

MEMORANDUM

TO: HONORABLE MAYOR & CITY COUNCIL MEMBERS
FROM: JOEL ROJAS, AICP, COMMUNITY DEVELOPMENT DIRECTOR AND TOM ODOM, PUBLIC WORKS DIRECTOR
DATE: NOVEMBER 1, 2011
SUBJECT: MARYMOUNT COLLEGE – PARKING MANAGEMENT STRATEGIES / 30800 PALOS VERDES DRIVE EAST
REVIEWED: CAROLYN LEHR, CITY MANAGER ^{for CL}
Project Manager: Ara Mihranian, AICP, Deputy Community Development Director
Nicole Jules, Senior Engineer ^{NY}

RECOMMENDATION

Affirm Staff's current approach of utilizing Condition No. 158, which gives the Community Development Director and the Public Works Director the authority to require the College to implement the necessary Parking Management Strategies, as a means to minimize street parking by students and visitors.

BACKGROUND

According to the Council adopted Conditions of Approval, the College is required to implement Parking Management Strategies to minimize street parking by students and visitors. On October 4, 2011, at the request of Councilman Wolowicz, the City Council received and filed a status report on Staff's monitoring efforts of the effectiveness of the 2011 Fall term Parking Management Strategies. As reported to the Council on October 4th, after monitoring the street parking situation over a three week reporting period that began on August 29, 2011 (first day of school) Staff determined that additional Parking Management Strategies needed to be implemented by the College by October 10, 2011. In light of the monitoring information presented by Staff at the October 4th meeting, as well as the Council's desire to consider pursuing street parking restriction options, the Council directed staff to return with a follow-up report on November 1, 2011 that describes the effectiveness of the modified parking management strategies and identifies alternative strategies including parking restrictions on the public streets to address the current student street parking issue.

DISCUSSION

Staff Required Parking Management Strategies

According to Condition No. 60, the expanded parking lot, which is to provide 463 parking spaces on-campus (an increase of 120 parking spaces from the existing 343 space parking lot) is not required to be constructed until September 30, 2012. However, Condition No. 158 is in effect now and it requires the College 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 reported to the City Council on October 4th, Staff monitored the effectiveness of the College's initial strategies and concluded that they were ineffective at minimizing street parking. As a result, Staff identified additional strategies in a letter to the College dated September 21, 2011 (see attachment) that the College was to implement by October 10, 2011 to minimize student and visitor parking on adjacent streets.

On October 12, 2011, the College provided the City with a written response to the City's September 21st letter (see attachment). In summary, the College's letter indicates that many of the strategies identified by the City in its September 21st letter are already being implemented by the College. The College also pointed out the following:

- On-street parking is busiest on Mondays, Tuesdays and Thursday, at peak periods when area residents have left for work and subsides before area residents return home;
- Neither the City nor the College has received complaints from area residents regarding the street parking in front of homes or related disturbances;
- The initial impact of street parking occurs during the first few weeks of school and subsides over time as students settle into routines and become more aware of transportation options;
- Students traveling from area neighborhoods (not student housing offered by the College) pose a larger problem because of minimal alternative transportation options; and,
- The College is exploring areas of the community where students living off-campus are concentrated to provide shuttle services.

After October 12th, Staff continued to monitor the parking conditions at Marymount College to determine the effectiveness of the additional Parking Management Strategies. Based on Staff's observations, Staff concluded that the on-street parking condition had not improved. Based on routine inspections, Staff observed 70-90 student cars parked on the street during peak periods (10am and 3pm) on a daily basis. Furthermore, during the same period there continues to be only 0-5 parking spaces available on-campus.

