

**Board Report**

File #: 2025-0322, **File Type:** Contract**Agenda Number:** 5.

**PLANNING AND PROGRAMMING COMMITTEE
JULY 16, 2025****SUBJECT: METRO SYSTEMWIDE PARKING OPERATOR SERVICES****ACTION: APPROVE RECOMMENDATION****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to execute Modification No. 2 to Contract No. PS66007000 with L & R Auto Parks, Inc. DBA Joe's Auto Parks (Joe's Auto Parks) to exercise the two, one-year options for \$13,491,977, increasing the total contract value from \$26,878,513 to \$40,370,490; and to extend the period of performance from September 2, 2025, to September 1, 2027, covering park and ride facilities at up to 72 transit stations across Los Angeles County.

ISSUE

Metro requires the modification of this contract to exercise the two one-year options to continue services for the systemwide parking operator services contract through September 2027. Joe's Auto Parks has provided satisfactory parking management services and implemented innovative solutions tailored for transit parking management successfully and on time. The current base contract is set to expire on September 2, 2025.

BACKGROUND

At its April 2020 meeting, the Board awarded a five-year base period firm fixed Contract No. PS66007000 to Joe's Auto Parks for systemwide parking operator services for the Metro Parking Management Program. Through this revenue-generating contract, the contractor collects parking revenues, maintains revenue control equipment, manages permits, implements parking management technology solutions, and performs other parking management-related duties. The collected parking revenue compensates for the contractor's operating cost and management fee, and Metro collects the net amount.

Metro's Parking Management Program ("Program") was adopted by the Metro Board in January 2018 as part of the Supportive Transit Parking Program Master Plan ("Master Plan"). The Master Plan recommended implementing the Program systemwide to manage parking at Metro facilities. This Program is a technology-driven initiative requiring the contractor to deploy an advanced software management platform, which consists of implementing a ridership verification system (RVS)

technology and a transit parking rate, where appropriate, based on demand. The RVS system is used to verify that vehicles using Metro parking facilities are transit patrons by matching the vehicle's license plate number with the patron's TAP card.

The Program originated from the Parking Management Pilot project ("Pilot"), which was introduced in February 2016 to preserve parking for transit users. The Pilot began at 13 Metro stations and expanded to 15 in May 2017. Its success led to its incorporation into the Supportive Transit Parking Program Master Plan in January 2018. To date, the Program has been implemented at 27 park and ride facilities at 60 Metro stations in the system.

Parking Fee Structure

Daily transit parking rates are currently implemented at all Metro stations that meet the implementation threshold of a 70% parking occupancy rate or are located near high-demand areas. The current transit parking flat rate is between \$2.00 and \$3.00 per 24 hours, based on station-specific demand and location, except the Union Station parking lot and One Gateway Plaza parking structure, which are \$8 per day.

All parking fees fall within the Board-approved fee structure. Any parking rate adjustments, either an increase or a decrease, may occur no more than once every 180 days. Any changes will be made only after initial implementation, with staff providing at least thirty days' advance notice to patrons through a comprehensive outreach effort.

DISCUSSION

The primary objective of the contract is to implement effective parking solutions that preserve and enhance access to parking resources for transit patrons.

Joe's Auto Parks was awarded the contract to deliver all labor, materials, equipment, vehicles, innovative parking solutions, and additional services necessary to manage and operate Metro's parking facilities throughout Los Angeles County. Under the terms and conditions of the contract, Joe's Auto Parks is responsible for, but not limited to, the following functions:

- * General management and parking operations
- * Garage Keeper Liability Insurance
- * Revenue collection and control
- * Customer coordination and service center operations
- * Parking tax collection and remittance (where applicable)
- * Mobile and electronic parking payment solutions
- * Parking permit program administration
- * Credit card and electronic transaction processing in compliance with PCI standards
- * Development of an event parking reservation system
- * Management of special events and temporary parking facilities
- * Comprehensive reporting functions
- * Detailed data analytics

Under the contract extension terms, Joe's Auto Parks will continue to recover operating costs from the parking revenue collected, and Metro will receive the net revenue.

This recommended Board Action seeks approval for Contract Modification No. 2, which exercises the two one-year options for Joe's Auto Parks' systemwide parking services. This will extend the contract performance period from September 2, 2025, through September 1, 2027.

