City of Long Beach
Working Together to Serve

Memorandum

Date: September 20, 2017

To: Patrick H. West, City Manager

From: Craig A. Beck, Director of Public Works

For: Mayor and Members of the City Council

Subject: **Parking in Coastal Communities**

The City Council recently requested staff to report on how cities similar to Long Beach address coastal parking challenges, and to review the feasibility of residential parking permit programs, and the possibility of residential use of beach parking lots. Staff engaged the services of Walker Parking Consultants (Walker) who previously performed parking planning, design analyses and studies for Coastal Zones in Del Mar, San Diego, Dana Point, Newport Beach, Huntington Beach, Redondo Beach, Santa Monica, Malibu, Carpinteria, and Pismo Beach.

Walker completed reviews of three separate, but related, efforts that address the City Council's request, including: (1) Revamping the City's Beach Parking Lot Permit Program; (2) Preparation of the Belmont Shore Parking Study and Draft Implementation Plan; and, (3) A report on Coastal Preferential Parking Programs. This memorandum summarizes each of these efforts and outlines specific initiatives staff is recommending to address the City's coastal parking challenges.

I. Beach Parking Permit Program

The City's beach parking lots provide coastal parking for both residents and visitors. To facilitate coastal access and provide more affordable parking options, the City administers a Beach Parking Permit Program. The current permit fees established in the City's fee schedule are $155 for day and $366 for overnight permits. The City also engaged in a local benchmarking effort to determine if the City's fee structure is appropriate and in line with the market. The results of that study (Exhibit A) conclude that for day permits, Long Beach is on is on par with comparable cities like Santa Monica. For night permits, it is above comparable cities' rates, but it is reasonably priced when considering location-specific issues and the market. This program allows purchase of daytime or overnight annual permits online for use at the following ten lots:

Daytime Permit Parking Lots	Daytime Permit Hours	Overnight Permit Parking Lots	Overnight Permit Hours
Marina Green	8:00 a.m.–8:00 p.m.	**Alamitos**	9:00 p.m.–6:00 a.m.
Granada (Belmont Pool)	8:00 a.m.–8:00 p.m.	**Junipero**	9:00 p.m.–6:00 a.m.
54th & Ocean	8:00 a.m.–8:00 p.m.	**Belmont Pier**	9:00 p.m.–6:00 a.m.
72nd & Ocean + Overflow Lot	8:00 a.m.–8:00 p.m.	**La Verne**	9:00 p.m.–6:00 a.m.
Mother's Beach	8:00 a.m.–8:00 p.m.		
Colorado Lagoon	8:00 a.m.–8:00 p.m.		

The California Coastal Commission (CCC) carefully regulates coastal parking policies under the Coastal Act, and does not permit any programs or policies that limit visitor access to the coast. To avoid long-term vehicle parking, which is restricted in the coastal zone, residents can purchase either daytime or overnight passes, but not both.

The City began its Beach Parking Permit Program in 2001 as a pilot. However, the permits granted to the City by the CCC for the pilot program have since expired and staff is currently in the process of applying for new Coastal Development Permits to formalize and continue the Beach Parking Permit Program. The permit applications are in process and will need to be approved by both the City Zoning Administrator and the CCC. We expect a Zoning Administrator hearing to be held in fall of this year, and a CCC hearing before the end of this calendar year.

Walker recommends the following elements be incorporated into the City's permit applications:

- The overnight parking permit program cannot preclude non-permit users from accessing the coast.
- The current hours of operation at certain lots are confusing for visitors. Clearly defined hours of operation are more customer friendly and facilitate the enforcement of the lots. Defining the open/closed hours and the meter hours will allow for higher transparency of parking policies, which is highly encouraged for customer service and providing access to the coast.

II. Belmont Shore Parking Study

In October 2015, Walker conducted a Belmont Shore Parking Study (Study) and has worked with City staff to provide immediate, medium, and long-term recommendations to alleviate Belmont Shore parking challenges. From late 2016 to early 2017, Walker has presented its preliminary findings and recommendations to the community for feedback from various stakeholders, including Belmont Shore residents, business owners, and the Belmont Shore Parking and Business Improvement Area Advisory Commission (Parking Commission). Walker has developed an Implementation Plan and presented City staff and the Parking Commission with the following four recommendations to improve parking conditions:

- **Rideshare:** The Study recommends encouraging parking alternatives, such as rideshare and offering incentives for the public to use Uber and/or Lyft to get to and from Belmont Shore, including creating a designated pick-up/drop-off location. Boundaries can be setup to delineate areas participating in the incentive programs, which can include programs such as discounted rides to and from Belmont Shore during certain peak times or electronic coupons to local businesses, tied to Uber and/or Lyft rides. The city of San Clemente partnered with Lyft to initiate a similar program to help residents who were affected by the Orange County Transportation Authority's (OCTA) closure of certain bus routes. Specifics on how a program would work and be funded in Long Beach would need to be further developed.

- **Garage Clean-up:** Walker identified a number of garages in the Belmont Shore area that are being used for something other than parking cars. It is recommended that the City sponsor a "garage clean-up day" to help facilitate residents' ability to park off-street. The purpose of this event would be to promote the clean-up of resident garages to make space for their cars. The event should be well publicized, and the City would provide trash dumpsters and the hauling capacity to remove all unwanted items. From there, the City could also do outreach and education about the Long Beach Municipal Code as it relates to garages. Lastly, the City should conduct enforcement sweeps to ensure all garages in Belmont Shore are operating to code.

- **Shuttle Service:** Another study recommendation calls for the creation of a remote parking lot with free shuttle service to provide employees with an alternative to driving into Belmont Shore. City staff have identified the Davies Harbor launch ramp parking lot, east of Belmont Shore and west of Pacific Coast Highway, as a possible location for the remote parking lot. Currently, the City has a one-year pilot program to operate a free shuttle in the Alamitos Bay Marina to help with parking challenges in that area. City staff supports extending the current routes to the Davies Harbor launch ramp parking lot and into Belmont Shore. This has the potential to reduce employee parking and promote the use of the parking lots that exist just outside of the area. Staff is working with LB Transit on an implementation strategy to support activating the shuttles and will be looking to identify appropriate funding sources to provide this service.

- **Dynamic Pricing and Extended Hours of Enforcement:** To promote turnover and availability of valuable spaces, Walker recommends extending the hours of enforcement at parking meters, as well as implementing dynamic (variable) meter pricing. Dynamic pricing allows the City to efficiently manage parking in Belmont Shore by increasing meter prices during peak times of the day and year. Conversely, prices will be lower at other times to maximize the capacity of lots and on-street parking.

  Extending the hours of enforcement at parking meters will reduce drivers' ability to park shortly before the meter enforcement period ends and remain parked for an extended period of time. Through this policy, the City will protect the high-demand parking supply for business district patrons. City staff support extending the hours of enforcement until 10:00 p.m. from Sunday through Thursday, and until midnight on Friday and Saturday. Additional revenue from the extended hours would be used to fund enforcement, safety improvements, and future capacity enhancing solutions.

The Belmont Shore Parking Study and the Implementation Plan are attached (Exhibit B). The final community meeting to discuss the study and Walker's recommendations occurred on June 29, 2017 and overall was well received.

III. Coastal Preferential Parking Programs

Staff was also asked to look into opportunities to create a preferential parking program for residents of the Belmont Shore area. In May 2017, Walker completed a report that provides comparative research on other preferential parking programs in coastal cities. These cities include: Santa Monica, Santa Cruz, Seal Beach, and Hermosa Beach.

Walker found that programs that had successfully obtained CCC approval for a preferential parking district usually had three characteristics: (1) They demonstrated that parking spaces slated for preferential parking were not being used by beachgoers to access the coast; (2) Residential developments surrounding the spaces slated for preferential parking were built with inadequate on-site parking, per today's standards; and, (3) Cities successfully argued that the public was not excluded entirely from parking in the preferential parking districts. These characteristics may exist in Belmont Shore and could be used to argue for a preferential parking program.

It is important to note the approach identified above does not guarantee successful approval by the CCC and, in recent years, the CCC has moved away from approving any preferential parking districts in the coastal zone. The last approved parking district was in 2008, and since that time four applications have not been approved. The CCC takes a case-by-case approach to each application. The creation of a preferential parking district is expected to be a lengthy and difficult process that may or may not receive CCC approval. Walker's complete report on coastal preferential parking programs is attached (Exhibit C).

Next Steps

Beach Parking Permit Program: Staff is submitting applications concurrently to both the Department of Development Services and the CCC. The review process is anticipated to take six to eight months.

Belmont Shore Parking Study: Staff has concluded the community outreach efforts for the Belmont Shore Parking Study and associated recommendations. Staff supports moving forward with recommendations and will continue to work with Council District 3, the Belmont Shore Business Association, and local the community to move forward with implementing Walker's four recommendations, which overlap with the Belmont Shore Parking Commission's recommendations. Staff will continue working internally to implement policies that alleviate parking challenges.

Preferential Parking Program: Should the City Council wish to proceed with a preferential parking district in the coastal zone, we estimate $100,000 in funding would be needed to prepare the necessary technical studies and permit applications. While a lot of work was done regarding background of other coastal cities, the report does not look specifically at conditions in Long Beach, such as boundaries, hours of enforcement, and other factors that need to be defined to create a proposed preferential parking program. It is expected that any process to propose and request a preferential parking program will be a significant undertaking by City staff, requiring both staff time, public outreach, consultant support, and legal support, and require direction from the City Council before staff can proceed with the next steps.

If you have any questions regarding this matter, please call Eric Lopez at (562) 570-5690.

CB:EL:MJ:JC

ATTACHMENTS: EXHIBIT A – BEACH LOTS PRICING AND PRELIMINARY POLICY REVIEW
EXHIBIT B - BELMONT SHORE PARKING STUDY AND THE IMPLEMENTATION PLAN
EXHIBIT C – COASTAL PREFERENTIAL PARKING PROGRAMS REPORT

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MONIQUE DELAGARZA, CITY CLERK (REF. ITEM #17-0091)

MEMORANDUM

BEACH LOTS PARKING PRICING AND PRELIMINARY POLICY REVIEW

WALKER PARKING CONSULTANTS

PROJECT UNDERSTANDING

The City of Long Beach engaged Walker Parking Consultants, to cor parking policies as they relate to price and access at ten City-owned beach access within the City's shoreline. The subject lots are:

- Pier Point Landing
- Marina Green
- Alamitos Beach
- Junipero Lot
- Belmont Pier
- Granada & Ocean
- La Verne & Ocean
- 54th & Claremont
- 72nd & Ocean
- Mother's Beach

In this study, access refers to the availability of parking for different users, such as residents and visitors, the publicly-accessible parking information, and the access and revenue control systems that are in place in the subject lots serving City beaches. The City requested Walker to compare Long Beach's policies to those of comparable beach cities in Southern California, review historical parking data, identify any issues that may arise given previous engagements with the California Coastal Commission with respect to overnight parking permits, and make recommendations for general enhancements to the City's beach parking policies.

