

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
19	06/22/09	Open	Information	06/12/09

Subject: Pilot Option for Charging for Parking at Light Rail Park and Ride Lots

ISSUE

Information item defining a possible pilot program to charge for parking at a limited number of light rail park and ride lots.

RECOMMENDED ACTION

None.

FISCAL IMPACT

Information Only.

DISCUSSION

At the RT Board Meeting on May, 11, 2009, Board Members requested that staff provide them with information concerning a pilot parking fee program at a limited number of Light Rail Park and Ride Lots. Staff proposes 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 had the potential to provide 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 for the pilot would 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 as noted in previous reports, stop riding.

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 may charge for parking within our use of the property. Written notice was provided to the State that RT may charge for parking at these sites.

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 vending machines allow patrons to pay on the platform and identify the stall being used to avoid a return to their vehicle.

Approved:


General Manager/CEO

Presented:


Chief of FBSS Div.

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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. The cost of towing is well over \$200 per event, and patrons are often surprised when they are unable to find their vehicle. Implementation of a citation program allows for the least onerous penalty for non-payment. The citation program allows the full range of enforcement issues to surface as part of the pilot; this is a necessary component of the pilot program. Unfortunately, implementation of a citation program is the longest milestone in the pilot program plan.

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.

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-line; 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.

Below is a table showing the park and ride lots capacity and use by station:

Station	Capacity	Weekday Saturday Sunday Weekly				Estimated
		AVG				Station Annual Rev
Watt I80	243	38.7	5	2	200	\$ 10,053
Watt West	248	168.0	0	0	840	\$ 43,680
Roseville RD	1087	951.0	65	58	4878	\$ 247,260
Marconi	416	134.3	9	5	686	\$ 34,927
Swanston	311	104.7	1	0	524	\$ 27,213
Arden Delpaso	45	43.3	4	3	224	\$ 11,267
Power Inn	299	266.3	12	9	1353	\$ 69,247
Watt Manlove	498	307.7	17	15	1570	\$ 79,993
Butterfield	245	136.0	0	1	681	\$ 35,360
Matherfield	291	245.3	2	7	1236	\$ 63,787
Cordova Town	24	60.0	0	0	300	\$ 15,600
Sunrise	487	401.7	12	10	2030	\$ 104,433
Hazel	432	154.0	2	0	772	\$ 40,040
Iron point	227	219.3	39	20	1156	\$ 57,027

\$300,993

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Sutter	98	91.0	2	2	459	\$ 23,660
47th St	423	143.3	8	1	726	\$ 37,267
Florin	1079	350.0	17	14	1781	\$ 91,000
Meadowview	690	721.7	48	45	3701	\$ 187,633
	7330	4719.3	254	195	24046	\$ 1,227,027