As a result, based on the existing parking conditions observed by Staff, pursuant to Condition No. 158, the Directors of Community Development and Public Works determined that the College needs to implement additional strategies until a significant reduction in student vehicles parking on the local streets is achieved. As such, on October 26, 2011, the College was notified in writing that it needed to implement additional Parking Management Strategies (see attachment). Specifically, the College has been required by

Staff to implement one, or any combination, of the following Parking Management Strategies so that a minimum of 90 temporary parking spaces are provided on the College campus by the first day of Spring 2012 classes (January 9, 2012) to minimize student and visitor street parking.

1. Off-Campus Parking and Shuttle for Faculty and Staff

City Staff believes that the College will be more successful in increasing shuttle ridership and reducing the on-campus parking demand if its faculty and staff are required to park at its off-campus facilities and utilize the shuttle service. There are currently approximately 90 parking spaces (out of the existing 343 parking spaces) designated for faculty and staff parking. If the College requires its faculty and staff to park at the PVDN and/or Waterfront campuses and use the shuttles as required by Staff, up to 90 of these parking spaces can then be designated, at least temporarily until the expanded parking lot is constructed, for use by students.

2. Construction of a Temporary Parking Lot

The College could provide an on-campus temporary parking lot that would accommodate up to 90 parking spaces. This can be achieved by either one, or any combination, of the following:

- a. Utilizing the unimproved area west of the existing preschool, the location of the proposed athletic field and tennis courts, as a temporary lawn or gravel parking lot. Minimal grading will be needed and access can be provided from the existing parking lot.
- b. Converting all or a portion of the existing athletic field into a temporary parking lot. In this case, vehicle access can be provided from a temporary driveway south of the academic building.
- c. Converting portions of the existing tennis courts and/or basketball courts into a temporary parking lot. This can be achieved by removing the existing fencing and equipment, and using slurry seal to pave over the court. Access can be provided off the existing parking lot.

3. Valet Parking

Staff believes that valet parking services could be utilized to stack cars in parking spaces. Based on the current parking lot configuration, the area on-campus that can likely accommodate valet parking is the southern parking lot in the area adjacent to the south facing façade of the Student Union and the Academic Building.

Staff believes that these additional Parking Management Strategies, in combination with the strategies currently being implemented by the College, should achieve a significant reduction in student and visitor parking on the street, as required by Condition No. 158, until the expanded parking lot is constructed. City Staff is requiring the College meet this requirement by January 9, 2012. To meet this deadline, the College is being asked to

provide City Staff with its proposal/plan to meet this requirement by November 30, 2011.

Parking Restrictions on Adjacent City Streets as an Alternative for Reducing Student and Visitor Street Parking

As described above, Staff is utilizing Condition No. 158 to reduce student and visitor street parking. Both the Director of Community Development and the Public Works Director believe that all possible strategies allowed pursuant to Condition No. 158 should be explored and implemented before pursuing any other City alternatives. This is because Staff believes that the burden for providing adequate on-site parking for its students and visitors should be borne by the College. Nonetheless, as requested by the City Council on October 4th, provided below is a discussion of street parking restrictions which is an alternative available to the City Council to pursue at any time it desires.

During the processing of the planning applications for the Marymount College Expansion Project, 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 typically be achieved by either red-curbing (this is not identified as an option because it is overly restrictive), posting restricted times, or implementing a permit parking program.

The analysis of this issue will take a considerable amount of Public Works Staff time (approximately 6 to 8 months), will likely require outside consultant assistance, and will require input from the Traffic Safety Commission. Notwithstanding, if the City Council wishes to pursue establishing parking restrictions on the streets in the general area of Marymount College, 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 originally analyzed for the Facilities Expansion Project. This is because the imposition of street parking restrictions in the area without the availability of on-campus parking spaces may result in unintended consequences to the adjacent residential neighborhoods. Specifically, without having the expanded parking lot constructed so that students have adequate on-campus parking to choose from, students will likely park further into residential neighborhoods to look for available parking resulting in adverse impacts to the adjacent neighborhoods. In other words, establishing parking restrictions on the area streets without the College having adequate on-campus parking will only cause the students to park further into the residential neighborhoods which is less of an inconvenience than parking at the College's satellite campuses and riding the shuttle to class.