It must be noted that the analysis presented henceforth is only a general review of the City's beach parking system, and not a comprehensive study. Per the scope, budget, and schedule, this memorandum is meant to inform the City of apparent parking issues, and potential issues that may arise given current conditions. As such Walker identified the following:

- Daily parking rates are in the lower range when compared to other beach cities; Long Beach does not have the lowest rates but it is near the lower end for daily parking.
- Comparable cities have different rate schedules throughout the year [peak (summer) vs. non-peak (winter)]; Long Beach does not.
- Most comps have defined hours of operation; Long Beach has vaguely defined hours of operation, and different entities (e.g., Coastal Commission, City) have different hours listed.
- There is no uniform approach to presenting parking information at City lots (i.e., different signage), thus confusing patrons.
- Parking wayfinding could use improvement, some lots difficult to find from the street, especially from the Alamitos Lot to the Granada & Ocean Lot.
- Parking information on the website is incomplete (e.g., Granada & Ocean Lot); http://longbeach.parkingguide.com/
- Several cars using day permit decals (e.g., Yellow Day Permit Decal) were observed in the lots; Alamitos Lot and Belmont Pier Lot had high numbers of day permits.
- It was not clear which permits are currently valid, a number of different credentials seem to be in use (e.g., decals, hangtags, dashboard slips).

Ultimately, these findings indicate that there are areas in which the City can enhance its beach parking policies and operations. The rest of the memorandum discusses how Walker arrived at these findings, and concludes with recommendations for addressing them.

Furthermore, consideration for the concurrent Belmont Shore Parking Study was given, but there was no synergy discovered between that study and this one, thus a discussion of the Belmont Shore study is not included.

COMPARABLE LOCATIONS

One of the tasks of this engagement was to conduct a benchmarking exercise to determine how Long Beach's policies compare to those of similar beach locations. The locations selected were the public lots at Venice Beach, Newport Beach, Huntington Beach, Redondo Beach, and Santa Monica. A comparison of hourly, daily max, and evening rates for weekdays and weekends both in peak (summer) and non-peak (winter) periods of the year, as well as hours of operation, for all of the comparable locations was conducted. Where applicable, for each of the municipalities Walker gathered multiple pricing schedules, as lots owned by the same municipality often have different prices.

For example, the City of Newport Beach has three different pricing schemes for its beach lots, thus three different prices are shown for that city. Moreover, there were also some cities that lacked pieces of data. For instance, the Venice Beach lots don't have hourly rates, but rather they contain variable flat rates that differ in summer and winter. Therefore, for simplicity sake, the following tables demonstrate only the applicable comparable data for each of the categories presented (e.g., hourly compared to hourly, daily max compared to daily max, etc.).

HOURLY PRICING

Key Takeaway: Long Beach is market low when compared to the hourly rates of other cities.

The following table shows a comparison of hourly rates across the municipalities.

Table 1: Hourly Pricing Comparison

COMPS	JURISDICTION	PRICING (DAILY)			
		Summer (Peak)		Winter (Off-Peak)	
		Weekday	*Weekend*	*Weekday*	*Weekend*
		Hourly	Hourly	Hourly	Hourly
Newport Beach (Balboa Pier)	City of Newport Beach	$1.75	$1.75	$1.20	$1.20
Newport Beach (Corona Del Mar)		$3.25 avg	$3.25 avg	$1.50	$3.25 avg
Newport Beach (Lot A)		$1.75	$1.75	$0.60	$0.60
Santa Monica Beach (Pier Deck)	City of Santa Monica	$3	$3	$2	$3
Santa Monica Beach (Annenberg)		$3	$3	$3	$3
Huntington Beach (Pier Plaza)	City of Huntington Beach	$1	$1	$1	$1
Huntington Beach (Main Promenade)		$1	$1	$1	$1
Huntington Beach (Strand)		$2	$2	$2	$2
Long Beach (Pier Point Landing)	City of Long Beach	$2.25	$2.25	$2.25	$2.25
Long Beach (Marina Green)		$2.25	$2.25	$2.25	$2.25
Long Beach (Belmont Pier)		$1.00	$1.00	$1.00	$1.00
Long Beach (La Verne & Ocean)		$1.00	$1.00	$1.00	$1.00
Long Beach (54th/Claremont & Ocean)		$1.00	$1.00	$1.00	$1.00
Long Beach (Mothers Beach)		$1.00	$1.00	$1.00	$1.00
Comps Average		***$2.09***	***$2.09***	***$1.54***	***$1.88***
Long Beach Average		***$1.42***	***$1.42***	***$1.42***	***$1.42***
Net Difference (= Comps - LB)		$0.68	$0.68	$0.12	$0.46
Comps (High)		**$3.25**	**$3.25**	**$3.00**	**$3.25**
Long Beach (High)		**$2.25**	**$2.25**	**$2.25**	**$2.25**
Net Difference (= Comps - LB)		$1.00	$1.00	$0.75	$1.00
Comps (Low)		**$1.00**	**$1.00**	**$0.60**	**$0.60**
Long Beach (Low)		**$1.00**	**$1.00**	**$1.00**	**$1.00**
Net Difference (= Comps - LB)		$0.00	$0.00	($0.40)	($0.40)

Source: *Walker Parking Consultants*, 2016.

In looking at the hourly rates it is clear that the City of Long Beach is pricing its lots competitively. For the comparable cities, the minimum per hour rate is $0.60 (Newport Beach Lot A), the highest rate is $3.25 (Newport Beach Corona Del Mar) while Long Beach's rates range from $1 to $2.25 per hour. On average, the comparable cities are pricing their lots approximately $0.68 higher than Long Beach during the summer, and up to $0.46 cents higher in winter.

What this indicates is that should Long Beach find the need to increase rates, it will at least have some room to remain competitive in the market. However, it is important to note when thinking about beach lots, the destination is the draw not the parking rates. Generally, this means that if a beachgoer is considering a trip to a specific beach, the actual destination is the determining factor of whether they visit or not, not the price of parking. So even if Long Beach charges competitive rates, that does not necessarily mean that it is drawing more customers than a Newport Beach which has the highest hourly rate. Rather, price should be used as a tool for controlling demand and availability.

DAILY MAX PRICING

Key Takeaway: Long Beach is on the lower end with respect to daily max rate comparisons in the summer. It is in the middle when compared to other cities in the winter.

The following table shows a comparison between daily maximum rates.

Table 2: Daily Max Comparison

COMPS	JURISDICTION	PRICING (DAILY)			
		Summer (Peak)		Winter (Off-Peak)	
		Weekday	*Weekend*	*Weekday*	*Weekend*
		Daily Max	Daily Max	Daily Max	Daily Max
Venice Beach	County of Los Angeles	$11.50 avg	$11.50 avg	$6.50 avg	$6.50 avg
Newport Beach (Balboa Pier)	City of Newport Beach	$17.50	$17.50	$18	$18
Newport Beach (Corona Del Mar)		$15	$15	$15	$15
Newport Beach (Lot A)		$10.50	$10.50	$3.60	$3.60
Santa Monica Beach (Pier Deck)	City of Santa Monica	$15	$15	$10	$12
Santa Monica Beach (Annenberg)		$12	$12	$8	$8
Santa Monica Beach (Lots 4N-9N, 4S & 5S)		$8 flat	$10 flat	$6 flat	$8 flat
Santa Monica Beach (Lots 1N-3N, 1S-3S)		$12 flat	$12 flat	$6 flat	$8 flat
Huntington Beach (Pier Plaza)	City of Huntington Beach	$15	$15	$15	$15
Huntington Beach (Main Promenade)		$17	$17	$15	$15
Huntington Beach (Strand)		$20	$20	$18	$18
Long Beach (Granda & Ocean)	City of Long Beach	$9	$9	$9	$9
	Comps Average	***$13.95***	***$14.14***	***$11.01***	***$12***
	Long Beach Average	***$9.00***	***$9.00***	***$9.00***	***$9.00***
	Net Difference (= Comps - LB)	$4.95	$5.14	$2.01	$2.55
	Comps (High)	**$20.00**	**$20.00**	**$18.00**	**$18.00**
	Long Beach (High)	**$9.00**	**$9.00**	**$9.00**	**$9.00**
	Net Difference (= Comps - LB)	$11.00	$11.00	$9.00	$9.00
	Comps (Low)	**$8.00**	**$10.00**	**$3.60**	**$3.60**
	Long Beach (Low)	**$9.00**	**$9.00**	**$9.00**	**$9.00**
	Net Difference (= Comps - LB)	($1.00)	$1.00	($5.40)	($5.40)

Source: *Walker Parking Consultants*, 2016.

A comparison of the daily maximum rates reveals that Long Beach is lower than the market average by as much as a $5.14 difference for a weekend in the summer. Looking at the high end of the comparable cities, Long Beach falls near the bottom with a $9 max in the Granada & Ocean Lot. If we consider the $9 rate the only true daily max rate offered, then Long Beach falls on the low end when comparing the high daily max rates of the comparable cities in the summer peak, and on the high end when comparing the lowest daily max rates of cities in the winter (off-peak). What stands out in this analysis is that while comparable cities have seasonal pricing, Long Beach does not.

EVENING AND HOLIDAY PRICING

Key Takeaway: Long Beach does not offer evening or holiday rates. An analysis of demand on these days would be warranted, should the City look to implement these types of rates.

The following table demonstrates a comparison of evening and holiday rates.

Table 3: Evening and Holiday Rate Comparison

COMPS	JURISDICTION	PRICING (DAILY)					
		Summer (Peak)			Winter (Off-Peak)		
		Weekday Evening Rate	***Weekend*** Evening Rate	***Holiday***	***Weekday*** Evening Rate	***Weekend*** Evening Rate	***Holiday***
Venice Beach	County of Los Angeles	$11.50 avg	$11.50 avg	-	$6.50 avg	$6.50 avg	-
Newport Beach (Balboa Pier)	City of Newport	-	-	$24	-	-	$24
Newport Beach (Corona Del Mar)		-	-	$20	-	-	$20
Santa Monica Beach (Lots 4N-9N, 4S & 5S	City of Santa Monica	$8 flat	$10 flat	-	$6 flat	$8 flat	-
Santa Monica Beach (Lots 1N-3N, 1S-3S)		$12 flat	$12 flat	-	$6 flat	$8 flat	-
Huntington Beach (Main Promenade)	City of Huntington	$5	$5	$20	$5	$5	-
Huntington Beach (Strand)		$8	$8	$30	$8	$8	$30
Comps Average		***$8.90***	***$9.30***	***$23.50***	***$6.30***	***$7***	***$25***
Long Beach Average		**-**	**-**	**-**	**-**	**-**	**-**
Net Difference (= Comps - LB)		$8.90	$9.30	$23.50	$6.30	$7.00	$25.00
Comps (High)		**$12.00**	**$12.00**	**$30.00**	**$8.00**	**$8.00**	**$30.00**
Long Beach (High)		**-**	**-**	**-**	**-**	**-**	**-**
Net Difference (= Comps - LB)		$12.00	$12.00	$30.00	$8.00	$8.00	$30.00
Comps (Low)		**$5.00**	**$5.00**	**$20.00**	**$5.00**	**$5.00**	**$20.00**
Long Beach (Low)		**-**	**-**	**-**	**-**	**-**	**-**
Net Difference (= Comps - LB)		$5.00	$5.00	$20.00	$5.00	$5.00	$20.00

Source: *Walker Parking Consultants*, 2016.

The City of Long Beach does not offer evening or holiday rates, but the comparable cities do. In analyzing the data, evening rates in the summer range from as low as $5 to as high as $12. In the winter, evening rates range from as low as $5 to as high as $8 on a weekend. Holiday rates are generally the same for both summer and winter seasons ranging from $20 to $30.

