would be reduced by 5 years. Refer to Table 3 for the comparison of the current schedule to the accelerated schedule.

**Table 3: Comparison of Current Schedule to Accelerated Schedule**

Project	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY2023-2025
HIMIS		■						
Venice			■	■				
Exposition Park/USC			■	■	■			
La Brea/Miracle Mile						■	■	
North Hollywood							■	■
Studio City				■	■			■

Legend: Current Schedule  Accelerated Schedule 

In summary, LADOT is requesting for FY 2017:

- Upgrade of a Management Analyst I to a Management Analyst II;
- New position authorities for one Senior Management Analyst II and one Transportation Engineering Associate IV; and
- Advance the appropriation of \$218,000 in local match from the Special Parking Revenue Fund (SPRF) for the accelerated implementation of LA Express Park in Venice from FY 2020 to FY 2017.

**FISCAL IMPACT STATEMENT**

There is no impact to the General Fund. Funding for the resources necessary to accelerate expansion of LA Express Park is anticipated to come from SPRF.

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