

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 18-154

DATE Au	gust 8, 2018		_		C.D	#
BOARD O	F RECREAT	TION AND PA	ARK COMMIS	SIONERS		
SUBJECT:				GARAGE - PROPOS OF RATES AND FE		DMENTS TO
AP Diaz R. Barajas H. Fujita		V. Israel S. Piña-Cortez *N. Williams	din			
				M. De		Birlandinahani adam "
				Gene	eral Manage	er .
Annroyad	X		Disapproved		Mithdray	//D

RECOMMENDATIONS

With Modifications

- 1. Approve the proposed parking fee increase for the Pershing Square Parking Garage (Attachment 1), to be effective September 1, 2018;
- 2. Authorize Department of Recreation and Parks (RAP) staff to amend the Pershing Square Parking Garage Rates and Fees to incorporate these changes; and
- 3. Authorize RAP's Chief Accounting Employee or designee to make technical corrections as necessary to carry out the intent of this Report; and
- 4. Authorize the General Manager to eliminate the "Early Bird" Rate from the Schedule of Parking Fees.

SUMMARY

The Pershing Square Parking Garage (Garage) is located at 530 South Olive Street and provides reasonable priced public parking in the central downtown area. Garage revenues provide funding for operation and maintenance costs of the parking facility; program and park maintenance for the ground level park at the Pershing Square Complex; capital improvements for both the garage and park; support for San Julian and Gladys Parks; program costs for the Mobile Youth Program; and financial support for the Department of Recreation and Parks (RAP) operations.

RAP staff proposes to increase parking rates effective September 1, 2018. Parking rates will be at or below existing market rates (Attachment 2). Garage parking fees have not been raised since Fiscal Year 2012-13 (Report 12-019) (Attachment 3). It is expected that the increases will generate approximately Five Hundred Thousand Dollars (\$500,000.00) in additional revenue. This revenue will support RAP operations and other activities at Pershing Square.

BOARD REPORT

PG. 2 NO.<u>18-154</u>

FISCAL IMPACT STATEMENT

The increase in revenues is expected to generate Five Hundred Thousand Dollars (\$500,000.00) additional revenue to support RAP operations.

This report was prepared by Noel Williams, Chief Financial Officer, Finance Division, Recreation and Parks.

LIST OF ATTACHMENTS

- 1) Proposed Parking Rates
- 2) Downtown Los Angeles Parking Rate Survey
- 3) Report No. 12-019

DEPARTMENT OF RECREATION AND PARKS PERSHING SQUARE PARKING GARAGE SUMMARY OF PROPOSED PARKING FEE INCREASES

Monthly Rate	Present Rate	Proposed Ra	te
Unreserved		\$190.00	\$210.00
Reserved		\$250.00	\$280.00
Evening*		\$80.00	\$100.00

Daily Rate	Present Rate	Proposed Rate
Daily	\$2.00 each 15 Min/Max \$16.00	\$3.00 each 15 Min/Max \$20.00
Early Bird	\$10.00 entering before 11 a.m.	\$14 entering before 10 a.m.
Evening and Weekend*	\$7.00	

Validations	Present Rate	Propos	sed Rate
15 Min		\$2.00	\$3.00
1 Hour		\$8.00	\$12.00
-Early Bird		\$ 10.00	\$14.00
All Day		\$16.00	\$20.00
Evening and Weekend*		\$7.00	\$9.00

^{*}Evening for Monthly Rate is defined as 3:00 p.m.

^{*}Evening for Daily Rate/Weekend is defined as 5:00 p.m.

