Consideration of a Recommendation of the Parking and Public Improvements Commission to Approve the City Parking Management Strategies and Toolkit

City Council Meeting – November 3, 2025

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Background

- Prior Downtown parking studies in 1984, 1990, 1998 & 2008
- 14 public off-street facilities, 500+ on-street spaces
- North Manhattan Beach commercial area added
- Intended as a guideline to assist City in implementing comprehensive, coastal-approved parking solutions for customers, visitors, employees and residents.
- Goal to improve quality of life and preserve City's character

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Background

- Walker Consultants hired to conduct Study in May 2024
- Completed Parking Counts in Summer and Fall 2024
- Completed Future Conditions Study in Spring 2025
- Drafted Strategies and Toolkit in Summer 2025
- Conducted Stakeholder Outreach Summer 2025
- PPIC reviewed Strategies and Toolkit on Sept. 25, 2025

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City Council Presentation

MANHATTAN BEACH

CITY PARKING MANAGEMENT STUDY

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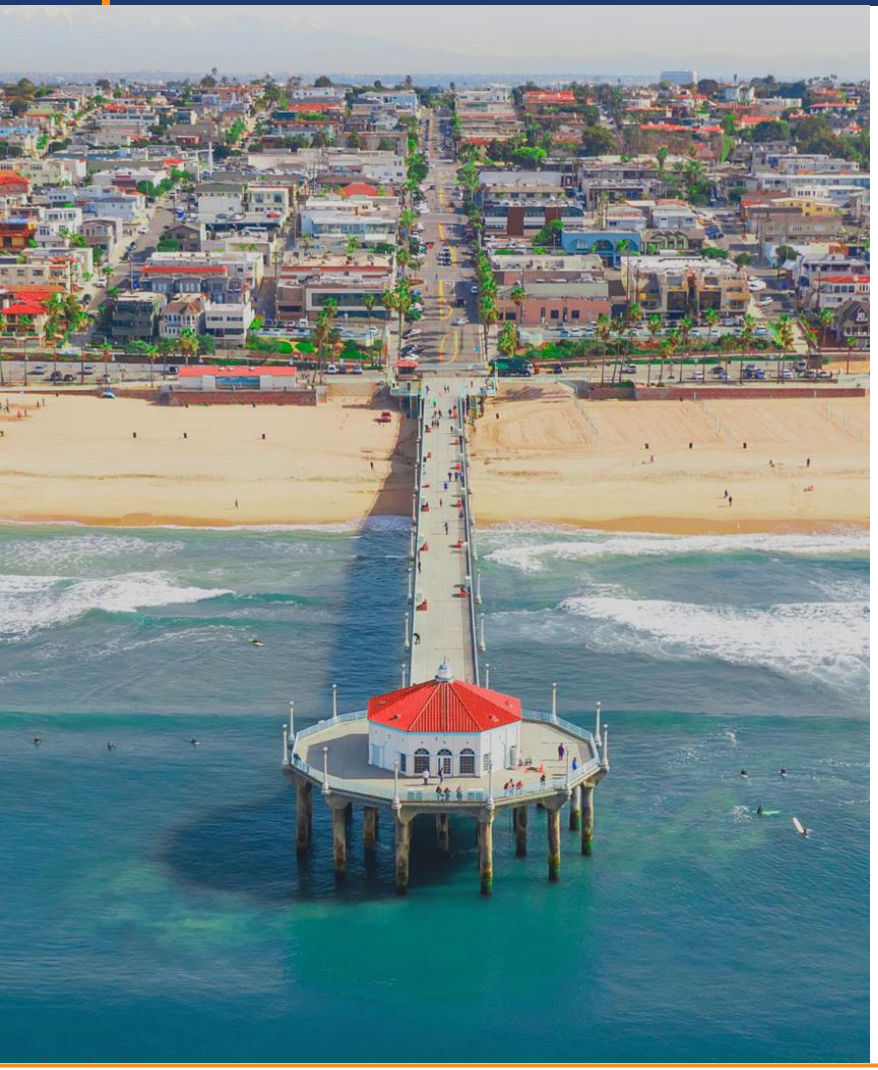
Agenda



- Study Area
- Existing Conditions
- Future Conditions
- Parking Strategies

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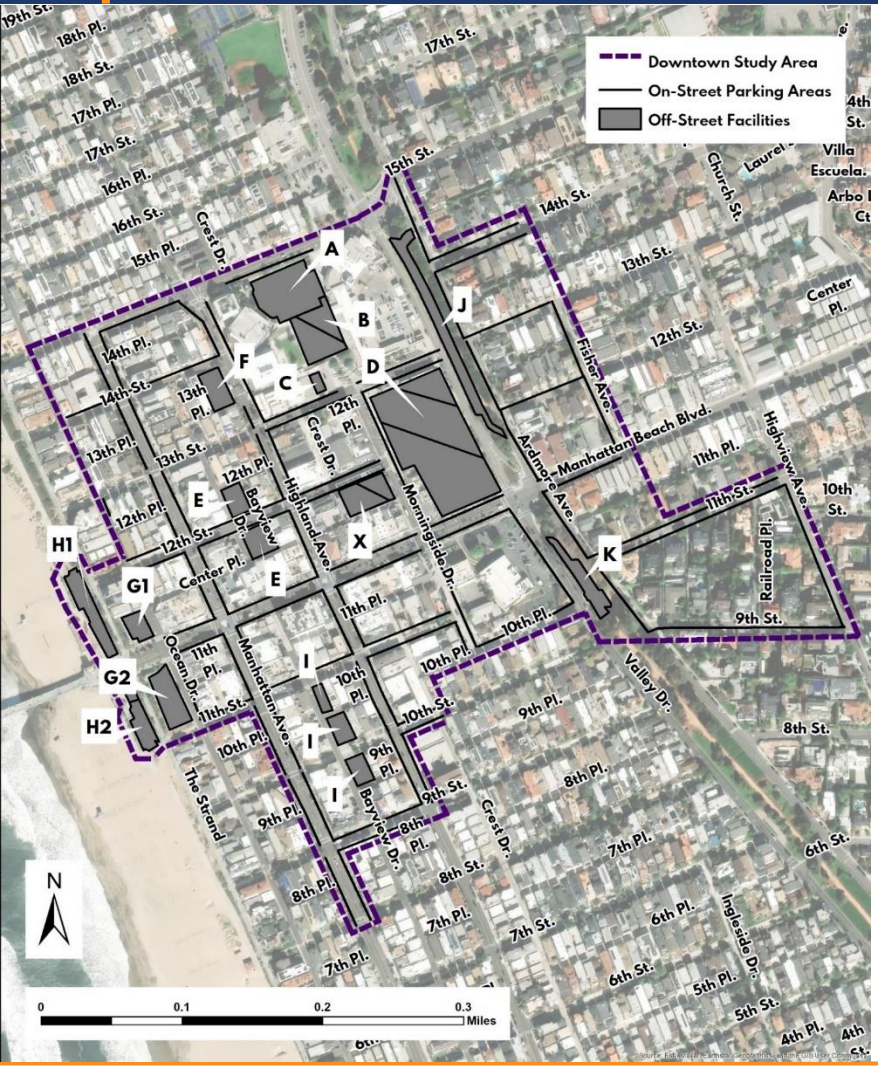
Downtown Study Area



