



Parking Rate Determination for Los Angeles Memorial Coliseum for USC Football Game Day Prior to the 2028 Olympics



Presentation To:
2026 ITE Western District Annual Meeting - Bellevue, WA

Presentation By:

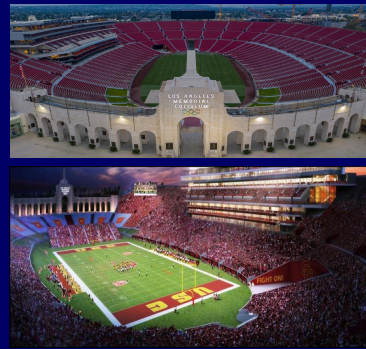


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President, Minagar & Associates, Inc.**

June 30, 2026

Introduction

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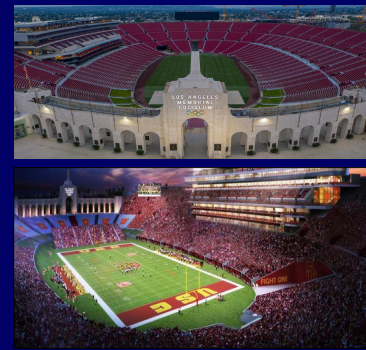
Los Angeles Memorial Coliseum

- Located in Exposition Park, adjacent to the USC campus
- Seating over 93,000 people
- The Coliseum is currently the home of the USC Trojans football team and the Los Angeles Rams NFL team
- The Coliseum has hosted the Olympics twice (in 1932 and 1984) and Super Bowl I in 1967
- The Coliseum is ceremonial only for LA28 for opening & closing ceremonies (dual-stadium format with SoFi Stadium)



Introduction

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USC

- University of Southern California's Trojan Football Team plays its home games at the Coliseum



Introduction

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EXPOSITION
 PARK
 CALIFORNIA

Exposition Park & OEPM



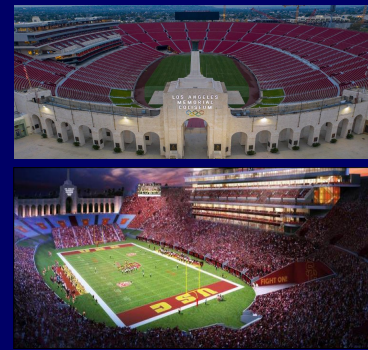
Figure 1: Existing Game Day Exposition Park Parking Facilities

LEGEND

-  Exposition Park District Parking Areas / General Admission (GA) Parking Areas
-  Exposition Park VIP Parking Areas



Methodology



- Local Survey
- Regional Benchmarking
- Big Ten Benchmarking
- Inflation Analysis

