

# REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
17	07/27/09	Open	Action	07/15/09

Subject: Pilot Program to Charge for Parking at Light Rail Park and Ride Lots

## ISSUE

Whether or not to authorize staff to implement a pilot parking program at Light Rail Park and Ride Lots.

## RECOMMENDED ACTION

Adopt Resolution No. 09-07-\_\_\_\_\_, Approving Implementation of a Pilot Program to Charge \$1 Per Day Parking Fee at Watt/I-80, Watt West and Roseville Road Light Rail Stations (Park and Ride Lots).

## FISCAL IMPACT

Budgeted:	This FY:	\$	
Budget Source:	Next FY:	\$	
Funding Source:	Annualized:	\$	300,000
Cost Cntr/GL Acct(s) or Capital Project #:	Total Amount:	\$	150,000
Total Budget:		\$	30,500

## DISCUSSION

At the RT Board Meeting on June, 22, 2009, Board Members added to the Regional Transit budget a pilot parking fee program to generate \$150,000 in FY2010 at a limited number of Light Rail Park and Ride Lots. Staff proposed that a pilot program be conducted at the Watt/I-80, Watt West, and Roseville Road Stations, with a \$1 per day fee charged at these locations.

The considerations used to determine which lots have the potential for a good pilot program were: community impact, ease of implementation, potential ridership deflection, and a program large enough to provide data on rider behavior changes.

As previously noted, many of RT's lots are near business or residential communities. The stations proposed selected for the proposed pilot have a minimum impact on neighboring businesses and residential communities. These three stations represent the eastern end of the Blue Line. They are isolated by the surrounding freeways, which will limit local community impacts. Riders who currently use these stations would need to commute, at a minimum, to the Marconi Station to avoid the parking fee; or stop riding as noted in previous reports.

Approved:

  
General Manager/CEO

Presented:

  
Chief of FBSS Division

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Located on State property leased to RT, the three stations include a combined 1578 parking stalls with an average weekday usage of 951 vehicles. Legal staff review of the maintenance and use agreement resulted in a determination that Regional Transit is not prohibited from charging for parking under the use granted by the State. Written notice was provided to CalTrans.

Should the RT Board approve the pilot proposal, staff would implement the pilot program using the ticket machines previously identified, developing a citation program and implementing the Radio Frequency Identification (RFID) elements previously proposed. The selected vending machines allow patrons to pay on the platform and identify the stall number being used to avoid a return to their vehicle. The citation program creates a staff-managed adjudication program that avoids towing vehicles when patrons do not pay the parking fee. As previously noted, citations generate revenue for the District in a value likely equal to the parking fees. Implementation of a citation program allows for the least onerous penalty for non-payment and avoids the inconvenience of towing vehicles. The proposed citation program will allow the full range of enforcement issues to surface as part of the pilot. Unfortunately, implementation of a citation program is the longest milestone in the pilot program plan, and requires the adoption of an ordinance by the Board detailing the adjudication process.

Given the reduced scope of the pilot program, neither the on-line elements, web-based applications, nor system-wide outreach of the previous system-wide proposals are included in the pilot. The cost and effort needed to implement these tools is excessive for a pilot. Outreach would be localized and focused on riders using the stations. Subsequent to the initial implementation, time permitting, staff will implement on-line and web-based applications.

### IMPLEMENTATION COST

The costs per light rail station for equipment are estimated to be approximately \$4,500, with collection being accomplished by existing personnel who currently service the Fare Vending Machines (FVM). Enforcement of the parking regulations will be accomplished with existing staff (primarily security guards). It is contemplated that parking passes will be sold on site; packaged with passes; and using other technologies including a hybrid smart card, RFID cards/stickers and printed parking passes. The estimated cost for a pilot implementation as proposed is \$30,500, excluding staff costs.

Adding stations to the pilot will incrementally increase the implementation costs by \$5,000 per station with additional staff costs being absorbed into existing operating costs.

The table below shows the park and ride lots capacity and use at the stations in the proposed pilot program:

Station	Capacity	Weekday	Saturday	Sunday	Weekly	Estimated Station	
		AVG				Annual Rev	
Watt I80	243	38.7	5	2	200	\$ 10,053	\$300,993
Watt West	248	168.0	0	0	840	\$ 43,680	
Roseville RD	1087	951.0	65	58	4878	\$ 247,260	

