



Los Angeles City Hall
200 North Spring Street, Room 475
Los Angeles, CA 90012

Telephone (213) 473-7002
Facsimile (213) 680-7895

FOR IMMEDIATE RELEASE
February 12th, 2008

Contact: Nell Abernathy
(213) 440-4985

COUNCILWOMAN GREUEL, CITY COUNCIL EXPAND PROGRAM TO REDUCE RUSH HOUR TRAFFIC

City expands implementation of parking cash-out program

LOS ANGELES - Councilwoman Wendy Greuel led the Los Angeles City Council to expand participation from local businesses in the successful Parking Cash-Out program, which offers employees a cash incentive for not driving a car to work, in the Los Angeles City Council meeting today.

"This program helps to reduce the number of cars on the road at the peak hours – driving to work in the morning and home in the evening. If we get even 4% of drivers off the roads during rush hour we will see a dramatic reduction in traffic," said Councilwoman Greuel who chairs the City's Transportation Committee. "We are using all of the tools we have to change LA's car culture and fight traffic congestion."

The City Council voted unanimously to inform all Los Angeles businesses of the requirement to comply with the California parking cash out program, and to support statewide legislation to enhance oversight and enforcement mechanisms.

The parking cash out program requires businesses with 50 employees or more who subsidize leased parking for their employees, to offer a cash allowance in lieu of a parking space to employees who do not drive to work.

17% of employees would stop commuting to work by car if offered cash instead of free parking, according to "Evaluating the Effects of Parking Cash Out," a 1997 publication by UCLA professor Donald Shoup.

In 2006, Councilwoman Greuel introduced a measure to increase compliance with the state parking cash out law among local businesses. At her prompting, the City modified the Annual Business Tax Renewal Forms to include questions about leased parking in 2007. According to the responses, of the 2,000 businesses with over 50 employers, approximately 400 lease parking.

Due to lack of enforcement at the state level, Los Angeles businesses have a low participation rate in the parking cash out program. The City of Santa Monica, which supplemented the state measure with municipal enforcement, has demonstrated a 100% participation rate among eligible businesses and a 20% drop in the number of employees driving to work at companies covered by the program.

As chair of the Los Angeles Transportation Committee, Councilwoman Greuel has implemented a number of measures to reduce peak hour congestion. She has secured a ban on rush-hour construction, established penalties for parking in anti-gridlock zones and increased signal synchronization across the City. In addition, she has pushed for the inclusion of transportation planning in land use decisions, has worked to ensure an Orange-Line extension, and is working to secure the City's first strategic transportation plan to reduce traffic in over 20 years.

###

Serving the Communities of

**Lake View Terrace · La Tuna Canyon · North Hollywood · Shadow Hills · Sherman Oaks
Studio City · Sunland · Sun Valley · Tujunga · Valley Village · Valley Glen · Van Nuys**