

Coastal Parking Study* Recommendations Adopted by City Council November 2019

Strategy/ Reco #	Recommendation	Status	Next Steps	Implementation Priority	Department(s) Responsible
<i>Strategically Invest in Information and Technology</i>					
1	Implement an App-Based Mobile Pay System	RFP distributed, proposals received	Vendor selection January 2022.	Near-term	Police Dept. Parking Enforcement
2	Design and Implement a Demand-Based Parking Management Program	Finance completed survey of other cities to compare rates. Lots A and C changed to 3 hours maximum as part of temporary emergency orders.	Initiate program.	Mid-term	Community Development, Finance, Public Works, Police Dept. Parking Enforcement
3	Invest and Implement a Comprehensive Parking Signage and Wayfinding System	Some new parking signs installed after Nov. 2019 study approved.	Potential new CIP project for upgraded electronic sign for parking structure and added parking signs where needed.	Near-term	Public Works
<i>Maximize Use of Existing Parking Supply</i>					
4	Pilot a Shared Parking Program and Facilitate Shared Parking	Some other cities with similar programs identified. Approval of shared parking between Hope Chapel and office building at 2200 PCH in 2021.	Initiate pilot program.	Near-term	Community Development
5	Maximize Flexibility of Curb Space to Accommodate Rideshare, Other Modes, and/or Valet Service	City has established Ride Share Zones in Downtown District as of 2019/2020.	Consultant currently engaged in study including evaluation of Ride Share Zones.	Near-term	Public Works Community Development
<i>Improve Mobility Options to Reduce Parking Demand</i>					
6	Reinvest Parking Revenues into Multimodal Improvements	No action - parking revenues to General Fund.	In Lieu Parking Fees collected in Downtown area are maintained in a separate fund for exclusive use of adding new spaces Downtown. Coastal Commission has requested that the City reevaluate In Lieu parking program and fees in 2022.	Mid-term	

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<i>Simplify and Leverage the Zoning Code</i>					
7	Revise the Zoning Code to Better Support Walkable, Mixed-Use Development in the Coastal Zone	Adopted Zoning Code Amendments for 1 st phase parking amendments 08.10.21. Submitted Mobility Element to Coastal Commission 10.27.21.	Planning Commission Special Meeting 02.02.22. Zoning Code update completion expected last quarter 2022.	Mid-term	Community Development
<i>Enhance Parking Administration and Operations</i>					
8	Enhance Event Management Practices to Maximize Parking System Flexibility and Predictability	Detailed information with public parking locations has been made available on the City website to both event producers and the public. An event parking plan is required for all events.	Will include App-based mobile pay option information (Recommendation #1) for Special Events once it is established.	Near-term	Community Resources
9	Improve the Residential Parking Permit Program	Discussion at Study Session 01.31.22.		Near-term	Police Dept. Parking Enforcement, Finance, Community Development
10	Improve Employee Parking Permit Program	Discussion at Study Session 01.31.22.		Near-term	Police Dept. Parking Enforcement, Finance, Community Development
11	Establish an Ongoing Collection, Monitoring, and Evaluation Process	No action.	Initiate process.	Long-term	Police Dept. Parking Enforcement, Community Dev., Public Works
<i>Provide Additional Public Parking as Needed</i>					
12	Strategically Invest in New Public and Shared Parking Supply in Key Locations	Discussion with Hermosa Beach City School District for shared use of Valley School parking, 01.04.22.	Continue discussions, potential for joint use of HBCSD lot(s) to become available for public parking.	Long-term	City Manager's Office, Community Development

***Study Goals:**

1. Create a parking system that meets the parking needs and demands of residents, visitors, and employees in an efficient and cost-effective manner.
2. Modify parking standards to encourage revitalization and investment in a pedestrian-oriented district.
3. Expand mobility options and optimize parking availability.