Development Services Department

City Council

December 11, 2018

Parking Study for Downtown and Alamitos Beach

Project Overview

Comprehensive study of parking in Downtown and Alamitos Beach to assess parking inventory, demand, availability, rates, utilization, and turnover; regulations and restrictions; and consider parking management strategies to address parking in these areas. The Study involved four major steps:

(1) Data collection of current parking demand, supply, hours of operation and rates; and parking regulations and restrictions;
(2) Identification of strategies to provide more on-street parking via restriping/reconfiguration; alternative parking sites; alternative travel modes, and mobile apps for available parking; etc.
(3) A public outreach and engagement component;
(4) Preparation of a Study report with recommendations.

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Study Background

- In compliance with the terms of a Settlement Agreement related to the sale of Successor Agency properties, the City completed a parking study in the Downtown and Alamitos Beach areas.

- A contract for the study was awarded to KOA in May of 2017.

- Long Beach Transportation and Parking Solutions (LBTAPS) collaborated with the City to craft the RFP, the scope of work, and select the traffic consultant.

- LBTAPS was involved in all aspects of the study and provided input to the draft Study Report.

- The data-driven study consisted of:

  - Review of existing land use, regulations and restrictions

  - Parking demand analysis (Supply, Occupancy, Turnover, Demand)

  - Public Outreach

  - Recommendations

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Downtown Data

Based on KOA's assessment of available parking, existing parking regulations and ordinances; existing parking restrictions; and, a summary of parking code requirements, the Study found that the *current parking supply in Downtown exceeds overall demand*. The following data summarizes the parking findings in Downtown:

- Approximately 15,000 off-street and 2,600 on-street parking spaces

- Weekday on-street occupancy ranging from 68-76% at peak hours

- Weekday off-street lots are only 22-44% full even at peak hours

- Weekend occupancy is similar at 75-88% for on-street and 29-32% for off-street

- Turnover is fair with an average parking duration of two hours

- Parking is generally available at all times

- Parking availability is the not the same as the exact space one desires is not always available at the exact location and price one desires

- Some off-street parking has limited or ineffective wayfinding and signage

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FIGURE 4.1 - EXISTING PARKING INVENTORY IN THE DOWNTOWN STUDY AREA (ON-STREET)

Existing Parking Inventory
Total Stalls (On-Street)