The modification will be executed under Metro's Acquisition Policy. The contract type is a firm-fixed-price agreement.

The contract provides parking management services for park and ride facilities supporting up to 72 transit stations across Los Angeles County, including over 30,000 parking spaces. These facilities include locations along the A Line Foothill Extension 2B, Southeast Gateway, and FIFA26 special event sites. During the extension period, temporary park-and-ride facilities will also be included to support the Games Enhanced Transit Services (GETS) for the FIFA World Cup 2026 games. Metro will initiate a new procurement process in 2027 to ensure a Parking Management Operator contract is in place ahead of the LA28 Olympic and Paralympic Games.

Program Implementation

To date, Metro has implemented the Program at 24 of 62 locations. Approval of this contract modification, which includes the two one-year options to extend the base five-year contract, will enable staff to continue the Program in alignment with the Master Plan.

The Program focuses on parking operations at stations where park and ride occupancy has reached 70% or that are near high-demand locations, including fee collection, revenue control equipment maintenance, permit management, implementing parking management technology solutions, and parking management-related duties. The ridership projection data and the current adopted transit parking rates and policies will determine the transit parking capacity at upcoming transit corridors entering service, such as the recently opened LAX/Metro Airport Connector.

The contract is necessary not only for new sites but also to sustain operations at existing locations not yet included in the Program, further supporting Metro's strategic goal of reducing travel time by effectively managing parking resources.

FIFA World Cup and LA28 Games

During the Games, staff will operate additional temporary park and ride locations throughout the County to support the Games Enhanced Transit System (GETS) system for the Games and locations for FIFA26. As Los Angeles County prepares to host large-scale events such as the FIFA World Cup 2026 and the LA 2028 Games, staff recognize the need to acquire and implement a new, viable, custom-developed reservation system. The parking reservation system will help manage increased parking demand, improve customer experience, support transit service planning, and ensure efficient use of parking resources during periods of exceptionally high demand. As part of the parking management contract, the Contractor will continue with its extended responsibilities, deliver a parking reservation system to support all special events, and operate the temporary locations to support the

special events. Approving this contract for the additional two, one-year options through September 2027 will allow for the implementation of additional temporary park and ride locations to support the GETS for the FIFA World Cup 2026. Staff will capture lessons learned during this period in order to refine the parking management approach and procurement to support the LA28 Games GETS strategy.

The implementation of the Parking Management Program to date has resulted in consistent and manageable parking utilization. Staff have found that combining pricing policies with ridership verification achieves the intended outcome, allowing patrons to find parking throughout the day.

DETERMINATION OF SAFETY IMPACT

The Program will not create any safety impacts, as it operates within existing infrastructure. All contractors and subcontractors are required to complete safety training before performing any work at any Metro station. The contractor will continue the current Program operations with no anticipated safety impacts.

FINANCIAL IMPACT

Approval of this parking management services contract modification would have no financial impact on the agency. This contract generates revenue for the Program, with the contractor's operating costs deducted from collected gross parking revenue. Metro retains the net revenue. There is no impact on its expense budget, nor is any budget amendment necessary.

Impact to Budget

For the base period, the contract has generated a total of \$4,506,739 net revenue, contributing to the Internal Service Fund that supports operating, planning, financing, and capital expenses. Currently, the Program generates approximately \$1,100,000 in net revenue annually. Staff anticipate increased revenue as implementation at additional locations expands. The Program's gross revenue will continue to absorb all operating costs. There will be no impact on local, state, or federal funds.

EQUITY PLATFORM

This program supports the third pillar of Metro's platform, "Focus and Deliver," by improving access for all transit users, not just early-morning commuters. It ensures that all patrons can access parking and use the transit system at any time of day.

To enhance accessibility, the program leverages technology to limit non-transit-related parking in Metro facilities, preserving spaces for actual transit riders. When the program was implemented at high-demand stations within Equity Focus Communities (EFCs), parking rates were introduced at 30% lower than those at non-EFCs stations. This reduced rate remains in effect at three of the 24 Metro stations with parking: El Monte, Atlantic, and Indiana.

Looking ahead, the program also aims to improve service at future parking facilities in preparation for major events, including the FIFA World Cup 2026. Additionally, staff are evaluating a discounted

parking fee structure for riders who qualify for the Low-Income Fare is Easy (LIFE) program.