As the Council may recall, at the October 4th meeting, a member of the public who resides on San Ramon submitted a letter to the City on August 9, 2011 and spoke at the October 4th meeting, indicating that based on a circulated petition the majority of residents residing along Palos Verdes Drive East are generally opposed to parking restrictions on Palos Verdes Drive East (see attachment). However, soon after the October 4th meeting, Staff spoke to this resident, who in light of the discussion that ensued at the Council meeting, may reconsider her opposition regarding parking restrictions depending on the details of

the programs. She also requests that the City work with the neighborhood to minimize potential impacts. She also indicated that she would re-poll her neighbors to gauge their opinions.

CONCLUSION

In light of the aforementioned discussion, at this time, Staff does not recommend that the Council direct Staff to pursue establishing parking restrictions on the streets adjacent to the College. Rather, Staff recommends that the Council affirm the approach taken by Staff to require the College to implement Parking Management Strategies, pursuant to Condition No. 158, with the goal of minimizing street parking by College students and visitors.

ADDITIONAL INFORMATION

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 November 1st 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

- October 26, 2011 Letter from City Staff
- October 12, 2011 Letter from Marymount College
- September 21, 2011 Letter from City Staff
- September 2, 2011 Letter from City Staff
- August 24, 2011 Letter from Marymount College
- August 9, 2011 Letter from Mrs. Dunlap



October 26, 2011

COMMUNITY DEVELOPMENT DEPARTMENT

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,

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 Marymount students and visitors. In the spirit of the City's ongoing efforts to work with the College to address student parking on the streets adjacent to the College, various Parking Management Strategies have been identified by both the College and the City. The effectiveness of these Parking Management Strategies has been monitored by the City since the first day fall 2011 classes commenced, on August 29, 2011.

On September 21, 2011, the City notified the College of its observations of the effectiveness of the Parking Management Strategies, as described in the College's August 24, 2011 letter, which were implemented during the first three weeks of school. Based on Staff's observations, the City concluded that the implemented strategies were ineffective because there were student cars, ranging between 70 and 90 cars, parked each day on Palos Verdes Drive East, Crest Road, and Calle Aventura primarily between the hours of 10am and 3pm. As such, pursuant to Condition No. 158, the City required the College to implement the following additional Parking Management Strategies by October 10, 2011:

- 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 that these students are encouraged to use the designated carpool parking lot and 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.

On October 12, 2011, the College provided the City with a written response to the City's September 21st letter. In Summary, the College's letter indicates that many of the strategies identified by the City in its September 21st letter are already being implemented by the College. The College also pointed out the following:

- On-street parking is busiest on Mondays, Tuesdays and Thursday, at peak periods when area residents have left for work and subsides before area residents return home;
- Neither the City nor the College has received complaints from area residents regarding the street parking in front of homes or related disturbances;
- The initial impact of street parking occurs during the first few weeks of school and subsides over time as students settle into routines and become more aware of transportation options;
- Students traveling from area neighborhoods (not student housing offered by the College) pose a larger problem because of minimal alternative transportation options; and,
- The College is exploring areas of the community where students living off-campus are concentrated to provide shuttle services.

Since receiving the October 12th letter, Staff has continued to monitor the parking conditions at Marymount College to determine the effectiveness of the modified Parking Management Strategies. Based on Staff's observations, the on-street parking condition has not improved, and the currently implemented Parking Management Strategies continue to be ineffective. This is because there continues to be between 70-90 student cars parked on the public streets during peak periods (10am and 3pm) while during the same period there continues to be only 0-5 parking spaces available on-campus.