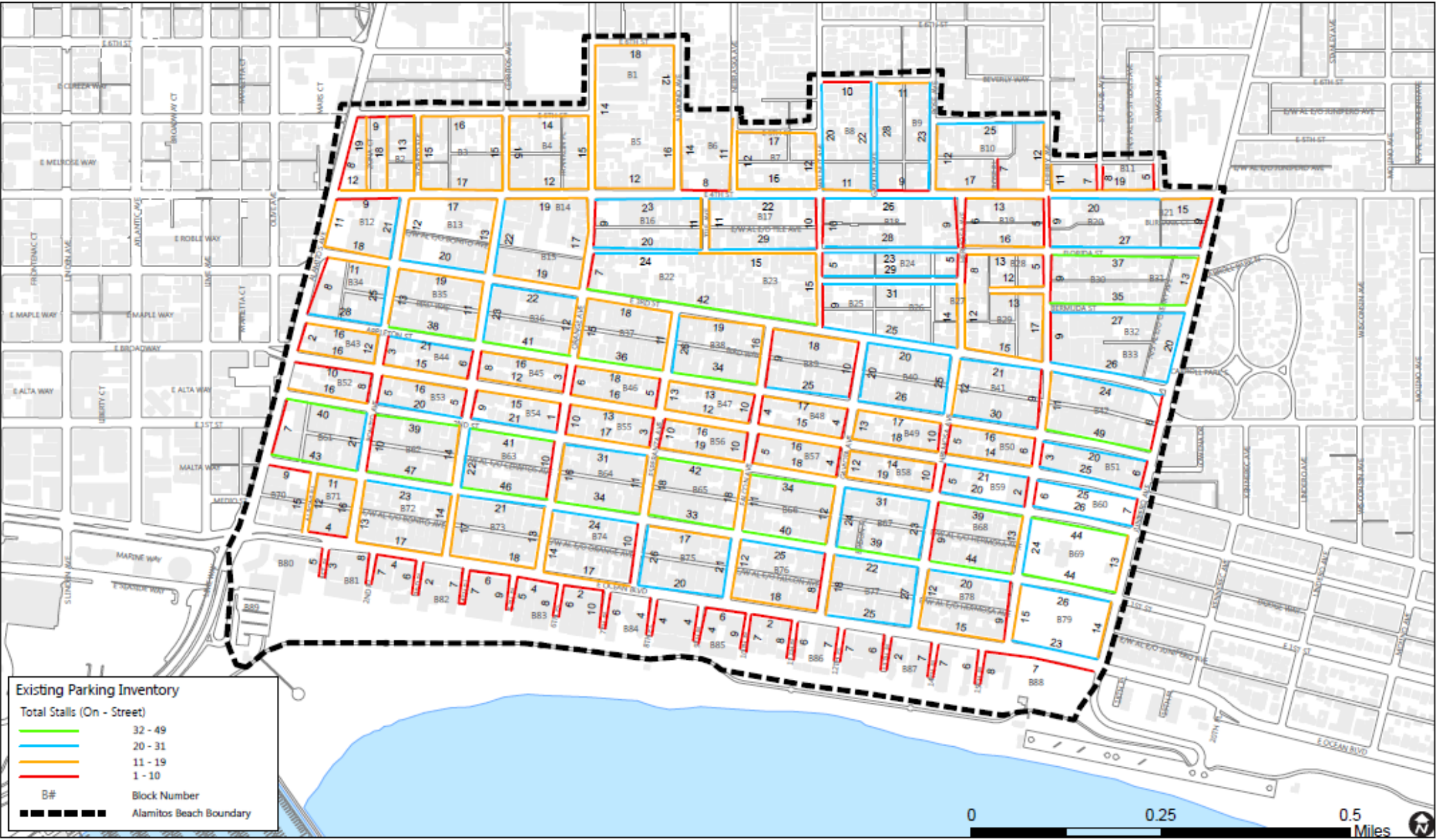|	
🟢	20 - 35
🔵	11 - 19
🟠	4 - 10
🔴	0 - 3
A#	Block Number
┈┈	Downtown Boundary
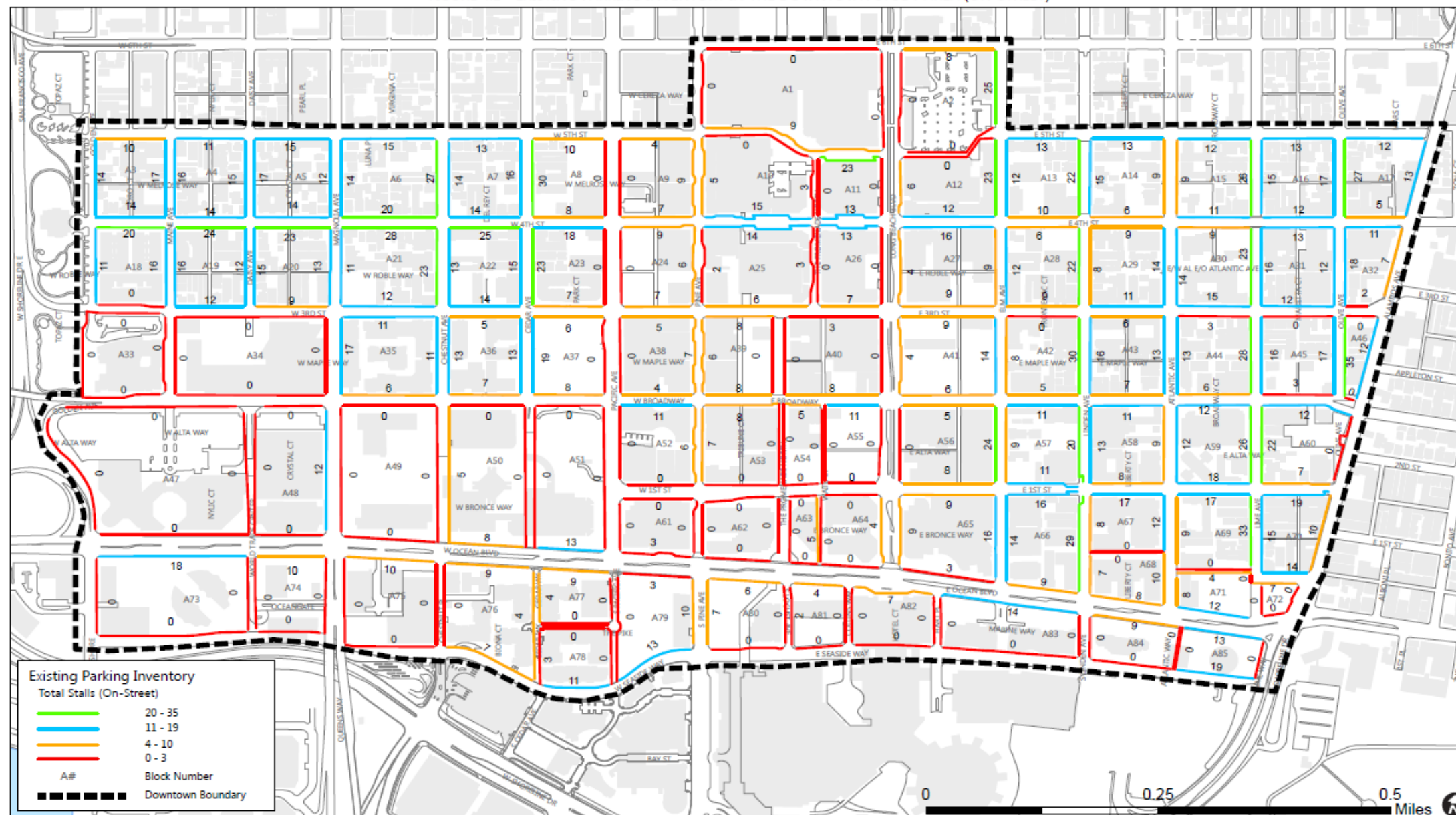
Alamitos Beach Data

