

MEMORANDUM

TO: HONORABLE MAYOR & CITY COUNCIL MEMBERS

FROM: JOEL ROJAS, AICP, COMMUNITY DEVELOPMENT DIRECTOR

DATE: OCTOBER 4, 2011

SUBJECT: MARYMOUNT COLLEGE – PARKING MANAGEMENT STRATEGIES / 30800 PALOS VERDES DRIVE EAST

REVIEWED: CAROLYN LEHR, CITY MANAGER

Project Manager: Ara Mihranian, AICP, Deputy Community Development Director

RECOMMENDATION

Receive and file a status update on the Parking Management Strategies being implemented by Marymount College for the Fall 2011 term.

BACKGROUND

On June 1, 2010, the City Council adopted Resolution No. 2010-42, approving with Conditions of Approval, the Marymount College Facilities Expansion Project. According to Condition No. 158, the College is required to implement Parking Management Strategies, on an annual basis, to the satisfaction of the Community Development Director and the Director of Public Works to minimize street parking by students and visitors. On August 24, 2011, the College identified the Parking Management Strategies implemented during the 2010/2011 school year and the strategies the College intends to implement for the 2011/2012 school year. Beginning on Monday, August 29, 2011 (first day of school), City Staff began monitoring the effectiveness of the implemented Parking Management Strategies with regards to on-site campus parking and off-site street parking.

Councilman Wolowicz requested that the results of Staff's monitoring efforts be provided to the City Council on the soonest possible agenda. In accordance with Councilman Wolowicz's request, Staff is providing a summary report on Staff's observations with regards to the effectiveness of the 2011 Fall term Parking Management Strategies over a three week monitoring period.

DISCUSSION

According to Condition No. 158, the College is required to implement Parking Management

Strategies, on an annual basis, to the satisfaction of the Community Development Director and the Director of Public Works to minimize street parking by students and visitors. Specifically, Condition No. 158 states:

The applicant shall construct and maintain no fewer than 463 on-site parking spaces consisting of 391 standard parking spaces at a minimum dimension of 9' wide by 20' deep and a maximum 72 compact parking spaces at a minimum dimension of 8' wide by 15' deep. In addition, the applicant shall construct and maintain off-street loading spaces pursuant to the criteria set forth in Section 17.50.050 of the RPVMC.

Prior to the completion of Phase I, as described in Condition No. 60, the applicant shall institute, to the satisfaction of the Community Development Director and the Director of Public Works, a Parking Management Strategies Plan to reduce College related parking in order to minimize street parking by students and visitors by the following values:

- *11 percent or greater for student enrollment between 744 and 793;*
- *6 percent or greater for student enrollment between 694 and 743;*
- *0 percent or greater for student enrollment of 693 or less.*

Parking Management Strategies may include, but are not limited to, the following:

- *Provision of "carpool only" parking spaces*
- *Implementation of parking restrictions for students living in College-owned off-campus residential housing*
- *Utilization of remote parking*
- *Provision of increased shuttle service*
- *Offering of financial incentives, such as providing transit passes*
- *Utilization of campus security to direct vehicles to available on-campus parking during peak times (8am to noon, Monday through Friday)*
- *Utilization of campus security personnel to monitor street parking and direct students and visitors to available on-campus parking spots*

A Parking Management Strategy Program shall be prepared and submitted by the Applicant for review and approval by the Community Development Director, by July 1st of every year. Said Program shall:

- *Document the prior-year's achieved parking demand reductions;*
- *Identify strategies for use in the upcoming academic school year;*
- *Be modified on an as needed basis, as deemed necessary by the Community Development Director.*

At its August 2, 2011 meeting, the City Council interpreted the applicability of Condition No. 158 to be both construction-related and operationally related. The first portion of the condition that describes the parking spaces to be constructed is required "later" as a construction related activity. However, the remaining portion of the condition relating to the

implementation of a Parking Management Strategy Program to reduce on-street parking by students and visitors applies “now” as an operational condition. Moreover, this portion of the Condition is also a requirement for Mitigation Measure Nos. TR-5 and TR-6 for the operation of the four-year BA degree program, which is currently being offered at the College.