It must be noted however that the City of Long Beach does offer a special event rate. The price is determined on a case-by-case basis, but typically a special event rate ranges from $15 to $20. Compared to the holiday rates of comparable cities, Long Beach's special event rates fall near the lower end of the range.

HOURS OF OPERATION

Key Takeaway: Most comp cities' lots appear to have defined hours of operation. Long Beach does to some extent; however, there is confusion about which hours are valid (e.g., City Ordinance, Coastal Commission, Posted Hours, etc.) as there are differences between them. Also, some hours are vaguely defined as sunrise to sunset.

The following table shows a comparison between the hours of operation across the different comparable beach lots and the Long Beach lots. The green cells indicate the times in which the lots are open, the red cells represent times in which the lots are closed.

Table 4: Lot Hours of Operation

COMPS	TOTAL LOT HOURS OF OPERATION	HOURS OF OPERATION																							
		12 AM	1 AM	2 AM	3 AM	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM
Newport Beach (Balboa Pier)	24																								
Newport Beach (Corona Del Mar)	17																								
Santa Monica Beach (Pier Deck)	24																								
Santa Monica Beach (Annenberg)	14																								
Santa Monica Beach (Lots 4N-9N, 4S & 5S	14																								
Santa Monica Beach (Lots 1N-3N, 1S-3S)	14																								
Huntington Beach (Pier Plaza)	18																								
Huntington Beach (Main Promenade)	18																								
Huntington Beach (Strand)	16																								
Long Beach (Pier Point Landing)	17																								
Long Beach (Marina Green)	17																								
Long Beach (Alamitos Beach)	11																								
Long Beach (Junipero Lot)	11																								
Long Beach (Belmont Pier)	11																								
Long Beach (La Verne & Ocean)	11																								
Long Beach (54th/Claremont & Ocean)	11																								
Long Beach (Mothers Beach)	11																								

Source: *Walker Parking Consultants*, 2016.

As shown in the table, there are only two out of 17 comparable lots that operate on a 24-hour basis, Balboa Pier in Newport Beach and the Upper Santa Monica Pier Lot. All other lots have defined hours of operation, ranging from as early as 5:00 AM to as late as 12:00 AM.

During our observations and research, we observed contradicting information presented to the public with respect to hours of operation. For example, when looking online the Belmont Pier Lot is published as having operating hours from 8:00 AM to 6:00 PM, whereas within the lot, there is a posted sign indicating lot closure at 10:00 PM. Even more, there is another sign within the same lot posted at the entrance that indicates lot closure from 12:00 AM until sunrise, thus contradicting the other posted sign in the lot.

Figure 1: Conflicting Signage - Belmont Pier Lot

Source: *Walker Parking Consultants*, 2016.

It is an easy fix, but the online information should match the signs that are posted in the lot, provided that the signs in the lot are also consistent.

We also found inconsistencies between the different regulatory entities that govern the beach lots. For example, the Coastal Commission's hours are often different than those in the City Ordinance. The following matrix shows the different entities' hours for the beach lots in the study.

Table 5: Coastal/City/Posted Hours of Operation – Beach Lots

CITY BEACH LOTS	REGULATORY ENTITY	HOURS OF OPERATION	12 AM	1 AM	2 AM	3 AM	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM
Pier Point Landing	City Ordinance	1 Hr Before Sunrise-10pm*																								
Pier Point Landing	Coastal Commission	-	-																							
Pier Point Landing	Posted Hours	8am-12am, 8am-6pm																								
Pier Point Landing	***Recommended***	***5am-12am***																								
Marina Green	City Ordinance	1 Hr Before Sunrise-10pm*																								
Marina Green	Coastal Commission	-	-																							
Marina Green	Posted Hours	8am-12am, 8am-6pm																								
Marina Green	***Recommended***	***5am-12am***																								
Alamitos Beach	City Ordinance	1 Hr Before Sunrise-10pm*																								
Alamitos Beach	Coastal Commission	1 Hr before Sunrise - 1 Hr After Sunset*																								
Alamitos Beach	Posted Hours	8am-6pm																								
Alamitos Beach	***Recommended***	***5am-12am***																								
Junipero Lot	City Ordinance	1 Hr before Sunrise - 1 Hr After Sunset*																								
Junipero Lot	Coastal Commission	1 Hr before Sunrise - 1 Hr After Sunset*																								
Junipero Lot	Posted Hours	8am-6pm, 1 Hr before Sunrise - 1 Hr After Sunset*																								
Junipero Lot	***Recommended***	***5am-12am***																								
Belmont Pier	City Ordinance	1 Hr Before Sunrise-12am*																								
Belmont Pier	Coastal Commission	1 Hr before Sunrise - 12am*																								
Belmont Pier	Posted Hours	8am-6pm, 12pm-1 Hr Before Sunset																								
Belmont Pier	***Recommended***	***5am-12am***																								
Granada & Ocean	City Ordinance	1 Hr Before Sunrise-12am*																								
Granada & Ocean	Coastal Commission	1 Hr before Sunset - 1 Hr After Sunset*																								
Granada & Ocean	Posted Hours	-	-																							
Granada & Ocean	***Recommended***	***5am-12am***																								
La Verne & Ocean	City Ordinance	1 Hr Before Sunrise-10pm*																								
La Verne & Ocean	Coastal Commission	-	-																							
La Verne & Ocean	Posted Hours	8am-6pm																								
La Verne & Ocean	***Recommended***	***5am-12am***																								
54th/Claremont & Ocean	City Ordinance	1 Hr Before Sunrise-10pm*																								
54th/Claremont & Ocean	Coastal Commission	-	-																							
54th/Claremont & Ocean	Posted Hours	8am-6pm																								
54th/Claremont & Ocean	***Recommended***	***5am-12am***																								

Notes: *This is an approximation, hours will change with the season.

Source: *Walker Parking Consultants*, 2016.

Looking at the table, we see that there are differences between the hours of operation per the Coastal permit and those that are in the City ordinance. Furthermore, there also differences between posted hours within the lot. One example, is in the Alamitos Beach Lot. The City Ordinance says that the Alamitos Lot is open from one hour before sunrise to 10:00 PM, whereas the Coastal Commission's hours are from one hour before sunrise to one hour after sunset. The

posted hours in the lot indicate hours of operation from 8:00 AM-6:00 PM. These inconsistencies are certainly confusing, and therefore it is recommended that the City standardize the hours of operation in the ordinance across all lots from 5:00 AM-12:00 AM daily. Hours of enforcement should also remain consistent, currently they are shown to be from 8:00 AM-8:00 PM in all lots except for Pier Point and Marina Green. In those lots, the enforcement hours are from 8:00 AM to 12:00 AM.

PERMIT PRICING

Key Takeaway: For day permits Long Beach is on par with its comparable cities, for overnight permits, it is well above comparable cities' rates, but it is a reasonable price considering Long Beach faces location-specific issues.

The following tables show a comparison of annual permit pricing, by category (e.g., regular, senior, and other.). It is important to note that an apples-to-apples comparison was difficult, as there are city-specific categories for permit parking among comparable cities.

Table 6: Parking Permit Pricing

COMPS	PERMIT PRICING Annual					
	Regular		Senior		Other	
	Day	Night	Day	Night	Day	Night
Newport Beach (Balboa Lot Overnight Permit)	$237		$119		$177.75 (military)	
Newport Beach (Balboa Village - Employee)	$50		-	-	-	-
Santa Monica Day Beach Permit	$155	-	$2.20	-	-	-
Santa Monica Day Lot Permit (Employees)	$155	-	-	-	-	-
Santa Monica Overnight Resident Permit	$150		-	-	-	-
Redondo Beach (Annual Meter Permit)	$110	-	-	-	-	-
Redondo Beach (Riviera Village Employee Permit)	$60	-	-	-	-	-
Huntington Beach (Annual Beach Parking Pass)	$150	-	$50	-	-	-
Long Beach (Marina Green)	$175	-	$76	-	-	-
Long Beach (Alamitos Beach)	-	$336	-	-	-	-
Long Beach (Junipero Lot)	-	$336	-	-	-	-
Long Beach (Belmont Pier)	-	$336	-	-	-	-
Long Beach (Granda & Ocean)	$175	-	-	-	-	-
Long Beach (La Verne & Ocean)	-	$336	-	-	-	-
Long Beach (54th/Claremont & Ocean)	-	$336	-	-	-	-
Long Beach (72nd Pl & Ocean Overflow)	$175	-	-	-	-	-
Comps Average	***$133***	**-**	***$57***	**-**	***$178***	**-**
Long Beach Average	***$175***	***$336***	***$76***	**-**	**-**	**-**
Net Difference (= Comps - LB)	($42)	$336	($19)	-	$178	-
Comps (High)	**$237**	**$237**	**$119**	**$119**	**$178**	**$178**
Long Beach (High)	**$175**	**$336**	**$76**	**-**	**-**	**-**
Net Difference (= Comps - LB)	$62	($99)	$43	$119	$178	$178
Comps (Low)	**$50**	**$50**	**$2**	**$2**	**$178**	**$178**
Long Beach (Low)	**$176**	**$336**	**$76**	**-**	**-**	**-**
Net Difference (= Comps - LB)	($126)	($286)	($74)	$2	$178	$178

Source: *Walker Parking Consultants*, 2016.

In looking at the annual permit rates, the City of Long Beach charges higher rates than all of the comparable cities, despite having two types of permits (i.e., day and night permits). Long Beach offers a day permit at certain lots to both beachgoers and area employees at a rate of $175 annually, $20 higher than Santa Monica. For all intents and purposes $20 is not a substantial difference. After all, what really matters is how demand is affected by these prices. Looking at the price differences for overnight parking permit rates, there are large differences between Long Beach and its comparable cities.

For example, Santa Monica offers an overnight residential permit for $150. This permit allows residents to park on a 24/7 basis. Similarly, Newport Beach offers 24/7 access to its Balboa Lot for annual permit holders for $237. Long Beach offers overnight parking in certain lots at an annual rate of $336. This is well above the comparable cities rates. The price is above double that of Santa Monica's overnight permit, and $99 more than the permit offered by Newport Beach.

Still, despite the difference, the price for Long Beach's overnight permit is not unreasonable, as it is equivalent to less than a dollar a day for parking overnight. Furthermore, there is certainly an argument to made that Santa Monica's rates are well below market rate, and that Newport Beach does not experience the same parking problems as that of Long Beach. Long Beach's rates are set given the circumstances that surround its beach parking.

For example, in the past year, beginning in mid-2015, the City experienced an increase of cars staying for extended periods of time in the beach lots. It was found that these cars were not using the lots for recreational purposes, but rather for residential parking. Moreover, it was found that 66 percent of overnight parking permit holders also purchased day time permits, essentially allowing them to park 24 hours a day, which is in violation of coastal regulations. It is for this reason that the City of Long Beach has had to adjust its permit processes and rates.

PERMIT POLICIES

Key Takeaway: Long Beach has well-defined allowable permit hours, which is good as it reduces confusion for customers. Overnight permits can be purchased by anyone; the key is enforcement to ensure that cars are not being stored in beach lots.

The following table shows the allowable hours for the permits, as well as the type of credential used (e.g., decal, hangtag, etc.).

