

REPORT OF GENERAL MANAGER

PG. 2 NO. 13-309

time. 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 under 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 a pay station;
- No maintenance for parking stalls numbering;
- Web based reports available on demand for tracking usage and revenue;
- Ease of enforcement. The system provided by Cale America, Inc. is the sole source provider for technology which allows enforcement officers to monitor from their patrol vehicle whether a patron has paid their parking fee or not.

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's established parking rates currently in use in the Wilmington area.

FISCAL IMPACT STATEMENT:

It is projected that revenue will increase by \$40,000.00 per year due to better enforcement efforts and less labor expenses. Revenue collected will be deposited in the Harbor Regional Parking Lot Special Fund Account for the purpose of funding capital improvement projects, operational and maintenance staffing needs for 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 and Noel Denise Williams, Chief Management Analyst, Finance Division.

PAY PARKING LOTS
(Revised ~~06/08~~ 12//13)

All parking fees include the City of Los Angeles 10% Parking Occupancy Tax. Parking fees are in addition to any film permit fees collected by the Film LA office.

Fees collected, (excluding the City of Los Angeles 10% Parking Occupancy Tax), from facilities listed below are deposited into the Special Fund Account as follows:

- 100% to Cabrillo Beach Parking Lot
- ~~35%~~ **100%** to Harbor Parking Lot
- 85% to Westwood Parking Lot
- 60% to Pacific Overlook Parking Lot

Remaining monies are deposited into the Department of Recreation and Parks General Fund Account.

CABRILLO BEACH PARKING LOT

Open year round 5:00 a.m. - 10:30 p.m.

Parking fees shall be based on "Pay by Exit," except on special event dates, with the following rates:

RATES

Vehicles	\$1.00 per hour (\$9.00 Max)
Oversized/Trailer/Bus	\$2.00 per hour (\$15.00 Max)

SPECIAL EVENT RATE (Memorial Day weekend, Fourth of July, Fourth of July weekend, Labor Day weekend).

Vehicle	\$9.00 flat rate
Oversized/Trailer/Bus	\$15.00 flat rate

A \$3.50 flat fee will be offered to private parties renting the Cabrillo Beach Bath House and Cabrillo Marine Aquarium with a minimum bulk purchase of 50 parking stalls.

**School buses with students K-12 attending a Museum Aquarium Tour are admitted free Monday through Friday. All other buses must pay oversized rate.

A grace period will be made available for those entering and exiting the facility within twenty minutes.

HARBOR PARKING LOT

Monday through Friday Sunday	\$3.00/vehicle per entry \$0.50/per hour
Saturday through Sunday	\$5.00/vehicle per entry \$5.00/vehicle per day

WESTWOOD PARK

Monday through Friday only 6:00 a.m. to 3:00 p.m.	\$125.00/month, per space or \$1,500.00 if purchased annually.
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PAY PARKING LOTS – (continued)

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PACIFIC OVERLOOK PARKING LOT

Overnight parking rates apply from 6:00 p.m. to 6:00 a.m.

One night a week	\$12.00 per month
Nightly	\$50.00 per month

PARKING FEE EXEMPTION POLICY

CABRILLO GENERAL PARKING LOT

The following groups will be exempt from parking fees provided they display the exemption pass properly in their parked vehicle.

1. Polar Bears – A Cabrillo Beach Booster Club that was established in 1936
2. School buses transporting groups which have booked guided or self-guided tours with CMA
3. Visitors with business appointments with Cabrillo Bathhouse Staff, arranged in advance
4. Attendees of Aquarium or Department-sponsored or co-sponsored events, with the approval of the Assistant General Manager

CABRILLO MARINE AQUARIUM PARKING LOT

General public will not be allowed to park in the Aquarium section of the parking lot. The following groups/individuals will be admitted free to the Cabrillo Marine Aquarium Parking Lot, if parking spaces are available upon entry:

1. Cabrillo Marine Aquarium (CMA) staff or Cabrillo Beach Bathhouse staff, with parking pass displayed properly
2. Friends of the CMA, or volunteers, at the discretion of the Aquarium Director
3. Groups or individuals who pay for classes or tours given by Aquarium staff (e.g. “Sea Search” and “Science at the Seashore”), at the discretion of the Aquarium Director
4. Visitors who have business appointments with the Aquarium
5. Attendees of special Aquarium programs, functions or events. (This exemption does not include the annual Sea Faire or Whale Fiesta events.) Private events, whereby the Aquarium or Cabrillo Beach Bathhouse facilities are rented, are NOT exempt and must pay all applicable parking fees. (A \$3.50 flat fee will be offered to private parties renting the Cabrillo Beach Bath House and Cabrillo Marine Aquarium with a minimum bulk purchase of 50 parking stalls.)