DOWNTOWN LOS ANGELES PARKING RATE SURVEY

Building Address		Mont	thly Parking Ra	ates	Visitor Rates				Garage Information		
515 S. FLOWER ST - LEVEL	Building Name	Reserved	Unreserved	Night Rate	\$ Amount	Increment	Max	Early Bird	Night & Weekend	Number of Stalls	Occupancy %
400 S. FLOWER ST - LEVEL	City National Plaza				\$4.25	10 Min.	\$40.50		\$15.00	500	85%
611 6TH STREET	J2 Garage	\$374.00	\$300.00		\$3.75	10 Min.	\$39.00	\$15.00	\$15.00	2400	85%
1133 S. OLIVE STREET	(Old) AT&T Center	\$350.00	\$245.00	\$47.00	\$3.50	12 Min.	\$35.00	\$12.00	\$12.00	700	95%
150 W. 12TH STREET	1150 S. Olive Garage	\$300.00	\$220.00	\$60.00	\$2.00	10 Min.	\$25.00			630	100%
506 S. GRAND AVENUE	1149 S. Hill Garage	\$300.00	\$220.00	\$70.00	\$2.00	10 Min.	\$20.00	\$10.00		1790	100%
801 S. GRAND AVENUE	Biltmore Hotel	\$400.00	\$300.00		\$4.75	15 Min.	\$47.50			430	90%
404 S. FIGUEROA STREET	801 S. Grand Avenue	\$200.00	\$170.00		\$2.00	15 Min.	\$14.00	\$8.00		863	90%
333 S. HOPE STREET	The Western Bonaventure				\$3.00	15 Min.	\$48.00		\$48.00	377	100%
300 S. GRAND AVENUE	Bank of America Plaza	\$508.00	\$348.00	\$275.00	\$4.20	10 Min.	\$42.00		\$16.00	2126	87%
350 S. GRAND AVENUE	One California Plaza	\$418.00	\$363.00	\$141.00	\$4.15	10 Min.	\$39.15	\$18.00	\$11.30	1136	90%
444 S. FLOWER STREET	Two California Plaza	\$461.50	\$363.00	\$141.00	\$4.15	10 Min.	\$39.15	\$18.00	\$11.30	1233	65%
725 S. FIGUEROA STREET	Citigroup Center	\$460.00	\$295.00		\$4.00	10 Min.	\$39.00		\$24.00	638	87%
945 W. 8TH STREET	E & Y Plaza	\$405.00	\$287.00	\$143.50	\$2.75	10 Min.	\$33.00	\$15.00	\$10.00	2400	95%
777 S. FIGUEROA STREET	Retail store employee only				\$2.75	10 Min.	\$33.00				
233 S. BEAUDRY AVENUE	777 Tower	\$405.00	\$287.00	\$143.50	\$2.50	10 Min.	\$33.00	\$15.00	\$10.00	2400	95%
333 S. BEAUDRY AVENUE	Exchange Place		\$120.00		\$2.00	12 Min.	\$13.00	\$7.00		1572	95%
660 S. FIGUEROA STREET	Beaudry Building										
555 W. 5TH STREET	Figueroa Tower		\$315.00		\$3.25	12 Min.	\$39.00			110	75%
700 S. FLOWER STREET	The Gas Company Tower	\$646.80	\$392.70	\$221.55	\$4.50	10 Min.	\$43.25		\$14.05	979	74%
515 S. FIGUEROA STREET	Macy's Plaza		\$250.00	\$150.00	\$2.75	10 Min.	\$35.00	\$8.00		1800	80%
333 S. FIGUEROA STREET	Manulife Plaza	\$369.60	\$247.50	\$110.00	\$2.75	12 Min.	\$38.50			560	80%
523 W. 6TH STREET	LA Hotel Downtown				\$4.00	15 Min.	\$45.00		\$40.00	219	88%
601 S. Figueroa Street	Pacific Center	\$330.00	\$250.00		\$3.50	12 Min.	\$30.00	\$12.00	\$5.00	289	80%
530 S. OLIVE STREET	Pershing Square	\$250.00	\$190.00		\$2.00	15 Min.	\$16.00	\$10.00	\$7.00	1750	100%
601 W. 5TH STREET	Figueroa/Whilshire	\$562.00	\$379.00	\$211.00	\$4.25	10 Min.	\$43.50		\$14.00	773	65%
633 W. 5TH STREET	601 W. 5th street		\$270.00		\$3.00	15 Min.	\$30.00	\$15.00	\$6.00		80%
445 S. FIGUEROA STREET	US Bank Tower	\$580.00	\$363.00	\$181.00	\$3.50	10 Min.	\$35.00		\$15.00	469	89%
355 S. GRAND AVENUE	Union Bank Tower	\$403.76	\$288.40	\$80.00	\$3.80	10 Min.	\$38.00		\$10.00	909	87%
355 S. GRAND AVENUE	Wells Fargo Center - P1				\$4.20	10 Min.	\$42.00		\$33.60	2052	68%
624 S. GRAND AVENUE	Wells Fargo Center - P2 To P5		\$380.60								
235 S. HILL STREET	624 S. Grand Avenue	\$325.00	\$240.00		\$4.00	12 Min.	\$32.00	\$12.00	\$7.00	500	100%
524 S. FLOWER STREET	Wells Fargo Center X-2		\$295.30		\$2.75	15 Min.	\$11.00			774	60%
350 S. FIGUEROA STREET (SOUTH)	Westlawn Gargage		\$352.00	\$114.00	\$3.50	10 Min.	\$35.00	\$12.50	\$8.00	927	94%
350 S. FIGUEROA STREET (NORTH)	World Trade Center - Jamison	\$275.00	\$220.00		\$3.50	12 Min.	\$22.00	\$9.00	\$7.00	1622	90%
808 S. OLIVE STREET	World Trade Center - Brookfield		\$243.00		\$3.25	12 Min.	\$24.00	\$9.00	\$7.00	1186	95%
990 8TH STREET	808 S. Olive Street	\$240.00	\$180.00		\$3.00	15 Min.	\$14.00		\$5.00	768	95%
832 FRANCISCO	909 8th Street	\$350.00	\$250.00		\$3.00	12 Min.	\$20.00	\$15.00	\$10.00		80%
915 WILSHIRE BLVD.	932 Francisco		\$225.00		\$3.00	15 Min.	\$18.00	\$14.00			
221 S. GRAND AVENUE	915 Wilshire Blvd.	\$325.00	\$240.00		\$3.25	12 Min.	\$32.50	\$22.00	\$10.00	436	80%