According to Condition No. 60, the expanded parking lot, which is to provide 463 parking spaces on-campus (an increase of 120 parking spaces from the existing 343 space parking lot) is not required to be constructed until September 30, 2012. However, according to Condition No. 158, the College is required to implement Parking Management Strategies to minimize street parking by students and visitors. Based on

the existing parking conditions observed by Staff, pursuant to Condition No. 158, Staff is of the opinion that the only effective means for the College to minimize street parking by students and visitors is to provide, at a minimum, 90 additional temporary parking spaces on-campus until the expanded parking lot is constructed. As discussed with the College on October 25th, the City is requiring the College to implement one, or any combination of, the following Parking Management Strategies so that 90 temporary parking spaces are provided on the College campus by the first day of Spring 2012 classes (January 9, 2012) to minimize student and visitor street parking.

1. Off-Campus Parking and Shuttle for Faculty and Staff

One of the parking management strategies the College is currently implementing is increased shuttle service for students between the RPV main campus and the College's satellite campuses (PVDN North and Waterfront Campuses). As a means of increasing student ridership, the College offers the shuttle service free of charge and offers an express service to the RPV campus. The College is also considering offering financial incentives, such as gift cards, for the use of the shuttles. Staff has observed an increased frequency of the shuttle service but ridership, although increased from years past, still seems low.

It is Staff's belief that the students' lack of use of the shuttle is primarily based on convenience and behavior. To ask a student to park off-campus and use the shuttle service essentially requires a student to begin his or her day approximately one hour earlier, which is likely not conducive to a student's lifestyle. As such, City Staff believes that the College will be more successful in increasing shuttle ridership and reducing the on-campus parking demand if its faculty and staff are required to park at its off-campus facilities and utilize the shuttle service. There are currently approximately 90 parking spaces (out of the existing 343 parking spaces) designated for faculty and staff parking. If the College required its faculty and staff to park at the PVDN and/or Waterfront campuses and use the shuttles, up to 90 of these parking spaces can then be designated, at least temporarily until the expanded parking lot is constructed, for use by students.

2. Construction of a Temporary Parking Lot

As previously reported, during peak hours the number of student cars parked on the street range between 70-90 cars. Another parking management strategy for consideration is for the College to provide an on-campus temporary parking lot that would accommodate up to 90 temporary parking spaces. This can be achieved by either one, or any combination of the following:

- a. Utilizing the unimproved area west of the existing preschool, the location of the proposed athletic field and tennis courts, as a temporary lawn or

- gravel parking lot. Minimal grading will be needed and access can be provided from the existing parking lot.
- b. Converting all or a portion of the existing athletic field into a temporary parking lot. In this case, vehicle access can be provided from a temporary driveway south of the academic building.
 - c. Converting portions of the existing tennis courts and/or basketball courts into a temporary parking lot. This can be achieved by removing the existing fencing and equipment, and using slurry seal to pave over the court. Access can be provided off the existing parking lot.

This required Parking Management Strategy is intended to be temporary only until the College's expanded parking lot is constructed and operational. In order to allow a temporary parking lot, pursuant to Section 17.76.010.C, a temporary parking permit would be issued by the Community Development Director subject to certain conditions to minimize impacts upon neighboring properties. Moreover, as previously noted, the temporary parking lot would only be used during peak parking periods, and would be closed off at all other times.

3. Valet Parking

In cases when adequate parking is not available during peak periods, valet parking services could be utilized to stack cars in parking spaces. Based on the current parking lot configuration, the area on-campus that can likely accommodate valet parking is the southern parking lot in the area adjacent to the south facing façade of the Student Union and the Academic Building. In order to minimize disruption to on-site vehicle circulation, vehicles queuing for drop-off and pick-up would occur within the driveway aisle past the existing Maintenance Building. Cars using the valet service that are not parked in stripped stalls would be parked in the driveway aisle perpendicular to the stalls. In order to be effective, this service would be offered free of charge to the students and visitors.