- Matches the area studied in 2008
- Blocks numbered and lots lettered for data collection and tabulation purposes

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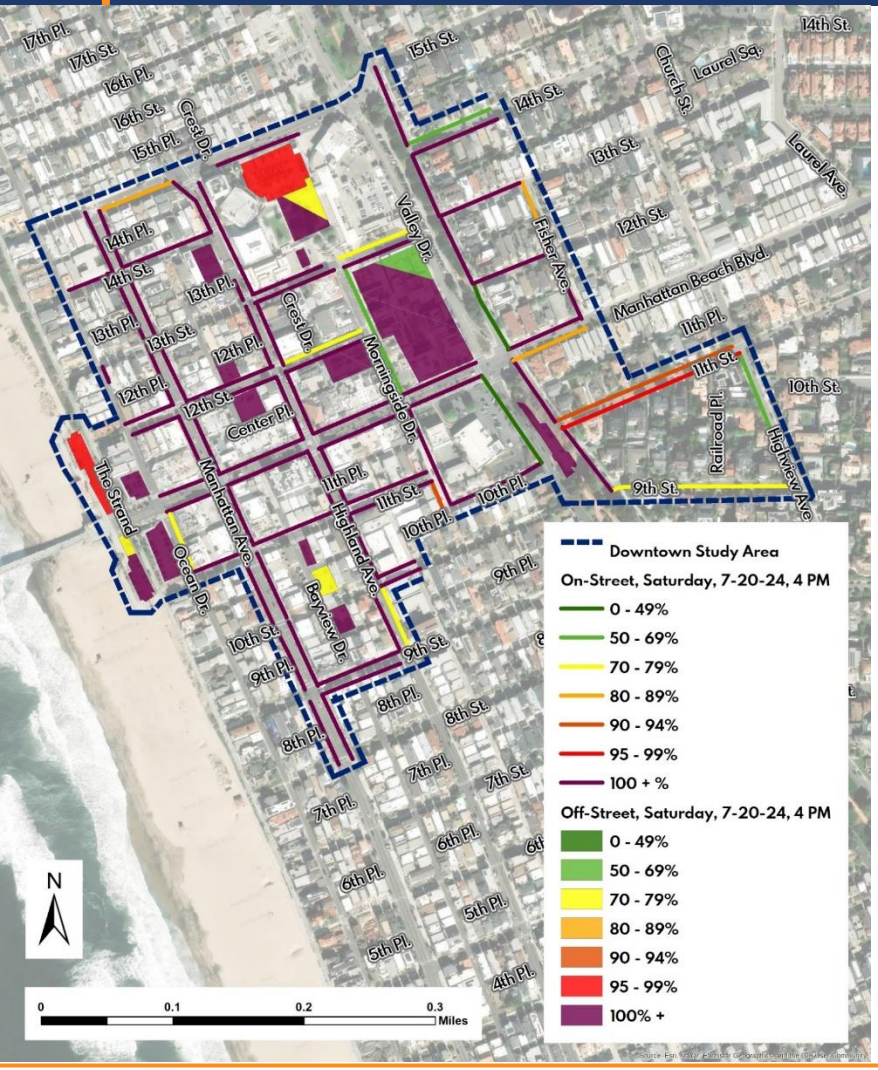
Existing Conditions – Summer – Downtown



- Peak parking demand occurs late Saturday afternoon.
- Beach parking lots fill and experience low turnover.
- Beach parking demand impacts commercial areas.
- Majority of 'available' on-street spaces are loading spaces and time-limited spaces in the Downtown Residential Override Zone.
- 'Available' off-street spaces are not available to the public at large.

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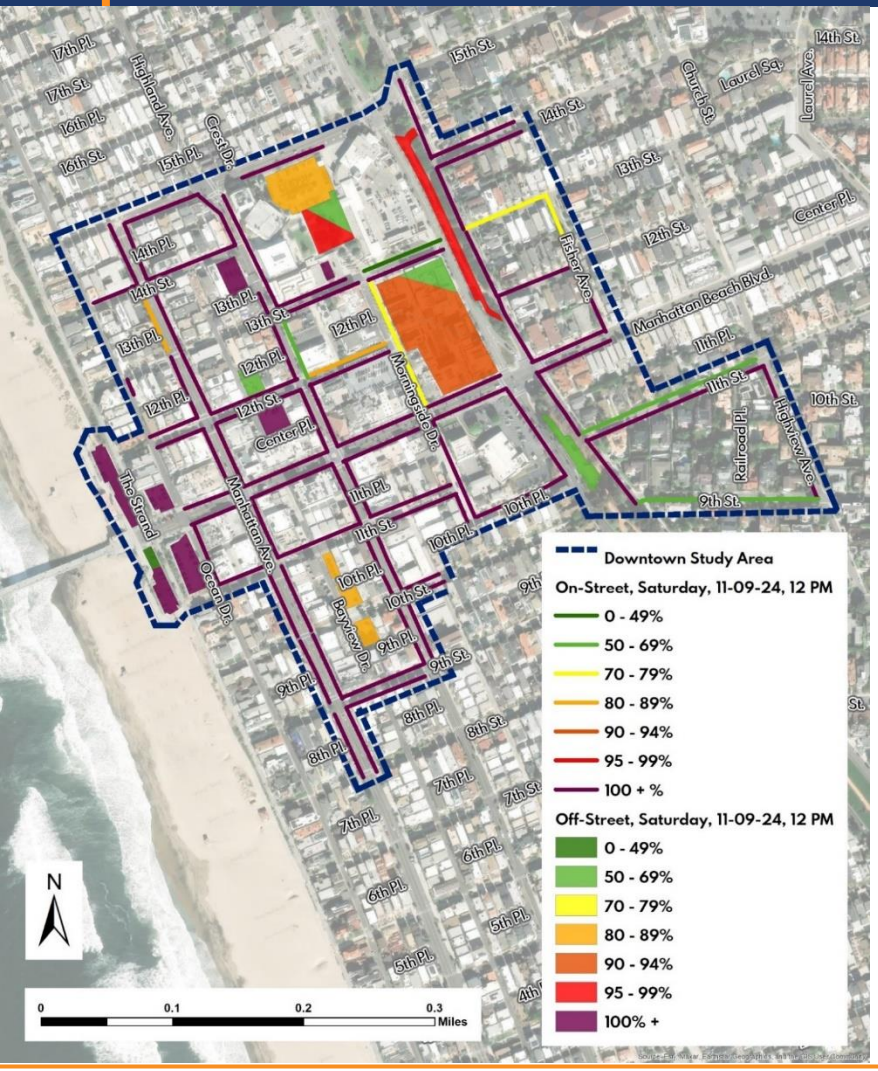
Existing Conditions – Fall – Downtown