Table 7: Permit Hours and Policies

COMPS	Allowable Permit Hours	Permit Hours 12 AM	1 AM	2 AM	3 AM	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	Overnight (Yes/No)	Display Type
Newport Beach (Balboa Lot Overnight Permit)	24 Hrs																									Yes	Decal
Newport Beach (Balboa Village - Patron/Resident	2 Hrs Limit																									No	Lic Plate
Newport Beach (Balboa Village - Employee)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	No	Lic Plate
Santa Monica Day Beach Permit	Sunrise-Sunset																									No	Hangtag/Decal
Santa Monica Day Lot Permit (Employees)	Sunrise-Sunset																									No	Hangtag/Decal
Santa Monica Overnight Resident Permit	24 Hrs																									Yes	Hangtag/Decal
Redondo Beach (Annual Meter Permit)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Decal
Redondo Beach (Riviera Village Employee Permit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Hangtag
Long Beach (Marina Green)	8am-8pm																									No	-
Long Beach (Alamitos Beach)	8pm-8am																									Yes	-
Long Beach (Junipero Lot)	8pm-8am																									Yes	-
Long Beach (Belmont Pier)	8pm-8am																									Yes	-
Long Beach (Granda & Ocean)	8am-8pm																									No	-
Long Beach (La Verne & Ocean)	8pm-8am																									Yes	-
Long Beach (54th/Claremont & Ocean)	8pm-8am																									Yes	-
Long Beach (72nd Pl & Ocean Overflow)	8am-8pm																									No	-

Source: *Walker Parking Consultants*, 2016

In comparing the hours that permit holders can park in lots, there aren't many similarities between cities. For example, the closest comparison to Long Beach are the day passes offered by Santa Monica as they both have similar allowable hours. However, Long Beach has well defined allowable hours for day pass permit holders (8:00 AM – 8:00 PM), while Santa Monica uses the vague definition of Sunrise to Sunset.

With respect to policy comparisons, the biggest difference between Long Beach and Santa Monica is that for the overnight permits, Santa Monica can limit its issuance of permits to locals. In order to be issued an overnight permit in Santa Monica, a person must provide proof of residence in the form of a utility bill, credit card bill, or bank statement, and a valid California vehicle registration. In contrast, in Long Beach, anyone, local or not, may purchase an overnight pass.

Of course, the key here is that Long Beach cannot limit the purchase of overnight permits to locals, given its previous dealings with the California Coastal Commission. It is our understanding that Santa Monica has been able to restrict overnight permits to residents/locals as its system has been grandfathered in.

FIELD OBSERVATIONS

As part of this engagement Walker was tasked with visiting the City's beach lots to gain an understanding of parking operations and the level of activity in each lot.

In total, Walker visited eleven lots:

- Pier Point Landing
- Marina Green
- Alamitos Beach
- Junipero
- Belmont Pier
- Granada & Ocean
- La Verne & Ocean
- 54th/Claremont & Ocean
- Mothers Beach
- 72nd Pl & Ocean (Overflow)
- 72nd Pl & Ocean

LOT OCCUPANCIES

Walker conducted occupancy counts on Tuesday August 30, 2016, at each of the aforementioned lots, the results of which are shown in the following table.

Table 8: Beach Lot Occupancies

Lots	Total Inventory	Total Occ	Occ %	Time of Count
Pier Point Landing	146	83	57%	8:00
Marina Green	388	205	53%	9:00
Alamitos Beach	138	46	33%	9:30
Junipero Beach	412	44	11%	9:45
Belmont Pier	273	32	12%	10:00
Granada and Ocean	163	52	32%	10:45
La Verne and Ocean	139	5	4%	11:00
54th/Claremont and Ocean	152	18	12%	11:15
72nd and Ocean (Overflow)	62	2	3%	11:30
72nd Pl and Ocean	90	8	9%	11:30
Mothers Beach	158	40	25%	11:45
Total	**2121**	**548**	**26%**	

Source: *Walker Parking Consultants*, 2016.

The occupancies on the day of observations were generally low as seen in the previous table. The lowest occupancy was in the La Verne and Ocean Lot with 4 percent occupancy at 11:00 AM. The highest occupancy was at the Pier Point Landing Lot with 57 percent occupancy rate at 8:00 AM. Most of the vehicles in the Pier Point Lot displayed parking permits from the Marine Bureau on the dashboard.

While it was expected that occupancies could be low on Tuesday morning, the purpose of Walker's visit was to get a sense as to how the lots are operating, what kind of parking information is being disseminated, and if there was any evidence of permit parking. As it turns out, there were several lots that contained vehicles that were displaying a number of different permits.

PERMIT COUNT

Key Takeaway: In the Alamitos Lot which contains high numbers of permit-displaying vehicles, there seems to be a high percentage of fare evasion. Evidence of insufficient enforcement, or a relaxed approach to enforcement could lead to problems with demand and revenue.

In addition to getting an overall count of the beach lots, Walker also counted the number of permits found in each lot. Although, this is not an exhaustive count per the limits of the scope, it gives us an indication of how many permits are still in use given the City's suspension of day permit sales and recent re-issuing of overnight permits.

Table 9: Permit Count

Lots	Total Inventory	No. of Permits Observed	Total Occ	Occ %	% Permits Out of Occ	Time of Count
Pier Point Landing	146	55	83	57%	66%	8:00
Marina Green	388	-	205	53%	-	9:00
Alamitos Beach	138	40	46	33%	87%	9:30
Junipero Beach	412	-	44	11%	-	9:45
Belmont Pier	273	13	32	12%	41%	10:00
Granada and Ocean	163	18	52	32%	35%	10:45
La Verne and Ocean	139	2	5	4%	40%	11:00
54th/Claremont and Ocean	152	4	18	12%	22%	11:15
72nd and Ocean (Overflow)	62	-	2	3%	-	11:30
72nd Pl and Ocean	90	-	8	9%	-	11:30
Mothers Beach	158	-	40	25%	-	11:45
Total	**2121**	**140**	**548**	**26%**	**26%**	

Source: *Walker Parking Consultants*, 2016.

One of the key findings from our permit count is that 87 percent of the total cars counted in the Alamitos lot had permit decals. This is important as currently no day passes are offered in this lot, and the overnight passes are not valid at 9:30 AM (time of our observation). While most customers honored the payment of fees, there are some that did not pay to park as evidenced

by the data provided by the operator. This could be evidence of under-enforcement of existing parking policies.

At the time of our count, there were 46 cars total in the Alamitos lot, 18 of which were on the southern side of the lot separated by a chain-link fence. We weren't sure if these 18 cars were related to an event or construction, but nonetheless we assumed that they were, and thus exempt from payment. That leaves 28 cars that possibly paid and parked. Juxtaposing the payment data with our observations, we found that there were actually only 11 cars that paid to be in the lot. **This means that 37 percent of the cars that were in the lot at the time of our observations did not pay to park.**

This is important as it indicates that there may be issues with enforcement. Either there are insufficient resources to support enforcement efforts, or the City is using enforcement as a customer service tactic, meaning that enforcement is not stringent so as to not cause an uproar. The trouble with limited enforcement, is that it affects a paying customer's ability to find parking, especially when the City has indicated a concern in the levels of parking demand. This means that some paying customers may be accessing parking that is being occupied by non-paying motorists.

Per our observations and payment data provided by the City, the following table shows the number of vehicles that did not pay for parking during our site visit.

Table 10: Number of Unpaid Vehicles Per Lot

Lots	Total Inventory	Total Occ	No. of Unpaid Vehicles	% Unpaid from Occ	Time of Count
Pier Point Landing	146	83	16	19%	8:00
Marina Green	388	205	-	-	9:00
Alamitos Beach	138	46	17	37%	9:30
Junipero Beach	412	44	-	-	9:45
Belmont Pier	273	32	9	28%	10:00
Granada and Ocean	163	52	-	-	10:45
La Verne and Ocean	139	5	5	100%	11:00
54th/Claremont and Ocean	152	18	6	33%	11:15
72nd and Ocean (Overflow)	62	2	-	-	11:30
72nd Pl and Ocean	90	8	-	-	11:30
Mothers Beach	158	40	-	-	11:45
Total	**2121**	**548**	**53**	**10%**	

Source: *Walker Parking Consultants*, 2016.

Evidence of non-payment was also found in the Belmont Pier Lot. During our observations we counted a total of 32 cars in the lot, 7 of which were parked in disabled parking spaces. This

leaves 25 cars that were required to pay to park. Looking at the payment data provided by the City, 16 cars out of the 32 paid, coupled with the vehicles parked in disabled spaces that accounts for 23 cars. **This means that 9 or 28 percent of the vehicles in the lot at the time of our observations did not pay to park**. Interestingly, we counted 13 cars with permits in the lot, thus we assume that 4 vehicles displaying day permits paid for parking. It is our assumption that the non-paying vehicles were those which displayed day permit decals.

Of course, as mentioned at the beginning of the memorandum, this is only a general review of beach parking operations, but this finding certainly warrants further study.

ACCESS AND REVENUE CONTROL

Gateless pre-paid parking is available in each of the subject lots via either Luke 2 pay by space multi space credit, cash, and coin accepting meters, Duncan single space coin accepting meters, or Pacific Parking pay and display credit, cash, or coin accepting pay station. No pay by phone signage was observed in any of the subject lots.

The pay information in the Granada lot is quite confusing. Walker noticed customers struggling to understand the payment policy for the unmetered spots.

Afterhours access to the lots is either uncontrolled or controlled via gate arms or metal cattle style barrier gates. Subject lots observed with closable gates were:

- 72nd & Ocean
- Granada & Ocean
- Belmont Pier
- Junipero Lot

Locking swinging gates could be added to control access to:

- Pier Point Landing
- Marina Green
- Alamitos Lot
- La Verne & Ocean
- 54th & Claremont
- Mother's Beach