It should be noted that this strategy cannot be considered independently but rather in combination with one of the previously listed strategies. This is because, based on Staff's calculations, the southern parking lot can only accommodate approximately 25 cars when parked perpendicular to the stripped stalls and, as previously stated, at a minimum, 90 additional temporary parking spaces are currently needed to address the on-campus parking deficiency. Furthermore, 20 feet of the existing 30-foot driveway aisle in the southern parking lot serves as an emergency vehicle lane and parked cars cannot obstruct such access. Lastly, the Fire Department will have to review and approve a valet parking plan before it can be approved and implemented.

City Staff has proposed the aforementioned strategies to accomplish a reduction of student and visitor parking on the street. Staff believes these strategies will be effective because they do not solely put the responsibility on the students to seek alternatives to

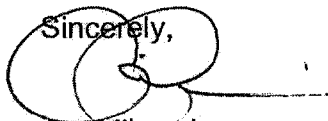
the lack of available on-site parking, and provide students with available on-campus parking. In order for the above listed Parking Management Strategies to be most effective, the College also should provide a staff member at the driveway entrance to direct student vehicles to the newly designated parking spaces on-campus. The College also should use social media and other forms of advertisement to promote the newly created parking spaces and to discourage students from continuing to park on the streets. The suggested parking management strategies identified herein, in combination with the strategies currently being implemented by the College, should achieve a significant reduction in student and visitor parking on the street, as required by Condition No. 158, until the expanded parking lot is constructed.

Thus, in summary, pursuant to Condition No. 158, the Director of Community Development and the Director of Public Works are requiring that the College provide a minimum of 90 temporary parking spaces on the College campus by the first day of Spring 2012 classes (January 9, 2012) to minimize student and visitor street parking. To meet this deadline, the City requests that the College submit its proposal/plan to meet this requirement by November 30, 2011.

As indicated in an email to you and Mr. Davis on October 20, 2011 and during our conversation on October 25th, the City Council will receive a status report on the effectiveness of the 2011/2012 Parking Management Strategies and the aforementioned Parking Management Strategies at its upcoming November 1st, 2011 meeting. The November 1st City Council Staff Report will be posted on the City's website later this week.

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 Mihranian
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

Marymount College

PALOS VERDES, CALIFORNIA

30800 Palos Verdes Drive East
Rancho Palos Verdes, CA 90275
Phone: 310-377-5501
www.marymountpv.edu

October 12, 2011

Via email and U.S. Mail

Mr. Ara Mihranian
Deputy Community Development Officer
City of Rancho Palos Verdes
30940 Hawthorne Blvd.
Rancho Palos Verdes, CA 90275

Dear Mr. Mihranian,

The College writes in response to your letter of September 21, 2011 regarding Condition No. 158, of the College's Conditional Use Permit. Thank you for meeting with us on September 28, to discuss the City's observations and further consider the College's parking management efforts.

As we discussed at our meeting, the College has implemented many of the strategies outlined in your letter of September 21, including the following:

- Reduction of designated carpool spaces – The College originally designated 42 parking spaces for use by carpoolers. We maintained this number for the first few weeks of classes in an effort to convey to students and others that on-campus spaces are available to those who carpool. The College has monitored the demand for carpool spaces carefully and has since reduced the number of these spaces to 22.
- Charge for Parking Permits – The College does not charge for parking permits. Students, faculty and staff are required to register their automobiles in order to park on-campus, but this is simply a measure intended to assist with security and policy enforcement efforts – not to generate revenue.
- An increased financial incentive – The College now offers incentives to utilize carpool spaces (a gift card when one logs 25 trips) and continues to look at opportunities to provide incentives to those whose proximity to the shuttle route would allow them to utilize this service.
- Marketing and Promotion – The College engaged in a vigorous marketing campaign to encourage shuttle and carpool use during the beginning weeks of the semester and continues to place flyers on cars parked on the street promoting these programs. Further, the College has

utilized social media including Facebook to promote these programs. Videos produced to advance these programs can be accessed through the College's intranet page.