- Beach parking demand generally does not spill into commercial and residential areas.
- Commercial parking may spill into beach parking.
- Beach lots often do not fill.
- Residents don't need to protect 'their' spaces – some availability and turnover in free, unrestricted on-street spaces

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North Manhattan Beach Study Area

- Newly added to the current study
- Blocks numbered and lots lettered for data collection and tabulation purposes

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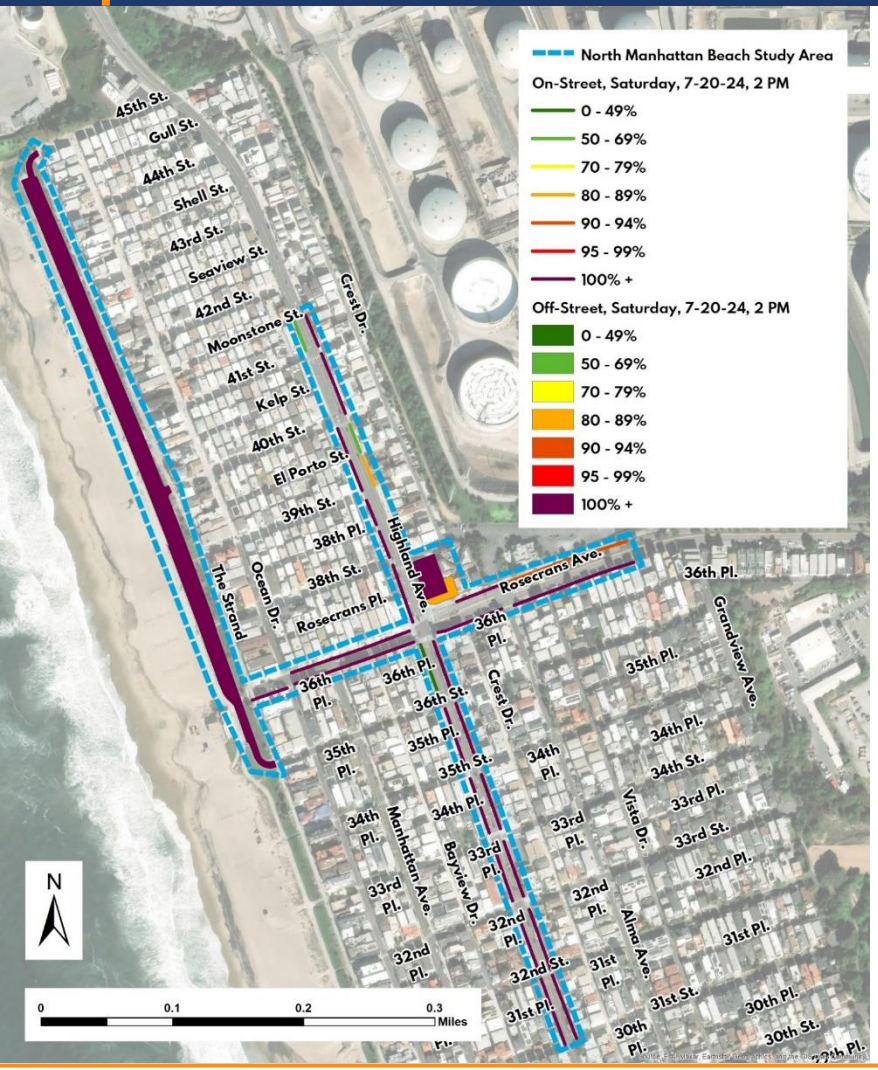
Existing Conditions – Summer – North MB



- Peak parking demand occurs mid-Saturday afternoon.
- Beach parking lot fills, and parking management is used to ease congestion.
- Beach parking demand impacts commercial areas.
- Beach and commercial parking demand extends far down Rosecrans.
- 'Available' on-street spaces are loading spaces and 1-hour spaces north of Rosecrans.
- 'Available' off-street spaces are merchant permit spaces and spaces in beach lots due to traffic management.