Pursuant to Condition No. 158, on August 24, 2011 (see attachment), the College informed City Staff that the College intends to implement the following Parking Management Strategies for the 2011/2012 school year:

- Designated carpool parking spaces
- Additional shuttle services to the campus
- Financial Incentives
- Increased role of campus security to monitor street parking

Beginning on Monday, August 29, 2011 (the first day of classes), Staff monitored the effectiveness of these strategies for a three week period. Based on this three-week review, Staff provided the College with a letter, dated September 21, 2011, summarizing Staff’s observations with regards to the effectiveness of the 2011/2012 Parking Management Strategies of minimizing student and visitor parking on the adjacent streets (see attachment). In summary, Staff determined that the implemented Parking Management Strategies appear to be ineffective. As a result, Staff has required the College to implement additional strategies by October 10, 2011. On September 28, 2011, Staff met with College representatives to discuss the parking situation and the required additional strategies. The College intends to implement the Staff requested strategies by the October 10, 2011 deadline. Once implemented, Staff will continue to monitor the parking conditions at Marymount College to determine the effectiveness of the modified Parking Management Strategies.

It should be noted that there are no street parking restrictions in the immediate area of the College. Furthermore, the College’s CUP does not contain a condition of approval that prevents Marymount College students from parking on the adjacent City streets. As noted earlier, the only applicable condition is Condition No. 158 which requires the college to institute parking management strategies “to minimize street parking by students and visitors”. Therefore, the fact that some Marymount College students are parking on City streets (primarily PVDE and Crest Road) is permitted and does not constitute a violation of the College’s CUP. Until the expanded parking lot is constructed on the College campus, which pursuant to the current Conditions of Approval must be completed by September 30, 2012, there will be students parking on the adjacent streets. However, Staff will continue to work with the College to enhance and promote the Parking Management Strategies to minimize student and visitor parking on the streets adjacent to the College.

ADDITIONAL INFORMATION

Parking Restrictions on Adjacent City Streets

During the processing of the planning applications for the Marymount College Expansion

Project, concerns were raised regarding student parking on neighboring streets, specifically PVDE and Crest Road). In order to address this concern, the project EIR suggested that the City Council consider, as a separate item from the project approval, establishing street parking restrictions in the immediate area of the College to prevent the College's overflow parking from impacting neighboring streets. Generally speaking, parking restrictions can be achieved by either red-curbing, posting restricted times, or implementing a permit parking program.

If the City Council wishes to explore the establishment of parking restrictions on Palos Verdes Drive East or other streets in the general area of Marymount College sometime in the future, Staff will need to bring back a future agenda item for the Council's consideration of the matter. However, the Council may wish to defer exploring street parking restrictions until after the expanded parking lot is constructed (conditioned to be completed by September 30, 2012) to evaluate the parking conditions based on the assumptions analyzed for the Facilities Expansion Project. This is because the imposition of street parking restrictions in the area, may result in unintended consequences to adjacent residential properties (students parking further into residential neighborhoods) and may be opposed by some neighborhoods. In fact, on August 9, 2011, a letter was sent to the City from a resident residing at the corner of San Ramon Drive and Palos Verdes Drive East documenting (a signed petition) that the majority of residents residing along Palos Verdes Drive East are generally opposed to parking restrictions on Palos Verdes Drive East (see attachment). Furthermore, the analysis of this issue will take a considerable amount of Public Works Staff time, will likely require outside consultant assistance, and will require input from the Traffic Safety Commission.

Public Notification

Tonight's agenda item is not a public hearing and therefore does not require the issuance of a public notice pursuant to the City's Development Code. Notwithstanding, in order to provide interested persons with notification of tonight's agenda item, Staff updated the City's website under the Marymount College home page and issued a list-serve message to subscribers of the Marymount College Facilities Expansion project announcing the October 4th Council meeting on the summary report of the effectiveness of the implemented parking management strategies for the Fall 2011 term and the availability of the related Staff Report.