VEHICLE MILES TRAVELED OUTCOME

Vehicle Miles Traveled (VMT) and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide. These declining VMT trends are due in part to Metro's significant investment in rail and bus transit.*

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. The Parking Management Program contributes to VMT reduction by encouraging transit use and optimizing access to Metro services. By prioritizing parking for verified transit riders, implementing demand-based pricing, and preventing non-transit users from occupying parking spaces, the Program supports a mode shift away from single-occupancy vehicle travel.

The Program enables more people to complete their trips using transit through improved parking availability and more efficient first/last-mile access, which helps to significantly reduce the amount of time a patron must drive to access a parking space. This aligns with Metro's broader sustainability goals by helping to reduce congestion, greenhouse gas emissions, and overall VMT in Los Angeles County. Because the Metro Board has adopted an agency-wide VMT Reduction Target, and this item supports the overall function of the agency, this item is consistent with the goals of reducing VMT.

*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The recommendation supports the following strategic plan goals:

1. Provide high-quality mobility options that enable people to spend less time traveling.
2. Deliver outstanding trip experiences for all users of the transportation system.

ALTERNATIVES CONSIDERED

The Board may choose not to approve this contract modification. However, this is not recommended, as the Program is a key element of the Master Plan and essential for long-term parking demand management. The contract modification is necessary to effectively manage transit parking demand during large-scale international events, such as the FIFA World Cup 2026. These events require enhanced support through a temporary reservation system and additional facilities to meet the anticipated surge in ridership, provide a positive customer experience, maintain current operations, and support further implementation of the Program.

NEXT STEPS

Upon Board approval, staff will execute Modification No. 2 to Contract No. PS66007000 with Joe's

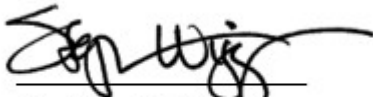
Auto Parks to exercise the two, one-year options and extend the performance period through September 1, 2027.

ATTACHMENTS

Attachment A - Procurement Summary
Attachment B - Contract Modification/Change Order Log
Attachment C - DEOD Summary

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Stephanie Wiggins
Chief Executive Officer

PROCUREMENT SUMMARY

SYSTEMWIDE PARKING OPERATOR SERVICES/PS66007000

1.	Contract Number: PS66007000			
2.	Contractor: L & R Auto Parks, Inc. DBA Joe's Auto Parks			
3.	Mod. Work Description: Exercise the two, one-year options.			
4.	Contract Work Description: Systemwide Parking Operator Services			
5.	The following data is current as of: 6/2/25			
6.	Contract Completion Status		Financial Status	
	Contract Awarded:		Contract Award Amount:	\$26,878,513
	4/23/20			
	Notice to Proceed (NTP):		Total of Modifications Approved:	\$0
	N/A			
	Original Complete Date:		Pending Modifications (including this action):	\$13,491,977
	9/2/25			
	Current Est. Complete Date:		Current Contract Value (with this action):	\$40,370,490
	9/1/27			
7.	Contract Administrator: Samira Baghdikian		Telephone Number: (213) 922-1033	
8.	Project Manager: Frank Ching		Telephone Number: (213) 922-3033	

A. Procurement Background

This Board Action is to approve Contract Modification No. 2 issued to exercise the two, one-year options for Systemwide Parking Operator Services extending the period of performance from September 2, 2025 through September 1, 2027.

This Contract Modification will be processed in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price.

On April 23, 2020, the Board awarded a five-year base and two, one-year options contract to L & R Auto Parks, Inc. DBA Joe's Auto Parks for Systemwide Parking Operator Services.

A total of one modification has been issued to date.

Refer to Attachment B – Contract Modification/Change Order Log.

B. Price Analysis

The recommended price has been determined to be fair and reasonable based on the firm's fixed price that was established and evaluated as part of the competitive contract awarded in April 2020. The Independent Cost Estimate (ICE) is based on the negotiated firm fixed price for the option years.

Proposal Amount	Metro ICE	Recommended Amount
\$13,491,977	\$13,491,977	\$13,491,977

This Contract is a net revenue-generating contract. The contractor covers all equipment and operating costs and is compensated through the parking revenue collected on behalf of Metro.