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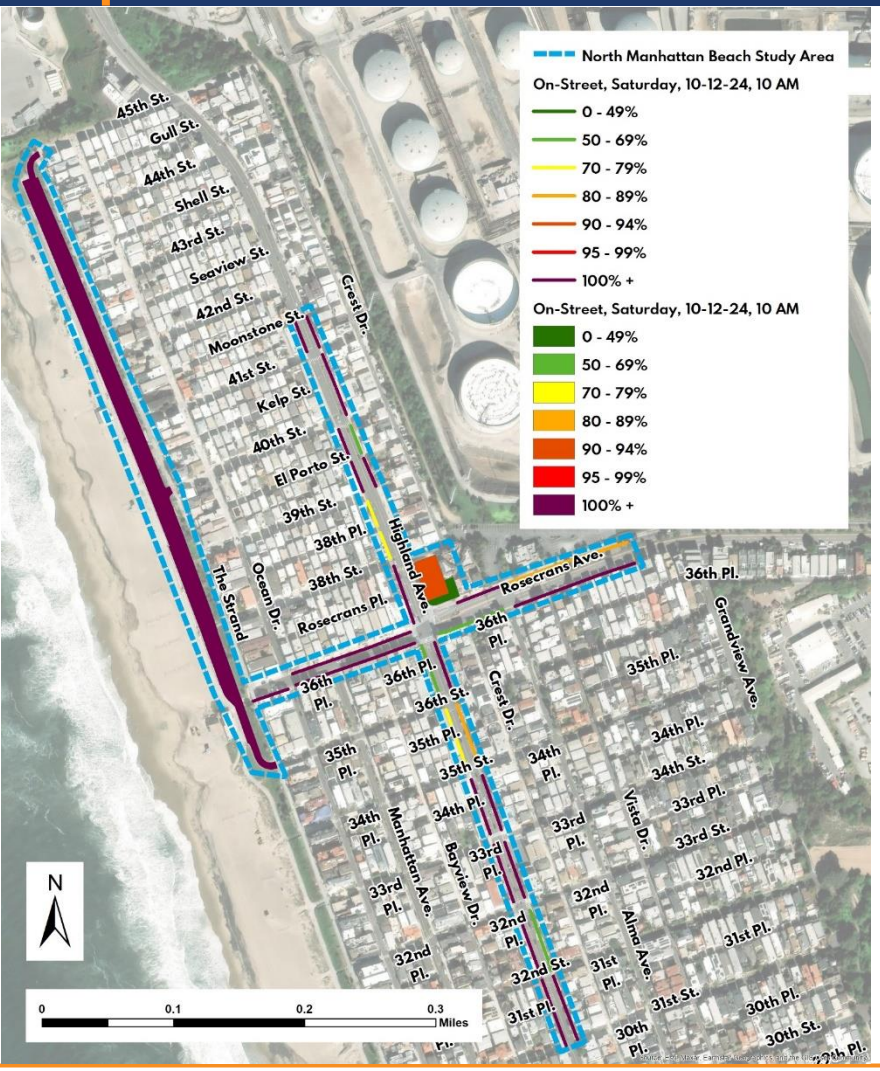
Existing Conditions – Fall – North MB



- System peak at 10:00 a.m., driven by morning beach use/surfing.
- Beach parking spills into commercial parking briefly, but commercial parking does not fill even with beach demand.
- Fast drop in demand from peak.
- No spillover down Rosecrans.

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Future Parking Needs - Downtown

- Source of Need
  - Densification of Parcels
  - Ambient Growth
  - Existing Unmet Demand
- Calculation of unmet demand is aligned with accommodating summer weekday/off-peak weekend demand, not peak summer weekend demand.

Source of Need	Number of Spaces
Supply Increase Due to Densification up to 1:1 FAR	60
Supply Increase Due to Ambient Growth	85
Supply Increase Due to Unmet Demand	150
Total	295

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Future Parking Needs – North MB

- Source of Need
  - Ambient Growth
  - Existing Unmet Demand
- Calculation of unmet demand is aligned with accommodating summer weekday/off-peak weekend demand, not peak summer weekend demand.
- Additional supply would be needed to reduce parking on Rosecrans

Source of Need	Number of Spaces
Non-Beach Supply Increase Due to Ambient Growth	15
Non-Beach Supply Increase Due to Unmet Demand	25
Beach Supply Increase Due to Unmet Demand	40
Total	80

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Strategy 1: Parking Rate Structures and Time Limits

Strategy 1.1

- Increase on-street parking rates relative to off-street rates and align them with market conditions.
  - Consider amending the ordinance to also allow future increases based on inflation
- This strategy was partially implemented when City Council approved a parking rate increase to $2.50 per hour for all street and city parking lot meters and $3.50 in State and County-owned parking lots on April 15, 2025.
- Staff and Commission recommend setting on-street rates higher than off-street rates.
- The Commission recommends a one-time increase in meter rates to reach market conditions.

Timeline	Level of Effort	Level of Investment
Short-term	Medium	$

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Strategy 1: Parking Rate Structures and Time Limits

- Strategy 1.1 (continued) – Increase on-street parking rates relative to off-street rates and align them with market conditions.

Rough Order of Magnitude Revenue Change from Rate Change

	# Spaces	# Days	Hours per Day	Average Occupancy	2024 Rate	2024 Revenue	2025 Rate	2025 Revenue	Market Rate	Market Revenue
North Manhattan Beach										
Beach Lot	219	365	12	78%	$ 2.50	$ 1,870,000	$ 3.50	$ 2,620,000	$ 4.00	$ 2,990,000
Lot 4	63	365	12	78%	$ 2.00	$ 430,000	$ 2.50	$ 540,000	$ 3.00	$ 650,000
On-Street	70	365	12	78%	$ 2.00	$ 480,000	$ 2.50	$ 600,000	$ 3.00	$ 720,000
					Total	$ 2,780,000	Total	$ 3,760,000	Total	$ 4,360,000
Downtown										
Beach Lots	118	365	12	78%	$ 2.50	$ 1,010,000	$ 3.50	$ 1,410,000	$ 4.00	$ 1,610,000
Public Off-Street	595	365	12	78%	$ 2.00	$ 4,070,000	$ 2.50	$ 5,080,000	$ 3.00	$ 6,100,000
On-Street	351	365	12	78%	$ 2.00	$ 2,400,000	$ 2.50	$ 3,000,000	$ 3.00	$ 3,600,000
					Total	$ 7,480,000	Total	$ 9,490,000	Total	$11,310,000

- Revenue projections are based on multiple assumptions and are for the purpose of providing an understanding of projected relative changes to parking revenue as rate policies change. Revenue projections and differences in projected revenue are rough estimates and are intended for illustrative purposes only. Revenue projections are not intended to be used in financing or in other documents used by third parties.

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Strategy 1: Parking Rate Structures and Time Limits

- Strategy 1.1 (continued) – Increase on-street parking rates relative to off-street rates and align them with market conditions.