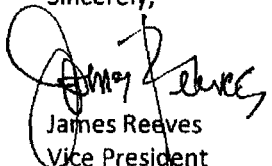
In addition to the above noted strategies, the following is also worthy of note:

- On-street parking is at its busiest on Monday, Tuesday and Thursday and notably less on Wednesdays and Fridays. These peak parking times occur largely after area residents leave for work and subsides before they return home.
- Neither the College nor the City, at this writing, has received complaints from area residents about parking in front of homes or any disturbances attributed to street parking.
- The initial impact of parking occurs during the opening weeks of school. As schedules and routines settle, and new students become aware of their transportation options, the number of cars parked on the street declines. This continues to be our experience this year.
- The College's efforts to encourage students living in off-campus College provided housing has been very successful. The number of students driving in from neighboring communities presents a more significant challenge as the availability of transportation options, including public transportation, are limited.
- The College is continuing its efforts to identify areas of the community (largely San Pedro) where designated shuttle stops can enable those who live in those areas to take advantage of the College's transportation program.

The College will continue its assessment activities, including a student survey, in an effort to further understand how the College can assist students meet their transportation needs and further reduce the demand for parking at the College's Rancho Palos Verdes campus.

Again, thank you for taking the time to consider a variety of ideas and options for the management of our transportation program. Please contact me directly should you have further questions.

Sincerely,



James Reeves
Vice President
Marymount College

c: Dr. Michael Brophy - President



September 21, 2011

COMMUNITY DEVELOPMENT DEPARTMENT

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 Milhranian

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

September 2, 2011

COMMUNITY DEVELOPMENT DEPARTMENT

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

Marymount College

PALOS VERDES, CALIFORNIA

30800 Palos Verdes Drive East
Rancho Palos Verdes, CA 90275
Phone: 310.377.5501
www.marymountpv.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.

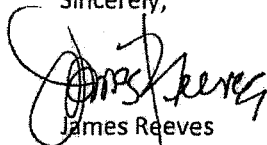
With enrollments growing from a modest 561 in the fall of 2009-2010 to over 700 in 2010-2011, the College recognized that while parking demand was not a particular concern in 2009-2010, a response to an increased student body, and subsequent parking demand was necessary. In response, the College implemented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

RECEIVED

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.