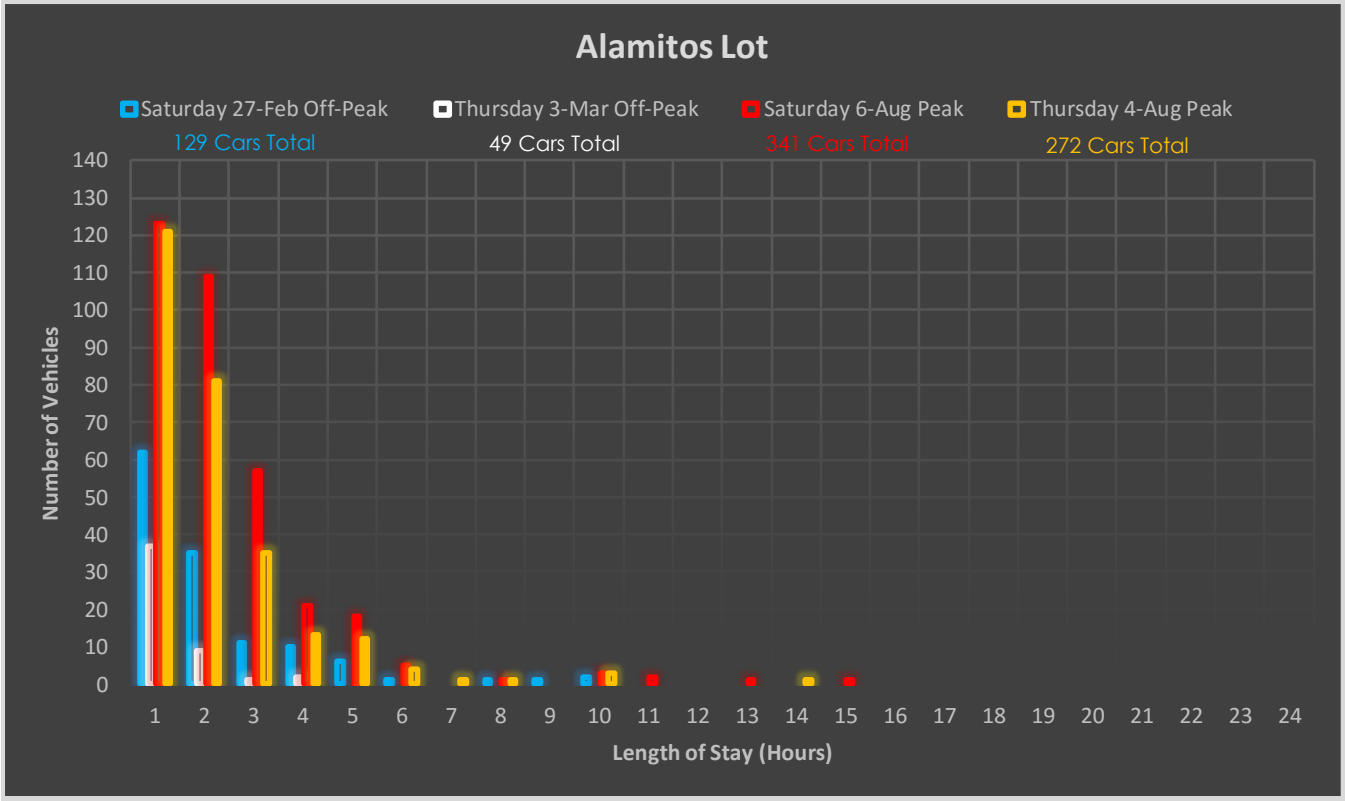
LENGTH OF STAY ANALYSIS

One of the City's concerns is access for all users of the beach lots. Users include visitors, area employees, residents, and fisherman to name a few. As such, Walker reviewed data provided by the City to better understand how long different user groups are occupying the lot. Given the scope of this engagement, this analysis is meant to serve as an informative snapshot highlighting issues in need of further study. Having said that, the following figures present length of stay data for the Alamitos Lot and Belmont Pier Lot.

The data used for this analysis is from 2016. For each lot, four sample days were selected, two during the off-peak (winter), and two during the peak (summer). The two days selected in each season are composed of one weekday (Thursday) and one weekend day (Saturday). The reason for the selection of these days is to compare the activity in the lot during peak and off-peak season and weekdays and weekends.

In the subsequent figures (2 and 3), the blue and white bars represent off-peak season days, and the red and yellow bars represent peak season days.

Figure 2: Length of Stay - Alamitos Lot



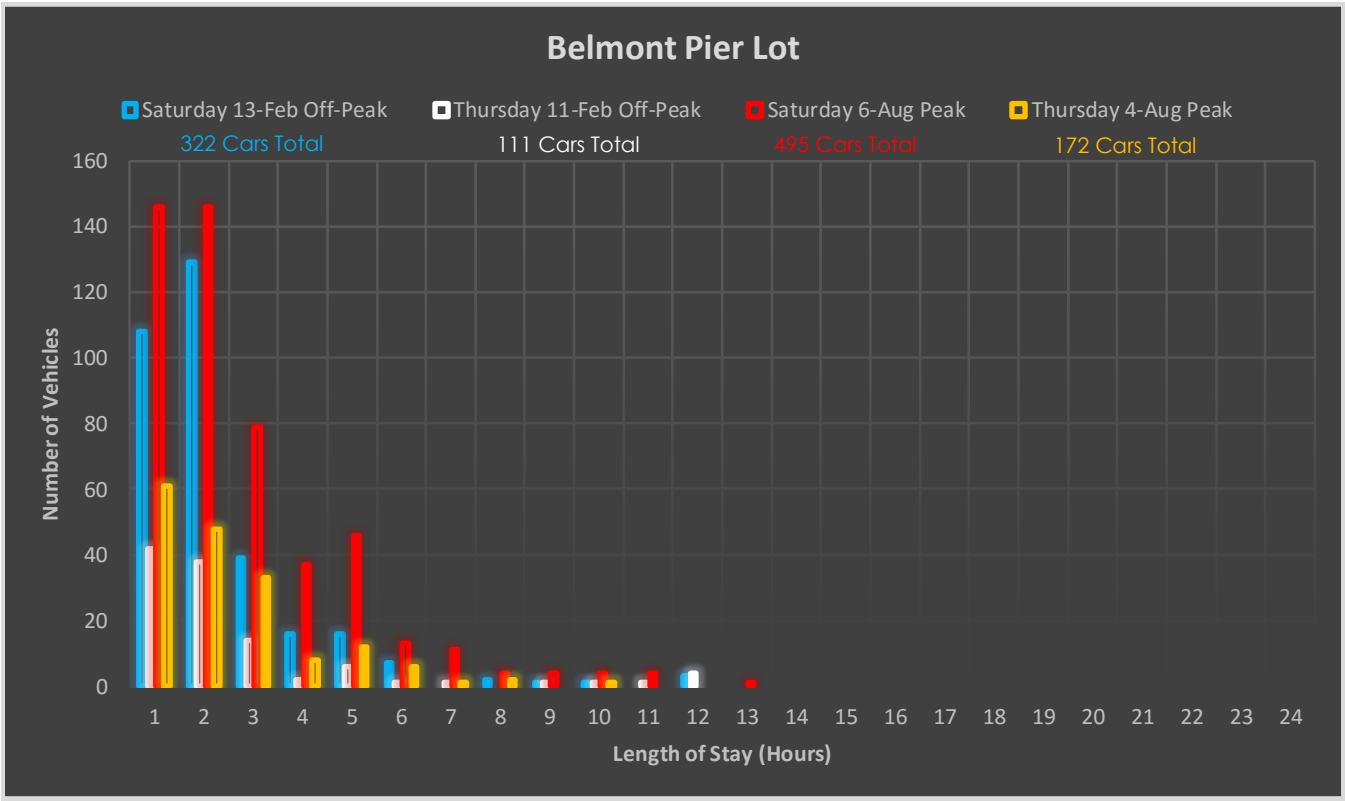
Source: *Walker Parking Consultants*, 2016.

In looking at the vehicle duration data for the Alamitos Lot, we see that most users occupy the lot for 1 to 4 hours. This is evidenced by the data which demonstrates that vehicles that stayed 1 to 4 hours accounted for 91% of all cars on Saturday February 27, 100% of all cars on Thursday March 3, 91% of all cars on Saturday August 6, and 92% of all cars on Thursday August 4. Our assumption is that the bulk of vehicles within the 1 to 4-hour mark are visitors, beyond four hours, we assume that there is a mix of users comprised of area employees and residents.

Additionally, in looking at the data we see that both weekdays and weekends in the summer experience higher instances of short-term visitor parking. This is likely due to increased demand in the summer.

At the Belmont Pier Lot, we see similar patterns of use. An analysis of the data reveals that 91% of cars stayed between 1 to 4 hours on Saturday February 13, 86% of all cars on Thursday February 11, 82% of all cars on Saturday August 6, and 87% of all cars on Thursday August 4 stayed between 1 to 4 hours.

Figure 3: Length of Stay - Belmont Pier Lot



Source: *Walker Parking Consultants*, 2016.

It is imperative to note however, that the data only represents the number of vehicles that actually paid for parking. Permit parkers and/or motorists who did not pay to park are not reflected in this data. And, as we have found from our site visits, there are several vehicles that are not accounted for that add to the parking occupancy and may have extended lengths of stay that we are unaware of.

RECOMMENDATIONS

Upon review of the City's beach parking system, there are steps that Long Beach can take to remedy the issues identified.

- Conduct occupancy counts at night, looking for permit vs. non-permit vehicles. This will help inform how accessible these lots are at night, and how they are used after hours, when the lots are meant to be closed.
- Occupancy counts during the peak (summer) to gauge both permit and transient activity, both day and night on weekdays and weekends.
- Facilitate enforcement of permit parking. City should consider Barcodes or license plate as permit credentialing, enforced via Mobile LPR. This will allow for tracking of permit data for a more complete analysis of the system.
- Create a uniform way of presenting parking information, same types of signs in all lots. Develop an identity/brand for the Long Beach parking system that can be easily recognized by customers.
- Improve wayfinding (signage) from the street, beach lots are difficult to find as there is no signage on the street; Alamitos, Junipero, Belmont Pier, and Granada & Ocean Lots are difficult to find.
- Eliminate the daily max rate of 90 minutes in the Pier Point and Marina Green Lots.
- Align all of the parking programs (e.g., Parks, Recreation and Marine, and Public Works) so that there is one central parking department in charge of all permit programs and rate schedules.
- The hours of operation for the lots should be standardized across all entities (i.e., California Coastal Commission, Municipal Code, Posted Info). Eliminate the sunrise to sunset description and instead define the hours from 5:00 AM to 12:00 AM.

1. INTRODUCTION AND EXECUTIVE SUMMARY

Belmont Shore has a thriving commercial district flanked on either side by a dense residential district, both of which were initially built in the 1920's and 1930's before modern code requirements, all in an area subject to California Coastal Commission review due to its proximity to the Pacific Ocean and Alamitos Bay.

The area experiences a high demand for parking in the evening and overnight year-round, with even more strain placed on the parking system during the summer months when beach goer activity peaks.

There is intense competition for parking spaces in Belmont Shore among residents, employees, customers and beach goers.

Identified Objective

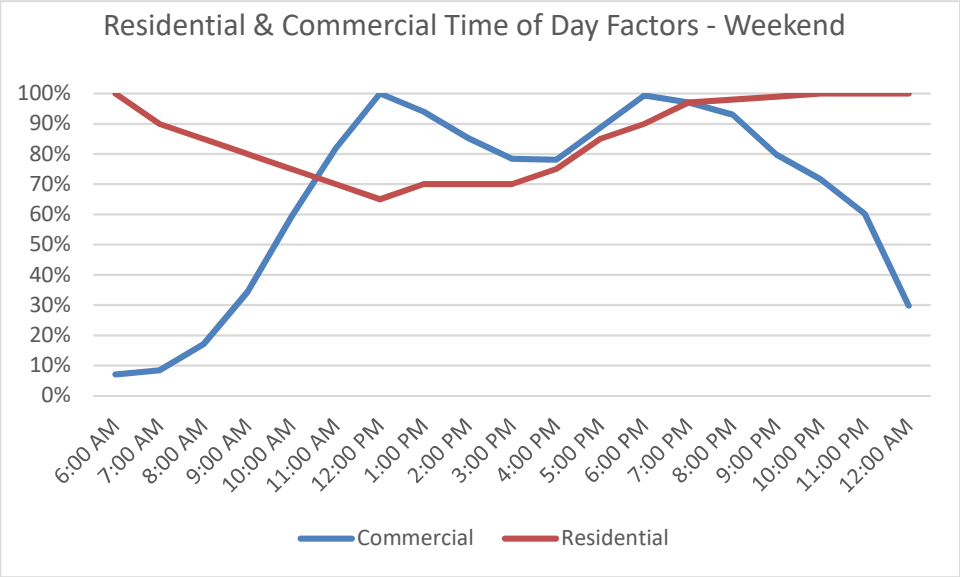
The City of Long Beach would like to maximize the efficiency and availability of parking in Belmont Shore to improve the parking experience for all parkers.