Illustrative Seasonal Rates

	2025 Rate	Seasonal/ Market Rate	2025 Revenue	Projected Revenue with Seasonal Rates
Beach Lot Peak Weekend	$ 3.50	$ 4.00	$ 394,613.52	$ 450,986.88
Beach Lot Peak Weekday	$ 3.50	$ 3.50	$ 938,410.20	$ 938,410.20
Beach Lot Off-Peak Weekend	$ 3.50	$ 3.50	$ 772,808.40	$ 772,808.40
Beach Lot Off-Peak Weekday	$ 3.50	$ 3.00	$ 1,818,505.92	$ 1,558,719.36
Public Off-Street Peak Weekend	$ 2.50	$ 3.00	$ 550,351.20	$ 660,421.44
Public Off-Street Peak Weekday	$ 2.50	$ 2.50	$ 1,308,762.00	$ 1,308,762.00
Public Off-Street Off-Peak Weekend	$ 2.50	$ 2.50	$ 1,077,804.00	$ 1,077,804.00
Public Off-Street Off-Peak Weekday	$ 2.50	$ 2.00	$ 2,536,195.20	$ 2,028,956.16
On-Street Peak Weekend	$ 2.50	$ 4.00	$ 352,124.40	$ 539,979.84
On-Street Peak Weekday	$ 2.50	$ 3.50	$ 837,369.00	$ 1,116,624.60
On-Street Off-Peak Weekend	$ 2.50	$ 3.50	$ 689,598.00	$ 919,573.20
On-Street Off-Peak Weekday	$ 2.50	$ 2.00	$ 1,622,702.40	$ 1,352,123.52
		Total	$ 12,899,244.24	$ 12,725,169.60

*for illustrative purposes only, caveats on preceeding slide

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Strategy 1: Parking Rate Structures and Time Limits

Strategy 1.2

- Adjust or eliminate time limits for on-street parking and establish tiered pricing to encourage turnover.
- Commission and staff do not recommend eliminating time limits.
- Staff did not recommend tiered or graduated pricing.

Example of Tiered Pricing

Parking Session	Hourly Rate
1st hour	$2.00
2nd hour	$2.00
3rd hour	$3.00
4th hour	$3.50
5th hour	$4.00
6th hour	$4.50
7th hour	$5.00
8th hour	$5.00
9th hour	$5.00
10th (maximum time in a single parking session)	$5.00

Timeline	Level of Effort	Level of Investment
Short-term	**Medium**	**$**

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Strategy 2: Off-Street Parking Time Limits

Strategy 2.1

- Modify off-street parking time limits.
- Adjusting off-street time limits helps to differentiate on- and off-street parking. And provides options for stays over two hours besides meter feeding.
- Staff and Commission recommend maintaining the 5-hour limit in the beach lots but adjusting Metlox L1 and other off-street lots to 3–10-hour limits (TBD) in consultation with the business community.

Timeline	Level of Effort	Level of Investment
Short-term	Low	$

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Strategy 3: Payment Methods

Strategy 3.1

- Implement a mobile application payment platform for parking.
- This strategy was previously approved by the City Council on April 15, 2025, as part of the Parking Technology Roadmap.

Timeline	Level of Effort	Level of Investment
Short-term	Low	$$$

Strategy 3.2

- Remove and replace individual parking meters with multi-space kiosks.
- This strategy was previously approved by the City Council on April 15, 2025, as part of the Parking Technology Roadmap.

Timeline	Level of Effort	Level of Investment
Medium-term	High	$$

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Strategy 4: District Wide Valet & Attended Parking

Strategy 4.1

- Implement public on-street valet or attended parking services at strategic locations.
- Staff and Commission support a public valet service operated by private businesses.

Timeline	Level of Effort	Level of Investment
Medium-term	Medium	$$$

Strategy 4.2

- Implement public parking attendant parking large parking lots during peak hours.
- Staff and Commission do not recommend attended parking at this time.

Timeline	Level of Effort	Level of Investment
Medium-term	Medium	$$$

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Strategy 5: Shared Parking

Strategy 5.1

- Identify potential public and private properties that could meet current and future parking needs through shared parking agreements.
- Staff and Commission recommended expanded outreach and modification to the Municipal Code to encourage private shared parking.
- Staff and Commission recommended public-private partnerships to share parking, similar to the Metlox development.

Timeline	Level of Effort	Level of Investment
Short-term	Medium	$

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Short-Term Parking Strategy Summary

Strategy	Add/Delete Strategy?
1.1 Increase on-street rates relative to off-street, align with market conditions	
1.2 Adjust/eliminate time limits for on-street parking, tiered/graduated rates	
2.1 Modify off-street time limits	
3.1 Implement mobile payment application for parking	
3.2 Replace individual meters with multi-space kiosks	
4.1 Implement public on-street valet	
4.2 Implement public parking attendant parking large parking lots during peak hours	
5.1 Shared Parking	

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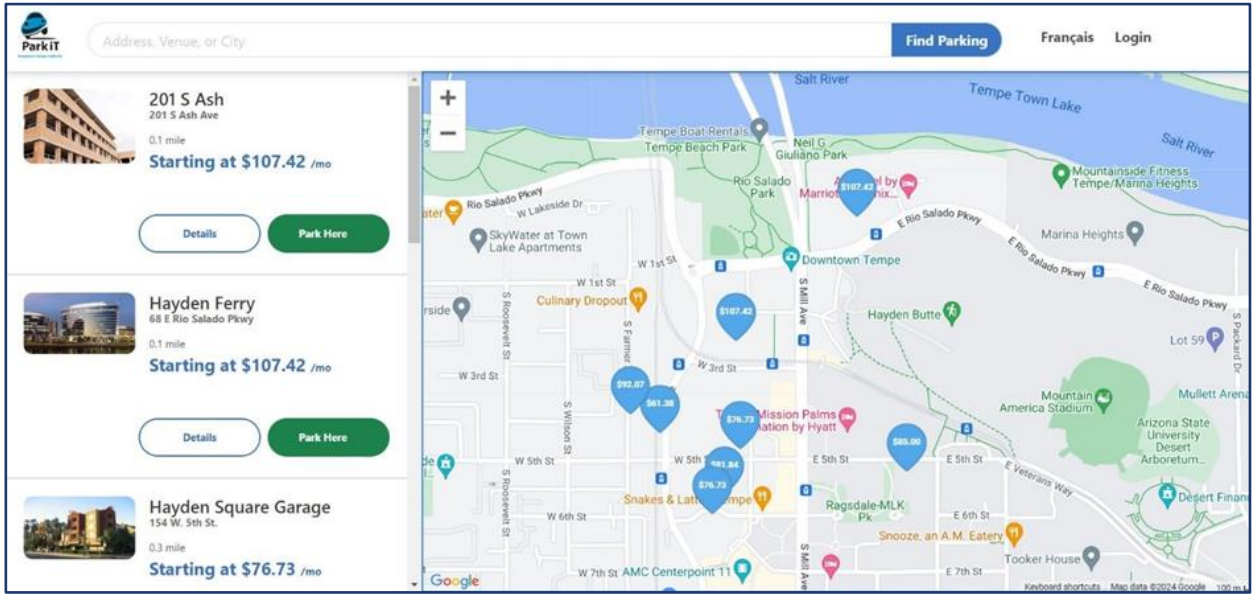
Strategy 6: Technology & Wayfinding

Strategy 6.1

- Updated Parking Webpage
- Staff and Commission recommend the creation of a webpage dedicated to the City's public parking.