ATTACHMENTS

- August 24, 2011 Letter from Marymount College
- September 2, 2011 Letter from City Staff
- September 21, 2011 Letter from City Staff
- August 9, 2011 Letter from Mrs. Dunlap

Marymount College

PALOS VERDES, CALIFORNIA

30800 Palos Verdes Drive East
Rancho Palos Verdes, CA 90275
Phone: 310-477-1111
www.marymount.edu

RECEIVED

AUG 25 2011

**COMMUNITY DEVELOPMENT
DEPARTMENT**

August 24, 2011

Mr. Joel Rojas
Director, Planning, Building & Code Enforcement
City of Rancho Palos Verdes
30940 Hawthorne Bl.
Rancho Palos Verdes, CA 90275

Dear Mr. Rojas,

In a letter dated July 6, 2011, the College outlined its response to conditions and mitigation measures related to the 2010 Revision "E" CUP No. 9.

In response to Condition No. 158/TR-5/6 related to Parking Management and strategies to minimize street parking, the College submitted the following response:

- Designated Carpool Parking Spaces – The College anticipates providing up to 40 carpool parking spaces in specially marked area of the campus.
- Additional Shuttle Services to the Campus – The College will provide additional shuttle services from College residential sites. Additional services including "express" shuttles will be scheduled during peak hours to provide further incentives to riders. With additional vehicles, the College will go from two trips from College residential sites per hour during peak periods, to four trips.
- Financial Incentives – The College will provide financial incentives in the form of free shuttle services to students. In addition, a trial-run gift card program will be instituted for carpoolers for the fall semester 2011.
- Increased role of Campus Security – College Campus Security staff will be tasked with directing traffic to open spaces on campus, particularly during peak hours. In addition, staff will be utilized to monitor street parking in an effort to encourage on-campus parking and the use of transit services.
- Restricted Access to Campus Parking – The College is currently considering limiting on-campus parking to students residing in College provided housing. While this solution may not be fully implemented in the fall of 2011, the College anticipates having such a program in place by the fall of 2012.

Subsequent to this response, Mr. Ara Mihranian, Deputy Director of Community Development, requested information about what parking management strategies the College had in place for the previous year, the 2010-2011 school year.

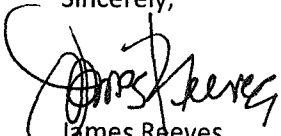
With enrollments growing from a modest 561 in the fall of 2009-2010 to over 700 in 2010-2011, the College recognized that while parking demand was not a particular concern in 2009-2010, a response to an increased student body, and subsequent parking demand was necessary. In response, the College implemented the following changes to its parking and traffic management efforts:

- Added vehicles to the College's transportation fleet and began "express" trips from College residence halls to the campus during peak morning drive times. Prior to this, shuttle routes were run in a "loop", stopping at both residential sites before returning to campus which takes more time than a direct trip. The express trips made the use of College provided transportation more attractive as time on the shuttle for students was significantly reduced.
- Directed parking during selected peak drive times. In order to maximize use of on-campus parking, the College implemented directed parking by campus safety officers during selected periods when parking demand was at its peak early in the semester.

While carpooling was employed by many students, including those in the residence halls, these efforts were informally organized and not formally assessed.

Should you have additional questions about these efforts please contact me directly.

Sincerely,



James Reeves
Vice President
Marymount College

c: Dr. Michael Brophy – President, Marymount College

September 2, 2011

Via email and U.S. Mail

Marymount College
Dr. Michael Brophy
30800 Palos Verdes Drive East
Rancho Palos Verdes, CA 90275

Subject: Marymount College Facilities Expansion Project – Condition No. 158
Parking Management Strategies

Dear Dr. Brophy,

I would like to take this opportunity to acknowledge receipt of your letter dated, August 24, 2011, regarding the College's response to Condition No. 158 as it relates to the Parking Management Strategies the College implemented during the 2010/2011 school year and the strategies the College intends to implement for the 2011/2012 school year. According to Condition No. 158, the College is required to implement Parking Management Strategies, on an annual basis, to the satisfaction of the Community Development Director and the Director of Public Works to minimize street parking by students and visitors. As stated in your letter, the College intends to implement the following Parking Management Strategies for the 2011/2012 school year:

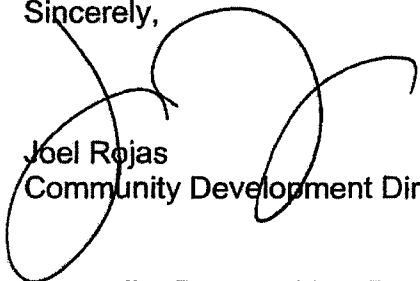
- Designated carpool parking spaces
- Additional shuttle services to the campus
- Financial Incentives
- Increased role of campus security to monitor street parking

As previously indicated to you and Mr. Reeves in email correspondence from Mr. Mihranian, as of Monday, August 29, 2011, City Staff began observing the parking condition at the College and the public streets adjacent to the College. At this time, it appears that the above listed Parking Management Strategies are not adequately addressing street parking by students and visitors. City Staff believes this to be the case because there have been in excess of 70 students cars observed parked on the adjacent public streets and there has been no campus security or College Staff monitoring street parking. However, City Staff recognizes that the first week of school is not a good representation of the adequacy of the implemented Parking Management Strategies. As such, City Staff intends to continue monitoring the parking condition in the coming week to determine the effectiveness of the implemented Parking Management Strategies. Based on City Staff's observations and Condition No. 158, the

College may be asked to modify or implement additional Parking Management Strategies in order to adequately minimize student and visitor parking on the adjacent streets.

If you should have any questions please do not hesitate to contact me or Ara Mihranian, project Planner, at 310-544-5228 or via email at joelr@rpv.com or aram@rpv.com

Sincerely,



Joel Rojas
Community Development Director

- c. Jim Reeves, Vice-President, Marymount College
- Don Davis, Marymount College Legal Counsel
- Carolyn Lehr, City Manager
- Carol Lynch, City Attorney
- Ray Holland, Director of Public Works
- Ara Mihranian, Project Planner

September 21, 2011

Via email and U.S. Mail

Marymount College
Dr. Michael Brophy
30800 Palos Verdes Drive East
Rancho Palos Verdes, CA 90275

**Subject: Marymount College Facilities Expansion Project – Condition No. 158
Parking Management Strategies**

Dear Dr. Brophy,

On August 24, 2011, the College provided the City with a letter identifying the Parking Management Strategies the College implemented during the 2010/2011 school year and the strategies the College intends to implement for the 2011/2012 school year. As you are aware, according to Condition No. 158, the College is required to implement Parking Management Strategies, on an annual basis, to the satisfaction of the Community Development Director and the Director of Public Works to minimize street parking by students and visitors. As stated in your August 24th letter, the College intends to implement the following Parking Management Strategies for the 2011/2012 school year:

- Designated carpool parking spaces
- Additional shuttle services to the campus
- Financial Incentives
- Increased role of campus security to monitor street parking

As you were notified in a letter dated September 2, 2011, since Monday, August 29, 2011 (the first day of fall classes), City Staff has been monitoring the parking situation at the College and the adjoining public streets on almost a daily basis to assess the effectiveness of the strategies listed above. The monitoring has consisted of City Staff arriving in the morning and/or afternoon, parking on the street for a few hours, observing where individuals are parking (entering the campus or searching for a parking spot on Palos Verdes Drive East or Crest Road), and noting the destination of the individuals who park on the street. City Staff identified students parking on the street and walking onto the College campus either at the stairs near the preschool, by the faculty parking lot adjacent to San Ramon Drive, or at the entry driveway.

Recognizing that the first week of school is not a good representation of the adequacy of the implemented Parking Management Strategies, City Staff monitored the parking condition for three weeks. Based on this three-week review, below is a summary of Staff's observations with regards to the effectiveness of the 2011/2012 Parking Management Strategies:

- Students are parking their cars along Palos Verdes Drive East adjacent to the College campus and up to Calle Aventura. Additionally, student cars are parked along Crest Road beyond the street's curvature.
- Parking on the adjacent streets by students begins around 8am, but appears to peak between the hours of 10am and 3pm.
- During the peak hours noted in the above bullet point, student cars parked on the street range between 70 and 90 cars.
- On most occasions during peak hours noted in the above bullet point, City Staff observed 0 to 5 available on-campus parking spaces.
- It does not appear that students are parking on the street because of laziness or convenience, but rather the lack of available on-campus parking.
- A handful of the students parking on the street are carpooling.
- No campus security or College personnel have been observed monitoring student parking on the adjacent streets as indicated would be done in the Parking Management Strategies identified in the August 24th letter. It should be noted that campus security was observed on a few occasions posting a "full parking lot" sign at the entry driveway around 10am.
- On-street parking by students significantly increased the week of September 12th when the College designated the south parking lot to carpool students only during the hours of 8am and noon.
- Shuttle services runs several times an hour and in most cases the shuttles are partially occupied.
- Students looking for street parking are often making illegal u-turns along PVDE and along Crest road.
- Some of the students who park on the street do not use the designated crosswalk at the PVDE and Crest Road intersection but rather are "jaywalking" across the street.

Condition No. 158 allows the Community Development Director to require that the College modify or implement additional Parking Management Strategies in order to adequately minimize student and visitor parking on the adjacent streets. Based on the aforementioned observations, pursuant to Condition No. 158, the City is requiring the College implement the following modifications to the 2011/2012 Parking Management Strategies:

- Temporarily reduce the number of designated carpool spaces at the south parking lot until carpooling increases, at which time the number of designated carpool spaces can increase in direct relation to the number of carpool permits issued.

- Do not charge for parking permits.
- Designate campus security or College personnel to monitor student parking on the streets, specifically at the driveway entrance. Utilize these individuals to identify students who are carpooling and parking on the street so they are encouraged to use the designated carpool parking lot. Additionally, utilize these individuals to promote the benefits of carpooling or using the shuttle service to students parking on the street.
- Increase and promote the financial incentives to students who park at designated off-campus parking facilities and utilize the shuttle service. Incentives or a frequent user program should be designed to appeal and to reward the user for daily and weekly use of the shuttle service.
- Utilize public announcements, posters, and flyers identify the benefits in utilizing the shuttle service.
- Utilize various aspects of social media to promote shuttle service or carpooling.
- Implement social events for shuttle users such as a “meet & greet” mixer.

City Staff requests that the aforementioned strategies be implemented by October 10, 2011. The aforementioned strategies will be discussed in greater detail at the upcoming September 28, 2011 meeting between the City and the College. Furthermore, as indicated in an email to you and Mr. Davis, the City Council will receive a status report on the effectiveness of the 2011/2012 Parking Management Strategies at its upcoming October 4, 2011 meeting. The status report will describe City Staff's observations over the past few weeks and the suggested modifications, as described herein.

If you should have any questions please do not hesitate to me at 310-544-5228 or via email at aram@rpv.com.

Sincerely,



Ara Minnarian
Deputy Community Development Director

- c. Jim Reeves, Vice-President, Marymount College
Don Davis, Marymount College Legal Counsel
Carolyn Lehr, City Manager
Carol Lynch, City Attorney
Joel Rojas, Community Development Director
Ray Holland, Director of Public Works
Nicole Jules, Senior Engineer

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August 9, 2011

AUG 11 2011

COMMUNITY DEVELOPMENT
DEPARTMENT

**Council members Brian Campbell, Thomas Long,
Anthony Missetich, Douglas Stern, Steve Wolowicz;
Acting Public Works Director Tom Odom;
Planning Department: Ara Mihranian
City of Rancho Palos Verdes**

We do not want red-curb or any other parking restrictions along our vicinity of Palos Verdes Drive East. We were surprised when we learned that the proposal to impose restrictions had been floated again during the August 2 city council meeting by Councilman Wolowicz.

In 2009 we learned that the city was considering park restrictions on Palos Verdes Drive East in the vicinity of Marymount College. After discussing the matter with our neighbors, all of whom own property adjacent to Palos Drive East between Crest Drive and Calle Aventura, we submitted a petition, signed by property owners in the affected area, in opposition to any and all restrictions. (See attached.) This petition, and a letter expressing our specific concerns (See attached), was given to each and every council member and to the city's planning department in 2009.