KEY POINTS:

- **Current parking conditions in Belmont Shore are generally adequate for the business community; however, longer-term there are worries that the parking system could hamper the attraction of regional (commercial) draws to Second Street.**
- **Overall, parking demand in the area peak overnight; residential parking demand is a key driver of parking availability or lack thereof.**
- **Evening represents a crunch time for the areas in closest proximity to the business district as residents return home for the evening while restaurant/bar uses are experiencing peak parking demands.**
- **The obstacles to building a parking structure are significant. Acquiring land on which to construct additional parking and the cost of constructing parking is likely cost prohibitive. Residents have expressed significant concerns about the aesthetic impacts on adjacent residential properties. Finally, building a multi-level parking structure in a two-story business district would not be a panacea. Walking distances to most of the district would be significant, thereby dissuading usage.**
- **Private garages make up a large source of residential parking; however, given the cost**

of land, there is a strong incentive for residents to park on the street and use garage space for other purposes.

- **The competition for parking spaces is most intense between 4:00-7:00 PM on weekends**



PURPOSE OF THIS TECHNICAL MEMORANDUM

This technical memorandum and its accompanying PowerPoint presentation summarize the study work and comprehensive report (submitted October 2016), completed to date. It lays out a framework for implementing recommendations from the study at the City's discretion.

2. SUMMARY RECOMMENDATIONS FROM PARKING STUDY

During 2016, Walker conducted outreach, data collection and an analysis of parking conditions in the Belmont Shore parking study area. The report featured recommendations regarding potential changing to parking policies, programs, and the parking supply. What follows is a categorized listing of these recommendations.

ENGINEERING/CAPACITY ENHANCEMENTS

- Determine if any on-street red curb can be removed in study area to add parking spaces
- Replace old meters in off-street lots with smart meters or pay stations
- Use potential revenue increases to install vehicle stacking systems in public parking lots
- Attendant assist parking in public lots (increases functional capacity of surface lots by 5-30%)

- Remote parking with free shuttle service. A reasonable working assumption is that the cost of running a shuttle would be roughly $85-$90 per operating bus hour, but can vary based on a wide variety of factors. Hours of operation and the number of vehicles identified as necessary to minimize wait times and provide a reasonable level of service will impact total shuttle operation costs as well."

POLICIES

- Dynamic (variable) meter pricing at parking meters
- Extend hours of enforcement at parking meters to manage parking during busy periods of time
- Fast track and reduce permit fees for garage modifications
- Amend code related to remodels and parking
- Seek Coastal Commission approval for a plan to implement paid parking at all on-street parking in the study area, with concomitant paid parking permits for residents' convenience

PROGRAMS AND SUPPORT SERVICES

- Sponsor a garage cleanup day to facilitate residents' ability to park off street
- 'Unlock' the private parking supply on 2nd Street
- Continue to promote alternative means of transportation
- Add bikeshare station in a central location convenient to 2nd Street
- Create a parklet and bikeshare corral
- Create an Uber/Lyft drop-off/pick-up location
- Provide incentives for the public to use Uber/Lyft to come to/go from Belmont Shore rather than using parking.
- Discuss improvements to service changes with Long Beach Transit to increase ridership and reduce the need for parking
- Implement a car sharing program and provision of dedicated car share parking spaces
- Work with Ride Amigos or similar vendor on bike-pooling, ride matching and incentive programs. Downtown San Diego's Free Ride Everywhere Downtown (FRED) provides a hybrid shuttle-ride share solution that has proven very popular.[1]
- Ocean Boulevard road diet between Livingston Drive and Bayshore Avenue (complete, created 150 additional parking spaces).
- Attendant assist in public lots/public valet to maximize capacity

[1] http://www.thefreeride.com/fred/

MESSAGING

- Introduce and market programs and policy changes as an integrated suite of options.
- Demonstrate concrete examples to the public of how increased parking revenues could be funneled back into Belmont Shore in the form of quality of life improvements.

3. GOALS

This section discusses various goals that the City may choose to pursue, while the final section of this memorandum discusses short-, intermediate-, and long-term goals.

A. MODERNIZE PUBLIC PARKING LOTS

The public parking lots along 2nd Street, as well as the beach lots, generally utilize older single space parking meters that do not allow for dynamic pricing. Upgrades to the public parking lots can accomplish several synergies and allow for more nuanced parking management measures such as dynamic pricing.

B. REDUCE EMPLOYEE PARKING IN BELMONT SHORE

A common complaint of residents, though not necessarily of business owners and landlords, is that employee parking, particularly related to restaurant and bar uses on 2nd Street, impacts their ability to find parking. There is a desire to 'push' employee parking out of Belmont Shore; however, on-street parking is a public good open to use by all. Employee parking cannot be banned by fiat. Potential solutions in this case include making parking available elsewhere and alternative means of transportation to work more attractive or making on-street parking close to their destination less attractive.

C. INCREASE UTILIZATION OF PRIVATE RESIDENTIAL GARAGES

The parking study identified residential parking garages as one of the largest sources of parking capacity in the study area, roughly equal in capacity to on-street parking in the residential areas. However, for a variety of reasons many garages are likely not being used for parking. Programs and policies to increase the use of garages for their intended purpose of vehicle parking could be both positive and punitive.

D. PROMOTE TURNOVER AND AVAILABILITY OF THE MOST VALUABLE SPACES

Public parking in the Business District was observed to be 99% full in Belmont Shore during peak periods of parking demand in the summer, with more expensive or otherwise restricted private parking less utilized. The lack of availability of parking near the businesses can lead to waste in the form of cruising (searching) for parking (wasted time, wasted fuel, increased emissions, increased frustration) by visitors who prioritize parking close to their destination.

Additionally, the hours of operations of parking meters on-street and in the public lots are such that employees and residents know where they can park when. This leads to these users filling spaces (that then sit full all evening) that should be utilized by customers. Customers in turn, end up parking further down the street and walking through the neighborhood to and from their vehicles. When customers are leaving an establishment at 2AM, it is preferable that they find parking close to their destination rather than 500 feet down a residential street.

E. INCREASE THE PARKING SUPPLY WHERE COST EFFECTIVE

While the acquisition of land and construction of structured parking may be cost prohibitive in today's environment, the City should continue to pursue lower cost solutions that provide small increase to the parking supply where possible.

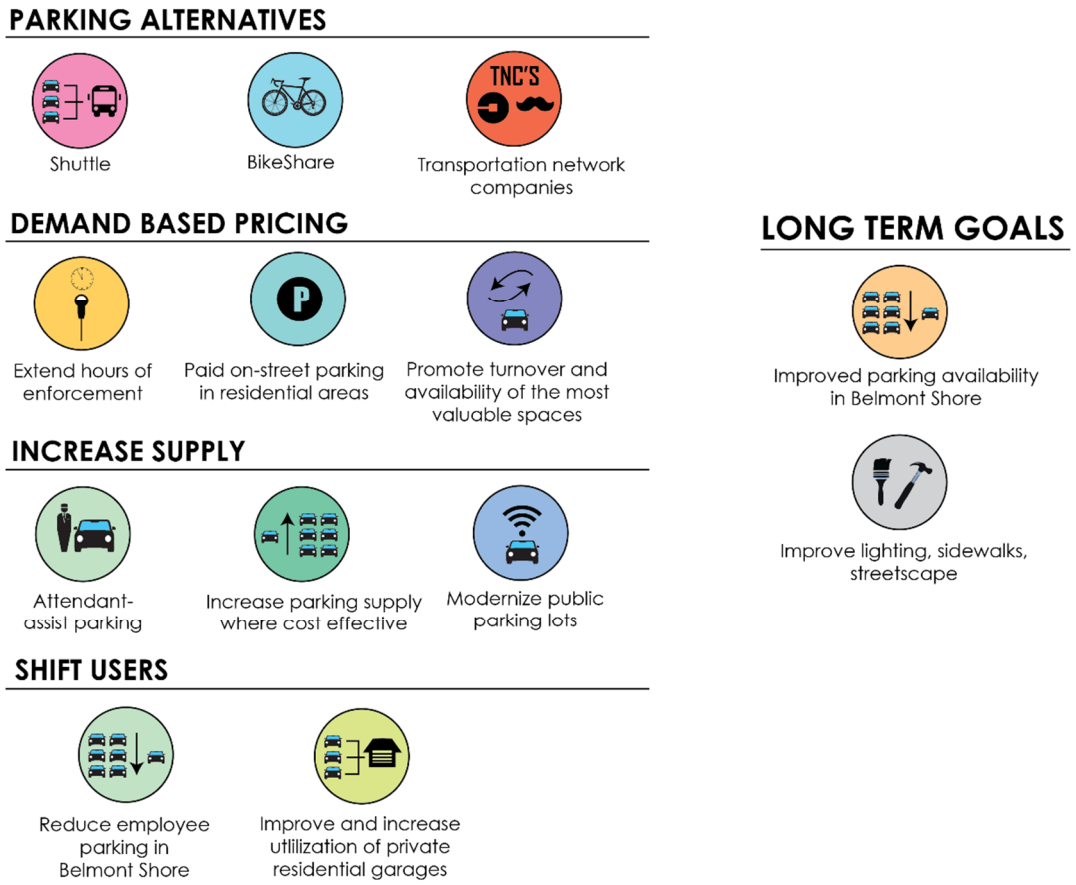
F. REDUCE PARKING DEMAND BY ENCOURAGING PARKING ALTERNATIVES IN BELMONT SHORE

This strategy, instead of focusing on how to accommodate everyone who wants to park in Belmont Shore, focuses on reducing parking demand through the promotion of alternative means of transportation and other policies for those who can make use of the alternatives, thereby reducing the demand for parking spaces. Both the aforementioned employee commute survey, as well as a potential survey of Belmont Shore residents, could help inform what it would take to push/pull people towards alternative forms of transportation.

G. IMPLEMENT POLICIES THAT WORK TOGETHER TO CREATE IMPROVEMENTS

The individual recommendations for parking policies and operational enhancements in the following section are designed to work together, reinforce one another, and form a comprehensive to parking planning and management for Belmont Shore. Because of this, the individual recommendations contained in this report may, in many cases, be limited in their efficacy if implemented in isolation and not as part of a broader strategy. Funding generated by and for parking and parking-related transportation alternatives works in a similar way. The recommendations recognize that revenue generated from parking should be used to improve parking or provide people with alternatives to parking, which improve parking availability and overall access to the district. The figure on the following page demonstrates the interactive nature of the policies that make up the roadmap.

Figure 1: Summary of Policy Recommendations for Implementation



Source: Walker Parking Consultants, 2017

4. NEXT STEPS AND IMPLEMENTATION ROADMAP

A multi-faceted implementation program would prioritize parking efficiency, turnover and choice and leverage complementary policies. Walker recommends using varying levels of incentives and disincentives to optimize use of the parking system, support services and ultimately to improve the (customer service) experience of the parking user. This section discusses a potential implementation path to achieve that goal.