Timeline	Level of Effort	Level of Investment
Short-term	Low	$

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Strategy 6: Technology & Wayfinding

Strategy 6.2

- Evaluate and recommend ways to provide parking information, including completing the implementation of the Citywide Wayfinding Program.
- Staff and Commission recommend full implementation of the Citywide Wayfinding Program.
- Staff and Commission recommend establishing a multi-departmental task force to develop an online and social-media parking information platform.

Timeline	Level of Effort	Level of Investment
Medium-term	High	$$

Strategy 6.3

- Implement an App-based automated parking guidance system (APGS).
- Staff and Commission recommend an APGS integrated with its mobile payment platform.

Timeline	Level of Effort	Level of Investment
Medium-term	Medium	$$$

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Strategy 7: Long-Term Parking

Strategy 7.1

- Implement a flexible employee parking pass or bundled daily passes.
- Staff and Commission recommend establishing a stakeholder task force to recommend comprehensive revisions to the City's merchant permit parking program.
- Staff and Commission do not recommend flexible time-based or daily permits until such time as parking enforcement in parking lots is fully automated.

Existing Lot M Merchant Permits

- Maximum 95 Monthly permits
- Maximum 662 Bi-Annual permits
- 255 Merchant spaces
- 3:1 permit to parking space ratio

Other Lots:

- 27 Lot 1 Merchant permits, 20 Merchant spaces
- 40 Lot 2 Merchant Permits, 19 Merchant spaces
- 40 Lot 4 Merchant Permits, 12 Merchant spaces

Timeline	Level of Effort	Level of Investment
FURTHER STUDY	REQUIRED	

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Strategy 7: Long-Term Parking

Strategy 7.2

- Increase merchant permit parking rates.
- Staff and Commission recommend establishing a stakeholder task force to recommend comprehensive revisions to the City's merchant permit parking program.

2024/2025 Merchant Permit Prices

	2024	2025
Monthly	$27	$65
Bi-Annual	$160	$250
5+ Discount	$100	None

Timeline	Level of Effort	Level of Investment
FURTHER STUDY	REQUIRED	

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Strategy 8: Residential Parking Permit System

Strategy 8.1

- Improve and potentially expand the residential parking permit program (RPPP).
- Staff and Commission recommend implementation of RPPPs on specific streets and lots within the study area, with resident permit override of time limits during specified hours after consultation with stakeholders.

Timeline	Level of Effort	Level of Investment
Short-term	Medium	$

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Long-Term Parking Strategy Summary

Strategy	Add/Delete Strategy?
6.1 Update parking webpage	
6.2 Evaluate ways to provide parking information including implementation of Citywide Wayfinding Program	
6.3 Implement an app-based Automated Parking Guidance System (APGS)	
7.1 Implement a flexible employee parking pass or bundled daily passes. (FURTHER STUDY REQUIRED)	
7.2 Increase merchant permit parking rates. (FURTHER STUDY REQUIRED)	
8.1 Improve/expand the RPPP in consultation with stakeholders	

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Strategy 9: Enforcement Hours

Strategy 9.1

- Shift parking enforcement hours one hour later during the peak season.
- Staff and Commission recommend shifting metered and enforcement hours later by one hour in the summer season to more closely match parking demand.

Timeline	Level of Effort	Level of Investment
Short-term	Low	$

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Strategy 10: Enforcement Technology

Strategy 10.1

- Adopt License Plate Reader (LPR) technology for enforcement.
- This strategy has been previously approved by the City Council on April 15, 2025, as part of the Parking Technology Roadmap.

Timeline	Level of Effort	Level of Investment
Medium-term	High	$$$

Strategy 10.3

- Implement smart parking software and real-time data.
- This strategy has been previously approved by the City Council on April 15, 2025, as part of the Parking Technology Roadmap.

Timeline	Level of Effort	Level of Investment
Medium-term	Medium	$$

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Strategy 10: Enforcement Technology

Strategy 10.2

- Transition to virtual commercial, merchant, and residential permits and an online application process.
- Part of this strategy has been initiated through the EnerGov permit system for residential and oversize vehicle permits.
- Staff and Commission recommend an online application process for all parking permits, with virtual permits for license plate-based permits and physical hangtags for others.
- Transition to virtual merchant permits could be a consideration of the recommended merchant permit task force (see Strategy 7).

Timeline	Level of Effort	Level of Investment
Medium-term	High	$$$

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Strategy 11: Dynamic Pricing

Strategy 11.1

- Implement real-time or seasonal dynamic pricing of on-street parking.
- Staff and Commission do not recommend this strategy.

Timeline	Level of Effort	Level of Investment
Long-term	High	Varies

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Strategy 12: Passenger and Commercial Loading

Strategy 12.1

- Gather information on existing commercial delivery vehicle access and loading needs/challenges.
- This strategy was initiated by the Long-Term Outdoor Dining Task Force.
- Staff and Commission recommend gathering additional information and data on existing loading needs and challenges.

Timeline	Level of Effort	Level of Investment
Short-term	Low	$$

Strategy 12.2

- Limit commercial deliveries and loading activity to early morning and Sundays
- Staff and Commission recommend establishing a stakeholder task force to recommend prohibiting commercial loading on certain streets and during specific hours in the DT and NMB business districts.