REPORT OF GENERAL MANAGER

OARD OF RECREATION

NO. 12-019

DATE <u>January 11, 2012</u>

C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

PERSHING SQUARE PARKING GARAGE - PROPOSED PARKING FEE SUBJECT: **INCREASES FOR FISCAL YEAR 2011-12**

R. Adams K. Regan M. Shull V. Israel *N Williams \(\begin{align*} \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \		
Approved	General Man Disapproved	agar Withdrawn

RECOMMENDATIONS:

That the Board:

- 1. Approve the proposed parking fee increases for the Pershing Square Parking Garage, as attached, to be effective on February 1, 2012;
- 2. Authorize staff to amend the Pershing Square Parking Garage Rates and Fees to incorporate these changes; and,
- 3. Authorize the General Manager, or designee, to instruct staff to make technical corrections to the summary and attachments A, B and C to this Report as necessary.

SUMMARY:

The Pershing Square Parking Garage (Garage) is located at 530 S. Olive Street and provides reasonably priced public parking in the central downtown area. Garage revenues provide funding for operation and maintenance costs of the parking facility and for enhanced program operations and park maintenance for the ground level park at the Pershing Square Complex.

Due to the severe current economic downturn and revenue shortfalls, including a decline in Garage revenues, the Department proposes to increase the parking fees for Fiscal Year 2011-12 (Attachment A). Garage parking fees have not been increased since Fiscal Year 2008-09 (Board Report No. 08-85).