Short-Term Implementation Actions

Short-term implementation actions are items that could be accomplished within the next 6-24 months. In many cases, short-terms items represent low hanging fruit that may serve as building block to longer-term action items.

- Ocean Boulevard road diet between Livingston Drive and Bayshore Avenue (complete, created 150 additional parking spaces).

- Restripe/redesign/improve public parking lots as applicable to maximize the number of spaces and prepare the lots for eventual installation of vehicle stacking systems.
    - Replace single space meters with either single space smart meters or multi-space meter systems in public parking lots to allow for credit card acceptance and dynamic pricing.

- **Extend hours of enforcement at parking meters** – reduce the ability of some to game the system by parking shortly before meter enforcement ends and parking for an extended period. Through this policy we protect close-in parking supply for business district patrons.
    - Parking meters in off-street public lots and on-street should be enforced until 10:00 PM Sunday-Thursday and until midnight Friday-Saturday.
    - Additional revenue from the extended hours could be used to fund enforcement, safety improvements, and future capacity enhancing actions.

- City-sponsored **garage clean-up day**. The purpose of this event would be to facilitate the cleanup of garages to make way for the parking of cars. It could be a well-publicized and festive event with refreshments and outreach. The City would provide these along with the hauling capacity to remove all unwanted items.
    - A garage clean-up day may encourage residents to get rid of items that they currently find too difficult to arrange disposal of, which could potentially free up spaces in garages for parking instead of storage.

- Continue to **promote alternative means of transportation**.
  - The Business Association's transit pass program should be continued, expanded if practical, and marketed and promoted more extensively.
  - Add bikeshare station in center of 2nd Street and/or consider creation of a parklet and bikeshare corral (Partially complete, an additional Bikeshare station has been added on 2nd Street at Granada).
  - Create an Uber/Lyft drop-off/pick-up area to encourage greater use of this "non-parking dependent" mode of travel to Belmont Shore.

  Increases in all three of these non-single occupant vehicle mode share would decrease parking demand.

- Determine if any red curb can be removed in study area to add parking. Red curb within Belmont Shore should be evaluated to determine if there are areas where it is unnecessary and can be removed, creating new on-street parking spaces.

- Conduct an employee commuting preference survey - to develop programs and support services that would best suit the needs of 2nd Street employees, a survey would be a beneficial tool.
  - A survey would logically be part of an implementation project, as survey data would hone the recommendations, to yield a program that is custom-suited to the business district's employee base.

- Support the promotion of software apps that seek to unlock the private parking supply to more parking users, effectively increasing the supply of available parking.

Medium-Term Implementation Actions

Medium-term implementation actions are items that could be accomplished within the next 2-4 years. In many cases, medium-terms items represent a continuation and extension of short-term actions and provide building block to longer-term action items.

- With new, modern, meters in place, **implement dynamic (variable) meter pricing** at parking meters – prices could be set higher during peak times of the day and year and lower at other times to maximize the capacity of the lots. Additional revenue from parking meters could be used to fund future capacity enhancing actions such as vehicle stacking systems and attendant-assist parking in public lots.

- Amend code related to building remodels and parking. The current code related to building remodels and parking is lenient and leads to additional residential parking demand being created while additional parking is not.

- **Attendant assist parking in public lots**. Increases the capacity of parking lots by parking vehicles in the drive aisles, blocking other vehicles. An attendant would be required to manage the shuffling of vehicles as needed. The presence of an attendant would increase security in the parking lots.

- Fast track permit process and reduce permit fees for garage modification. Many of the private garages in Belmont Shore were built roughly 100 years ago and may not fit some types of modern vehicles. However, in some instances the width of the garage door is the limiting factor more than the width of the garage itself. The City could encourage residents to modify their garages to fit modern vehicles by reducing permit fees and permit times. The City could also consider providing financial incentives (cost-sharing) for garage retrofits, in exchange for the property owner agreeing to regular inspections to ensure the reason for the incentives (returning the garage into service as vehicle parking) is being adhered to.

- Provide incentives to use Uber/Lyft to come to/go from Belmont Shore. Geofences can be set up to delineate area participating in incentive programs, which can include programs such as discounted rides to/from Belmont Shore during certain times (subsidized by the Business Association) or electronic coupons to local business (such as $2 of $10 at Restaurants X, Y, and Z), tied to Uber/Lyft rides

- Work with local businesses to create incentives for the use of mobile parking apps to pay for parking.

- Implement a car sharing program/partnership with electric vehicle companies and provision of dedicated car share parking spaces. Some residents could be persuaded to reduce the number of vehicles in their household if car sharing was available and viable in the greater Long Beach area.

- Work with applicable vendors on bike pooling, ride matching and incentive programs

Long-Term Implementation Actions

Long-term implementation actions are items that could be accomplished in a 4-6year timeframe assuming short- and medium-term items are implemented first.

- Implementation of **paid on-street parking throughout Belmont Shore** – as the price of parking in the business district goes up, the disparity between paid parking in the business district and free parking in the residential district increases. Paid parking in the residential

district would reduce this disparity.

- Revenues could be used to fund on-going parking management strategies, fund future capacity enhancements as needed, and fund streetscape and other quality of life improvements in the district.
- Paid on-street parking in the residential areas could be in the form of single space meters, multi-space meters with pay by plate, or entirely via pay-be-cell to reduce aesthetic impacts.
- Meters in the residential area should be tied in to the overall system, with dynamic pricing implemented as necessary.
- Permits could be made available to reduce inconvenience for residents and others willing to purchase an annual pass, bi-annual or monthly pass.
- Improve the beach lots and make free after hours (roughly 9:00 PM-6:00 AM) to preserve a free parking option at night for residents and visitors in Belmont Shore.
- Paid parking would need to be implemented in a manner acceptable to the California Coastal Commission.

- Use potential revenue increases to install vehicle stacking systems in public parking lots. Employee vehicles could be housed in the top spot, with customers parking in the space below. The presence of parking operator to manage the lifts would also increase security in the parking lots.

- Create a **remote parking lot** with free shuttle (Davies Harbor Launch Ramp or at the Marina): Creation of a remote parking area with a free shuttle would provide employees with an alternative to driving all the way in to Belmont Shore and then looking for parking. However, there would still likely need to be incentives or disincentives to encourage employees to utilize the remote lot. For example, providing coffee to employees who parked there in the morning would be a creative "perk."
    - A positive "pull" incentive would be a gift card drawing or business discount program for employees who utilize the remote lot. Such policies have been implemented in a few commercial districts.

- Discuss service changes with Long Beach Transit. The transit pass program is only as strong as the underlying transit services provided.

COMPARABLE MUNICIPAL PREFERNTIAL PARKING PROGRAMS

Many coastal California cities experience residential parking issues r in the City of Long Beach. Like Long Beach, several coastal cities preferential parking programs of some form to address the imp residential streets. While Long Beach has managed to implemen permit program in its beach lots, other cities like Santa Monica, Sa Hermosa Beach have also managed to create preferential parking districts on residential streets in the coastal zone.

Our research and experience suggests that the key to the success of other cities' implementation of preferential parking districts is an effective demonstration to the Coastal Commission that each city's program preserves or does not impede access to the coast. The cities were able to demonstrate that their programs do not impact coastal access in a variety of ways, but the key arguments are generally as follows:

- Cities demonstrated that the parking spaces slated for preferential parking were not being used by beachgoers to access the coast.
- Residential development surrounding the spaces slated for preferential parking was built with inadequate/limited on-site parking per today's standards.
- The public was not excluded entirely from parking in the preferential parking districts. Two-hour limited parking allowed for public day time use of those spaces when beach demand is high. Preferential parking (i.e., resident-only parking) only went into effect in the evening when beach demand is low.

Under these circumstances the aforementioned cities have had relative success in having their preferential parking programs approved. Should the City of Long Beach pursue the implementation of a preferential parking program, our research indicates that it may be possible to gain Commission approval; however, significant deliberations with the Coastal Commission for approval of such programs should be expected.

It is important to note that the identified approach does not guarantee success. The Coastal Commission takes a case-by-case approach to every application, thus past approvals have not necessarily set a precedent for future approvals. Also, while several preferential parking permits have been approved historically, it is our understanding that the Coastal Commission in recent years may be leaning away from approving these types of programs.

Additionally, the City needs to consider the effect that such programs may have on the parking system as a whole. By implementing preferential parking for one group, even if coastal access remains unaffected, there may be other surrounding land uses that may be impacted. For example, limiting on street parking to residential use in areas surrounded by commercial uses could have a negative impact on businesses that rely on those spaces. Before implementing a preferential parking program, the City should consider all the potential impacts of the program. Doing so will allow the City to better balance the needs of all stakeholders, and make informed decisions regarding the broader parking policy.

PREFERENTIAL PARKING DISTRICTS

Historically, cities have found it difficult if not impossible to implement preferential parking districts in the coastal zone. The Coastal Commission typically opposes any program which favors one group over another when it comes to parking that can be used to access the coast, as preferential parking districts do. However, some cities have been successful in getting applications for the establishment of preferential parking districts approved. The successful plans have generally maintained access of district spaces for public use, at least during the day, when beach parking demand is high. The following examples demonstrate how different cities have managed to implement preferential parking districts.

SANTA MONICA

The City of Santa Monica has had success in implementing preferential parking districts through the Coastal Commission's application process. Prior to 2003, the City submitted eight coastal permit applications for preferential parking districts. In 1999 seven were approved. In 2003, the City applied for an additional preferential parking district which the Coastal Commission approved with a five-year sunset provision. To continue the program, the City needed to demonstrate that it was operating as designed, and that coastal access was maintained.

The City's 2003 permit application called for restrictions on public on-street parking along nine blocks in the coastal zone. The area is bounded by Ocean Avenue, Montana Avenue, 4th Street, and California Street. The permit allowed for residential permit parking only during the hours of 6PM to 8AM. During all other hours, there was a two-hour time limit on those spaces.

The reasons why Santa Monica was able to get the 2003 permit approved are as follows:

- The City could demonstrate, through a parking study, that the on-street parking spaces in question were being occupied by visitors to the commercial areas such as the Third Street Promenade or Montana Avenue, not beachgoers. Thus, the competition for these spaces was between residents and visitors of commercial areas, not visitors attempting to access the coast. As such, the implementation of this program did not preclude beachgoers from accessing the coast.

- The proposed district is also characterized as older residential development from the 1920s to 1950s. As such, it was determined that there is limited or insufficient off-street parking for residents.

- The City also ensured that access to these spaces was open to the general public during the day, when peak beach demand occurs. The City implemented two-hour time limits in these areas.

There are several examples at the City of Santa Monica that demonstrate the type of restrictions that have been implemented. Figure 1 on the next page, shows some of the approved preferential parking districts.

While Santa Monica has had success in implementing preferential parking districts, past approvals have not set a precedent for future approvals. Conversations with staff suggest the likelihood that each application is evaluated on a case-by-case basis. As such, if the City of Long Beach attempted to use the same formula as the City of Santa Monica to submit a permit application for the creation of a preferential parking district, precedent is no guarantee that it will succeed.