Based on KOA's assessment of available parking, existing parking regulations and ordinances; existing parking restrictions, and a summary of parking code requirements, the Study found that the *current parking supply in Alamitos Beach is not adequate for current demand*. Much of the existing development in Alamitos Beach predates parking requirements though new development is required to provide parking to current standards. Study findings for Alamitos Beach are summarized below:

- Approximately 230 off-street and 5,000 on-street parking spaces

- Weekday on-street occupancy ranging from 67-97% at peak hours

- Weekday off-street lots are only 19-35% full at peak hours

- Weekend occupancy is exceeded at 95-100% for on-street, (significant under-supply of on-street parking)

- Turnover is fair to poor with an average parking duration of 2.03 to 2.86 hours

- Many residential garages in the study area are used for storage, increasing the demand for already constrained on-street parking

- Most buildings in Alamitos Beach were constructed prior to the Zoning Code requirement for parking.

FIGURE 4.17- EXISTING PARKING INVENTORY IN THE ALAMITOS BEACH STUDY AREA (ON-STREET)

Existing Parking Inventory

Total Stalls (On - Street)

———	32 - 49
———	20 - 31
———	11 - 19
———	1 - 10
B#	Block Number
▬ ▬ ▬	Alamitos Beach Boundary

0   0.25   0.5
Miles

Increasing Parking Supply – Progress to Date

Active, ongoing effort within Public Works to address parking supply and access to available parking

- Downtown signage and wayfinding upgrades designed and in production

- Changing angle of diagonal parking on First and Second Street – 121 new spots

- 39 potential additional spaces in Downtown and 58 in Alamitos Beach identified in the study for creation through future curb restriction and angle modifications

- Implementation of enhanced apps to direct users to available parking

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Public Outreach Program

- Discussion meetings with LBTAPS, residents, businesses and other stakeholders

- More than 4,000 online survey responses

- Intercept surveys across both study areas

- Public input was meaningful, informing the study approach, data, conclusions and recommendations

- The public favors increasing parking supply, changing parking restrictions, residential permit parking, and providing alternative forms of transportation

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Study Findings

Based on KOA's assessment of available parking, existing parking regulations and ordinances; existing parking restrictions; and, parking code requirements, different parking conditions are present in Downtown than in Alamitos Beach.