The proposed increase would raise parking fees by approximately 4% for daily usage, 7% for "Early Bird" usage (before 11:00 am) and 6% for "After Hours" usage (after 5:00 pm) and

REPORT OF GENERAL MANAGER

PG. 2 NO. 12-019

"Weekend Daily Rate". Regular monthly rates will not be affected. The Special Event Rate for Department Special Events would be increased by approximately 6%.

Monthly group rates would be increased by 12%. These rates were established by the previous Garage operator and continued when the Department began self-operation in 2000. The Department proposes to bring discounted parking rates for monthly parking groups to one standard rate through incremental rate increases until the various parking groups pay the same monthly group parking rate. The monthly group parking rate established by this Board Report would increase over time, similar to other parking rates and according to the schedule in Attachment B. Any proposed future rate of increase or timing of rate increase that differs from Attachment B will be brought to the Board for approval.

The new parking fees would become effective on February 1, 2012, and are anticipated to generate an estimated \$38,781 in additional revenue during FY 2011-12 from February 1, 2012 through June 30, 2012. During a twelve month period the proposed new parking fees are anticipated to generate approximately \$93,074 in revenue. A recent survey of similar parking facilities finds that the current and proposed parking fees at the Garage are currently lower than or competitive with other similar parking facilities in the surrounding area (Attachment C).

FISCAL IMPACT STATEMENT:

There is no impact on the General Fund. The anticipated additional revenue from the proposed parking rate increases will fund Garage operations and maintenance costs and also programs and park maintenance at the Pershing Square Complex.

Report prepared by Kevin Regan, Assistant General Manager, Department of Recreation and Parks and Noel Williams, Chief Management Analyst, Finance Division, Recreation and Parks.

DEPARTMENT OF RECREATION AND PARKS PERSHING SQUARE PARKING GARAGE SUMMARY OF PROPOSED PARKING FEE INCREASE FOR FISCAL YEAR 2011-12

Parking Category
Daily Rate/Fee (Less than 2 hours)
Daily Hourly Rate/Fee
Daily Maximum Rate/Fee
Monthly Rate/Fee (Non-Reserved)
Monthly Rate/Fee (Reserved)
Early Bird Rate/Fee (Before 11:00 a.m.)
After Hours Rate/Fee (After 5:00 p.m.)
Weekend Daily Rate/Fee (Sat. / Sun.)
Monthly Group Rates/Fees (See Note No. 1)
Monthly Group Rate/Fee for Afternoon and Evening Downtown Employees (between 2:00 p.m. and 2:00 a.m.) (See Note No. 2)
Special Group Rate/Fee (See Note No. 3)
Special Event Rate/Fee for RAP Special Events (See Note No. 4)

Parking Rate/Fee (Effective September 22, 2000)	Current Parking Rate/Fee (Effective October 14, 2008)				
\$1.75 (each 15 minutes)	\$1.93 (each 15 minutes)				
\$7.00	\$7.72				
\$14.00	\$15.40				
\$175.00	\$190.00				
\$230.00	\$250.00				
\$8.50	\$9.35				
\$6.60	\$6.60				
\$6.60	\$6.60				
\$110.00 - \$130.00	\$125.00 - \$170.00				
Not Offered	\$75.00				
\$10.00 / day	\$15.00 / day				
\$4.00 - \$6.00	\$4.40 - \$6.60				

Proposed Parking Rate/Fee	Percent (%) Change from Current
(Effective January 1, 2012)	Parking Rate/Fee
\$2.00 (each 15 minutes)	Approximately 4%
\$8.00	Approximately 4%
\$16.00	Approximately 4%
\$190.00	No Change
\$250.00	No Change
\$10.00	Approximately 7%
\$7.00	Approximately 6%
\$7.00	Approximately 6%
\$140.00 - \$170.00	Approximately 12%
\$85.00	Approximately 12%
\$15.00 / day	No Change
\$7.00 / day	Approximately 6%

Note No. 1 - Monthly Group Rates/Fees:

Monthly group rates established by the previous garage operator were honored by the Department of Recreation and Parks (RAP) when RAP took over self-operation in 2000. The rates were increased in Fiscal Year 2008-2009 (Board Report 08-85). Current monthly group rates vary and range from \$125.00 per month to \$170.00 per month. RAP recommends a 12% increase to each individual group rate at this time. RAP proposes to bring current discounted parking rates for monthly parking groups to one standard rate through incremental rate increases. The current discounted monthly rate of \$170.00 would serve as the current standard rate and would increase over time similar to other parking rates/fees. Monthly Parking Groups have non-reserved parking. A Monthly Parking Group would be defined as 10 or more parking customers belonging to a verifiable employer or group. The rate/fee increase would affect 203 parking customers.

Note No. 2 - Monthly Group Rate/Fee for Afternoon and Evening Downtown Employees:

This monthly group rate was established by the Department of General Services (GSD) to bring in additional garage business during off-peak hours while addressing the parking needs of employees who work downtown during afternoon and evening shifts. The group is open to individual employees working for verifiable employers in the downtown area. Parking key cards are programmed to be active only between 2:00 p.m. and 2:00 a.m. If customers from this group park at the garage during any other time they pay regular parking rates. RAP proposes to increase discounted parking rates for monthly parking groups over time through incremental rate increases. The rate will increase until the parking group pays \$170.00, or the current rate for monthly non-reserved parking. RAP recommends a 12% increase be applied to existing group rates at this time.

Note No. 3 - Special Group Rate/Fee:

The Special Group Rate is applied to movie production crew parking, special groups using local hotels, non-profit organization events and other selected groups as appropriate and as approved by RAP.

Note No. 4 - Special Event Rate/Fee for RAP Special Events:

The Special Event Rate/Fee is applied applied to RAP's annual Winter Ice Skating Rink and to RAP special events as deemed appropriate and as approved by RAP.

DEPARTMENT OF RECREATION AND PARKS PERSHING SQUARE PARKING GARAGE PROPOSED DISCOUNT GROUP RATES/FEES SCHEDULE FOR MONTHLY GROUP PARKING CUSTOMERS

Group Name	Number of Customers in Group Parking Rate/Fee Current Parking Rate/Fee (Effective September 2000) Customers (Effective September 2000) Current Parking Rate/Fee (Effective September		Rate/Fee (Effective	Proposed Parking Rate/Fee (Effective January 1, 2012) 12 % Change Proposed Parking Rate/Fee (Effective January 1, 2013) 12 % Change		Proposed Parking Rate/Fee (Effective January 1, 2014) 12 % Change	Proposed Parking Rate/Fee (Effective January 1, 2015) 12 % Change
1. Millennium Biltmore Hotel	50	\$110.00	\$125.00	\$140.00	\$155.00	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee
2. Mizuho Bank, LTD	11	\$125.00	\$140.00	\$155.00	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee
3. Mizuho Bank, California	6	\$125.00	\$140.00	\$155.00	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee
4. Super Bell Jewelry	18	\$125.00	\$140.00	\$155.00	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee
5. Heron Building	56	\$155.00	\$170.00	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee
6. 530 So. Hill Jewelers Group	15	\$130.00	\$145.00	\$160.00	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee	\$ 170.00 or current Monthly Parking Group Rate/Fee
7. Afternoon / Evening Downtown Employee Parking Group (47 monthly parking	47	\$155.00	\$75.00	00.309	\$95.00	\$110.00	\$125.00
customers) Total Number of Customers in	47	\$155.00	\$75.00	\$85.00	\$95.00	\$110.00	\$125.00

Note: RAP proposes to bring current discounted parking rates/fees for monthly parking groups to one standard rate/fee through incremental rate/fee increases. The current discounted monthly rate/fee of \$170.00 would serve as the current standard rate/fee and would increase over time similar to other parking rates/fees. The proposed schedule is an example of a four year time period with annual increases of 12% applied to parking rates. Timing and rate of increases may vary over time based on budgetary and operational needs, and ongoing assessment of local economic conditions. Any proposed future rate increase or change in timing of rate increase that differs from the information contained in this proposed schedule will be brought to the Board for approval.