CONTRACT MODIFICATION/CHANGE ORDER LOG
SYSTEMWIDE PARKING OPERATOR SERVICES / PS66007000

Mod. No.	Description	Status (approved or pending)	Date	\$ Amount
1	Period of performance (POP) extension through 9/2/25.	Approved	4/11/25	\$0
2	Exercise the two one-year options extending the POP from 9/2/25 through 9/1/27.	Pending	Pending	\$13,491,977
	Modification Total:			\$13,491,977
	Original Contract:		4/23/20	\$26,878,513
	Total:			\$40,370,490

DEOD SUMMARY

SYSTEMWIDE PARKING OPERATOR SERVICES/PS66007000

A. Small Business Participation

L & R Auto Parks, Inc. dba Joe's Auto Parks made a 0.63% Small Business Enterprise (SBE) commitment for the revenue-generating contract. The current SBE participation is 0.60%, representing a shortfall of 0.03%. Joe's Auto Parks reported that it expects the shortfall to be mitigated by increasing the utilization of its SBE subcontractor for major upcoming events that will require temporary parking locations and additional parking management solutions.

Small Business Commitment	0.63% SBE	Small Business Participation	0.60% SBE
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	SBE Subcontractors	% Committed	Current Participation¹
1.	Park Consulting	0.63%	0.60%
	Total	0.63%	0.60%

¹Current Participation = Total Actual amount Paid-to-Date to DBE firms ÷ Total Actual Amount Paid-to-date to Prime.

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy (LW/SCWRP) is applicable on this modification. Metro staff will continue to monitor and enforce the policy guidelines to ensure that workers are paid at minimum, the current Living Wage rate of \$23.59 per hour (\$17.64 base + \$5.95 health benefits), including yearly increases. In addition, contractors are responsible for submitting the required reports for the LW/SCWRP to determine overall compliance.

C. Prevailing Wage Applicability

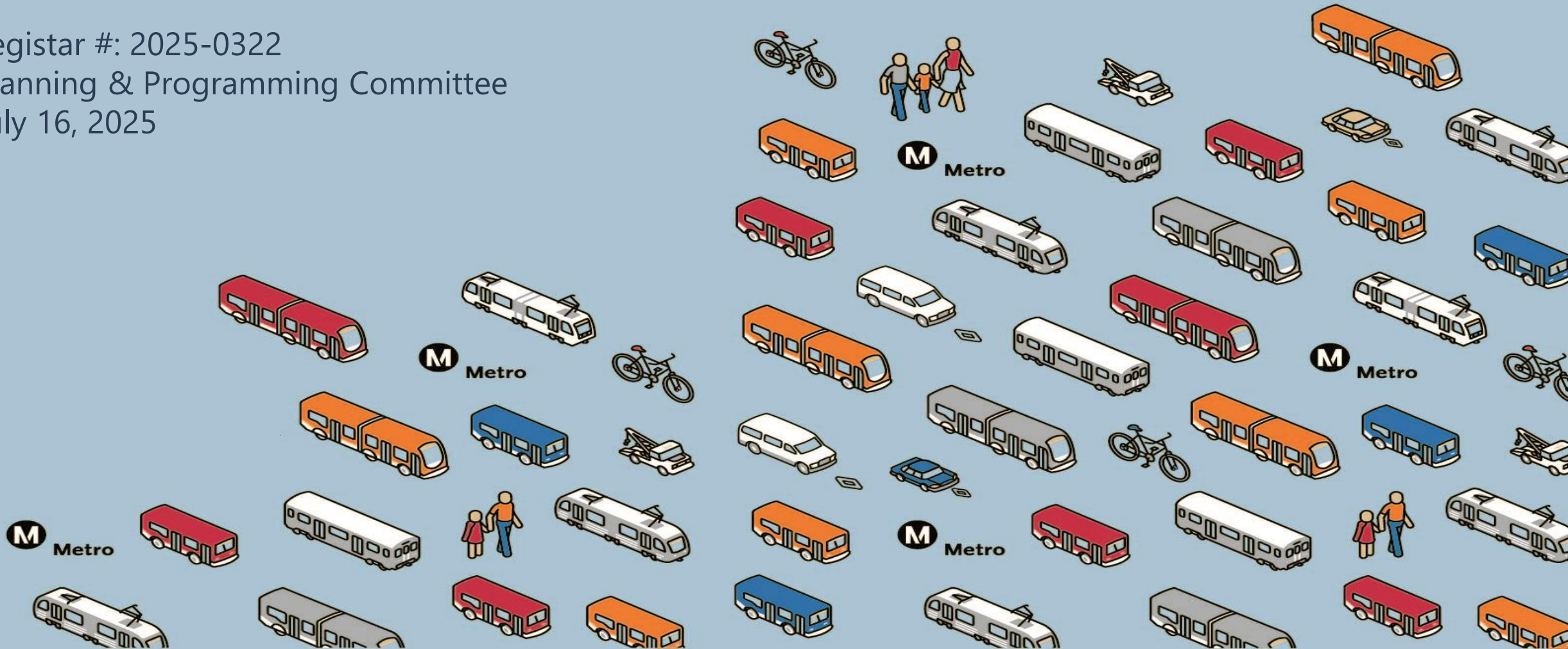
Prevailing Wage requirements are applicable to this modification. DEOD will monitor contractors' compliance with the State of California Department of Industrial Relations (DIR), California Labor Code, and, if federally funded, the U S Department of Labor (DOL) Davis Bacon and Related Acts (DBRA).