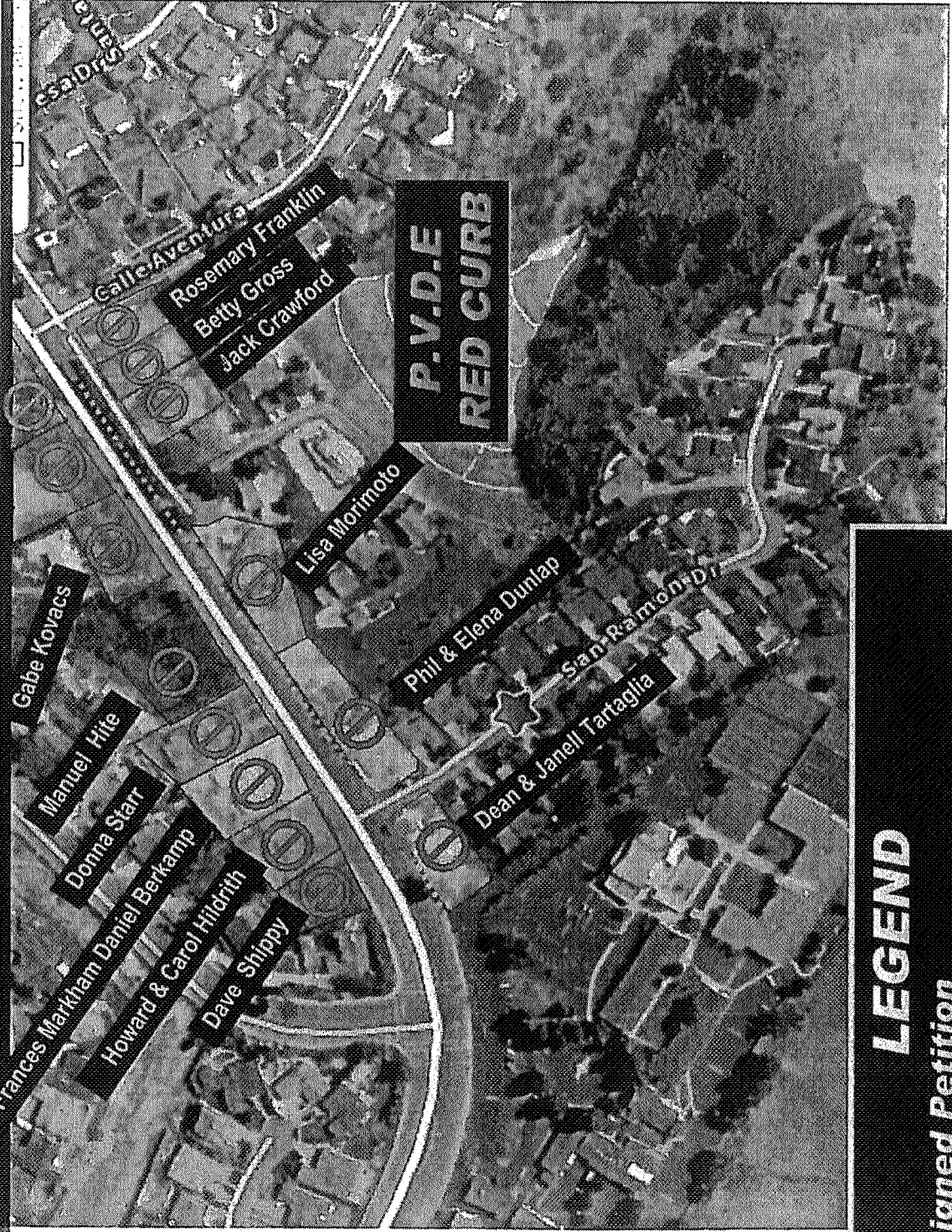
Let me state clearly for the record: Student parking on Palos Verdes Drive East is far less of a problem than any type of restrictions would be. Again, we are opposed to any restrictions in our vicinity of PVDE.

Thank you,


Maria Elena Dunlap

We Do NOT Want PVDE 'Red Curb'

Rick ValBueva
Phillip Hughes



Gabe Kovacs

Mantel Hite

Donna Starr

Frances Markham
Daniel Berkamp

Howard & Carol Hildrith

Dave Shippy

Rosemary Franklin
Betty Gross
Jack Crawford

**P.V.D.E
RED CURB**

Lisa Morimoto

Phil & Elena Dunlap

Dean & Janell Tartaglia

Sian-Raimon Dr

LEGEND

Signed Petition



STOP; We do not want PVDE 'Red Curb'

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.	
Philip Dunlap	2845 San Ramon Dr.	
Carol M. Killeen	30727 Palos Verdes Dr. E.	
Mamuel Killeen	30675 PV DR EAST	
Gabe Kovacs	30655 P.V. DR. EAST	
Philip Hughes	30645 P.V. DR. EAST	
VICTORIA VARGAS	30645 PV DR E	
RICK VALBUENA	30629 P.V. E	
Rosemary Franklin	28621 CALLE AVENTURA RPV	
SACK CRAWFORD	30636 PV DR E	
Betty Gross	30630 PV DR E	
Jane Tartaglia	2844 San Ramon Dr.	
Dean Tartaglia	2844 San Ramon Dr.	
Hans Bergkamp	30717 Dr. E	
Frances Mankham	30717 P.V. East	
Donna Starr	30707 PV EAST	
Lisa Morimoto	30658 P.V. DR. E.	
DAVID SHIPPY	30725 P.V. DR. E.	

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.