Monthly Parking Groups

203

DEPARTMENT OF RECREATION AND PARKS PERSHING SQUARE PARKING GARAGE SURVEY OF SIMILAR DOWNTOWN PARKING PROVIDERS (JULY 2011)

Building Name	Distance from Pershing Square Parking Garage	Address	Daily Rate/Fee	Daily Hourly Rate//Fee	Daily Maximum Rate/Fee	Monthly Rate/Fee (Non-Reserved)	Monthly Rate/Fee (Reserved)	Early Bird Rate/Fee (Maximum Daily Rate)	After Hours Rate/Fee	Weekend Rate/Fee (Sat. or Sun.)	Comments
Pershing Square Parking Garage (Current Rate)	n/a	530 S. Olive St.	\$1.93 /15 Min.	\$7.72	\$15.40	\$190.00	\$250.00	\$9.35	\$6.60 after 5PM	\$6.60 after 5PM	Park
Pershing Square Parking Garage (Proposed Rate)	n/a	530 S. Olive St.	\$2.00 /15 Min.	\$8.00	\$16.00	\$190.00	\$250.00	\$10.00	\$7.00 after 5PM	\$7.00 after 5PM	Park
Millennium Biltmore Hotel	0.2 Miles	506 S. Grand Ave.	\$4.50 /15 Min.	\$18.00	\$45.00	\$215.00	\$300.00	Not Offered	Not Offered	Not Offered	Hotel
Westlawn (Library)	0.3 Miles	524 S. Flower St.	\$4.15 /10 Min.	\$20.60	\$37.60	\$352.00	\$410.00	\$13.00	Closed	Closed	Commercial Building
The Gas Company	0.1 Miles	555 W. 5th St.	\$4.15 /10 Min.	\$20.00	\$40.00	\$335.00	\$535.50	\$9.90	\$13.00 after 4PM	Closed	Commercial Building
US Bank Tower	0.2 Miles	633 W. 5th St.	\$4.15 /10 Min.	\$20.00	\$37.60	\$352.00	\$563.00	Not Offered	Closed	Closed	Commercial Building
550 S. Hope St.	0.3 Miles	550 S. Hope St.	\$4.00 /12 Min.	\$20.00	\$36.00	\$240.00	\$300.00	\$12.00	\$8.00 after 4PM	Closed	Commercial Building
Mellow Bank Center	0.3 Miles	400 S. Hope St.	\$4.00 /10 Min.	\$20.00	\$38.00	\$257.00	\$325.00	\$15.00	\$12.00 after 5PM	Closed	Commercial Building
Pacific Center	0.1 Miles	523 W. 6th St.	\$3.50 /12 Min.	\$12.00	\$30.00	\$210.00	\$300.00	\$10.00	Not Offered	\$10.00 / Day	Commercial Building
AT & T Center	0.2 Miles	611 W. 6th St.	\$2.25 /12 Min.	\$16.00	\$29.25	\$200.00	\$260.00	Not Offered	Not Offered	\$10.00 / Day	Commercial Building
5th & Olive Open Lot	0.08 Miles	437 W. 5th St.	\$4.00 /15 Min.	\$14.00	\$14.00	\$160.00	Not Offered	Not Offered	\$6.00 after 6PM	\$6.00 after 6PM	Open Lot
Int'l Jewelry Center	0.2 Miles	530 S. Hill St.	\$3.00 /12 Min.	\$15.00	\$18.00	\$198.00-\$209.00	\$300.00	\$10.00	\$6.00 after 4PM	\$6.00 after 4PM/ \$3.00 Sunday	Commercial Building