Parking Inventory



- 6,149 Total Spaces

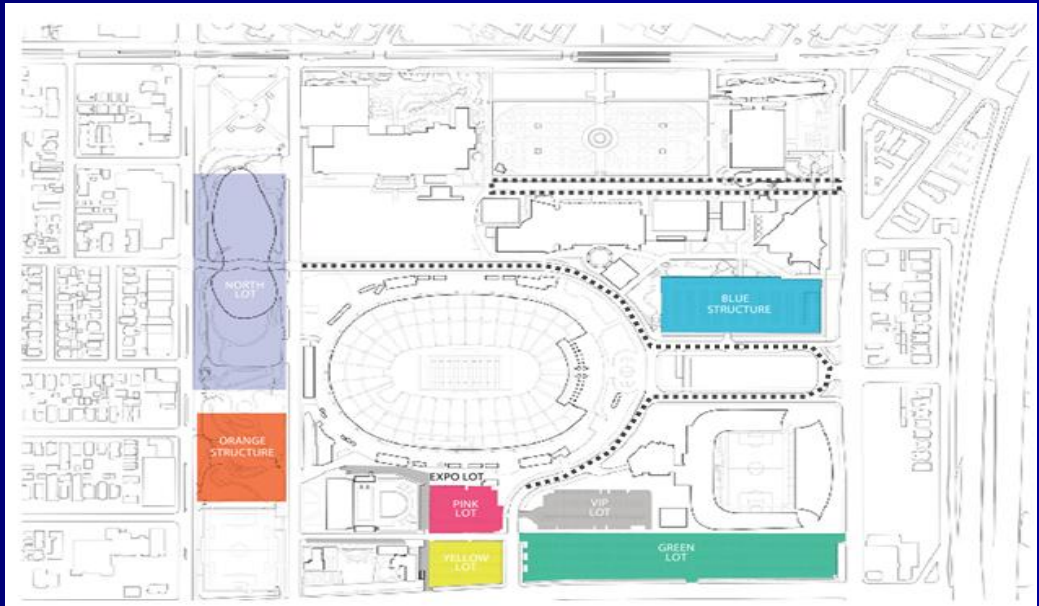
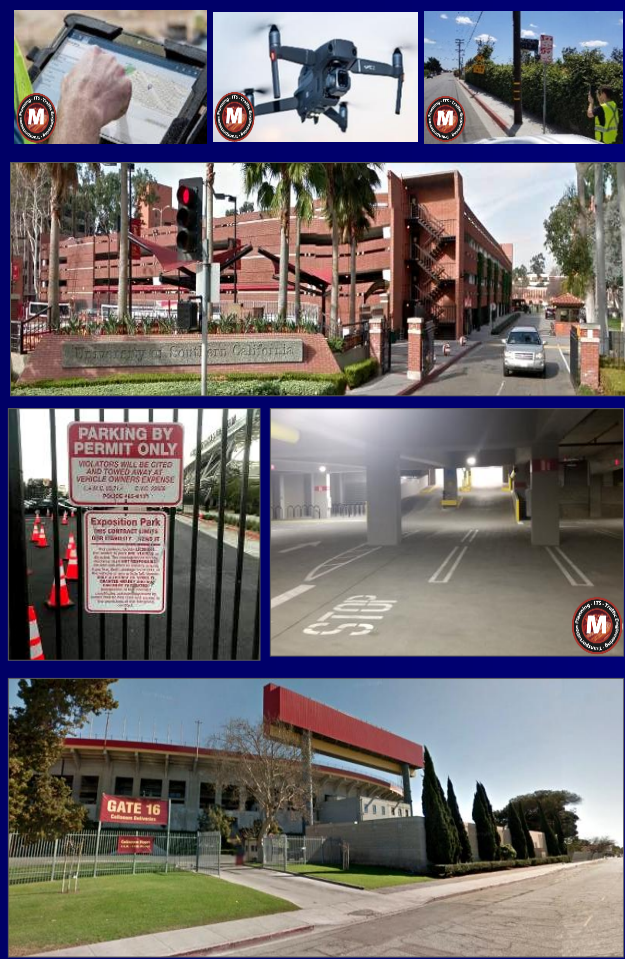