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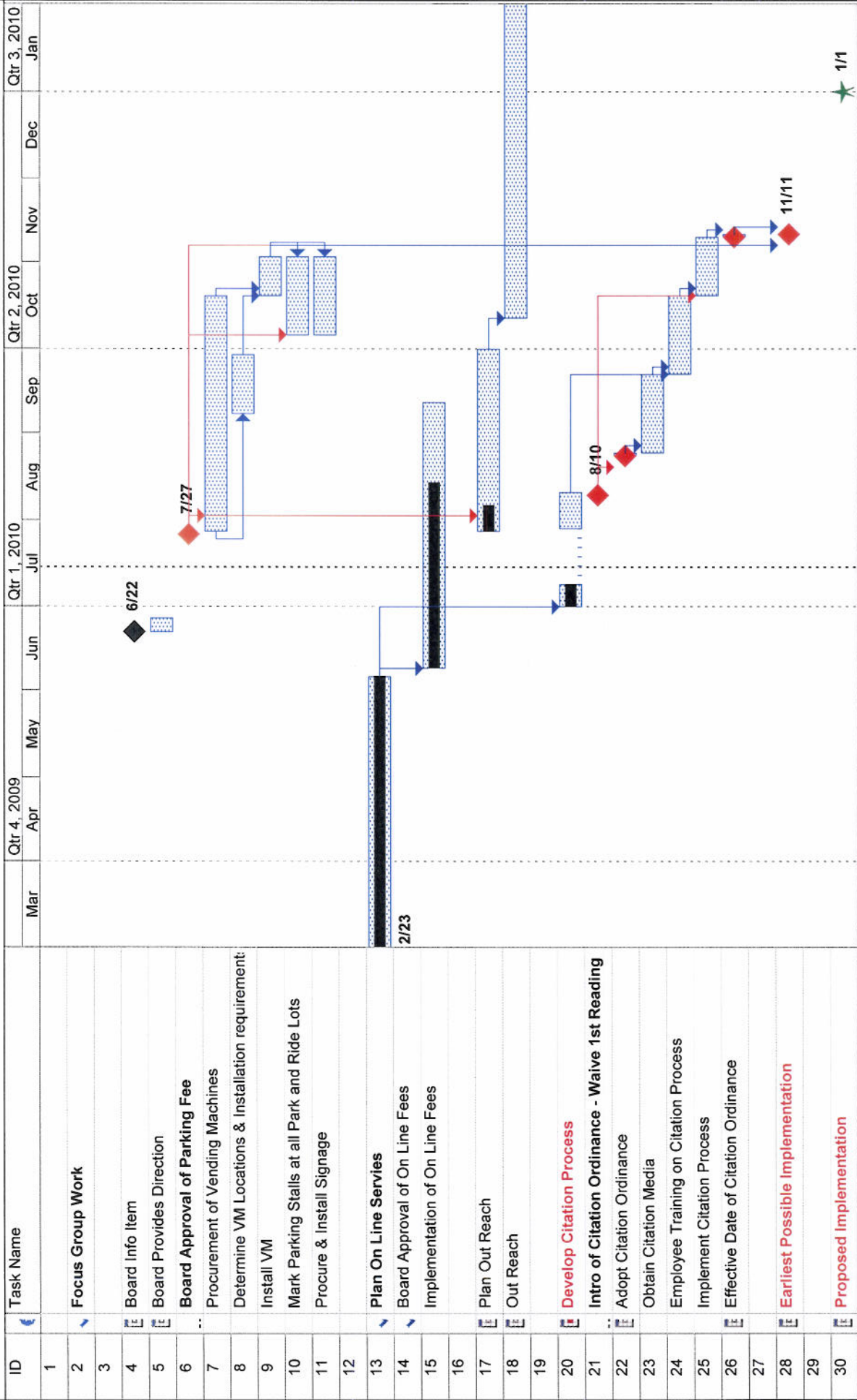
**SUMMARY**

A schedule was developed as part of the staff review of the RT Board's requested pilot parking program. Staff's recommended start date is January 1, 2010. Note from the schedule attached (Attachment 1) that many of the milestones do not appreciably shorten with the down sizing of the program. Aerial maps of the pilot program stations are provided as Attachment 2 (Watt/I-80), Attachment 3 (Watt West), and Attachment 4 (Roseville Road).

As the Board considers a pilot program, one of the benefits may be quantifying many of the unknowns through the experience of implementing a pilot. Although our detailed planning was developed in consultation with local parking officials and transit providers who charge for parking at their lots, the implementation of a pilot program at RT will allow the Board and staff to evaluate the program and rider behavior changes.

During the several months the district has discussed charging for parking at light rail stations, the majority of comments received support the option for parking charging with very few public comments opposed. The comments against the charge mostly focused on restricting the fee to \$1/day and a concern that the transaction must be easy and avoid multiple trips to their vehicles. The Sacramento Metropolitan Air Quality Management District has previously sent a support letter in favor of this program.

Pilot Parking Fee Implementation Schedule



Legend:

- Task: [Solid Bar]
- Split: [Dotted Bar]
- Progress: [Hatched Bar]
- Milestone: [Diamond]
- Summary: [Thick Arrow]
- Project Summary: [Thin Arrow]
- External Tasks: [Dotted Bar]
- External Milestone: [Diamond]
- Deadline: [Arrow]

Project: Implementation Plan for Parki  
Date: Wed 7/15/09

Watt/I-80 Light Rail Station



Watt West Light Rail



ation

**Roseville Road Light Rail**



**Station**

RESOLUTION NO. 09-07-\_\_\_\_\_

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

July 27, 2009

**APPROVING IMPLEMENTATION OF A PILOT PROGRAM TO CHARGE \$1 PER DAY  
PARKING FEE AT WATT/I-80, WATT WEST AND ROSEVILLE ROAD LIGHT RAIL  
STATIONS**

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT (RT) AS FOLLOWS:

THAT, the Board of Directors of Regional Transit is authorized to fix the rates, rentals, and charges for all transit services as provided by Public Utilities Code section 102285.

THAT, the Board of Directors has determined that a pilot parking program should be implemented at select light rail stations to determine the viability of continuing, expanding or modifying a pay for parking program at each of the District's light rail stations.

THAT, it is contemplated that daily rates of \$1.00 shall be charged for parking at the District's Roseville Road, Watt West and Watt/I-80 light rail station park and ride facilities during the pilot program.

THAT, the Board directs the General Manager/CEO to draft any ordinances, resolutions, rules, and regulations necessary for the implementation of the pilot program at these Regional Transit parking facilities regarding the use of such facilities, including but not limited to, the payment, collection, and enforcement of such parking fees as may be established by the Board of Directors.

\_\_\_\_\_  
STEVE COHN, Chair

A T T E S T:

MICHAEL R. WILEY, Secretary

By: \_\_\_\_\_  
Cindy Brooks, Assistant Secretary