KOAs study considered the City's implementation of best practices for sustainable land use and transportation policies similar to practices in other relevant cities, including the City's "park once policy" in Downtown.

Downtown does not have a parking shortage, with overall utilization of off-street parking below 50 percent.

Alamitos Beach has a parking shortage due to:

(1) Many structures lack off-street parking (most were built before parking was required by the code in 1952
(2) Garages are often used for storage, rather than parking (20% of survey respondents admitted to this practice)
(3) Resident and business demand for parking overlaps during evening and weekend periods
(4) Existing on-street parking is oversubscribed

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Recommendations in Both Study Areas

Continue to implement best practices in parking management and in demand management in compliance with the City's park once policy:

- Add supply of on-street parking where cost-effective and recommended by the Traffic Engineer (Short-Term)

- Encourage and provide information on adding robotic parking facilities in existing and new developments (Long-Term)

- Promote parking finding applications (Short-Term)

- Promote knowledge of non-enforcement periods (Short-Term)

Sample initiatives currently underway by the City:

- Launched EZParkLB in 2016 in public and private lots in Downtown, waterfront and beach parking lots

- Established standards that allow automated parking lifts to be used for providing parking

- Launched an app to allow users to add time to parking meters remotely

Study Recommendations Downtown Specific

- Improve/increase wayfinding signage program (Short-Term)

- Use smart parking technology (Mid-Term)

- Implement dynamic pricing for metered-parking (Mid-Term)

- Incorporate time-based rates for desirable parking (Mid-Term)

- Adjust pricing of on-street parking versus off-street parking (Mid-Term)

Sample initiatives currently in process by the City:

- Currently coordinating with DLBA to install enhanced parking wayfinding signage in Downtown
- Contracts with a cloud-based data analytics firm to analyze all parking activity in on-street and off-street locations for review for parking trends and pricing changes, as necessary
- Currently conducting vendor presentations for micro-transit options

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Study Recommendations Alamitos Beach Specific

- Host garage clean-up days (Short-Term)

- Enhance parking enforcement (Short-Term)

- Establish preferential/overnight parking district (Mid-to Long-Term)

- Create a benefit or special assessment district to create a dedicated revenue stream to address parking challenges (Mid-to Long-Term)

- Propose overnight and alternative parking locations (Mid-to Long-Term)

- Provide shuttle service for remote parking locations (Mid-to Long-Term)

- Improve transit service for remote parking locations (Long-Term)
- Enhance bike & scooter-sharing programs for remote parking locations (Mid-to Long-Term)

Sample initiatives currently underway by the City

- Currently evaluating all curb space in Alamitos Beach for additional on-street parking

- Working with LAZ Parking to identify private parking assets to support overnight parking.

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Recommended Improvements: Cost and Potential Revenue

- The Parking Solution Implementation Fund (PSIF) will fund some, but not all, recommended improvements

- Enhanced enforcements and dynamic pricing may produce revenue that could be reinvested in further parking improvements

- Permit fees and assessments are identified to fund longer-term improvements such as remote parking and transit service to remote parking

- Parking improvements require a partnership between the City, local businesses, neighborhood associations, and other stakeholders

Project Implementation and Next Steps

This parking Study is part of a settlement agreement with Long Beach Transportation and Parking Solutions (LBTAPS)

Implementation of the report recommendations and other parking solutions will continue via a variety of approaches that have been outlined in the recommendations such as:

(1) Ongoing projects to increase available parking through re-striping, and right-of-way reconfiguration; wayfinding signage, and utilization of other parking resources such as overnight parking programs, remote parking sites; and, enhanced use of bikes and scooters

(2) Ongoing enforcement of parking and garage use restrictions

(3) Continued public outreach and engagement

(4) Use of the Parking Solutions Implementation Fund (PSIF).

Staff Recommendation:

Receive and file the Parking Study for Downtown and Alamitos Beach