Figure 2: Game Day Exposition Park Parking Facilities, Effective 2025

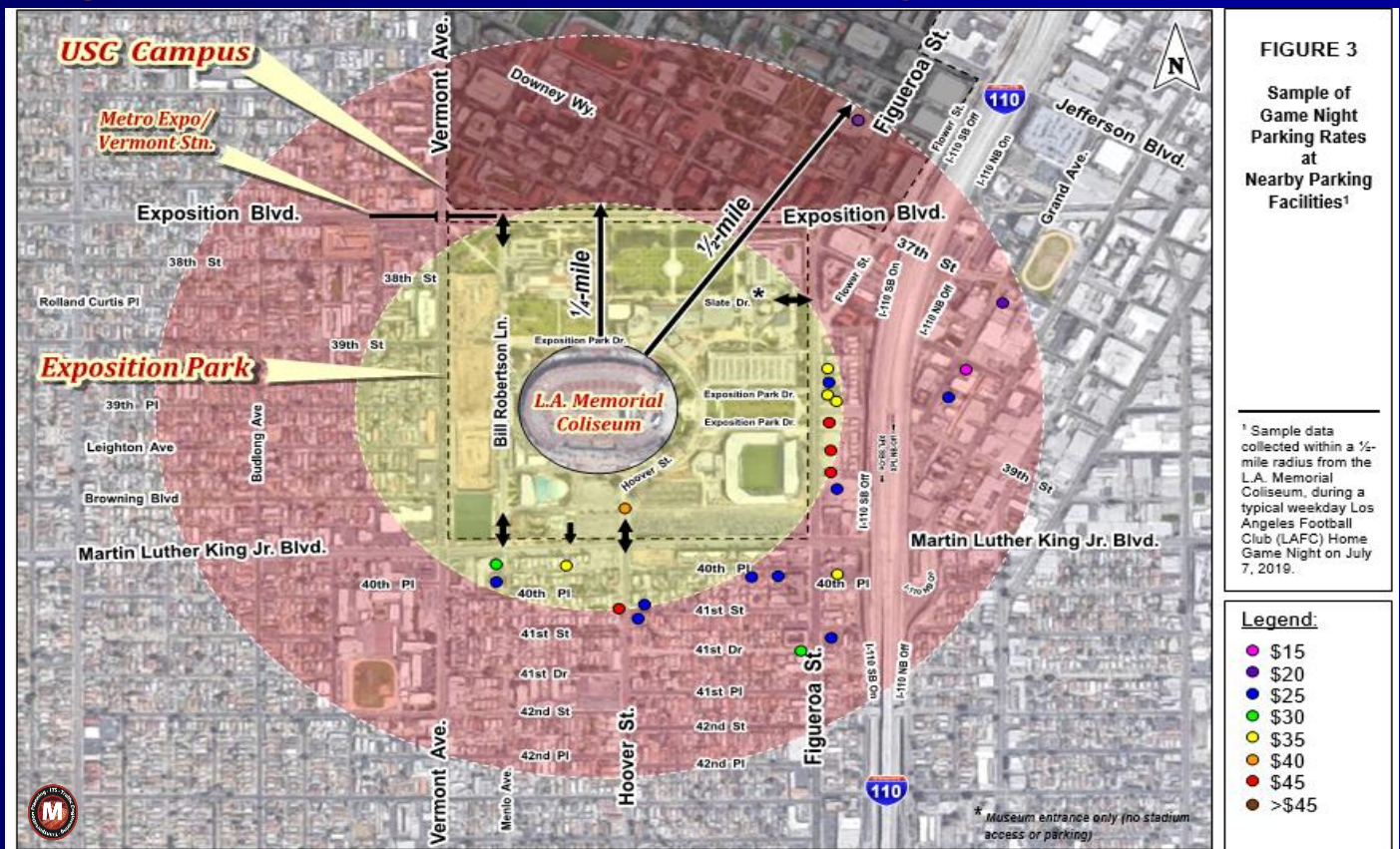
LEGEND		
Lots Controlled by OEPM		
	North Lot	1,057 spaces
	Orange Structure	1,345 spaces
	Blue Structure	2,132 spaces
	Pink Lot	211 spaces
	Yellow Lot	201 spaces
	Green Lot	953 spaces
	VIP Streetside Parking	250 spaces
		6,149 Total Spaces

Market Survey



- Field Observations & Parking Rate Inventory
 - **Parking value increases with proximity.**