Figure 1: Santa Monica's Preferential Parking Zones Within the Coastal Zone

Permit #	Zone	Location	Parking Restrictions
5-99-045	A	Vicente Terrace, between Appian Way on the west and Ocean Avenue to the east.	No parking or stopping during the hours of 9:00 AM and 6:00 PM without a permit
5-99-046	B	Fraser, Hart, and Wadsworth Avenues between Barnard Way and Neilson Way; the north side of Ocean Park Boulevard between Barnard Way and Neilson Way; Bicknell Avenue, Pacific Street, and Strand Street between Neilson Way and Ocean Avenue; and Hollister Avenue between Neilson Way and Ocean Avenue/Barnard Way	No parking or stopping anytime without a permit
5-99-047	C	Second and Third Streets between Ocean Park Boulevard and the south City limits; Hill Street between Main Street and Fourth Street; and Beach Street, Ashland Avenue, and Marine Street between Main Street and Third Street, excepting there from the portion of any such street directly adjacent to a school, church, or license day care facility in other than a place of residence and excepting there from any metered parking space from use by permittees	No parking or stopping during the hours of 6:00 p.m. to 2:00 a.m. without a permit
5-99-048	F	Hill and Raymond Streets, between Lincoln Boulevard and Seventh Street	No parking or stopping for more than two hours between the hours of 7:00 a.m. and 6:00 p.m. without a permit
5-99-049	I	Second and Third Street from Ocean Park Boulevard to Strand Street; Strand Street, Hollister Avenue, and Ocean Park Boulevard from Main Street to Third Street; Norman Place from Main Street to Second Street; and Miles Street from Second Street to Third Street	No parking or stopping for more than one hour between the hours of 9:00a.m. and 6:00 p.m. without a permit, and no parking or stopping adjacent to any curb between the hours of 6:00 p.m. and 2:00 a.m. without a permit
5-99-050	M	Third Street between Pico Boulevard and Strand Street; Bay Street between Neilson Way and Third Street; Bicknell Avenue between Neilson Way and Third Street; Pacific Street between Neilson Way and Third Street; and Bicknell Avenue between Third and Fourth Streets	No parking or stopping for more than two hours between the hours of 9:00 a.m. to 10:00 p.m. without a permit, and no parking or stopping between the hours of 10:00 p.m. and 2:00 a.m. without a permit
5-99-051	P	Barnard Way frontage road at the south curve, adjacent to 3356 Barnard Way	24-hour preferential parking district for residents only with no parking or stopping any time without a permit
5-97-215 & 5-00219		Along Adelaide Drive and Fourth Street, between Adelaide Drive and San Vicente Boulevard	No parking or stopping during the hours of 6:00 p.m. to 8:00 a.m. without a permit

Source: Coastal Commission Staff Report, 2003

The City's preferential parking permit program is still in use today. While Walker could not confirm the renewal of the 2003 coastal permit, residents today can purchase an annual permit in the form of a decal to be affixed on the left side of the rear bumper or a hangtag to be hung from the rearview mirror. The rates for these permits are as follows:

Figure 2: Preferential Parking Permit Rates

Resident Permits – Annual	**Rates Effective Oct 1, 2013**
First	$20
Second	$25
Third	$40
Fourth or more	$60
Resident Permits Issued 6 Months or Less from Expiration	
First	$10
Second	$15
Third	$25
Fourth or more	$35
Visitor Permits – Annual	
Each (maximum of 2)	$30
Visitor Permits Issued 6 Months or Less from Expiration	
Each (maximum of 2)	$15
Temporary Permits	
30-Day Permit (new resident)	Free
One-Day Guest, self-print	Free
One-Day Guest, pick up from office	$2 each
Stolen/Lost Permits	
1st stolen, with Police report	Free
2nd stolen, with Police report	50% of cost
3rd stolen, with Police report, or any replacement w/o Police report (Lost permit)	Full cost

Source: City of Santa Monica, 2013

Per the City of Santa Monica this rate structure reflects the City's policies to better manage parking through pricing, by keeping the price of the first two permits relatively low and the price for additional permits high. The limits on purchasing permits, while not explicitly capped for residential permits, are as follows:

- One annual residential permit per vehicle registered at the current Santa Monica residential address.
- Up to two annual visitor permits per household.
- Up to 25 one-day temporary permits per specific date, and up to 300 per permit year, for private events at permit holder's home (must have a valid resident or visitor permit to access this feature).

Additionally, residential permit parking is only allowed within a two-block radius of the permit-holder's address. Permits are not valid in the City's parking structures, lots, or beach lots.

SANTA CRUZ

In 1979, the City of Santa Cruz submitted an application to restrict public parking during summer weekends from 11AM to 5PM, essentially creating a preferential parking district for residents to utilize on-street spaces in the Live Oak residential area. The City mitigated the effects of the loss of available on-street spaces by implementing day use permits open to the general public, providing remote lots, and a free shuttle service. The Coastal Commission found that the City's mitigation measures sufficed the issue of coastal access for the general public and approved the permit. The day permit is still used today.

In 1983, the City of Santa Cruz submitted an application for a residential permit district in another part of the City (Beach Flats) just north of the beach and boardwalk. The area is a mixture of residential and commercial/visitor uses. The area was originally developed with summer cottages on small lots and narrow streets. Over the years the cottages were converted to more typical housing, albeit with insufficient off-street parking, which coincided with increasing numbers of visitors to the area. The result was competition for on-street parking between residents and visitors.

The Coastal Commission reviewed the city's application and approved the permit for the following reasons:

- There was parking available for visitors in public lots.
- There was adequate and available public parking in non-metered spaces.
- A condition of approval was that parking permits be limited to only those residences that had insufficient off-street parking. Newer developments could not get preferential permits. Thus, the City issued permits only to those residences that lacked parking options.

The County of Santa Cruz now administers the Live Oak Parking Program which is still in use today. Residents of Live Oak can apply for up to five permits per residence. The first two permits are free decals to be affixed on the vehicles, any additional permits are offered at a cost of $15 each, these come in the form of a transferrable hangtag. Permits are valid from the first weekend in April to the first weekend in September.

Additionally, the City of Santa Cruz administers the Westside Residential Parking Program which also offers up to five permits per household, two resident and three guest permits. The price for each of the permits is $25 and they are valid from September 15th through June 30th. Up to 30 daily permits per year may also be purchased at a price of $2 each.

HERMOSA BEACH

Similar to Santa Cruz's Live Oak preferential permit district, Hermosa Beach had success many years ago in implementing a preferential permit district. The City submitted a similar application for a preferential permit district in 1982 for an area adjacent to the coastline and extending inland approximately 1,000 feet. The proposed district included both residential and downtown commercial uses. The district was intended to relieve parking congestion near the beach.

The City created a two-pronged approach for the program. First, the city disincentivized parking close to the beach; second, the City provided free parking in remote areas to replace the restricted on-street spaces. The Coastal Commission denied the permit as proposed, but provided conditions of approval that the City implemented. The conditions set forth required the City to make available a day use permit open to the public and a shuttle system to transport people between the beach and the remote parking areas. The City met the conditions of approval and was granted a permit.

In 1986, the City applied for an amendment to the permit for the removal of the shuttle system. The City contended that due to the loss of funds for the operation of the shuttle system it was necessary to remove it. The Commission approved the removal of the shuttle system because the City demonstrated that the shuttle system was lightly used and the remote parking areas were within walking distance, thus showing that beach access would not be hampered by the removal of the shuttle system.

Hermosa Beach's residential parking permit is still in use today. The permits come in the form of a decal that is affixed to the vehicle for a cost $40.00. Permits are valid from March 1 to February 28 each year. A prorated rate to half price is offered for permit purchases after September 1 of each year. Both residents and employees of the district can purchase a permit with proof of residency or employment.

Residents may purchase a decal for each vehicle that is registered in their name and one transferable guest permit per residence per year, as long as one has not already been issued to the address.

Permits allow residents to park in yellow posted metered spaces without paying the meter rate or in one hour metered spaces beyond the one-hour time limit. Permits are not valid at two-hour spaces, which are to remain open for public use. Permits are also not exempt from street sweeping regulations.

SEAL BEACH

Another city that has successfully implemented a preferential parking district is the City of Seal Beach. However, unlike other cities, our research indicates that the City's residential permit program precedes the Coastal Act of 1976; therefore, the City's preferential parking permit program appears to be grandfathered in.

Upon conducting research, Walker found an ordinance (Ordinance No. 631) from 1963 that amends Chapter 13 "Motor Vehicles and Traffic" of the City of Seal Beach's municipal code. In short, the ordinance allows for the City to set limits on parking and allow for residential parking permits to be used in the parking limited areas.

Similar to other cities, residents who purchased a permit were given a decal to affix onto the car's windshield. Permits were valid for one year from the date of purchase, and the program was administered by the police department.

Today, parking permits are still being issued, per the City's website, mostly in District 1 the Old Town part of the City. The cost is $15 for a residential permit and $20 for a guest permit. Permits are only issued with proof of valid driver's license, car registration, and proof of residency such as a utility bill.

CONCLUSIONS

Based on our research, we suggest several takeaways from the approach of cities that have succeeded in implementing preferential parking districts.

1. Demonstrate that non-beach users are occupying the streets slated for the parking district and that the parking behavior of these users is what the city's parking permit policy seeks to address.
2. Show that the area is lacking in residential off-street parking per today's standards. Santa Monica did this by demonstrating that the proposed district is composed of residential development from the 1920s to 1950s, which had limited or insufficient parking
3. Show that the public will not be entirely excluded from parking on-street in the district. Limits to evening parking may be acceptable, but limits in effect 24 hours a day are unlikely to be accepted. For example, in 2003, Santa Monica allowed for two-hour limited public parking during the day, but residential permit parking only after 6PM.

While we found that cities have had success in implementing preferential parking districts in the coastal zone, we did not find any examples of recent approvals. It seems that the Coastal

Commission has leaned away from approving these types of programs in recent years. Conversations over the course of our research confirmed this impression.

It is important to note that although the Coastal Commission has approved preferential districts in the past based on the criteria discovered through our research; past performance is not indicative of future results. Each issue and location is addressed on a case-by-case basis, and precedents are not necessarily set by past rulings. Therefore, it is important to note that a strong case, and not necessarily using the same formula as other cities, must be made for any changes that may affect coastal access.

Furthermore, the City of Santa Monica is currently in the process of updating its Local Coastal Permit (LCP). The update comes in light of major developments that have occurred since 1992 (when the City last updated its LCP) especially the introduction of Metro's Expo light rail line. In keeping with the City's Land Use and Circulation Element (LUCE), the City is focusing on ways to reduce vehicle trips and parking demand, thereby relieving congestion and promoting clean air. It is concentrating heavily on making a case for alternative transportation as a viable alternative for accessing the coast. In other words, the City is trying to make the case that access to the coast does not mean simply building more parking at the coast. Further, not all access to the coast should be provided by automobile.

The City of Santa Monica is working on demonstrating that they have many public transportation options, plenty of parking in the Downtown area, which is still accessible from the beach, and an improved pedestrian and expansion bicycle path, lane, and bicycle parking network. Should Santa Monica succeed in demonstrating that accessing the coast does not only mean parking, then the City of Long Beach could attempt to make a case for potential preferential parking districts in the coastal zone using similar arguments. The City of Long Beach has great public transportation in Metro's Blue Line, the City appears to have much parking downtown, and the City has even made improvements to the parking near the beach, such as creating angled parking along Ocean Boulevard which increases access to the coast as it adds parking supply, presumably with no additional parking demand.

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