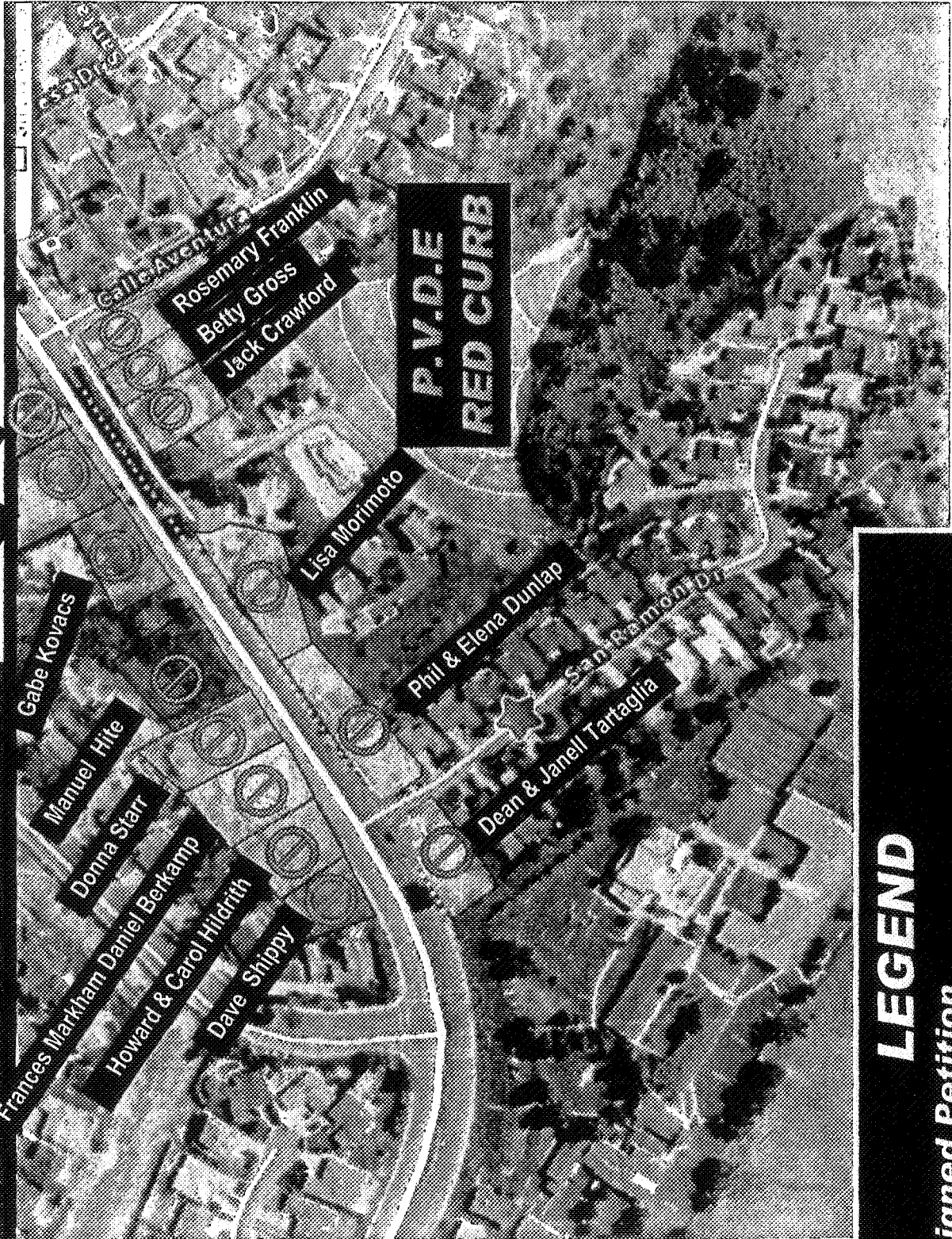
We thought, after that submission that the matter had been laid to rest.

Let me state clearly for the record: Student parking on Palos Verdes Drive East is far less of a problem than any type of restrictions would be. Again, we are opposed to any restrictions in our vicinity of PVDE.