D. Project Labor Agreement/Construction Careers Policy (PLA/CCP)

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of \$2.5 million.

Metro Systemwide Parking Operator Services

Legistar #: 2025-0322
Planning & Programming Committee
July 16, 2025



Recommendation

Consider:

- AUTHORIZE the Chief Executive Officer to execute Modification No. 2 to Contract No. PS66007000 with L & R Auto Parks, Inc. DBA Joe's Auto Parks (Joe's Auto Parks) to exercise the two, one-year options for \$13,491,977, increasing the total contract value from \$26,878,513 to \$40,370,490; and to extend the period of performance from September 2, 2025, to September 1, 2027, covering park and ride facilities at up to 72 transit stations across Los Angeles County.



Parking Management Program

Program Goals

- Manage transit parking demand by implementing Metro's Supportive Transit Parking Program (STPP) and Metro Parking Ordinance (Admin Code 8)
- Retain parking availability for transit users.

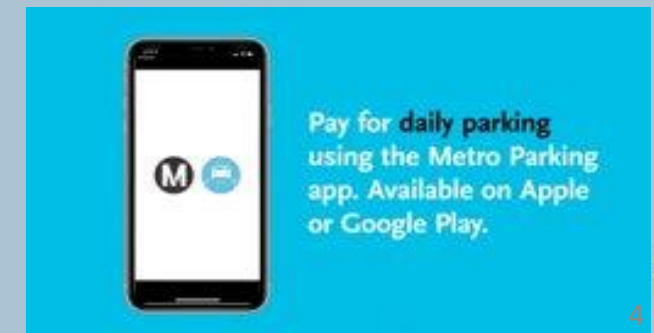
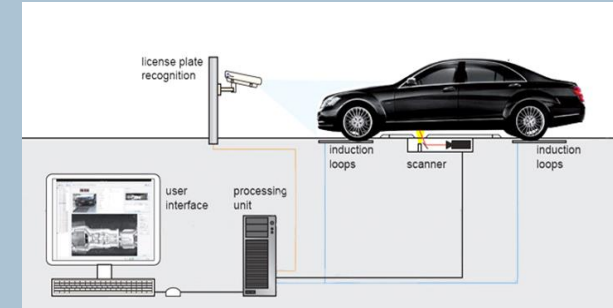
Contract Scope

- Operate and maintain the STPP, including collecting parking revenues, maintaining revenue control equipment, parking permit management, and other parking management related duties.
- Develop and implement innovative solutions for the STPP.
- Evaluate the needs for expanding the parking management program based on Metro's growing transit system and changes in demand.
- Special events parking management



Innovative Solutions – Parking Management

- Ridership Verification System (RVS)
- Metro Parking App & Multiple Payment Solutions
 - Parking Pay Machines
 - Pay by QR Code
 - Apple and Google Pay
- Gateless and Ticketless Parking
- Digital License Plate Permits
- Parking Reservation System.



Financial Impact and Next Steps

Financial Impact

- Approval of this parking management services contract would have no financial impact on the agency. This contract generates revenue for the Program, with the contractor's operating costs deducted from collected gross parking revenue. Metro retains the net revenue.

Next Steps

- Staff will execute Modification No. 2 to exercise Option Years 6 & 7