Figure 3 – Market Area Parking Survey

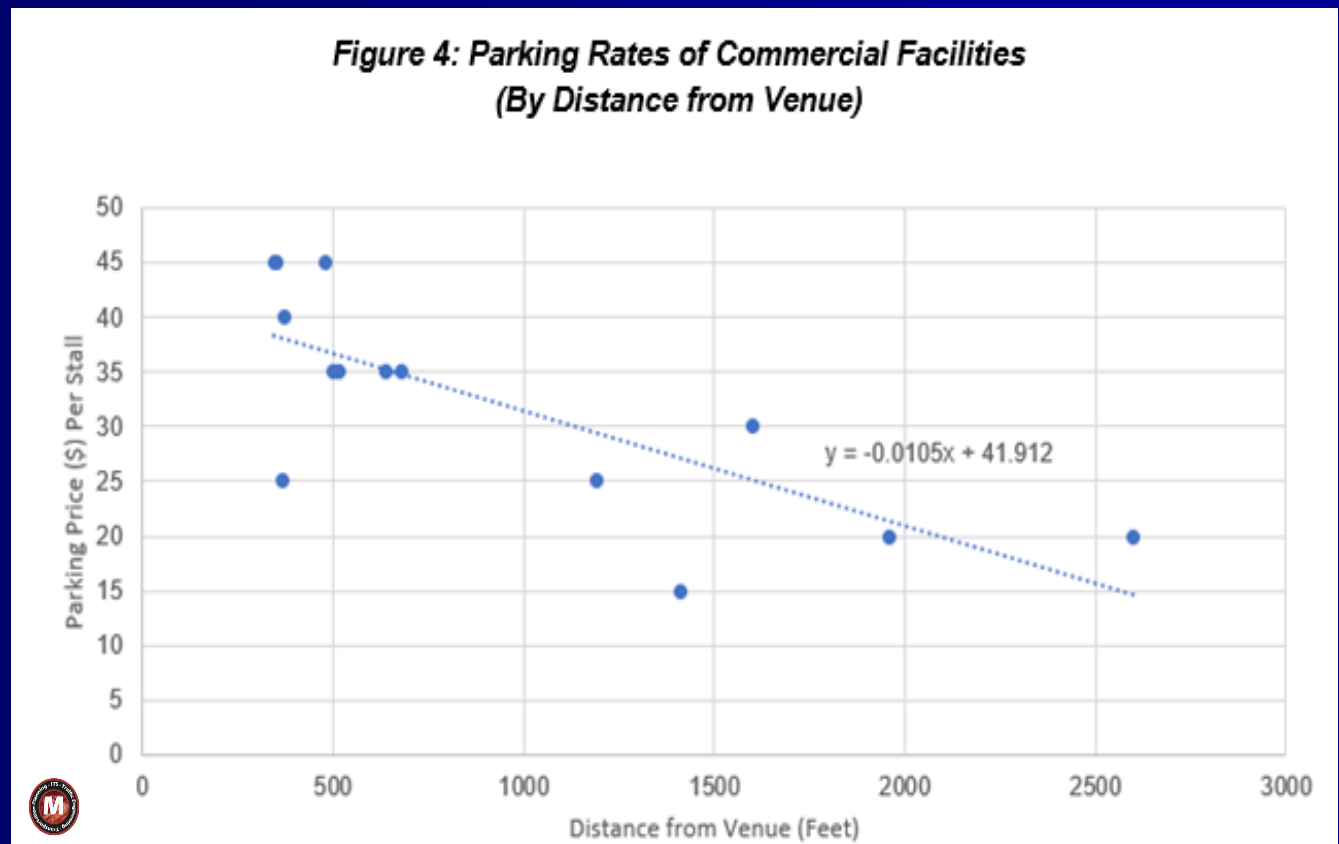


Commercial Parking

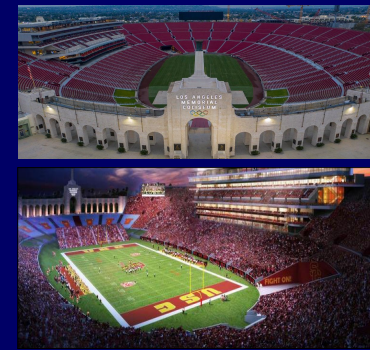


- Commercial Parking Regression
 - **Supports Proposed \$39 GA rate.**

Figure 4 –
Parking
Rates of
Commercial
Facilities

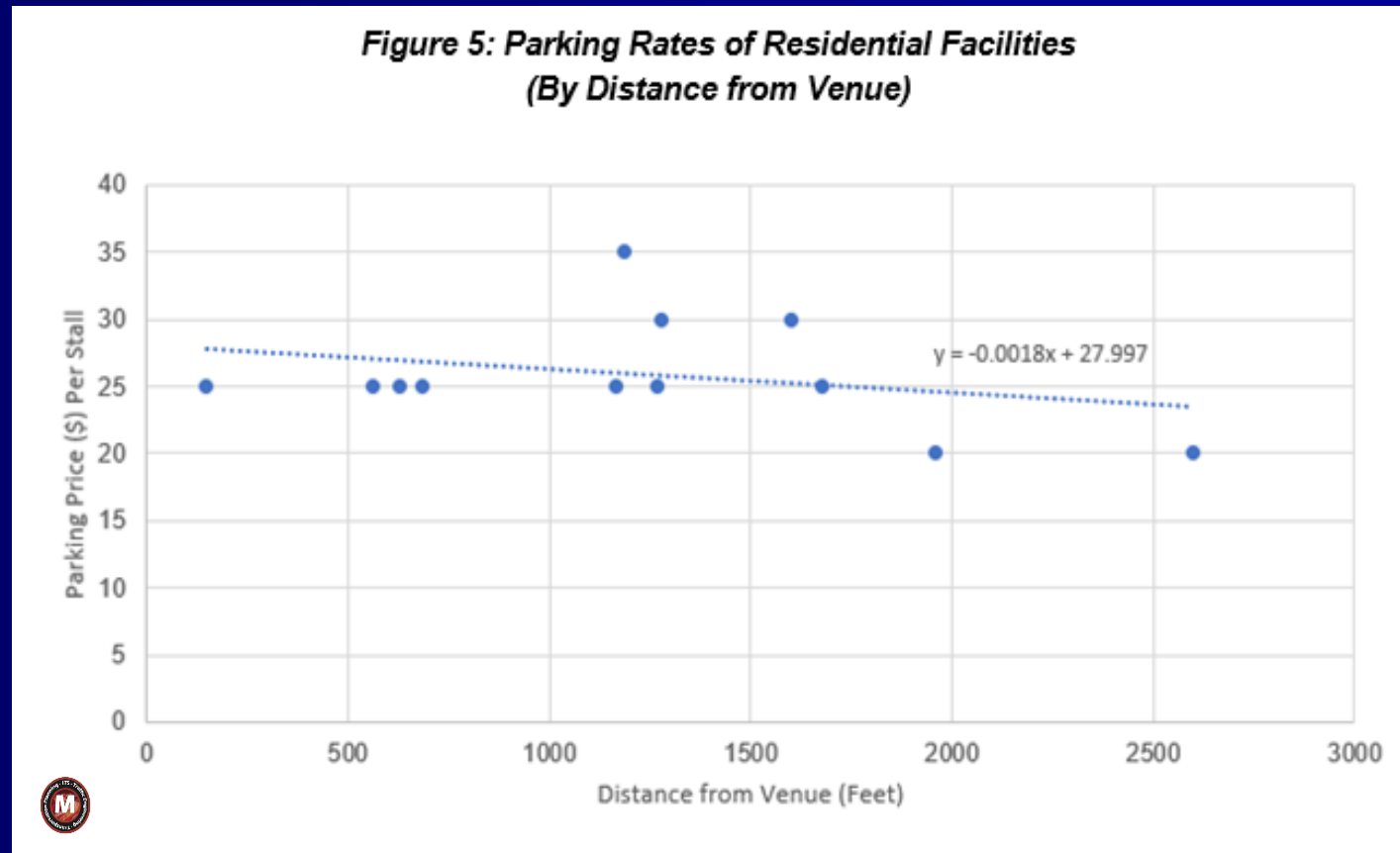


Residential Parking



- Residential Parking Regression
 - **Secondary Benchmark due to Limited Supply.**

Figure 5 – Residential Parking Regression





Southern California Benchmarking Regional Venue Comparison



1. Angel Stadium
2. Crypto.com Arena
3. Dignity Health Sports Park
4. Dodger Stadium
5. Hollywood Park- SoFi Stadium
6. Honda Center
7. Petco Park