Timeline	Level of Effort	Level of Investment
FURTHER STUDY	REQUIRED	

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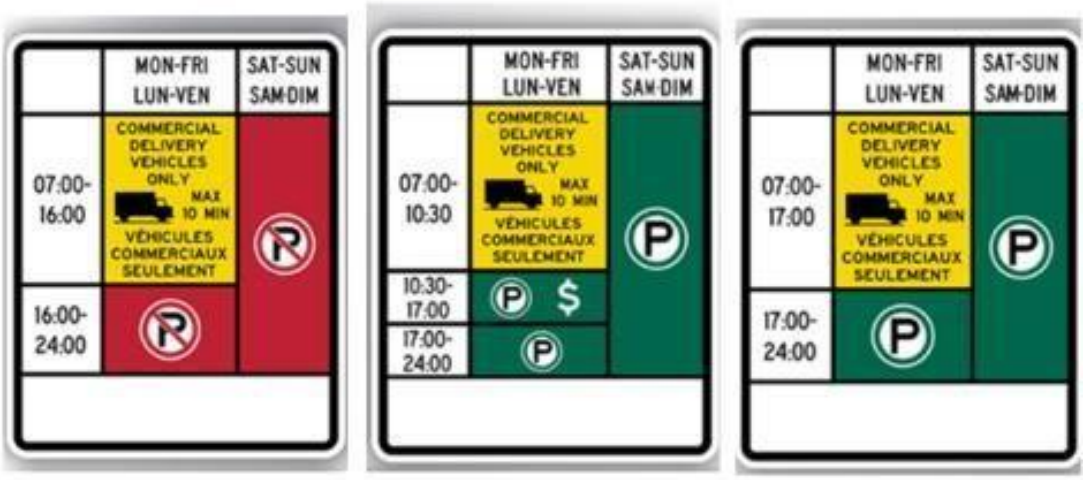
Strategy 12: Passenger and Commercial Loading

Strategy 12.3

- Create additional Flexible Loading Zones (FLZs)
- Staff and Commission recommend additional FLZs for on-street spaces where appropriate.



Timeline	Level of Effort	Level of Investment
Medium-term	High	$

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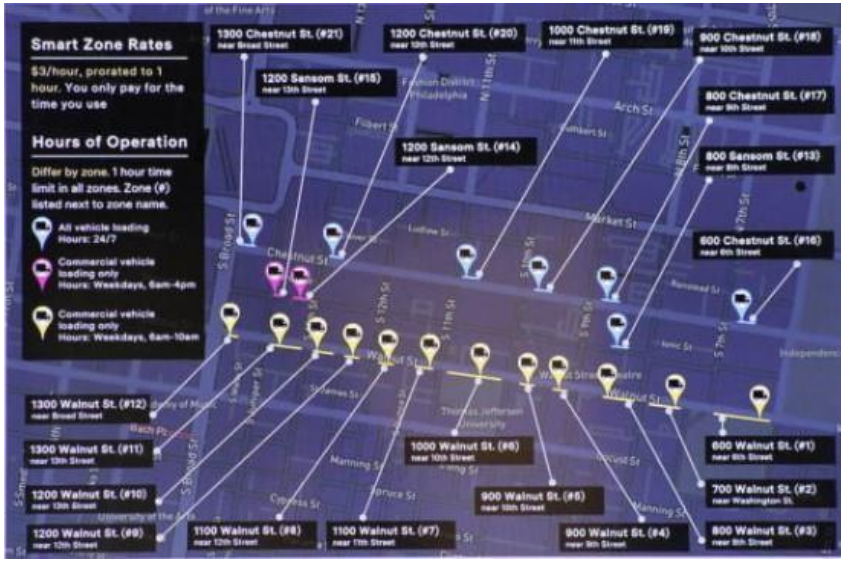
Strategy 12: Passenger and Commercial Loading

Strategy 12.4

- Implement a Smart Loading Zone Pilot Program for on-street loading areas
- Staff and Commission do not recommend this strategy due to the difficulty of identifying and enforcing reserved street spaces.



Timeline	Level of Effort	Level of Investment
Long-term	High	$$$

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Enforcement, Dynamic Pricing, and Loading Strategy Summary

Strategy	Add/Delete Strategy?
9.1 – Shift parking enforcement hours one hour later during the peak season.	
10.1 – Adopt License Plate Reader (LPR) technology for enforcement.	
10.2 – Transition to virtual commercial, merchant, and residential permits and an online application process.	
10.3 – Implement smart parking software and real-time data.	
11.1 – Implement real-time or seasonal dynamic pricing of on-street parking.	
12.1 – Gather information on existing commercial delivery vehicle access and loading needs/challenges.	
12.2 – Limit comm. deliveries/loading activity to early morning/ Sundays.	
12.3 – Create additional Flexible Loading Zones (FLZs)	
12.4 – Implement a Smart Loading Zone Pilot for on-street loading areas.	

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Strategy 13: Parking Requirements

Strategy 13.1

- Remove parking minimum requirements and establish maximum parking requirements in the Commercial District.
- Staff and Commission do not recommend this strategy until such time as a surplus of parking is available in public facilities.

Timeline	Level of Effort	Level of Investment
Medium-term	Medium	$

Strategy 13.2

- Evaluate the parking-in-lieu fee program.
- Staff and Commission recommend evaluating and modifying the parking-in-lieu fee program for both Downtown and North MB business districts.

Timeline	Level of Effort	Level of Investment
Short-term	Medium	$

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Strategy 14: Increase Parking Supply

Strategy 14.1

- Review on-street parking supply.
- The City completed the bulk of this strategy in connection with the removal of the parking structure in Lot 3.
- Staff and Commission recommend review of additional on-street parking opportunities for certain streets in Downtown and NMB.

Timeline	Level of Effort	Level of Investment
Short-term	Medium	$

Strategy 14.2

- Increase supply in parking garages and lots
- Staff and Commission recommend studying opportunities for additional parking by reconstructing existing parking garages and lots.

Timeline	Level of Effort	Level of Investment
Medium-term	High	$$$

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Strategy 14: Increase Parking Supply

Strategy 14.3

- Construct new parking facilities in existing and new public properties.
- The City has initiated this strategy by purchasing 400 Manhattan Beach Boulevard.
- Staff and Commission recommend studying additional opportunities for new parking facilities in the study areas.

Timeline	Level of Effort	Level of Investment
Long-term	High	$$$

Strategy 14.4

- Pursue public-private partnerships to construct new parking supply on private property.
- Staff and Commission recommend pursuit of public-private partnerships for additional parking supply on private property.

Timeline	Level of Effort	Level of Investment
Long-term	High	$$

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Strategy 15: Parking Benefit District

Strategy 15.1

- Establish a Parking Benefit District and/or Parking Authority
- The City has already directed staff to explore a Parking Authority that would be the municipal body to manage a potential Parking Benefits District (aka Parking Assessment District).
- Staff and Commission recommend consideration of this strategy in conjunction with Project Pulse.

