

## Communication from Public

**Name:** Amy Yeager

**Date Submitted:** 01/16/2026 02:51 PM

**Council File No:** 25-0029

**Comments for Public Posting:** LAPA clearly understands the City of Los Angeles is facing a substantial budget shortfall and wants to partner with the City to find parking industry-related options other than an increase of the POT to help generate much-needed revenues. We want to see Los Angeles thrive. The proposed 50% POT increase will do more harm than good for the City, so LAPA vehemently OPPOSES such an initiative. Reasons for Opposition 1. Of the tax revenues being considered, an increase to the POT has the most direct and adverse impact on Angelenos. Residents, workers, students, medical care providers, visitors and small businesses will bear the burden of higher daily parking costs. 2. A POT increase will threaten and impede Los Angeles' already fragile economic recovery. Higher parking taxes discourage visitation and local tourism, two of the revenue streams many districts are still fighting to rebuild. DTLA is experiencing historically high commercial vacancy rates post-pandemic and an increase in parking costs will dissuade people from going to DTLA and companies from making DTLA their place of business. Record-high vacancy rates of commercial buildings is a key economic indicator of DTLA's economic fragility. Sufficient analysis of the economic impact of a POT increase must be completed before considering a POT increase. Pre-Covid metrics are not applicable. 3. Operators cannot pass this cost through without losing customers, causing workforce reduction. The current oversupply of parking makes major price increases impossible. The practical result is simple: Operators will have no choice but to reduce their workforce, which is comprised of predominantly union workers. 4. A POT increase will be detrimental to our industry. The parking industry already contributes well over \$100 million annually to the City's general fund. We are one of the City's most consistent and transparent revenue sources.. Such a drastic increase in the price of parking will dissuade many Los Angeles residents, visitors, and workers from choosing to or being able to afford to park the urban areas where the greatest percentages of the POT revenues are collected. 5. Residents are suffering from tax fatigue and economic insecurity. A tax increase campaign of this nature is an expensive, energy-consuming effort that will distract from the pressing matters of the City. Alternative Parking-Related Revenue

Suggestions LAPA encourages and would collaborate with the City to pursue at other parking-related revenue generation initiatives: 1. Aggressive enforcement against non-compliant operators who currently avoid paying POT and Business Taxes 2. Support state legislative efforts to expand enforcement mechanisms of parking operators beyond towing, giving them tools that improve compliance and stabilize revenue for both them and the City.



**TO:** Los Angeles City Council  
**FROM:** Los Angeles Parking Association (LAPA)  
**RE:** LAPA URGES OPPOSITION TO A PARKING OCCUPANCY TAX (POT) INCREASE BALLOT INITIATIVE, OFFERS PARKING-RELATED ALTERNATIVES TO HELP CLOSE THE CITY'S REVENUE GAP

## **Background**

LAPA clearly understands the City of Los Angeles is facing a substantial budget shortfall and wants to partner with the City to find parking industry-related options other than an increase of the POT to help generate much-needed revenues. We want to see Los Angeles thrive. The proposed 50% POT increase will do more harm than good for the City, so LAPA vehemently OPPOSES such an initiative.

## **Reasons for Opposition**

1. Of the tax revenues being considered, **an increase to the POT has the most direct and adverse impact on Angelenos.** Residents, workers, students, medical care providers, visitors and small businesses will bear the burden of higher daily parking costs.
2. **A POT increase will threaten and impede Los Angeles' already fragile economic recovery.** Higher parking taxes discourage visitation and local tourism, two of the revenue streams many districts are still fighting to rebuild. DTLA is experiencing historically high commercial vacancy rates post-pandemic and an increase in parking costs will dissuade people from going to DTLA and companies from making DTLA their place of business. Record-high vacancy rates of commercial buildings is a key economic indicator of DTLA's economic fragility. Sufficient analysis of the economic impact of a POT increase must be completed before considering a POT increase. Pre-Covid metrics are not applicable.
3. **Operators cannot pass this cost through without losing customers, causing workforce reduction.** The current oversupply of parking makes major price increases impossible. The practical result is simple: Operators will have no choice but to reduce their workforce, which is comprised of predominantly union workers.
4. **A POT increase will be detrimental to our industry.** The parking industry already contributes well over \$100 million annually to the City's general fund. We are one of the City's most consistent and transparent revenue sources.. Such a drastic increase in the price of parking will dissuade many Los Angeles residents, visitors, and workers from choosing to or being able to afford to park the urban areas where the greatest percentages of the POT revenues are collected.
5. **Residents are suffering from tax fatigue and economic insecurity.** A tax increase campaign of this nature is an expensive, energy-consuming effort that will distract from the pressing matters of the City.

## **Alternative Parking-Related Revenue Suggestions**

LAPA encourages and would collaborate with the City to pursue at other parking-related revenue generation initiatives:

1. Aggressive enforcement against non-compliant operators who currently avoid paying POT and Business Taxes
2. Support state legislative efforts to expand enforcement mechanisms of parking operators beyond towing, giving them tools that improve compliance and stabilize revenue for both them and the City.