8. Rose Bowl Stadium
9. The Kia Forum
10. BMO Stadium



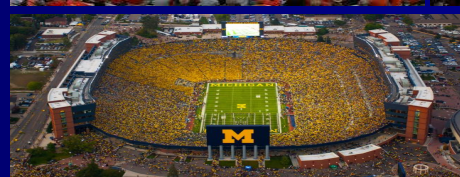
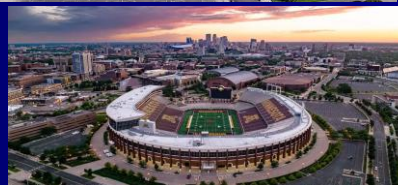


Big 10 Benchmarking

National Peer Comparison



1. Autzen Stadium (OR)
2. Beaver Stadium (Penn State)
3. Camp Randall Stadium (WI)
4. Huntington Bank Stadium (MN)
5. Husky Stadium (WA)
6. Kinnick Stadium (IA)
7. Memorial Stadium (IL)
8. Memorial Stadium (IN)
9. Memorial Stadium (NB)
10. Michigan Stadium (MI)



11. Ohio Stadium (OH State)
12. Rose Bowl Stadium (UCLA)
13. Ross-Ade Stadium (Purdue)
14. Ryan Field (Northwestern)
15. SECU Stadium (Maryland)
16. SHI Stadium (Rutgers)
17. Spartan Stadium (MI State)