Thank you,


Maria Elena Dunlap

We Do NOT Want PVDE 'Red Curb'



Rick ValBrieva
Philip Hughes

Gabe Kovacs

Manuel Hite

Donna Starr

Frances Markham
Daniel Berkamp

Howard & Carol Hildrith
Dave Shippy

Rosemary Franklin
Betty Gross
Jack Crawford

Lisa Morimoto

Phil & Elena Dunlap

Dean & Janell Tartaglia

Sam Ramon Dr.

All polled thought the initiative was a bad idea

We, the undersigned, do not want any parking restrictions imposed upon Palos Verdes Drive East. Parking restrictions on PVDE would have a severe impact upon our ability to fully enjoy and use our properties.

Name (Print)	Address	Signature
Howard R. Hildreth	30727 P.V. Dr. E.	<i>[Signature]</i>
Philip Dunlap	2845 San Ramon Dr.	<i>[Signature]</i>
Carol M. Nibbel	30727 Palos Verdes Dr. E.	<i>[Signature]</i>
Mamuel M...	30675 PV Dr EAST	<i>[Signature]</i>
Gabe Kovacs	30655 P.V. Dr. East	<i>[Signature]</i>
Philip Hughes	30645 PV Dr E	<i>[Signature]</i>
VICTORIA VARGAS	30645 PV DR E	<i>[Signature]</i>
RICK VALBUENA	30629 P.V. E	<i>[Signature]</i>
Rosemary Franklin	28621 CALLE AVENTURA RPV	<i>[Signature]</i>
SACK CRAWFORD	30636 PV DR E	<i>[Signature]</i>
Betty Gross	30630 PV DR E	BETTY A GROSS
Jane Tartaglia	2844 San Ramon Dr	<i>[Signature]</i>
Dean Tartaglia	2844 San Ramon Dr	<i>[Signature]</i>
Hans Bergkamp	30717 Dr. E	Hans Bergkamp
Frances Markham	30717 P.V. East	<i>[Signature]</i>
Donna Starr	30707 PV EAST	<i>[Signature]</i>
Lisa Morimoto	30658 P.V. DR. E	<i>[Signature]</i>
DAVID SHIPPY	30725 P.V. DR. E.	<i>[Signature]</i>

To: The City of Rancho Palos Verdes City Council
From: Maria Elena and Philip Dunlap
2845 San Ramon Drive
Rancho Palos Verdes
Re: Parking restrictions on Palos Verdes Drive East

It has come to our attention that parking restrictions are being considered for Palos Verdes Drive East in the vicinity of Marymount College. We are concerned about the impact of any parking restrictions on PVDE upon those of us whose properties are adjacent to PVDE. We understand that the recommendation for these restrictions originated with the Concerned Citizens Coalition. We feel that in making this proposal the CCC has failed to fully consider the implications for those with property on PVDE.

We live on the northeast corner of the San Ramon Drive/ PVDE intersection. We have about a 100-foot frontage on Palos Verdes Drive East. We have a single (permitted) parking space in front of our home and our guests and extended family often park on PVDE. (Neighbors who live on the west side of PVDE, where parking is already not permitted, also use the east side of the street for guest parking.) Part of our property consists of considerable canyon land, which must be cleared of excess brush once or twice yearly. In order to do this in an efficient and economical manner, we use PVDE as the staging area for vehicles that will haul the brush away. Were this option not available to us, we would be forced to spend more time and money to bring hundreds of pounds of brush to the front of our property for loading. And finally, in the 18 years that we have lived on San Ramon Drive, our street has been repaved three times. During each of those periods San Ramon Drive was closed to its residents, who were asked to park on PVDE during those periods. If parking were restricted on PVDE, this convenient option would not be available to the community.

We feel that placing any parking restrictions on PVDE would adversely impact us and we are firmly opposed to any such restrictions. The current parking configuration has worked successfully for decades, despite its use by Marymount students, and we do not feel that it should be changed. We ask that before the council makes any decision on this matter that it seeks the input of the residents in the San Ramon Drive/ PVDE intersection vicinity and that it not depend upon non-government groups to gather this information.

We thank the council for this opportunity to express our concerns.