

**APPROVED**

REPORT OF GENERAL MANAGER

NO. 13-308

DATE December 11, 2013

**BOARD OF RECREATION  
& PARK COMMISSIONERS**

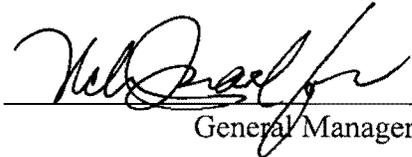
C.D. 15

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: KEN MALLOY HARBOR REGIONAL PARK – PAYMENT TO CALE AMERICA, INC. FOR AS-NEEDED WIRELESS CONNECTION SERVICES; MEMORANDUM OF UNDERSTANDING WITH THE DEPARTMENT OF TRANSPORTATION FOR THE OPERATION AND ENFORCEMENT OF METERED PARKING AT THE HARBOR PARKING LOT

R. Adams \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
V. Israel \_\_\_\_\_

K. Regan \_\_\_\_\_  
\*N. Williams now

  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Authorize the Chief Accounting Employee to encumber and pay, on an as- needed basis, an amount not to exceed \$24,000.00 annually to Cale America, Inc., for a wireless connection to allow for the maintenance of an online parking reporting module, online credit card verification, real-time notifications of warnings/notifications, fees, and minor software maintenance and parts;
2. Approve a proposed Memorandum of Understanding (MOU), substantially in the form on file in the Board Office between the Department of Recreation and Parks (RAP) and the Department of Transportation (DOT) for the operation and enforcement of metered parking in the Harbor Parking Lot and minor maintenance and repair of automated parking stations;
3. Authorize the General Manager to execute the MOU upon receipt of the necessary approvals; and
4. Authorize the Chief Accounting Employee to make technical corrections as necessary and incorporate these changes.

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### SUMMARY:

Ken Malloy Harbor Regional Park located at 25820 Vermont Avenue in the Harbor City community is a recreational destination of approximately 291 acres featuring picnic areas, sports fields, hiking trails and a lake. The Harbor Sports Complex, which is located in the northeast quadrant of the park and adjacent to Harbor Park Golf Course, includes multipurpose fields, a play area, a seasonal swimming pool, and a large pay parking lot known as Harbor Parking Lot (Parking 1 identified in Exhibit A).

The Department has operated the Harbor Parking Lot on a "Pay as you Enter" basis where users are charged \$3.00 per day from Monday through Friday and \$5.00 per day Saturday and Sunday. During the prior two fiscal years, RAP has collected approximately \$91,000.00 to \$99,000.00 in parking fees while paying \$20,000.00 to \$30,000.00 in labor charges to staff the parking booth on a part time basis. This lot is across the street from Harbor College and is used primarily by Department patrons (Harbor Sports Complex and Harbor Park Golf Course) and students and faculty from the college. Harbor College does provide less expensive parking on their campus; however, the Department's Harbor Parking Lot is consistently used for overflow parking.

Re-surfacing the Harbor Parking Lot as well as adding additional lighting and upgrades to the sports complex have yielded a significant increase in the use of the parking lot. The Department's current inability to fully staff the lot (due to hiring freezes) has resulted in decreased efficiency and lost revenue. Department staff is in the process of installing eight (8) new automated parking pay stations manufactured by Cale America, Inc.

This particular system was chosen in consultation with the Department of Transportation (DOT) and decided upon for the benefits described below:

- Eliminates the need for a full-time parking attendant;
- Increased revenue;
- Increased security for the park as a license plate number is required to be entered into each pay station;
- No maintenance for parking stalls numbering;
- Web based reports available on demand for tracking usage and revenue;
- Ease of enforcement. Cale America, Inc. is the sole source provider for a system whose technology allows enforcement officers to monitor from their patrol vehicle whether a patron has paid the parking fee or not.

This report, if approved, will enable RAP to pay, on an as-needed basis, an amount not to exceed \$24,000.00 annually to Cale America, Inc., for a wireless connection to allow for the maintenance of an online parking reporting module, online credit card verification, real-time notifications of

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warnings/notifications, fees, and minor software maintenance and parts. Since this is a pilot program, RAP is working on an agreement with Cale America, Inc. in anticipation of the program being expanded.

The proposed new hours of operation for the Harbor Parking Lot are 5:00 AM – 10:30 PM, Monday through Sunday (including Holidays). The proposed new pay rates for Harbor Parking Lot are \$0.50 per hour or a \$5.00 all day flat rate. The parking fee can be paid with coins and/or Visa or MasterCard credit cards. The Department is following DOT established parking rates currently in use in the Wilmington area.

Staff is also recommending that RAP enter into a Memorandum of Understanding (MOU) with the Department of Transportation (DOT) for the operation and enforcement of the metered parking at the Harbor Parking Lot and as-needed maintenance of the automated parking pay stations. Patrons will enter their vehicles license plate number and insert payment for the desired number of hours they expect to be parked. Patrons may leave at anytime. DOT will periodically check the vehicles in the lot through its existing Wilmington Parking Enforcement Operation. It should be noted that the parking pay stations proposed to be installed are similar to other parking stations that are being placed throughout the City of Los Angeles and across the United States.

Under the proposed MOU, RAP will collect all revenue from the pay stations and DOT will issue all citations and collect the revenue from issued citations. Existing RAP staff under Park Services will be used to collect coins, and to restock and replace rolls of receipt paper for each station. Maintenance of the pay stations by DOT will be on an as-needed basis. Because each pay station is connected wirelessly, RAP will automatically be notified via email of any electronic software or hardware malfunctions (trouble alert). Cale America, Inc. will recommend a solution should a pay station experience a trouble alert. RAP will then determine whether RAP staff can affect the repair or call DOT technicians for assistance.

Staff believes that a pay system that requires patrons to input their license plate number will help to provide a safer park environment that will ultimately give law enforcement officials another tool for crime investigation. This system will also help deter illegal gatherings of car clubs that frequently occur at this park. Should this system be successful, it can be integrated into all the lots throughout the park. This parking station system is supported by Los Angeles Police Department, the Park Advisory Board and Council District 15.

FISCAL IMPACT STATEMENT:

With a projected increase in revenue of \$40,000.00 per year, it is estimated the automated system will pay for itself in the first four years. Revenue collected will be deposited in the Harbor Regional

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Parking Lot Special Fund Account for the purpose of funding capital improvements projects, operational and maintenance staffing needs for the this park and any expenses associated with the collection of parking fees.

This Report was prepared by Jennie Carreon De Lacey, Project Coordinator, Planning, Construction and Maintenance Branch and Noel Denise Williams, Chief Management Analyst, Finance Division.

EXHIBIT A