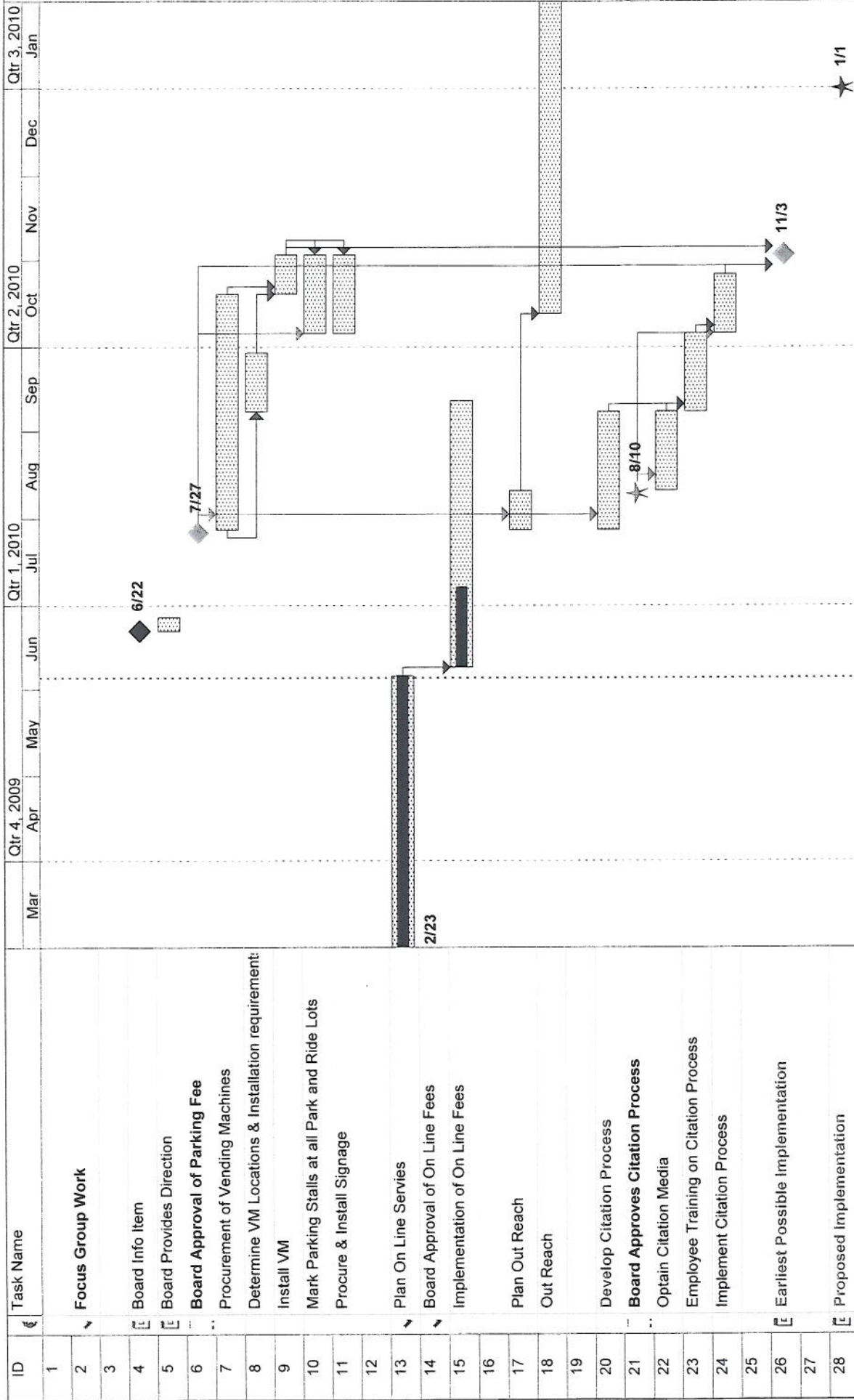
SUMMARY

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 that many of the milestones do not appreciably shorten with the down sizing of the program. Adding or deleting a station has a minor impact until the 7 station level, at which point the impacts add 10 to 60 days of implementation time to the schedule depending upon the number of stations and number of parking stalls involved.

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.

Over the course of the dialog regarding charging for parking at light rail stations, the District has received comments supporting this potential charge with very few comments against the fee. The comments against the charge have been focused on restricting the fee to \$1/day and a concern that the transaction must be easy and not include multiple trips to their vehicles. Attached is the most recent letter from Sacramento Metropolitan Air Quality Management District.

Pilot Parking Fee Implementation Schedule



Task
 Split
 Progress
 Milestone
 Summary
 Project Summary
 External Tasks
 External Milestone
 Deadline

Project: Implementation Plan for Parki
Date: Fri 6/5/09

June 8, 2009

General Manager/CEO Michael Wiley
Sacramento Regional Transit
P.O. Box 2110
Sacramento, CA 95812-2110

Subject: Proposed Service Reductions

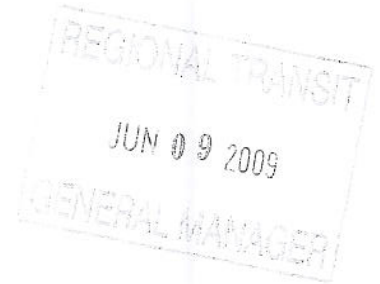
Dear Mr. Wiley,

Attaining the air quality goals of the region requires comprehensive alternative transportation options and Regional Transit (RT) provides a critical link in that system. As a result, RT is an important partner with the Sacramento Metropolitan Air Quality Management District (SMAQMD) in our mission "to [protect] public health and the environment by achieving clean air." Unfortunately, due to unprecedented budget constraints, RT is considering substantial reductions in service which could have negative implications for the air quality of the region.

The SMAQMD, like RT, is also facing budget constraints and understands the difficulties in balancing the budget while also maintaining the programs (and mission) for which we are chartered to provide. The SMAQMD is concerned that service cuts, as proposed, could be detrimental your mission of "[enhancing] regional mobility" and "providing quality transit services." Having a lack of mobility options and quality transit services could result in more automobile trips which would be counter to SMAQMD's mission.

One way to minimize service cuts that are necessary to close the \$6 million budget deficit is to implement revenue increasing measures and protect services directly related to core missions. On February 23, 2009, the Board of Directors heard an informational report from staff titled "Charging for Parking at Light Rail Park and Ride Lots" which discussed the effects of implementing a \$1 charge for parking at Regional Transit park-and-ride lots. RT staff estimated that the implementation of this policy would net RT \$1 million per year, not including revenue from citations. On April 13, 2009, the RT Board of Directors considered adopting the paid parking policy but the motion failed by the narrowest of margins.

The SMAQMD supported the paid parking policy both as an air quality measure and as a revenue generating measure for RT. Considering the fiscal situation of RT, the SMAQMD would ask you to have the board reconsider their position on providing subsidized parking in lieu of transit service.



SMAQMD staff thanks the District for the opportunity to present our comments and any questions may be referred to Paul Philley (916-874-4882 | pphilley@airquality.org).

Sincerely,

A handwritten signature in black ink, appearing to read "L. Greene", written in a cursive style.

Larry Greene
Executive Director/Air Pollution Control Officer
Sacramento Metropolitan Air Quality Management District