Timeline	Level of Effort	Level of Investment
Long-term	High	$

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Strategy 16: Transportation Impact Fees

Strategy 16.1

- Implement a Transportation Impact Fee
- Staff has already initiated a Development Impact Fee study that includes potential transportation impact fees.
- Staff and Commission recommend consideration of this strategy in conjunction with Project Pulse or other large capital projects.

Timeline	Level of Effort	Level of Investment
Long-term	High	$

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Future Parking Supply & Funding Options Strategy Summary

Strategy	Add/Delete Strategy?
13.1 – Remove parking minimum requirements and establish maximum parking requirements in the Commercial District.	
13.2 – Evaluate the parking-in-lieu fee program.	
14.1 – Review on-street parking supply.	
14.2 – Increase supply in parking garages and lots.	
14.3 – Construct new parking facilities in existing and new public properties.	
14.4 – Pursue public-private partnerships to construct new parking supply on private property.	
15.1 – Establish a Parking Benefit District and/or Parking Authority.	
16.1 – Implement a Transportation Impact Fee.	

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Strategy 17: Bicycle Parking

Strategy 17.1

- Expand short- and long-term secure bicycle parking facilities.
- The Long-Term Outdoor Dining Task Force already initiated this strategy by making recommendations for potential bicycle parking facilities in Downtown and North Manhattan Beach.
- Staff and Commission recommend the installation of short-term and long-term secure bicycle parking.

Timeline	Level of Effort	Level of Investment
Long-term	High	$$

Strategy 17.2

- Establish a bike valet service to provide secure parking for event attendees, residents, and visitors during seasonal peaks.
- Staff and Commission recommend implementation of bike valet for special events and seasonal peaks.

Timeline	Level of Effort	Level of Investment
Short-term	Lo	$

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Strategy 18: Micromobility

Strategy 18.1

- Implement a docked electric bicycle-share program to reduce vehicle parking demand.
- Staff recommends implementing a citywide docked electric bicycle share program.
- The Commission does not recommend a docked electric bicycle-share program.

A solar-powered e-station adjacent to a Bus Rapid Transit stop in Basalt, Colorado. (Photo credit: Craig Turpin)
Source: https://betterbikeshare.org/2021/09/08/solar-e-bike-stations-are-the-future-we-need/)(

Timeline	Level of Effort	Level of Investment
Short-term	High	$$$

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Strategy 19: Marketing and Awareness Campaigns

Strategy 19.1

- Recommend social media strategies and other marketing efforts to reduce parking demand.
- Staff and Commission recommend promoting alternative transportation modes on social media and through marketing efforts.

CASE STUDY: GOSAMO, CITY OF SANTA MONICA

The City of Santa Monica, through its TDM Ordinance (SMMC Ch 9.53) established several requirements and goals for the City to mitigate its overall greenhouse gas (GHG) emissions from vehicles.

One major part of this ordinance was the establishment of a Transportation Management Organization (TMO), which assists local businesses with development standards, emission reduction plan compliance, employee transportation programs, commuter program marketing, and local commuter rewards programs.

Timeline	Level of Effort	Level of Investment
Short-term	Low	$

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Strategy 20: On-Demand Microtransit

Strategy 20.1

- Evaluate the feasibility of on-demand microtransit to allow more local, short trips without a car.
- City staff has initiated this effort, contacting various microtransit shuttle providers.
- Staff and Commission recommend a pilot project to start a on-demand Citywide microtransit system.

Timeline	Level of Effort	Level of Investment
Short-term	Low	$$$

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Strategy 21: Remote Parking & Shuttle Transportation

Strategy 21.1

- Identify remote public parking options and shuttle transportation services.
- Staff and Commission recommend conducting a study to identify the feasibility of remote parking and shuttle services to serve employees and customers of the Downtown and North MB.

Timeline	Level of Effort	Level of Investment
Further Study	Required	

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Strategy 22: Employee TDM Strategies

Strategy 22.1

- Consider offering discounted employee rideshare services to reduce parking demand.
- Staff and Commission recommend exploring the feasibility of discounted employee rideshare and other incentives for alternative transportation modes.

Timeline	Level of Effort	Level of Investment
Medium-term	Low	$$$

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Bicycle Parking, Micromobility, and TDM Strategy Summary

Strategy	Add/Delete Strategy?
17.1 – Expand short- and long-term secure bicycle parking facilities.	
17.2 – Establish a bike valet service to provide secure parking for event attendees, residents, and visitors during seasonal peaks.	
18.1 – Implement a docked electric bicycle-share program to reduce vehicle parking demand.	
19.1 – Recommend social media strategies and other marketing efforts to reduce parking demand.	
20.1 – Evaluate the feasibility of on-demand microtransit to allow more local, short trips without a car.	
21.1 – Identify remote public parking options and shuttle transportation services.	
22.1 – Consider offering discounted employee rideshare services to reduce parking demand.	

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PPIC Feedback

- Concerned over e-bike share program, recommendation to revisit non-motorized bike share option in the future.
- Recommended establishing a 10-year cycle for comprehensive parking studies.
- Recommended one-time increase in street and parking lot rates rather than phased approach
- Did not recommend following strategies:
  - Parking Attendants (4.2)
  - Dynamic parking meter pricing (11.1)
  - E-bike docking stations (18.1)

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PPIC Strategy Priorities

- Priority Projects/Strategies
  - Evaluate of Lot 4's end-of-life status
  - Accelerate negotiations with Chevron for potential parking solutions
  - Increase parking supply, including consideration of Lot 4
  - Explore microtransit projects
  - Establish a task force to bundle and advance strategy implementation efficiently
  - Develop a parking strategy for large events and peak seasons
  - Seasonal pricing
  - Create a more active parking management program tailored to special events/peak periods

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Public Notification, Outreach, and Comment

- The public has been informed of this agenda item as part of the City's standard meeting notice practices via public bulletin boards, website calendar, and social media.
- Chamber of Commerce
- North Manhattan Beach Business and Professionals Association (NMBBPA)
- Downtown Business and Professionals Association (DBPA)

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Next Steps

- Determine which strategies to be included in Study Report
- Prioritize strategies to be implemented
- Compile all study documents into Draft Study Report
- City Council approval of Study Report (January 2026)
- Implementation of strategies pursuant to City Council priorities
- Return to City Council for individual strategies as needed

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