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TO: BOARD OF DIRECTORS

THROUGH: ARTHUR T. LEAHY *AL*
CHIEF EXECUTIVE OFFICER

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CHIEF PLANNING OFFICER

SUBJECT: SUPPORTIVE TRANSIT PARKING PROGRAM MASTER PLAN

BACKGROUND

In the late 1980's Metro's parking inventory consisted of 2,000 parking spaces. Today there are over 22,000 parking spaces (2014 count) available to our customers at our Metro Rail, Orange and Silver Line Bus Rapid Transit stations. These spaces are on lots owned by Metro (22 locations), Caltrans (17 locations), and private entities or municipalities. When additional rail lines (Expo II, Foothill and the Crenshaw/LAX Extensions) enter into operation and assuming the Caltrans park and ride facilities are transferred to Metro, Metro's parking facilities are expected to reach approximately 30,000 parking spaces.

Parking is a resource that needs to be effectively managed. Parking is the first and last impression of the patron using the system. A well-managed parking program will enhance the transit riders' experience. The parking program is an important component of Metro's transit system that provides access to patrons who may live relatively far away from transit stops or have limited options for walking or bicycling to transit stops. A well-managed parking program provides access to transit and rideshare options, decreases vehicle miles traveled (VMT) and reduces single occupancy vehicle (SOV) trips.

DISCUSSION

Due to Metro's large and increasing parking inventory, staff is pursuing the services of an experienced parking consulting firm to develop a Supportive Transit Parking Program (STPP) master plan study. The study will address issues related to Metro's parking program at various levels, including: (1) suggest an approach to a pricing system; (2) create a model for determining parking demand at various stations; (3)

identify capital and technology investments, facility upgrades, and potential shared uses to increase customer satisfaction with and ease of using Metro's parking system; (4) identify operational needs for each facility; and (5) develop a short and long term strategic plan for current and new parking facilities.

The STPP objectives are:

1. Perform a comprehensive assessment of the existing program and parking facilities and provide recommendations.
2. Develop management alternatives that set the framework for the management of Metro's parking resources.
3. Potential revenue and return of investment projections.
4. Technology implementation opportunities.
5. Develop transportation demand management strategies.
6. Develop a parking demand estimation model.
7. Develop Metro's Parking Strategic Implementation Plan (5 to 10 year program).
8. Evaluate current parking policies, ordinances and regulations and provide recommendations.
9. Develop a Supportive Transit Parking Program Master Plan (STPP) for Board adoption.

Staff anticipates the study will take up to 44 weeks.

NEXT STEPS

Staff will initiate the procurement process and return to the Board in April 2015 to authorize Metro's Chief Executive Officer (CEO) to enter into a firm fixed price contract for the STPP Master Plan Study. Pending Board approval and contract negotiation, the study will begin in May 2015. Staff will report back to the Board for the adoption of a recommended program vision and management alternative in December 2015, strategic implementation plan in February 2016 and the completed STPP master plan study April 2016.

FINANCIAL IMPACT

Staff will initiate the procurement process with FY15 budget in Cost Center 3046, Countywide Planning, Project 308001, Parking Management, Account number 50316, Professional and Technology Services. Staff will return to the Board in April 2015 after the procurement process to report the full contract amount and to include the required funding in the FY16 budget.