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Table 6 – Big Ten Distribution

Table 6: Summary of Game Day Parking Prices for Big Ten College Football Schools

Parking Fee	Number of Schools	
	General Admission (GA)	VIP
< \$20	3 (\$12.50*, \$15*, \$18.33*)	-
\$20-24	-	-
\$25-29	5 (\$25, \$25*, \$27.50*, \$28, \$28*)	-
\$30-34	3 (\$30, \$30, \$32.50*)	-
\$35-39	1 (\$35)	-
\$40-49	2 (\$40, \$45*)	-
\$50-59	2 (\$50, \$51.60*)	1 (\$50)
\$60-69	-	-
\$70-79	-	-
\$80-89	1 (\$80*)	2 (\$80*, \$89*)
\$90-99	-	-
≥\$100	-	6 (\$100, \$100, \$100, \$100, \$120, \$150)

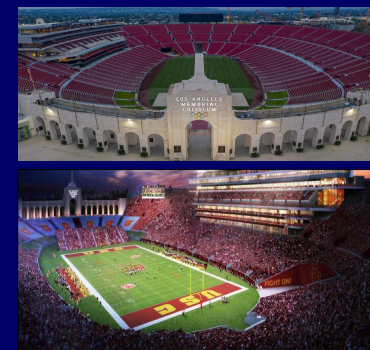
* If there was a range of General Admission prices, the rate was an average of the price range.

** VIP Spaces include parking facilities that charge a higher rate due to proximity/location, RV parking, and bus parking. If there was a range of prices, the VIP rate was an average of the price range.



Inflation Analysis

(2019-2028)



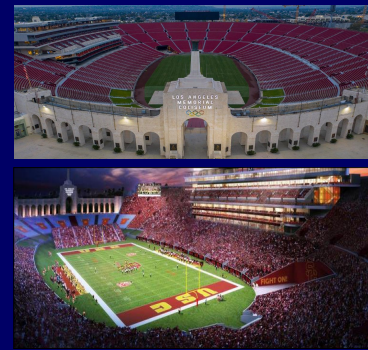
- **Projected Inflation Supports Updated Rates.**
 - **U.S. Annual Inflation Rates (CPI-based data) & Current Forecasts for future years**

Year	Inflation Rate
2019	1.8%
2020	1.2%
2021	4.7%
2022	8.0%
2023	4.1%
2024	2.9%
2025	2.6% (estimated)
2026	2.4%–3.2% (forecast range) As of June 10, '26: 4.2% by CPI
2027	~2.1%–2.2% (forecast) As of June 10, '26: 3% by CPI
2028	~2.1%–2.2% (forecast) As of June 10, '26: 2.5-3.0% by CPI



Key Findings

1 of 2



- **Commercial Parking Rate Model**
 - **Parking Rate (\$/Vehicle)= 41.9 – 0.0105 X Distance (feet)**
 - **This relationship demonstrates that parking value decreases as distance from the Memorial Coliseum increases.**
 - **The regression line provides a market-based estimate of expected parking value throughout the study area.**

Key Findings

2 of 2



- As parking facilities move farther from the venue:
 - **Walking time increases**
 - **Convenience decreases**
 - **Parking prices decline**
- **This confirms a classic parking economics relationship:**
 - ❖ **Proximity = Value**



Recommendations

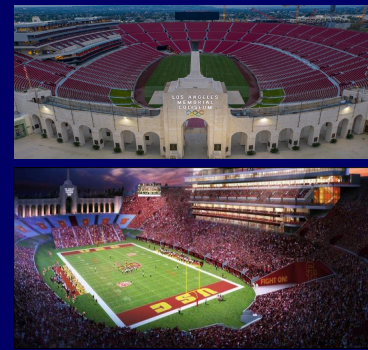


- These slides demonstrate that the recommendation is:
 - **Data Driven**
 - **Based on Observed Market Behavior**
 - **Defensible to Stakeholders**
 - **Consistent with Parking Economics Principles**

Final Recommendation: GA \$39, VIP \$80.



Conclusions



- **Market-supported and Defensible Recommendations.**
 - **Minagar updated it's own NDA (Non-Disturbance Agreement) reports from 2019 & 2024 for the projected 5-year period between 2024 to 2028.**



Q/A

